



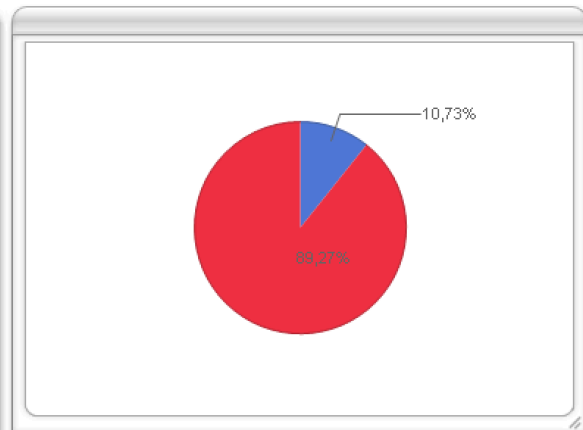
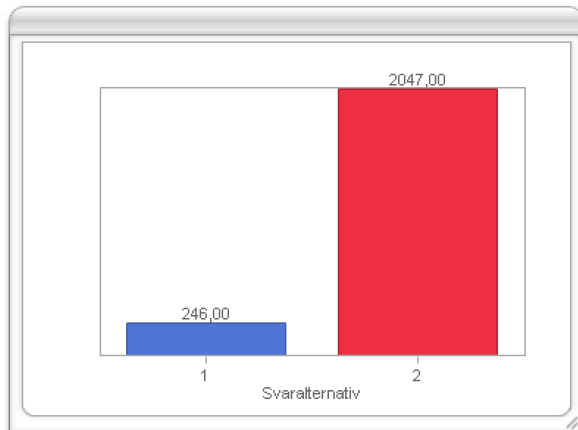
Juleundersøkelse 2012

Resultater

Norge

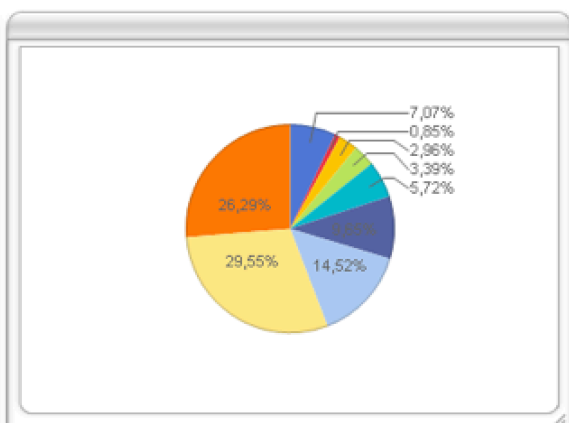
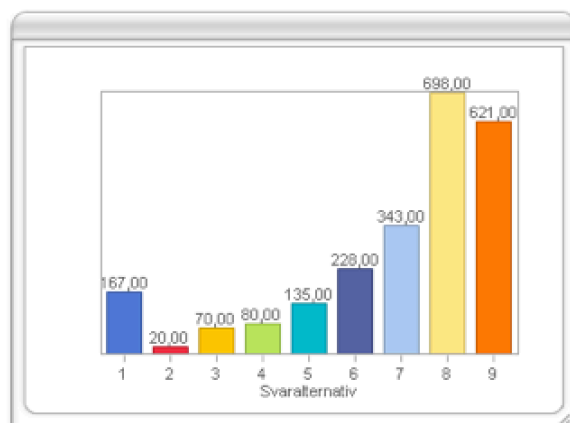
1. Kjønn

ID	Svaralternativ	Antall	Andel respons
1	Mann	246	10,36%
2	Kvinne	2047	86,23%
Sum		2293	



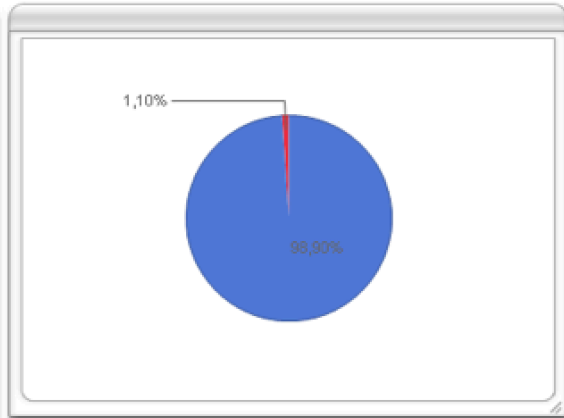
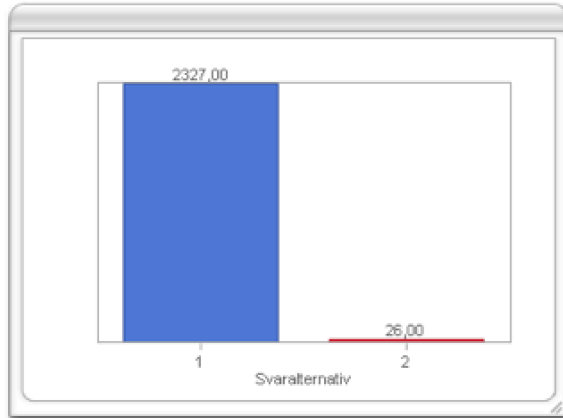
2. Alder

ID	Svaralternativ	Antall	Andel respons
1	71+	167	7,03%
2	0-24 år	20	0,84%
3	25-30 år	70	2,95%
4	31-35 år	80	3,37%
5	36-40 år	135	5,69%
6	41-45 år	228	9,60%
7	46-50 år	343	14,45%
8	51-60 år	698	29,40%
9	61-70 år	621	26,16%
Sum		2362	



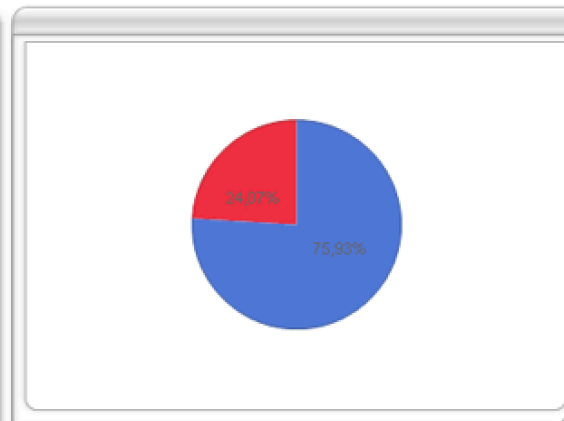
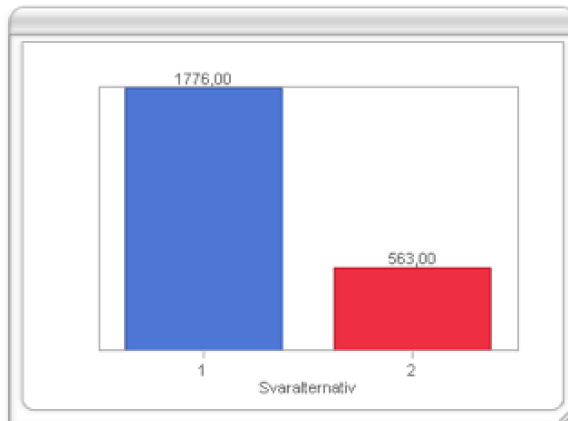
3. Jeg pynter i huset til jul

