Statistiska centralbyrån
Statistics Sweden

GÖTEBORGS UNIVERSITET
STATSVETENSKAPLIGA INSTITUTIONEN

ELECTION STUDY 2010

To our interviewees

Thanks to your and many others' kind co-operation, we have been able to conduct an interview survey in connection with this year's election. We hope that the survey will bring valuable and reliable results.

Our survey is concluded with this mail questionnaire. Among other things it contains some questions, which we for practical reasons were unable to include in the interviews made before the election.

We would be very grateful if you could answer the questions and then return the questionnaire in the enclosed envelope. The address is printed on the envelope and no stamp is needed. Please post the envelope as soon as possible, preferably already today or tomorrow.

The results of our study will only be presented as numbers in tables. These tables will ***never*** reveal the answers of any individual person. Your answers are protected by the Secrecy Act. According to the Secrecy Act, chapter 9, section 4, the confidentiality of statistical evidence means that the interviewers and everybody else working on the study are bound by confidentiality. Your answers are ***not*** in the public domain.

If you have any questions about the study, you may phone Statistics Sweden at 08-506 940 00, and ask to speak to someone working on election statistics. You may also ask to be telephoned by us.

With kind regards

Jonas Olofsson
Investigator, Statistics Sweden (SCB)

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The Internet Home Page of the
Election Studies programme:
www.valforskning.pol.gu.se

AS YOU KNOW, WE HAD THREE ELECTIONS AT THE SAME TIME THIS YEAR, that is, parliamentary, local and regional elections. (Except on Gotland, where no regional election was held.)

Our questions concern how you voted in the different elections. We would also like to ask you when you decided how to vote, if you watched the concluding party leader debate, and what you thought about the election campaign.

The questions are answered by putting a cross ☒ in the relevant boxes.

QUESTION 1A Which party did you vote for in the *parliamentary election*?

- ☐ Left Party
- ☐ Social Democrats
- ☐ Centre Party
- ☐ People's Party Liberals
- ☐ Moderate Party
- ☐ Christian Democrats
- ☐ Green Party
- ☐ Sweden Democrats
- ☐ Feminist Initiative
- ☐ Pirate Party
- ☐ Other party (state which):
  ……
- ☐ Voted blank
- ☐ Did not vote

QUESTION 1B
It is possible to cast a personal vote by putting a cross before one of the candidates on the ballot paper. Did you use the possibility to cast a personal vote in the *parliamentary election*?

- ☐ Yes
- ☐ No

If you cast a personal vote, do you remember the name of the person you voted for in the *parliamentary election*?

Name:
……

QUESTION 2 Which party did you vote for in the *local council election*?

- ☐ Left Party
- ☐ Social Democrats
- ☐ Centre Party
- ☐ People's Party Liberals
- ☐ Moderate Party
- ☐ Christian Democrats
- ☐ Green Party
- ☐ Sweden Democrats
- ☐ Feminist Initiative
- ☐ Pirate Party
- ☐ Other party (state which):
  ……
- ☐ Voted blank
- ☐ Did not vote

QUESTION 3 Which party did you vote for in the *regional council election*?

- ☐ Left Party
- ☐ Social Democrats
- ☐ Centre Party
- ☐ People's Party Liberals
- ☐ Moderate Party
- ☐ Christian Democrats
- ☐ Green Party
- ☐ Sweden Democrats
- ☐ Feminist Initiative
- ☐ Pirate Party
- ☐ Other party (state which):
  ……
- ☐ Voted blank
- ☐ Did not vote

QUESTION 4
When did you decide which party to vote for in this year's parliamentary election?

- ☐ I decided during the last week before the election
- ☐ I decided earlier in the autumn or summer
- ☐ I knew all along how to vote
- ☐ I did not vote in this year's parliamentary election

QUESTION 5
Did you cast a pre-election vote in this year's parliamentary election? If you cast a pre-election vote, did you do so during the final week before the election or did you cast a pre-election vote earlier in the campaign?

- ☐ I voted at a polling station on election day
- ☐ I cast a pre-election vote during the final week before the election
- ☐ I cast a pre-election vote earlier in the campaign
- ☐ I did not vote in this year's parliamentary election

QUESTION 6
Did you watch the concluding party leader debate on Swedish state Television (SVT), on the Friday before the election on 19th September?

