

## Appendix 1 : "The Kingdom in the polls"

There are three contiguous time series of the popularity of the royal house: Table 1: ICA-Kuriren's Sifo surveys 1984-2007 & SOM surveys 2008-2011 on Sweden's most popular man and woman (often the king or queen). Table 2 & Table 3: The SOM Institute's & other studies 1995-2020 on the confidence in the royal house. Table 4: The SOM Institute's & other studies 1943-2020 on the support for the constitutional monarchy.

The existence of a neutral alternative of the type neither/nor does not appear to have had a significant impact on the outcome of the opinion polls, but if an option exists, it is used. For this reason, for example, the SOM percentages for the support of the constitutional monarchy are significantly lower than many of the others. Small differences between the studies are irrelevant.

Table 1. ICA-Kuriren's Sifo surveys 1984-2007 & the SOM surveys 2008-2011 of Sweden's most popular man and woman. Respondents have been given a free choice. The surveys were carried out 1984-2007 in May/June (n≈1000) & 2008-2011 in Oct/Dec (n≈2000).

|      | CG | Silvia | Victoria | 1:man                  | 1:woman          |
|------|----|--------|----------|------------------------|------------------|
| 1984 | 6  | 2      |          | Jan Carlzon            | Alva Myrdal      |
| 1985 | 6  | 2      |          | PG Gyllenhammar        | ..               |
| 1986 | 4  | 2      |          | ..                     | Astrid Lindgren  |
| 1987 | 7  | 1      |          | ..                     | Silvia           |
| 1988 | 4  | 2      |          | ..                     | Astrid Lindgren  |
| 1989 | 3  | 2      |          | ..                     | ..               |
| 1990 | 3  | 1      |          | ..                     | Silvia           |
| 1991 | 4  | 2      |          | ..                     | Astrid Lindgren  |
| 1992 | 5  | 2      |          | ..                     | ..               |
| 1993 | 2  | 2      |          | ..                     | ..               |
| 1994 | 1  | 2      |          | CG                     | ..               |
| 1995 | 1  | 2      | 87       | ..                     | ..               |
| 1996 | 1  | 2      | 6        | ..                     | ..               |
| 1997 | 2  | 2      | 24       | Carl Bildt             | ..               |
| 1998 | 1  | 2      | 6        | CG                     | ..               |
| 1999 | 2  | 2      | 4        | Carl Bildt             | ..               |
| 2000 | 1  | 2      | 6        | CG                     | ..               |
| 2001 | 1  | 2      | 11       | ..                     | ..               |
| 2002 | 1  | 1      | 3        | ..                     | Silvia           |
| 2003 | 1  | 1      | 3        | ..                     | ..               |
| 2004 | 1  | 1      | 3        | ..                     | ..               |
| 2005 | 3  | 2      | 9        | Henrik "Henke" Larsson | Carolina Klüft   |
| 2006 | 2  | 3      | 4        | Zlatan Ibrahimovic     | ..               |
| 2007 | 3  | 2      | 3        | Fredrik Reinfeldt      | Margot Wallström |
| 2008 | ?  | ?      | ?        | Olof Palme             | Astrid Lindgren  |
| ...  |    |        |          |                        |                  |
| 2011 | ?  | ?      | 2        | ..                     | ..               |

Table 2. The SOM Institute and others studies 1995-2020 on the confidence in the Royal Houses reported as a balance measure: (2a) Percent of the population with very high or fairly high level of confidence minus percent with very low or relatively low confidence. Zero means that as many have confidence in the royal house as do not. (2b) Ditto for journalists. Based on the journalism surveys of 1999, 2005 & 2011. (2c) Ditto for Parliament. Based on the Parliament surveys of 2002, 2006 & a separate survey 2011. The SOM studies are completed Oct/Dec (n≈3000). The other studies were completed in the autumn (n=1000-2500).

