



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

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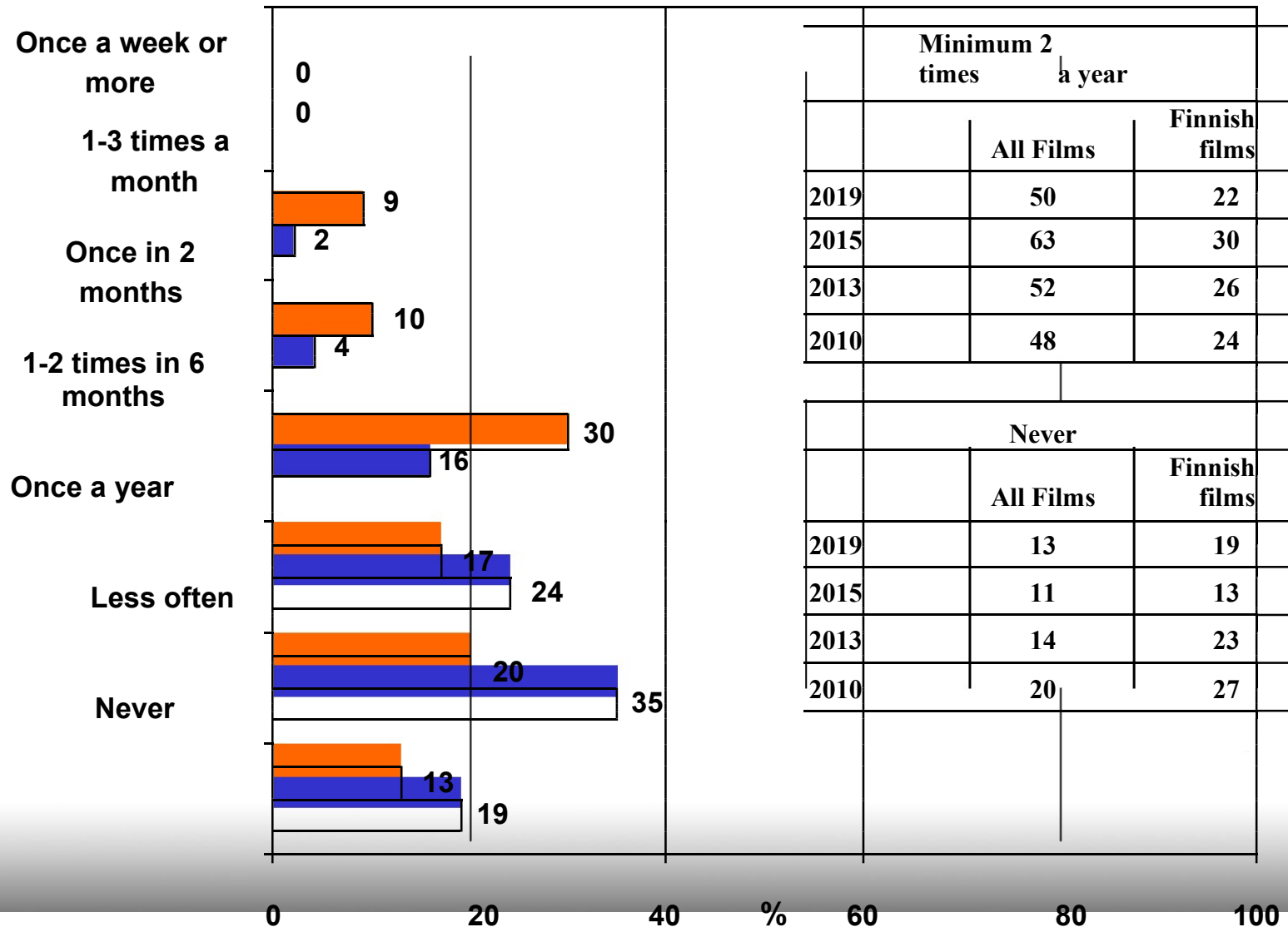
WATCHING MOVIES BY DISTRIBUTION CHANNEL



WATCHING MOVIES IN CINEMAS

All respondents, 2019 (N=504)

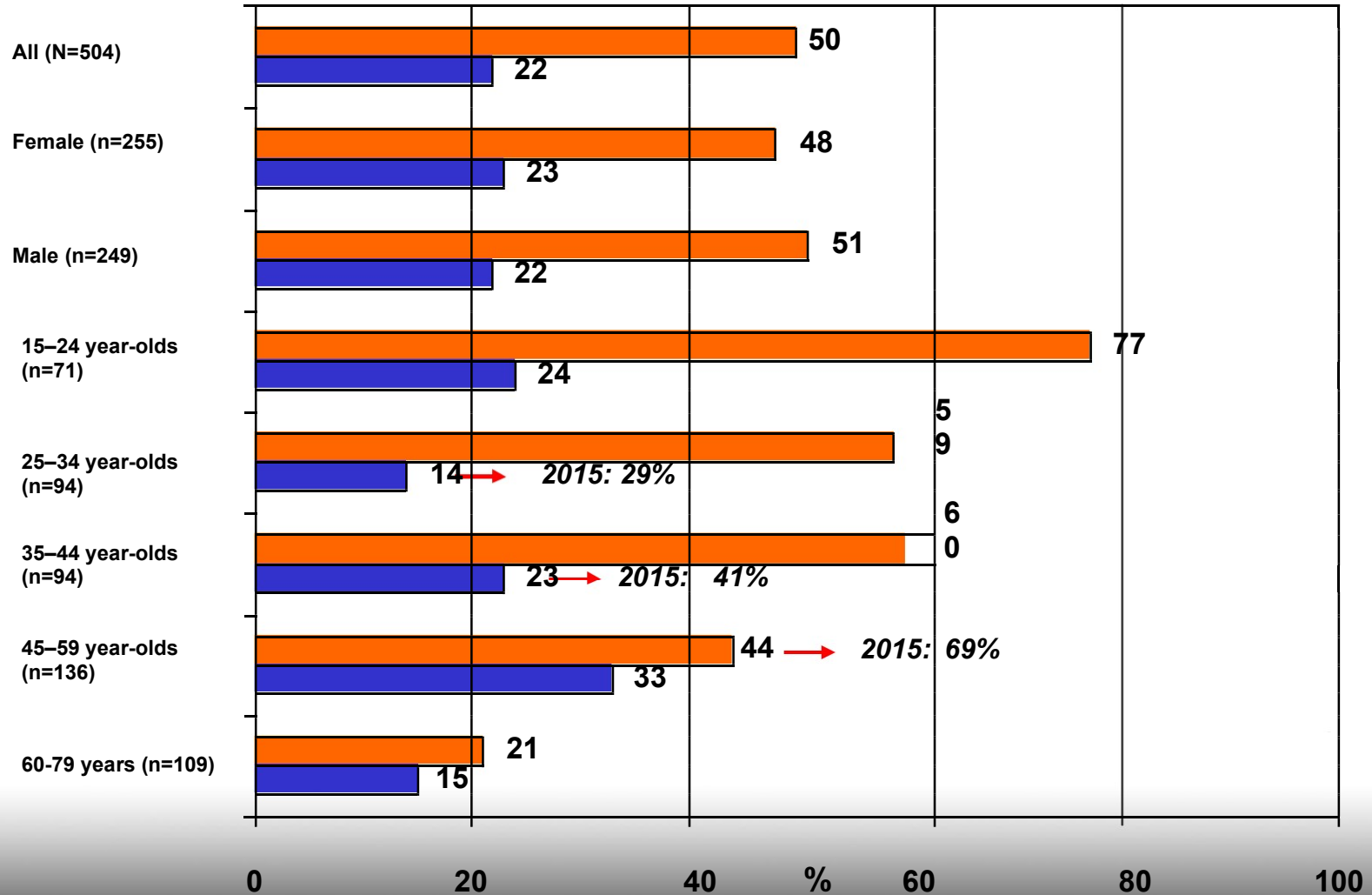
■ All feature films
 ■ Finnish feature films



WATCHING MOVIES IN CINEMAS

At least 2 times a year, 2019

■ All feature films
 ■ Finnish feature films

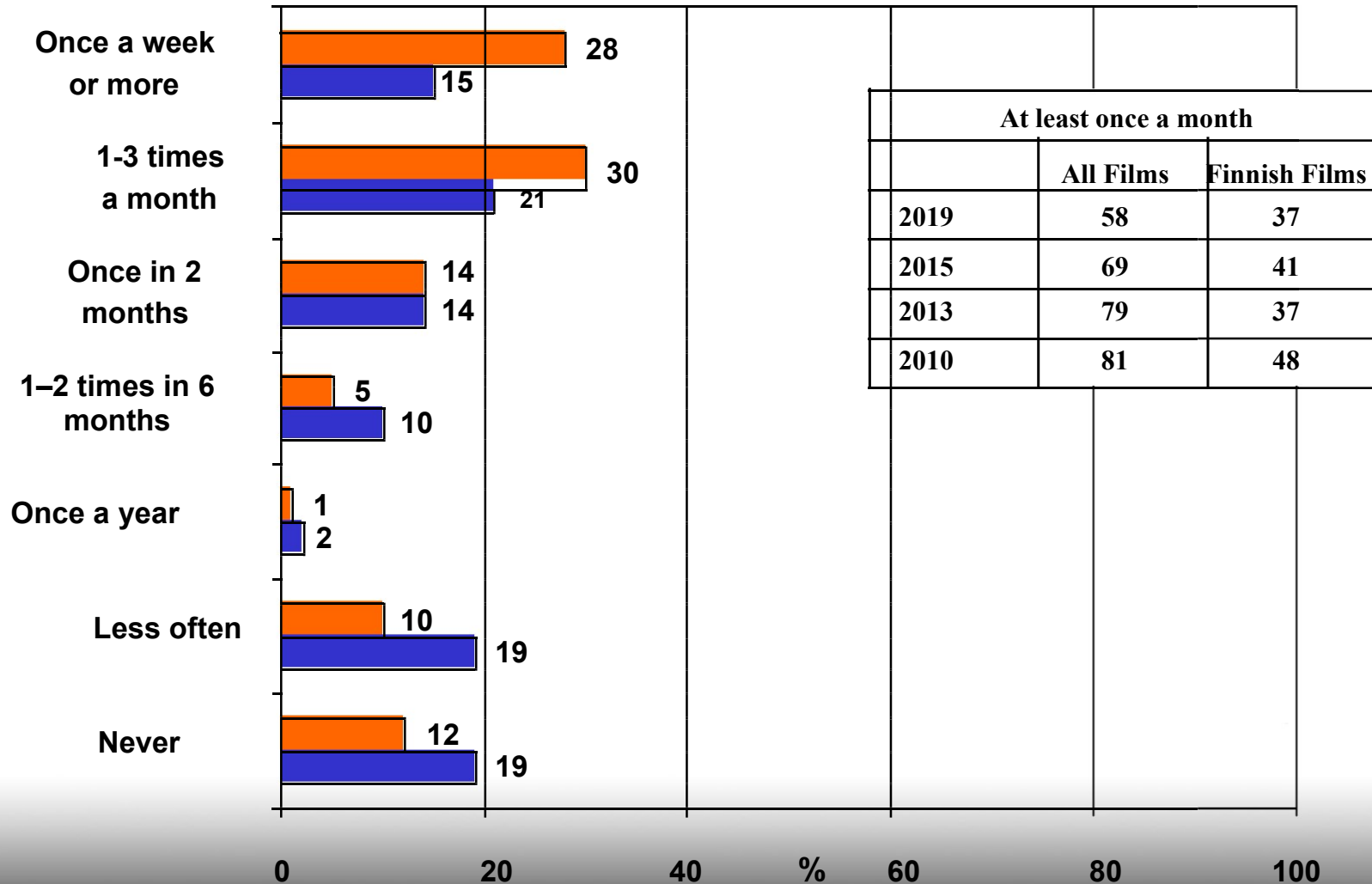




WATCHING FILMS ON FREE TV

All respondents, 2019 (N=504)

■ All feature films ■ Finnish feature films

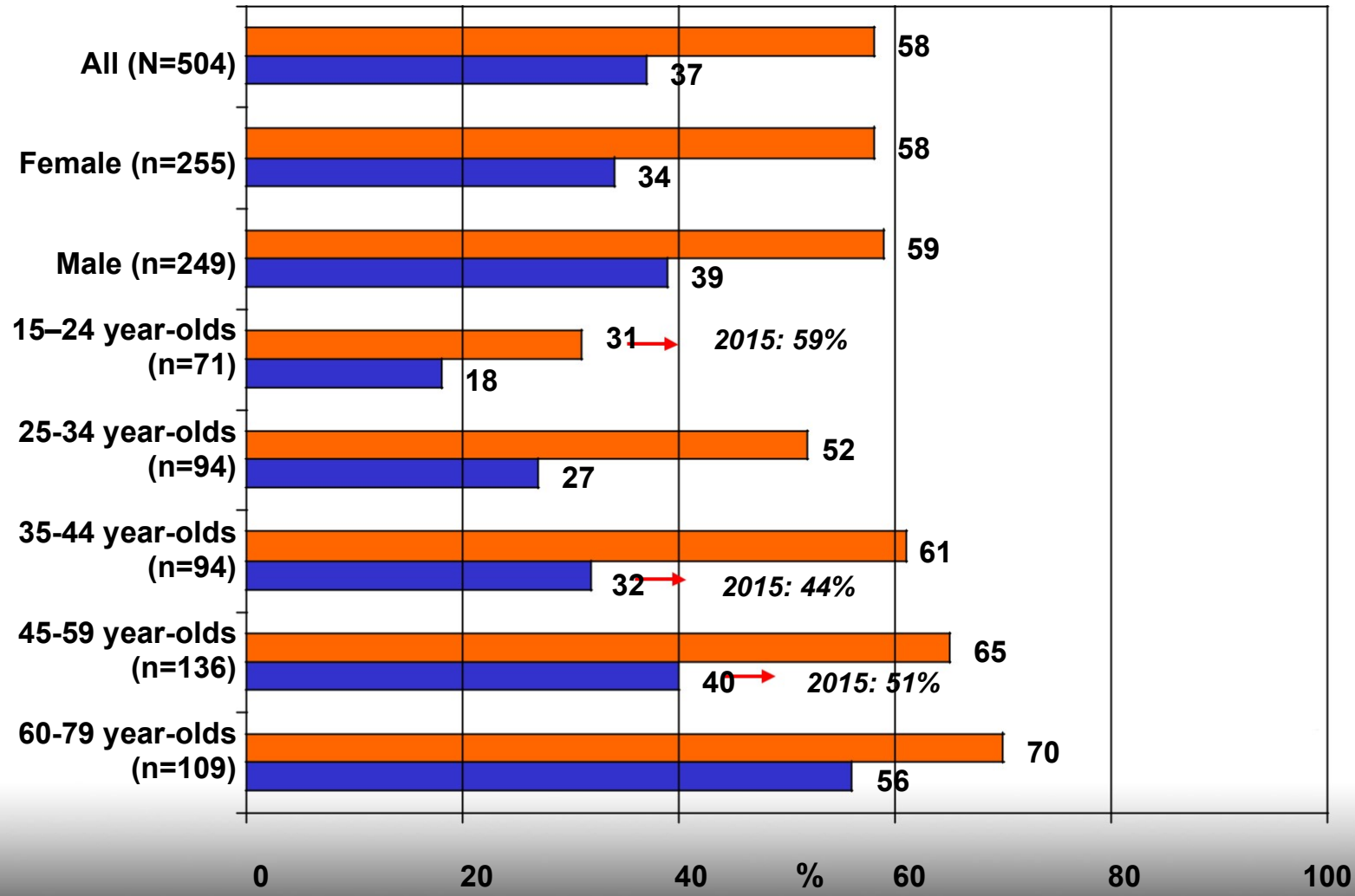




WATCHING FILMS ON FREE TV

At least once a month, 2019

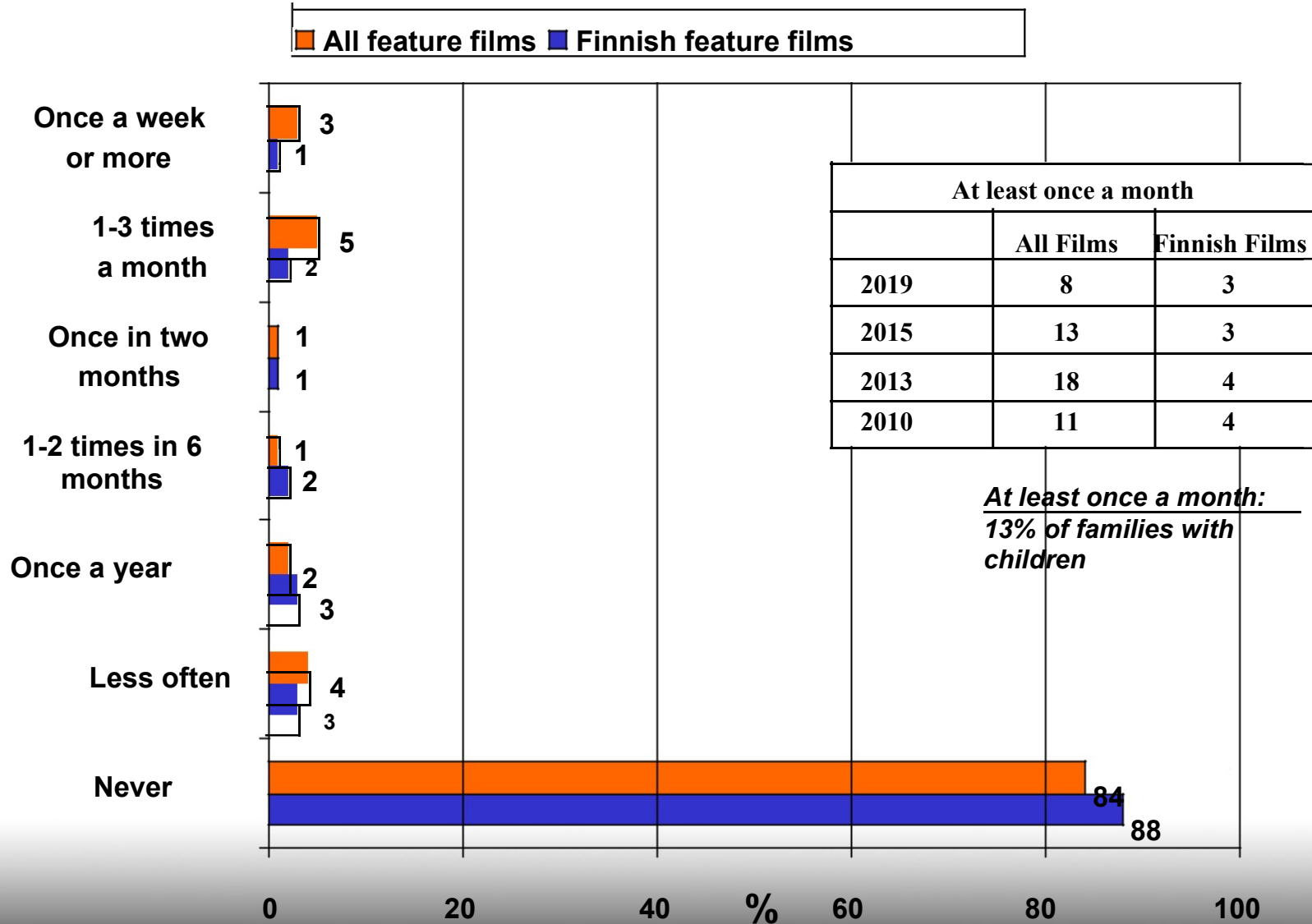
■ All feature films ■ Finnish feature films





