

SWEDES' VIEW OF THE WORLD

A Descriptive Report from
the First Two BALTICOM Surveys

Lennart Weibull
University of Göteborg

Karl Erik Rosengren
University of Lund

Arbetsrapport nr 20

ISSN 1101-4679

SWEDES' VIEW OF THE WORLDA Descriptive Report from the First Two BALTICOM Surveys

Lennart Weibull
University of Göteborg

Karl Erik Rosengren
University of Lund

I. THE BALTICOM RESEARCH PROGRAM

The main focus of the BALTICOM Research Program is the analysis of the development of basic values, and international orientations among various populations within the Baltic Area, both of the Eastern and the Western countries. The obvious background has been the changes in the so called Eastern Block in the late 1980s, which were said to be accompanied by a swing in the Swedish geo-political orientation. For example, there were signs of an increasing interest in Eastern and Central Europe. At the same time an increasing Western orientation in the Baltic states was noticed.

Given these tendencies, the central question of the program is twofold. On one hand we want to ascertain whether there really is a genuine re-orientation (cf. Kjellén, 1914-15 as quoted in Falkemark, 1991:35) on both sides of the Baltic, or whether changes observed so far just reflect a short term swing of opinion. On the other hand, we are interested in comparisons between Sweden and the Baltic states in terms of the long term tendencies per se. Are there any similar patterns in the development of values, interests, orientations and life styles? And what roles do different kinds of communication media play in this process?

Thus, the basic idea behind the program is related first, to the **basic values** (cf. Rokeach, 1973) and **international orientations** of individuals. The second aspect is what is usually called **lifestyle**: systems of values, attitudes and actions (cf. Lööv-Miegel, 1989; Rosengren, 1987). The third aspect concerns **media**

relations. Media are here seen as both cultural products as such and sources of information on other cultures (cf. Rosengren-Reimer, 1986; Rosengren, 1988).

The task of the BALTICOM program is to study these three types of phenomena in both Estonia and Sweden. This comparative perspective allows us not only to understand what is going on in terms of values, lifestyles etc, but also to understand the role of the political, economic and social environment (Lauristin-Vihalemm, 1990).

To answer these questions we have developed a parallel design to measure the values, lifestyles and media use as well as information on, interest in and attitudes to countries in the Baltic area. The study is based on extensive nationwide surveys carried out in Sweden and Estonia once a year for a period of at least three years, starting in 1991 (Rosengren-Weibull, 1990).

The program is a joint undertaking of the Department of Journalism at the University of Tartu, Estonia (professors Marju Lauristin and Peeter Vihalemm), and two Swedish research departments: The Department of Journalism and Mass Communication at the University of Göteborg (professor Lennart Weibull) and the Unit of Media and Communication Studies at the University of Lund (professor Karl Erik Rosengren). Formally the program started in the second part of 1991. However, much planning and administrative work was done already during the spring of 1991, and the first, partly preliminary, surveys were actually conducted already in late 1990, both in Estonia and Sweden, making it possible to establish a baseline for the studies to come.

The aim of this report is to present the main results of the Swedish BALTICOM surveys in 1990 and 1991, focusing on the Swedes' view of the world, i. e. a dependent variable in the design laid out for the programme. Later on, the Swedish and the Estonian data will be analysed from a comparative perspective, and the full model will be applied.

II. THE BALTICOM SURVEYS

The Swedish BALTICOM surveys are administered by the Department of Journalism and Mass Communication at the University of Göteborg. The surveys are included as part of a large national survey, called the SOM (Society-Opinion-Media), conducted once a year in collaboration between the Departments of Journalism and Mass Communication, Political Science and Public Administration since 1986. The SOM survey is based on a mail questionnaire, containing questions on media use, political and social attitudes and the like, financed by individual research projects at the three departments (cf. Holmberg-Weibull, 1987, 1992; Weibull-Holmberg, 1991).

A SOM questionnaire usually consists of about 60 questions. Most of them are standardized and pre-coded. The number of pages in a

SOM survey is between 20 and 22. In the 1990 SOM there were two main BALTICOM questions (one concerning the interest in foreign countries and one concerning values according to the Rokeach scale), covering about two pages. In 1991, three questions were added to these, covering mostly visits and attitudes to foreign countries.

The SOM survey is based on a national random sample of 2,500 Swedish citizens in the age interval 15-75. The field work is carried out between late October and end of December. For the 1990 and 1991 surveys the response rate has been 66 and 67 per cent, respectively :

<u>Response Rates</u>		
	<u>1990</u>	<u>1991</u>
Gross Sample	2500	2500
Excluded from the sample (e .g. gravely indisposed or deceased, permanently abroad or non-Swedish speaking)	87	137
Net sample	2413	2363
Answers approved	1582	1573
Response rate	65,6	66,6

The response rate is regarded as very good. Controls have shown that there seems to be no severe bias in terms of representation, e. g., according to sex, age or geographical areas.

The quality of the answers to the two (five) BALTICOM questions is good.

In the following pages the main results from the 1990 and 1991 BALTICOM questions are presented in 20 tables. These tables are commented under three general headings: the interest in information of what is going on abroad, visits abroad and the interest in foreign countries. The comments do not build on an in-depth analysis. They offer an overview of the results, intended to serve as a basis for further work.

III. INFORMATION ON EVENTS ABROAD

Both in 1990 and the 1991 there was a question concerning the interest in what is going on abroad. The question was formulated in terms of the importance of being informed on events in a

selected number of countries. In all, 13 countries were singled out, representing the Nordic area, other parts of Europe as well as other continents. Also, three Swedish regions were included in the questions. The results from both 1990 and 1991 are presented in Table 1.

General importance

The countries perceived as most important in terms of information are The Soviet Union/Russia, the US, The Middle East+Israel and Germany. This holds for both years. The interest in the neighbouring, Nordic, countries is significantly lower.

There is a small, almost unanimous decrease in the perceived importance of foreign countries between 1990 and 1991 (Table 2). This is especially true for areas which in 1990 were in the focus of the international interest - Germany and the Middle East+Israel. At the same time, there is a slight increase in interest in the new Baltic states. The decreasing importance of events going on abroad can be one factor behind the lesser interest, but another might be the increasing domestic problems in Sweden, e.g., the debates about the new government in the fall of 1991 and the general recession.

