



Online Panel of Electoral Campaigning (OPEC) – FACTS ABOUT THE SURVEYS

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OPEC - Facts about the surveys

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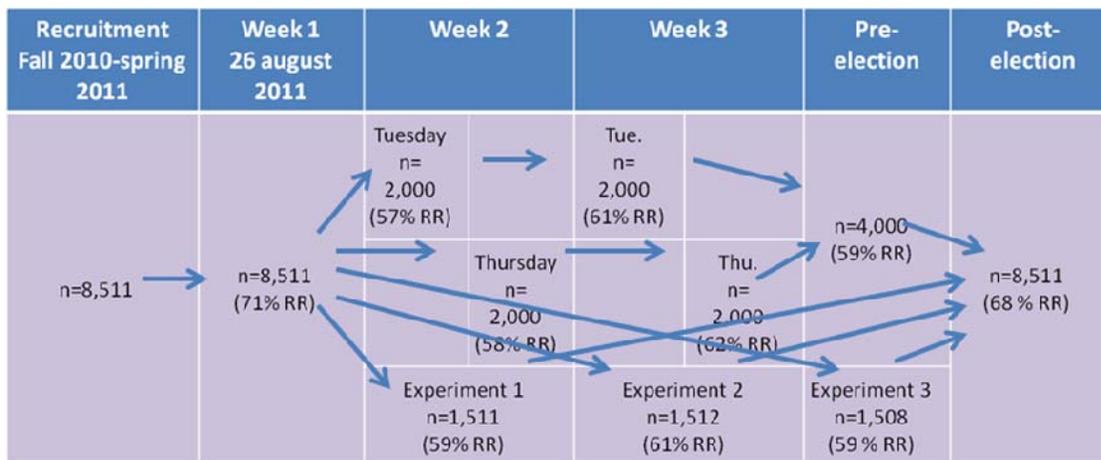
Online Panel of Electoral Campaigning – OPEC

Campaigning is of increasing importance to Danish political parties both at and between elections. The traditional linkage between parties and voter groups have been if not completely dissolved then at least loosened and resulted in an increasing number of late deciders. Furthermore, the media is more fragmented and competitive than ever before. As a response, parties put increasing emphasis on their campaigning. They professionalize their campaigning by introducing marketing tools such as opinion polls and focus groups, and by hiring staff with campaigning competencies such as pollsters, communication experts and campaigning professionals. All to maximize the number of votes. Together with increased public funding for parties, this has led to a dramatic increase in campaign spending over the recent elections.

However, our knowledge of whether this money has any effect on the voters is very limited. Basically there is no systematic studies of the various effect of the political campaign in Denmark. The purpose of Online Panel of Electoral Campaigning (OPEC) is to estimate to what extent campaigns matter. That is, does the campaign influence the voters' political preferences, civic engagement, and attitude towards parties and politicians?

The purpose of this document is to provide the basis documentation about the surveys carried out within this research project. OPEC is financed by the Danish Research Council. All surveys were carried out as online web-survey (CAWI) in cooperation with Gallup TNS. Table 1 shows the general overview of the design.

Table 1: General resig of OPEC – Online Panel of Electoral Campaigning



RR= Response Rate = Fully completed divided by e-mails sent out.

Questionnaire 1-3 – Recruitment

We aimed to build a new web-panel through simple random sampling¹. In order to gain more knowledge on the effect of various recruitment strategies we initially conducted a pilot-study with 2,500 respondents between 18 and 70 years old, drawn from the Danish Civil Registration System. The sample from the Danish Civil Registration included 50,000 between 18 and 70 years old if the election was held as late as possible (13 November 2011). The samples of the 2,500 were pre-stratified in age groups (14 groups), gender (2 groups), and geographical region (5 groups). The recruitment study showed among other things that Short Text Messages to mobile phones (SMS-recruitment) can be a powerful recruitment strategy especially because the marginal cost of inviting additional respondents is zero². Due to our new knowledge we sent out additionally approximately 130,000 recruitment-SMS during the fall and winter of 2010. Of these 130,000 recruitment-SMS, 17,393 (minus the 2,500 which was used for the pilot study) were sent to respondents which were taken from the originally sample of 50,000 from the Danish Civil Registration System. The 17,393 respondents are the number of respondents we were able to link to known and listed mobile phone numbers available in Denmark. The rest of the recruitment-SMS was randomly drawn from the known mobile telephone numbers in Denmark and it was thus not possible to target the recruitment to e.g. certain age groups. We did not consider the respondent recruited before they had completed a lengthy online questionnaire and fully committed themselves to participate in the online election campaign panel.

Each questionnaire included questions on background variables and media consumption, issues (self-placement and party placement), left-right placement (self and party), agenda, vote choice, party like/dislike, party leader like/dislike, issue ownership, self-placement on specific issues, need to evaluate, political efficacy, decisiveness, political interest etc.

¹ See Hansen, Kasper M (2009) The Effect of Political Campaigns – project description, Presented at e.g. at NOPSA University of Tromsø, 6-9 August 2008, located at http://www.cvap.polsci.ku.dk/valgkamp/publikationer/The_Effect_of_Political_Campaigns_post_NOPSA.pdf/

² See [Hansen, Kasper M. & Pedersen, Rasmus T. \(2012\) Efficiency of Different Recruitment Strategies for Web Panels. International Journal of Public Opinion Research. Vol. 24, No. 2, pp. 238-249.](#)

In order to reach our goal of approximately 8,500 respondents, additional respondents were drawn from Gallup’s established online panel. This also allowed us to oversample the least educated which were somewhat underrepresented in the SMS-recruitment.

When the election was called 26 August 2011 8,511 voters had completed the recruitment questionnaires and committed fully to be part of the election campaign panel. We consider the first aggregated recruitment questionnaires (1-3) as wave 1 of the research project. Of these 8,511 respondents, 47 per cent were recruited from SMS and 53 percent from Gallup’s established panel. Median interview time for the recruitment survey was 26.97 minutes for the established Gallup’s panelist (n=4,527). The SMS-recruitment was carried out over two rounds of questionnaires. The first round (questionnaire 1) had a median interview time of 10.53 minutes and the second (questionnaires 2 and 3) 20.14 minutes (n=3,984). These 8,511 voters are questioned during the campaign.

