# SND Svensk Nationell Datatjänst 

## Institutional Trust 2011

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Göteborgs universitet, Statsvetenskapliga institutionen
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Göteborgs universitet, Institutionen för journalistik och masskommunikation

## Metadata Production

| Metadata <br> Producer(s) | Swedish national data service |
| :--- | :--- |
| Production Date | April 2, 2014 |
| Identification | SND0961-001 |

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## Institutional Trust 2011

Institutional Trust 2011

| Overview |  |
| :--- | :--- |
| Identification | SND0961-001 |
| Abstract <br> Since 1997, MedieAkademin has carried out an annual survey titled The Institutional Trust. The survey has focused <br> on major social institutions, such as the parliament, big business, the daily press, and TV/radio, as well as some <br> specific companies such as Sveriges Television, TV4, IKEA, Skandia, and Volvo. The number of institutions <br> included has varied somewhat over the years. Some of the institutions and companies have been measured every year <br> while others have been investigated more irregularly. The survey was carried out by TNS Sifo and involved 1021 <br> individuals who answered a web survey between November 3 and 7, 2011. The 2011 survey also included questions <br> about the media coverage of various institutions and groups, and how the Swedish people view the future of Public <br> Service. |  |
| Kind of Data | Surveydata: Oberoende undersökningar |
| Unit of Analysis | Individ |


| Scope \& Coverage |  |
| :--- | :--- |
| Keywords | förtroende, politisk åsikt, massmedia, förtroende för regeringen |
| Topics | massmedia, POLITIK |
| Time Period(s) | 2011 |
| Countries | Sverige |
| Universe <br> Personer i åldrarna 16-74 år |  |

## Producers \& Sponsors

| Primary <br> Investigator(s) | Holmberg, Sören, Göteborgs universitet, Statsvetenskapliga institutionen <br> Weibull, Lennart, Göteborgs universitet, Institutionen för journalistik och <br> masskommunikation |
| :--- | :--- |
| Other Producer(s) | Göteborgs universitet, Statsvetenskapliga institutionen <br> MedieAkademin <br> TNS Sifo |

## Sampling

## Sampling Procedure

Sannolikhetsurval: obundet slumpmässigt urval (OSU)
Sannolikhetsurval: obundet slumpmässigt urval (OSU)

| Data Collection |  |
| :--- | :--- |
| Data Collection <br> Dates | start 2011-11-03 <br> end 2011-11-07 |


| Data Collection <br> Mode | Självadministrerat frågeformulär: Webb-baserat |
| :--- | :--- |
| Data Collector(s) | TNS Sifo |


| Accessibility |  |
| :--- | :--- |
| Distributor(s) | Svensk nationell datatjänst |

Accessibility
Svensk nationell datatjänst

## File Description(s)

## Dataset contains 1 file(s)

## Förtroendebarometer 2011

| Cases | 1021 |
| :--- | :--- |
| Variable(s) | 76 |

## Variable Group(s)

## Dataset contains 3 group(s)

## Study information

| $\#$ | Name | Label | Question |
| :---: | :--- | :--- | :--- |
| 1 | SND_studie | SND_studie 0961 | - |
| 2 | SND_dataset | SND-dataset $0961-001$ | - |
| 3 | SND_verison | SND version 2.1 | - |

## Background variables/constructed variables

| $\#$ | Name | Label | Question |
| :---: | :--- | :--- | :--- |
| 1 | RESPONSEID | Responseid | - |
| 2 | RESPID | Respid | - |
| 3 | IND_ID | Ind_id | - |
| 4 | STATUS | Status | - |
| 5 | WEIGHT | Weight | - |
| 6 | GENDER | Sex | - |
| 7 | ACTUALAGE | Age | - |
| 8 | KOMMUN | Municipality | - |


| Web survey |  |  | Label |
| :---: | :--- | :--- | :--- |
| \# | Name | Political parties (merged) | - |
| 1 | Q5C | F.1AA Confidence in: The Parliament | How much confidence do you have in the way the following <br> businesses do their job? - the Parliament |
| 2 | Q1A_1 | F.1AB Confidence in: EU commission | How much confidence do you have in the way the following <br> businesses do their job? - EU commission |
| 3 | Q1A_2 | F.1AC Confidence in: The political parties | How much confidence do you have in the way the following <br> businesses do their job? - The political parties |
| 4 | Q1A_3 | F.1AD Confidence in: Universities | How much confidence do you have in the way the following <br> businesses do their job? - Universities |
| 5 | Q1A_4 | F.1AE Confidence in: Big business | How much confidence do you have in the way the following <br> businesses do their job? - Big business |
| 6 | Q1A_5 | F.1AF Confidence in: Radio/TV | How much confidence do you have in the way the following <br> businesses do their job? - Radio/TV |
| 7 | Q1A_6 | F.1AG Confidence in: The daily press | How much confidence do you have in the way the following <br> businesses do their job? - The daily press |
| 8 | Q1A_7 | F.1AH Confidence in: The trade unions | How much confidence do you have in the way the following <br> businesses do their job? - The trade unions |
| 9 | Q1A_8 | F.1AI Confidence in: The church of Sweden | How much confidence do you have in the way the following <br> businesses do their job? - The Church of Sweden |
| 10 | Q1A_9 | F.1AJ Confidence in: The Government | How much confidence do you have in the way the following <br> businesses do their job? - the Government |
| 11 | Q1A_10 | F.1AK Confidence in: The banks | How much confidence do you have in the way the following <br> businesses do their job? - The Banks |
| 12 | Q1A_11 |  |  |


| \# | Name | Label | Question |
| :---: | :--- | :--- | :--- |
| 13 | Q1A_12 | F.1AL Confidence in: The Swedish Central <br> Bank | How much confidence do you have in the way the following <br> businesses do their job? - The Swedish Central Bank |
| 14 | Q1A_13 | F.1AM Confidence in: The Royal family | How much confidence do you have in the way the following <br> businesses do their job? - The Royal family |
| 15 | Q1A_14 | F.1AN Confidence in: Health care | How much confidence do you have in the way the following <br> businesses do their job? - Health care |
| 16 | Q1A_15 | Q.1AO Confidence in: The local morning | How much confidence do you have in the way the following <br> businesses do their job? - The local morning paper where <br> you live |
| 17 | Q1B_1 | Qapere you live | F.1BA Confidence in: The Swedish Social |
| 29 | Qemocratic Party | If you were to use the same scale to assess some other <br> phenomena in Sweden, how would you place the following <br> political parties? - The Swedish Social Democratic Party |  |
| 29 | Q1D_2 | Q1D_1 | Q.1DC Confidence in: Ericsson |