WATCHING FILMS ON PAY TV

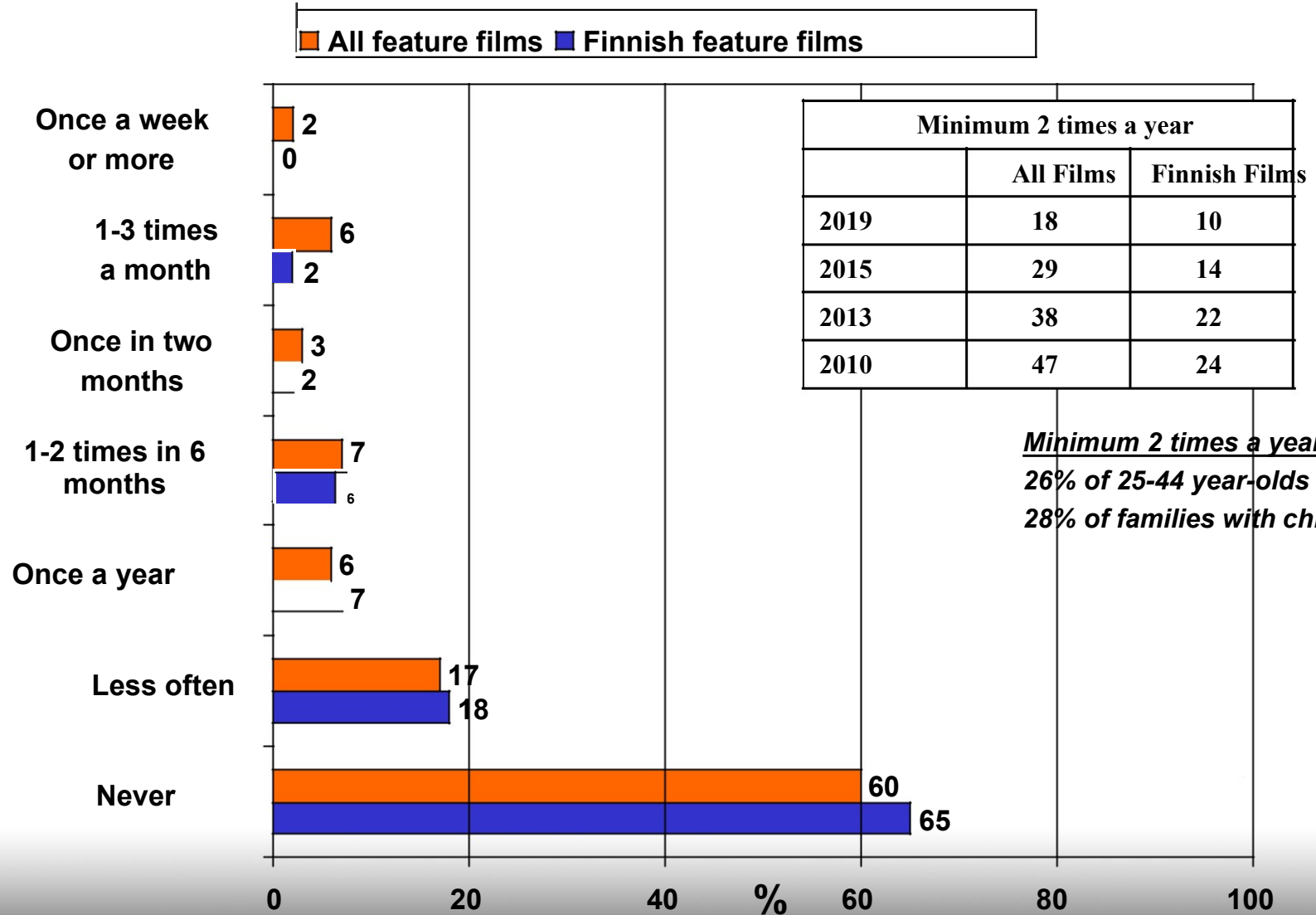
All respondents, 2019 (N=504)





WATCHING FILMS ON PURCHASED AND RENTAL DVD / BLU-RAY

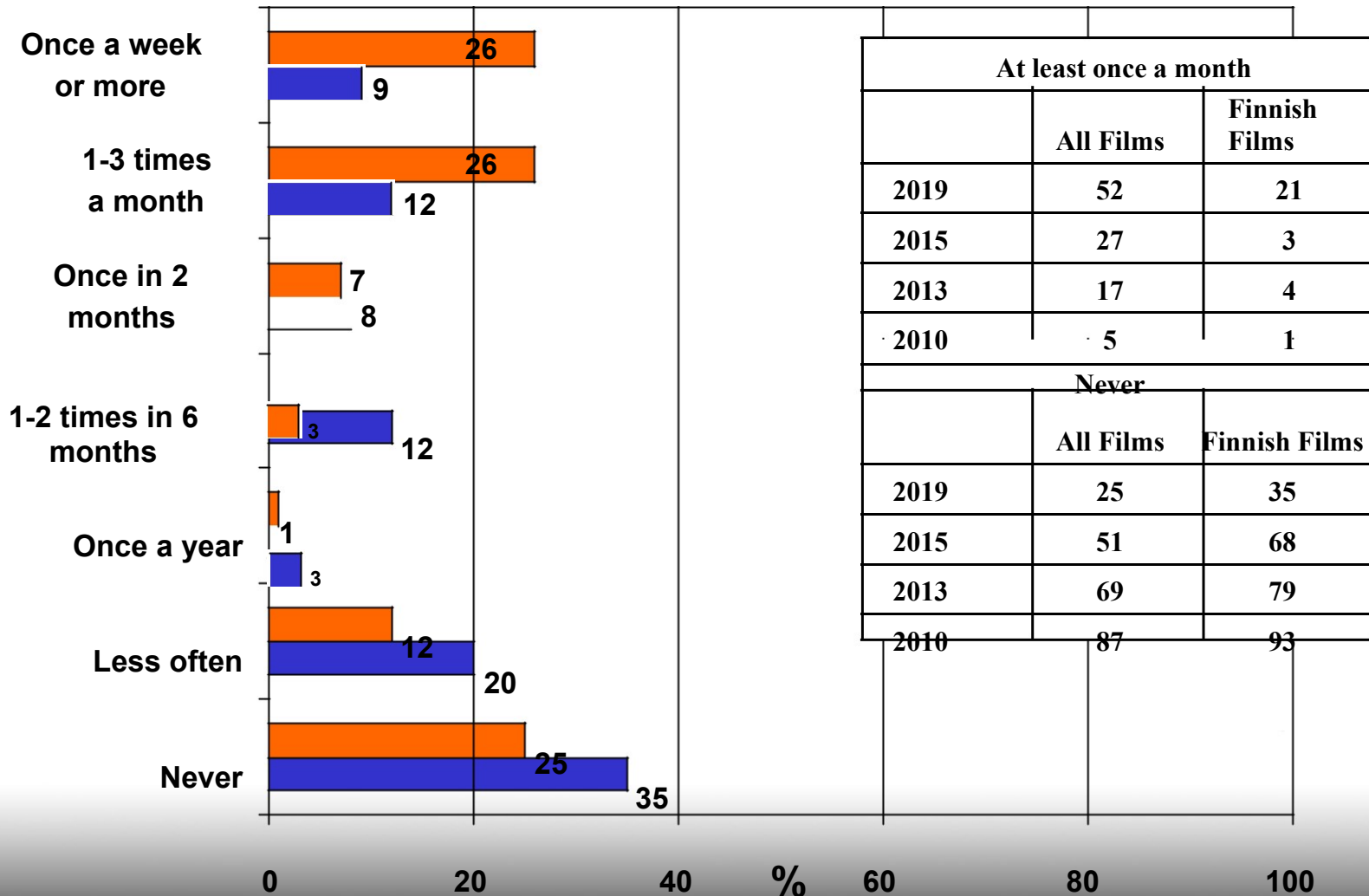
All respondents, 2019 (N=504)



WATCHING MOVIES FROM ONLINE SERVICES

All respondents, 2019 (N=504)

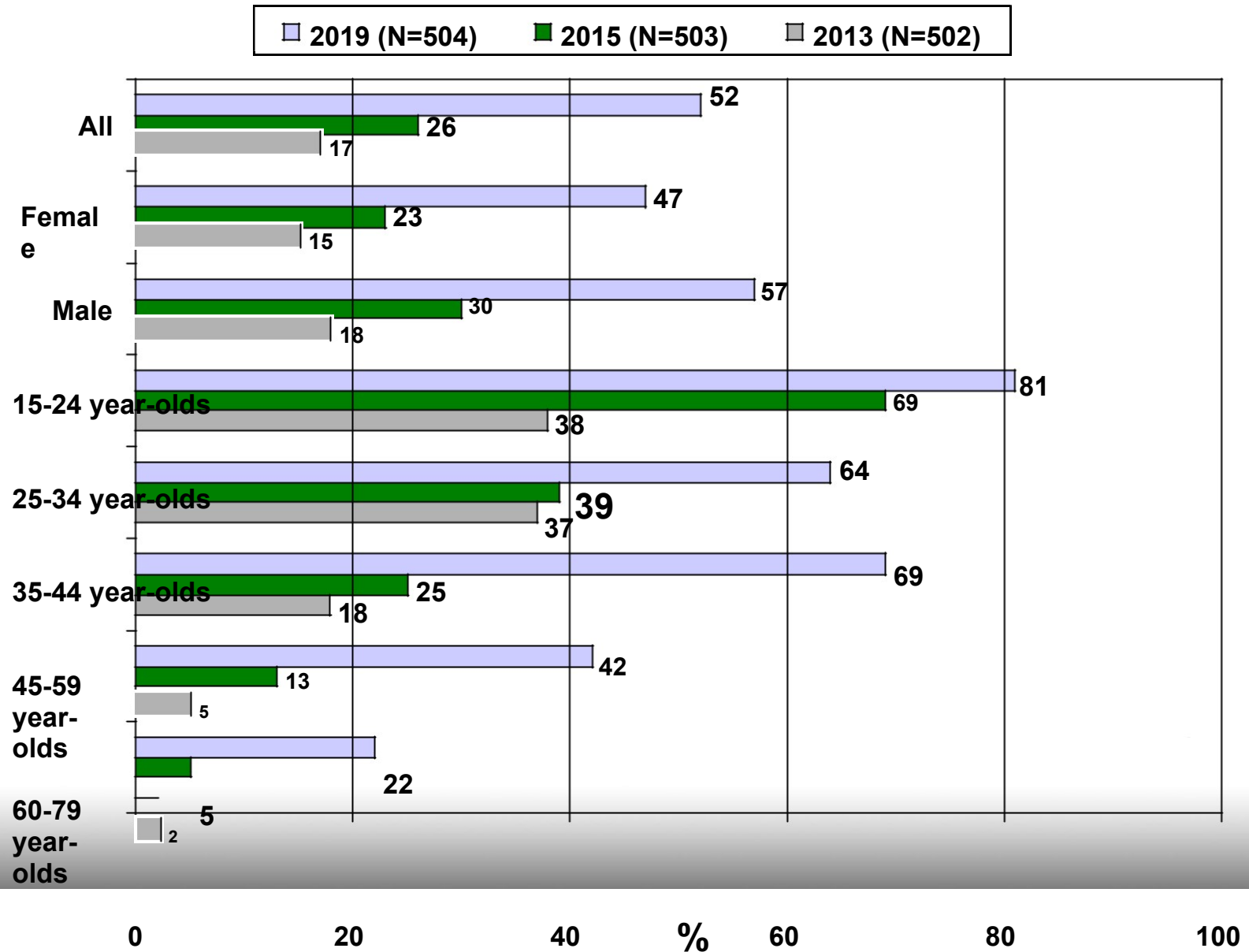
■ All feature films
 ■ Finnish feature films