Table 2 shows the flow of the study with the six waves, the questionnaires related and experiments. Wave 2-6 and experiments will be elaborated upon below.

Table 2: OPEC six wave panel with questionnaire numbers and time (send out)

1 st wave	2 nd wave	3 rd wave	4 th wave	5 th wave	6 th wave
Questionnaire 1-3 Fall 2010- Spring 2011	Questionnaire 4 26.8.2011	Tuesday panel Questionnaire 5 30.8.11	Tuesday panel Questionnaire 7 6.9.11	Tuesday and Thursday panels Questionnaire 9 13.9.11	Question- naire 10 19.9.2011
		Thursday panel Questionnaire 6 1.9.11	Thursday panel Questionnaire 8 8.9.11		
		Experiment 2 31.8.11	Experiment 1 5.9.11	Experiment 3 9.9.11	

Questionnaire 4-10 – the flow of the campaign panels

When the election was called all 8,511 respondents were invited by e-mail to participate in the first survey during the campaign (named questionnaire 4, wave 2). This was a basis survey of agenda, political efficacy, vote choice, party like/dislike, party leader like/dislike, decisiveness, political interest, left-right (self-placement and party placement) etc.

In the first week of the campaign, the respondents were divided into different groups. A Tuesday panel (n=2,000) surveyed on Tuesdays in the campaign and a Thursday panel surveyed on Thursdays (n=2,000). The Tuesday and Thursday respondents were each surveyed twice (respectively wave 3, questionnaires 5-6, and wave 4, questionnaires 7-8).

Furthermore, we created three experimental groups (n=1,511, n=1,512, n=1,508) which were surveyed in the first, second, and third week of the campaign, respectively. The control groups in these experiments group allow analyses of panel effects in the main panel.

Two days before the election, the Tuesday and Thursday panels were surveyed together (wave 5, questionnaire 9).

Four days after the election, all 8,511 respondents were surveyed with a final post election survey (wave 6, questionnaire 10). Questionnaire 10 contains all questions asked during the panel as well as some questions on the campaign in general (see appendix).

Table 3 sums up the number of respondents and response rates. Below further details on questionnaires 4-10 and experiments 1-3 may be found.

Table 3: Number of respondents and response rates (fully completed)

1 st wave	2 nd wave	3 rd wave	4 th wave	5 th wave	6 th wave
Q 1-3	Q 4 8,511 71 pct.	Tuesday panel Q 5 2,000 57 pct.	Tuesday panel Q 7 2,000 61 pct.	Tuesday and Thursday panels Q 9 3,998 59 pct.	Q 10 8,511 68 pct.
		Thursday panel Q 6 2,000 58 pct.	Thursday panel Q 8 1,998 62 pct.		
		Exp 2 1,512 59 pct.	Exp 1 1,511 61 pct.	Exp 3 1,508 59 pct.	

Questionnaire 4 - All panelists

- Sent out the day the election was called - 26 August 2011
- E-mailed with embedded link to all respondents who had fully completed the three recruitment questionnaires: 1, 2 and 3. n=8,511.
- 7,079 respondents gave an answer, 6,071 completed the entire questionnaire, 353 answered at least one question (incomplete) and 655 declined to participate when asked.
- Response rate 71 % (fully completed interviews / sent out e-mails)
- First fully complete interview started August 26, 17:42.
- First completed interview ended August 26, 17:51.
- Median interview time for all fully completed interviews is 11.67 minutes.
- 2,770 (46% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 4,169 (69% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 5,469 (90% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 5,830 (99% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- E-mail reminder sent out August 29, 7:00.

Questionnaire 5 – Tuesday panel

- Sent out: 30 August 2011
- E-mailed with embedded link to a random sample of 2.000 drawn from all respondents who had completed the three recruitment questionnaires: 1, 2 and 3. n=2.000. These respondents are marked as Tuesday panel.
- 1,459 respondents gave an answer, 1,138 completed the entire questionnaire, 201 answered at least one question (incomplete) and 120 declined to participate when asked.
- Response rate 57 % (fully completed interviews / sent out e-mails)
- First fully complete interview started August 30, 9:20.
- First completed interview ended August 30, 9:27.
- Median interview time for all fully completed interviews is 10.98 minutes.
- 745 (65% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 918 (81% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 1,114 (98% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 1,120 (98% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- E-mail reminder sent out September 1: 7:00.

Questionnaire 6 – Thursday panel

- Sent out: 1 September 2011
- E-mailed with embedded link to a random sample of 2.000 drawn from all respondents who had completed the three recruitment questionnaires: 1, 2 and 3. n=1.998. These respondents are marked as Thursday panel.
- 1,471 respondents gave an answer, 1,150 completed the entire questionnaire, 187 answered at least one question (incomplete) and 134 declined to participate when asked.
- Response rate 58 % (fully completed interviews / sent out e-mails)
- First fully complete interview started September 1, 9:12.
- First completed interview ended September 1, 9:21.
- Median interview time for all fully completed interviews is 11.16 minutes.
- 738 (64% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 906 (79% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 1,063 (92% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 1,132 (98% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- E-mail reminder sent out September 3: 7:00.

Questionnaire 7 – Tuesday panel

- Sent out: 6 September 2011
- E-mailed with embedded link to the “Tuesday panel”. n=2,000. Same group as questionnaire 5.
- 1,526 respondents gave an answer, 1,223 completed the entire questionnaire, 152 answered at least one question (incomplete) and 151 declined to participate when asked.
- Response rate 61 % (fully completed interviews / sent out e-mails)
- First fully complete interview started September 6, 9:43.
- First completed interview ended September 6, 9:55.
- Median interview time for all fully completed interviews is 10.73 minutes.
- 908 (74% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 1,137 (93% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 1,182 (97% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 1,194 (98% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- E-mail reminder sent out September 8: 7:00.

Questionnaire 8 – Thursday panel

- Sent out: 8 September 2011
- E-mailed with embedded link to the “Thursday panel”. n=1,998. Same group as questionnaire 6.
- 1,531 respondents gave an answer, 1,240 completed the entire questionnaire, 149 answered at least one question (incomplete) and 142 declined to participate when asked.
- Response rate 62 % (fully completed interviews / sent out e-mails)
- First fully complete interview started September 8, 9:07.
- First completed interview ended September 8, 9:16.
- Median interview time for all fully completed interviews is 11.50 minutes.
- 866 (70% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 998 (80% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 1,119 (90% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 1,199 (97% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- E-mail reminder sent out September 10: 7:00.