| \# | Name | Label | Question |
| :---: | :--- | :--- | :--- |
| 32 | Q1D_6 | F.1DF Confidence in: Astra Zeneca | If you were to use the same scale to assess some other <br> phenomena in Sweden, how would you place the following <br> corporations? - Astra Zeneca |
| 33 | Q1D_7 | F.1DG Confidence in: SAS | If you were to use the same scale to assess some other <br> phenomena in Sweden, how would you place the following <br> corporations? - SAS |
| 34 | Q1D_8 | Q.1DH Confidence in: H\&M | If you were to use the same scale to assess some other <br> phenomena in Sweden, how would you place the following <br> corporations? - H\&M |
| 35 | Q1D_9 | Q.1DI Confidence in: Saab | Q2_4 |


| $\#$ | Name | Label | Question |
| :---: | :--- | :--- | :--- |
| 52 | Q2_7 | F.2G Opinion on Swedish mass media <br> reporting: Homosexuals | In general, what do you think of the Swedish mass media <br> reporting on... - Homosexuals? |
| 53 | Q2_8 | F.2H Opinion on Swedish mass media <br> reporting: The EU | In general, what do you think of the Swedish mass media <br> reporting on... - the EU? |
| 54 | Q2_9 | F.2I Opinion on Swedish mass media <br> reporting: Islam | In general, what do you think of the Swedish mass media <br> reporting on... - Islam? |
| 55 | Q2_10 | F.2J Opinion on Swedish mass media <br> reporting: Christianity | In general, what do you think of the Swedish mass media <br> reporting on... - Christianity? |
| 56 | Q3_1 | F.3A Opinion on futre radio and television: <br> Fund Swedish Television with taxes, not <br> with the TV License Fee | What is your opinion on the following proposals regarding <br> the future of radio and television? - Fund Swedish Television <br> with taxes, not with the TV License Fee |
| 57 | Q3_2 | F.3B Opinion on futre radio and television: <br> Let Swedish Television send only narrow <br> programs | What is your opinion on the following proposals regarding <br> the future of radio and television? - Let Swedish Television <br> send only narrow programs, and not compete with <br> commercial entertainment and sports channels |
| 58 | Q3_3 | F.3C Opinion on futre radio and television: <br> Retain existing orientation of Swedish <br> Television | What is your opinion on the following proposals regarding <br> the future of radio and television? - Retain existing <br> orientation of Swedish Television |
| 59 | Q5A | F.4A Political party sympathy | Which party do you like best today? |
| 60 | Q5B | F.4B Closest political party | Which political party do you lean towards? |
| 61 | Q6 | PERSINKOMST | F.8 Income |

## Variables Description

Dataset contains 76 variable(s)

## File : Förtroendebarometer 2011



| \# SND_dataset: SND-dataset 0961-001 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | SND-dataset 0961-001: Förtroendebarometer 2011 |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 1 | SND 0961-001 |  | 1021 |  | 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: 1-1] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | $\text { [Valid: } 1021 \text { /-] [Invalid: } 0 / \text { /-] }$ |  |  |  |


| \# SND_verison: SND version 2.1 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | SND version 2.0 april 2014 |  |  |  |
| Notes |  | Lables, questions and response alternatives translated into english |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 2 | Version 2.1 |  | 1021 |  | 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: 2- 2] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: $1021 /-]$ [Invalid: $0 /-$ ] |  |  |  |


| \# RESPONSEID: Responseid |  |
| :--- | :--- |
|  | Respondent-ID |
| Information | [Type: discrete] [Format: numeric] [Range: 2-1097] [Missing: *] |
| Statistics [NW/ W] | [Valid: $1021 /$-] [Invalid: $0 /$ /] [Mean: $534.915 /-]$ [StdDev: 311.769 /-] |


| \# RESPID: Respid |  |
| :--- | :--- |
|  | Respondent-ID |
| Information | [Type: discrete] [Format: numeric] [Range: $1-3498$ ] [Missing: *] |
| Statistics [NW/ W] | [Valid: $1021 /$ /] [Invalid: $0 /-]$ [Mean: $1659.863 / /$ ] [StdDev: $949.492 /-]$ |


| \# IND_ID: Ind_id |  |
| :--- | :--- |
|  | Respondent-ID |
| Information | [Type: discrete] [Format: character] [Missing: *] |
| Statistics [NW/ W] | [Valid: $1021 /$-] [Invalid: $0 /-$ ] |

## File : Förtroendebarometer 2011

| \# STATUS: Status |  |  |  |
| :---: | :---: | :---: | :---: |
|  | Status |  |  |
| Value Label | Label | Percentage |  |
| complete complete | complete |  | 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: character] [Missing: *] |  |  |
| Statistics [NW/ W] | [Valid: $1021 /$-] [Invalid: 0 /-] |  |  |



## File : Förtroendebarometer 2011



## File : Förtroendebarometer 2011

| \# GENDER: Sex |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Kön |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 1 | Man |  | 520 |  | 50.9\% |
| 2 | Woman |  | 501 |  | 49.1\% |
| 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: 1-2] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: $1021 /-$ ] [Invalid: 0 /-] |  |  |  |


| \# ACTUALAGE: Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Ålder |  |  |  |
| Value | Label |  | Cases |  | Percentage |
| 17 |  |  | 11 | - | 1.1\% |
| 18 |  |  | 16 |  | 1.6\% |
| 19 |  |  | 16 |  | 1.6\% |
| 20 |  |  | 24 |  | $2.4 \%$ |
| 21 |  |  | 20 |  | 2.0\% |
| 22 |  |  | 24 |  | 2.4\% |
| 23 |  |  | 26 |  | 2.5\% |
| 24 |  |  | 29 |  | $2.8 \%$ |
| 25 |  |  | 12 |  | 1.2\% |
| 26 |  |  | 2 | 0.2\% |  |
| 27 |  |  | 4 | 0.4\% |  |
| 28 |  |  | 9 |  | 0.9\% |
| 29 |  |  | 5 | 0.5\% |  |
| 30 |  |  | 13 |  | 1.3\% |
| 31 |  |  | 9 | - | 0.9\% |
| 32 |  |  | 12 | - | 1.2\% |
| 33 |  |  | 10 |  | 1.0\% |
| 34 |  |  | 11 | , | 1.1\% |
| 35 |  |  | 14 |  | 1.4\% |
| 36 |  |  | 14 | , | 1.4\% |
| 37 |  |  | 21 |  | $2.1 \%$ |
| 38 |  |  | 10 | - | 1.0\% |
| 39 |  |  | 13 |  | 1.3\% |
| 40 |  |  | 12 | - | 1.2\% |
| 41 |  |  | 18 |  | 1.8\% |
| 42 |  |  | 19 |  | 1.9\% |
| 43 |  |  | 17 |  | 1.7\% |
| 44 |  |  | 11 |  | 1.1\% |
| 45 |  |  | 18 |  | 1.8\% |
| 46 |  |  | 22 |  | 2.2\% |
| 47 |  |  | 19 |  | 1.9\% |
| 48 |  |  | 22 |  | 2.2\% |

## File : Förtroendebarometer 2011



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: 17-74] [Missing: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1021 /$-] [Invalid: 0/-] |

