



SOM INSTITUTE
SOCIETY OPINION MEDIA

SWEDISH TRENDS

1986-2019

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UNIVERSITY OF GOTHENBURG

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Swedish Trends 1986–2019

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 (SOM). The Institute is jointly managed by the Department of Journalism, Media and Communication and the Department of Political Science at the University of Gothenburg.

The Institute is headed by Associate Professor Johan Martinsson. Members of the steering committee are Professor Sverker Jagers, The Department of Political Science, University of Gothenburg, professor Gunnel Hensing, The Institute of Medicine, University of Gothenburg and Associate Professor Monica Löfgren Nilsson, The Department of Journalism, Media and Communication, University of Gothenburg.

The National SOM Surveys

From 1986, 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 addressed to randomly selected persons between the ages of 15 and 85 living in Sweden. Since 2008 the sample is limited to ages 16–85. The survey consist of several sub-surveys, which since 2018 each comprise a sample of 3 500 respondents. 2019 there were six such sub-surveys, resulting in a total sample size of 21 000 persons.

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 and available from the SOM Institute web page (www.som.gu.se). The data files from the surveys are deposited at the Swedish National Data Service (www.snd.gu.se) in Gothenburg and may be ordered from them for the purpose of scientific research. 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.

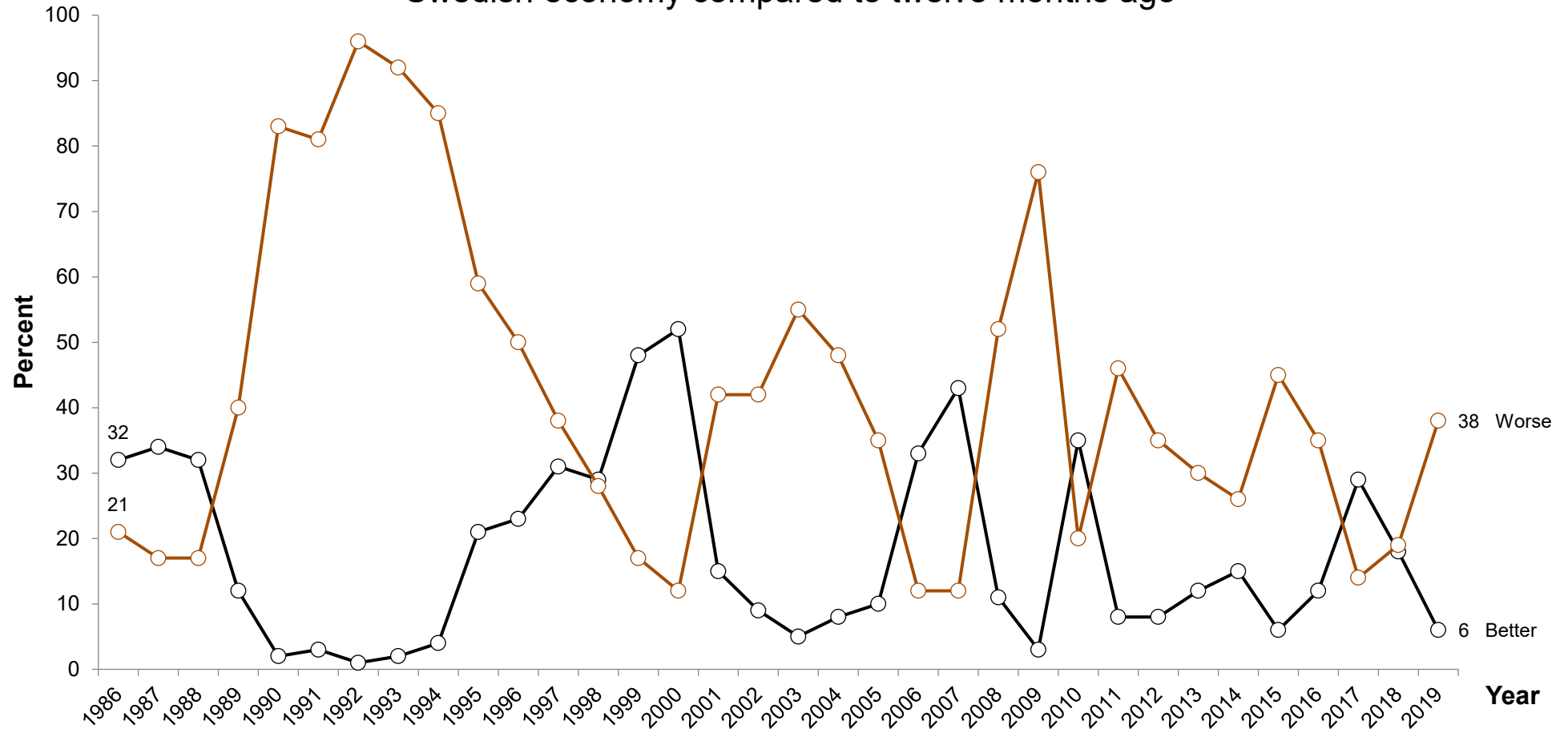
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ASSESSING SWEDISH ECONOMY

Swedish economy compared to twelve months ago



Comment: Five response alternatives to the question asked: "Gotten much better; Gotten somewhat better; Stayed about the same; Gotten somewhat worse; Gotten much worse". All respondents are included in the calculations.

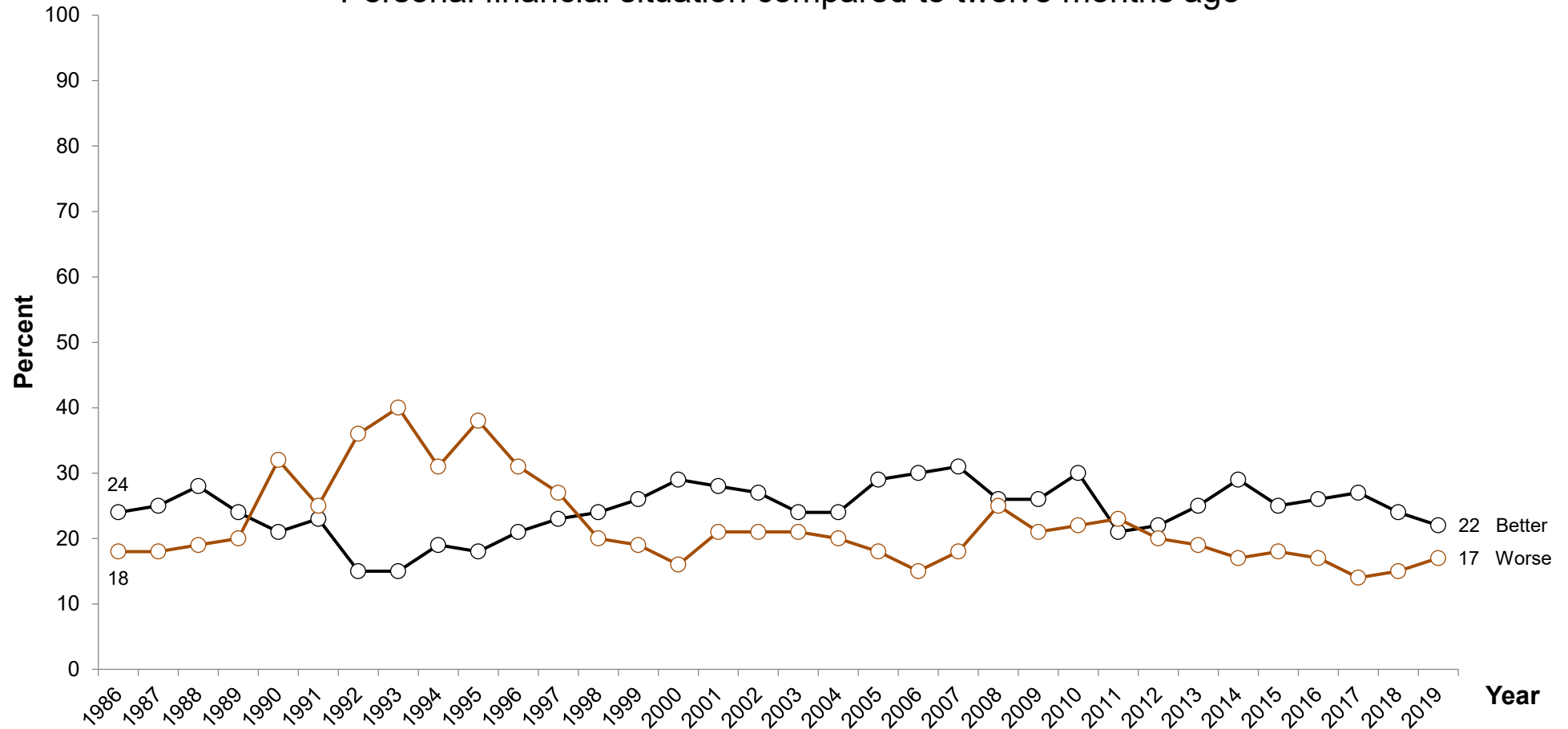
Question: "According to your view, during the last twelve months, has the Swedish economy gotten better, remained the same, or gotten worse?"

Source: The National SOM survey 1986–2019



ASSESSING PERSONAL FINANCIAL SITUATION

Personal financial situation compared to twelve months ago



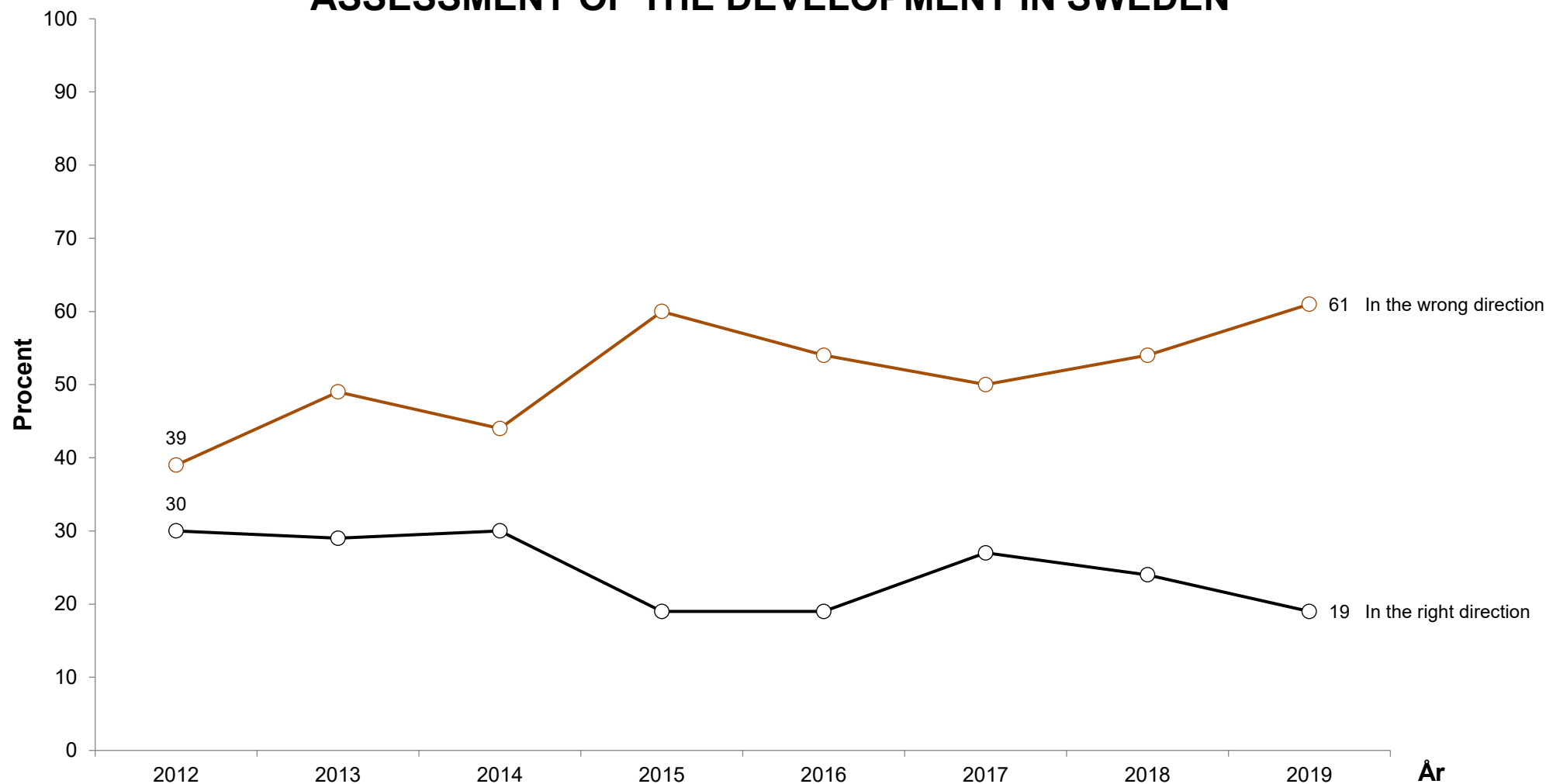
Comment: Five response alternatives to the question asked: "Gotten much better; Gotten somewhat better; Stayed about the same; Gotten somewhat worse; Gotten much worse". All respondents are included in the calculations.

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

Source: The National SOM survey 1986–2019



ASSESSMENT OF THE DEVELOPMENT IN SWEDEN



Comment: Three response alternatives to the question asked: "In the right direction; In the wrong direction; No opinion."

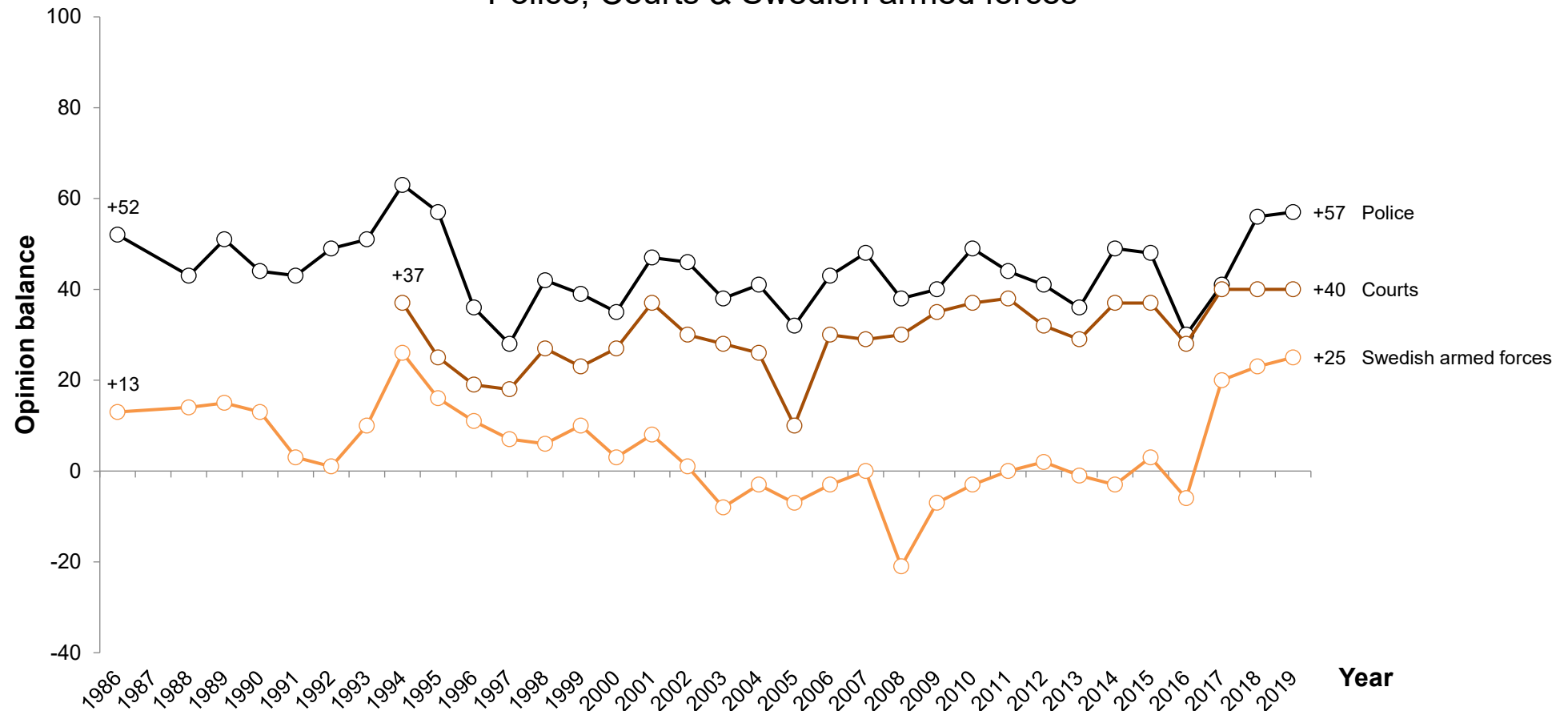
Question: "Generally, do you find that the development in Sweden is going in the right direction or wrong direction?"

Source: The National SOM survey 2012–2019



CONFIDENCE IN INSTITUTIONS

Police, Courts & Swedish armed forces



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".

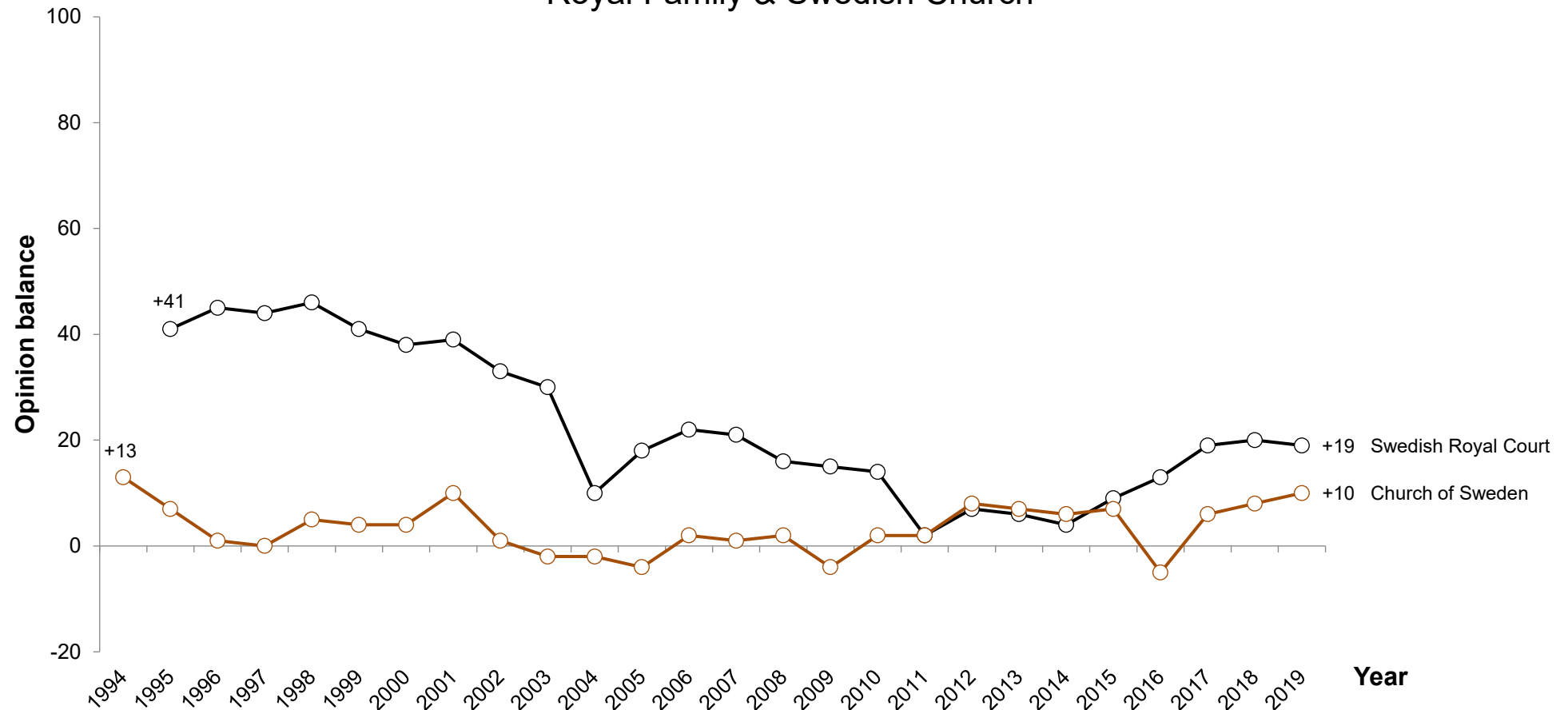
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986–2019



CONFIDENCE IN INSTITUTIONS

Royal Family & Swedish Church



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".

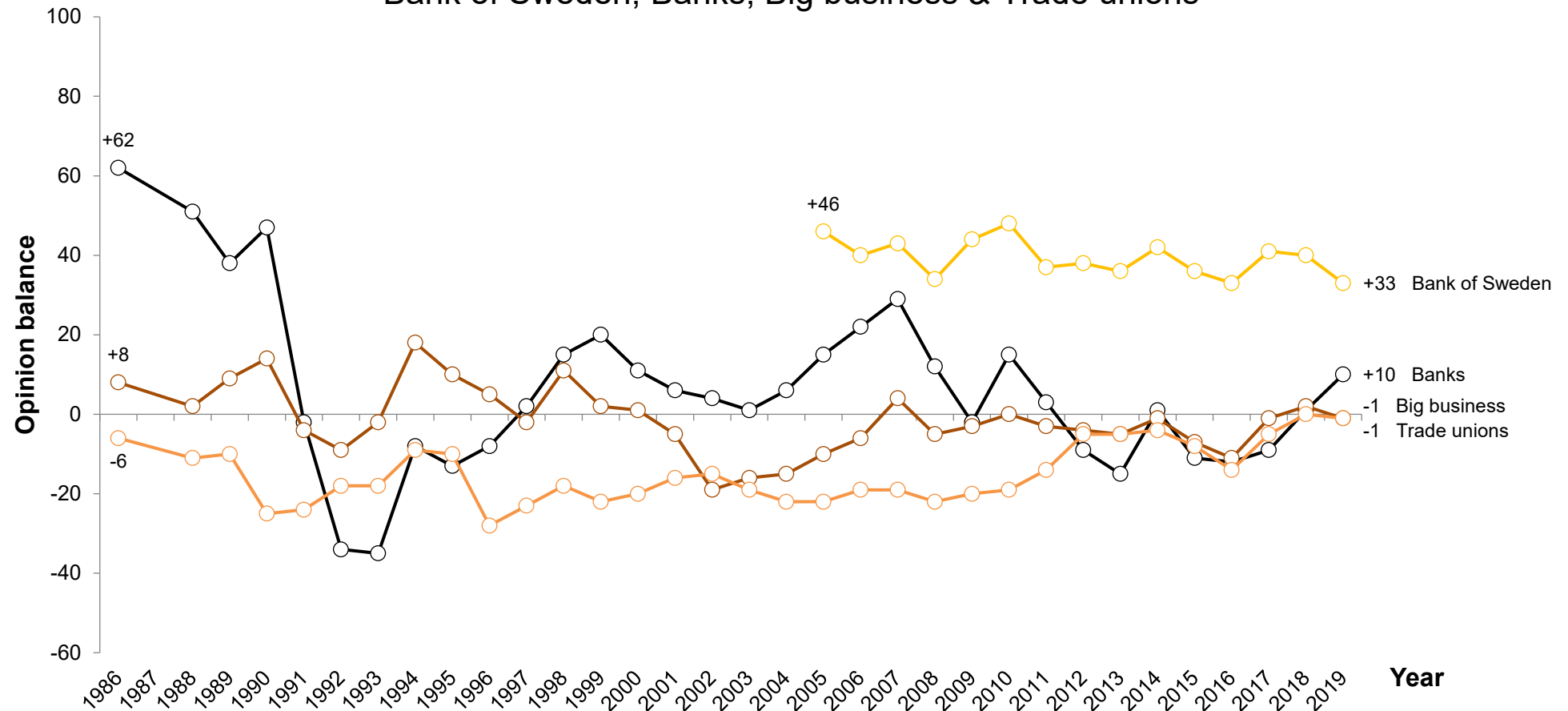
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1994–2019



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".

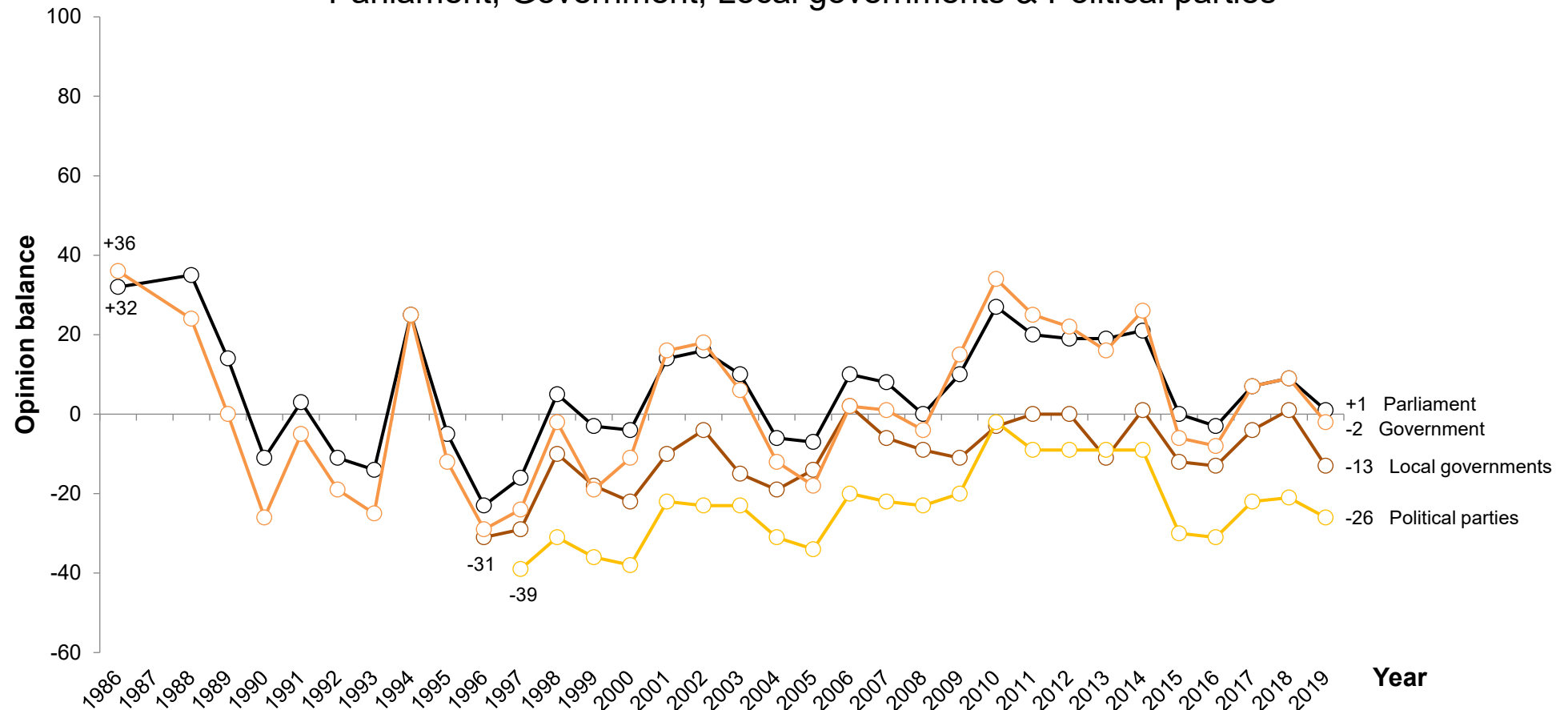
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986–2019



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".

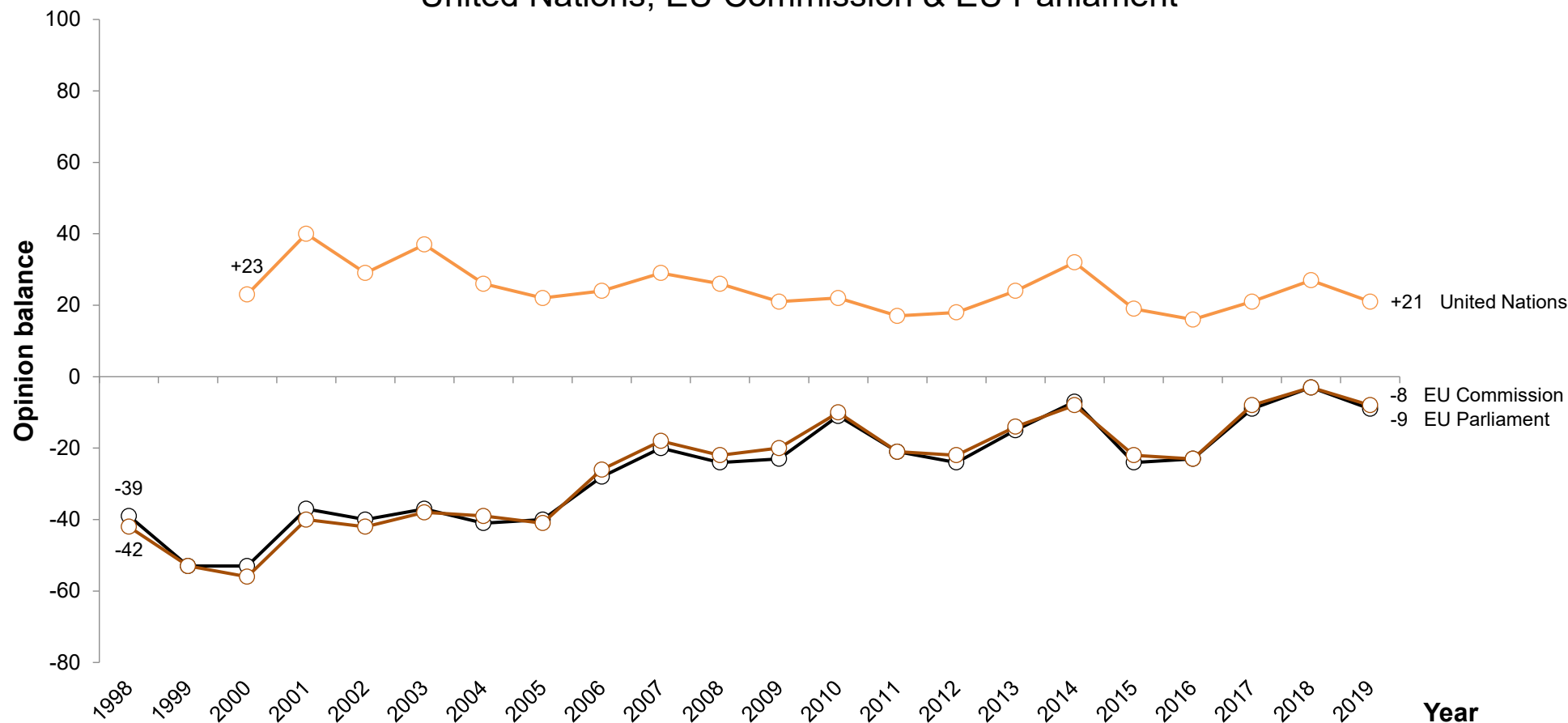
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986–2019



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".