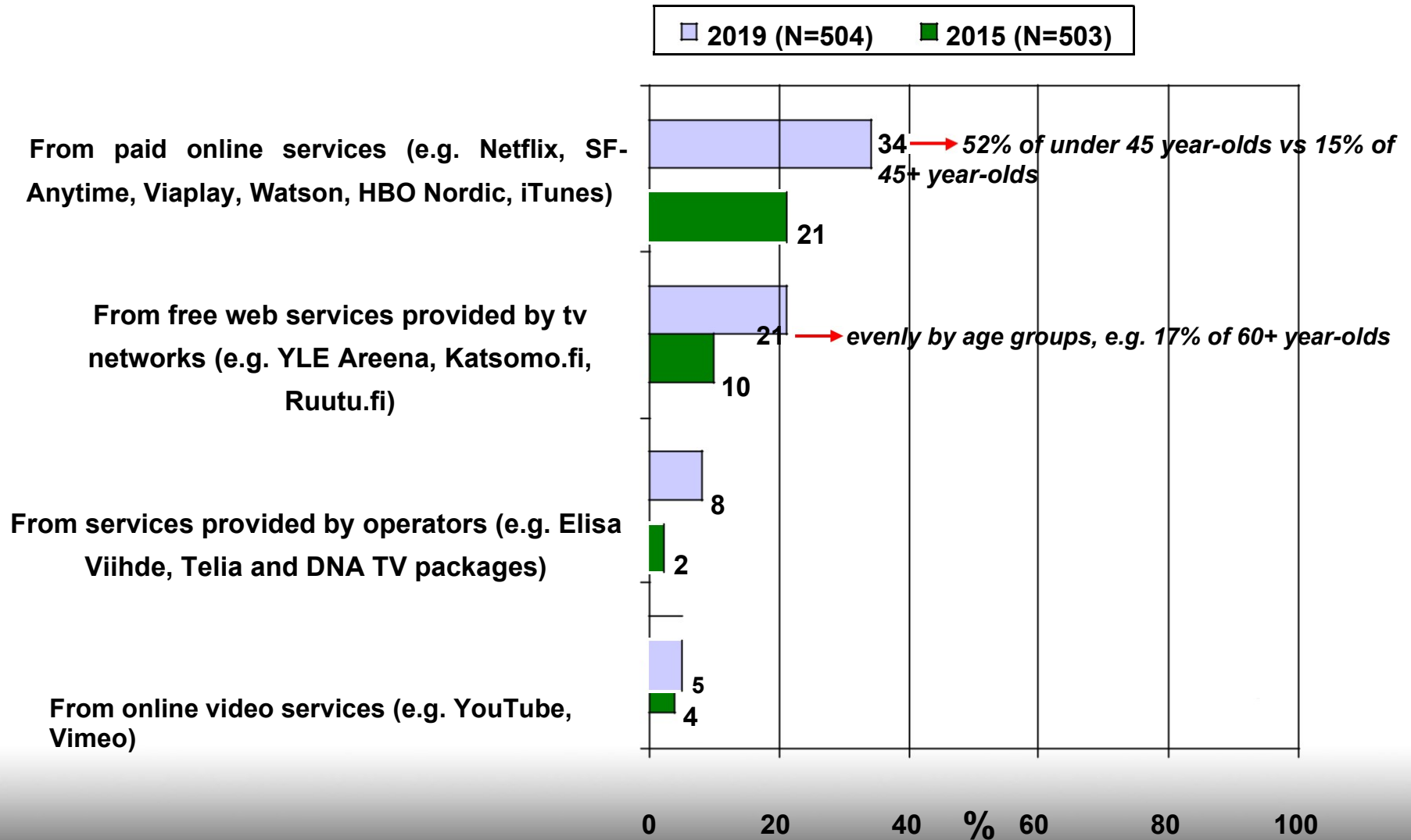
WATCHING MOVIES FROM ONLINE SERVICES

At least one a month, 2019, 2015 and 2013
All feature films



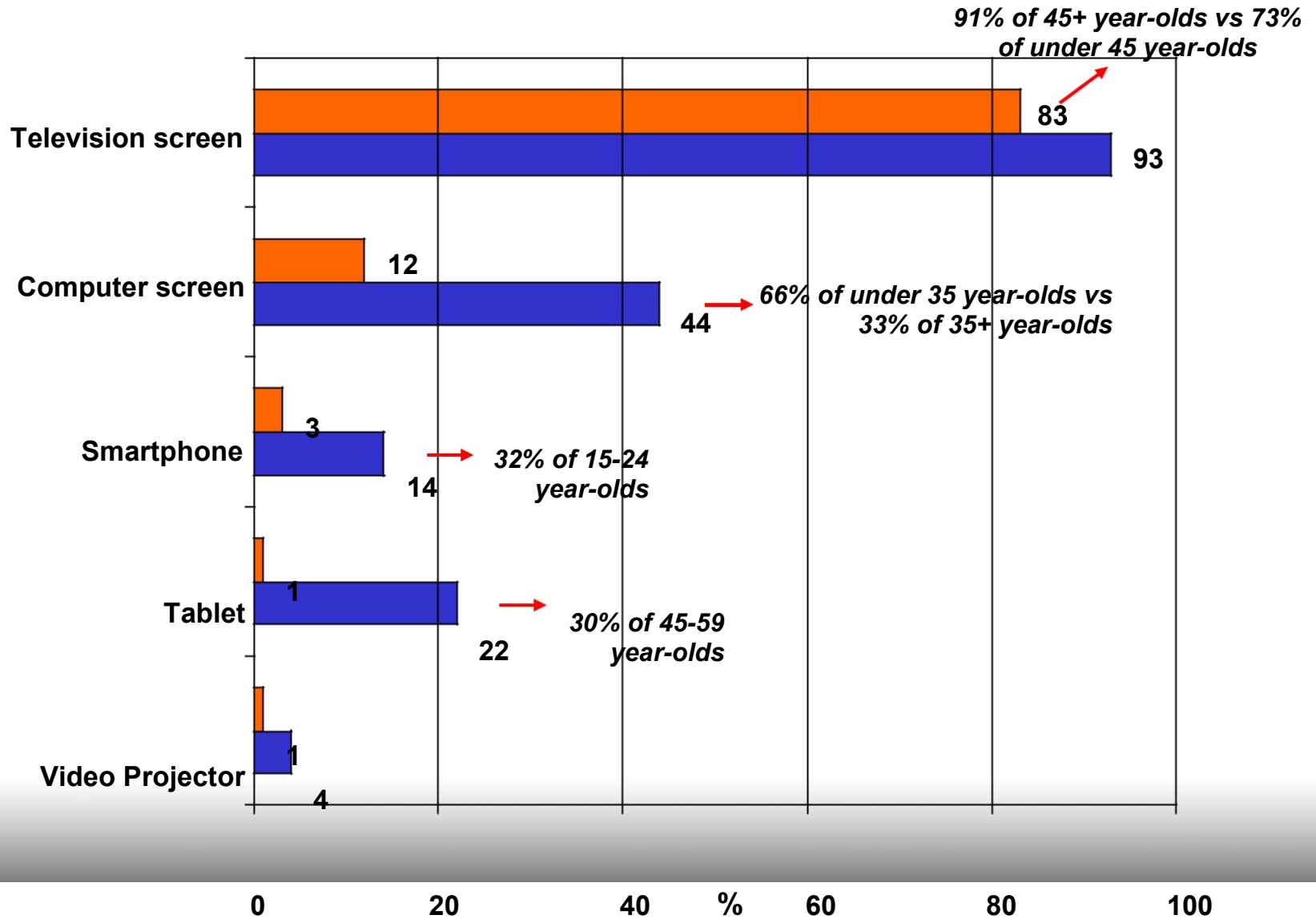
WATCHING FILMS ON ONLINE SERVICES

All respondents, 2019 vs 2015
 All feature films, at least once a month



MOVIES BY VIEWING DEVICE

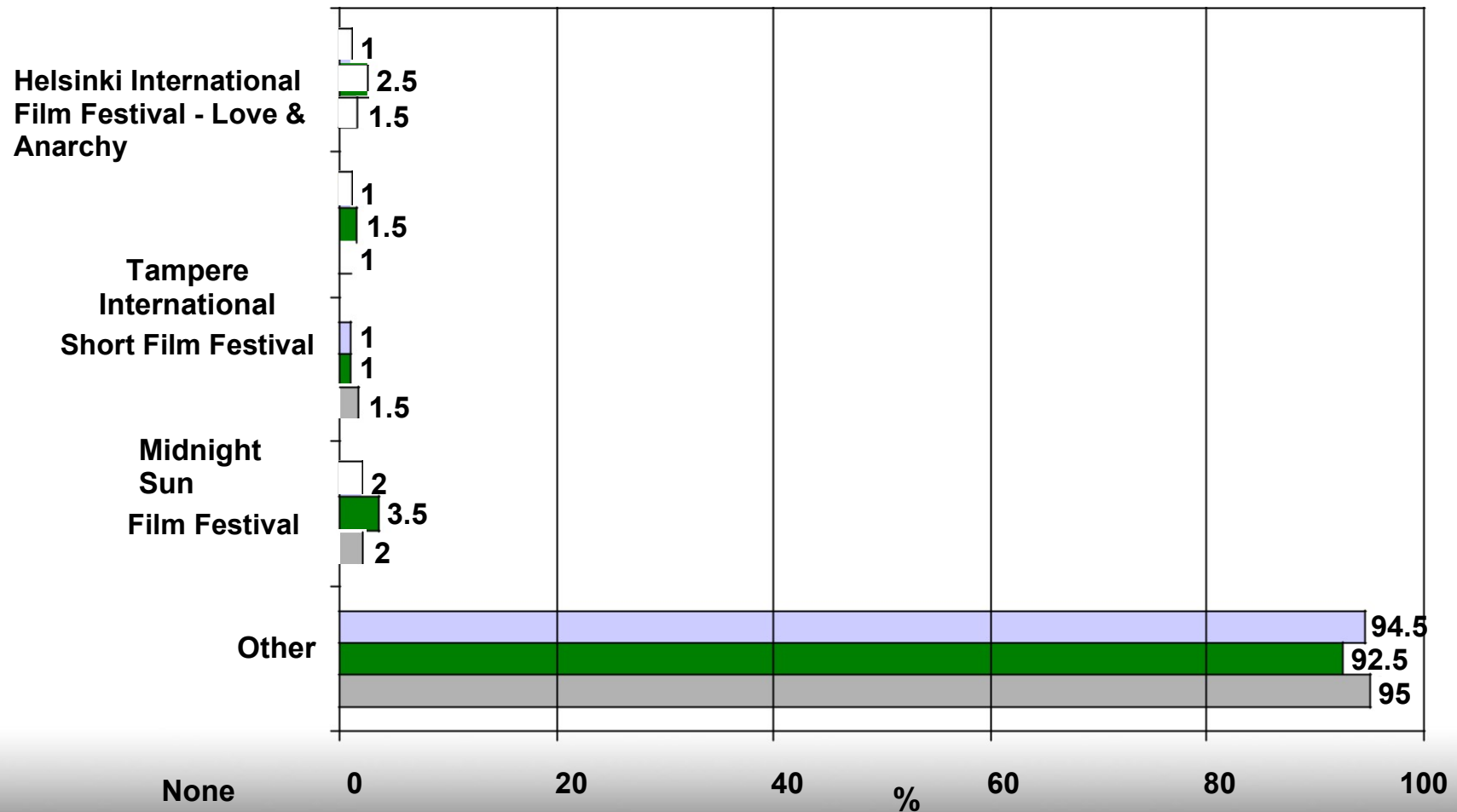
Watching a feature film at least sometimes, 2019 (n=489)



ATTENDING FILM FESTIVALS DURING THE LAST 12 MONTHS

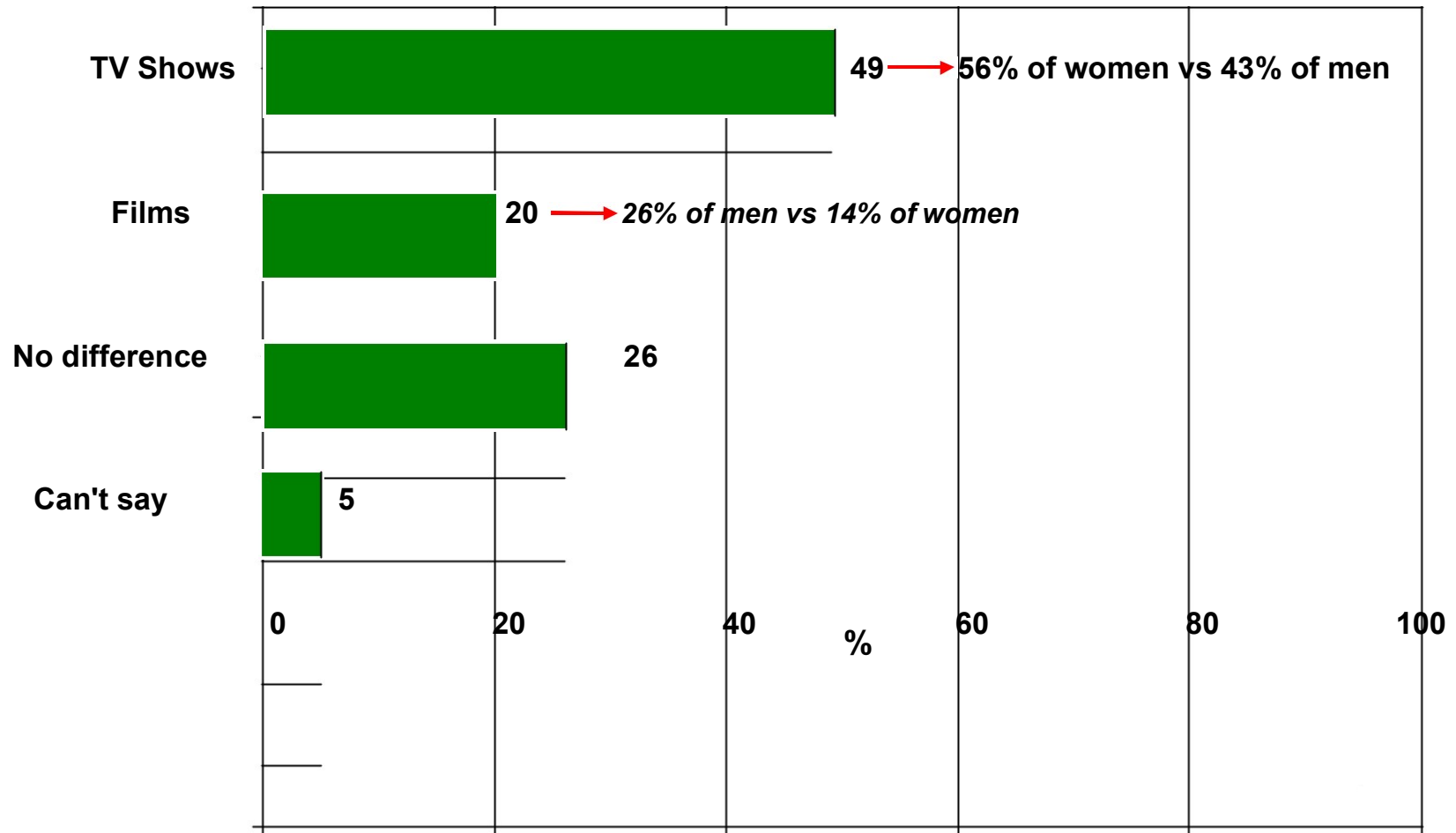
All respondents, 2019 vs 2015 and 2013

2019 (N=504) 2015 (N=503) 2013 (N=502)



DO YOU PREFER WATCHING MOVIES OR TV SERIES

All respondents, 2019 (N=504)



