FINNISH FILM AUDIENCE STUDY 2019
STARTING POINT

- The aim of the study was to find out how Finns watch films on different distribution channels and to learn more about their viewing habits.
- Also how Finns perceive Finnish film and what factors keep them from going to the cinema.
- This is the fifth time that the survey has been conducted, the previous surveys were conducted in 2008, 2010, 2013, and 2015.
IMPLEMENTATION OF THE STUDY

• The study was carried out as telephone interviews from the 5th of May till the 4th of July 2019
  - Phone numbers were randomly selected so that age, gender and place of residence have their own indicators (= percentages)
• The interviewee was able to respond over the telephone or online
  - 46% of the results were telephone responds and 54% via the Internet; previously phone calls made up around 70–80% of responses
  - Families with children and those who live in larger cities were most likely to respond via the Internet; most people over 60 gave their answers by phone
    – The main results do not show significant differences between the answering methods taking into consideration age and gender
• The target group were Finns between the ages of 15–79, excluding the Åland Islands
• The total number of respondents was 504
• The results are categorised by age, gender, and place of residence to match the 15–79 year-old population of Finland
• The margin of error in the overall result is 2–4 percent in both directions
TABLE OF CONTENTS

• Watching films by distribution channel
• Watching children’s movies
• Factors which influence going to the cinema
• The image of new Finnish film
WATCHING MOVIES BY DISTRIBUTION CHANNEL
### Watching Movies in Cinemas

**All respondents, 2019 (N=504)**

#### Frequency of Watching Movies

<table>
<thead>
<tr>
<th>Frequency</th>
<th>All Feature Films</th>
<th>Finnish Feature Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a week or more</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1-3 times a month</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Once in 2 months</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>1-2 times in 6 months</td>
<td>30</td>
<td>16</td>
</tr>
<tr>
<td>Once a year</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Less often</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>Never</td>
<td>35</td>
<td>35</td>
</tr>
</tbody>
</table>

#### Minimum 2 times a Year

<table>
<thead>
<tr>
<th>Year</th>
<th>All Films</th>
<th>Finnish Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>50</td>
<td>22</td>
</tr>
<tr>
<td>2015</td>
<td>63</td>
<td>30</td>
</tr>
<tr>
<td>2013</td>
<td>52</td>
<td>26</td>
</tr>
<tr>
<td>2010</td>
<td>48</td>
<td>24</td>
</tr>
</tbody>
</table>

#### Never

<table>
<thead>
<tr>
<th>Year</th>
<th>All Films</th>
<th>Finnish Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>13</td>
<td>19</td>
</tr>
<tr>
<td>2015</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>2013</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td>2010</td>
<td>20</td>
<td>27</td>
</tr>
</tbody>
</table>
WATCHING MOVIES IN CINEMAS
At least 2 times a year, 2019

All feature films | Finnish feature films

<table>
<thead>
<tr>
<th>Demographic</th>
<th>All (N=504)</th>
<th>Female (n=255)</th>
<th>Male (n=249)</th>
<th>15–24 year-olds (n=71)</th>
<th>25–34 year-olds (n=94)</th>
<th>35–44 year-olds (n=94)</th>
<th>45–59 year-olds (n=136)</th>
<th>60-79 years (n=109)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22</td>
<td>23</td>
<td>22</td>
<td>24</td>
<td>14</td>
<td>23</td>
<td>33</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>50</td>
<td>48</td>
<td>51</td>
<td>77</td>
<td>59</td>
<td>60</td>
<td>69</td>
<td>21</td>
</tr>
</tbody>
</table>

2015:
- All feature films: 29%
- Finnish feature films: 50%
WATCHING FILMS ON FREE TV
All respondents, 2019 (N=504)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>All Films</th>
<th>Finnish Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a week or more</td>
<td>28</td>
<td>15</td>
</tr>
<tr>
<td>1-3 times a month</td>
<td>30</td>
<td>21</td>
</tr>
<tr>
<td>Once in 2 months</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>1-2 times in 6 months</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Once a year</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Less often</td>
<td>10</td>
<td>19</td>
</tr>
<tr>
<td>Never</td>
<td>12</td>
<td>19</td>
</tr>
</tbody>
</table>

