

# **WHAT'S NORMAL – IN SWEDEN**

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Boksidan

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## The source material

This chapter is based on data from various studies that have been carried out by established institutions such as Sifo opinion and data from governmental databases.

The data presented are primarily based on interviews and surveys, among us living in Sweden (see the reference list). In the majority of the cases the participants were randomly selected among those who were between 15-84 years, when the surveys were made. Here we present these data as percentages of the respondents (which as a rule is intended to represent the whole adult population of Sweden). Mostly the results are described in the terms: Uncommon/few, pretty common, many, very common and most people.

Uncommon/a few = 0-10%.

Pretty common/quite a lot = 10-25%.

Many/a lot = 25-50%.

Very common/a majority > 50%.

Most > 70%.

# Physical specifications

## Breathing

Normally healthy young people breathe 12-14 times per minute when they are at rest and every breath contains from 0.4 to 0.500 litres of air (Nienstedt M. 1985).

## Faeces

We produce about 150 grams of faeces per day (Nienstedt M. 1985). The stools consist to two-thirds of water, and cellulose, bacteria and residues of cells detached from the intestines. The greater intake of cellulose-rich foods, such as root vegetables and whole grain bread, the more faeces.

## Head hair

We have almost 100 000 hairs on the head and they normally grow 0.4 millimetres per day (Nienstedt M. 1985).

## Stature

The average stature for men aged 16-84 years is 179.4 cm, and ditto for women 165.5 cm (SCB, 2005).

## Menstruation

A menstrual cycle lasts about 28 days (Nienstedt M. 1985). At the first day of bleeding she loses 3-50 ml of blood, but the amount of liquid is greater because the blood is diluted with, among other things, secretions from the uterine lining.

## Saliva and sweat

We normally produce about 1-1.5 litres of saliva and 0.5-1 litres of sweat per day (Nienstedt M. 1985).

## Semen

Semen consists of sperm and semen. An ejaculation usually consists of 2-4 millilitres of semen (Nienstedt M. 1985).

## Urine

An adult excretes 1 to 2.5 litres of urine per day depending on body size, food and drink consumption, age and the amount of sweat secreted (Nienstedt, M. 1985). The need to empty the bladder normally begins when about 250 millilitres of urine is collected in it. When over 450 millilitres is collected the need to empty the bladder is acute.

## Weight

The average weight for men aged 16-84 years is 81.9 kg, and ditto for women 66.7 kg (SCB, 2005). The majority (2/3) consider themselves to have a normal weight, while one third thinks that they are overweight (Sifo 2003: Project 1510646). According to another source (SCB 1998: 290), the majority of us aged 16-84 years, have a normal weight (men 51%, women 50%). But there are also many who are overweight (men 45%, women 45%). However, very few who are obese (men 7%, women 12%). But is even fewer who are underweight (men 4%, women 5%).

# Living conditions

Here data on housing, finances, health, sex life, and more are presented. These data are collected by public authorities and private market investigative firms. For more data on how much time we use for various tasks, I recommend searching the SCB reports based on their surveys about our living conditions.

## Name

The most common Christian name<sup>1</sup> for females in Sweden (SCB, 2009: page 607, data from the year 2008), is Marie (445 404 people), of which 18.4% had it as the first name. Maria is followed by Anna (303 759 persons, of which 37.8% have it as first name, Margareta (256 604, 10.3%), and Elisabeth (198 870, 10.0%) and Eva (192 306, 47%).

The most common Christian name<sup>1</sup> for males in Sweden (SCB, 2009: page 606), is Erik (302 308 people), of which 21.3% have it the first name. Then follows Lars (235 806 persons, of which 43.5% have it as first name, Karl (212 202, 28.5%), Anders (192 783, 43.1%) and Johan (172 276, 44.5%).

The most common surname<sup>1</sup> in Sweden (SCB, 2009: page 608) is Johansson (265 308 people). Followed by Andersson (263 518), Karlsson (201 681), and Nilsson (178 845) and Eriksson (142 959).

- <sup>1.</sup> Each spelling is in the statistics recognized as a separate name. Thus it distinguishes, for example, between Elisabet and Elisabeth. If these two ways of spellings are merged, there are 354 371 women named Elisabet/Elisabeth.

## Driver's license and/or car possession

According to the Swedish Institute for Transport and Communications Analysis (SCB 2009: I: Table 223-225, data from 31 December 2008), there are 4 258 463 non deregistered cars in Sweden. If these cars were distributed over the population from 20 years and upwards, they would sum up to 0.6 cars per person. Of these, 52.2% are owned by men, and 27.3% of women. 14.1% of the cars are from 1990 or earlier. According to the Road Authority (SCB 2009: Table 227, data from 31 December 2008) 5 897 522 persons has driving license for a car. Which is about 78% of the population over 18 years. Most (men 86%, women 80%) also have access to a car (SCB 2002: II, data from Statistics Sweden's surveys about our living conditions).

## Accommodation

### Property

According to Statistics Sweden (SCB 2002: I, Table 161, data from the year 1999, newer data are not available) the majority (60%) of us lives in single-family homes (villas and the like). On average, there are two room units (including kitchen) per person, one person households has 3.26, two residents have 2.24, three residents 1.71, four residents has 1.41 and households with five residents has 1.21 in average room units per person. The majority (55%) has normal sized home in relation to the household size and a lot (36%) has a large apartment/house. A few (7%) have a very large house and there are even fewer (2%) who are overcrowded<sup>2</sup> (SCB 2002: IV, Table 3 space). Many (men 48%, women 47%) have access to a holiday home (SCB 2002: II).

- <sup>2.</sup> Overcrowded are those who have more than two residents per room (kitchen and living room un-counted). One-person households, however, are not counted as overcrowded.

### *Accommodation expenditure*

The average accommodation cost for one-person households in a villa is 50 000 SEK/year, while it costs 36 000 SEK for those who live in a condominium and 37 000 SEK for those who live in rented dwellings (SCB 2002: III, data from 2000, newer data are not available). The corresponding figures for married couples with children in villas is 79 000 SEK/year, 74 000 for condominiums and 61 000 SEK for rented dwellings.

Most (53%) believe that the cost for electricity is a fairly or very small fraction of the accommodation cost (Sifo 2011: Project 1523775). Maybe because about 40% of those living in villas, to some extent, heats it with firewood or the like (SCB, 2004).

### *Pets*

According Sifo (Sifo 1994: Project 3241080) it is quite a lot (37%) who are living in a household where there is a pet of some kind.

### *Annoying neighbours*

The majority (Sifo 1996: Project 3251970) is never disturbed by their neighbours regardless of if they live in an apartment or a villa (apartment accommodation 67%, villa/townhouse accommodation 89%, and people living in the country 93%). Few people (1-3%) think that they are often disturbed by their neighbours. Among those who are disturbed at times, dominate those who lives in apartments (13%), compared to the villa/townhouse residents (2%) and those who live in the country (0%).

### *Choice of residential*

According to Sifo (Sifo 1995: Project 3242560) most people want to keep living where they currently live. This applies particularly to those living on the countryside (about 90% of them are content to stay where they live), but it applies even those who live in a suburb (about 70%), or in the town centre (about 65%).

Most (about 75%) believe it is important that there are green spaces in the neighbourhood and that it is important that the area is quiet and undisturbed (about 70%). The most common reason to move from the current home is that the cost is too high (about 60% said so). The second most common cause is messy and annoying neighbours.

