The Swedish Election Studies Programme

The Swedish Election Studies Programme was initiated by Jörgen Westerståhl and Bo Särlvik in the mid 1950s, shortly after the Michigan Election Studies began. The first studies were done in conjunction with the local elections in 1954 and the parliamentary elections in 1956.

In all parliamentary elections since 1956, as well as in the ATP referendum in 1957 and the Nuclear Power referendum in 1980, a large representative sample of eligible voters has been interviewed. The basic design in the latest studies has been a rolling panel in which half of the sample has been interviewed in connection with the previous election, and the other half in connection with the succeeding election. In recent years the sample size has been approximately 3600 and the response rate 75 to 80 per cent.

The early Election Studies were directed by Jörgen Westerståhl (1954-1956), Bo Särlvik (1954-1973) and Olof Petersson (1973-1976). The most recent studies have been directed by Sören Holmberg (1979-1991) and Mikael Gilljam (1985-1991). The most recent publication from the programme is **Väljarna inför 90-talet** (The Voters Facing the 90s) by Mikael Gilljam and Sören Holmberg (Stockholm: Norsteds Juridik 1993).

Swedish Election Study 1964 (SSD 0007)

Principal investigator: Bo Särlvik, Department of Political Science, Göteborg University.

Total sample: 3,109

Number of respondents: 2,849

Sample loss: 260 (8.4 %)

Number of variables: 219

Method: Interview in home. One-half of the sample was interviewed before election day, the other half after. Pre-election respondents also answered a short mail questionnaire after the election which mainly contained questions on final vote decision.

Panel: The first stage of a three-stage panel study in which the sample was re-interviewed in conjunction with the Riksdag elections of 1968 and 1970.

Format: OSIRIS, SPSS-x, machine-readable codebook. Avaliable at SSD (Swedish Social Science Data Bank) in Göteborg.

KEY TO THE SWEDISH PARTIES 1964

Name in Swedish: Sveriges Kommunistiska Parti
Abbreviation: K (also SKP)
Translation of party name: Communist Party of Sweden
Ideological location: Communist
Riksdag 2nd Chamber election result 1964: 5.2% (8/233 seats)
Party leader: Carl-Henrik Hermansson

Name in Swedish: Socialdemokratiska Arbetarepartiet (Socialdemokraterna)
Abbreviation: S (also SAP)
Translation of party name: Social Democratic Workers Party
Ideological location: social democratic (labour)
Riksdag 2nd Chamber election result 1964: 47.3% (113/233 seats)
Party leader: Tage Erlander (Prime Minister 1946-1969)

Name in Swedish: Centerpartiet
Abbreviation: C (also Cp)
Translation of party name: Centre Party
Ideological location: non-socialist, centre
Riksdag 2nd Chamber election result 1964: 13.4% (35/233 seats)
Party leader: Gunnar Hedlund

Name in Swedish: Folkpartiet
Abbreviation: Fp
Translation of party name: People's Party
Ideological location: liberal
Riksdag 2nd Chamber election result 1964: 17.1% (43/233 seats)
Party leader: Bertil Ohlin

Name in Swedish: Högerpartiet
Abbreviation: H
Translation of party name: Right Party
Ideological location: conservative
Riksdag 2nd Chamber election result in 1964: 13.7% (33/233 seats)
Party leader: Gunnar Heckscher

Name in Swedish: Medborgerlig Samling (formed in 1964)
Abbreviation: Mbs
Translation of party name: Citizens coalition
Ideological location: Non-socialist. Main purpose to create non-socialist unification.
Riksdag 2nd chamber election result 1964: 1.5% (1/233 seats). Only contested one constituency. Three candidates were elected, but two immediately joined the Liberal and Conservative party groups upon assuming their seats.
Party leader: None. 'Party' was loose coalition of members of the non-socialist parties.

