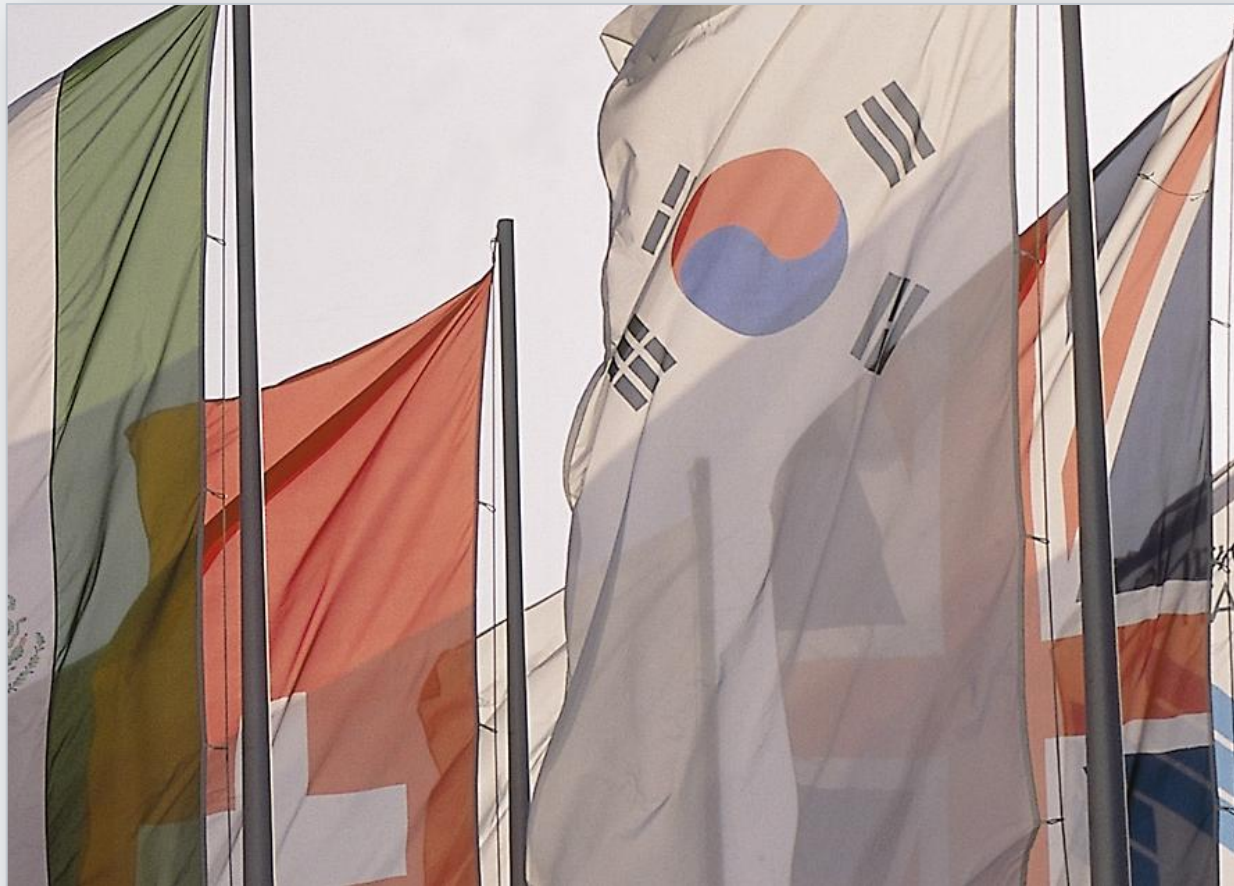


# GfK Global Trust Report 2011



Trust in institutions and economic sectors



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## GfK Global Trust Report 2011

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# Foreword

*If you can trust a man, there is no need of a contract.  
If you cannot trust him, a contract is useless. (J.P. Getty)*

Building trust, taking confidence-building measures, regaining lost trust or even asking for a vote of confidence – the topic of trust and confidence is always present in day-to-day communication.

Trust is a major cornerstone in all interpersonal relationships. After all, it is only through confidence that it is possible to cope with uncertainties and insecurities. Without trust and confidence, all economic relationships would be characterised by extreme caution, a strong sense of distrust and the fear of being treated unfairly. This, in turn, would lead to ever-mounting transaction costs. Those who cannot demonstrate trust and confidence must constantly control everything and everyone.

As such, we all need to trust: in ourselves and others, companies must trust their suppliers, consumers must trust retailers and manufacturers and the general public must have confidence in the government, the justice system, administrative bodies and the police.

In times of economic, financial or political crisis in particular, the need for confidence grows. But in whom can I still have trust and confidence at all? Both the financial crisis in the euro zone and the events at Fukushima have brought this issue very much to the fore. This has led to confidence in the Italian, Spanish and Japanese governments being at by far the lowest level internationally. And in a country such as Egypt, a large majority of the population appears to continue to trust the military.

Alongside the prevailing political and economic crises and scandals, the overall social and political climate also plays a significant role in estimating trust and confidence within a given country. In this respect, confidence in fellow citizens and institutions such as the police, for example, is observed as being greatest overall in those countries which can be described as highly democratic, transparent and open-minded.

Moreover, a **country's** level of economic development also influences citizen and consumer confidence. As such, both traditional media such as TV, radio and the press, and now the internet, are viewed with greater trust in Asia and Africa, than in highly developed industrial countries in Europe and America.

The respective national economic significance of individual sectors also has an impact on the assessment of confidence levels. This applies on the one hand, for example, to the consumer electronics sector and automotive industry in Japan, commerce in the Netherlands and the software and computer sector in the USA. On the other hand, pharmaceutical companies in newly industrialised countries such as South Africa, India and Indonesia enjoy a very high level of confidence when compared on an international level.

The GfK Global Trust Report will be published annually by the GfK Verein in the future.

Ronald Frank  
GfK Verein

# Global Trust

1



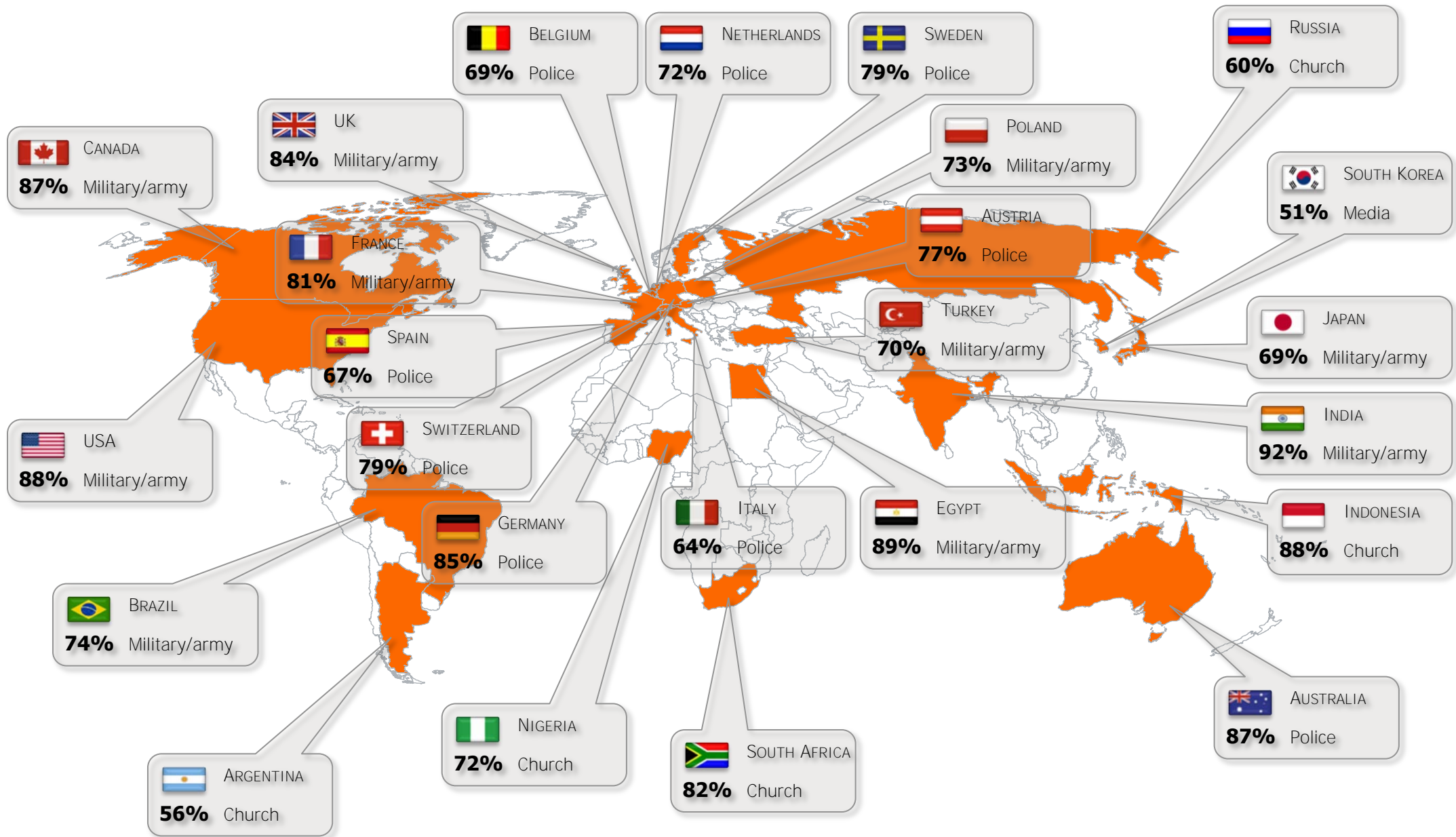
## Methodology and basic population

- In autumn 2011, a total of 28,000 interviews were carried out in 25 selected countries in Europe, North and South America, the Asia/Pacific region and Africa for the purposes of the Global Trust Report
- Subject to age limitations, the respondents represent over 2.2 billion people around the world
- More than three billion people in total live in the 25 countries examined
- Public confidence was ascertained vis à vis selected institutions and sectors, as well as trust in fellow human beings in general

## Findings

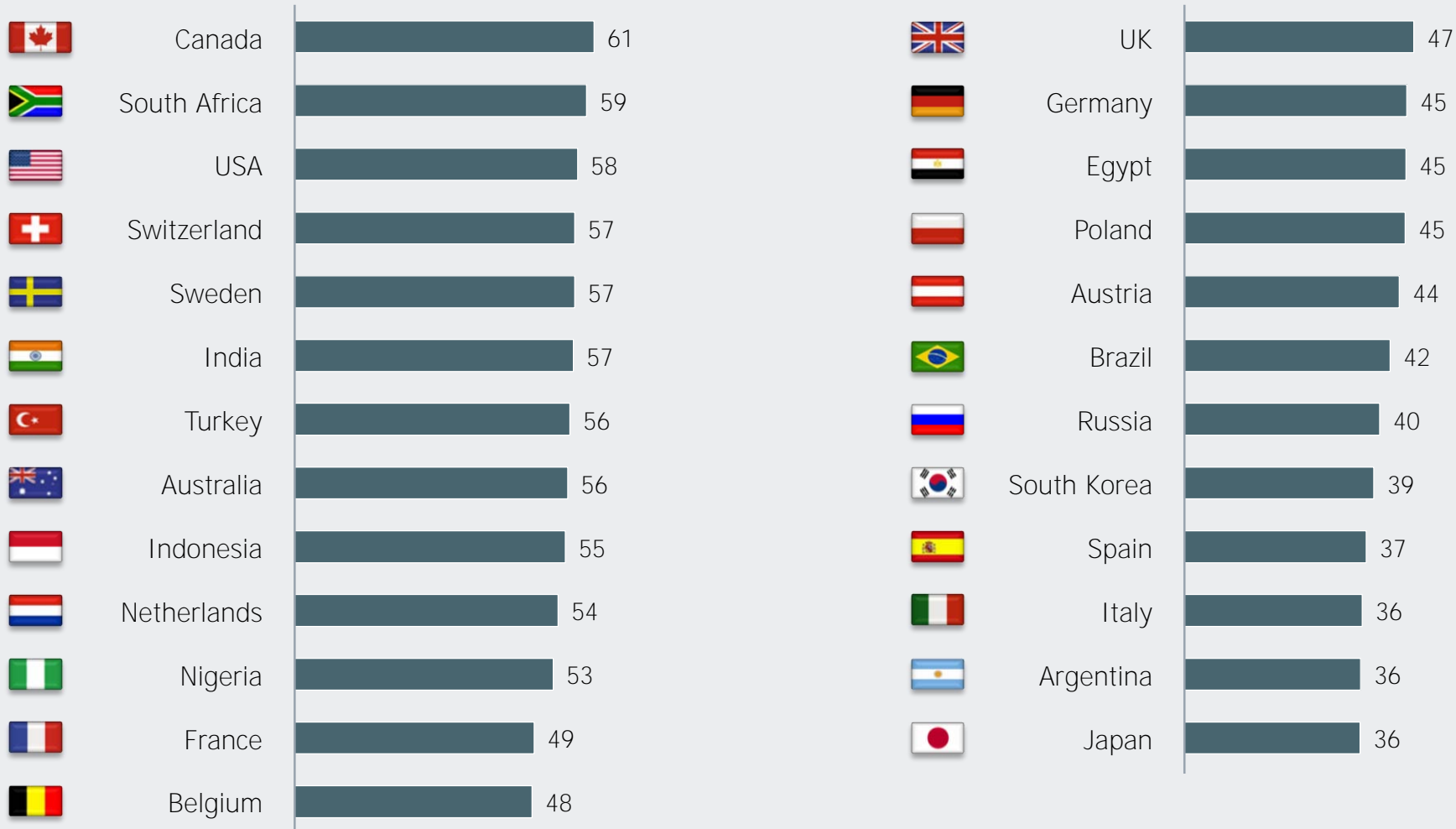
- A comparison of the top institutions in the 25 countries, or more specifically, the institutions which are most trusted, paints a very consistent picture. The security forces are the confidence-favourites – in ten countries the military and the army are at the top of the list. They are followed by the police who come out top in nine countries, eight of which are in Europe. In five countries it is the church which is met with the most confidence. Calculation of an “average” confidence shows that Canada, South Africa and the USA are the countries which have the highest confidence in their institutions. Japan, Argentina and Italy share the same scores at the bottom of the list.
- Confidence in economic sectors is more heterogeneously distributed. Indeed, skilled trades take top place in eight countries and in seven countries this position is taken by consumer electronics and domestic appliance manufacturers. However, the pharmaceutical industry, commerce and food manufacturers take the lead in four, or rather three countries. India, Indonesia and South Africa demonstrate the highest average confidence in the sectors whilst Egypt and Russia report the lowest.
- India is also the country in which confidence in other people is greatest, with a rating of 94%. Alongside many countries with confidence values exceeding the 75% mark, Egyptians, Argentines, Nigerians and Italians demonstrate a certain mistrust in relation to their fellow human beings, with only a scant half of them trusting other people in general.

# Institutions with the highest trust rating per country



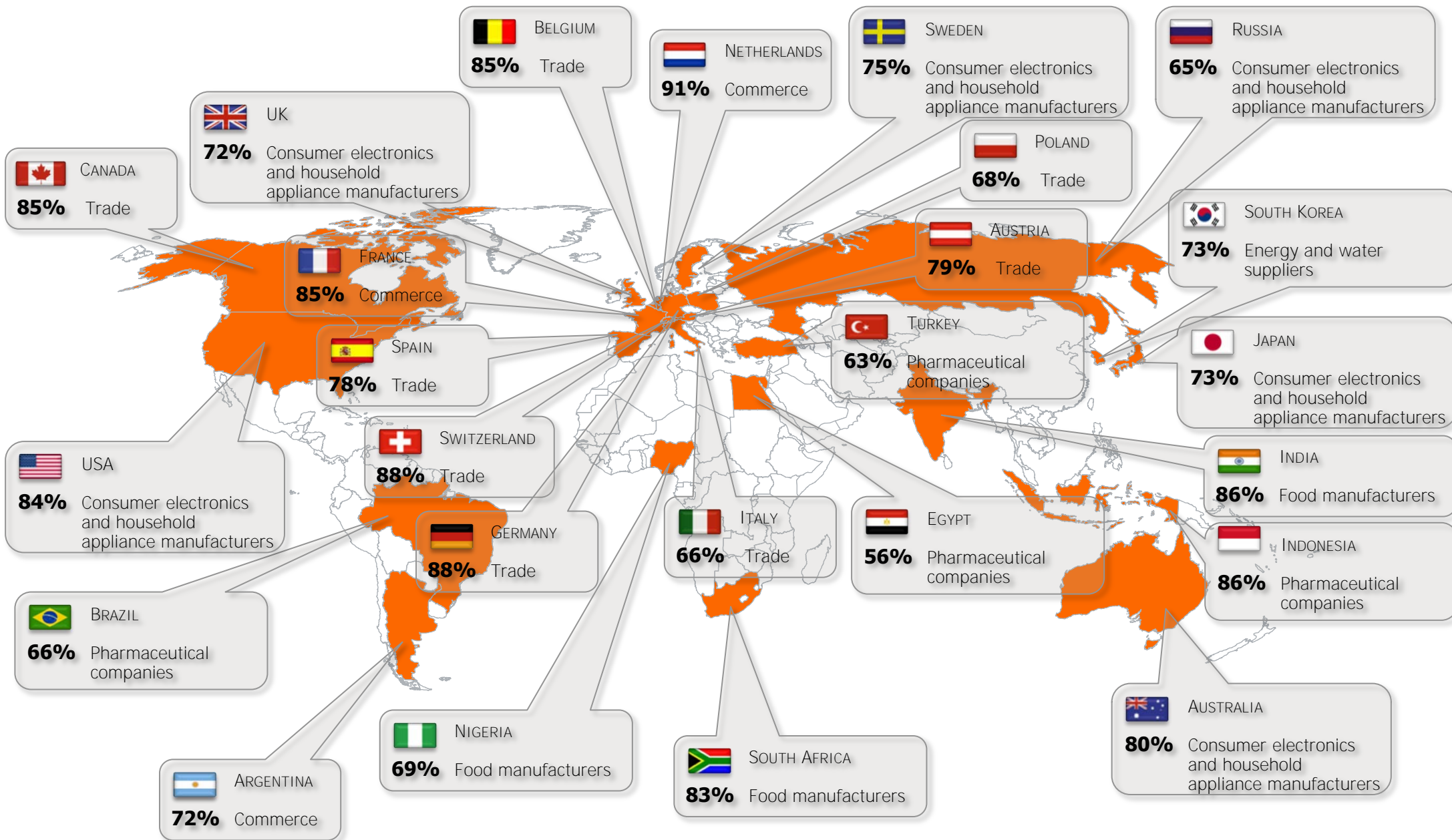
# Trust in institutions at a glance

(Average of „I completely/generally trust“ across all institutions, in %)



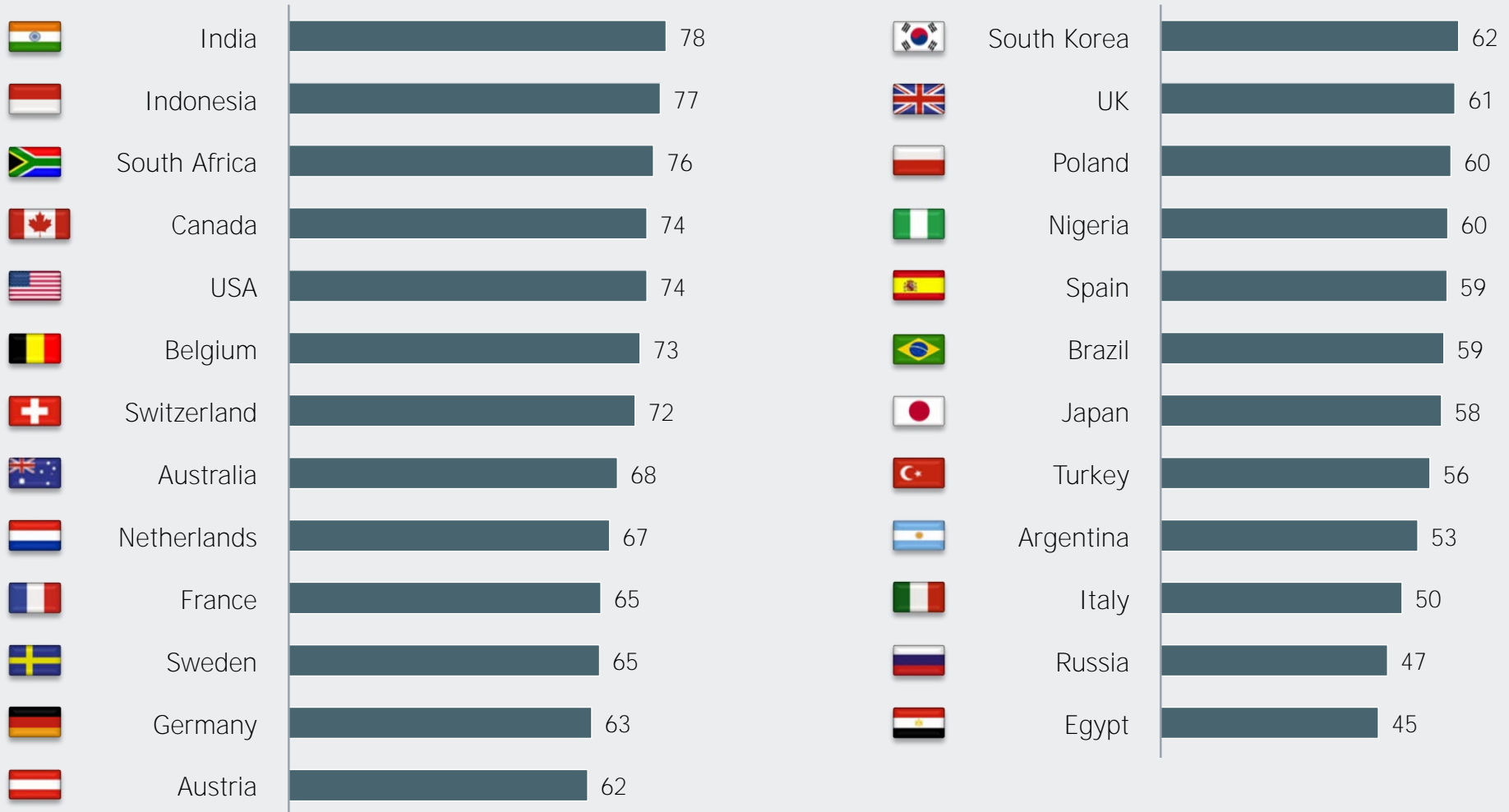


# Economic sectors with the highest trust rating per country



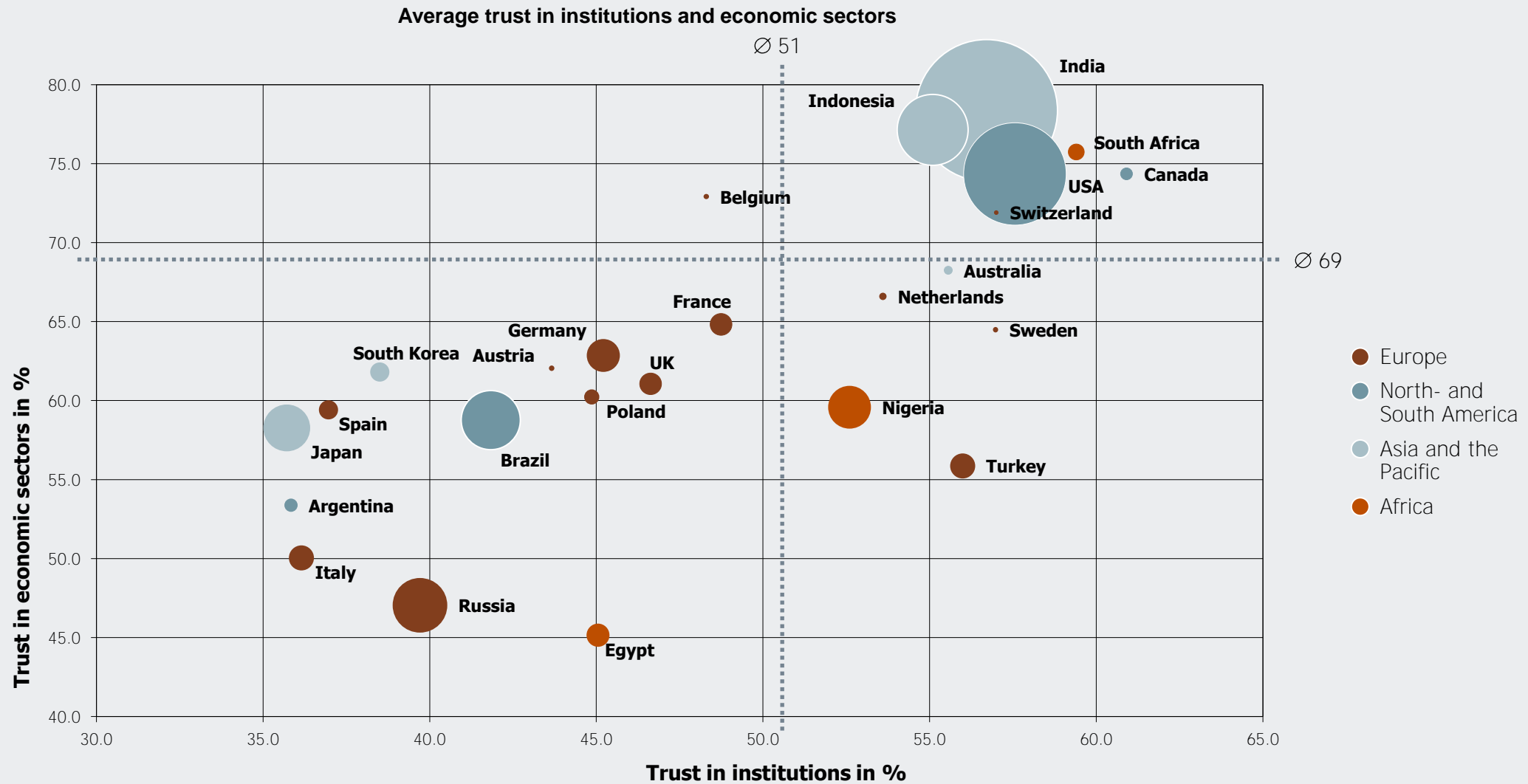
# Trust in economic sectors at a glance

(Average of „I completely/generally trust“ across all economic sectors, in %)



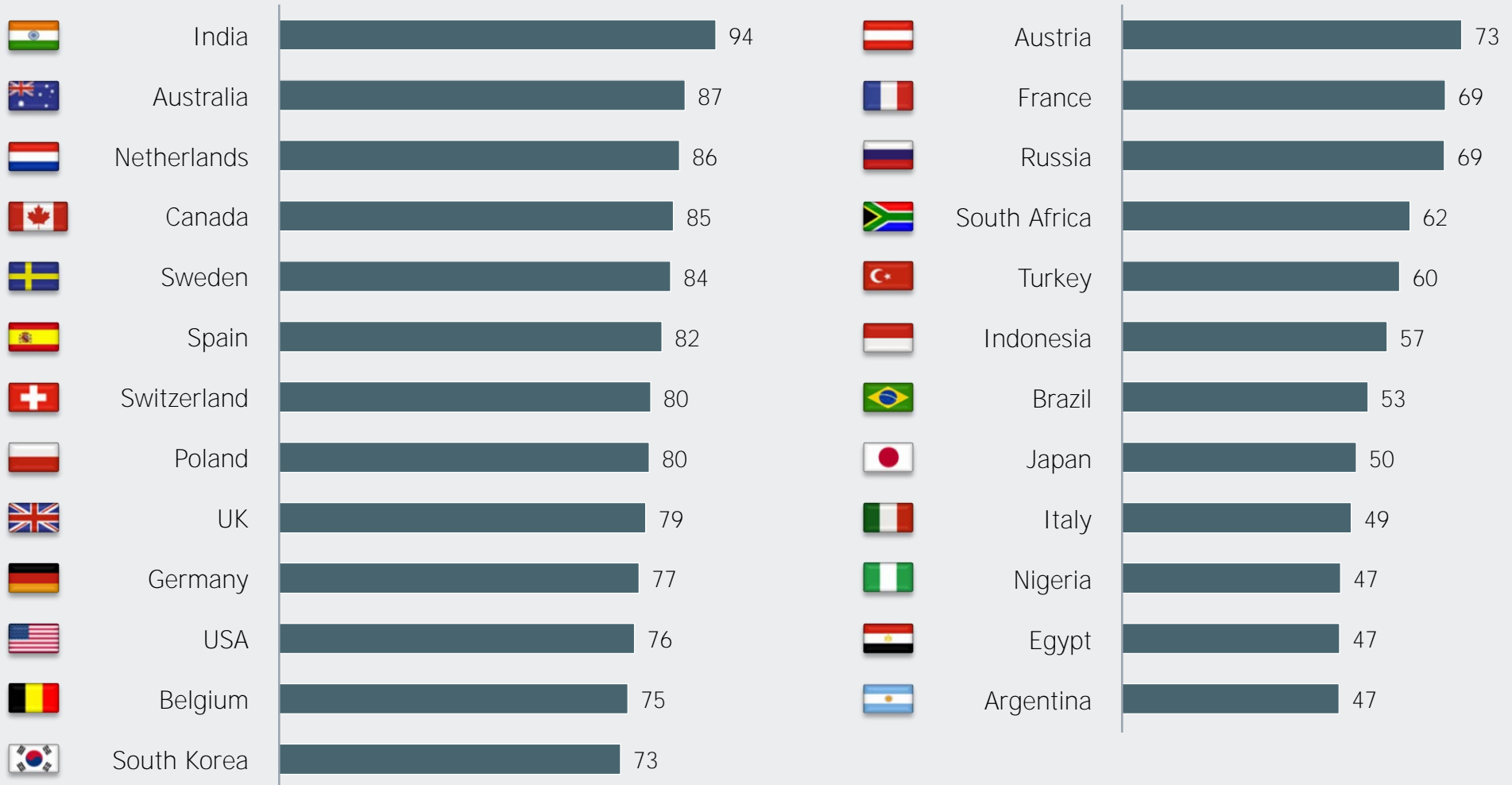
# Level of trust

(Average of „I completely/generally trust“ across all institutions and economic sectors, in %; the size of the displayed points represents the share of the population of the countries)



# I trust people generally

(„I completely/generally trust“, in %)



# Europe in detail

2



# Austria



## Population

- Austria currently has a population of 8.4 million
- The population is only growing minimally – until 2015 a population increase of around 14,000 p.a. is forecast
- Almost everyone between the ages of 20 and 64 has at least completed secondary education



## Economy

- Following a significant downturn in 2009, GDP increased by 2% in 2010
- Austria is a major investor in central eastern and south eastern Europe



## Politics

- Austria is a federal parliamentary democracy
- Austria is a state with very little corruption (CPI\* 7.9)
- The Democracy Index comes out high with 8.5 points

\*Corruption Perception Index

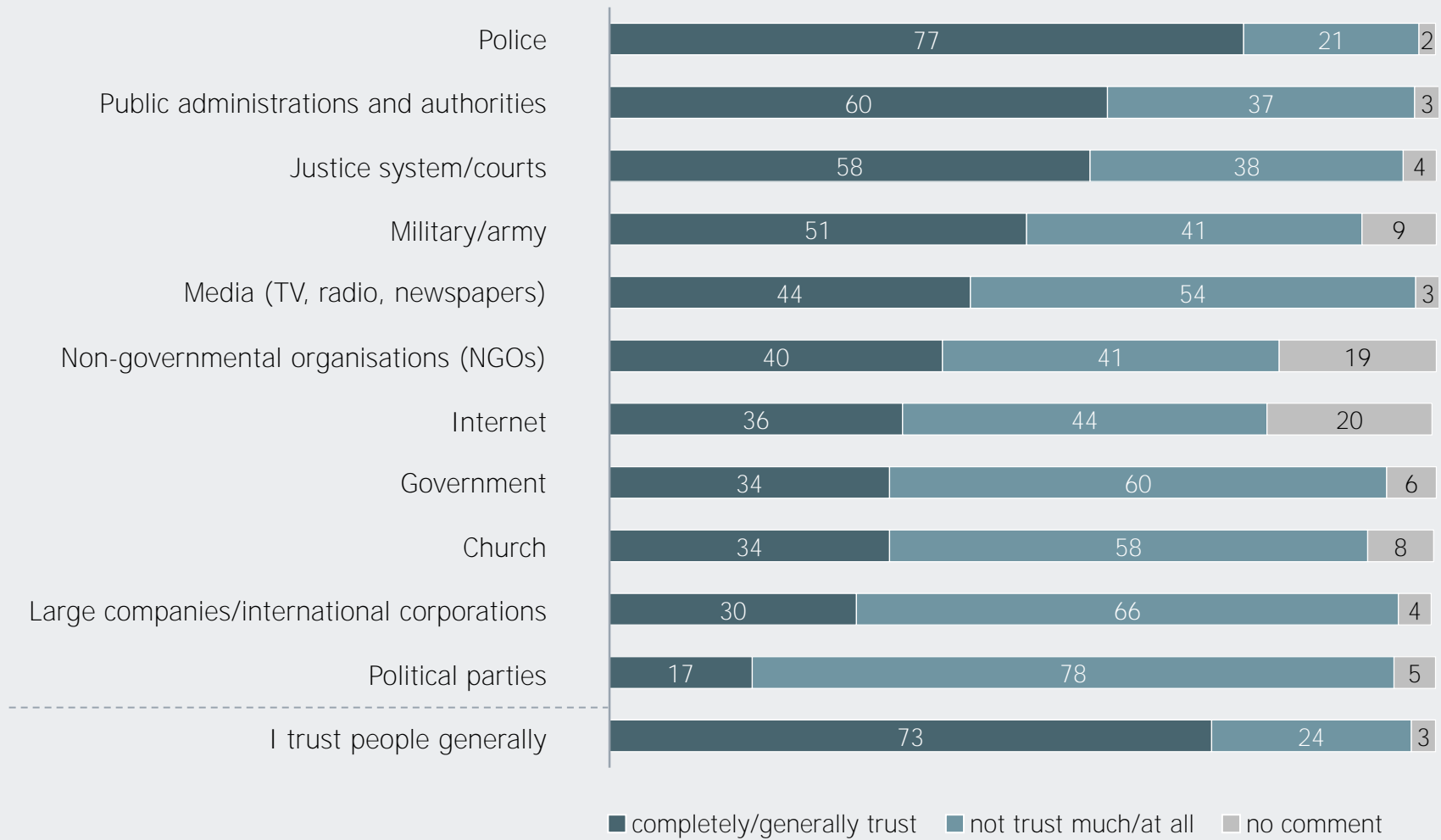
## Findings

- In Austria, average confidence levels are higher in the sectors than they are in the institutions. Among the institutions, the public authorities take the top positions – right at the top of the list are the police with 77%. A fall in crime and a rising detection rate is certain to contribute to this sign of confidence. Public administration and the justice system are also rated positively by the majority of the population, scoring 60% and 58% respectively.
- The political parties enjoy the least confidence (17%). This is likely to be the result of political corruption scandals and several cases of tax evasion by delegates.
- The highest levels of confidence within the economic sectors in Austria are attributed to the skilled trades, with 79%. In contrast to the institutions, the gap between first and second place within the sectors is narrower: as such, 72% have confidence in energy and water suppliers. Possibly, the rejection of nuclear power is evident here – a step that Austria is pursuing by means of legislation to ban atomic power.
- Compared with other countries, banks and insurance companies enjoy an above-average level of confidence in Austria, with 57%. In contrast, the population affords telecommunications and internet service providers by far the lowest levels of confidence (45%).



