# SND Svensk Nationell Datatjänst 

## Institutional Trust 2013

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## Metadata Production

| Metadata <br> Producer(s) | Swedish national data service |
| :--- | :--- |
| Production Date | April 2, 2014 |
| Identification | SND0963-001 |

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## Institutional Trust 2013

Förtroendebarometer 2013

| Overview |  |
| :--- | :--- |
| Type | Institutional Trust |
| Identification | SND0963-001 |
| Version | 2.0 |
| Abstract |  |
| 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 1220 <br> individuals who answered a web survey between February 7 and 17, 2013. The survey comprised 60 institutions/ <br> companies/media companies and political parties. The 2013 survey also included questions about the most valued <br> individuals of the Swedish media landscape. |  |
| Kind of Data | Survey data: Independent surveys |
| Unit of Analysis | Individual |

## Scope \& Coverage

| Keywords | trust, trust in government, political attitudes, mass media |
| :--- | :--- |
| Topics | mass media, POLITICS |
| Time Period(s) | 2013 |
| Countries | Sweden |
| Universe <br> Individuals aged 16-74 years |  |


| Producers \& Sponsors |  |
| :--- | :--- |
| Primary <br> Investigator(s) | Holmberg, Sören, University of Gothenburg, Department of Political Science <br> Weibull, Lennart, University of Gothenburg, Department of Journalism and Mass <br> Communication |
| Other Producer(s) | University of Gothenburg, Department of Political Science <br> MedieAkademin <br> TNS Sifo |

## Sampling

## Sampling Procedure

Probability sample: Simple random sample

| Data Collection |  |
| :--- | :--- |
| Data Collection <br> Dates | start 2013-02-07 <br> end 2013-02-17 |
| Data Collection <br> Mode | Self-completed questionnaire: Web-based |
| Data Collector(s) | TNS Sifo |


| Accessibility |  |
| :--- | :--- |
| Distributor(s) | Swedish National Data Service |

## File Description(s)

Dataset contains 1 file(s)
Förtroendebarometer 2013

| Cases | 1220 |
| :--- | :--- |
| Variable(s) | 84 |

## Variable Group(s)

## Dataset contains 3 group(s)

## Study information

| $\#$ | Name | Label | Question |
| :---: | :--- | :--- | :--- |
| 1 | SND_studie | SND-studie 0963 | - |
| 2 | SND_dataset | SND-datatset $0963-001$ | - |
| 3 | SND_version | SND version 2.1 | - |

## Background variables/constructed variables

| $\#$ | Name | Label |  |
| :--- | :--- | :--- | :--- |
| 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 | - |


| Questions in web survey |  |  | Label |
| :---: | :--- | :--- | :--- |
| \# | Name | Question |  |
| 1 | Q1A_10 | F.1AA Confidence in: The Government | How much confidence do you have in the way the following <br> businesses do their job? - the Government |
| 2 | Q1A_7 | F.1AC Confidence in: The Parliament | How much confidence do you have in the way the following <br> businesses do their job? - The daily press way the following <br> businesses do their job? - the Parliament |
| 3 | Q1A_1 | F.1AD Confidence in: The banks | How much confidence do you have in the way the following <br> businesses do their job? - The Banks |
| 4 | Q1A_11 | F.1AE Confidence in: Radio/TV | How much confidence do you have in the way the following <br> businesses do their job? - Radio/TV |
| 5 | Q1A_6 | F.1AF 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.1AG Confidence in: Universities | How much confidence do you have in the way the following <br> businesses do their job? - Universities |
| 7 | Q1A_4 | 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 |
| 8 | Q1A_8 | F.1AI Confidence in: The political parties | How much confidence do you have in the way the following <br> businesses do their job? - The political parties |
| 9 | Q1A_3 | F.1AJ Confidence in: The Church of <br> 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.1AK Confidence in: EU commission | How much confidence do you have in the way the following <br> businesses do their job? - EU commission |
| 11 | Q1A_2 |  |  |


| \# |  | Name | Label |
| :---: | :--- | :--- | :--- |
| 12 | 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 |
| 13 | 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 |
| 14 | Q1A_14 | Q.1AN Confidence in: Health care | How much confidence do you have in the way the following <br> businesses do their job? - Health care |
| 15 | Q1B_1 | Q.1BA Confidence in: The Swedish Social | 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 |
| 16 | Q1B_2 | Qemocratic Party |  |


| \# | Name | Label | Question |
| :---: | :--- | :--- | :--- |
| 31 | Q1D_1 | F.1DA Confidence in: IKEA | $\begin{array}{l}\text { If you were to use the same scale to assess some other } \\ \text { phenomena in Sweden, how would you place the following } \\ \text { corporations? - IKEA }\end{array}$ |
| 32 | Q1D_2 | F.1DB Confidence in: Volvo | $\begin{array}{l}\text { If you were to use the same scale to assess some other } \\ \text { phenomena in Sweden, how would you place the following } \\ \text { corporations? - Volvo }\end{array}$ |
| 33 | Q1D_3 | Q.1DC Confidence in: Ericsson | $\begin{array}{l}\text { If you were to use the same scale to assess some other } \\ \text { phenomena in Sweden, how would you place the following } \\ \text { corporations? - Ericsson }\end{array}$ |
| 34 | Q1D_4 | Q.1D_17 | Q.1DD Confidence in: Coca-Cola | \(\left.\begin{array}{l}If you were to use the same scale to assess some other <br>

phenomena in Sweden, how would you place the following <br>

corporations? - Coca-Cola\end{array}\right]\)| Q1D_5 |
| :--- |


| \# | Name | Label | Question |
| :---: | :---: | :---: | :---: |
| 49 | Q1D_19 | F.1DS Confidence in: Salvation army | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - Salvation army |
| 50 | Q1D_20 | F.1DT Confidence in: The red cross | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - The Red Cross |
| 51 | Q1D_21 | F.1DU Confidence in: Amnesty International | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - Amnesty International |
| 52 | Q1E_1 | F.1EA Confidence in: The Swedish Public Employment Service | 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 |
| 53 | Q1E_2 | F.1EB Confidence in: The Swedish Social Insurance Agency | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following authorities? - The Swedish Social Insurance Agency |
| 54 | Q1E_3 | F.1EC Confidence in: The tax authorities | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following authorities? - The tax authorities |
| 55 | Q1E_4 | F.1ED Confidence in: The Migration Board | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following authorities? - The Migration Board |
| 56 | Q1C2_1 | F.1FA Confidence in: aftonbladet.se | 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 |
| 57 | Q1C2_2 | F.1FB Confidence in: Google | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following online sites? - Google |
| 58 | Q1C2_3 | F.1FC Confidence in: Facebook | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following online sites? - Facebook |
| 59 | Q1C2_4 | F.1FD Confidence in: Wikipedia | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following online sites? - Wikipedia |
| 60 | Q1C2_5 | F.1FE Confidence in: Twitter | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following online sites? - Twitter |
| 61 | Q2 | F.2A Appreciated person active in the Swedish media | Is there any person active in the Swedish press, radio, television or digital media that you particularly appreciate? |
| 62 | Q2_1_OTHER | F.2B Appreciated person active in the Swedish media: Who | Who? |
| 63 | TW1 | F.3A Know of Twitter | How well do you know the social media tool Twitter? |
| 64 | TW2 | F.3B Interested in what is happening on Twitter | How interested are you in what is happening on Twitter? |
| 65 | TW3 | F.3C Opinion on the influence of Twitter on what is discussed in the media and public debate | Do you think that what is happening on Twitter can influence what is discussed in the media and public debate? |
| 66 | TW4 | F.3D Opinion on the influence of Twitter on democracy | How do you think Twitter influences democracy? Do you think it will be strengthened, weakened, or not influenced? |
| 67 | Q5A | F.4A Political party sympathy | Which party do you like best today? |
| 68 | Q5B | F.4B Closest political party | Which political party do you lean towards? |
| 69 | Q6 | F. 5 Current family category | If you had to describe your current family, which of the following categories do you think best applies? |
| 70 | PNR | F. 6 ZIP code | What is your ZIP code? |


| $\#$ | Name | Label | Question |
| :---: | :--- | :--- | :--- |
| 71 | UTB | F.7 Education level | What is your highest level of completed education? |
| 72 | PERSINKOMST | F.8 Income | What is your personal income per month? |
| 73 | HHINKOMST | F.9 Household's income | What is your household's income per month? |

## Variables Description

Dataset contains 84 variable(s)