At least once a month

<table>
<thead>
<tr>
<th>Year</th>
<th>All Films</th>
<th>Finnish Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>58</td>
<td>37</td>
</tr>
<tr>
<td>2015</td>
<td>69</td>
<td>41</td>
</tr>
<tr>
<td>2013</td>
<td>79</td>
<td>37</td>
</tr>
<tr>
<td>2010</td>
<td>81</td>
<td>48</td>
</tr>
</tbody>
</table>
WATCHING FILMS ON FREE TV
At least once a month, 2019

All feature films  Finnish feature films

<table>
<thead>
<tr>
<th>Group</th>
<th>All feature films</th>
<th>Finnish feature films</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All (N=504)</td>
<td>37</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>Female (n=255)</td>
<td>34</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>Male (n=249)</td>
<td>39</td>
<td>59</td>
<td>59</td>
</tr>
<tr>
<td>15–24 year-olds (n=71)</td>
<td>31</td>
<td>2015: 59%</td>
<td></td>
</tr>
<tr>
<td>25-34 year-olds (n=94)</td>
<td>27</td>
<td>52</td>
<td>2015: 44%</td>
</tr>
<tr>
<td>35-44 year-olds (n=94)</td>
<td>32</td>
<td>61</td>
<td>2015: 44%</td>
</tr>
<tr>
<td>45-59 year-olds (n=136)</td>
<td>40</td>
<td>65</td>
<td>2015: 51%</td>
</tr>
<tr>
<td>60-79 year-olds (n=109)</td>
<td>56</td>
<td>70</td>
<td></td>
</tr>
</tbody>
</table>
WATCHING FILMS ON PAY TV

All respondents, 2019 (N=504)

All feature films  Finnish feature films

<table>
<thead>
<tr>
<th>Frequency</th>
<th>All Films</th>
<th>Finnish Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>2015</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>2013</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>2010</td>
<td>11</td>
<td>4</td>
</tr>
</tbody>
</table>

At least once a month: 13% of families with children
WATCHING FILMS ON PURCHASED AND RENTAL DVD / BLU-RAY
All respondents, 2019 (N=504)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>All feature films</th>
<th>Finnish feature films</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a week or more</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>1-3 times a month</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Once in two months</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>1-2 times in 6 months</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Once a year</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Less often</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Never</td>
<td>60</td>
<td>65</td>
</tr>
</tbody>
</table>

Minimum 2 times a year
- 26% of 25-44 year-olds
- 28% of families with children

<table>
<thead>
<tr>
<th>Year</th>
<th>Minimum 2 times a year - All Films</th>
<th>Minimum 2 times a year - Finnish Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>2015</td>
<td>29</td>
<td>14</td>
</tr>
<tr>
<td>2013</td>
<td>38</td>
<td>22</td>
</tr>
<tr>
<td>2010</td>
<td>47</td>
<td>24</td>
</tr>
</tbody>
</table>
WATCHING MOVIES FROM ONLINE SERVICES
All respondents, 2019 (N=504)

- **At least once a month**

<table>
<thead>
<tr>
<th>Year</th>
<th>All Films</th>
<th>Finnish Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>52</td>
<td>21</td>
</tr>
<tr>
<td>2015</td>
<td>27</td>
<td>3</td>
</tr>
<tr>
<td>2013</td>
<td>17</td>
<td>4</td>
</tr>
<tr>
<td>2010</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

