



Question: What level of trust do you have in researchers at companies?

2015
 2016

The 2015 survey was carried out by Exquiro Market Research as a part of VA's annual VA Barometer. 1,011 people aged 16–74 were surveyed during the period 20 September–4 October 2015.

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.