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The influence of Sweden's place
image on the decision-making
process of queer migrants

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ABSTRACT

The queer experience has only become relatively recently a topic of study within migration scholarship. Despite it being seen as a ‘special interest’ field, a lot can be learned about processes of migration decision-making overall, by applying queer theory to it. Furthermore, the concept of place image, which is most often applied to research concerning tourist destinations and the ‘country of origin effect’ on commodities, has in recent years also been more and more incorporated into migration studies. In particular, this topic seems to fit well in studies that take a behavioural approach to migration.

This thesis concerns itself with synthesising the three topics mentioned above through descriptive and exploratory research. Based on a quantitative study among 119 queer migrants to Sweden, I give some insights into how queer migrants imagined Sweden before their arrival, how they constructed this image of Sweden, and how (imagined) queer-friendliness functioned as a factor in their migration decision-making process. I found that in general, queer migrants imagined Sweden as a progressive and queer-friendly place and that they based this mainly on news media, online sources and friends and family who already lived there. However, the ways in which they made use of Sweden’s place image is fairly differentiated when looking at specific demographic groups and the respondents’ migration motives. The results of this study can be used as a basis to further studies on queer migration, both in Sweden and in other geographical contexts. Furthermore, this thesis develops a usable framework for applying the concept of place image to migration studies.

Key words: Migration; migration decision-making; place image; queer geography; queer migration

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PREFACE

The topic for this thesis was inspired by a conversation I had last year with a friend, he is a Russian national who was in Germany at the time. I was quite enthusiastic about internship vacancies I had found that would take me to countries in Eastern Europe or Central Asia. My friend, on the other hand, could not believe that I would not stay in Sweden or go to The Netherlands, my home country, to conduct the internship. Specifically, he said: “But they’re like the most gay-friendly countries in the world? Why would you ever want to leave them?”

This reply caught me off-guard. While both my friend and I are gay men, queer-friendliness apparently had a very different significance to us when assessing places we could live, even if only for a short time. As I had previously already decided to situate my thesis within queer geography, I started to build my thesis proposal around this idea and translated it to the context of queer migration to Sweden.

In the end, I was able to write a thesis I am proud of. But I could not have done this without the help of many others. I want to express much gratitude towards Ann-Katrin Bäcklund for her excellent supervision. I needed her feedback and insights to tame my expectations and thoughts and actually get the work done.

Furthermore, I would like to thank everyone has helped me with conducting the quantitative study, either by filling out the survey or by increasing its visibility. Even your smallest effort means a lot to me, as I would not have been able to conduct the study without data.

Also, I owe thanks to my friends and family for their support, encouragement and the occasional distraction from the writing process. In particular, I would like to thank my fellow students in the human geography major for their thoughtful feedback in the early stages of the thesis writing process and on the pilot survey.

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I. INTRODUCTION

Since the late 20th century, the gender-sensitive approach and integration of feminist theory have shed new light on existing theories and research within migration studies and human geography. They have uncovered the complexities of the female migration experience, for example, in their roles such as mothers, labourers and asylum-seekers (Rouhani, 2016:230). Despite these developments, the queer perspective within migration has remained largely out of view. Even within feminist and gender-sensitive approaches to migration, cisnormativity and heteronormativity were the dominant assumptions for a long time. Since the turn of the century, however, queer theory on migration has been gradually building upon the foundations that were laid out by feminist geographers and consequently, queer migration is gradually finding its way into wider (geographic) scholarship on migration (*ibid.*).

One important pioneering work on queer migration is the book “*Queer Migrations: Sexuality, Citizenship and Border Crossings*”, edited by Eithne Luibhéid and Lionel Cantú Jr. The editors aim to reformulate the common notion of queer migration as a process of liberation for the migrant (the *liberationist narrative*). The main argument of the book is that not all queer migrants migrate with the idea to be able to express their queer identity more freely and that not all queer migrants experience liberation after their migration. Rather, they might migrate for a wide number of reasons, which may or may not include reasons related to this notion of liberation. Furthermore many queer migrants do not merely experience liberation, but many (simultaneously) experience oppression during or after their migration, for instance, due to marginalisation based on their based ethnicity or race (Luibhéid, 2005:xxv-xxvi). With this thesis, I hope to critically study the liberationist narrative through analysing its main premise; namely, that queer people migrate to experience (more) liberation.

More concretely, I intend to study this through the concept of *place image*, a term used in human geography and other social sciences to describe how a certain place is imagined. While place image is most commonly applied to studies

on tourist destinations or the place in which commodities are manufactured (the so-called *country of origin effect*), it also has a lot of potential for use in migration studies. Throughout this thesis, I will relate the idea of place image to *place utility*, the central concept of the *behavioural approach* to migration studies. Based on a quantitative study among 119 queer migrants, I will explore how queer migrants imagined Sweden prior to their arrival, to what extent they imagined Sweden as a queer-friendly place, how they constructed this image of Sweden and how important (imagined) queer-friendliness was in making the decision to move.

1.1 Aim and research questions

The aim of this thesis is twofold. *First of all, I hope to gain insight into the decision-making processes of queer migrants.* In particular, I hope to explore the different roles that the imagined queer-friendliness of a country can play into these decision-making processes. Because the scope of this study is rather small, I am not expecting to make any hard, claims that are generalizable to all queer migrants in Sweden; never mind all (queer) migrants worldwide. Rather, I aim to gain findings that can be used as a starting point for further research on the case of queer migrants to Sweden, as well as to queer migration overall.

My second objective is to add to the growing scholarship that synthesises the topics of place image and migration. I hope to demonstrate that the concept of place image fits well into the behavioural approach to migration, as well as its relation to the concept of place utility. Furthermore, I envisage to construct a usable framework that integrates place image into the migration decision-making process. The overarching research question that is used to study these two aims is:

What is the influence of Sweden's place image on queer migrants' decision-making processes?

The research question can be divided into five sub-questions:

1. What is Sweden's place image among queer migrants prior to their arrival?

2. To what extent do queer migrants image Sweden as a queer-friendly place?
3. How do queer migrants construct their place image of Sweden?
4. What are the most important migration motives of queer migrants to Sweden?
5. How do motives relating to queer-friendliness influence queer migrants in their decision-making process?

1.2 Relevance

The relevance of this thesis in an academic sense lies in its effort to add to scholarship on queer migration. Since the late 20th century, critical integration of feminist theory has become commonplace within migration studies and human geography, but the interrelated and overlapping queer perspective remains relatively obscured. At the same time, queer theory has much potential to add to the understanding of migration, for instance when it comes to topics such as the understanding of gender, nation and the home or authenticity and diaspora (Rouhani, 2016:229). This thesis sheds light on the queer experience within migration – in particular migration to Sweden - and its findings can be used as a starting point for studies on a larger scale.

Secondly, this thesis aims to contribute, even if the littlest of ways, to the applicability of place image to migration studies. While both themes have been extensively studied for a long time, the synthesis between the two is only a topic of recent interest in academia (Niedomysl, 2004:1991). Most importantly, place image has been applied to research in the areas of tourism destination image and the country of origin effect, which can both be categorized as studies on consumer behaviour (Elliot et al., 2011:520-521). When deriving it from tourism destination image, however, the concept is also applicable to migration decision-making, in the sense that one's image of a place results in a spatial behaviour towards that place (Papadopolous, 2004:41).

From the perspective of societal relevance, this thesis has the potential to make a small contribution to understanding why (queer) people migrate. We live in a time in which (international) migration has become a heavily polarized topic

in the public and political debate. The main focus, however, seems to be what the effects of migration are on destinations and places of origin, and what policies should be implemented to limit, regulate or encourage immigration and emigration. However, the reasons why people would migrate in the first place is mostly overlooked or explained by, sometimes rather simplistic, assumptions. While this study is of course much too limited in scope to make any hard claims on migration streams worldwide, or even on queer migration to Sweden, it does provide insight in why and especially how (queer) people might make the decision to migrate.

Lastly, I would like to devote some words on why this thesis is relevant as a study within human geography and global studies. Both migration and place image are important concepts to the understanding of the world from the human geography perspective; migration studies is one of the various areas within geography that examines the movement of humans through space, while place image is used as a tool by geographers to understand how people use their knowledge and experiences to turn a space into a meaningful place. Within global studies, this thesis is relevant, as processes of globalization have allowed both people and place images to move around the world at an unprecedented rate and volume. Concretely, in this thesis, I demonstrate ways in how a certain image of a place influences people to move to that place.

1.3 Defining “queer” and “migration”

Both *queer* and *migration* are terms that are multi-interpretable and contested. Therefore, it is necessary to establish definitions for these two terms that can be used throughout the remainder of this thesis. *Queer* can be defined as an overarching term to describe individuals of a non-normative sexual orientation and/or gender identity, as it is also used in, among others, Rouhani (2016:231) and Treharne & Beres (2016:174). It originated as a derogatory term for homosexual men and women but is now commonly used to describe the entire spectrum of non-

heterosexual sexual orientations and non-cisgender¹ identities. The term has certain activist and rejectionist connotations and can be seen as a challenge to heteronormativity and to the fixed, more traditional ways to define gender and sexuality. In other words, it emphasizes how sexual orientation and gender are diverse, fluid and fragmented, and strongly focuses on the non-normative within these two concepts (Valentine, 2001:345-346).

Migration can be broadly defined as “*The movement of groups and individuals of one place to another, involving a change of residence*” (Rogers et al., 2013). This may take place at various geographical scale levels (e.g. domestic vs. international migration) and along different temporalities (e.g. permanent vs. seasonal migration). Furthermore, distinction within types of migration is often made based on legitimacy (legal vs. irregular migration), direction (immigration vs. emigration) and choice (voluntary vs. forced migration). Within human geography and other social sciences, the study of migration came about with Ravenstein's laws² in the 1880s. Since then, research on the topic has developed into a far-reaching set of theories and arguments that have been integrated into broader geographic thought on mobility (*ibid.*). As this thesis concerns the case of queer migration to Sweden, its main focus will be theories on international migration. Nevertheless, theories and ideas from studies focusing on domestic, regional, and intra-urban migration will be drawn from as well.

1.4 Structure

The next chapter introduces the main theories and concepts this thesis builds on, in the form of a Theoretical Framework. Thereafter, the Methodology chapter studies how these have been operationalized into a quantitative study. Furthermore, this chapter considers the epistemology, ethics and positionality of the research and researcher. Subsequently, in the Analysis chapter that follows, the findings from

¹ Cisgender is a term to describe a person whose *gender identity* corresponds to the *sex* they were assigned at birth. It is most often as an antonym to transgender, the term used to describe a person whose gender identity or expression does not correspond to the assignment of their sex at birth.

² Set of “laws” developed by geographer Ernst Georg Ravenstein that explain migration through an economic deterministic framework. It is often seen as the beginning of scholarship on migration (Samers, 2010:54-60).

the study are subjected to a statistical analysis, based on three research themes: 1. Sweden's place image among the sample population. 2. The ways in which the sample population constructed this. 3. Perceived queer-friendliness as a migration motive among the sample. Lastly, in the Conclusion, I will discuss the analysis by answering the research questions and point out some recommendations for future research.

II. THEORETICAL FRAMEWORK

This chapter studies the main theories and concepts around which the quantitative research for this thesis is centred. First, the behavioural approach to migration and its central concept place utility will be discussed, alongside a couple of other approaches to migration from which this thesis draws as well. Then, a framework of studying place image, developed by Clouse & Dixit (2017), will be examined in depth. Moreover, its relation to (behavioural) migration studies will be explained. Subsequently, the concept of place image will be applied to Sweden, after which the characteristics of Sweden's place image used in the research will be presented. Thereafter, some insights from existing queer migration scholarship will be considered. Lastly, this chapter finishes by synthesising above three themes in a conceptual framework on which the research for this thesis is based. An important concept throughout the three sections is *place*, which's definition here and in the remainder of this thesis is based on the one developed by Tuan (1977)³.

2.1 Migration decision-making processes

In migration studies, the migration decision-making process is typically divided into several stages. Haberkorn, (1981:253-258) distinguishes the following: 1. *Appraising the challenge*: The individual (or any other agent, for example, a household) assesses their living conditions under the status quo. Should they come to the conclusion that their situation is unsatisfactory in one or more aspects, or the status quo will be negatively impacted by one or more events, an option is to consider a new course of action (*subjective evaluation*). However, in this stage, the individual may also simply accept the unsatisfactory situation without considering a change in course of action. 2. *Surveying alternatives*: the individual considers the likelihood of finding a solution to satisfy the aspect(s) that is or are currently unsatisfactory. For this, several alternative courses of actions may be considered,

³ In his influential work *Space and Place: The Perspective of Experience*, Tuan juxtaposes the concepts of *space* and *place*. *Space* is understood as an abstract idea to describe an area through which an individual can move but that is further undifferentiated. *Place* is then a space that has a certain subjective value attached to it by its user (Tuan, 1977:6-7). A place can be a unit on any geographic scale level; it can be a neighbourhood, country or world region. What matters is that an individual considers it as a meaningful geographic unit.

one of them being migration. In this stage, migration to one or more specific destination(s) may already be considered, but it is also possible that the individual evaluates just the premise of leaving one's current area of living, without having a particular destination in mind yet. 3. *Evaluating alternatives*: Further information is gathered about the alternatives surveyed in Stage 2 and the individual considers what alternative would best satisfy their situation. 4. *Deliberating about commitment*: The individual has chosen one alternative (in this case migration, possibly to a specific destination) and will further evaluate whether this should be implemented. Often negative feedback, for example, perceived negative consequences to the decision will occur during this stage. 5. *Adhering despite negative feedback*: Despite the negative feedback, the individual commits to the decision and prepares to implement it. If the migrant does not commit to the decision, they will often return to one or more stages of the decision-making process.

Above discussion about decision-making as an individual process is typical of the *behavioural approach* to migration studies. Behavioural studies into migration focus on migration based on rational cognitive satisficing behaviour and *place utility*. Other aspects that are typical of this approach are that the unit of analysis is usually the individual, the spatial assumptions are mostly national and place-oriented and that the approach is often used by population geographers and sociologists (Samers, 2010:107). While the behavioural approach on migration was first used to study mostly domestic and intra-regional migration, over time it has been applied to study international migration as well (e.g. in Simmons, 1986). Therefore, the first two subsections will elaborate on the behavioural approach and place utility. The last subsection, however, studies some other approaches to migration studies which are relevant to the thesis. In particular, various *structuralist approaches*, the *social network theory approach* and the *gender approach* will be discussed.

2.1.1 The behavioural approach to migration

In the behavioural approach to migration studies, migration can be viewed as an individual's adaptation to a situation in which they perceived themselves as having a lower quality of life, due to experiences such as a change in the environment or their recognition of being in a marginalized position. The agent or group then perceives a different location of residence as allowing them to improve their quality of life (De Jong & Gardner, 1981:4; Wolpert, 1965:161-163). The behavioural approach to migration is a derivative from the neo-classical approach, in the sense that in both approaches the individual is the central unit of analysis and the focus lies on the decision of the migration destination. The behavioural approach, however, focuses on the 'irrationality' of this decision-making process, whereas the neo-classical approach assumes the individual to be a rational agent (Samers, 2010:62). This irrationality can stem from different sources, e.g., access to information and the individual's capacity to comprehend and utilize that information (Lin-Yuan & Kosinski, 1994:49).

The behavioural approach to migration rationalizes several factors that can create a desire to migrate, and thus possibly incentivize the actual migration process. First of all, economic factors, e.g., an expected rise in income or an expectation of improved access to the labour market in the destination, have been proven relevant by many scholars (E.g., Clark, 1986:66-67; Harbison, 1981:238-240; Sjaastad, 1962:87-91). Secondly, migration motives related to changing housing needs are an important factor. Clark (1986:39-40) summarizes that people typically move when entering a new life stage, such as a young single person who moves in with a significant other to start a family. Wimark (2016a: 614-616), finds too that migration is often seen as part of a new 'step' in the life of many young gay men. An important moment in which migration takes place in Wimark's case study is when youngsters move out of their ancestral home, which typically coincides with starting higher education.

One could argue the behavioural approach attempts to explain the psychology behind migration decision-making processes (Fawcett, 1986:6). It can be seen as a change in the way migration was studied by geographers up until then.

Through the behavioural approach, the roles of personal preferences and lifestyle in migration were first considered, whereas previously, migration was mainly explained through economic and demographic factors (*ibid*, 12-13). Based on this, the subject within migration studies was also put in a new light; rather than a rational agent, the migrant was more and more seen as a complex, non-rational actor, mainly due to being limited in its rationality. This required scholars to undertake more studies to migration on the individual level, as explanations for migration behaviour could no longer be seen as generalizable to large populations (Golledge, 1980:14-16). Consequently, the behavioural approach to migration made it easier to study the migration behaviour of minority populations, whereas previously, models explaining migration decision-making had been mainly applied to middle-class and white populations in the Global North (*ibid*, 19). Overall, the behavioural approach to migration has taken the then existing theories that study migration decision-making processes and modified them for use in a wider variety of contexts.

2.1.2 Place utility

Behavioural migration makes strong use of the concept of place utility. Developed by Wolpert (1965), it assumes that a (potential) migrant chooses a destination that has an aspirational level of place utility for them, when compared to other locations, including the current place of residence. Place utility can be briefly defined as “...the net composite of utilities which are derived from the individual’s integration at some position in space” (*ibid*, 162). This is derived from the migrant’s expected level of (dis)satisfaction should to move and reside at that place. Migration to the destination becomes an option to the individual (or another unit of analysis) if its place utility surpasses a certain threshold level when played off to the place utility of the current place of residence (Brown & Longbrake, 1970:370). The individual’s perceived place utility of a potential migration destination is based on a stream of information about the destination, e.g., media, travel and communication with friends and relatives (Wolpert, 1965:163-164). Of course, this all leads to a very subjective idea of the place. Therefore, place utility of a place does not necessarily

align with the reality of the place, and the actual satisfaction that a migrant might experience there (Brown & Longbrake, 1970:372).

When the concept of place utility was developed, it was assumed that a migrant would always move to the place which had the highest place utility to them. However, later scholars (e.g., Goodman, 1981; Lin-Yuan & Kosinski, 1994:61-63) argue that decision-makers do not necessarily choose the destination with the highest place utility. Rather, they can employ a set of strategies in their search for a destination to migrate to, in which the outcome might not always be a destination with the highest place utility, but instead an option with a lower net place utility, but which is still a satisfactory option. Moreover, it is also necessary to acknowledge that a strong desire migration to a particular destination does not automatically lead to the behaviour of actually migrating to that place. Many migrants who have decided to migrate come across constraints, such as not having enough financial means. They might then decide to migrate to a different place with satisfactory place utility, or perhaps decide to not migrate at all, because the constraints to migrate in the first place are too big (Clark, 1986:46).

2.1.3 Other approaches to migration studies

While this thesis takes the behavioural approach as its main theory to explain migration, some ideas from other approaches that explain migration are used as well. The first set of these, the *structuralist approaches* to migration studies, are based on (neo-)Marxist theories of geography and sociology. It consists of a group of explanations of migration that have in common that their substantive focus of analysis is the (global) capitalist system. The approaches' units of analysis are societies and economies, and the most common spatial assumptions are the nationalist and global scale levels. These approaches are used by scholars across the social sciences (Samers, 2010:67, 107-110). The specific topic that is studied by these approaches varies, but one of the more common frameworks is studying migration from peripheral to semi-peripheral and core regions, and migration from semi-peripheral to core regions. In these works, inequalities between the peripheral, semi-peripheral and core regions that are root causes of migration are explained

through Marxists critiques on (historical) class differences, racism, colonialism, imperialism and xenophobia (E.g., in Castells, 1975; Kearney, 1986). A similar narrative stems from the turn of the century and attempts to explain the root causes of international migration, through processes of globalization (E.g., Sassen, 1991; Harvey, 2007). The basic argument in these studies is that increased connectivity and global flows, which are results of the capitalist/neo-liberal world system, enable or force many people to migrate to a different country.

The *social network theory approach* to migration seeks to explain migration through the interactions between communities, households and individuals. Its substantive focus lies predominantly on networks of groups and individuals. From a spatial perspective, this approach is applicable to various geographical scales, but it usually emphasizes phenomena such as transnationalism, trans-urbanism and trans-localism. Most importantly, the approach is used in anthropology, human geography and sociology (Samers, 2010: 107-110). Scholars use this approach to find linkages between individual reasons to migrate and the social reasons, as well as the impact of migration, both from the perspective of the sending and the receiving society (Goss & Lindquist, 1995:329). According to this approach, social networks facilitate migration in two ways. First of all, they provide support systems to newly arrived migrants when it comes to a variety of fields, such as housing, employment opportunities and healthcare. Secondly, via social networks in their home country, a potential migrant possibly has an established social network in their desired destination. This is then perceived as significantly lowering the costs and risks associated with the migration process (Levitt, 2003:868). On the other hand, Samers (2010:87-94) argues that a great deal of the existing literature grounded in the social network theory studies the negative impacts of social networks on migration. In such works, social network-based migration is seen as a cause for tensions between established migrant communities and new arrivals, as reinforcing class and economic inequalities among migrant populations, and as internationalising criminal networks, in particular trafficking and smuggling networks.

Lastly, the *gender approach* studies migration from the perspective of women migrants, gender relations, domestic labour, and household relations. Individuals, households, groups and patriarchal structures form the units of analysis, while the approach is applied throughout all geographic scale levels and used by scholar across the social sciences (Samers, 2010:107-110). As has been pointed out in the Introduction, the gender approach to migration, had mainly assumed a binary notion of gender as well as heterosexuality, thus overlooking queer individuals. Nevertheless, in the 1980s and 1990s, when the gender approach first was developed, it was a big departure from previous studies of migration which almost exclusively focused on men as the dominant agents in migration and migration decision making. The gender approach to migration studies consists of four types of studies. The first one focuses on how states shape different migration patterns for men and women, either through supporting different types of migration for each gender or by constraining migration possibilities for one gender, usually women. The second type focuses on gender relations, especially within households, and how this impacts the migration processes of families. The third one studies the migration of domestic workers specifically. This type of migrant is usually female, which allowed for numerous studies in which migration can be placed in a gender narrative. The fourth type of studies focuses on the imagination of female (potential) migrants, in the sense that their desired migration destinations are places with more equitable gender relations (Samers, 2010:98-103).

