

# UPC Pan European Christmas Survey

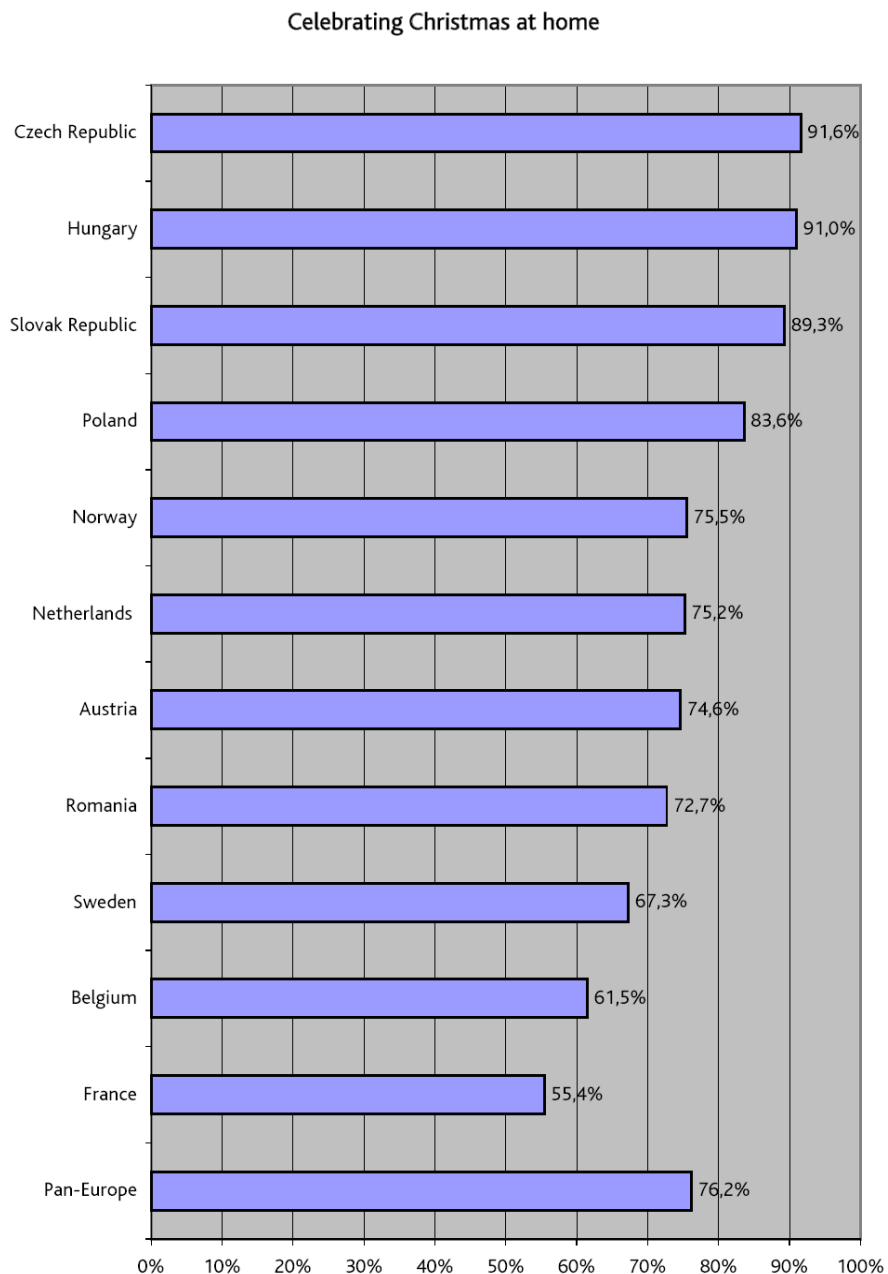
December 2004

The survey was conducted by Research International involving interviews of 5,000 consumers in all eleven countries where UPC provides television services – The Netherlands, France, Austria, Poland, Hungary, Norway, Sweden, Belgium, Czech Republic, Slovak Republic, and Romania (more than 8 million households). UPC will take the conclusions of the survey into consideration when formulating future products and/or services offers, in acknowledgement of the differences in culture among its European customer base.

This survey has an accuracy of 95%.

