



SOM INSTITUTE
SOCIETY OPINION MEDIA

SWEDISH TRENDS

1986-2009

Sören Holmberg & Lennart Weibull (ed.)



UNIVERSITY OF GOTHENBURG

The SOM Institute

The SOM Institute at University of Gothenburg, founded in 1986, conducts interdisciplinary survey research and organizes seminars on the topics of Society, Opinion and Media (hence the name SOM). The Institute is jointly managed by the Department of Journalism and Mass Communication, the Department of Political Science and CEFOS (Center for Public Sector Research) at University of Gothenburg.

The Institute is headed by Professor Sören Holmberg, Department of Political Science, Professor Lennart Weibull, Department of Journalism and Mass Communication, and Associate professor Lennart Nilsson, Center for Public Sector Research.

National SOM

From 1986 till 1997, the core of the SOM Institute has been an annual nationwide survey, *National SOM*, carried out every autumn in the form of a mail questionnaire to 2 800 randomly selected persons between the ages of 15 and 80. Since 1998 the survey has more than doubled, and now comprising 6 000 respondents with an increased age limit to 85.

The central questions addressed in *National SOM* are attitudes toward mass media, politics and public services. A report summarizing the main results of each year's survey is published annually. The data files from the surveys are deposited at the Swedish National Data Service in Gothenburg. The results on the following pages are based on data from *National SOM*.

Western and Southern SOM

Beginning in 1992, a similar survey has been conducted in Western Sweden. Called *Western SOM*, this survey was originally limited to Gothenburg and its surrounding municipalities. The survey has since 1998 been widened, to comprise the entire Västra Götaland Region with a sample of 6 000 persons. Since 2001 four regional surveys have been conducted in Southern Sweden (Skåne) as well.

Local SOM

In the fall of 1996, a series of local surveys was conducted for the first time in three districts of Gothenburg and in one neighbouring municipality. The sample size was 1 200 respondents per sample area. The purpose of these local surveys is to better analyze the connection between people's living conditions and their attitudes, perceptions and behaviour.

Student SOM

To help generate a wider interest in SOM, *Student SOM* was introduced in 1993. It is based on a questionnaire issued to all first-year students at the three departments, from the year 2000 to the whole social science faculty, with questions concerning their studies. *Student SOM* also contains items from *National SOM* and provides an opportunity to compare students with the general public as well as making it possible to explore methodological issues.

Office Location:

The SOM office is located at the Department of Journalism, Media and Communication (JMG). Åsa Nilsson (+46 31 786 12 39) and Sanna Johansson (+46 31 786 41 45) are project directors and Kerstin Gidsäter (+46 31 786 12 17) is responsible for administration and publishing.



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Sweden and the World

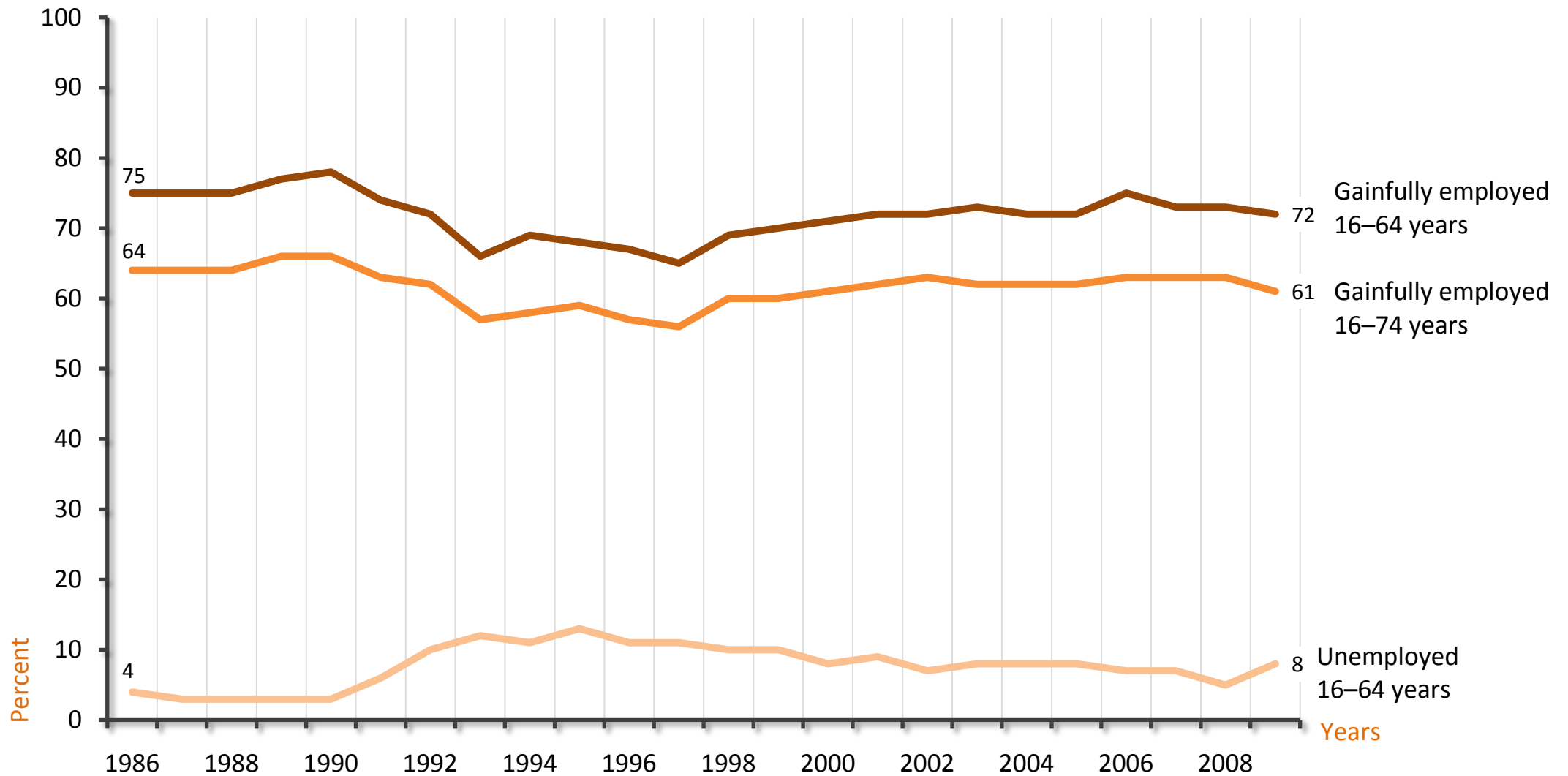
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SOCIAL TRENDS

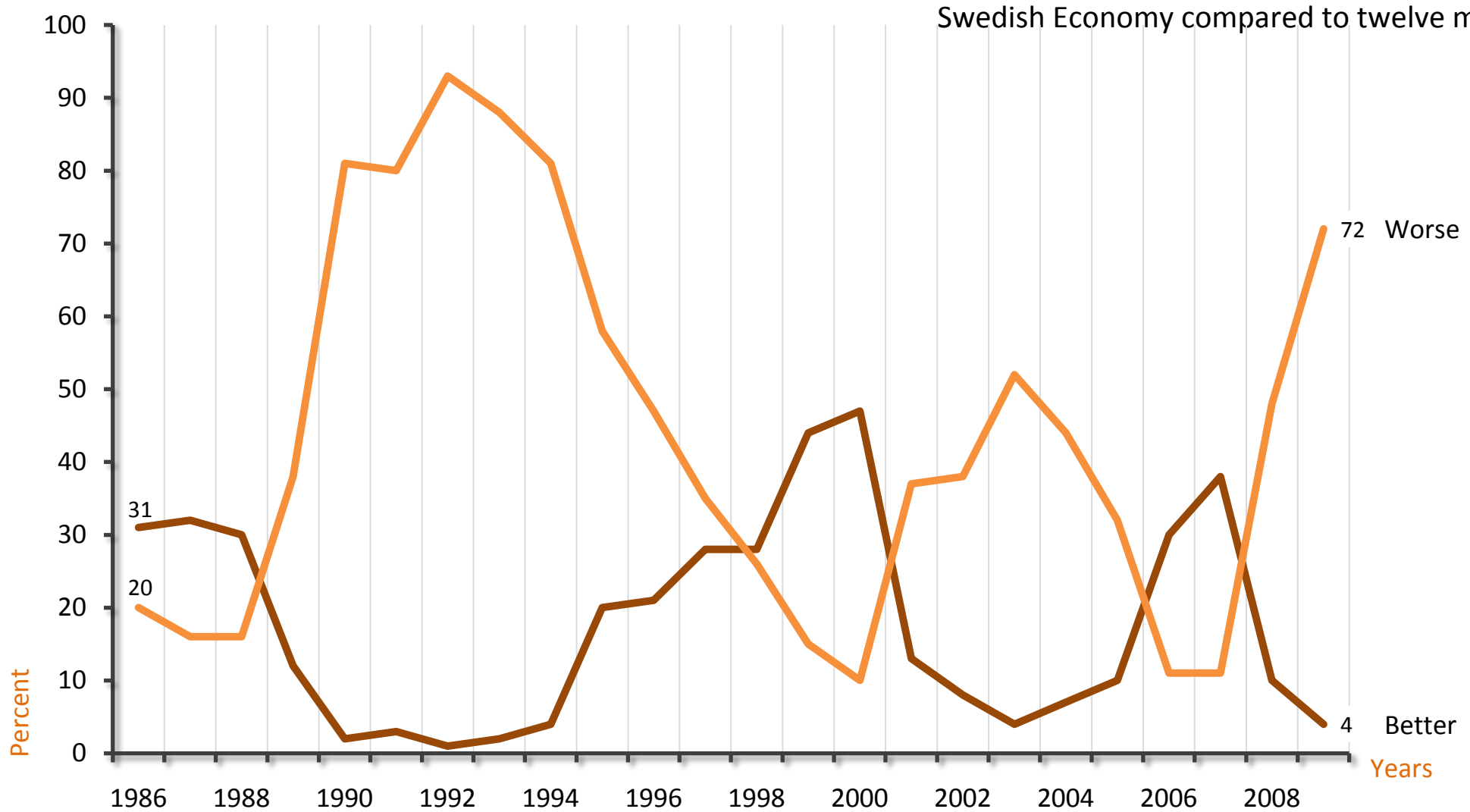




Comment: Based on self classification. Unemployment includes people in relief work or training programs. The percent calculations are based upon respondents who answered the questions.

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:
"Which of the following groups do you belong to?"

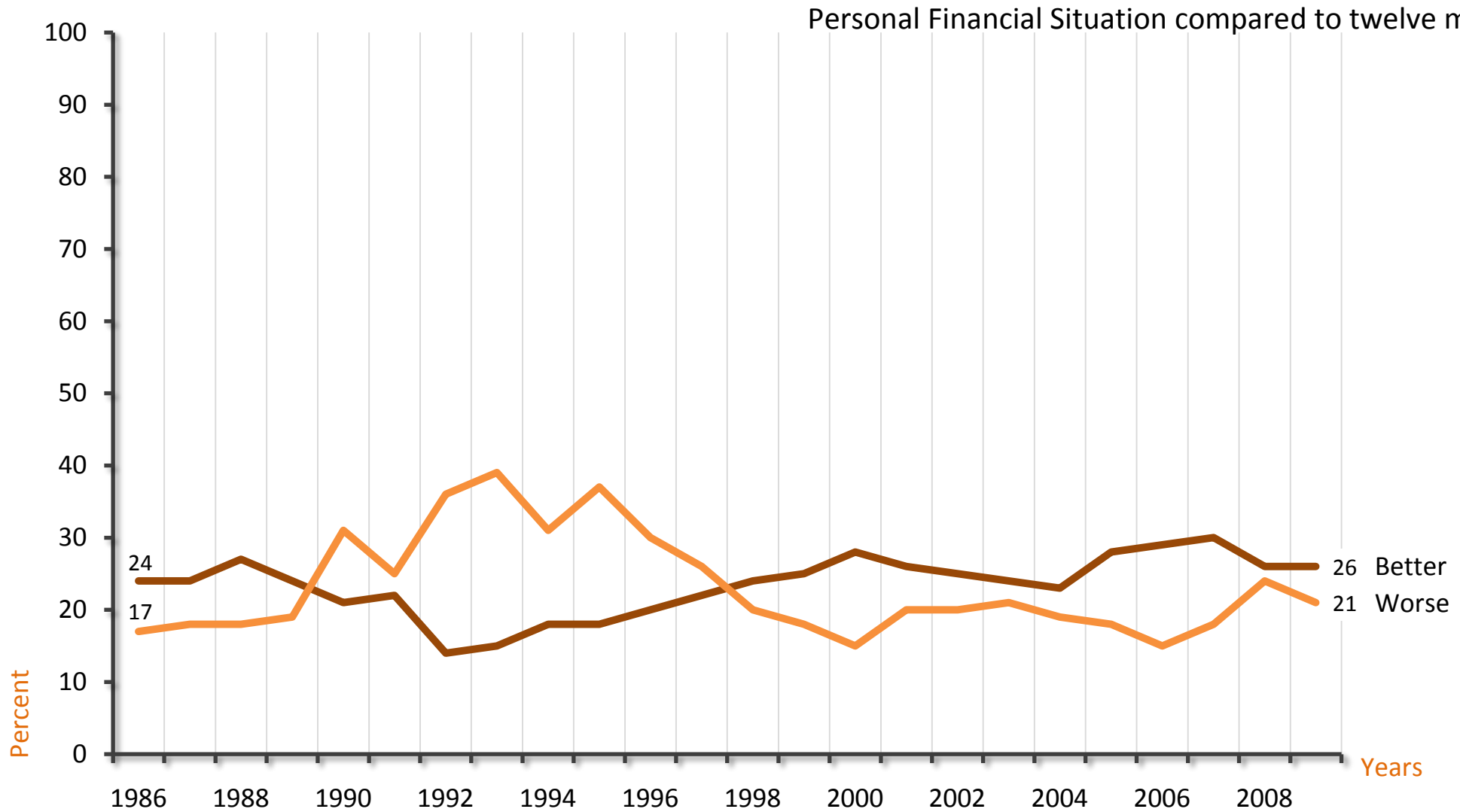


Comment: All respondents are included in the percent calculations.

Principal investigators: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Question:

"According to your view, during the last twelve months, has the Swedish economy improved, remained the same, or worsened?"

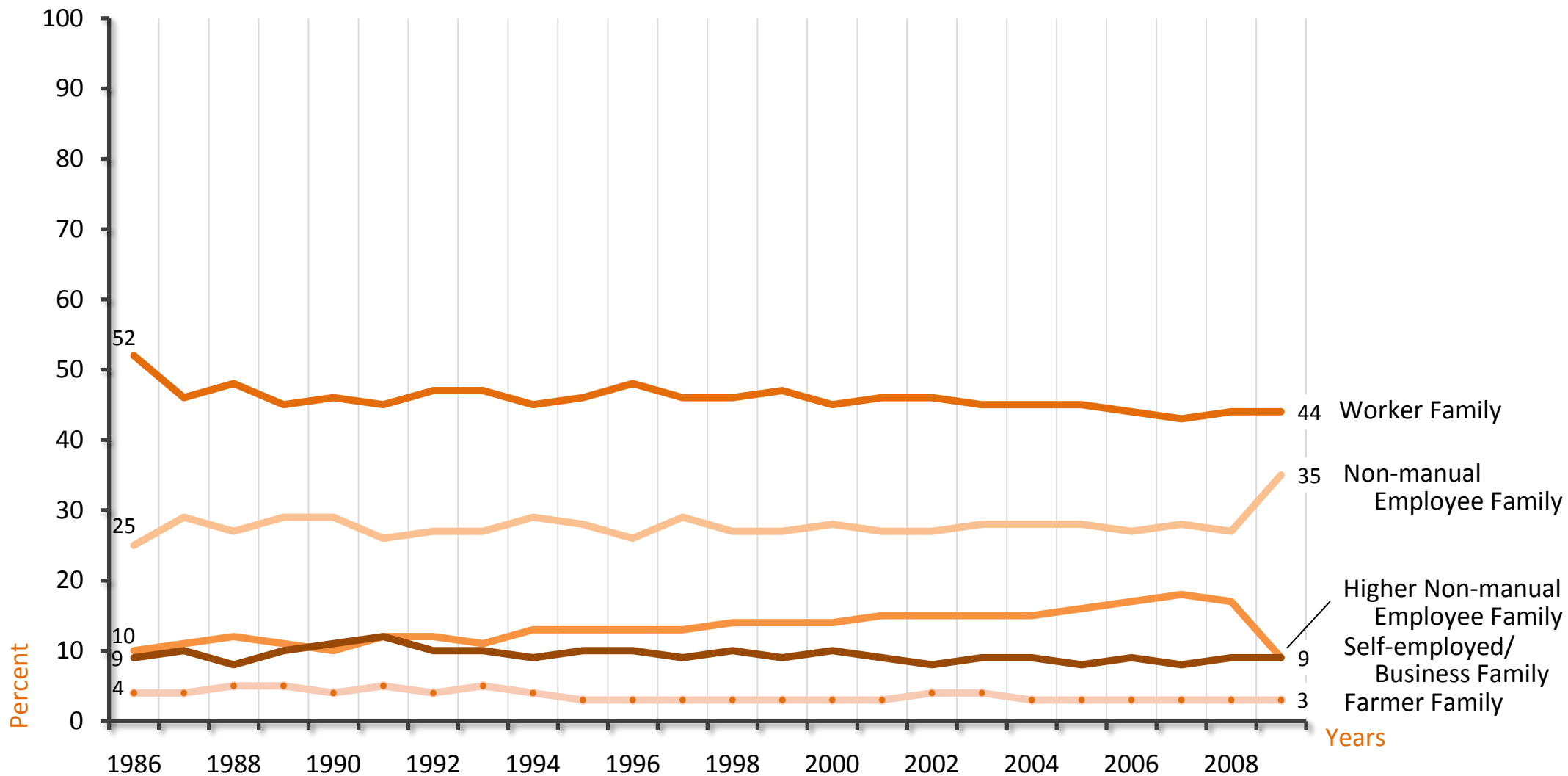


Comment: All respondents are included in the percent calculations.

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Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Question:

“According to your view, during the last twelve months, has your personal financial situation improved, remained the same, or worsened?”



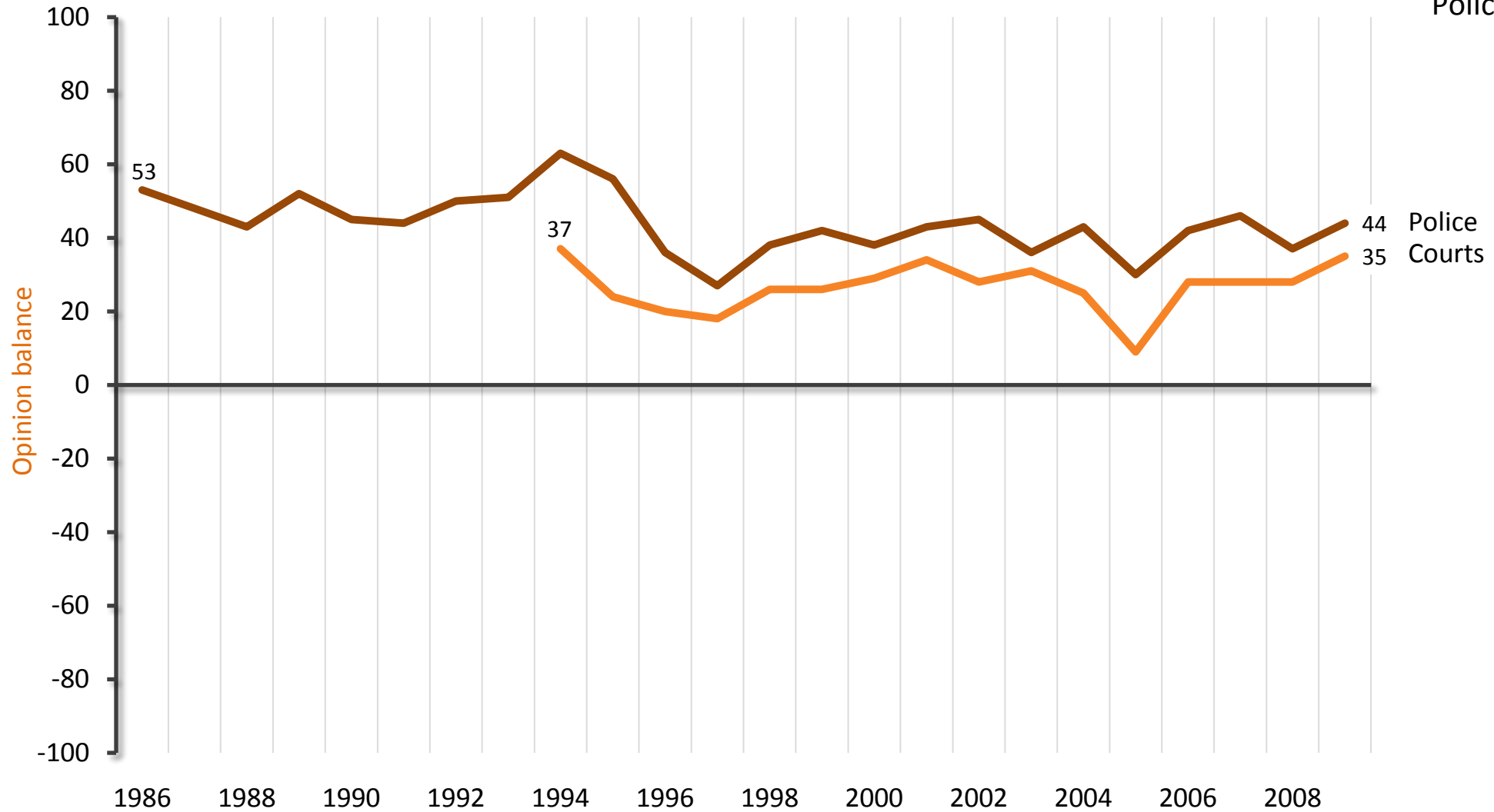
Comment: Percentages are based on respondents answering the question. The definition of Higher Non-manual Employee Family was made more exclusive in 2009.

Principal investigators: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Question:

" Which of the following categories best describes your family?"

Police & Courts

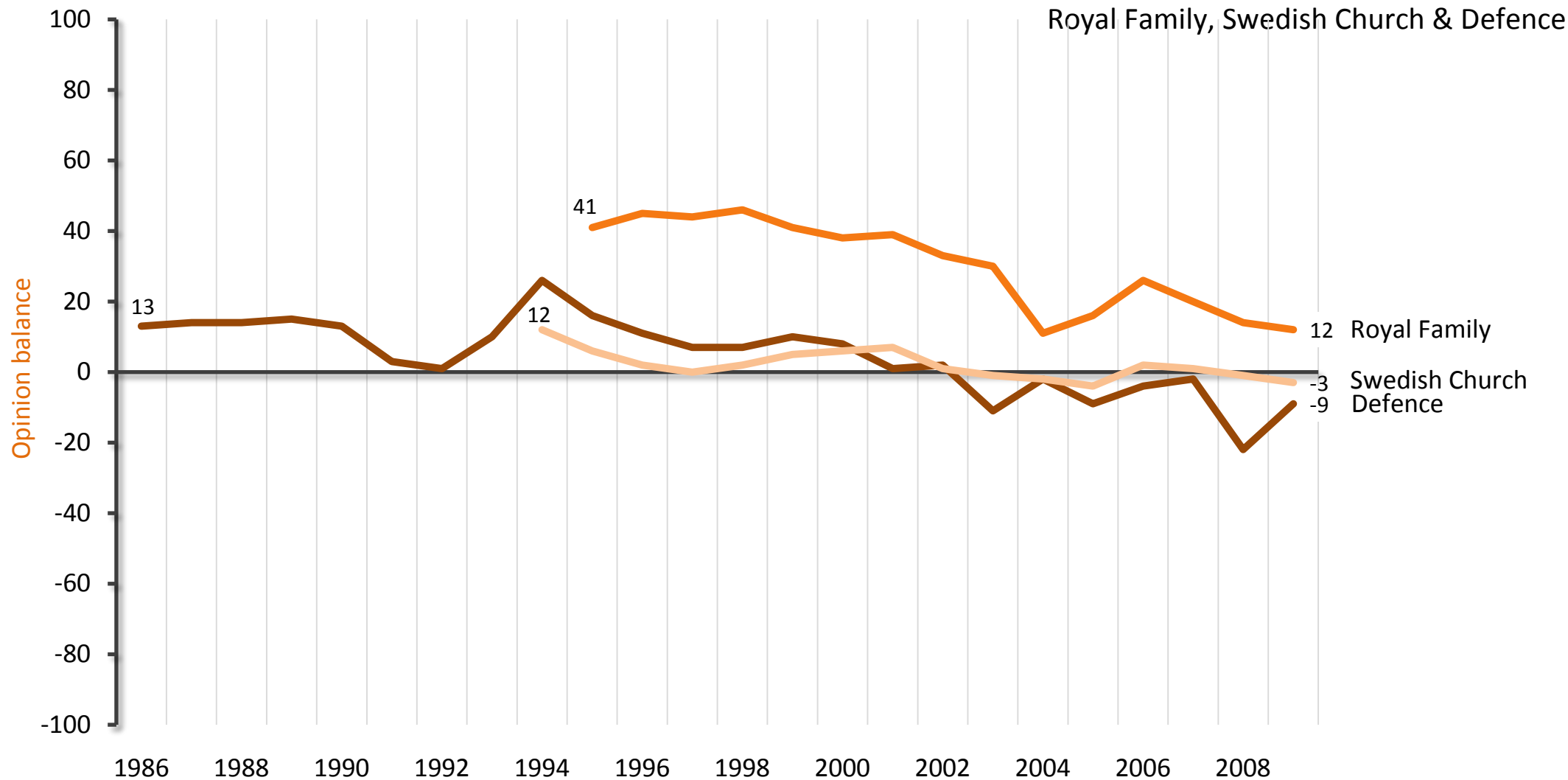


Comment: The results are percent indicating very or fairly much confidence minus percent indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item. Five response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little".

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Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Question:

"How much confidence do you have in the way the following institutions/groups do their job?"



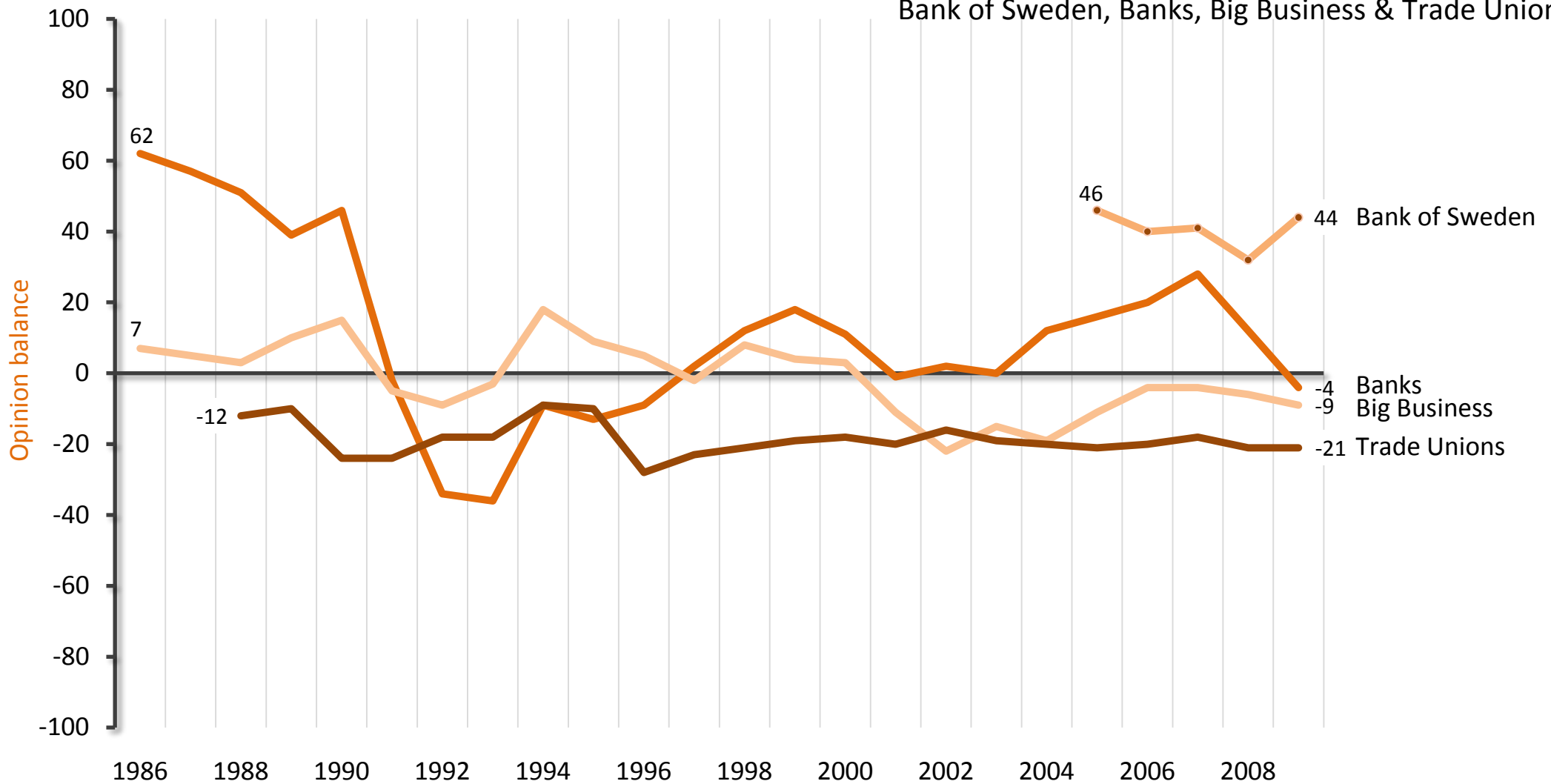
Comment: The results are percent indicating very or fairly much confidence minus percent indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item. Five response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little".

