

Trust in Society

Comparison of survey results in four Nordic countries
SuomiAreena and Nordic Council of Ministers 2026

C451005297

Executive producer: Mikko Hormio

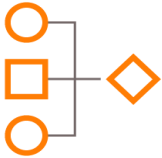
22.6.2026

Research methodology and implementation of the study



About the target group

- The target group consists of adults in the four Nordic countries, excluding Åland, Greenland and the Faroe Islands.
- The results have been weighted to represent the target group by age, gender and place of residence.



Data collection

- Data were collected in March in Finland and in May in Denmark, Norway and Sweden using population-representative online panels.
- There were 1,024–1,042 respondents per country. The statistical margin of error at a 95 % confidence level is ± 3.1 percentage points.



Questionnaire

- In Danish, Norwegian, Swedish, and Finnish.
- Median response time was 4 minutes.



Reporting

- Categorised response distributions with statistical significance in Excel format.
- PowerPoint presentation.
- Joint debrief meeting.

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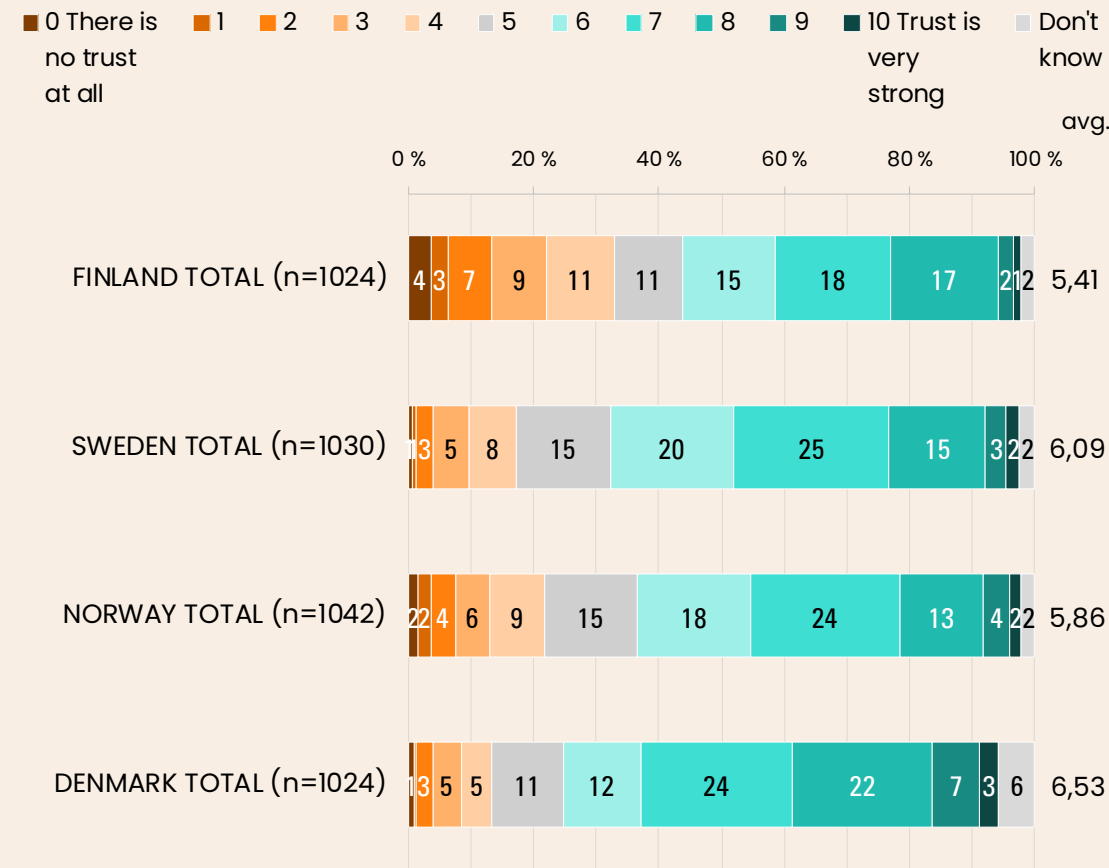
The strength of trust and the general atmosphere of trust

- Nordic

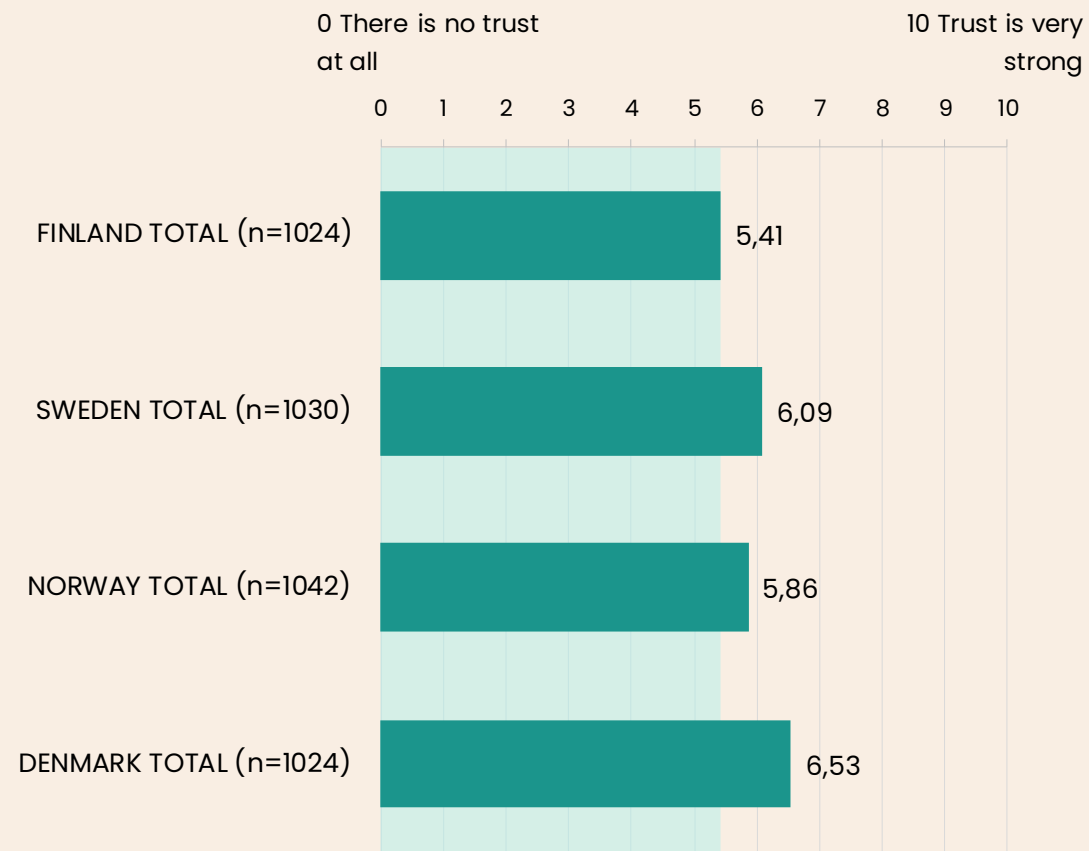
Trust, numerically

The questionnaire provided respondents with a definition: "Trust refers to a fundamental expectation of honesty, reliability, and benevolence in personal, social, or societal relationships."

