



SOM INSTITUTE
SOCIETY OPINION MEDIA

SWEDISH TRENDS

1986-2025



UNIVERSITY OF GOTHENBURG



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Swedish Trends 1986–2025

This report presents a mapping of the Swedish population's political attitudes, habits, and values from 1986 through 2025. Its purpose is to provide an accessible overview of societal and opinion developments in Sweden over time. The report is published by the SOM Institute at the University of Gothenburg and is based on measurements conducted in the annually recurring national SOM surveys.

The National SOM Surveys

Each year, more than 20,000 Swedes respond to the SOM Institute's questions, covering topics ranging from politics and media to lifestyle, health, and leisure habits. The acronym SOM stands for Society, Opinion, and Media.

The national SOM survey is the Institute's most comprehensive survey and has been conducted every autumn since 1986. It is carried out as a postal questionnaire survey sent to large random samples of individuals residing throughout Sweden. The survey consists of several parallel sub-studies using different versions of the questionnaire. In the 2025 survey, each sub-study had a sample of 3,750 individuals, and the age range was 16 years and older.

The national SOM survey is the most ambitious regular cross-sectional survey in Sweden. The response rate is high and stable, and overall population representativeness is assessed as good. However, measurement results of this kind are always associated with a certain degree of uncertainty.

Results and financing

The SOM Institute's surveys are a joint undertaking involving multiple research projects at the University of Gothenburg and several other Swedish universities and higher education institutions. In addition to researchers, the SOM Institute also collaborates with public authorities and public sector organizations in Sweden. The surveys are jointly funded by the SOM Institute and its collaborating partners.

The results of the SOM surveys are presented annually in reports and books, as well as at seminars and in other public forums. All publications and data analysis tools are available on the SOM Institute's website (www.gu.se/som-institutet). Data files from the surveys are preserved for long-term storage and can be ordered for secondary analysis with a one-year delay via www.researchdata.se.

The Director of the SOM Institute is Annika Bergström, Professor. The principal researchers responsible for the 2025 National SOM Survey were Ulrika Andersson, Associate Professor, and Björn Rönnerstrand, Associate Professor. The work was led by Survey Director Marcus Weissenbilder. This report has been prepared by name.

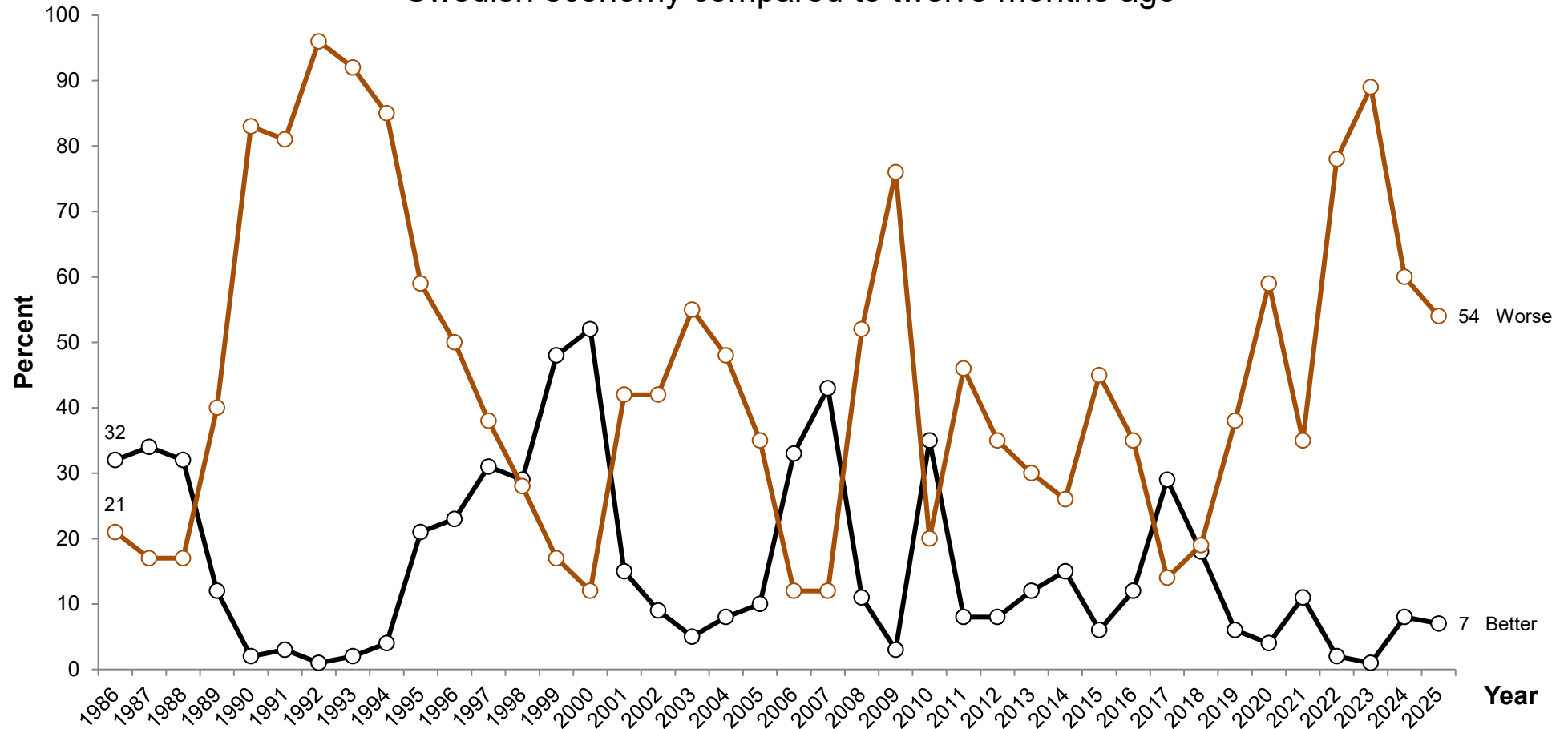
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ASSESSING SWEDISH ECONOMY

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.

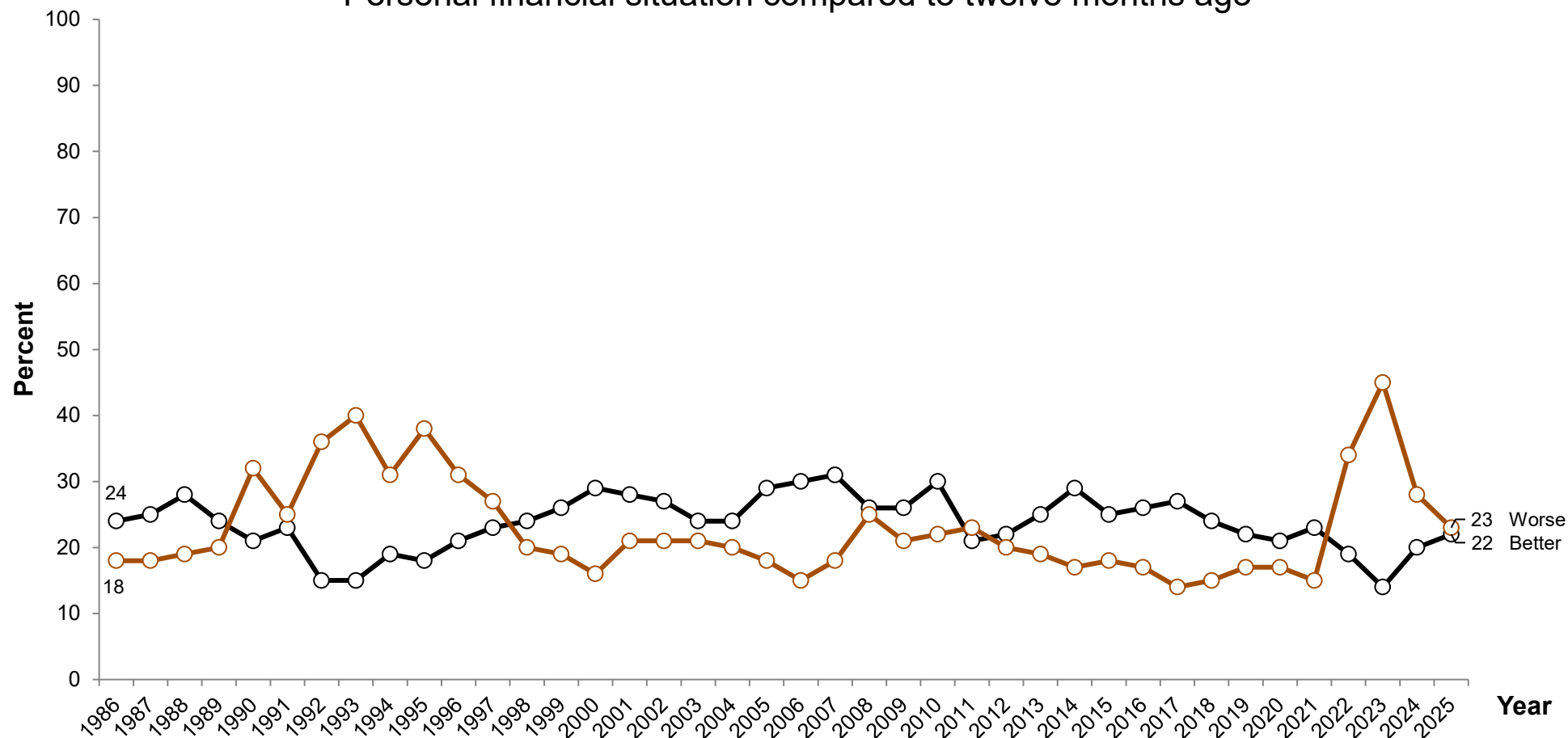
Question: "According to your view, during the last twelve months, has the Swedish economy gotten better, remained the same, or gotten worse?"

Source: The National SOM survey 1986–2025



ASSESSING PERSONAL FINANCIAL SITUATION

Personal financial situation compared to twelve months ago



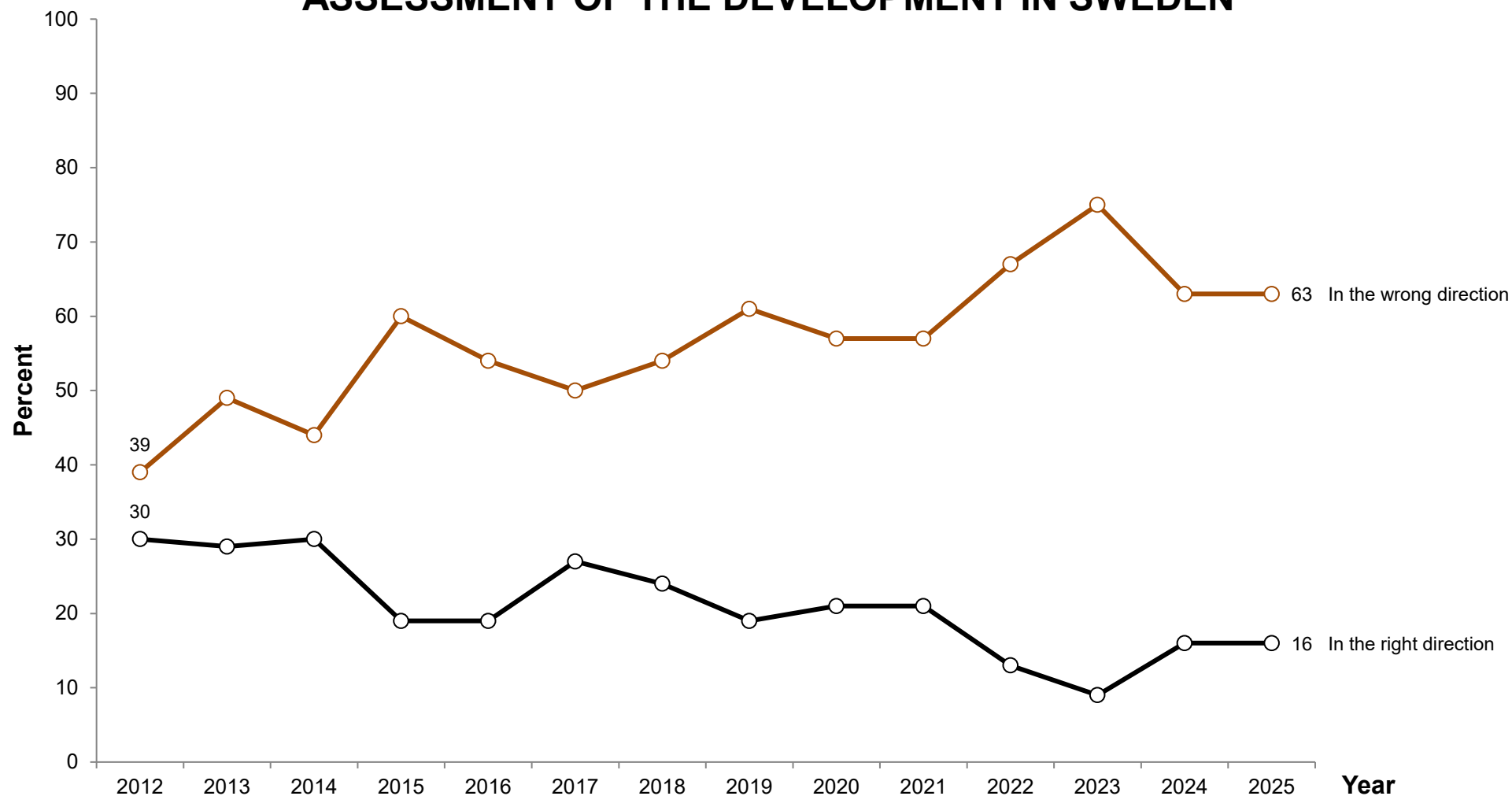
Comment: Five response alternatives to the question asked: "Gotten much better; Gotten somewhat better; Stayed about the same; Gotten somewhat worse; Gotten much worse". All respondents are included in the calculations.

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 1986–2025



ASSESSMENT OF THE DEVELOPMENT IN SWEDEN



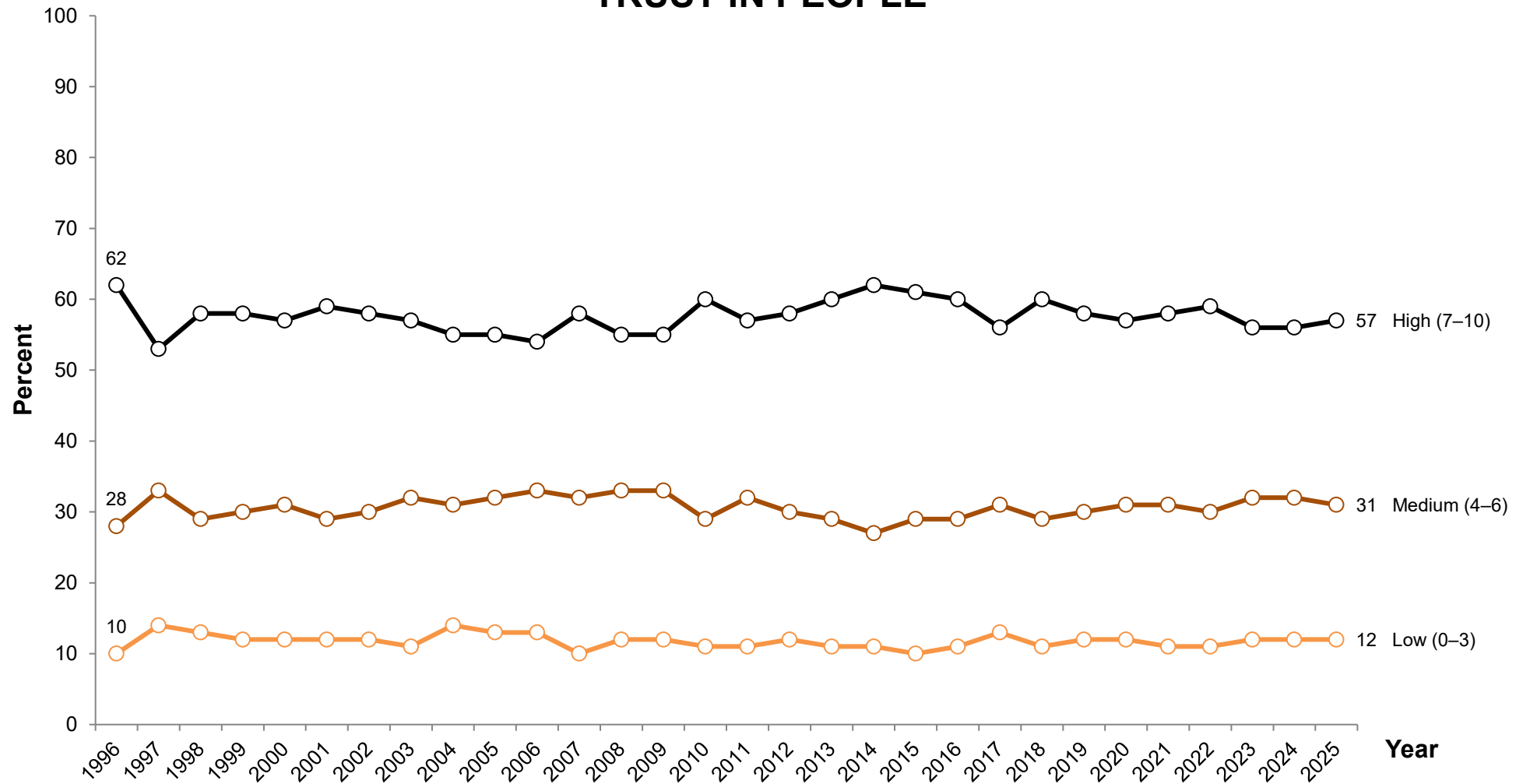
Comment: Three response alternatives to the question asked: "In the right direction; In the wrong direction; No opinion." All respondents are included in the calculations.

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

Source: The National SOM survey 2012–2025



TRUST IN PEOPLE



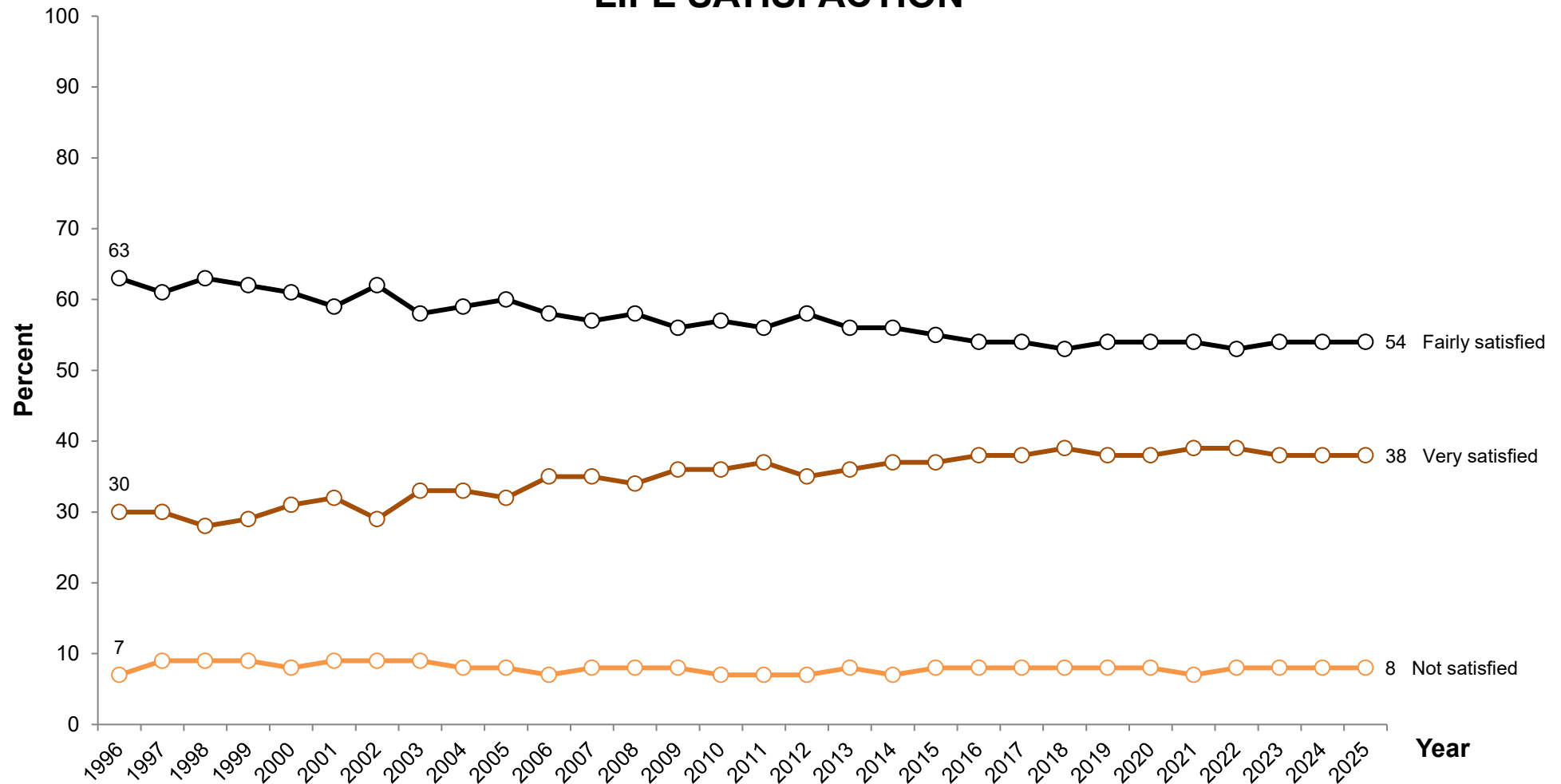
Comment: The scale runs between 0 and 10 with 0 labeled "It is not possible to trust people in general" and 10 labeled "It is possible to trust people in general". Percentages are based on respondents who answered the question.

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 1996–2025



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.

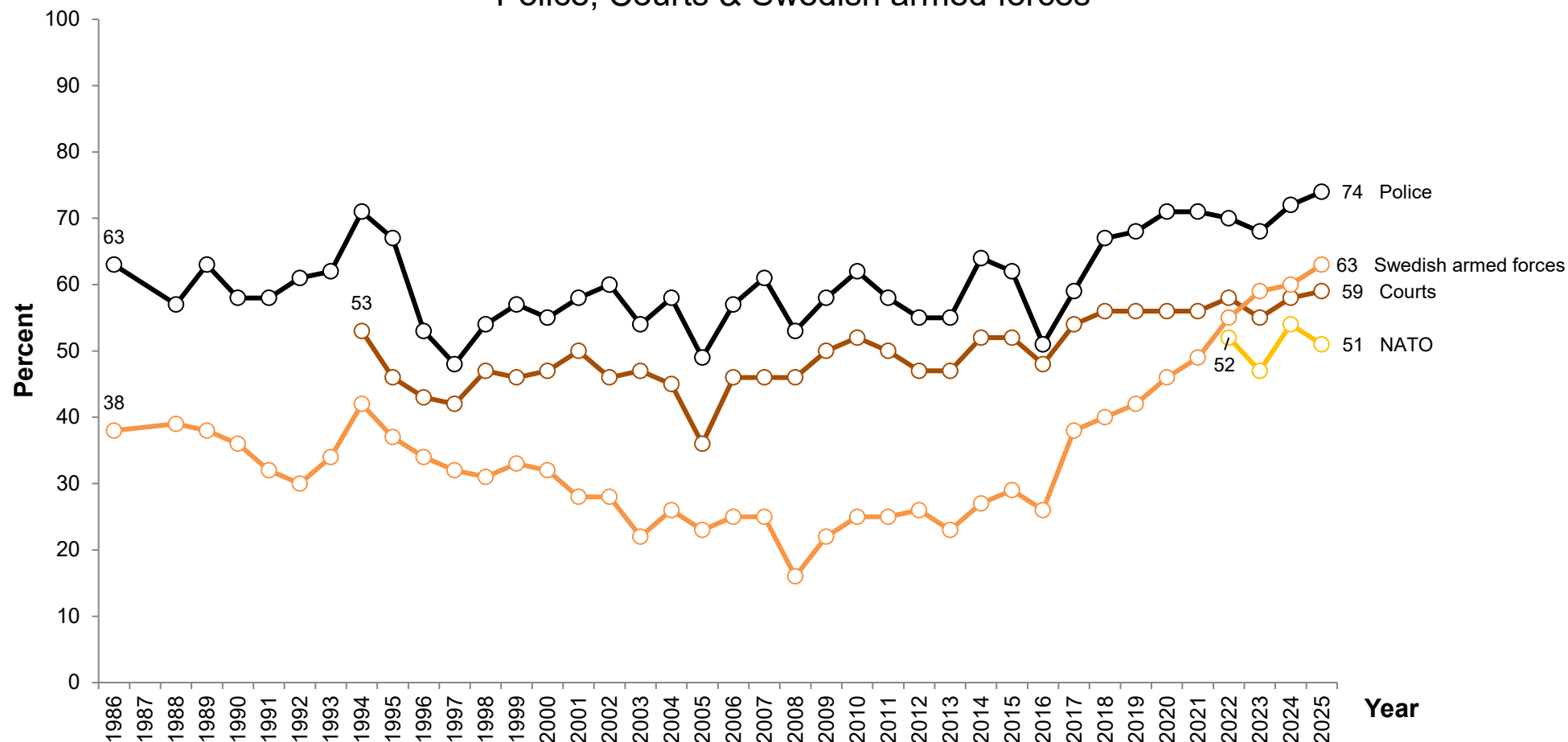
Question: "On the whole, how satisfied are you with the life you lead?"

Source: The National SOM survey 1996–2025



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.

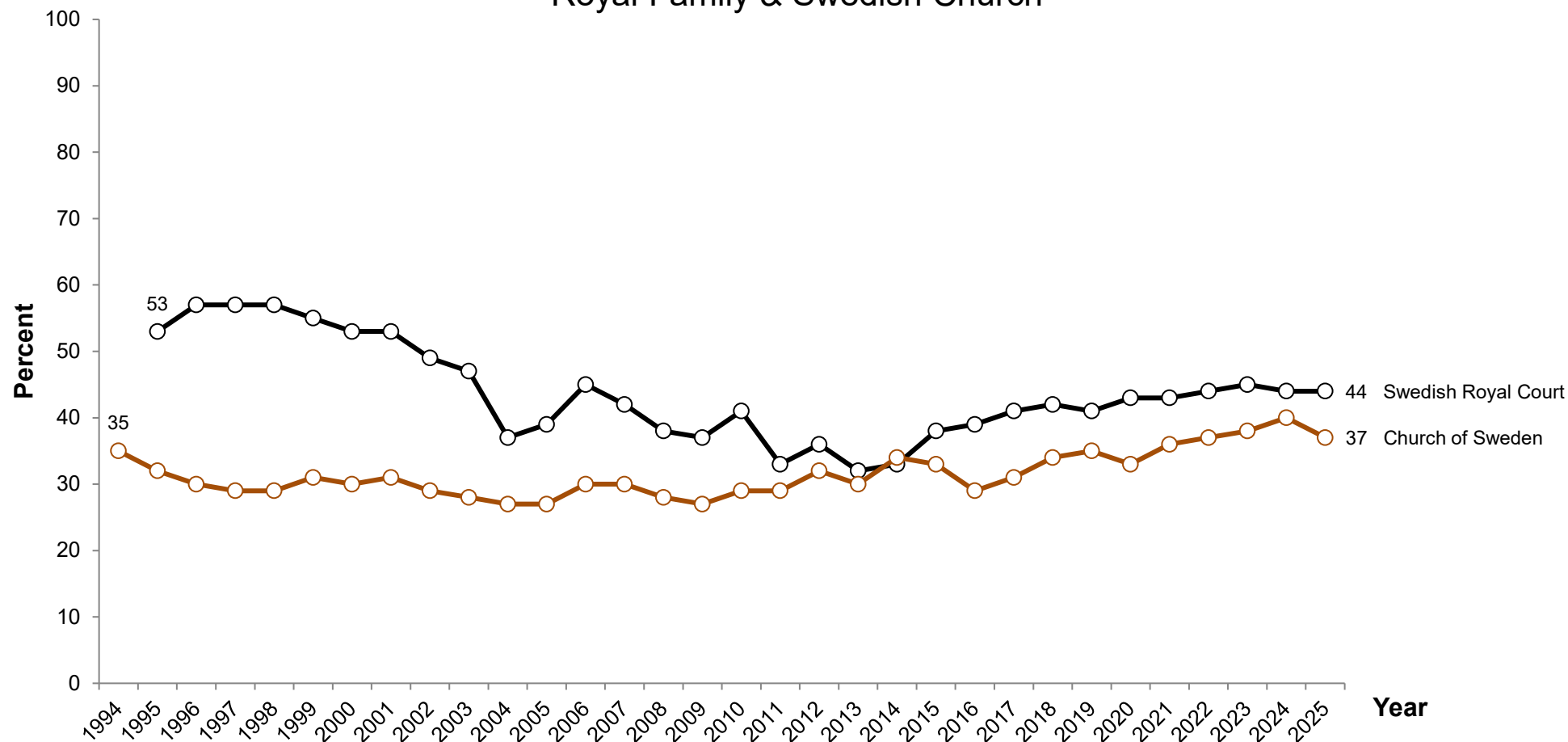
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986–2025



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.