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?**

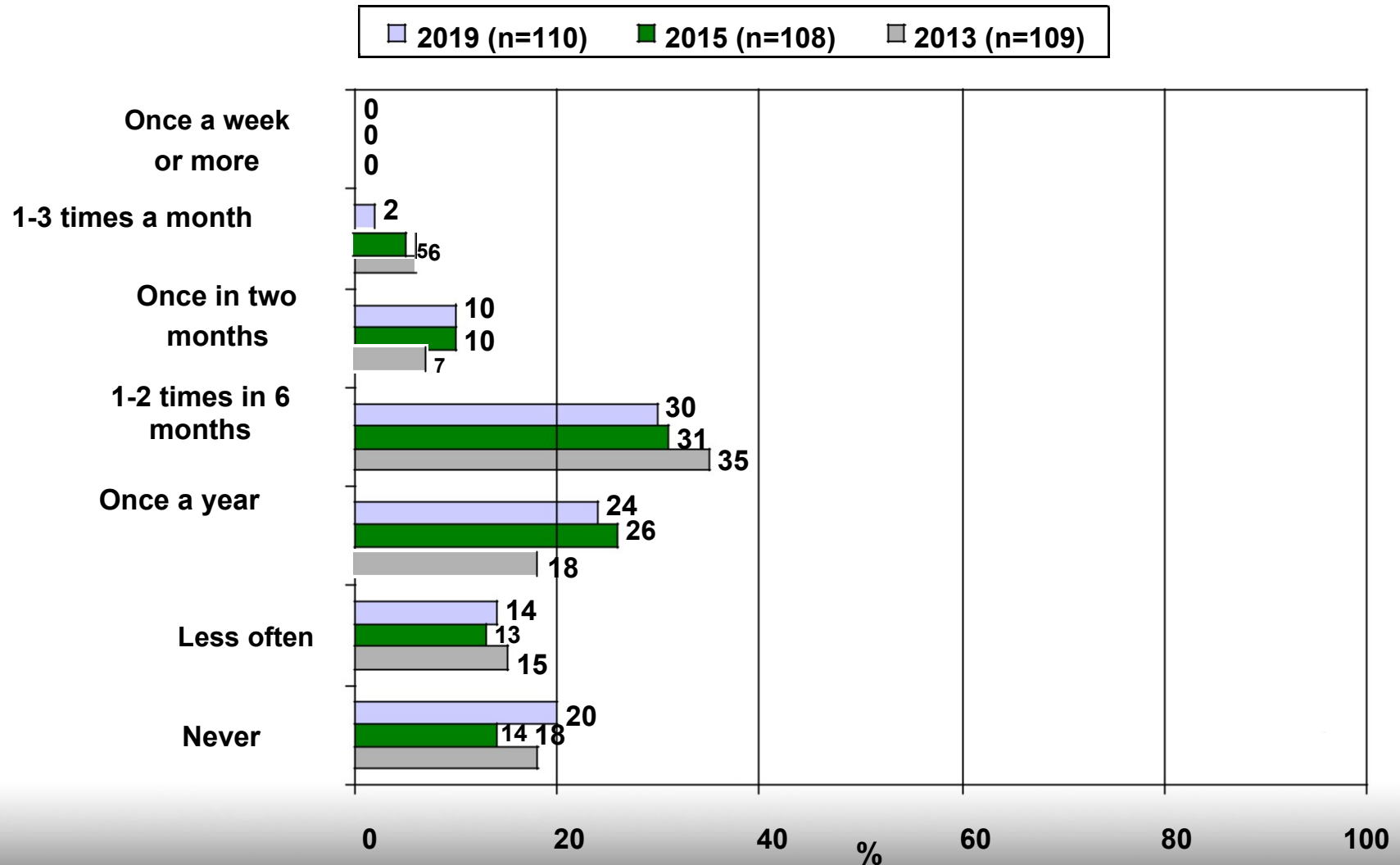


WATCHING CHILDREN'S MOVIES



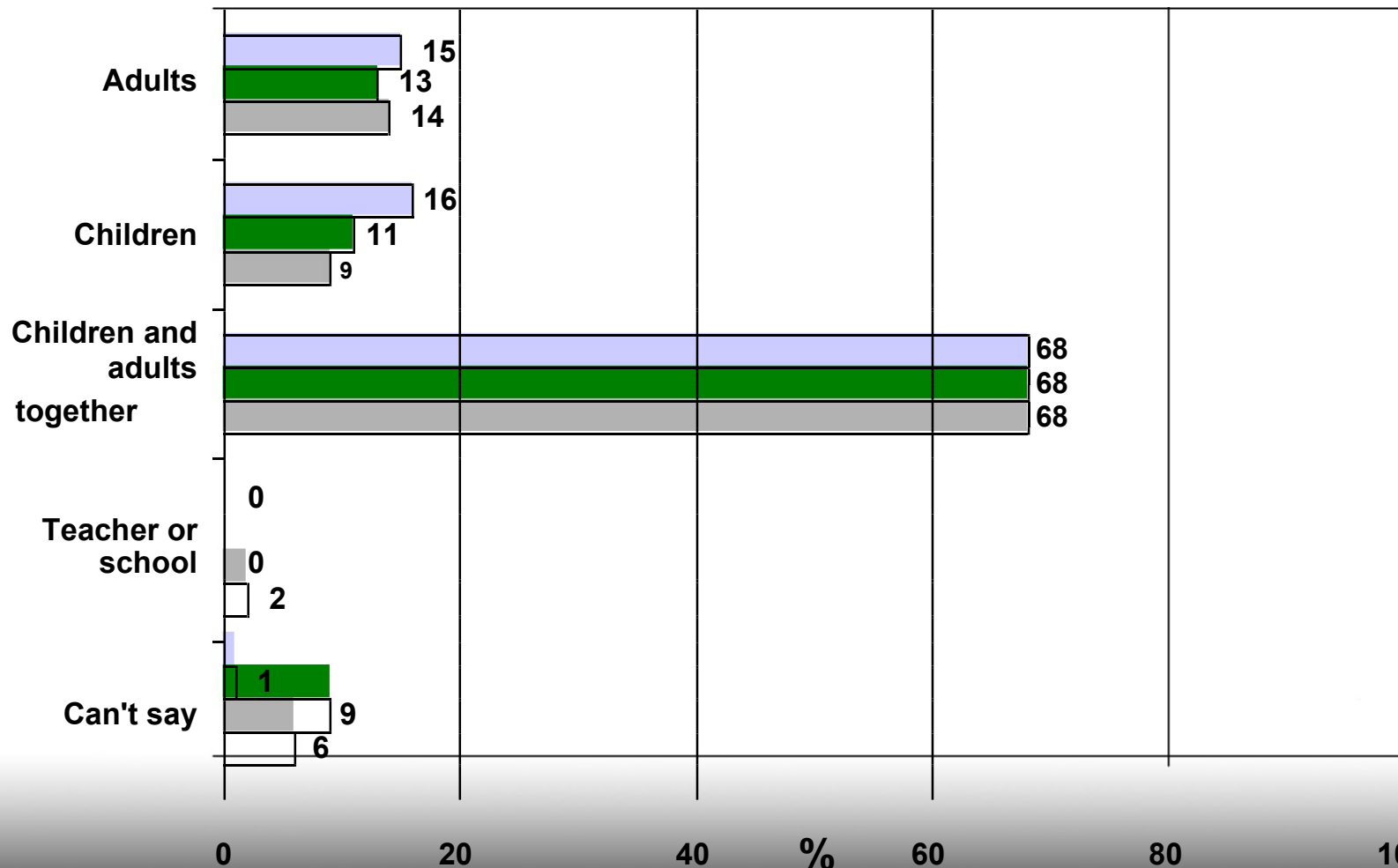
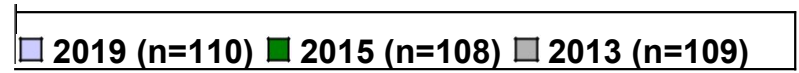
PARENTS AND CHILDREN UNDER 13 VISITING THE CINEMA TOGETHER

If there are children under the age of 13, 2019 vs 2015 and 2013



DECISION MAKER IN SELECTING A FILM WITH CHILDREN UNDER 13

If there are children under the age of 13, 2019 vs 2015 and 2013





WATCHING CHILDREN'S MOVIES IN CINEMAS

Summary

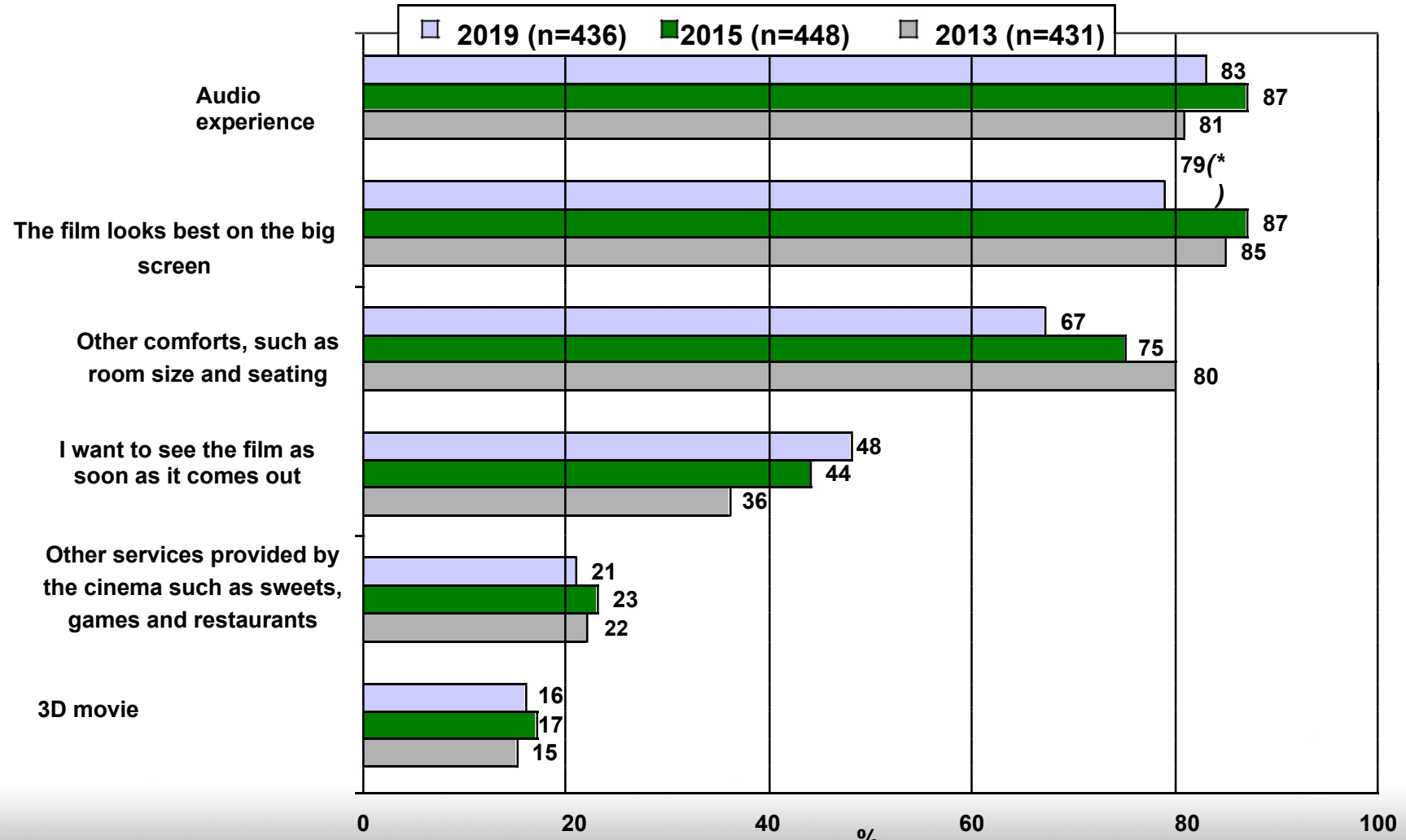
- **Parents and children under the age of 13 watch children's films together at the same level as in the 2015 and 2013 surveys**
 - **There has been no changes in the role of the decision maker either: children and adults choose the film together**

FACTORS AFFECTING CINEMA VISITS



REASONS TO GO TO THE CINEMA

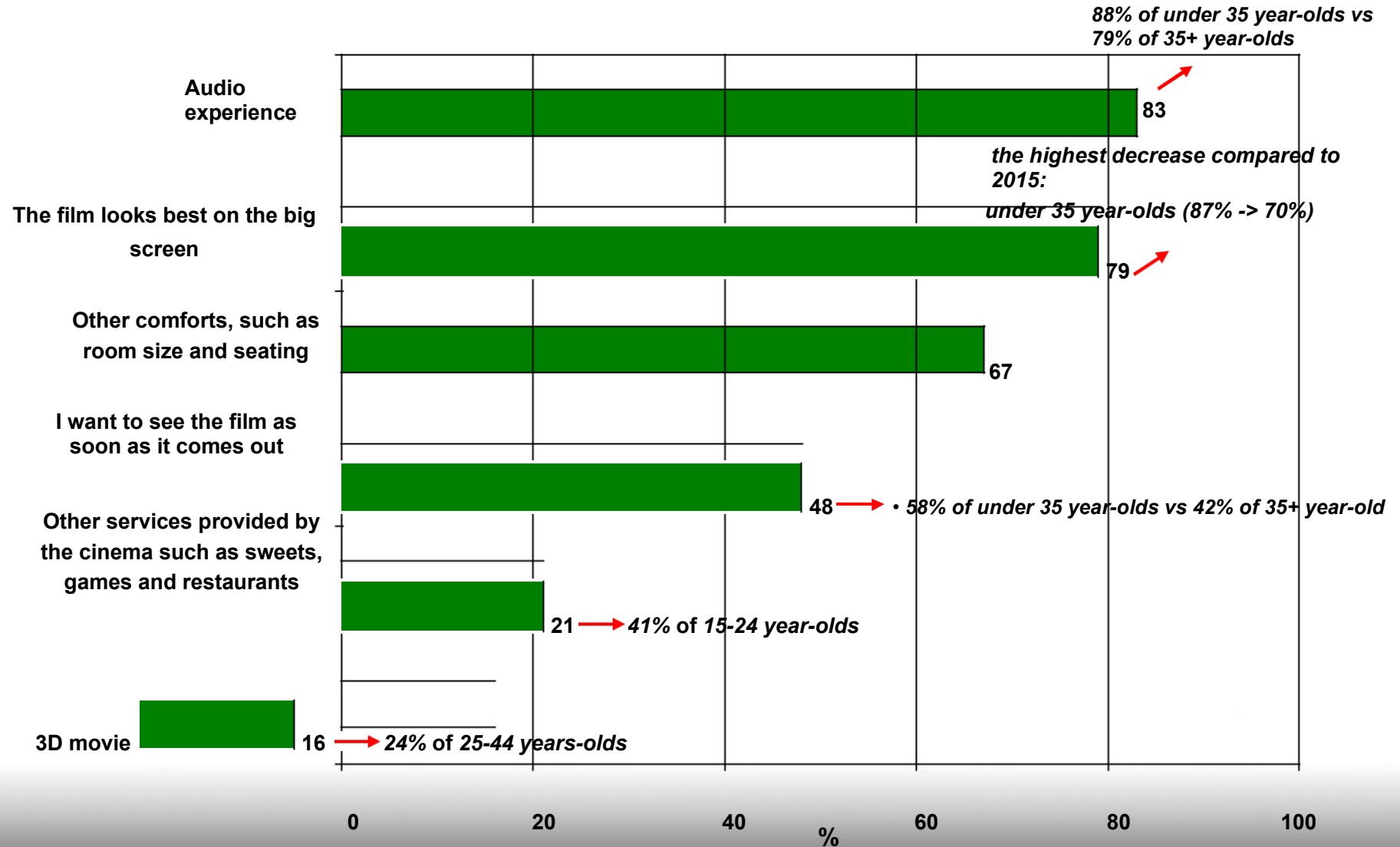
If you go to the cinema, 2019 vs 2015 and 2013 Very important + quite important



