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GfK Verein

Trust in Professions 2016 – a GfK Verein study

From firefighters to politicians



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Responsible: Ronald Frank

GfK Verein
Gesellschaft für Konsum-, Markt- und Absatzforschung e.V.

Nordwestring 101, 90419 Nuremberg
Tel.: +49 911 395-2231 and -2368 – Fax: +49 911 395-2715

Email: hello@gfk-verein.org
Internet: <http://www.gfk-verein.org>

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Introduction

If you can trust someone, you don't need a contract. If you can't trust him, a contract is useless (J.P. Getty)



The 2016 edition of the *Trust in Professions* study conducted by GfK Verein covers 27 countries worldwide, due to the addition of the Philippines and – in light of the lifting of international sanctions – Iran. Professions are of central importance to the functioning of societies resting on the division of labour. Outside their private sphere of life, citizens and consumers primarily come into contact with representatives of professional groups. Reciprocal trust is important to these relationships. This global study encompasses the empirically researched trust placed in over 30 professions with which people directly or indirectly (in other words, via the media) come into contact in their daily lives. The level of trust awarded by the respondents is, of course, partly influenced by the amount and tone of media coverage given to the various professions. One example is the discussion surrounding the trustworthiness of pilots after the plane crash of spring 2015. In the six months following the event, however, the trust bestowed upon pilots in Germany only fell slightly.

The confidence placed in so-called undisputed professions, which are essential for the basic functioning of the economy and society, and which have to be relied on

especially in emergencies and other exceptional circumstances, also remains globally stable in 2016. This group of professions comprises firefighters, paramedics, technicians, doctors, pilots and craftsmen. Although professions such as bank assistants, retailers or sellers, judges and policemen are mid-table in the rankings, they appear to cause some contention in terms of trust, as their ratings vary greatly from between 20% to more than 80%. This also applies to mayors, who with a global average of 50% occupy the penultimate position in the ranking. The extremely low level of trust placed in politicians, the very professionals whose role entrusts them with the fate of a country, continues to appear problematic. This group is, however, enjoying an improved level of trust in India – and in Italy. In fact, there is a clear increase in the overall amount of trust in Italy. Turkey, in contrast, is currently witnessing the largest drop in overall trust.

The *Trust in Professions* study is conducted by GfK Verein every two years. The next edition will be published in 2018.

Ronald Frank | GfK Verein

1 Global trust

Complete overview /// Results (1)

29,800 interviews were carried out ...



... in **27 countries** worldwide



... on all continents



...representing a good **2.4 billion people** worldwide



In 2016, India (82%) and Indonesia (79%) place the highest amounts of trust in the professional groups. Due to noticeable increases in trust, the two Asian countries are both seeing improved overall rankings, with India climbing from second to first place in the country comparison, and Indonesia moving up from fourth to second position. The rises in trust expressed by these two populous countries at the top of the ranking compensates for the decline in trust recorded in other countries, resulting in the global mean remaining stable at 70%.

South Africa occupied the pole position in 2014 but this year it has lost 7 percentage points and finds itself in third place with a trust rating of 74%. Also showing a downward trend are countries such as Canada, the likewise highly populated USA, France and Switzerland, losing an average of between 6 and 11 percentage points. In addition to the losses in trust, changes in the institutes undertaking the surveys are also affecting this year's study. Of all the countries, Turkey is seeing the greatest drop in trust, with its average rating falling by 14 percentage points. In contrast, Italy stands out positively with a larger growth in trust averaging seven

percentage points.

Two new countries were added to the study in 2016. One of these is the Philippines, which with a trust rating of 61% is in the bottom third of the ranking. On the other hand, the second country, Iran, is positioned in the upper mid-table. On average, 68% of its citizens trust the professions studied. However, the results are very polarised in Iran, as the level of trust placed in 13 of the 32 professions is either the highest or lowest amount expressed in all 27 countries. Meanwhile, in second-place Indonesia, 12 professions attain the highest trust ratings worldwide.

Virtually tied at the lower end of the scale with trust ratings of between 55% and 56% are the populations of Nigeria, Japan, Argentina and Brazil, which express the least amount of trust in the professional groups. While Nigeria's position marks a decline in its average level of trust, the ratings in the other three countries remain relatively constant at the tail end of the ranking. Last place, however, switches from one South American country to another, with Brazil bringing up the rear in 2016.

Complete overview /// Results (2)

Trust was ascertained for
32 professional groups



Including **public sector professionals**, such as civil servants, mayors, policemen, judges and soldiers



Medical professionals, such as nurses, doctors, pharmacists and paramedics



And many other professional groups which make a key contribution to the functioning of our society



In addition to presenting the average level of trust in all professions per country, this study reveals the average rating across all the countries for each of the professions studied. As with the values for all professions, these figures are calculated by weighting each country's results in accordance with the respective number of inhabitants.

With a trust rating of 90%, firefighters once again hold the global pole position, unchanged from 2014. In 16 countries, they are also awarded the accolade of being the most trustworthy professional group. With the exceptions of Kenya (66%) and Nigeria (55%), at least 80% of citizens in each country place their trust in this profession, while in many countries the figure even exceeds 90%. Paramedics, teachers and farmers each occupy the top spot in three countries. Nurses, who on average hold second position, only succeed in gaining first place in one country, namely South Korea. Doctors are at the head of the ranking in two countries. In Iran, however, they share this top position, equal on points with firefighters.

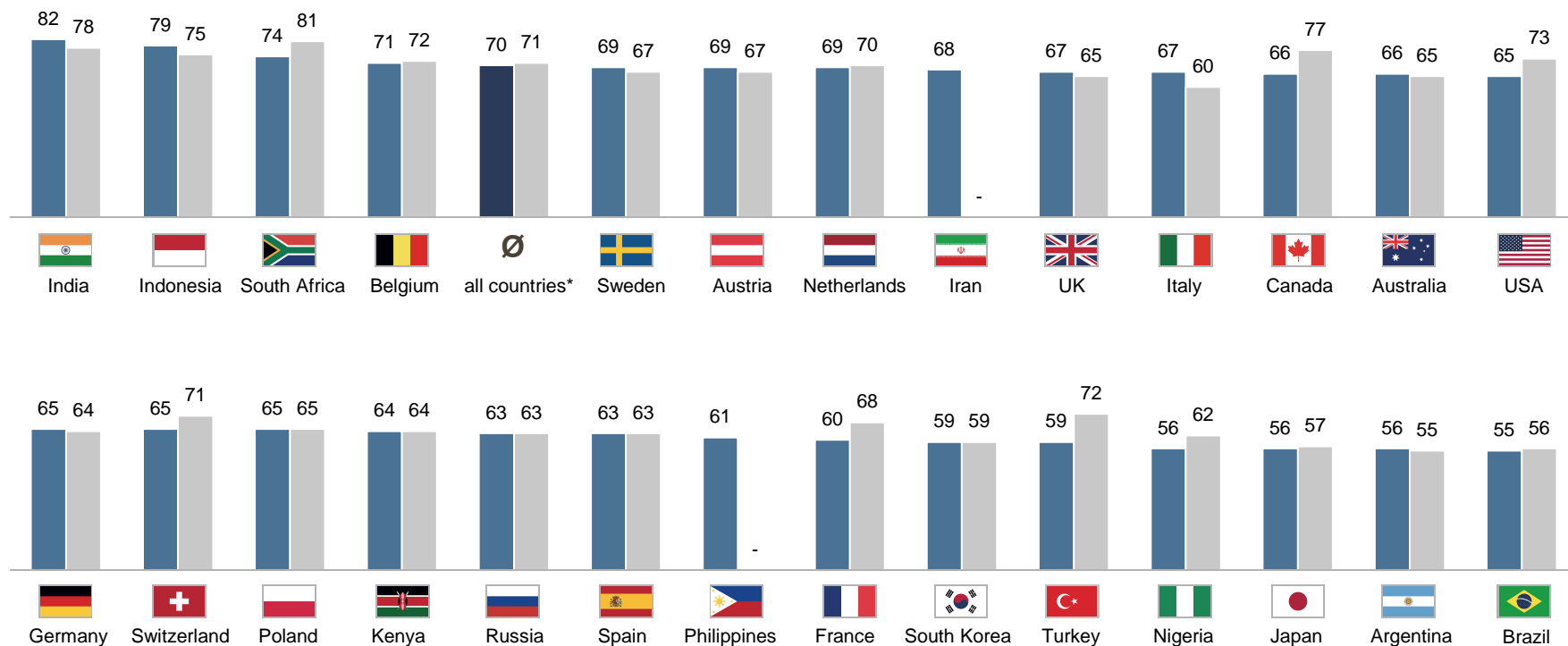
With an average trust rating of 30%, politicians once

again bring up the rear, occupying last place in 22 countries. Politicians are rated most positively in Indonesia and India, where they are trusted by around one in two citizens. On the other hand, with a trust value of 6%, politicians have virtually no public support in Spain, France and Brazil. Politicians are only slightly better rated in the five countries where a different profession is ranked last, as here they hold the second- or third-to-last position instead. A wide variety of professions are viewed the least favourably in these five countries, from advertising specialists in Russia and retailers in Sweden to policemen in Nigeria, priests in Indonesia and cab drivers in South Africa.

It can therefore be seen that individual professions are viewed very differently from country to country. The trust placed in mayors varies the most widely. At 50%, they occupy the second-to-last position in the global ranking but their trust rating ranges from 10% in Brazil to 86% in Indonesia. In contrast, trust in architects, who receive an average value of 76%, is relatively consistent worldwide, spanning 63% in Iran at its lowest to 89% in Indonesia at its highest.