## File : Förtroendebarometer 2013



| \# SND_dataset: SND-datatset 0963-001 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | SND-dataset 0963-001: Förtroendebarometer 2013 |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 1 | SND 0963-001 |  | 1220 |  | 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] |  | $\text { [Valid: } 1220 / \text {-] [Invalid: } 0 / \text { /-] }$ |  |  |  |


| \# SND_version: 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 |  | 1220 |  | 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: 1220/-] [Invalid: 0 /-] |  |  |  |


| \# RESPONSEID: responseid |  |
| :--- | :--- |
|  | Respondent-ID |
| Information | [Type: discrete] [Format: numeric] [Range: 3-1329] [Missing: *] |
| Statistics [NW/ W] | [Valid: $1220 /$-] [Invalid: $0 /$ /] [Mean: 654.17 /-] [StdDev: 379.458 /-] |


| \# RESPID: respid |  |
| :---: | :---: |
|  | Respondent-ID |
| Information | [Type: discrete] [Format: numeric] [Range: 3-3499] [Missing: *] |
| Statistics [NW/ W] | [Valid: 1220 /-] [Invalid: $0 /$ /] [Mean: 1709.04/-] [StdDev: $1038.877 /$ /] |


| \# IND_ID: ind_id |  |
| :--- | :--- |
|  | Respondent-ID |
| Information | [Type: discrete] [Format: character] [Missing: *] |
| Statistics [NW/ W] | [Valid: $1220 /$-] [Invalid: $0 /-$ ] |

## File : Förtroendebarometer 2013




## File : Förtroendebarometer 2013




| \# ACTUALAGE: Age |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Ålder |  |  |
| Value | Label |  | Cases | Percentage |
| 17 | 17 |  | 3 | 0.2\% |
| 18 | 18 |  | 10 | 0.8\% |
| 19 | 19 |  | 10 | 0.8\% |
| 20 | 20 |  | 11 | 0.9\% |
| 21 | 21 |  | 14 | 1.1\% |
| 22 | 22 |  | 13 | 1.1\% |
| 23 | 23 |  | 24 | 2.0\% |
| 24 | 24 |  | 29 | 2.4\% |
| 25 | 25 |  | 17 | 1.4\% |
| 26 | 26 |  | 6 | 0.5\% |
| 27 | 27 |  | 5 | 0.4\% |
| 28 | 28 |  | 7 | 0.6\% |
| 29 | 29 |  | 9 | 0.7\% |
| 30 | 30 |  | 11 | 0.9\% |
| 31 | 31 |  | 13 | 1.1\% |
| 32 | 32 |  | 18 | 1.5\% |
| 33 | 33 |  | 23 | 1.9\% |
| 34 | 34 |  | 15 | 1.2\% |
| 35 | 35 |  | 7 | 0.6\% |
| 36 | 36 points |  | 16 | 1.3\% |
| 37 | 37 |  | 9 | 0.7\% |
| 38 | 38 |  | 13 | 1.1\% |
| 39 | 39 |  | 20 | 1.6\% |
| 40 | 40 |  | 26 | 2.1\% |
| 41 | 41 |  | 22 | 1.8\% |
| 42 | 42 |  | 23 | 1.9\% |
| 43 | 43 |  | 20 | 1.6\% |
| 44 | 44 |  | 23 | 1.9\% |
| 45 | 45 |  | 36 | 3.0\% |
| 46 | 46 |  | 12 | 1.0\% |
| 47 | 47 |  | 22 | 1.8\% |
| 48 | 48 |  | 19 | 1.6\% |

## File : Förtroendebarometer 2013

## \# ACTUALAGE: Age

| Value | Label | Cases | Percentage |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 49 | 49 | 26 | 2.1\% |  |  |
| 50 | 50 | 27 | 2.2\% |  |  |
| 51 | 51 | 25 | 2.0\% |  |  |
| 52 | 52 | 37 | 3.0\% |  |  |
| 53 | 53 | 25 | 2.0\% |  |  |
| 54 | 54 | 27 | 2.2\% |  |  |
| 55 | 55 | 31 | 2.5\% |  |  |
| 56 | 56 | 26 | 2.1\% |  |  |
| 57 | 57 | 30 | 2.5\% |  |  |
| 58 | 58 | 29 | 2.4\% |  |  |
| 59 | 59 | 24 | 2.0\% |  |  |
| 60 | 60 | 22 | 1.8\% |  |  |
| 61 | 61 | 30 | 2.5\% |  |  |
| 62 | 62 | 38 | 3.1\% |  |  |
| 63 | 63 | 32 | 2.6\% |  |  |
| 64 | 64 | 42 | 3.4\% |  |  |
| 65 | 65 | 22 | 1.8\% |  |  |
| 66 | 66 | 31 | 2.5\% |  |  |
| 67 | 67 | 30 | 2.5\% |  |  |
| 68 | 68 | 27 | 2.2\% |  |  |
| 69 | 69 | 23 | 1.9\% |  |  |
| 70 | 70 | 32 | 2.6\% |  |  |
| 71 | 71 | 29 | 2.4\% |  |  |
| 72 | 72 | 19 | 1.6\% |  |  |
| 73 | 73 | 18 | 1.5\% |  |  |
| 74 | 74 | 12 | 1.0\% |  |  |

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: 17-74] [Missing: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1220 /-]$ [Invalid: 0/-] |

## \# KOMMUN: Municipality

|  |  | Kommunkod |  |  |
| :--- | :--- | :--- | :---: | :--- | :--- |
| Value | Label | Cases |  | Percentage |
| 0000 | 0000 | 8 | $0.7 \%$ |  |
| 0114 | Upplands Väsby | 7 | $0.6 \%$ |  |
| 0115 | Vallentuna | 8 | $0.7 \%$ |  |
| 0117 | Österåker | 3 | $0.2 \%$ |  |
| 0120 | Värmdö | 5 | $0.4 \%$ |  |
| 0123 | Järfälla | 10 | $0.8 \%$ |  |
| 0125 | Ekerö | 1 | $0.1 \%$ |  |
| 0126 | Huddinge | 12 | $1.0 \%$ |  |
| 0127 | Botkyrka | 6 | $0.5 \%$ |  |

## File : Förtroendebarometer 2013

| \# KOMMUN: Municipality |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |  |
| 0128 | Salem | 3 | 0.2\% |  |
| 0136 | Haninge | 7 | 0.6\% |  |
| 0138 | Tyresö | 2 | 0.2\% |  |
| 0139 | Upplands-Bro | 1 | 0.1\% |  |
| 0140 | Nykvarn | 3 | 0.2\% |  |
| 0160 | Täby | 6 | 0.5\% |  |
| 0162 | Danderyd | 3 | 0.2\% |  |
| 0163 | Sollentuna | 10 | 0.8\% |  |
| 0180 | Stockholm | 107 |  | 8.8\% |
| 0181 | Södertälje | 9 | 0.7\% |  |
| 0182 | Nacka | 15 | 1.2\% |  |
| 0183 | Sundbyberg | 3 | 0.2\% |  |
| 0184 | Solna | 5 | 0.4\% |  |
| 0186 | Lidingö | 4 | 0.3\% |  |
| 0187 | Vaxholm | 1 | 0.1\% |  |
| 0188 | Norrtälje | 2 | 0.2\% |  |
| 0191 | Sigtuna | 3 | 0.2\% |  |
| 0192 | Nynäshamn | 4 | 0.3\% |  |
| 0305 | Håbo | 3 | 0.2\% |  |
| 0331 | Heby | 1 | 0.1\% |  |
| 0360 | Tierp | 1 | 0.1\% |  |
| 0380 | Uppsala | 35 | 2.9\% |  |
| 0381 | Enköping | 9 | 0.7\% |  |
| 0382 | Östhammar | 2 | 0.2\% |  |
| 0428 | Vingåker | 2 | 0.2\% |  |
| 0461 | Gnesta | 1 | 0.1\% |  |
| 0480 | Nyköping | 6 | 0.5\% |  |
| 0481 | Oxelösund | 2 | 0.2\% |  |
| 0482 | Flen | 5 | 0.4\% |  |
| 0483 | Katrineholm | 4 | 0.3\% |  |
| 0484 | Eskilstuna | 12 | 1.0\% |  |
| 0486 | Strängnäs | 2 | 0.2\% |  |
| 0488 | Trosa | 1 | 0.1\% |  |
| 0512 | Ydre | 1 | 0.1\% |  |
| 0513 | Kinda | 2 | 0.2\% |  |
| 0561 | Åtvidaberg | 2 | 0.2\% |  |
| 0562 | Finspång | 3 | 0.2\% |  |
| 0563 | Valdemarsvik | 1 | 0.1\% |  |
| 0580 | Linköping | 29 | 2.4\% |  |
| 0581 | Norrköping | 15 | 1.2\% |  |
| 0582 | Söderköping | 3 | 0.2\% |  |
| 0583 | Motala | 8 | 0.7\% |  |
| 0584 | Vadstena | 1 | 0.1\% |  |

