

SOM Report 2008:18

Swedish 1986 – 2007 *Trends*



Sören Holmberg & Lennart Weibull
(eds.)

SOM-INSTITUTET

samhälle opinion massmedia

UNIVERSITY OF GOTHENBURG

The SOM Institute

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

The Institute is headed by Professor Sören Holmberg, Department of Political Science, Professor Lennart Weibull, Department of Journalism and Mass Communication, and Director Lennart Nilsson, Center for Public Sector Research.

National SOM

From 1986 till 1997, the core of the SOM Institute has been an annual nationwide survey, *National SOM*, carried out every autumn in the form of a mail questionnaire to 2 800 randomly selected persons between the ages of 15 and 80. Since 1998 the survey has more than doubled, and now comprising 6 000 respondents with an increased age limit to 85.

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

Western and Southern SOM

Beginning in 1992, a similar survey has been conducted in Western Sweden. Called *Western SOM*, this survey was originally limited to Göteborg and its surrounding municipalities. The survey has since 1998 been widened, to comprise the entire Västra Götaland's Region with a sample of 6 000 persons. Since 2001 three regional surveys have been conducted in Southern Sweden (Skåne) as well.

Local SOM

In the fall of 1996, a series of local surveys was conducted for the first time in three districts of Göteborg and in one neighboring municipality. The sample size was 1 200 respondents per sample region. The purpose of these local surveys is to better analyze the connection between people's living conditions and their attitudes, perceptions and behaviour.

Student SOM

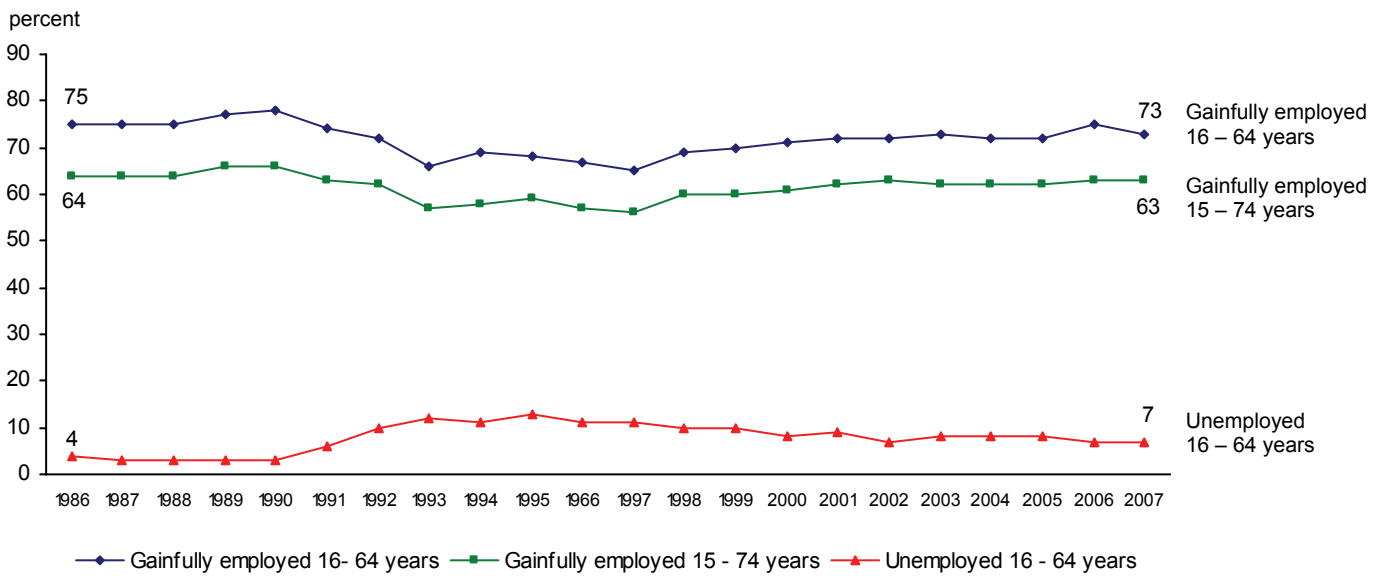
To help generate a wider interest in SOM, *Student SOM* was introduced in 1993. It is based on a questionnaire issued to all first-year students at the three departments, from the year 2000 to the whole social science faculty, with questions concerning their studies. *Student SOM* also contains items from *National SOM* and provides an opportunity to compare students with the general public as well as making it possible to explore methodological issues.

Office location

The SOM office is located at the Department of Journalism and Mass Communication. Åsa Nilsson and Sanna Johansson are project directors, Jonas Ohlsson assistant researcher while Kerstin Gidsäter is responsible for administration and publishing.

Social Trends

Employment

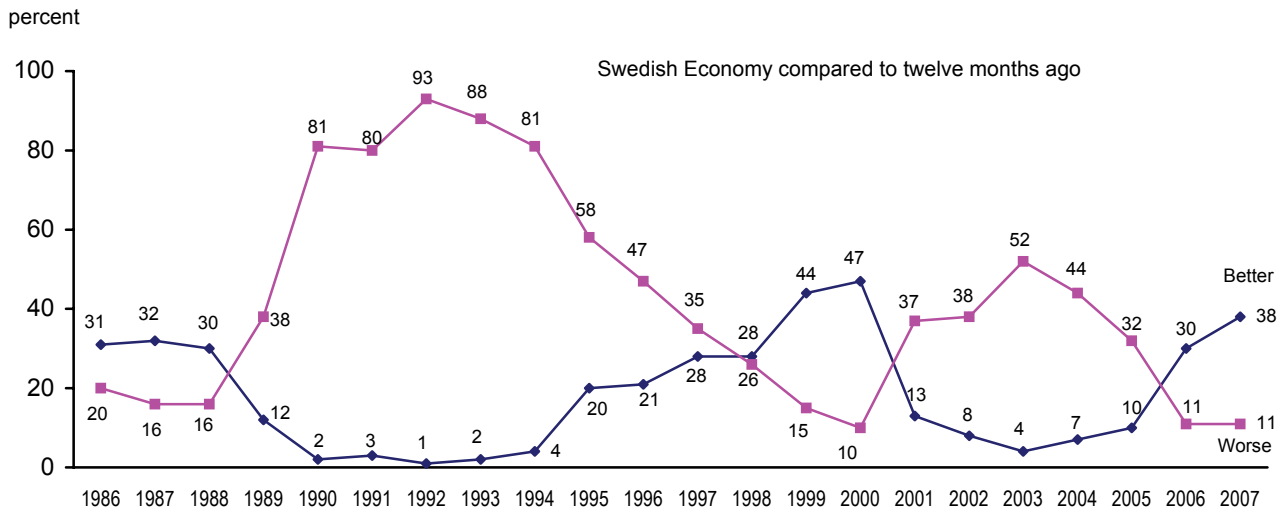


Question: "Which of the following groups do you belong to?"

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

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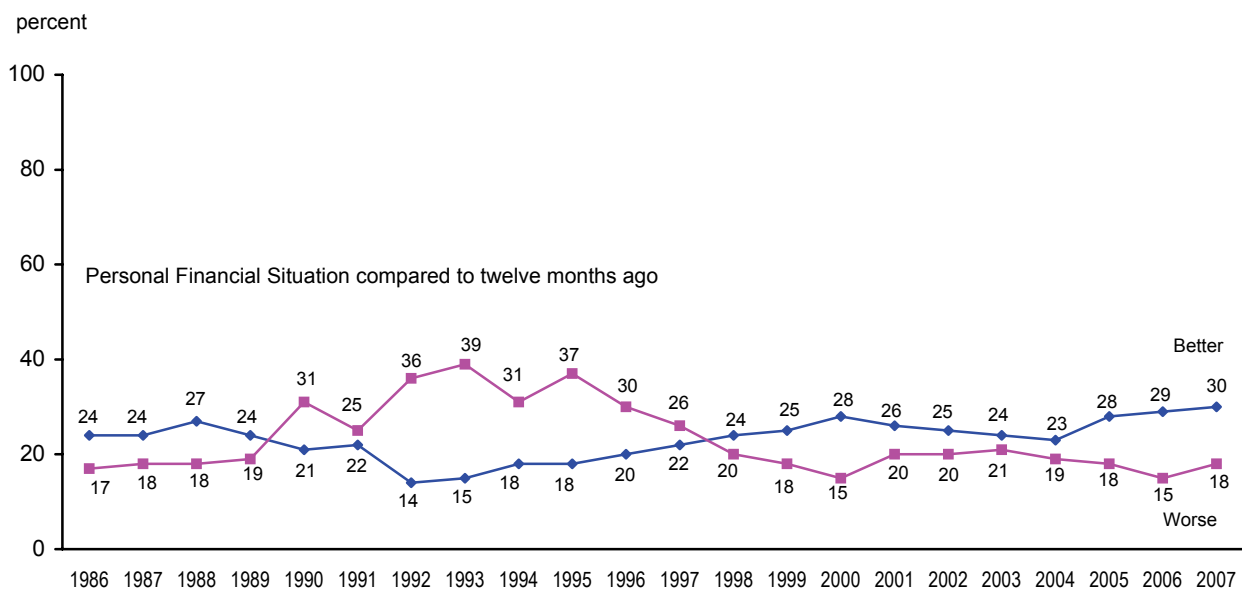
Assessing Swedish Economy



Question: "According to your view, during the last twelve months, has the Swedish economy improved, remained the same, or worsened?" All respondents are included in the percent calculations.

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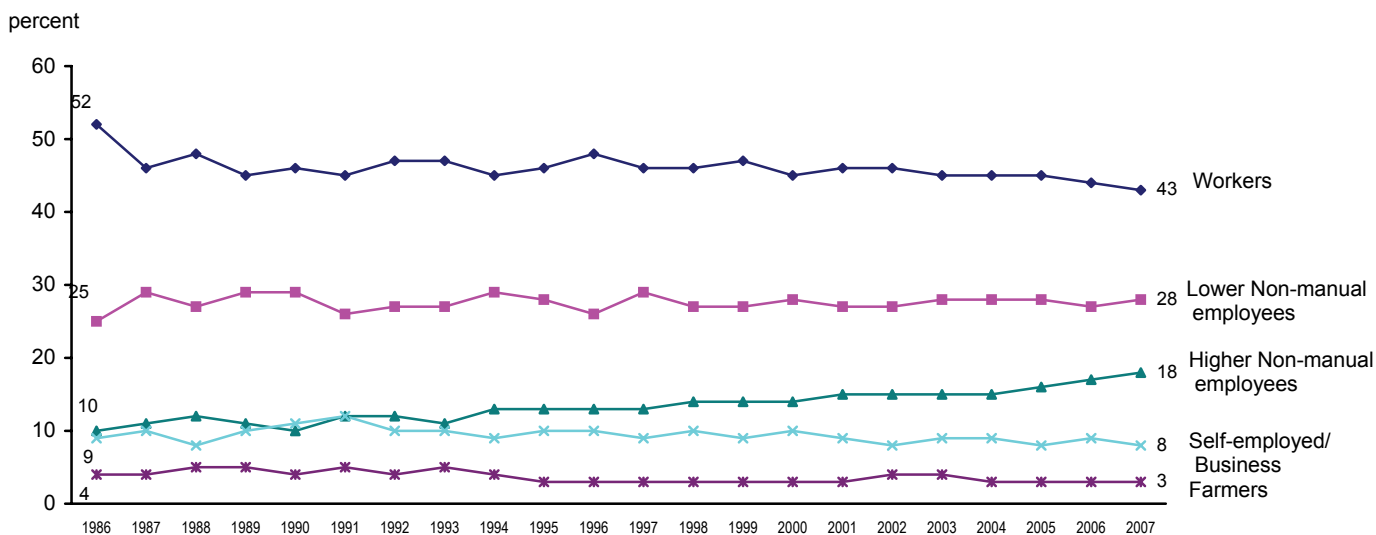
Assessing Personal Financial Situation



Question: "According to your view, during the last twelve months, has your personal financial situation improved, remained the same, or worsened?" All respondents are included in the percent calculations.

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Subjective Family Class



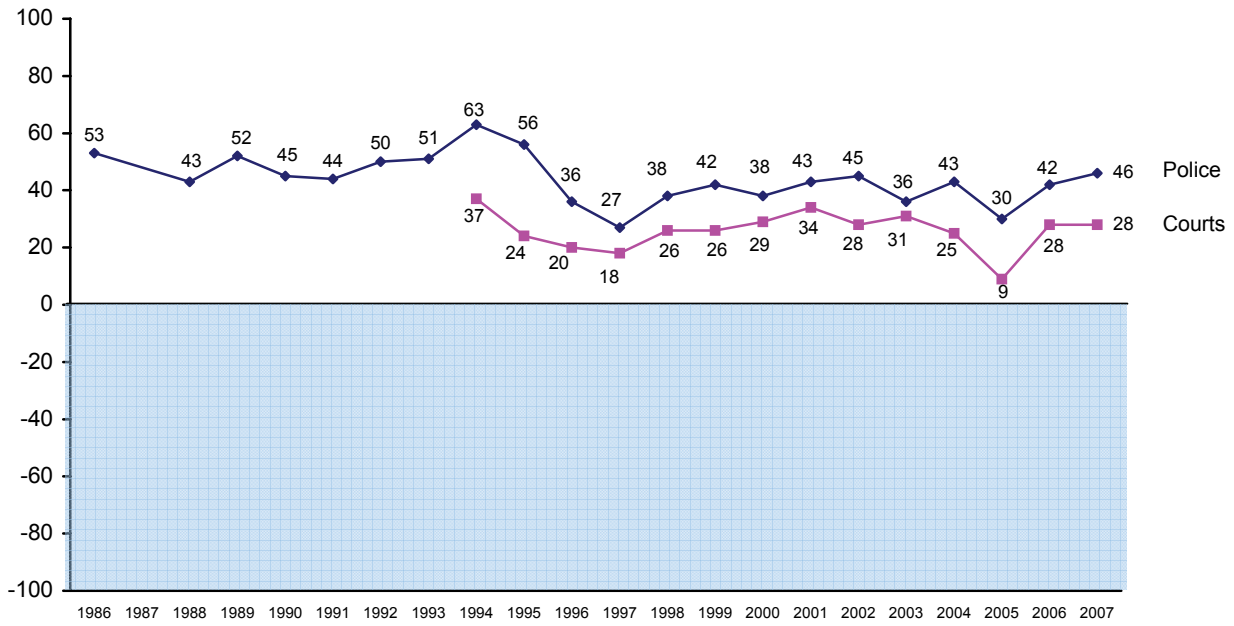
Question: "Which of the following categories best describes your family?"

Comment: Percentages are based on respondents answering the question.

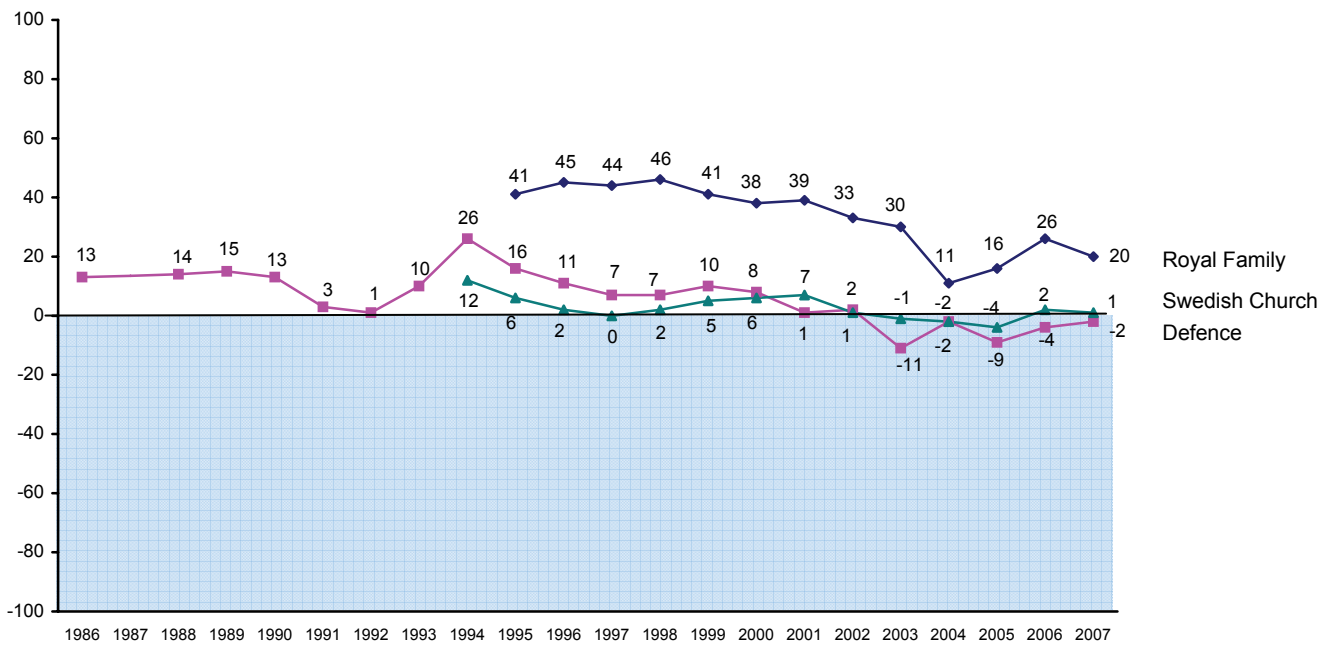
Principal investigators: Sören Holmberg, phone: +46 31 786 12 27, e-mail: soren.holmberg@pol.gu.se,
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Confidence in Institutions

opinion balance



opinion balance



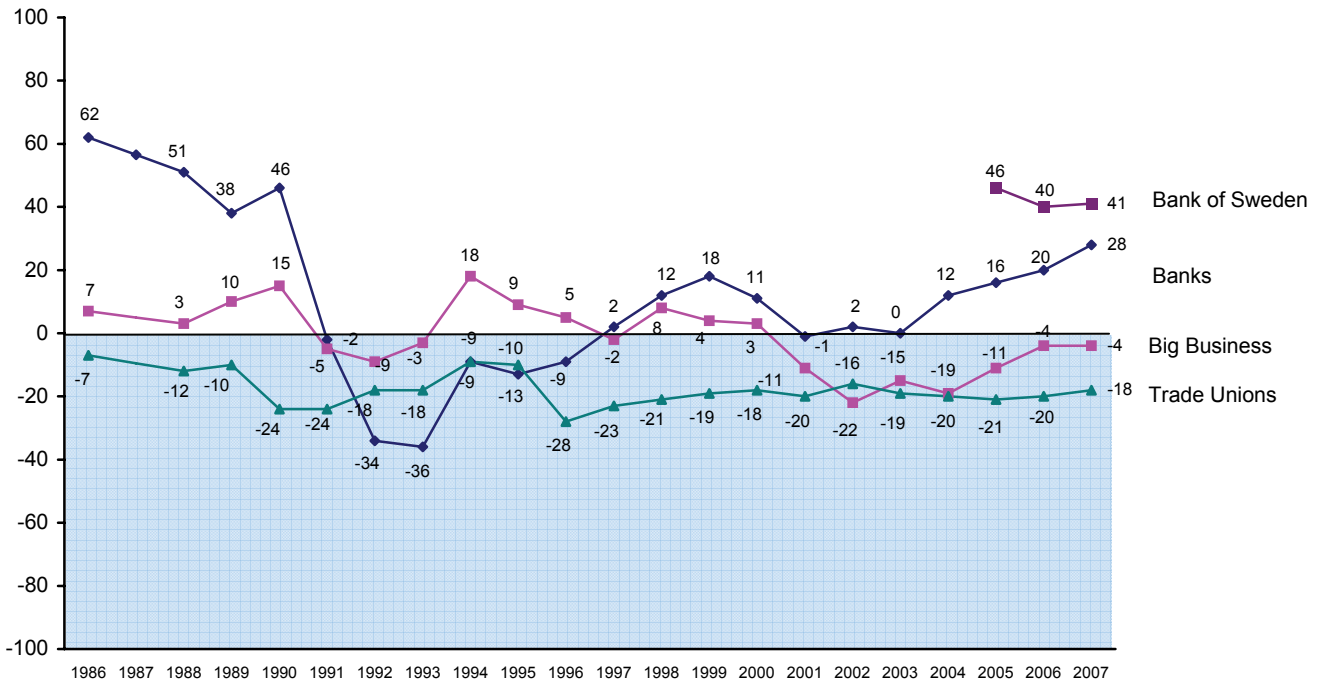
Question: How much confidence do you have in the way the following institutions/groups do their job? Five response alternatives: "very much; fairly much; neither much, nor little; fairly little; very little".

