

Survey Protocol: Political Consumerism Survey, 2003  
Swedish Version (in English)

Dear students of political science,

I am presenting you a survey which I would like to ask you to fill in. This survey serves as a pilot project for a larger national survey that I will be conducting together with a colleague from Canada. This pilot survey has been conducted among political science students in Canada and will also be conducted among Belgian students, and I can post some aggregate results later on my home page.

We will be presenting a conference paper that summarizes our results later this spring in Edinburgh, and the paper will be revised and translated into German for a publication. It is important for the project that you complete the questionnaire so that we have a good data set for our analysis.

Please go through all the questions below and make the choice that best expresses your views, your behaviours, etc. When you answer the questions, just go with the best answer without debating it back and forth. There are no right or wrong answers--this is NOT a Quiz or Test.

The data of this survey are strictly confidential and your answers will be protected. That means your answers will only be used for an aggregate analysis of opinions, no individual answers will be reported, and links to your identities cannot be made, which means that nobody will know what you have answered. Please answer this survey as honestly as you can.

Thank you for your cooperation.

Michele Micheletti and Dietlind Stolle

**Question 1**

Of the people you interact with daily at Stockholm University and off campus how many of them speak the same first language as you?

- 100%
- 90-99%
- 80-89%
- 70-79%
- 60-69%
- 50-59%
- 40-49%
- 30-39%
- 20-29%
- 10-19%
- 0-10%

**Question 2**

Of the people you interact with daily at Stockholm University and off campus how many of them are from the same ethnic group as you?

- 100%
- 90-99%
- 80-89%
- 70-79%
- 60-69%
- 50-59%
- 40-49%
- 30-39%
- 20-29%
- 10-19%
- 0-10%

**Question 3**

Of the people you interact with daily at Stockholm University and off campus how many of them are from the same religion as you (If you do not have a religion, how many are also non-religious as you are)?

- 100%
- 90-99%
- 80-89%
- 70-79%
- 60-69%
- 50-59%
- 40-49%
- 30-39%
- 20-29%
- 10-19%
- 0-10%

**Now you will read some statements. Please say to which degree you agree, or do not agree with the statements.**

strongly agree      agree      disagree      strongly disagree

**Question 4**

In general most people can be trusted.

- 
- 
- 
- 

**Question 5**

If you are not always on your guard, other people will take advantage of you.

- 
- 
- 
- 

**Question 6**

Imagine you have lost your most important notebook in school. Your name is on the notebook. How likely is it that the notebook will be returned to you?

- Very unlikely
- Unlikely
- Somewhat unlikely
- Somewhat likely
- Likely
- Very likely

**Question 7**

Imagine that you lost your wallet in your neighborhood. Your wallet has your name on it. If a police officer finds it, how likely is it that the police officer will return it to you?

- Very unlikely
- Unlikely
- Somewhat unlikely
- Somewhat likely
- Likely
- Very likely

**Question 8**

For a country, it is not always possible to obtain everything one might wish. Several different goals are listed below. If you had to choose among them, which one seems most desirable to you?

- Maintaining order.
- Protecting freedom of speech.
- Fighting rising prices.
- Giving people more say in important government decisions.

**Question 9**

Which one goal for our country would be your second choice?

- Maintaining order.
- Protecting freedom of speech.
- Fighting rising prices.
- Giving people more say in important government decisions.

**Question 10**

Here is another set of goals for our country. If you had to choose among them, which one seems most desirable to you?

- Progress toward a less impersonal and more humane society.
- Progress toward a society in which ideas count more than money.
- The fight against crime.
- A stable economy.

**Question 11**

Which one goal for our country would be your second choice?

- Progress toward a less impersonal and more humane society.
- Progress toward a society in which ideas count more than money.
- The fight against crime.
- A stable economy.

**Question 12**

Some people believe that citizens can influence society by buying goods and services from companies that pay a lot of attention to ethical considerations, like the environment, fair trade, etc. Do you agree with this view?

