

**FSD2507**

**Finnish Candidate Survey 2007**

Codebook



FINNISH SOCIAL SCIENCE DATA ARCHIVE

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This codebook has been generated from the version 1.0 (13.4.2010) of the data.

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# To the reader

This codebook is part of the data FSD2507 archived at the FSD (Finnish Social Science Data Archive). The dataset has been described in as much detail as possible in Finnish and English. Variable frequencies, variable and value labels, and missing values have been checked. If necessary, the data have been anonymised. The data and its creators shall be cited in all publications and presentations for which the data have been used. The bibliographic citation may be in the form suggested by the archive or in the form required by the publication. The bibliographic citation suggested by the archive:

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Finnish Candidate Survey 2007 [dataset]. Version 1.0 (2010-04-13). Finnish Social  
Science Data Archive [distributor]. <http://urn.fi/urn:nbn:fi:fsd:T-FSD2507>

The user shall notify the archive of all publications where she or he has used the data. The original data creators and the archive bear no responsibility for any results or interpretations arising from the reuse of the data.

The codebook contains information on data content, structure and data collection, and includes a list of publications wholly or in part based on the data, according to publication information received by the FSD. The second part of the codebook contains information on variables: question texts, response options, and frequencies. The third part contains indexes.

Variable distributions presented in this codebook have been generated from the SPSS files. Distribution tables present variable values, frequencies (n), frequency percentages (%), and valid percentages (v. %) which take into account missing data. All distributions are unweighted. If the data contain weight variables, these will be found at the end of the variables list. In some cases frequency distributions have been substituted by descriptive statistics. Categorised responses to open-ended questions are not always included in the codebook. Distributions may contain missing data. The note "System missing (SYSMIS)" refers to missing observations (e.g. a respondent has not answered all questions) whereas "Missing (User missing)" refers to data the user has defined as missing. For example, the user may decide to code answer alternatives 'don't want to say' or 'can't say' as missing data.

The codebook may contain attached files, the most common one being the questionnaire.



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# Chapter 1

## Study description

### 1.1 Titles

**Titles and data version:** Finnish Candidate Survey 2007

**Titles and data version in Finnish:** Eduskuntavaalien 2007 ehdokaskysely

This codebook has been generated from the version 1.0 (13.4.2010) of the data.

### 1.2 Subject description

#### Authoring entity

Arter, David (University of Aberdeen. Department of Politics and International Relations)

Widfeldt, Anders (University of Aberdeen. Department of Politics and International Relations)

#### Copyright statement for the data

According to the agreement between FSD and the depositor.

#### Depositor

Arter, David (University of Aberdeen. Department of Politics and International Relations)

#### Date of deposit

1.2.2010

### **Keywords**

constituencies; election campaigns; election funding; elections; parliamentary candidates; parliamentary elections; voting

### **Topic Classification**

**Fields of Science Classification:** social sciences

**CESSDA Classification:** elections; political behaviour and attitudes

### **Series description**

The data belong to the series:

Individual datasets

Individual datasets that do not belong to any series.

### **Abstract**

The survey charted parliamentary elections from the point of view of candidates, and it is part of the international Comparative Candidates Survey (CCS). Questions investigated for example election campaigns.

First, the respondents were asked in which year(s) they had stood as candidates for parliament and in which year(s) they had been elected to parliament. They were also asked whether they had been employed in the office of an MP or a government minister before becoming a parliamentary candidate. Membership in various organisations was also queried.

Some questions canvassed the time spent on campaign work and the importance of various campaign instruments (e.g. posters, ads, surgery time, public gatherings and events). The respondents were asked to place themselves on a scale according to whether they aimed at attracting as much attention as possible for them as a candidate or for their party. They were also asked to indicate whether they had raised any issues specific to their electoral district during the campaign. In addition, Internet use in campaigning was surveyed, as well as issues emphasised during the campaign. The number of people in the candidates' campaign team was queried, as well as use of professional consultants, campaign budget, and sources of funding. The respondents also expressed their views on how they had evaluated their chances of being elected in the beginning of the campaign. Finally, the respondents' satisfaction with the way democracy works in Finland was probed, and they told their views on whom an elected member of parliament should primarily represent.

Background variables included the respondent's gender, year of birth, electoral district, and political party preference.



## 1.3 Structure and collection of the data

**Country:** Finland

**Geographic coverage:** Finland

**Analysis or observation unit type:** Individual

**Universe:** Parliamentary candidates in the 2007 parliamentary elections

**Collection date:** November 2007 – December 2007

**Data collector(s):** Gallup Finland

**Data producer(s):** Economic & Social Research Council (ESRC); University of Mannheim

**Mode of data collection:** Self-administered questionnaire: E-mail

**Type of research instrument:** Structured questionnaire

**Time period covered:** 2007

**Time method of the data collection:** Cross-section

**Response rate:** 36%

**Number of variables and cases:** The data contain 80 variables and 528 cases.

**Sampling procedure:** Total universe/Complete enumeration

The aim was to reach all candidates in the 2007 parliamentary elections via e-mail. At the data collection stage, 182 of the candidates' e-mail addresses were returned as no longer valid. After three reminders, altogether 522 returns were received. Thus, the response rate of the survey was 36 per cent.

## 1.4 Use of data

### Data appraisal

The survey is part of the international Comparative Candidates Survey. For the Finnish survey, the original survey questionnaire was edited and some questions were removed. Therefore, the data do not contain variables q11 and q17.

### Related publications

Arter, David (2009). Viewing Campaigns from the Candidate's Perspective: The 2007 Finnish General Election. Full Research Report ESRC End of Award Report, RES-000-22-2376. Swindon: ESRC.

Updated list of publications in the study description at

[https://services.fsd.uta.fi/catalogue/FSD2507?lang=en&study\\_language=en](https://services.fsd.uta.fi/catalogue/FSD2507?lang=en&study_language=en)

### **[Käytän ja kuvailun oheismateriaalit]**

Arter, David (2009). Viewing Campaigns from the Candidate's Perspective: The 2007 Finnish General Election: Full Research Report ESRC End of Award Report, RES-000-22-2376. Swindon: ESRC

### **Location of the data collection**

Finnish Social Science Data Archive

### **Weighting**

There are no weight variables in the data.

### **Restrictions**

The dataset is (B) available for research, teaching and study.

# Chapter 2

## Variables

### [FSD\_NO] FSD study number

#### Question

*FSD study number*

#### Descriptive statistics

statistic	value
number of valid cases	528
minimum	2507.00
maximum	2507.00
mean	2507.00
standard deviation	0.00

### [FSD\_VR] FSD edition number

#### Question

*FSD edition number*

#### Descriptive statistics

statistic	value
number of valid cases	528
minimum	1.00
maximum	1.00
mean	1.00
standard deviation	0.00

**[FSD\_PRO] FSD processing level****Question***FSD processing level***Frequencies**

label	value	n	%	v. %
A (see codebook)	1	528	100.0	100.0
B (see codebook)	2	0	0.0	0.0
C (dataset have not been checked at FSD)	3	0	0.0	0.0
		528	100.0	100.0

**[FSD\_ID] FSD case id****Question***FSD case id***Descriptive statistics**

statistic	value
number of valid cases	528
minimum	1.00
maximum	528.00
mean	264.50
standard deviation	152.57

**[Q1] On which party's list were you a candidate at the last general election?****Question***On which party's list were you a candidate at the last general election?***Frequencies**

label	value	n	%	v. %
Centre Party of Finland	1	51	9.7	9.7
National Coalition Party	2	57	10.8	10.8
Social Democratic Party of Finland	3	77	14.6	14.6

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label	value	n	%	v. %
Left Alliance	4	72	13.6	13.6
Green League	5	71	13.4	13.4
Christian Democrats	6	24	4.5	4.5
Swedish People's Party in Finland	7	24	4.5	4.5
True Finns	8	49	9.3	9.3
Other party	9	103	19.5	19.5
Not answered	10	0	0.0	0.0
		528	100.0	100.0

**[Q2\_1] In which year or years have you stood as a candidate for parliament: 2007**

**Variable group pre-text**

*In which year or years have you stood as a candidate for parliament?*

**Question**

2007

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	23	4.4	4.4
Mentioned	1	505	95.6	95.6
		528	100.0	100.0