How strong do you think trust currently exists in your country?



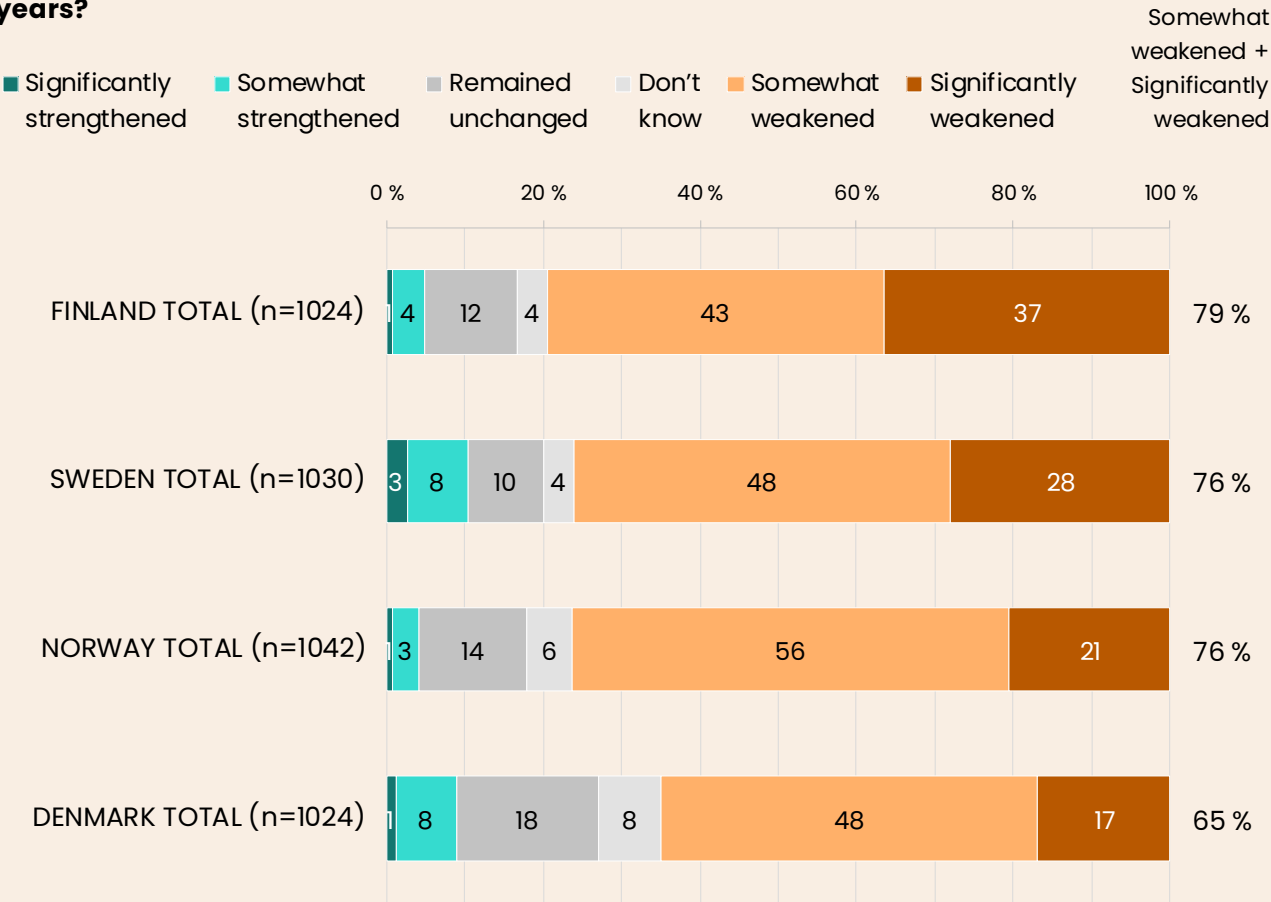
How strong do you think trust currently exists in your country?



Trends in social trust

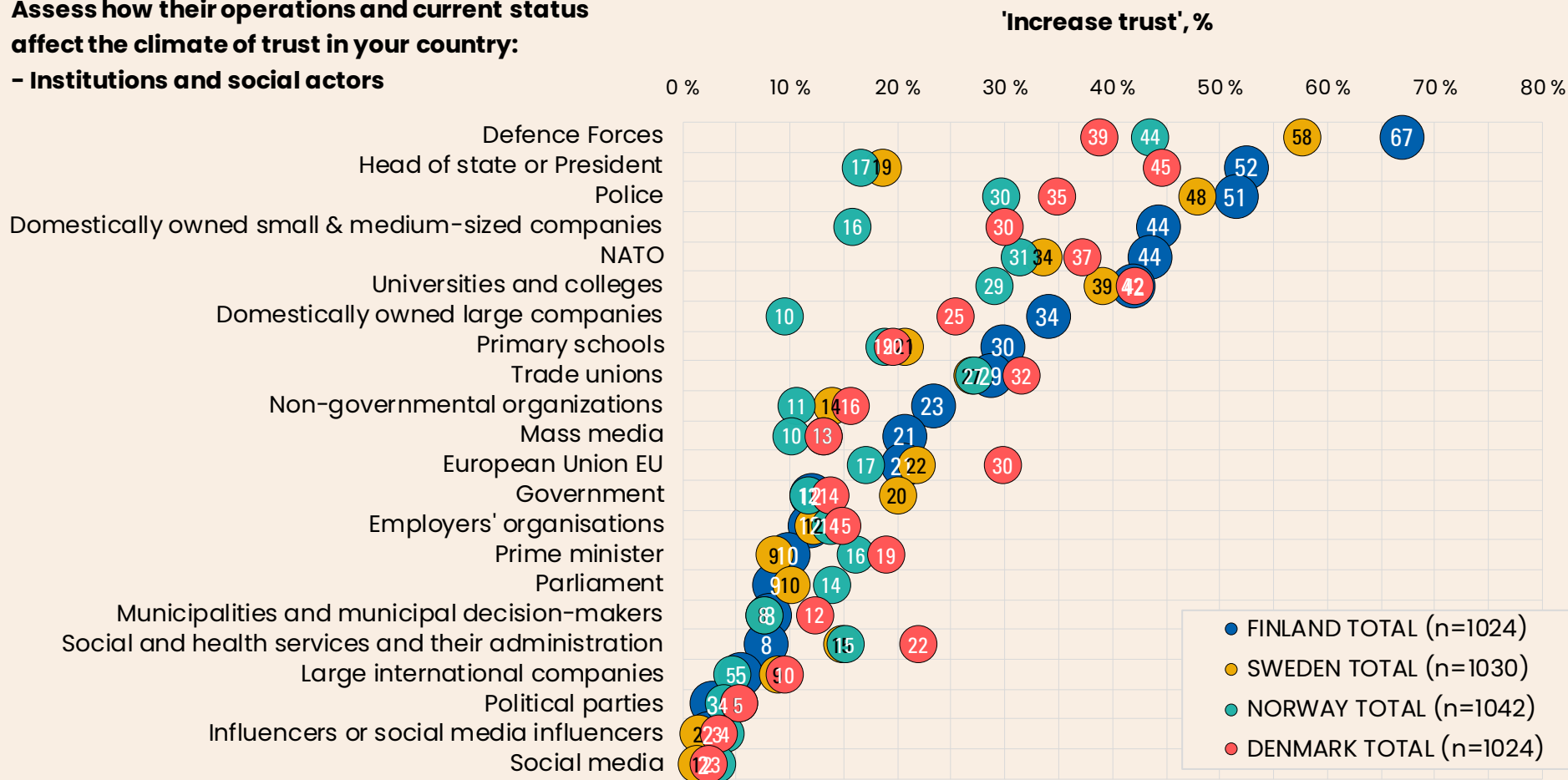
The questionnaire provided respondents with a definition: "Trust refers to a fundamental expectation of honesty, reliability, and benevolence in personal, social, or societal relationships."