## \# KOMMUN: Municipality

|  |  | Kommun |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Value | Label | Cases |  | Percentage |
| 0114 | Upplands Väsby | 5 | $0.5 \%$ |  |
| 0115 | Vallentuna | 6 | $0.6 \%$ |  |
| 0117 | Österåker | 3 | $0.3 \%$ |  |
| 0120 | Värmdö | 2 | $0.2 \%$ |  |
| 0123 | Järfälla | 9 | $0.9 \%$ |  |
| 0125 | Ekerö | 4 | $0.4 \%$ |  |
| 0126 | Huddinge | 5 | $0.5 \%$ |  |
| 0127 | Botkyrka | 4 | $0.4 \%$ |  |
| 0128 | Salem | 4 | $0.4 \%$ |  |

## File : Förtroendebarometer 2011

| \# KOMMUN: Municipality |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |  |
| 0136 | Haninge | 10 | 1.0\% |  |
| 0138 | Tyresö | 4 | 0.4\% |  |
| 0139 | Upplands-Bro | 4 | 0.4\% |  |
| 0160 | Täby | 9 | 0.9\% |  |
| 0162 | Danderyd | 6 | 0.6\% |  |
| 0163 | Sollentuna | 7 | 0.7\% |  |
| 0180 | Stockholm | 70 |  | 6.9\% |
| 0181 | Södertälje | 5 | 0.5\% |  |
| 0182 | Nacka | 17 | 1.7\% |  |
| 0183 | Sundbyberg | 2 | 0.2\% |  |
| 0184 | Solna | 6 | 0.6\% |  |
| 0186 | Lidingö | 3 | 0.3\% |  |
| 0187 | Vaxholm | 2 | 0.2\% |  |
| 0188 | Norrtälje | 6 | 0.6\% |  |
| 0191 | Sigtuna | 3 | 0.3\% |  |
| 0192 | Nynäshamn | 5 | 0.5\% |  |
| 0305 | Håbo | 3 | 0.3\% |  |
| 0330 | Knivsta | 2 | 0.2\% |  |
| 0331 | Heby | 2 | 0.2\% |  |
| 0360 | Tierp | 2 | 0.2\% |  |
| 0380 | Uppsala | 30 | 3.0\% |  |
| 0381 | Enköping | 3 | 0.3\% |  |
| 0382 | Östhammar | 3 | 0.3\% |  |
| 0428 | Vingåker | 2 | 0.2\% |  |
| 0461 | Gnesta | 1 | 0.1\% |  |
| 0480 | Nyköping | 6 | 0.6\% |  |
| 0481 | Oxelösund | 3 | 0.3\% |  |
| 0482 | Flen | 3 | 0.3\% |  |
| 0483 | Katrineholm | 4 | 0.4\% |  |
| 0484 | Eskilstuna | 24 | 2.4\% |  |
| 0486 | Strängnäs | 5 | 0.5\% |  |
| 0488 | Trosa | 4 | 0.4\% |  |
| 0509 | Ödeshög | 1 | 0.1\% |  |
| 0560 | Boxholm | 2 | 0.2\% |  |
| 0561 | Åtvidaberg | 2 | 0.2\% |  |
| 0562 | Finspång | 3 | 0.3\% |  |
| 0563 | Valdemarsvik | 1 | 0.1\% |  |
| 0580 | Linköping | 15 | 1.5\% |  |
| 0581 | Norrköping | 26 | 2.6\% |  |
| 0582 | Söderköping | 1 | 0.1\% |  |
| 0583 | Motala | 3 | 0.3\% |  |
| 0584 | Vadstena | 1 | 0.1\% |  |
| 0586 | Mjölby | 4 | 0.4\% |  |

File : Förtroendebarometer 2011

| \# KOMMUN: Municipality |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| 0604 | Aneby | 3 | 0.3\% |
| 0642 | Mullsjö | 1 | 0.1\% |
| 0643 | Habo | 3 | 0.3\% |
| 0665 | Vaggeryd | 4 | 0.4\% |
| 0680 | Jönköping | 17 | 1.7\% |
| 0682 | Nässjö | 3 | 0.3\% |
| 0683 | Värnamo | 1 | 0.1\% |
| 0684 | Sävsjö | 2 | 0.2\% |
| 0685 | Vetlanda | 3 | 0.3\% |
| 0686 | Eksjö | 2 | 0.2\% |
| 0687 | Tranås | 1 | 0.1\% |
| 0760 | Uppvidinge | 1 | 0.1\% |
| 0763 | Tingsryd | 1 | 0.1\% |
| 0764 | Alvesta | 3 | 0.3\% |
| 0765 | Älmhult | 1 | 0.1\% |
| 0780 | Växjö | 10 | 1.0\% |
| 0781 | Ljungby | 4 | 0.4\% |
| 0834 | Torsås | 1 | 0.1\% |
| 0840 | Mörbylånga | 2 | 0.2\% |
| 0860 | Hultsfred | 1 | 0.1\% |
| 0862 | Emmaboda | 1 | 0.1\% |
| 0880 | Kalmar | 8 | 0.8\% |
| 0882 | Oskarshamn | 4 | 0.4\% |
| 0883 | Västervik | 2 | 0.2\% |
| 0884 | Vimmerby | 2 | 0.2\% |
| 0885 | Borgholm | 1 | 0.1\% |
| 0980 | Gotland | 14 | 1.4\% |
| 1060 | Olofström | 2 | 0.2\% |
| 1080 | Karlskrona | 9 | 0.9\% |
| 1081 | Ronneby | 2 | 0.2\% |
| 1082 | Karlshamn | 3 | 0.3\% |
| 1083 | Sölvesborg | 2 | 0.2\% |
| 1214 | Svalöv | 2 | 0.2\% |
| 1233 | Vellinge | 5 | 0.5\% |
| 1256 | Östra Göinge | 1 | 0.1\% |
| 1257 | Örkelljunga | 1 | 0.1\% |
| 1260 | Bjuv | 1 | 0.1\% |
| 1261 | Kävlinge | 1 | 0.1\% |
| 1262 | Lomma | 4 | 0.4\% |
| 1263 | Svedala | 2 | 0.2\% |
| 1264 | Skurup | 2 | 0.2\% |
| 1265 | Sjöbo | 2 | 0.2\% |
| 1266 | Hörby | 1 | 0.1\% |

