The SOM Institute

The SOM Institute at Göteborg University, founded in 1986, conducts interdisciplinary 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 the School of Public Administration at Göteborg University.

The Institute is headed by Professor Sören Holmberg, Department of Political Science, Professor Lennart Weibull, Department of Journalism and Mass Communication, and Director 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 Social Science Data Archive in Göteborg. The results on the following pages are based on data from National SOM.

Western SOM

Beginning in 1992, a similar survey has been conducted in Western Sweden. Called Western SOM, this survey was originally limited to Göteborg and its surrounding municipalities. The survey has since 1998 been widened, to comprise the entire Västra Götaland’s Region with a sample of 6 000 persons.

Local SOM

In the fall of 1996, a series of local surveys was conducted for the first time in three districts of Göteborg and in one neighboring municipality. The sample size was 1 200 respondents per sample region. 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 and Mass Communication. Åsa Nilsson and Rudolf Antoni are project directors, while Kerstin Gidsäter is responsible for administration and publishing.
Social Trends
Employment

Question: "Which of the following groups do you belong to?"
Comment: Based on self classification. Unemployment includes people in relief work or training programs. All respondents aged 15 – 85 are included in the percent calculations.
Principal investigators: Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se and Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.

Assessing Swedish Economy

Question: "According to your view, during the last twelve months, has the Swedish economy improved, remained the same, or worsened?" All respondents are included in the percent calculations.
Principal investigators: Sören Holmberg, Phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se. Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.
Assessing Personal Financial Situation

Personal Financial Situation compared to twelve months ago

Question: “According to your view, during the last twelve months, has your personal financial situation improved, remained the same, or worsened?” All respondents are included in the percent calculations.

Principal investigators: Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se.
Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.

Subjective Family Class

Question: “Which of the following categories best describes your family?”
Comment: Percentages are based on respondents answering the question.
Principal investigators: Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se.
Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.
Question: How much confidence do you have in the way the following institutions/groups do their job? Five response alternatives: "very much; fairly much; neither much, nor little; fairly little; very little".

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. The results for Defence are depicted in red.

Principal investigators: Sören Holmberg, phone: +46 31 773 12 27 e-mail: soren.holmberg@pol.gu.se and Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.
Confidence in Institutions

Graph showing opinion balance for various institutions from 1986 to 2005.
Confidence in some Professional Groups

Question: How much confidence do you have in the way the following professional groups do their job? Six response alternatives: "very much; fairly much; neither much, nor little; fairly little; very little; no opinion". 
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. 
Principal investigators: Sören Holmberg, phone: + 46 31 773 12 27 e-mail: soren.holmberg@pol.gu.se and Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.

Participation in Civic Society

Question: "List which associations you are a member of, and how active you are in those associations." 
Comment: Percent members is based on total number of respondents. 
Principal investigator: Bo Rothstein, Phone: +46 31 773 12 24, e-mail: bo.rothstein@pol.gu.se.
### Leisure Activities

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gone to the movies</td>
<td>-</td>
<td>39</td>
<td>41</td>
<td>36</td>
<td>41</td>
<td>38</td>
<td>38</td>
<td>40</td>
<td>38</td>
<td>39</td>
<td>42</td>
<td>37</td>
<td>37</td>
<td>43</td>
<td>41</td>
<td>39</td>
<td>42</td>
<td>37</td>
<td>43</td>
</tr>
<tr>
<td>Attended the theater</td>
<td>-</td>
<td>-</td>
<td>23</td>
<td>23</td>
<td>19</td>
<td>21</td>
<td>18</td>
<td>21</td>
<td>21</td>
<td>20</td>
<td>21</td>
<td>16</td>
<td>15</td>
<td>18</td>
<td>16</td>
<td>16</td>
<td>20</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Discussed politics</td>
<td>25</td>
<td>21</td>
<td>29</td>
<td>37</td>
<td>34</td>
<td>39</td>
<td>33</td>
<td>37</td>
<td>42</td>
<td>33</td>
<td>28</td>
<td>31</td>
<td>33</td>
<td>29</td>
<td>31</td>
<td>29</td>
<td>27</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Attended a church service</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>or religious meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bet or played the lottery</td>
<td>-</td>
<td>35</td>
<td>32</td>
<td>30</td>
<td>31</td>
<td>32</td>
<td>32</td>
<td>30</td>
<td>30</td>
<td>31</td>
<td>29</td>
<td>28</td>
<td>28</td>
<td>27</td>
<td>25</td>
<td>24</td>
<td>21</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Smoked/used snuff*</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>35</td>
<td>31</td>
<td>32</td>
<td>33</td>
<td>31</td>
<td>28</td>
<td>31</td>
<td>30</td>
<td>29</td>
<td>32</td>
<td>30</td>
<td>28</td>
<td>28</td>
<td>-</td>
</tr>
<tr>
<td>Smoked*</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>17</td>
</tr>
<tr>
<td>Used snuff*</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>13</td>
</tr>
<tr>
<td>Consumed liquor, wine or beer</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>28</td>
<td>27</td>
<td>30</td>
<td>30</td>
<td>28</td>
<td>29</td>
<td>31</td>
<td>33</td>
<td>34</td>
<td>35</td>
<td>39</td>
<td>38</td>
<td>37</td>
<td>39</td>
</tr>
</tbody>
</table>

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

Comment: The cinema and theater figures indicate attendance at least once every six months, while religious service attendance figures indicate rates of at least once a month. All other figures are based on at least weekly activity. A “-” indicates that the question was not included in the survey this year. * The results for 1987 – 2004 combine Smoked/Used snuff, starting in 2005 “smoked” and “used snuff” are shown separately.