**[Q2\_2] In which year or years have you stood as a candidate for parliament: 2003**

**Variable group pre-text**

*In which year or years have you stood as a candidate for parliament?*

**Question**

2003

**Frequencies**

## 2. Variables

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label	value	n	%	v. %
Not mentioned	0	361	68.4	68.4
Mentioned	1	167	31.6	31.6
		528	100.0	100.0

### **[Q2\_3] In which year or years have you stood as a candidate for parliament: 1999**

#### **Variable group pre-text**

*In which year or years have you stood as a candidate for parliament?*

#### **Question**

1999

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	432	81.8	81.8
Mentioned	1	96	18.2	18.2
		528	100.0	100.0

### **[Q2\_4] In which year or years have you stood as a candidate for parliament: 1995**

#### **Variable group pre-text**

*In which year or years have you stood as a candidate for parliament?*

#### **Question**

1995

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	476	90.2	90.2
Mentioned	1	52	9.8	9.8
		528	100.0	100.0

**[Q2\_5] In which year or years have you stood as a candidate for parliament: 1991**

**Variable group pre-text**

*In which year or years have you stood as a candidate for parliament?*

**Question**

*1991*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	499	94.5	94.5
Mentioned	1	29	5.5	5.5
		528	100.0	100.0

**[Q2\_6] In which year or years have you stood as a candidate for parliament: Also earlier**

**Variable group pre-text**

*In which year or years have you stood as a candidate for parliament?*

**Question**

*Also earlier*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	492	93.2	93.2
Mentioned	1	36	6.8	6.8
		528	100.0	100.0

**[Q3\_1] In which year or years have you been elected to parliament: Never been elected**

**Variable group pre-text**

*In which year or years have you been elected to parliament?*

## 2. Variables

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### Question

*Never been elected*

### Frequencies

label	value	n	%	v. %
Not mentioned	0	67	12.7	12.7
Mentioned	1	461	87.3	87.3
		528	100.0	100.0

### [Q3\_2] In which year or years have you been elected to parliament: 2007

#### Variable group pre-text

*In which year or years have you been elected to parliament?*

### Question

2007

### Frequencies

label	value	n	%	v. %
Not mentioned	0	485	91.9	91.9
Mentioned	1	43	8.1	8.1
		528	100.0	100.0

### [Q3\_3] In which year or years have you been elected to parliament: 2003

#### Variable group pre-text

*In which year or years have you been elected to parliament?*

### Question

2003

### Frequencies



label	value	n	%	v. %
Not mentioned	0	496	93.9	93.9
Mentioned	1	32	6.1	6.1
		528	100.0	100.0

### [Q3\_4] In which year or years have you been elected to parliament: 1999

#### Variable group pre-text

*In which year or years have you been elected to parliament?*

#### Question

1999

#### Frequencies

label	value	n	%	v. %
Not mentioned	0	508	96.2	96.2
Mentioned	1	20	3.8	3.8
		528	100.0	100.0

### [Q3\_5] In which year or years have you been elected to parliament: 1995

#### Variable group pre-text

*In which year or years have you been elected to parliament?*

#### Question

1995

#### Frequencies

label	value	n	%	v. %
Not mentioned	0	512	97.0	97.0
Mentioned	1	16	3.0	3.0
		528	100.0	100.0

**[Q3\_6] In which year or years have you been elected to parliament: 1991****Variable group pre-text**

*In which year or years have you been elected to parliament?*

**Question**

1991

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	516	97.7	97.7
Mentioned	1	12	2.3	2.3
		528	100.0	100.0

**[Q3\_7] In which year or years have you been elected to parliament: Also earlier****Variable group pre-text**

*In which year or years have you been elected to parliament?*

**Question**

*Also earlier*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	514	97.3	97.3
Mentioned	1	14	2.7	2.7
		528	100.0	100.0

**[Q4] Before becoming a parliamentary candidate, were you ever employed in the office of a member of parliament or a government minister?****Question**

*Before becoming a parliamentary candidate, were you ever employed in the office of a member of parliament or a government minister?*

**Frequencies**

label	value	n	%	v. %
No	1	490	92.8	95.0
Yes	2	26	4.9	5.0
System missing (SYSMIS)	.	12	2.3	–
		528	100.0	100.0

**[Q5\_1] In which of the following organisations are you a member: Union, wage earners organisation****Variable group pre-text**

*In which of the following organisations are you a member?*

**Question**

*Union, wage earners organisation*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	230	43.6	43.6
Mentioned	1	298	56.4	56.4
		528	100.0	100.0

**[Q5\_2] In which of the following organisations are you a member: Professional association****Variable group pre-text**

*In which of the following organisations are you a member?*

**Question**

*Professional association*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	472	89.4	89.4

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## 2. Variables

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label	value	n	%	v. %
Mentioned	1	56	10.6	10.6
		528	100.0	100.0

### **[Q5\_3] In which of the following organisations are you a member: Civic movement or organisation**

#### **Variable group pre-text**

*In which of the following organisations are you a member?*

#### **Question**

*Civic movement or organisation*

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	259	49.1	49.1
Mentioned	1	269	50.9	50.9
		528	100.0	100.0

### **[Q5\_4] In which of the following organisations are you a member: Sports club or association**

#### **Variable group pre-text**

*In which of the following organisations are you a member?*

#### **Question**

*Sports club or association*

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	355	67.2	67.2
Mentioned	1	173	32.8	32.8
		528	100.0	100.0

**[Q5\_5] In which of the following organisations are you a member: Cultural organisation**

**Variable group pre-text**

*In which of the following organisations are you a member?*

**Question**

*Cultural organisation*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	366	69.3	69.3
Mentioned	1	162	30.7	30.7
		528	100.0	100.0

**[Q5\_6] In which of the following organisations are you a member: Religious organisation**

**Variable group pre-text**

*In which of the following organisations are you a member?*

**Question**

*Religious organisation*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	471	89.2	89.2
Mentioned	1	57	10.8	10.8
		528	100.0	100.0

**[Q5\_7] In which of the following organisations are you a member: Social welfare organisation or charity**

**Variable group pre-text**

*In which of the following organisations are you a member?*

## 2. Variables

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### Question

*Social welfare organisation or charity*

### Frequencies

label	value	n	%	v. %
Not mentioned	0	357	67.6	67.6
Mentioned	1	171	32.4	32.4
		528	100.0	100.0

### [Q5\_8] In which of the following organisations are you a member: An unofficial leisure group

#### Variable group pre-text

*In which of the following organisations are you a member?*

### Question

*An unofficial leisure group*

### Frequencies

label	value	n	%	v. %
Not mentioned	0	322	61.0	61.0
Mentioned	1	206	39.0	39.0
		528	100.0	100.0

### [Q5\_9] In which of the following organisations are you a member: Other

#### Variable group pre-text

*In which of the following organisations are you a member?*

### Question

*Other*

### Frequencies

label	value	n	%	v. %
Not mentioned	0	367	69.5	69.5
Mentioned	1	161	30.5	30.5
		528	100.0	100.0

**[Q5\_10] In which of the following organisations are you a member: No organisation**

**Variable group pre-text**

*In which of the following organisations are you a member?*

**Question**

*No organisation*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	516	97.7	97.7
Mentioned	1	12	2.3	2.3
		528	100.0	100.0

**[Q5\_11] In which of the following organisations are you a member: Cannot say**

**Variable group pre-text**

*In which of the following organisations are you a member?*

**Question**

*Cannot say*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	524	99.2	99.2
Mentioned	1	4	0.8	0.8
		528	100.0	100.0

**[Q6] On average, how many hours per week did you spend on campaign work during the last month of the campaign?**

**Question**

*On average, how many hours per week did you spend on campaign work during the last month of the campaign?*

**Descriptive statistics**

statistic	value
number of valid cases	515
minimum	0.00
maximum	130.00
mean	30.25
standard deviation	24.92

**[Q7\_1] When thinking about the overall campaign, did you use any of the following means: Personal campaign posters**

**Variable group pre-text**

*When thinking about the overall campaign, did you use any of the following means?*

