

Institutional Trust 2007 - web survey

SND-ID: snd0957-2. **Version:** 1.1. **DOI:** <https://doi.org/10.5878/002117>

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SND 0957-002-v1_1.zip (677.76 KB)

Associated documentation

Code book Institutional trust 2007 telephone interview.pdf (144.6 KB)

Code book Institutional trust 2007 web survey.pdf (264.68 KB)

Förtroendebarmeter 2007.pdf (196.34 KB)

Kodbok Förtroendebarmeter 2007 telefonintervju.pdf (144.05 KB)

Kodbok Förtroendebarmeter 2007 webbenkät.pdf (263.2 KB)

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Citation

Holmberg, S., Weibull, L., , & . (2014) Institutional Trust 2007 - web survey (Version 1.1) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002117>

Creator/Principal investigator(s)

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TNS Gallup

Research principal

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Description

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

The survey was carried out by TNS Gallup and involved 250 individuals who were interviewed by telephone and 750 individuals randomly selected from TNS Gallup's Online Panel who answered a web survey between October 15 and 29, 2007. The survey comprised 27 institutions/companies/media companies and political parties. The 2007 survey also included questions about morality in different groups of people and how it has changed over time, as well as what responsibilities large corporations have and to what extent they live up to these responsibilities.

Purpose:

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

Data contains personal data

No

Language

[English](#)

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 16-74 years

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

2007 - Ongoing

Variables

66

Number of individuals/objects

750

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Web-based interview
- Time period(s) for data collection: 2007-10-15 - 2007-10-29
- Data collector: TNS Gallup
- Sample size: 750
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Responsible department/unit

Department of Political Science

Research area

[Politics](#) (CESSDA Topic Classification)

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

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

[Media and communications](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media](#) (CESSDA Topic Classification)

Keywords

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

Publications

Holmberg, S. & Weibull, L. (2007) Förtroendebarmeter 2007. Förtroende för samhällsinstitutioner, partier, massmedier och företag. Paper presenterat vid MedieAkademins seminarium på Göteborgs universitet 2007-11-21, 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. 2014-07-29

[Version 1.0](#). 2014-04-01

Related research data in SND's catalogue

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

[Institutional Trust 2002](#)

[Institutional Trust 2003](#)

[Institutional Trust 2004](#)

[Institutional Trust 2005](#)

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