## File : Förtroendebarometer 2013

| \# KOMMUN: Municipality |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| 0586 | Mjölby | 2 | 0.2\% |
| 0604 | Aneby | 1 | 0.1\% |
| 0642 | Mullsjö | 3 | 0.2\% |
| 0643 | Habo | 3 | 0.2\% |
| 0662 | Gislaved | 3 | 0.2\% |
| 0665 | Vaggeryd | 3 | 0.2\% |
| 0680 | Jönköping | 12 | 1.0\% |
| 0682 | Nässjö | 3 | 0.2\% |
| 0683 | Värnamo | 2 | 0.2\% |
| 0684 | Sävsjö | 1 | 0.1\% |
| 0685 | Vetlanda | 5 | 0.4\% |
| 0686 | Eksjö | 5 | 0.4\% |
| 0687 | Tranås | 1 | 0.1\% |
| 0760 | Uppvidinge | 1 | 0.1\% |
| 0761 | Lessebo | 1 | 0.1\% |
| 0764 | Alvesta | 5 | 0.4\% |
| 0765 | Älmhult | 1 | 0.1\% |
| 0767 | Markaryd | 1 | 0.1\% |
| 0780 | Växjö | 11 | 0.9\% |
| 0781 | Ljungby | 2 | 0.2\% |
| 0821 | Högsby | 1 | 0.1\% |
| 0834 | Torsås | 1 | 0.1\% |
| 0840 | Mörbylånga | 1 | 0.1\% |
| 0861 | Mönsterås | 1 | 0.1\% |
| 0880 | Kalmar | 8 | 0.7\% |
| 0881 | Nybro | 5 | 0.4\% |
| 0882 | Oskarshamn | 6 | 0.5\% |
| 0883 | Västervik | 5 | 0.4\% |
| 0884 | Vimmerby | 1 | 0.1\% |
| 0885 | Borgholm | 1 | 0.1\% |
| 0980 | Gotland | 8 | 0.7\% |
| 1060 | Olofström | 2 | 0.2\% |
| 1080 | Karlskrona | 7 | 0.6\% |
| 1081 | Ronneby | 3 | 0.2\% |
| 1082 | Karlshamn | 1 | 0.1\% |
| 1214 | Svalöv | 4 | 0.3\% |
| 1230 | Staffanstorp | 5 | 0.4\% |
| 1233 | Vellinge | 4 | 0.3\% |
| 1256 | Östra Göinge | 2 | 0.2\% |
| 1257 | Örkelljunga | 1 | 0.1\% |
| 1261 | Kävlinge | 4 | 0.3\% |
| 1262 | Lomma | 4 | 0.3\% |
| 1263 | Svedala | 3 | 0.2\% |

## File : Förtroendebarometer 2013

| \# KOMMUN: Municipality |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| 1264 | Skurup | 4 | 0.3\% |
| 1265 | Sjöbo | 1 | 0.1\% |
| 1266 | Hörby | 2 | 0.2\% |
| 1267 | Höör | 3 | 0.2\% |
| 1270 | Tomelilla | 1 | 0.1\% |
| 1272 | Bromölla | 1 | 0.1\% |
| 1273 | Osby | 1 | 0.1\% |
| 1275 | Perstorp | 1 | 0.1\% |
| 1276 | Klippan | 2 | 0.2\% |
| 1277 | Åstorp | 1 | 0.1\% |
| 1278 | Båstad | 2 | 0.2\% |
| 1280 | Malmö | 29 | 2.4\% |
| 1281 | Lund | 25 | 2.0\% |
| 1282 | Landskrona | 6 | 0.5\% |
| 1283 | Helsingborg | 13 | 1.1\% |
| 1284 | Höganäs | 7 | 0.6\% |
| 1285 | Eslöv | 4 | 0.3\% |
| 1286 | Ystad | 5 | 0.4\% |
| 1287 | Trelleborg | 2 | 0.2\% |
| 1290 | Kristianstad | 17 | 1.4\% |
| 1291 | Simrishamn | 3 | 0.2\% |
| 1292 | Ängelholm | 5 | 0.4\% |
| 1293 | Hässleholm | 6 | 0.5\% |
| 1380 | Halmstad | 12 | 1.0\% |
| 1381 | Laholm | 3 | 0.2\% |
| 1382 | Falkenberg | 4 | 0.3\% |
| 1383 | Varberg | 12 | 1.0\% |
| 1384 | Kungsbacka | 7 | 0.6\% |
| 1401 | Härryda | 5 | 0.4\% |
| 1402 | Partille | 10 | 0.8\% |
| 1407 | Öckerö | 2 | 0.2\% |
| 1415 | Stenungsund | 4 | 0.3\% |
| 1421 | Orust | 1 | 0.1\% |
| 1427 | Sotenäs | 3 | 0.2\% |
| 1430 | Munkedal | 1 | 0.1\% |
| 1440 | Ale | 3 | 0.2\% |
| 1441 | Lerum | 8 | 0.7\% |
| 1442 | Vårgårda | 3 | 0.2\% |
| 1445 | Essunga | 2 | 0.2\% |
| 1452 | Tranemo | 3 | 0.2\% |
| 1461 | Mellerud | 1 | 0.1\% |
| 1462 | Lilla Edet | 1 | 0.1\% |
| 1463 | Mark | 4 | 0.3\% |

## File : Förtroendebarometer 2013

| \# KOMMUN: Municipality |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| 1465 | Svenljunga | 1 | 0.1\% |
| 1471 | Götene | 1 | 0.1\% |
| 1472 | Tibro | 2 | 0.2\% |
| 1473 | Töreboda | 2 | 0.2\% |
| 1480 | Göteborg | 67 | 5.5\% |
| 1481 | Mölndal | 5 | 0.4\% |
| 1482 | Kungälv | 1 | 0.1\% |
| 1484 | Lysekil | 1 | 0.1\% |
| 1485 | Uddevalla | 7 | 0.6\% |
| 1487 | Vänersborg | 4 | 0.3\% |
| 1488 | Trollhättan | 4 | 0.3\% |
| 1489 | Alingsås | 8 | 0.7\% |
| 1490 | Borås | 13 | 1.1\% |
| 1491 | Ulricehamn | 2 | 0.2\% |
| 1493 | Mariestad | 7 | 0.6\% |
| 1494 | Lidköping | 3 | 0.2\% |
| 1495 | Skara | 2 | 0.2\% |
| 1496 | Skövde | 9 | 0.7\% |
| 1497 | Hjo | 2 | 0.2\% |
| 1499 | Falköping | 3 | 0.2\% |
| 1715 | Kil | 1 | 0.1\% |
| 1730 | Eda | 1 | 0.1\% |
| 1737 | Torsby | 2 | 0.2\% |
| 1761 | Hammarö | 2 | 0.2\% |
| 1762 | Munkfors | 1 | 0.1\% |
| 1763 | Forshaga | 3 | 0.2\% |
| 1764 | Grums | 2 | 0.2\% |
| 1766 | Sunne | 3 | 0.2\% |
| 1780 | Karlstad | 12 | 1.0\% |
| 1781 | Kristinehamn | 4 | 0.3\% |
| 1782 | Filipstad | 1 | 0.1\% |
| 1783 | Hagfors | 1 | 0.1\% |
| 1784 | Arvika | 3 | 0.2\% |
| 1785 | Säffle | 2 | 0.2\% |
| 1814 | Lekeberg | 1 | 0.1\% |
| 1863 | Hällefors | 2 | 0.2\% |
| 1880 | Örebro | 11 | 0.9\% |
| 1881 | Kumla | 1 | 0.1\% |
| 1883 | Karlskoga | 1 | 0.1\% |
| 1884 | Nora | 2 | 0.2\% |
| 1885 | Lindesberg | 2 | 0.2\% |
| 1904 | Skinnskatteberg | 2 | 0.2\% |
| 1907 | Surahammar | 1 | 0.1\% |