Complete overview /// Average level of trust in each country

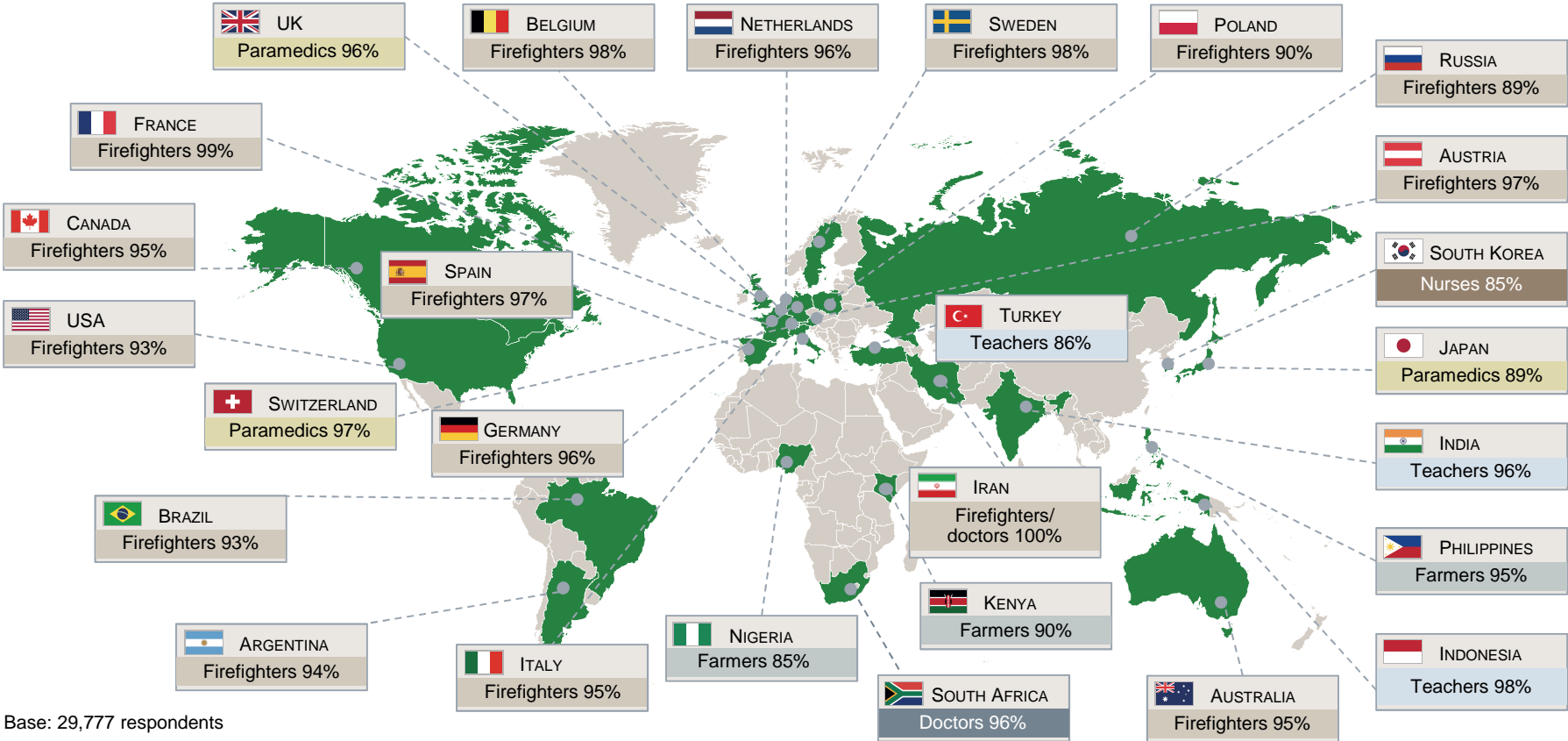
(Average of "I completely/generally trust" across all professional groups, in %)



Base 2016: 29,777 respondents, *Restricted comparability due to additional countries (Iran and Philippines)

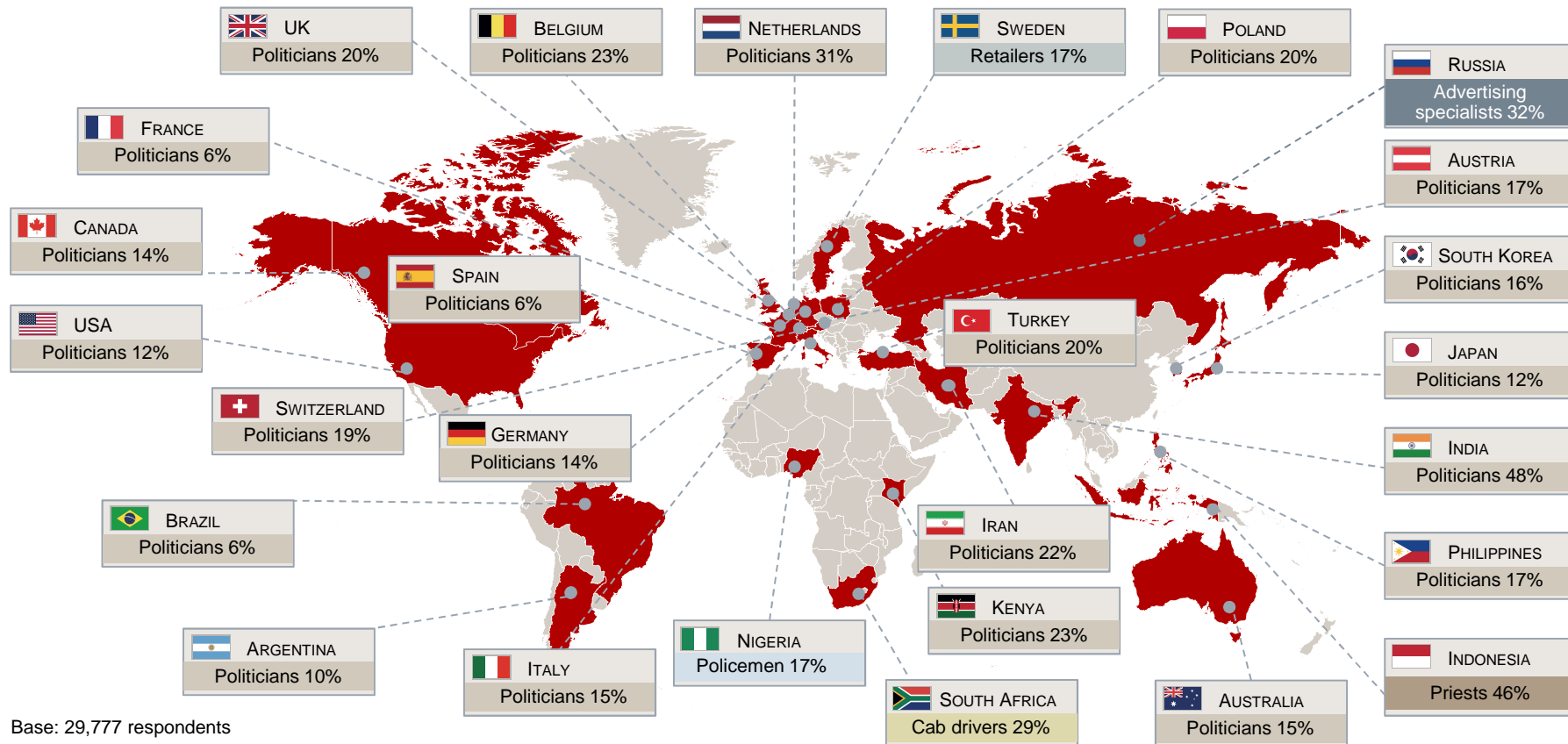
■ 2016 ■ 2014

Complete overview /// Professional groups with the highest trust rating per country



Base: 29,777 respondents

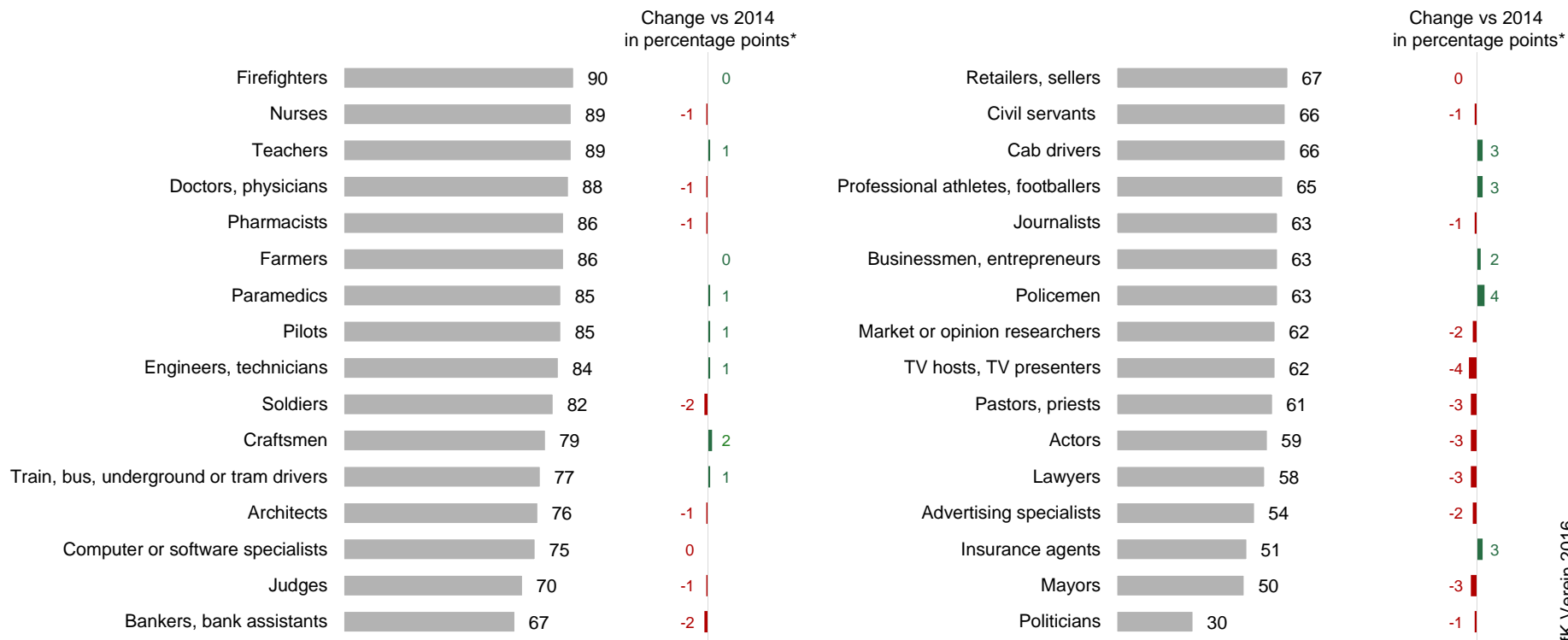
Complete overview /// Professional groups with the lowest trust rating per country



