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, Media and Communication and the Department of Political Science at University of Gothenburg.

The SOM Institute is headed by Professor Henrik Ekengren Oscarsson. Associate professor Annika Bergström and Ph D Jonas Ohlsson are research administrators. Members of the steering committee are Professor Karin M Ekström, School of Business and IT, University of Borås; Professor Bengt Johansson, Department of Journalism, Media and Communication; Associate professor Maria Oskarson, Department of Political Science; and Professor Lennart Weibull, Department of Journalism, Media and Communication, University of Gothenburg.

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 since 2012 each of the four sub-surveys comprising a sample of 3,000 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 Göteborg (www.snd.gu.se). 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 Göteborg 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). In 2010, the SOM institute conducted a regional survey in Värmland with a sample of 2000 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 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). Professor Henrik Oscarsson is Research Director and Coordinator Kerstin Gidssäter (+46 31 786 3300) is responsible for administration and publishing.
### Social Trends

- Employment
- Assessing Swedish Economy
- Assessing Personal Financial Situation
- Subjective Family Class
- Confidence in Institutions:
  - Police & Court
  - Royal Family, Swedish Church & Defence
  - Banks, Big Business & Trade Union
  - UN, Parliament, Government, EU & Political Parties
  - Daily Press & Radio/TV
  - Health Care, Universities & Elementary Schools
- Confidence in some Professional Groups
- Participation in Civil Society
- Leisure Activities
- Drinking Liquor/Wine/Strong Beer
- Trust in People
- Rokeach’s Terminal Values
- Satisfaction with Life
- Confidence in Research in Different Research Areas
- What Swedes Worry About

### Political Trends

- Political Interest and Party Membership
- Party Sympathy
- Strength of Party Conviction through Electoral Cycles
- Voter Assessments of Party Leaders:
  - the Left Party (V)
  - the Social Democratic Party (S)
  - the Center Party (C)
  - the Liberal Party (FP)
  - the Christian Democratic Party (KD)
  - the Conservative Party (M)
  - the Green Party (MP)
- Left-Right Self-Placement
- Assessing the Government’s Job Performance
- Satisfaction with the Working of Democracy
- Generalized Trust in Swedish Politicians
- Support for New and Old Value Issues

### Political Issues

- Important Issues for Swedes
- Environment
- Nuclear Power
- Assessing Nuclear Power Risks
- Think that Sweden Should Go In for the Below-Mentioned Energy Sources
- Attitudes toward the Public Sector
- Attitudes toward Proposals for Privatization in Sweden
- Yes to a Six Hour Work Day
- Accepting Fewer Refugees

### Media Trends

- Exposure to News
- Morning Papers: Readership and Subscription
- Frequent reading of Evening Tabloids in print and on the Internet
- Listening to Public Service Radio vs. Private Radio
- Listening to Public Service Radio Channels
- Household Access to New Media Technology
- Internet Usage
- Trust In Media Content
- Watching Various TV Channels
- Watching Various TV Programmes
- Read a Book
- Most Read Content in Local Morning Papers

### Sweden and the World

- Less Foreign Aid?
- Reduce Defence Spending
- Swedish Membership in the European Union
- Swedish Membership in the European Monetary Union
- Swedish Membership in NATO
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
Swedish Economy compared to twelve months ago

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

Question:

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 your personal financial situation improved, remained the same, or worsened?”

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
SUBJECTIVE FAMILY CLASS

Comment: Percentages are based on respondents answering the question.

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?”
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".

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

Graph: Line graph showing opinion balance from 1986 to 2011 for Police and Courts. Peaks and troughs indicate changes in confidence levels over the years.
CONFIDENCE IN INSTITUTIONS

Royal Family, Swedish Church & Defence

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".

Question: How much confidence do you have in the way the following institutions/groups do their job?"
CONFIDENCE IN INSTITUTIONS

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".

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

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

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@mgs.gu.se

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

Daily Press & Radio/TV

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”.

Question: “How much confidence do you have in the way the following institutions/groups do their job?”

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
**CONFIDENCE IN INSTITUTIONS**

**Health Care, Universities & Elementary Schools**

**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. 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.”

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 much confidence do you have in the way the following professional groups do their job?”
Question: "List which associations you are a member of, and how active you are in those associations?"

Comment: All respondents are included in the percent calculations.

Principal investigator: Bo Rothstein, phone: +46 31 786 1224, e-mail: bo.rothstein@pol.gu.se
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<td>Attended the theater</td>
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<td>Goes to a restaurant/bar/pub in the evening</td>
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<td>Discussed politics</td>
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<td>Attended a church service or religious meeting</td>
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<td>Been active on the stock market*</td>
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<td>Bet or played the lottery</td>
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<td>Smoked/used snuff**</td>
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<td>Used snuff**</td>
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<td>Travelled abroad</td>
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<td>Consumed liquor, wine or beer</td>
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**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 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”.

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 often have you engaged in the following activities during the past twelve months?”
**DRINKING LIQUOR/WINE STRONG BEER REGULARLY**

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

**Question:** Drinking liquor/wine/beer?

**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. An "-" 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."

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Lennart Weibull, phone: +46 31 786 12 18, e-mail: lennart.weibull@jmg.gu.se
TRUST IN PEOPLE

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

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).

