The SOM Institute

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

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

The National SOM Surveys

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 85. In 1998 the survey was doubled, and since 2014 each of the four sub-surveys comprise a sample of 3 400 respondents.

Research

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

Infrastructure

The SOM Institute is part of the Swedish national research infrastructure. Researchers and research projects are invited to cooperate with the surveys, and thereby access high quality data, mainly within the area of social sciences. The SOM staff plan the surveys, design questionnaires and work with quality control and refinement of the gathered data. The questionnaires are constructed in close collaboration with participating research projects.

It is of great importance to the SOM Institute to be transparent in all parts of our work. Questionnaires and reports are made available on the web page and each survey is well documented in methods sections of our publications.

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## SOCIAL TRENDS

| Assessment of Swedish economy | 4 |
| Assessment of personal financial situation | 5 |

### Confidence in institutions:

- Police & courts | 6
- Swedish Royal Court | 7
- Swedish armed forces | 8
- Church of Sweden | 9
- Bank of Sweden, Banks, Big business & Trade unions | 10
- Parliament, Government, Local governments | 11
- Political parties | 12
- United nations, EU commission & EU parliament | 13
- Daily press & Radio/Television | 14
- Health care, universities & elementary schools | 15
- Confidence in some professional groups | 16
- Confidence in research in different research areas | 17

### Leisure activities:

- Cinema, theatre & restaurant | 18
- Sports, Outdoor life & Exercise | 19
- Attended church service or religious meeting & Prayed to God | 20
- Drinking liquor/wine/strong beer regularly | 21
- Trust in people | 22
- Rokeach terminal values | 23
- Satisfaction in life | 24

### What swedes worry about:

- Unemployment & Economic Crises | 25
- Climate change & Environmental deterioration | 26
- Terrorism & Organized crime | 27

### More refugees & Social divisions | 28

## POLITICAL TRENDS

| Political interest and party membership | 29
| Party sympathy | 30
| Strength of party conviction through electoral cycles | 31

### Voter assessments of the party leaders:

- The leader of the Left Party (V) | 32
- The leader of the Social Democratic Party (S) | 33
- The leader of the Center Party (C) | 34
- The leader of the Liberal Party (FP) | 35
- The leader of the Christian Democratic Party (KD) | 36
- The leader of the Conservatives (M) | 37
- The leader of the Green Party (MP) | 38
- The leader of the Sweden Democratic Party (SD) | 39

### Left-right political self-placement | 40
- Assessing the government's job performance | 41
- Satisfaction with the way democracy works | 42
- General trust in swedish politicians | 43

## POLITICAL ISSUES

| Important issues for swedes | 44
| Nuclear power | 45
| Invest in different energy sources | 46
| Attitudes toward the public sector | 47
| Attitudes towards proposals for privatization in sweden | 48
| Attitudes towards introducing six-hour work day | 49
| Accepting fewer refugees | 50
| Support for new and old value issues | 51

## MEDIA TRENDS

| Exposure to news | 52
| Morning papers: readership and subscription | 53
| Listening to public service vs. commercial radio | 54
| Listening to public service radio channels | 55
| Watching different TV channels | 56
| Household access to media technology | 57
| Internet usage | 58
| Areas of use on the internet | 59
| Daily use of mobile phone | 60
| Read a book | 61

## SWEDEN AND THE WORLD

| Less foreign aid? | 62
| Reduce defence spending | 63
| Swedish membership in the European union | 64
| Swedish membership in the European monetary union | 65
| Swedish membership in NATO | 66

## BACKGROUND

| Subjective family class | 67
| Employment | 68
| Participation in civil society | 69
SOCIAL TRENDS
**ASSESSING SWEDISH ECONOMY**

Swedish economy compared to twelve months ago

**Question:** "According to your view, during the last twelve months, has the Swedish economy gotten better, remained the same, or gotten worse?"

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

**Source:** The National SOM survey 1986-2014
ASSESSING PERSONAL FINANCIAL SITUATION

Personal financial situation compared to twelve months ago

Comment: All respondents are included in the calculations.

Source: The National SOM survey 1986-2014

Question: “According to your view, during the last twelve months, has your personal financial situation gotten better, remained the same, or gotten worse?”
CONFIDENCE IN INSTITUTIONS
Police & Courts

Comment: The lines show the percentage of respondents indicating very or fairly much confidence minus the percentage 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?"

Source: The National SOM survey 1986-2014
CONFIDENCE IN INSTITUTIONS
Royal Family, Swedish Church & Defence

Comment: The lines show the percentage of respondents indicating very or fairly much confidence minus the percentage 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?"

Source: The National SOM survey 1986-2014
CONFIDENCE IN INSTITUTIONS
Bank of Sweden, Banks, Big business & Trade unions

Comment: The lines show the percentage of respondents indicating very or fairly much confidence minus the percentage 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?"