Base: 29,777 respondents

Complete overview /// Trust in professional groups

(Average of "I completely/generally trust" across all countries, in %)

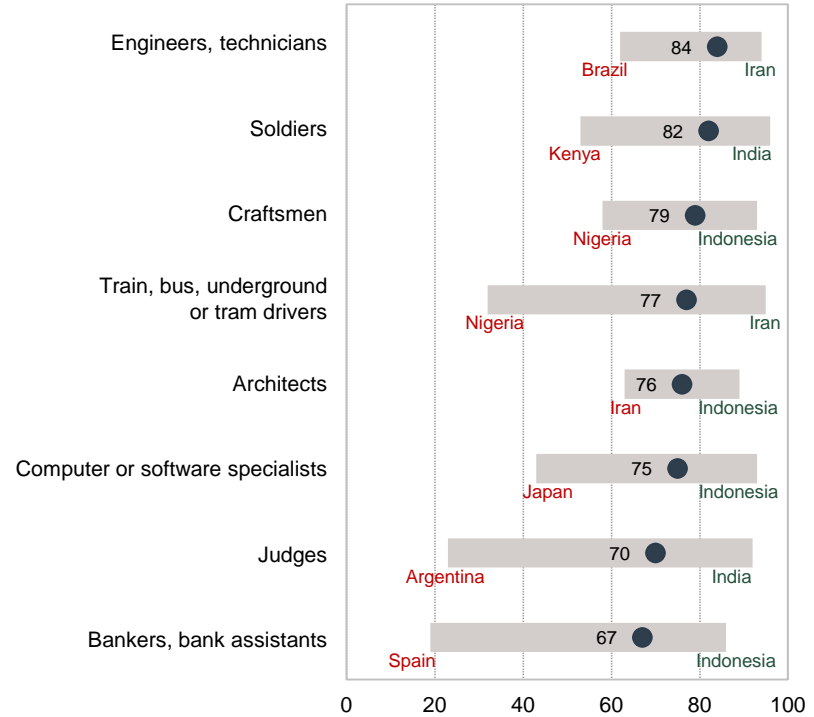
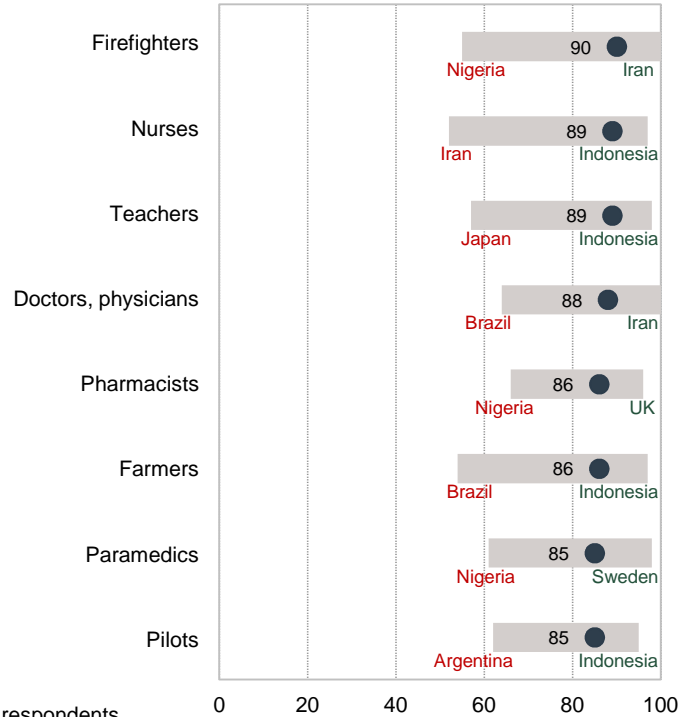


Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

Complete overview /// Trust in the professional groups: range and average (1)

("I completely/generally trust", minimum, maximum and average, in %)

— Range ● Mean across all countries

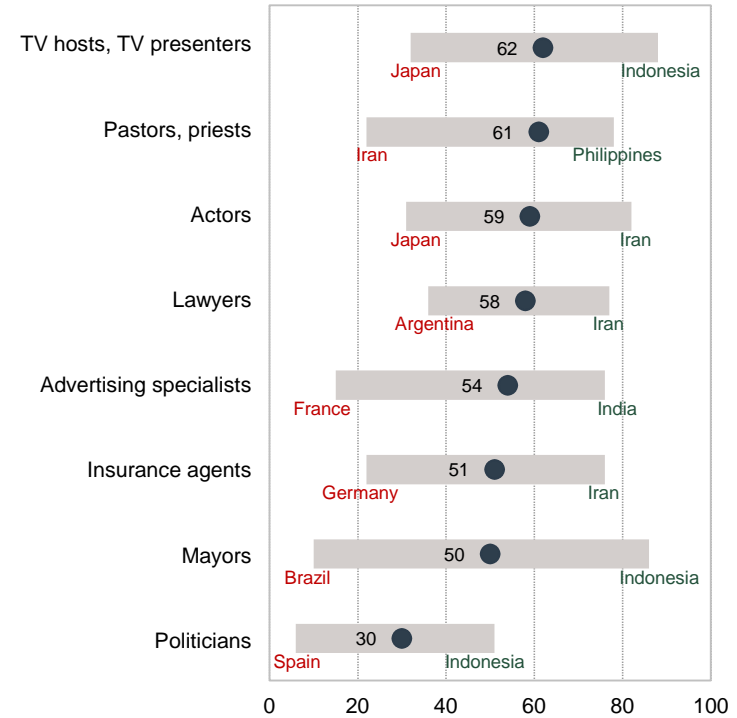
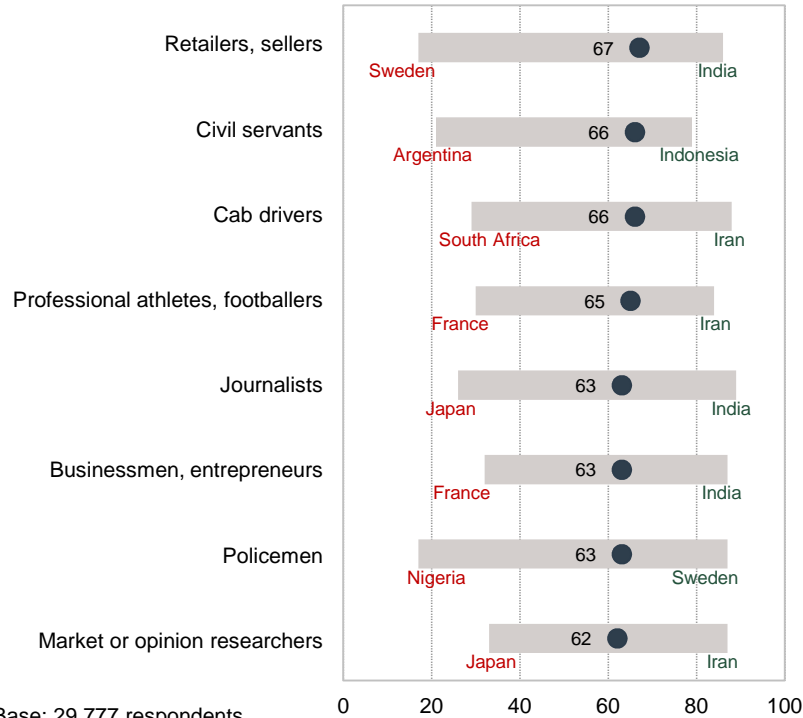


Base: 29,777 respondents

Complete overview /// Trust in the professional groups: range and average (2)

("I completely/generally trust", minimum, maximum and average, in %)