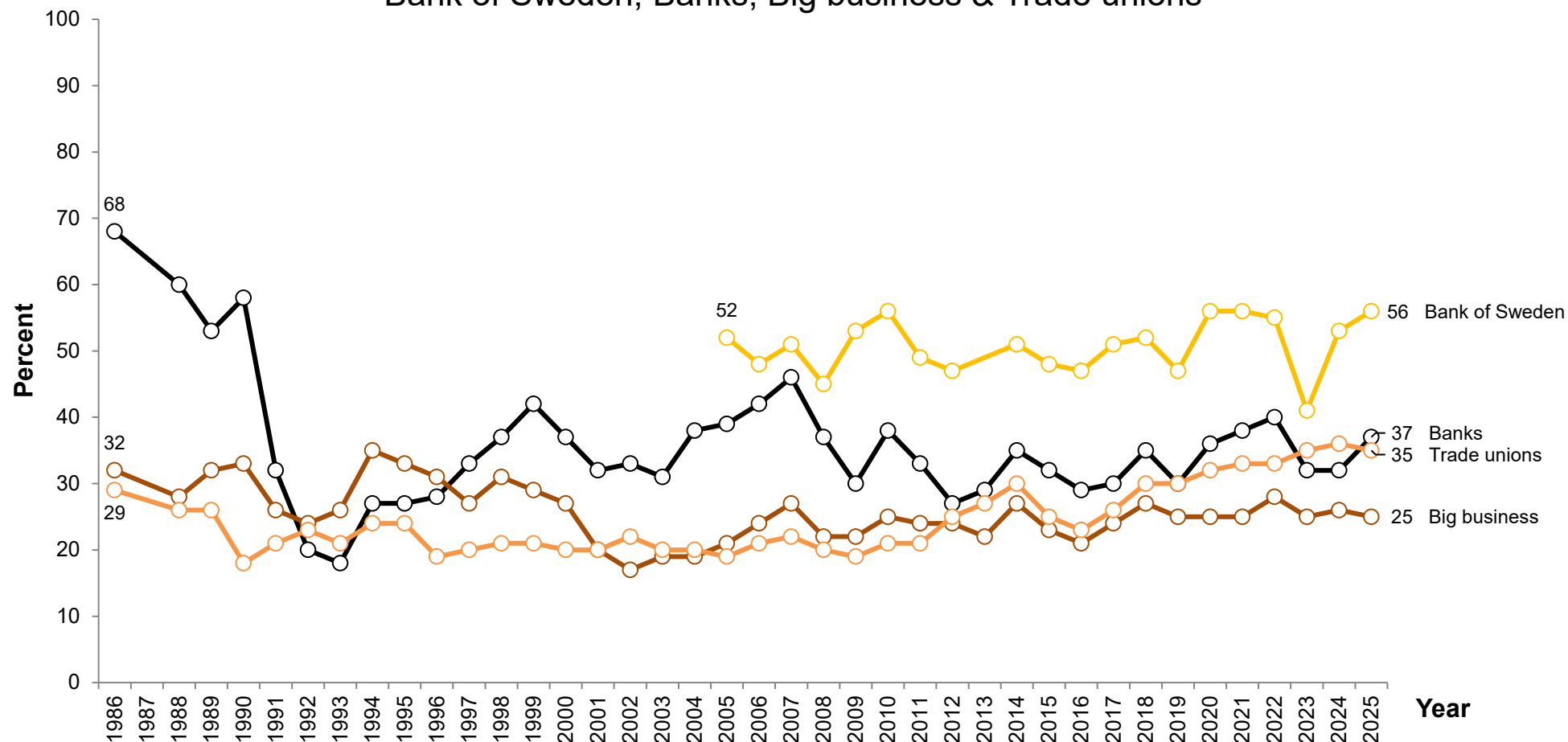
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1994–2025



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.

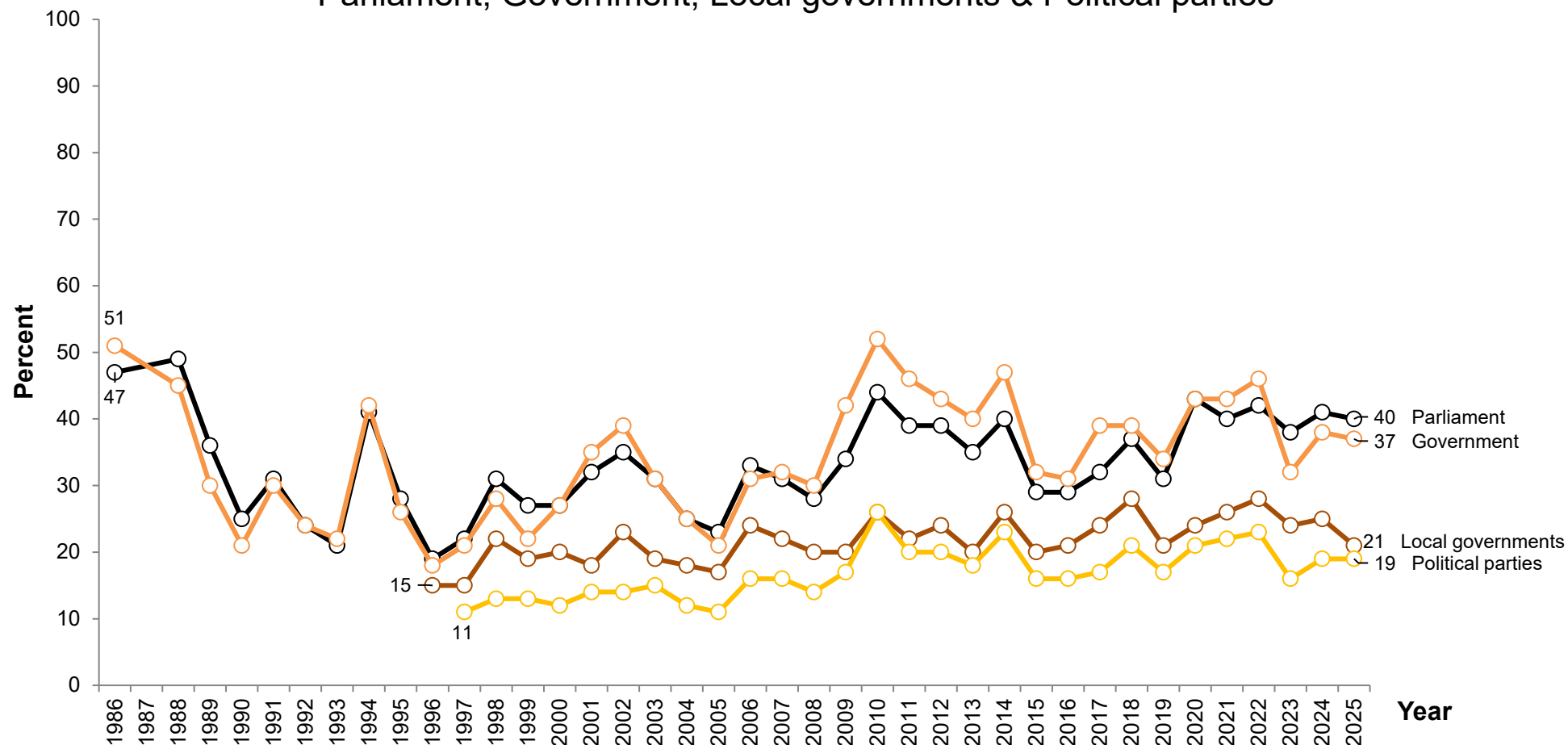
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986–2025



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.

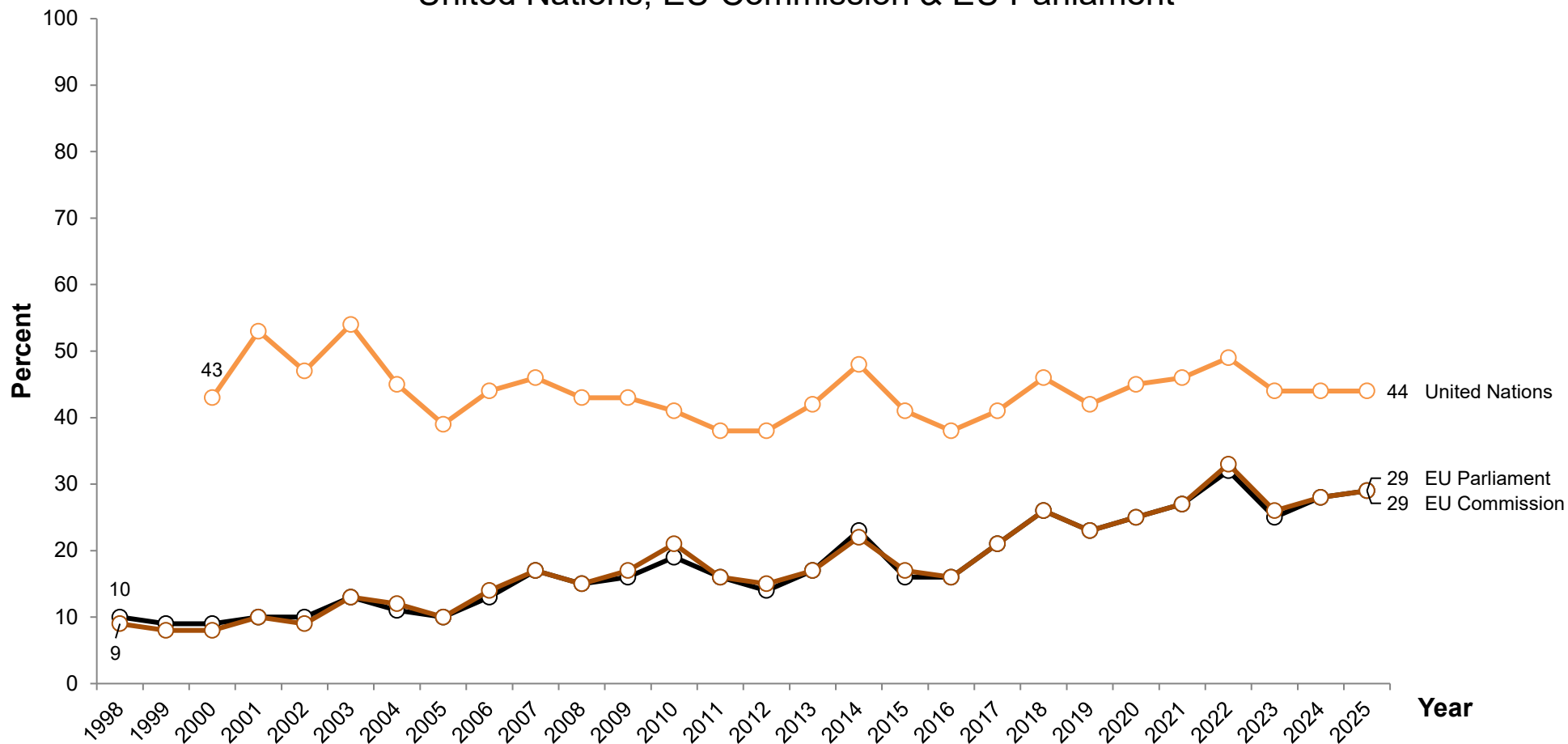
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986–2025



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.

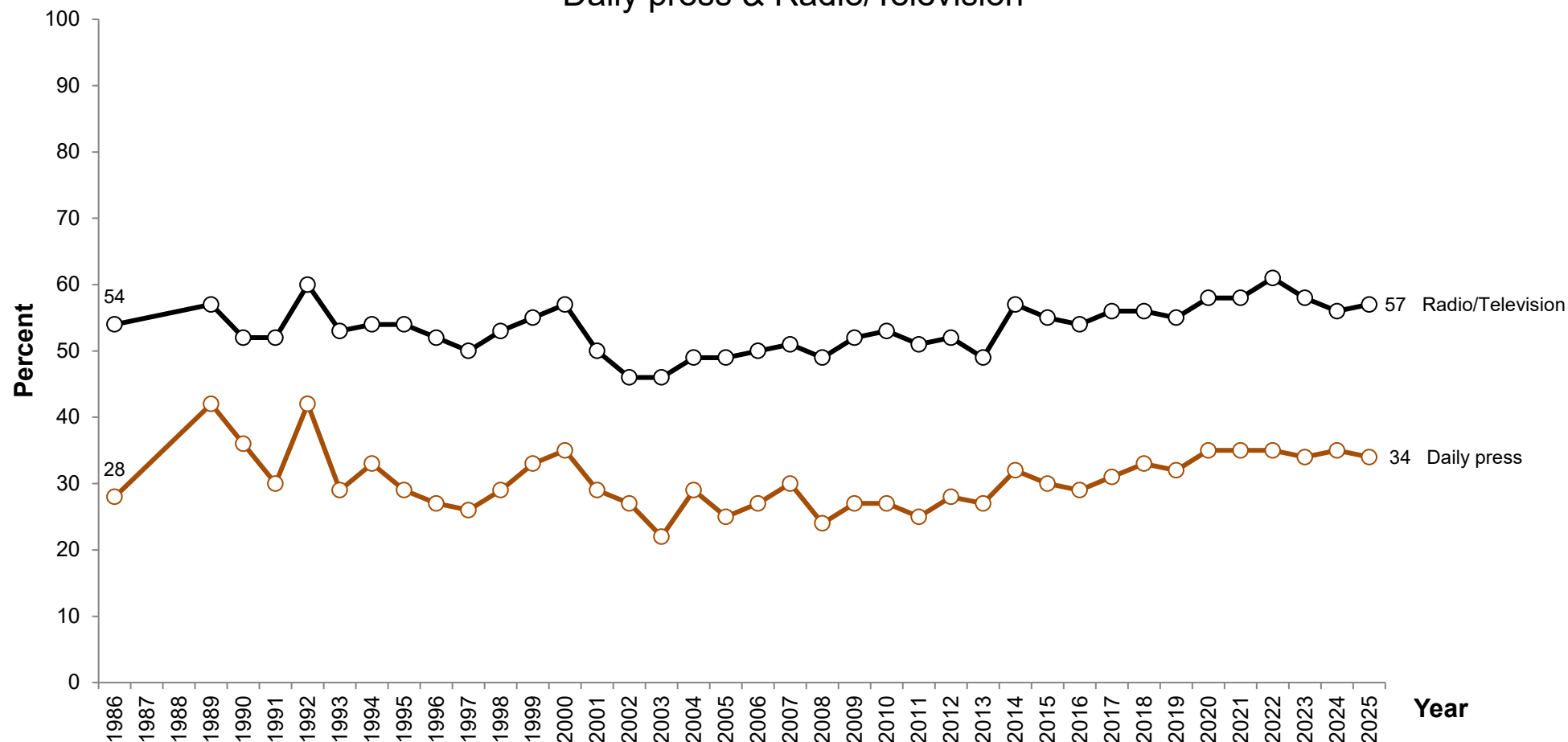
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1998–2025



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.

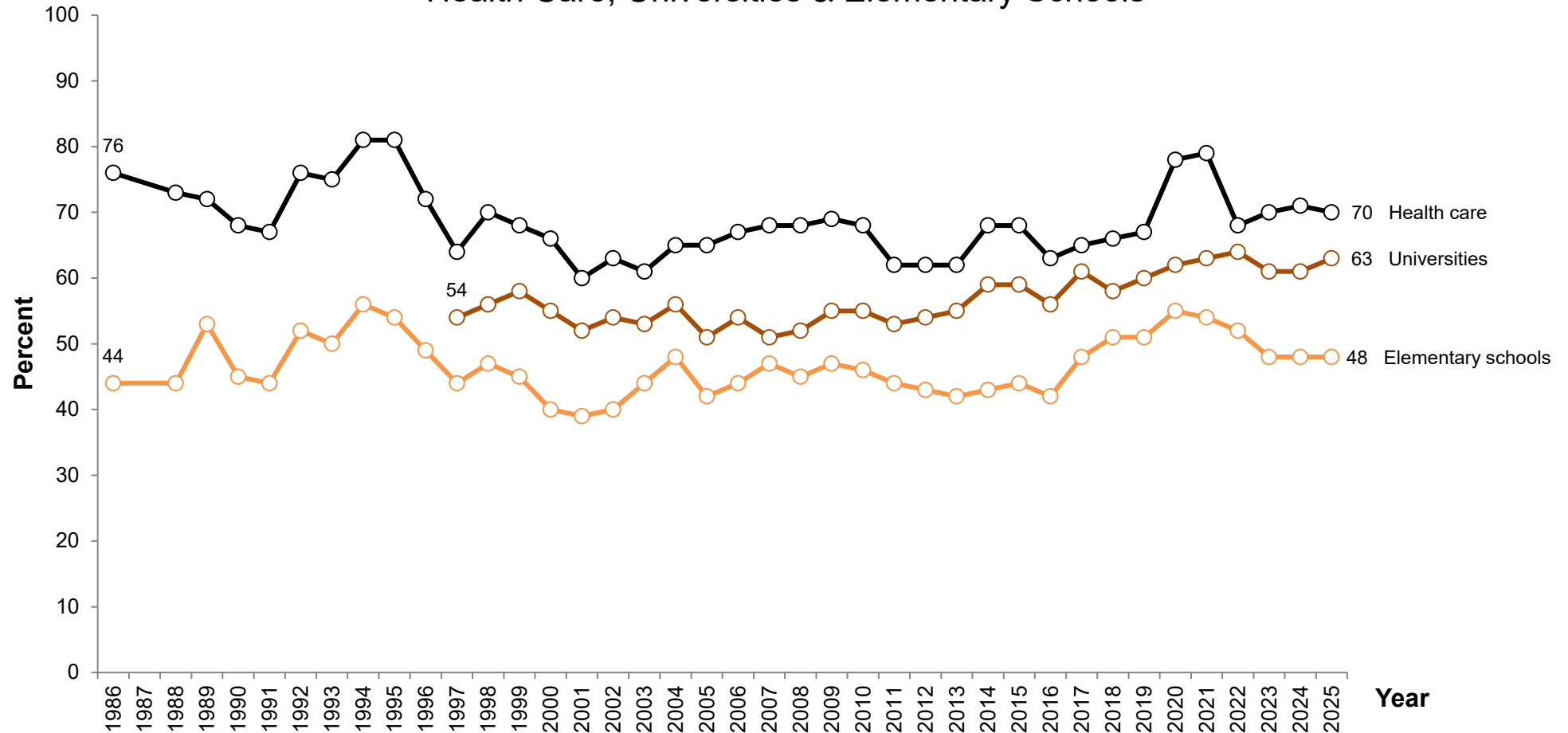
Question: "How much confidence do you have in the way the following institutions/groups do their job?"

Source: The National SOM survey 1986–2025



CONFIDENCE IN INSTITUTIONS

Health Care, Universities & Elementary Schools



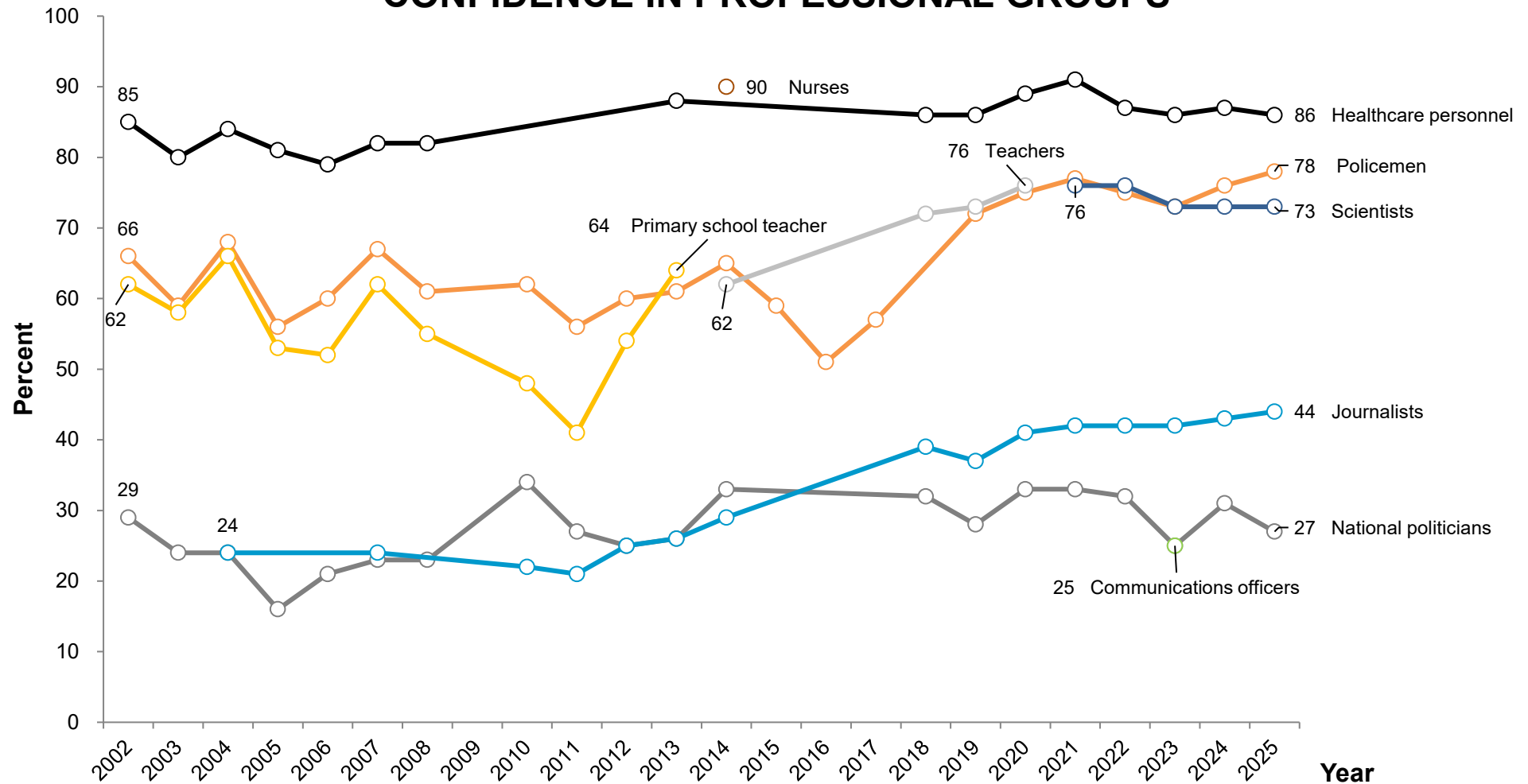
Comment: Five response alternatives to the question asked: "Very much; Fairly much; Neither much nor little; Fairly little; Very little". The lines show the percentage of respondents indicating very or fairly much confidence. The percentages are based on the respondents answering each individual item.

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

Source: The National SOM survey 1986–2025



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 2002–2025



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.

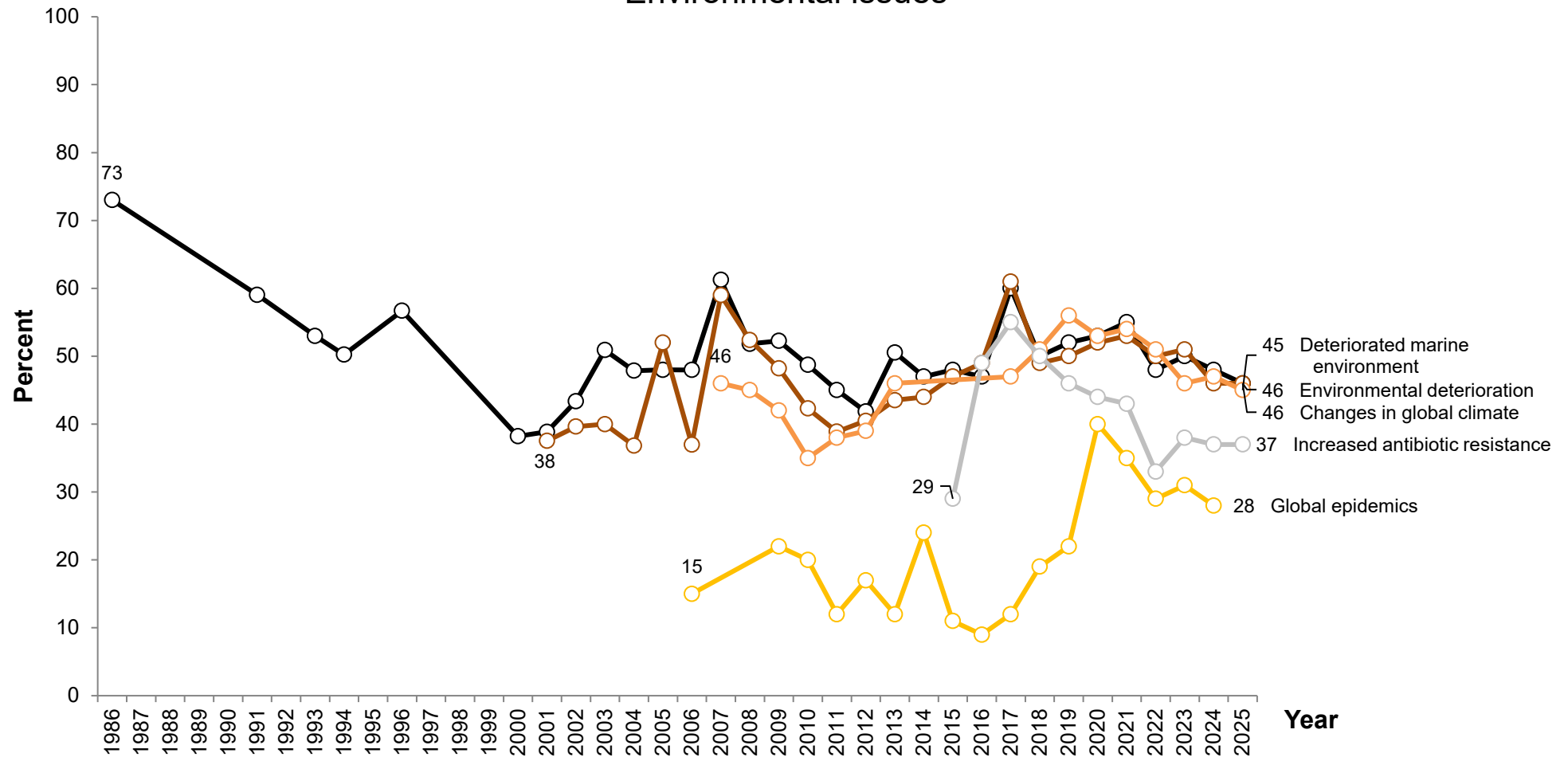
Question: "Looking at today's situation, what worries you most?"

Source: The National SOM survey 1991–2025



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.

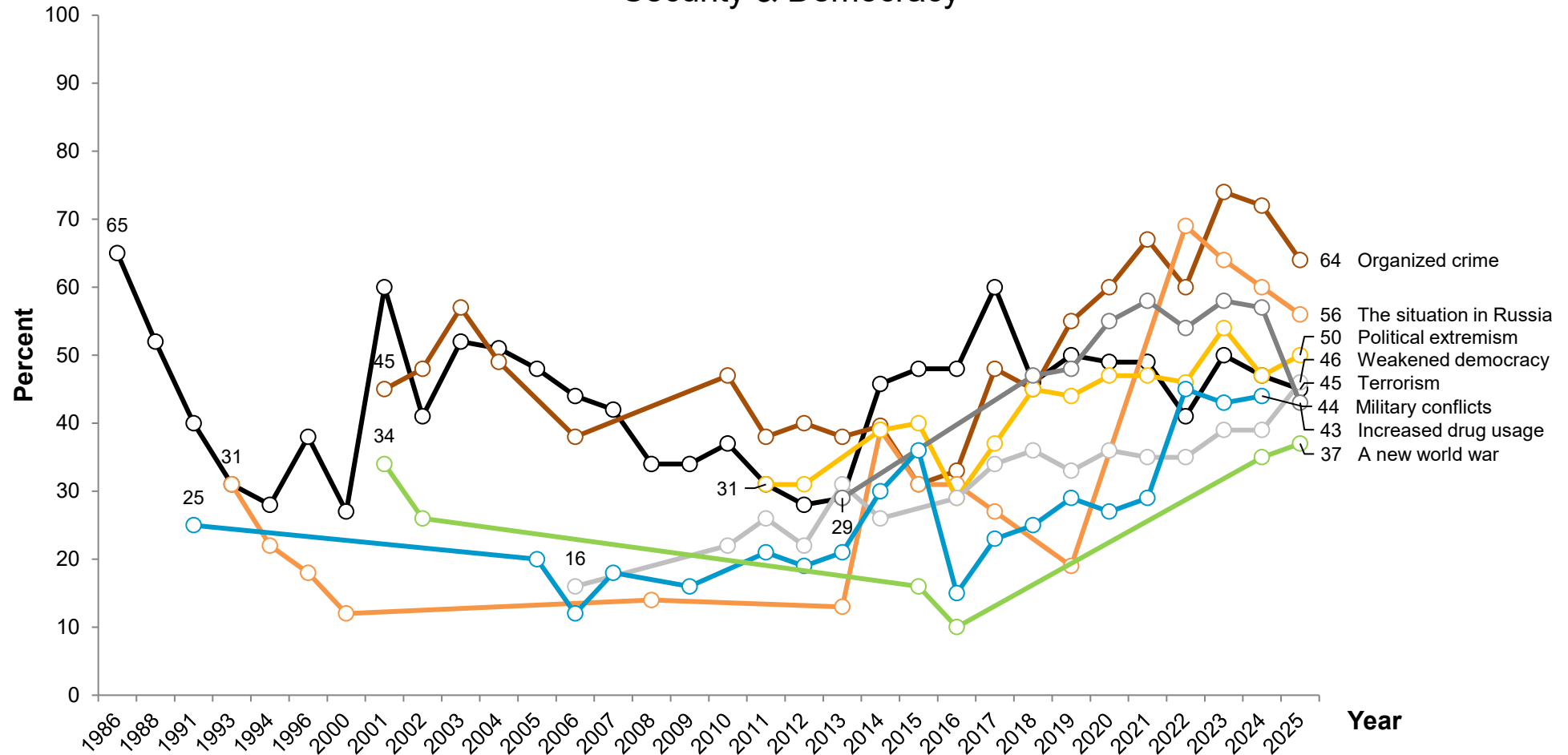
Question: "Looking at today's situation, what worries you most?"

Source: The National SOM survey 1986–2025



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.