Comment: The results are percent indicating very or fairly much confidence minus percent indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item. The results for Defence are depicted in red.

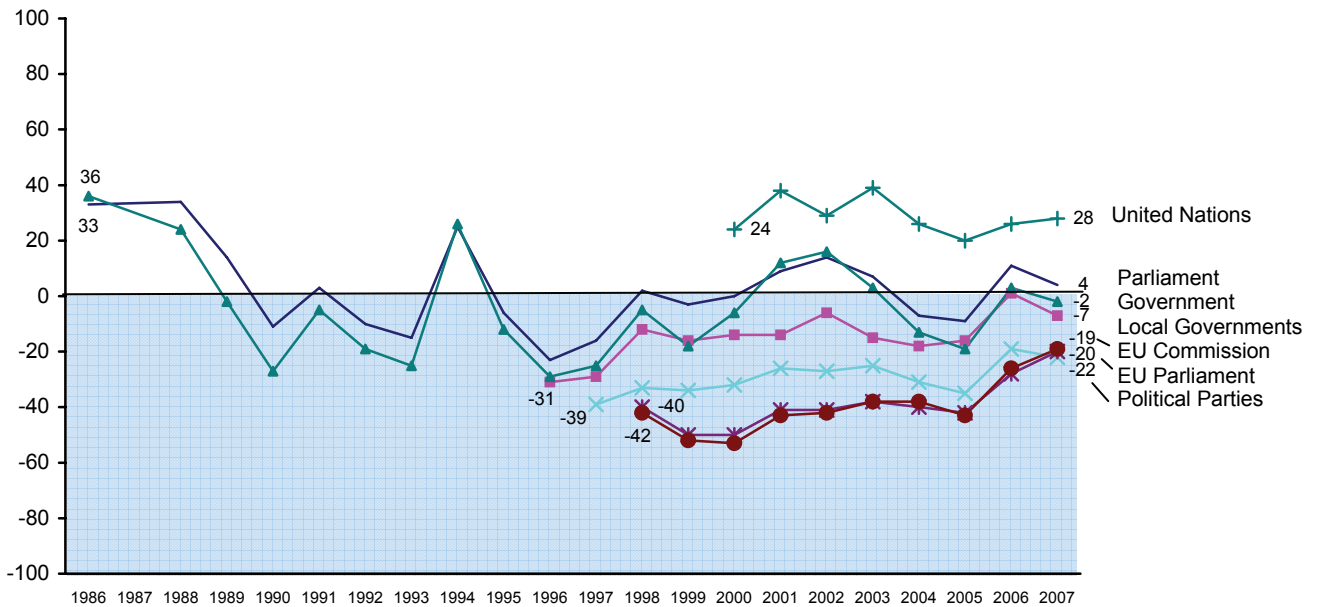
Principal investigators: Sören Holmberg, phone: + 46 31 786 12 27 e-mail: soren.holmberg@pol.gu.se and Lennart Weibull, phone: +46 31 786 12 18, e-mail: lennart.weibull@img.gu.se.

Confidence in Institutions

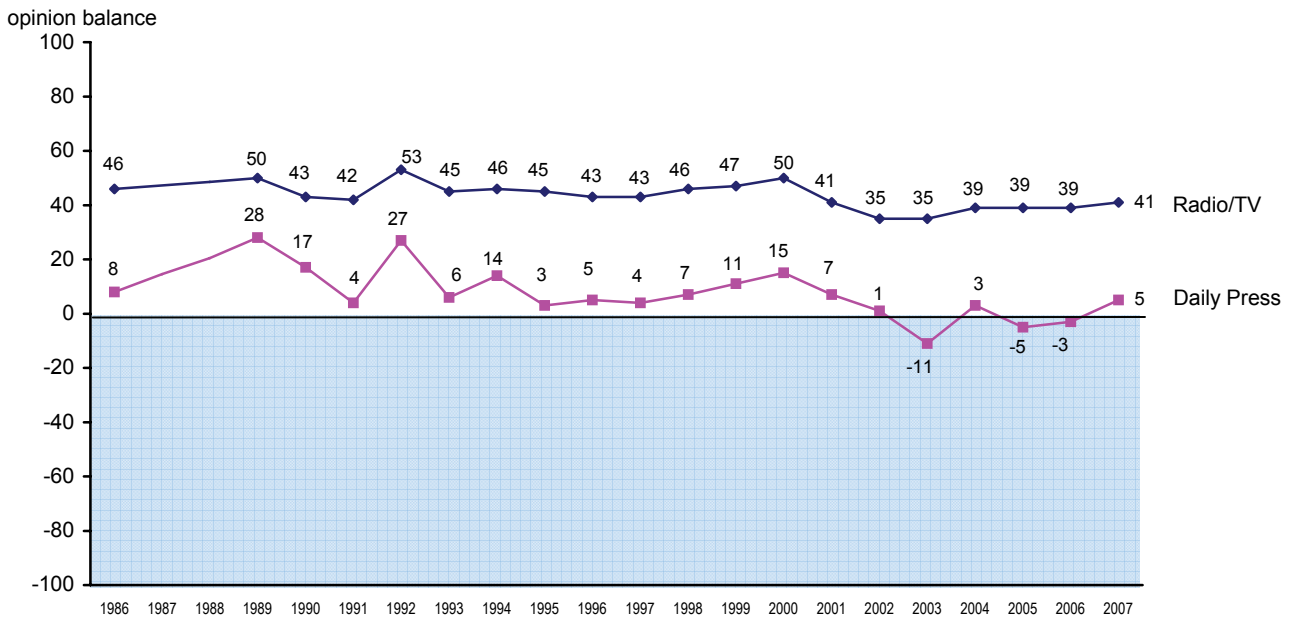
opinion balance



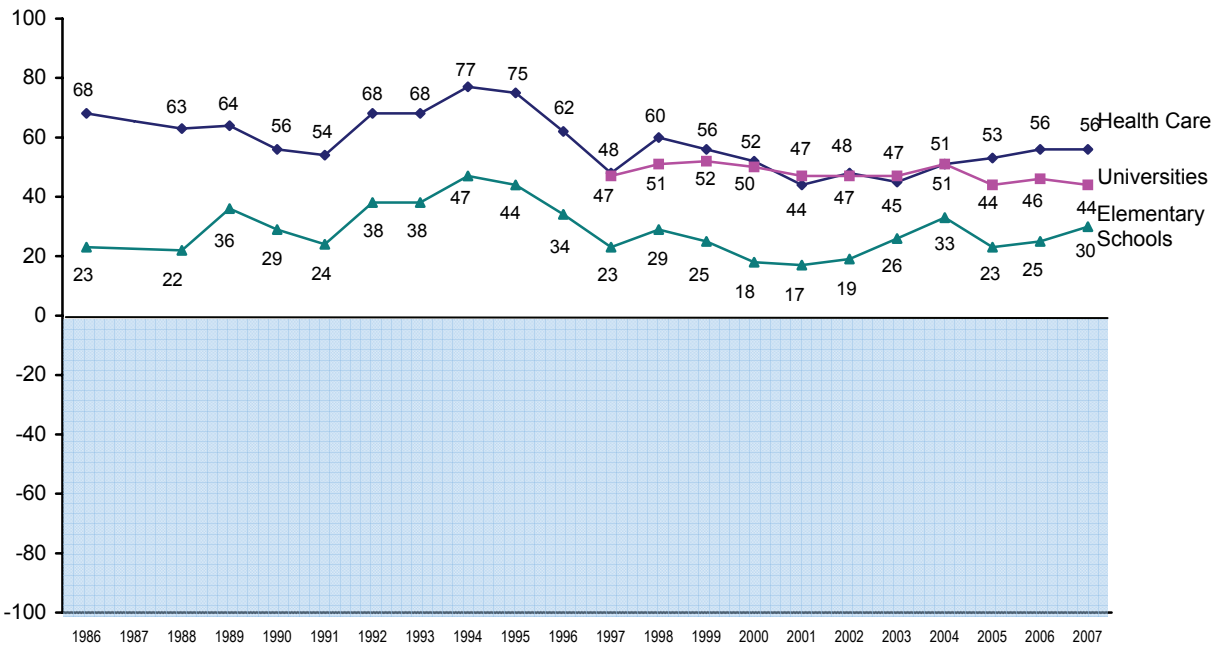
opinion balance



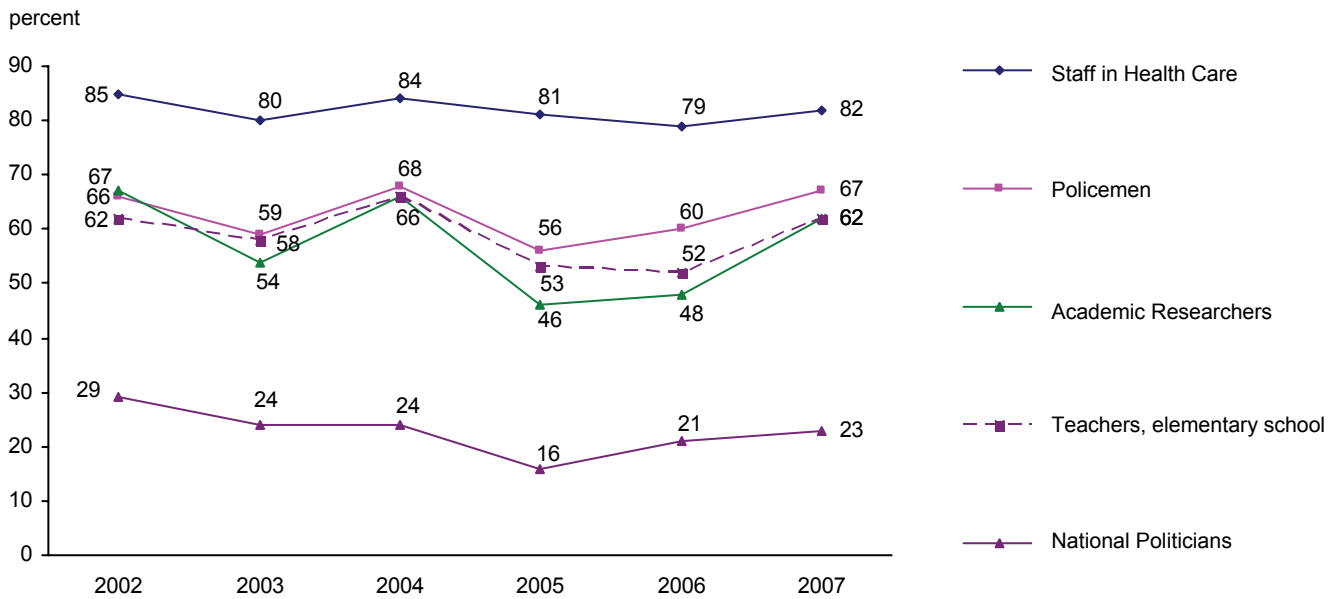
Confidence in Institutions



opinion balance



Confidence in some Professional Groups

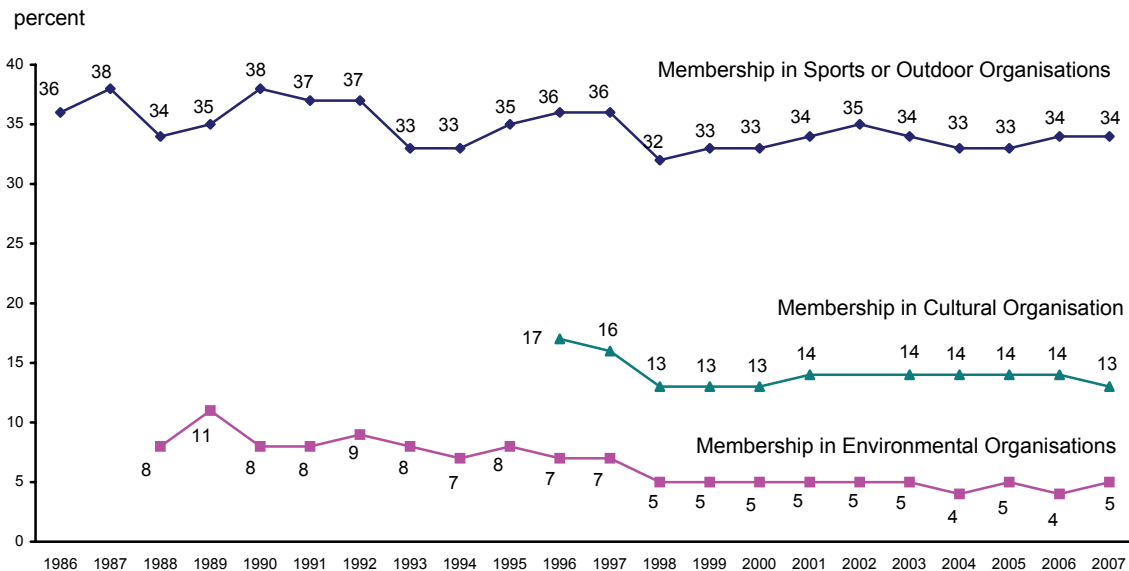


Question: How much confidence do you have in the way the following professional groups do their job? Six response alternatives: "very much; fairly much; neither much, nor little; fairly little; very little; no opinion".

Comment: The results are percent indicating very or fairly much confidence minus percent indicating fairly or very little confidence (opinion balance). The percentages are based on the respondents answering each individual item, including those who marked "no opinion".

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Participation in Civic Society



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

Comment: Percent members is based on total number of respondents.

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Leisure Activities

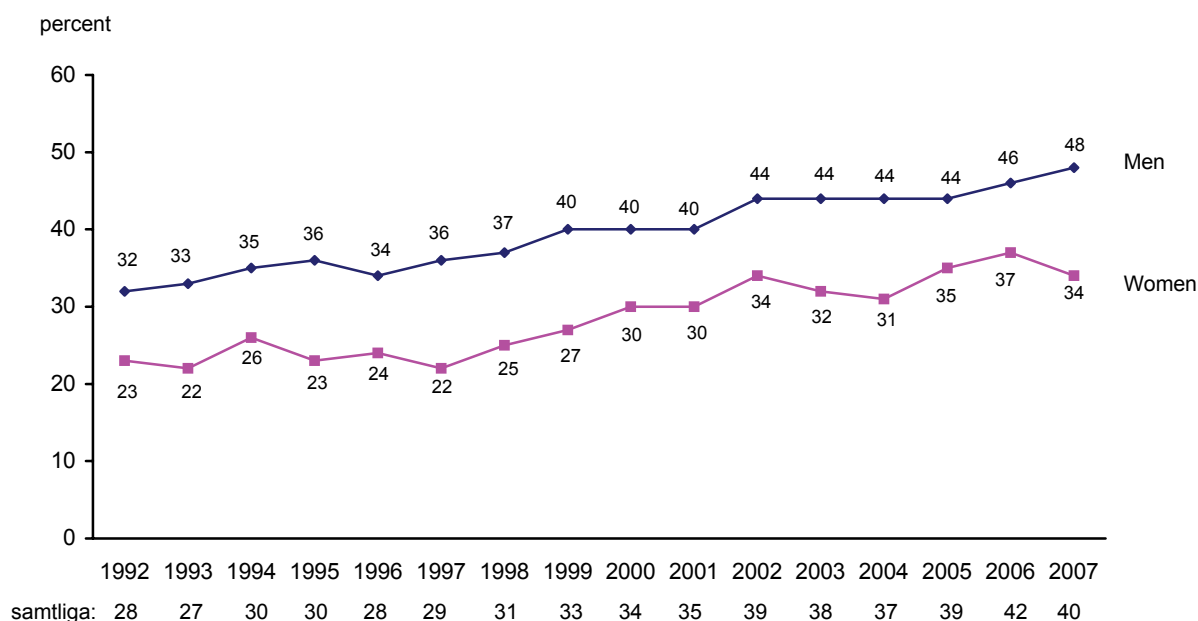
Activity	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	
Gone to the movies	-	39	41	36	41	38	38	38	40	38	39	39	42	37	37	43	41	39	42	44	41	
Attended the theater	-	-	23	23	19	21	19	18	21	21	21	20	21	16	15	18	16	16	20	23	21	
Gone to a restaurant/ bar/pub in the evening	-	-	-	-	27	27	27	28	30	32	30	30	31	30	30	29	32	29	31	32	34	
Discussed politics	25	21	29	37	34	39	33	37	42	33	29	33	28	25	29	29	30	27	25	35	24	
Attended a church service or religious meeting	10	11	11	11	12	10	11	13	9	11	10	9	10	10	10	9	9	8	9	9	9	
Been active on the stock market*	-	-	-	-	-	-	-	-	-	14	19	24	18	24	17	16	12	12	14	15	16	
Bet or played the lottery	-	35	32	30	31	32	32	30	30	31	29	28	28	27	25	24	24	21	20	19	19	
Smoked/used snuff**	-	-	-	-	-	35	31	32	33	31	28	31	30	29	32	30	28	28	-	-	-	
Smoked**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	15	15
Used snuff**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	13	11
Travelled abroad	-	-	-	-	21	24	20	20	21	20	23	21	25	-	-	-	-	-	26	28	29	
Consumed liquor, wine or beer	-	-	-	-	-	28	27	30	30	28	29	31	33	34	35	39	38	37	39	42	40	

Question: "How often have you engaged in the following activities during the past twelve months?" Spent time in the outdoors (forest, sea or lake); engaged in exercise or sport; gone to the movies; attended the theater; read a book; discussed politics; attended a church service or religious meeting; bet or played the lottery; smoked/used snuff; consumed liquor/wine/beer?" Response alternatives: "never; about once a year; about once every six months; about once every three months; about once a month; about once a week; several times a week".

Comment: The cinema and theater figures as well as those for stock market activity indicate attendance/activity at least once every six months, while religious service attendance figures indicate rates of at least once a month. All other figures are based on at least weekly activity. A "-" indicates that the question was not included in the survey this year.* The question wording in 1996 – 1997 and 1998 respectively differs somewhat from that used from 1999 onwards. ** The results for 1987 – 2004 combine Smoked/Used snuff, starting in 2005 "smoked" and "used snuff" are shown separately.

