



**SOM INSTITUTE**  
SOCIETY OPINION MEDIA

# SWEDISH TRENDS

1986-2023



UNIVERSITY OF GOTHENBURG

## Contents

### SOCIETAL TRENDS

Assessment of the Swedish economy	2
Assessment of personal financial situation	3
Assessment of the development in Sweden	4
Trust in people	5
Life satisfaction	6

#### Confidence in institutions:

Police, armed forces, courts & nato	7
Royal Family & Church of Sweden	8
Bank of Sweden, Banks, Big business & Trade unions	9
Parliament, Government, Local governments & Political parties	10
United Nations, EU Commission & EU Parliament	11
Daily press & Radio/Television	12
Health care, Universities & Elementary schools	13
Confidence in professional groups	14

#### What Swedes worry about:

Unemployment & Economic crisis	15
Environmental issues	16
Security and democracy	17
Welfare and migration issues	18
All areas	19

#### Leisure activities:

Cinema, Theatre & Restaurant	20
Sports, Outdoor life & Exercise	21
Attended church service or religious meeting & Prayed to God	22
Alcohol consumption	23
Reading and gaming	24
Participation in civil society	25

### MEDIA TRENDS

Exposure to news	27
Morning papers: readership and subscription	28
Listening to public service vs. commercial radio	29
Listening to public service radio	30
Household access to media technology	31
Internet usage	32
Areas of use on the internet	33

### POLITICAL TRENDS

Political interest & Party membership	35
Left-right political self-placement	36
Assessment of the government's performance	37
Satisfaction with democracy	38
Left-right political self-placement	39
Party sympathy	40
Party conviction	41

#### Voter assessments of the party leaders:

The leader of the Left Party (V)	42
The leader of the Social Democratic Party (S)	43
The leader of the Centre Party (C)	44
The leader of the Liberals (L)	45
The leader of the Christian Democratic Party (KD)	46
The leader of the Moderate Party (M)	47
The leader of the Green Party (MP)	48
The leader of the Sweden Democrats (SD)	49

### POLITICAL ISSUES

Most important issues	51
Nuclear power	52
Invest in different energy sources	53
Attitudes toward the Public Sector	54
Attitudes towards introducing six-hour work day	55
Attitudes towards accepting fewer refugees	56
Keep or abolish the monarchy	57
Attitudes towards proposals for state control	58
Attitudes towards privatization	59
Views on the environment and equality	60
Views on rights and equal values	61
Views on penalties and restrictions	62

### SWEDEN AND THE WORLD

Less foreign aid	64
Reduce defence spending	65
Swedish membership in the European Union	66
Swedish membership in the European Monetary Union	67
Swedish membership in NATO	68



## Swedish Trends 1986–2023

### 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.

### Organisation

The Institute is headed by Associate Professor Johan Martinsson. Members of the steering committee are Professor Bengt Johansson, The Department of Journalism, Media and Communication, University of Gothenburg, professor Lena Wängnerud, The Department of Political Science, University of Gothenburg, Anders Lithner, CEO Brand Metrics and Associate Professor Marie Grusell, 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, carried out every autumn in the form of a mail questionnaire addressed to randomly selected persons between the ages of 16 and 90 living in Sweden. The survey consists of several sub-surveys, which since 2022 each comprise a sample of 3 750 respondents. In 2023 there were seven such sub-surveys, resulting in a total sample size of 26 250 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.gu.se/en/som-institute](http://www.gu.se/en/som-institute)). The data files from the surveys are deposited at the Swedish National Data Service ([www.snd.gu.se](http://www.snd.gu.se)) in Gothenburg and may be ordered for scientific research.

### 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.

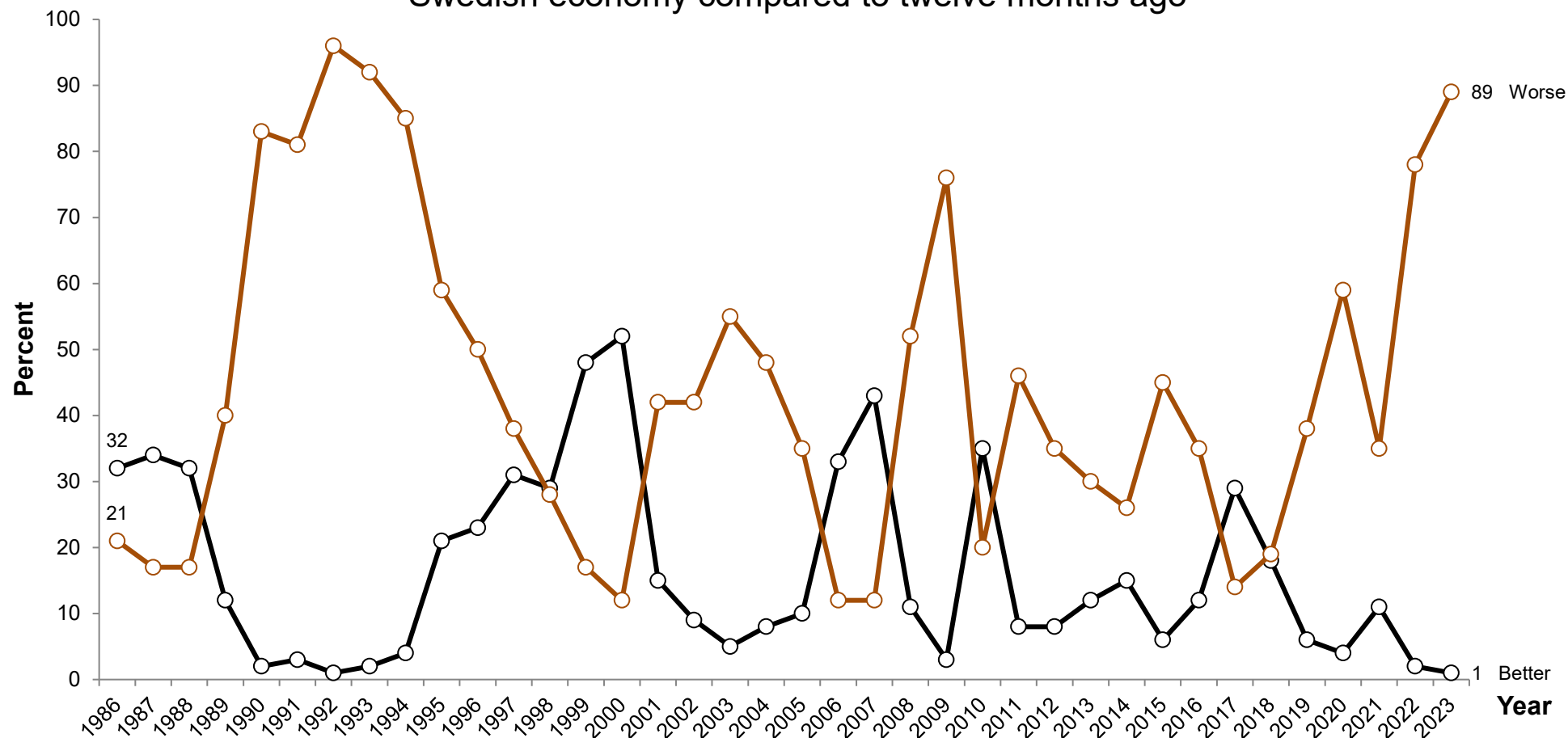
Contact us:  
Seminariégatan 1b  
P.O Box 710  
SE-405 30 Gothenburg  
SWEDEN

Phone: +46 31 786 3300  
E-mail: [info@som.gu.se](mailto:info@som.gu.se)  
Web: [www.gu.se/en/som-institute](http://www.gu.se/en/som-institute)



## 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.

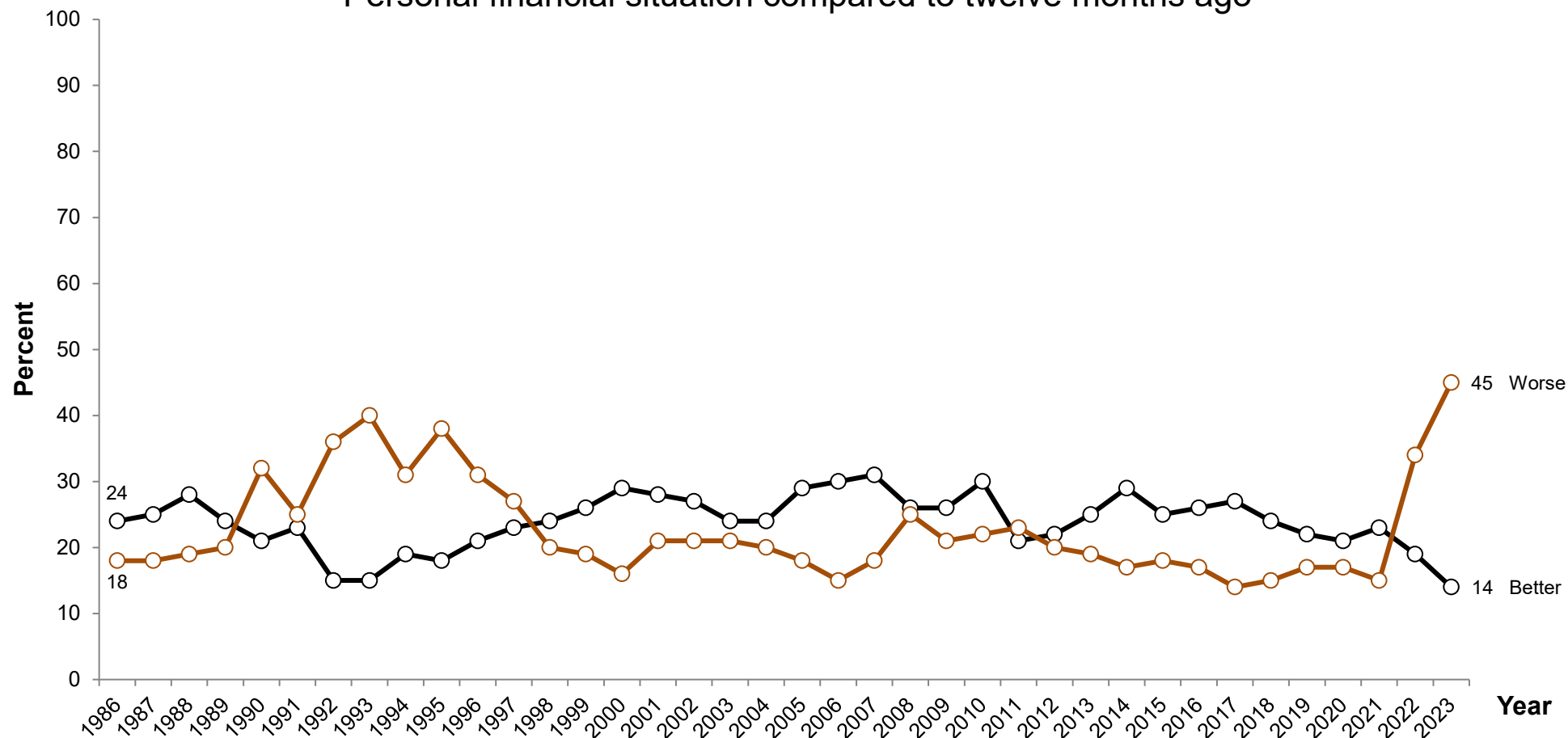
**Question:** "According to your view, during the last twelve months, has the Swedish economy gotten better, remained the same, or gotten worse?"

**Source:** The National SOM survey 1986–2023



## ASSESSING PERSONAL FINANCIAL SITUATION

Personal financial situation compared to twelve months ago



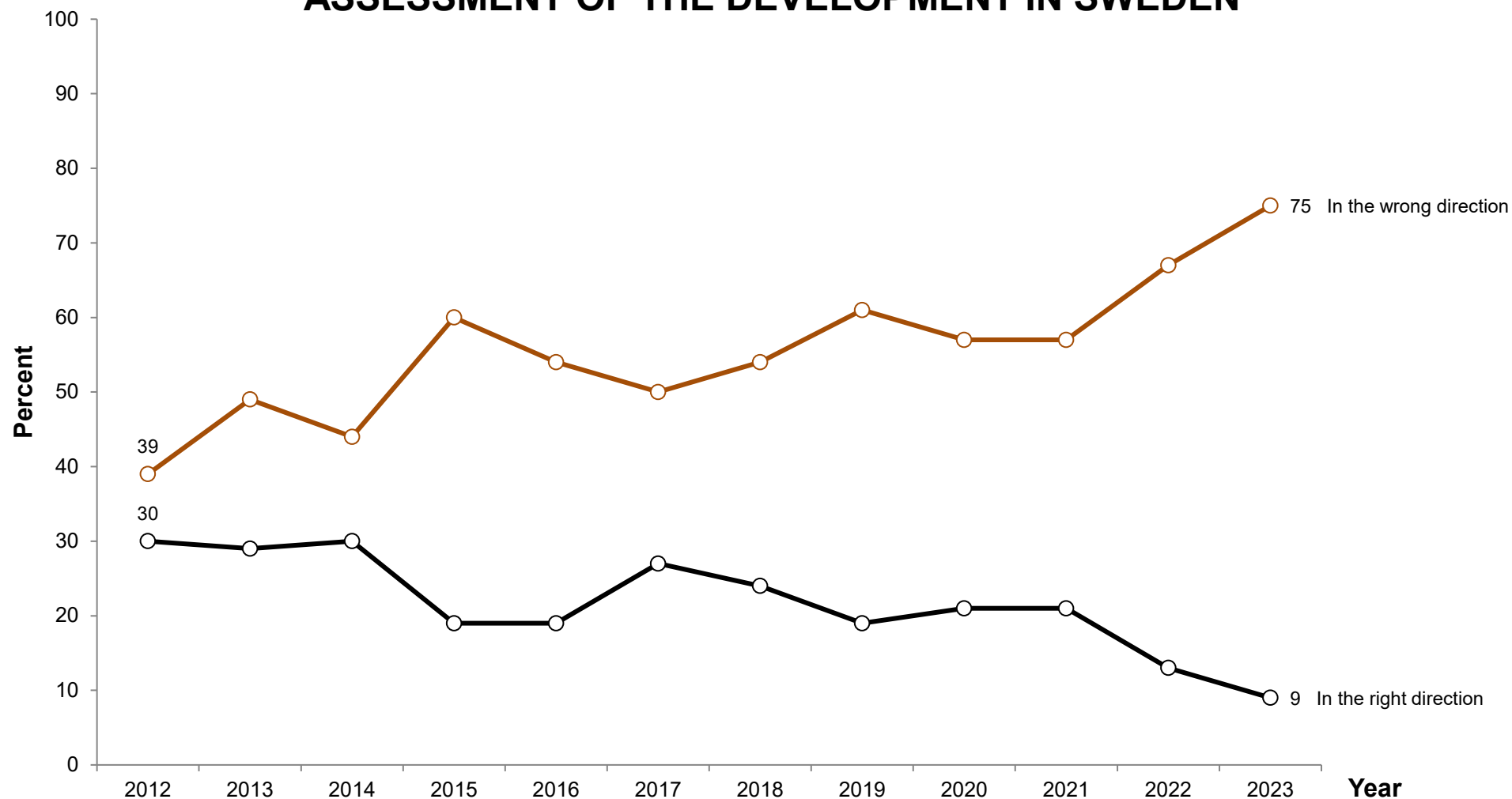
**Comment:** Five response alternatives to the question asked: "Gotten much better; Gotten somewhat better; Stayed about the same; Gotten somewhat worse; Gotten much worse". All respondents are included in the calculations.

**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 1986–2023



## ASSESSMENT OF THE DEVELOPMENT IN SWEDEN



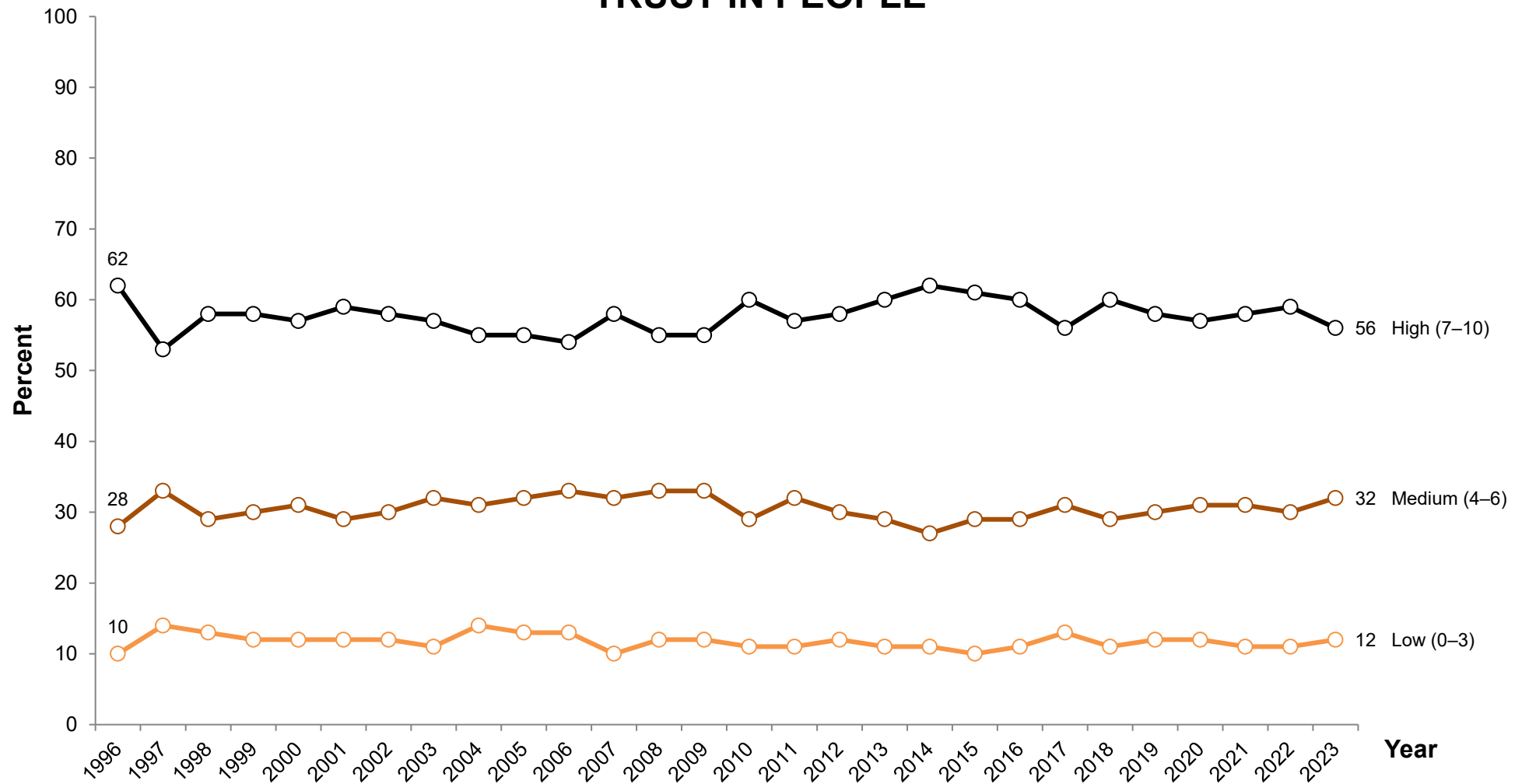
**Comment:** Three response alternatives to the question asked: "In the right direction; In the wrong direction; No opinion." All respondents are included in the calculations.

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

**Source:** The National SOM survey 2012–2023



## TRUST IN PEOPLE



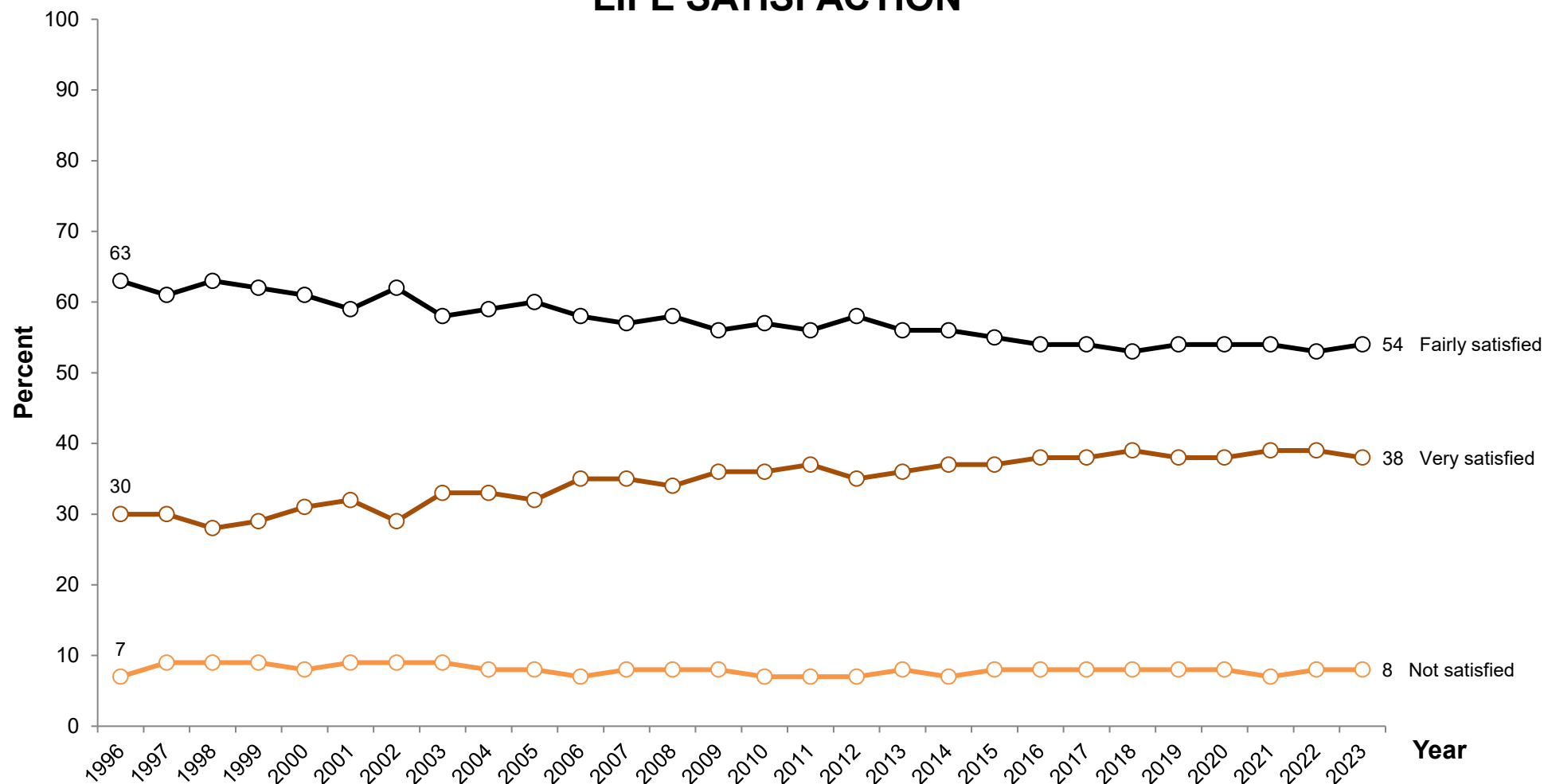
**Comment:** The scale runs between 0 and 10 with 0 labeled "It is not possible to trust people in general" and 10 labeled "It is possible to trust people in general". Percentages are based on respondents who answered the question.

**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 1996–2023



## LIFE SATISFACTION



**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?"

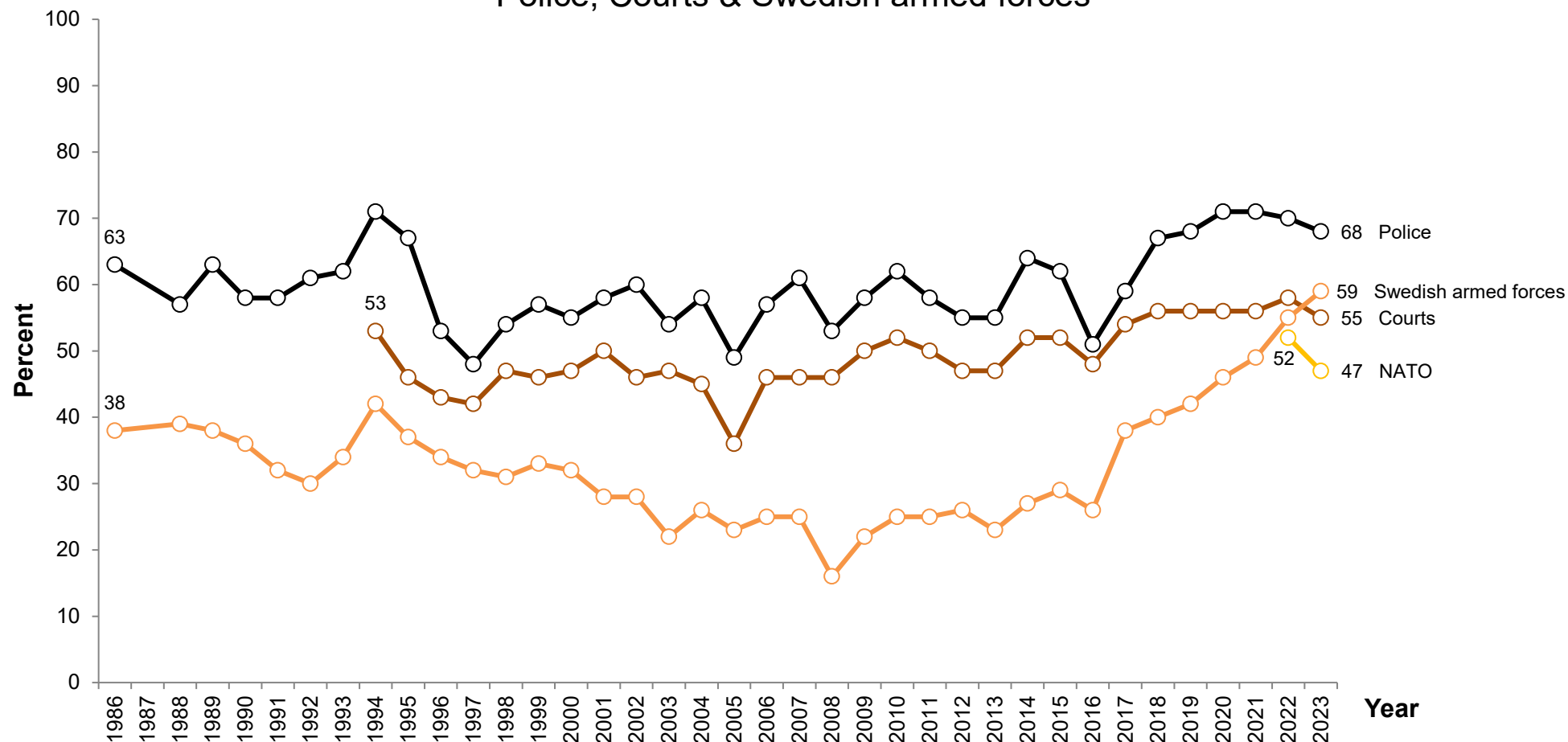
**Source:** The National SOM survey 1996–2023





## CONFIDENCE IN INSTITUTIONS

Police, Courts & Swedish armed forces



**Comment:** Five response alternatives to the question asked: "Very much; Fairly much; Neither much nor little; Fairly little; Very little". The lines show the percentage of respondents indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item.

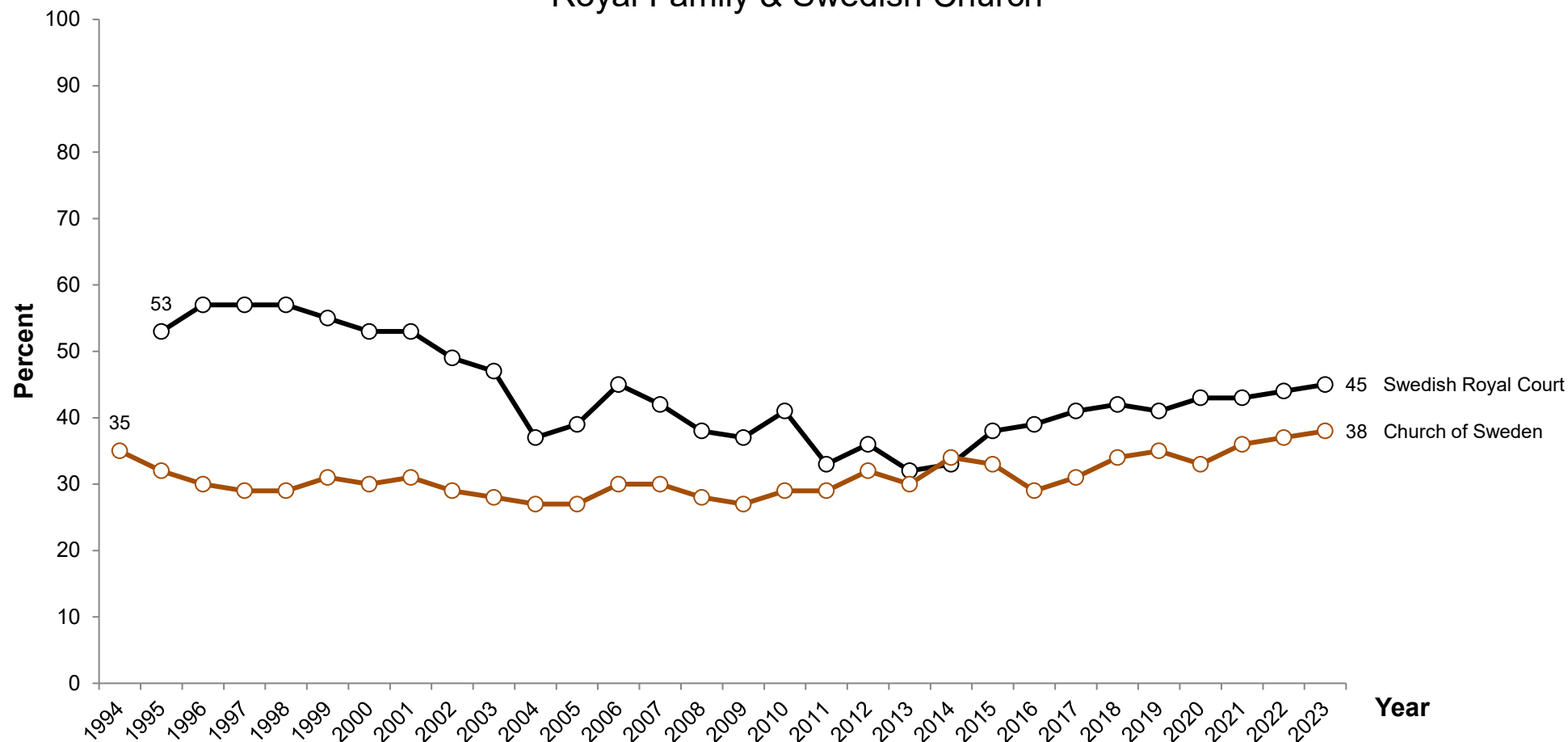
**Question:** "How much confidence do you have in the way the following institutions/groups do their job?"