Questionnaire 9 – Tuesday and Thursday panel combined

- Sent out: 13 September 2011
- E-mailed with embedded link to the “Thursday panel”. n=3,998. Same group as questionnaire 5, 6, 7, and 8.
- 2,813 respondents gave an answer. 2,373 completed the entire questionnaire, 219 answered at least one question (incomplete) and 221 declined to participate when asked.
- Response rate 59 % (fully completed interviews / sent out e-mails)
- First fully complete interview started September 13, 10:08.
- First completed interview ended September 13, 10:16.
- Median interview time for all fully completed interviews is 11.13 minutes.
- 1,852 (78% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 2,324 (98% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 2,370 (100% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 2,373 (100% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- E-mail reminder sent out September 15: 7:00.

Questionnaire 10 – All respondents post election survey

- Sent out: 19 September 2011
- E-mailed with embedded link to all 8,511 respondents. Same group as questionnaire 5, 6, 7, and 8 + additional questions.
- 7,173 respondents gave an answer. 5,774 completed the entire questionnaire, 663 answered at least one question (incomplete) and 736 declined to participate when asked.
- Response rate 68 % (fully completed interviews / sent out e-mails)
- First fully complete interview started September 19, 12:46.
- First fully completed interview ended September 19, 12:58.
- Median interview time for all fully completed interviews is 20.41 minutes.
- 3,259 (56% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 3,761 (65% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 4,340 (75% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 4,794 (83% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- Last questionnaire included was answered 10 October.
- E-mail reminder sent out four times: 22/9: 7am, 26/9:7am and 28/9:7 am and 7/10:7am

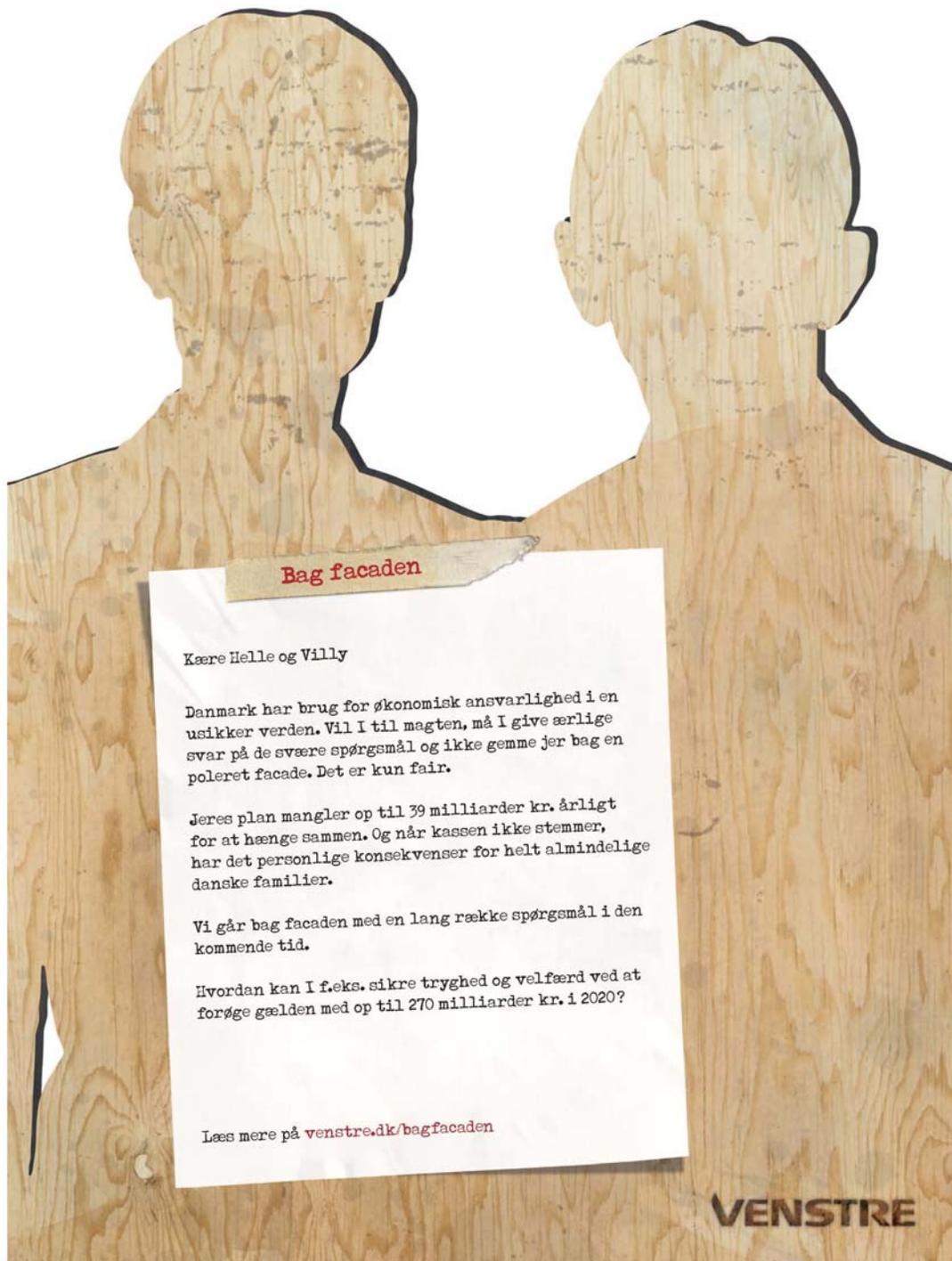
Experiment 1

- Sent out : 5 September 2011
- E-mailed with embedded link to a random sample which had fully completed the three recruitment questionnaires: 1, 2 and 3. n=1,511. These are labeled experimental group 1.
- 1,005 respondents gave an answer. 921 completed the entire questionnaire, 64 answered at least one question (incomplete) and 20 declined to participate when asked.
- Response rate 61 % (fully completed interviews / sent out e-mails)
- First fully complete interview started September 5, 9:59.
- First completed interview ended September 5, 10:02.
- Median interview time for all fully completed interviews is 6.03 minutes.
- 714 (78% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 821 (89% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 872 (95% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 894 (97% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- E-mail reminder sent out September 8, 7:00.
- Respondents were randomly assigned to four different groups (A-D) and a control group (E) in the experiment A . Groups A-D were each exposed to different election adds (see below)

Groups:	n	percent	Description
SPLIT A	196	20.08	Negative campaigning, The Liberals
SPLIT B	192	19.67	Negative campaigning, The Liberal Youth
SPLIT C	190	19.47	Negative campaigning, The Social Democratic Youth
SPLIT D	198	20.29	Positive campaigning, The Liberals
SPLIT E	200	20.49	(Control group)
Total	976	100.00	

In a subsequent experiment B, respondents were randomly assigned to six different groups (A-F). The control group from Experiment A was retained and also served as control group for Experiment B. Groups A-F were each exposed to various arguments in favor or against a suggested statute requiring children to use bicycle helmets. The control group was exposed to the suggested statute, without any arguments.