- **Never**

<table>
<thead>
<tr>
<th>Year</th>
<th>All Films</th>
<th>Finnish Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>25</td>
<td>35</td>
</tr>
<tr>
<td>2015</td>
<td>51</td>
<td>68</td>
</tr>
<tr>
<td>2013</td>
<td>69</td>
<td>79</td>
</tr>
<tr>
<td>2010</td>
<td>87</td>
<td>93</td>
</tr>
</tbody>
</table>
WATCHING MOVIES FROM ONLINE SERVICES
At least one a month, 2019, 2015 and 2013
All feature films

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>52</td>
<td>26</td>
<td>47</td>
<td>57</td>
<td>38</td>
<td>39</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24 year-olds</td>
<td>38</td>
<td>69</td>
<td>81</td>
<td>81</td>
<td>39</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-34 year-olds</td>
<td>64</td>
<td>37</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35-44 year-olds</td>
<td>69</td>
<td>13</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45-59 year-olds</td>
<td>42</td>
<td>18</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60-79 year-olds</td>
<td>22</td>
<td>5</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

%
WATCHING FILMS ON ONLINE SERVICES
All respondents, 2019 vs 2015
All feature films, at least once a month

- From paid online services (e.g. Netflix, SF-Anytime, Viaplay, Watson, HBO Nordic, iTunes)
  - 2019 (N=504) 34%
  - 2015 (N=503) 21%
- 52% of under 45 year-olds vs 15% of 45+ year-olds

- From free web services provided by tv networks (e.g. YLE Areena, Katsomo.fi, Ruutu.fi)
  - 2019 (N=504) 21%
  - 2015 (N=503) 10%
- Evenly by age groups, e.g. 17% of 60+ year-olds

- From services provided by operators (e.g. Elisa Viihde, Telia and DNA TV packages)
  - 2019 (N=504) 8%
  - 2015 (N=503) 2%

- From online video services (e.g. YouTube, Vimeo)
  - 2019 (N=504) 5%
  - 2015 (N=503) 4%

0 20 40 60 80 100
MOVIES BY VIEWING DEVICE

Watching a feature film at least sometimes, 2019 (n=489)

<table>
<thead>
<tr>
<th>Device</th>
<th>Most often</th>
<th>Sometimes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television screen</td>
<td>83%</td>
<td>93%</td>
</tr>
<tr>
<td>Computer screen</td>
<td>12%</td>
<td>44%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>Tablet</td>
<td>1%</td>
<td>22%</td>
</tr>
<tr>
<td>Video Projector</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

91% of 45+ year-olds vs 73% of under 45 year-olds
66% of under 35 year-olds vs 33% of 35+ year-olds
32% of 15-24 year-olds
30% of 45-59 year-olds
ATTENDING FILM FESTIVALS DURING THE LAST 12 MONTHS

All respondents, 2019 vs 2015 and 2013

<table>
<thead>
<tr>
<th>Film Festival</th>
<th>2019 (N=504)</th>
<th>2015 (N=503)</th>
<th>2013 (N=502)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helsinki International Film Festival</td>
<td>1</td>
<td>2.5</td>
<td>1</td>
</tr>
<tr>
<td>Tampere International Short Film Festival</td>
<td>1</td>
<td>1.5</td>
<td>1</td>
</tr>
<tr>
<td>Midnight Sun Film Festival</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>94.5</td>
<td>92.5</td>
<td>95</td>
</tr>
</tbody>
</table>
DO YOU PREFER WATCHING MOVIES OR TV SERIES
All respondents, 2019 (N=504)

- **TV Shows**: 49% of women vs 43% of men
- **Films**: 26% of men vs 14% of women
- **No difference**: 26
- **Can't say**: 5
WATCHING MOVIES BY DISTRIBUTION CHANNEL