**Question**

*Personal campaign posters*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	126	23.9	23.9
Mentioned	1	402	76.1	76.1
		528	100.0	100.0

**[Q7\_2] When thinking about the overall campaign, did you use any of the following means: Personal ads in the local press**

**Variable group pre-text**

*When thinking about the overall campaign, did you use any of the following means?*



**Question***Personal ads in the local press***Frequencies**

label	value	n	%	v. %
Not mentioned	0	121	22.9	22.9
Mentioned	1	407	77.1	77.1
		528	100.0	100.0

**[Q7\_3] When thinking about the overall campaign, did you use any of the following means: Meeting the public in the campaign office**

**Variable group pre-text***When thinking about the overall campaign, did you use any of the following means?***Question***Meeting the public in the campaign office***Frequencies**

label	value	n	%	v. %
Not mentioned	0	408	77.3	77.3
Mentioned	1	120	22.7	22.7
		528	100.0	100.0

**[Q7\_4] When thinking about the overall campaign, did you use any of the following means: Parties and social events**

**Variable group pre-text***When thinking about the overall campaign, did you use any of the following means?***Question***Parties and social events***Frequencies**

## 2. Variables

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label	value	n	%	v. %
Not mentioned	0	129	24.4	24.4
Mentioned	1	399	75.6	75.6
		528	100.0	100.0

### **[Q7\_5] When thinking about the overall campaign, did you use any of the following means: Personal leaflets**

#### **Variable group pre-text**

*When thinking about the overall campaign, did you use any of the following means?*

#### **Question**

*Personal leaflets*

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	208	39.4	39.4
Mentioned	1	320	60.6	60.6
		528	100.0	100.0

### **[Q7\_6] When thinking about the overall campaign, did you use any of the following means: Personal ads on the radio, TV and cinemas**

#### **Variable group pre-text**

*When thinking about the overall campaign, did you use any of the following means?*

#### **Question**

*Personal ads on the radio, TV and cinemas*

#### **Frequencies**

label	value	n	%	v. %
Not mentioned	0	425	80.5	80.5
Mentioned	1	103	19.5	19.5
		528	100.0	100.0

**[Q7\_7] When thinking about the overall campaign, did you use any of the following means: Personal home page on the Internet**

**Variable group pre-text**

*When thinking about the overall campaign, did you use any of the following means?*

**Question**

*Personal home page on the Internet*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	83	15.7	15.7
Mentioned	1	445	84.3	84.3
		528	100.0	100.0

**[Q7\_8] When thinking about the overall campaign, did you use any of the following means: None of these**

**Variable group pre-text**

*When thinking about the overall campaign, did you use any of the following means?*

**Question**

*None of these*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	514	97.3	97.3
Mentioned	1	14	2.7	2.7
		528	100.0	100.0

**[Q7\_9] When thinking about the overall campaign, did you use any of the following means: Cannot say**

**Variable group pre-text**

*When thinking about the overall campaign, did you use any of the following means?*

## 2. Variables

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### Question

*Cannot say*

### Frequencies

label	value	n	%	v. %
Not mentioned	0	525	99.4	99.4
Mentioned	1	3	0.6	0.6
		528	100.0	100.0

### [Q8\_1] How important were the following campaign instruments: Personal campaign posters

#### Variable group pre-text

*How important were the following campaign instruments?*

### Question

*Personal campaign posters*

### Frequencies

label	value	n	%	v. %
Not at all important	1	1	0.2	0.2
Not very important	2	21	4.0	5.2
Fairly Important	3	130	24.6	32.4
Very important	4	243	46.0	60.6
Cannot say	5	6	1.1	1.5
System missing (SYSMIS)	.	127	24.1	–
		528	100.0	100.0

### [Q8\_2] How important were the following campaign instruments: Personal ads in the local press

#### Variable group pre-text

*How important were the following campaign instruments?*

### Question

*Personal ads in the local press*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	5	0.9	1.2
Not very important	2	21	4.0	5.2
Fairly Important	3	123	23.3	30.3
Very important	4	253	47.9	62.3
Cannot say	5	4	0.8	1.0
System missing (SYSMIS)	.	122	23.1	–
		528	100.0	100.0

**[Q8\_3] How important were the following campaign instruments: Public surgery hours****Variable group pre-text**

*How important were the following campaign instruments?*

**Question**

*Public surgery hours*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	4	0.8	3.3
Not very important	2	42	8.0	35.0
Fairly Important	3	38	7.2	31.7
Very important	4	34	6.4	28.3
Cannot say	5	2	0.4	1.7
System missing (SYSMIS)	.	408	77.3	–
		528	100.0	100.0

**[Q8\_4] How important were the following campaign instruments: Parties and social events****Variable group pre-text**

*How important were the following campaign instruments?*

**Question**

*Parties and social events*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	2	0.4	0.5
Not very important	2	50	9.5	12.6
Fairly Important	3	178	33.7	44.8
Very important	4	164	31.1	41.3
Cannot say	5	3	0.6	0.8
System missing (SYSMIS)	.	131	24.8	–
		528	100.0	100.0

**[Q8\_5] How important were the following campaign instruments: Personal leaflets**

**Variable group pre-text**

*How important were the following campaign instruments?*

**Question**

*Personal leaflets*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	6	1.1	1.9
Not very important	2	37	7.0	11.7
Fairly Important	3	128	24.2	40.5
Very important	4	139	26.3	44.0
Cannot say	5	6	1.1	1.9
System missing (SYSMIS)	.	212	40.2	–
		528	100.0	100.0

**[Q8\_6] How important were the following campaign instruments: Personal ads on radio, TV and cinemas**

**Variable group pre-text**

*How important were the following campaign instruments?*

**Question**

*Personal ads on radio, TV and cinemas*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	2	0.4	1.9
Not very important	2	5	0.9	4.9
Fairly Important	3	39	7.4	37.9
Very important	4	55	10.4	53.4
Cannot say	5	2	0.4	1.9
System missing (SYSMIS)	.	425	80.5	–
		528	100.0	100.0

**[Q8\_7] How important were the following campaign instruments: Personal home page on the Internet****Variable group pre-text**

*How important were the following campaign instruments?*

**Question**

*Personal home page on the Internet*

**Frequencies**

label	value	n	%	v. %
Not at all important	1	1	0.2	0.2
Not very important	2	19	3.6	4.3
Fairly Important	3	100	18.9	22.6
Very important	4	319	60.4	72.0
Cannot say	5	4	0.8	0.9
System missing (SYSMIS)	.	85	16.1	–
		528	100.0	100.0

**[Q9] Where would you place yourself on a scale from 0 to 10, where 0 means "to attract as much attention as possible for me as a candidate" and 10 means "to attract as much attention as possible for my party?"****Question**

*Where would you place yourself on a scale from 0 to 10, where 0 means "to attract as much attention as possible for me as a candidate" and 10 means "to attract as much attention as possible for my party?"*

**Frequencies**

label	value	n	%	v. %
0	1	16	3.0	3.1
1	2	20	3.8	3.8
2	3	43	8.1	8.3
3	4	65	12.3	12.5
4	5	41	7.8	7.9
5	6	79	15.0	15.2
6	7	44	8.3	8.5
7	8	62	11.7	11.9
8	9	54	10.2	10.4
9	10	42	8.0	8.1
10	11	54	10.2	10.4
System missing (SYSMIS)	.	8	1.5	–
		528	100.0	100.0

**[Q10] Did you raise any issues during the campaign that were specific to your constituency and that were not raised by the national party?**

**Question**

*Did you raise any issues during the campaign that were specific to your constituency and that were not raised by the national party?*

**Frequencies**

label	value	n	%	v. %
No	1	133	25.2	25.5
Yes	2	388	73.5	74.5
System missing (SYSMIS)	.	7	1.3	–
		528	100.0	100.0

**[Q12\_1] Apart from your party's website, please indicate which of the following methods you used to get votes: I had my own web page which was largely planned and maintained by the party**

**Variable group pre-text**

*Apart from your party's webpage, please indicate each of the following methods you used to get votes*