Another survey made by Sifo (Sifo 2002: Project 3826070) also indicate that many think it is important that it is close to nature and green spaces (men 30%, women 35%) and that it is a quiet residential area (men 36% , women 36%). Quite a lot (men 13%, women 15%) think it is important that there are good transport links to the area and that it is close to shops (men 10%, women 16%), as well as safe and secure (men 15%, women 16%). There are also quite a lot who think it is important that it is a beautiful and pleasant outdoor environment (men 18%, women 22%) and that it is suitable for children (men 13%, women 20%). A few (men 7%, women 6%) think it is important that the property has high standard or that there are few immigrants in the area (men 2%, women 3%), or that it's close to work (men 8%, women 9%).



### *Changes at home*

Most people (both men and women about 74%) wants to change their homes (Temo 2002). The most common (both men and women about 27%) want to remodel the kitchen, which usually involves replacing the fixed kitchen layout. The next most common desire is to rebuild the bathroom, which usually involves replacing of the fixed bathroom furnishings.

### *The accommodation of the elderly*

Many (46%) wants to continue living in their home even when they become old (Sifo 2003: Project 1510903).

### *Sauna and balcony/terrace*

It is pretty common to have access to a sauna at home (15% of the population, Statistics 2004, data from 1999). And it is even more common, according to the same survey (data from 2002) to have access to a balcony or a private patio on the ground (92% did so).

### *Layout, size and views*

The majority (83%) are satisfied with the layout of their accommodation/size (80%) and 75% are satisfied with the view (SCB 2004).

## Economy

### The distribution of household expenses

According to Temo (DN/Temo 2002) the majority (over 50%) of all cohabiting persons splits the family expenses equally. There are also quite a lot of relations (approximately 33%) in which those who earn the most pays for a larger part of the expenses.

### Income from employment

The average monthly wage for workers in the private sector (SCB 2009: Table 305, data from 2008) is for men 23 600 and women 21 000 SEK. While the male white collar workers on average earn 36 100 SEK/month and the female ditto earns 28 200 SEK/month. In the government sector, the average salary for men is 31 000 SEK and for women it is 27 200 SEK. In the municipal sector the equivalent is 24 700 SEK for men and 22 800 SEK for women. In the municipal sector the equivalent is SEK 36 500 for men and 26 500 SEK for women.

Men with a maximum of nine years education in average earn 24 700 SEK per month (table 306) while ditto women earn 21 400 SEK. Those with a maximum of two years of secondary education earn slightly more (26 300 men, women 22 600 SEK), but those with a longer-secondary education did not earn more (26 200 SEK men, women 22 400 SEK). While persons who had a post-secondary education less than three years earned: 32 100 men and women 25 800 SEK. Those with a post-secondary education longer than three years earn: men 38 200 SEK, women 29 100 SEK. Graduate trained men earned an average of 46 400 SEK and ditto women earned 39 100.

### Income from capital

The average interest income is 4 204 SEK (Swedish National Tax Board in 2001, data from 1999). On average we gain 10 358 SEK on our capital including deductions for capital losses. Finally, we pay an average of 6 056 SEK in debt interests.

## Shares

According to Temo (Temo 2000: I) the majority (66%) own some form of shares or equity funds. The majority (54%) have shares in a mutual fund. But there are also many (36%) who own listed shares and quite a few (15%) owns unlisted shares.

## Pocket money

Temo (Temo 2001) have shown that many children (boys 38%, girls 40%), gets pocket money monthly. The next most common is weekly payments (boys and girls 30%). It is also quite common to get money when needed (boys 28%, girls 31%). There are very few who receive all or part of the child allowance (5% boys, girls 9%). There are also quite a few who do not get any money at all for their own use (boys 5%, 4% girls). Boys receive an average of 189 SEK/month, while girls get 252 SEK/month. Weekly pocket money is most common among children aged 7-9 years (an average of 74 SEK/month) while the monthly payment is most common among those aged between 13-15 years (average 434 SEK/month). Most (54%) use it for candy/snacks/ice cream/soda. A majority of the children (63%), however, also saves money. On average, the children save 19% of the money they get.

## Faith in God

According to Sifo (Sifo 2000: Project 3805270), it is a lot who believe that there is a higher power (39% of the men and 52% of the women). It is also pretty common to believe that there is a God (10% of the men and 16% of the women). While only a few believes that there is a God and that Jesus is the saviour of the world (6% of the men and 10% of the women). However, it is also common to not believe in any of that (43% men and 20% women).

A few, almost every day, pray for a while in the morning or in the evening (men 10% and women 16%), or to meditate almost every day (10% of men and 18% of women).

According to another survey by Sifo (Sifo 2000: Project 6815520) many (30%) very often or fairly often gets in contact with the Bible in any way.

Yet another study by Sifo (Sifo 1998: Project 4181100) shows that most men and the majority of women (men 80%, women 58%) do not believe in reincarnation (i.e. rebirth). Few men, but quite a lot of women (men 8%, women 17%), however, believe the opposite. Others believe in it partly (men 6%, women 13%) or do not (men 7%, women 12%).

## Ghosts

The majority (57%) do not believe that people comes back after death (Sifo 2012: Project 1524152) and even more (79%) have never seen or felt that they had been in contact with, or had a perception of, a person who is dead.

## Health

### Cause of death

The most common causes of death<sup>3</sup> (Welfare 2002, data from 2000) are diseases in the heart and/or in blood vessels (men 46%, women 47%). The second most common cause of death is cancer (men 25%, women 22%), followed by respiratory diseases (men and women 7%). Few people die due to any other cause of death, such as injuries and poisoning (6% men, women 3%) and digestive diseases (men and women 3%).

3. The cause of death is the disease or injury that initiated the chain of disease events that directly led to the death or the circumstances of the accident or violence which produced the fatal injury. Each deceased has only one underlying cause of death.

### Average life length

The average life expectancy is 77 for men and 82 years for women (SCB 1998: 317, data from 1998).

### Pharmaceuticals

According the Welfare Board (Socialstyrelsen 1998), the majority, at some point during a two week period, has used a drug (men 68%, women 85%) Some of the, in the report, recognized drugs are: cough syrup (men 9%, women 12%), penicillin/sulpha (men 2% , Women 4%), vitamins, etc. (men 23%, women 34%), ulcer medication (men 3%, women 4%), herbal remedies (men 8%, women 15%), pain killers without a prescription (men 35%, women 49%), of which regularly: men 1.2%, women 3.0%, painkillers with prescription (men 8%, women 14%), sleeping pills, regularly (men 1.6%, women 2.3% ), antidepressants regularly (males 1%, 2% females), nerve sedative, regularly (males 1%, females 1%).

## Mental health

The majority (Sifo 2001: Project 3815030) of us (men 95%, women 93%) believe that they feel very or fairly good mentally. While few (4% men, women, 6%) believe that they feel fairly or very bad mentally. 40% of the men and 45% of the women think that they sometime in the past year has felt depressed. While 60% of the men and 54% of the women think the opposite.

According to The Welfare Board (Socialstyrelsen 1998), it is pretty common to feel worry or anxiety (men 11.4%, women 19.7%).

## Satisfaction with life

The majority (Sifo 1996: Project 3261600) of us (men 61%, women 57%) are on the whole quite satisfied with life. There are also many who are very satisfied (men 31%, women 34%). While a few are quite dissatisfied (4% men, women, 6%), completely dissatisfied (men 2%, women 2%), or don't know (males 1%, 2% women).

