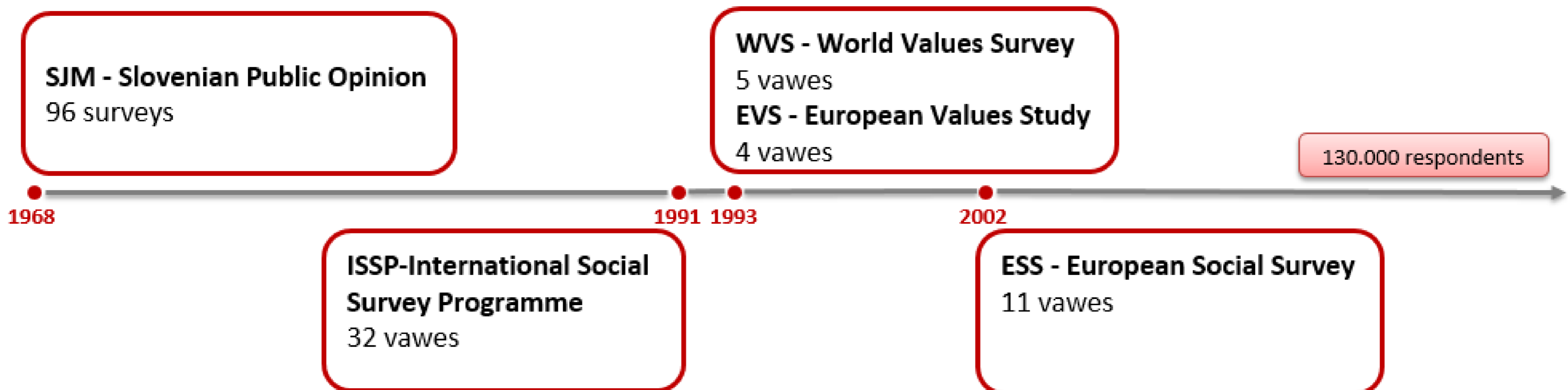


MSc. Živa Broder:

