

## **Institutional Trust 2004**

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#### **Institutional Trust 2004**

#### Institutional Trust 2004

Overview	
Identification	SND0954-001

#### **Abstract**

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.

Kind of Data	Surveydata: Oberoende undersökningar
Unit of Analysis	Individ

Scope & Coverage		
Keywords	förtroende, förtroende för regeringen, politisk åsikt, massmedia	
Topics	massmedia, POLITIK	
Time Period(s)	2004	
Countries	Sverige	
Universe Personer i åldrarna 16-74 år		

Producers & Sponsors		
Primary Investigator(s)	Holmberg, Sören, Göteborgs universitet, Statsvetenskapliga institutionen Weibull, Lennart, Göteborgs universitet, Institutionen för journalistik och masskommunikation	
Other Producer(s)	TNS Gallup Göteborgs universitet, Statsvetenskapliga institutionen MedieAkademin	

#### **Sampling**

#### **Sampling Procedure**

Sannolikhetsurval: obundet slumpmässigt urval (OSU)

Data Collection	
Data Collection Dates	start 2004-11-02 end 2004-11-22
Data Collection Mode	Intervju: Telefon

Data Collector(s) TNS Gallup	
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Accessibility	
Distributor(s)	Svensk nationell datatjänst

# **File Description(s)**

#### Dataset contains 1 file(s)

Förtroendebarometer 2004	
Cases	740
Variable(s)	89

# Variable Group(s)

#### Dataset contains 3 group(s)

Study information			
#	Name	Label	Question
1	SND_studie	SND-studie 0954	-
2	SND_dataset	SND-dataset 0954-001	-
3	SND_version	SND version 1.1	-
4	respnr	SERIAL ID	-

Background variables/constructed variables			
#	Name	Label	Question
1	vikt	Weight	-
2	sex	Sex	-
3	utbild	Education	-
4	region	Region	-
5	age	Age	-
6	inkmonth	Household's income/month	-
7	inkyear	Household's income/year	-
8	morgon	Frequency of morning paper reading - category	-
9	kvall	Frequency of evening paper reading - category	-
10	tvnytt	Frequency of TV watching - category	-

Inter	Interview questions			
#	Name	Label	Question	
1	regering	F.1A Confidence in: The Government	How much confidence do you have in the way the following institutions and businesses do their job? - the Government	
2	riksdag	F.1B Confidence in: The Parliament	How much confidence do you have in the way the following institutions and businesses do their job? - the Parliament	
3	eukomm	F.1C Confidence in: EU commission	How much confidence do you have in the way the following institutions and businesses do their job? - EU commission	
4	univer	F.1D Confidence in: Universities	How much confidence do you have in the way the following institutions and businesses do their job? - Universities	
5	storftg	F.1E Confidence in: Big business	How much confidence do you have in the way the following institutions and businesses do their job? - Big business	
6	banker	F.1F Confidence in: The banks	How much confidence do you have in the way the following institutions and businesses do their job? - The Banks	
7	fack	F.1G Confidence in: The trade unions	How much confidence do you have in the way the following institutions and businesses do their job? - The trade unions	
8	dagspr	F.1H Confidence in: The daily press	How much confidence do you have in the way the following institutions and businesses do their job? - The daily press	

#	Name	Label	Question
9	radiotv	F.1I Confidence in: Radio and television	How much confidence do you have in the way the following institutions and businesses do their job? - Radio and television
10	smftg	F.1J Confidence in: Small business	How much confidence do you have in the way the following institutions and businesses do their job? - Small business
11	idrott	F.1K Confidence in: The sports movement	How much confidence do you have in the way the following institutions and businesses do their job? - The sports movement
12	nykter	F.1L Confidence in: Temperance movement	How much confidence do you have in the way the following institutions and businesses do their job? - Temperance movement
13	kyrkan	F.1M Confidence in: The Church of Sweden	How much confidence do you have in the way the following institutions and businesses do their job? - The Church of Sweden
14	sr	F.1N Confidence in: Radio Sweden	How much confidence do you have in the way the following institutions and businesses do their job? - Radio Sweden
15	svt	F.10 Confidence in: Swedish Television	How much confidence do you have in the way the following institutions and businesses do their job? - Swedish Television
16	tv4	F.1P Confidence in: TV4	How much confidence do you have in the way the following institutions and businesses do their job? - TV4
17	tv3	F.1Q Confidence in: TV3	How much confidence do you have in the way the following institutions and businesses do their job? - TV3
18	dn	F.1R Confidence in: Dagens Nyheter	How much confidence do you have in the way the following institutions and businesses do their job? - DN (Dagens Nyheter)
19	afton	F.1S Confidence in: Aftonbladet	How much confidence do you have in the way the following institutions and businesses do their job? - Aftonbladet
20	expr	F.1T Confidence in: Expressen	How much confidence do you have in the way the following institutions and businesses do their job? - Expressen
21	gp	F.1U Confidence in: Göteborgs-Posten	How much confidence do you have in the way the following institutions and businesses do their job? - Göteborgs-Posten
22	metro	F.1V Confidence in: Metro	How much confidence do you have in the way the following institutions and businesses do their job? - Metro
23	ikea	F.1X Confidence in: IKEA	How much confidence do you have in the way the following institutions and businesses do their job? - IKEA
24	volvo	F.1Y Confidence in: Volvo	How much confidence do you have in the way the following institutions and businesses do their job? - Volvo
25	saab	F.1Z Confidence in: Saab	How much confidence do you have in the way the following institutions and businesses do their job? - Saab
26	vw	F.1AA Confidence in: Volkswagen	How much confidence do you have in the way the following institutions and businesses do their job? - Volkswagen
27	ericsson	F.1BB Confidence in: Ericsson	How much confidence do you have in the way the following institutions and businesses do their job? - Ericsson
28	posten	F.1CC Confidence in: Posten AB	How much confidence do you have in the way the following institutions and businesses do their job? - Posten AB
29	telia	F.1DD Confidence in: TeliaSonera	How much confidence do you have in the way the following institutions and businesses do their job? - TeliaSonera
30	vatten	F.1EE Confidence in: Vattenfall	How much confidence do you have in the way the following institutions and businesses do their job? - Vattenfall
31	sydkr	F.1FF Confidence in: Sydkraft	How much confidence do you have in the way the following institutions and businesses do their job? - Sydkraft

#	Name	Label	Question
32	systemet	F.1GG Confidence in: The state-controlled company for the sale of alcoholic beverages	How much confidence do you have in the way the following institutions and businesses do their job? - The state-controlled company for the sale of alcoholic beverages
33	astra	F.1HH Confidence in: Astra Zenica	How much confidence do you have in the way the following institutions and businesses do their job? - Astra Zeneca
34	hm	F.1II Confidence in: H&M	How much confidence do you have in the way the following institutions and businesses do their job? - H&M
35	skandia	F.1JJ Confidence in: Skandia	How much confidence do you have in the way the following institutions and businesses do their job? - Skandia
36	folksam	F.1KK Confidence in: Folksam	How much confidence do you have in the way the following institutions and businesses do their job? - Folksam
37	ppm	F.1LL Confidence in: Premiepensionsmyndigheten (PPM)	How much confidence do you have in the way the following institutions and businesses do their job? - Premiepensionsmyndigheten (PPM)
38	nordea	F.1MM Confidence in: Nordea	How much confidence do you have in the way the following institutions and businesses do their job? - Nordea
39	seb	F.1NN Confidence in: SE-Banken	SEHow much confidence do you have in the way the following institutions and businesses do their job? SE-Banken
40	handel	F.100 Confidence in: Handelsbanken	How much confidence do you have in the way the following institutions and businesses do their job? - Handelsbanken
41	sj	F.1PP Confidence in: SJ	How much confidence do you have in the way the following institutions and businesses do their job? - SJ
42	sas	F.1QQ Confidence in: SAS	How much confidence do you have in the way the following institutions and businesses do their job? - SAS
43	ica	F.1RR Confidence in: ICA	How much confidence do you have in the way the following institutions and businesses do their job? - ICA
44	coop	F.1SS Confidence in: COOp cooperation	How much confidence do you have in the way the following institutions and businesses do their job? - COOP cooperation
45	frlsis	F.1TT Confidence in: Salvation army	How much confidence do you have in the way the following institutions and businesses do their job? - Salvation army
46	konsver	F.1UU Confidence in: the Swedish Consumer Agency	How much confidence do you have in the way the following institutions and businesses do their job? - the Swedish Consumer Agency
47	abf	F.1VV Confidence in: The Swedish Public Employment Service	How much confidence do you have in the way the following institutions and businesses do their job? - The Swedish Public Employment Service
48	manpower	F.1XX Confidence in: Manpower	How much confidence do you have in the way the following institutions and businesses do their job? - Manpower
49	mcdonald	F.1YY Confidence in: McDonalds	How much confidence do you have in the way the following institutions and businesses do their job? - McDonalds
50	burger	F.1ZZ Confidence in: Burger King	How much confidence do you have in the way the following institutions and businesses do their job? - Burger King
51	coca	F.1AAA Confidence in: Coca-Cola	How much confidence do you have in the way the following institutions and businesses do their job? - Coca-Cola
52	q21	F.2A Importance for large companies to: have a high productivity	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they have a high productivity
53	q22	F.2B Importance for large companies to: comply with official regulations	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they comply with official regulations

