

# Institutional Trust 2000

**SND-ID:** snd0950-1. **Version:** 1.1. **DOI:** <https://doi.org/10.5878/002109>

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SND 0950-001-v1\_1.zip (1.28 MB)

## Associated documentation

Code book Institutional trust 2000.pdf (104.74 KB)

Förtroendebarmeter 2000.pdf (1.42 MB)

Kodbok Förtroendebarmeter 2000.pdf (104.25 KB)

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snd0950-1-1.1.zip (~2.9 MB)

## Citation

Holmberg, S., Weibull, L., & . (2014) Institutional Trust 2000 (Version 1.1) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002109>

## Creator/Principal investigator(s)

Sören Holmberg - University of Gothenburg, Department of Political Science

Lennart Weibull - University of Gothenburg, Department of Journalism Media and Communication

TNS Gallup

MedieAkademin

## Research principal

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

## Description

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

The survey was carried out by NFO Infratest and involved 754 individuals who were interviewed by telephone between October 23 and November 10, 2000. The 2000 survey also included questions about how people perceive the changes regarding the pace of the society over the last 5-10 years.

Purpose:

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

**Data contains personal data**

No

**Language**

[English](#)

[Swedish](#)

**Unit of analysis**

[Individual](#)

**Population**

Individuals aged 16-74 years

**Time Method**

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

**Sampling procedure**

[Probability: Simple random](#)

**Variables**

40

**Number of individuals/objects**

746

**Data format / data structure**

[Numeric](#)

**Data collection 1**

- Mode of collection: Telephone interview
- Time period(s) for data collection: 2000-10-23 – 2000-11-10
- Data collector: TNS Gallup
- Source of the data: Population group

**Geographic spread**

Geographic location: [Sweden](#)

**Responsible department/unit**

Department of Political Science

**Research area**

[Politics](#) (CESSDA Topic Classification)

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

[Media](#) (CESSDA Topic Classification)

**Keywords**

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

## **Publications**

Holmberg, S. & Weibull, L. (2000) Förtroendebarmeter 2000. Förtroende för samhällsinstitutioner, massmedier och företag. Paper presenterat vid MedieAkademiens seminarium på Göteborgs universitet 2000-11-28, Göteborg

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

## **Accessibility level**

Access to data through SND

Data are freely accessible

## **Use of data**

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

## **Versions**

Version 1.1. 2014-07-28

[Version 1.0](#). 2014-03-31

## **Related research data in SND's catalogue**

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

[Institutional Trust 2002](#)

[Institutional Trust 2003](#)

[Institutional Trust 2004](#)

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[Institutional Trust 2007 - web survey](#)

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