As a final remark to this subsection, it is important to mention that the approaches described above do not exclude each other or the behavioural approach to migration. Rather they all complement each other, because of their variety in foci, units of analysis and spatial assumptions. As for the unit of analysis, the behavioural approach has been chosen to build the methodology around and the main explanation of the interactions between Sweden's place image and the migration decisions of queer migrants. The other approaches will be used to further strengthen the analysis of the results. The next subsection will demonstrate, however, why the behavioural approach has been chosen as the main approach for

this research, by discussing the concept of place image and showing the relations between place image and place utility.

2.2 Place image

Place image is a concept used across the social sciences and economics to study how people imagine a place. Thinking of place image in this sense allows the concept to fit very well into the behavioural approach to migration and Wolpert's place utility model, as in this model people make a decision to move to a specific place based on an idea of that place that they have previously constructed. While the specific term 'place image' had not been used at the time the behavioural approach to migration was developed, what is being studied through the concept of perceived place utility is, in fact, place image. As mentioned, place image as such has been mainly used as a concept in various studies relating to consumer behaviour. However, in the new millennium, some pioneering studies have been conducted that apply place image to migration and migration intentions. (e.g., Bjarnson, 2009; Nadeau & Olafsen, 2015; Niedomysl, 2004).

It is important to note that place image does not have a universally accepted definition, framework, methodology or application. Different uses of the concept are found across academia and industries. Clouse (2014) notes four key problems in current place image research: 1. A lack of clarity on research terms. 2. A contradictory use of terminology. 3. A strong reliance on anecdotal information in the current literature. 4. An overlook of the urban aspect. Moreover, the term place image is often used interchangeably with others, such as place identity and place brand (Clouse & Dixit, 2017:2). For the sake of consistency, the term *place image* will be adhered to in this thesis. Its definition will be based on that of Clouse & Dixit (2017:4-8). They define it as being a synthesis of five concepts: *brand*, *visual image*, *reputation*, *sense of place*, and *identity*. Moreover, Clouse & Dixit (2017:8-10) differentiate between the first three concepts, which they name the *attraction focus*, and the last two, the *retention focus*. It is important to make this distinction since the attraction focus concepts can develop away from the place itself, whereas, for the development of the retention focus concepts, a person has to

be physically present at the place. The remainder of this section discusses each of the five concepts discussed in more detail, further clarifying how the process in which an individual creates an image about a specific place takes place, considering the different sources of information that influence each of them.

2.2.1 Brand

A place's brand can be defined as the result stemming from the joint effort of country, regional and city authorities, alongside industry groups, to market the places and sectors they represent (Papadopoulos, 2004:36). Countries typically build their brand to compete with other countries on the international, in the broadest sense of the word. The objectives that are attempted to be achieved via place branding can range from attracting financial capital (e.g. foreign direct investments) and human capital (e.g. foreign talent) to pursuing more favourable relations with other countries (Dinnie, 2004:107-108; Papadopoulos, 2004:39-40). Place branding on a national scale, therefore, can essentially be seen as a vehicle through which countries exercise *soft power*.⁴ Foroudi et al. (2016:246) find that twelve key elements can be found in the messages dispersed through place branding on a national scale. These can be divided into two groups. First of all, there are elements taken from the *national culture*, e.g. history, language, and social changes. These are country-specific elements that trigger a certain idea or belief about the country to the recipient of the place branding 'message'. Secondly, there are elements that are taken from the country's *infrastructure*, e.g. security, economic condition and technological advancement, which are not necessarily country specific. For example, a country like Sweden might be associated with innovativeness, but it is not necessarily the only country being associated with this value.

According to Anholt (2010:6-7), building a country's brand consists of three steps. First of all, the country's government – or other organizations that

⁴ In international relations, the term *soft power* is used to describe the power of persuasion and information that countries use to pursue their interests. It is juxtaposed to *hard power* which is a situation in which a country pursues its interest by use of force (Nye, 1990:159-164).

are deployed with the task of building the country's brand- needs to understand and monitor the country's international image. Secondly, the government, in cooperation with civil society and businesses, should find a strategic way to frame the country through a narrative. Thirdly, this narrative must then be proven, through innovation, service, policy and other initiatives and symbolic actions. It is important to note here however that the image or brand of the nation is not directly under control of the actors that construct it. How the brand is perceived also depends on the interpretation and knowledge of the public (Anholt, 2010:12-19).

2.2.2 Visual image

In his book *The Image of the City*, Lynch (1960), discusses the concept of the imagination of cities, with the visual image as a starting point. While he focuses specifically on urban areas in the United States, his theory can be used to analyse other spatial environments as well (Clouse & Dixit, 2017:2). Lynch argues that building an image of a place starts with the image that is presented in which "... *the environment suggests distinctions and relations*", to which the observer "... *selects, organizes and endows with meaning what he sees*" (Lynch, 1960:6-7). He finds that the spatial environment can be 'read' by the observer through three components: 1. *Identity*, which is the recognition of the specific spatial environment as a separable entity. 2. The environment must include a *spatial or pattern relation*. 3. The environment must convey a *meaning* to the observer. Of course, the way how each of these is perceived can vary between individuals. The coherence of the three components in the environment to the public is then what could be considered a visual image of a place (Lynch, 1960:6-9).

A good example of a visual element that can trigger a place image would be a landmark, as these are often distinctive elements of a place and are used by the people as a discriminative marker of this place. People immediately associate images of the Eiffel Tower, the Sydney Opera House or the Great Wall of China with the places they are located in (Clouse & Dixit, 2017:4). Lynch (1960:81) too found that distinct landmarks are often used by people unfamiliar with the place to organize spatial information. But there are more elements in an environment that

are discriminative than just landmarks; for many places, specific architectural or natural features are just as important to its visual images. E.g., in a study about Paris, Doersch et al. (2015:106-107) found that the city's most distinctive architectural elements are its characteristic, doors, balconies, windows with railing, street signs and lampposts, which makes it look distinctively different to other cities. Regardless of which elements function as the strongest identity markers to a place, more important to the idea of place image is the meaning that people give to these elements (Lynch, 1960:8-9).

2.2.3 Reputation

In the place image framework of Clouse & Dixit (2017), reputation closely relates to brand, in the sense that they both evoke a message about a place. However, whereas the brand is a message that is actively carried out from actors affiliated to the place, its reputation is how the place is known in public opinion. A place generates a reputation through its track record in various areas (Simmons, 2011:324). For example, a country that has a reputation for being environmentally sustainable is also likely to be more sustainable than in other countries. Reputation can be created through the actions of both public and private actors, and in most cases, it is based on a mix between these two (Simmons, 2011:345-347). Anholt (2010:88) emphasizes that consistency is very important in building a strong place reputation. There should be a coherent message being sent out from both actors that actively take part in place branding, as well as actors that do not.

Three common pitfalls that are common in the execution of place branding strategies - and thus leading to a brand that fails to deliver a reputation - are: 1. A lack of unity of purpose among the different actors. 2. A lack of decision-making authority on part of the government authority actors. 3. The difficulty in establishing measurable performance outcomes (Papadopoulos, 2004:44). An example case in which place branding has been unsuccessful in being translated into a place reputation would be Israel (Anholt, 2010:57-61). Place branding efforts have focused on the country's desirability as a place for tourism or investment, and have the objective to reduce its association with military conflicts. However,

despite an elaborate place branding campaign, organized through a public-private partnership, the country remains predominantly framed through the Israel-Palestine conflict and is mostly associated with violence, unsafety and militarization.

The opposite can happen as well. An example case in which a place's reputation does not align with its brand (or even with reality) is Thailand, which is often depicted as a 'gay paradise' abroad. This image is mainly created through online (foreign) media and experiences of returning tourists. However, this image does not match the lived experience of many Thai queer people who struggle with stigmatisation. Moreover, this image cannot be considered a true national branding strategy, since among national authorities there is a limit to supporting the rights and visibility of sexual and gender minorities (Käng, 2010:171, 181-184).

2.2.4 Sense of place

As noted above, sense of place is part of the retention focus when it comes to place image, meaning that this aspect develops while being physically present at the place. Shamai (1991:354-355) broadly defines sense of place as the feelings, attitudes, and behaviour of an individual towards a place, based on one's knowledge, belonging, attachment and commitment towards it. Aspects that are used to create a sense of place can be both physical and social traits (Billig, 2005:127; François-Lecompte et al., 2017:415-416). In short, sense of place is seen as all the elements that give a space meaning while being physically present there (Tuan, 1977: 29-30).

Like visual image and reputation, sense of place is a subjective assessment of a place and can differ between individuals, although usually a publicly accepted sense of place can be found, meaning many individuals share consensus over their sense of one specific place. When it comes to place branding strategies specifically, sense of place is often used to guide processes such as spatial planning, architectural or environmental rehabilitation, institutional communication and mobilisation of (other) stakeholders (François-Lecompte et al. (2017:410). In this sense, elements – typically positive elements – of the way people experience the place is used to further strengthen an image of that place.

2.2.5 Identity

In the context of place image, identity is a person's personal affiliation with a place. Clouse (2014) summarizes it as the "... *extent to which people are willing to associate themselves with a place*" (p.13). The concept is usually associated with residents of a place. Because of this, identity as a concept in place image will not be used to study place image in this thesis, as it focuses on the place image of Sweden among queer migrants prior to their arrival. Since they had not lived there before, it is unlikely that they already build up such an attachment to Sweden, that the place is meaningful enough for them to actively affiliate themselves with it. However, a brief discussion of how identity has been used throughout place image research will still follow, as to complete Clouse & Dixit's (2017) framework for conceptualising place image.

Place identity is strongly related to the subjective experience of a place – essentially place identity. In general, it is thought that the more positively one assess a place, the more likely one is to associate oneself with it (Macrouyeux & Fleury-Bahi, 2011:356-357). However, Luque-Martínez et al. (2007:340) found that important characteristics used in associating oneself with a city can also include negative ones, such as pollution or social problems. They argue that the negative aspects that were used in the construction of place identity were seen as typical of cities in general, and therefore, unlikely to have hindered residents in their identification to the city (*ibid*, 349-350). Lastly, it is important to note that place identity is strongly influenced by processes of place branding. In these processes, however, non-dominant populations, e.g. low-income residents, are sometimes excluded. This can lead to rejection of the constructed place identity by parts of the population and can be a cause of a place which's brand that does not live up to its reputation (Carter et al., 2007:768-779).

2.3 Place image and migration decision-making

This sub-section discussed the link between place image and the migration decision-making process, from the perspective of the behavioural approach to migration studies. But to fully understand how place image can influence migration, it is first necessary to consider how the image of a place reaches people not located in that place. To put in terms of framework developed by Clouse & Dixit (2017), this section studies how people construct the attraction focus of their image of a place. When it comes to active place branding strategies, one can think of online campaigns, public advertising and information events about the place as important broadcasters of place image (Eimermann, 2015:412). One must not forget, however, that place branding initiatives may mostly be developed by public bodies, but that the private sector is one of the main actors in executing them (Heslop et al., 2004:1180-82). Sweden is no exception in this, as globally operating companies, such as IKEA, actively create a certain image of the country and then use when marketing their own products (Pamment & Cassinger, 2018:566).

But the diffusion of place image also takes place beyond direct place branding. Avraham (2000:366-368) finds that news media are just as important in the use of constructing images about a certain place. In such cases, the public image that is then constructed is highly dependent on the medium and the socio-political environment it is located in. Another information channel through which place images spread is popular culture. Various previous studies indicate that media such as books, films and music are used communicating the national culture of a place, and certain elements of the place's infrastructure (Kim & Richardson, 2003:225-228, 231-234; Shortridge, 1999:284-288). Moreover, online media, and in particular social media, can be considered important that diffuse place images, especially because of their engaging nature (Brenner & Frouws, 2019). Furthermore, they function as a means to communicate with other individuals who live or have visited a certain place (Ojebode, 2017:121-122). Lastly, Anholt (2010:143) mentions direct experience, mouth of word, products and services, diplomacy, trade, international development assistance, famous people linked to a

specific place, education and acts of war as other ways through which place images are communicated.

Even though a theoretical model that links place image to decision-making progress regarding migration destinations has not been developed, such a model has been created for using place image in decision-making processes concerned tourist destinations. Gartner (1993:193-197) distinguishes three interrelated components herein: 1. The *cognitive component* can be summarized as being what one internally accepts to believe about a place, based on external attributes of that place. 2. The *affective component* consists of the motives for the selection of a destination 3. The *conative component* is the decision-making part, in which the traveller decides to visit a destination or not. Since both migration and tourism involve the mobility of individuals through space, this model could be applied to the decision-making process regarding migration destination as well. In this regard, place image could be considered as being the cognitive component, whereas place utility would be the affective component. The conative component would then be the assessment process in which a potential migrant uses place image to assess whether migration would lead to a satisfactory place utility.

When looking at international migration, a couple of pioneering studies resulted in some interesting findings on how country image affect migration intentions. Factors that are important in choosing a specific destination are thought to be geographical proximity, cultural proximity, familiarity with the local language and a common overarching identity (Bjarnason, 2009:158). Moreover, countries can be seen by potential migrants as places of opportunity. In particular, educational or economic opportunities are perceived in a certain country, are likely to increase migration intentions to that country (Adenyanju, 2017:149-150; Nadeau & Olafsen, 2015:301; Raitapuro & Ball, 2016:388-389) Also, stronger geopolitical and economic ties between places are thought to lead to familiarity amongst the places' populations, and thus increasing the chance that potential migrants in one place take the other place into account in their migration decision-making (Bjarnason, 2009:158; Nadeau & Olafsen, 2015:306). Countries that are thought of having attributes that increase overall well-being are also usually more likely to be

considered potential migration destinations than countries that are thought not to have these (Nadeau & Olafsen, 2015:306). Lastly, studies show variance in preferred migration destinations among people different demographic groups, based on traits such as age, gender, education, economic class, and household structure (Bjarnason, 2009:158; Nadeau & Olafsen, 2015:305; Raipuro & Ball).

Interestingly, research indicates that official campaigns with the specific objective to discourage migration to a place do not seem to be of a big influence on place image in cases when the image provided does not match the image that already has been established through other means of information. For example, campaigns by the EU with the aim to influence the image of Europe among potential migrants in West Africa did not have the desired effects (Schans & Optekamp, 2016:17-23). These campaigns had the objective to discourage illegal immigration to Europe by portraying it as a place in which life for (illegal) migrants is much rougher than usually thought by migration decision-makers. However, potential migrants who came in contact with the campaign continued to have the desire to migrate. This was because they had access to other sources of information that created a very positive image of Europe, such as social media and direct contacts with friends and relatives already living there. They saw these as being more reliable than the official campaigns (Ojebode, 2017:119-120). Moreover, it is thought that processes of *cognitive consistency* and *cognitive dissonance*⁵ are at play here; people with migration intentions to Europe are selective regarding the information to seek out and deliberately avoid or ignore media that present Europe as a place in which it is difficult for (illegal) migrants to make a living (Ojebode, 2017:117-118; 122-125). Adeyanju (2017:146-147, 151-152) found similar results in a study about youngsters in Nigeria with the desire to emigrate to Canada and the United States.

⁵ These two socio-psychological concepts were developed in the 1950s by Leon Festinger. *Cognitive consistency* is the process in which humans (either consciously or subconsciously) seek information that is consistent with their worldview and beliefs, despite what contrary evidence there may be. They do this to avoid *cognitive dissonance*, which is psychological discomfort experienced by encountering images, facts or ideas that do not align with one's worldview and beliefs (Harmon-Jones & Mills, 1999:3-5).

Above discussion shows that in this thesis it is important to consider in how far different sources of information have contributed to queer migrants' place image of Sweden. Especially sources that relate to active place branding campaigns need to be compared to other sources of information. Also, it highlights that it is important to consider that while gathering information about Sweden, cognitive consistency and cognitive dissonance might have had influence on the respondents.

2.4 Sweden's place image abroad

This section discusses how Sweden is imaged by people abroad; essentially, how its place image can be summarized. In international comparisons of place brands and place images, Sweden often finds itself in the top of "most valuable", "best recognisable" or "strongest" country brands worldwide (Anholt, 2010:107; Pamment, 2017). It is necessary to reiterate the point, though, that a place image is not universal; different perceptions about a place can vary between individuals and different groups of people, and some aspects of a place's image are more widely recognised than others (Anholt, 2010:71). Sweden is no different in that sense, which can be very well illustrated through the difference in narratives and themes that were found in reports about Sweden among foreign media outlets of different ideological backgrounds (Pamment, 2017; Svenska institutet, 2019:16). Also, like many other place images, Sweden's place image has been criticised for not being inclusive, as the lived experience of many marginalized groups, such as immigrant or low-income people, is mostly absent. The narrative of Sweden promoted by public and private actors mostly represents Sweden from the perspective of its white, non-migrant, and middle-class residents (Valaskivi, 2016b:129).

With this mind, it is interesting to look at which aspects of Sweden's place image are most widely recognised. The Swedish Institute (*Svenska institutet*) publishes annual reports about Sweden's image abroad and the branding strategies of the country. In its latest report, it was found that the most important characteristics that Sweden often is related to by audiences and media abroad are sustainability, innovation, socio-economic equality and progressiveness, and its

richness in nature and authenticity (Svenska institutet, 2019:4). These characteristics can be seen as overlapping and interrelated on some account, and they are widely used by both public and private actors. It is thought that due to this coherence, Sweden's place image abroad is particularly strong, and its place branding efforts have been relatively successful (Pamment, 2011:177). Each of the four characteristics mentioned above will be discussed in more detail below. It is important to point out, however, that beyond these rather positive associations, other narratives of Sweden exist as well. In far right contexts, for example, Sweden is often portrayed negatively, more specifically as being an example of a country that is threatened by immigration (Jerzierska & Towns, 2018:61; Svenska institutet, 2019:16). However, since this place image of Sweden is very negative, it can be assumed that it has not been a (big) impact on migrants' decision-making processes - at the very least, it did not discourage them to move to Sweden. Therefore, this will not be further considered as a topic of interest to this thesis.

It can be argued that one of the most defining characteristics of Sweden's place image is its reputation for being *sustainable* and *environmentally friendly*. The country ranks consistently among the best in international rankings related to policymaking on sustainability and the environment, such as the *Environmental Performance Index*. Most importantly, the country scores well in policies related to environment and public health (e.g., air quality), renewable energy and protection of the ecosystem. (Svenska institutet, 2019:9). Such policies have created an image abroad of being a sustainable country, and are actively used in place branding efforts. In the United States, for example, Sweden's place image as being a sustainable country has been actively promoted in its public diplomacy by highlighting Sweden's expertise on 'green living' and renewable energy (Pamment, 2011:198).

Secondly, Sweden has a strong reputation for being an *innovative* country when it comes to industry, competitiveness and education. Its reputation in this field is used in its branding strategy to further attract foreign financial investments in the country's knowledge-intensive industries, as well as to attract foreign talent to the country (Svenska institutet, 2019:11). Even though, place

branding campaigns particularly emphasized Sweden's role as a global leader of innovation in the sectors of IT and communication technologies, the country has also a reputation as being innovative in the creative industries, for example, design, fashion and media (Valaskivi, 2016b:99). Interestingly, the Swedish branding strategy reinforces this image not only in the content of its country branding campaigns but also through its means of communication. The country was one of the first to use social media, such as Twitter, in its place branding efforts (Christensen, 2011:34). Being an early adopter of social media in place branding strategies makes the image of Sweden as being a global leader in ICT and communication technologies very credible (*ibid*, 36-37). Therefore this is an interesting example of how through country's brand has been successful in earning its reputation on a particular aspect.

Sweden aims to be seen as a leading country when it comes to building an *equal* and *progressive* society, especially when it comes to gender equality and the rights of sexual and gender minorities. While this notion is not uncontested - the presented image of Sweden is not the lived experience for many women and queer people in Sweden - fact is that both Sweden's brand and reputation are strong when it comes to progressive politics on these themes (Jerzierska & Towns, 2018:61-62). Besides being progressive when it comes to women's and minority rights, Sweden's also aims to be seen as democratic, open and progressive in many other areas of (social) policy. Examples include freedom of speech, its commitment to development cooperation and government transparency (Pamment & Cassinger, 2018:568; Marklund 2017:633-634; Svenska institutet, 2019:10). Moreover, Sweden's strong place image as a socially progressive country often ties in with the (economic) progressivism that underpins Sweden's reputation when it comes to its welfare state and relatively equal distribution of wealth. Especially, but not exclusively, on this account, Sweden's place image can be seen as falling under a broader Scandinavian or Nordic place image. The countries of the region are known for having a specific socio-economic system, the 'Nordic model', characterised by a progressive tax system and centralised social management (Marklund, 2017:627; Pamment, 2016:95).

Lastly, the Swedish place image often incorporates the country's *richness in nature*, which in practice usually translates to its vast areas of natural scenery (Svenska institutet, 2019:9). Moreover, this aspect further relates to the idea of Sweden's countryside as a place of *rural idyll*⁶ (Eimermann, 2015:399). In terms of place brand, this idea has been actively used by local and regional authorities and place marketing agencies to encourage both domestic and international migration to rural areas in Sweden, as a solution to the effects of depopulation and ageing of the population (Eimermann, 2015:407-410). These two aspects of Sweden's place image are often related to the value of *authenticity*. In place branding efforts, this is understood as Sweden being a place with a high quality of living, omnipresent cultural heritage and a pure lifestyle. It also often related to values such as reliability, honesty and informality (Valaskivi, 2016a: 142-143). Despite being partly drawn on the rural idyll narrative, this authenticity does not necessarily present Sweden's cities as undesirable places to live. Cities too are portrayed as places in which Sweden's cultural heritage is alive and where a lifestyle with the same 'authentic' values can be experienced (Svenska institutet, 2008; Valaskivi, 2016a:147).