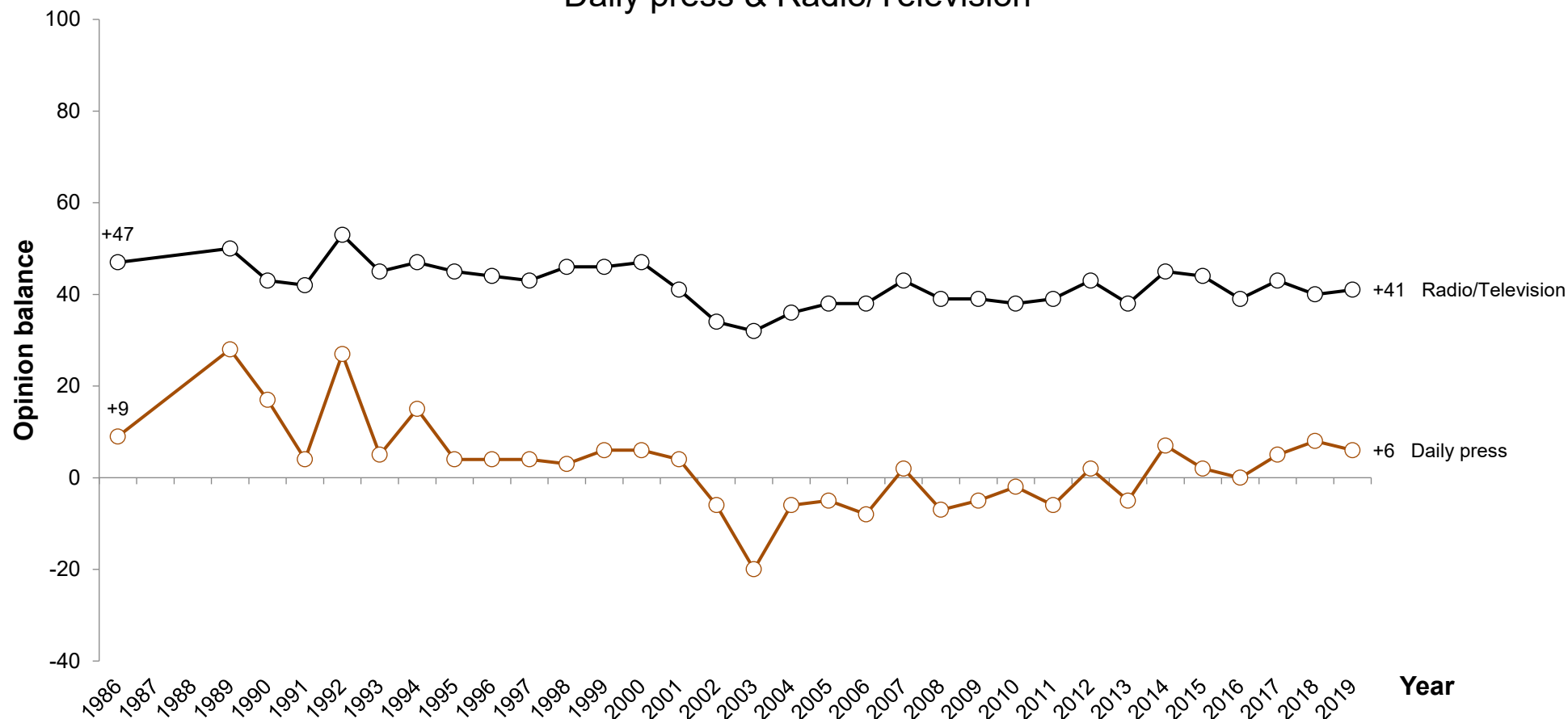
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1998–2019



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".

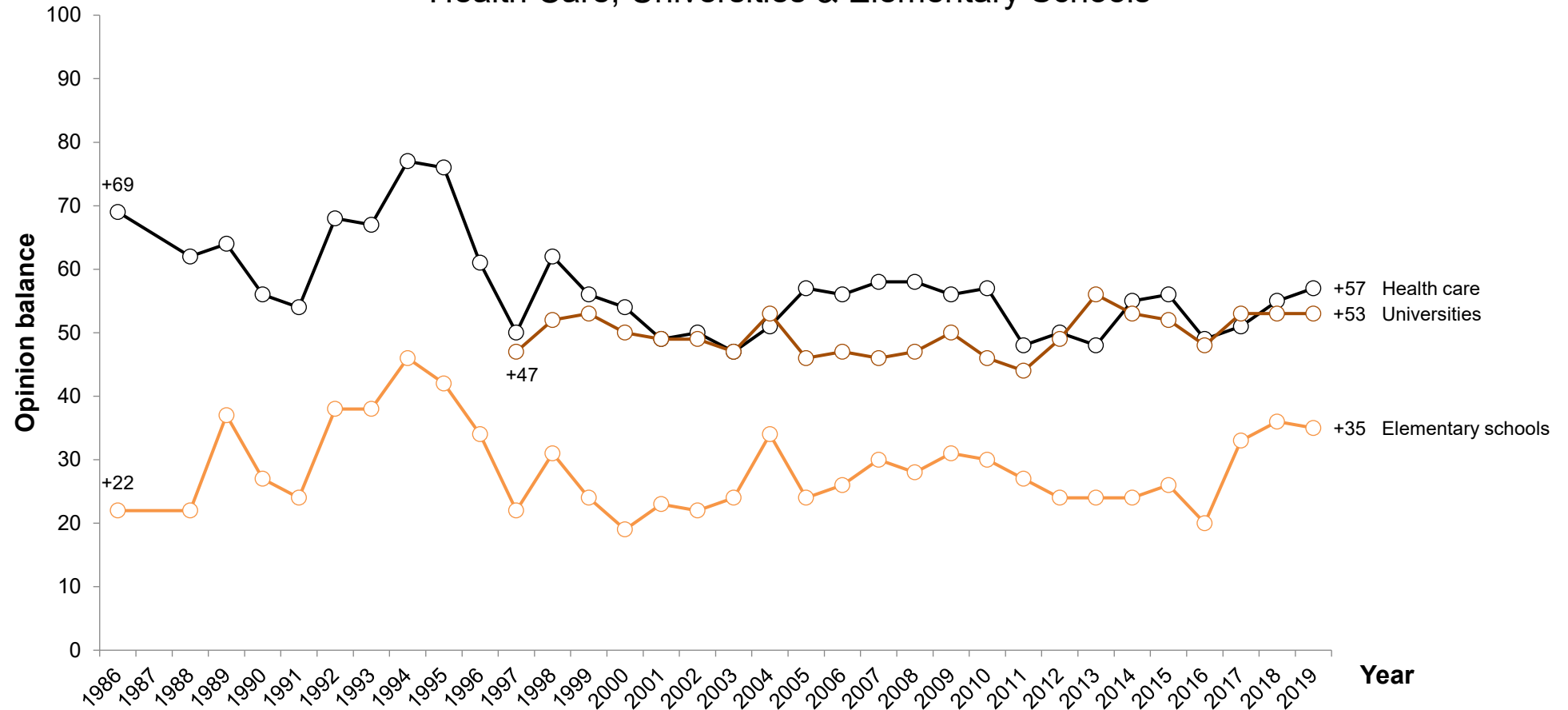
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986–2019



CONFIDENCE IN INSTITUTIONS

Health Care, Universities & Elementary Schools



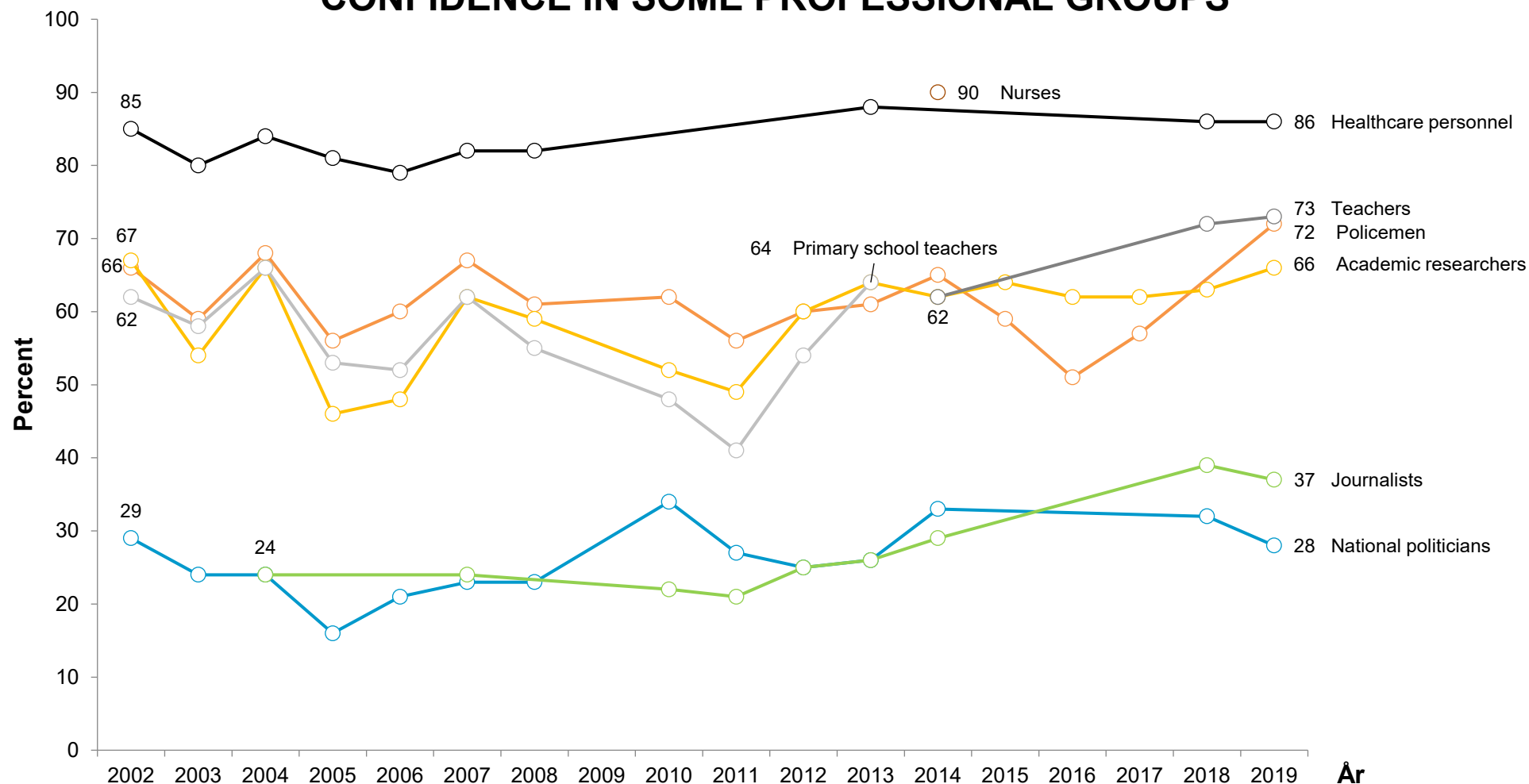
Comment: The lines show the percentage of respondents indicating very or fairly much confidence minus the percentage indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item. Five response alternatives to the question asked: "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 1986–2019



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".

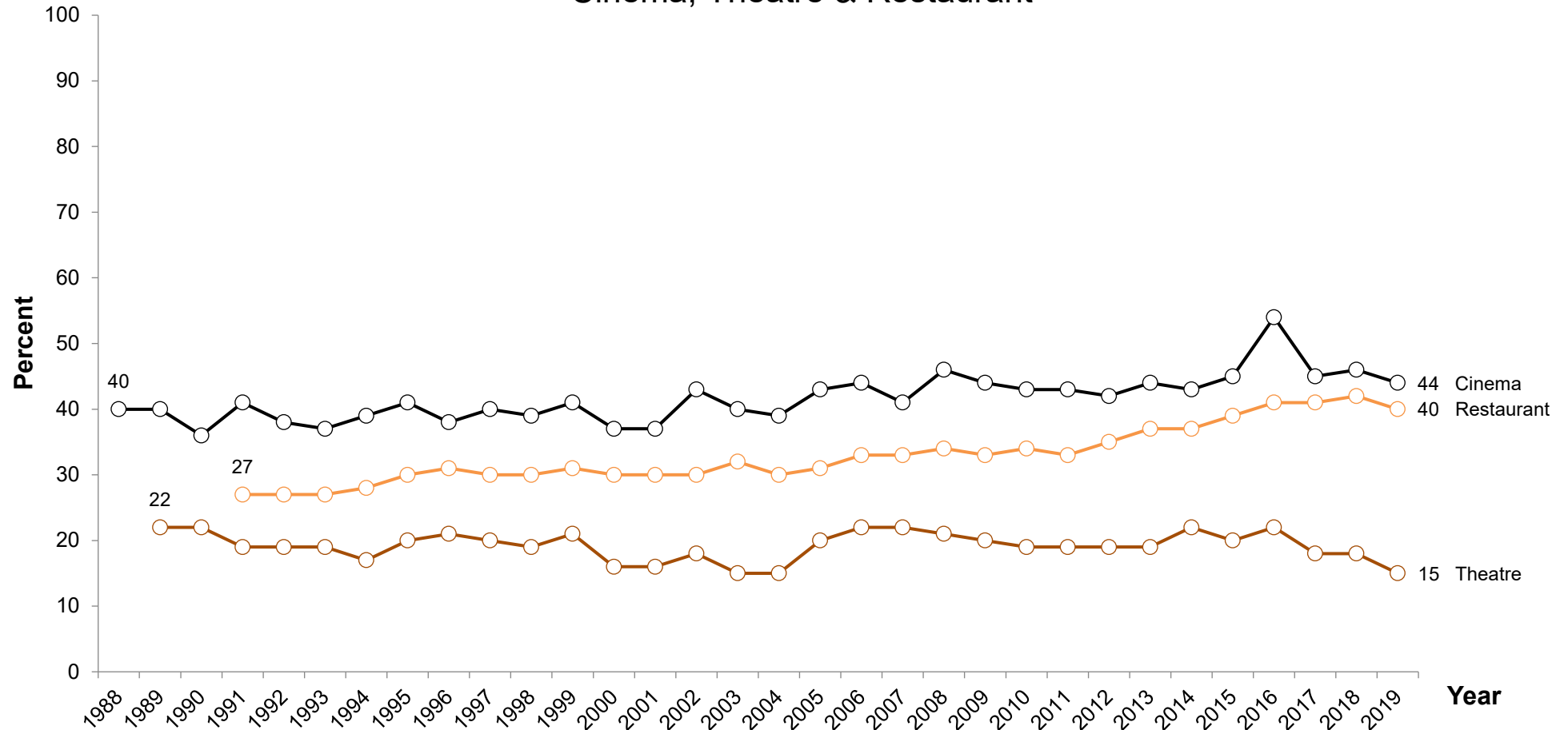
Question: "How much confidence do you have in the way the following professional groups do their job?"

Source: The National SOM survey 2002–2019



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 are based on the respondents answering each question.

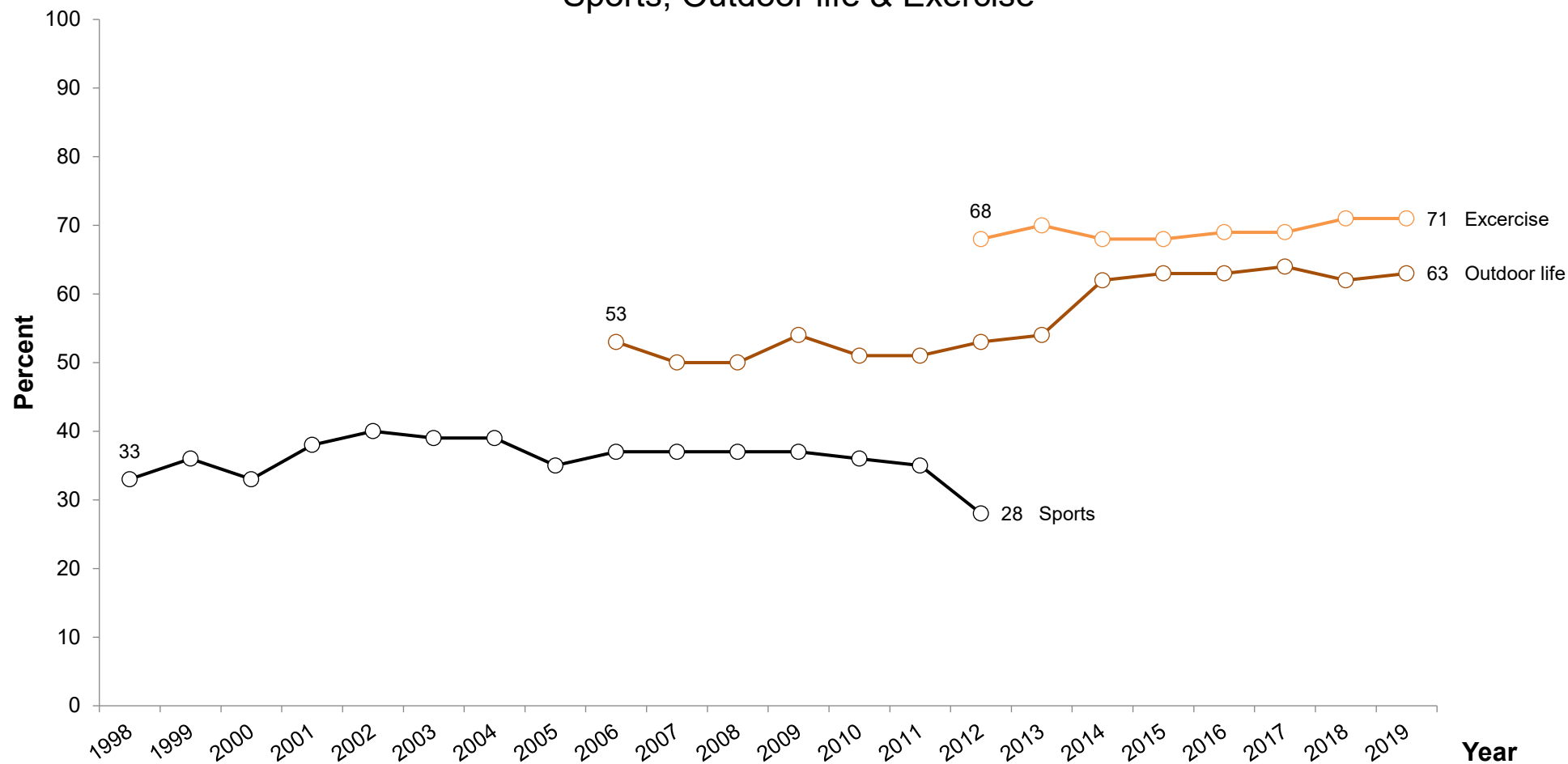
Question: "How often have you engaged in the following activities during the past twelve months?"

Source: The National SOM survey 1988–2019



LEISURE ACTIVITIES

Sports, Outdoor life & Exercise



Comment: The figures indicate attendance/activity at least once a week. The percentages are based on the respondents answering each question.

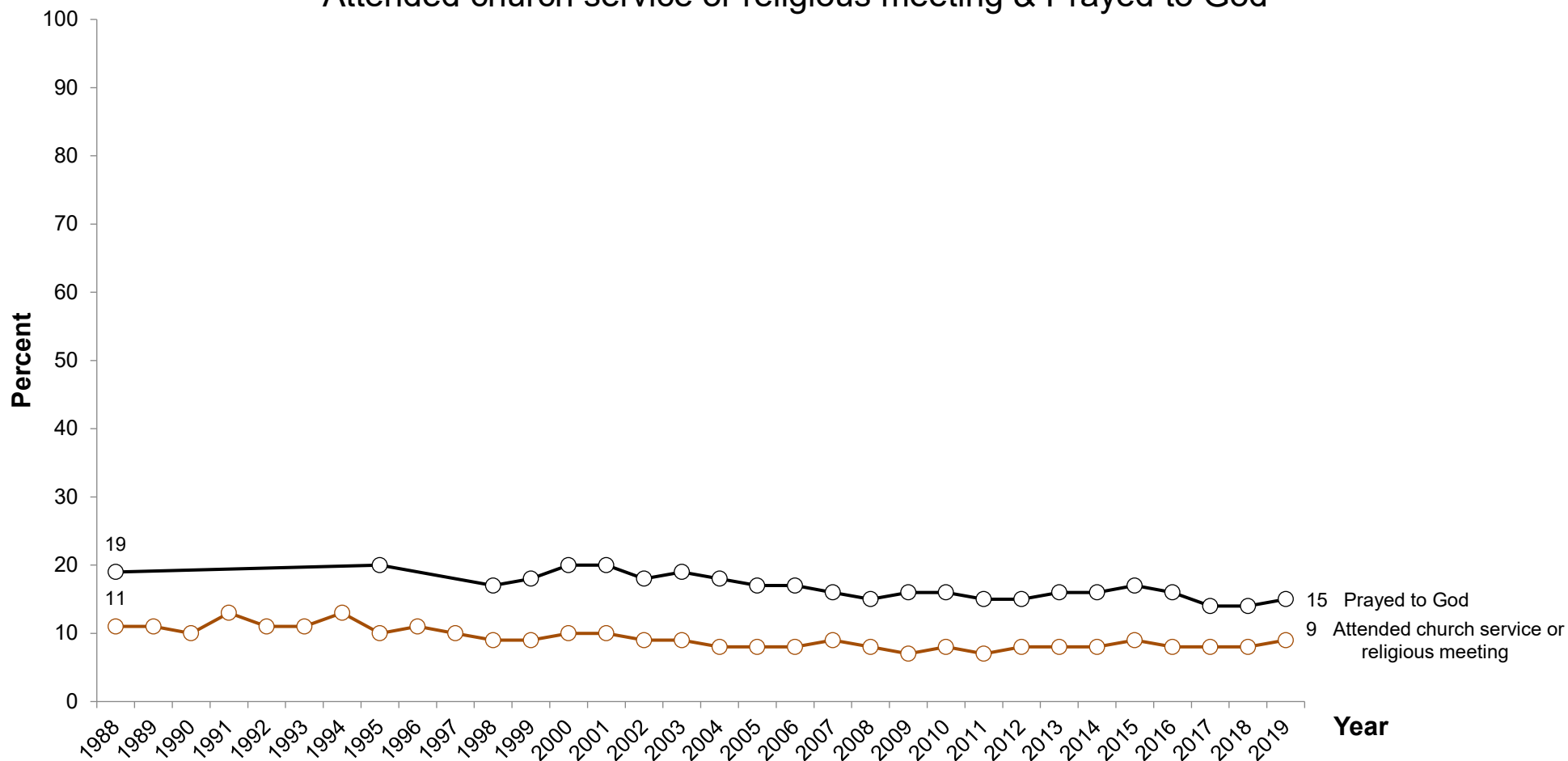
Question: "How often have you engaged in the following activities during the past twelve months?"

Source: The National SOM survey 1998–2019



LEISURE ACTIVITIES

Attended church service or religious meeting & Prayed to God



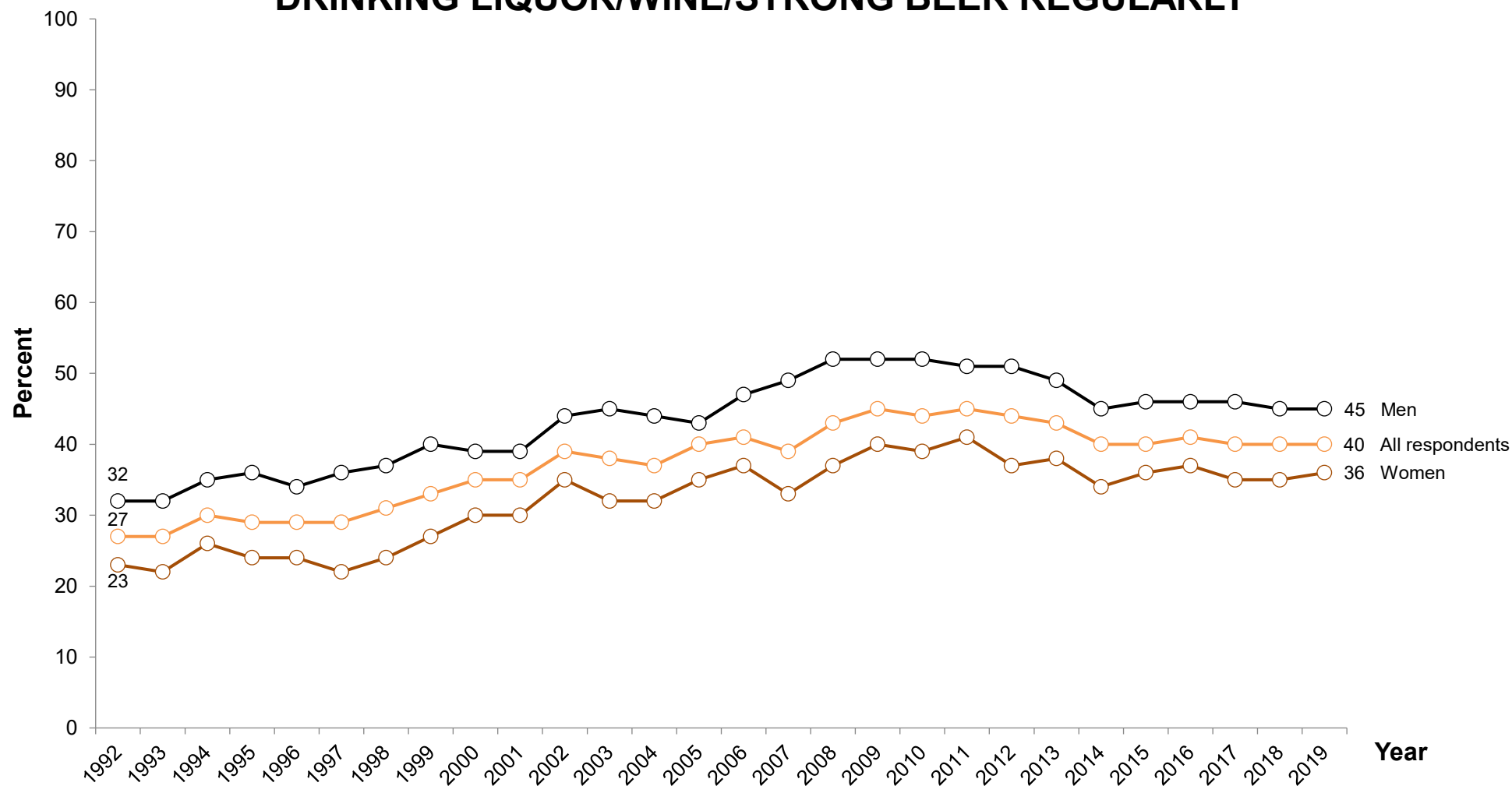
Comment: Attended church service figures indicate attendance at least once a month, while 'prayed to God' figures indicate activity at least once a week. The percentages are based on the respondents answering each question.

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

Source: The National SOM survey 1988–2019



DRINKING LIQUOR/WINE/STRONG BEER REGULARLY



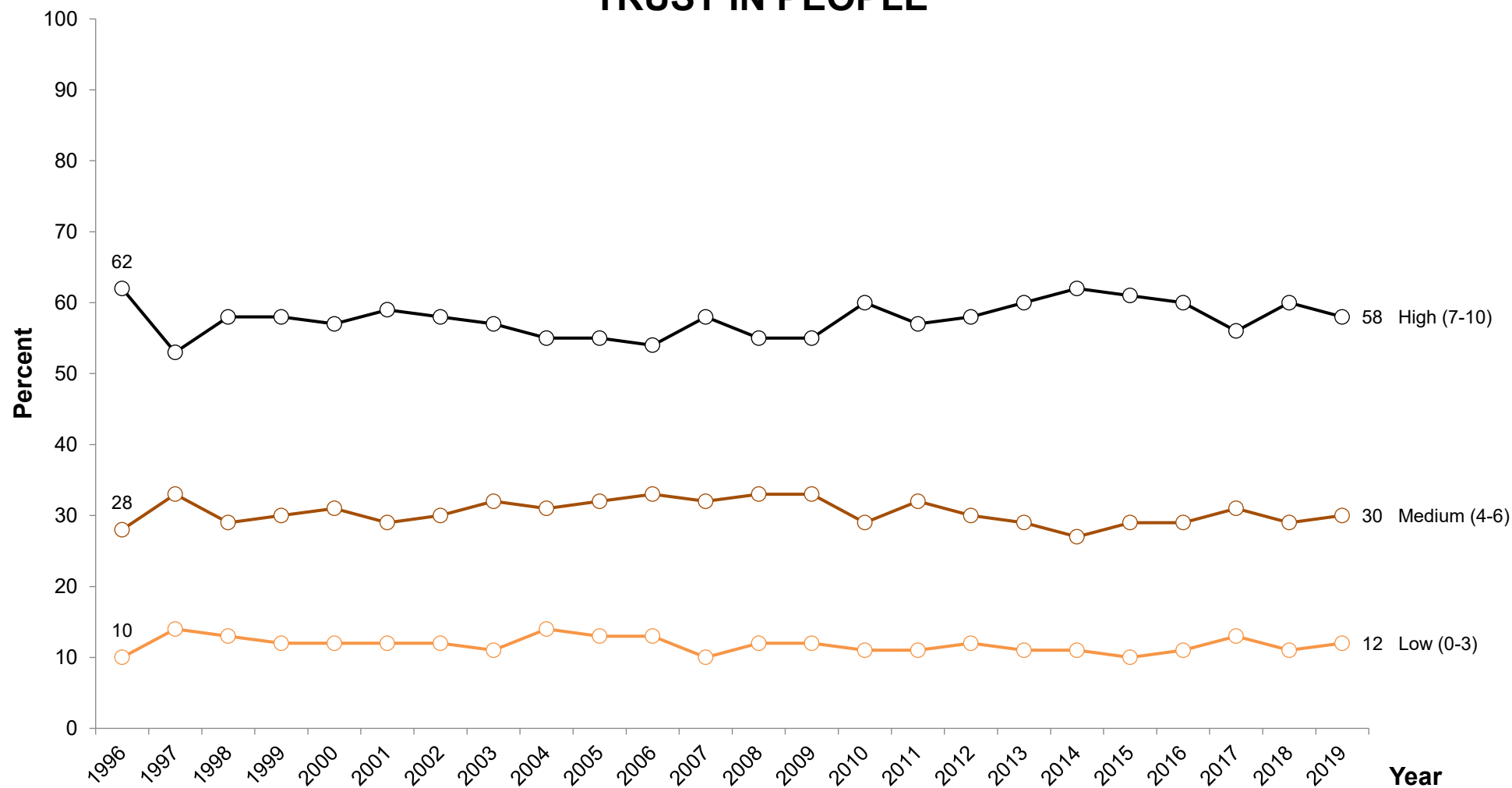
Comment: The figures indicate activity at least once a week. Percentages are based on respondents answering at least one item of a multi-item question on lifestyle and leisure activities.