- ☐ Yes, watched all of the party leader debate
- ☐ Yes, watched part of the party leader debate
- ☐ No, did not watch the party leader debate

QUESTION 7
Have you in 2006 visited any of the following home pages on the Internet to get information about politics or what the political parties believe?

- ☐ Do not have access to the Internet

Have visited…	**yes, several times**	**yes, occasionally**	**no, never**
The home page of a morning newspaper	☐	☐	☐
The home page of an evening newspaper	☐	☐	☐
The home page of a TV channel	☐	☐	☐
Have visited…			
The home page of the Parliament	☐	☐	☐
The home page of the Election Authority	☐	☐	☐
The home page of the Left Party	☐	☐	☐
The home page of the Social Democrats	☐	☐	☐
The home page of the Centre Party	☐	☐	☐
The home page of the People's Party Liberals	☐	☐	☐
The home page of the Moderate Party	☐	☐	☐
The home page of the Christian Democrats	☐	☐	☐
The home page of the Green Party	☐	☐	☐
The home page of the Sweden Democrats	☐	☐	☐
The home page of Feminist Initiative	☐	☐	☐
The home page of the Pirate Party	☐	☐	☐
The home page of one or more parliamentary candidates	☐	☐	☐

QUESTION 8
How would you describe this year's election campaign?

Tick the descriptions that best correspond with your view. You may select more than one description.

- ☐ Interesting and exciting
- ☐ Too much bickering between the parties
- ☐ Too conflictual and aggressive
- ☐ Clear differences between the parties
- ☐ Too much focus on the party leaders
- ☐ Objective and informative
- ☐ The election coverage in the press and on radio and TV was difficult to understand

QUESTION 9A
Before this year's election, did you take any of the party tests that different media organisations put on their Internet pages, where you could test which party your views were closest to?

- ☐ No, did not take any party test
- ☐ Yes, one or two
- ☐ Yes, several

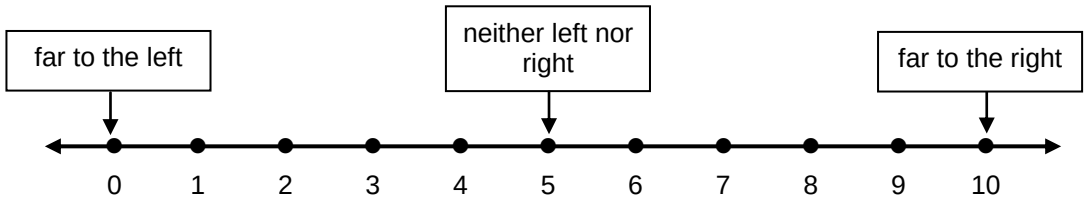
→ **Question 9B**
Did the test result make any difference to how you voted in the parliamentary election?

- ☐ Yes, made a great deal of difference
- ☐ Yes, made some difference
- ☐ No, made no difference

QUESTION 10
Do you think the media favoured or disadvantaged any of the parties in this year's election campaign?

	For each party – put a cross in the relevant box		
	favoured by the media	**neither favoured nor disadvantaged**	**disadvantaged by the media**
Left Party	☐	☐	☐
Social Democrats	☐	☐	☐
Centre Party	☐	☐	☐
People's Party Liberals	☐	☐	☐
Moderate Party	☐	☐	☐
Christian Democrats	☐	☐	☐
Green Party	☐	☐	☐
Sweden Democrats	☐	☐	☐
Feminist Initiative	☐	☐	☐
Pirate Party	☐	☐	☐

QUESTION 11A
As you know, the parties are sometimes thought of as ordered from left to right according to political outlook. Using the scale below, where on the scale would you place the parties?



	0	1	2	3	4	5	6	7	8	9	10
People's Party Liberals	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Social Democrats	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Moderate Party	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Left Party	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Centre Party	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Green Party	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Christian Democrats	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Sweden Democrats	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Feminist Initiative	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Pirate Party	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

QUESTION 11B
Where on the scale would you place yourself?

	0	1	2	3	4	5	6	7	8	9	10
Own placement:	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

QUESTION 12
Generally speaking, how much faith do you have in Swedish politicians?

☐ A great deal of faith
☐ A fair amount of faith
☐ Not much faith
☐ Very little faith

The use of this number is only to mark incoming responses. You will thus avoid unnecessary reminders