The four place image characteristics discussed above will be used in the thesis research, to test different place images that might exist of Sweden. For the sake of clarity, they will be referred to as: 1. Sustainable. 2. Innovative. 3. Progressive and 4. Authentic. It is important to keep in mind, though, that these four place image characteristics are all interrelated. For example, Sweden's progressiveness when it comes to socio-economic policy is seen as a condition for its innovativeness. While comparisons between the four characteristics will be made, it is necessary to acknowledge that they cannot exist exclusively without one another.

⁶ A term used to describe a nostalgic imagination of rural areas in which life is simple, innocent and virtuous, and where lifestyles are still lived by its inhabitants. This image is juxtaposed to that of urban areas with postmodern lifestyles which are depicted as complicated, corrupted and vile (Shucksmith, 2016:163-164).

2.5 Previous scholarship on queer migration

Queer migration can be seen as the integration of queer theory into wider migration studies, based on the idea that gender and sexuality influence all migrants, including non-queer migrants (Ahlstedt, 2016:51-52). The three main contributions that the field has made to migration studies are the introduction of emotions and sexuality to migration research, a reformulation of the meanings of home and homeland, and a challenge to existing paradigms about certain migration origins and destinations. Each of these will be briefly discussed below.

First of all, scholars on queer migrations can be seen as pioneers in introducing the themes of emotion and sexuality to migration research (Rouhani, 2016:230). For example, Gorman-Murray (2009:446) found that sexual desires, intimate relationships and emotional needs played important roles in the decision-making processes of queer migrants in Australia. Furthermore, he considers *coming out migration* as a particular process of queer migration, defining it as "... *moving for self-reinvention as non-heterosexual and to explore bodily sexual desires in the process*" (*ibid.*). Similarly, Wimark (2016a:611-612) found that distancing oneself from the home environment and the search for belonging are important migration motives among youngsters when studying the rural-to-urban migration trajectories of gay men in Sweden. Motives related to identity exploration are not exclusive to queer migrants, though. Rather, they are quite commonly found in the decision-making processes of young migrants in general, for example, youngsters who leave the paternal home to pursue an education or job opportunity (Karp et al., 1998:270-273). Still, education and economic opportunity as migration motives can take a different role in the queer migration experience, in the sense that they often enable (young) queer people to secure a living for themselves, and thus live independently and (far) away from their families. This enables them to more freely express their queer identities, when compared a potentially non-accepting home environment, where they would feel pressure to adhere to conform themselves to certain social expectations (Weston, 1995:267-268; Wimark, 2016b:670).

Relationship migration, relocating with or to be with a romantic partner, is another strategy which is important among, but not exclusive to, queer

migrants (Gorman-Murray, 2009:452-454). Emotions, such as belonging and love, and intimacy underpin this form of migration. On the other hand, relation migration can be seen as a form of *emotional labour* for both partners. This means that certain emotions are actively evoked, shaped or suppressed by the migrant or their partner to undertake during and after the migration process. One could think of a non-migrating partner who challenges their beliefs and assumptions about the home country, or a migrating partner who is frustrated because of their financial dependence on their partner. (Ahlstedt, 2016:175-176, 378-379). Moreover, when studying relationship migration, it is important to acknowledge the role of power and privilege, in the sense that for some (queer) people it is easier to undertake this particular type of strategy than others, based on traits such as their own or their partners' gender identity, nationality, race or social class (Ahlstedt, 2016:369, 376-377). The roles of emotion, intimacy and sexuality are not necessarily greater in the migration experiences of queer migrants than they are for non-queer migrants. Still, studies on queer migration can be seen as having introduced this narrative into the wider scholarship on migration (Gorman-Murray, 2009:455).

The second contribution of queer approaches to migration is their reformulation of the ideas about the meanings of home and homeland to migrants. An important alley of research taken from scholars studying queer migration is that of the feeling of unbelonging of (queer) migrants within diaspora communities. This goes against the traditional notion that migrants largely consider diaspora communities in their destination countries as a refuge or that they bring about feelings of nostalgia to the home country and thus experience a sense of belonging (Rouhani, 2016:230). To illustrate, Sólveigar (2018:34-37) found that queer migrants from Central and Eastern European countries living in Iceland often experience marginalization within their diasporic communities in Iceland because of their queer identity. Simultaneously, many experience marginalization within the Icelandic queer community and wider Icelandic society because of their ethnic origin and social class. Based on these narratives, queer migration scholars have introduced the concept of *sexual citizenship*, which is the idea that queer migrants develop a strong affinity and sense of community with other queer migrants,

alongside or instead of affinity with migrants with a similar ethnic background (Ryan-Flood, 2008:18; Valentine, 2001:309-311). On a related note, Gorman-Murray (2009:450-452) found *gravitational migration* is an important migration strategy among queer people. This can be understood as migration with the objective to be nearby other individuals who are queer, or accepting of queer people to experience a sense of belonging.

However, regardless of the marginalization that many queer migrants experience at the destination, it is necessary to not underestimate marginalization at the home as a motivation for migration for many queer people. Many queer individuals decide to migrate - domestically or internationally - due to their experience of social, economic and political marginalisation (Wood, 2016). Nevertheless, it is necessary to emphasize here that even if marginalisation of a queer migrant takes place in the local environment in the home country, this does not necessarily have to lead to that person completely distancing themselves from it during and after their migration. The home environment can still function as a support mechanism on an emotional, economic or social level (Wimark, 2016b:670).

Thirdly, queer approaches to migration studies have challenged paradigms about particular kinds of origins and destinations. On the scale of domestic migration, they have both studied and challenged the rural/urban coming out narrative, in which queer migrants are portrayed as moving from oppressing rural areas to more accepting urban areas (Rouhani, 2016:230). While there is a lot of value to the idea that processes of coming out migration specifically often involves rural to urban migration (e.g. in the studies of Weston, 1995:269 and Wimark, 2016a:618), one should be careful to frame queer migration being always one-directionally rural to urban. Valentine (1997) for instance, studied placemaking processes of radical feminist and lesbian female migrants in rural areas, who challenged what they considered the patriarchal 'man-made' urban society. Also, Wimark & Östh (2013:749-750) argue that in Sweden the rural to urban trajectory is more likely to be a part of a single, gay man's migration experience than that of other queer people. Among single lesbian women and same-sex couples, especially

those with children, urban to suburban or rural migration trajectories are very common as well. Moreover, it hard to understate the importance of privilege in urban to rural queer migration. Not every queer person has access to the economic or social capital needed to live in these (often expensive) urban areas, even if they have the desire to, or does not feel included in the local queer community after their migration (Blidon, 2016:203-204; Weston, 1995:269-275).

On the scale of international migration, the most-used setting of studies on queer migration relates strongly to the liberationist narrative introduced in the Introduction, in the sense that it focuses on migration from the Global South to the Global North. South-North migration is framed seen as a liberating experience for queer people, in the sense that they will live in a society that is more accepting of their queer identity (Luibhéid, 2005:xxv). However, many queer migrants in the Global North still struggle with marginalization based on one of their other identities, e.g. their race or social class, and do not experience true liberation to the extent that they would feel free to pursue self-fulfilment and their full potential (Manalansalan, 2006:235-236). Also, several critical accounts of *queer asylum*⁷ in the Global North have shown that queer refugees in countries such as Australia and the United States experience feelings of disparagement and denigration during their asylum process, based on dominant (Western) paradigms on gender identity and sexuality (Raj, 2016:226-227, Yue, 2016:218-220). Therefore, queer asylum scholars often recommend that asylum law in these countries should be reconstructed to better recognize the persecution that exists on the entire scope of gender identities and sexual orientations (Raj, 2016:227-228). Lastly, the large focus on South-North migration overshadows the experiences of queer migrants from the Global North to Global South, as well as queer migrants within the Global North and Global South.

Lastly, it is necessary to point out some critics on the queer approach to migration studies. First of all, the majority of works on queer migration studies

⁷ While sexual orientation or gender identity in itself is not identified as a ground for granting refugee status in the 1951 Geneva Convention relating to the Status of Refugees, queer people may “... *seek protection on the basis of their membership to ‘a particular social group’ if they can demonstrate a fear of persecution based on that membership.*” (Yue, 2016:218).

have specifically focused on homosexual men and women. Therefore, the experience of migrants with a non-normative gender identity remains relatively obscured (Ahlstedt, 2016:54). Secondly, the intersection of heterosexual sexuality and migration processes is also a relatively underdeveloped theme within migration studies, with studies on marriage migration being a somewhat pioneering line of research (Gorman-Murray & Nash, 2016:195-196). Based on these critiques, scholars argue for further development of the field's concepts and empirics. Most notably, queer migration should be applied to uncover the diversity of experience within sexual and gender minorities, such as differences in experience based on gender (identity), ethnicity and social class, by taking on a wider, intersectional approach (Gorman-Murray & Nash, 2016:195). Furthermore, ideas from queer migration studies could be used to further integrate the theme of heterosexuality into migration studies, e.g. studies on partner migration or the migration of (heterosexual) sex workers (*ibid*, 196). Lastly, studies on queer migration would benefit from more empirical research in the Global South, as the majority of its scholarship is situated in the Global North (*ibid*, 199).

2.6 Conceptual framework

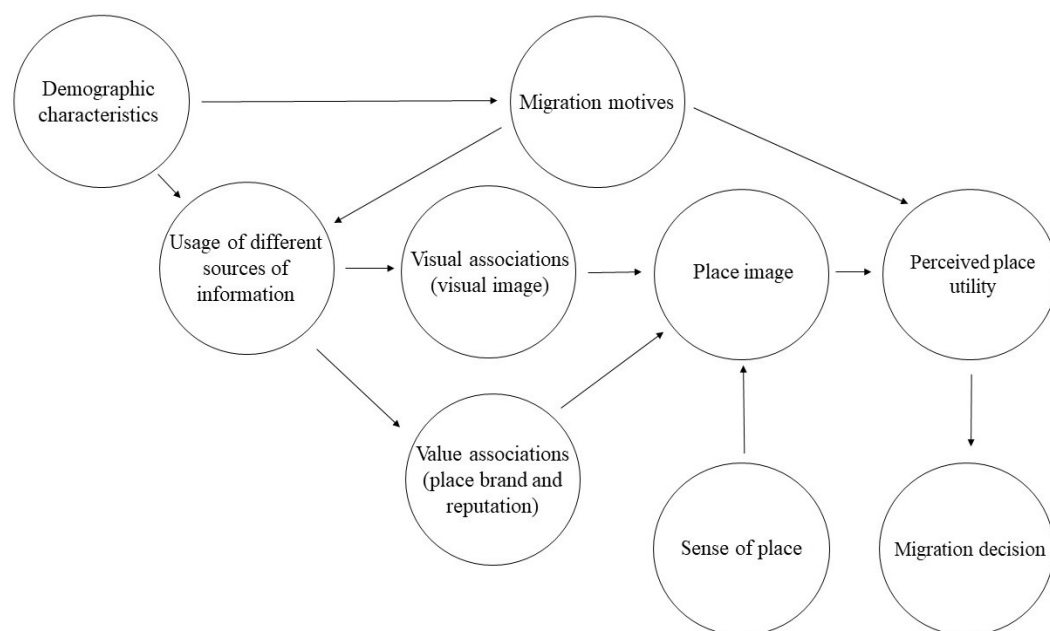


Figure 2.1. Conceptual Framework

This chapter has discussed various theories and concepts which throughout the remainder of this thesis will be used to study the case of queer migration to Sweden through. The Conceptual Framework (Figure 2.1) illustrates how the different concepts relate to each other in this thesis. Based on the research questions and aims stated in the Introduction, this thesis will study three things. First of all, it studies what the place image of Sweden among queer migrants was, prior to their migration. Based on the above discussion, place image can be thought of as consisting of and simultaneously constructed through Sweden's place brand and reputation (here called value associations), its visual image (visual associations), and a possible sense of place of Sweden. Secondly, this thesis aims to uncover how queer migrants constructed this place image. While sense of place stands pretty much on its own (it must be experienced by the migrants themselves), Sweden's value and visual associations are thought to be (partly) influenced by the usage of different sources of information. As shown, usage of sources of information in itself often varies among different demographic groups, based on traits such as age or level of education. Lastly, this thesis aims to find out how important Sweden's image as a queer-friendly place was on the migrants' decision-making processes. In this sense, this aim is to study Sweden's place utility to queer migrants, which is based on the intersection of their place image and migration motives.

III. METHODOLOGY

This chapter explains the methodology of the thesis research. The first section gives arguments as to why a quantitative approach, and more specifically an online survey, was used to answer the research questions. Thereafter, the sampling process of finding respondents online will be explained. Then, some thoughts on the ethics of the research process will be considered. The fourth section will discuss the five themes around which the survey was structured, as well as each of the survey questions. Lastly, the descriptive statistics of the dataset, which can be found in Appendix B, will be discussed.

3.1 Epistemology and research design

Epistemologically, this research can be seen as taking a positivist approach, as it seeks to uncover patterns in migration decision-making behaviour, rather than attempting to gain a full in-depth understanding of these (Muijs, 2004:5-6). This corresponds to my research objectives of showing how place image theory can be used in the behavioural approach to migration studies and giving some first insights in how such a process would work in the specific case of queer migrants to Sweden. Since this research is exploratory and the topic has not been studied very extensively yet, I prefer to study the research questions in breadth, rather than in depth. For such a purpose, it is recommended to use quantitative methods (Muijs, 2004:8-9). I would have found it very interesting to use qualitative data as well to further elucidate the quantitative data, but in the scope of this master's thesis, it was not feasible to collect both quantitative and qualitative data. Nevertheless, I would highly recommend a qualitative follow-up study on the themes of this thesis.

The research in itself is primarily a statistical analysis of the results of an online survey among queer migrants in Sweden. The data gathered from this were imported into the statistical software programme SPSS. I decided to not construct specific hypotheses before the analysis, which is not unusual for quantitative researches that are descriptive and exploratory (Muijs, 2004:36-37). In the next chapter of this thesis, I analyse each of the five research questions through

several bivariate and multivariate regressions, alongside findings of previous studies.

Muijs (2004:44-45) further mentions that a survey provides for a research method that is highly flexible, enables one to gain a large amount of data for low cost, is highly anonymous, and allows for easy comparability between respondents and groups of respondents. On the other hand, they are less suited to explain causality, to gain a deeper understanding, and the data that is self-reported by the respondents can sometimes be unreliable. Weighing these disadvantages against the advantages, I came to the conclusion that for the scope of the thesis, the survey was the best method to use to gain the data to answer my research questions. The final version of the survey that was used in the research, can be found in Appendix A.

3.2 Sampling

The research population of this study is queer migrants in Sweden. Based on the definitions presented in the Introduction, one can define this as anyone who is currently living in Sweden but born abroad, and with a non-normative gender identity and/or sexual orientation. The assessment whether one was part of the research population was based on the self-identification of the respondent; the invitation to participate explained what was meant by “queer” and “migrant” in the research, the potential respondent was then invited to participate if they identified with both of these.

I chose an online survey for two reasons. First of all, through the anonymity of an online survey, I hoped to incentivize more queer migrants – which can be considered as a vulnerable group - to participate. Secondly, posting the survey online allowed me to more easily reach potential participants all over Sweden. Had I executed a paper-based survey, I would either have to do it via post, which is highly difficult since there is no database with the addresses of queer migrants, or recruit participants in public life, which would compromise the survey's anonymity as well as limit myself to respondents recruited in just a few specific localities.

An invitation to participate in the survey, in which the aim and anonymity of the research were explained, was posted on various public and private Facebook groups and pages catering towards queer people and queer migrants in Sweden. Furthermore, some individuals shared the link among their network on social network Facebook by posting it on their Timeline. Lastly, the survey was posted in a discussion forum on Qruiser.com, the largest online community of queer people in Scandinavia.⁸ While this limits the potential respondents to users Facebook or Qruiser.com, it seemed like the best way to gain a diverse sample population as possible, given the limitations of other ways of conducting a survey. A second issue, however, is that the survey was constructed in English, which limits the potential participants to people who speak that language. It is necessary to take these two potential biases in account when analysing the survey data.

At the time the survey closed, there was a total of 123 respondents who had fully completed it; in addition, there were 35 respondents who had started the survey but had failed to complete it. During the data analysis, 4 responses were omitted because they were deemed invalid. This brings the valid number of responses to 119 ($n=119$). It is unknown how high the non-response is, as it is not possible to trace how many queer migrants have seen the invitations to participate. However, one noteworthy thing is that 69 of the 119 valid responses (68.0%) were recorded after the invitation to participate was posted on the Qruiser.com forum. It is therefore likely that the response rate on the invitation at this platform is higher than on the invitation on Facebook.

There are no clear statistics of demographics of the entire population of queer migrants to Sweden. Therefore, I am unable to fully assess the representability of this sample. However, throughout the discussion of the descriptive statistics on the sample's demography (Subsection 3.5.5), it will become apparent that it is unlikely to be a very representative sample. Fortunately, the biases in the sample are not a huge drawback to the research, since the research aim is not to make any hard claims on how place image is used in migration decision-making

⁸ Qruiser.com has previously been used as a platform to invite queer people in Sweden to participate in academic research (see e.g. Wimarck, 2016a:610).

behaviour among queer migrants to Sweden. Rather, this thesis serves to gain some first insights into this case, in addition to demonstrating how the concept of place image can be used in behavioural studies on migration.

3.3 Ethical considerations

It is important to acknowledge that any research on queer migration needs to be carried out with care, as both queer people and migrants can be considered vulnerable groups. Therefore, the respondents' answers to the survey were recorded completely anonymously. Before the survey, they were asked to fill out a consent form in which they acknowledged that they had been informed of this, as well as the research's objective. All data gathered from the survey was stored in a secure, password-protected environment that was only accessible by myself.

But beyond the ethical considerations regarding the anonymity and privacy of the participants, it is necessary to also reflect on my own positionality in this research (Sidaway, 2000:265-266). Even though according to definitions I have been using throughout this thesis, I could consider myself a queer migrant to Sweden, it is necessary to acknowledge that I am a highly privileged one. Despite identifying as gay and having been born abroad, I am a white, cisgender, high educated male, and originally from a middle class, Western European background. In Swedish public life, I am typically not 'read' as an immigrant or a queer person based on my physical appearance, unless I actively make clear that I am. This all can make my knowledge and experience on being a queer migrant in Sweden very different to that of respondents who may be, for example, non-cisgender, a person of colour or lower educated. It is important to show a critical understanding of this and to further reflect on it throughout the interpretation of the survey results.

3.4 Operationalization

The survey was divided into five sections, each discussing one or more aspects relating to place image and migration: value associations, visual associations, sources of information and sense of place, migration motives, and demographics. How these concepts were operationalized is discussed in this section.

3.4.1 Value associations

Based on the existing research on Sweden's place image, respondents were asked to indicate on a five-point Likert scale in how far they would agree each of ten values would apply to Sweden, with 1 representing *Strongly disagree* and 5 representing *Strongly agree*. A *Don't know* option was added too, as well as a second open-ended question in which the respondent could indicate any other association they had with Sweden prior to their migration. Each of the ten values belongs to one of four place characteristics (see Figure 3.1). This part of the survey tests in how far the respondents recognized each of the four characteristics of Sweden's place image prior to their migration, through the concepts of place brand and place reputation.

3.4.2 Visual associations

As discussed in the Theoretical Framework, the visual image is an important concept in place image as well. This was tested through the second part of the survey, consisting of nine questions. In each question respondents were presented with a picture of Sweden, relating to each of Sweden's four place image characteristics (see Figure 3.1), and asked to indicate in how far they would have associated said image with Sweden prior to their migration. The answer categories are based on a five-point Likert scale with 1 representing *Not at all* and 5 representing *Very much*. A *Don't know* option was added as well. The specific images that were used are available in the survey (Appendix A).

In the data analysis, four new variables were computed:

1. *Place image: Sustainable*
2. *Place image: Innovative*
3. *Place image: Progressive*
4. *Place image: Authentic*

The scores on all value associations and value associations belonging to each place image characteristic were added up and divided by the total number of associations. This gives a score on a scale between 1.00 and 5.00 that indicates the level of recognition of each place image characteristic by the respondent.

<i>Place image characteristics</i>	<i>Value associations</i>	<i>Visual associations</i>
<i>Sustainable</i>	Environmental friendly, Sustainable	Recycling station
<i>Innovative</i>	Creative, Innovative	Turning Torso, Sergels Torg in Stockholm
<i>Progressive</i>	Equal distribution of wealth, Gender equal, Progressive, Queer-friendly	Stockholm Pride 2018
<i>Authentic</i>	Authentic, Rich in nature	Stockholm Old Town, Hällingsåfallet Nature Reserve, Coastal village, Lapland, Farmlands

Figure 3.1. Categorization of value associations and visual associations in the survey, according to Sweden's place image characteristics

3.4.3 Sources of information and sense of place

In the third section of the survey respondents were asked to indicate how important several sources of information were in forming an image of Sweden prior to their migration. The question was based on a five-point Likert scale, with 1 representing *Very unimportant* and 5 representing *Very important*. The nine sources of information are based on sources of information that were found to be important in constructing place image in previous studies and include: news media, online media, social media, friends and family, popular culture, advertising, information meetings related to migration, and public diplomacy events. To make for understandable answer categories, the nine sources of information were exemplified and sometimes phrased differently than the terms used here. Furthermore, a *Don't know* option was added to this question, as well as a second open-ended question in which respondents could list any other sources of information that were important to them in constructing an image of Sweden prior to their migration.