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Question:

"How much confidence do you have in the way the following institutions/groups do their job?"

Bank of Sweden, Banks, Big Business & Trade Unions

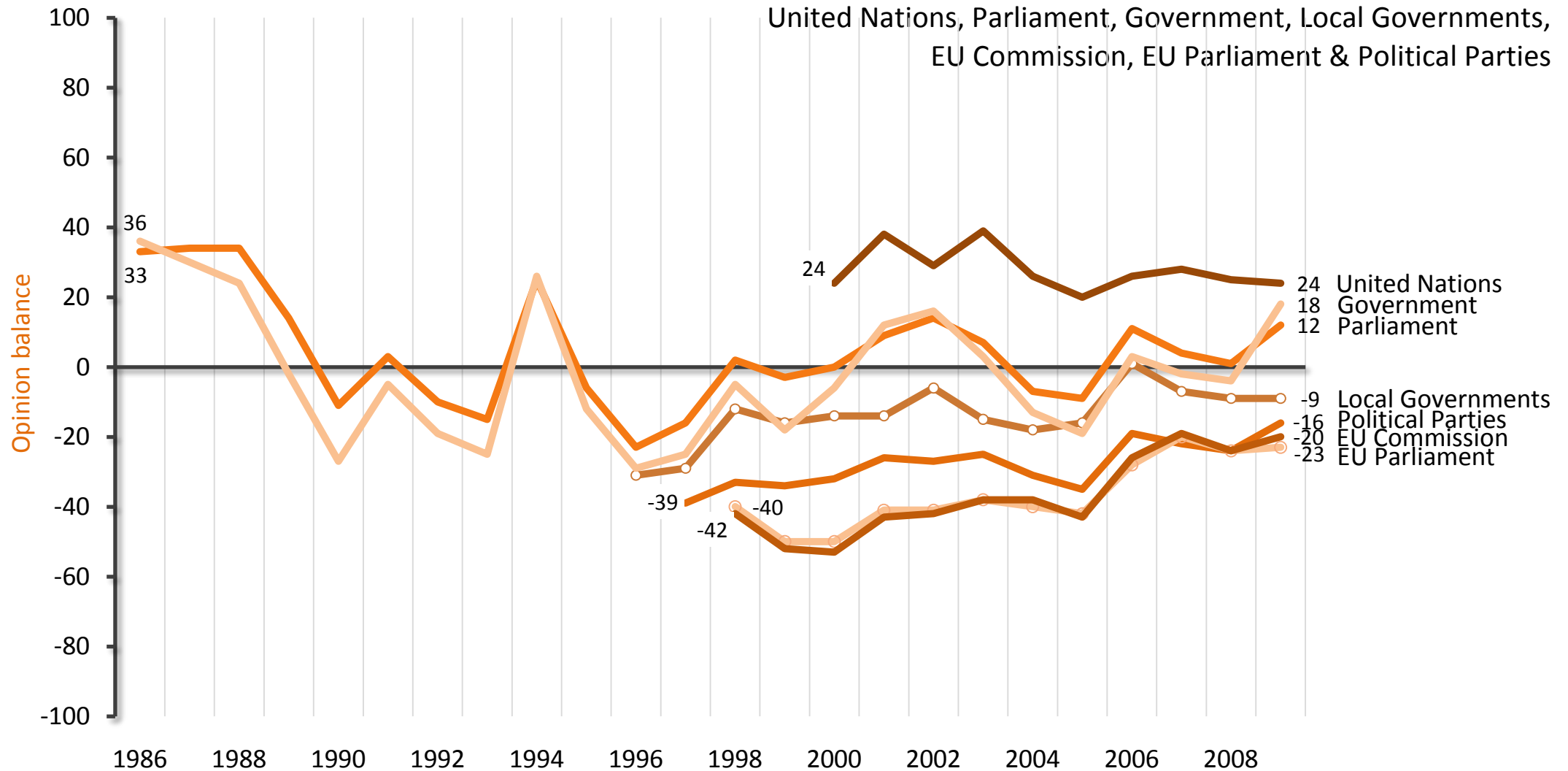


Comment: The results are percent indicating very or fairly much confidence minus percent indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item. Five response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little".

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Question:

"How much confidence do you have in the way the following institutions/groups do their job?"

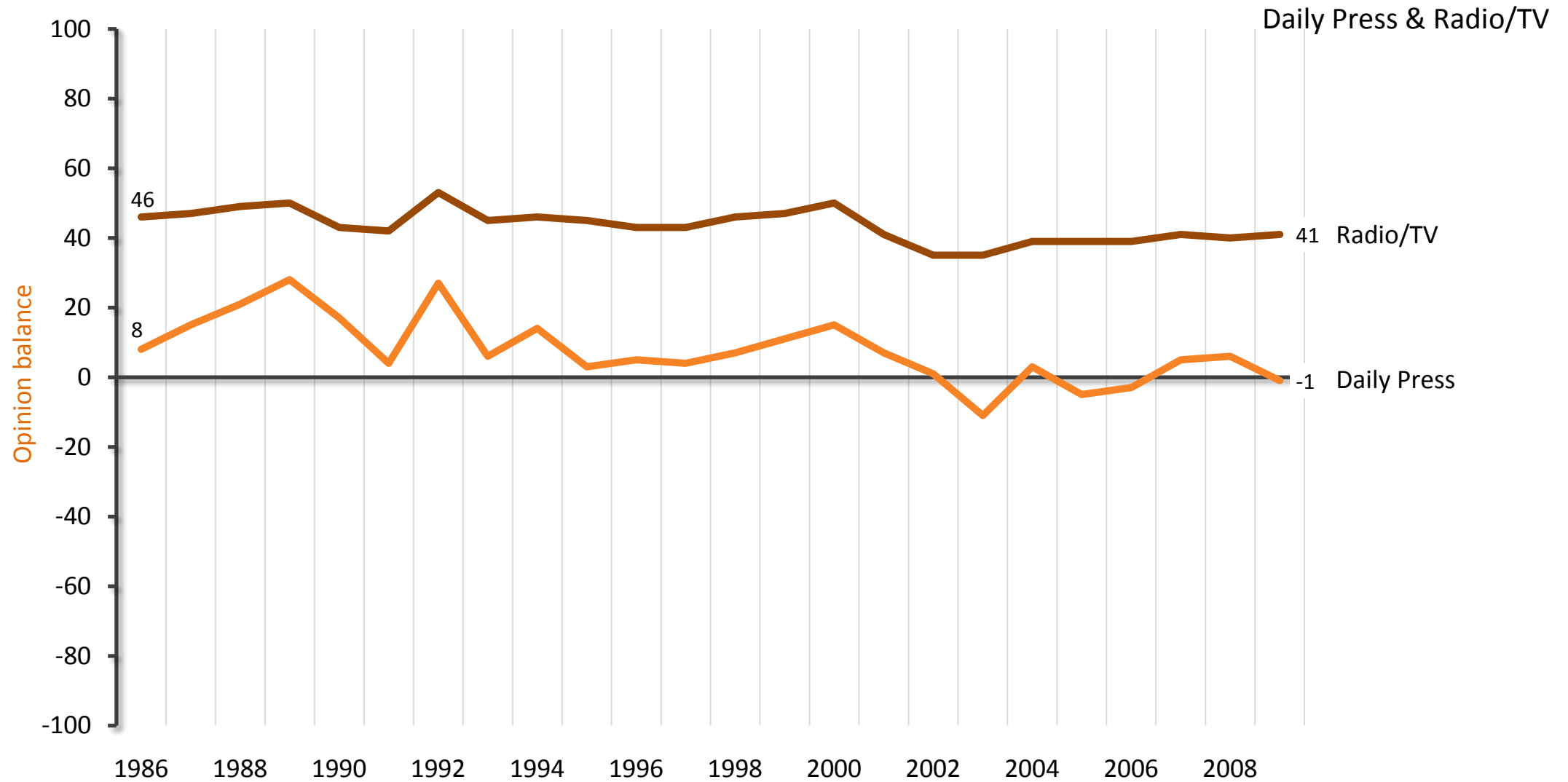


Comment: The results are percent indicating very or fairly much confidence minus percent indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item. Five response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little".

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Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Question:

"How much confidence do you have in the way the following institutions/groups do their job?"

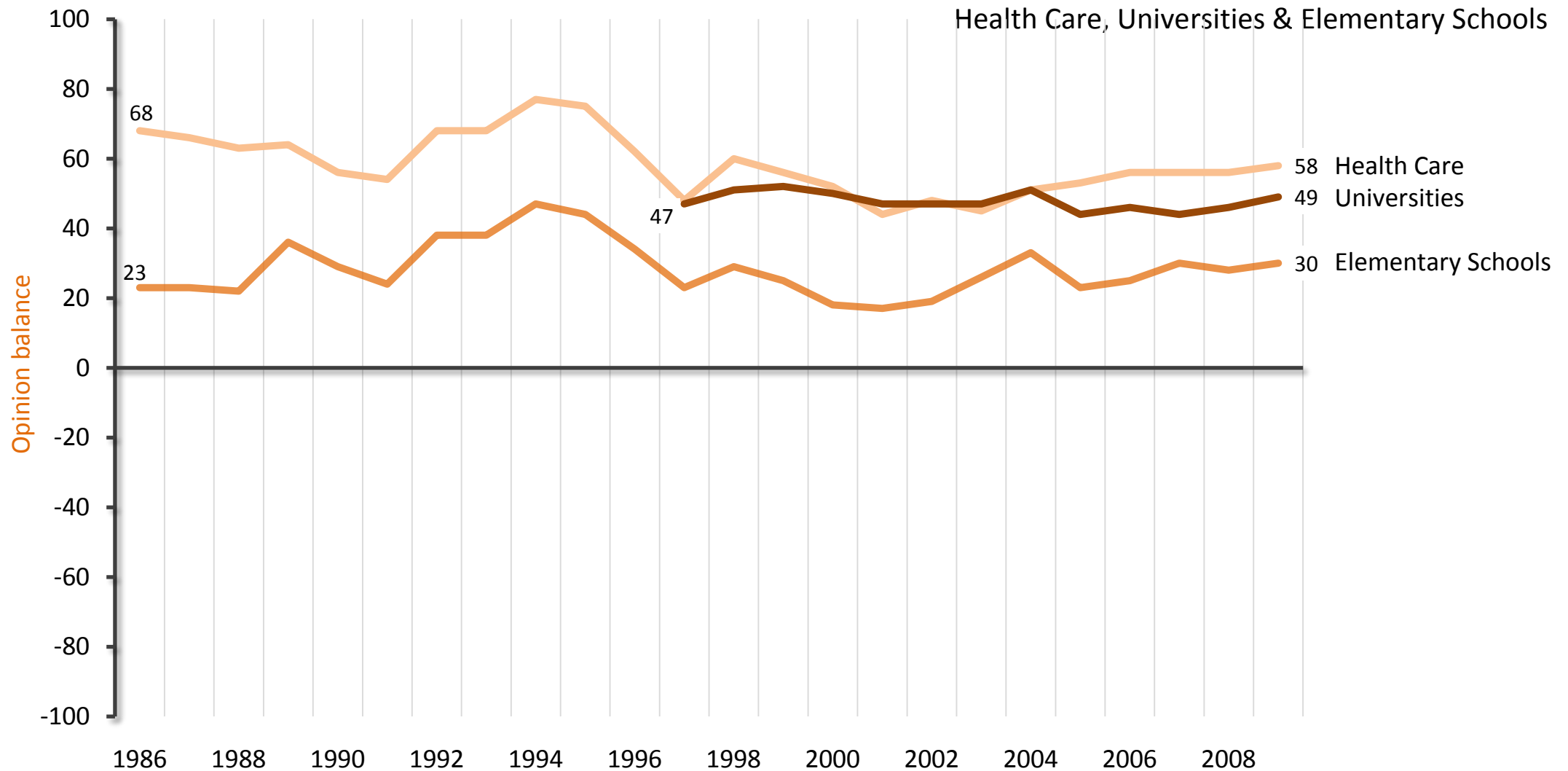


Comment: The results are percent indicating very or fairly much confidence minus percent indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item. Five response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little".

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Question:

"How much confidence do you have in the way the following institutions/groups do their job?"

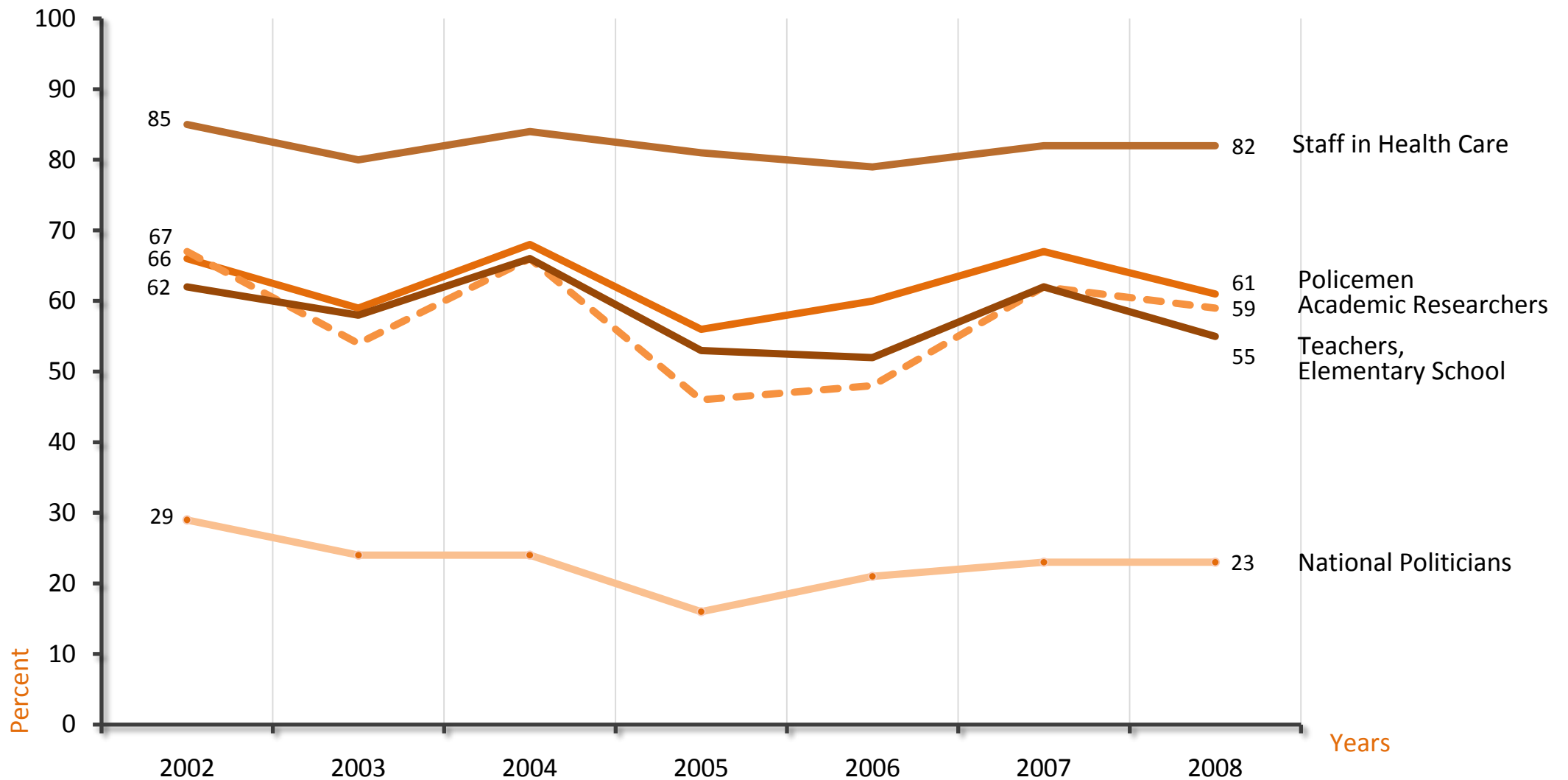


Comment: The results are percent indicating very or fairly much confidence minus percent indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item. Five response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little".

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Question:

"How much confidence do you have in the way the following institutions/groups do their job?"

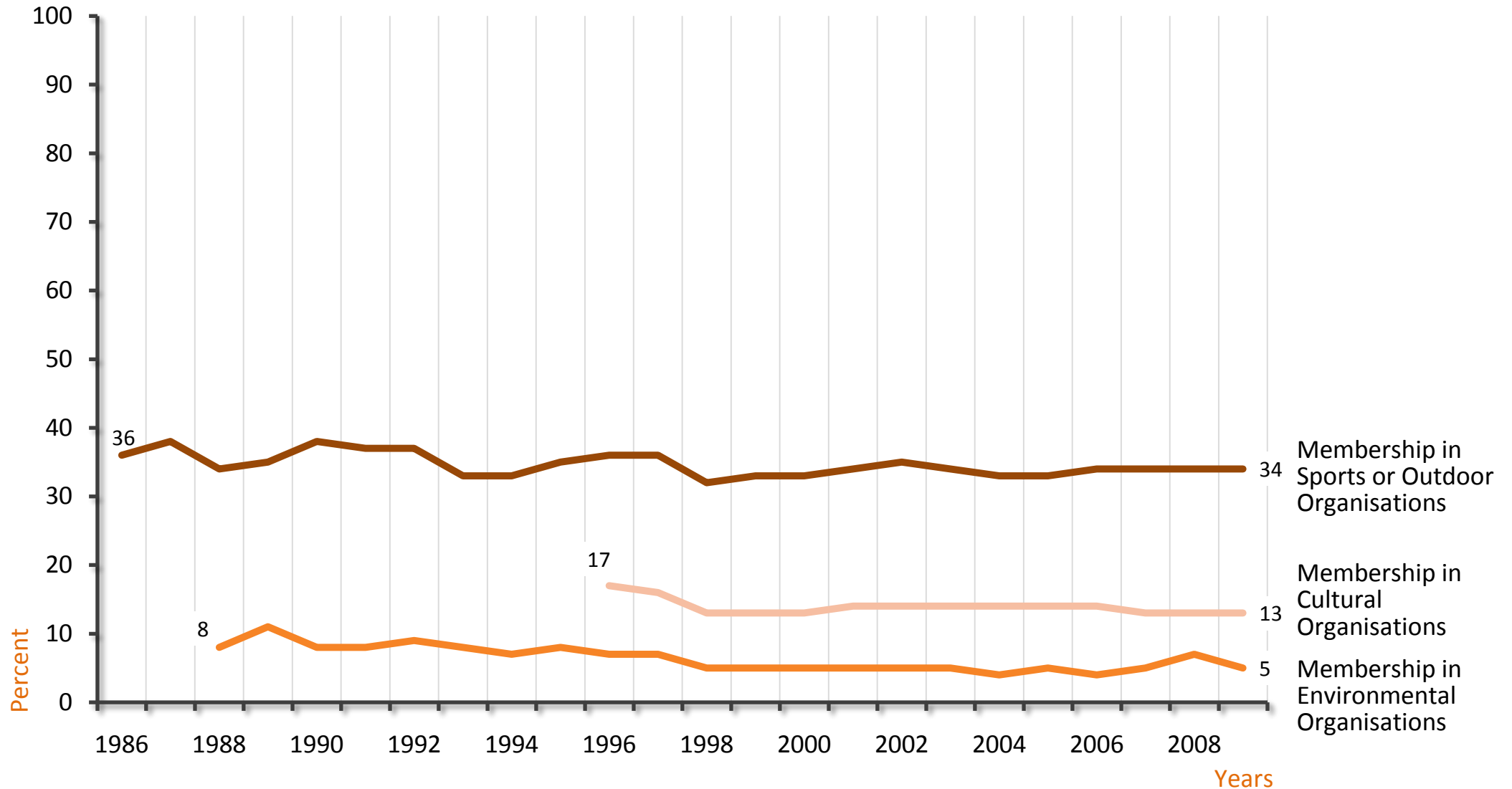


Comment: The results are percent indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item, including those who marked "no opinion". Six response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little; No opinion".

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Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Question:

"How much confidence do you have in the way the following professional groups do their job?"

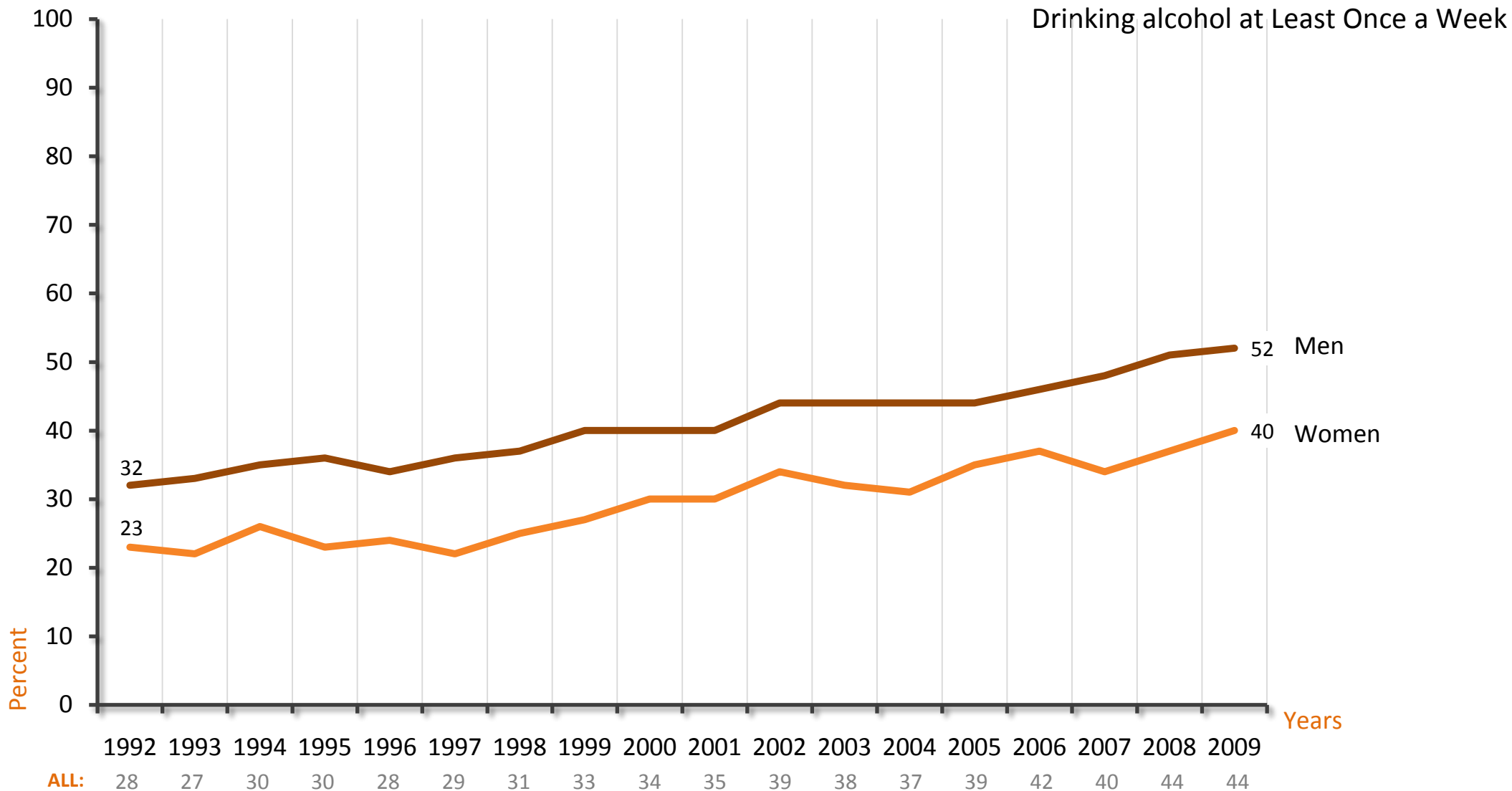


	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Gone to the movies	-	41	41	37	41	38	38	38	40	38	39	39	42	37	37	43	41	39	42	44	41	46	44
Attended the theater	-	-	23	23	19	21	19	18	21	21	21	20	21	16	15	18	16	16	20	23	21	21	22
Gone to a restaurant/bar/pub in the evening	-	-	-	-	27	27	27	28	30	32	30	30	31	30	30	29	32	29	31	32	34	34	33
Discussed politics	25	21	29	37	34	39	33	37	42	33	29	33	28	25	29	29	31	27	25	35	24	22	22
Attended a church service or religious meeting	10	11	11	11	12	10	11	13	9	11	10	9	10	10	10	9	9	8	9	9	9	8	7
Been active on the stock market*	-	-	-	-	-	-	-	-	-	14	19	24	18	24	17	16	12	12	14	15	16	13	14
Bet or played the lottery	-	35	32	30	31	32	32	30	30	31	29	28	28	27	25	24	24	21	20	19	19	20	21
Smoked/used snuff**	-	-	-	-	-	35	31	32	33	31	28	31	30	29	32	30	28	28	-	-	-	-	-
Smoked**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	15	15	16	15
Used snuff**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	13	11	12	12
Travelled abroad	-	-	-	-	21	24	20	20	21	20	23	21	25	-	-	-	-	-	26	28	29	30	30
Consumed liquor, wine or beer	-	-	-	-	-	28	27	30	30	28	29	31	33	34	35	39	38	37	39	42	40	44	46

Comment: The cinema and theater figures as well as those for stock market activity and travel abroad indicate attendance/activity at least once every six months, while religious service and restaurant figures indicate an attendance of at least once a month. All other results are based on at least weekly activity. A “-“ indicates that the question was not included in the survey this year.* The question wording in 1996 – 1997 and 1998 respectively differs somewhat from that used from 1999 onwards. ** The results for 1987 – 2004 combine Smoked/Used snuff, starting in 2005 “smoked” and “used snuff” are shown separately. **Items:** Spent time in the outdoors (forest, sea or lake); engaged in exercise or sport; gone to the movies; attended the theater; read a book; discussed politics; attended a church service or religious meeting; bet or played the lottery; smoked/used snuff; consumed liquor/wine/beer?” Response alternatives: “Never; About once a year; About once every six months; About once every three months; About once a month; About once a week; Several times a week”.



Question:
“How often have you engaged in the following activities during the past twelve months?”

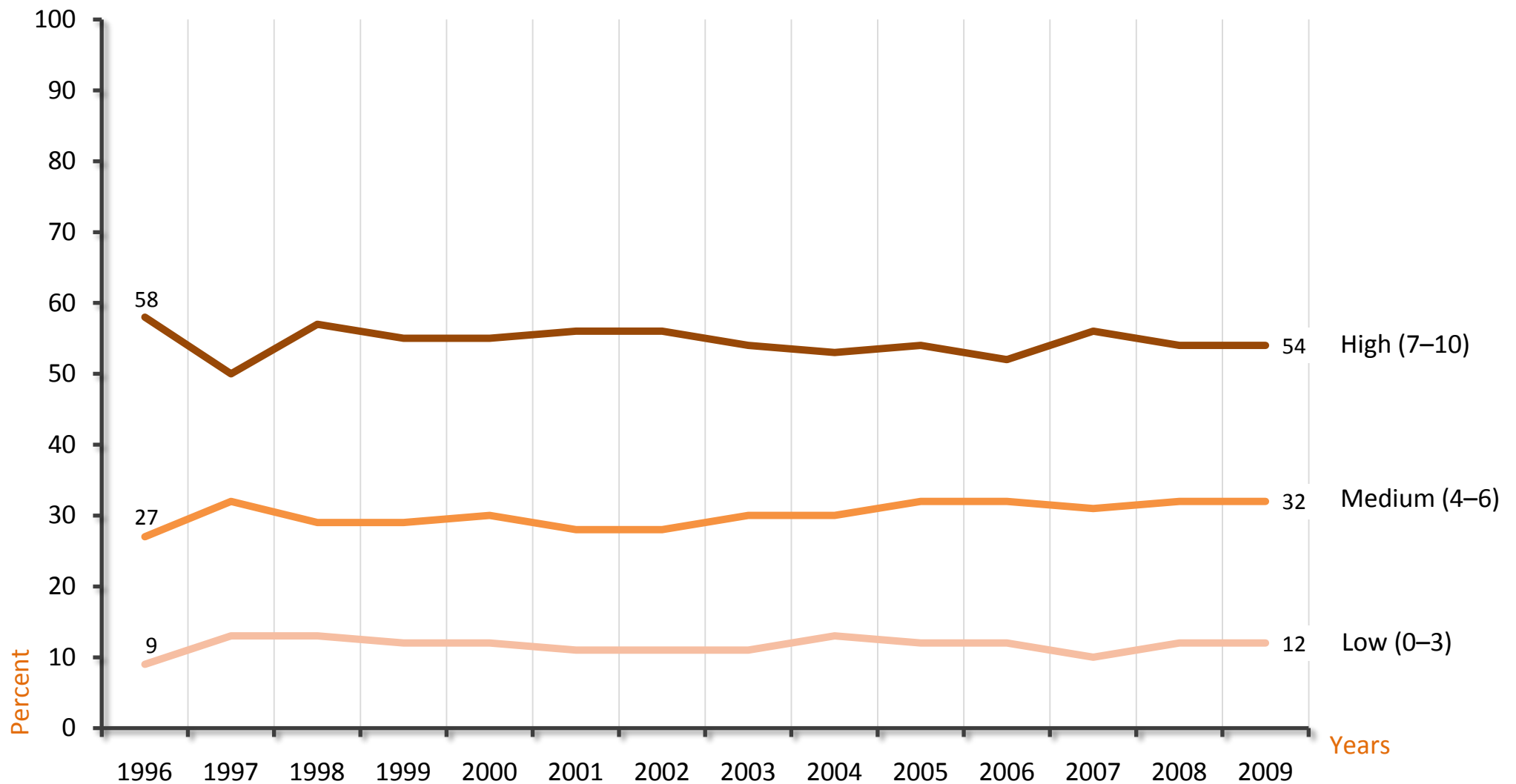


Comment: Figures are based on at least weekly activity. Percentages are based on respondents answering at least one item of a multi-item question on lifestyle and leisure activities. A “-” indicates that the question was not included in the survey this year. Response alternatives to the question asked: “Never; About once a year; About once every six months; About once every three months; About once a month; About once a week; Several times a week”.