ID	Svaralternativ	Antall	Andel respons
1	Ja	2327	98,02%
2	Nei	26	1,10%
Sum		2353	



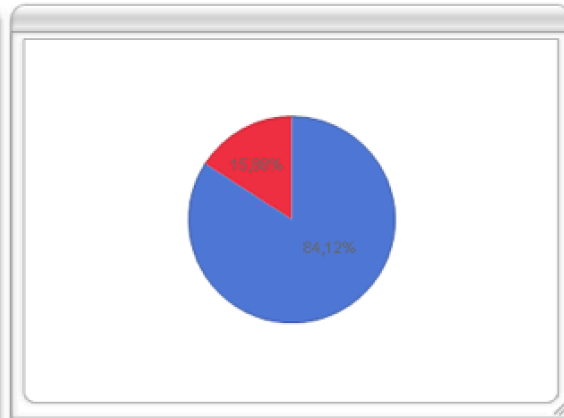
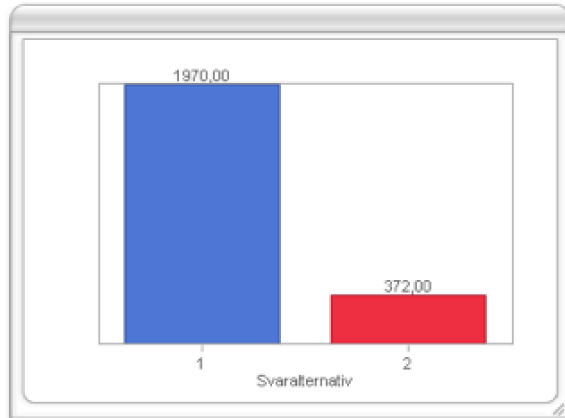
4. Jeg pynter i hagen eller på balkongen til jul

ID	Svaralternativ	Antall	Andel respons
1	Ja	1776	74,81%
2	Nei	563	23,72%
Sum		2339	



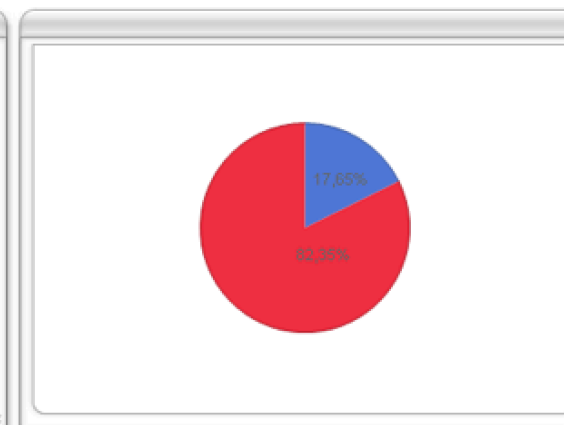
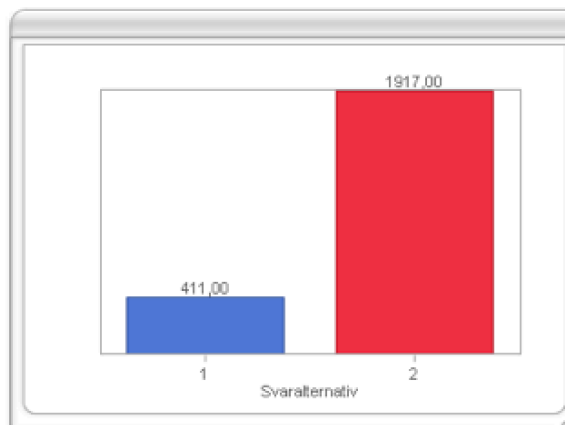
5. Jeg pynter i hagen eller på balkongen med utebelysning

ID	Svaralternativ	Antall	Andel respons
1	Ja	1970	82,98%
2	Nei	372	15,67%
Sum		2342	



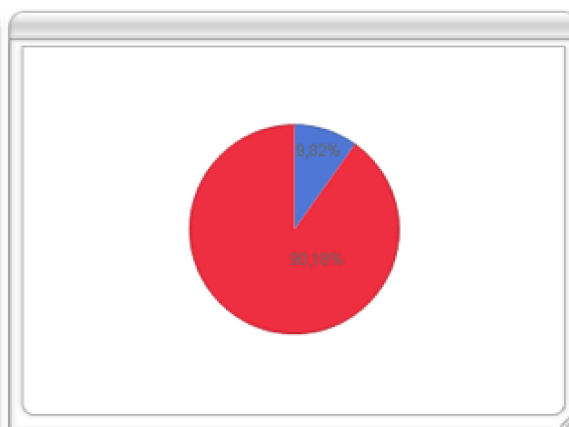
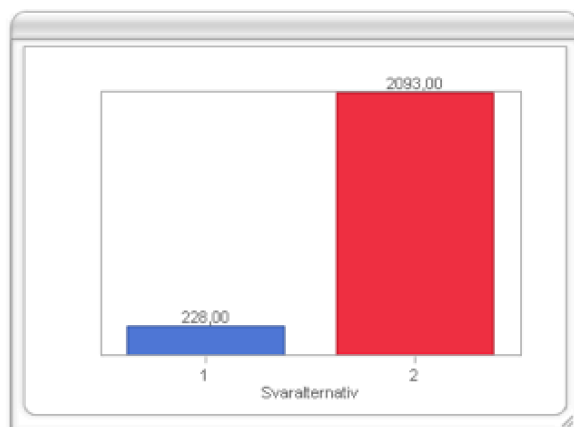
6. Det er gøy med forskjellige farger på utebelysning

ID	Svaralternativ	Antall	Andel respons
1	Ja	411	17,31%
2	Nei	1917	80,75%
Sum		2328	



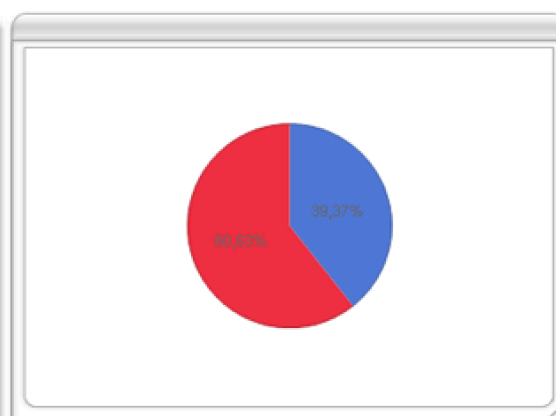
7. Det er gøy med blinkende utebelysning

ID	Svaralternativ	Antall	Andel respons
1	Ja	228	9,60%
2	Nei	2093	88,16%
Sum		2321	



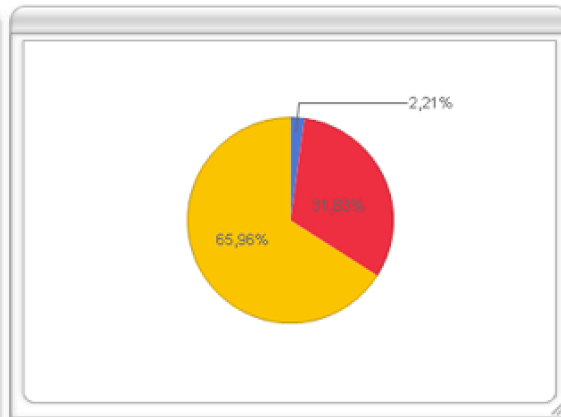
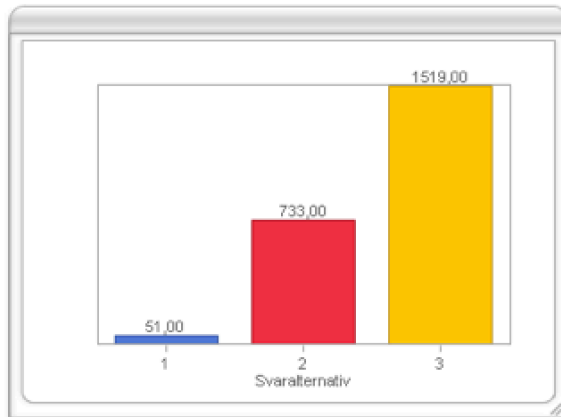
8. Jeg setter ut nisser og/eller andre figurer til pynt i hagen