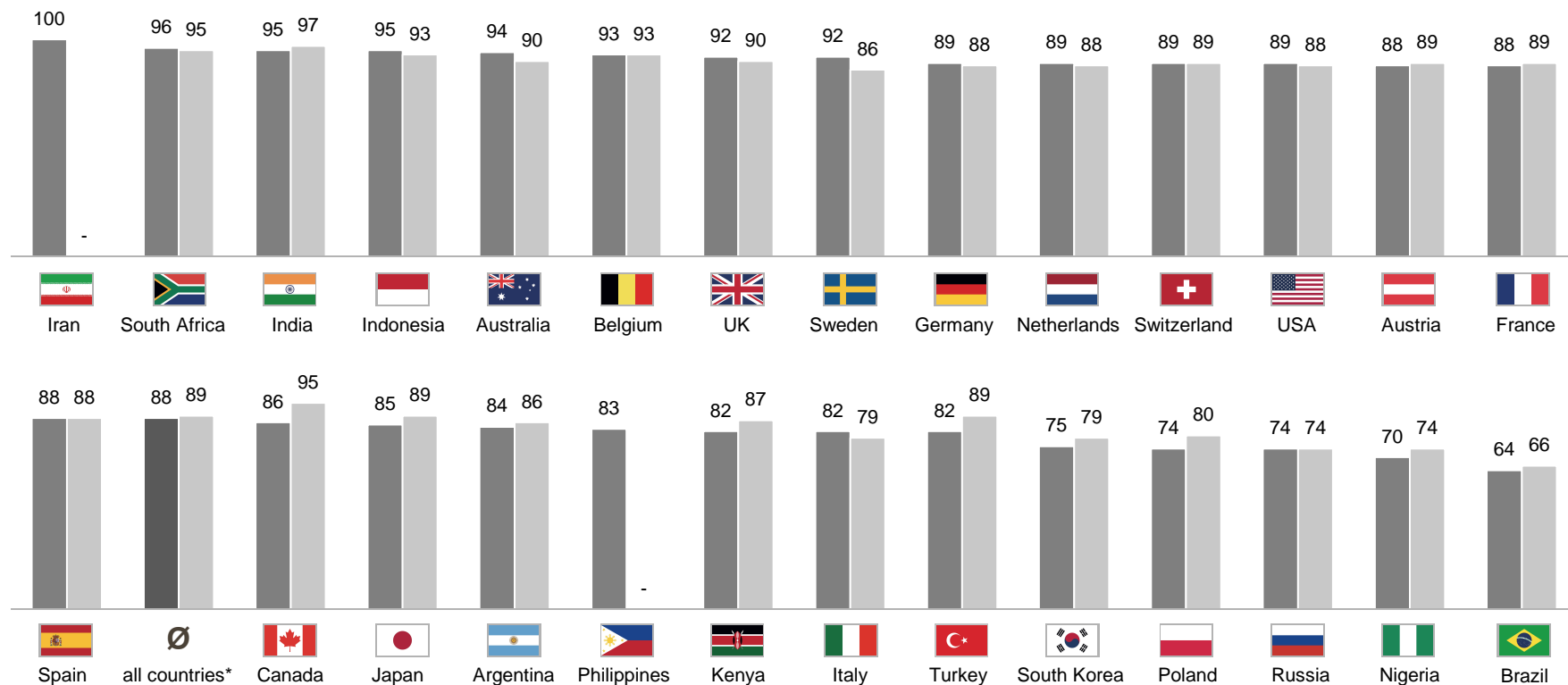
— Range ● Mean across all countries



Base: 29,777 respondents

At a glance /// Doctors

("I completely/generally trust", in %)

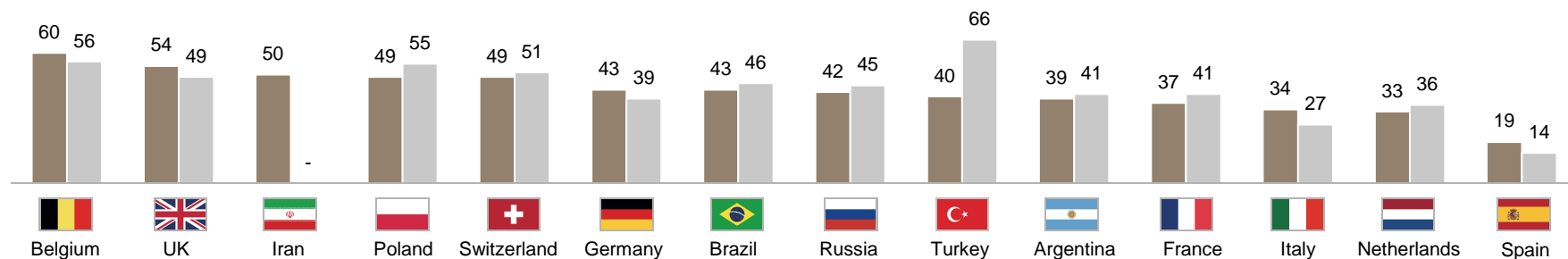
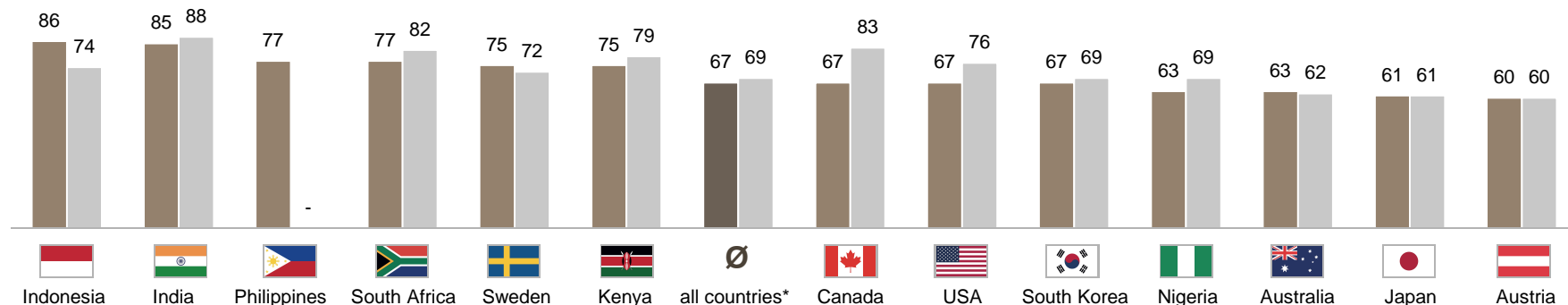


Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

■ 2016 ■ 2014

At a glance /// Bankers, bank assistants

("I completely/generally trust", in %)

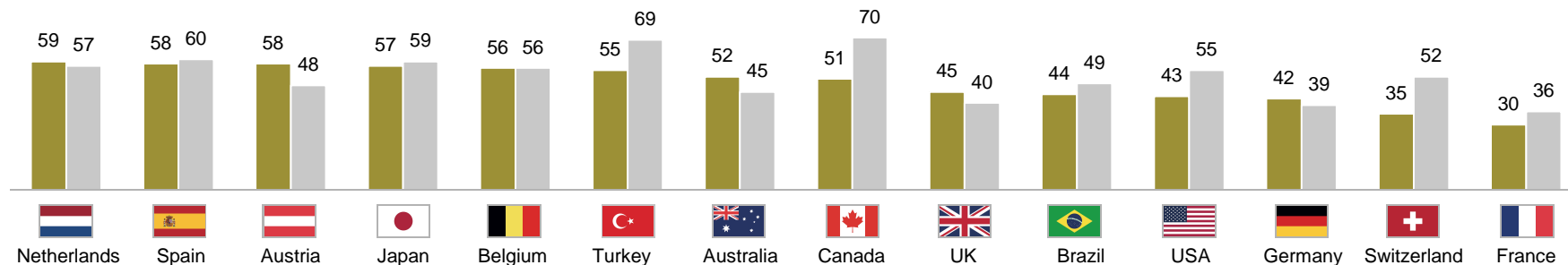
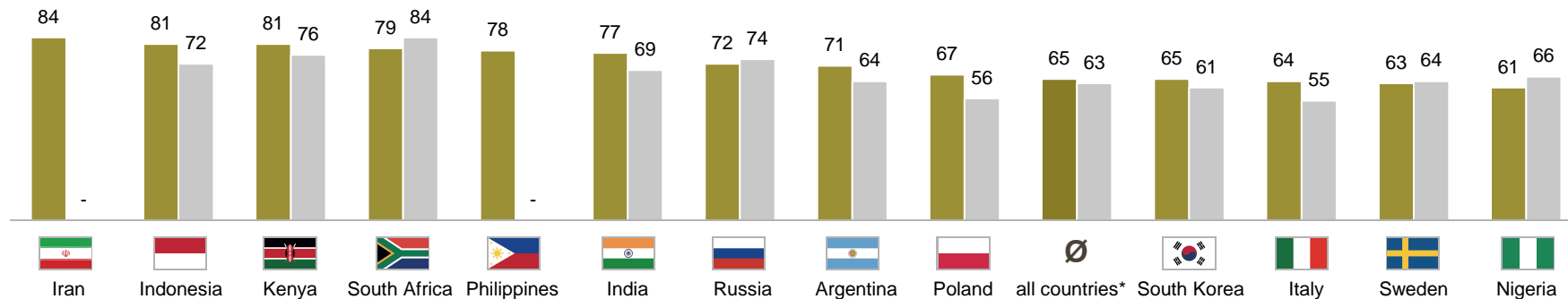


Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

■ 2016 ■ 2014

At a glance /// Professional athletes, footballers

("I completely/generally trust", in %)