File : Förtroendebarometer 2011

| Value | Label | Cases | Percentage |
| :---: | :---: | :---: | :---: |
| 1270 | Tomelilla | 1 | 0.1\% |
| 1273 | Osby | 1 | 0.1\% |
| 1276 | Klippan | 1 | 0.1\% |
| 1278 | Båstad | 1 | 0.1\% |
| 1280 | Malmö | 17 | 1.7\% |
| 1281 | Lund | 18 | 1.8\% |
| 1282 | Landskrona | 3 | 0.3\% |
| 1283 | Helsingborg | 12 | 1.2\% |
| 1284 | Höganäs | 1 | 0.1\% |
| 1285 | Eslöv | 1 | 0.1\% |
| 1286 | Ystad | 4 | 0.4\% |
| 1287 | Trelleborg | 4 | 0.4\% |
| 1290 | Kristianstad | 16 | 1.6\% |
| 1291 | Simrishamn | 4 | 0.4\% |
| 1292 | Ängelholm | 5 | 0.5\% |
| 1293 | Hässleholm | 2 | 0.2\% |
| 1315 | Hylte | 1 | 0.1\% |
| 1380 | Halmstad | 12 | 1.2\% |
| 1381 | Laholm | 3 | 0.3\% |
| 1382 | Falkenberg | 3 | 0.3\% |
| 1383 | Varberg | 22 | 2.2\% |
| 1384 | Kungsbacka | 3 | 0.3\% |
| 1401 | Härryda | 4 | 0.4\% |
| 1402 | Partille | 7 | 0.7\% |
| 1415 | Stenungsund | 1 | 0.1\% |
| 1419 | Tjörn | 3 | 0.3\% |
| 1421 | Orust | 2 | 0.2\% |
| 1427 | Sotenäs | 2 | 0.2\% |
| 1430 | Munkedal | 2 | 0.2\% |
| 1435 | Tanum | 3 | 0.3\% |
| 1438 | Dals-Ed | 2 | 0.2\% |
| 1439 | Färgelanda | 1 | 0.1\% |
| 1440 | Ale | 2 | 0.2\% |
| 1441 | Lerum | 2 | 0.2\% |
| 1442 | Vårgårda | 1 | 0.1\% |
| 1443 | Bollebygd | 2 | 0.2\% |
| 1444 | Grästorp | 1 | 0.1\% |
| 1446 | Karlsborg | 2 | 0.2\% |
| 1447 | Gullspång | 1 | 0.1\% |
| 1461 | Mellerud | 1 | 0.1\% |
| 1462 | Lilla Edet | 1 | 0.1\% |
| 1463 | Mark | 4 | 0.4\% |
| 1470 | Vara | 1 | 0.1\% |

File : Förtroendebarometer 2011

| \# KOMMUN: Municipality |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| 1472 | Tibro | 1 | 0.1\% |
| 1473 | Töreboda | 1 | 0.1\% |
| 1480 | Göteborg | 48 | 4.7\% |
| 1481 | Mölndal | 9 | 0.9\% |
| 1484 | Lysekil | 1 | 0.1\% |
| 1485 | Uddevalla | 3 | 0.3\% |
| 1486 | Strömstad | 1 | 0.1\% |
| 1487 | Vänersborg | 5 | 0.5\% |
| 1488 | Trollhättan | 4 | 0.4\% |
| 1489 | Alingsås | 6 | 0.6\% |
| 1490 | Borås | 11 | 1.1\% |
| 1491 | Ulricehamn | 2 | 0.2\% |
| 1492 | Åmål | 1 | 0.1\% |
| 1493 | Mariestad | 6 | 0.6\% |
| 1494 | Lidköping | 5 | 0.5\% |
| 1495 | Skara | 1 | 0.1\% |
| 1496 | Skövde | 10 | 1.0\% |
| 1498 | Tidaholm | 1 | 0.1\% |
| 1499 | Falköping | 4 | 0.4\% |
| 1715 | Kil | 1 | 0.1\% |
| 1761 | Hammarö | 2 | 0.2\% |
| 1763 | Forshaga | 2 | 0.2\% |
| 1766 | Sunne | 2 | 0.2\% |
| 1780 | Karlstad | 10 | 1.0\% |
| 1781 | Kristinehamn | 1 | 0.1\% |
| 1782 | Filipstad | 1 | 0.1\% |
| 1784 | Arvika | 2 | 0.2\% |
| 1785 | Säffle | 1 | 0.1\% |
| 1814 | Lekeberg | 1 | 0.1\% |
| 1880 | Örebro | 13 | 1.3\% |
| 1881 | Kumla | 1 | 0.1\% |
| 1883 | Karlskoga | 1 | 0.1\% |
| 1884 | Nora | 4 | 0.4\% |
| 1960 | Kungsör | 2 | 0.2\% |
| 1961 | Hallstahammar | 1 | 0.1\% |
| 1980 | Västerås | 14 | 1.4\% |
| 1981 | Sala | 1 | 0.1\% |
| 1983 | Köping | 4 | 0.4\% |
| 1984 | Arboga | 3 | 0.3\% |
| 2026 | Gagnef | 1 | 0.1\% |
| 2029 | Leksand | 3 | 0.3\% |
| 2034 | Orsa | 1 | 0.1\% |
| 2061 | Smedjebacken | 1 | 0.1\% |

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## \# KOMMUN: Municipality

| Value | Label | Cases | Percentage |
| :---: | :---: | :---: | :---: |
| 2062 | Mora | 4 | 0.4\% |
| 2080 | Falun | 9 | 0.9\% |
| 2081 | Borlänge | 7 | 0.7\% |
| 2083 | Hedemora | 2 | 0.2\% |
| 2085 | Ludvika | 1 | 0.1\% |
| 2121 | Ovanåker | 1 | 0.1\% |
| 2132 | Nordanstig | 1 | 0.1\% |
| 2161 | Ljusdal | 1 | 0.1\% |
| 2180 | Gävle | 7 | 0.7\% |
| 2181 | Sandviken | 5 | 0.5\% |
| 2182 | Söderhamn | 3 | 0.3\% |
| 2183 | Bollnäs | 3 | 0.3\% |
| 2184 | Hudiksvall | 3 | 0.3\% |
| 2280 | Härnösand | 3 | 0.3\% |
| 2281 | Sundsvall | 5 | 0.5\% |
| 2282 | Kramfors | 2 | 0.2\% |
| 2283 | Sollefteå | 3 | 0.3\% |
| 2284 | Örnsköldsvik | 7 | 0.7\% |
| 2309 | Krokom | 1 | 0.1\% |
| 2313 | Strömsund | 1 | 0.1\% |
| 2321 | Åre | 1 | 0.1\% |
| 2361 | Härjedalen | 1 | 0.1\% |
| 2380 | Östersund | 11 | 1.1\% |
| 2460 | Vännäs | 3 | 0.3\% |
| 2462 | Vilhelmina | 2 | 0.2\% |
| 2480 | Umeå | 24 | 2.4\% |
| 2481 | Lycksele | 3 | 0.3\% |
| 2482 | Skellefteå | 13 | 1.3\% |
| 2510 | Jokkmokk | 1 | 0.1\% |
| 2514 | Kalix | 2 | 0.2\% |
| 2523 | Gällivare | 1 | 0.1\% |
| 2560 | Älvsbyn | 1 | 0.1\% |
| 2580 | Luleå | 11 | 1.1\% |
| 2581 | Piteå | 2 | 0.2\% |
| 2582 | Boden | 3 | 0.3\% |
| 2584 | Kiruna | 2 | 0.2\% |

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: character] [Missing: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1016 /-$ ] [Invalid: $0 /$ /] |