**Source:** The National SOM survey 1986–2023



## CONFIDENCE IN INSTITUTIONS

### Royal Family & Swedish Church



**Comment:** Five response alternatives to the question asked: "Very much; Fairly much; Neither much nor little; Fairly little; Very little". The lines show the percentage of respondents indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item.

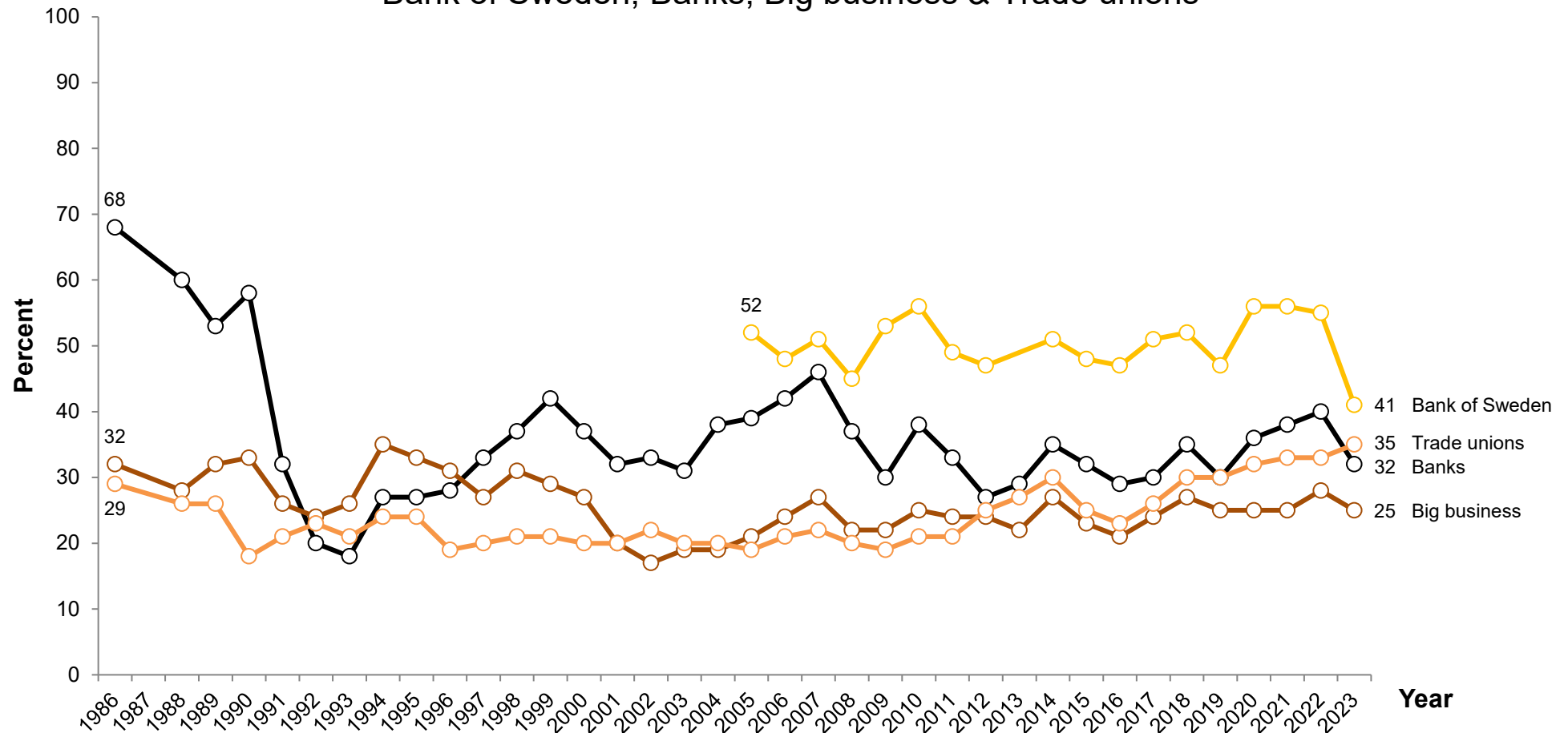
**Question:** "How much confidence do you have in the way the following institutions/groups do their job?"

**Source:** The National SOM survey 1994–2023



## CONFIDENCE IN INSTITUTIONS

Bank of Sweden, Banks, Big business & Trade unions



**Comment:** Five response alternatives to the question asked: "Very much; Fairly much; Neither much nor little; Fairly little; Very little". The lines show the percentage of respondents indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item.

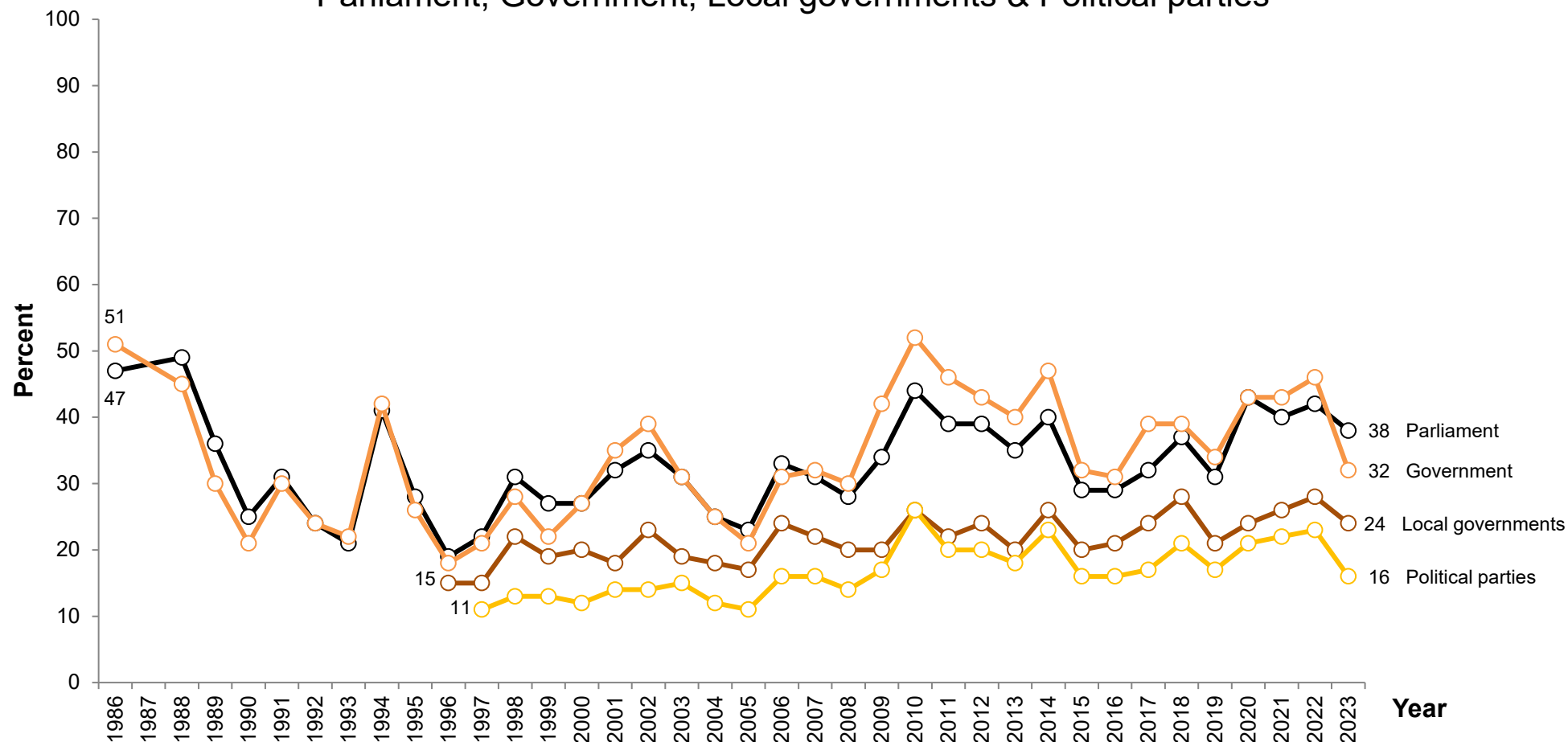
**Question:** "How much confidence do you have in the way the following institutions/groups do their job?"

**Source:** The National SOM survey 1986–2023



## CONFIDENCE IN INSTITUTIONS

Parliament, Government, Local governments & Political parties



**Comment:** Five response alternatives to the question asked: "Very much; Fairly much; Neither much nor little; Fairly little; Very little". The lines show the percentage of respondents indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item.

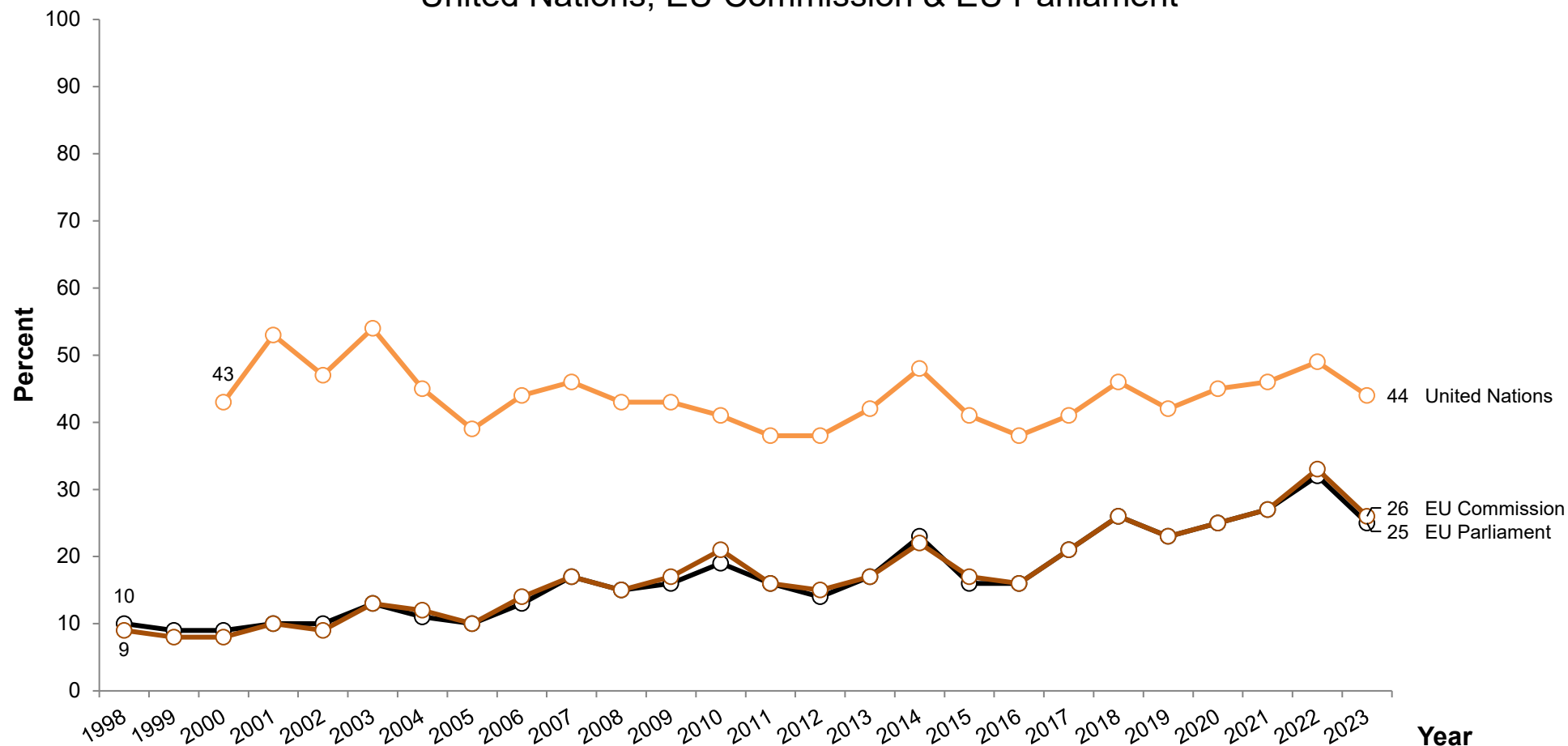
**Question:** "How much confidence do you have in the way the following institutions/groups do their job?"

**Source:** The National SOM survey 1986–2023



## CONFIDENCE IN INSTITUTIONS

United Nations, EU Commission & EU Parliament



**Comment:** Five response alternatives to the question asked: "Very much; Fairly much; Neither much nor little; Fairly little; Very little". The lines show the percentage of respondents indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item.

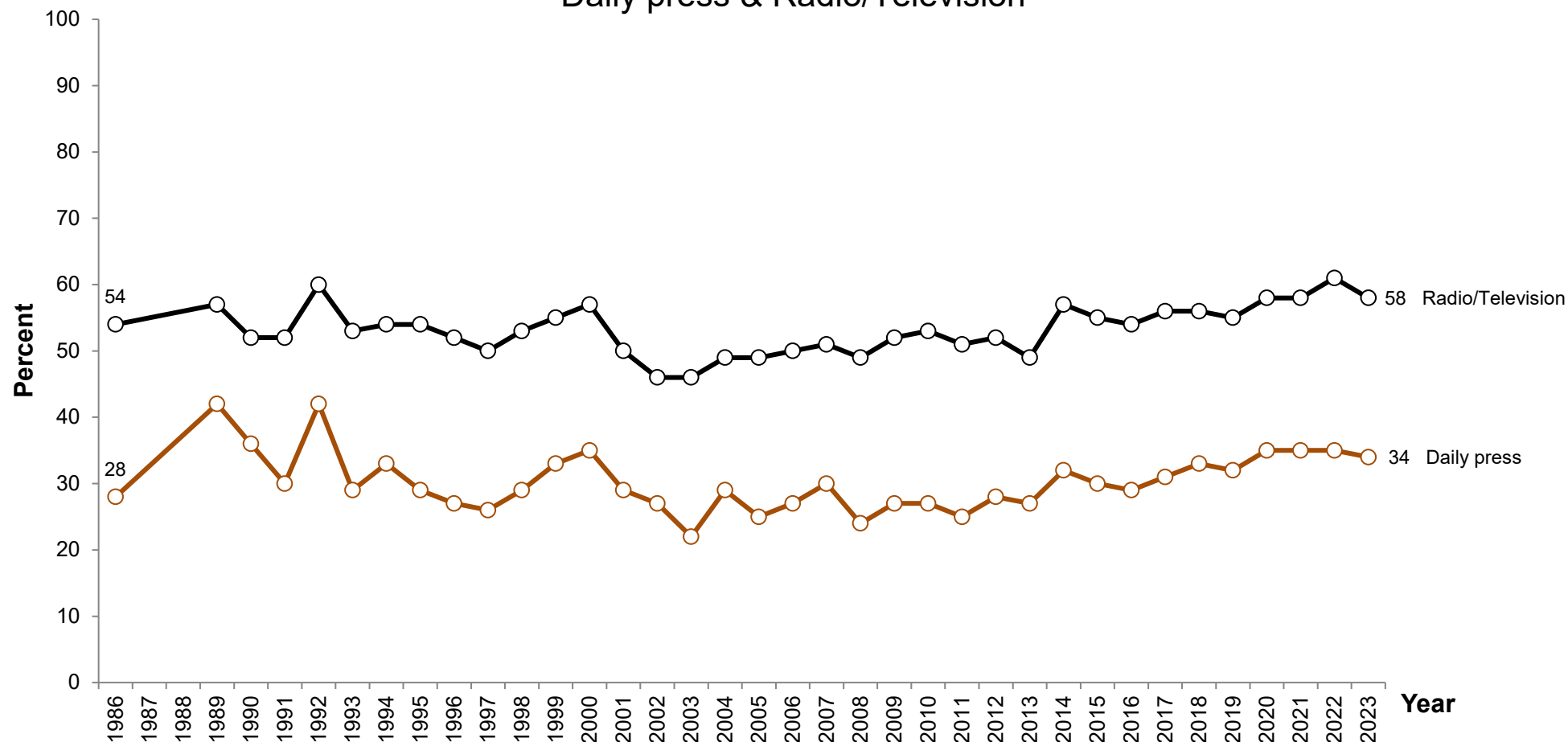
**Question:** "How much confidence do you have in the way the following institutions/groups do their job?"

**Source:** The National SOM survey 1998–2023



## CONFIDENCE IN INSTITUTIONS

### Daily press & Radio/Television



**Comment:** Five response alternatives to the question asked: "Very much; Fairly much; Neither much nor little; Fairly little; Very little". The lines show the percentage of respondents indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item.

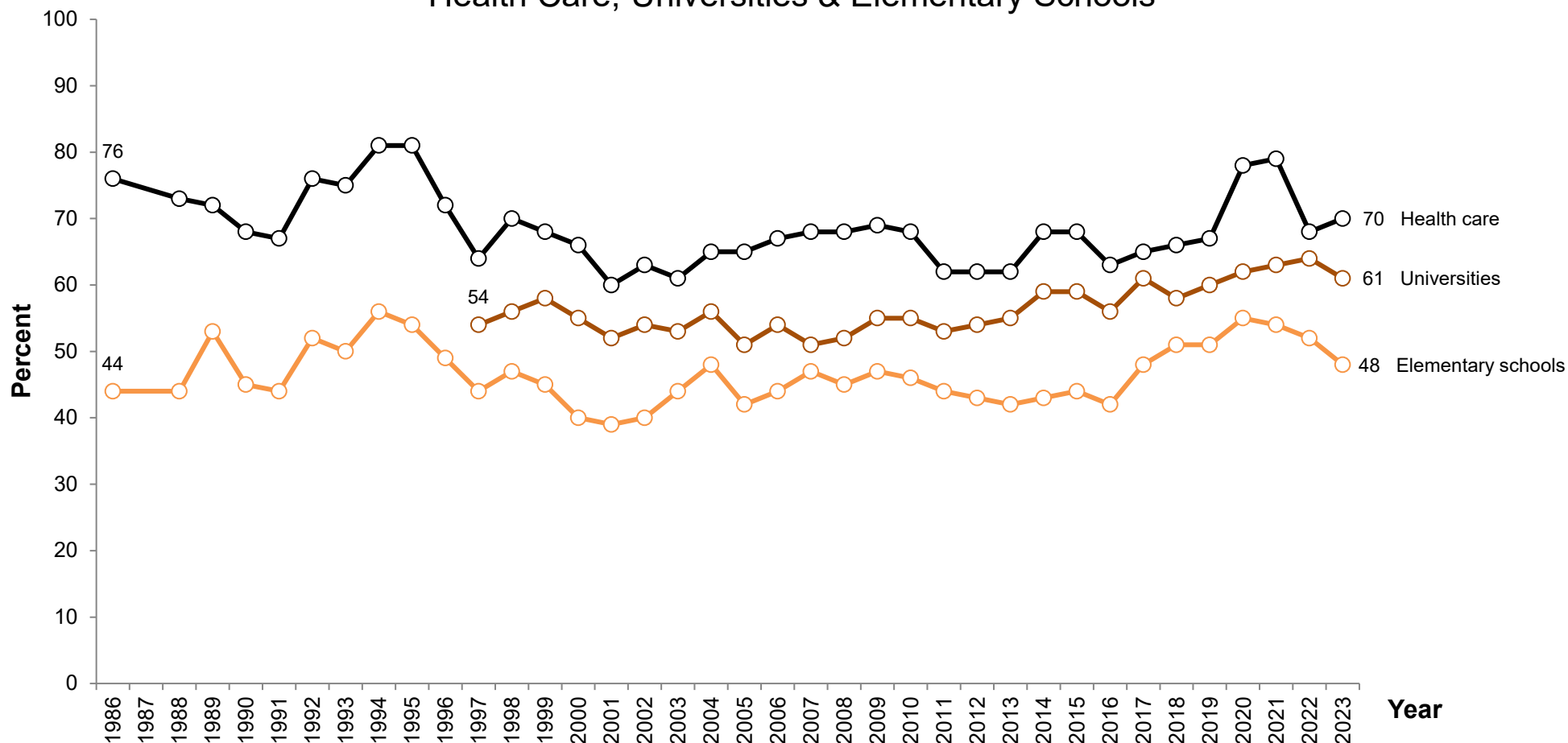
**Question:** "How much confidence do you have in the way the following institutions/groups do their job?"

**Source:** The National SOM survey 1986–2023



## CONFIDENCE IN INSTITUTIONS

Health Care, Universities & Elementary Schools



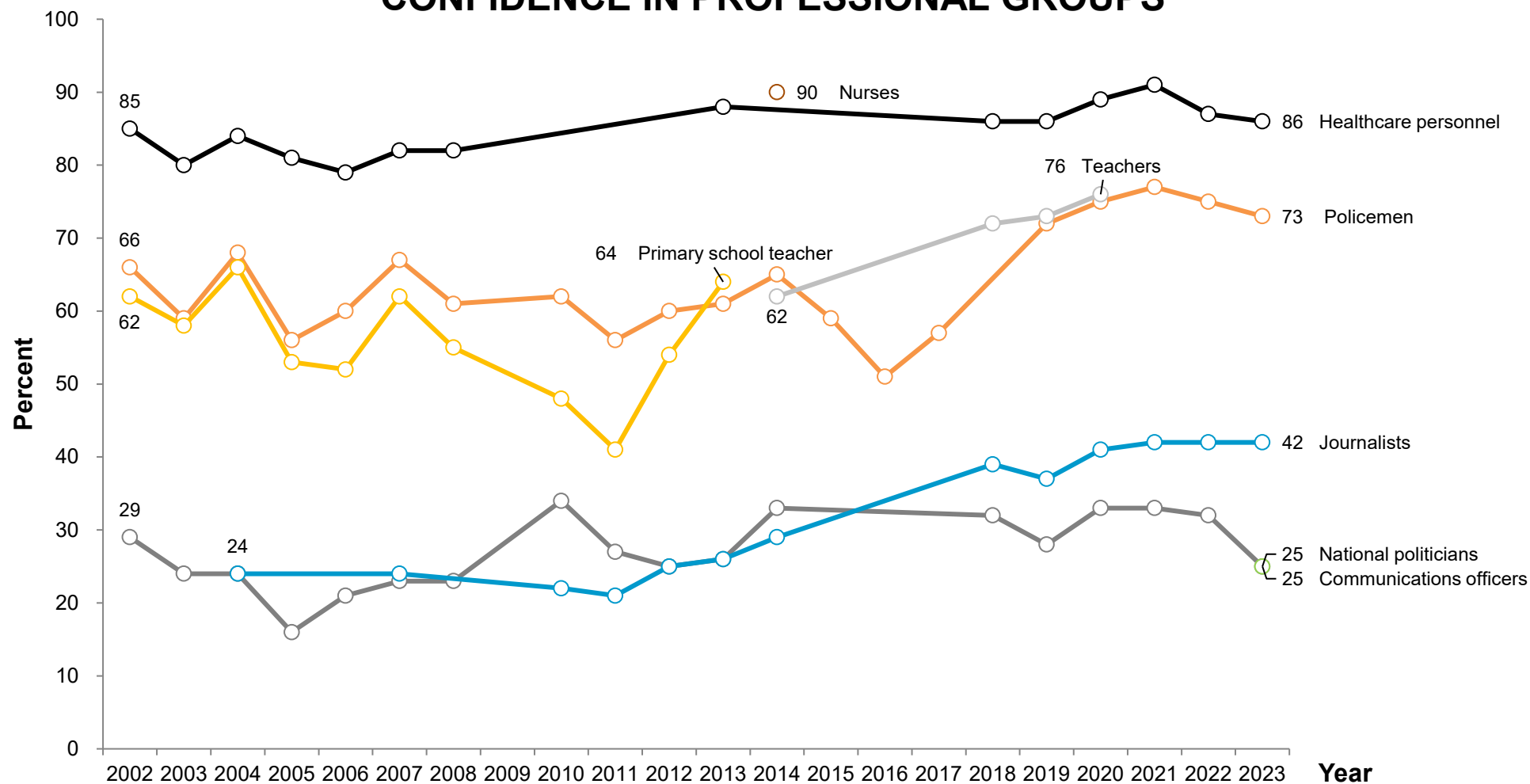
**Comment:** Five response alternatives to the question asked: "Very much; Fairly much; Neither much nor little; Fairly little; Very little". The lines show the percentage of respondents indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item.

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

**Source:** The National SOM survey 1986–2023



## CONFIDENCE IN 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?"

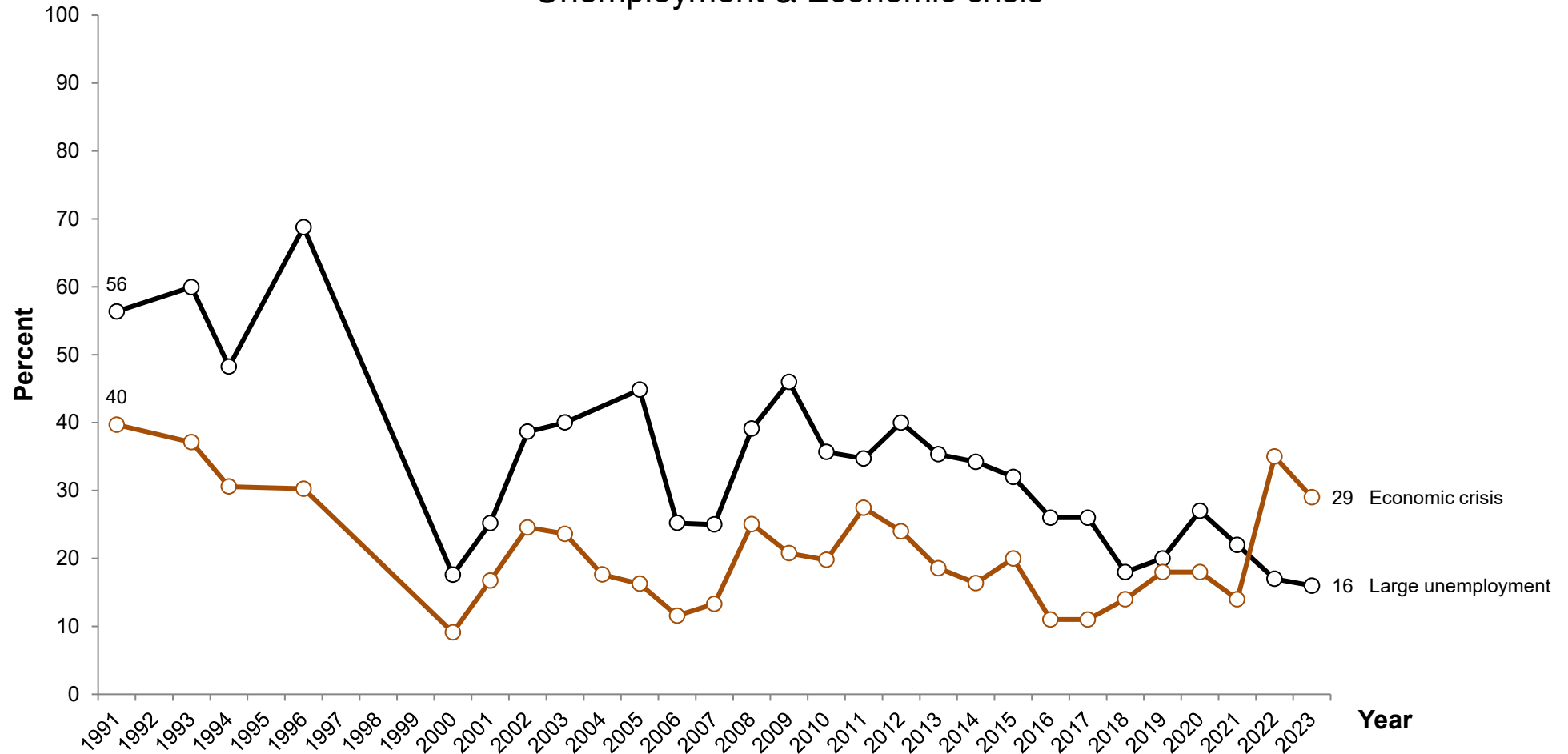
**Source:** The National SOM survey 2002–2023





## WHAT SWEDES WORRY ABOUT

### Unemployment & Economic crisis



**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 respondents answering each individual item.

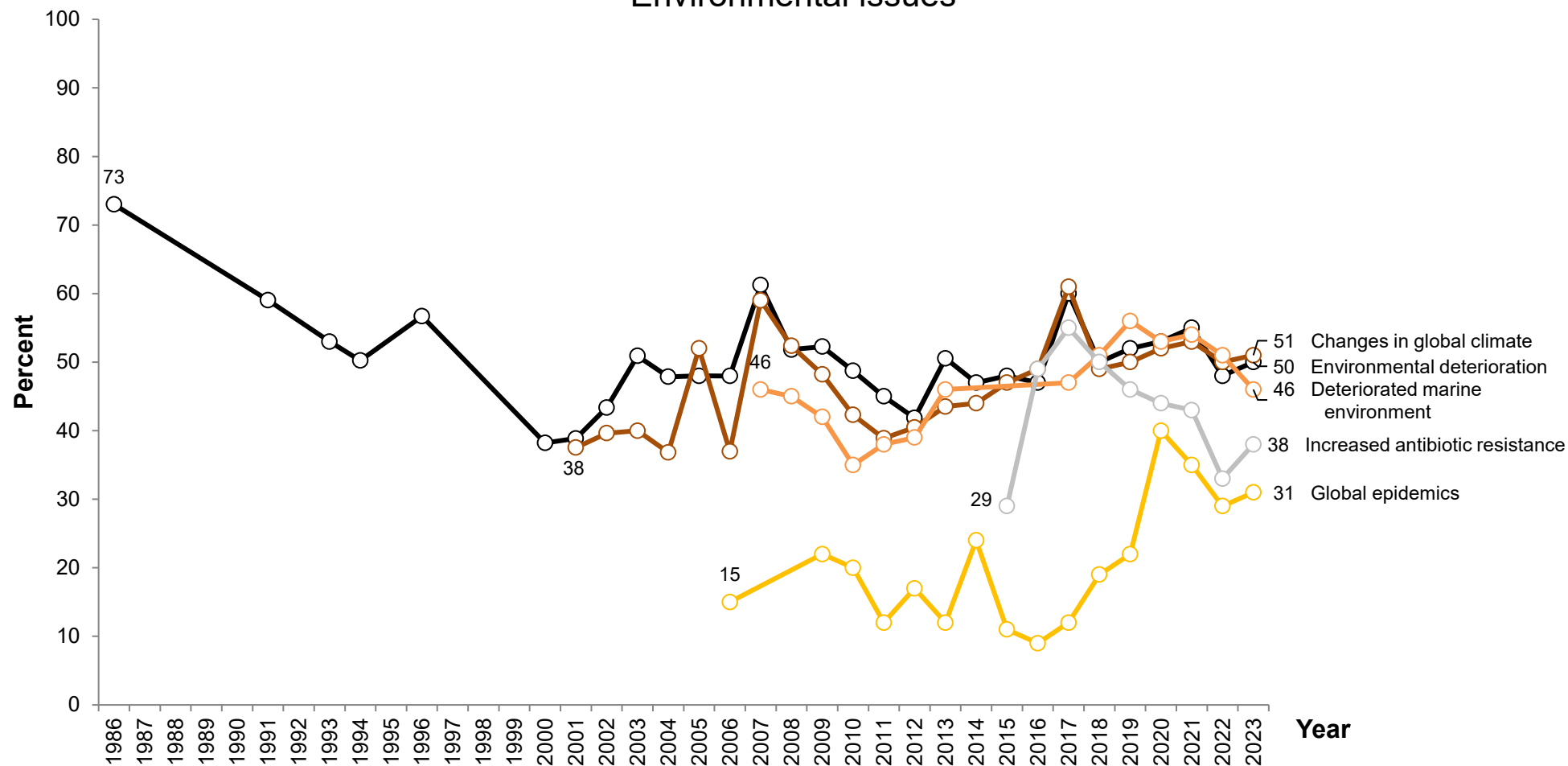
**Question:** "Looking at today's situation, what worries you most?"