ID	Svaralternativ	Antall	Andel respons
1	Ja	920	38,75%
2	Nei	1417	59,69%
Sum		2337	



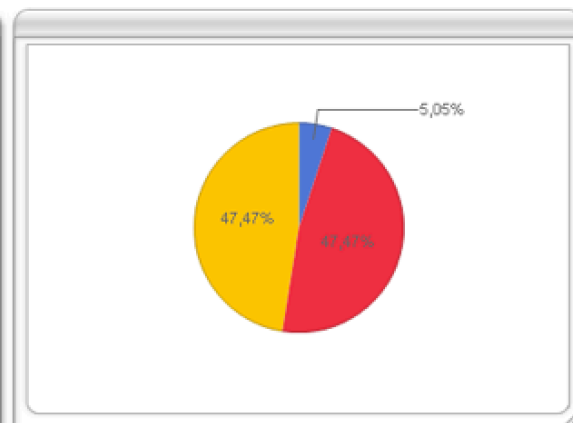
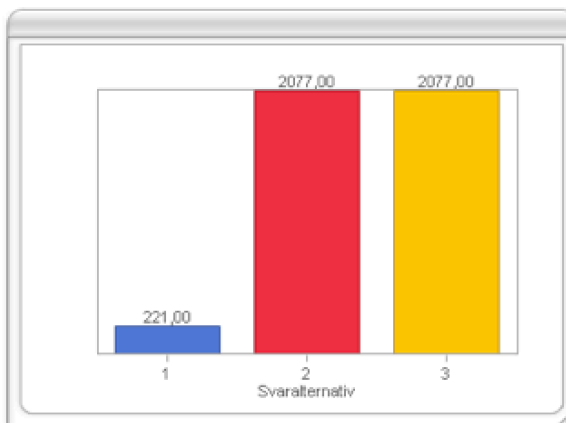
9. Hvem i husholdningen bestemmer over pynten inne?

ID	Svaralternativ	Antall	Andel respons
1	Mannen	51	2,15%
2	Sammen	733	30,88%
3	Kvinnen	1519	63,98%
Sum		2303	



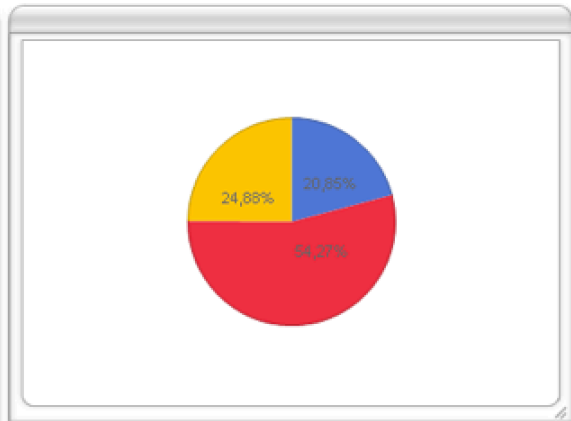
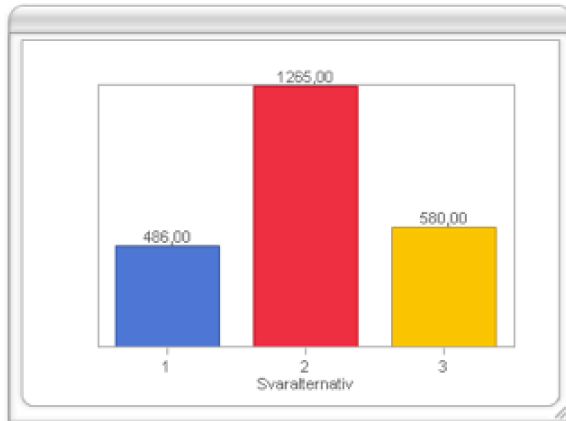
10. Hvem i husholdningen bestemmer over pynten ute?

ID	Svaralternativ	Antall	Andel respons
1	Mannen	221	9,31%
2	Sammen	2077	87,49%
3	Kvinnen	2077	87,49%
Sum		4375	



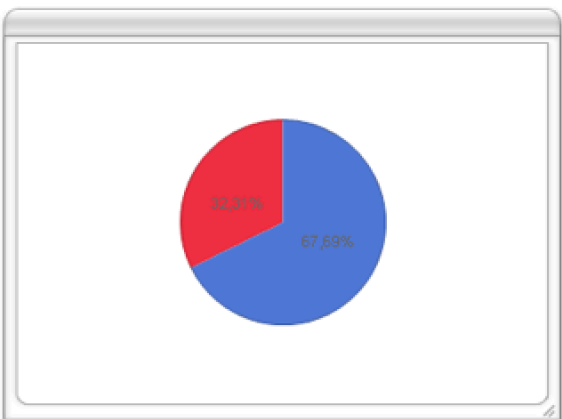
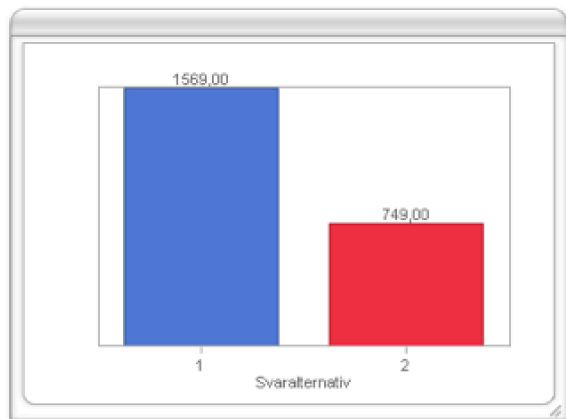
11. Hvem i husholdningen velger juletre?

