



SOM INSTITUTE
SOCIETY OPINION MEDIA

SWEDISH TRENDS

1986–2013

Henrik Oscarsson & Annika Bergström (ed.)



UNIVERSITY OF GOTHENBURG

Swedish Trends 1986-2013

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 80. In 1998 the survey was doubled, and since 2013 each of the four sub-surveys comprise a sample of 3 400 respondents with an increased age limit to 85.

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 co-operate 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.



Contents

SOCIAL TRENDS

Assessment of Swedish economy	4
Assessment of personal financial situation	5

Confidence in institutions:

Police & courts	6
Royal family, swedish church & defence	7
Bank of Sweden, Banks, Big business & Trade unions	8
Parliament, Government, Local governments, Political parties	9
United nations, eu commission & eu parliament	10
Daily press & Radio/Television	11
Health care, universities & elementary schools	12
Confidence in some professional groups	13
Confidence in research in different research areas	14

Leisure activities:

Cinema, theatre & restaurant	15
Sports, Outdoor life & Exercise	16
Attended church service or religious meeting & Prayed to God	17
Drinking liquor/wine/strong beer regularly	18
Trust in people	19
Rokeach terminal values	20
Satisfaction in life	21

What swedes worry about:

Unemployment & Economic Crises	22
Climate change & Environmental deterioration	23
Terrorism & Organized crime	24
More refugees & Social divisions	25

POLITICAL TRENDS

Political interest and party membership	27
Party sympathy	28
Strength of party conviction through electoral cycles	29

Voter assessments of the party leaders:

The leader of the Left Party (V)	30
The leader of the Social Democratic Party (S)	31
The leader of the Center Party (C)	32
The leader of the Liberal Party (FP)	33
The leader of the Christian Democratic Party (KD)	34
The leader of the Conservatives (M)	35
The leader of the Green Party (MP)	36
The leader of the Sweden Democratic Party (SD)	37
Left-right political self-placement	38
Assessing the government's job performance	39
Satisfaction with the way democracy works	40
General trust in swedish politicians	41

POLITICAL ISSUES

Important issues for swedes	43
Nuclear power	44
Assessing nuclear power risks	45
Invest in different energy sources	46
Attitudes toward the public sector	47
Attitudes towards proposals for privatization in sweden	48
Yes to six hour work day	49
Accepting fewer refugees	50
Support for new and old value issues	51

MEDIA TRENDS

Exposure to news	53
Morning papers: readership and subscription	54
Most read content in local morning papers	55
Listening to public service vs. Commercial radio	56
Listening to public service radio channels	57
Watching various tv channels	58
Household access to media technology	59
Internet usage	60
Areas of use on the internet	61
Trust in media content	62
Trust in media content	63
Read a book	64

SWEDEN AND THE WORLD

Less foreign aid?	66
Reduce defence spending	67
Swedish membership in the European union	68
Swedish membership in the European monetary union	69
Swedish membership in NATO	70

BACKGROUND

Subjective family class	72
Employment	73
Participation in civil society	74

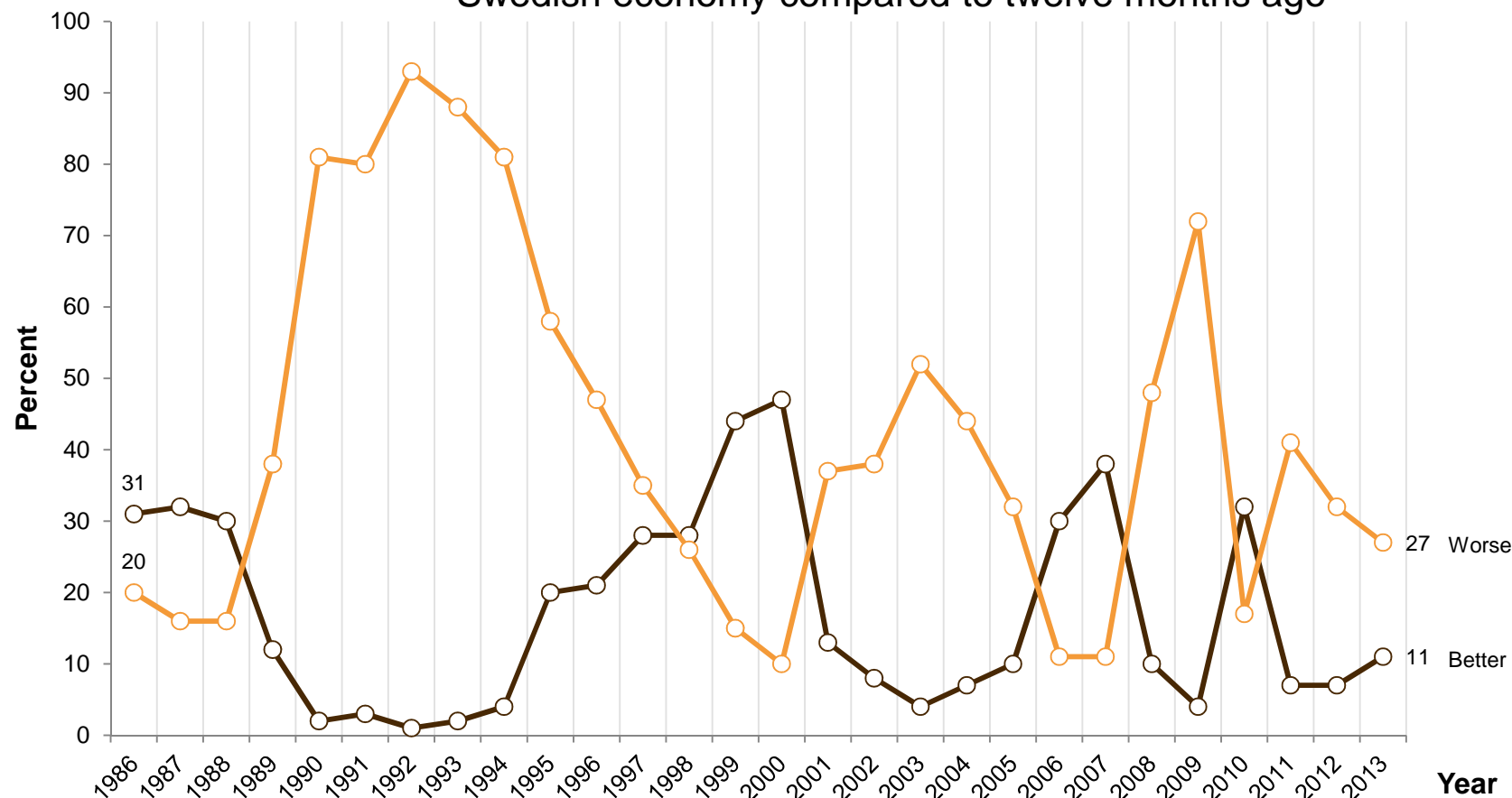


SOCIAL TRENDS



ASSESSING SWEDISH ECONOMY

Swedish economy compared to twelve months ago



Comment: All respondents are included in the calculations.

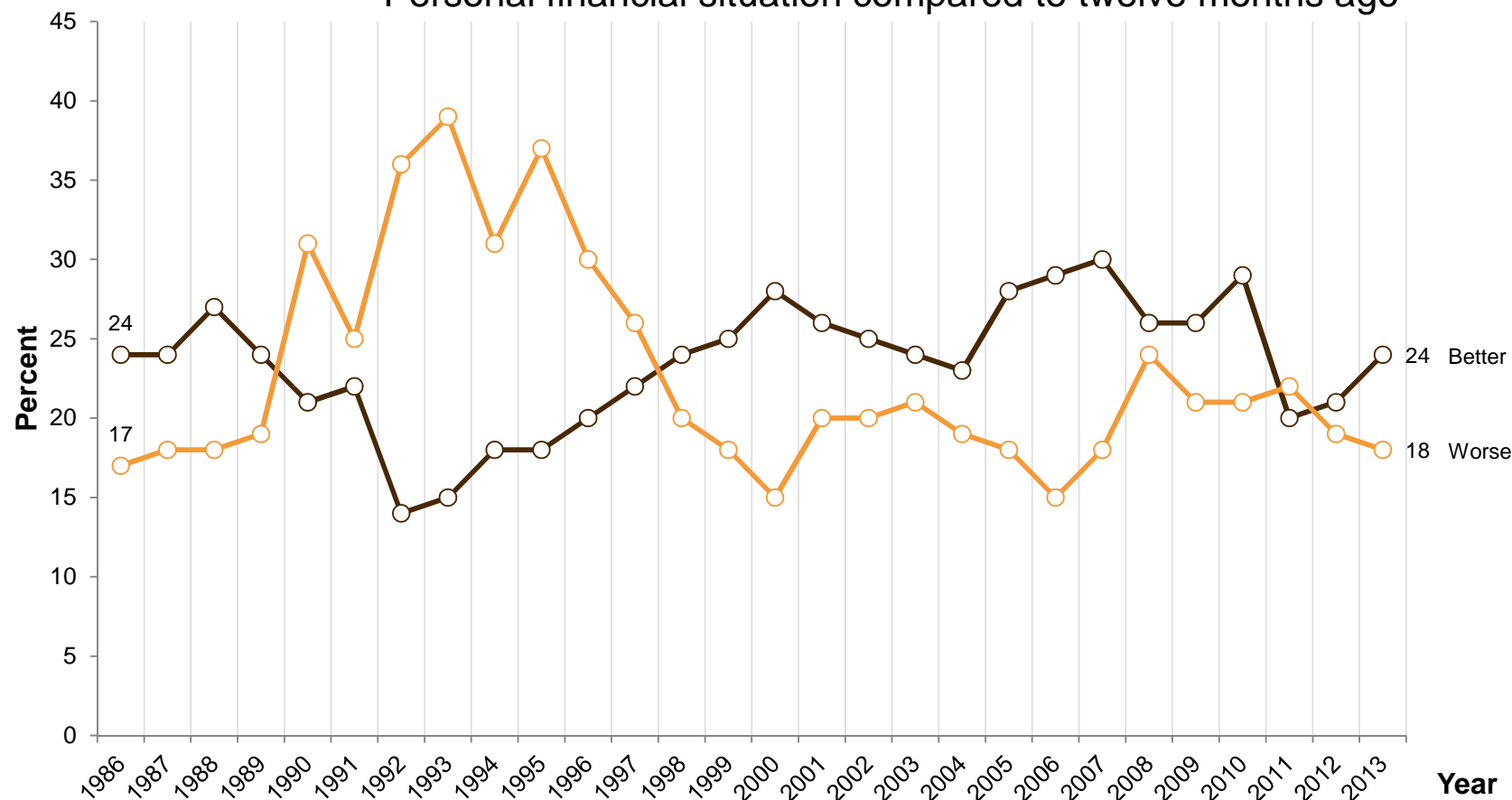
Source: The National SOM survey 1986-2013

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



ASSESSING PERSONAL FINANCIAL SITUATION

Personal financial situation compared to twelve months ago



Comment: All respondents are included in the percent calculations.

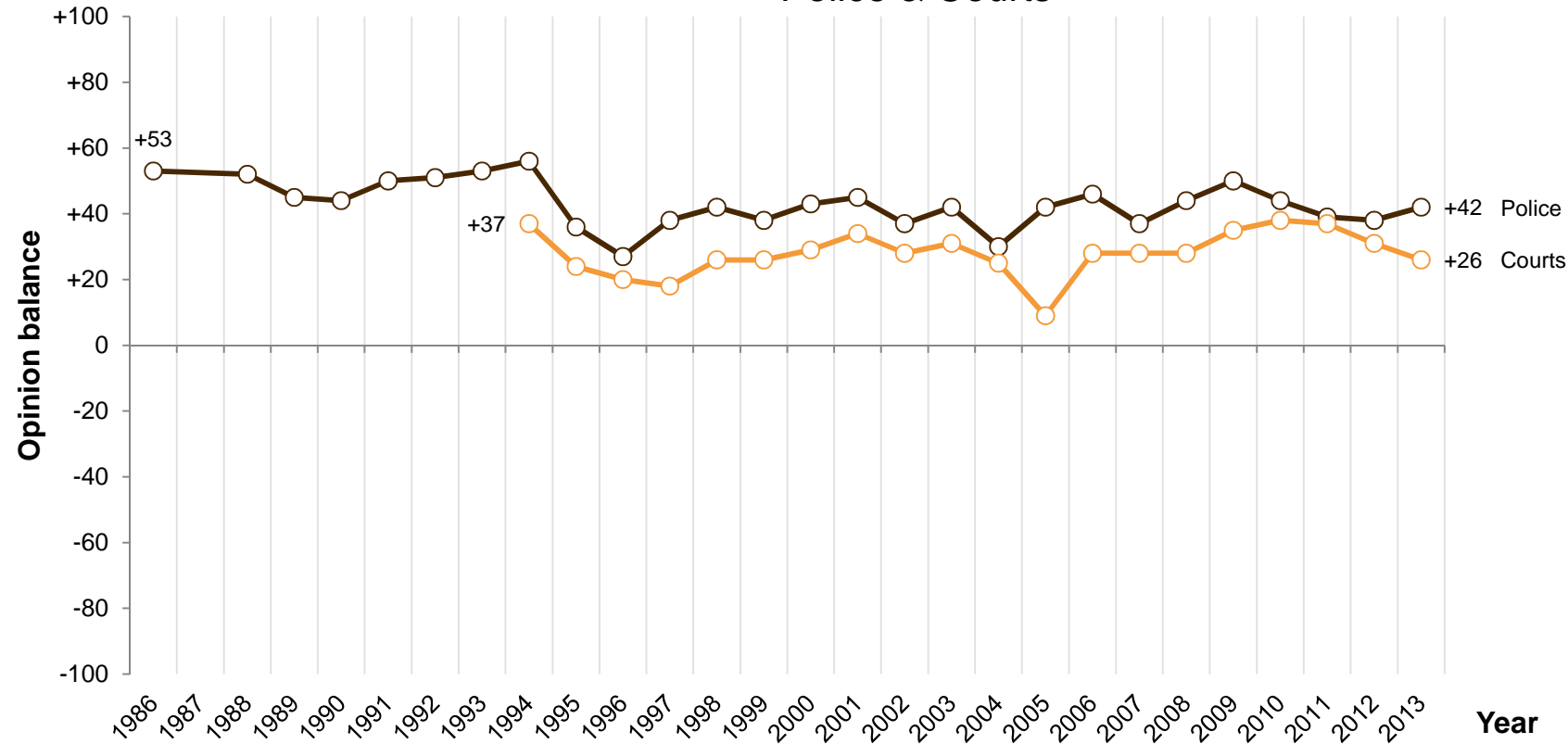
Source: The National SOM survey 1986-2013

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".

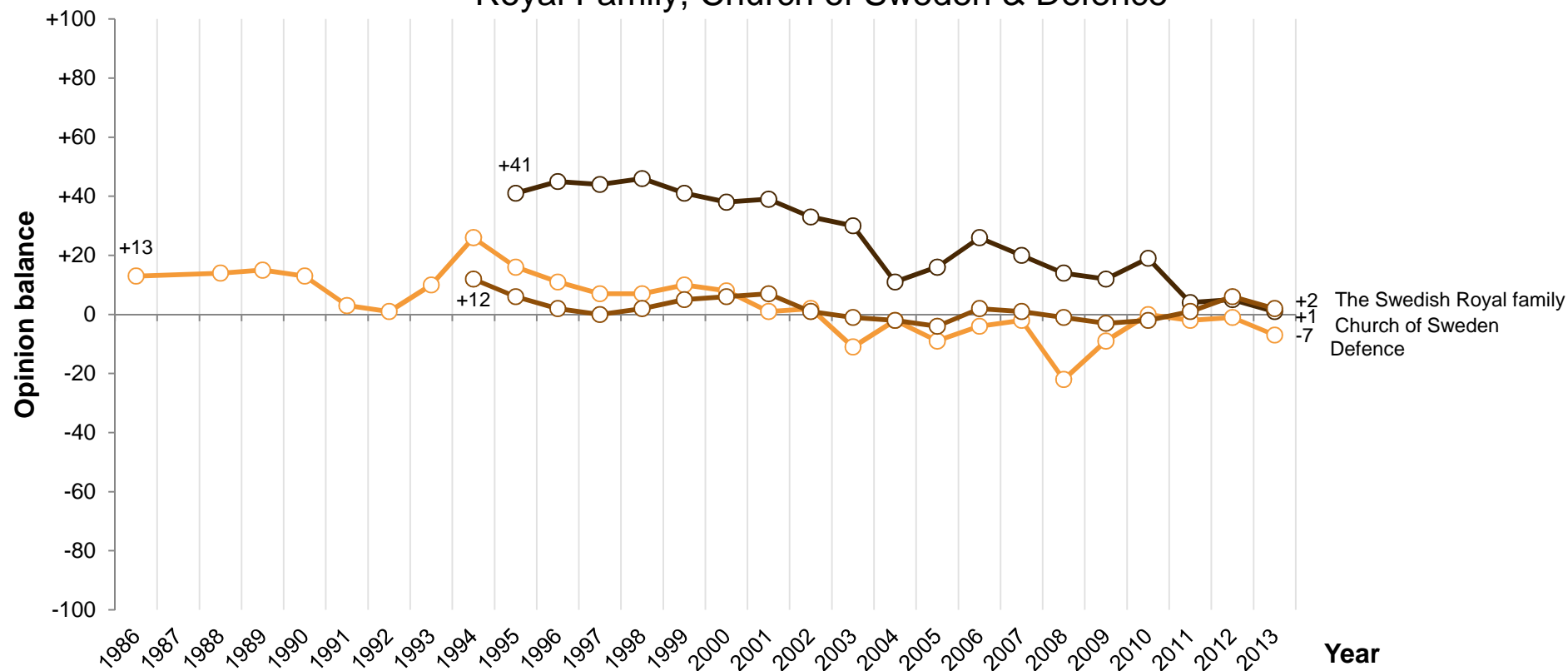
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986-2013



CONFIDENCE IN INSTITUTIONS

Royal Family, Church of Sweden & 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".

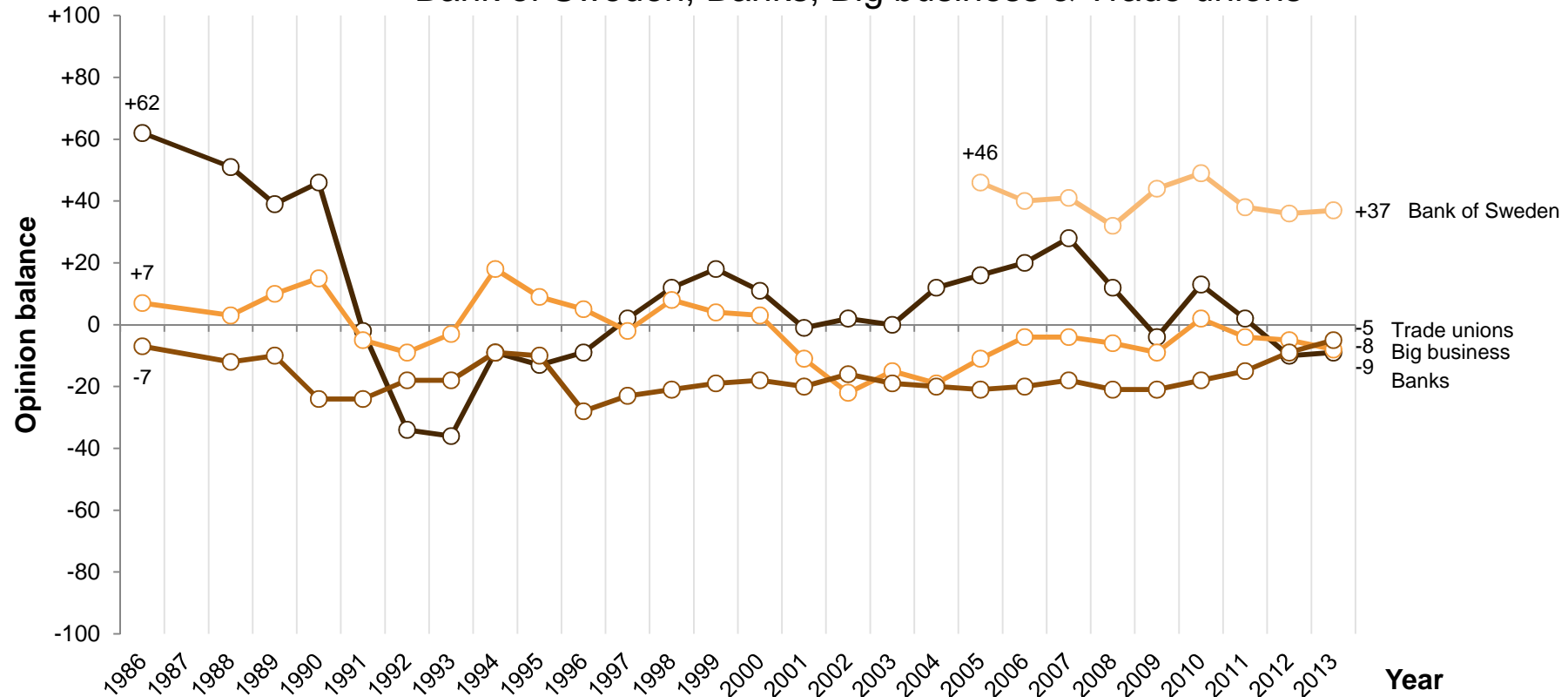
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986-2013



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".

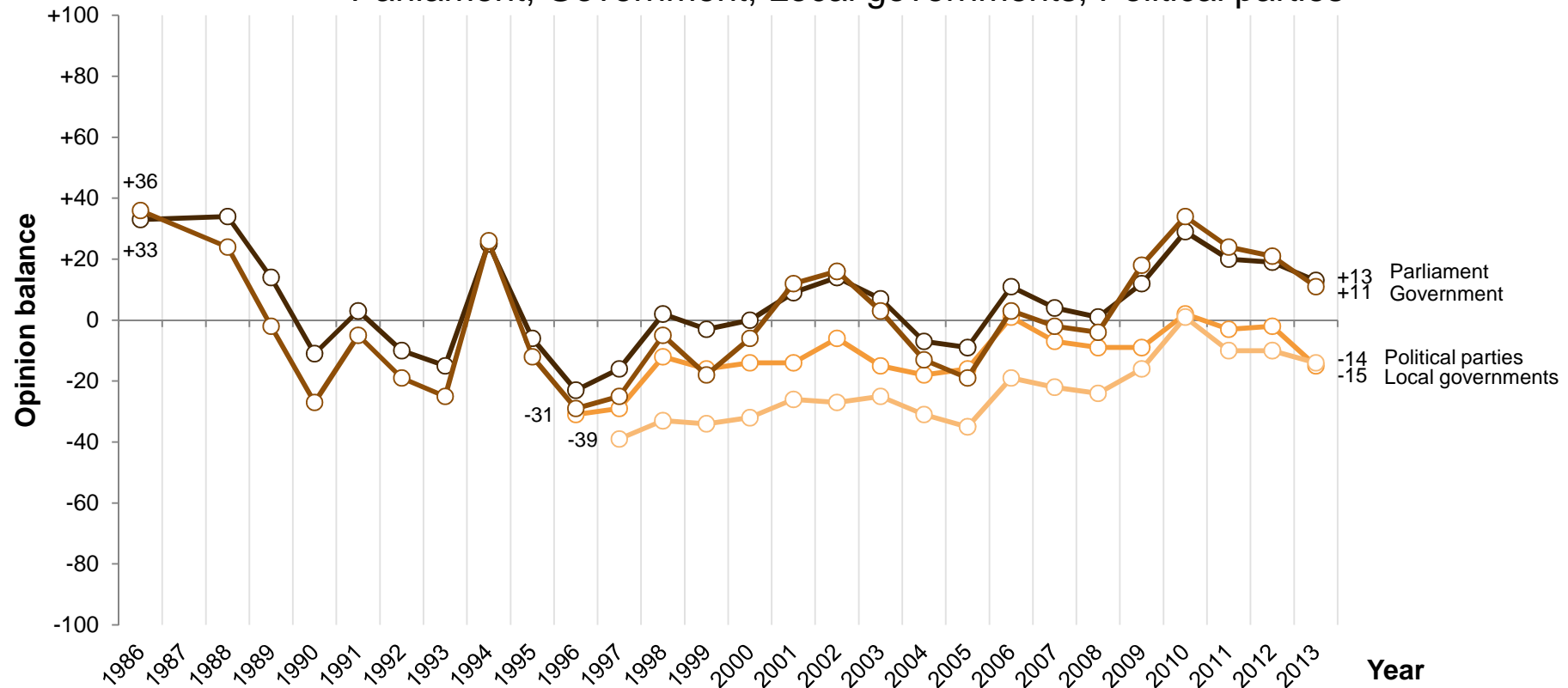
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986-2013



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".

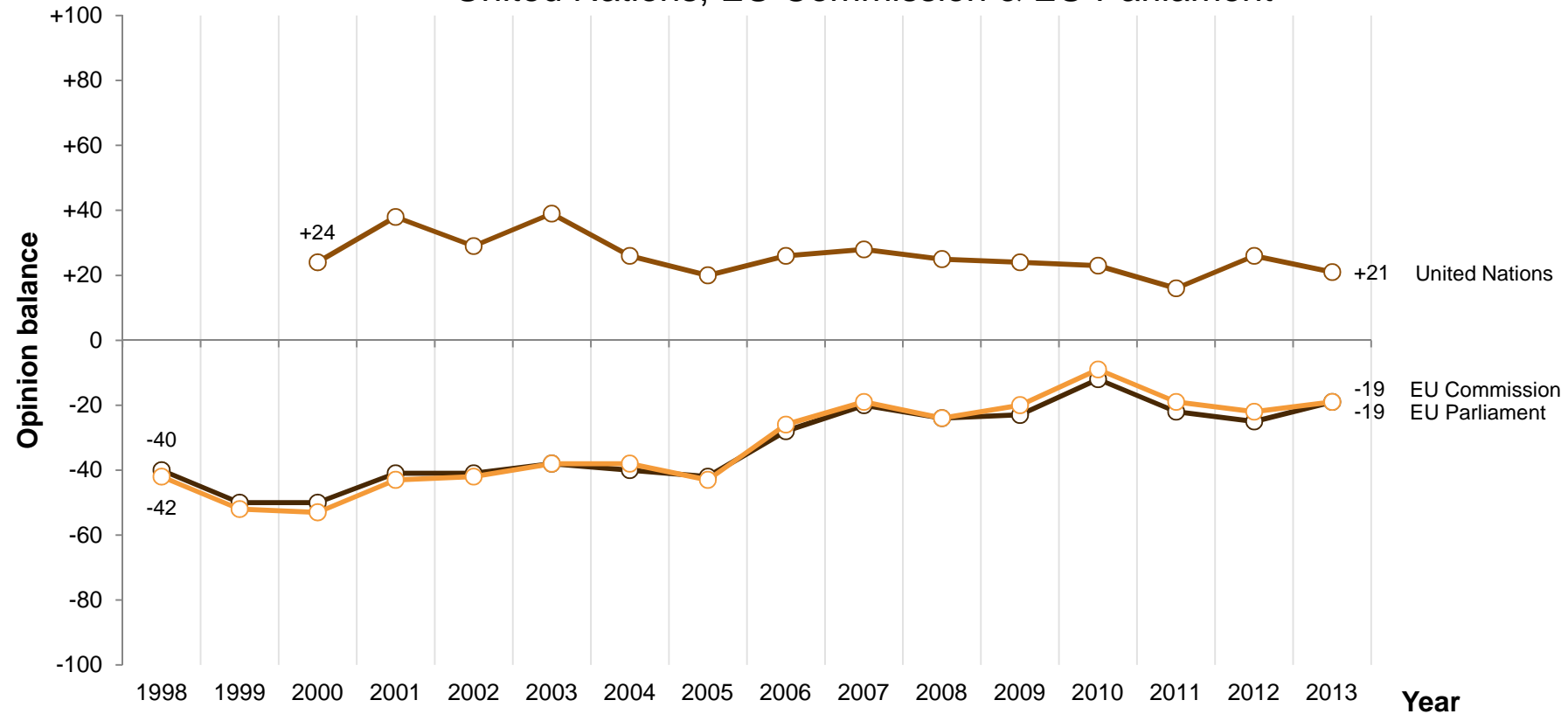
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986-2013



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".

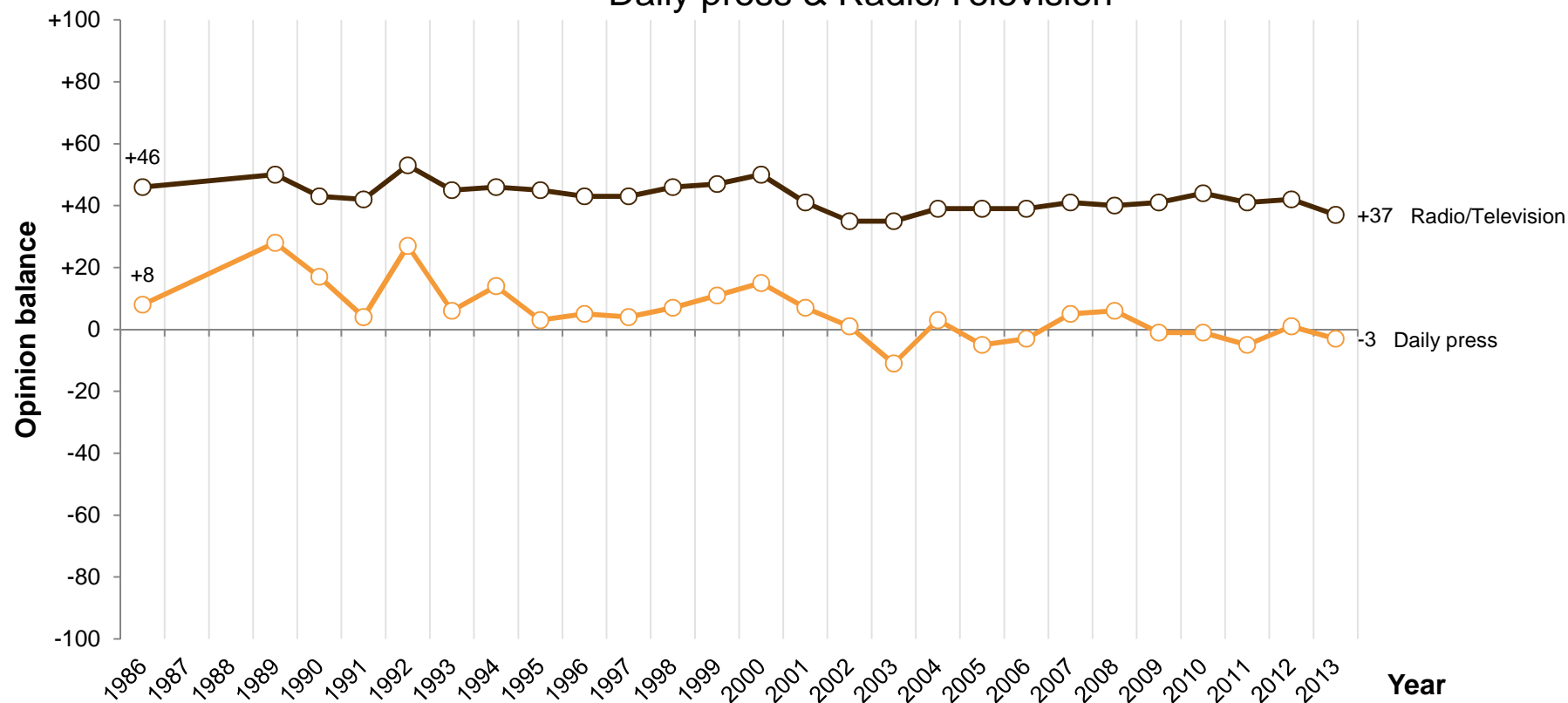
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1998-2013



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".