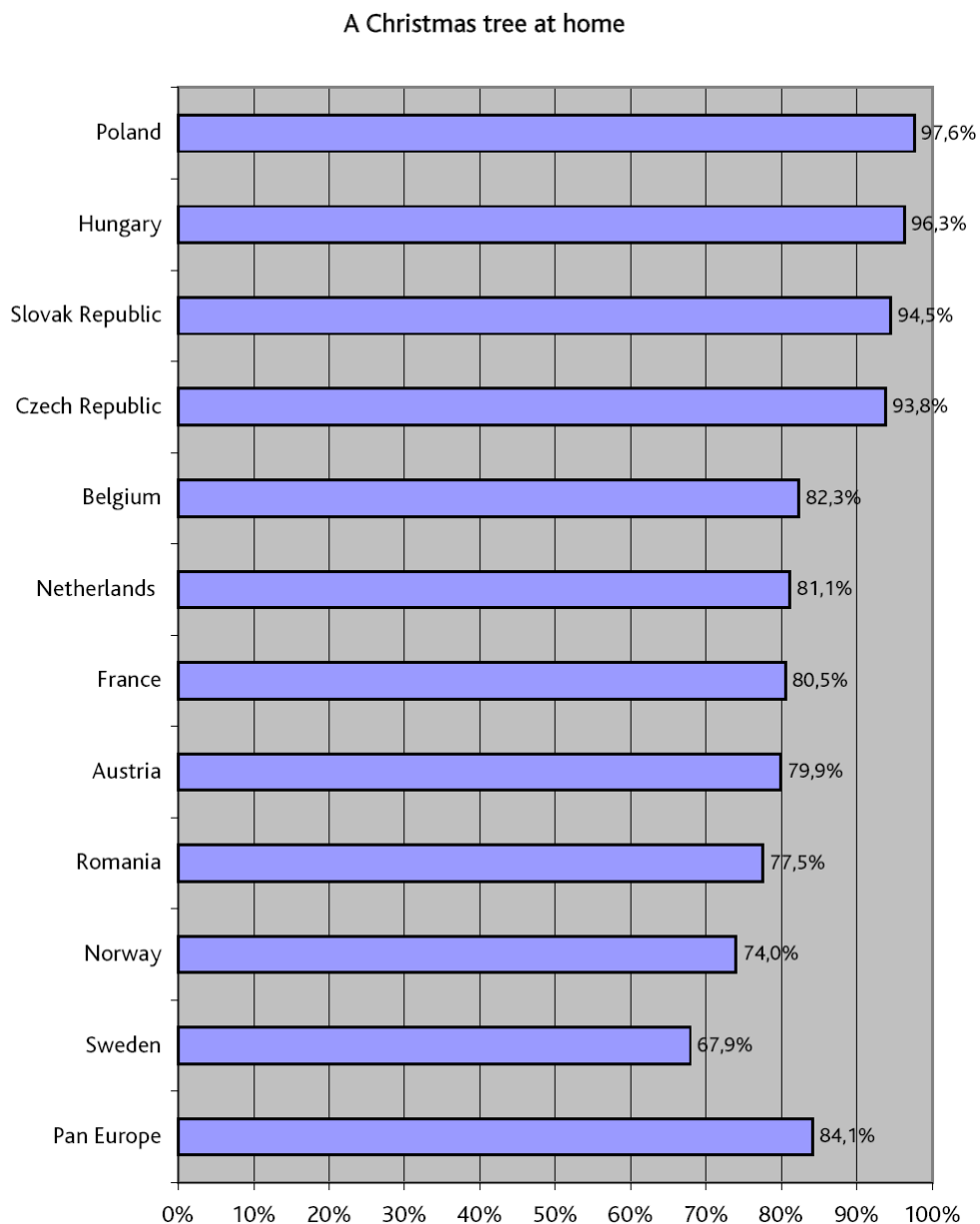
## Celebrating Christmas at home

- Home is still the favourite place to celebrate Christmas
- Central European countries celebrate Christmas at home more than Western European countries
- While almost all Czechs celebrate Christmas at home (91,6%), only 55,4% of the French celebrate Christmas at home
- Hardly anybody (2,2%) celebrates Christmas on vacation