## \# Q5C: Political parties (merged)

Konstruerad variabel: Sammanslagning av varriablerna Parisympati och Närmaste parti

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| \# Q5C: Political parties (merged) |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Social Democrats |  | 190 | 18.6\% |  |  |
| 2 | Moderate Party |  | 339 |  |  | 33.2\% |
| 3 | Center Party |  | 40 | 3.9\% |  |  |
| 4 | Liberal Party |  | 63 | 6.2\% |  |  |
| 5 | Christian Democrats |  | 24 | 2.4\% |  |  |
| 6 | Left Party |  | 78 | 7.6\% |  |  |
| 7 | Green Party |  | 136 | 13.3\% |  |  |
| 8 | Sweden Democrats |  | 61 | 6.0\% |  |  |
| 9 | Other party |  | 9 | 0.9\% |  |  |
| 10 | None of the above |  | 69 | 6.8\% |  |  |
| 11 | Pirate Party |  | 12 | 1.2\% |  |  |
| 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: 1-11] [Missing: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |




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| \# Q1A_5: F.1AE Confidence in: Big business |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Literal question | How much confidence do you have in the way the following businesses do their job? - Big business |  |  |  |
| Value L | Label | Cases | Percentage |  |
| 1 V | Very high trust | 20 | 2.0\% |  |
| 2 Q | Quite high trust | 229 | 22.4\% |  |
| 3 N | Neither high nor low trust | 480 |  | 47.0\% |
| 4 Q | Quite low trust | 224 | 21.9\% |  |
| 5 V | Very low trust | 68 | 6.7\% |  |
| 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: *] |  |  |  |
| Statistics [NW/ W] | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |


| \# Q1A_6: F.1AF Confidence in: Radio/TV |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question | How much confidence do you have in the way the following businesses do their job? - Radio/TV |  |  |  |  |
| Value | Label | Cases |  | Percentage |  |
| 1 | Very high trust | 54 | 5.3\% |  |  |
| 2 | Quite high trust | 426 |  |  | 41.7\% |
| 3 | Neither high nor low trust | 422 |  |  | 41.3\% |

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| Value | Label |  | Cases |  |
| :---: | :---: | :---: | :---: | :---: |
| 4 | Quite low trust |  | 95 | 9.3\% |
| 5 | Very low trust |  | 24 | 2.4\% |
| 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: *] |  |  |
| Statistics [NW/ W] |  | [Valid: $1021 /$-] [Invalid: $0 /$-] |  |  |

\# Q1A_7: F.1AG Confidence in: The daily press


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: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1021 /$-] [Invalid: $0 /-$ ] |




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| \# Q1A_9: F.1AI Confidence in: The church of Sweden |  |
| :--- | :--- |
| Statistics [NW/ W] | $[$ Valid: $1021 /-][$ Invalid: $0 /-]$ |


| \# Q1A_10: F.1AJ Confidence in: The Government |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Literal question | How much confidence do you have in the way the following businesses do their job? - the Government |  |  |  |
| Value L | Label | Cases | Percentage |  |
| V | Very high trust | 143 | 14.0\% |  |
| 2 Q | Quite high trust | 379 |  | 37.1\% |
| 3 N | Neither high nor low trust | 265 | 26.0\% |  |
| $4 \quad$ Q | Quite low trust | 140 | 13.7\% |  |
| V | Very low trust | 94 | 9.2\% |  |
| Warning: these figures indicate the number of cases found in the data file. They cannot be interpeted as summary statistics of the population of interest. |  |  |  |  |
| Information | [Type: discrete] [Format: numeric] [Range: 1-5] [Missing: *] |  |  |  |
| Statistics [NW/ W] | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |

## \# Q1A_11: F.1AK Confidence in: The banks



| \# Q1A_12: F.1AL Confidence in: The Swedish Central Bank |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | How much confidence do you have in the way the following businesses do their job? - The Swedish Central Bank |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 115 | 11.3\% |  |  |
| 2 | Quite high trust |  | 453 |  |  | 44.4\% |
| 3 | Neither high nor low trust |  | 348 |  | 34.1\% |  |
| 4 | Quite low trust |  | 76 | 7.4\% |  |  |
| 5 | Very low trust |  | 29 | 2.8\% |  |  |
| 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: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: $1021 /-][$ Invalid: 0 /-] |  |  |  |  |

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## \# Q1A_14: F.1AN Confidence in: Health care

| Literal |  | How much confidence do you have in the way the following businesses do their job? - Health care |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 107 | 10.5\% |  |  |
| 2 | Quite high trust |  | 507 |  |  | 49.7\% |
| 3 | Neither high nor low trust |  | 248 |  | 24.3\% |  |
| 4 | Quite low trust |  | 122 | 11.9\% |  |  |
| 5 | Very low trust |  | 37 | 3.6\% |  |  |
| 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: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |



| \# Q1B_1: F.1BA Confidence in: The Swedish Social Democratic Party |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following political parties? - The Swedish Social Democratic Party |  |  |  |  |
| Value | Label | Cases | Percentage |  |  |
| 1 | Very high trust | 40 | 3.9\% |  |  |
| 2 | Quite high trust | 174 |  | 17.0\% |  |
| 3 | Neither high nor low trust | 278 |  |  | 27.2\% |

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## \# Q1B_1: F.1BA Confidence in: The Swedish Social Democratic Party

| Value | Label |  | Cases |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 4 | Quite low trust |  | 296 |  |  | 29.0\% |
| 5 | Very low trust |  | 233 |  | 22.8\% |  |
| 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: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |



| \# Q1B_3: F.1BC Confidence in: Sweden Democrats |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Literal question | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following political parties? - Sweden Democrats |  |  |  |
| Value L | Label | Cases | Percentage |  |
| 1 V | Very high trust | 17 | 1.7\% |  |
| 2 Q | Quite high trust | 38 | 3.7\% |  |
| 3 N | Neither high nor low trust | 137 | 13.4\% |  |
| $4 \quad$ Q | Quite low trust | 134 | 13.1\% |  |
| 5 V | Very low trust | 695 |  | 68.1\% |
| 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: *] |  |  |  |
| Statistics [NW/ W] | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |



## File : Förtroendebarometer 2011

## \# Q1C_1: F.1CA Confidence in: Radio Sweden

| Information | [Type: discrete] [Format: numeric] [Range: $1-5]$ [Missing: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1021 /-][$ Invalid: $0 /-]$ |


| \# Q1C_2: F.1CB Confidence in: Swedish Television |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following media corporations? - Swedish Television |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 183 |  | 17.9\% |  |
| 2 | Quite high trust |  | 569 |  |  | 55.7\% |
| 3 | Neither high nor low trust |  | 218 |  | 21.4\% |  |
| 4 | Quite low trust |  | 38 | 3.7\% |  |  |
| 5 | Very low trust |  | 13 | 1.3\% |  |  |
| 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: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |


| \# Q1C_3: F.1CC Confidence in: TV4 |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following media corporations? - TV4 |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 37 | 3.6\% |  |  |
| 2 | Quite high trust |  | 328 |  | $32.1 \%$ |  |
| 3 | Neither high nor low trust |  | 464 |  |  | 45.4\% |
| 4 | Quite low trust |  | 141 |  |  |  |
| 5 | Very low trust |  | 51 | 5.0\% |  |  |
| 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: 1-5] [Missing: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |



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## \# Q1C_5: F.1CE Confidence in: Dagens Nyheter

| Literal question | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following media corporations? - Dagens Nyheter |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |  |
| 1 | Very high trust | 79 | 7.7\% |  |
| 2 | Quite high trust | 431 |  | 42.2\% |
| 3 | Neither high nor low trust | 400 |  | 39.2\% |
| 4 | Quite low trust | 88 | 8.6\% |  |
| 5 | Very low trust | 23 | 2.3\% |  |

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: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1021 /$-] [Invalid: $0 /-]$ |



| \# Q1C_7: F.1CG Confidence in: The local morning paper where you live |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following media corporations? - The local morning paper where you live |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 1 | Very high trust |  | 75 | 7.3\% |  |
| 2 | Quite high trust |  | 446 |  | 43.7\% |
| 3 | Neither high nor low trust |  | 380 |  | 37.2\% |
| 4 | Quite low trust |  | 84 | 8.2\% |  |
| 5 | Very low trust |  | 36 | 3.5\% |  |
| 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: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: $1021 /-][$ Invalid: $0 /-$ ] |  |  |  |


| \#Q1D_1: F.1DA Confidence in: IKEA |  |
| :--- | :--- |
| Literal question | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following <br> corporations? - IKEA |

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## \# Q1D_1: F.1DA Confidence in: IKEA

| Value | Label | Cases | Percentage |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | Very high trust | 113 | 11.1\% |  |  |
| 2 | Quite high trust | 516 |  |  | 50.5\% |
| 3 | Neither high nor low trust | 317 |  | 31.0\% |  |
| 4 | Quite low trust | 56 | 5.5\% |  |  |
| 5 | Very low trust | 19 | 1.9\% |  |  |

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: *]

Statistics [NW/ W]
[Valid: 1021 /-] [Invalid: $0 /$ /]

## \# Q1D_2: F.1DB Confidence in: Volvo

| Literal |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - Volvo |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 100 | 9.8\% |  |  |
| 2 | Quite high trust |  | 487 |  |  | 47.7\% |
| 3 | Neither high nor low trust |  | 353 |  | 34.6\% |  |
| 4 | Quite low trust |  | 64 | 6.3\% |  |  |
| 5 | Very low trust |  | 17 | 1.7\% |  |  |
| 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: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |


| Literal |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - Ericsson |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 71 | 7.0\% |  |  |
| 2 | Quite high trust |  | 395 |  | 38.7\% |  |
| 3 | Neither high nor low trust |  | 481 |  |  | 47.1\% |
| 4 | Quite low trust |  | 56 | 5.5\% |  |  |
| 5 | Very low trust |  | 18 | 1.8\% |  |  |
| 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: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |


| \# Q1D_4: F.1DD Confidence in: Coca-Cola |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
| Literal question | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following <br> corporations? - Coca-Cola |  |  |  |
| Value | Label | Cases | Percentage |  |
| 1 | Very high trust | 44 | $4.3 \%$ |  |
| 2 | Quite high trust | 176 |  | $17.2 \%$ |

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## \# Q1D_4: F.1DD Confidence in: Coca-Cola

| Value | Label | Cases | Percentage |
| :--- | :--- | :---: | :---: | :---: |
| 3 | Neither high nor low trust | 445 |  |
| 4 | Quite low trust | 233 |  |
| 5 | Very low trust | 123 | $22.8 \%$ |

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: *] |
| :--- | :--- |
| Statistics [NW/W] | [Valid: $1021 /$-] [Invalid: 0/-] |

## \# Q1D_5: F.1DE Confidence in: Skandia



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: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1021 /$-] [Invalid: $0 /-]$ |




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## \# Q1D_7: F.1DG Confidence in: SAS

| Value | Label |  | Cases |  | Percentage |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 5 | Very low trust |  | 32 | 3.1\% |  |
| 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: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |





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## \# Q1D_10: F.1DJ Confidence in: Vattenfall

| Information | [Type: discrete] [Format: numeric] [Range: $1-5]$ [Missing: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1021 /$-] [Invalid: $0 /-$ ] |



| \# Q1D_12: F.1DL Confidence in: TeliaSonera |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - TeliaSonera |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 34 | 3.3\% |  |  |
| 2 | Quite high trust |  | 228 |  | 22.3\% |  |
| 3 | Neither high nor low trust |  | 508 |  |  | 49.8\% |
| 4 | Quite low trust |  | 194 |  | 19.0\% |  |
| 5 | Very low trust |  | 57 | 5.6\% |  |  |
| 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: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |


| \# Q1E_1: F.1EA Confidence in: The Swedish Public Employment Service |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following authorities? - The Swedish Public Employment Service |  |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |  |
| 1 | Very high trust |  | 20 | 2.0\% |  |  |  |
| 2 | Quite high trust |  | 119 | 11.7\% |  |  |  |
| 3 | Neither high nor low trust |  | 373 |  |  |  | 36.5\% |
| 4 | Quite low trust |  | 309 |  |  | 30.3\% |  |
| 5 | Very low trust |  | 200 |  | 19.6\% |  |  |
| 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: *] |  |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |  |




| \# Q1C2_1: F.1FA Confidence in: aftonbladet.se |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following online sites? - aftonbladet.se |  |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |  |
| 1 | Very high trust |  | 11 | 1.1\% |  |  |  |
| 2 | Quite high trust |  | 119 | 11.7\% |  |  |  |
| 3 | Neither high nor low trust |  | 350 |  |  |  | 34.3\% |
| 4 | Quite low trust |  | 209 |  |  | 20.5\% |  |
| 5 | Very low trust |  | 210 |  |  | 20.6\% |  |
| 9 | No opinion |  | 122 |  | 11.9\% |  |  |
| 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: 1-9] [Missing: *] |  |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |  |  |


| \# Q1C2_2: F.1FB Confidence in: Google |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
| Literal question | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following <br> online sites? - Google |  |  |  |
| Value | Label |  | Cases | Percentage |
| 1 | Very high trust | 93 | $9.1 \%$ |  |


| \# Q1C2_2: F.1FB Confidence in: Google |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |
| 2 | Quite high trust |  | 392 |  | 38.4\% |
| 3 | Neither high nor low trust |  | 374 |  | 36.6\% |
| 4 | Quite low trust |  | 77 | 7.5\% |  |
| 5 | Very low trust |  | 29 | 2.8\% |  |
| 9 | No opinion |  | 56 | 5.5\% |  |
| 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: 1-9] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: $0 /$-] |  |  |  |