(*) significant change to previous survey

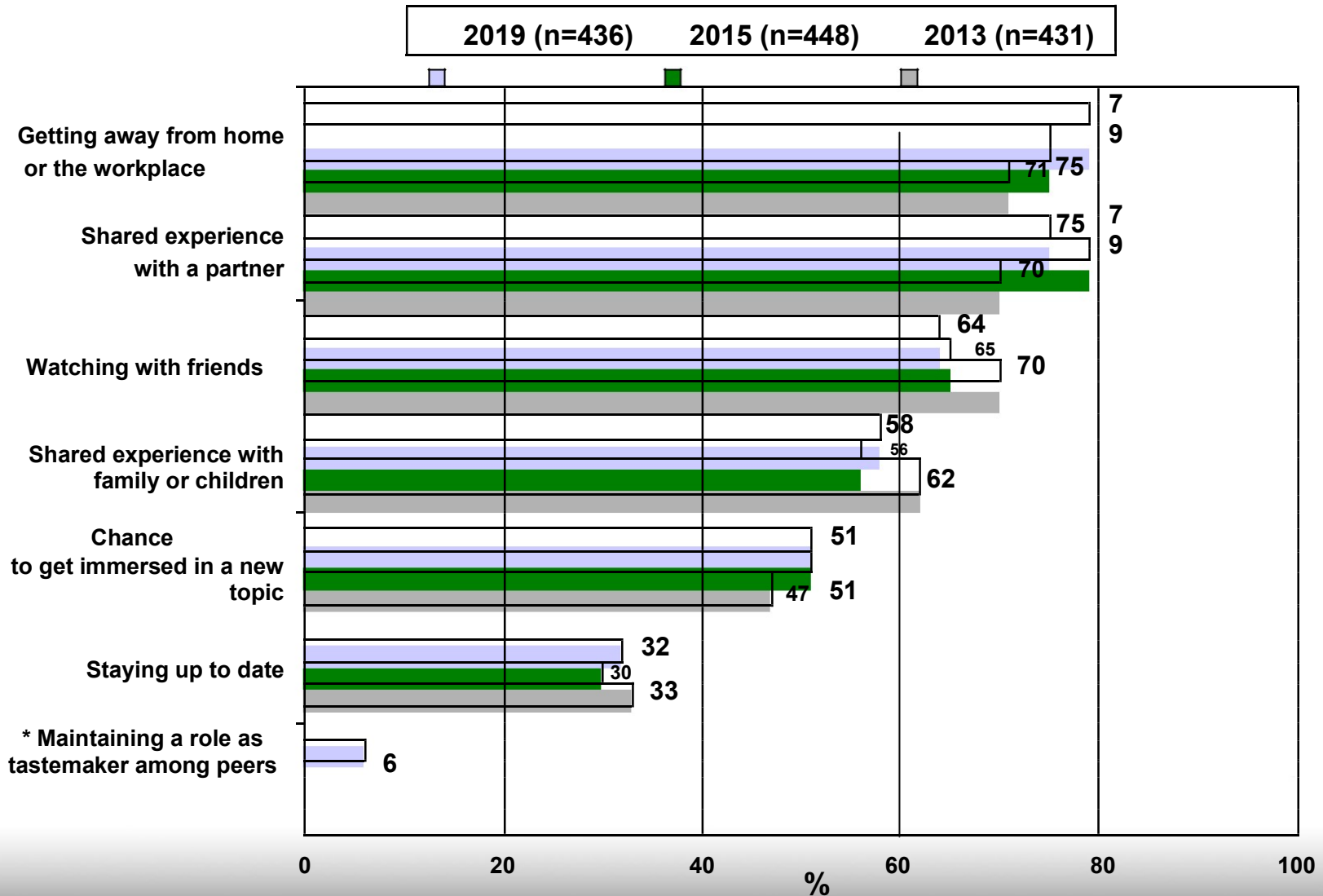
REASONS TO GO TO THE CINEMA

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



REASONS TO GO TO THE CINEMA

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



* Not asked before

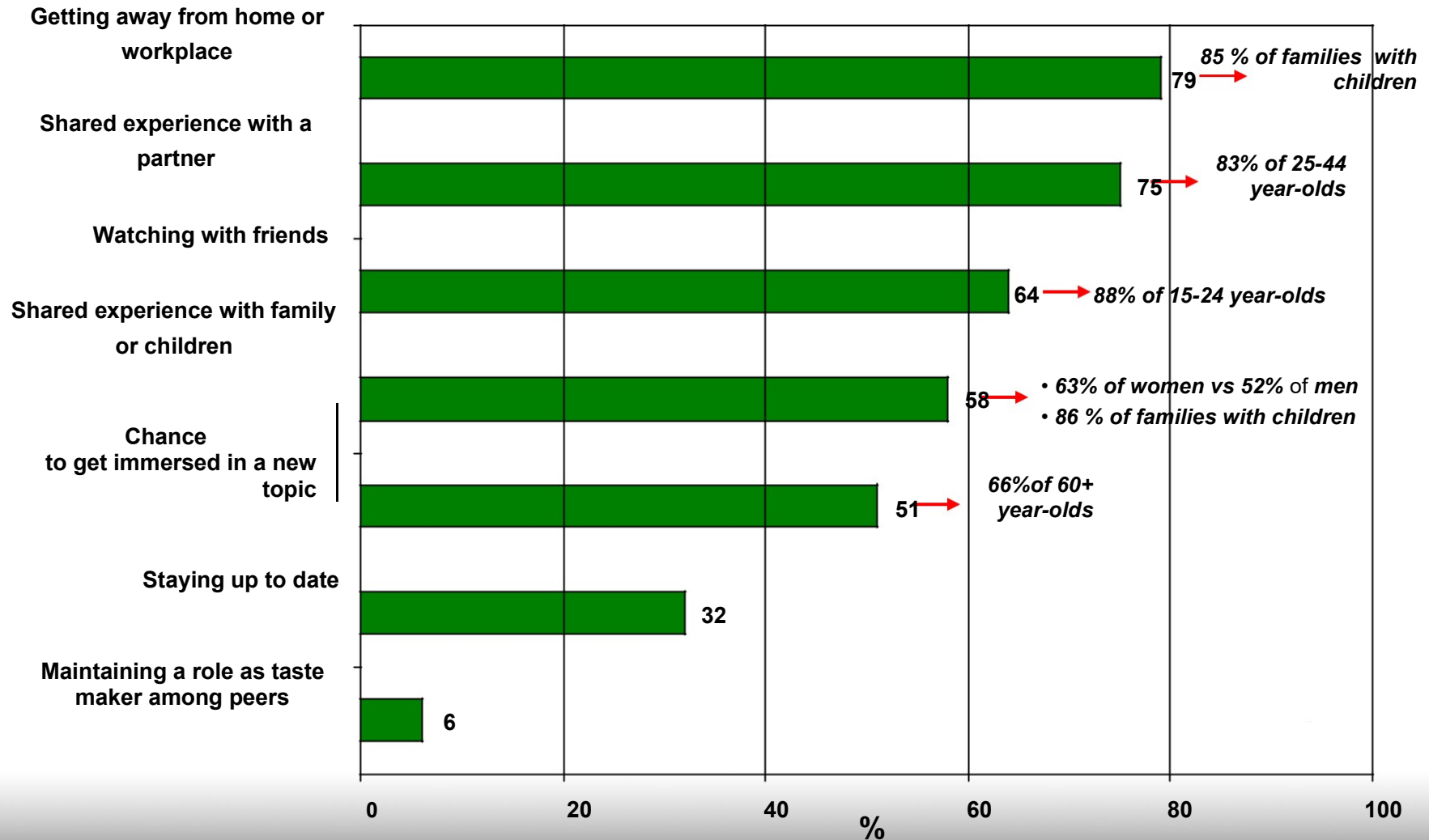


REASONS TO GO TO THE CINEMA

If you go to the cinema, 2019

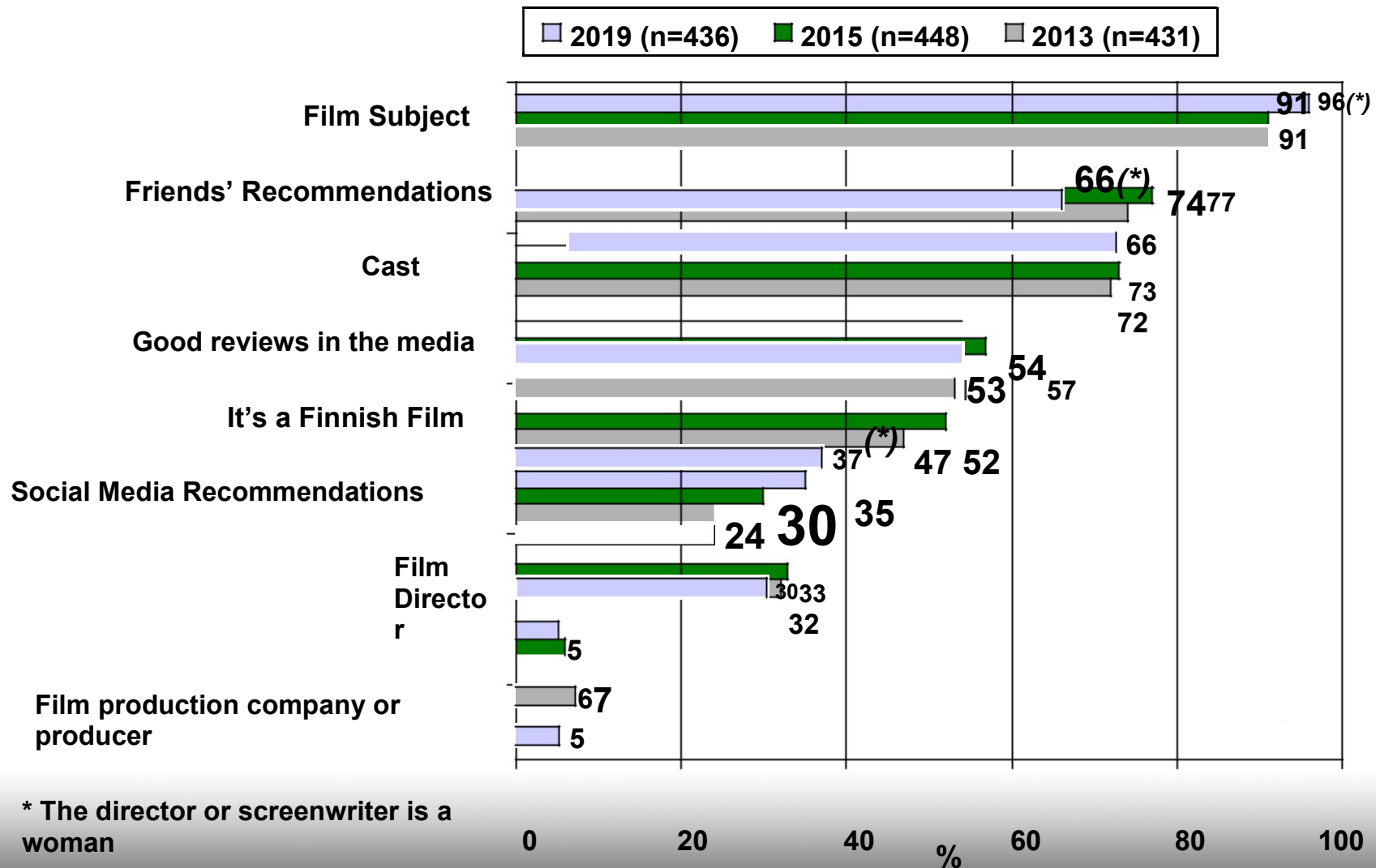
(n=436)

Very important + quite important



FILM SELECTION FACTORS

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



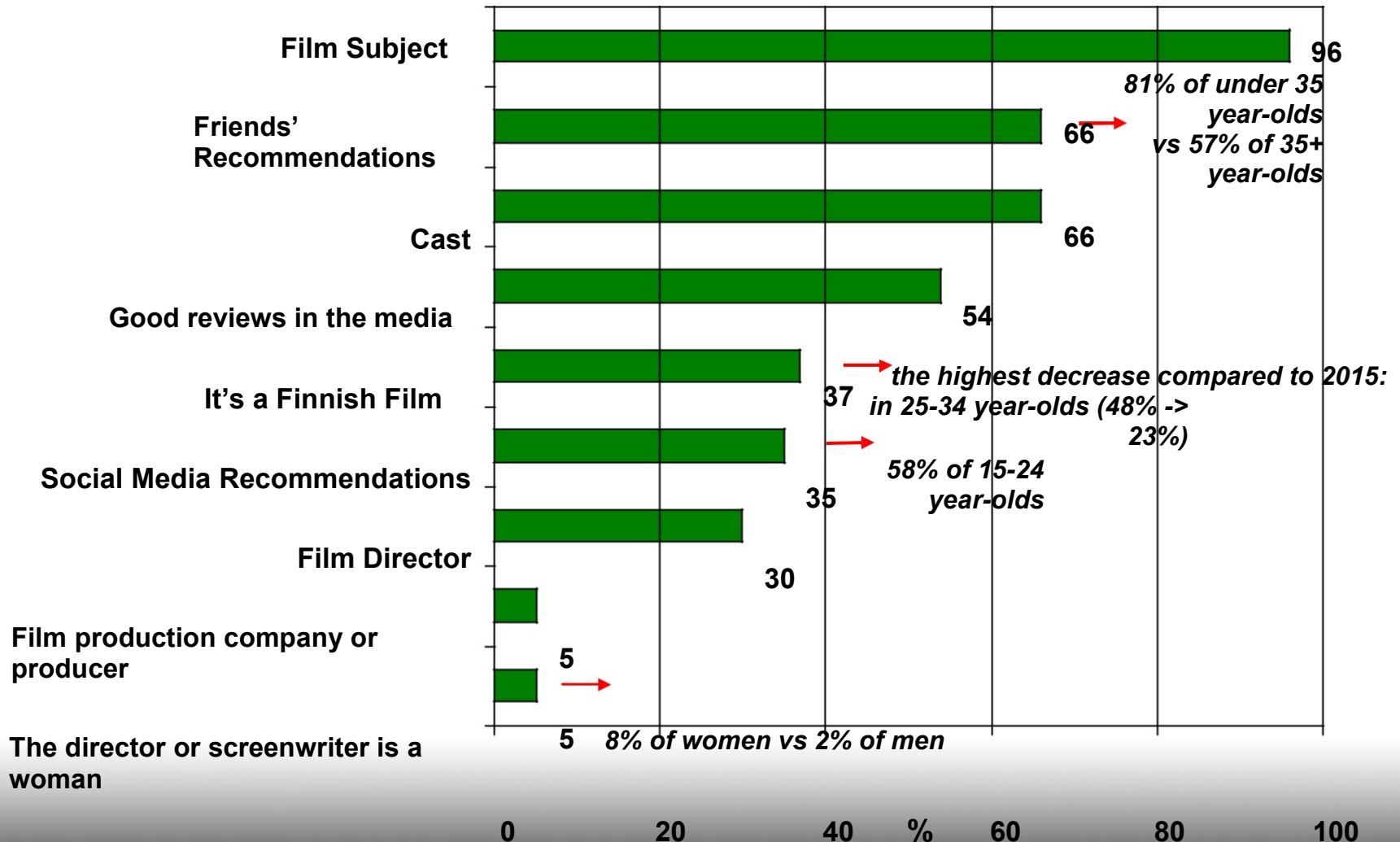
* The director or screenwriter is a woman

* Not asked before

(*) significant change to previous study

FILM SELECTION FACTORS

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

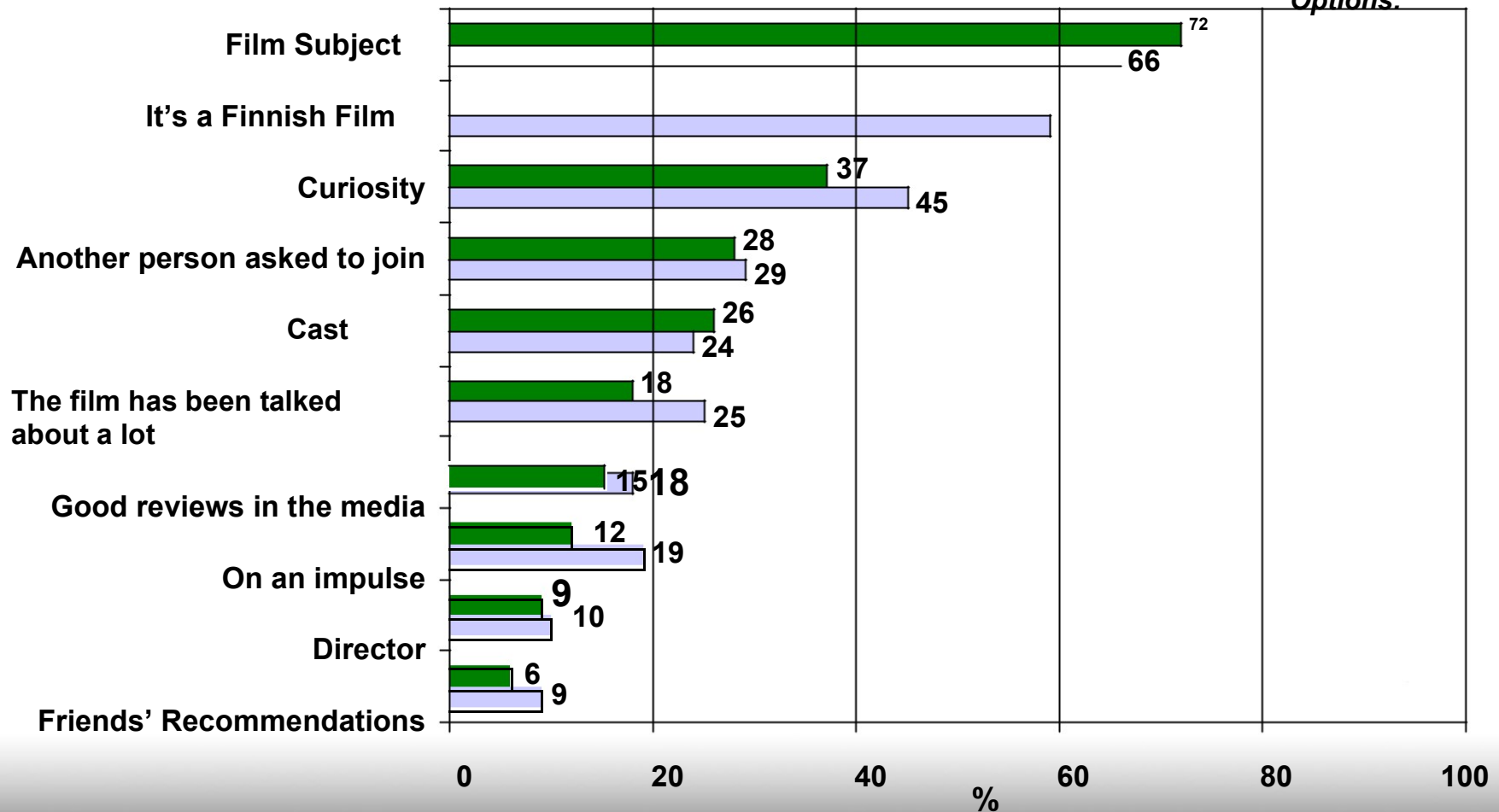


FINNISH FILM SELECTION FACTORS WITH OPENING WEEKEND AUDIENCES

Opening weekend surveys 2014-2018 vs 2009-2013

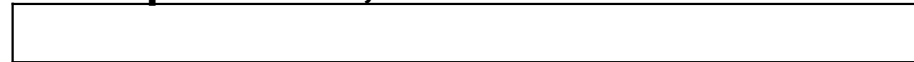
■ 2014-2018 (60 films, N=9092)
 ■ 2009-2013 (42 films, N=6072)

Options:



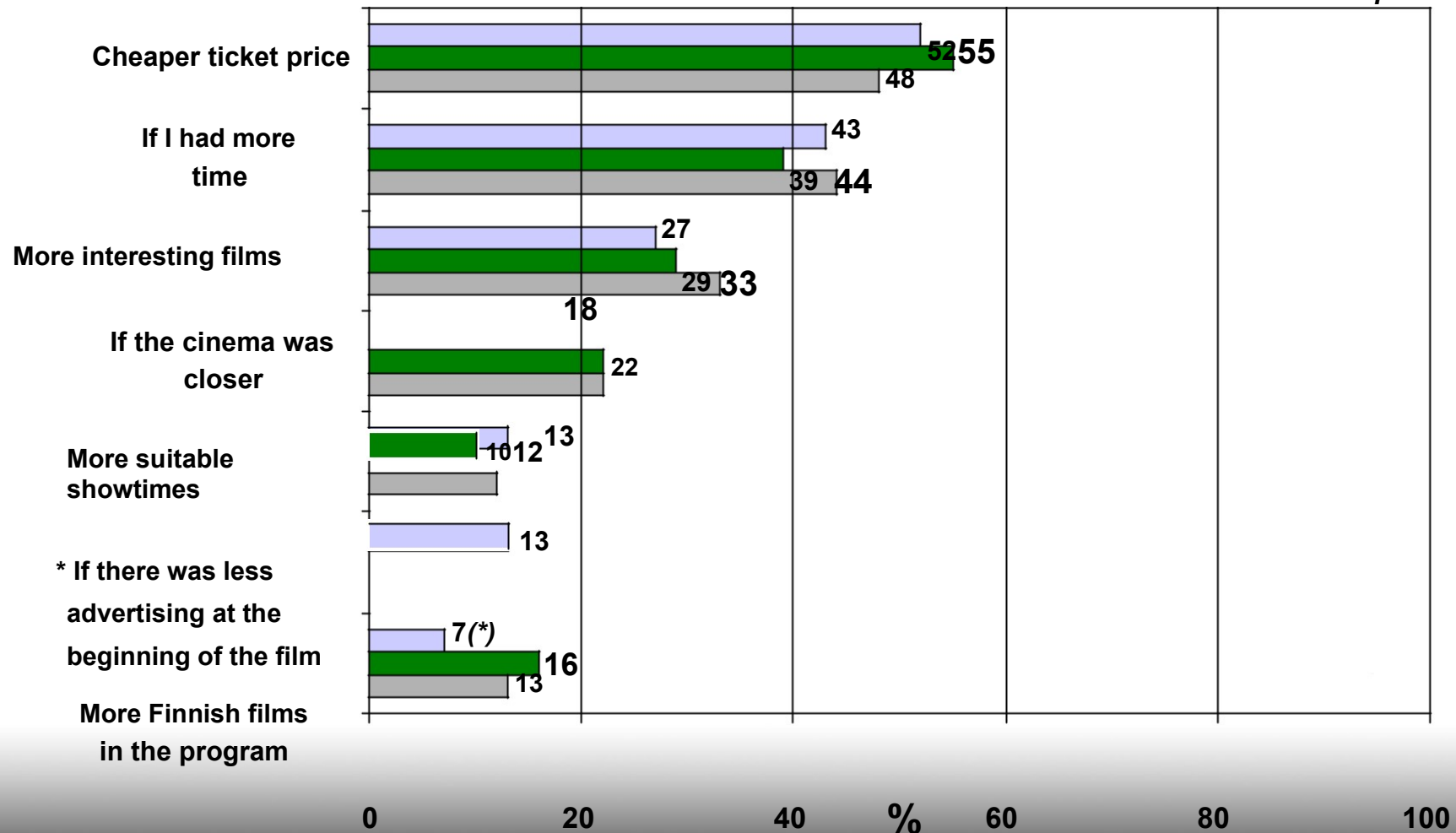
WHAT WOULD HELP YOU VISIT A CINEMA MORE OFTEN (1/2)