Principal investigators: Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se and Lennart Weibull, phone: + 46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.

### Drinking Liquor/Wine/Strong Beer at Least Once a Week

![Graph showing percentage of men and women who drank liquor, wine, or strong beer at least once a week from 1992 to 2005.](image)

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

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.

Principal investigators: Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se and Lennart Weibull, phone: + 46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.
Trust in People

Question: “According to your view, to what extent is it possible to trust people in general? Please answer using this scale.”
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 know” (2–6 percent through the years).
Principal investigator: Bo Rothstein, phone: +46 31 773 12 24, e-mail: bo.rothstein@pol.gu.se

Rokeach’s Terminal Values

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>92</td>
<td>93</td>
<td>91</td>
<td>91</td>
<td>90</td>
<td>87</td>
<td>87</td>
<td>87</td>
<td>87</td>
<td>88</td>
<td>89</td>
<td>90</td>
</tr>
<tr>
<td>Honesty</td>
<td>97</td>
<td>96</td>
<td>95</td>
<td>95</td>
<td>95</td>
<td>95</td>
<td>95</td>
<td>95</td>
<td>95</td>
<td>95</td>
<td>95</td>
<td>95</td>
</tr>
<tr>
<td>Freedom</td>
<td>84</td>
<td>89</td>
<td>87</td>
<td>86</td>
<td>83</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>Family security</td>
<td>81</td>
<td>84</td>
<td>82</td>
<td>82</td>
<td>82</td>
<td>82</td>
<td>82</td>
<td>82</td>
<td>82</td>
<td>82</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Love</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
</tr>
<tr>
<td>Justice</td>
<td>78</td>
<td>83</td>
<td>80</td>
<td>85</td>
<td>80</td>
<td>83</td>
<td>80</td>
<td>80</td>
<td>80</td>
<td>80</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Inner harmony</td>
<td>77</td>
<td>78</td>
<td>77</td>
<td>78</td>
<td>77</td>
<td>76</td>
<td>75</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
<td>77</td>
</tr>
<tr>
<td>True friendship</td>
<td>70</td>
<td>70</td>
<td>70</td>
<td>70</td>
<td>70</td>
<td>69</td>
<td>67</td>
<td>69</td>
<td>69</td>
<td>69</td>
<td>69</td>
<td>69</td>
</tr>
<tr>
<td>Non-material security</td>
<td>69</td>
<td>75</td>
<td>71</td>
<td>72</td>
<td>71</td>
<td>72</td>
<td>64</td>
<td>66</td>
<td>67</td>
<td>69</td>
<td>73</td>
<td>66</td>
</tr>
<tr>
<td>A comfortable life</td>
<td>54</td>
<td>55</td>
<td>54</td>
<td>58</td>
<td>58</td>
<td>54</td>
<td>60</td>
<td>58</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>A clean world</td>
<td>81</td>
<td>79</td>
<td>72</td>
<td>76</td>
<td>70</td>
<td>70</td>
<td>69</td>
<td>68</td>
<td>62</td>
<td>64</td>
<td>69</td>
<td>57</td>
</tr>
<tr>
<td>Equality</td>
<td>49</td>
<td>54</td>
<td>49</td>
<td>55</td>
<td>57</td>
<td>52</td>
<td>52</td>
<td>46</td>
<td>49</td>
<td>50</td>
<td>56</td>
<td>59</td>
</tr>
<tr>
<td>A world of beauty</td>
<td>59</td>
<td>59</td>
<td>56</td>
<td>57</td>
<td>55</td>
<td>53</td>
<td>53</td>
<td>53</td>
<td>53</td>
<td>53</td>
<td>51</td>
<td>55</td>
</tr>
<tr>
<td>Self-respect</td>
<td>44</td>
<td>45</td>
<td>44</td>
<td>46</td>
<td>44</td>
<td>42</td>
<td>42</td>
<td>42</td>
<td>42</td>
<td>42</td>
<td>44</td>
<td>47</td>
</tr>
<tr>
<td>Wisdom</td>
<td>31</td>
<td>37</td>
<td>37</td>
<td>40</td>
<td>37</td>
<td>38</td>
<td>35</td>
<td>37</td>
<td>35</td>
<td>36</td>
<td>39</td>
<td>33</td>
</tr>
<tr>
<td>A life full of pleasure</td>
<td>23</td>
<td>26</td>
<td>27</td>
<td>26</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>29</td>
<td>30</td>
<td>30</td>
<td>35</td>
<td>32</td>
</tr>
<tr>
<td>Self-fulfillment</td>
<td>29</td>
<td>34</td>
<td>29</td>
<td>32</td>
<td>31</td>
<td>33</td>
<td>33</td>
<td>32</td>
<td>30</td>
<td>33</td>
<td>32</td>
<td>29</td>
</tr>
<tr>
<td>An exciting life</td>
<td>22</td>
<td>26</td>
<td>22</td>
<td>25</td>
<td>29</td>
<td>29</td>
<td>27</td>
<td>28</td>
<td>26</td>
<td>24</td>
<td>29</td>
<td>26</td>
</tr>
<tr>
<td>Technical advance</td>
<td>22</td>
<td>34</td>
<td>23</td>
<td>27</td>
<td>29</td>
<td>33</td>
<td>25</td>
<td>21</td>
<td>22</td>
<td>24</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>Social recognition</td>
<td>15</td>
<td>18</td>
<td>18</td>
<td>19</td>
<td>21</td>
<td>19</td>
<td>18</td>
<td>19</td>
<td>18</td>
<td>19</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>Wealth</td>
<td>8</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>10</td>
<td>9</td>
<td>12</td>
<td>9</td>
<td>9</td>
<td>11</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Salvation</td>
<td>9</td>
<td>8</td>
<td>9</td>
<td>7</td>
<td>9</td>
<td>8</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>10</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Power</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>8</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