# Trust in institutions in Austria

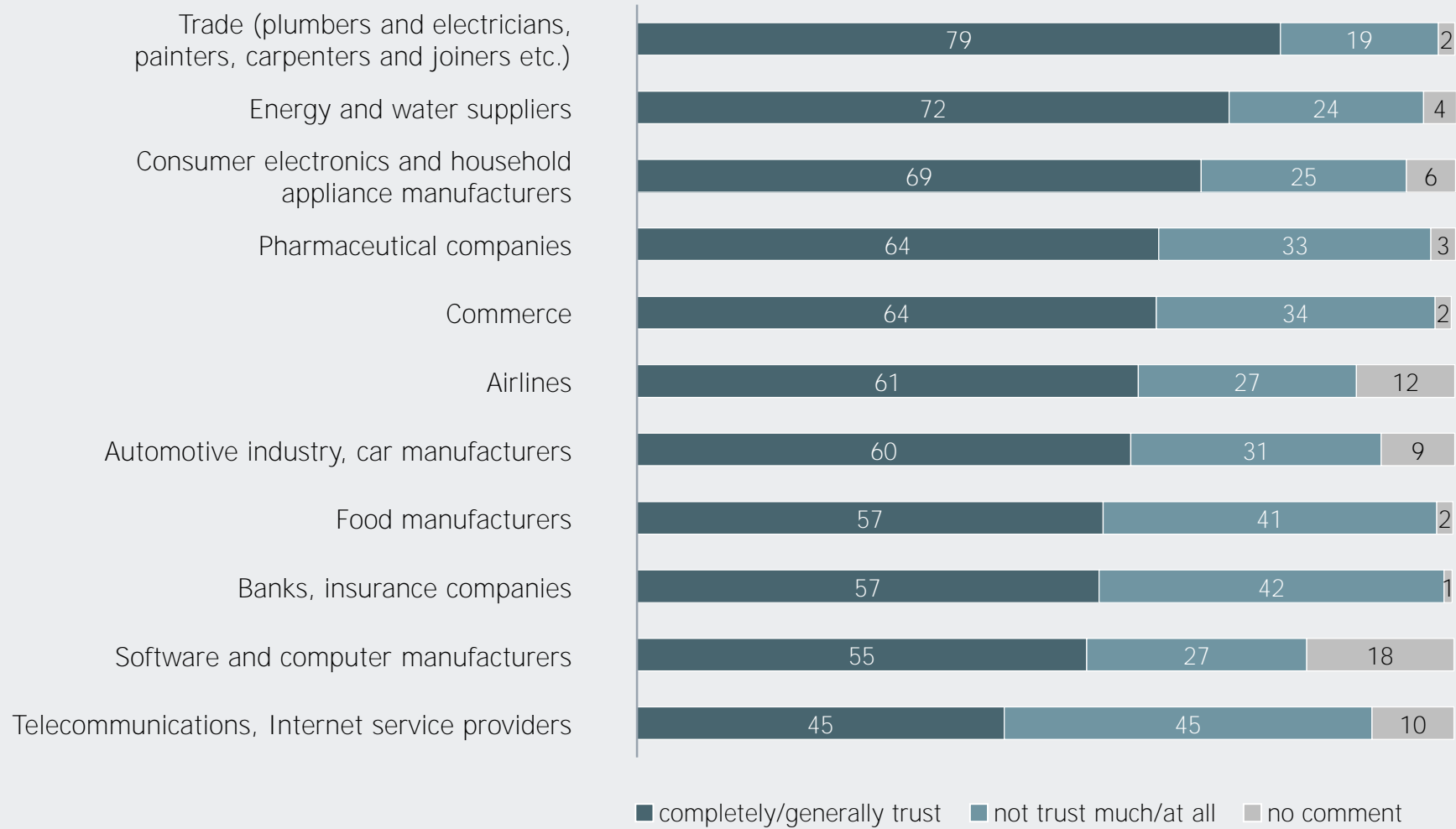
(in %)





# Trust in economic sectors in Austria

(in %)







# Belgium



## Population

- Belgium has a population of 10.7 million
- Population growth of around 31,000 p.a. until 2015 is forecast



## Economy

- Following a slump, GDP was able to grow again by 2.2% in 2010
- There is a marked economic disparity between Flanders and Wallonia



## Politics

- Belgium is a federal parliamentary monarchy
- Belgium has a high CPI\* value (7.1) and a high Democracy Index (8.1)
- The lack of unity between the Flemish and Walloons, which is evident in a kind of linguistic conflict, has characterised Belgian politics for decades

\*Corruption Perception Index

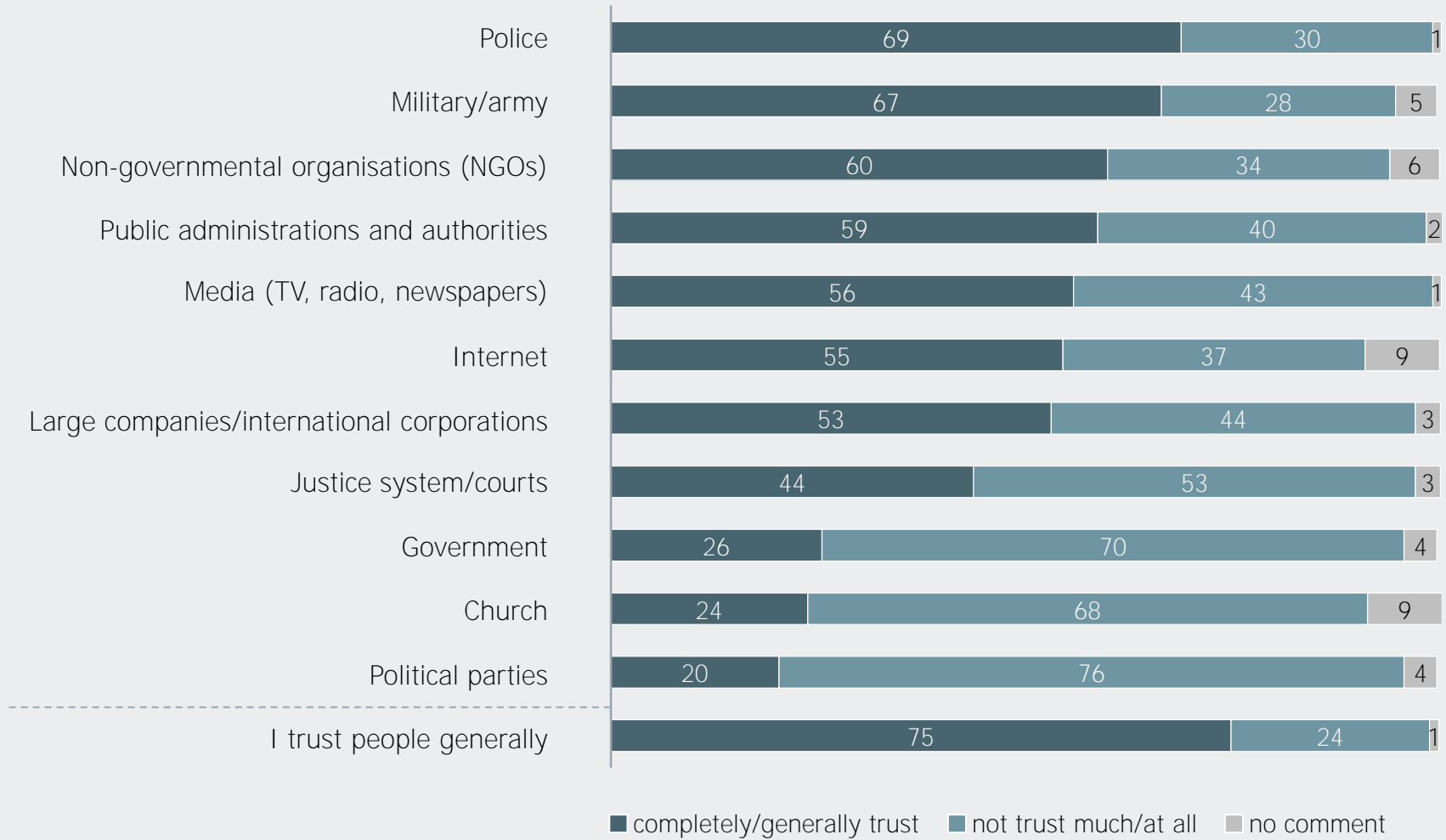
## Findings

- In terms of the institutions in Belgium, the highest levels of confidence are attributed to the police (69%) and the military/the army (67%).
- Those who come out worst are the political parties with just 20%, but the government does not enjoy a high level of confidence from the population either, with a rating of only 26% – which is no great surprise considering that there has not been a reigning government in the country for over a year. The last government was dissolved following an argument concerning the bilingual constituency of Brussels-Halle-Vilvoorde. Following the elections in June 2010 no coalition could be formed. However, at the end of November 2011 six parties were able to agree on an austerity package and structural reforms – nothing should stand in the way of a new government being formed under Elio Di Rupo now.
- Overall, the economic sectors are rated more positively than the institutions. 85% of Belgians consider both, skilled trades and commerce, to be reliable. Consumer electronics and domestic appliance manufacturers, the pharmaceutical and automotive industries, and the airlines and food manufacturers are also trusted by 77-80% of the population.
- The population, however, shows the lowest level of confidence in banks and insurance companies (51%) which is most likely a consequence of the financial and economic crisis.



# Trust in institutions in Belgium

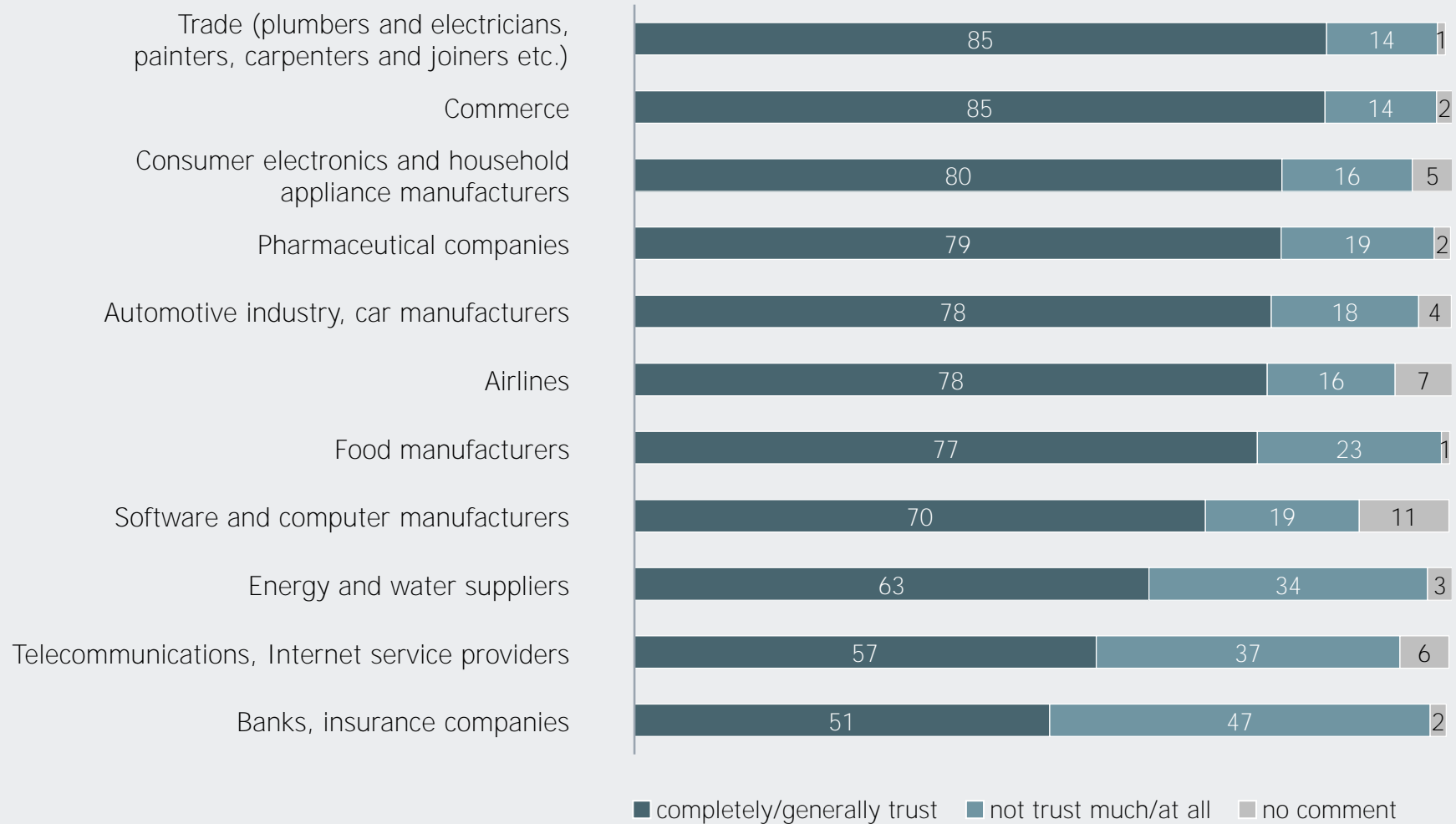
(in %)





# Trust in economic sectors in Belgium

(in %)





# France



## Population

- France has a population of approx. 62.8 million
- The population is forecast to increase by 325,000 p.a. until 2015



## Economy

- Following a marked downturn in 2009, GDP rose again in 2010 by 1.5%
- France is the second largest exporter of agricultural products internationally and records the most tourist arrivals in the world



## Politics

- The parliamentary presidential democracy exhibits very little corruption with a CPI\* value of 6.8
- Social protests and riots are a regular occurrence, particularly on the urban fringe (banlieues)

\*Corruption Perception Index

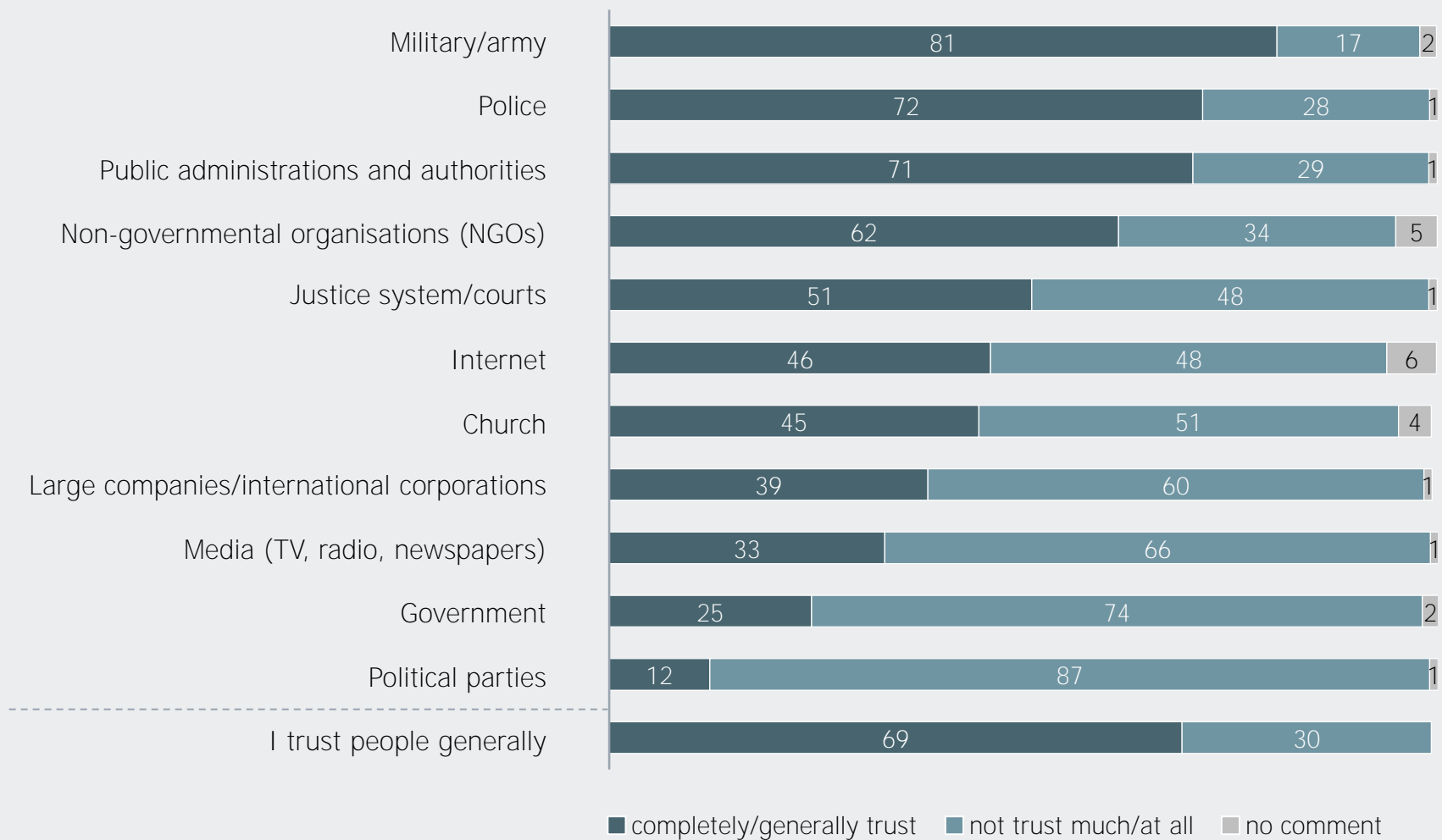
## Findings

- The military and the army of the “**Grande Nation**” enjoy the highest levels of confidence among the institutions with a rating of 81%. The French army has always proven to be very reliable both in the past and in current deployments such as the NATO mission in Libya. The police (72%) as well as public agencies, authorities and administration (71%) also receive similarly high ratings.
- The lowest levels of confidence felt by the French by far are reserved for the political parties (12%). Indeed, the government is also evaluated critically (25%), possibly as a result of political affairs and scandals or unpopular decisions such as the contentious pension reform.
- In terms of the sectors, the French consider commerce (85%) and the skilled trades (81%) to be particularly reliable.
- Bringing up the rear are banks and insurance companies (35%). This is altogether not surprising given the consequences of the economic and financial crisis. After all, **France’s** banks would be some of those worst hit, were Greece to go bankrupt. However, food manufacturers (48%) as well as telecommunications and internet service providers (48%) are only trusted by around half of the population.



# Trust in institutions in France

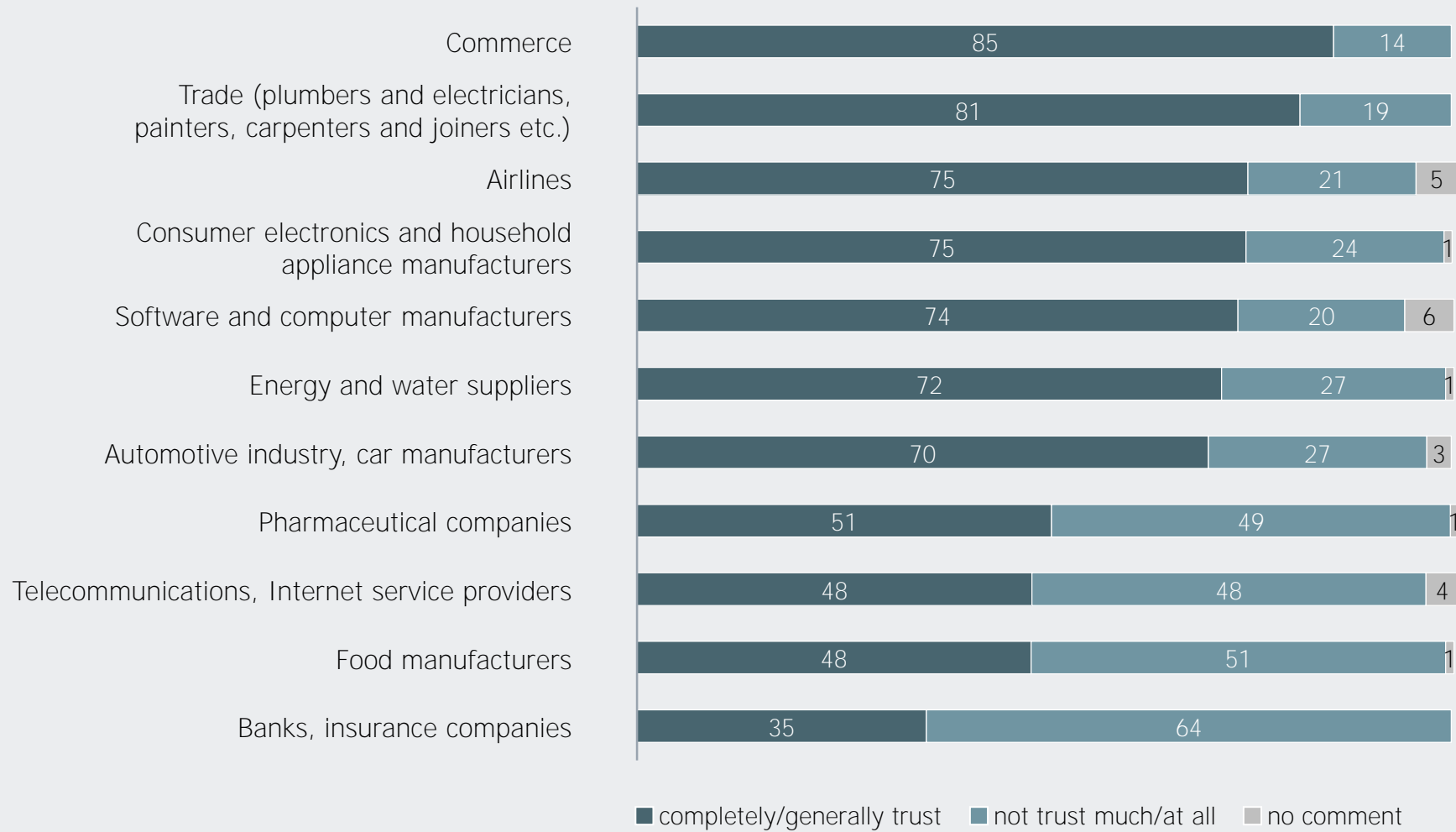
(in %)





# Trust in economic sectors in France

(in %)





# Germany



## Population

- Germany has a population of approx. 82 million
- Until 2015, the population will decrease by approx. 166,000 p.a.



## Economy

- Following a downturn of 4.7% in 2009, GDP grew again in 2010 by 3.6%, transforming Germany into **Europe's growth driver**
- The German economy is strongly focused on export



## Politics

- Germany is a federal parliamentary democracy
- With a CPI\* value of 7.9, perception of corruption is very low
- Similarly, the Democracy Index of 8.4 is very high

\*Corruption Perception Index

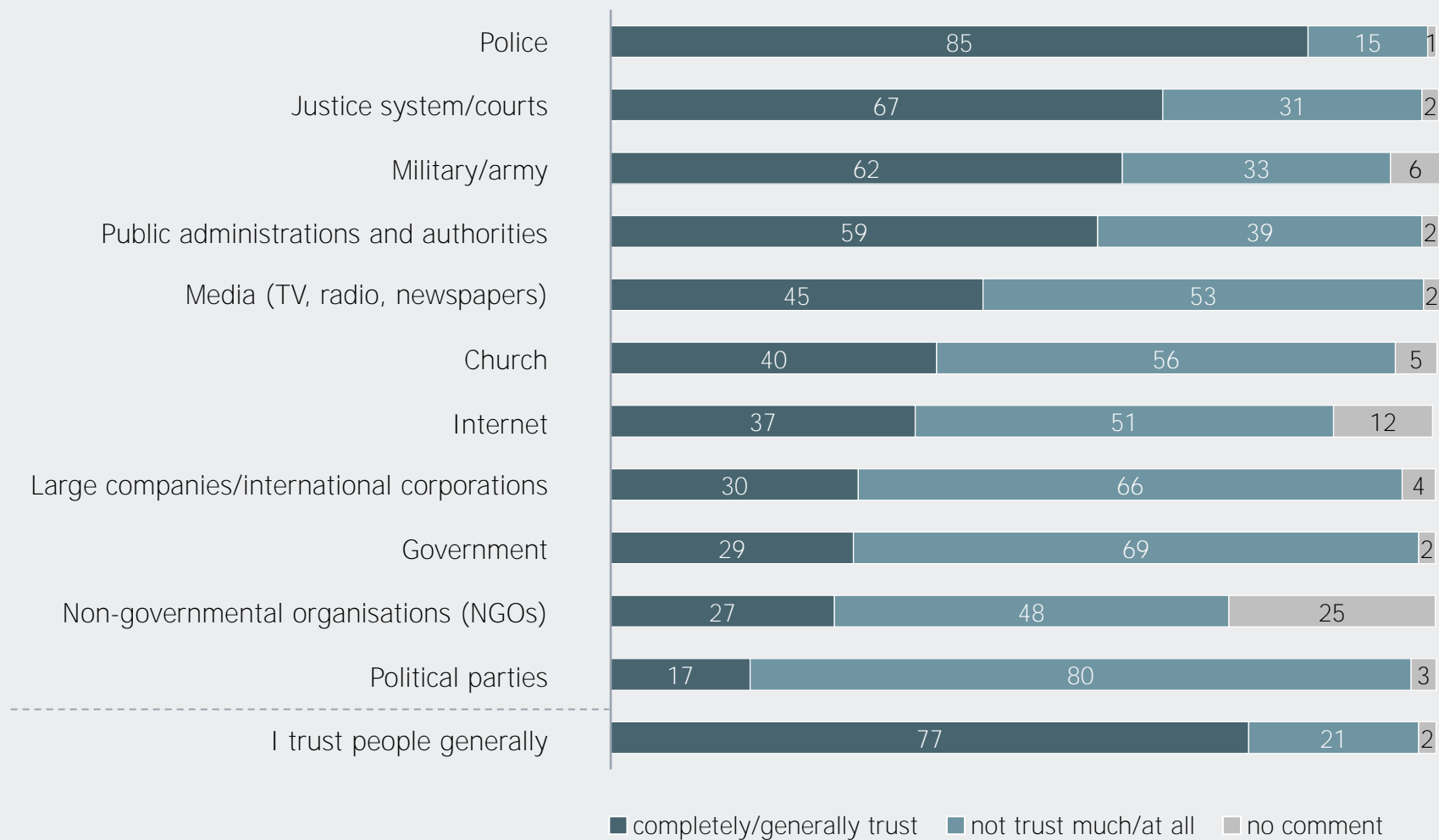
## Findings

- State institutions lead the confidence rankings: a fact that can certainly be taken as proof of a soundly functioning and predominantly corruption-free democracy. The police are well out in front, with 85% of Germans expressing their trust in the institution. Similarly highly rated by the public are the justice system and the courts with 67%, the military and the army with 62%, and public agencies, authorities and administrations with 59%.
- In contrast, however, the Germans have no great confidence in their political parties (17%) and the government (29%). This could stem from the accusations of plagiarism laid against various politicians, but also from a lack of unity in the governing coalition, or indeed, the partly unpopular measures for solving the European debt crisis.
- In Germany, the skilled trades enjoy the most public confidence among the sectors, with 88%. Consumer electronics and domestic appliance manufacturers are also considered highly reliable, with 81%.
- Banks and insurance companies however, only have the confidence of 36% of the population. After some banks had to be supported by means of **taxpayers'** money early on in the financial crisis, new risks linked to the current debt crisis are once again cause for uncertainty.