#	Name	Label	Question
54	q23	F.2C Importance for large companies to: create jobs	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they create jobs
55	q24	F.2D Importance for large companies to: adapt the working environment and working conditions	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be?  - That they adapt the working environment and working conditions in accordance with the employees' conditions
56	q25	F.2E Importance for large companies to: maximize the dividend to its shareholders	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - To maximize the dividend to its shareholders
57	q26	F.2F Importance for large companies to: work to get their products environmentally controlled	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they are working to get their products environmentally controlled
58	q27	F.2G Importance for large companies to: be transparent to the public	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they are transparent to the public
59	q28	F.2H Importance for large companies to: support sport or culture	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they allocate funds to support sport or culture
60	q29	F.2I Importance for large companies to: contribute to charity	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they contribute to charity
61	q210	F.2J Importance for large companies to: maximize its profits	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they maximize its profits
62	q31	F.3A Meet the requirements to be a responsible business: Volvo	In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - Volvo
63	q32	F.3B Meet the requirements to be a responsible business: Ericsson	In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - Ericsson
64	q33	F.3C Meet the requirements to be a responsible business: SAS	In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - SAS
65	q34	F.3D Meet the requirements to be a responsible business: H&M	In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - H&M
66	q35	F.3E Meet the requirements to be a responsible business: Aftonbladet	In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - Aftonbladet
67	q36	F.3F Meet the requirements to be a responsible business: Dagens Nyheter	In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - DN (Dagens Nyheter)
68	q37	F.3G Meet the requirements to be a responsible business: Swedish Television	In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - Swedish Television
69	q38	F.3H Meet the requirements to be a responsible business: TV4	In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - TV4
70	q41	F.4A Frequency of morning paper reading	Frequency of reading morning paper
71	q42	F.4B Frequency of evening paper reading	Frequency of reading evening paper

#### Institutional Trust 2004 - Variable Group(s)

#	Name	Label	Question
72	72 q43 F.4C Frequency of TV watching Frequency of television-viewing of news		Frequency of television-viewing of news
73	parti1	F.5A Political party sympathy	Which political party do you sympathize with?
74	parti2	F.5B Closest political party	Which political party do you lean towards?
75	familj	F.6 Current family category	Family category

# **Variables Description**

Dataset contains 89 variable(s)

File : Förtroendebarometer 2004				
# SND_studie: SND-studie 0954				
		SND-studie 0954: Förtroendebarometer 2004		
Value	Label		Cases	Percentage
954	SND 0954		740	100.0%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				
Information [Type: discrete] [Format: numeric] [Range: 954- 954] [Missing: *]				
Statistics [NW/ W] [Valid: 740 /-] [Invalid: 0 /-]				

# SND_dataset: SND-dataset 0954-001				
		SND-dataset 0954-001: Förtroendebarometer 2004		
Value	ue Label Cases Percentage		Percentage	
1	SND 0954-	954-001		100.0%
Warning: these f	igures indicate the n	umber of cases found in the data file. They cannot be interpreted as	summary stati	istics of the population of interest.
Information [Type: discrete] [Format: numeric] [Missing: *]				
Statistics [NW/ W]		[Valid: 740 /-] [Invalid: 0 /-]		

# SND_version: SND version 1.1				
		SND version 1.0, februari 2014		
Notes Lables, questions and response alternatives translated into english		lish		
Value	Label Cases Percentage		Percentage	
1	version 1.1		740	100.0%
Warning: these fi	Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
Information [Type: discrete] [Format: numeric] [Missing: *]				
Statistics [NW/ W] [Valid: 740 /-] [Invalid: 0 /-]				

# respnr: SERIAL ID		
	Respondent-ID	
Information	[Type: continuous] [Format: numeric] [Range: 7- 90528] [Missing: *]	
Statistics [NW/ W]	[Valid: 740 /-] [Invalid: 0 /-]	

# vikt: Weight		
	Viktvariabel	
Information	[Type: continuous] [Format: numeric] [Range: 0.4152- 3.3496] [Missing: *]	
Statistics [NW/ W]	[Valid: 740 /-] [Invalid: 0 /-] [Mean: 1.011 /-] [StdDev: 0.357 /-]	

# sex: Sex				
		Kön		
Value	Label		Cases	Percentage
1	Man		342	46.2%
2	Woman		398	53.8%
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted o	us summary statistic	ics of the population of interest.

File : Förtroendebarometer 2004		
# sex: Sex	# sex: Sex	
Information	[Type: discrete] [Format: numeric] [Range: 1- 2] [Missing: *]	
Statistics [NW/ W]	tatistics [NW/ W] [Valid: 740 /-] [Invalid: 0 /-]	

# utbild: ]	Education				
		Utbildning			
Value	Label		Cases	Percentage	
0	School ref	usal	2	0.3%	
1	Primary/E	ementary school	142	19.2%	
2	Primary/E	lementary school - training	43	5.8%	
3	Junior seco	ondary school/Girls' school	18	2.4%	
4	Junior seco	ondary school/Girls' school - training	15	2.0%	
5	2 year upp	er secondary school education/High school degree	85	11.5%	
6	3-4 year uj degree	oper secondary school education/High school	181	24.5%	
7	Post-secon	dary education	254		34.3%
Warning: these	figures indicate the r	number of cases found in the data file. They cannot be interpreted as	s summary stat	tistics of the population of interest.	
Informatio	n	[Type: discrete] [Format: numeric] [Range: 0-7] [	Missing: *]	]	
Statistics [NW/ W] [Valid: 740 /-] [Inval		[Valid: 740 /-] [Invalid: 0 /-]			

# region: F	# region: Region					
		Region				
Value	Label		Cases	Percentage		
1	Stockholm	urban area	129	17.4%		
2	Eastern mi	Eastern midst of Sweden		16.1%	ó	
3	Småland (i	slands included)	75	10.1%		
4	Southern S	weden	109	14.7%		
5	Western S	weden	157		21.2%	
6	Northern n	nidst of Sweden	83	11.2%		
7	Middle and	Middle and northern Sweden		9.2%		
Warning: these fi	igures indicate the n	number of cases found in the data file. They cannot be interpreted o	as summary statistics of th	he population of interest.		
<b>Information</b> [Type: disc		[Type: discrete] [Format: numeric] [Range: 1-7]	[Missing: *]			
Statistics [NW/ W]		[Valid: 740 /-] [Invalid: 0 /-]				

# age: Age	
	Ålder
Information	[Type: continuous] [Format: numeric] [Range: 16-74] [Missing: *]
Statistics [NW/W]	[Valid: 740 /-] [Invalid: 0 /-] [Mean: 44.043 /-] [StdDev: 16.679 /-]

# inkmonth: Househol	# inkmonth: Household's income/month		
	Hushållsinkomst/månad		
Information	[Type: continuous] [Format: numeric] [Range: 0- 225000] [Missing: *]		

# File: Förtroendebarometer 2004 # inkmonth: Household's income/month Statistics [NW/ W] [Valid: 616 /-] [Invalid: 124 /-] [Mean: 36056.25 /-] [StdDev: 21612.762 /-]

#inkyear: Household's income/year		
Hushållsinkomst/år		
Information	Information [Type: continuous] [Format: numeric] [Range: 0- 2700] [Missing: *]	
Statistics [NW/ W] [Valid: 637 /-] [Invalid: 103 /-] [Mean: 431.212 /-] [StdDev: 257.047 /-]		

		I Hafralayana ay manaantidnina amumanina	vy fuŝ co AA (vyonioloo	1 ~41)	
		Läsfrekvens av morgontidning, gruppering a	iv iraga 4A (variabe	1 (41)	
Value	ne Label Cases Percentage				
1	6-7 days	6-7 days			69.1%
2	2-5 days		167	22.6%	
3	1 day or le	1 day or less		8.3%	
4	Don't knov	1	1		
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be inter	preted as summary statistic	cs of the population of interest.	
Information [Type: discrete] [Format: numeric] [Range: 1- 3] [Missing: */4]					
Statistics [NW/ W] [Valid: 739 /-] [Invalid: 1 /-]					

# kvall: Frequency of evening paper reading - category					
	Läsfrekvens av kvällstidning, gruppering av fråga 4B (variabel q42)				
Value Label Cases Percentage					
1	4-7 days	4-7 days 191 26.0%		26.0%	
2	1-3 days	nys 304		41.3%	
3	Less than o	ne day	241	32.7%	
4	Don't know	1	4		
Warning: these fig	Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				
Information [Type: discrete] [Format: numeric] [Range: 1-3] [Missing:		Missing: */4	4]		
Statistics [NW/ W] [Valid: 736 /-] [Invalid: 4 /-]					

# tvnytt: l	Frequency of	f TV watching - category				
		Tittfrekvens av nyheter i TV, grupperin	g av fråga 4C (variabel q	43)		
Value	Label		Cases	Percentage		
1	6-7 days		498	67.3		
2	3-5 days	172 23.2%		23.2%		
3	2 days or le	ess	70	9.5%		
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be	interpreted as summary statistic	cs of the population of interest.		
Information [		[Type: discrete] [Format: numeric] [Range: 1- 3] [Missing: */4]				
Statistics [N	[W/W]	[Valid: 740 /-] [Invalid: 0 /-]				

File: I	File: Förtroendebarometer 2004				
# regering	g: F.1A Conf	idence in: The Government			
Literal question How much confidence do you have in the way the following institutions and businesses do their job? - the Government					
Value	Label Cases Percentage				age
1	Very high	gh trust 23 3.2%			
2	Quite high	Quite high trust 222			30.6%
3	Neither hig	h nor low trust	248		34.2%
4	Quite low t	rust	149	20	0.5%
5	Very low to	rust	84	11.6%	
6	Vet ej/Ej svar		14		
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be inter	preted as summary statisti	ics of the population of interest.	
Information	1	[Type: discrete] [Format: numeric] [Range:	1- 5] [Missing: */6]		
Statistics [NW/ W] [Valid: 726 /-] [Invalid: 14 /-]					

Literal que	stion	How much confidence do you have in the	way the following ins	titutions and busines	ses do their job? -	the Parliamen
Value	Label	abel Cases Pe		Percentage		
1	Very high	Very high trust		3.7%		
2	Quite high	Quite high trust 249			34.4%	
3	Neither hig	th nor low trust	252			34.8%
4	Quite low	Quite low trust			17.8%	
5	Very low t	rust	67	9.3%		
6	Vet ej/Ej s	var	16			
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be in	erpreted as summary statistic	cs of the population of inte	rest.	
Information [Type: discrete] [Format: numeric] [Ran		e: 1- 5] [Missing: */6]				
Statistics [NW/ W] [Valid		[Valid: 724 /-] [Invalid: 16 /-]				