Principal investigators: Sören Holmberg, phone: +46 31 786 12 27, e-mail: soren.holmberg@pol.gu.se
Lennart Weibull, phone: +46 31 786 12 18, e-mail: lennart.weibull@jmg.gu.se

Question:

” How often have you engaged in the following activities during the past twelve months?”
“Drinking liquor/wine/beer?”



Comment: The scale runs between 0 and 10 with 0 labeled "It is not possible to trust people in general", and 10 "It is possible to trust people in general". Percentages are based on all respondents, including "Don't knows" (2-6 percent through the years).

Principal investigator: Bo Rothstein, phone: +46 31 786 1224, e-mail: bo.rothstein@pol.gu.se

Question:

"According to your view, to what extent is it possible to trust people in general? Please answer using this scale."



	1988	1990	1991	1992	1993	1994	1995	1996	1998	2000	2002	2004	2006	2008
Health	91	92	90	90	88	86	85	86	87	88	89	87	85	85
Freedom	82	88	86	85	82	84	80	82	81	83	84	82	82	81
Honesty	-	-	-	89	86	84	86	85	85	86	86	84	80	81
A world at peace	88	91	87	89	84	87	83	84	86	86	87	84	79	81
Family security	80	84	78	81	78	77	77	83	80	82	84	82	79	79
Love	75	75	76	75	76	76	75	75	75	75	77	75	76	75
Inner harmony	75	77	76	76	76	75	74	76	74	75	76	74	70	72
Justice	76	82	79	83	78	83	75	79	76	79	79	75	73	71
True friendship	-	78	76	79	75	72	71	72	73	73	75	73	70	68
Happiness	67	69	70	70	68	66	68	68	68	66	69	66	65	65
National security	69	75	71	72	71	72	64	66	67	67	72	65	60	61
A comfortable life	52	54	53	57	56	53	59	57	59	58	63	61	61	60
A clean world	80	78	71	75	70	69	69	67	61	63	68	56	54	56
Equality	48	53	48	54	46	52	45	48	49	54	58	52	53	48
A world of beauty	57	57	54	56	54	56	52	52	51	49	53	46	46	43
Self-respect	42	44	42	44	42	41	40	43	41	42	45	41	40	36
Wisdom	29	36	36	38	36	37	34	36	34	35	37	32	34	30
A life full of pleasure	22	25	26	26	29	30	29	29	27	29	34	31	29	28
Self-fulfilment	26	32	28	31	30	32	32	30	29	31	30	28	29	23
An exciting life	21	25	22	24	28	28	27	27	25	23	28	25	28	23
Technical advance	21	33	23	26	29	32	24	21	22	23	25	23	23	22
Social recognition	15	17	17	19	20	19	19	18	18	17	22	18	1	16
Wealth	7	9	9	8	9	10	9	11	9	8	10	9	7	8
Salvation	9	7	9	7	9	9	8	9	9	8	9	8	7	7
Power	5	6	6	5	6	8	6	7	6	5	8	6	5	6

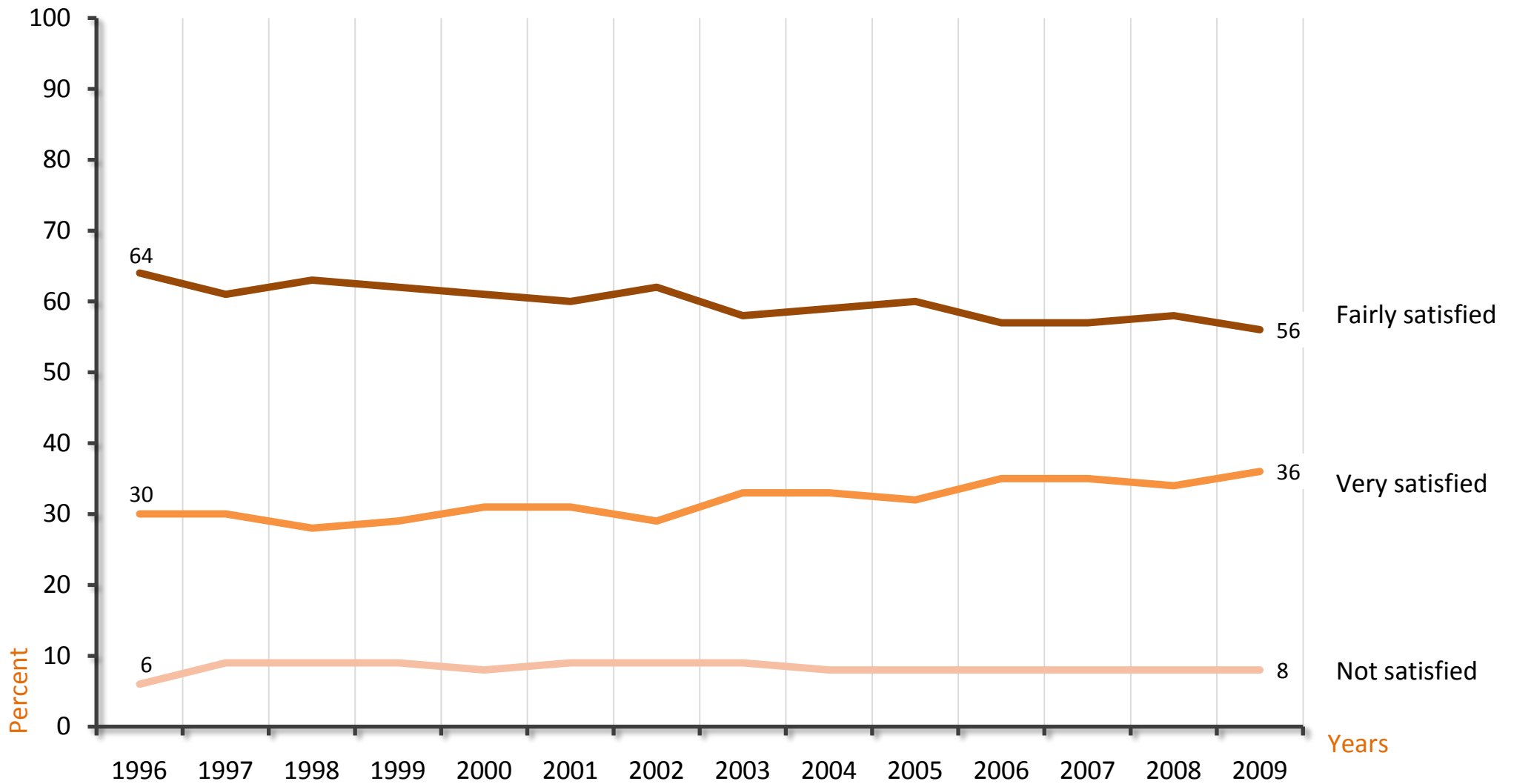


Comment: The results show percent respondents answering "Very important". Percentages are based on those answering at least one item. Five response alternatives to the question asked: "Very important; Fairly important; Neither important, nor unimportant; Not very important; Not at all important." Thanks to Karl Erik Rosengren and Bo Reimer for introducing the Rokeach questions in the SOM Studies

Principal investigators: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Question:

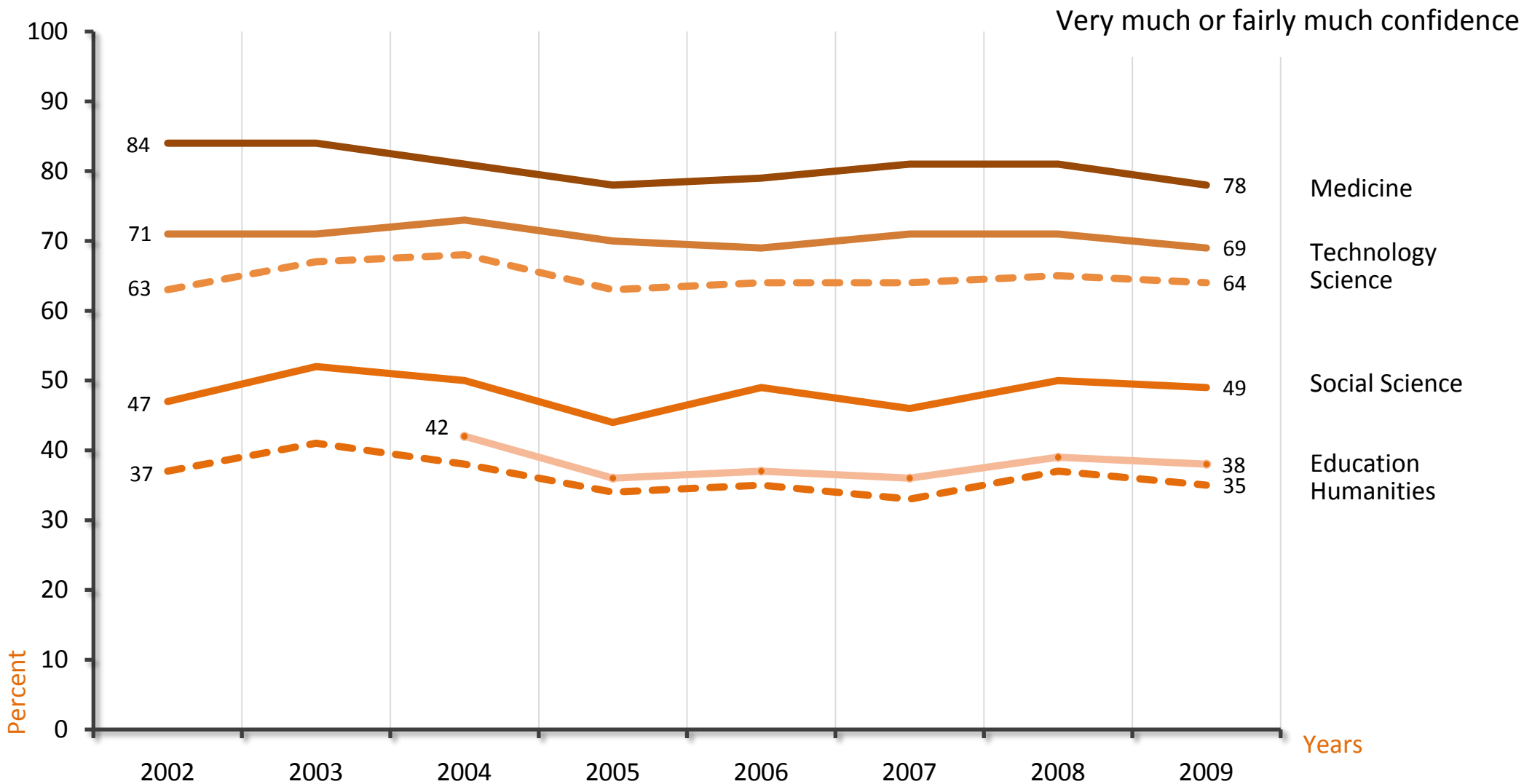
" How important do you consider the following things to be to yourself?"



Comment: Percentages are calculated among respondents who answered the question. The two negative response alternatives are combined into "Not satisfied" in the figure. Four response alternatives to the question asked: "Very satisfied; Fairly satisfied; Not very satisfied; Not at all satisfied."

Principal investigator: Lennart Nilsson, phone: +46 31 786 1215, e-mail: lennart.nilsson@cefos.gu.se

Question:
"On the whole, how satisfied are you with the life you lead?"

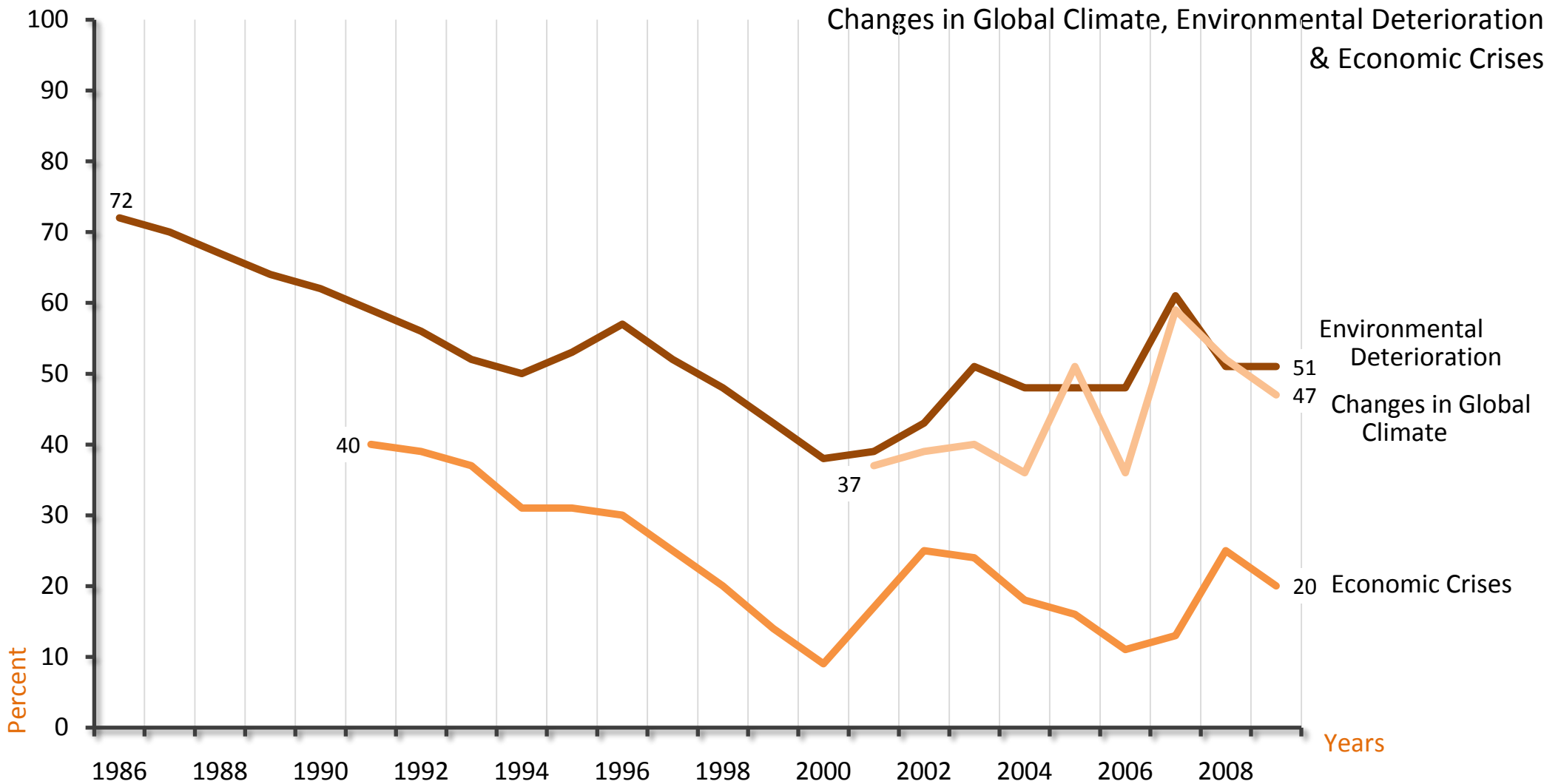


Comment: The results show percent answering "Very" or "Fairly much" confidence. The percentages are based on the respondents answering each individual item. Six response alternatives to the question asked: "Very much; Fairly much; Neither much nor little; Fairly little; Very little; No opinion".

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Question:

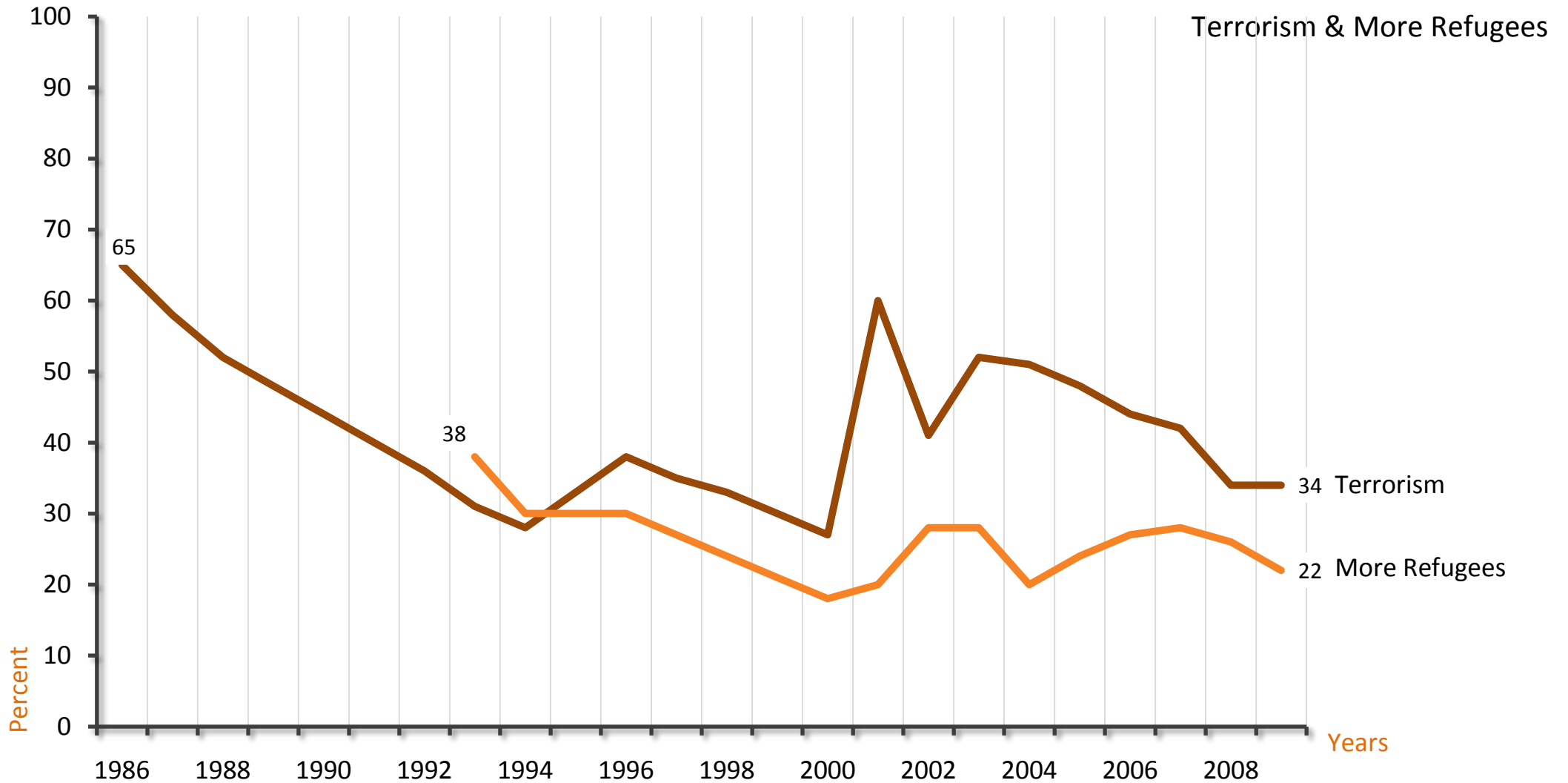
"How much confidence do you have in the following research areas?"



Comment: The results show percent answering "Very worrying" among persons who answered at least part of the question. Over the years asked about for some twenty issues/problems. The response alternatives are: "Very worrying; Somewhat worrying; Not particularly worrying; Not at all worrying."

Principal investigator: Åsa Nilsson, phone: +46 31 786 1239, e-mail: asa.nilsson@jmg.gu.se

Question:
"Looking at today's situation, what worries you most?"



Comment: The Results show percent answering "Very worrying" among persons who answered at least part of the question. Over the years asked about for some twenty issues/problems. The response alternatives are: "Very worrying; Somewhat worrying; Not particularly worrying; Not at all worrying."

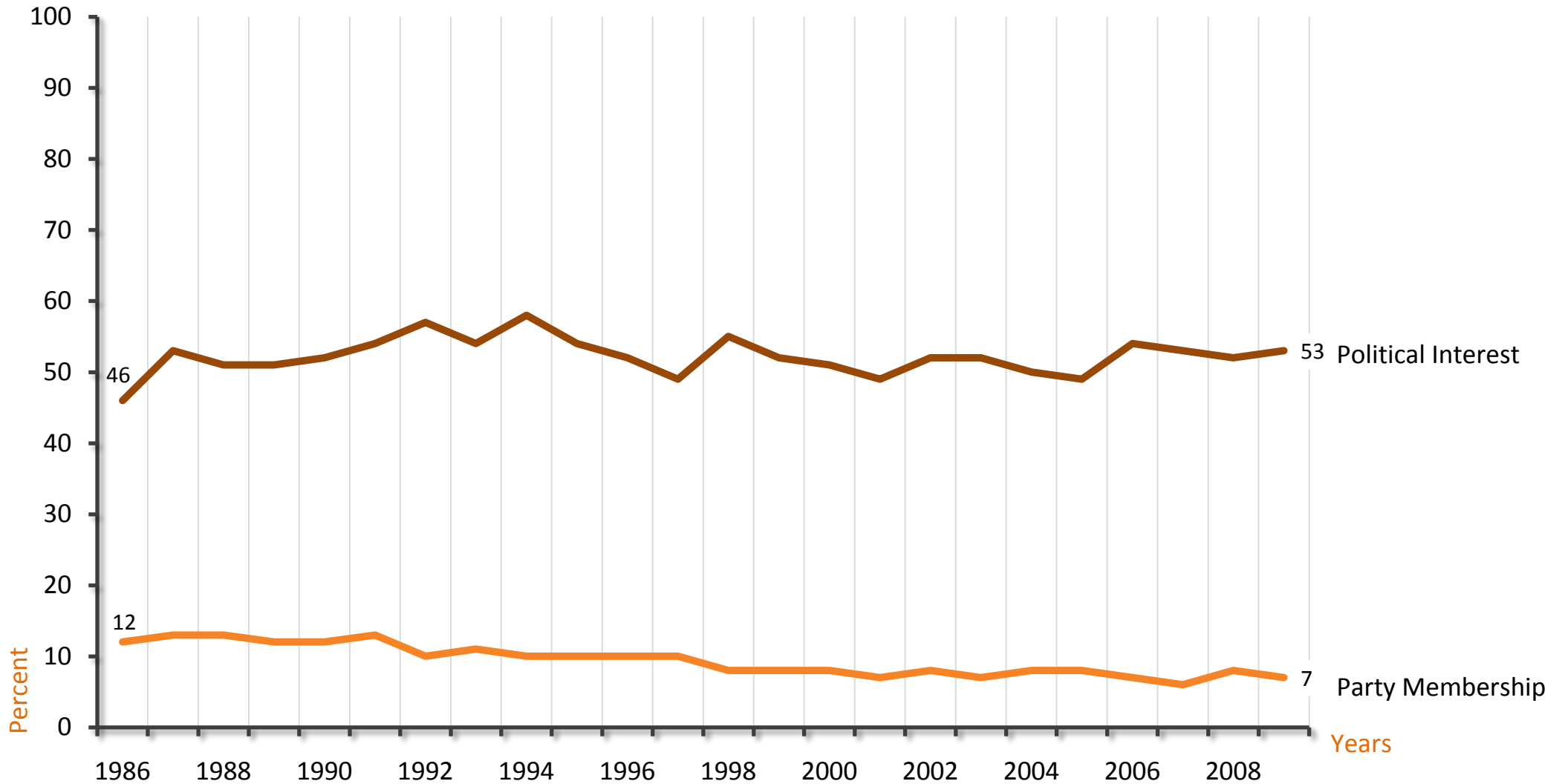
Principal investigator: Åsa Nilsson, phone: +46 31 786 1239, e-mail: asa.nilsson@jmg.gu.se

Question:

" Looking at today's situation, what worries you most?"

POLITICAL TRENDS





Comment: The results show percent "Very much" or "Fairly interested" in politics and percent party members among all respondents. Four response alternatives to the question asked: "Very interested; Fairly interested; Not especially interested; Not at all interested". Membership in party youth and women's organizations is included in party membership.

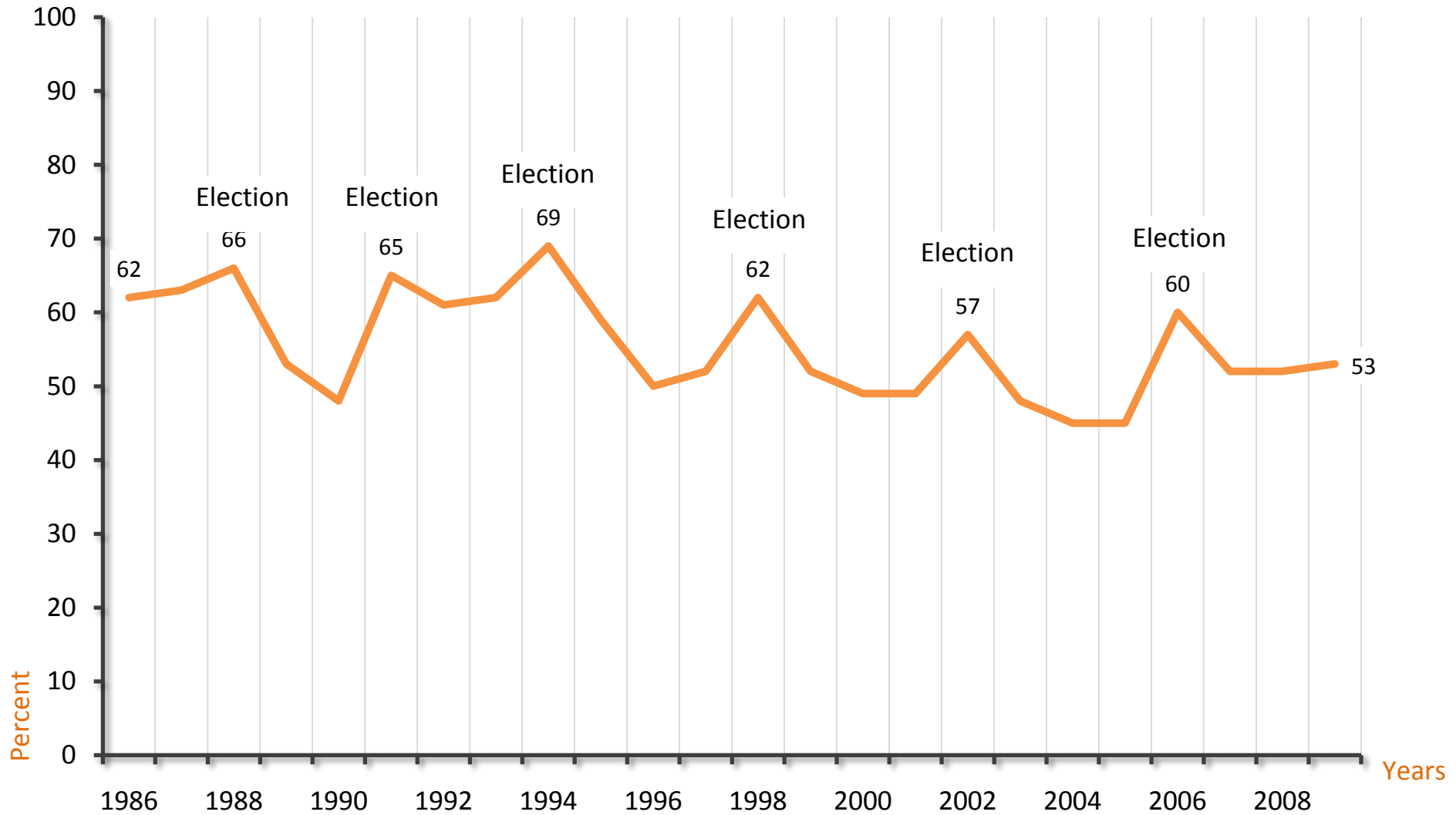
Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

"In general, how interested are you in politics?"