Groups	n	percent	Description
SPLIT A	122	16.53	pro (preventing injury and death) +con (cost for parents)
SPLIT B	122	16.53	pro (children won't mind) + con (obesity)
SPLIT C	123	16.67	pro (preventing injury and death)
SPLIT D	125	16.94	pro (children won't mind)
SPLIT E	123	16.67	con (cost for parents)
SPLIT F	123	16.67	con (obesity)
Total	738	100.00	



Add A



SIG NEJ TIL RØDE LÆNKER

DANMARK HAR BRUG FOR FRIHED OG INCITAMENTER, DER FREMMER DET PERSONLIGE ANSVAR. EN RØD REGERING VIL TAGE RETTEN TIL SELVBESTEMMELSE FRA DANSKERNE! LÆS MERE OM DIN FRIHED I DENNE FOLDER ELLER PÅ **VALG.DK**

VENSTRES UNGDOM
SIG NEJ TIL **RØDE** LÆNKER

Add B



Add C

LÆNGE LEVE SUNDHEDEN !

KUN EN SUND ØKONOMI GIVER RÅD TIL ENDNU BEDRE SYGEHUSE

Vi kan alle rammes af sygdom. Derfor er det positivt, at sundhedsområdet er blevet markant forbedret siden 2001. Eksempelvis gennemføres der nu 216.000 flere operationer om året. Der er skåret 37 dage af ventetiden, og dødeligheden af kræft og hjertesygdomme er faldet. Den udvikling skal vi holde fast i.

Faktisk vil vi i 2012 investere 35 mia. kr. mere i sundhed, end Nyrup gjorde. Og fordi vi har styr på økonomien, kan vi nu gennemføre danmarkshistoriens største investering på sundhedsområdet med etablering af nye supersygehuse og udrednings- og diagnosecentre i hele landet. Et stærkt sundhedsvæsen er selve kernen i vores velfærdssamfund. Det må vi ikke sætte over styr.

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[Add D](#)

Experiment 2

- Sent out : 31 August 2011
- E-mailed with embedded link to a random sample which had fully completed the three recruitment questionnaires: 1, 2 and 3. n=1,512. These are labeled experimental group 2.
- 994 respondents gave an answer, 894 completed the entire questionnaire, 54 answered at least one question (incomplete) and 46 declined to participate when asked.
- Response rate 59 % (fully completed interviews / sent out e-mails)
- First fully complete interview started August 31, 10:20.
- First completed interview ended August 31, 10:25.
- Median interview time for all fully completed interviews is 6.02 minutes.
- 720 (81% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 821 (92% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 867 (97% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 881 (99% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- We conducted 100 extra interviews from GAF in order to bust sample size (not part of any other panels). These interviews are added to the file, but not in about stats.
- E-mail reminder sent out September 2, 7:00.
- Respondents were randomly assigned to four different groups (A-D) and a control group (E) in the experiment A. Groups A-E were each exposed to the argument that more money should be spent on education, in order to improve innovation and economic growth. The proponent of the argument varied between the four first groups (A-D). The control group (E) was exposed to the same argument, presented without a proponent.

Groups	n	percent	Description
SPLIT A	189	20.11	Proponent: The Social Democrats
SPLIT B	189	20.11	Proponent: Danish Confederation of Trade Unions
SPLIT C	187	19.89	Proponent: The Liberals
SPLIT D	190	20.21	Proponent: Confederation of Danish Industry
SPLIT E	185	19.68	Control group, Proponent: None (“It has been argued...”)
Total	940	100.00	

In a subsequent experiment B, respondents were randomly assigned to five different groups (A-E). The control group from Experiment A was retained and also served as control group for Experiment B. Groups A-E were each exposed to the argument closer cooperation between primary schools, parents and the business community was necessary in order to improve student learning. The proponent of the argument varied between the four five groups (A-E). The control group was exposed to the same argument, presented without a proponent.

Groups	n	percent	percent, cumulative
a	144	20.06	20.06 (proponent: National Ass. of Schoolparents)
b	145	20.19	40.25 (The Social Democrats)
c	143	19.92	60.17 (The Liberals)
d	143	19.92	80.08 (A professor from the Danish School of Education)
e	143	19.92	100.00 Representatives from the business community)
Total	718	100.00	

(In order to account for context effects, questions asked after experiments were randomized on a split, orthogonal to the others splits (SPLIT A: n=452, SPLIT B: n=447)

Experiment 3

- Sent out : 9 September 2011
- E-mailed with embedded link to a random sample which had fully completed the three recruitment questionnaires: 1, 2 and 3. n=1,508. These are labeled experimental group 3.
- 1,006 respondents gave an answer. 886 completed the entire questionnaire, 80 answered at least one question (incomplete) and 40 declined to participate when asked.
- Response rate 59 % (fully completed interviews / sent out e-mails)
- First fully complete interview started September 9, 9:45.
- First completed interview ended September 9, 9:50.
- Median interview time for all fully completed interviews is 8.69 minutes.
- 731 (83% of all fully completed interviews) interviews were completed within 24 hrs. of first distribution of e-mail.
- 826 (93% of all fully completed interviews) interviews were completed with 48 hrs of first distribution of e-mail.
- 876 (99% of all fully completed interviews) interviews were completed with 72 hrs of first distribution of e-mail.
- 880 (99% of all fully completed interviews) interviews were completed with 96 hrs of first distribution of e-mail.
- E-mail reminder sent out September 12, 11:00.
- Respondent were randomly assigned to eight different groups (A-H) and a control group (I) in the experiment A . Groups A-H were each exposed to different version of newspaper article, describing a policy proposal. Articles varied with frame, focus on negative/positive campaigning and policy proponent (newspaper articles are marked with letters A-H in lower left corner)

