

Which season do you like most? (please rank from best to worst)

29-01-2019 - 06-02-2019



Total	Monadic							
	Sweden	Denmark	Finland	Norway	Spain	Italy	France	Germany
	A	B	C	D	E	F	G	H

Spring

Base	9823	1057	1380	999	1290	1002	1002	1050	2043
1	34%	29%	33%	23%	27%	38%	43%	36%	39%
		C	A.C.D		C	A.B.C.D	A.B.C.D.E.G.H	A.C.D	A.B.C.D
2	45%	49%	49%	45%	48%	40%	41%	47%	42%
		E.F.H	E.F.H	E.F	E.F.H			E.F.H	
3	13%	13%	9%	20%	15%	15%	10%	11%	11%
		B.F		A.B.D.E.F.G.H	B.F.G.H	B.F.G.H			
4	4%	6%	3%	8%	6%	5%	4%	2%	3%
		B.G.H		A.B.D.E.F.G.H	B.F.G.H	B.G.H	G		
Don't know	4%	4%	6%	3%	4%	1%	2%	4%	5%
		E.F	A.C.E.F	E	E.F		E	E.F	C.E.F
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summer

Base	9823	1057	1380	999	1290	1002	1002	1050	2043
1	48%	54%	54%	56%	57%	37%	38%	49%	44%
		E.F.G.H	E.F.G.H	E.F.G.H	E.F.G.H			E.F.H	E.F
2	26%	26%	28%	25%	26%	24%	26%	23%	27%
			E.G						G
3	13%	12%	8%	12%	10%	17%	17%	15%	15%
		B		B		A.B.C.D	A.B.C.D	A.B.C.D	A.B.C.D
4	9%	5%	4%	5%	4%	22%	17%	8%	10%
						A.B.C.D.F.G.H	A.B.C.D.G.H	A.B.C.D	A.B.C.D
Don't know	4%	4%	6%	3%	4%	1%	2%	4%	5%
		E.F	A.C.E.F	E	E.F		E	E.F	C.E.F
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Fall

Base	9823	1057	1380	999	1290	1002	1002	1050	2043
1	9%	11%	5%	13%	9%	14%	8%	7%	8%
		B.F.G.H		B.D.F.G.H	B	A.B.D.F.G.H	B	B	B
2	18%	13%	11%	15%	14%	27%	25%	19%	20%
				B		A.B.C.D.G.H	A.B.C.D.G.H	A.B.C.D	A.B.C.D
3	50%	50%	55%	38%	52%	47%	49%	51%	51%
		C	A.C.E.F.H		C.E	C	C	C	C.E
4	20%	23%	23%	31%	21%	11%	16%	18%	16%
		E.F.G.H	E.F.G.H	A.B.D.E.F.G.H	E.F.H		E	E	E
Don't know	4%	4%	6%	3%	4%	1%	2%	4%	5%
		E.F	A.C.E.F	E	E.F		E	E.F	C.E.F
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Winter

Base	9823	1057	1380	999	1290	1002	1002	1050	2043
1	5%	3%	3%	5%	3%	10%	9%	3%	4%
				B		A.B.C.D.G.H	A.B.C.D.G.H		B
2	8%	8%	6%	12%	8%	9%	6%	6%	7%
		B.F		A.B.D.E.F.G.H	B.F	B.F			
3	21%	22%	22%	28%	19%	20%	22%	18%	18%
		H	H	A.B.D.E.F.G.H			H		
4	63%	63%	64%	52%	65%	61%	61%	67%	66%
		C	C		C.E	C	C	A.C.E.F	C.E.F
Don't know	4%	4%	6%	3%	4%	1%	2%	4%	5%
		E.F	A.C.E.F	E	E.F		E	E.F	C.E.F
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B/C/D/E/F/G/H, Minimum Base: 30 (**), Small Base: 100 (**))

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Total	Monadic							
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	A	B	C	D	E	F	G	H

Do you like winter in general?