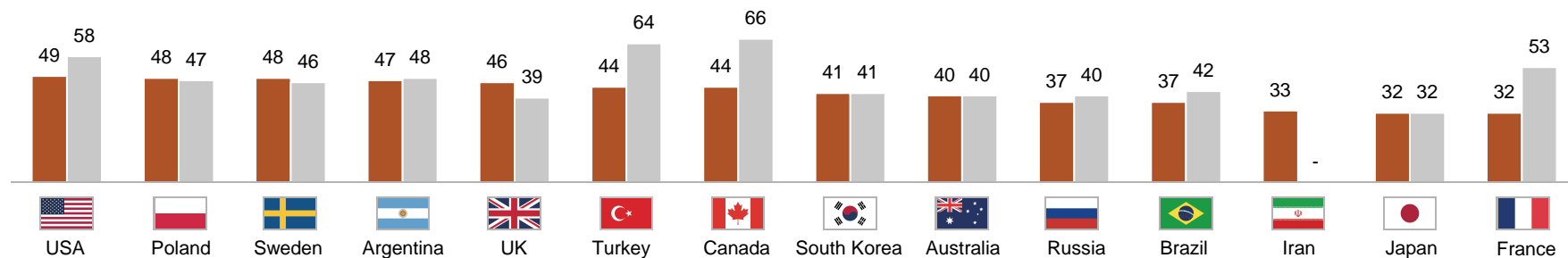
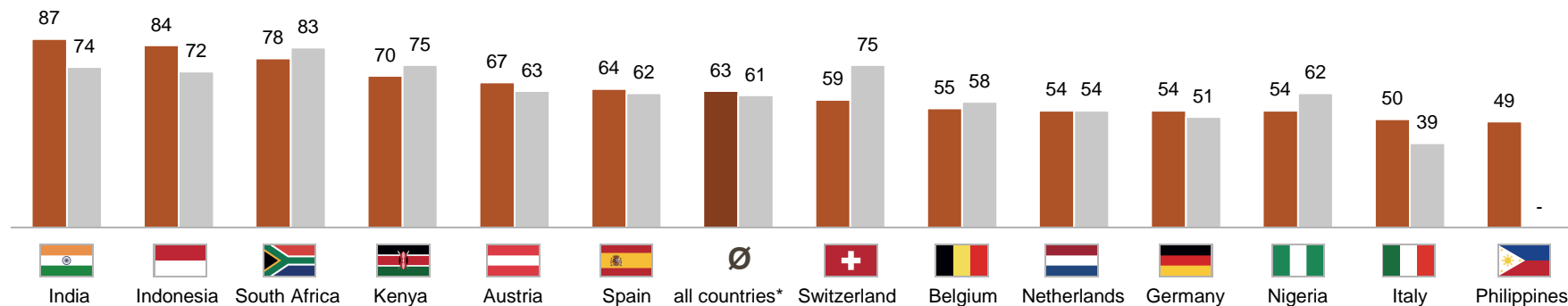


Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

2016 2014

At a glance /// Businessmen, entrepreneurs

("I completely/generally trust", in %)

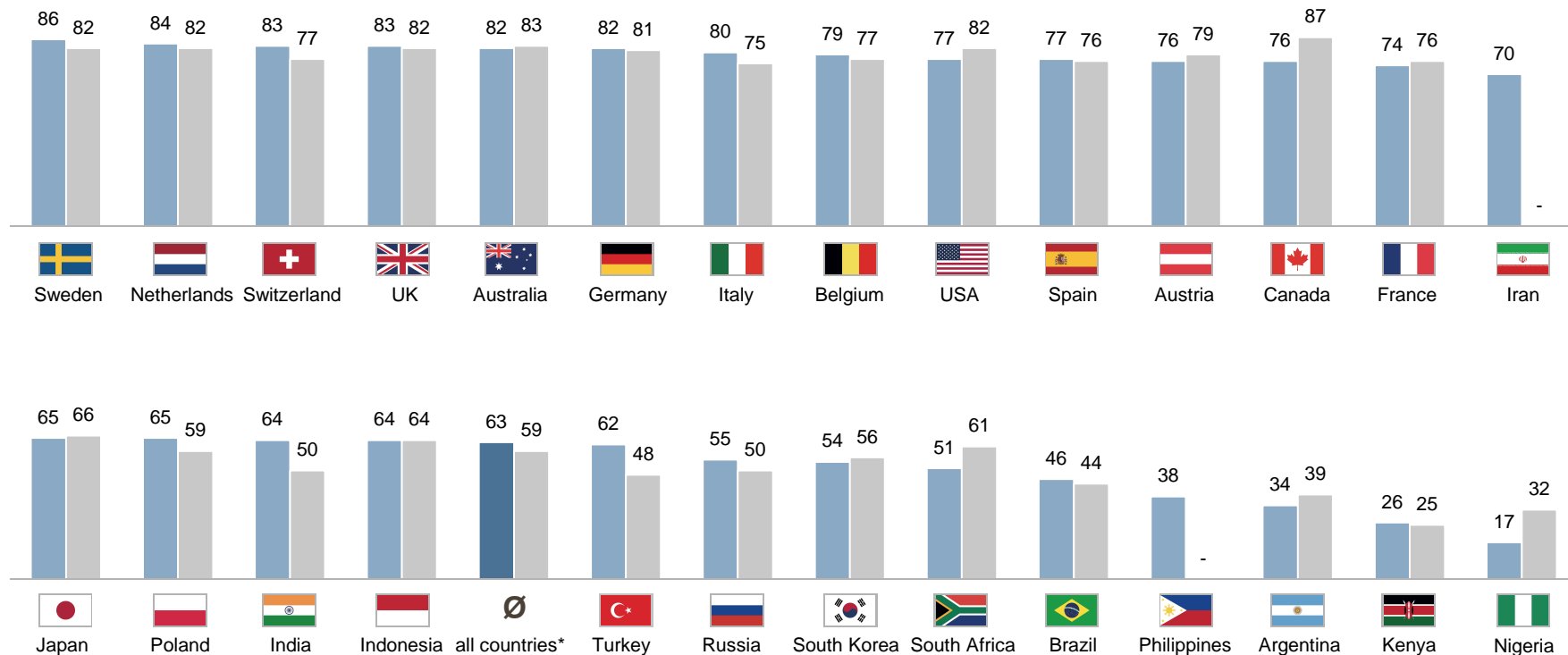


Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

■ 2016 ■ 2014

At a glance /// Policemen

("I completely/generally trust", in %)

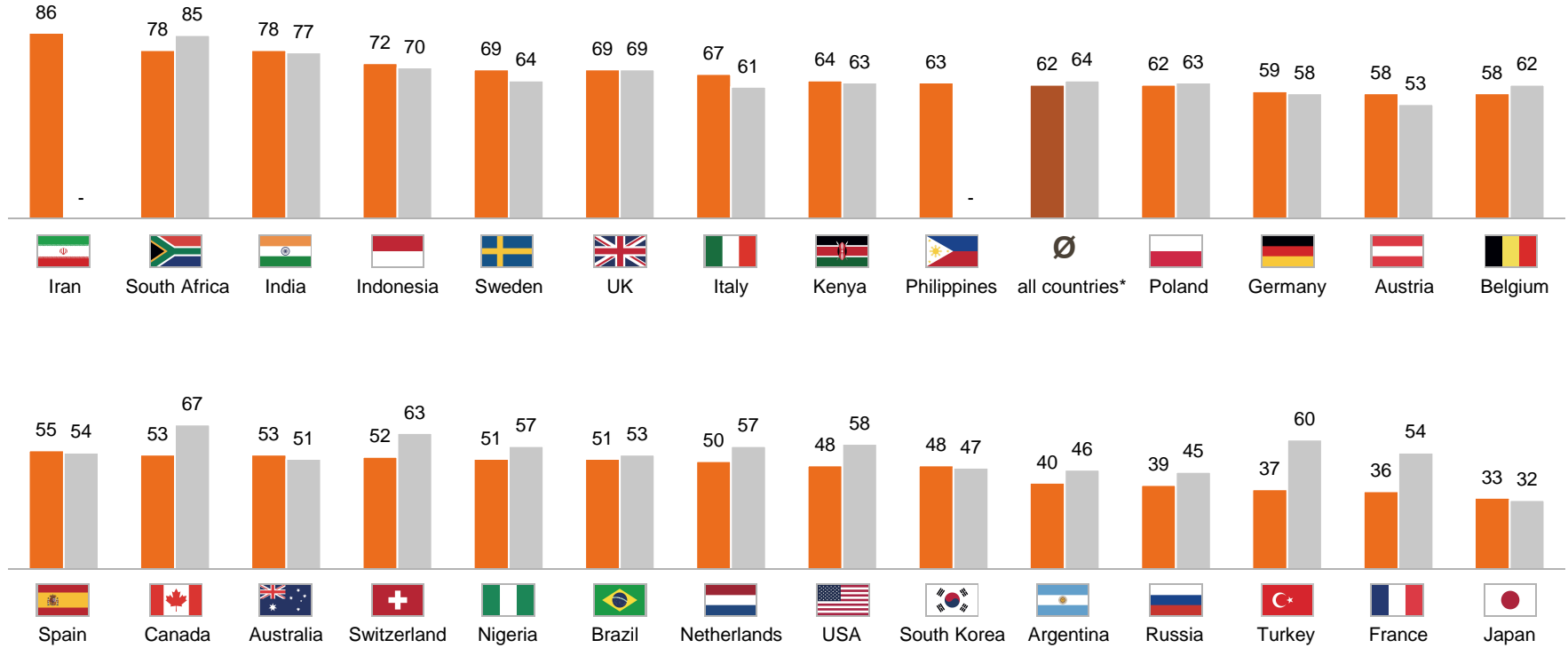


Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

■ 2016 ■ 2014

At a glance /// Market or opinion researchers

("I completely/generally trust", in %)