In what direction has the overall state of social trust in your country changed over the past few years?



The impact of institutions and social actors

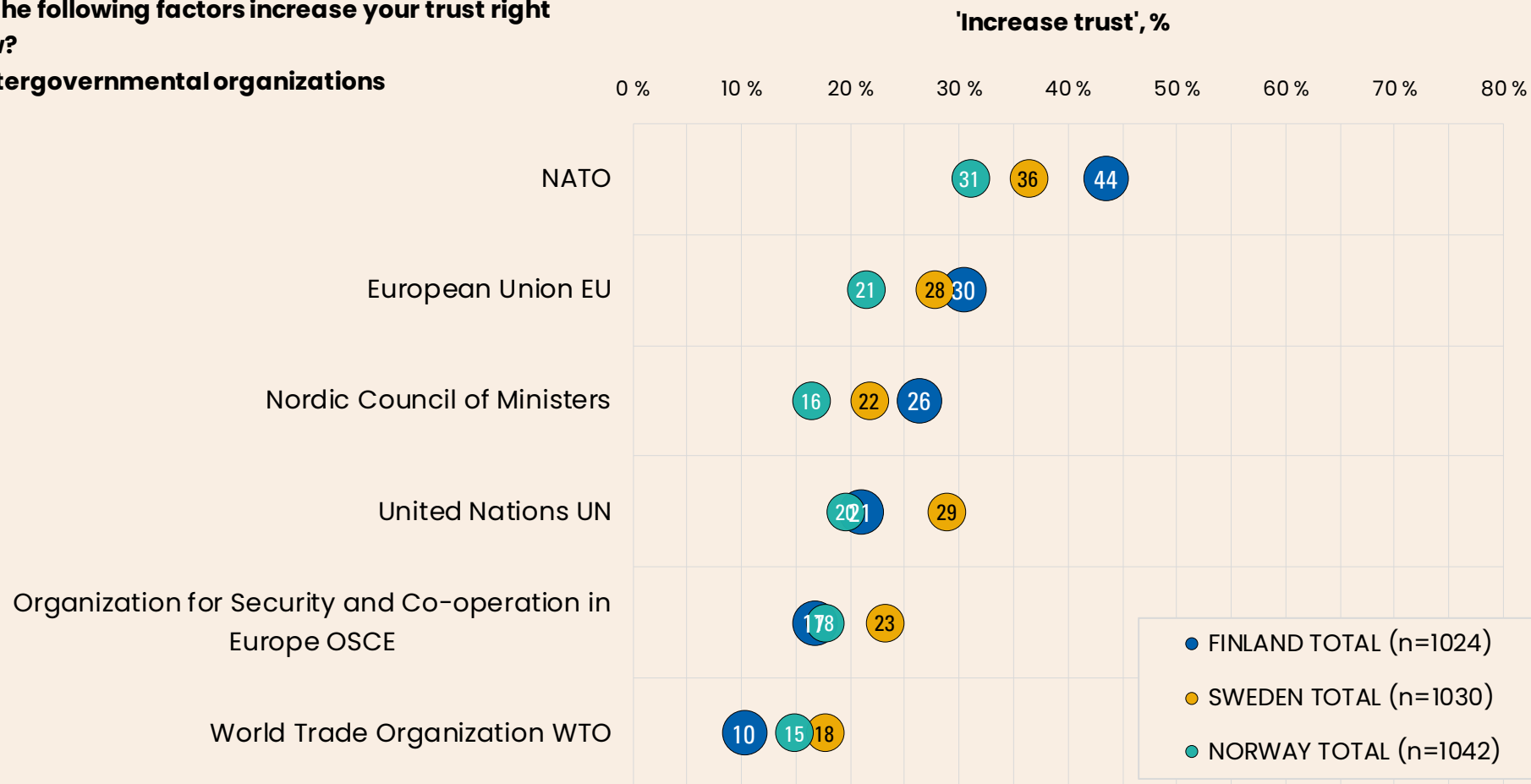
Assess how their operations and current status affect the climate of trust in your country:
- Institutions and social actors



Intergovernmental organisations and their impact on trust

Do the following factors increase your trust right now?