Source: The National SOM survey 1986-2014
CONFIDENCE IN INSTITUTIONS
Parliament, Government, Local governments, Political parties

Comment: The lines show the percentage of respondents indicating very or fairly much confidence minus the percentage 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?"

Source: The National SOM survey 1986-2014
CONFIDENCE IN INSTITUTIONS
United Nations, EU Commission & EU Parliament

Comment: The lines show the percentage of respondents indicating very or fairly much confidence minus the percentage 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?"

Source: The National SOM survey 1998-2014
CONFIDENCE IN INSTITUTIONS
Daily press & Radio/Television

Comment: The lines show the percentage of respondents indicating very or fairly much confidence minus the percentage 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?"

Source: The National SOM survey 1986-2014
CONFIDENCE IN INSTITUTIONS
Health Care, Universities & Elementary Schools

Comment: The lines show the percentage of respondents indicating very or fairly much confidence minus the percentage 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?"

Source: The National SOM survey 1986-2014
CONFIDENCE IN SOME PROFESSIONAL GROUPS

Comment: Six response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little, No opinion". 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".

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

Source: The National SOM survey 2002-2014
CONFIDENCE IN RESEARCH IN DIFFERENT RESEARCH AREAS

Comment: Six response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little; No opinion". The results show percent answering "Very" or "Fairly much" confidence.

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

Source: The National SOM survey 2002-2014

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Comment: The cinema and theatre figures indicate attendance/activity at least once every six months, while restaurant figures indicate attendance at least once a month. The percentages include all respondents in the survey.

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

Source: The National SOM survey 1988-2014
LEISURE ACTIVITIES
Sports, Outdoor life & Exercise

Comment: The figures indicate attendance/activity at least once a week. The percentages include all respondents in the survey.

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

Source: The National SOM survey 1998-2014

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LEISURE ACTIVITIES
Attended church service or religious meeting & Prayed to God

Comment: Attended church service figures indicate attendance at least once a month, while 'prayed to God' figures indicate activity at least once a month. The percentages include all respondents in the

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

Source: The National SOM survey 1987-2014

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17
Comment: The figures indicate activity at least once a week. Percentages are based on respondents answering at least one item of a multi-item question on lifestyle and leisure activities.

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

TRUST IN PEOPLE

Comment: The scale runs between 0 and 10 with 0 labeled "It is not possible to trust people in general" and 10 labeled "It is possible to trust people in general". Percentages are based on all respondents in the survey including non-opinion (varies between 2 and 6 percent).

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

Source: The National SOM survey 1996-2014
### Rokeach Terminal Values (Percent)

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**Kommentar:** Five response alternatives to the question asked: "Very important; Fairly important; Neither important, nor unimportant; Not very important; Not at all important". The results show percent respondents answering "Very important". Percentages are based on those answering at least one item.

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

**Källa:** The National SOM survey 1988-2011
Satisfaction in Life

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

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

Source: The National SOM survey 1996-2014
WHAT SWEDES WORRY ABOUT
Unemployment & Economic Crises

Comment: Four response alternatives to the question asked: "Very worrying; Somewhat worrying; Not particularly worrying; Not at all worrying". The results show percent answering "Very worrying" among persons who answered at least part of the question.

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


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22
WHAT SWEDES WORRY ABOUT

Changes in global climate & Environmental deterioration

Comment: Four response alternatives to the question asked: "Very worrying; Somewhat worrying; Not particularly worrying; Not at all worrying". The results show percent answering "Very worrying" among persons who answered at least part of the question.

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

Source: The National SOM survey 1986-2014
WHAT SWEDES WORRY ABOUT
Terrorism & Organized crime

Comment: Four response alternatives to the question asked: "Very worrying; Somewhat worrying; Not particularly worrying; Not at all worrying". The results show percent answering "Very worrying" among persons who answered at least part of the question.

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

Source: The National SOM survey 1986-2014
WHAT SWEDES WORRY ABOUT
More refugees & Social divide

Comment: Four response alternatives to the question asked: "Very worrying; Somewhat worrying; Not particularly worrying; Not at all worrying". The results show percent answering "Very worrying" among persons who answered at least part of the question.

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

Source: The National SOM survey 1993-2014
POLITICAL TRENDS
Question: In general, how interested are you in politics?", "Are you a member of a political party?"

Source: The National SOM survey 1986-2014

Comment: Four response alternatives to the question asked: "Very interested; Fairly interested; Not especially interested; Not at all interested". The results show percent "Very much" or "Fairly interested" in politics and percent party members among all respondents. 'Discussed politics' show the percentage who discuss politics at least once a week.
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Kommentar: The results are unweighted and calculated among eligible voters (18 years or older and Swedish citizens).