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Drinking Liquor/Wine/Strong Beer at Least Once a Week

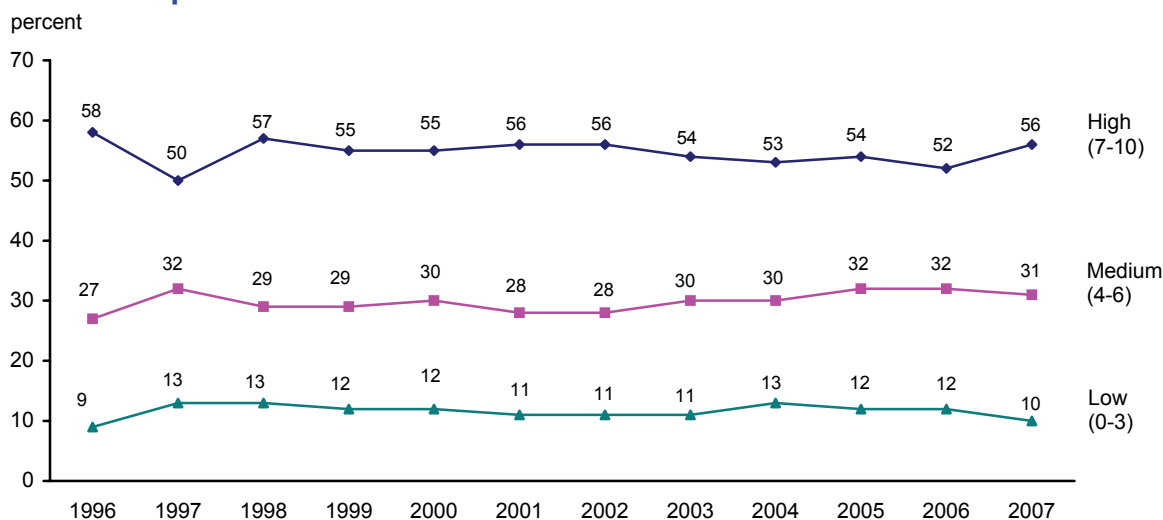


Question: "How often have you engaged in the following activities during the past twelve months?" Drinking liquor/wine/beer?" Response alternatives: "never; about once a year; about once every six months; about once every three months; about once a month; about once a week; several times a week".

Comment: Figures are based on at least weekly activity. Percentages are based on respondents answering at least one item of a multi-item question on lifestyle and leisure activities. A "-" indicates that the question was not included in the survey this year.

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Trust in People



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

Comment: The scale runs between 0 and 10 with 0 labeled "it is not possible to trust people in general", and 10 "it is possible to trust people in general". Percentages are based on all respondents, including "don't knows" (2–6 percent through the years).

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Rokeach's Terminal Values

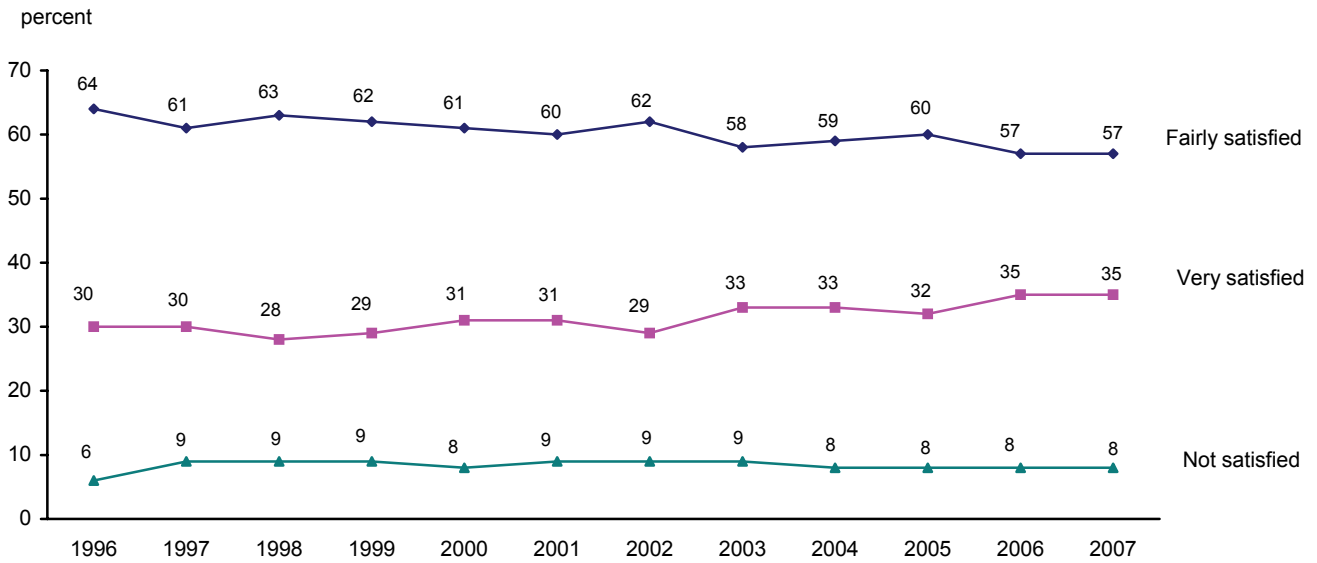
	1988	1990	1991	1992	1993	1994	1995	1996	1998	2000	2002	2004	2006
Health	91	92	90	90	88	86	85	86	87	88	89	87	85
Freedom	82	88	86	85	82	84	80	82	81	83	84	82	82
Honesty	-	-	-	89	86	84	86	85	85	86	86	84	80
A world at peace	88	91	87	89	84	87	83	84	86	86	87	84	79
Family security	80	84	78	81	78	77	77	83	80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

Question: "How important do you consider the following things to be to yourself?". Five response alternatives: "very important; fairly important; neither important, nor unimportant; not very important; not at all important."

Comment: The results show percent respondents answering "very important". Percentages are based on those answering at least one question item.

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Lennart Weibull, phone +46 31 786 12 18, e-mail: lennart.weibull@img.gu.se. Thanks to Karl Erik Rosengren and Bo Reimer for introducing the Rokeach questions in the SOM Studies.

Satisfaction with Life

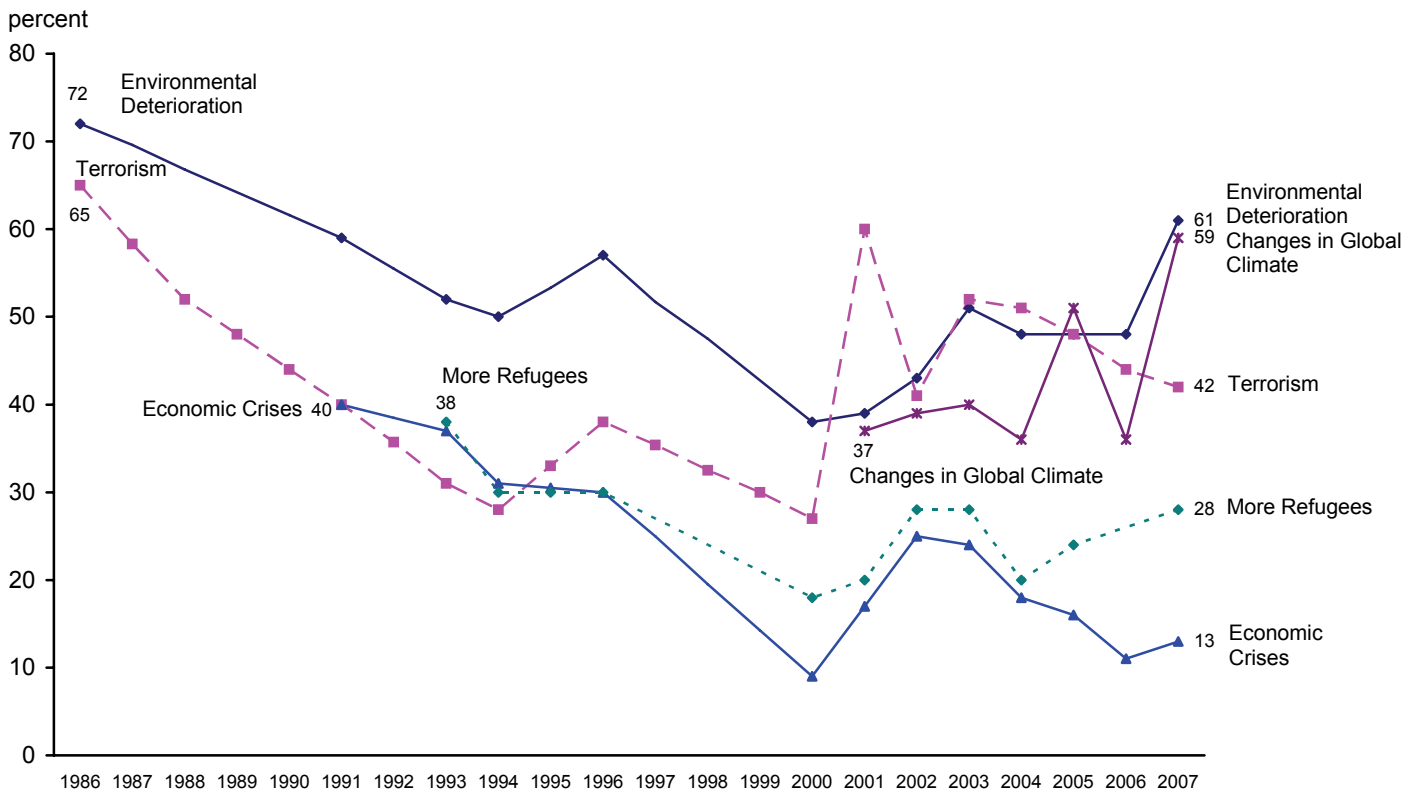


Question: "On the whole, how satisfied are you with the life you lead?" Four response alternatives: "very satisfied; fairly satisfied; not very satisfied; not at all satisfied."

Comment: Percentages are calculated among respondents who answered the question. The two negative response alternatives are combined into "not satisfied" in the figure.

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What Swedes Worry About

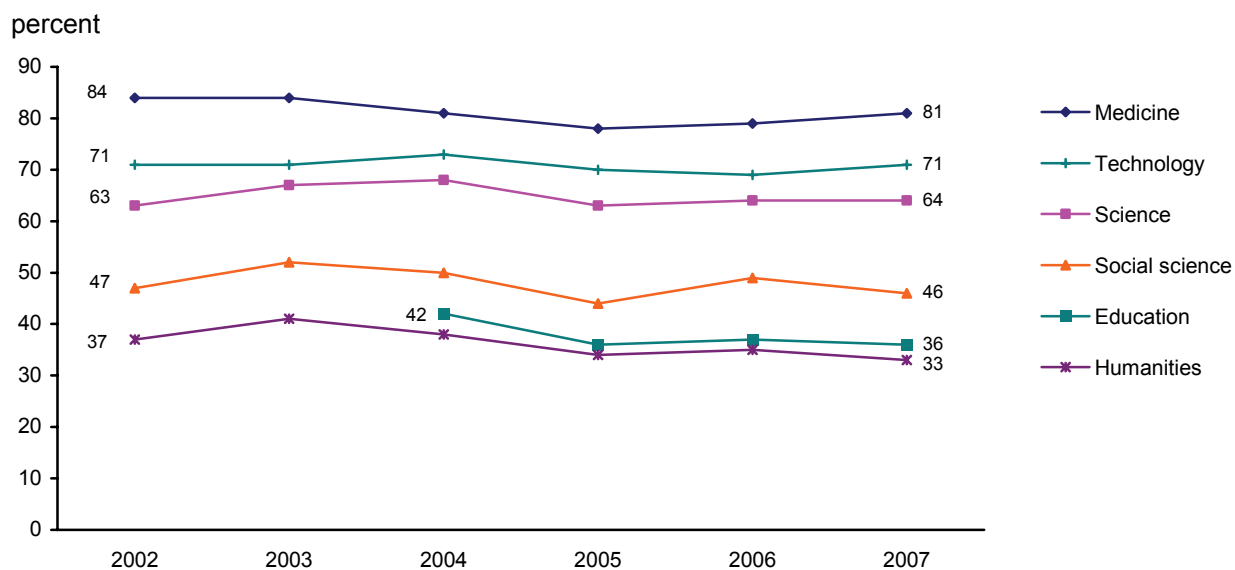


Question: "Looking at today's situation, what worries you most?" Over the years asked about for some twenty issues/problems. The response alternatives are: "very worrying; somewhat worrying; not particularly worrying; not at all worrying."

Comment: The results show percent answering "Very worrying" among persons who answered the questions about worries.

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Very much or fairly much Confidence in Research in Different Research Areas (percent)



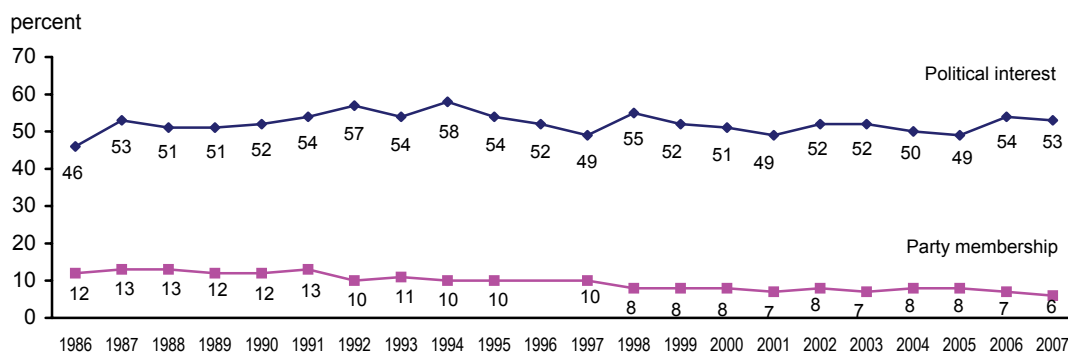
Question: How much confidence do you have in the following research areas? Six response alternatives: "very much; fairly much; neither much, nor little; fairly little; very little; no opinion".

Comment: The results show percent answering very or fairly much confidence. The percentages are based on the respondents answering each individual item.

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Political Trends

Political Interest and Party Membership



Question: "In general, how interested are you in politics"? Four response alternatives: "very interested; fairly interested; not especially interested; not at all interested". Membership in party youth and women's organizations is included in party membership.

Comment: The results show percent very much or fairly interested in politics and percent party members among all respondents.

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Party Sympathy

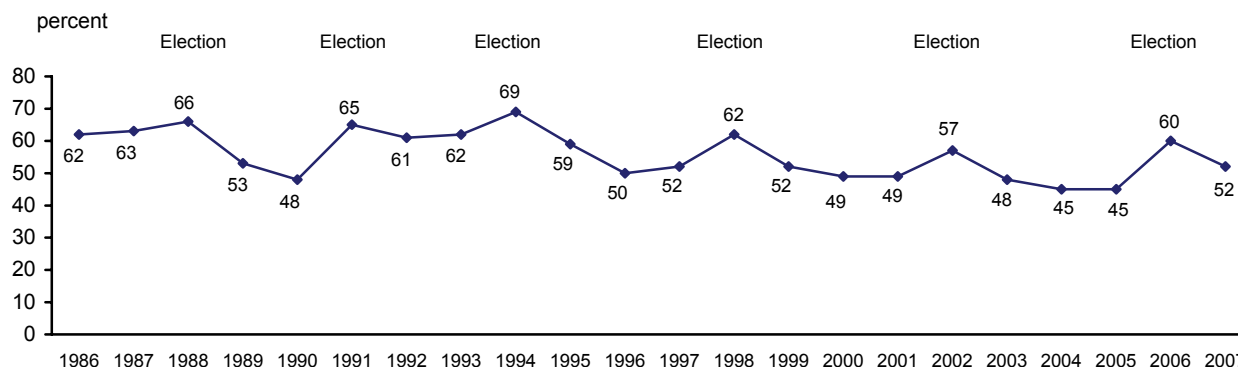
Party	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	
Left Party	3,1	2,9	4,7	7,7	7,5	5,1	3,9	3,0	6,8	13,5	12,7	9,5	12,3	14,6	15,5	12,1	8,3	9,3	8,9	5,7	5,8	5,6	
Social Democrats	44,8	42,3	43,6	35,5	30,4	34,7	43,4	45,7	43,4	31,7	31,8	33,1	35,5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

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

Comment: Results are unweighted and calculated among eligible voters (18 years minimum and Swedish citizen).

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Strength of Party Conviction through Electoral Cycles



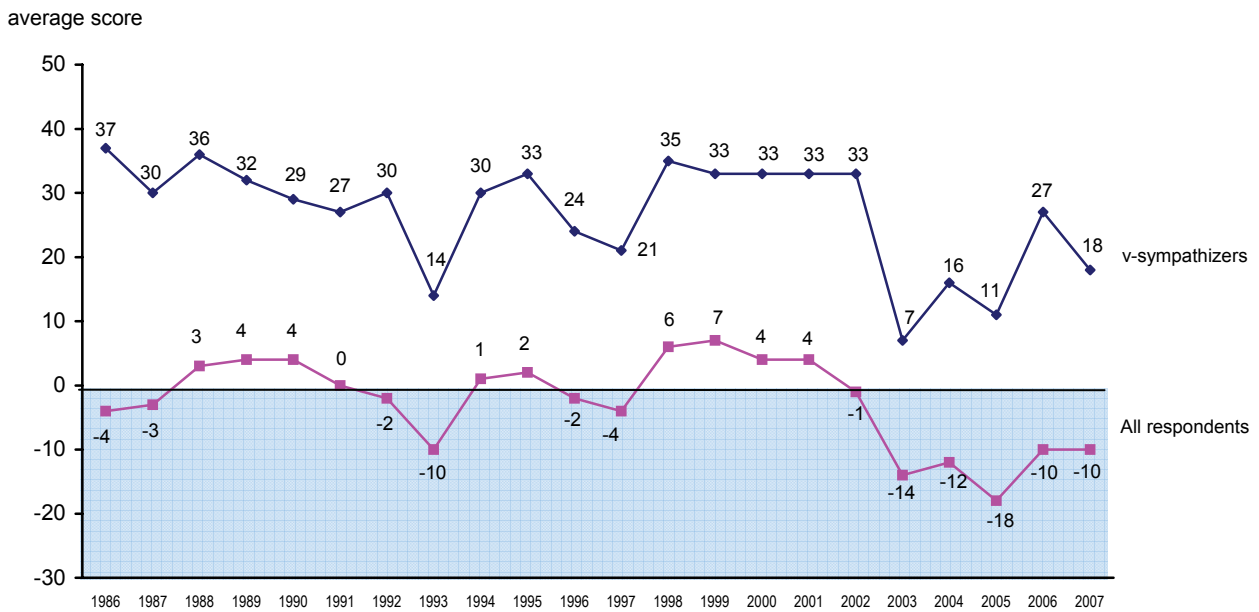
Question: (Given to respondents stating a party preference) "Do you consider yourself a convinced supporter of your party?" Response alternatives: "yes, very convinced", "yes, somewhat convinced", "no".

