

# Institutional Trust 2008

**SND-ID:** snd0958-1. **Version:** 1.1. **DOI:** <https://doi.org/10.5878/002118>

**Is part of collection at SND:** [Institutional Trust](#)

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## Associated documentation

Code book Institutional trust 2008.pdf (272.07 KB)

Förtroendebarmeter 2008.pdf (4.7 MB)

Förtroendebarmeter Krisextra 2008.pdf (28.06 KB)

Kodbok Förtroendebarmeter 2008.pdf (270.76 KB)

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snd0958-1-1.1.zip (~9.26 MB)

## Citation

Holmberg, S., Weibull, L., , & . (2014) Institutional Trust 2008 (Version 1.1) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002118>

## Creator/Principal investigator(s)

Sören Holmberg - University of Gothenburg, Department of Political Science

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

TNS Gallup

## Research principal

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

## Description

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

The survey was carried out by TNS Gallup and involved 1000 individuals who answered a web survey between September 26 and October 3, 2008. The survey comprised 26 institutions/companies/media companies and political parties. The 2008 survey also included questions about the media coverage of the EU and different areas of Sweden, and how the media content influences people's knowledge, opinions, life styles, moods, and feelings.

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**

2008 – Ongoing

**Variables**

67

**Number of individuals/objects**

1000

**Data format / data structure**

[Numeric](#)

**Data collection 1**

- Mode of collection: Web-based interview
- Time period(s) for data collection: 2008-09-26 – 2008-10-03
- Data collector: TNS Gallup
- Sample size: 1000
- 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. (2008) Förtroendebarmeter 2008. Förtroende för samhällsinstitutioner, partier, massmedier och företag. Paper presenterat vid MedieAkademins seminarium på Göteborgs universitet 2008-11-12, 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](#)

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