# eukomm	# eukomm: F.1C Confidence in: EU commission					
Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - EU commission				
Value	Label	Label			Percentage	
1	Very high	Very high trust		2.6%		
2	Quite high	Quite high trust			15.8%	
3	Neither hig	Neither high nor low trust			36.1%	
4	Quite low t	Quite low trust			27.5%	
5	Very low to	rust	126		18.0%	
6	Vet ej/Ej sv	Vet ej/Ej svar				
Warning: these fig	gures indicate the n	umber of cases found in the data file. They cannot be	interpreted as summary statist	ics of the population	of interest.	
Information [Type		[Type: discrete] [Format: numeric] [Ran	ge: 1- 5] [Missing: */6]			
Statistics [NW/ W] [Val		[Valid: 701 /-] [Invalid: 39 /-]				

# univer: F.1D Confid	# univer: F.1D Confidence in: Universities		
Literal question How much confidence do you have in the way the following institutions and businesses do their job? - Universities			

File: l	File: Förtroendebarometer 2004						
# univer:	# univer: F.1D Confidence in: Universities						
Value	Label	Cases					

Value	Label		Cases	Percentage	
1	Very high t	rust	93	13.6%	
2	Quite high	trust	415		60.7%
3	Neither hig	Neither high nor low trust		20.3%	
4	Quite low t	Quite low trust		4.4%	
5	Very low to	Very low trust		1.0%	
6	Vet ej/Ej sv	var	56		
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted	as summary stat	istics of the population of interest.	
Information [Type: discrete] [Format: numeric]		[Type: discrete] [Format: numeric] [Range: 1-5]	[Missing: */	[6]	
Statistics [NW/ W] [Valid: 684 /-] [Invalid: 56 /-]					

# storftg: F.1E Confidence in: Big business							
Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - Big business					
Value	Label		Cases	Percentage			
1	Very high	trust	19	2.7%			
2	Quite high	trust	181	25.4%			
3	Neither hig	th nor low trust	281	39.4%			
4	Quite low	rust	165	23.1%			
5	Very low to	rust	68	9.5%			
6	Vet ej/Ej s	var	26				
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be i	nterpreted as summary statis	stics of the population of interest.			
Informatio	Information [Type: discrete] [Format: numeric] [Range:		ge: 1- 5] [Missing: */6	6]			
Statistics [NW/ W]		[Valid: 714 /-] [Invalid: 26 /-]					

<b>1</b>	ion	How much confidence do you have in the	way the following insti	tutions and businesses do the	eir job? - The Banks
Value	Label		Cases	Percenta	ige
1	Very high	rrust	59	8.1%	
2	Quite high	trust	280		38.3%
3	Neither hig	h nor low trust	212		29.0%
4	Quite low t	rust	130	17.8%	
5	Very low to	rust	51	7.0%	
6	Vet ej/Ej sv	Vet ej/Ej svar			
Varning: these fig	gures indicate the n	umber of cases found in the data file. They cannot be int	erpreted as summary statistics	of the population of interest.	

# fack: F.1G Confidence in: The trade unions			
Literal question	How much confidence do you have in the way the following institutions and businesses do their job? - The trade unions		

#### # fack: F.1G Confidence in: The trade unions

Value	Label		Cases	Percentage				
1	Very high t	rust	36	5.1%				
2	Quite high	Quite high trust			24.1%			
3	Neither hig	Neither high nor low trust			32.0%			
4	Quite low t	Quite low trust			25.7%			
5	Very low to	Very low trust		13.0%				
6	Vet ej/Ej sv	var	40					
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.								
Information [Typ		[Type: discrete] [Format: numeric] [Range: 1-5] [	Missing: */	[6]				
Statistics [NW/W]		[Valid: 700 /-] [Invalid: 40 /-]						

#### # dagspr: F.1H Confidence in: The daily press

Literal question How much confidence do you have in the way the following institutions and businesses do their job? - The daily press

		, ,				
Value	Label		Cases	Percentage		
1	Very high	trust	23	3.1%		
2	Quite high	trust	189		25.9%	
3	Neither hig	th nor low trust	285			39.0%
4	Quite low	Quite low trust			22.6%	
5	Very low to	Very low trust		9.4%		
6	Vet ej/Ej s	var	9			
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted of	as summary statis	tics of the population of inter	rest.	
Information [Type: discrete] [Format: numeric] [Range: 1-		[Type: discrete] [Format: numeric] [Range: 1- 5]	[Missing: */6	5]		
<b>Statistics [NW/ W]</b> [Valid: 731 /-] [Invalid: 9 /-]						

#### # radioty: F.11 Confidence in: Radio and television

**Literal question**How much confidence do you have in the way the following institutions and businesses do their job? - Radio and television

•		television		•		
Value	Label		Cases	Percentage		
1	Very high	trust	42	5.7%		
2	Quite high	trust	306		41.5%	
3	Neither hig	th nor low trust	276		37.4%	
4	Quite low t	Quite low trust		12.6%		
5	Very low to	Very low trust		2.7%		
6	Vet ej/Ej sv	Vet ej/Ej svar				
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.						
Information	Information [Type: discrete] [Format: numeric] [Range: 1-5] [			[6]		
Statistics [NW/ W] [Valid: 737 /-] [Invalid: 3 /-]						

#### # smftg: F.1J Confidence in: Small business

**Literal question** How much confidence do you have in the way the following institutions and businesses do their job? - Small business

#### # smftg: F.1J Confidence in: Small business

Value	Label		Cases	Percentage			
1	Very high	trust	80	11.5%			
2	Quite high	trust	334		47.9%		
3	Neither hig	Neither high nor low trust			33.4%		
4	Quite low t	Quite low trust		5.4%			
5	Very low to	Very low trust		1.9%			
6	Vet ej/Ej sv	Vet ej/Ej svar					
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.							
Information		[Type: discrete] [Format: numeric] [Range: 1-5] [Missing: */6]					
Statistics [NW/ W]		[Valid: 698 /-] [Invalid: 42 /-]					

#### #idrott: F.1K Confidence in: The sports movement

Literal question	How much confidence do you have in the way the following institutions and businesses do their job? - The sports
	movement

Value	Label		Cases	es Percentage		
1	Very high	Very high trust		14.2%		
2	Quite high	Quite high trust		54	.8%	
3	Neither hig	Neither high nor low trust		22.3%		
4	Quite low t	Quite low trust		6.3%		
5	Very low to	Very low trust		2.4%		
6	Vet ej/Ej svar		30			
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.						
Information		[Type: discrete] [Format: numeric] [Range: 1-5] [	Missing: */	[6]		

			_	 _	_	
Statistics [NW/ W]	[Valid: 710 /-] [Invalid: 30 /-]	]				

#### # nykter: F.1L Confidence in: Temperance movement

Literal question How much confidence do you have in the way the following institutions and businesses do their job? - Temperance movement

Value	Label	Cases	Percenta	nge
1	Very high trust	84	12.9%	
2	Quite high trust	256		39.2%
3	Neither high nor low trust	226		34.6%
4	Quite low trust	54	8.3%	
5	Very low trust		5.1%	
6 Vet ej/Ej svar		87		
Warning: these j	figures indicate the number of cases found in the data file. They ca	unnot be interpreted as summary statis	tics of the population of interest.	

0 00	
Information	[Type: discrete] [Format: numeric] [Range: 1-5] [Missing: */6]
Statistics [NW/ W]	[Valid: 653 /-] [Invalid: 87 /-]

#### # kyrkan: F.1M Confidence in: The Church of Sweden

Literal question	How much confidence do you have in the way the following institutions and businesses do their job? - The Church of
	Sweden

#### # kyrkan: F.1M Confidence in: The Church of Sweden

Value	Label		Cases	Percentage
1	Very high	rust	69	9.8%
2	Quite high	trust	234	33.1%
3	Neither high nor low trust		239	33.9%
4	Quite low t	rust	109	15.4%
5	Very low to	rust	55	7.8%
6	Vet ej/Ej sv	var	34	
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted a	s summary stati	stics of the population of interest.
Information		[Type: discrete] [Format: numeric] [Range: 1-5] [	Missing: */	6]
Statistics [NW/ W]		[Valid: 706 /-] [Invalid: 34 /-]		

#### # sr: F.1N Confidence in: Radio Sweden

Literal question How much confidence do you have in the way the following institutions and businesses do their job? - Radio Sweden

Value	Label		Cases	Percentage
1	Very high	Very high trust		15.5%
2	Quite high	Quite high trust		56.5
3	Neither high nor low trust		156	21.8%
4	Quite low	Quite low trust		5.2%
5	Very low to	Very low trust		1.0%
6	Vet ej/Ej s	Vet ej/Ej svar		
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				
Information [Type: discrete] [Format: numeric] [Range: 1-		[Missing: */	[6]	
Statistics [NW/ W] [Valid: 715 /-1 [Invalid: 25 /-1				

Statistics [NW/W]	[Valid: 715 /-] [Invalid: 25 /-]

#### # svt: F.10 Confidence in: Swedish Television

Literal question How much confidence do you have in the way the following institutions and businesses do their job? - Swedish Television

Value	Label	Cases	Percentage	
1	Very high trust	92	12.6%	
2	Quite high trust	386	52.7%	
3	Neither high nor low trust	181	24.7%	
4	Quite low trust	68	9.3%	
5	Very low trust	6	0.8%	
6	Vet ej/Ej svar	7		
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				

Information	[Type: discrete] [Format: numeric] [Range: 1- 5] [Missing: */6]
Statistics [NW/ W]	[Valid: 733 /-] [Invalid: 7 /-]

#### # tv4: F.1P Confidence in: TV4

Literal question How much confidence do you have in the way the following institutions and businesses do their job? - TV4

#### # tv4: F.1P Confidence in: TV4

Value	Label		Cases		Percentage	
1	Very high	trust	31	4.3%		
2	Quite high trust		301			41.7%
3	Neither high nor low trust		273			37.8%
4	Quite low trust		95		13.2%	
5	Very low trust		22	3.0%		
6	Vet ej/Ej svar		18			
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.						
Information		[Type: discrete] [Format: numeric] [Range: 1-5] [	Missing: */	6]		
Statistics [NW/W]		[Valid: 722 /-] [Invalid: 18 /-]				

#### # tv3: F.1Q Confidence in: TV3

Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - TV3			
Value	Label		Cases	Percentage	
1	Very high	trust	17	2.8%	
2	Quite high	trust	111	18.0%	
3	Neither hig	gh nor low trust	230		37.2%
4	Quite low t	rust	159		25.7%
5	Very low to	rust	101	16.3%	
6	Vet ej/Ej sv	var	122		
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.					