Many (men 43%, women 41%) think it has become somewhat better than what they expected ten years ago. Quite a lot (men 21%, women 23%) think, however, that it has become slightly worse, and almost as many (men 20%, women 20%) think it has become much better. There are few (men 9%, 7% women) who think it has become much worse, or who don't know (men 7%, women 9%).

## Physical illnesses

According The Welfare Board (Socialstyrelsen 1998), it many that visit a doctor at any time during a three years period (men 24%, women 28.2%). It is more common among those over 65 years (30-40%), compared to those who are between 16-65 years (about 20%). The most common cause is musculoskeletal diseases (18.0%), circulatory diseases (13%), hypertension (7.4%), or nervous disorders (7.0%).

It is (Socialstyrelsen 1998) many who suffer from back pain, sciatica, or hip pain (men 33.8%, women 41.8%). Many suffer from pain in the neck or shoulders (men 30.3%, women 49.3%). It is also pretty common to feel pain in the hands, elbows, legs or knees (men 25.1%, women 33.6%). Moreover, it is pretty common among women with recurrent headache or migraine (men 8.9%, women 17.6%).

## Allergies

Just over a third of us have some form of allergy or intolerance (Socialstyrelsen 1997). But according to SIFO (SIFO 1994: Project 3241080) at least one person is allergic to something in one third of the households, suggesting that The Welfare Boards data is an overestimation.

## Cancer

Among men, the most common type of cancer is prostate cancer (26.9% of the cancer) and for women, breast cancer is the most common (27.1%) (SCB 1998: Press Release 7).

## Constipation

It is (Sifo 2002: Project 3816230) quite a few (20%) who sometimes feel that the stomach is constipated. It is more common among women, and there are more times when they become constipated. Those who tend to be constipated often feel troubled by this, for example feels bloated (66%), or in a bad mood (32%).

## Sexually transmitted diseases

A study from the National Public Health Institute (Folkhälsoinstitutet 2000: 17) shows that approximately one in five men and woman have had a sexually transmitted disease, and six percent have had it more than once. Among those 25-49 years, more than one in three has had a sexually transmitted disease. Those who have had a sexually transmitted disease have on average had 22 partners, compared with 8 among those who never had a sexually transmitted disease. Just over half of the women and one third of the men who took part in Lewin's investigation and have had a venereal disease, thought that they had been infected by a steady partner.

## Food poisoning

About 6% of the Swedish population gets food poisoned each year, half of these gets food poisoning from food that they have cooked themselves (Livsmedelsverket 1998).

# Crime

## Public moral

According to Sifo (Sifo 1996: Project 3251970) most of us would not do anything if we saw that our neighbour worked even though he/she is officially unemployed and gets unemployment benefits from the society. Somewhat fewer, but still a majority, would not do anything if an acquaintance, who receives early retired benefits due to sickness, worked extra. If a colleague told about a successful tax manipulation, few would call the Tax Authority to tell them about it. Instead, they would tell the co-worker that it is wrong to cheat or just let it pass.

## Percentage that has been victims of crime

Statistics from The Crime Prevention Council (Brottsförebyggande rådet 2002) shows that over a million crimes is reported in Sweden annually, which is 13 crimes per 100 inhabitants. Out of these, stealing in motor vehicles constitutes 12%, 11% vandalism, bicycle theft 6%, 5% assault, burglary of dwellings 1.2%, and sexual crimes 0.8%.

According to Sifo (Sifo 2002: Project 3826070) quite a lot of the households has experienced theft sometime in the last three years, such as bicycle theft (men 25%, women 23%), car crime (men 19%, women 16%). While just a few has suffered from theft in storage sheds or the like (men 10%, women 7%), vandalism (men 10%, women 9%), burglary (7% men, women, 6%). Many are also afraid of burglaries (men 26%, women 35%).

## Steal from the workplace

According Sifo (Sifo 1998: Project 3281820), the majority (men 49%, women 61%) have never taken anything from their workplace. But there are also many who repeatedly are taking something (men 45%, women 33%).

## Percentage who suffer from violence or threats

There are few of us between 16-84 years (men 10%, women 6%) that, over a one year period, will be subjected to violence or threats (SCB 1997: Living Conditions Report 91). Of these, 4% will be the victim of some form of physical violence. One percent of them get so much damage that they seek medical treatment, of which 75% are men. The dominant groups are young men (often associated with entertainment and in central parts of cities), women (who are exposed to violence in the home), and some professions (such as police and security guards).

According to Sifo (Sifo 2002: Project 3826070) in just a few of the households there is someone who has suffered from threats (men 6%, women 5%), or assault (men 2%, women 3%). Most (men 94%, women 85%) also claim that they are never afraid in their own neighbourhood. Some, however, feel fear sometimes (males 6%, women 13%). Among those who sometimes are afraid, many are afraid of being attacked (men 26%, women 41%).

## Littering

Most (61%) claim that they never litter on the streets or in the nature (Sifo 2007: Project 1515606).

## Alcohol related crimes

Alcohol plays a big role in violent crimes. About 70% of all offenders and about 40% of all victims of violence reported to the police, were under the influence of alcohol (Folkhälsoinstitutet 1998).

Moreover, a large part of the violence reported to the police has happened in or near restaurants and other places where alcohol is served.

## Alcohol related road accidents

In 3.5% of all road accidents involving motor vehicle drivers, it is suspected that any of the drivers has been intoxicated (Folkhälsoinstitutet 1998).

# Food and drink

## Alcohol

Spread over all residents over 14 years, the governments alcohol stores (Systembolaget) sell 3.9 litres of pure alcohol per person and year (Folkhälsoinstitutet 1998). Most of the alcohol is sold in the form of wine. In addition, alcohol is imported by private companies and sold directly to restaurants. Moreover, it is quite a lot (21%) who at any time during a one year period drinks home-distilled spirits.

Most (80%) think it is good that alcohol advertising on radio and television is forbidden (Sifo 2011: Project 1522398). And the majority (78%) are opposed to that channels based in the UK, despite the ban, sends such advertising directed against Sweden.

## Fruit consumption

According to Sifo (Sifo 1995: Project 3242040) a majority (men 53%, women 66%), eats a serving of fruit 1-2 times per day. But there are also many (31%) who eats a fruit less than once per day. The majority (54%) believes that they eat enough fruit, but there are also many (43%) who do not. The main reason for not eating fruit more often is that they already consider themselves eating enough fruit (42%). Other reasons are that they don't have fruit available (14%), fruit it is too expensive (10%) or not that they do not tolerate fruits (9%).

## Vegetable consumption

The same institute (Sifo 1995: Project 3242040) has also shown that the majority (79%) eats a serving of vegetables 1-2 times per day. But quite a lot of us (14%) eat a serving of vegetables less than once per day.

The majority (60%) thinks that they eat enough vegetables, but there are also many (39%) who would like to eat more. The most common reason for not wanting to eat more vegetables is to believe that the consumption is already sufficient (53%). Then reasons like not to have vegetables available (9%), it depends on the taste (8%) or that it is too expensive (7%) were mentioned. 5% think it takes too long to prepare, 3% are not used to eating vegetables and the same fraction (3%) say it is due to laziness and carelessness. 2% of the respondents say that they do not tolerate vegetables or that they are allergic and just as many say that they just forgets to eat it.