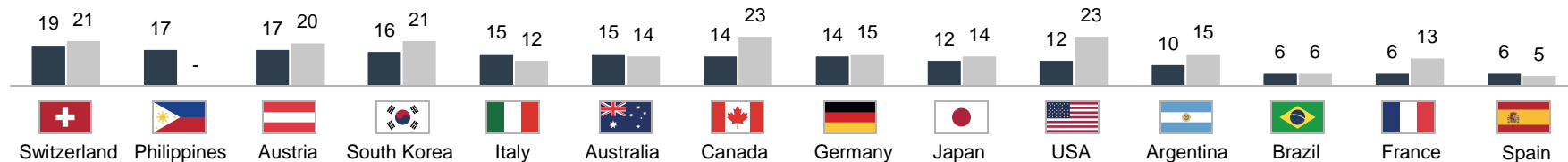
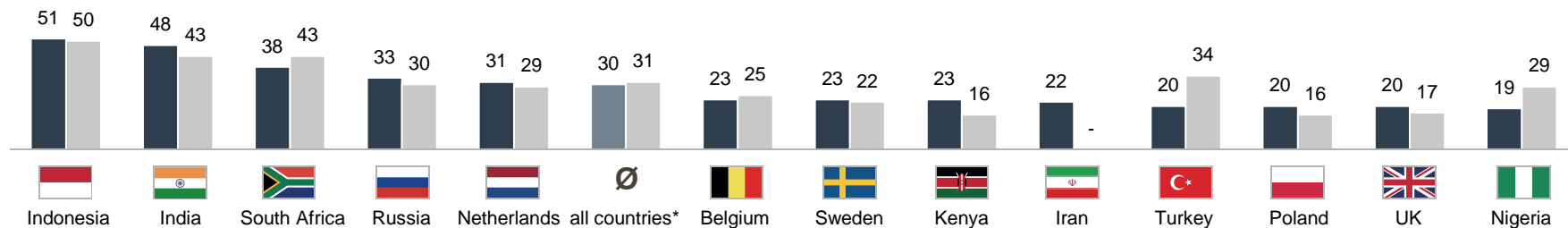


Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

2016 2014

At a glance /// Politicians

("I completely/generally trust", in %)

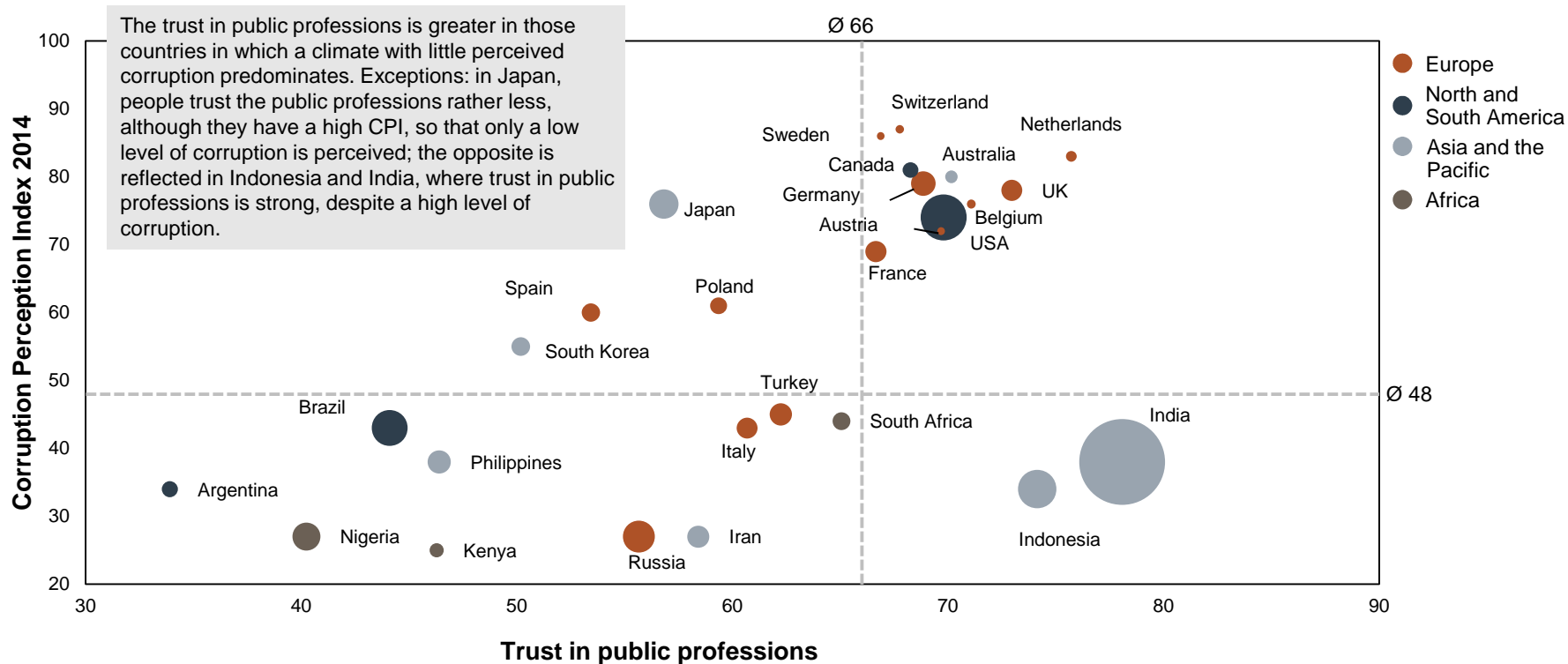


Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

■ 2016 ■ 2014

Level of trust: public professions and Corruption Perception Index 2014

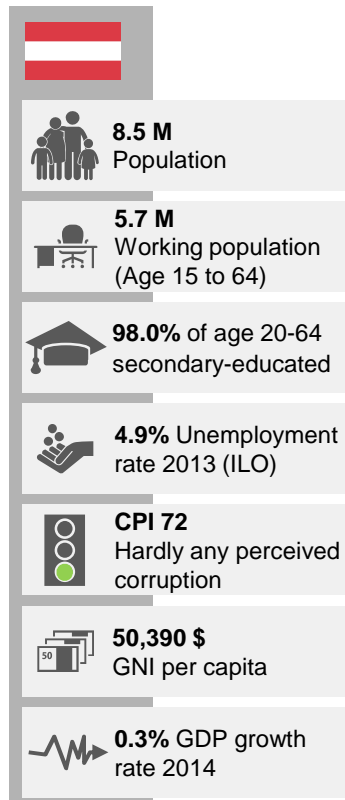
Average of "I completely/generally trust" across all public professions, in %; CPI in score points; the size of the displayed points represents the population of the countries



Base: 29,777 respondents; definition of public professions: civil servants, mayors, policemen, judges, soldiers

2 Europe in detail

Austria /// Findings



In 2016, Austrians view the majority of the professions investigated more positively than in 2014. This is reflected by the slight rise in the average trust rating to 69%, which places Austria in the top third of the overall country ranking.

At 97%, firefighters receive the highest level of trust. Austrians also have very strong trust in the healthcare professions, with paramedics and nurses tied at 95%, followed by pharmacists and doctors at 92% and 88% respectively. The efficient Austrian health system and its wide range of services offering citizens comprehensive care is certainly contributing to the satisfaction felt with regard to these professions.

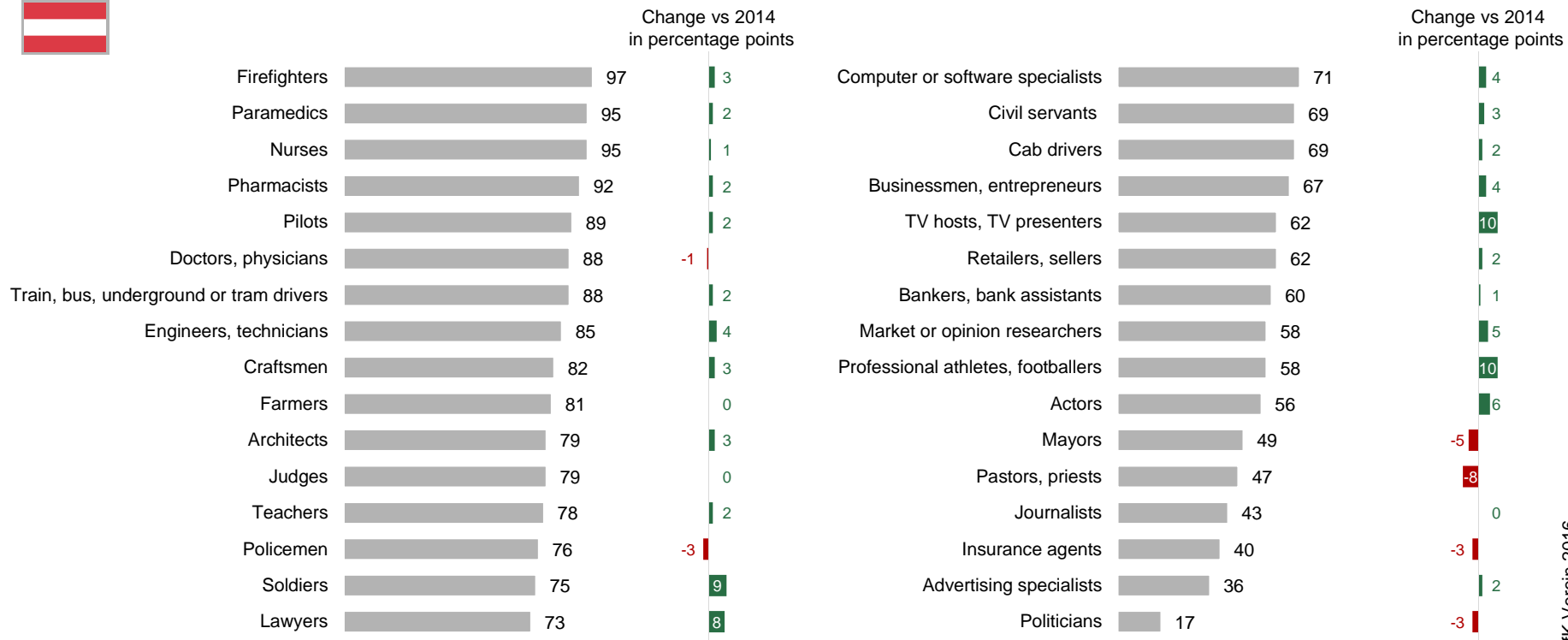
The professions positioned mid-table in the ranking are experiencing noticeable growth, with both TV presenters (62%) and professional athletes/footballers (58%) enjoying an increase of 10 percentage points. The trust expressed in lawyers (73%) and soldiers (75%) has also risen by 8 and 9 percentage points respectively. The perceived trustworthiness of the army could have been positively influenced by the border control work soldiers are being required to perform as a result of the influx of refugees. With more than 60,000

asylum applications received by October 2015, the number of refugees seeking protection has more than tripled in comparison with the previous year.