Question: “How important do you consider the following things to be to yourself?”. Five response alternatives: “very important; fairly important; neither important, nor unimportant; not very important; not at all important.”
Comment: The results show percent respondents answering “very important”. Percentages are based on the number of respondents answering each item.
Principal investigators: Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se.
Lennart Weibull, phone +46 31 773 12 18, e-mail: lennart.weibull@mg.gu.se. Thanks to Karl Enk Rosengren and Bo Reimer for introducing the Rokeach questions in the SOM Studies.
**Satisfaction with Life**

![Graph showing satisfaction levels over years]

**Question:** "On the whole, how satisfied are you with the life you lead?" Four response alternatives: "very satisfied; fairly satisfied; not very satisfied; not at all satisfied."

**Comment:** Percentages are calculated among respondents who answered the question. The two negative response alternatives are combined into "not satisfied" in the figure.

**Principal investigator:** Lennart Nilsson, phone: +46 31 773 12 15, e-mail: lennart.nilsson@cefos.gu.se.

---

**What Swedes Worry About**

![Graph showing concerns over years]

**Question:** "Looking at today’s situation, what worries you most?" 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."

**Comment:** The results show percent answering "very worrying" among persons who answered the questions about worries.

**Principal investigator:** Lennart J Lundqvist, phone: +4631 773 1229, e-mail: lennart.lundqvist@pol.gu.se.
### Confidence in Research in different Research Areas (percent)

<table>
<thead>
<tr>
<th>Research Area</th>
<th>very/fairly much confidence</th>
<th>neither much/nor little confidence</th>
<th>very/fairly little confidence</th>
<th>no opinion</th>
<th>sum percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>84</td>
<td>9</td>
<td>2</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td>2003</td>
<td>84</td>
<td>8</td>
<td>2</td>
<td>6</td>
<td>100</td>
</tr>
<tr>
<td>2004</td>
<td>81</td>
<td>9</td>
<td>2</td>
<td>8</td>
<td>100</td>
</tr>
<tr>
<td>2005</td>
<td>78</td>
<td>11</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>71</td>
<td>16</td>
<td>2</td>
<td>11</td>
<td>100</td>
</tr>
<tr>
<td>2003</td>
<td>71</td>
<td>14</td>
<td>1</td>
<td>14</td>
<td>100</td>
</tr>
<tr>
<td>2004</td>
<td>73</td>
<td>14</td>
<td>1</td>
<td>12</td>
<td>100</td>
</tr>
<tr>
<td>2005</td>
<td>70</td>
<td>14</td>
<td>2</td>
<td>14</td>
<td>100</td>
</tr>
<tr>
<td>Science</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>63</td>
<td>22</td>
<td>1</td>
<td>14</td>
<td>100</td>
</tr>
<tr>
<td>2003</td>
<td>68</td>
<td>16</td>
<td>1</td>
<td>15</td>
<td>100</td>
</tr>
<tr>
<td>2004</td>
<td>68</td>
<td>17</td>
<td>1</td>
<td>14</td>
<td>100</td>
</tr>
<tr>
<td>2005</td>
<td>63</td>
<td>20</td>
<td>1</td>
<td>16</td>
<td>100</td>
</tr>
<tr>
<td>Social science</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>48</td>
<td>33</td>
<td>3</td>
<td>16</td>
<td>100</td>
</tr>
<tr>
<td>2003</td>
<td>52</td>
<td>28</td>
<td>3</td>
<td>17</td>
<td>100</td>
</tr>
<tr>
<td>2004</td>
<td>50</td>
<td>29</td>
<td>3</td>
<td>18</td>
<td>100</td>
</tr>
<tr>
<td>2005</td>
<td>44</td>
<td>32</td>
<td>4</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>43</td>
<td>26</td>
<td>6</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>2005</td>
<td>37</td>
<td>28</td>
<td>6</td>
<td>29</td>
<td>100</td>
</tr>
<tr>
<td>Humanities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>37</td>
<td>29</td>
<td>5</td>
<td>29</td>
<td>100</td>
</tr>
<tr>
<td>2003</td>
<td>41</td>
<td>24</td>
<td>3</td>
<td>32</td>
<td>100</td>
</tr>
<tr>
<td>2004</td>
<td>38</td>
<td>26</td>
<td>4</td>
<td>32</td>
<td>100</td>
</tr>
<tr>
<td>2005</td>
<td>34</td>
<td>26</td>
<td>4</td>
<td>36</td>
<td>100</td>
</tr>
</tbody>
</table>