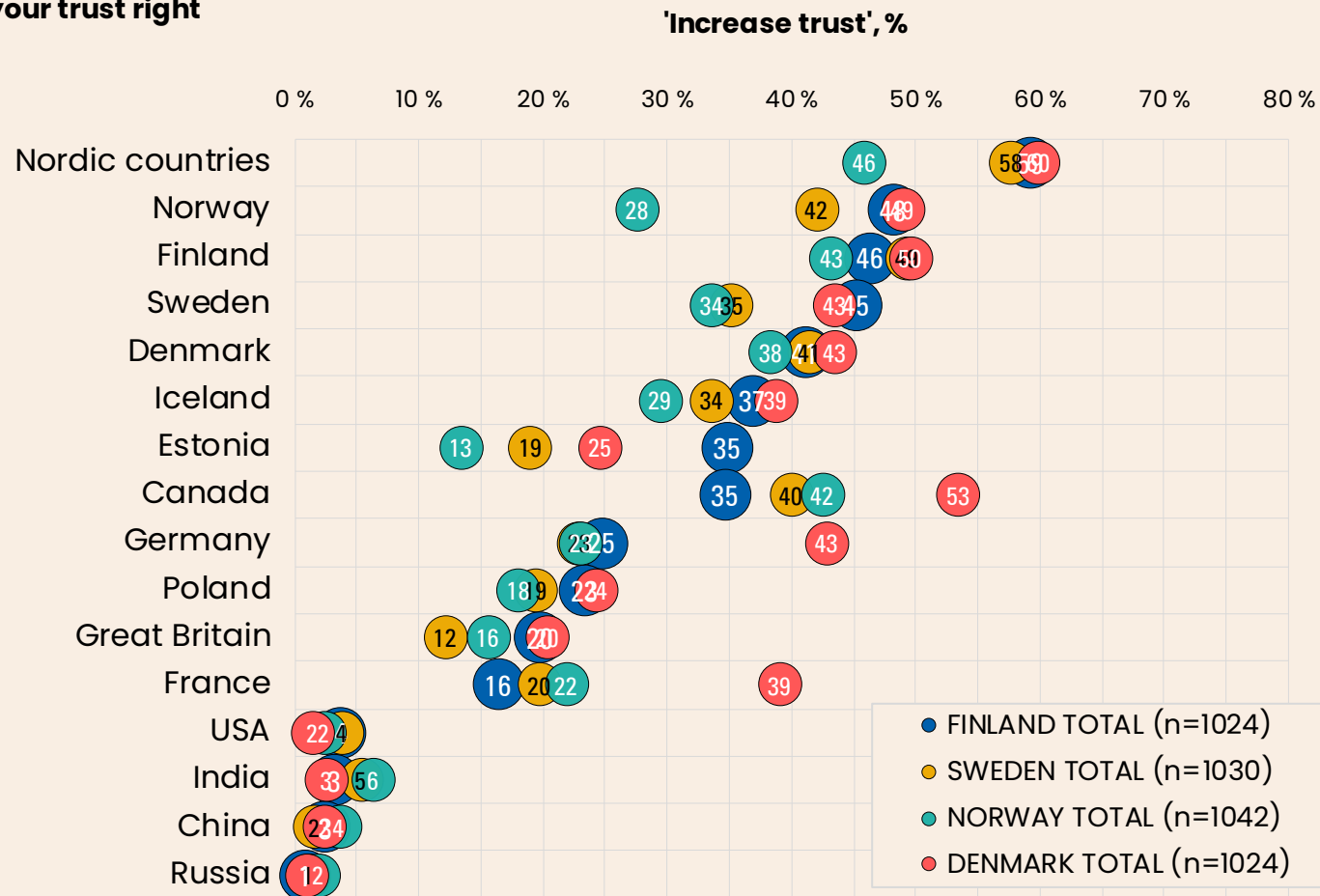
- Intergovernmental organizations



The impact of countries and regions on trust

Do the following factors increase your trust right now?

- States and territories



Statements about trust and the future

- Nordic

Statements about trust and the future

What do you think about the following statements?

Strongly agree

+ Somewhat agree

— FINLAND TOTAL (n=1024)
— SWEDEN TOTAL (n=1030)
— NORWAY TOTAL (n=1042)
— DENMARK TOTAL (n=1024)

0 % 10 % 20 % 30 % 40 % 50 % 60 % 70 % 80 % 90 % 100 %

The Nordic countries are the best countries in the world to live in.

Nordic cooperation increases my trust in the future.

I trust my fellow human beings in my everyday life.

The university system in my country produces reliable information for society's use.

Social trust trends in my country often worries me.

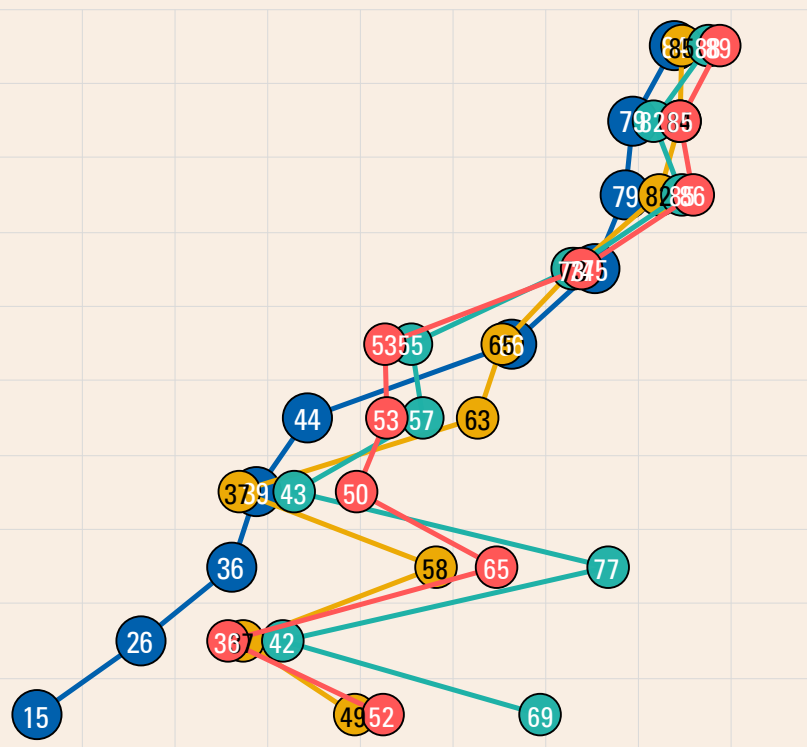
My country is among the countries in the world that will benefit from the possibilities of AI over the next five years.

Social trust in my country will improve or at least remain at its current level over the next five years.

The companies in my country bear a social responsibility and do not only pursue the interests of their owners.

Artificial intelligence will improve the lives of people like me in the next five years.

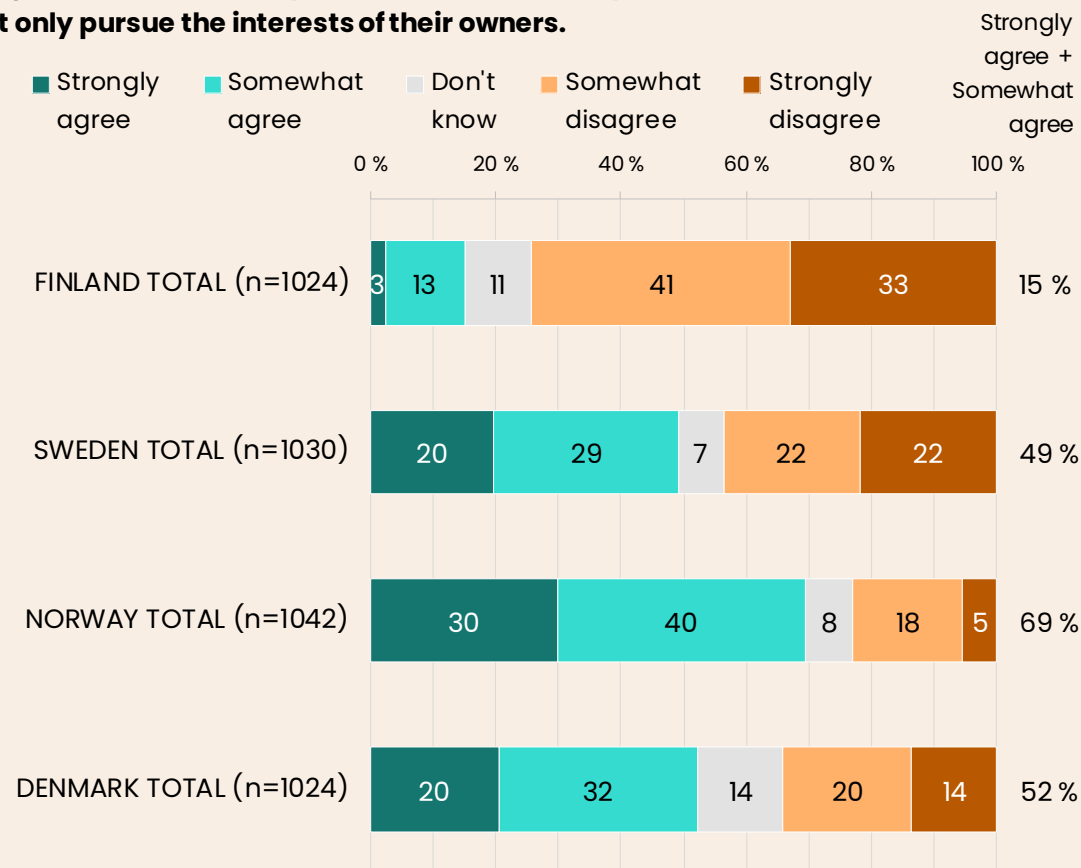
Large international companies bear a social responsibility and do not only pursue the interests of their owners.