# Trust in institutions in Germany

(in %)

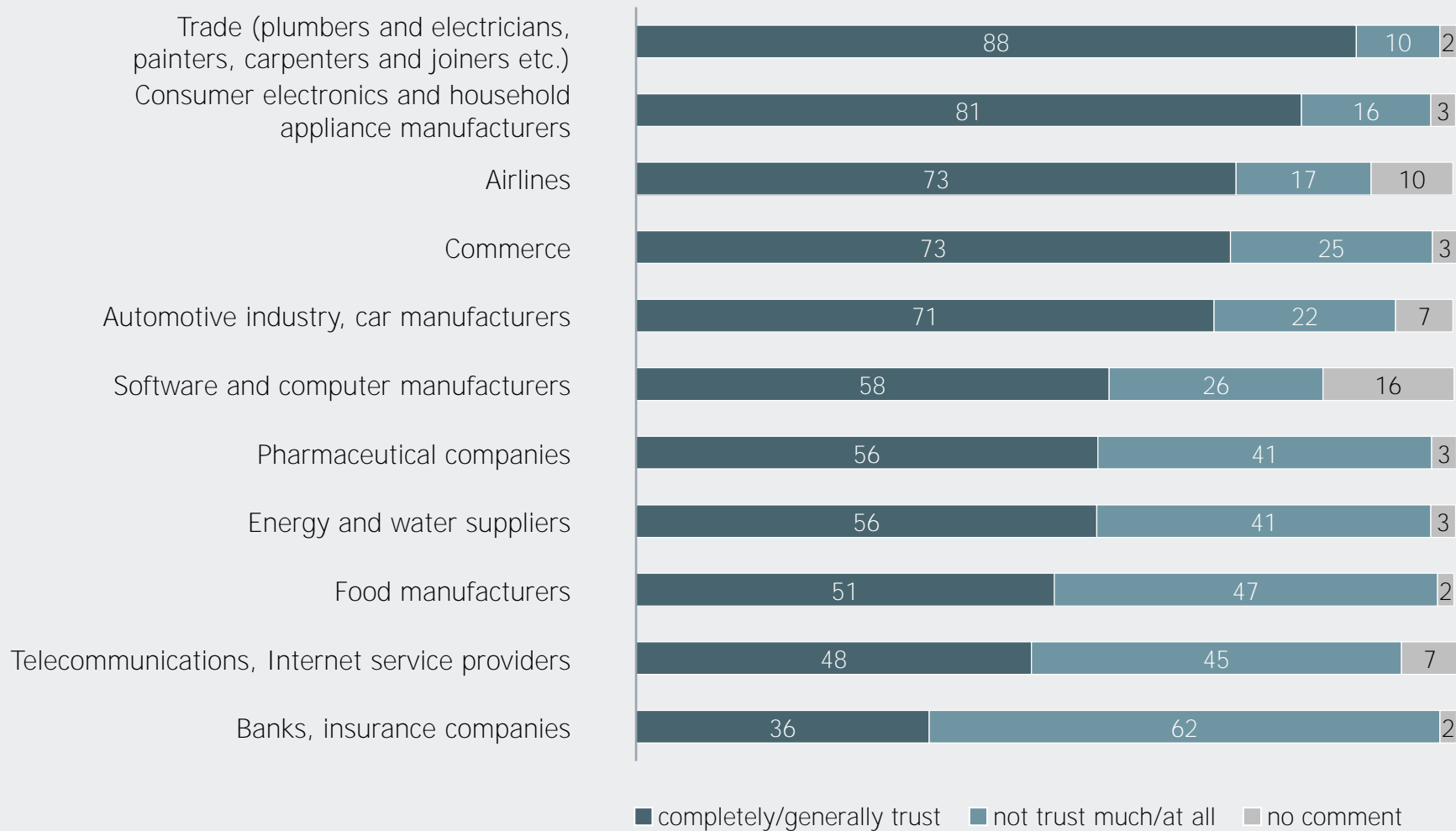






# Trust in economic sectors in Germany

(in %)





# Italy



## Population

- Italy has a population of 60.6 million
- The population is forecast to grow by 138,000 p.a. until 2015



## Economy

- In 2009 GDP plummeted by 5.2% but growth of 1.3% was achieved in 2010
- It is estimated that the shadow economy accounts for approx. 20% of GDP



## Politics

- Italy is a parliamentary republic
- A CPI\* rating of 3.9 reveals a relatively high perception of corruption
- A Democracy Index of 7.8 indicates deficits in media freedom
- High national debt puts Italy under increasing political pressure

\*Corruption Perception Index

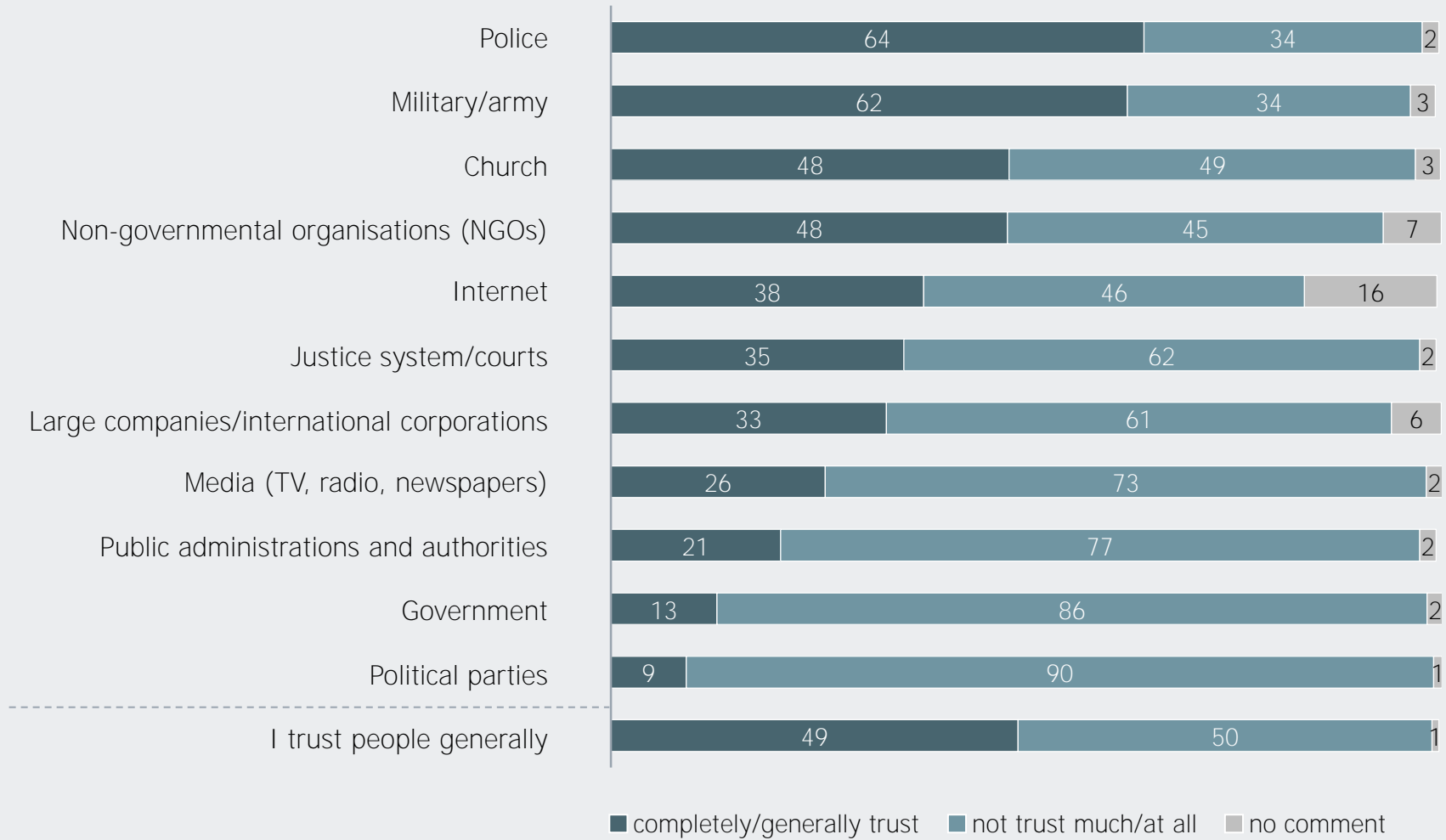
## Findings

- Confidence levels in institutions score under 50% with just two exceptions, which means that most institutions are not even trusted by half of the Italian population. Possible reasons for this are various scandals and widespread corruption within the country. After all, among the political representatives it is not just former prime minister Berlusconi, who has since resigned as a result of pressure caused by the debt crisis, who are facing accusations such as corruption and tax evasion. Consequently, **society's** confidence in the government (13%) and the political parties (9%) is very low.
- The highest levels of confidence shown by the Italians are reserved for the police (64%) and the military/the army (62%), possibly as a result of their most recent deployments such as the support provided for waste disposal in Naples or measures to secure EU external borders in the Mediterranean.
- The majority of economic areas are mid-table, rating approx. 50%. Only the skilled trades (66%) and consumer electronics and domestic appliance manufacturers (63%) were able to score higher ratings.
- Banks and insurance companies are taking last place with 24%. As a result of **Italy's** high levels of debt, the banking and economic crisis is still very much in the public consciousness so that these sectors are only regarded with low confidence levels.



# Trust in institutions in Italy

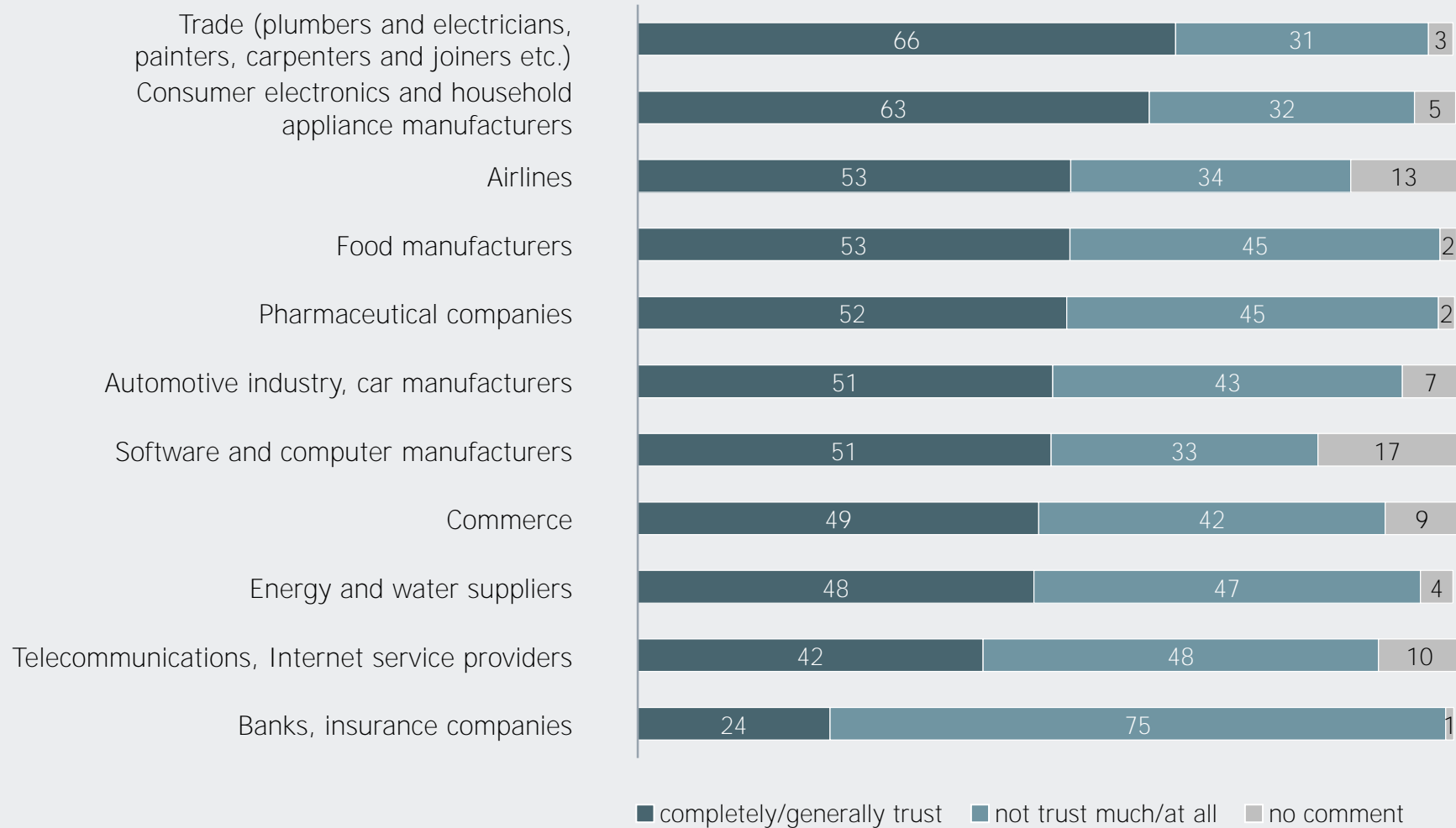
(in %)





# Trust in economic sectors in Italy

(in %)





# Netherlands



## Population

- 16.6 million people currently live in the Netherlands
- The Netherlands is one of the most densely populated countries in the world



## Economy

- Following a significant downturn, GDP rose again by 1.8% in 2010 – this, however, was not sufficient to recoup losses from the economic crisis
- Trade and distribution make up the core of the Dutch economy



## Politics

- The country is a parliamentary monarchy
- With a CPI\* value of 8.8, perceived corruption is almost non-existent
- The very high rating on the Democracy Index of 9.0 equates with a very high level of freedom and political participation

\*Corruption Perception Index

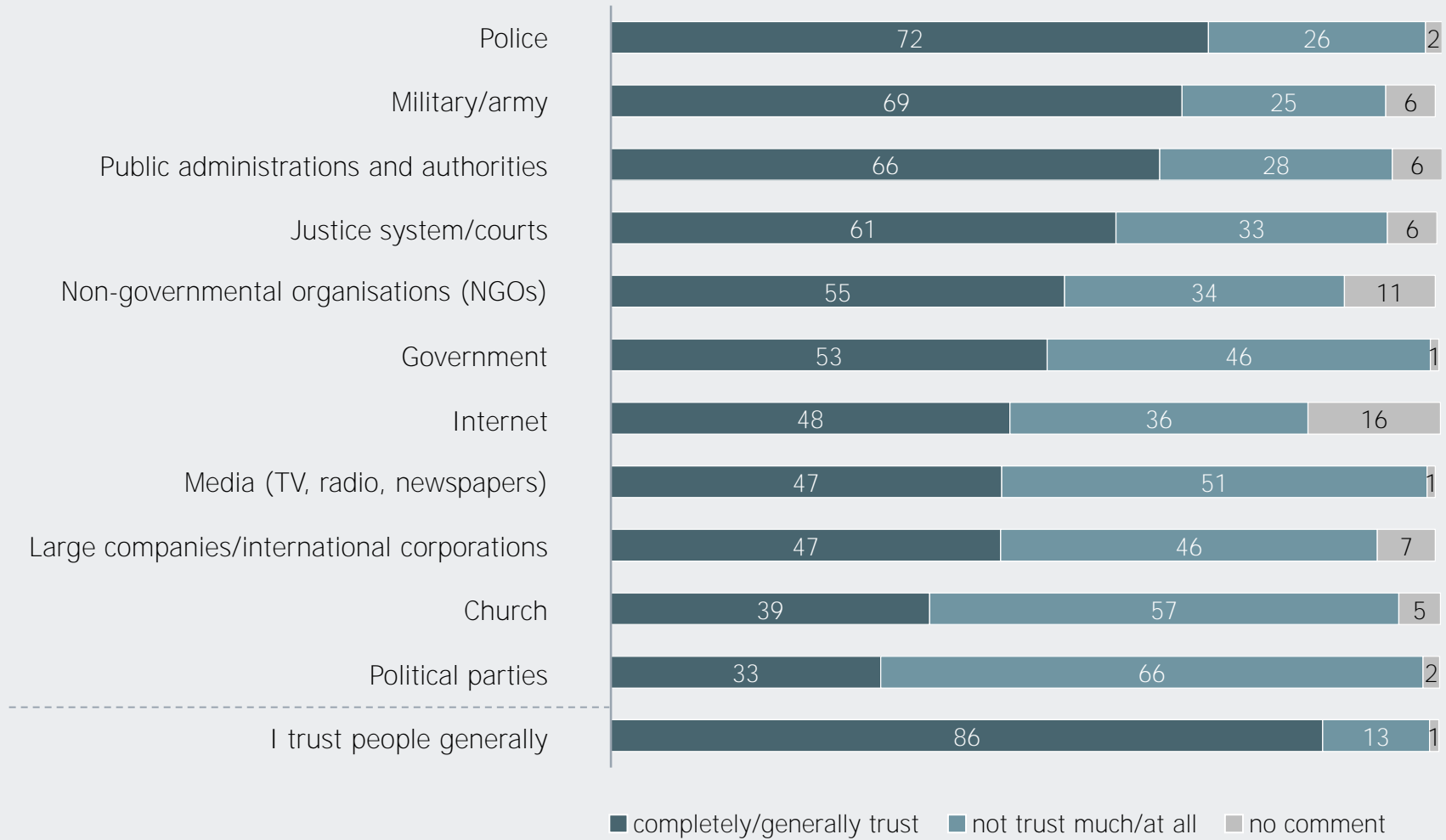
## Findings

- Positive corruption and democracy values are also reflected in the Dutch confidence in national institutions. The police (72%), the military and the army (69%), public administrations (66%) and the justice system (61%) are trusted by the majority of the Dutch.
- Only just over half of respondents (53%) consider the government trustworthy. After the last elections it was very difficult to form a government and it was only ultimately possible with a minority government including the backing of the controversial PVV.
- This is a possible reason why the political parties enjoy the lowest confidence levels (33%). The church is trusted by just 39% which could be a result of the high proportion (48%) of non-denominational Dutch citizens.
- On the other hand, commerce (91%) and skilled trades (90%) are trusted almost unanimously by the Dutch. Manufacturers from the consumer electronics and domestic appliances sector are confided in very strongly (81%).
- Less than half of the population trust the financial service industry (46%) and telecommunication providers are only trusted by 31%.



# Trust in institutions in the Netherlands

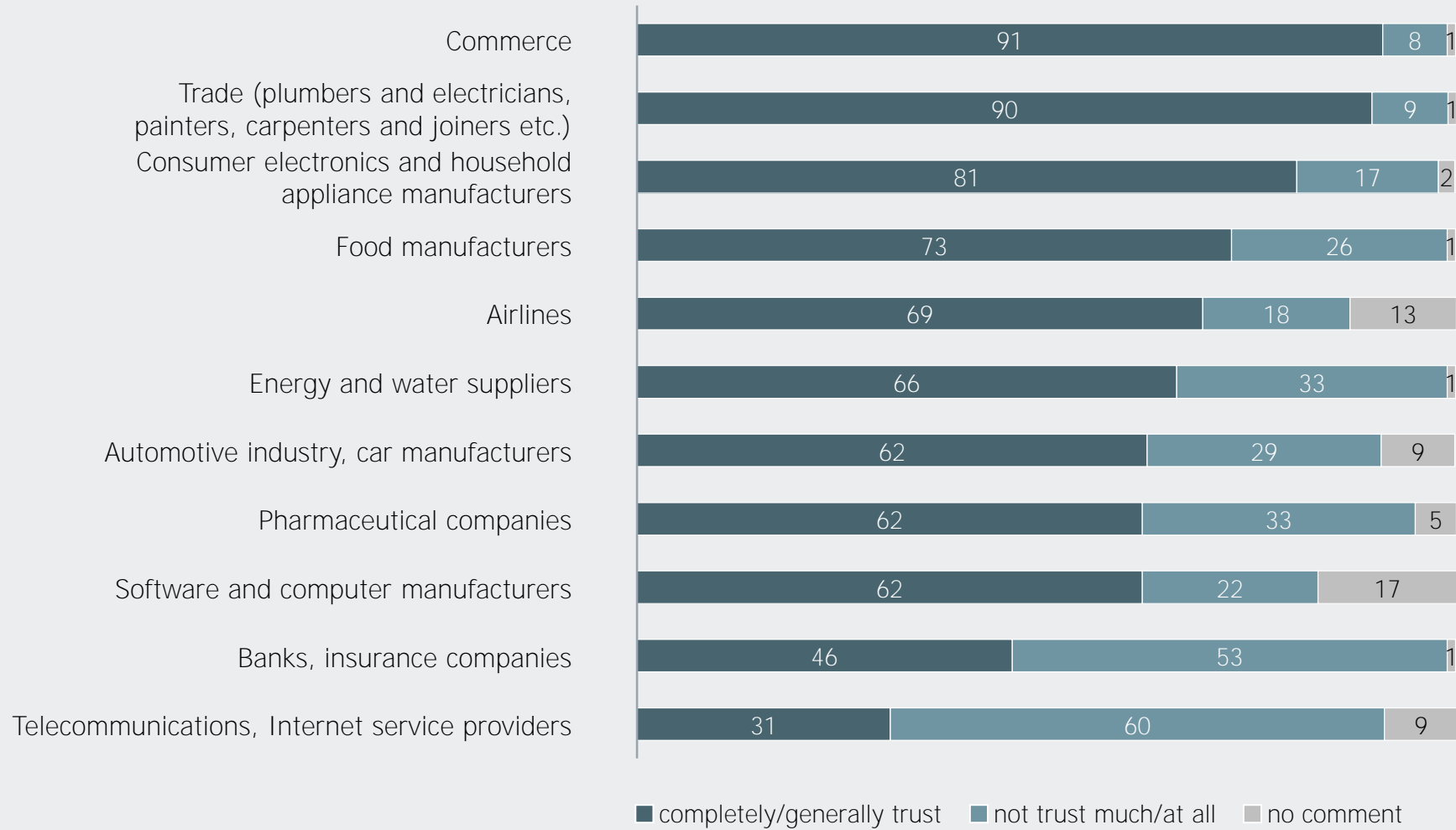
(in %)





# Trust in economic sectors in the Netherlands

(in %)





# Poland



## Population

- Poland has a population of 38.3 million
- Until 2015, the population will have grown by an average of 16,000 p.a.



## Economy

- Following high growth levels, GDP has fallen from 5.1% (2008) to 1.7% (2009) but was able to recover again in 2010 (3.8%)
- Almost 15% of those in employment work in agriculture



## Politics

- Poland is a parliamentary republic
- The CPI\* rating (5.3) indicates a slight tendency towards corruption
- The then president **Kaczyński** as well as many representatives from the world of Polish politics and industry were killed in a plane crash in April 2010

\*Corruption Perception Index

## Findings

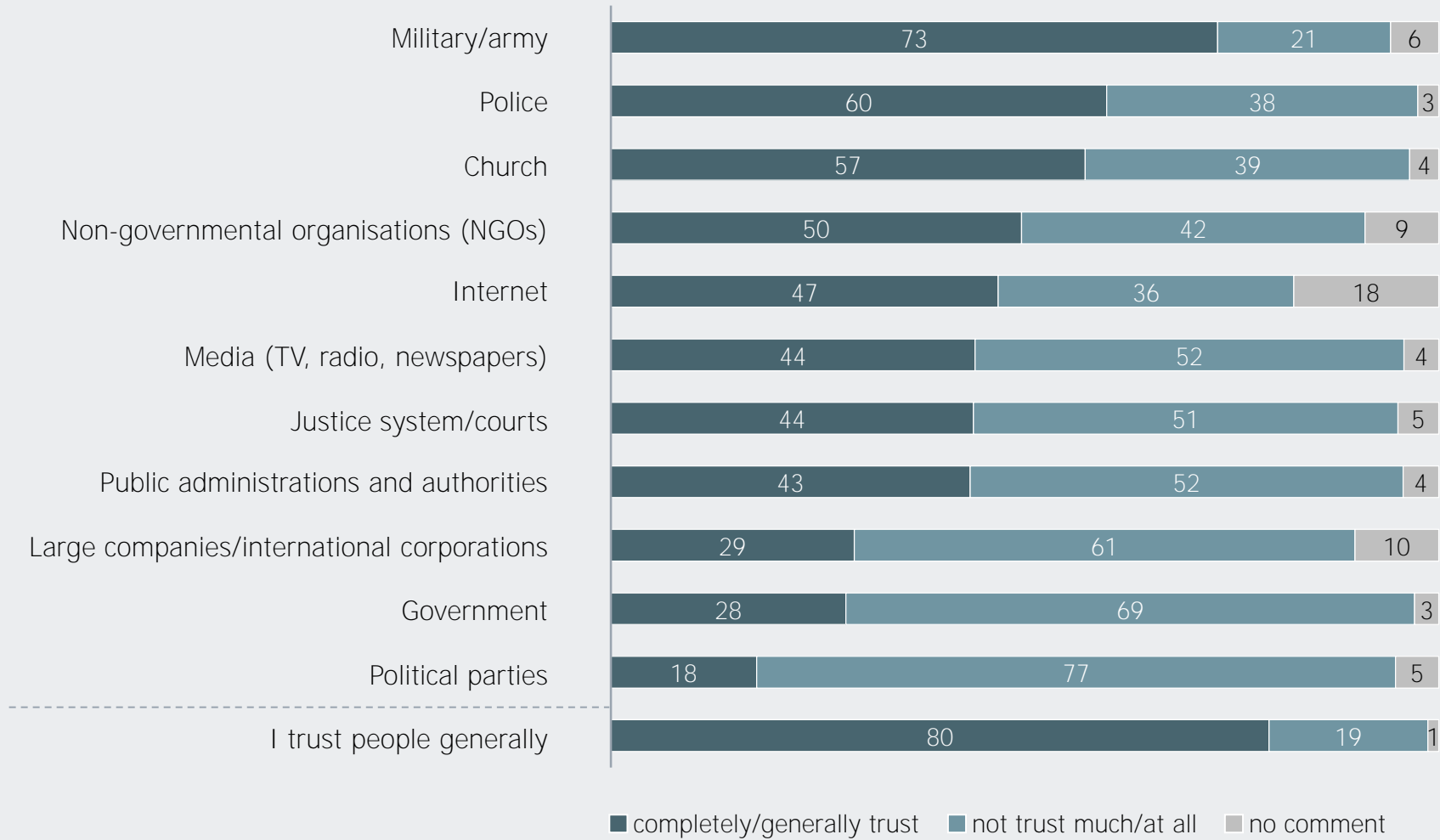
- Top of the list among the institutions are the military and the army with 73%. The Polish also show great confidence in the police with a rating of 60%.
- The church is only trusted by 57% – which seems low considering that Poland is a very religious country and the high regard shown for the deceased Polish pope John Paul II in his country. Yet, surveys show that only just over a half of Catholics in Poland practice their faith actively.
- The level of public confidence shown in the government (28%) and the political parties (18%) is somewhat low. This may be a result of the parliamentary campaign which was at its height when the survey was carried out. In the meantime, the government of President Tusk has been re-elected – the first re-election in Poland since 1989.
- Compared internationally, Polish confidence in the economic sectors is below average yet decidedly even: only 11 percentage points lie between first place, skilled trades (68%) and ninth place, software and computer manufacturers (57%).
- At the bottom of the sector trust scale are airlines (50%) and banks and insurance companies (47%).





# Trust in institutions in Poland

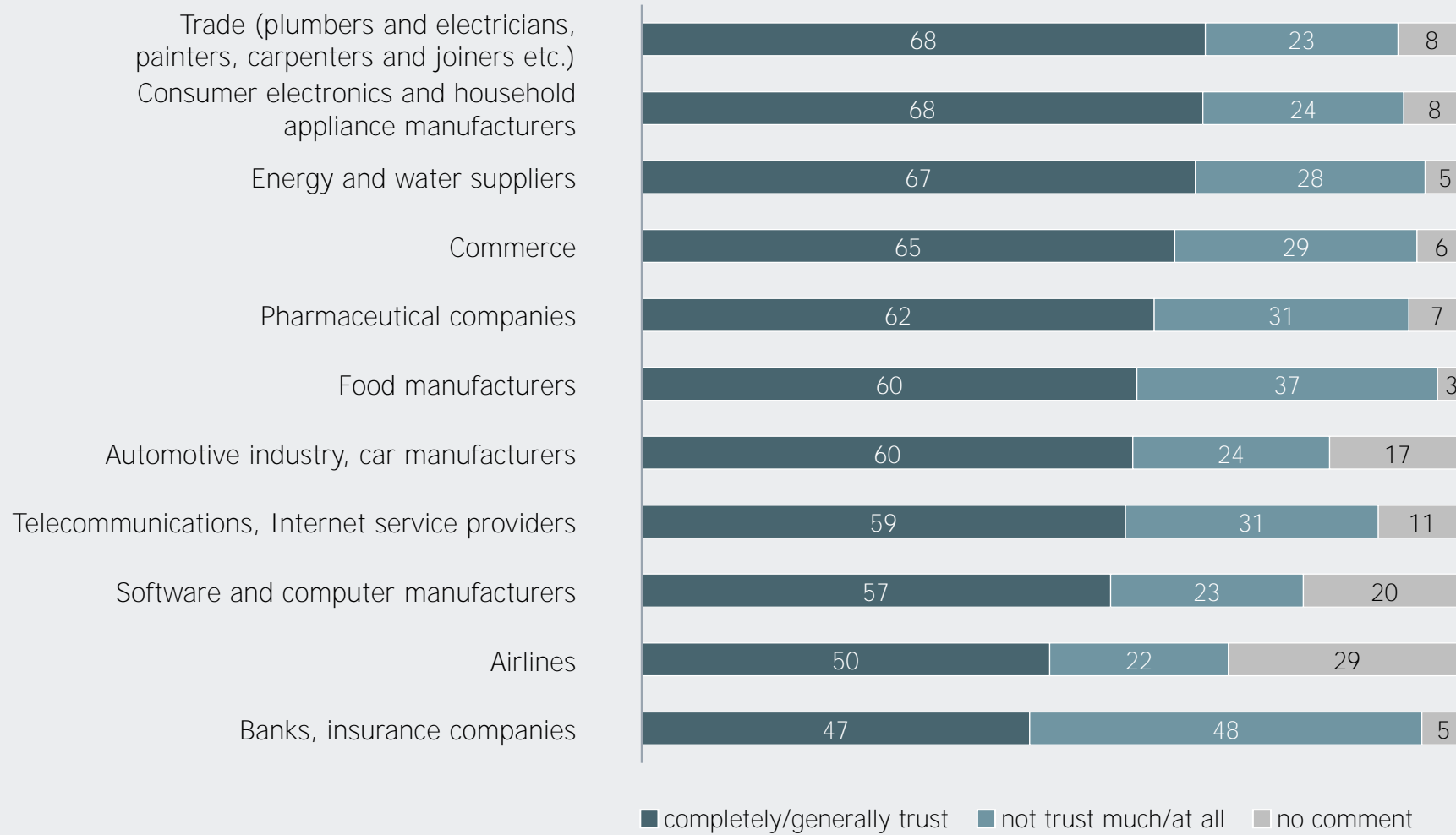
(in %)





# Trust in economic sectors in Poland

(in %)





# Russia



## Population

- Russia has a population of 143 million
- The population is forecast to shrink by 146,000 p.a. until 2015



## Economy

- Following a downturn in 2009 (-7.8%), GDP rose again by 4% in 2010
- Inflation has been halved since 2008 but was still at 6.9% in 2010
- The energy and raw materials sector dominates the economic structure



## Politics

- The country is a presidential republic however, **Russia's** Democracy Index (4.3) classifies the country as a hybrid regime
- The CPI\* of 2.1 indicates a high degree of corruption
- Forest fire catastrophes revealed inadequate fire safety measures and a lack of cooperation between authorities

\*Corruption Perception Index

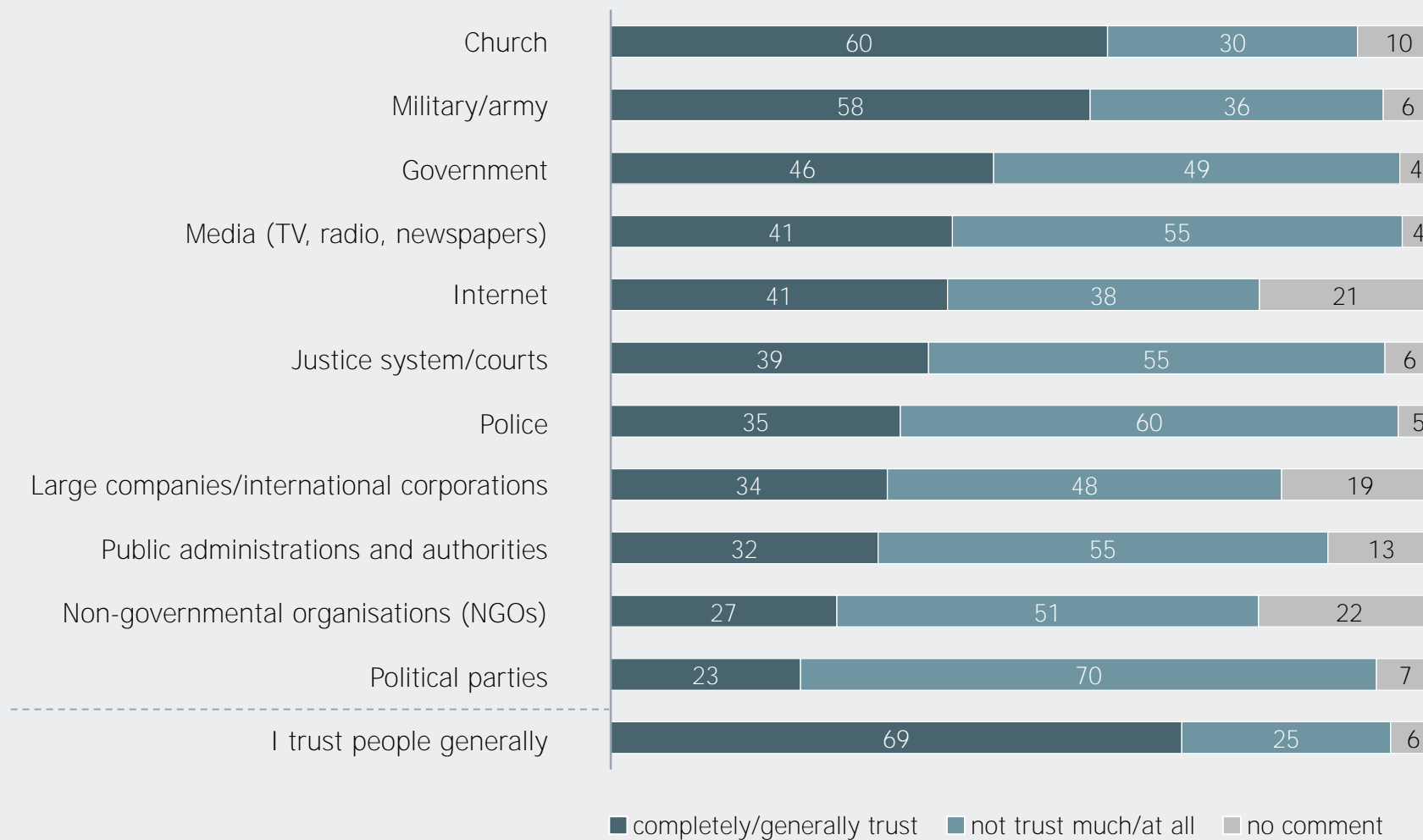
## Findings

- In comparison with other countries, institutions in Russia come out relatively badly in terms of ratings. The church is in first place, with 60% of Russians stating their trust in the institution. The independent Russian Orthodox church which was persecuted in communist times is viewed as a moral authority by many citizens and as such is seen as highly trustworthy. Rating 58%, the military is similarly positively viewed. It is attached great importance in Russia as a result of the Red Army's victory in the "**Great Patriotic War**".
- State bodies such as public authorities (32%), the police (35%) and the justice system (39%) receive very low confidence values which is not surprising in the face of such widespread corruption (CPI 2.1). The government itself is given a somewhat better rating of 46% which could be the result of reforms announced by President Medvedev to tackle corruption in the economy and the police.
- Among the sectors confidence is greatest vis à vis consumer electronics and domestic appliance manufacturers who obtain 65%. They are followed by software and computer manufacturers (56%) and skilled trades (55%). Those who come out worst are the airlines (33%) – Russian airlines have experienced many serious accidents. The plane crash of September 2011 in which 43 people died including the ice hockey team "**Lokomotive Jaroslavl**" was particularly tragic.