Groups:	n	percent	Description
A	101	10.65	issue frame, positive campaigning, Social Democrats
B	109	11.50	game frame, positive campaigning, Social Democrats
C	103	10.86	issue frame, negative campaigning, Social Democrats
D	103	10.86	game frame, negative campaigning, Social Democrats
E	106	11.18	issue frame, positive campaigning, The Liberals
F	103	10.86	game frame, positive campaigning, The Liberals
G	105	11.08	issue frame, negative campaigning, The Liberals
H	108	11.39	game frame, negative campaigning, The Liberals
I	110	11.60	(Control group)
Total	948	100.00	

In a subsequent experiment B, respondents were again randomly assigned to four different groups (A-D). The control group from Experiment A was retained and also served as control group for Experiment B. Groups A-D were each exposed to fire different actual campaign videos from political parties:

Groups:	n	percent	Description
A	201	24.88	Video from the Social Democrats
B	203	25.12	Video from The Liberals
C	203	25.12	Video from SF
D	201	24.88	Video from Danish People's Party
Total	808	100.00	

Please note that the control group corresponds to the group I in experiment A (variable block_e3 in the data file n=110)

- Video links:
 - Video 1: <http://www.youtube.com/watch?v=rGbmPBXlvfU&feature=related> [called "Danmark skal videre"]
 - Video 2: <http://www.youtube.com/watch?v=QpY--gpUwmk> [called "Bag facaden"]
 - Video 3: <http://www.youtube.com/watch?v=xjFyzvLIYIU> [called "Hvem er kriminel"]
 - Video 4: <http://www.youtube.com/watch?v=H4KWqAfla4E&NR=1> [called "En dag i vollsmose-ghettoen"]

Appendix 1: Questionnaire 10 – Translated to English

Welcome

Dear participator in the electoral panel

The election is now over, and this is the last electoral panel survey for now. Almost 9.000 voters have participated in the survey, and we are really happy that you have taken the time to participate. This last survey will take about 20 minutes to fill out and it follows up on the whole electoral campaign.

To show our great gratitude for your time we are going to draw lots for 10 gift cards of 300 DKK each and one big gift card of 5000 DKK to Gavekortet.dk. The researchers conducting the survey have already begun analyzing the vast amount of answers, which will result in a book about the electoral campaign. We are going to draw lots for 10 copies of the book among the replies. To participate in the draw we kindly ask you to answer the survey no later than Wednesday 5 October 2011. The winners will be informed directly on Thursday 20 October 2011. Once again thank you very much for your time! Choose yes, when you are ready to begin the survey.

Yes, No

Q1S10

How important were the following political issues when casting your vote at the general election on 15 September 2011?

	Very important	Important	Neither nor	Less important	Not important at all	Don't know
Family policy (1)	<input type="checkbox"/>					
Employment policy (2)	<input type="checkbox"/>					
Social policy (3)	<input type="checkbox"/>					
Refugee- and immigration policy (4)	<input type="checkbox"/>					
Education policy (5)	<input type="checkbox"/>					
Health policy (6)	<input type="checkbox"/>					
Defense- and security policy (7)	<input type="checkbox"/>					
Environment - and climate policy (8)	<input type="checkbox"/>					
Crime- and judicial policy (9)	<input type="checkbox"/>					
Economic policy (10)	<input type="checkbox"/>					
EU policy (11)	<input type="checkbox"/>					
Tax policy (12)	<input type="checkbox"/>					

q1S10b

Do you think that the public sector spends too much, the appropriate amount or too little money on these areas?

	Way too much money	Somewhat too much money	Appropriate	Somewhat too little money	Way too little money	Don't know
Family policy (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employment policy (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social policy (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Refugee- and immigration policy (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education policy (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Way too much money	Somewhat too much money	Appropriate	Somewhat too little money	Way too little money	Don't know
Health policy (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Defense- and security policy (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment - and climate policy (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crime- and judicial policy (9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2S10

How interested in politics would you consider yourself to be?

0 – Not interested at all (1)

1 (2)

2 (3)

3 (4)

4 (5)

5 (6)

6 (7)

7 (8)

8 (9)

9 (10)

10 – Very interested (11)

Don't know (12)

Q3S10

How much in doubt were you when casting your vote at the general election on 15 September 2011?

In a lot of doubt (1)

In some doubt (2)

Not in doubt at all (3)

Don't know (4)

Didn't vote (5)

No right to vote (6)

Q4S10

Which party did you vote for at the general election on 15 September 2011?

A: The Social Democrats

B: The Social Liberals

C: The Conservatives

F: The Socialist People's Party

I: Liberal Alliance

K: The Christian Democrats

O: The Danish People's Party

V: The Liberals (7)

Ø: The Red-Green Alliance (8)

A candidate outside the parties (9)

Returned a blank voting paper (10)

Q4S10a

Did you cast a personal vote at the general election 2011?

No, I did not cast a personal vote

Yes, I casted a personal vote on a man

Yes, I casted a personal vote on a woman

Yes, I casted a personal vote but I do not remember the sex

Don't know/don't remember

q118

- All 804 candidates names here
- Don't recall
- Don't want to respond

Q4S10b

When did you decide to vote as you did?

In the voting booth

On the day of the election

During the last days before the election

In the middle of the campaign

Just after the election was called on 26 August

Knew before the election was called on 26 August what I was going to vote

Don't know

Q5S10

How good or bad do you feel about the individual parties?

	0-Very bad	1	2	3	4	5	6	7	8	9	10-Very good	Don't know
A: The Social Democrats (1)	<input type="checkbox"/>											
B: The Social Liberals (2)	<input type="checkbox"/>											
C: The Conservatives (3)	<input type="checkbox"/>											
F: The Socialist People's Party (4)	<input type="checkbox"/>											
I: Liberal Alliance (5)	<input type="checkbox"/>											
O: The Danish People's Party (6)	<input type="checkbox"/>											
V: The Liberals (7)	<input type="checkbox"/>											
Ø: The Red-Green Alliance (8)	<input type="checkbox"/>											

Q6S10

How good or bad do you feel about the party leaders?