**Source:** The National SOM survey 1991–2023



## 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 respondents answering each individual item.

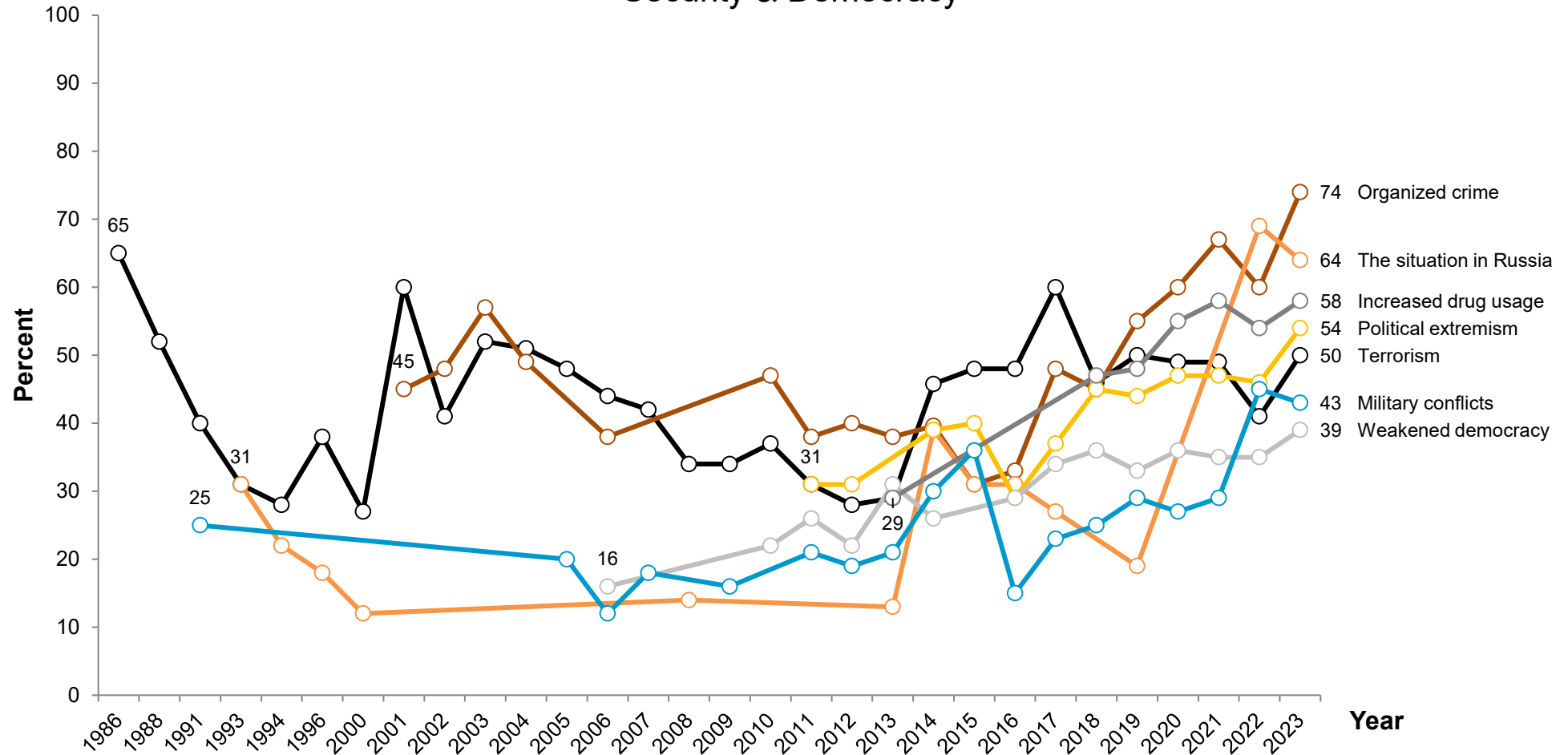
**Question:** "Looking at today's situation, what worries you most?"

**Source:** The National SOM survey 1986–2023



## 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 respondents answering each individual item.

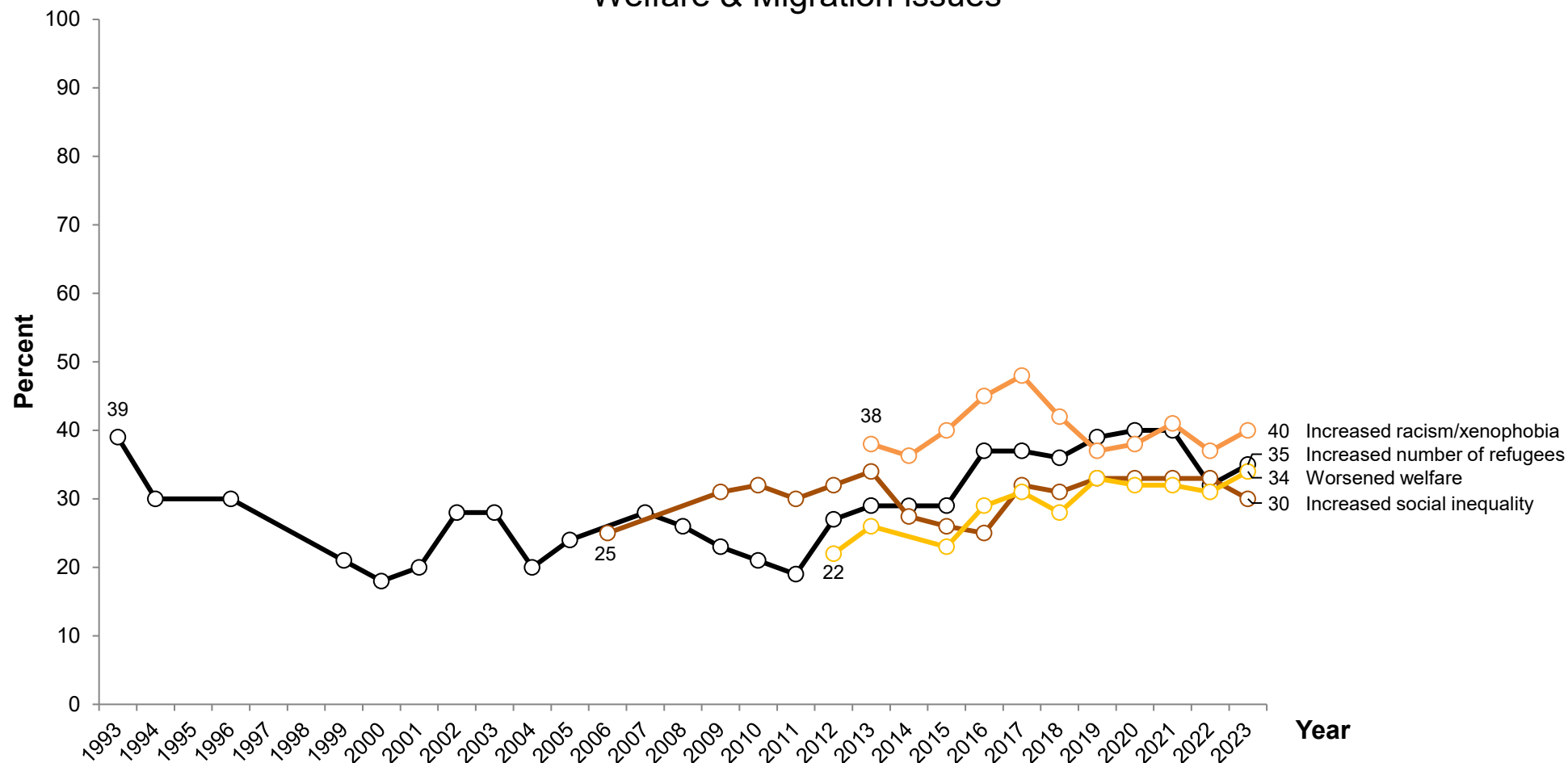
**Question:** "Looking at today's situation, what worries you most?"

**Source:** The National SOM survey 1986–2023



## 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 respondents answering each individual item.

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

**Source:** The National SOM survey 1993–2023



### WHAT SWEDES WORRY ABOUT (Percent)

År	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Organized crime	48	57	49		38				47	38	40	38	40	31	33	48	45	55	<b>60</b>	<b>67</b>	60	<b>74</b>	
The situation in Russia							14					13	39	31	31	27		19			<b>69</b>	64	
Increased drug usage												29					47	48	55	58	54	58	
Political extremism										31	31		39	40	29	37	45	44	47	47	46	54	
Changes in global climate	40	40	37	52	37	59	52	48	42	39	40	44	44	47	<b>49</b>	<b>61</b>	49	50	52	53	50	51	
Environmental deterioration	<b>43</b>	51	48	<b>48</b>	<b>48</b>	<b>61</b>	<b>52</b>	<b>52</b>	<b>49</b>	<b>45</b>	<b>42</b>	<b>51</b>	<b>47</b>	<b>48</b>	47	60	50	52	53	55	48	50	
Terrorism	41	<b>52</b>	<b>51</b>	<b>48</b>	44	42	34	34	37	31	28	29	46	<b>48</b>	48	60	46	50	49	49	41	50	
Deteriorated marine environment						46	45	42	35	38	39	46				47	<b>51</b>	<b>56</b>	53	54	51	46	
Increased racism/xenophobia													38	36	40	45	48	42	37	38	41	37	40
Weakened democracy					16				22	26	22	31	26		29	34	36	33	36	35	35	39	
Increased antibiotic resistance														29	<b>49</b>	55	50	46	44	43	33	38	
Increased number of refugees	28	28	20	24		28	26	23	21	19	27	29	29	29	37	37	36	39	40	40	32	35	
Worsened welfare											22	26		23	29	31	28	33	32	32	31	34	
Global epidemics					15			22	20	12	17	12	24	11	9	12	19	22	40	35	29	31	
Increased social inequality					25			31	32	30	32	34	27	26	25	32	31	33	33	33	33	30	
Economic crisis	25	24	18	16	12	13	25	21	20	27	24	19	16	20	11	11	14	18	18	14	35	29	
Large unemployment	39	40		45	25	25	39	46	36	35	40	35	34	32	26	26	18	20	27	22	17	16	

**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 respondents answering each individual item. The table only shows the last 20 years.

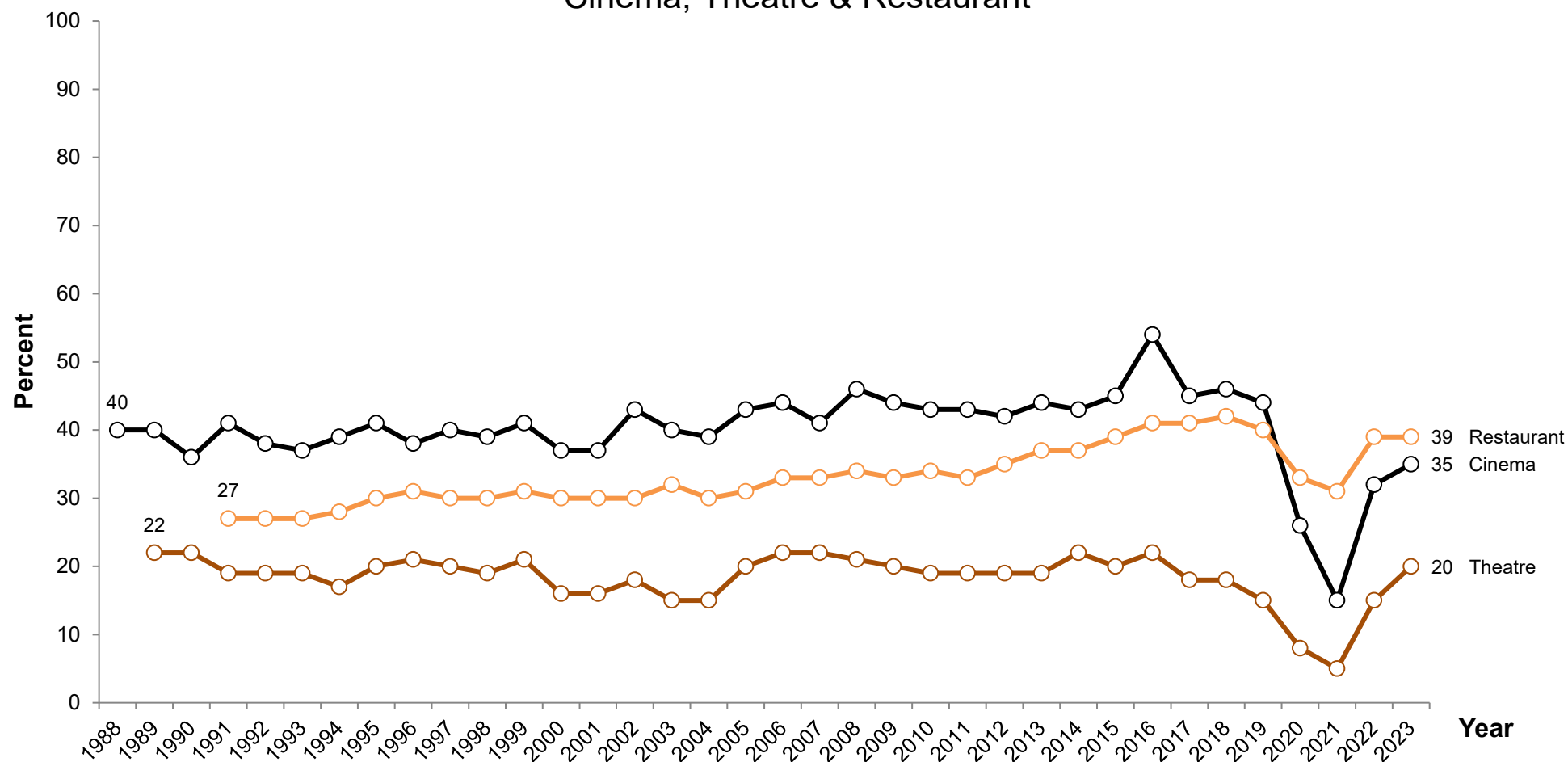
**Question:** "Looking at today's situation, what worries you most?"

**Source:** The national SOM survey 2002–2023



## 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 individual item.

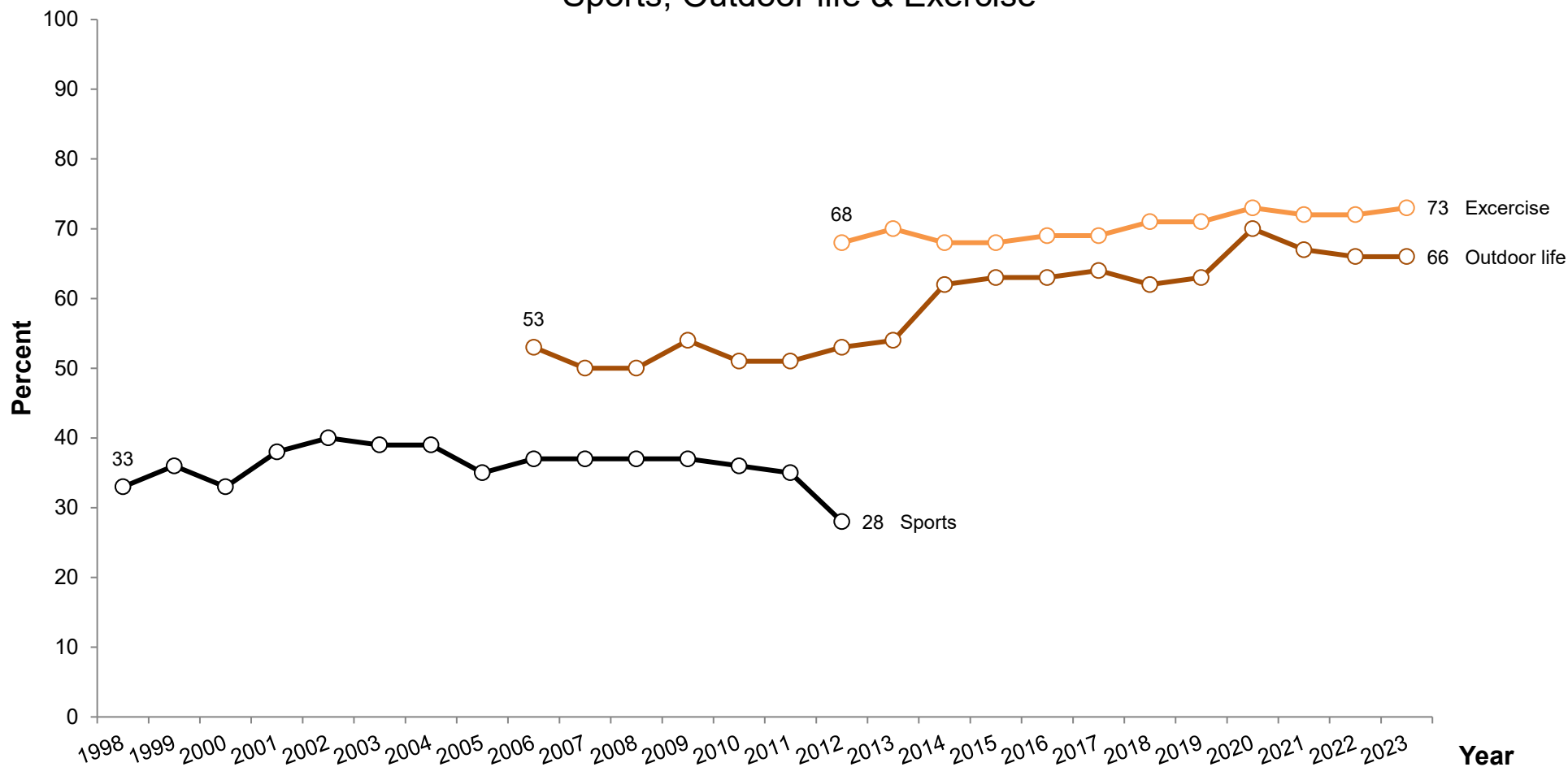
**Question:** "How often have you engaged in the following activities during the past twelve months?"

**Source:** The National SOM survey 1988–2023



## 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 individual item.

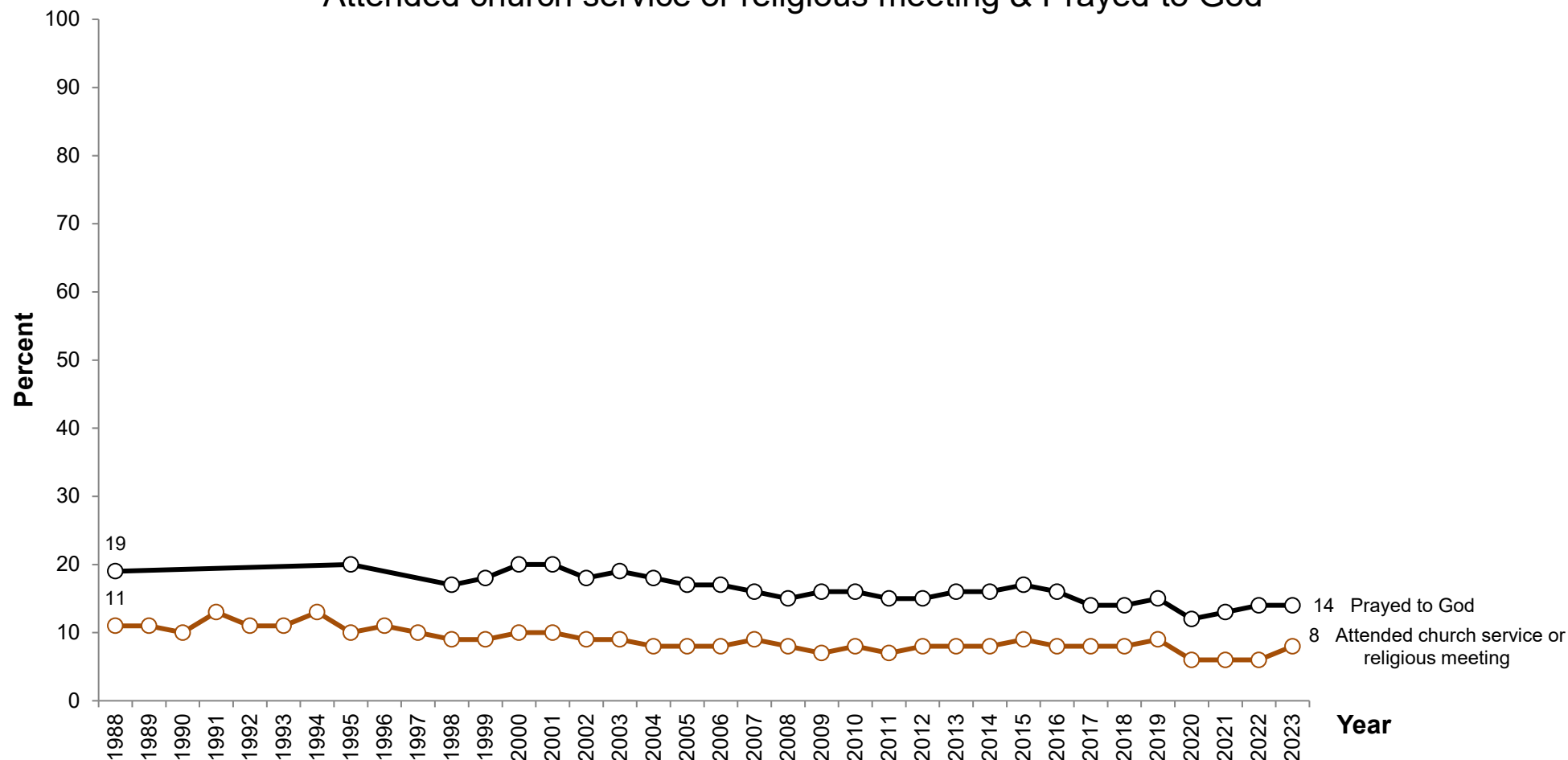
**Question:** "How often have you engaged in the following activities during the past twelve months?"

**Source:** The National SOM survey 1998–2023



## 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 individual item.

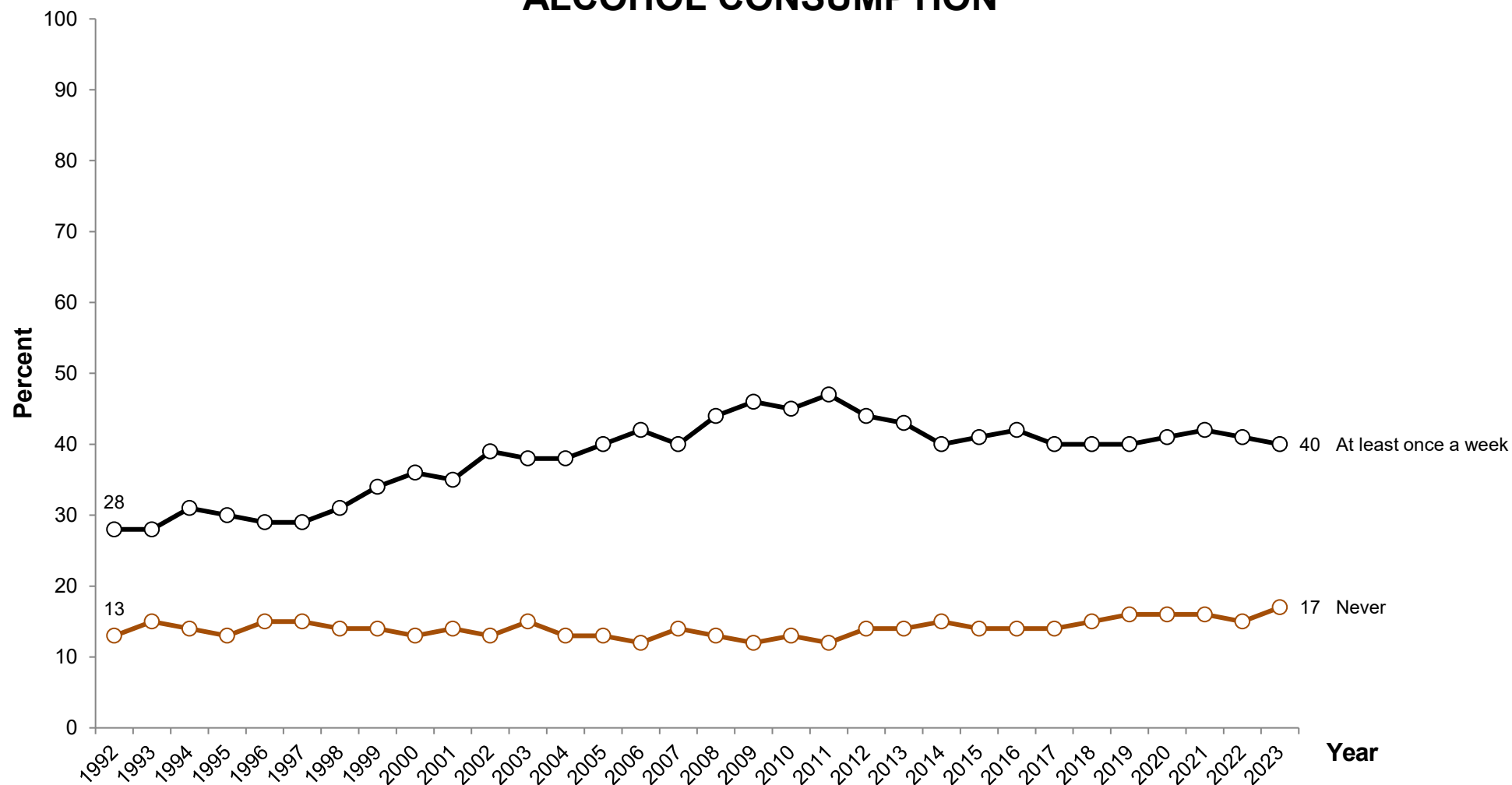
**Question:** "How often have you engaged in the following activities during the past twelve months?"

**Source:** The National SOM survey 1988–2023





## ALCOHOL CONSUMPTION



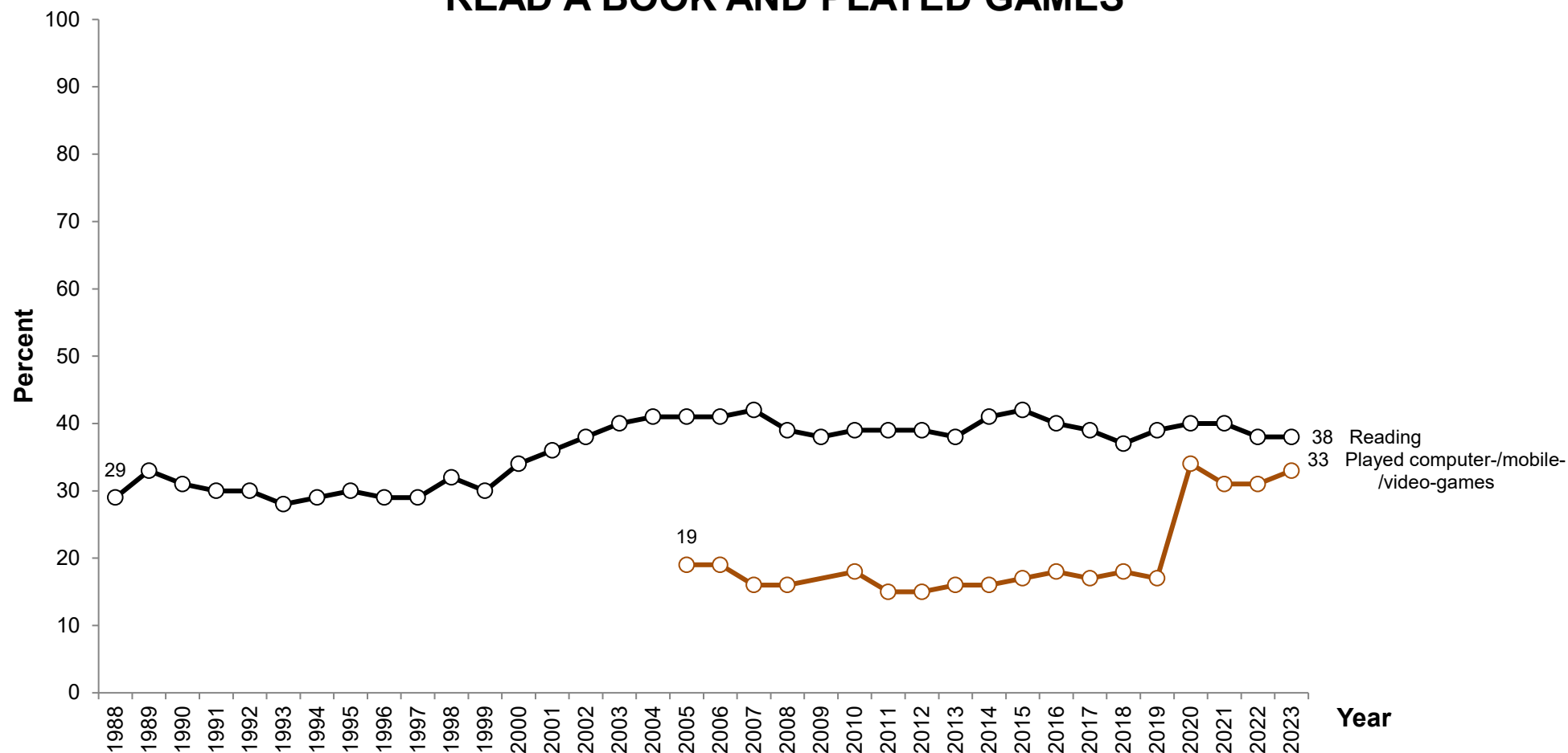
**Comment:** The figures indicate activity at least once a week. The percentages are based on the respondents answering each individual item.

