

Annex B. Overview of the 2023 OECD Trust Survey Methodology

The 2023 OECD Survey on Drivers of Trust in Public Institutions is the second survey wave after the 2021 inaugural Trust Survey. This annex provides a short overview of the 2023 OECD Trust Survey data collection. More details can be found in the report's online annex.

Countries could choose between participating in a centralized data collection coordinated by the OECD Secretariat or managing their own data collection through the National Statistical Office or another survey provider. Most countries, except of six, opted for the first option.

Following the methodology from the 2021 survey wave, in most countries, the 2023 survey relied on a non-probability sampling approach. It consisted of ex ante country-level quotas on the distribution of age, gender, education and regions (hard quotas) and income (soft quota). The country-specific quotas on the distribution of age, gender, education and region, together with the ex-post weighting, ensure national representativeness of

the survey data for these characteristics. The quotas were derived from different national and OECD sources (Table B.1). In 24 countries, the online surveys were conducted by the survey provider Ipsos and the sample was based on Ipsos' and partners' online panels, comprised of individuals in each country who willingly signed up to be engaged in market research surveys. In some of the countries where the data collection was managed by National Statistical Offices or by other survey providers, the sampling deviated from non-probability sampling. For example, in Finland, the sampling frame was the census database; in Ireland, the sample frame was drawn from the Central Statistics Office's census and matched to a non-probability-based sample based on gender, age group, education level, household size, principal economic status, and housing status; and in Mexico, urban households were selected for face-to-face survey interviews based on a three-stage sampling procedure.

Table B.1. Overview on hard and soft sampling quotas

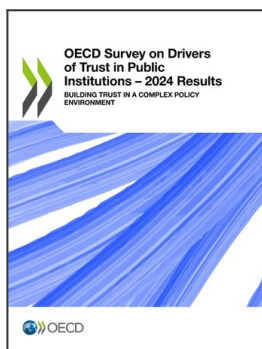
	Categories	Source
Age	Six groups: 18-24, 25-34, 35-44, 45-54, 55-64, 65+	Latest population census
Gender	Two groups: female and male (non-binary group as response option)	Latest population census
Education	Three groups: low (<upper secondary), medium (upper & post-secondary), high (tertiary)	Latest population census: Group classification based on ISCED-2011 definition
Large Region	Varying by country: 3-21 regions	OECD.Stat: Regional Demography – Population, Large regions
Income	Three groups: bottom 20%, middle 60%, top 20%.	OECD Income Distribution Database/ ESS/Household Income Surveys

Note: The table shows the groups used in the four hard quotas (age, gender, education and large region) and the soft quota (income) to ensure national representative survey data based on these characteristics.

The survey was fielded between the 20th of September and the 12th of December 2023 and yielded a total number of 58 230 valid responses among the adult population (18+) across 30 OECD countries (Table B.2).

Table B.2. Data collection overview

Country	Sample Size	Languages	Fieldwork dates (2023)	Survey Provider	Survey mode
<i>Australia</i>	2,020	English	25 Oct – 26 Nov	Ipsos	Online
<i>Belgium</i>	2,000	French, Flemish	25 Oct – 20 Nov	Ipsos	Online
<i>Canada</i>	2,002	English, French	14 Oct – 25 Nov	Ipsos	Online
<i>Chile</i>	2,008	Spanish	25 Oct – 27 Nov	Ipsos	Online
<i>Colombia</i>	2,067	Spanish	16 Oct – 25 Nov	Ipsos	Online
<i>Costa Rica</i>	2,019	Spanish	25 Oct – 28 Nov	Ipsos	Online
<i>Czechia</i>	2,002	Czech	25 Oct – 24 Nov	Ipsos	Online
<i>Denmark</i>	2,016	Danish	25 Oct – 27 Nov	Ipsos	Online
<i>Estonia</i>	2,016	Estonian, Russian	26 Oct – 26 Nov	Ipsos	Online
<i>Finland</i>	1,035	Finnish, Swedish, English	1 Oct – 19 Oct	Statistics Finland	Online, telephone
<i>France</i>	2,000	French	25 Oct – 20 Nov	Ipsos	Online
<i>Germany</i>	2,000	German	25 Oct – 18 Nov	Ipsos	Online
<i>Greece</i>	2,116	Greek	25 Oct – 23 Nov	Ipsos	Online
<i>Iceland</i>	1,253	Icelandic	3 Oct – 4 Nov	Social Science Research Institute	Online
<i>Ireland</i>	1,969	English	20 Sep – 23 Oct	Central Statistics Office	Online
<i>Italy</i>	2,000	Italian	25 Oct – 20 Nov	Ipsos	Online
<i>Latvia</i>	2,027	Latvian, Russian	26 Oct – 26 Nov	Ipsos	Online
<i>Luxembourg</i>	1,009	German, French, English, Luxembourgish	26 Oct – 24 Nov	Ipsos	Online
<i>Mexico</i>	1,965	Spanish	25 Sep – 4 Oct	INEGI	Face-to-face
<i>Netherlands</i>	2,011	Dutch	25 Oct – 27 Nov	Ipsos	Online
<i>New Zealand</i>	2,004	English	25 Oct – 27 Nov	Ipsos	Online
<i>Norway</i>	2,671	Nynorsk, Bokmål, Sami, English, Polish	3 Oct - 12 Dec	Verian/Kantar	Online, paper-based
<i>Portugal</i>	2,021	Portuguese	25 Oct – 27 Nov	Ipsos	Online
<i>Slovak Republic</i>	2,016	Slovak	25 Oct – 17 Nov	Ipsos	Online
<i>Slovenia</i>	2,019	Slovenian	26 Oct – 28 Nov	Ipsos	Online
<i>South Korea</i>	2,016	Korean	16 Oct – 26 Nov	Ipsos	Online
<i>Spain</i>	2,024	Spanish	25 Oct – 22 Nov	Ipsos	Online
<i>Sweden</i>	2,001	Swedish	25 Oct – 19 Nov	Ipsos	Online
<i>Switzerland</i>	2,004	German, French, Italian	25 Oct – 27 Nov	Ipsos	Online
<i>United Kingdom</i>	1,919	English, Welsh	27 Sep - 23 Oct	Office for National Statistics	Online, telephone



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