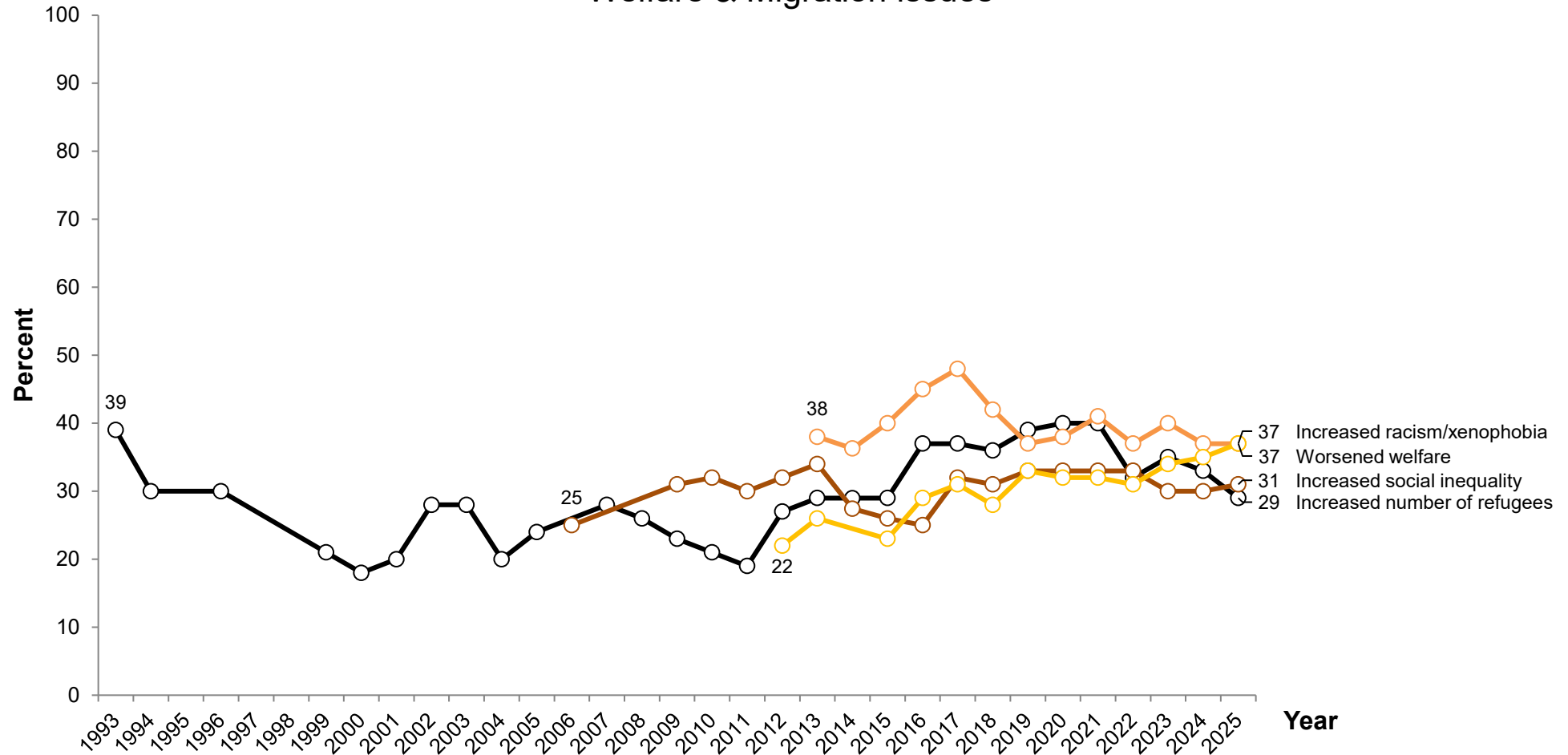
Question: "Looking at today's situation, what worries you most?"

Source: The National SOM survey 1986–2025



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 1993–2025



WHAT SWEDES WORRY ABOUT (Percent)

Year	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Organized crime	48	57	49		38				47	38	40	38	40	31	33	48	45	55	60	67	60	74	72	64
The situation in Russia							14					13	39	31	31	27		19			69	64	60	56
Increased drug usage												29					47	48	55	58	54	58	57	43
Political extremism										31	31		39	40	29	37	45	44	47	47	46	54	47	50
Changes in global climate	40	40	37	52	37	59	52	48	42	39	40	44	44	47	49	61	49	50	52	53	50	51	46	46
Environmental deterioration	43	51	48	48	48	61	52	52	49	45	42	51	47	48	47	60	50	52	53	55	48	50	48	46
Terrorism	41	52	51	48	44	42	34	34	37	31	28	29	46	48	48	60	46	50	49	49	41	50	47	45
Deteriorated marine environment						46	45	42	35	38	39	46				47	51	56	53	54	51	46	47	45
Increased racism/xenophobia												38	36	40	45	48	42	37	38	41	37	40	37	37
Weakened democracy					16				22	26	22	31	26		29	34	36	33	36	35	35	39	39	46
Increased antibiotic resistance														29	49	55	50	46	44	43	33	38	37	37
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	33	29
Worsened welfare											22	26		23	29	31	28	33	32	32	31	34	35	37
Global epidemics					15			22	20	12	17	12	24	11	9	12	19	22	40	35	29	31	28	
Increased social inequality					25			31	32	30	32	34	27	26	25	32	31	33	33	33	33	30	30	31
Economic crisis	25	24	18	16	12	13	25	21	20	27	24	19	16	20	11	11	14	18	18	14	35	29	19	21
Large unemployment	39	40		45	25	25	39	46	36	35	40	35	34	32	26	26	18	20	27	22	17	16	20	25
A new world war																							35	37

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.

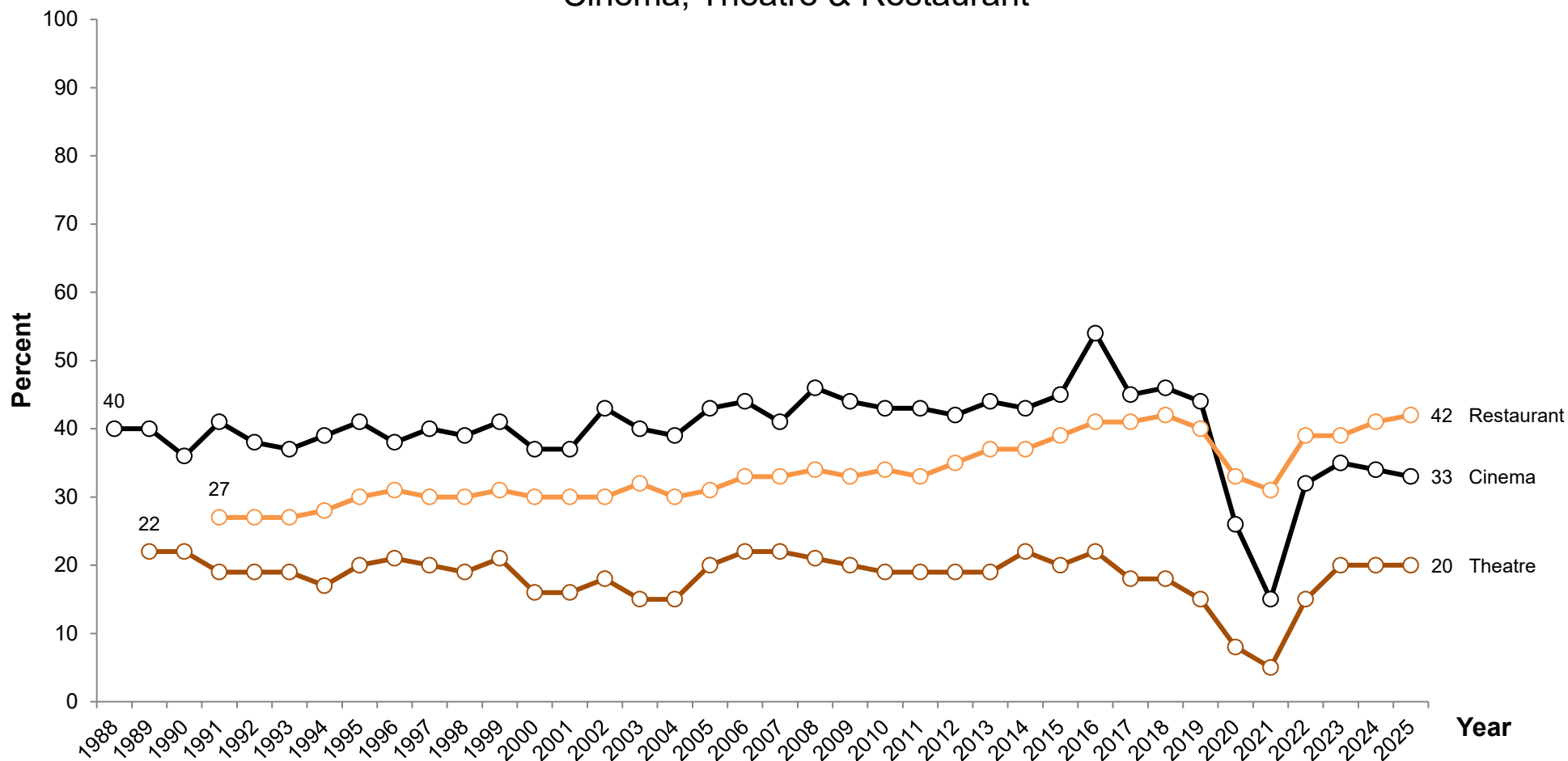
Question: "Looking at today's situation, what worries you most?"

Source: The national SOM survey 2002–2025



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.

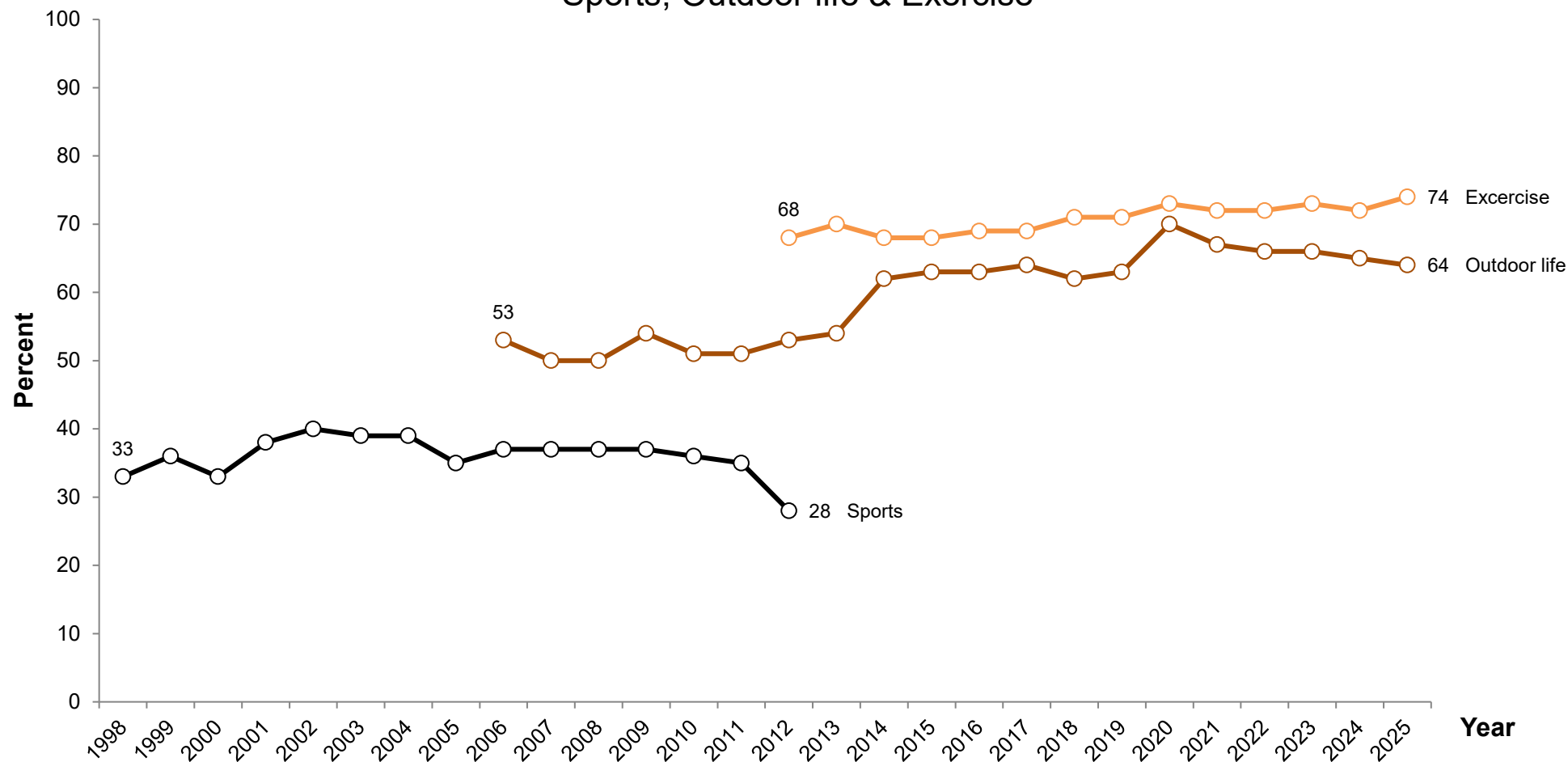
Question: "How often have you engaged in the following activities during the past twelve months?"

Source: The National SOM survey 1988–2025



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.

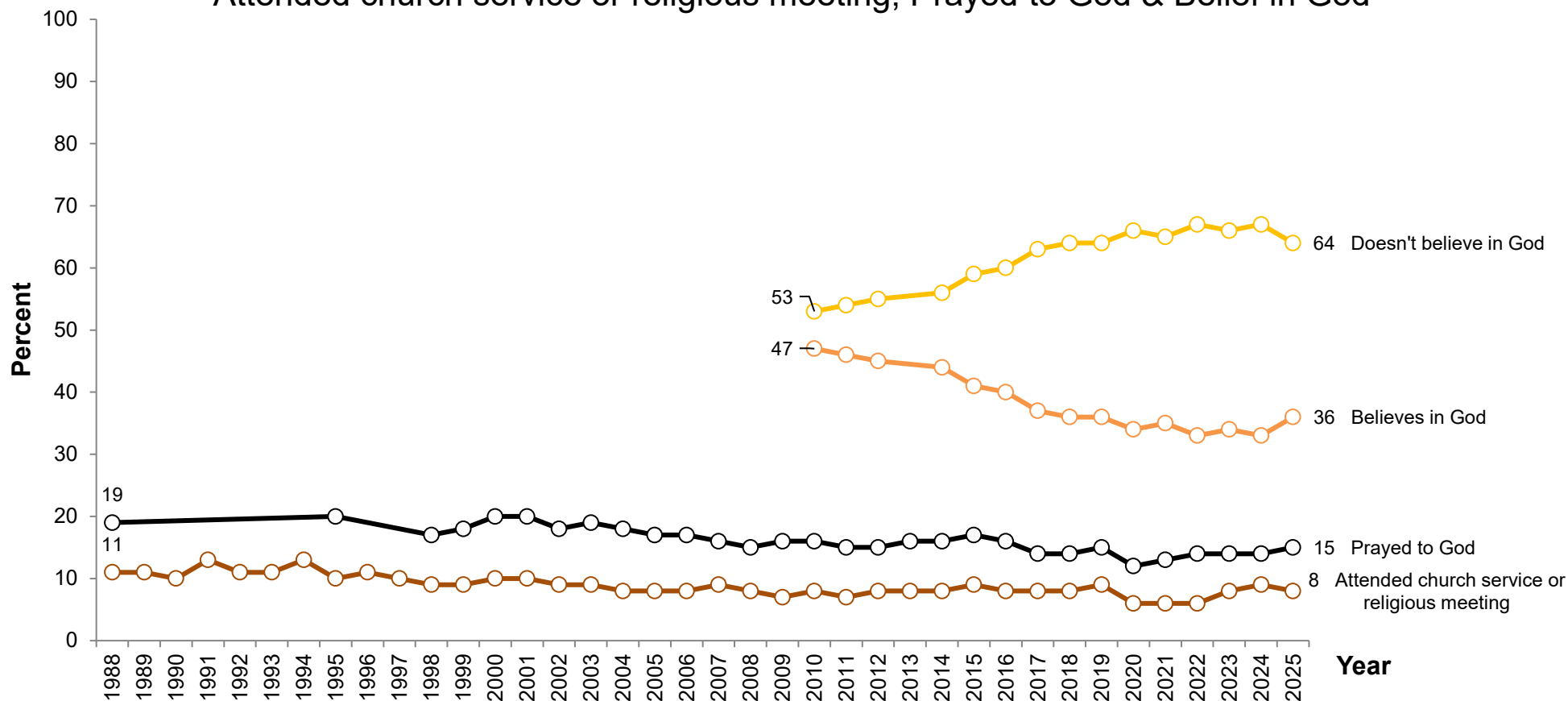
Question: "How often have you engaged in the following activities during the past twelve months?"

Source: The National SOM survey 1998–2025



LEISURE ACTIVITIES

Attended church service or religious meeting, Prayed to God & Belief in God



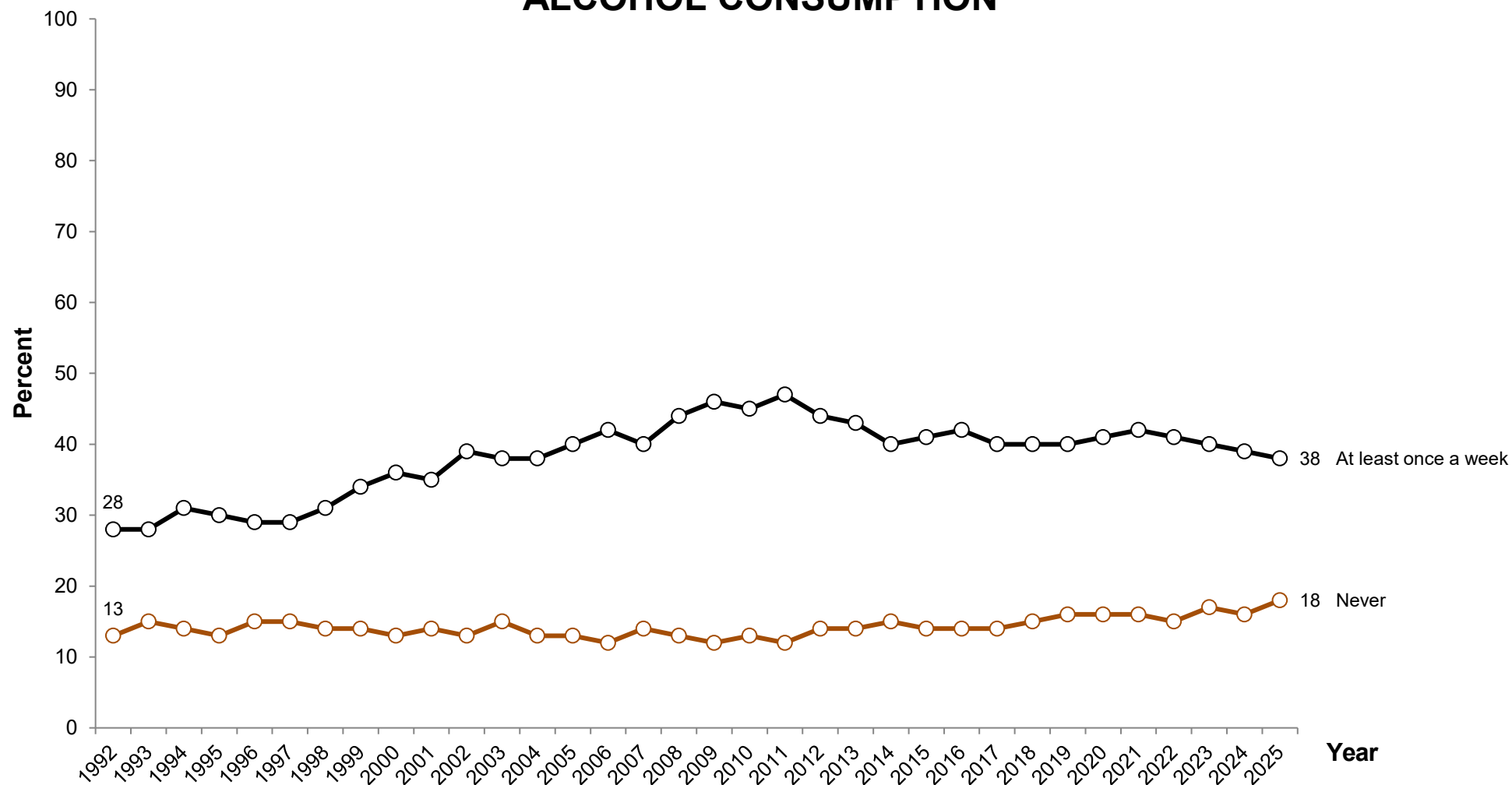
Comment: Attended church service figures indicate attendance at least once a month, while 'prayed to God' figures indicate activity at least once a week. The percentages are based on the respondents answering each individual item. The results for praying to God report activity at least once a week. The response options for belief in God are "Yes" and "No." The percentage base consists of those who answered the respective question.

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

Source: The National SOM survey 1988–2025



ALCOHOL CONSUMPTION



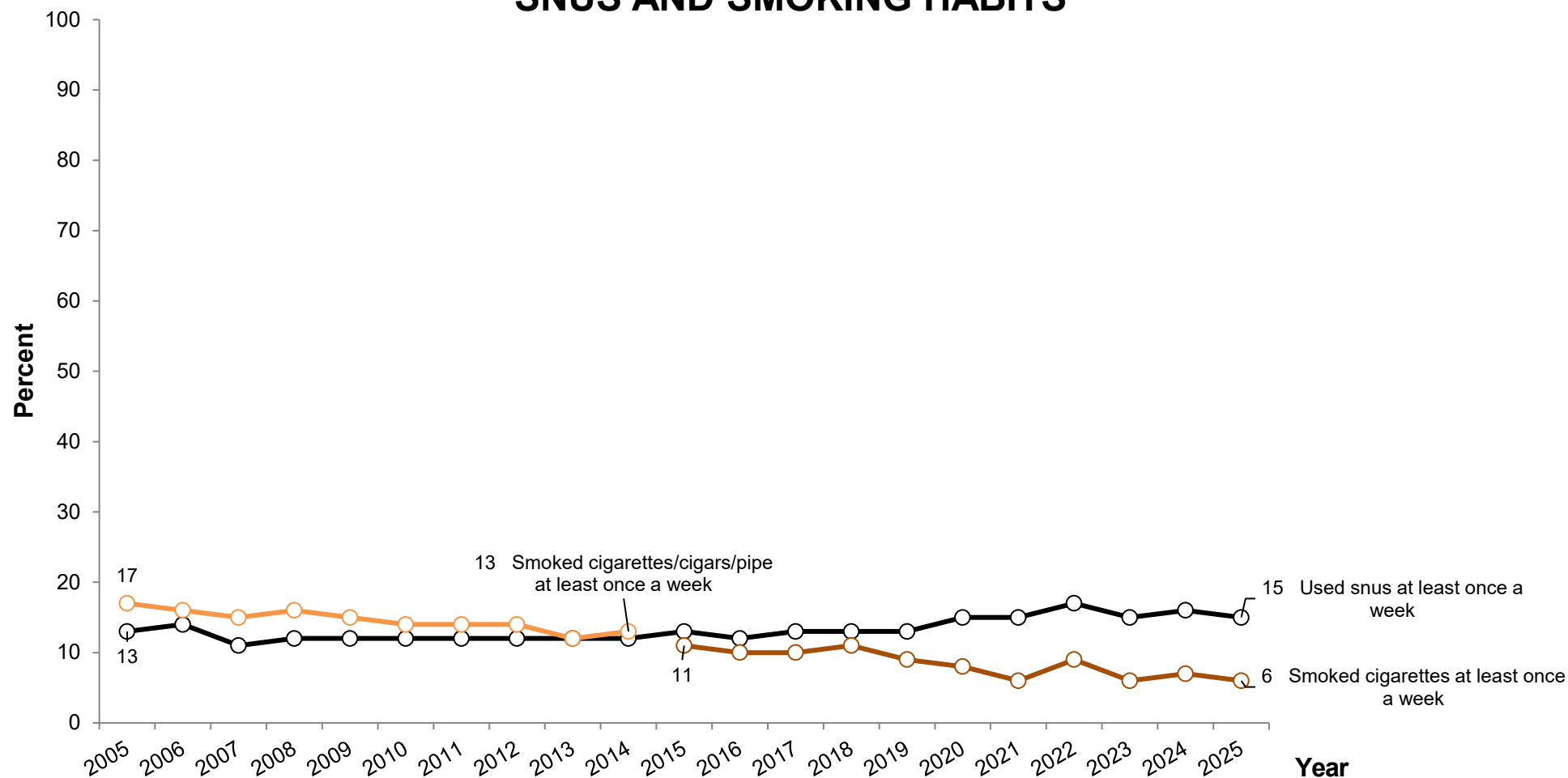
Comment: The figures indicate activity at least once a week. The percentages are based on the respondents answering each individual item.

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

Source: The National SOM survey 1992–2025



SNUS AND SMOKING HABITS



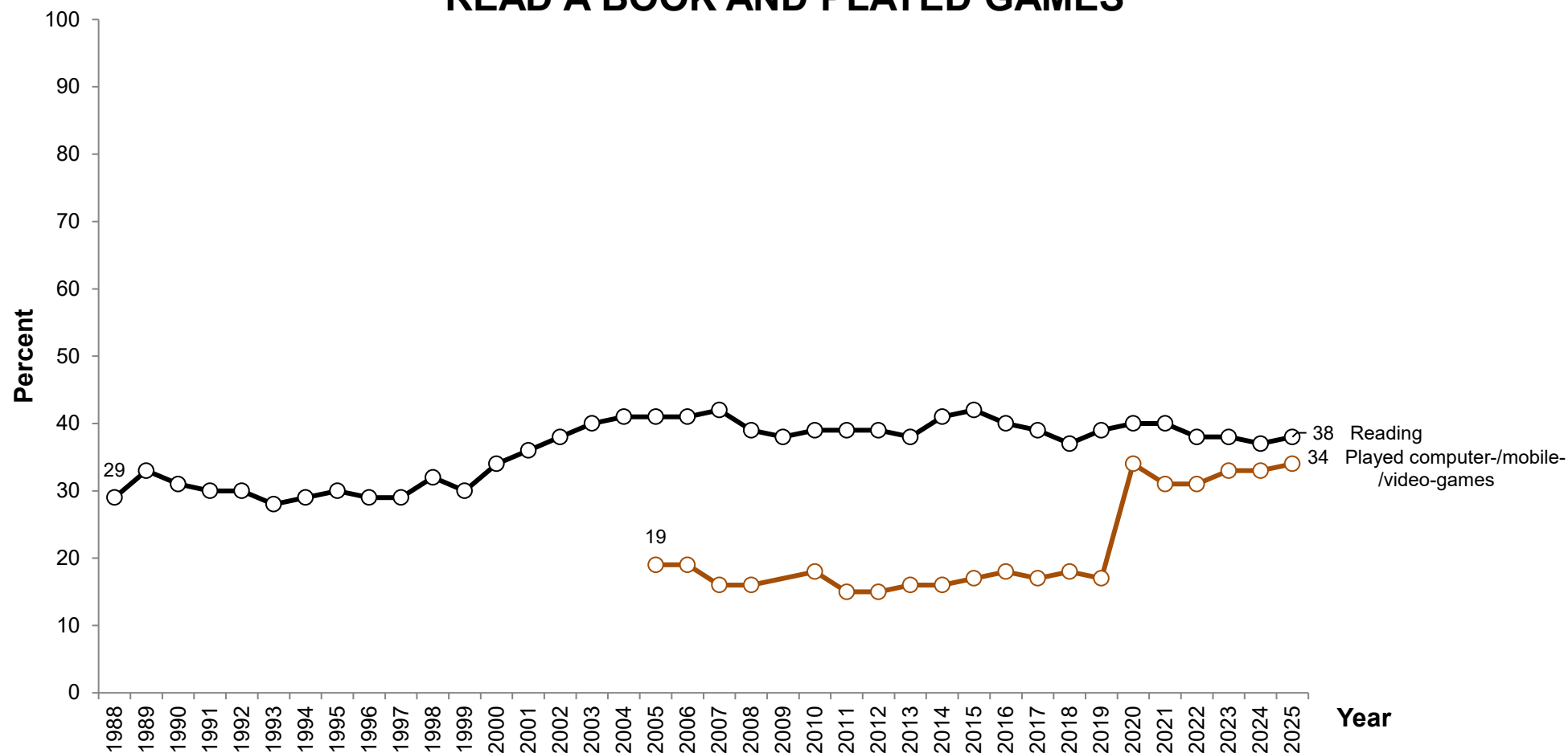
Comment: The response options are: “Never”; “At some point during the past 12 months”; “At some point during the past six months”; “At some point during the past quarter”; “At some point during the past month”; “At some point during the past week”; and “Several times a week.” The results refer to consumption at least once a week. The percentage base consists of those who answered the question.

Question: “How often have you done the following during the past 12 months?” – “Used snus,” “Smoked cigarettes.”

