

Swedish National Election Studies
Department of Political Science
University of Gothenburg October 2017

## The Swedish National Election Studies

The results presented in the following set of figures and tables stem from the Swedish National Election Studies Program (SNES). The Program was initiated by Jörgen Westerståhl and Bo Särlvik in the mid 1950s, shortly after the Michigan Election Studies Project began. The first studies were done in conjunction with the local elections in 1954 and the parliamentary election in 1956.

In all national elections since 1956 - including the ATP-referendum in 1957, the Nuclear Power-referendum in 1980, the EU-referendum in 1994, the Euro-referendum in 2003 and the European Parliament elections in 1995, 1999, 2004, 2009 and 2014 - a large representative sample of eligible voters has been interviewed. The basic design in the latest studies has been a rolling panel in which half of the sample has been interviewed in connection with the previous election, and the other half in connection with the succeeding election. The sample size has been about $3500-4000$. Historically, the response rate has been 75 - 80 percent. However, in recent years that rate has fallen. In the 2014 Election Study the response rate was only 56 per cent.

The early Election Studies were directed by Jörgen Westerståhl (1954-1956), Bo Särlvik (1954-1973) and Olof Petersson (1973-1976). The most recent studies have been directed by Mikael Gilljam (1985 - 1994), Sören Holmberg (1979-2010) and Henrik Oscarsson (2002 - 2014). The next-latest book publication from the program covering a Riksdag election is Nya svenska väljare (2013) written by Henrik Oscarsson and Sören Holmberg. The latest book from the SNES program is Svenska väljare published in 2016 by Henrik Oscarsson \& Sören Holmberg.

## Turnout in Swedish Riksdag Elections (percent)



Comment: The results show turnout among registered voters (= Swedish citizens of voting age; since 197618 years and older).

Swedish Election Results 1976-2014 (percent)

| Party | 1976 | 1979 | 1982 | 1985 | 1988 | 1991 | 1994 | 1998 | 2002 | 2006 | 2010 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| V | 4,8 | 5,6 | 5,6 | 5,4 | 5,9 | 4,5 | 6,2 | 12,0 | 8,4 | 5,9 | 5,6 |
| S | 42,7 | 43,2 | 45,6 | 44,7 | 43,2 | 37,7 | 45,2 | 36,4 | 39,9 | 35,0 | 30,7 |
| MP | - | - | 1,6 | 1,5 | 5,5 | 3,4 | 5,0 | 4,5 | 4,6 | 5,2 | 7,3 |
| C | 24,1 | 18,1 | 15,5 | 10,1 | 11,3 | 8,5 | 7,7 | 5,1 | 6,2 | 7,9 | 6,6 |
| FP | 11,1 | 10,6 | 5,9 | 14,2 | 12,2 | 9,1 | 7,2 | 4,7 | 13,4 | 7,5 | 7,0 |
| KD | 1,4 | 1,4 | 1,9 | 2,3 | 2,9 | 7,2 | 4,1 | 11,8 | 9,1 | 6,6 | 5,6 |
| M | 15,6 | 20,3 | 23,6 | 21,3 | 18,3 | 21,9 | 22,4 | 22,9 | 15,3 | 26,2 | 30,1 |
| NYD | - | - | - | - | - | 6,7 | 1,2 | - | - | - | - |
| SD | - | - | - | - | 0,02 | 0,1 | 0,3 | 0,4 | 1,4 | 2,9 | 5,7 |
| FI | - | - | - | - | - | - | - | - | - | 0,7 | 0,4 |
| Minor Parties | 0,3 | 0,8 | 0,3 | 0,5 | 0,7 | 0,9 | 0,7 | 2,2 | 1,7 | 2,1 | 1,0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Turnout | 91,8 | 90,7 | 91,4 | 89,9 | 86,0 | 86,7 | 86,8 | 81,4 | 80,1 | 82,0 | 84,6 |

[^0]Turnout in Swedish Riksdag Elections among Women and Men (percent)


Comment: The turnout information is checked (validated) against official records. Data from Statistics Sweden and their special turnout study.