Summary

• Finns older than 15 estimate their own cinema attendance to be at the same level as in the survey of 2013.
  – The indicators are influenced by general interest and the films on release during the study; the results do not directly reflect any changes in the number of admissions
• Watching films on free and paid TV channels is declining
  – The drop for Finnish films is not as great as for foreign films; the decrease for Finnish films seems to be in the 35–59 age group
• Watching feature films on dvd/blu-ray has been steadily decreasing with each survey
• Watching movies from online services has increased significantly in comparison with the four-year-old study
  – The greatest increase has occurred among the 35–59 age group
  – Paid online services have grown the most among all channels (e.g. Netflix, SF-Anytime, Viaplay, HBO Nordic, and iTunes) as well as free web services provided by tv networks (e.g. YLE Areena, Katsomo.fi, Ruutu.fi)
• A third of under 25 year-olds watch movies on their smartphone at least occasionally; the tablet is preferred by the 45–59 age group
• TV Shows are clearly preferred to movies
  ➢ How will this affect movie viewing in the future?
WATCHING CHILDREN'S MOVIES
PARENTS AND CHILDREN UNDER 13 VISITING THE CINEMA TOGETHER
If there are children under the age of 13, 2019 vs 2015 and 2013

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2019 (n=110)</th>
<th>2015 (n=108)</th>
<th>2013 (n=109)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a week or more</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1-3 times a month</td>
<td>0</td>
<td>2</td>
<td>56</td>
</tr>
<tr>
<td>Once in two months</td>
<td>0</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>1-2 times in 6 months</td>
<td>7</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td>Once a year</td>
<td>24</td>
<td>26</td>
<td>18</td>
</tr>
<tr>
<td>Less often</td>
<td>14</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Never</td>
<td>14</td>
<td>18</td>
<td>20</td>
</tr>
</tbody>
</table>
DECISION MAKER IN SELECTING A FILM WITH CHILDREN UNDER 13
If there are children under the age of 13, 2019 vs 2015 and 2013

<table>
<thead>
<tr>
<th></th>
<th>2019 (n=110)</th>
<th>2015 (n=108)</th>
<th>2013 (n=109)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>15</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Children</td>
<td>16</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Children and adults</td>
<td>68</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>together</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teacher or school</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Can't say</td>
<td>9</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>
WATCHING CHILDREN'S MOVIES IN CINEMAS

Summary

• Parents and children under the age of 13 watch children's films together at the same level as in the 2015 and 2013 surveys
  – There has been no changes in the role of the decision maker either: children and adults choose the film together
FACTORS AFFECTING CINEMA VISITS
**REASONS TO GO TO THE CINEMA**

If you go to the cinema, 2019 vs 2015 and 2013 Very important + quite important

**Audio experience**
- 2019 (n=436): 83%
- 2015 (n=448): 87%
- 2013 (n=431): 81%

**The film looks best on the big screen**
- 2019: 87%
- 2015: 85%

**Other comforts, such as room size and seating**
- 2019: 67%
- 2015: 75%
- 2013: 80%

**I want to see the film as soon as it comes out**
- 2019: 48%
- 2015: 36%
- 2013: 21%

**Other services provided by the cinema such as sweets, games and restaurants**
- 2019: 21%
- 2015: 23%
- 2013: 22%

**3D movie**
- 2019: 17%
- 2015: 15%

(*) significant change to previous survey
REASONS TO GO TO THE CINEMA

If you go to the cinema, 2019 (n=436)
Very important + quite important

- Audio experience: 83%
- The film looks best on the big screen: 79%
- Other comforts, such as room size and seating: 67%
- I want to see the film as soon as it comes out: 48%
- Other services provided by the cinema such as sweets, games and restaurants: 21%
- 3D movie: 16%

88% of under 35 year-olds vs 79% of 35+ year-olds

The highest decrease compared to 2015:
- under 35 year-olds (87% -> 70%)
- 58% of under 35 year-olds vs 42% of 35+ year-old
- 41% of 15-24 year-olds
- 24% of 25-44 year-olds
REASONS TO GO TO THE CINEMA
If you go to the cinema, 2019 vs 2015 and 2013
Very important + quite important

- Getting away from home or the workplace
- Shared experience with a partner
- Watching with friends
- Shared experience with family or children
- Chance to get immersed in a new topic
- Staying up to date
- * Maintaining a role as tastemaker among peers