The professions at the lower end of the ranking, on the other hand, are experiencing a decline in trust. Dropping 8 percentage points, pastors and priests (47%) record the greatest loss in rating. One possible reason is that many Austrians are reproaching the Catholic Church, as the third-largest property owner in the country, for not making sufficient housing available to the numerous incoming refugees. The issue of refugees also played a significant role during the 2015 elections. The right-wing populist party FPÖ particularly benefited from this, doubling its results in the Upper Austrian state parliament elections in comparison with 2009. This was to the detriment of the SPÖ and ÖVP, the parties ruling Austria as a coalition government. Uncertainty among the population may have also been caused by growing unemployment. It is therefore unsurprising that politicians, with a current trust rating of 17%, once again find themselves trailing far behind in last place, their score even dropping slightly below that of 2014.

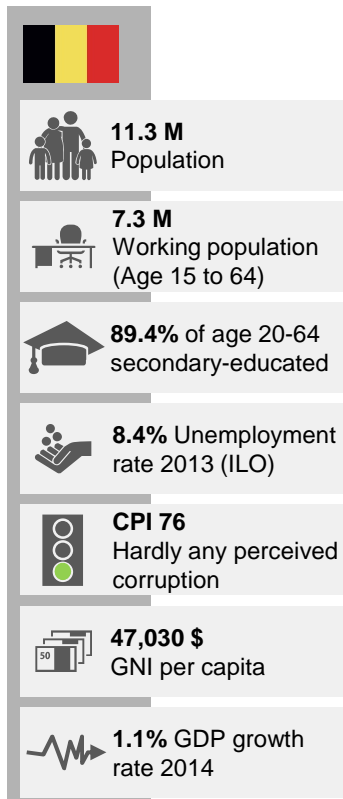
Austria /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,002 respondents; please note: change in institute and methodology

Belgium /// Findings



The level of trust placed by Belgians in the professions investigated in 2016 can most accurately be described as “stable”. With an average rating of 71%, the trust expressed by the population in the various professions once again proves to be slightly above average in comparison with the other countries. What’s more, there have been no changes whatsoever in the top five – both in terms of their trust rating and ranking. Belgians bestow particular trust on healthcare professions. Firefighters, who occupy pole position with 98%, are followed by paramedics (96%), pharmacists (96%), nurses (95%) and doctors (93%).

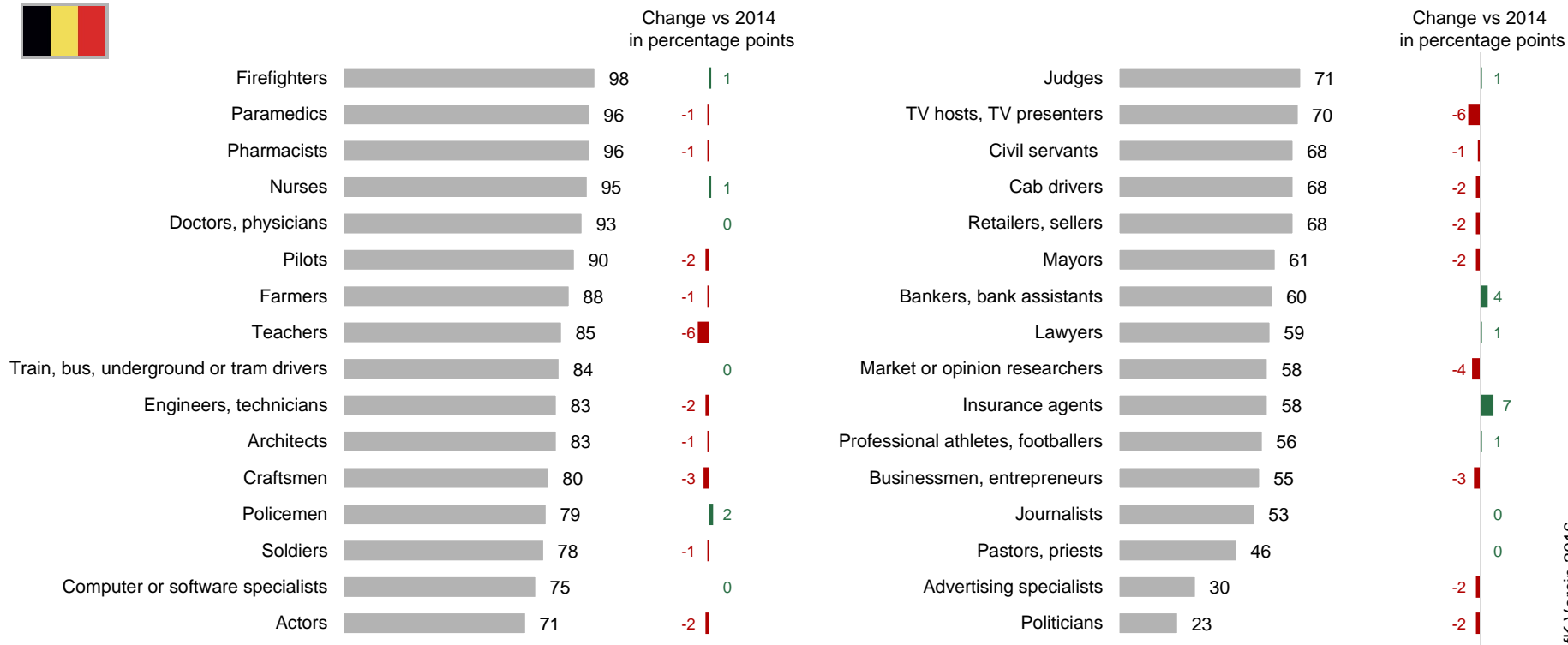
In comparison with 2014, Belgians are only more critical of two professions, both of which record a loss of six percentage points. The first of these is teachers, who currently engender the trust of 85% of the population. This could be attributed to the 2015 history exam for school leavers being leaked before the paper was due to be sat. Across the country, this resulted in the exam having to be delayed and, in some cases, even resat. Secondly, Belgians are also currently more sceptical of TV presenters, who now only meet with the trust of 70% of citizens. The only

professions to experience a noticeable rise in their ratings in comparison with the previous survey are those in the financial sector. For example, insurance agents are enjoying the largest improvement in trust, which has taken their rating up 7 percentage points to 58%. Similarly, with 60%, the trust placed in bank assistants has also grown by 4 percentage points.

The final three professional groups in the Belgian ranking are each viewed with scepticism by more than half of the population. The predominantly Catholic country places pastors and priests in third-to-last place with 46%. They are followed by advertising specialists (30%) and politicians (23%), who have both attained rather poor ratings which mark a slight drop in comparison with 2014. The low level of trust expressed in politicians could be explained by weak economic growth and controversial government decisions. For example, an increase in the state pension age and strict austerity measures prompted public protests, which culminated in most of the country once again being brought to a standstill during a general strike held at the end of 2014.

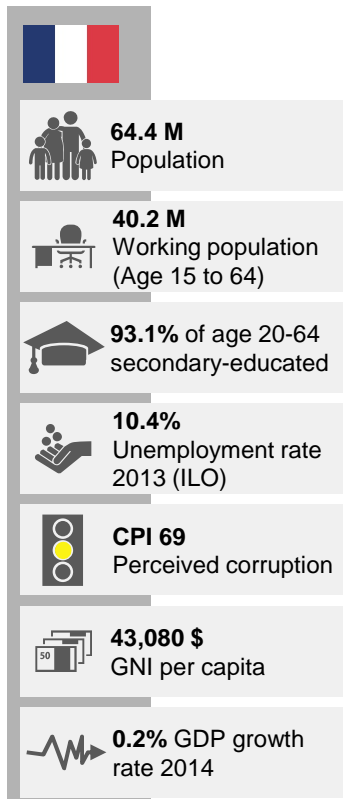
Belgium /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,028 respondents

France /// Findings



At the start of 2015, a particular image of France's capital city made headlines worldwide as international heads of state and government as well as more than a million people hit the streets of Paris to demonstrate against Islamic terrorism in the wake of the attacks on a Jewish supermarket and the headquarters of the satirical magazine Charlie Hebdo. Given the solidarity expressed for the magazine, it at first seems surprising that only 29% of French people trust journalists. This marks a drop of 11 percentage points in comparison with 2014. However, many have accused Charlie Hebdo of crossing a line with their caricatures of Mohammed. In September 2015, the magazine sparked renewed criticism when it published a caricature of the infamous photo of a drowned child refugee. The November 2015 terrorist attacks on restaurants and a concert hall, which killed around 130 people, took place after the survey had been conducted.