Obviously, interest in the countries selected may be determined also by a personal experience of the countries. Table 3 shows that there is a correlation between visits to the selected countries and the perceived importance of information on the events. On the other hand, the total effect is very limited. As will be observed later, the countries most visited by the Swedes, i. e., the neighbour countries in the Nordic area, do not rank particularly high. Some hints of further explanation might be found through a comparison between in Swedish and the Estonian surveys in 1991 (cf. EMOR, 1991). The percentage perceiving it as very important to be informed of a selected number of countries are given in the following table:

<u>Country</u>	<u>Estonian survey</u>	<u>Swedish survey</u>
Russia	32 (29)*	25
USA	17 (17)	24
Germany	10 (10)	17
United Kingdom	7 (7)	14
Denmark	4 (4)	10
Finland	10 (9)	9
Sweden	7 (7)	-
Estonia	-----	13
Lithuania	25 (27)	13

*) In parenthesis only Estonians

The table shows that the general importance of almost all selected countries is somewhat higher in Sweden than in Estonia. There is also a neighbourhood factor visible, especially in the case of Russia and Lithuania. It is also interesting to note that Swedes regard Estonia as more important than Estonians do Sweden. The latter observation supports the idea that political events play a decisive role when the importance of a country is considered.

Importance in different groups

In order better to understand the factors affecting the perceived importance of an individual country it is important to look more closely at the variations between the respondents. In Tables 4-6 the perceived importance of being informed on events in the 13 selected countries is studied for different groups according to age, education, interest in politics, party sympathy, gender and place of living. The main tendencies for both 1990 and 1991 are summarized in Table 7.

The most important single factor to predict the perceived importance of information on foreign countries is, not surprisingly, people's stated interest in politics (see bottom line of Table 7). This holds for both 1990 and 1991. A very reasonable explanation is that the wording of the questions, although not directly formulated in that way, connotes "political events". But also high education is related to an increased interest in foreign countries. This probably has to do with both the political interest and the fact that the position, e. g., the job, of this group makes them more dependent of what is going on abroad. This difference reflects Robert Merton's well known distinction between "locals" and "cosmopolitans" (Merton, 1949). Also a life style factor may be observed (Kanold-Ögren, 1992).

It is rather difficult to find any consistent pattern between the rating among persons very much and very little interested in politics. However, the biggest differences are found for countries in which political events are mostly in focus in the news reporting.

IV. VISITS ABROAD

In Table 8 the proportion of Swedes having visited any country among the selected 13 ones is shown. The table is based on a follow-up question to the importance ratings. This question was included only in the 1991 SOM Survey. The main result is that more than 90 per cent have visited at least one of the countries (second bottom line in the table). The most visited countries are Denmark, Norway, Germany and Finland, all of them which have been

visited at least once by almost 60 per cent of the Swedes, or even more.

Even though some figures are very low, e. g., those for Lithuania, India and Japan, it might be debated if there is an exaggeration. The same might hold for the US; have really every fifth Swede been to the US? There is a need to complement these results with data from other sources for the sake of validation. On the other hand, as can be seen in Table 9, there is a very reasonable "distance factor". Almost all respondents in the southern Swedish town of Malmö have been to Denmark, but relatively few to Finland. As expected, visits to Finland are much more common among persons in Stockholm than in the south of Sweden, where, for example visits to Germany are more frequent.

When looking at background variables, the pattern seems to be what could be expected (Tables 8, and 10). The summary in Table 11 shows that education and stated interest in politics are the best predictors of foreign visits. It is somewhat surprising that these factors seem to mean less for visits to the Baltic states to India, and to Japan. The percentage having visited these countries among persons with high education is more than twice as high as among those with low education. On the other hand, it must be added that the differences in these respects are also technically determined, because of the very small percentages.

The pattern of foreign visits is shown in the three following tables. First it is shown that about three fourths of the Swedes have visited at least three of the 13 selected countries, one third having visited five or more (Table 12). Education is a strong predictor of the number of foreign countries visited; almost 60 per cent of the persons with high education have been to five or more of the selected countries. It is also obvious that the fewer the visits abroad, the more probable that these visits have been to the neighbouring countries (Table 13). On the aggregate level there almost seems to be some sort of "exploration factor"; for each new visit abroad, you are going further and further away. The only two countries not following this pattern is the Soviet Union (much too little visited considering the distance) and the US, which is a more visited than expected. It seems reasonable to explain these deviances from the "distance pattern" by a cultural factor.

Finally, in Table 14 some more detailed analyses of visiting patterns are presented. These results support the general conclusions.

V. PERCEPTIONS OF FOREIGN COUNTRIES

So far, we have presented data on interests in, and actual visits to, a selected number of countries. Since the investigators have made the selection, the results tell us little about the general orientation of the Swedes, however. For the purpose of studying the general orientation pattern we have asked the respondents two

question:

- * whether they have considered moving abroad - and, if so, to which country they would like to go?
- * if they were forced to leave Sweden, which country should they choose to live in?

The first of those two question concerns the attraction of foreign countries in terms of their pull capacity. Thus, they represent an ideal country. The second question more concerns the acceptance of the individual countries.

Thoughts of leaving Sweden

One fourth of the Swedes between 15 and 75 have thought at least once of leaving Sweden, three fourths have not (Table 15). There are striking differences between the age groups. Among the youth about 50 per cent state that they have entertained such thoughts, a figure to be compared with one tenth among persons aged 60 or more. Also education, although a factor correlated with age, is a good predictor of thoughts of moving, whereas stated interest in politics means almost nothing.

The two most attractive countries are, somewhat surprisingly, the US and Australia. Together they cover almost half of the persons having entertained thoughts of moving abroad. The other half is a mixture of European countries; Spain, the UK and Germany being the most popular.

Also in this case we find interesting differences according to age. Among persons below 20 years of age, the US has a very strong position, whereas Europe (with the exception of the UK) has little attraction. Thus, the Anglo-Saxon factor is very strong. This factor shows significant strength also totally; if we add the UK, the US, Canada, Australia and New Zealand they represent together almost 55 per cent of the attraction, among the youth more than 75 per cent, among persons of more than 60 years of age only one third. Among elderly people Europe - mostly the Mediterranean area - is relatively stronger, but here, too, the US keeps a strong position (Table 15). The result reflects the Anglo-saxon character of the Swedish youth culture (cf. Reimer, 1987).