**Question**

*I had my own web page which was largely planned and maintained by the party*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	488	92.4	92.4
Mentioned	1	40	7.6	7.6
		528	100.0	100.0

**[Q12\_2] Apart from your party's website, please indicate which of the following methods you used to get votes: I had my own web page which was largely designed and maintained by my local campaign team/support group**

**Variable group pre-text**

*Apart from your party's webpage, please indicate each of the following methods you used to get votes*

**Question**

*I had my own web page which was largely designed and maintained by my local campaign team/support group*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	184	34.8	34.8
Mentioned	1	344	65.2	65.2
		528	100.0	100.0

**[Q12\_3] Apart from your party's website, please indicate which of the following methods you used to get votes: I used email to distribute information and orgainse activities**

**Variable group pre-text**

*Apart from your party's webpage, please indicate each of the following methods you used to get votes*

## 2. Variables

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### Question

*I used email to distribute information and organise activities*

### Frequencies

label	value	n	%	v. %
Not mentioned	0	187	35.4	35.4
Mentioned	1	341	64.6	64.6
		528	100.0	100.0

**[Q12\_4] Apart from your party's website, please indicate which of the following methods you used to get votes: I put a personal advertisement on the internet**

### Variable group pre-text

*Apart from your party's webpage, please indicate each of the following methods you used to get votes*

### Question

*I put a personal advertisement on the internet*

### Frequencies

label	value	n	%	v. %
Not mentioned	0	431	81.6	81.6
Mentioned	1	97	18.4	18.4
		528	100.0	100.0

**[Q12\_5] Apart from your party's website, please indicate which of the following methods you used to get votes: I conducted a number of online chats with voters**

### Variable group pre-text

*Apart from your party's webpage, please indicate each of the following methods you used to get votes*

### Question

*I conducted a number of online chats with voters*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	400	75.8	75.8
Mentioned	1	128	24.2	24.2
		528	100.0	100.0

**[Q12\_6] Apart from your party's website, please indicate which of the following methods you used to get votes: I advertised my website and/or email address on my campaign literature**

**Variable group pre-text**

*Apart from your party's webpage, please indicate each of the following methods you used to get votes*

**Question**

*I advertised my website and/or email address on my campaign literature*

**Frequencies**

label	value	n	%	v. %
Not mentioned	0	119	22.5	22.5
Mentioned	1	409	77.5	77.5
		528	100.0	100.0

**[Q12\_7] Apart from your party's website, please indicate which of the following methods you used to get votes: I kept a blog during the campaign**

**Variable group pre-text**

*Apart from your party's webpage, please indicate each of the following methods you used to get votes*

**Question**

*I kept a blog during the campaign*

**Frequencies**

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label	value	n	%	v. %
Not mentioned	0	295	55.9	55.9
Mentioned	1	233	44.1	44.1
		528	100.0	100.0

### **[Q13\_1] How strongly did you emphasise the following during your campaign: Providing services and help to people with practical problems in the constituency**

#### **Variable group pre-text**

*How strongly did you emphasise the following during your campaign?*

#### **Question**

*Providing services and help to people with practical problems in the constituency*

#### **Frequencies**

label	value	n	%	v. %
Very Strongly	1	162	30.7	31.3
Strongly	2	187	35.4	36.2
To some extent	3	114	21.6	22.1
Not much	4	34	6.4	6.6
Not at all	5	16	3.0	3.1
Cannot say	6	4	0.8	0.8
System missing (SYSMIS)	.	11	2.1	–
		528	100.0	100.0

### **[Q13\_2] How strongly did you emphasise the following during your campaign: Pressing the issues voters raised in the constituency**

#### **Variable group pre-text**

*How strongly did you emphasise the following during your campaign?*

#### **Question**

*Pressing the issues voters raised in the constituency*

#### **Frequencies**

label	value	n	%	v. %
Very Strongly	1	66	12.5	12.9
Strongly	2	175	33.1	34.1
To some extent	3	202	38.3	39.4
Not much	4	48	9.1	9.4
Not at all	5	16	3.0	3.1
Cannot say	6	6	1.1	1.2
System missing (SYSMIS)	.	15	2.8	–
		528	100.0	100.0

**[Q13\_3] How strongly did you emphasise the following during your campaign: Promoting the economic well-being of the constituency**

**Variable group pre-text**

*How strongly did you emphasise the following during your campaign?*

**Question**

*Promoting the economic well-being of the constituency*

**Frequencies**

label	value	n	%	v. %
Very Strongly	1	86	16.3	16.8
Strongly	2	178	33.7	34.7
To some extent	3	163	30.9	31.8
Not much	4	58	11.0	11.3
Not at all	5	26	4.9	5.1
Cannot say	6	2	0.4	0.4
System missing (SYSMIS)	.	15	2.8	–
		528	100.0	100.0

**[Q13\_4] How strongly did you emphasise the following during your campaign: Being available to the voters in the constituency and keeping in contact with them**

**Variable group pre-text**

*How strongly did you emphasise the following during your campaign?*

**Question**

*Being available to the voters in the constituency and keeping in contact with them*

**Frequencies**

label	value	n	%	v. %
Very Strongly	1	121	22.9	23.5
Strongly	2	182	34.5	35.4
To some extent	3	158	29.9	30.7
Not much	4	35	6.6	6.8
Not at all	5	16	3.0	3.1
Cannot say	6	2	0.4	0.4
System missing (SYSMIS)	.	14	2.7	–
		528	100.0	100.0

**[Q13\_5] How strongly did you emphasise the following during your campaign: Promoting local customs and traditions**

**Variable group pre-text**

*How strongly did you emphasise the following during your campaign?*

**Question**

*Promoting local customs and traditions*

**Frequencies**

label	value	n	%	v. %
Very Strongly	1	27	5.1	5.3
Strongly	2	74	14.0	14.6
To some extent	3	154	29.2	30.3
Not much	4	141	26.7	27.8
Not at all	5	103	19.5	20.3
Cannot say	6	9	1.7	1.8
System missing (SYSMIS)	.	20	3.8	–
		528	100.0	100.0

**[Q14] Did you have your own, personal, campaign team?**

**Question**

*Did you have your own, personal, campaign team?*

**Frequencies**

label	value	n	%	v. %
No	1	163	30.9	31.3
Yes	2	358	67.8	68.7
System missing (SYSMIS)	.	7	1.3	–
		528	100.0	100.0

### [Q15] How many people were there in your campaign team?

#### Question

*How many people were there in your campaign team?*

### [Q16] Did you employ any professional consultant in your personal campaign?

#### Question

*Did you employ any professional consultant in your personal campaign?*

#### Frequencies

label	value	n	%	v. %
En	1	431	81.6	83.0
Kyllä	2	88	16.7	17.0
System missing (SYSMIS)	.	9	1.7	–
		528	100.0	100.0

### [Q18] When thinking about your campaign budget, what would be your estimate (including party funds, donations and private funds)?

#### Question

*When thinking about your campaign budget, what would be your estimate (including party funds, donations and private funds)?*

#### Descriptive statistics

statistic	value
number of valid cases	498
minimum	0.00
maximum	200000.00

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statistic	value
mean	10728.78
standard deviation	17014.51

### **[Q19\_1] What proportion of that sum came from the party, from donations and from your own private funds: Party share (%)**

#### **Variable group pre-text**

*Providing services and help to people with practical problems in the constituency?*

#### **Question**

*Party share (%)*

#### **Descriptive statistics**

statistic	value
number of valid cases	409
minimum	0.00
maximum	100.00
mean	21.80
standard deviation	28.63

### **[Q19\_2] What proportion of that sum came from the party, from donations and from your own private funds: Donated share (%)**

#### **Variable group pre-text**

*Providing services and help to people with practical problems in the constituency?*

#### **Question**

*Donated share (%)*

#### **Descriptive statistics**

statistic	value
number of valid cases	406

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(cont. from previous page)

statistic	value
minimum	0.00
maximum	100.00
mean	31.22
standard deviation	30.22

**[Q19\_3] What proportion of that sum came from the party, from donations and from your own private funds: Own funds (%)**