Source: The National SOM survey 2005–2025



READ A BOOK AND PLAYED GAMES



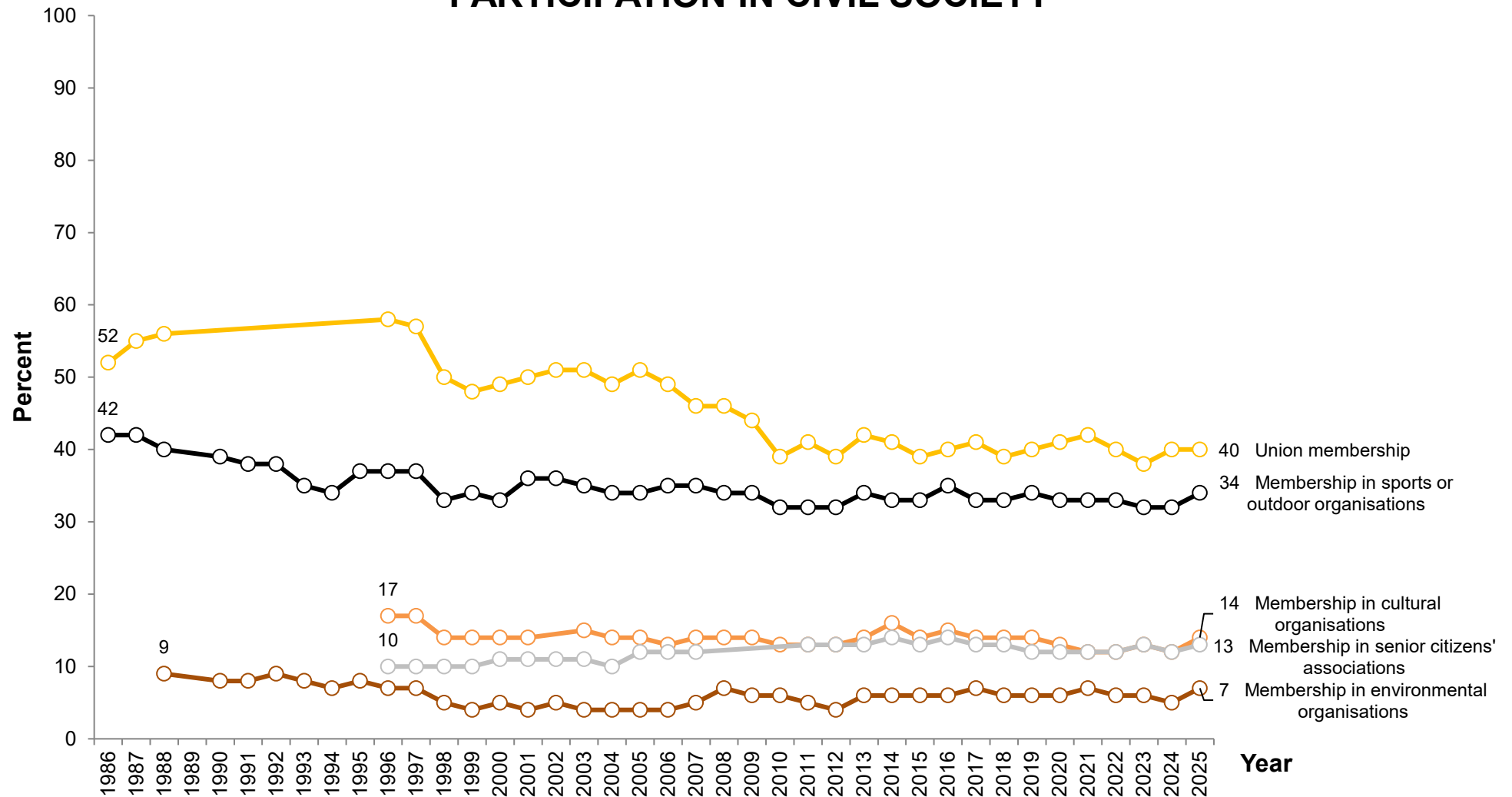
Comment: Six response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once a month; About once a week; Several times a week". The percent doing the activity at least once a week who answered at least parts of a multi-item question on leisure activities. 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 1988–2025



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 1986–2025



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SOCIETY OPINION MEDIA

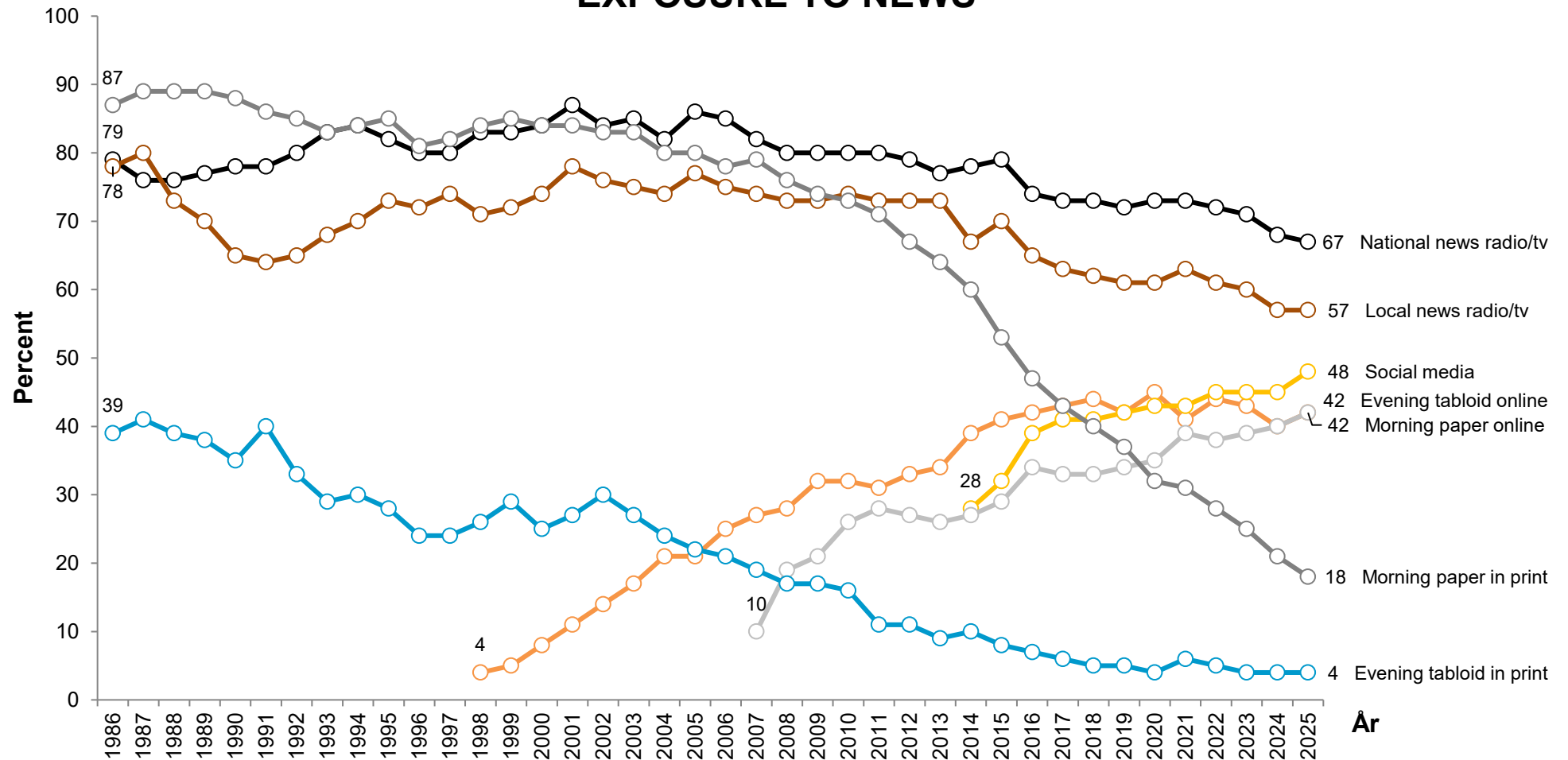


GÖTEBORGS UNIVERSITET

MEDIA TRENDS



EXPOSURE TO NEWS



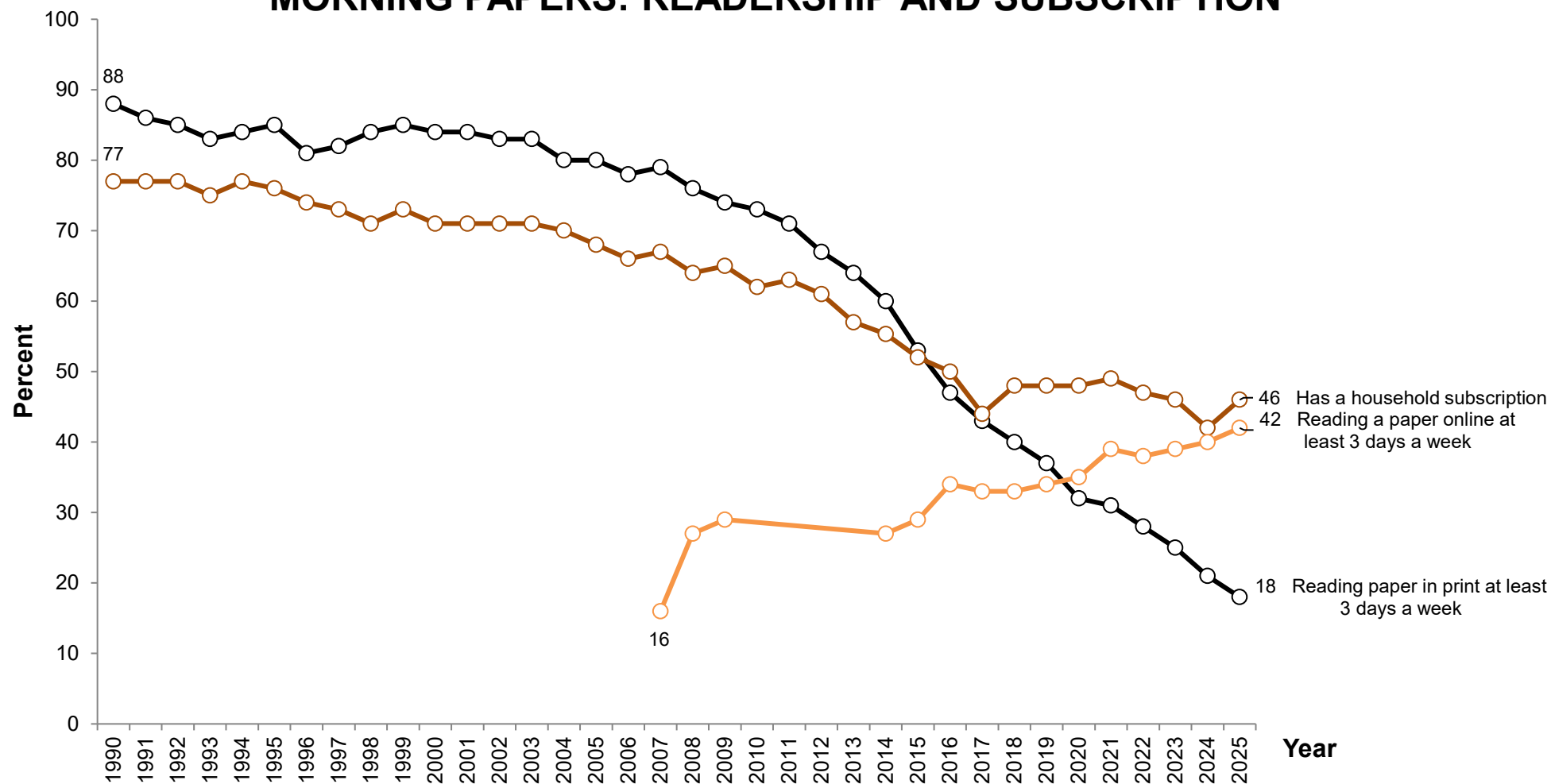
Comment: The results show percent of all respondents doing the stated things at least three days a week. "Morning paper online" includes "Other local morning paper", "Svenska Dagbladet" and "Dagens nyheter."

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 1986–2025



MORNING PAPERS: READERSHIP AND SUBSCRIPTION



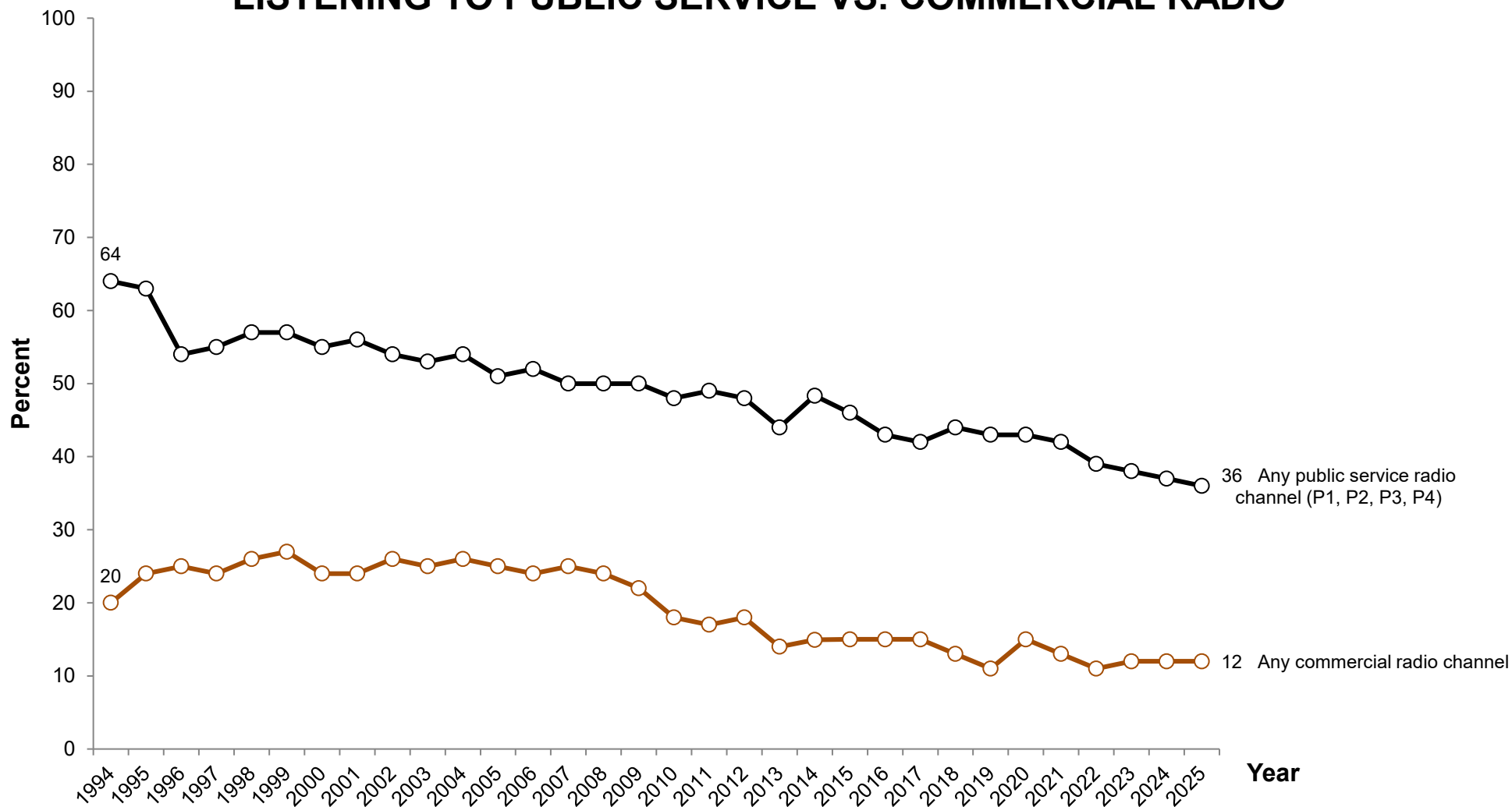
Comment: The results show percent of all respondents subscribing to a morning paper in print; reading at least one morning paper (in print) at least three days a week.

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 1990–2025



LISTENING TO PUBLIC SERVICE VS. COMMERCIAL RADIO



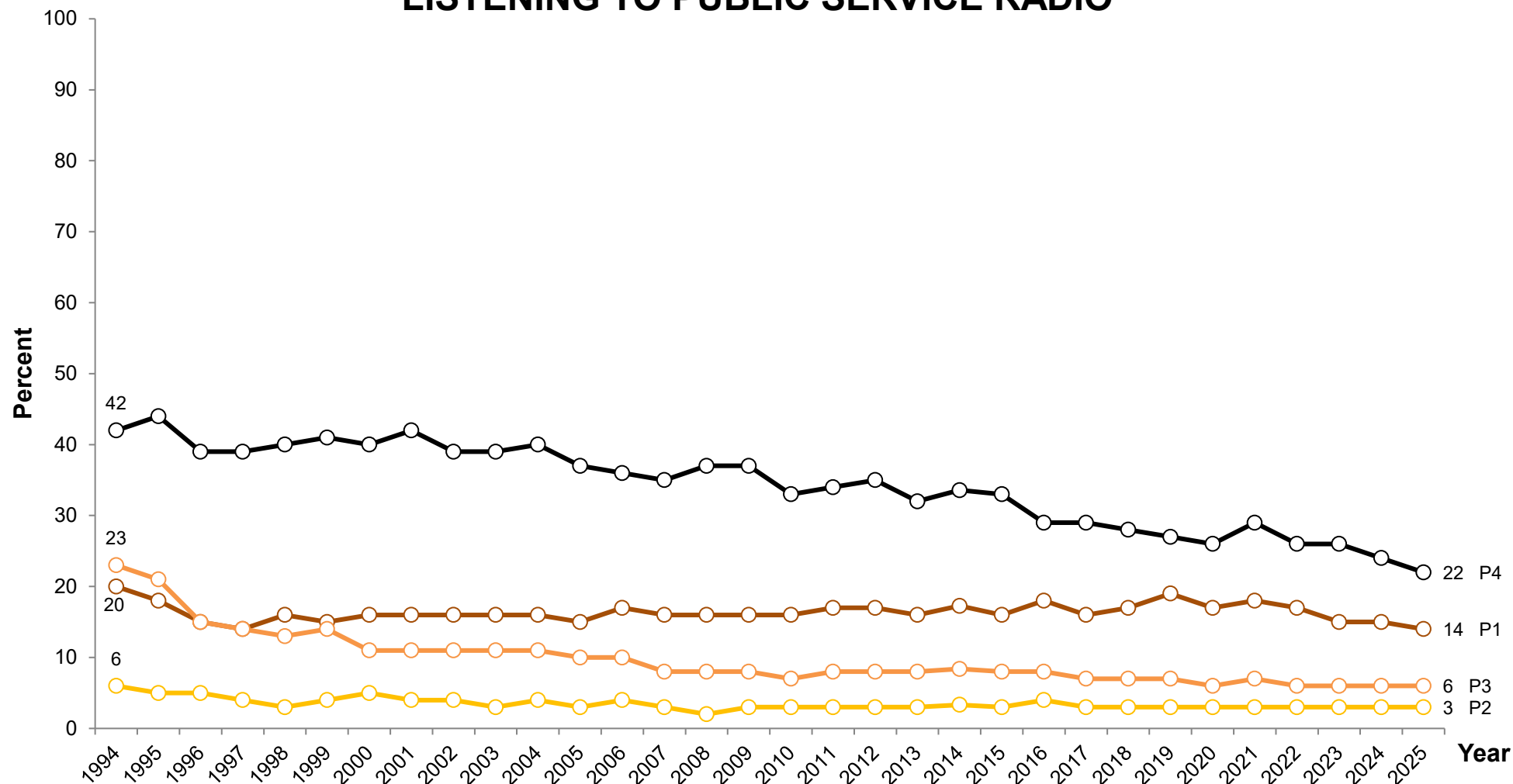
Comment: Six response alternatives to the question asked: "Daily; 5-6 days a week; 3-4 days a week; 1-2 days a week; More seldom; Never".

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

Source: The National SOM survey 1994–2025



LISTENING TO PUBLIC SERVICE RADIO



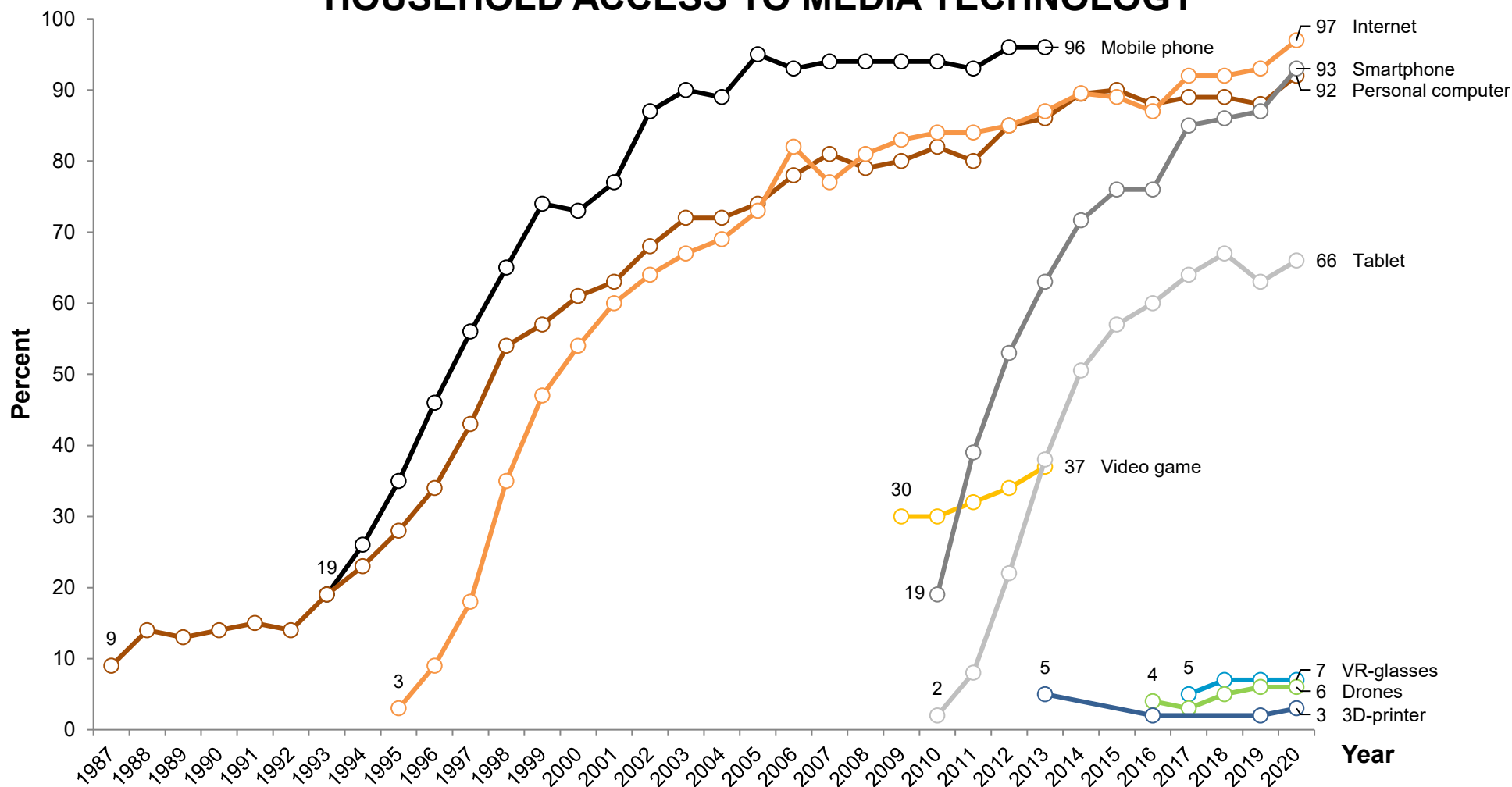
Comment: Six response alternatives to the question asked: "Daily; 5-6 days a week; 3-4 days a week; 1-2 days a week; More seldom; Never". The results show percent of all respondents listening at least five days a week.

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

Source: The National SOM survey 1994–2025



HOUSEHOLD ACCESS TO MEDIA TECHNOLOGY



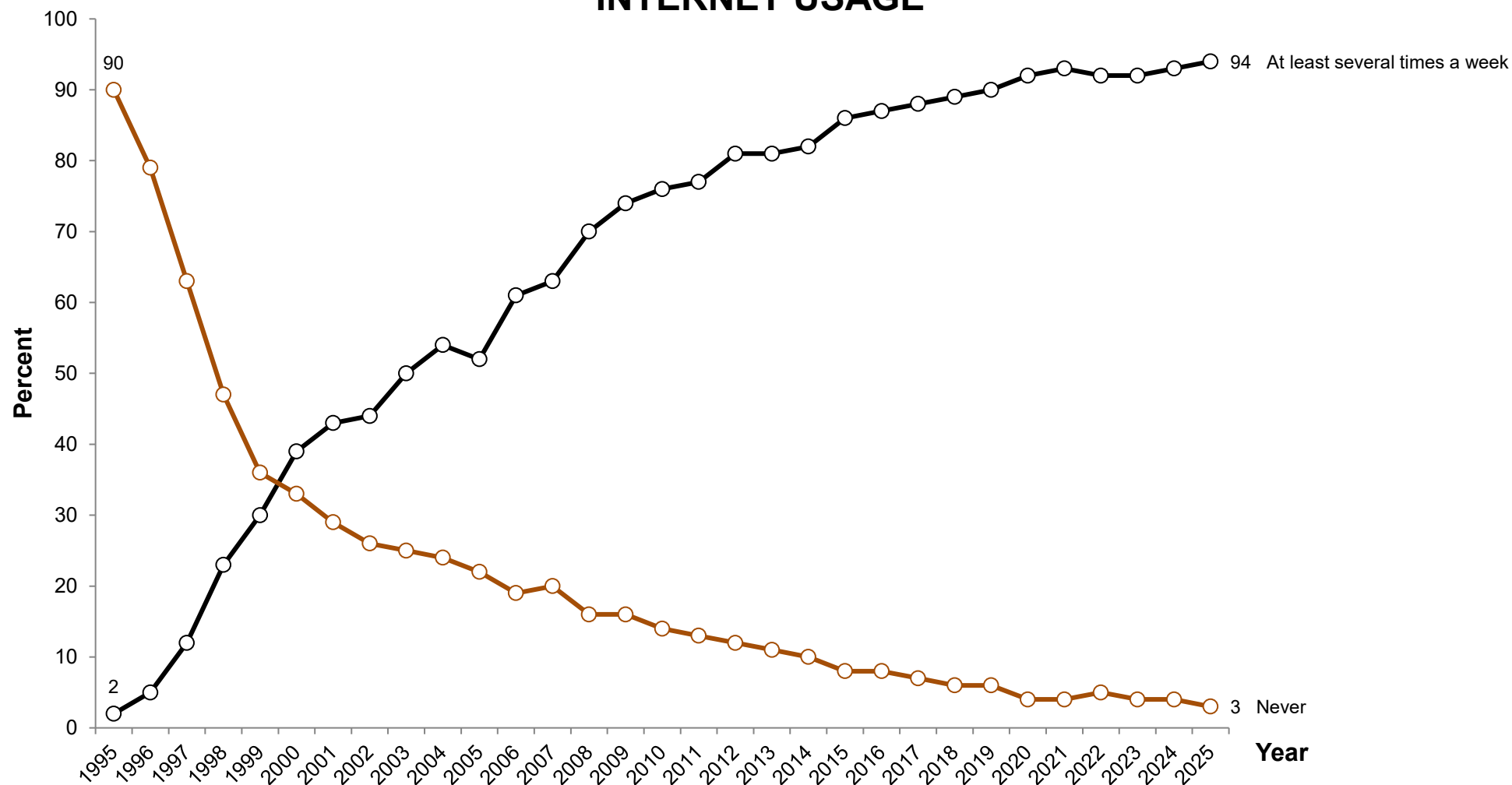
Comment: The results show the percent among all respondents indicating access to the specified equipment in the household. Minor changes in the age composition of the sample over the years affect the level of penetration of media with a few percentage points.

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



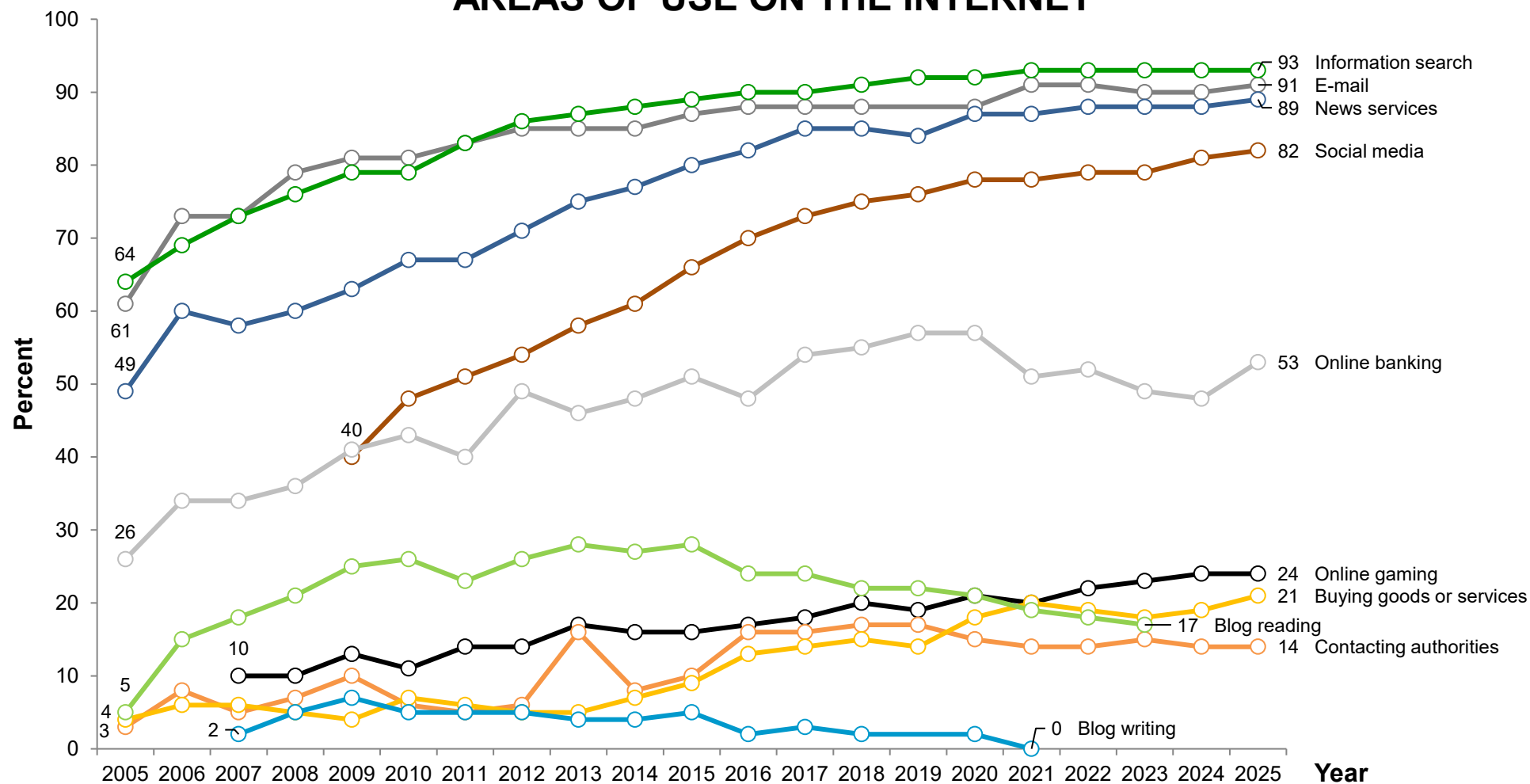
Comment: Seven response alternatives to the question asked: "Never; About once/twelve months; About once/six months; About once every month; About once every week; Several times a week".