* Not asked before
REASONS TO GO TO THE CINEMA

If you go to the cinema, 2019
(n=436)

Very important + quite important

- Getting away from home or workplace: 79%
- Shared experience with a partner: 75%
- Watching with friends: 64%
- Shared experience with family or children: 58%
- Chance to get immersed in a new topic: 51%
- Staying up to date: 32%
- Maintaining a role as taste maker among peers: 6%

- 85% of families with children
- 83% of 25-44 year-olds
- 88% of 15-24 year-olds
- 63% of women vs 52% of men
- 86% of families with children
- 66% of 60+ year-olds

- 51% of 60+ year-olds
FILM SELECTION FACTORS

If you go to the cinema, 2019 vs 2015 and 2013 Very important + quite important

- Film Subject
- Friends’ Recommendations
- Cast
- Good reviews in the media
- It’s a Finnish Film
- Social Media Recommendations
- Film Director
- Film production company or producer

* The director or screenwriter is a woman

* Not asked before

(*) significant change to previous study
FILM SELECTION FACTORS

If you go to the cinema, 2019 (n=436)
Very important + quite important

- Film Subject: 96%
- Friends’ Recommendations: 66%
- Cast: 66%
- Good reviews in the media: 54%
- It’s a Finnish Film: 37%
- Social Media Recommendations: 35%
- Film Director: 30%
- Film production company or producer: 5%
- The director or screenwriter is a woman: 8% of women vs 2% of men

81% of under 35 year-olds vs 57% of 35+ year-olds
The highest decrease compared to 2015: in 25-34 year-olds (48% -> 23%)
FINNISH FILM SELECTION FACTORS
WITH OPENING WEEKEND AUDIENCES
Opening weekend surveys 2014-2018 vs 2009-2013

Options:
- Film Subject
  - It's a Finnish Film
  - Curiosity
  - Another person asked to join
  - Cast
  - The film has been talked about a lot
  - Good reviews in the media
  - On an impulse
  - Director
  - Friends’ Recommendations

2014-2018 (60 films, N=9092)
2009-2013 (42 films, N=6072)
WHAT WOULD HELP YOU VISIT A CINEMA MORE OFTEN (1/2)
All respondents, 2019 vs 2015 and 2013

<table>
<thead>
<tr>
<th>Option</th>
<th>2019 (N=504)</th>
<th>2015 (N=503)</th>
<th>2013 (N=502)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheaper ticket price</td>
<td>55%</td>
<td>55%</td>
<td>48%</td>
</tr>
<tr>
<td>If I had more time</td>
<td>43%</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>More interesting films</td>
<td>13%</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>If the cinema was closer</td>
<td>22%</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>More suitable showtimes</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>* If there was less advertising at the beginning of the film</td>
<td>7%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>More Finnish films in the program</td>
<td>13%</td>
<td>16%</td>
<td>13%</td>
</tr>
</tbody>
</table>

* Not asked before

(*) significant change to previous study
WHAT WOULD HELP YOU VISIT A CINEMA MORE OFTEN (2/2)
All respondents, 2019 vs 2015 and 2013

Options:

- Someone to go with
- * Sound level was quieter
- * Less disruption from other audience members
- * Finnish subtitles in Finnish films
- Easier to book and pay for a ticket via internet or smartphone
- More information about the films
- None / Can`t say

* Not asked before
WHAT WOULD HELP YOU VISIT A CINEMA MORE OFTEN
All respondents, 2019 (N=504)

- Cheaper ticket price
- If I had more time
- More interesting films
- Cinema was closer
- More suitable showtimes
- Less advertising at the beginning of the film
- More Finnish films in the program
- Someone to go with
- The sound level of the movie would be quieter
- Less disruption from other audience members
- Finnish subtitles in Finnish films
- More information about the films
- None / Can’t say