Name in Swedish: Kristen Demokratisk Samling (formed in 1964)
Abbreviation: KDS
Translation: Christian Democratic Union
Ideological location: Christian Democratic
Riksdag 2nd chamber election result 1964: 1.8% (no seats)
Party leader: Birger Ekstedt

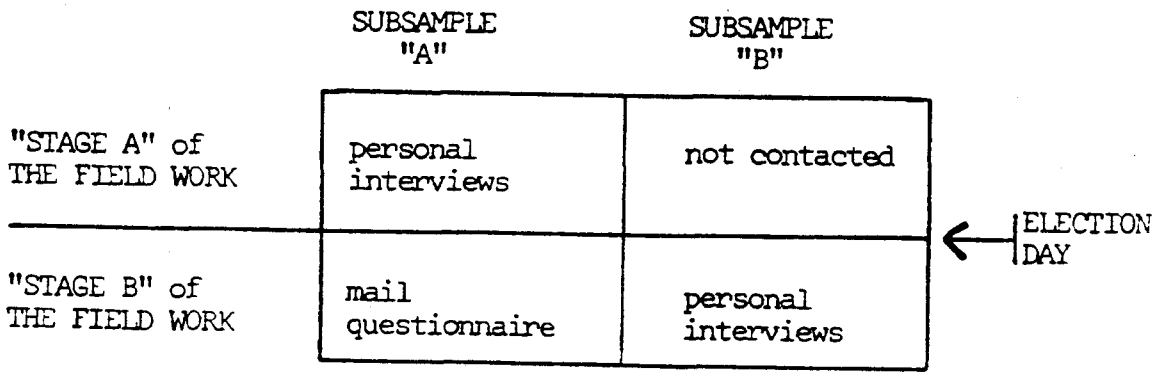
INTRODUCTION

The 1964 election study constitutes the first of three stages in a nationwide panel study of electoral behavior in Sweden. Thus, the study has been continued through interview sample surveys conducted in connection with the general elections in 1968 and 1970. The entire sequence of studies has come into being through a close collaboration between the Swedish Central Bureau of Statistics and the Institute of Political Science at the University of Göteborg. At the Institute of Political Science, the 1964 study was originally planned by this author as a project director with the purpose to conduct a one-election study. Later it proved possible extend the cross section investigation into a panel study and to extend the scope of the inquiry by linking it to an interview study of the Members of the Second Chamber of the Swedish Riksdag (undertaken in 1969). The enlarged project was started in 1968 and involved the formation of the collective of researchers now being engaged in the Swedish Representative Democracy Project.

This volume contains complete translations of the interview questionnaires in the 1964 study. The volume has been edited by *Eva Petersson*.

The field work of the 1964 election survey was carried out in two stages. The total sample of 3.110 individuals was split into two subsamples of equal size. Respondents in one of these subsamples were interviewed through personal interviews during a field work stage preceding the election. (This is referred to as "stage A" of the field work.) Furthermore respondents in this subsample were contacted again, after the election through a mail questionnaire, primarily employed to collect data on these respondents' final voting decisions. Respondents in the other of the two subsamples were contacted only in the 1964 study, that is, through personal interviews in a postelection stage of the field work. ("Stage B" of the field work.) As a consequence of the study design, there are two questionnaire versions for the personal interviews. Both of these questionnaires are included in this volume, although we have abridged the "stage B" questionnaire translation by including here only references to the "stage A" version in all cases when the questions asked in the postelection interviews were identical to questions in the preelection version. The volume also contains the mail questionnaire mentioned above.

The chart below may help to clarify both the design and the organization of this volume.



The editing of the translations presented in this volume coincedes very closely with that of the original Swedish questionnaires. Question texts have been translated as literally as possible even in instances when an alternative English phrasing might have sounded more elegant or more idiomatic. Precoded response alternatives, instructions for the interviewer, etc. are included. On the whole, the lay-out and typography is also the same as in the original versions. To save space, however, we have omitted the lines provided for notation of responses to open-ended questions etc. Also, we have omitted notation lines for responses not fitting any precoded response alternative as well as for respondents' comments to their answers. (The original questionnaire provides such notation space for most of the questions.)

Some explanatory footnotes and remarks about the editing have been inserted.

Bo Särlvik