Base: All	9823	1057	1380	999	1290	1002	1002	1050	2043
Yes	47%	46%	45%	57%	45%	52%	50%	41%	47%
		G		A.B.D.E.F.G.H	G	A.B.D.G.H	B.D.G		G
No	48%	51%	47%	39%	50%	46%	45%	54%	48%
		C.F	C		C.F	C	C	B.C.E.F.H	C
Don't know	5%	4%	8%	4%	4%	1%	5%	5%	5%
		E	A.C.D.E.F.G.H	E	E		E	E	E
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Total	Monadic							
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	A	B	C	D	E	F	G	H

What do you dislike most about winter?

	Base: All	Sweden	Denmark	Finland	Norway	Spain	Italy	France	Germany
	9823	1057	1380	999	1290	1002	1002	1050	2043
The weather (typical winter weather of "Country")	16%	18%	18%	10%	22%	8%	15%	10%	18%
		C.E.G	C.E.G		A.B.C.E.F.G.H		C.E.G		C.E.G
The short daytime hours	30%	33%	40%	29%	25%	33%	29%	29%	26%
		D.G.H	A.C.D.E.F.G.H	D		D.G.H	D	D	
Feeling cold	23%	22%	16%	31%	20%	20%	21%	28%	24%
		B		A.B.D.E.F.H	B	B	B	A.B.D.E.F.H	B.D.E
Catching a cold	10%	5%	7%	4%	7%	22%	14%	15%	10%
			C		C	A.B.C.D.F.G.H	A.B.C.D.H	A.B.C.D.H	A.B.C.D
Having to stay indoor	4%	3%	2%	3%	5%	2%	6%	6%	6%
					A.B.C.E		A.B.C.E	A.B.C.E	A.B.C.E
Having to put on more warm clothes	6%	5%	4%	6%	7%	7%	7%	4%	6%
				G	B.G	B.G	B.G		B.G
Other	3%	6%	3%	6%	7%	1%	1%	1%	2%
		B.E.F.G.H	E.F.G	B.E.F.G.H	B.E.F.G.H				E.F
I don't dislike anything about winter	7%	7%	7%	11%	6%	7%	6%	7%	5%
				A.B.D.E.F.G.H					
Don't know	2%	1%	3%	2%	2%	0%	1%	1%	2%
			A.E.F.G	E.F	A.E.F				A.E.F.G
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	Sweden	Denmark	Finland	Norway	Spain	Italy	France	Germany
	A	B	C	D	E	F	G	H

What do you like the most about winter?

Base: All	9823	1057	1380	999	1290	1002	1002	1050	2043
To read more books	6%	3%	3%	3%	3%	13%	7%	7%	7%
						A.B.C.D.F.G.H	A.B.C.D	A.B.C.D	A.B.C.D
Winter outdoor activities	11%	14%	4%	19%	17%	7%	5%	13%	11%
		B.E.F.H		A.B.E.F.G.H	A.B.E.F.G.H	B		B.E.F.H	B.E.F
To wear comfortable clothes	4%	2%	2%	2%	2%	8%	6%	5%	4%
						A.B.C.D.G.H	A.B.C.D.H	A.B.C.D	A.B.C.D
The fresh, cold air	17%	20%	22%	22%	16%	12%	13%	11%	19%
		D.E.F.G	D.E.F.G.H	D.E.F.G.H	E.F.G				E.F.G
To snuggle inside	25%	24%	33%	10%	24%	29%	34%	31%	21%
		C	A.C.D.E.H		C.H	A.C.D.H	A.C.D.E.H	A.C.D.H	C
The weather (typical winter weather of "Country")	5%	5%	3%	8%	4%	9%	6%	5%	2%
		B.H		A.B.D.G.H	H	A.B.D.F.G.H	B.D.H	B.H	
No or less allergies	3%	3%	3%	3%	3%	6%	3%	2%	3%
						A.B.C.D.F.G.H			
No or less bugs	10%	9%	9%	15%	9%	2%	13%	7%	13%
		E	E.G	A.B.D.E.G.H	E		A.B.D.E.G	E	A.B.D.E.G
Other	3%	3%	3%	3%	3%	3%	1%	2%	3%
		F	F	F	F	F			F
I don't like anything about winter	13%	17%	11%	11%	14%	12%	9%	13%	16%
		B.C.E.F.G	F		B.C.E.F	F		F	B.C.E.F
Don't know	3%	2%	6%	3%	3%	1%	2%	4%	3%
			A.C.D.E.F.G.H	A.E	A.E			A.E	E
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	A	B	C	D	E	F	G	H

