



Question: Have you during the past month seen or heard something in the media that has made you more positive or more negative towards researchers and research?

2014
 2016

The 2014 survey was carried out by Exquiro Market Research as a part of VA's annual VA Barometer. 1,007 people aged 16–74 were surveyed during the period 22 September–5 October 2014.

The 2016 survey was carried out by TNS Sifo between 22–25 February 2016. 1,000 people were surveyed aged 15 and older.

Both surveys were conducted via telephone interviews with a nationally representative sample of the Swedish population, with regard to gender, age and place of residence. For the VA Barometer, the respondents' level of education was also taken into account.

The questions about trust in researchers at universities and companies were asked in a random order. However, the question about trust in research institutes was asked for the first time in 2015 and was therefore asked after the other alternatives in both surveys.

The question was not asked in 2015.