Turning to other background variables, we find no significant "Anglo-Saxon factor", although this would be expected for the education factor (Table 16). However, this factor might be hidden, because of the fact that there is a correlation between age and education. Making a small test, just comparing the medium and the high education groups, where the influence of age is less, we find that the medium group is more Anglo-Saxon in orientation than the high one. In the latter group Europe, especially France and Germany, are clearly overrepresented. There

might be different, although connected reasons behind these educational differences, e.g., cultural preferences and language competence. The conclusion confirms earlier studies (cf. Werner, 1980; Feilitzen, 1980; Högred, 1983; Rosengren-Windahl, 1989).

If forced to move - where to?

The wording of the question of a forced move gave no alternative; all respondents had to give a country of preference, if forced to leave Sweden. In spite of that, however, about 15 per cent did not state any country. This may mean that they missed the question, but it is more probable that they did not want to answer the question. It is also typical that this was much more frequent among elderly people, i. e., the group not having thought of moving abroad (cf. above).

If we look at the pattern among those answering the question, we find a different pattern from what was shown in terms of voluntary moving (Table 18). The most significant difference is that more than one fourth would choose the neighbouring Nordic countries if forced to leave Sweden, in comparison with a little more than 5 per cent ever having thought of moving there. The result is a good illustration of the difference between acceptance and attraction.

This also means that Europe has a larger share of the preferred countries (almost 65 per cent; in comparison to 46).

However, there are also some similarities, the most striking being that the age factor has almost the same importance here. The younger the person, the more probable that she will choose a more distant country. Among the youth almost 60 per cent have an extra-European preference; among persons aged 60 or more, the percentage is 20). The Anglo-Saxon factor follows almost the same pattern. Also, women tend to choose a country closer to home than men do (Table 18). But at the same time, in all groups, even among the youth, the figures for Europe is higher here, in comparison to the question about most attractive countries.

Also education follows the same pattern as above (Table 19). Respondents with high education tend more often to choose a European country, France and the UK being the relatively most preferred countries. Another striking difference is that Norway is more preferred by elderly persons and persons with low education (to a certain extent the same group). It seems very reasonable to interpret this as a matter of language ability.

Summing up the age and the education factor in terms of the relation between the Nordic and the Anglo-Saxon area, we find that the pattern is very clear. The balance between the Nordic and the Anglo-Saxon factor is strongly correlated with age; among the youth the balance is +56 in favor of the Anglo-saxon countries, whereas among old people the balance is -14. In terms of education there is no distinct tendency.

Area	<u>Age</u>						<u>Education</u>		
	15-19	20-29	30-39	40-49	50-59	60-74	Low	Middle	High
The Nordic Countries	13	22	29	24	27	39	31	23	28
The Anglo-Saxon Countries	69	51	39	39	39	25	38	46	38
Difference	+56	+31	+10	+15	+12	-14	+7	+23	+10

Stated interest in politics is correlated to preferred countries, if forced to move (Table 20). To some extent there is a hidden age factor here, too: persons not very interested in politics (a large proportion of the youth) tend to prefer countries far away, whereas persons very interested in politics prefer European countries.

VI. CONCLUSION

In this report we have presented the two BALTICOM surveys conducted in 1990 and 1991 concerning the international orientation of Swedes. The questions about value orientations, included in the same surveys, have so far not been analysed. The comments have stressed the central areas of the two surveys, that is, the background and methodology, as well as the main results. In the latter, we have focused on a basic description, facilitating the analysis to come.

The next step in the program is to undertake a more detailed analysis, based on a comparison between the Swedish and the Estonian surveys. That is an important step in fulfilling the main purpose of the program - in longitudinal studies to investigate similarities and differences between Swedish and Estonian value structures and international orientations, as well as their relation to media use.

Further, in the material presented here we have made some general observations worth a more detailed study, both in terms of further analysis of the data and in empirical follow-ups. Among these, three seem to be especially interesting:

- * The striking differences in terms of perceived importance of being informed found between the neighbouring countries, both the Nordic and Baltic ones, (low figures) and the main

actors of the international system, i.e. the US and the Soviet Union/Russia (high figures). It will take further analyses to grasp the full implications of those tendencies and what role media may play in all this.

* The broad travel experiences of the Swedes. As has already been pointed out, we first need a validation. When this has been done, it will be interesting indeed to look at the perceptions of individual countries among, on one hand, Swedes with personal experience of the respective countries, and on the other, Swedes having most of their background information from media sources.

* The interplay between "distance", "cultural" and "competence" factors in preferences for other countries, both in terms of attraction and acceptance. It might be hypothesized that there are differences to be found in terms of age and education as well as in media use.

The SOM questionnaire contains a lot of data that will make such analysis possible.

REFERENCES

Carlsson, Ulla, Anshelm, Magnus (1991) MedieSverige 1991. Göteborg, Nordicom-Sverige

Emor (1991) Survey of Values in Estonia. Estonian Market and Opinion Research Centre, Tallinn

Falkemark, Gunnar (1991) Rudolf Kjellén - den svenska geopolitikens fader. I Alvstam, C G, Falkemark, G (red) Geopolitik. En antologi. Institutionens för freds- och utvecklingsforskning, Göteborgs universitet

Feilitzen, Cecilia von (1980) Massmedier och barns inställning till andra länder. Sveriges Radios publik- och programforskningsavdelning.