## File : Förtroendebarometer 2013

| \# KOMMUN: Municipality |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| 1961 | Hallstahammar | 1 | 0.1\% |
| 1962 | Norberg | 1 | 0.1\% |
| 1980 | Västerås | 19 | 1.6\% |
| 1981 | Sala | 3 | 0.2\% |
| 1983 | Köping | 4 | 0.3\% |
| 1984 | Arboga | 2 | 0.2\% |
| 2021 | Vansbro | 1 | 0.1\% |
| 2023 | Malung-Sälen | 5 | 0.4\% |
| 2026 | Gagnef | 1 | 0.1\% |
| 2029 | Leksand | 5 | 0.4\% |
| 2031 | Rättvik | 1 | 0.1\% |
| 2039 | Älvdalen | 1 | 0.1\% |
| 2061 | Smedjebacken | 2 | 0.2\% |
| 2062 | Mora | 2 | 0.2\% |
| 2080 | Falun | 8 | 0.7\% |
| 2081 | Borlänge | 5 | 0.4\% |
| 2082 | Säter | 1 | 0.1\% |
| 2084 | Avesta | 2 | 0.2\% |
| 2085 | Ludvika | 1 | 0.1\% |
| 2101 | Ockelbo | 2 | 0.2\% |
| 2121 | Ovanåker | 1 | 0.1\% |
| 2161 | Ljusdal | 2 | 0.2\% |
| 2180 | Gävle | 16 | 1.3\% |
| 2181 | Sandviken | 5 | 0.4\% |
| 2182 | Söderhamn | 6 | 0.5\% |
| 2183 | Bollnäs | 3 | 0.2\% |
| 2184 | Hudiksvall | 3 | 0.2\% |
| 2262 | Timrå | 4 | 0.3\% |
| 2280 | Härnösand | 3 | 0.2\% |
| 2281 | Sundsvall | 14 | 1.1\% |
| 2282 | Kramfors | 2 | 0.2\% |
| 2283 | Sollefteå | 5 | 0.4\% |
| 2284 | Örnsköldsvik | 7 | 0.6\% |
| 2303 | Ragunda | 2 | 0.2\% |
| 2309 | Krokom | 4 | 0.3\% |
| 2313 | Strömsund | 1 | 0.1\% |
| 2380 | Östersund | 12 | 1.0\% |
| 2401 | Nordmaling | 1 | 0.1\% |
| 2409 | Robertsfors | 1 | 0.1\% |
| 2417 | Norsjö | 1 | 0.1\% |
| 2421 | Storuman | 2 | 0.2\% |
| 2460 | Vännäs | 2 | 0.2\% |
| 2480 | Umeå | 25 | 2.0\% |

## File : Förtroendebarometer 2013

## \# KOMMUN: Municipality

| Value | Label | Cases |  | Percentage |
| :---: | :---: | :---: | :---: | :---: |
| 2481 | Lycksele | 2 | 0.2\% |  |
| 2482 | Skellefteå | 9 | 0.7\% |  |
| 2505 | Arvidsjaur | 2 | 0.2\% |  |
| 2513 | Överkalix | 1 | 0.1\% |  |
| 2514 | Kalix | 1 | 0.1\% |  |
| 2523 | Gällivare | 4 | 0.3\% |  |
| 2560 | Älvsbyn | 4 | 0.3\% |  |
| 2580 | Luleå | 14 | 1.1\% |  |
| 2581 | Piteå | 5 | 0.4\% |  |
| 2582 | Boden | 7 | 0.6\% |  |
| 2584 | Kiruna | 4 | 0.3\% |  |

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: character] [Missing: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1220 /$ /-] [Invalid: $0 /-]$ |


| \# Q1A_10: F.1AA Confidence in: The Government |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | How much confidence do you have in the way the following businesses do their job? - the Government |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 117 | 9.6\% |  |  |
| 2 | Quite high trust |  | 492 |  |  | 40.3\% |
| 3 | Neither high nor low trust |  | 342 |  | 28.0\% |  |
| 4 | Quite low trust |  | 185 | 15.2\% |  |  |
| 5 | Very low trust |  | 84 | 6.9\% |  |  |
| 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: 1220 /-] [Invalid: $0 /-$ ] |  |  |  |  |


| \# Q1A_7: F.1AB Confidence in: The daily press |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | How much confidence do you have in the way the following businesses do their job? - The daily press |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 21 | 1.7\% |  |  |
| 2 | Quite high trust |  | 337 | 27.6\% |  |  |
| 3 | Neither high nor low trust |  | 516 |  |  | 42.3\% |
| 4 | Quite low trust |  | 285 |  | 23.4\% |  |
| 5 V | Very low trust |  | 61 | 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: 1220 /-] [Invalid: 0 /-] |  |  |  |  |


| \#Q1A_1: F.1AC Confidence in: The Parliament |  |
| :--- | :--- |
| Literal question | How much confidence do you have in the way the following businesses do their job? - the Parliament |

## File : Förtroendebarometer 2013

| \# Q1A_1: F.1AC Confidence in: The Parliament |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 73 | 6.0\% |  |  |
| 2 | Quite high trust |  | 475 |  |  | 38.9\% |
| 3 | Neither high nor low trust |  | 483 |  |  | 39.6\% |
| 4 | Quite low trust |  | 161 |  | 13.2\% |  |
| 5 | Very low trust |  | 28 | 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: 1220 /-] [Invalid: 0 /-] |  |  |  |  |


| \# Q1A_11: F.1AD Confidence in: The banks |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | How much confidence do you have in the way the following businesses do their job? - The Banks |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 28 | 2.3\% |  |  |
| 2 | Quite high trust |  | 307 |  | 25.2\% |  |
| 3 | Neither high nor low trust |  | 474 |  |  | 38.9\% |
| 4 | Quite low trust |  | 322 |  | 26.4\% |  |
| 5 | Very low trust |  | 89 | 7.3\% |  |  |
| 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: 1220 /-] [Invalid: 0 /-] |  |  |  |  |




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## \# Q1A_5: F.1AF Confidence in: Big business

| Value | Label |  | Cases |  | Percentage |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 5 | Very low trust |  | 60 | 4.9\% |  |
| 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: 1220 /-] [Invalid: 0 /-] |  |  |  |

## \# Q1A_4: F.1AG Confidence in: Universities



| \# Q1A_8: F.1AH Confidence in: The trade unions |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question | How much confidence do you have in the way the following businesses do their job? - The trade unions |  |  |  |  |
| Value L | Label | Cases | Percentage |  |  |
| 1 Very | Very high trust | 48 | 3.9\% |  |  |
| 2 Q | Quite high trust | 353 | 28.9\% |  |  |
| 3 N | Neither high nor low trust | 505 |  |  | 41.4\% |
| 4 Q | Quite low trust | 248 | 20.3\% |  |  |
| 5 V | Very low trust | 66 | 5.4\% |  |  |
| 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: 1220 /-] [Invalid: $0 /-$ ] |  |  |  |  |

\# Q1A_3: F.1AI Confidence in: The political parties


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## \# Q1A_3: F.1AI Confidence in: The political parties





| \# 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 |  |  |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |  |
| 1 | Very high trust | 97 | $8.0 \%$ |  |  |  |  |

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| \# Q1A_13: F.1AM Confidence in: The Royal family |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentag |  |
| 2 | Quite high trust | 351 |  | 28.8\% |
| 3 | Neither high nor low trust | 414 |  | 33.9\% |
| 4 | Quite low trust | 193 | 15.8\% |  |
| 5 | Very low trust | 165 | 13.5\% |  |

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: $1220 /-$ ] [Invalid: $0 /-$ ] |


| \# Q1A_14: F.1AN Confidence in: Health care |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Literal question | How much confidence do you have in the way the following businesses do their job? - Health care |  |  |  |
| Value L | Label | Cases | Percentage |  |
| 1 V | Very high trust | 119 | 9.8\% |  |
| 2 Q | Quite high trust | 571 |  | 46.8\% |
| 3 N | Neither high nor low trust | 335 | 27.5\% |  |
| 4 Q | Quite low trust | 150 | 12.3\% |  |
| 5 V | Very low trust | 45 | 3.7\% |  |
| 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: 1220 /-] [Invalid: 0 /-] |  |  |  |

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

| Literal question |
| :--- |


| 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? - Moderate Party |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |  |  |
| 1 | Very high trust | 106 | 8.7\% |  |  |
| 2 | Quite high trust | 407 |  |  | 33.4\% |
| 3 | Neither high nor low trust | 339 |  |  |  |
| 4 | Quite low trust | 209 |  | 17.1\% |  |

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## \# Q1B_2: F.1BB Confidence in: Moderate Party

| Value | Label | Cases | Percentage |
| :--- | :--- | :--- | :---: |
| 5 | Very low trust | 159 | $13.0 \%$ |
| 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: $1220 /-][$ Invalid: $0 /-]$ |  |  |




| \# Q1B_5: F.1BE Confidence in: The Centre 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? - Centre Party |  |  |  |
| Value | Label | Cases |  |  |
| 1 | Very high trust | 6 | 0.5\% |  |
| 2 | Quite high trust | 112 | 9.2\% |  |
| 3 | Neither high nor low trust | 408 |  | 33.4\% |
| 4 | Quite low trust | 385 |  | 31.6\% |
| 5 | Very low trust | 309 |  | 25.3\% |

## File : Förtroendebarometer 2013

| \# Q1B_5: F.1BE Confidence in: The Centre Party |  |
| :--- | :--- |
| Information | [Type: discrete] [Format: numeric] [Range: 1- 5] [Missing: *] |
| Statistics [NW/ W] | [Valid: $1220 /-][$ Invalid: $0 /-]$ |




| \# Q1B_8: F.1BH Confidence in: Liberal 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? - Liberal Party |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 21 | 1.7\% |  |  |
| 2 | Quite high trust |  | 218 |  | 17.9\% |  |
| 3 | Neither high nor low trust |  | 487 |  |  | 39.9\% |
| 4 | Quite low trust |  | 306 |  | 25.1\% |  |
| 5 | Very low trust |  | 188 |  | 15.4\% |  |
| 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: $1220 /$ /] [Invalid: $0 /$ /-] |  |  |  |  |

