

Institutional Trust 2004

SND-ID: snd0954-1. **Version:** 1.1. **DOI:** <https://doi.org/10.5878/002113>

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Associated documentation

Code book Institutional trust 2004.pdf (212.82 KB)

Förtroendebarmeter 2004.pdf (233.49 KB)

Kodbok Förtroendebarmeter 2004.pdf (207.69 KB)

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snd0954-1-1.1.zip (~1.31 MB)

Citation

Holmberg, S., Weibull, L., & . (2014) Institutional Trust 2004 (Version 1.1) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002113>

Creator/Principal investigator(s)

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MedieAkademin

TNS Gallup

Research principal

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Description

Since 1997, MedieAkademin has carried out an annual survey titled The Institutional Trust. The survey has focused on major social institutions, such as the parliament, big business, the daily press, and TV/radio, as well as some specific companies such as Sveriges Television, TV4, IKEA, Skandia, and Volvo. The number of institutions included has varied somewhat over the years. Some of the institutions and companies have been measured every year while others have been investigated more irregularly.

The survey was carried out by NFO Infratest and involved 740 individuals who were interviewed by telephone between November 2 and 22, 2004. The survey comprised some 50 institutions/companies/brands. The 2004 survey also included questions about some normative demands on large corporations.

Purpose:

To study the trust that Swedish people have in social institutions, political parties, media, brands/companies, and leaders.

Data contains personal data

No

Language

[English](#)

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 16-74 years

Time Method

[Longitudinal: Trend/Repeated cross-section](#)

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

2004 – Ongoing

Variables

89

Number of individuals/objects

740

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Telephone interview
- Time period(s) for data collection: 2004-11-02 – 2004-11-22
- Data collector: TNS Gallup
- Sample size: 740
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Responsible department/unit

Department of Political Science

Research area

[Politics](#) (CESSDA Topic Classification)

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media](#) (CESSDA Topic Classification)

Keywords

[Mass media](#), [Trust](#), [Political attitudes](#), [Trust in government](#)

Publications

Holmberg, S. & Weibull, L. (2004) Förtroendebarmeter 2004. Förtroende för samhällsinstitutioner, massmedier och företag. Paper presenterat vid MedieAkademiens seminarium på Göteborgs universitet 2004-12-07, Göteborg

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If you have published anything based on these data, [please notify us](#) with a reference to your publication(s). If you are responsible for the catalogue entry, you can update the metadata/data description in DORIS.

Accessibility level

Access to data through SND

Data are freely accessible

Use of data

[Things to consider when using data shared through SND](#)

Versions

Version 1.1. 2014-07-29

[Version 1.0](#). 2014-04-01

Homepage

[MedieAkadmin](#)

Related research data in SND's catalogue

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