# Trust in institutions in Russia

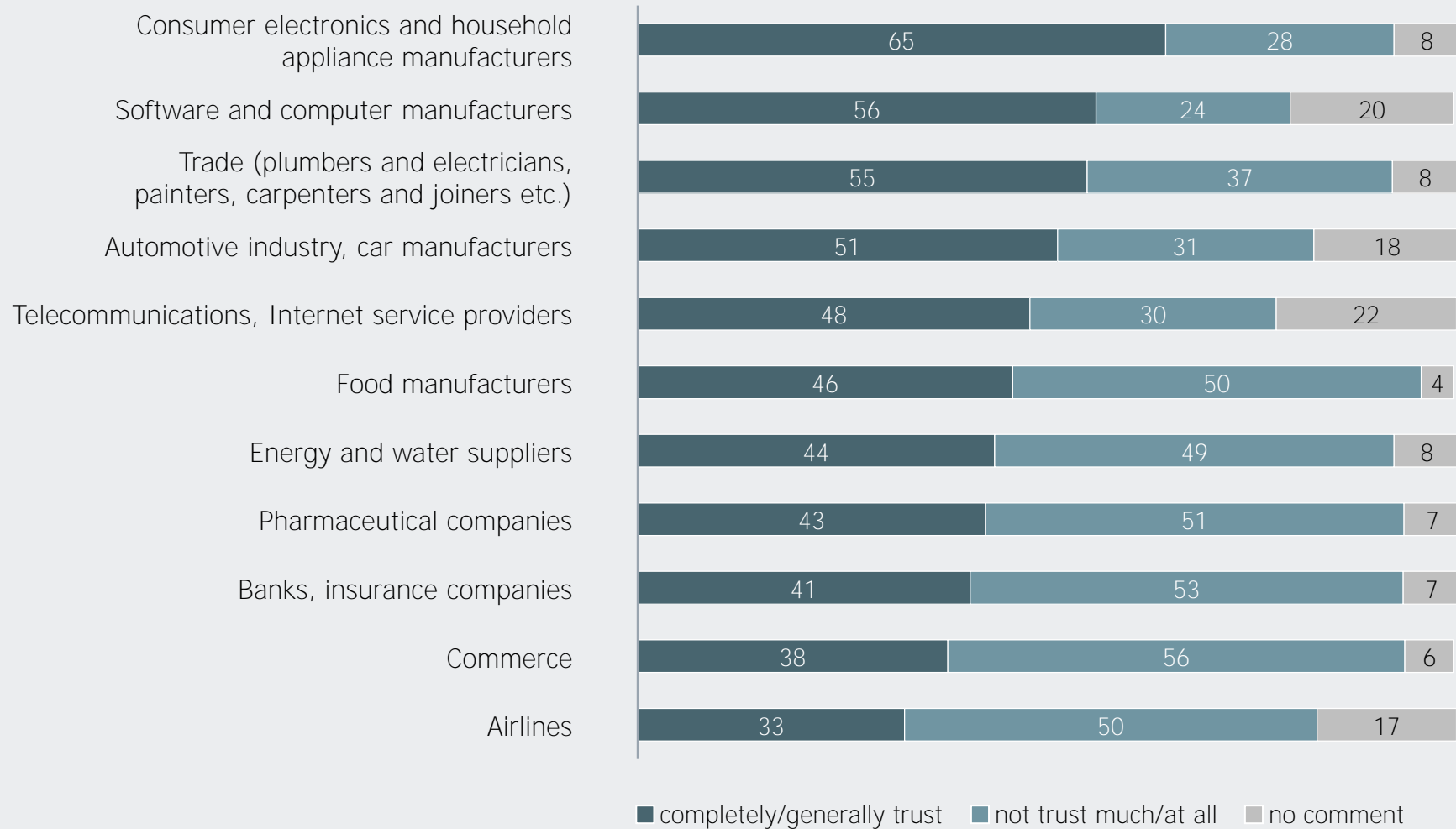
(in %)





# Trust in economic sectors in Russia

(in %)





# Spain



## Population

- Spain has a population of 46.1 million
- The population is forecast to increase by 291,000 p.a. until 2015



## Economy

- Spain was hit hard by the economic crisis. GDP sank significantly in 2009 by -3.7% and then again in 2010 by -0.1%
- At the beginning of the crisis, the real estate industry accounted for **almost a third of the country's GDP**



## Politics

- Spain is a parliamentary monarchy
- The country has a high Democracy Index value of 8.2
- It is predominantly the young Spaniards who are protesting **against the government's austerity** measures and the lack of perspectives afforded to them by high unemployment levels

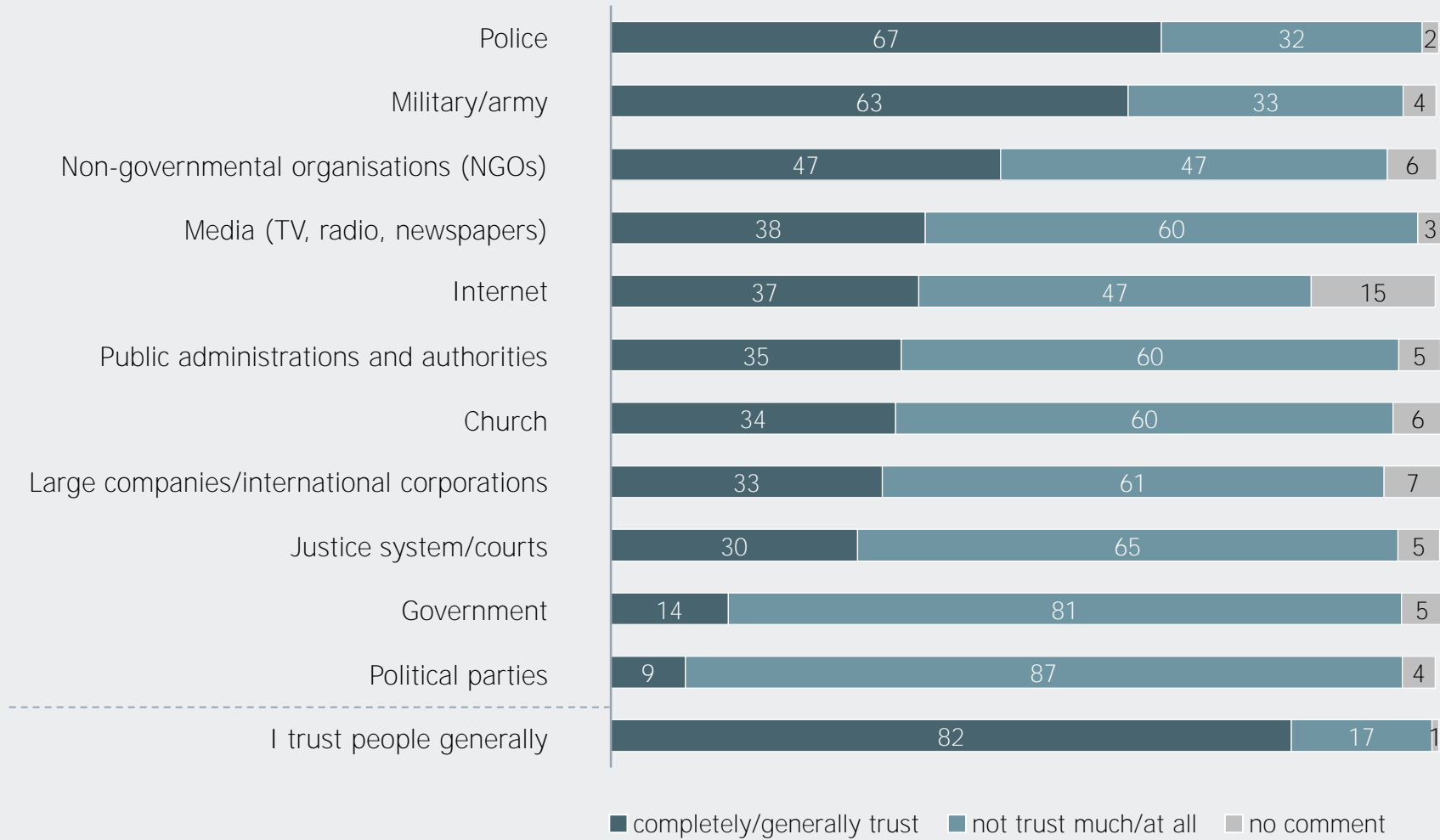
## Findings

- The highest levels of confidence among the institutions are attributed to the police (67%), followed by the military (63%). It is possible that this is a consequence of the security **forces'** fight against ETA terror attacks. Over the past few years, ETA has been markedly weakened by a number of arrests. As a result they declared a **"definitive"** renunciation of force in October 2011 following the provisional ceasefire which had been in effect.
- Conversely, Spanish confidence in the government (14%) and the political parties (9%) is very low. Numerous highly unpopular austerity measures were taken including the raising of the retirement age, which in turn caused the deselection of the reigning Socialist Party in the November 2011 parliamentary elections which has been representing the opposition since. The imperative to save also leaves the new government with very little room for manoeuvre to combat unemployment, which continues to sit at 20%.
- Confidence in the economic sectors is fundamentally greater: top ratings go to the skilled trades with 78% and commerce with 77%.
- There is a certain level of scepticism however, regarding telecommunication and internet service providers (36%) as well as banks and insurance companies (30%). This could be linked to the failure of five Spanish banks in the 2010 bank stress test – from a total of seven banks across Europe which were deemed inadequate.



# Trust in institutions in Spain

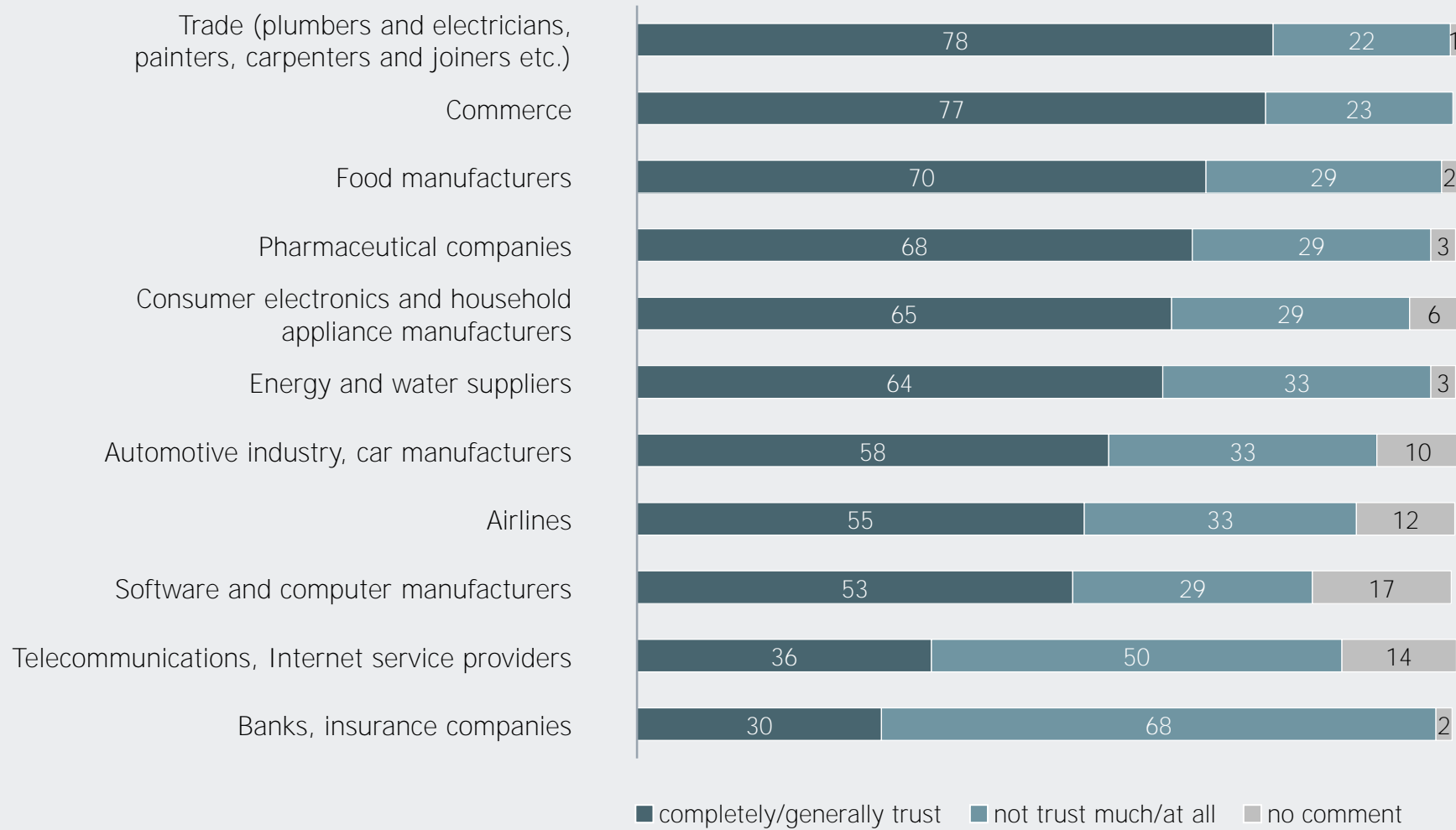
(in %)





# Trust in economic sectors in Spain

(in %)







# Sweden



## Population

- Sweden currently has a population of 9.4 million
- Marginal population growth of 54,000 p.a. is forecast until 2015



## Economy

- Following a downturn in 2009 (-5.3%), the economy was able to recover in 2010 (GDP growth of 5.5%)



## Politics

- Sweden is a parliamentary monarchy
- The principle of public access applies in Sweden – all citizens have the right to view files and documents
- A CPI\* score of 9.2 indicates a very low level of corruption
- The Democracy Index, too, achieves the very high score of 9.5

\*Corruption Perception Index

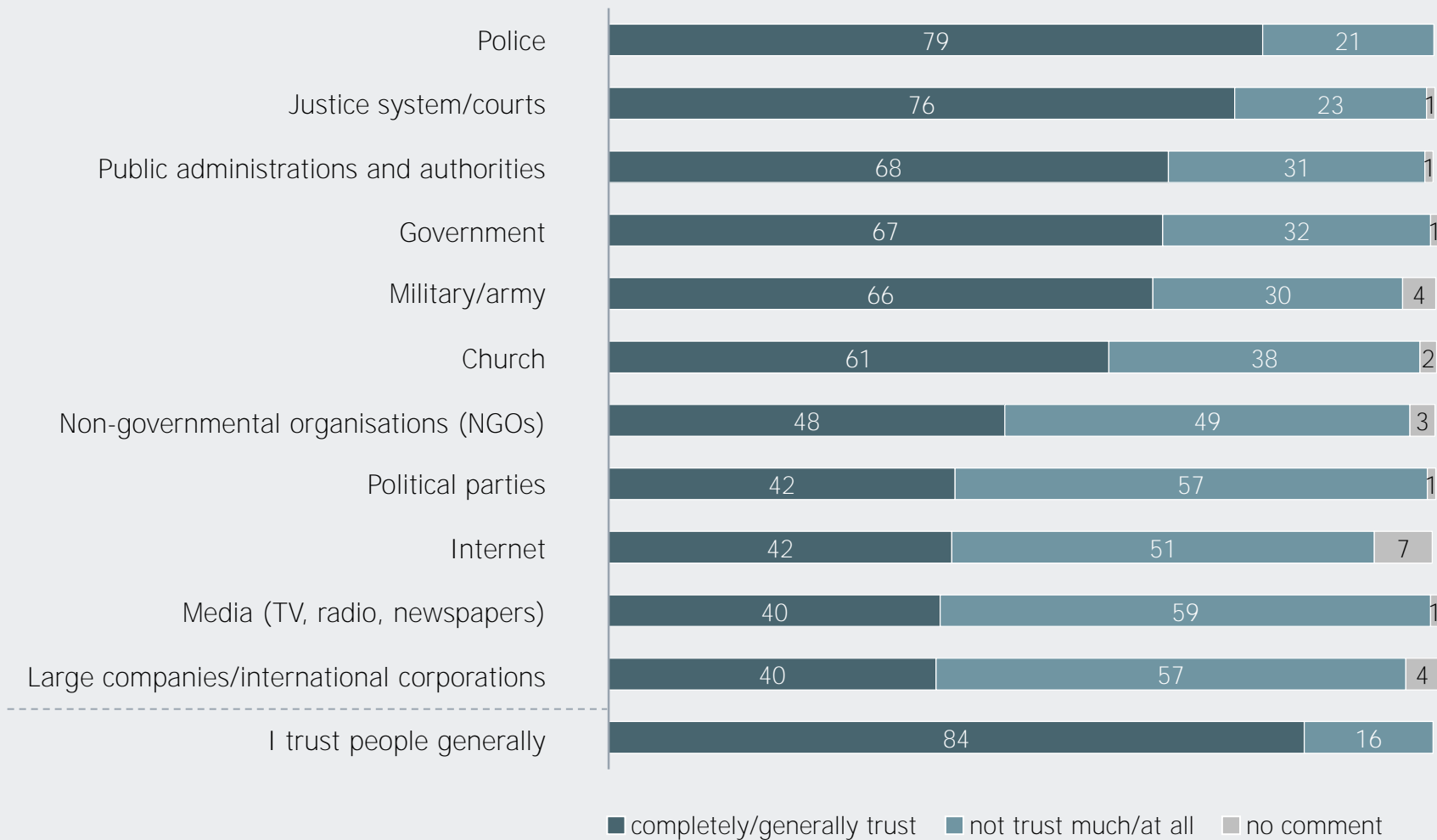
## Findings

- The Swedish population display most trust in the police, with 79%; followed by the justice system and the courts, with 76%. The extent to which the Swedes trust their fellow citizens in general is also very high, with a rating of 84%.
- Compared internationally, confidence in the government is exceptionally high at 67% – this can also be viewed as a mark of confidence in the current minority government of Prime Minister Reinfeldt. Conversely, the political parties come out decidedly worse, with 42%.
- Apparently, the Swedes have least confidence in the media and large international companies both of which share a trust rating of 40% at the bottom of the scale.
- When comparing the sectors, it can be seen that the Swedes have the greatest confidence in consumer electronics and domestic appliance manufacturers with 75%, closely followed by the airlines and commerce, each with 74%.
- General agreement prevails in the stance towards the internet: telecommunication and internet service providers take up the rear among the sectors with 46% and indeed, the world wide web itself is only trusted by 42% of Swedes.



# Trust in institutions in Sweden

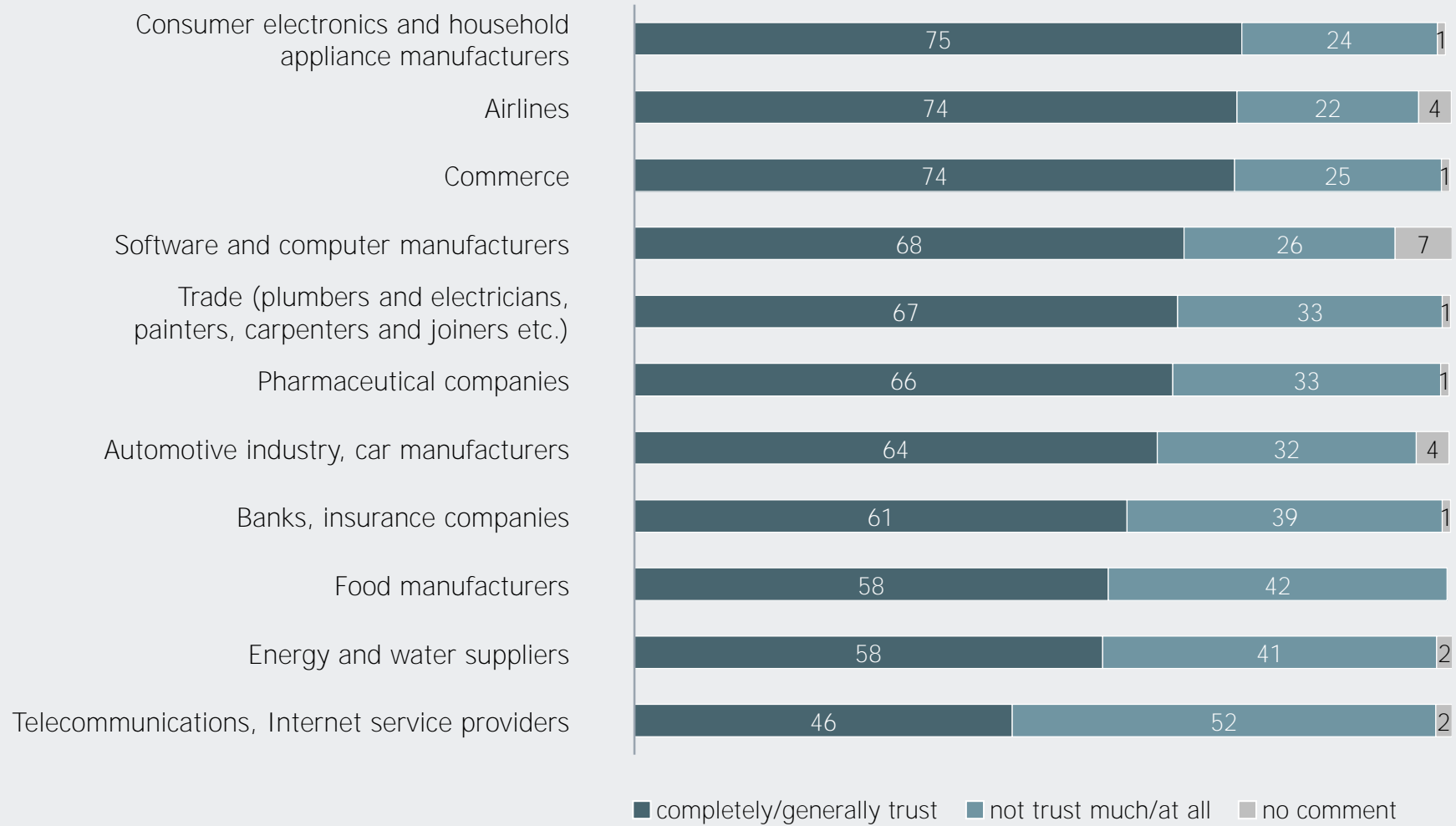
(in %)





# Trust in economic sectors in Sweden

(in %)





# Switzerland



## Population

- Switzerland currently has a population of approx. 7.7 million
- The proportion of foreigners represents approx. 22.5%.



## Economy

- In 2010 GDP rose by 2.7%, whereas 2009 recorded a downturn of -1.9%
- Inflation was low in 2010 (0.7%) compared to other European countries
- In order to curb the upwards trajectory of the Swiss franc, for the benefit of exports, it was decided in September 2011 to set a minimum price of 1.20 francs to the euro



## Politics

- The Swiss confederation is a federal parliamentary state with strong federal characteristics and marked elements of a direct democracy
- Switzerland is a state with very little corruption (CPI\* 8.7)

\*Corruption Perception Index

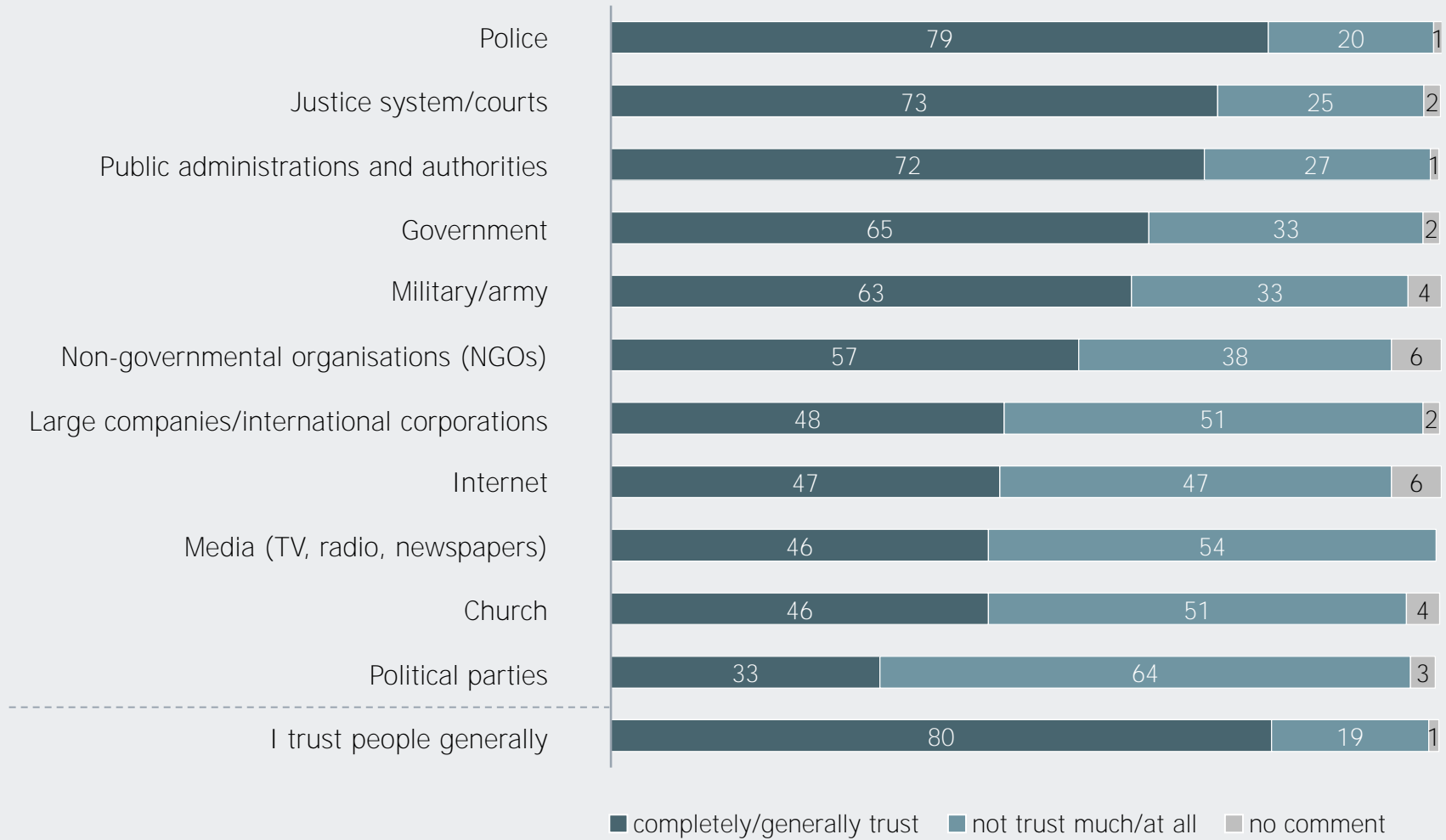
## Findings

- The Swiss particularly trust their police (79%) and in comparison to other states, a very high proportion of the population have confidence in the government (65%). This is possibly a result of the potential for continual political co-determination via regular popular initiatives and referenda.
- This however, does not appear to reflect positively in the perception of the political parties. With just 33%, they are the least trusted of the institutions regarded by a long stretch.
- Within the economic sectors, the Swiss view skilled trades as particularly reliable, with 88%, followed by energy and water suppliers, with 83%.
- The pharmaceutical sector, which accounts for a significant share of Swiss exports, is trusted by approx. two thirds of the Swiss.
- Although just over half (51%) of the Swiss stand behind the banks and insurance companies, they come out as the worst-rated sector in the country. In addition to the repercussions of the financial crisis, current events such as the UBS trading scandal or discussions on agreements for capital taxation have also contributed to a loss in confidence.



# Trust in institutions in Switzerland

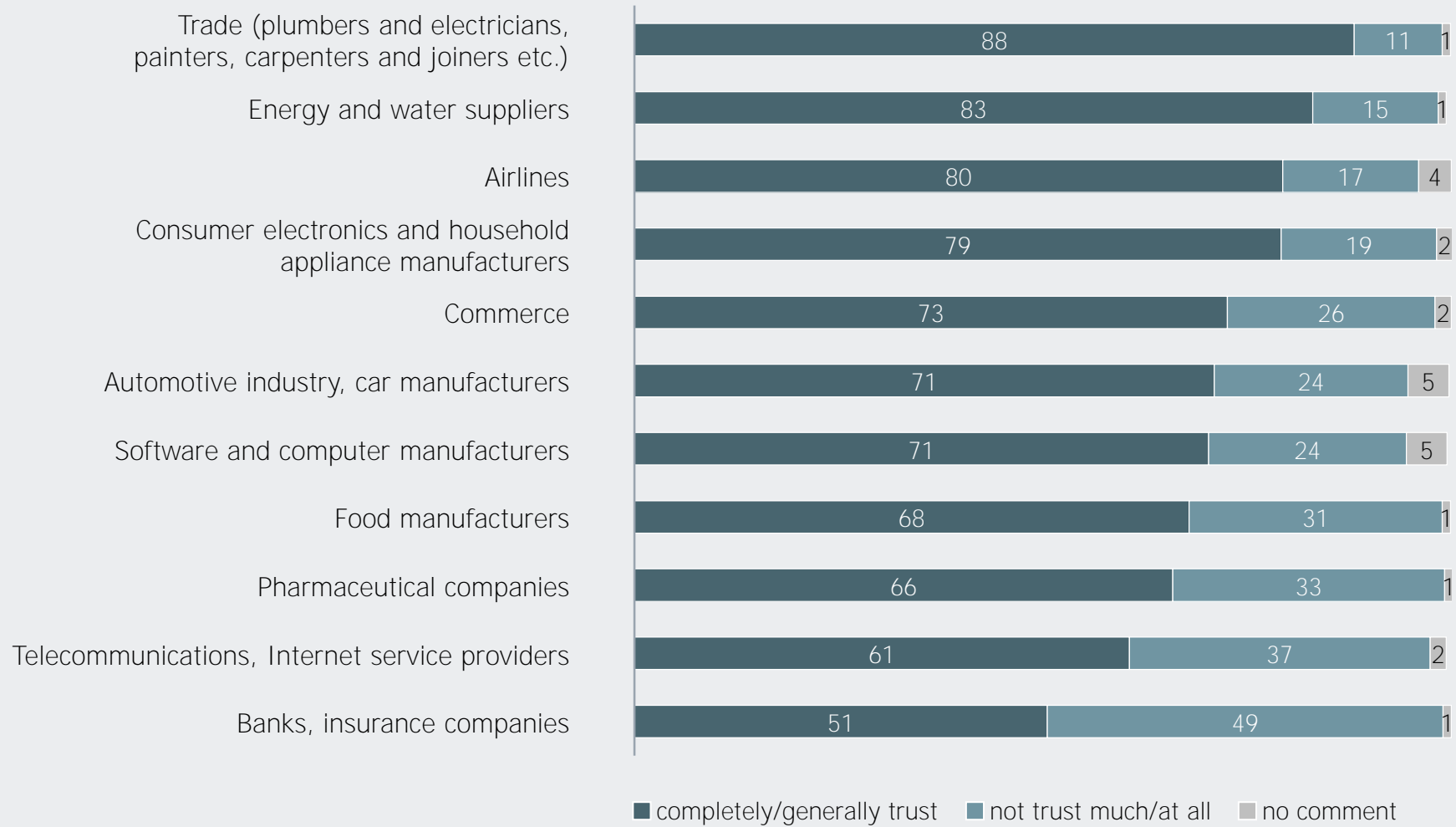
(in %)





# Trust in economic sectors in Switzerland

(in %)





# Turkey



## Population

- Turkey has a population of 72.8 million
- The population is forecast to increase by 850,000 p.a. until 2015
- The proportion of 20-64-year-olds with at least secondary education is 42%



## Economy

- Following a downturn in 2009 (-4.8%), GDP rose by 8.9% in 2010
- Almost every second person employed is also involved in moonlighting



## Politics

- The country is a democratic republic
- The CPI\* rating (4.4) equates with a high degree of corruption
- With a Democracy Index of 5.7, Turkey can be described as a hybrid regime (partly democracy/partly authoritarian regime)

\*Corruption Perception Index

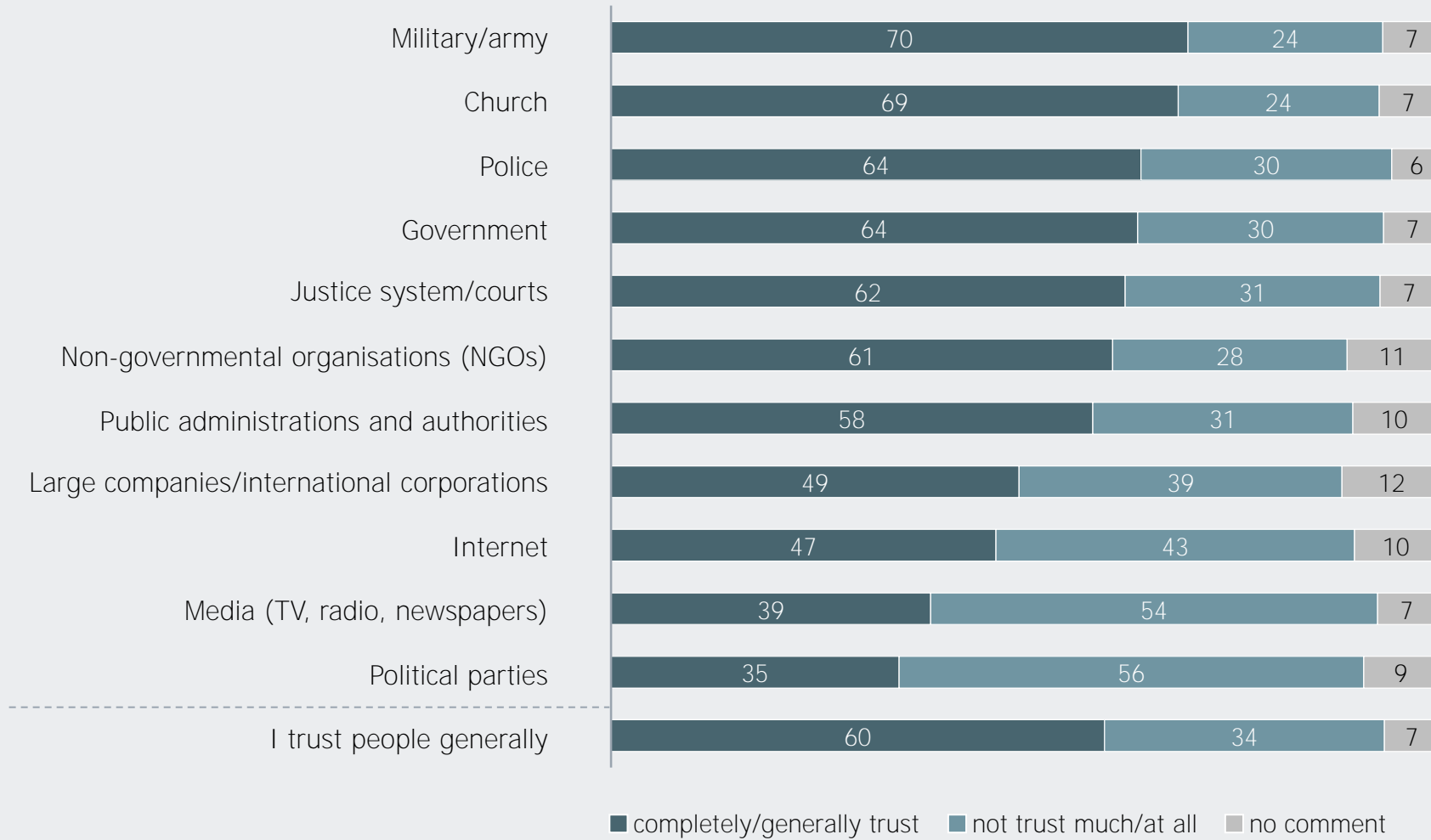
## Findings

- The Turkish population has the greatest confidence in the military and the army (70%). In a historical context, the military has seen itself as guarantor of secular political order since the republic was formed under Atatürk in 1923. Moreover, in comparison to other institutions, the military is less corrupt and largely immune to bribery.
- It is possible that perceived corruption is the reason behind the poor rating given to the political parties – who take last place, with 35%. The government on the other hand takes fourth place with 64%. The governing AKP under head of government, **Erdoğan**, were able to achieve their best election result so far in June 2011.
- A very even picture is revealed in terms of trust in the different economic sectors: the difference between first and last place is just 16 percentage points. Out in front are pharmaceutical companies, airlines and skilled trades, all of which are trusted by around two thirds of the Turkish population.
- Telecommunication and internet service providers take last place and gain the trust of only 47% of Turks.