All respondents, 2019 vs 2015 and 2013



2019 (N=504) 2015 (N=503) 2013 (N=502)

Options:

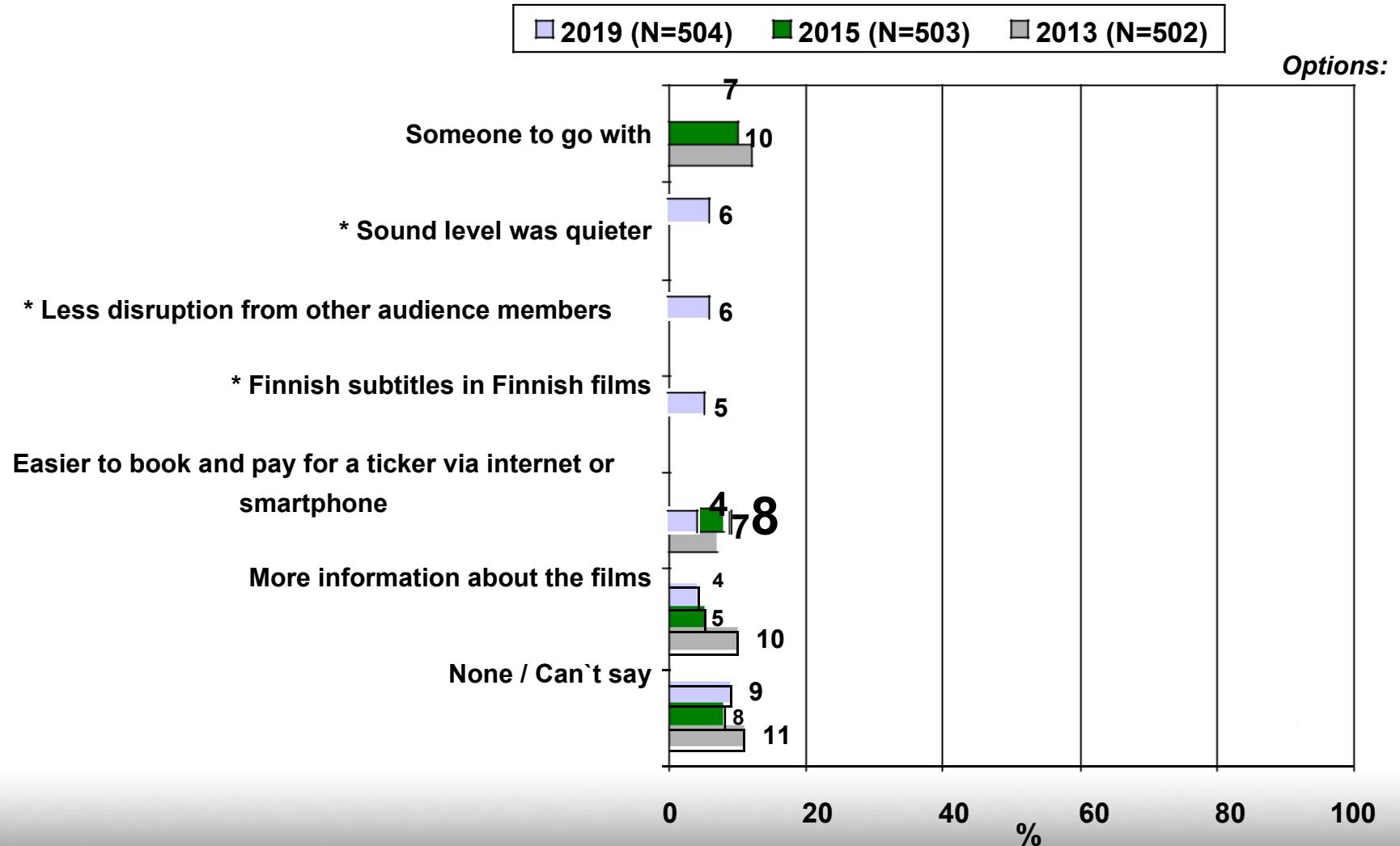


* Not asked before

(*) significant change to previous study

WHAT WOULD HELP YOU VISIT A CINEMA MORE OFTEN (2/2)

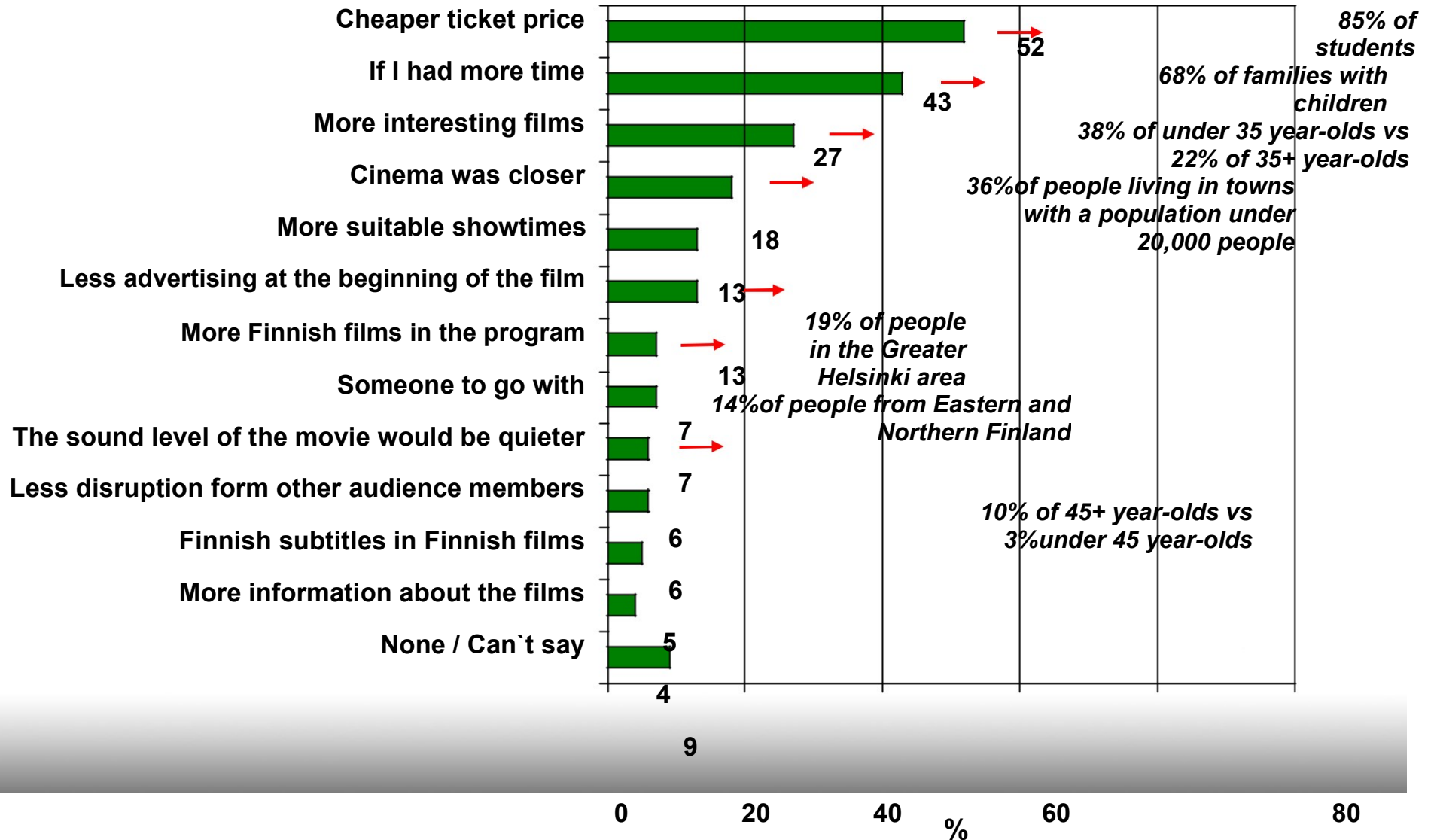
All respondents, 2019 vs 2015 and 2013



* Not asked before

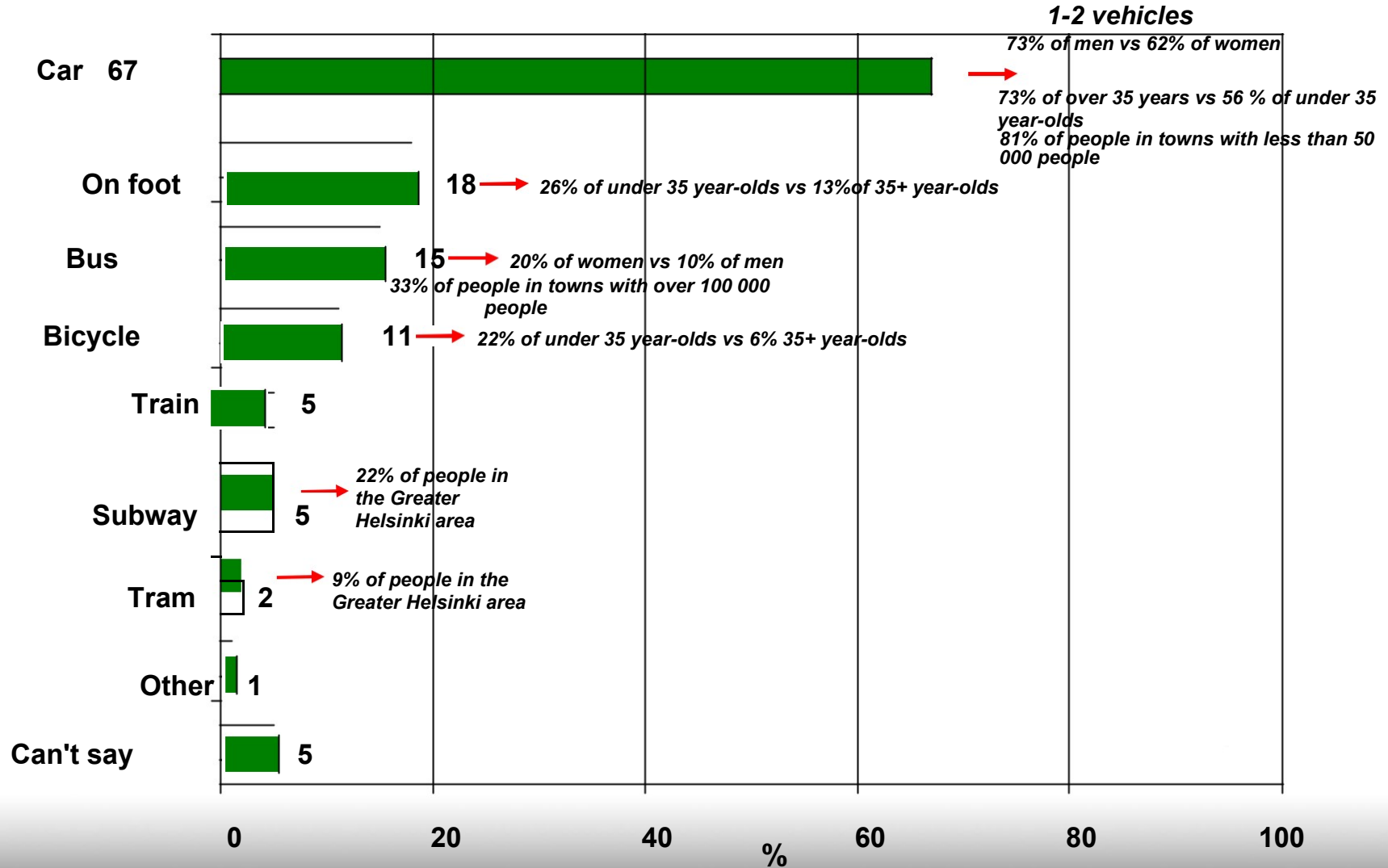
WHAT WOULD HELP YOU VISIT A CINEMA MORE OFTEN

All respondents, 2019 (N=504)



WHAT TRANSPORT DO YOU USE THE MOST WHEN VISTING THE CINEMA

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



FACTORS AFFECTING VISITING THE CINEMA

Summary

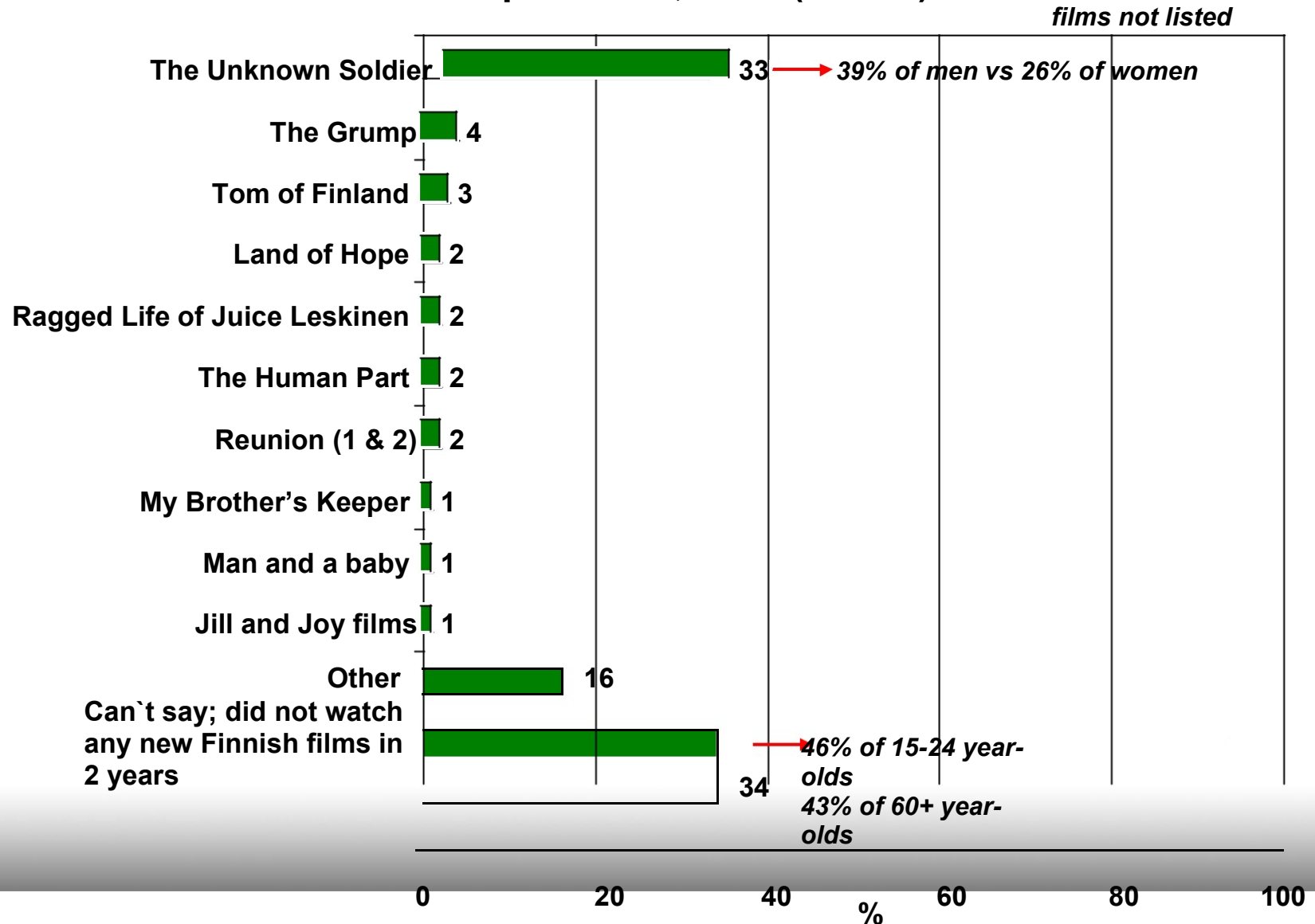
- **The sound quality and the big screen are still very important attractions in cinemas**
 - **The big screen is not as important as before; its importance decreased the most in the under 35 year-old age group**
- **A break from everyday life is now as important a reason for visiting a cinema as the 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