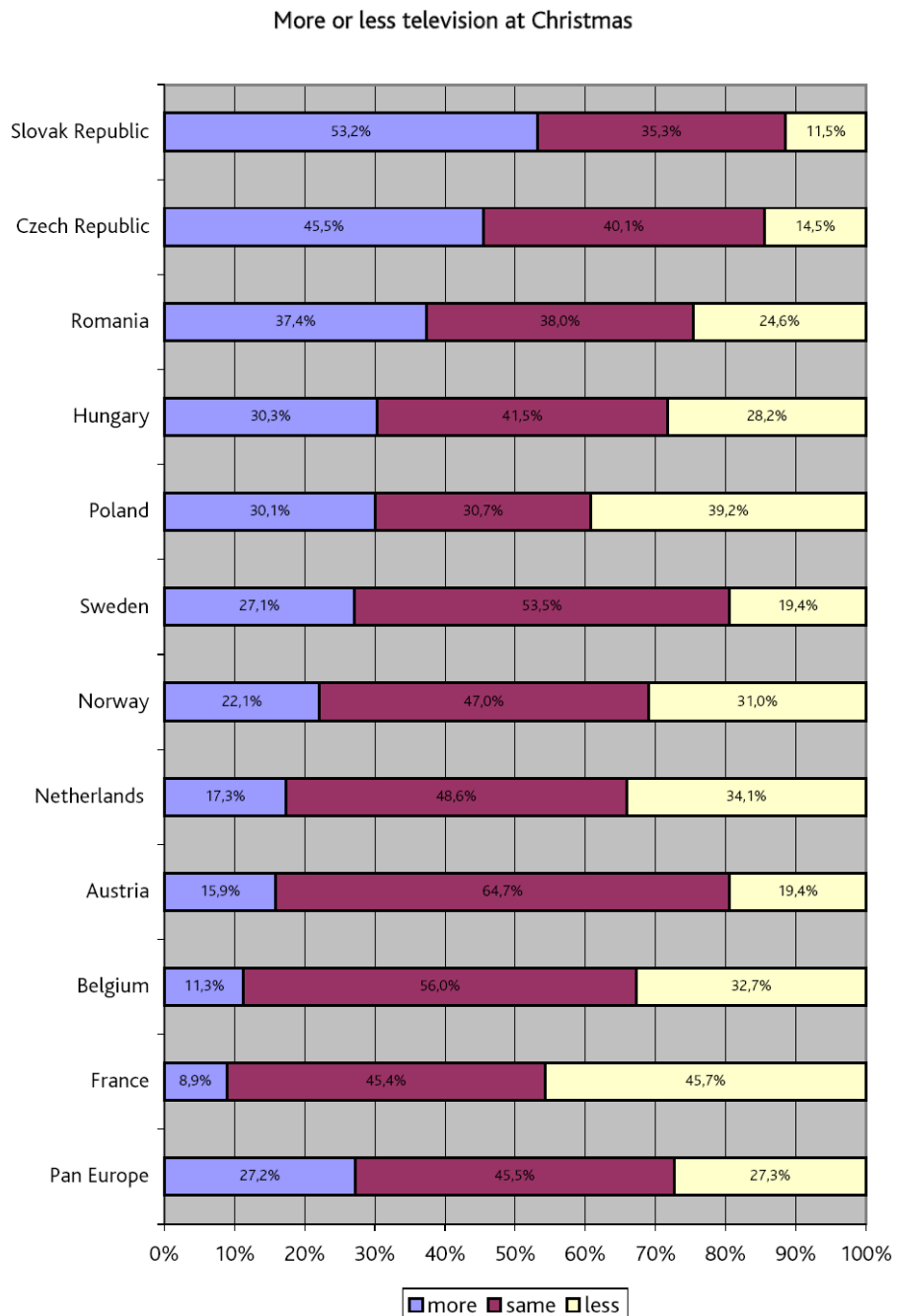
## A Christmas tree at home

- The decorated Christmas tree is still extremely popular throughout Europe (84,1%)
- Except for Romania, the Christmas tree is most popular in Central European countries.
- Poland has the largest penetration of Christmas trees (97,6%)
- Sweden (67,9%) and Norway (74,0%) have the lowest penetration of Christmas trees at home



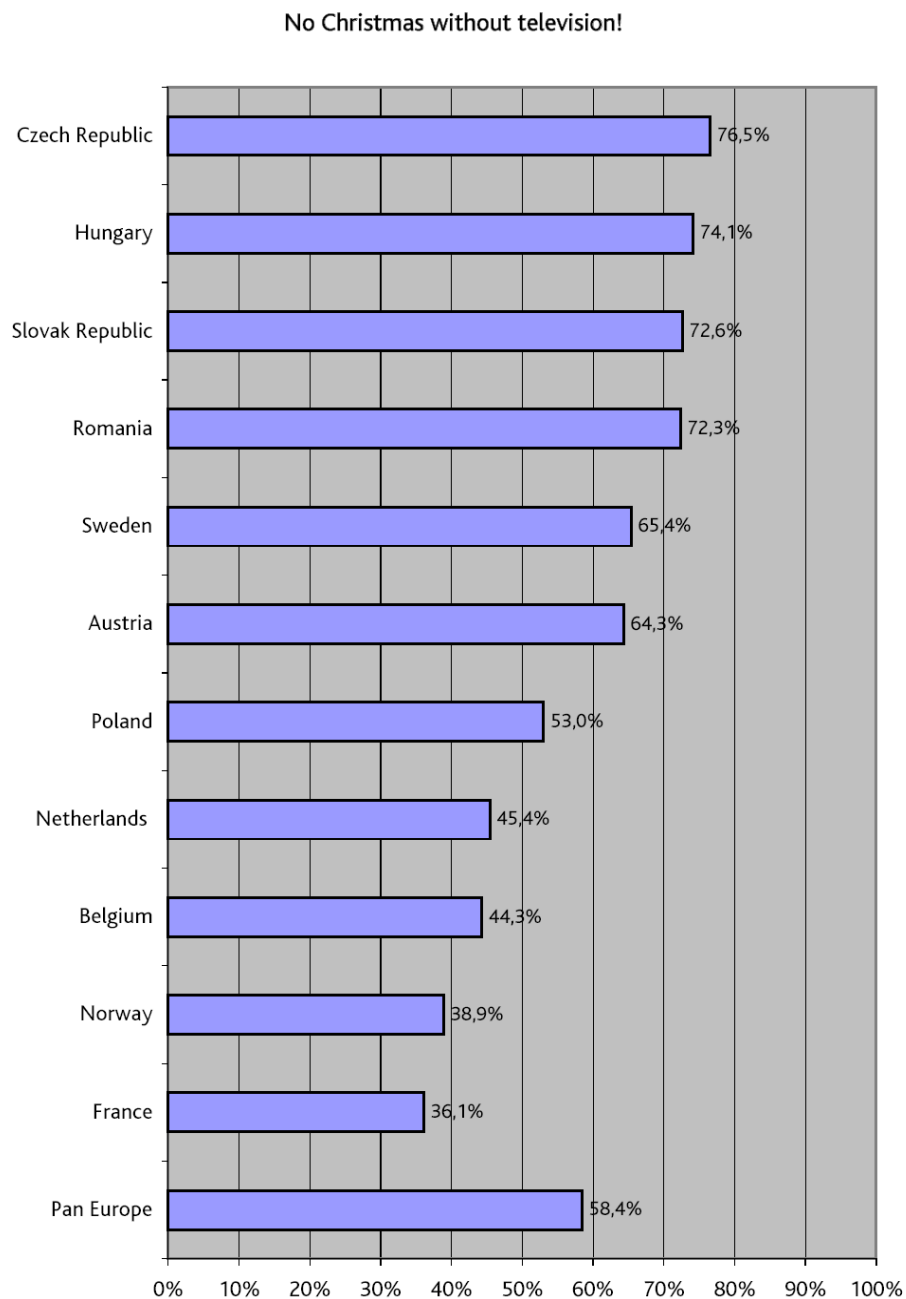
## More or less television at Christmas

- The majority of the countries spend about the same time watching television at Christmas as they would on a normal day
- All Central European countries spend significantly more time watching television at Christmas than the Western European countries
- The Slovak Republic (53,2%) is the only country where a (small) majority (53,2%) will spend more time watching television at Christmas