# Trust in institutions in Turkey

(in %)

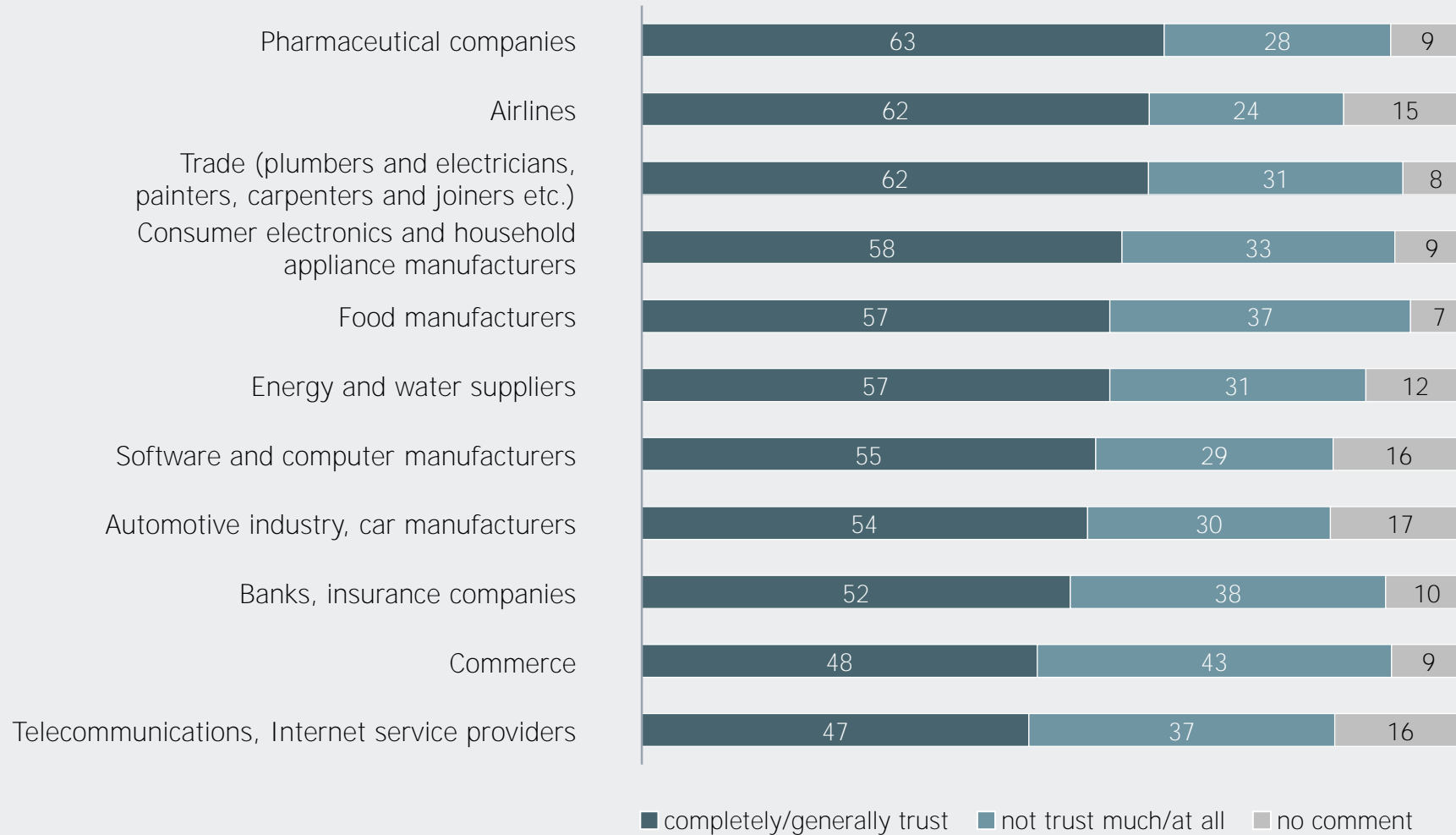






# Trust in economic sectors in Turkey

(in %)





# United Kingdom



## Population

- The United Kingdom has a population of approx. 62 million
- Of which 66% are of working age



## Economy

- Following a fall of 4.9% during the economic crisis in 2009, GDP rose marginally in 2010 (1.3%)
- Inflation in 2010 was 3.3%



## Politics

- Britain is a parliamentary monarchy
- Recently: In August 2011 there was great unrest in some English cities, unleashed primarily through a controversial police intervention – the cause however, is deemed to have been social grievances

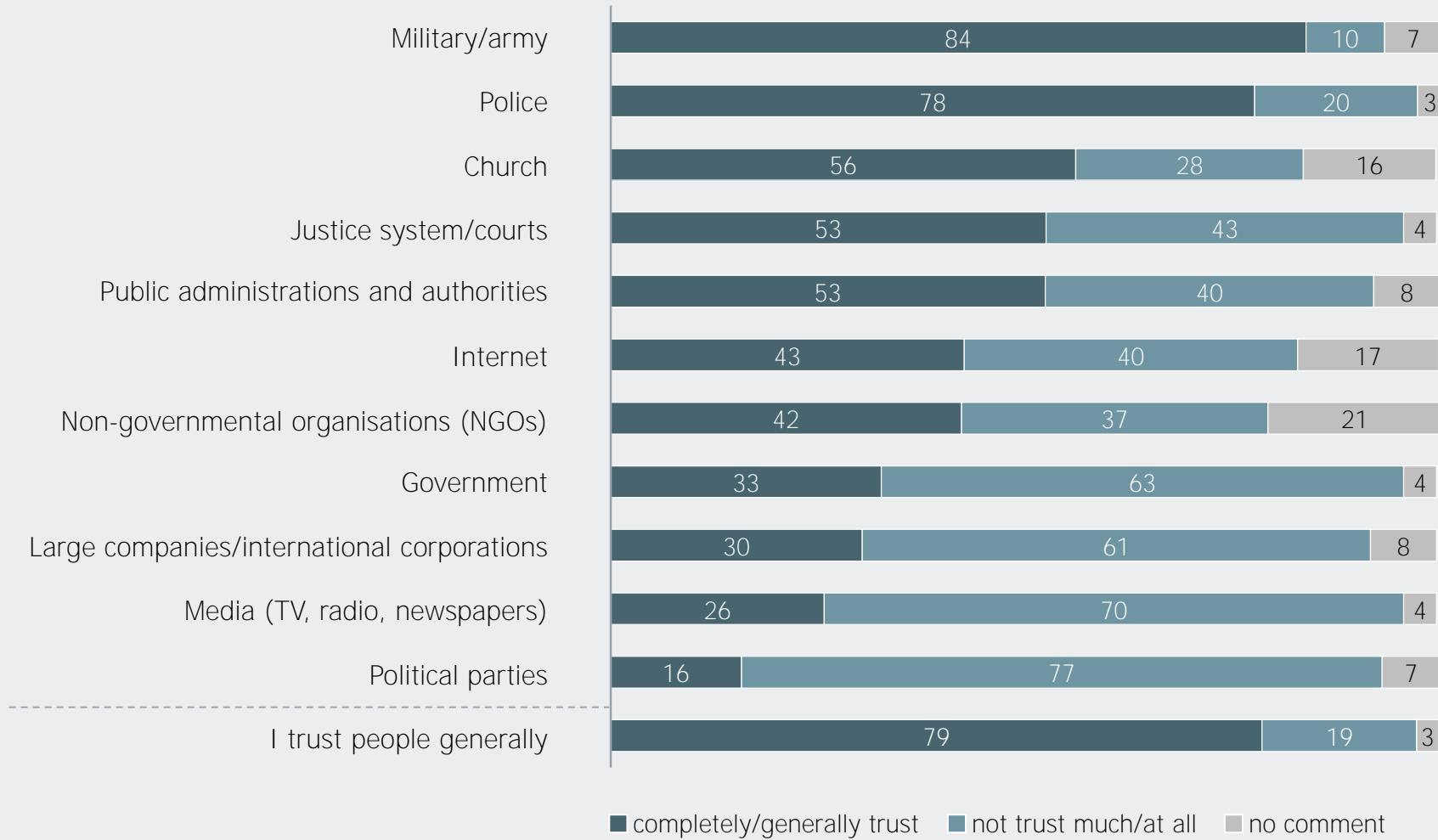
## Findings

- Although the unrest during the summer was triggered and then brought under control by police action, the police force enjoys a very high level of confidence (78%) among the institutions. This said, the population trusts the military (84%) and other people in general (79%) even more.
- The British people, however, have no great confidence in the political parties (16%) and the government (33%). This is possibly a consequence of the latest expenses scandal and the phone tapping allegations against the tabloid newspaper **“News of the World”**, which is closely associated with the world of politics. Thus, it is not surprising that confidence in the media is also currently very low (26%).
- Among the sectors, three appear to be particularly trustworthy and sit jointly at the top: approx. 70% of the population have confidence in consumer electronics and domestic appliance manufacturers, pharmaceutical companies and skilled trades.
- Under half have confidence in the financial services (43%), which is a very important sector for the UK contributing 10% of economic value creation; a similar rating is given to commerce (49%). Overall, trust in the economic sectors is higher than it is for the institutions.



# Trust in institutions in the United Kingdom

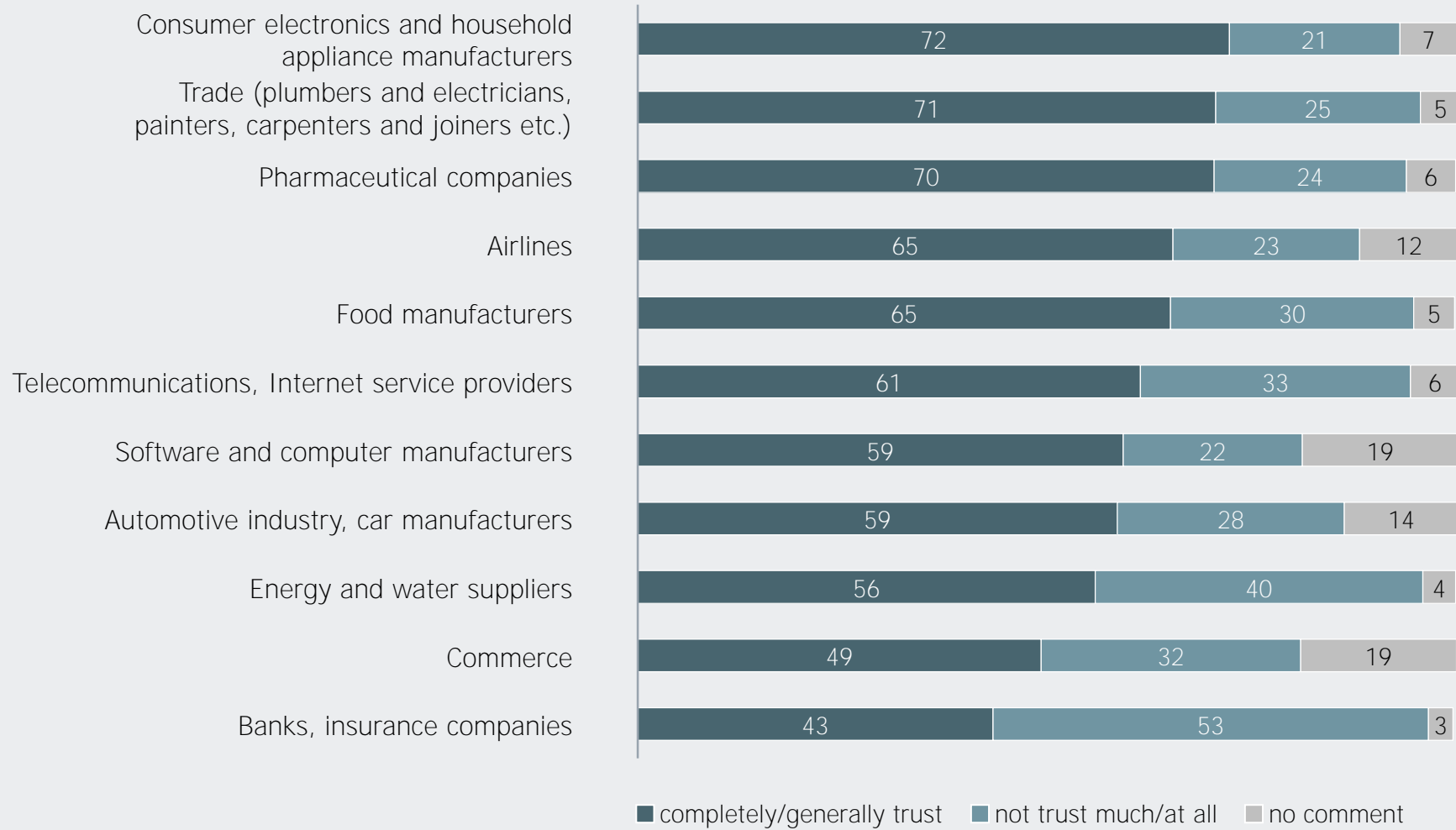
(in %)





# Trust in economic sectors in the United Kingdom

(in %)



# North- and South America in detail

3



# Canada



## Population

- Canada has a population of 34 million
- Among the territorial states, the immigration rate is one of the highest in the world



## Economy

- Following negative development in 2009 (-2.5%), GDP for 2010 has recorded growth of 3.1%
- Canada has an extremely high share of natural resources



## Politics

- Canada is a member of the Commonwealth and a parliamentary monarchy
- Following a vote of no confidence, early elections were held in May 2011 however, the conservative government was once again able to achieve an absolute majority

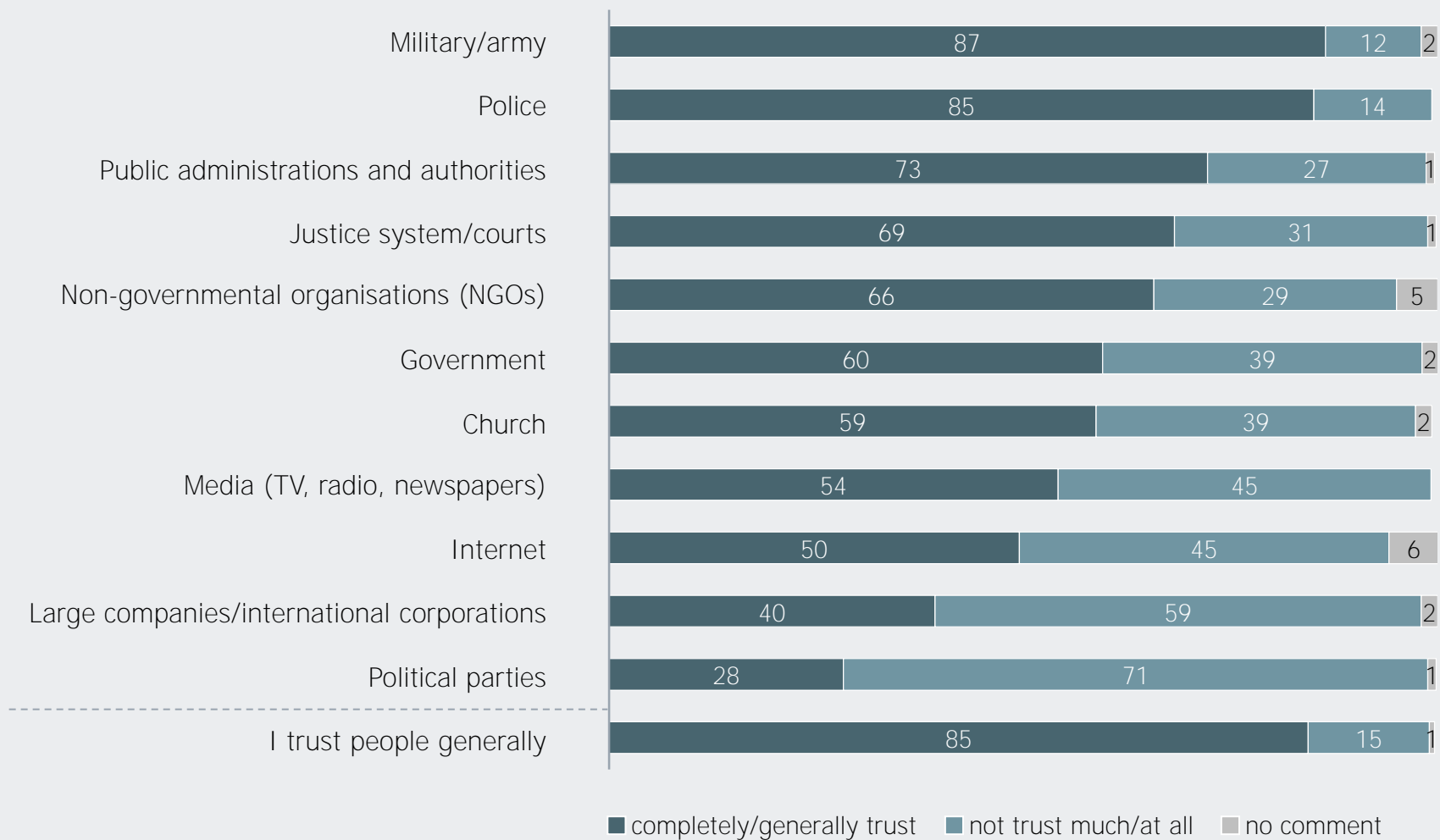
## Findings

- Overall, the trust level in Canada is comparatively high. The military and the army (87%) as well as the police (85%) are out in front in terms of perceived public confidence. The security forces have demonstrated their high reliability in the international area, most recently in the ISAF peacekeeping mission in Afghanistan – since July 2011 however, this has been in a purely educational role. At 85%, trust in other people is also above average when compared on an international level.
- At the bottom of the trust ranking are the political parties with a share of just 28%. This could be attributed to the elections in spring which were described in the media as **“curious”**, whereby the frontrunners were very personal in their comments. The Canadians are, however, obviously satisfied with the result of the elections as 60% are vocal in their confidence in the government.
- When comparing the sectors, Canadians demonstrate greatest confidence in traditional skilled trades (85%). Consumer electronics and domestic appliance manufacturers are also able to record a high public confidence of 82%. The field is however, somewhat narrower in the economic sectors – although telecommunication and internet service providers are in last place, 57% of Canadians still trust them. According to Forbes, the telecommunications service provider Bell Canada (BCE) is the ninth largest company in the country.



# Trust in institutions in Canada

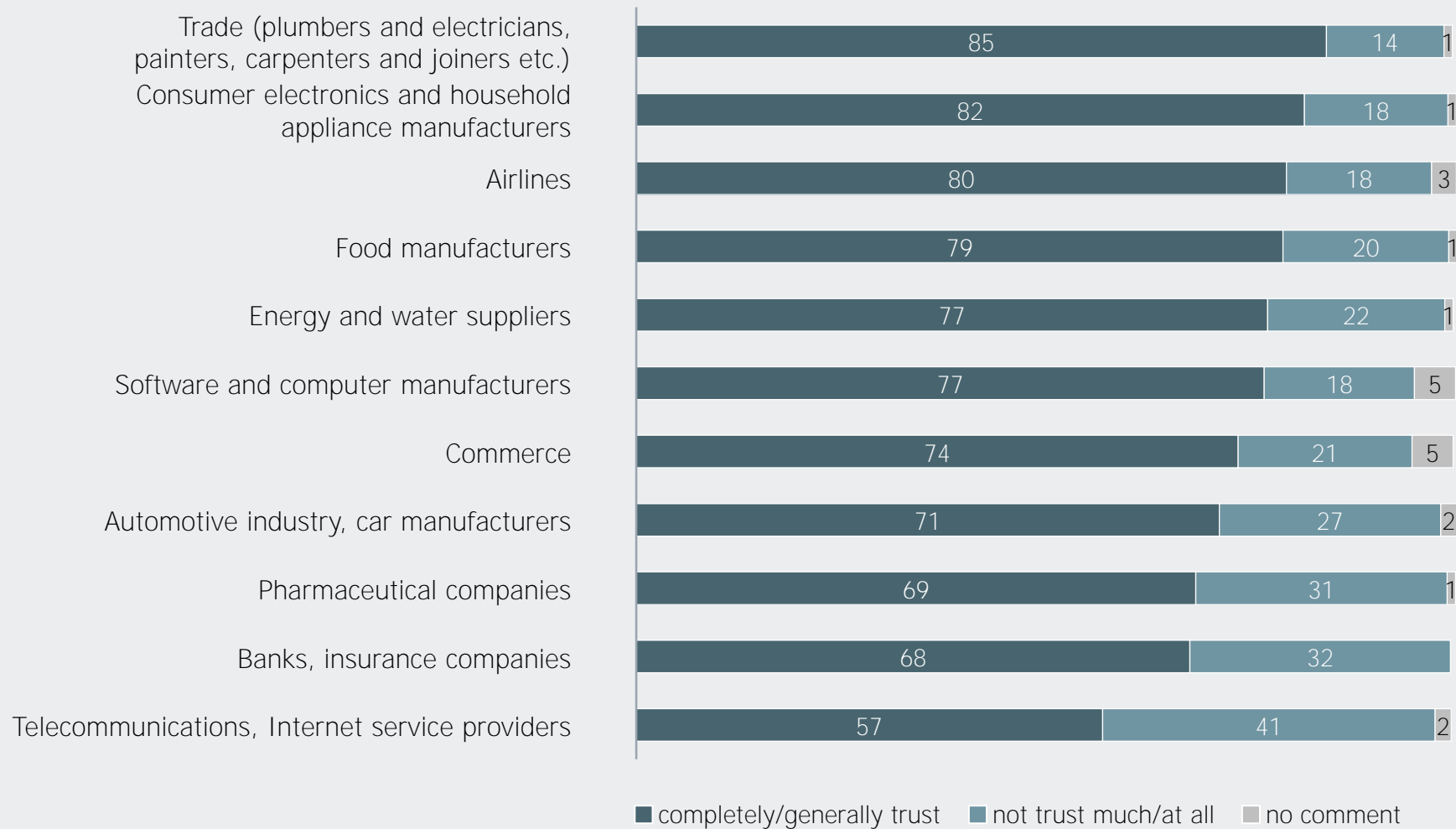
(in %)





# Trust in economic sectors in Canada

(in %)







# United States of America



## Population

- 310.4 million people currently live in the USA
- The population is forecast to increase by 2.7 million p.a. until 2015



## Economy

- Following a marked downturn of 2.7% in 2009, GDP rose again in 2010 to the tune of 2.9%
- In autumn 2011 unemployment was at 9.0%
- The USA has recorded a foreign trade deficit for many years



## Politics

- The USA is a presidential federal state
- It exhibits very little corruption with a CPI\* value of just 7.1
- Since the 2001 terror attacks, the worldwide fight against terrorism, in particular against Al-Qaida, has become a primary objective in terms of American policy

\*Corruption Perception Index

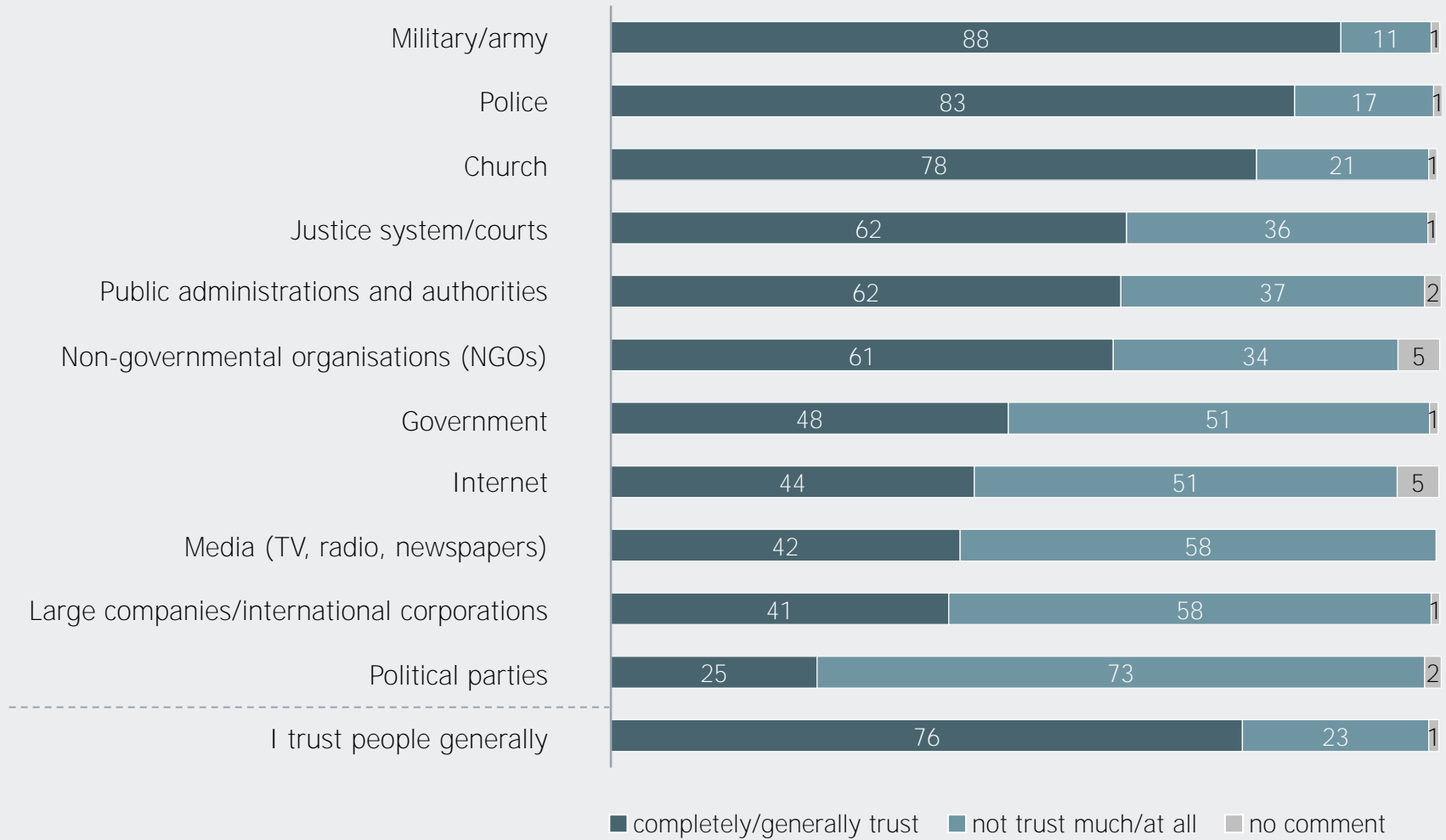
## Findings

- Americans have the most confidence in the military and the army (88%). Public confidence in the military has certainly been strengthened thanks to successes in the fight against terrorism – particularly the successful strike against Osama bin Laden. Similarly high levels of trust are enjoyed by the police (83%) and the church (78%). Given that studies show that approx. 9 out of 10 Americans belong to a religious community and actively practice faith, this is not surprising.
- The political parties are attributed the least confidence (25%). The party-political argument regarding the raising of the domestic **budget's** upper ceiling could well be partly responsible for this. The government itself is given a significantly better rating of 48%.
- Compared to their international counterparts, Americans have a significantly above-average level of confidence in the sectors. Out in front are consumer electronics and domestic appliance manufacturers, software and computer manufacturers and skilled trades, all rating over 80%.
- The lowest confidence among the sectors, with just 64%, goes to the banks and insurance companies. Compared with other countries however, this is still very high. This relatively poor placing is almost certainly a result of the financial crisis.