**Question:** How much confidence do you have in the following research areas? Six response alternatives: "very much; fairly much; neither much, nor little; fairly little; very little; no opinion".

**Comment:** The percentages are based on the respondents answering each individual item.

**Principal investigators:** Sören Holmberg, phone: +46 31 773 12 27 e-mail: soeren.holmberg@pol.gu.se and Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.
Political Trends
Political Interest and Party Membership

Question: "In general, how interested are you in politics?" Four response alternatives: "very interested; fairly interested; not especially interested; not at all interested". Membership in party youth and women’s organizations is included in party membership.

Comment: The results show percent very much or fairly interested in politics and percent party members among all respondents.

Principal investigator: Sören Holmberg, phone: +4631 773 12 27, e-mail: soren.holmberg@pol.gu.se.

Party Sympathy

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Left Party</td>
<td>3.1</td>
<td>2.9</td>
<td>4.7</td>
<td>7.7</td>
<td>7.5</td>
<td>5.1</td>
<td>3.9</td>
<td>3.0</td>
<td>6.8</td>
<td>13.5</td>
<td>12.7</td>
<td>9.5</td>
<td>12.3</td>
<td>14.6</td>
<td>15.5</td>
<td>12.1</td>
<td>8.3</td>
<td>9.3</td>
<td>8.9</td>
<td>5.7</td>
</tr>
<tr>
<td>Social Democrats</td>
<td>44.8</td>
<td>42.3</td>
<td>43.6</td>
<td>35.5</td>
<td>30.4</td>
<td>34.7</td>
<td>43.4</td>
<td>45.7</td>
<td>43.4</td>
<td>31.7</td>
<td>31.8</td>
<td>33.1</td>
<td>35.5</td>
<td>31.2</td>
<td>32.3</td>
<td>38.6</td>
<td>41.6</td>
<td>37.5</td>
<td>35.3</td>
<td>36.4</td>
</tr>
<tr>
<td>Green Party</td>
<td>5.5</td>
<td>7.8</td>
<td>8.4</td>
<td>7.5</td>
<td>4.7</td>
<td>3.8</td>
<td>2.7</td>
<td>3.0</td>
<td>5.1</td>
<td>12.4</td>
<td>8.4</td>
<td>5.9</td>
<td>5.7</td>
<td>4.6</td>
<td>3.6</td>
<td>4.0</td>
<td>5.5</td>
<td>5.4</td>
<td>5.8</td>
<td></td>
</tr>
<tr>
<td>Center Party</td>
<td>7.9</td>
<td>6.3</td>
<td>10.7</td>
<td>8.3</td>
<td>8.9</td>
<td>8.0</td>
<td>6.4</td>
<td>5.8</td>
<td>7.7</td>
<td>6.3</td>
<td>6.8</td>
<td>5.0</td>
<td>4.7</td>
<td>3.9</td>
<td>4.0</td>
<td>6.7</td>
<td>6.7</td>
<td>7.9</td>
<td>7.0</td>
<td>6.8</td>
</tr>
<tr>
<td>Liberals</td>
<td>17.7</td>
<td>19.9</td>
<td>11.8</td>
<td>15.7</td>
<td>13.6</td>
<td>9.5</td>
<td>7.4</td>
<td>9.1</td>
<td>8.2</td>
<td>5.4</td>
<td>6.6</td>
<td>6.4</td>
<td>5.1</td>
<td>5.1</td>
<td>4.8</td>
<td>4.2</td>
<td>16.6</td>
<td>12.4</td>
<td>10.4</td>
<td>8.9</td>
</tr>
<tr>
<td>Christian Democrats</td>
<td>1.2</td>
<td>1.9</td>
<td>3.6</td>
<td>3.2</td>
<td>5.6</td>
<td>9.0</td>
<td>2.6</td>
<td>3.9</td>
<td>3.7</td>
<td>3.4</td>
<td>3.7</td>
<td>4.3</td>
<td>11.8</td>
<td>12.8</td>
<td>13.1</td>
<td>10.8</td>
<td>8.0</td>
<td>7.7</td>
<td>5.1</td>
<td>4.5</td>
</tr>
<tr>
<td>Conservatives</td>
<td>18.8</td>
<td>16.5</td>
<td>15.5</td>
<td>22.1</td>
<td>29.3</td>
<td>22.6</td>
<td>23.1</td>
<td>22.9</td>
<td>23.8</td>
<td>27.3</td>
<td>27.0</td>
<td>30.6</td>
<td>22.5</td>
<td>24.7</td>
<td>23.4</td>
<td>21.7</td>
<td>11.8</td>
<td>16.9</td>
<td>23.3</td>
<td>27.5</td>
</tr>
<tr>
<td>New Democracy</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>7.3</td>
<td>10.5</td>
<td>8.6</td>
<td>1.3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Other parties</td>
<td>1.1</td>
<td>2.5</td>
<td>1.7</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3.0</td>
<td>3.7</td>
<td>2.5</td>
<td>2.0</td>
<td>2.3</td>
<td>2.7</td>
<td>3.0</td>
<td>2.9</td>
<td>4.6</td>
<td>4.4</td>
<td></td>
</tr>
<tr>
<td>Sum Percent</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Percent No party</td>
<td>5.8</td>
<td>10.2</td>
<td>9.7</td>
<td>14.0</td>
<td>17.8</td>
<td>16.3</td>
<td>9.5</td>
<td>10.1</td>
<td>7.1</td>
<td>9.7</td>
<td>10.7</td>
<td>11.1</td>
<td>6.0</td>
<td>10.8</td>
<td>9.6</td>
<td>10.1</td>
<td>6.4</td>
<td>8.5</td>
<td>10.3</td>
<td>9.1</td>
</tr>
</tbody>
</table>

