



The Swedish National Election Studies Program 1952-

History

- Founded by professor Jörgen Westerståhl in 1952, pilot study in 1954.
- First nationally representative voter study in 1956.
- 1960-: Longstanding companionship with Statistics Sweden (SCB)
Field work conducted by SCB, financed by the Parliament, integrated part of the official democracy statistics
- *Research* financed by UoG (Chair) and by 'regular' research funding.

Data treasure (All available w english documentation from www.snd.gu.se/en)

- 17 National Election Studies 1956-2010 (rolling two wave panels)
- 4 Referendum Election Studies (1957, 1980, 1994, 2003).
- 4 European Parliamentary Election Studies (1995, 1999, 2004, 2009).

Features of the SNES

- Large population based samples, face to face-interviews
- Pre-election interviews (campaign panel component)
- Validated vote
- Census register data





SNES Core Organization

Professor in political science, electoral studies: **Henrik Ekengren Oscarsson**

Co-Principal Investigator: Associate Professor **Linda Berg**

Program coordinator: **Per Hedberg**

Research assistant: **Per Oleskog-Tryggvason**

Senior Professor em. **Sören Holmberg**



SNES Team Members

at the University of Gothenburg

**Aksel Sundström : Anders Sundell : Andrej Kokkonen :
Bengt Johansson : Edvin Boije : Elin Naurin : Elina Lindgren :
Erik Vestin : Georgios Xezonakis : Henrik Ekengren Oscarsson :
Jacob Sohlberg : Johan Martinsson : Jonathan Polk :
Lena Wängnerud : Linda Berg : Maria Oskarson : Maria Solevid :
Marie Demker : Maximillian Hänska-Ahy : Mikael Gilljam :
Mikael Persson : Monika Bauhr : Nicklas Håkansson :
Patrik Öhberg : Per Hedberg : Per Oleskog Tryggvason :
Peter Esaiasson : Sebastian Lundmark : Sofie Blombäck :
Sören Holmberg : Staffan I Lindberg : Staffan Kumlin :
Stefan Dahlberg**

Super Election Year 2014

Voter surveys

- SNES EP Election Study 2014
- SNES National Election Study 2014

- European Election Study (EES) 2014

- SNES/LORe Internet Campaign Panel 2014 x2
- LORe standing panels (opt in/prob. based)

- Exit Poll EP-election 2014 (SVT/Valu)
- Exit Poll National Election 2014 (SVT/Valu)

- National SOM-survey 2014
- Regional SOM-survey(s) 2014
- Diaspora SOM-survey 2014