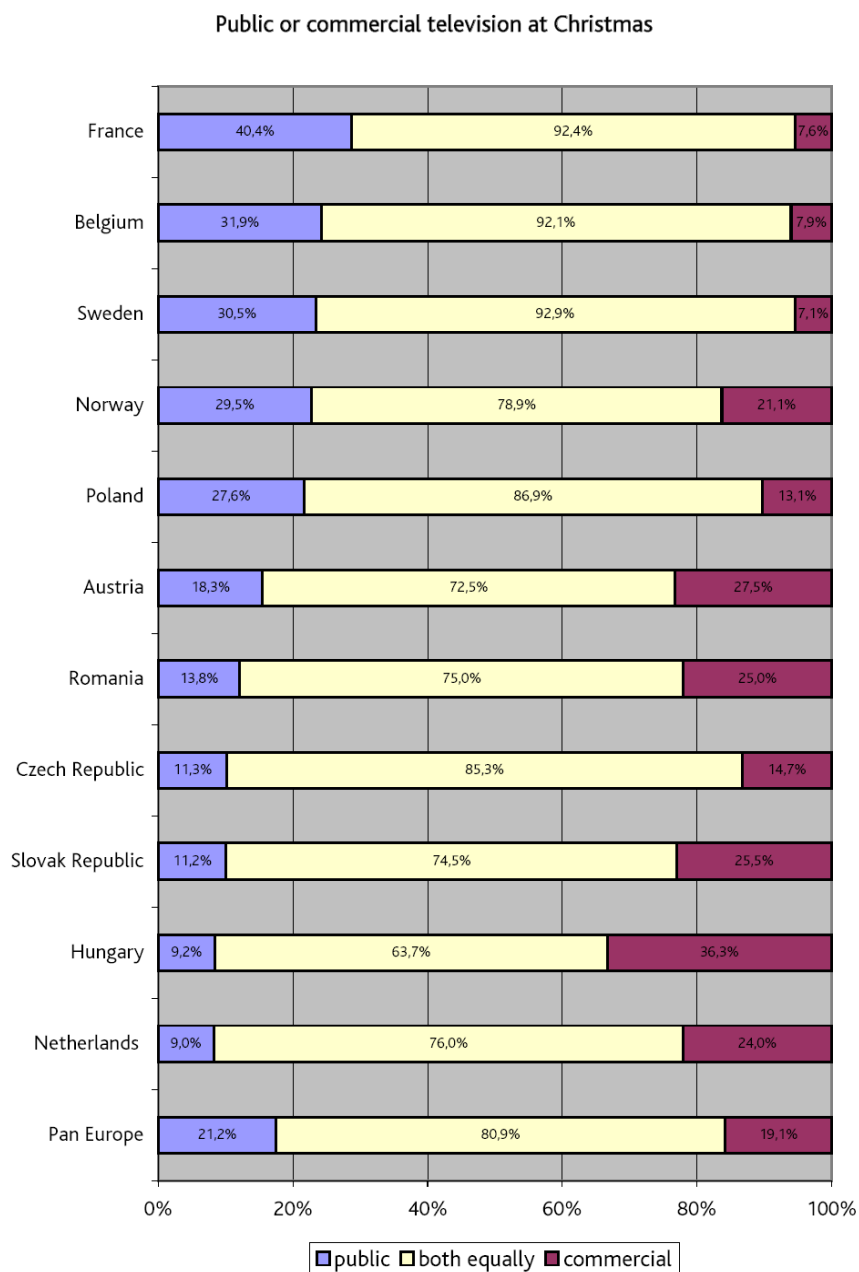
## No Christmas without television!

- All Central European countries are outspoken about wanting to watch television at Christmas
- A minority of people in Western European countries agree with this statement
- 76,5% of Czechs do not want to spend Christmas without watching television; in France only 36,1% insist on watching television at Christmas



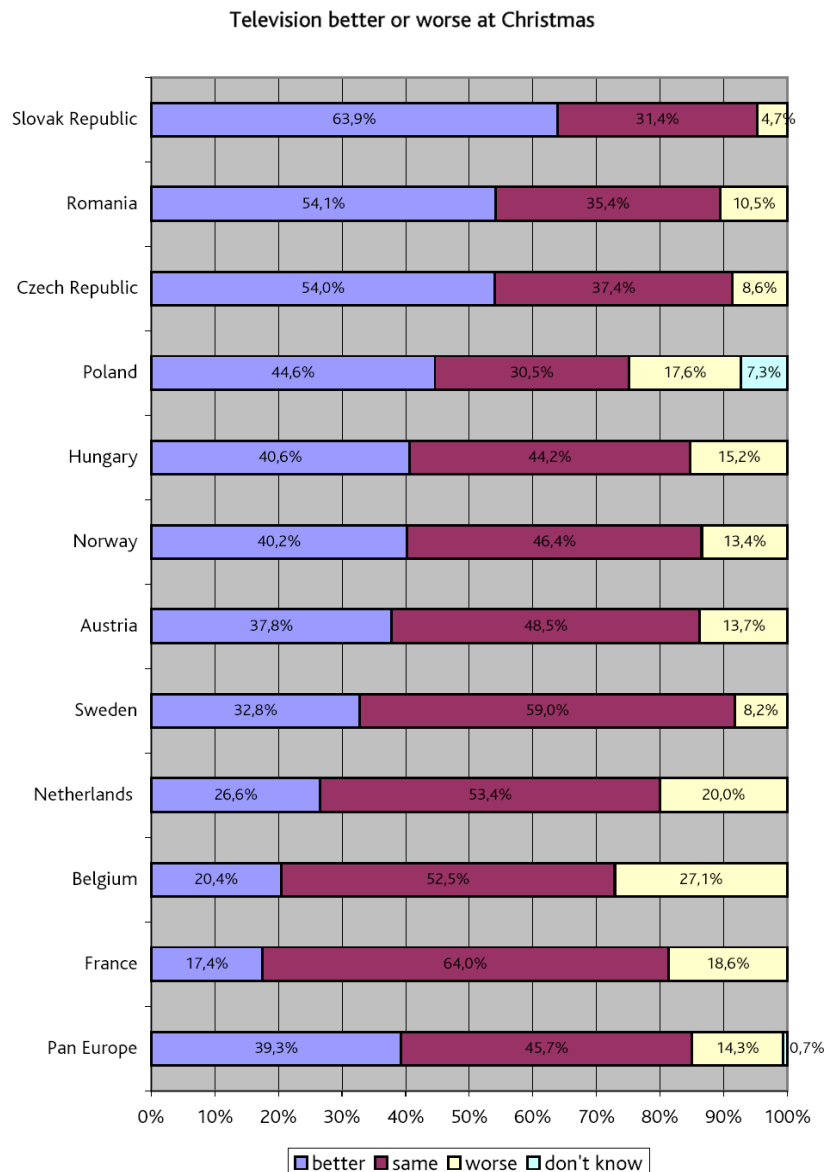
## Public or commercial television at Christmas