Question: "Which party do you like best at the present time?"
Comment: Results are unweighted and calculated among eligible voters (18 years minimum and Swedish citizen).

Principal investigator: Sören Holmberg, phone: +4631 773 12 27, e-mail: soren.holmberg@pol.gu.se.

Strength of Party Conviction through Electoral Cycles

Question: (Given to respondents stating a party preference) "Do you consider yourself a convinced supporter of your party?" Response alternatives: "yes, very convinced", "yes, somewhat convinced", "no".
Comment: The results show percent very convinced or somewhat convinced party supporters among all respondents.

Principal investigator: Sören Holmberg, phone: +4631 773 12 27, e-mail: soren.holmberg@pol.gu.se.
Voter Assessments of Party Leaders

Voter Assessments of the Leader of the Left Party (v)

Voter Assessments of the Leader of the Social Democratic Party (s)

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: +4631 773 12 27, e-mail: soren.holmberg@pol.gu.se.
Voter Assessments of the Leader of the Christian Democratic Party (kd)

Average score:

- 1986: 42
- 1987: 36
- 1988: 32
- 1989: 33
- 1990: 35
- 1991: 37
- 1992: 33
- 1993: 36
- 1994: 38
- 1995: 32
- 1996: 27
- 1997: 32
- 1998: 28
- 1999: 35
- 2000: 33
- 2001: 36
- 2002: 37
- 2003: 38
- 2004: 32
- 2005: 25

Voter Assessments of the Leader of the Conservative Party (m)

Average score:

- 1986: 27
- 1987: 31
- 1988: 29
- 1989: 28
- 1990: 38
- 1991: 34
- 1992: 33
- 1993: 37
- 1994: 36
- 1995: 35
- 1996: 36
- 1997: 39
- 1998: 20
- 1999: 17
- 2000: 23
- 2001: 19
- 2002: 15
- 2003: 29
- 2004: 34
- 2005: 8
Comment: The results reflect assessments of male party leaders of the Green Party. The Greens have a female leader as well. The average popularity scores for her was in 2005 -7 among all respondents and +24 among mp-sympathizers.

Left-Right Self-Placement

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?" 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".

Comment: No answers (3 - 5 percent on average every year) are excluded from the analysis. Right is depicted in blue and Left in red.

Principal investigator: Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se.

20
Assessing the Government's Job Performance

Question: How well do you think the Government is doing its job? Five response alternatives: “very well; fairly well; neither well, nor badly; fairly badly; very badly”.
Comment: The results show percent respondents answering “very” or “fairly well/bad”. The percentages are based on all respondents.
Principal investigator: Sören Holmberg, Phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se.

Satisfaction with the Working of Democracy

Question: “On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the way democracy works… (in your country, in your region, in your local government, in the European Union).”
Comment: The results show percentages responding “very” or “fairly satisfied” among people answering the questions.
Principal investigators: Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se, Lennart Nilsson, phone: +46 31 773 12 15, e-mail: lennart.nilsson@cefos.gu.se, Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.
**Generalized Trust in Swedish Politicians**

![Graph showing trust in Swedish politicians from 1998 to 2005]

*Question:* “In general, how much do you trust Swedish politicians?” With four response alternatives: “Very much, fairly much, fairly little, very little”.

*Comment:* The results show percent answering “very or fairly much” or “very or fairly little” among all respondents. No answer varies between 1-4 percent, and is included in the percentage base.

*Principal investigator:* Sören Holmberg, phone: +4631 773 12 27, e-mail: soren.holmberg@pol.gu.se.