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

Source: The National SOM survey 1992–2019



TRUST IN PEOPLE



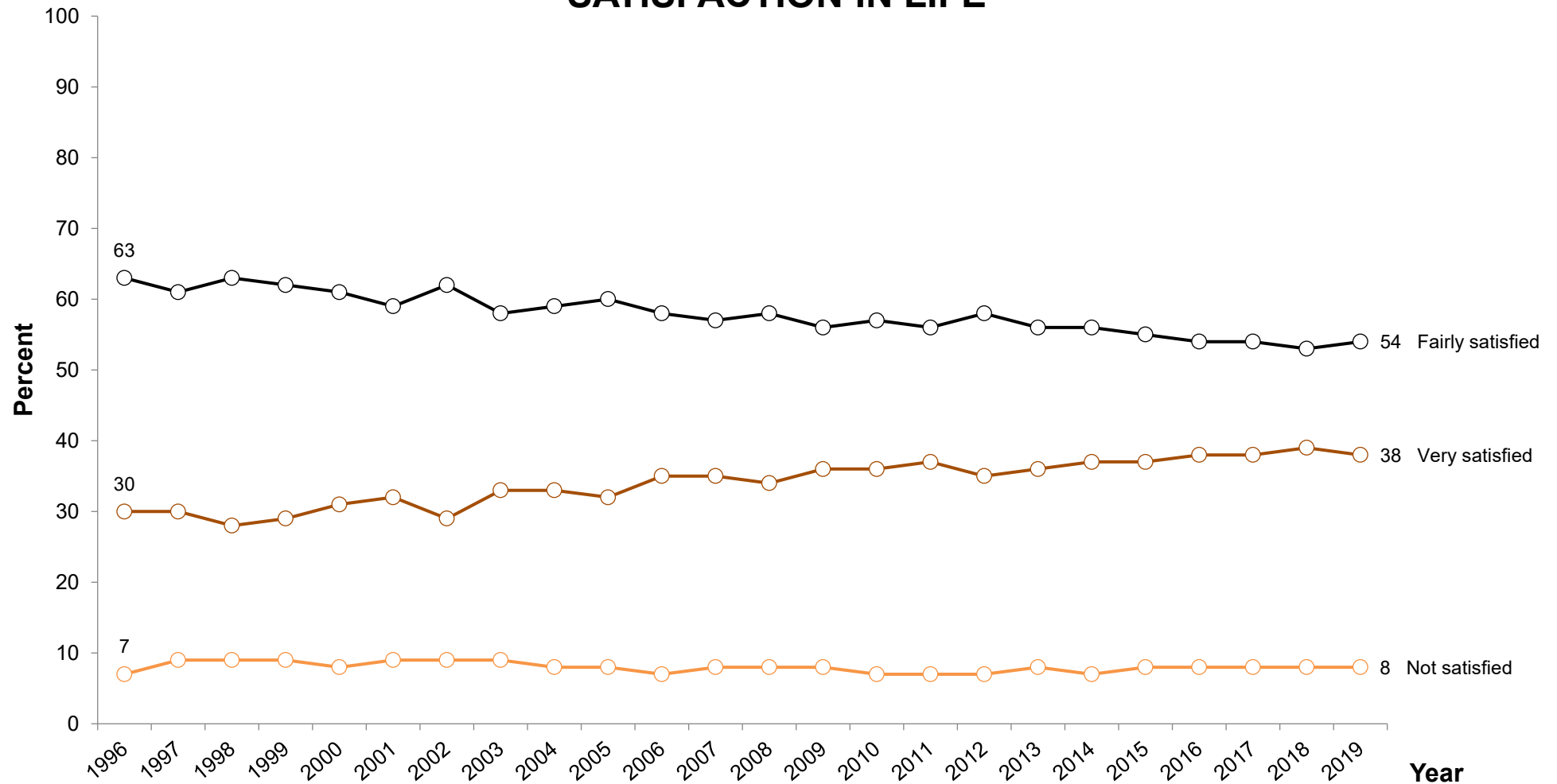
Comment: The scale runs between 0 and 10 with 0 labeled "It is not possible to trust people in general" and 10 labeled "It is possible to trust people in general". Percentages are based on respondents who answered the question.

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 1996–2019



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.

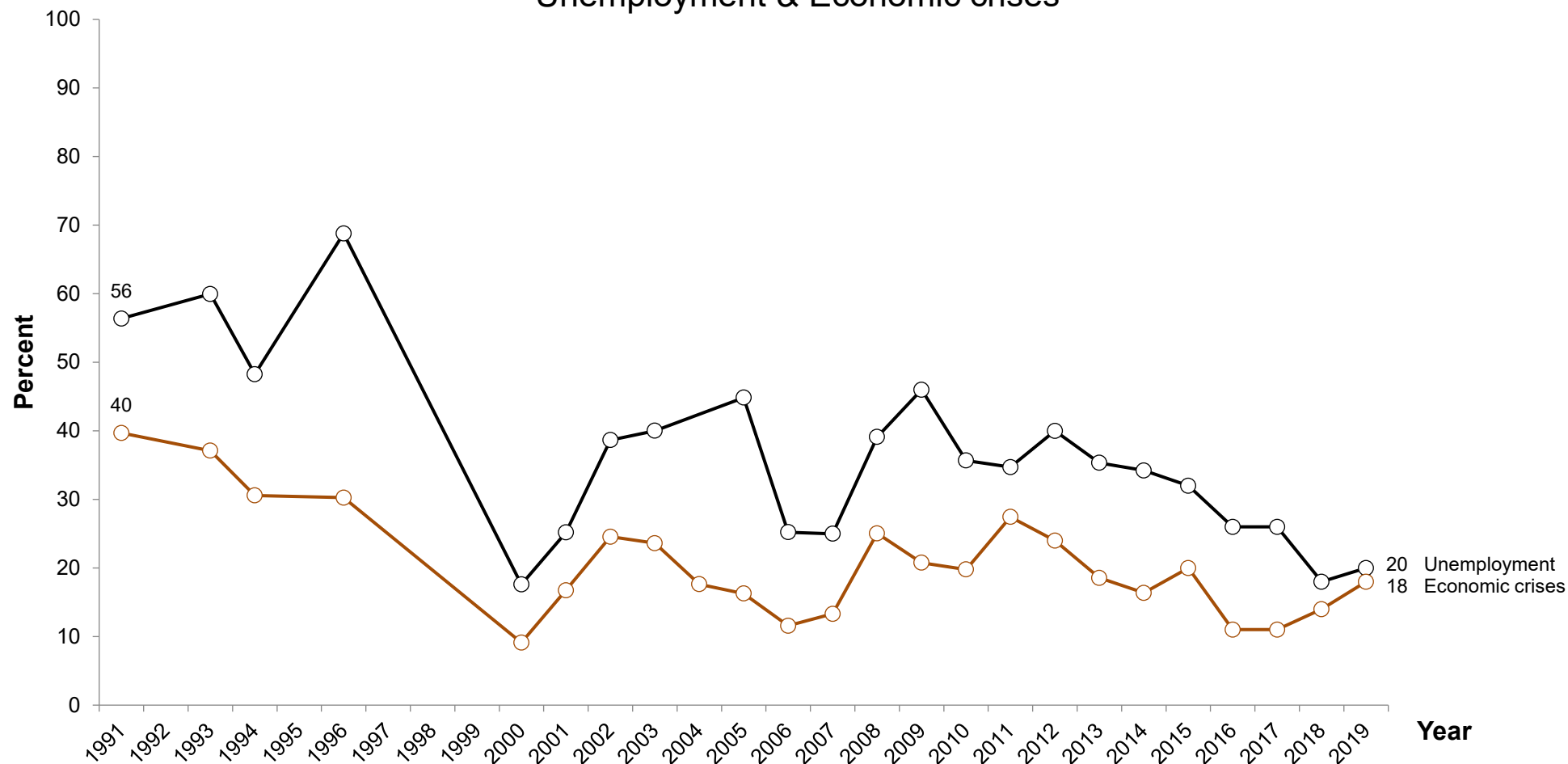
Question: "On the whole, how satisfied are you with the life you lead?"

Source: The National SOM survey 1996–2019



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.

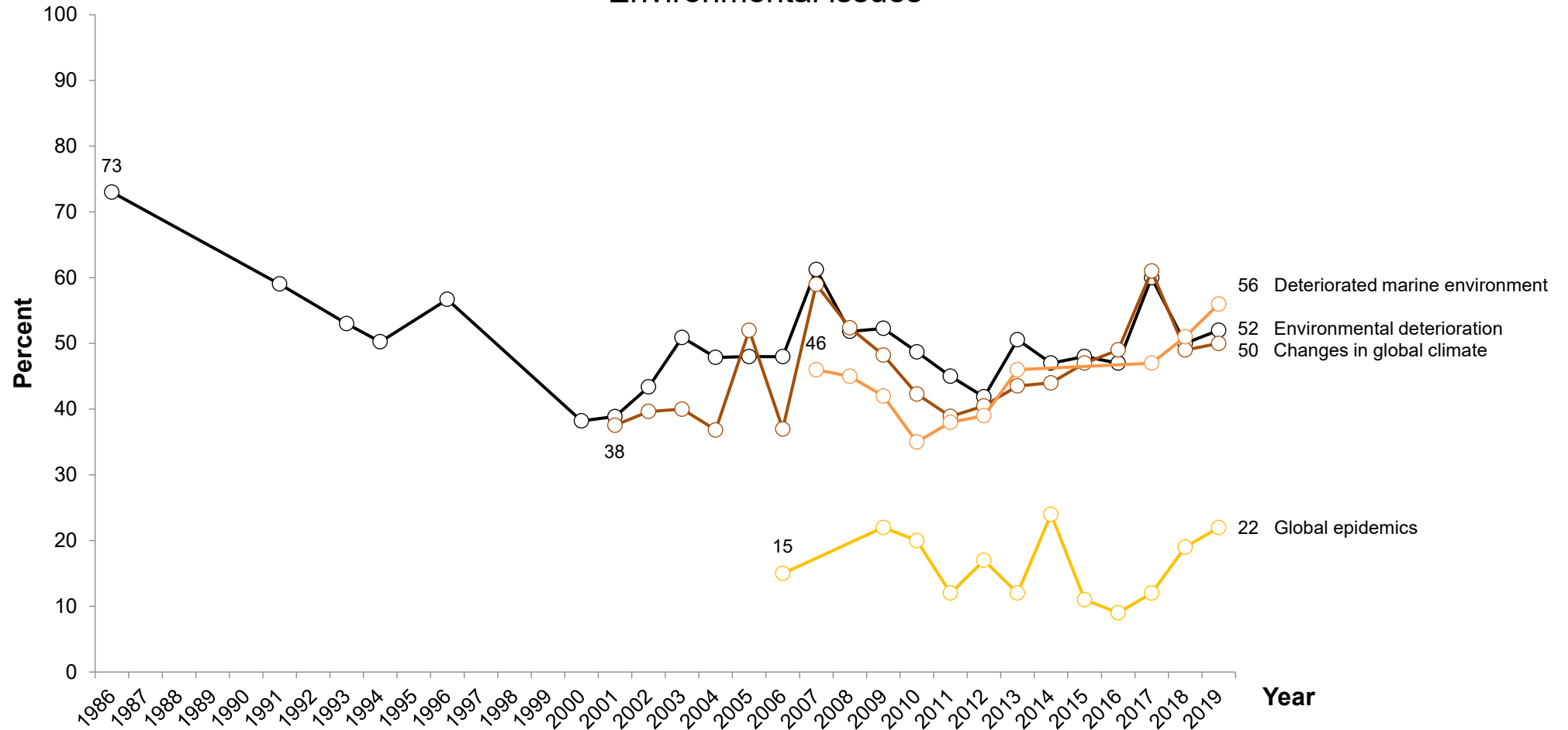
Question: "Looking at today's situation, what worries you most?"

Source: The National SOM survey 1991–2019



WHAT SWEDES WORRY ABOUT

Environmental issues



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.

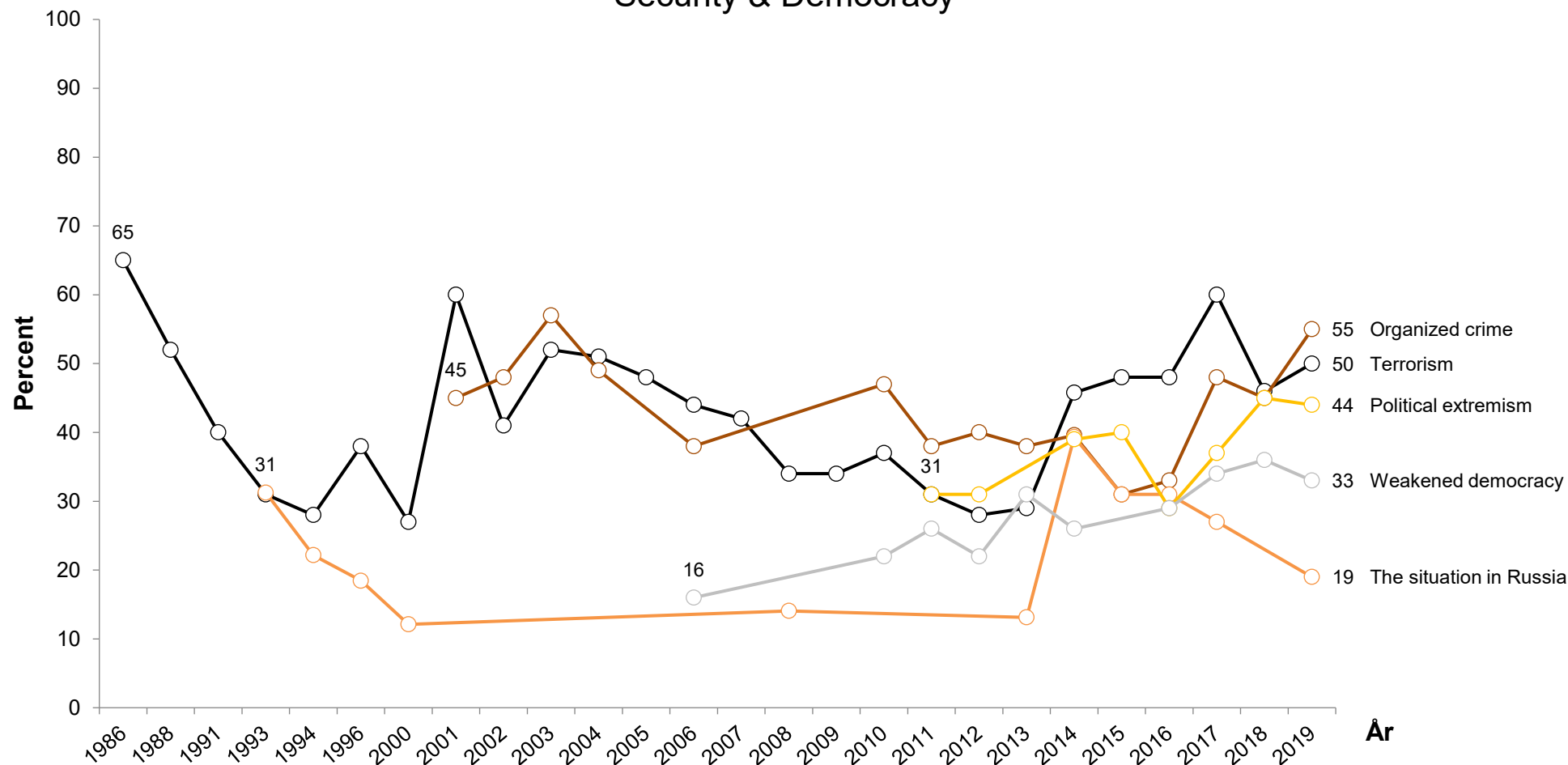
Question: "Looking at today's situation, what worries you most?"

Source: The National SOM survey 1986–2019



WHAT SWEDES WORRY ABOUT

Security & Democracy



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.

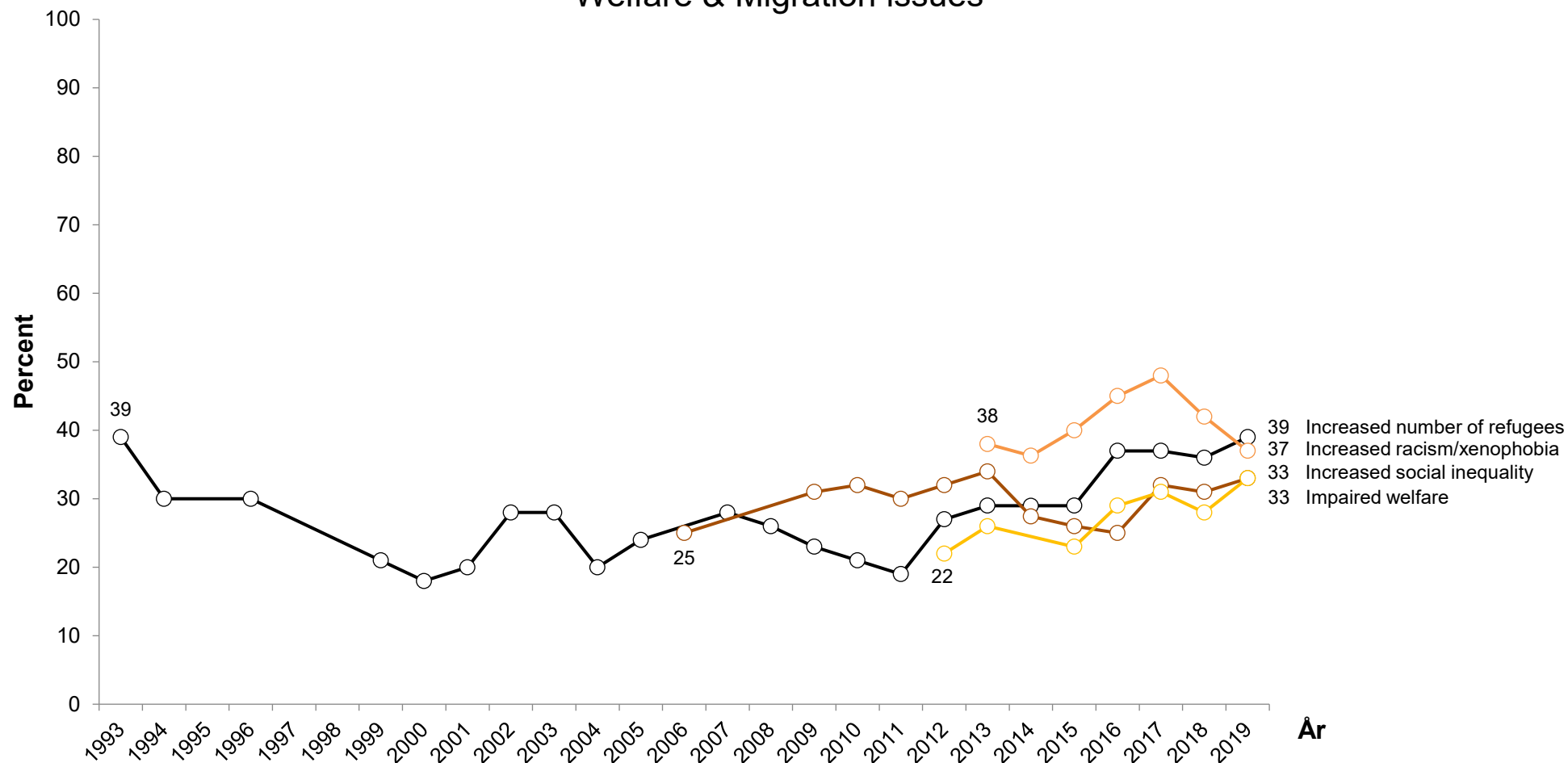
Question: "Looking at today's situation, what worries you most?"

Source: The National SOM survey 1986–2019



WHAT SWEDES WORRY ABOUT

Welfare & Migration issues



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 1993–2019



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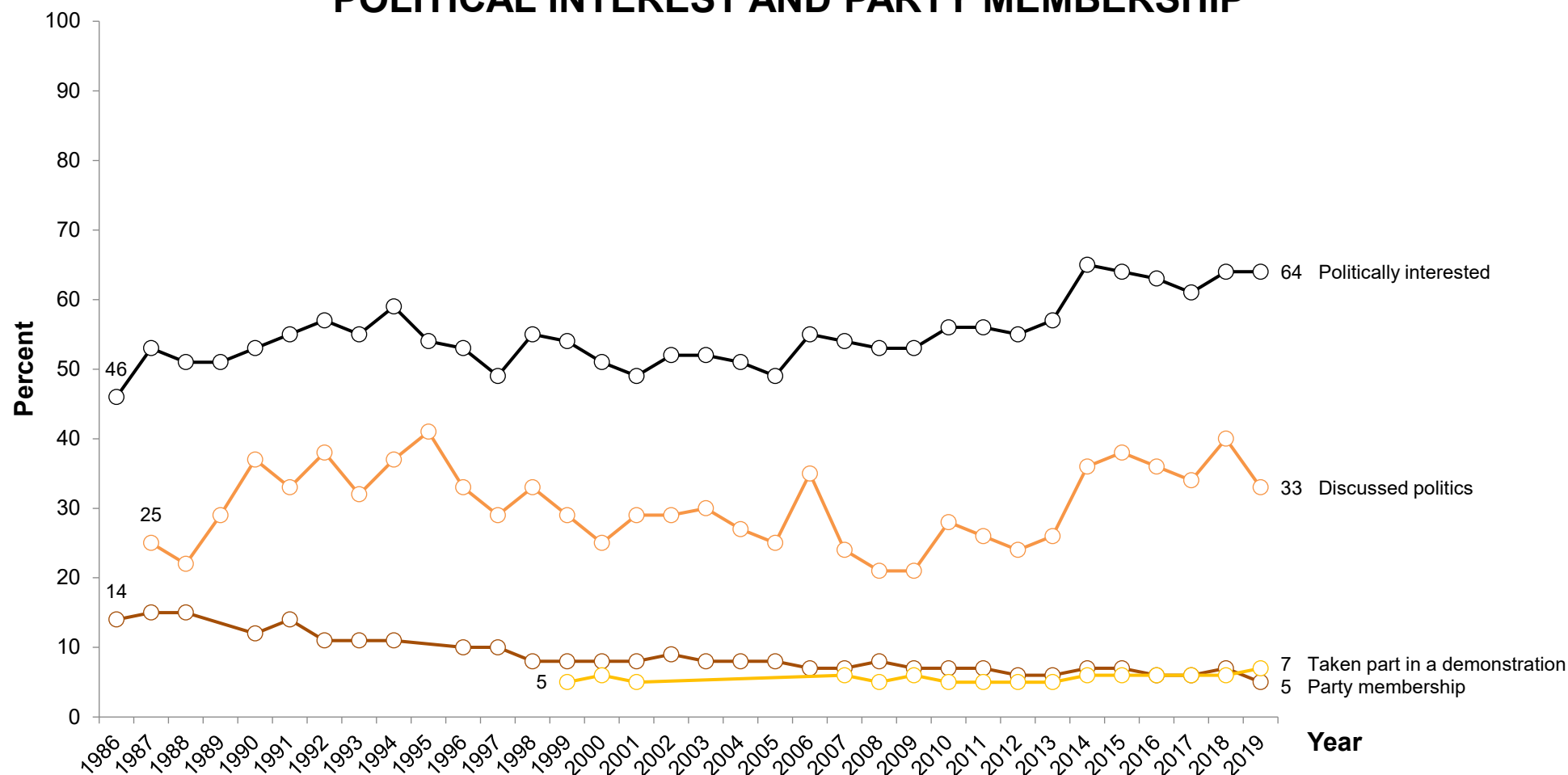


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POLITICAL TRENDS



POLITICAL INTEREST AND PARTY MEMBERSHIP



Comment: The results show percent "Very much" or "Fairly interested" in politics, percent party members among all respondents, the percentage who discuss politics at least once a week and the percentage who have taken part in a demonstration at least once during the last 12 months.

Question: "In general, how interested are you in politics?", "Are you a member of a political party?", "How often during the last 12 months have you discussed politics?", "How often during the last 12 months have you taken part in a demonstration?"

Source: The National SOM survey 1986–2019



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	2014	2015	2016	2017	2018	2019	
The Left Party	3	3	5	7	7	5	4	3	7	13	13	10	13	15	16	12	9	10	9	6	6	6	6	5	4	5	5	6	6	7	6	7	8	9	
The Social Democratic Party	45	43	43	35	29	32	43	45	43	31	31	33	36	31	32	39	41	38	35	36	33	39	39	29	27	28	33	31	31	26	29	33	29	26	
The Green Party	5	8	8	7	5	4	3	3	5	12	9	8	6	6	5	4	4	6	6	6	8	8	8	11	11	12	10	11	9	7	5	4	5	6	
The Centre Party	8	6	10	8	9	7	6	5	7	6	6	5	5	4	4	6	7	8	7	7	8	6	5	4	5	4	4	3	7	8	8	13	10	10	
The Liberals	18	20	12	15	13	9	7	9	8	5	6	6	5	5	5	4	17	12	11	9	7	9	7	8	8	7	6	6	7	6	6	6	6	5	
The Christian Democratic Party	1	2	3	3	5	8	3	4	3	3	4	4	12	13	13	11	8	8	5	4	7	5	4	4	4	3	3	4	4	4	3	3	7	7	
The Moderate Party	18	17	16	22	28	22	22	22	22	27	27	30	22	25	23	21	12	17	23	27	27	22	24	29	33	34	30	27	23	22	24	16	18	17	
The New Democratic Party	-	-	-	-	-	7	11	6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sweden Democrats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	4	4	4	5	7	9	10	15	14	14	13	17
Feminist Initiative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	0	0	0	2	2	2	2	1	
Other parties	1	1	2	2	3	6	2	3	3	3	3	4	2	2	2	3	3	3	5	4	3	2	2	7	3	1	1	3	2	2	4	3	3	3	
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	100	100	100	100	100	100
No party	9	12	10	12	15	11	8	8	5	9	11	13	7	11	10	11	7	10	11	10	8	9	7	9	7	8	9	7	8	11	13	9	8	9	

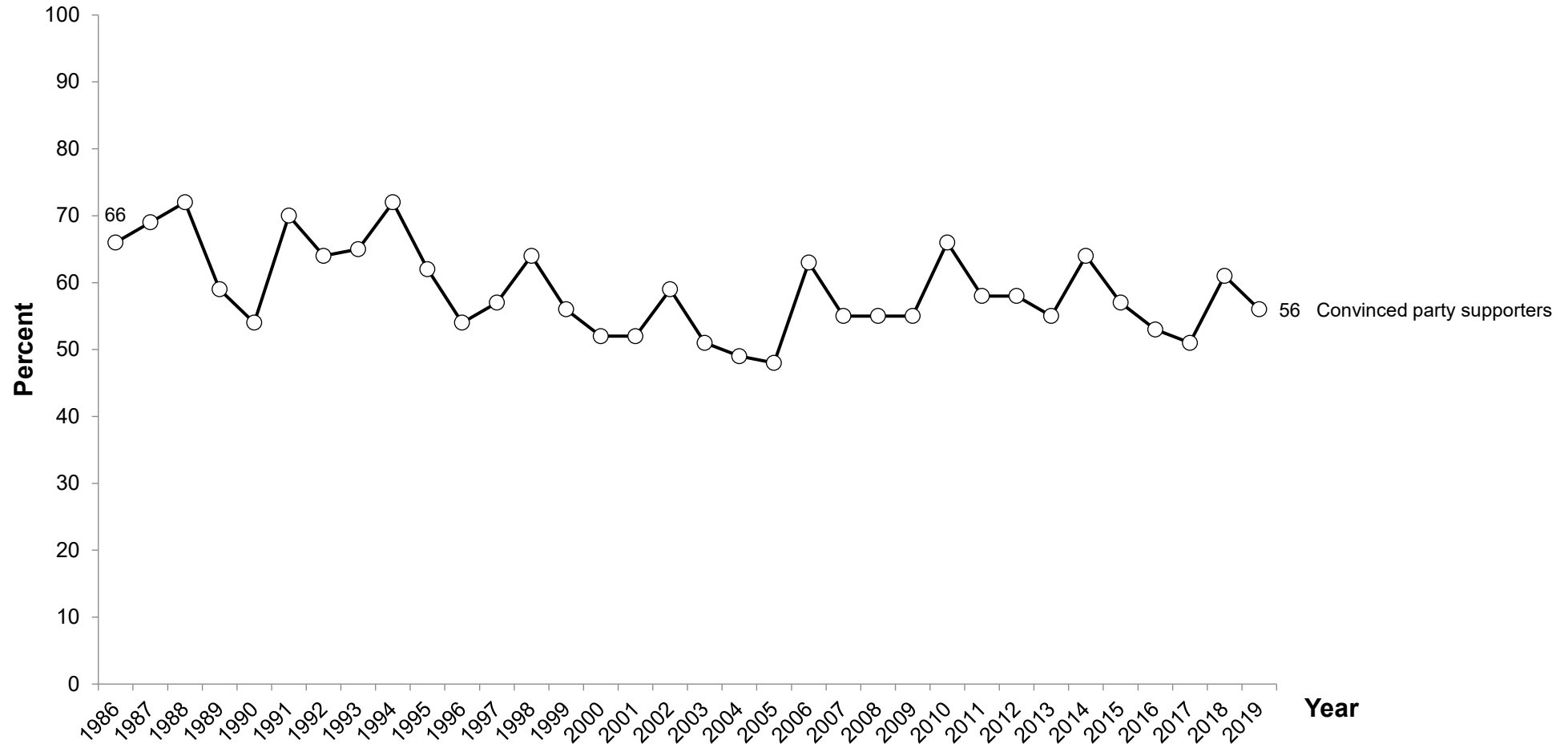
Comment: The results are unweighted and calculated among eligible voters (18 years or older and Swedish citizens).