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



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: $1220 /$ /] [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 |  | 249 |  | 20.4\% |  |
| 2 | Quite high trust |  | 640 |  |  | 52.5\% |
| 3 | Neither high nor low trust |  | 262 |  | 21.5\% |  |
| 4 | Quite low trust |  | 43 | 3.5\% |  |  |
| 5 | Very low trust |  | 26 | 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: 1-5] [Missing: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1220 /-] [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 |  | 39 | 3.2\% |  |  |
| 2 | Quite high trust |  | 376 | 30.8\% |  |  |
| 3 | Neither high nor low trust |  | 556 |  |  | 45.6\% |
| 4 | Quite low trust |  | 179 | 14.7\% |  |  |
| 5 | Very low trust |  | 70 | 5.7\% |  |  |
| 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: 1220 /-] [Invalid: $0 /-$ ] |  |  |  |  |

\# Q1C_4: F.1CD Confidence in: TV3

| Literal question | $\begin{array}{l}\text { If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following } \\ \text { media corporations? - TV3 }\end{array}$ |
| :--- | :--- |

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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 L | Label | Cases | Percentage |  |  |
| V | Very high trust | 100 | 8.2\% |  |  |
| 2 Q | Quite high trust | 536 |  |  | 43.9\% |
| 3 N | Neither high nor low trust | 443 |  | 36.3\% |  |
| 4 Q | Quite low trust | 102 | 8.4\% |  |  |
| 5 V | Very low trust | 39 | 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: 1-5] [Missing: *] |  |  |  |  |
| Statistics [NW/ W] | [Valid: $1220 /$-] [Invalid: $0 /$-] |  |  |  |  |



| \# Q1C_8: F.1CG Confidence in: Expressen |  |  |  |
| :---: | :---: | :---: | :---: |
| Literal question $\begin{array}{l}\text { If } \\ \mathrm{m}\end{array}$ |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following media corporations? - Expressen |  |
| Value | Label | Cases | Percentage |
| 1 | Very high trust | ust 5 | 0.4\% |
| 2 | Quite high trust | ust 121 | 9.9\% |

## File : Förtroendebarometer 2013

## \# Q1C_8: F.1CG Confidence in: Expressen

| Value | Label | Cases | Percentage |  |
| :--- | :--- | :---: | :--- | :--- | :--- |
| 3 | Neither high nor low trust | 440 |  |  |
| 4 | Quite low trust | 426 | $36.1 \%$ |  |
| 5 | Very low trust | 228 | $34.9 \%$ |  |

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: $1220 /-$ ] [Invalid: $0 /-$ ] |

## \# Q1C_7: F.1CH 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 |  |  |
| 1 | Very high trust | 98 | 8.0\% |  |
| 2 | Quite high trust | 515 |  | 42.2\% |
| 3 | Neither high nor low trust | 468 |  | 38.4\% |
| 4 | Quite low trust | 108 | 8.9\% |  |
| 5 | Very low trust | 31 | 2.5\% |  |

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: $1220 /-$ ] [Invalid: $0 /-$ ] |



| Literal question | 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 | 115 | 9.4\% |  |
| 2 | Quite high trust | 558 |  | 45.7\% |
| 3 | Neither high nor low trust | 475 |  | 38.9\% |
| 4 | Quite low trust | 58 | 4.8\% |  |

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| \# Q1D_3: F.1DC Confidence in: Ericsson |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | 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 |  | 53 | 4.3\% |  |  |
| 2 | Quite high trust |  | 434 |  | 35.6\% |  |
| 3 | Neither high nor low trust |  | 605 |  | - | 49.6\% |
| 4 | Quite low trust |  | 101 | 8.3\% |  |  |
| 5 | Very low trust |  | 27 | 2.2\% |  |  |
| 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: 1-5] [Missing: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1220 /-] [Invalid: 0 /-] |  |  |  |  |




## File : Förtroendebarometer 2013

| \# Q1D_5: F.1DE Confidence in: Skandia |  |
| :--- | :--- |
| Information | [Type: discrete] [Format: numeric] [Range: 1- 5] [Missing: *] |
| Statistics [NW/ W] | [Valid: $1220 /-][$ Invalid: $0 /$ /] |



| \# Q1D_7: F.1DG Confidence in: SAS |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - SAS |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 27 | 2.2\% |  |  |
| 2 | Quite high trust |  | 259 |  | 21.2\% |  |
| 3 | Neither high nor low trust |  | 632 |  |  | 51.8\% |
| 4 | Quite low trust |  | 244 |  | 20.0\% |  |
| 5 | Very low trust |  | 58 | 4.8\% |  |  |
| 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: 1220 /-] [Invalid: $0 /$-] |  |  |  |  |


| \# Q1D_8: F.1DH Confidence in: H\&M |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Literal question | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - H\&M |  |  |  |
| Value L | Label | Cases | Percentage |  |
| $1 \quad \mathrm{~V}$ | Very high trust | 36 | 3.0\% |  |
| 2 Q | Quite high trust | 244 | 20.0\% |  |
| 3 Ne | Neither high nor low trust | 574 |  | 47.0\% |
| 4 Q | Quite low trust | 280 | 23.0\% |  |
| 5 Very | Very low trust | 86 | 7.0\% |  |
| 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: 1220 /-] [Invalid: $0 /$-] |  |  |  |

## File : Förtroendebarometer 2013

\# Q1D_9: F.1DI Confidence in: Saab

| Literal question | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - Saab |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |  |  |
| 1 | Very high trust | 20 | 1.6\% |  |  |
| 2 | Quite high trust | 178 | 14.6\% |  |  |
| 3 | Neither high nor low trust | 549 |  |  | 45.0\% |
| 4 | Quite low trust | 294 |  | 24.1\% |  |
| 5 | Very low trust | 179 | 14.7\% |  |  |

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: $1220 /-$ ] [Invalid: $0 /-$ ] |



| \# Q1D_11: F.1DK Confidence in: SJ |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - SJ |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 20 | 1.6\% |  |  |
| 2 | Quite high trust |  | 150 |  | 12.3\% |  |
| 3 | Neither high nor low trust |  | 422 |  |  | 34.6\% |
| 4 | Quite low trust |  | 413 |  |  | 33.9\% |
| 5 | Very low trust |  | 215 |  | 17.6\% |  |
| 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: 1220 /-] [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 |  | 21 | 1.7\% |  |  |  |
| 2 | Quite high trust |  | 183 |  | 15.0\% |  |  |
| 3 | Neither high nor low trust |  | 513 |  |  |  | 42.0\% |
| 4 | Quite low trust |  | 329 |  |  | 27.0\% |  |
| 5 | Very low trust |  | 174 |  | 14.3\% |  |  |
| 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: 1220 /-] [Invalid: $0 /-$ ] |  |  |  |  |  |

## \# Q1D_13: F.1DM Confidence in: Volkswagen

| 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? - Volkswagen |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Value | Label |  | Cases | Percentage |
| 1 | Very high trust | 48 | $3.9 \%$ |  |
| 2 | Quite high trust | 336 |  | $27.5 \%$ |


| \# Q1D_13: F.1DM Confidence in: Volkswagen |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |
| 3 | Neither high nor low trust |  | 703 |  | 57.6\% |
| 4 | Quite low trust |  | 97 | 8.0\% |  |
| 5 | Very low trust |  | 36 | 3.0\% |  |
| 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: 1220 /-] [Invalid: $0 /$-] |  |  |  |




\# Q1D_16: F.1DP Confidence in: HSB's housing co-operatives

| Information | [Type: discrete] [Format: numeric] [Range: 1-5] [Missing: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1220 /-$ ] [Invalid: $0 /-$ ] |



| \# Q1D_18: F.1DR Confidence in: ICA |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | If you were to use the same scale to assess some other phenomena in Sweden, how would you place the following corporations? - ICA |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 1 | Very high trust |  | 62 | 5.1\% |  |
| 2 | Quite high trust |  | 520 |  | 42.6\% |
| 3 | Neither high nor low trust |  | 522 |  | 42.8\% |
| 4 | Quite low trust |  | 93 | 7.6\% |  |
| 5 | Very low trust |  | 23 | 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: 1220 /-] [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 |  | 13 | 1.1\% |  |  |  |
| 2 | Quite high trust |  | 124 | - | 10.2\% |  |  |
| 3 | Neither high nor low trust |  | 403 |  |  |  | 33.0\% |
| 4 | Quite low trust |  | 411 |  |  |  | 33.7\% |
| 5 | Very low trust |  | 269 |  |  | 22.0\% |  |
| 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: 1220 /-] [Invalid: 0 /-] |  |  |  |  |  |


| \# Q1E_2: F.1EB Confidence in: The Swedish Social Insurance Agency |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| 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 Social Insurance Agency |  |  |
| Value | Label | Cases |  | Percent |
| 1 | Very high trust | 22 | 1.8\% |  |
| 2 | Quite high trust | 196 |  | 16.1\% |