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

Source: The National SOM survey 1995–2025



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 2005–2025



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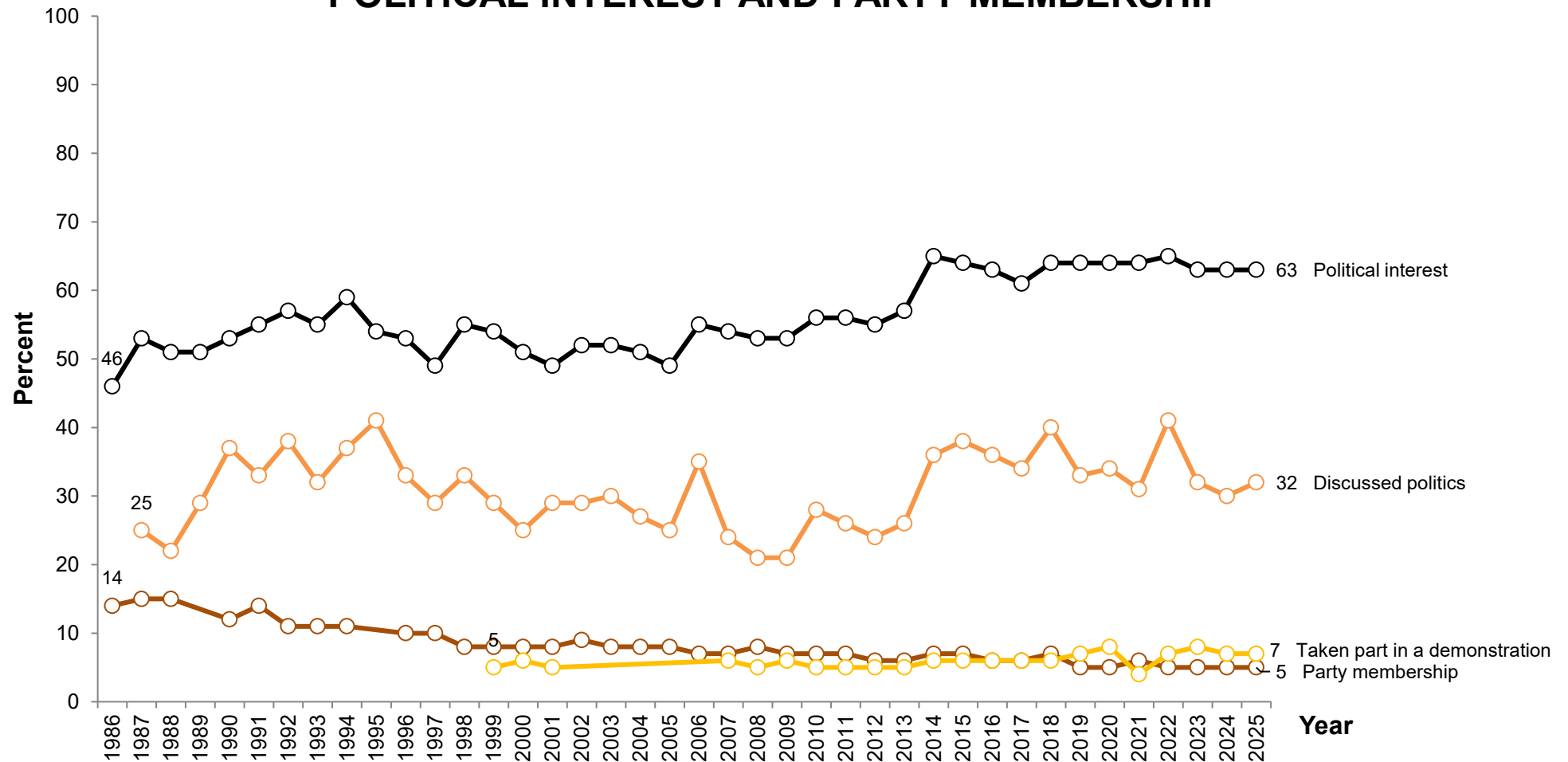


GÖTEBORGS UNIVERSITET

POLITICAL TRENDS



POLITICAL INTEREST AND PARTY MEMBERSHIP



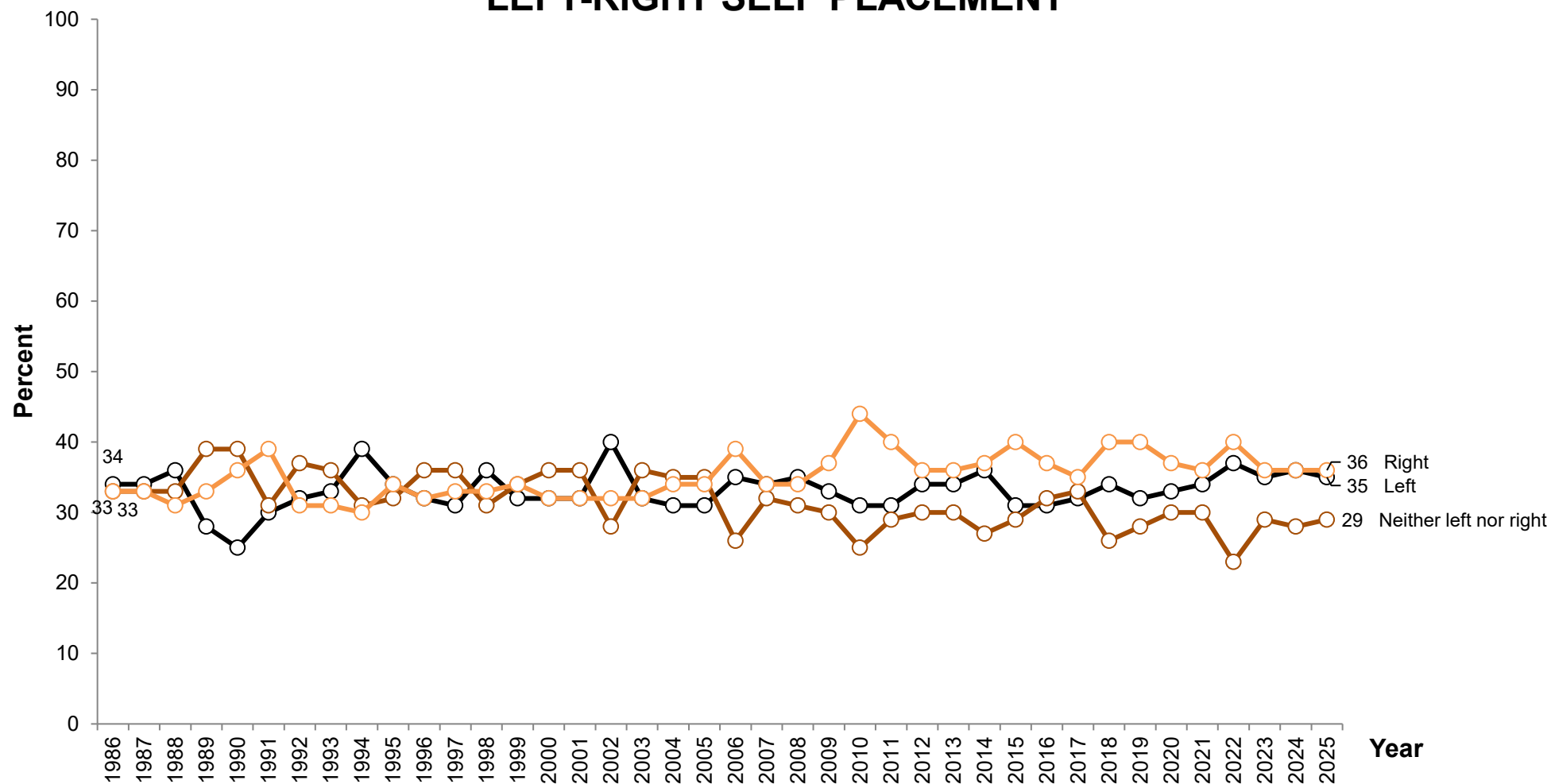
Comment: The results show percent "Very much" or "Fairly interested" in politics, percent party members among all respondents, the percentage who discuss politics at least once a week and the percentage who have taken part in a demonstration at least once during the last 12 months.

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 1986–2025



LEFT-RIGHT SELF PLACEMENT



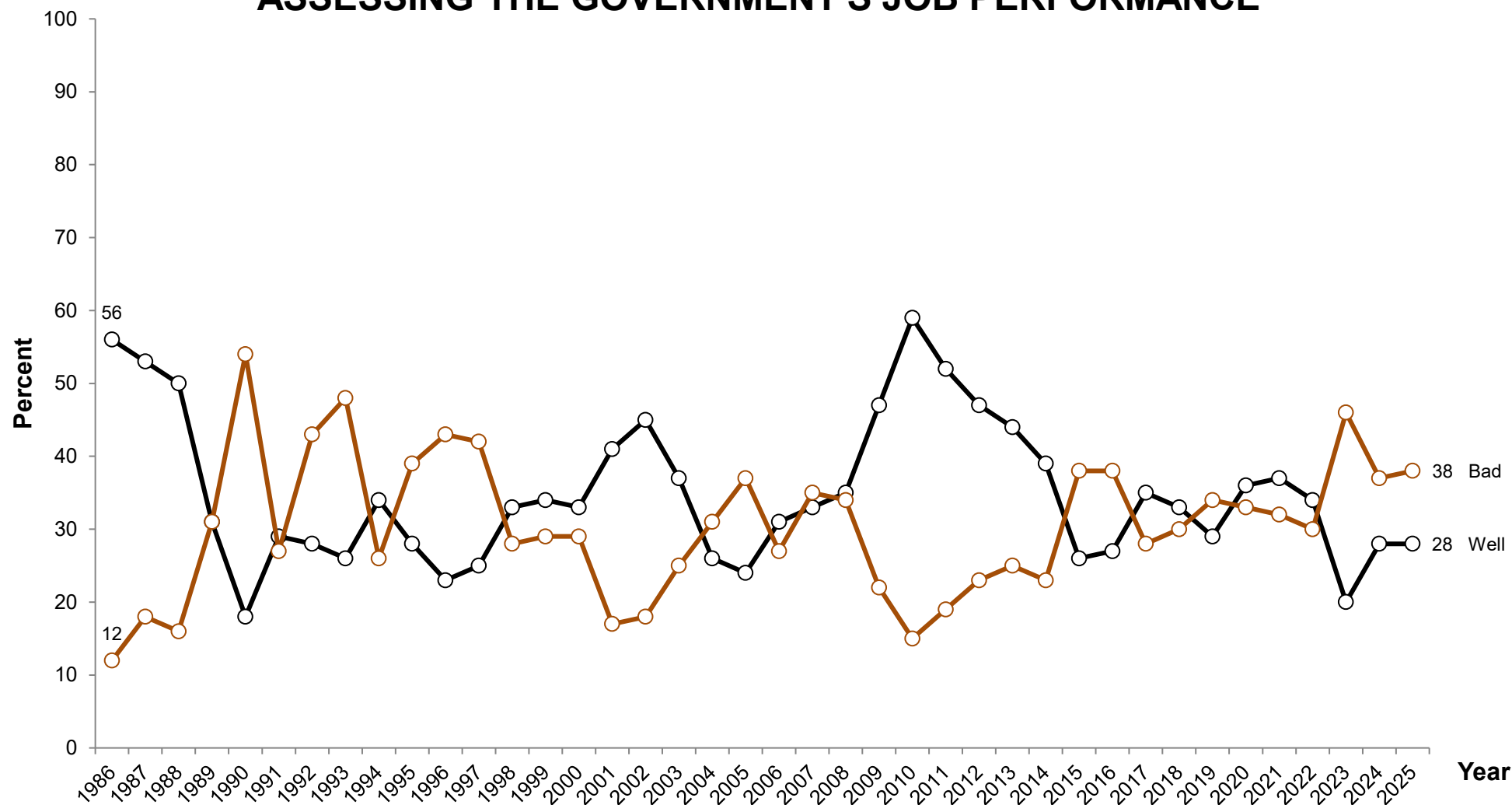
Comment: Five response alternatives to the question asked: "Clearly to the left; Somewhat to the left; Neither to the left, nor to the right; Somewhat to the right". No-answers (3-5 percent on average every year) are excluded from the analysis.

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 1986–2025



ASSESSING THE GOVERNMENT'S JOB PERFORMANCE



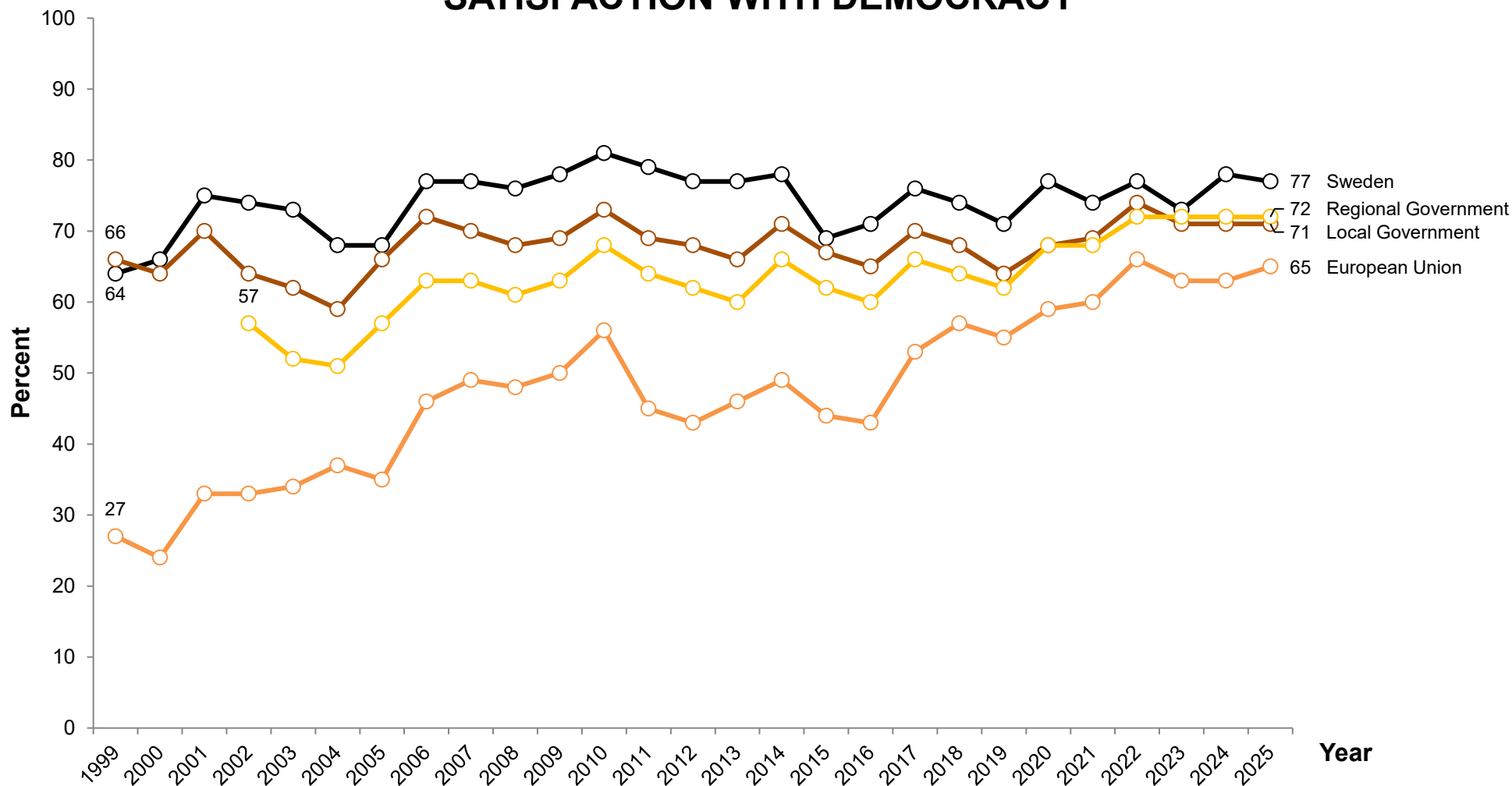
Comment: Five response alternatives to the question asked: "Very well; Fairly well; Neither well, nor badly; Fairly badly; Very badly". The results show percent respondents answering "Very" or "Fairly"

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

Source: The National SOM survey 1986–2025



SATISFACTION WITH DEMOCRACY



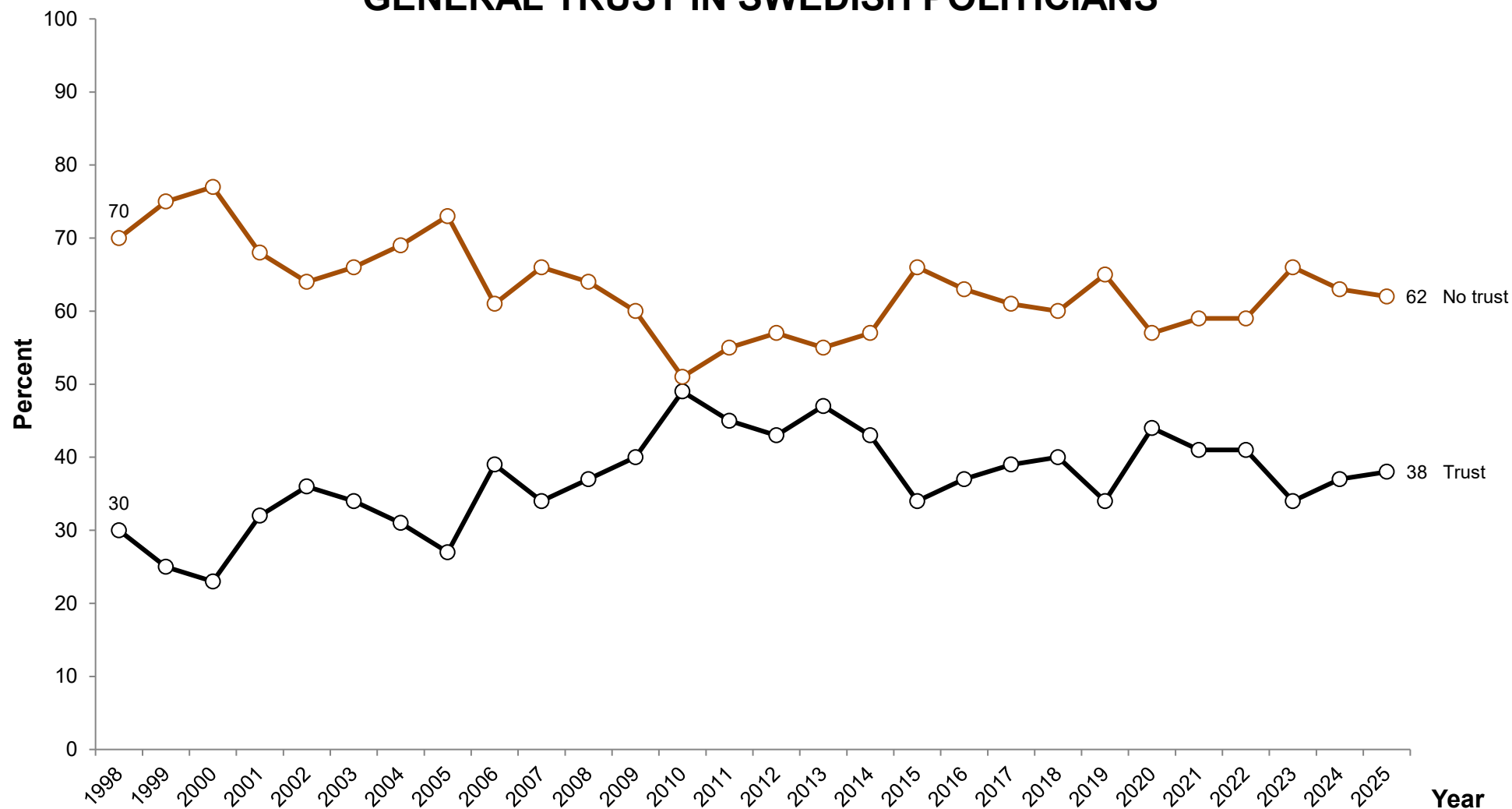
Comment: Four response alternatives to the question asked: "Very satisfied; fairly satisfied; Not very satisfied; Not at all satisfied". The results show percentages responding "Very" or "Fairly satisfied" among respondents answering each individual item.

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

Source: The National SOM survey 1999–2025



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 1998–2025



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	2024	2025	
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	8	7	
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	33	36	
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	7	6	
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	6	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	6	5	4	3	5	4	4	3
The Christian Democratic P.	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	3	4	
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	22	21	
The New Democratic Party	-	-	-	-	-	7	11	6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sweden Democratic P.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	4	4	4	5	7	9	10	15	14	14	13	17	14	14	14	14	14	15
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	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	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	11	11	

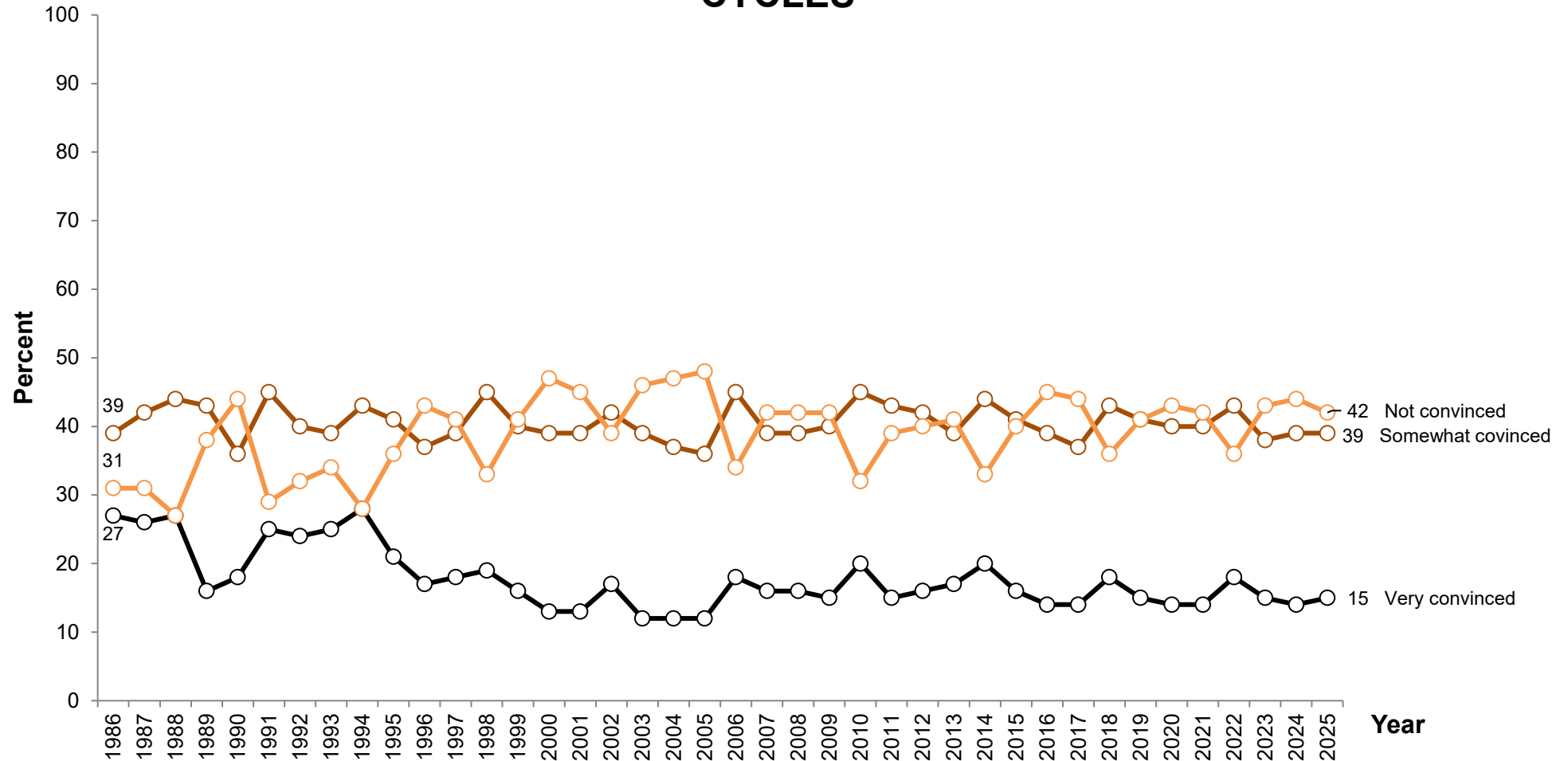
Comment: The results are unweighted and calculated among all respondents.

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

Source: The National SOM survey 1986–2025



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".

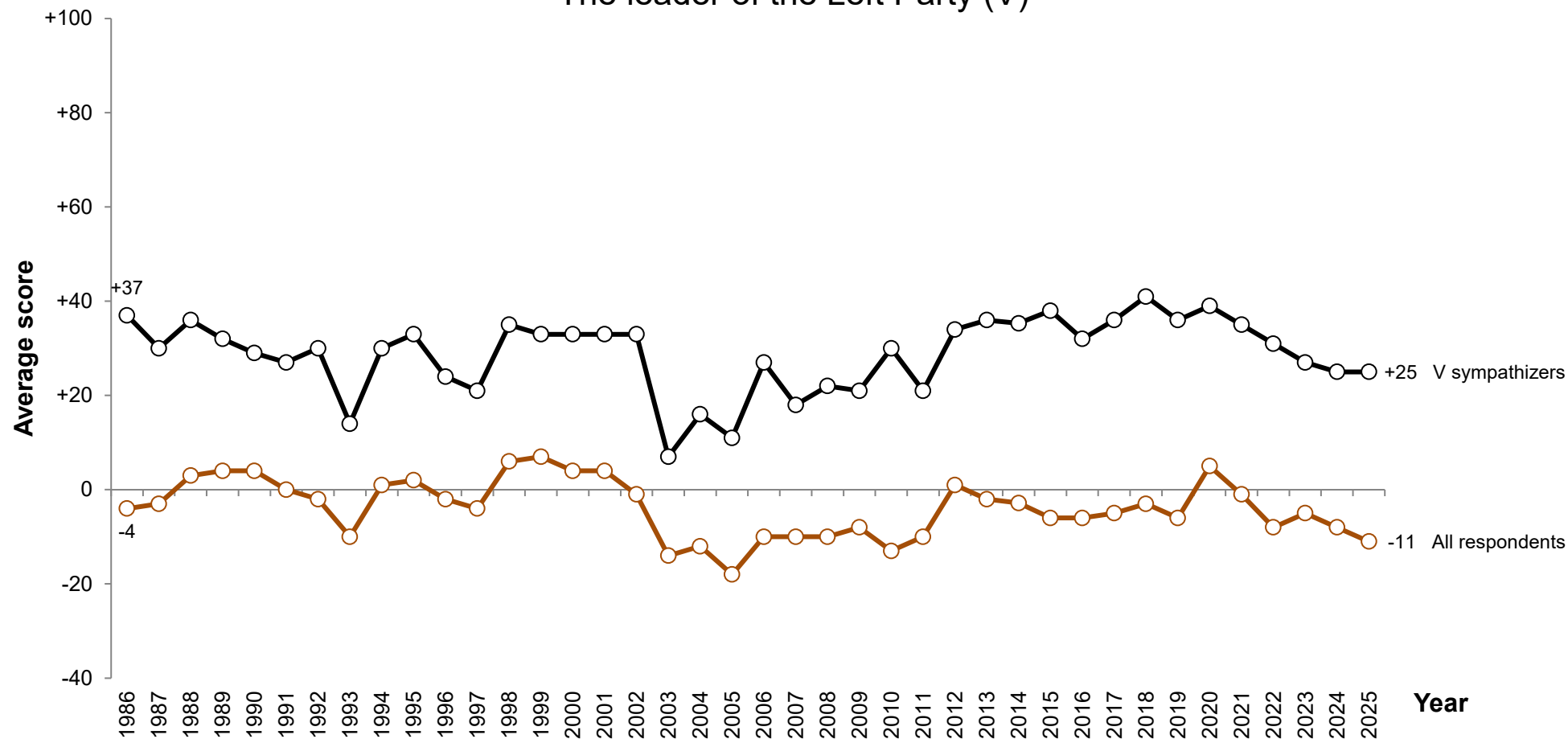
Question: "Do you consider yourself a convinced supporter of your party?"

Source: The National SOM survey 1986–2025



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").

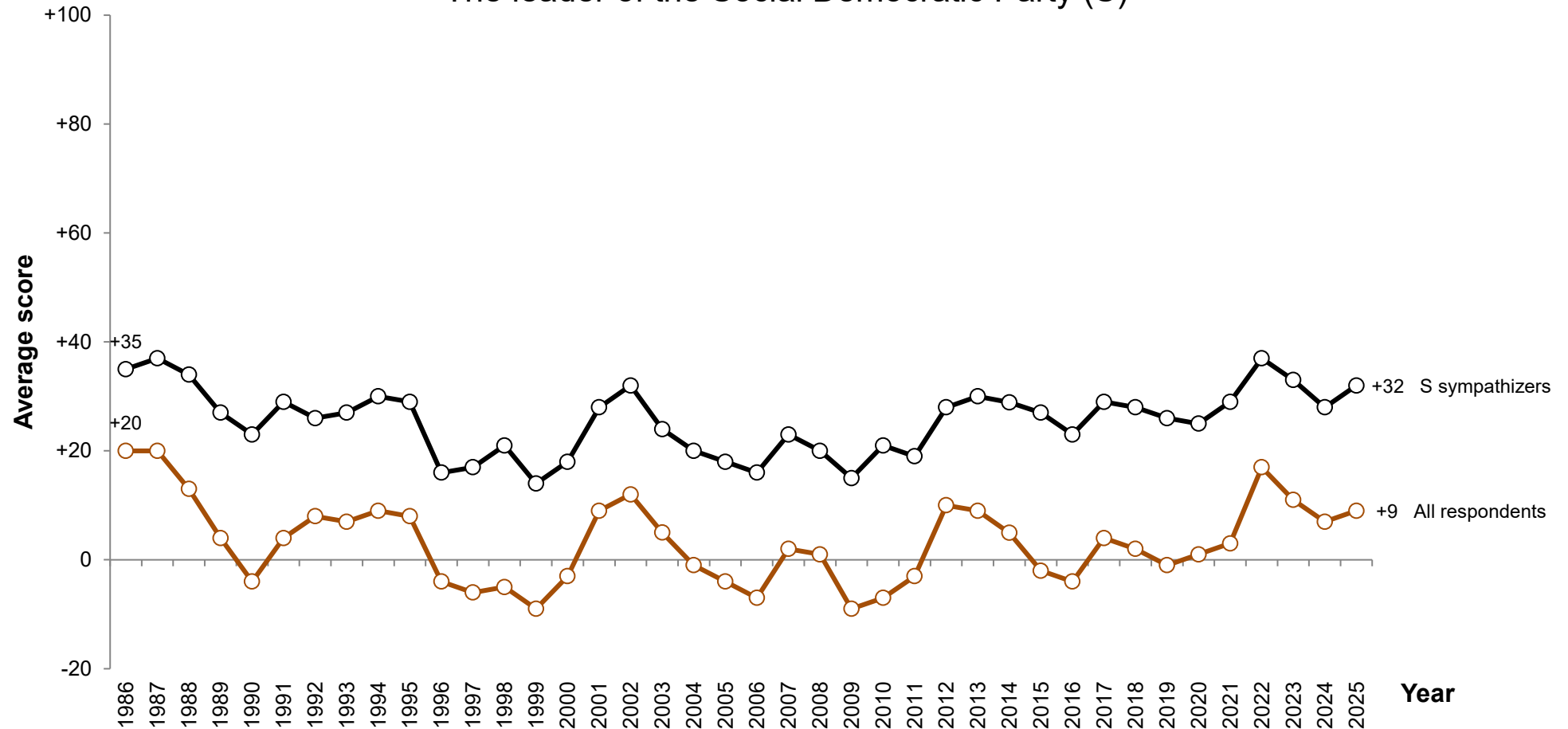
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2025



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").