ID	Svaralternativ	Antall	Andel respons
1	Mannen	486	20,47%
2	Sammen	1265	53,29%
3	Kvinnen	580	24,43%
Sum		2331	



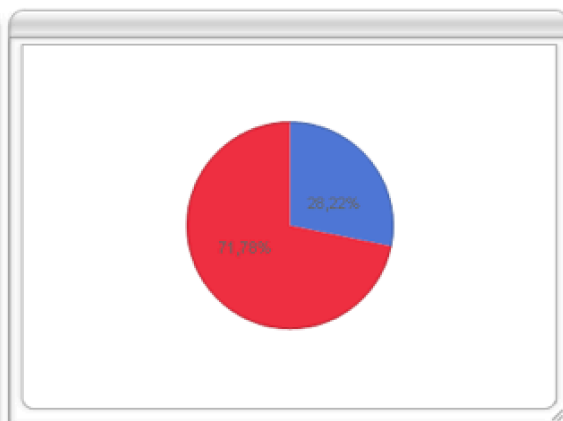
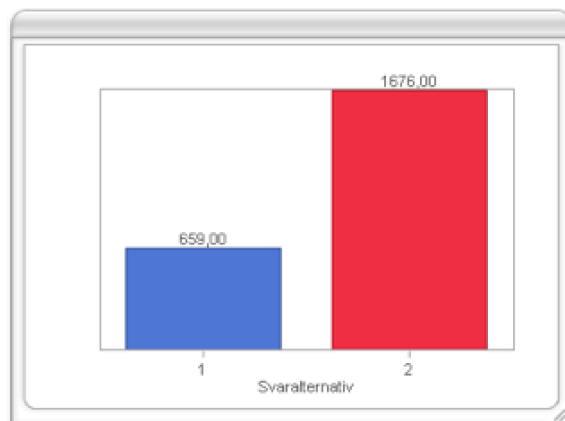
12. Jeg har tenkt til å kjøpe juletre i år

ID	Svaralternativ	Antall	Andel respons
1	Ja	1569	66,09%
2	Nei	749	31,55%
Sum		2318	



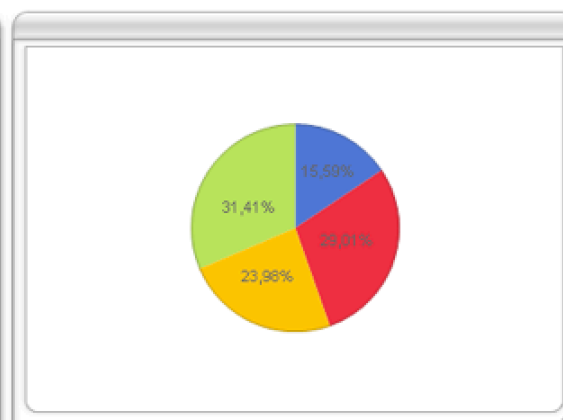
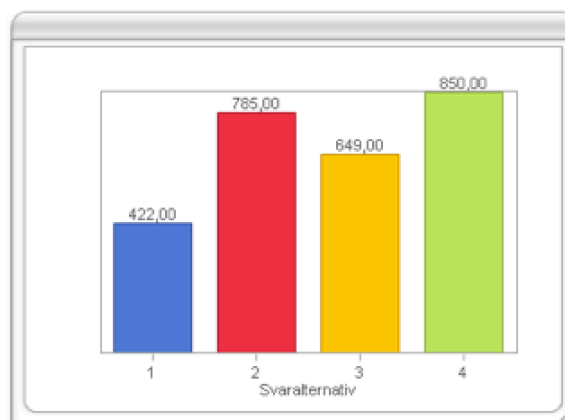
13. Jeg kan tenke meg å kjøpe et juletre i plast

ID	Svaralternativ	Antall	Andel respons
1	Ja	659	27,76%
2	Nei	1676	70,60%
Sum		2335	



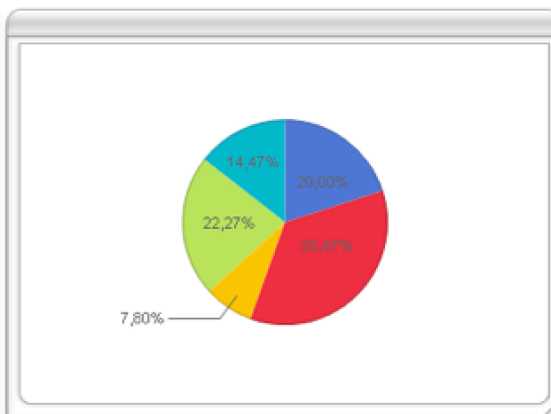
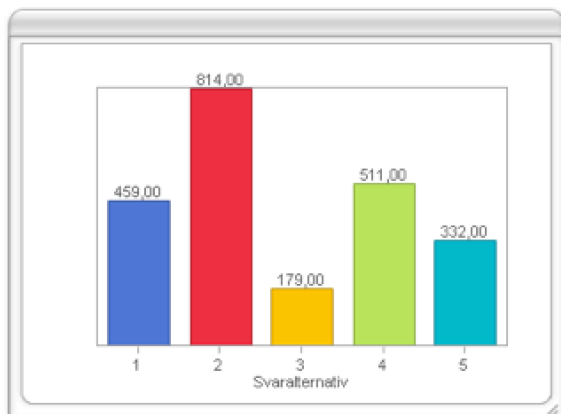
14. Hvilke faktorer avgjør hvor du kjøper juletreet?

ID	Svaralternativ	Antall	Andel respons
1	Ønsket om å støtte en lokal forhandler	422	17,78%
2	Gunstig pris	785	33,07%
3	Nærhet og smidighet	649	27,34%
4	Det beste juletreutvalget	850	35,80%
Sum		2706	



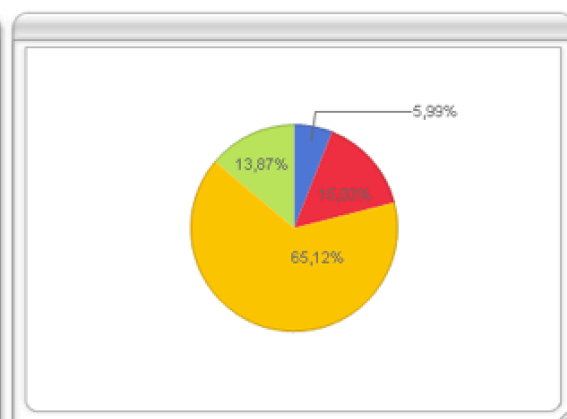
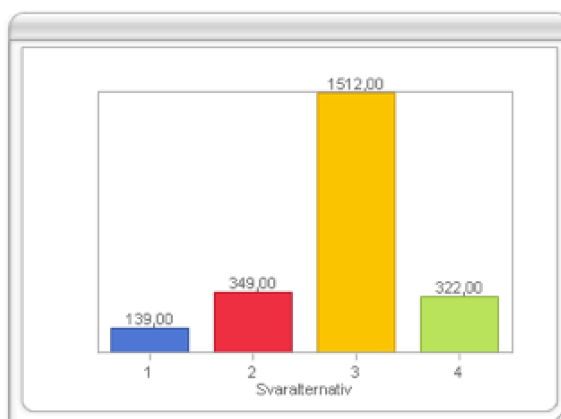
15. Hvordan kvitter du deg med juletreet etter jul?

ID	Svaralternativ	Antall	Andel respons
1	Annet	459	19,33%
2	Brukes som ved	814	34,29%
3	Kjører til søppelplassen	179	7,54%
4	Leverer til gjenvinningsstasjon	511	21,52%
5	Plasserer på egnet sted	332	13,98%
Sum		2295	



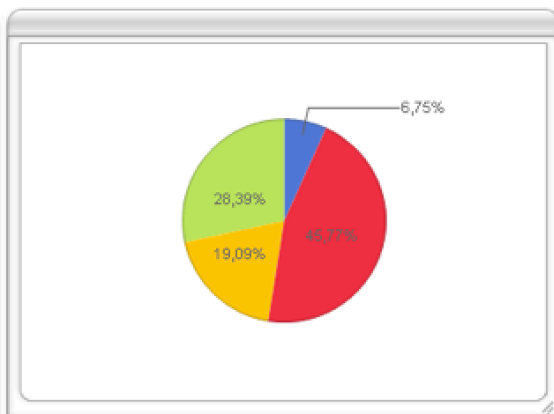
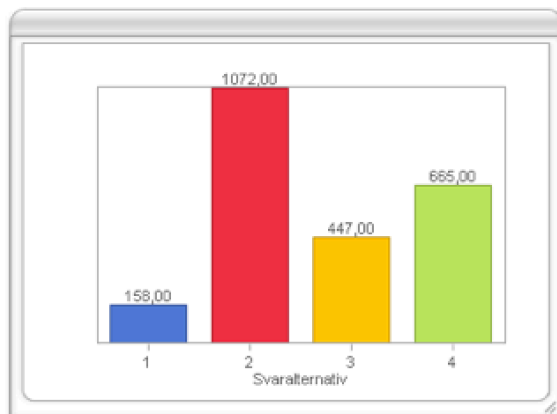
16. Hvilken helg begynner dere å pynte til jul i huset?