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

Source: The National SOM survey 1986–2019



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

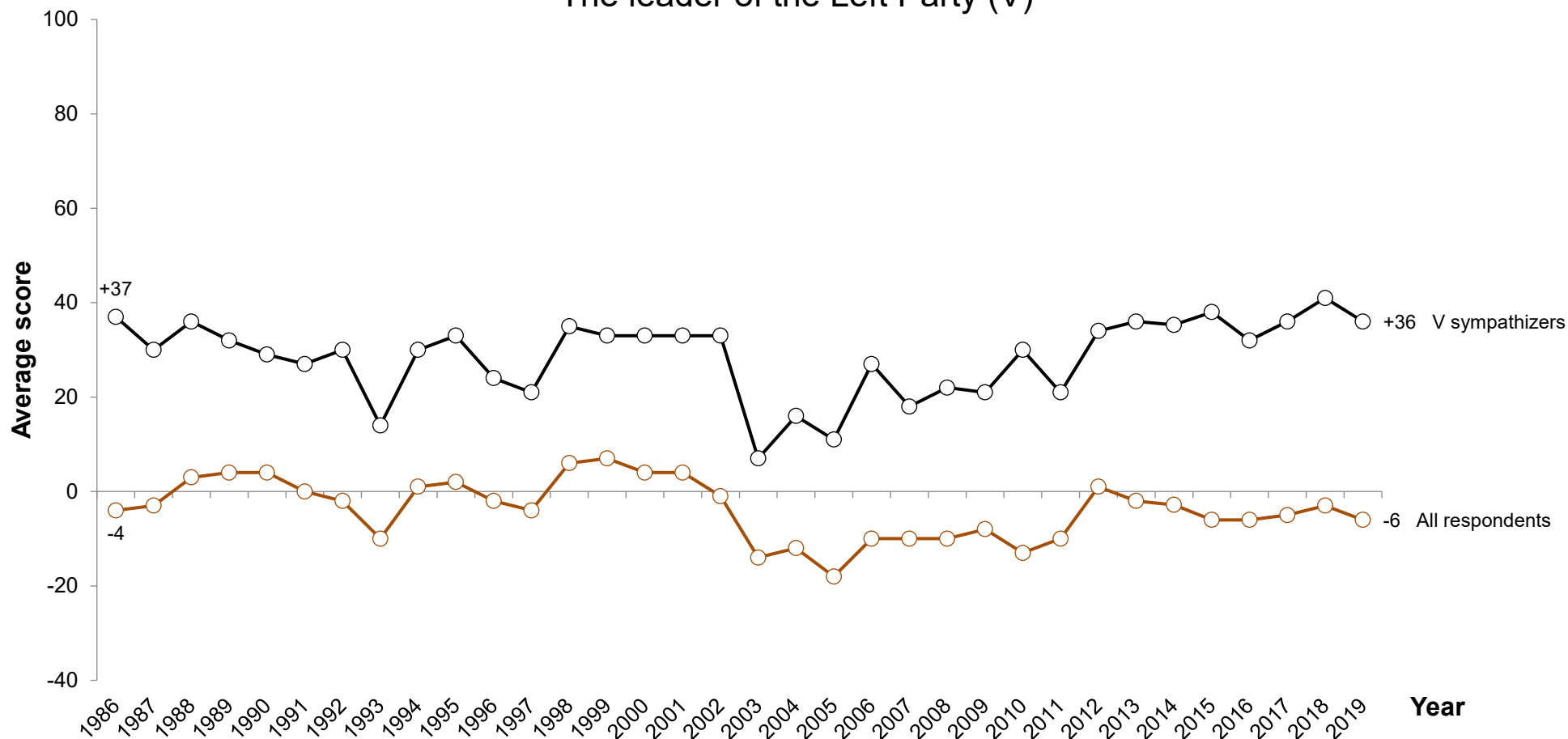
Question: "Do you consider yourself a convinced supporter of your party?"

Source: The National SOM survey 1986–2019



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").

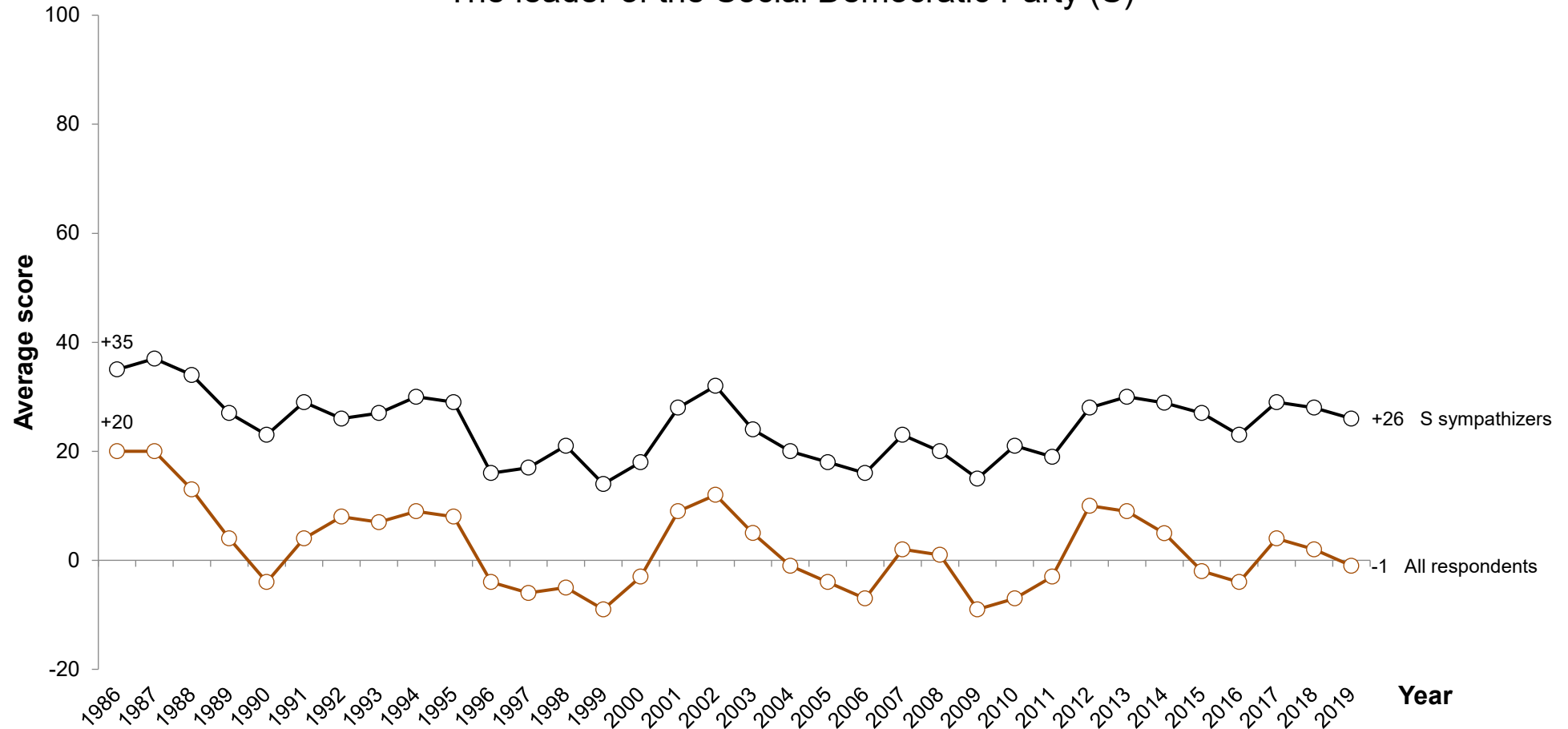
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2019



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").

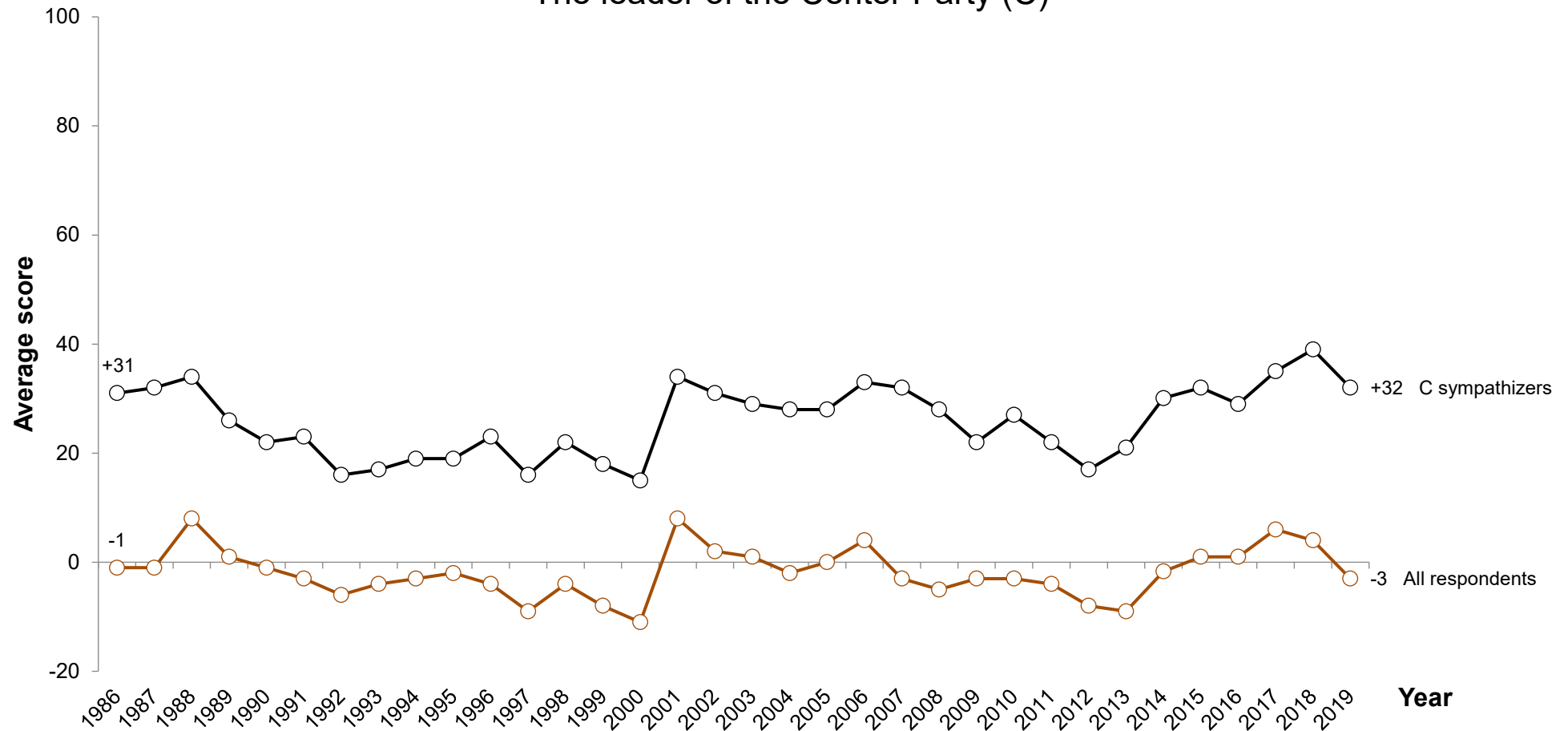
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2019



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").

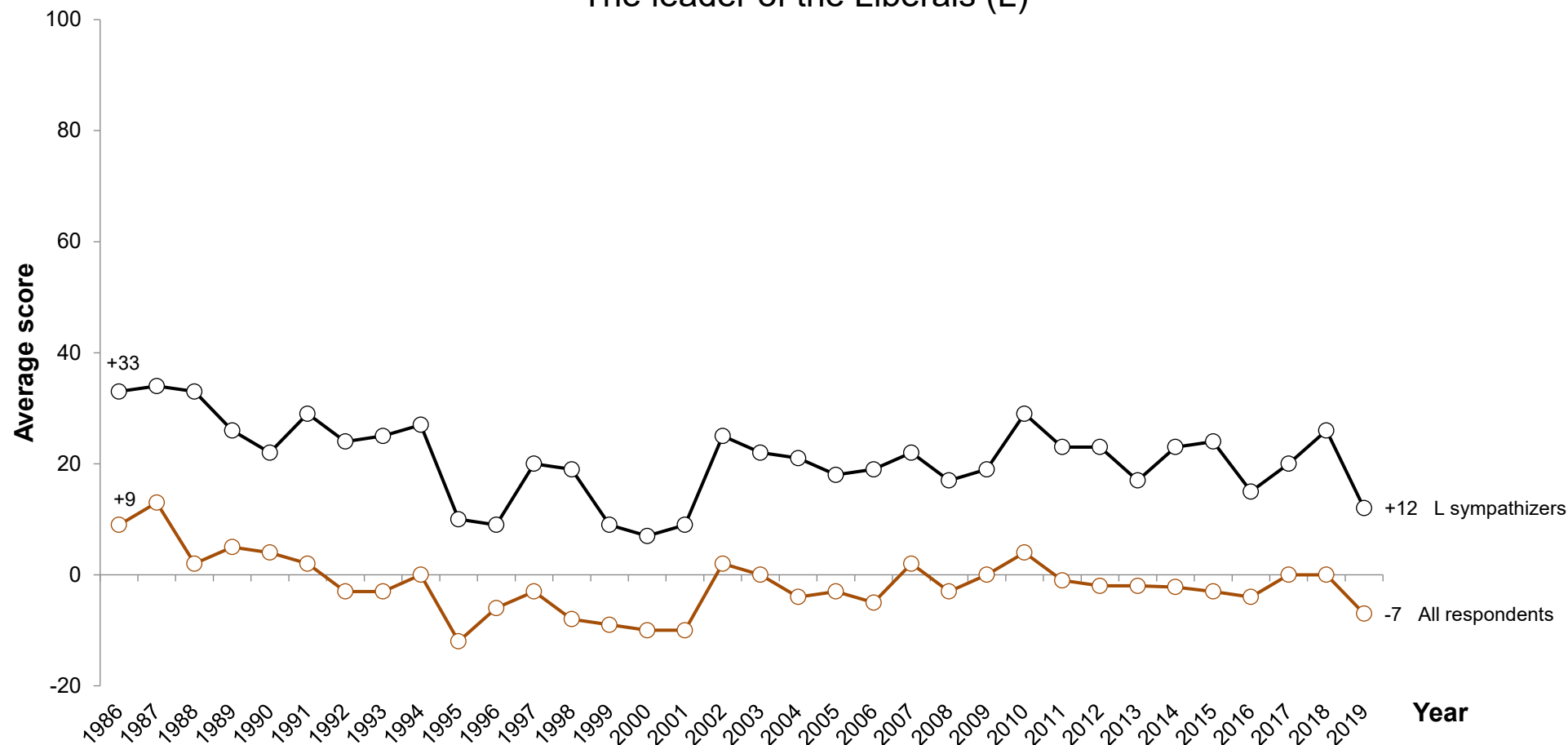
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2019



VOTER ASSESSMENTS OF THE PARTY LEADERS

The leader of the Liberals (L)



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").

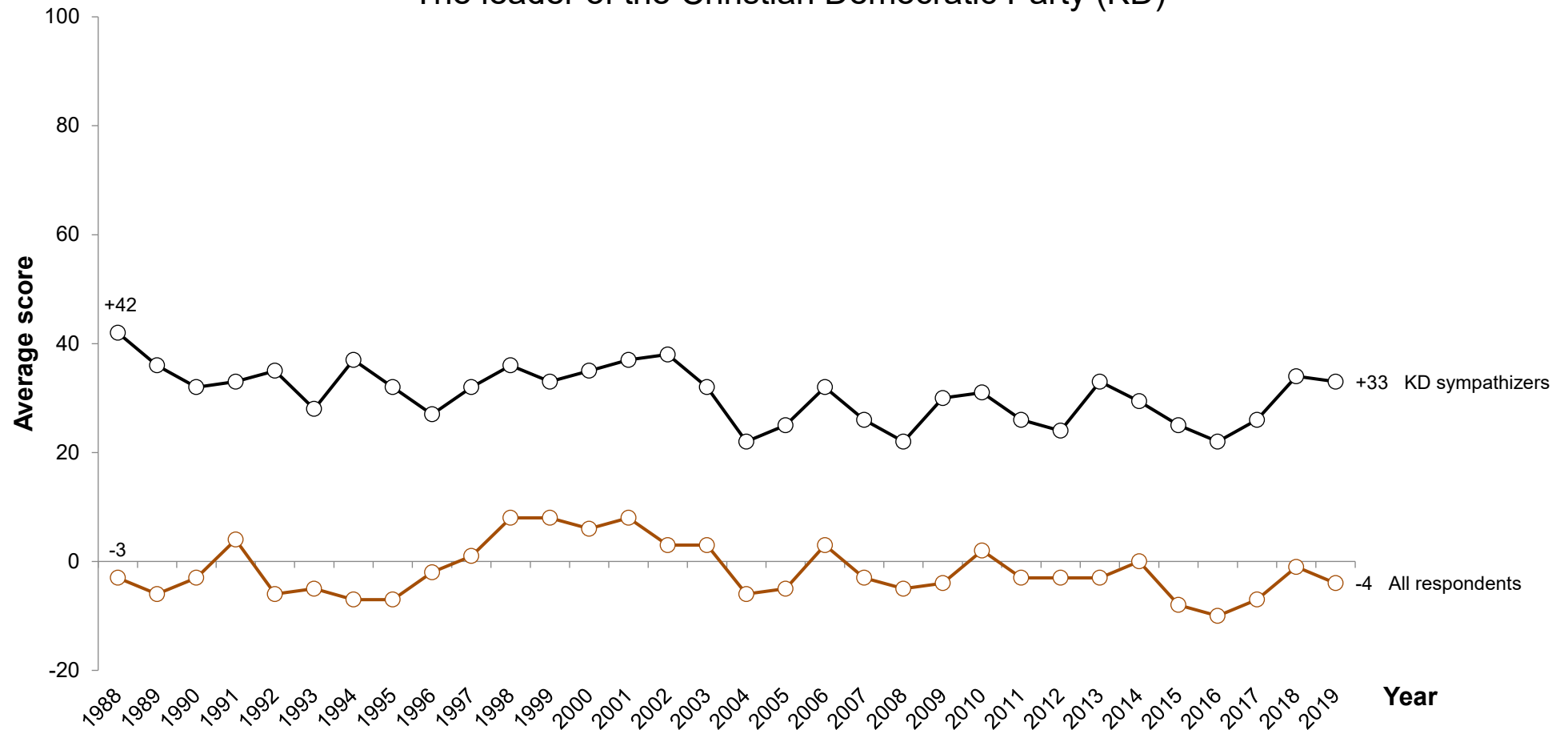
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2019



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").

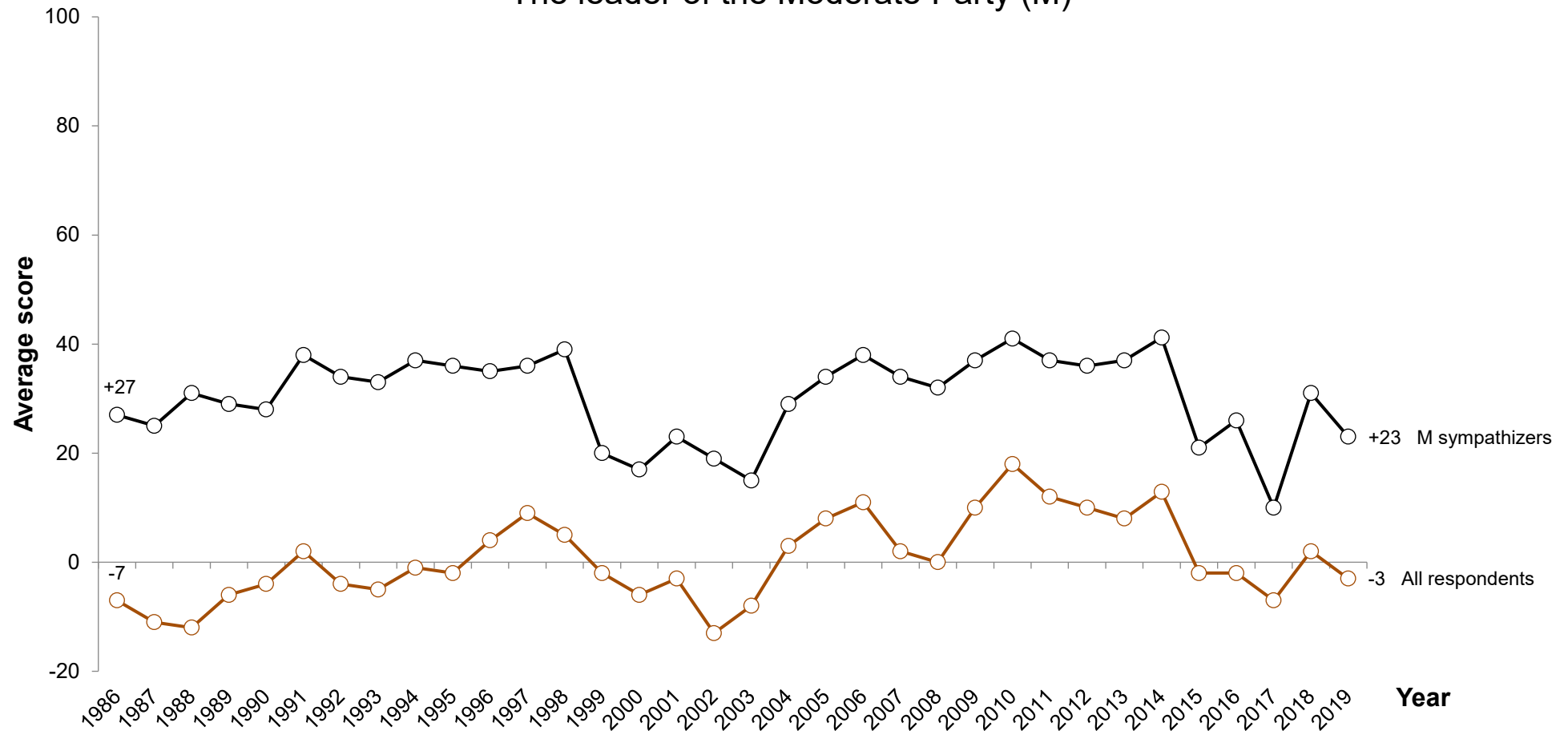
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1988–2019



VOTER ASSESSMENTS OF THE PARTY LEADERS

The leader of the Moderate Party (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").

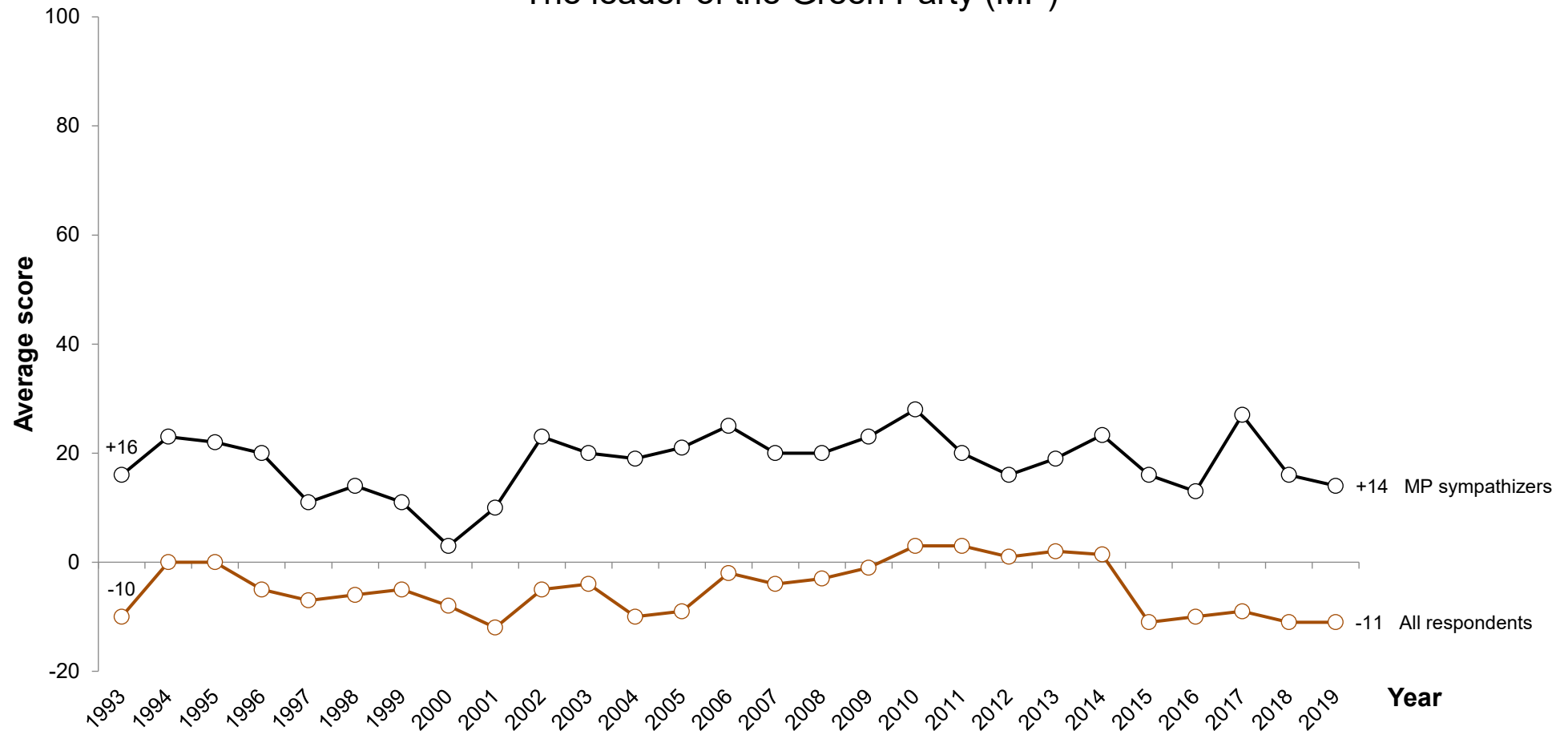
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2019



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").

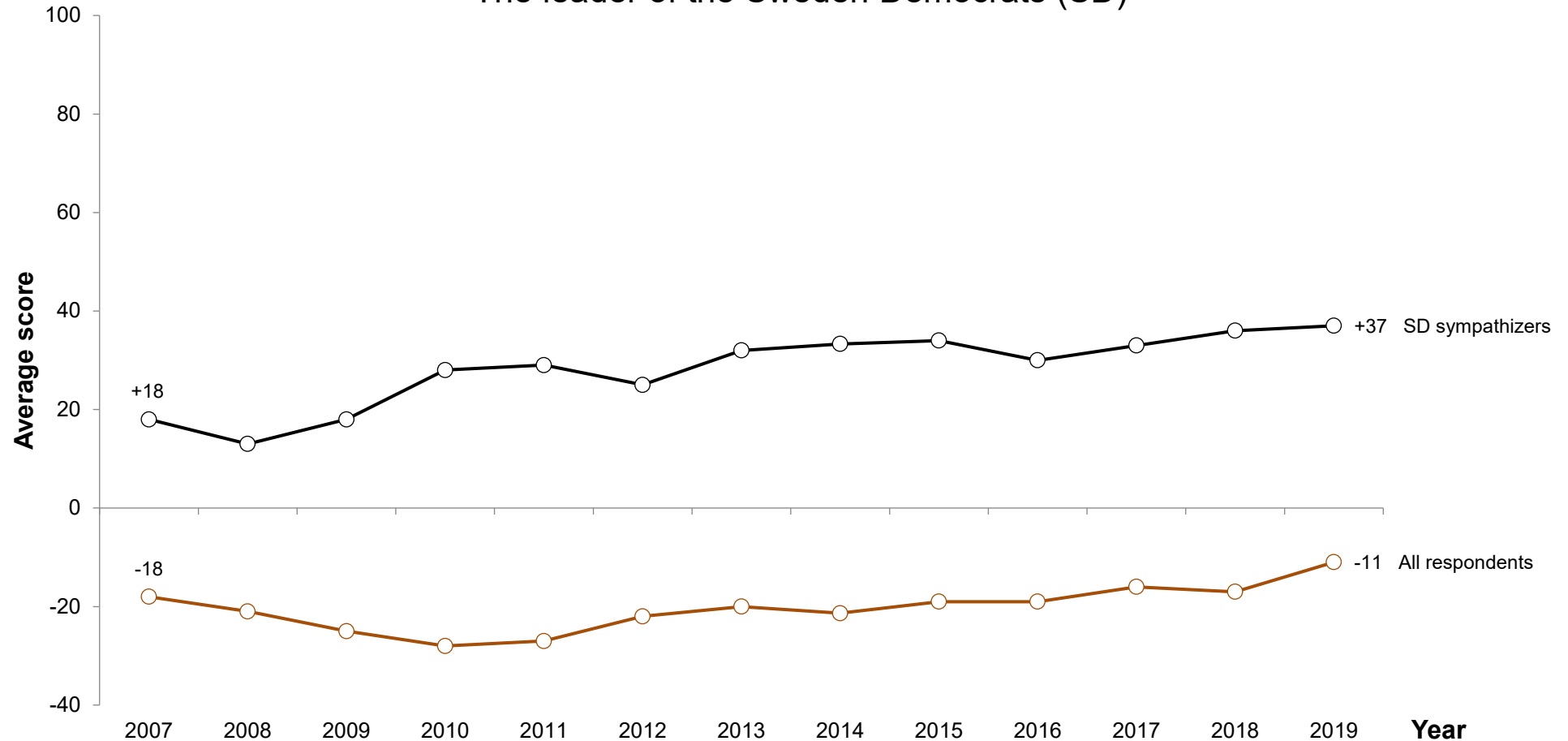
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1993–2019



VOTER ASSESSMENTS OF THE PARTY LEADERS

The leader of the Sweden Democrats (SD)



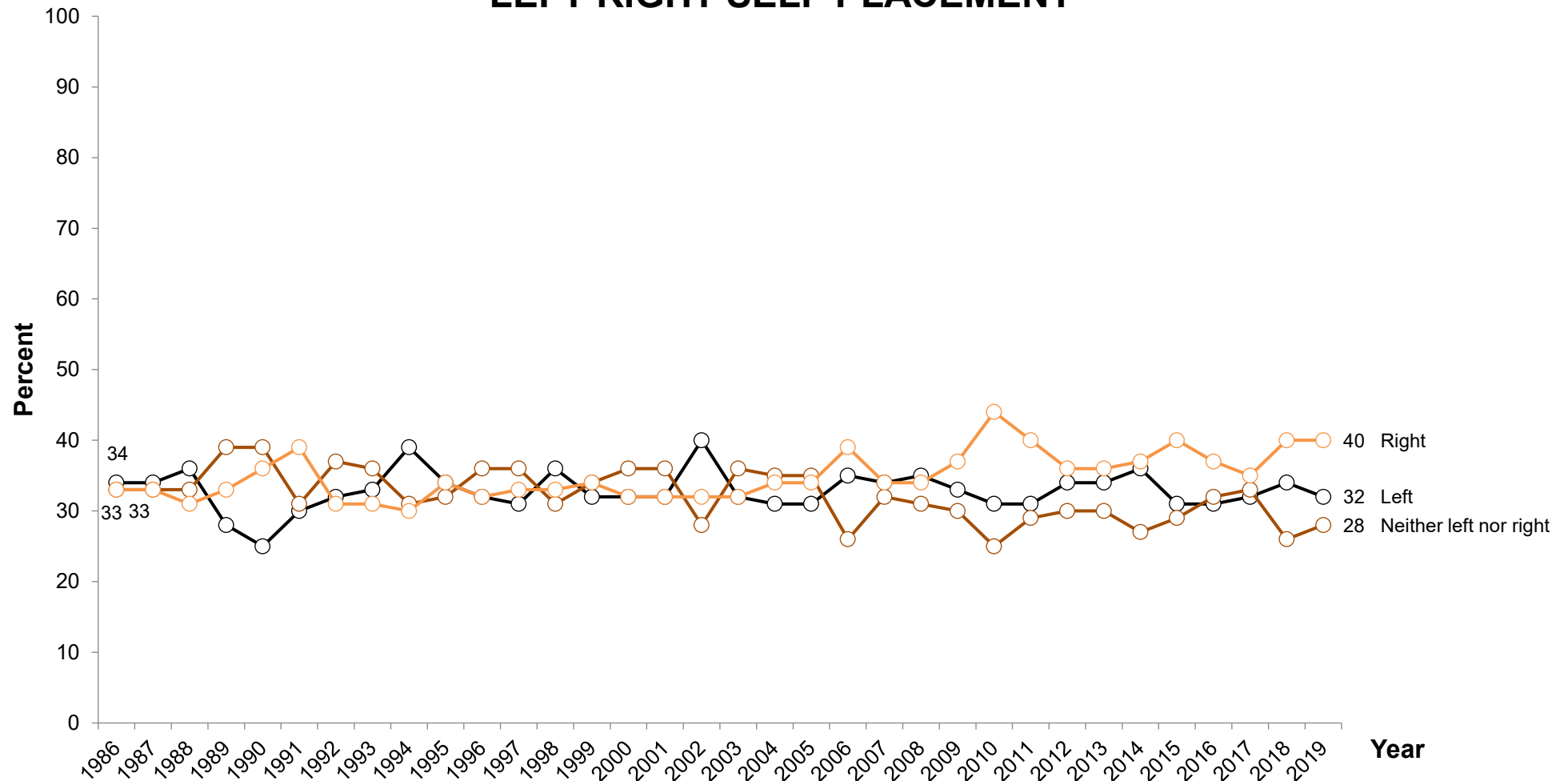
Comment: The results are based on answers on a dislike-like scale running between -5 ("Dislike") and +5 ("Like"). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 ("Dislike") and +50 ("Like").