ME5. Which of the following winter activities would you like to practice more, if you had the opportunity? You can select up to three options

Base: All	9823	1057	1380	999	1290	1002	1002	1050	2043
Walking	29%	35%	36%	31%	23%	37%	38%	37%	12%
		C.D.H	C.D.H	D.H	H	C.D.H	C.D.H	C.D.H	
Skiing	28%	39%	21%	37%	44%	29%	21%	23%	19%
		B.E.F.G.H		B.E.F.G.H	A.B.C.E.F.G.H	B.F.G.H		H	
Snowboarding	6%	5%	3%	8%	7%	12%	5%	4%	4%
		B		A.B.F.G.H	B.G.H	A.B.C.D.F.G.H			
Sledging	16%	8%	15%	8%	16%	24%	14%	13%	25%
			A.C		A.C.G	A.B.C.D.F.G	A.C	A.C	A.B.C.D.F.G
Ice Skating	17%	21%	13%	24%	18%	25%	16%	8%	15%
		B.D.F.G.H	G	B.D.F.G.H	B.G	A.B.D.F.G.H	B.G		B.G
Building a snowman	15%	8%	11%	12%	9%	25%	19%	13%	22%
			A.D	A.D		A.B.C.D.F.G	A.B.C.D.G	A.D	A.B.C.D.F.G
Snow Ball Fights	12%	7%	7%	7%	5%	23%	16%	16%	16%
			D			A.B.C.D.F.G.H	A.B.C.D	A.B.C.D	A.B.C.D
Winter Swimming	5%	7%	8%	15%	3%	2%	5%	4%	3%
		D.E.G.H	D.E.F.G.H	A.B.D.E.F.G.H			D.E		
Other	5%	4%	3%	6%	6%	3%	2%	5%	6%
		E.F	F	B.E.F	B.E.F			E.F	A.B.E.F
Don't know	5%	5%	7%	5%	5%	2%	5%	5%	4%
		E	C.D.E.G.H	E	E		E	E	E
I don't want to do any winter sports in general	24%	23%	28%	19%	24%	13%	17%	22%	35%
		C.E.F	A.C.E.F.G	E	C.E.F		E	E.F	A.B.C.D.E.F.G
Total	163%	163%	151%	171%	158%	195%	158%	150%	162%

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	A	B	C	D	E	F	G	H

What is your favourite indoor winter activity?

	Base: All	9823	1057	1380	999	1290	1002	1002	1050	2043
Going to the the cinema / theater / opera etc.	7%	5%	7%	5%	4%	14%	9%	9%	9%	5%
			A.D			A.B.C.D.F.G.H	A.C.D.H	A.C.D.H		
To snuggle inside with my partner/kids	18%	20%	24%	12%	22%	21%	19%	14%	14%	14%
		C.G.H	C.F.G.H		C.F.G.H	C.G.H	C.G.H		C	
Visiting a museum	2%	1%	2%	1%	1%	2%	3%	1%	1%	1%
			H			C.H	A.B.C.D.G.H			
Reading a book	18%	17%	15%	16%	15%	24%	20%	16%	19%	19%
						A.B.C.D.F.G.H	B.C.D.G		B.C.D.G	
Cooking	8%	7%	6%	9%	5%	8%	13%	12%	7%	7%
				B.D.H		B.D	A.B.C.D.E.H	A.B.C.D.E.H		
Watching TV	20%	22%	15%	26%	21%	13%	18%	23%	20%	20%
		B.E.F		B.D.E.F.H	B.E.F		B.E	B.E.F	B.E	
Playing games with friends or family	8%	5%	9%	8%	9%	8%	7%	9%	8%	8%
			A	A	A	A		A.F	A	
Knitting, sewing, handiwork	7%	6%	9%	8%	8%	5%	4%	5%	8%	8%
			A.E.F.G	A.E.F.G	A.E.F.G				A.E.F.G	
Indoor action (Indoor Playgrounds, Jump House etc.)	2%	1%	1%	3%	1%	1%	1%	1%	4%	4%
				A.B.D.E.F.G					A.B.D.E.F.G	
Other	5%	9%	5%	5%	6%	2%	3%	5%	6%	6%
		B.C.D.E.F.G.H	E.F	E.F	E.F			E.F	E.F	
Don't know	4%	5%	7%	5%	5%	1%	3%	2%	4%	4%
		E.F.G	A.C.E.F.G.H	E.F.G	E.F.G.H		E	E	E.G	
None at all	2%	2%	2%	2%	3%	2%	1%	2%	4%	4%
		F		F	F			F	A.B.E.F	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Total	Monadic							
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	A	B	C	D	E	F	G	H