ID	Svaralternativ	Antall	Andel respons
1	Andre advent	139	5,86%
2	Fjerde advent	349	14,70%
3	Første advent	1512	63,69%
4	Tredje advent	322	13,56%
Sum		2322	



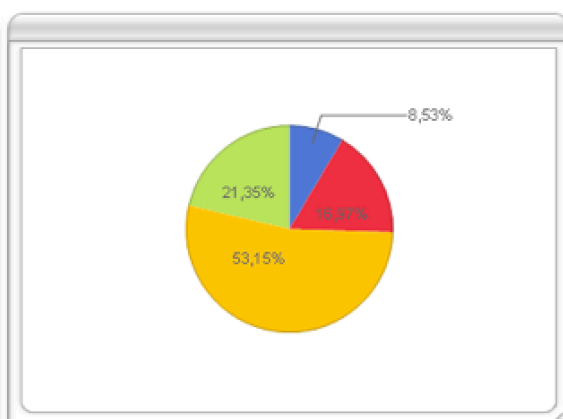
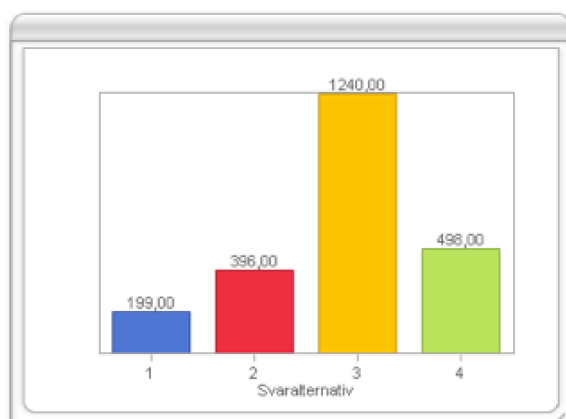
17. Hvilken helg pynter dere mest i huset?

ID	Svaralternativ	Antall	Andel respons
1	Andre advent	158	6,66%
2	Fjerde advent	1072	45,16%
3	Første advent	447	18,83%
4	Tredje advent	665	28,01%
Sum		2342	



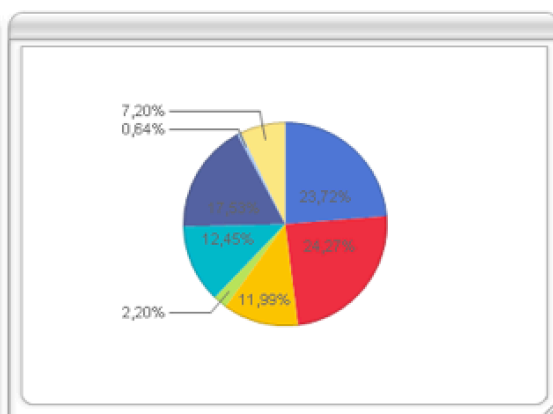
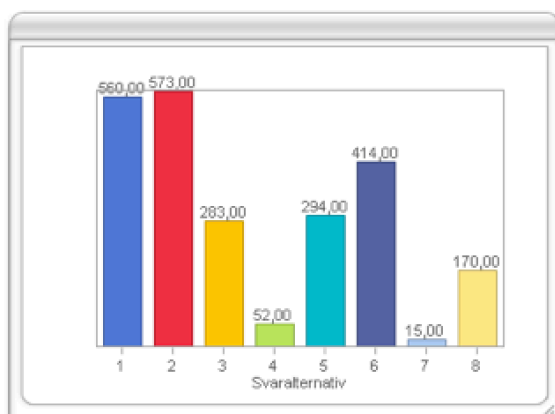
18. Rundt denne helgen pleier jeg å komme i julestemning

ID	Svaralternativ	Antall	Andel respons
1	Andre advent	199	8,38%
2	Fjerde advent	396	16,68%
3	Første advent	1240	52,23%
4	Tredje advent	498	20,98%
Sum		2333	



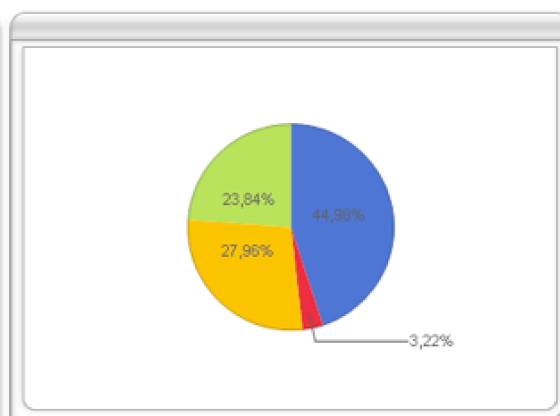
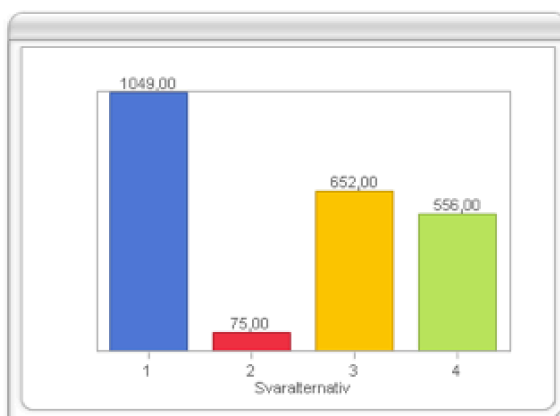
19. Hvor mye tid omtrent bruker du på å pynte til jul?

ID	Svaralternativ	Antall	Andel respons
1	1 dag	560	23,59%
2	2 dager	573	24,14%
3	4 dager	283	11,92%
4	6 dager	52	2,19%
5	1-3 timer	294	12,38%
6	3-5 timer	414	17,44%
7	Ingen tid	15	0,63%
8	Mer enn 6 dager	170	7,16%
Sum		2361	