**Support for New and Old Value Issues**

![Graph showing support for new and old value issues]

*Question:* “Here are a number of proposals. What is your view on them?” The six response alternatives are: “Very good proposal; fairly good proposal; neither good nor bad proposal; fairly bad proposal; very bad proposal; no opinion”.

*Comment:* The results show percent answering “Very or fairly good proposal” among respondents who answered the value questions.

*Principal investigators:* Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se and Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.
Political Issues
### Important Issues for Sweden

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>15</td>
<td>6</td>
<td>2</td>
<td>7</td>
<td>39</td>
<td>49</td>
<td>59</td>
<td>58</td>
<td>51</td>
<td>58</td>
<td>50</td>
<td>51</td>
<td>28</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>20</td>
<td>33</td>
</tr>
<tr>
<td>Health care</td>
<td>14</td>
<td>21</td>
<td>22</td>
<td>24</td>
<td>20</td>
<td>19</td>
<td>22</td>
<td>18</td>
<td>15</td>
<td>25</td>
<td>35</td>
<td>30</td>
<td>41</td>
<td>39</td>
<td>41</td>
<td>38</td>
<td>43</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>Pensions/Elderly care</td>
<td>10</td>
<td>10</td>
<td>16</td>
<td>13</td>
<td>16</td>
<td>14</td>
<td>16</td>
<td>12</td>
<td>10</td>
<td>17</td>
<td>19</td>
<td>15</td>
<td>21</td>
<td>23</td>
<td>22</td>
<td>24</td>
<td>21</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>Education</td>
<td>12</td>
<td>9</td>
<td>12</td>
<td>10</td>
<td>11</td>
<td>9</td>
<td>4</td>
<td>8</td>
<td>7</td>
<td>10</td>
<td>22</td>
<td>34</td>
<td>38</td>
<td>35</td>
<td>37</td>
<td>32</td>
<td>33</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>Law and order</td>
<td>20</td>
<td>13</td>
<td>38</td>
<td>11</td>
<td>15</td>
<td>8</td>
<td>9</td>
<td>11</td>
<td>25</td>
<td>14</td>
<td>13</td>
<td>15</td>
<td>16</td>
<td>15</td>
<td>12</td>
<td>12</td>
<td>18</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Immigrants/Refugees</td>
<td>7</td>
<td>8</td>
<td>11</td>
<td>14</td>
<td>13</td>
<td>19</td>
<td>25</td>
<td>12</td>
<td>14</td>
<td>13</td>
<td>10</td>
<td>8</td>
<td>13</td>
<td>12</td>
<td>13</td>
<td>19</td>
<td>11</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Environment</td>
<td>48</td>
<td>62</td>
<td>46</td>
<td>32</td>
<td>38</td>
<td>19</td>
<td>17</td>
<td>20</td>
<td>27</td>
<td>10</td>
<td>10</td>
<td>9</td>
<td>11</td>
<td>9</td>
<td>10</td>
<td>9</td>
<td>6</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Swedish economy</td>
<td>8</td>
<td>10</td>
<td>9</td>
<td>32</td>
<td>24</td>
<td>39</td>
<td>29</td>
<td>32</td>
<td>24</td>
<td>10</td>
<td>7</td>
<td>9</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>12</td>
<td>9</td>
<td>14</td>
<td>13</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social policy</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>6</td>
<td>9</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>7</td>
<td>4</td>
<td>17</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td>9</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Family/Child care</td>
<td>6</td>
<td>9</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religion/Ethics</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Energy/Nuclear power</td>
<td>7</td>
<td>6</td>
<td>8</td>
<td>11</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>EU/EMU</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>7</td>
<td>6</td>
<td>11</td>
<td>9</td>
<td>15</td>
<td>7</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>7</td>
<td>3</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Public sphere/Privatiz</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infrastructure/Commun</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Agriculture/Reg policy</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Number of respondents: 1672, 1643, 1578, 1582, 1573, 1889, 1857, 1777, 1707, 1779, 1754, 3561, 3503, 3546, 3638, 3609, 3675, 3612, 3499

**Question:** Which issue(s) or societal problem(s) do you think is/are the most important in Sweden today? Please provide a maximum of three issues/societal problems.

**Comment:** The percentages are based on all respondents.

**Principal investigators:** Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se; Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se

### Nuclear Power

![Nuclear Power Graph](image)

**Question:** What is your view on the long term use of nuclear power as an energy source in Sweden? Five response alternatives: abolish nuclear power by 2010 at the latest; 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.

**Comment:** All respondents are included in the percent calculations.

**Principal investigator:** Sören Holmberg, phone: +4631 7731227, e-mail: soren.holmberg@pol.gu.se.
Assessing Nuclear Power Risks

Question: “What is your opinion on the following risks that have been discussed in connection with nuclear power?”
Response alternatives were offered in the form of a scale ranging between 1 (very little risk) and 10 (very large risk).
Comment: The results are means ranging between 1 (low risk) and 10 (high risk).
Principal investigator: Per Hedberg, phone: +4631 773 11 99, e-mail: per.hedberg@pol.gu.se.