**Variable group pre-text**

*Providing services and help to people with practical problems in the constituency?*

**Question**

*Own funds (%)*

**Descriptive statistics**

statistic	value
number of valid cases	473
minimum	0.00
maximum	100.00
mean	58.11
standard deviation	34.65

**[Q20] In the beginning of the campaign, how did you evaluate your chances of being elected?**

**Question**

*In the beginning of the campaign, how did you evaluate your chances of being elected?*

**Frequencies**

label	value	n	%	v. %
I was certain I would not get elected	1	144	27.3	27.7
I was fairly certain I would not get elected	2	150	28.4	28.9

(continued on next page)

## 2. Variables

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(cont. from previous page)

label	value	n	%	v. %
I thought it would be a close contest and the outcome unpredictable	3	172	32.6	33.1
I was fairly certain I would get elected	4	45	8.5	8.7
I was certain I would get elected	5	3	0.6	0.6
Cannot say	6	5	0.9	1.0
System missing (SYSMIS)	.	9	1.7	–
		528	100.0	100.0

### **[Q21] On the whole are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in Finland?**

#### **Question**

*On the whole are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in Finland?*

#### **Frequencies**

label	value	n	%	v. %
Very satisfied	1	38	7.2	7.3
Fairly satisfied	2	260	49.2	50.0
Not very satisfied	3	122	23.1	23.5
Not at all satisfied	4	100	18.9	19.2
Cannot say	5	0	0.0	0.0
System missing (SYSMIS)	.	8	1.5	–
		528	100.0	100.0

### **[Q22] When thinking about how elections in Finland work in practice, how well do you think they ensure that the views of the MPs accurately reflect the views of the voters?**

#### **Question**

*When thinking about how elections in Finland work in practice, how well do you think they ensure that the views of the MPs accurately reflect the views of the voters?*

#### **Frequencies**

label	value	n	%	v. %
Very well	1	10	1.9	1.9
Fairly well	2	191	36.2	36.8
Not very well	3	217	41.1	41.8
Not well at all	4	97	18.4	18.7
Cannot say	5	4	0.8	0.8
System missing (SYSMIS)	.	9	1.7	–
		528	100.0	100.0

**[Q23\_1] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Own voters in the constituency**

#### Variable group pre-text

*There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options in order of importance.*

#### Question

*Own voters in the constituency*

#### Descriptive statistics

statistic	value
number of valid cases	502
minimum	1.00
maximum	6.00
mean	3.26
standard deviation	1.69

**[Q23\_2] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Own party's voters in the constituency**

#### Variable group pre-text

*There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options in order of importance.*

#### Question

*Own party's voters in the constituency*

**Descriptive statistics**

statistic	value
number of valid cases	501
minimum	1.00
maximum	6.00
mean	3.34
standard deviation	1.35

**[Q23\_3] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: All citizens in the constituency**

**Variable group pre-text**

*There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options in order of importance.*

**Question**

*All citizens in the constituency*

**Descriptive statistics**

statistic	value
number of valid cases	503
minimum	1.00
maximum	6.00
mean	3.04
standard deviation	1.48

**[Q23\_4] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: The party's electorate in general**

**Variable group pre-text**

*There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options in order of importance.*

**Question**

*The party's electorate in general*

**Descriptive statistics**

statistic	value
number of valid cases	502
minimum	1.00
maximum	6.00
mean	3.62
standard deviation	1.38

**[Q23\_5] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Members of a particular social group**

**Variable group pre-text**

*There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options in order of importance.*

**Question**

*Members of a particular social group*

**Descriptive statistics**

statistic	value
number of valid cases	500
minimum	1.00
maximum	6.00
mean	4.67
standard deviation	1.58

**[Q23\_6] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: All Finnish Citizens**

**Variable group pre-text**

*There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options in order of importance.*

**Question**

*All Finnish Citizens*

**Descriptive statistics**

statistic	value
number of valid cases	503
minimum	1.00
maximum	6.00
mean	2.96
standard deviation	2.07

**[BV1] Gender****Question***Gender***Frequencies**

label	value	n	%	v. %
Man	1	293	55.5	56.6
Woman	2	225	42.6	43.4
System missing (SYSMIS)	.	10	1.9	–
		528	100.0	100.0

**[BV2] What is your year of birth?****Question***What is your year of birth?***[BV3] In which constituency were you a candidate?****Question***In which constituency were you a candidate?***Frequencies**

label	value	n	%	v. %
Helsinki	1	73	13.8	14.1
Uusimaa	2	82	15.5	15.8
Varsinais-Suomi	3	51	9.7	9.8

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(cont. from previous page)

label	value	n	%	v. %
Satakunta	4	26	4.9	5.0
Island of Aland	5	0	0.0	0.0
Häme	6	31	5.9	6.0
Pirkanmaa	7	50	9.5	9.7
Kymi	8	32	6.1	6.2
Etelä-Savo	9	6	1.1	1.2
Pohjois-Savo	10	18	3.4	3.5
Pohjois-Karjala	11	18	3.4	3.5
Vaasa	12	39	7.4	7.5
Keski-Suomi	13	35	6.6	6.8
Oulu	14	37	7.0	7.1
Lapland	15	20	3.8	3.9
System missing (SYSMIS)	.	10	1.9	–
		528	100.0	100.0





# Chapter 3

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On the whole are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in Finland? [Q21] .....	36
When thinking about how elections in Finland work in practice, how well do you think they ensure that the views of the MPs accurately reflect the views of the voters? [Q22] .....	36
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Own voters in the constituency [Q23_1] .....	37
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Own party's voters in the constituency [Q23_2] .....	37
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: All citizens in the constituency [Q23_3] .....	38
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: The party's electorate in general [Q23_4] .....	38
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Members of a particular social group [Q23_5] .....	39
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: All Finnish Citizens [Q23_6] .....	39
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In which constituency were you a candidate? [BV3] .....	40

## 3.2 Variables in alphabetical order

Apart from your party's website, please indicate which of the following methods you used to get votes: I advertised my website and/or email address on my campaign literature . . . . .	29
Apart from your party's website, please indicate which of the following methods you used to get votes: I conducted a number of online chats with voters . . . . .	28
Apart from your party's website, please indicate which of the following methods you used to get votes: I had my own web page which was largely designed and maintained by my local campaign team/support group . . . . .	27
Apart from your party's website, please indicate which of the following methods you used to get votes: I had my own web page which was largely planned and maintained by the party .	26
Apart from your party's website, please indicate which of the following methods you used to get votes: I kept a blog during the campaign . . . . .	29
Apart from your party's website, please indicate which of the following methods you used to get votes: I put a personal advertisement on the internet . . . . .	28
Apart from your party's website, please indicate which of the following methods you used to get votes: I used email to distribute information and organise activities . . . . .	27
Before becoming a parliamentary candidate, were you ever employed in the office of a member of parliament or a government minister? . . . . .	12
Did you employ any professional consultant in your personal campaign? . . . . .	33
Did you have your own, personal, campaign team? . . . . .	32
Did you raise any issues during the campaign that were specific to your constituency and that were not raised by the national party? . . . . .	26
FSD case id . . . . .	6
FSD edition number . . . . .	5
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Gender . . . . .	40
How important were the following campaign instruments: Parties and social events . . . . .	23
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How important were the following campaign instruments: Personal ads on radio, TV and cinemas . . . . .	24
How important were the following campaign instruments: Personal campaign posters . . . . .	22
How important were the following campaign instruments: Personal home page on the Internet	25
How important were the following campaign instruments: Personal leaflets . . . . .	24
How important were the following campaign instruments: Public surgery hours . . . . .	23
How many people were there in your campaign team? . . . . .	33