What is your favourite hot winter beverage?

Base: All	9823	1057	1380	999	1290	1002	1002	1050	2043
Hot chocolate	28%	20%	30%	20%	32%	35%	41%	28%	20%
			A.C.H		A.C.G.H	A.B.C.G.H	A.B.C.D.E.G.H	A.C.H	
Coffee	31%	36%	33%	44%	35%	30%	16%	36%	24%
		E.F.H	F.H	A.B.D.E.F.G.H	E.F.H	F.H		E.F.H	F
Tea	20%	20%	16%	17%	16%	16%	22%	22%	26%
		B.C.D.E					B.C.D.E	B.C.D.E	A.B.C.D.E.F.G
Mulled wine	7%	7%	7%	9%	4%	2%	6%	4%	13%
		D.E.G	D.E.G	D.E.F.G	E		D.E.G	E	A.B.C.D.E.F.G
Egg Nog	1%	1%	0%	0%	1%	0%	2%	0%	2%
		B			B.E		A.B.C.D.E.G		B.C.E.G
Warm beer	1%	1%	0%	1%	0%	1%	1%	0%	1%
						B.D.G.H	B.D.G.H		
Hot milk with honey	3%	1%	1%	0%	1%	7%	8%	4%	3%
					C	A.B.C.D.G.H	A.B.C.D.G.H	A.B.C.D	A.B.C.D
Other	3%	4%	3%	3%	3%	3%	1%	2%	3%
		F.G	F	F	F	F		F	F
Don't know	3%	4%	4%	3%	4%	1%	2%	1%	3%
		E.F.G.H	E.F.G.H	E.G	E.F.G		G		E.G
None at all	4%	5%	6%	2%	4%	4%	1%	2%	6%
		C.F.G	C.D.F.G		F	C.F.G			C.D.F.G
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	A	B	C	D	E	F	G	H

What would be an ideal winter getaway for you?

Base: All	9823	1057	1380	999	1290	1002	1002	1050	2043
Winter sport holiday	15%	16%	14%	11%	18%	13%	16%	19%	15%
		C.E	C		B.C.E.H		C	B.C.E.H	C
Sunny break (e.g. Beach vacation)	38%	41%	41%	44%	44%	22%	41%	33%	35%
		E.G.H	E.G.H	E.G.H	E.G.H		E.G.H	E	E
Winter indoor recreational parks	4%	1%	2%	2%	2%	20%	7%	3%	3%
						A.B.C.D.F.G.H	A.B.C.D.G.H	A.C	A.B.C
City Break	17%	14%	17%	17%	14%	35%	18%	9%	14%
		G	A.D.G.H	A.D.G.H	G	A.B.C.D.F.G.H	A.D.G.H		G
Other	4%	3%	3%	4%	5%	2%	3%	4%	4%
				E	E			E	E
Don't know	5%	5%	6%	9%	5%	1%	5%	4%	5%
		E	E.G.H	A.B.D.E.F.G.H	E		E	E	E
Not applicable – I do not tend to take holidays in the winter season	17%	20%	16%	13%	13%	6%	11%	27%	24%
		B.C.D.E.F	C.D.E.F	E	E		E	A.B.C.D.E.F	A.B.C.D.E.F
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

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