## \# Q1C2_3: F.1FC Confidence in: Facebook




| \# Q2_1: F.2A | Opinion on Swedish mass media reporting: | The Government |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Literal question | In general, what do you think of the Swedish mass media reporting on... - the Government? |  |  |  |  |
| Value | Label |  | Cases |  | Percentage |
| 1 | Reporting far too negative | 14 | $1.4 \%$ |  |  |
| 2 | -4 | 26 | $2.5 \%$ |  |  |
| 3 | -3 |  | 60 | $5.9 \%$ |  |


| \# Q2_1: F.2A Opinion on Swedish mass media reporting: The Government |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |
| 4 | -2 |  | 71 | 7.0\% |  |
| 5 | -1 |  | 98 | 9.6\% |  |
| 6 | 0 points |  | 451 |  | 44.2\% |
| 7 | +1 |  | 79 | 7.7\% |  |
| 8 | +2 |  | 81 | 7.9\% |  |
| 9 | +3 |  | 67 | 6.6\% |  |
| 10 | +4 |  | 29 | 2.8\% |  |
| 11 | Reporting far too positive |  | 45 | 4.4\% |  |
| 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: 1-11] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |



## \# Q2_3: F.2C Opinion on Swedish mass media reporting: The banks

| Literal question | In general, what do you think of the Swedish mass media reporting on... - The Banks? |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |  |
| 1 | Reporting far too negative | 6 | 0.6\% |  |
| 2 | -4 | 17 | 1.7\% |  |
| 3 | -3 | 32 | 3.1\% |  |
| 4 | -2 | 45 | 4.4\% |  |
| 5 | -1 | 76 | 7.4\% |  |
| 6 | 0 points | 478 |  | 46.8\% |
| 7 | +1 | 133 | 13.0\% |  |
| 8 | +2 | 116 | 11.4\% |  |
| 9 | +3 | 66 | 6.5\% |  |
| 10 | +4 | 27 | 2.6\% |  |


| \# Q2_3: F.2C Opinion on Swedish mass media reporting: The banks |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases |  | Percentage |
| 11 | Reporting far too positive |  | 25 | 2.4\% |  |
| 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: 1-11] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |


| \# Q2_4: F.2D Opinion on Swedish mass media reporting: Immigrants |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | In general, what do you think of the Swedish mass media reporting on... - Immigrants? |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 1 | Reporting far too negative |  | 38 | 3.7\% |  |
| 2 | -4 |  | 32 | 3.1\% |  |
| 3 | -3 |  | 59 | 5.8\% |  |
| 4 | -2 |  | 107 | 10.5\% |  |
| 5 | -1 |  | 99 | 9.7\% |  |
| 6 | 0 points |  | 438 |  | 42.9\% |
| 7 | +1 |  | 70 | 6.9\% |  |
| 8 | +2 |  | 68 | 6.7\% |  |
| 9 | +3 |  | 38 | 3.7\% |  |
| 10 | +4 |  | 31 | 3.0\% |  |
| 11 | Reporting far too positive |  | 41 | 4.0\% |  |
| 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: 1-11] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |



| \# Q2_6: F.2F Opinion on Swedish mass media reporting: The trade unions |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | In general, what do you think of the Swedish mass media reporting on... - The trade unions? |  |  |  |
| Value I | Label |  | Cases | Percentage |  |
| 1 R | Reporting far too negative |  | 19 | 1.9\% |  |
| 2 -4 | -4 |  | 22 | 2.2\% |  |
| 3 -3 | -3 |  | 39 | 3.8\% |  |
| 4 -2 | -2 |  | 65 | 6.4\% |  |
| 5 - | -1 |  | 82 | 8.0\% |  |
| 60 | 0 points |  | 563 |  | 55.1\% |
| 7 + | +1 |  | 92 | 9.0\% |  |
| 8 + | +2 |  | 70 | 6.9\% |  |
| $9+$ | +3 |  | 34 | 3.3\% |  |
| $10+$ | +4 |  | 23 | 2.3\% |  |
| 11 R | Reporting far too positive |  | 12 | 1.2\% |  |
| 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: 1-11] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |


| \# Q2_7: F.2G Opinion on Swedish mass media reporting: Homosexuals |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | In general, what do you think of the Swedish mass media reporting on... - Homosexuals? |  |  |  |  |
| Value I | Label |  | Cases | Percentage |  |  |
| 1 R | Reporting far too negative |  | 20 | 2.0\% |  |  |
| 2 -4 | -4 |  | 20 | 2.0\% |  |  |
| 3 -3 | -3 |  | 36 | 3.5\% |  |  |
| 4 -2 | -2 |  | 45 | 4.4\% |  |  |
| 5 - | -1 |  | 59 | 5.8\% |  |  |
| 60 | 0 points |  | 646 |  |  | 63.3\% |
| 7 + | +1 |  | 55 | 5.4\% |  |  |
| 8 + | +2 |  | 52 | 5.1\% |  |  |
| $9+$ | +3 |  | 43 | 4.2\% |  |  |
| $10+$ | +4 |  | 20 | 2.0\% |  |  |
| 11 R | Reporting far too positive |  | 25 | 2.4\% |  |  |
| 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: 1-11] [Missing: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: $0 /-$ ] |  |  |  |  |


| \# Q2_8: F.2H Opinion on Swedish mass media reporting: The EU |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Literal question | In general, what do you think of the Swedish mass media reporting on... - the EU? |  |  |  |
| Value | Label | Cases | Percentage |  |
| 1 | Reporting far too negative | 10 | 1.0\% |  |
| 2 | -4 | 10 | 1.0\% |  |
| 3 | -3 | 22 | 2.2\% |  |
| 4 | -2 | 61 | 6.0\% |  |
| 5 | -1 | 84 | 8.2\% |  |
| 6 | 0 points | 508 |  | 49.8\% |



## \# Q2_9: F.2I Opinion on Swedish mass media reporting: Islam

| Literal question |  | In general, what do you think of the Swedish mass media reporting on... - Islam? |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases |  |  |
| 1 | Reporting | far too negative | 26 | 2.5\% |  |
| 2 | -4 |  | 28 | 2.7\% |  |
| 3 | -3 |  | 56 | 5.5\% |  |
| 4 | -2 |  | 68 | 6.7\% |  |
| 5 | -1 |  | 103 | 10.1\% |  |
| 6 | 0 points |  | 489 |  | 47.9\% |
| 7 | +1 |  | 59 | 5.8\% |  |
| 8 | +2 |  | 67 | 6.6\% |  |
| 9 | +3 |  | 48 | 4.7\% |  |
| 10 | +4 |  | 32 | 3.1\% |  |
| 11 | Reporting | ar too positive | 45 | 4.4\% |  |
| 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: 1-11] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: $1021 /-]$ [Invalid: $0 /-$ ] |  |  |  |


| \# Q2_10: F.2J Opinion on Swedish mass media reporting: Christianity |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Literal question | In general, what do you think of the Swedish mass media reporting on... - Christianity? |  |  |  |
| Value | Label | Cases |  |  |
| 1 | Reporting far too negative | 26 | 2.5\% |  |
| 2 | -4 | 22 | 2.2\% |  |
| 3 | -3 | 40 | 3.9\% |  |
| 4 | -2 | 53 | 5.2\% |  |
| 5 | -1 | 75 | 7.3\% |  |
| 6 | 0 points | 638 |  | 62.5\% |
| 7 | +1 | 54 | 5.3\% |  |
| 8 | +2 | 45 | 4.4\% |  |
| 9 | +3 | 32 | 3.1\% |  |
| 10 | +4 | 19 | 1.9\% |  |
| 11 | Reporting far too positive | 17 | 1.7\% |  |
| 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: 1-11] [Missing: *] |  |  |  |