Gould, Peter (1975) Mental Maps of Information Surfaces of Sweden. Lund 1975

Holmberg, Sören, Weibull, Lennart (1987) Samhälle Opinion Massmedia 1986. Statsvetenskapliga institutionen och Avdelningen för masskommunikation, Göteborgs universitet

Holmberg, Sören, Weibull, Lennart (1992) Trendbrott? SOM-undersökningen 1991. Institutionen för journalistik och masskommunikation-Statsvetenskapliga institutionen-Förvaltningshögskolan, Göteborgs universitet

- Hägred, Per (1983) Barns bild av omvärlden. Sociologiska institutionen vid Lunds universitet
- Höijer, Birgitta, Nowak, Lilian (1990) I publikens intresse. Om radio och TV i människors liv. Stockholm, Rabén&Sjögren
- Kanold, Marika, Ögren, Ulrica (1992) Livsstilar, medievanor och intresse för omvärlden. En analys utifrån livsstilsbegreppet angående människors intresse att ta del av nyheter från olika länder. Specialarbete i Informationsteknik, Göteborgs universitet
- Kjellén, Rudolf (1914-15) Politiska essayer, Samling I-III. Stockholm, Hugo Gebers förlag
- Lauristin, Marju, Vihalemm, Peeter (1990) Way of Life and Mass Media Use in Present-Day Estonia. Department of Journalism, University of Tartu
- Lauristin, Marju, Vihalemm, Peeter (1990) Estonian Mass Media: Past, Present and Future. Department of Journalism, University of Tartu
- Lööv, Thomas, Miegel, Frèdrik (1989) The Notion of Lifestyle. Some Theoretical Considerations. Lund Research Papers in the Sociology of Communication, No 15
- Merton, Robert (1949) Patterns of Influence. A Study of Interpersonal Influence and Communication Behavior. In Lazarsfeld, Paul F, Stanton, Frank (Eds.) Communication Research 1948-49. New York
- Miegel, Fredrik (1990) Om värden och livsstilar. En teoretisk, metodologisk och empirisk översikt. Lund Research Papers in the Sociology of Communication, No 25
- Pajumaa, Indrek (1991) The Rokeach Values in Estonia. In EMOR Reports, Vol 1
- Reimer, Bo (1987) Populär och impopulär populärkultur. I Carlsson, U (red) Forskning om populärkultur. Göteborg, Nordicom-Sverige
- Rokeach, Milton (1973) The Nature of Human Values. New York, The Free Press.
- Rosengren, Karl Erik (1987) Livsstil och mediekultur. En projektbeskrivning. Sociologiska institutionen, Lunds universitet
- Rosengren, Karl Erik (1988) The Study of Media Culture: Ideas, Actions, and Artefacts. Lund Research Papers in the Sociology of Communication, No 10
- Rosengren, Karl Erik, Reimer, Bo (1986) The Cultivations of Values by Media. Lund Research Papers in the Sociology of Communication, No 6

Rosengren, Karl Erik, Weibull, Lennart (1990) A Research Proposal Concerning Changing Values in The Baltic Area. Projektansökan till Kungliga vetenskapsakademin

Rosengren, Karl Erik, Windahl, Sven (1989) Media Matter. TV Use in Childhood and Adolescence. Norwood, N.J., Ablex

Weibull, Lennart, Björkqvist, Karin (1989) Dagspressen och dess läsare. Stockholm, Almqvist&Wiksell International

Weibull, Lennart, Holmberg, Sören (1991) Åsikter om massmedier och samhälle. SOM-undersökningen 1991. Institutionen för journalistik och masskommunikation/Statsvetenskapliga institutionen, Göteborgs universitet.

Weibull, Lennart, Rosengren, Karl Erik (1992) Svenskarna och omvärlden. i Holmberg, S, Weibull, L (red) Trendbrott? SOM-undersökningen 1991. Institutionen för journalistik och masskommunikation-Statsvetenskapliga institutionen-Förvaltningshögskolan, Göteborgs universitet

Werner, Anita (1980) Holdninger til andre land og fjernsynsseeing blant barn i Finmark. Institutt for presseforskning, Universitetet i Oslo

Table 1 Percentage of the Swedish population that consider it important to follow events in different geographical regions 1990 and 1991

Geographical region	Very import.		Rather import.		Not very import.		Not import. at all		No answer	
	90	91	90	91	90	91	90	91	90	91
Stockholm Reg.	29	28	43	41	20	22	5	6	3	3
Göteborg Reg.	21	17	39	41	27	30	7	7	6	5
Norrland	19	20	40	38	29	29	7	8	6	4
Denmark	12	10	54	53	24	28	6	6	5	3
Norway	13	11	54	54	25	27	5	5	4	3
Finland	12	9	51	50	27	30	6	7	5	4
Estonia	12	13	46	50	29	27	7	7	6	4
Lithuania	12	13	46	50	29	27	8	6	6	4
Poland	12	11	47	47	29	31	7	7	6	4
Germany	24	17	49	51	18	23	5	6	4	4
Great Britain	19	14	50	51	21	25	5	6	5	4
The Middle East + Israel	31	20	45	48	15	22	5	7	4	4
The Soviet Un.	29	25	48	50	15	17	4	5	4	3
India	9	7	39	36	37	40	10	12	6	4
Japan	13	11	44	43	29	34	8	9	6	4
USA	29	24	48	50	15	19	5	4	4	3

Total amount of answers: 1990: 1 514, 1991: 1 531

Source: SOM 90 and SOM 91

Table 2 Percentage of the Swedish population that consider it important to learn about current events in different geographical regions: per cent differences between 1990 and 1991: "very important" and "very" + "rather important", respectively.

Geographical region	Per cent difference 1990 - 1991	
	Very important	Very + rather important
Stockholm region	- 1	- 3
Göteborg region	- 4	- 2
Norrland (Northen Sweden)	+ 1	- 1
Denmark	- 2	- 3
Norway	- 2	- 2
Finland	- 3	- 4
Estonia	- 1	+ 5
Lithuania	+ 1	+ 5
Poland	- 1	- 1
Germany	- 7	- 5
Great Britain	- 5	- 4
The Middle East + Israel	-11	- 8
The Soviet Union	- 4	- 2
India	- 2	- 5
Japan	- 2	- 3
USA	- 5	- 3

Table 3

Percentage of the Swedish population considering information from respective country important according to having visited the country in question, 1991