 Information
 [Type: discrete] [Format: numeric] [Range: 1- 5] [Missing: \*/6]

 Statistics [NW/ W]
 [Valid: 618 /-] [Invalid: 122 /-]

#### # dn: F.1R Confidence in: Dagens Nyheter

**Literal question**How much confidence do you have in the way the following institutions and businesses do their job? - DN (Dagens Nyheter)

	Nymeter)			
Value	Label	Cases	Percentage	
1	Very high trust	62	11.0%	
2	Quite high trust	258		45.8%
3	Neither high nor low trust	184		32.7%
4	Quite low trust	38	6.7%	
5	Very low trust		3.7%	
6 Vet ej/Ej svar		177		
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				
Information [Type: discrete] [Format: numeric] [Range: 1, 5] [Missing: */6]				

Information	[Type: discrete] [Format: numeric] [Range: 1-5] [Missing: */6]
Statistics [NW/ W]	[Valid: 563 /-] [Invalid: 177 /-]

#### # afton: F.1S Confidence in: Aftonbladet

**Literal question** How much confidence do you have in the way the following institutions and businesses do their job? - Aftonbladet

File : F	File : Förtroendebarometer 2004			
# afton: F	.1S Confidence in: Aftonbladet			
Value	Label	Cases		Percentage
1	Very high trust	28	4.1%	
2	Quite high trust	140		20.5%
3	Neither high nor low trust	203		29.7%
4	Quite low trust	192		28.1%

120

17.6%

6 Vet ej/Ej svar 57
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Very low trust

Information	[Type: discrete] [Format: numeric] [Range: 1- 5] [Missing: */6]
Statistics [NW/ W]	[Valid: 683 /-] [Invalid: 57 /-]

Literal que	iteral question How much confidence do you have in the way the			stitutions and businesses do their	job? - Expressen
Value Label			Cases	S Percentage	
1	Very high	trust	16	2.4%	
2	Quite high	trust	94	14.0%	
3	Neither hig	th nor low trust	208		31.0%
4	Quite low	trust	203		30.3%
5	Very low t	rust	149	2	22.2%
6	Vet ej/Ej s	var	70		
Varning: these	figures indicate the n	umber of cases found in the data file. They cannot be in	terpreted as summary statist	ics of the population of interest.	
Information [Type: discrete] [Format: numeric] [Rang		e: 1- 5] [Missing: */6]			
Statistics [N	tatistics [NW/ W] [Valid: 670 /-] [Invalid: 70 /-]				

Literal question		How much confidence do you have Posten	How much confidence do you have in the way the following institutions and businesses do their job? - Göteborgs-Posten				
Value Label		Cases			Percentage		
1	Very high	ı trust	25	6.9%			
2	Quite hig	h trust	115		31.9%		
3	Neither h	igh nor low trust	180			49.9%	
4	Quite low	trust	29	8.0%			
5	Very low	trust	12	3.3%			
6	Vet ej/Ej	svar	379				
Warning: these	figures indicate the	number of cases found in the data file. They can	anot be interpreted as summary statis	tics of the population of in	erest.		
Warning: these Information	-	number of cases found in the data file. They can [Type: discrete] [Format: numeric]			erest.		
Statistics [NW/W] [Valid: 36]		[Valid: 361 /-] [Invalid: 379 /-]					

# metro: F.1V Confide	# metro: F.1V Confidence in: Metro	
Literal question	How much confidence do you have in the way the following institutions and businesses do their job? - Metro	

#### # metro: F.1V Confidence in: Metro

Value	Label		Cases	Percentage	
1	Very high	trust	34	6.8%	
2	Quite high	Quite high trust		31.2%	
3	Neither high nor low trust		227	45	
4	Quite low t	Quite low trust		13.5%	
5	Very low to	Very low trust		3.4%	
6	Vet ej/Ej sv	Vet ej/Ej svar			
Warning: these figu	ures indicate the n	umber of cases found in the data file. They cannot be interpreted a	s summary state	istics of the population of interest.	
Information [Type: discrete] [Format: numeric] [Range: 1-			Missing: */	[6]	
Statistics [NW	[Valid: 503 /-] [Invalid: 237 /-]				

#### #ikea: F.1X Confidence in: IKEA

Literal question

Value I ahel

How much confidence do you have in the way the following institutions and businesses do their job? - IKEA

value	Labei	Cases	Percentage		
1	Very high trust	122	16.9%		
2	Quite high trust	410	56.9%		
3	Neither high nor low trust	145	20.1%		
4	Quite low trust	34	4.7%		
5	Very low trust	10	1.4%		
6	Vet ej/Ej svar	19			
Warning: these figu	Varning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				

Information [Type: discrete] [Format: numeric] [Range: 1-5] [Missing: \*/6] Statistics [NW/ W] [Valid: 721 /-] [Invalid: 19 /-]

#### # volvo: F.1Y Confidence in: Volvo

Literal question How much confidence do you have in the way the following institutions and businesses do their job? - Volvo

Value	Label	Cases		Percentage		
1	Very high trust	129	18.	6%		
2	Quite high trust	342			49.4%	
3	Neither high nor low trust	170		24.5%		
4	Quite low trust	40	5.8%			
5	Very low trust	12	1.7%			
6	Vet ej/Ej svar	47				
Warning: these j	figures indicate the number of cases found in the data file. They	cannot be interpreted as summary stati	istics of the population of inte	erest.		
Information	aformation [Type: discrete] [Format: numeric] [Range: 1, 5] [Missing: */6]					

[Type: discrete] [Format: numeric] [Range: 1- 5] [Missing: \*/6] Information

Statistics [NW/ W] [Valid: 693 /-] [Invalid: 47 /-]

#### # saab: F.1Z Confidence in: Saab

Literal question How much confidence do you have in the way the following institutions and businesses do their job? - Saab

Value	Label	Cases	Percentage
1	Very high trust	71	10.7%

File : Fö	File : Förtroendebarometer 2004				
# saab: F.1	Z Confiden	ce in: Saab			
Value	Label		Cases	Percenta	ge
2	Quite high	nigh trust			44.0%
3	Neither hig	er high nor low trust			32.5%
4	Quite low t	rust	65	9.8%	
5	Very low to	rust	19	2.9%	
6	Vet ej/Ej sv	var	79		
Warning: these fig	gures indicate the n	umber of cases found in the data file. They cannot be interpreted as	summary stati	tistics of the population of interest.	
Information [Type: discrete] [Format: numeric] [Range: 1- 5] [Missing: */6]					
Statistics [NV	V/ W]	[Valid: 661 /-] [Invalid: 79 /-]			

Literal question		How much confidence do you have in th	How much confidence do you have in the way the following institutions and businesses do their job? - Volkswagen				
Value Label			Cases		centage		
1	Very high	trust	46	7.5%			
2	Quite high	trust	205		33.4%		
3	Neither hig	gh nor low trust	277		45.2%		
4	Quite low	trust	64	10.4%			
5	Very low t	rust	21	3.4%			
6	Vet ej/Ej s	var	127				
Warning: these	figures indicate the r	number of cases found in the data file. They cannot be	interpreted as summary statist	tics of the population of interest.			
Information [Type: discrete] [Format: numeric] [Range: 1			ge: 1- 5] [Missing: */6]	]			
Statistics [NW/ W]		[Valid: 613 /-] [Invalid: 127 /-]					

Literal question How much confidence do you have in the way the			in the way the following insti	tutions and businesses do	their job? - Ericsson
Value Label			Cases		ıtage
1	Very high	trust	45	6.5%	
2	Quite high	trust	250		36.3%
3	Neither hig	gh nor low trust	236		34.3%
4	Quite low t	trust	121	17.69	6
5	Very low to	rust	36	5.2%	
6	Vet ej/Ej sv	var	52		
Warning: these	figures indicate the n	number of cases found in the data file. They cann	ot be interpreted as summary statistics	of the population of interest.	
Information [Type: discrete] [Format: numeric] [Range:		Range: 1- 5] [Missing: */6]			
Statistics [NW/ W]		[Valid: 688 /-] [Invalid: 52 /-]			

# posten: F.1CC Confidence in: Posten AB							
Literal question How much confidence do you have in the way the following institutions and businesses do their job? - Poster				institutions and businesses do their job? - Posten AB $$			
Value	Label		Cases	Percentage			
1	Very high	Very high trust		5.9%			
2	Quite high	trust	197	27.1%	%		

File: F	File : Förtroendebarometer 2004								
# posten:	F.1CC Conf	dence in: Posten AB							
Value Label			Cases	Percentage					
3	Neither hig	h nor low trust	189	26.0%					
4	Quite low t	rust	194	26.7%					
5	Very low to	rust	104	14.3%					
6	Vet ej/Ej sv	var	13						
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpret	ed as summary statistics of the p	population of interest.					
Information [Type: discrete] [Format: numeric] [Range:		[Type: discrete] [Format: numeric] [Range: 1-	5] [Missing: */6]						
<b>Statistics [NW/ W]</b> [Valid: 727 /-] [Invalid: 13 /-]		[Valid: 727 /-] [Invalid: 13 /-]							