	0-Very bad	1	2	3	4	5	6	7	8	9	10-Very good	Don't know
A: Helle Thorning-Schmidt (1)	<input type="checkbox"/>											
B: Margrethe Vestager (2)	<input type="checkbox"/>											
C: Lene Espersen (3)	<input type="checkbox"/>											
F: Villy Søvndal (4)	<input type="checkbox"/>											
I: Anders Samuelsen (5)	<input type="checkbox"/>											
O: Pia Kjaersgaard (6)	<input type="checkbox"/>											
V: Lars Løkke Rasmussen (7)	<input type="checkbox"/>											
Ø: Johanne Schmidt-Nielsen (8)	<input type="checkbox"/>											

Q7S10

In politics one often talks about an economic left-right scale. Left-wing implies that the public sector must make sure that everybody is taken care of. Right-wing implies that each individual must take more responsibility for him or herself. Where would you place yourself on this scale, where 0 is the most leftist and 10 is the most rightist?

0 – The public sector must make sure that everybody is taken care of (Left-wing) (1)

1 (2)

2 (3)

3 (4)

4 (5)

5 (6)

6 (7)

7 (8)

8 (9)

9 (10)

10 – Each individual must take more responsibility for him or herself (Right-wing) (11)

Don't know (12)

Q8S10

Where would you place the individual parties?

	The public sector must make sure that everybody is taken care of (Left-wing) 0 (1)	1 (2)	2 (3)	3 (4)	4 (5)	5 (6)	6 (7)	7 (8)	8 (9)	9 (10)	Each individual must take more responsibility for him or herself (Right-wing) 10 (11)	Don't know (12)
A: The Social Democrats (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B: The Social Liberals (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C: The Conservatives (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F: The Socialist People's Party (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I: Liberal Alliance (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	The public sector must make sure that everybody is taken care of (Left-wing) 0 (1)	1 (2)	2 (3)	3 (4)	4 (5)	5 (6)	6 (7)	7 (8)	8 (9)	9 (10)	Each individual must take more responsibility for him or herself (Right-wing) 10 (11)	Don't know (12)
O: The Danish People's Party (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
V: The Liberals (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ø: The Red-Green Alliance (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9S10

In politics one also talks about another left-right scale where left-wing implies openness towards immigrants, a humane treatment of criminals and protection of the environment, while right-wing implies a strict judicial- and immigration policy, and that economic considerations weigh more than environmental ones.

Where would you place yourself on this scale, where 0 is the most leftish and 10 is the most rightist?

0 – Openness towards immigrants, humane treatment of criminals and protection of the environment (Left-wing) (1)

1 (2)

2 (3)

3 (4)

4 (5)

5 (6)

6 (7)

7 (8)

8 (9)

9 (10)

10 - A strict judicial- and immigration policy and that economic considerations weigh more than environmental ones. (Right-wing) (11)

Don't know (12)

Q10S10

Where would you place the individual parties?

	Openness towards immigrants, humane treatment of criminals and protection of the environment (Left-wing) 0 (1)	1 (2)	2 (3)	3 (4)	4 (5)	5 (6)	6 (7)	7 (8)	8 (9)	9 (10)	A strict judicial- and immigration policy and that economic considerations weigh more than environmental ones. (Right-wing) 10 (11)	Don't know (12)
A: The Social Democrats (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B: The Social Liberals (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C: The Conservatives (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F: The Socialist People's Party (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I: Liberal Alliance (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O: The Danish People's Party (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
V: The Liberals (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ø: The Red-Green Alliance (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11aS10

Here are a number of statements about politics and politicians in general. How much do you agree with the following statements?

	Agree completely (1)	Agree somewhat (2)	Neither nor (3)	Disagree somewhat (4)	Disagree completely (5)	Don't know (6)
Politicians do not really care what the voters think (1)	<input type="checkbox"/>					
Usually you can trust the political leaders to do what is best for the country (2)	<input type="checkbox"/>					
In reality there is hardly any difference between what the big parties think (3)	<input type="checkbox"/>					
Sometimes politics is so complicated that a person like me cannot really understand what is going on (4)	<input type="checkbox"/>					
Generally speaking I do not find it that difficult to take a stand on political issues (5)	<input type="checkbox"/>					
The politicians waste a lot of the taxpayer's money (6)	<input type="checkbox"/>					

Q11bS10

Here are a number of statements about politics and politicians in general. How much do you agree with the following statements?

	Completely agree (1)	Somewhat agree (2)	Neither nor (3)	Somewhat disagree (4)	Completely disagree (5)	Don't know (6)
When politicians debate economic policy, I only understand a small part of what they are talking about (1)	<input type="checkbox"/>					
Citizens like me don't have any influence on the decisions of the Parliament and Government (2)	<input type="checkbox"/>					
Citizens like me are qualified to participate in political discussions (3)	<input type="checkbox"/>					
Citizens like me have opinions on politics that are worth listening to (4)	<input type="checkbox"/>					
The electoral campaign is about political opinions (5)	<input type="checkbox"/>					
The electoral campaign is about opinion polls (6)	<input type="checkbox"/>					
The electoral campaign is about the candidates' personal matters (7)	<input type="checkbox"/>					

q12S10

Here are a number of statements about the electoral campaign. How much do you agree with the following statements?

	Completely agree (1)	Somewhat agree (2)	Neither nor (3)	Somewhat disagree (4)	Completely disagree (5)	Don't know (6)
Politicians are willing to do anything in order to win the election (1)	<input type="checkbox"/>					
Politicians care more about opinion polls than solving the problems of the society (2)	<input type="checkbox"/>					
In general politicians are honest during the electoral campaign (3)	<input type="checkbox"/>					
The electoral campaign is more about strategy than content (4)	<input type="checkbox"/>					

q12S10a

Now we would like you to look back on the last month before the general election on 15 September 2011.