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 2007–2019



LEFT-RIGHT SELF PLACEMENT



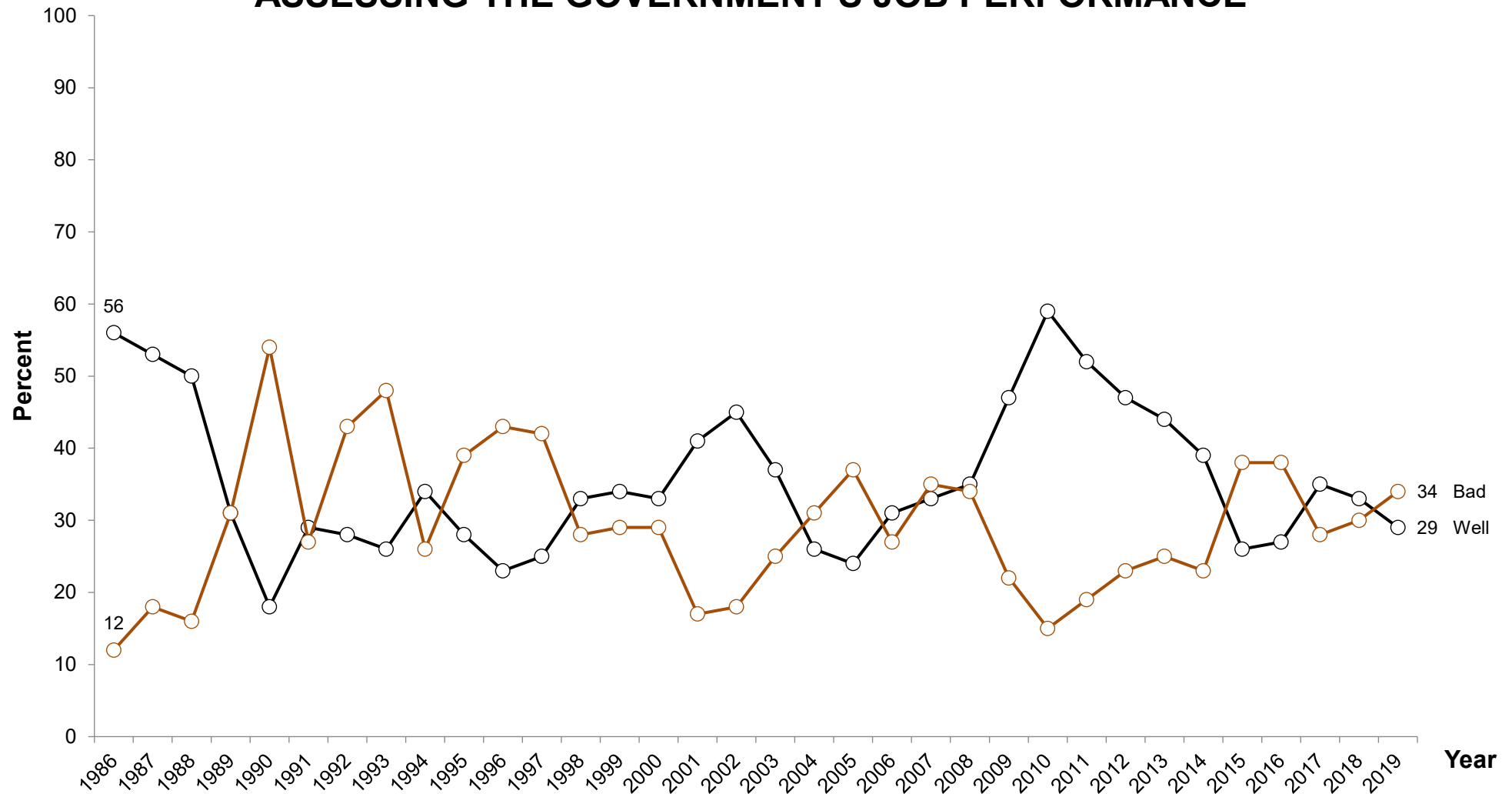
Comment: Five response alternatives to the question asked: "Clearly to the left; Somewhat to the left; Neither to the left, nor to the right; Somewhat to the right; Clearly to the right".

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 1986–2019



ASSESSING THE GOVERNMENT'S JOB PERFORMANCE



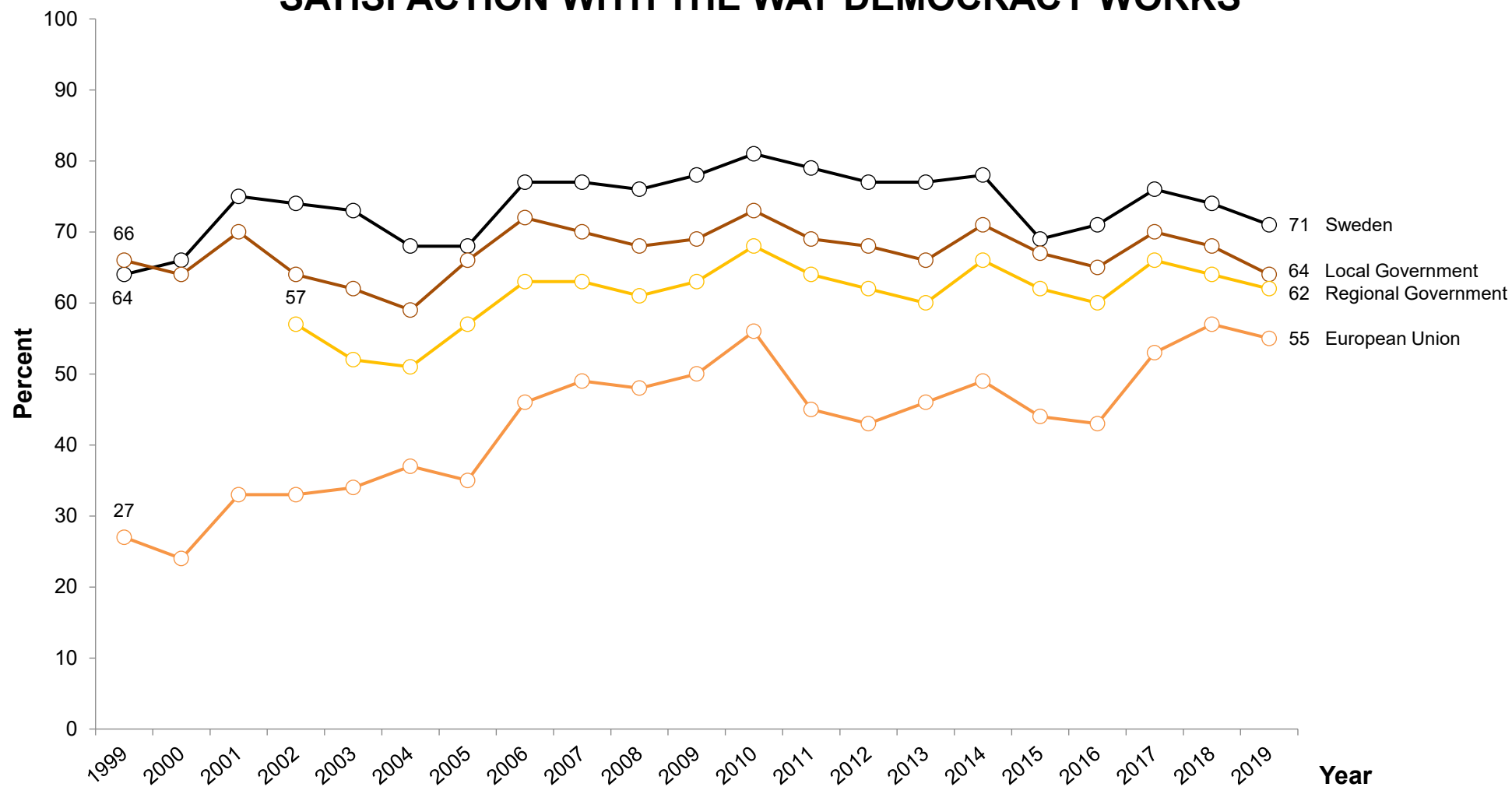
Comment: Five response alternatives to the question asked: "Very well; Fairly well; Neither well, nor badly; Fairly badly; Very badly". The results show percent respondents answering "Very" or "Fairly well/bad".

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

Source: The National SOM survey 1986–2019



SATISFACTION WITH THE WAY DEMOCRACY WORKS



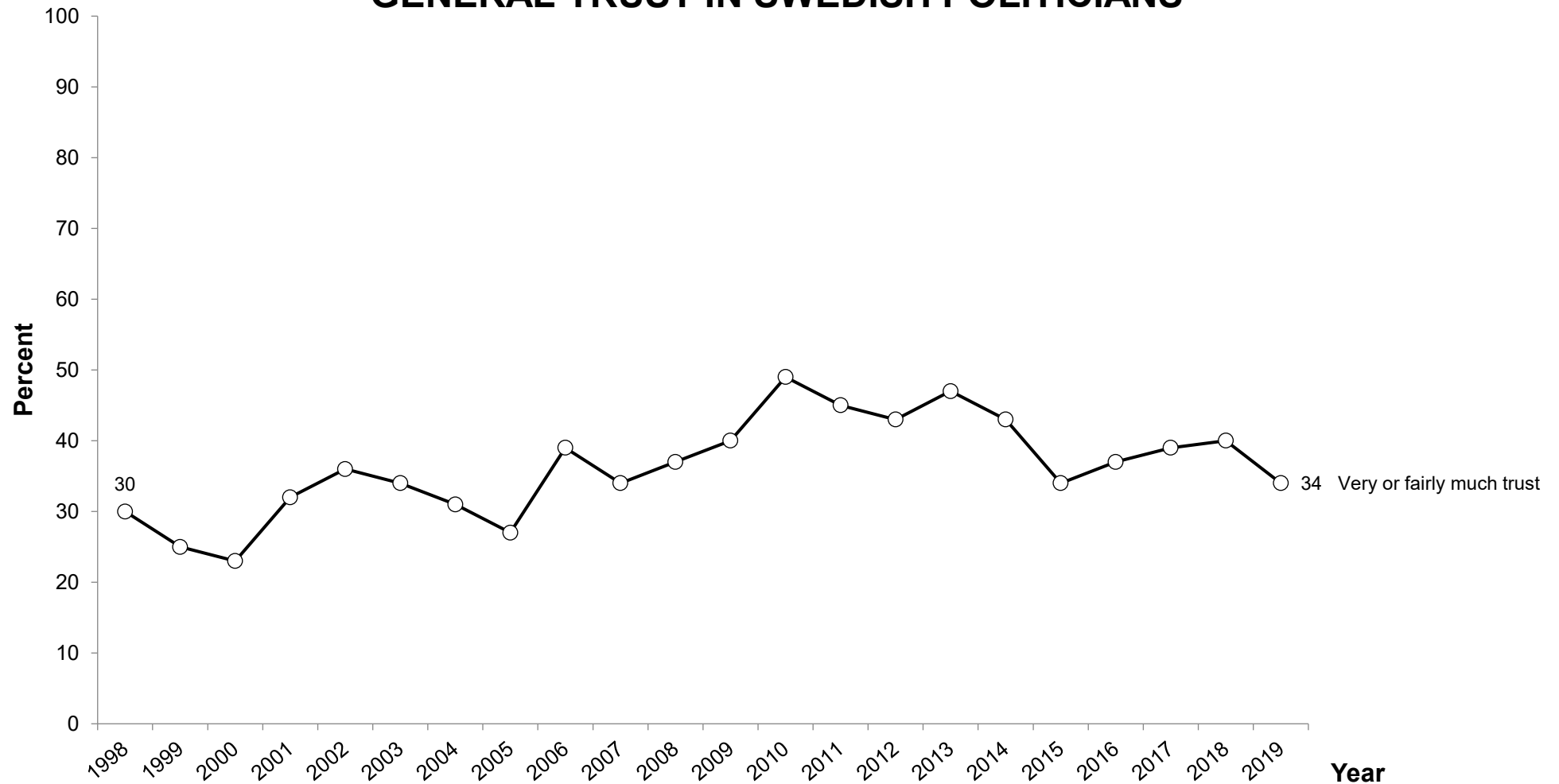
Comment: Four response alternatives to the question asked: "Very satisfied; fairly satisfied; Not very satisfied; Not at all satisfied". The results show percentages responding "Very" or "Fairly satisfied" among people answering the questions.

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

Source: The National SOM survey 1999–2019



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.

Question: "In general, how much do you trust Swedish politicians?"

Source: The National SOM survey 1998–2019



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POLITICAL ISSUES



MOST IMPORTANT ISSUES (Percent)

Är	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	2014	2015	2016	2017	2018	2019
Integration/immigration	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	27	53	45	43	38	38
Healthcare	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	33	24	29	37	45	37
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	4	5	12	17	16	28
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	40	29	34	30	34	28
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	12	11	9	10	16	24
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	12	12	12	15	14	15
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	18	13	14	14	15	14
Labor market	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	24	21	13	9	7	5
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	7	7	6	4	4	5
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	4	3	3	5	5	4
Housing/Construction	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	3	7	6	5	4	3
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	2	3	2	3	3	3
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	3	3	2	3	3	3
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	4	3	4	3	2	2
Governance	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	2	3	2	2	2	2
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	6688	3431	4829	4908	5344	5368	5028

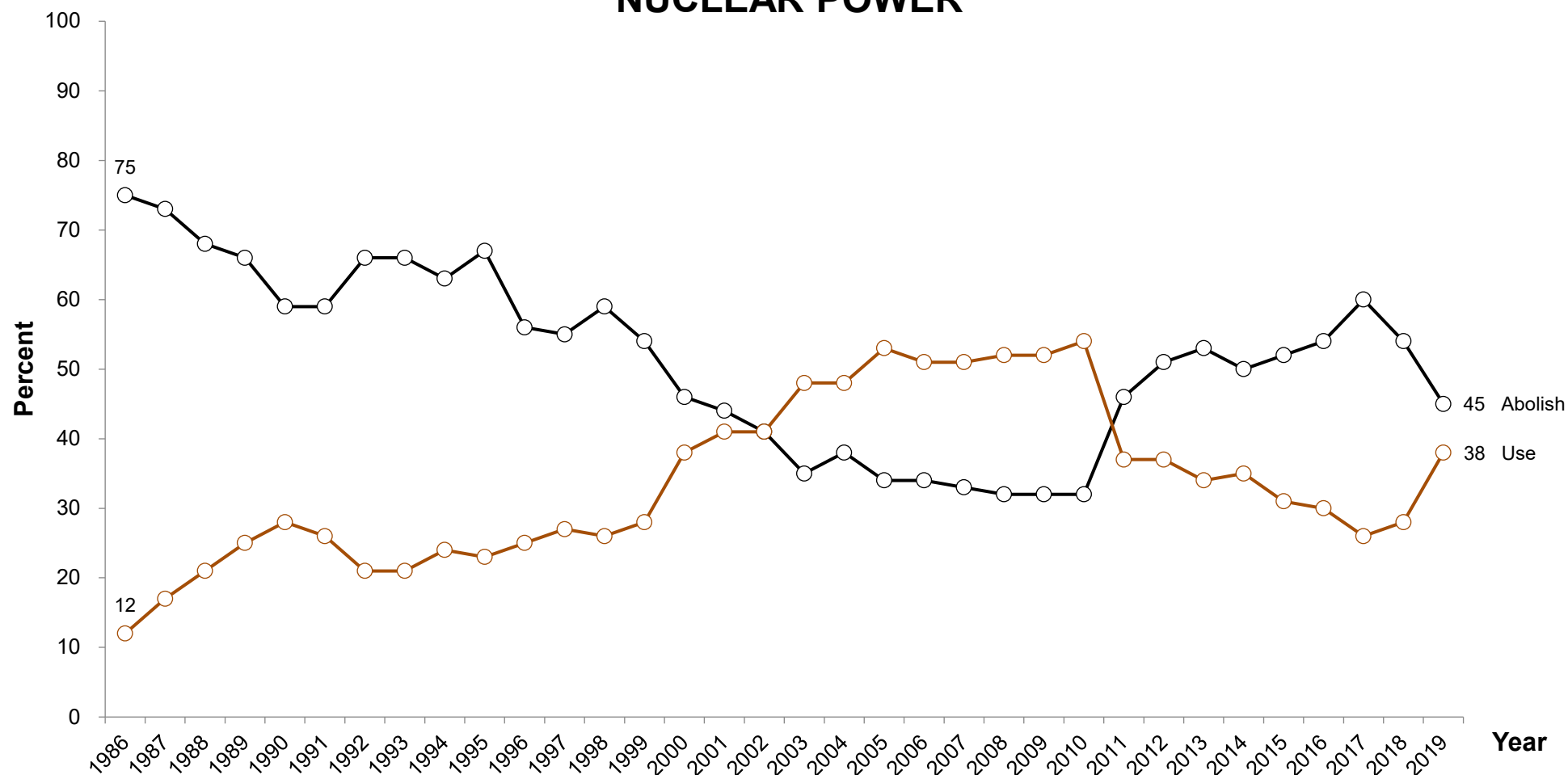
Comment: The percentages are based on all respondents. The respondents were asked to provide a maximum of three issues/societal problems in an open-ended question.

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

Source: The National SOM survey 1987–2019



NUCLEAR POWER



Comment: 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". Percentages are based on respondents who answered the question.

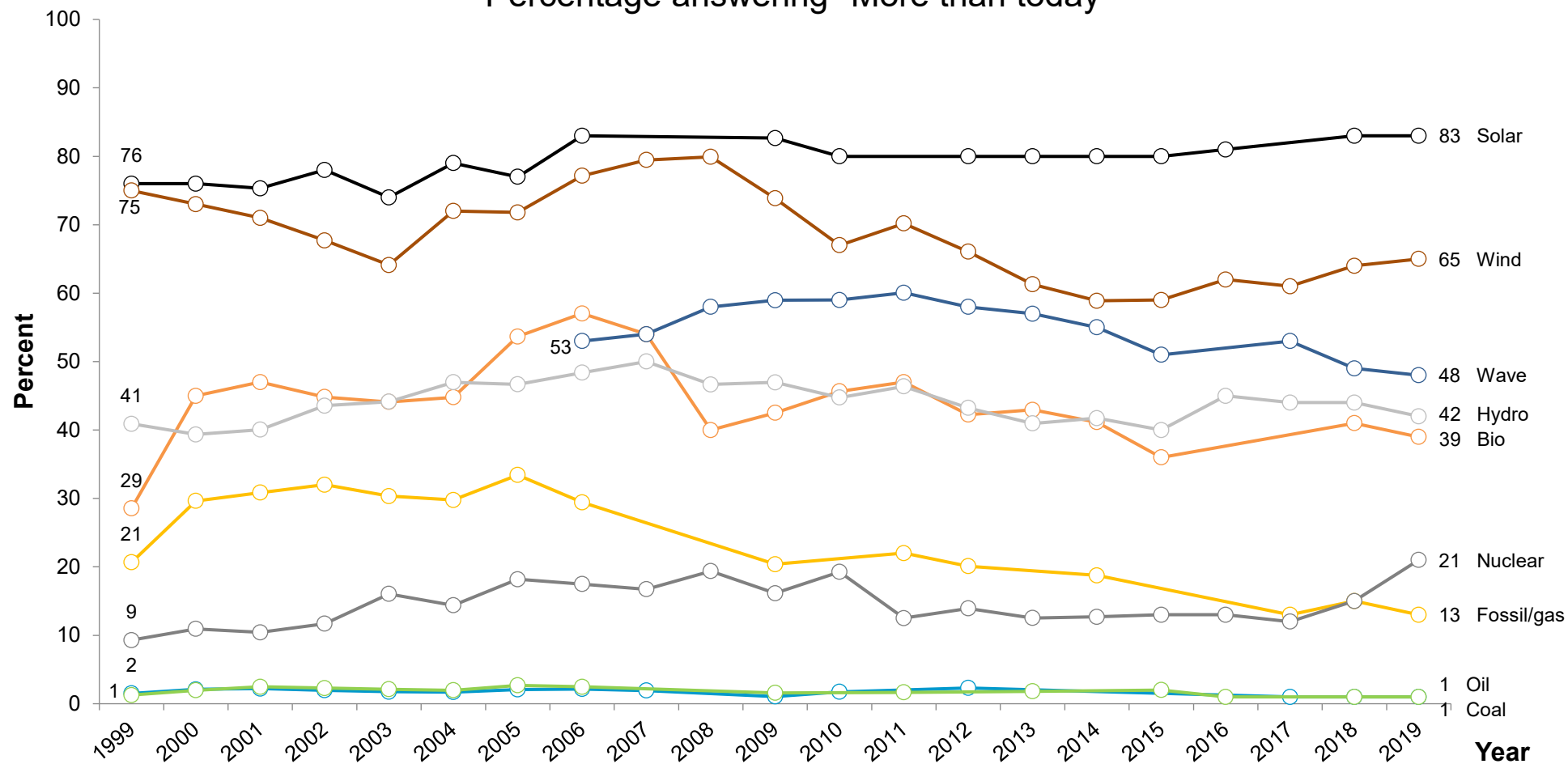
Question: "What is your view on the long term use of nuclear power as an energy source in Sweden?"

Source: The National SOM survey 1986–2019



INVEST IN DIFFERENT ENERGY SOURCES

Percentage answering "More than today"



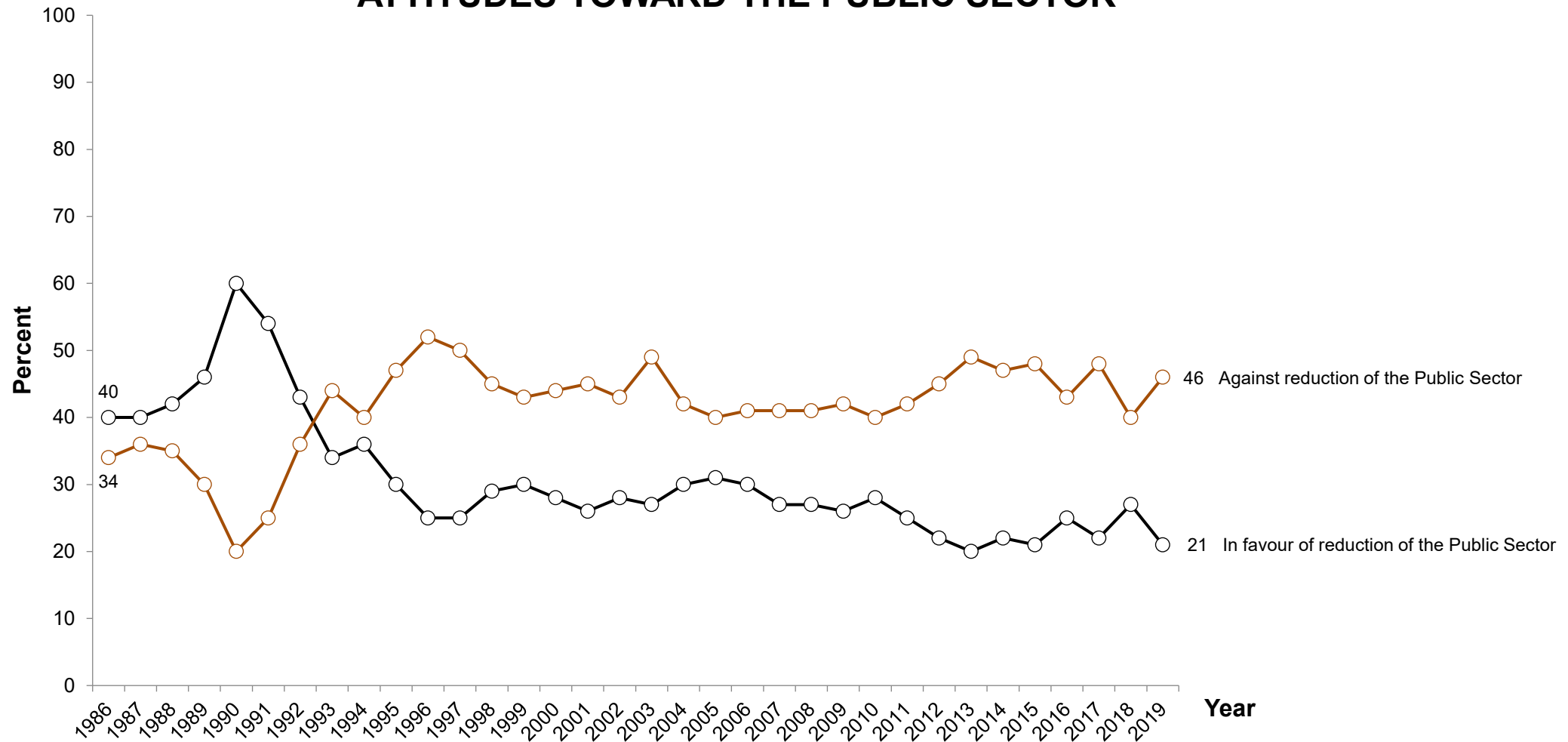
Comment: Five response alternatives to the question asked: "More than today; About the same as today; Less than today; Abolish/Give up the energy source completely; No opinion". All respondents who answered each question are included in the percentage base.

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

Source: The National SOM survey 1999–2019



ATTITUDES TOWARD THE PUBLIC SECTOR



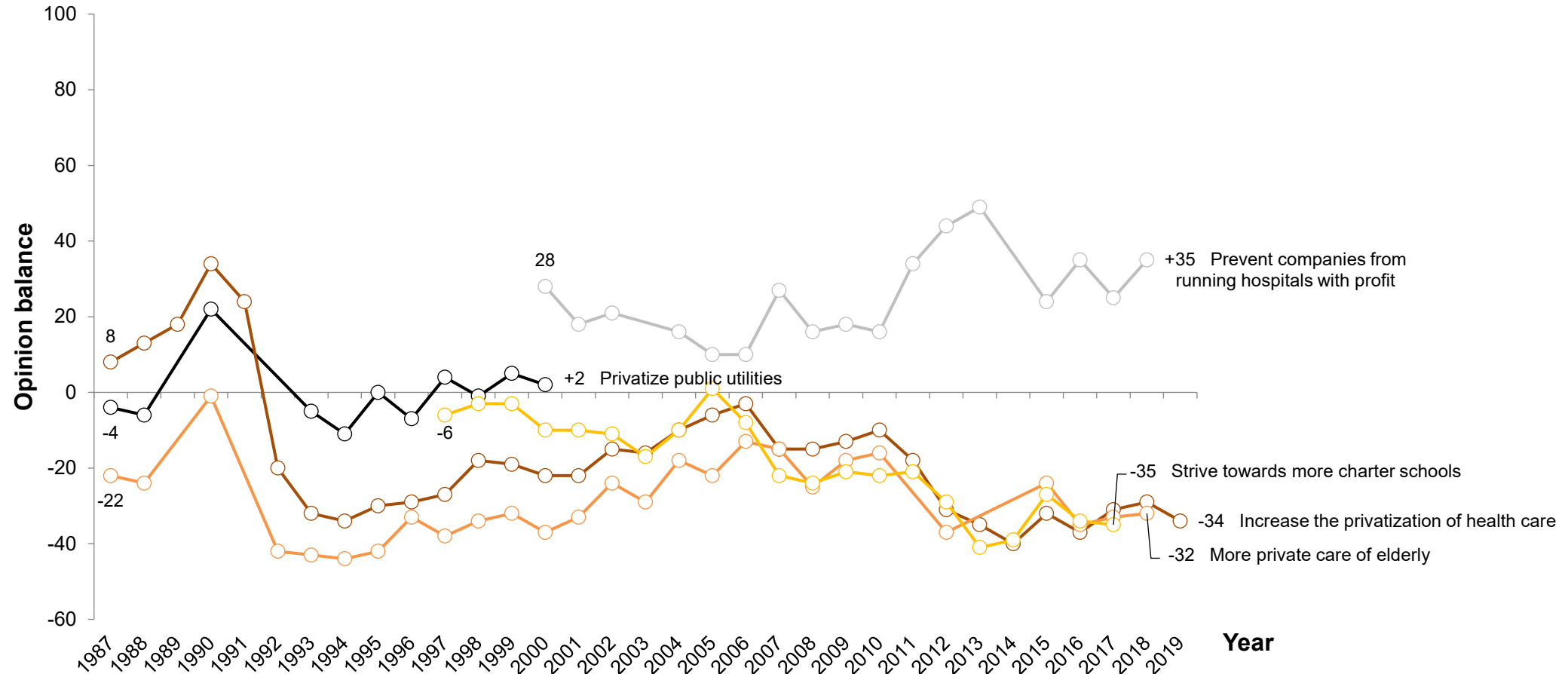
Comment: All respondents who answered any item in the battery of questions are included in the percent calculations. Six response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal".