According to another study by Sifo (Sifo 2001: Project 3615210) most of them, who eat lunch at a restaurant, takes salad from the salad table (men 88%, women 67%). Many (about 40%) have dressing on their salad.

## Desserts

Ice cream seems to be the most popular dessert to serve if someone gets guests. Since many (33%) preferably offers ice cream (Sifo 2004: Project 1512076), compared to the other dessert options in the survey, such as fruit salad and cake that all ended up under 10% of the respondents. Dairy ice cream is the most popular (64% holds dairy ice cream as their favourite favourites over other types, Sifo 2004: Project 1512370) and a third of us eat ice cream every week. Usually in the form of ice cream packages (43%) and vanilla is the most popular flavour (46% thought it's their favourite).

## Total food consumption

According to The Board of Agriculture (SCB 2000: Table 7.4, data from 2000) we eat<sup>4</sup> food for an average of over 1 000 SEK per month (1 330 SEK men, women 1 050 SEK, children 7-10 years 1 000, children 4-6 years SEK 830). If the total documented amount of purchased food during one year were put in a bag, the value of the bag would be distributed approximately as follows (Konsumentverket 1997), "other food" 25%, meat 16%, milk, cream and cheese 10%, candy, chips and ice cream 8%, vegetables, root vegetables and potatoes 7% bread, pasta and the like 7%, fruits and berries 7%, beer, soft drinks and mineral water 5%, cakes, sweeteners, jams and marmalades 4%, coffee, tea and cocoa 3 %.

<sup>4</sup>. If all meals are eaten at home and/or work in the form of food boxes.

## Lunch habits

A majority (50%, Sifo 2001: Project 3615210) of those who eat lunch at a restaurant, choose a typical meat dish (steak, ground beef, stew or sausages). There are also many who choose dishes that are not typical fish or meat dishes (29%). Quite a few select fish dishes (19%) and few (2%) choose dishes without animal products (vegetarian food). Most men who eat lunch at a restaurant do it every day (men 71%, women 31%). Among women, it is common to eat at a restaurant at the most once a week (men 12%, women 50%). The most common reason for choosing a particular lunch restaurant is that it has good food (men 70%, women 85%). Other factors that many states as important when choosing a restaurant are: geographic location (49%), good service (44%) and that it looks good (31%). There are quite a few who think that the following factors are also important: the selection of food (23%), price (20%), the company (18%), or the range of additional (14%).

## Dining habits

Again according Sifo (Sifo 2000: Project 3805040) the majority eats dinner at home most weekdays (men 78%, women 80%). An even larger percentage usually eat dinner at home even on weekends (men 86%, women 87%).

## Nutrial content

The Board of Agriculture (SCB 2002: I, Table 368, data from 1999) says that we in average eat 121 grams of fat, 340 grams of carbs and 94 grams of proteins per person and day.

## Smoking

Smoking is pretty common in Sweden (men 20%, women 25%, Sifo 2000: Project 3805450). Among men, there is also many snuff users (men 26%, women 2%). The most common, however, is not to do either (men 58%, women 76%).

# Family life

## Family circumstances

According to the population register (SCB 2002: I, 2000 data) 54% of all households consists of one person. There are about as many men as women who live in single households. 17% of all households consist of two cohabiting persons without children. 17.2% consists of cohabiting couples with children, where the youngest child is between 0-17 years, 4.7% consists of single women with children and 0.9% of ditto men.

According to Statistics Sweden (SCB 1997: Statistics, Social Services 1997: 2), half of all newborns have married parents and the majority (90%) of those who not have married parents, have cohabiting parents.

According to Sifo (Sifo 2000: Project 3806590) the majority who have children under 10 years lives together with the children's mother/father (men 85%, women 80%). Many of those who live with the child/s/children's other parent (men 66%, women 50%) believe that both of them are have the practical main responsibility for the child/children. Many of them very often or fairly often, feel guilty because they do not have enough time for the children (men 36%, women 47%). But a majority, rarely/never, believe that this is the case (men 63%, women 51%).

The majority (80% of men and 81% of women) feels that it would be fairly or very difficult to end up in a divorce (2004: Project 1512206).

## Socializing with family

Most (93%) spend time with someone/some of his relatives (Sifo 2005: Project 1514122) and the majority (59%) do so at least once a week.



# Sex and relationships

## Abortion

Nearly one of three pregnant women over 25 years has interrupted their pregnancy with abortion (Folkhälsoinstitutet 2000: 17). In the age group of women 18-24 years, 49% of those who had been pregnant have had an abortion. The proportion of repeated abortions is found to be greatest in the age 35-49 years, in that group every fourth woman has undergone two abortions. And according to The Welfare Board (Socialstyrelsen 2000) about 26 of 100 known pregnancies ended with abortion.

## The wish for children's

Just over 3% of us wanted to achieve a pregnancy at the last intercourse (Folkhälsoinstitutet 2000: 17). Among 25-34 year olds, nearly one in ten people answered that they desire to have a child. Almost one in five women aged 25-34 have, during at least six months, tried to get pregnant without success. The majority (Sifo 2000: Project 3806590) of those who already have children, wants to have more children (men 67%, women 59%). But there are also many of those who do not have children who do not want to have children right now, or ever (men 30%, women 35%).

In another Sifo study (2004: Project 1512206) 60% of the men and 76% of the women thought that it would be fairly or very hard to end up without children's.

## Fertility

The average fertility rate in Sweden is about 1.5 children per woman (SCB 1998: 053).

## Relation to sex partner

According to the Public Health Institute (Folkhälsoinstitutet 2000: 17) most people are married to the one they are having sex with (49% of men and 53% of women). Or living together without being married (22% of men and 23% of women). To go steady without sharing the same dwelling is also pretty common (about 14% of respondents). That the most recent intercourse was with a friend or former partner is less common (2-6% of the respondents). None of the women and less than one percent of the men had the last sexual intercourse with a prostitute and only one percent of them had sex with someone they did not know before.

## Homosexuality

According to the Public Health Institute (Folkhälsoinstitutet 2000: 17) approximately 2% of us prefer to only be with people of the same sex. Furthermore, a few percent of the men and more than 17% of the women has fantasized sexually about people of the same sex.

## How do we have sex

Vaginal intercourse is the predominant form of sex (95% of the men and 94% of the women did so during the most recent intercourse, Folkhälsoinstitutet 2000: 17). Stimulation of the genitals using the hands is also very common (59% of men and 72% of women were stimulated with a hand during the last intercourse). Stimulation of the genitals using the mouth is quite common (about 25% of respondents). But only very few had anal intercourse (about 1% of respondents). The majority had ejaculation/orgasm (71% of the men and 62% of the women). According to the interviewed men 59% of the females had an orgasm and according to the women 76% of the men ejaculated.

According to Sifo (Sifo 2002: Project 3825940) many (men 58%, women 28%) think that there are occasions when one ought to have sex because the partner wants it, even if one does not feel like it. But there are also many who thinks the opposite (men 34%, women 54%). Many also have had sexual intercourse with the partner even if they themselves didn't have any lust (men 39%, women 40%), but there are more who have not had it (men 47%, women 42%).