## Turnout in Swedish Riksdag Elections among Young, Middle Age and Older voters (percent)



$$
\text { - Young Voters } \simeq \text { Middle Age Voters } \simeq \text { Older Voters }
$$

Comment: The turnout information is checked (validated) against official records. Data from Swedish National Election Studies. Young first-time voters were 21-25 years old 1956-1968, 19-22 1970-1973 and 18-21 since 1976. Middle age voters are 41-50 years old while older voters are 61-70 years old. Responsible for the analysis of turnout is Per Hedberg.

Turnout in Swedish Riksdag Elections among Workers and Upper Middle Class White Collar Workers (percent)


Comment: The turnout information is checked (validated) against official records. Retired persons are classified according to their latest occupation. Data from Swedish National Election Studies. Responsible for the analysis of turnout is Per Hedberg.

## Turnout in Swedish Riksdag Elections among Voters with Different Degrees of Political Interest (percent)


$\longrightarrow$ Very interested - Fairly interested $\longrightarrow$ Not particulary interested - Not at all interested
Comment: The turnout information is checked (validated) against official records. The result for Not at all interested respondents was 87 percent in 1982; in all likelihood a too high estimate due to random error. Data from Swedish National Election Studies. Responsible for the analysis of turnout is Per Hedberg.

## Party Switchers in Swedish Elections 1960-2014 (percent)



Comment: At every election, the results show the proportion party switchers among voters participating in that and the immediately preceding election. Results for the years 1960-1973 are based entirely on recall data. The results for the years 1976-2014 are based in part on data from panel studies.

Ticket Splitting in Swedish Elections 1970-2014 (percent)


Comment: The percentage base is defined as voters participating in parliamentary and local elections (kommun) and in parliamentary and regional elections (landsting), respectively.

Party Switchers during Election Campaigns 1956-2014 - from Best Party Pre-election to Party Choice Post-election (percent)


[^1]
## Party Switchers during Election Campaigns - from Vote Intention Pre-election to Party Choice Post-election 1968-2014 (percent)



Comment: The results are based on panel data consisting of vote intention data from pre-election face-to-face interviews and information about party choice in post-election mail questionnaires. Respondents without a specific vote intention have been assigned a party based on a question about "best party". No election campaign panel study was performed in 1970. The numbers of respondents vary around 1000.

## Party Choice Decided during the Election Campaign 1964-2014 (percent)

percent


Comment: The results are based on a question with the following wording: "When did you decide which party to vote for in the election this year? Was it during the last week before the election, earlier during autumn or summer or did you know all along how you were going to vote?" The two first response alternatives have been combined into "during the election campaign" category. Non-voters are not included in the analysis

## Party Choice Decided during the Election Campaign among Young, Middle Age and Older Voters 1964-2014 (percent)



Comment: Young is defined as 18/21-29 years, middle age 30-64 years and older 65+ years.

Total Voter Volatility in the Swedish Electorate: Proportion of Party Switchers and Proportion of Mobilized and Demobilized Citizens 1976-2014 (percent)


Comment: The analyses of party switchers is identical to that reported previously, however the proportion of party switchers have been recalculated with a new percentage base, namely the entire electorate (=the number of eligible voters at each election). Information on turnout has been validated against official census registers.

## Swedish Voters' Second Best Party 1956-2014 (percent)

|  | 1956 | 1964 | 1968 | 1970 | 1973 | 1976 | 1979 | 1982 | 1985 | 1988 | 1991 | 1994 | 1998 | 2002 | 2006 | 2010 | 2014 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| V | 6 | 9 | 8 | 10 | 14 | 15 | 19 | 20 | 18 | 16 | 12 | 16 | 21 | 20 | 14 | 14 | 15 |
| S | 20 | 12 | 10 | 13 | 14 | 11 | 11 | 9 | 10 | 12 | 9 | 13 | 14 | 15 | 13 | 13 | 13 |
| MP | - | - | - | - | - | - | - | 3 | 4 | 11 | 4 | 13 | 10 | 9 | 12 | 20 | 19 |
| C | 19 | 41 | 50 | 49 | 44 | 30 | 22 | 32 | 18 | 21 | 16 | 14 | 11 | 9 | 12 | 8 | 12 |
| FP | 36 | 31 | 24 | 23 | 18 | 33 | 34 | 20 | 35 | 28 | 29 | 24 | 14 | 23 | 21 | 19 | 16 |
| KD | - | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 3 | 11 | 7 | 18 | 12 | 10 | 7 | 6 |
| M | 19 | 7 | 7 | 4 | 9 | 10 | 12 | 14 | 13 | 10 | 11 | 11 | 12 | 11 | 17 | 18 | 11 |
| NYD | - | - | - | - | - | - | - | - | - | - | 7 | 2 | - | - | - | - | - |
| SD | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | 1 | 3 |
| FI | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 4 |
| Sum | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Comment: The following wording was used: "What party do you like second best?". The analysis includes voters who also gave a response to an earlier question about what party they liked best. Don't knows are not included in the percentage base, as well as respondents who have identical first and second party preferences (about 14 percent 2014).