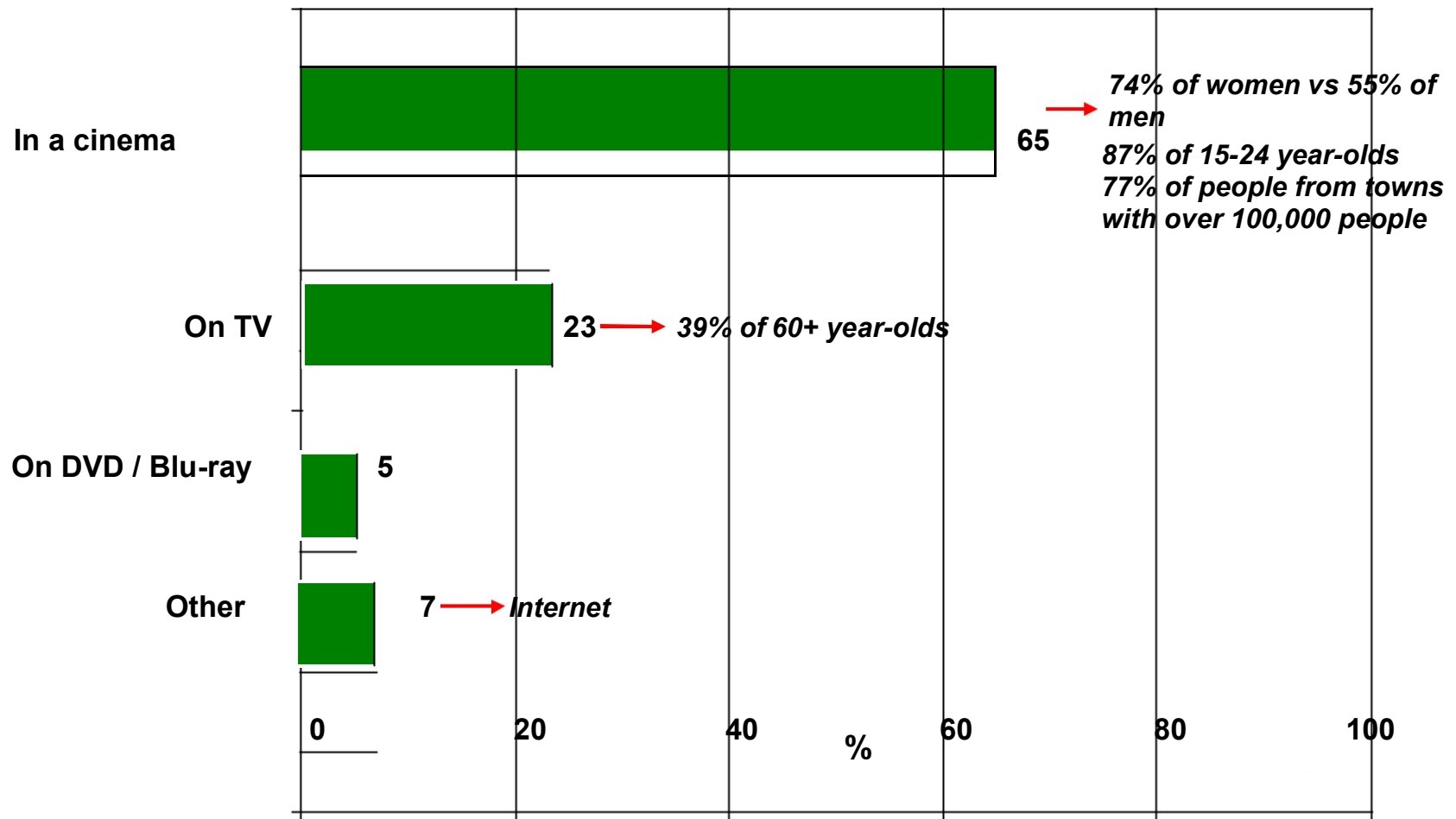
THE BEST FINNISH FILM SEEN IN THE LAST 2 YEARS

All respondents, 2019 (N=504)



HOW DID YOU SEE THE BEST FINNISH FILM MADE IN THE LAST 2 YEARS

If you mentioned a film (n=332)

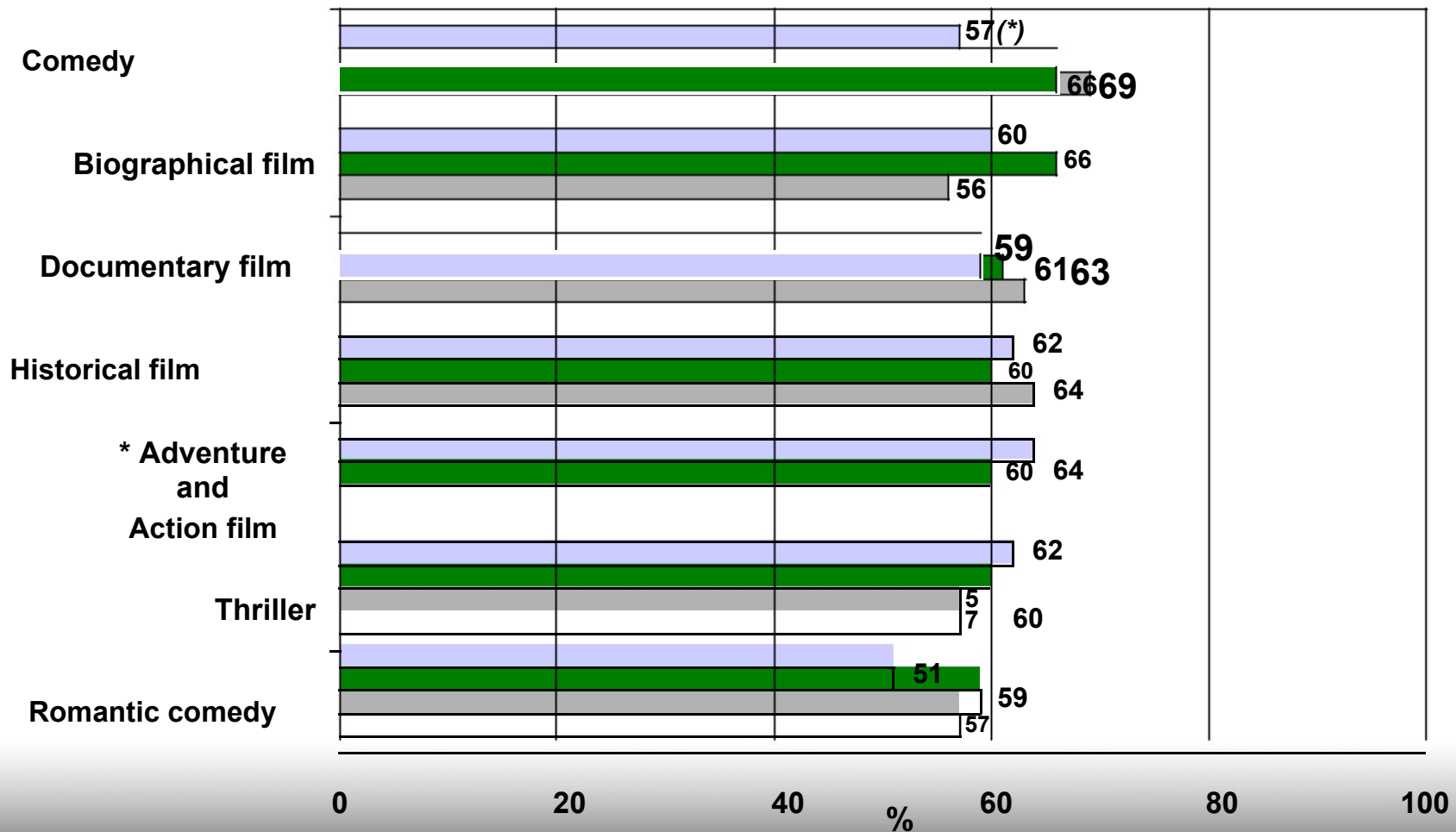


FAVOURITE FINNISH FILM GENRES (1/2)

All respondents, 2019 vs 2015 and 2013

Very interesting + fairly interesting

2019 (N=504) 2015 (N=503) 2013 (N=502)



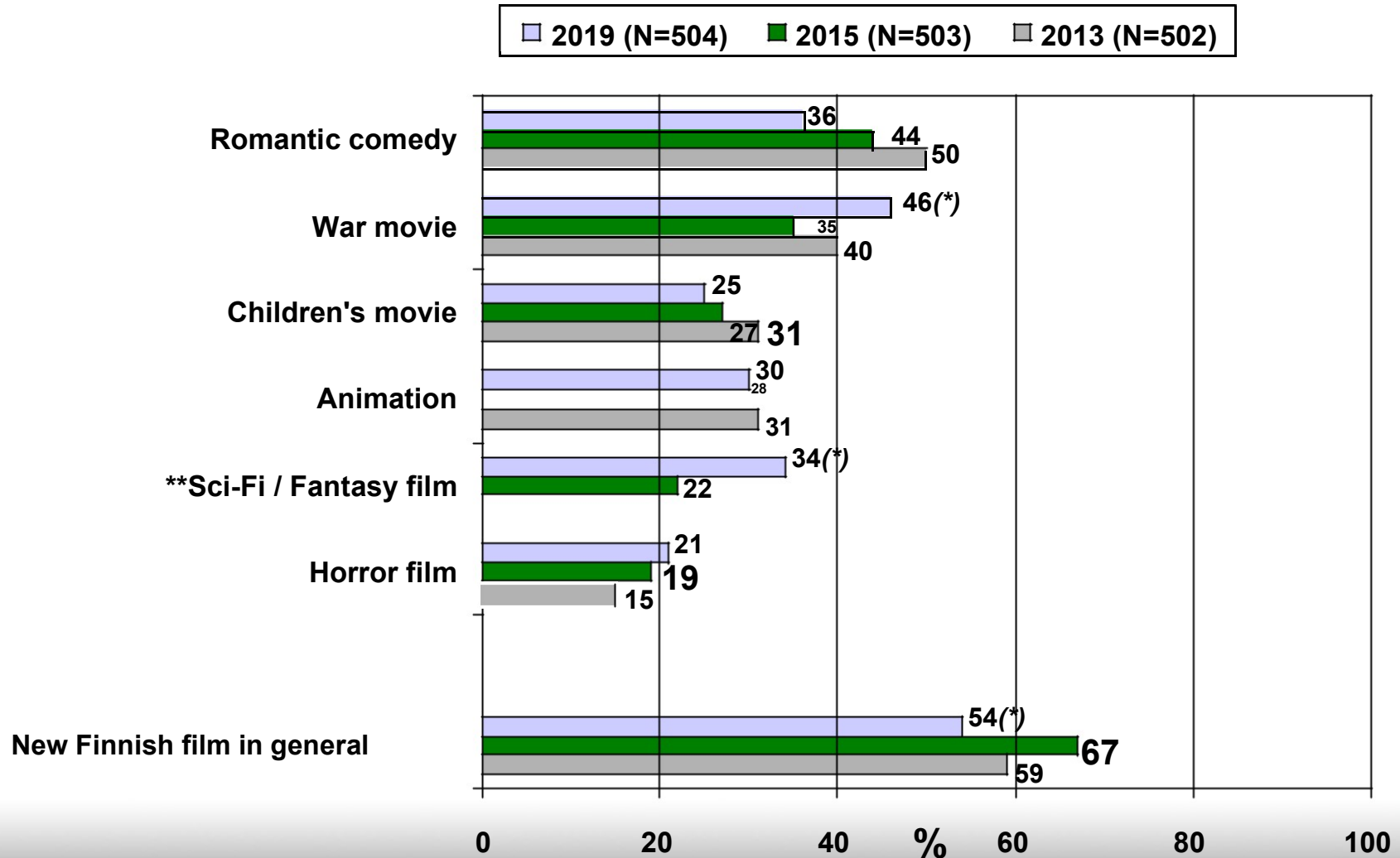
* Not asked in 2013

(*) significant change to previous study

FAVOURITE FINNISH FILM GENRES (2/2)

All respondents, 2019 vs 2015 and 2013

Very interesting + fairly interesting



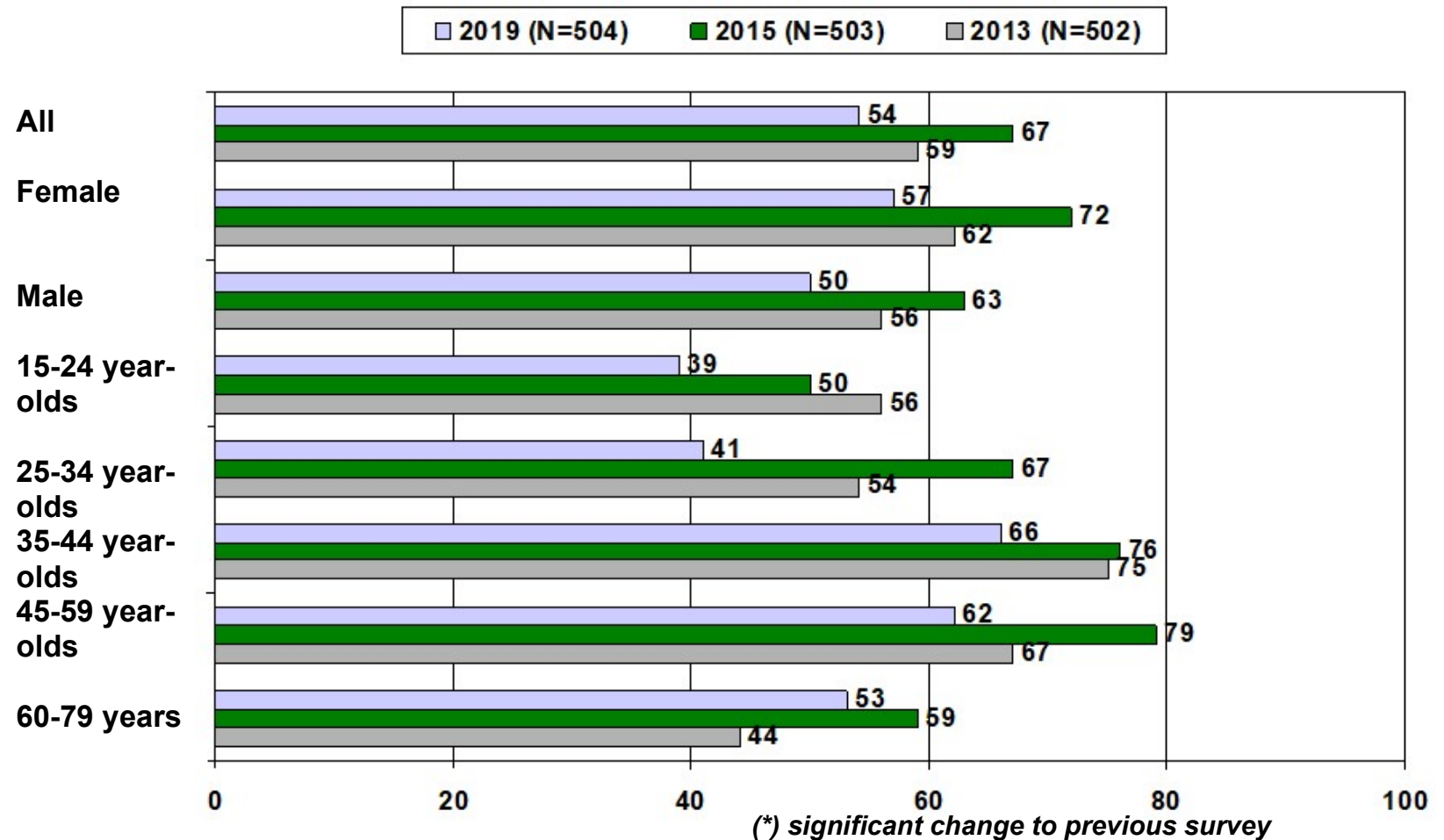
** Sci-Fi film was in 2015, but not stated in 2013

(*) significant change to previous study

FAVOURITE FINNISH FILM GENRES

Finnish film in general 2019 vs 2015 and 2013

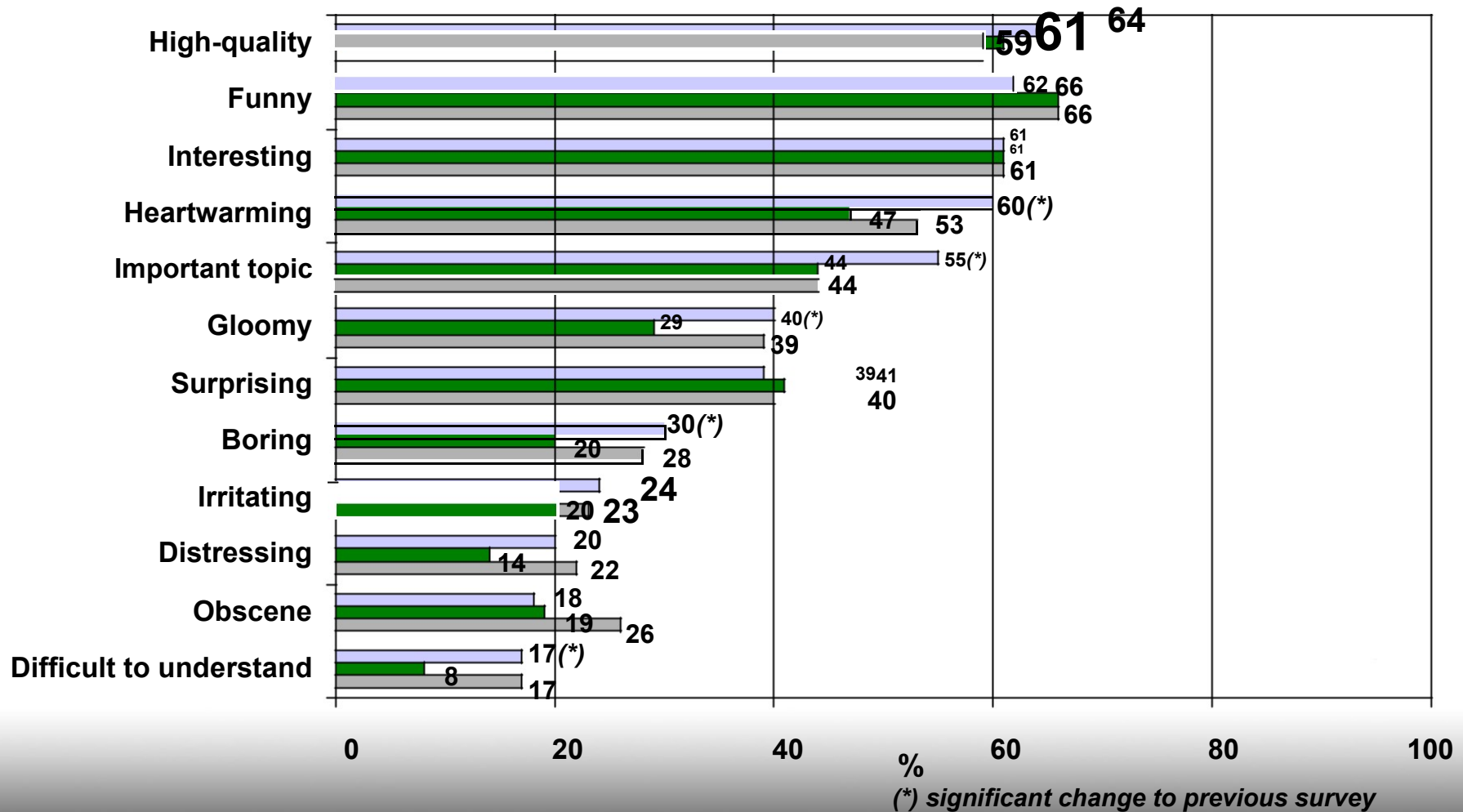
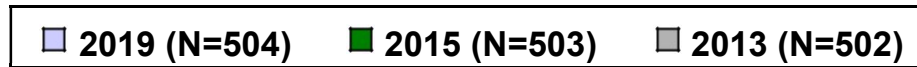
Very interesting + fairly interesting