Comment: The results show percent very convinced or somewhat convinced party supporters among all respondents.

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Voter Assessments of Party Leaders

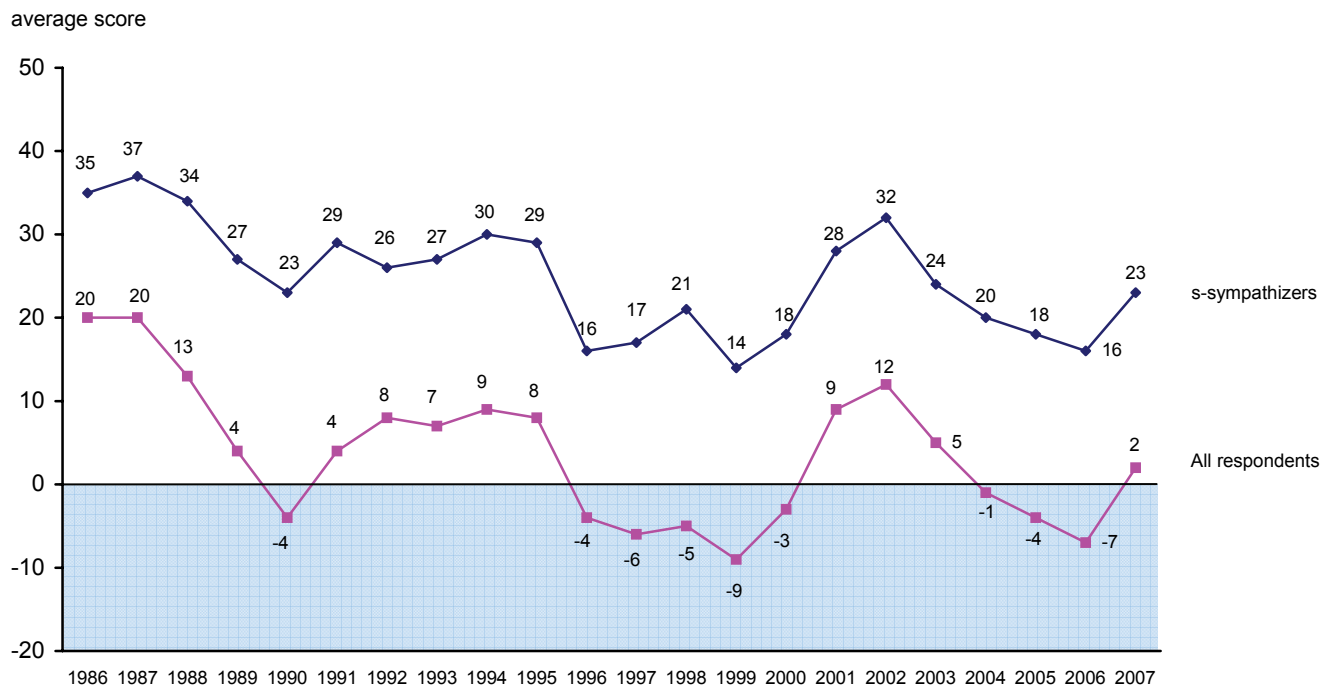
Voter Assessments of the Leader of the Left Party (v)



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

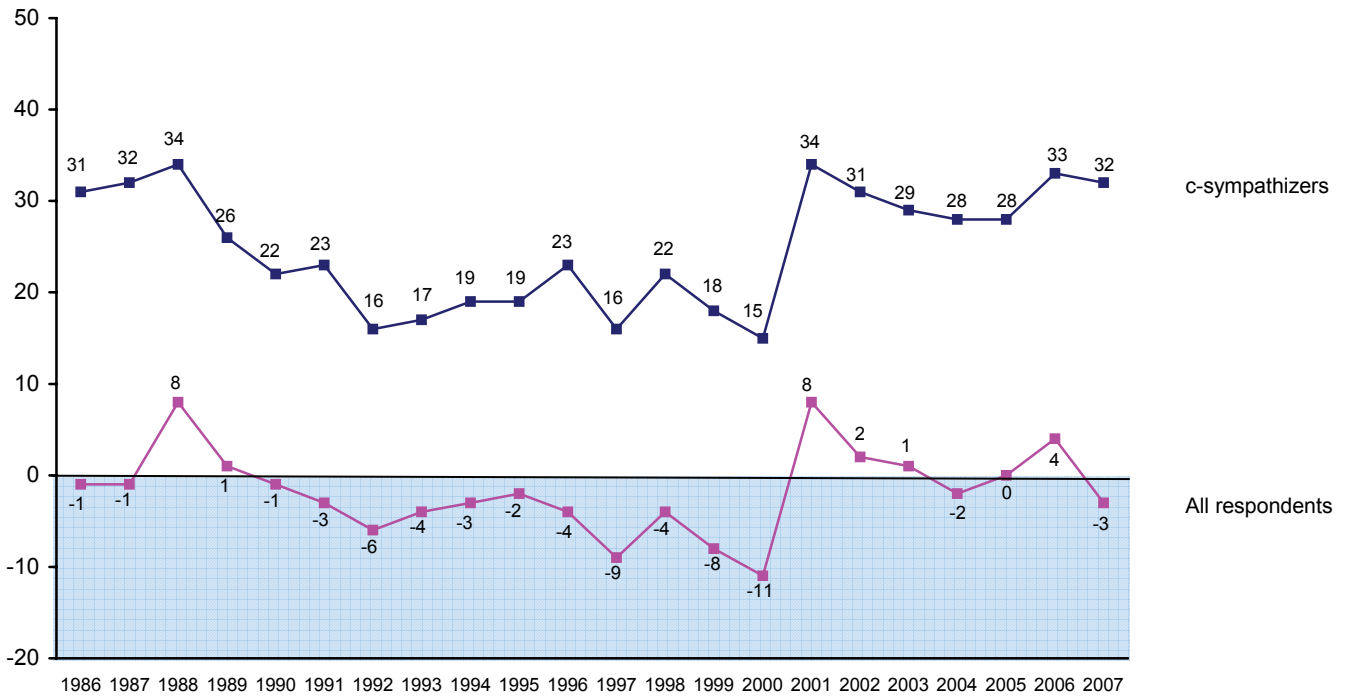
Comment: The results are based on answers on a dislike-like scale running between -5 (dislike) and +5 (like). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 (dislike) and +50 (like).

Voter Assessments of the Leader of the Social Democratic Party (s)



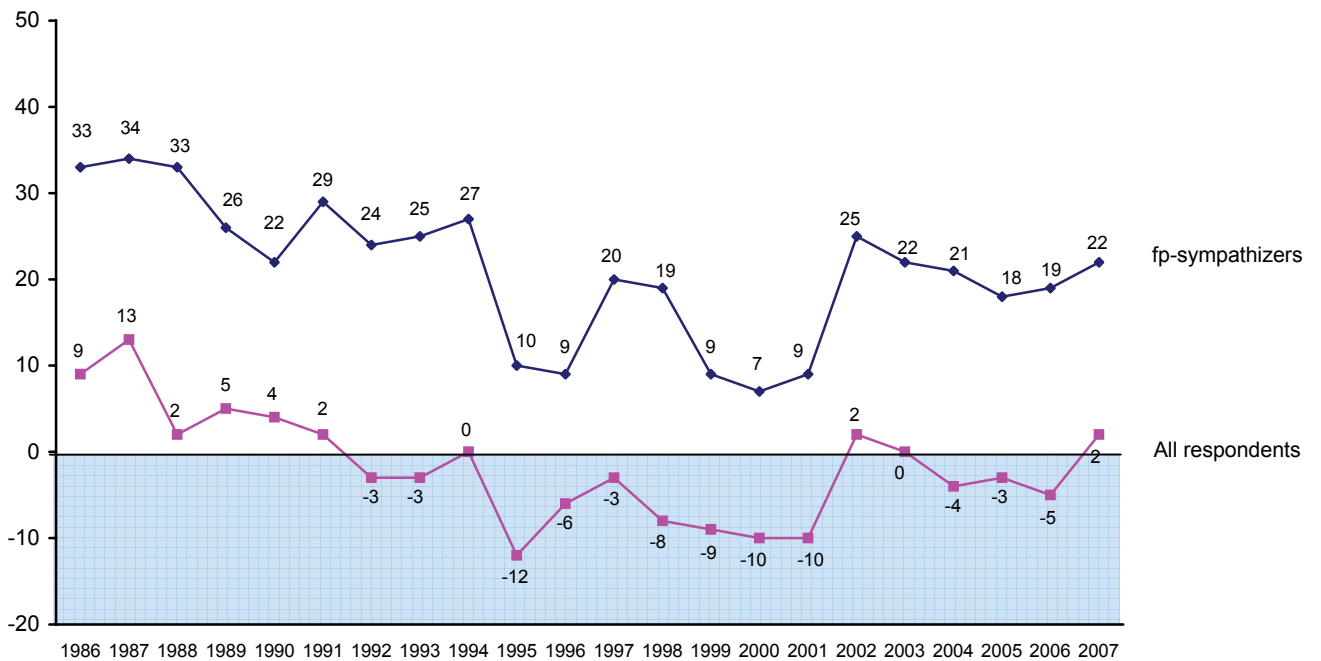
Voter Assessments of the Leader of the Center Party (c)

average score

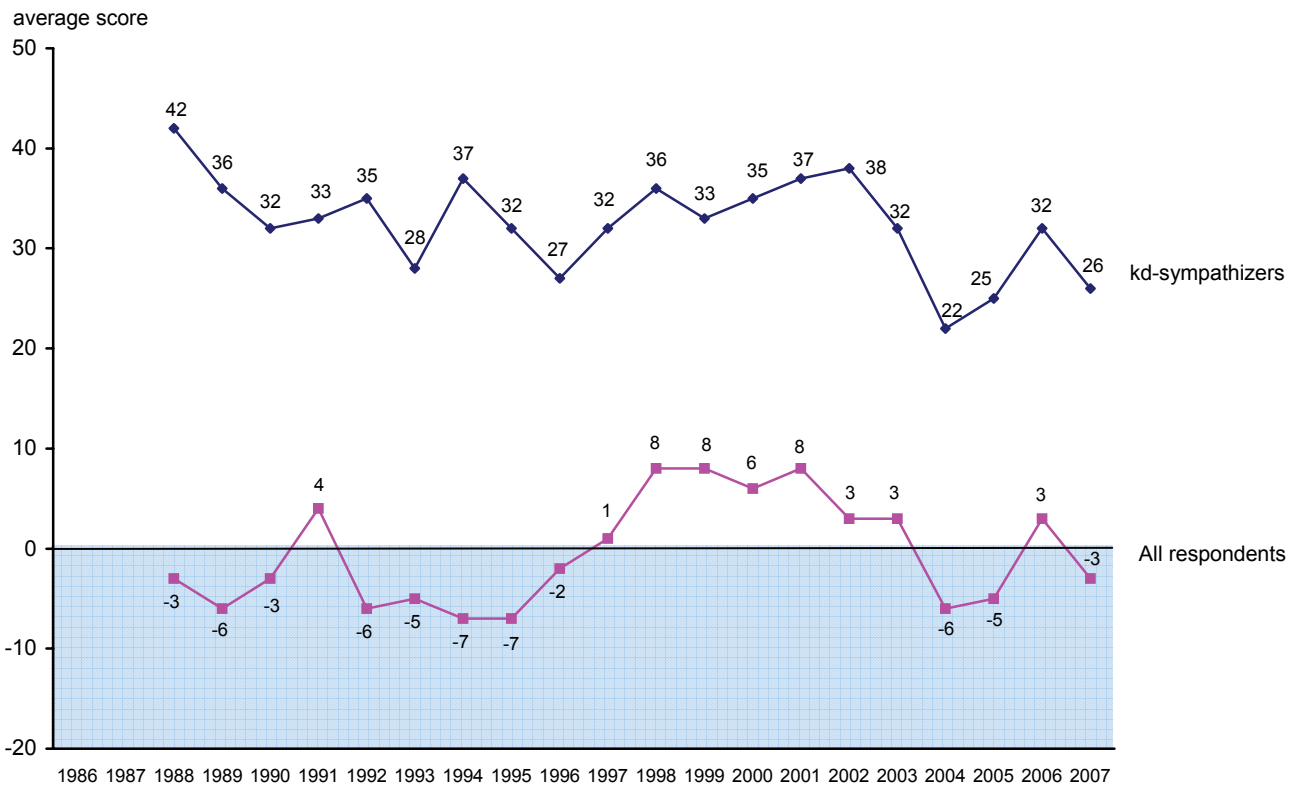


Voter Assessments of the Leader of the Liberal Party (fp)

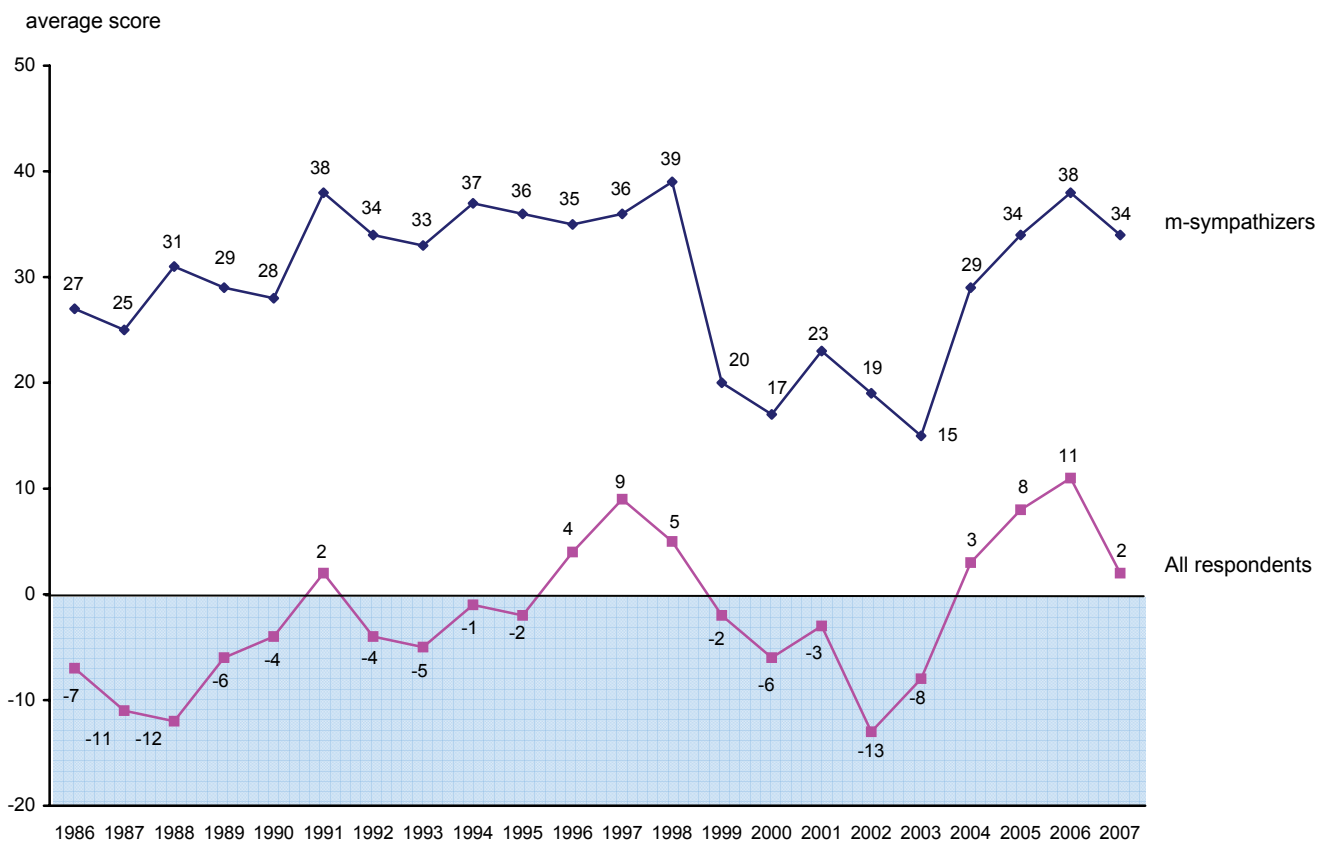
average score

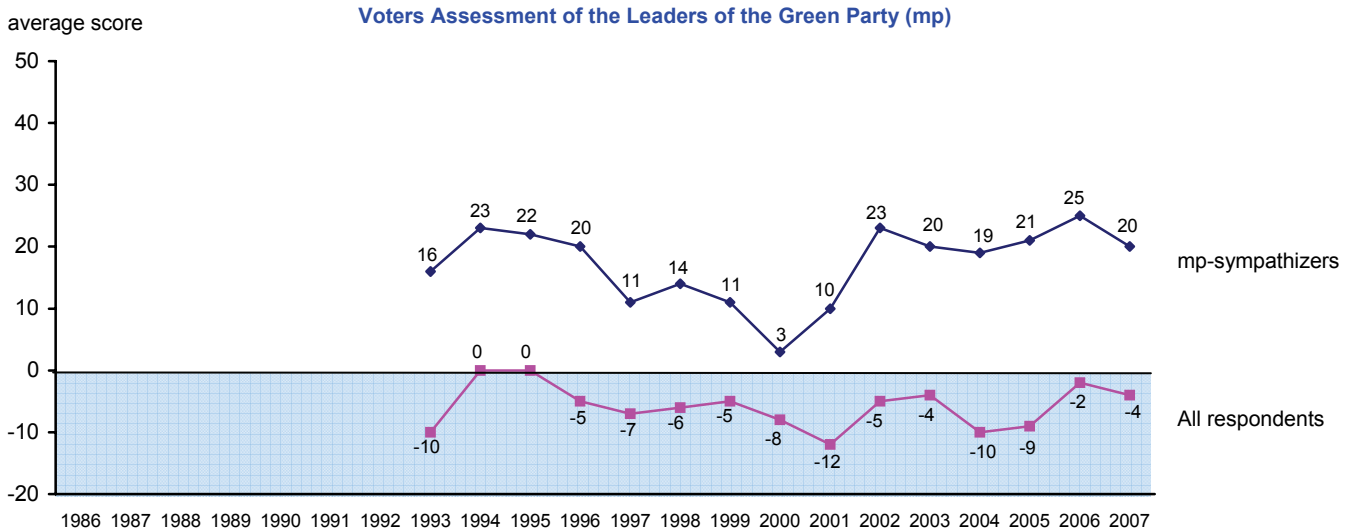


Voter Assessments of the Leader of the Christian Democratic Party (kd)



Voter Assessments of the Leader of the Conservative Party (m)



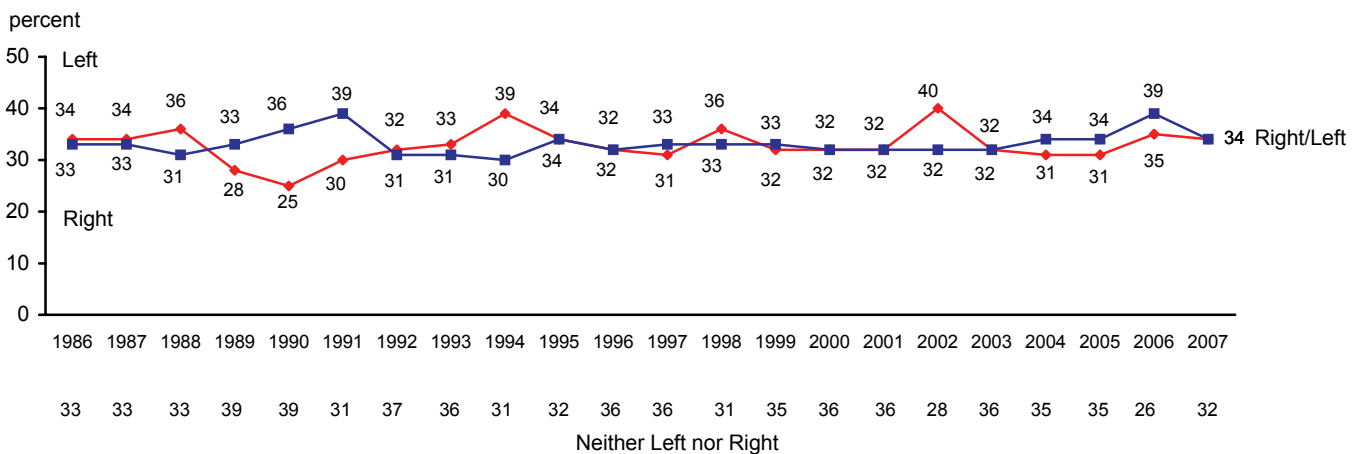


Question: "Generally speaking, how much do you like or dislike the party leaders? Using this scale where would you place the different party leaders?" The results are based on answers on a dislike-like scale running between -5 (dislike) and +5 (like). The numbers have been multiplied by ten to avoid decimals. Consequently, the scale runs between -50 (dislike) and +50 (like).