- 68% of families with children
- 38% of under 35 year-olds vs 22% of 35+ year-olds
- 36% of people living in towns with a population under 20,000 people
- 19% of people in the Greater Helsinki area
- 14% of people from Eastern and Northern Finland
- 10% of 45+ year-olds vs 3% under 45 year-olds
WHAT TRANSPORT DO YOU USE THE MOST WHEN VISITING THE CINEMA If you go to the cinema, 2019 (n=436)

- **Car**: 67
  - 73% of men vs 62% of women
  - 73% of over 35 years vs 56% of under 35 year-olds
  - 81% of people in towns with less than 50,000 people

- **On foot**: 18
  - 26% of under 35 year-olds vs 13% of 35+ year-olds

- **Bus**: 15
  - 20% of women vs 10% of men
  - 33% of people in towns with over 100,000 people

- **Bicycle**: 11
  - 22% of under 35 year-olds vs 6% 35+ year-olds

- **Train**: 5
  - 22% of people in the Greater Helsinki area

- **Subway**: 5
  - 22% of people in the Greater Helsinki area

- **Tram**: 2
  - 9% of people in the Greater Helsinki area

- **Other**: 1

- **Can't say**: 5
FACTORS AFFECTING VISITING THE CINEMA

Summary

- The sound quality and the big screen are still very important attractions in cinemas
  - The big screen is not as important as before; its importance decreased the most in the under 35 year-old age group
- A break from everyday life is now as important a reason for visiting a cinema as the sound quality and the big screen
- The desire to see a film as soon as it’s released has increased in importance since the last surveys
  - Especially those under 35 want to see the film as soon as possible
- The film’s subject has become even more important when choosing a film; this is also reflected in the studies about Finnish film premieres
- That the movie is domestic is not considered as important as it was before
  - Finnish films are valued today more based on the subject, actors and recommendations
- Obstacles to visiting cinemas depend on your life situation: for example, a high ticket price for students or lack of time for families with children
THE IMAGE OF NEW FINNISH FILM
THE BEST FINNISH FILM SEEN IN THE LAST 2 YEARS
All respondents, 2019 (N=504)

- The Unknown Soldier: 33
- The Grump: 4
- Tom of Finland: 3
- Land of Hope: 2
- Ragged Life of Juice Leskinen: 2
- The Human Part: 2
- Reunion (1 & 2): 2
- My Brother’s Keeper: 1
- Man and a baby: 1
- Jill and Joy films: 1
- Other: 16
- Can’t say; did not watch any new Finnish films in 2 years: 34

39% of men vs 26% of women

6% of 15-24 year-olds
43% of 60+ year-olds
HOW DID YOU SEE THE BEST FINNISH FILM
MADE IN THE LAST 2 YEARS
If you mentioned a film (n=332)

- In a cinema: 65% of people
  - 74% of women vs 55% of men
  - 87% of 15-24 year-olds
  - 77% of people from towns with over 100,000 people
- On TV: 23% of people
  - 39% of 60+ year-olds
- On DVD / Blu-ray: 5% of people
- Other: 7% of people
  - Internet
FAVOURITE FINNISH FILM GENRES (1/2)
All respondents, 2019 vs 2015 and 2013
Very interesting + fairly interesting

<table>
<thead>
<tr>
<th>Genre</th>
<th>2019 (N=504)</th>
<th>2015 (N=503)</th>
<th>2013 (N=502)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy</td>
<td>57(*)</td>
<td>69</td>
<td>69</td>
</tr>
<tr>
<td>Biographical film</td>
<td>60</td>
<td>66</td>
<td>66</td>
</tr>
<tr>
<td>Documentary film</td>
<td>59</td>
<td>163</td>
<td>63</td>
</tr>
<tr>
<td>Historical film</td>
<td>62</td>
<td>60</td>
<td>64</td>
</tr>
<tr>
<td>* Adventure and Action film</td>
<td>60</td>
<td>64</td>
<td>64</td>
</tr>
<tr>
<td>Thriller</td>
<td>62</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Romantic comedy</td>
<td>51</td>
<td>59</td>
<td>59</td>
</tr>
</tbody>
</table>