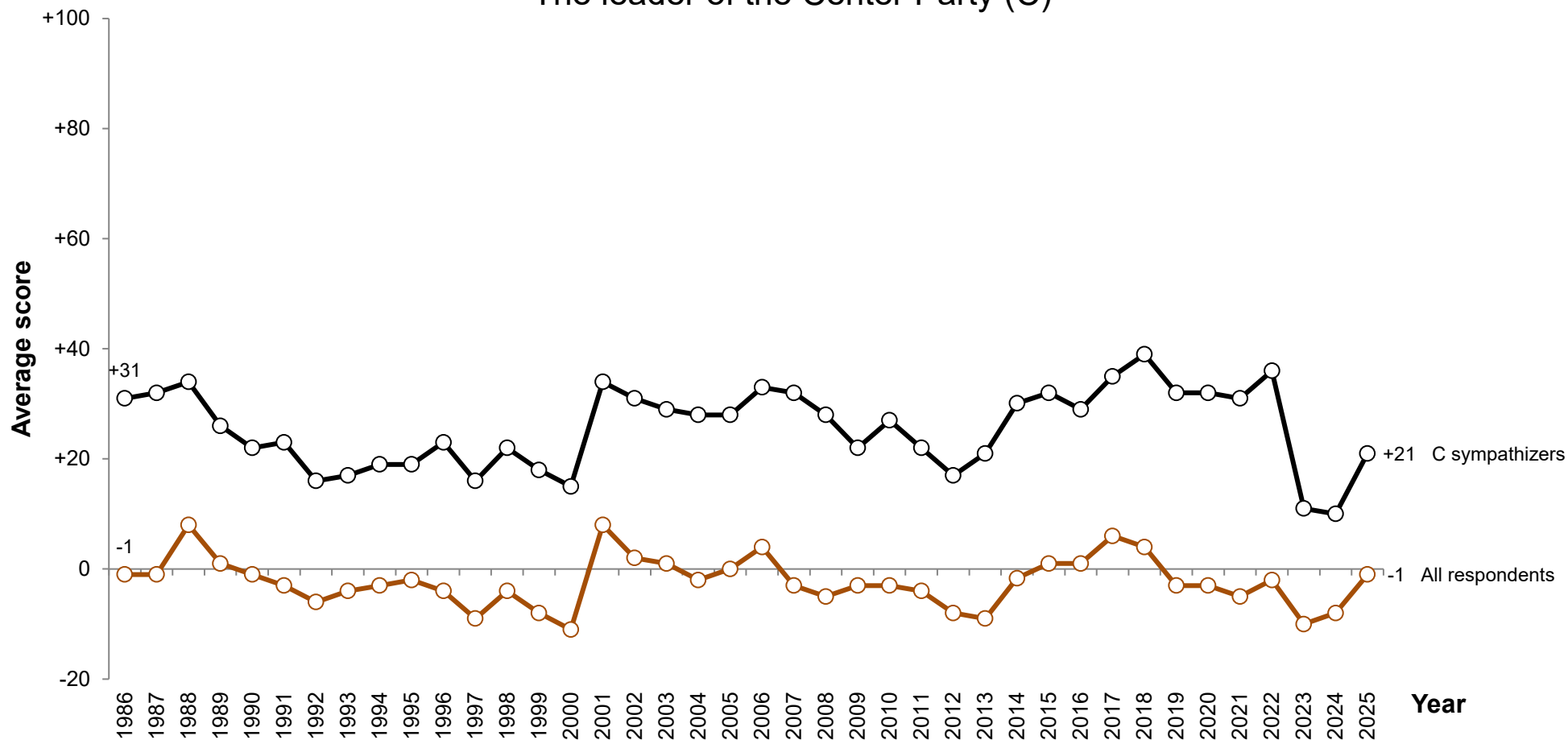
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2025



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").

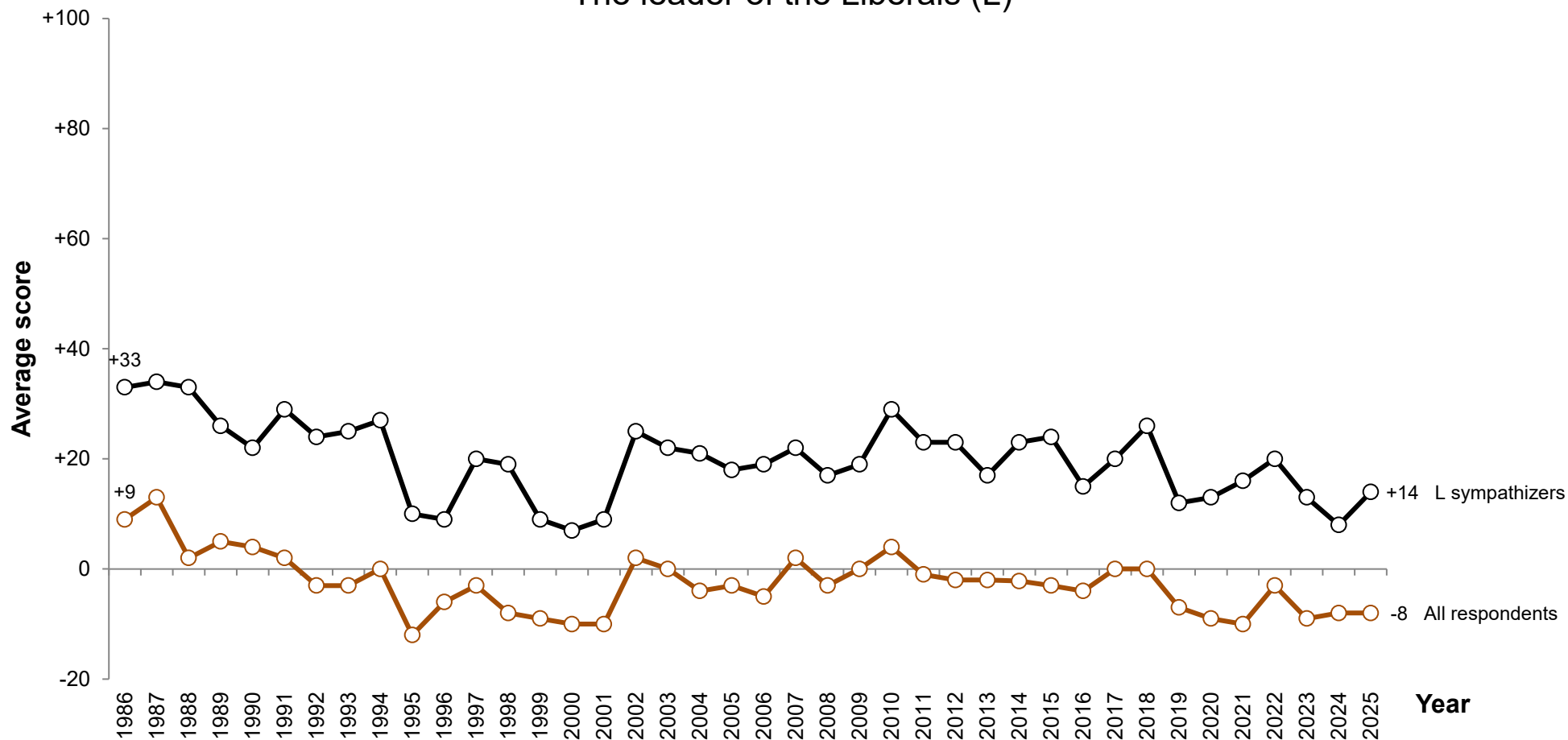
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2025



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").

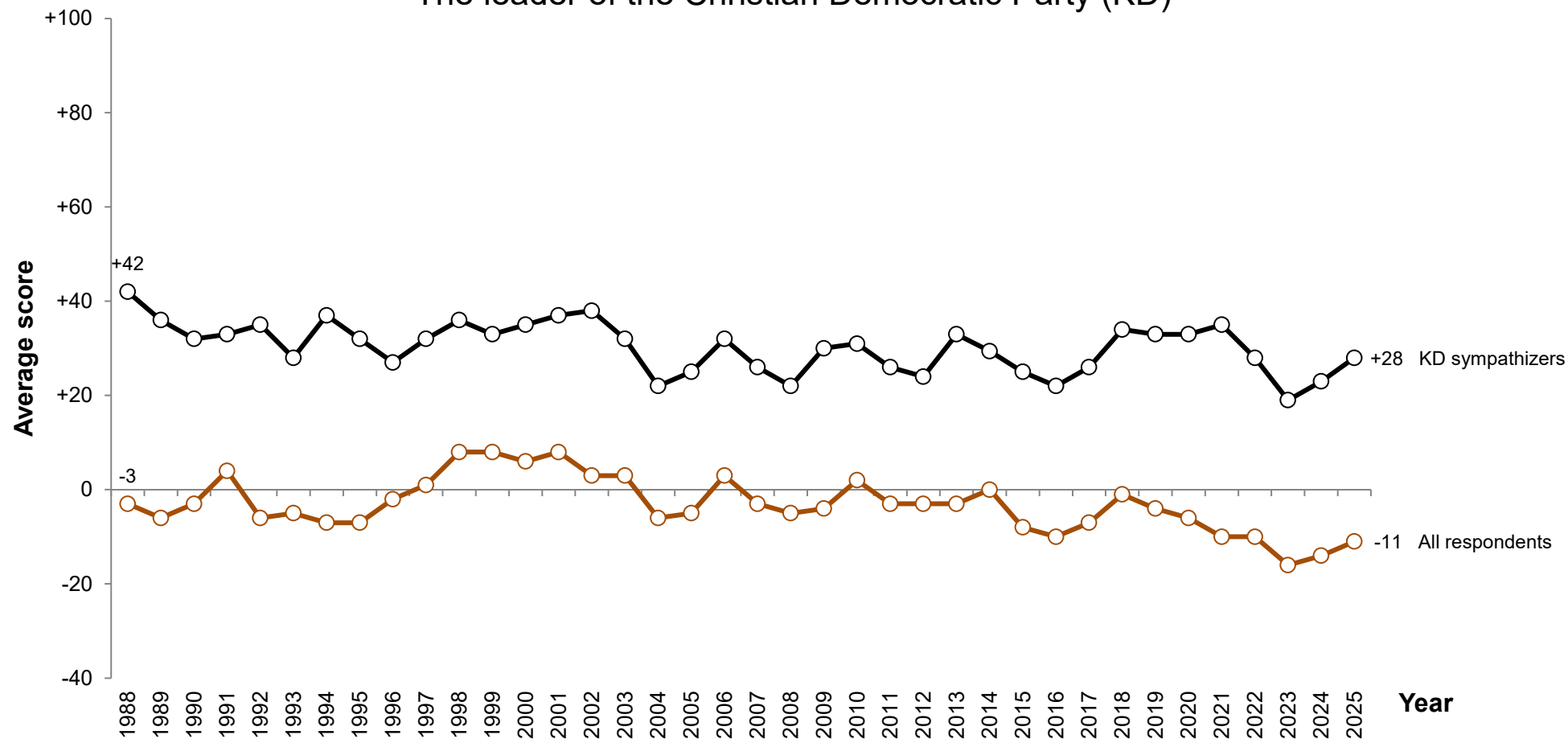
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2025



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").

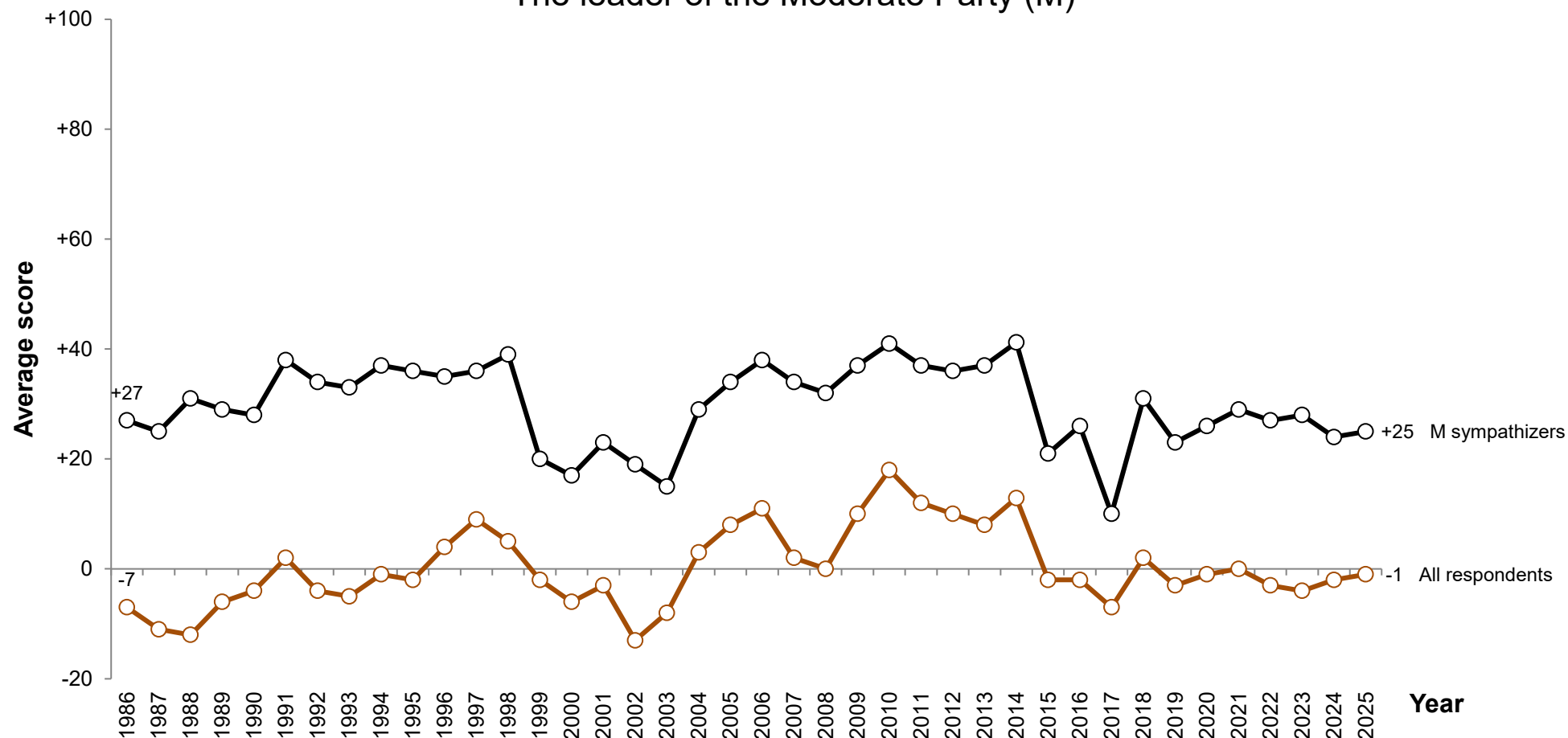
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1988–2025



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").

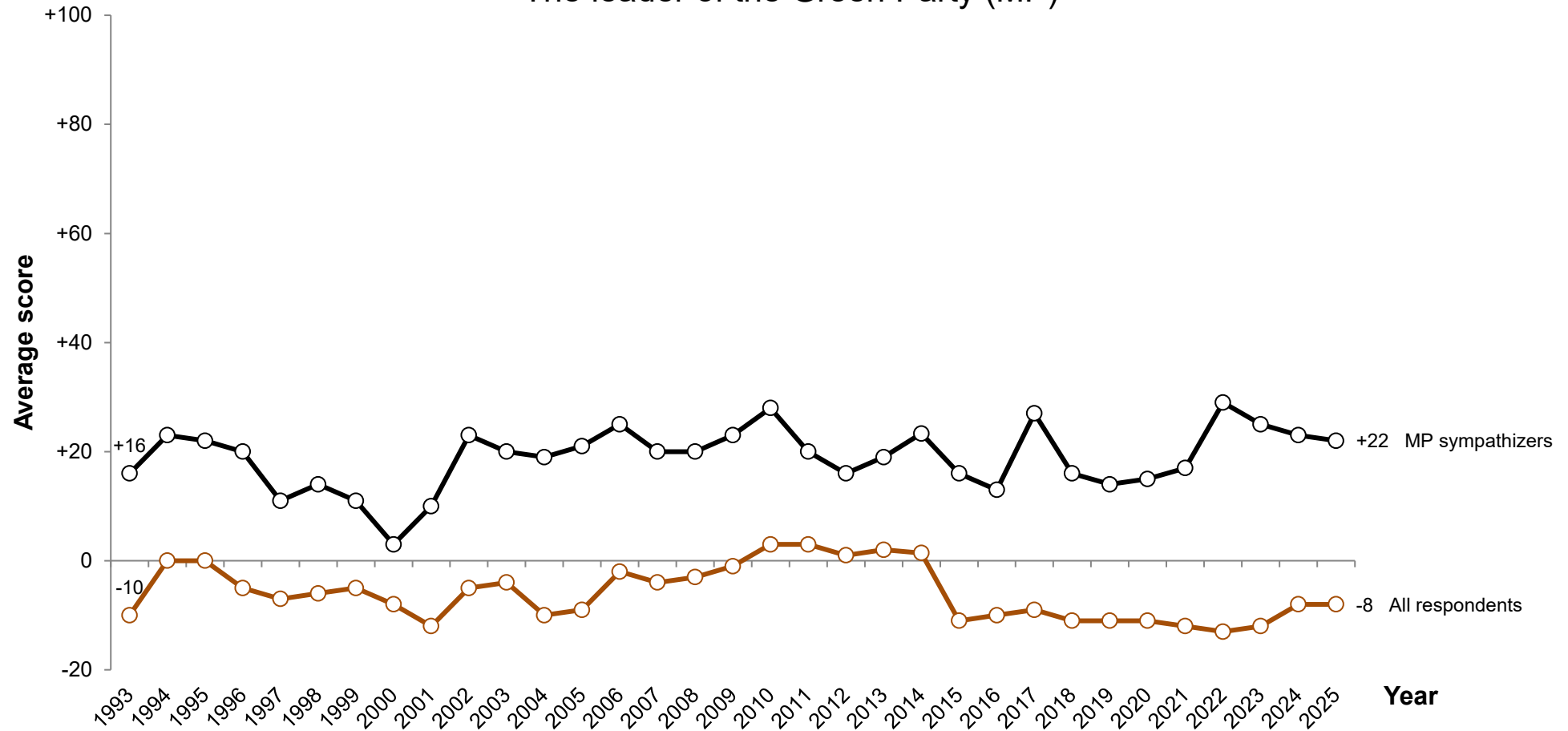
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1986–2025



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").

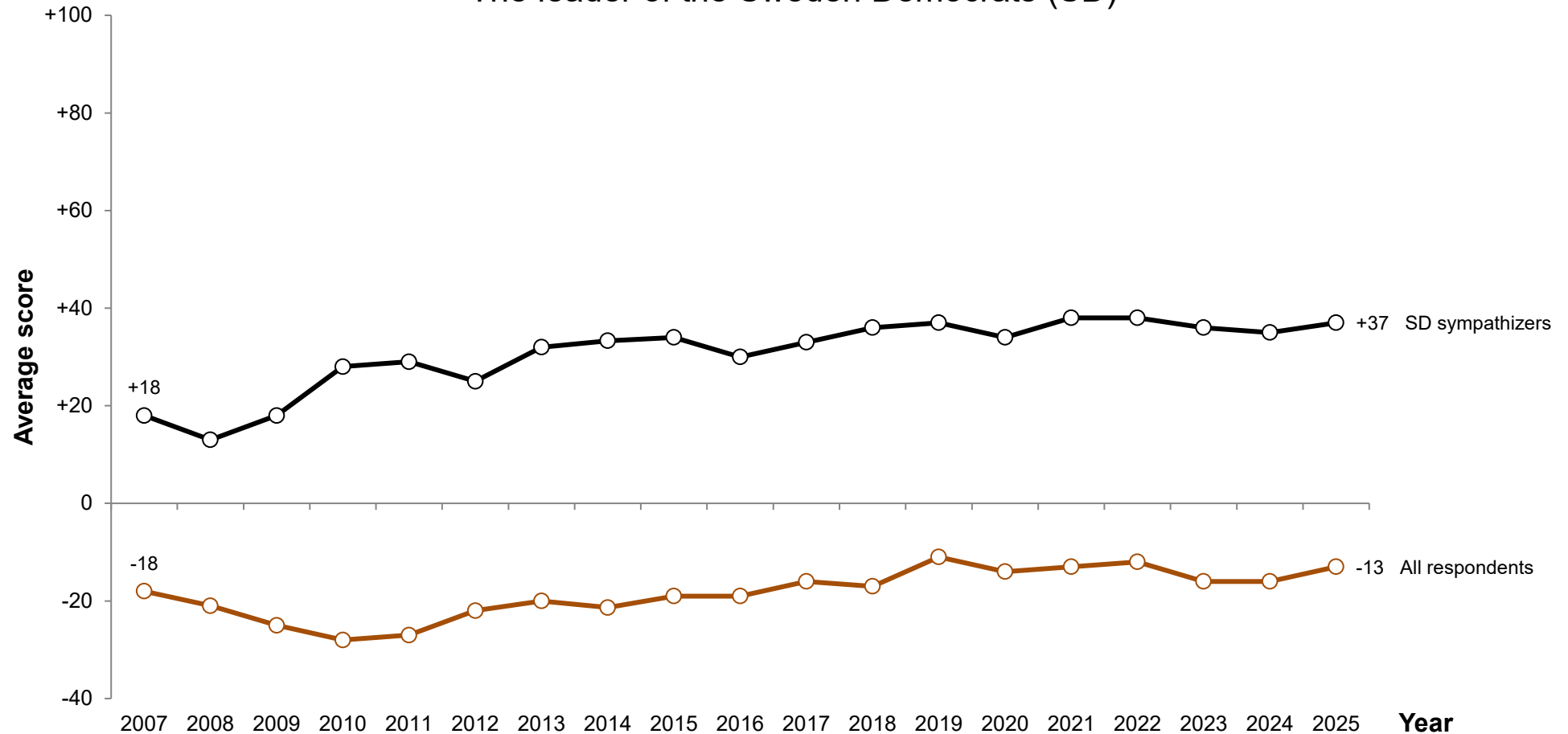
Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale, where would you like to place the different party leaders?"

Source: The National SOM survey 1993–2025



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 2007–2025



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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	2024	2025	
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	41	37	49	42	36	
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	31	33	33	30	32	29	
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	23	24	24	25	26	23	
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	53	45	43	38	38	38	31	22	22	22	23	
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	18	26	30	22	21	19	
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	13	14	12	15	15	14	
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	12	11	
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	6	8	
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	5	7	
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	33	24	21	13	9	7	5	8	6	3	2	4	7
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	4	4	
Taxes	6	9	14	12	6	2	2	2	2	3	5	7	5	8	7	7	6	7	9	7	5	4	5	4	3	3	3	2	3	2	3	3	3	2	2	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	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	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	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	5544	7655	

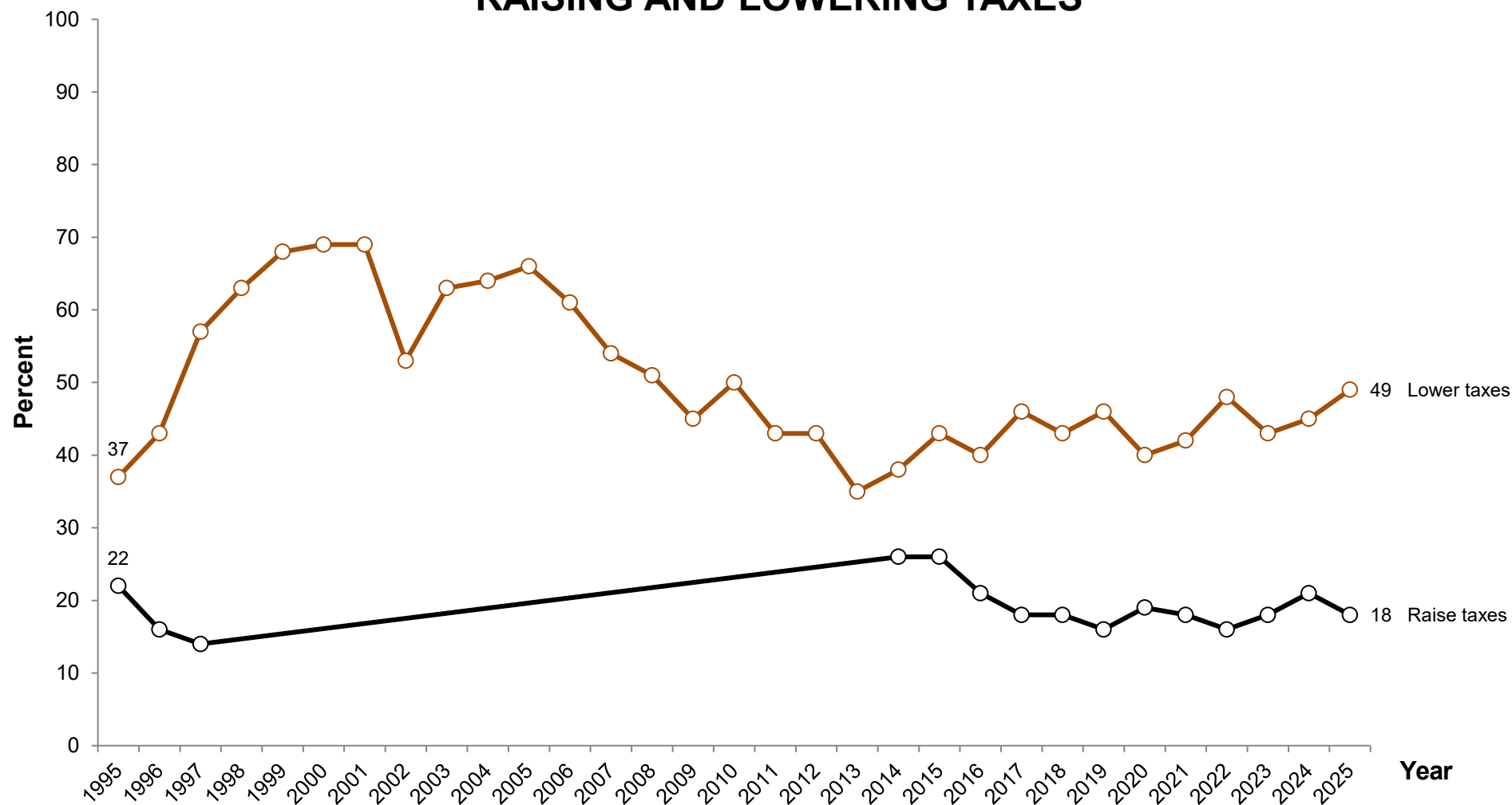
Comment: The percentages are based on all respondents. The respondents were asked to provide a maximum of three issues/societal problems in an open-ended question.

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

Source: The National SOM survey 1987–2025



RAISING AND LOWERING TAXES



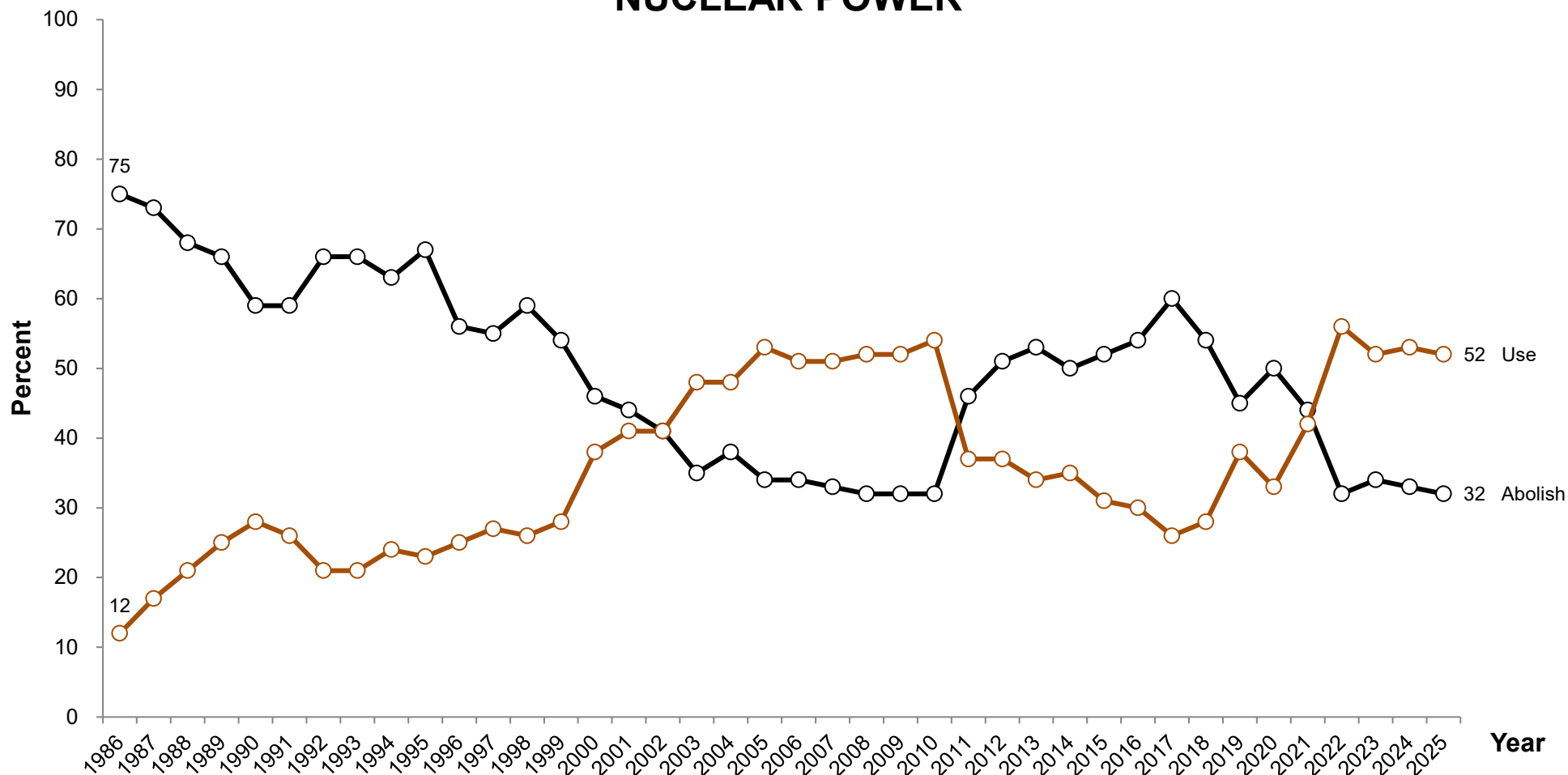
Comment: The results show the share who responded “very good proposal” or “fairly good proposal.” The response options are: “very good proposal”; “fairly good proposal”; “neither good nor bad proposal”; “fairly bad proposal”; and “very bad proposal.” The percentage base consists of

Question: “What is your opinion on the following proposals? – ‘Raise taxes,’

Source: The National SOM survey 1995–2025



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.