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

**Source:** The National SOM survey 1992–2023



## READ A BOOK AND PLAYED GAMES



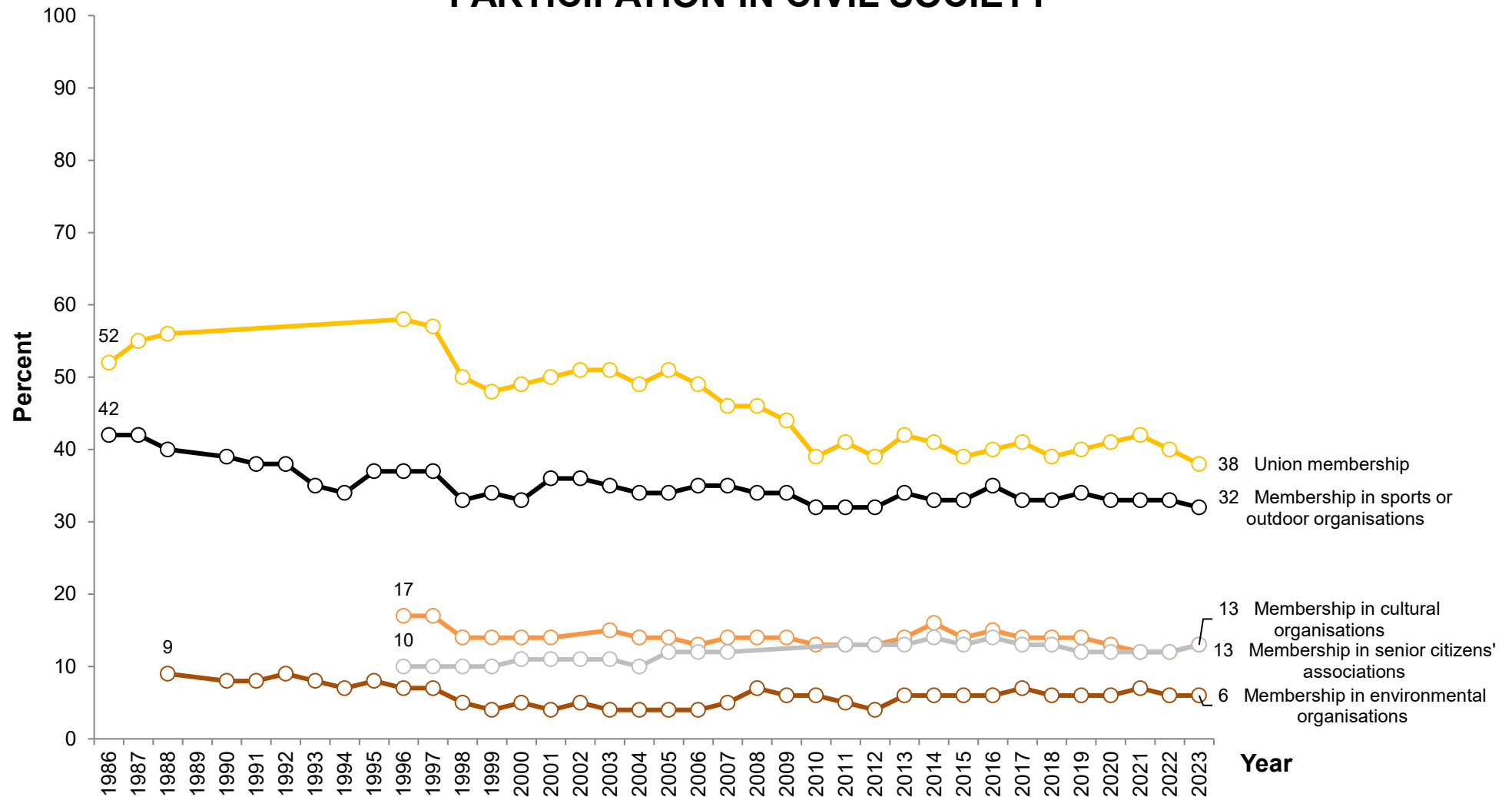
**Comment:** Six response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once a month; About once a week; Several times a week". The percent doing the activity at least once a week who answered at least parts of a multi-item question on leisure activities. The question about gaming was asked as "Played computergames/videogames" until and including 2019.

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

**Source:** The National SOM survey 1988–2023



## 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 1986–2023



**SOM INSTITUTE**  
SOCIETY OPINION MEDIA

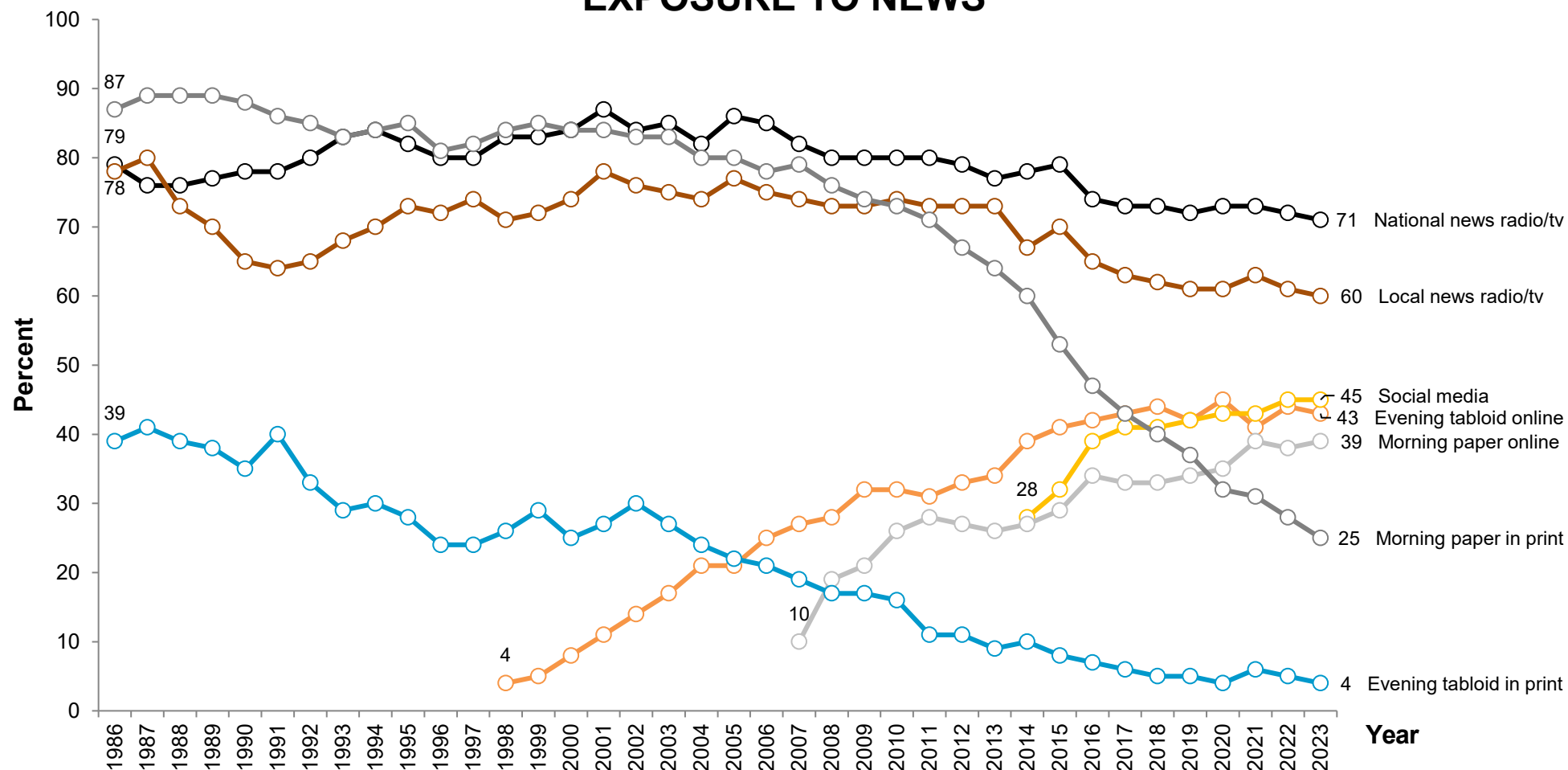


GÖTEBORGS UNIVERSITET

# MEDIA TRENDS



## EXPOSURE TO NEWS



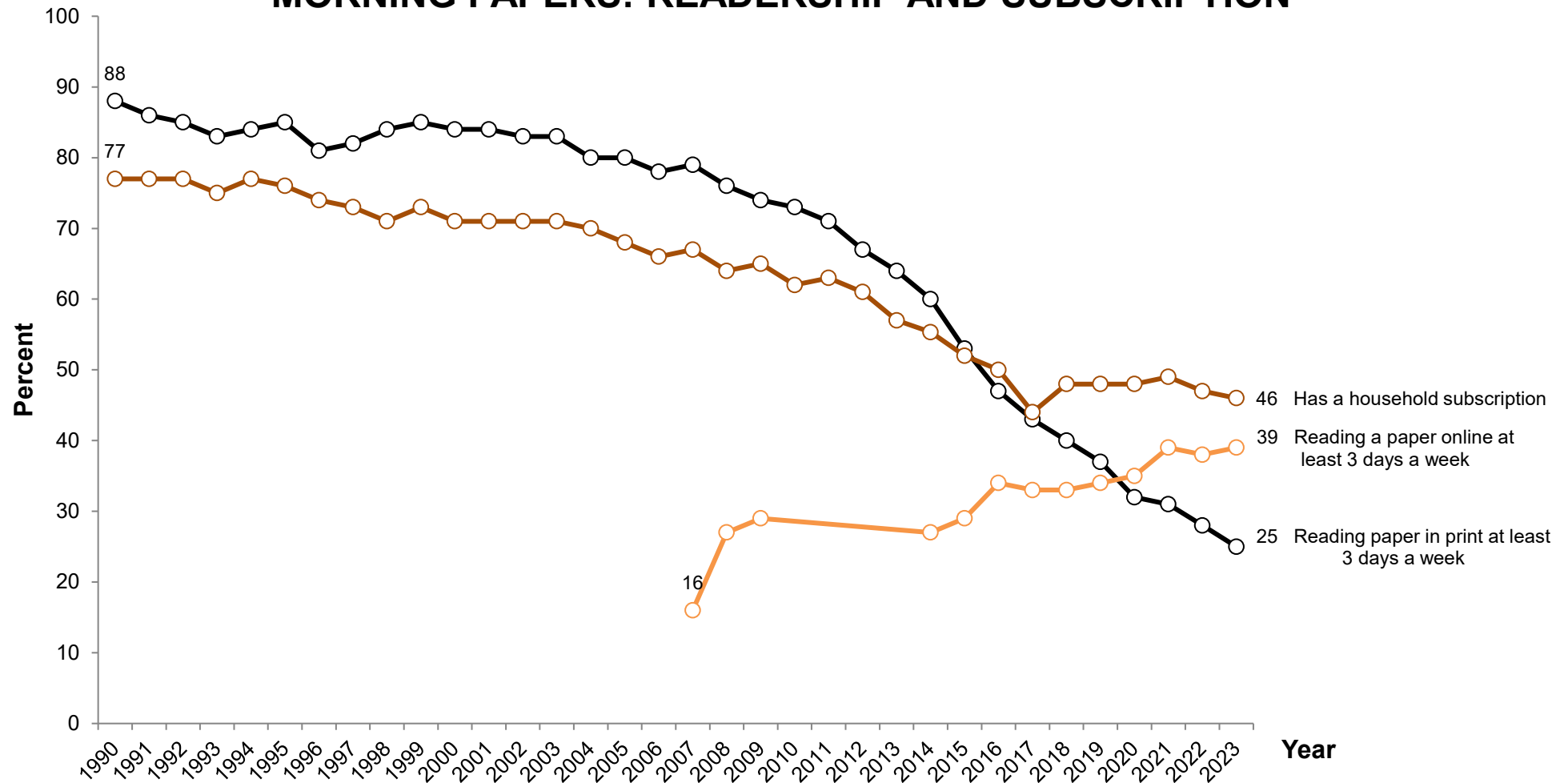
**Comment:** The results show percent of all respondents doing the stated things at least three days a week. "Morning paper online" includes "Other local morning paper", "Svenska Dagbladet" and "Dagens nyheter."

**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 1986–2023



## MORNING PAPERS: READERSHIP AND SUBSCRIPTION



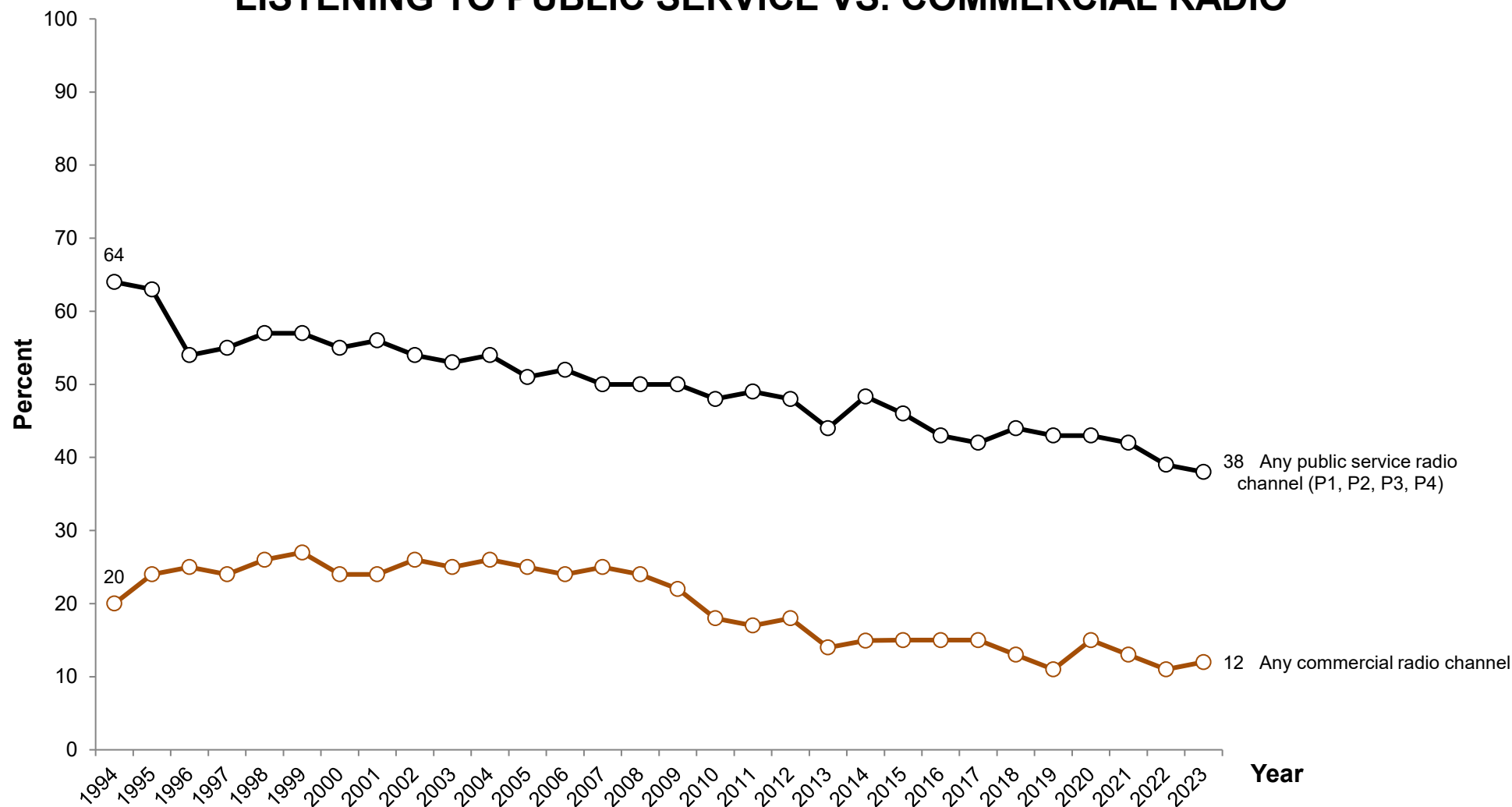
**Comment:** The results show percent of all respondents subscribing to a morning paper in print; reading at least one morning paper (in print) at least three days a week.

**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 1990–2023



## LISTENING TO PUBLIC SERVICE VS. COMMERCIAL RADIO



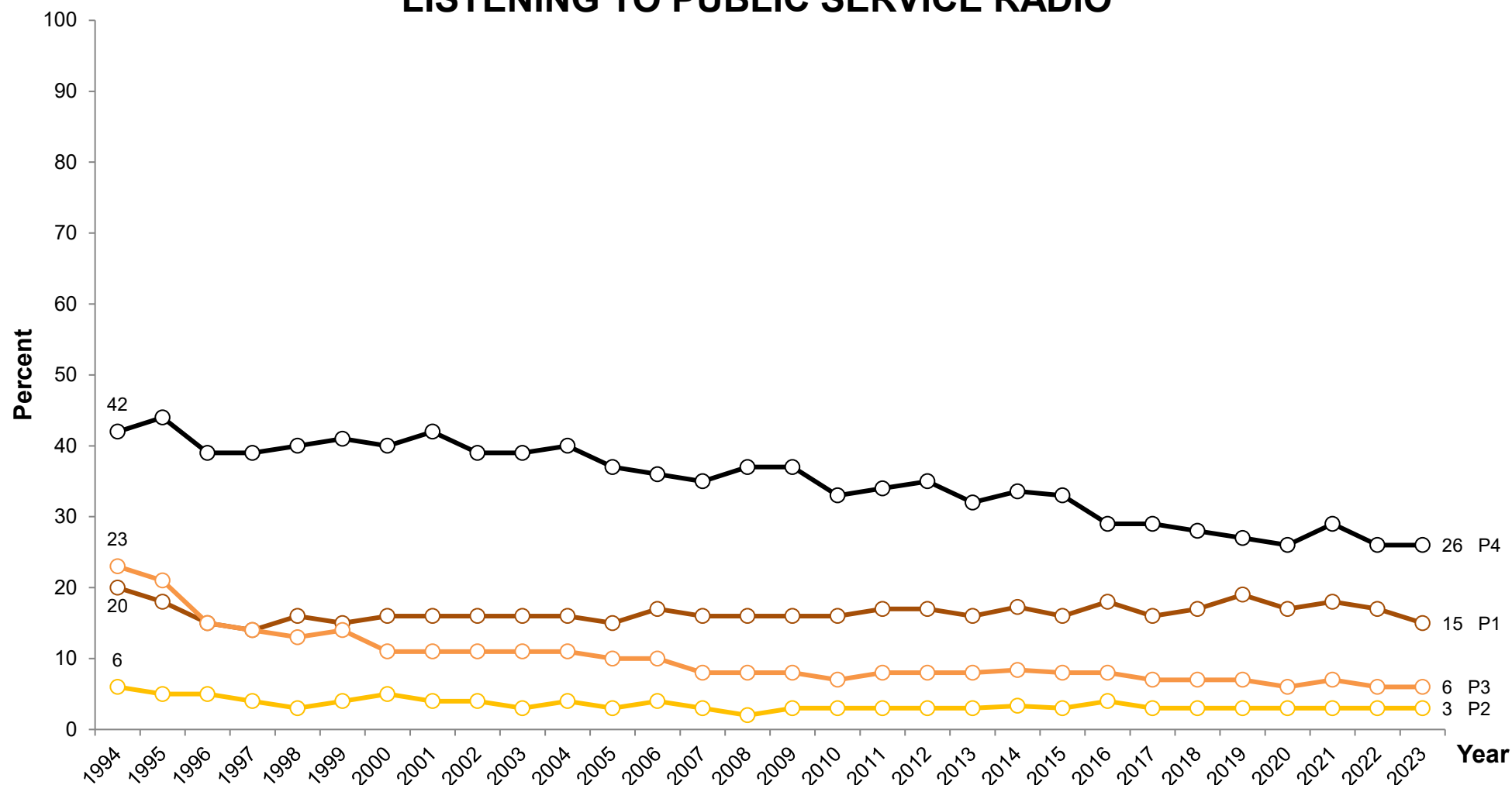
**Comment:** Six response alternatives to the question asked: "Daily; 5-6 days a week; 3-4 days a week; 1-2 days a week; More seldom; Never".

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

**Source:** The National SOM survey 1994–2023



## LISTENING TO PUBLIC SERVICE 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". The results show percent of all respondents listening at least five days a week.

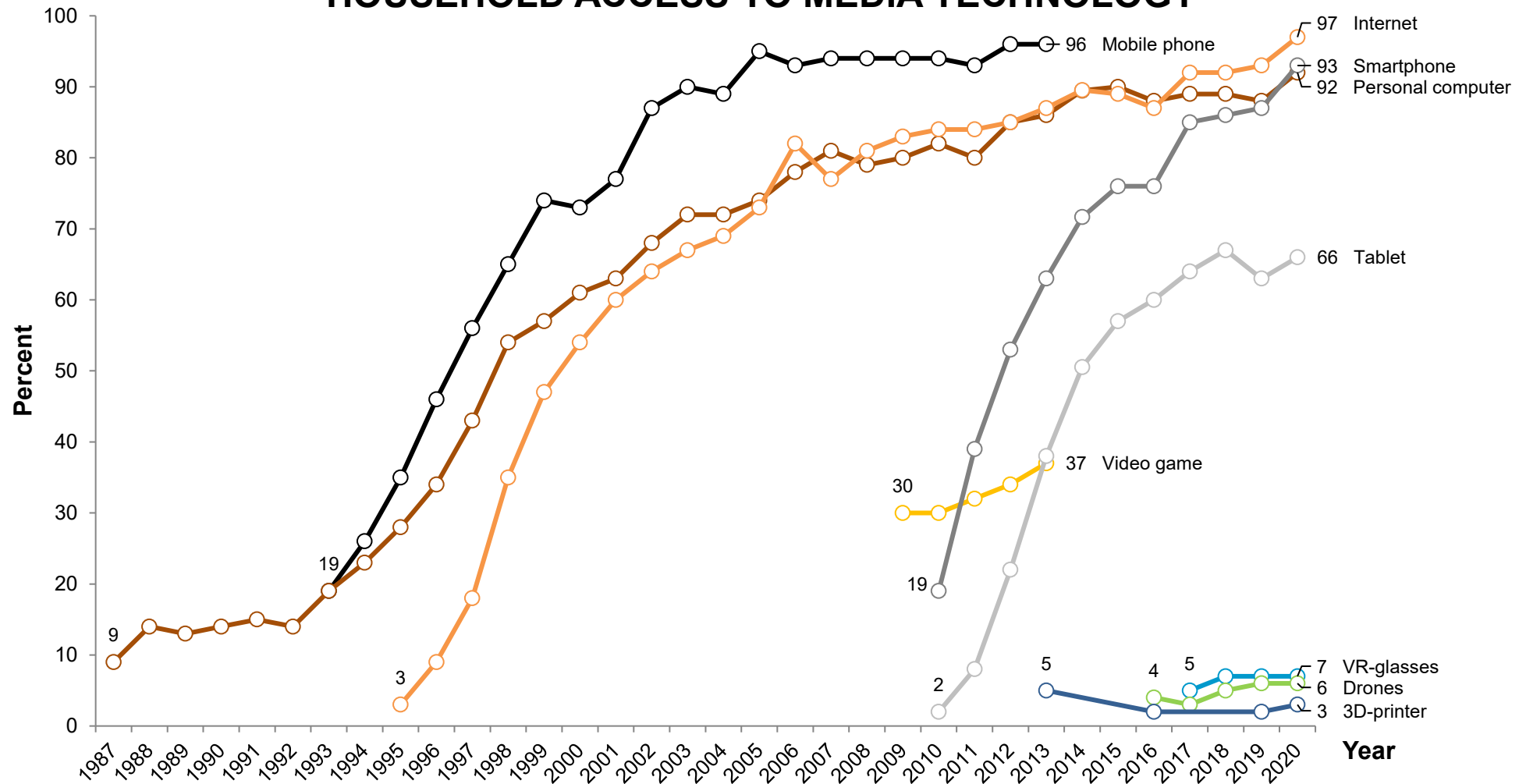
**Question:** "How often do you listen to the following radio channels?"

**Source:** The National SOM survey 1994–2023





## HOUSEHOLD ACCESS TO MEDIA TECHNOLOGY



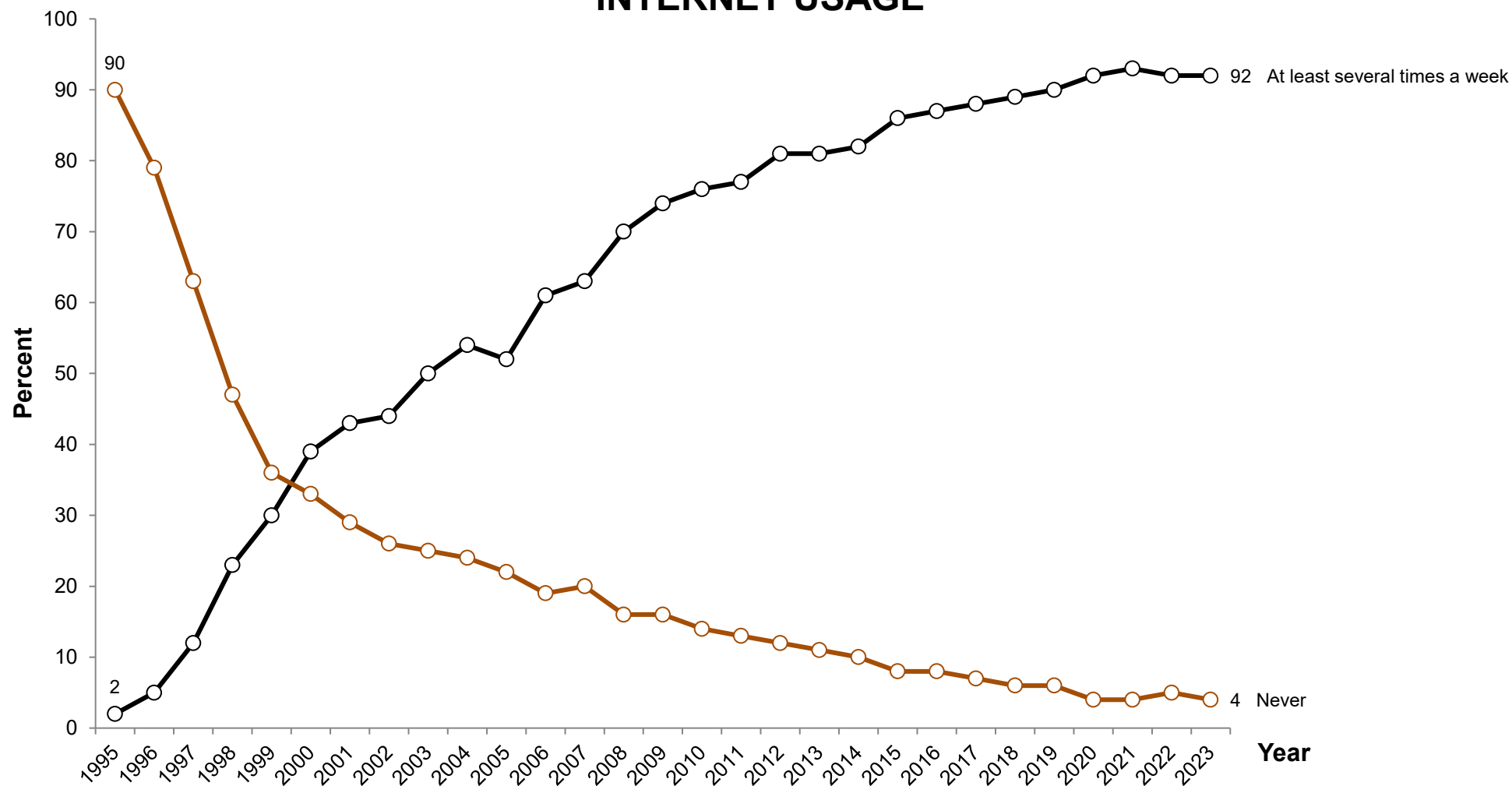
**Comment:** The results show the percent among all respondents indicating access to the specified equipment in the household. Minor changes in the age composition of the sample over the years affect the level of penetration of media with a few percentage points.

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

**Source:** The National SOM survey 1987–2020



## INTERNET USAGE



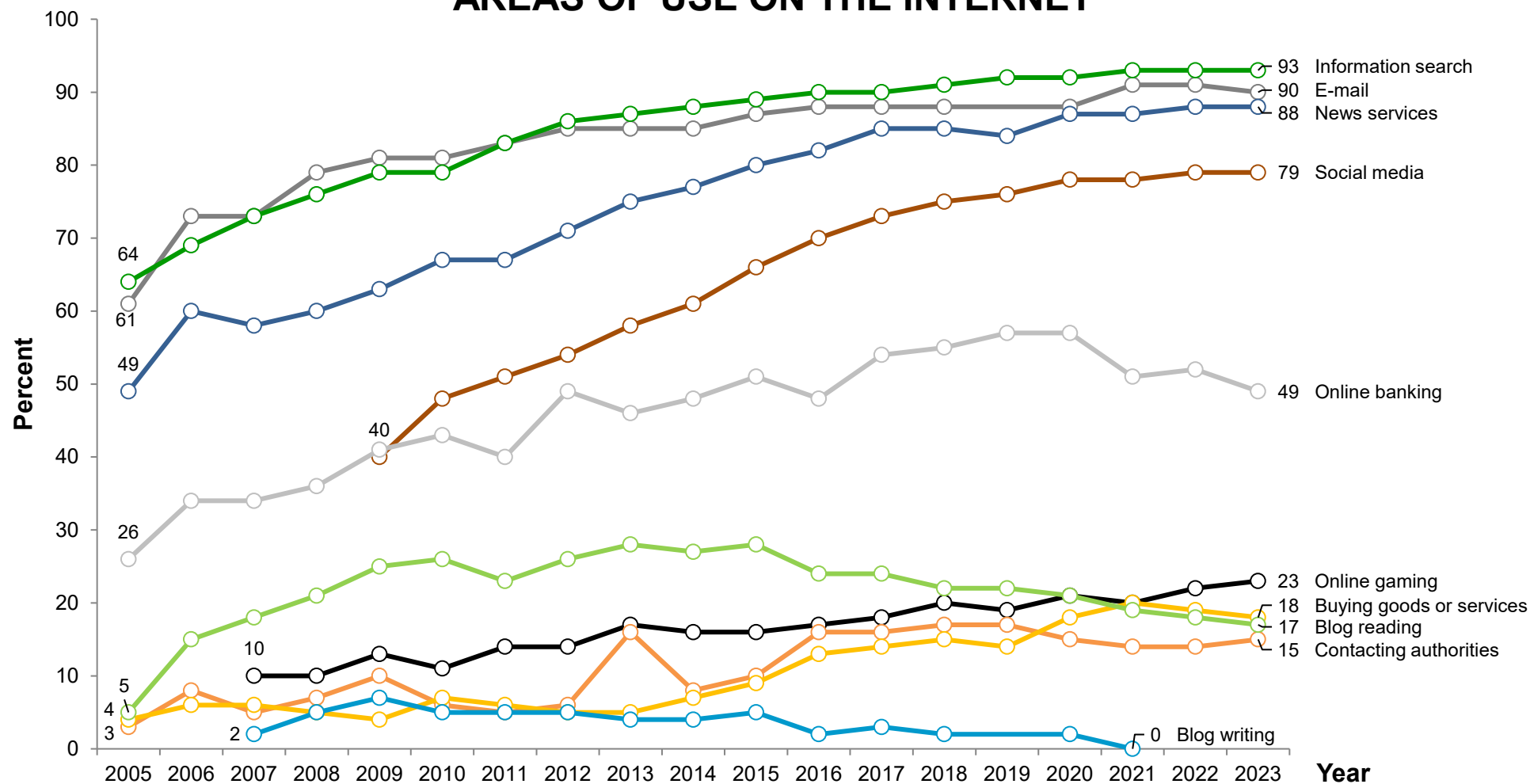
**Comment:** Seven response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once every month; About once every week; Several times a week".