# Trust in institutions in the United States of America

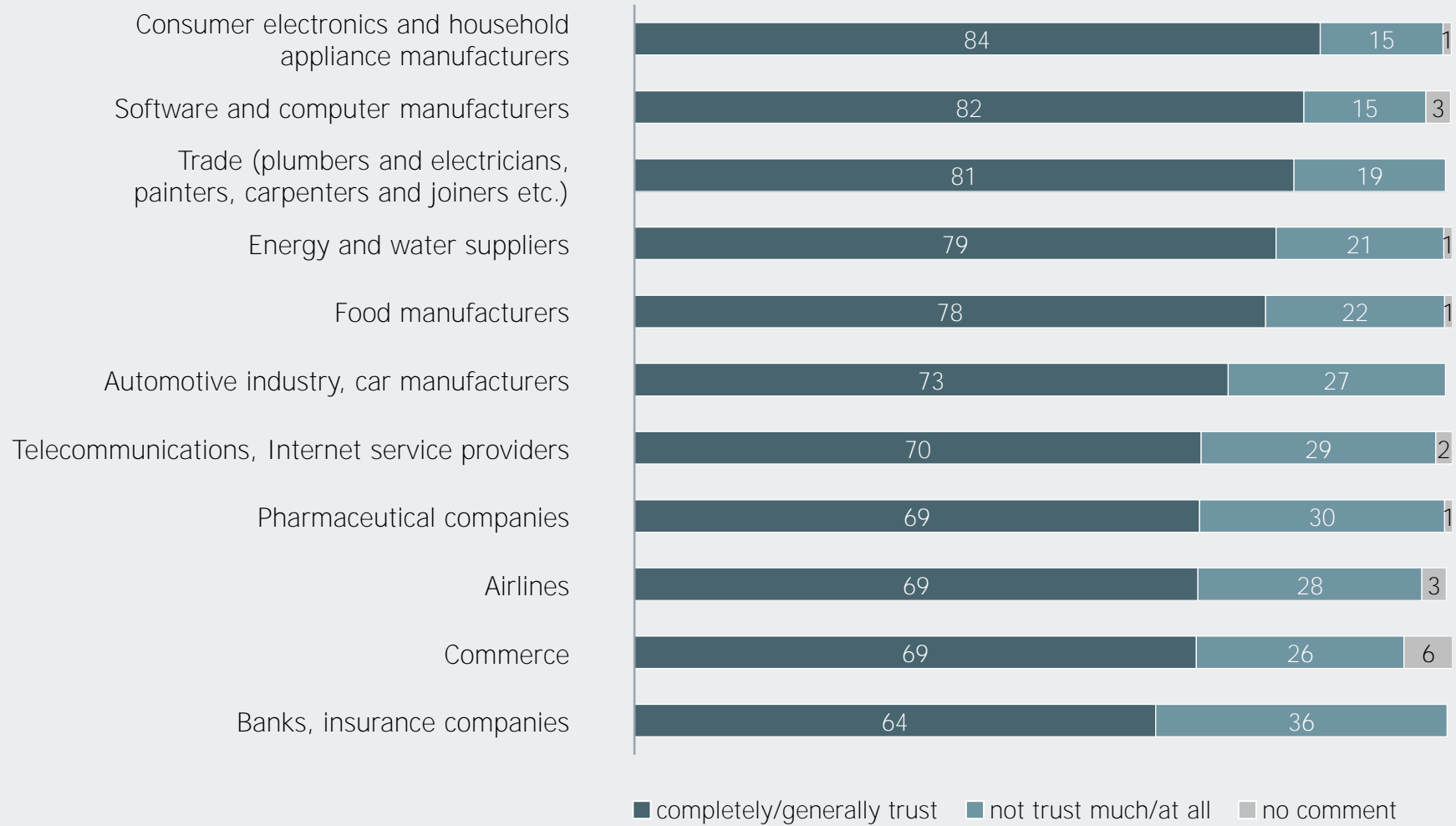
(in %)





# Trust in economic sectors in the United States of America

(in %)





# Argentina



## Population

- Argentina is the eighth largest country in the world in terms of surface area and has a population of just 40.4 million
- The population is forecast to increase by 353,000 p.a. until 2015



## Economy

- Since the national bankruptcy in 2001, Argentina has once again recorded positive growth of between 7% and 9%
- **The country's economy is traditionally characterised by agriculture**



## Politics

- Argentina is a presidential federal republic
- The CPI\* of 2.9 indicates a notable degree of corruption
- According to the Democracy Index (6.8), **Argentina is a "flawed" democracy**
- In the presidential elections at the end of October 2011, Cristina Kirchner achieved a significant election victory and thus followed in the footsteps of her husband who had died just one year ago

## Findings

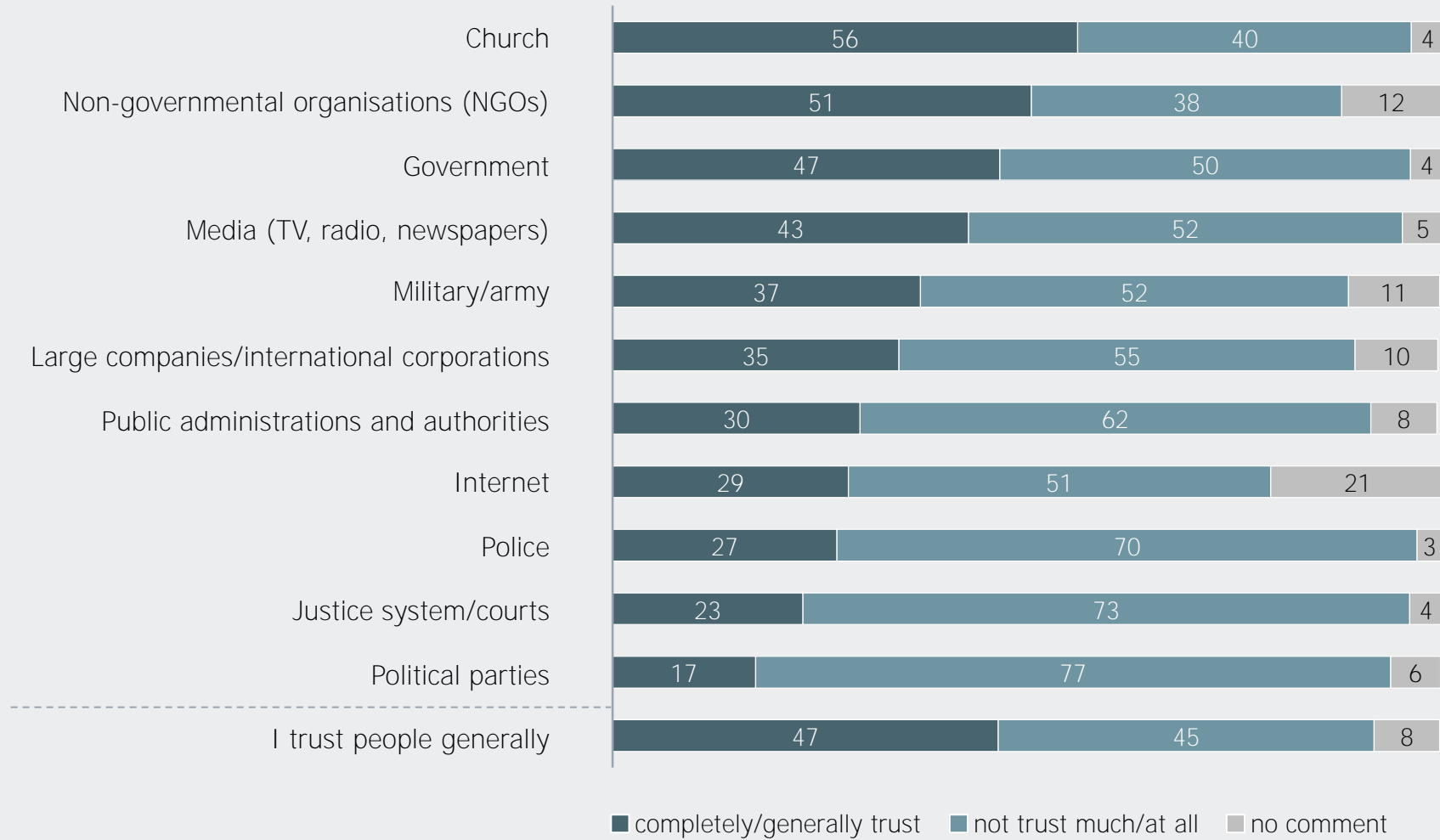
- As regards the church, the predominantly catholic Argentines show a particularly high level of trust in the church (56%). Non-governmental organisations are also evaluated positively with a rating of 51%. This could be due to popular organisations such as "**Madres de Plaza de Mayo**" who, during the military dictatorship, openly protested against the abduction of their studying children and who, since the introduction of democracy, have, amongst other things, been involved in the building of low income housing.
- **Argentina's** political system is characterised by the powerful position of the president and a fragmented political party landscape – it is these parties which are trusted least by the population (17%). At 47%, confidence in the government is significantly higher. Yet, the presidential elections were held after this survey took place. Corruption problems in the country might explain why the Argentines trust the justice system (23%), the police (27%) and the authorities (30%) so little.
- In agriculture-based Argentina, 69% of the population have confidence in the food industry, whilst commerce takes the top spot with 72%. The lower positions are held by the telecommunications sector (35%), and the banks and insurance companies (33%). In addition to the consequences of the banking and economic crisis, it is possible that the state bankruptcy of 2001 still plays a role in this lack of trust.

\*Corruption Perception Index



# Trust in institutions in Argentina

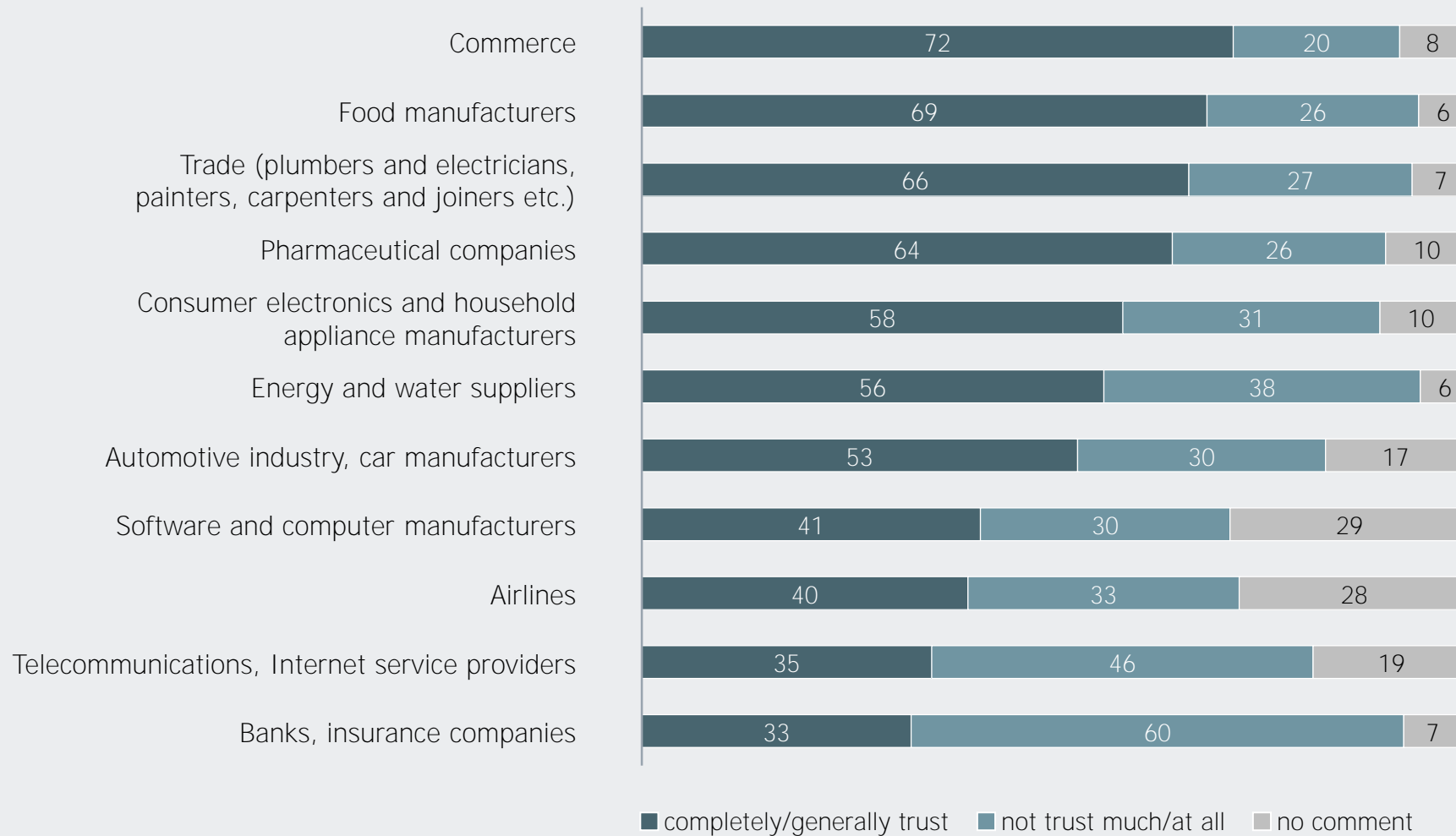
(in %)





# Trust in economic sectors in Argentina

(in %)





# Brazil



## Population

- Brazil, which is one of the BRIC countries, has a population of 194.9 million
- Only 57% of those aged between 20 and 64 have at least secondary education



## Economy

- Following a nominal minus in GDP in 2009, the positive trend was continued in 2010, with a rise of 7.5%
- Inflation was at 5% in 2010, just as in previous years
- Average individual earnings in Brazil are approx, 9,400 USD



## Politics

- Brazil is a presidential federal republic
- The CPI\* value of 3.7 indicates a relatively high perception of corruption

\*Corruption Perception Index

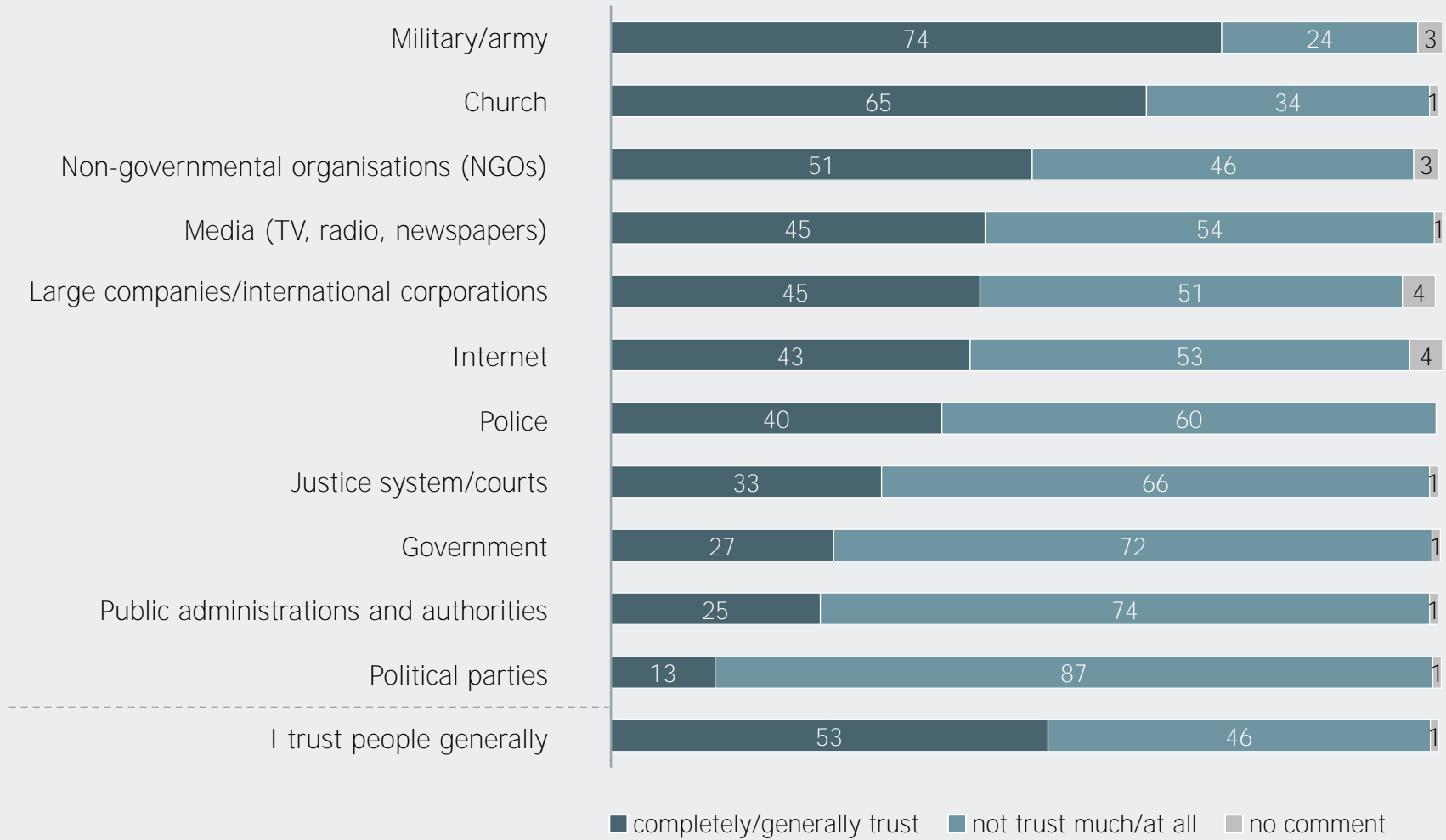
## Findings

- Heading up confidence in the institutions are the military and the army with 74% – the changed role following the military dictatorship (until 1985) is obviously positively perceived by the Brazilian population. The police, on the other hand, are met with very little trust (40%) and the crime rate is one of the highest in the world. 65% of respondents trust the church – which is certainly also a result of a marked tendency towards religion amongst the predominantly Catholic Brazilians.
- The political parties are viewed with a certain scepticism and are attributed a confidence rating of just 13%. Similarly, public agencies, authorities and public administration (25%) as well as the government (27%) experience very little trust in comparison with other countries. Among other issues, various corruption scandals reaching into upper political circles could be responsible for this.
- Confidence in the sectors examined is on average higher than in the institutions. Here, the pharmaceutical industry takes first place (66%). The automotive industry, commerce, and consumer electronics and domestic appliance manufacturers also enjoy high levels of confidence, each scoring 64%.
- Only telecommunication and internet service providers are trusted by less than half of the population, with just 46%.



# Trust in institutions in Brazil

(in %)

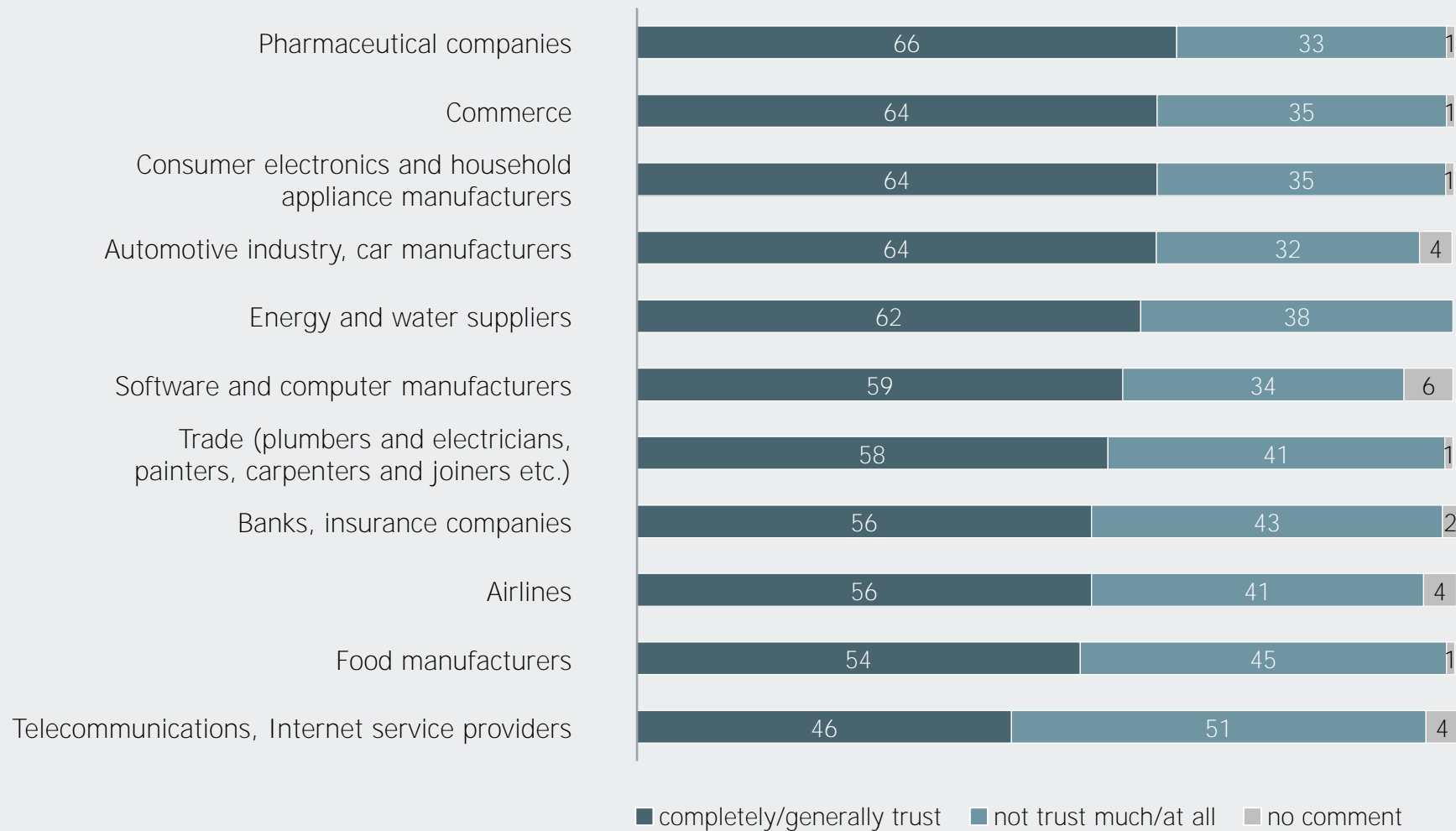






# Trust in economic sectors in Brazil

(in %)



# Asia and the Pacific in detail



# Australia



## Population

- Australia currently has a population of 22.3 million
- This traditional country of immigration forecasts a population increase of 305,000 p.a. until 2015



## Economy

- As a result of its stable export base, Australia has fared the economic crisis well
- In 2010 this led to an increase in GDP of 3.3%



## Politics

- According to the constitution of 1901, Australia is a parliamentary monarchy in the Commonwealth
- The country has been run by a minority government since August 2010

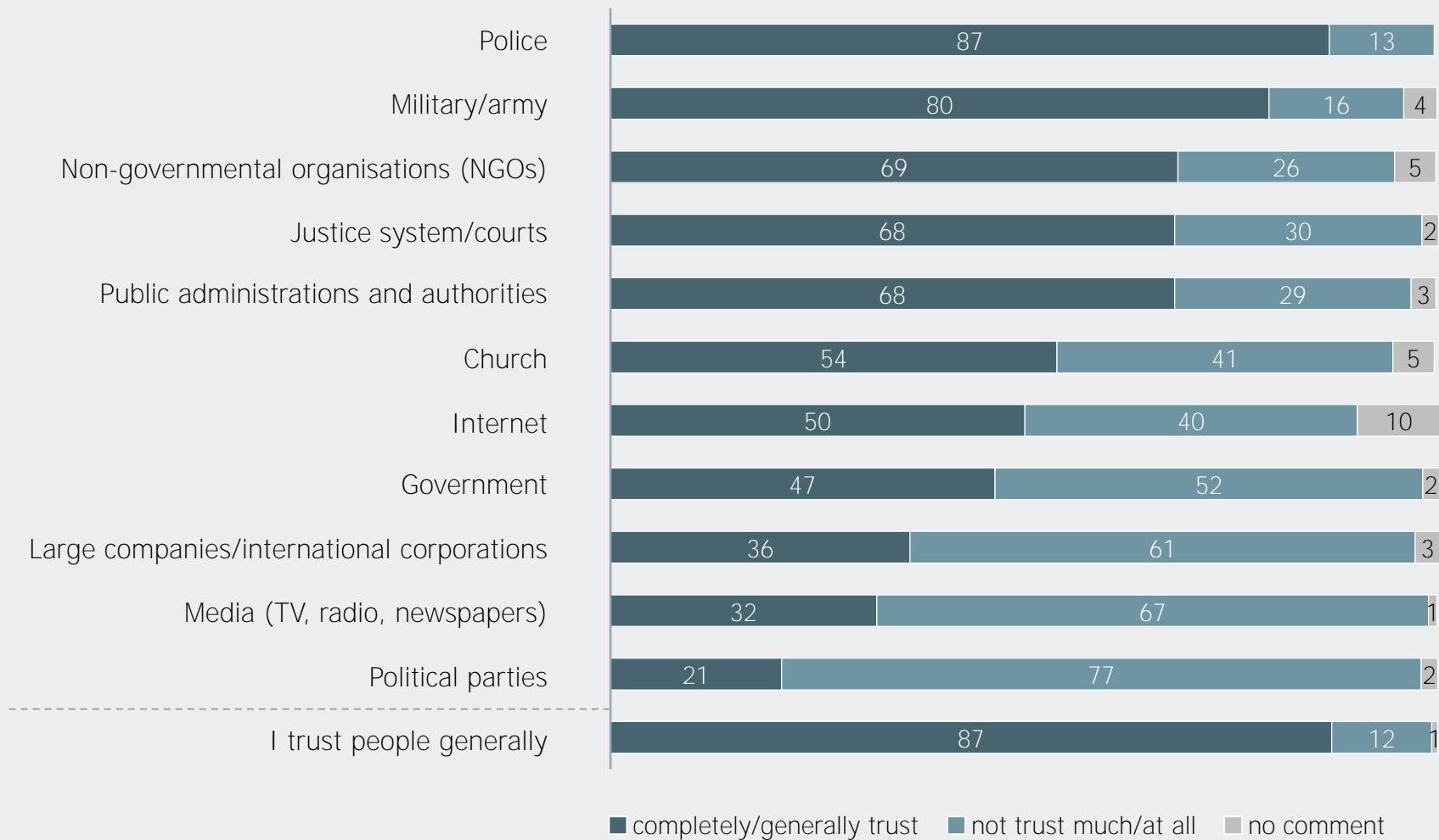
## Findings

- The biggest loser in the early parliamentary elections in 2010 was the governing party (Labour Party / ALP). Observers view the causes of this, among other issues, to be a loss in credibility of Gillard, the prime minister. With 21%, the political parties are attributed a rather low level of trust.
- For the police (87%), and the military and the army (80%) the situation is quite different – they are most trusted by the Australians among the institutions. The government is only in the middle of the pack with a rating of 47%. This could be a result of pursuing the plan of further reducing the treasury deficit despite the effects of the economic crisis and the flood disaster at the end of 2010.
- The Australian population shows itself to have great trust in the consumer electronics and domestic appliance manufacturers (80%) and the airlines (79%) regarding economic sectors. They are followed by software and computer manufacturers (75%) – this could also be interpreted as an expression of pragmatic affinity for technology.
- In last place are the telecommunications and internet service providers (51%) and the banks and insurance companies (54%) – both representatives of the service sector – which contribute over 70% to **Australia's** GDP.



# Trust in institutions in Australia

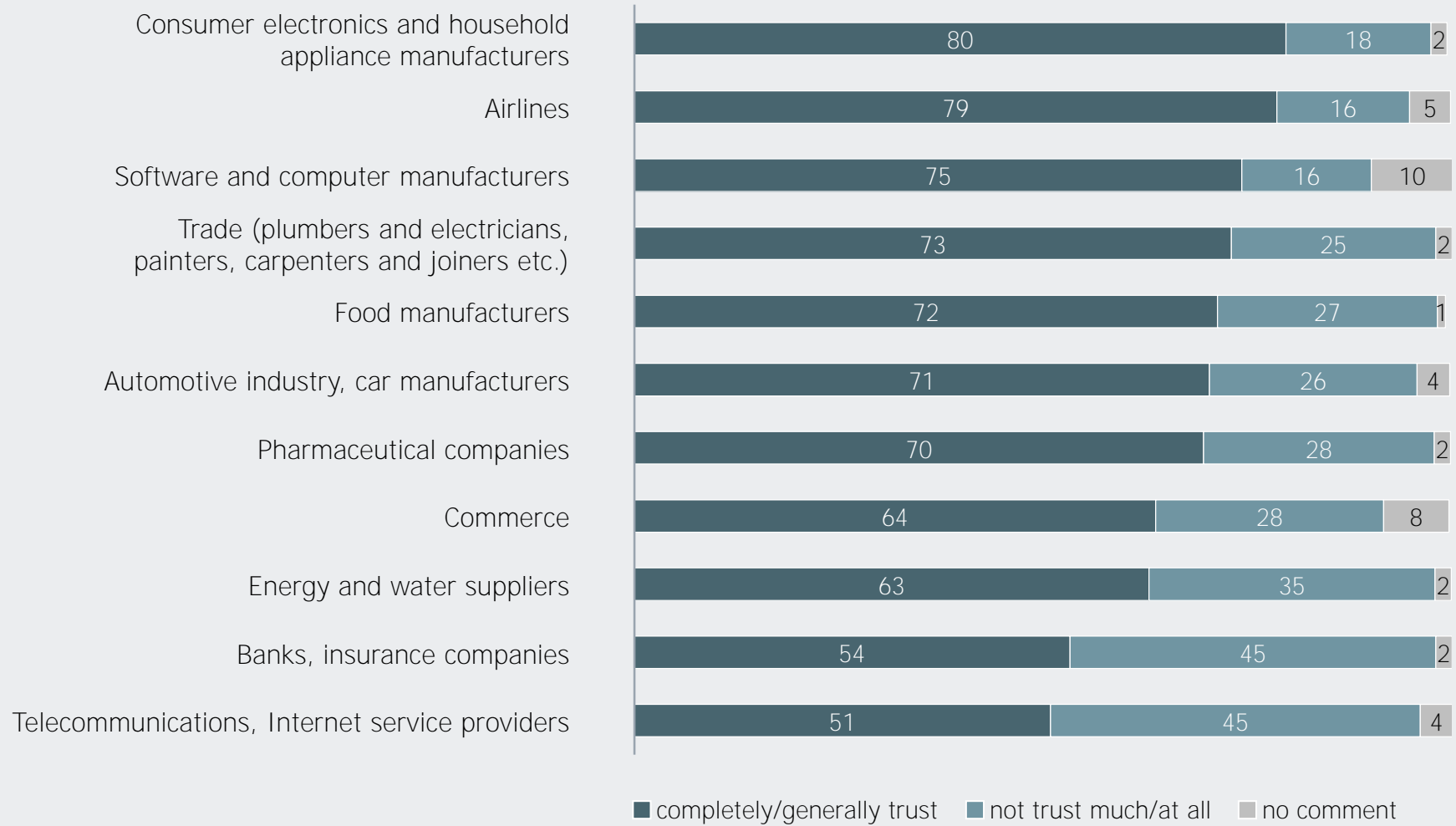
(in %)





# Trust in economic sectors in Australia

(in %)





# India



## Population

- Over 1.2 billion people live in India
- The population is forecast to grow by 16.7 million p.a. until 2015, making India the fastest growing nation on earth
- Just over 42% of those aged between 20 and 64 have completed at least secondary education



## Economy

- The economy is recording high levels of growth (2010: 9.7%) but inflation is also continually on the rise (2010: 12%)
- Economic success mostly benefits those living in the cities



## Politics

- India has been a secular federal republic since 1950
- The CPI\* value of 3.3 reflects high levels of corruption and the Democracy Index (7.3) categorises India as a flawed democracy

\*Corruption Perception Index

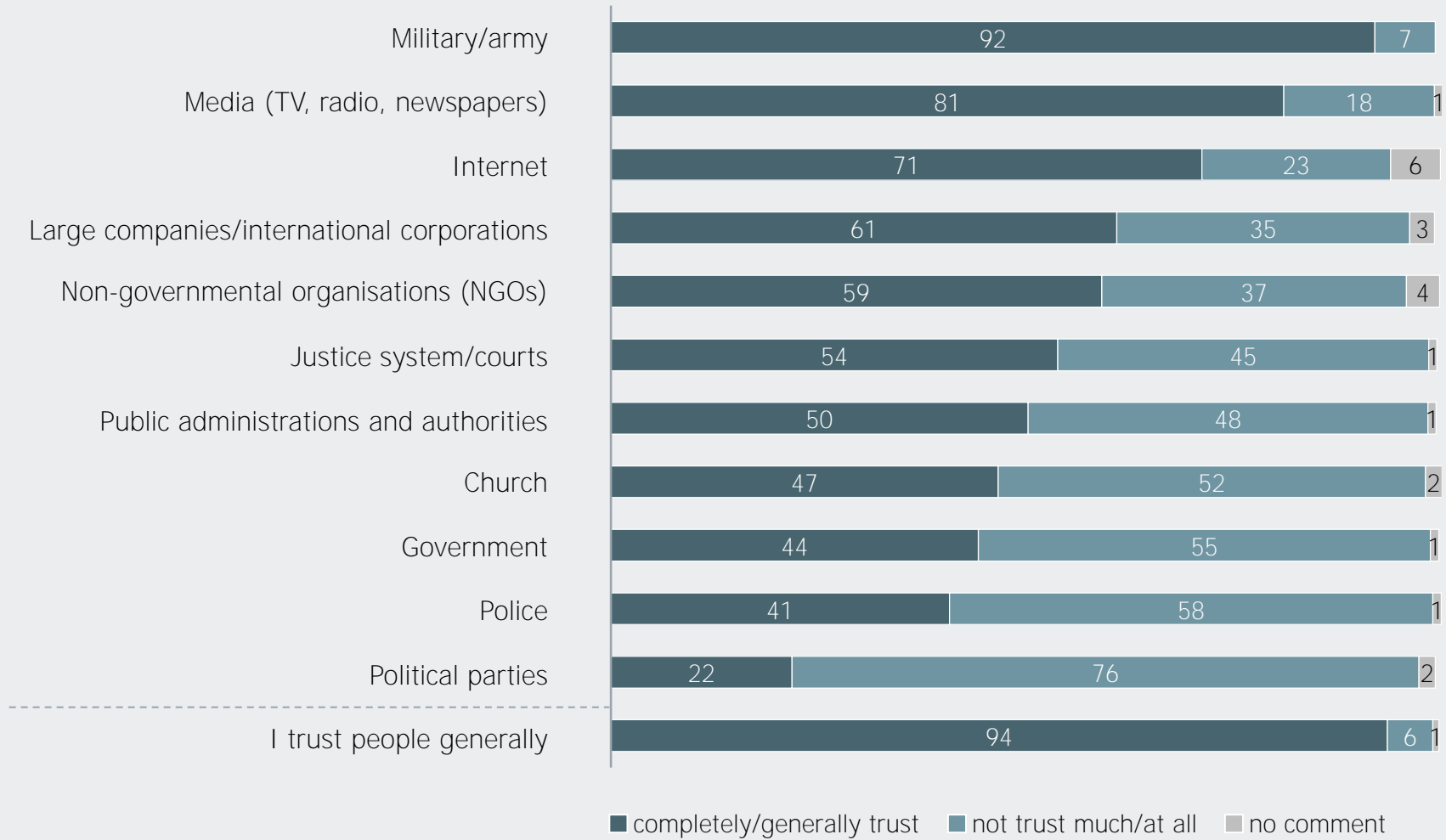
## Findings

- The Indian population has the greatest confidence in the military and the army (92%). Enduring conflicts with neighbouring states including China and Pakistan allow military force to be seen as manifestly necessary and trustworthy.
- Trust in the parties (22%), the police (41%) and the government (44%) on the other hand comes out below average. This is certainly a consequence of various corruption scandals and mismanagement, like for example the Commonwealth Games or regarding the auction of mobile phone licences.
- Compared with other countries, India records the highest average level of confidence in the economy. In addition to an actual high level of trust, the fact that it is less common to express criticism directly in India may also play a role in this statistic. However, there are different gradations here, too. As such, comparatively few Indians trust skilled trades (68%): possibly an indication of the qualitative room for improvement in the delivery of trade services.
- Food manufacturers enjoy the highest levels of confidence (86%) in India: a country which is highly characterised by agriculture which in turn accounts for just under a fifth of the national GDP. The role of the service sector as a growth driver in the Indian economy can explain why 82% trust the banks and insurance companies and 83% have confidence in the IT sector.