|      | (2a) | (2b) | (2c)             |
|------|------|------|------------------|
| 1995 | 41   |      |                  |
| 1996 | 45   |      |                  |
| 1997 | 44   |      |                  |
| 1998 | 46   |      |                  |
| 1999 | 41   | 4    |                  |
| 2000 | 38   |      |                  |
| 2001 | 39   |      |                  |
| 2002 | 33   |      | -10 <sup>1</sup> |
| 2003 | 30   |      |                  |
| 2004 | 11   |      |                  |
| 2005 | 16   | -33  |                  |
| 2006 | 26   |      | 13 <sup>2</sup>  |
| 2007 | 20   |      |                  |
| 2008 | 14   |      |                  |
| 2009 | 12   |      |                  |
| 2010 | 19   |      |                  |
| 2011 | 4    | -55  | 47 <sup>3</sup>  |
| 2012 | 5    |      |                  |
| 2013 | 2    |      |                  |
| 2014 | 4    |      |                  |
| 2015 | 8    |      |                  |
| 2016 | 13   |      |                  |
| 2017 | 19   |      |                  |
| 2018 | 20   |      |                  |
| 2019 | 20   |      |                  |
| 2020 | 23   |      |                  |

<sup>1</sup> Martin Brothén. Riksdagsenkäten 2002. [30-?-?] ≈ [30-40-30]

<sup>2</sup> Lennart Nilsson. Riksdagsenkäten 2006. [43-30-27]

<sup>3</sup> Lova Olsson. Svenska Dagbladet 2011-12-18. [58-11-31]

Table 3. Opinion polls 1981-2020 commissioned mainly by newspapers. (3) Percent with confidence in the Royal Family (various methods & formulations) [Yes-No-Others].

|         | (3)  |   |
|---------|------|---|
| 1981-06 | 41   | NY Times, Sifo, juni 1981 [41-22-37]                              |
| 1995    | 53   | SOM [53-12-35] (the no-alternative was measured with a ruler)     |
| 1996    | 57   | SOM [57-12-31] (the no-alternative was measured with a ruler)     |
| 1996-04 | 69   | FSI, våren 1996 [69-13-18]  |
| 1997    | 57   | SOM [57-12-31] (the no-alternative was measured with a ruler)     |
| 1998    | 58   | SOM [58-11-31] (the no-alternative was measured with a ruler)     |
| 1999    | 55   | SOM [55-13-32] (the no-alternative was measured with a ruler)     |
| 2000    | 53   | SOM [53-14-33] (the no-alternative was measured with a ruler)     |
| 2001    | 53   | SOM [53-14-33] (the no-alternative was measured with a ruler)     |
| 2002    | 50   | SOM [50-16-34] (the no-alternative was measured with a ruler)     |
| 2003    | 48   | SOM [48-17-35] (the no-alternative was measured with a ruler)     |
| 2003-10 | 54   | FSI, hösten 2003 [54-17-29]                                       |