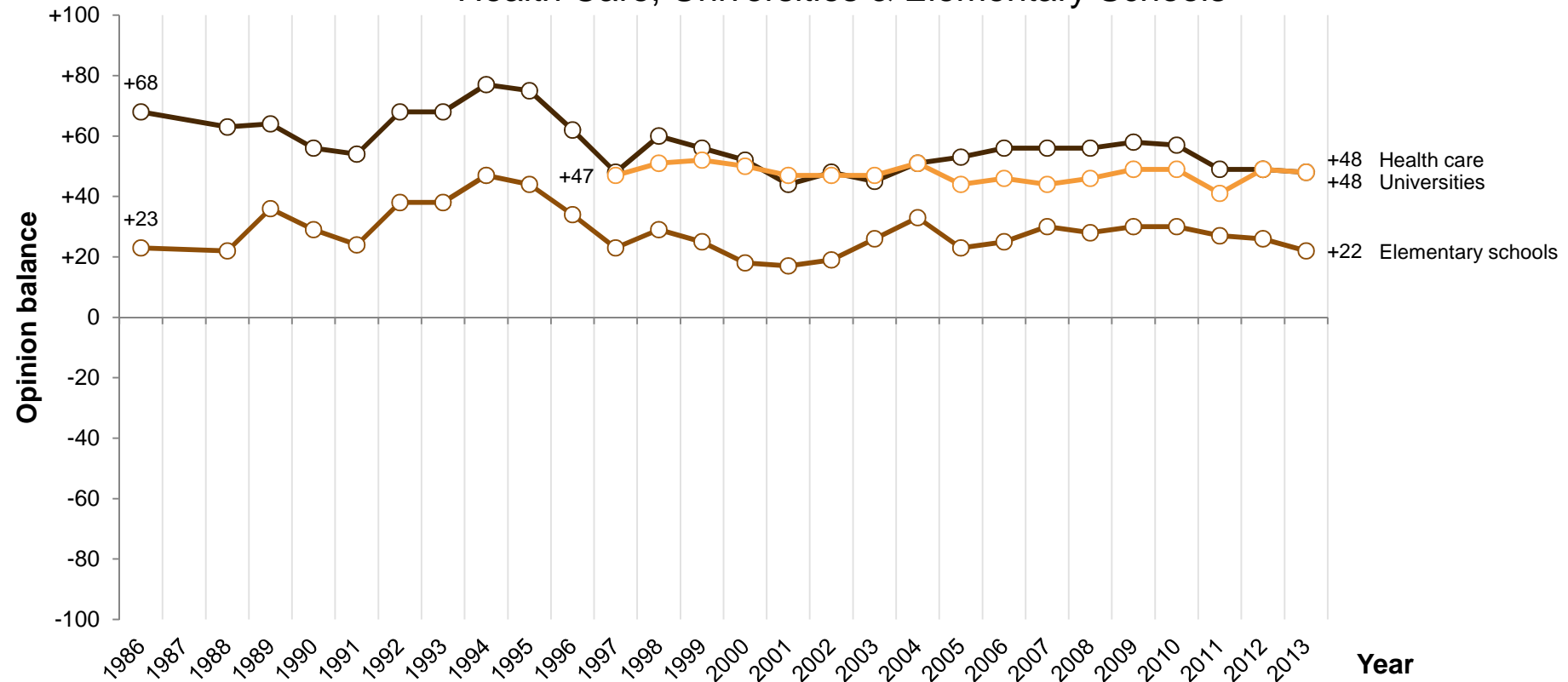
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986-2013



CONFIDENCE IN INSTITUTIONS

Health Care, Universities & Elementary Schools



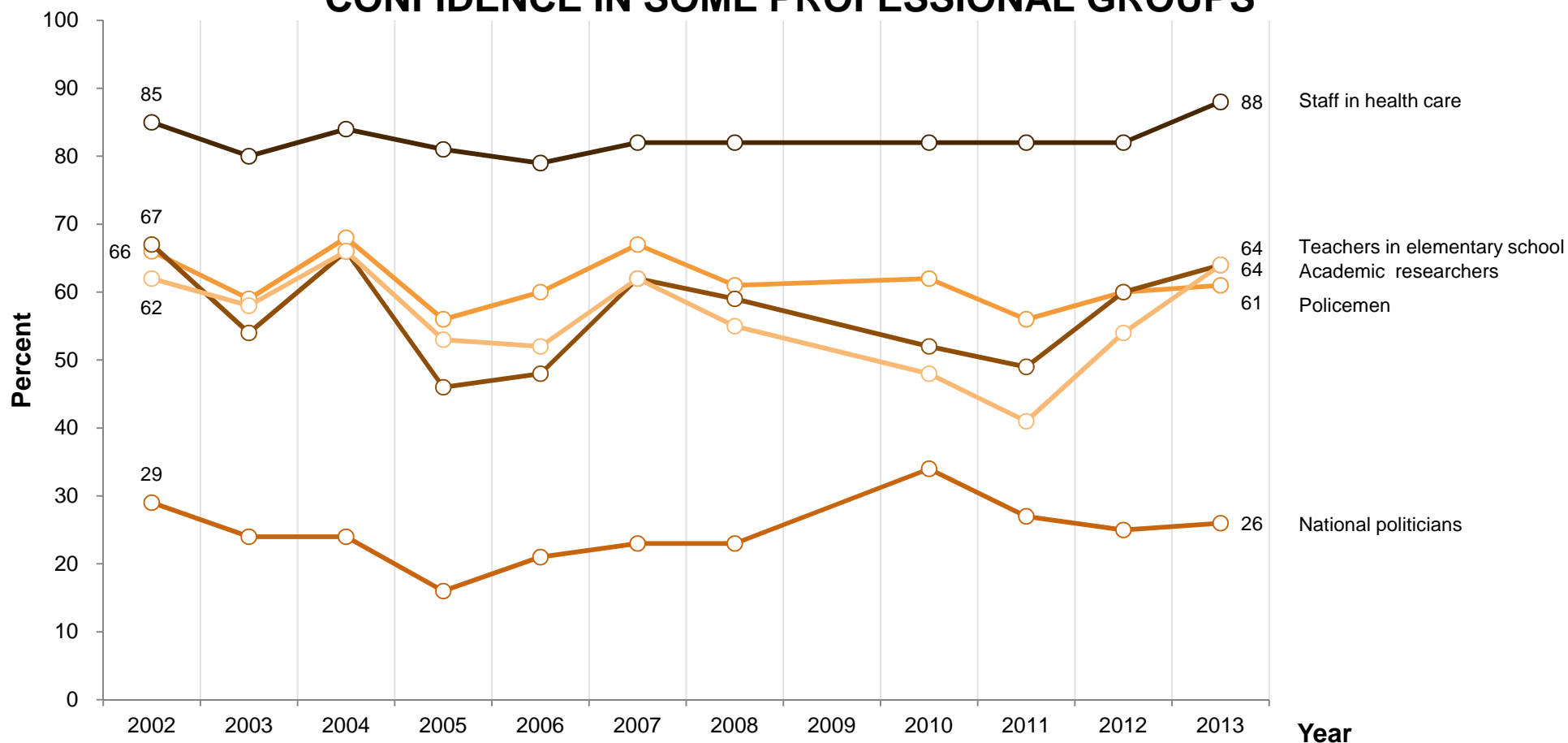
Comment: The lines show the percentage of respondents indicating very or fairly much confidence minus the percentage indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item. Five response alternatives to the question asked: "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 1986-2013



CONFIDENCE IN SOME PROFESSIONAL GROUPS



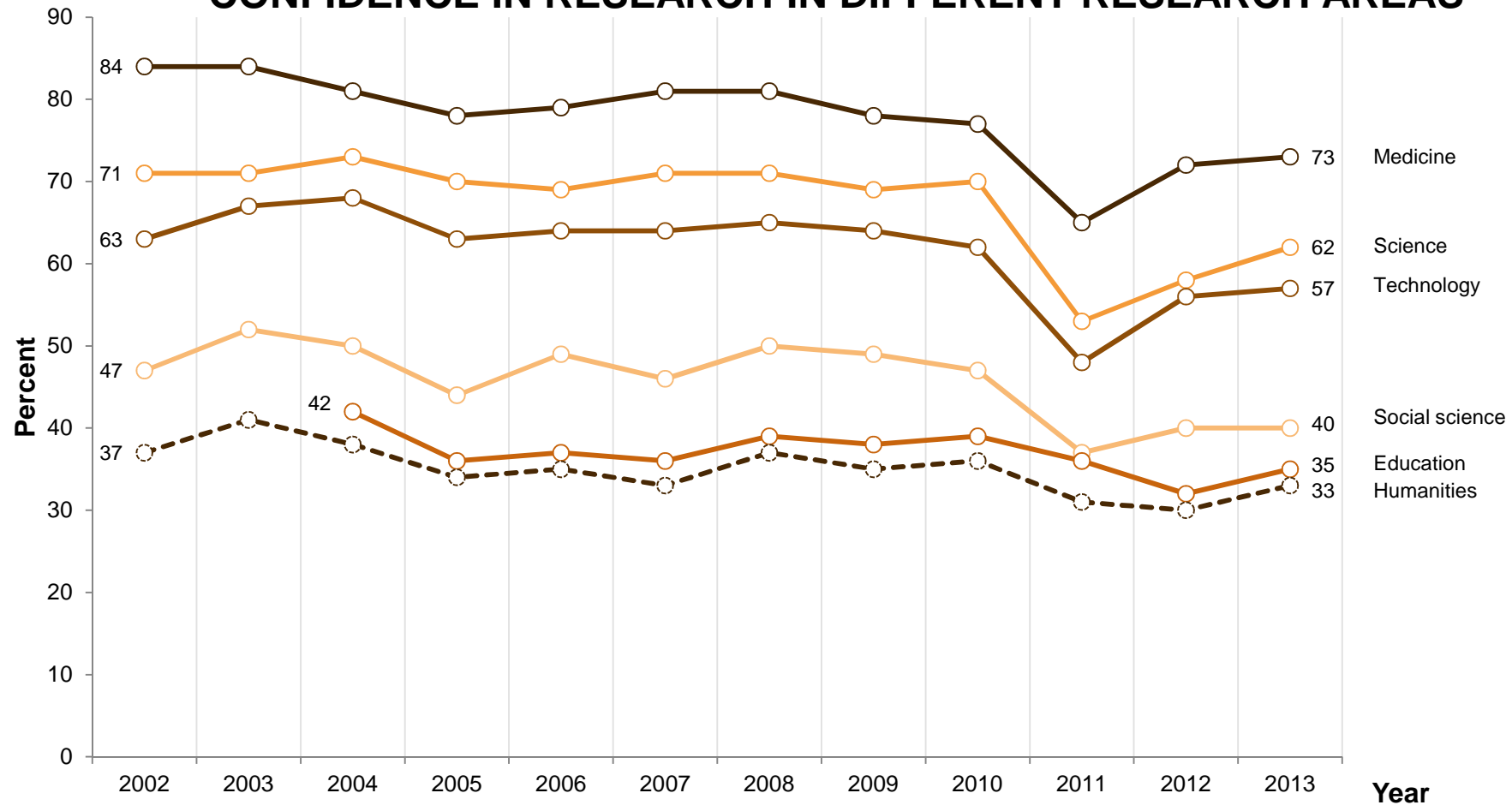
Comment: Six response alternatives to the question asked: "Very much; Fairly much; Neither much, nor little; Fairly little; Very little, No opinion". The results are percent indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item, including 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 2002-2013



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.

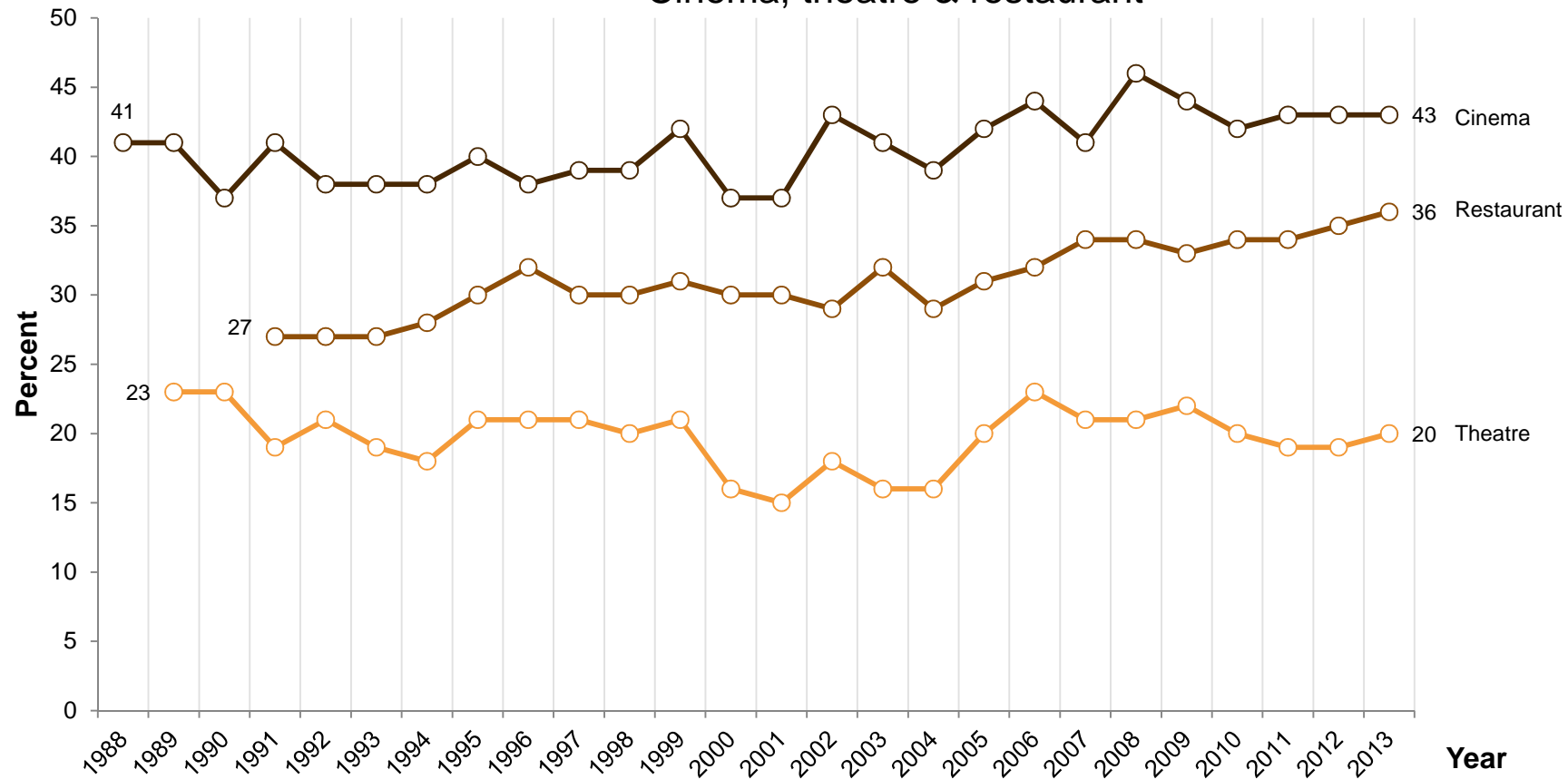
Question: "How much confidence do you have in the following research areas?"

Source: The National SOM survey 2002-2013



LEISURE ACTIVITIES

Cinema, theatre & restaurant



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.

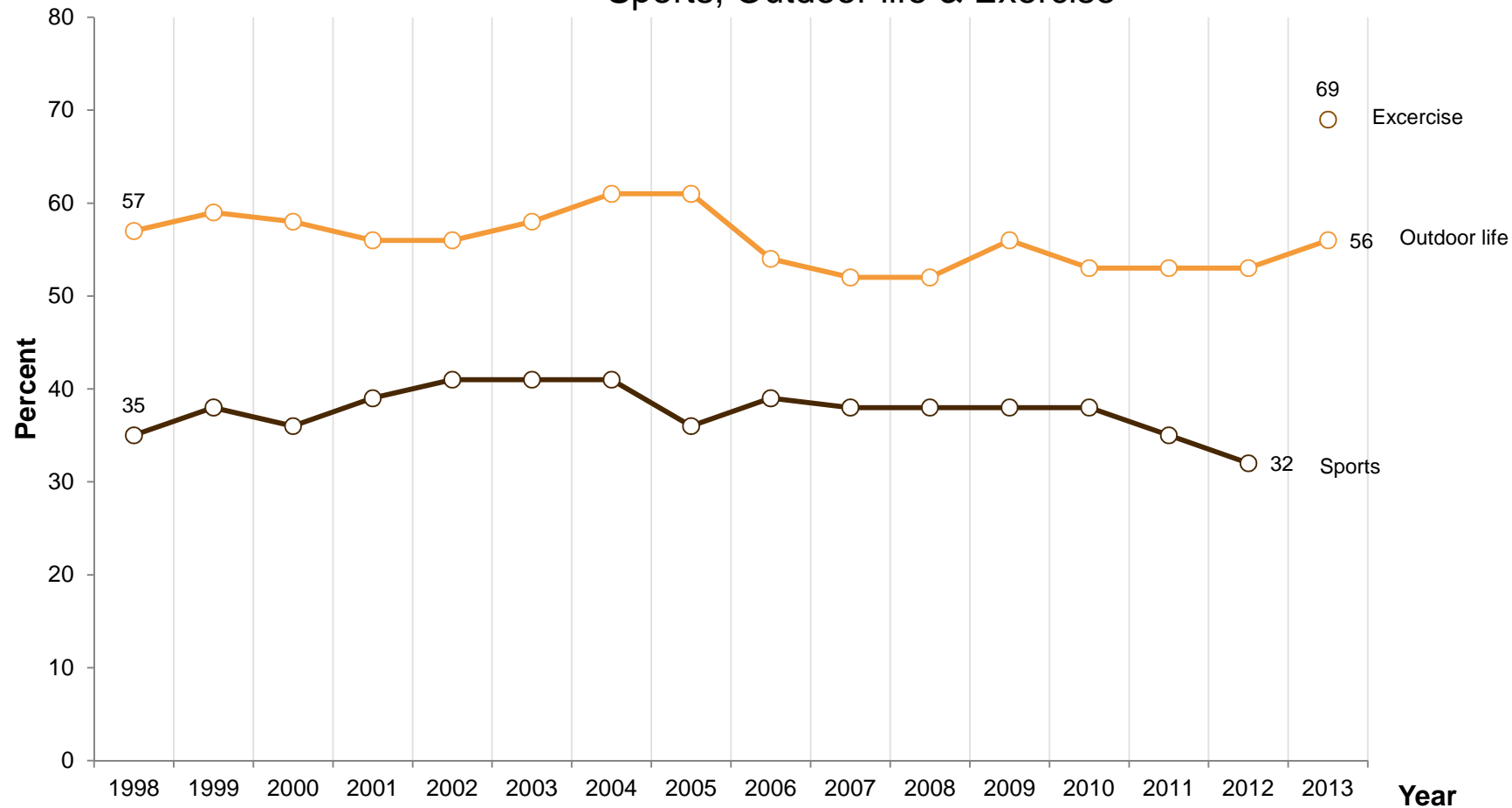
Question: "How often have you engaged in the following activities during the past twelve months?"

Source: The National SOM survey 1988-2013



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.

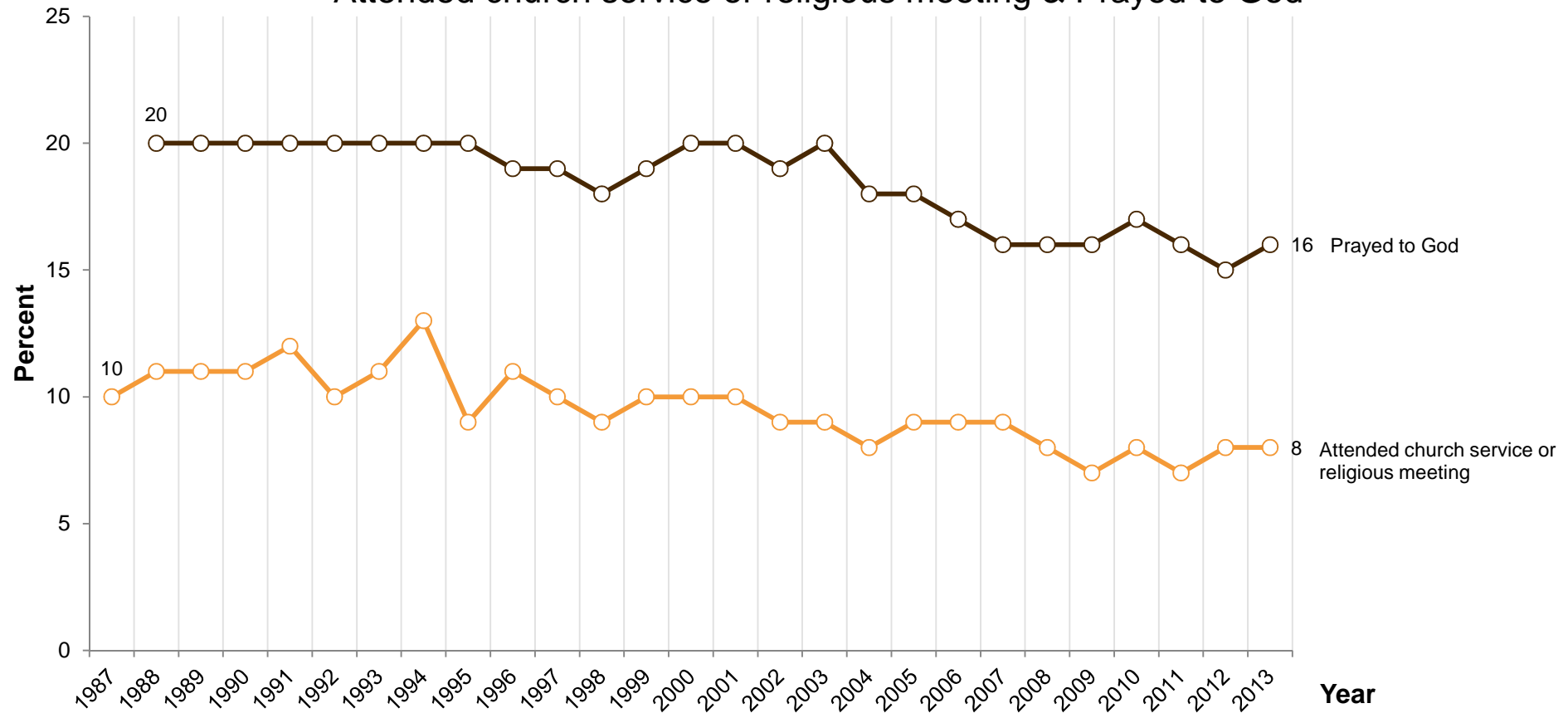
Question: "How often have you engaged in the following activities during the past twelve months?"

Source: The National SOM survey 1998-2013



LEISURE ACTIVITIES

Attended church service or religious meeting & Prayed to God



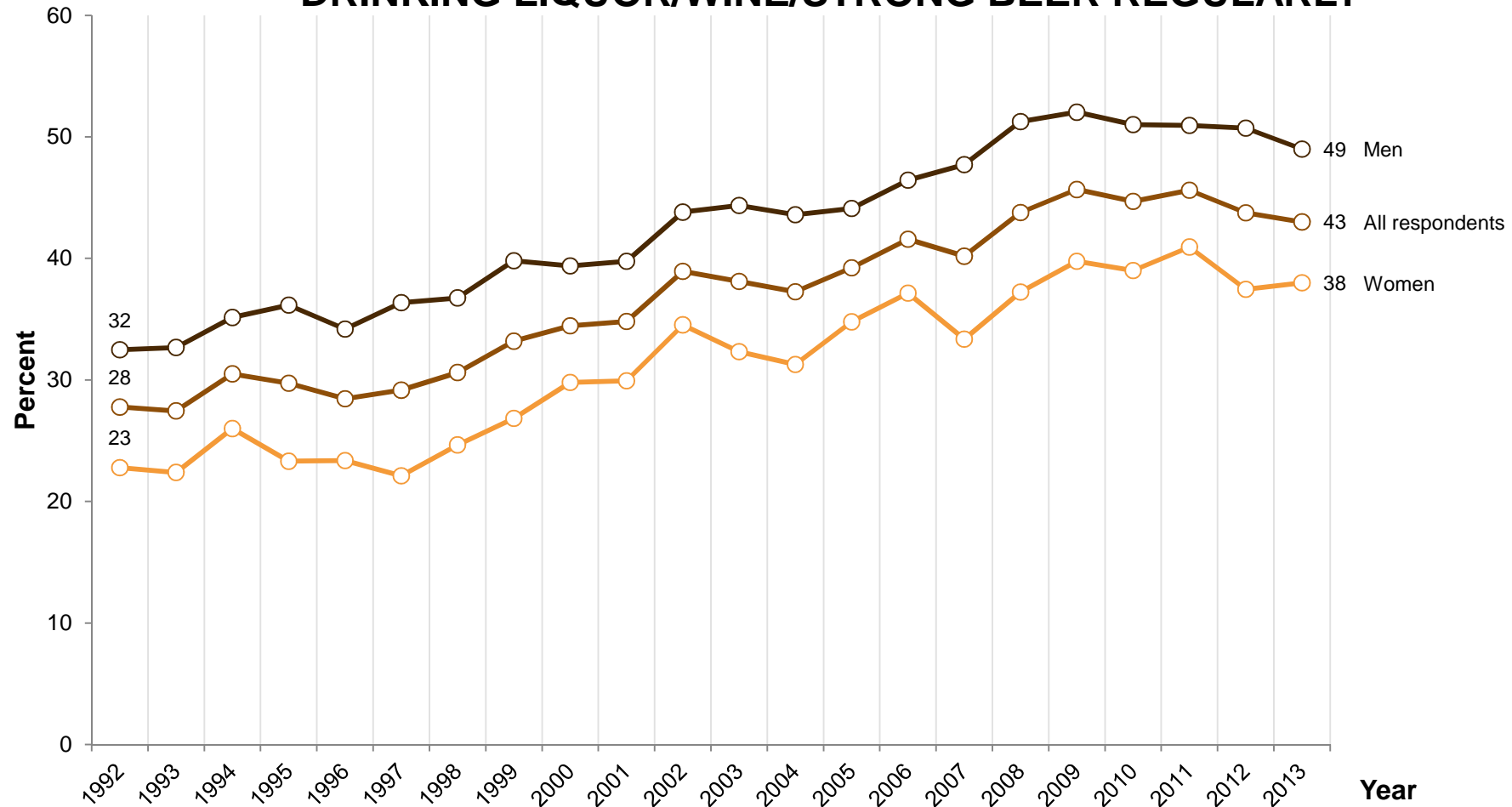
Comment: Attended church service' figures indicate attendance at least once a month, while 'prayed to God' figures indicate activity at least once a month. The percentages include all respondents in the survey.

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

Source: The National SOM survey 1987-2013



DRINKING LIQUOR/WINE/STRONG BEER REGULARLY



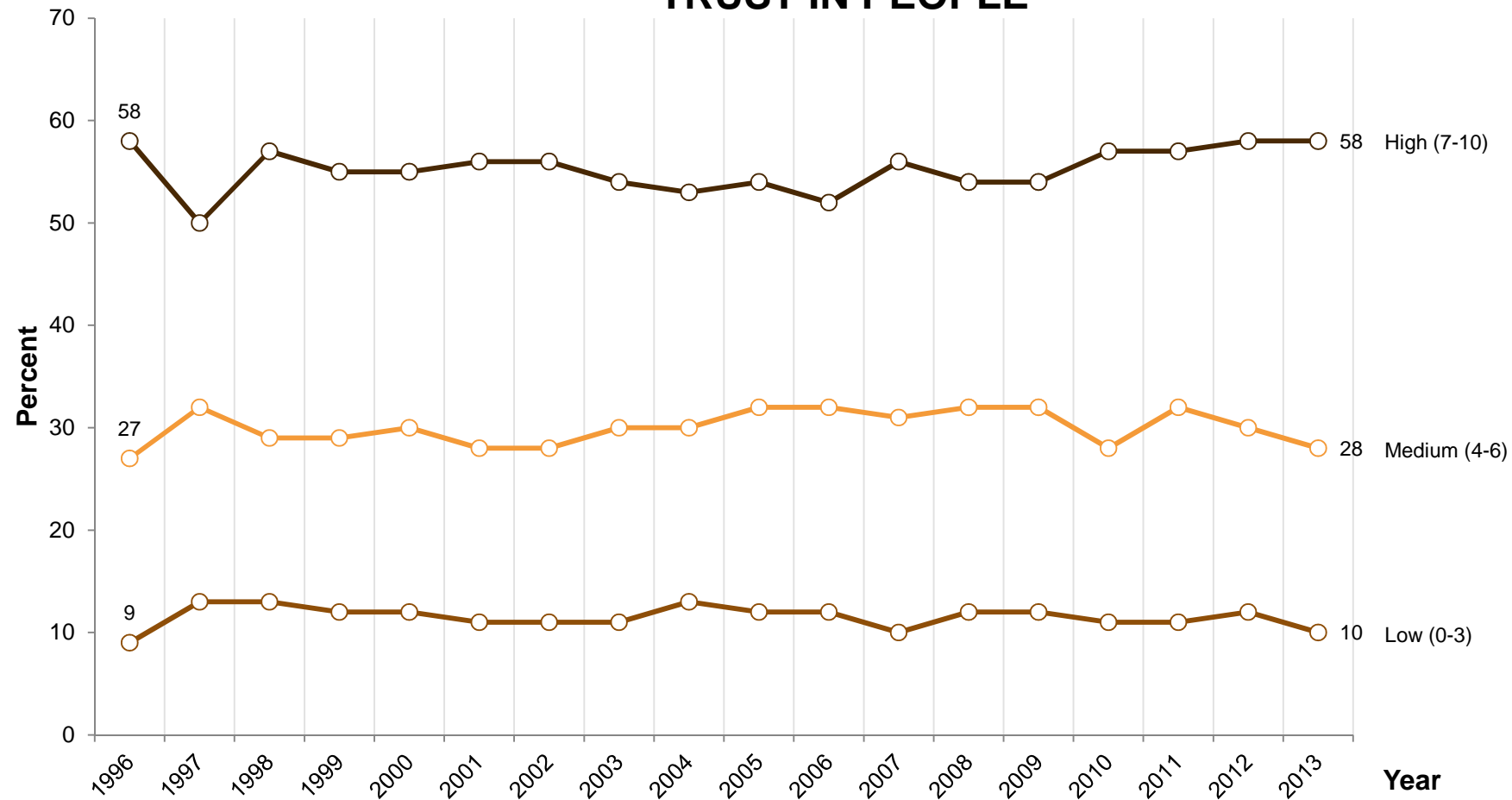
Comment: The figures indicate activity at least once a week. Percentages are based on respondents answering at least one item of a multi-item question on lifestyle and leisure activities.