# Trust in institutions in India

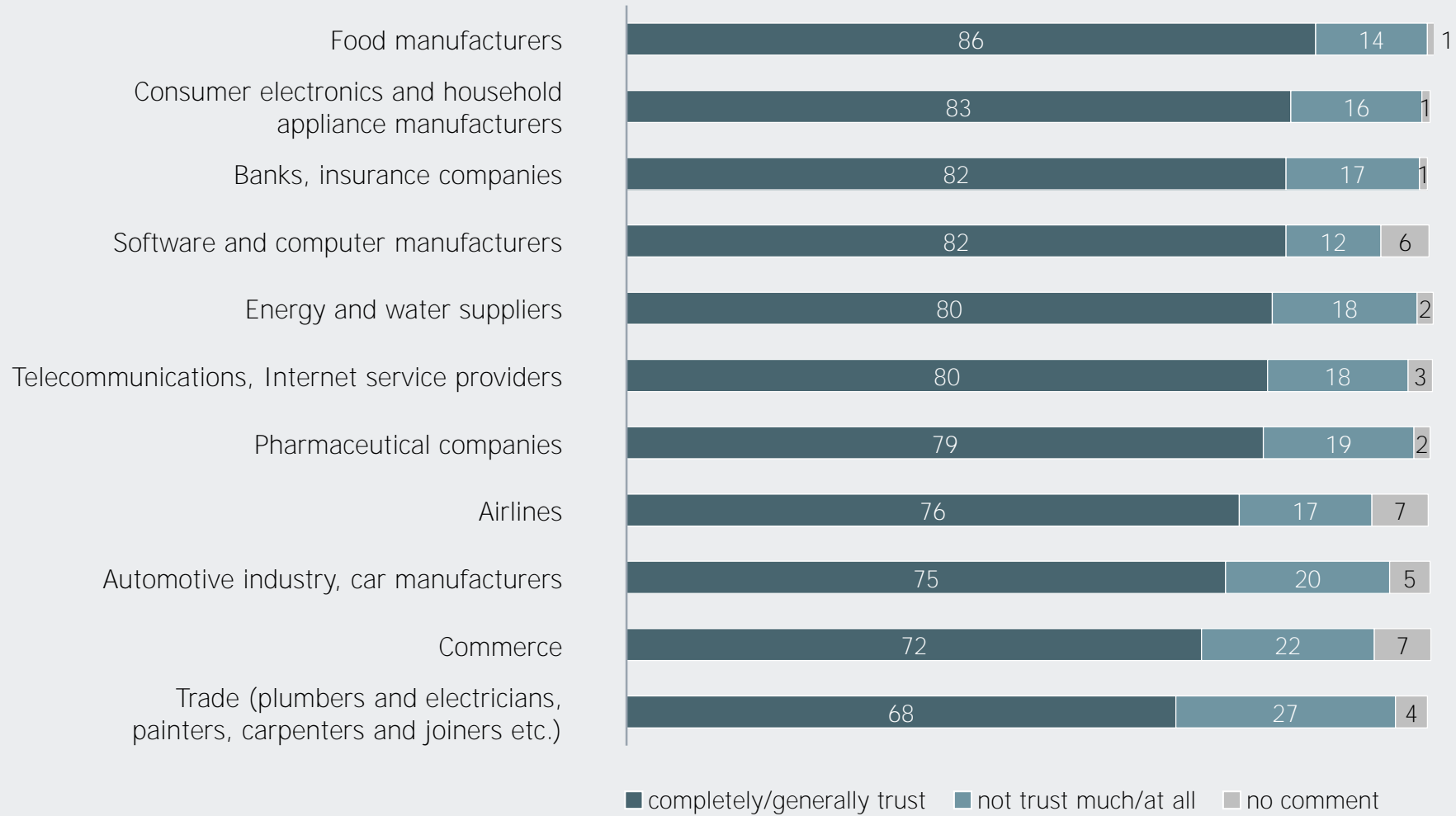
(in %)





# Trust in economic sectors in India

(in %)







# Indonesia



## Population

- With a population of 240 million, Indonesia is the largest Muslim country in the world
- The population is expected to continue to grow by 2.4 million p.a. until 2015



## Economy

- Despite economic growth of 5-6% over the past years, poverty is still widespread: 60% of the population live on less than 2 US dollars a day
- Economic development varies between the islands as there are large regional differences in education and infrastructure



## Politics

- Indonesia has been a presidential republic since 1945 and has been internationally recognised as a democratic state since the elections in 2004
- The CPI\* of 2.8 indicates a high degree of perceived corruption
- The country has been hit time and again by terrible natural catastrophes such as earthquakes and volcanic eruptions

\*Corruption Perception Index

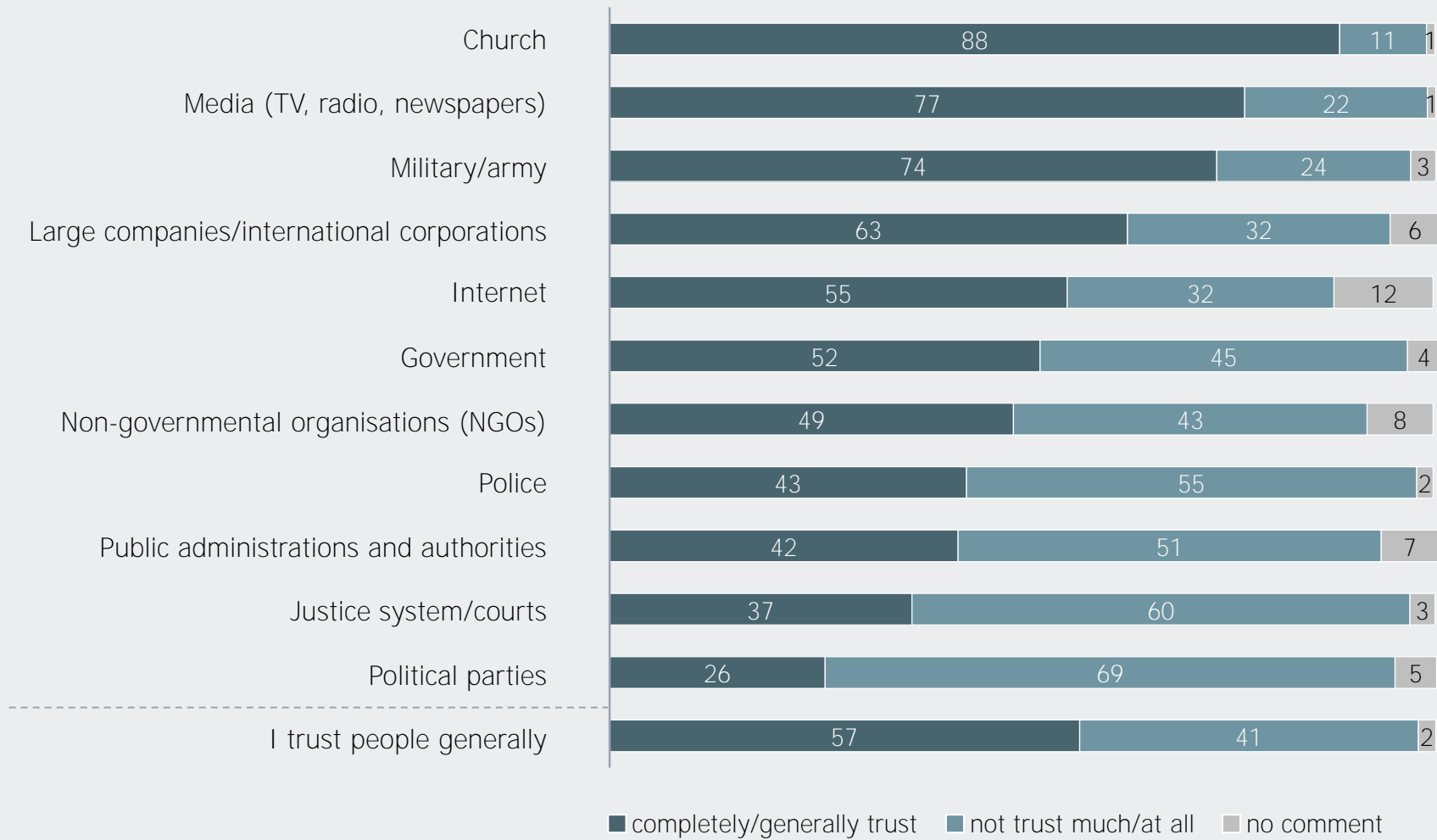
## Findings

- The church and religious institutions in the overwhelmingly Muslim nation are attributed the greatest trust among the institutions cited, with a rating of 88%. The media is viewed with a similarly high level of trust (77%) – as a result of the freedom of the press it guarantees largely independent news reporting. Despite censorship imposed in 2010 regarding pornographic content on the internet, which also impaired general internet use, 55% of Indonesians still have confidence in the Internet.
- Corruption in banking practices and in the police contributes to a lack of legal security. This, along with attacks on the integrity of the anti-corruption authority KPK, might explain why only 43% trust the police, 42% trust the public administrations and 37% trust the justice system. These lie at the bottom of the ratings, just ahead of the political parties, with 26%.
- In contrast, confidence in the economic sectors is on average higher than in the institutions – and also greater than in most other countries. As a result the trust values are fairly tightly grouped. Clearly in front are the pharmaceutical companies (86%) and the skilled trades (83%). However, the computer and software manufacturers, who take up last place among the sectors with 69%, are just 17 percentage points behind the leader.



# Trust in institutions in Indonesia

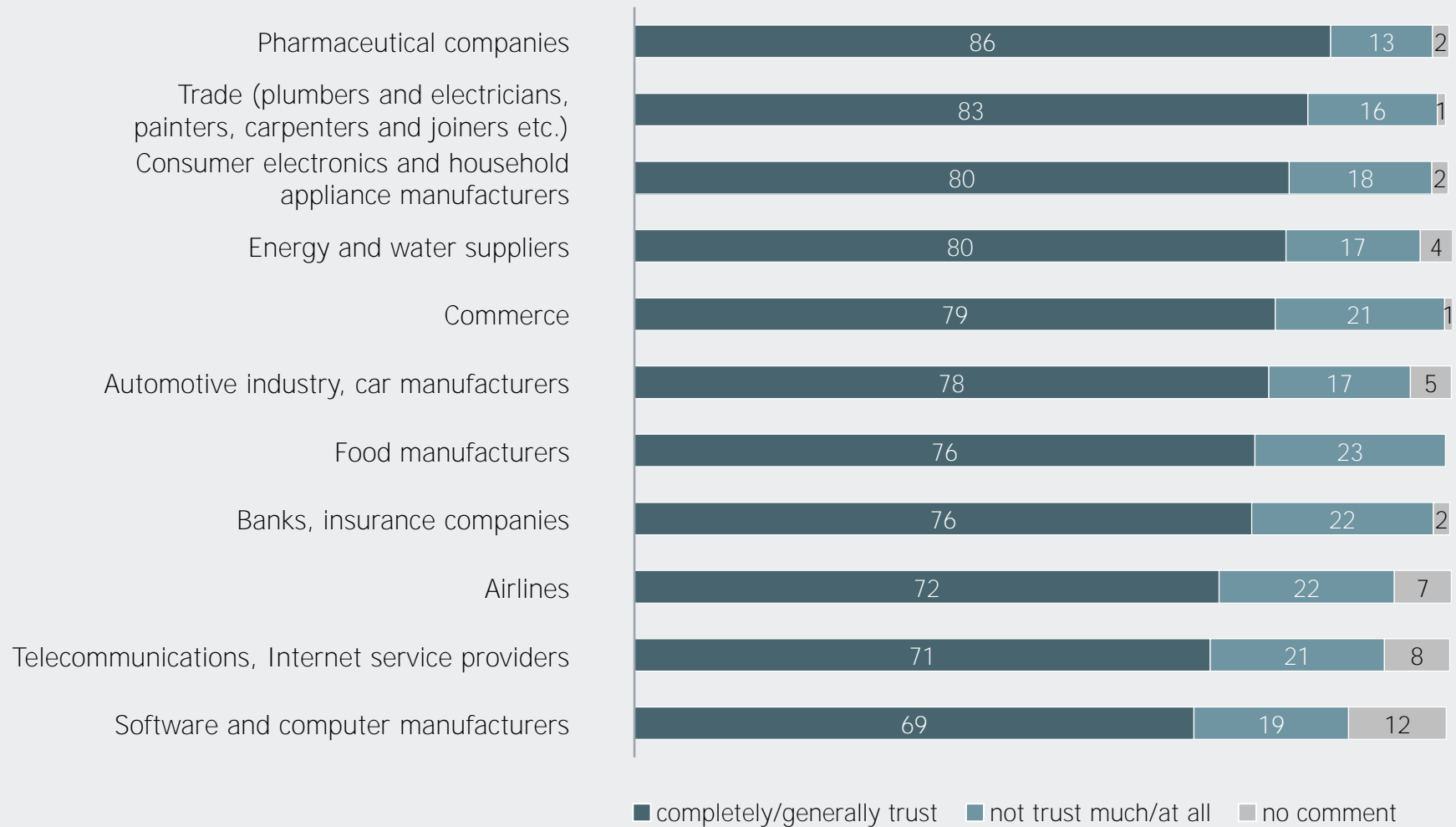
(in %)





# Trust in economic sectors in Indonesia

(in %)





# Japan



## Population

- 126.5 million people currently live in Japan
- The population is one of the oldest in the world
- High level of education: 99,7% of those aged between 20 and 64 have completed at least secondary education



## Economy

- Following a downturn of -6.3% in 2009, GDP grew by 3.9% again in 2010
- Japan has been economically shaken once again as a result of the earthquake and tsunami in March 2011 and the resulting reactor disaster. Production has been halted and a slump of -0.9% is predicted for GDP in 2011.



## Politics

- Japan is a secular parliamentary monarchy
- With a CPI\* value of 7.8, perception of corruption is low

\*Corruption Perception Index

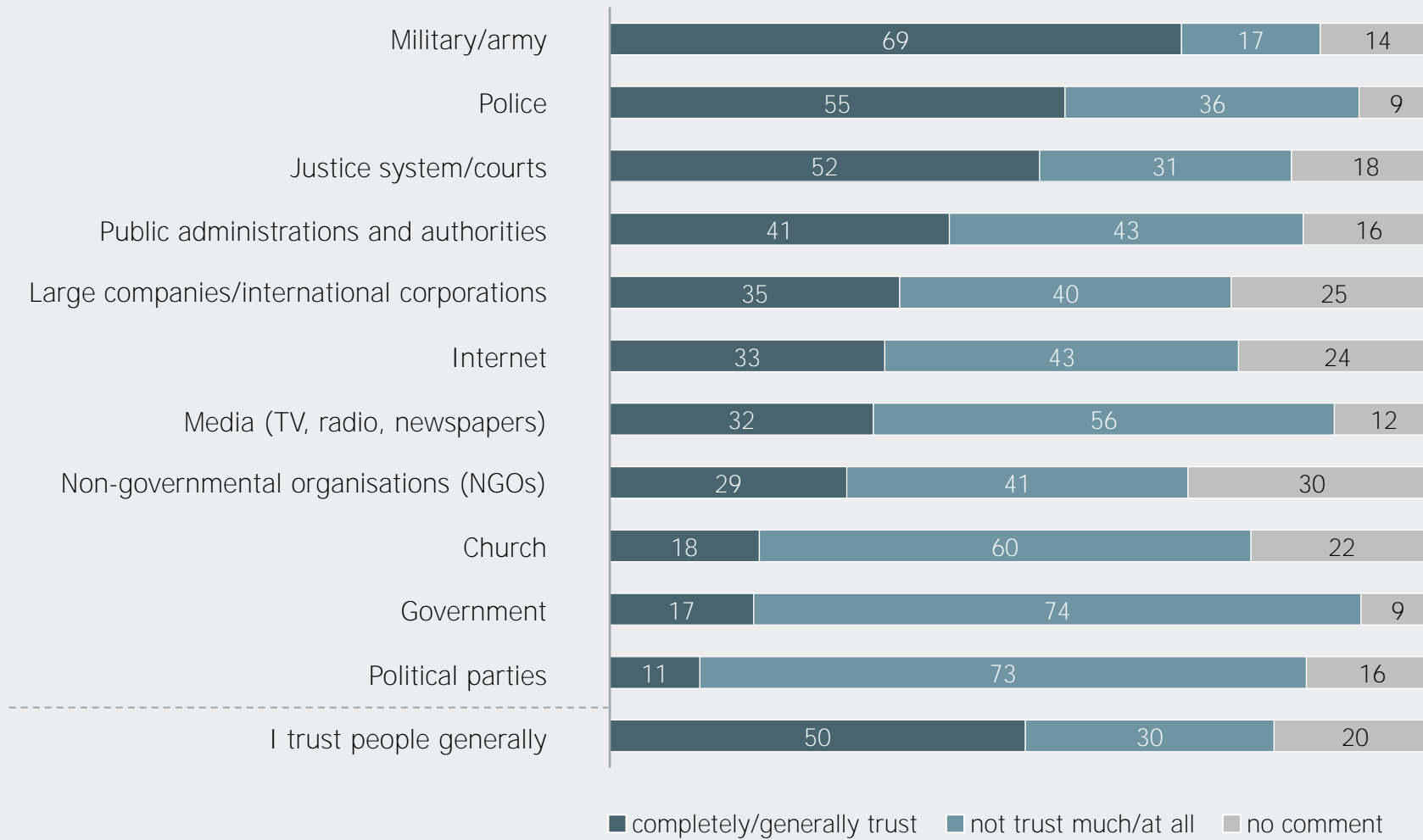
## Findings

- The military and the army (69%), the police (55%) as well as the justice system and the courts (52%) are trusted most by the Japanese. Overall, the Japanese are more reserved than their international counterparts, particularly when it comes to confidence in the institutions. This is evident in the high proportion of **“no comment”** which indirectly expresses a more neutral position.
- Alongside the church (18%), the government (17%) and the political parties (11%) are at the bottom of the list. This could be a result of various internal party power struggles, cabinet reshuffles and political affairs. But it is certain that what many Japanese view as insufficient crisis management from the government, following the serious earthquake and resultant reactor catastrophe in Fukushima, also plays a role.
- Confidence in the sectors is on average higher. Out in front are the consumer electronics, domestic appliance manufacturers (73%) and the automotive industry (70%) – important areas for the export-oriented Japanese economy. In spite of the reactor catastrophe in Fukushima and the criticism against operator TEPCO, 57% of Japanese have confidence in energy and water suppliers. These are then only followed by software and computer manufacturers with 43% and telecommunications and internet service providers who are trusted by just 33% of the Japanese.



# Trust in institutions in Japan

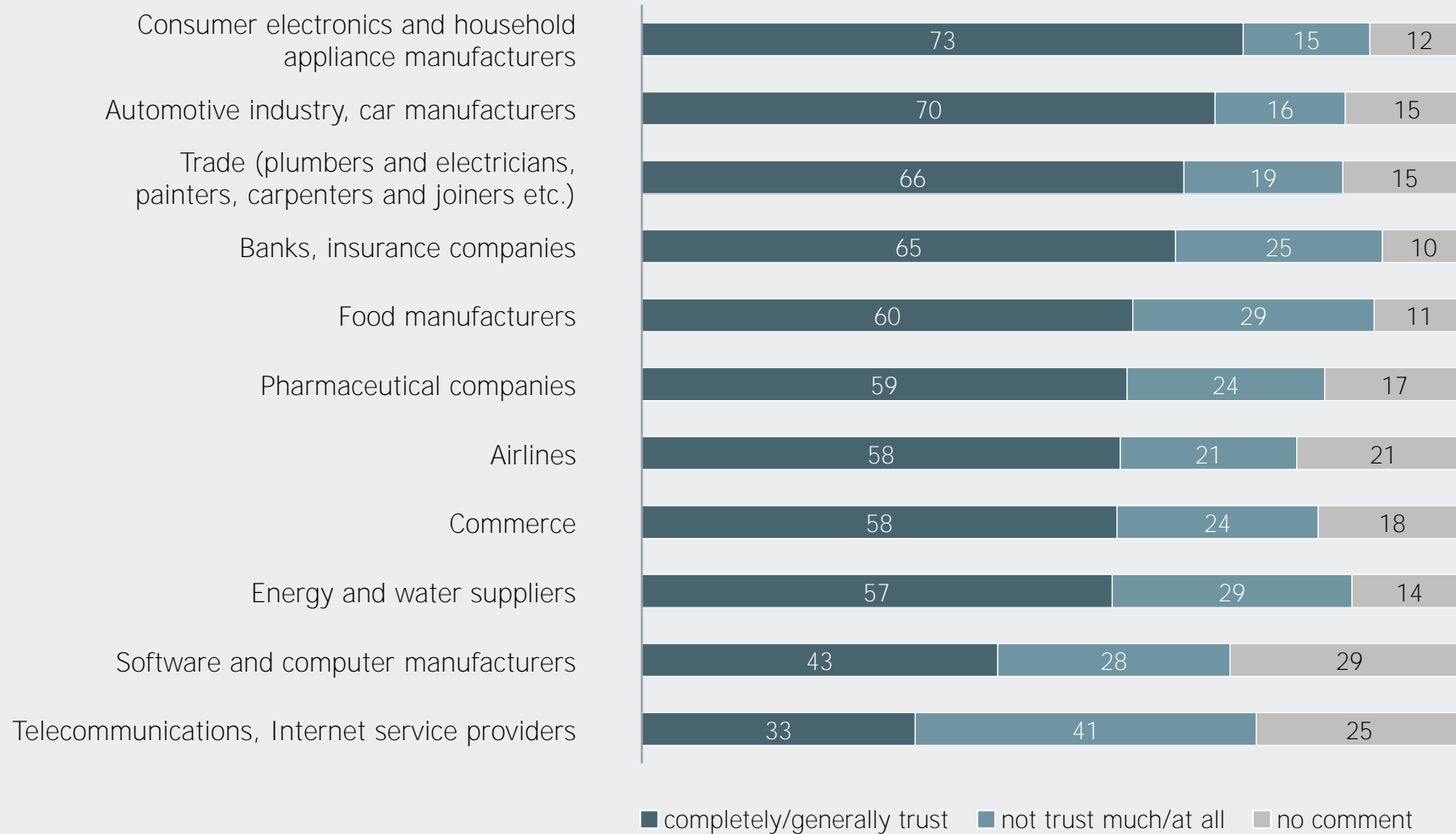
(in %)





# Trust in economic sectors in Japan

(in %)





# South Korea



## Population

- South Korea currently has a population of approx. 48.2 million
- Day-to-day life is strongly marked by Confucian thought



## Economy

- Following zero growth in 2009, the GDP rose considerably in 2010 by 6.2%
- Inflation in 2010 was 2.9%
- Family-run conglomerates (Jaebeols) dominate the economy



## Politics

- South Korea is a presidential republic
- A CPI\* value of 5.4 indicates a medium tendency towards corruption
- A special situation exists as a result of the separation of the country and the ongoing conflict with North Korea

## Findings

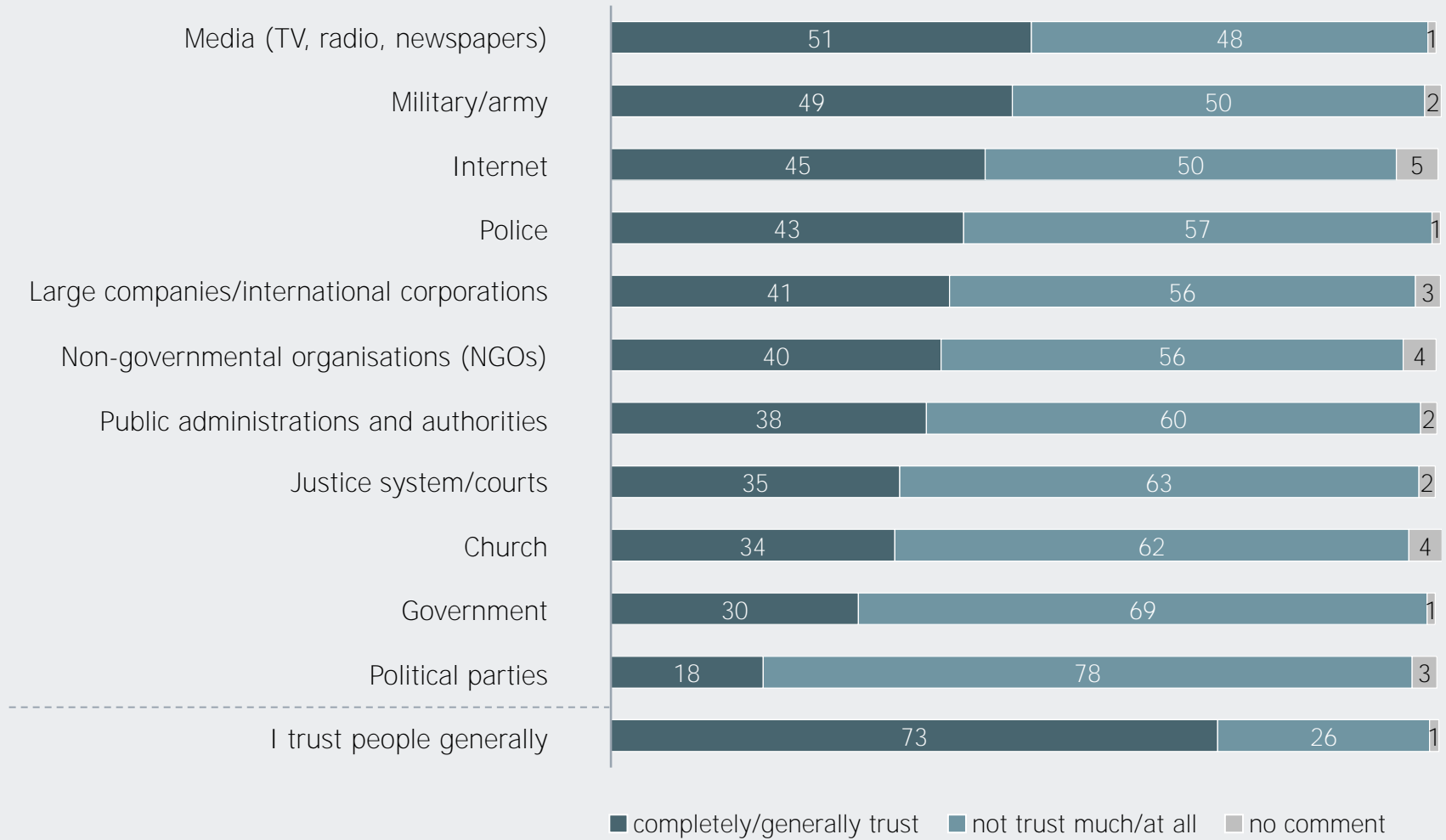
- The South Korean **population's** confidence in institutions is relatively low in comparison with other countries. Conversely, confidence levels in the different economic sectors are significantly higher.
- The media, who hold first place, is only trusted by 51% of the population – none of the other institutions can gain the confidence of even half of the Koreans. Also, only 49% of South Koreans trust the military, which is a relatively low value in light of the threat posed by North Korea. However, it remains to be seen whether the planned military reform will lead to greater approval.
- The political parties (18%) and the government (30%) are regarded with a certain level of scepticism. The resignation of several ministers as a result of corruption and abuse of office and, indeed, the **opposition's "violent"** stonewalling attitude in reference to the national budget, are unlikely to foster trust. This having been said, overall 73% of Koreans still trust their fellow citizens.
- At 73%, Koreans have the most confidence in the energy and water suppliers and manufacturers of consumer electronics and domestic appliances, which are important export goods for the country. Food manufacturers, on the other hand, receive the lowest confidence values in South Korea with just 46%.

\*Corruption Perception Index



# Trust in institutions in South Korea

(in %)

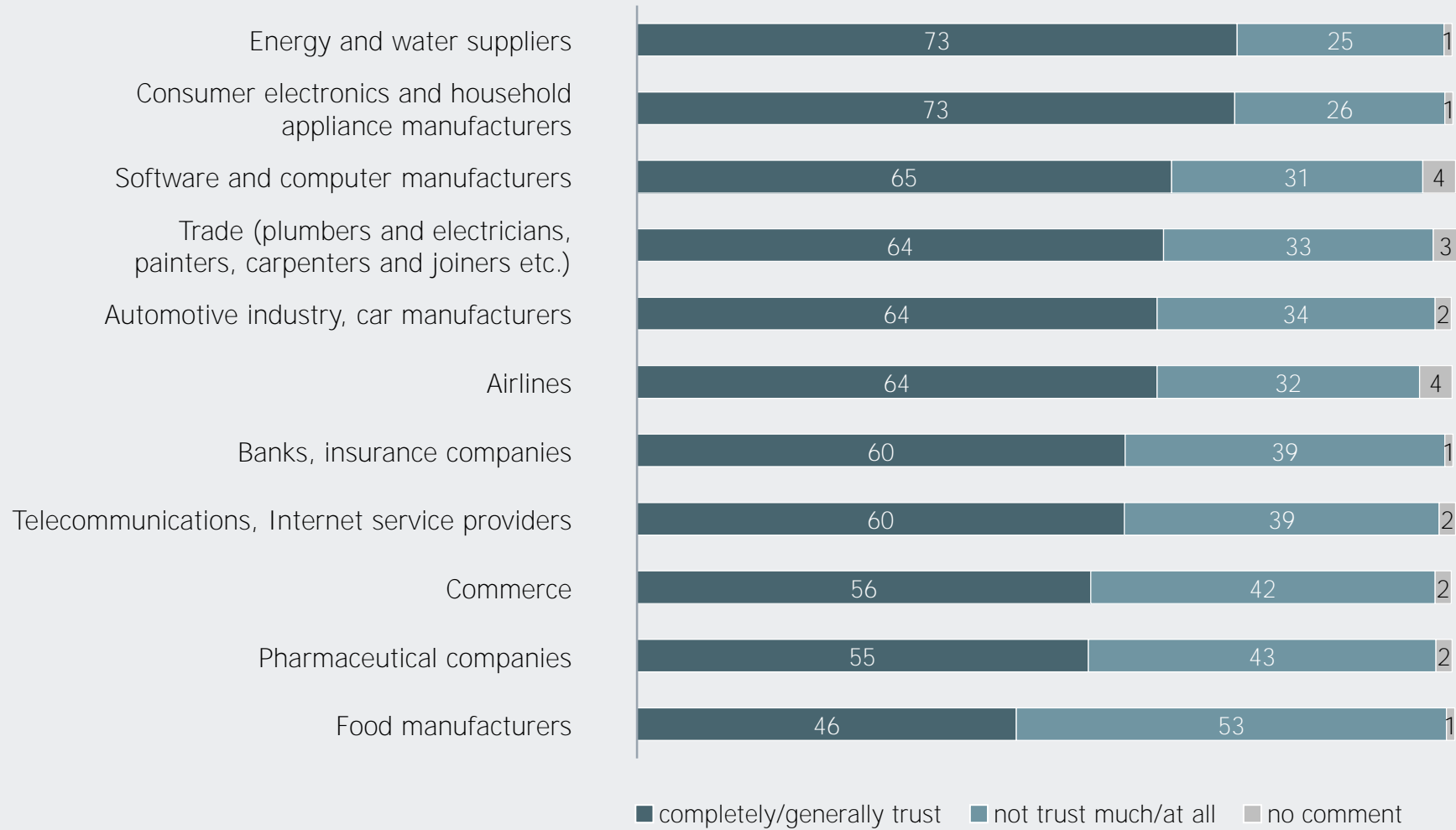






# Trust in economic sectors in South Korea

(in %)



# Africa in detail

5



# Egypt



## Population

- Egypt has a population of 81.1 million. Further population growth of 2.4 million p.a. is forecast by 2015
- Over half of Egyptians are under 25 years old



## Economy

- Following strong growth in 2008 and 2009 (7.2%), levels fell to 5.2% in 2010
- Economic performance in 2011 suffered at times as a result of the revolutionary upheavals at the beginning of the year
- Just under half of the population live below the poverty line



## Politics

- The thirty year long regime under Mubarak was forced to step down at the beginning of 2011 as a result of ongoing protests
- The CPI\* of 3.1 signifies a high degree of corruption

\*Corruption Perception Index

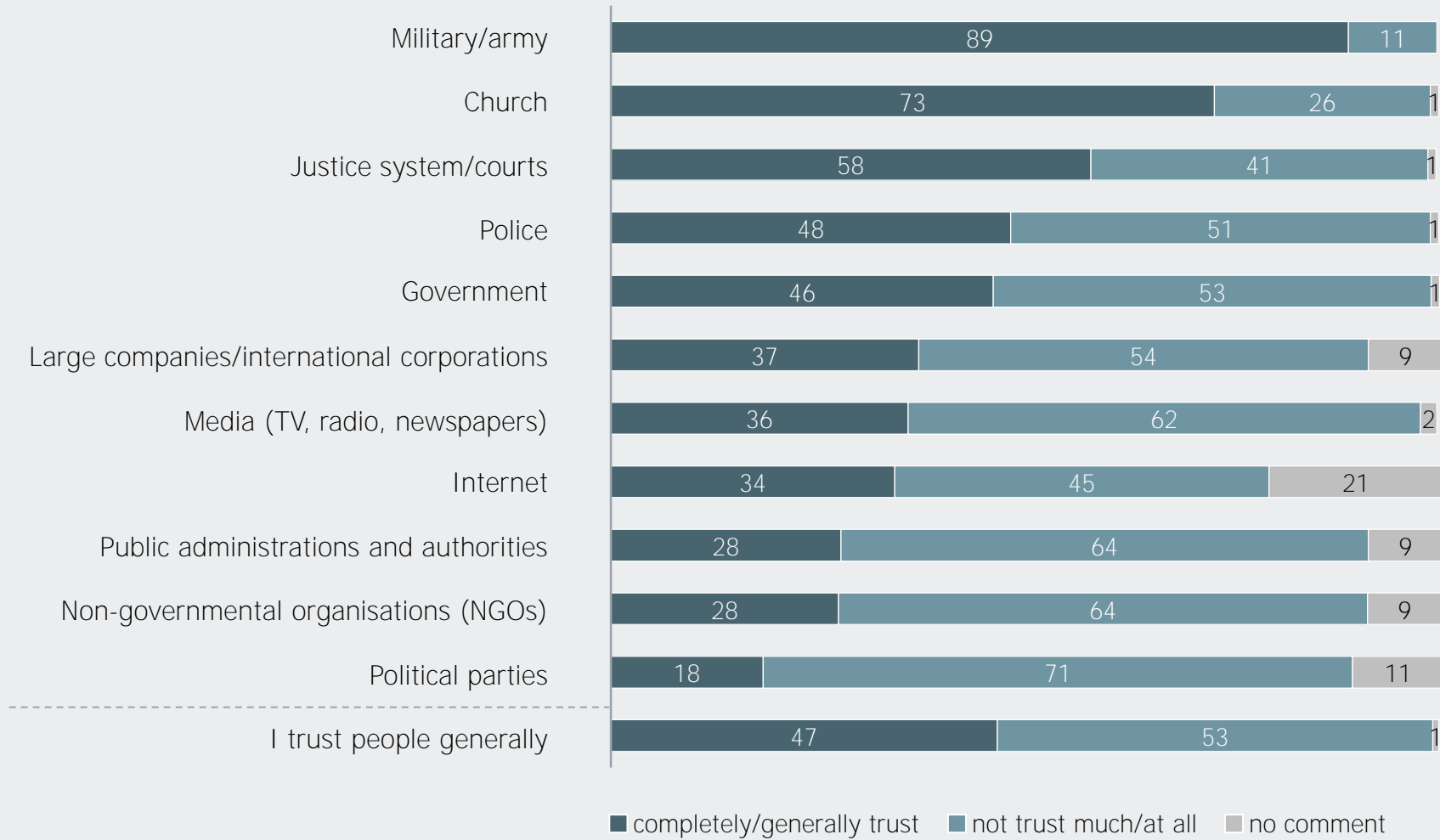
## Findings

- Almost all Egyptians still have great confidence in the army (89). It is clear that the majority of the population view the military as guarantor of the **country's** internal and external stability. Future perception will certainly heavily rely on the extent to which the country takes on the structures of a civil democracy. In second place, by a significant margin, is the church (Islam is the official religion in Egypt) in which 73% of the population have confidence.
- At the end of the scale are the political parties which are trusted by just 18% of Egyptians. Until now the parties have not played a major role in Egypt which is dominated by the military council. Whether they will carry more weight in future will depend on further political development.
- Overall, Egyptian confidence in the different sectors is lowest compared to other countries (confidence levels between 35 and 56%). This could be due to the fact that large parts of the Egyptian economy are controlled by governmental circles and the military. Moreover, favouritism and corruption also lessen confidence.
- At the head of the field in the economic sectors are the pharmaceutical companies with 56% whilst the automotive industry can be found at the other end of the scale (35%).