ADJECTIVES DESCRIBING NEW FINNISH FILM

All respondents, 2019 vs 2015 and 2013

Describes very well + fairly well



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%)



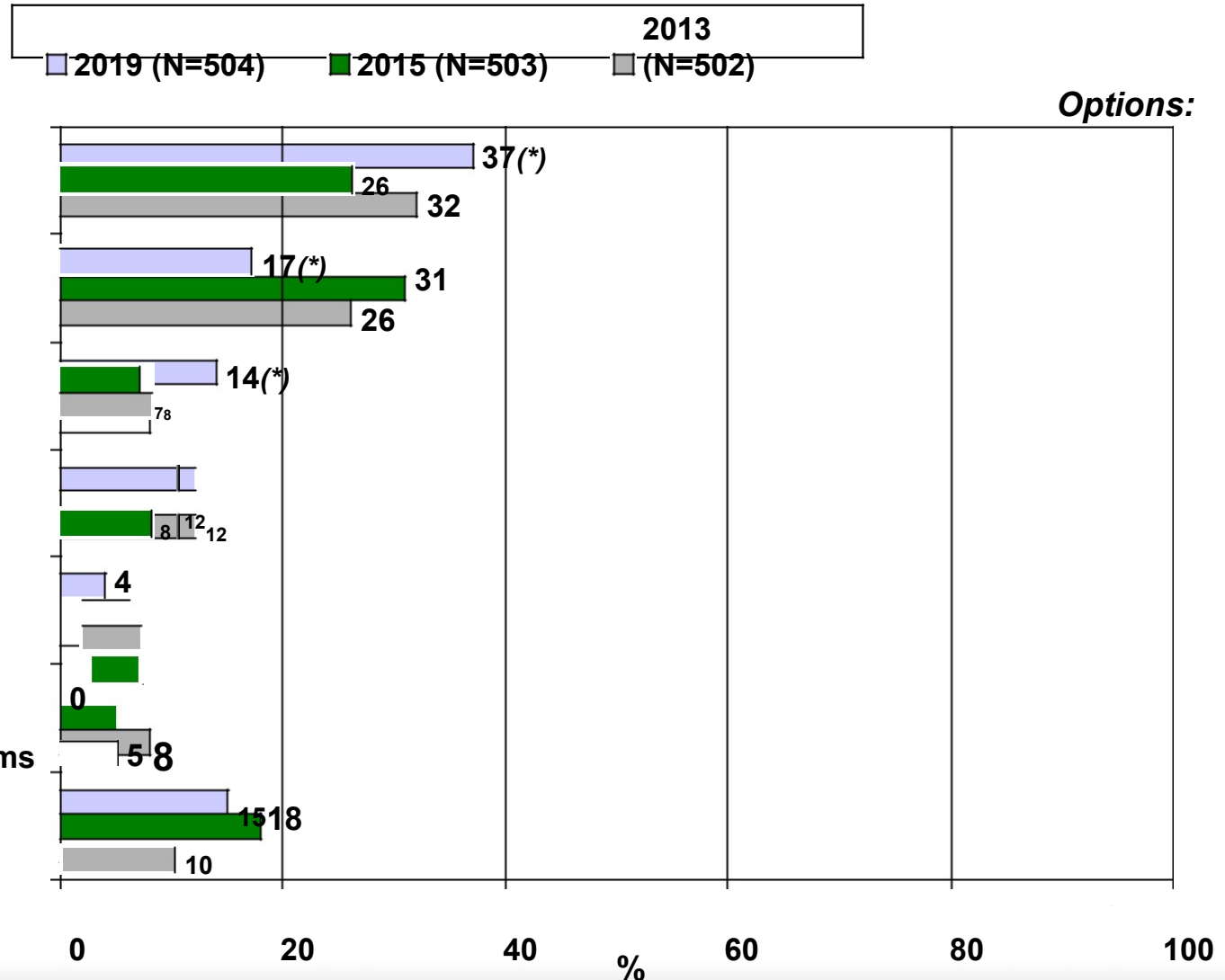
WHAT RESPONDENTS THINK ABOUT NEW FINNISH FILM

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

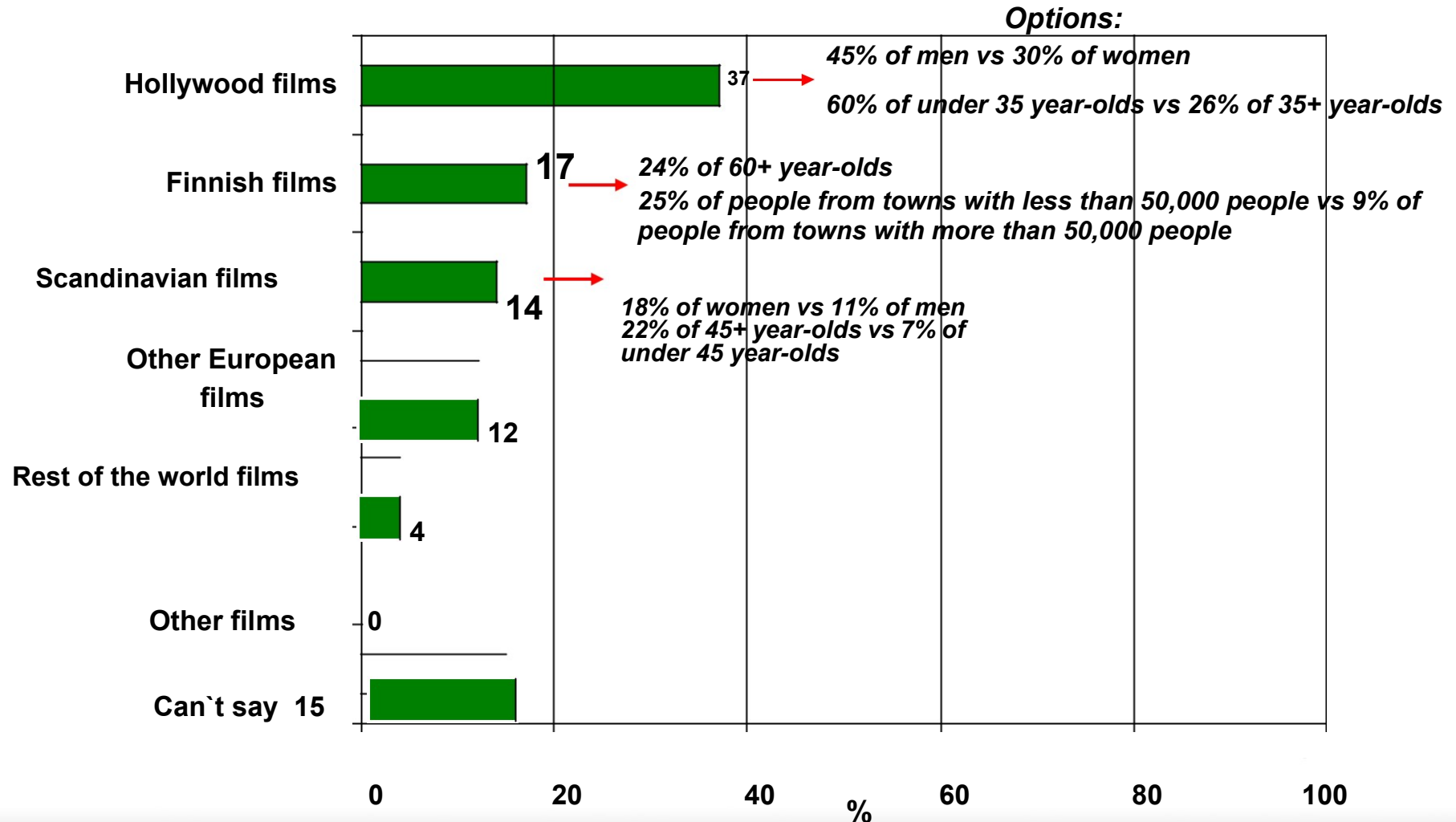
All respondents, 2019 vs 2015 and 2013



Options:

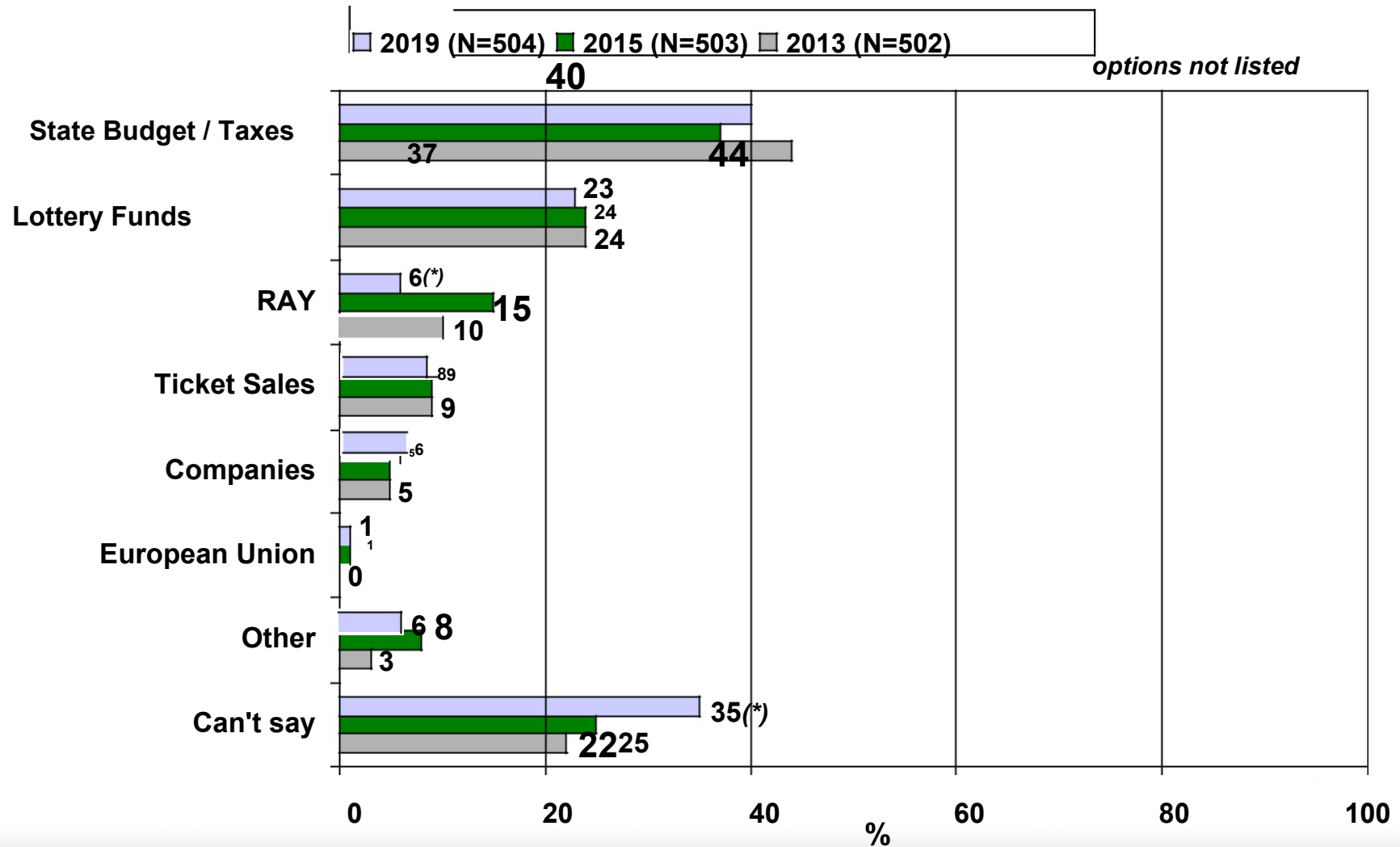
WHAT TYPE OF FILMS DO YOU PREFER

All respondents, 2019 (N=504)



FILM FOUNDATION FUNDING SOURCES

All respondents, 2019 vs 2015 and 2013



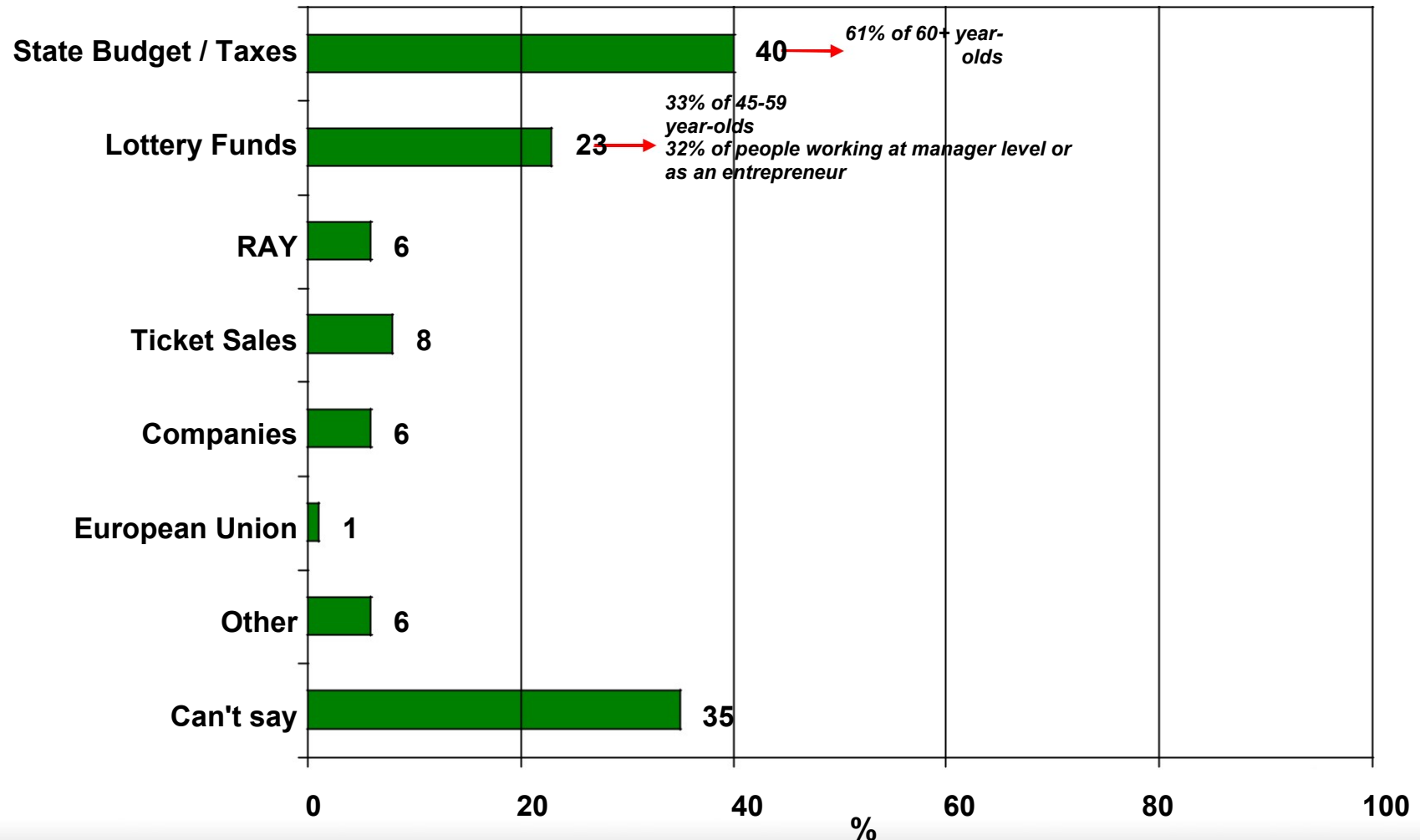
(*) significant change to previous survey



FILM FOUNDATION FUNDING SOURCES

All respondents, 2019 (N=504)

options not listed



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**