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

Source: The National SOM survey 1992-2013



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 "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 1996-2013



ROKEACH TERMINAL VALUES (Percent)

Year	1988	1990	1991	1992	1993	1994	1995	1996	1998	2000	2002	2004	2006	2008	2011
Health	91	92	90	90	88	86	85	86	87	88	89	87	85	85	83
Freedom	82	88	86	85	82	84	80	82	81	83	84	82	82	81	81
Honesty	-	-	-	89	86	84	86	85	85	86	86	84	80	81	79
Family security	80	84	78	81	78	77	77	83	80	82	84	82	79	79	79
A world at peace	88	91	87	89	84	87	83	84	86	86	87	84	79	81	77
Love	75	75	76	75	76	76	75	75	75	75	77	75	76	75	75
Justice	76	82	79	83	78	83	75	79	76	79	79	75	73	71	71
Inner harmony	75	77	76	76	76	75	74	76	74	75	76	74	70	72	69
True friendship	-	78	76	79	75	72	71	72	73	73	75	73	70	68	67
Happiness	67	69	70	70	68	66	68	68	68	66	69	66	65	65	64
National security	69	75	71	72	71	72	64	66	67	67	72	65	60	61	60
A comfortable life	52	54	53	57	56	53	59	57	59	58	63	61	61	60	59
Equality	48	53	48	54	46	52	45	48	49	54	58	52	53	48	52
A clean world	80	78	71	75	70	69	69	67	61	63	68	56	54	56	51
A world of beauty	57	57	54	56	54	56	52	52	51	49	53	46	46	43	42
Self-respect	42	44	42	44	42	41	40	43	41	42	45	41	40	36	36
Wisdom	29	36	36	38	36	37	34	36	34	35	37	32	34	30	34
A life full of pleasure	22	25	26	26	29	30	29	29	27	29	34	31	29	28	27
Self-fulfillment	26	32	28	31	30	32	32	30	29	31	30	28	29	23	25
An exciting life	21	25	22	24	28	28	27	27	25	23	28	25	28	23	25
Technical advances	21	33	23	26	29	32	24	21	22	23	25	23	23	22	20
Social recognition	15	17	17	19	20	19	19	18	18	17	22	18	1	16	15
Wealth	7	9	9	8	9	10	9	11	9	8	10	9	7	8	7
Salvation	9	7	9	7	9	9	8	9	9	8	9	8	7	7	7
Power	5	6	6	5	6	8	6	7	6	5	8	6	5	6	5

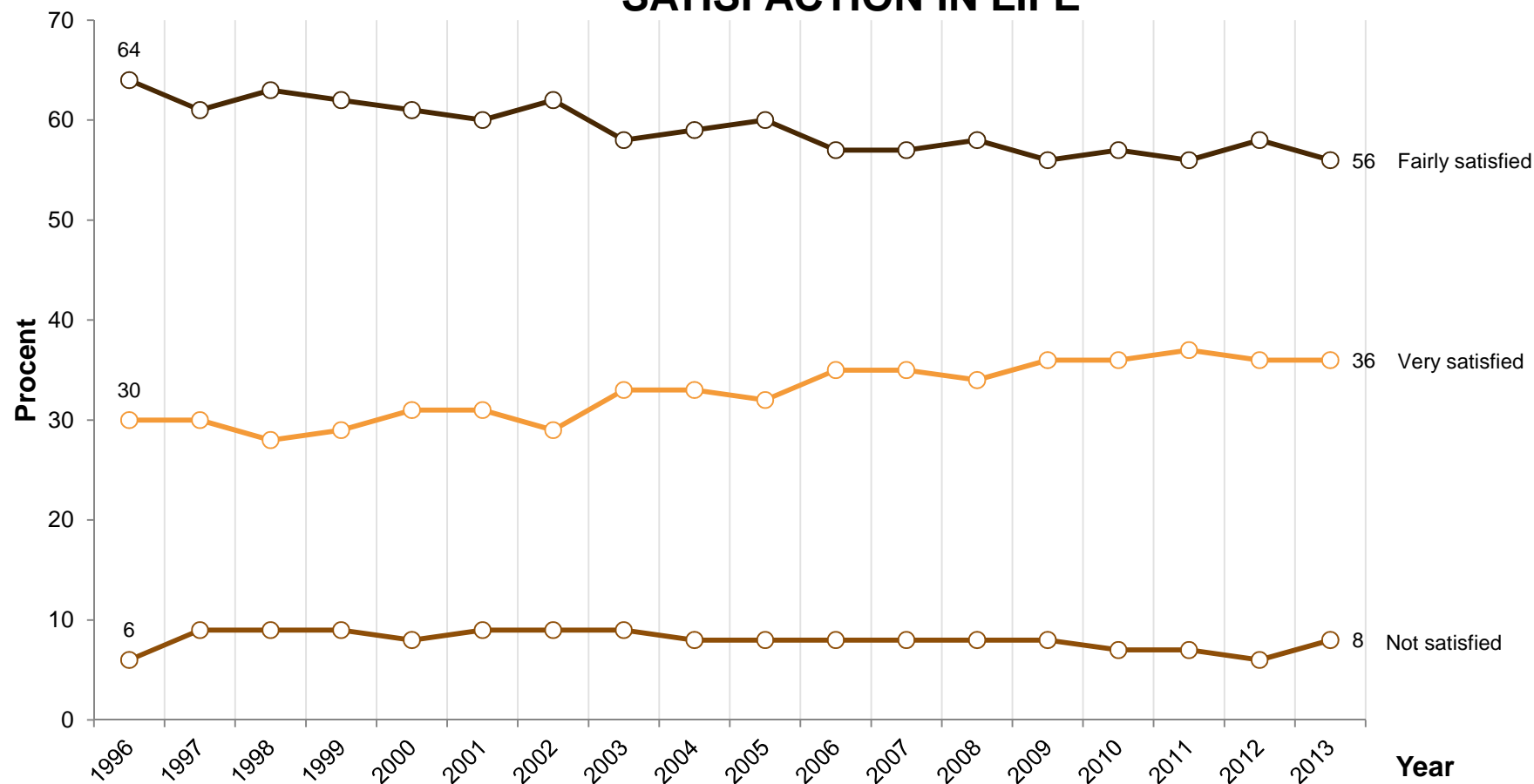
Comment: Five response alternatives to the question asked: "Very important; Fairly important; Neither important, nor unimportant; Not very important; Not at all important". The results show percent respondents answering "Very important". Percentages are based on those answering at least one item.

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

Source: The National SOM survey 1988-2011



SATISFACTION IN LIFE



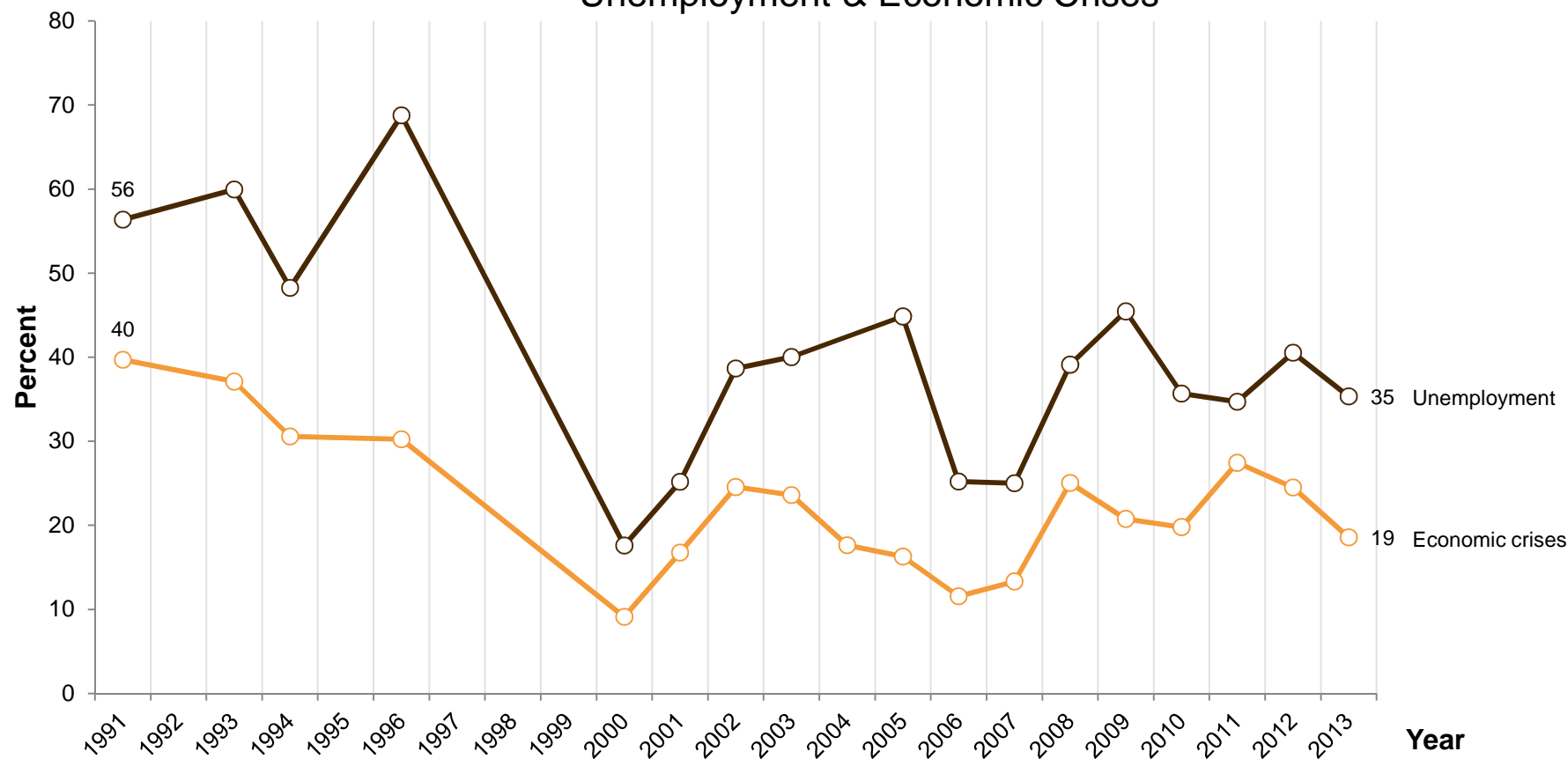
Comment: Four response alternatives to the question: "Very satisfied; Fairly satisfied; Not very satisfied; Not at all satisfied". Percentages are calculated among respondents who have answered the question. The two negative response alternatives are combined into "Not satisfied" in the figure.

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

Source: The National SOM survey 1996-2013



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.

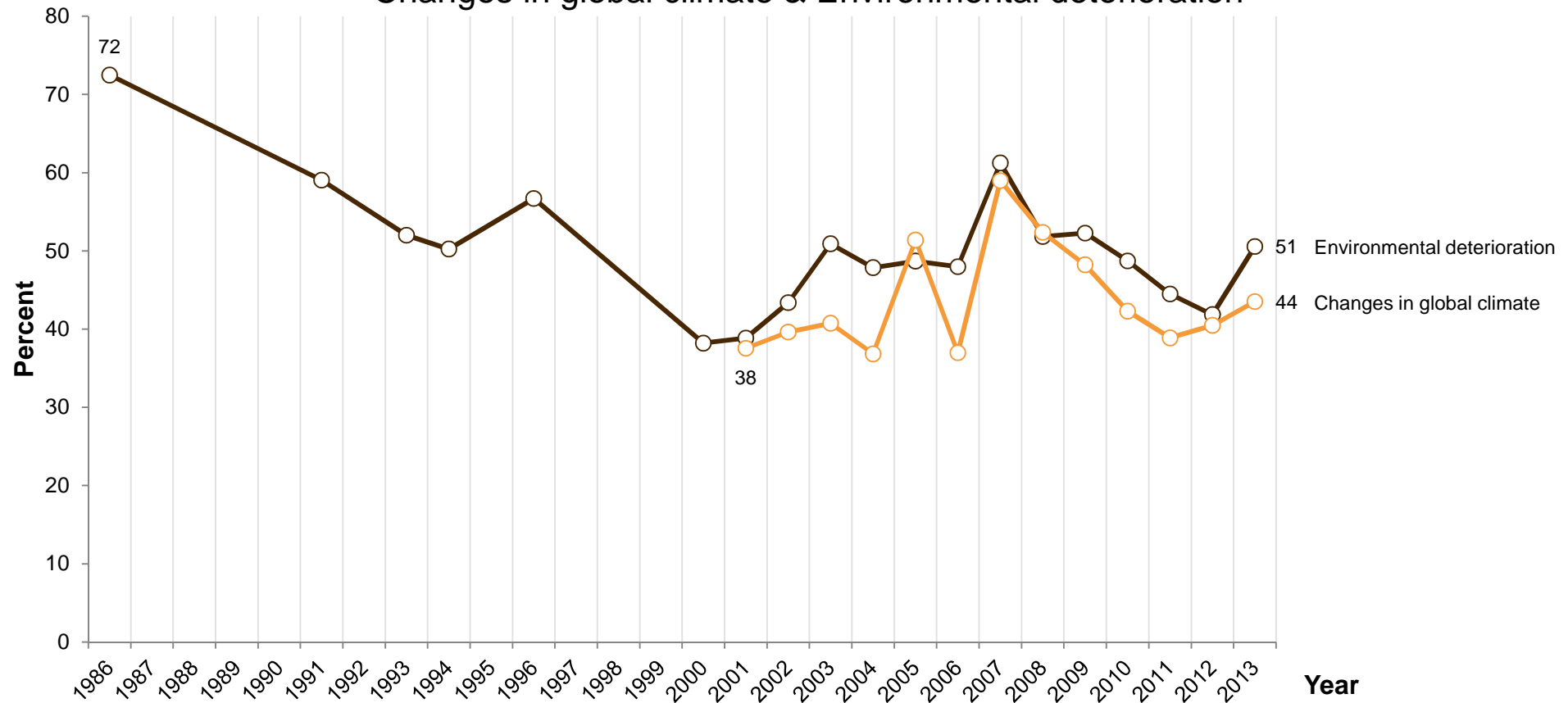
Question: "Looking at today's situation, what worries you most?"

Source: The National SOM survey 1991-2013



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.

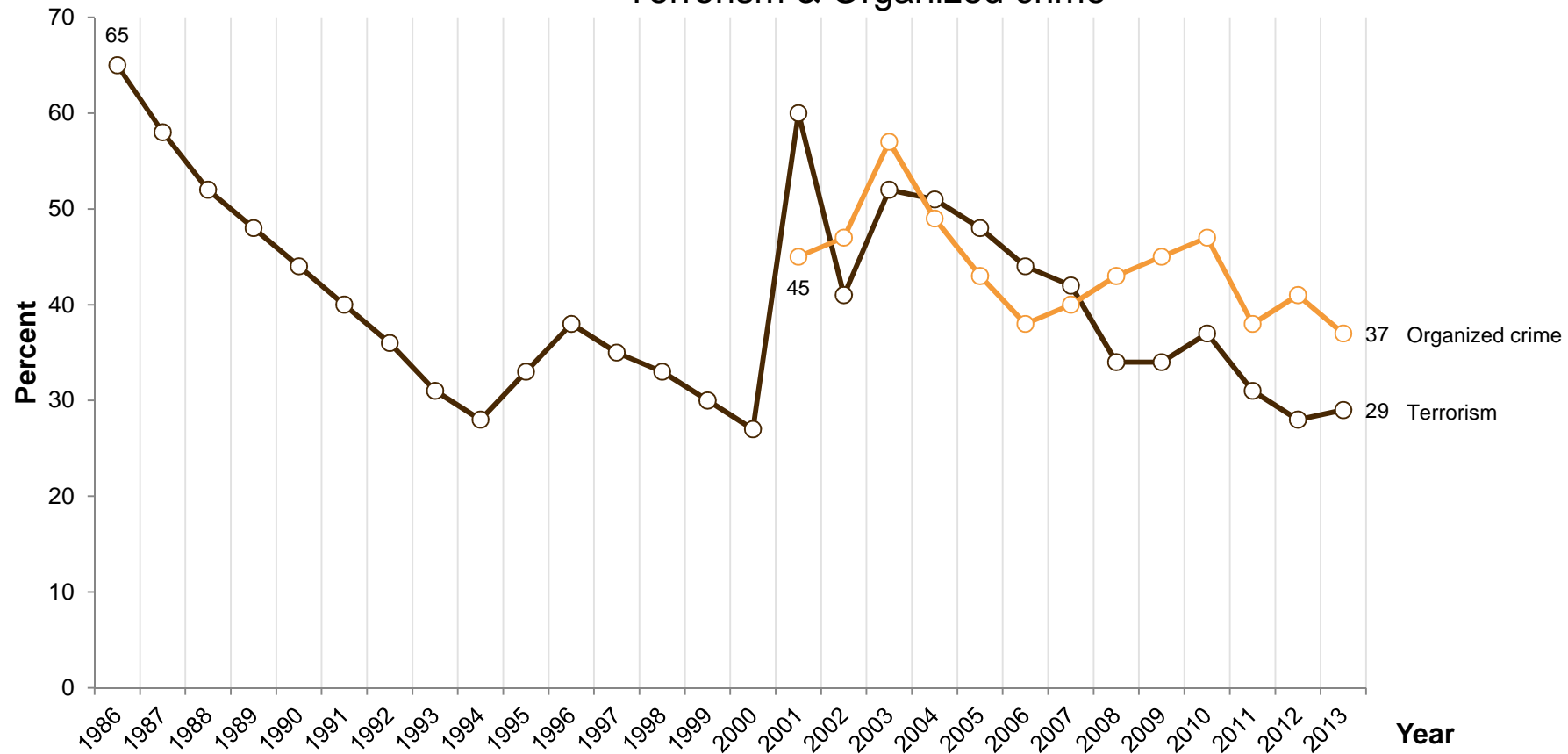
Question: "Looking at today's situation, what worries you most?"

Source: The National SOM survey 1986-2013



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.

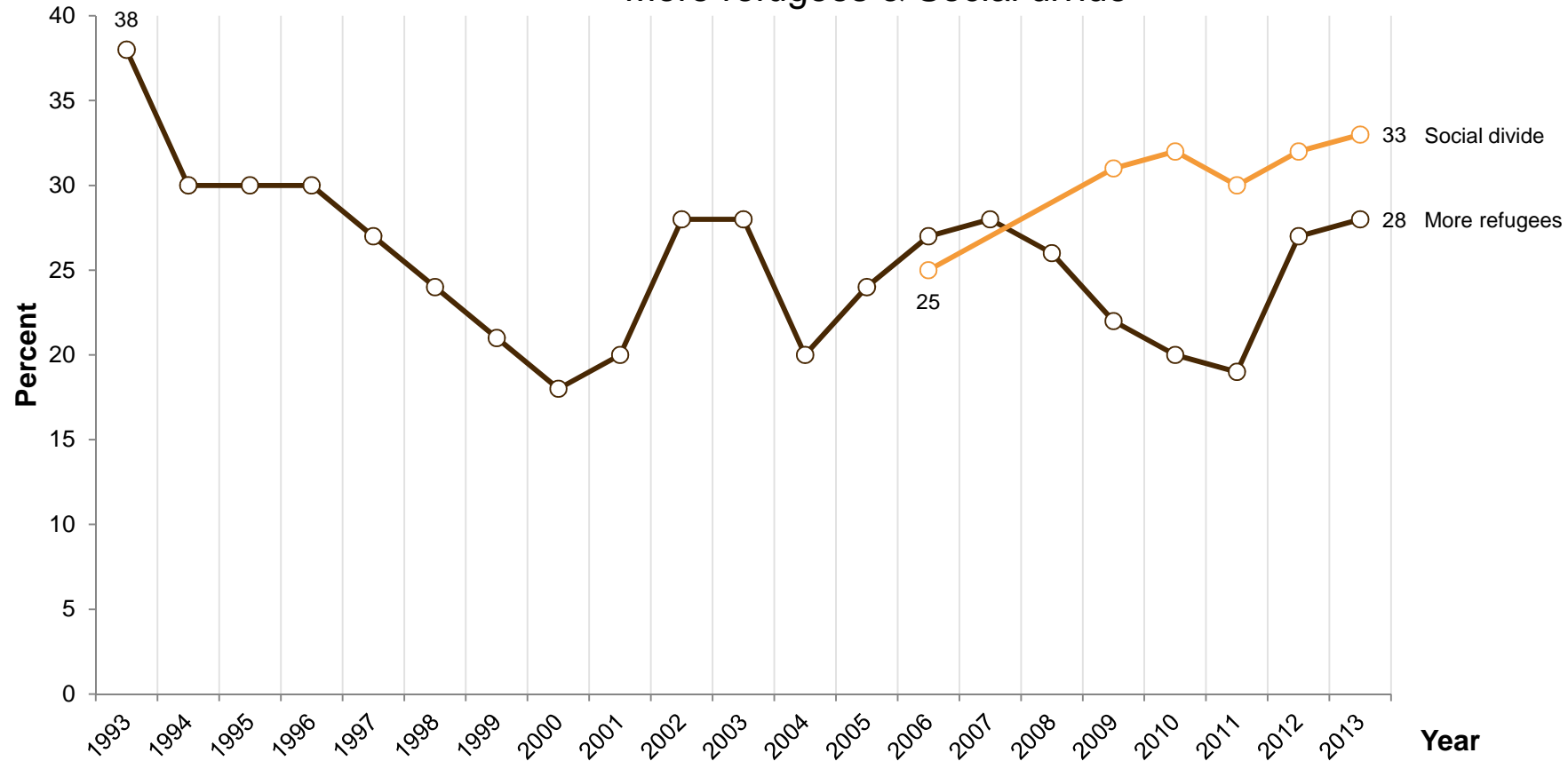
Question: "Looking at today's situation, what worries you most?"

Source: The National SOM survey 1986-2013



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?"

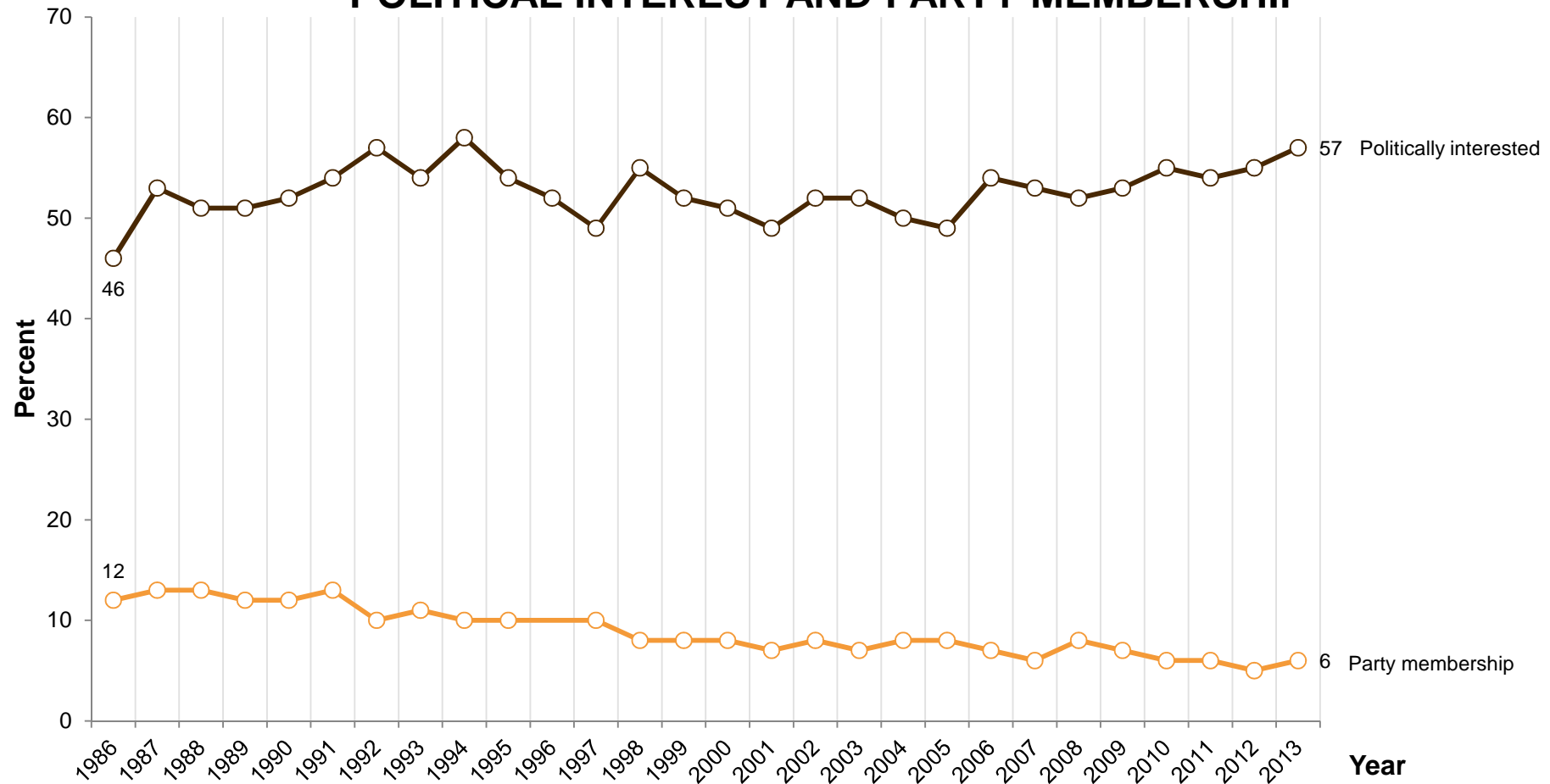
Source: The National SOM survey 1993-2013



POLITICAL TRENDS



POLITICAL INTEREST AND PARTY MEMBERSHIP



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

Question: "In general, how interested are you in politics?", "Are you a member of a political party?"

Source: The National SOM survey 1986-2013



PARTY SYMPATHY (Percent)

Year	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	
The Left Party	3,1	2,9	4,7	7,7	7,5	5,1	3,9	3,0	6,8	13,5	12,7	9,5	12,3	14,6	15,5	12,1	8,3	9,3	8,9	5,7	5,8	5,6	6,2	5,3	4,5	5,6	5,3	7,0	
The social Democratic Party	44,8	42,3	43,6	35,5	30,4	34,7	43,4	45,7	43,4	31,7	31,8	33,1	35,5	31,2	32,2	38,6	41,6	37,5	35,3	36,4	32,7	39,1	39,0	28,9	26,9	28,3	33,2	31,0	
The Green Party	5,5	7,8	8,4	7,5	4,7	3,8	2,7	3,0	5,1	12,4	8,4	7,5	5,6	5,7	4,6	3,6	4,0	5,5	5,4	5,8	7,6	7,8	7,4	10,6	11,1	11,3	9,4	10,9	
The Center Party	7,9	6,3	10,7	8,3	8,9	8,0	6,4	5,8	7,7	6,3	6,8	5,0	4,7	3,9	4,0	6,7	6,7	7,9	7,0	6,8	7,8	6,1	5,5	4,5	5,0	4,4	3,8	3,2	
The Liberal Party	17,7	19,9	11,8	15,7	13,6	9,5	7,4	9,1	8,2	5,4	6,6	6,4	5,1	5,1	4,8	4,2	16,6	12,4	10,4	8,9	7,2	9,3	7,2	7,8	7,9	6,8	5,9	6,5	
The Christian Democratic Party	1,2	1,9	3,6	3,2	5,6	9,0	2,6	3,9	3,7	3,4	3,7	4,3	11,8	12,8	13,1	10,8	8,0	7,7	5,1	4,5	7,2	4,9	4,1	3,8	4,2	3,1	3,0	3,6	
The Conservatives	18,8	16,5	15,5	22,1	29,3	22,6	23,1	22,9	23,8	27,3	27,0	30,6	22,5	24,7	23,4	21,7	11,8	16,9	23,3	27,5	27,0	22,4	24,3	29,1	33,3	33,9	30,1	27,4	
The New Democratic Party	-	-	-	-	-	7,3	10,5	6,6	1,3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sweden Democratic Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,1	2,5	4,5	3,8	4,1	5,2	6,9	8,5
Other parties	1,1	2,5	1,7	-	-	-	-	-	-	-	3,0	3,7	2,5	2,0	2,3	2,7	3,0	2,9	4,6	4,4	2,6	2,3	1,8	6,2	3,0	1,4	2,3	1,9	
Sum percent	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Percent No party	5,8	10,2	9,7	14,0	17,8	16,3	9,5	10,1	7,1	9,7	10,7	11,1	6,0	10,8	9,8	10,1	6,4	8,5	10,3	9,1	7,4	8,0	6,8	5,3	6,4	7,5	5,8	7,9	

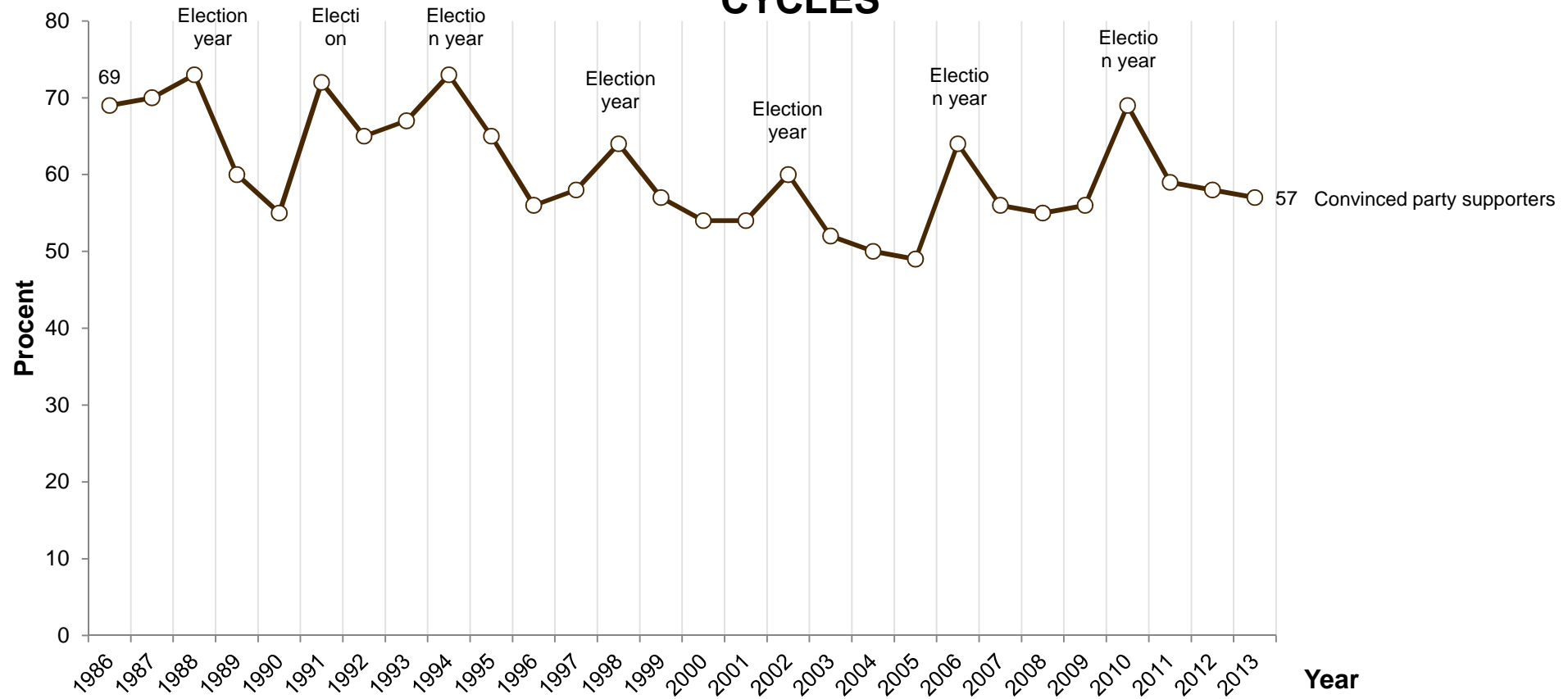
Comment: The results are unweighted and calculated among eligible voters (18 years or older and Swedish citizens).