# Trust in institutions in Egypt

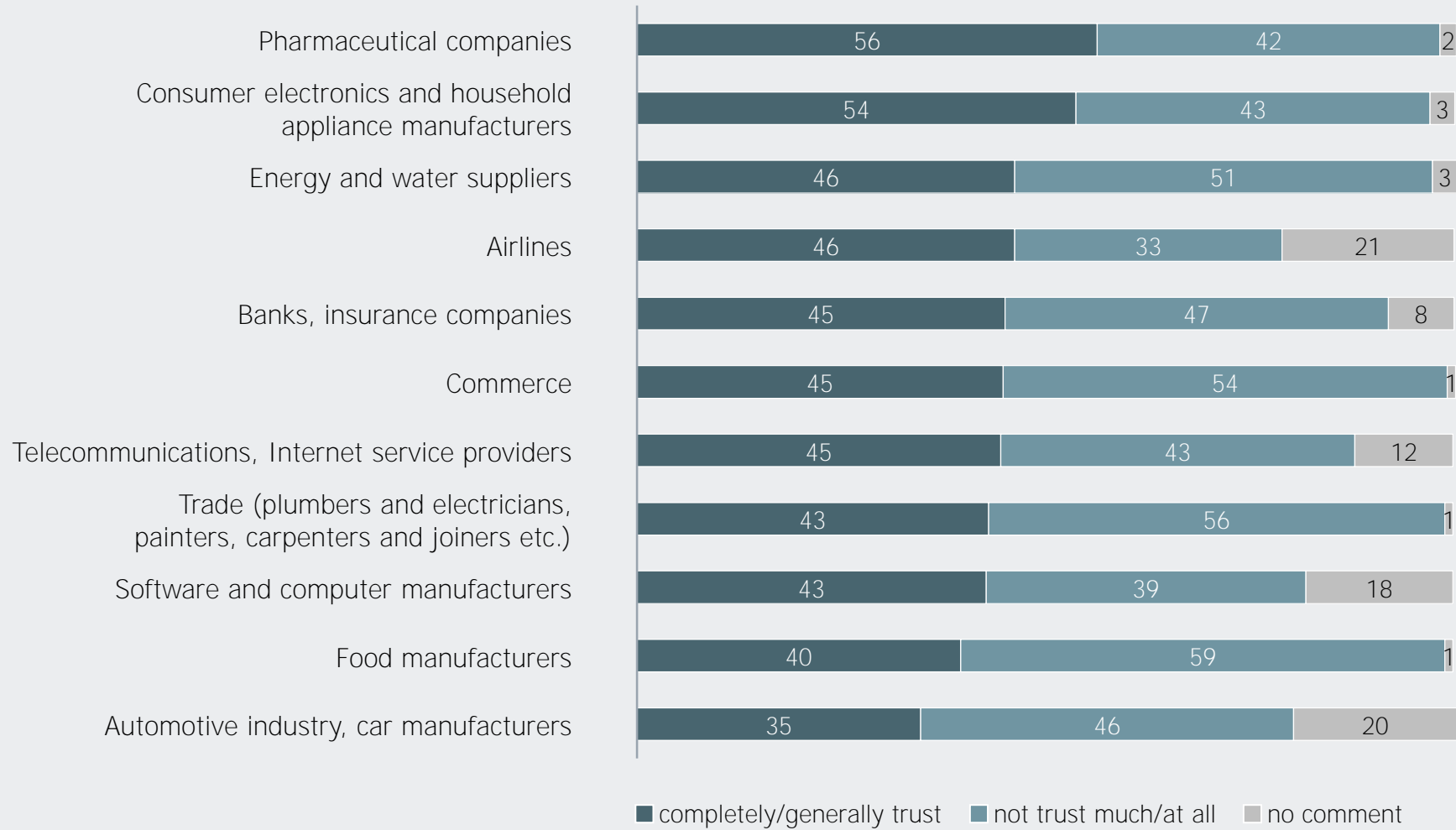
(in %)





# Trust in economic sectors in Egypt

(in %)





# Nigeria



## Population

- With approx. 158.4 million citizens, Nigeria is the most populated country in Africa
- A good 40% of Nigerians are under 15 years of age – the population is set to increase by approx. 4.3 million p.a. until 2015



## Economy

- Agriculture accounts for 40% of the GDP and approx. 60% of Nigerians work in this sector
- Strong fluctuations in the crude oil price and a high level of corruption (CPI\*: 2.4) contribute to economic instability



## Politics

- Nigeria is a presidential federal republic
- The country is characterised by ethnic conflict between the Muslim north and the Christian south

## Findings

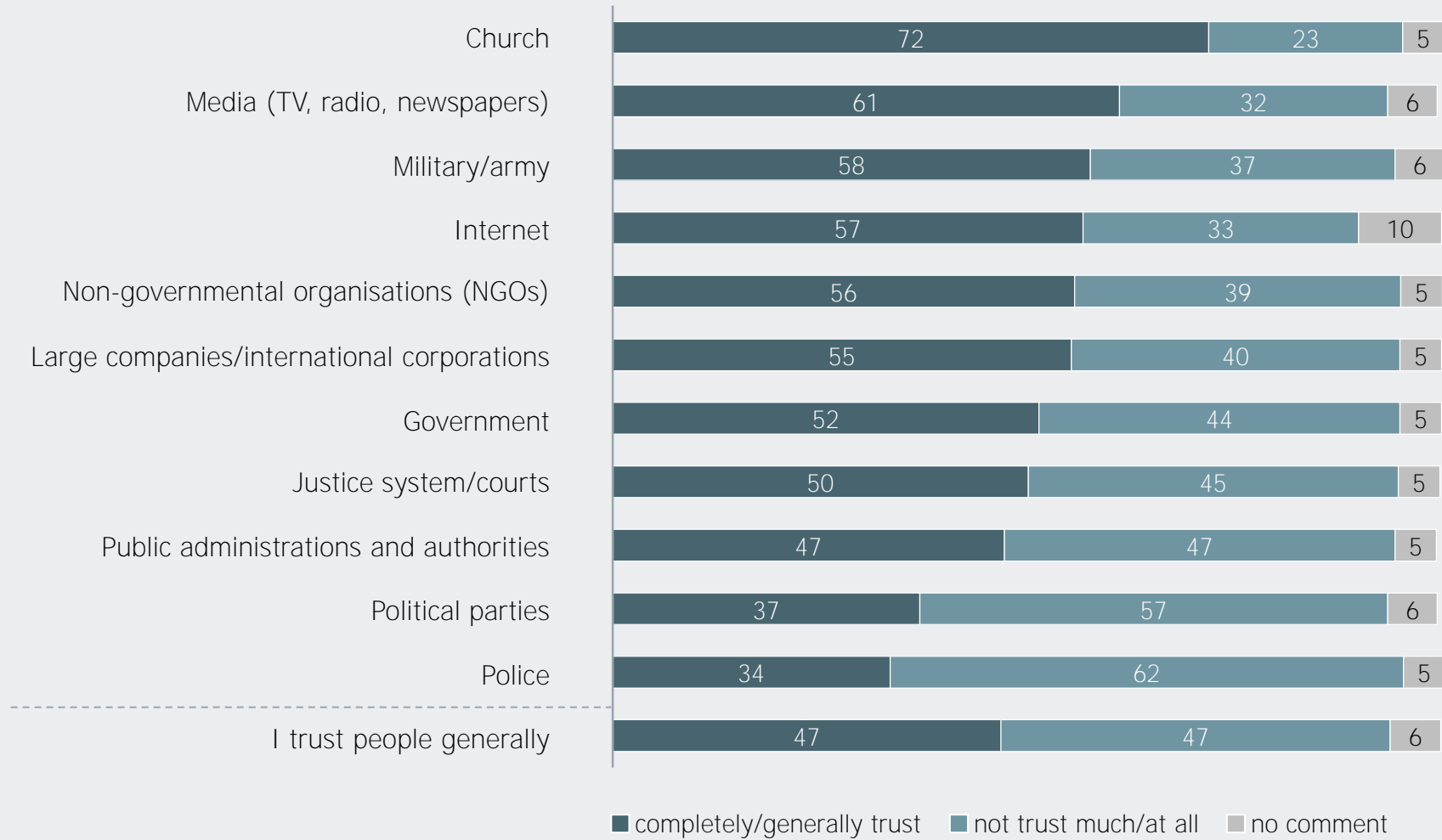
- Nigerians have most confidence in the church (72%). The religious tension between Christians and Muslims certainly contributes to the fact that confidence in **people's** own respective religious communities is very strong.
- The conspicuously low level of confidence in the police (34%) may indicate that they have not succeeded in controlling increasing violence and criminality (abductions, theft of crude oil). In matters of security, the Nigerians seem to have considerably more confidence in the military (58%).
- In spite of pronounced corruption and the uneven distribution of revenue from the oil industry, around half of Nigerians still trust large companies (55%), the government (52%), the justice system (50%) and the authorities (47%).
- Around two thirds of Nigerians trust food manufacturers (69%), banks and insurance companies (65%) and pharmaceutical companies (64%) putting these at the top of the sector list.
- In last place in terms of confidence in the sectors are the energy and water suppliers and skilled trades with 53% each.

\*Corruption Perception Index



# Trust in institutions in Nigeria

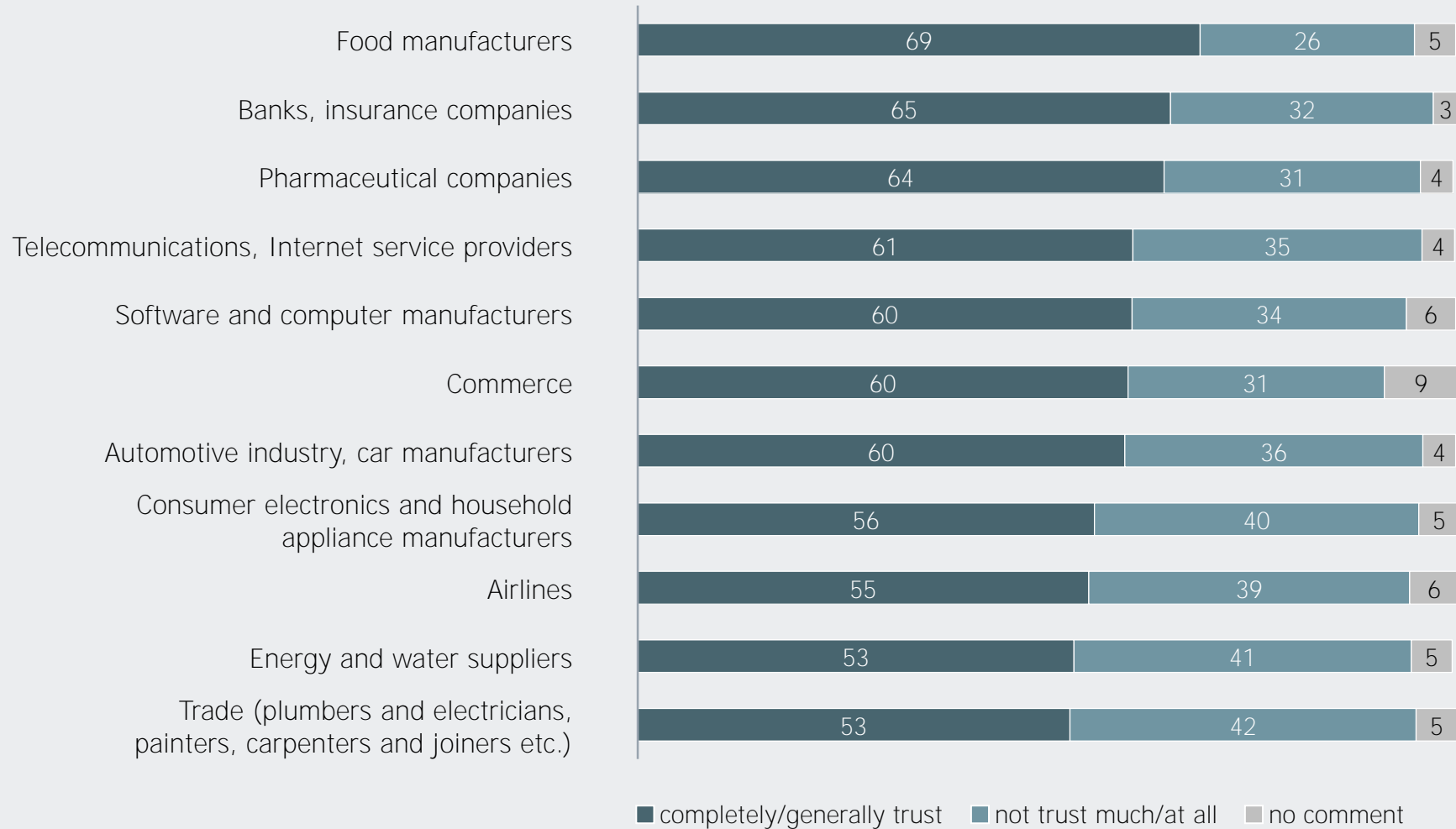
(in %)





# Trust in economic sectors in Nigeria

(in %)







# South Africa



## Population

- **South Africa's population of 50.1 million** is made up of many different ethnicities
- 65% of South Africans are of working age, however, at 25%, the unemployment level is very high



## Economy

- With a GDP of 357 billion USD South Africa is the largest national economy in Africa
- A wealth of natural resources, a good infrastructure and a functioning financial and legal system make South Africa an internationally competitive industrial nation



## Politics

- South Africa is a presidential republic which belongs to the Commonwealth
- Although South Africa has overcome the majority of the problems of apartheid, coloured South Africans are still at a certain social disadvantage

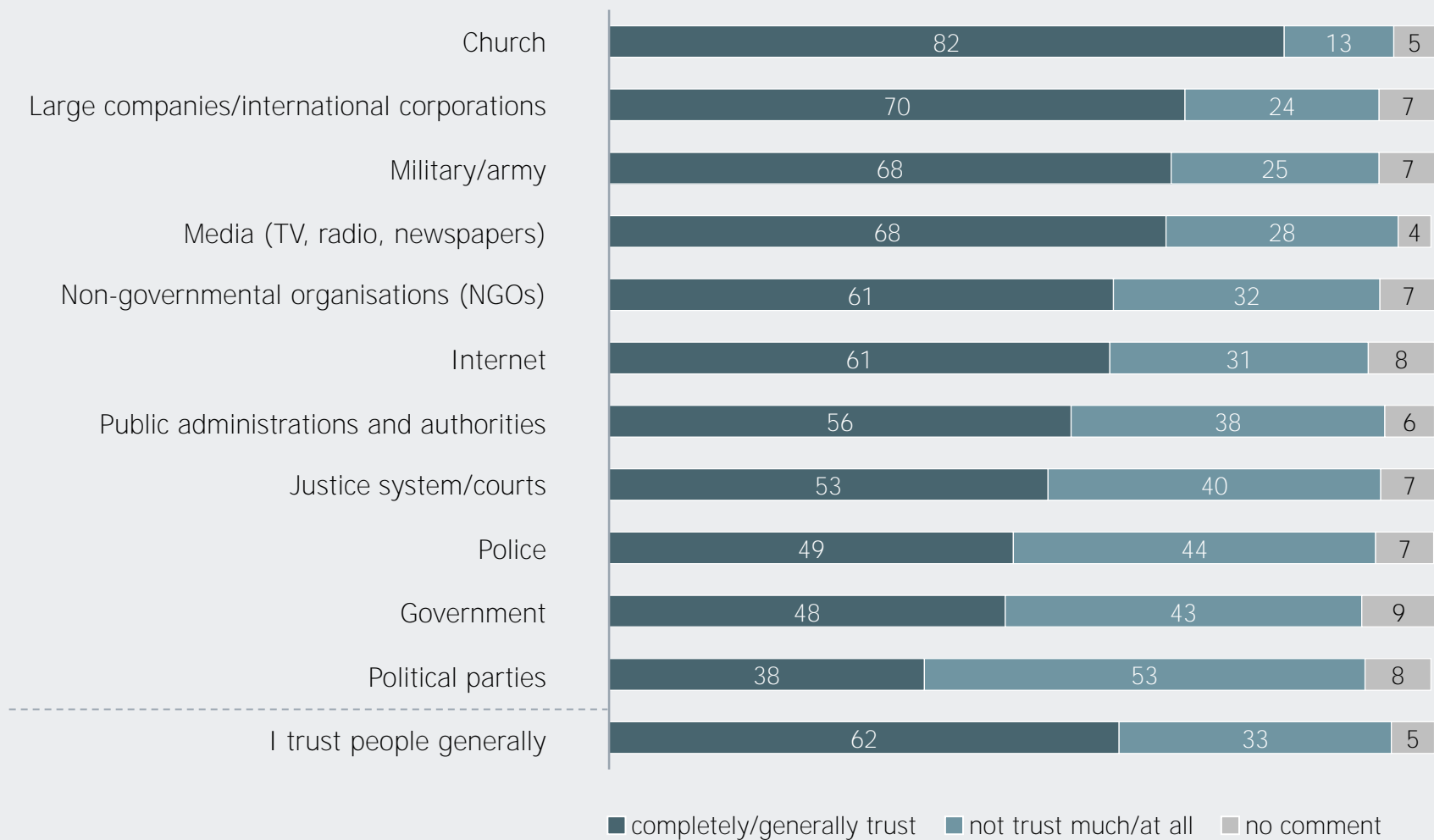
## Findings

- South **African's** place most trust in the church (82%). The Christian faith is widespread and unites the large and multicultural country. Moreover, the church was source of prominent resistance fighters against the apartheid regime.
- In second place are the large companies and international concerns with a confidence rating of 70%. They are predominantly involved in the mining and export of important raw materials such as diamonds and ores, and play a large part in economic development in South Africa.
- Conversely, the police are trusted by only 49% of South Africans. Citizens may have the impression that the security forces have not managed to get a grip on the high level of violence and criminality in the country. The government (48%) and the political parties (38%) are at the bottom of the South African confidence ratings as a result of internal power struggles and corruption scandals.
- South Africa is characterised by fundamentally high confidence in the economy: The individual sectors record confidence values between 83 and 69%. The population obviously stand behind the economic reforms which have taken place since the end of apartheid and can also profit from economic growth in South Africa.



# Trust in institutions in South Africa

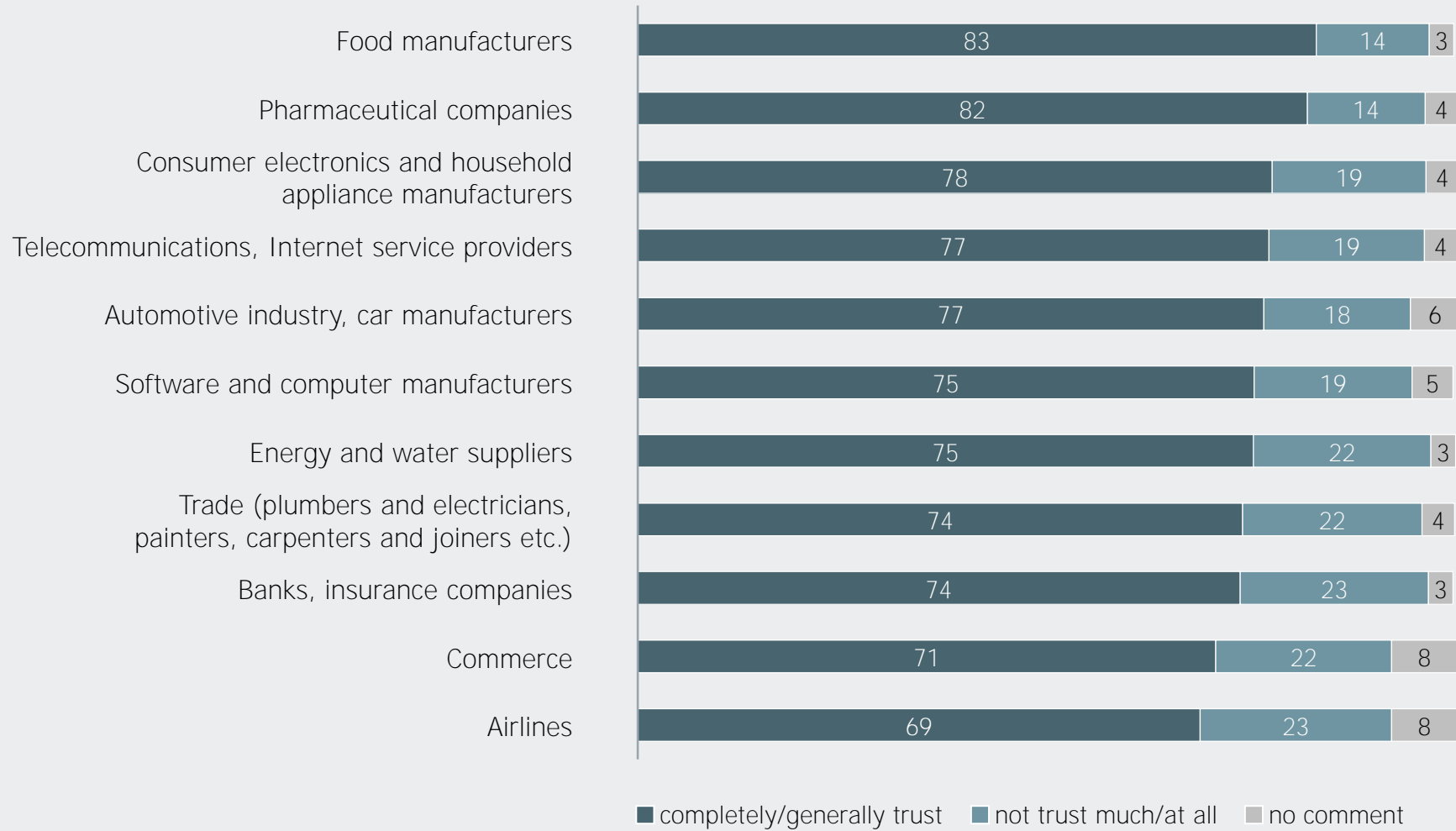
(in %)





# Trust in economic sectors in South Africa














(in %)







# Background information and Methodology

6









# Background information

Europe	Total population	Share of working population (15-64)	Expected population growth p.a.	Average per capita income (2010)	Share of pop. at least secondary-educated (20-64)	Corruption Perception Index CPI (2010)	Democracy Index (2010)
 Austria	8.4 Mio.	67.7%	14 Tsd.	46,690 \$	97.8%	7.9	8.5
 Belgium	10.7 Mio.	65.7%	31 Tsd.	45,360 \$	87.7%	7.1	8.1
 France	62.8 Mio.	64.9%	325 Tsd.	42,390 \$	91.1%	6.8	7.8
 Germany	82.3 Mio.	66.1%	-166 Tsd.	43,290 \$	97.0%	7.9	8.4
 Italy	60.6 Mio.	65.5%	138 Tsd.	35,150 \$	87.6%	3.9	7.8
 Netherlands	16.6 Mio.	67.0%	47 Tsd.	49,750 \$	89.1%	8.8	9.0
 Poland	38.3 Mio.	71.6%	16 Tsd.	12,410 \$	87.3%	5.3	7.1
 Russia	143.0 Mio.	72.1%	-146 Tsd.	9,910 \$	98.0%	2.1	4.3
 Spain	46.1 Mio.	68.0%	291 Tsd.	31,750 \$	76.7%	6.1	8.2
 Sweden	9.4 Mio.	65.3%	54 Tsd.	50,000 \$	95.5%	9.2	9.5
 Switzerland	7.7 Mio.	68.1%	30 Tsd.	70,030 \$	95.5%	8.7	9.1
 Turkey	72.8 Mio.	67.6%	850 Tsd.	9,890 \$	42.0%	4.4	5.7
 UK	62.0 Mio.	66.0%	380 Tsd.	38,560 \$	80.1%	7.6	8.2
Source	United Nations, Country Profiles, Stand 09/2011	United Nations, Country Profiles, Stand 09/2011	United Nations, Country Profiles, Stand 09/2011	Weltbank, GNI per Capita, Atlas Methode (current US\$)	IIASA Education Projection 2010	Transparency International	Economist Intelligence Unit









# Background information

North- and South America	Total population	Share of working population (15-64)	Expected population growth p.a.	Average per capita income (2010)	Share of pop. at least secondary-educated (20-64)	Corruption Perception Index CPI (2010)	Democracy Index (2010)
 Canada	34.0 Mio.	69.5%	322 Tsd.	41,950 \$	93.7%	8.9	9.1
 USA	310.4 Mio.	66.8%	2,700 Tsd.	47,240 \$	94.5%	7.1	8.2
 Argentina	40.4 Mio.	64.5%	353 Tsd.	8,500 \$	59.8%	2.9	6.8
 Brazil	194.9 Mio.	67.5%	1,669 Tsd.	9,390 \$	56.8%	3.7	7.1
Source	United Nations, Country Profiles, Stand 09/2011	United Nations, Country Profiles, Stand 09/2011	United Nations, Country Profiles, Stand 09/2011	Weltbank, GNI per Capita, Atlas Methode (current US\$)	IIASA Education Projection 2010	Transparency International	Economist Intelligence Unit

# Background information





Asia and the Pacific		Total population	Share of working population (15-64)	Expected population growth p.a.	Average per capita income (2010)	Share of pop. at least secondary-educated (20-64)	Corruption Perception Index CPI (2010)	Democracy Index (2010)
	Australia	22.3 Mio.	67.7%	305 Tsd.	43,590 \$	98.1%	8.7	9.2
	India	1,224.6 Mio.	64.5%	16,721 Tsd.	1,340 \$	42.3%	3.3	7.3
	Indonesia	239.9 Mio.	67.4%	2,402 Tsd.	2,500 \$	55.3%	2.8	6.5
	Japan	126.5 Mio.	63.9%	-93 Tsd.	42,130 \$	99.7%	7.8	8.1
	South Korea	48.2 Mio.	72.5%	187 Tsd.	19,890 \$	93.8%	5.4	8.1
<b>Africa</b>								
	Egypt	81.1 Mio.	63.5%	1,412 Tsd.	2,440 \$	60.5%	3.1	3.1
	Nigeria	158.4 Mio.	53.8%	4,274 Tsd.	1,180 \$	47.5%	2.4	3.5
	South Africa	50.1 Mio.	65.2%	260 Tsd.	6,090 \$	55.8%	4.5	7.8
Source		United Nations, Country Profiles, Stand 09/2011	United Nations, Country Profiles, Stand 09/2011	United Nations, Country Profiles, Stand 09/2011	Weltbank, GNI per Capita, Atlas Methode (current US\$)	IIASA Education Projection 2010	Transparency International	Economist Intelligence Unit

# Methodology









Europe		Proportion sample/total population	Proportion sample/total population	Sample size	Age	Regional coverage	Fieldwork
	Austria	85.3%	7,160 Tsd.	1,000	15+	Nationwide	Aug/Sep 2011
	Belgium	83.1%	8,902 Tsd.	1,008	15+	Nationwide	Sep 2011
	France	81.7%	51,297 Tsd.	1,003	15+	Nationwide	Sep 2011
	Germany	87.4%	71,957 Tsd.	2,051	14+	Nationwide	Sep 2011
	Italy	85.9%	52,013 Tsd.	1,040	15+	Nationwide	Sep 2011
	Netherlands	78.7%	13,069 Tsd.	1,023	18-90	Nationwide	Sep 2011
	Poland	85.2%	32,612 Tsd.	1,000	15+	Nationwide	Sep 2011
	Russia	83.5%	119,313 Tsd.	2,200	16+	Nationwide except for regions in Northern Russia und North Caucasus	Sep/Oct 2011
	Spain	85.0%	39,165 Tsd.	1,001	15+	Nationwide	Sep 2011
	Sweden	83.5%	7,832 Tsd.	1,000	15-84	Nationwide	Sep 2011
	Switzerland	76.0%	5,827 Tsd.	1,001	15-74	Nationwide, except for Italian-speaking Switzerland	Aug/Sep 2011
	Turkey	73.6%	53,545 Tsd.	995	15+	11 regions: Istanbul, Ankara, Izmir, Bursa, Konya, Adana, Antalya, Samsun, Zonguldak, Diyarbakir, Erzurum	Sep/Oct 2011
	UK	81.3%	50,429 Tsd.	961	16+	Nationwide	Sep 2011



# Methodology

North- and South America	Proportion sample/total population	Proportion sample/total population	Sample size	Age	Regional coverage	Fieldwork
 Canada	79.6%	27,061 Tsd.	1,000	18+	Nationwide	Sep 2011
 USA	75.7%	234,961 Tsd.	1,000	18+	Nationwide	Sep 2011
 Argentina	70.1%	28,325 Tsd.	1,016	18+	Nationwide	Sep 2011
 Brazil	69.3%	135,176 Tsd.	1,000	18+	Nationwide	Sep 2011

# Methodology

Asia and the Pacific		Proportion sample/total population	Proportion sample/total population	Sample size	Age	Regional coverage	Fieldwork
	Australia	76.9%	17,117 Tsd.	1,000	18+	Nationwide	Sep 2011
	India	3.8%	45,923 Tsd.	1,014	15-64	Mumbai, New Delhi, Kolkata, Chennai	Sep 2011
	Indonesia	4.7%	11,317 Tsd.	1,045	15-64	Jakarta, Surabaya, Medan, Bandung	Sep 2011
	Japan	80.3%	101,608 Tsd.	1,200	15-79	Nationwide	Aug/Sep 2011
	South Korea	79.6%	38,330 Tsd.	1,502	18+	Nationwide	Sep 2011
<b>Africa</b>							
	Egypt	31.1%	25,235 Tsd.	1,002	18+	Greater area of Kairo, Alexandria, Delta Region and Upper Egypt	Sep/Oct 2011
	Nigeria	6.5%	10,338 Tsd.	936	14+	Lagos, Abuja, Port Harcourt	Sep 2011
	South Africa	21.0%	10,507 Tsd.	1,200	16+	Developed Market 600 Emerging Market 600 Metropolitan area Gauteng, Johannesburg, Durban, Cape Town	Sep 2011

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