Secondly, to test if the respondents had been able to construct a place image of Sweden through the retention focus – specifically sense of place – they were asked a third question in this section. This question asked whether the respondent had visited Sweden before moving to the country, and if so, how much time they had spent there. The four answer categories to this question were:

1. No.
2. Yes, one week or shorter.
3. Yes, one week to one month.
4. Yes, more than one month.

3.4.4 Migration motives

The fourth part of the survey asked the respondents some questions related to their migration motives. The data gathered from these question will be used to test if there are any correlations between the four characteristics of Sweden's place image and possible migration motives. Most importantly a correlation between the characteristic Progressive and motives related to the Sweden's (imagined) queer-friendliness will be tested. The first question presented the respondent with 8 statements regarding possible motives as to why one would migrate, based on the discussions on the behavioural approach to migration and previous literature regarding queer migration in the Theoretical Framework. The respondents were then asked to indicate on a five-point Likert scale in how far they agreed with each statement, with 1 representing *Strongly disagree* and 5 representing *Strongly agree*. The following statements were presented to the respondents:

1. I moved to Sweden because I experienced persecution based on my gender identity and/or sexual orientation in my home country.
2. I moved to Sweden because I experienced persecution in my home country based on a ground different than my gender identity and/or sexual orientation.

3. I moved to Sweden because it offers a more accepting environment for people with the same gender identity and/or sexual orientation as me.
4. I moved to Sweden because of (an) educational opportunity/opportunities.
5. I moved to Sweden because of (an) economic opportunity/opportunities.
6. I moved to Sweden because my romantic partner lives here.
7. I moved to Sweden because I have friends or family that live here.
8. I moved to Sweden because of its overall quality of life.

Afterwards, the respondents were asked an open-ended question to indicate any other reason they had in deciding to move to Sweden. The third question in this section asked respondents to list which of the motives presented in the previous questions was the most important in their decision to move to Sweden. Lastly, the respondents were asked a question in how far Sweden's image as a queer-friendly country was in their decision to move, based on a five-point Likert scale, with 1 representing *Very unimportant* and 5 representing *Very important*.

3.4.5. Demographics

Lastly, the respondents were asked to answer some demographic questions. The data these questions provide serve two purposes. Firstly, based on its demographics, one can assess the sample's representativeness. Secondly, it enables me to find variance in answers among different demographic groups.

First of all, the respondents were asked to state the year in which they moved to Sweden, which was followed up later in the survey by asking their age in number of years. In the dataset, the new variable *Age at the time of arrival* was calculated based on the answers to these two questions, as to indicate the age of the respondents at the time they arrived in Sweden. Furthermore, these three continuous variables were recoded into new categorical variables, which are more suitable for several of the statistical tests.

As has been discussed throughout this thesis, it is important to differentiate on sexual and gender identities, as even within the queer migration literature, migration of non-homosexual and non-cisgender individuals is heavily under-researched (Gorman-Murray & Nash, 2016). Therefore, the respondents were asked about their sexual orientation and gender identity. As recommended by Treharne & Beres (2016:178), both questions were formulated as checkbox-style answer options and the respondents were given the opportunity to check multiple options. They argue that individuals might identify with more than one sexual orientation (e.g. bisexual and questioning) or one gender identity (e.g. as both female and trans woman). Additionally, both questions had an answer opportunity not to disclose sexual orientation or gender identity, as well as an answer option in which the respondent could write in an answer. In the end, the question regarding sexual orientation was based on the recommendations by Badgett (2017) and Treharne & Beres (2016:174) and included the following options:

1. (Mostly) heterosexual
2. (Mostly) bisexual
3. (Mostly) homosexual
4. (Mostly) asexual
5. Questioning
6. I prefer not to disclose my sexual orientation
7. Not listed (please state)

The question asking for the respondents' gender identity was based on the recommendations by Fraser (2018:345-355), and included the following options:

1. Female
2. Male
3. Trans female/trans woman
4. Trans male/trans man
5. Non-binary and/or genderfluid

6. I prefer not to disclose my gender identity
7. Not listed (please state)

As can be noted, the option genderfluid was added to the non-binary answer category, as some might be more familiar with this term. In the remainder of this thesis, the term "non-binary" will be used, but this also included genderfluid. Lastly, it is important to mention that intersex⁹ was not included in the answer categories, as intersex typically people do not identify with the term intersex as such to describe their gender identity (Fraser, 2018:353). Since this survey focuses on the way respondents identify themselves, it seemed the most appropriate to omit intersex as an answer category and to give individuals who do identify as being intersex the opportunity to fill identify as such as self-reported answer.

In an open question, the respondents were asked to state their home country. Moreover, their answers were categorized in the dataset based on the countries' scores in the *Gay Happiness Index* (GHI). This is an index of subjective well-being among 115,000 respondents in 127 countries, based on a survey published on PlanetRomeo.com, an online social platform for gay, bisexual and trans men (Lemke et al., 2015:2-3, 17). The index needs to be used with caution; it does not include female and non-binary queer people and cannot be seen as completely representative for the well-being of queer people in specific countries. However, it is the only existing index of subjective well-being among queer people on this scale, and will, therefore be used as an indicator of queer people's well-being in the respondents' home countries. The countries were divided into three categories, *high* (GHI-score of 60 and higher), *middle* (GHI-score between 40 and 59) and *low* (GHI-score lower than 40). Some respondents did not write a usable answer to the question regarding their home country, or their country was not ranked in the latest GHI report. Therefore, a *missing* category was added as well.

⁹ Intersex is defined as "...a general term used for a variety of conditions in which a person is born with a reproductive or sexual autonomy that doesn't seem to fit the typical definitions of female or male" (Intersex Society of North America, 2008). It is thus mostly used as a term to describe sex, rather than gender.

There were two more questions in this section. The first asked the respondents to list the Swedish county they are living in. This demographic characteristic is necessary to assess the representativeness of the sample. Secondly, the respondents were asked to state their highest achieved level of education, since education is thought to influence both place image and migration motives, as has been discussed in the theoretical framework. This question included five answer categories:

1. I have not finished any formal education
2. Primary education (e.g. comparable to 6th grade of *grundskola* in Sweden)
3. Lower secondary education (e.g. comparable to the 9th grade of *grundskola* or comprehensive school in Sweden)
4. Upper secondary education (e.g. comparable to *gymnasium* or high school in Sweden)
5. Post-secondary education (e.g. comparable to university in Sweden)

3.5 Descriptive statistics and frequencies

This subsection discusses the first findings of the research, specifically, the most important descriptives and frequencies of the variables that were tested in the statistical analysis. Appendix B shows the full report of descriptives and frequencies found.

3.5.1 Place image characteristics, value associations and visual associations

Table B.1 shows that of the four place image characteristics of Sweden, *Progressive* was most recognized by the respondents ($\mu=3.9916$), whereas *Innovative* was least recognized ($\mu=2.9391$). Regarding the descriptive statistics and frequencies of each individual value association, it is noteworthy the respondents are least likely to agree that *Authentic*, *Creative* and *Equal distribution of wealth* would have applied

to their image of Sweden. On the other hand, respondents are most likely to agree that the terms *Gender equal*, *Progressive* and *Queer-friendly* would have applied to their image of Sweden. This probably explains the high mean score on the overall *Progressive* place image characteristic. 27 respondents filled in the open-ended question in which they were asked for any other not-listed that they would have associated. Some of these respondents seem to relate to the *Progressive* place image characteristic (e.g. “*Liberal*” or “*open to the world*”), some other have a more negative connotation (“*Unfriendly*”). Lastly, when studying Tables B.5 and B.6, one finds that the images of the coastal village and Stockholm’s Old Town (*Gamla Stan*) were the most strongly associated with Sweden by the respondents, whereas the images of the Turning Torso and Swedish farmland were least associated to Sweden by the respondents.

3.5.2 Sources of information and sense of place

Looking at the tables of sources of information that were used by the respondents in their formation of a place image of Sweden before their migration (Tables B.7 to B.10), it becomes apparent that the two most important sources of information are news media and online media. Moreover, the open-ended question garners some answers that could be categorized under online media as well (e.g., “*Migrationsverket website*”). The two least important seem to be public diplomacy events and migration information meetings. However, it is important to note here that these two sources of information, as well as friends and family, have large standard deviations, and quite some respondents still answered with *Very important*. An interpretation for this might be that these sources of information are not available to everyone – e.g., it is unlikely that all respondents already had a friend or family member living in Sweden - but that they are important to those respondents who had access to them. When considering the formation of place image through the concept of sense of place, it is important to note that a little over half of the respondents had not had the opportunity to have done so prior their migration – they had not visited Sweden beforehand. This noteworthy to mention

as it can make for an interesting analysis between these two groups in the next chapter.

3.5.3 Migration motives

The Tables B.11 to B.15 in Appendix X show the respondents' migration motives, as well as the relative importance of Sweden being a queer-friendly place in the migration decision of queer migrants. What is striking is the high number of respondents that (strongly) agree with the statement that education was an important motive in their decision-making (42.9%), as well as the large share of respondents who names education to be the most important motive (34.5%). It is likely that there is a bias in the sample population is, caused by the sampling method. A second stand-out motive is to be quality of life in Sweden; it is the second most common motive that is considered most important and it has the highest mean score (4.05). Only 5.9% of the respondents (strongly) disagreed with the statement that this motive was important in their migration decision-making. Friends and family that already lived in Sweden seems to be a migration motive that is unimportant among the sample population, with a mean score of 1.97 and no respondents stating that was their most important motive. The romantic partner motive may have the lowest mean (1.9) but still, 10.1% of the respondents identify this as being their most important motive. This indicates that to those who had a romantic partner living in Sweden during the process of their migration decision-making, this was a very important motive. Looking at Sweden's queer-friendliness compared to other reasons, it was found that this was a (very) important motive to a majority of the respondents (58.8%). The open-ended question garnered some interesting responses, many relating to Swedish citizenship and Sweden membership of the EU and the Schengen Treaty.

3.5.4 Demographics

The last set of tables in Appendix B shows the descriptive statistics and frequencies of the various demographic characteristics among the sample. Tables B.16 to B.18 show that the respondents are relatively young (62.2% is younger than 30), and

were young at the time of their migration (with 83.2% being under 30). An overwhelming majority have only quite recently moved to Sweden (70.6% indicate having moved to Sweden after 2015). This is likely a result of the means that were used to invite potential respondents to participate. It also gives some clarification as to why education is an important motive among the sample population.

The next four tables (Table B.19 to B.22) discuss the respondents' self-reported sexual orientation and gender identity. A little more than half of the respondents (52.1%) identifies as (mostly) homosexual, and about a quarter (23.1%) identifies as (mostly) bisexual. Among 10 the respondents that opted to fill the open-ended answer option, most seem to have opted to (also) fill out pansexual¹⁰ or a similar term. When it comes to gender, almost half of the respondents (48.7) identify as a cisgender male, while about a third (33.6%) identify as cisgender female. In total, 17.6% of the respondents does not currently identify as cisgender. However, it must be noted that this number might not include some individuals who have had a trans experience at some point in their lives, but who currently identify as a cisgender male or female.

Table B.23 shows quite a big variety in the respondents' home countries, with Russia and the United States being the most common answers (each at 5.9%). This is quite striking, considering that these countries occupy place 23 and 24 in the most common countries of birth of migrants to Sweden (Statistiska centralbyrån, 2019). Furthermore, there seem to be more respondents from Western Europe and Anglo-Saxon countries and fewer from the Middle East and West Asia. This again could be explained by the questionnaire being in English and the platforms through which respondents were invited to participate. When the respondents are categorized among their countries' GHI-scores (Table B.25), there seems to be quite a balance between the three different categories. Therefore, this will be an interesting characteristic to compare respondents during the analysis of the results.

¹⁰ Pansexual is defined as being sexually attracted to someone regardless of their sex or gender identity.

The last two tables show a strong overrepresentation of respondents from the county Skåne among the sample; on the other hand, 11 out of 22 Swedish counties are not represented in the sample. Also in terms of education level, the sample does not seem representative; 79.8% of the sample population has finished post-secondary education. These two biases can be explained through by the sampling method. Based on these descriptives and frequencies of the demographic traits of the population, one would say that it is unlikely to be fully representative of the entire queer migrant population of Sweden. However, as argued, the sampling used was the best way to obtain a sample that is as representative as possible. While this has consequences for the generalizability of the analysis discussed in the next chapter, for an exploratory and descriptive study like this the data gathered from the sample is usable.

IV. ANALYSIS

The previous chapter concluded with a discussion of the descriptive statistics and frequencies of the variables among the sample population. This chapter takes this further and examines the gathered data more deeply, by carrying out several statistical analyses and a critical discussion of their results as well as of the descriptives and frequencies. This chapter is structured around the sub-questions that were stated in the Introduction¹¹. The first section gives insight into sub-questions 1 and 2 by analysing Sweden's place image before migration among the sample population. The second subsection considers sub-question 3 by analysing the sources of information that were used by the sample, as well as the relative importance of the retention focus as a tool in place image construction. The last subsection answers sub-questions 4 and 5 by testing correlations between the importance of Sweden's queer-friendliness during the sample's migration decision-making process and various other variables.

4.1 Sweden's place image among queer migrants

When it comes to the four different place image characteristics, the previous chapter has taught us that the sample population recognizes the characteristic Progressive as the most important characteristic in the sample's place image of Sweden prior to their migration. The characteristic Innovative is the one that is least often recognized. This section will test whether the differences in the means found between the four different characteristics is statistically significant. Furthermore, the association of Sweden with queer-friendliness will be compared between other value and visual associations. Lastly, it will be tested whether there is a correlation

¹¹ As to recall, the four sub-questions are:

1. What is Sweden's place image among queer migrants prior to their arrival?
2. To what extent do queer migrants image Sweden as a queer-friendly place?
3. How do queer migrants construct their place image of Sweden?
4. What are the most important migration motives of queer migrants to Sweden?
5. How do motives relating to queer-friendliness influence queer migrants in their decision-making process?

between Sweden's image as a queer-friendly place and various demographic characteristics.

4.1.1 Comparison between different place image characteristics

Table B.1 (Appendix B) displays the descriptive statistics of the recognition of the four different place image characteristics among the sample population. Hypothetically, this means that the mean score on the recognition of the characteristic Progressive is expected to be significantly higher than the score on the other three place image characteristics. To test, its mean ($\mu=3.9916$) shall be treated as the target variable in three one-Sample t-tests. This leads to the following hypotheses regarding each of the three means:

$$H_0: \mu_x = 3.9916$$

$$H_\alpha: \mu_x < 3.9916$$

To test whether the differences found between the means of the four place image characteristics are statistically significant, one must first check the assumptions of these variables. The four variables are measured at the ratio level, and the observations are assumed to be independent, in the sense that the respondents are unlikely to have influenced each other's answers to the questions regarding the questions that these index variables are made up of. Figures C.1 to C.8 (Appendix C) show the histograms of the variables relating to the recognition of the four place image characteristics, and based on this normality can be assumed. While one the boxplot for Sustainable has a couple of extreme cases, none of those can be considered real outliers. Based on this, a one sample t-test can be performed, which leads to the following outcome:

Table. 4.1 One-Sample Test: *Three variables indicating the recognition of different place image characteristics*

	Test Value = 3.8756			95% Confidence Interval of the Difference		
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Place image: Sustainable	-6.156	118	.000	-.36695	-.4850	-.2489
Place image: Innovative	-17,380	118	.000	-1.05252	-.1.1724	-.9326
Place image: Authentic	-13,689	118	.000	-.48424	-.6871	-.5134

The p-values on all three variables are lower than 0.05, which means that in all three cases the null-hypothesis can be rejected. Thus it is now possible to assume that the mean score on Progressive is significantly higher than that of the three other place image characteristics. A cause for this difference could be discrepancies in the levels of recognition of the different value associations and visual associations that make up the place characteristics, as the next subsection shows.

4.1.2 Recognition of Sweden as a progressive and queer-friendly place

The queer-friendly associations with Sweden are part of its Progressive place image characteristic. “*Queer-friendly*” was the term used to test its level of value association, whereas to test its visual association with Sweden, respondents were presented with a picture of the Stockholm Pride in 2018. When reviewing the descriptives and frequencies of place image characteristics and associations Tables B.1 to B.6 in Appendix B, one can conclude that the mean of queer-friendly value association is higher than that of the progressive characteristic, while its standard deviation is relatively low. Also, a very high number of respondents (47.4%) indicates that queer-friendly is a value they would associate with Sweden. This implies that Sweden's association with queer-friendliness contributes strongly to its image as a progressive place.

The same can be said of “progressive” and “gender equal”, which have slightly higher mean scores than queer-friendly and slightly more respondents (strongly) agreeing that they would associate these values with Sweden. On the other hand, respondents do not seem to associate “equal distribution of wealth”, the fourth value association of the Progressive place image characteristic, as strongly to Sweden as the other three. This is interesting since Sweden's brand and reputation

when it comes to progressive economic politics, e.g. the "Nordic welfare model" seems to have been more extensively researched in academics than its brand and reputation when it comes to social progressivism (e.g. in Marklund, 2017 and Pamment, 2016).

When it comes to its visual image, the image of the Stockholm Pride, and therefore queer-friendliness, is the only visual association that falls under the Progressive place image characteristic, due to the fact that other associations of economic and social progressivism are hard to visualize. Compared to the other visual associations, it seems to be moderately associated with Sweden by the sample ($\mu=3.24$). The most common answer to the question in how far the respondent would associate the image with Sweden is "fairly so", at 37.8%. It is important to note that its association of this *visual image* seems lower than that of the *values* related to Progressive.

Moreover, when comparing Tables B.2 and B.3 to Tables B.5 and B.6, it seems that the visual associations overall are less important in the construction of place image characteristics, when compared to the value associations. The difference seems bigger among some place image characteristics than others. Looking at Sustainable, for example, only 21% of the respondents find would associate the visual image that presented, a recycling station, to Sweden. This could be because a recycling station is seen as something more generic; other countries have them too. On the other hand, however, when one considers Innovative, the two images presented, Sergels Torg and the Turning Torso are very specific to Sweden but still score very low in their recognisability among the sample. Especially the low association level of the Turning Torso, one of Sweden's few true landmarks, is surprising. As already discussed, landmarks usually provide for a strong visual association to a place (Clouse & Dixit, 2017; Lynch, 1960). And while Sweden's Progressive visual image, does not score very low compared to the other visual associations, the sample recognizes it to a lesser extent than they recognize the place image characteristic's value associations.

Interestingly, a different pattern is found when it comes to the visual associations of Sweden's image as an authentic place, which included five visual

associations in the survey. Few respondents associate two of its visual images (Hällingsåfället and farmland) with Sweden, while the other three (Gamla Stan, the coastal village and Lapland) are recognized (much) higher level than Authentic's value associations. This seems to support the findings of Doersch et al. (2015) who argue that a place's identity markers include not only landmarks but also specific architectural elements and natural features that are characteristic of the place. To illustrate: the image of the coastal village might not be unique within Sweden – there are many towns that might look like this – but due its specific elements (e.g. the *Falu red*¹² colour of the houses or the white gables) people probably perceive it as a strong visual representation of the country as a whole.

The findings of Doersch et al. (2015) might also explain why Authentic includes some very strong visual associations among the sample when compared to the other three place image characteristics. While Sweden is definitely recognized as being an innovative or sustainable country by the sample population, it might be that the respondents find it difficult to visualize a local “Swedishness” to these aspects. The ways in Sweden is innovative or sustainable, might not be considered very different from other innovative or sustainable countries. Sweden's authentic character, on the other hand, seems to be specific to its place (e.g., due to its local architecture and its specific climate) and therefore easier to visualize, and perhaps harder to verbalize.

4.1.3 Correlations between place image characteristics and demographic variables

To test whether the recognition of Progressive place image characteristic has a significant correlation with any of the demographic traits, several bivariate analyses were performed. Even though the variables for current age, age at the time of arrival to Sweden and year of arrival to Sweden had previously been recoded into categorical variables and discussed as such in the previous chapter, the original

¹² ”Falu red” is the name of a pigment that has been excavated as a by-product in a copper mine near the town of Falun in Central Sweden. Since the late 18th century it has been continuously popular as a pigment in paint used for wooden houses in Sweden and has become (arguably) characteristic of the country as a whole (Bade, 2017).

scale variables were used to test their correlation with the recognition of the Progressive place image characteristic. This was to improve the accuracy of the bivariate analysis between the Progressive place image characteristic and the three linear demographic variables. Furthermore, to allow them to be used in a bivariate statistical analysis, the eight binary variables relating to sexual orientation were recoded into one nominal variable of three categories. The same procedure was executed for the eight binary variables relating to gender identity. Lastly, the variables relating to the respondents' county and their highest achieved level of education were recoded to have fewer categories with more respondents.

Table 4.2. Correlations: *Place image: Progressive and three linear variables*

		PLACE_IMAGE_PROGRESSIVE
Year of arrival	Pearson Correlation	-.069*
	Sig. (2-tailed)	.459
	N	119
Current age	Pearson Correlation	-.088
	Sig. (2-tailed)	.341
	N	119
Age at the time of arrival	Pearson Correlation	-.168
	Sig. (2-tailed)	.069
	N	119

Table 4.3. Measure of Association and ANOVA: *Place image: Progressive and four categorical variables*

(between groups)	Measure of association		ANOVA Table				
	Eta Squared	Eta Squared	Sum of Squares	df	Mean Square	F	Sig
Sexual orientation	.231	.053	1.842	2	.921	3.150	.047
Gender identity	.150	.022	.779	2	.390	1.307	.275
GHI score of the country	.080	.006	.208	2	.104	.329	.721
County	.186	.035	1.222	2	.611	2.075	.130

Table 4.2 shows that there are no statistically significant correlations between the recognition of the progressive place image characteristics, and the respondents' current age, age at the time they moved to Sweden and the year they arrived. Table 4.3 shows that the GHI-score of the respondents' home countries also has no correlations with the level of recognition of the Progressive place image characteristic ($\eta^2 < 0.02$). Their gender identity, sexual orientation and the county they live in, have a weak effect ($0.02 < \eta^2 < 0.13$). However, when considering the significance levels, it becomes clear that the effects of gender identity and county cannot be considered statistically significant ($p > 0.05$). However, the effect of sexual orientation, while weak, is statistically significant ($p < 0.05$). When looking

at Table C.1, it seems like respondents who identify as (mostly) bisexual in the sample are more likely to recognize the Progressive place image characteristic, based on their higher mean than that of the other two groups.