Country	Very import.	Rather import.	Not very import.	Not import. at all	Do not know	Total	Number
Denmark							
V	11	56	26	5	2	100	1 221
NV	7	43	32	10	8	100	309
Norway							
V	12	56	26	4	2	100	1 158
NV	7	49	30	8	6	100	372
Finland							
V	11	53	29	5	2	100	891
NV	7	47	32	9	5	100	639
Estonia							
V	23	55	14	2	7	101	44
NV	13	50	27	7	4	101	1 486
Lithuania							
V	(30)	(70)	(-)	(-)	(-)	(100)	10
NV	12	50	28	6	4	100	1 520
Poland							
V	17	42	30	8	4	101	170
NV	10	48	32	7	4	101	1 360
Germany							
V	21	55	19	4	2	101	962
NV	10	46	31	7	7	101	568
Great Britain							
V	21	56	17	4	2	100	648
NV	10	48	31	7	5	101	882
The Middle East + Israel							
V	31	48	17	3	1	100	156
NV	18	48	23	7	4	100	1 374
The Soviet Union							
V	35	51	11	2	1	100	148
NV	24	50	18	5	3	100	1 382
India							
V	16	38	31	13	2	100	45
NV	7	36	41	12	4	100	1 485
Japan							
V	21	41	26	10	2	100	42
NV	10	43	35	9	4	101	1 488
USA							
V	38	50	8	3	1	100	298
NV	20	51	21	4	4	100	1 232

V = Have visited the country

NV = Did not visit the country

Table 4 Percentage of the Swedish population that consider it "very important" to receive information from different regions according to age and education (figures in bold indicate, at least "rather important")

	<u>Age</u>						<u>Education</u>											
	15-19		20-29		30-39		40-49		50-59		60-75		Low		Middle		High	
	90	91	90	91	90	91	90	91	90	91	90	91	90	91	90	91	90	91
Stockholm Reg	32	27	29	31	29	25	29	31	26	30	31	24	25	24	31	26	33	38
Göteborg Reg	20	15	21	21	20	17	24	19	17	18	21	15	21	16	20	16	23	24
Norrland	16	12	17	21	19	22	21	25	18	19	20	19	20	20	19	20	16	23
Denmark	11	8	11	13	12	9	14	13	10	11	13	7	11	8	12	9	16	17
	56	61	70	68	71	65	66	73	68	63	62	54	56	55	71	66	76	77
Norway	12	11	12	13	11	8	15	14	10	11	15	8	12	9	12	9	15	16
	58	65	70	70	72	65	65	75	69	62	64	53	58	57	71	67	76	78
Finland	9	7	11	11	13	7	12	12	11	12	12	9	11	8	12	8	13	15
	47	51	65	60	68	62	64	71	66	59	59	51	54	51	65	62	73	73
Estonia	14	20	13	16	13	7	11	16	14	12	11	10	10	10	12	13	17	18
	59	64	62	67	62	65	56	69	57	59	55	54	47	56	63	65	68	75
Lithuan.	15	20	12	16	11	6	11	16	14	12	10	9	10	10	11	13	16	18
	58	65	61	68	60	64	56	68	57	59	54	52	47	55	63	64	67	73
Poland	15	12	12	12	13	7	12	14	14	11	9	8	9	8	13	10	16	16
	59	50	64	63	63	60	58	66	60	57	52	47	49	51	64	58	69	69
Germany	33	20	30	19	22	15	25	21	20	18	19	11	14	11	28	15	35	31
Great Britain	26	15	21	18	18	14	21	16	19	15	15	10	12	11	21	12	29	26
The Middle East + Israel	40	25	34	21	31	16	29	22	30	18	28	18	23	16	34	18	40	30
Soviet	33	34	36	29	30	22	27	29	27	22	26	19	21	20	32	24	39	37
India	10	7	10	9	10	6	9	11	11	8	6	5	6	5	10	6	14	14
Japan	18	10	17	12	15	9	15	16	10	11	8	7	8	8	14	9	21	19
USA	37	32	34	28	29	19	29	29	25	24	26	17	22	19	32	20	38	38
Total amount of answers	126	137	266	268	255	265	307	305	213	213	324	346	612	626	524	547	350	335

Source: SOM 90 and SOM 91

Table 5 Percentage of the Swedish population considering it "very important" to receive information from stated region according to stated interest in politics and party sympathy (figures in parenthesis denote "at least rather important")

Geographical region	<u>Interest in politics</u>				<u>Party sympathy</u>			
	High		Low		Socialist		Conservative	
	90	91	90	91	90	91	90	91
Stockholm region	40	41	24	22	27	27	33	32
Göteborg region	25	21	22	7	17	9	20	15
Norrland	19	24	22	14	22	31	14	12
Denmark	21 (78)	19 (75)	9 (40)	4 (39)	9 (61)	9 (60)	17 (75)	8 (67)
Norway	22 (76)	21 (74)	10 (45)	5 (42)	10 (64)	10 (62)	16 (72)	8 (66)
Finland	19 (73)	21 (71)	9 (39)	4 (40)	9 (59)	8 (58)	15 (68)	8 (54)
Estonia	21 (66)	18 (69)	8 (39)	4 (40)	8 (53)	11 (62)	16 (60)	12 (63)
Lithuania	20 (65)	17 (66)	6 (38)	4 (41)	7 (54)	11 (62)	15 (60)	12 (62)
Poland	20 (66)	20 (65)	8 (42)	3 (35)	8 (55)	8 (56)	15 (59)	11 (57)
Germany	40	38	13	4	15	12	35	20
Great Britain	33	29	11	3	12	11	29	18
The Middle East + Israel	55	53	18	7	26	16	38	21
The Soviet Union	54	46	17	11	24	19	36	26
India	16	11	6	1	7	5	12	6
Japan	24	21	10	4	8	7	21	10
USA	50	45	22	13	23	18	40	28
Total amount of answers	161	151	125	121	379	437	365	301

Table 6 Percentage of the Swedish population considering it very important to receive information from stated region (figures printed in black at least "rather important") according to place of living and sex