# telia: F.	.1DD Confide	ence in: TeliaSonera				
Literal question How much confidence do you have in			e following in	nstitutions and busine	esses do their jo	b? - TeliaSonera
Value Label			Cases	Percentage		
1	Very high t	rust	27	4.0%		
2	Quite high	trust	187		28.	.0%
3	Neither hig	h nor low trust	263			39.4%
4	Quite low t	rust	139		20.8%	
5	Very low to	rust	51	7.6%		
6	Vet ej/Ej sv	var	73			
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted o	as summary statis	stics of the population of in	terest.	
Information [Type: discrete] [Format: numeric] [Range: 1		[Type: discrete] [Format: numeric] [Range: 1-5]	[Missing: */6	5]		
Statistics [N	NW/ W]	[Valid: 667 /-] [Invalid: 73 /-]				

# vatten: ]	F.1EE Confi	dence in: Vattenfall				
Literal question How much confidence do you have in the way the following in:			stitutions and business	es do their job? - V	attenfall	
Value Label			Cases	Percentage		
1	Very high	rust	18	2.8%		
2	Quite high	trust	166	25.5%		
3	Neither hig	h nor low trust	259	39.8		39.8%
4	Quite low t	rust	147		22.6%	
5	Very low to	rust	61	9.4%		
6	Vet ej/Ej sv	var	89			
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interprete	d as summary statist	tics of the population of intere	est.	
Information [Type: discrete] [Format: numeric] [Range		[Type: discrete] [Format: numeric] [Range: 1-5	[Missing: */6]	]		
Statistics [NW/ W] [Va		[Valid: 651 /-] [Invalid: 89 /-]				

# sydkr: F.1FF Confidence in: Sydkraft							
Literal question How much confidence do you have in the way the following institutions and businesses do their job? - Sydkra				institutions and businesses do their job? - Sydkraft			
Value	Label		Cases	Percentage			
1	Very high	trust	16	2.7%			
2	Quite high	Quite high trust		22.6%			
3	Neither hig	gh nor low trust	268	45.1%			

File : Förtroendebarometer 2004								
# sydkr: l	F.1FF Confid	lence in: Sydkraft						
Value Label			Cases	Percentage				
4	Quite low t	trust	123	20.7%				
5	Very low to	rust	53	8.9%				
6	Vet ej/Ej sv	var	146					
Warning: these	figures indicate the n	number of cases found in the data file. They cannot be interpreted as s	summary stati	tistics of the population of interest.				
Information [Type: discrete] [Format: numeric] [Range: 1-		[Type: discrete] [Format: numeric] [Range: 1-5] [M	lissing: */	/6]				
Statistics [N	<b>Statistics [NW/ W]</b> [Valid: 594 /-] [Invalid: 146 /-]							

Literal question		_	How much confidence do you have in the way the following institutions and businesses do their job? - The state-controlled company for the sale of alcoholic beverages						
Value	Label		Cases	Percentage					
1	Very high	trust	31	4.4%					
2	Quite high	ı trust	200			28.4%			
3	Neither hi	gh nor low trust	235			33.4%			
4	Quite low	trust	150		21.3%				
5	Very low	trust	88	12.5	5%				
6	Vet ej/Ej s	svar	36						
Varning: these	figures indicate the	number of cases found in the data file. They canno	t be interpreted as summary statistic	es of the population of inte	rest.				
Information [Type: discrete] [Format: numeric] [Range		Range: 1- 5] [Missing: */6]							
Statistics [NW/ W]		[Valid: 704 /-] [Invalid: 36 /-]							

# astra: F.	1HH Confid	lence in: Astra Zenica						
Literal ques	tion	How much confidence do you have in the way the	How much confidence do you have in the way the following institutions and businesses do their job? - Astra Zeneca					
Value	Label		Cases	Percentage				
1	Very high	trust	45	7.2%				
2	Quite high	trust	216		34.6%			
3	Neither hig	h nor low trust	270		43.3%			
4	Quite low t	rust	69	11.1%				
5	Very low to	rust	24	3.8%				
6	Vet ej/Ej sv	var	116					
Warning: these f	igures indicate the n	umber of cases found in the data file. They cannot be interpreted o	as summary statis	tics of the population of interest.				
Information [Type: discrete] [Format: numeric] [Range:		[Type: discrete] [Format: numeric] [Range: 1- 5]	[Missing: */6	5]				
Statistics [N	W/ W]	[Valid: 624 /-] [Invalid: 116 /-]						

# hm: F.1II Confidence in: H&M							
<b>Literal question</b> How much confidence do you have in the way the following institutions and businesses do their job? - H&M							
Value	Label	Cases		Percer	Percentage		
1	Very high	trust	44	6.5%			
2	Quite high	trust	242		35.7%		
3	Neither hig	th nor low trust	284		41.9%		
4	Quite low t	trust	82	12.1%			

File: Förtroendebarometer 2004							
# hm: F.1II Confidence in: H&M							
Value	Label		Cases	Percentage			
5	Very low to	ery low trust		3.7%			
6	Vet ej/Ej sv	var	63				
Warning: these j	figures indicate the n	umber of cases found in the data file. They cannot be interpreted as	summary stati	istics of the population of interest.			
Information [Type: discrete] [Format: num		[Type: discrete] [Format: numeric] [Range: 1-5] [N	Missing: */	6]			
Statistics [NW/ W] [V		[Valid: 677 /-] [Invalid: 63 /-]					

# skandia	: F.1JJ Conf	idence in: Skandia			
Literal question How much		How much confidence do you have in the	ne way the following inst	titutions and businesses do the	ir job? - Skandia
Value	Label		Cases	Percentage	
1	Very high trust		17	2.6%	
2	Quite high trust		67	10.2%	
3	Neither high nor low trust		196		29.7%
4	Quite low	trust	184		27.9%
5	Very low t	rust	195		29.6%
6	Vet ej/Ej s	var	81		
Warning: these	figures indicate the r	number of cases found in the data file. They cannot be	interpreted as summary statistic	es of the population of interest.	
Information [Type: discrete] [Format: numeric] [Rang		nge: 1- 5] [Missing: */6]			
Statistics [NW/ W]		[Valid: 659 /-] [Invalid: 81 /-]			

# folksam	: F.1KK Cor	nfidence in: Folksam					
Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - Folksam					
Value	Label		Cases	Percentage			
1	Very high	trust	31	4.6%			
2	Quite high	trust	214		31.7%		
3	Neither hig	th nor low trust	254		37.6%		
4	Quite low t	crust	126	1	8.7%		
5	Very low to	rust	50	7.4%			
6	Vet ej/Ej sv	var	65				
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be into	erpreted as summary statistic	cs of the population of interest			
Information [Type: discrete] [Format: numeric] [R		[Type: discrete] [Format: numeric] [Range	: 1- 5] [Missing: */6]				
Statistics [N	NW/ W]	[Valid: 675 /-] [Invalid: 65 /-]					

# ppm: F.1I	LL Confide	ence in: Premiepensionsmyndighete	en (PPM)			
Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - Premiepensionsmyndigheten (PPM)				
Value	Label	Label		Percentage		
1	Very high	rust	21	3.4%		
2	Quite high	trust	171		27.3%	
3	Neither hig	h nor low trust	256			40.9%
4	Quite low t	rust	117	1	8.7%	
5	Very low to	rust	61	9.7%		
6	Vet ej/Ej sv	var	114			
Warning: these figu	ures indicate the n	umber of cases found in the data file. They cannot be interp	reted as summary statisti	ics of the population of inter	est.	
Information	Information [Type: discrete] [Format: numeric] [Range:					
Statistics [NW	7/ <b>W</b> ]	[Valid: 626 /-] [Invalid: 114 /-]				

# nordea:	F.1MM Cor	nfidence in: Nordea			
Literal question How much confidence do you have in the way the			e following in	stitutions and businesses do their	job? - Nordea
Value	Label		Cases	Percentage	
1	Very high	rust	42	6.7%	
2	Quite high	trust	218		34.6%
3	Neither hig	h nor low trust	252		40.0%
4	Quite low t	rust	88	14.0%	
5	Very low to	rust	30	4.8%	
6	Vet ej/Ej sv	var	110		
Warning: these j	igures indicate the n	umber of cases found in the data file. They cannot be interpreted o	as summary statist	tics of the population of interest.	
Information [Type: discrete] [Format: numeric] [Range			[Missing: */6]	]	
Statistics [N	W/ W]	[Valid: 630 /-] [Invalid: 110 /-]			

# seb: F.1	NN Confide	nce in: SE-Banken				
Literal question SEHow much confidence do you have in the w			the way the following i	nstitutions and businesses	do their job? SE-Banken	
Value	Label		Cases	Percentage		
1	Very high	rust	36	6.2%		
2	Quite high	trust	204		35.2%	
3	Neither hig	h nor low trust	248		42.8%	
4	Quite low t	rust	62	10.7%		
5	Very low to	rust	29	5.0%		
6	Vet ej/Ej sv	var	161			
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be is	nterpreted as summary statistic	s of the population of interest.		
Information [Type: discrete] [Format: numeric] [Range		ge: 1- 5] [Missing: */6]				
Statistics [NW/ W]		[Valid: 579 /-] [Invalid: 161 /-]				

# handel: F.100 Con	# handel: F.100 Confidence in: Handelsbanken					
Literal question	How much confidence do you have in the way the following institutions and businesses do their job? - Handelsbanken					

# handel: F.100 Confidence in: Handelsbanken						
Value	Label		Cases Percentage			
1	Very high	trust	60	10.0%		
2	Quite high trust				35.6%	
3	Neither high nor low trust		242		40.4%	
4	Quite low t	rust	60	10.0%		
5	Very low to	rust	24	4.0%		
6	Vet ej/Ej sv	var	141			
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted as	summary state	istics of the population of interest.		
Information [Type: discrete] [Format: numeric] [Range: 1-		[Type: discrete] [Format: numeric] [Range: 1- 5] [J	Missing: */	[6]		
Statistics [NW/ W] [Valid: 599 /-] [Invalid: 141 /-]						