- I agree, I believe I can influence society this way.
- I disagree, I believe I cannot influence society this way.
- I don't know.

**Question 13**

Do you think it is the personal responsibility of each citizen to choose the right company from which to buy products on ethical or political grounds?

- Yes, I think citizens have a personal responsibility for the choice of products.
- No, I do not think that citizens have a personal responsibility for the choice of products.
- I don't know

**The following questions are about your habits when you buy coffee. If you do not buy coffee, skip this section.**

**Question 14**

When you buy coffee in a shop how often do you buy whatever coffee they have without consideration of other factors?

- |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> |
| 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |
| Never                    |                          |                          |                          |                          |                          |                          |                          |                          | All the time             |

**Question 15**

When you buy coffee in a shop how important is the price to your decision to purchase on a scale from 1-10?

- |            |                          |                          |                          |                          |                          |                          |                          |                          |                          |      |           |
|------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------|-----------|
| Not at all | <input type="checkbox"/> | Very |           |
| important  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10   | important |

**Question 16**

When you buy coffee in a shop how important is the taste to your decision to purchase on a scale from 1-10?

- |            |                          |                          |                          |                          |                          |                          |                          |                          |                          |      |           |
|------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------|-----------|
| Not at all | <input type="checkbox"/> | Very |           |
| important  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10   | important |

**Question 17**

When you buy coffee in a shop how important is a nice, attractive package for your decision to purchase on a scale from 1-10?

- |            |                          |                          |                          |                          |                          |                          |                          |                          |                          |      |           |
|------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------|-----------|
| Not at all | <input type="checkbox"/> | Very |           |
| important  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10   | important |

**Question 18**

When you buy coffee in a shop how important is fair trade with growers in the third world for your decision to purchase on a scale from 1-10?

Not at all	<input type="checkbox"/>	Very									
important	1	2	3	4	5	6	7	8	9	10	important

**Question 19**

When you buy coffee in a shop how important is it that it is produced in an environmental friendly manner for your decision to purchase on a scale from 1-10?

Not at all	<input type="checkbox"/>	Very									
important	1	2	3	4	5	6	7	8	9	10	important

**Question 20**

When you buy coffee in a shop how important is the name of the brand for your decision to purchase on a scale from 1-10?

Not at all	<input type="checkbox"/>	Very									
important	1	2	3	4	5	6	7	8	9	10	important

**Now follow a few questions about your potential ethical considerations when buying different types of items. Please answer each question.**

**Question 21**

How important are ethical (environmental, trade, health, etc.) considerations for you when buying food in a supermarket?

Not at all	<input type="checkbox"/>	Very									
important	1	2	3	4	5	6	7	8	9	10	important

**Question 22**

How important are ethical (environmental, trade, health, etc.) considerations for you when picking a restaurant?

Not at all	<input type="checkbox"/>	Very									
important	1	2	3	4	5	6	7	8	9	10	important

**Question 23**

How important are ethical (environmental, trade, health, etc.) considerations for you when choosing a bank?

Not at all	<input type="checkbox"/>	Very									
important	1	2	3	4	5	6	7	8	9	10	important

**Question 24**

How important are ethical (environmental, trade, health, etc.) considerations for you for buying paper for school?

Not at all                                       Very  
important      1      2      3      4      5      6      7      8      9      10      important

**Question 25**

How important are ethical (environmental, trade, health, etc.) considerations for you for buying clothing?

Not at all                                       Very  
important      1      2      3      4      5      6      7      8      9      10      important

**Question 26**

How important are ethical (environmental, trade, health, etc.) considerations for you for buying shoes?

Not at all                                       Very  
important      1      2      3      4      5      6      7      8      9      10      important

**Question 27**

How important are ethical (environmental, trade, health, etc.) considerations for you for buying soaps and detergents?

Not at all                                       Very  
important      1      2      3      4      5      6      7      8      9      10      important

**Question 28**

Do you recognise this label?



Yes

No

**Question 29**

Do you know for what the "Bra miljöval" labelling scheme stands?