	Place of living						Sex			
	Contry-side		Village		Town		Male		Female	
	90	91	90	91	90	91	90	91	90	91
Stockholm region	25	16	25	26	34	35	24	26	34	30
Göteborg region	19	17	18	16	24	19	16	15	27	20
Norrland	23	27	18	20	17	18	14	19	24	22
Denmark	9	8	11	10	15	12	10	9	14	12
	55	58	67	59	70	71	60	59	72	68
Norway	11	10	13	10	14	12	10	9	15	12
	59	62	68	61	69	71	60	59	73	71
Finland	10	8	11	9	13	11	9	8	14	65
	58	57	63	56	66	65	54	54	70	65
Estonia	11	11	12	12	13	14	10	10	14	16
	51	57	59	63	60	66	50	54	66	73
Lithuania	10	11	12	12	13	14	9	10	14	15
	51	57	58	62	60	65	50	53	65	72
Poland	11	10	12	10	13	12	9	8	15	13
	58	52	62	56	60	62	51	49	66	67
Germany	18	12	21	13	29	23	22	18	26	15
Great Britain	13	12	16	11	25	19	17	14	21	15
The Middle East + Israel	29	15	30	19	33	23	29	18	33	21
The Soviet Union	25	21	27	21	33	30	26	24	33	26
India	9	6	8	7	11	9	7	5	11	10
Japan	11	12	9	9	17	12	12	10	14	11
USA	25	22	26	22	34	27	26	24	32	24
Total number of answers	284	301	532	567	683	649	775	801	749	737

Source: SOM 90 and SOM 91

Table 7 Effect measure: Percentage differences for "very important" (figures in bold refer to at least "rather important") according to stated interest in politics, party sympathy and education 1990 and 1991 per cent units

	<u>Interest in politics</u>		<u>Party Sympathy</u>		<u>Education</u>		<u>Sex</u>	
	High/Low		Soc./Cons.		High/Low		M/F	
	90	91	90	91	90	91	90	91
Stockholm region	+16	+19	+ 6	+ 5	+ 8	+14	+10	+ 4
Göteborg region	+ 3	+14	+ 3	+ 6	+ 2	+ 8	+11	+ 5
Norrland	- 3	+10	- 8	-19	- 4	+ 3	+10	+ 3
Denmark	+12	+15	+ 8	- 1	+ 5	+ 9	+ 4	+ 3
	+22	+36	+14	+ 7	+20	+22	+12	+ 9
Norway	+12	+16	+ 6	- 2	+ 3	+ 7	+ 5	+ 3
	+31	+32	+ 8	+ 4	+18	+21	+13	+12
Finland	+10	+17	+ 6	0	+ 2	+ 7	+ 5	+ 4
	+34	+31	+ 7	+ 4	+19	+22	+16	+11
Estonia	+13	+14	+ 8	+ 1	+ 7	+ 8	+ 4	+ 6
	+27	+29	+ 7	+ 1	+21	+19	+16	+19
Lithuania	+14	+13	+ 8	+ 1	+ 5	+ 8	+ 5	+ 5
	+27	+25	+ 6	0	+20	+18	+15	+19
Poland	+12	+17	+ 7	+ 3	+ 7	+ 8	+ 6	+ 5
	+24	+30	+ 4	+ 1	+20	+18	+15	+18
Germany	+27	+34	+20	+ 8	+21	+20	+ 4	- 3
Great Britain	+22	+26	+17	+ 7	+17	+15	+ 4	+ 1
The Middle East + Israel	+37	+26	+12	+ 5	+17	+14	+ 4	+ 3
The Soviet Union	+37	+35	+12	+ 7	+18	+17	+ 7	+ 2
India	+10	+10	+ 5	+ 1	+8	+ 9	+ 4	+ 5
Japan	+14	+17	+13	+ 3	+13	+11	+ 2	+ 1
USA	+28	+32	+17	+10	+16	+19	+ 6	0
Average, total	+16.5	+20	+ 9	+ 2	+ 9	+11	+ 6	+ 8
Average, foreign countries	+20	+21	+11	+ 3	+11	+12	+ 5	+ 9

Source: SOM 90 and SOM 91

Table 8 Percentage of the Swedish population stating that they have visited a given country at least once, 1991

	All	Age						Education		
		15-19	20-29	30-39	40-49	50-59	60-75	Low	Middle	High
Denmark	80	78	83	82	85	82	70	72	84	89
Norway	75	69	73	76	80	81	72	68	79	88
Finland	58	45	58	53	64	66	57	49	60	74
Estonia	3	1	2	3	3	4	3	1	2	8
Lithuania	1	-	2	-	1	1	1	0	1	1
Poland	11	3	8	10	17	12	13	8	11	17
Germany	63	53	63	63	69	71	57	52	65	82
Great Britain	42	39	45	43	49	50	31	26	45	70
The Middle East + Israel	10	2	8	10	12	13	13	6	11	17
The Soviet Union	10	2	7	10	10	10	14	7	7	20
India	3	-	3	3	3	4	4	2	3	5
Japan	3	1	1	3	5	4	2	2	2	5
USA	19	14	19	18	26	23	15	12	19	35
Not any	8	7	6	8	5	7	14	13	6	2
Total number of answers	1 548	137	268	266	311	215	345	631	549	337

Source: SOM 91

Tabell 9 Percentage of the Swedish population ever having visited respective country according to type of region, 1991

Country	Type of region						
	City of Sthlm	City of Gbg	City of Malmö	Larger towns	Smaller towns	Vill- age	Country- side
Denmark	84	86	94	86	79	60	50
Norway	76	84	61	78	73	80	72
Finland	79	43	28	54	51	76	60
Estonia	8	2	-	3	1	2	-
Lithuania	1	1	-	0	1	1	-
Poland	12	12	17	11	13	6	4
Germany	68	81	87	68	60	37	29
Great Britain	59	58	51	44	35	24	21
The Middle East+Israel	17	10	11	10	7	7	7
The Soviet U	19	9	9	9	6	6	2
India	6	3	1	4	1	1	1
Japan	5	3	3	3	2	1	-
USA	34	20	31	18	13	13	9
None	7	7	-	6	12	8	16
Number of answers	265	106	71	491	314	135	90

Source: SOM 91

Table 10 Percentage of the Swedish population stating that they at least once have visited a selected number of countries according to sex, stated interest in politics and place of living, 1991