Statistiska centralbyrån
Statistics Sweden



LORE
Laboratory of
Opinion Research



SOM INSTITUTE
SOCIETY OPINION MEDIA

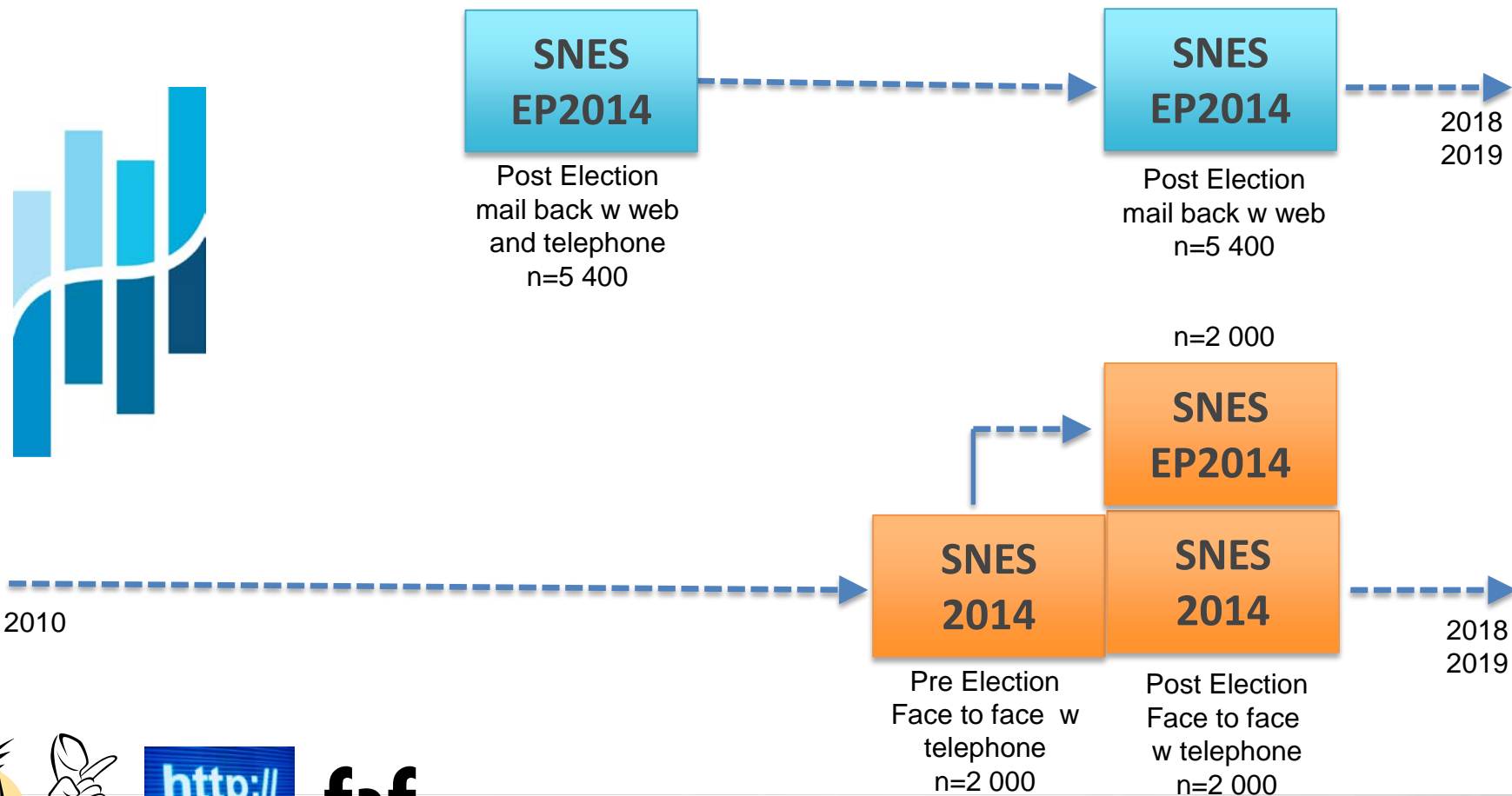


And more...

- **Member of Parliament Study 2014**
- **Panel of Politicians**
- **Panel of Journalists**
- **Coding of Party Pledges (and tracking of the fulfillment)**
- **Party manifesto codings**
- **Content analyses of media coverage**
- **Party campaign and propaganda incl TV-ads**

2014 Super Election Year in Sweden

Feb Mar Apr May June July Aug Sep Oct Nov



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Topics of SNES 2014

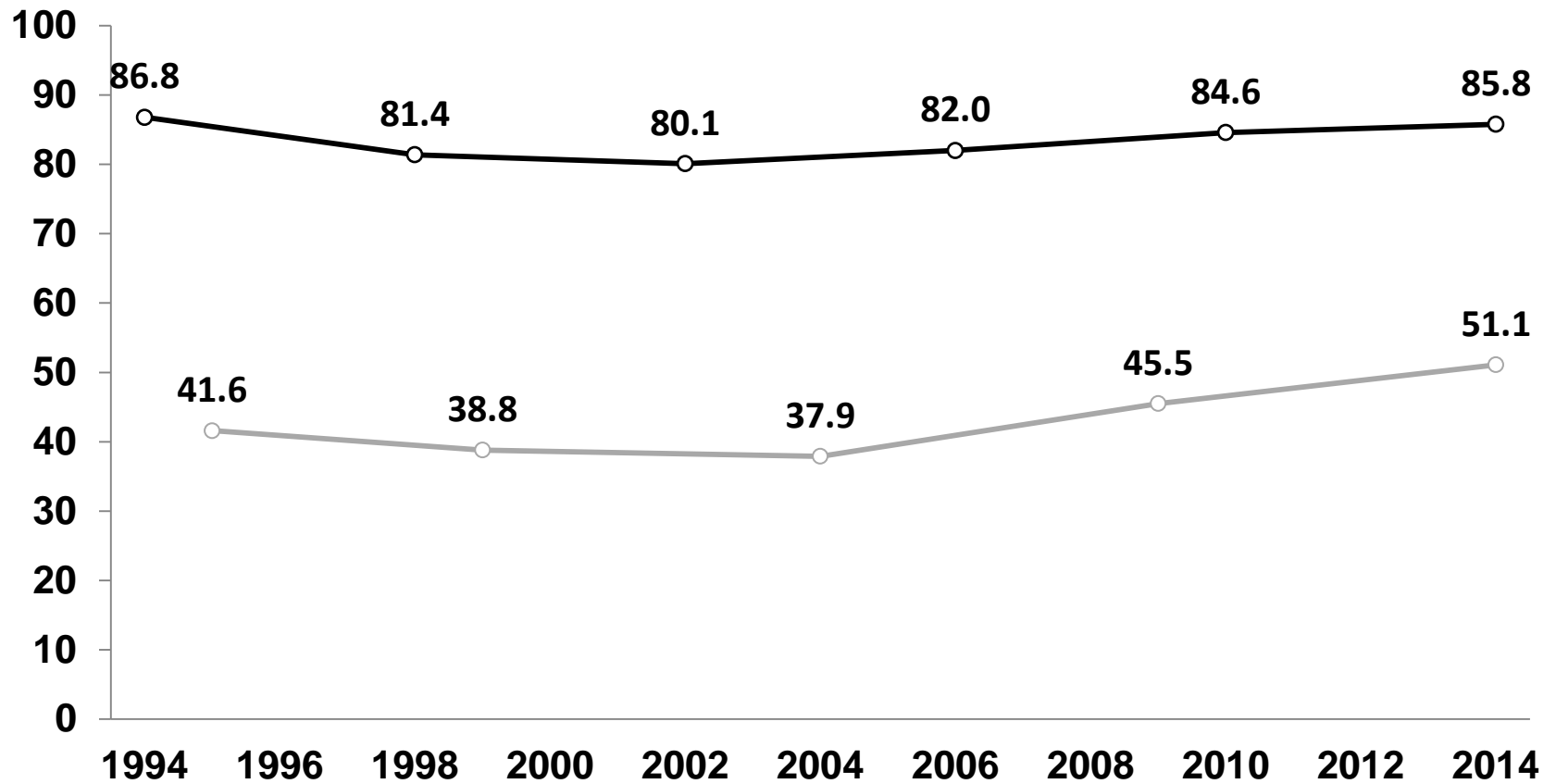
The "all purpose work horse" of Electoral Studies in Sweden