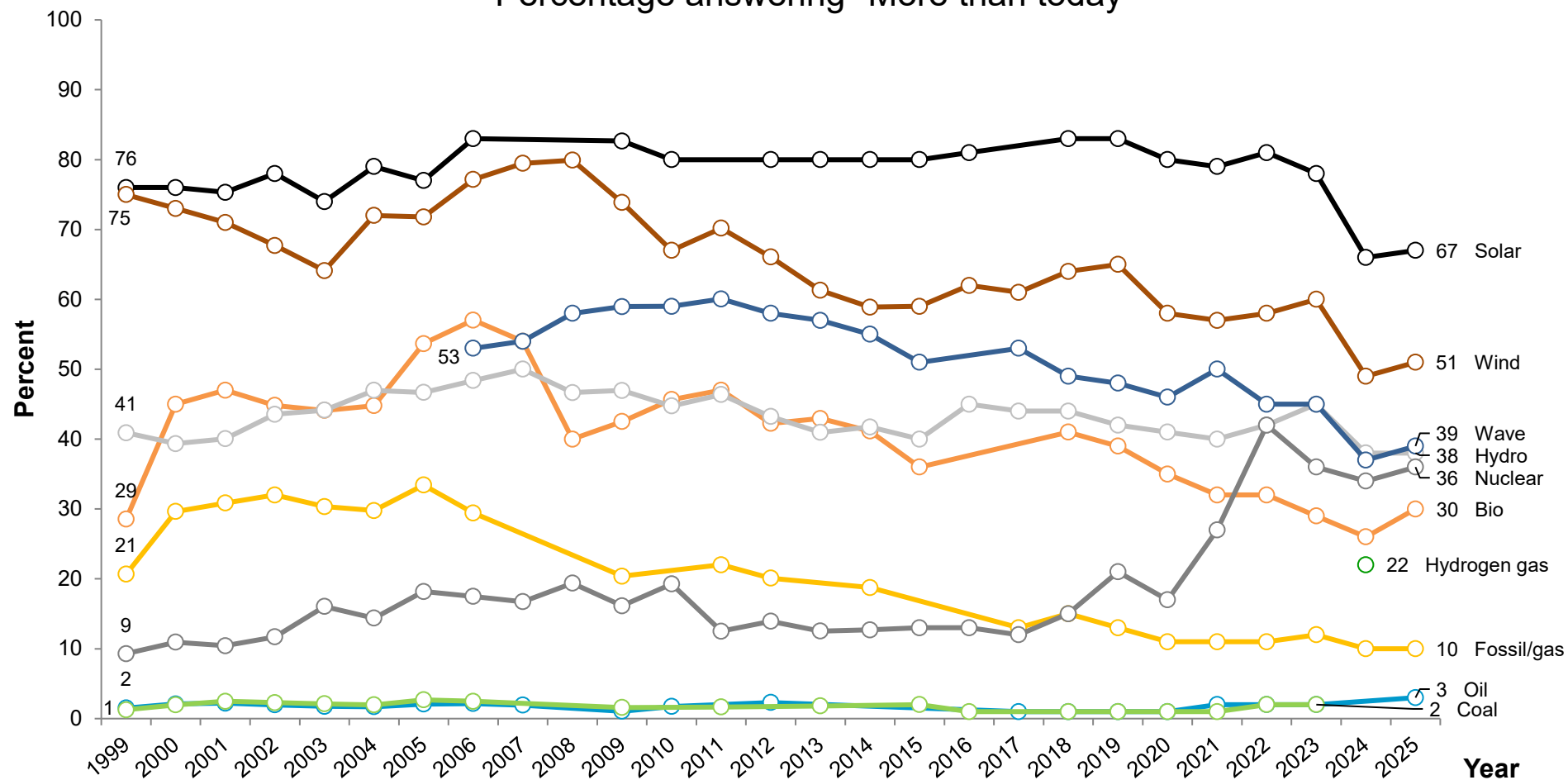
Question: "What is your view on the long term use of nuclear power as an energy source in Sweden?"

Source: The National SOM survey 1986–2025



INVEST IN DIFFERENT ENERGY SOURCES

Percentage answering "More than today"



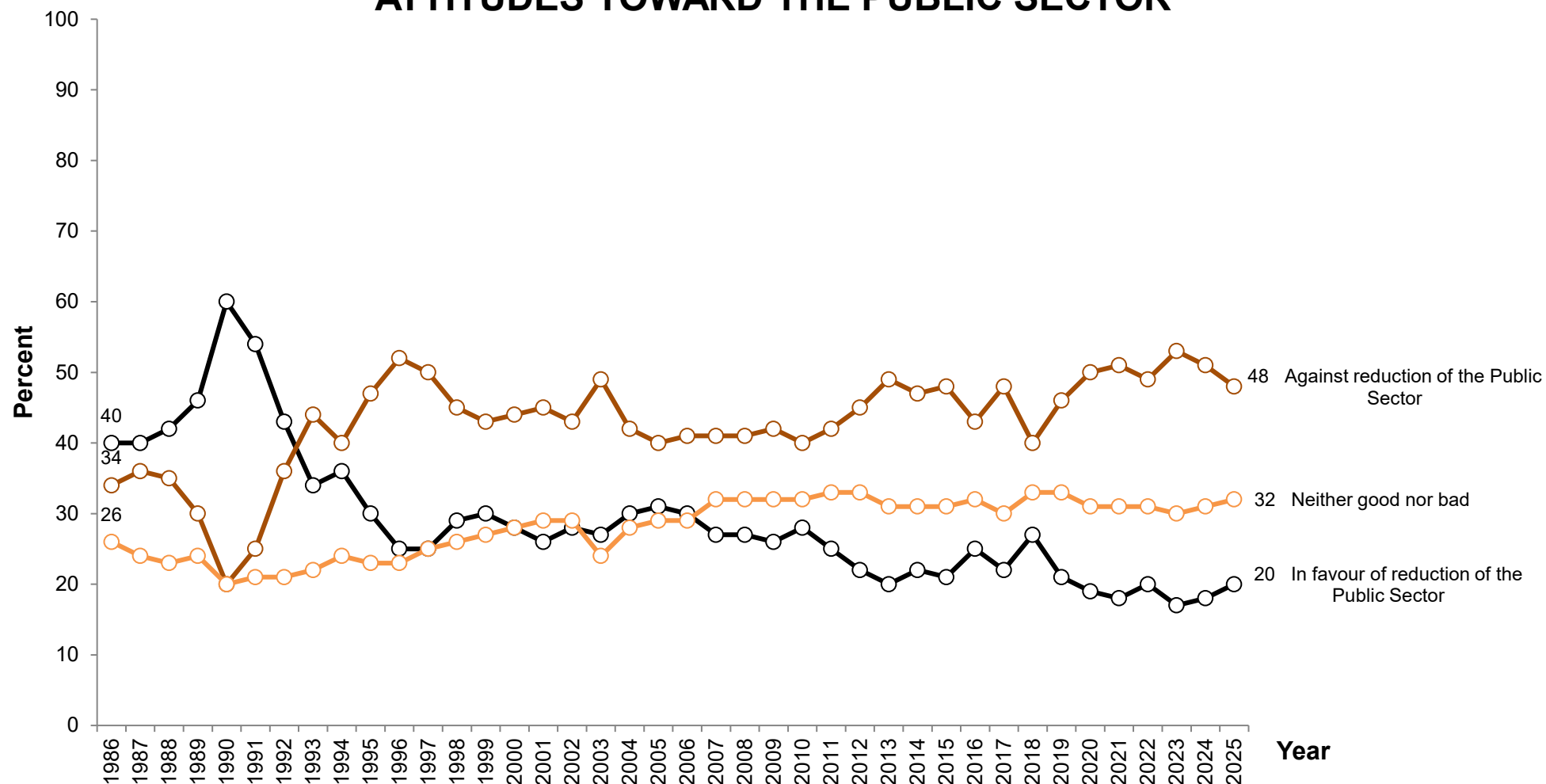
Comment: Five response alternatives to the question asked: "More than today; About the same as today; Less than today; Abolish/Give up the energy source completely; No opinion". All respondents who answered each question are included in the percentage base.

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

Source: The National SOM survey 1999–2025



ATTITUDES TOWARD THE PUBLIC SECTOR



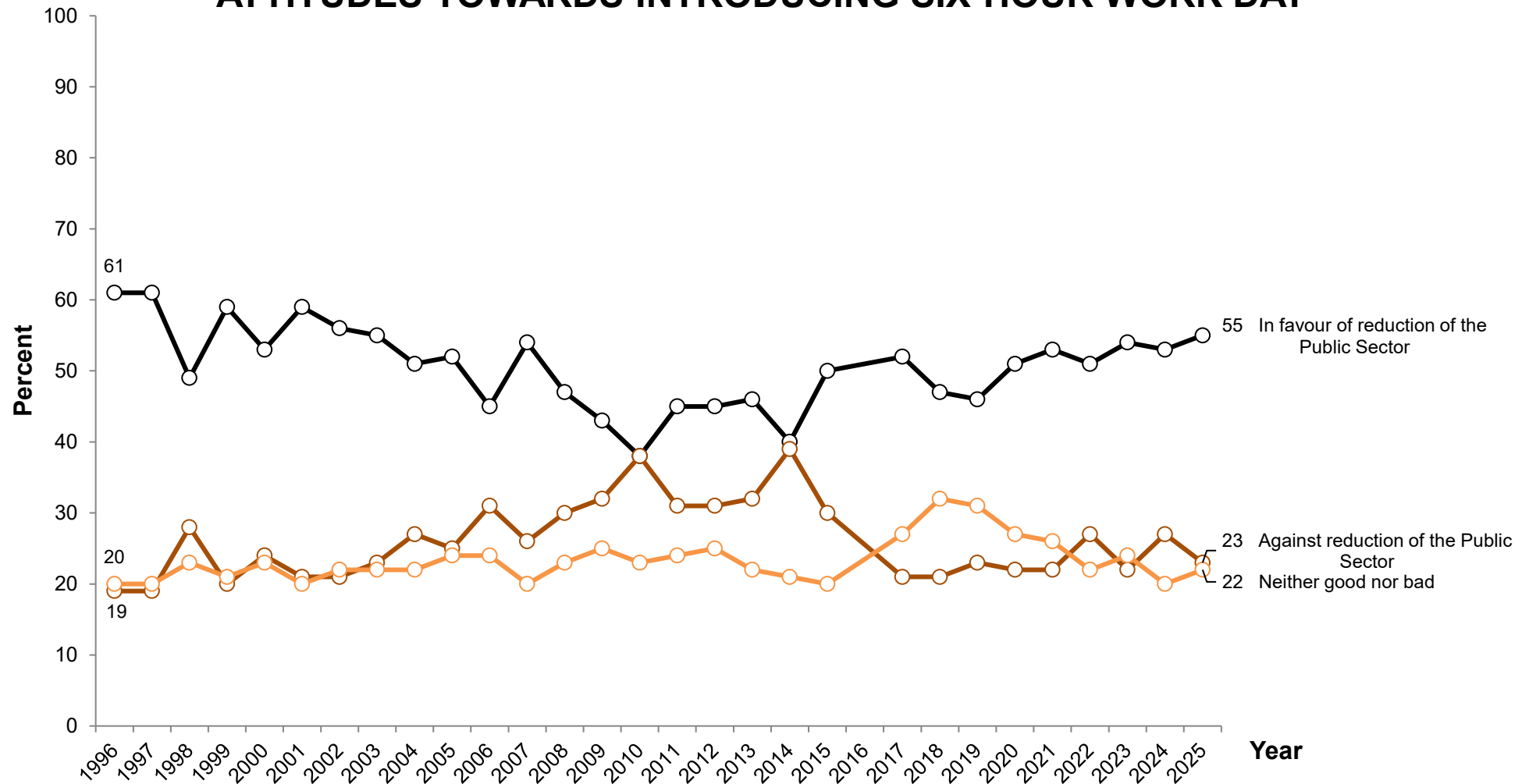
Comment: All respondents who answered any item in the battery of questions are included in the percent calculations. Six response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal".

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

Source: The National SOM survey 1986–2025



ATTITUDES TOWARDS INTRODUCING SIX-HOUR WORK DAY



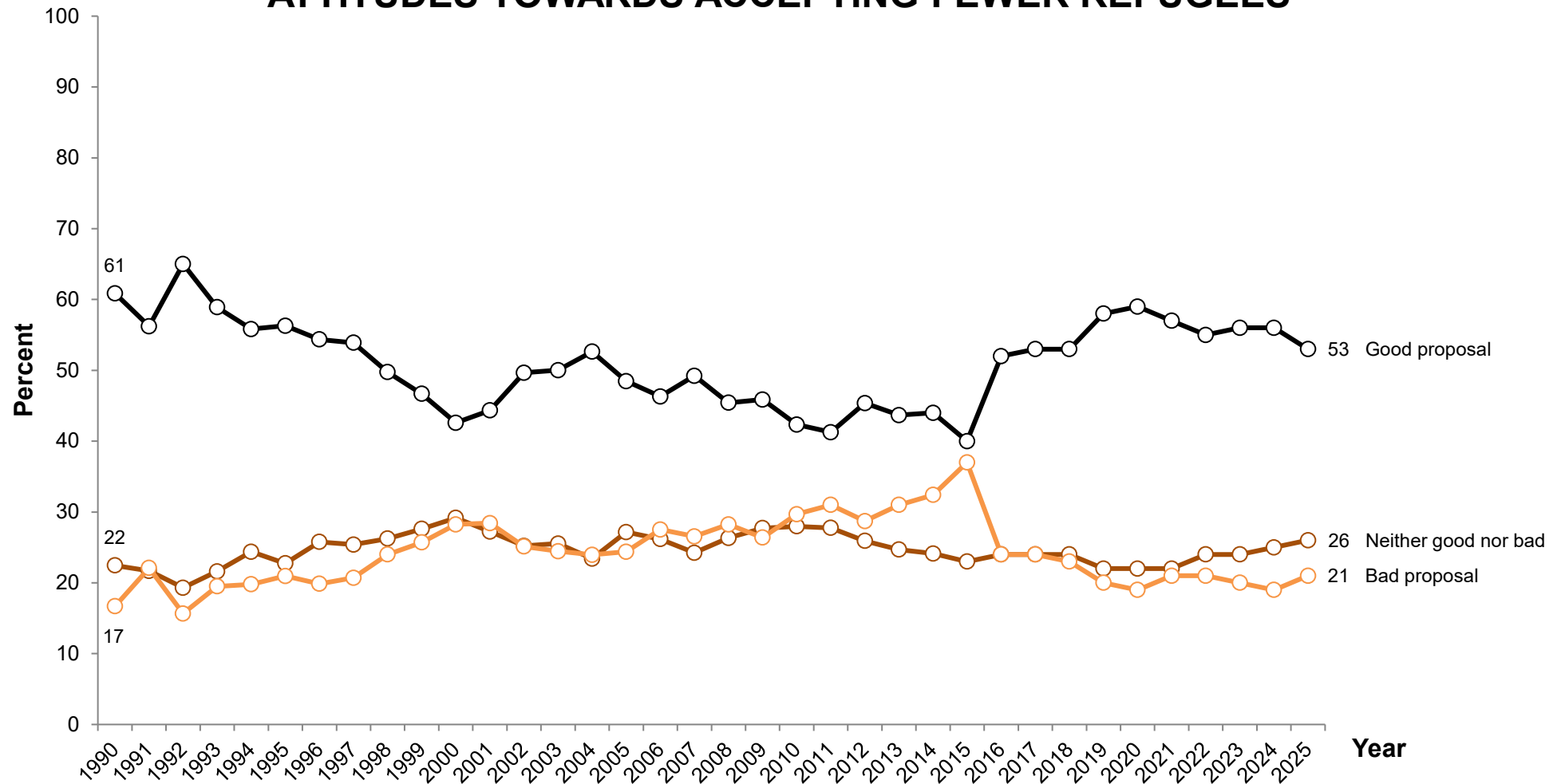
Comment: Five response alternatives to the question asked: "Very good idea; fairly good idea; Neither good, nor bad idea; Fairly bad idea; Very bad idea". The percentages are based on the number of respondents answering the question.

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

Source: The National SOM survey 1996–2025



ATTITUDES TOWARDS ACCEPTING FEWER REFUGEES



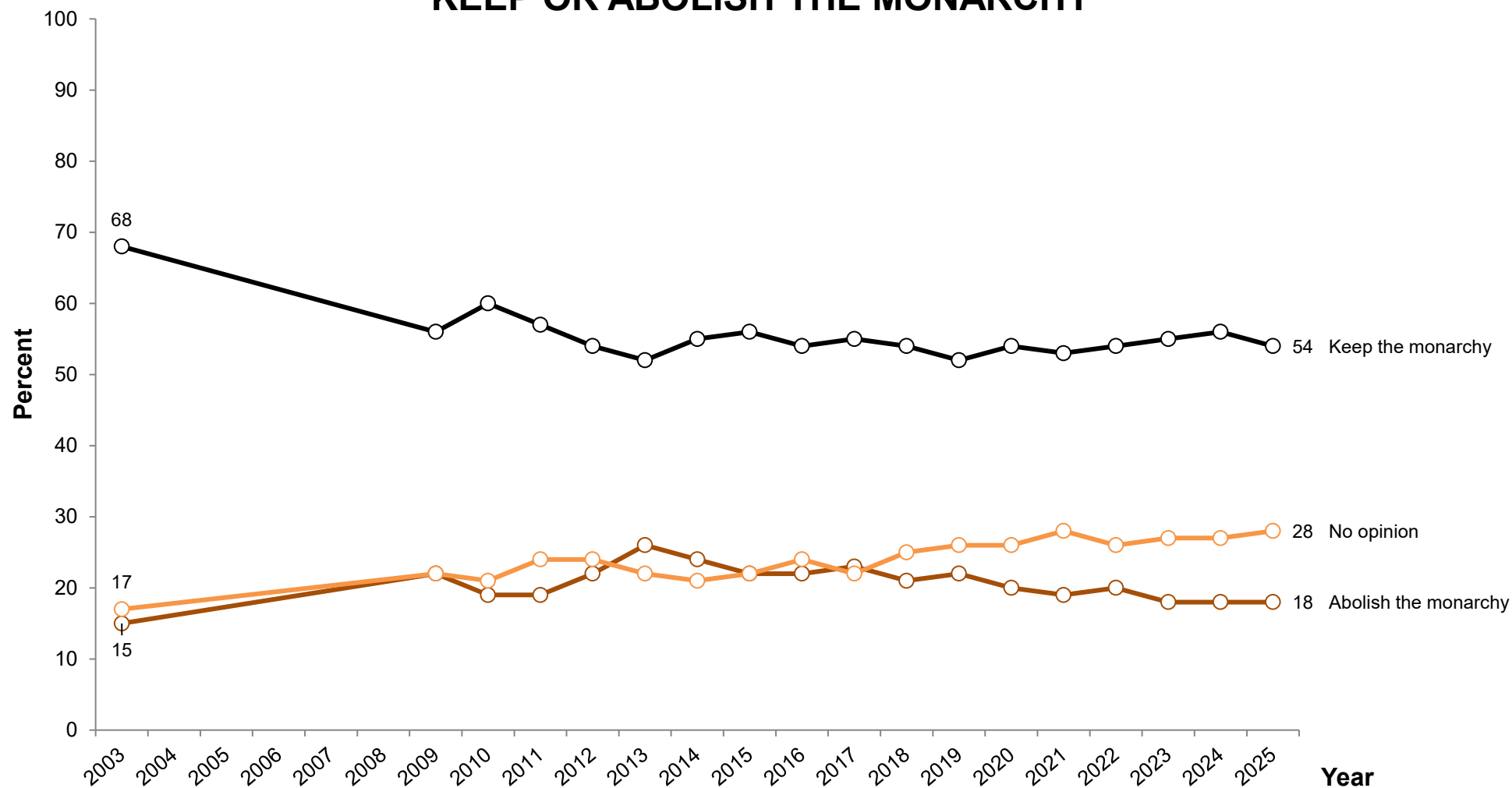
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very good/bad" or "Fairly good/bad" among respondents who answered the question.

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

Source: The National SOM survey 1990–2025



KEEP OR ABOLISH THE MONARCHY



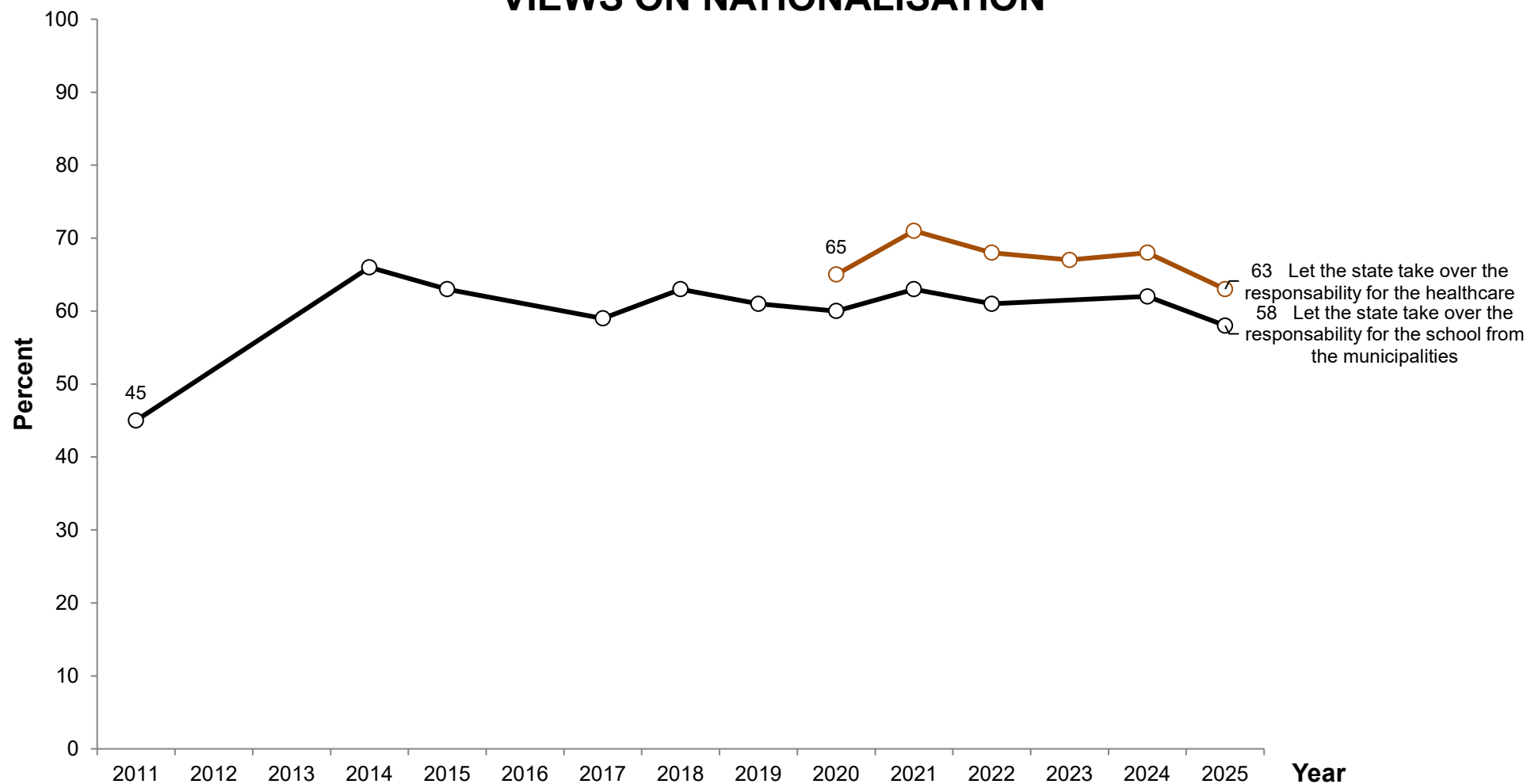
Comment: The response options are "keep the monarchy"; "abolish the monarchy" and "no opinion". Percentages are based on respondents who answered the question.

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

Source: The National SOM survey 2003–2025



VIEWS ON NATIONALISATION



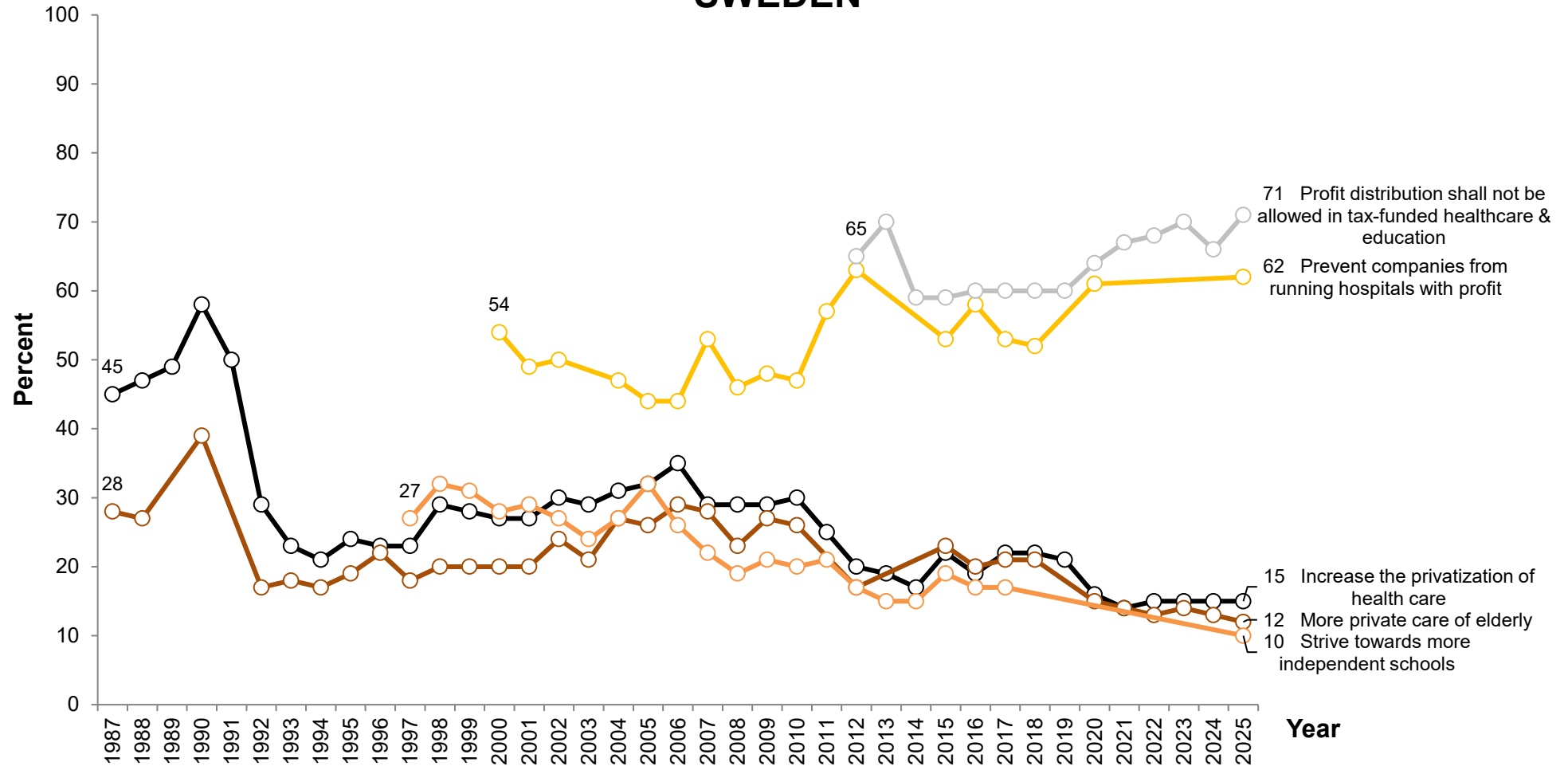
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very" and "Fairly good" among respondents who answered the question.