Tables 4.4 and 4.5 show the results of the tests that measure the effect of the respondent's highest achieved level of education on their recognition of the Progressive place image characteristic. The Independent Samples T-test shows that the difference between respondents who have finished post-secondary education and those who have not is not statistically significant ($p > 0.05$). Therefore, it cannot be assumed that education level has a big impact on the sample's recognition of the progressive place image characteristic.

Table 4.4. Independent Samples Test: *Place image: Progressive and Education*

		Levene's Test for Equality of Variances					t-test for Equality of Means				
							Mean	Std. Error	t-test for Equality of Means		
		F	Sig.	t	df	Sig.	Difference	Lower	Upper		
Place image: Progressive	Equal variances assumed	.730	.395	-.691	117	.491	-.09116	.13198	-.35255	.17023	
	Equal variances not assumed			-.757	32.430	.455	-.09116	.12046	-.33639	.15408	

Table 4.5. Group Statistics: *Place image: Progressive and Education*

Highest finished level of education	N	Mean	Std. Deviation	Std. Error Mean
Secondary or lower	98	3.9755	.56075	.05664
Post-secondary	21	3.9905	.48717	.10631

Even though the other three place image characteristics (Sustainable, Innovative and Authentic) are not the focus of this thesis, the correlations between the three of them and the demographic traits were tested as well. These showed a statistically significant negative correlation between Sustainable on the one hand, and the respondent's current age and age at which they moved to Sweden (Table C.2). Thus, younger respondents were more likely to recognize the Sustainable place image characteristic. A second significant correlation was found between

recognition of Authentic and gender identity (Tables C.3 and C.4); non-cisgender respondents are much less likely to recognize this place image characteristic when compared to cisgender male and female respondents.

4.1.4 Correlations between queer-friendly associations and demographic traits

As has been noted in the previous subsections, Queer-friendliness as a value and its visual counterpart are relatively well recognisable to the sample. Like has been done for the Progressive place image characteristic, it would be interesting to study whether differences can be found in recognition of these two associations among different demographic groups within the sample. Since the recognition of both the queer-friendly value association and visual association are categorical variables, the Measures of Association for the relation between these two and the demographic traits were calculated and are presented in Table 4.6 and Table 4.7.

Table 4.6. Symmetric Measures: *Queer-friendly as a value association and demographic traits*

Demographic trait	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Year of arrival	Gamma	-.291	.159	-1.829	.067	119
Current age	Gamma	-.049	.111	-.440	.660	119
Age at time of arrival	Gamma	-.104	.127	-.809	.419	119
Sexual orientation	Cramer's V	.252			.023	115
Gender identity	Cramer's V	.240			.036	117
Home country's GHI-score	Gamma	-.113	.144	-.786	.432	105
County	Cramer's V	.195			.172	119
Education level	Gamma	.217	.210	1.034	.301	119

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 4.7. Symmetric Measures: *Queer-friendly as a visual association and demographic traits*

Demographic trait	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Year of arrival	Gamma	-.138	.134	-1.017	.309	119
Current age	Gamma	0.46	.095	.484	.628	119
Age at time of arrival	Gamma	0.14	.118	.119	.905	119
Sexual orientation	Cramer's V	.183			.662	115
Gender identity	Cramer's V	.157			.833	117
Home country's GHI-score	Gamma	.062	.119	.523	.601	105
County	Cramer's V	.148			.877	119
Education level	Gamma	.046	.157	.292	.770	119

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Above tables show that when it comes to Sweden's value association with queer-friendliness, significant statistical correlations were found with the respondents' sexual orientation and gender identity. In the case of sexual orientation, this can be interpreted as a very strong relationship. Table C.5 indicates that this is because respondents who fall into the category "Others & multiple answers" appear to less strongly agree with the statement that they would have associated Sweden with the term queer-friendly when compared to other respondents. Furthermore, the effect of gender identity on the respondent's value association of queer-friendliness can be considered strong (Table C.6). Cisgender women seem to agree most strongly to the statement, then come cisgender men, and non-cisgender respondents are most likely to be neutral or disagreeing.

To summarize, this section has shown that the Sustainable place image characteristic, is not only the best-recognized one among the four, but that the difference with the other characteristics is significant. Furthermore, it has shown that overall certain values are stronger associated with the place image characteristics than visual images, but that this is not the case for Authentic. For those involved in Sweden's place branding efforts if it would be possible to create strong visual images when it comes to Sweden's sustainability, progressiveness and innovativeness, and if this would impact the recognisability of these place image characteristics. When it comes to the level of recognition of Sweden's place image characteristics, most of the different demographic groups within the sample saw Sweden as a progressive place to a similar extent, prior to their migration. Still, (small) statistically significant correlations between the recognition of the Progressive place image characteristic and the age of the respondent when they moved to Sweden, as well as with their gender identity, were found. A couple of correlations between the other three place image characteristics and certain demographic traits were found as well. However, no real explanation for these correlations can be distilled from the Theoretical Framework. Similarly, queer-friendliness as a value association has significant correlations with the respondents' gender identity and sexual orientation. The second and third section of this chapter,

which examine the construction of place image and the different migration motives, might provide some more insight into hypothetical explanations.

4.2 Construction of place image

As noted in the previous section, there seem to be significant correlations between the extent to which the respondent recognized Sweden as a progressive on the one hand, and demographic characteristics on the other hand. This might be because respondents in different demographic groups constructed their place image in different ways. This section tests whether this indeed could be a hypothetical explanation. Furthermore, it tests if any correlations can be found between the ways respondents constructed their place image of Sweden and the extent to which they recognized Sweden as a Progressive and queer-friendly place.

4.2.1. Use of different sources of information

Table 4.8 shows a statistically significant and very strong correlation between the use of news media as a source of information in migration decision-making and the GHI-score of the home country of the respondent ($p < 0.05$). When looking at Crosstab C.7 (Appendix C), it seems like news media was more used as a source of information among respondents coming from countries with high or middle GHI-score. Considering the categorization of countries based on their GHI-score – in which 1 represents the countries with a high GHI-score, 2 a middle score and 3 a low score - it seems that the high and middle categories include more countries that are culturally and geographically closer to Sweden than the low category. A hypothetical explanation for the correlation might be that in these countries Sweden will be more frequently an item in the national news media, which allows for more opportunity for the respondent to have developed their place image of Sweden through this medium. A similar argument has been developed by Anholt (2010:137, 148-149).

Table 4.8. Symmetric Measures: *Use of news media * Demographic traits*

Demographic trait	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Year of arrival	Gamma	-.067	.141	-.474	.635	119
Current age	Gamma	-.047	.101	-.462	.644	119
Age at time of arrival	Gamma	-.038	.122	-.310	.757	119
Sexual orientation	Cramer's V	.194			.370	115
Gender identity	Cramer's V	.173			.535	117
Home country's GHI-score	GHI-Gamma	-.272	.112	-2.394	.017	105
County	Cramer's V	.132			.842	119
Education level	Gamma	.104	.117	.890	.373	119

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 4.9. Symmetric Measures: *Use of online non-news media * Demographic traits*

Demographic trait	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Year of arrival	Gamma	.362	.127	2.486	.013	119
Current age	Gamma	-.263	.097	-2.606	.009	119
Age at time of arrival	Gamma	-.192	.113	-1.657	.097	119
Sexual orientation	Cramer's V	.177			.740	115
Gender identity	Cramer's V	.188			.603	117
Home country's GHI-score	Gamma	.023	.124	.183	.854	105
County	Cramer's V	.134			.935	119
Education level	Gamma	-.225	.181	-1.180	.238	119

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

When it comes to the use of online non-news media, Table 4.10 shows a statistically significant and rather strong negative correlation with the respondent's current age and a fairly strong positive one with the year they arrived in Sweden. It needs to be noted, though, that these two demographic traits are of course interrelated themselves; younger respondents usually moved to Sweden more recently than older respondents. Crosstabs C.8 and C.9 show that the importance of online non-news media as a source of information implies that seems to increase since the mid-2000s. The same can be said about the importance of the use of social media, which shows significant correlations with the same demographic traits, as well as with the respondent's age at the time of their migration (Table 4.10, see also Tables C.10 to C.12). An argument for the correlations found is that the use of online sources and social media in migration

decision-making, and as channels to communicate place images in general, have strongly increased since the mid-2000s (Brenner & Frouws, 2019; Ojebode, 2017).

Table 4.10. Symmetric Measures: *Use of social media * Demographic traits*

Demographic trait	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Year of arrival	Gamma	.421	.129	2.831	.005	119
Current age	Gamma	-.367	.096	-3.539	.000	119
Age at time of arrival	Gamma	-.418	.096	-4.061	.000	119
Sexual orientation	Cramer's V	.197			.542	115
Gender identity	Cramer's V	.201			.492	117
Home country's GHI-score	GHI-Gamma	-.005	.126	-.036	.971	105
County	Cramer's V	.210			.396	119
Education level	Gamma	.028	.188	.151	.880	119

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 4.11 (next page) shows a statistically significant relationship between the use of popular culture as a source of information and the respondents' gender identity. Crosstab C.13 indicates that respondents who identify as cisgender women were much more likely to use this a source in their construction of an image of Sweden when compared to cisgender men and non-cisgender respondents. How this correlation should be explained is unclear; no concrete information on ay relation between the use of popular culture and gender identity in place image formation can be distilled from previous literature.

Lastly, Table 4.12 shows a significant relationship between the use of advertisements as a source of information in place image construction and the respondent's home GHI-score. Considering Crosstab C.14, it can be said that respondents from a country with a middle or low GHI-score are more likely to use this as a source of information in place image construction. An explanation could be that since these are mostly countries that are culturally and geographically more distant from Sweden, the main presence of Sweden in these countries is through businesses, as opposed through popular culture or news media. While one must be careful to conclude this - there is no concrete way to measure the strength of Sweden's economic ties and cultural ties with most of these countries - some research shows evidence that a country's reputation regarding businesses or

products from their country typically affects the beliefs of the public on other place image dimensions, but not the other way around (e.g. Elliot et al., 2011:529-532).

Table 4.11. Symmetric Measures: *Use of popular culture * Demographic traits*

Demographic trait	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Year of arrival	Gamma	-.018	.137	-.128	.898	119
Current age	Gamma	-.021	.102	-.204	.839	119
Age at time of arrival	Gamma	-.013	.111	-.116	.908	119
Sexual orientation	Cramer's V	.208			.270	115
Gender identity	Cramer's V	.351			.000	117
Home country's score	GHI-Gamma	-.007	.122	-.055	.956	105
County	Cramer's V	.092			.109	119
Education level	Gamma	-.199			.307	119

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 4.12. Symmetric Measures: *Use of advertisements * Demographic traits*

Demographic trait	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Year of arrival	Gamma	.059	.135	.435	.664	119
Current age	Gamma	.002	.098	.018	.986	119
Age at time of arrival	Gamma	.011	.104	.109	.913	119
Sexual orientation	Cramer's V	.243			.191	115
Gender identity	Cramer's V	.212			.397	117
Home country's score	GHI-Gamma	.230	.116	1.967	.049	102
County	Cramer's V	.227			.271	119
Education level	Gamma	-.076	.182	-.414	.679	119

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

4.2.2 Retention focus: sense of place

The frequencies on the variables related to respondents' previous visits to Sweden show that about half of the respondent had visited the country before, and about half of the respondents had not. Therefore, it is interesting to analyse whether on this variable differences exist between demographic groups. To do this, two bivariate statistical analyses were performed. The first one correlates the variable that indicates how much time respondents had spent in Sweden prior to their arrival with the demographic traits (Table 4.13). The second one correlates the demographic traits with a recoded dichotomous version of the first variable, which indicates whether the respondent had previously spent any time in Sweden (Table 4.14). Neither table shows any statistically significant correlations. Therefore, we

can assume that having spent time previously in Sweden – and thus having had the opportunity to develop a sense of place of Sweden – is not influenced by any demographic traits.

Table 4.13. Symmetric Measures: *Total time previously spent in Sweden * Demographic traits*

Demographic trait	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Year of arrival	Gamma	-.052	.152	-.338	.736	119
Current age	Gamma	-.048	.114	-.425	.671	119
Age at time of arrival	Gamma	.003	.124	.025	.980	119
Sexual orientation	Cramer's V	.178			.294	115
Gender identity	Cramer's V	.070			.980	117
Home country's GHI-score	GHI-Gamma	-.189	.123	-1.528	.127	102
County	Cramer's V	.099			.887	119
Education level	Gamma	-.104	.224	-.478	.633	119

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 4.14. Symmetric Measures: *Visit to Sweden, prior to arrival * Demographic traits*

Demographic trait	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Year of arrival	Gamma	.079	.182	.432	.666	119
Current age	Gamma	.087	.134	.649	.516	199
Age at time of arrival	Gamma	.047	.153	.308	.758	119
Sexual orientation	Cramer's V	.071			.750	115
Gender identity	Cramer's V	.049			.867	117
Home country's GHI-score	GHI-Gamma	.219	.154		.170	102
County	Cramer's V	.028			.953	119
Education level	Gamma	.276	.228	1.168	.243	119

4.2.3 Construction of place image and place image characteristics

To test whether the different ways in which respondents construct their place image of Sweden lead to differences in recognition of the Progressive place image characteristic, the mean scores on recognition of the Progressive characteristic and the categories of variables relating to place image construction were compared. The analysis of their variance and measures of association is presented in Table 4.15. This shows a moderately significant correlation with the usage of social media ($p < 0.005$). Table C.15 displays the means of the different levels of importance of social media usage on the recognition of the Progressive place image characteristic. It seems that the more important social media usage is to the respondent, the more likely they are to also recognize this place image characteristic. This also probably explains what was previously found: younger migrants are more likely to recognize

the Progressive place image. These last findings suggest that they do so because they are more likely to use social media as an information source.

Jerzierska & Towns (2018:59-60) note that Sweden's online place branding strategies indeed create the image of a progressive country, with a particular focus on gender equality. If the respondents have indeed made use of the 'official' place branding channels of the Swedish government – which is likely as Sweden.se was among the self-reported sources of information – it can be said that the place branding efforts have been successful in creating a progressive image. Whether this also holds up for the specific association with queer-friendliness will be tested in the next sub-section.

Table 4.15. Measures of Association and ANOVA: *Place Image: Progressive * Sources of information*

Between groups (Combined)	Measures of Association		ANOVA Table				
	Eta	Eta Squared	Sum of Squares	df	Mean Square	F	Sig.
<i>Sources of information:</i>							
News media	.259	.067	2.380	4	.595	2.055	.091
Online non-news media	.200	.040	1.416	5	.283	.942	.457
Social media	.334	.112	3.958	5	.792	2.846	.019
Contact with friends and family	.227	.052	1.825	5	.365	1.229	.300
Popular culture	.240	.057	2.033	4	.508	1.737	.147
Advertisements	.219	.048	1.692	5	.338	1.135	.346
Information meetings	.099	.010	.350	5	.070	.226	.951
Public Diplomacy	.266	.071	2.502	5	.500	1.719	.136
Other	.054	.033	.102	1	.102	.338	.562
<i>Sense of place:</i>							
Time previously spent in Sweden	.167	.028	.985	3	.328	1.097	.353
Any previous visit to Sweden	.090	.008	.284	1	.284	.945	.333

When testing for any correlations between the other place image characteristics and the usage of different sources of information, two more correlations were found (Table C.16). The usage of popular culture and advertisements show moderate significant correlations to the recognition of Sweden's image as an innovative country. The second correlation seems rather intuitive; Swedish businesses probably use Sweden's image as an innovative place to brand their own products and services as being innovative, which further emphasizes the place image as well. Moreover, innovativeness is a very frequently

used characteristic when it comes to product-country image effects from products in the Global North, particularly in Western Europe and the Nordic countries (Heslop et al., 2004:1181-1182). The first one is more surprising, as no immediate reason for the link between popular culture and Sweden's image as an innovative country can be traced from previous studies. The different place image characteristics that are diffused by popular media could, therefore, be an interesting point of research to those involved in Sweden's place branding efforts.

4.2.4 Construction of place image and perceived queer-friendliness

Tables 4.16 and 4.17 below show that the recognition of queer-friendly as a value that is associated with Sweden does not have any significant correlations with the usage of different sources of information. However, contact with friends and family already living in Sweden seems to have a moderate negative correlation on recognition of the queer-friendliness's visual association. Table C.17 seems to show that indeed the level of recognition decreases when the importance of contact with friends and family as a source of information increases.

An explanation that aligns with the literature discussed in the Theoretical Framework could be that friends and family abroad are seen as a very trustworthy source of information among potential and future migrants (Objebode, 2016). As they have a lived experience with Sweden's queer-friendliness, they perhaps are able to give a different perspective on Sweden's queer-friendliness. As Jerzierska & Towns (2018:59-62) note, the *Progressive Sweden* narrative that is omnipresent in Sweden's government-led place branding efforts deserves some nuance when it comes to gender equality; the lived reality, especially for migrants and people of colour, is often not as gender equal as presented. It is conceivable that the same is true for when it comes to queer-friendliness, especially for migrants. Moreover, previous studies have shown many queer migrants from socially conservative countries still experience marginalization within their diasporic communities, even when living socially progressive countries (Sólveigar, 2018).

Table 4.16. Symmetric Measures: *Queer-friendly value association * Construction of place image*

	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
<i>Sources of information:</i>						
News media	Gamma	-.155	.166	-1.316	.188	119
Online non-news media	Gamma	-.134	.129	-1.030	.303	119
Social media	Gamma	-.134	.127	-1.116	.256	119
Contact with friends and family	Gamma	-.196	.113	-1.762	.078	119
Popular culture	Gamma	.066	.121	.542	.588	119
Advertisements	Gamma	.146	.119	1.213	.225	119
Information meetings	Gamma	-.006	.107	-.056	.955	119
Public Diplomacy	Gamma	-.053	.112	-.468	.639	119
Other	Gamma	-.134	.193	-.677	.498	119
<i>Sense of place:</i>						
Time previously spent in Sweden	Gamma	.040	.131	.304	.761	119
Any previous visit to Sweden	Cramer's V	-.042	.091	-.459	.646	119

a. Not assuming the null hypothesis. b. Using the asymptotic standard error assuming the null hypothesis.

Table 4.17. Symmetric Measures: *Queer-friendly as a visual association * Construction of place image*

	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
<i>Sources of information:</i>						
News media	Gamma	-.042	.091	-.459	.646	119
Online non-news media	Gamma	-.040	.107	-.371	.710	119
Social media	Gamma	.059	.110	.533	.594	119
Contact with friends and family	Gamma	-.215	.094	-2.271	.023	119
Popular culture	Gamma	-.066	.100	-.660	.509	119
Advertisements	Gamma	.062	.103	.598	.550	119
Information meetings	Gamma	-.082	.093	-.874	.382	119
Public Diplomacy	Gamma	-.187	.097	-1.940	.052	119
Other	Gamma	-.099	.182	-.541	.588	119
<i>Sense of place:</i>						
Time previously spent in Sweden	Gamma	-.066	.100	-.660	.509	119
Any previous visit to Sweden	Cramer's V	.062	.103	.598	.550	119

a. Not assuming the null hypothesis. b. Using the asymptotic standard error assuming the null hypothesis.

In conclusion, Section 4.2 has shown that different demographic groups in the sample constructed their place image of Sweden in different ways. This was expected, based on the variances found in place image in Section 4.1. However, the demographic groups who differed when it comes to place image and place image construction are not the same ones. E.g. correlations were found between the

respondents' home countries' GHI-score and the use of some sources of information, but this apparently has not led to different place images of Sweden. The recognition of the four place image characteristics does not seem very heavily impacted by the source of information used, and not at all when it comes to a possible sense of place, although some variance can be found on Progressive, Innovative, as well as Sweden's visual association with queer-friendliness. One could state that while respondents might construct their place image of Sweden in a variety of ways, this does not lead to big differences in how they actually image Sweden; generally as a Progressive and queer-friendly place. The next section will test the importance of this queer-friendly image in the migration decision-making process.

4.3 Migration motives and the importance of perceived queer-friendliness

Throughout this chapter, it has been shown that the sample overall saw Sweden as a queer-friendly country prior to their migration. However, this does not necessarily mean that this aspect of Sweden's place image was impactful on the migration decision-making process of the respondents. The final section of this chapter addresses the migration motives of the respondents and aims to find out in how important queer-friendliness was among the respondents.

4.3.1 Migration motives and other aspects of migration decision-making

Before looking at queer-friendliness specifically, however, it is important to know how migration motives, in general, relate to the three other factors in the migration decision-making processes that are studied in this thesis: place image, sources of information and demographic characteristics. As already noted in Chapter 3, the sample considered Sweden's quality of life and education opportunities as an important motive in their migration decision-making process. According to the behavioural theories discussed on migration and place utility, migrants move to a different place if they imagine it as offering them more utility than their current place of residence. Thus, it is interesting to examine if there are any place image characteristics, which relate to the imagination of Sweden in a certain way, can be

seen as having ‘triggered’ any specific motives among the respondents to move there.

To test this, the mean scores of recognition of the three place image characteristics among different levels of agreement to each of the motives among the sample were compared. This resulted in a moderately weak but statistically significant relationship between recognition of Authentic and overall quality of life as a motive (Table 4.18). Table C.18 (Appendix C) indicates that the importance of overall life quality as a migration motive indeed increases with the recognition of this motive. This makes sense since previous studies have found that Sweden’s image as an authentic place is often associated with a potential high quality, including studies among (potential) migrants (Eimermann, 2015:411-413; Niedomysl, 2011:851; Svenska institutet, 2008).