| \# Q1E_2: F.1EB Confidence in: The Swedish Social Insurance Agency |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percent |  |
| 3 | Neither high nor low trust |  | 422 |  | 34.6\% |
| 4 | Quite low trust |  | 378 |  | 31.0\% |
| 5 | Very low trust |  | 202 | 16.6\% |  |
| 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: 1220 /-] [Invalid: $0 /$-] |  |  |  |


| \# Q1E_3: F.1EC Confidence in: The tax authorities |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| 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 tax authorities |  |  |  |
| Value L | Label | Cases | Percentage |  |
| 1 V | Very high trust | 117 | 9.6\% |  |
| 2 Q | Quite high trust | 536 |  | 43.9\% |
| 3 N | Neither high nor low trust | 447 |  | 36.6\% |
| 4 Q | Quite low trust | 83 | 6.8\% |  |
| 5 V | Very low trust | 37 | 3.0\% |  |
| 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: 1220 /-] [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 |  | 17 | 1.4\% |  |  |
| 2 | Quite high trust |  | 160 |  | 13.1\% |  |
| 3 | Neither high nor low trust |  | 430 |  |  | 35.2\% |
| 4 | Quite low trust |  | 256 |  | 21.0\% |  |
| 5 | Very low trust |  | 210 |  | 17.2\% |  |
| 9 | No opinion |  | 147 |  | 12.0\% |  |


| \# Q1C2_1: <br> \#.1FA Confidence in: aftonbladet.se <br> 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. <br> Information [Type: discrete] [Format: numeric] [Range: 1-9] [Missing: *] |
| :--- |
| Statistics [NW/ W] |


| \# 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 online sites? - Google |  |  |  |
| Value | Label |  | Cases | Percentage |  |
| 1 | Very high trust |  | 85 | 7.0\% |  |
| 2 | Quite high trust |  | 455 |  | 37.3\% |
| 3 | Neither high nor low trust |  | 477 |  | 39.1\% |
| 4 | Quite low trust |  | 99 | 8.1\% |  |
| 5 | Very low trust |  | 43 | 3.5\% |  |
| 9 | No opinion |  | 61 | 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: 1-9] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1220 /-] [Invalid: $0 /$-] |  |  |  |



| \# Q1C2_4: F.1FD Confidence in: Wikipedia |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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? - Wikipedia |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very high trust |  | 63 | 5.2\% |  |  |
| 2 | Quite high trust |  | 333 |  | 27.3\% |  |
| 3 | Neither high nor low trust |  | 467 |  |  | 38.3\% |
| 4 | Quite low trust |  | 146 | 12.0\% |  |  |
| 5 | Very low trust |  | 66 | 5.4\% |  |  |
| 9 | No opinion |  | 145 | 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: *] |  |  |  |  |

## \# Q1C2_4: F.1FD Confidence in: Wikipedia

| Statistics [NW/ W] | [Valid: $1220 /-$ ] [Invalid: $0 /-$ ] |
| :--- | :--- |


\# Q2: F.2A Appreciated person active in the Swedish media


| Literal question |  | Who? |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases |  | Percentage |
| 60 minutes, Andersson Cooper |  |  | 1 | 0.2\% |  |
| Agendatjejerna |  |  | 1 | 0.2\% |  |
| Amelia Adamo |  |  | 1 | 0.2\% |  |
| Anders Eldeman |  |  | 1 | 0.2\% |  |
| Andre Pops |  |  | 5 | 1.2\% |  |
| Andre pops |  |  | 2 | 0.5\% |  |
| Andree Pops |  |  | 1 | 0.2\% |  |
| Andrè Pops, Magdalena Forsberg |  |  | 1 | 0.2\% |  |
| André Pops |  |  | 2 | 0.5\% |  |
| Anja Kontor |  |  | 1 | 0.2\% |  |
| Ann-Marie Rauer |  |  | 1 | 0.2\% |  |


| \# Q2_1_OTHER: F.2B Appreciated person active in the Swedish media: Who |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| Anna Hedborg SVT |  | 1 | 0.2\% |
| Anna Hedemo |  | 2 | 0.5\% |
| Anna <br> Hedenmarker |  | 1 | 0.2\% |
| Anna <br> Hedenmo |  | 4 | 1.0\% |
| Anna <br> Hedenmo, <br> Janne <br> Josefsson, <br> Karin <br> Mattisson |  | 1 | 0.2\% |
| Anna Hedlund |  | 1 | 0.2\% |
| Anna barsk |  | 1 | 0.2\% |
| Anna-Karin Bratt |  | 1 | 0.2\% |
| Anne <br> Lundberg |  | 1 | 0.2\% |
| Anne <br> Lundberg SVT |  | 1 | 0.2\% |
| Annika Lantz |  | 1 | 0.2\% |
| Bengt <br> Magnusson |  | 1 | 0.2\% |
| Bengt <br> Frithiofsson |  | 1 | 0.2\% |
| Bengt <br> Magnusson |  | 4 | 1.0\% |
| Bo Holmström |  | 1 | 0.2\% |
| Bo Knutsson |  | 1 | 0.2\% |
| Bosse <br> Bildoktorn |  | 1 | 0.2\% |
| Bosse Jardler |  | 1 | 0.2\% |
| Britt-Marie <br> Mattsson |  | 1 | 0.2\% |
| Carl Bildt |  | 2 | 0.5\% |
| Caroline af Ugglas |  | 1 | 0.2\% |
| Carsten <br> Turfjäll |  | 1 | 0.2\% |
| Cecila Udén |  | 1 | 0.2\% |
| Cecilia Benkö |  | 1 | 0.2\% |
| Cecilia Hagen |  | 1 | 0.2\% |
| Cecilia Uddén |  | 1 | 0.2\% |
| Cecilia Udén |  | 1 | 0.2\% |
| Christer och Kodjo från P3. De två som pratar i sv |  | 1 | 0.2\% |
| Christian Luuk |  | 1 | 0.2\% |
| Claes Elfsberg |  | 8 | 1.9\% |


| \# Q2_1_OTHER: F.2B Appreciated person active in the Swedish media: Who |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| Claes elfsberg |  | 1 | 0.2\% |
| Clas Elfb |  | 1 | 0.2\% |
| DN |  | 1 | 0.2\% |
| DN nya chef |  | 1 | 0.2\% |
| Damon Rasti |  | 1 | 0.2\% |
| Daniel Poohl |  | 1 | 0.2\% |
| Daniel Sjölin |  | 2 | 0.5\% |
| De som läser nyheter |  | 1 | 0.2\% |
| Dilsa <br> Demirbag-sten |  | 1 | 0.2\% |
| Elvsberg |  | 1 | 0.2\% |
| En professor, kommer inte ihåg namnet |  | 1 | 0.2\% |
| Erik Fiktelius |  | 1 | 0.2\% |
| Erik Haag |  | 1 | 0.2\% |
| Erik Niva |  | 2 | 0.5\% |
| Erik Niva, <br> Per Bjurman, Fredrik Wikingsson, Filip |  | $1$ | 0.2\% |
| Ernst <br> Kirchstiger |  | 1 | 0.2\% |
| Folke Waxin |  | 2 | 0.5\% |
| Fredrik <br> Lindström |  | 2 | 0.5\% |
| Fredrik <br> Virtanen |  | 1 | 0.2\% |
| Fredrik <br> Wikingsson |  | 1 | 0.2\% |
| Fridrik <br> Lindström |  | 1 | 0.2\% |
| Fysiopodden |  | 1 | 0.2\% |
| G.W Persson |  | 1 | 0.2\% |
| GW Persson |  | 3 | 0.7\% |
| Grankvist cmoor |  | 1 | 0.2\% |
| Greidner |  | 1 | 0.2\% |
| Gry Forsell |  | 1 | 0.2\% |
| Gw Persson |  | 1 | 0.2\% |
| Gwpersson |  | 1 | 0.2\% |
| Göran Greider |  | 2 | 0.5\% |
| Göran <br> Rosenberg |  | 1 | 0.2\% |
| Göran Skytte |  | 1 | 0.2\% |
| Göran hegg |  | 1 | 0.2\% |