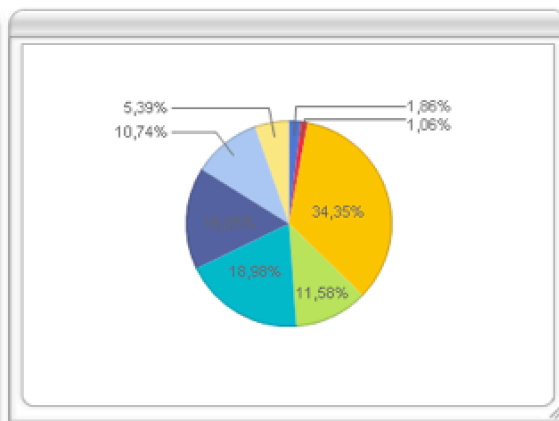
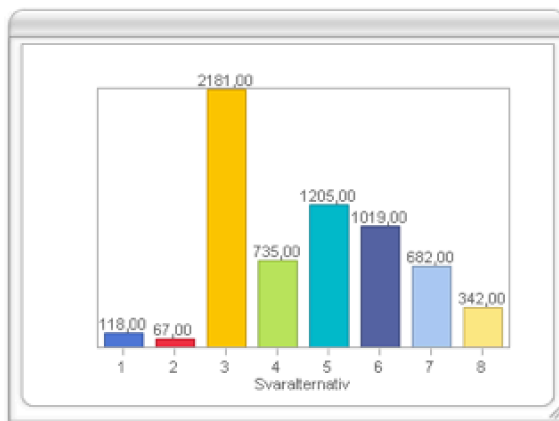
20. Her henter jeg mest inspirasjon til min pyntestil

ID	Svaralternativ	Antall	Andel respons
1	Annet	1049	44,19%
2	Venner	75	3,16%
3	Familie	652	27,46%
4	Interiørblader	556	23,42%
Sum		2332	



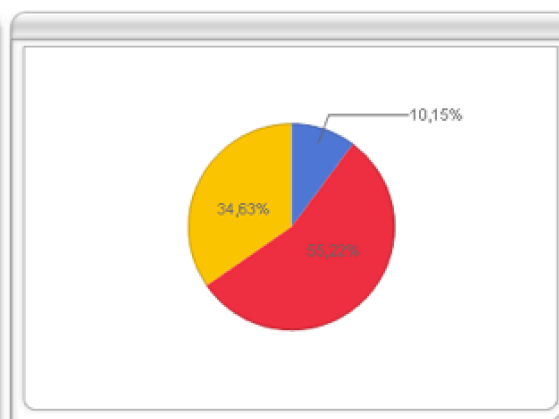
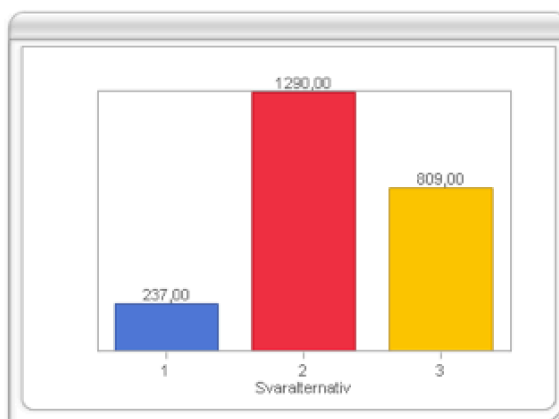
21. Disse fargene dominerer i min julepynt

ID	Svaralternativ	Antall	Andel respons
1	Blå	118	4,97%
2	Grå	67	2,82%
3	Rød	2181	91,87%
4	Gull	735	30,96%
5	Hvit	1205	50,76%
6	Selv	1019	42,92%
7	Grønn	682	28,73%
8	Lilla	342	14,41%
Sum		6349	



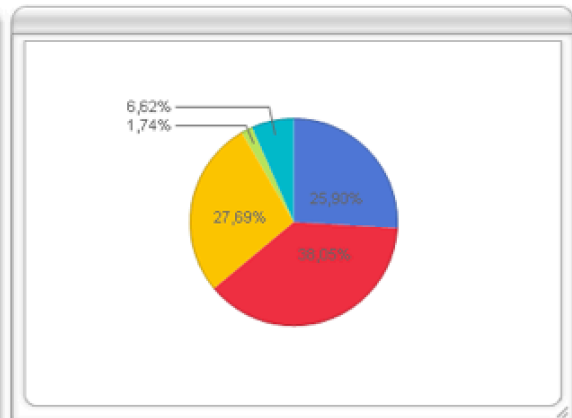
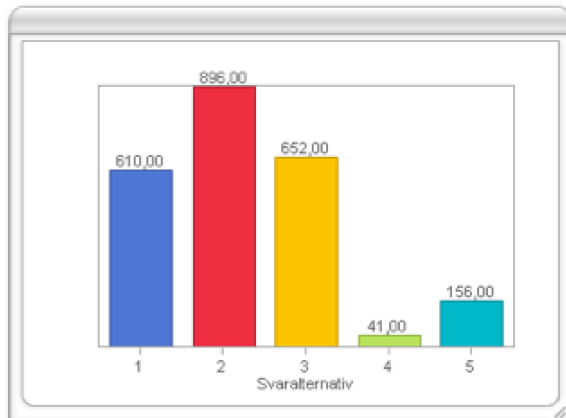
22. Jeg synes dette er den vakreste juleblomsten

ID	Svaralternativ	Antall	Andel respons
1	Svibel	237	9,98%
2	Amaryllis	1290	54,34%
3	Julestjerne	809	34,08%
Sum		2336	



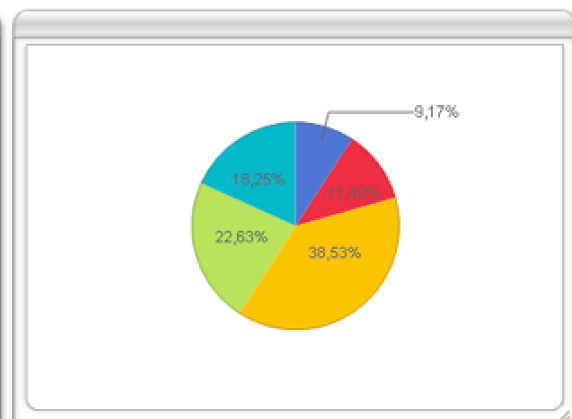
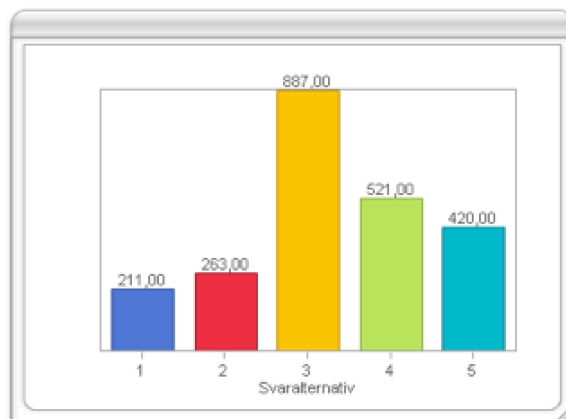
23. Jeg pleier å kjøpe omtrent så mange juleblomster til huset

ID	Svaralternativ	Antall	Andel respons
1	1-3	610	25,70%
2	3-5	896	37,74%
3	5-10	652	27,46%
4	Ingen	41	1,73%
5	Flere enn 10	156	6,57%
Sum		2355	