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	
The Left Party	3,1	2,9	4,7	7,7	7,5	5,1	3,9	3,0	6,8	13,5	12,7	9,5	12,3	14,6	15,5	12,1	8,3	9,3	8,9	5,7	5,8	5,6	6,2	5,3	
The Social Democratic Party	44,8	42,3	43,6	35,5	30,4	34,7	43,4	45,7	43,4	31,7	31,8	33,1	35,5	31,2	32,2	38,6	41,6	37,5	35,3	36,4	32,7	39,1	39,0	28,9	
The Green Party	5,5	7,8	8,4	7,5	4,7	3,8	2,7	3,0	5,1	12,4	8,4	7,5	5,6	5,7	4,6	3,6	4,0	5,5	5,4	5,8	7,6	7,8	7,4	10,6	
The Center Party	7,9	6,3	10,7	8,3	8,9	8,0	6,4	5,8	7,7	6,3	6,8	5,0	4,7	3,9	4,0	6,7	6,7	7,9	7,0	6,8	7,8	6,1	5,5	4,5	
The Liberal Party	17,7	19,9	11,8	15,7	13,6	9,5	7,4	9,1	8,2	5,4	6,6	6,4	5,1	5,1	4,8	4,2	16,6	12,4	10,4	8,9	7,2	9,3	7,2	7,8	
The Christian Democratic Party	1,2	1,9	3,6	3,2	5,6	9,0	2,6	3,9	3,7	3,4	3,7	4,3	11,8	12,8	13,1	10,8	8,0	7,7	5,1	4,5	7,2	4,9	4,1	3,8	
The Conservatives	18,8	16,5	15,5	22,1	29,3	22,6	23,1	22,9	23,8	27,3	27,0	30,6	22,5	24,7	23,4	21,7	11,8	16,9	23,3	27,5	27,0	22,4	24,3	29,1	
The New Democratic Party	-	-	-	-	-	7,3	10,5	6,6	1,3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
The Sweden Democratic Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,1	2,5	4,5	3,8
Other parties	1,1	2,5	1,7	-	-	-	-	-	-	-	3,0	3,7	2,5	2,0	2,3	2,7	3,0	2,9	4,6	4,4	2,6	2,3	1,8	6,2	
Sum Percent	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Percent No Party	5,8	10,2	9,7	14,0	17,8	16,3	9,5	10,1	7,1	9,7	10,7	11,1	6,0	10,8	9,8	10,1	6,4	8,5	10,3	9,1	7,4	8,0	6,8	5,3	



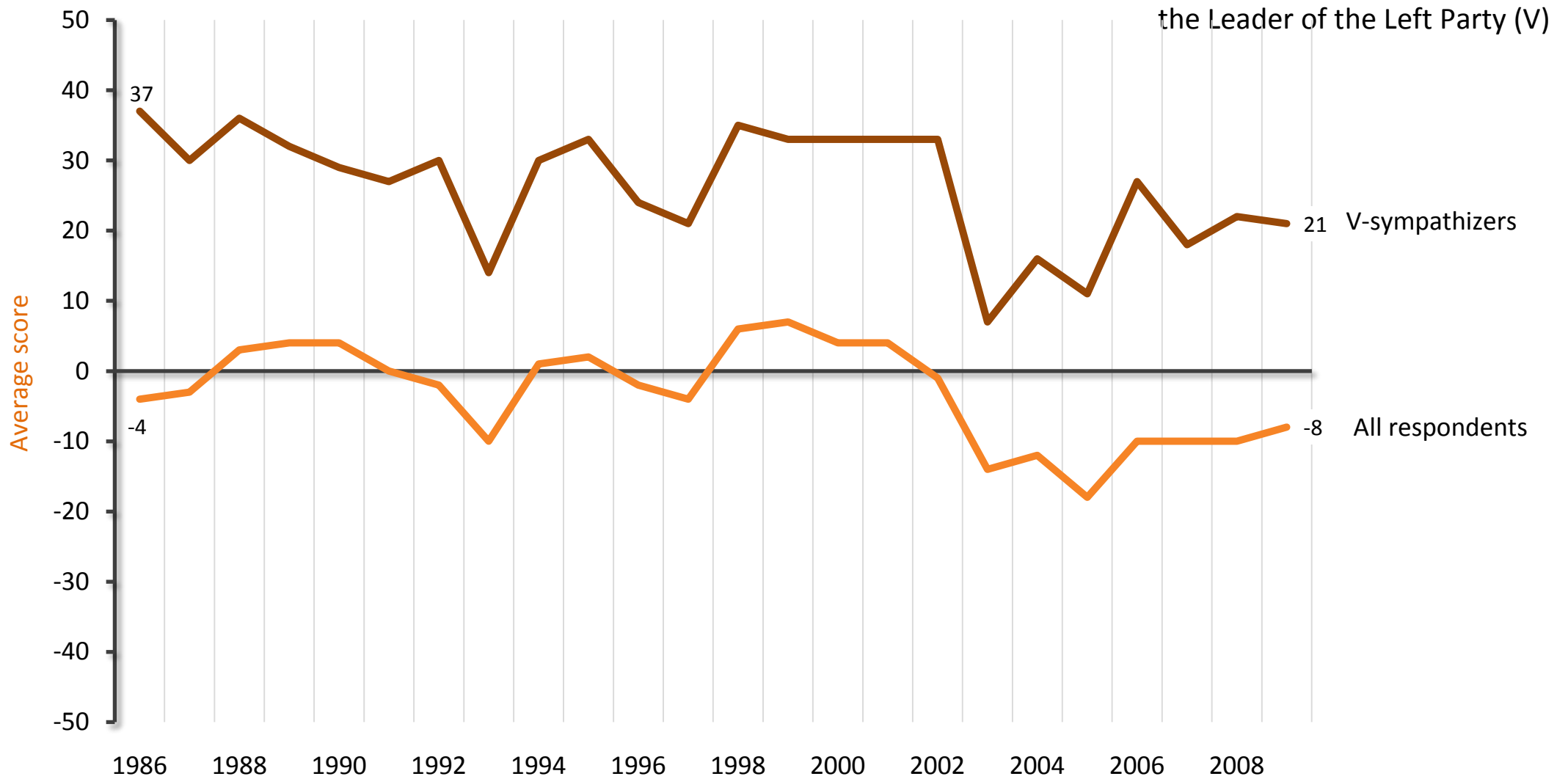


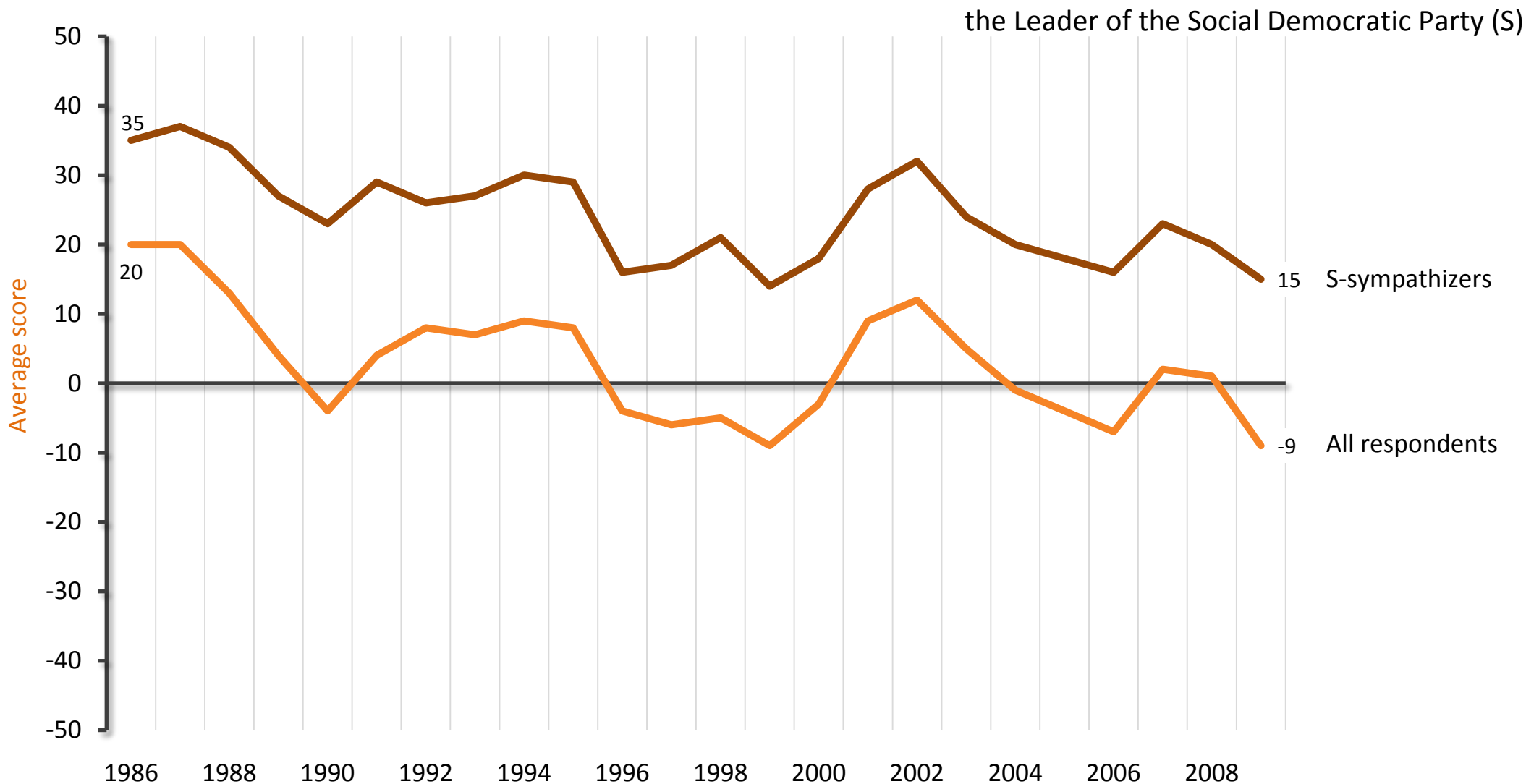
Comment: The results show percent very convinced or somewhat convinced party supporters among all respondents. The question is given to respondents stating a party preference. Response alternatives to the question asked: "Yes, very convinced", "Yes, somewhat convinced", "No".

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

"Do you consider yourself a convinced supporter of your party?"



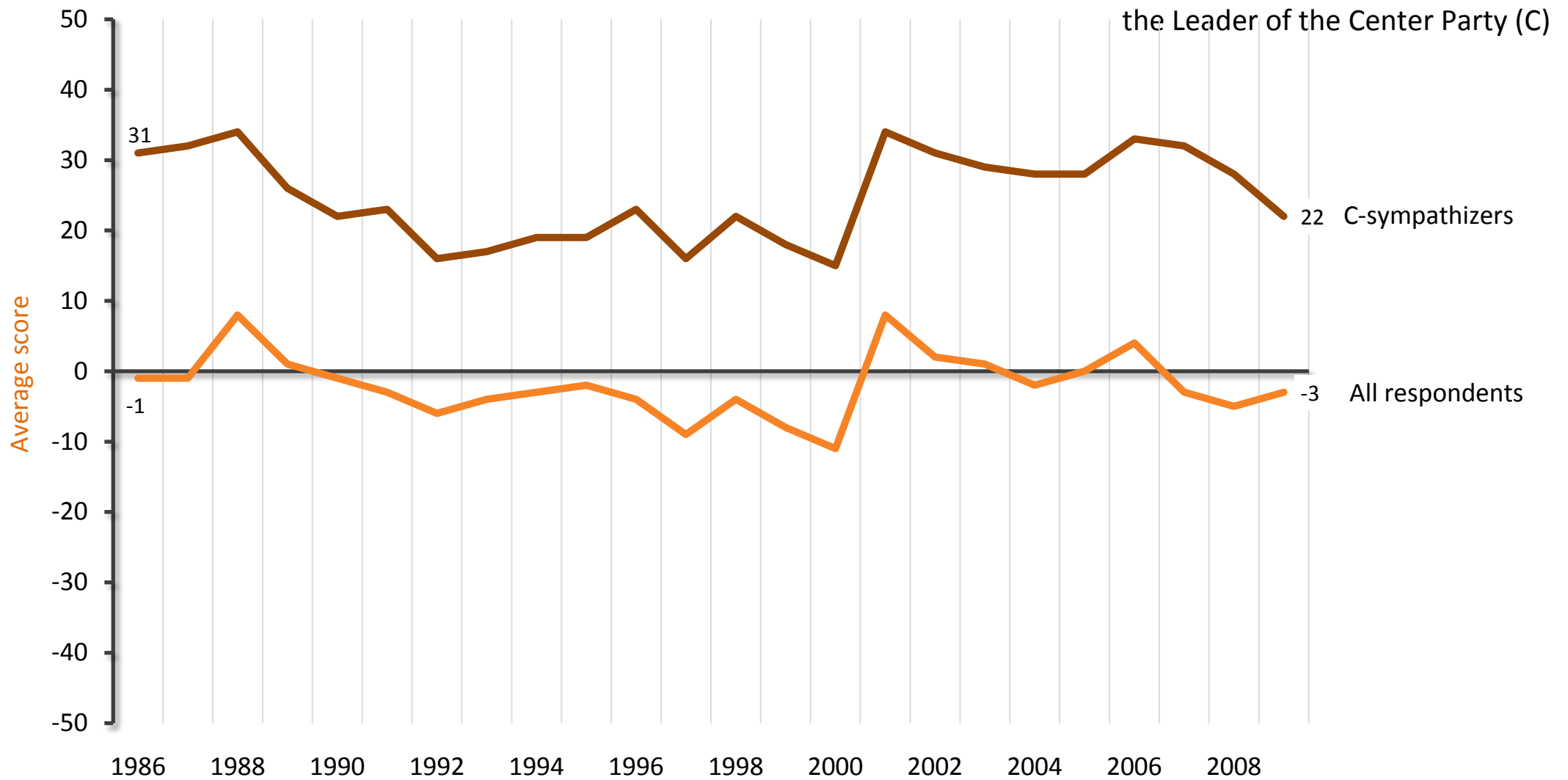


Comment: The results are based on answers on a dislike-like scale running between -5 ("Dislike") and +5 ("Like"). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 ("Dislike") and +50 ("Like").

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

" Generally speaking, how much do you like or dislike the party leaders? Using this scale where would you place the different party leaders?"

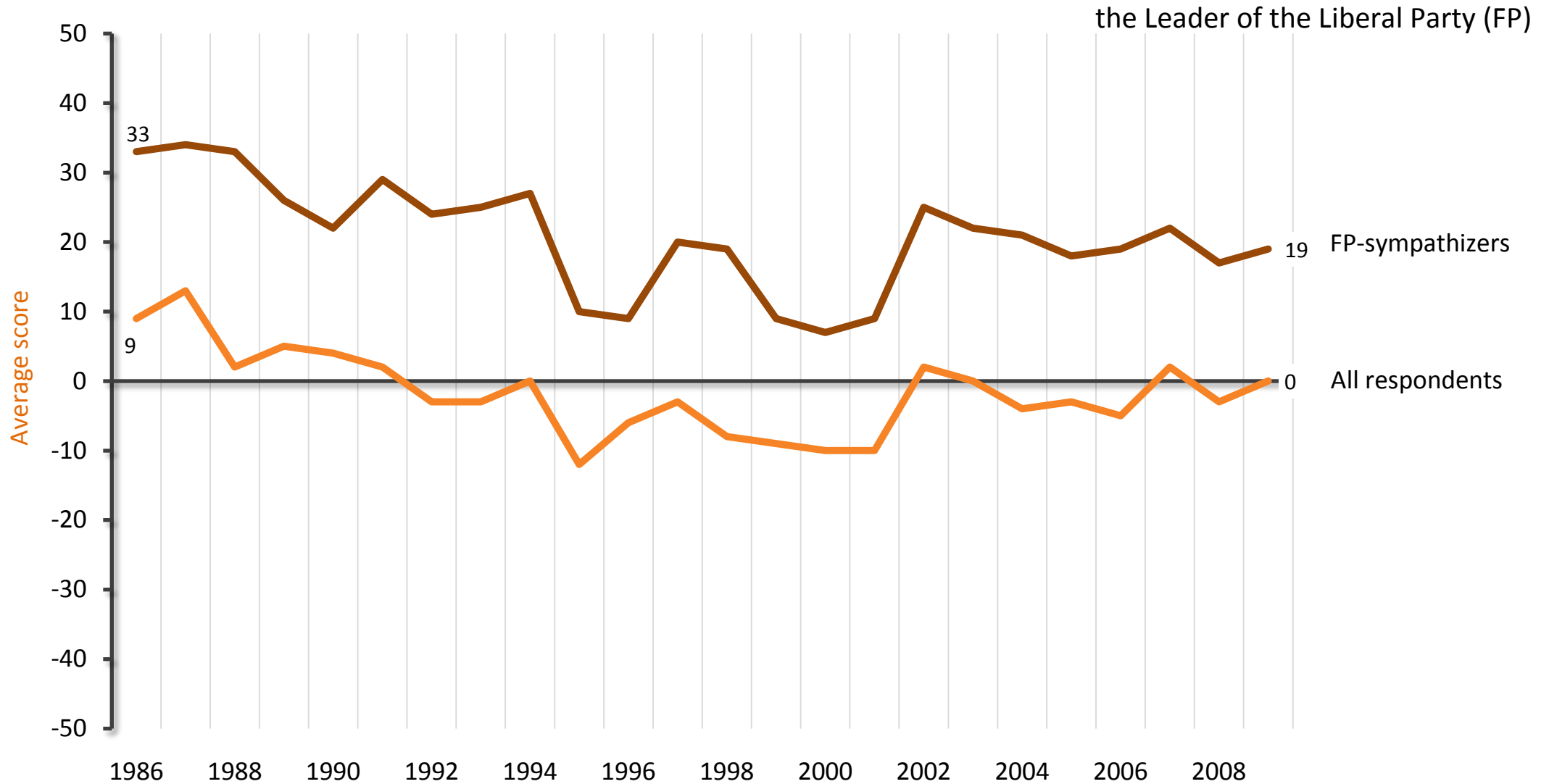


Comment: The results are based on answers on a dislike-like scale running between -5 ("Dislike") and +5 ("Like"). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 ("Dislike") and +50 ("Like").

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

"Generally speaking, how much do you like or dislike the party leaders? Using this scale where would you place the different party leaders?"

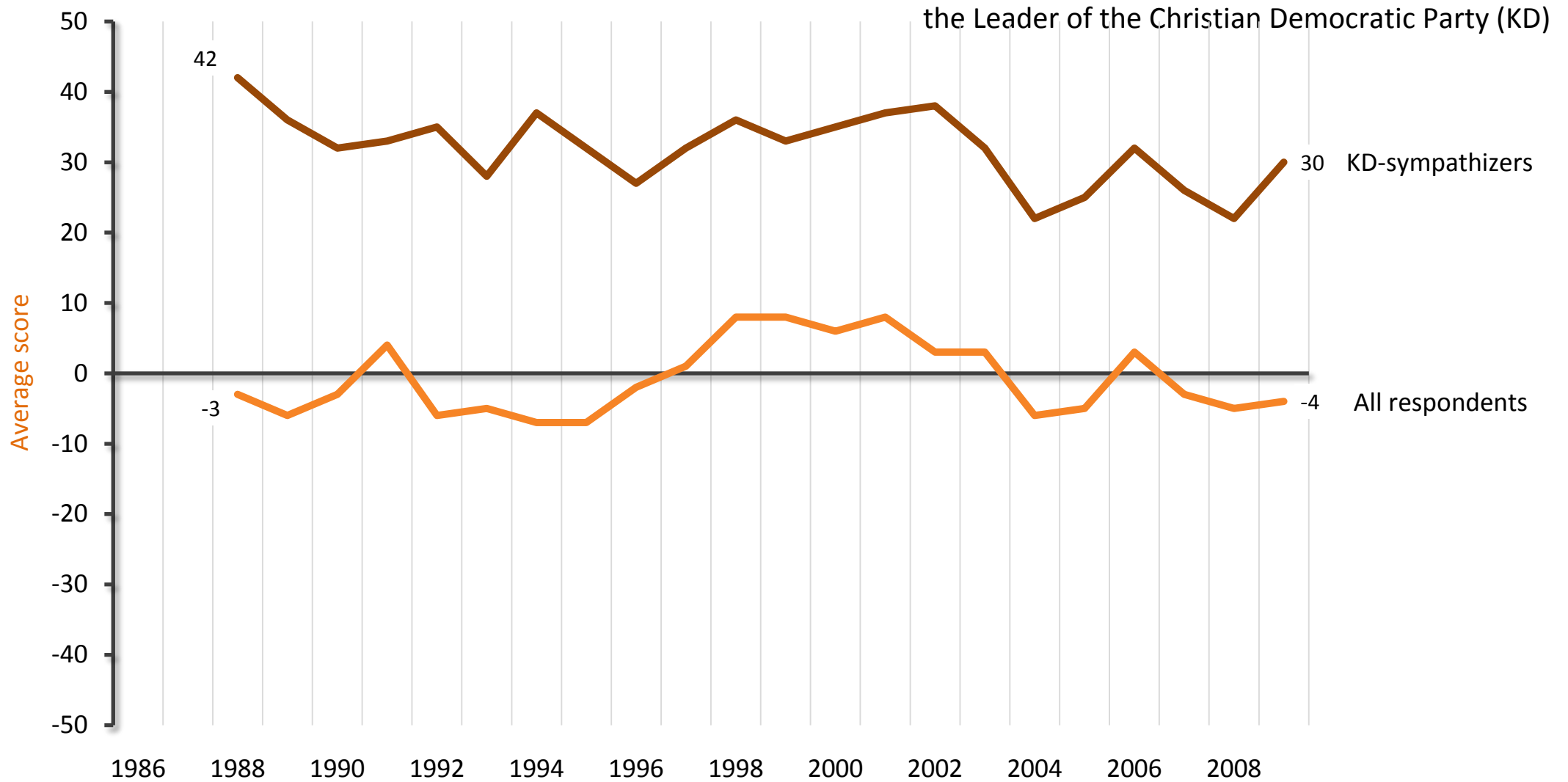


Comment: The results are based on answers on a dislike-like scale running between -5 ("Dislike") and +5 ("Like"). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 ("Dislike") and +50 ("Like").

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

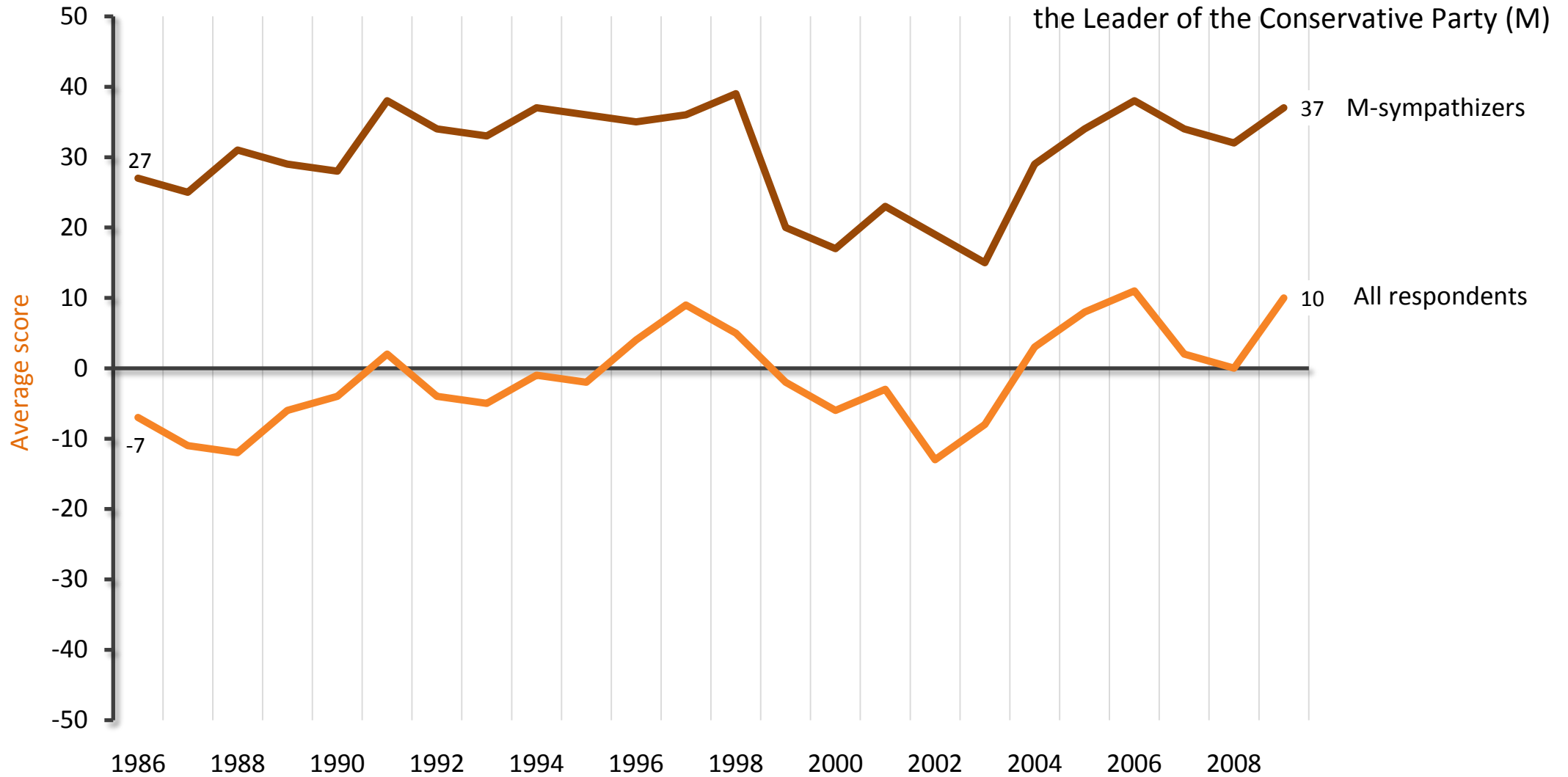
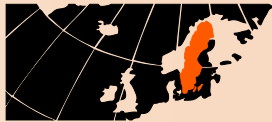
" Generally speaking, how much do you like or dislike the party leaders? Using this scale where would you place the different party leaders?"



Comment: The results are based on answers on a dislike-like scale running between -5 ("Dislike") and +5 ("Like"). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 ("Dislike") and +50 ("Like").

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:
"Generally speaking, how much do you like or dislike the party leaders? Using this scale where would you place the different party leaders?"



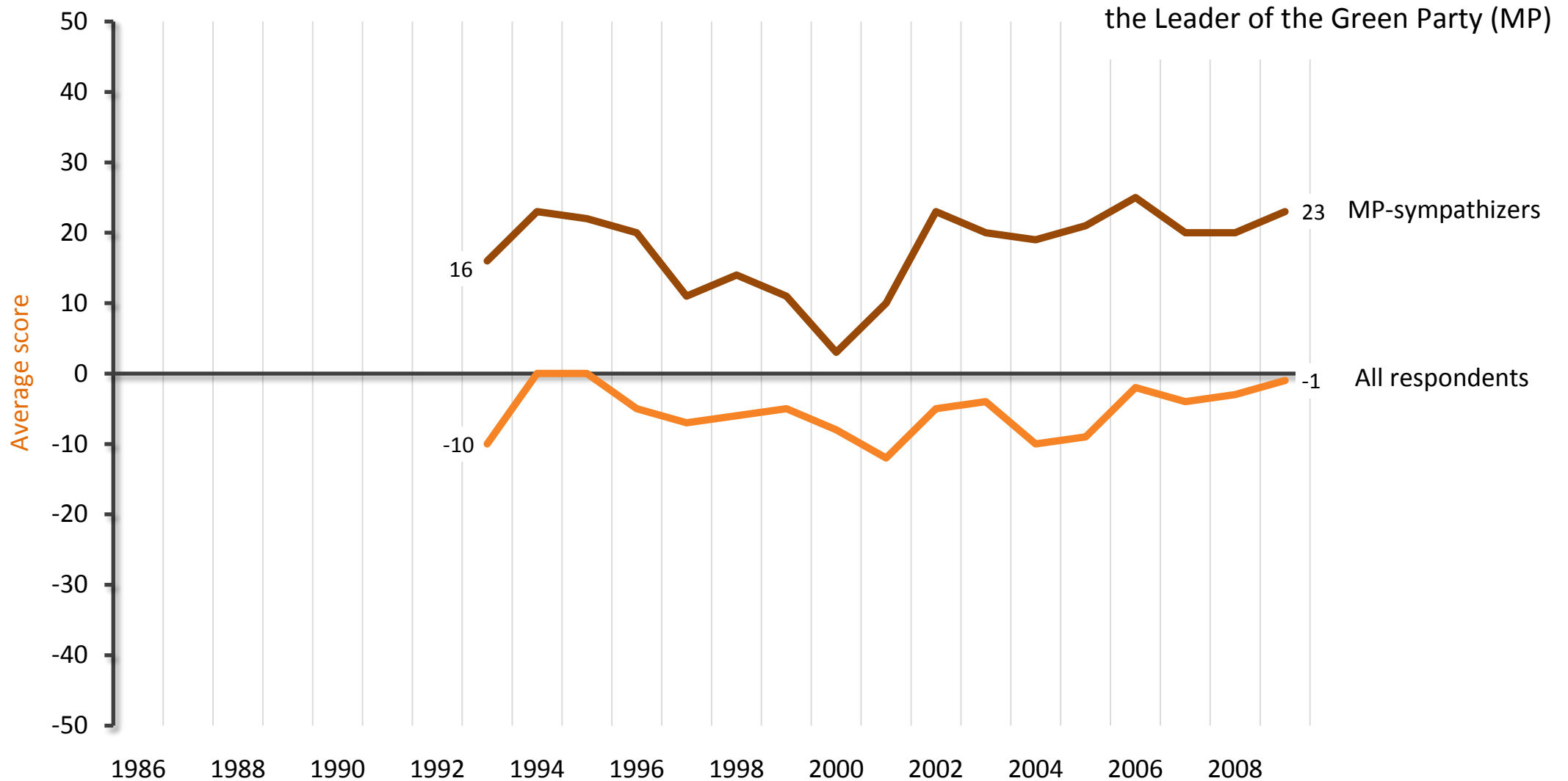
Comment: The results are based on answers on a dislike-like scale running between -5 ("Dislike") and +5 ("Like"). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 ("Dislike") and +50 ("Like").

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

" Generally speaking, how much do you like or dislike the party leaders? Using this scale where would you place the different party leaders?"