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

Source: 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

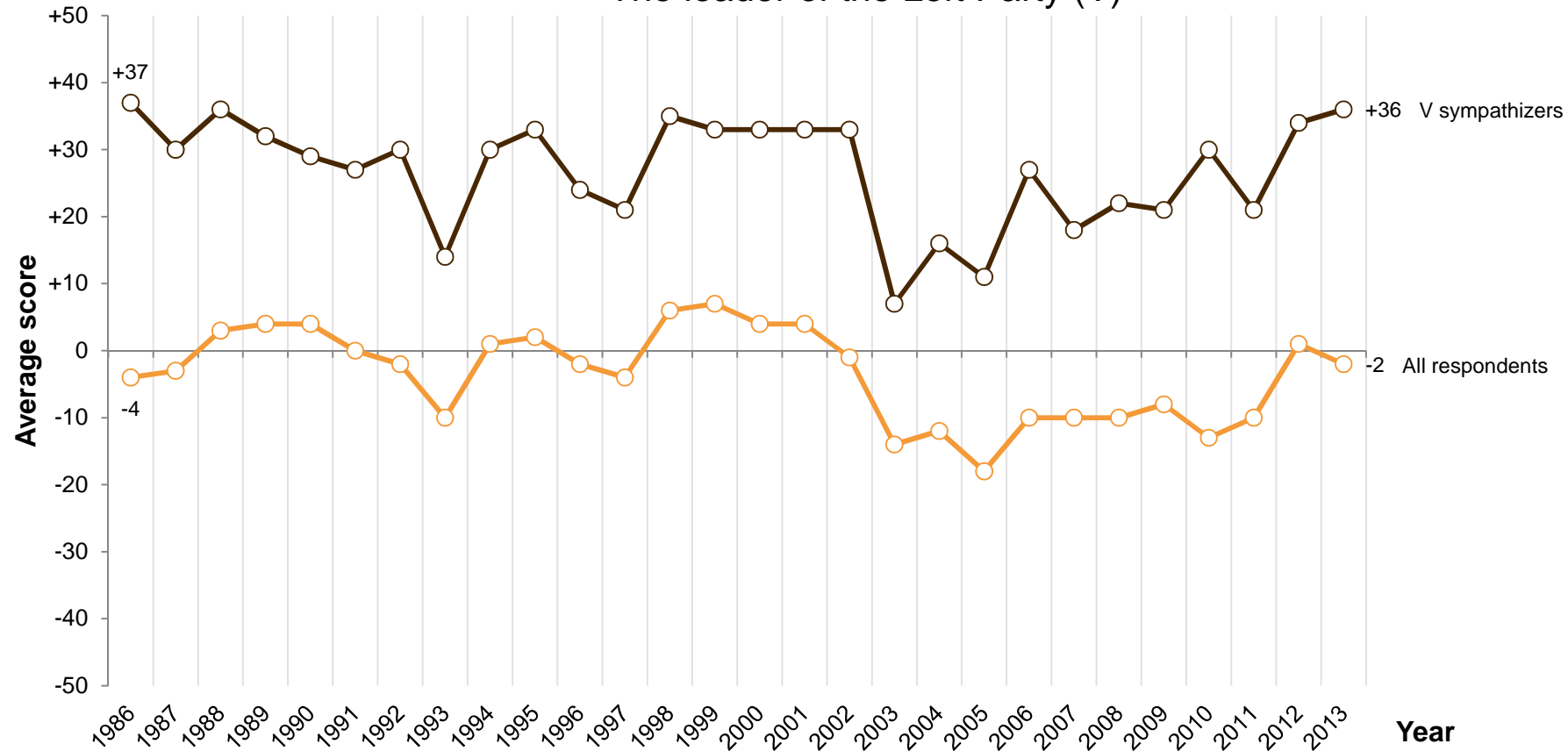
Question: "Do you consider yourself a convinced supporter of your party?"

Source: The National SOM survey 1986-2013



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").

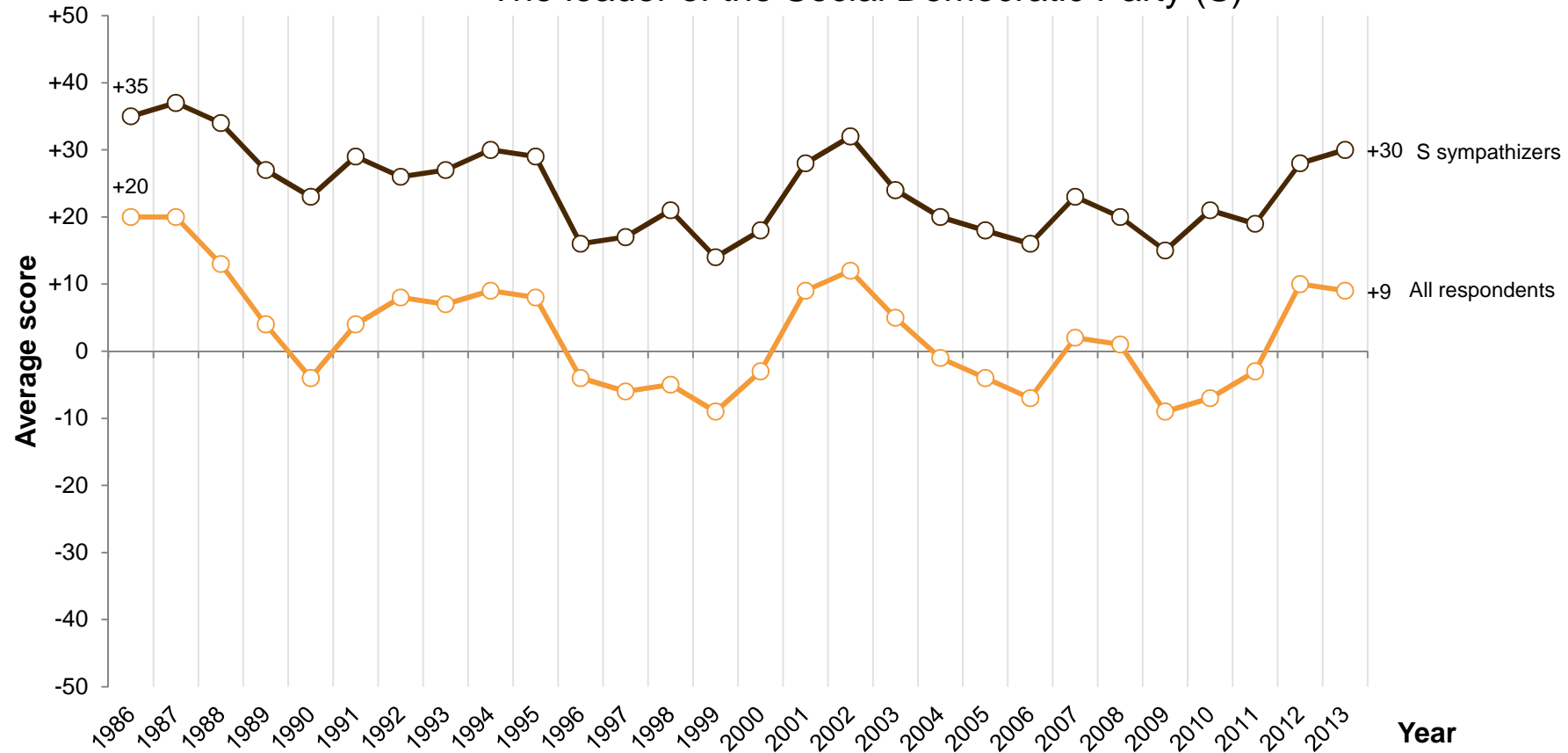
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986-2013



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").

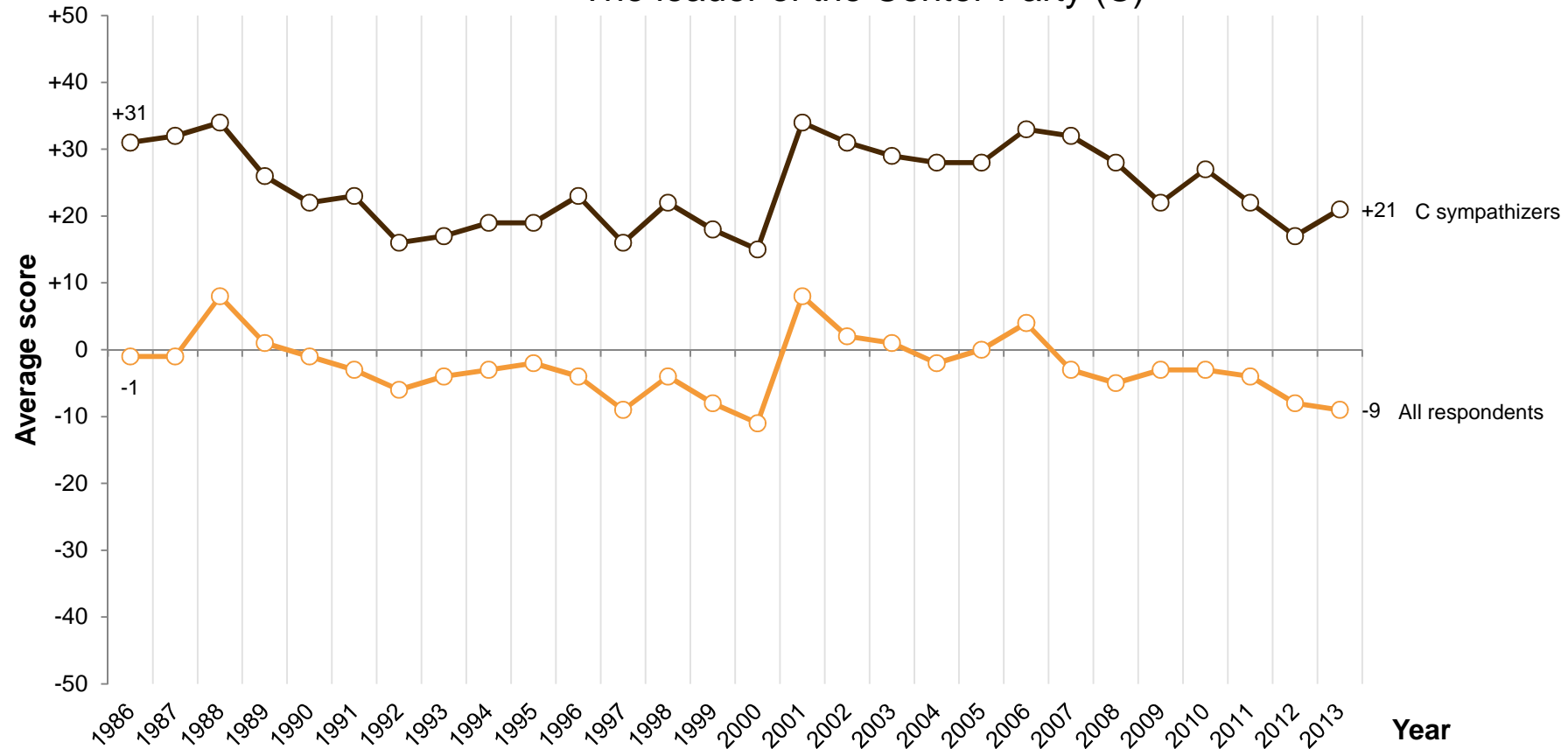
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986-2013



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").

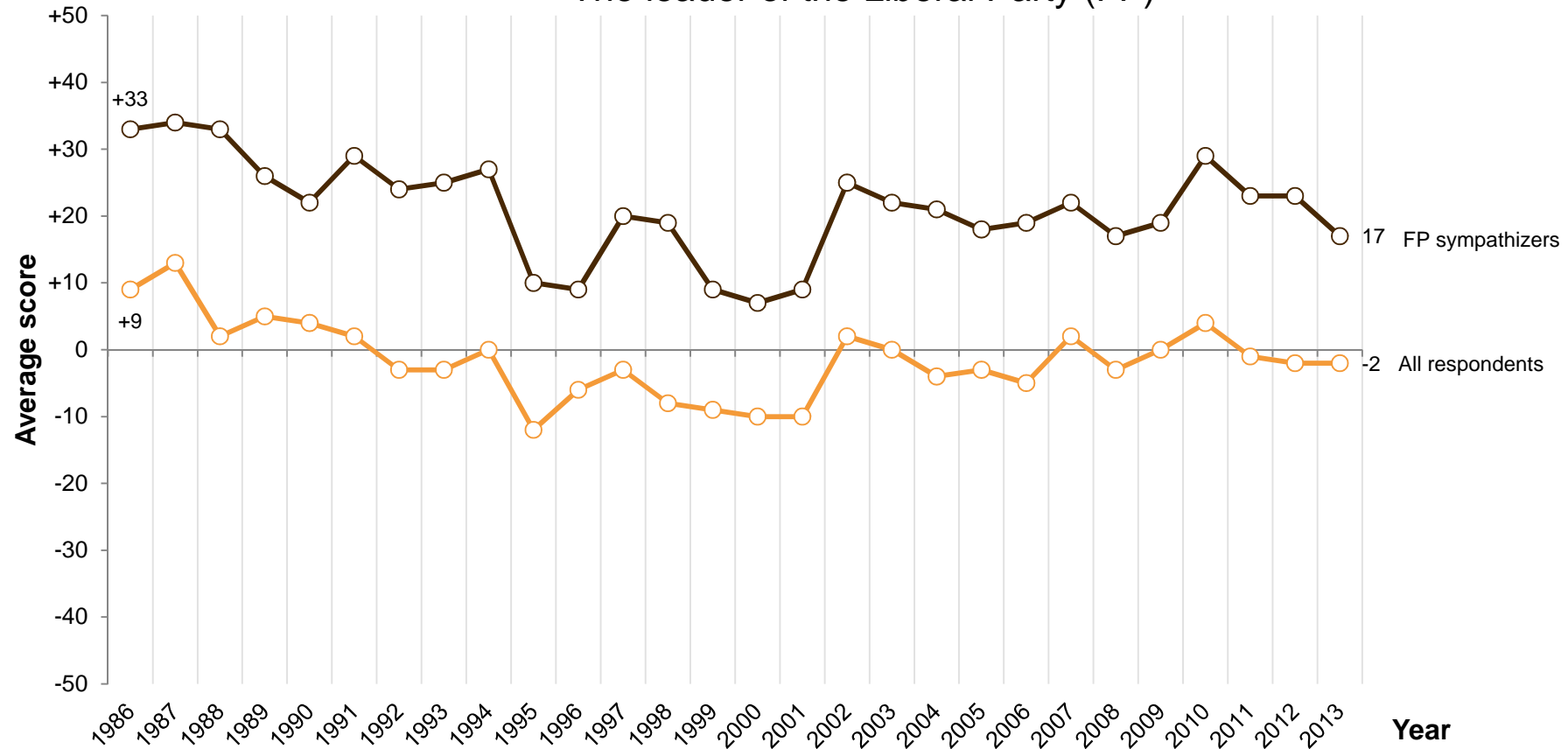
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986-2013



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").

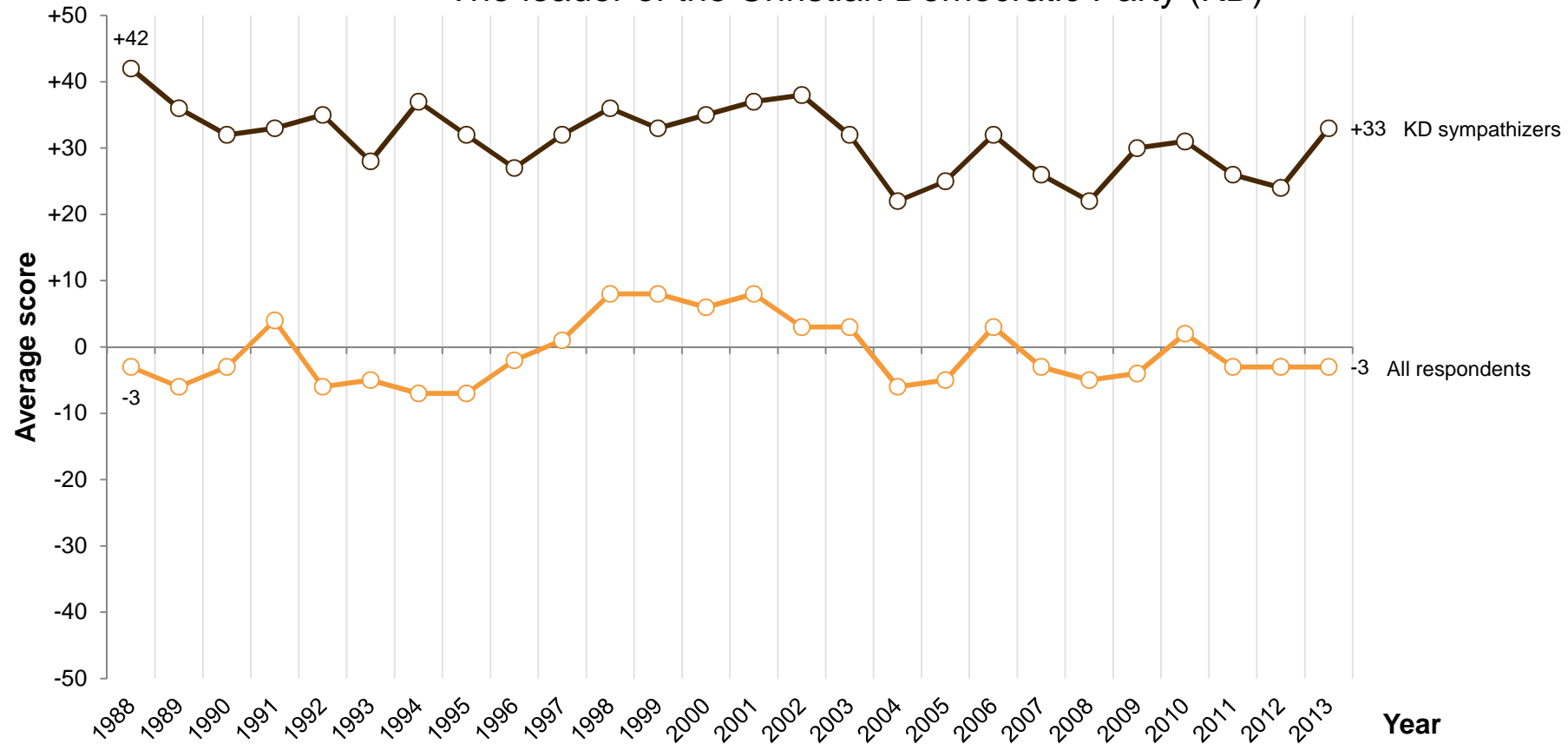
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986-2013



VOTER ASSESSMENTS OF THE PARTY LEADERS

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").

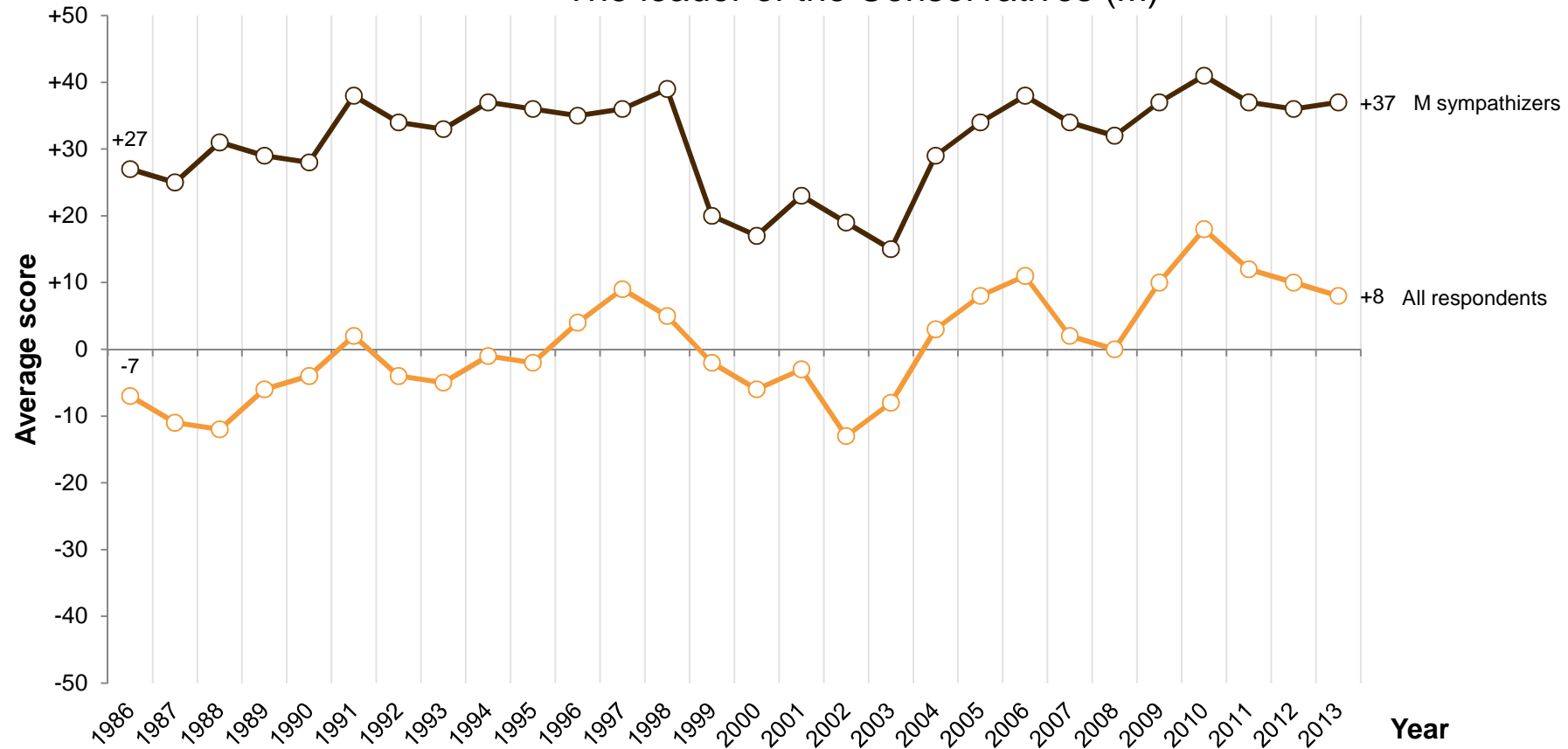
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1988-2013



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").

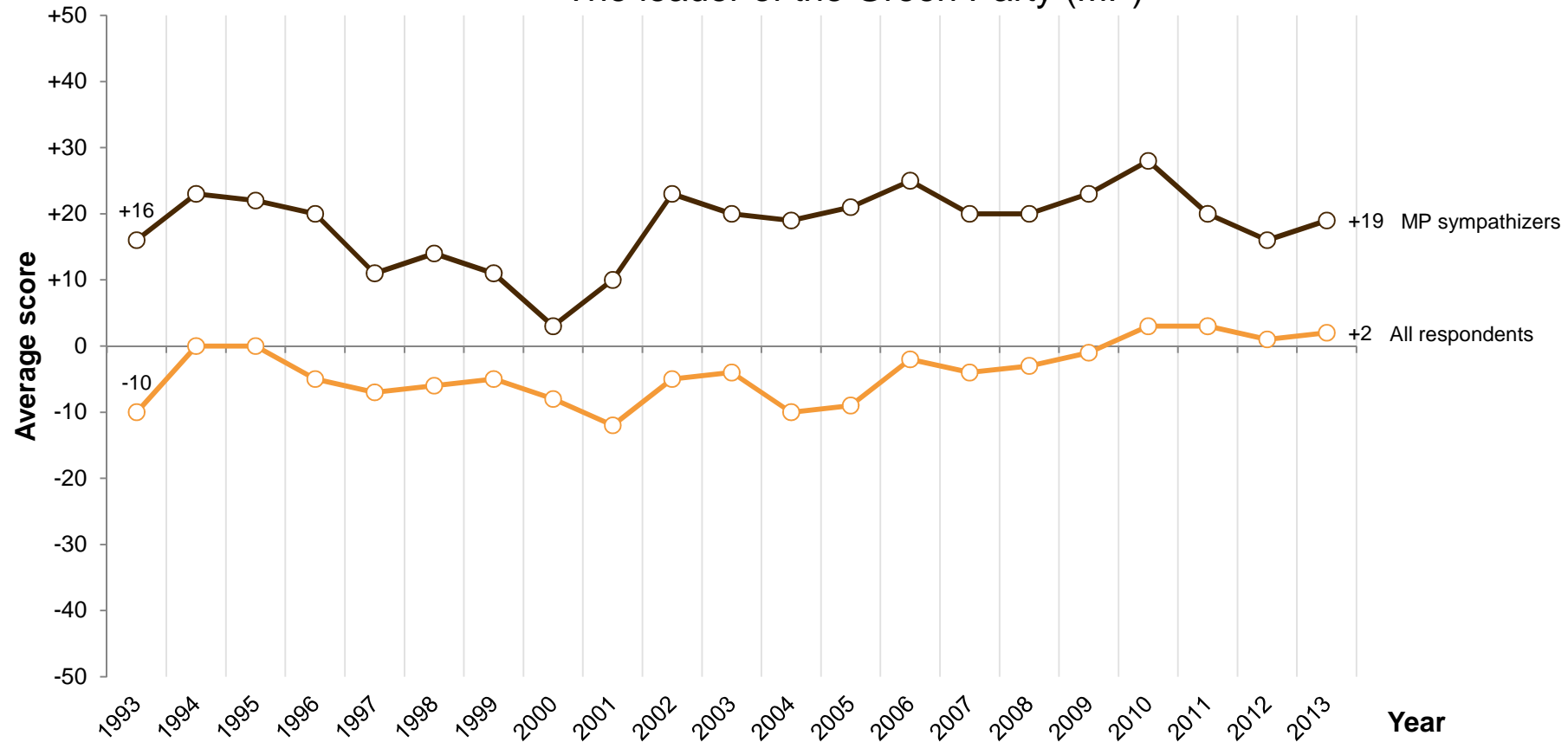
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986-2013



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").