| \# Q2_1_OTHER: F.2B Appreciated person active in the Swedish media: Who |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| Johan <br> Ehrenberg |  | 1 | 0.2\% |
| Johan <br> Ehrenberg <br> ETC |  | 1 | 0.2\% |
| Johan Glans |  | 1 | 0.2\% |
| Johanna <br> Koljonen |  | 1 | 0.2\% |
| Jonas Karlsson SVT |  | 1 | 0.2\% |
| Jonathan <br> Nordin tv4 |  | 1 | $0.2 \%$ |
| Josefsson |  | 1 | 0.2\% |
| Josefsson <br> Uppdrag granskning |  | 1 | 0.2\% |
| Josefsson uppdrag granskning |  | 1 | 0.2\% |
| Julia i UG |  | 1 | 0.2\% |
| KARIN BOJS |  | 1 | 0.2\% |
| Kajsa Boglind |  | 1 | 0.2\% |
| Kanal 5 |  | 1 | 0.2\% |
| Karin Bojs |  | 2 | 0.5\% |
| Karin <br> Hübinette |  | 1 | 0.2\% |
| Karin <br> Mattisson <br> "uppdrag <br> granskning" |  | 1 | 0.2\% |
| Karin <br> Mattisson <br> - Uppdrag <br> Granskning |  | 1 | 0.2\% |
| Karl IV Gustav Bernattote |  | 1 | 0.2\% |
| Karpstryparn |  | 1 | 0.2\% |
| Katarina <br> Mazetti |  | 1 | 0.2\% |
| Katarina Sand...... |  | 1 | 0.2\% |
| Katarina <br> Sandström |  | 2 | $0.5 \%$ |
| Kerstin <br> Berggren på SR |  | 1 | 0.2\% |
| Kjell Albin <br> Abrahamsson |  | 1 | 0.2\% |
| Knut Stålberg |  | 1 | 0.2\% |
| Knutsson svt politisk reporter |  | 1 | 0.2\% |
| Kodjo akolor |  | 1 | 0.2\% |



| \# Q2_1_OTHER: F.2B Appreciated person active in the Swedish media: Who |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| Lisbeth <br> Åkerman, <br> Nyhetsankare <br> SVT |  | 1 | 0.2\% |
| Liv Stròmquist |  | 2 | - $0.5 \%$ |
| Lota Brohme |  | 1 | 0.2\% |
| Lotta Brohmé |  | 1 | 0.2\% |
| Lota Brome |  | 3 | - $0.7 \%$ |
| Lota Bromer |  | 1 | 0.2\% |
| Lotta Bromé |  | 8 | 1.9\% |
| Lotta Bromé, <br> Ulf Elving, <br> Monica <br> Saarinen, <br> Cecilia |  | 1 | 0.2\% |
| Lotta <br> Bromé,Jarl <br> Alfredius |  | 1 | 0.2\% |
| Lotta brome |  | 1 | 0.2\% |
| Lotts Bromé |  | 1 | 0.2\% |
| Man på rapport |  |  | 0.2\% |
| Marcus Birro |  | 3 | - $0.7 \%$ |
| $\begin{aligned} & \text { Maria } \\ & \text { Montazami } \end{aligned}$ |  | 1 | 0.2\% |
| Marianne rundkvist |  | 1 | 0.2\% |
| Mark Levengod |  | 1 | 0.2\% |
| Mark <br> Levengood |  | 1 | 0.2\% |
| Mats Dagerlind |  | 1 | 0.2\% |
| Mats Knutsson |  | 3 | - $0.7 \%$ |
| Mats Knutsson (SVT) |  | 1 | 0.2\% |
| Mats Olsson |  | 1 | 0.2\% |
| Micke S, SVT |  | 1 | 0.2\% |
| Morgan Larsson |  | 2 | $\square 0.5 \%$ |
| $\begin{aligned} & \text { Morgonpasset } \\ & \text { i p3 } \end{aligned}$ |  | 1 | 0.2\% |
| $\begin{aligned} & \text { Många, tex } \\ & \text { Nina Björk } \end{aligned}$ |  | 1 | 0.2\% |
| Nike Nylander |  | 1 | 0.2\% |
| Niklas Ekdal |  | 1 | 0.2\% |
| Niklas Svensson, Fredrik Strömberg |  | 1 | 0.2\% |
| Nina Björk |  | 2 | $\square 0.5 \%$ |
| Nyhetsuppläsare SVT |  | 1 | 0.2\% |


| \# Q2_1_OTHER: F.2B Appreciated person active in the Swedish media: Who |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| Ola Wong |  | 1 | 0.2\% |
| Olle Häger |  | 1 | 0.2\% |
| PJ Anders Linder |  | 1 | 0.2\% |
| Pekka Heino |  | 1 | 0.2\% |
| Pelle Fosshaug |  | 1 | 0.2\% |
| Pelle Westman |  | 1 | 0.2\% |
| Per Fontander |  | 1 | 0.2\% |
| Per <br> Gudmundson |  | 1 | 0.2\% |
| Per Ström |  | 1 | 0.2\% |
| Peter Setman |  | 1 | 0.2\% |
| Peter Settman |  | 1 | 0.2\% |
| Peter <br> Wolodarski |  | 7 | $1.7 \%$ |
| Peter <br> Wolodarsky |  | 1 | 0.2\% |
| Peter wolodarski |  | 1 | 0.2\% |
| Pops, <br> Zachrisson |  | 1 | 0.2\% |
| Rix morgon zoo |  | 1 | 0.2\% |
| Rober aschberg |  | 1 | 0.2\% |
| Robert <br> Achberg |  | 1 | 0.2\% |
| Robert <br> Aschberg |  | 3 | 0.7\% |
| SVT play |  | 1 | 0.2\% |
| Samir Abu Eid |  | 2 | 0.5\% |
| Samir Ebu-Aid |  | 1 | 0.2\% |
| Samir Eide |  | 1 | 0.2\% |
| Samir abdu(ngt) |  | 1 | 0.2\% |
| Samir abu Aid |  | 1 | 0.2\% |
| Samir på TV4 Syrienreporter just nu |  | 1 | 0.2\% |
| Sanna Rough |  | 1 | 0.2\% |
| Sara Damber |  | 1 | 0.2\% |
| Skavlan |  | 1 | 0.2\% |
| Soran Ismal |  | 1 | 0.2\% |
| Staffan Ander |  | 1 | 0.2\% |
| Stefan Jarl |  | 1 | 0.2\% |
| Stefan <br> Wermelin |  | 1 | 0.2\% |
| Steffo <br> Törnqvist |  | 1 | 0.2\% |


| \# Q2_1_OTHER: F.2B Appreciated person active in the Swedish media: Who |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| Stig Fredriksson |  | 1 | 0.2\% |
| Sven Börjesson |  | 1 | 0.2\% |
| Sverker |  | 1 | 0.2\% |
| Sverker Olofson |  | 1 | 0.2\% |
| Sverker <br> Olofsson |  | 2 | 0.5\% |
| Sverker olofsson |  | 1 | 0.2\% |
| Svt |  | 1 | 0.2\% |
| Ted Lundgren |  | 1 | 0.2\% |
| Thomas Nordegren |  | 1 | 0.2\% |
| Tilde De Paula |  | 1 | 0.2\% |
| Tina <br> Nordström |  | 1 | 0.2\% |
| Tomas <br> Ramberg |  | 1 | 0.2\% |
| Ulf Blomgren |  | 1 | 0.2\% |
| Ulf Larsson, Sveriges Radio Norrbotten |  | 1 | 0.2\% |
| Ulf Nilsson, Expressen |  | 1 | 0.2\% |
| Ulf Stenberg |  | 1 | 0.2\% |
| Vikegård |  | 1 | 0.2\% |
| alex schulman |  | 1 | 0.2\% |
| anders borg |  | 1 | 0.2\% |
| andre pop |  | 1 | 0.2\% |
| anja kontor |  | 1 | 0.2\% |
| annika lantz, anders jansson, martina tun, hanna h |  | 1 | 0.2\% |
| carina berg |  | 1 | 0.2\% |
| cecilia uddén |  | 2 | 0.5\% |
| dagens eko |  | 1 | 0.2\% |
| elisabet sandlund |  | 1 | 0.2\% |
| flera st. |  | 1 | $0.2 \%$ |
| fredrik <br> lindström |  | 1 | 0.2\% |
| g.w. persson |  | 1 | 0.2\% |
| gina dirawi |  | 1 | 0.2\% |
| gw persson |  | 2 | 0.5\% |
| göran rosenberg |  | 1 | 0.2\% |
| göran <br> zachrisson |  | 1 | $0.2 \%$ |