- Europeans prefer to watch commercial and public television channels equally (80,9%)
- France (40,4%), Belgium (31,9%) and Sweden (30,5%) have the strongest preference for public channels
- Hungary is most outspoken in its preference for commercial channels (36,3%), followed by Austria (27,5%) and the Slovak Republic (25,5%)



## Television better or worse at Christmas

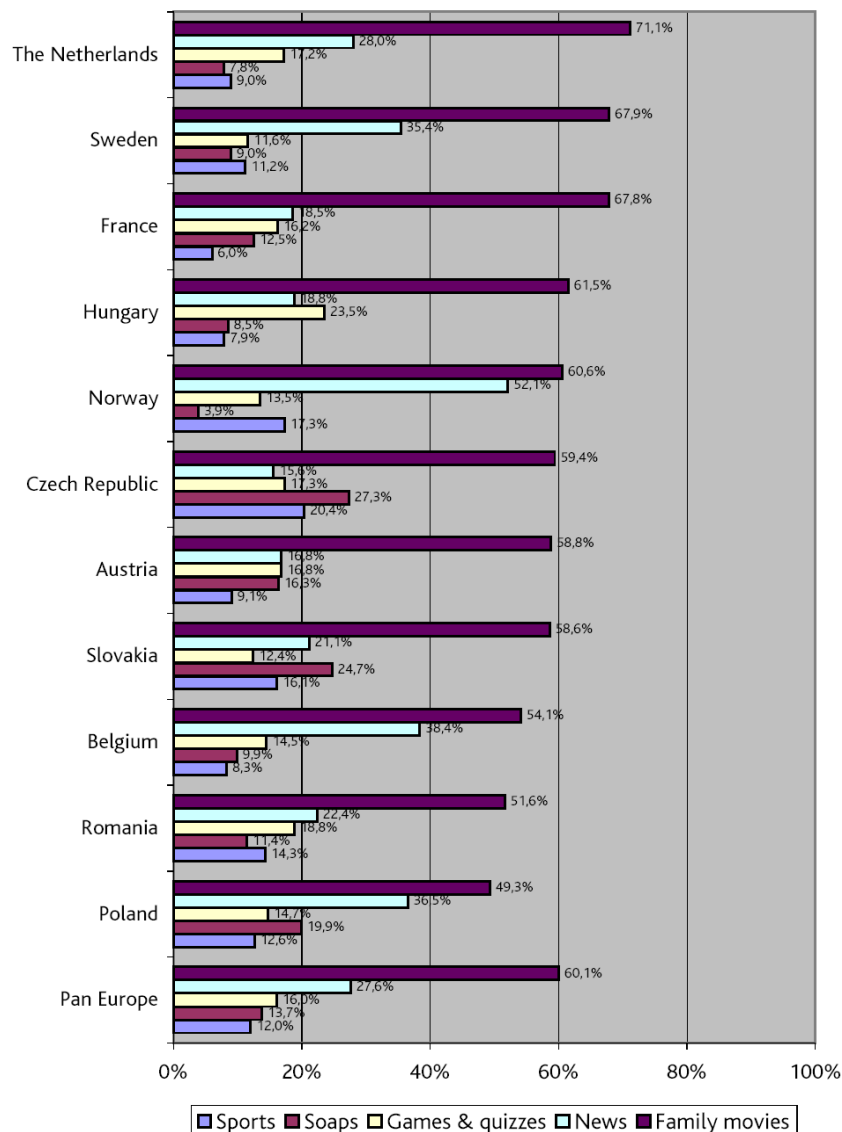
- Europeans seem to be indifferent towards Christmas programming on television; 45,7% think that it is as good as during the rest of the year
- 39,3% of Europeans think that television programming at Christmas is better; only 14,3% think it's worse
- Central European countries find television programming is better at Christmas
- The Slovak Republic (63,9%) is the most positive, and Belgium is the least positive about Christmas programming on television (27,1% think it's worse)