## When we have sex

Among those living with a partner (men 22%, women 19%) Saturdays (Sifo 2002: Project 3826260) are the most common day in the week to have sex on. There are also quite a few who usually have sex on Fridays (men 12%, women 11%) or Sundays (men 13%, women 10%). The rest usually have sex other days of the week, or do not know (men 38%, women 32%), or do not want to answer the question (men 31%, women 42%).

According to the same study, most of the sex is done in the evening (men 51%, women 42%). There are also quite a lot who usually have sex at night (men 14%, women 10%), or in the morning (men 13%, women 11%). The rest usually have sex at some other time of the day, or do not know (men and women 7%), or they do not want to answer the question (men 25%, women 37%).

38% of the men and 49% of the women strongly agree on that it is important that sex is spontaneous for it to be good (Sifo 2004: Project 1512206) and 48% of the men and 61% of the women strongly agree on that it is important to have time for romance.

## Infidelity

It is common to, some time during a marriage or when cohabiting with someone, has sexual intercourse with someone other than the partner (men 38%, women 23%) (B. Lewin, 1996). 15% of the women and 11% of the men think that their partners have had sex with another person.

But 59% of the men and 71% of the women believe that it would be very difficult if they or their partner was cheating (Sifo 2004: Project 1512206).

## Contraception

According to the Public Health Institute (Folkhälsoinstitutet 2000: 17), it is common that even those who do not want to make a pregnancy have sex without protection (42% had no protection during the last intercourse). The pill/p-rod/contraceptive injection is quite common (20%). 15% used a condom, 13% used IUDs and among 10% of those surveyed were sterilized (or their partner was).

## Prostitution

According to the Public Health Institute (Folkhälsoinstitutet 2000: 17), almost 14% of Swedish men have paid to have sex with someone. The corresponding figure for women is 0%.

## Sexual partners

Men on average have had 7.4 sexual partners and women 4.6 (Folkhälsoinstitutet 2000: 17). The top 10% most active men have had 29-560 partners each. Together, these 10% had 53% of all the sex partners. The top 10% most active women had 15-100 partners each. Together, these 10% had 41% of all the sex partners.

## Sexual debut

The average (median) age at the first intercourse for both men and women aged 18-49 years are between 16-17 years (Folkhälsoinstitutet 2000: 17). The men and women who were older than 49 years had their first intercourse one or two years later (in median).

## Sexual frequency

According to the same institution (Folkhälsoinstitutet 2000: 17), we have in average 65.4 sexual intercourse/year. When only counting those who have sex, they in average have 78.6 intercourse per/year.

Sifo (Sifo 2002: Project 3826260) has shown that quite a few of those who live with a partner have sex several times a week (men 23%, women 16%). There are also quite a few who have sex about once a week (men 17%, women 16%) or several times a month (men 15%, women 13%). The rest have sex less often or are undecided (men and women 2%), or they do not want to say how often they have sex (men 24%, women 36%). According to a recent Sifo study (Sifo 2006: Project 1514666), 28% had sex 1-4 times in the last four weeks and 32% had it even more often. Most (men 71%, women 71%) are also satisfied with their sex life. In addition, 74% think that it is difficult to have a good relationship without a functioning sex life.

## Sexual inability

The Public Health Institute argues (Folkhälsoinstitutet 2000: 17) that it is less common among men to feel that they have sexual dysfunction compared to among women. Decreased interest in sex is twice as common among women as among men. Men feel sexual desire more frequently than women, and younger individuals more frequently than older persons. Difficulty in getting an orgasm is most the common failure among women and premature ejaculation is the most common for men. According to Sifo (Sifo 2006: Project 1514666), the majority (60% of both men and women) think that at some point in their lives they experience dissatisfaction with their sexual capability. In another Sifo study (Sifo 2004: Project 1512206) quite many (men 33%, women 41%) replied that they believe that impotence is usually due to performance anxiety/stress/nervousness.

## Where we have sex

According to Sifo (2002: Project 3825160), we most often have sex in the bedroom (men 97%, women 96%). The majority also fantasize the most about having sex in the bedroom (52% of the men and 51% of the women). But 12% of the men and 9% of the women fantasised about having sex in other areas in the home including balcony/garden/patio. The rest of the interviewees said they do not know.

## Where we meet

The Public Health Institute also claims (Folkhälsoinstitutet 2000: 17) that it is common to meet sex partners at bars or dance halls (29% of the men and 31% of the women). It is also quite common to meet the sex partner at acquaintances (28% of respondents). It is less common to meet them at work or in school (work: about 12% of the respondents, school/training: 8%). To meet someone when doing any hobbies is also uncommon (about 6% of the respondents). One percent had met the sexual partner through the personals and one percent of men had had the most recent sexual contact with a prostitute.

## Characteristics of the partner

It is quite common (men 10%, women 18%) to find a partner whose properties very or fairly closely resemble their mothers or fathers (Sifo 2003: Project 1510814).

# Education

According to Statistics Sweden (SCB 2002: I: Table 281), the largest part of the workforce (31%) has undergone elementary school supplemented with a secondary school education during up to 2 years. But quite a lot (21%) have only studied at the elementary school. There are also quite a few who have studied at elementary and at secondary schools for more than 2 years (18%), 16% have a post-secondary education that is less than 3 years long, or longer post-secondary education (13%).

# Activities

This chapter presents some main data describing our everyday lives. They are collected by public authorities and private market investigation companies. For more data about how much time we use for various tasks, I recommend searching in the SCB reports based on their time-use studies.

## Professional life

### *Working time*

The average working time for men is about 41 hours per week and for women it is about 27 hours (SCB 1998: Living Conditions Report 79).

According to Statistics Sweden (SCB 2002: I: Table 293) quite a large part (28%) of the workforce is working overtime at least once a week. The majority (59%) has flexible working hours and they have worked at least 10 years with the current occupation (53%).

### *Work-related symptoms*

Many (33%, Statistics Sweden 2002: I: Table 293) have been involved in conflicts/fights with other people at work sometime in the past 12 months. Many (45%) usually are fatigued in the body, and/or are tired and listless (38%). Quite a lot (20%) have trouble sleeping because they think about the job and/or feel uncomfortable about going to work (18%). Many (32%) had weekly pain in the upper and/or lower back (25%), it is also many that every week has sore shoulders (30%) and/or pain in the hips, legs or feet (24 %).

### *Work-related stress*

According to Statistics Sweden (SCB 2002: I: Table 293), the majority (60%) of the workforce has far too much to do and many (38%) believe that it is stressful at least half of the working time. 47% also have a psychologically stressful work.

The majority (72%, Sifo 2001: Project 3815040-41) think it is the work requirements that makes them the most stressed. Quite a lot (15%) think, however, that it is the demands from family and/or leisure activities that make them the most stressed. Quite a few (23%) think that the demands from family, friends or some other non-work related factor that makes the everyday life heavy.

### *Job requirement*

According to Statistics Sweden (SCB 2002: I: Table 293), the majority (67%) thinks that their work requires an apprenticeship period on up to a few months. Quite a lot (14%) also believe that they have too easy duties, while about 12% believe the opposite.

### *Duties*

According to Statistics Sweden (SCB 2002: I: Table 293) many (men 28.5%, women 32.1%) performs computer work at least half the working time. There are also many who have a pure manual labour (men 39.5%, women 33.3%).

At least a quarter of the working time: 24.3% of the men and 11.6% of the women uses handheld or portable machines; 15.6% of the men and 1.5% of the females uses driven machines (cars, trucks or buses excluded); 13% of men and 4.5% of women works with stationary machines, 20% of the men and 5.8% of the women uses a car.