Degree of Party Identification 1956-2014. Percentage of Eligible Swedish Voters Who Consider Themselves Identifiers or Strong Identifiers of a Party (percent)
percent


Subjective Party Identifiers 1968-2014 among Sympathizers of Different Swedish Parties (percent)


Comment: Persons who consider themselves identifiers of a party have been defined as subjective identifiers. The results for V-, KD-, MP-, SD- and FI-sympathizers in 2014 are 35, 27, 22, 27 and 43 percent subjective identifiers, respectively.

## Trust in Politicians (percent)



Comment: The interview question is phrased: "Generally speaking, how much confidence do you have in Swedish politicians - very high, fairly high, fairly low or very low". The results show the proportion of respondents answering very or fairly high confidence.

Political Trust and Gender (percent)


## Political Interest. Proportion of Interviewed Persons Who Indicate That They Are Very Much Interested or Rather Interested in Politics (percent)



Comment: The results are weighted down for the increased sample loss over the years.

## Political Interest and Gender (percent)



Comment: The results are not weighted down for the increased sample loss over the years.


Election Issues in Sweden 1979-2014. Percentage of Party Voters Who on an Open-Ended Question Mentioned the Various Issue Areas as Important for Their Party Choice (percent)

| Issue Area | 1979 | 1982 | 1985 | 1988 | 1991 | 1994 | 1998 | 2002 | 2006 | 2010 | 2014 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Health Care/Welfare | 4 | 12 | 19 | 15 | 22 | 21 | 28 | 36 | 32 | 37 | 43 |
| Education | 6 | 3 | 3 | 2 | 4 | 6 | 20 | 29 | 24 | 26 | 41 |
| Full Employment | 18 | 29 | 25 | 5 | 23 | 41 | 34 | 7 | 35 | 31 | 30 |
| Immigration/Refugees | 0 | 0 | 1 | 2 | 8 | 5 | 3 | 10 | 5 | 9 | 23 |
| Environment | 6 | 7 | 22 | 46 | 25 | 20 | 12 | 8 | 11 | 13 | 20 |
| Pensions/Care of Elderly | 5 | 8 | 8 | 9 | 20 | 9 | 17 | 20 | 21 | 19 | 17 |
| Economy | 9 | 14 | 14 | 8 | 20 | 30 | 14 | 10 | 11 | 17 | 15 |
| Taxes | 17 | 8 | 20 | 19 | 18 | 9 | 17 | 14 | 15 | 15 | 11 |
| Gender Equality | 1 | 0 | 0 | 0 | 0 | 2 | 2 | 3 | 4 | 1 | 5 |
| Family/Child Care | 8 | 8 | 17 | 16 | 18 | 13 | 15 | 14 | 15 | 6 | 4 |
| Energy/Nuclear Power | 26 | 2 | 1 | 3 | 3 | 2 | 3 | 1 | 5 | 2 | 2 |
| Public vs Private Sector | 5 | 2 | 7 | 3 | 4 | 4 | 3 | 4 | 2 | 2 | 2 |
| Agriculture | 1 | 1 | 2 | 1 | 3 | 1 | 1 | 2 | 3 | 1 | 2 |
| Housing | 5 | 2 | 2 | 4 | 5 | 1 | 0 | 2 | 1 | 1 | 1 |
| Religion/Moral | 2 | 1 | 1 | 1 | 3 | 1 | 2 | 2 | 1 | 0 | 1 |
| EU/EMU | 0 | 0 | 0 | 1 | 10 | 14 | 6 | 5 | 0 | 0 | 1 |
| Wage Earners' Funds | 4 | 33 | 11 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Percentage of voters who |  |  |  |  |  |  |  |  |  |  |  |
| mentioned at least | 63 | 76 | 78 | 72 | 82 | 79 | 77 | 73 | 80 | 86 | 90 |
| one issue |  |  |  |  |  |  |  |  |  |  |  |