- **Voting advice application (VAA)**
- **Strategic voting**
- **Political knowledge & sophistication**
- **Choice set models**
- **Issue ownership**
- **Preferential voting**

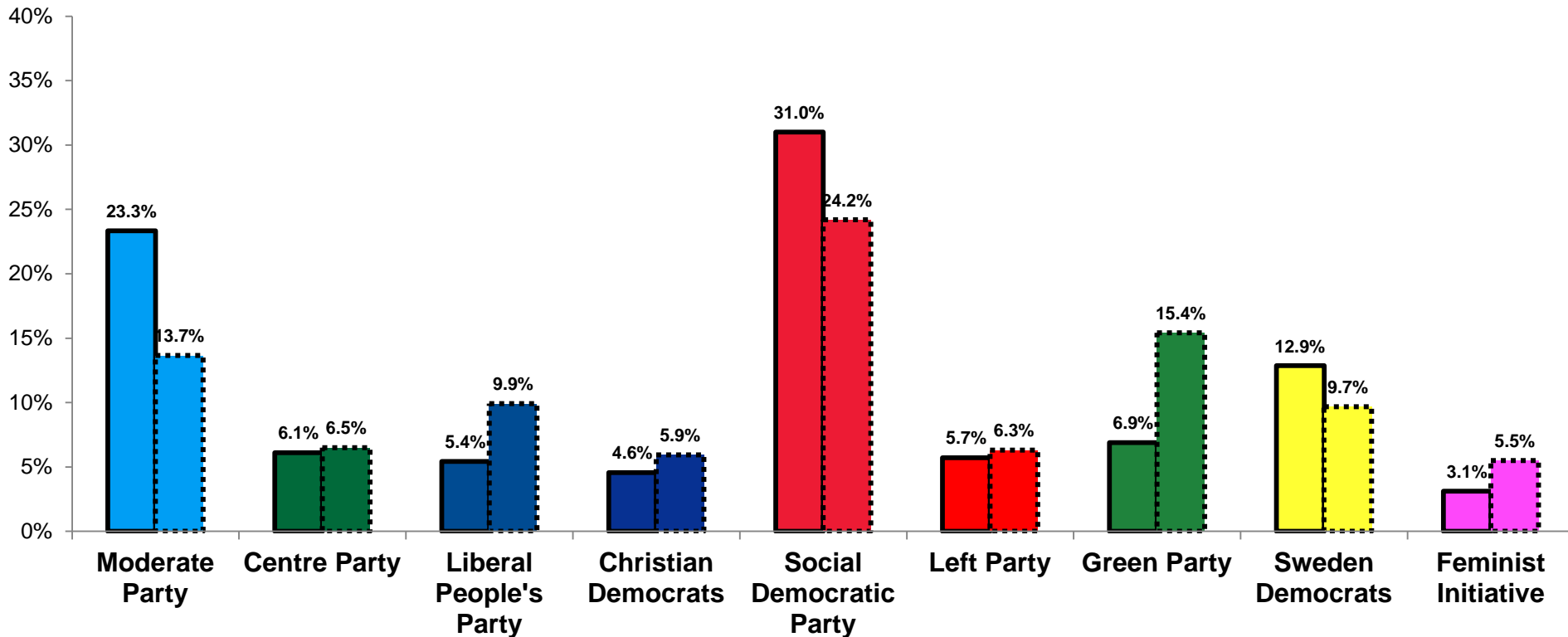
- **Government job performance**
- **Evaluations of political results**
- **Responsibility attribution**
- **Leader image**
- **Economic voting and patrimony**
- **Turnout & mobilization**
- **Absentee voting**
- **Perceptions of party pledges**
- **CSES IV**