VOTER ASSESSMENTS OF THE PARTY LEADERS

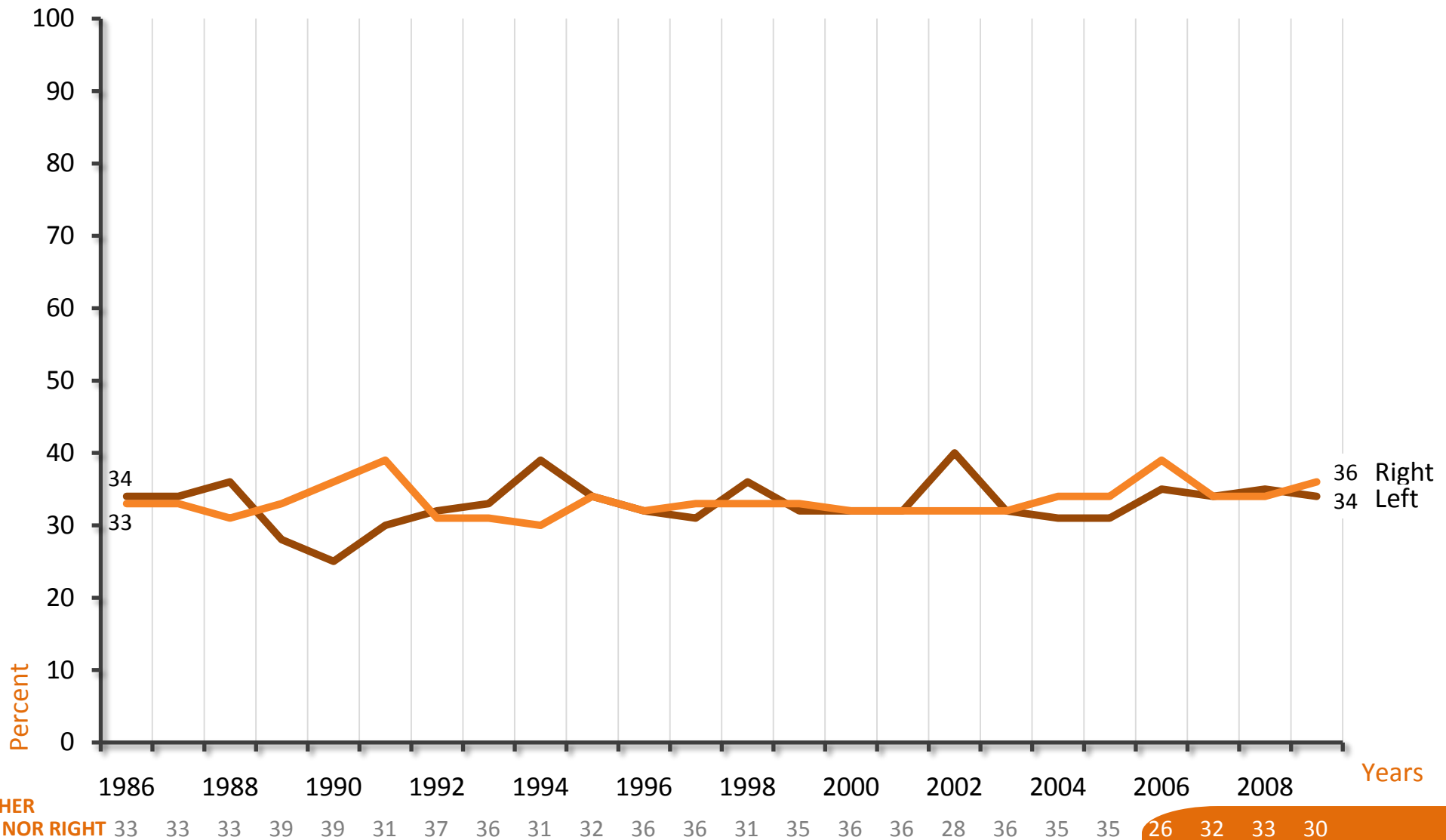


Comment: The results are based on answers on a dislike-like scale running between -5 ("Dislike") and +5 ("Like"). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 ("Dislike") and +50 ("Like"). The results are averages for the two spokespersons of the Green Party.

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

"Generally speaking, how much do you like or dislike the party leaders? Using this scale where would you place the different party leaders?"



**NEITHER
LEFT NOR RIGHT**

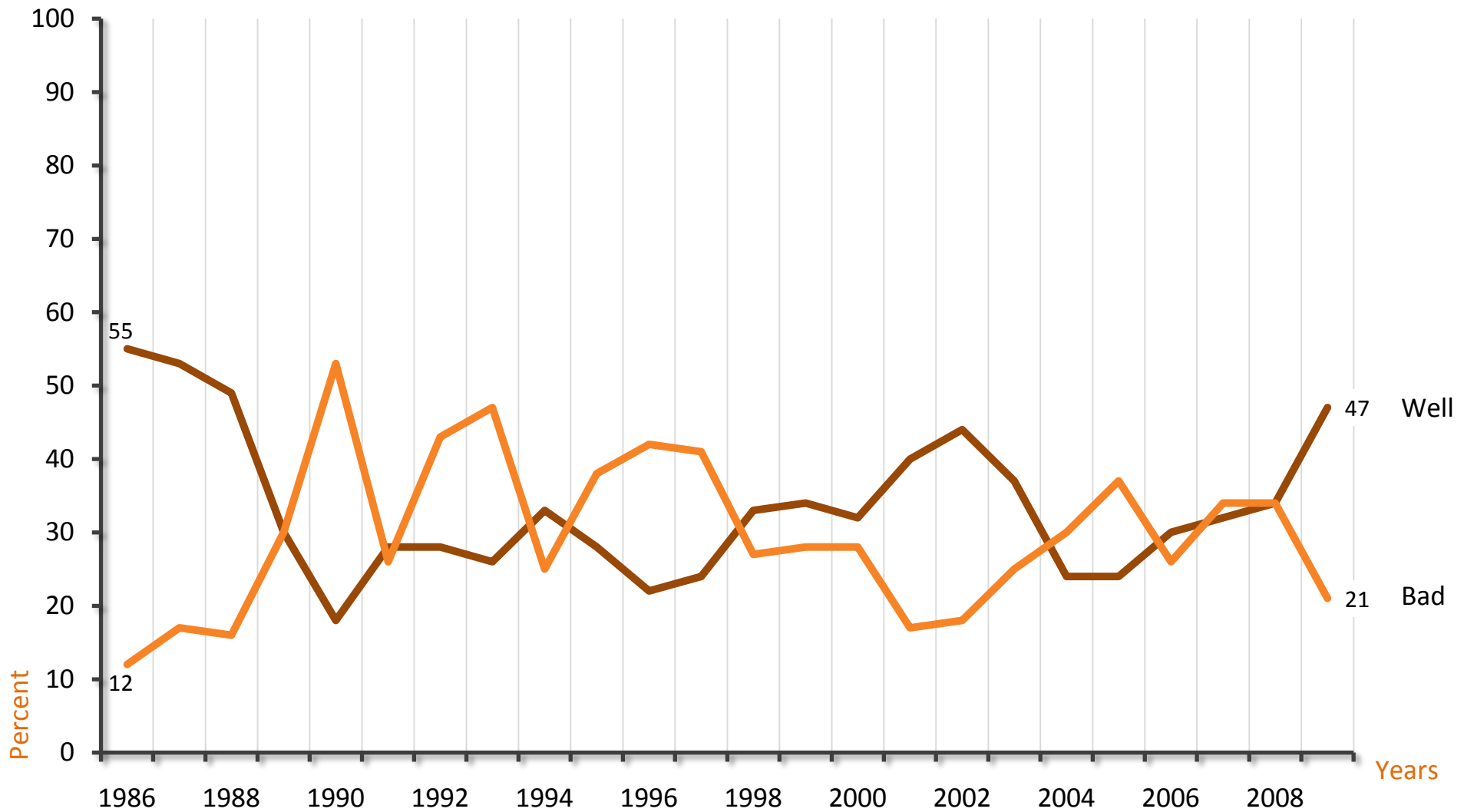


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Comment: No answers (3 - 5 percent on average every year) are excluded from the analysis. Five response alternatives: "Clearly to the Left; Somewhat to the Left; Neither to the Left, nor to the Right; Somewhat to the Right; Clearly to the Right".

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

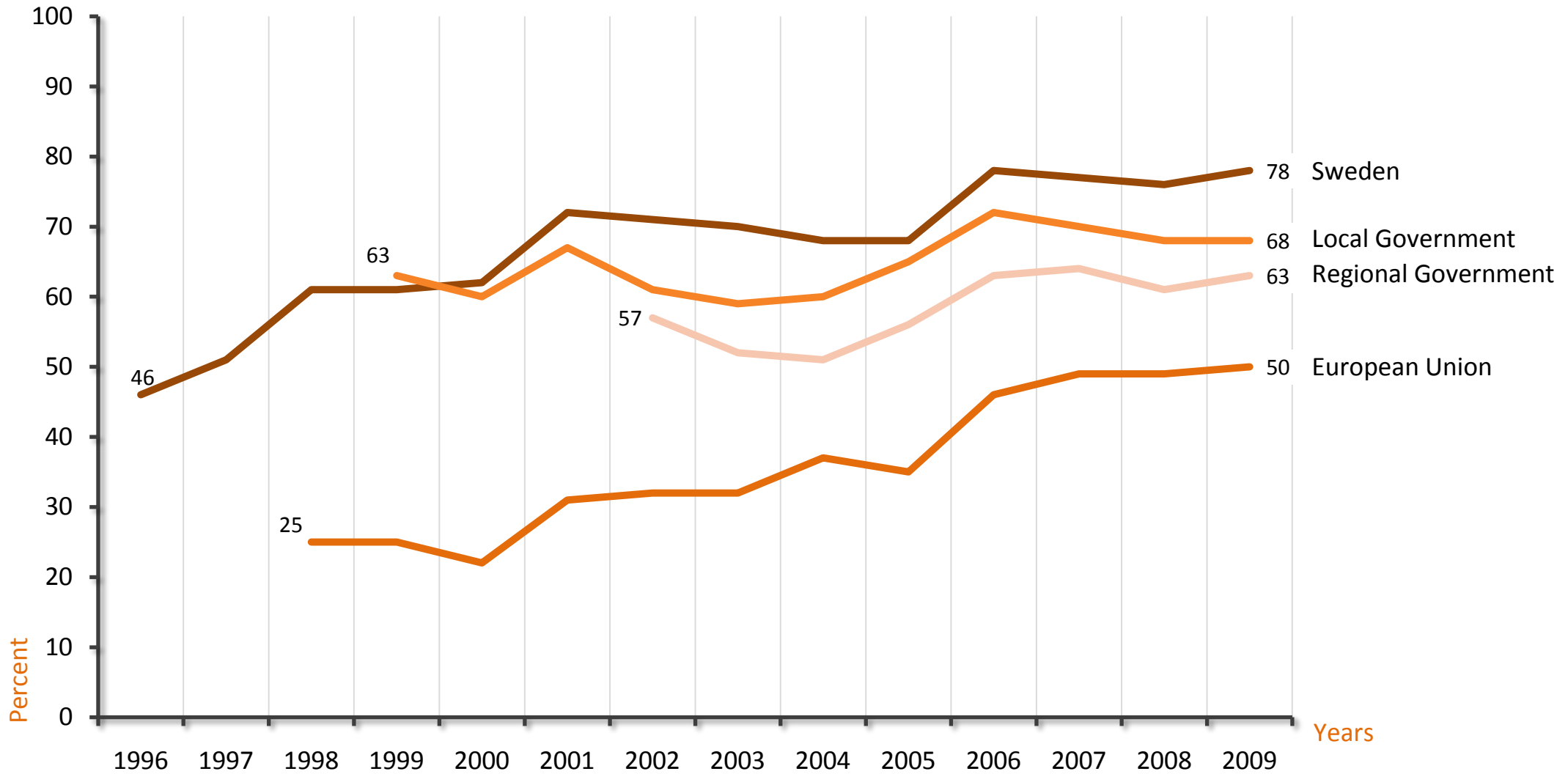
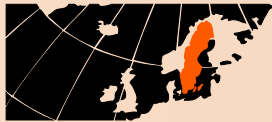
Question:
"It is sometimes said that political opinions can be placed on a scale from left to right. Where would you place yourself on such a left-right scale?"



Comment: The results show percent respondents answering "Very" or "Fairly well/bad". The percentages are based on all respondents. In 1991, 1994 and 2006 there were government turnovers. Five response alternatives to the question asked: "Very well; Fairly well; Neither well, nor badly; Fairly badly; Very badly".

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:
"How well do you think the Government is doing its job?"

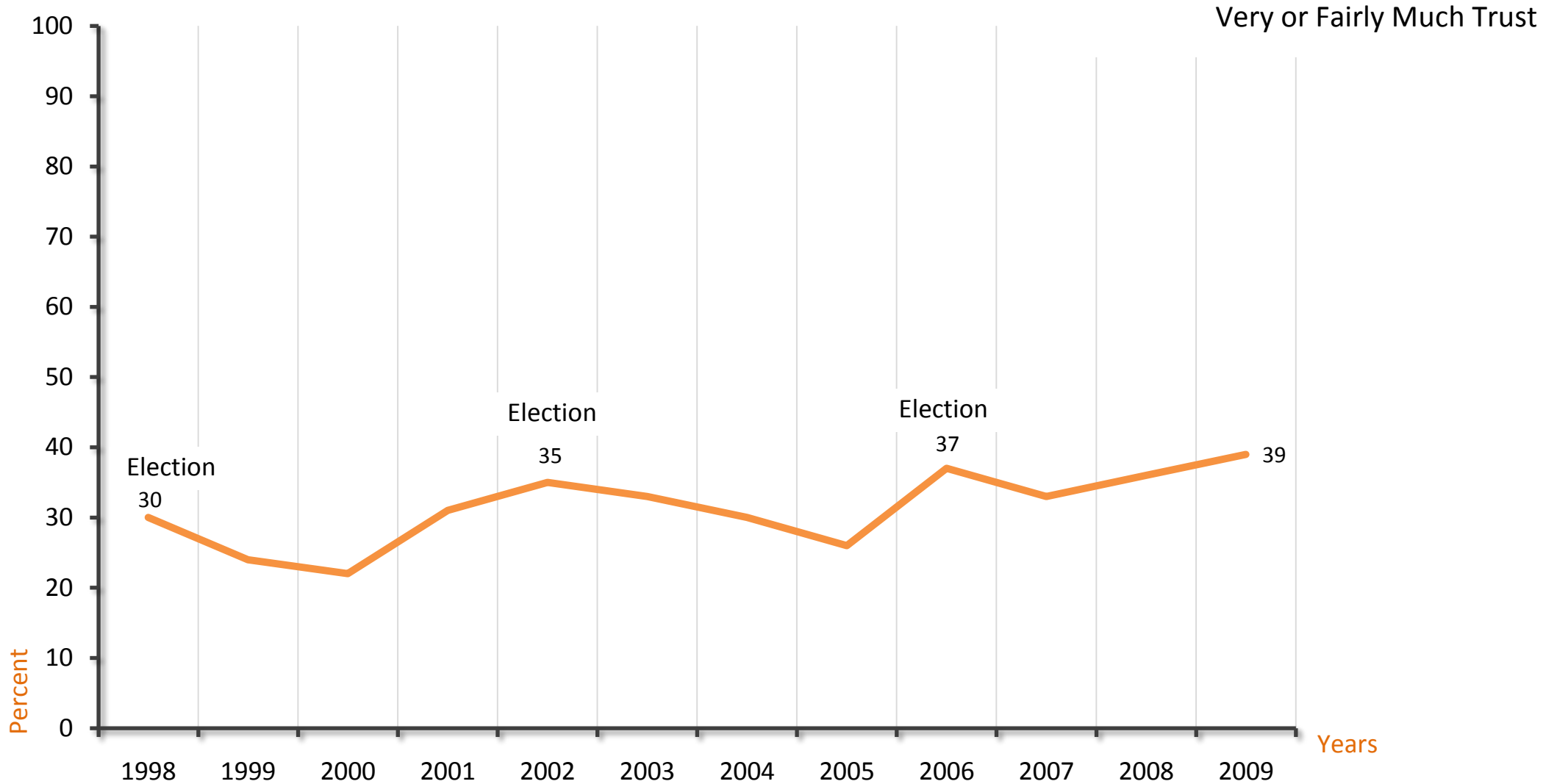


Comment: The results show percentages responding "Very" or "Fairly satisfied" among people answering the questions. Four questions asked: "Satisfied with the way democracy works ... 1) In your country, 2) In your region, 3) In your local government and 4) In the European Union."

Principal investigators: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se;
Lennart Nilsson, phone: +46 31 786 1595, e-mail: lennart.nilsson@cefos.gu.se; Lennart Weibull, phone: +46 31 786 1218, e-mail:

Question:

" On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the way democracy works?"

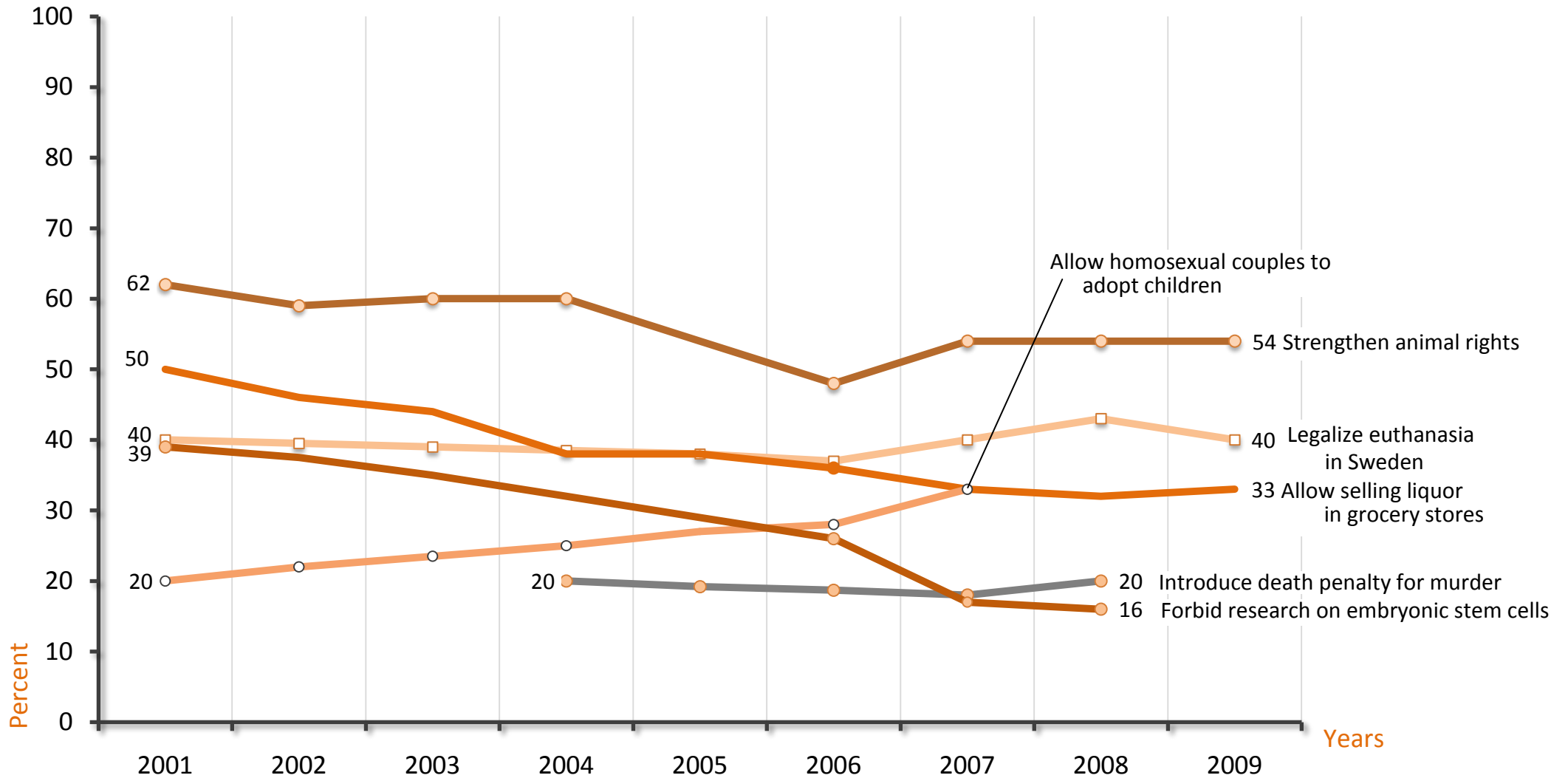


Comment: The results show percent answering “Very much” or “Fairly much” among all respondents. No answer varies between 1-4 percent, and is included in the percentage base. Four response alternatives to the question asked: “Very much, Fairly much, Fairly little, Very little”.

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

“In general, how much do you trust Swedish politicians?”



Comment: The results show percent answering "Very good" or "Fairly good" proposal among persons who answered each item. Six response alternatives are to the question asked: "Very good proposal; Fairly good proposal; Neither good nor bad proposal; Fairly bad proposal; Very bad proposal; No opinion".

Principal investigators: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu

Question:
"Here are a number of proposals.
What is your view on them?"

POLITICAL ISSUES



	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Employment	15	6	2	7	39	49	59	58	51	58	50	51	28	14	14	14	14	20	33	44	22	22	37
Health care	24	21	22	24	20	19	22	18	15	25	35	30	41	39	41	38	43	33	29	29	25	25	25
Environment	53	62	46	32	38	19	17	20	27	10	10	9	11	9	9	10	6	7	10	13	21	21	21
Education	12	9	12	10	11	9	4	8	7	10	22	34	38	35	37	32	23	18	19	24	21	21	20
Swedish economy	8	10	9	32	24	39	29	32	24	10	7	9	7	6	9	10	11	9	9	8	9	18	14
Immigrants/Refugees	7	8	11	14	13	19	25	12	14	13	10	8	13	12	13	19	11	11	14	14	14	12	14
Pensions/Elderly care	10	10	16	13	16	14	16	12	10	17	19	15	21	23	22	24	21	19	20	16	14	15	12
Law and order	20	13	38	11	15	8	9	11	25	14	13	15	16	15	12	12	18	18	16	14	14	14	9
Social policy	3	5	3	6	9	7	5	6	6	7	4	17	6	7	6	6	9	8	6	9	11	8	9
Taxes	7	9	14	13	6	3	2	3	2	4	6	7	5	8	7	7	6	7	9	7	5	4	5
Family/Child care	6	9	8	8	7	8	9	6	4	6	7	7	5	7	6	7	7	6	5	6	5	4	4
Gender equality	1	0	0	0	1	1	0	1	1	0	0	1	1	1	1	2	2	2	3	3	3	2	2
Communication	1	1	1	2	1	0	0	1	0	0	1	1	1	2	2	2	1	1	1	2	2	3	1
Energy/Nuclear power	8	10	9	8	1	2	2	1	2	2	2	2	0	1	1	1	1	1	2	2	1	2	1
Religion/Ethics	1	4	3	2	2	2	1	2	3	5	2	2	3	4	4	4	5	4	4	2	3	1	1
Agriculture/Regional policy	2	2	2	1	3	1	1	0	0	0	1	1	1	1	2	2	1	1	1	1	1	1	1
EU/Euro	1	3	3	7	6	11	9	15	7	3	3	4	3	4	3	3	7	3	1	1	1	0	1
Number of respondents	1672	1643	1578	1582	1573	1889	1857	1777	1707	1779	1754	3561	3503	3546	3638	3609	3675	3612	3499	3336	3435	3259	4926

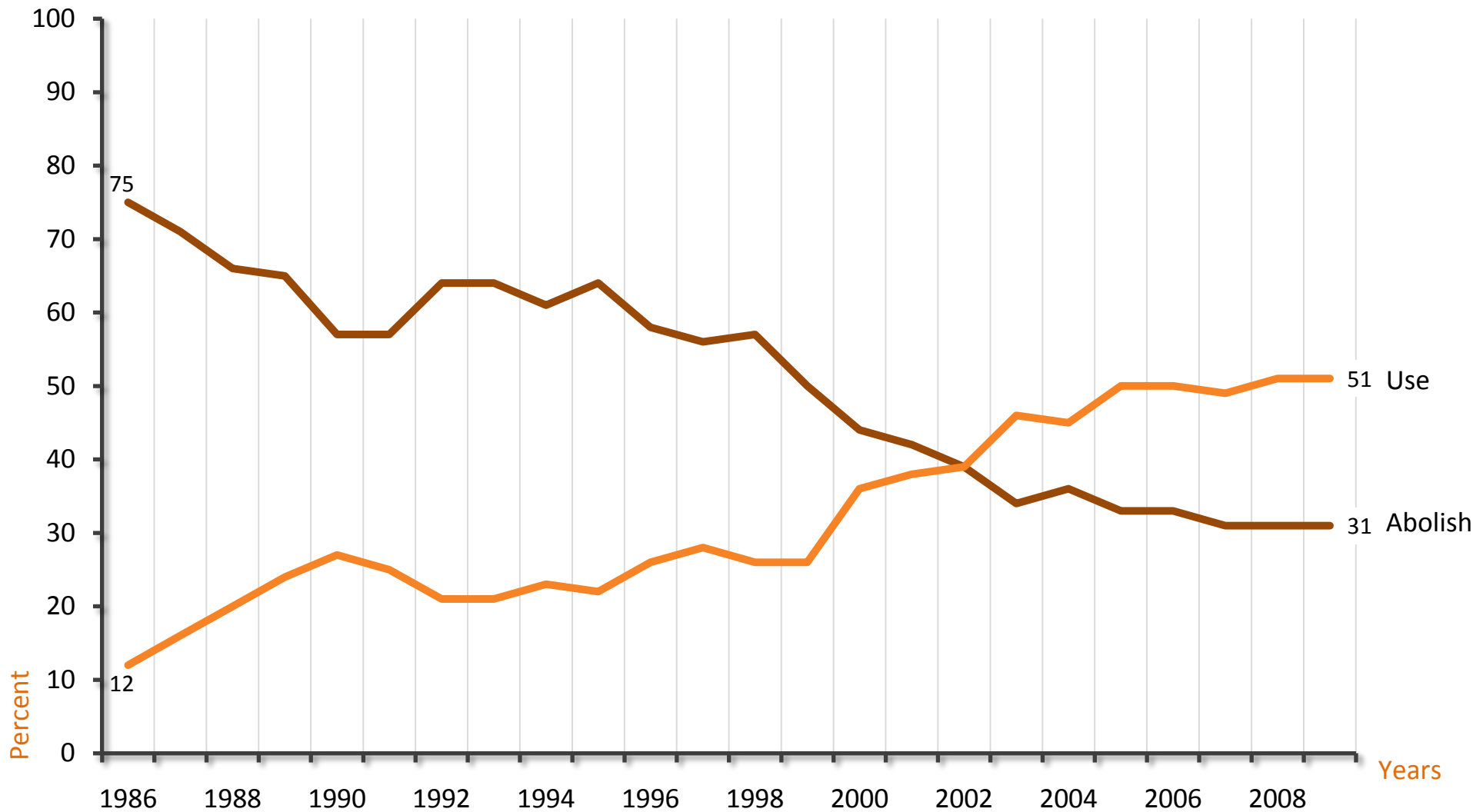
Comment: The percentages are based on all respondents. The respondents were asked to provide a maximum of three issues/societal problems. The question is open-ended.

Principal investigators: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu

Question:

“ Which issue(s) or societal problem(s) do you think is/are the most important in Sweden today?”



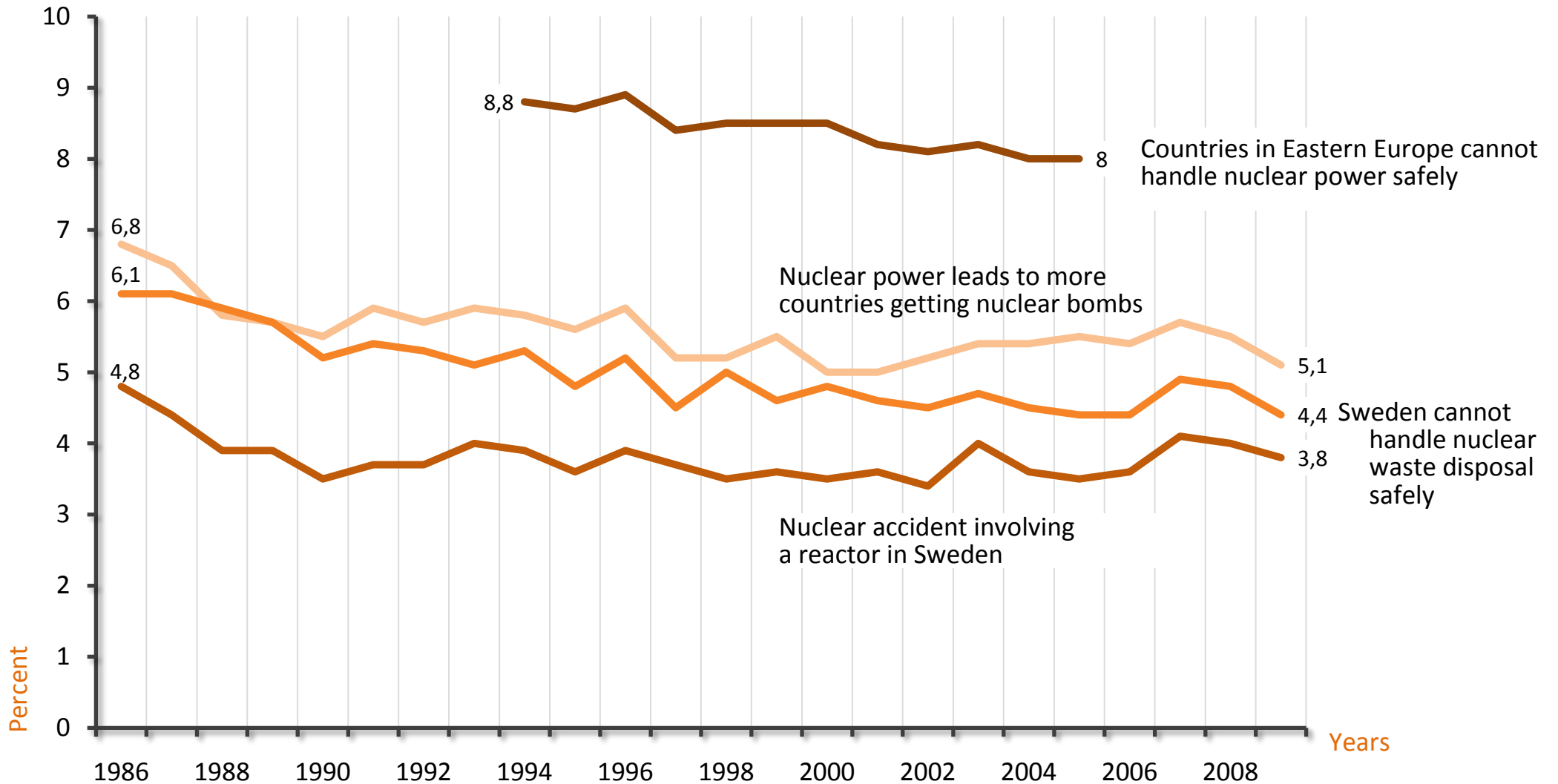


Comment: All respondents are included in the percent calculations. Five response alternatives to the question asked: "Abolish nuclear power quickly; Abolish nuclear power, but not until our present reactors have done their job; Use nuclear power and renew the reactors when they are worn out; Use nuclear power and build additional reactors in the future; No definite opinion."