# sj: F.1P	P Confidenc	e in: SJ				
Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - SJ				
Value	Label		Cases	Percentage		
1	Very high	trust	21	3.0%		
2	Quite high	trust	187		26.8%	
3	Neither hig	th nor low trust	243		34.8%	
4	Quite low	trust	189		27.0%	
5	Very low to	rust	59	8.4%		
6	Vet ej/Ej s	var	41			
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted	as summary statis	tics of the population of interest.		
Information [Type: discrete] [Format: numeric] [Range:		[Type: discrete] [Format: numeric] [Range: 1-5]	[Missing: */6	[]		
Statistics [NW/ W] [Valid: 699 /-] [Invalid: 41		[Valid: 699 /-] [Invalid: 41 /-]				

# sas: F.10	QQ Confide	nce in: SAS			
Literal question How much confidence do you have in the way			following in	nstitutions and businesses do the	heir job? - SAS
Value	Label		Cases	Percentage	
1	Very high t	rust	41	6.1%	
2	Quite high	Quite high trust			33.1%
3	Neither hig	Neither high nor low trust			42.1%
4	Quite low t	rust	104	15.6%	
5	Very low to	rust	20	3.0%	
6	Vet ej/Ej sv	var	73		
Warning: these f	igures indicate the n	umber of cases found in the data file. They cannot be interpreted a	s summary statis	stics of the population of interest.	
Information [Type: discrete] [Format: numeric] [Range: 1-		[Type: discrete] [Format: numeric] [Range: 1-5] [	Missing: */6	5]	
Statistics [N	<b>Statistics [NW/ W]</b> [Valid: 667 /-] [Invalid: 73 /-]				

# ica: F.1RR Confidence in: ICA							
Literal question How much confidence do you have in the way the following institutions and businesses do their job? - ICA							
Value	Label		Cases	Percentage			
1	Very high t	h trust		12.6%			
2	Quite high	Quite high trust		57.0%			
3	Neither hig	Neither high nor low trust		25.3%			

# ica: F.1RR Confidence in: ICA						
Value	Label	Label		Percentage		
4	Quite low trust		27	3.7%		
5	Very low to	Very low trust		1.4%		
6	Vet ej/Ej sv	var	17			
Warning: these fig.	ures indicate the n	umber of cases found in the data file. They cannot be interpreted as	summary stat	tistics of the population of interest.		
<b>Information</b> [Ty		[Type: discrete] [Format: numeric] [Range: 1-5] [Missing: */6]				
Statistics [NW/ W]		[Valid: 723 /-] [Invalid: 17 /-]				

Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - COOP cooperation				
Value	ue Label		Cases	Percentage		
1	Very high	Very high trust		7.8%		
2	Quite high	Quite high trust			43.6%	
3	Neither hi	Neither high nor low trust			35.2%	
4	Quite low	trust	74	10.7%		
5	Very low	trust	18	2.6%		
6	Vet ej/Ej s	Vet ej/Ej svar				
Warning: these	figures indicate the	number of cases found in the data file. They cannot be	interpreted as summary statist	tics of the population of interest.		
Information [Type: discrete] [Format: numeric] [Range: 1-			nge: 1- 5] [Missing: */6]	]		
Statistics [NW/ W] [Valid: 690 /-] [Invalid: 50 /-]						

# frlsis: F.	1TT Confid	ence in: Salvation army				
Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - Salvation army				
Value	Label		Cases	Percentage		
1	Very high	rust	114	18.2%		
2	Quite high	trust	225		36.0%	
3	Neither hig	h nor low trust	195		31.2%	
4	Quite low t	rust	61	9.8%		
5	Very low to	rust	30	4.8%		
6	Vet ej/Ej sv	var	115			
Warning: these f	igures indicate the n	umber of cases found in the data file. They cannot be interpreted a	s summary statist	tics of the population of interest.		
Information	Information [Type: discrete] [Format: numeric] [Range		Missing: */6]	]		
Statistics [N	Statistics [NW/ W] [Valid: 625 /-] [Invalid: 113					

# konsver: F.1UU Confidence in: the Swedish Consumer Agency							
· ·		How much confidence do you have in the way the following institutions and businesses do their job? - the Swedish Consumer Agency					
Value	Label		Cases	Percent	age		
1	Very high	rust	85	13.0%			
2	Quite high	trust	359		55.1%		
3	Neither hig	Neither high nor low trust		25.2%			
4	Quite low t	Quite low trust		5.1%			
5	Very low to	Very low trust		1.7%			

# konsver: F.1UU Confidence in: the Swedish Consumer Agency						
Value	Label	Label		Percentage		
6	Vet ej/Ej sv	Vet ej/Ej svar				
Warning: these f	igures indicate the n	umber of cases found in the data file. They cannot be interpreted as	summary stati	istics of the population of interest.		
Information	Information [Type: discrete] [Format: numeric] [Range: 1-		Missing: */	6]		
Statistics [N	W/ W]	[Valid: 652 /-] [Invalid: 88 /-]				

Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - The Swedish Public Employment Service				
Value	Label		Cases		Percentage	
1	Very high	trust	20	3.1%		
2	Quite high	ı trust	127		19.5%	
3	Neither hi	gh nor low trust	231			35.4%
4	Quite low	trust	172		26.4%	
5	Very low	trust	102		15.6%	
6	Vet ej/Ej s	svar	88			
Warning: these	figures indicate the	number of cases found in the data file. They cannot	be interpreted as summary statist	tics of the populatio	on of interest.	
Information [Type: discrete] [Format: numeric] [Range		ange: 1- 5] [Missing: */6]	]			
Statistics [N	Statistics [NW/ W] [Valid: 652 /-] [Invalid: 88 /-]					

# manpow	er: F.1XX (	Confidence in: Manpower			
Literal ques	<b>Literal question</b> How much confidence do you have in the way the following institutions and businesses do their job?				
Value	Label	Label		Percentage	
1	Very high t	rust	6	1.2%	
2	Quite high	trust	78	15.4%	
3	Neither hig	h nor low trust	285		56.2%
4	Quite low t	rust	95	18.7%	
5	Very low to	rust	43	8.5%	
6	Vet ej/Ej sv	var	233		
Warning: these f	igures indicate the n	umber of cases found in the data file. They cannot be inter	preted as summary stat	tistics of the population of interest.	
Information	Information [Type: discrete] [Format: numeric] [Rang			/6]	
Statistics [N	W/ W]	[Valid: 507 /-] [Invalid: 233 /-]			

Literal question		How much confidence do you have in the way the following institutions and businesses do their job? - McDonalds				
Value	Label		Cases	Percentage		
1	Very high t	rust	18	2.6%		
2	Quite high	trust	111		16.1%	
3	Neither hig	h nor low trust	248			36.0%
4	Quite low t	rust	184	26.7%		, )
5	Very low tr	rust	127		18.5%	
6	Vet ej/Ej sv	ar	52			

# mcdonald: F.1YY C	# mcdonald: F.1YY Confidence in: McDonalds				
Information	[Type: discrete] [Format: numeric] [Range: 1- 5] [Missing: */6]				
Statistics [NW/ W]	[Valid: 688 /-] [Invalid: 52 /-]				

Literal que	stion	How much confidence do you have in the w	ay the following in	nstitutions and busine	sses do their job? - Bur	ger King
Value	Label		Cases	Cases Percentage		
1	Very high	rust	13	2.1%		
2	Quite high	trust	79	12.9%	6	
3	Neither hig	h nor low trust	252	4		41.2%
4	Quite low t	rust	166		27.2%	
5	Very low to	rust	101	16	5.5%	
6	Vet ej/Ej sv	var	129			
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be inter	preted as summary statis	tics of the population of int	erest.	
Information [Type: discrete] [Format: numeric] [Ran		[Type: discrete] [Format: numeric] [Range:	1- 5] [Missing: */6	5]		
Statistics [N	NW/ W]	[Valid: 611 /-] [Invalid: 129 /-]				

# coca: F.	1AAA Confi	dence in: Coca-Cola			
Literal que	stion	How much confidence do you have in the way the	ne following insti	tutions and businesses do their job? - Coca-Col	a
Value	Label		Cases		
1	Very high	trust	39	5.6%	
2	Quite high	trust	151	21.8%	
3	Neither hig	th nor low trust	225	32.5	5%
4	Quite low	trust	155	22.4%	
5	Very low to	rust	122	17.6%	
6	Vet ej/Ej s	var	48		
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted	l as summary statistics	of the population of interest.	
Information	Information [Type: discrete] [Format: numeric] [Range: 1		] [Missing: */6]		
Statistics [N	[W/ W]	[Valid: 692 /-] [Invalid: 48 /-]			

# q21: F.2A Importance for large companies to: have a high productivity						
Literal question		In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they have a high productivity				
Value Label		Cas		Percentage		
0	Not at all i	mportant	4	0.6%		
1	1		6	0.8%		
2	2		4	0.6%		
3	3		4	0.6%		
4	4		15	2.1%		
5	5		97	13.4%		
6	6		50	6.9%		
7	7		135	18.7%		
8	8		227	31.4%		
9	9		44	6.1%		

# q21: F.2	2A Importan	ce for large companies to: have a high p	oroducti	vity
Value	Label		Cases	Percentage
10	Very impor	Very important		18.8%
11	Vet ej/Ej sv	Vet ej/Ej svar		
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted as	summary stat	istics of the population of interest.
Information [Type: continuous] [Format: numeric] [Range		[Type: continuous] [Format: numeric] [Range: 0-1	0] [Missin	g: */11]
Statistics [NW/ W] [Valid: 722 /-] [Invalid:		[Valid: 722 /-] [Invalid: 18 /-] [Mean: 7.463 /-] [Std	dDev: 1.90	7 /-]