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

**Source:** The National SOM survey 1995–2023



## 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 2005–2023



**SOM INSTITUTE**  
SOCIETY OPINION MEDIA

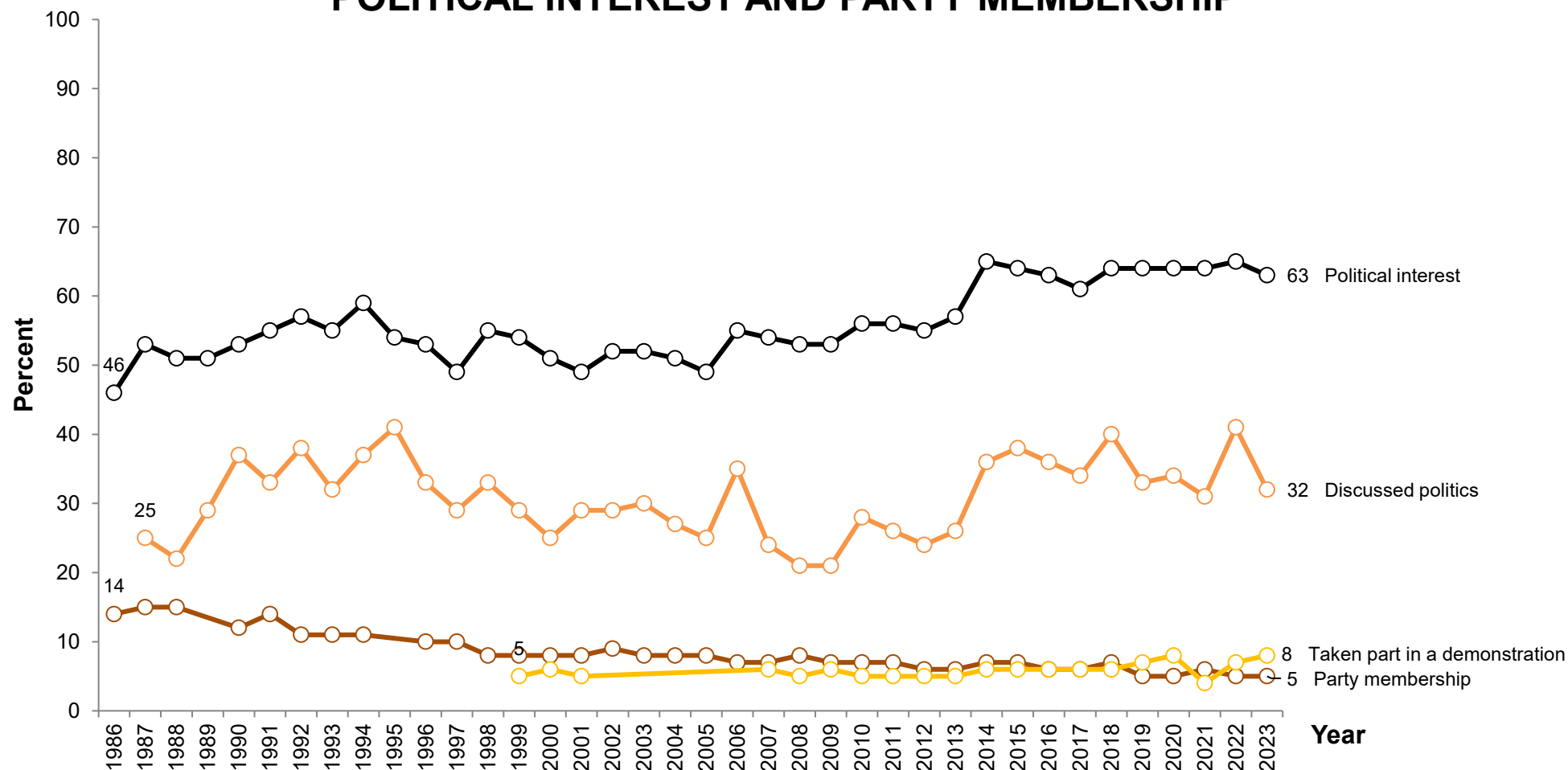


GÖTEBORGS UNIVERSITET

# POLITICAL TRENDS



## POLITICAL INTEREST AND PARTY MEMBERSHIP



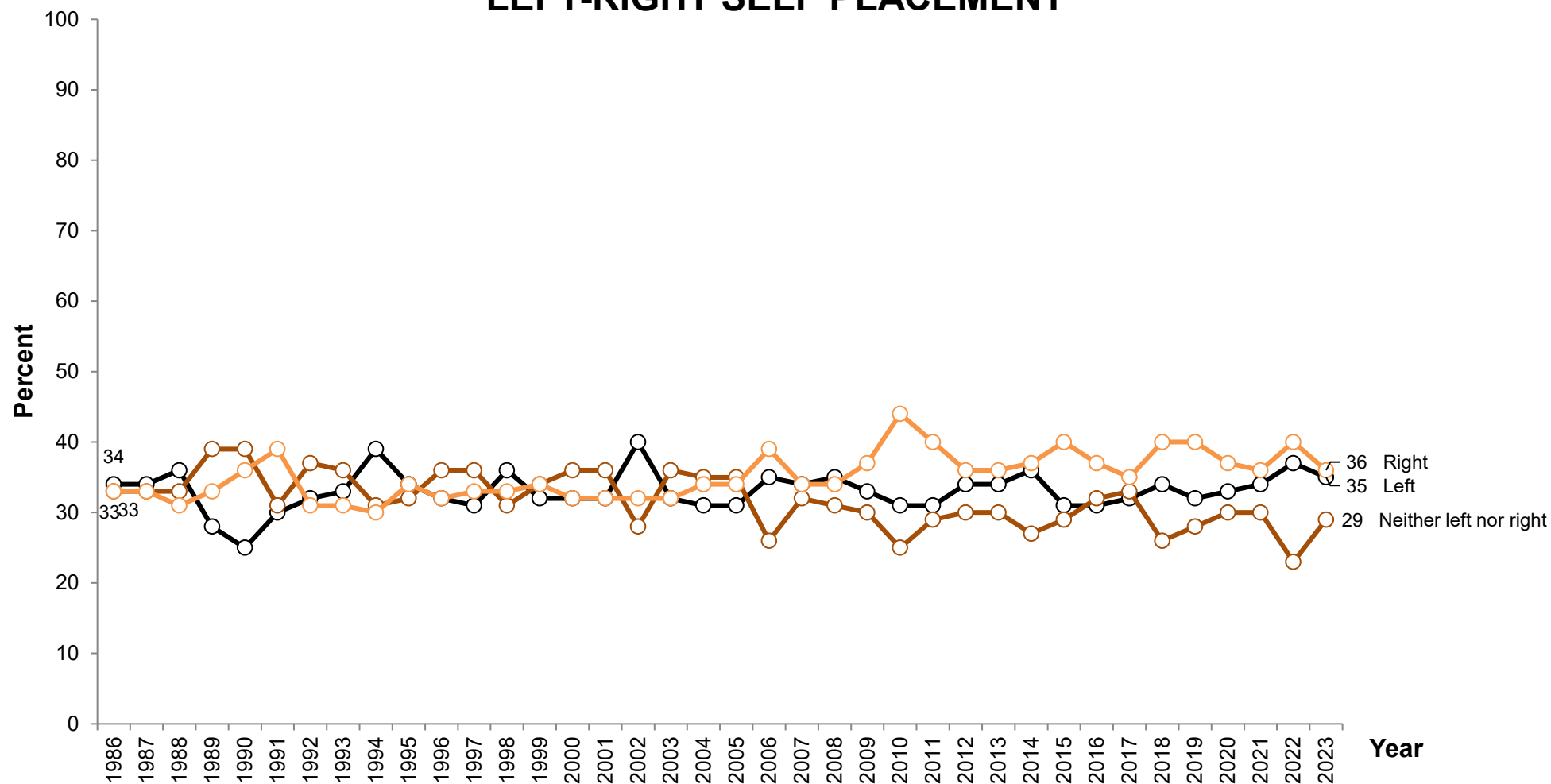
**Comment:** The results show percent "Very much" or "Fairly interested" in politics, percent party members among all respondents, the percentage who discuss politics at least once a week and the percentage who have taken part in a demonstration at least once during the last 12 months.

**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 1986–2023



## LEFT-RIGHT SELF PLACEMENT



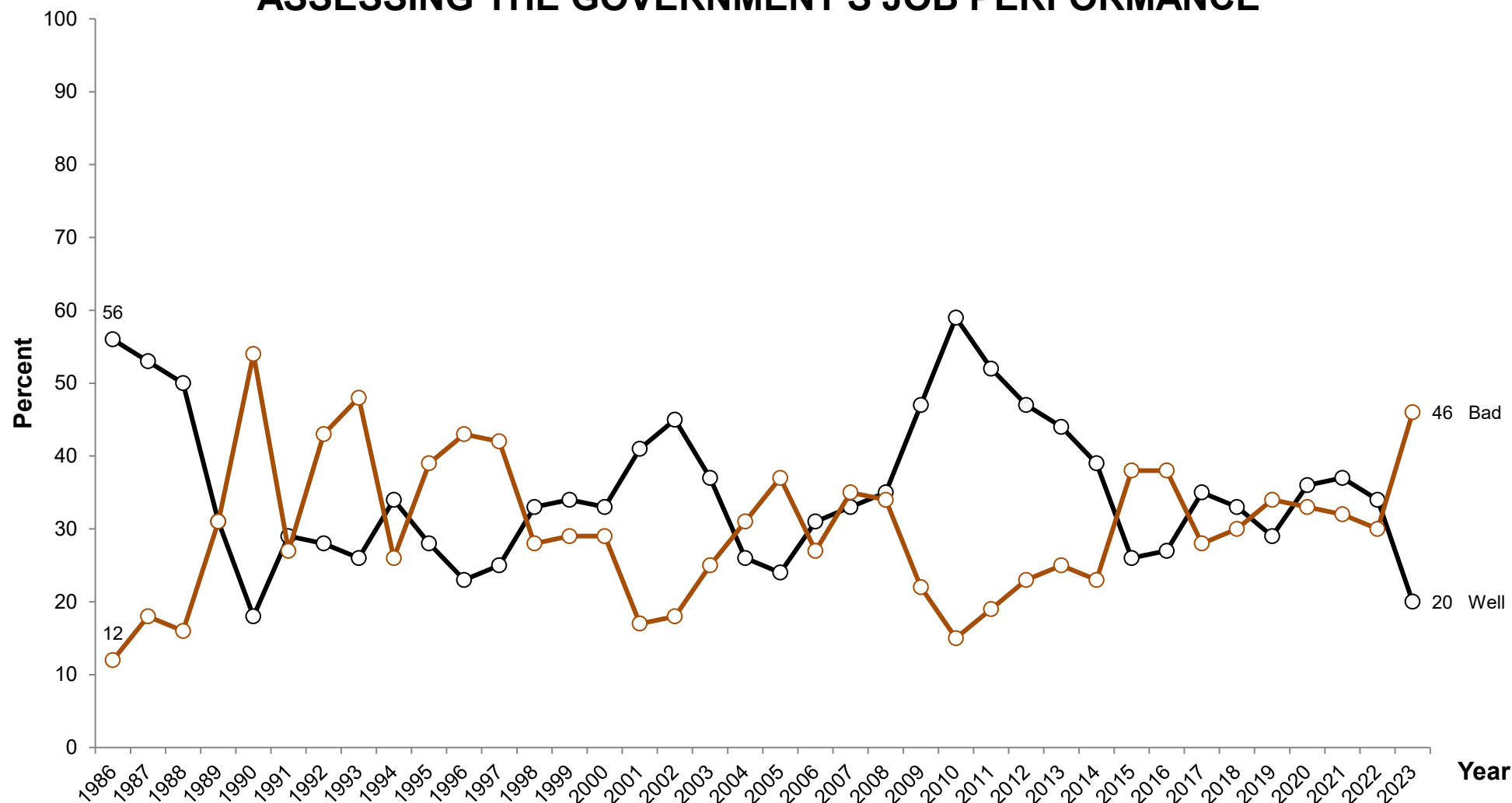
**Comment:** Five response alternatives to the question asked: "Clearly to the left; Somewhat to the left; Neither to the left, nor to the right; Somewhat to the right". No-answers (3-5 percent on average every year) are excluded from the analysis.

**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 1986–2023



## ASSESSING THE GOVERNMENT'S JOB PERFORMANCE



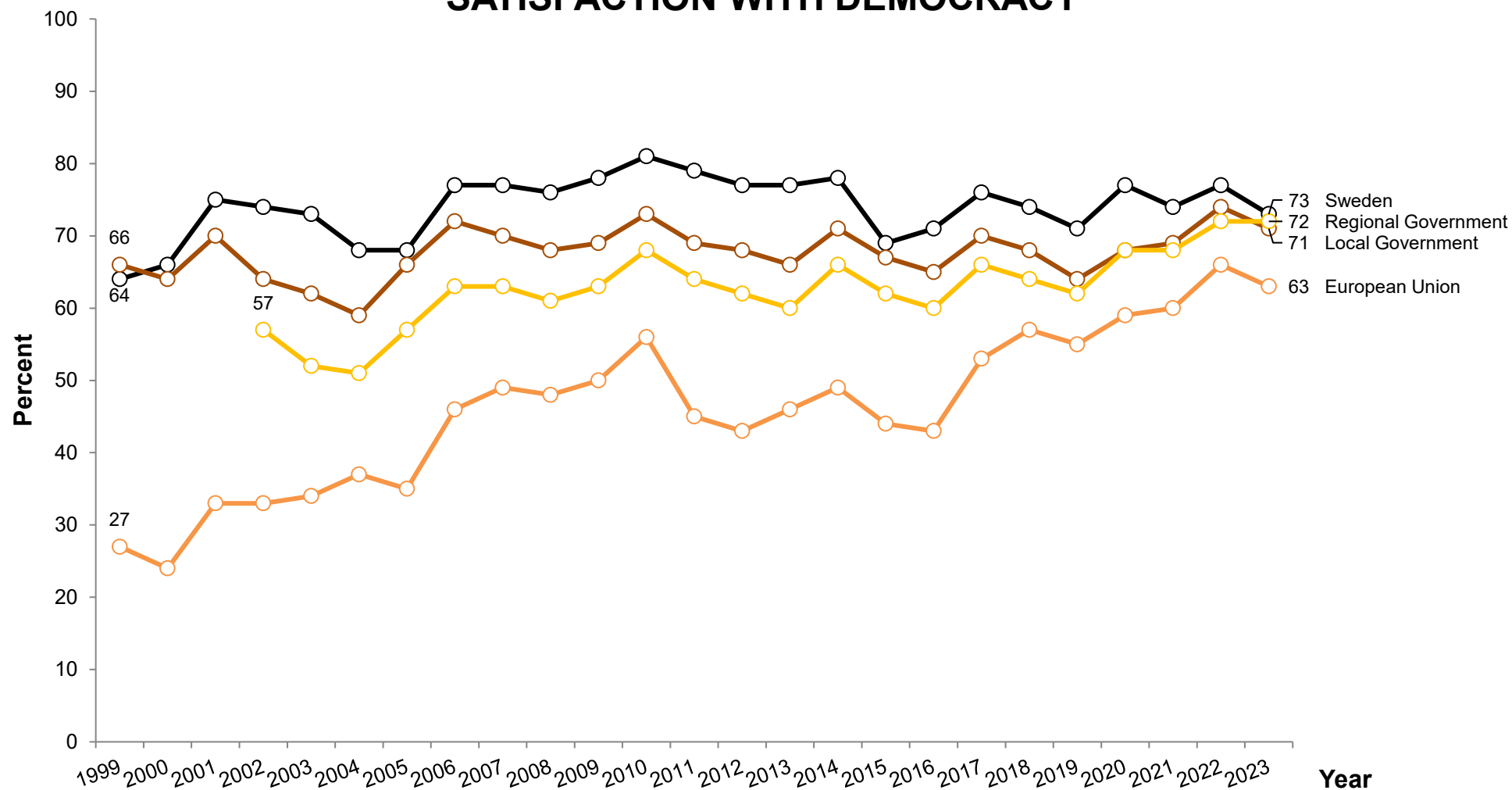
**Comment:** Five response alternatives to the question asked: "Very well; Fairly well; Neither well, nor badly; Fairly badly; Very badly". The results show percent respondents answering "Very" or "Fairly bad."

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

**Source:** The National SOM survey 1986–2023



## SATISFACTION WITH DEMOCRACY



**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 respondents answering each individual item.

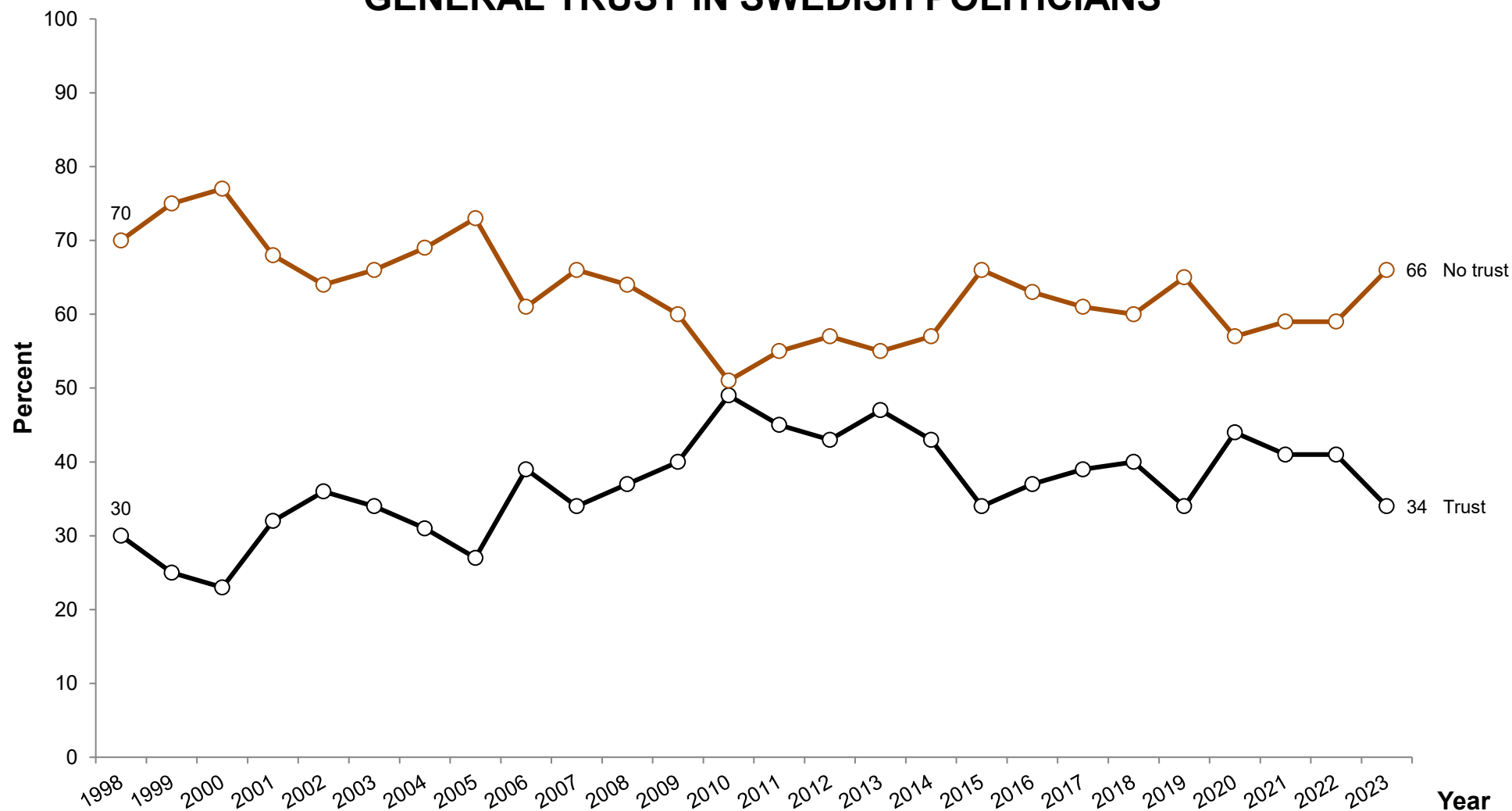
**Question:** "In the whole, are you satisfied with the way democracy works?"

**Source:** The National SOM survey 1999–2023





## GENERAL TRUST IN SWEDISH POLITICIANS



**Comment:** Four response alternatives to the question asked: "Very much; Fairly much; Fairly little; Very little".

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

**Source:** The National SOM survey 1998–2023



**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	2020	2021	2022	2023	
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	10	11	8	8	
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	28	30	34	38	
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	5	4	5	4	
The Center 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	9	9	7	5	
The Liberal Party	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	4	3	5	4	
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	6	4	5	3	
The Conservatives	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	20	21	20	21	
The New Democratic Party	-	-	-	-	-	7	11	6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sweden Democratic Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	4	4	4	5	7	9	10	15	14	14	13	17	14	14	14	
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	4	4	2	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	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	7	10	9	9	

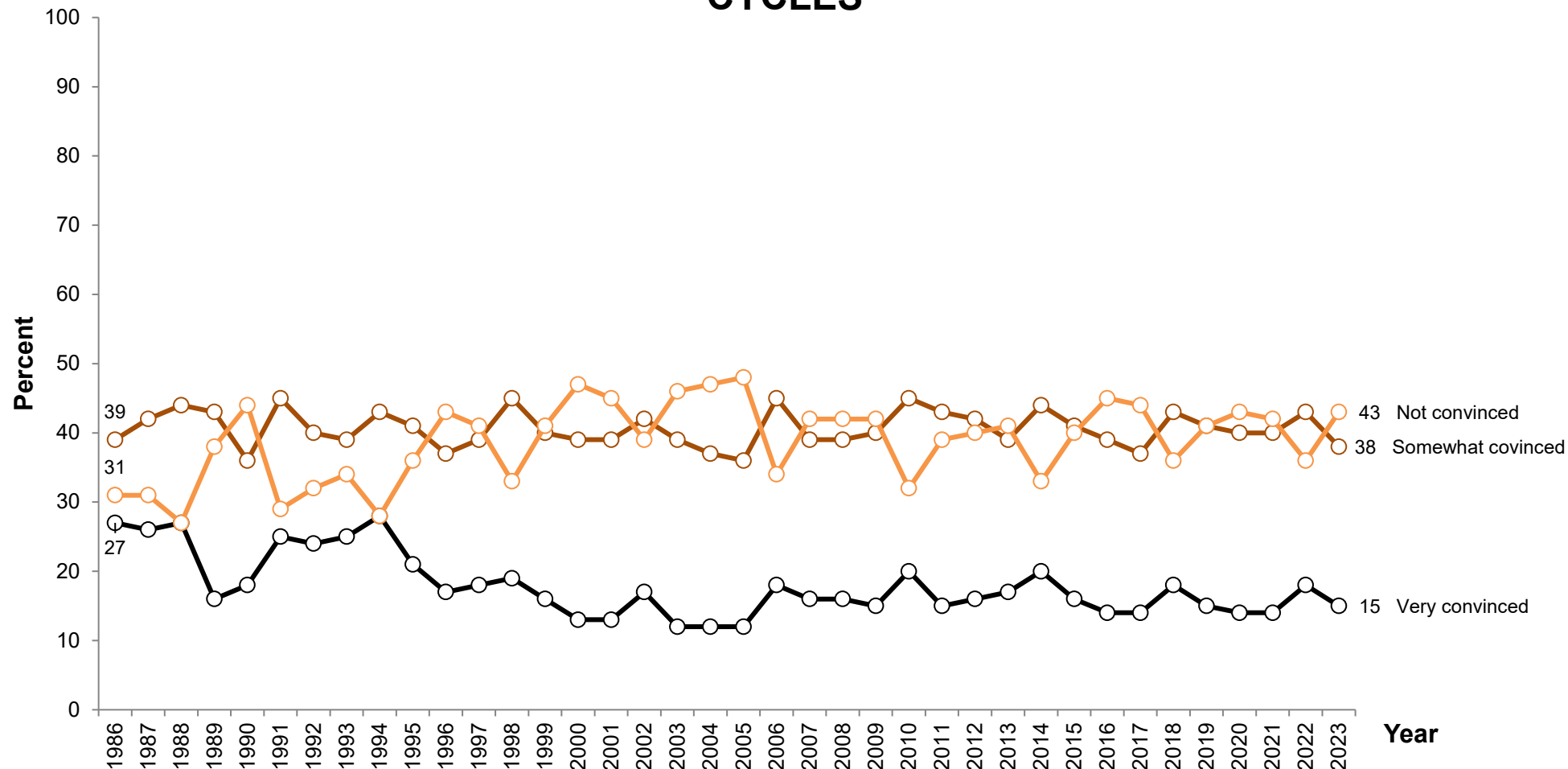
**Comment:** The results are unweighted and calculated among all respondents.

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

**Source:** The National SOM survey 1986–2023



## 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".

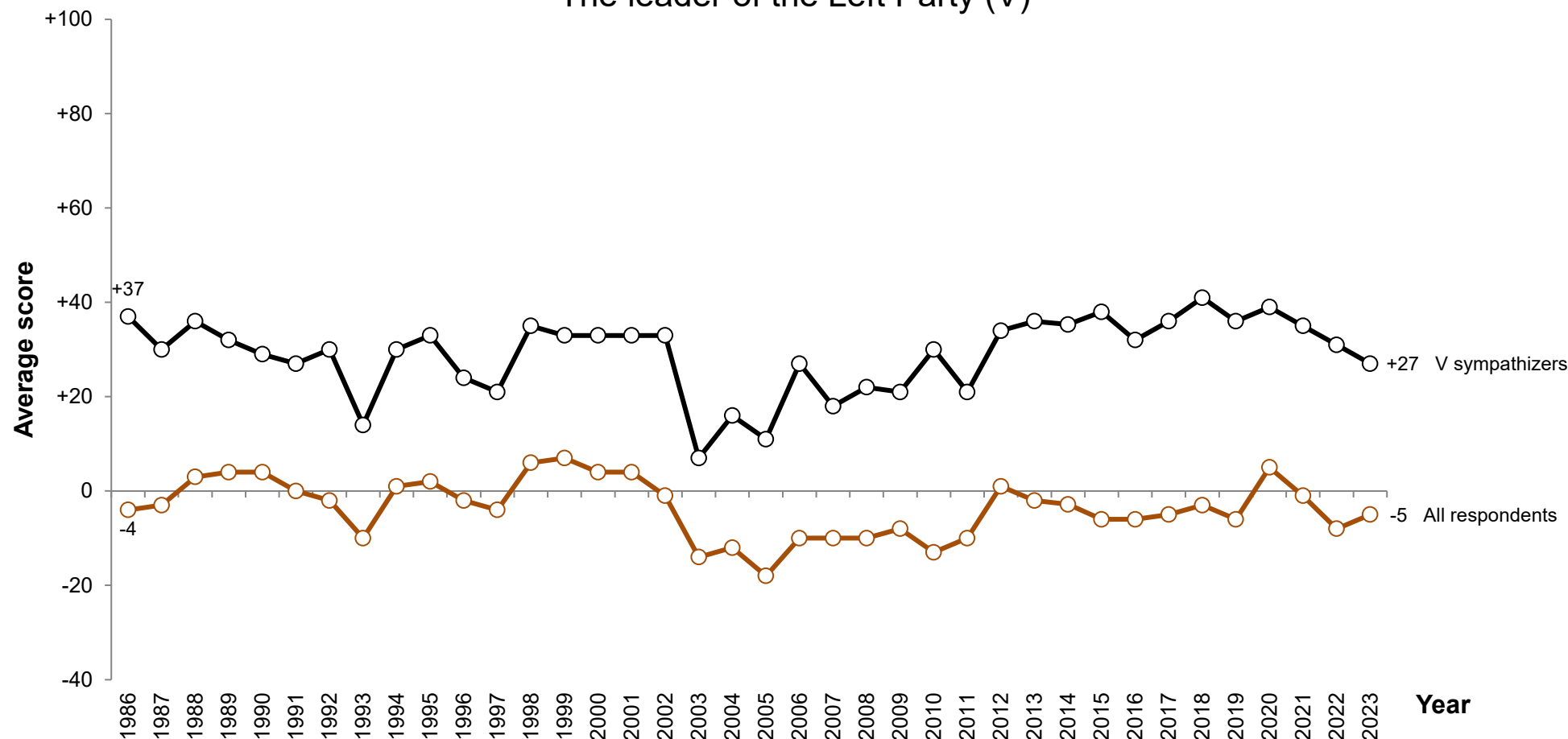
**Question:** "Do you consider yourself a convinced supporter of your party?"

