

# Institutional Trust 2012

**SND-ID:** snd0962-1. **Version:** 2.1. **DOI:** <https://doi.org/10.5878/002122>

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SND 0962-001-v2\_1.zip (1.02 MB)

## Associated documentation

Code book Institutional trust 2012.pdf (244.25 KB)

Förtroendebarmeter 2012.pdf (259.42 KB)

Kodbok Förtroendebarmeter 2012.pdf (243.46 KB)

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snd0962-1-2.1.zip (~1.75 MB)

## Citation

Holmberg, S., Weibull, L., & . (2014) Institutional Trust 2012 (Version 2.1) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002122>

## 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 1017 individuals who answered a web survey between February 8 and 14, 2012. The survey comprised 43 institutions/companies/media companies and political parties. The 2012 survey also included questions about to what extent some twenty professions as well as twenty individuals involved in Swedish media were trusted.

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**

2012 - Ongoing

2012 - Ongoing

**Variables**

104

**Number of individuals/objects**

1017

**Data format / data structure**

[Numeric](#)

**Data collection 1**

- Mode of collection: Web-based interview
- Time period(s) for data collection: 2012-02-08 - 2012-02-14
- Data collector: TNS Sifo
- Sample size: 1017
- 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. (2012) Förtroendebarmeter 2012. Förtroende för samhällsinstitutioner, partier, massmedier och företag. Paper presenterat vid MedieAkademiens seminarium på Göteborgs universitet 2012-03-08, 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**

[Institutional Trust 2001 - Institutional Trust 2001](#)

[Institutional Trust 2002](#)

[Institutional Trust 2003](#)

[Institutional Trust 2004](#)

[Institutional Trust 2005](#)

[Institutional Trust 2006](#)

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