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How strongly did you emphasise the following during your campaign: Pressing the issues voters raised in the constituency .....	30
How strongly did you emphasise the following during your campaign: Promoting local customs and traditions .....	32
How strongly did you emphasise the following during your campaign: Promoting the economic well-being of the constituency .....	31
How strongly did you emphasise the following during your campaign: Providing services and help to people with practical problems in the constituency .....	30
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In which of the following organisations are you a member: An unofficial leisure group ....	16
In which of the following organisations are you a member: Cannot say .....	17
In which of the following organisations are you a member: Civic movement or organisation	14
In which of the following organisations are you a member: Cultural organisation .....	15
In which of the following organisations are you a member: No organisation .....	17
In which of the following organisations are you a member: Other .....	16
In which of the following organisations are you a member: Religious organisation .....	15
In which of the following organisations are you a member: Social welfare organisation or charity	15
In which of the following organisations are you a member: Sports club or association .....	14
In which of the following organisations are you a member: Union, wage earners organisation	13
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In which year or years have you been elected to parliament: 1995 .....	11
In which year or years have you been elected to parliament: 1999 .....	11
In which year or years have you been elected to parliament: 2003 .....	10
In which year or years have you been elected to parliament: 2007 .....	10
In which year or years have you been elected to parliament: Also earlier .....	12
In which year or years have you been elected to parliament: Never been elected .....	9
In which year or years have you stood as a candidate for parliament: 1991 .....	9
In which year or years have you stood as a candidate for parliament: 1995 .....	8
In which year or years have you stood as a candidate for parliament: 1999 .....	8
In which year or years have you stood as a candidate for parliament: 2003 .....	7
In which year or years have you stood as a candidate for parliament: 2007 .....	7

In which year or years have you stood as a candidate for parliament: Also earlier .....	9
On average, how many hours per week did you spend on campaign work during the last month of the campaign? .....	18
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On which party's list were you a candidate at the last general election? .....	6
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: All citizens in the constituency .....	38
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: All Finnish Citizens .....	39
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Members of a particular social group .....	39
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Own party's voters in the constituency .....	37
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Own voters in the constituency .....	37
There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: The party's electorate in general .....	38
What is your year of birth? .....	40
What proportion of that sum came from the party, from donations and from your own private funds: Donated share (%) .....	34
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What proportion of that sum came from the party, from donations and from your own private funds: Party share (%) .....	34
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When thinking about the overall campaign, did you use any of the following means: Cannot say	21
When thinking about the overall campaign, did you use any of the following means: Meeting the public in the campaign office .....	19
When thinking about the overall campaign, did you use any of the following means: None of these .....	21
When thinking about the overall campaign, did you use any of the following means: Parties and social events .....	19
When thinking about the overall campaign, did you use any of the following means: Personal ads in the local press .....	18
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When thinking about the overall campaign, did you use any of the following means: Personal campaign posters ..... 18

When thinking about the overall campaign, did you use any of the following means: Personal home page on the Internet ..... 21

When thinking about the overall campaign, did you use any of the following means: Personal leaflets ..... 20

When thinking about your campaign budget, what would be your estimate (including party funds, donations and private funds)? ..... 33

Where would you place yourself on a scale from 0 to 10, where 0 means "to attract as much attention as possible for me as a candidate" and 10 means "to attract as much attention as possible for my party? ..... 25

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### 3.3 Variable groups

#### Variable group

In which year or years have you stood as a candidate for parliament?

[Q2_1] In which year or years have you stood as a candidate for parliament: 2007 .....	7
[Q2_2] In which year or years have you stood as a candidate for parliament: 2003 .....	7
[Q2_3] In which year or years have you stood as a candidate for parliament: 1999 .....	8
[Q2_4] In which year or years have you stood as a candidate for parliament: 1995 .....	8
[Q2_5] In which year or years have you stood as a candidate for parliament: 1991 .....	9
[Q2_6] In which year or years have you stood as a candidate for parliament: Also earlier ....	9

#### Variable group

In which year or years have you been elected to parliament?

[Q3_1] In which year or years have you been elected to parliament: Never been elected .....	9
[Q3_2] In which year or years have you been elected to parliament: 2007 .....	10
[Q3_3] In which year or years have you been elected to parliament: 2003 .....	10
[Q3_4] In which year or years have you been elected to parliament: 1999 .....	11
[Q3_5] In which year or years have you been elected to parliament: 1995 .....	11
[Q3_6] In which year or years have you been elected to parliament: 1991 .....	12
[Q3_7] In which year or years have you been elected to parliament: Also earlier .....	12

#### Variable group

In which of the following organisations are you a member?

[Q5_1] In which of the following organisations are you a member: Union, wage earners organisation .....	13
[Q5_2] In which of the following organisations are you a member: Professional association	13
[Q5_3] In which of the following organisations are you a member: Civic movement or organisation .....	14
[Q5_4] In which of the following organisations are you a member: Sports club or association	14
[Q5_5] In which of the following organisations are you a member: Cultural organisation ...	15
[Q5_6] In which of the following organisations are you a member: Religious organisation ..	15
[Q5_7] In which of the following organisations are you a member: Social welfare organisation or charity .....	15
[Q5_8] In which of the following organisations are you a member: An unofficial leisure group	

16

[Q5\_9] In which of the following organisations are you a member: Other ..... 16

[Q5\_10] In which of the following organisations are you a member: No organisation ..... 17

[Q5\_11] In which of the following organisations are you a member: Cannot say ..... 17

### **Variable group**

When thinking about the overall campaign, did you use any of the following means?

[Q7\_1] When thinking about the overall campaign, did you use any of the following means:  
Personal campaign posters ..... 18

[Q7\_2] When thinking about the overall campaign, did you use any of the following means:  
Personal ads in the local press ..... 18

[Q7\_3] When thinking about the overall campaign, did you use any of the following means:  
Meeting the public in the campaign office ..... 19

[Q7\_4] When thinking about the overall campaign, did you use any of the following means:  
Parties and social events ..... 19

[Q7\_5] When thinking about the overall campaign, did you use any of the following means:  
Personal leaflets ..... 20

[Q7\_6] When thinking about the overall campaign, did you use any of the following means:  
Personal ads on the radio, TV and cinemas ..... 20

[Q7\_7] When thinking about the overall campaign, did you use any of the following means:  
Personal home page on the Internet ..... 21

[Q7\_8] When thinking about the overall campaign, did you use any of the following means:  
None of these ..... 21

[Q7\_9] When thinking about the overall campaign, did you use any of the following means:  
Cannot say ..... 21

### **Variable group**

How important were the following campaign instruments?

[Q8\_1] How important were the following campaign instruments: Personal campaign posters 22

[Q8\_2] How important were the following campaign instruments: Personal ads in the local press  
22

[Q8\_3] How important were the following campaign instruments: Public surgery hours .... 23

[Q8\_4] How important were the following campaign instruments: Parties and social events . 23

[Q8\_5] How important were the following campaign instruments: Personal leaflets ..... 24

[Q8\_6] How important were the following campaign instruments: Personal ads on radio, TV  
and cinemas ..... 24

[Q8\_7] How important were the following campaign instruments: Personal home page on the

Internet .....	25
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### Variable group

Apart from your party's webpage, please indicate each of the following methods you used to get votes

[Q12_1] Apart from your party's website, please indicate which of the following methods you used to get votes: I had my own web page which was largely planned and maintained by the party .....	26
[Q12_2] Apart from your party's website, please indicate which of the following methods you used to get votes: I had my own web page which was largely designed and maintained by my local campaign team/support group .....	27
[Q12_3] Apart from your party's website, please indicate which of the following methods you used to get votes: I used email to distribute information and organise activities .....	27
[Q12_4] Apart from your party's website, please indicate which of the following methods you used to get votes: I put a personal advertisement on the internet .....	28
[Q12_5] Apart from your party's website, please indicate which of the following methods you used to get votes: I conducted a number of online chats with voters .....	28
[Q12_6] Apart from your party's website, please indicate which of the following methods you used to get votes: I advertised my website and/or email address on my campaign literature ..	29
[Q12_7] Apart from your party's website, please indicate which of the following methods you used to get votes: I kept a blog during the campaign .....	29

### Variable group

How strongly did you emphasise the following during your campaign?

[Q13_1] How strongly did you emphasise the following during your campaign: Providing services and help to people with practical problems in the constituency .....	30
[Q13_2] How strongly did you emphasise the following during your campaign: Pressing the issues voters raised in the constituency .....	30
[Q13_3] How strongly did you emphasise the following during your campaign: Promoting the economic well-being of the constituency .....	31
[Q13_4] How strongly did you emphasise the following during your campaign: Being available to the voters in the constituency and keeping in contact with them .....	31
[Q13_5] How strongly did you emphasise the following during your campaign: Promoting local customs and traditions .....	32

### Variable group

Providing services and help to people with practical problems in the constituency?