Frågeformulering: "Which party do you like best at the present time?"

Källa: The National SOM survey 1986-2013
STRENGTH OF PARTY CONVICTION THROUGH ELECTORAL CYCLES

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

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

Source: The National SOM survey 1986-2014

62 Convinced party supporters
**VOTER ASSESSMENTS OF THE PARTY LEADERS**

The leader of the Left Party (V)

**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 like to place the different party leaders?"

**Source:** The National SOM survey 1986-2014

---

**Graph Details:**
- **Y-axis:** Average score ranging from -50 to +50
- **X-axis:** Year from 1986 to 2014
- **Lines:**
  - Orange line represents all respondents with an average score.
  - Black line represents V sympathizers with an average score.

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30

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VOTER ASSESSMENTS OF THE 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 like to place the different party leaders?"

Source: The National SOM survey 1986-2014
**VOTER ASSESSMENTS OF THE PARTY LEADERS**

The leader of the Center Party (C)

**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 like to place the different party leaders?"

**Source:** The National SOM survey 1987-2014

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VOTER ASSESSMENTS OF THE PARTY LEADERS
The leader of the Liberal Party (FP)

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 like to place the different party leaders?"

Source: The National SOM survey 1986-2014
VOTER ASSESSMENTS OF THE PARTY LEADERS
The leader of the Christian Democratic Party (KD)

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

**Source:** The National SOM survey 1988-2014

**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").
**VOTER ASSESSMENTS OF THE PARTY LEADERS**

The leader of the Conservatives (M)

**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 like to place the different party leaders?"

**Source:** The National SOM survey 1986-2014
VOTER ASSESSMENTS OF THE PARTY LEADERS
The leader of the Green Party (MP)

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 like to place the different party leaders?”

Source: The National SOM survey 1993-2014

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VOTER ASSESSMENTS OF THE PARTY LEADERS

The leader of the Sweden Democratic Party (SD)

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 like to place the different party leaders?"

Source: The National SOM survey 2007-2014
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?"

Source: The National SOM survey 1986-2014

Comment: Five response alternatives to the question asked: "Clearly to the left; Somewhat to the left; Neither to the left, nor to the right; Somewhat to the right; Somewhat to the left". No-answers (3-5 percent on average every year) are excluded from the analysis.
ASSESSING THE GOVERNMENT'S JOB PERFORMANCE

Comment: Five response alternatives to the question asked: "Very well; Fairly well; Neither well, nor badly; Fairly badly; Very badly". The results show percent respondents answering "Very or "Fairly well/bad".

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

Source: The National SOM survey 1986-2014
SATISFACTION WITH THE WAY DEMOCRACY WORKS

Comment: Four response alternatives to the question asked: "Very satisfied; fairly satisfied; Not very satisfied; Not at all satisfied". The results show percentages responding "Very" or "Fairly satisfied" among people answering the questions.

Question: "On the whole, are you satisfied with the way democracy works?"

Source: The National SOM survey 1998-2014

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40
**Comment:** Four response alternatives to the question asked: “Very much; Fairly much; Fairly little; Very little”. The results show percent answering "Very much" or "Fairly much" among all respondents. No-answers vary between 1 to 4 percent, and are included in the percentage base.

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

**Source:** The National SOM survey 1998-2014
POLITICAL ISSUES
## IMPORTANT ISSUES FOR SWEDES (Percent)

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<th>Health care</th>
<th>Immigrants/Refugees</th>
<th>Pensions/Elderly care</th>
<th>Social policy</th>
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<th>Law and order</th>
<th>Family/Child care</th>
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**Kommentar:** The percentages are based on all respondents. The respondents were asked to provide a maximum of three issues/societal problems in an open-ended question.

**Frågeformulering:** "Which issue(s) or societal problem(s) do you think is/are the most important in Sweden today?"

**Källa:** The National SOM survey 1987-2013

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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?"

Source: The National SOM survey 1986-2014
INVEST IN DIFFERENT ENERGY SOURCES

Comment: Five response alternatives to the question asked: "More than today; About the same as today; Less than today; Abolish/Give up the energy source completely; No opinion". All respondents who answered each question are included in the percentage base.

Question: "During the next 5-10 years, how much should we in Sweden invest in the following energy sources?"

Source: The National SOM survey 1999-2014
ATTITUDES TOWARD THE PUBLIC SECTOR

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".

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

Source: The National SOM survey 1986-2014
ATTITUDES TOWARDS PROPOSALS FOR PRIVATIZATION IN SWEDEN

Comment: In all four cases response alternatives were: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results are percent in favour of a proposal minus percent opposed (opinion balance).

Source: The National SOM survey 1987-2014

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".