		In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they comply with official regulations				
Value	Label		Cases	Percentage		
0	Not at all i	mportant	2	0.3%		
1	1		2	0.3%		
2	2		2	0.3%		
3	3		7	1.0%		
4	4		4	0.5%		
5	5		34	4.6%		
6	6		22	3.0%		
7	7		53	7.2%		
8	8		131		17.9%	
9	9		98		13.4%	
10	Very impo	rtant	378			51.6%
11	Vet ej/Ej s	var	7			
Warning: these	figures indicate the i	number of cases found in the data file. They can	not be interpreted as summary stat	tistics of the popula	tion of interest.	
Informatio	n	[Type: continuous] [Format: nume	ric] [Range: 0- 10] [Missin	g: */11]		
Statistics [N	IW/ W]	[Valid: 733 /-] [Invalid: 7 /-]				

Literal question		In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they create jobs				
Value	Label		Cases			
0	Not at all	mportant	2	0.3%		
2	2	2		0.3%		
3	3	3		0.8%		
4	4	4		1.0%		
5	5		22	3.0%		
6	6		26	3.5%		
7	7		51	6.9%		
8	8		135	18.4%		
9	9		81	11.0%		
10	Very impo	ortant	403		54.8%	
11	Vet ej/Ej s	var	5			
Warning: these	figures indicate the	number of cases found in the data file. They cannot l	be interpreted as summary stat	istics of the population of interest.		
Informatio	n	[Type: continuous] [Format: numeric]	[Range: 0- 10] [Missin	g: */11]		
Statistics [N	NW/ W]	[Valid: 735 /-] [Invalid: 5 /-]				

# q23: F.2C Importance for large companies to: create jobs

Literal question		In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they adapt the working environment and working conditions in accordance with the employees' conditions				
Value Label			Cases	Percentage		
0	Not at all i	mportant	2	0.3%		
3	3		3	0.4%		
4	4		3	0.4%		
5	5		29	4.0%		
6	6		23	3.1%		
7	7		62	8.5%		
8	8		119	16.3%		
9	9		102	13.9%		
10	Very impo	rtant	389		53.1%	
11	11 Vet ej/Ej svar		8			
Warning: these	figures indicate the n	number of cases found in the data file. The	y cannot be interpreted as summary stat	istics of the population of interest.		
Informatio	n	[Type: continuous] [Format: no	umeric] [Range: 0- 10] [Missin	g: */11]		
Statistics [NW/ W]		[Valid: 732 /-] [Invalid: 8 /-]				

Literal question		In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - To maximize the dividend to its shareholders				
Value	Label		Cases	]	Percentage	
0	Not at all i	mportant	16	2.3%		
1	1		16	2.3%		
2	2		25	3.5%		
3	3		28	3.9%		
4	4		41	5.8%		
5	5		172		24.2%	
6	6		71	10	1.0%	
7	7		105		14.8%	
8	8		96		13.5%	
9	9		25	3.5%		
10	Very impo	rtant	116		16.3%	
11	Vet ej/Ej s	var	29			
Warning: these	figures indicate the	number of cases found in the data file. They cannot be inter	preted as summary statist	tics of the population of inte	rest.	
Information	n	[Type: continuous] [Format: numeric] [Ran	ge: 0- 10] [Missing:	*/11]		
Statistics [N	IW/ W]	[Valid: 711 /-] [Invalid: 29 /-]		·	·	

# q26: F.2F Importance for large companies to: work to get their products environmentally controlled		
Literal question	In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they are working to get their products environmentally controlled	

# q26: F.2	2F Importan	ce for large companies to	: work to get their pro	ducts environ	mentally con	trolled
Value	Label		Cases	Percentage		
0	Not at all i	mportant	1	0.1%		
1	1	1		0.1%		
3	3	3		1.0%		
4	4	4		1.1%		
5	5		44	6.0%		
6	6		31	4.2%		
7	7		87	11.9%		
8	8		169		23.1%	
9	9		83	11.4%		
10	Very impo	rtant	300			41.0%
11	Vet ej/Ej s	Vet ej/Ej svar				
Warning: these	figures indicate the n	number of cases found in the data file. The	y cannot be interpreted as summary sta	tistics of the population	of interest.	
Information	n	[Type: continuous] [Format: nu	meric] [Range: 0- 10] [Missin	ng: */11]		
Statistics [N	IW/ W]	[Valid: 731 /-] [Invalid: 9 /-]				

# q27: F.2	2G Importar	ce for large companies to: l	oe transparent to the	e public
Literal que	stion	In public debate, the issue of large you judge the following requireme		s in various areas has been discussed. How important do ransparent to the public
Value	Label		Cases	Percentage
0	Not at all i	mportant	2	0.3%
2	2		7	1.0%
3	3	3		1.9%
4	4		14	1.9%
5	5		64	8.8%
6	6		41	5.6%
7	7		83	11.4%
8	8		163	22.3%
9	9		76	10.4%
10	Very impo	rtant	266	36.4%
11	1 Vet ej/Ej svar		10	
Warning: these	figures indicate the	number of cases found in the data file. They can	not be interpreted as summary stat	tistics of the population of interest.
Information	n	[Type: continuous] [Format: nume	ric] [Range: 0- 10] [Missin	g: */11]
Statistics [N	NW/ W]	[Valid: 730 /-] [Invalid: 10 /-]		

# q28: F.2H Importance for large companies to: support sport or culture					
Literal ques	tion	In public debate, the issue of large companies' res you judge the following requirements to be? - That		s in various areas has been discussed. How important do ate funds to support sport or culture	
Value	Label		Cases	Percentage	
0	Not at all i	mportant	13	1.8%	
1	1		9	1.2%	
2	2	2		4.5%	
3	3		41	5.6%	
4	4		43	5.9%	

# q28: F.2	# q28: F.2H Importance for large companies to: support sport or culture						
Value	Label		Cases	Percei	ıtage		
5	5		173		23.7%		
6	6	6		10.4%			
7	7		104		14.2%		
8	8		121		16.6%		
9	9		33	4.5%			
10	Very impor	tant	84	11.59	%		
11	Vet ej/Ej sv	var	10				
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted a	s summary statis	stics of the population of interest.			
Information [		[Type: continuous] [Format: numeric] [Range: 0-	10] [Missing	g: */11]			
Statistics [NW/ W]		[Valid: 730 /-] [Invalid: 10 /-]					

Literal question		In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they contribute to charity					nt do
Value	Label		Cases		Percentage		
0	Not at all	mportant	14	1.9%			
1	1		9	1.2%			
2	2		18	2.5%			
3	3		42	5.7%			
4	4		45	6.2%			
5	5		159			21.8	8%
6	6		76		10.4%		
7	7		100		13.7	%	
8	8		138			18.9%	
9	9		20	2.7%			
10	Very impo	ortant	110		15	5.0%	
11	Vet ej/Ej s	var	9				
Warning: these	figures indicate the	number of cases found in the data file. They cannot b	be interpreted as summary statist	tics of the population of in	erest.		
Information	n	[Type: continuous] [Format: numeric]	[Range: 0- 10] [Missing:	: */11]		<u> </u>	
Statistics [N	W/ W]	[Valid: 731 /-] [Invalid: 9 /-]					

# q210: F.	2J Importa	nce for large companies to	: maximize its profits		
Literal question		In public debate, the issue of large companies' responsibilities in various areas has been discussed. How important do you judge the following requirements to be? - That they maximize its profits			
Value	Label		Cases	Percentage	
0	Not at all	important	16	2.2%	
1	1		19	2.6%	
2	2		27	3.7%	
3	3		32	4.4%	
4	4		40	5.5%	
5	5		149		20.6%
6	6		66	9.1%	
7	7		113		15.6%
8	8		135		18.6%

# q210: F.2J Importance for large companies to: maximize its profits					
Value	Label	Label		Percen	ntage
9	9		34	4.7%	
10	Very impor	Very important			12.8%
11	Vet ej/Ej sv	Vet ej/Ej svar			
Warning: these figure	res indicate the n	umber of cases found in the data file. They cannot be interpreted as	summary stati	istics of the population of interest.	
Information		[Type: continuous] [Format: numeric] [Range: 0- 10] [Missing: */11]			
Statistics [NW/ W]		[Valid: 724 /-] [Invalid: 16 /-]			

Literal question		In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - Volvo					
Value	Label		Cases	Per	centage		
0	Not at all		2	0.3%			
1	1		1	0.1%			
2	2	2		0.1%			
3	3	3		0.9%			
4	4		21	3.1%			
5	5		111	1	6.5%		
6	6		57	8.5%			
7	7		155		23.1%		
8	8		218		32.4%		
9	9		40	6.0%			
10	Completel	y	60	8.9%			
11	Don't know	v/no answer	68				
Varning: these	figures indicate the i	number of cases found in the data file. They canno	ot be interpreted as summary state	istics of the population of interest.			
Information	n	[Type: continuous] [Format: numeric] [Range: 0- 10] [Missing: */11]					
Statistics [NW/ W]		[Valid: 672 /-] [Invalid: 68 /-]	·				

Literal question		In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - Ericsson				
Value	Label		Cases	Percentage		
0	Not at all		8	1.2%		
1	1		3	0.4%		
2	2		9	1.3%		
3	3		29	4.3%		
4	4		55	8.1%		
5	5		171		25.1	
6	6		99		14.5%	
7	7		126		18.5%	
8	8		134		19.6%	
9	9		20	2.9%		
10	Completely	1	28	4.1%		
11	Don't know	//no answer	58			

# q32: F.3B Meet the requirements to be a responsible business: Ericsson		
Information	[Type: continuous] [Format: numeric] [Range: 0- 10] [Missing: */11]	
Statistics [NW/ W]	[Valid: 682 /-] [Invalid: 58 /-]	

Literal question		In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - SAS				ousiness? -
Value	Label	.abel Cases		Percentage		
0	Not at all		2	0.3%		
1	1		2	0.3%		
2	2		15	2.3%		
3	3		36	5.5%		
4	4		61	9.39	%	
5	5		191			29.2%
6	6		110		16.8%	
7	7		110		16.8%	
8	8		80		12.3%	
9	9		11	1.7%		
10	Completely	y	35	5.4%		
11	Don't know/no answer		87			
Varning: these	figures indicate the n	umber of cases found in the data file. They cann	ot be interpreted as summary stat	tistics of the population of i	interest.	
11 Warning: these Information	figures indicate the n		ot be interpreted as summary state		interest.	
_	W/ W]	[Type: continuous] [Format: numeri	c] [Kange: 0- 10] [Missin	g: */11]		

Literal question		In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - H&M				
Value	Label		Cases		Percentage	
0	Not at all		5	0.8%		
1	1	1		0.9%		
2	2		9	1.4%		
3	3		23	3.5%		
4	4		54	8.2%		
5	5		169			25.8%
6	6		84		12.8%	
7	7		117		17.8%	
8	8		123		18.89	%
9	9		33	5.0%		
10	Completel	y	33	5.0%		
11	Don't know	Don't know/no answer				
Warning: these	figures indicate the n	number of cases found in the data file. The	y cannot be interpreted as summary stati	stics of the population of inte	erest.	

