

The National SOM Survey 2006

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Associated documentation

0853_metod.pdf (198.49 KB)

0853kb_SOM.pdf (2.59 MB)

0853q1.pdf (359.22 KB)

0853q2.pdf (445.78 KB)

Citation

(2011) The National SOM Survey 2006 (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002330>

Alternative title

Riks-SOM 2006

Creator/Principal investigator(s)

University of Gothenburg, SOM Institute

Research principal

[University of Gothenburg](#) - SOM Institute

Description

Since 1986 the SOM-institute has been carrying out an annual nation-wide survey of Swedish opinions. This is accordingly the twentyfirst survey in this series. The SOM-institute is a collaboration between three departments at Göteborg University: the Institute for Journalism and Mass Communication, the Department of Political Science, and the School of Public Administration. Since 1998 the survey includes two nation representative samples and uses two different mail questionnaires. One of the questionnaires mainly deals with questions on politics, economy and working life, while the other mainly deals with media, culture and health.

In 2006 approximately one fourth of the questions asked in the two questionnaires are common for both samples, for example questions about media habits, political attitudes, leisure activities, and social background. The questionnaire on politics include ten different subject fields: news and media; politics, society and democracy; Sweden's relations to the surrounding world; possession of technical equipment and internet; society and public service; environment and energy; knowledge and society; activities, interests, and values; work life; and background questions. The media questionnaire is divided into eleven subject fields: news and papers; politics, society and democracy; television and radio; possession of technical equipment, internet and mobile telephony; periodicals, books and libraries; movies and theatre; media and society; the dog in society; activities, interests, and values; work life and background questions.

Purpose:

The main purpose is to establish time series that enable researchers to analyse how various changes in society affect people's attitudes and behaviour.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 15-85 years and residing in Sweden

Time Method

[Longitudinal: Trend/Repeated cross-section](#)

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

2006 - Ongoing

Variables

843

Number of individuals/objects

3336

Response rate/participation rate

60%

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 2006-09-08 - 2007-02-15
- Data collector: ScandInfo Marketing Research
- Instrument: Merged questionnaire (1-2) (Questionnaire)
- Instrument: Questionnaire 1 (politics) (Questionnaire)
- Instrument: Questionnaire 2 (mass media) (Questionnaire)
- Sample size: 6050
- Number of responses: 3336
- Non response size: 2714
- Cause of non response - No contact/refusal: 2221

- Cause of non response - Respondent unable to participate: 493
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Lowest geographic unit

Municipality

Highest geographic unit

Country

Responsible department/unit

SOM Institute

Research area

[Energy and natural resources](#) (CESSDA Topic Classification)

[Environment and conservation](#) (CESSDA Topic Classification)

[International politics and organisations](#) (CESSDA Topic Classification)

[Political behaviour and attitudes](#) (CESSDA Topic Classification)

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Political science](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media studies](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media](#) (CESSDA Topic Classification)

[Leisure, tourism and sport](#) (CESSDA Topic Classification)

Keywords

[Mass media](#), [Population migration](#), [Energy](#), [Environment](#), [Health](#), [Leisure time](#), [Trust](#), [Environmental conservation](#), [Voting](#), [European union](#), [Political interest](#), [Local government services](#), [Nuclear energy](#), [Newspaper readership](#), [Periodicals readership](#), [Membership](#), [Drinking behaviour](#), [Cinema attendance](#), [Party identification](#), [Information sources](#), [Book use](#), [Television channels](#), [Television advertising](#), [News](#), [Television programmes](#), [Theatre attendance](#), [Energy policy](#), [Radioactive wastes](#), [Professional ethics](#), [Privatization](#), [Journalism](#), [Taxation](#), [Television viewing](#), [Research](#), [Religious affiliation](#), [Language skills](#), [Internet](#), [Internet access](#), [Audio and video equipment](#), [Mobile communication](#), [Referendums](#), [Democracy](#), [Internal politics](#), [Political parties](#), [Political leaders](#), [Clubs](#), [Leisure time activities](#), [Radio listening](#), [Cors](#)

Publications

Holmberg, Sören & Weibull, Lennart (eds.) (2007) Det nya Sverige : trettiosju kapitel om politik, medier och samhälle : SOM-undersökningen 2006. SOM report 41. Göteborg: SOM institute. ISBN: 978-91-89673-11-3.

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If you have published anything based on these data, [please notify us](#) with a reference to your

publication(s). If you are responsible for the catalogue entry, you can update the metadata/data description in DORIS.

Accessibility level

Access to data through SND
Access to data is restricted

Use of data

[Things to consider when using data shared through SND](#)

Versions

Version 1.0. 2011-01-14

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