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

Source: The National SOM survey 2011–2025



ATTITUDES TOWARDS PROPOSALS FOR PRIVATIZATION IN SWEDEN



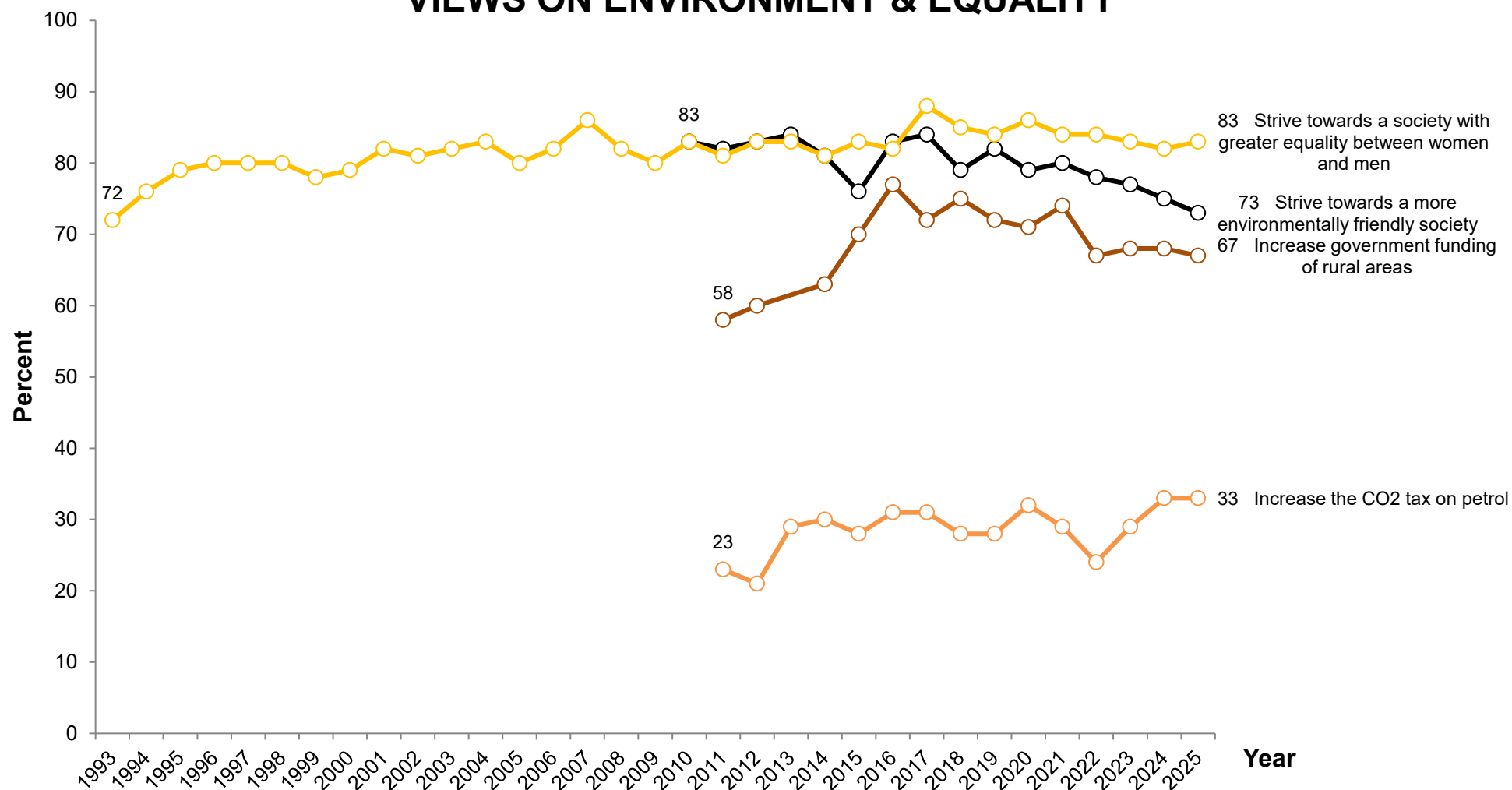
Comment: In all four cases response alternatives were: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show the respondents answering "Very" and "Fairly good proposal".

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

Source: The National SOM survey 1987–2025



VIEWS ON ENVIRONMENT & EQUALITY



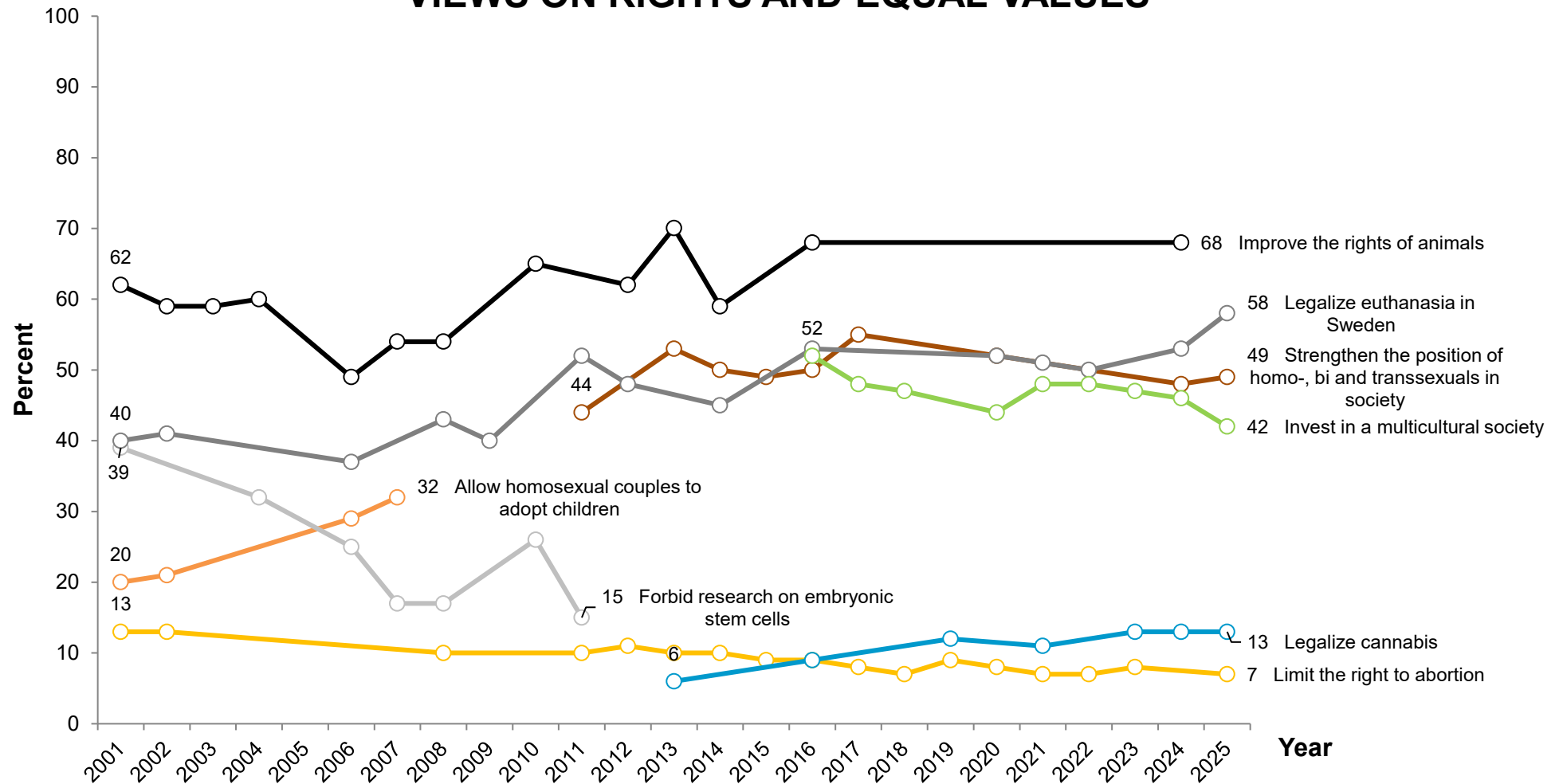
Comment: In all four cases response alternatives were: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show the respondents answering "Very" and "Fairly good proposal".

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

Source: The National SOM survey 1993–2025



VIEWS ON RIGHTS AND EQUAL VALUES



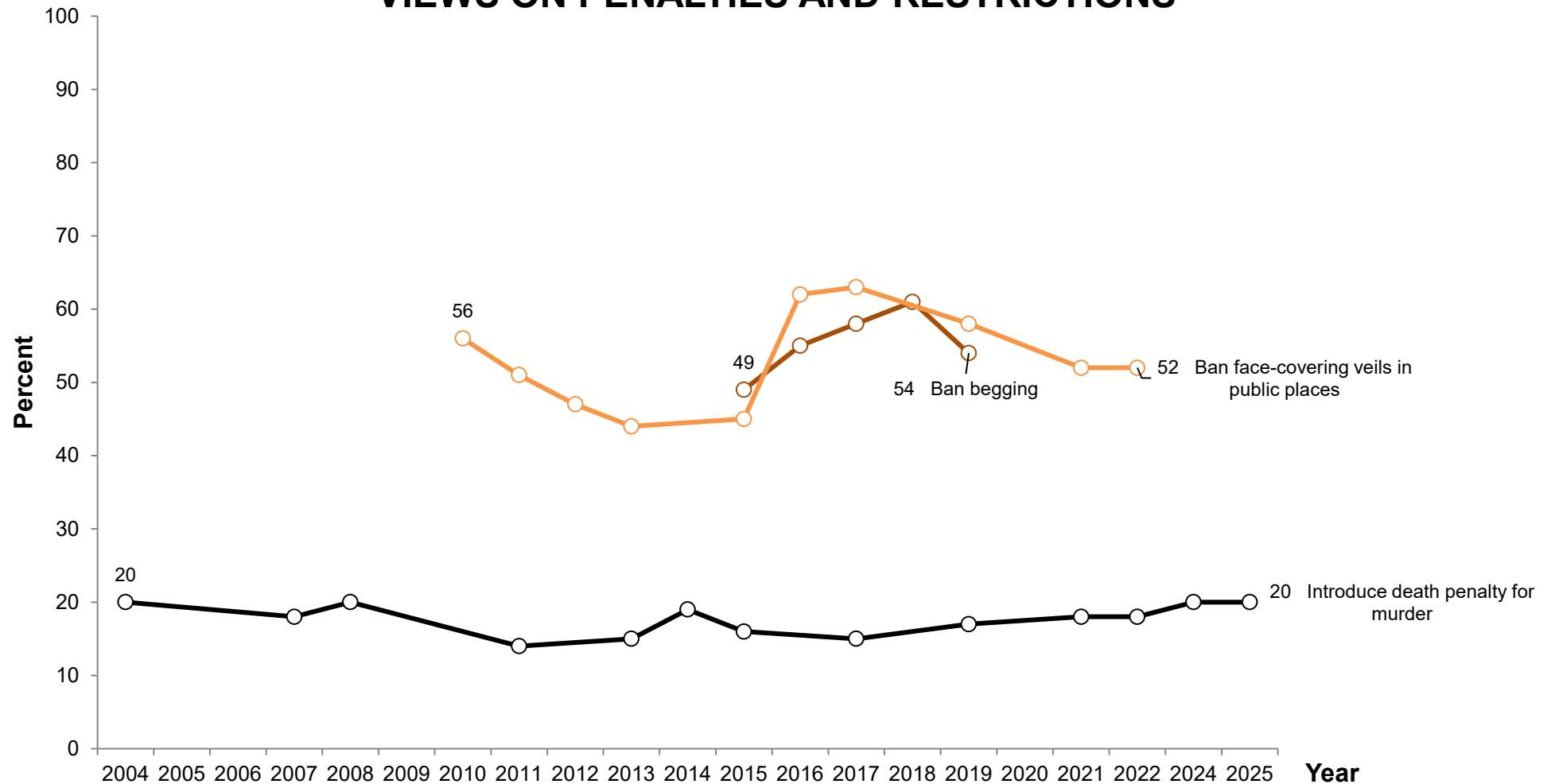
Comment: Six response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal; No opinion". The results show percent answering "Very good" or "fairly good" proposal among persons who answered each item.

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

Source: The National SOM survey 2001–2025



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 2004–2025



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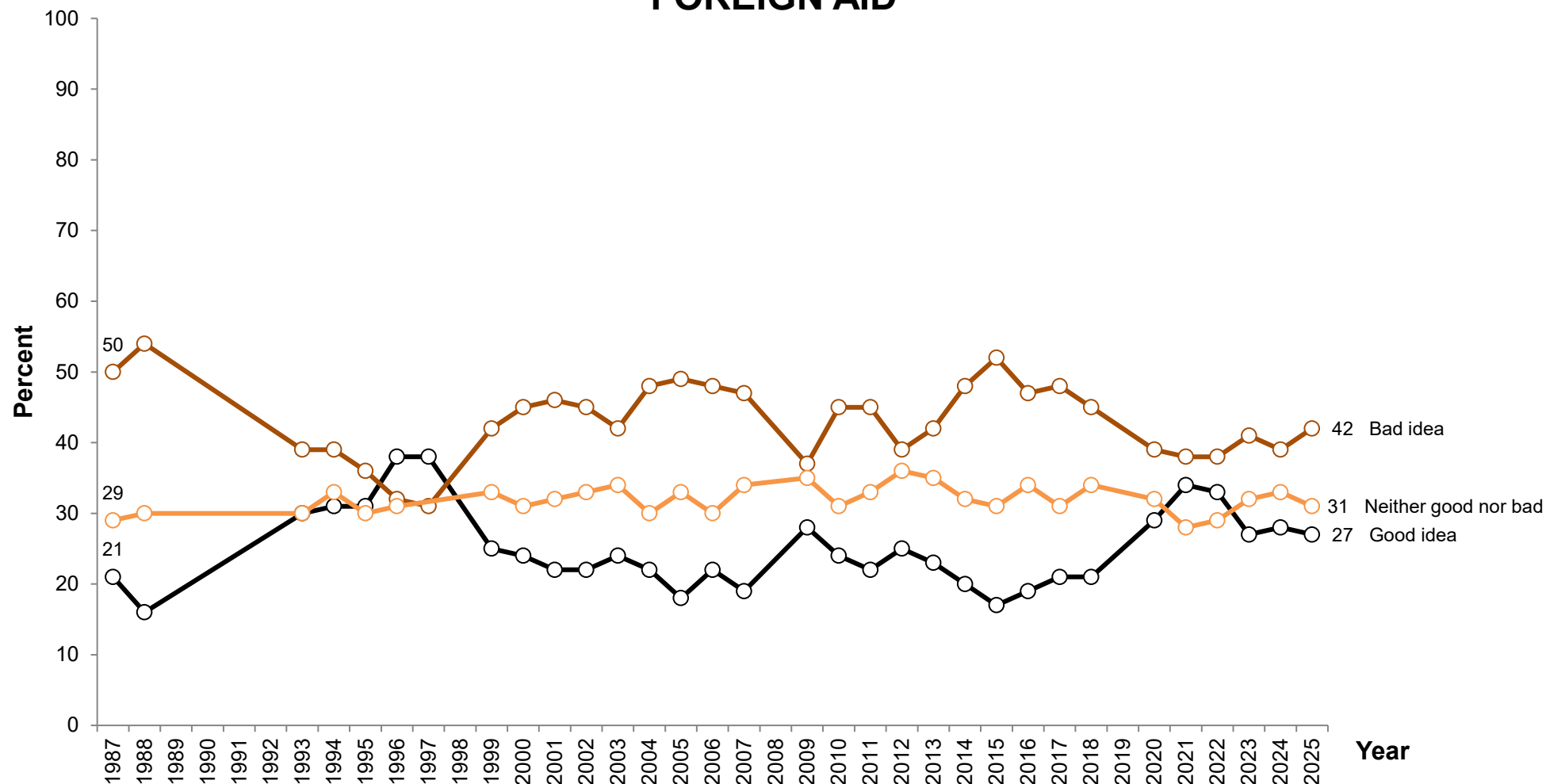


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SWEDEN AND THE WORLD



FOREIGN AID



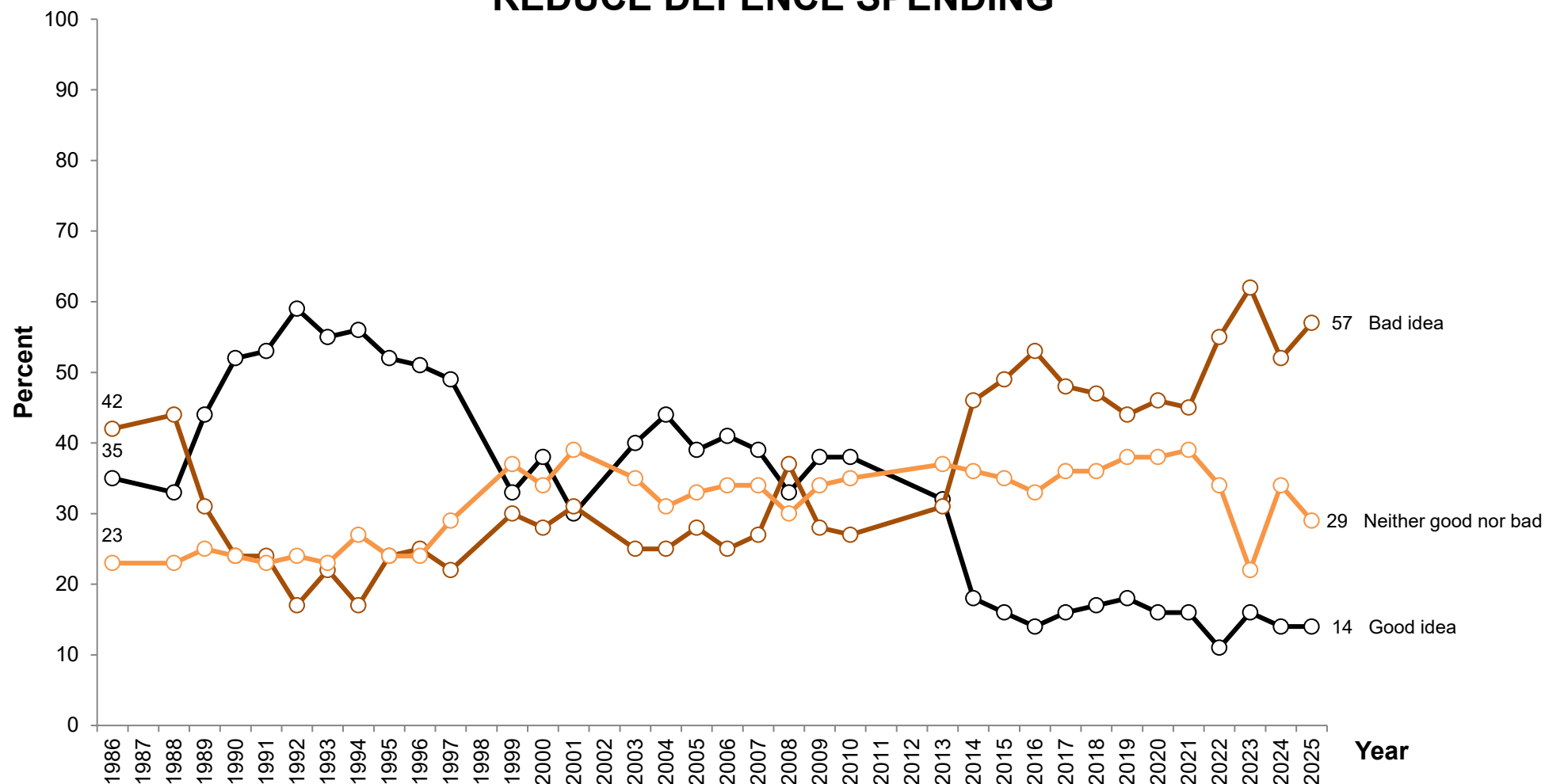
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

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

Source: The National SOM survey 1987–2025



REDUCE DEFENCE SPENDING



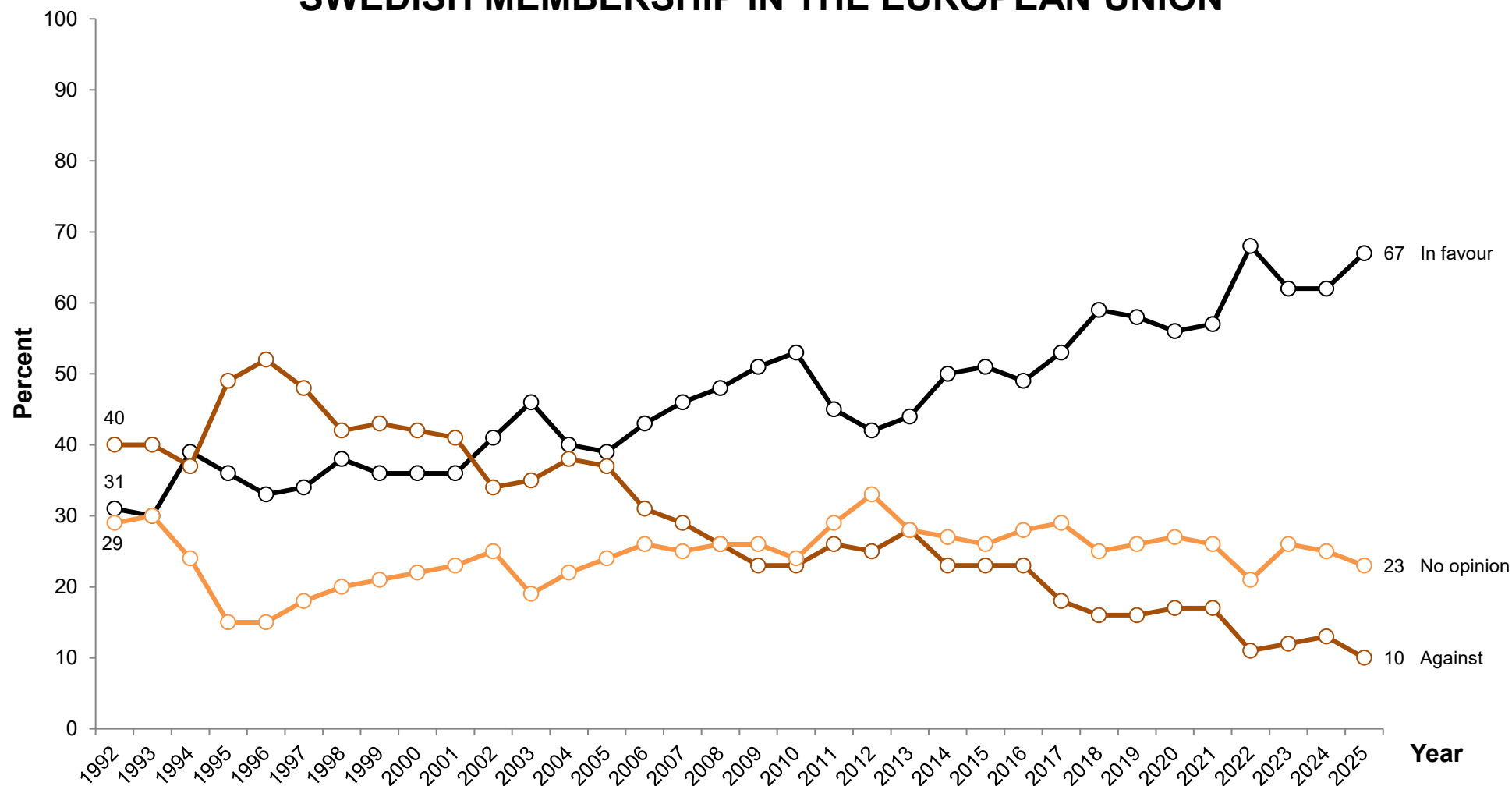
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

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

Source: The National SOM survey 1986–2025



SWEDISH MEMBERSHIP IN THE EUROPEAN UNION



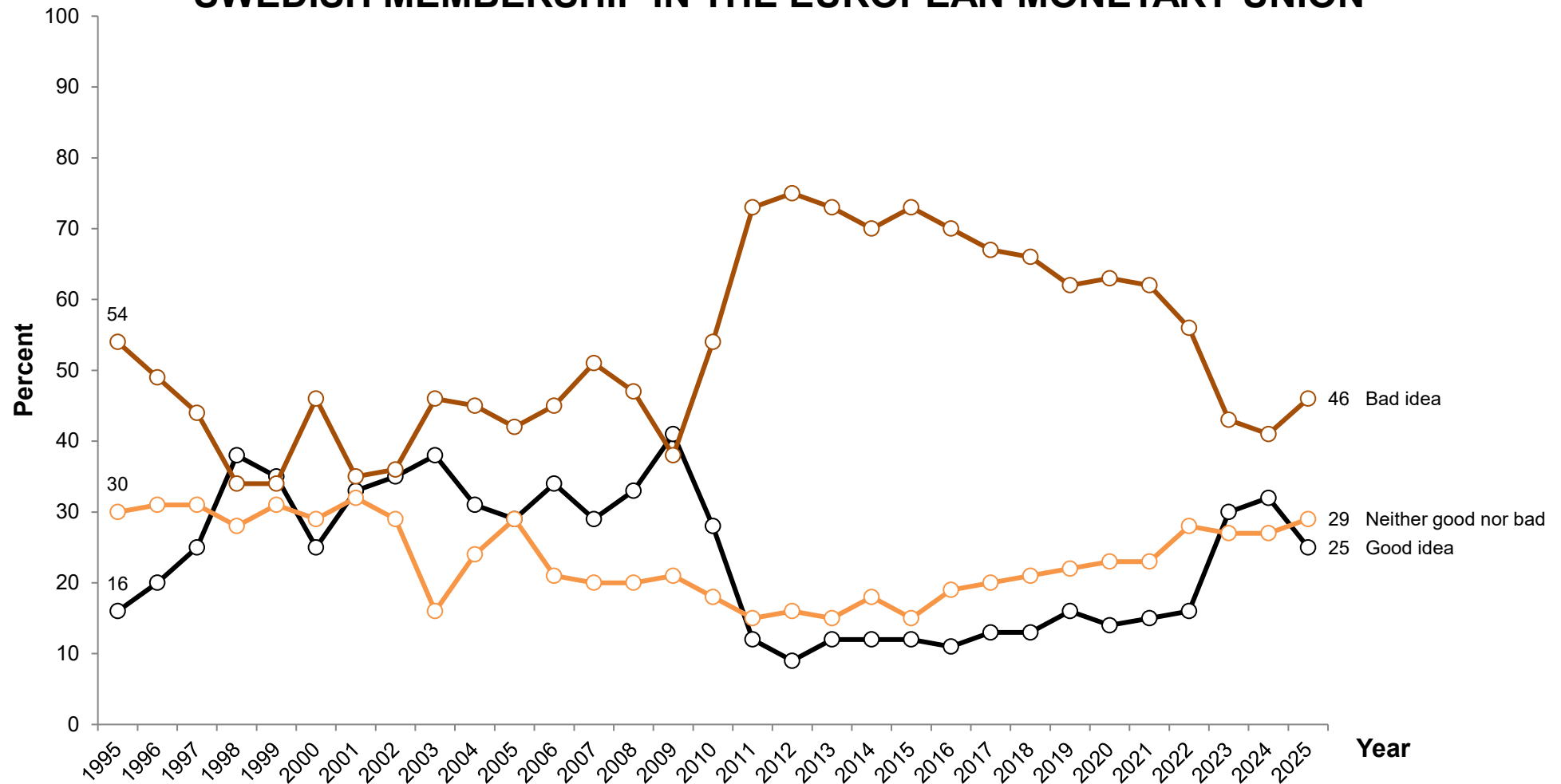
Comment: Three response alternatives to the question asked: "On the whole in favour; On the whole against; No definite opinion". All respondents answering the question are included in the percentage base.

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

Source: The National SOM survey 1992–2025



SWEDISH MEMBERSHIP IN THE EUROPEAN MONETARY UNION



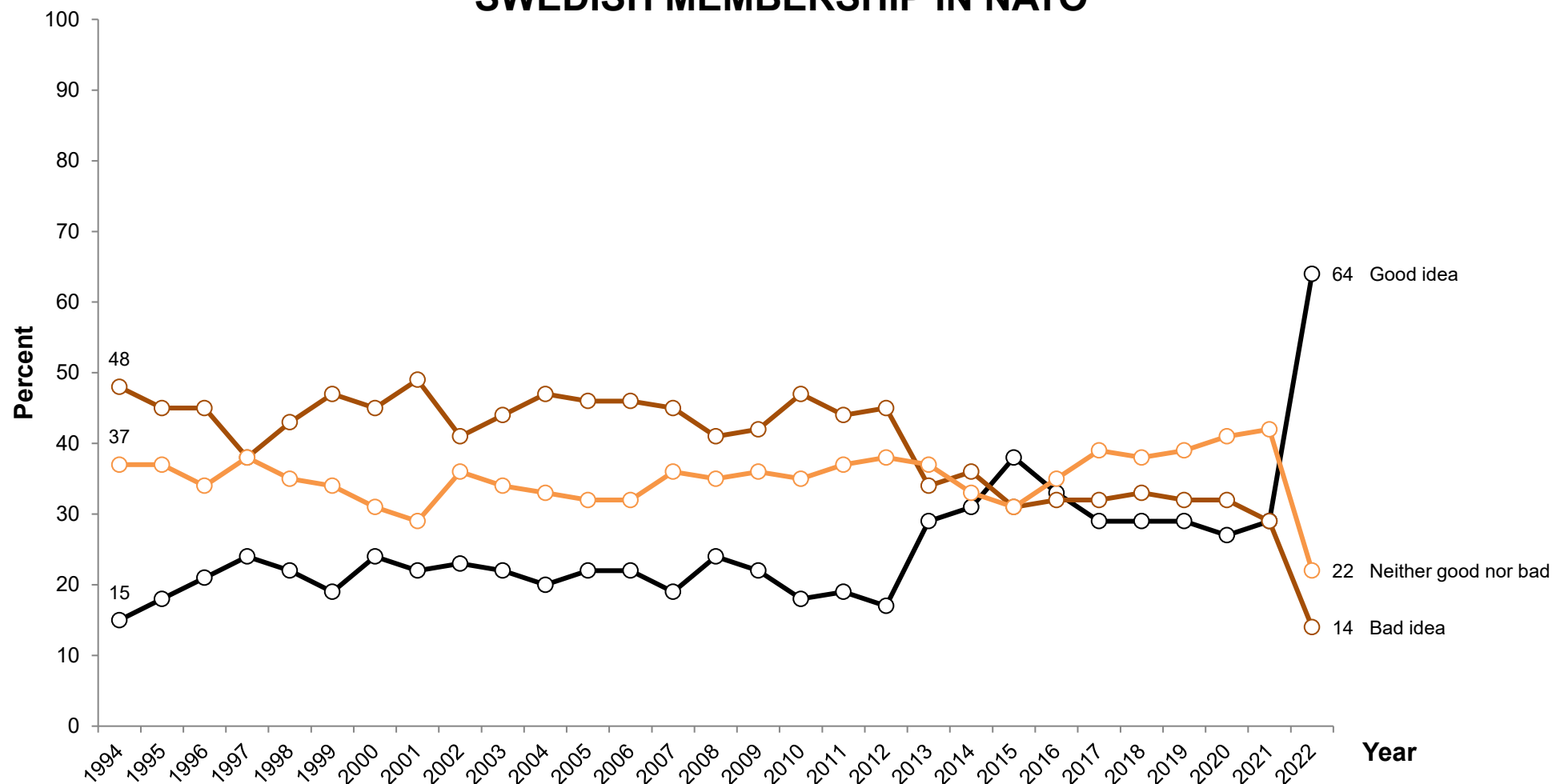
Comment: Five response alternatives to the question asked: "Very good proposal; Fairly good proposal; Neither good, nor bad proposal; Fairly bad proposal; Very bad proposal". The results show percent answering "Very/fairly good" or "Very/fairly bad" among respondents who answered the question.

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

Source: The National SOM survey 1995–2025



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

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