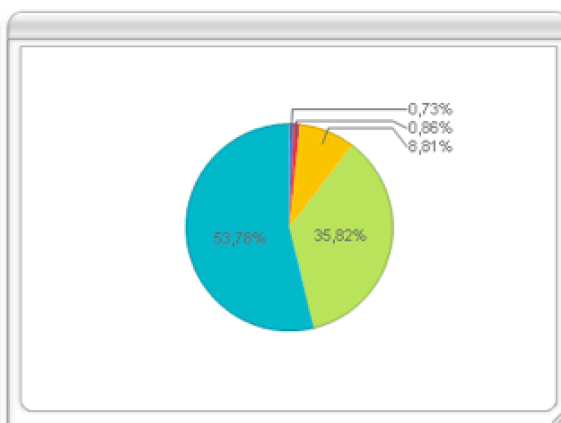
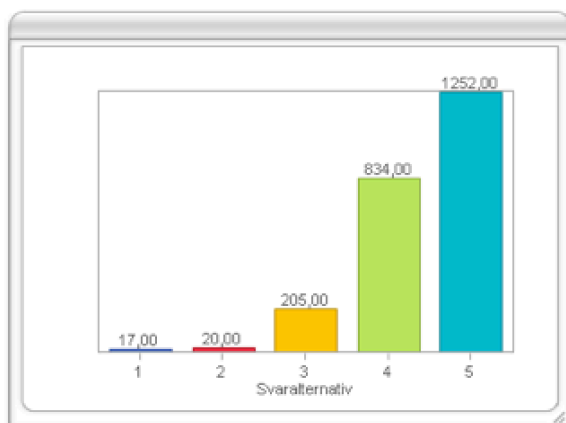
Jeg synes at naboene pynter hjemmene sine smakfullt utvendig

ID	Svaralternativ	Antall	Andel respons
1	1	211	8,89%
2	2	263	11,08%
3	3	887	37,36%
4	4	521	21,95%
5	5	420	17,69%
Sum		2302	



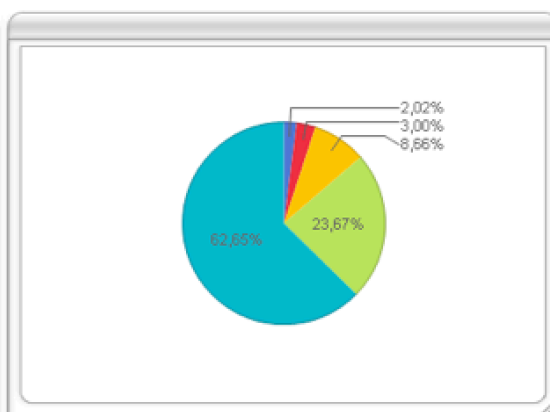
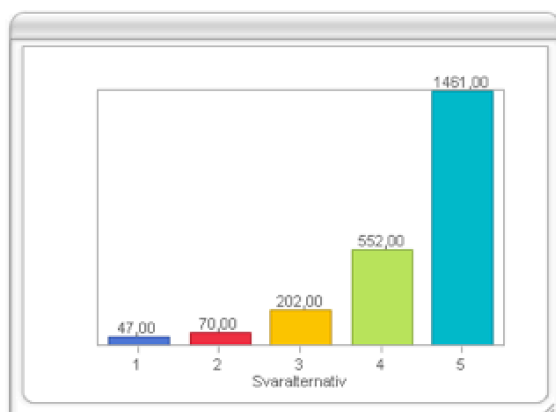
Jeg blir vanligvis veldig fornøyd med husets juletre

ID	Svaralternativ	Antall	Andel respons
1	1	17	0,72%
2	2	20	0,84%
3	3	205	8,64%
4	4	834	35,13%
5	5	1252	52,74%
Sum		2328	



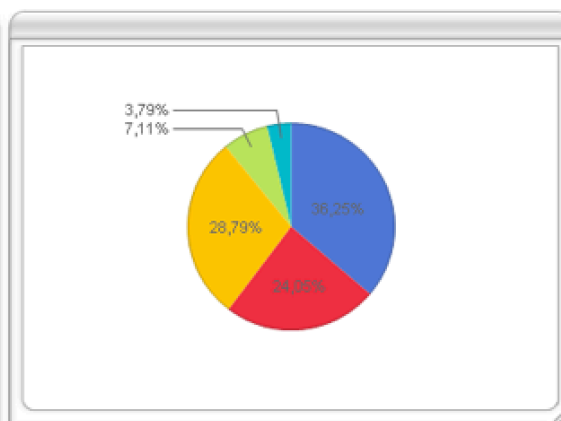
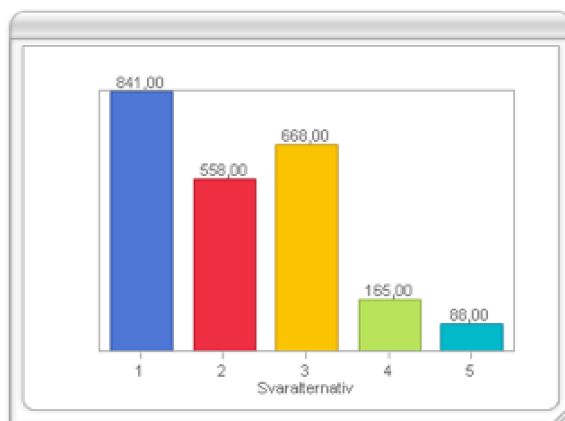
Jeg synes at pynt er nødvendig for å komme i julestemning

ID	Svaralternativ	Antall	Andel respons
1	1	47	1,98%
2	2	70	2,95%
3	3	202	8,51%
4	4	552	23,25%
5	5	1461	61,54%
Sum		2332	



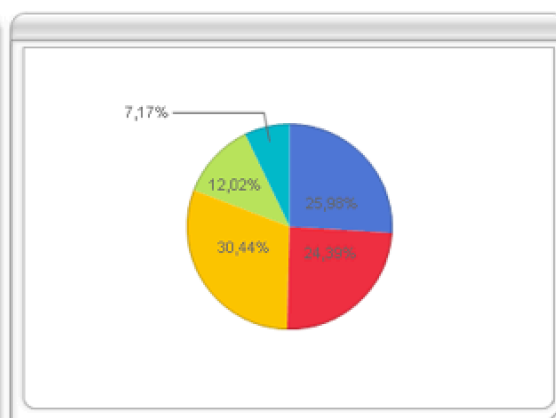
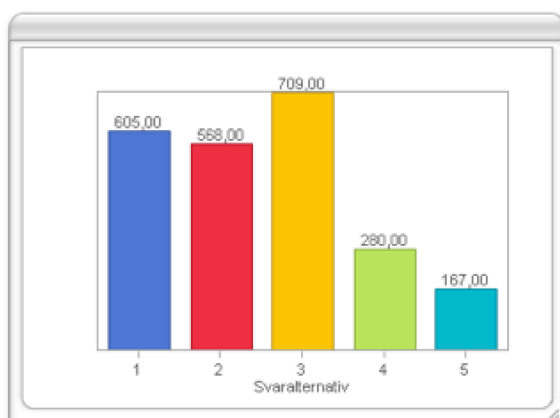
Jeg følger ofte de siste trendene når det gjelder julepynt

ID	Svaralternativ	Antall	Andel respons
1	1	841	35,43%
2	2	558	23,50%
3	3	668	28,14%
4	4	165	6,95%
5	5	88	3,71%
Sum		2320	