Yes

No

**Question 30**

Do you recognise this label?



Yes

No

**Question 31**

Do you know for what the "Rättvisemärkt" labeling scheme stands?

Yes

No

**Question 32**

Do you recognise this logo?



Yes

No

**Question 33**

Do you know what the Swedish Standards Institute logo stands for?

Yes

No

**Question 34**

Do you recognize this label?



Yes

No

**Question 35**

Do you know for what "TCO-utveckling" labeling scheme stands for?

Yes

No

**Question 36**

Do you know the "No Sweat Shop" labeling scheme by name?

Yes

No

**Question 37**

Do you know for what the "No Sweat Shop" labeling scheme stands?

Yes

No

**Question 38**

Do you recognize its logo?



Yes

No

**Question 39**

Do you know what the Clean Clothes Campaign stands for?

Yes

No

**Question 40**

Do you recognize this label?



Yes

No

**Question 41**

Do you know for what the "KRAV" labeling scheme stands?

Yes

No

**Question 42**

Do you recognise this label?



Yes

No

**Question 43**

Do you know for what the "Forest Stewardship" labeling scheme stands?

Yes

No

**Question 44**

Do you recognise this logo?



Yes

No

**Question 45**

Do you know for what the LO logo stands?

Yes

No

**There are different ways that one as a citizen can influence societal decisions. In the following we provide you with a list of different activities. Please indicate whether you participated in any of these activities to influence societal decisions within the last 12 months.**

**Question 46**

Voting in a national, county or local election

Yes

No

No, because I was  
under legal voting age

	Yes	No
<b>Question 47</b> Voting in elections at Stockholm University	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 48</b> Joined a political group or party and/or participated in their meetings	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 49</b> Participated in a public rally or demonstration	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 50</b> Contacted a politician	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 51</b> Contacted a political organization (e.g. party, movement, interest group)	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 52</b> Signed a petition	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 53</b> Participated in culture jamming	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 54</b> Worn a campaign button or T-shirt	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 55</b> Participated in an Internet campaign	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 56</b> Participated in a transnational advocacy network	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 57</b> Contacted or appeared in the mass media	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 58</b> Participated in civil disobedience	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 59</b> Deliberately chose certain products for political, ethical or environmental reasons	<input type="checkbox"/>	<input type="checkbox"/>
<b>Question 60</b> Deliberately boycotted certain products for political, ethical or environmental reasons	<input type="checkbox"/>	<input type="checkbox"/>

**Question 61**

How regularly do you deliberately choose certain products for ethical, political or environmental reasons?

- Each time I go shopping.
- Almost each time I go shopping.
- Often when I go shopping.
- Half the time I go shopping.
- Sometimes when I go shopping.
- Rarely when I go shopping.
- I do it a few times per year.
- I have done it once so far.
- I have never done it.

**Question 62**

How regularly do you go shopping?

- |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> |
| Everyday                 | Almost<br>everyday       | a few times<br>a week    | Once a<br>week           | A few times<br>a month   | Once a<br>month or less  |

**Question 63**

How regularly do you boycott certain products for ethical, political or environmental reasons?

- Each time I go shopping.
- Almost each time I go shopping.
- Often when I go shopping.
- Half the time I go shopping.
- Sometimes when I go shopping.
- Rarely when I go shopping.
- I do it a few times per year.
- I have done it once so far.
- I have never done it.

**Question 64**

Which are some of the specific products, brand names, companies, production sites, etc. that you boycott? Please write in 2 (skip if you don't boycott).

Answer

- 1.....
- 2.....

**Question 65**

Which are some of the specific products, brand names, companies, production sites, etc. that you deliberately choose over others? Please write in 2 (skip if you don't).

Answer

- 1.....
- 2.....

**Question 66**

(If you do not boycott or buy products for ethical reasons, please skip this question)

What are the issues that concern you most when deliberately buying or boycotting a product? (Select all that apply)

- protection of children, animals, etc.
- environmental concerns
- your and your family's health
- Sweden's well-being
- rights of minorities
- corporate practices
- other

**Question 67**

Have you ever deliberately given your financial support to an organization whose cause you support?