* Not asked in 2013

(*) significant change to previous study
**FAVOURITE FINNISH FILM GENRES (2/2)**

All respondents, 2019 vs 2015 and 2013

Very interesting + fairly interesting

<table>
<thead>
<tr>
<th>Genre</th>
<th>2019 (N=504)</th>
<th>2015 (N=503)</th>
<th>2013 (N=502)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romantic comedy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>War movie</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children's movie</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sci-Fi / Fantasy film</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Horror film</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Finnish film in general</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sci-Fi film was in 2015, but not stated in 2013**

(*) significant change to previous study
FAVOURITE FINNISH FILM GENRES
Finnish film in general 2019 vs 2015 and 2013
Very interesting + fairly interesting

(*) significant change to previous survey
ADJECTIVES DESCRIBING NEW FINNISH FILM
All respondents, 2019 vs 2015 and 2013
Describes very well + fairly well

<table>
<thead>
<tr>
<th>Adjective</th>
<th>2019 (N=504)</th>
<th>2015 (N=503)</th>
<th>2013 (N=502)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-quality</td>
<td>59</td>
<td>61</td>
<td>64</td>
</tr>
<tr>
<td>Funny</td>
<td>62</td>
<td>66</td>
<td>66</td>
</tr>
<tr>
<td>Interesting</td>
<td>61</td>
<td>66</td>
<td>61</td>
</tr>
<tr>
<td>Heartwarming</td>
<td>60(*)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Important topic</td>
<td>44</td>
<td>53</td>
<td>55(*)</td>
</tr>
<tr>
<td>Gloomy</td>
<td>39(*)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surprising</td>
<td>39</td>
<td>40(*)</td>
<td></td>
</tr>
<tr>
<td>Boring</td>
<td>28</td>
<td>30(*)</td>
<td>39</td>
</tr>
<tr>
<td>Irritating</td>
<td>24</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>Distressing</td>
<td>22</td>
<td>23</td>
<td>29</td>
</tr>
<tr>
<td>Obscene</td>
<td>19</td>
<td>22</td>
<td>29</td>
</tr>
<tr>
<td>Difficult to understand</td>
<td>17(*)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(*) significant change to previous survey
ADJECTIVES DESCRIBING NEW FINNISH FILM
2019 vs 2015, gender and age group

• Female
  - Gloomy (42% in 2019 vs 31% in 2015)
  - Funny (58% vs 68%)
  - Surprising (37% vs 46%)

• Men
  - Heartwarming (54% vs 37%)
  - Important topic (53% vs 38%)
  - Gloomy (38% vs 28%)
  - Boring (32% vs 23%)

• 15-24 year-olds
  - Important topic (50% vs 26%)
  - Boring (41% vs 28%)
  - Funny (50% vs 62%)
  - Obscene (10% vs 26%)

• 25-34 year-olds
  - Boring (38% vs 27%)
  - Interesting (48% vs 59%)
  - Surprising (26% vs 44%)

• 35-44 year-olds
  - Important topic (57% vs 37%)
  - Heartwarming (62% vs 42%)
  - Gloomy (44% vs 25%)
  - Boring (29% vs 11%)

• 45-59 year-olds
  - Boring (20% vs 13%)
  - Funny (64% vs 77%)

• 60+ year-olds
  - Heartwarming (58% vs 45%)
  - Interesting (64% vs 52%)
  - Gloomy (42% vs 19%)
WHAT RESPONDENTS THINK ABOUT NEW FINNISH FILM
Open-ended question, all respondents (N=504)

• 15-24 year-olds: “It feels like the same actors are in all movies and there is not enough fresh blood. Finnish films often feel cheap and quickly made compared to foreign ones”; “Some of them were good but the quality could be better. Like on several Finnish TV Shows, with excitement.”