## Left-Right Opinion Among Swedes 1968-2014 (percent)



Comment: The left-right scale runs from 0 (far left) to 10 (far right) with a designated midpoint a 5 (neither left nor right). Persons answering don't know are excluded from the analysis, between 3-10 percent through the years.

## Average Left-Right Self Placements among Swedish Voters 1979-2014 (means)



Comment: The left-right scale runs from 0 (far left) to 10 (far right) with a designated midpoint a 5 (neither left nor right). The mean for the entire electorate was 4,9 in 1979, 5,0 in 1982, 5,2 in 1985, 5,0 in 1988, 5,5 in 1991, 4,9 in 1994, 5,1 in 1998, 4,9 in 2002, 5,2 in 2006, 5,3 in 2010 and 5,1 in 2014. The mean for the NYD-voters was 6,3 in 1991 and 6.1 in 1994.

## Ideological Left-Right Voting in Swedish Elections 1956-2014 (mean etas)

mean etas
Comment: The results are mean etas based on analyses of variance treating party voting groups (5 to 9 parties) as the independent variable and three left-right issue questions with the strongest relationship with party choice as the dependent variables. The left-right issue questions are not exactly the same throughout the years.

Party Profiles 1982 - 2014. Percent Respondents Who Mentioned at Least One Election Issue for the Relevant Party (percent)

| party | 1982 | 1985 | 1988 | 1991 | 1994 | 1998 | 2002 | 2006 | 2010 | 2014 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| V | 48 | 58 | 47 | 25 | 52 | 63 | 49 | 36 | 48 | 71 |
| S | 88 | 64 | 59 | 60 | 83 | 78 | 61 | 57 | 55 | 84 |
| MP | - | - | 80 | 52 | 71 | 55 | 51 | 52 | 64 | 80 |
| C | 58 | 46 | 54 | 42 | 47 | 34 | 35 | 51 | 42 | 60 |
| FP | 45 | 62 | 59 | 54 | 46 | 43 | 68 | 63 | 59 | 77 |
| KD | - | 29 | - | 58 | 49 | 61 | 54 | 51 | 40 | 51 |
| M | 68 | 70 | 54 | 67 | 66 | 72 | 70 | 78 | 66 | 75 |
| SD | - | - | - | - | - | - | - | - | 70 | 69 |
| NYD | - | - | - | 59 | 38 | - | - | - | - | - |
| mean five old parties | 61 | 60 | 54 | 50 | 59 | 58 | 57 | 57 | 54 | 73 |
| mean all parties | 61 | 55 | 59 | 52 | 57 | 58 | 55 | 55 | 55 | 73 |

Comment: Post-election data only. The results are based on open-ended interview questions, one per party. Observe that the number of people responding to the question was extraordinarily small in 2014 (only 431).

## Retrospective Evaluations of the Development of the Swedish Economy and the Respondents' Personal Financial Situation (percent)



Comment: The interview question on the Swedish economy was not put in 1982. The time frame for the evaluations were "the two-three latest years" in the Election Studies in 1982-1994. Since 1998 the time frame has been changed to "the last twelve months". The interview questions also include a middle response alternative ("about the same"). The percent calculations include Don't Know answers comprising between 0-2 percent for the question on personal financial situation and between 3-11 per cent for the question on the Swedish economy.

## Issue Ownership - Parties Judged to have the Best Policy for the Swedish Economy (percent)



Comment: All respondents are included in the percentage base. The results are based on an open ended question where respondents could indicate which party or parties have a good or bad policy for the Swedish economy.