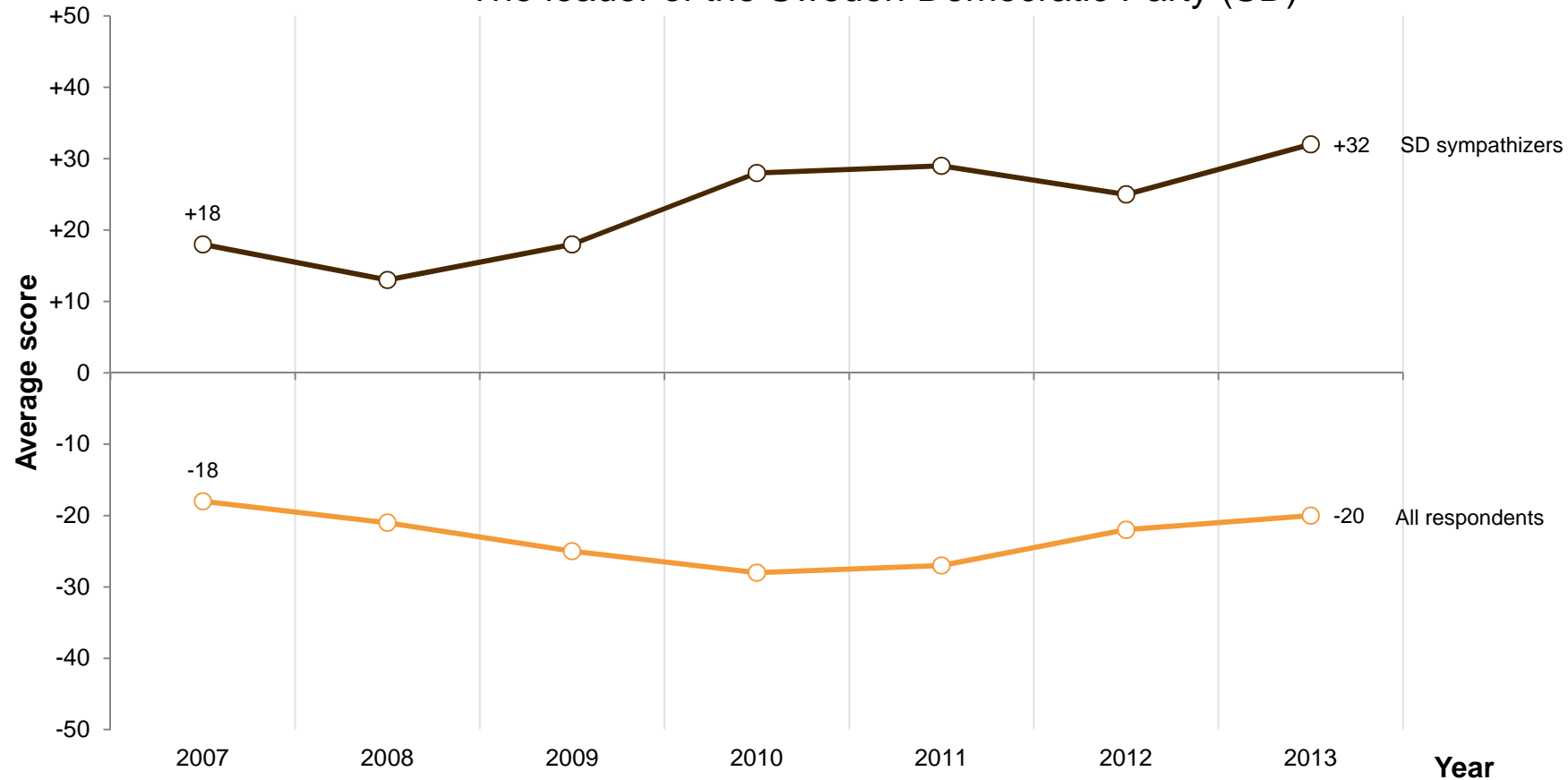
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1993-2013



VOTER ASSESSMENTS OF THE PARTY LEADERS

The leader of the Sweden Democratic Party (SD)



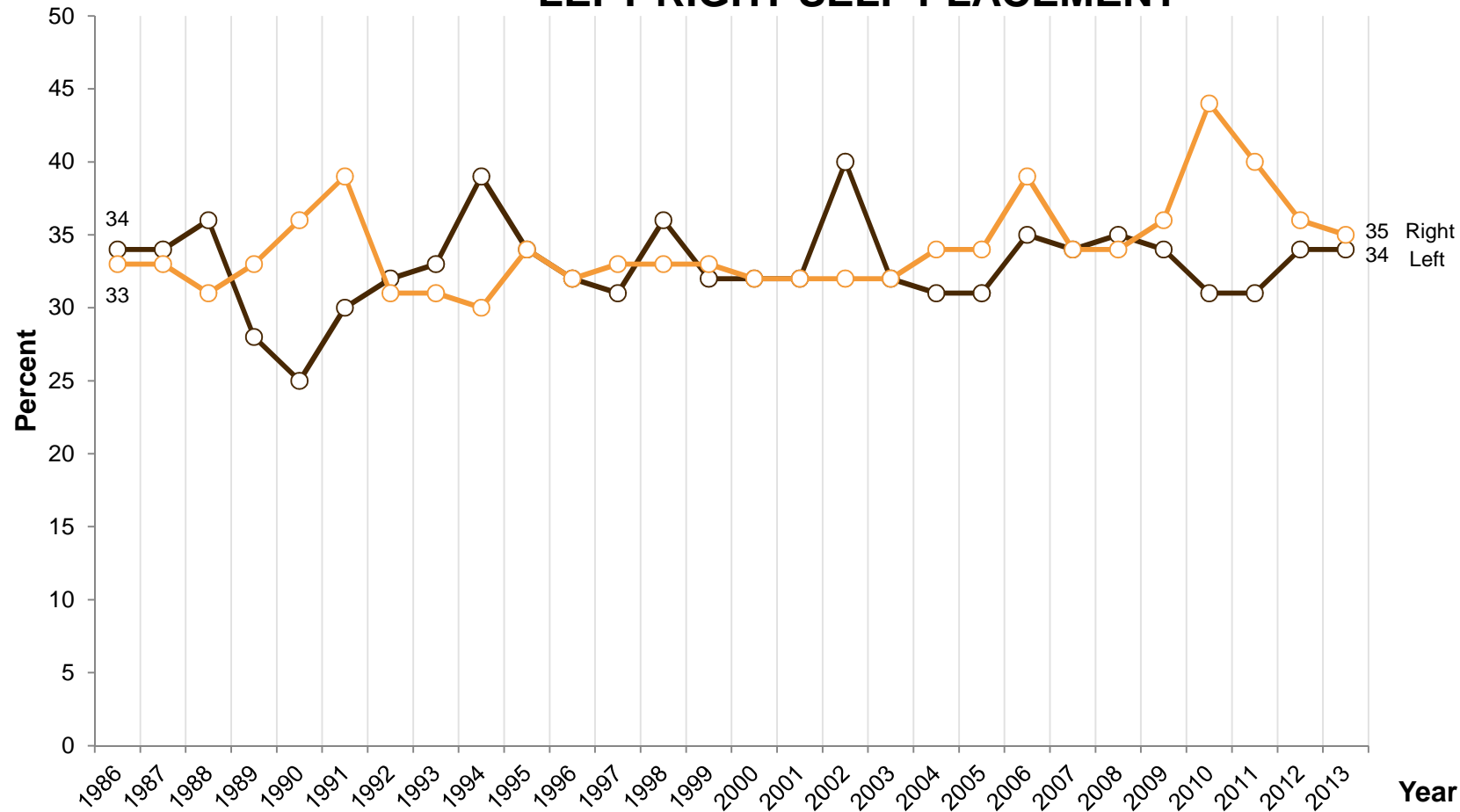
Comment: The results are based on answers on a dislike-like scale running between -5 ("Dislike") and +5 ("Like"). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 ("Dislike") and +50 ("Like").

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 2007-2013



LEFT-RIGHT SELF PLACEMENT



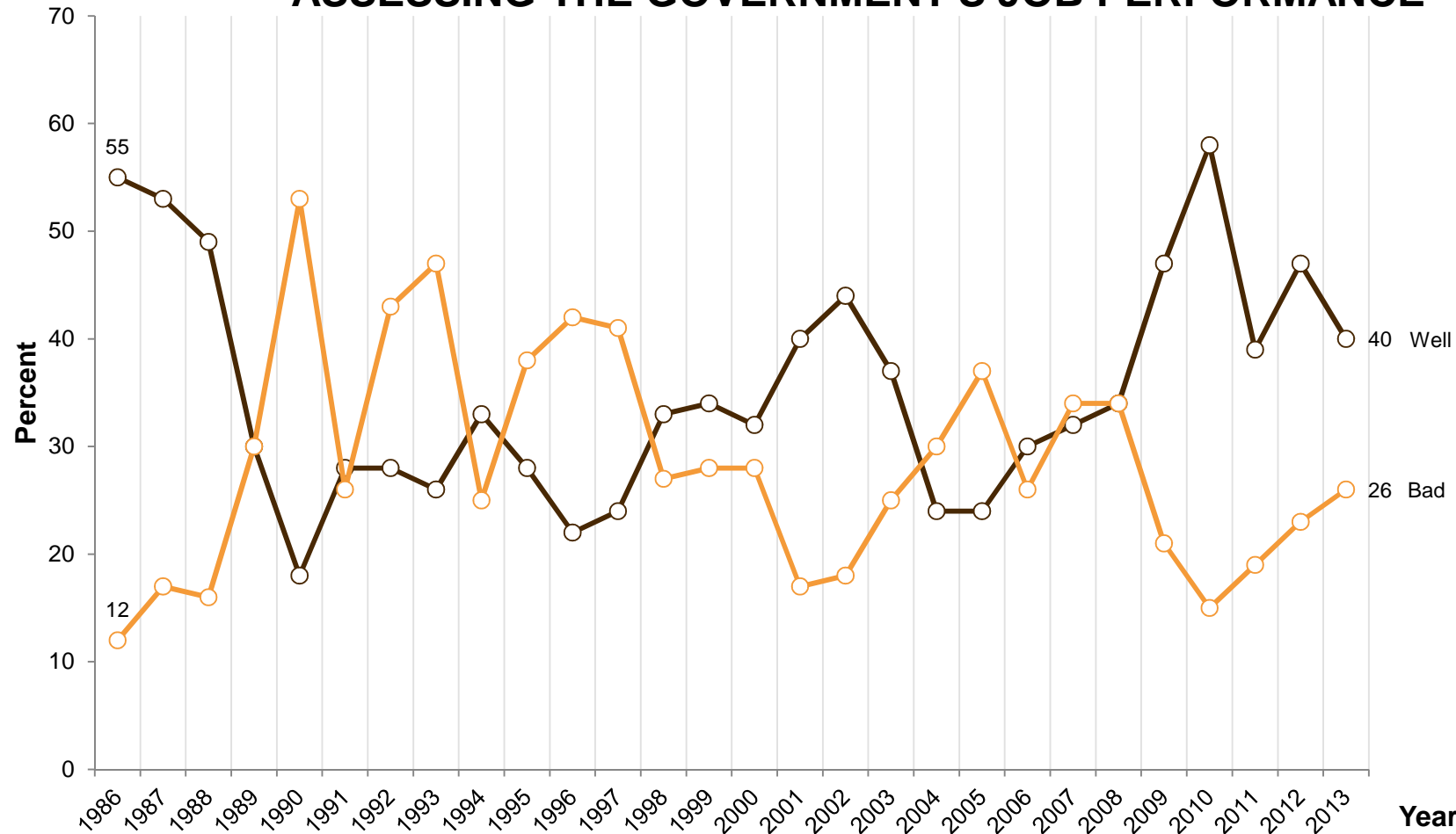
Comment: Five response alternatives to the question asked: "Clearly to the left; Somewhat to the left; Neither to the left, nor to the right; Somewhat to the right; Somewhat to the left". No-answers (3-5 percent on average every year) are excluded from the analysis.

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 1986-2013



ASSESSING THE GOVERNMENT'S JOB PERFORMANCE



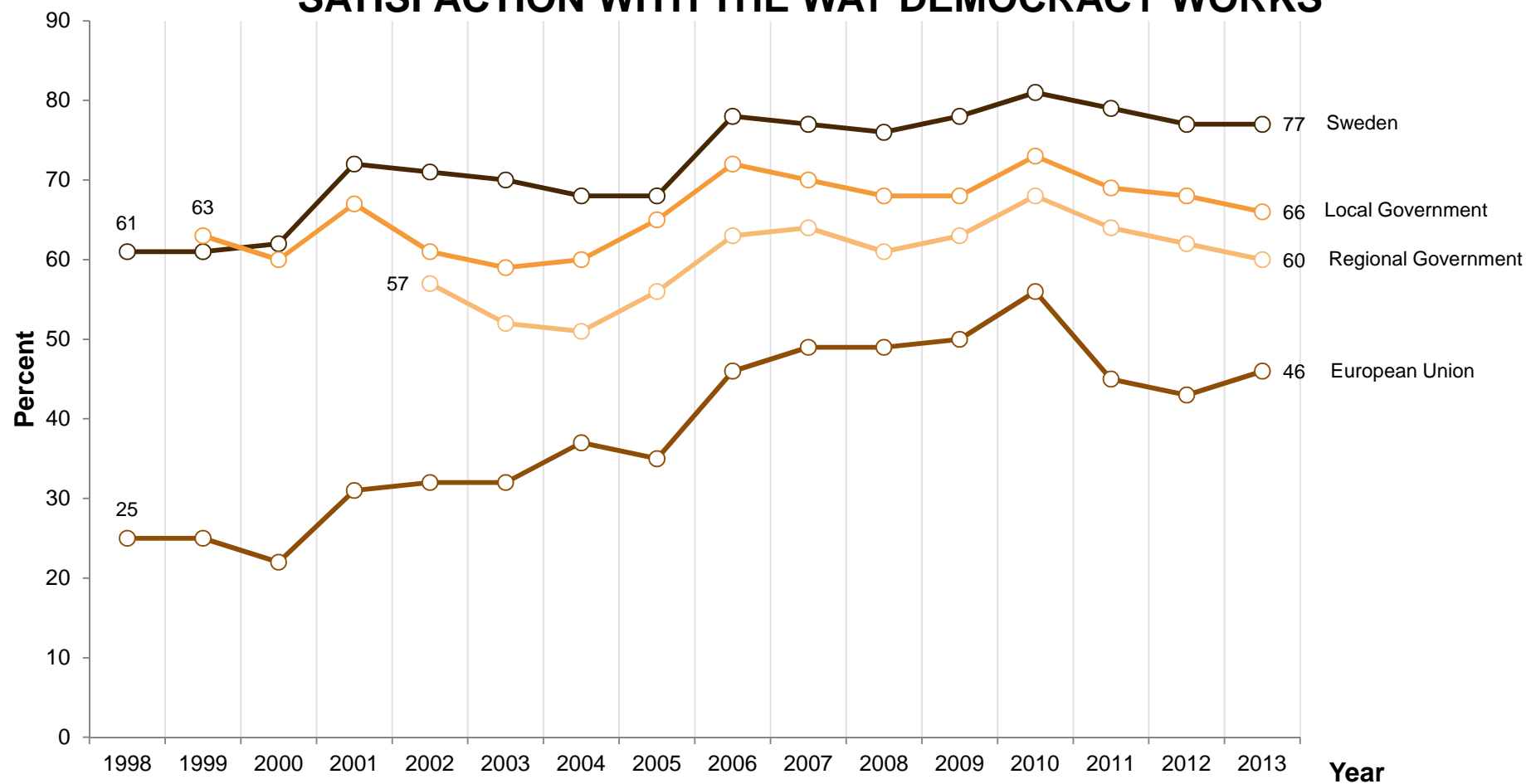
Comment: Five response alternatives to the question asked: "Very well; Fairly well; Neither well, nor badly; Fairly badly; Very badly". The results show percent respondents answering "Very or "Fairly well/bad".

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

Source: The National SOM survey 1986-2013



SATISFACTION WITH THE WAY DEMOCRACY WORKS



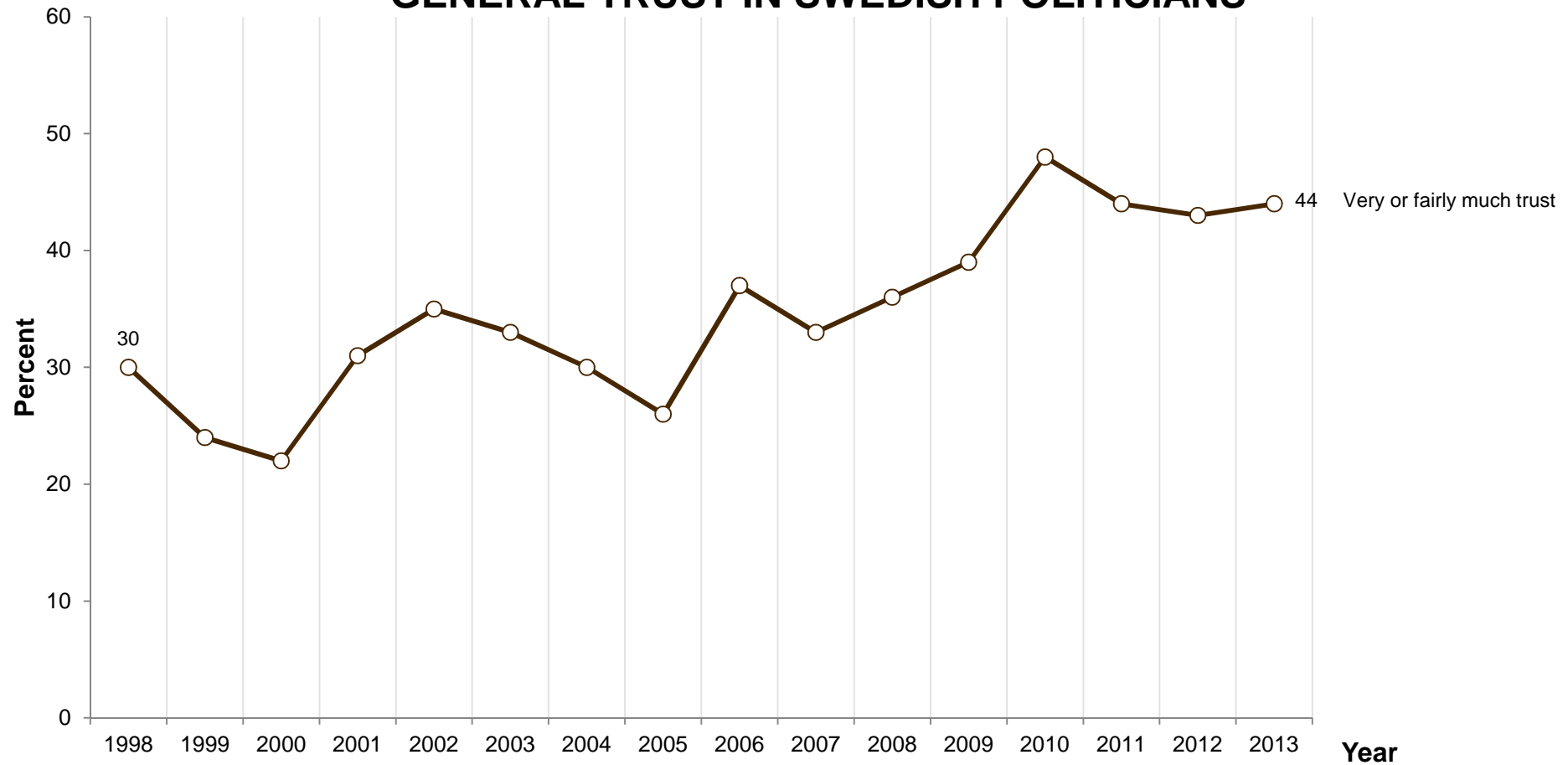
Comment: Four response alternatives to the question asked: "Very satisfied; fairly satisfied; Not very satisfied; Not at all satisfied". The results show percentages resonding "Very" or "Fairly satisfied" among people answring the questions.

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

Source: The National SOM survey 1998-2013



GENERAL TRUST IN SWEDISH POLITICIANS



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 1998-2013



SOM INSTITUTE
SOCIETY OPINION MEDIA



UNIVERSITY OF GOTHENBURG

POLITICAL ISSUES



IMPORTANT ISSUES FOR SWEDES (Percent)

Year	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Employment	17	8	3	8	40	49	60	59	51	59	50	52	30	16	15	16	15	21	34	46	23	22	38	35	30	38	33
Education	12	8	10	10	10	8	10	8	7	10	22	32	37	36	38	32	23	18	19	24	21	22	21	26	25	24	30
Health care	24	22	23	23	20	19	22	18	15	24	35	30	41	39	42	38	42	32	27	29	25	24	24	26	24	23	28
Immigrants/Refugees	7	8	11	14	13	19	26	12	14	13	10	10	12	11	13	20	12	11	15	15	14	13	15	19	14	20	22
Pensions/Elderly care	10	10	16	14	17	14	17	12	10	17	20	16	21	24	23	24	21	20	20	16	14	16	13	14	17	16	17
Social policy	14	18	18	13	14	10	8	13	12	12	9	21	6	9	9	11	12	14	11	12	15	11	11	16	17	14	14
Environment/Energy	61	68	55	42	39	22	19	21	30	12	12	11	11	10	10	11	7	8	12	15	23	24	23	15	15	14	13
Swedish economy	8	10	9	33	24	40	30	40	29	14	7	9	6	4	8	8	10	8	6	6	8	17	14	8	15	11	7
Law and order	22	14	40	12	16	9	9	12	26	15	14	16	17	16	13	12	18	19	17	15	15	16	10	9	6	7	7
Family/Child care	9	10	11	11	8	9	11	8	6	7	9	9	8	10	9	11	10	9	7	7	7	6	6	4	5	4	4
Taxes	6	9	14	12	6	2	2	2	2	3	5	7	5	8	7	7	6	7	9	7	5	4	5	4	3	3	3
Infrastructure	1	1	1	3	1	1	0	1	0	0	0	0	0	2	2	2	1	1	2	2	2	3	1	2	3	3	2
Housing/Constructions	6	7	6	5	5	3	1	1	1	1	0	1	1	2	2	3	2	1	1	2	2	2	1	2	3	3	4
Democracy/Human rights	1	3	2	2	2	2	1	2	2	3	4	3	3	3	3	3	4	4	5	4	5	4	4	4	3	3	3
Public service	1	1	1	3	1	2	1	2	3	6	1	1	3	3	2	2	5	1	1	1	1	1	1	1	2	2	3
Politics	1	0	0	1	2	1	1	1	0	1	0	2	2	1	1	2	2	2	3	2	1	1	1	1	1	2	2
Swedish foreign policy	3	2	2	5	2	2	2	1	3	5	3	3	2	2	1	2	2	2	3	1	2	1	1	2	2	1	1
Morality/Ethics	4	5	3	8	7	12	9	16	7	3	2	5	4	5	5	4	8	3	2	1	1	1	1	1	2	1	1
Number of respondents	1672	1643	1578	1582	1573	1889	1857	1777	1707	1779	1754	3561	3503	3546	3638	3609	3675	3612	3499	3336	3435	3259	4926	5007	4720	6289	8406

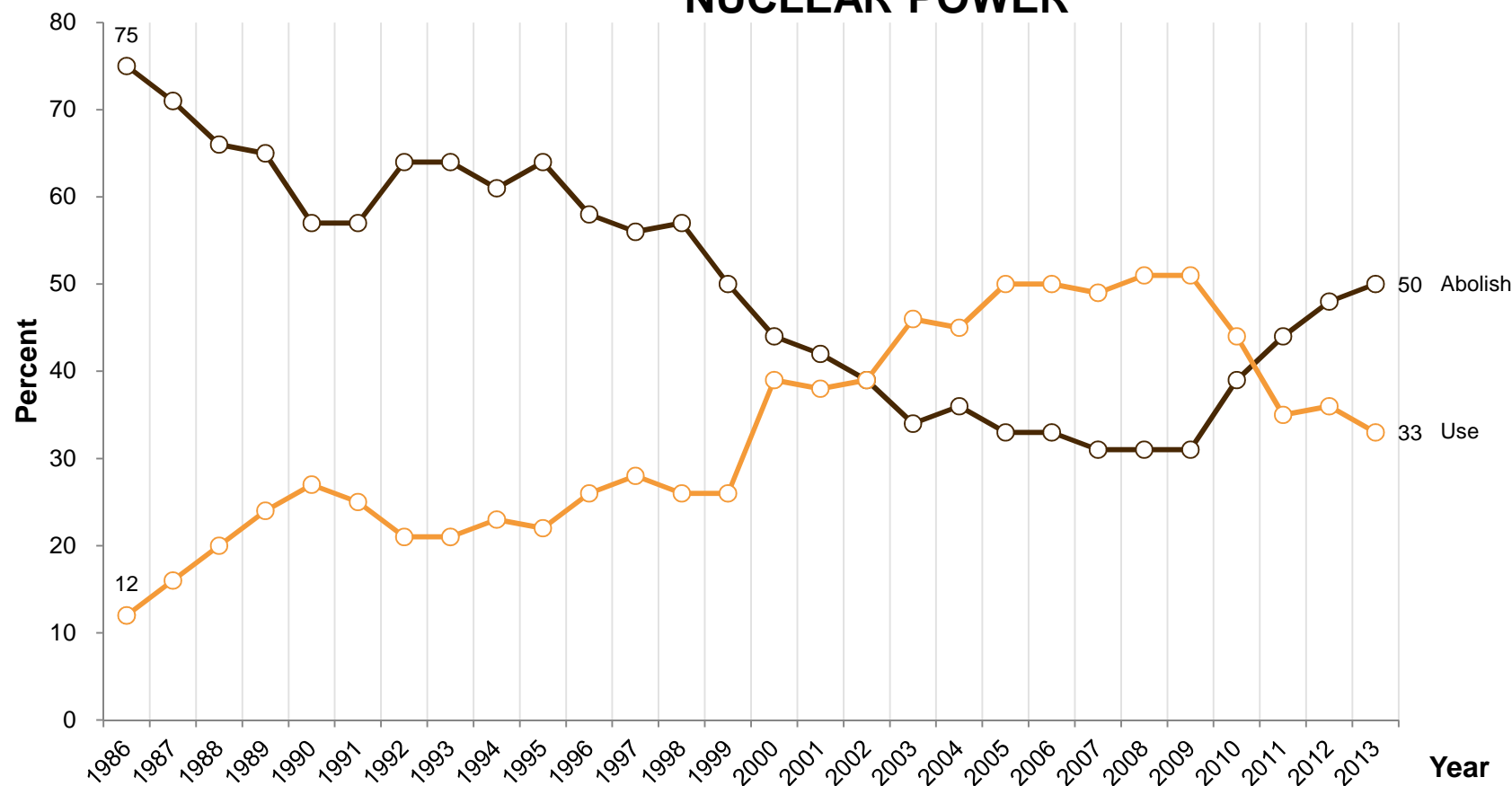
Comment: The percentages are based on all respondents. The respondents were asked to provide a maximum of three issues/societal problems in an open-ended question.

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

Source: The National SOM survey 1987-2013



NUCLEAR POWER



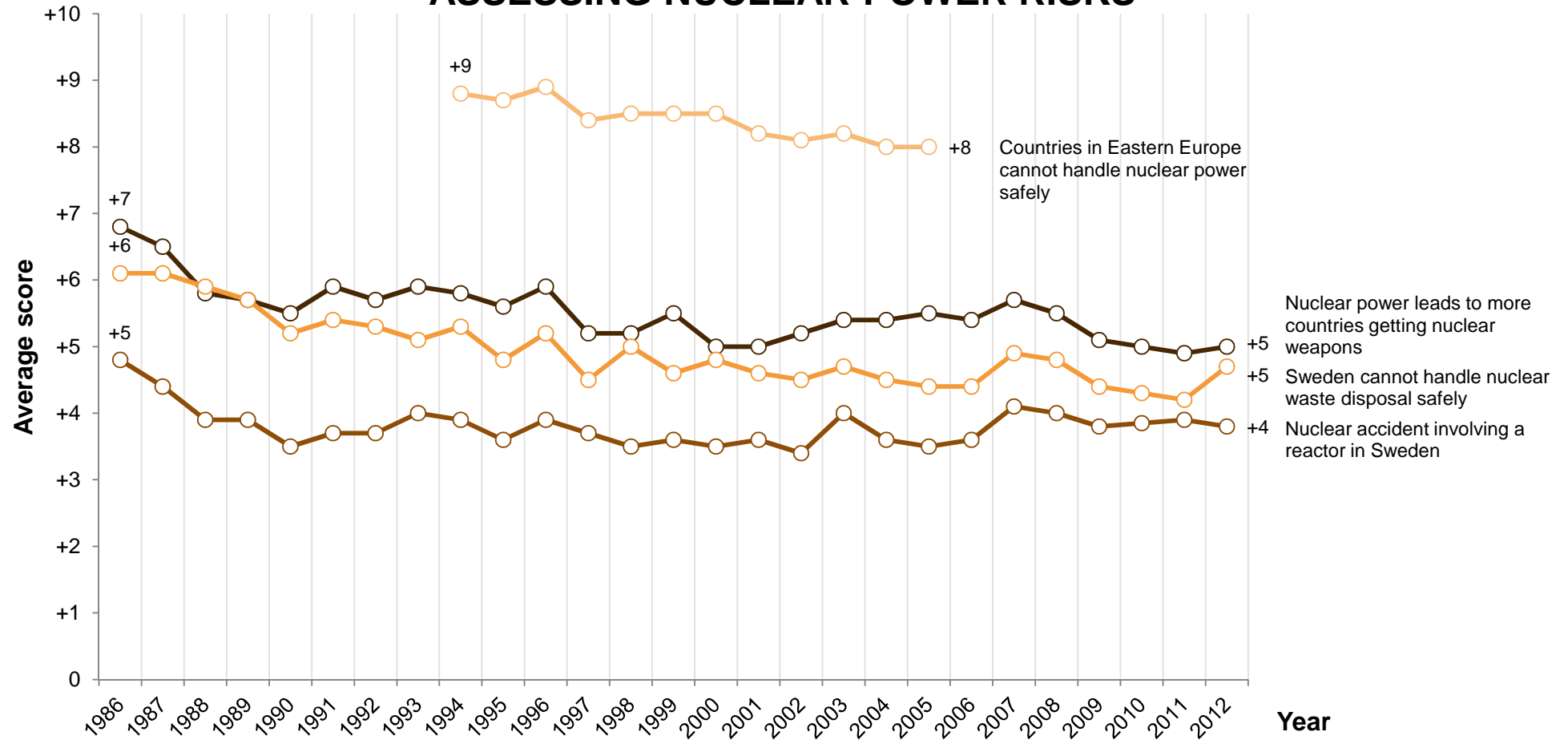
Comment: All respondents are included in the percent calculations. Five response alternatives to the question asked: "Abolish nuclear power quickly; Abolish nuclear power, but not until our present reactors have done their job; Use nuclear power and renew the reactors when they are worn out; Use nuclear 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 1986-2013



ASSESSING NUCLEAR POWER RISKS



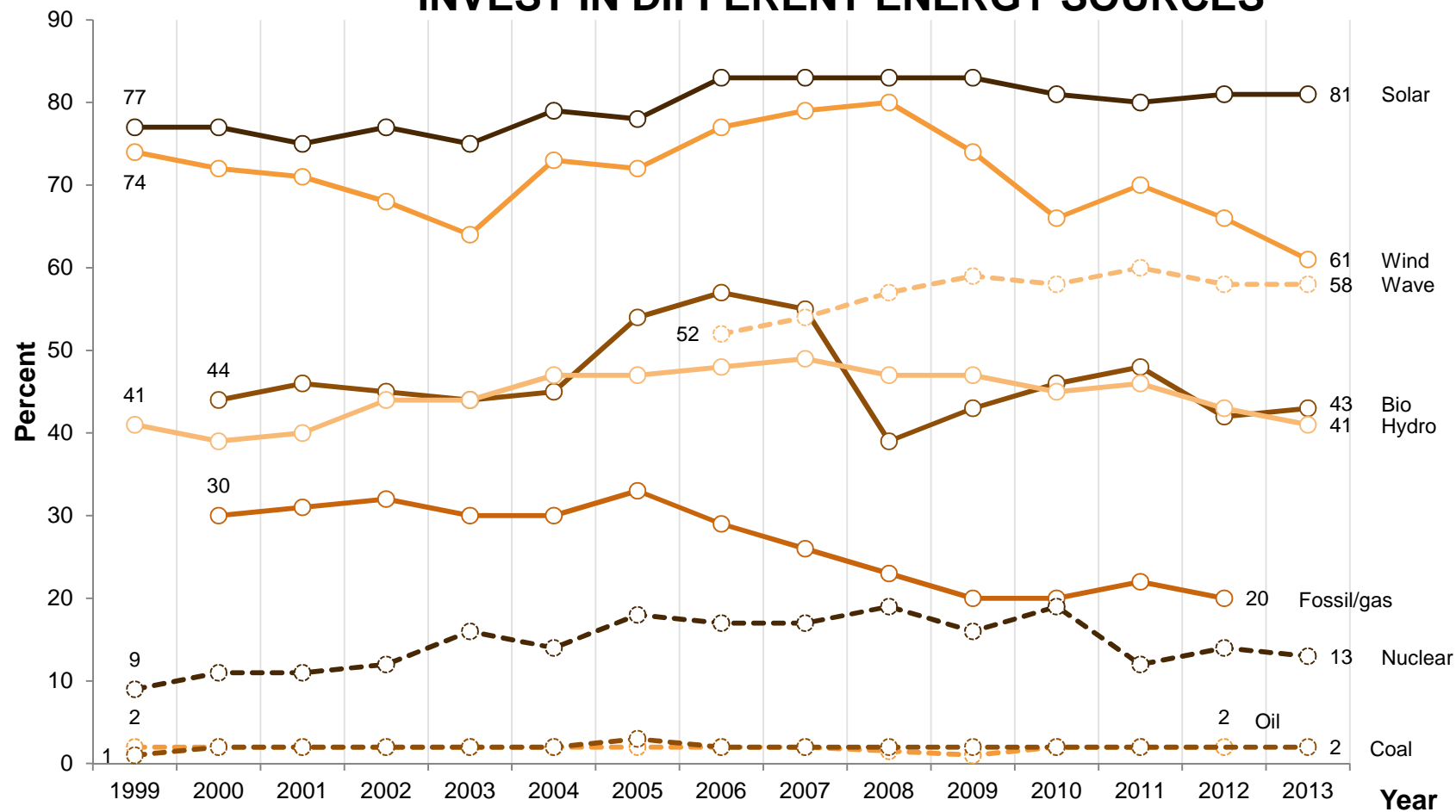
Comment: The results are means ranging between 1 ("Low risk") and 10 ("High risk"). Response alternative to the questions asked were offered in the form of a scale ranging between 1 ("Very little risk") and 10 ("Very large risk").

