DEM PAN specification

Change log

Version	Description of change	Date
01	First version	2026-06-18

File Content type and file name

The file is provided in CSV format with semicolon (;) as field/variable delimiter.

Character encoding is UTF-8.

Escape within variables:

- ; = \;
- Carriage return = \r
- Line feed = \n
- Tabb = \t
- \ = \\

Each record is terminated with carriage Return and Line Feed (CRLF).

The file naming is **DEM_PAN_YYYYMMDD_VN.CSV.GZ**, where:

- **DEM** – Demographic file. One record per panelist with weights and sociodemographic variables.
- **PAN** – Panel. The records cover the members of the MMS Video panel, including guest viewers. (The counterpart DEM_ES covers Establishment Survey respondents).
- **YYYYMMDD** - Represents the file date.
- **VN** - Version number according to the "Change log" table in this document (starting at 01).
- **CSV** - Comma-Separated file format.
- **GZ** – "G-zipped" compression file format.

LAYOUT

All variables will follow the column order.
First row will contain all variable names.

Column order	Variable	Length	Type of data	Guest info	Comment
1	viewing_date	8	YYYYMMDD	*	
2	household_number	1-8	Numbers 1-99999999	*	
3	individual_number	2	Numbers 01-99	*	Guest >50
4	weight	8	000000.1-999999.9	*	
5	viewer_type	1	1 = Member 2 = Guest	*	
6	gender	2	01 = Man 02 = Woman	*	
7	age	2	Numbers 03-85	*	Individuals older than 85 yo is reported as 85 yo.
8	age_by_gender_group	2	01 = Male 3-6 02 = Male 7-11 03 = Male 12-14 04 = Male 15-19 05 = Male 20-24 06 = Male 25-29 07 = Male 30-34	*	

			08 = Male 35-39 09 = Male 40-44 10 = Male 45-49 11 = Male 50-54 12 = Male 55-59 13 = Male 60-64 14 = Male 65-69 15 = Male 70-74 16 = Male 75+ 17 = Female 3-6 18 = Female 7-11 19 = Female 12-14 20 = Female 15-19 21 = Female 20-24 22 = Female 25-29 23 = Female 30-34 24 = Female 35-39 25 = Female 40-44 26 = Female 45-49 27 = Female 50-54 28 = Female 55-59 29 = Female 60-64 30 = Female 65-69 31 = Female 70-74 32 = Female 75+		
9	family_situation	2	01 = 3-19 yo 02 = Pers 20-44 without kids 03 = Pers 45+ without kids 04 = Pers 20+ with youngest kids 0-6 05 = Pers 20+ with kids 7-19 99 = Unknown		
10	household_size	2	01 = 1 person 02 = 2 persons 03 = 3 persons 04 = 4 persons or more	*	
11	tv_viewing_level	2	01 = Low Viewing 02 = Medium Viewing 03 = High Viewing 04 = No TV set	*	
12	number_of_tv_sets	2	01 = 1 TV set 02 = 2+ TV sets 09 = No TV set	*	
13	education	2	01 = Below school age 02 = Low 04 = High 99 = Unknown		Individual education
14	main_occupation	2	01 = 3-15 yo 02 = Working 04 = Student		

			06 = Unemployed 07 = Pensioner 99 = Unknown		
15	dwelling_type	2	01 = Flat/Appartment 02 = Semi Detached 03 = Villa 04 = Other 99 = Unknown	*	
16	individual_income_per_month	2	01 = No income 02 = 1-9999 03 = 10000-19999 04 = 20000-29999 05 = 30000-39999 06 = 40000-49999 07 = 50000-59999 08 = 60000-69999 09 = 70000 or more 99 = Unknown		
17	pc_in_household	2	01 = Yes 02 = No 99 = Unknown	*	
18	tablet_in_household	2	01 = Yes 02 = No 99 = Unknown	*	
19	mobile_in_household	2	01 = Yes 02 = No 99 = Unknown	*	
20	second_home	2	01 = Yes own/co-own 02 = No 99 = Unknown	*	
21	origin_of_panelist	2	01 = Sweden 02 = Nordic country 03 = Europe 04 = Rest of the world 99 = Unknown		
22	origin_of_parent	2	01 = Yes, one parent born in Sweden 02 = Yes, both parents born in Sweden 03 = No, both parents born abroad 99 = Unknown		
23	county	2	01 = Stockholms län 03 = Uppsala län 04 = Södermanlands län 05 = Östergötlands län 06 = Jönköpings län 07= Kronobergs län 08 = Kalmar län 09 = Gotlands län	*	

			10 = Blekinge län 12 = Skåne län 13 = Hallands län 14 = Västra Götalands län 17 = Värmlands län 18 = Örebro län 19 = Västmanlands län 20 = Dalarnas län 21 = Gävleborgs län 22 = Västernorrlands län 23 = Jämtlands län 24 = Västerbottens län 25 = Norrbottens län		
24	nuts2	2	11 = SE11 Stockholm 12 = SE12 Östra Mellansverige 21 = SE21 Småland med öarna 22 = SE22 Sydsverige 23 = SE23 Västsverige 31 = SE31 Norra Mellansverige 32 = SE32 Mellersta Norrland 33 = SE33 Övre Norrland	*	