## Party Leader Popularity 1979-2014 (mean)



Comment: Party Leader popularity has been measured on an eleven point like-dislike scale running between -5 and +5 . The results are means multiplied by 10 to yield values between -50 (dislike) and +50 (like).

| Ola 1979 | Bengt | 1985 | Lars | 1998 | Jan | 2010 |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- |
| Ullsten 1982 | Westerberg | 1994 | Leijonborg 2006 | Björklund | 2014 |  |



| Alf | 1985 | Göran | 2006 |
| :--- | :--- | :--- | :--- |
| Svensson | 2002 | Hägglund | 2014 |

mean


Gösta Ulf 1982 Carl 1988 Bo 2002 Fredrik 2006 Bohman 1979 Adelsohn 1985 Bildt 1998 Lundgren Reinfeldt 2014


Comment: Party Leader popularity has been measured on an eleven point like-dislike scale running between -5 and +5 . The results are means multiplied by 10 to yield values between -50 (dislike) and +50 (like). The 2014 popularity results for the Green spoke persons were for Gustav Fridolin +9 among all respondents and +29 among Green sympathizers and for Åsa Romson +1 among all respondents and +20 among Green sympathizers. The popularity of Jimmie Åkesson (SD) was among all respondents -21 and +37 among Sweden Democrat symphathizisers. The popularity of Gudrun Schyman (FI) was -1 among all respondents and +45 among Feminist Initiative symphathizisers.

## Party Leaders as Potential Vote-Getters for Their Parties (percent)

| party | 1979 | 1982 | 1985 | 1988 | 1991 | 1994 | 1998 | 2002 | 2006 | 2010 | 2014 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| V | 15 | 18 | 26 | 22 | 26 | 13 | 19 | 23 | 15 | 15 | 16 |
| S | 11 | 16 | 13 | 14 | 9 | 7 | 6 | 11 | 9 | 6 | 8 |
| MP | - | - | - | - | 3 | 6 | 6 | 11 | 10 | 17 | 12 |
| C | 10 | 20 | 13 | 14 | 6 | 10 | 12 | 21 | 37 | 11 | 25 |
| FP | 22 | 8 | 27 | 18 | 18 | 17 | 4 | 6 | 7 | 13 | 9 |
| KD | - | - | 7 | - | 13 | 18 | 25 | 32 | 12 | 13 | 12 |
| M | 26 | 14 | 18 | 7 | 18 | 28 | 33 | 4 | 29 | 31 | 33 |
| NYD | - | - | - | - | 20 | 8 | - | - | - | - | - |
| SD | - | - | - | - | - | - | - | - | - | 12 | 14 |
| mean 5 old parties | 17 | 15 | 19 | 15 | 15 | 15 | 15 | 13 | 19 | 15 | 18 |
| mean 6/7/8 parties | - | - | 17 | - | 13 | 13 | 15 | 15 | 16 | 15 | 16 |

Comment: Party and party leader popularity have been measured on the same eleven point like-dislike scale. The results show per cent respondents among a party's sympathizers who like the party leader better than the party. The results for the Green party (MP) in 2002, 2006, 2010 and 2014 are averages for the two spoke persons for the party. The result in 1991 holds for Margareta Gisselberg, while the results in 1994 and 1998 apply to Birger Schlaug. The result 2014 for FI and party leader Gudrun Schyman was 20 per cent.

## Candidate Recognition. Proportion of Respondents Who Can Name at Least One Riksdag Candidate in Their Own Constituency (percent)



Comment: Only voters are included. The data is collected after the elections. In the years 1964 -1994, the correctness of names given was not checked systematically. Minor tests indicate that the results for the years 1964 - 1994 should be scaled down 5 - 8 percentage points if one wants to estimate the proportion of voters who mention correct candidate names. A check in 1998, 2002, 2006, 2010 and 2014 showed that the proportion of party voters who could mention at least one correct name was 32, 30, 29, 28 and 27 percent respectively.

## Class Voting in Swedish Elections 1956-2014. Percentage Voting Socialist among Workers and in the Middle Class (percent)



Comment: The Class Voting Index (Alford's index) is defined as the percentage voting socialist (V or S) among workers minus the percentage voting socialist in the middle class. The results have been corrected for the oversampling of Social Democratic voters in the earlier election studies. The percentage base is all party voters Students are excluded from the analysis.