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

Source: The National SOM survey 1986-2012



INVEST IN DIFFERENT ENERGY SOURCES



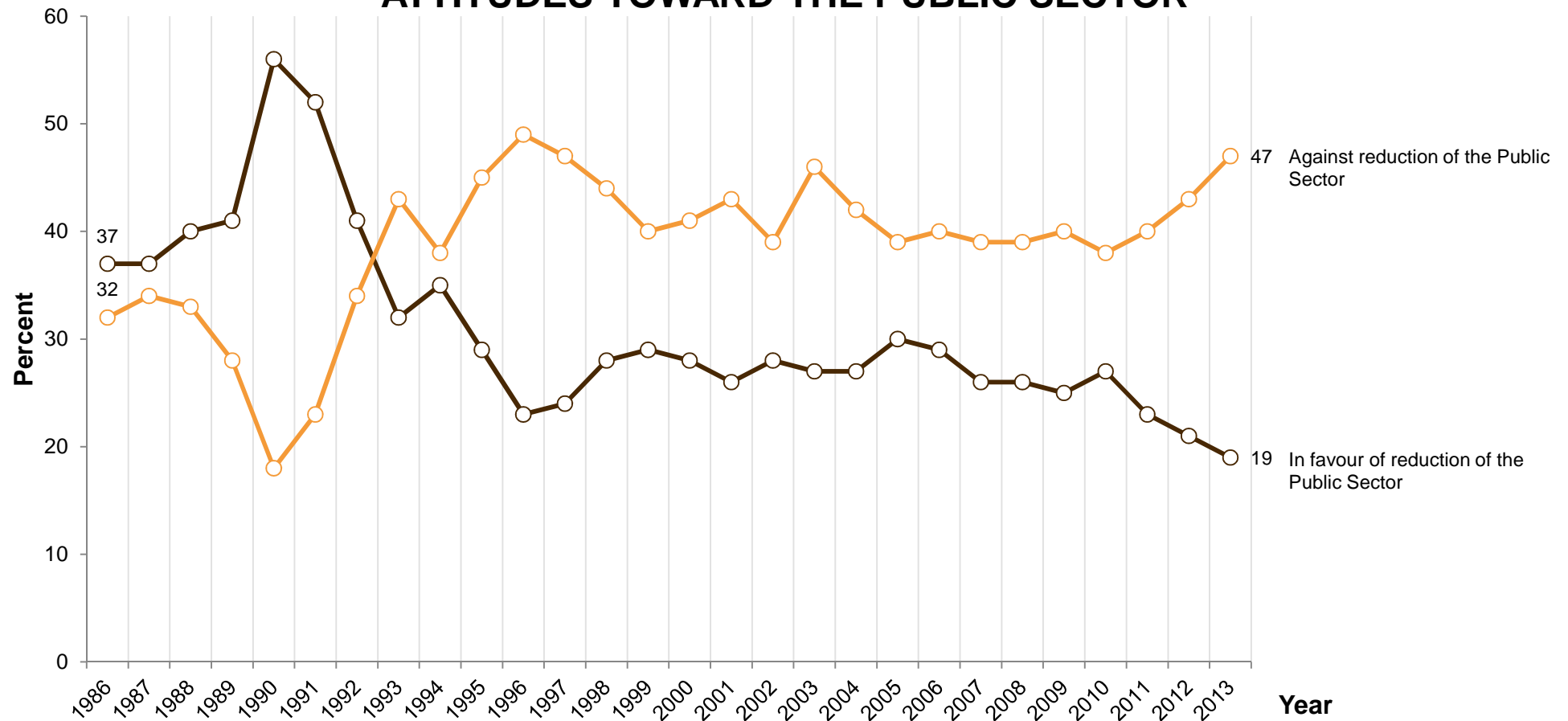
Comment: Five response alternatives to the question asked: "More than today; About the same as today; Less than today; Abolish/Give up the energy source completely; No opinion". All respondents who answered each question are included in the percentage base.

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

Source: The National SOM survey 1999-2013



ATTITUDES TOWARD THE PUBLIC SECTOR



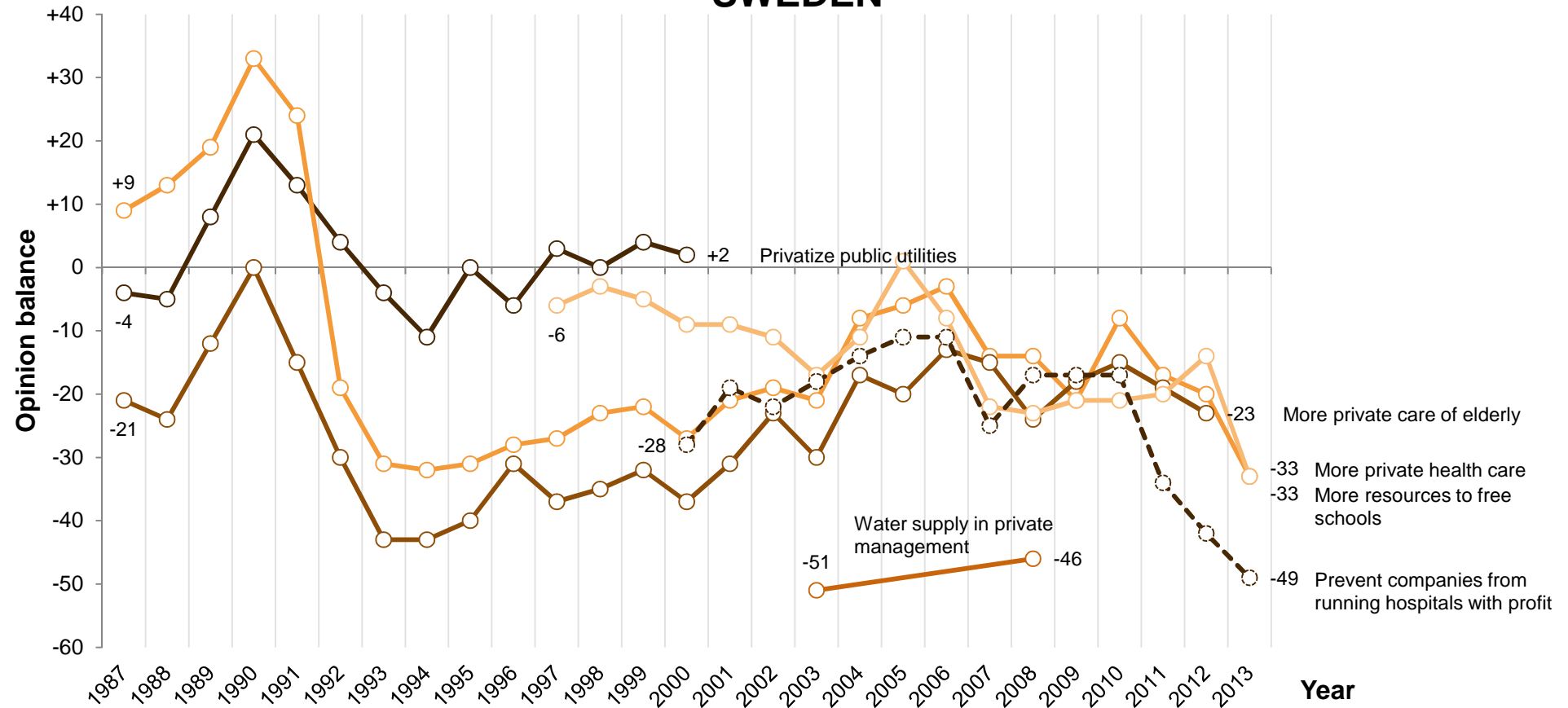
Comment: All respondents who answered any item in the battery of questions are included in the percent calculations. Six response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal".

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

Source: The National SOM survey 1986-2013



ATTITUDES TOWARDS PROPOSALS FOR PRIVATIZATION IN SWEDEN



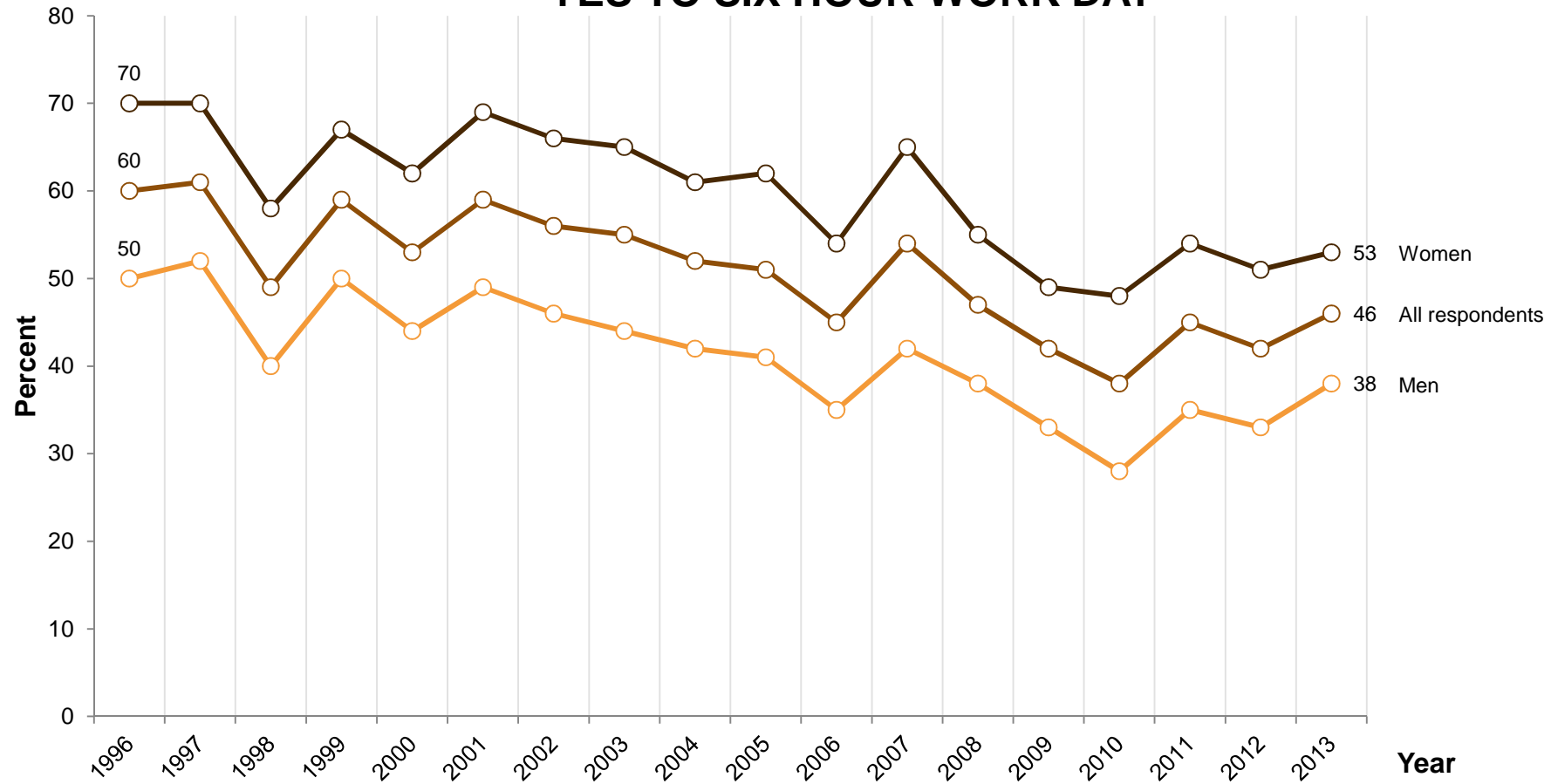
Comment: In all four cases response alternatives were: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results are percent in favour of a proposal minus percent opposed (opinion balance)

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 1987-2013



YES TO SIX HOUR WORK DAY



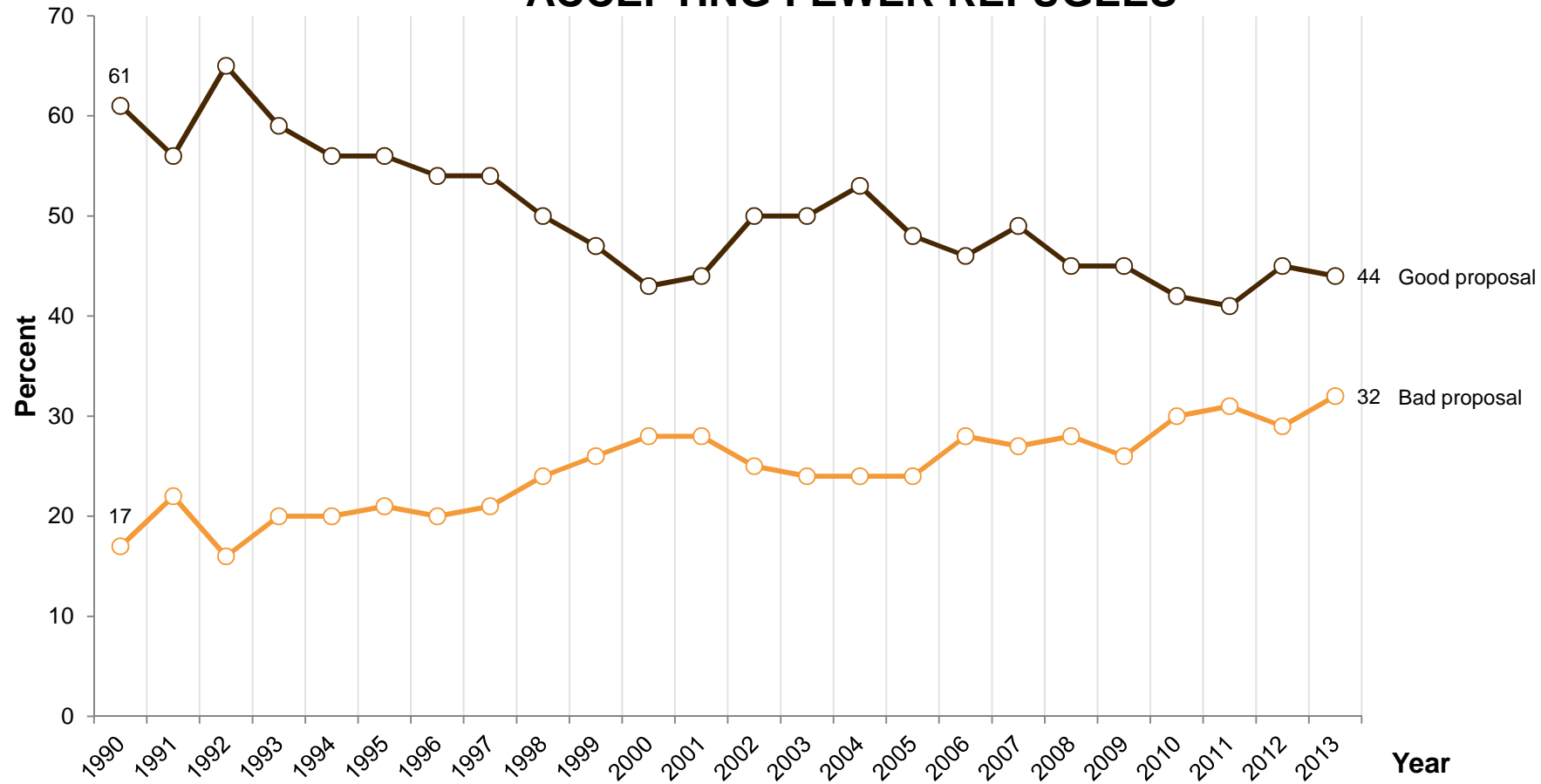
Comment: Five response alternatives to the question asked: "Very good idea; fairly good idea; Neither good, nor bad idea; Fairly bad idea; Very bad idea". The results show percent respondents answering "Very good" or "Fairly good" among women and men. The percentages are based on the number of respondents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

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

Source: The National SOM survey 1996-2013



ACCEPTING FEWER REFUGEES



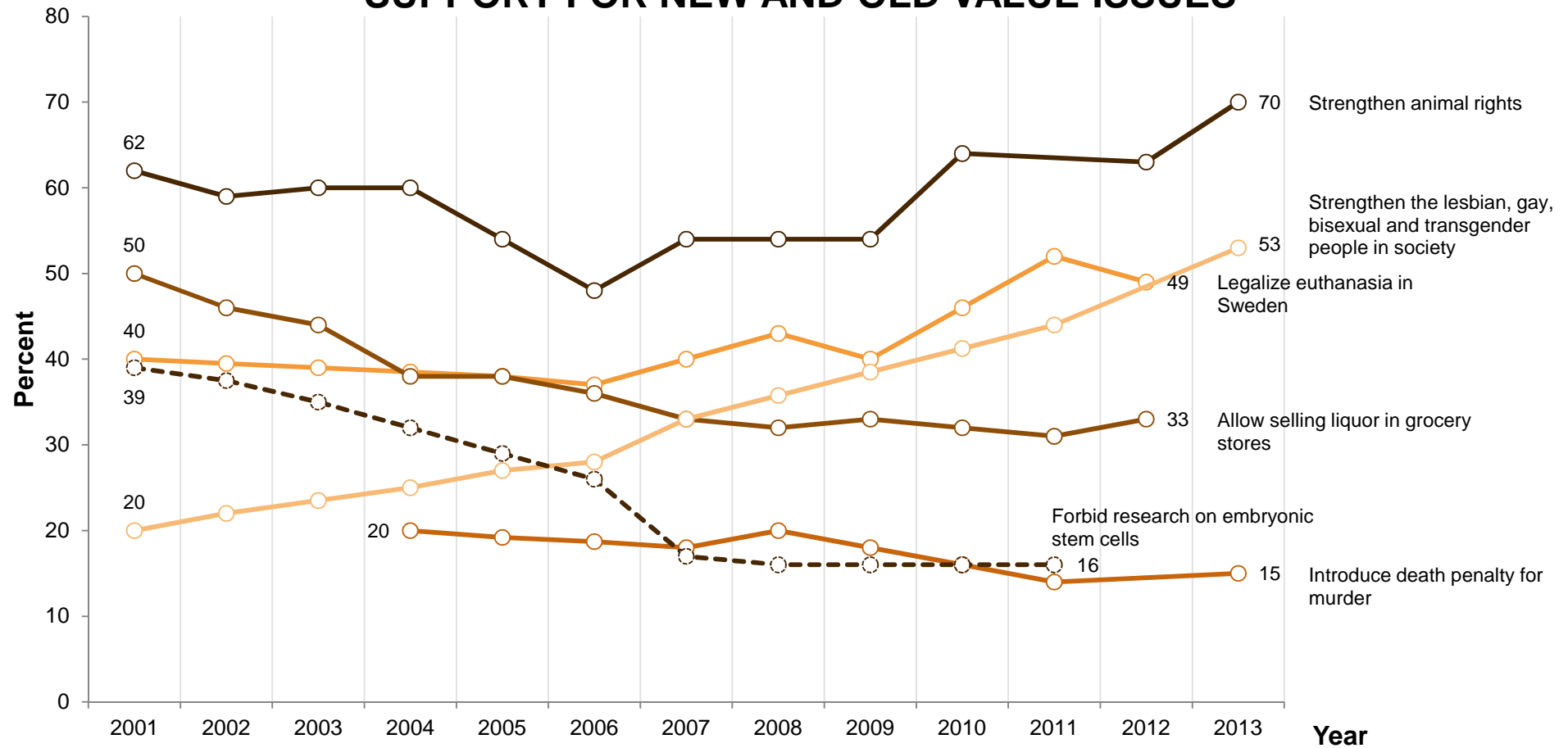
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very good/bad" or "Fairly good/bad" among respondents who answered the question.

Question: "Accept fewer refugees into Sweden?"

Source: The National SOM survey 1990-2013



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?"

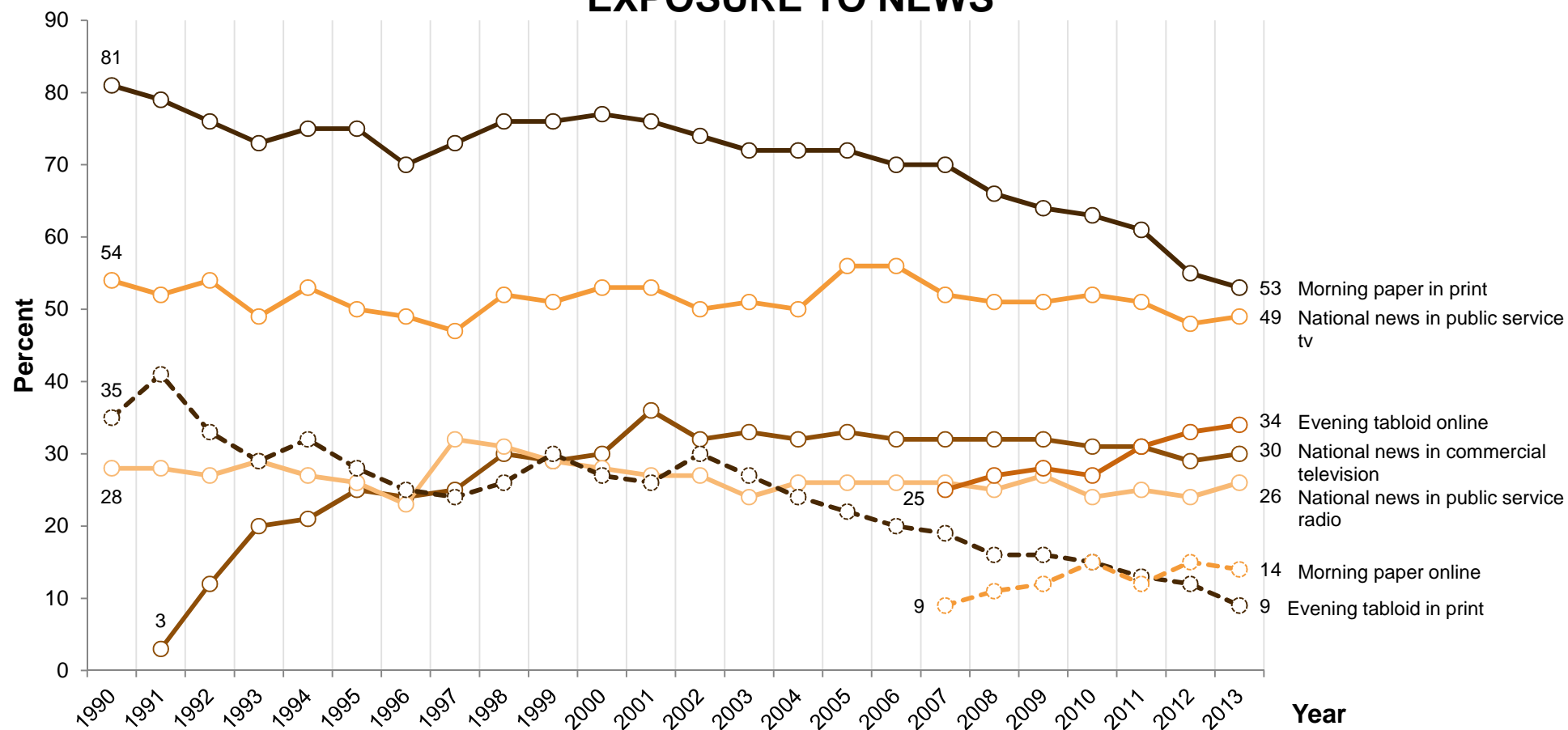
Source: The National SOM survey 2001-2013



MEDIA TRENDS



EXPOSURE TO NEWS



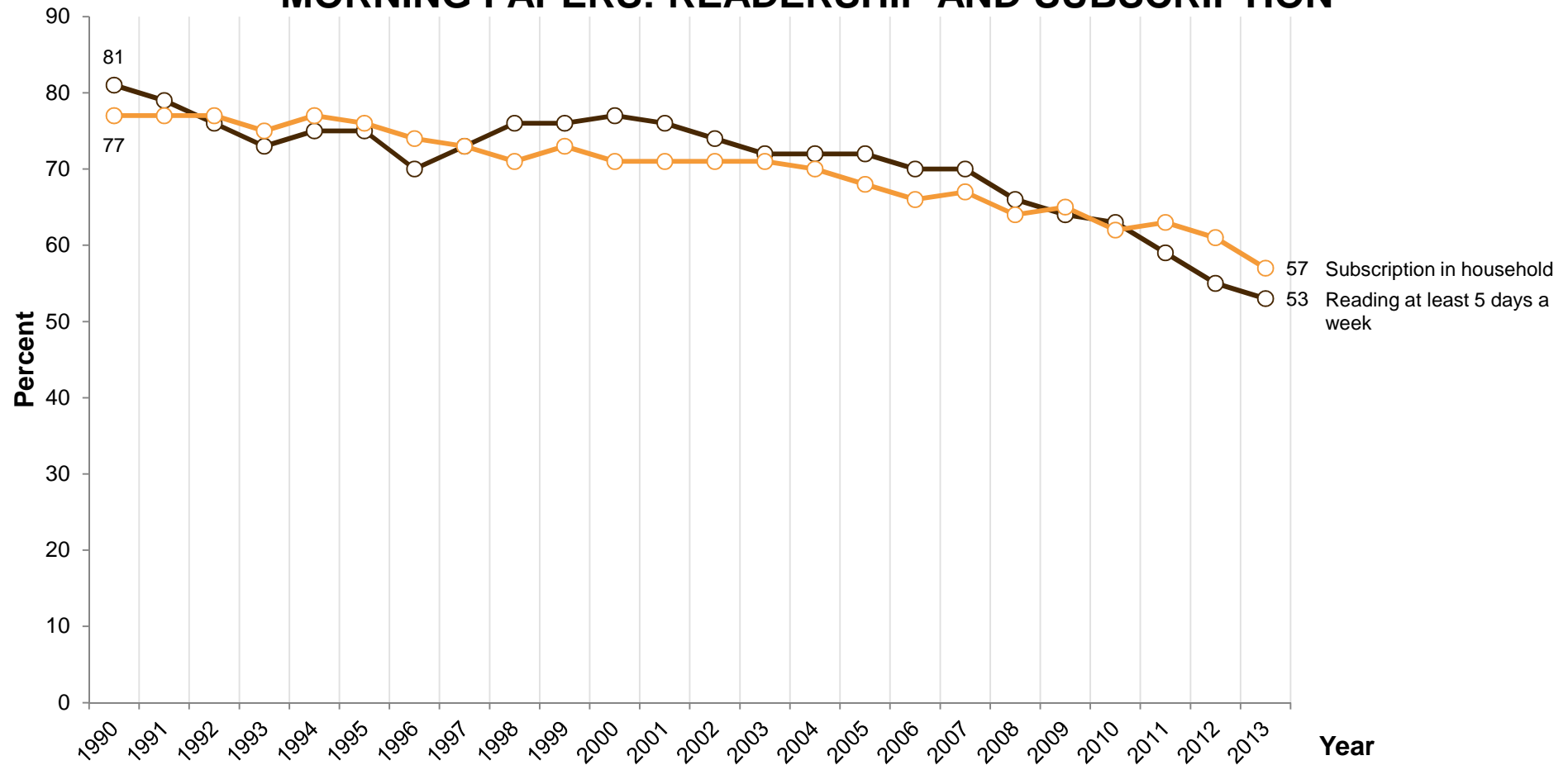
Comment: The results show percent of all respondents reading a morning paper in print or online at least five days a week, reading an evening tabloid in print or online at least three days a week, and watching the specified television and radion news programs at least five days a week.

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 1990-2013



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 1990-2013

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?"