Percent Swedes Who Think Sweden - More than Today - Should Go In for the Below-Mentioned Energy Sources

Question: “During the next 5 – 10 years, to what extent should Sweden go in for the following energy sources?” with response alternatives as follows: “more than today; about as today; less than today: abolish/give up the energy source completely; no opinion.
Comment: All respondents who answered the questions are included in the percentage base.
Principal investigator: Per Hedberg, phone: +4631 773 11 99, e-mail: per.hedberg@pol.gu.se.
Attitudes toward the Public Sector

Question: "Reduce the size of the public sector". Response alternatives: "very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal".

Comment: All respondents who answered any item in the battery of questions are included in the percent calculations.

Principal investigator: Lennart Nilsson, phone: +4631 773 15 95, e-mail: lennart.nilsson@cefos.gu.se.

Attitudes toward Proposals for Privatization in Sweden

Question: "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".

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: +4631 773 15 95, e-mail: lennart.nilsson@cefos.gu.se.
Yes to a Six Hour Work Day

Opinion Difference Between Women and Men

+20 +18 +18 +17 +18 +20 +20 +24 +19 +21

Question: "Introduce a six hour work day for all gainfully employed." Five response alternatives: "Very good idea; fairly good idea; neither good, nor bad idea; fairly bad idea; very bad idea".

Comment: The results show percent respondents answering "very" or "fairly good", among women and men. The percentages are based on the number of respondents answering the question.

Principal investigator: Helena Rohdén, Phone: +4631 773 12 01, e-mail: helena.rohden@pol.gu.se.

Accepting Fewer Refugees

Question: "Accept fewer refugees into Sweden." Five response alternatives: "Very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal."

Comment: The results show percent answering "very good/bad" or "fairly good/bad" among respondents who answered the question.

Principal investigator: Marie Demker, phone: +4631 773 12 42, e-mail: marie.demker@pol.gu.se.
Media Trends
Exposure to News

percent


Morning Paper
News in Public Service Television (SVT)
News in Local Radio
National news in private television (TV4)
News on the Internet
National News in Public Service Radio (SR)

Question: “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 a morning paper at least five days a week, watching the specified TV news show at least five days a week, and using news sites at least three times a week.

Principal investigators: Annika Bergström, phone: +46 31 773 51 78, e-mail: annika.bergstrom@jmg.gu.se, Lennart Weibull, phone +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.

Morning Papers: Readership and Subscription

percent/minutes


Reading at least 5 d/w (percent)
Subscription in Household (percent)
Average Reading Time among Readers (minutes)

Questions (1): “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” (2) “Do you or anybody else in your household subscribe to a newspaper?” (3) “How long time do you normally spend with your local morning paper on an average weekday?”

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

Principal investigators: Ingela Wadbring, Phone: +46 31 773 49 75, e-mail: ingela.wadbring@jmg.gu.se, Lennart Weibull, Phone: +4631 773 12 18, e-mail: lennart.weibull@jmg.gu.se.
Reasons to Consider Abolishing a Newspaper Subscription (percent)

Having considered abolishing their newspaper subscription:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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? 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.

Comment: The figure shows the percentage among those who have considered abolishing their 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.

Principal investigators: Ingela Wadbring, Phone: +46 31 773 49 75, e-mail: ingela.wadbring@jmg.gu.se, Lennart Weibull, Phone: +4631 773 12 18, e-mail: lennart.weibull@jmg.gu.se.

Important and Unimportant Contents in Local Newspapers

Question: "How important do you personally consider the following local newspaper contents to be?" Seven response alternatives ranging from unimportant to very important. The question is asked every fourth year.

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.

Principal investigator: Jan Strid, phone +46 31 773 11 95, e-mail: jan.strid@jmg.gu.se.
Listening to Public Service Radio vs. Private Radio

**Question:** "How often do you listen to the following radio channels?" Six response alternatives: "daily; 5–6 days a week; 3–4 days a week; 1–2 days a week; more seldom; never".

**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.

**Principal investigator:** Jan Strid, phone: +46 31 773 11 95, e-mail: jan.strid@jmg.gu.se and Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se

Listening to Public Service Radio Channels

**Question:** "How often do you listen to the following radio channels?" Six response alternatives: "daily; 5–6 days a week; 3–4 days a week; 1–2 days a week; more seldom; never".

**Comment:** The results show per cent of all respondents listening at least five days a week.

**Principal investigator:** Jan Strid, phone: +46 31 773 11 95, e-mail: jan.strid@jmg.gu.se and Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se
**Access to New Media Technology**

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

*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 at few percentage points.

*Principal investigator:* Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se

**Internet Usage**

*Question:* "During the last twelve months how often have you used the Internet?" Seven response alternatives: "never; about once/twelve months; about once/six months; about once/every month; about once/every week; several times a week".

*Comment:* The results show percent among all respondents using the Internet several times a week.