### *Sector*

Many work in the sector of commerce/communications (19.2%), manufacturing companies (19.1%) or in health care/social care (18.5%, Statistics Sweden 2002: I: Table 284). The rest work in financial/business services (13.2%), education (8.7%), personal and cultural services/sanitation (7.9%) or in the public administration (5.4%).

### *Flatness towards managers*

Most (68%, Sifo 2004: Project 1511710) does often or quite often tell the boss if they are unhappy with something.

### *Control over work*

According to Statistics Sweden's Labour Force Survey (SCB 2002: I: Table 293), there are many (45%), which mostly can't decide when different tasks is to be done. Many (52%) have no control over their own work pace under more than half of the working day. There are also quite a few (26%), which mostly never decide about the organization of their own work.

### *Satisfaction with the work*

Most (59%) feel very good at their job (Sifo 2003: Project 1511207) and the majority (72%) have never sought medical attention for because the situation at the job have made them physically or mentally ill.

## Housekeeping

### *Children's participation*

Temo has shown (Temo 2001) that most children (88%) between 7-15 years are helping at home. Most often, they make their own bed/cleans their room (61%) or take care of washing (26%).

### *The distribution of housework between the sexes*

According to a survey from 1990/91 (SCB 1998: Living Conditions Report 79) men devotes about 20 hours per week to housework while women devote 33 hours. Personal needs (mostly sleeping) both sexes devoted about the same time for (men 68, women 71 hours per week). Both sexes, on average, had about as much free time (men 35, women 33 hours).

According to another study (SCB 1998, Women's Power Inquiry) woman makes 82% of all the household work. In only 10% of families with children she shares and he even on the unpaid work. Young couples without children share the household work relatively equally. Children will increase the women's household work while it remains unchanged for men. The un-equal ness is established in early childhood and tends to persist.

In yet another study by Statistics Sweden (SCB 1992, data from 1990-91) men devoted on average totally 6.36 hours per week to housework, while women uses 17.22 hours on it.

### *Grocery shopping*

The majority of all visits to grocery stores (Movement Research and Consulting 2002) is to shop for the day or do some supplementary shopping (households with children 84%, households without children, 89%). Only a small proportion of the visits are made to shop for the whole month (households with children 3%, households without children 2%), or for a week (households with children, 13% of households without children 9%). Even on the big supermarkets the majority (75%) of the visits are done to get some complementary stuff. Quite a few (20%) have a written grocery list along to the store. But most decisions are made on the shop floor, both in terms of the type of product and the brand. Among spontaneous purchases are diet supplements/herbal products, deodorants, cakes, biscuits, cheeses and sweets the most frequent. The geographical location of the store and habit determines which store we choose.

### *Cleaning*

According to Sifo (Sifo 1994: Project 3241080) virtually all of us vacuum clean and most (90%) also cleans the toilet when cleaning the home. Most (85%) dusts the furniture and cleans the sink and wet dryers the bathroom and kitchen floor (80%). According to most women and many men, women are responsible for cleaning the home (men 37%, women 70%). There are more men than women that believe that cleaning is carried out jointly (men 30%, women 18%). There are quite a few men and very few women who claim that it is essentially the man that is in charge of the cleaning (men 25%, women 5%).

### *Wet cleaning*

In most households (80%) the bathroom is wet-cleaned at least once a week (Sifo 1994: Project 3241080). Most (76%) also wet-clean in the kitchen at least once a week, and quite a lot (about 25%) do so several times a week. The majority of the households (nearly 60%) wet-clean also other floors at least once a week. The majority (approximately 60%) cleans the toilet several times a week, but there are also many (about 35%) which make it about once a week. Many (about 40%) clean the dishcloth in the kitchen at least once a week.

### *Change of linen*

In the majority of the households (60%) the sheets are normally changed every fortnightly (Sifo 1994: Project 3241080). Quite a few (25%) changes more or less frequently (about 12%). There are more men than women (men 32%, women 19%) who believe that it is done every week.

### *Dishwasher and washing machine*

Most (men 71%, women 72%, SCB 2002: II) have access to a washing machine. The majority also have access to a dishwasher (men 55%, women 56%).

### *Meals*

Statistics Sweden claim (SCB 1992, data from 1990-91) that during weekdays we, in average, spend one hour of our time on eating (men 1.02 hours, women 1.08 hours). During the weekends we spend a slightly longer time (men 1.32 hours, women 1.34 hours).

### *Personal hygiene and appearance*

According to the same source as above we during the week spend, on average, nearly an hour on personal hygiene, dressing and undressing (men 0.44 hours, women 0.52 hours). During the weekends, the time is slightly longer (men 0.51 hours, women 0.56 hours).

Quite a number of women over 39 years (28%) have at least once used anti-wrinkle creams (Sifo 2004: Project 1512532), although only 15% believe that they might help. And most (88%) were not bothered at all by their potential wrinkles.

Most (men 91%, women 71%) have no complexes about their appearance (Sifo 2003: Project 1510150). Out of the 9% male and 28% of women have one or more complex, weight is the most common (47% men, 43% women). Most (men 96%, women 88%) of those who believe they have complex, would not be willing to perform plastic surgery. The results from another interview (Sifo 2009: Project 1518329) suggest the same thing as most (men 91%, women 86%) even in that study stated that they would not be willing to go through plastic surgery to improve their appearance.

### *Sleep*

According to Statistics Sweden (SCB 1992, data from 1990-91) we in average sleep 7 hours per night during the weekday nights (men 7.13 hours, women 7.34 hours). During the weekend nights we in average sleep over 8 hours (8.31 hours men, women 8.35 hours). Quite a few (men 17%, women 19%), in the weekdays, goes to bed between 22:00 to 22:30, and the majority (men 53%, women 60%) has gone to bed at 23.00. Quite a few (men 30%, women 17%), however, goes to bed around 23.00-24.00. After 06:30, the majority has gone out of bed (men 66%, women 55%).

According Welfare (Welfare 1998), many of us between 16-84 years often feel tired (men 31.5%, women 45.7%) and there are quite a few who have trouble sleeping (males 13.6%; females 22.1%).

According Sifo (Sifo 2000: Project 6305090), the majority (approximately 75%) thinks that they sleep enough. The majority (about 75%) also consider it to be easy for them to fall asleep. It is less common to have difficulty falling asleep (13% of men and 20% of women). Among people who are older than 49 it is more common (85%) to sleep enough compared to the younger (65%).

## Socializing

According to a study (Nilsson Å 2002) we hang out once a week with someone outside the family. The age group in which the largest proportion of people is spending time with someone outside the family, are those between 35-64 years (49%), followed by 20-34 years (42%), 0-20 years (29%), 65-79 years (25 %) and 80 - (13%). Until the retirement age nearly half of those living in large cities meets friends several times a week, compared with just over a quarter of those who live in rural areas. In rural areas, however, they spend more time socializing intergenerationally. Mainly we hang out with people in our own age, while older people often associate with people who are younger than them.

According to Statistics Sweden (SCB 1992, data from 1990-91 for people aged 20-64 years) those who are living alone spend, on average, the greatest part of their leisure time socializing with people outside the family (men 19.57 hours/week, women 18.29 days/week). Those who are cohabiting with someone spend significantly less time on this (men 10.30 hours/week, women 9.58 hours/week).