MOST READ CONTENT IN LOCAL MORNING PAPERS (Percent)

Year	1986	1987	1995	1996	2000	2002	2003	2004	2006	2007	2012
Local news		89	88	84	88	85	88	87	85	87	85
About radio and tv	58	67	69	53	59	58	60	60	60	52	60
Foreign news	57	67	67	57	55	56	59	58	60	66	60
Family news	--	54	62	52	58	53	57	56	56	55	56
Letters to the editor		52	59	47	52	48	53	48	50	52	50
Sports	43	43	43	40	41	41	43	43	45	43	45
Culture	24	32	37	31	42	29	34	35	37	43	37

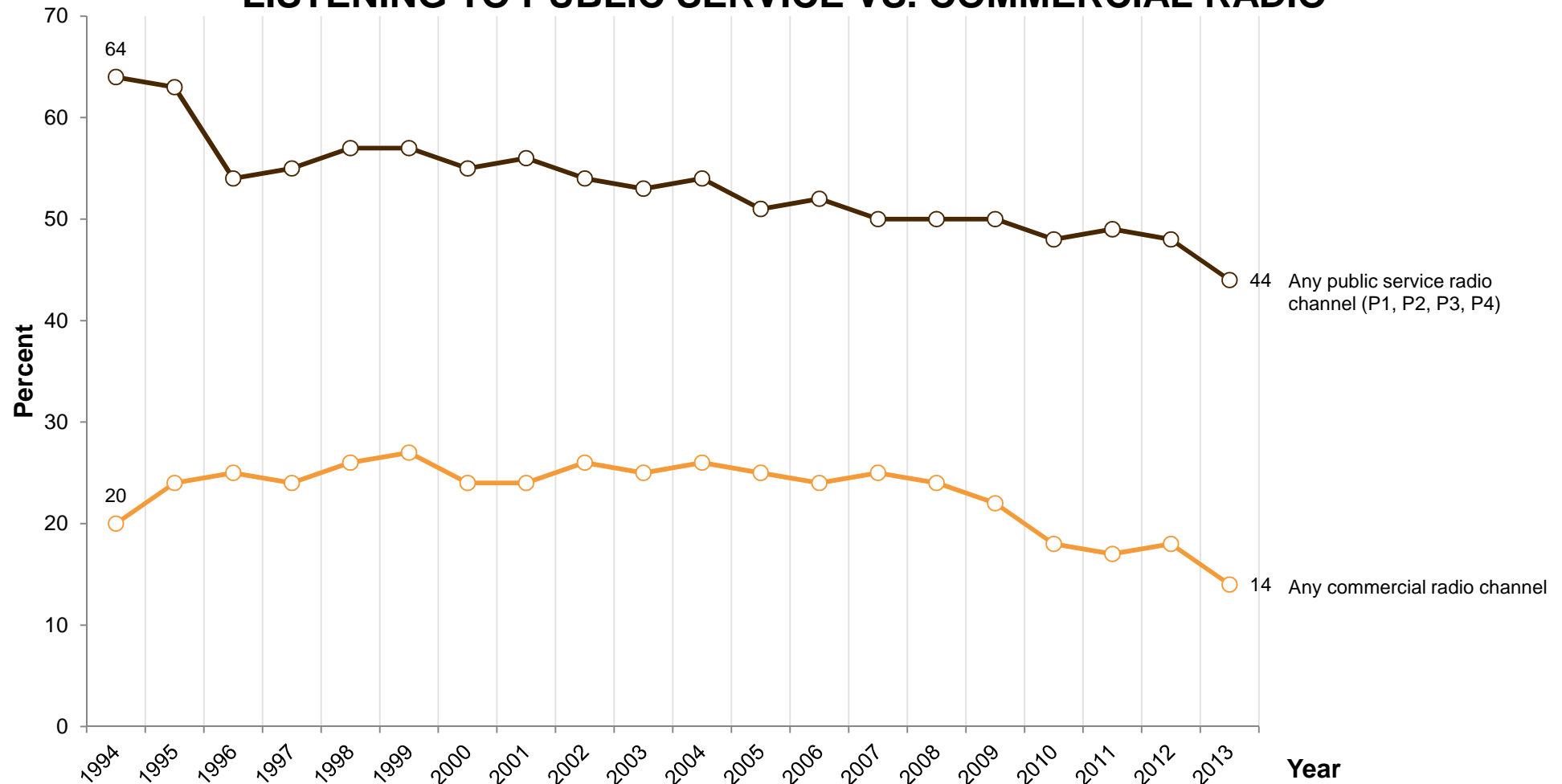
Comment: Five response alternatives to the question asked: "Everything/almost everything; Fairly much; Not very much; Nothing/hardly anything; Don't know". The results show percent respondents answering "Everything/almost everything" or "Fairly much". The results refer to the population of reading a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

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

Source: The National SOM survey 1986-2012



LISTENING TO PUBLIC SERVICE VS. COMMERCIAL RADIO



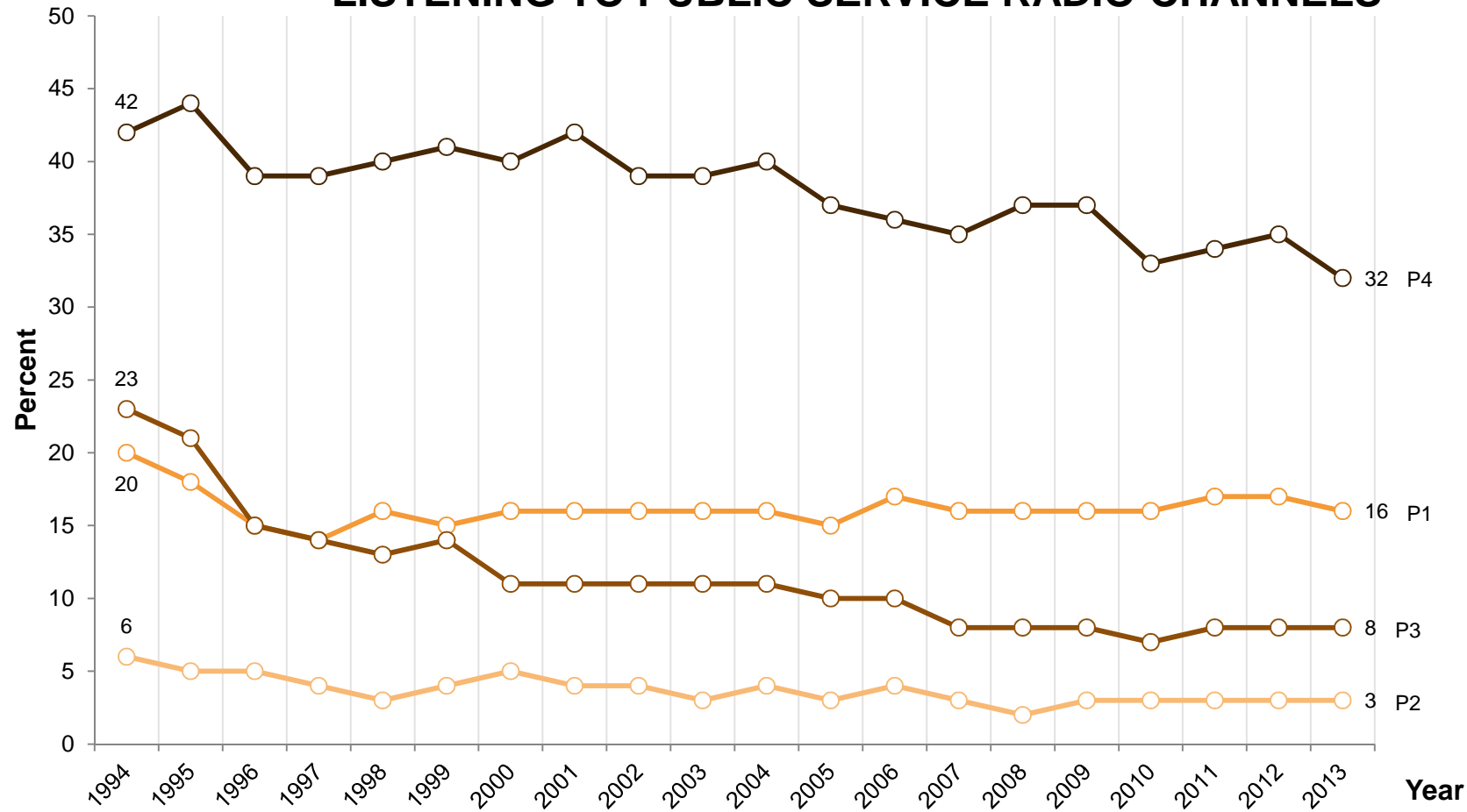
Comment: Six response alternatives to the question asked: "Daily; 5-6 days a week; 3-4 days a week; 1-2 days a week; More seldom; Never".

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

Source: The National SOM survey 1994-2013



LISTENING TO PUBLIC SERVICE RADIO CHANNELS



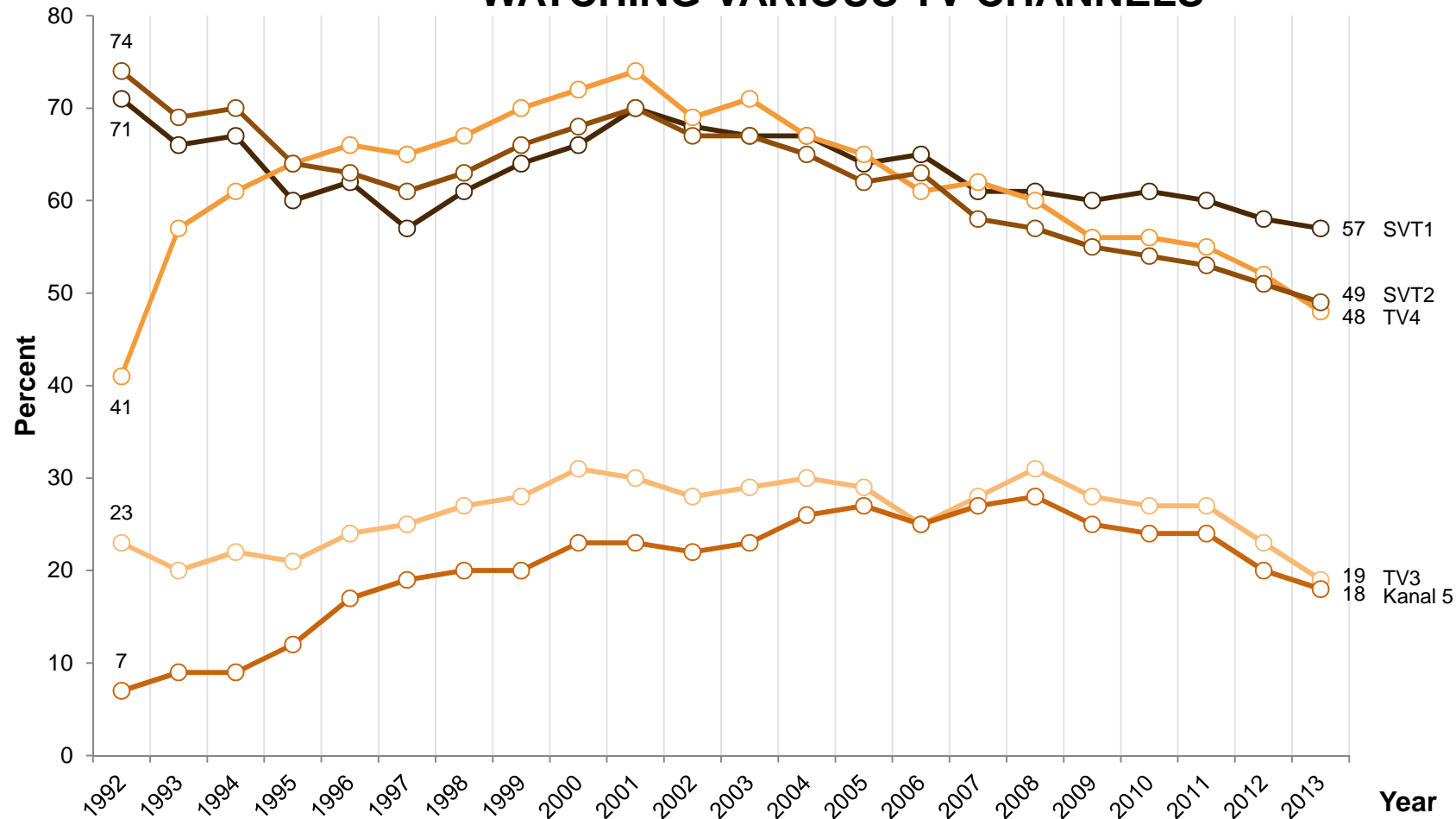
Comment: Six response alternatives to the question asked: "Daily; 5-6 days a week; 3-4 days a week; 1-2 days a week; More seldom; Never". The results show percent of all erspondents listening at least five days a week.

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

Source: The National SOM survey 1994-2013



WATCHING VARIOUS TV CHANNELS



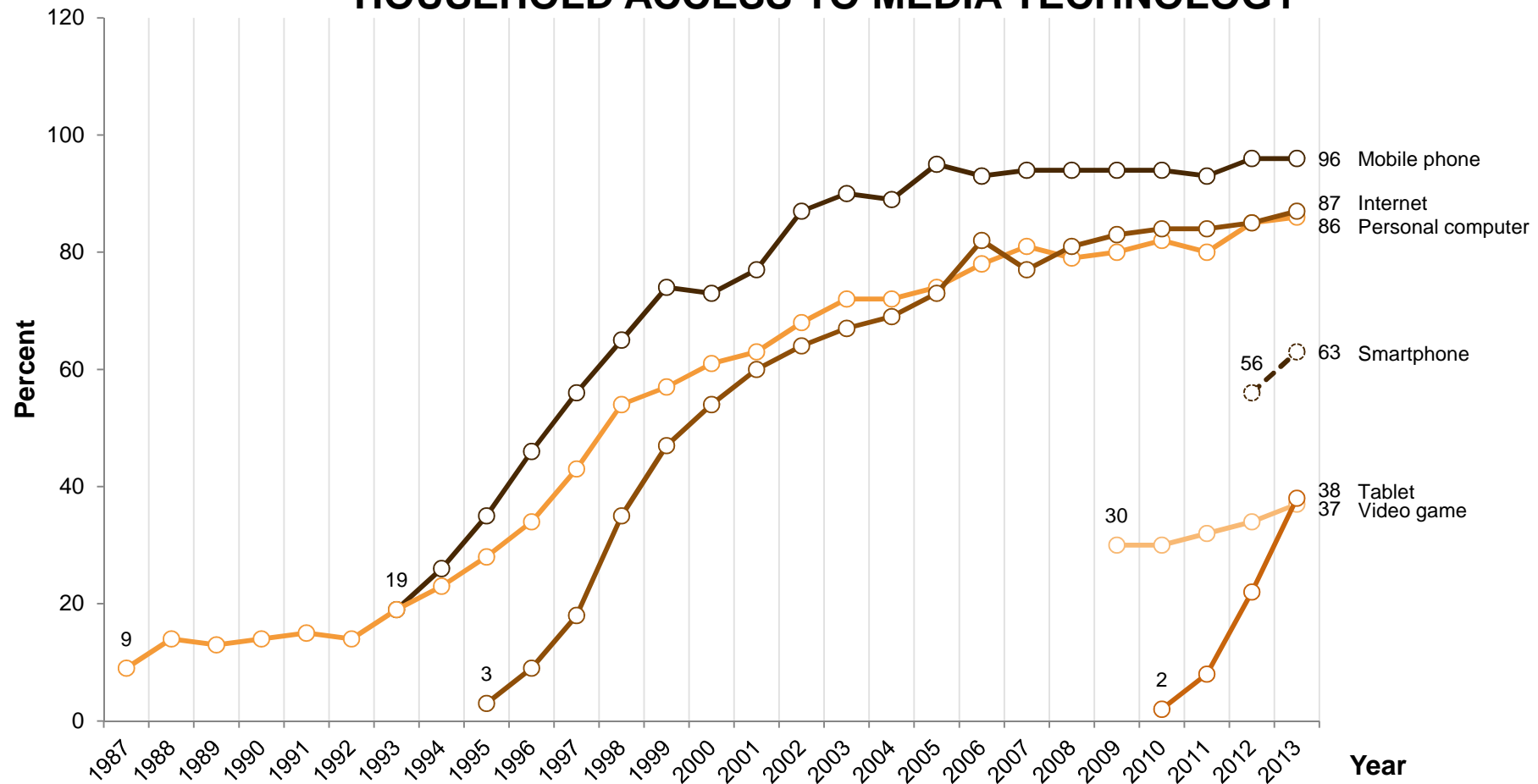
Comment: The results show percent watching the channel at least five days a week. Percentages are based on respondents answering at least one question item.

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

Source: The National SOM survey 1992-2013



HOUSEHOLD ACCESS TO MEDIA TECHNOLOGY



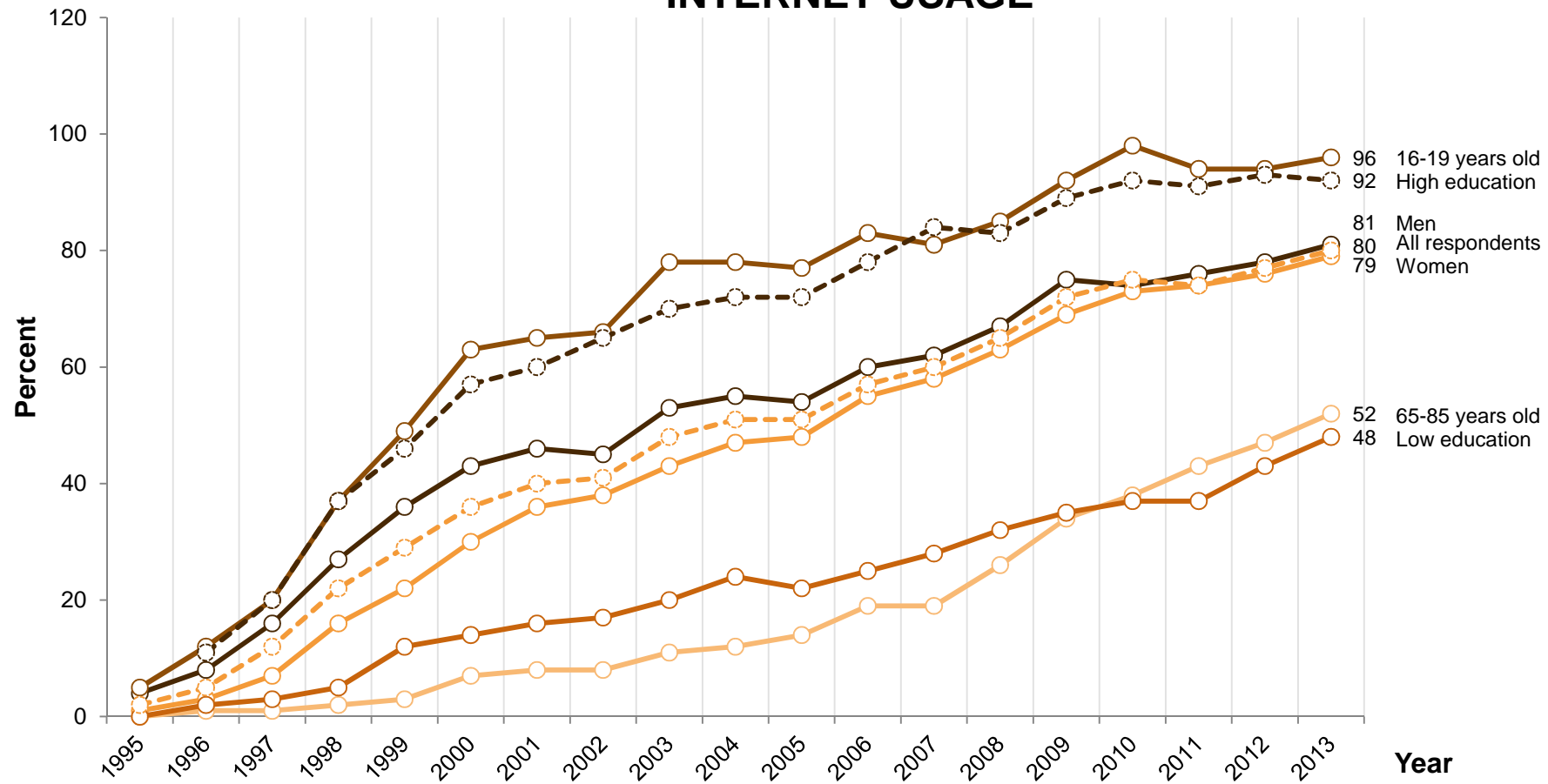
Comment: The results show the percent among all respondents indicating access to the specified equipment in the household. Minor changes in the age composition of the sample over the years affect the level of penetration of media with a few percentage points.

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

Source: The National SOM survey 1987-2013



INTERNET USAGE



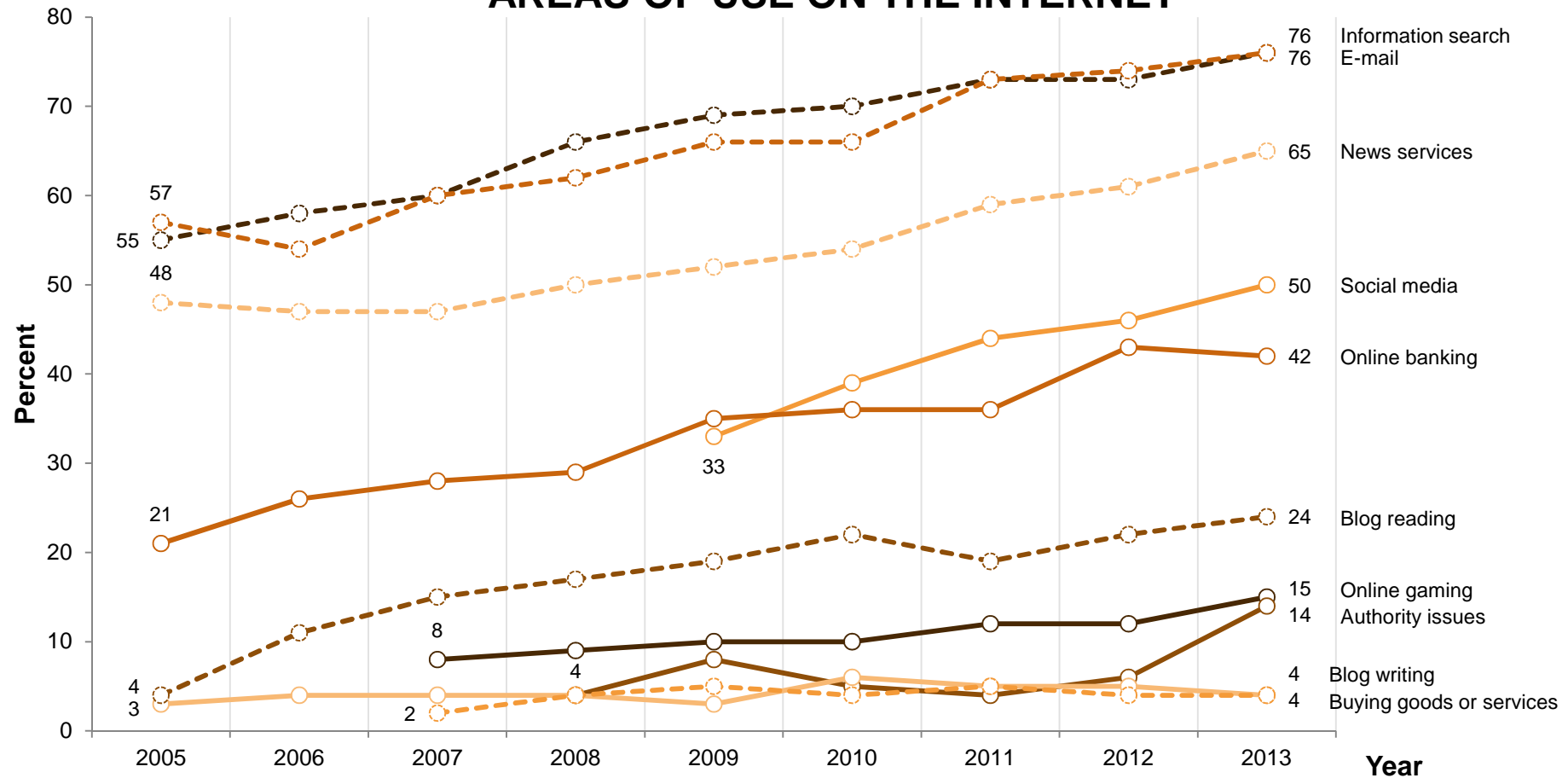
Comment: Seven response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once every month; About once every week; Several times a week". The results show percent among all respondents, using the Internet several times a week.

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

Source: The National SOM survey 1995-2013



AREAS OF USE ON THE INTERNET



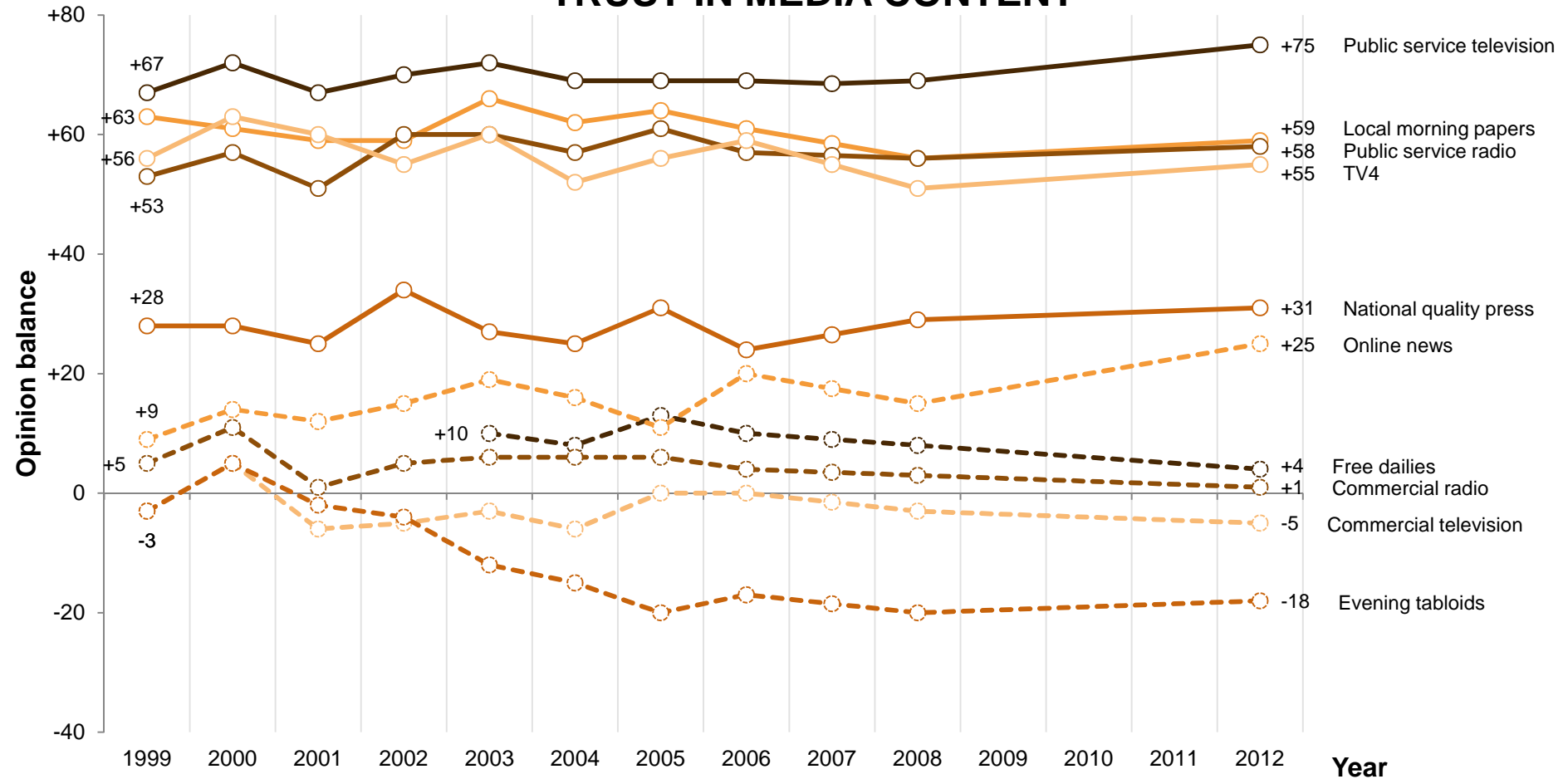
Comment: Seven response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once a month; About once a week; Several times a week; Daily". The results show percent among all respondents, active in each area at least once a week.

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

Source: The National SOM survey 2005-2013



TRUST IN MEDIA CONTENT



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

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

Source: The National SOM survey 1999-2012



TRUST IN MEDIA CONTENT (Opinion balance)

Year	2010	2011	2012	2013
Public service television	+75	+75	+47	+71
TV3	-6	-6	-7	-9
TV4	+49	+49	+42	+36
Kanal 5	-3	-3	-6	-7
Public service radio	+70	+70	+70	+64
Mix Megapol	-6	-7	-7	-12
Rix FM	-6	-4	-7	-14
Aftonbladet	-8	-11	-13	-15
Expressen	-18	-20	-20	-23
Dagens Nyheter	+38	+38	+32	+35
Metro	-2	+3	+2	+1
Aftonbladet.se	-2	+3	-7	-12
Expressen.se	-9	-6	-11	-16
Svt.se	+34	+41	+43	+44
Dn.se	+24	+30	+22	+24
Sverigesradio.se	+28	+40	+40	+42
TV4.se	+14	+23	+20	+19

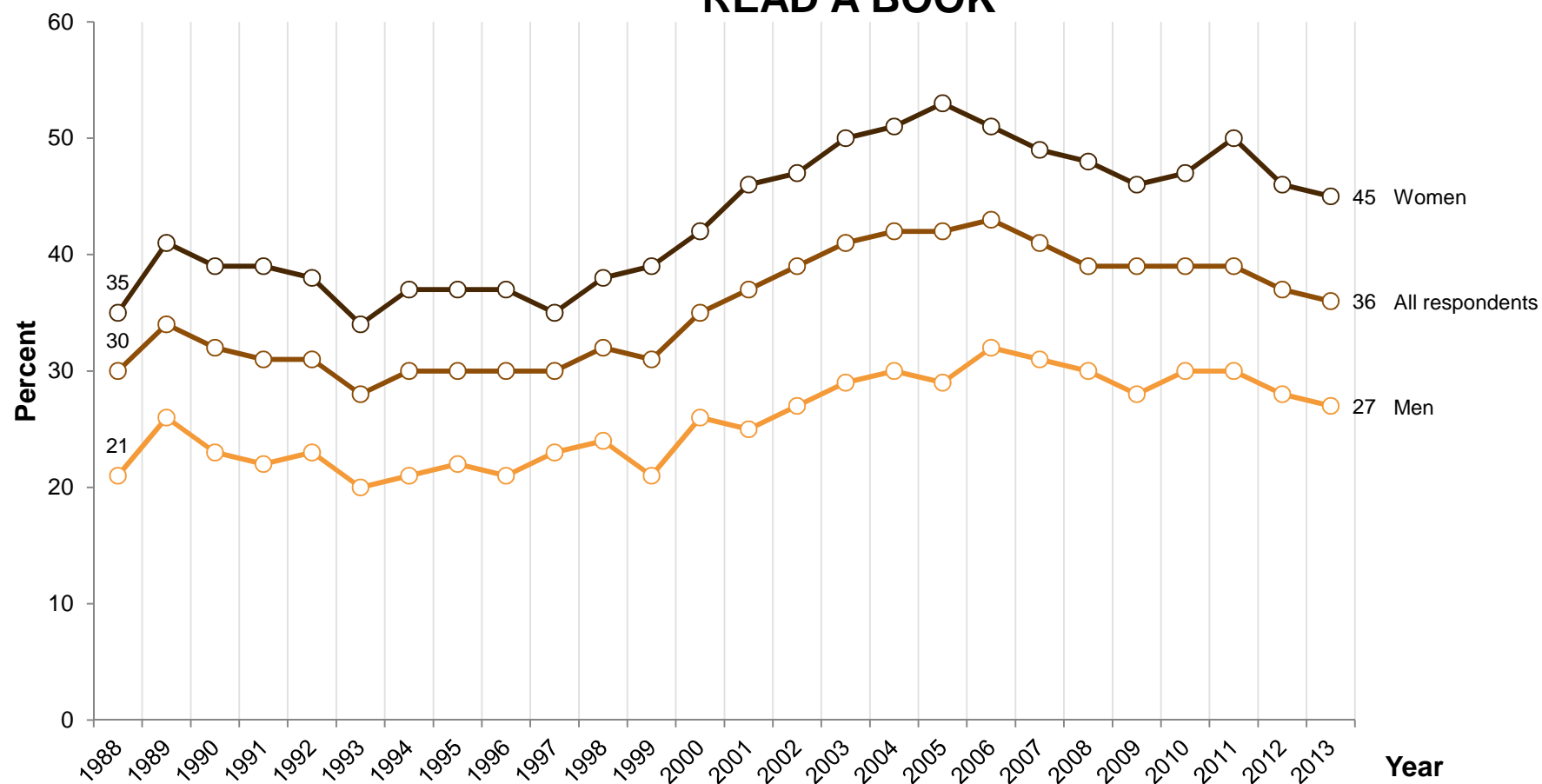
Comment: The results are percent indicating "Very much confidence" or "Fairly much confidence" minus percent "Fairly little confidence" or "Very little confidence" (opinion balance). Percentages are based on respondents who answered at least parts of the question.

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

Source: The National SOM survey 2010-2013



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?"