Opinions on statements (1&2/10)

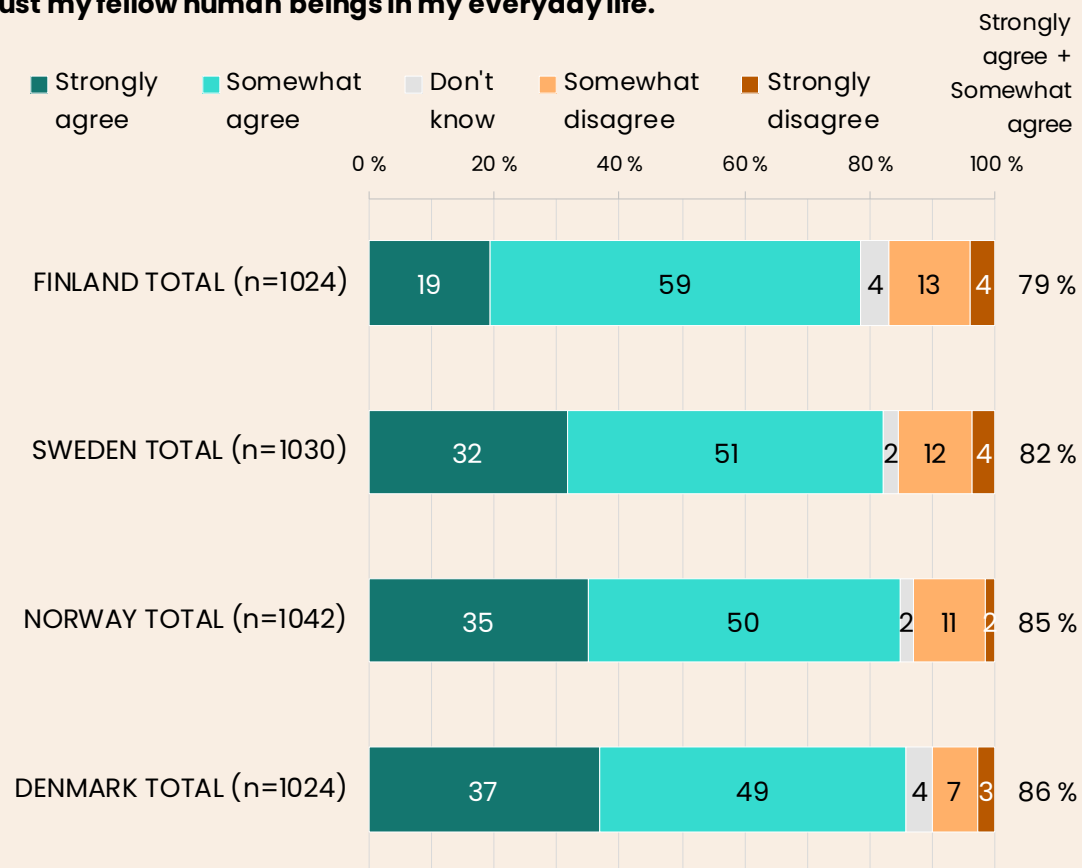
What do you think about the following statements? (1/10)

Large international companies bear a social responsibility and do not only pursue the interests of their owners.



What do you think about the following statements? (2/10)

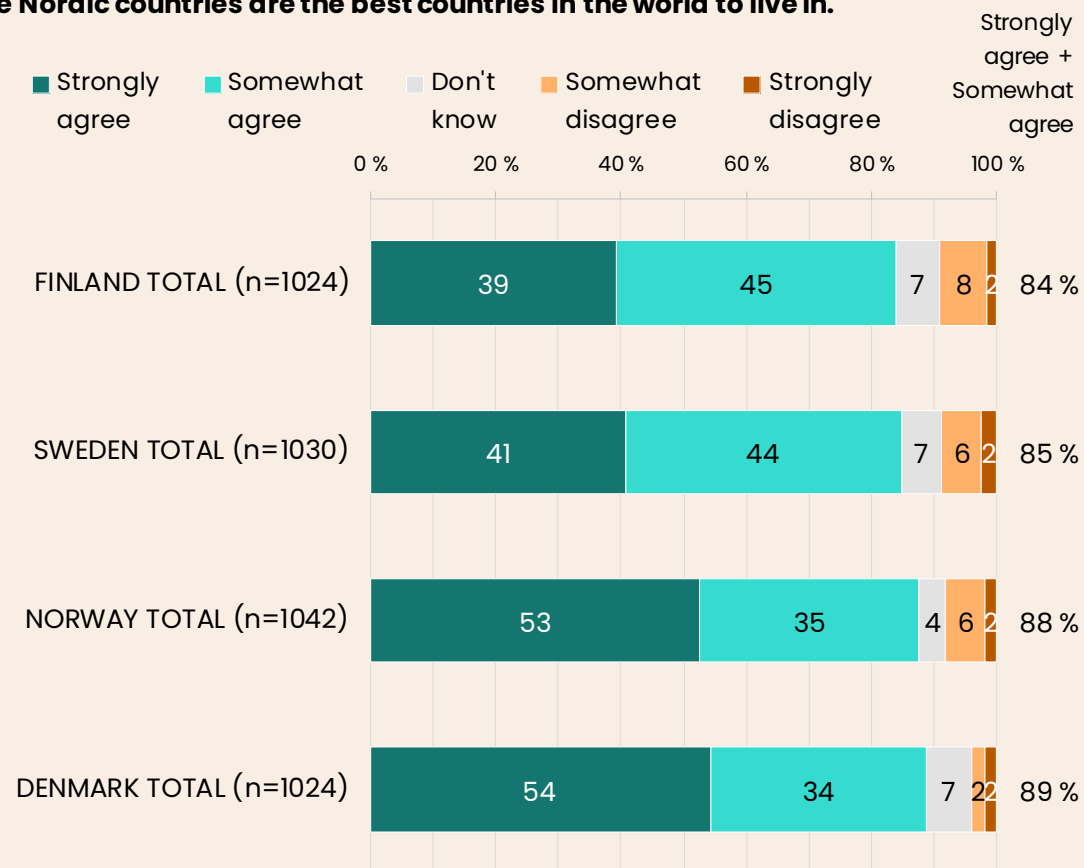
I trust my fellow human beings in my everyday life.