- **Census register (turnout, education levels and type, household composition, household income, welfare benefits, taxation, real estate, yrs 2001-2014)**

Turnout in Swedish national and EP-elections 1994-2014 (percent).



Swedish general election and Swedish European parliament election 2014



- Dotted bars = European Parliamentary election May 25, 2014
- Thick line bars = General election to the Riksdag, September 14, 2014

Swedish General Election 14 September 2014

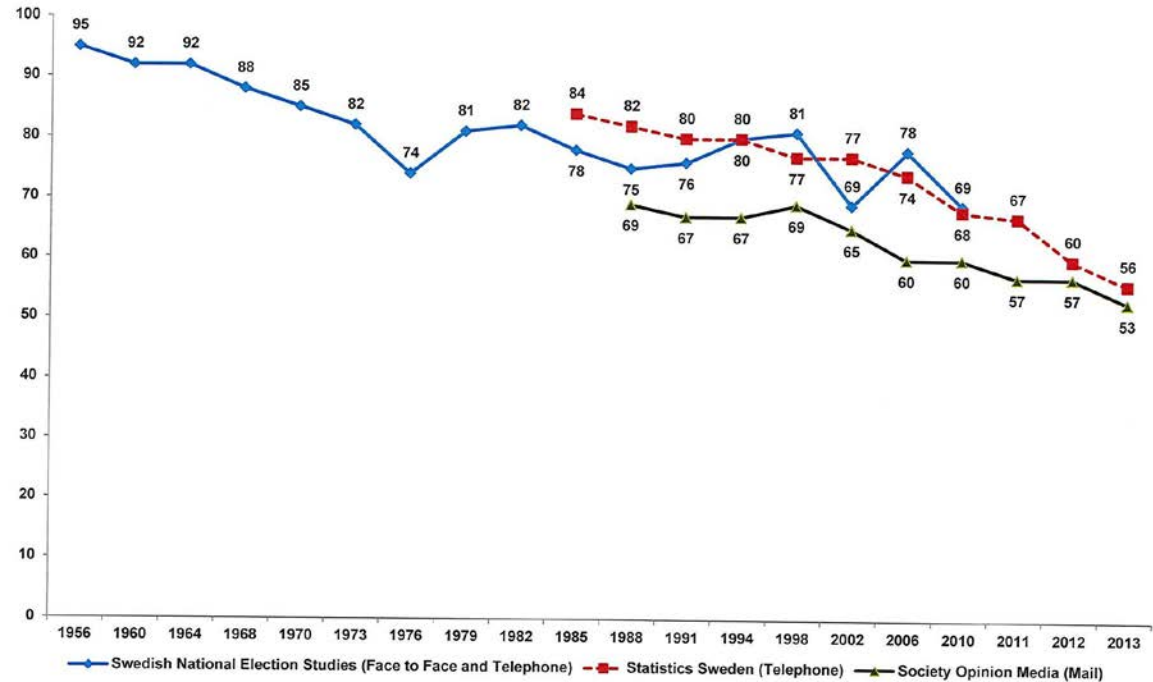
- **Rules:** Minor changes: Election Day now the Second Sunday of September (not the third); Threshold in the preferential voting system lowered from 8 to 5 percent; Mandatory vote of confidence for PM if s/he does not leave. Related: Further improvements in the election administration and the absentee voting system.
- **Substance:** Red-Green parties vs the Incumbent center-right four-party coalition “The Alliance”; schooling, economy, unemployment, immigration was the most important issues for party choice according to the Exit polls.
- **Results:** increasing turnout; all eight parties keep representation in parliament, few wasted votes; Incumbent Conservative party lose a lot; Anti-immigrant party Sweden democrats doubled in size and got 13 percent.
- **Effects:** government turnover; parliamentary stalemate; weak minority government with Social Democrat and Green party with Stefan Löfven as new PM; post-election coalition negotiations/bargains will soon decide the future of the weak minority government; Fragmentation and left-right depolarisation of party system.

Challenges

- Long term funding
- Response rates
- Mixed mode designs
- Data availability and usage
- International impact

Sören Holmberg
Per Hedberg
Department of Political Science
University of Gothenburg

Swedish Response Rates



SNES

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