Table 4.18. Measures of Association and ANOVA: *Place Image: Authentic * Quality of life*

Between groups (Combined)	Measures of Association		ANOVA Table				
	Eta	Eta Squared	Sum of Squares	df	Mean Square	F	Sig.
Quality of life	.357	.128	3.446	4	.861	4.170	.003

Besides place image, it is also conceivable that migration motives and sources of information are related; respondents with specific migration motives may have used specific sources of information. Therefore, the variables relating to each of the two factors were correlated and its statistically significant correlations are presented in Table 4.19. This shows that respondents for whom education was an important motive were more likely to use non-news media, online media and contact with friends and family as a source of information to form their information on Sweden. Age at the time of arrival is probably an intervening variable here; younger respondents were already shown reported to use these sources of information more frequently. Furthermore, social media correlates with having a romantic partner in Sweden as a motive. However, it is a negative correlation implying that respondents moving to Sweden in the context of partner migration were unlikely to use social media as a source of information. Friends and family as a motive, however, lead to a very obvious correlation to contact with friends and

family as a source of information. Lastly, economic opportunity as a motive has a negative, but significant correlation with the importance of information meetings. Respondents who found economic opportunity an important motive are, thus, unlikely to have used this as a source of information.

Table 4.19. Symmetric Measures: *Sources of information * Migration motives*

Variables correlated	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Online non-news media * Education opportunity	Gamma	.241	.110	2.155	.031	119
Social media * Education opportunity	Gamma	.377	.080	4.572	.000	119
Social media * Romantic partner	Gamma	-.358	.115	-2.902	.004	119
Contact with friends and family * Education opportunity	Gamma	.245	.094	2.546	.011	119
Contact with friends and family * Friends or family	Gamma	.204	.104	1.960	.050	119
Information meeting * Economic opportunity	Gamma	-.184	.083	-2.195	.028	119

Lastly, it is possible that there are different migration motives among the different demographic groups in the sample. Therefore, the variables indicating the importance of motives were correlated with the demographic traits. The tests that showed any significant correlations are displayed in Table 4.20.

One thing that immediately stands out in this table is that both migration motives related to persecution, as well as the one indicating more accepting environment, increase in importance as a migration motive with a decrease of the respondents' home country's GHI-score. This is very logical, as a lower GHI-score indicates a lower social acceptance of queer people. Gender identity also correlates with persecution on a different ground than the respondent's queer identity. Table C.19 shows that non-cisgender respondents state this motive relatively more frequently than cisgender respondents.

Table 4.20. Symmetric Measures: *Migration motives * Demographic traits*

Variables correlated	Measure of association	Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance	N of Valid Cases
Persecution based on queer identity * Home country's GHI-score	Gamma	.733	.072	8.168	.000	119
Persecution based on different ground * Gender identity	Cramer's V	.264			.038	117
Persecution based on different ground * Home country's GHI-score	Gamma	.685	.085	6.271	.000	105
More accepting environment * Home country's GHI-score	Gamma	.547	.092	5.621	.000	105
Education opportunity * Year of arrival	Gamma	.323	.106	2.775	.006	119
Education opportunity * Current age	Gamma	-.490	.073	-6.808	.000	119
Education opportunity * Age at time of arrival	Gamma	-.511	.088	-5.776	.000	119
Romantic partner * Year of arrival	Gamma	-.383	.128	-2.531	.011	119
Romantic partner * Current age	Gamma	.428	.097	3.978	.000	119
Romantic partner * Age at time of arrival	Gamma	.550	.087	5.124	.000	119
Romantic partner * Gender identity	Cramer's V	.279			.050	117

As expected and stated previously, education as a migration motive correlates negatively with age, thus explaining the correlation found when it comes to motive and usage of online and social media. Furthermore, education as migration motive correlates positively with the year of arrival to Sweden. This makes sense as the number of international students in Sweden has seen a strong surge over the past few years (Stacey, 2018). Moreover, most international students choose not to remain in Sweden after they finish their education (*ibid.*), thus decreasing the chance of finding respondents who immigrated to Sweden with education as an important motive who has an earlier year of arrival.

Having a romantic partner that lives in Sweden as a migration motive, has correlations with four demographic traits. First of all, a negative correlation is found with the year of arrival, implying that respondents who migrated to Sweden more recently, did so because of this motive. This is a rather interesting correlation, given that Swedish legislation regarding family reunification, under which partner migration falls, has become more restrictive since 2010 (Parusel, 2018:27-29). While having a partner in Sweden as a migration motive does not necessarily lead

to obtaining a residence permit on that ground (e.g. citizens of countries in the Schengen area wouldn't need a residence permit in the first place), it would be interesting to see in how far the change of regulation has impacted (queer) partner migration to Sweden in reality.

Lastly, the romantic partner motive shows significant correlations with age and gender identity. The data in Table 4.20 implies that among the sample that this motive becomes more likely as the respondent gets older. This seems to correspond to what was found by Wimarck (2016a), that partner migration generally takes place at a later age. He found this effect especially strong among gay men. However, one cannot just assume that this is the case for individuals of all queer identities. As Table C.20 shows, non-cisgender respondents are much less likely to report having a partner in Sweden as a migration motive than cisgender respondents. An immediate reason for this correlation cannot be found, but Ahlstedt's (2016:179-183, 218) findings imply that because of the non-normativity of being a non-cisgender person in Sweden, relationships of non-cisgender migrants are often put under more scrutiny and less accepted by society when compared a relationship between two cisgender individuals. This is something that could make the partner migration motive more unlikely for them. Furthermore, previous studies found that many queer asylum seekers in the Global North do not obtain a refugee status because of dominating (Western) paradigms on gender identity and sexual orientation (Raj, 2016). It is possible that similar processes are a constraint for non-cisgender individuals who would want to move to Sweden in the context of partner migration.

4.3.2 Queer-friendliness as the most important motive: binomial regression

As mentioned in the Introduction, this thesis critically examines the notion of the liberationist narrative surrounding queer migration. So far, it can be said that queer-friendliness has been proven relatively important among the sample population, 58.8% of the respondents indicate that they found Sweden's image as a queer-friendly country (very) important during their migration decision-making process. However, this number also indicates, that for part of the sample, the queer-friendly

image might be recognizable, but not necessarily important. Therefore, it is interesting to analyse whether differences can be found among respondents based on their overall image of Sweden, the way they constructed this image, other motives they might have held and their demographic traits. First, it was tested for which part of the sample queer-friendliness was the most important motive.

To do so, a binomial logistic regression was performed on a newly created dichotomous variable: “*Queer-friendliness most important motive*”. This variable was created by recoding the variable regarding the most important migration motive, into a variable with two categories, one consisting of the original answer categories “*Persecution based on queer identity*” and “*More accepting environment*”, and one consisting of all the other categories. The frequencies of this value, displayed in Table 4.21, show that for 19.3% of the respondents, Sweden being a queer-friendly country was the immediate cause of their migration.

Table 4.21. Frequencies: *Queer-friendliness most important motive*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	19,3	19,3	19,3
	No	96	80,7	80,7	100,0
Total		119	100,0	100,0	

In the binomial regression, ordinal variables indicating the score on a Likert scales, for example, the importance of the sources of information to the respondent, were treated as continuous variables in the regression. Even though doing it is not entirely undisputed, it is a quite common practice in statistical analysis to treat Likert scales with five categories or more as continuous variables in regression, as under most conditions this will only marginally impact the results (Johnson & Creech, 1983:406).

Before running the regression, the variables on which the regression was based were determined by performing bivariate analyses between each category of variables (place image characteristics, value associations, visual associations, place image construction, migration motives and demographic traits) and *Queer-friendliness most important motive*. This showed that only a few variables can be considered as having significant positive correlations to the intended dependent variable. In the end, the following variables were selected:

Value association: environmentally friendly, Source of information: information fairs, Motive: persecution on a different ground, Gender identity and Home country's GHI-score. Based on this, the two nominal variables used were recoded into dummy variables with *Non-cisgender* being the reference category for Gender and *low* being the reference category for Country's GHI-score.

Table 4.22. Binomial logistic regression: *Omnibus Tests of Model Coefficients*

		Chi-square	df	Sig.
Step 1	Model	49.518	7	.000

Table 4.23. Binomial logistic regression: *Model Summary*

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	39.781 ^a	.379	.657

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than .001.

Table 4.24. Binomial logistic regression: *Classification Table^a*

	Observed		Predicted		Percentage Correct
			Queer-friendliness most important motive	Yes	
Step 1	Queer-friendliness most important motive	No	84	4	95.5
		Yes	5	11	68.8
	Overall Percentage				91.3

a. The cut value is .500

Table 4.22, shows that the model is significantly better in predicting whether queer-friendliness is the most important motive among respondents than the baseline model. In this case, the baseline model would be a regression on the dependent variable *Queer-friendliness as the most important motive* in which all other variables would be treated as independent. In Table 4.23, the Nagelkerke R² is quite high at 0.657. This indicates that approximately 65.7% of the variation in the dependent variable can be explained by the model. According to the Classification Table (Table 4.24), the model correctly classifies the variable in 91.3% of the cases. If queer-friendliness is indeed the most important motive, the model predicts this correctly in 68.8% of the cases. Based on all of this, one can argue that the model is useful in predicting among which of the respondents queer-friendliness is the most important motive.

Table 4.25. Binomial logistic regression: *Variables in the Equation*

Step		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
1 ^a	Value association: environmentally friendly	-1.088	.401	7.363	1	.007	.337	.153	.739
	Source of information: information fairs	2.36	.245	.926	1	.336	1.266	.783	2.046
	Motive: persecution based on different ground	.698	.331	4.443	1	.035	2.099	1.050	3.844
	Gender: cisgender man	-2.121	1.110	3.653	1	.056	.120	.014	1.056
	Gender: cisgender woman	-3.126	1.469	4.527	1	.033	.044	.002	.782
	Home country's GHI-score: high	-4.158	1.787	5.416	1	.020	.016	.000	.519
	Home country's GHI-score: middle	-2.154	1.108	3.783	1	.052	.116	.013	1.017
	Constant	3.286	2.305	2.033	1	.154	26.747		

a. Variable(s) entered on step 1: Value association: environmentally friendly, Value association: sustainable, Source of information: information fairs, Motive: persecution on different ground, Gender: cisgender man, Gender: cisgender woman, Home country's GHI-score: middle and Home country's GHI-score: low.

Looking at Table 4.25, one can conclude that when controlling for the other variables in the model, the level respondent's association of the value environmentally friendly with Sweden has indeed a significant relationship with having a queer-related most important migration motive ($p < 0.05$). In other words, the chance that a respondent has *Persecution based on queer identity* or *More accepting environment* as their most important migration motive decreases by about 3 times with each step higher on the Likert-scale of the environmentally friendly Likert scale ($B = .337$). This means that either the environmental friendly value association is very weakly developed among respondents with a queer-friendly related motive as their most important migration motive, or it is very strongly developed among respondents with a different most important one.

When looking at the importance of information fairs in constructing place image, however, the effect found in the bivariate analysis becomes negated in the model. This would usually imply that one of the other variables in this model is interfering with the importance of information fairs. However, in none of the other bivariate analyses, any significant correlation between the importance of information fairs and another variable was found. Therefore, the high correlation found in the bivariate analysis is likely to have been a fluke.

Regarding motives, besides *Persecution based on queer identity* or *More accepting environment*, one finds that *Persecution based on different ground* is also a significant variable in the model ($p < 0.05$). The chance of a respondent having a queer-friendly related migration motive as the most important one increases with about 2 points for each higher rating on the Likert-scale. This means that respondents with a queer-friendly related motive as their most important one, are much more likely to simultaneously find persecution based on a different ground to be an important migration motive ($B = 2.099$).

Considering gender, one can say that cisgender respondents are more likely to have their most important migration motive being a queer-friendly one than non-cisgender respondents. However, if the 95%-confidence level is assumed, it would only be safe to assume statistical significance on the difference exists between cisgender women and cisgender respondents ($p < 0.05$). In this case, one could say that non-cisgender respondents are approximately about 23 times as likely to have a queer-friendly related most important motive than cisgender women ($B = 0.014$). According to the model, a cisgender man would be about 8 times as likely to have so, but statistical significance cannot be assumed ($B = 120$; $p > 0.05$).

Lastly, looking at the country's GHI-scores, a significant correlation is only found with the 'high' category, thus with respondents coming from countries with a high social acceptance rate of queer people ($p < 0.05$). Respondents coming from one of these countries are approximately 62.5 times less likely to have a most important migration motive that is queer-friendly related, than respondents from countries with a low GHI-score ($B = 0.016$). While respondents coming for countries with a middle GHI-score this would be about 8 times less likely ($B = 0.0116$), statistical significance cannot be assumed ($p > 0.05$).

4.3.3 Predicting the level of importance of queer-friendliness: multivariate regression

The binomial model introduced in the previous subsection predicts whether a respondent has a queer-friendly related motive as their most important migration motive. However, for respondents who have a different motive as their most important one, for instance, education, Sweden's (perceived) queer-friendliness still might have been a factor in their migration decision-making. A multivariate regression can test if there are predictors for the importance of this factor among the sample population. However, this should only be tested among only the respondents who did not have a queer-friendly related motive as their most important importance, since it was already found out which other characteristics apply to them. This time we consider the extent of the importance of queer-friendliness among migrants who have a different most important motive than a queer-friendly related one. Therefore, before running the multivariate analysis, only these cases were selected in the dataset.

Moreover, a new variable had to be created that indicates the extent to which a respondent found queer-friendliness important in their migration decision-making process: *Importance of queer-friendliness*. This variable was computed based on the score on *More accepting environment* and *Relative importance queer-friendliness*. The outcome was a continuous linear variable with a value between 0 and 5 which indicates in how far Sweden's (perceived) queer-friendliness can be considered an important factor in the respondents' destination decision-making, with 0 being the least important and 5 being the most important. Table C.21 (Appendix C) displays the descriptive statistics of this value and shows that to the average respondent, Sweden's queer-friendliness was slightly more unimportant than important in their migration decision-making process ($\mu=4.81$). However, the range of values is quite big (0.00 to 9.17), as well as the standard deviation (2.48). This indicates that a big variance of scores on this variable can be found among the sample.

After creating this new variable, the three variables based on which it was computer were excluded from the dataset, as they would have perfect multicollinearity with the dependent variable. Since the model intends to predict which other variables can predict what is essentially a combination of these three, leaving these variables in the dataset would lead to too much intervention. To compute a model that could predict this value, there were first bivariate analyses performed between this new variable and the other categories of variables. The bivariate analyses led to significant correlations between the dependent variable and the following: *Value association: authentic, Source of information: news media, Motive: persecution based on different ground, Motive: education opportunity, Motive: quality of life, Most important migration motive and Home country's GHI score.*

The valuables measuring the *levels of importance* of the different migration motives would, of course, correlate with what respondents report as their *most important* migration motive so it would not have been wise to include all of these in the model. Instead, it was chosen to look at what the respondents considered to be their most important migration model. Therefore, this variable was recoded into dummy variables. *Education* was chosen as the reference category, as it had the lowest average mean score on *Importance of queer-friendliness* ($\mu=6.8333$; see Table C.22). The category of *Friends and family* was not included in the dummy variables, as no respondents reported this as their most important migration motive. Lastly, the dummy variables for Home country's GHI-score from the binomial logistic regression were used again, with 'high' being the reference category. The three tables below display the output of the regression.

Table 4.26. Multivariate regression: *Model Summary*^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.653 ^a	.427	.361	2.00663	1.785

a. Predictors: (Constant), Value association: authentic, Source of information: news media, Motive: persecution based on different ground, Motive: education opportunity, Motive: quality of life and Home country's GHI score

b. Dependent Variable: Importance of queer-friendliness

Table 4.27. Multivariate regression: *ANOVA^a*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	236.597	9	26.289	6.529	.000 ^b
Residual	318.100	79	4.027		
Total	554.697	88			

a. Dependent Variable: Importance of queer-friendliness

b. Predictors: (Constant), Value association: authentic, Source of information: news media, Motive: persecution based on different ground, Motive: education opportunity, Motive: quality of life and Home country's GHI score

Table 4.28. Multivariate regression: *Coefficients^a*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 Constant	2.511	.969		2.590	.011		
Value association: authentic	-.131	.181	-.063	-.703	.484	.904	1.105
Source of information: news media	.184	.208	.080	.882	.380	.872	1.146
Most important motive: persecution based on different ground	1.954	2.117	.083	.923	.359	.909	1.101
Most important motive: economic opportunity	2.448	.753	.310	3.253	.002	.801	1.249
Motive: romantic partner	.237	.675	.032	.341	.726	.850	1.176
Most important motive: quality of life	1.693	.544	.308	3.110	.003	.738	1.354
Most important motive: not-listed	1.206	2.097	.051	.575	.567	.926	1.079
Home country's GHI-score: middle	1.721	.503	.323	3.420	.001	.813	1.230
Home country's GHI-score: low	2.692	.639	.442	4.216	.000	.661	1.514

a. Dependent Variable: Importance of queer-friendliness

Based on above tables, it is possible to assume that the model predicts around 36.1% of the variance of the importance of queer-friendliness in the migration decision-making process of the sample population (Adjusted $R^2=0.361$) and that it is statistically significant ($p<0.05$). However, when controlling for all other variables, some of the variables that previously had a statistically significant bivariate correlation the importance of queer-friendliness become negated in the model ($p>0.05$). This implies that the statistically significant variables function as intervening variables to these. Specifically, this concerns the variables that indicate the respondents' association of Sweden with the value authentic and the importance of news media as a source of information to them.

Despite not being significant in the model, it is interesting to look at the magnitude and direction of their effects on the importance of queer-friendliness. Each step on the Likert scale towards more recognition of Sweden's association with the value authentic leads to a decrease of -0.131 ($B = -0.131$). Thus, respondents to whom queer-friendliness is important are slightly less likely to associate Sweden with the value authentic. However, since no correlation has been found to the *Authentic* place image characteristic overall - which includes several other value and visual associations - the image of Sweden as an authentic place, can still be assumed as recognizable to these respondents. The importance of news media as a source of information adds 0.184 to the dependent variable with each step higher on the Likert scale ($B = 0.184$). This can be explained through the previous correlation that was found between the use of news media and the respondent's home country's GHI-score, as will be shown below.

Regarding the migration motives, one can say that some are statistically significant in the model and others are not. While the effect of persecution is relatively strong ($B = 1.954$; $\beta = 0.923$), it is not statistically significant in the model. This may be explained by the fact that relatively few respondents in the sample indicated this as their most important motive ($N = 5$; Table B.14). It would be interesting to examine if a significant effect would be found in a larger scale research. This would imply then that queer migrants to Sweden who are obtain refugee protection in Sweden on a ground different than their queer identity, still consider Sweden's queer-friendly place image as important in their decision-making process.

Economic opportunity and quality of life are both statistically significant. Looking at Table 4.31, one can conclude that if economic opportunity is the most important motive to the respondent, it increases their score on queer-friendliness with 2.448 ($B = 2.448$), when compared to respondents with education as their most important one. For quality of life this effect is 1.693 ($B = 1.693$). This implies that respondents who have migrated to Sweden because of an economic opportunity or because of its perceived high quality of life, also find queer-friendliness important.

Having a romantic partner in Sweden or having a non-listed most important motive do not have statistically significant effects. The case for a non-listed motive is easily explainable, as only one respondent indicated this. Thus, no real conclusion can be drawn from this. However, the most important motive being a romantic partner, might not be statistically insignificant when compared to education, but still provides relevant information. As its effect is very low ($B=0.023$), this indicates that having a romantic partner in Sweden as the most important motive would, similar to having education as the most important motive, lead to a low score on the importance of queer-friendliness.

Lastly, considering the respondent's home countries, significant correlations are found. The model predicts that if a respondent comes from a home country that has a low GHI-score their score on the dependent variable increases with 2.692 ($B=2.692$) when compared to a respondent from a country with a high GHI-score. For respondent coming from countries with a middle GHI-score, this increase would be with 1.721 ($B=1.721$). This makes sense, as a high GHI-score indicates a higher social acceptance of queer people overall. For respondents coming from a country that already has a relatively high social acceptance rate of queer people, the queer-friendliness is likely to be less of a consideration in their decision-making process.

In short, this section found that some migration motives correlate with place image characteristics, construction of place image and demographic traits. Moreover, based on the binomial and multivariate regression, one could say that Sweden's imagined queer-friendliness has been important in the migrant's decision-making progress. Figure 4.1 (next page) displays a matrix that displays the relation of the importance of queer-friendliness among the respondents and the factors in the migration decision-making process. It shows that the importance of queer-friendliness is not impacted much by a respondent's place image of Sweden or how they constructed it. However, it seems to be influenced relatively strongly by the respondents' migration motives and some of their demographic traits. While the Place image of Sweden was not necessarily very different throughout the sample,

the respondents made different use of place image in their migration decision-making process. Based on this one could say that the sample population, in general, does imagine Sweden as a queer-friendly place, but that the importance of Sweden's queer-friendliness varies among respondents with different migration motives, gender identities and home countries.

Figure 4.1. Matrix displaying the most important findings that answer the main research question

<i>Importance of queer-friendliness</i>	Directly related to (main) migration motive	Unrelated to (main) migration motive, but important	Unimportant to moderately important
<i>Place image of Sweden</i>	Progressive; less frequently seen as environmentally friendly	Progressive	Progressive; less frequently seen as authentic
<i>Construction of place image</i>	Information fairs seem slightly more important, news media, online media, friends and family in Sweden	News media (slightly more important), online media, friends and family in Sweden	News media, online media, friends and family in Sweden
<i>Migration motive(s)</i>	Persecution in home country based on gender identity/sexual orientation or a different ground	Economic opportunity, high quality of life	Education, romantic partner in Sweden
<i>Demographics</i>	More likely non-cisgender and low social acceptance of queer people in home country	More likely cisgender and low or medium acceptance of queer people in home country	More likely cisgender and high acceptance of queer people in home country

V. CONCLUSION AND DISCUSSION

This thesis concerned itself with place image as an aspect during the decision-making progress of queer migrants to Sweden. Special attention was devoted to the imagination of Sweden as a progressive and queer-friendly country and what the effects of this are on the queer migration experience. Based on the statistical analysis of data collected through a survey among 119 respondents, some interesting relations between place image, queer-friendliness and migration decision-making were found.