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

"What is your view on the long term use of nuclear power as an energy source in Sweden?"

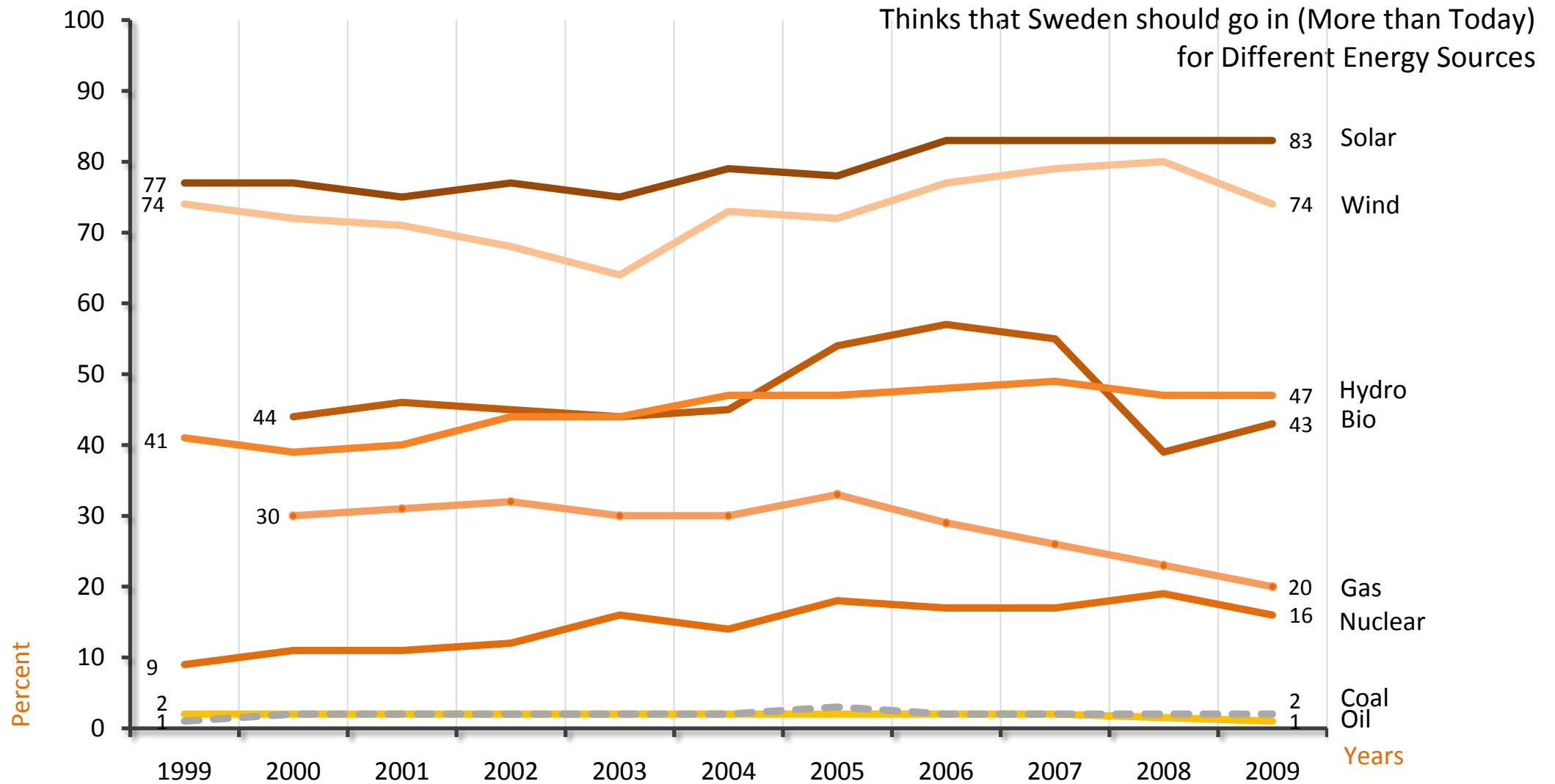


Comment: The results are means ranging between 1 ("Low risk") and 10 ("High risk"). Response alternatives to the question asked, were offered in the form of a scale ranging between 1 ("Very little risk") and 10 ("Very large risk").

Principal investigator: Per Hedberg, phone: +46 31 786 1199, e-mail: per.hedberg@pol.gu.se

Question:

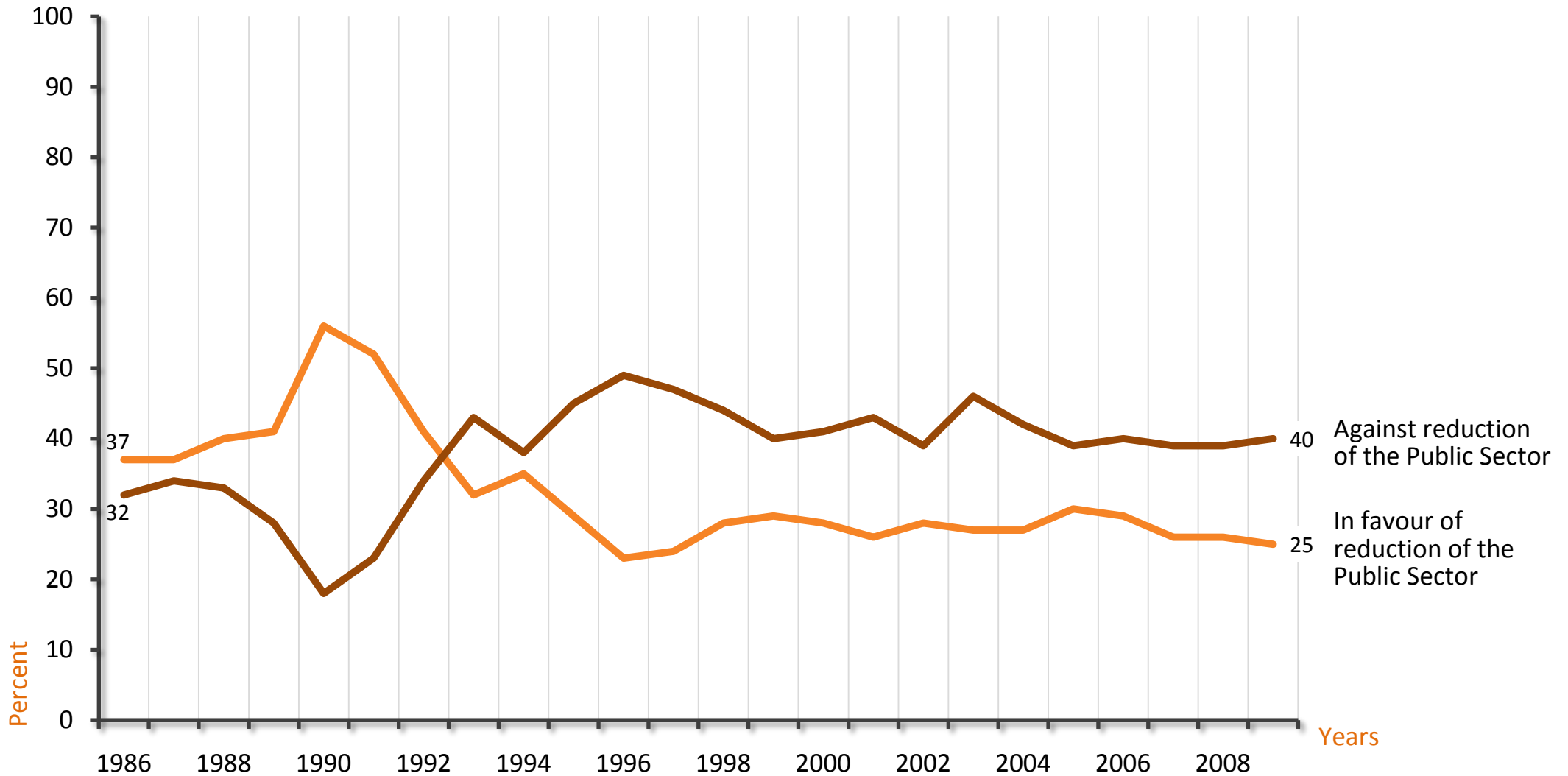
"What is your opinion on the following risks that have been discussed in connection with nuclear power?"



Comment: All respondents who answered each question are included in the percentage base. The result for Wave Power was 52 percent in 2006, 54 percent in 2007, 57 percent in 2008 and 59 percent in 2009. Five response alternatives to the question asked: "More than today; About as today; Less than today; Abolish/give up the energy source completely; No opinion".

Principal investigator: Per Hedberg, phone: +46 31 786 1199, e-mail: per.hedberg@pol.gu.se

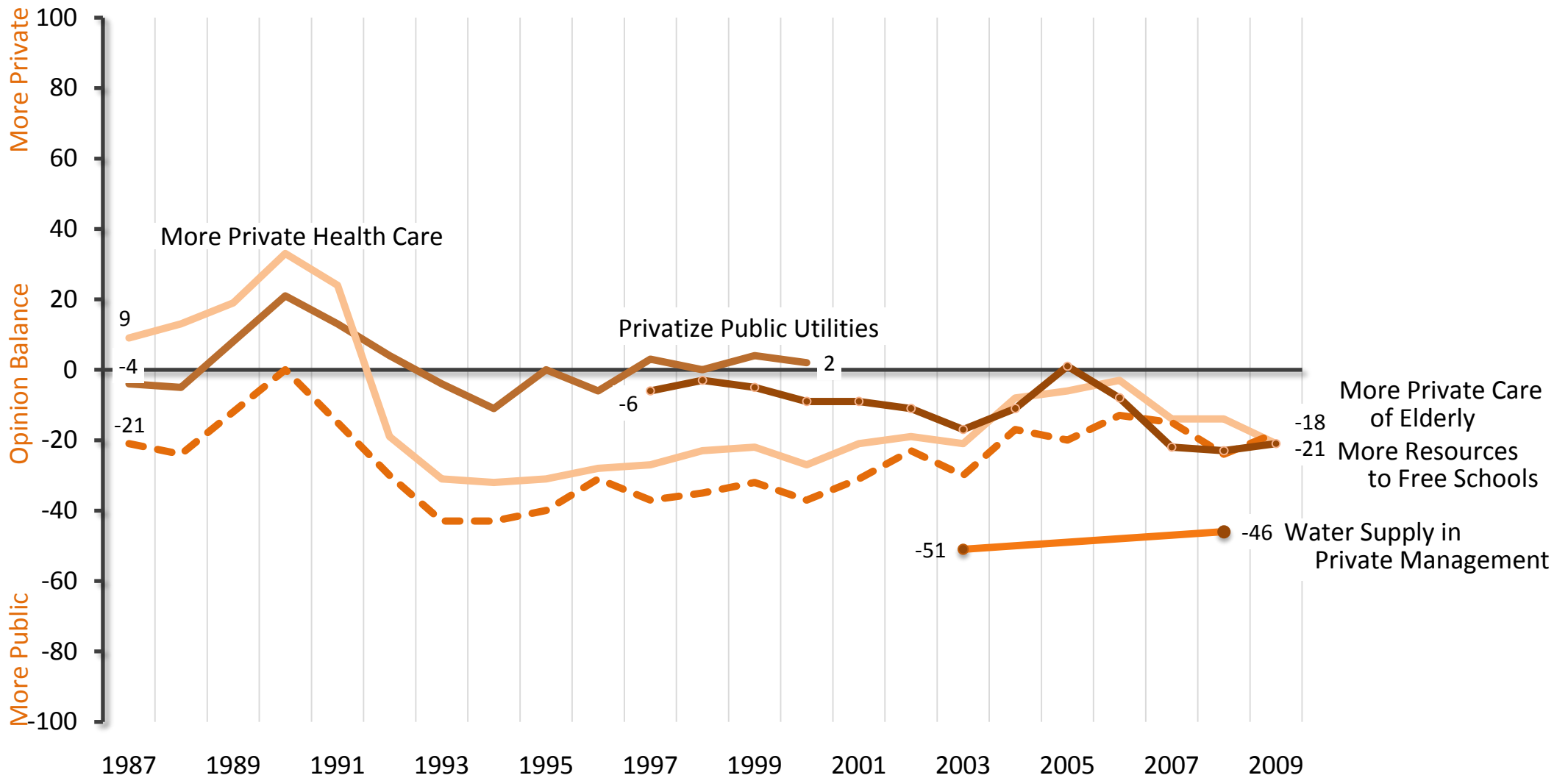
Question:
 "During the next 5 – 10 years, to what extent should Sweden go in for the following energy sources?"



Comment: All respondents who answered any item in the battery of questions are included in the percent calculations. Six response alternatives to the question asked; "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal".

Principal investigator: Lennart Nilsson, phone: +46 31 786 1215, e-mail: lennart.nilsson@cefos.gu.se

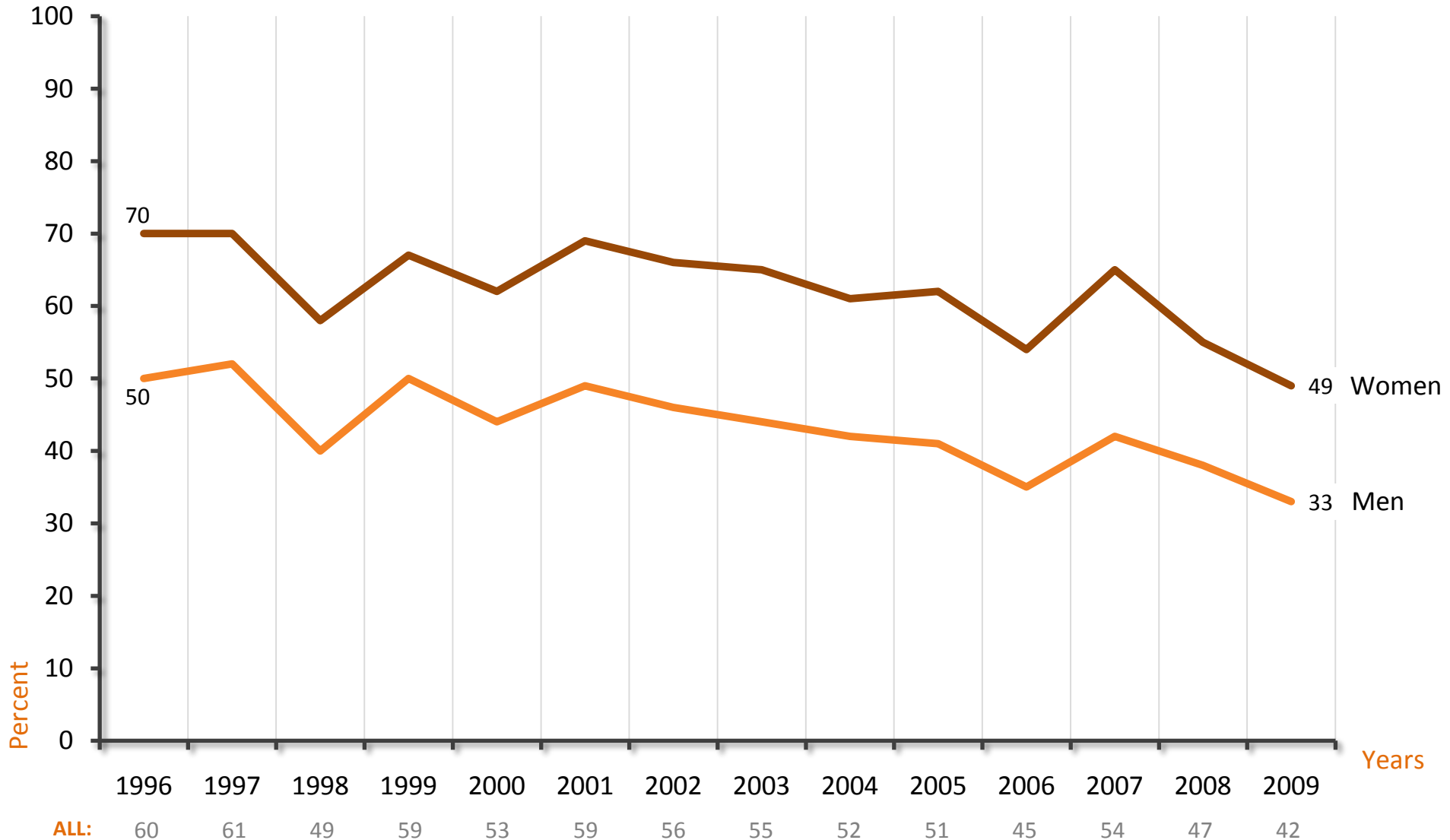
Question:
"Reduce the size of the public sector?"



Comment: The results are percent in favour of a proposal minus percent opposed (opinion balance). All respondents who answered any item in the battery of questions are included in the percent calculations.

Principal investigator: Lennart Nilsson, phone: +46 31 786 1215, e-mail: lennart.nilsson@cefos.gu.se

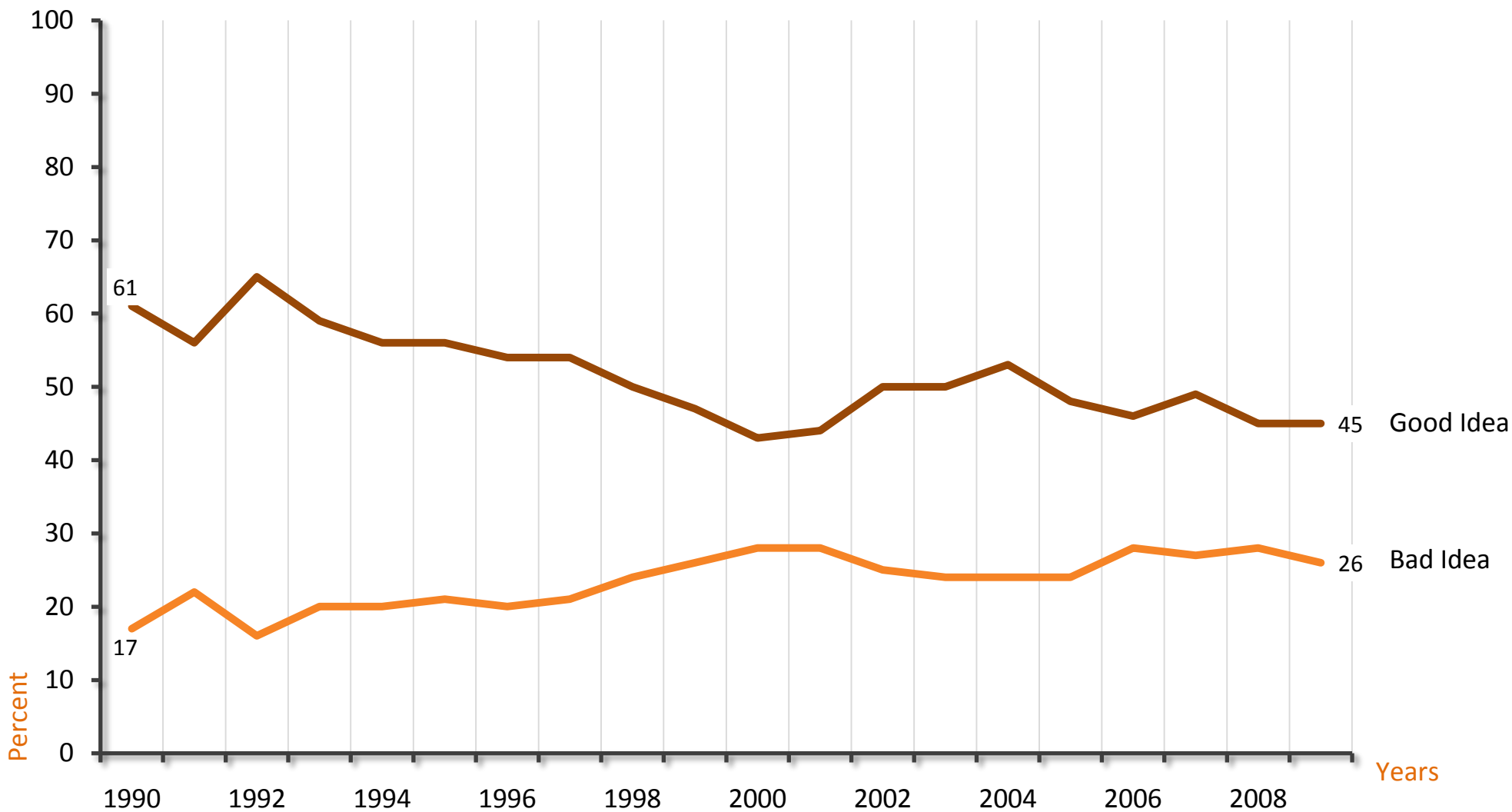
Questions:
 "Convert public utilities like Swedish Telecom into private enterprises; increase the proportion of health care operated by private interests; let private enterprises handle care for the elderly; give more resources to free schools". In all four cases response alternatives were: "very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal?"



Comment: The results show percent respondents answering "Very good" or "Fairly good", among women and men. The percentages are based on the number of respondents answering the question. Five response alternatives to the question asked: "Very good idea; Fairly good idea; Neither good, nor bad idea; Fairly bad idea; Very bad idea".

Principal investigator: Helena Rohdén, phone: +46 31 786 1201, e-mail: helena.rohden@pol.gu.se

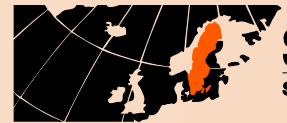
Question:
"Introduce a six hour work day for all gainfully employed?"



Comment: The results show percent answering "Very good/bad" or "Fairly good/bad" among respondents who answered the question. Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal".

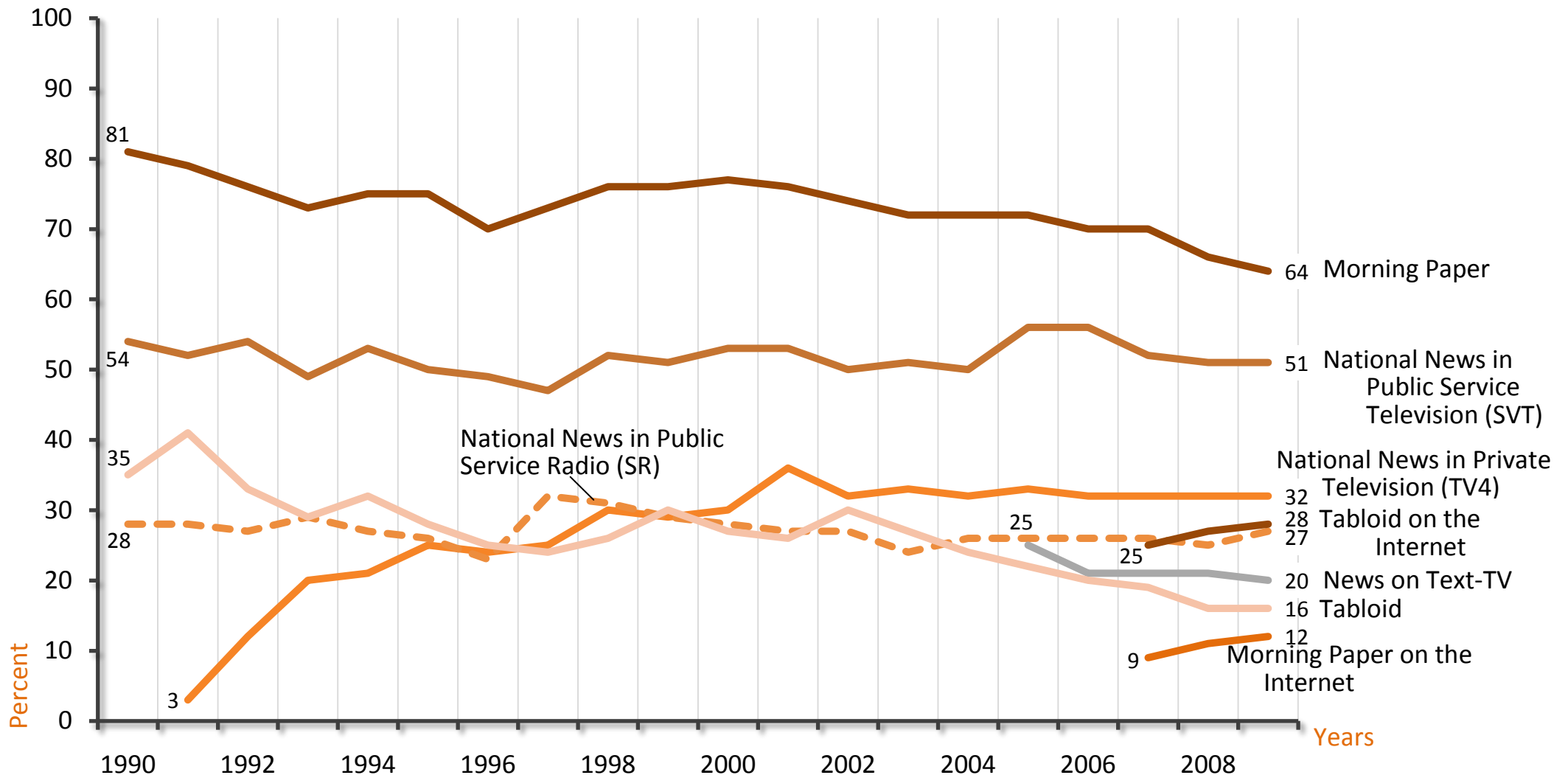
Principal investigator: Marie Demker, phone: +46 31 786 1242, e-mail: marie.demker@pol.gu.se

Question:
"Accept fewer refugees into Sweden?"



MEDIA TRENDS

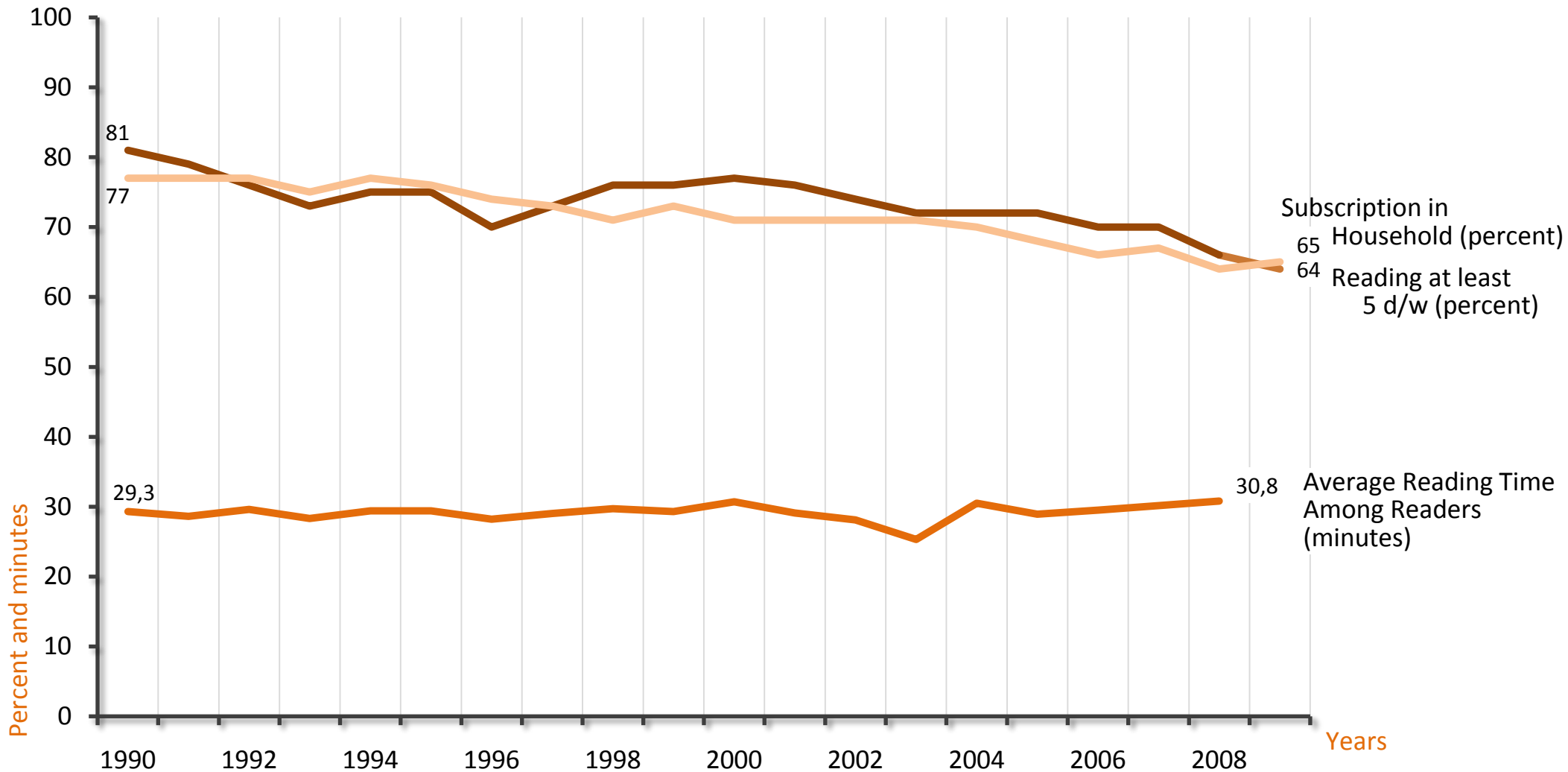




Comment: The results show percent of all respondents reading a morning paper in print or online at least five days a week, reading an evening tabloid in print or online at least three days a week, and watching the specified TV news show at least five days a week.

Principal investigators: Annika Bergström, phone: +46 31 786 5178, e-mail: annika.bergstrom@jmg.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Questions:
“How often do you usually watch or listen to the following programmes on radio or television? If you read a morning paper regularly – about how many times a week do you usually read? How often have you visited news sites on the Internet?”