Question: “According to your view, to what extent is it possible to trust people in general? Please answer using this scale.”
ROKEACH’S TERMINAL VALUES

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**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
Henrik Oscarsson, phone: +46 31 786 4095, e-mail: henrik.oscarsson@pol.gu.se

**Question:** "How important do you consider the following things to be to yourself?"
Question: "On the whole, how satisfied are you with the life you lead?"

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@som.gu.se
CONFIDENCE IN RESEARCH IN DIFFERENT RESEARCH AREAS

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".

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 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.”

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

Principal investigator: Annika Bergström, tfn: 031 786 5178, e-mail: annika.bergstrom@jmg.gu.se

WHAT SWEDES WORRY ABOUT

Unemployment

Percent

Year


0 10 20 30 40 50 60 70 80 90 100

56

35
WHAT SWEDES WORRY ABOUT

Changes in Global Climate, Environmental Deterioration & Economic Crises

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.”

Question: “Looking at today’s situation, what worries you most?”

Principal investigator: Annika Bergström, tfn: 031 786 5178, e-mail: annika.bergstrom@jmg.gu.se
WHAT SWEDES WORRY ABOUT

Terrorism & More Refugees

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: Annika Bergström, tfn: 031 786 5178, e-mail: annika.bergstrom@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?”
### PARTY SYMPATHY

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**Comment:** Results are unweighted and calculated among eligible voters (18 years minimum and Swedish citizen).

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

**Question:** "Which party do you like best at the present time?"
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?"
Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

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").

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

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

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

**The Leader of the Liberal Party (FP)**

**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
The Leader of the Christian Democratic Party (KD)

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").

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

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

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

**Principal investigator:** Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se
The Leader of the Green Party (MP)

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
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?”
ASSESSING THE GOVERNMENT’S JOB PERFORMANCE

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

**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”.

**Question:** “How well do you think the Government is doing its job?”

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The graph shows the percentage of respondents answering “Very well” or “Fairly well” and “Badly” or “Fairly badly” to the question “How well do you think the Government is doing its job?” over the years from 1986 to 2011. The percentages are based on all respondents in 1991, 1994 and 2006. The graph indicates fluctuations in public opinion, with peaks and troughs in the perceived performance of the government during these years.
SATISFACTION WITH THE WORKING OF DEMOCRACY

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@som.gu.se;
Question: “In general, how much do you trust Swedish politicians?”

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
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
### IMPORTANT ISSUES FOR SWEDES

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**Comment:** The percentages are based on all respondents. The respondents were asked to provide a maximum of three issues/societal problems.

**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: The results are averages on a scale of 1-10 where 0 is "Very little threat", and 10 "Very big threat." All respondents are in percent base.

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

Question: "How serious threats to the environment are the following environmental problems?"
Principal investigator: Sören Holmberg, phone: +46 31 786 1227, e-mail: soren.holmberg@pol.gu.se

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.”

Question: “What is your view on the long term use of nuclear power as an energy source in Sweden?”
ASSESSING NUCLEAR POWER RISKS

Question: “What is your opinion on the following risks that have been discussed in connection with nuclear power?”

9. Countries in Eastern Europe cannot handle nuclear power safely
8. Nuclear power leads to more countries getting nuclear
5. Sweden cannot handle nuclear waste disposal safely
4. Nuclear accident involving a reactor 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
GO IN FOR DIFFERENT ENERGY SOURCES

Thinks that Sweden should go in (More than Today) for Different Energy Sources

Comment: All respondents who answered each question are included in the percentage base. 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
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?"
Question: “Accept fewer refugees into Sweden?”

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
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 subscribing to a mornings paper; 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 (not measures in 2010).

Principal investigators: Ingela Wadbring, phone: +46 31 786 4975, e-mail: ingela.wadbring@miun.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?”
Comment: The figure shows the percentage of all respondents that frequently read (at least three days/week) evening tabloids in print and on the Internet.

Fråga: “Do you read the following newspapers?”

Principal investigators: Ingela Wadbring, phone: +46 31 786 4975, e-mail: ingela.wadbring@miun.se
Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se
LISTENING TO PUBLIC SERVICE VS. PRIVATE RADIO

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 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
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?”
TRUST IN MEDIA CONTENT

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

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
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.

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

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
**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. None of the categories were measured 2006 and 2007. News and Current Affairs were also not measured 2005.

**Question:** “How often do you normally watch programmes in the following TV channels?”

**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
Comment: The result show percent reading a book on at least a weekly basis among men and women 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”.

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

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
### MOST READ CONTENT IN LOCAL MORNING PAPERS

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**Number 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. The question is asked every second year from 2004. Five response alternatives to the question asked: “Everything/almost everything”; “Fairly much”; “Not very much; “Nothing/hardly anything”; “Don’t know”.

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

**Principal investigator**: Lennart Weibull, phone: +46 31 786 1218, e-mail: lennart.weibull@jmg.gu.se
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 ASOM 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
SWEDISH MEMBERSHIP IN THE EUROPEAN UNION

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

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

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.”

Question: “Sweden should introduce the euro as currency”
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”