Comment: The results reflect assessments of male party leaders of the Green Party up until 1997. Thereafter the results are averages of the assessments of the male and the female leader of the Greens.

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Left-Right Self-Placement

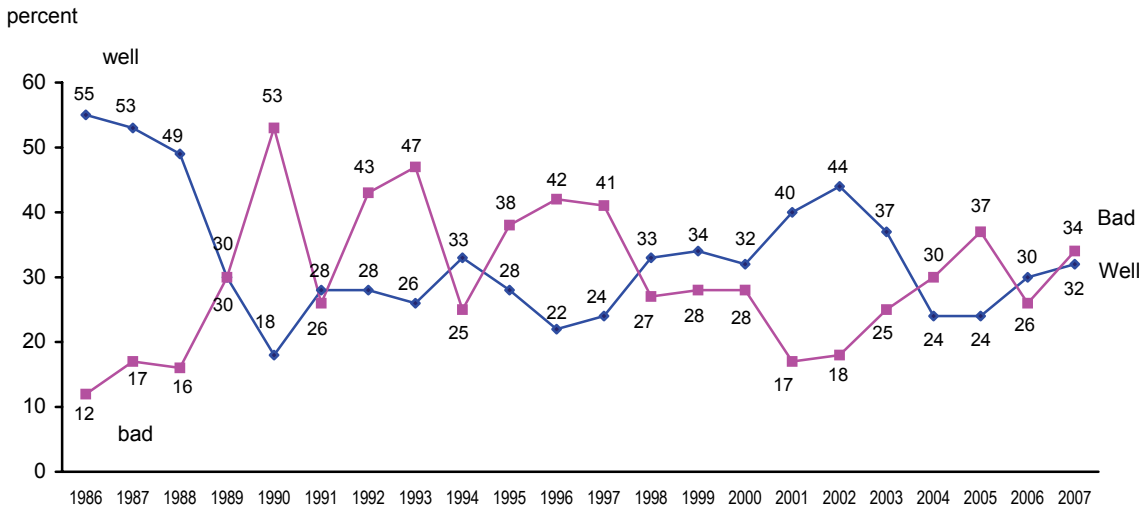


Question: "It is sometimes said that political opinions can be placed on a scale from left to right. Where would you place yourself on such a left-right scale?" Five response alternatives: "clearly to the Left; somewhat to the Left; neither to the Left, nor to the Right; somewhat to the Right; clearly to the Right".

Comment: No answers (3 - 5 percent on average every year) are excluded from the analysis. Right is depicted in blue and Left in red.

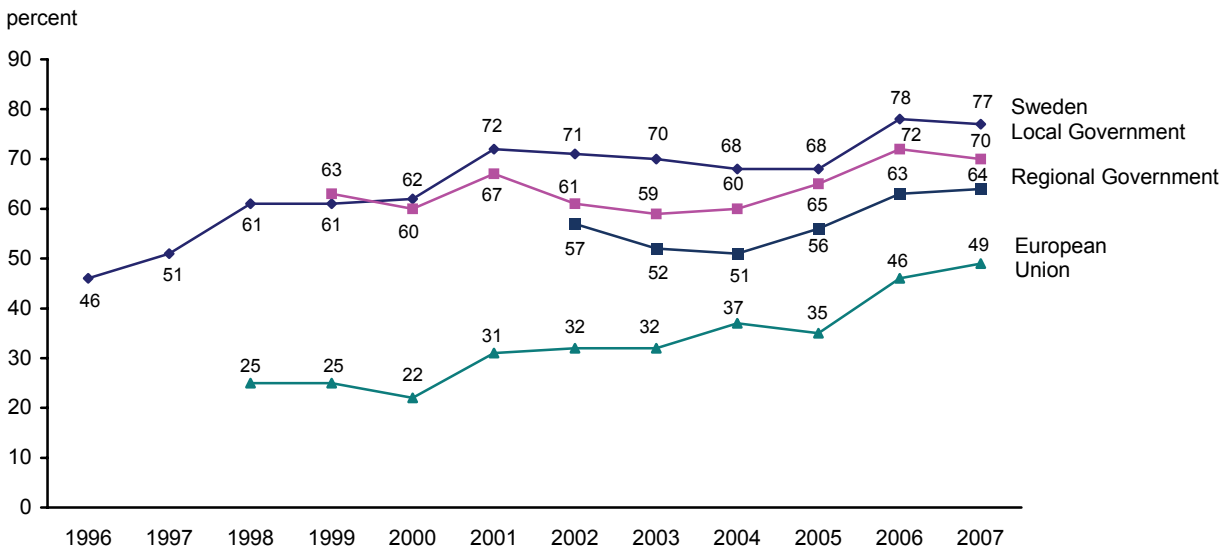
Principal investigator: Sören Holmberg, phone: +4 631 786 12 27, e-mail: soren.holmberg@pol.gu.se.

Assessing the Government's Job Performance



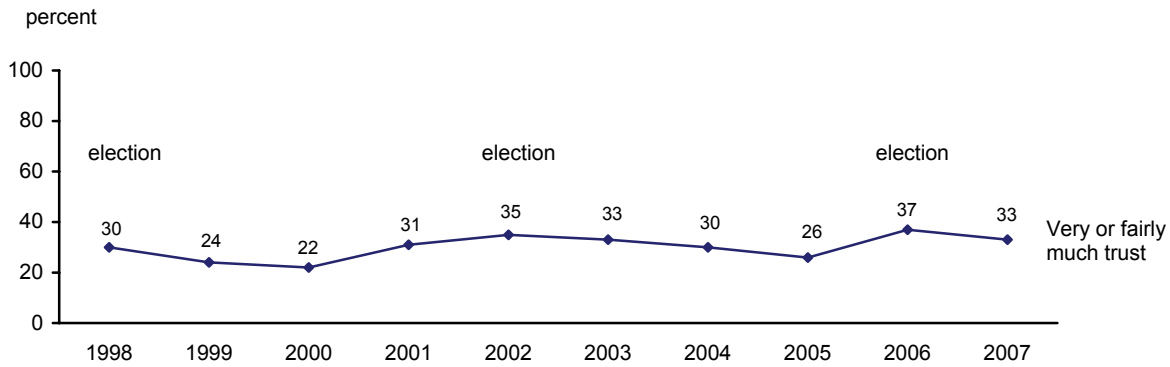
Question: How well do you think the Government is doing its job? Five response alternatives: "very well; fairly well; neither well, nor badly; fairly badly; very badly".
Comment: The results show percent respondents answering "very" or "fairly well/bad". The percentages are based on all respondents.
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Satisfaction with the Working of Democracy



Question: "On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the way democracy works... (in your country, in your region, in your local government, in the European Union)."
Comment: The results show percentages responding "very" or "fairly satisfied" among people answering the questions.
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Generalized Trust in Swedish Politicians

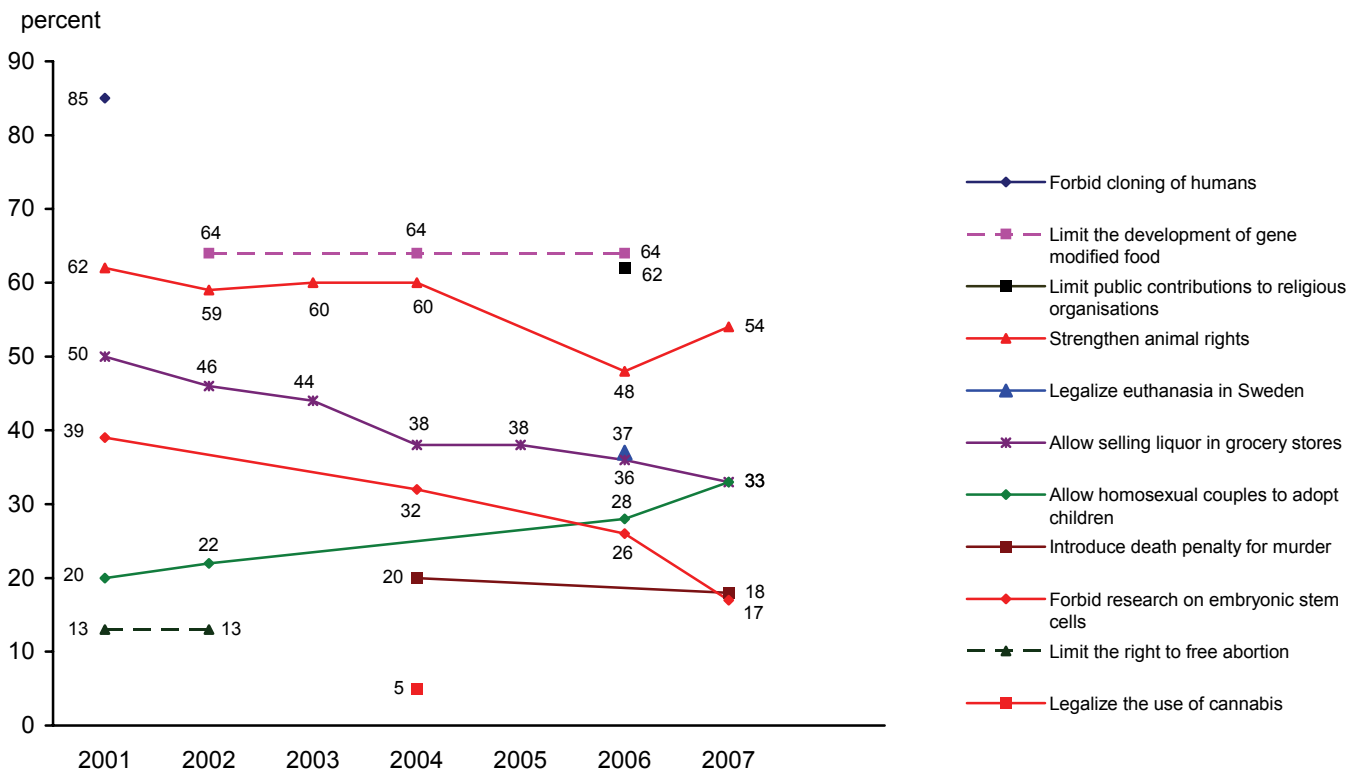


Question: "In general, how much do you trust Swedish politicians?" With four response alternatives: "Very much, fairly much, fairly little, very little".

Comment: The results show percent answering "very or fairly much" or "very or fairly little" among all respondents. No answer varies between 1-4 percent, and is included in the percentage base.

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Support for New and Old Value Issues



Question: "Here are a number of proposals. What is your view on them?" The six response alternatives are: "Very good proposal; fairly good proposal; neither good nor bad proposal; fairly bad proposal; very bad pnts who answered the value questions.

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Political Issues

Important Issues for Swedes

Issues	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Health care	24	21	22	24	20	19	22	18	15	25	35	30	41	39	41	38	43	33	29	29	25
Employment	15	6	2	7	39	49	59	58	51	58	50	51	28	14	14	14	14	20	33	44	22
Education	12	9	12	10	11	9	4	8	7	10	22	34	38	35	37	32	23	18	19	24	21
Environment	53	62	46	32	38	19	17	20	27	10	10	9	11	9	9	10	6	7	10	13	21
Pensions/Elderly care	10	10	16	13	16	14	16	12	10	17	19	15	21	23	22	24	21	19	20	16	14
Law and order	20	13	38	11	15	8	9	11	25	14	13	15	16	15	12	12	18	18	16	14	14
Immigrants/Refugees	7	8	11	14	13	19	25	12	14	13	10	8	13	12	13	19	11	11	14	14	14
Social policy	3	5	3	6	9	7	5	6	6	7	4	17	6	7	6	6	9	8	6	9	11
Swedish economy	8	10	9	32	24	39	29	32	24	10	7	9	7	6	9	10	11	9	9	8	9
Taxes	7	9	14	13	6	3	2	3	2	4	6	7	5	8	7	7	6	7	9	7	5
Family/Child care	6	9	8	8	7	8	9	6	4	6	7	7	5	7	6	7	7	6	5	6	5
Energy/Nuclear power	7	6	8	11	1	2	2	1	2	2	2	2	0	1	1	1	1	1	2	2	3
Infrastructure/Communic	1	1	1	2	1	0	0	1	0	0	1	1	1	2	2	2	1	1	1	2	2
Religion/Ethics	1	4	3	2	2	2	1	2	3	5	2	2	3	4	4	4	5	4	4	2	1
EU/EMU	1	3	3	7	6	11	9	15	7	3	3	4	3	4	3	3	7	3	1	1	1
Public sphere/ Privatiz	3	2	2	4	2	3	2	2	3	7	2	2	2	2	1	1	4	1	1	1	1
Agriculture/Reg policy	2	2	2	1	3	1	1	0	0	0	1	1	1	1	2	2	1	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

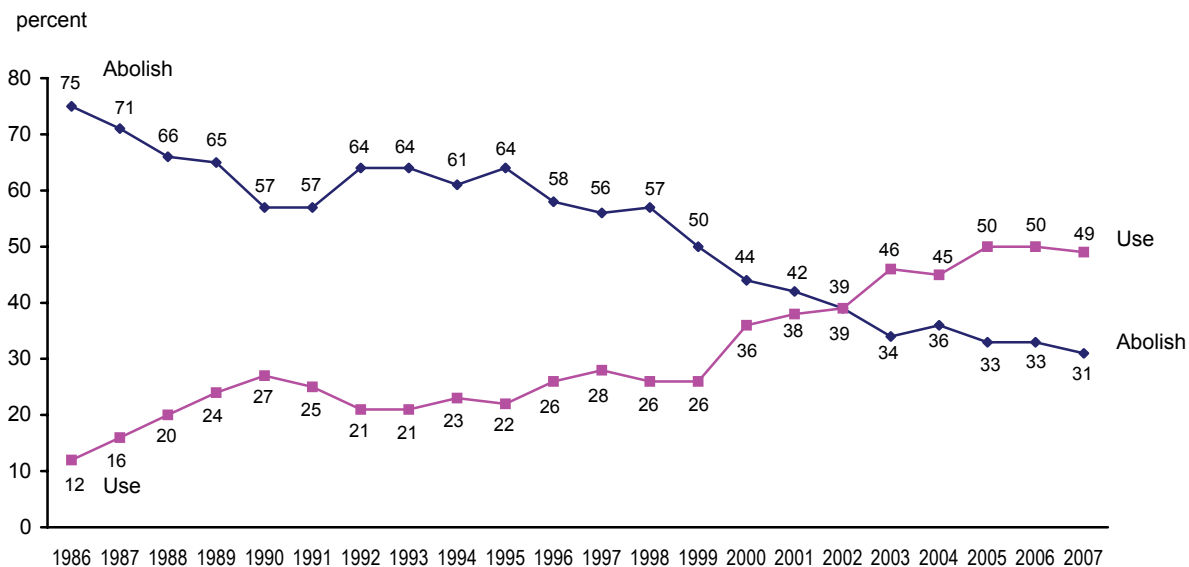
Question: "Which issue(s) or societal problem(s) do you think is/are the most important in Sweden today? Please provide a maximum of three issues/societal problems".

Comment: The percentages are based on all respondents.

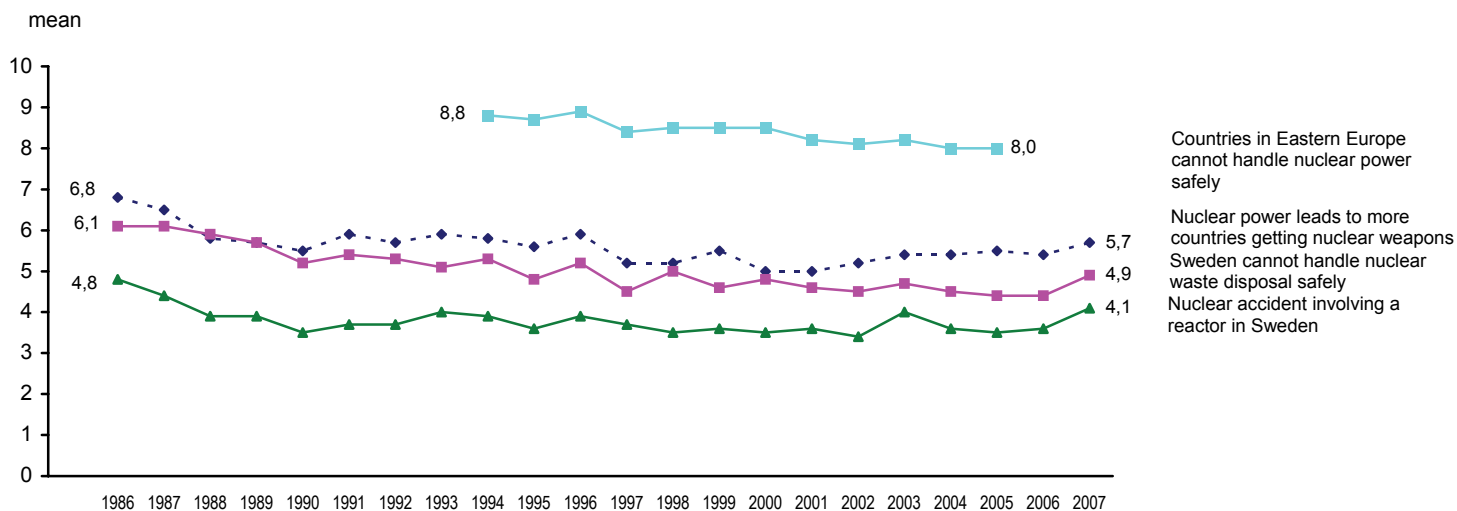
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Lennart Weibull, phone: +46 31 786 12 18, e-mail: lennart.weibull@img.gu.se.