**Source:** The National SOM survey 1986–2023



## 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").

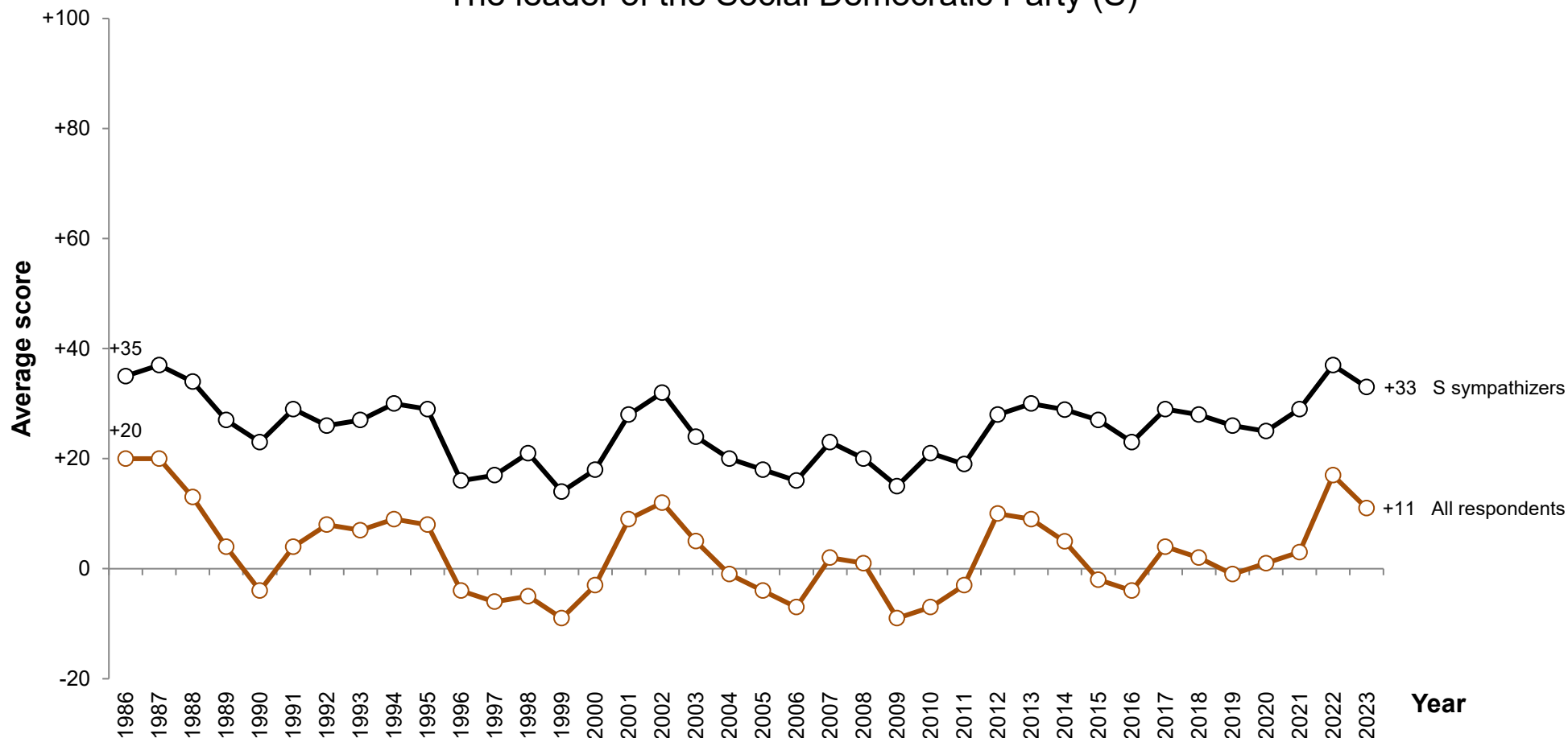
**Question:** "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

**Source:** The National SOM survey 1986–2023



## 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").

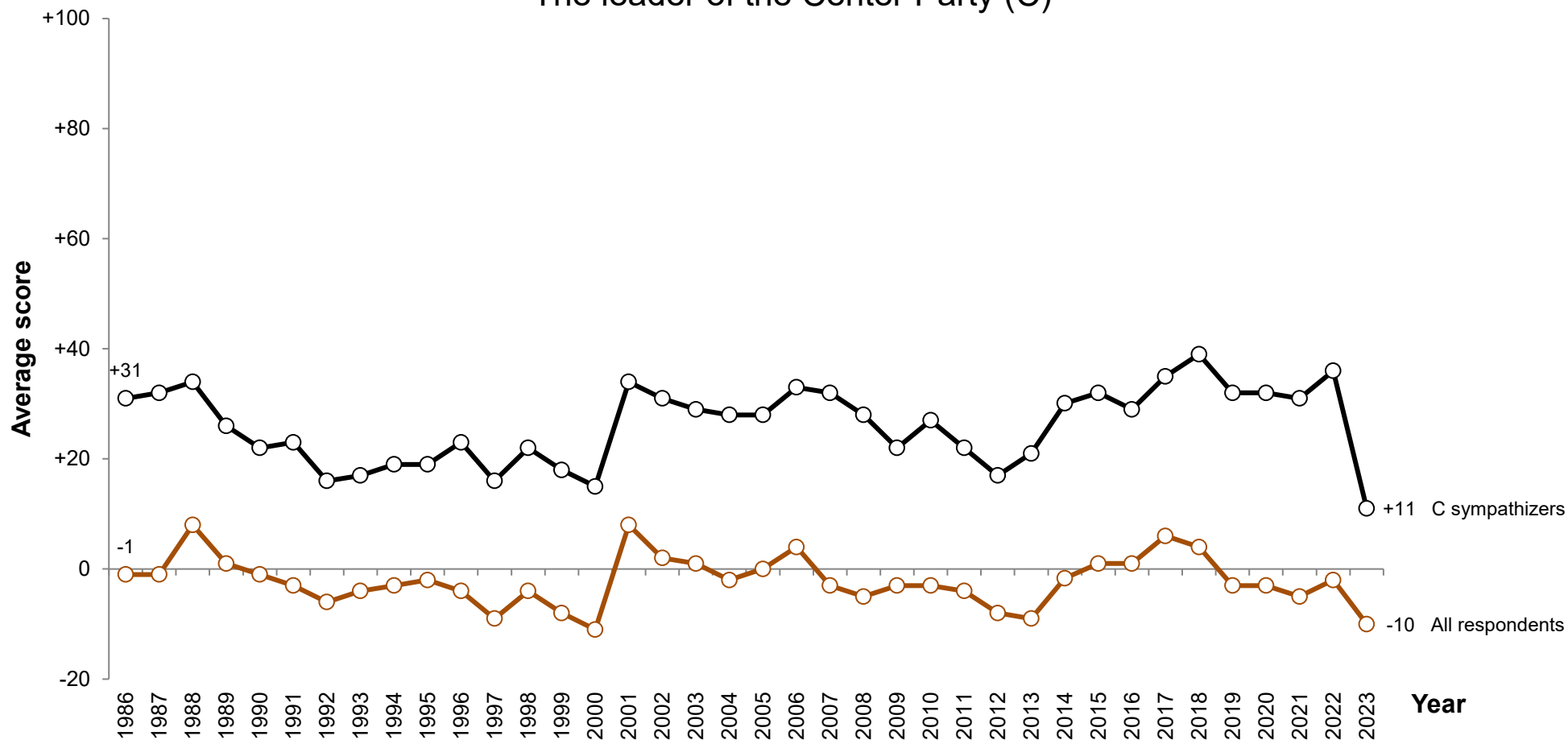
**Question:** "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

**Source:** The National SOM survey 1986–2023



## 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").

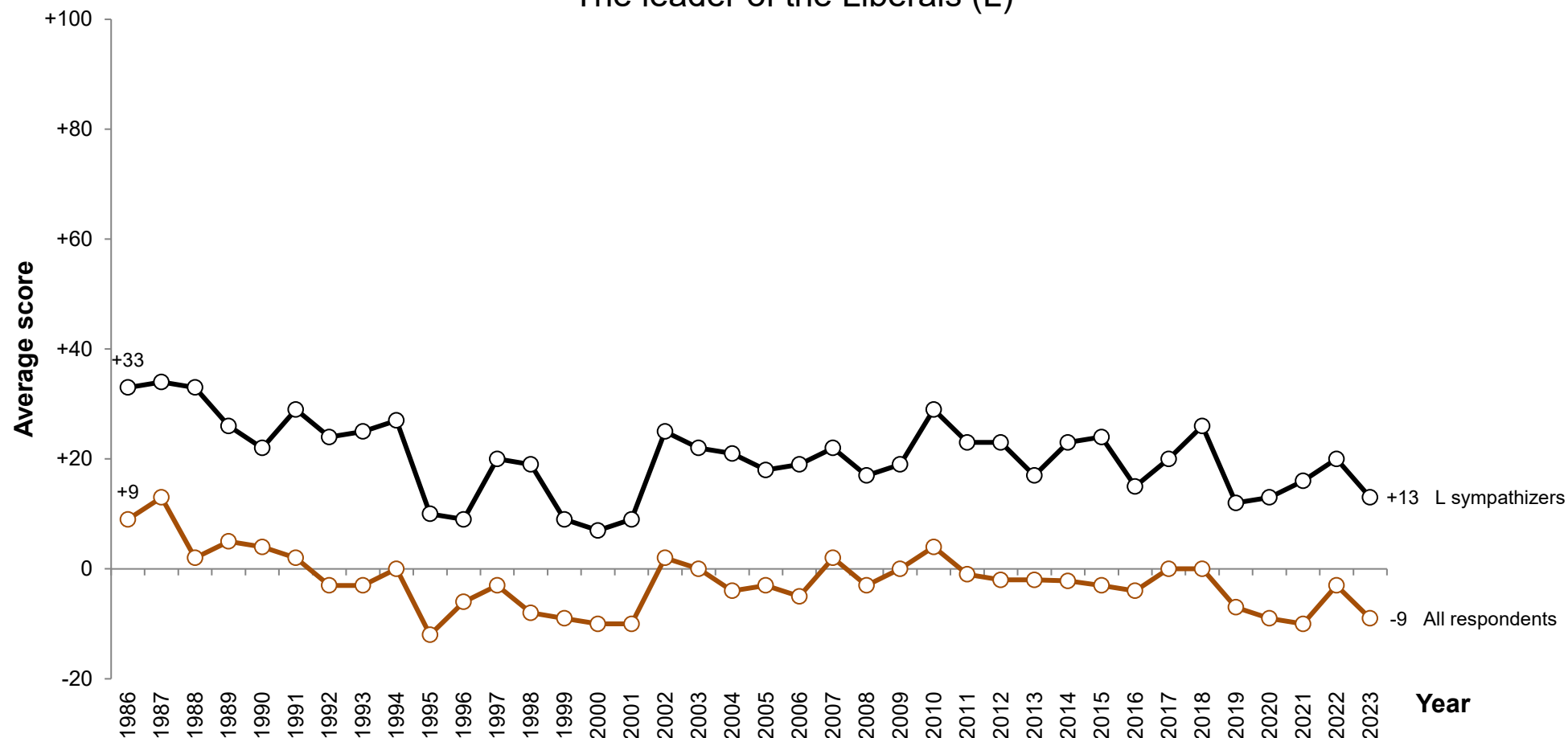
**Question:** "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

**Source:** The National SOM survey 1986–2023



## 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").

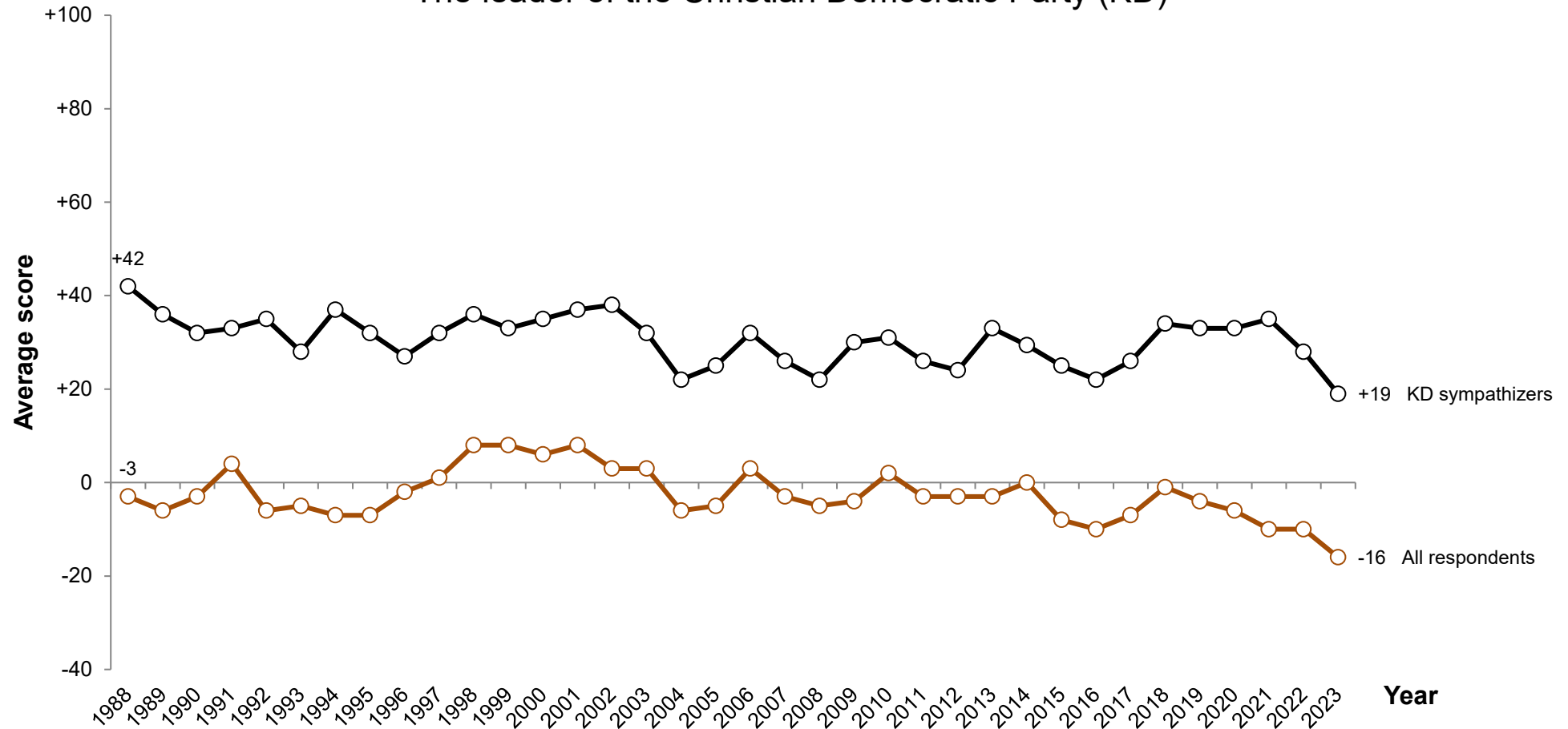
**Question:** "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

**Source:** The National SOM survey 1986–2023



## 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?"

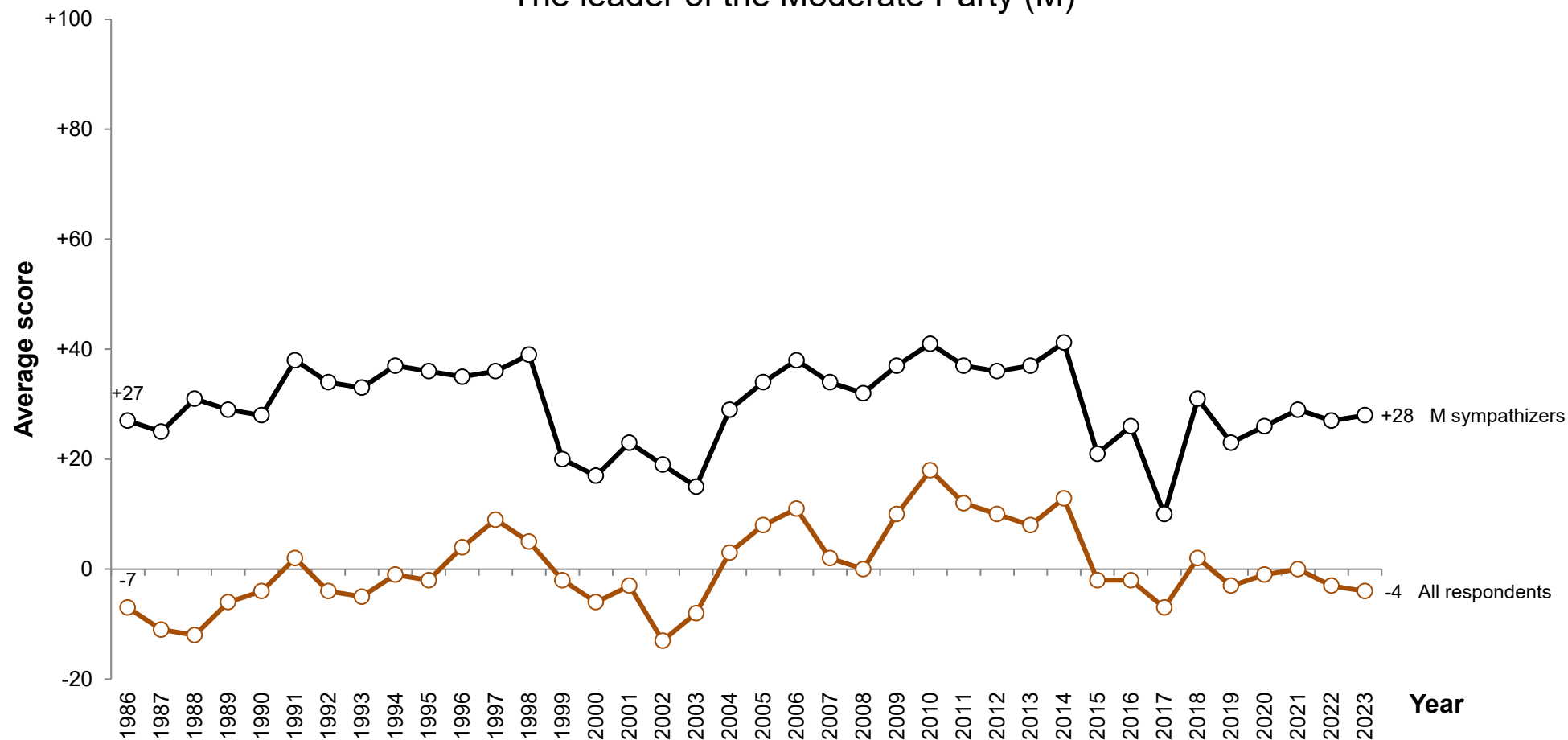
**Source:** The National SOM survey 1988–2023





## 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").

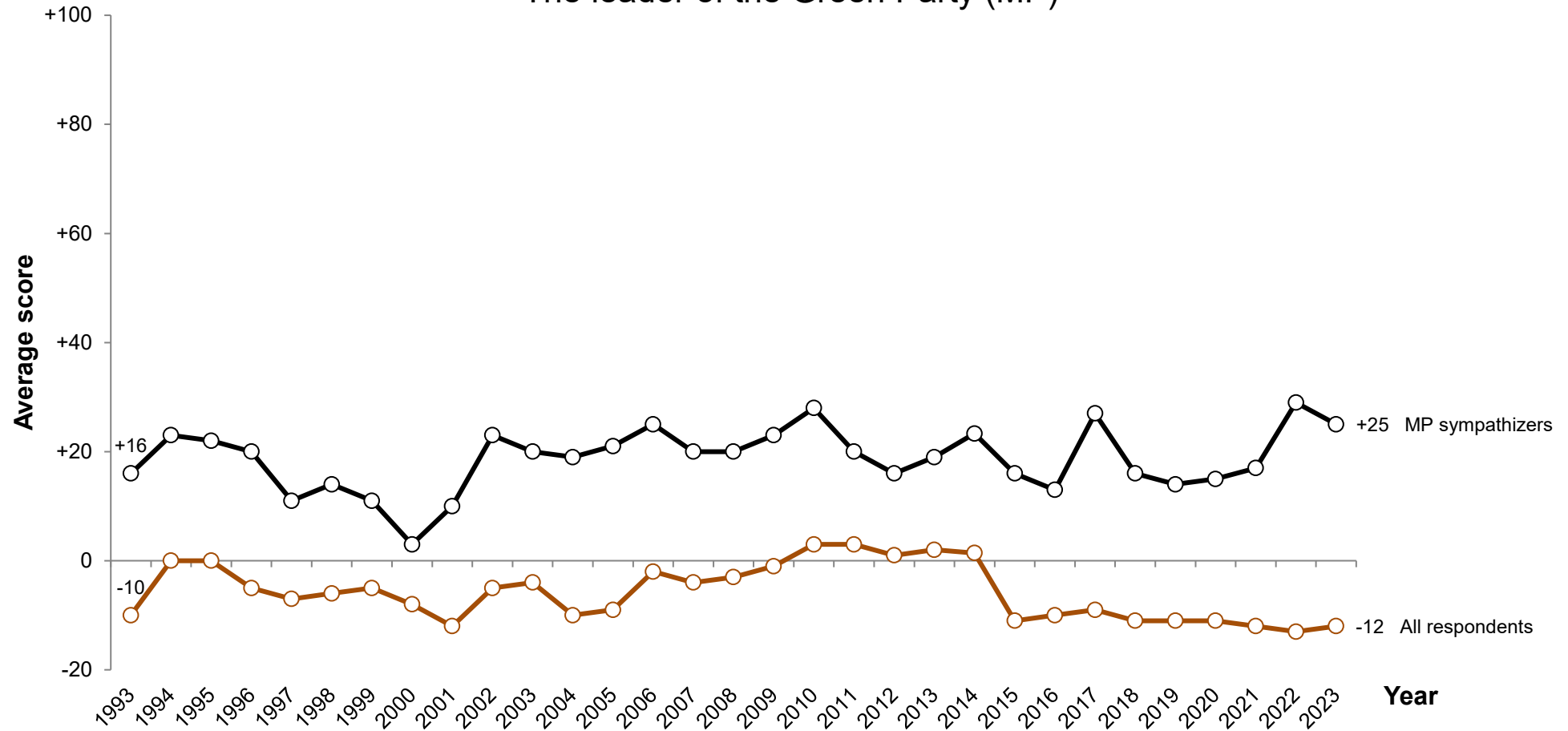
**Question:** "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

**Source:** The National SOM survey 1986–2023



## 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").

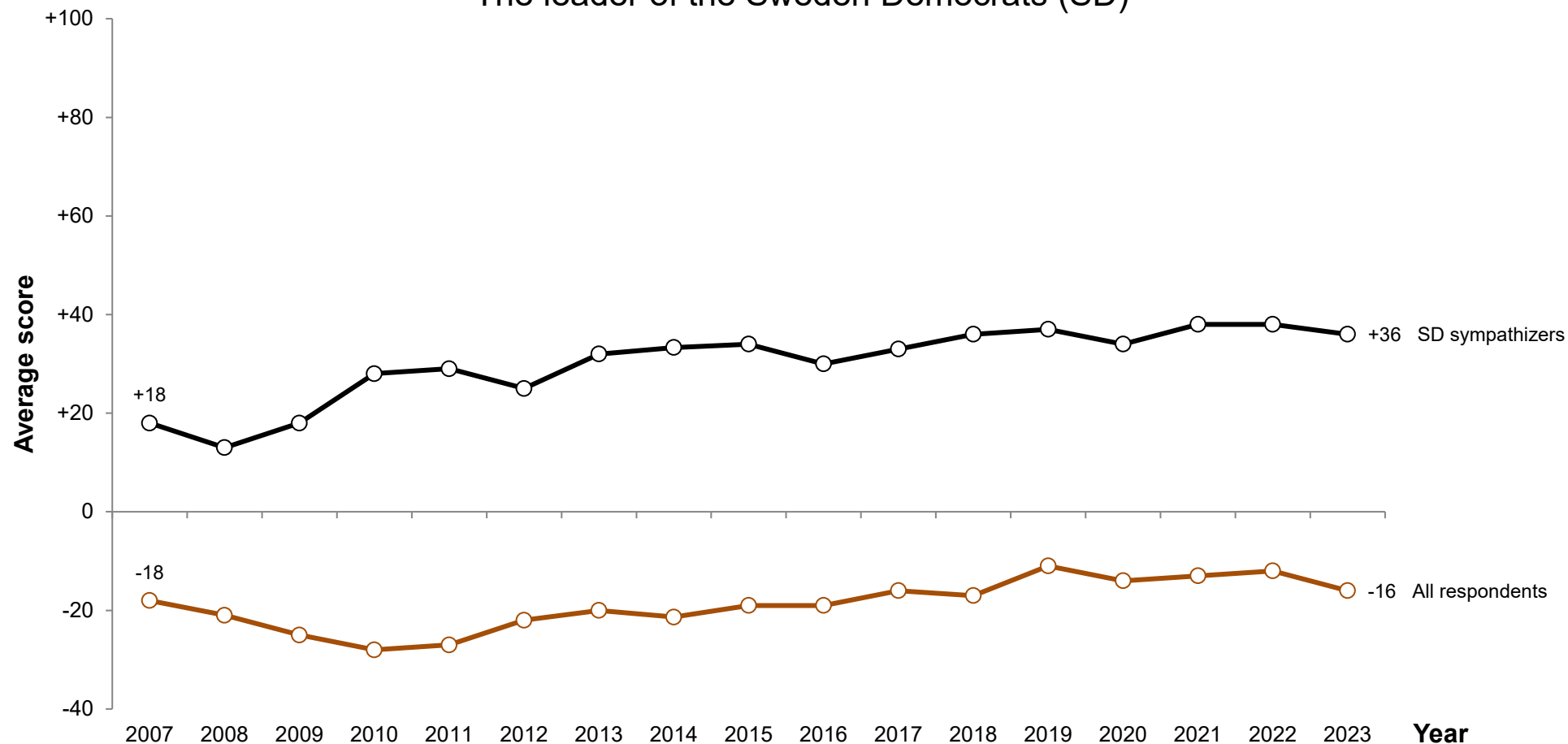
**Question:** "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

**Source:** The National SOM survey 1993–2023



## 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 2007–2023



**SOM INSTITUTE**  
SOCIETY OPINION MEDIA



GÖTEBORGS UNIVERSITET

# POLITICAL ISSUES



**MOST IMPORTANT ISSUES (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	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
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	34	<b>41</b>	<b>37</b>	<b>49</b>
Healthcare	24	22	23	23	20	19	22	18	15	24	35	30	<b>41</b>	<b>39</b>	<b>42</b>	<b>38</b>	<b>42</b>	<b>32</b>	27	29	<b>25</b>	<b>24</b>	24	26	24	23	28	33	24	29	37	<b>45</b>	37	31	33	33	30
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	<b>40</b>	29	34	30	34	28	23	24	24	25
Environment/Energy	<b>61</b>	<b>68</b>	<b>55</b>	<b>42</b>	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	18	26	30	22
Integration	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	<b>53</b>	<b>45</b>	<b>43</b>	38	<b>38</b>	<b>38</b>	31	22	22
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	15	14	15	13	14	12	15	
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	6	4	10	15
Pension/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	12	13	7	7
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	2	1	3	5
Democracy/human right	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	5	5	4	3
Labor market	17	8	3	8	<b>40</b>	<b>49</b>	<b>60</b>	<b>59</b>	<b>51</b>	<b>59</b>	<b>50</b>	<b>52</b>	30	16	15	16	15	21	<b>34</b>	<b>46</b>	23	22	<b>38</b>	<b>35</b>	<b>30</b>	<b>38</b>	<b>33</b>	24	21	13	9	7	5	8	6	3	2
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	2	2	2	2
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	2	2	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	1	2	2	2	3	2	2	2	2	2	2	2
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	2	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	6688	3431	4829	4908	5344	5368	5028	5562	4892	5174	5167

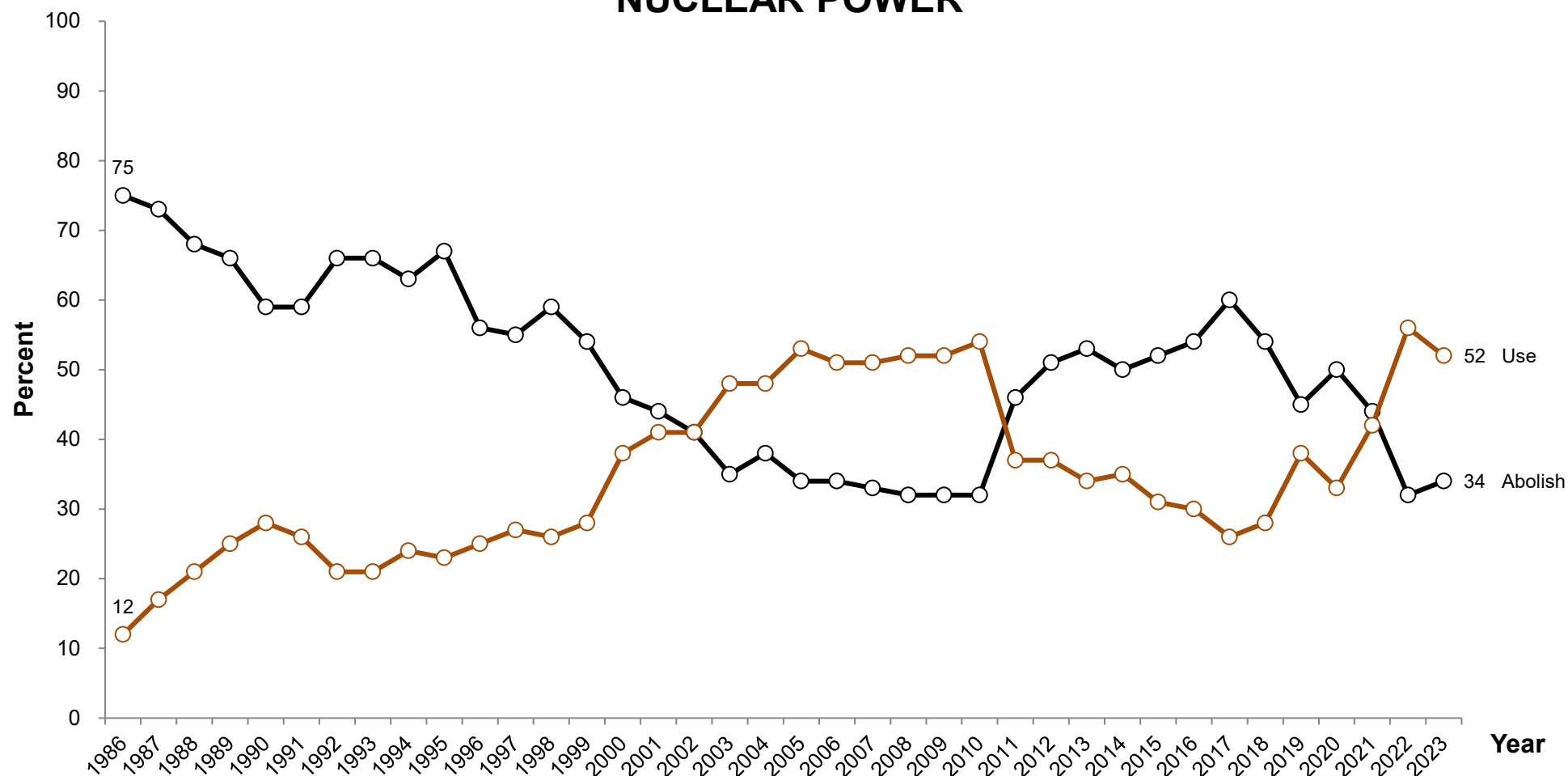
**Comment:** The percentages are based on all respondents. The respondents were asked to provide a maximum of three issues/societal problems in an open-ended question.