*Principal investigator:* Annika Bergström, phone: +4631 773 51 78, e-mail: annika.bergstrom@jmg.gu.se
Trust In Media Content

Question: “How much confidence do you have in content of the following media?”
Comment: All respondents are included in the percentage with the exception of respondents not having answered the complete question.
Principal investigator: Lennart Weibull, phone: +4631 773 12 18, e-mail: lennart.weibull@jmg.gu.se

Watching Various TV Channels

Question: “How often do you normally watch programmes in the following TV channels?”
Comment: The results show per cent watching the channel at least 5 days a week. Percentages are based on respondents answering at least one question item.
Principal investigators: Åsa Nilsson, phone: +46 31 773 12 39, e-mail: asa.nilsson@jmg.gu.se and Lennart Weibull, phone +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se
Question: "How often do you normally watch the following types of TV programmes?"
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. Categories shown in broken lines were not measured 2005. Neither were News and Talk shows.

Principal investigators: Asa Nilsson, phone: +46 31 773 1239, e-mail: asa.nilsson@jmg.gu.se and Lennart Weibull, phone +46 31 773 1239, e-mail: lennart.weibull@jmg.gu.se

Question: “How often have you engaged in the following activities during the past twelve months?” 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”.
Comment: Only respondents who have answered the complete question are included in the percentage.

Principal investigators: Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se and Lennart Weibull, phone: + 46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.
Most Read Content in Local Morning Papers

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Local news</td>
<td>87</td>
<td>90</td>
<td>89</td>
<td>84</td>
<td>88</td>
<td>85</td>
<td>88</td>
</tr>
<tr>
<td>Radio/TV</td>
<td>61</td>
<td>68</td>
<td>71</td>
<td>53</td>
<td>59</td>
<td>58</td>
<td>60</td>
</tr>
<tr>
<td>Foreign news</td>
<td>60</td>
<td>69</td>
<td>68</td>
<td>57</td>
<td>55</td>
<td>56</td>
<td>59</td>
</tr>
<tr>
<td>Family news</td>
<td>56</td>
<td>63</td>
<td>52</td>
<td>58</td>
<td>53</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td>Letters to the editor</td>
<td>53</td>
<td>61</td>
<td>47</td>
<td>52</td>
<td>48</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td>45</td>
<td>45</td>
<td>44</td>
<td>40</td>
<td>41</td>
<td>41</td>
<td>43</td>
</tr>
<tr>
<td>Culture</td>
<td>26</td>
<td>33</td>
<td>38</td>
<td>31</td>
<td>42</td>
<td>29</td>
<td>34</td>
</tr>
</tbody>
</table>

Number of respondents: 1336, 1491, 1442, 1573, 1524, 1544, 1412

Question: “How much of the following content types do you usually read in the local morning paper?” “Everything/almost everything”; “fairly much”; “not very much”; “nothing/hardly anything”; “don’t know”.

Comment: The results show percent respondents answering “everything/almost everything” or “fairly much”. Only respondents who have answered the complete question are included in the percentage. The question is asked every second year from 2004.

Principal investigator: Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.

Evaluation of Some Newspaper Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>1998</th>
<th>1999</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trustworthy</td>
<td>75</td>
<td>58</td>
<td>58</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Always in time in the morning</td>
<td>35</td>
<td>34</td>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy to overview</td>
<td>14</td>
<td>13</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy to read</td>
<td>25</td>
<td>24</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has a modern size</td>
<td>31</td>
<td>28</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Question: “According to your opinion, how important is it that a morning newspaper has the following characteristics?” “Very important”; “fairly important”; “not important nor unimportant”; “fairly unimportant”; “very unimportant”.

Comment: The results show percent respondents answering “very important”. Only respondents who have answered the complete question are included in the percentage. The question is asked every second year from 2004.

Principal investigator: Josefine Sternvik, phone: +46 31 773 4996, josefine.sternvik@jmg.gu.se.
Sweden and the World
Less Foreign Aid?

Question: “Reduce foreign aid”. Five response alternatives: “very good proposal; fairly good proposal; neither good nor, bad proposal; fairly bad proposal; very bad proposal.”

Comment: The results show percent answering “very/fairly good” or “very/fairly bad” among respondents who answered the question.

Principal investigator: Ann-Marie Ekengren, phone: +4631 773 51 97, e-mail: ann-marie.ekengren@pol.gu.se.

Reduce Defence Spending

Question: “Reduce defence spending. Five response alternatives: “very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal.”

Comment: The results show percent answering “very good” or “fairly good” proposal. Only respondents answering the question are included in the percentage base.

Principal investigator: Henrik Oscarsson, Phone: + 46 31 773 46 66, e-mail: henrik.oscarsson@pol.gu.se.
Swedish Membership in the European Union

Question: “What is your opinion of the Swedish membership in the European Union?” Three response alternatives: “on the whole in favour; on the whole against; no definite opinion.”

Comment: All respondents answering the question are included in the percentage base.

Principal investigators:
Sören Holmberg, phone: +46 31 773 12 27, e-mail: soren.holmberg@pol.gu.se
Lennart Weibull, phone +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se.

Swedish Membership in NATO

Question: “Sweden should apply for membership in NATO”. Five response alternatives: “very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal.”

Comment: Only respondents answering the questions are included in the percent calculations.

Principal investigator: Ulf Bjereid, Phone: +46 31 773 12 40, e-mail: ulf.bjereid@pol.gu.se.