| 2004    | 37   | SOM [37-27-36] (the no-alternative was measured with a ruler)     |
| 2005    | 39   | SOM [39-24-37] (the no-alternative was measured with a ruler)     |
| 2005-04 | 60   | FSI, våren 2005 [60-17-23]  |
| 2006    | 39   | SOM [39-20-31] (the no-alternative was measured with a ruler)     |
| 2006-04 | 51   | FSI, våren 2006 [51-21-28]  |
| 2007    | 41   | SOM [41-21-38] (the no-alternative was measured with a ruler)     |
| 2008-11 | 38   | SOM, okt-dec 2008 [38-24-38]                                      |
| 2009-04 | 45   | FSI, våren 2009 [45-24-31]  |
| 2009-11 | 36   | SOM, okt-dec 2009 [36-27-37]                                      |
| 2010-03 | 34   | Expressen, Demoskop, mars 2010 [34-66]                            |
| 2010-04 | 40   | FSI, våren (apr-maj) 2010 [40-28-32]                              |
| 2010-10 | 50   | Medieakademien, TNS Sifo, nät 15-19 okt 2010 [50-50]              |
| 2010-11 | 52   | Expressen, Demoskop, 6 nov 2010. [52-48]                          |
| 2010-11 | 38   | SOM, okt-dec 2010 [38-19-43]                                      |
| 2011-11 | 35   | Medieakademien, TNS Sifo, nät 3-7 nov 2011 [35-65]                |
| 2011-11 | 34   | SOM, okt-dec 2011 [34-30-36]                                      |
| 2011-12 | 30   | TV4, Novus opinion, 7 dec [30-35-35]                              |
| 2011-12 | (58) | SvD 2011-12-18, riksdagsledamöter 28 nov - 13 dec 2011 [58-11-31] |
| 2012-02 | 35   | Medieakademien, TNS Sifo, nät 8-14 feb [35-65]                    |
| 2012    | 35   | SOM [35-30-35] (the no-alternative was measured with a ruler)     |
| 2012-03 | 36   | Medieakademien, TNS Sifo, nät 1-5 mars [36-64] (efter Estelle)    |
| 2013-02 | 37   | Medieakademien, TNS Sifo, nät 7-17 feb [37-63]                    |
| 2013-12 | 32   | SOM, sep 2013 – feb 2014 [32-31-37]                               |
| 2014-02 | 37   | Medieakademien, TNS Sifo, nät 7-20 feb [37-63]                    |
| 2014-12 | 34   | SOM, sep 2014 – mars 2015 [34-30-26]                              |
| 2015-02 | 40   | Medieakademien, TNS Sifo, nät 10-16 feb [40-60]                   |
| 2015-12 | 36   | SOM [36-28-36] (the no-alternative was measured with a ruler)     |
| 2016    | 39   | SOM [39-26-35] (the no-alternative was measured with a ruler)     |
| 2016-03 | 42   | Medieakademien, TNS Sifo, nät 2-13 mars [42-58]                   |
| 2017    | 41   | SOM [41-23-36] (the no-alternative was measured with a ruler)     |
| 2017-03 | 39   | Expressen, Demoskop, 29-31 mars [39-61]                           |