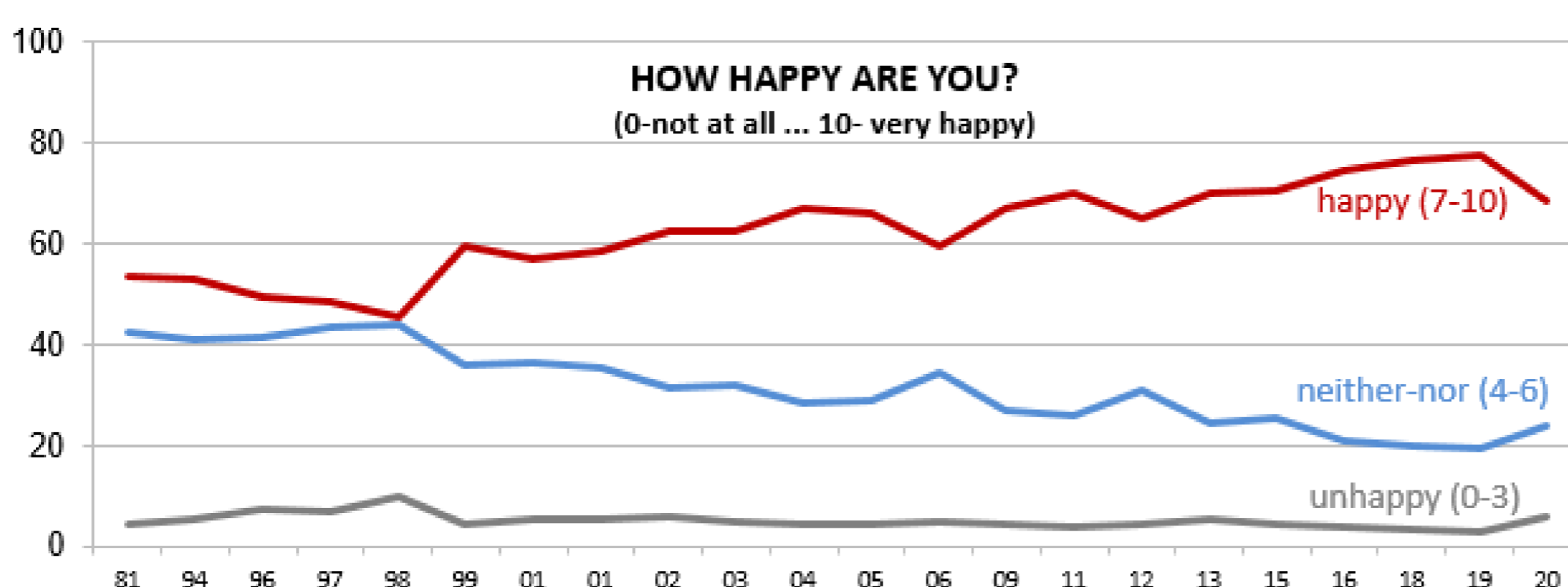
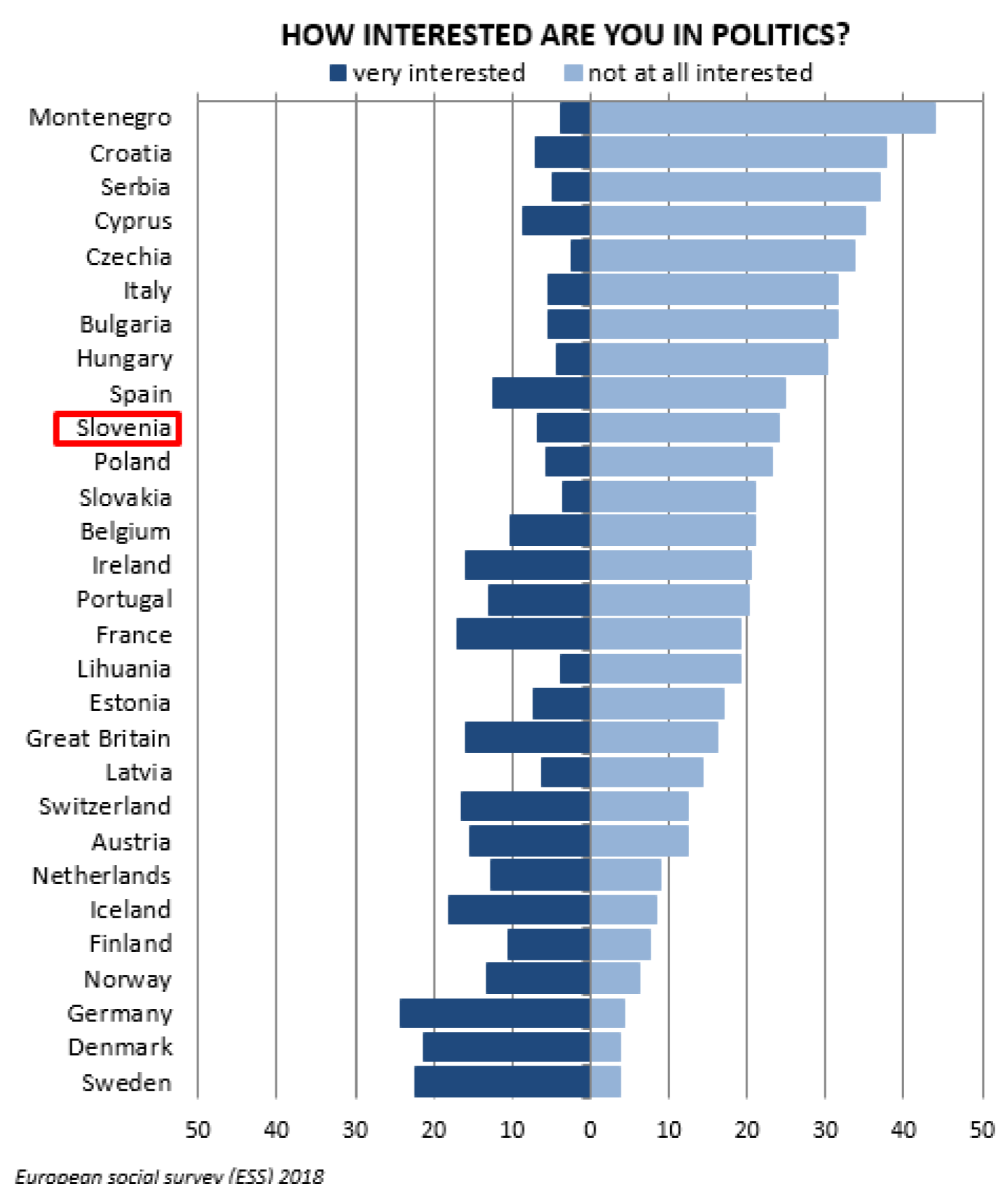
65 YEARS OF PUBLIC OPINION RESEARCH IN SLOVENIA

The **Public Opinion and Mass Communication Research Centre** at the **Faculty of Social Sciences (University of Ljubljana)** was established in 1966. It is the central academic research organization in the field of social sciences and, at the same time, the first to establish a systematic way of measuring public opinion in Slovenia. **"Slovenian Public Opinion"** survey (SJM) was first conducted in 1968.



Slovenian public opinion data:

- high quality longitudinal data
- high methodological standards
- internationally comparable data
- wide range of social science topics
- following modern trends in data collection and processing
- face-to-face interviewing (CAPI)
- self-completion web surveys (post covid)
- representative sample



Main data users:

- Academic community
- Policy makers
- Public administration
- Mass media
- General public