Sector Voting in Swedish Elections 1976-2014. Percentage Voting Socialist (V and S) among Voters in the Public and the Private Sector (percent)
percent


Comment: The Sector Voting Index is modelled after Alford's Class Voting Index and show the percentage voting socialist ( $V$ or $S$ ) in the public sector minus the percentage voting socialist in the private sector. Public-Private sector is determined by an inteview question asking voters to indicate which sector they belong to. The analysis only includes gainfully employed people.

Difference in Party Choice Between Women and Men 1948-2014 (percentage point difference)

| party | 48 | 52 | 56 | 60 | 64 | 68 | 70 | 73 | 76 | 79 | 82 | 85 | 88 | 91 | 94 | 98 | 02 | 06 | 10 | 14 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| V | +2 | +2 | +1 | +2 | +1 | +1 | +2 | +3 | 0 | +1 | +2 | +1 | -1 | 0 | -2 | -5 | -3 | -1 | +1 | 0 |
| S | +3 | +2 | +1 | -2 | +3 | 0 | 0 | -1 | +1 | -1 | -2 | -5 | -3 | 0 | +3 | +5 | +3 | +1 | -4 | -2 |
| MP | - | - | - | - | - | - | - | - | - | - | -1 | 0 | 0 | -3 | -2 | -2 | -2 | -4 | -3 | -3 |
| C | +1 | +4 | +3 | +1 | +4 | +3 | +1 | 0 | -2 | -4 | 0 | +1 | +1 | -2 | -3 | 0 | +1 | 0 | -4 | -3 |
| FP | -4 | -8 | -3 | -1 | -4 | -2 | -2 | -2 | 0 | 0 | -2 | -3 | 0 | -2 | -2 | -2 | 0 | +1 | -1 | 0 |
| KD | - | - | - | - | 0 | 0 | 0 | 0 | -1 | -1 | -1 | -1 | -2 | -2 | -1 | -4 | -2 | -2 | -1 | -1 |
| M | -2 | 0 | -2 | 0 | -4 | -2 | 0 | 0 | +1 | +4 | +4 | +7 | +5 | +5 | +7 | +7 | +3 | +3 | +8 | +6 |
| ND | - | - | - | - | - | - | - | - | - | - | - | - | - | +1 | - | - | - | - | - | - |
| SD | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | +1 | +3 | +5 |
| FI | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | -3 |

mean absolute
difference per
$\begin{array}{lllllllllllllllllll}\text { party } & 2,4 & 3,2 & 2,0 & 1,2 & 2,7 & 1,3 & 0,8 & 1,0 & 0,8 & 1,8 & 1,7 & 2,6 & 1,7 & 2,1 & 2,6 & 3,6 & 2,0 & 1,6\end{array} \quad 3,1 \quad 2,6$

Comment: A positive (+) difference means that the relevant party was more supported among men than among women while a negative (-) difference indicate more support among women than among men.

In Which Age Group Does the Parties Have Their Strongest Support?


Comment: Young is defined as $18-30$ years, middle age as $31-60$ and old as $61-80$. No diff means there is no difference in party support across age groups.

Voters' Self Reported Reasons for the Choice of Party. Percent saying "One of the most important reasons" among All Voters in 1988, 1994, 2002, 2006, 2010 and 2014 and among Party Voters in 2014