Literal question		In your opinion, to what extent do Aftonbladet	the following companies mee	et the requirements to	be a responsible business? -
Value	Label		Cases	]	Percentage
0	Not at all		29	4.4%	
1	1		24	3.7%	
2	2	2		6.3%	
3	3	3		8.3%	
4	4	4		9.8%	
5	5		181		27.8%
6	6		70	10.	7%
7	7		89		13.7%
8	8		59	9.0%	
9	9		16	2.5%	
10	Completely	/	25	3.8%	
11	11 Don't know/no answer		88		
Warning: these	figures indicate the n	umber of cases found in the data file. They can	nnot be interpreted as summary statisti	ics of the population of inte	rest.
Informatio	n	[Type: continuous] [Format: nume	ric] [Range: 0- 10] [Missing:	*/11]	
Statistics [NW/ W]		[Valid: 652 /-] [Invalid: 88 /-]			

# q36: F.3	3F Meet the	requirements to be a respons	ible business: Dager	ns Nyheter		
Literal question		In your opinion, to what extent do the following companies meet the requirements to be a responsible business? - DN (Dagens Nyheter)				
Value	Label		Cases	Percentage		
0	Not at all		8	1.4%		
1	1		4	0.7%		
2	2		12	2.0%		
3	3		17	2.9%		
4	4		34	5.8%		
5	5		150		25.5%	
6	6		87		14.8%	
7	7		130		22.1%	
8	8		98		16.7%	
9	9		25	4.3%		
10	Completel	1	23	3.9%		
11	Don't knov	//no answer	152			
Warning: these	figures indicate the n	umber of cases found in the data file. They canno	ot be interpreted as summary stati	istics of the population of interest.		
Information	n	[Type: continuous] [Format: numeric] [Range: 0- 10] [Missing: */11]				
Statistics [N	NW/ W]	[Valid: 588 /-] [Invalid: 152 /-]				

# q37: F.3G Meet the requirements to be a responsible business: Swedish Television					
Literal question In your opinion, to what extent do the following compa		anies m	neet the requirements to be a responsible business? -		
Value	Label	C	Cases	Percentage	
0	Not at all		3	0.4%	

# q37: F.3	# q37: F.3G Meet the requirements to be a responsible business: Swedish Television					
Value	Label	Cases Percei		Percentage		
1	1		0			
2	2		7	1.0%		
3	3		14	2.0%		
4	4	4		4.6%		
5	5		128		18.3%	
6	6		103	14.89	%	
7	7		156		22.3%	
8	8		172		24.6%	
9	9		45	6.4%		
10	Completel	y	38	5.4%		
11	Don't knov	v/no answer	42			
Warning: these j	Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.					
Information	1	[Type: continuous] [Format: numeric] [R	ange: 0- 10] [Missing	g: */11]		
Statistics [N	[W/ W]	[Valid: 698 /-] [Invalid: 42 /-]				

# q38: F.3	3H Meet the	requirements to be a resp	oonsible business: TV4			
Literal question		In your opinion, to what extent TV4	do the following companies m	neet the requirements to	be a responsible business? -	
Value	Label		Cases	I	Percentage	
0	Not at all		3	0.4%		
1	1		6	0.9%		
2	2		15	2.2%		
3	3		24	3.5%		
4	4		56	8.1%		
5	5		167		24.0%	
6	6		100		14.4%	
7	7		152		21.9%	
8	8		117		16.8%	
9	9		27	3.9%		
10	Completely	y	28	4.0%		
11		v/no answer	45			
Warning: these	figures indicate the n	umber of cases found in the data file. They	cannot be interpreted as summary stat	tistics of the population of inter	rest.	
Information	n	[Type: continuous] [Format: nu	meric] [Range: 0- 10] [Missin	g: */11]		
Statistics [N	NW/W]	[Valid: 695 /-] [Invalid: 45 /-]				

# q41: F.4A Frequency of morning paper reading						
Literal question Frequency of reading morning paper						
Value	Label		Cases	Percentage		
1	1 day a we	1 day a week		3.0%		
2	2 days a we	eek	23	3.1%		
3	3 days a we	3 days a week		5.1%		
4	4 days a w	4 days a week		3.8%		
5	5 days a w	5 days a week		10.6%		

# q41: F.4A Frequency of morning paper reading						
Value	Label		Cases	Percentage		
6	6 days a week		158	21.4%		
7	7 days a week		353	47.8%		
8	Never/none	Never/none		5.3%		
9	Vet ej/Ej sv	Vet ej/Ej svar				
Warning: these figu	Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.					
Information		[Type: discrete] [Format: numeric] [Range: 1-8] [Missing: */9]				
Statistics [NW	/ <b>W</b> ]	[Valid: 739 /-] [Invalid: 1 /-]				

Literal question		Frequency of reading evening paper			
Value	Label		Cases	Per	centage
1	1 day a we	ek	135	18.3%	
2	2 days a w	eek	97	13.2%	
3	3 days a week		72	9.8%	
4	4 days a week		42	5.7%	
5	5 days a w	eek	36	4.9%	
6	6 days a w	eek	11	1.5%	
7	7 days a w	eek	102	13.99	6
8	Never/none	e	241		32.7%
9	Vet ej/Ej svar		4		
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interpreted	as summary stati	istics of the population of interest.	
Information [Type: discrete] [I		[Type: discrete] [Format: numeric] [Range: 1-8]	[Missing: */9	9]	
Statistics [N	NW/ W]	[Valid: 736 /-] [Invalid: 4 /-]			

Literal question		Frequency of television-viewing of news			
Value	Label		Cases	Percentage	
1	1 day a we	ek	25	3.4%	
2	2 days a w	eek	32	4.3%	
3	3 days a we	eek	51	6.9%	
4	4 days a w	eek	45	6.1%	
5	5 days a w	eek	76	10.3%	
6	6 days a w	eek	32	4.3%	
7	7 days a w	eek	466		63.0%
8	Never/none		13	1.8%	
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be interprete	d as summary stati	stics of the population of interest.	
Information [Type: discrete] [Format: numeric] [Ran		[Type: discrete] [Format: numeric] [Range: 1-8	] [Missing: */9	9]	
Statistics [NW/ W]		[Valid: 740 /-] [Invalid: 0 /-]			

# parti1: F.5A Politica	# parti1: F.5A Political party sympathy	
Literal question	Which political party do you sympathize with?	

Value	Label		Cases	Percentage			
1	Other part	y	7	1.4%			
2	Moderate	Party	114		23.0	5%	
3	Liberal Pa	rty	51	10	.6%		
4	The Centre	e Party	18	3.7%			
5	Christian I	Democrats	16	3.3%			
6	Social Der	nocrats	184				38.1%
7	Left Party		30	6.2%			
8	Green Par	у	16	3.3%			
9	None		47	9.7	%		
0	Vet ej/Ej svar		257				
Warning: these j	figures indicate the	number of cases found in the data file. They cannot be interprete	d as summary sta	tistics of the population	of interest.		
Information [Type: discrete] [Format: numeric] [Range: 1-9			] [Missing: */	/0]			
Statistics [NW/ W]		[Valid: 483 /-] [Invalid: 257 /-]					

# parti2: F.5B Closest political party							
Literal ques	stion	Which political party do you lean towards?					
Value	Label		Cases	Percentage			
1	Other party	7	3	2.2%			
2	Moderate I	Party	16	11.7%	6		
3	Liberal Party		16	11.7%	6		
4	The Centre Party		6	4.4%			
5	Christian Democrats		4	2.9%			
6	Social Democrats		47		34.3%		
7	Left Party		7	5.1%			
8	Green Part	y	3	2.2%			
9	None		35		25.5%		
0	Vet ej/Ej s	var	167				
Sysmiss			436				
Warning: these	figures indicate the n	umber of cases found in the data file. They cannot be	interpreted as summary statis	tics of the population of inte	rest.		
Information [Type:		Type: discrete] [Format: numeric] [Range: 1-9] [Missing: */0]					
Statistics [NW/W]		[Valid: 137 /-] [Invalid: 603 /-]					

Literal question		Family category				
Value	Label		Cases	Percentage		
1	Working-c	lass family	326			44.5%
2	Agricultura	al family	10	1.4%		
3	Civil serva	nt's family	187		25.5%	
4	Higher civi	il servant's family/academic family	128		17.5%	
5	Self-emplo	yed	59	8.0%		
6	Other		23	3.1%		
0	Vet ej/Ej s	var	7			

# familj: F.6 Current family category			
Information	[Type: discrete] [Format: numeric] [Range: 1- 6] [Missing: */0]		
Statistics [NW/ W]	[Valid: 733 /-] [Invalid: 7 /-]		