	Yes	No	Don't know
Have you received pamphlets or the like from the parties or candidates in your letterbox during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you received SMS messages from a party or candidate during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you received e-mails from a party or a candidate during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you experienced a candidate or a party member contacting you on your home address during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you experienced a candidate or a party member contacting you on the street during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you signed up for to receive information directly from the parties or the candidates for example via e-mail, Twitter, RSS or SMS during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you experienced that people in your circle of acquaintances has encouraged you to vote for a specific candidate or specific party during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you visited some of the homepages of the political parties (including Facebook and the like) during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you participated in an "election quiz" [Voting advice application] from for example the newspapers or other media's homepages, which can help you, find the candidate/party that matches your opinions the best during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you encouraged others to vote for a specific candidate or a specific party during the last month before the election?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you considered becoming a member of a party during the electoral campaign?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

q12S10b

How do the following descriptions fit you?

	Fits me very badly	Fits me badly	Fits me neither well nor badly	Fits me well	Fits me very well	Don't know
I have an opinion about most thing (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important for me to have a clear opinion about matters (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I usually prefer to stay neutral on complex topics (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On topics that do not affect me, I	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Fits me very badly	Fits me badly	Fits me neither well nor badly	Fits me well	Fits me very well	Don't know
usually do not have an opinion about what is good and bad. (4)						
There are a lot of things I do not have any opinion about (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12S10c

How do the following descriptions fit you?

	Fits me very badly	Fits me badly	Fits me neither well nor badly	Fits me well	Fits me very well	Don't know
It irritates me if there is a topic I do not have a well-defined opinion about (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have strong opinions even about topics that do not affect me directly (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have an opinion about far more matters than most people (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I am asked to speak my mind I think carefully before answering (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When somebody wants my opinion I always know what to reply right away (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12S10d

How do the following descriptions fit you?

	Fits me very badly	Fits me badly	Fits me neither well nor badly	Fits me well	Fits me very well	Don't know
I prefer to solve complex problems rather than simple problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to bear responsibility for a situation which requires that I think a lot about it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To think is not something I find entertaining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would rather do something where I don't have to think very much, rather than something that without doubt will challenge my ability to think	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I try to foresee and avoid situations where it seems probable that I must think a lot about something	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It satisfies me to carefully think things through for many hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

q14S10

Have you heard about the political proposal that reduces the duration of the Danish early retirement benefits from five to three years and takes away the right to early retirement benefits for people with a personal pension fund in excess of one million DKK?

Yes (1)

No (2)

Don't know (3)

q15S10

How important is the proposal to you?

- Very important (1)
- Important (2)
- Neither nor (3)
- Less important (4)
- Not important at all (5)
- Don't know (6)

q16S10

What do you think of the proposal?

- Very good (1)
- Good (2)
- Neither nor (3)
- Bad (4)
- Very bad (5)
- Don't know (6)

q17S10

Which party/parties introduced the proposal? (You are welcome to mark more parties)

- A: The Social Democrats (1)
- B: The Social Liberals (2)
- C: The Conservatives (3)
- F: The Socialist People's Party (4)
- I: Liberal Alliance (5)
- K: The Christian Democrats (6)
- O: The Danish People's Party (7)
- V: The Liberals (8)
- Ø: The Red-Green Alliance (9)
- Don't know (10)

Q17aS10

Have you heard about the political proposal about temporarily suspending the tax for mortgage registration when buying a house or apartment?

- Yes (1)
- No (2)
- Don't know (3)

Q17bS10

How important is the proposal to you?

- Very important (1)
- Important (2)
- Neither nor (3)
- Less important (4)
- Not important at all (5)
- Don't know (6)

Q17cS10

What do you think of the proposal?

- Very good (1)
- Good (2)
- Neither nor (3)
- Bad (4)
- Very bad (5)
- Don't know (6)

Q17eS10

Which party/parties introduced the proposal? (You are welcome to mark more parties)

- A: The Social Democrats (1)
- B: The Social Liberals (2)

C: The Conservatives (3)
F: The Socialist People's Party (4)
I: Liberal Alliance (5)
K: The Christian Democrats (6)
O: The Danish People's Party (7)
V: The Liberals (8)
Ø: The Red-Green Alliance (9)
Don't know (10)

Q17S10_1a

Have you heard about the political proposal that specifically earmarks 12 weeks paternity leave for fathers?

Yes

No

Don't know

Q17S10_2a

How important is the proposal to you?

Very important (1)

Important (2)

Neither nor (3)

Less important (4)

Not important at all (5)

Don't know (6)

Q17S10_3a

What do you think of the proposal?

Very good (1)

Good (2)

Neither nor (3)

Bad (4)

Very bad (5)

Don't know (6)

Q17S10_4a

Which party/parties introduced the proposal? (You are welcome to mark more parties)

A: The Social Democrats (1)

B: The Social Liberals (2)

C: The Conservatives (3)

F: The Socialist People's Party (4)

I: Liberal Alliance (5)

K: The Christian Democrats (6)

O: The Danish People's Party (7)

V: The Liberals (8)

Ø: The Red-Green Alliance (9)

Don't know (10)

Q17S10_1b

Have you heard about the proposal that all school children in 0-3. grade should get one hour of exercise every day?

Yes

No

Don't know

Q17S10_2b

How important is the proposal to you?

Very important (1)

Important (2)

Neither nor (3)

Less important (4)

Not important at all (5)

Don't know (6)

Q17S10_3b

What do you think of the proposal?

Very good (1)

Good (2)

Neither nor (3)

Bad (4)

Very bad (5)

Don't know (6)

Q17S10_4b

Which party/parties introduced the proposal? (You are welcome to mark more parties)

A: The Social Democrats (1)

B: The Social Liberals (2)

C: The Conservatives (3)

F: The Socialist People's Party (4)

I: Liberal Alliance (5)

K: The Christian Democrats (6)

O: The Danish People's Party (7)

V: The Liberals (8)

Ø: The Red-Green Alliance (9)

Don't know (10)

Q17S10_1c

Have you heard about the proposal that pepper spray should be legal to use in self-defense, and that the spray should be distributed for free to all elderly people?

Yes

No

Don't know

Q17S10_2c

How important is the proposal to you?

Very important (1)

Important (2)

Neither nor (3)

Less important (4)

Not important at all (5)

Don't know (6)

Q17S10_3c

What do you think of the proposal?

Very good (1)

Good (2)

Neither nor (3)

Bad (4)

Very bad (5)

Don't know (6)

Q17S10_4c

Which party/parties introduced the proposal? (You are welcome to mark more parties)

A: The Social Democrats (1)

B: The Social Liberals (2)

C: The Conservatives (3)

F: The Socialist People's Party (4)

I: Liberal Alliance (5)

K: The Christian Democrats (6)

O: The Danish People's Party (7)

V: The Liberals (8)

Ø: The Red-Green Alliance (9)
Don't know (10)

q18S10

How many times during the last two days have you watched the following television news?