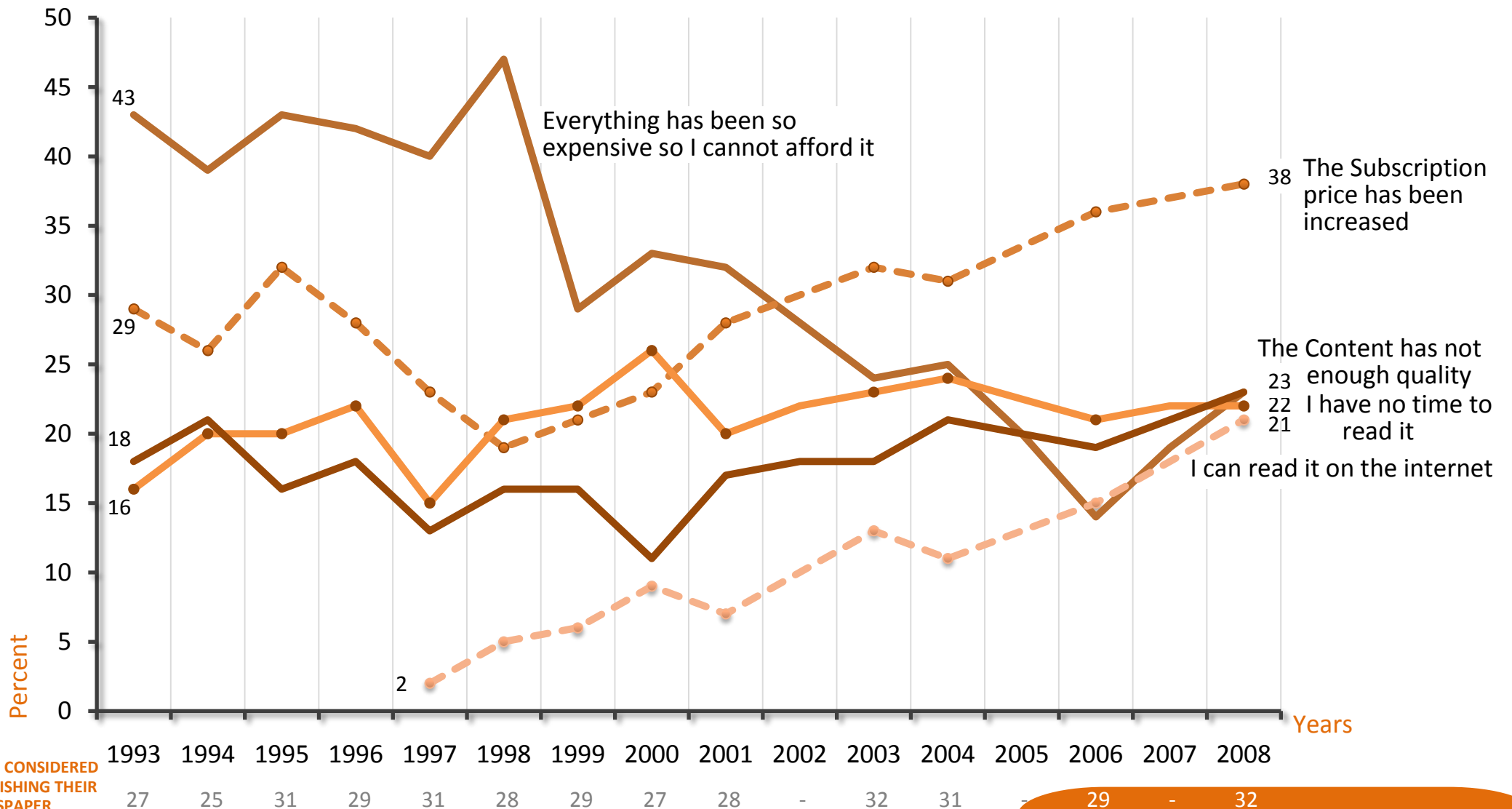
Comment: The results show percent of all respondents reading at least one morning paper at least five days a week (except reading on the internet). Average reading time among readers at least once a week.

Principal investigators: Ingela Wadbring, phone: +46 31 786 4975 , e-mail: ingela.wadbring@jmg.gu.se
Lennart Weibull, phone: +46 31 786 1218 , e-mail: lennart.weibull@jmg.gu.se

Question:

" Do you read or look into a morning paper regularly? If yes, write down the name of the paper or papers and state how many days you usually read or look into it"; "Do you or anybody else in your household subscribe to a newspaper?"; "How long time do you normally spend with your local morning paper on an average weekday?"

REASON TO CONSIDER ABOLISHING A NEWSPAPER SUBSCRIPTION



HAVE CONSIDERED ABOLISHING THEIR NEWSPAPER SUBSCRIPTION



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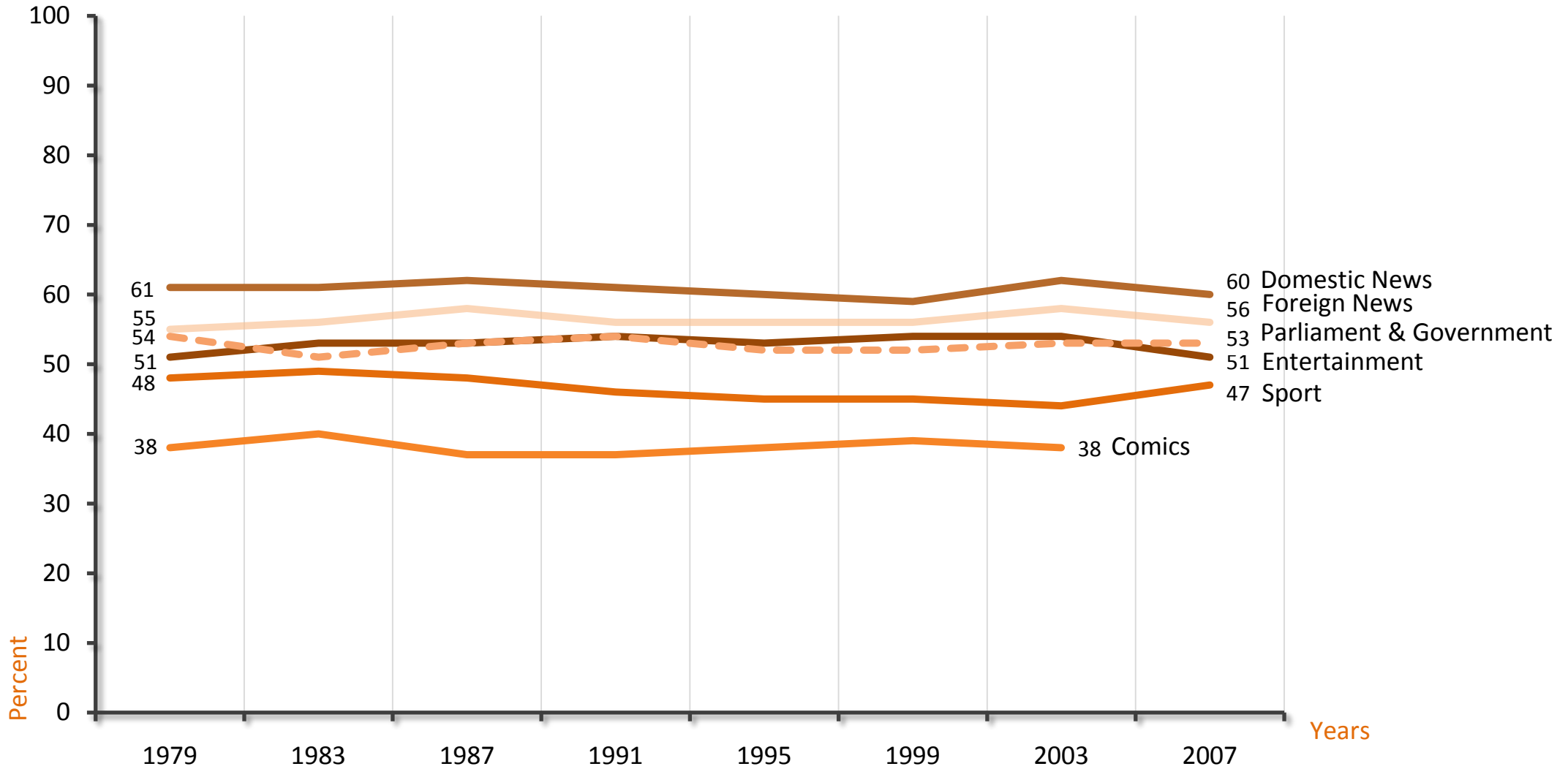
Comment: The figure shows the percentage among those who have considered abolishing a newspaper subscription. The percent having considered abolishing their newspaper subscription is shown for each year below the figure. It shows the percentage of those having a newspaper subscription. For the first part of the question the response alternatives were: "No; Yes, very occasionally; Yes, several times; Undecided, don't know; Do not subscribe to any newspaper". In the second part fixed response alternative were given, of which six are mentioned in the figure. The question is asked every second year from 2004.

Principal investigators: Ingela Wadbring, phone: +46 31 786 4975 , e-mail: ingela.wadbring@jmg.gu.se
Lennart Weibull, phone: +46 31 786 1218 , e-mail: lennart.weibull@jmg.gu.se

Question:
"Have you considered abolishing your newspaper subscription/s that you have, or has it been discussed in your family during the last half year? If yes, for what reason have you considered abolishing your subscription?"



IMPORTANT AND UNIMPORTANT CONTENTS IN LOCAL NEWSPAPERS

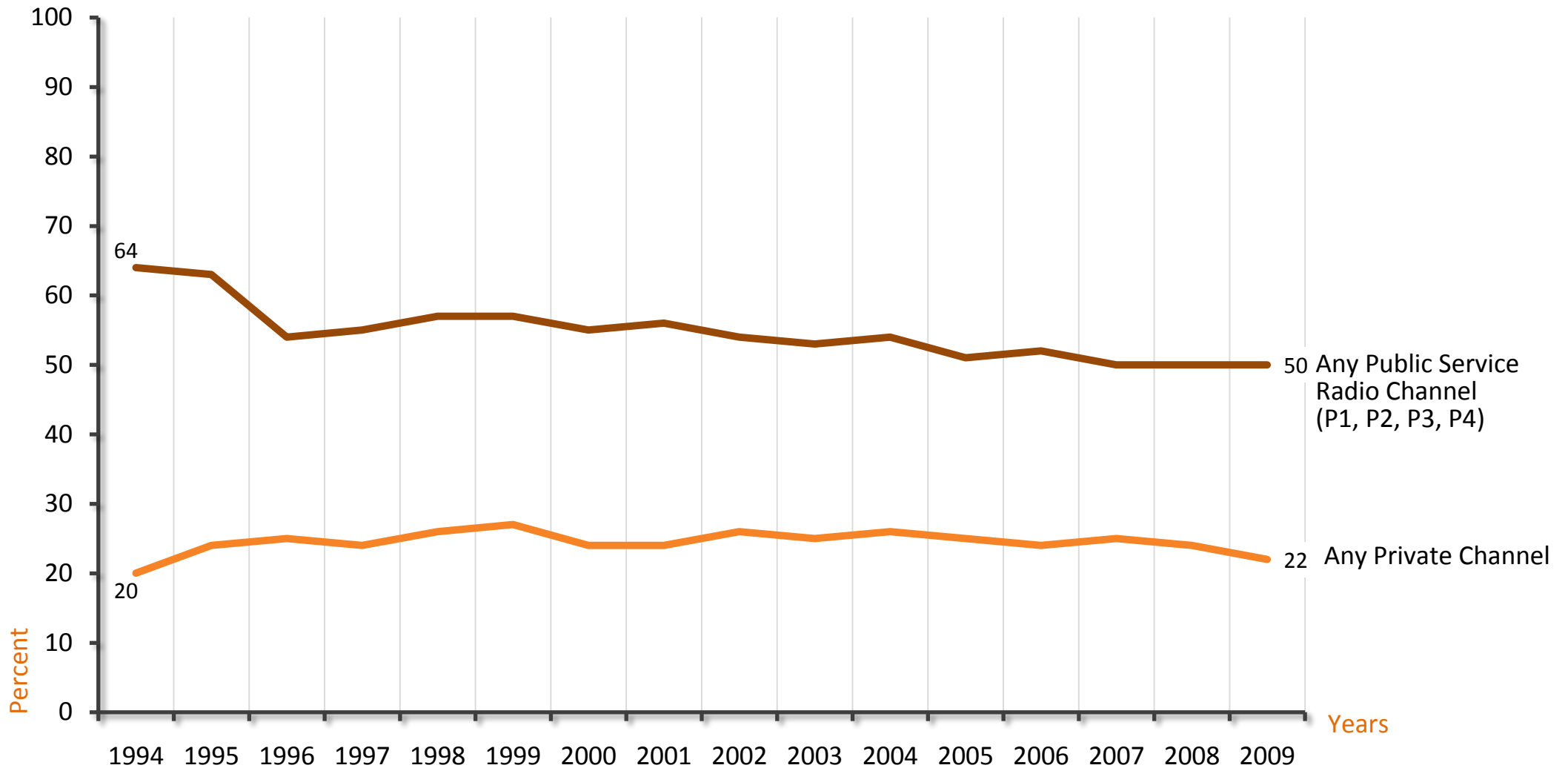


Comment: The results are means running from 10 ("Very unimportant") to 70 ("Very important"). The data for the years 1979 and 1983 are taken from previous non-SOM studies, based on mail questionnaires. The study is carried out every fourth year. Seven response alternatives to the question asked ranging from "Unimportant" to "Very important". The question is asked every fourth year.

Principal investigator: Jan Strid, phone +46 31 786 1195, e-mail: jan.strid@jmg.gu.se

Question:

"How important do you personally consider the following local newspaper contents to be?"

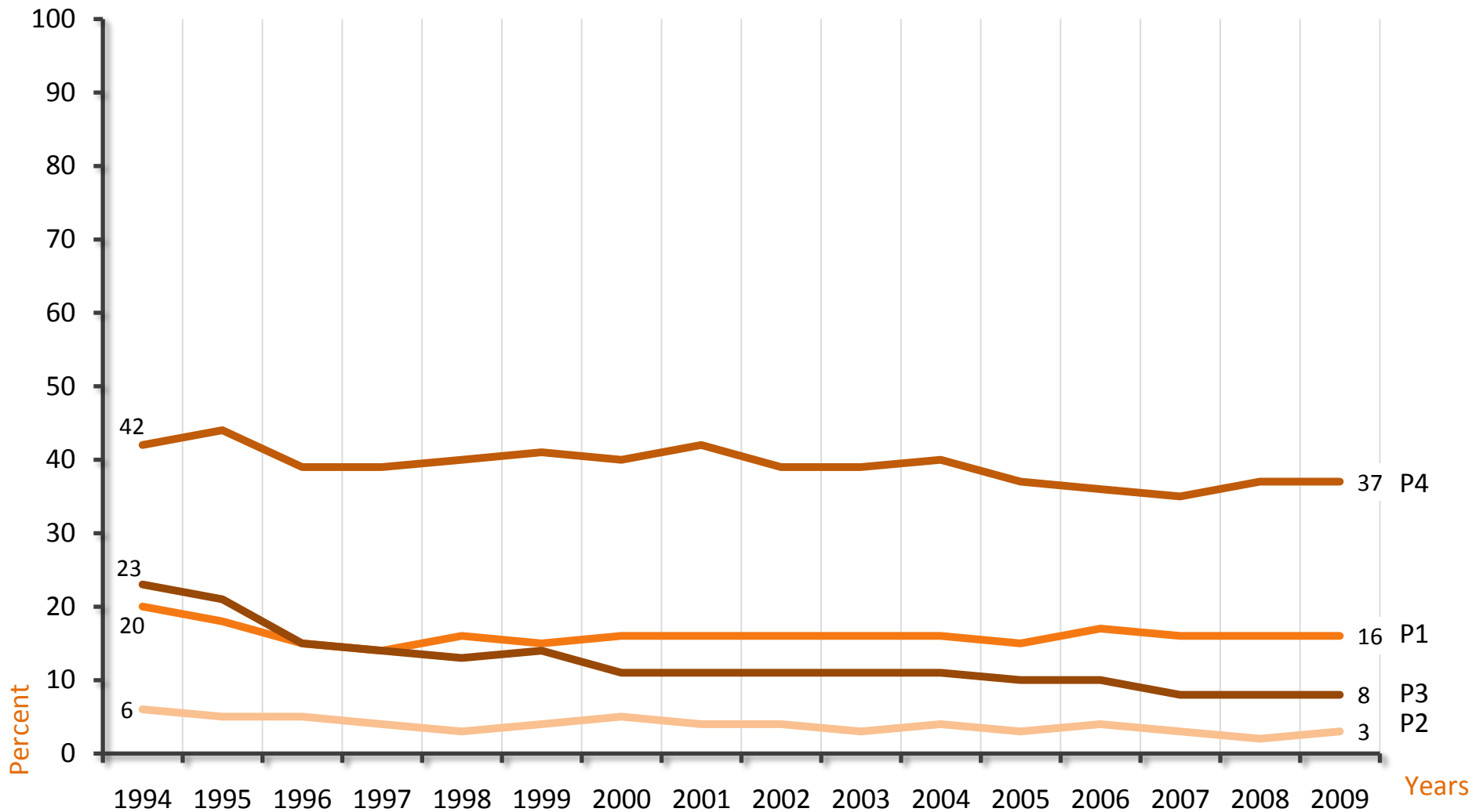


Comment: The results show per cent of all respondents listening at least five days a week to any public service channel and any private radio channel respectively. Six response alternatives to the question asked: "Daily; 5–6 days a week; 3–4 days a week; 1–2 days a week; More seldom; Never".

Principal investigators: Jan Strid, phone: +46 31 786 1195, e-mail: jan.strid@jmg.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Question:

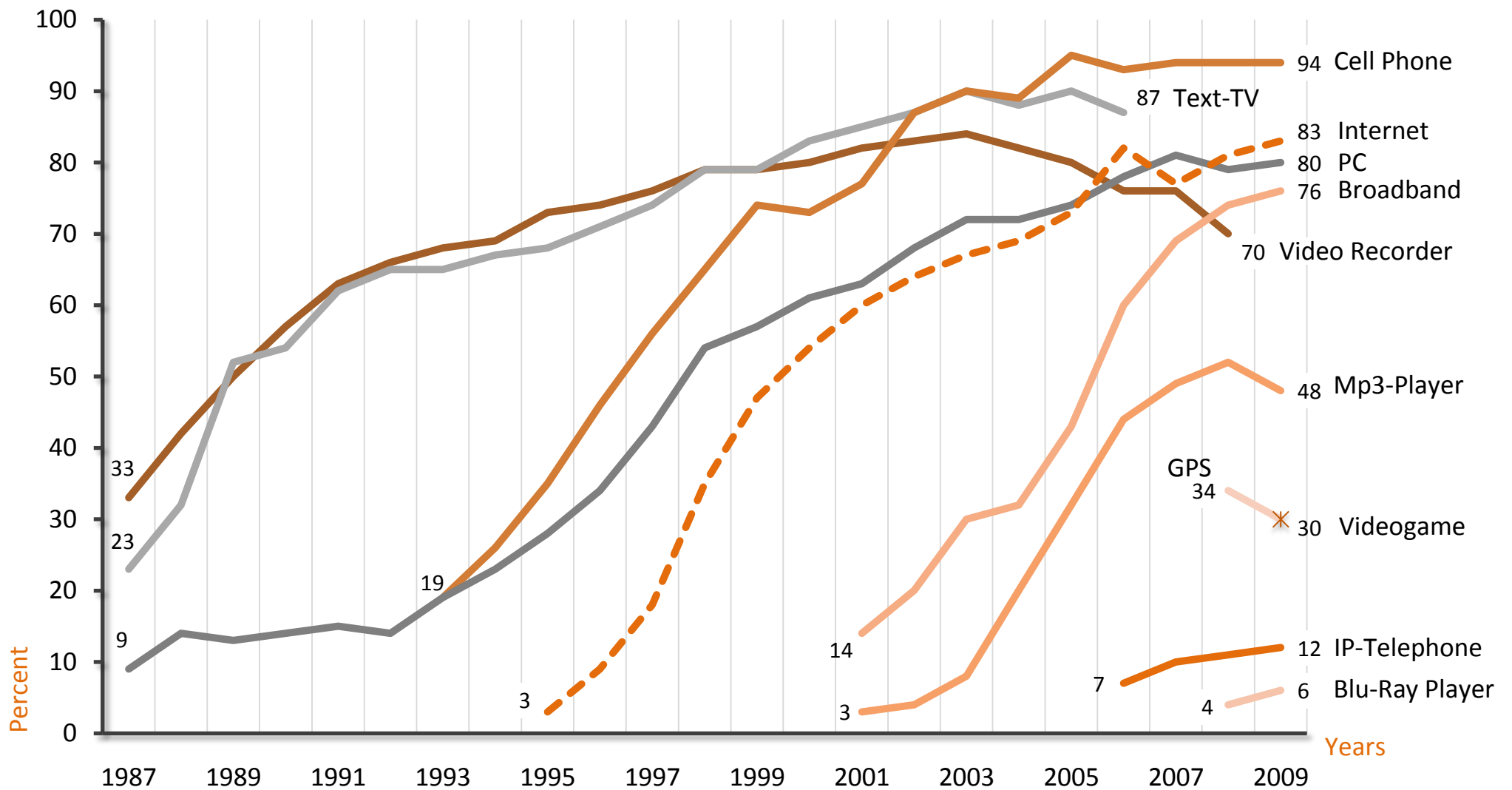
"How often do you listen to the following radio channels?"



Comment: The results show per cent of all respondents listening at least five days a week to any public service channel and any private radio channel respectively. Six response alternatives to the question asked: "Daily; 5–6 days a week; 3–4 days a week; 1–2 days a week; More seldom; Never".

Principal investigators: Jan Strid, phone +46 31 786 1195, e-mail: jan.strid@jmg.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

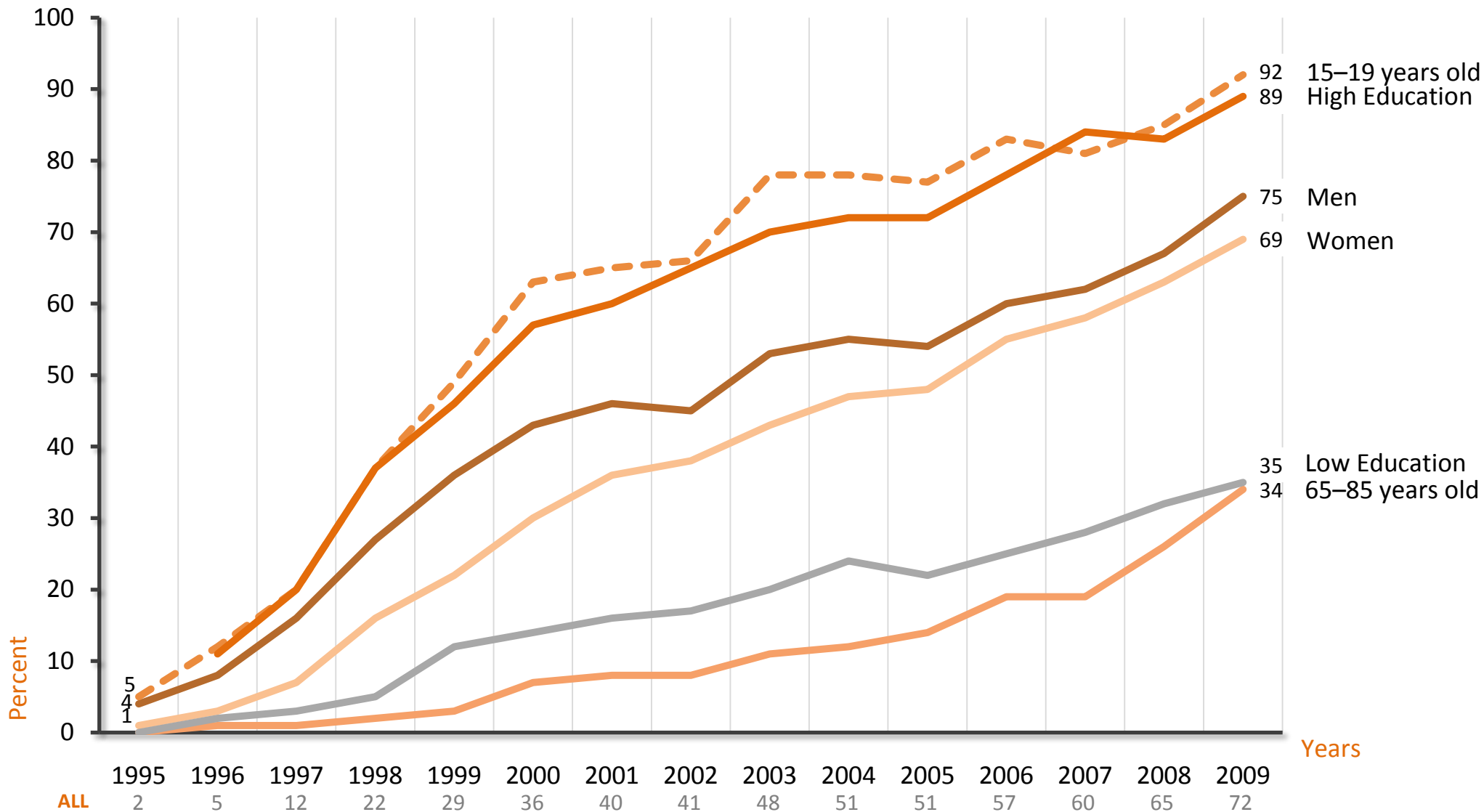
Question:
"How often do you listen to the following radio channels?"



Comment: The results show the percent among all respondents indicating access to the specified equipment in their household. Minor changes in the age composition of the sample over the years affect the level of penetration of media like video, CD-players and PC/internet with a few percentage points.

Principal investigator: Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

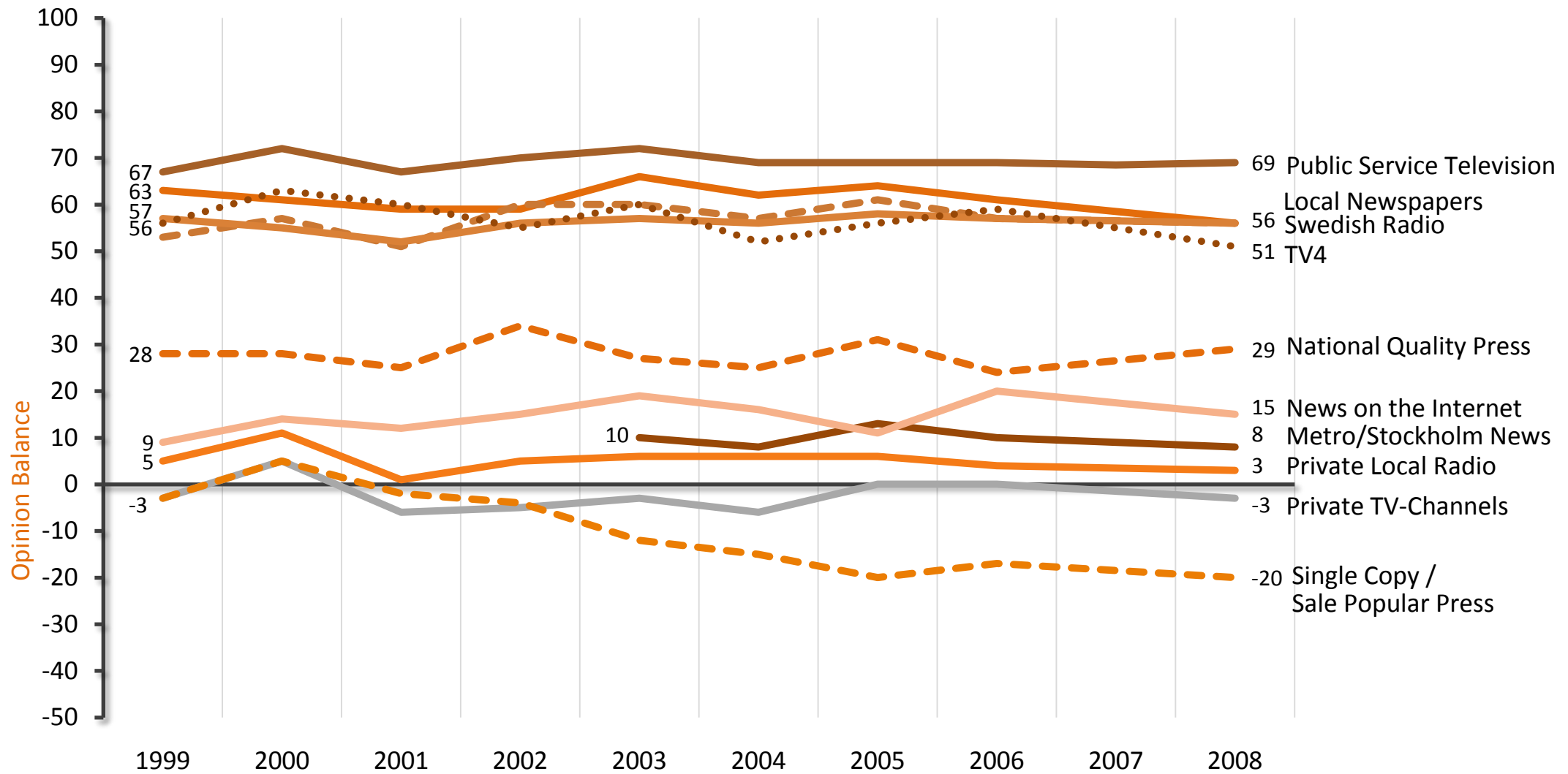
Question:
 "Among the following, what kinds of equipment do you have access to in your household?"



Comment: The results show percent among all respondents using the Internet several times a week. Seven response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once/every month; About once/every week; Several times a week".