[Q19\_1] What proportion of that sum came from the party, from donations and from your own private funds: Party share (%) ..... 34

[Q19\_2] What proportion of that sum came from the party, from donations and from your own private funds: Donated share (%) ..... 34

[Q19\_3] What proportion of that sum came from the party, from donations and from your own private funds: Own funds (%) ..... 35

### **Variable group**

There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options in order of importance.

[Q23\_1] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Own voters in the constituency ..... 37

[Q23\_2] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Own party's voters in the constituency ..... 37

[Q23\_3] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: All citizens in the constituency ..... 38

[Q23\_4] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: The party's electorate in general ..... 38

[Q23\_5] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: Members of a particular social group ..... 39

[Q23\_6] There are different opinions about whom an elected member of parliament should primarily represent. Please rank all the options: All Finnish Citizens ..... 39

# **Appendix A**

## **Questionnaire in Finnish**

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KYSELYLOMAKE

Tämä kyselylomake on osa Yhteiskuntatieteelliseen tietoaarkistoon arkistoitua tutkimusaineistoa

FSD2507 Eduskuntavaalien 2007 ehdokaskysely

Kyselylomaketta hyödyntävien tulee viitata siihen asianmukaisesti lähdeviitteellä.

Lisätiedot: <http://www.fsd.uta.fi/>

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QUESTIONNAIRE

This questionnaire is part of the following dataset, archived at the Finnish Social Science Data Archive:

FSD2507 Finnish Candidate Survey 2007

If this questionnaire is used or referred to in any publication, the source must be acknowledged by means of an appropriate bibliographic citation.

More information: <http://www.fsd.uta.fi/>

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<Q2> Minä vuonna tai vuosina olet ollut kansanedustajaehdokkaana?			
2007	96%	505	528
2003	32%	167	
1999	18%	96	
1995	10%	52	
1991	5%	29	
Myös aiemmin	7%	36	
<Q3> Minä vuonna tai vuosina olet tullut valituksi kansanedustajaksi?			
En ole tullut valituksi	87%	461	528
2007	8%	43	
2003	6%	32	
1999	4%	20	
1995	3%	16	
1991	2%	12	
Myös aiemmin	3%	14	
<Q4> Ennen tulemistasi kansanedustajaehdokkaaksi, olitko koskaan töissä kenelläkään kansanedustajalla tai ministerillä heidän virallisessa toimessaan?			
Ei	95%	490	516
Kyllä	5%	26	
<Q5> Missä kaikissa seuraavissa järjestöissä olet mukana?			
Palkansaaajajärjestö (esim. Metalliliitto, Tehy, OAJ jne)	56%	298	528
Toimialajärjestö (esim. Apteekkariliitto, Taksiliitto jne.)	11%	56	
Kansalaisliike tai -järjestö (esim. naisasioliike, ympäristöjärjestö, rauhanliike jne.)	51%	269	
Urheiluseura (esim. jalkapalloseura jne.)	33%	173	
Kulttuurijärjestö (esim. kotiseutuyhdistys, musiikkiyhdistys jne.)	31%	162	
Uskonnollinen järjestö (esim. Kaupunkilähetys, Helluntailähetys jne.)	11%	57	
Yhteiskunnallinen hyväntekeväisyysjärjestö (esim. SPR, Pelastakaa lapset jne.)	32%	171	
Jokin epävirallinen harrastuspiiri (esim. shakkikerho, kuoro)	39%	206	



Jokin muu	30%	161
En missään	2%	12
En osaa sanoa	1%	4

<Q6> Kuinka paljon aikaa keskimäärin käytit viikossa vaalitaisteluun viimeisen vaaleja edeltäneen kuukauden aikana? Tuntia viikossa:

|\_|\_|\_|\_|+ 30.25 0.00 130.00

<Q7> Ajateltaessa vaalikampanjaa kokonaisuudessaan, niin mitä kaikkia seuraavia keinoja käytit?

Henkilökohtaiset vaalimainokset	76%	402	528
Henkilökohtaiset mainokset paikallislehdissä	77%	407	
Yleinen vastaanottoaika vaalitoimistossa	23%	120	
Yleisöjuhlat ja julkiset vaalitahtumat	76%	399	
Henkilökohtaiset lentolehtiset	61%	320	
Henkilökohtaiset mainokset radiossa, TV:ssä ja elokuvateattereissa	20%	103	
Henkilökohtainen kotisivu netissä	84%	445	
En mitään näistä	3%	14	
En osaa sanoa	1%	3	

<Q8\_1> Kuinka tärkeinä pidit seuraavia kampanjointikeinoja: Henkilökohtaiset vaalimainokset?

- Ei lainkaan tärkeä	0%	1	401
- Ei juurikaan tärkeä	5%	21	
- Melko tärkeä	32%	130	
- Hyvin tärkeä	61%	243	
- En osaa sanoa	1%	6	

<Q8\_2> Kuinka tärkeinä pidit seuraavia kampanjointikeinoja: Henkilökohtaiset mainokset paikallislehdissä?

- Ei lainkaan tärkeä	1%	5	406
- Ei juurikaan tärkeä	5%	21	
- Melko tärkeä	30%	123	
- Hyvin tärkeä	62%	253	
- En osaa sanoa	1%	4	

<Q8\_3> Kuinka tärkeinä pidit seuraavia kampanjointikeinoja: Yleinen vastaanottoaika vaalitoimistossa

- Ei lainkaan tärkeä	3%	4	120
- Ei juurikaan tärkeä	35%	42	
- Melko tärkeä	32%	38	
- Hyvin tärkeä	28%	34	
- En osaa sanoa	2%	2	

<Q8\_4> Kuinka tärkeinä pidit seuraavia kampanjointikeinoja: Yleisöjuhlat ja julkiset vaalitapahtumat?

- Ei lainkaan tärkeä	1%	2	397
- Ei juurikaan tärkeä	13%	50	
- Melko tärkeä	45%	178	
- Hyvin tärkeä	41%	164	
- En osaa sanoa	1%	3	

<Q8\_5> Kuinka tärkeinä pidit seuraavia kampanjointikeinoja: Henkilökohtaiset lentolehtiset?

- Ei lainkaan tärkeä	2%	6	316
- Ei juurikaan tärkeä	12%	37	
- Melko tärkeä	41%	128	
- Hyvin tärkeä	44%	139	
- En osaa sanoa	2%	6	

<Q8\_6> Kuinka tärkeinä pidit seuraavia kampanjointikeinoja: Henkilökohtaiset mainokset radiossa, TV:ssä ja elokuvateattereissa?

- Ei lainkaan tärkeä	2%	2	103
- Ei juurikaan tärkeä	5%	5	
- Melko tärkeä	38%	39	
- Hyvin tärkeä	53%	55	
- En osaa sanoa	2%	2	

<Q8\_7> Kuinka tärkeinä pidit seuraavia kampanjointikeinoja: Henkilökohtainen kotisivu netissä?

- Ei lainkaan tärkeä	0%	1	443
- Ei juurikaan tärkeä	4%	19	
- Melko tärkeä	23%	100	
- Hyvin tärkeä	72%	319	
- En osaa sanoa	1%	4	

<Q9\_1> Mihin kohtaan sijoittaisit itsesi mittataulukossa 0-10, jossa 0 merkitsee "saadakseni mahdollisimman paljon huomiota itseäni ehdokkaana" ja 10 on sama kuin "saadakseni mahdollisimman paljon huomiota puolueelleni": itse mahdollisimman suuren huomion kohteeksi?

- 0	3%	16	520
- 1	4%	20	
- 2	8%	43	
- 3	13%	65	
- 4	8%	41	
- 5	15%	79	
- 6	8%	44	
- 7	12%	62	
- 8	10%	54	
- 9	8%	42	
- 10	10%	54	

<Q10> Otitko kampanjasi aikana esille juuri omalle vaalipiirillesi ominaisia kysymyksiä ja joita puolue ei kokonaisuutena nostanut esille?