	<u>Sex</u>		<u>Interest in politics</u>				<u>Place of living</u>		
	M	F	High	Medium high	Medium low	Low	Country-side	Vill- age	Town
Denmark	80	79	85	83	78	65	70	80	85
Norway	77	74	77	79	74	57	71	77	78
Finland	61	55	69	61	53	52	48	56	66
Estonia	3	3	4	3	3	1	3	1	4
Lithuania	1	1	3	1	0	-	1	0	1
Poland	15	8	26	13	6	7	11	9	14
Germany	65	61	77	70	56	41	50	59	73
Great Britain	45	40	63	49	32	27	32	35	55
The Middle East + Israel	11	10	16	12	7	5	8	7	15
The Soviet Union	10	9	20	10	8	4	7	7	13
India	4	2	4	3	2	2	2	2	4
Japan	4	1	4	4	1	-	1	2	4
USA	21	18	29	21	17	11	15	14	27
Not any	8	8	5	6	10	17	15	8	5
Total number of answers	802	744	149	692	575	124	304	570	652

Source: SOM 91

Table 11 Country visits: Effects in per cent differences by some background variables

	<u>Education</u> H e / L e	<u>Pol inter.</u> High/Low	<u>Living place</u> Countryside/Town	<u>Sex</u> M/F
Denmark	+17	+20	+15	- 1
Norway	+20	+20	+ 7	+ 3
Finland	+25	+17	+18	+ 6
Estonia	+ 7	+ 3	+ 1	0
Lithuania	+ 1	+ 3	0	0
Poland	+ 9	+19	+ 3	+ 7
Germany	+30	+36	+23	+ 4
Great Britain	+44	+36	+23	+ 5
The Middle East/Israel	+ 9	+11	+ 7	+ 1
The Soviet Union	+13	+16	+ 6	+ 1
India	+ 3	+ 2	+ 2	+ 1
Japan	+ 3	+ 4	+ 3	+ 3
USA	+23	+ 2	+12	+ 3
Average	+16	+16	+ 9	+ 3
None	-11	-12	-10	0

Source: SOM 91

Table 12

Number of foreign countries visited, totally
and according to education

I.

Number of countries	Percentage of the population			
	All	Education		
		Low	Medium	High
None	10	13	6	2
1	6	9	6	2
2	11	17	10	3
3	18	22	18	15
4	20	19	22	19
5	14	10	19	17
6	10	6	10	19
7	6	3	6	14
8	2	1	2	4
> 9	2	1	1	6
Total		101	100	101
Average	3.7	3.1	3.9	5.1
At least 3	73	61	78	93
At least 5	35	20	38	59
Number of answers	1 548	631	549	337

Source: SOM 91

Table 13

Visits to individual countries (of the 13 possible countries according to the total number of countries (per cent))

Have visited	Number of visited countries							7+	All
	1	2	3	4	5	6			
Denmark	35	64	88	96	99	100	99	80	
Norway	23	58	80	92	98	97	98	75	
Germany	15	24	54	78	95	96	99	63	
Finland	13	36	52	61	83	93	96	58	
Great Britain	2	8	14	43	77	91	94	42	
USA	6	2	5	11	24	47	74	19	
Poland	1	2	3	5	8	26	53	11	
The Middle East/Israel	1	2	4	6	6	19	51	10	
The Soviet Union	2	3	1	5	7	17	51	10	
Number of answers	101	178	288	307	226	156	159	1 530	

Source: SOM 91

Table 14

Visiting pattern (SOM 91)

I. North and south in the Nordic countries (per cent)

Have visited Finland

Have
visited
Denmark

	No	Yes
No	14	7
Yes	28	51

100 per cent
Number of
answers
1 548

II. Germany and Great Britain (per cent)

Have visted Great Britain

Have
visited
Germany

	No	Yes
No	32	6
Yes	26	37

100 per cent
Number of
answer
1 548

III. Eastwards

Have visited Estonia

		No	Yes
<u>Have visited Lithuania</u>	No	97	2
	Yes	1	0

100 per cent
Number of
answers
1 548

Source: SOM 91

Table 15 Percentage of the Swedish population having considered moving to another country and country preferred

	<u>All</u>	<u>Sex</u>		<u>Age</u>					
		M	F	15-19	20-29	30-39	40-49	50-59	60-75
Have considered moving ("movers")	25	26	24	49	38	26	26	13	9
Have considered moving to (per cent of "movers")	(Note: only shares > 1 per cent per individual country are given)								
Denmark	3	1	4	-	4	2	4	4	-
Finland	1	1	1	-	1	5	3	7	4
Norway	3	2	4	-	3	5	4	-	7
Belgium	1	-	1	-	3	-	1	-	-
France	4	3	4	5	2	5	3	7	4
Greece	1	-	2	2	2	-	1	-	-
Italy	3	2	4	2	2	6	3	7	4
Portugal	2	2	1	-	-	5	3	-	7
Switzerland	2	2	1	3	1	3	1	-	-
Spain	8	8	6	2	6	11	9	7	14
Great Britain	6	3	9	16	8	2	1	4	4
Germany	6	7	4	3	6	8	8	7	4
Austria	2	2	1	-	1	2	4	-	4
"Eastern Europe"	-	-	-	-	-	-	-	-	-
<u>Europe, total</u>	46	40	47	31	41	50	46	48	45
<u>Asia, total</u>	2	1	2	-	2	4	-	4	3
<u>Africa, total</u>	2	3	-	-	2	3	2	4	-
Canada	4	4	4	3	4	4	5	-	6
USA	23	21	22	40	19	7	20	22	18
<u>North America, total</u>	28	25	27	43	25	11	25	22	27
<u>South America, total</u>	1	-	1	-	-	3	1	-	-
Australia	18	19	15	16	22	14	15	22	6
<u>Oceania, total</u>	22	23	17	18	23	19	22	22	6
Number of answers	354	204	171	67	103	70	81	27	33

Source: SOM 91

Table 16

Percentage of the Swedish public having considered moving to another country and country preferred according to education, 1991

	<u>All</u>	<u>Education</u>		
		Low	Medium	High
Have considered moving to ("movers")	25	18	29	30
Have considered moving to (per cent of "movers")		(Note: only shares > 1 per cent per individual country are given)		
Denmark	3	-	4	2
Finland	1	-	-	3
Norway	3	5	1	3
Belgium	1	-	2	-
France	4	3	2	6
Greece	1	2	1	-
Italy	3	4	2	4
Portugal	2	2	3	-
Switzerland	2	2	3	-
Spain	8	9	6	8
Great Britain	6	4	6	7
Germany	6	4	5	9
Austria	2	3	1	-
"Eastern Europe"	-	-	-	-
<u>Europe, total</u>	46	43	41	47
<u>Asia, total</u>	2	3	1	3
<u>Africa, total</u>	2	-	1	4
Canada	4	3	4	5
USA	23	20	22	21
<u>North America, total</u>	28	23	28	26
<u>South America, total</u>	1	2	1	1
Australia	18	16	20	11
<u>Oceania, total</u>	22	20	23	14
Number of answers	354	116	160	100