Principal investigator: Annika Bergström, phone: +46 31 786 5178, e-mail: annika.bergstrom@jmg.gu.se

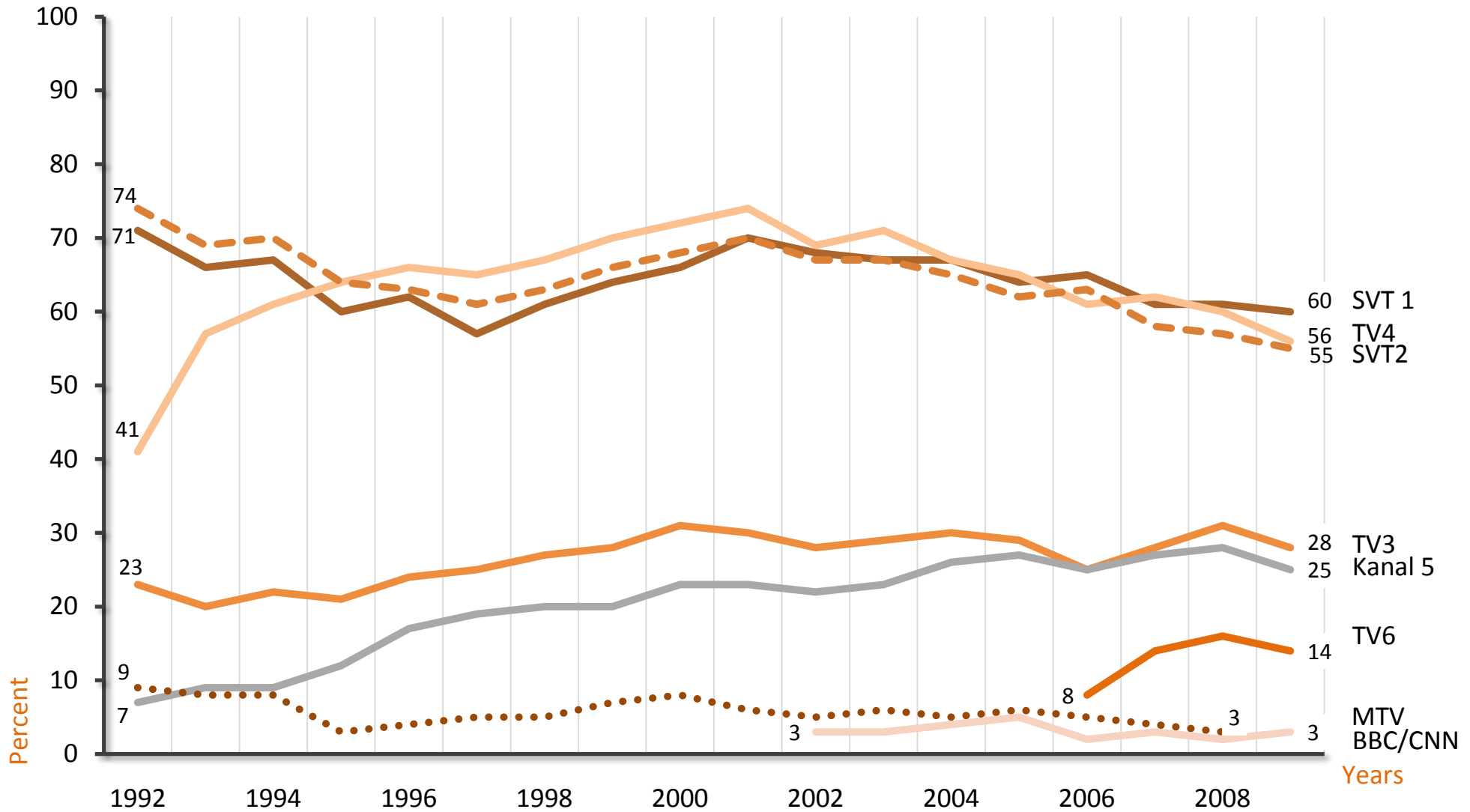
Question:
"During the last twelve months how often have you used the Internet?"



Comment: The results are percent indicating "Very much confidence" or "Fairly much confidence" minus percent indicating "Fairly little confidence" or "Very little confidence (opinion balance). Percentages are based on respondents who answered at least parts of the question.

Principal investigator: Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

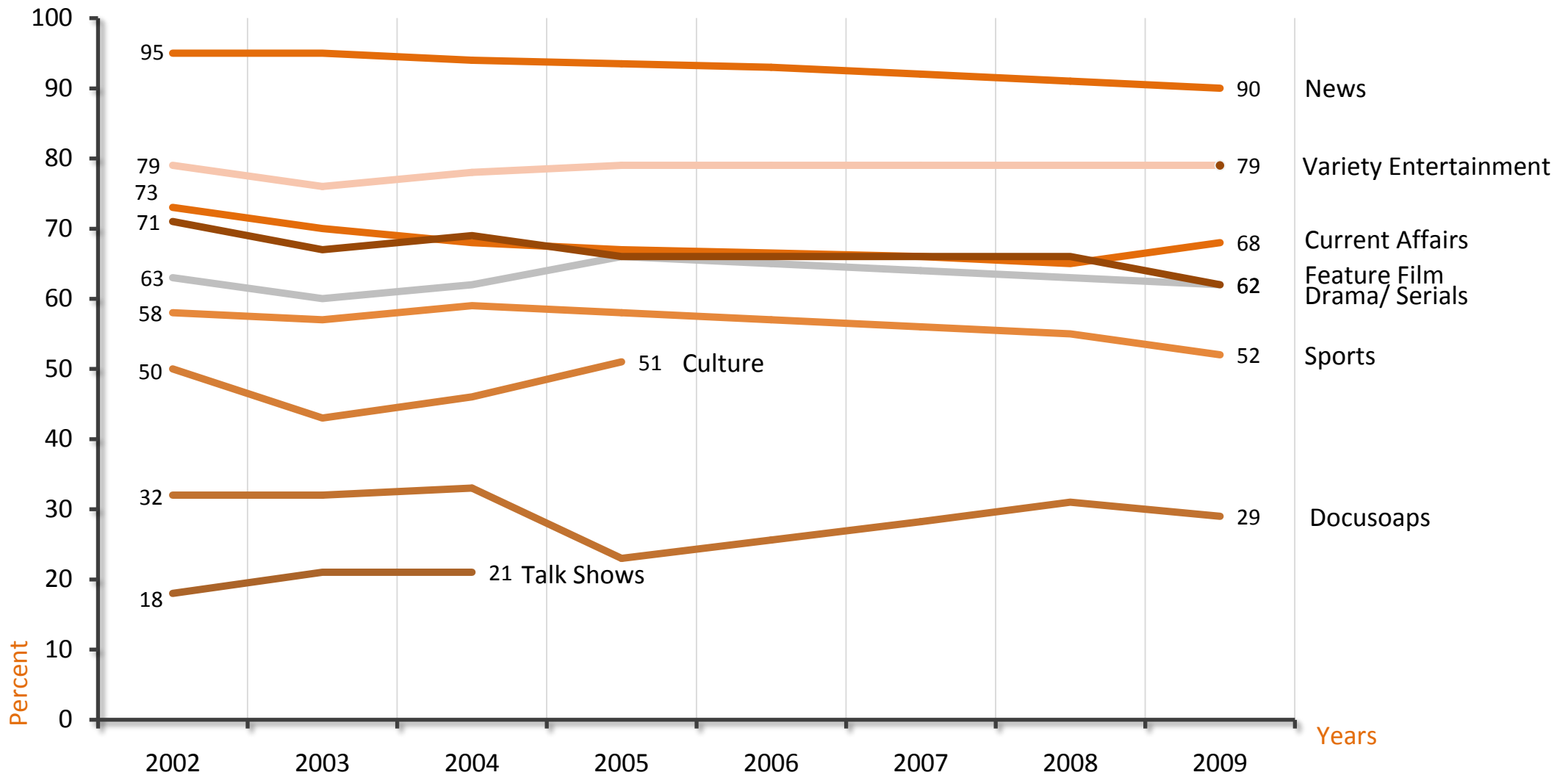
Question:
"How much confidence do you have in content of the following media?"



Comment: The results show per cent watching the channel at least five days a week. Percentages are based on respondents answering at least one question item.

Principal investigators: Åsa Nilsson, phone: +46 31 786 1239, e-mail: asa.nilsson@jmg.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

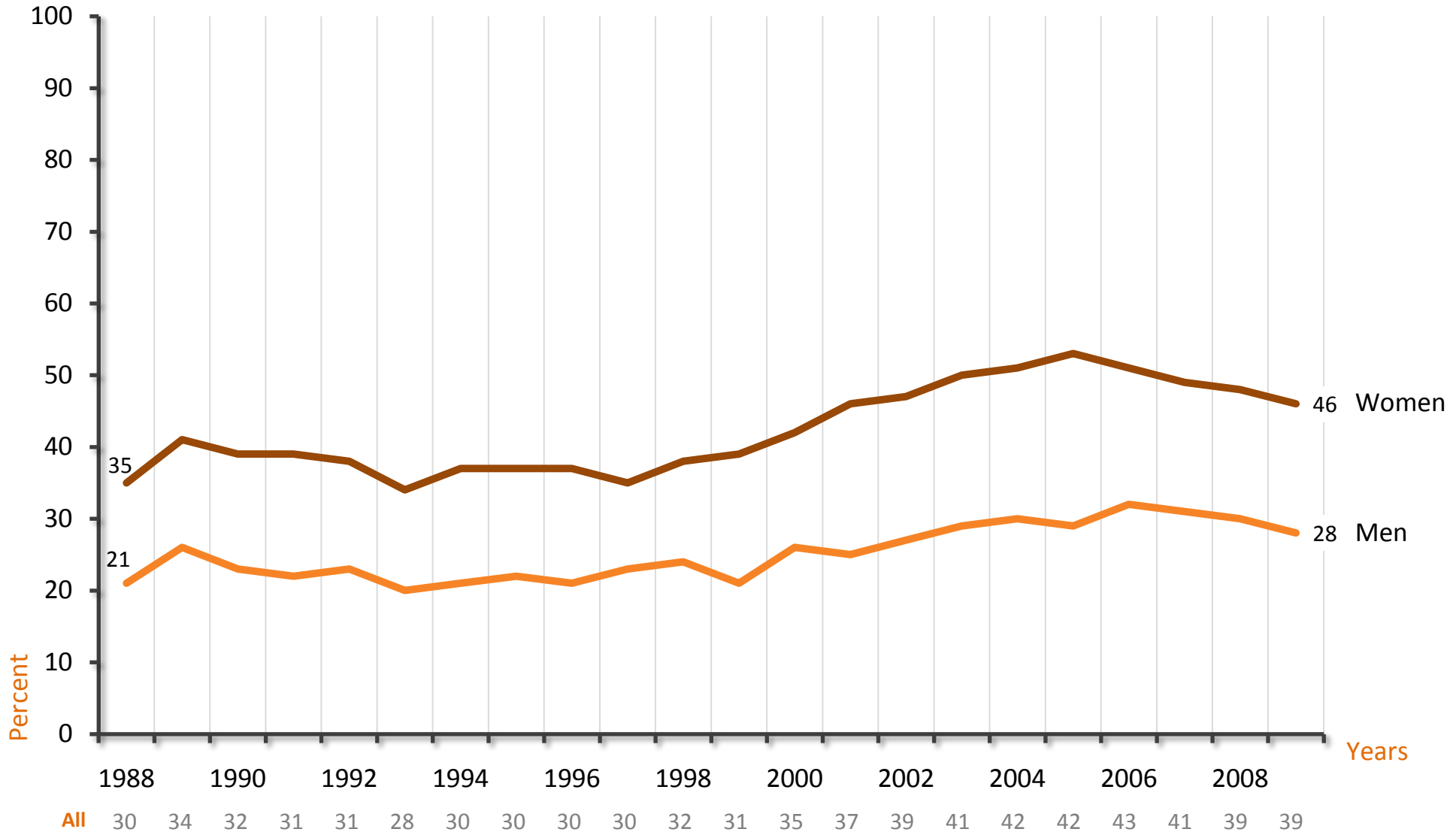
Question:
"How often do you normally watch programmes in the following TV channels?"



Comment: The results show per cent watching the programme category at least on a weekly basis. Percentages are based on respondents answering at least one question item. Non of the categories were measured 2006 and 2007. News and Current Affairs were also not measured 2005.

Principal investigators: Åsa Nilsson, phone: +46 31 786 1239, e-mail: asa.nilsson@jmg.gu.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se

Question:
"How often do you normally watch programmes in the following TV channels?"



Comment: The result show percent reading a book on at least a weekly basis among respondents who answered at least parts of a multi-item question on leisure activities. Six response alternatives to the question asked: "Never; About once a year; About once every six months; About once every three months; About once a month; About once a week; Several times a week".

Principal investigators: Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu

Question:
"How often have you engaged in the following activities during the past twelve months?"

	1986	1995	1996	2000	2002	2003	2004	2006	2007
Local News	85	89	88	84	88	85	88	87	85
Radio/TV	58	67	69	53	59	58	60	60	60
Foreign News	57	67	67	57	55	56	59	58	60
Family News	--	54	62	52	58	53	57	56	56
Letters to the editor		52	59	47	52	48	53	48	50
Sports	43	43	43	40	41	41	43	43	45
Culture	24	32	37	31	42	29	34	35	37
No of respondents	1451	1542	1493	1573	1524	1544	1412	1299	1395



Comment: The results show percent respondents answering "Everything/almost everything" or "Fairly much". The results refer to the population reading a local newspaper at least once a week. Percentages are based on respondents who answered at least one question item. Five response alternatives to the question asked: "Everything/almost everything"; "Fairly much"; "Not very much"; "Nothing/hardly anything"; "Don't know".

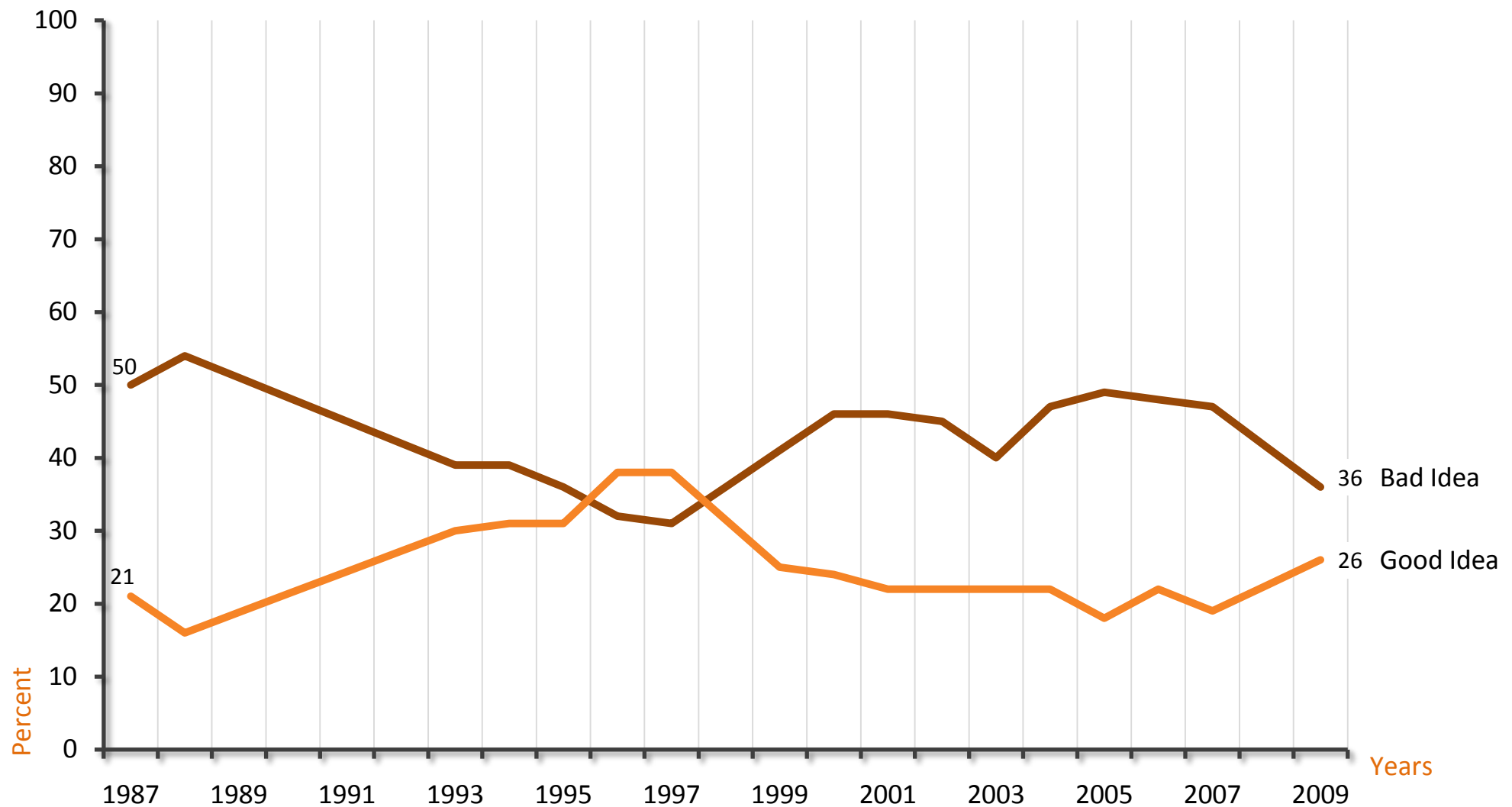
Principal investigator: Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu

Question:
"How much of the following content types do you usually read in the local morning paper?"



SWEDEN AND THE WORLD

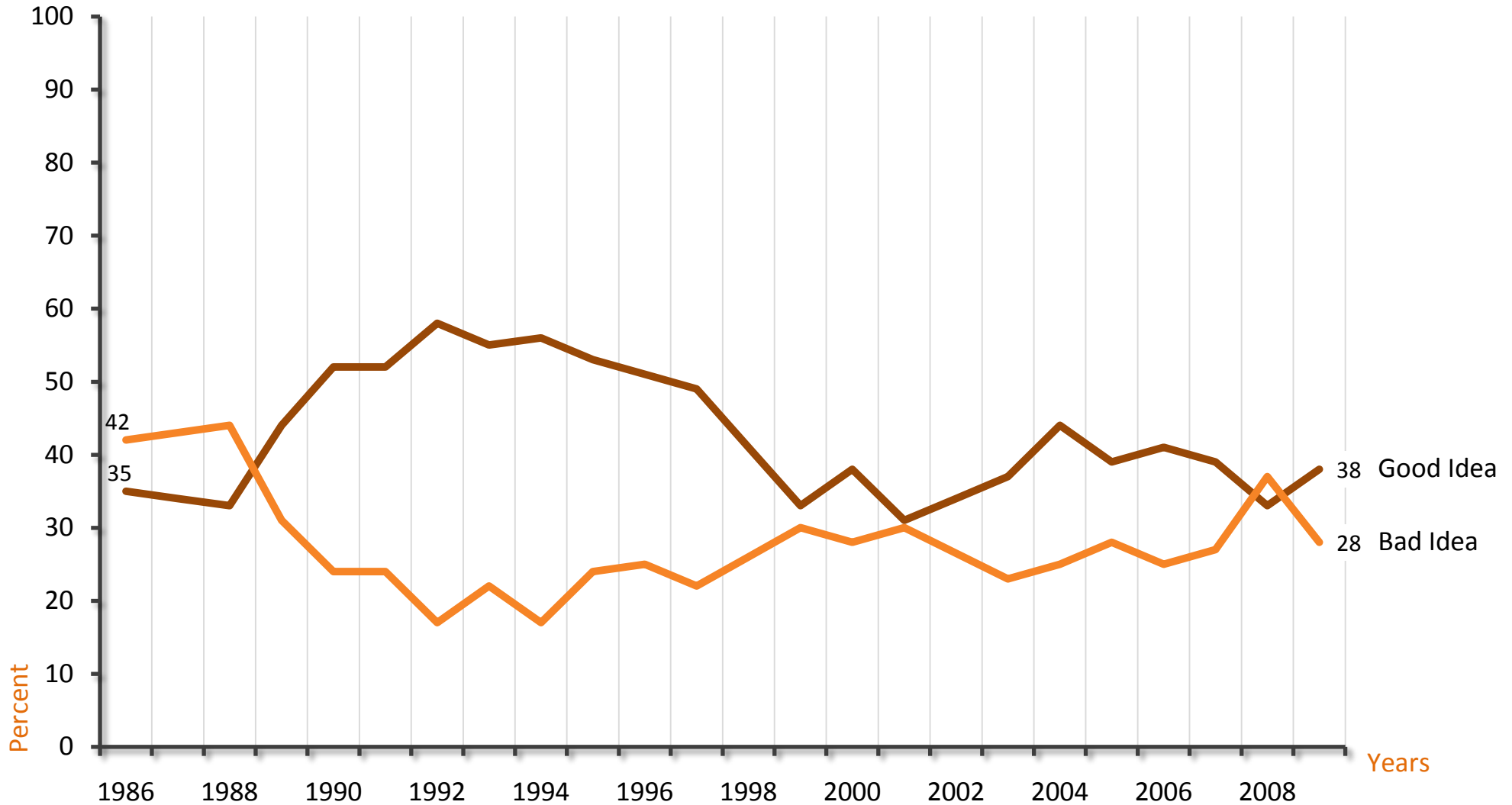




Comment: The results show percent answering: "Very/fairly good" or "Very/fairly bad" among respondents who answered the question. There was no SOM measurement in 2008. Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good nor, Bad proposal; Fairly bad proposal; Very bad proposal."

Principal investigator: Ann-Marie Ekengren, phone: +46 31 786 5197, e-mail: ann-marie.ekengren@pol.gu.se

Question:
"Reduce foreign aid?"

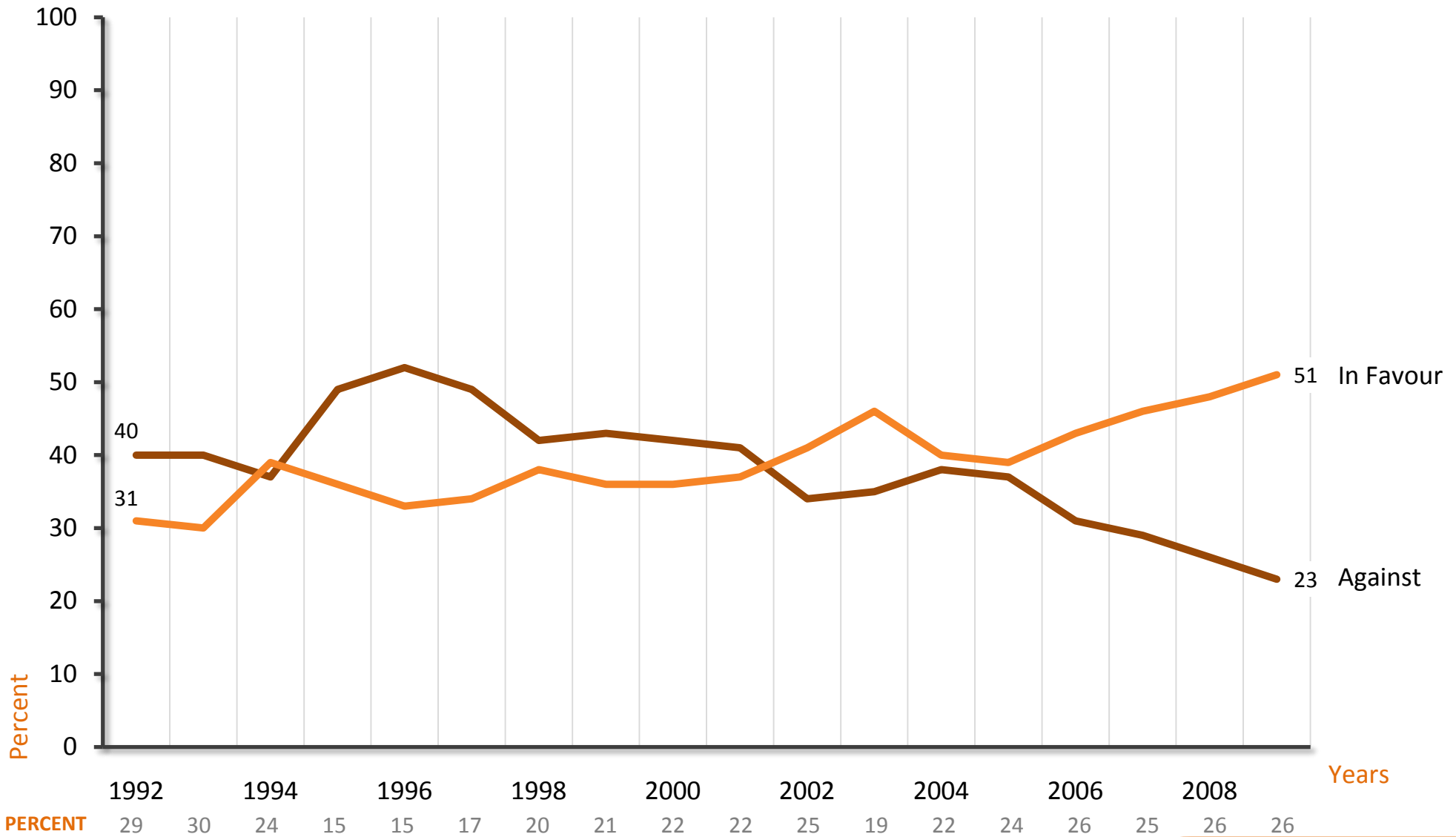


Comment: The results show percent answering "Very good proposal" or "Fairly good proposal". Only respondents answering the question are included in the percentage base. Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal."

Principal investigator: Henrik Oscarsson, phone: + 46 31 786 4666, e-mail: henrik.oscarsson@pol.gu.se

Question:

"Reduce defence spending?"



**PERCENT
NO OPINION**



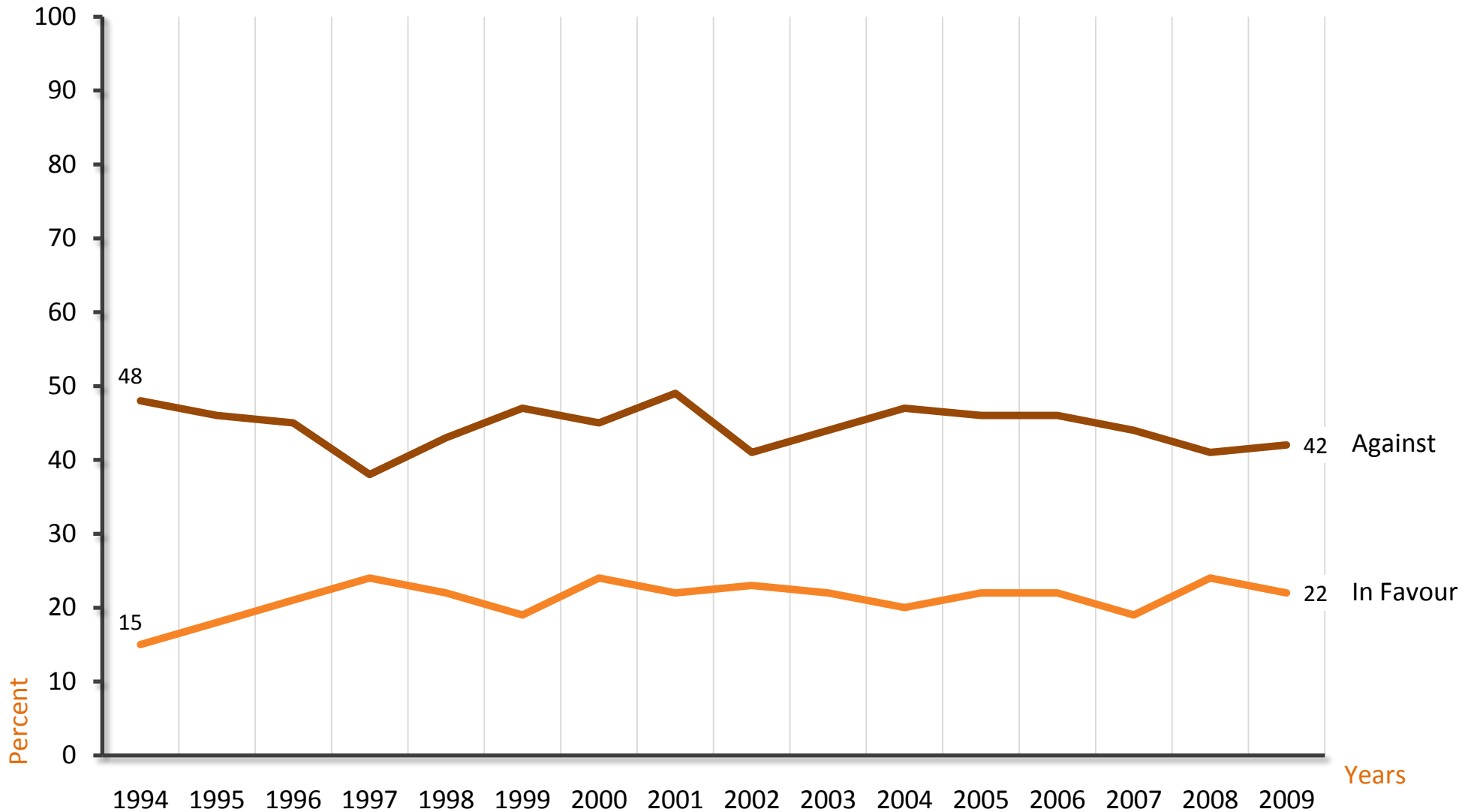
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Comment: All respondents answering the question are included in the percentage base.
Three response alternatives to the question asked: "On the whole in favour; On the whole against; No definite opinion."

Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

Question:

"What is your opinion of the Swedish membership in the European Union?"



Comment: Only respondents answering the questions are included in the percent calculations. Five possible answers to the claim: "very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal."

Principal investigator: Ulf Bjereld, phone: +46 31 786 1240, e-mail: ulf.bjereld@pol.gu.se

Question:
"Sweden should apply for membership in NATO"