

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
Question 47 Voting in elections at Stockholm University	<input type="checkbox"/>	<input type="checkbox"/>
Question 48 Joined a political group or party and/or participated in their meetings	<input type="checkbox"/>	<input type="checkbox"/>
Question 49 Participated in a public rally or demonstration	<input type="checkbox"/>	<input type="checkbox"/>
Question 50 Contacted a politician	<input type="checkbox"/>	<input type="checkbox"/>
Question 51 Contacted a political organization (e.g. party, movement, interest group)	<input type="checkbox"/>	<input type="checkbox"/>
Question 52 Signed a petition	<input type="checkbox"/>	<input type="checkbox"/>
Question 53 Participated in culture jamming	<input type="checkbox"/>	<input type="checkbox"/>
Question 54 Worn a campaign button or T-shirt	<input type="checkbox"/>	<input type="checkbox"/>
Question 55 Participated in an Internet campaign	<input type="checkbox"/>	<input type="checkbox"/>
Question 56 Participated in a transnational advocacy network	<input type="checkbox"/>	<input type="checkbox"/>
Question 57 Contacted or appeared in the mass media	<input type="checkbox"/>	<input type="checkbox"/>
Question 58 Participated in civil disobedience	<input type="checkbox"/>	<input type="checkbox"/>
Question 59 Deliberately chose certain products for political, ethical or environmental reasons	<input type="checkbox"/>	<input type="checkbox"/>
Question 60 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
everyday | a few times
a week | Once a
week | A few times
a month | Once a
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!