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

**Source:** The National SOM survey 1987–2023



## NUCLEAR POWER



**Comment:** Five response alternatives to the question asked: "Abolish nuclear power right away; 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.

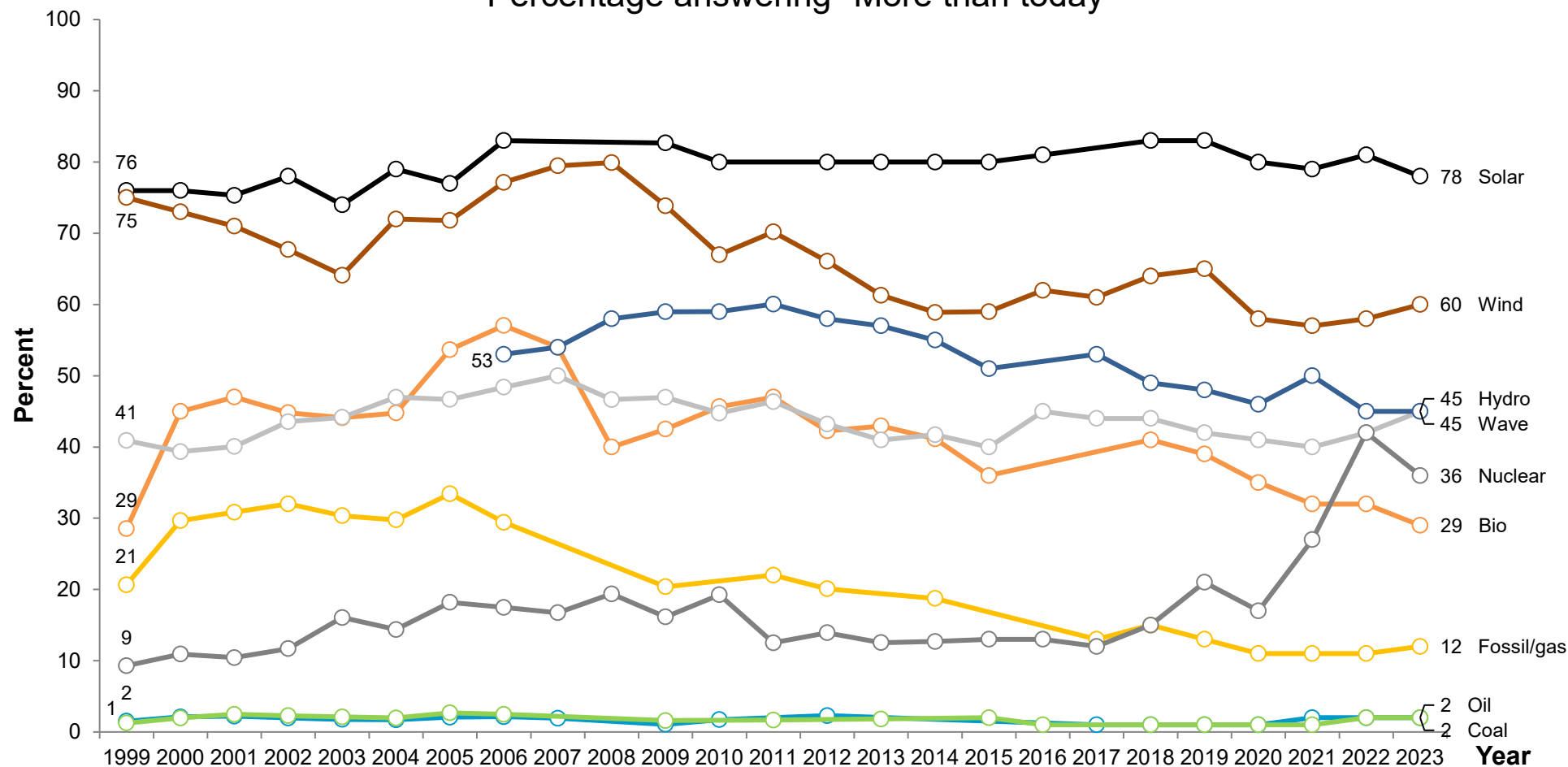
**Question:** "What is your view on the long term use of nuclear power as an energy source in Sweden?"

**Source:** The National SOM survey 1986–2023



## INVEST IN DIFFERENT ENERGY SOURCES

Percentage answering "More than today"



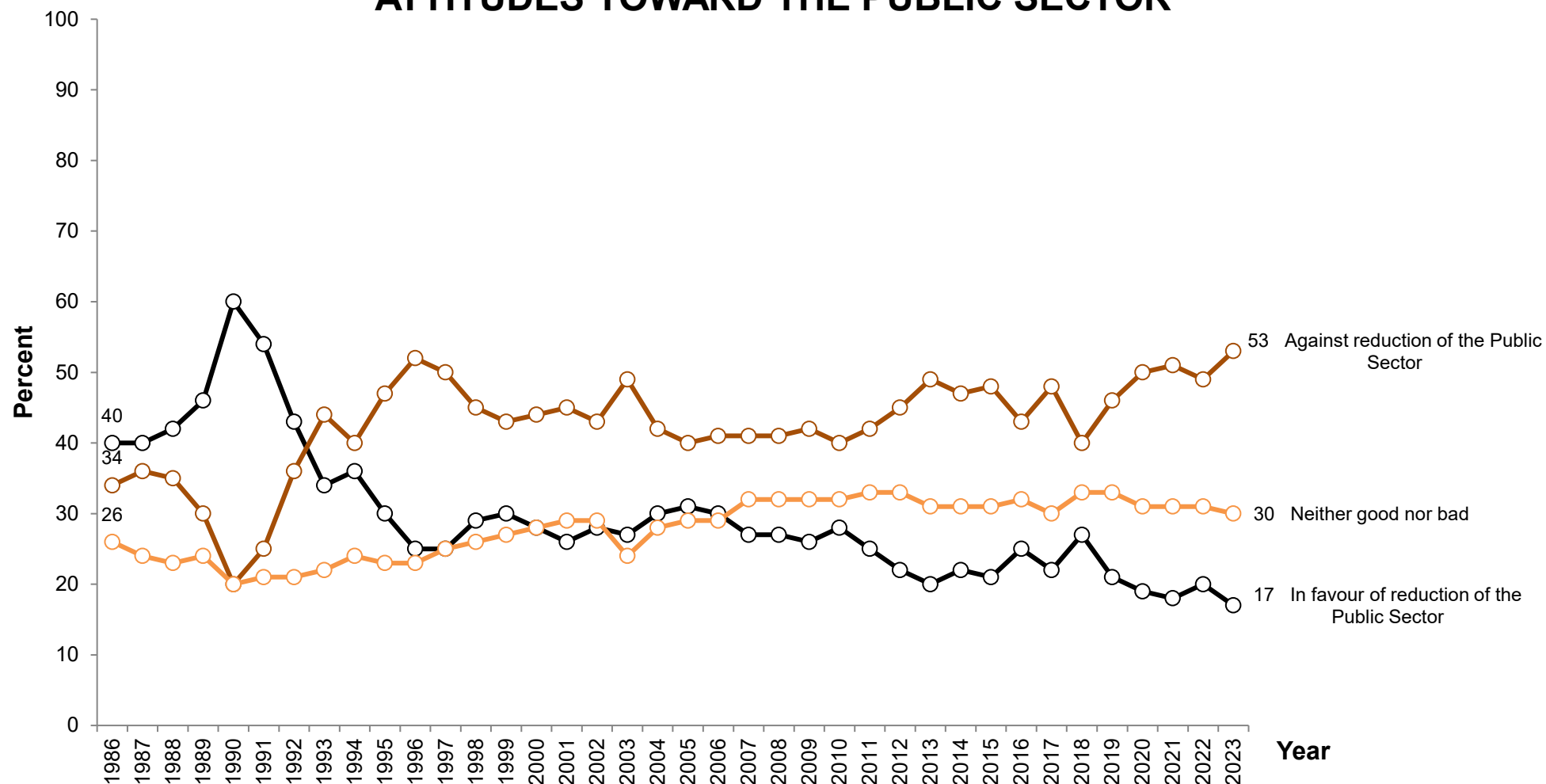
**Comment:** Five response alternatives to the question asked: "More than today; About the same as today; Less than today; Abolish/Give up the energy source completely; No opinion". All respondents who answered each question are included in the percentage base.

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

**Source:** The National SOM survey 1999–2023



## 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".

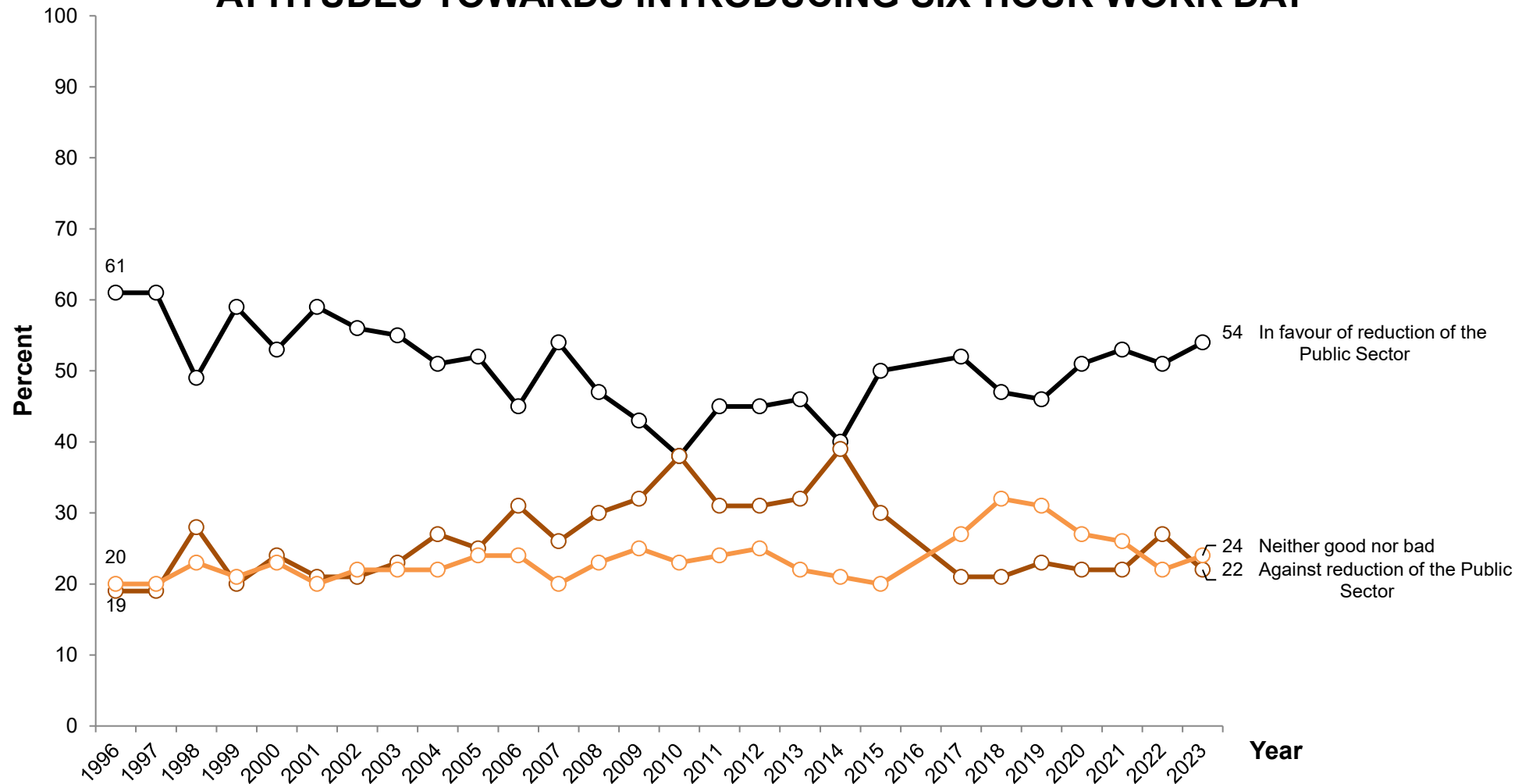
**Question:** "What is your opinion on the following proposal? - Reduce the public sector"

**Source:** The National SOM survey 1986–2023





## ATTITUDES TOWARDS INTRODUCING SIX-HOUR WORK DAY



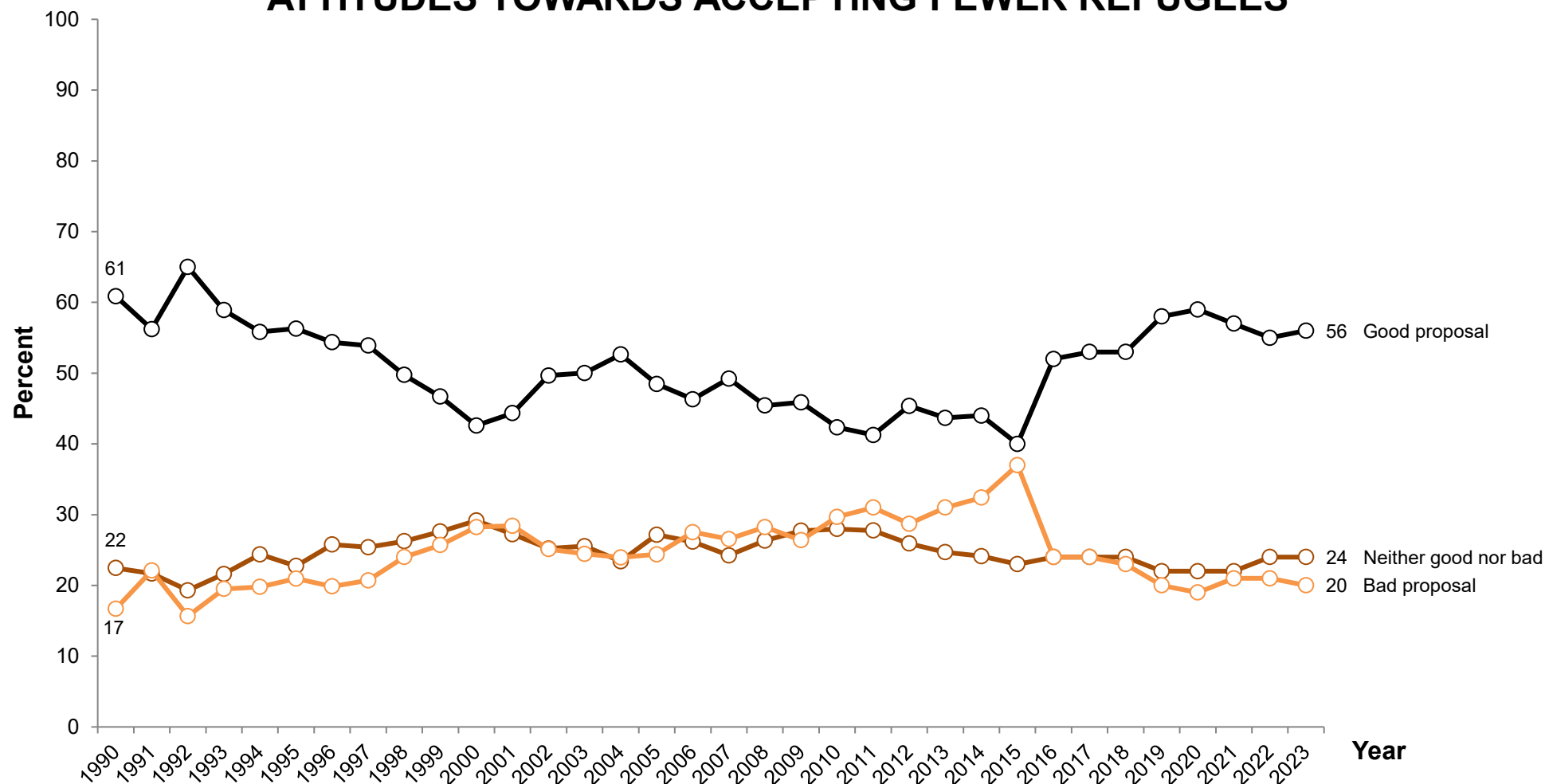
**Comment:** Five response alternatives to the question asked: "Very good idea; fairly good idea; Neither good, nor bad idea; Fairly bad idea; Very bad idea". The percentages are based on the number of respondents answering the question.

**Question:** "What is your opinion on the following proposal? - Introduce a six-hour work day"

**Source:** The National SOM survey 1996–2023



## ATTITUDES TOWARDS ACCEPTING FEWER REFUGEES



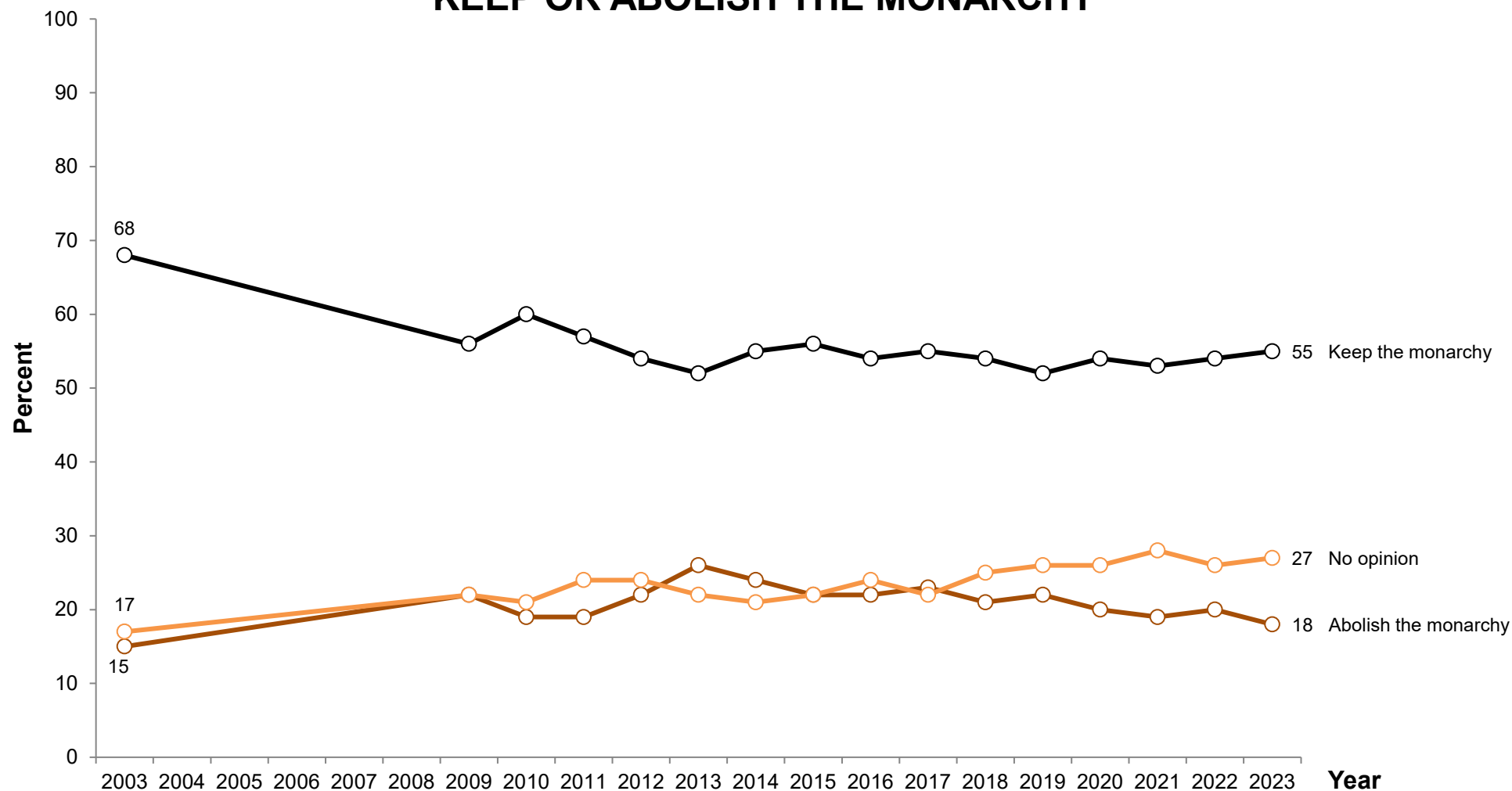
**Comment:** Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very good/bad" or "Fairly good/bad" among respondents who answered the question.

**Question:** "What is your opinion on the following proposal? - Accept fewer refugees"

**Source:** The National SOM survey 1990–2023



## KEEP OR ABOLISH THE MONARCHY



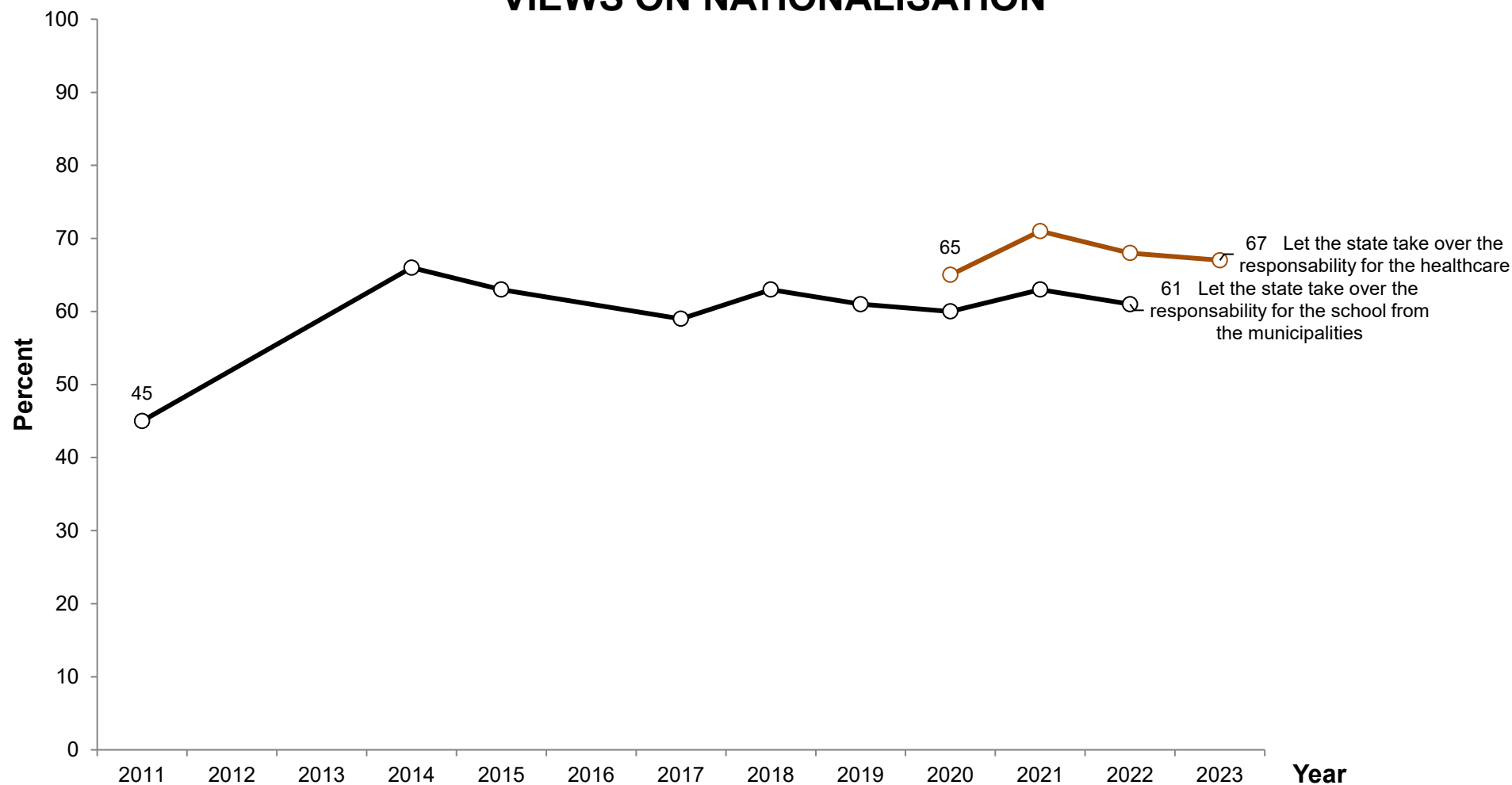
**Comment:** The response options are "keep the monarchy"; "abolish the monarchy" and "no opinion". Percentages are based on respondents who answered the question.

**Question:** "Do you think Sweden should keep or abolish the monarchy?"

**Source:** The National SOM survey 2003–2023



## VIEWS ON NATIONALISATION



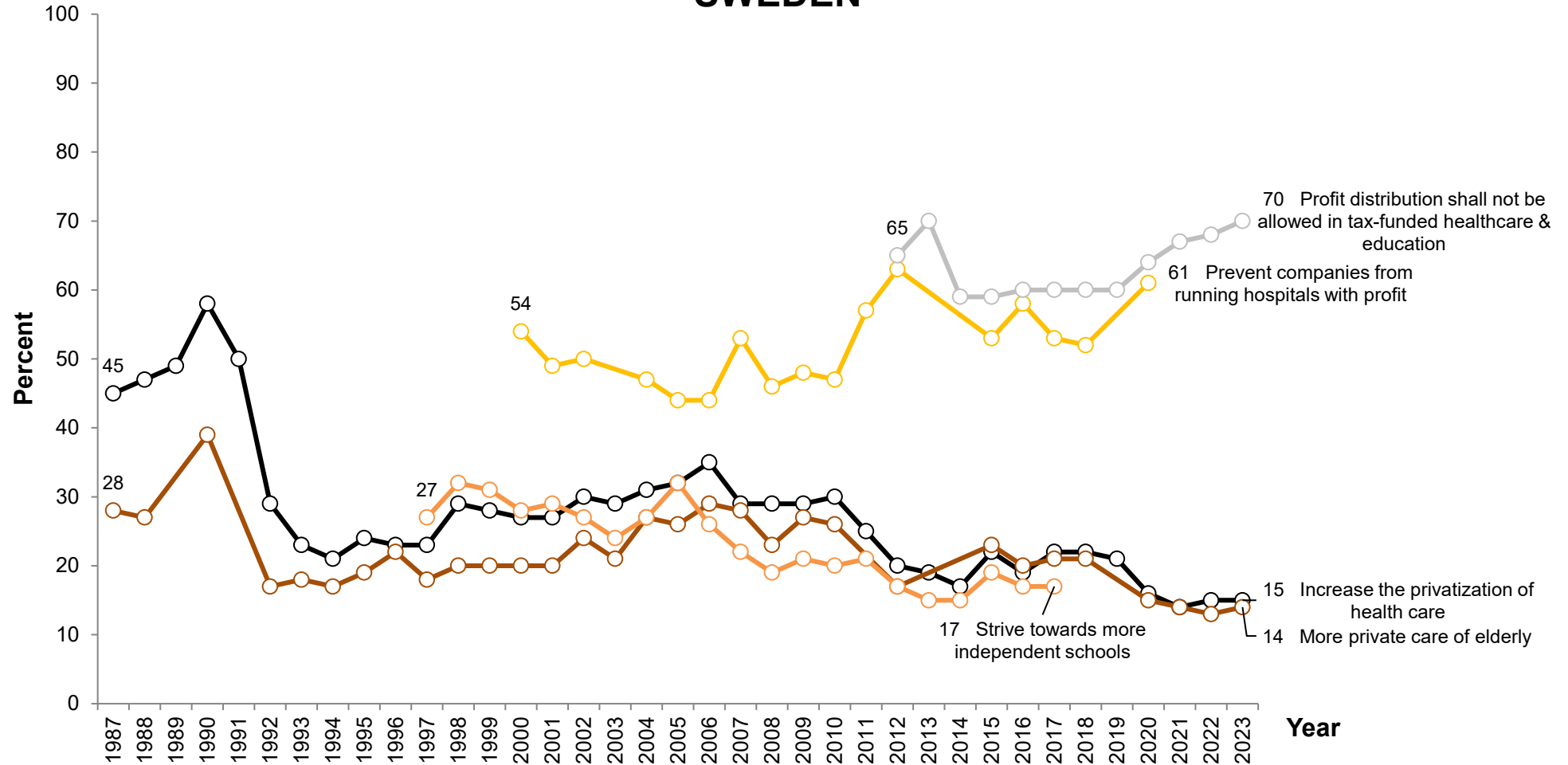
**Comment:** Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very" and "Fairly good" among respondents who answered the question.