Source: The National SOM survey 1987-2014
ATTITUDES TOWARDS INTRODUCING SIX-HOUR WORK DAY

Comment: Five response alternatives to the question asked: "Very good idea; fairly good idea; Neither good, nor bad idea; Fairly bad idea; Very bad idea". 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.

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

Source: The National SOM survey 1996-2014
ACCEPTING FEWER REFUGEES

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

Question: "Accept fewer refugees into Sweden"

Source: The National SOM survey 1990-2014
SUPPORT FOR NEW AND OLD VALUE ISSUES

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

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

Source: The National SOM survey 2001-2014
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 television and radion news programs at least five days a week.

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 do you read an evening tabloid in print or online?"

Source: The National SOM survey 1990-2014
MORNING PAPERS: READERSHIP AND SUBSCRIPTION

Comment: The results show percent of all respondents subscribing to a morning paper in print; reading at least one morning paper (in print) at least five days a week.

Source: The National SOM survey 1990-2014

Question: "Do you read or look in 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?"
LISTENING TO PUBLIC SERVICE VS. COMMERCIAL RADIO

Comment: 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”.

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

Source: The National SOM survey 1994-2014
LISTENING TO PUBLIC SERVICE RADIO CHANNELS

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

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

**Source:** The National SOM survey 1994-2014
WATCHING DIFFERENT TV-CHANNELS

Comment: Results show the percentage watching at least 5 days a week.

Question: "How often do you watch:"


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Comment: The results show the percent among all respondents indicating access to the specified equipment in the household. Minor changes in the age composition of the sample over the years affect the level of penetration of media with a few percentage points.

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

Source: The National SOM survey 1987-2014
INTERNET USAGE

Comment: 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". The results show percent among all respondents, using the Internet several times a seek.

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

Source: The National SOM survey 1995-2014
AREAS OF USE ON THE INTERNET

Comment: Seven response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once a month; About once a week; Several times a week; Daily". The results show percent among all respondents, active in each area at least once a week.

Question: "During the last twelve months, how often have you done the following?"

Source: The National SOM survey 2005-2014
Comment: Seven response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once a month; About once a week; Several times a week; Daily". The results show percent among all respondents, active in each area at least once a day.

Question: "During the last twelve months, how often have you used a mobile phone to do the following?"

Source: The National SOM survey 2007-2014
READ A BOOK

Comment: Six response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once a month; About once a week; Several times a week". The 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.

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

Source: The National SOM survey 1988-2014
SWEDEN AND THE WORLD
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

Question: "Reduce foreign aid?"

Source: The National SOM survey 1987-2014
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

Question: "Reduce defence spending?"

Source: The National SOM survey 1986-2014
Comment: Three response alternatives to the question asked: “On the whole in favour; On the whole against; No definite opinion”. All respondents answering the question are included in the percentage base.

Question: “What is your opinion on the Swedish membership in the European Union?”

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

Question: "Sweden should introduce the Euro as currency"

Source: The National SOM survey 1995-2014
**Comment:** Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

**Question:** "Sweden should apply for membership in NATO"

**Source:** The National SOM survey 1994-2014

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**SWEDISH MEMBERSHIP IN NATO**

- **Bad idea** (37%)
- **Good idea** (31%)


Percent: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100

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BACKGROUND
SUBJECTIVE FAMILY CLASS

**Comment**: Percentages are based on respondents answering the question.

**Question**: If you describe your home during your childhood, which of the categories below is most appropriate?

**Source**: The National SOM survey 1986-2014

- Blue-collar home: 52% in 1986, decreasing to 42% in 2014
- White-collar home: 25% in 1986, increasing to 36% in 2014
- Higher white-collar/academic home: 10% in 1986, increasing to 10% in 2014
- Entrepreneurial home: 9% in 1986, decreasing to 8% in 2014
- Farmer's home: 4% in 1986, decreasing to 3% in 2014
**EMPLOYMENT**

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

**Question:** “Which of the following groups do you belong to?”

**Source:** The National SOM survey 1986-2014

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**Question & Year:**
- **1986:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **1988:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **1990:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **1992:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **1994:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **1996:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **1998:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **2000:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **2002:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **2004:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **2006:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **2008:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **2010:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **2012:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

- **2014:**
  - Gainfully employed 16-64 years: 75%
  - Gainfully employed 16-74 years: 64%
  - Unemployed 16-64 years: 4%

**Source:** The National SOM survey 1986-2014
PARTICIPATION IN CIVIL SOCIETY

Comment: All respondents are included in the percent calculations.
Source: The National SOM survey 1986-2014

Question: "List which associations you are a member of, and how active you are in those associations."
The SOM Institute at the University of Gothenburg conducts yearly national and local surveys in Sweden, and gives seminars on Society, Opinion and Media.

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