Source: SOM 91

Table 17

Percentage of the Swedish population having considered moving to another country and country preferred according to stated interest in politics and party sympathy (per cent)

	All	Political interest				Party sympathy	
		high	Medium high	Medium low	low	Soc.	Cons.
Have considered moving ("movers")	25	36	25	20	31	15	30
Have considered moving to: (per cent of "movers")		(Note: only shares > 1 per cent per individual country are given)					
Denmark	3	2	2	4	-	3	-
Finland	1	4	1	-	3	2	1
Norway	3	4	2	4	3	5	1
Belgium	1	2	1	-	-	2	-
France	4	6	5	2	-	3	7
Greece	1	-	1	-	3	-	2
Italy	3	4	5	2	-	2	4
Portugal	2	2	2	2	-	3	2
Switzerland	2	-	2	2	-	2	2
Spain	8	6	10	4	5	6	10
Great Britain	6	6	5	6	8	2	11
Germany	6	13	4	4	8	8	9
Austria	2	-	2	-	3	-	-
"Eastern Europe"	-	-	-	-	-	-	2
<u>Europe, total</u>	46	55	46	36	36	38	54
<u>Asia, total</u>	2	2	2	2	-	3	-
<u>Africa, total</u>	2	2	2	3	-	-	3
Canada	4	4	4	6	-	2	4
USA	23	17	21	20	31	21	21
<u>North America, total</u>	28	23	25	26	36	23	26
<u>South America, total</u>	1	2	1	1	-	-	-
Australia	18	9	18	17	21	21	12
<u>Oceania, total</u>	22	13	20	20	23	23	12
Total number of answers	354	53	171	115	39	66	91

Source: SOM 91

Table 18

If you had to leave Sweden - where would you go?
Total and according to sex and age (per cent)

	All	Sex		Age					
		M	F	15-19	20-29	30-39	40-49	50-59	60-75
Denmark	8	7	10	2	7	12	7	9	10
Finland	2	2	2	2	1	1	2	2	3
Norway	17	17	17	9	14	16	15	16	26
Belgium	1	1	1	1	2	-	0	-	0
France	5	4	6	3	4	3	7	7	4
Greece	1	1	1	-	0	2	1	1	0
Italy	3	2	3	2	0	3	2	2	7
The Netherlands	1	1	1	-	1	1	2	1	-
Portugal	1	1	1	-	0	1	1	1	2
Switzerland	2	2	2	2	1	2	2	3	1
Spain	7	6	8	4	4	5	5	9	13
Great Britain	7	6	9	12	7	5	8	10	5
Germany	4	5	3	3	4	4	7	4	2
Austria	4	3	5	1	6	6	5	4	3
"Eastern Europe"	0	-	0	-	-	-	-	-	0
<u>Europe, total</u>	63	59	68	42	54	61	64	69	79
<u>Asia, total</u>	1	1	1	-	1	1	1	2	1
<u>Africa, total</u>	0	0	-	-	-	0	0	-	-
Canada	3	4	2	3	3	5	4	2	3
USA	14	16	13	32	18	10	10	13	12
<u>North America, total</u>	18	21	15	36	22	15	14	15	15
<u>South America, total</u>	1	0	1	1	1	1	1	-	0
Australia	13	14	12	20	19	14	15	11	4
<u>Oceania, total</u>	16	17	15	21	22	19	17	14	5
Total number of answers	1 303	701	612	124	238	237	269	179	262

Source: SOM 91

Table 19

If you had to leave Sweden - where would you go?
According to education (per cent)

	<u>Education</u>		
	<u>Low</u>	<u>Medium</u>	<u>High</u>
Denmark	9	7	11
Finland	2	1	2
Norway	20	15	15
Belgium	0	1	1
France	3	4	8
Greece	1	0	1
Italy	3	3	2
The Netherlands	1	1	2
Portugal	1	1	1
Switzerland	2	2	2
Spain	8	8	3
Great Britain	5	6	12
Germany	3	4	5
Austria	4	4	5
"Eastern Europe"	-	-	0
<u>Europe, total</u>	64	58	71
<u>Asia, total</u>	1	1	1
<u>Africa, total</u>	-	-	1
Canada	4	3	4
USA	14	18	10
<u>North America, total</u>	18	21	13
<u>South America, total</u>	1	0	1
Australia	13	16	10
<u>Oceania, total</u>	15	19	13
Toatal number of answers	500	489	305

Source: SOM 91

Table 20

If you had to leave Sweden - where would you go? According to stated political interest and party sympathy (per cent)

	<u>Political interest</u>				<u>Party sympathy</u>	
	High	Medium high	Medium low	Low	Socialist	Conservative
Denmark	10	10	6	10	10	6
Finland	2	2	1	1	1	1
Norway	11	16	21	10	19	10
Belgium	-	1	1	-	1	0
France	8	6	3	-	6	7
Greece	2	1	1	-	1	0
Italy	4	3	3	-	3	2
The Netherlands	1	1	1	-	1	1
Portugal	1	1	0	-	1	2
Switzerland	3	2	2	-	1	2
Spain	8	7	6	9	8	9
Great Britain	9	8	6	7	5	11
Germany	8	4	4	2	4	5
Austria	4	4	5	2	3	2
"Eastern Europe"	1	-	-	-	-	0
<u>Europe, total</u>	71	66	62	44	66	59
<u>Asia, total</u>	3	1	1	1	1	1
<u>Africa, total</u>	-	0	-	-	-	-
Canada	5	3	4	-	3	4
USA	7	13	16	25	12	17
<u>North America, total</u>	13	17	20	25	16	22
<u>South America, total</u>	2	1	1	-	-	-
Australia	8	13	13	23	14	15
<u>Oceania, total</u>	10	15	17	25	16	17
Total number of answers	133	598	473	99	362	265

Source: SOM 91