\# Q2_10: F.2J Opinion on Swedish mass media reporting: Christianity

| Statistics [NW/ W] | [Valid: $1021 /-]$ [Invalid: $0 /-]$ |
| :--- | :--- |


| \# Q3_1: F.3A Opinion on futre radio and television: Fund Swedish Television with taxes, not with the TV License Fee |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | What is your opinion on the following proposals regarding the future of radio and television? - Fund Swedish Television with taxes, not with the TV License Fee |  |  |  |  |
| Value | Label |  | Cases |  |  |  |
| 1 | Very good proposal |  | 378 |  |  | 37.0\% |
| 2 | Rather good proposal |  | 302 |  | 29.6\% |  |
| 3 | Neither good nor bad proposal |  | 135 | 13.2\% |  |  |
| 4 | Rather bad proposal |  | 91 | 8.9\% |  |  |
| 5 | Very bad proposal |  | 82 | 8.0\% |  |  |
| 9 | No opinion |  | 33 | $3.2 \%$ |  |  |
| 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: 1-9] [Missing: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: $1021 /$-] [Invalid: $0 /-$ ] |  |  |  |  |



| \# Q3_3: F.3C Opinion on futre radio and television: Retain existing orientation of Swedish Television |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question | What is your opinion on the following proposals regarding the future of radio and television? - Retain existing orientation of Swedish Television |  |  |  |  |
| Value L | Label | Cases | Percentage |  |  |
| 1 V | Very good proposal | 268 | 26.2\% |  |  |
| 2 R | Rather good proposal | 383 |  |  | 37.5\% |
| 3 N | Neither good nor bad proposal | 232 |  | 22.7\% |  |
| 4 R | Rather bad proposal | 66 | 6.5\% |  |  |
| 5 V | Very bad proposal | 51 | 5.0\% |  |  |
| 9 N | No opinion | 21 | 2.1\% |  |  |
| 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: 1-9] [Missing: *] |  |  |  |  |
| Statistics [NW/ W] | [Valid: $1021 /-]$ [Invalid: $0 /$-] |  |  |  |  |

\# Q3_3: F.3C Opinion on futre radio and television: Retain existing orientation of Swedish Television



| \# Q6: F. 5 Current family category |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you had to describe your current family, which of the following categories do you think best applies? |  |  |
| Value | Label | Cases | Percentage |  |
| 1 | Working-class family | 359 |  | 35.2\% |
| 2 | Agricultural family | 20 | 2.0\% |  |


| \# Q6: F. 5 Current family category |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |
| 3 | Civil servant's family |  | 441 |  | 43.2\% |
| 4 | Higher civil servant's family |  | 113 | 11.1\% |  |
| 5 | Industrialist family |  | 88 | 8.6\% |  |
| 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: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |


| \# PNR: F. 6 ZIP code |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Respondentens svarsalternativ anges ej på grund av risk för bakvägsidentifikation. |  |  |  |
| Literal question | What is your ZIP code? |  |  |  |
| Value Label |  | Cases | Percentage |  |
| 0 No | No information | 1021 |  | 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: 0-0] [Missing: *] |  |  |  |
| Statistics [NW/ W] | [Valid: 1021 /-] [Invalid: $0 /$ /] |  |  |  |


| \# UTB: F. 7 Education level |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | What is your highest level of completed education? |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 1 | Primary/Elementary school |  | 71 | 7.0\% |  |
| 2 | Primary/Elementary school - training |  | 53 | 5.2\% |  |
| 3 | Junior secondary school/Girls' school |  | 6 | 0.6\% |  |
| 4 | Junior secondary school/Girls' school - aiming at upper secondary school |  | 23 | 2.3\% |  |
| 5 | 2 year upper secondary school education/High school degree |  | 123 | 12.0\% |  |
| 6 | 3-4 year upper secondary school education/High school degree |  | 262 | 25.7\% |  |
| 7 | Post-secondary education/university/college |  | 481 |  | 47.1\% |
| 8 | No education |  | 2 | 0.2\% |  |
| 9 | No answer |  | $0$ |  |  |
| 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: 1-8] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |

\# PERSINKOMST: F. 8 Income

| Literal question | What is your personal income per month? |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| 1 | up to 10000 SEK per month | 114 | 11.2\% |
| 2 | 10001-15000 SEK per month | 90 | 8.8\% |
| 3 | 15001-20000 SEK per month | 95 | 9.3\% |
| 4 | 20001-25000 SEK per month | 167 | 16.4\% |
| 5 | 25001-30000 SEK per month | 162 | 15.9\% |
| 6 | 30001-35000 SEK per month | 130 | 12.7\% |



| \# HHINKOMST: F. 9 Household's income |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | What is your household's income per month? |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 1 | up to 10000 SEK per month |  | 44 | 4.3\% |  |
| 2 | 10001-15000 SEK per month |  | 35 | 3.4\% |  |
| 3 | 15001-20000 SEK per month |  | 44 | 4.3\% |  |
| 4 | 20001-25000 SEK per month |  | 82 | 8.0\% |  |
| 5 | 25001-30000 SEK per month |  | 73 | 7.1\% |  |
| 6 | 30001-35000 SEK per month |  | 74 | 7.2\% |  |
| 7 | 35001-40000 SEK per month |  | 85 | 8.3\% |  |
| 8 | 40001-45000 SEK per month |  | 78 | 7.6\% |  |
| 9 | 45001-50000 SEK per month |  | 68 | 6.7\% |  |
| 10 | 50001-55000 SEK per month |  | 70 | 6.9\% |  |
| 11 | 55001-60000 SEK per month |  | 62 | 6.1\% |  |
| 12 | 60001-65000 SEK per month |  | 48 | 4.7\% |  |
| 13 | 65001-70000 SEK per month |  | 48 | 4.7\% |  |
| 14 | more than 70000 SEK per month |  | 91 | 8.9\% |  |
| 15 |  |  | 119 |  | 11.7\% |
| 99 | Do not know/do not want to state |  | 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: 1- 15] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1021 /-] [Invalid: 0 /-] |  |  |  |


[^0]:    \# Q1A_13: F.1AM Confidence in: The Royal family
    Literal question
    How much confidence do you have in the way the following businesses do their job? - The Royal family