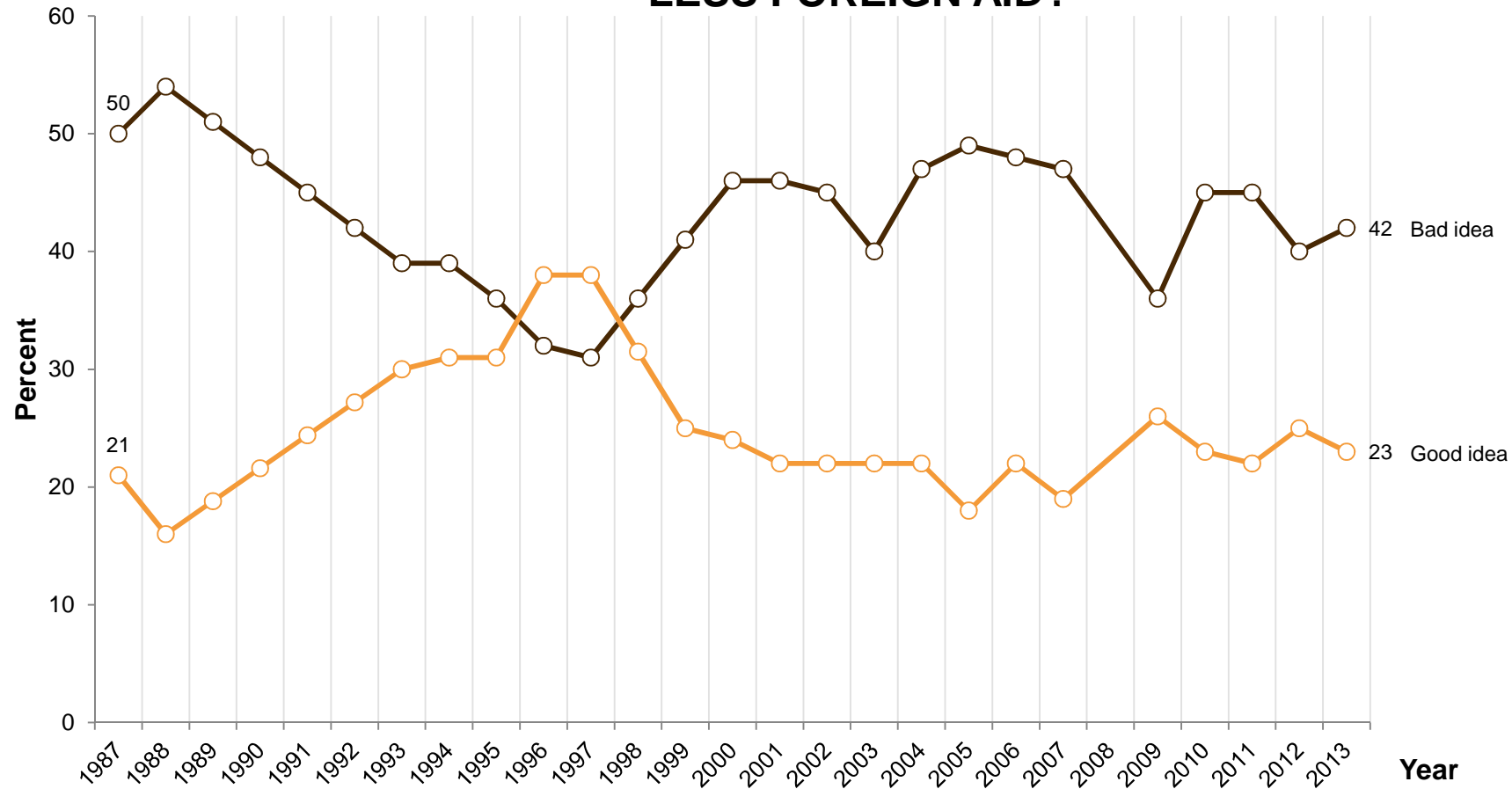
Source: The National SOM survey 1988-2013



SWEDEN AND THE WORLD



LESS FOREIGN AID?



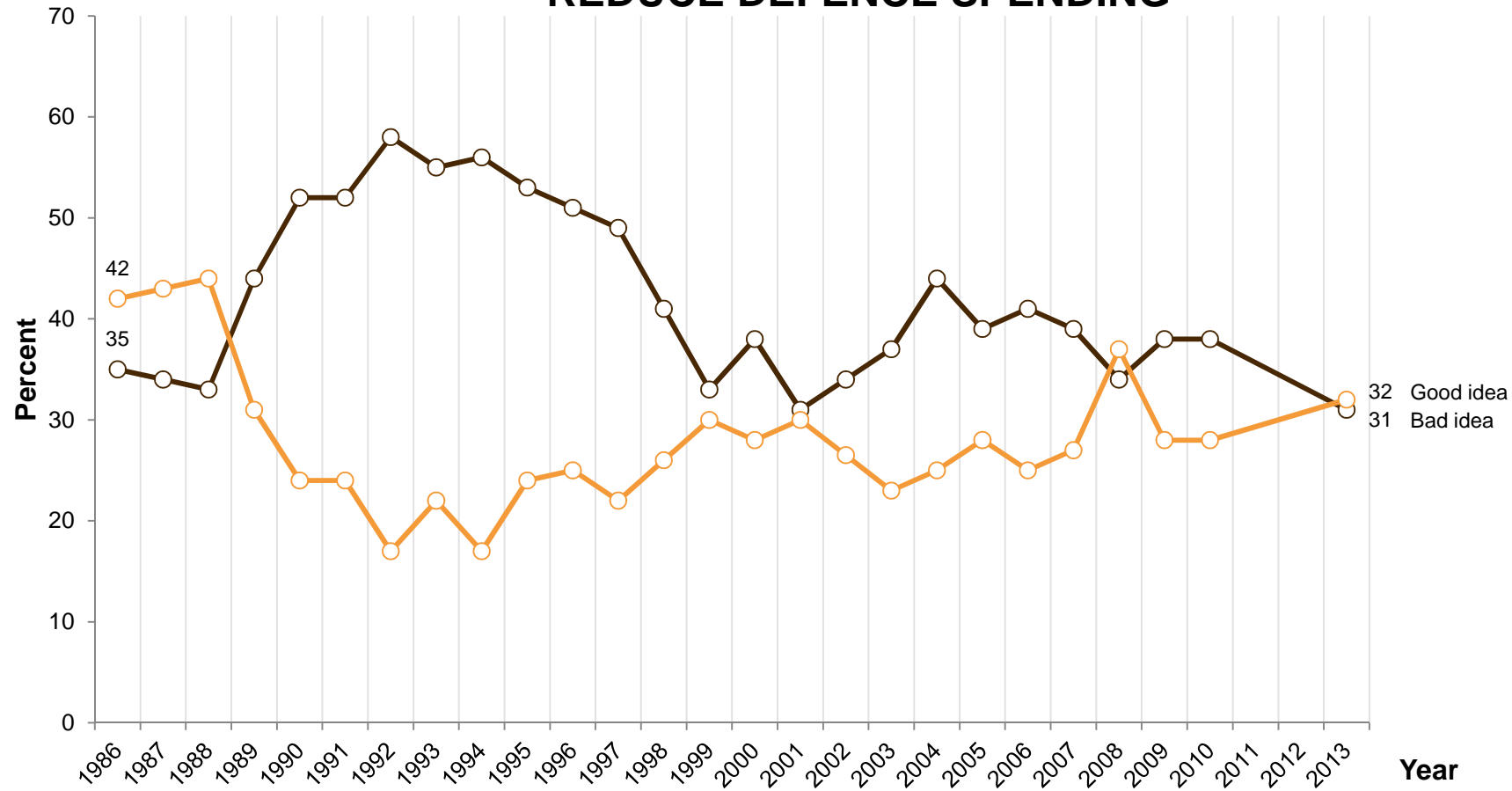
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

Question: "Reduce foreign aid?"

Source: The National SOM survey 1987-2013



REDUCE DEFENCE SPENDING



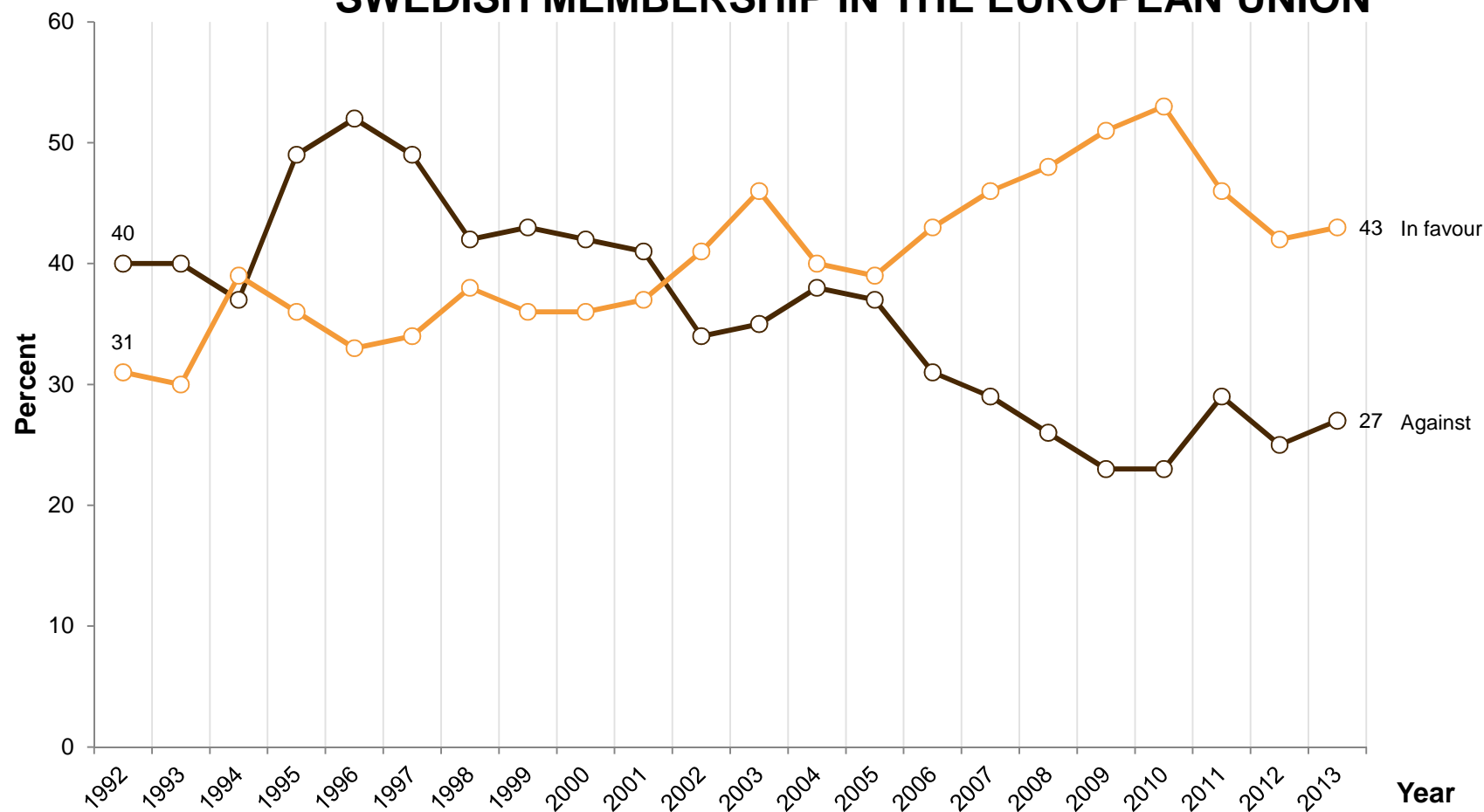
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

Question: "Reduce defence spending?"

Source: The National SOM survey 1986-2013



SWEDISH MEMBERSHIP IN THE EUROPEAN UNION



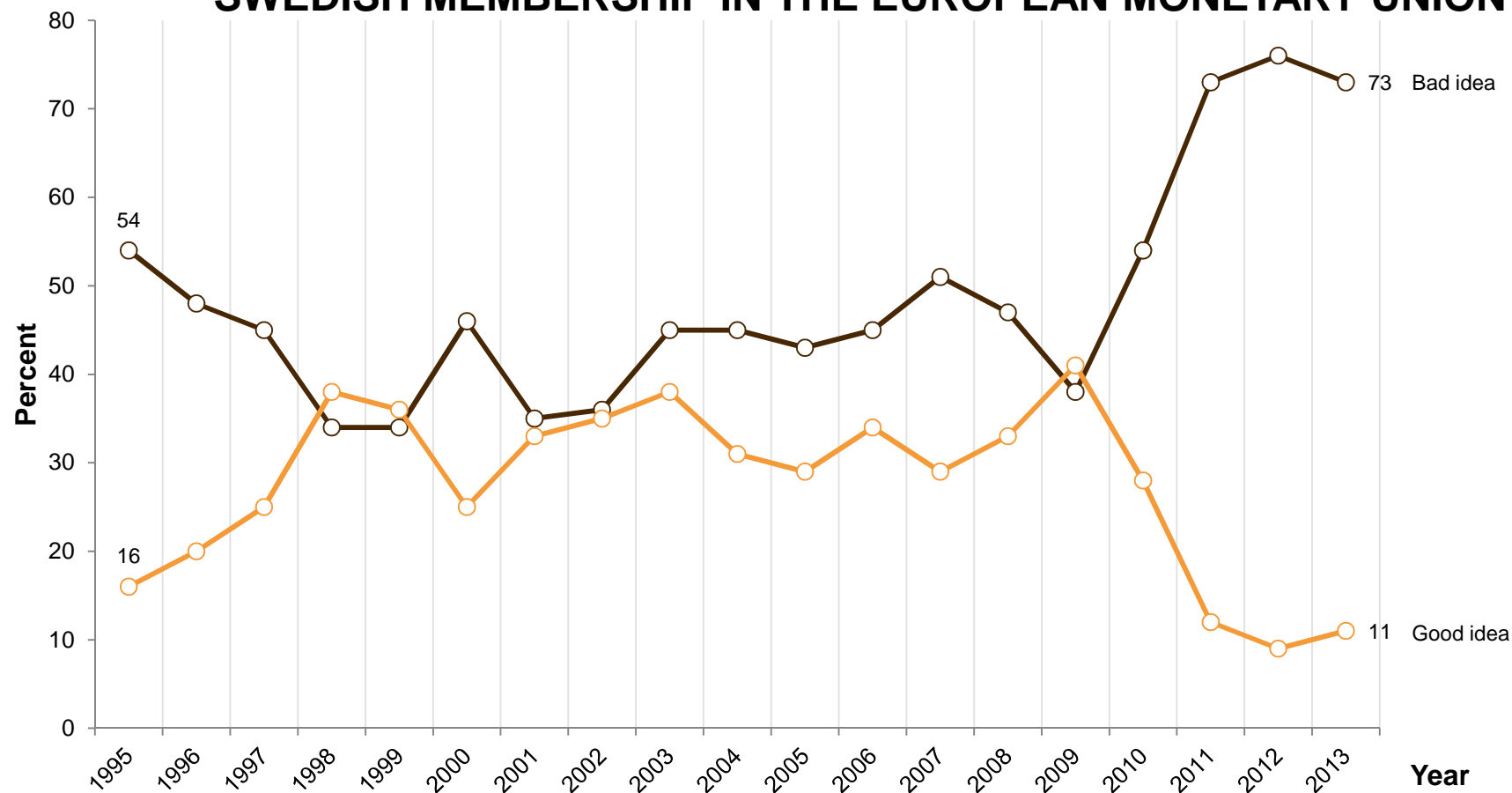
Comment: Three response alternatives to the question asked: "On the whole in favour; On the whole against; No definite opinion". All respondents answering the question are included in the percentage base.

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

Source: The National SOM survey 1992-2013



SWEDISH MEMBERSHIP IN THE EUROPEAN MONETARY UNION



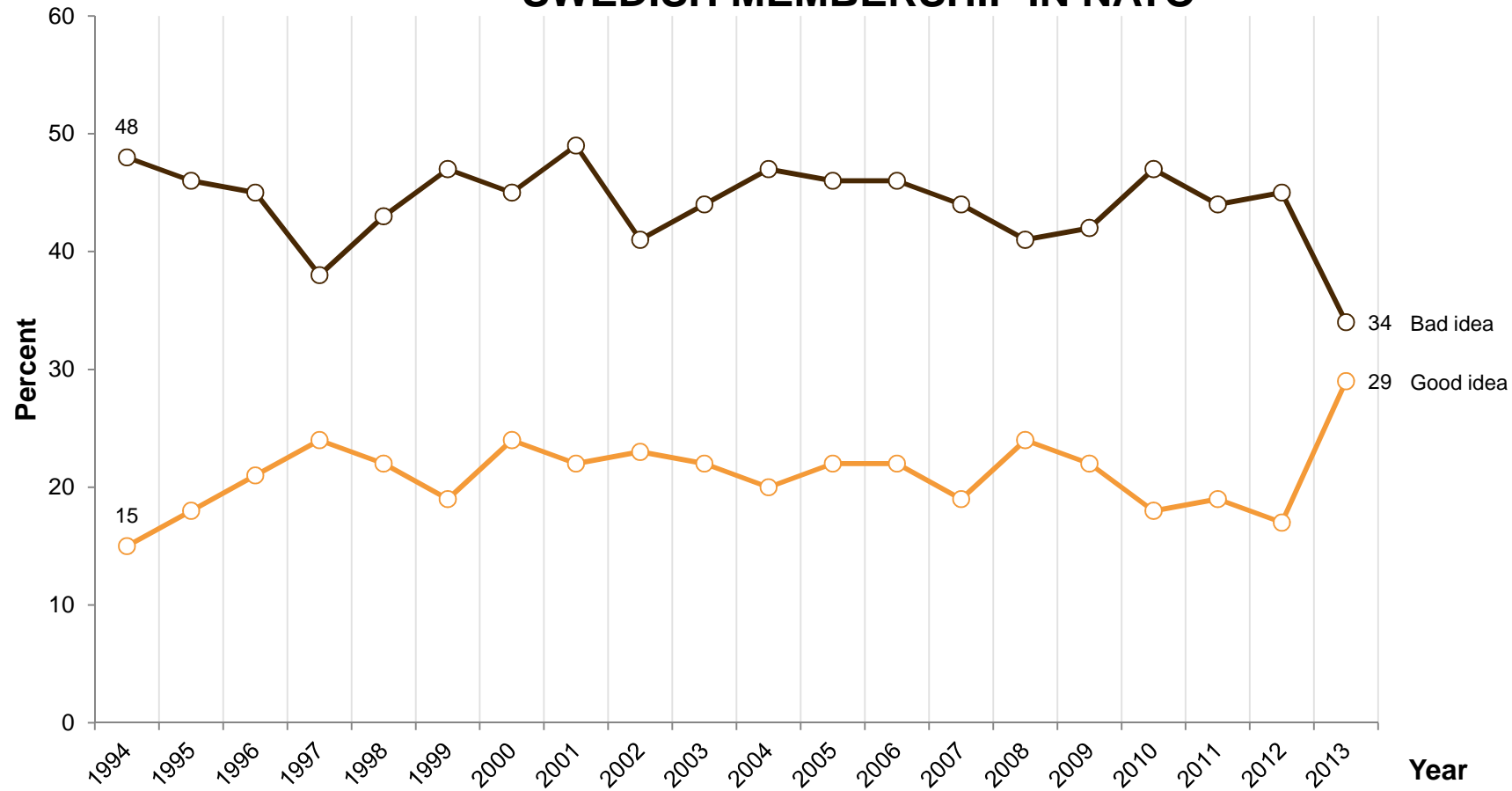
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

Question: "Sweden should introduce the Euro as currency"

Source: The National SOM survey 1995-2013



SWEDISH MEMBERSHIP IN NATO



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"

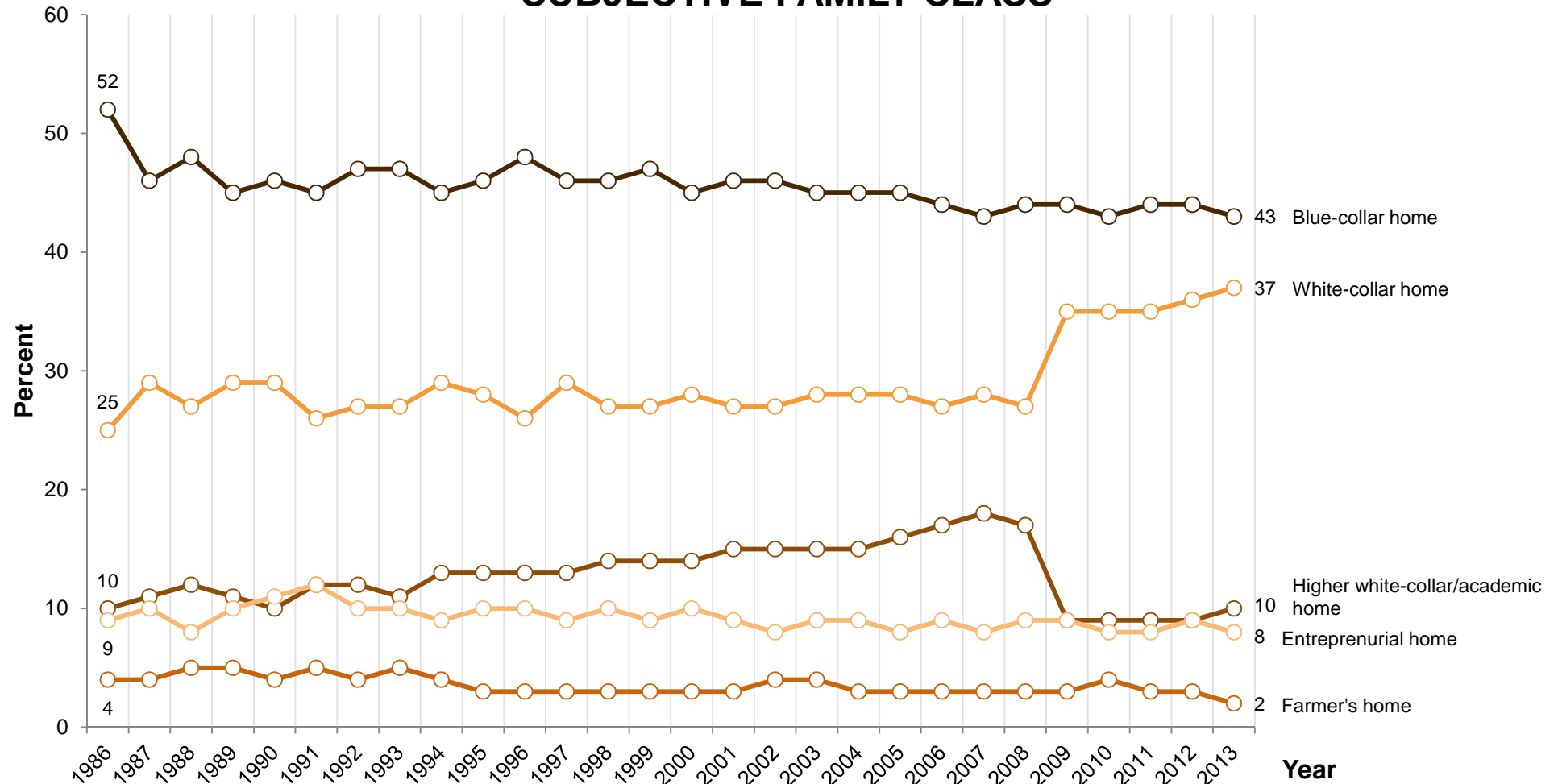
Source: The National SOM survey 1994-2013



BACKGROUND



SUBJECTIVE FAMILY CLASS



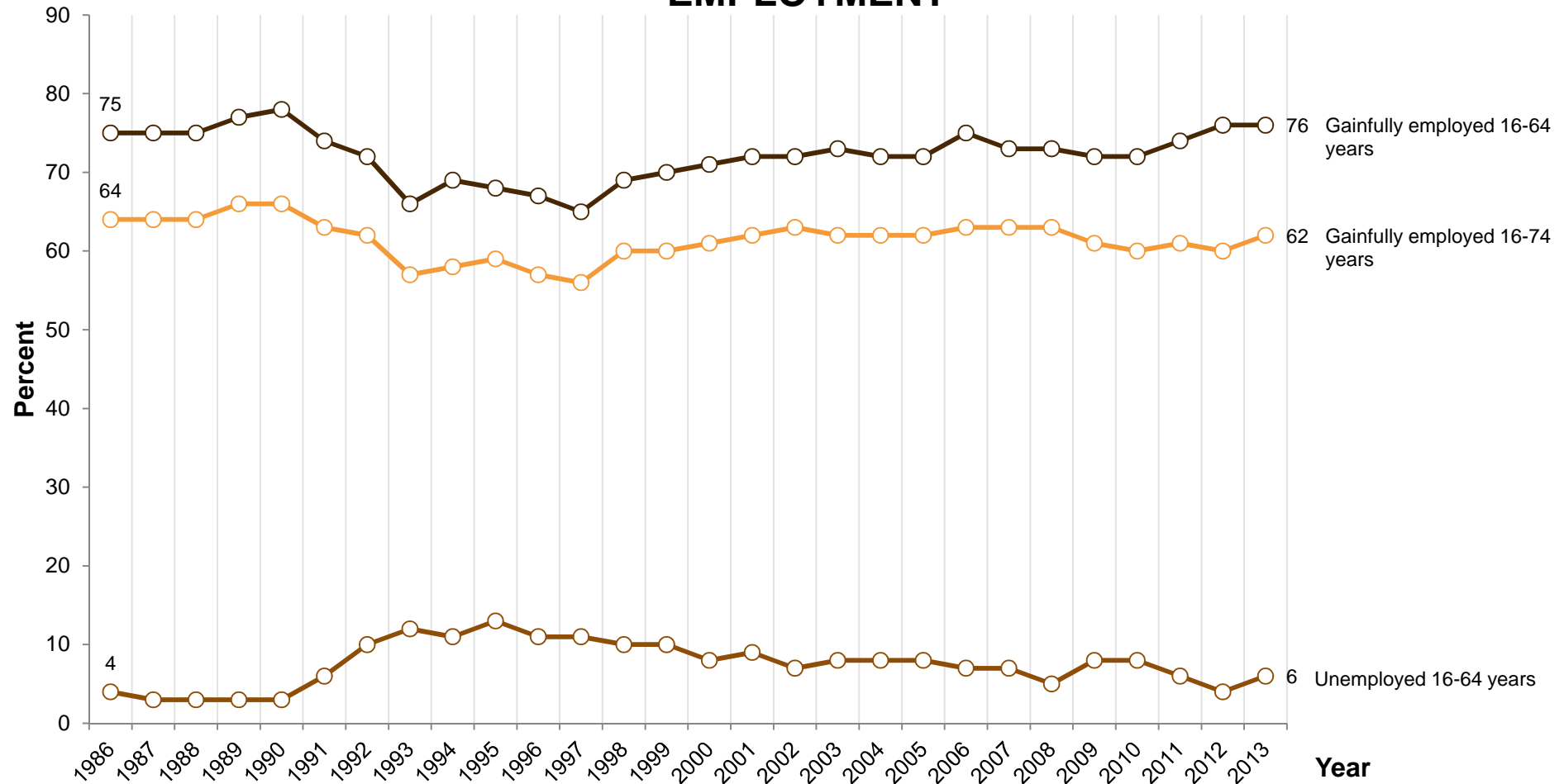
Comment: Percentages are based on respondents answering the question.

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

Source: The National SOM survey 1986-2013



EMPLOYMENT



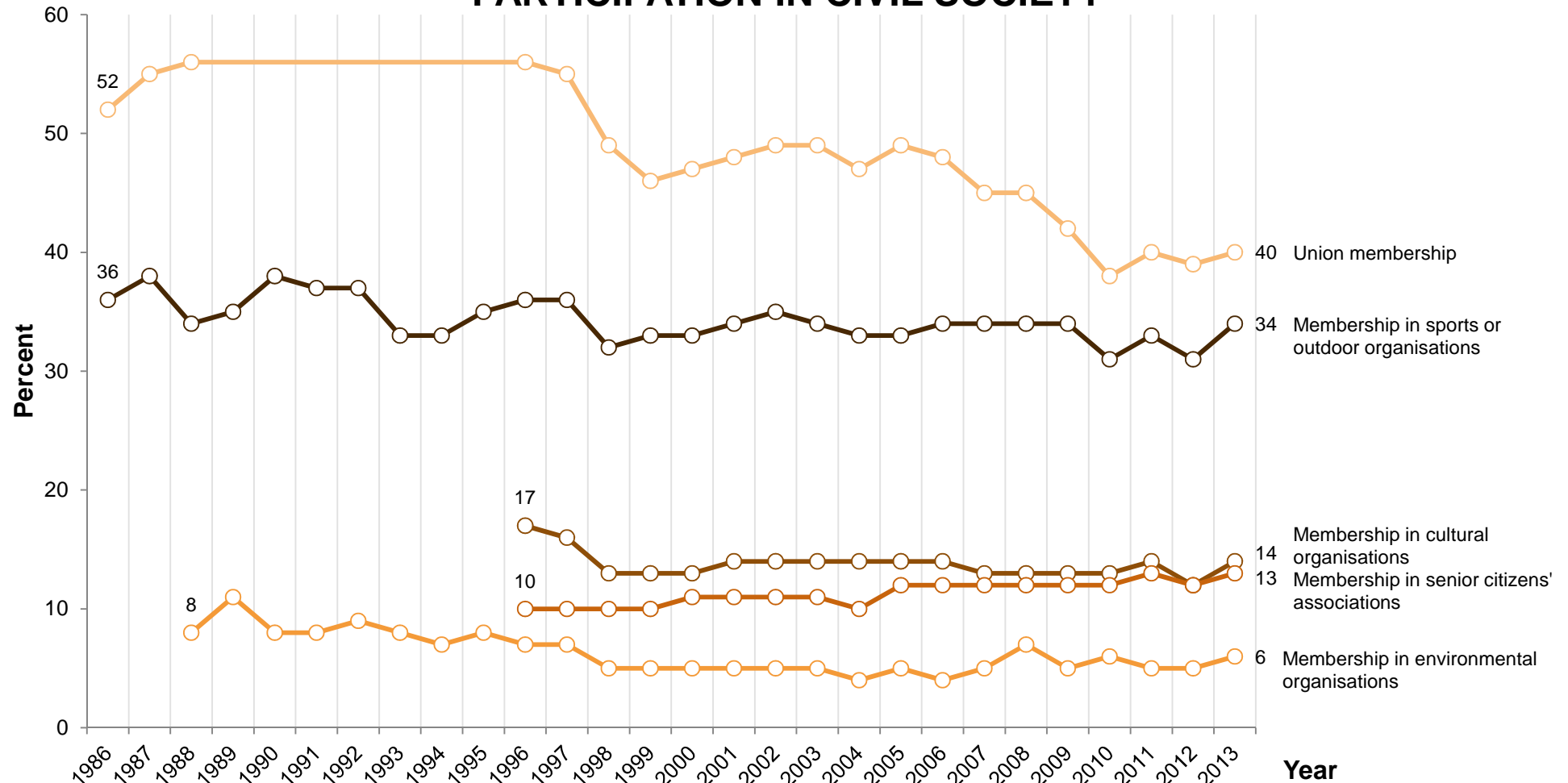
Comment: Based on self-classification. Unemployment includes people in relief work or training programs. The percent calculations are based upon respondents who have answered the questions.

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

Source: The National SOM survey 1986-2013



PARTICIPATION IN CIVIL SOCIETY



Comment: All respondents are included in the percent calculations.

Question: "List which associations you are a member of, and how active you are in those associations."

Source: The National SOM survey 1986-2013

The SOM Institute at the University of Gothenburg conducts yearly national and local surveys in Sweden, and gives seminars on Society, Opinion and Media.

The SOM Institute | Seminariegatan 1B
Po box 710, SE-405 30 Gothenburg, Sweden
+46 31 786 3300 | info@som.gu.se | www.som.gu.se