## Traditions

### Christmas

According to Sifo (Sifo 2000: Project 6605260) the most common tradition is to visit relatives (82%) on Christmas Eve. The second most common is to see "Donald Duck's Christmas" on TV (76%). It is also very common to play any type of game (53%). It is also usual to travel somewhere (33%), go to the early Christmas ceremony at church (30%) and dance around the Christmas tree (26%). It is quite common to play Christmas games (24%) or to read the Christmas gospels (14%).

Among those who play games the most common is to play board games (86%) but it is also common to play cards (43%) or video games (24%).

According to Temo (Temo 2000: II), it is very common to have Christmas ham (about 80%) and a Christmas tree (almost 80%) during the Christmas season. It is common (approximately 40%) to make toffee, have a Santa Claus or to eat stockfish. There are few (8%) that will not have any of this at home. It is, according to Temo, more common (52%) to celebrate Christmas in more than one home compared to in just one (48%). It is also common (34%) to be involved in several Christmas parties.

## Cultural consumption

The information in this subchapter is based on data from an annual survey about the Swedish media habits conducted by the Nordic Centre for Media and Communication Research. Data are taken from the survey in 2000 (Nordicom 2000). The data are based on telephone interviews with 2 300 persons aged between 9-79 years in which the centre asked the interviewees to estimate how much books, TV and so on that they have read/seen the day/week before the interview.

### Cinema visits

There are quite few as one average week visiting a cinema<sup>5</sup> (men (8%, women 9%)., It is most common among those aged 15-19 years (22%) and it is least common among those aged 65-79 years (1 %). The proportion of cinema visitors are greatest in Stockholm (14%) compared with other reported localities (4-8%). The proportion of cinema visits is the highest (12%) among those with a "long" education at a university (> 3 years).

<sup>5</sup>. Including visits to film clubs and film festivals.

### Book reading

It is common (39% of the population) to an average day, read a book of any kind (Nordicom 2000). An average week the majority of us is reading in a book (men 51%, women 66%). It is most common

among the highly educated compared with the less educated (78% high-educated, low-educated 38%). It is most common among 9-14 year olds to read a book an average day and it is least common among those who are between 35-44 years (9-14 years 66%, 35-44 years 37%).

There are a higher proportion of women than men that reads fiction an average week (49% vs. 31%). But it is the same percentage who reads non-fiction (21%). Many (32%) buy the book in a bookstore or borrow it at a library (23%), 12% reads a book that they have borrowed from someone while 10% had received it as a gift, and 8% buy it through a book club. 4% of the books are purchased at kiosks, department stores or bookstores for used books.

## Reading tabloids

It is many who, an average day, read a tabloid<sup>6</sup> (men 31%, women 25%). It is most common among people between 35 - 45 years and between 55 - 64 years (30%), and it is the least common among those aged 9-14 years (18%). The proportion of evening papers are slightly larger in Stockholm (32%) compared to the rural areas (29%) and especially compared to Malmö (16%). The percentage varies three percentage points depending on the size of the household. Approximately 25% read only one tabloid while 3% reads two. The proportion of tabloid readers was lowest (19%) among those with "long" university education (> 3 years).



## Reading newspapers

An average morning most of us read a morning paper<sup>7</sup> besides Metro (men 75%, women 74%). The average reading time among those who read newspapers is for both sexes about 30 minutes. It is most common among those aged over 65 (percentage 85%, reading time 48 min.) And it is least common among those aged between 9-14 years (37%, 13 min.). The proportion of newspaper readers is a bit larger in cities/large towns (79%) compared to the rural areas (69%). This especially if Metro is included in the question, then the proportion rises to 77% in Stockholm and Gothenburg, and 86% in Malmö. The percentage varies slightly depending on the size of the household (one person 70%, 82% two persons, and three persons 76%, four or more 68%). The majority (63%) read only one newspaper, while 11% read two. 38% only reads a provincial newspaper, while 23% only reads a big city newspaper. The proportion of newspaper readers is slightly higher among those with higher education (81% among those with an university education on up to 3 years and 86% among those with a college education > 3 years) compared with those with lower education (<9 years education, (i.e. only the old type of elementary school) 79%, 9 - 10 years (i.e., modern elementary school) 72%, and those who attended high school without studying further 74%).

- <sup>7.</sup> The newspaper referred to in the survey is papers that come in the morning and at least once a week. The question was asked about the reading the day before the question day and asked for all weekdays. Note, however, that half of all newspapers only come out 6 days a week.

## Listening to the radio

Most (about 80%) an average day listens on the radio (RUAB 2000). The average time they listen is approximately 3 hours. This time is relatively similar in the range of 20-79 years, i.e. between 3-3.5 hours/day. Those who are between 9-19 years in average listen far less on the radio (about 1.5 hours/day).

Among the older listeners (50-79 years) the Swedish national radio channels dominates in total (about 80%). The younger listeners (between 9-34 years) listens, however, at least as much on commercial radio stations as on Swedish national radio (9-19 years approximately 60% commercial channels, 20-34 years approximately 49% commercial channels). They aged between mostly listen to Swedish national radio (35-49 years 60% Swedish radio).

## Listening to music via the Internet

Quite a few (29%) listen to music via Internet services like Spotify sometime during a typical week (Sifo 2010: Project 1518232).

## Reading special journals/professional journals

Many reads an average day at least one special/professional journal<sup>8</sup> (men 35%, women 29%). It is most common among those aged 55-64 (38%) and it is least common among those who are between 15-19 years (13%). The fraction of special-/professional journal readers is slightly larger in Stockholm (37%) compared to Gothenburg (33%) and Malmö (29%), while it in the rest of Sweden is about 31%. 27% read only one special-/professional journal while 5% read two or more. The proportion special/professional journal reading is highest (47%) among those with a "long" university education (> 3 years).

- <sup>8.</sup> With special journal the survey meant papers which focus on one or a few special interests, the professional journal referred to in the survey are magazines from the unions and also professional magazines.

## Visiting theatres

According to Statistics Sweden (SCB 2002: I: Table 620), it is common to, some time during the past two years, have visited a theatre (men 35.9%, women 44.6%). Those who have studied at a university to a greater extent visit theatres (56.6%) compared with those who have only studied at the primary school or equivalent (31.6%) or primary + secondary school (36%).

## TV viewing

Most people watch TV an average day (men 89%, women 87%). The average time watching TV among those watching TV is about 2 hours (males 118 min., Women, 121 min.). Those who watch the most television are those between 65-79 years (95%, 157 min.), followed by 9-14 years (93%, 97 min.), 45-64 years (89%, 118 min.), 15-24 years (87%, 109 min.), and finally those who are between 25-44 years (82%, 106 min.). Highly educated people are looking less than less educated (83%, 103 minutes compared with 92%, 147 min.). The proportion of TV viewers is relatively equal all over Sweden. And the proportion is relatively similar regardless of the size of the household (one person 87%, 91% two persons, and three persons 85%, four or more 88%). The majority looks at more than one channel, but about a third looks at one channel only. Special TV channels such as film, news or sports channels are seen by less than 10% of the TV viewers.

Data from Statistics Sweden's survey of living conditions (SCB 2002: II) indicate that most people have access to a television set (men and women 98%) and a video recorder (men 88%, women 85%).