Nuclear Power



Assessing Nuclear Power Risks

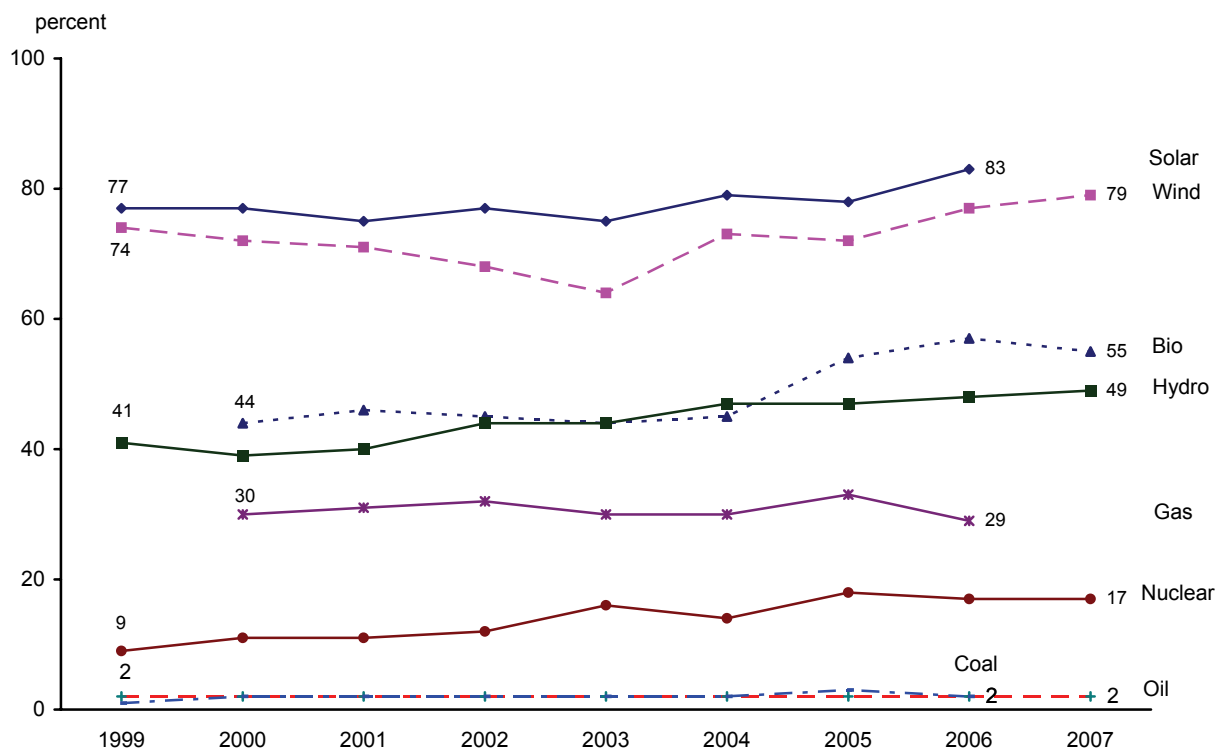


Question: "What is your opinion on the following risks that have been discussed in connection with nuclear power?"
Response alternatives were offered in the form of a scale ranging between 1 (very little risk) and 10 (very large risk).

Comment: The results are means ranging between 1 (low risk) and 10 (high risk).

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Percent Swedes Who Think Sweden - More than Today - Should Go In for the Below-Mentioned Energy Sources



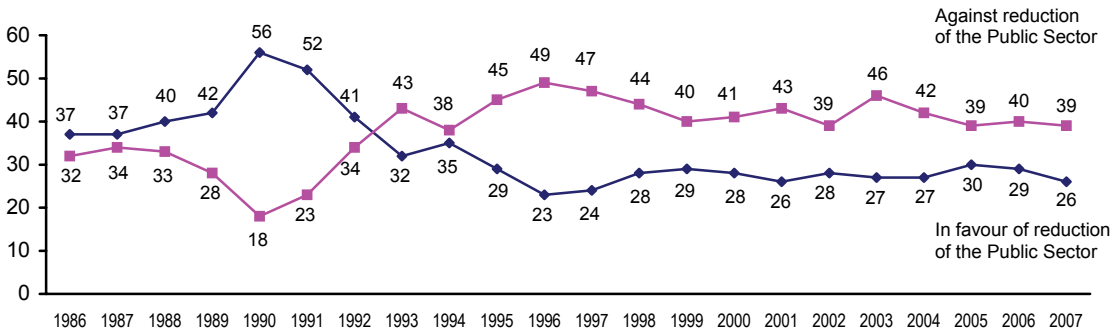
Question: "During the next 5 – 10 years, to what extent should Sweden go in for the following energy sources?" with response alternatives as follows: "more than today; about as today; less than today; abolish/give up the energy source completely; no opinion.

Comment: All respondents who answered the questions are included in the percentage base. The result for Wave Power was 52 percent in 2006 and 54 percent in 2007.

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Attitudes toward the Public Sector

percent

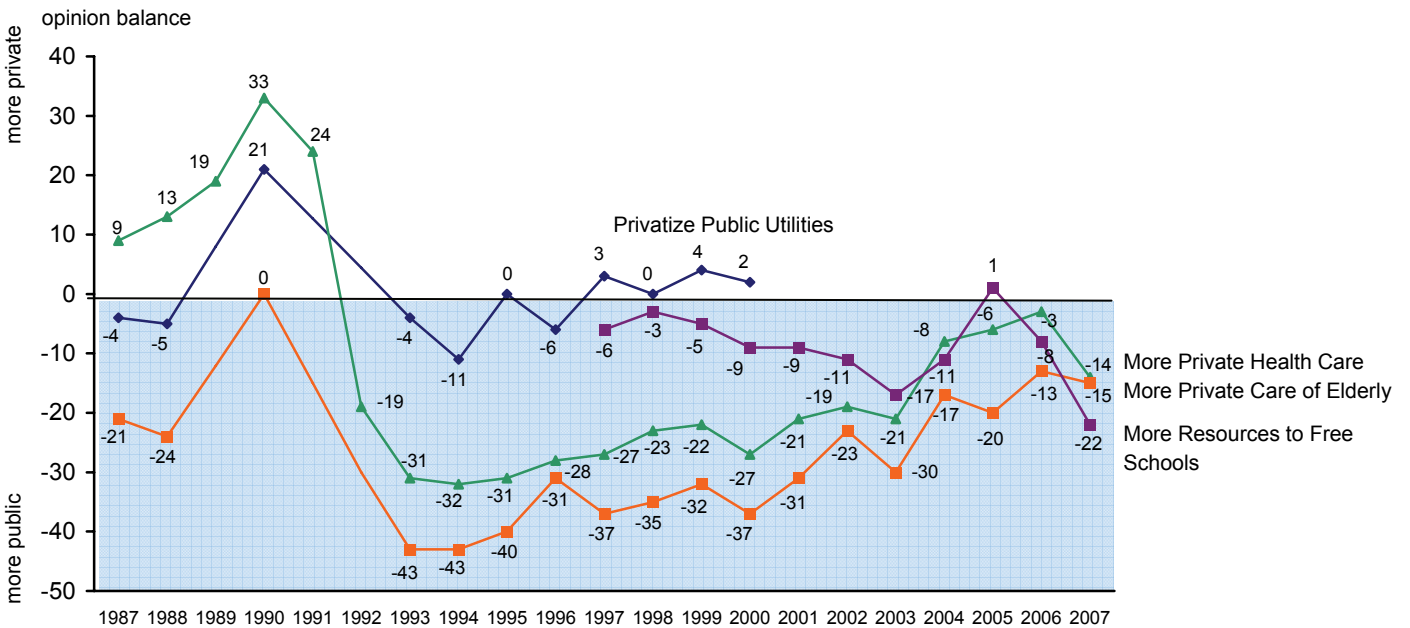


Question: "Reduce the size of the public sector". Response alternatives: "very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal".

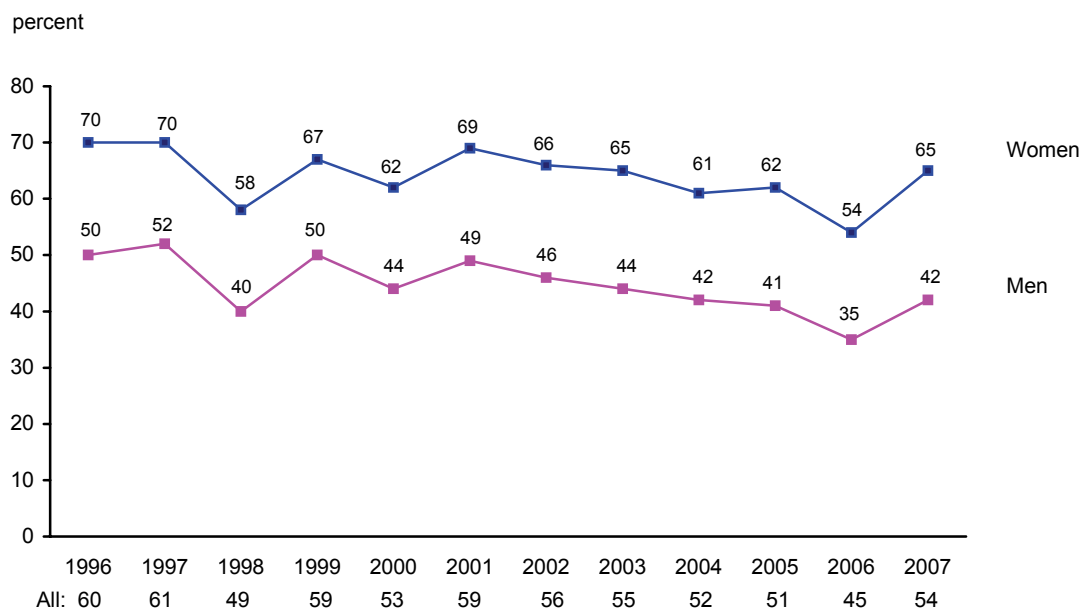
Comment: All respondents who answered any item in the battery of questions are included in the percent calculations.

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Attitudes toward Proposals for Privatization in Sweden



Yes to a Six Hour Work Day



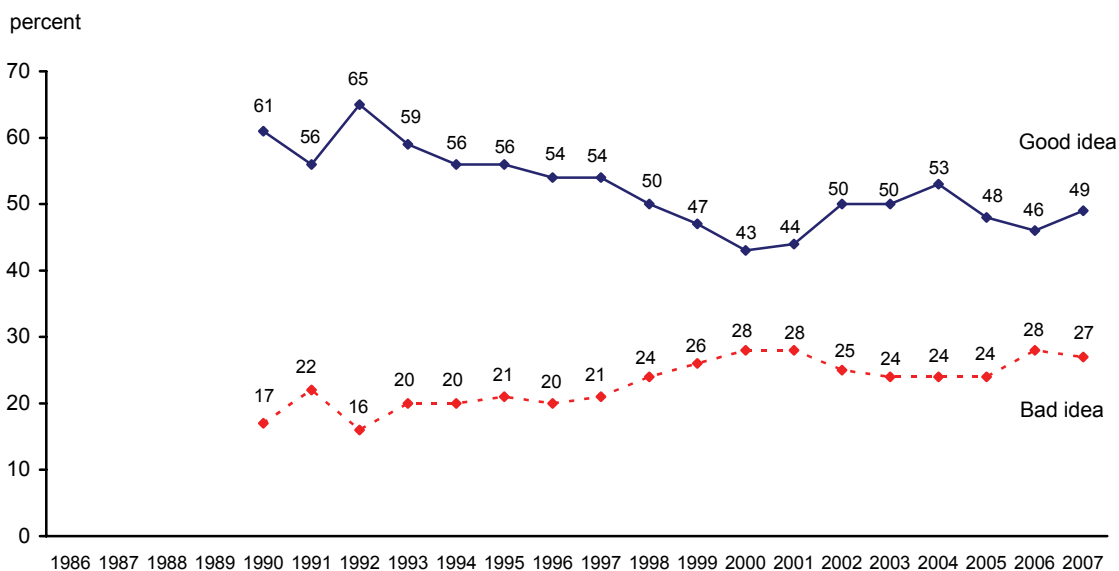
Question: "Introduce a six hour work day for all gainfully employed." Five response alternatives: "Very good idea; fairly good idea; neither good, nor bad idea; fairly bad idea; very bad idea".

Comment: The results show percent respondents answering "very" or "fairly good", among women and men.

The percentages are based on the number of respondents answering the question.

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Accepting Fewer Refugees



Question: "Accept fewer refugees into Sweden." Five response alternatives: "Very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal."

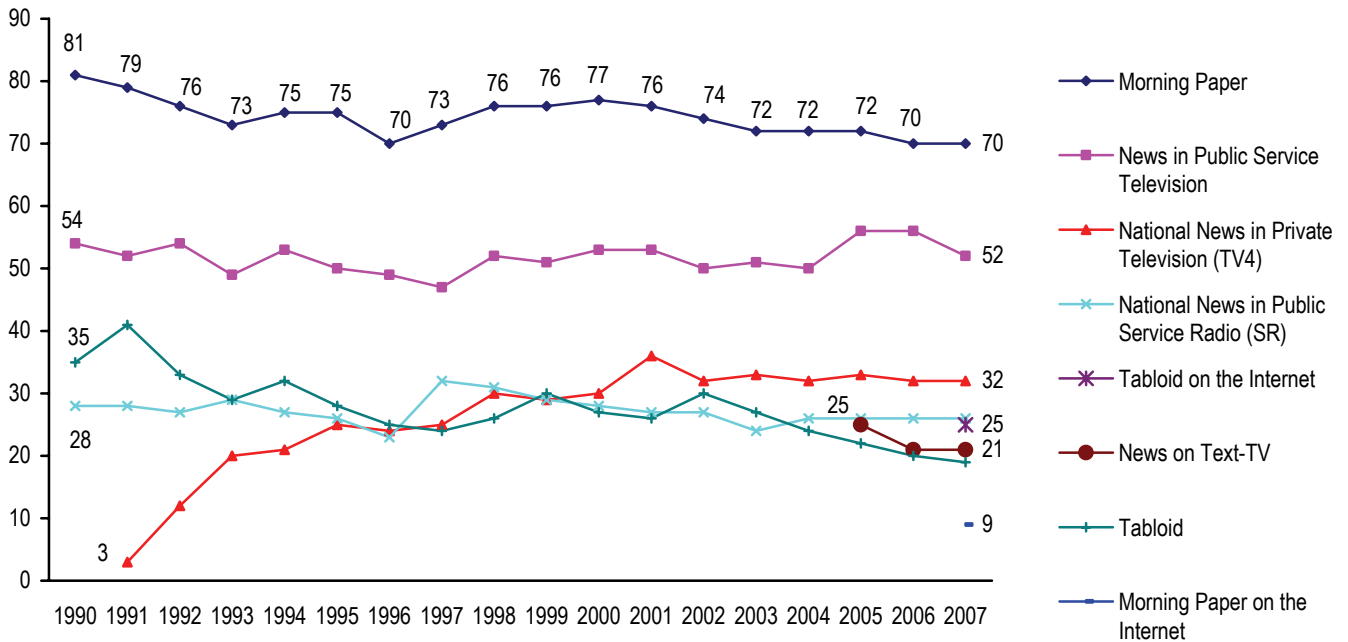
Comment: The results show percent answering "very good/bad" or "fairly good/bad" among respondents who answered the question.

Principal investigator: Marie Demker, phone: +46 31 786 12 42, e-mail: marie.demker@pol.gu.se.

Media Trends

Exposure to News

percent



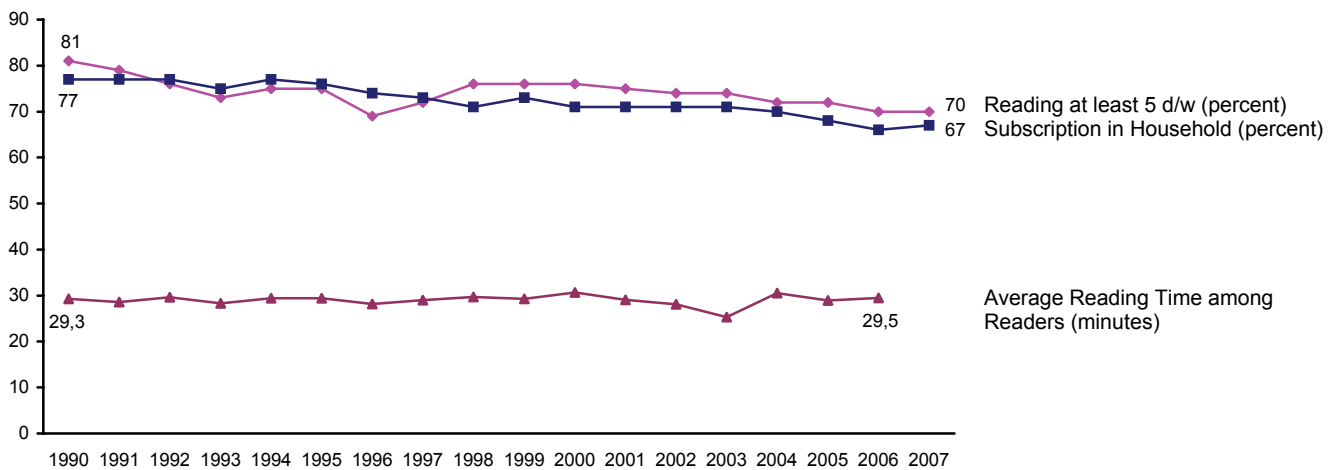
Question: "How often do you usually watch or listen to the following programmes on radio or television? If you read a morning paper regularly – about how many times a week do you usually read? How often have you visited news sites on the Internet?"

Comment: The results show percent of all respondents reading a morning paper at least five days a week, watching the specified TV news show at least five days a week, and using news sites at least three times a week.

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Morning Papers: Readership and Subscription

percent/minutes



Questions (1): "Do you read or look into 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" (2) "Do you or anybody else in your household subscribe to a newspaper?"