Opinions on statements (3&4/10)

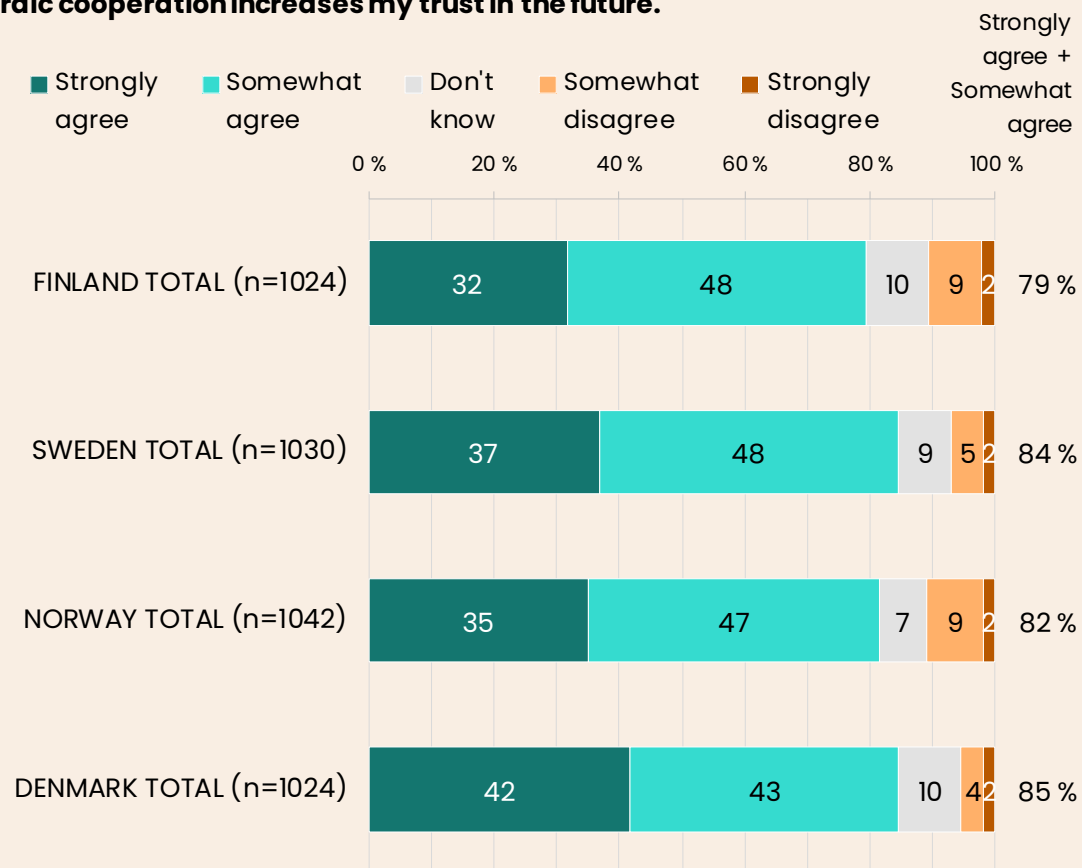
What do you think about the following statements? (3/10)

The Nordic countries are the best countries in the world to live in.



What do you think about the following statements? (4/10)

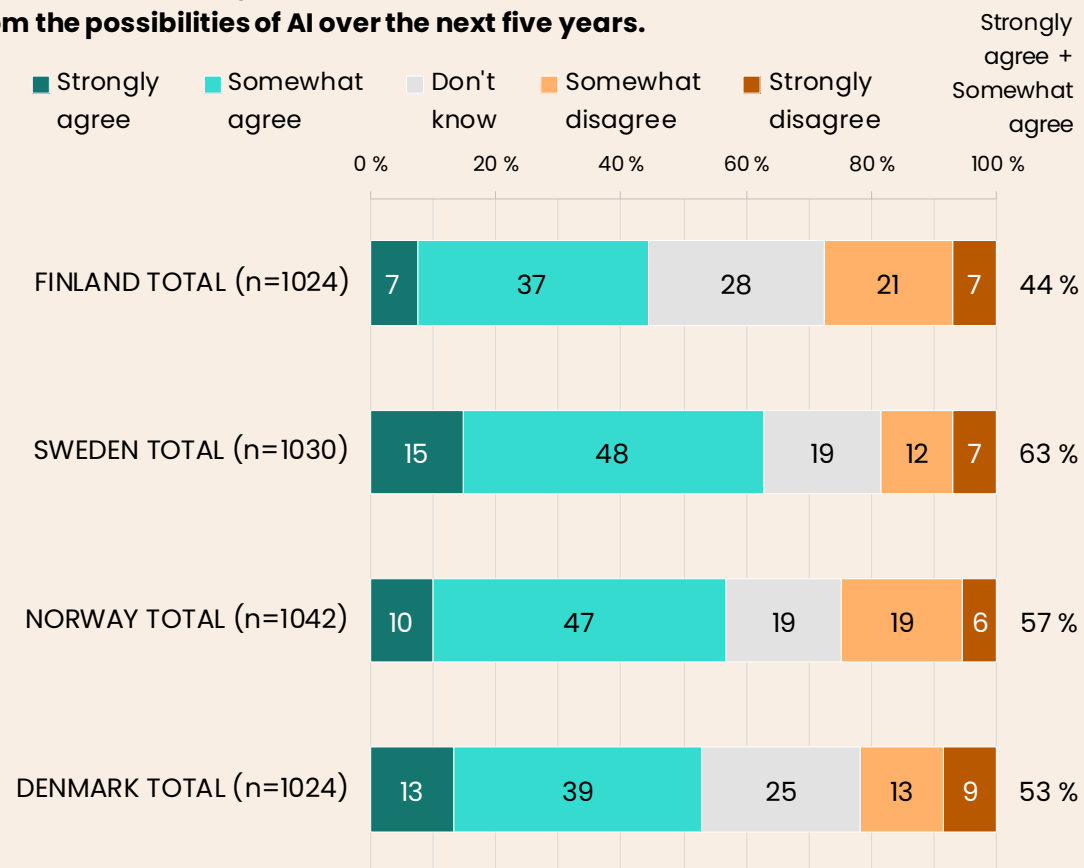
Nordic cooperation increases my trust in the future.



Opinions on statements (5&6/10)