	2 times	1 time	0 times	Don't know
Watched DR's TV-avisen kl. 18.30 (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watched DR's TV-avisen kl. 21.00 (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watched TV2's Nyheder kl. 19.00 (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watched TV2's Nyheder kl. 22.00 (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

q19S10

How many times during the last two days have you read the following newspapers on the internet or on paper?

	3 times or more	2 times	1 time	0 times	Don't know
MetroXpress (1)	<input type="checkbox"/>				
Jyllands-Posten (2)	<input type="checkbox"/>				
Politiken (3)	<input type="checkbox"/>				
URBAN (4)	<input type="checkbox"/>				
24timer (5)	<input type="checkbox"/>				
Ekstra Bladet (6)	<input type="checkbox"/>				
B.T. (7)	<input type="checkbox"/>				
Berlingske (8)	<input type="checkbox"/>				
Dagbladet Børsen (9)	<input type="checkbox"/>				

q20S10

How many times during the last two days have you used the following information sources?

	3 times or more	2 times	1 time	0 times	Don't know
Read news on tele-text (1)	<input type="checkbox"/>				
Listened to news broadcasts on the radio (2)	<input type="checkbox"/>				
Read news on the internet (3)	<input type="checkbox"/>				
Visited the web pages of the parties (4)	<input type="checkbox"/>				

Q20S10a

How many days a week do you read the following national and regional newspapers?

	Every day (1)	5-6 days a week (2)	3-4 days a week (3)	1-2 days a week (4)	Less than one day a week (5)	Never (6)	Don't know (7)
24timer (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
B.T. (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Berlingske Tidende (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Dagbladet Børsen (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Ekstra Bladet (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Fyens Stiftstidende (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Jydske Vestkysten (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Jyllands-Posten (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
MetroXpress (9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Nordjyske Stiftstidende (10)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Politiken (11)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Urban (12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Dagbladet Ringsted (13)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Frederiksborg Amts Avis (14)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Fyns Amts Avis (15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

	Every day (1)	5-6 days a week (2)	3-4 days a week (3)	1-2 days a week (4)	Less than one day a week (5)	Never (6)	Don't know (7)
Information (16)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Kristeligt Dagblad (17)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Lolland-Falster Folketidende (18)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Århus Stiftstidende (19)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Sjællandske (20)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Weekendavisen (21)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

q108

	Every day (1)	5-6 days a week (2)	3-4 days a week (3)	1-2 days a week (4)	Less than one day a week (5)	Never (6)	Don't know (7)
Perhaps another newspaper, please note here: (22) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Perhaps a third newspaper, please note here: (23) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

i81

Here are a couple of questions about politics in general. A lot of questions in politics can be complicated therefore remember that you always have the possibility of replying “Don't know”.

Q21S10

Which parties formed the government until the general election on 15 September 2011?

- A: The Social Democrats (1)
- B: The Social Liberals (2)
- C: The Conservatives (3)
- F: The Socialist People's Party (4)
- I: Liberal Alliance (5)
- O: The Danish People's Party (6)
- V: The Liberals (7)
- Ø: The Red-Green Alliance (8)
- Don't know (9)

q22aS10

How many members are there in Parliament, not including the four members from Greenland and The Faroe Islands?

q22bS10

Don't know

q23S10

What percentage of the Danish workforce is unemployed today?

- About 4% (1)
- About 8% (2)
- About 12% (3)
- About 16% (4)
- Don't know (5)

Q23aS10

How has GNP, that is the country's total production, developed in the second quarter of 2011?

- Fallen
- No change
- Gone up
- Don't know

q24S10

Which party does Per Clausen represent?

- A: The Social Democrats (1)
- B: The Social Liberals (2)
- C: The Conservatives (3)
- F: The Socialist People's Party (4)

I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know
9q25S10
Which party does Morten Østergaard represent?
A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)
F: The Socialist People's Party (4)
I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know

9q26S10
Which party does Benedikte Kiær represent?
A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)
F: The Socialist People's Party (4)
I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know (9)

q27S10
Which party does Pia Olsen Dyhr represent?
A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)
F: The Socialist People's Party (4)
I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know (9)

q28S10
Which party does Thyra Frank represent?
A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)
F: The Socialist People's Party (4)
I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know (9)

Q29S10
Which party does Camilla Hersom represent?
A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)
F: The Socialist People's Party (4)

I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know (9)

Q30S10

Which party does Kamal Qureshi represent?

A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)
F: The Socialist People's Party (4)
I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know (9)

Q31S10

Which party does Helle Sjelle represent?

A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)
F: The Socialist People's Party (4)
I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know (9)

Q32S10

Which party does Mette Frederiksen represent?

A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)
F: The Socialist People's Party (4)
I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know (9)

Q33S10

Which party does Ellen Trane Nørby represent?

A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)
F: The Socialist People's Party (4)
I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know (9)

Q34S10

Which party does Kristian Thulesen Dahl represent?

A: The Social Democrats (1)
B: The Social Liberals (2)
C: The Conservatives (3)

F: The Socialist People's Party (4)
I: Liberal Alliance (5)
O: The Danish People's Party (6)
V: The Liberals (7)
Ø: The Red-Green Alliance (8)
Don't know (9)

Q35S10

Did you consider voting for other parties at the general election 15 September 2011?

You are welcome to mark more than one answer

Yes, A: The Social Democrats
Yes, B: The Social Liberals
Yes, C: The Conservatives
Yes, F: The Socialist People's Party
Yes, I: Liberal Alliance
Yes, K: The Christian Democrats
Yes, O: The Danish People's Party
Yes, V: The Liberals
Yes, Ø: The Red-Green Alliance
Yes, A candidate outside the parties
No
Don't know

Q36S10

Are there any parties in the Folketing [Danish parliament] that you would never vote for?

Yes
No
Don't know

Q37S10

Which parties?

You are welcome to mark more than one answer

A: The Social Democrats
B: The Social Liberals
C: The Conservatives
F: The Socialist People's Party
I: Liberal Alliance
O: The Danish People's Party
V: The Liberals
Ø: The Red-Green Alliance
Don't know