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

Source: The National SOM survey 1986–2019



ATTITUDES TOWARDS PROPOSALS FOR PRIVATIZATION IN SWEDEN



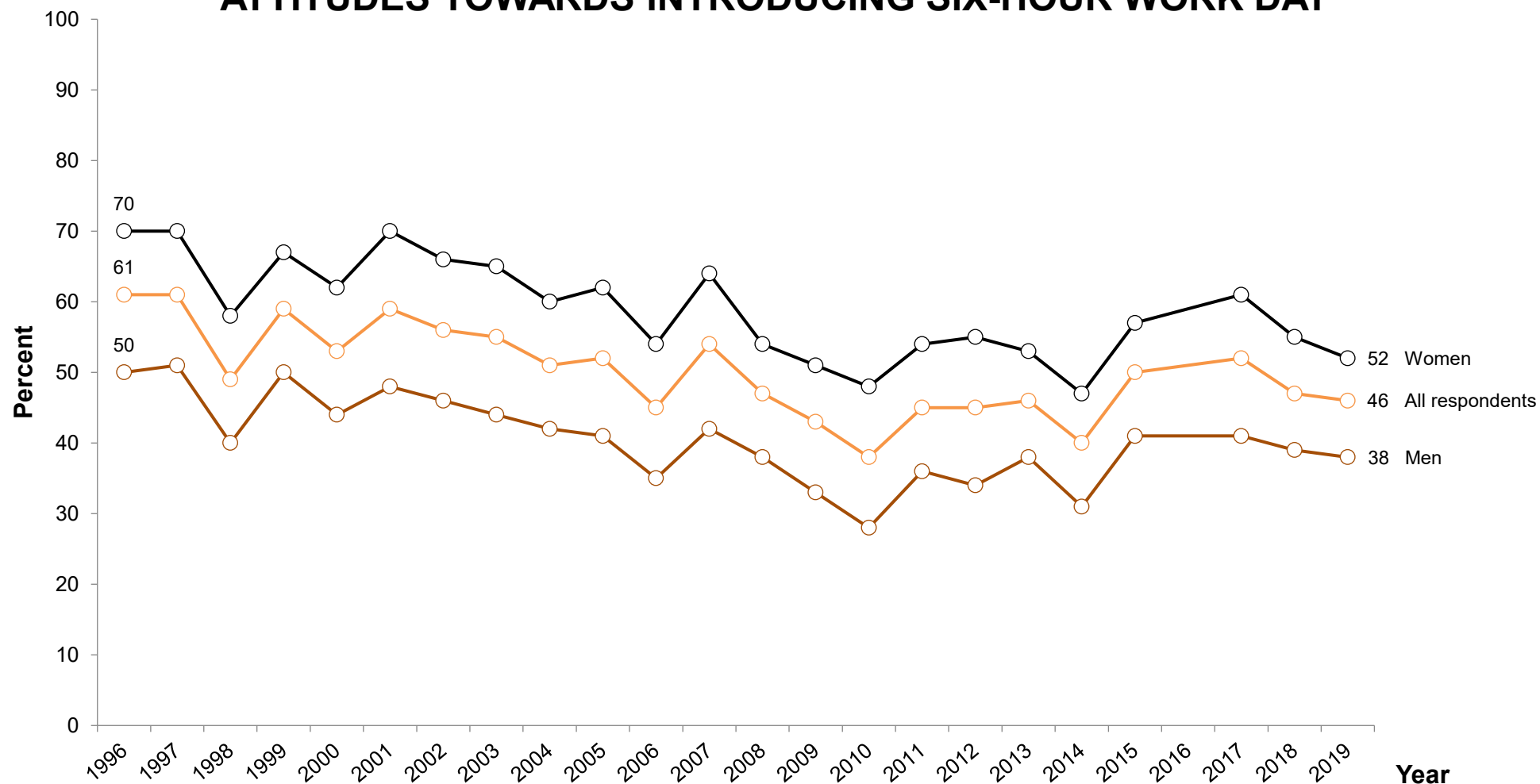
Comment: In all four cases response alternatives were: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results are percent in favour of a proposal minus percent opposed (opinion balance)

Question: "Convert public utilites 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 resourses to charter schools".

Source: The National SOM survey 1987–2019



ATTITUDES TOWARDS INTRODUCING SIX-HOUR WORK DAY



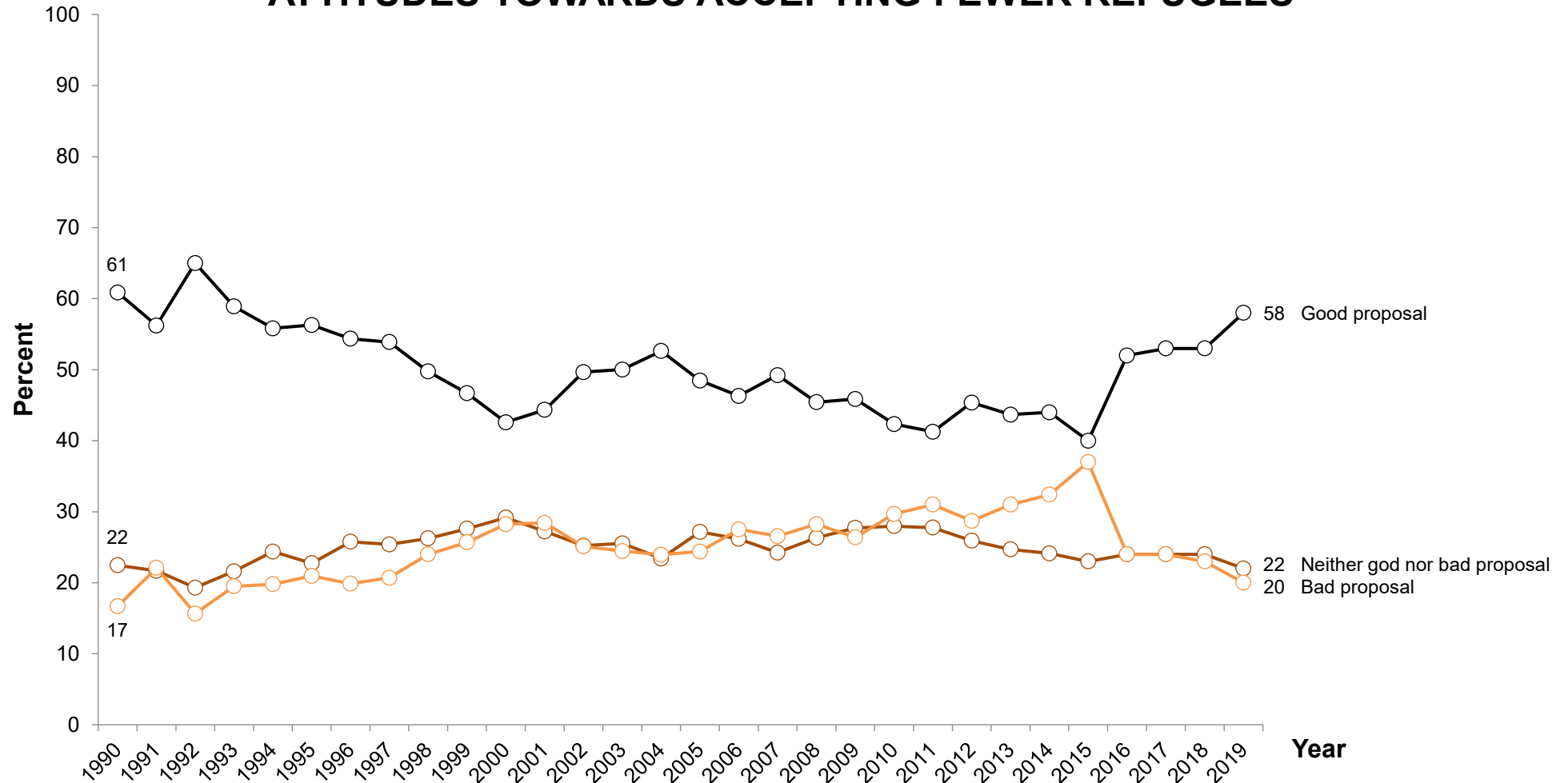
Comment: Five response alternatives to the question asked: "Very good idea; fairly good idea; Neither good, nor bad idea; Fairly bad idea; Very bad idea". The results show percent respondents answering "Very good" or "Fairly good" among women and men. The percentages are based on the number of respondents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

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

Source: The National SOM survey 1996–2019



ATTITUDES TOWARDS ACCEPTING FEWER REFUGEES



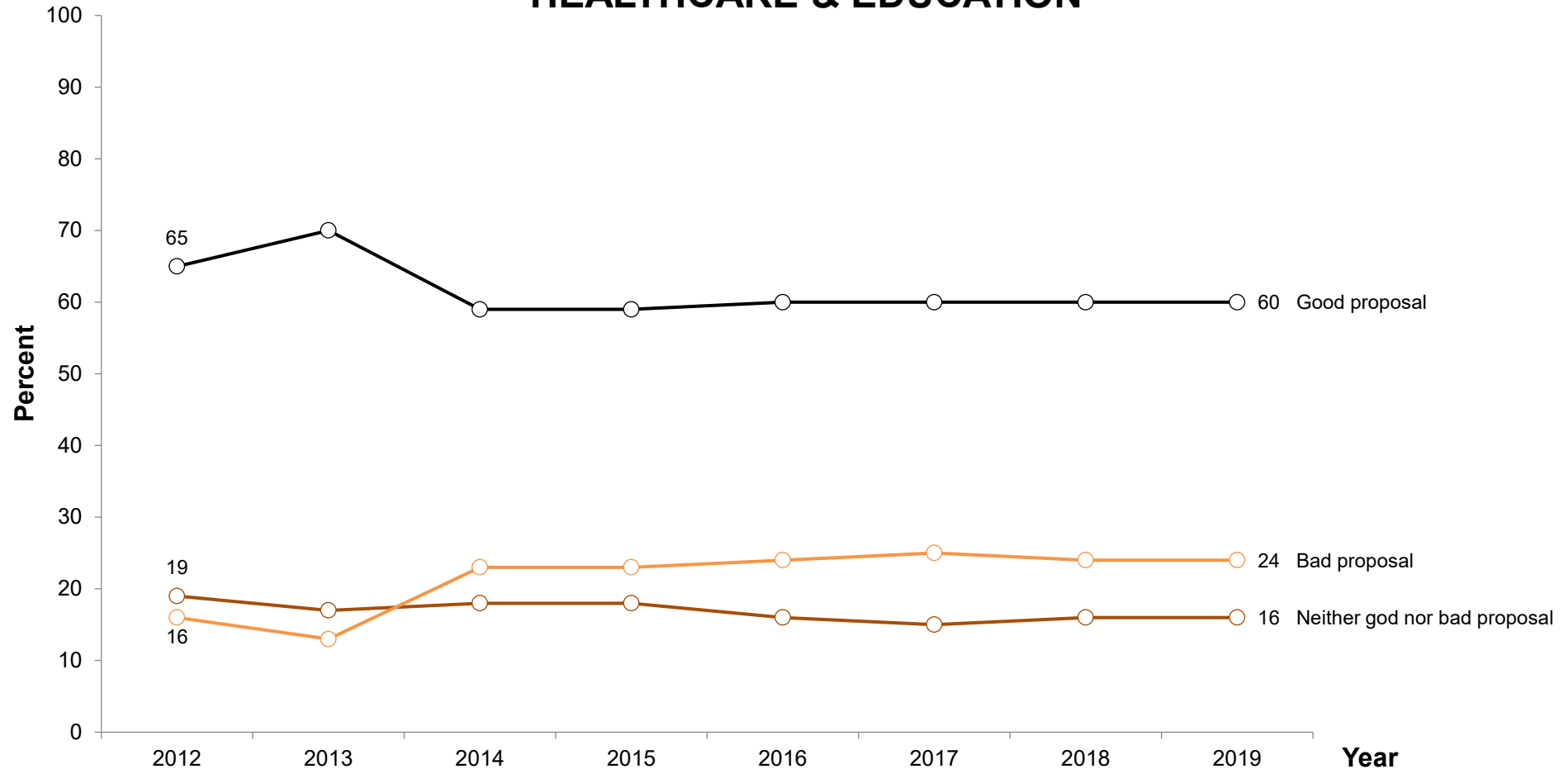
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very good/bad" or "Fairly good/bad" among respondents who answered the question.

Question: "Accept fewer refugees into Sweden"

Source: The National SOM survey 1990–2019



PROFIT DISTRIBUTION SHALL NOT BE ALLOWED IN TAX-FUNDED HEALTHCARE & EDUCATION



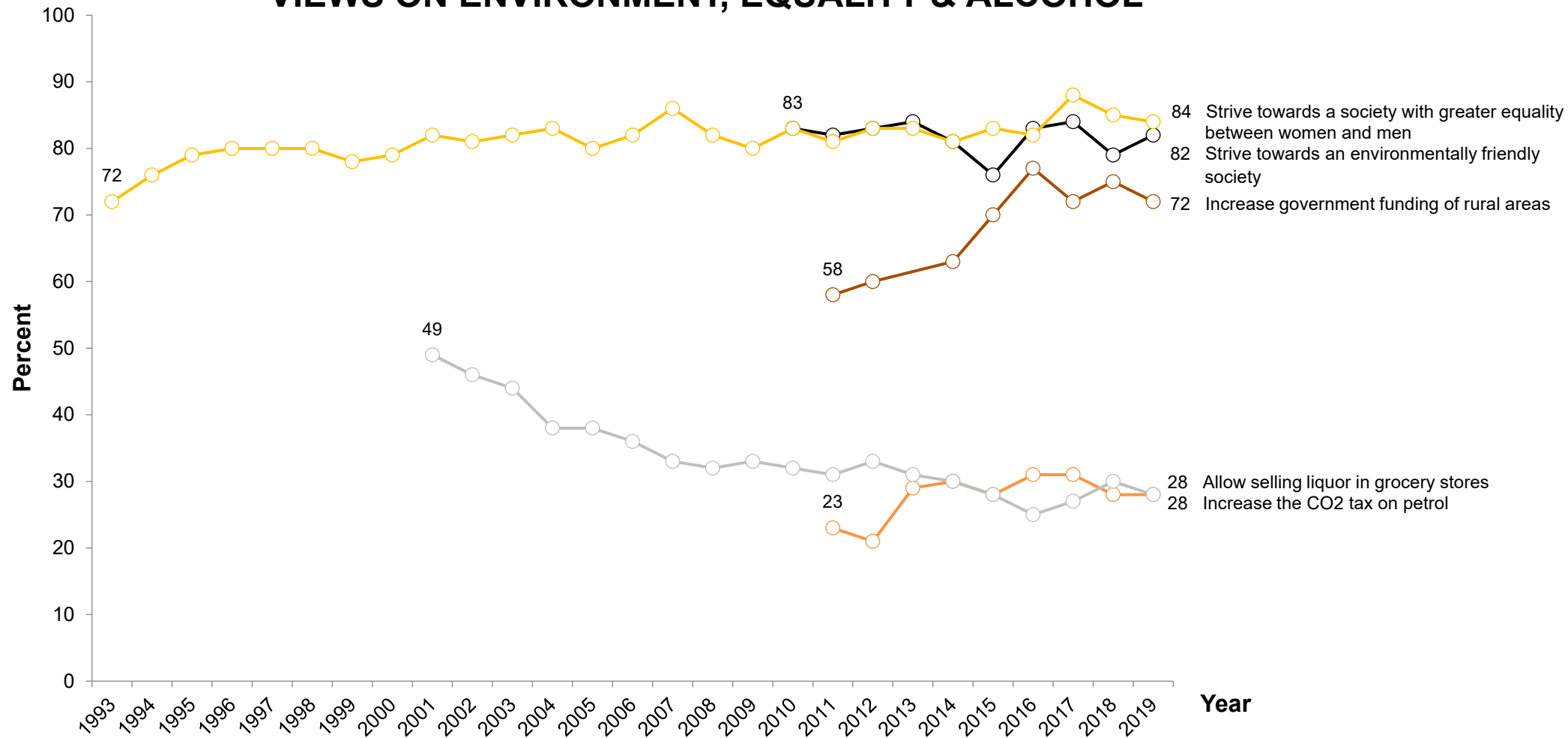
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very good/bad" or "Fairly good/bad" among respondents who answered the question.

Question: "Profit distribution shall not be allowed in tax-funded healthcare and education"

Source: The National SOM survey 2012–2019



VIEWS ON ENVIRONMENT, EQUALITY & ALCOHOL



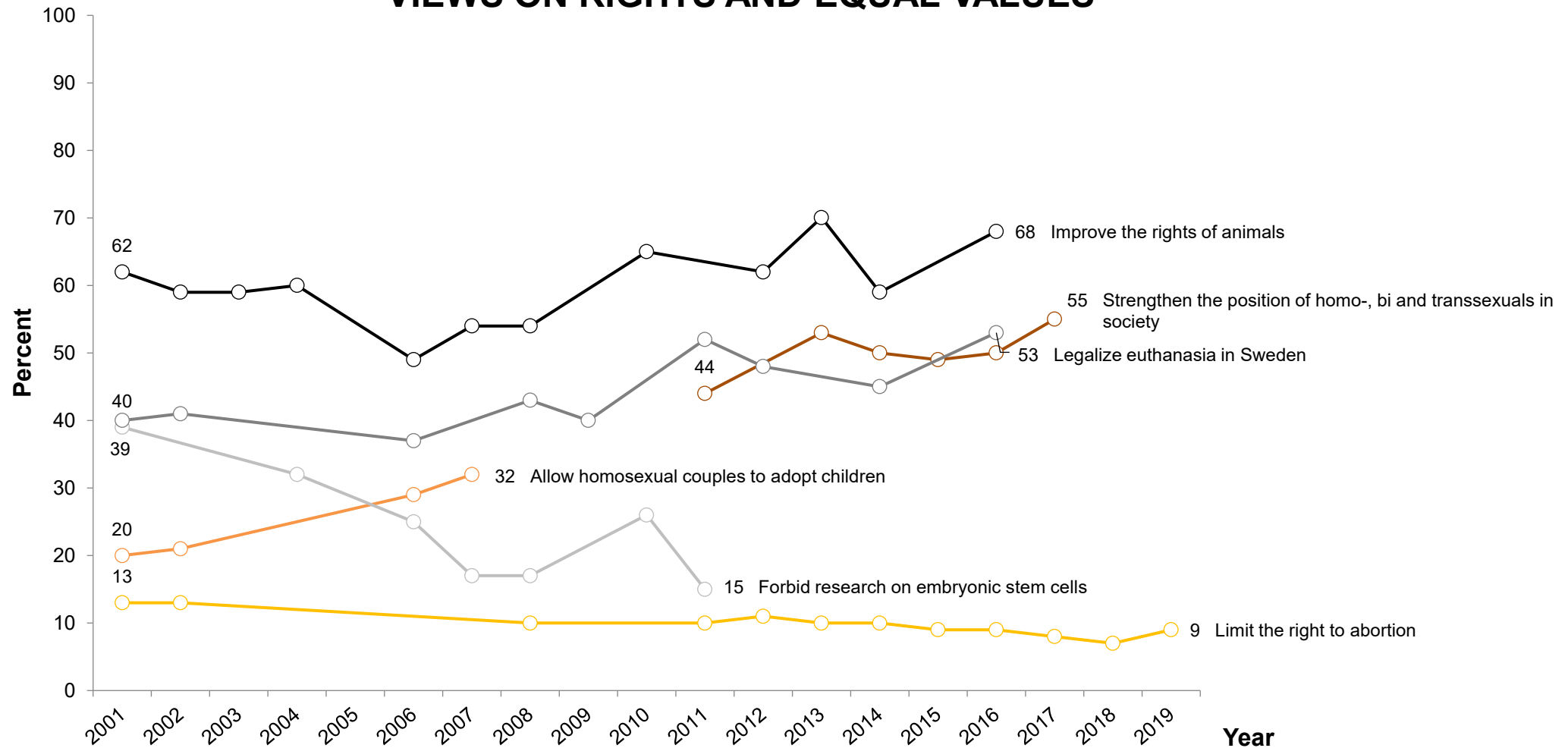
Comment: Six response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal; No opinion". The results show percent answering "Very good" or "fairly good" proposal among persons who answered each item.

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

Source: The National SOM survey 1993–2019



VIEWS ON RIGHTS AND EQUAL VALUES



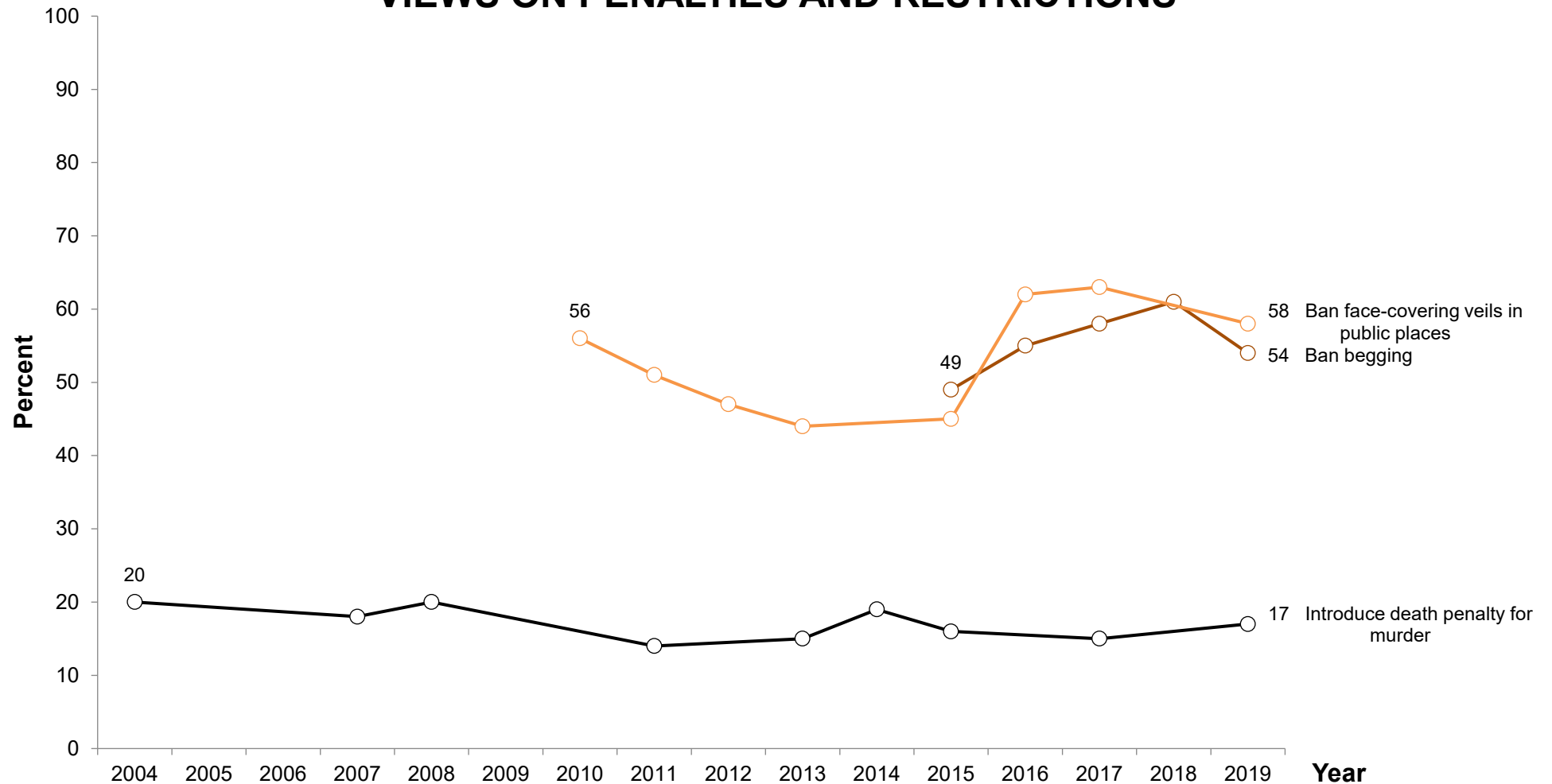
Comment: Six response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal; No opinion". The results show percent answering "Very good" or "fairly good" proposal among persons who answered each item.

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

Source: The National SOM survey 2001–2019



VIEWS ON PENALTIES AND RESTRICTIONS



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 2004–2019



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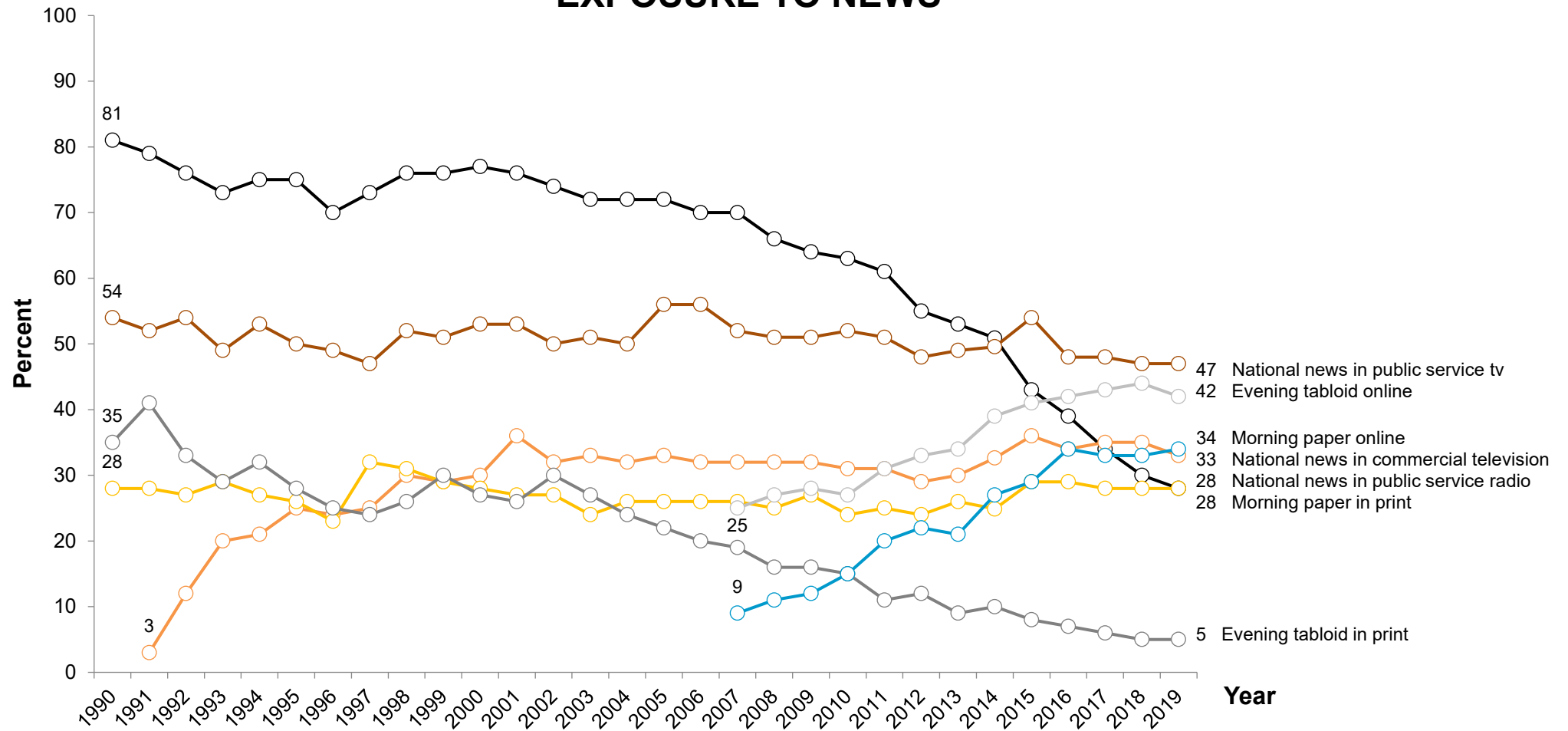


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MEDIA TRENDS



EXPOSURE TO NEWS



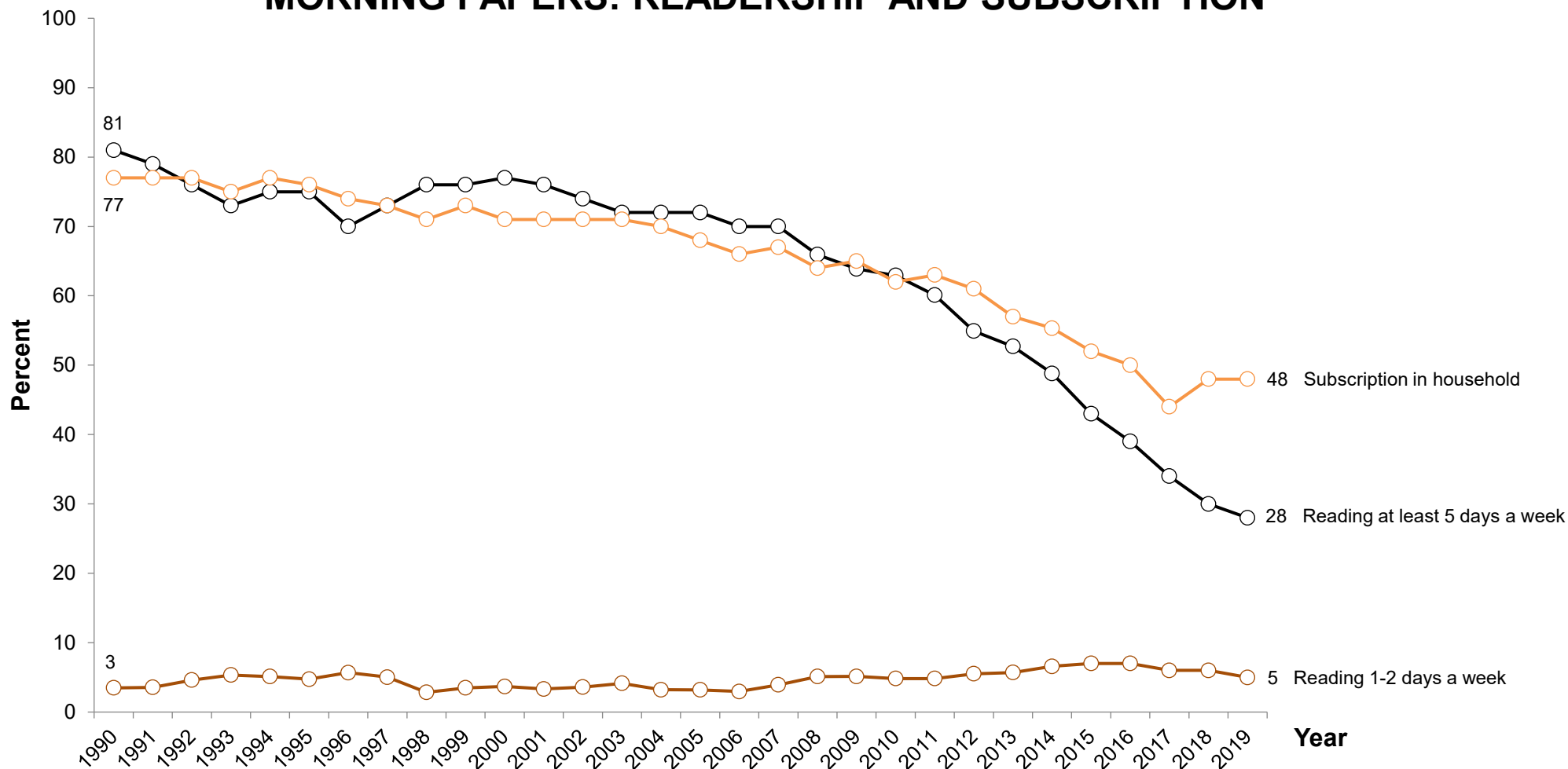
Comment: The results show percent of all respondents reading a morning paper in print at least five days a week, watch the specified television and radio news programs at least five days a week as well as read morning paper online and tabloid at least three days a week. "Morning paper online" includes "Other local morning paper", "Svenska Dagbladet" and "Dagens nyheter."