• 25-34 year-olds: "Most of the story lines, subject matters, and approaches are boring and superficial, mainly circulating and reinforcing stereotypes."; “We just talked about it with a friend, it seems like there are less of them and they are less interesting compared to the foreign ones. The quality and ingenuity of Finnish films does not seem as good as that of foreign films.”

• 35-44 year-olds: “Interesting topics and documentary films. 'The Unknown Soldier' and films about artists.”; “There are already good actors in Finland, but the themes should be more fun and energetic – more action.”

• 45-59 year-olds: “As a rule, I like them. I'm not interested in Finnish comedies, I don’t find them funny. The humor does not work for me.”; "For example "The Unknown Soldier" was well-done, good cast.”; "I don’t care about Finnish films, I just like competition stuff.”

• Over 60 year-olds: “For once Finnish films are watchable and not always just silly. "The Unknown Soldier" was different as it also had female performances.”; "The music is terribly loud, but otherwise watchable, good actors.”
WHAT TYPE OF FILM DO YOU PREFER
All respondents, 2019 vs 2015 and 2013

Options:
- Hollywood films
- Finnish films
- Scandinavian films
- Other European films
- Films from rest of the world
- Other films
- Can't say

What kind of movies do you prefer' (*) significant change to previous survey

Previously asked of [_____] movies do you prefer'
WHAT TYPE OF FILMS DO YOU PREFER
All respondents, 2019 (N=504)

Options:

- Hollywood films: 45% of men vs 30% of women
- Finnish films: 60% of under 35 year-olds vs 26% of 35+ year-olds
- Scandinavian films: 24% of 60+ year-olds
- Other European films: 25% of people from towns with less than 50,000 people vs 9% of people from towns with more than 50,000 people
- Rest of the world films: 18% of women vs 11% of men
- Other films: 22% of 45+ year-olds vs 7% of under 45 year-olds

Other films: 0
Can`t say: 15
FILM FOUNDATION FUNDING SOURCES
All respondents, 2019 vs 2015 and 2013

State Budget / Taxes
- 2019 (N=504): 40%
- 2015 (N=503): 37%
- 2013 (N=502): 44%

Lottery Funds
- 2019 (N=504): 23%
- 2015 (N=503): 24%
- 2013 (N=502): 24%

RAY
- 2019 (N=504): 6%
- 2015 (N=503): 10%
- 2013 (N=502): 15%

Ticket Sales
- 2019 (N=504): 23%
- 2015 (N=503): 15%
- 2013 (N=502): 8

Companies
- 2019 (N=504): 8
- 2015 (N=503): 9
- 2013 (N=502): 1

European Union
- 2019 (N=504): 6
- 2015 (N=503): 0
- 2013 (N=502): 1

Other
- 2019 (N=504): 35%
- 2015 (N=503): 8%
- 2013 (N=502): 3

Can't say
- 2019 (N=504): 40
- 2015 (N=503): 22
- 2013 (N=502): 25

(*) significant change to previous survey
46% of respondents who answered via Internet were not able to answer this question compared with 21% of those who answered by phone. When asked by an interviewer, people are usually more likely to at least guess something; on the internet respondents are more comfortable leaving a question blank if they do not know something for sure.
THE IMAGE OF NEW FINNISH FILM

Summary

• The image of Finnish film is clearly influenced by the films in distribution at the time of the survey
  – "The Unknown Soldier" is still influencing the image after 1,5 years since release
  - The popular films during the 2015 survey included "The Grump", "Reunion" and "21 Ways to Ruin a Marriage"
  ➢ Finnish comedies don't seem as interesting as they used to
• In general, interest in Finnish film is not as high as in the 2015 survey
  - Finnish films are considered to be heartwarming and about important topics, but also gloomy and boring
  ➢ The image is similar to the results of the 2013 survey