## Favourite television programs at Christmas

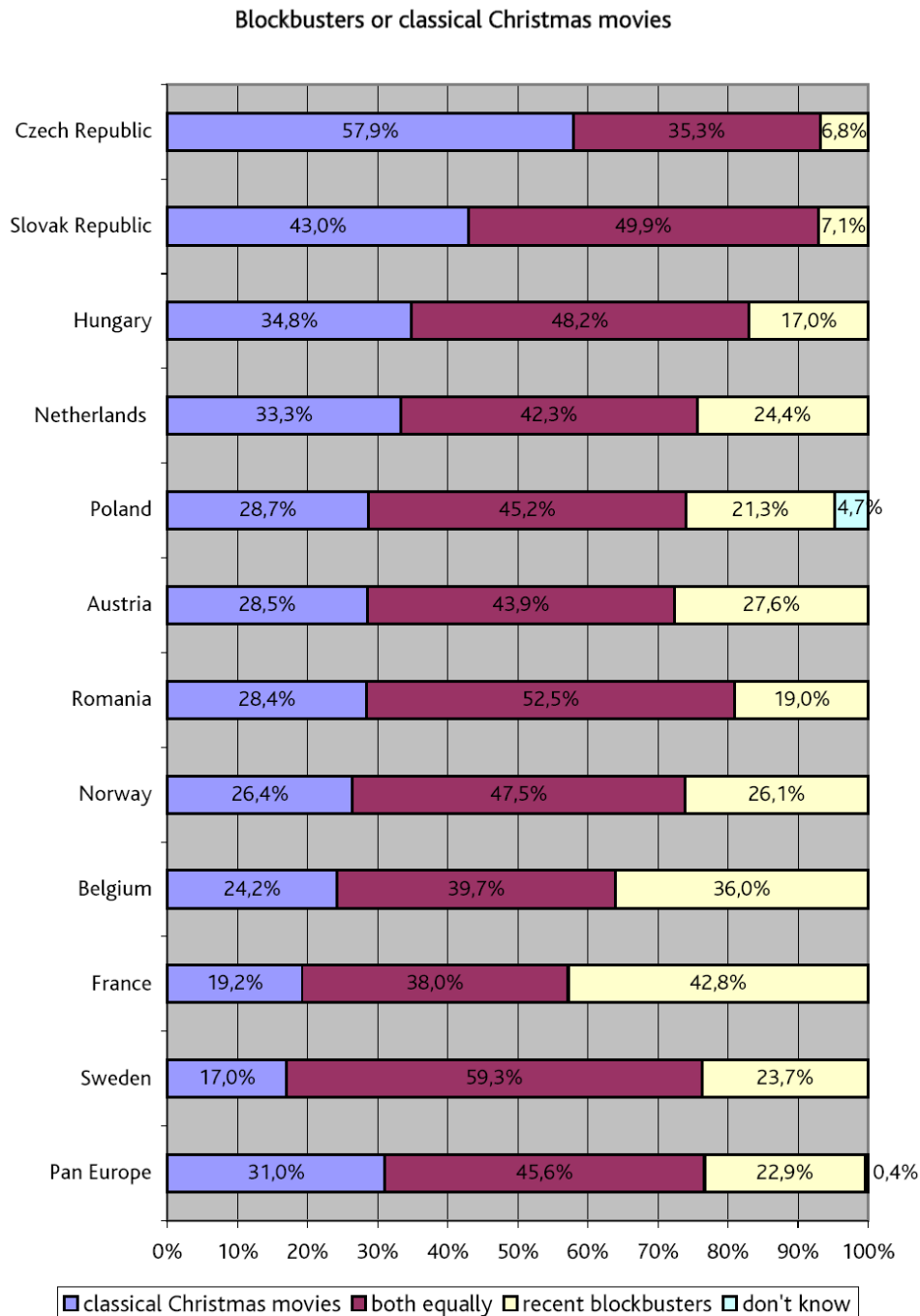
- In order of popularity: family movies, news, games&quizzes, soaps, sports; family movies are extremely popular at Christmas throughout Europe, especially in the Netherlands (71,7%) and Sweden (67,9%).
- News programs are most popular in Norway (52,1%), and Belgium (38,4%); games&quizzes are enjoyed the most by Hungarians (23, 5%) and Romanians (18,8%).
- Soaps score best at Christmas in the Czech Republic (27,3%), and Slovak Republic (24,7%); sports programs are a favourite among Czechs (20,4%) and Norwegians (17,3%)