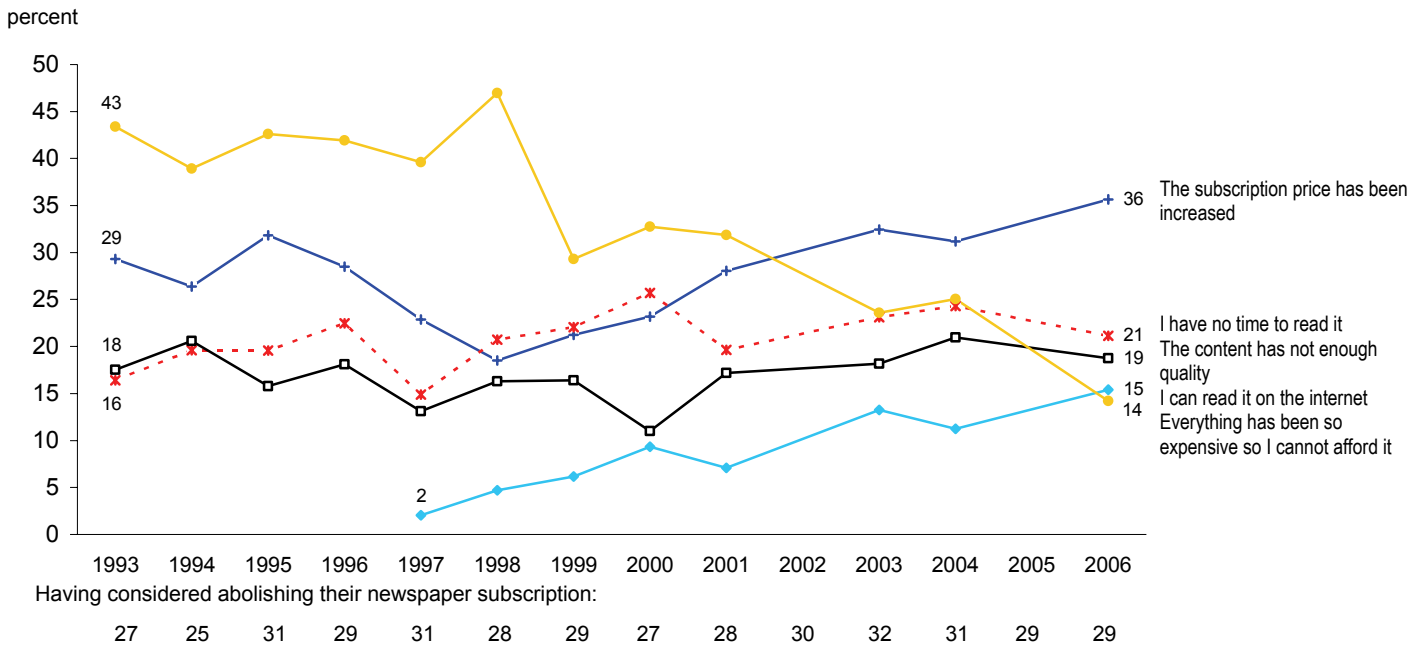
(3) "How long time do you normally spend with your local morning paper on an average weekday?"

Comment: The results show percent of all respondents reading at least one morning paper at least five days a week (except reading on the internet).

Average reading time among readers at least once a week.

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Reasons to Consider Abolishing a Newspaper Subscription (percent)

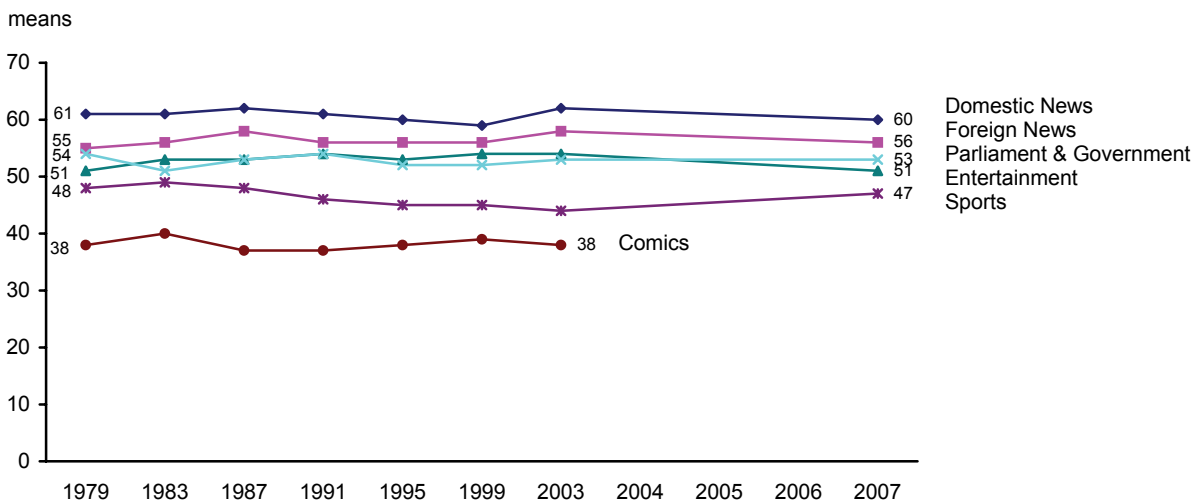


Question: "Have you considered abolishing your newspaper subscription/s that you have, or has it been discussed in your family during the last half year? If yes, for what reason have you considered abolishing your subscription? For the first part of the question the response alternatives were No; Yes, very occasionally; Yes, several times; Undecided, don't know; Do not subscribe to any newspaper. In the second part fixed response alternative were given, of which six are mentioned in the figure. The question is asked every second year from 2004.

Comment: The figure shows the percentage among those who have considered abolishing a newspaper subscription. The percent having considered abolishing their newspaper subscription is shown for each year below the figure. It shows the percentage of those having a newspaper subscription.

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Important and Unimportant Contents in Local Newspapers

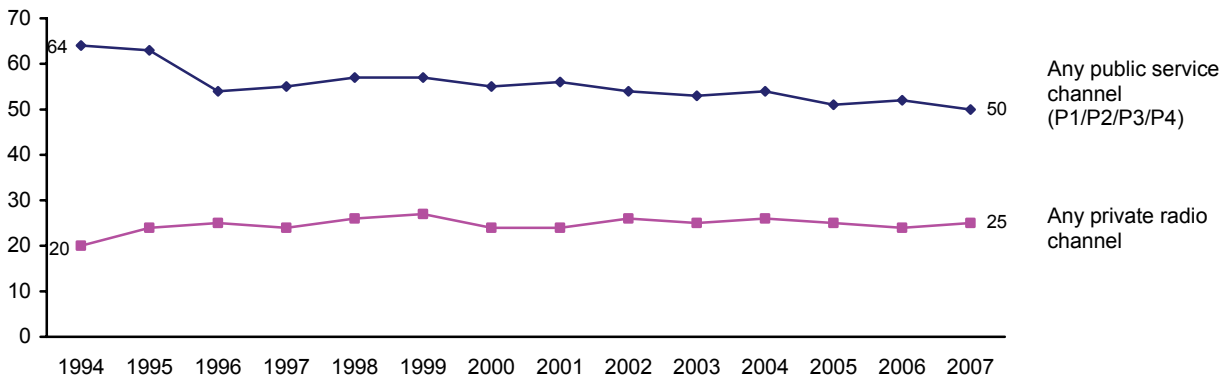


Question: "How important do you personally consider the following local newspaper contents to be?" Seven response alternatives ranging from unimportant to very important. The question is asked every fourth year.

Comment: The results are means running from 10 (very unimportant) to 70 (very important). The data for the years 1979 and 1983 are taken from previous non-SOM studies, based on mail questionnaires. The study is carried out every fourth year.

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Listening to Public Service Radio vs. Private Radio

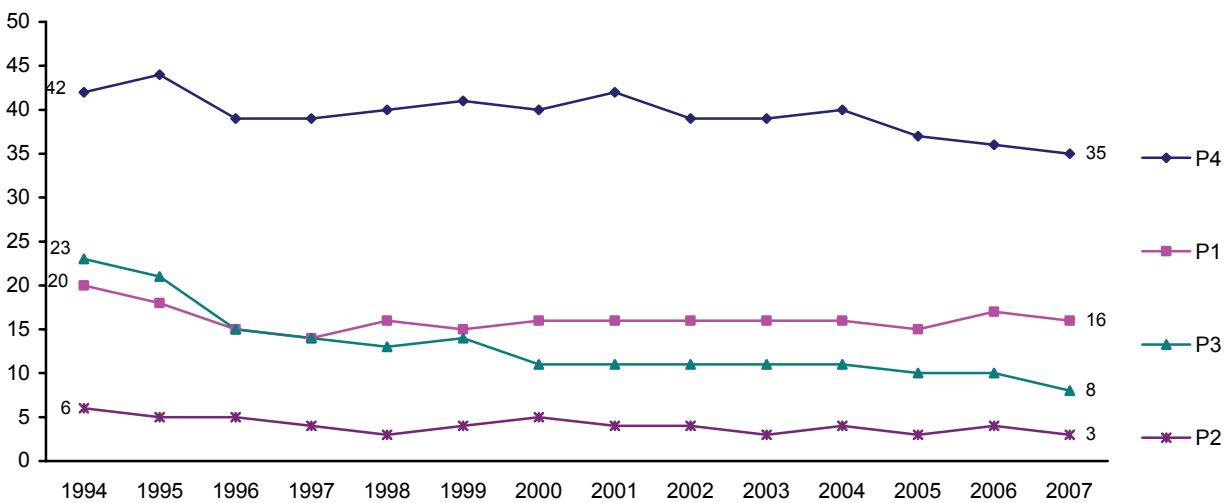


Question: "How often do you listen to the following radio channels?" Six response alternatives: "daily; 5–6 days a week; 3–4 days a week; 1–2 days a week; more seldom; never".

Comment: The results show per cent of all respondents listening at least five days a week to any public service channel and any private radio channel respectively.

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Listening to Public Service Radio Channels



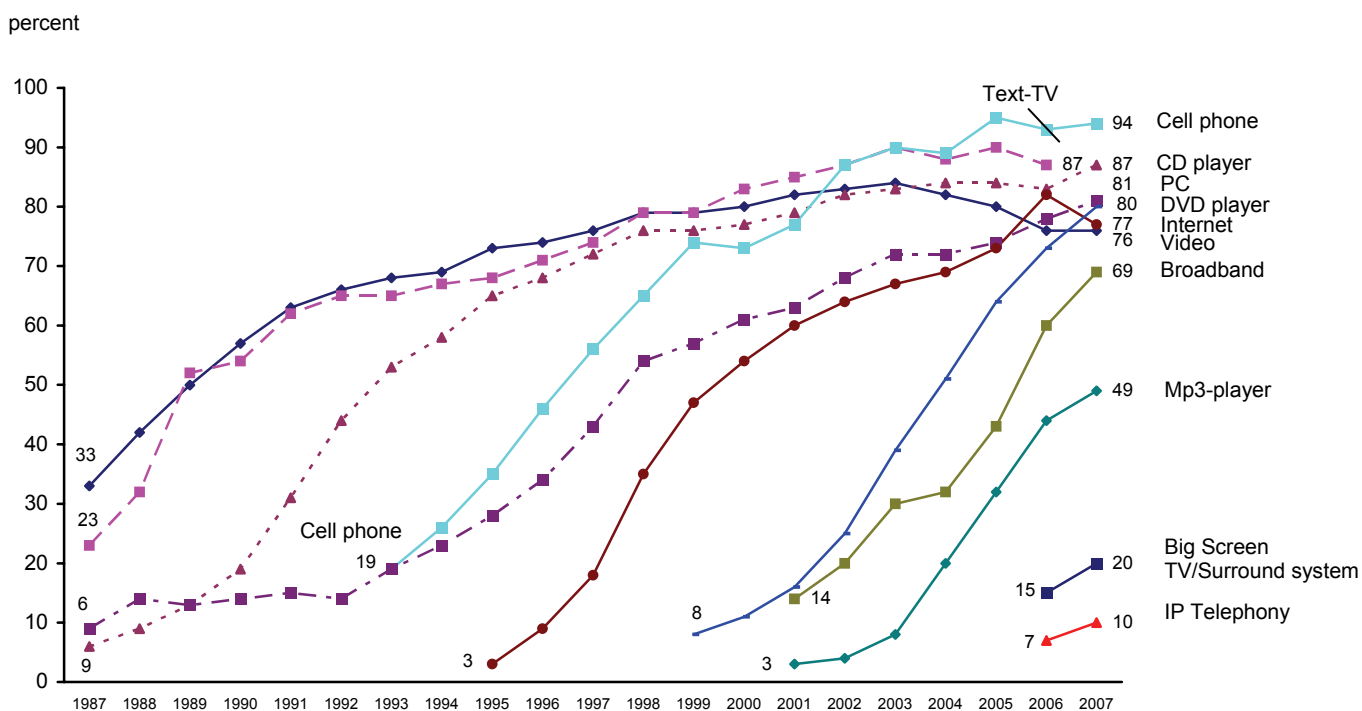
Question: "How often do you listen to the following radio channels?" Six response alternatives: "daily; 5–6 days a week; 3–4 days a week; 1–2 days a week; more seldom; never".

Comment: The results show per cent of all respondents listening at least five days a week.

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Principal investigator: Jan Strid, phone: +46 31 786 11 95, e-mail: jan.strid@jmg.gu.se and Lennart Weibull, phone: +46 31 773 12 18, e-mail: lennart.weibull@jmg.gu.se

Access to New Media Technology

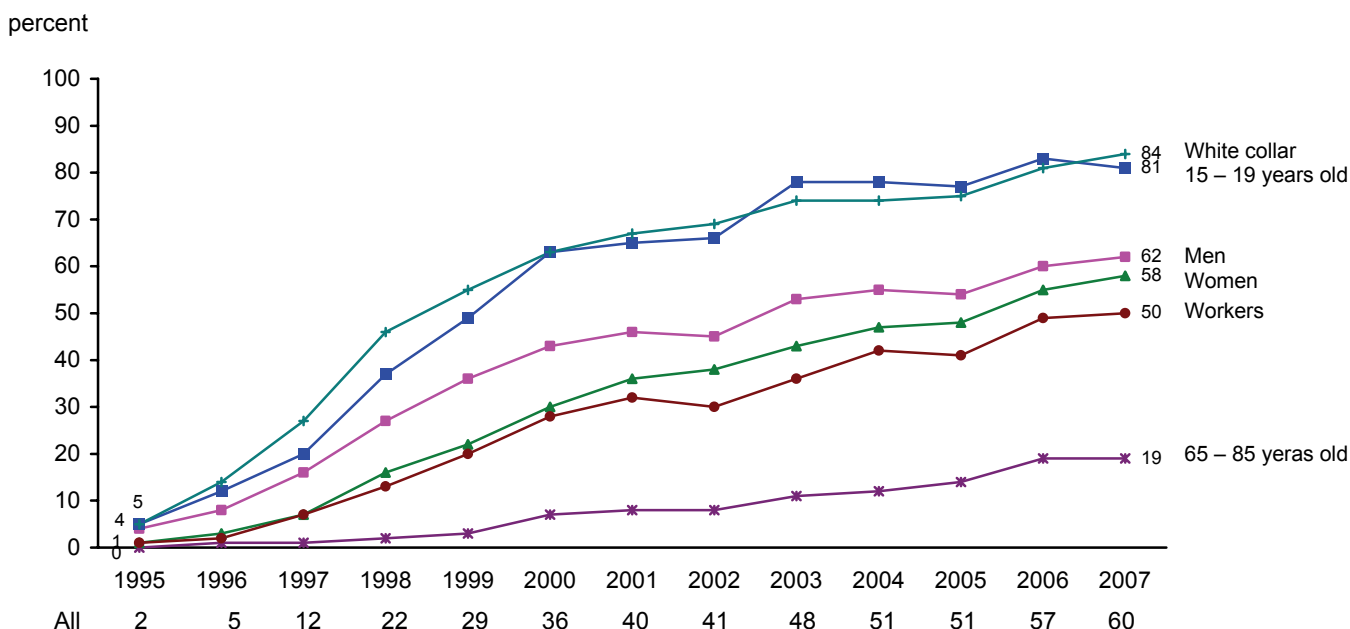


Question: "Among the following, what kinds of equipment do you have access to in your household?"

Comment: The results show the percent among all respondents indicating access to the specified equipment in their household. Minor changes in the age composition of the sample over the years affect the level of penetration of media like video, CD-players and PC/internet with at few percentage points.

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Internet Usage

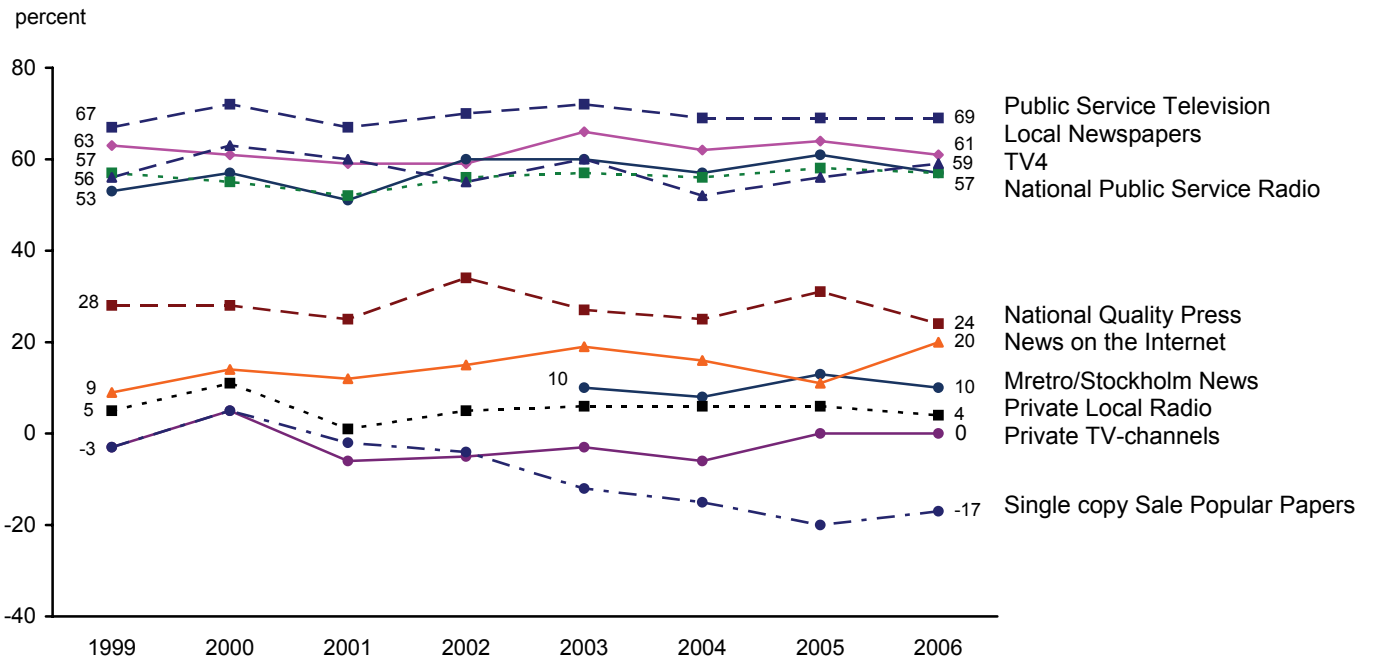


Question: "During the last twelve months how often have you used the Internet?" Seven response alternatives: "never; about once/twelve months; about once/six months; about once/every month; about once/every week; several times a week".