## Reading weekly-/monthly magazines

It is common to read at least one weekly-/monthly magazine<sup>9</sup> an average week (men 27%, women 39%). It is most common among those aged between 65-79 years (46%) and it is least common among those between 35-44 years (22%). It is slightly more common in the country (36%) compared to Stockholm and Gothenburg (30 %). The fraction readers of a weekly-/monthly magazines are lowest (28%) among those with a "long" university education (> 3 years).

<sup>9</sup> With weekly-/monthly magazines the survey meant mens-/women's journals, and youth magazines that are targeted to a "broad" audience, i.e. non-specialist magazines.

## Advertising avoiders

Many (about 39%) of us avoid advertising in most media (Sifo 2008).

## Non-profit organization activities

Most (92% men, 89% women) are members of at least one non-profit organization (SCB 2001). The most common is to be a member of a union (58% of the population). It is also common to be member of a consumer cooperative (30%). It is quite common to be a member of an association for housing (23%), a sports club for team sports (19%), a sports club for other sports (15%), or a cultural organization (11%). Quite a few are in an open-air compound (9%), a hobby compound (8%), a senior organization (8%), a political party (7%), a motor organization (7%), or a disability or patient association (5%). Other types of organizations presented in the report organize less than 5% of the population.

## Cell phone use

According Nordicom (Nordicom 2000), most people have a private mobile phone (men 84%, women 77%). The age groups with the highest proportion who have a private cell phone are between 15 - 24 years (91%) and the group with the lowest proportion is between 65-79 years (52%).

## Physical training

According to Statistics Sweden (SCB 2002: I: Table 614), the majority (men 60.6%, women 57.5%) at least once during the past 12 months have exercised any sport. Those with higher education have done that to a higher extent exercised any sport (75.9%) compared with those who have only primary school or equivalent (43%) or primary + secondary school (58.9%). The age group with the highest proportion of persons that have exercised any sport is those between 16-24 years (85.2%).

According to the same source (SCB 2002: I: Table 613), many (men 29.6%, women 32.2%) have walked in the woods and fields sometime in the last 12 months. Those with higher education have done it to a greater degree (34.8%) compared with those who had only primary education or equivalent (26.8%) or primary + secondary school (31.3%). The age group with the highest proportion who have walked in the woods and fields are between 55-64 years (41.9%).

## Musicianship and song

Statistics Sweden (SCB 2002: I: Table 617) also argue that quite a few (men 16.9%, women 13.3%) at some time during the past two years has played a musical instrument. Of these, 6.4% play every week. Those with higher education to a greater extent plays musical instruments (23.2%) compared to those who have only primary school or equivalent (12.8%) or primary + secondary school (17.5%).

## Computer use

According to Nordicom (Nordicom 2000), the majority (men 66%, women 61%), has access to a personal computer at home. 27% of respondents use the computer at home on an average day. The age group with the highest proportion with access to a computer is them who are between 9 - 14 years (83%) and the group with the lowest proportion is between 65-79 years (23%). Also regarding the use of the computer on an average day, the 9-14 year olds are in the top (40%) and 65-79 year olds in the bottom (9%). The proportion who have access to computers is slightly larger in Stockholm (66%), Gothenburg (69%) and Malmö (71%), compared with the rest of Sweden (60 - 63%). The proportion of people with access to a personal computer is the highest (85%) among those with "long" university education (> 3 years).

The majority (59%) use an average day the computer to communicate on the Internet, play games (24%), private office tasks such as reading letters and doing accounting (23%), employment (17%) and education (16%). The age group that is most active on the internet is those between 15 - 24 years (67%) and those who played most games are those between 9 - 14 years (67%). Internet use is relatively evenly split between men and women (men 59%, women 57%). While men are playing games more often (men 27%, women 18%). The most common use of the Internet is to send e-mail, 65% of respondents do that on an average day and 50% of them are looking for some kind of information online.

Most (SCB 2002: II) have access to a computer at home (men 76%, women 70%) and the majority also have access to the Internet (men 66%, women 60%).

## Religious practices

According to Statistics Sweden (SCB 2002: I: Table 611), many (men 31.6%, women 42.2%) at least once during the past 12 months, has participated in worship or revival. Those with higher education have to a higher extent participated in worship or revival meeting (41.2%) compared with those who have only passed primary school or equivalent (36.7%) or primary + secondary school (34.6%). The age group with the highest proportion who participated in the church service is them between 65-74 years (47%). The age group with the lowest proportion is them between 16-24 years (30.4%).

## Writing

According to the same authority (SCB 2002: I: Table 618), many women and quite a few men (men 24.4%, women 48.1%) at some time during the last 12 months has been writing a diary, poems, letters, articles or the like. Those with higher education did it to a greater extent (46.8%), compared with those who have only primary school or equivalent (31.8%) or primary + secondary school (33%).

## Tipping, lottery, horse racing, etc.

Winning a big win on the lottery is the dream that the majority (53%) would prefer to see come true (Sifo 2003: Project 1511174), above option like to make an exotic trip (22%), win gold in the Olympic Games (3%), start your own business (3%), taking a year off (10%), or become a pop star (1%). And according to the Swedish national lottery company (Svenska spel 2002) most (approximately 85%) of all adult Swedes plays more or less regularly. Those who play regularly mostly play Bingolotto, on horse racing, tipping or Lotto. Buying lottery tickets, however, are usually an impulsive act. On average we spend 3 200 SEK a year. According to the Swedish national lottery company (Svenska spel) gambling is relatively evenly distributed geographically, age-wise and socially. We also spend a relatively constant part of our disposable income (2.5-3%), regardless of economic fluctuations. And men spend slightly more money on games than women.

## Sport consumption

According to Statistics Sweden (SCB 2002: I: Table 615), the majority of men and many women (men 58%, women 39.2%) at some time in the past 12 months has visited a sporting event. Those with higher education have to a higher extent visited a sporting event (49.3%) compared with those who have only primary school or equivalent (42.9%) but to a lesser extent than those who passed primary + secondary school (51.5%). The age group in which most were on such events in the last 12 months is those between 16-24 years (67.1%).

## Studies

On average we spend about 2 hours a week of our time on studies of any kind, according to a survey from 1990/91 (SCB 1998: Living Conditions Report 79).

# Leave/vacation

## Parental leave

Most commonly, women use all the parental leave paid by the society (69% of all families) (SCB 1998, Women's Power Inquiry). The men who used it, in the year the study is based on, only used 10% of the total parental leave days. The largest portion of leave days to take care of a sick child is also used by women (69%). Men often take their parental leave days spread throughout the year: often during the holiday season in the summer and during the Christmas and New Year holidays. In the northern counties there is also an increase during the elk-hunting. The woman is alone with the children 47 and the man 18 hours a week.

## Vacation planning

According to Statistics Sweden (SCB 2002: I: Table 621) the majority (men 62.7%, women 63.1%) at some time during a year goes on a holiday trip that is at least a week long. Those with higher education to a higher extent do holiday trips (76.5%) compared with those who has only studied at an elementary school or the equivalent (50.7%) or primary + secondary school (62.2%). Among those under 65, the proportion is about 64-70%, while it is lower among those aged 65-74 (53.2%) and especially for those who are 75-84 years (34.9%).

According to Sifo (Sifo 1999: Project 3995680) is very common to plan to go away during the holidays (63% of men and 60% of women), but it is also common to not do that (30% of men and 34% of women).

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