- Yes
- No

**Question 68**

If you deliberately give your financial support to an organization whose cause you support, how regularly do you do it?

- Very regularly (monthly or yearly)
- Have done it on occasion (a few times so far)
- Did it once
- Have never done it

**Question 69**

If you deliberately give financial support to an organization whose cause you support, how much did you contribute in the last 12 months? (Indicate amount in SEK)(Skip if you didn't)

Answer:.....

**Question 70**

Have you ever volunteered for an organization whose cause you support?

- Yes  No

**Question 71**

If you volunteer for an organization whose cause you support, how regularly do you do it?

- Every day  A few times per week  a few times per month  Rarely  Once a year  Have never done it

**Question 72**

If you volunteer for an organization whose cause you support, how much time did you volunteer in the previous month? (estimate number of hours) (Skip if you didn't)

Answer:.....hours in previous month

**Question 73**

Have you ever deliberately withdrawn your financial support from an organization/institution whose cause you do not support any longer?

- Yes  No

**Question 74**

Have you ever deliberately acted / spoken out against an institution/organization/corporation whose cause you do not support (e.g. an institution that takes funding from or gives funding to dubious sources)?

- Yes  No

**Question 75**

(If you answered 'no' to the previous questions, please skip this question)

What are the issues that concern you most when deliberately supporting/rejecting an organization /institution? (select all that apply)

- protection of children, animals, etc.  rights of minorities  
 environmental concerns  corporate practices  
 your and your family's health  other  
 Sweden's well-being

**Question 76**

If we want living conditions in this world to become better, the most important actor in your view is (choose one):

- |  |   |
|--|---|
| <input type="checkbox"/> The government of Stockholm | <input type="checkbox"/> WTO                    |
| <input type="checkbox"/> Multinational corporations  | <input type="checkbox"/> World Bank             |
| <input type="checkbox"/> NAFTA                       | <input type="checkbox"/> EU                     |
| <input type="checkbox"/> The US government           | <input type="checkbox"/> The Swedish government |
| <input type="checkbox"/> UN                          | <input type="checkbox"/> Other organizations    |

**Question 77**

In your view, the second most important actor to enhance living conditions in the world is (choose one):

- |  |   |
|--|---|
| <input type="checkbox"/> The government of Stockholm | <input type="checkbox"/> WTO                    |
| <input type="checkbox"/> Multinational corporations  | <input type="checkbox"/> World Bank             |
| <input type="checkbox"/> NAFTA                       | <input type="checkbox"/> EU                     |
| <input type="checkbox"/> The US government           | <input type="checkbox"/> The Swedish government |
| <input type="checkbox"/> UN                          | <input type="checkbox"/> Other organizations    |



**Question 89**

Did you participate in the demonstrations in Gothenburgh in connection with the EU Summit in Gothenburgh in June 2001?

Yes

No

**Question 90**

Did you engage in political violence in connection with your participation in these demonstrations?

Yes

No

**Question 91**

Were you arrested in connection with your participation in these demonstrations?

Yes

No

**Question 92**

Generally, how much do you trust politicians?

not at all

little

some

a lot

**Question 93**

Generally, how much do you trust police officers?

not at all

little

some

a lot

**Question 94**

Generally, how much do you trust businesses?

not at all

little

some

a lot

**Question 95**

How much confidence do you have in the Swedish government to do things right?

not at all

little

some

a lot

**Question 96**

How much confidence do you have in the UN to do things right?

- not at all       little       some       a lot

**Question 97**

How often would you say you discuss political matters with others?

- never       rarely       sometimes       often

**Question 98**

How regularly do you read the newspaper?

- never       rarely       a few times per month       once per week       a few times per week       every day

**Question 99**

How regularly do you use the Internet to obtain information on society and politics?

- never       rarely       a few times per month       once per week       a few times per week       every day

**Question 100**

This question asks you about your memberships in voluntary organizations in which members meet regularly. In which of the types of associations listed below do you participate regularly and actively. Please choose all that apply!