Favourite television programs at Christmas



## Blockbusters or classical Christmas movies

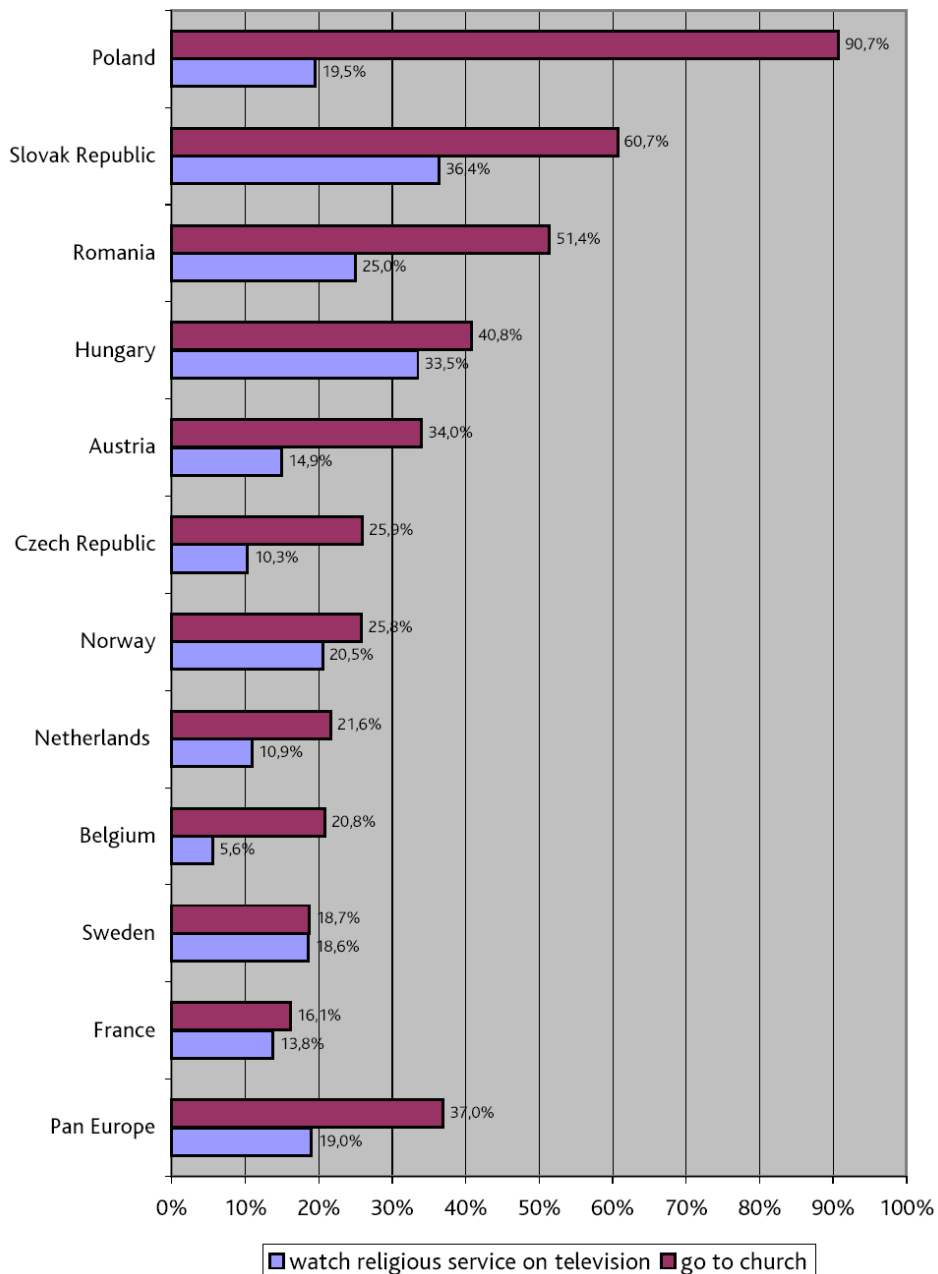
- In general most people enjoy watching recent blockbusters and classical Christmas movies equally (45,6%)
- Central European countries in general prefer classical Christmas movies
- France (42,8%) and Belgium (36,0%) have the strongest preference for recent blockbusters



## Go to church or watch religious service on television at Christmas

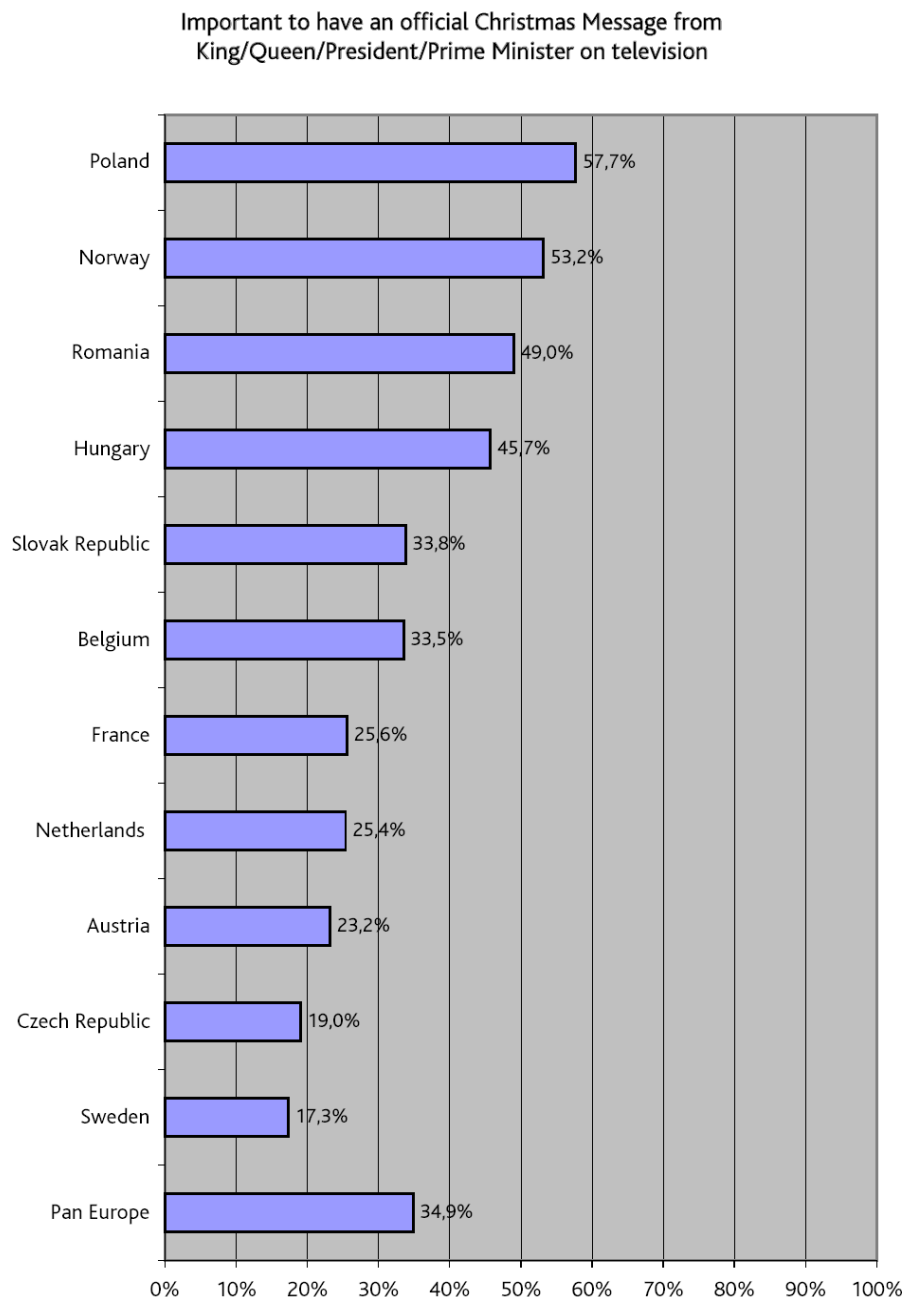
- A minority of Europeans go to church at Christmas (37,0%), and even fewer people watch a religious service on television (19,0%)
- In Central Europe more people go to church at Christmas than in Western Europe
- The Polish go to church the most (90,7%); the French the least (16, 1%)