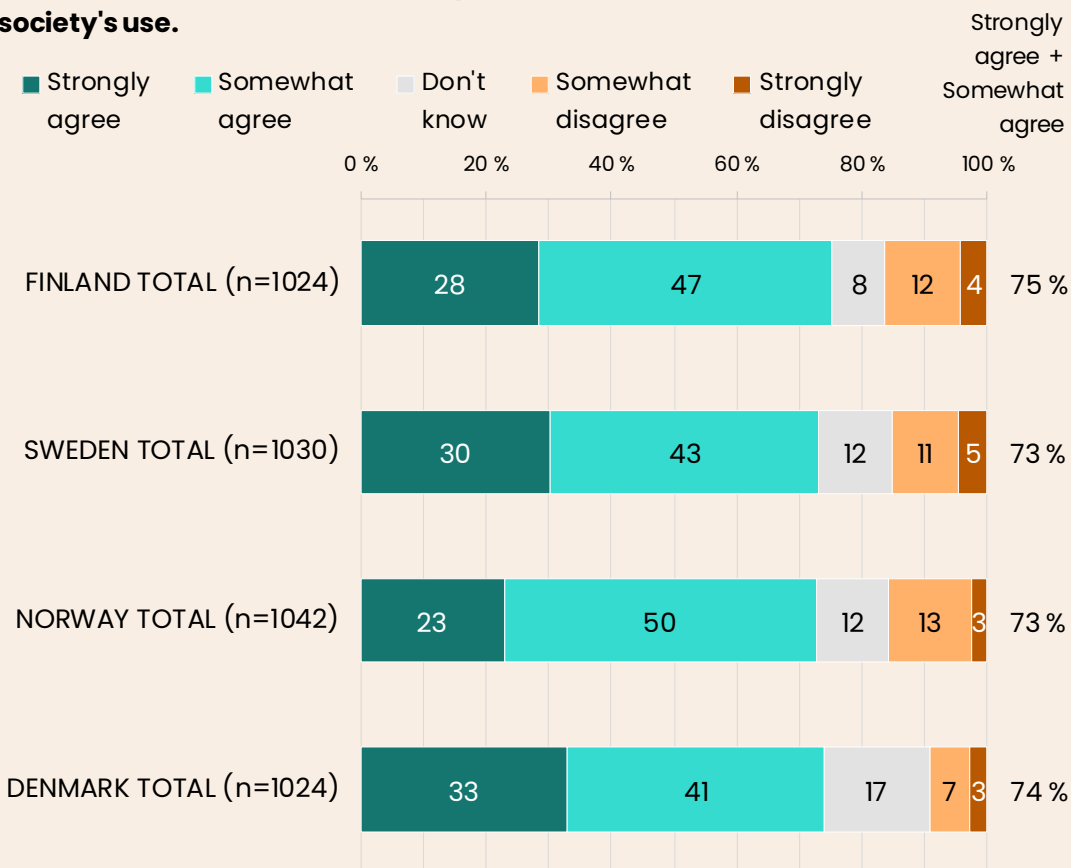
What do you think about the following statements? (5/10)

My country is among the countries in the world that will benefit from the possibilities of AI over the next five years.



What do you think about the following statements? (6/10)

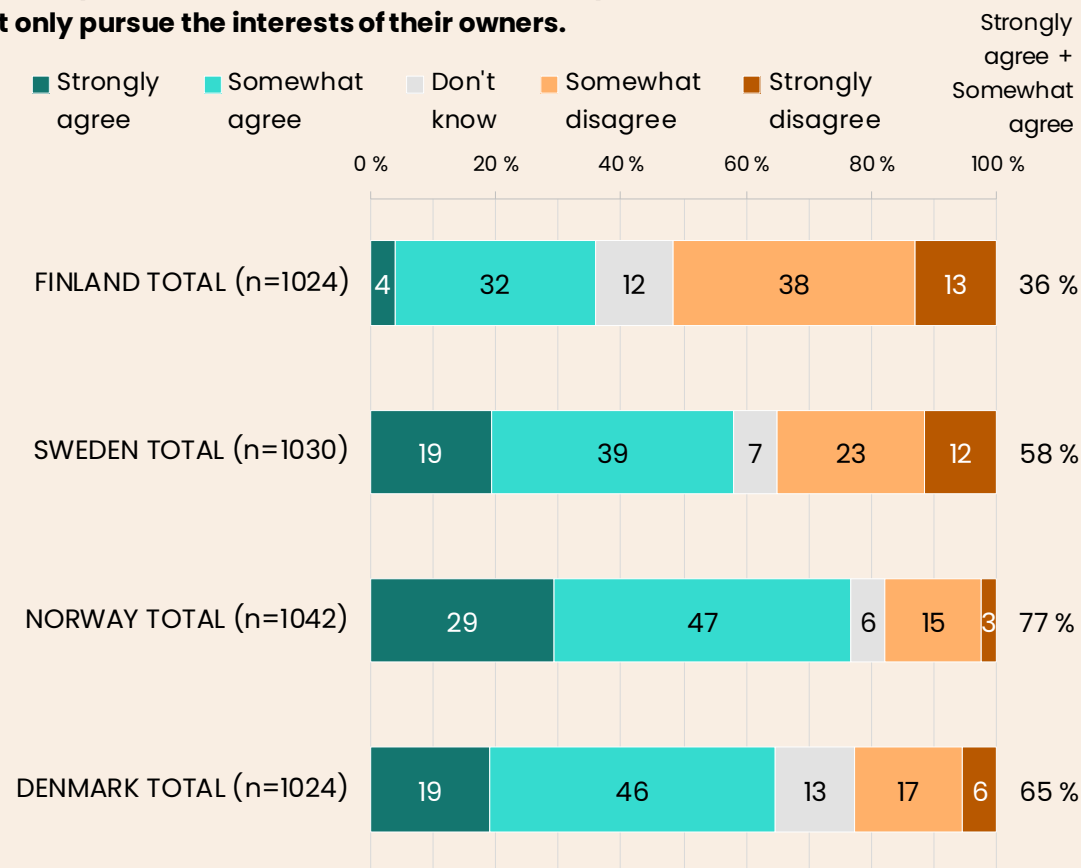
The university system in my country produces reliable information for society's use.



Opinions on statements (7&8/10)

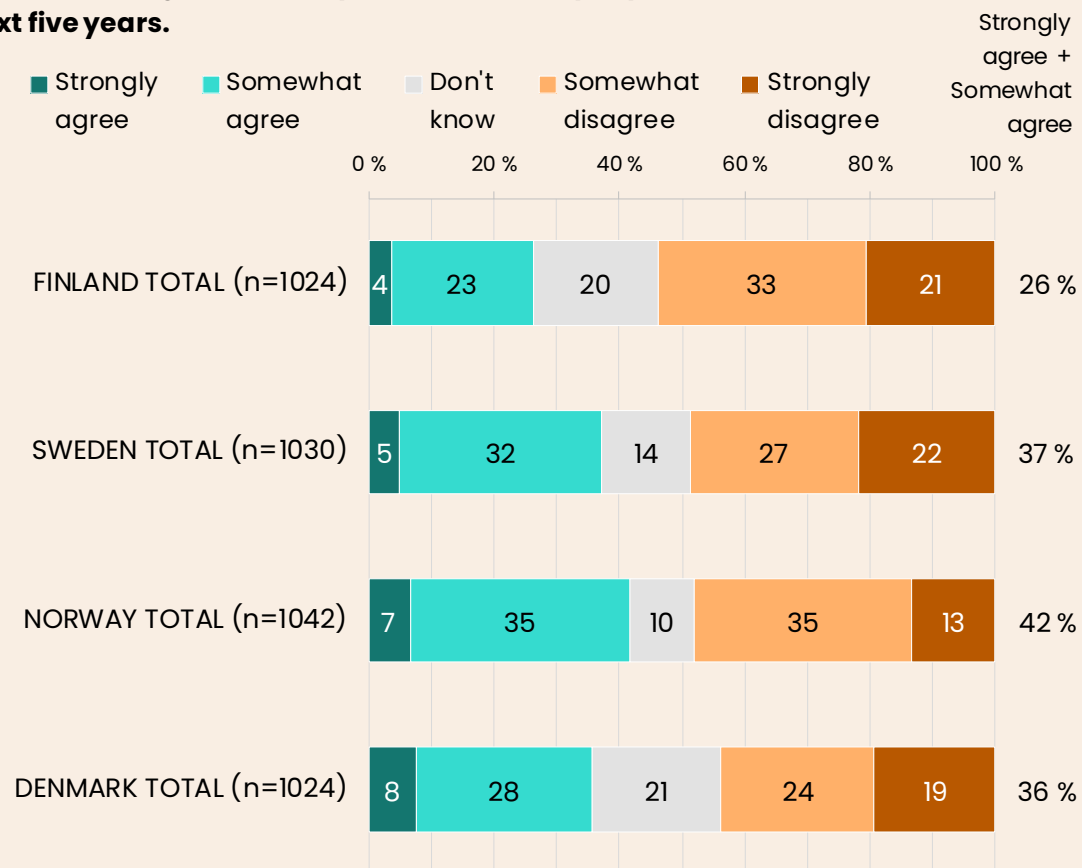
What do you think about the following statements? (7/10)

The companies in my country bear a social responsibility and do not only pursue the interests of their owners.