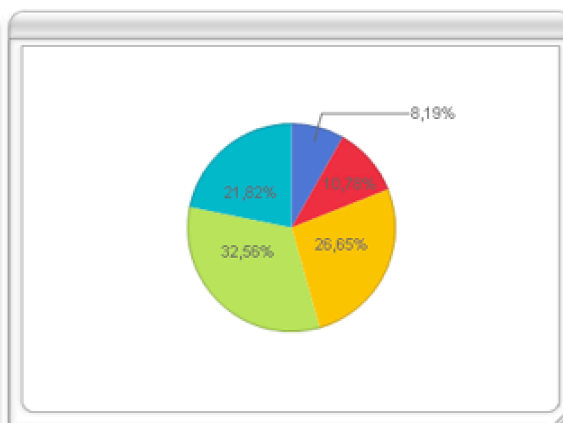
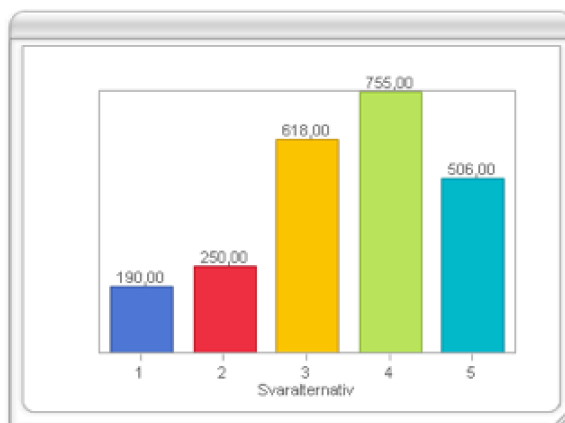
Jeg vil beskrive min pyntestil som uttrykksfull med mye farge og glitter

ID	Svaralternativ	Antall	Andel respons
1	1	605	25,48%
2	2	568	23,93%
3	3	709	29,87%
4	4	280	11,79%
5	5	167	7,03%
Sum		2329	



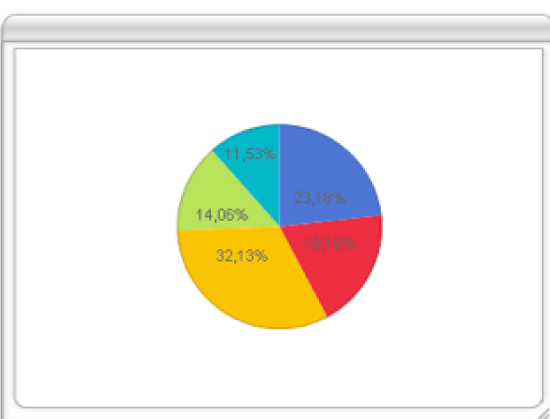
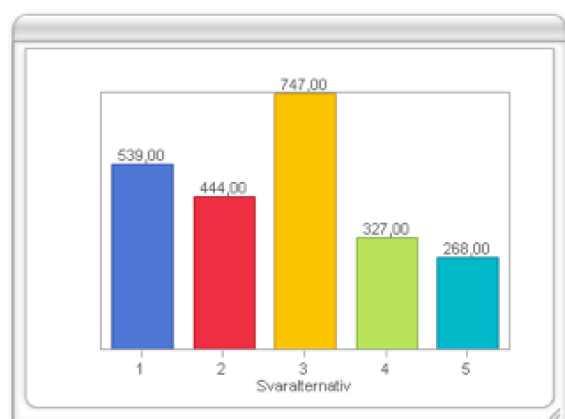
Jeg vil beskrive min pyntestil som nøktern og stilren

ID	Svaralternativ	Antall	Andel respons
1	1	190	8,00%
2	2	250	10,53%
3	3	618	26,03%
4	4	755	31,80%
5	5	506	21,31%
Sum		2319	



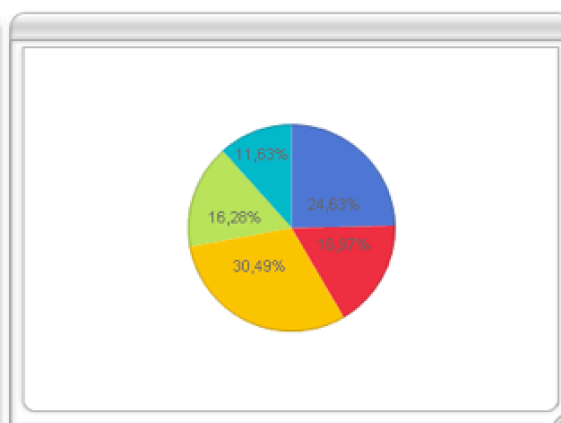
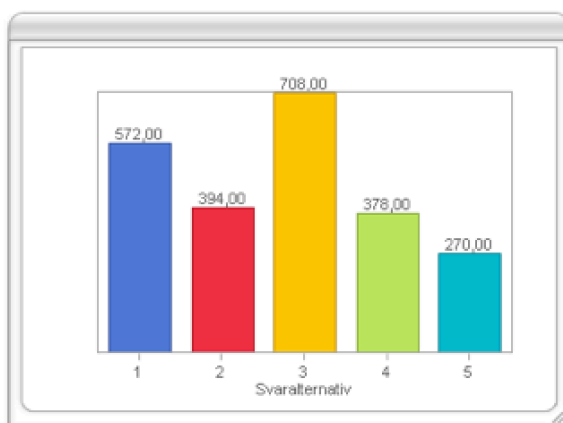
Jeg legger mer innsats i å pynte inne nå enn for fem år siden

ID	Svaralternativ	Antall	Andel respons
1	1	539	22,70%
2	2	444	18,70%
3	3	747	31,47%
4	4	327	13,77%
5	5	268	11,29%
Sum		2325	



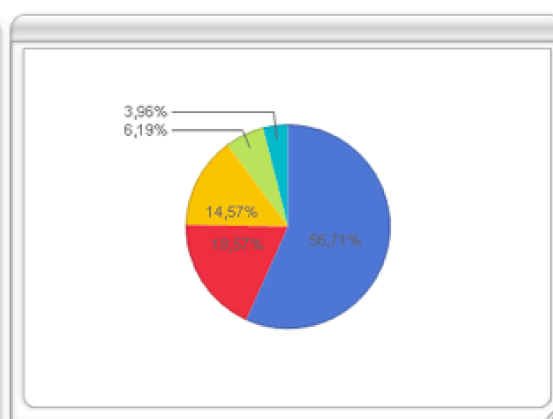
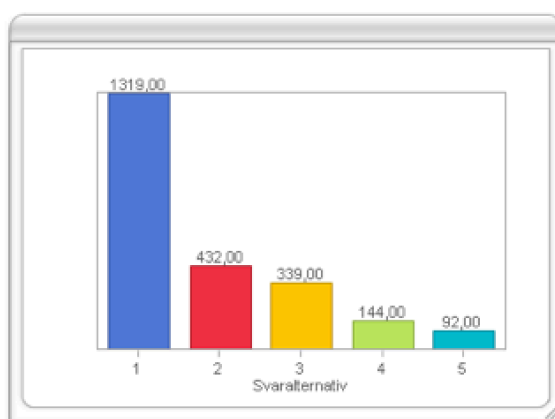
Jeg legger mer innsats i å pynte ute nå enn for fem år siden

ID	Svaralternativ	Antall	Andel respons
1	1	572	24,09%
2	2	394	16,60%
3	3	708	29,82%
4	4	378	15,92%
5	5	270	11,37%
Sum		2322	



Å pynte er et stressmoment i juletiden

ID	Svaralternativ	Antall	Andel respons
1	1	1319	55,56%
2	2	432	18,20%
3	3	339	14,28%
4	4	144	6,07%
5	5	92	3,88%
Sum		2326	



Det er viktig å kunne vise frem et vakkert pyntet hjem for familie og venner

ID	Svaralternativ	Antall	Andel respons
1	1	198	8,34%
2	2	210	8,85%
3	3	649	27,34%
4	4	556	23,42%
5	5	727	30,62%
Sum		2340	