|  |  | Year |  |  |  |  |  | 2014 |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Theoretical Explanation | Reason to Vote | 1988 | 1994 | 2002 | 2006 | 2010 | 2014 | V | S | MP | C | FP | KD | M | SD | FI |
| Issue voting | The party has a good policy on issues that I think is important | - | - | 51 | - | 58 | - | - | - | - | - | - | - | - | - | - |
| Competence Voting | The party has competent persons that can run the country | 30 | 31 | 31 | 42 | 51 | 54 | 44 | 51 | 53 | 53 | 51 | 48 | 76 | 34 | 32 |
| Ideological Voting | The party has a good political ideology | 41 | 41 | 45 | 49 | 49 | 54 | 74 | 57 | 71 | 55 | 45 | 54 | 40 | 27 | 82 |
| Prospective Voting | The party has a good program for the future | - | - | 34 | 46 | 49 | 51 | 49 | 47 | 72 | 46 | 50 | 43 | 53 | 44 | 58 |
| Government voting | The party is needed to make it possible to form my favourite government | - | - | - | - | - | 42 | 52 | 37 | 40 | 36 | 43 | 59 | 38 | 38 | 72 |
| Campaign Agenda Voting | The party has good policies on many of the issues in recent public debates | 33 | 32 | 34 | 37 | 39 | 41 | 55 | 37 | 44 | 46 | 40 | 30 | 42 | 37 | 50 |
| Retrospective Voting | The party has done a good job in recent years | - | - | 25 | 22 | 36 | 27 | 16 | 21 | 28 | 24 | 12 | 15 | 51 | 18 | 18 |
| Party Leader Voting | The party has a good party leader | 23 | 20 | 24 | 23 | 27 | 28 | 19 | 27 | 11 | 19 | 17 | 20 | 44 | 36 | 28 |
| Habitual Voting | $I$ always vote for the party | 27 | 21 | 16 | 14 | 14 | 10 | 6 | 18 | 2 | 6 | 2 | 7 | 10 | 7 | 2 |
| Class voting | The policies of the party is usually favourable to the occupational group to which I belong | 21 | 18 | 14 | 15 | 14 | - | - | - | - | - | - | - | - | - | - |
| Party Identification Voting | I feel like a supporter of the party | 21 | 16 | 14 | 11 | 11 | 10 | 13 | 14 | 10 | 13 | 2 | 7 | 6 | 7 | 18 |
| Campaign Performance Voting | The party has been convincing during the election campaign | - | - | - | - | 18 | 17 | 16 | 19 | 10 | 25 | 10 | 13 | 12 | 32 | 28 |
| Instrumental Voting | The party is a big party and therefore it has greater possibilities than a smaller party to implement its policies | - | - | 14 | 17 | 16 | 15 | 4 | 23 | 6 | 4 | 3 | 2 | 22 | 12 | 8 |
| Group Interest Voting | The policy of the party is favourable to me personally The policy of the party is usually favourable to my occupation group | 21 | 18 | 14 | 15 | 14 | 13 | 7 | 13 | 10 | 11 | 5 | 17 | 19 | 11 | 8 |
| Candidate Voting | The party has good Riksdag candidates on the ballot in my constituency | - | 9 | 10 | 10 | 10 | 12 | 6 | 14 | 2 | 23 | 9 | 10 | 13 | 13 | 8 |
| Tactical Voting | The party is a small party that risks falling under the four percent threshold to the Riksdag | - | - | 6 | 5 | 9 | 8 | 9 | 4 | 3 | 15 | 5 | 32 | 4 | 13 | 30 |
| Social Influence Voting | People around me sympathize with the party | - | - | - | - | 3 | - | - | - | - | - | - | - | - | - | - |

Comment: "You say you are going to vote for [...] in this year's Riksdag election. How important are the following reasons for your choice of party?". The alternatives were "one of the most important reasons", "fairly important reason", "not particularly important reason" and "not at all important reason".

## Swedish Voting Behavior

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Swedish National Election Studies
Department of Political Science
University of Gothenburg
Download:
www.valforskning.pol.gu.se
Phone:

+ 46317864666
+ 46317861227
e-mail:
henrik.oscarsson@pol.gu.se
soren.holmberg@pol.gu.se

Adress:
Sprängkullsgatan 19, P.O. Box 711
SE 40530 Göteborg
Sweden

The Swedish National Election Studies


[^0]:    Comment: Parliamentary elections only; official results. The initials for the parties are the customary ones in Sweden: V=Left
    Party, $\mathrm{S}=$ Social Democratic, $\mathrm{C}=$ Center, $\mathrm{FP}=$ Liberal, $\mathrm{M}=$ Conservative, KD=Christian Democrat, MP=Green, NYD=New Democrats, SD=Sweden Democrats and FI=Feminist Initiative.

[^1]:    Comment: The results are based on panel data consisting of party sympathy data ("best party") from pre-election face-to-face interviews and information about party choice in post-election mail questionnaires. No election campaign panel study was performed in 1970. The numbers of respondents vary around 1000.