What do you think about the following statements? (8/10)

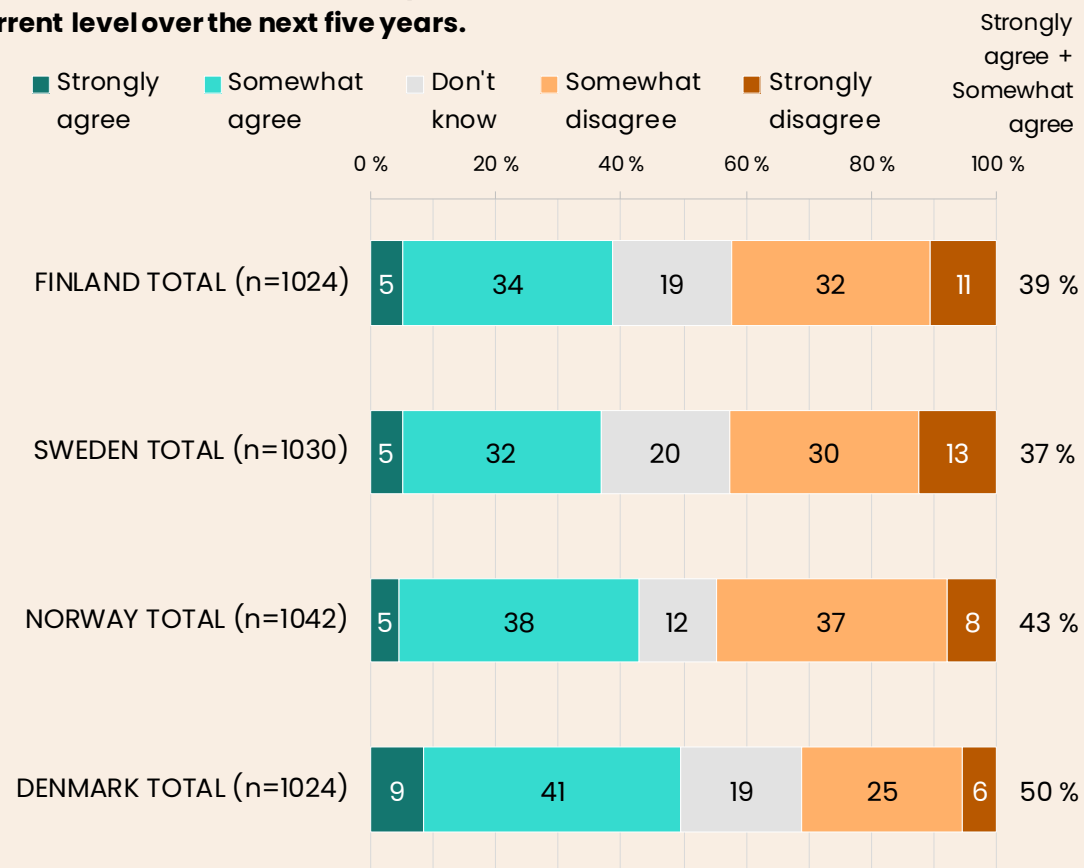
Artificial intelligence will improve the lives of people like me in the next five years.



Opinions on statements (9&10/10)

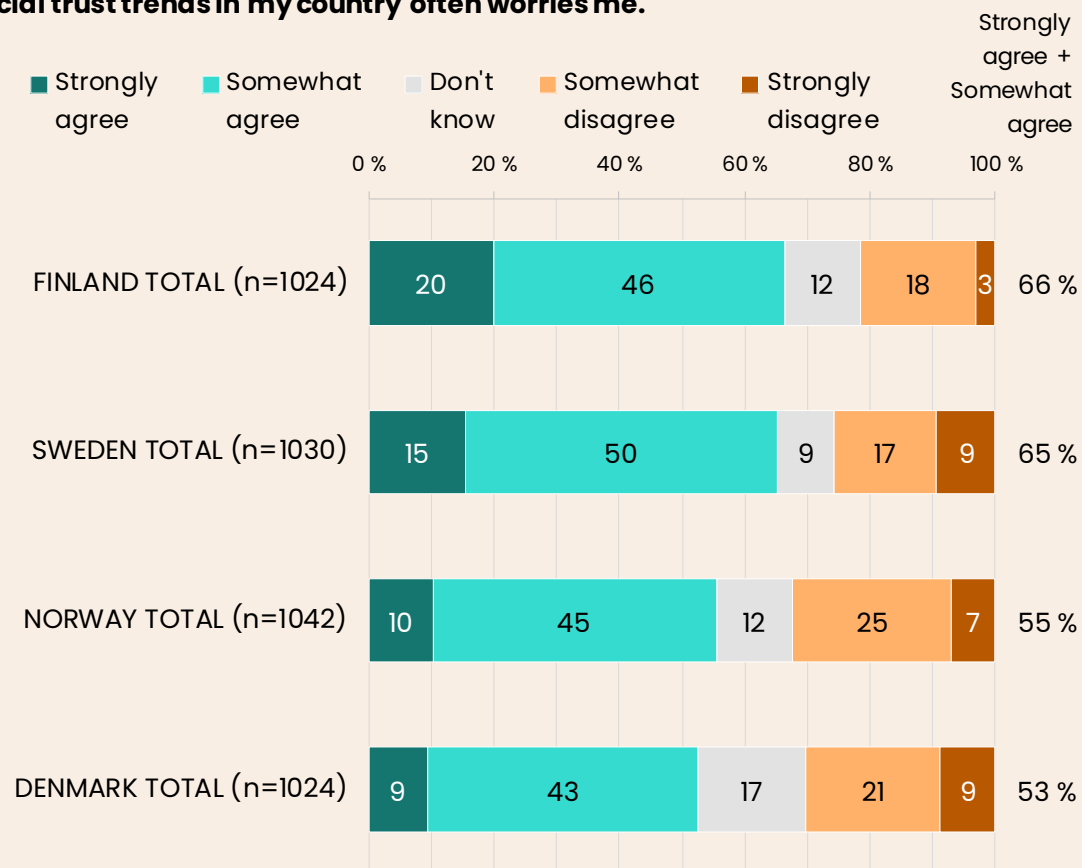
What do you think about the following statements? (9/10)

Social trust in my country will improve or at least remain at its current level over the next five years.



What do you think about the following statements? (10/10)

Social trust trends in my country often worries me.



For further information:

- info.fi@veriangroup.com
- mikko.hormio@veriangroup.com
- +358 10 5516810

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