The most important findings can be summarized by reviewing them in relation to the research questions stated in the Introduction. The first question, - *“What is Sweden’s place image among queer migrants, prior to their arrival?”* - can be answered by saying that it is quite similar to the message that Sweden actively attempts to construct through place branding efforts. Namely, all four characteristics of the place image that Sweden desires to portray itself as - progressive, sustainable, innovative and authentic - are recognisable to the sample, with progressive being an extra noteworthy trait. However, it is interesting to note that the migrants’ place image seems mostly based on Sweden’s association with specific values, rather than specific visual imagery, except for when it comes to Sweden’s image as an authentic place.

The answer to the second question - *“To what extent do queer migrants image Sweden as a queer-friendly place?”* - is that Sweden’s queer-friendliness is well recognised among the sample, especially as part of its progressive place image. However, slight differences can be found among respondents with different gender identities and sexual orientations, as well as based on the different ways in which respondents construct their place image.

This leads to the third question - *“How do queer migrants construct their place image of Sweden prior to their arrival?”* This can be answered by saying that it is primarily constructed through the attraction focus, rather than the retention focus. The most important sources of information which migrants use in

constructing place image are news media, online media, and friends and family living in Sweden.

The fourth and fifth questions – “*What are the most important migration motives of queer migrants to Sweden?*” and “*How do motives relating to their queer identity influence queer migrants in their decision-making process?*” – bring about the answer that among the sample education and Sweden's quality of life are important migration motives, but that differences exist among different demographic groups. Queer-friendliness does seem to impact the migration decision-making process of many respondents, but definitely not of everyone. Notable differences in the importance of queer-friendliness can be found between respondents with different migration motives, gender identities and home countries.

When reviewing the premise of the liberationist narrative criticised by Luibhéid & Cantú Jr., one could say that based on these results, it would not entirely hold up in this research. Motives relating to queer-friendliness are important to many respondents, especially those coming from the Global South. Still a certain share of the sample mainly migrated to Sweden to follow an education or to be with their partner, without really considering its queer-friendliness that much. And even among those to whom Sweden's queer-friendliness is relatively important, it is important to distinguish between those who regard a motive related to Sweden's queer-friendliness as their most important migration motive and those who hold a different most important motive, but still found Sweden's (imagined) queer-friendliness an influential factor in their migration decision-making process. Considering the overarching research question – *What is the influence of Sweden's place image on queer migrants' decision-making processes?* – based on this thesis, I found that while place images of Sweden might not differ that much between migrants, they make use of place image differently, according to their background and migration motives. Queer migrants seem to have picked out the place image characteristics that are aligned with their motives, and based on that apparently came to the conclusion that Sweden has sufficient place utility to them to be a migration destination.

Looking back at the aims presented in the Introduction, I can say that this thesis has been successful. I have been able to gain some insight in the place image of Sweden among queer migrants prior to their arrival, in the ways they construct this place image, and in the different roles that Sweden's (imagined) queer-friendliness can play in the migration decision-making process. While one should be careful to generalize the findings among the sample to the entire population of queer migrants in Sweden, this thesis shows different ways in which the decision-making process of a (potential) queer migrant might develop. Furthermore, with this thesis, I have demonstrated how the concept of place image fits into a framework that studies migration. Therefore, I have gained further understanding of how this concept is useful for further understanding migration decision-making processes in general.

That the thesis can be viewed as having been successful in answering its research questions and achieving its aims, does not mean that it is without limitations. First and foremost, as has been mentioned, the sample is unlikely to be representative of the entire population. Even though it was never my aim to conduct a study that is completely generalizable, it is necessary to keep in mind that this thesis is descriptive and exploratory, rather than concluding. Future research on the case of queer migrants to Sweden, is, therefore, highly encouraged. Secondly, the use of an anonymous (online) survey as the method of data collection can lead to respondents interpreting certain concepts differently than what is intended. Furthermore, it can lead to unreliable responses being recorded. Despite these shortcomings, the methods used were the ones that had the potential to gain the most accurate and most representative data, as has been explained in the Methodology chapter.

With regards to the limitations pointed out above, it is highly recommended that future research uses the framework and insights from this thesis and apply them to studies on a larger and more diversified scale. Moreover, while a future quantitative study has the potential to understand broader patterns and processes, the topic of queer migration, both to Sweden and in general, would also benefit from qualitative research. Based on qualitative data, the patterns and

processes found in quantitative research could be more specified and put into context, which would elucidate the entire queer migration experience. My last recommendation is more substantive to the case of queer migration to Sweden; rather than only examining queer migrants' place image prior to their arrival, it would also be very interesting to compare these to the place image and experience of the migrants after having lived in Sweden for a while. As has been suggested in studies on queer migration and place image, the (lived) experience in a place might be significantly different than what is presented in its place image, especially for migrants and queer people. Drawing from literature about Sweden's place image, specifically, the country seems (slightly) underdeliver when it comes to the progressive and queer-friendly image it presents.

In conclusion, I can say that with this thesis, I have been able to take knowledge of queer migration, an upcoming field within migration scholarship, a small step further. I am happy to have done so, not only from the position as a researcher but also as a queer person, not to mention a queer migrant, myself. The queer experience offers a different but still somewhat concealed perspective on migration. As research moves along and we uncover more of its complexities, we can also further uncover the valuable potential it has to offer to scholarship on migration and human geography overall.

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APPENDIX A. SURVEY

The Swedish "brand" and reputation

At first, we would like to ask some questions about how you thought of Sweden before you moved here.

Please indicate how strongly you would have agreed that the terms below would apply to Sweden, *before* you moved here.

	Strongly disagree	Disagree	Nor disagree, nor agree	Agree	Strongly agree	Don't know
Authentic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equal distribution of wealth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gender equal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Progressive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rich in nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Queer-friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is there a term which you would have associated with Sweden *before* moving here and that is not listed above?

- No
- Yes (please state)

1. The Visual image of Sweden

On this page, eight photos of Sweden are presented.

Please indicate to that extent you would have associated each of these images with Sweden *before* you moved here.



Image source: Wikimedia Commons/Yegor Zhuralyov

In how far would you have associated this image with Sweden?

- Not at all
- A little
- Fairly so
- A lot
- Very much
- Definitely



Image source: Flickr/Edward Stojakovic

In how far would you have associated this image with Sweden?

- Not at all
- A little
- Fairly so
- A lot
- Very much
- Definitely



Image source: Wikimedia Commons/Arild Vågen

In how far would you have associated this image with Sweden?

- Not at all
- A little
- Fairly so
- A lot
- Very much
- Don't know



Image source: Wikimedia Commons/Sjoge~commonswiki

In how far would you have associated this image with Sweden?

- Not at all
- A little
- Fairly so
- A lot
- Very much
- Don't know



Image source: Wikimedia Commons/Jonatan Svensson

In how far would you have associated this image with Sweden?

- Not at all
- A little
- Fairly so
- A lot
- Very much
- Don't know



Image source: Flickr/Ari Helminen

In how far would you have associated this image with Sweden?

- Not at all
- A little
- Fairly so
- A lot
- Very much
- Don't know



Image source: PxHere/Kai Nurmi

In how far would you have associated this image with Sweden?

- Not at all
- A little
- Fairly so
- A lot
- Very much
- Don't know



Image source: Wikimedia Commons/Johan Jönsson

In how far would you have associated this image with Sweden?

- Not at all
- A little
- Fairly so
- A lot
- Very much
- Don't know



Image source: Pexels/Jonathan Pettersson

In how far would you have associated this image with Sweden?

- Not at all
- A little
- Fairly so
- A lot
- Very much
- Don't know

2. Sources of information

On the previous two pages, you answered several questions about your image of Sweden before moving here. On this page you will answer some questions about how this image was formed.

Please indicate how important each of the following sources of information were for you to form an image of Sweden *before* you moved here?

	Very unimportant	Unimportant	Neither unimportant, nor important	Important	Very important	Don't know
News media (e.g., newspapers, televised news)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online non-news media (e.g., blogs, online forums)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media (e.g., Facebook, Instagram)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact with friends and family who are living in or have visited Sweden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Movies, documentaries, TV shows, books, music or video games from or about Sweden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements from Swedish brand or products (e.g., Fjällraven, IKEA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An information meeting or information fair about migration to, living in, working in or studying in Sweden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An event organized by a foreign representation, such as an embassy, of Sweden or the EU in your home country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is there a source of information which was important to you while gathering information about Sweden before you decided to immigrate here, and that is not listed in the previous question?

No

Yes (please state)

Before moving to Sweden, had you visited the country before (e.g., as a tourist)? If yes, how much time in total had you already spent in Sweden (on all your visits)?

No

Yes, one week or shorter

Yes, one week to one month

Yes, more than one month

3. Motives

Now, there will follow a couple of questions related to reasons why someone would move to Sweden

Below you will find some common statements as to why a person would migrate to a different country.

Please indicate how strongly you agree that these statements applied to your own move to Sweden.

	Strongly disagree	Disagree	Nor disagree, nor agree	Agree	Strongly agree	Don't know
I moved to Sweden because I experienced persecution based on my gender identity and/or sexual orientation in my home country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I moved to Sweden because I experienced persecution in my home country based on a ground different than my gender identity and/or sexual orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I moved to Sweden because it offers a more accepting environment for people with the same gender identity and/or sexual orientation as me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I moved to Sweden because of (an) educational opportunity /opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I moved to Sweden because of (an) economic opportunity/opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I moved to Sweden because my romantic partner lives here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I moved to Sweden because I have friends or family that live here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I moved to Sweden because of its overall quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is there a reason that is not listed in the previous question but which was important to you in deciding to move to Sweden?

No

Yes (please state)

Which of the reasons listed above would you say was *the most important* in your decision to move to Sweden?

- Persecution in my home country based on my gender identity and/or sexual orientation
- Persecution in my home country based on a ground different to my gender identity and/or sexual orientation
- Sweden's more accepting environment to people with the same gender identity and/or sexual orientation as me
- Sweden's high quality of life
- Education opportunity/opportunities
- Economic or job-related opportunity/opportunities
- A romantic partner that lives here
- Friends or family that live here
- Don't know
- Other reason (please state)

Compared to other reasons, how important would you say that Sweden's *image as a queer-friendly country* was in making your decision to move here?

- Very unimportant
- Unimportant
- Neither unimportant, nor important
- Important
- Very important

4. Demographics

Lastly, you will answer some demographic questions.

In which year did you move to Sweden?

Before moving to Sweden, which country did you consider to be your home country?

What is your sexual orientation? Select all that apply.

- (Mostly) heterosexual
- (Mostly) bisexual
- (Mostly) homosexual
- (Mostly) asexual
- Questioning
- I prefer not to disclose my sexual orientation
- Not listed (please state)

What is your gender identity? Select all that apply

- Female
- Male
- Trans female/trans woman
- Trans male/trans man
- Non-binary and/or genderfluid
- I prefer not to disclose my gender identity
- Not listed (please state)

In which Swedish county do you live?

- Stockholm
- Västerbotten
- Norrbotten
- Uppsala
- Södermanland
- Ostergötland
- Jönköping
- Kronoberg
- Kalmar
- Gotland
- Blekinge
- Skåne
- Halland
- Västra Götaland
- Värmland
- Västmanland
- Dalarna
- Gävleborg
- Västernorrland
- Jämtland

What is your age in number of years?

What is your highest finished level of education?

- I have not finished any formal education
- Primary education (e.g. comparable to 6th grade of *grundskola* in Sweden)
- Lower secondary education (e.g. comparable to the 9th grade of *grundskola* or comprehensive school in Sweden)
- Upper secondary education (e.g. comparable to *gymnasium* or high school in Sweden)
- Post-secondary education (e.g. comparable to university)

APPENDIX B. DESCRIPTIVE STATISTICS AND FREQUENCIES

Table B.1. Descriptives: *Scores on the variables regarding recognition of place image characteristics*

	N	Minimum	Maximum	Mean	Std. Deviation
Sustainable	119	2.00	5.00	3.6246	.65030
Innovative	119	1.50	5.00	2.9391	.66061
Progressive	119	2.40	5.00	3.9916	.54766
Authentic	119	2.14	4.71	3.3914	.47833
Valid N (listwise)	119				

Table B.2. Descriptives: *Please indicate how strongly you would have agreed that the terms below would apply to Sweden, before you moved here.*

	N	Minimum	Maximum	Mean	Std. Deviation
Authentic	119	0	5	3.37	1.213
Creative	119	0	5	3.74	.916
Environmental friendly	119	1	5	4.23	1.012
Equal distribution of wealth	119	0	5	3.67	1.136
Gender equal	119	0	5	4.35	1.038
Innovative	119	0	5	3.77	1.238
Progressive	119	0	5	4.37	.919
Rich in nature	119	0	5	4.00	1.017
Sustainable	119	0	5	4.26	1.004
Queer-friendly	119	2	5	4.33	.738

Table B.3. Frequencies: *Please indicate how strongly you would have agreed that the terms below would apply to Sweden, before you moved here.*

	Strongly disagree		Disagree		Nor disagree. nor agree		Agree		Strongly agree		Don't know	
	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.
Authentic	3	2.5	9	7.6	43	36.1	39	32.8	19	16.0	6	5.0
Creative	3	2.5	2	1.7	35	29.4	57	47.9	21	17.6	1	0.8
Environmental friendly	3	2.5	6	5.0	14	11.8	34	28.6	62	52.1	0	0.0
Equal distribution of wealth	2	1.7	15	12.6	15	12.6	60	50.4	24	20.2	3	2.5
Gender equal	1	.8	3	2.5	5	4.2	39	32.8	68	57.1	3	2.5
Innovative	0	.0	1	0.8	24	20.2	55	46.2	31	26.1	8	6.7
Progressive	0	.0	1	0.8	13	10.9	36	30.3	67	56.3	2	1.7
Rich in nature	0	.0	6	5.0	13	10.9	60	50.4	37	31.1	3	2.5
Sustainable	3	.5	3	2.5	11	9.2	40	33.6	61	51.3	1	0.8
Queer-friendly	0	.0	2	1.7	13	10.9	48	40.3	56	47.1	0	0.0

Table B.4. Frequencies: *Is there a term which you would have associated with Sweden before moving here and that is not listed above? - Yes (please state)*

		Freq.	Perc.		Freq.	Perc.
Valid	"Leftish"	1	.8	impersonal	1	.8
	Arrogant	1	.8	Impersonal	1	.8
	Blunt	1	.8	Lagom	1	.8
	calm/peaceful	1	.8	Liberal	1	.8
	cold climate	1	.8	Open	1	.8

democratic	1	.8	open to the world	1	.8
expensive	1	.8	peaceful	1	.8
Expensive	1	.8	Peaceful	2	.8
Friendly to foreigners	1	.8	rational	1	.8
happy	1	.8	Simple minimalistic design (esp. Furniture). Love for use of woods	1	.8
High educated	1	.8	straightforward	1	.8
high level education	1	.8	Unfriendly	1	.8
High quality of life	2	1.7			
Total	27	22.7			
Missing	92	77.3			
Total	119	100.0			

Table B.5. Descriptives: *In how far would you have associated this image with Sweden?*

	N	Minimum	Maximum	Mean	Std. Deviation
Turning Torso	119	0	5	2.08	1.403
Gamla Stan	119	1	5	3.80	1.176
Sergels Torg	119	0	5	2.17	1.342
Hällingsåfallet	119	0	5	2.83	1.195
Stockholm Pride	119	0	5	3.24	1.233
Coastal village	119	1	5	3.91	1.033
Lapland	119	1	5	3.68	1.073
Recycling Station	119	0	5	2.39	1.290
Farmland	119	0	5	2.15	1.039
Valid N (listwise)	119				

Table B.6. Frequencies: *In how far would you have associated this image with Sweden? (n=119).*

	Not at all		A little		Fairly so		A lot		Very much		Don't know	
	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.
Turning Torso	54	45.5	15	12.6	22	18.5	13	10.9	9	7.6	6	5.0
Gamla Stan	4	3.4	18	15.1	18	15.1	37	31.1	42	35.3	0	.0
Sergels Torg	47	49.5	27	22.7	22	18.5	9	7.6	11	9.2	3	2.5
Hällingsåfallet	12	10.1	40	33.6	33	27.7	19	16.0	14	11.8	1	0.8
Stockholm Pride	8	6.7	19	16.0	45	37.8	21	17.6	24	20.2	2	1.7
Coastal village	0	2.5	3	2.5	21	17.6	46	37.8	39	32.8	0	.0
Lapland	3	2.5	15	12.6	30	25.2	40	33.6	31	26.1	0	.0
Recycling station	24	20.2	27	22.7	34	28.6	21	17.6	4	3.4	9	7.6
Farmland	31	26.1	49	41.2	24	20.2	10	8.4	3	2.6	2	1.7

Table B.7. Descriptives: *Please indicate how important each of the following sources of information were for you to form an image of Sweden before you moved here?*

	N	Minimum	Maximum	Mean	Std. Deviation
News media	119	1	5	3.38	1.172
Online media	119	0	5	3.50	1.065
Social media	119	0	5	3.30	1.154
Friends and family	119	0	5	3.20	1.645
Popular culture	119	1	5	3.18	1.319
Advertisements	119	0	5	2.69	1.254
Migration information meetings	119	0	5	2.45	1.731
Public diplomacy events	119	0	5	2.08	1.595
Valid N (listwise)	119				

Table B.8. Frequencies: *Please indicate how important each of the following sources of information were for you to form an image of Sweden before you moved here? (n=119)*

	Very unimportant		Unimportant		Neither unimportant. nor important		Important		Very important		Don't know	
	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.
News media	7	5.9	26	21.8	21	17.6	45	37.8	20	16.8	0	.0
Online media	5	4.2	19	16.0	12	10.1	67	56.3	12	10.1	1	.8
Social media	9	7.6	12	10.1	39	32.8	42	35.3	15	12.6	2	1.7
Friends and family	15	12.6	24	20.2	13	10.9	21	17.6	39	32.8	7	5.9
Popular culture	9	7.6	42	34.3	12	10.1	31	26.1	25	21.1	0	.0
Advertising	28	23.5	24	20.2	23	19.3	40	33.6	3	2.5	1	.8
Migration information meetings	34	28.6	12	10.1	13	10.9	26	21.8	18	15.1	16	13.4
Public diplomacy events	52	43.7	9	7.6	16	13.4	16	13.4	13	10.9	13	10.9

Table B.9. Frequencies: *Before moving to Sweden, had you visited the country before (e.g. as a tourist)? If yes, how much time in total had you already spent in Sweden (on all your visits)?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	60	50.4	50.4	50.4
	Yes. one week or shorter	35	29.4	29.4	79.8
	Yes. one week to one month	14	11.8	11.8	91.6
	Yes. more than one month	10	8.4	8.4	100.0
	Total	119	100.0	100.0	

Table B.10. Frequencies: *Is there a source of information which was important to you while gathering information about Sweden before you decided to immigrate here and that is not listed in the previous question? - Yes (please state)*

		Frequency	Percent	Frequency	Percent	
Valid	contact with swedish people	1	.8	Sweden.se	1	.8
	Courses	1	.8	sweden.se and the local Swedish culture	1	.8
	Education (history in high school)	1	.8	swedish government websites	1	.8
	Google (Maps. Earth. Search in general)	1	.8	swedish people	1	.8
	High school	1	.8	Swedish tourists in my country	1	.8
	Holidays in Sweden	1	.8	University lectures about EU and Sweden	1	.8
	meeting Swedish people abroad.	1	.8	university website	1	.8
	Migration agency website	1	.8	University website	1	.8
	Migrationsverket website	1	.8	vacations in sweden	1	.8
	my own visits in Sweden	1	.8	Sweden before	1	.8
	personal visit to Sweden	1	.8	Work programme website	1	.8
	school	1	.8			
	Total	24	20.2	100.0		
Missing		95	79.8			
	Total	119	100.0			

Table B.11. Descriptives: *Below you will find some common statements as to why a person would migrate to a different country. Please indicate how strongly you agree that these statements applied to your own move to Sweden*

	N	Minimum	Maximum	Mean	Std. Deviation
Persecution based on queer identity	119	1	5	2.48	1.534
Persecution based on different ground	119	1	5	2.11	1.376
More accepting environment	119	1	5	3.55	1.293
Education opportunity	119	1	5	3.67	1.391
Economic opportunity	119	1	5	3.08	1.296
Romantic partner	119	0	5	1.90	1.434
Friends or family	119	1	5	1.97	1.248
Quality of life	119	1	5	4.05	1.007
Valid N (listwise)	119				

Table B.12. Descriptives: *Below you will find some common statements as to why a person would migrate to a different country. Please indicate how strongly you agree that these statements applied to your own move to Sweden*

	Strongly disagree		Disagree		Nor disagree. nor agree		Agree		Strongly agree		Don't know	
	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.	Freq.	Perc.
Persecution based on queer identity	49	41.2	20	16.8	13	10.9	18	15.1	19	16.0	0	.0
Persecution based on different ground	60	50.4	23	19.3	8	6.7	19	16.0	9	7.6	0	.0
More accepting environment	9	7.6	23	19.3	14	11.8	39	32.8	34	28.6	0	.0
Education opportunity	9	7.6	23	19.3	17	14.3	19	16.0	51	42.9	0	.0
Economic opportunity	17	14.3	24	20.2	31	26.1	27	22.7	20	16.8	0	.0
Romantic partner	76	63.9	5	4.2	18	15.1	4	3.4	14	11.8	2	1.7
Friends or family	66	55.5	14	11.8	21	17.6	13	10.9	5	4.1	0	.0
Quality of life	3	2.5	4	3.4	27	22.7	35	29.4	50	42.0	0	.0

Table B.13. Frequencies: *Is there a reason that is not listed in the previous question but which was important to you in deciding to move to Sweden? - Yes (please state)*