Go to church or watch religious service on television at Christmas



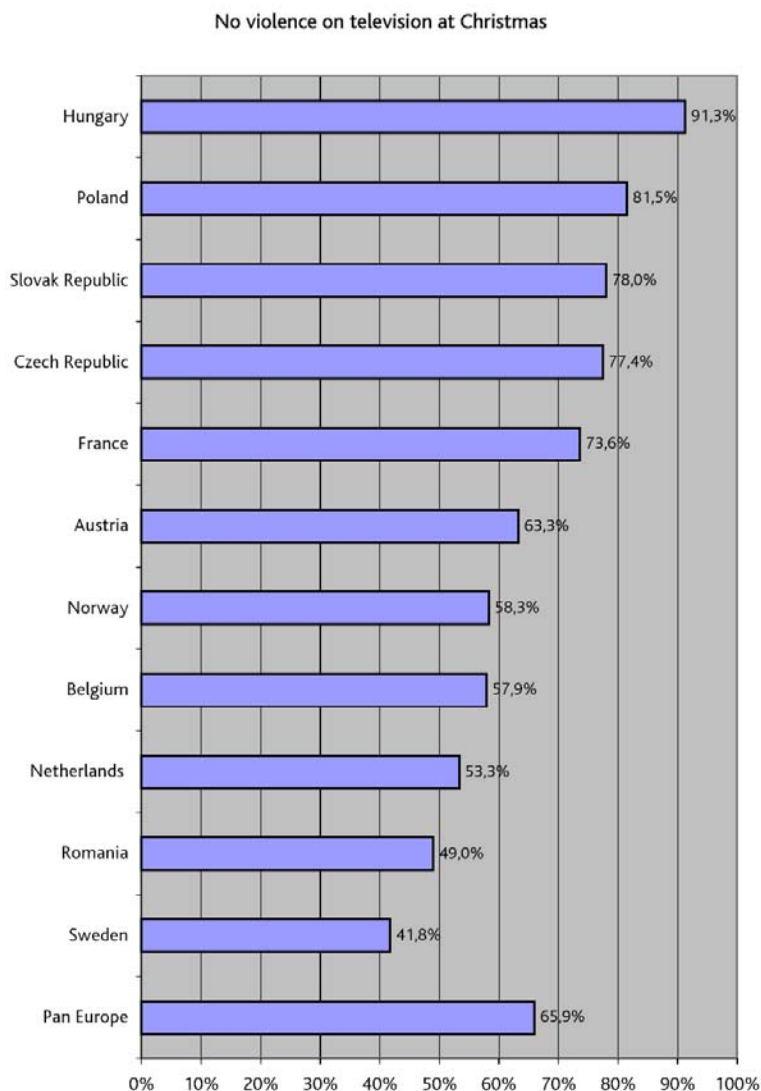
## Important to have an official Christmas Message from King/Queen/President/Prime Minister on television

- In the majority (9) of countries, most people do not find this important
- On average 34,9% find an official Christmas Message important
- An official Christmas Message is only important to a small majority of the people in Poland (57,7%), and Norway (53,2%)
- 82,7% of the Swedes, and 81% of the Czechs find it unimportant



## No violence on television at Christmas

- In the majority (9) of countries most people believe that violent television programs should be banned at Christmas
- On average 65,9% find that violence should be banned from television at Christmas
- The Hungarians are the most outspoken against violence on television at Christmas (91,3%), closely followed by the Polish (81,5%)
- A small majority in Sweden (58,2%) and Romania (51%) do not agree with the statement that violent television programs should be banned at Christmas
- In general, the younger the respondents, the more they are in favour of violent television programs at Christmas



## Would like live sport on television at Christmas

- In ten out of eleven countries, the majority of people are not interested in watching live sport on television at Christmas; on average, only 30,6% would like to watch live sport on television at Christmas
- The French are the least interested in watching live sport on television at Christmas (16,9%); followed by Hungary (23,1%) and Austria (24,5%).
- A small majority in Norway (50,4%) is in favour of watching live sport on television at Christmas