**Question:** "What is your opinion on the following proposal?"

**Source:** The National SOM survey 2011–2023



## ATTITUDES TOWARDS PROPOSALS FOR PRIVATIZATION IN SWEDEN



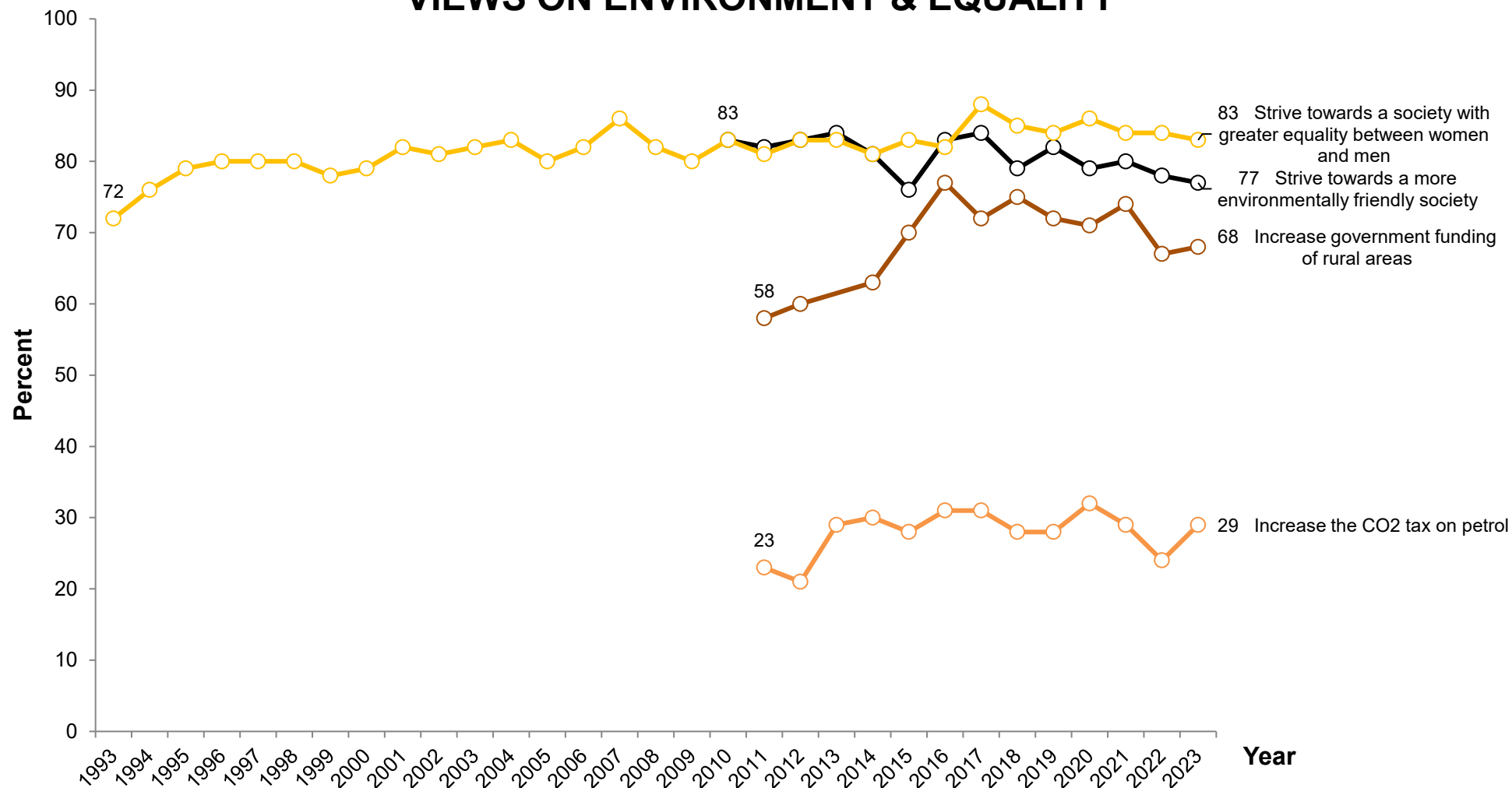
**Comment:** In all four cases response alternatives were: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show the respondents answering "Very" and "Fairly good proposal".

**Question:** "What is your opinion on the following proposal?"

**Source:** The National SOM survey 1987–2023



## VIEWS ON ENVIRONMENT & EQUALITY



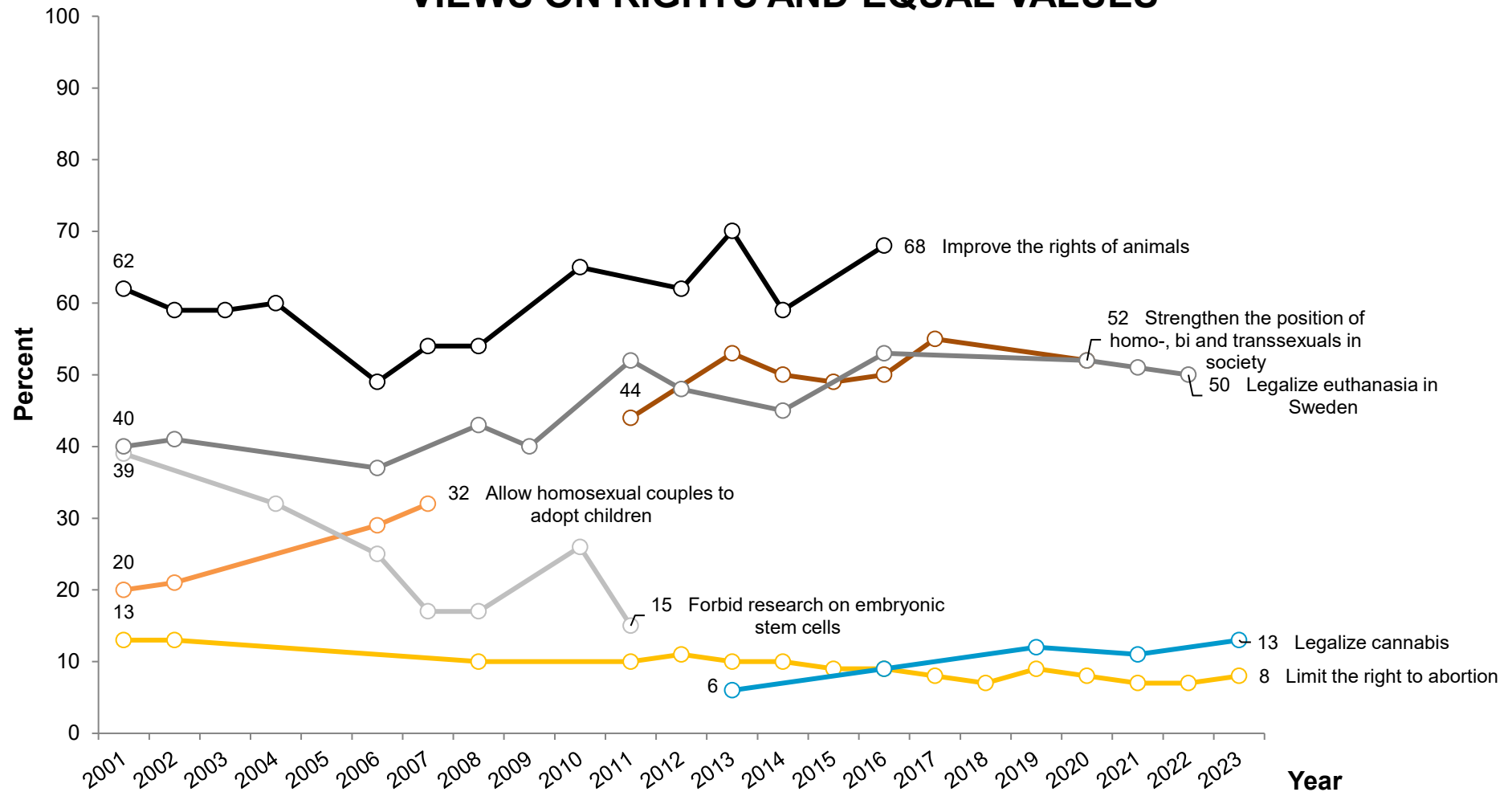
**Comment:** In all four cases response alternatives were: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show the respondents answering "Very" and "Fairly good proposal".

**Question:** "What is your opinion on the following proposal?"

**Source:** The National SOM survey 1993–2023



## VIEWS ON RIGHTS AND EQUAL VALUES



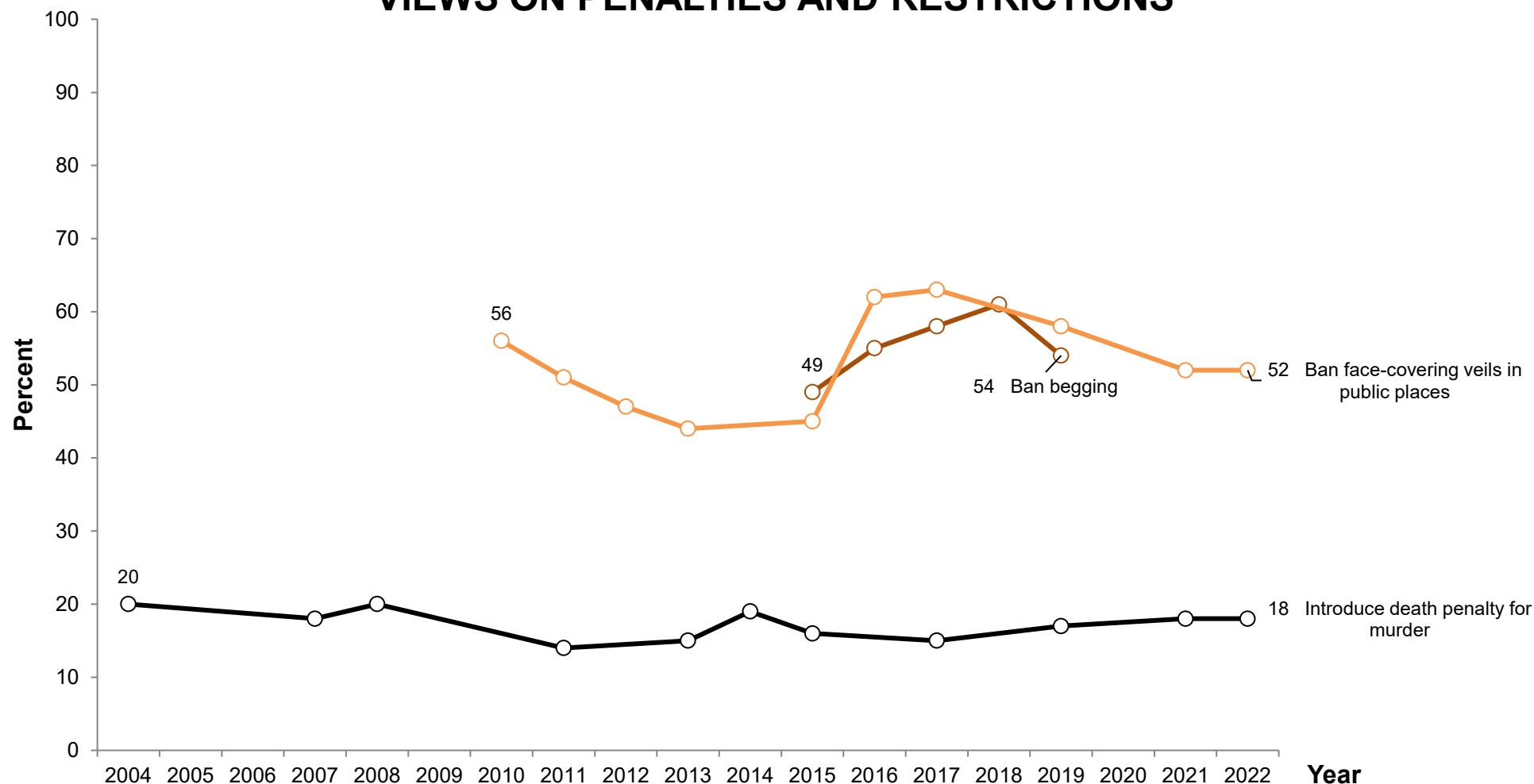
**Comment:** Six response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal; No opinion". The results show percent answering "Very good" or "fairly good" proposal among persons who answered each item.

**Question:** "What is your opinion on the following proposal?"

**Source:** The National SOM survey 2001–2023



## 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:** "What is your opinion on the following proposal?"

**Source:** The National SOM survey 2004–2022





**SOM INSTITUTE**  
SOCIETY OPINION MEDIA

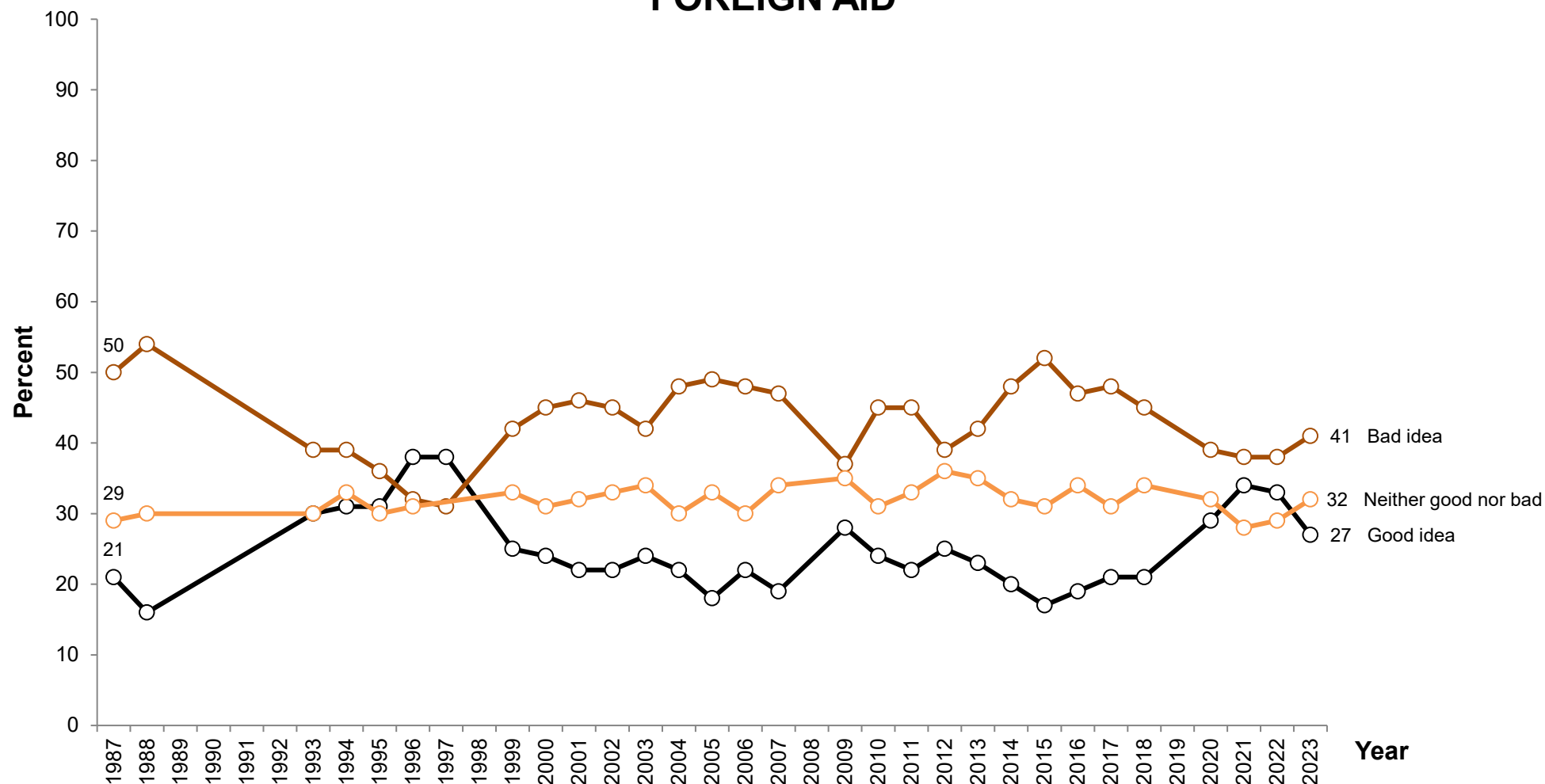


GÖTEBORGS UNIVERSITET

# SWEDEN AND THE WORLD



## FOREIGN AID



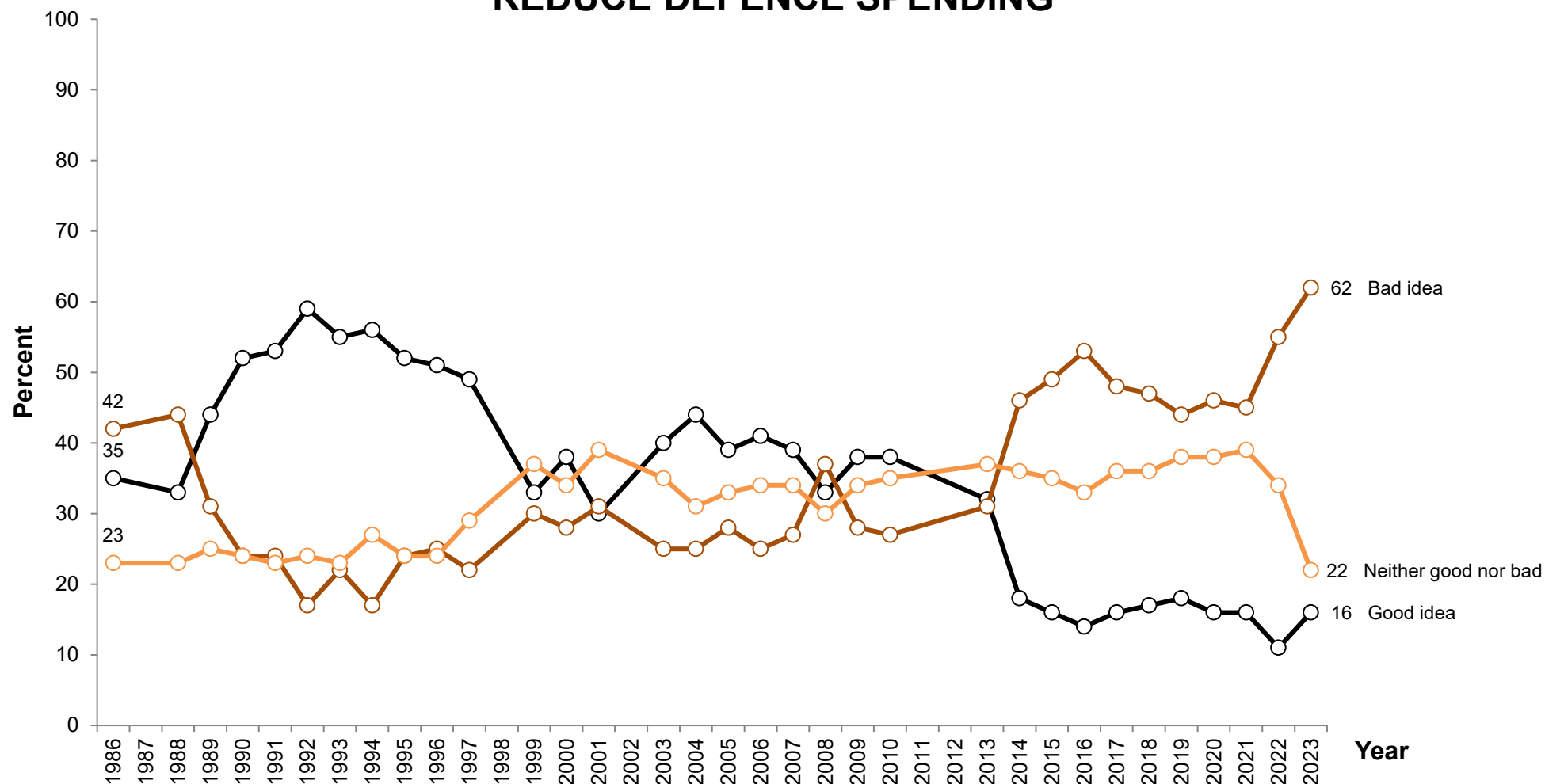
**Comment:** Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

**Question:** "What is your opinion on the following proposal? - Reduce foreign aid spending to developing countries"

**Source:** The National SOM survey 1987–2023



## REDUCE DEFENCE SPENDING



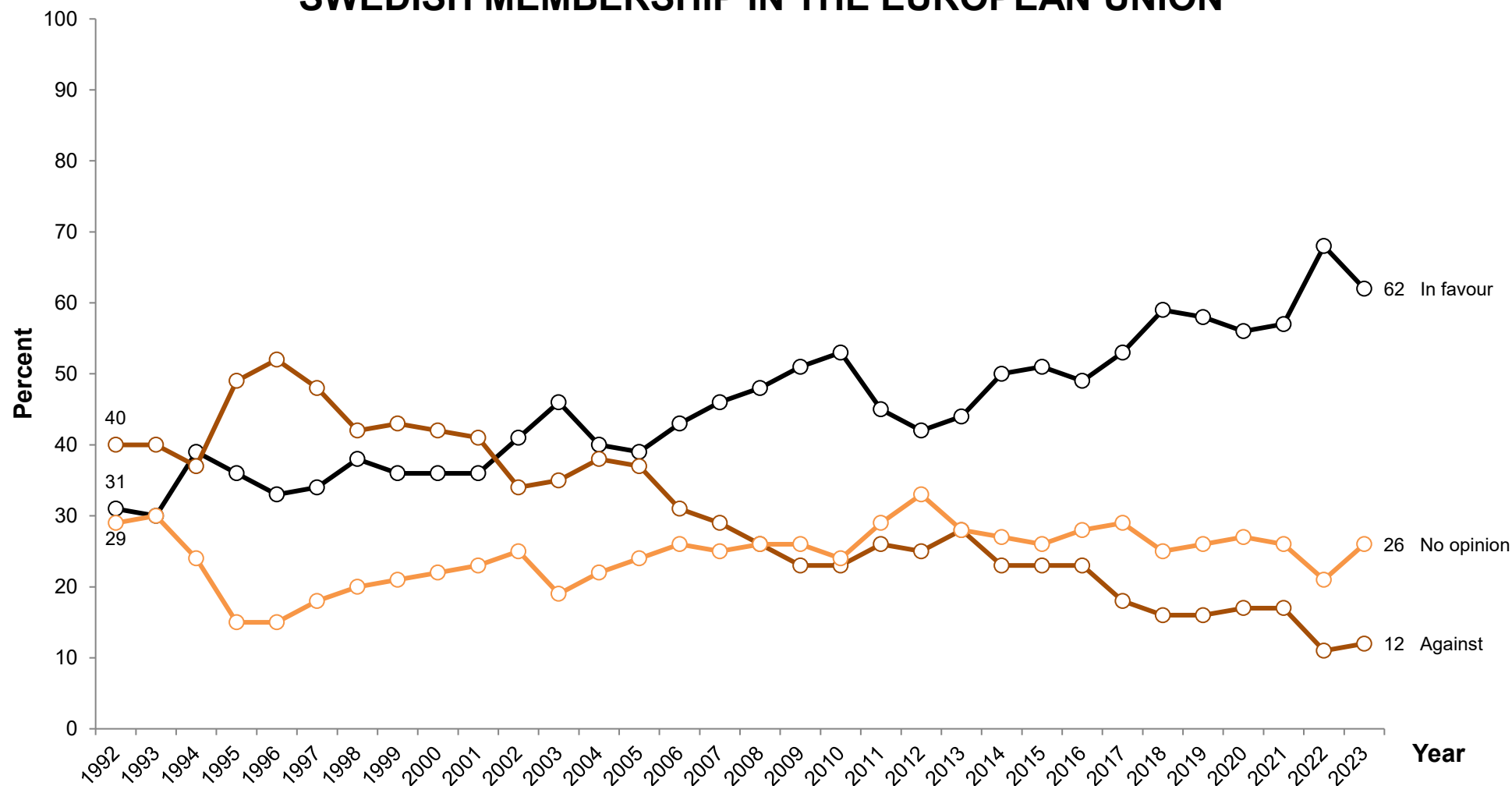
**Comment:** Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

**Question:** "What is your opinion on the following proposal? - Reduce defence spending"

**Source:** The National SOM survey 1986–2023



## SWEDISH MEMBERSHIP IN THE EUROPEAN UNION



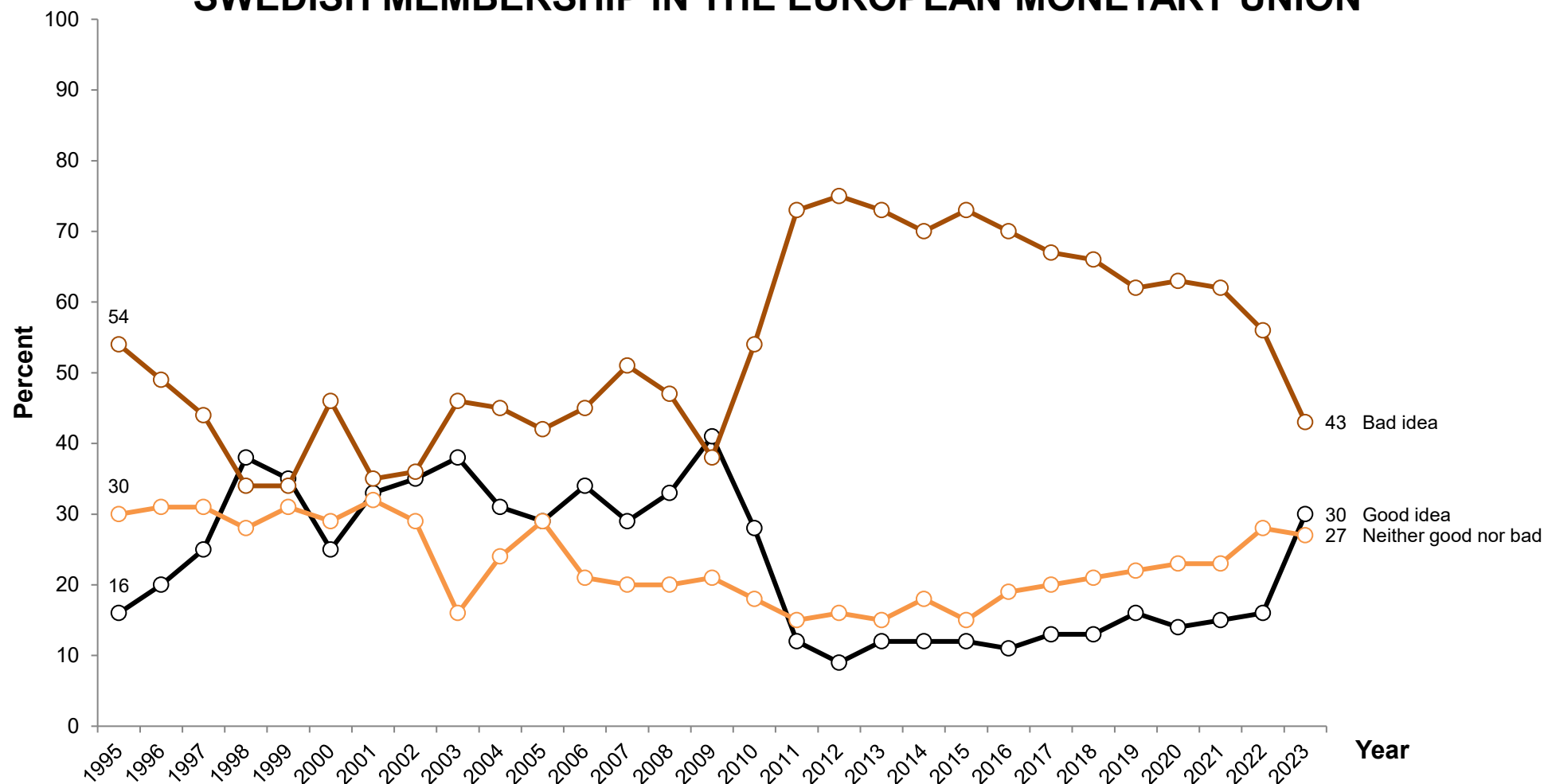
**Comment:** Three response alternatives to the question asked: "On the whole in favour; On the whole against; No definite opinion". All respondents answering the question are included in the percentage base.

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

**Source:** The National SOM survey 1992–2023



## SWEDISH MEMBERSHIP IN THE EUROPEAN MONETARY UNION



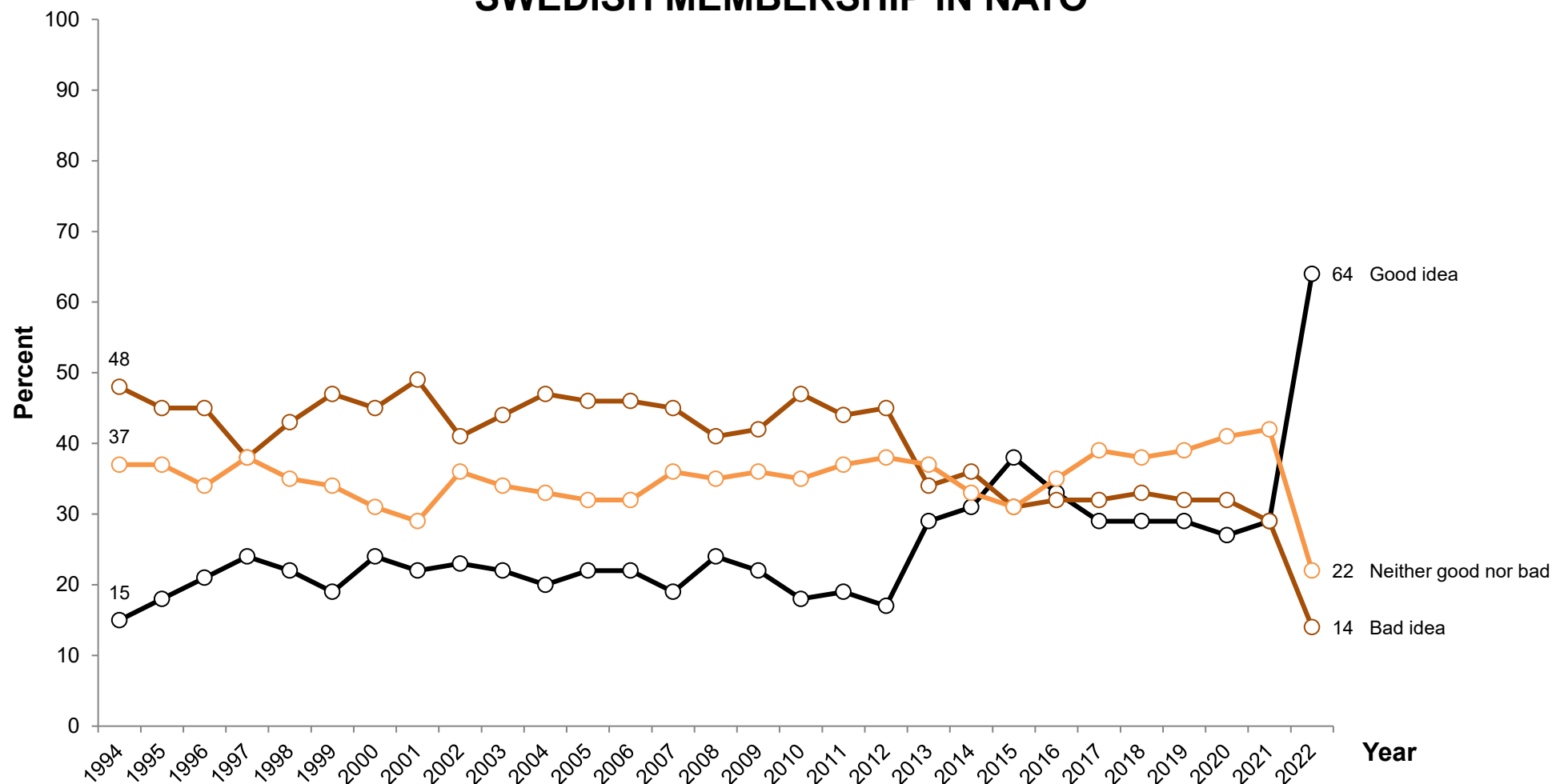
**Comment:** Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

**Question:** "What is your opinion on the following proposal? - Sweden should introduce the euro as currency"

**Source:** The National SOM survey 1995–2023



## 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:** "What is your opinion on the following proposal? - 1994-2021: "Sweden should apply for membership in NATO", 2022-: "Sweden should become a member of NATO"

**Source:** The National SOM survey 1994–2022

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

SOM Institute | Seminariegatan 1B | Box 710, 405 30 Gothenburg  
031 786 3300 | [info@som.gu.se](mailto:info@som.gu.se) | [www.gu.se/som-institutet](http://www.gu.se/som-institutet)