- |  |   |
|--|---|
| <input type="checkbox"/> Sports and Outdoor organizations                    | <input type="checkbox"/> Ethnic organizations             |
| <input type="checkbox"/> Cultural, Music-, Dance- and Theater groups         | <input type="checkbox"/> Unions                           |
| <input type="checkbox"/> Other Hobby Clubs                                   | <input type="checkbox"/> Political Organizations          |
| <input type="checkbox"/> Neighborhood, Residential and Tenants organizations | <input type="checkbox"/> Self-Help groups                 |
| <input type="checkbox"/> Religious organizations                             | <input type="checkbox"/> Student Council/ Boards          |
|  | <input type="checkbox"/> Other groups that meet regularly |

**Question 101**

This question asks you about your associational memberships in organizations in which members do not meet regularly. Your membership might just consist of sending a check to the organization, reading their newsletter, etc. In the list provided below, please choose those organizations in which you are a member. (Select all that apply)

- Environmental organizations
- Humanitarian organizations
- Peace organizations
- Women's organizations
- Consumer organizations
- Political organizations
- Unions
- Other organizations in which you do not meet your fellow-members regularly

**Question 102**

Please, indicate whether you are:

- Male
- Female

**Question 103**

Please indicate how old you are:

Answer:.....

**Question 104**

Please indicate whether you are:

- Born in Sweden
- Born outside Sweden

**Question 105**

What language do you speak most often at home?

- Swedish
- English
- A Nordic language other than Swedish
- Spanish
- Turkish
- A European language other than the ones listed
- Arabic
- Kurdish
- Other: .....

**Question 106**

What is your family background?

- From the Nordic countries
- From another part of Europe
- From the Middle East
- From Africa
- From Asia
- From Latin America
- From North America
- Other

**Question 107**

What, if any, is your religion or your religious background?

- |  |                                 |
|--|---------------------------------|
| <input type="checkbox"/> I am not religious          | <input type="checkbox"/> Jewish |
| <input type="checkbox"/> Catholic                    | <input type="checkbox"/> Muslim |
| <input type="checkbox"/> Protestant (e.g., Lutheran) | <input type="checkbox"/> Hindu  |
| <input type="checkbox"/> Orthodox                    | <input type="checkbox"/> Other  |

**Question 108**

What is the highest degree of education that your mother earned?

- |   |  |
|---|--|
| <input type="checkbox"/> Not finished high-school or gymnasium) | <input type="checkbox"/> Some College                  |
| <input type="checkbox"/> High school diploma                    | <input type="checkbox"/> University Degree             |
| <input type="checkbox"/> Trade- or vocational school            | <input type="checkbox"/> More than 1 University Degree |

**Question 109**

What is the highest degree of education that your father earned?

- |   |  |
|---|--|
| <input type="checkbox"/> Not finished high-school or gymnasium) | <input type="checkbox"/> Some College                  |
| <input type="checkbox"/> High school diploma                    | <input type="checkbox"/> University Degree             |
| <input type="checkbox"/> Trade- or vocational school            | <input type="checkbox"/> More than 1 University Degree |

**Question 110**

What is the current yearly income of your parental household (before taxes) in SEK?

- 100 000 SEK or less
- 101 000--200 000 SEK
- 201 000-300 000 SEK
- 301 000-400 000 SEK
- 401 000-500 000 SEK
- 501 000-600 000 SEK
- 601 000-700 000 SEK
- over 700 000 SEK
- Prefer not to answer this question

**Question 111**

What is your status at Stockholm University?

- First year at the university
- Second year at the university
- Third year at the university
- Fourth year at the university
- Exchange student
- Other

**Question 112**

Did you like this survey?

- Yes     A bit     No

**Question 113**

Do you have any comments on the survey, e.g. on questions that you found difficult to answer.

.....

.....

.....

Thank you so much for your cooperation!!! We hope you enjoyed the survey!