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 1990–2019



MORNING PAPERS: READERSHIP AND SUBSCRIPTION



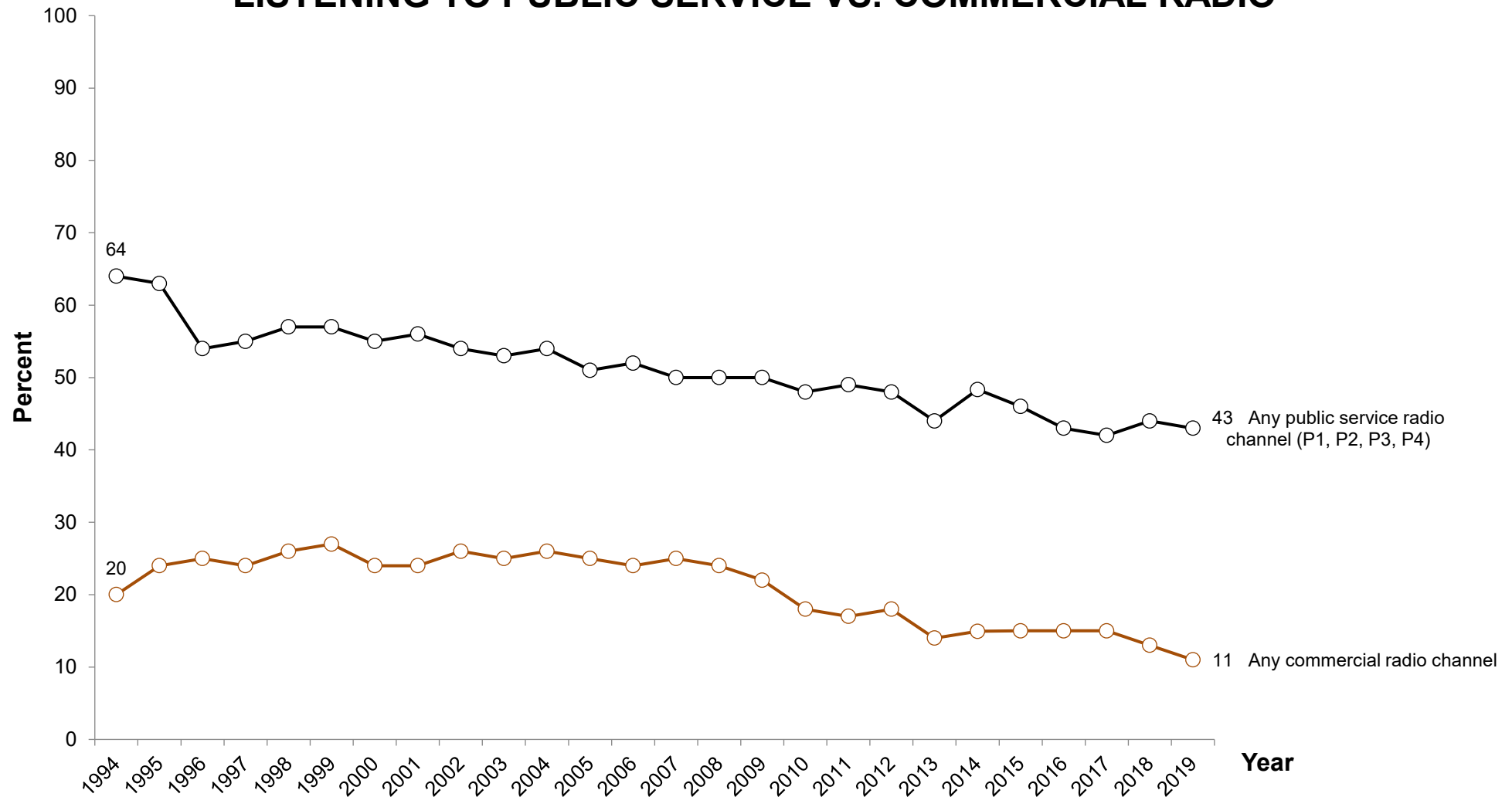
Comment: The results show percent of all respondents subscribing to a morning paper in print; reading at least one morning paper (in print) at least five days a week.

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?"

Source: The National SOM survey 1990–2019



LISTENING TO PUBLIC SERVICE VS. COMMERCIAL RADIO



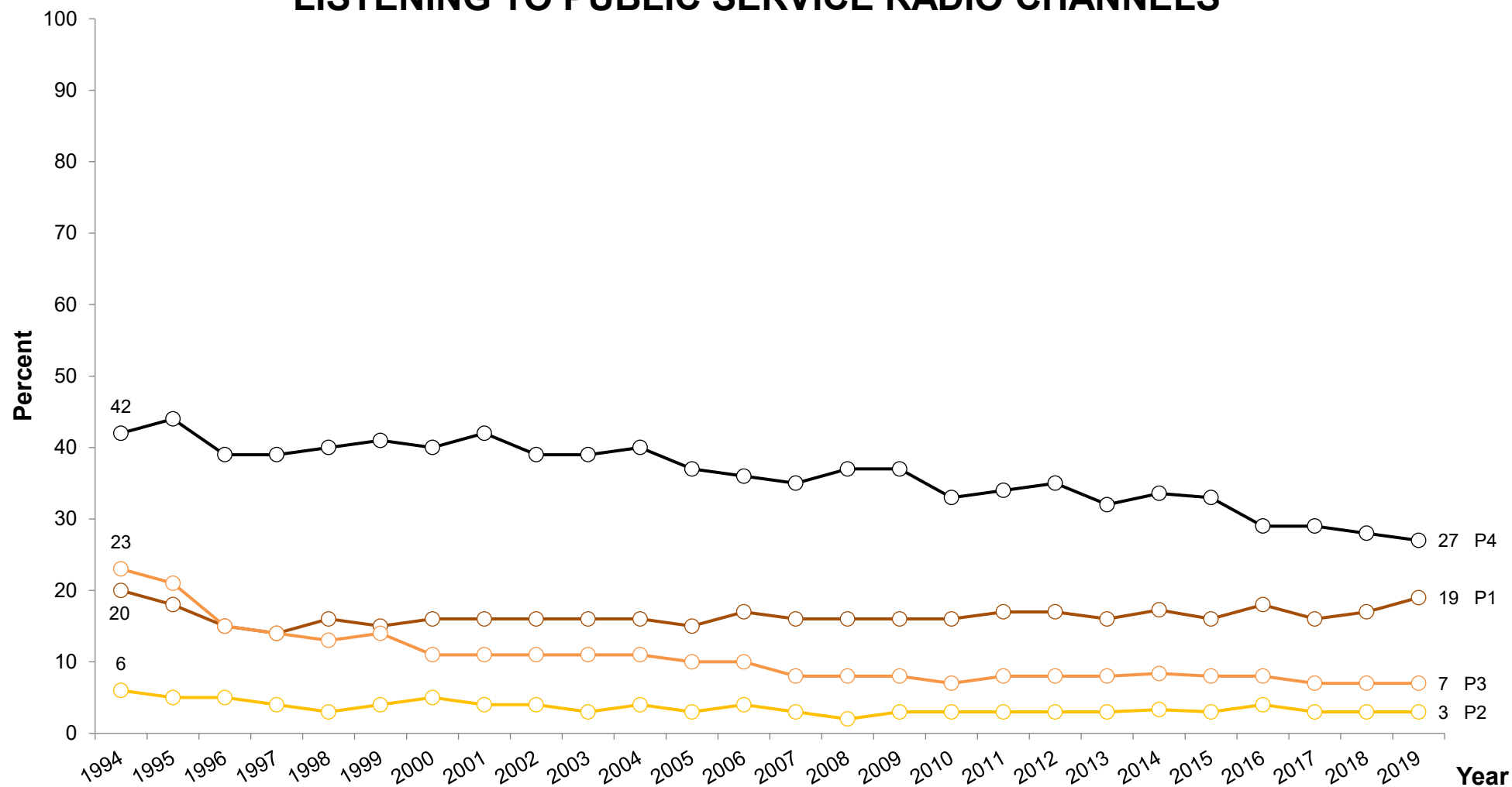
Comment: Six response alternatives to the question asked: "Daily; 5-6 days a week; 3-4 days a week; 1-2 days a week; More seldom; Never".

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

Source: The National SOM survey 1994–2019



LISTENING TO PUBLIC SERVICE RADIO CHANNELS



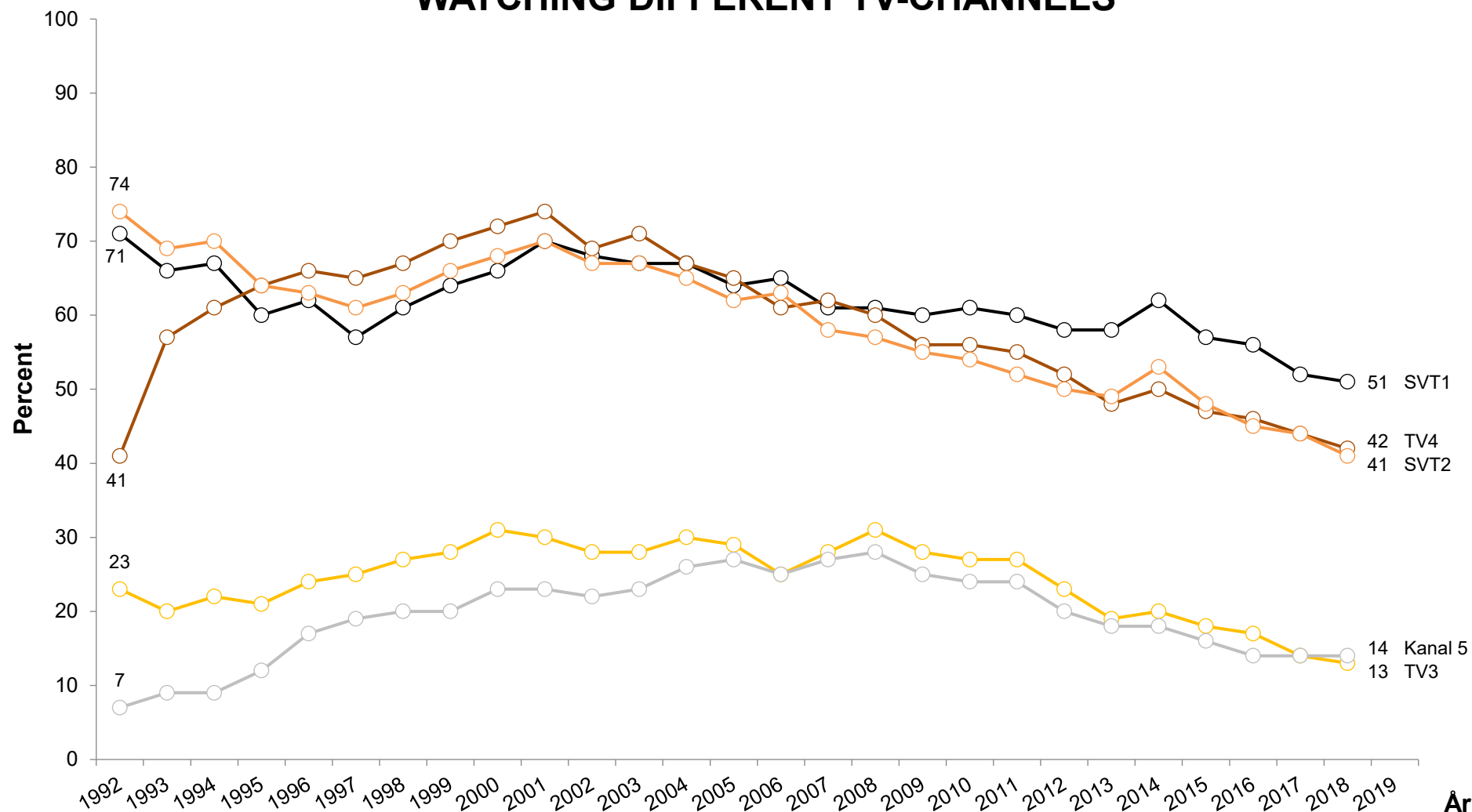
Comment: Six response alternatives to the question asked: "Daily; 5-6 days a week; 3-4 days a week; 1-2 days a week; More seldom; Never". The results show percent of all respondents listening at least five days a week.

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

Source: The National SOM survey 1994–2019



WATCHING DIFFERENT TV-CHANNELS



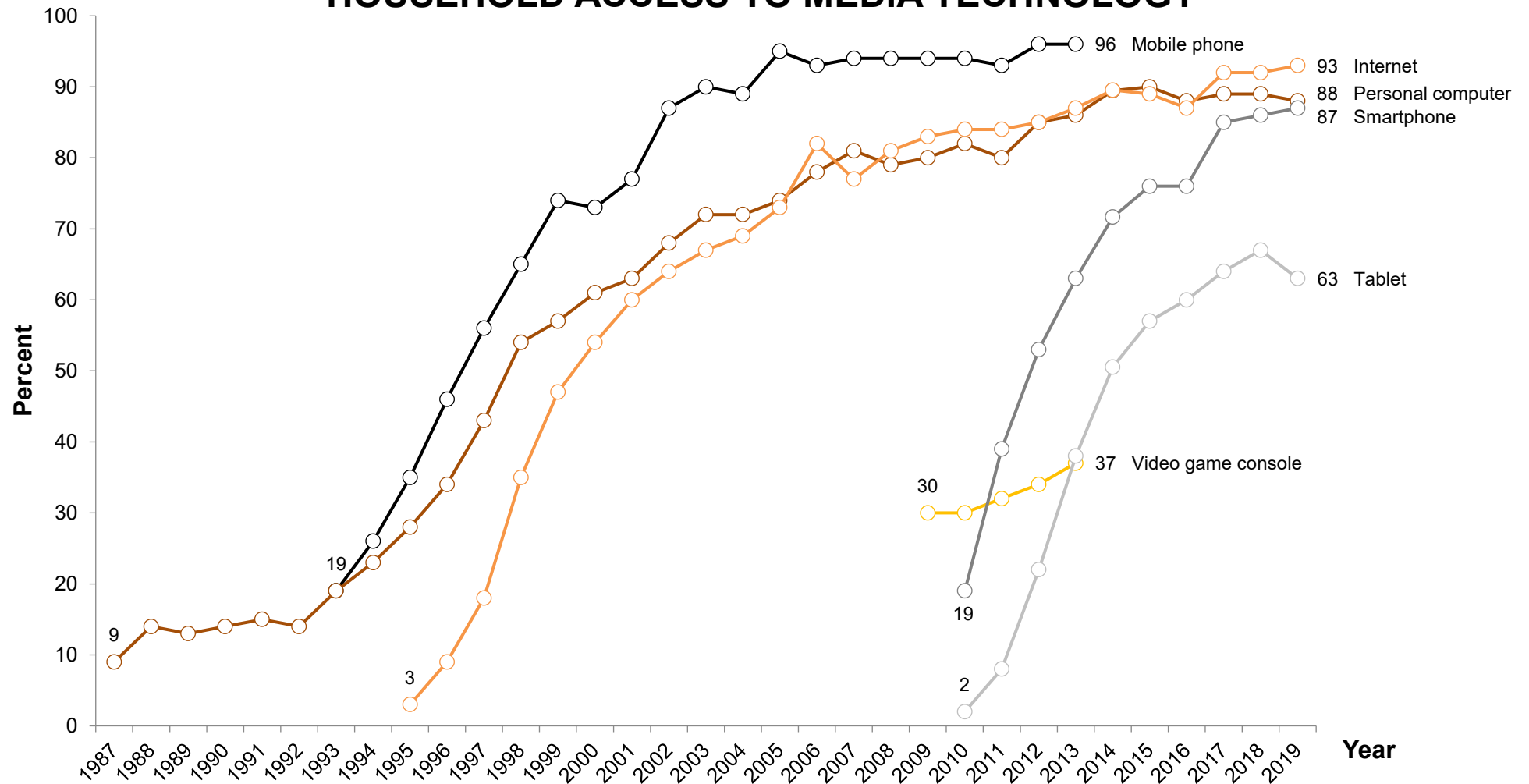
Comment: Results show the percentage watching at least 5 days a week.

Question: "How often do you watch:"

Source: The National SOM survey 1992–2019



HOUSEHOLD ACCESS TO MEDIA TECHNOLOGY



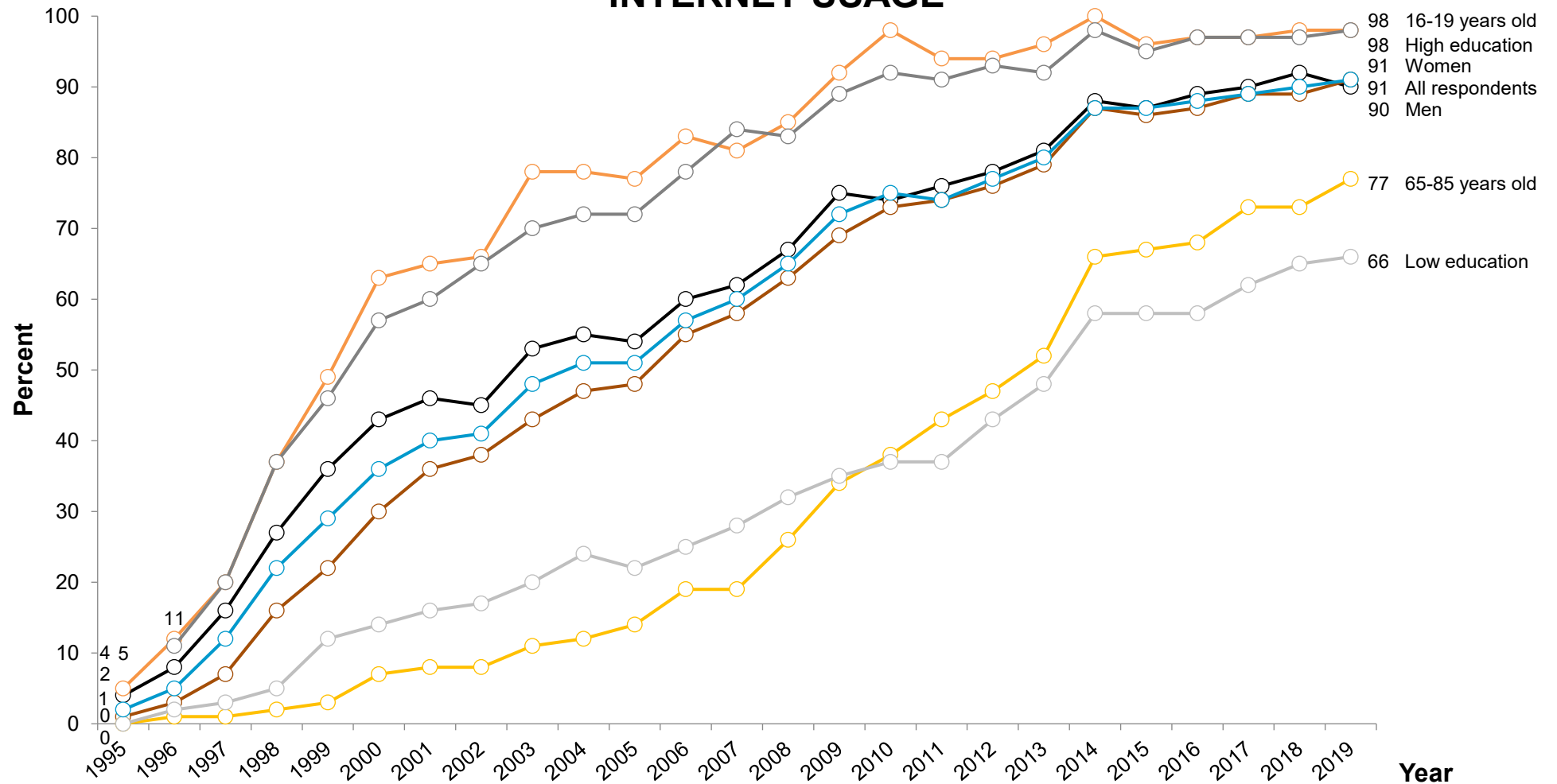
Comment: The results show the percent among all respondents indicating access to the specified equipment in the household. Minor changes in the age composition of the sample over the years affect the level of penetration of media with a few percentage points.

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

Source: The National SOM survey 1987–2019



INTERNET USAGE



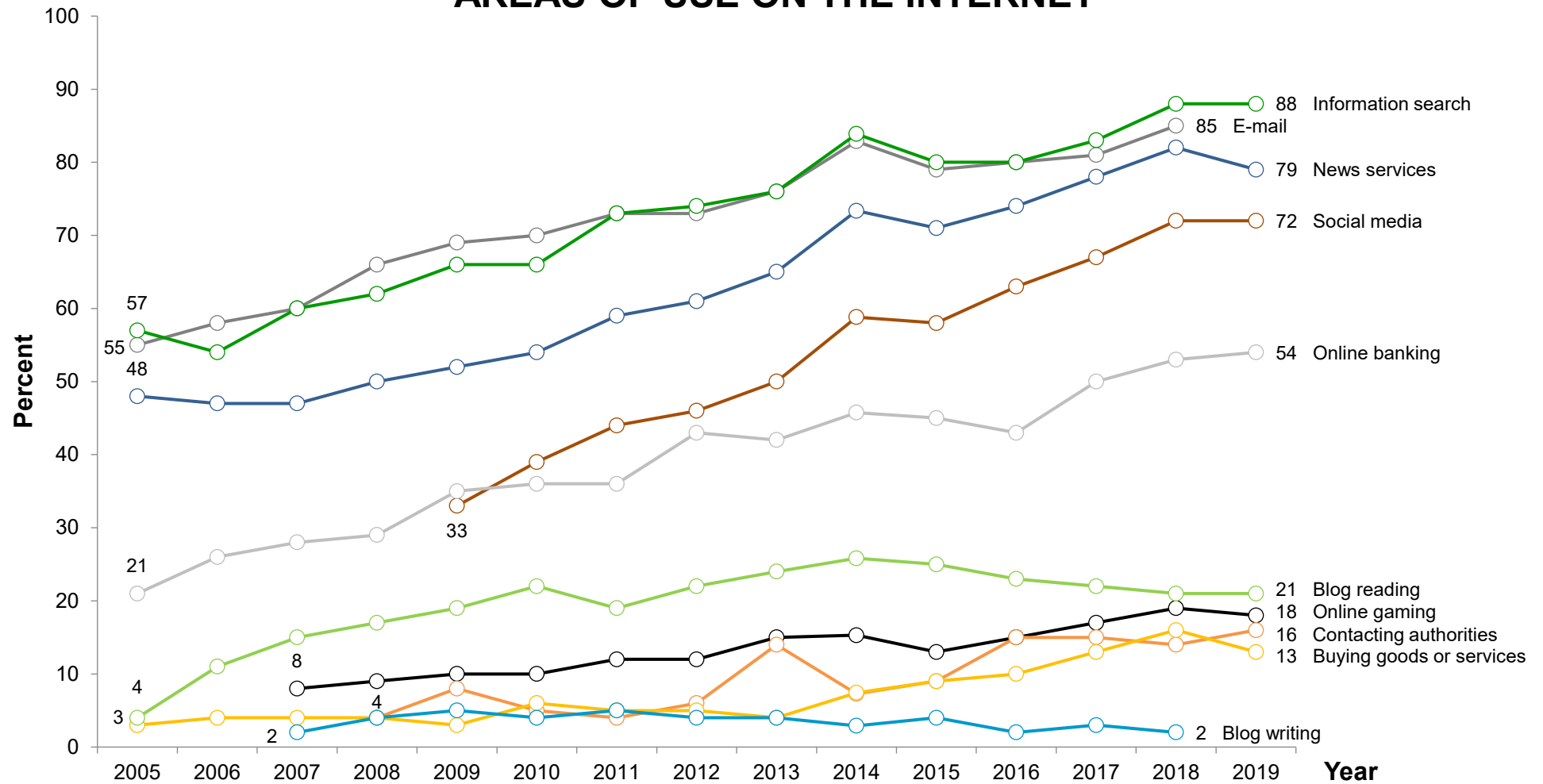
Comment: Seven response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once every month; About once every week; Several times a week". The results show percent among all respondents, using the Internet several times a week.

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

Source: The National SOM survey 1995–2019



AREAS OF USE ON THE INTERNET



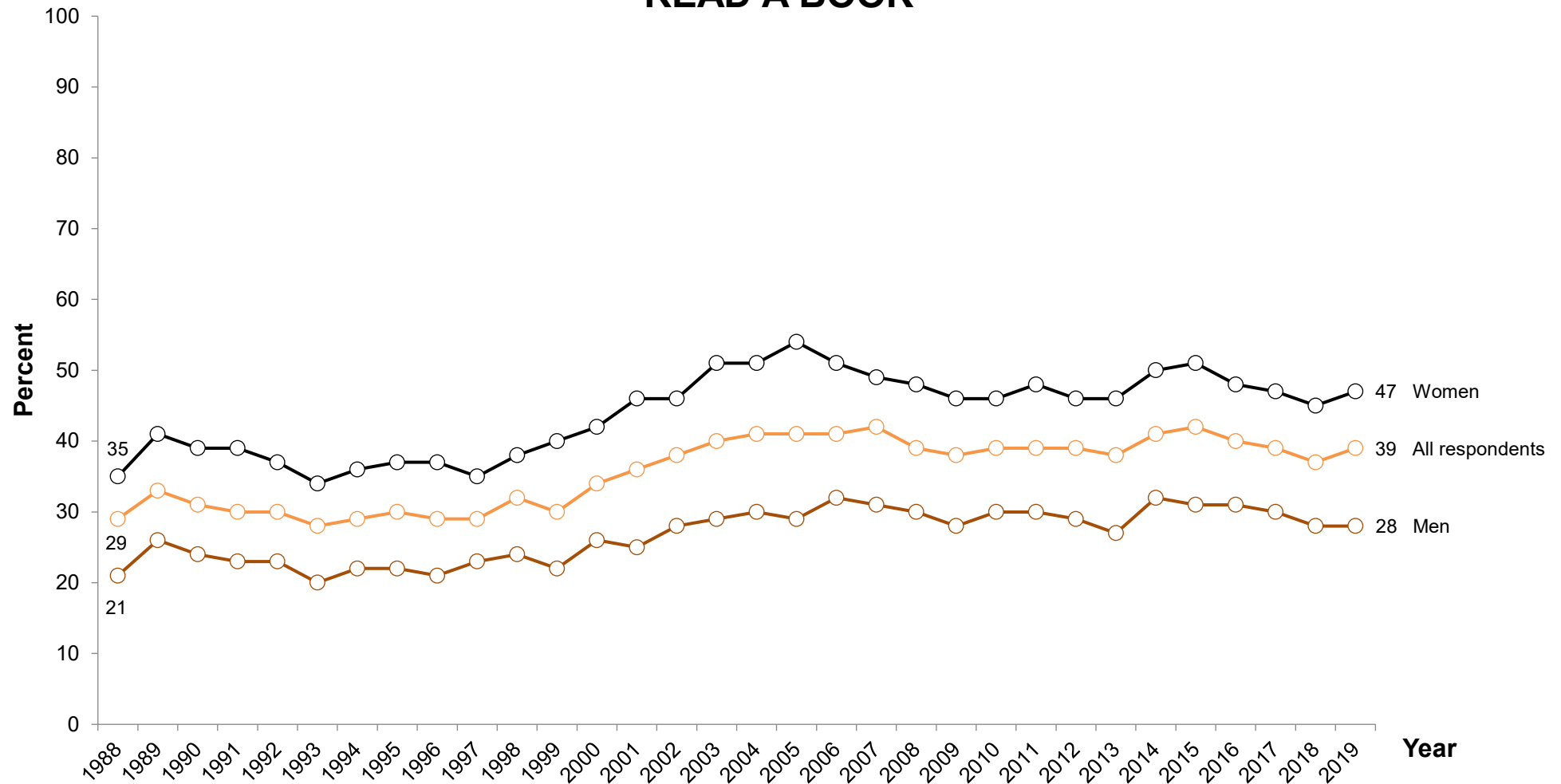
Comment: Seven response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once a month; About once a week; Several times a week; Daily". The results show percent among all respondents, active in each area at least once a week.

