

Institutional Trust 2010

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Version 2.1: 2014-07-29

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Version 2.0: 2014-04-08

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Citation

Holmberg, S., Weibull, L., & . (2014) Institutional Trust 2010 (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/001757>

Creator/Principal investigator(s)

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MedieAkademin

TNS Sifo

Research principal

[University of Gothenburg](#) - Department of Political Science

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 TNS Sifo and involved 1000 individuals who answered a web survey between October 15 and 19, 2010. The survey comprised 38 institutions/companies/media companies and political parties. The 2010 survey also included questions about how people perceive and would like the modern city to be, and where they would like to live.

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

2010 – Ongoing

Variables

77

Number of individuals/objects

1000

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Web-based interview
- Time period(s) for data collection: 2010-10-15 – 2010-10-19
- Data collector: TNS Sifo
- Sample size: 1000
- 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)

[Political science](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media and communications](#) (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. (2010) Förtroendebarmeter 2010. Förtroende för samhällsinstitutioner, partier, massmedier och företag. Paper presenterat vid MedieAkademins seminarium på Göteborgs universitet 2010-11-10, 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 2.1](#). 2014-07-29

[Version 2.0](#). 2014-04-08

Version 1.0. 2014-04-02

Related research data in SND's catalogue

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