|         |    |   |
|---------|----|---|
| 2017-03 | 41 | Medieakademien, TNS Sifo, nät 13-28 mars [41-59]              |
| 2018    | 41 | SOM [41-22-37] (the no-alternative was measured with a ruler) |
| 2018-02 | 44 | Medieakademien, Kantar Sifo, nät 16-23 feb [44-56]            |
| 2018-04 | 43 | Aftonbladet, Schibsted Inizio, 6-12 april [43-23-32]          |
| 2019    | 41 | SOM [41-22-37] (the no-alternative was measured with a ruler) |
| 2019-02 | 44 | Medieakademien, Kantar Sifo, nät 18 feb-5 mars [49-51]        |
| 2020    | 43 | SOM [43-20-37] (the no-alternative was measured with a ruler) |

Table 4. Opinion polls 1943-2020 commissioned mainly by newspapers. (4) Percent supporting the constitutional monarchy (various methods & formulations) [for-against-others]. Values in brackets are from unknown sources or from parliamentary, readers or youth surveys.

|         | (4)  |   |
|---------|------|---|
| 1943    | 84   | Svenska Gallupinstitutet, dec 1943 [84-6-10]  |
| 1957    | 70   | Morgontidning, Sifo, feb 1957 [70-13-17]  |
| 1961-03 | 57   | Året Runt 1961:12 [57-28-15]  |
| 1961-09 | 72   | Vecko Revyn 1961:39, Sifo [72-28]   |
| 1961-11 | 65   | Morgontidningen, Sifo [65-20-15]  |
| 1962-04 | 60   | VJ, Sifo, apr 1962 [60-21-19]   |
| 1962    | 69   | Expressen, Sifo [69-16-15]  |
| 1966-01 | (40) | AB 1966-01-18, läsarundersökning, jan 1966 [40-60]  |
| 1966-01 | 61   | Kvällsposten, Testkonsult, jan 1966 [61-32-7]   |
| 1968-03 | (78) | DN m fl, Sifo, ungefärligt datum, ungdomsundersökning [78-17-5]   |
| 1968-06 | (73) | Expressen, 15-16 jun 1968, ungdomsundersökning [73-25-2]  |
| 1969-10 | 75   | Expressen, SR PUB [75-17-8] (ev 1969-04)  |
| 1969    | (95) | Året runt 1969:11, läsarundersökning. [95-5]  |
| 1970    | (46) | AB, ungefärligt datum, läsarundersökning. [46-42-12]  |
| 1971-01 | (80) | Expressen, läsarundersökning 21-22 jan 1971. [80-20]  |
| 1972    | (66) | GHT 1972-05-05: Sifo [min 60-40, max 72-28] (ej lokaliserade)   |
| 1973-10 | 75   | Sifo, sep 1974, Gustaf VI Adolfs dödsbädd. [75-25]  |
| 1973-12 | 83   | Expressen, Nya Tisdagsklubben/Sifo, dec 1973 [83-10-7]  |
| 1975-01 | 77   | SvD, Konsumentdata, vecka 4 (?) 1975 [77-12-11]   |
| 1976-02 | 66   | SvD, Svenska testhuset AB, vecka 7 (?) 1975 [66-12-22]  |
| 1976-05 | 69   | Sifo, maj 76, efter förlovningen med SS [69-14-17]  |
| 1977    | 65   | Sifo [65-14-21]   |
| 1978    | 64   | Studio S, Sifo, apr 78 [64-19-17]   |
| 1981-06 | 74   | NY Times, Sifo, 4-10,18-24 mars 1981 [74-15-11]   |
| 1985    | 68   | Sifo [68-13-19]   |
| 1990    | (85) | Sifo [85-15] (ej lokaliserad)   |
| 1995    | (84) | [84-16] (ej lokaliserad)  |
| 1996-03 | 62   | GP, Sifo, 20-27 mars 1996 [62-16-22]  |
| 1996    | 68   | Sifo [68-22-10]   |
| 1996-04 | 70   | FSI, våren 1996 [70-10-20]  |
| 1999-11 | 64   | AB, Sifo, 1-4 nov 1999 [64-16-20]   |
| 2000    | 85   | Republikanska föreningen, Novus Opinion. [85-12-3]  |
| 2001-05 | 62   | AB, Sifo (kort efter striden om Sigvard Bernadottes prinstitel & uppgiften om CGs besök på strippklubb i Atlanta). [62-16-22] |
| 2002-06 | 79   | AB, Sifo, 5-11 juni 2002 (?) [79-12-9]  |
| 2002-06 | 66   | AB, Sifo, 10-13 jun 2002 [66-17-17]   |
| 2002-12 | (47) | SvD, riksdagsledamöter, 26 dec 2002 [47-48-5]   |
| 2003-01 | 79   | SydsVD, Temo, jan 03 (efter jultalet om ”stekta sparvar”). [79-21]  |
| 2003-06 | (35) | SVT/Rapport, riksdagsledamöter, 5 juni 2003 [35-43-22]  |
| 2003-10 | 70   | SVT, Sifo, 6-9 okt 2003 [70-17-13]  |
| 2003-11 | 68   | SOM okt-dec 2003 [68-15-17]   |
| 2004-02 | 72   | DN/TT, Sifo, 10-12 feb 04 (strax efter Brunei-incidenten) [72-16-12]  |