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

Source: The National SOM survey 2005–2019



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 1988–2019



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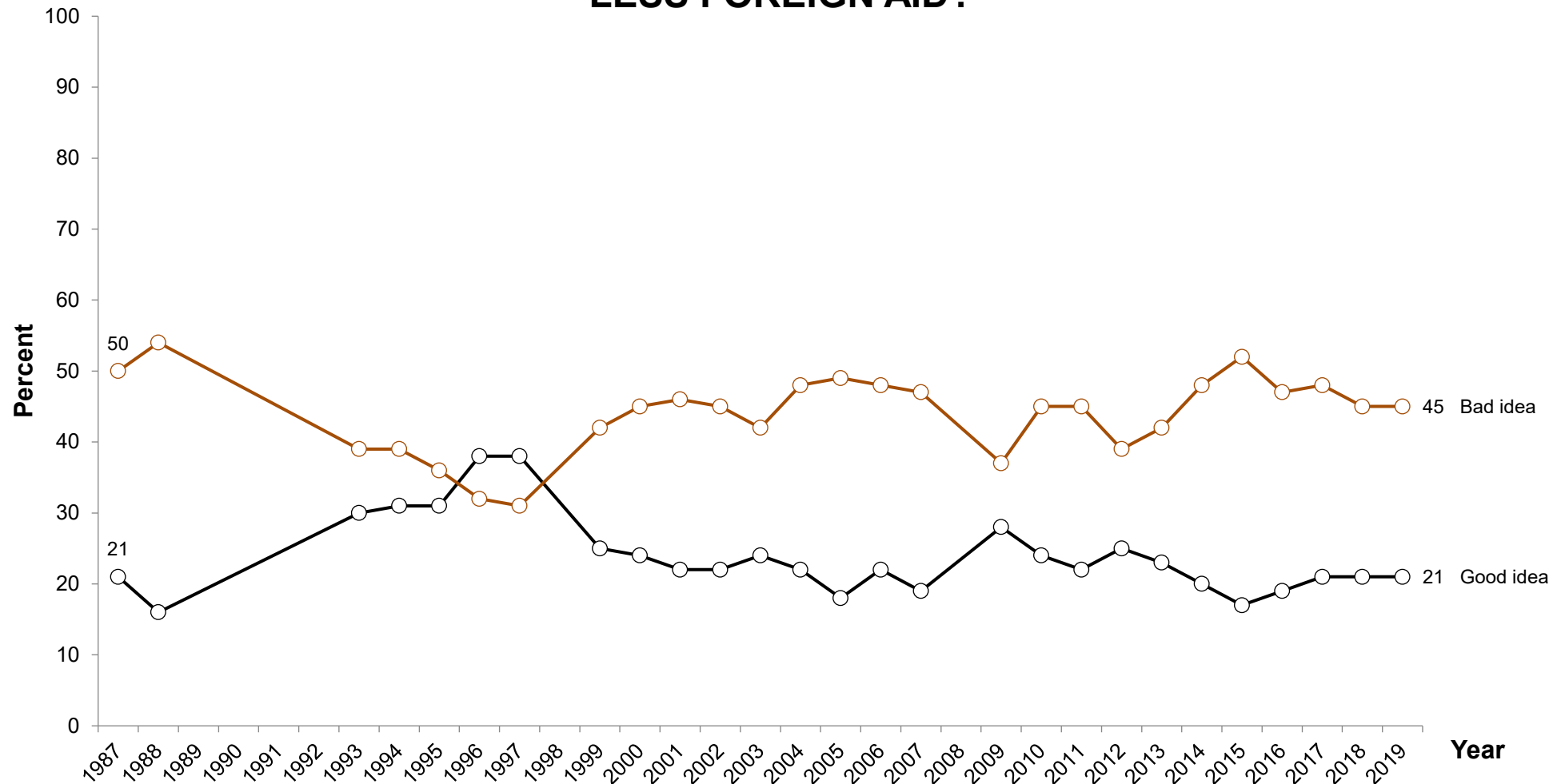


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SWEDEN AND THE WORLD



LESS FOREIGN AID?



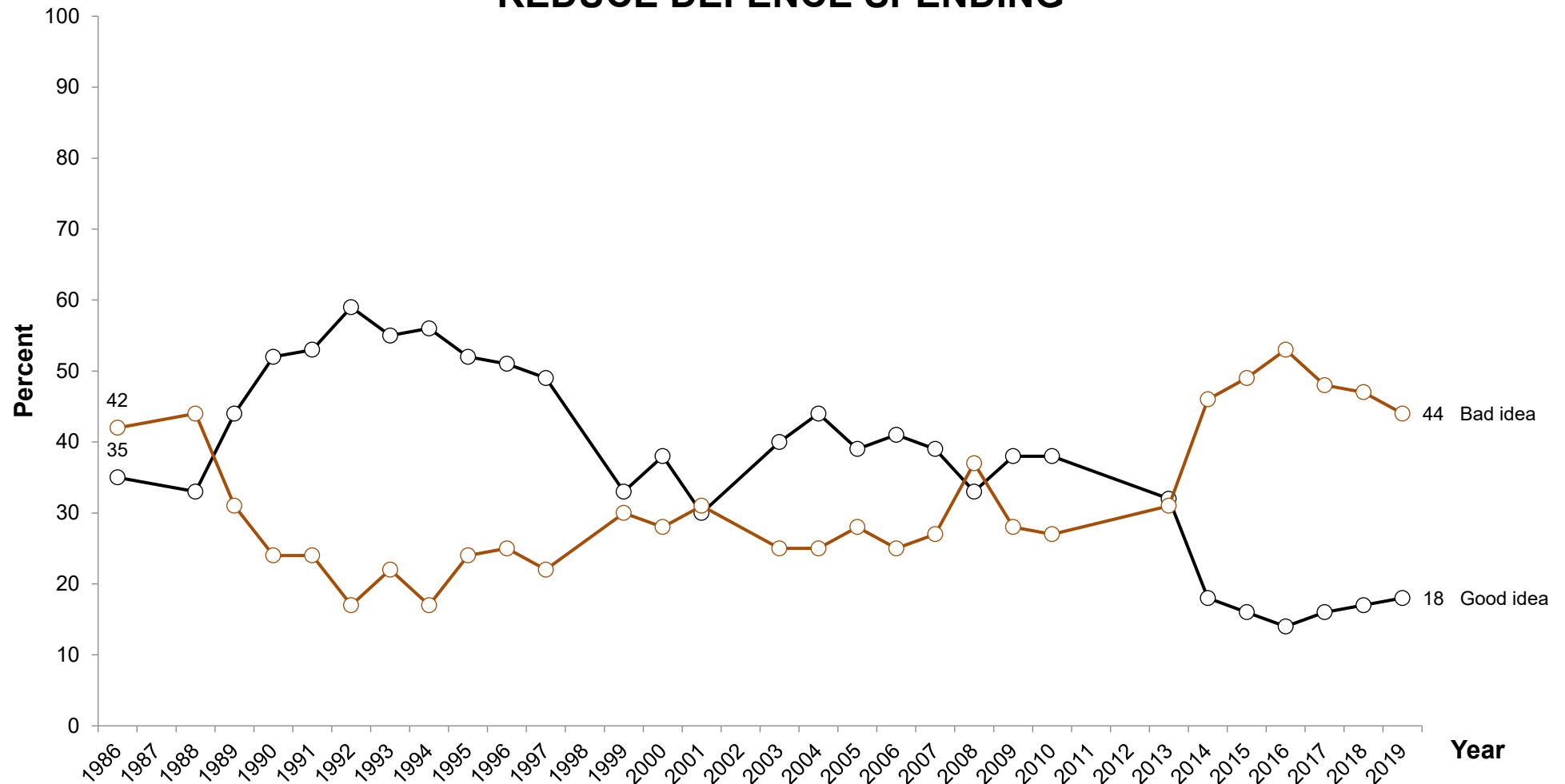
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

Question: "Reduce foreign aid?"

Source: The National SOM survey 1987–2019



REDUCE DEFENCE SPENDING



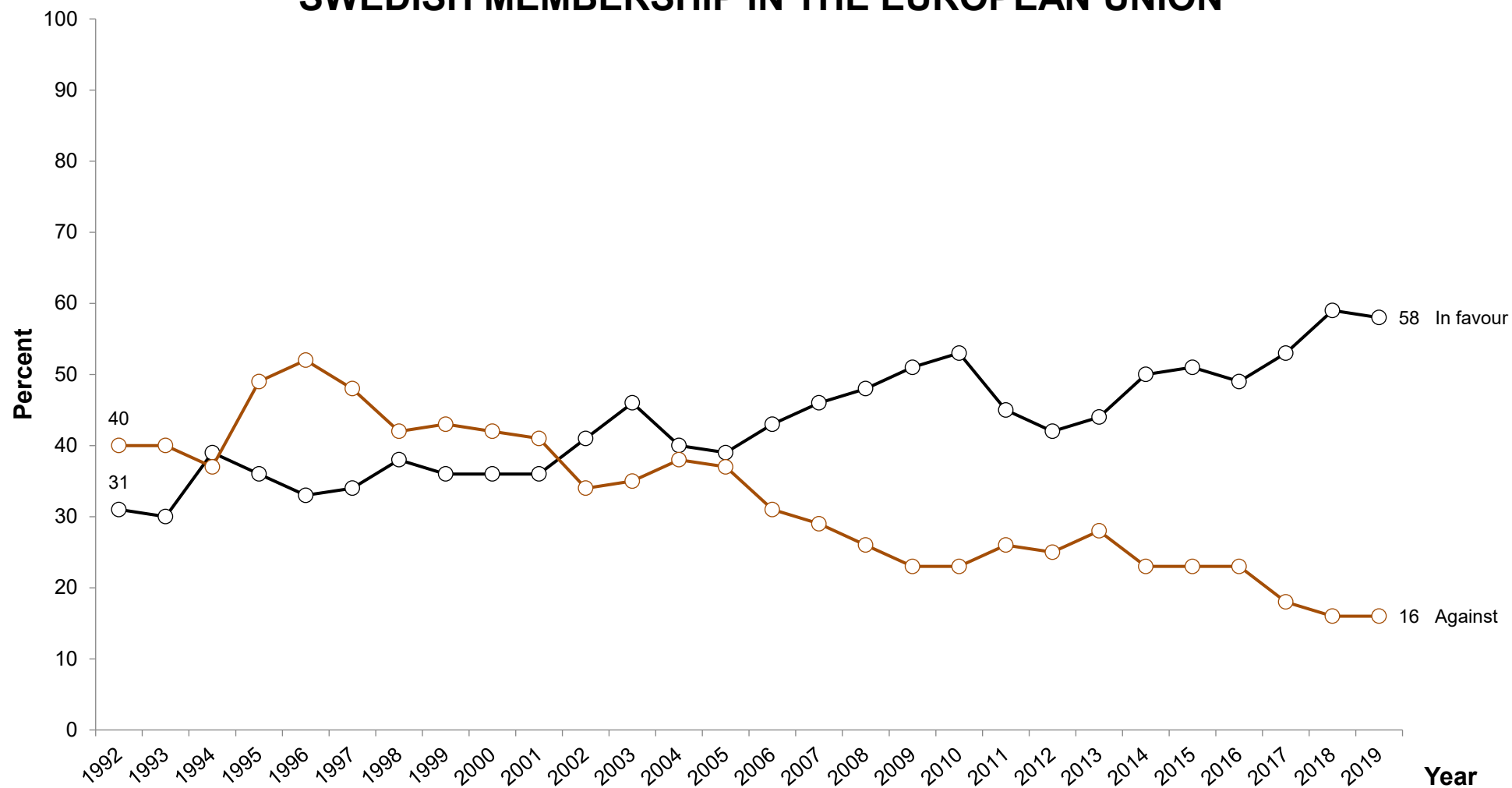
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

Question: "Reduce defence spending?"

Source: The National SOM survey 1986–2019



SWEDISH MEMBERSHIP IN THE EUROPEAN UNION



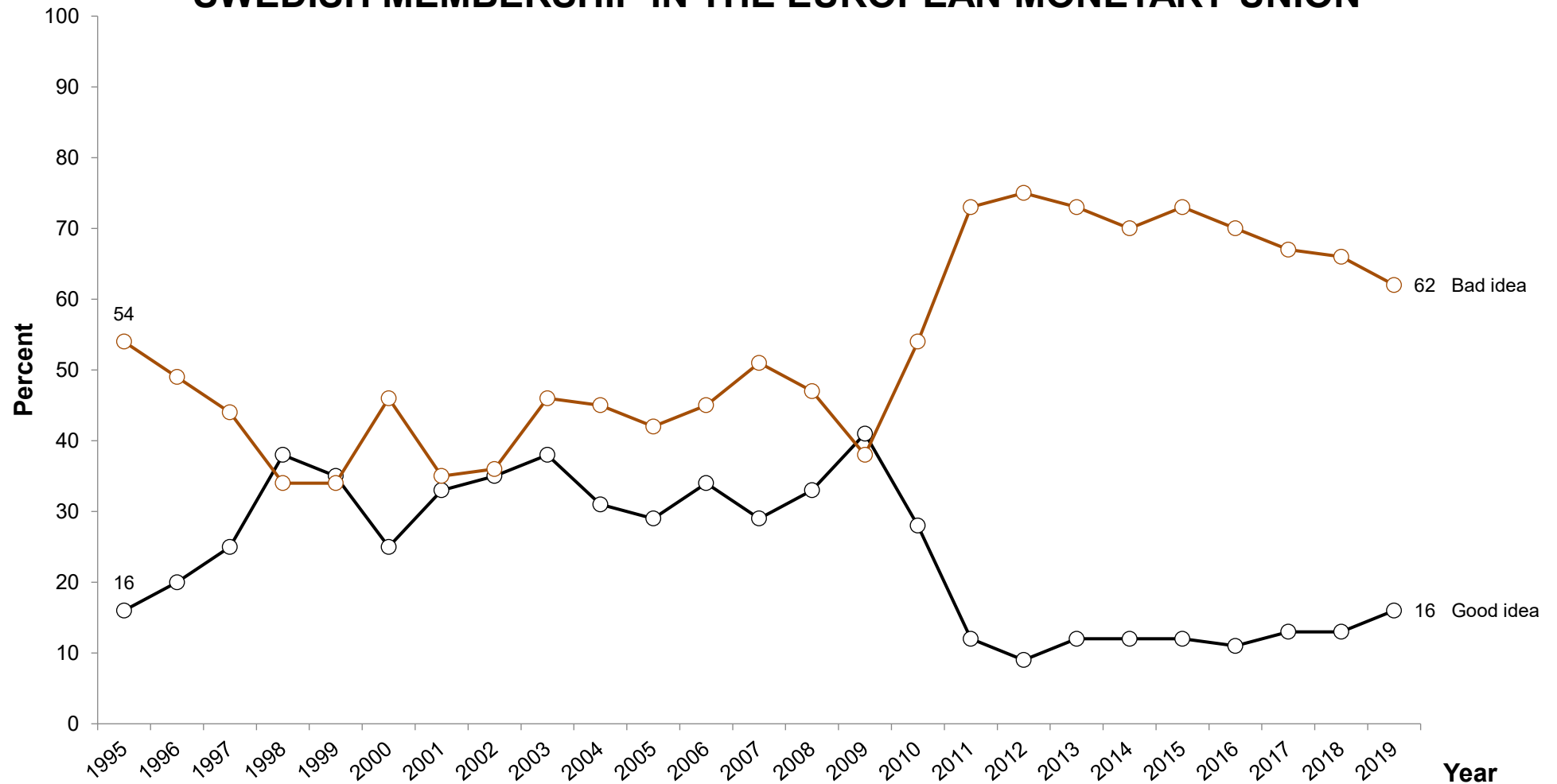
Comment: Three response alternatives to the question asked: "On the whole in favour; On the whole against; No definite opinion". All respondents answering the question are included in the percentage base.

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

Source: The National SOM survey 1992–2019



SWEDISH MEMBERSHIP IN THE EUROPEAN MONETARY UNION



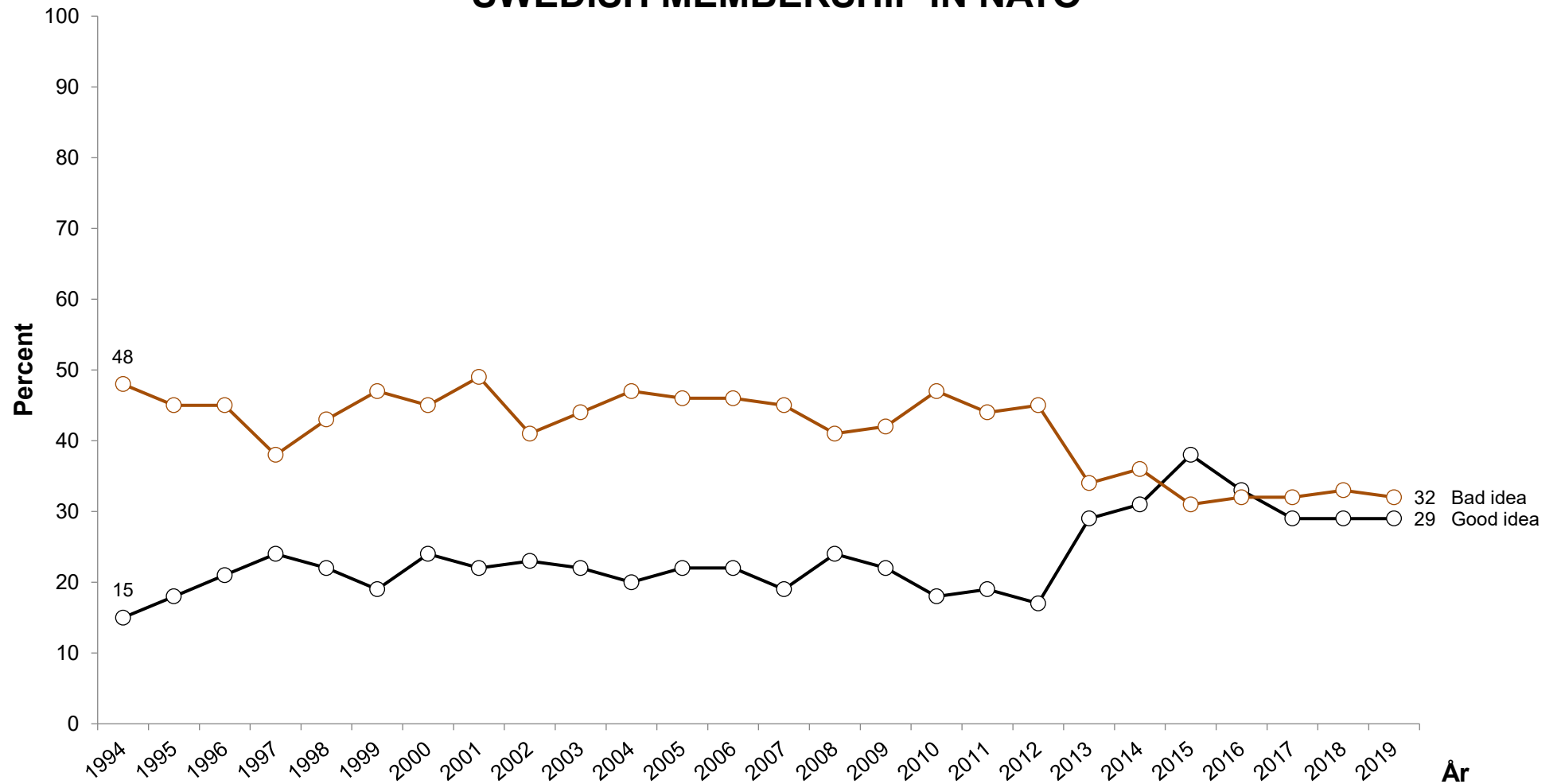
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

Question: "Sweden should introduce the Euro as currency"

Source: The National SOM survey 1995–2019



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 1994–2019



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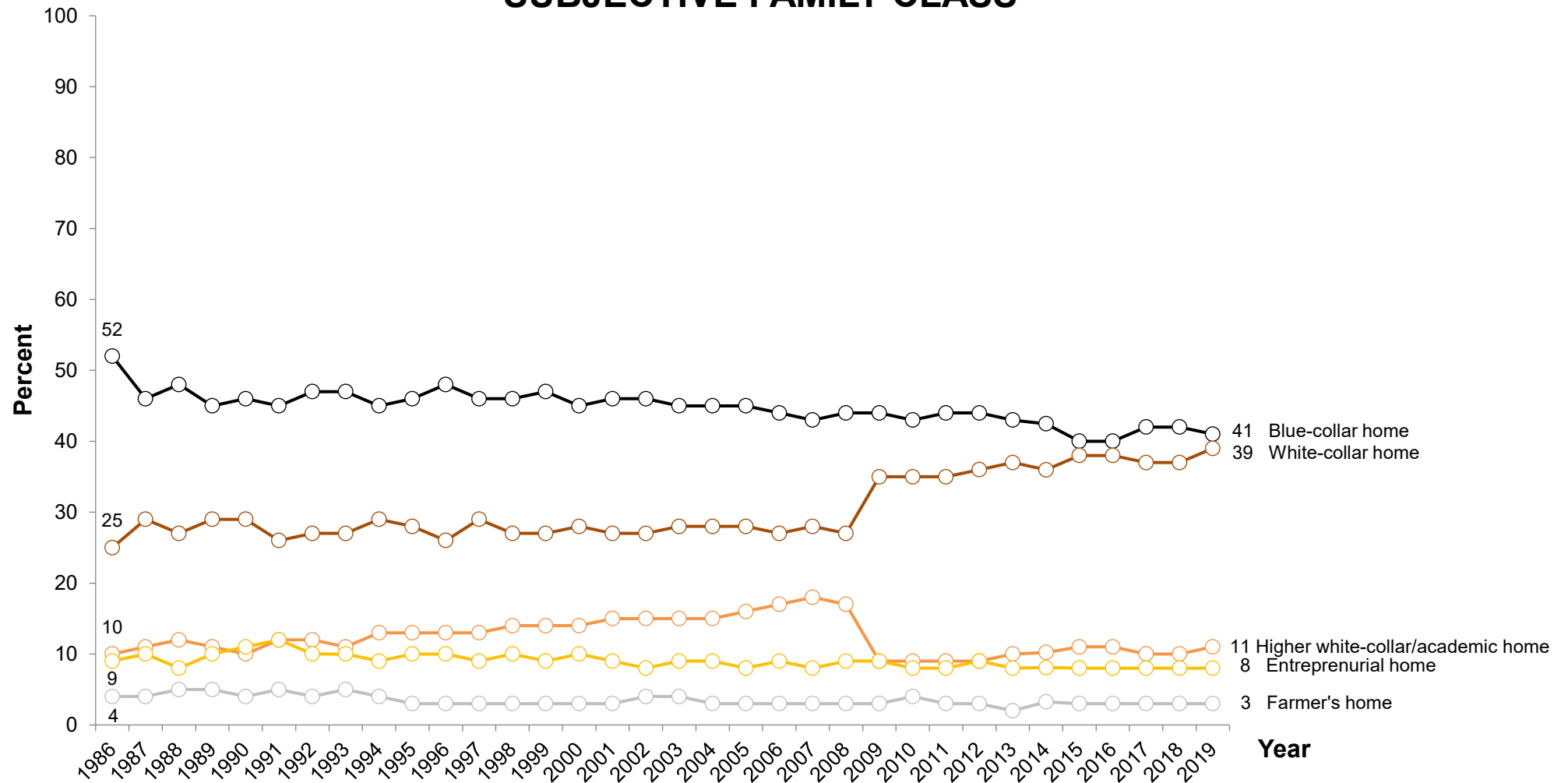


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BACKGROUND



SUBJECTIVE FAMILY CLASS



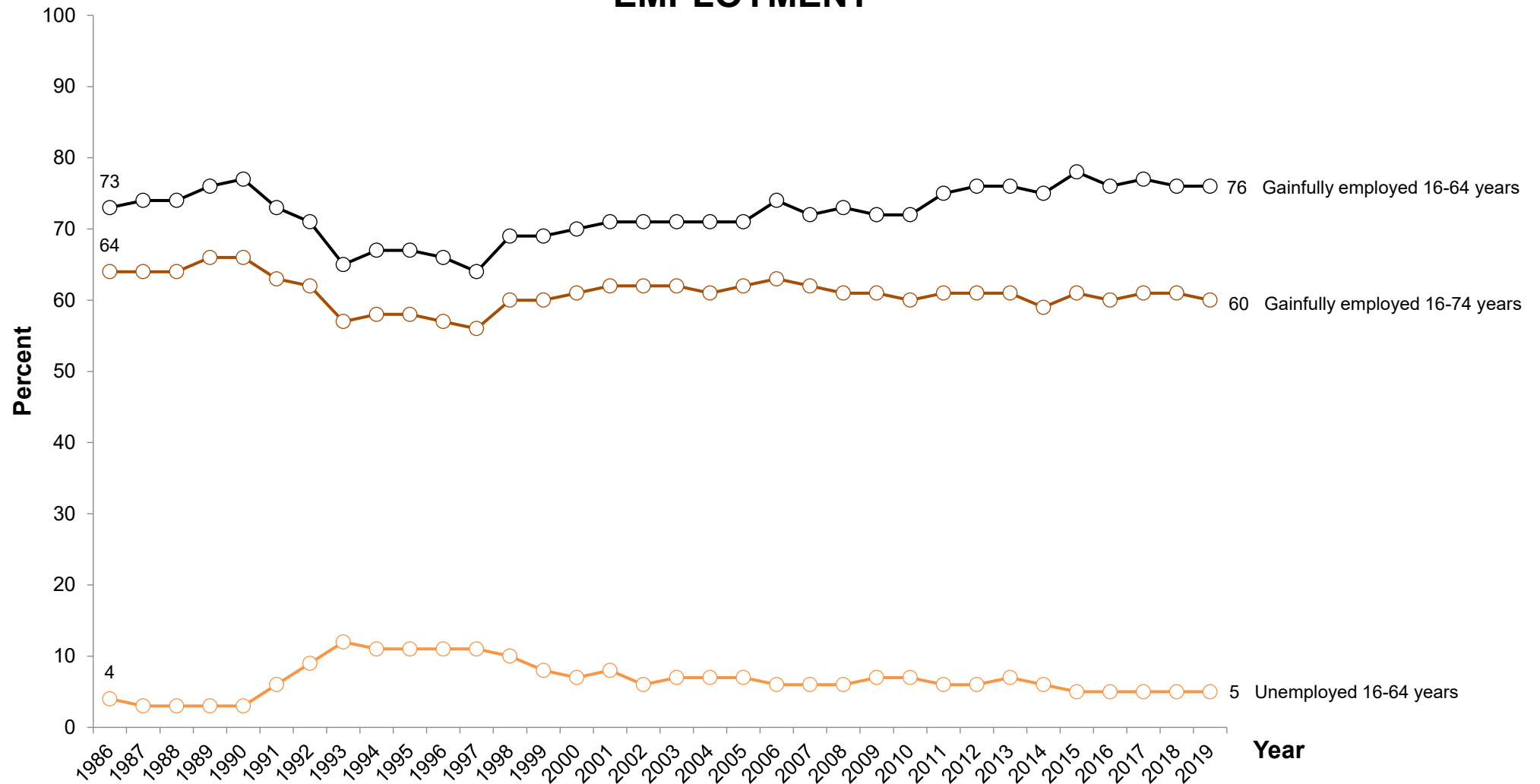
Comment: Percentages are based on respondents answering the question.

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

Source: The National SOM survey 1986–2019



EMPLOYMENT



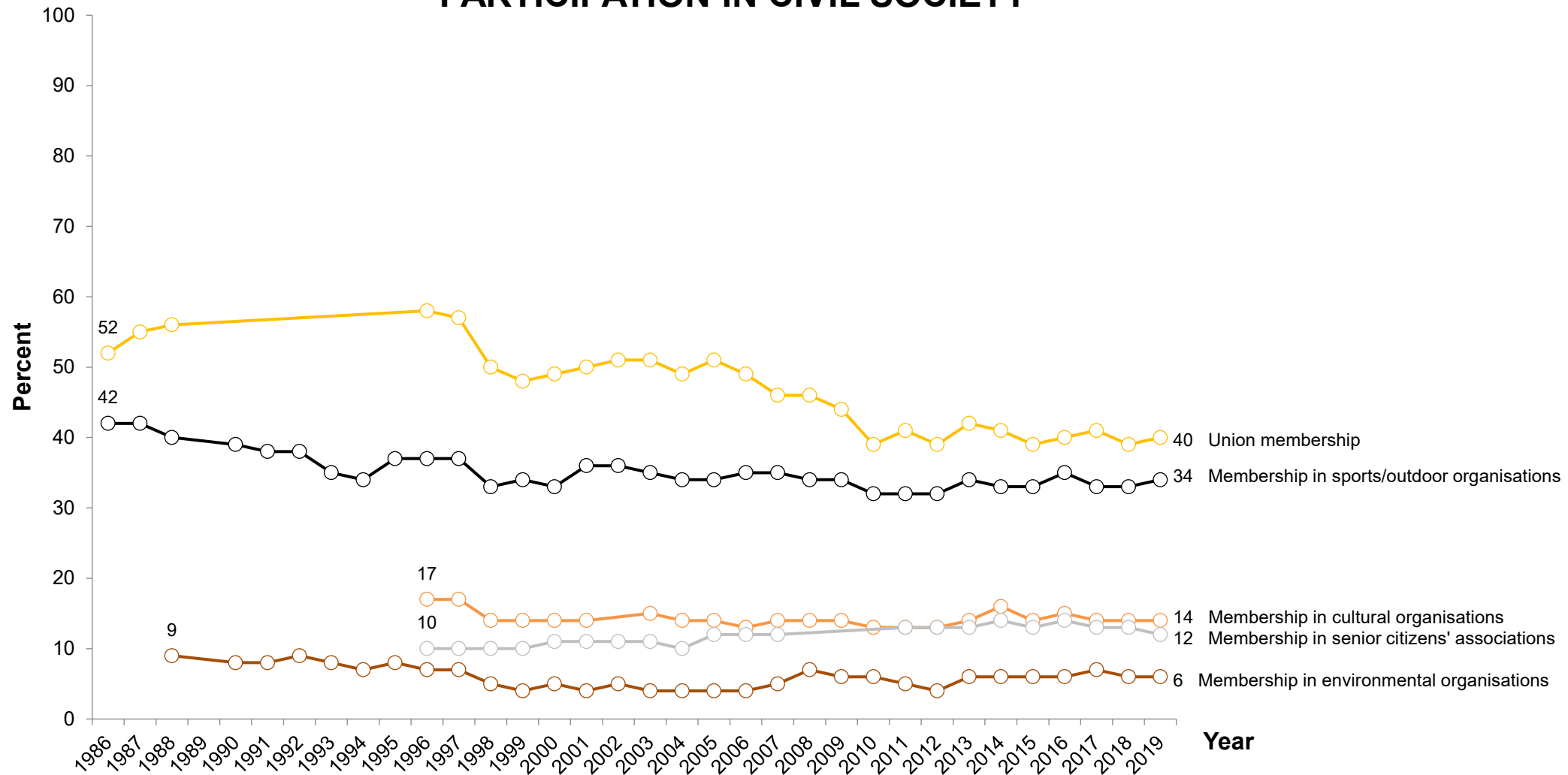
Comment: Based on self-classification. Unemployment includes people in relief work or training programs. The percent calculations are based upon respondents who have answered the questions.

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

Source: The National SOM survey 1986–2019



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 1986–2019

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SOCIETY OPINION MEDIA

2020

The SOM-institutet at Gothenburg University conducts yearly national and local surveys and organizes seminars on the theme Society, Opinion and Media

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