En	26%	133	521
Kyllä	74%	388	

<Q12> Jos ei oteta huomioon puolueesi virallista kotisivua, niin mitä KAIKKIA seuraavia keinoja käytit tavoittaaksesi äänestäjiä?

Minulla oli oma kotisivu joka oli suureksi osaksi puolueeni suunnittelema ja ylläpitämiä	8%	40	528
Minulla oli oma kotisivu joka oli suureksi osaksi paikallisen tukiryhmäni suunnittelema ja ylläpitämä	65%	344	
Käytin sähköpostia tiedottamiseen ja toimintojen järjestämiseen	65%	341	
Laitoin henkilökohtaisen mainospätkän nettiin	18%	97	
Minulla oli joitakin 'online' keskusteluja äänestäjien kanssa netissä	24%	128	
Mainostin kotisivuani ja/tai sähköpostiosoitettani vaalikampanjani painotuotteissa	77%	409	
Minulla oli 'blogisivut' kampanjani aikana	44%	233	

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Kuinka paljon korostit kampanjassasi seuraavia asioita?

<Q13\_1> Palveluiden ja avun järjestäminen käytännön vaikeuksissa oleville ihmisille vaalipiirissä?

- Erittäin paljon	31%	162	517
- Paljon	36%	187	
- Jossain määrin	22%	114	
- En juurikaan	7%	34	
- En lainkaan	3%	16	
- En osaa sanoa	1%	4	

<Q13\_2> Vaalipiirin äänestäjien vaatimusten esille tuominen?

- Erittäin paljon	13%	66	513
- Paljon	34%	175	
- Jossain määrin	39%	202	
- En juurikaan	9%	48	
- En lainkaan	3%	16	
- En osaa sanoa	1%	6	

<Q13\_3> Toiminta vaalipiirin taloudellisen hyvinvoinnin edistämiseksi?

- Erittäin paljon	17%	86	513
- Paljon	35%	178	
- Jossain määrin	32%	163	
- En juurikaan	11%	58	
- En lainkaan	5%	26	
- En osaa sanoa	0%	2	

<Q13\_4> Olla vaalipiirini äänestäjien saatavilla sekä pitää yhteyttä heihin?

- Erittäin paljon	24%	121	514
- Paljon	35%	182	
- Jossain määrin	31%	158	
- En juurikaan	7%	35	
- En lainkaan	3%	16	
- En osaa sanoa	0%	2	

<b>&lt;Q13_5&gt; Paikallisten tapojen ja perinteiden edistäminen?</b>			
- Erittäin paljon	5%	27	508
- Paljon	15%	74	
- Jossain määrin	30%	154	
- En juurikaan	28%	141	
- En lainkaan	20%	103	
- En osaa sanoa	2%	9	
<b>&lt;Q14&gt; Oliko sinulla oma henkilökohtainen tukiryhmä?</b>			
Ei	31%	163	521
Kyllä	69%	358	
<b>&lt;Q15&gt; Kuinka monta henkilö oli arviolta tukiryhmässäsi?</b>			
_ _ _ _ +			
<b>&lt;Q16&gt; Käytitkö ketään ammattikonsulttia henkilökohtaisessa kampanjassasi?</b>			
En	83%	431	519
Kyllä	17%	88	
<b>&lt;Q18&gt; Kampanjabudjettiasi ajateltaessa, mikä olisi paras arvioksi sen suuruudesta (mukaanlukien puolueeltasi tulleen rahoituksen, lahjarahoitukset ja oman, henkilökohtaisen rahoituksesi)? Euroa:</b>			
_ _ _ _ _ _ _ _ _ _ _ _ _ _ +10728.78 0.00*****			
<b>&lt;Q19_1&gt; Mikä osuus kampanjakuluistasi tuli puolueeltasi, lahjoituksista, ja omasta rahoituksestasi? puolueen osuus (%)</b>			
_ _ _ _ _ _ _ _ _ _ _ _ _ _ + 21.80 0.00 100.00			
<b>&lt;Q19_2&gt; Mikä osuus kampanjakuluistasi tuli puolueeltasi, lahjoituksista, ja omasta rahoituksestasi? lahjoitusten osuus (%)</b>			
_ _ _ _ _ _ _ _ _ _ _ _ _ _ + 31.22 0.00 100.00			
<b>&lt;Q19_3&gt; Mikä osuus kampanjakuluistasi tuli puolueeltasi, lahjoituksista, ja omasta rahoituksestasi? oma rahoitus (%)</b>			
_ _ _ _ _ _ _ _ _ _ _ _ _ _ + 58.11 0.00 100.00			
<b>&lt;Q20&gt; Kampanjan alkuvaiheissa, miten arvioit mahdollisuutesi tulla valituksi?</b>			
Olin varma ettei minua valittaisi	28%	144	519
Olin melko varma ettei minua valittaisi	29%	150	
Ajattelin että kilpailu olisi tasavertainen ja tulos arvaamaton	33%	172	
Olin melko varma että minut valittaisiin	9%	45	
Olin aivan varma että minut valittaisiin	1%	3	
En osaa sanoa	1%	5	
<b>&lt;Q21&gt; Yleisesti ottaen, oletko erittäin tyytyväinen, kohtalaisen tyytyväinen, kohtalaisen tyytymätön tai täysin tyytymätön tapaan jolla demokratia toimii Suomessa?</b>			
Erittäin tyytyväinen	7%	38	520
Kohtalaisen tyytyväinen	50%	260	
Kohtalaisen tyytymätön	23%	122	
Erittäin tyytymätön	19%	100	
En osaa sanoa	0%	0	

<Q22> Ajateltaessa miten Suomen vaalit toimivat käytännössä, kuinka hyvin mielestäsi ne takaavat sen, että kansanedustajien näkökannat heijastavat tarkasti äänestäjien näkökantoja?

Erittäin hyvin	2%	10	519
Kohtalaisen hyvin	37%	191	
Ei kovinkaan hyvin	42%	217	
Ei lainkaan hyvin	19%	97	
En osaa sanoa	1%	4	

On erilaisia näkemyksiä siitä keitä kansan valitseman eduskunnan jäsenen ensisijaisesti tulisi edustaa. Mikä on oma näkemyksesi? Ole hyvä merkitse vaihtoehdot tärkeysjärjestykseen. Merkitse mielestä tärkein numerolla yksi, toiseksi tärkein numerolla kaksi

<Q23\_1> Sinun omia äänestäjiäsi vaalipiirissäsi?

|\_|\_|\_|\_|+ 3.26 1.00 6.00

<Q23\_2> Sinun puolueesi äänestäjiä vaalipiirissäsi?

|\_|\_|\_|\_|+ 3.34 1.00 6.00

<Q23\_3> Vaalipiirisi kaikkia kansalaisia?

|\_|\_|\_|\_|+ 3.04 1.00 6.00

<Q23\_4> Puolueesi valitsijakuntaa yleisesti?

|\_|\_|\_|\_|+ 3.62 1.00 6.00

<Q23\_5> Tietyn sosiaaliryhmän jäseniä?

|\_|\_|\_|\_|+ 4.67 1.00 6.00

<Q23\_6> Kaikkia Suomen kansalaisia?

|\_|\_|\_|\_|+ 2.96 1.00 6.00

<E1> Olen...

Mies	57%	293	518
Nainen	43%	225	

<E2> Mikä on syntymävuotesi?

|\_|\_|\_|\_|\_|\_|\_|+

<E14> Missä vaalipiirissä olit kansanedustajaehdokkaana?

Helsingin	14%	73	518
Uudenmaan	16%	82	
Varsinais-Suomen	10%	51	
Satakunnan	5%	26	
Ahvenanmaan maakunnan	0%	0	
Hämeen	6%	31	
Pirkanmaan	10%	50	
Kymen	6%	32	
Etelä-Savon	1%	6	
Pohjois-Savon	3%	18	
Pohjois-Karjalan	3%	18	
Vaasan	8%	39	
Keski-Suomen	7%	35	
Oulun	7%	37	
Lapin	4%	20	