| \# Q2_1_OTHER: F.2B Appreciated person active in the Swedish media: Who |  |  |  |
| :---: | :---: | :---: | :---: |
| Value | Label | Cases | Percentage |
| hanne kjöller |  | 1 | 0.2\% |
| hasse aro |  | 1 | 0.2\% |
| hedemo |  | 1 | 0.2\% |
| ja dom gamla <br> i pilsner <br> filmerna. |  | 1 | 0.2\% |
| jakob wallenberg |  | 1 | 0.2\% |
| jan Josefsson |  | 1 | 0.2\% |
| jan gradvall, fredrik strage, bengt olsson |  | 1 | 0.2\% |
| jan guillou, leif gw persson, alex schulman |  | 1 | 0.2\% |
| jan josefsson |  | 1 | 0.2\% |
| janne Josefsson |  | 1 | 0.2\% |
| janne i uppdrag granskning granskning |  | 1 | 0.2\% |
| janne josefsson |  | 7 | 1.7\% |
| jonas fröberg |  | 1 | - $0.2 \%$ |
| kakan (karin hermansson) |  | 1 | 0.2\% |
| katarina sandström |  | 1 | 0.2\% |
| kommer ej ihåg DDs chefredaktör |  | 1 | 0.2\% |
| $\begin{array}{\|l\|} \hline \begin{array}{l} \text { kronprinsessan } \\ \text { victoria } \end{array} \\ \hline \end{array}$ |  | 1 | 0.2\% |
| kvinnlig utrikeskorr i Arabländerna |  | 1 | 0.2\% |
| leif G.W persson |  | 1 | 0.2\% |
| leif g.w persson |  | 1 | 0.2\% |
| leif gw persson |  | 3 | - 0.7\% |
| leif wg persson |  | 1 | 0.2\% |
| lena melin |  | 1 | 0.2\% |
| lota brome |  | 4 | 1.0\% |
| malin olsson |  | 1 | 0.2\% |
| martin Jönsson |  | 1 | 0.2\% |
| mattias klum |  | 1 | 0.2\% |
| nike nylander |  | 1 | 0.2\% |
| niklas piensoho |  | 1 | 0.2\% |
| per morberg |  | 1 | 0.2\% |
| peter wolodarsky, Disa demirbag- |  | 1 | 0.2\% |


| \# Q2_1_OTHER: F.2B Appreciated person active in the Swedish media: Who |  |  |  |
| :---: | :---: | :---: | :---: |
| Value Label |  | Cases | Percentage |
| steen, Per <br> Nyberg, |  |  |  |
| philip o fredrik |  | 1 | 0.2\% |
| pops |  | 1 | 0.2\% |
| rainfelt |  | 1 | 0.2\% |
| robert aschberg |  | 2 | 0.5\% |
| robert collins |  | 1 | 0.2\% |
| rolf porseryd |  | 1 | 0.2\% |
| sanna rayman |  | 1 | 0.2\% |
| soran ismail |  | 1 | 0.2\% |
| sverker olofsson |  | 1 | 0.2\% |
| svt |  | 1 | 0.2\% |
| tilde |  | 1 | 0.2\% |
| ulf elving |  | 1 | 0.2\% |
| ulf elvsberg |  | 1 | 0.2\% |
| uppdrag granskning |  | 1 | 0.2\% |
| vd för sr |  | 1 | 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: 419 /-] [Invalid: $0 /-$ ] |  |  |

## \# TW1: F.3A Know of Twitter

| Literal |  | How well do you know the social media tool Twitter? |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Very well |  | 63 | 5.2\% |  |  |
| 2 | Rather well |  | 180 | 14.8\% |  |  |
| 3 | Not very welll |  | 551 |  |  | 45.2\% |
| 4 | Not at all |  | 398 |  | 32.6\% |  |
| 9 | Unsure, do not know |  | 28 | 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: 1-9] [Missing: *] |  |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1220 /-] [Invalid: 0 /-] |  |  |  |  |

\# TW2: F.3B Interested in what is happening on Twitter

\# TW2: F.3B Interested in what is happening on Twitter

| Information | [Type: discrete] [Format: numeric] [Range: 1-9] [Missing: *] |
| :--- | :--- |
| Statistics [NW/ W] | [Valid: $1220 /-][$ Invalid: $0 /-]$ |

\# TW3: F.3C Opinion on the influence of Twitter on what is discussed in the media and public debate

| Literal question |  | Do you think that what is happening on Twitter can influence what is discussed in the media and public debate? |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |
| 1 | Yes, to a large extent |  | 159 | 13.0\% |  |
| 2 | Yes, to some extent |  | 737 |  | 60.4\% |
| 3 | No, not at all |  | 80 | 6.6\% |  |
| 9 | Unsure, do not know |  | 244 | 20.0\% |  |
| 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: 1-9] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1220 /-] [Invalid: 0 /-] |  |  |  |

## \# TW4: F.3D Opinion on the influence of Twitter on democracy

| Literal question |  | How do you think Twitter influences democracy? Do you think it will be strengthened, weakened, or not influenced? |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |
| 1 | Strengthens |  | 163 | 13.4\% |  |
| 2 | No influence |  | 287 | 23.5\% |  |
| 3 | Weakens |  | 182 | 14.9\% |  |
| 4 | Unsure, do not know |  | 588 |  | 48.2\% |
| 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: 1-4] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: 1220 /-] [Invalid: 0 /-] |  |  |  |



| \# Q5B: F.4B Closest political party |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Literal question |  | Which political party do you lean towards? |  |  |  |  |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Social Democrats |  | 27 | 20.1\% |  |  |
| 2 | Moderate Party |  | 10 | 7.5\% |  |  |
| 3 | Center Party |  | 3 | 2.2\% |  |  |
| 4 | Liberal Party |  | 6 | 4.5\% |  |  |
| 6 | Left Party |  | 2 | 1.5\% |  |  |
| 7 | Green Party |  | 10 | 7.5\% |  |  |
| 8 | Sweden Democrats |  | 6 | 4.5\% |  |  |
| 9 | Other party |  | 3 | 2.2\% |  |  |
| 10 | None of the above |  | 64 |  |  | 47.8\% |
| 11 | Pirate Party |  | 3 | 2.2\% |  |  |
| Sysmis |  |  | 1086 |  |  |  |
| 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: 134 /-] [Invalid: $1086 /-]$ |  |  |  |  |




| \# UTB: F. 7 Education level |  |
| :--- | :--- |
| Literal question | What is your highest level of completed education? |


| \# UTB: F. 7 Education level |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |  |
| 1 | Primary/Elementary school |  | 68 | 5.6\% |  |  |
| 2 | Primary/Elementary school - training |  | 50 | 4.1\% |  |  |
| 3 | Junior secondary school/Girls' school |  | 20 | 1.6\% |  |  |
| 4 | Junior secondary school/Girls' school - aiming at upper secondary school |  | 15 | 1.2\% |  |  |
| 5 | 2 year upper secondary school education/High school degree |  | 153 | 12.5\% |  |  |
| 6 | 3-4 year upper secondary school education/High school degree |  | 319 | 26.1\% |  |  |
| 7 | Post-secondary education/university/college |  | 594 |  |  | 48.7\% |
| 8 | No education |  | 1 | 0.1\% |  |  |
| 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: 1220 /-] [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 | 105 | 8.6\% |  |
| 2 | 10001-1500 | 0 SEK per month | 92 | 7.5\% |  |
| 3 | 15001-2000 | 00 SEK per month | 86 | 7.0\% |  |
| 4 | 20001-2500 | 00 SEK per month | 159 | 13.0\% |  |
| 5 | 25001-3000 | 00 SEK per month | 238 |  | 19.5\% |
| 6 | 30001-3500 | 00 SEK per month | 153 | 12.5\% |  |
| 7 | 35001-4000 | 00 SEK per month | 105 | 8.6\% |  |
| 8 | 40001-4500 | 00 SEK per month | 65 | 5.3\% |  |
| 9 | 45001-5000 | 00 SEK per month | 33 | 2.7\% |  |
| 10 | more than 500 | 5000 SEK per month | 64 | 5.2\% |  |
| 11 |  |  | 120 | 9.8\% |  |
| 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: 1-11] [Missing: *] |  |  |  |
| Statistics [NW/ W] |  | [Valid: $1220 /-][$ Invalid: $0 /-]$ |  |  |  |


| \# 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 | 40 | 3.3\% |  |  |
| 2 | 10001-15000 SEK per month | 42 | 3.4\% |  |  |
| 3 | 15001-20000 SEK per month | 37 | 3.0\% |  |  |
| 4 | 20001-25000 SEK per month | 77 |  | 6.3\% |  |
| 5 | 25001-30000 SEK per month | 113 |  |  | 9.3\% |
| 6 | 30001-35000 SEK per month | 78 |  | 6.4\% |  |


| \# HHINKOMST: F. 9 Household's income |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Value | Label |  | Cases | Percentage |  |  |
| 7 | 35001-40000 SEK per month |  | 78 | 6.4\% |  |  |
| 8 | 40001-45000 SEK per month |  | 95 | 7.8\% |  |  |
| 9 | 45001-50000 SEK per month |  | 83 | 6.8\% |  |  |
| 10 | 50001-55000 SEK per month |  | 95 | 7.8\% |  |  |
| 11 | 55001-60000 SEK per month |  | 88 | 7.2\% |  |  |
| 12 | 60001-65000 SEK per month |  | 78 | 6.4\% |  |  |
| 13 | 65001-70000 SEK per month |  | 53 | 4.3\% |  |  |
| 14 | more than 70000 SEK per month |  | 129 |  |  | 10.6\% |
| 15 |  |  | 134 |  |  | 11.0\% |
| 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: 1220 /-] [Invalid: $0 /-$ ] |  |  |  |  |