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

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Trust In Media Content

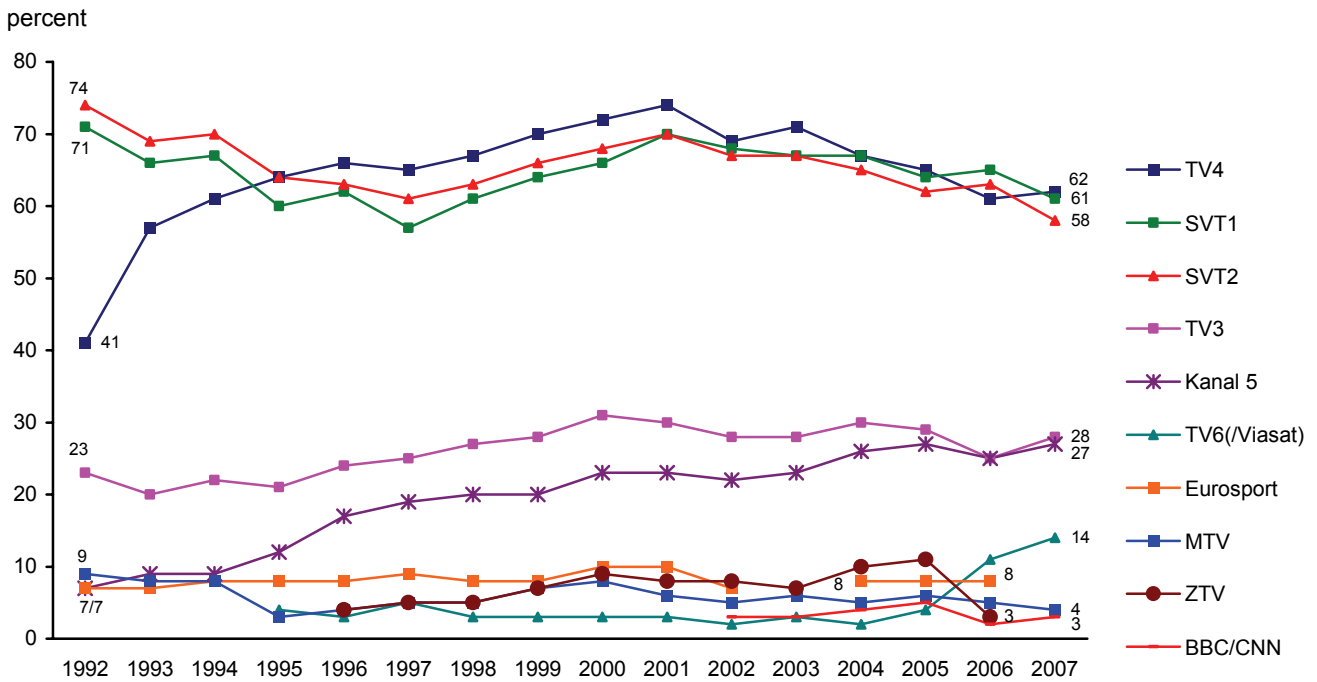


Question: "How much confidence do you have in content of the following media?"

Comment: All respondents are included in the percentage with the exception of respondents not having answered the complete question.

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Watching Various TV Channels

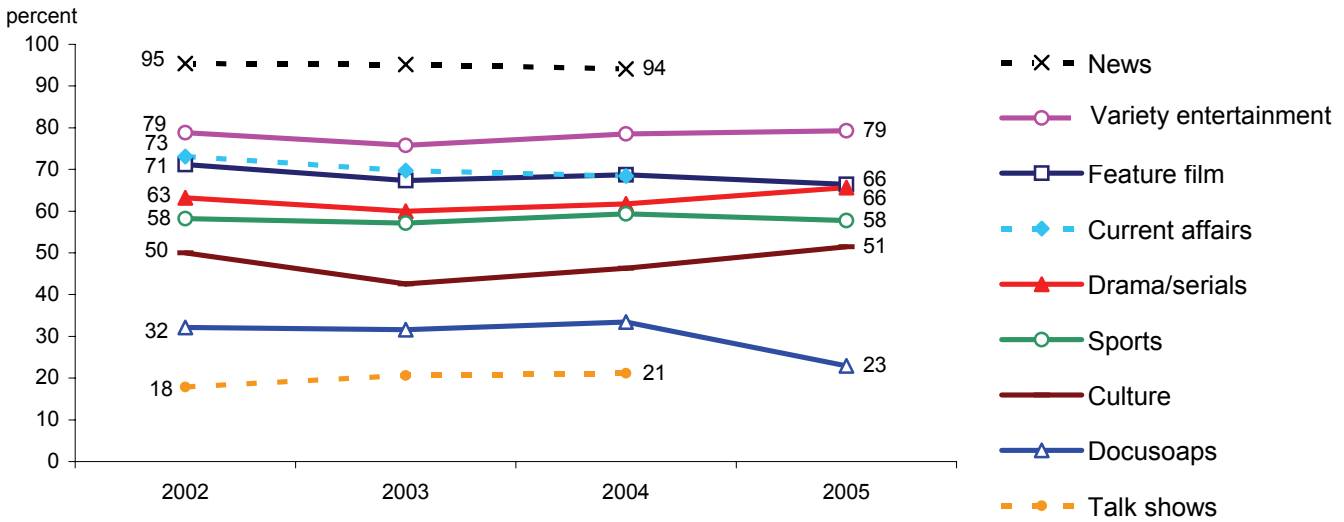


Question: "How often do you normally watch programmes in the the following TV channeles?"

Comment: The results show per cent watching the channel at least 5 days a week. Percentages are based on respondents answering at least one question item.

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Watching Various TV Programmes

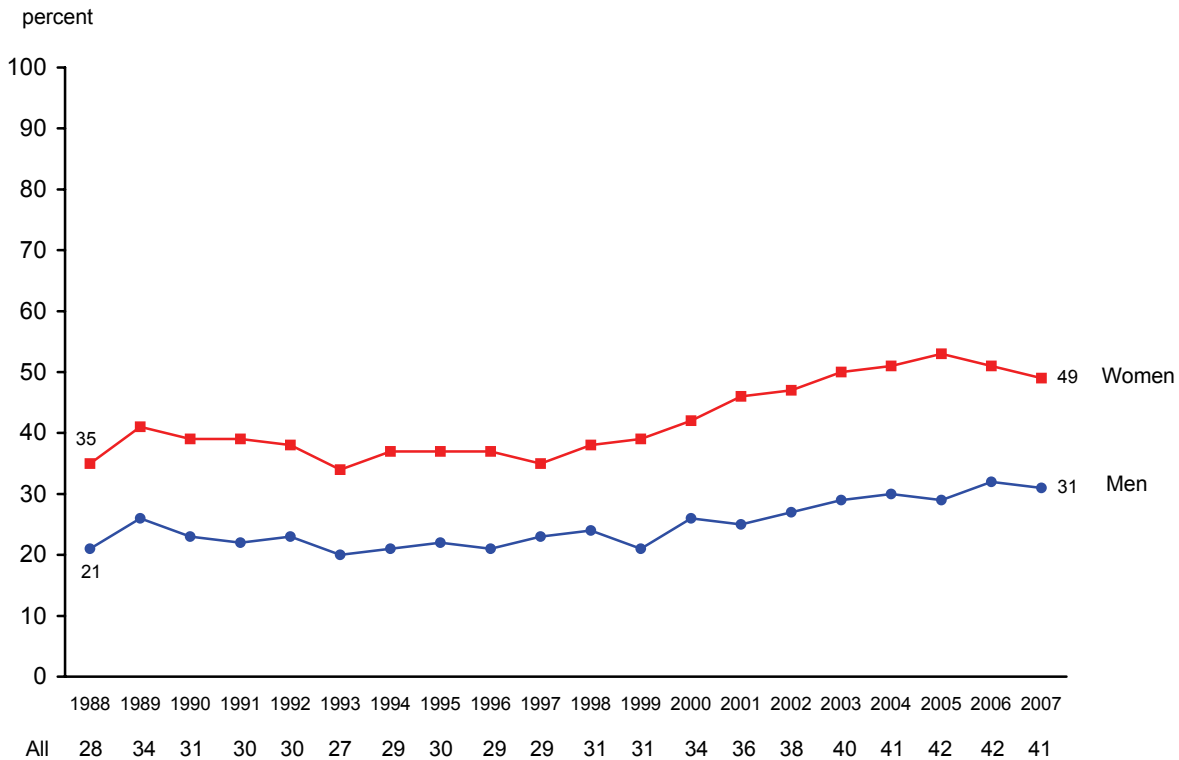


Question: "How often do you normally watch the following types of TV programmes?"

Comment: The results show per cent watching the programme category at least on a weekly basis. Percentages are based on respondents answering at least one question item. Categories shown in broken lines were not measured 2005. Neither were News and Talk shows.

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Read a Book



Question: "How often have you engaged in the following activities during the past twelve months?" Response alternatives: "never; about once a year; about once every six months; about once every three months; about once a month; about once a week; several times a week".

Comment: The result show percent reading a book on at least a weekly basis among respondents who answered at least parts of a multi-item question on leisure activities .

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Most Read Content in Local Morning Papers

	1986	1995	1996	2000	2002	2003	2004	2006	2007
Local news	85	89	88	84	88	85	88	87	85
Radio/TV	58	67	69	53	59	58	60	60	60
Foreign news	57	67	67	57	55	56	59	58	60
Family news		54	62	52	58	53	57	56	56
Letters to the editor		52	59	47	52	48	53	48	50
Sports	43	43	43	40	41	41	43	43	45
Culture	24	32	37	31	42	29	34	35	37
No of respondents	1 451	1 542	1 493	1 573	1 524	1 544	1 412	1 299	1 395

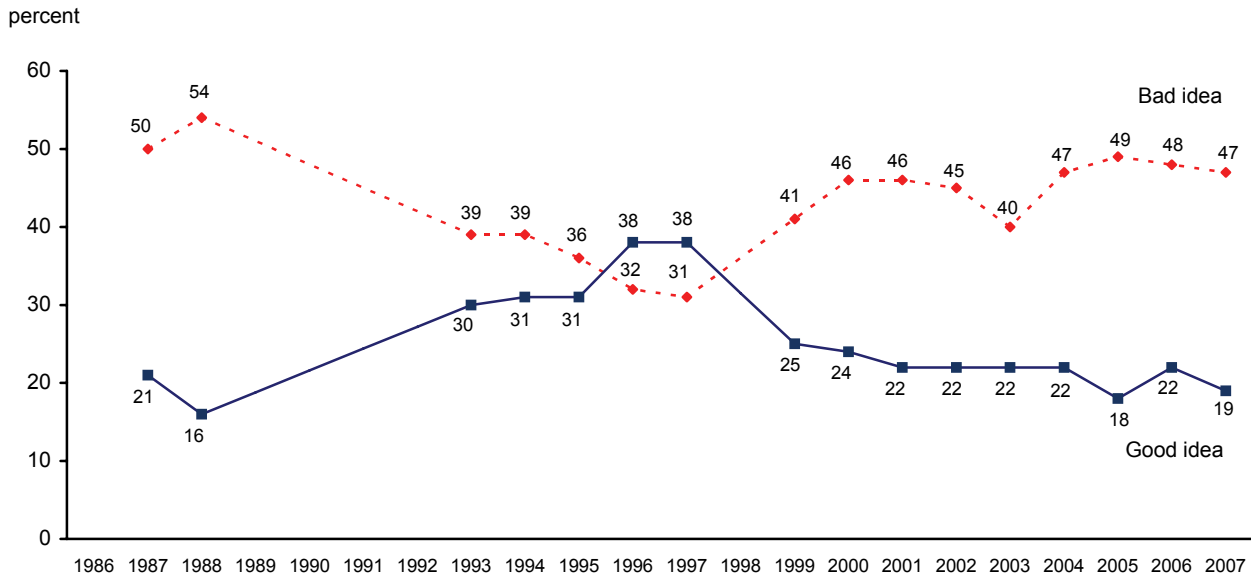
Question: "How much of the following content types do you usually read in the local morningpaper?" "Everything/almost everything"; "fairly much"; "not very much"; "nothing/hardly anything"; "don't know".

Comment: The results show percent respondents answering "everything/almost everything" or "fairly much". The results refer to the population reading a local newspaper at least once a week. Percentages are based on respondents who answered at least one question item. The question is asked every second year from 2004.

Principal investigator: Lennart Weibull, phone: + 46 31 786 12 18, e-mail: lennart.weibull@jmg.gu.se.

*Sweden and
the World*

Less Foreign Aid?

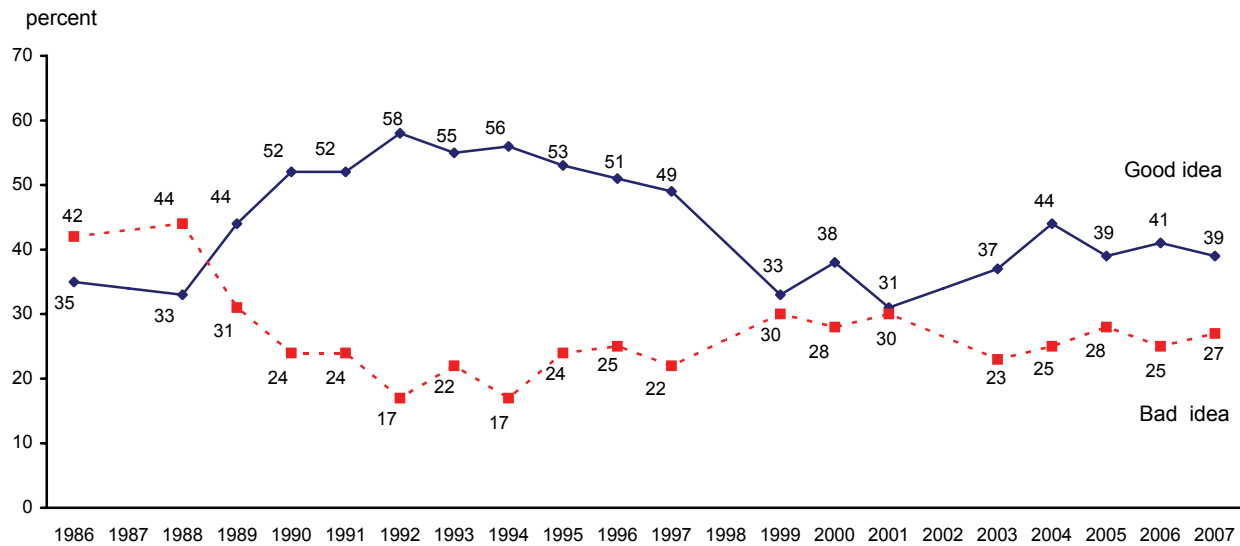


Question: "Reduce foreign aid". Five response alternatives: "very good proposal; fairly good proposal; neither good nor bad proposal; fairly bad proposal; very bad proposal."

Comment: The results show percent answering "very/fairly good" or "very/fairly bad" among respondents who answered the question.

Principal investigator: Ann-Marie Ekengren, phone: +46 31 786 51 97, e-mail: ann-marie.ekengren@pol.gu.se.

Reduce Defence Spending

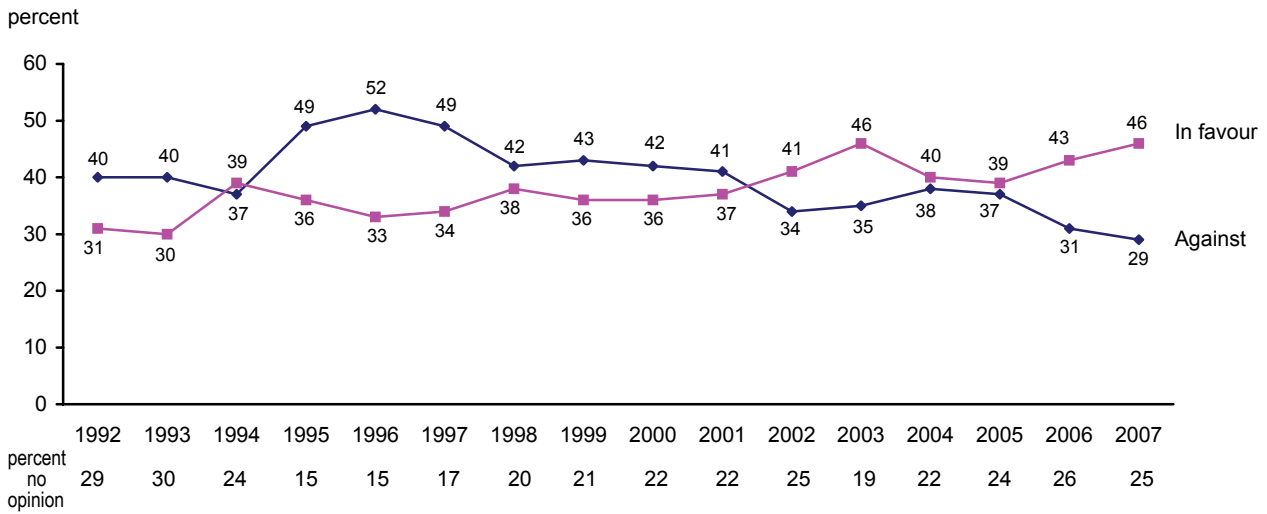


Question: "Reduce defence spending. Five response alternatives: "very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal."

Comment: The results show percent answering "very good" or "fairly good" proposal. Only respondents answering the question are included in the percentage base.

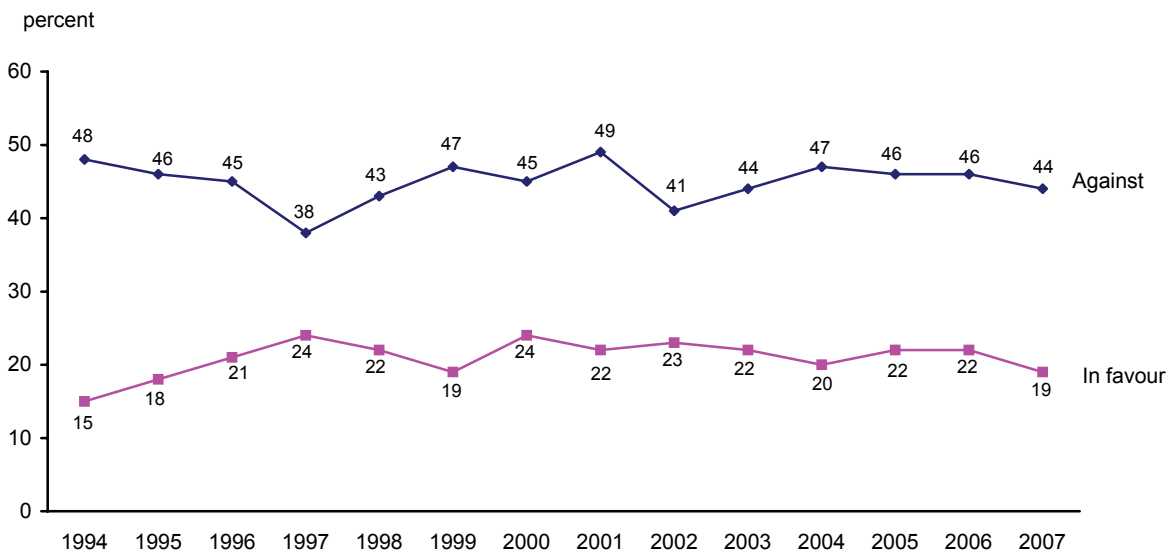
Principal investigator: Henrik Oscarsson, Phone: + 46 31 786 46 66, e-mail: henrik.oscarsson@pol.gu.se.

Swedish Membership in the European Union



Question: "What is your opinion of the Swedish membership in the European Union?" Three response alternatives: "on the whole in favour; on the whole against; no definite opinion."
Comment: All respondents answering the question are included in the percentage base.
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Swedish Membership in NATO



Question: "Sweden should apply for membership in NATO". Five response alternatives: "very good proposal; fairly good proposal; neither good, nor bad proposal; fairly bad proposal; very bad proposal."
Comment: Only respondents answering the questions are included in the percent calculations.
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