|         |      |  |
|---------|------|--|
| 2004-12 | (62) | Easyresearch, internetpanel, 2004-12-15. [62-30-8]                   |
| 2005-01 | (64) | SR, lyssnarundersökning, jan 2005. [64-36]                           |
| 2005-01 | 80   | DN, Temo, 17-20 jan 2005 (strax efter "tsunamitalet") [80-16-4]      |
| 2005-01 | (46) | Lunarstorm, internet, 2 jan 2005, frivillig. [46-15-39]              |
| 2005-04 | 59   | FSI, våren 2005 [59-17-24]   |
| 2005-04 | 80   | Republikanska föreningen, Novus Opinion, 15-20 apr 2005. [80-18-2]   |
| 2008-05 | 70   | Queen, Sifo, maj 2008 [70-30]  |
| 2009-02 | 64   | TV4, Novus Opinion, februari 2009 [64-30-6]                          |
| 2009-02 | 75   | AB, Sifo, 25 feb 09 (efter förlovningen med DW 24 feb 09) [75-15-10] |
| 2009-03 | 74   | DN, Synovate, 25 feb – 3 mar 09 [74-19-7]                            |
| 2009-04 | 49   | FSI, våren 2009 [49-22-29]   |
| 2009-11 | (50) | AB, internet, 15 nov 2009, frivillig [50-45-5]                       |
| 2009-11 | 56   | SOM okt-dec 2003 [56-22-22]  |
| 2010-02 | 76   | AB, Sifo, 16-18 feb 2010. [76-16-8]                                  |
| 2010-04 | 58   | Republikanska föreningen, Novus Opinion, 15-20 apr 10. [58-28-14]    |
| 2010-04 | 63   | Expressen, Demoskop, 21 apr 2010. [63-37]                            |
| 2010-04 | 46   | FSI, våren (apr-maj) 2010 [46-25-29]                                 |
| 2010-04 | (53) | Sydsvenska Dagbladet 2010-04-05, riksdagsledamöter. [53-34-13]       |
| 2010-06 | 74   | AB, Sifo, 21 jun 2010. [74-16-10]                                    |
| 2010-11 | 69   | Expressen, Demoskop, 13-17 nov 2010 [69-31]                          |
| 2010-11 | 70   | DN, Synovate, 16-22 nov [70-17-13]                                   |
| 2010-11 | 60   | SOM okt-dec 2010 [60-19-21]  |
| 2010    | 65   | Sifo [65-24-11] (?)  |
| 2011-05 | 66   | DN, Synovate, 23-26 maj 2011 [66-21-13]                              |
| 2011-05 | 72   | SvD, Sifo, 25-31 maj 2011 [72-20-8]                                  |
| 2011-05 | 59   | TV4, Novus Opinion, 26 maj 2011 [59-29-12]                           |
| 2011-11 | 56   | SOM okt-dec 2011 [56-19-25]  |
| 2011-11 | -56  | Svenska Dagbladet 2011-12-20, riksdagsledamöter [56-30-14]           |
| 2011-12 | 58   | TV4, Novus Opinion, dec 2011 [58-32-10]                              |
| 2012-12 | 70   | AB, Sifo 10-13 dec 2012 [70-23-7]                                    |
| 2012-12 | 54   | SOM, okt-dec 2012 [54-22-24]   |
| 2013-12 | 64   | DN, Ipsos, 6-17 dec 2013 [64-27-9].                                  |
| 2013-12 | 52   | SOM [52-26-22]   |
| 2014-12 | 55   | SOM, sep 2014 – mars 2015 [55-24-21]                                 |
| 2015-11 | 40   | Yougov [40-17-42] (behålla-avskaffa-förlegad oviktig vet ej)         |
| 2015-12 | 56   | SOM [56-22-22]   |
| 2016-03 | 53   | SOM [53-23-24] (osäkert datum)                                       |
| 2016-03 | 65   | SvD, Sifo, 23-26 mars [65-24-11]                                     |
| 2017    | 55   | SOM [55-23-22] (the no-alternative was measured with a ruler)        |
| 2018    | 54   | SOM [54-21-25] (the no-alternative was measured with a ruler)        |
| 2019    | 52   | SOM [52-22-26] (the no-alternative was measured with a ruler)        |
| 2020    | 54   | SOM [54-20-26] (the no-alternative was measured with a ruler)        |