	Frequency	Percent
Valid		
accepting and open society	1	.8
culture	1	.8
English proficiency of swedes	1	.8
i already knew the language	1	.8
i don't need a visa to study here	1	.8
I need to become a Swedish citizen like my husband and daughter. so we can all be treated equally when travelling. instead of me being a persona nongrata	1	.8
I wanted to move to Scandinavia in general. Not necessarily Sweden	1	.8
interesting culture	1	.8
It is in the European Union	1	.8
It's in the Schengen Area	1	.8
Job opportunity in Copenhagen	1	.8
More favourable conditions to start my own business	1	.8
overall interest in Sweden and its culture	1	.8
progressive society in general	1	.8
Prospect of EU citizenship	1	.8
Views on climate change and strategic location	1	.8
Total	16	13.4
Missing	103	86.6
Total	119	100.0

Table B.14. Descriptives: *Which of the reasons listed above would you say was the most important in your decision to move to Sweden?*

		Frequency	Percent
Valid	Persecution based on queer identity	20	16.8
	Persecution based on different ground	5	4.2
	More accepting environment	3	2.5
	Education opportunity	41	34.5
	Economic opportunity	10	8.4
	Romantic partner	12	10.1
	Quality of life	27	22.7
	Other: “ the progressiveness of society”	1	.8
Total		119	100.0

Table B.15. Frequencies: *Compared to other reasons. how important would you say that Sweden’s image as a queer-friendly was in making your decision to move here*

		Frequency	Percent
Valid	Very unimportant	8	6.7
	Unimportant	8	6.7
	Neither unimportant. nor important	33	27.7
	Important	42	35.3
	Very important	28	23.5
	Total	119	100.0

Table B.16. Descriptives: *Various demographic characteristics*

	N	Minimum	Maximum	Mean	Std. Deviation
What is your age in number of years?	119	19	54	29.67	7.901
In which year did you move to Sweden?	119	1993	2019	2014.67	4.136
Age at which the respondent moved to Sweden	119	18	49	25.34	5.842
Valid N (listwise)	119				

Table B.17. Frequencies: *Year of arrival*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Before 2005	4	3.4	3.4	3.4
	Between 2005 and 2009	9	7.6	7.6	10.9
	Between 2010 and 2014	22	18.5	18.5	29.4
	After 2015	84	70.6	70.6	100.0
	Total	119	100.0	100.0	

Table B.18. Frequencies: *Current age*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	37	31.1	31.1	31.1
	25-29	37	31.1	31.1	62.2
	30-34	19	16.0	16.0	78.2
	35-39	10	8.4	8.4	86.6
	≥40	16	13.4	13.4	100.0
	Total	119	100.0	100.0	

Table B.19. Frequencies: *Age at the time of arrival*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	58	48.7	48.7	48.7
	25-29	41	34.5	34.5	83.2
	30-34	12	10.1	10.1	93.3
	35-39	5	4.2	4.2	97.5
	≥40	3	2.5	2.5	100.0
	Total	119	100.0	100.0	

Table B.20. Frequencies: *Sexual orientation*

		One answer			Two answers	
		Frequency	Percent		Frequency	Percent
Valid	(Mostly) heterosexual	8	6.8	(Mostly) bisexual & Not listed (please state)	2	1.7
	(Mostly) bisexual	27	23.1	(Mostly) bisexual & (Mostly) asexual	1	.8
	(Mostly) homosexual	62	52.1	(Mostly) bisexual & Questioning	1	.8
	(Mostly) asexual	4	3.4	Questioning & Not listed (please state)	1	.8
	Questioning	1	.8			
	Not listed (please state)	8	6.8			
	Total one answer	110	92.4	Total two answers	5	4.2
<i>I prefer not to disclose my sexual orientation</i>	4	3.4				
	Total	119	100.0			

Table B.21. Frequencies: *What is your sexual orientation? Select all that apply. - Not listed (please state)*

		Frequency	Percent
Valid	demi-sexual	1	.8
	I don't identify with any label to describe sexual orienta	1	.8
	I like people	1	.8
	omnixexual	1	.8
	pansexual	1	.8
	Pansexual	2	1.7
	queer	1	.8
	Queer - I'm attracted to people regardless of their gender	1	.8
	Sapiosexual	1	.8
	Total	10	8.4
Missing		109	91.6
	Total	119	100.0

Table B.22. Frequencies: *Gender identity*

	Frequency	Percent
Valid		
Female	40	33.6
Male	58	48.7
Total cisgender	98	82.3
Trans female/ trans woman*	6	5.0
Trans male/trans man**	3	2.5
Non-binary and/or genderfluid	4	3.4
Not listed (please state)	3	2.5
Multiple answers	3	2.5
Total non-cisgender	21	17.6
<i>I prefer not to disclose my gender identity</i>	2	1.7
Total	119	100.0

*Includes respondents listing both Female and Trans Female/Trans woman

** Includes respondents listing both Male and Trans male/Trans man

Table B.23. *What is your gender identity? Select all that apply - Not listed (please state)*

	Frequency	Percent
Valid		
Female presenting, but questioning. Either she/they pronouns	1	.8
genderqueer	1	.8
I don't identify with any term to describe gender	1	.8
Total	3	2.5
Missing	116	97.5
Total	119	100.0

Table B.24. Frequencies: *Before moving to Sweden, which country did you consider to be your home country?*

Country	Freq.	%	Country	Freq.	%
Afghanistan	3	2.5	Kenya	1	.8
Albania	1	.8	Lebanon	1	.8
Australia	2	1.7	Lithuania	1	.8
Belgium	1	.8	Mexico	1	.8
Bosnia & Herzegovina	1	.8	Morocco	1	.8
Brazil	3	2.5	Netherlands	1	.8
Bulgaria	1	.8	New Zealand	1	.8
Canada	2	1.7	Norway	1	.8
Chile	2	1.7	Pakistan	2	1.7
China	2	1.7	Philippines	1	.8
Colombia	2	1.7	Poland	5	4.2
Denmark	3	2.5	Portugal	2	1.7
Egypt	1	.8	Romania	2	1.7
Eritrea	1	.8	Russia	7	5.9
Finland	4	3.4	Serbia	2	1.7
France	5	4.2	Somalia	1	.8
Georgia	1	.8	Spain	3	2.5
Germany	6	5.0	Sudan	1	.8
Ghana	1	.8	Switzerland	2	1.7
Greece	2	1.7	Syria	3	2.5
Guatemala	1	.8	Tanzania	1	.8
Hungary	1	.8	Thailand	1	.8
India	2	1.7	Turkey	3	2.5
Indonesia	2	1.7	Uganda	1	.8
Iran	2	1.7	Ukraine	1	.8
Iraq	2	1.7	United Kingdom*	4	3.4
Italy	3	2.5	United States	7	5.9
Jordan	1	.8			
Total	115	96.6			
Missing**	4	3.4			
Total	119	100.0			

* Includes mentions of constituent countries of the United Kingdom (e.g. "Scotland").

** Includes respondents that stated to prefer not to answer the question or to who filled in multiple countries

Table B.25. Frequencies: *Respondents' home countries, categorized by score on the Gay Happiness Index.*

GHI-score	Respondents' home countries	Freq.	Perc.
High (≥ 60)	Australia, Canada, Belgium, Denmark, Finland, France, Germany, Netherlands, New Zealand, Norway, Spain, Switzerland, Thailand, United Kingdom, United States	41	35.3
Middle (40-59)	Brazil, Bulgaria, Chile, China, Colombia, Greece, Guatemala, Hungary, Indonesia, Italy, Lithuania, Mexico, Philippines, Poland, Portugal, Romania	33	26.1
Low (< 40)	Albania, Egypt, Georgia, Ghana, India, Iran, Iraq, Jordan, Kenya, Lebanon, Morocco, Pakistan, Russia, Serbia, Sudan, Tanzania, Turkey, Uganda, Ukraine	32	26.9
Total		104	88.9
No data	Afghanistan, Bosnia and Herzegovina, Eritrea, Somalia, Syria, missing responses	13	11.1
Total		119	100.0

Table B.26. Frequencies: *In which Swedish county do you live?*

		Frequency	Percent
Valid	Stockholm	27	22.7
	Västerbotten	1	.8
	Norrbottn	1	.8
	Uppsala	3	2.5
	Södermanland	2	1.7
	Östergötland	4	3.4
	Jönköping	3	2.5
	Kronoberg	1	.8
	Skåne	60	50.4
	Västra Götaland	16	13.4
	Dalarna	1	.8
Total	119	100.0	

Table B.27. Frequencies: *What is your highest finished level of education?*

		Frequency	Percent
Valid	I have not finished any formal education	1	.8
	Lower secondary education (e.g. comparable to the 9th grade of grundskola or comprehensive school in Sweden)	2	1.7
	Upper secondary education (e.g. comparable to gymnasium or high school in Sweden)	21	17.6
	Post-secondary education (e.g. comparable to university in Sweden)	95	79.8
	Total	119	100.0

APPENDIX C. OUTPUT OF THE STATISTICAL ANALYSES

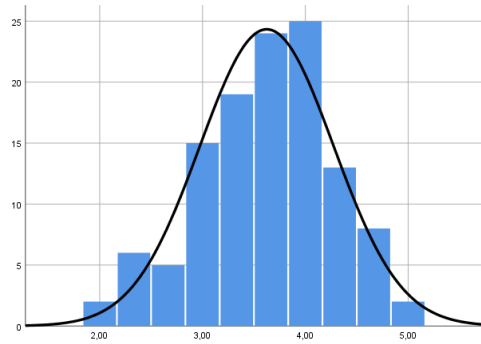


Figure C.1. Histogram: *Place image: Sustainable*

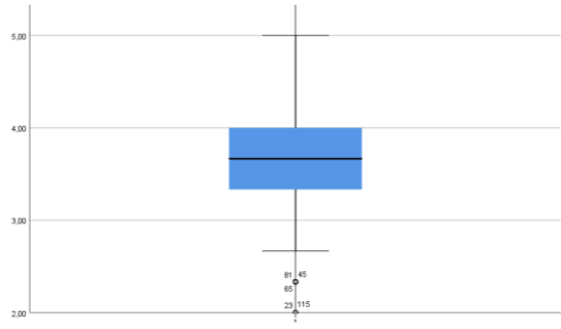


Figure C.2. Boxplot: *Place image: Sustainable*

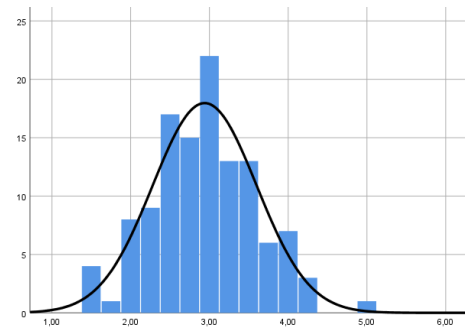


Figure C.3. Histogram: *Place image: Innovative*

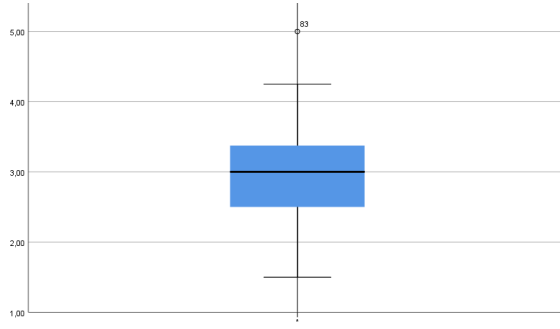


Figure C.4. Boxplot: *Place image: Innovative*

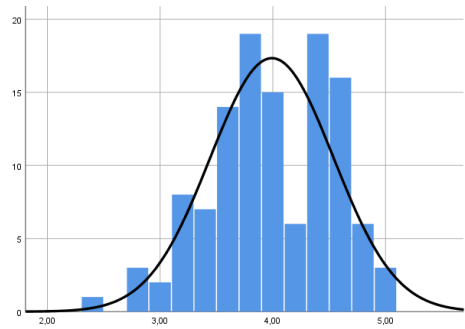


Figure C.5. Histogram: *Place image: Progressive*

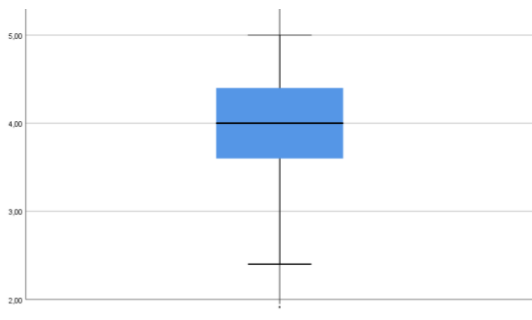


Figure C.6. Boxplot: *Place image: Progressive*

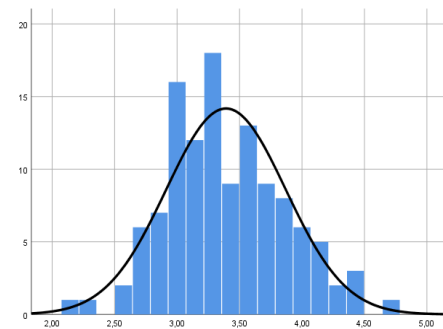


Figure C.7. Histogram: *Place image: Authentic*

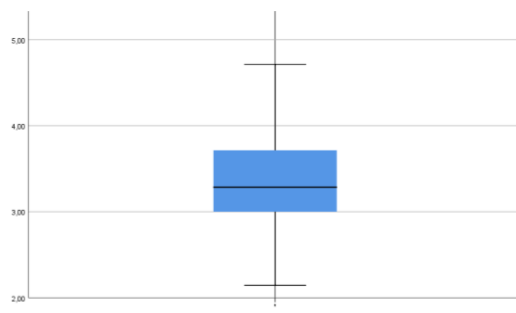


Figure C.8. Boxplot: *Place image: Authentic*

Table C.1. Report: *Place image: Progressive * Sexual Orientation*

Sexual orientation	Mean	N	Std. Deviation
(Mostly) bisexual	4.2296		.41770
(Mostly) homosexual	3.9387		.53542
Others & multiple answers	3.9154		.65525
Total	4.0017	115	.55091

Table C.2. Correlations: *Place image: Sustainable and two linear variables*

		PLACE IMAGE SUSTAINABLE
Current age	Pearson Correlation	-.217
	Sig. (2-tailed)	.018
	N	119
Age at time of arrival	Pearson Correlation	-.191
	Sig. (2-tailed)	.037
	N	119

*. Correlation is significant at the 0.05 level (2-tailed).

Table C.3. Report: *Place image: Sustainable * Gender identity*

PLACE IMAGE AUTHENTIC	Cisgender woman	Cisgender man	Non-cisgender
Mean	3.5385	3.3892	3.1357
N	39	58	20
Standard deviation	.47092	.48374	.39458

Table C.4. ANOVA Table: *Place image: Sustainable * Gender identity*

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Between groups (combined)		2.149	2	1.075	4.955	.009

Table C.5. Crosstab: *Queer-friendly * Sexual orientation*

		Sexual orientation			Total
		(Mostly) bisexual	(Mostly) homosexual	Others & Multiple answers	
Queer-friendly	Disagree	0	1	1	2
	Nor disagree, nor agree	1	4	8	13
	Agree	11	27	7	45
	Strongly agree	15	30	10	55
Total		27	62	26	115

Table C.6. Crosstab: *Queer-friendly * Gender identity*

		Gender identity			Total
		Cisgender woman	Cisgender man	Non-cisgender	
Queer-friendly	Disagree	0	1	1	2
	Nor disagree, nor agree	2	5	6	13
	Agree	15	27	4	46
	Strongly agree	22	25	9	56
Total		27	62	26	117

Table C.7. Crosstab: *Use of news media * Home country's GHI-score*

		Home country's GHI-score			Total
		High (≥ 60)	Middle (40-59)	Low (<40)	
GHI-score	Very unimportant	0	1	3	4
	Unimportant	5	7	7	19
	Neither unimportant, nor important	7	3	11	21
	Important	24	14	5	44
	Very important	6	6	5	17
Total		42	31	32	105

Table C.8. Crosstab: *Use of online non-news media * Year of arrival*

		Year of arrival				Total
		Before 2005	2005-2009	2010-2014	2015 and onwards	
Year of arrival	Very unimportant	1	0	0	0	1
	Unimportant	0	1	2	3	6
	Neither unimportant, nor important	1	2	4	10	17
	Important	0	3	12	49	64
	Very important	0	0	2	9	11
Total		4	9	22	84	119

Table C.9. Crosstab: *Use of online non-news media * Current age*

		Current age				Total	
		<25	25-29	30-34	35-39		≥ 40
Current age	Very unimportant	0	0	0	0	1	1
	Unimportant	1	2	1	2	0	6
	Neither unimportant, nor important	4	4	4	4	4	20
	Important	4	6	4	1	2	17
	Very important	25	20	8	2	9	64
Total		3	5	2	1	0	119

Table C.10. Crosstab: *Use of social media * Year of arrival*

		Year of arrival				Total
		Before 2005	2005-2009	2010-2014	2015 and onwards	
Year of arrival	Don't know	2	0	0	0	2
	Very unimportant	1	3	2	2	8
	Unimportant	0	3	3	4	10
	Neither unimportant, nor important	1	3	3	30	37
	Important	0	0	10	38	48
	Very important	0	0	4	10	14
Total		4	9	22	84	119

Table C.11. Crosstab: *Use of social media * Current age*

		Current age				Total	
		<25	25-29	30-34	35-39		≥ 40
Current age	Don't know	0	0	0	0	2	2
	Very unimportant	0	2	0	1	5	8
	Unimportant	1	2	2	3	2	10
	Neither unimportant, nor important	15	9	5	3	5	37
	Important	15	19	10	3	1	48
	Very important	6	5	2	0	1	14
Total		37	37	19	10	16	119

Table C.12. Crosstab: *Use of social media * Age at the time of arrival*

		Current age					Total
		<25	25-29	30-34	35-39	≥40	
Age at the time of arrival	Don't know	0	2	0	0	0	2
	Very unimportant	0	4	2	2	0	8
	Unimportant	1	7	0	1	1	10
	Neither unimportant, nor important	20	9	6	2	0	37
	Important	27	16	4	0	1	48
	Very important	10	3	0	0	1	14
Total		58	41	12	5	3	119

Table C.13. Crosstab: *Use of popular culture * Gender identity*

		Gender identity			Total
		Cisgender woman	Cisgender man	Non-cisgender	
Gender identity	Strongly disagree	1	7	1	9
	Disagree	5	24	13	42
	Nor disagree, nor agree	4	6	2	12
	Agree	20	13	0	33
	Strongly agree	9	8	4	21
Total		39	58	20	117

Table C.14. Crosstab: *Use of advertisements * Home country's GHI-score*

		Home country's GHI-score			Total
		High (≥60)	Middle (40-59)	Low (<40)	
GHI-score	Don't know	1	0	0	1
	Very unimportant	9	4	7	20
	Unimportant	14	4	5	23
	Neither unimportant, nor important	8	6	6	20
	Important	10	16	13	39
	Very important	0	1	1	2
Total		42	31	32	105

Table C.15. Report: *Place image: Progressive * Use of social media*

	Mean	N	Std. Deviation
Don't know	3.6343	2	.56569
Very unimportant	3.5289	8	.62106
Unimportant	3.5000	10	.83400
Neither unimportant, nor important	4.1027	37	.42589
Important	4.0438	48	.50332
Very important	4.1857	14	.53473
Total	3.9916	119	.54766

Table C.16. Measures of Association and ANOVA: *Place image: Innovative * Sources of information*

Between groups (Combined)	Measures of Association		Sum of Squares	ANOVA Table			
	Eta	Eta Squared		df	Mean Square	F	Sig.
Popular culture	.289	.083	4.292	4	1.073	2.591	.040
Advertisements	.329	.108	5.463	5	1.113	2.737	.023

Table C.17. Crosstab *Queer-friendliness as a visual association * Use of contact with friends and family*

		Use of contact with friends and family						Total
		Don't know	Very unimportant	Unimportant	Neither unimportant, nor important	Important	Very important	
Queer-friendliness as a visual association	Don't know	0	0	0	0	0	1	1
	Not at all	1	0	3	0	3	5	12
	A little	2	6	9	4	5	14	40
	Fairly so	1	6	3	5	4	14	33
	A lot	1	1	3	3	7	4	19
	Very much	2	2	6	1	2	1	14
Total		7	15	24	13	21	39	119

Table C.18. Report: *Place image: Authentic * Quality of life*

Quality of life	Mean	N	Std. Deviation
Strongly disagree	2.7143	3	.51508
Disagree	3.4286	4	.26082
Nor disagree, nor agree	3.2222	27	.41049
Agree	3.3510	35	.40159
Strongly agree3.	3.5486	50	.51416
Total	3.3914	119	.47833

Table C.19. Crosstab: *Gender identity * Persecution based on different ground*

		Gender identity			Total
		Cisgender woman	Cisgender man	Non-cisgender	
Queer-friendly	Strongly disagree	19	32	7	58
	Disagree	12	9	2	23
	Nor disagree, nor agree	1	4	3	8
	Agree	7	6	6	19
	Strongly agree	0	7	2	9
Total		39	58	20	117

Table C.20. Crosstab: *Gender identity * Romantic partner*

		Gender identity			Total
		Cisgender woman	Cisgender man	Non-cisgender	
Queer-friendly	Don't know	0	1	1	2
	Strongly disagree	22	41	12	75
	Disagree	3	1	1	5
	Nor disagree, nor agree	7	4	6	17
	Agree	0	4	0	4
	Strongly agree	7	7	0	14
Total		39	58	20	117

Table C.21. Descriptives: *Importance of queer-friendliness*

	N	Minimum	Maximum	Mean	Std. Deviation
Importance of queer-friendliness	96	0	9.17	4.8090	2.49701
Valid N (listwise)	96				

Table C.22. Report: *Most important migration motive (N=96)*

Most important migration motive	Importance of queer-friendliness		
	Mean	N	Std. Deviation
Persecution based on different ground	6,8333	5	,69722
Education opportunity/opportunities	3,5163	41	2,08760
Economic or job-related opportunity/opportunities	6,6667	10	1,52145
A romantic partner that lives here	4,0278	12	2,09718
Sweden's high quality of life	6,0185	27	2,59780
Other reason (please state)	5,8333	1	.
Total	4,8090	96	2,49701