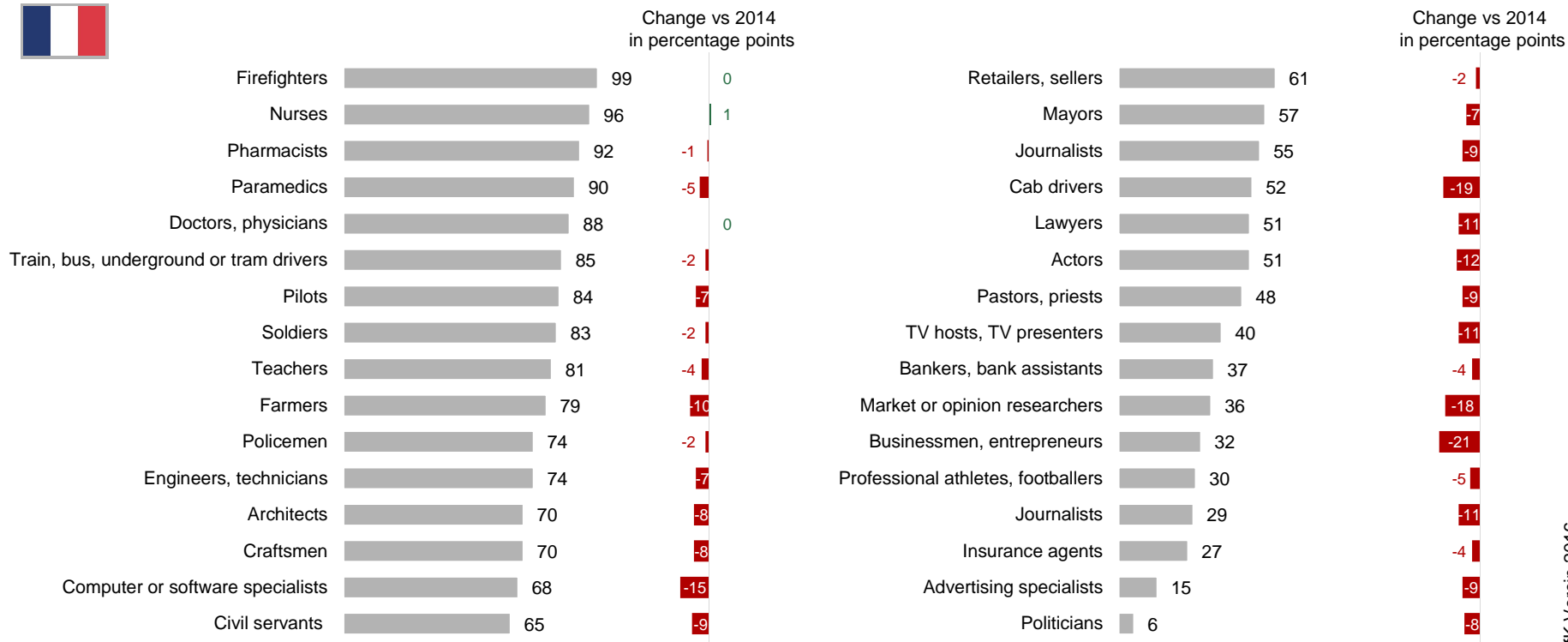
The level of trust bestowed on cab drivers is also lower in 2016, dropping by 19 percentage points in comparison with the previous survey period. This decline may have been triggered by the escalating protests of cab drivers against

transport service Uber at Paris airports in summer 2015. There are several possible reasons for the reduced amount of trust felt for politicians, who find themselves last in the ranking with just 6%. One example would be the negative headlines made by ex-president Sarkozy, whose attempts at making a political comeback have been marred by scandals. These include accusations of manipulating government officials and using illegal funds during the 2007 and 2012 elections. With a CPI of 69 points, perceived corruption is widespread in France. Even the country's ruling Socialists appear divided in the eyes of the public. To compound matters, economic growth is weak and unemployment remains high.

With 99% approval, firefighters once again find themselves at number one in the rankings. They are followed by the medical professions, whose trust ratings remain relatively stable between 88% and 96%. Pilots have dropped to seventh place, now only trusted by 84% of the population. This could be linked to the plane crash in the French Alps in March 2015, which seems to have been caused deliberately by the co-pilot.

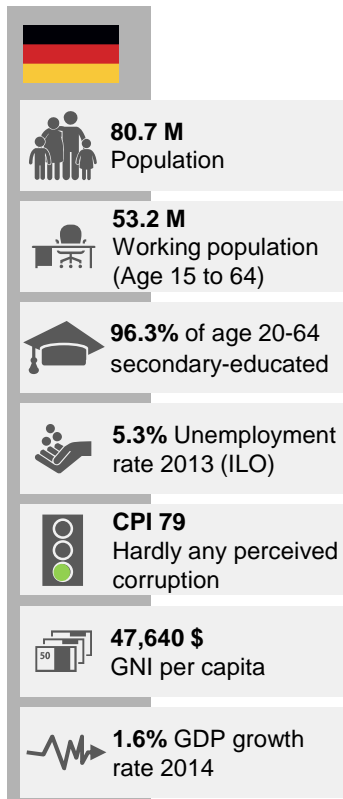
France /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,000 respondents;
 please note: change in institute, causing higher proportion of "no response", particularly for professions with which many people have little direct contact in their everyday lives.

Germany /// Findings



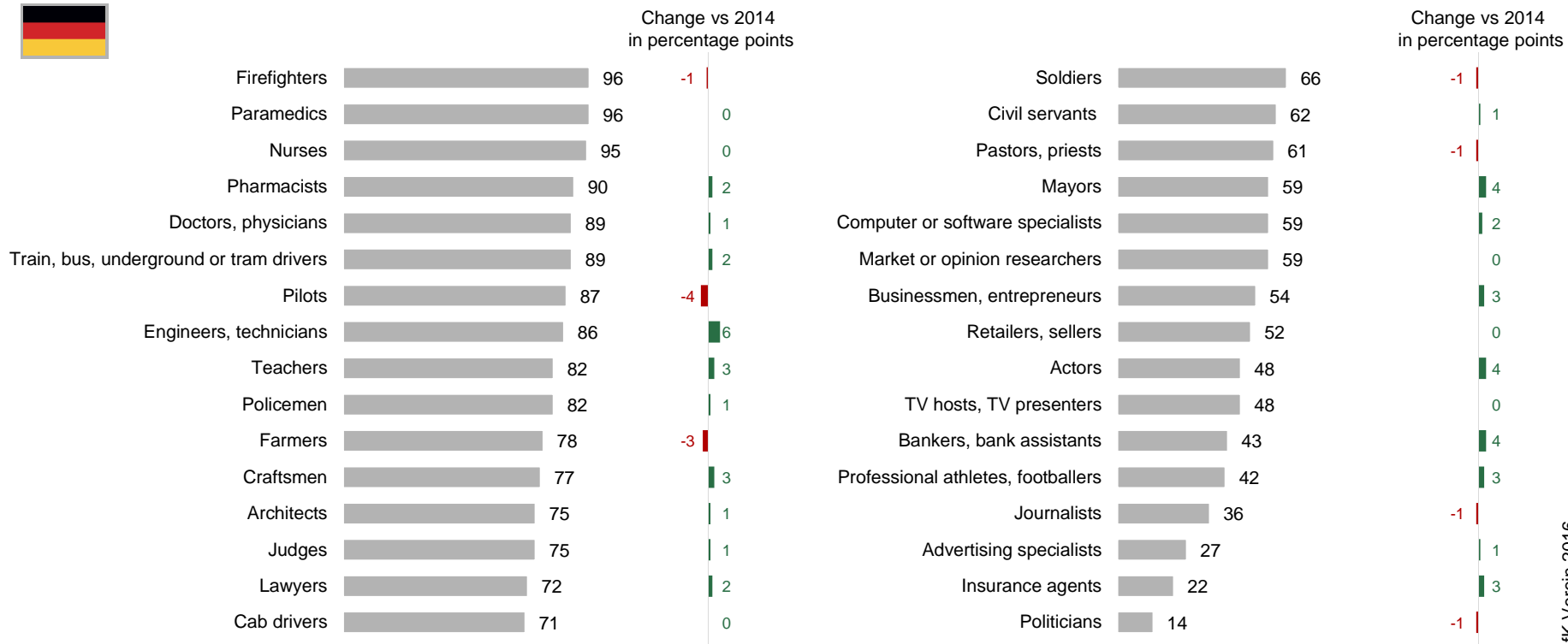
With the average trust rating across all professional groups remaining stable at 65% and no significant changes being recorded for the individual professions, in 2016 Germans appear to be steadfast in the trust they place in the professions analysed. The pole position is once again occupied by firefighters, paramedics and nurses, who enjoy trust ratings of 95% or more. In contrast, the trust bestowed upon pilots has fallen slightly by four percentage points. At 87%, however, they still find themselves in the top third of the ranking. Although the plane crash which was probably caused deliberately by a German pilot in 2015, and which took the lives of 149 people, has affected the country, it seems as if Germans regard the act as an isolated incident. The repeated pilot strikes have also failed to noticeably lower the level of trust expressed in this profession. The same can be said for bus and train drivers, who engender the trust of 89% of citizens despite prolonged rail strikes in 2015.

At 6 percentage points, engineers and technicians clock up the largest increase in trust, taking their current rating to 86%. The VW emissions scandal does not seem to have impaired the people's trust in engineers because there are

virtually no changes between the results collected before and after news of the case broke. Germans have confidence in their country's engineering skills, which also make a significant contribution to Germany's export market. Recently, however, there have been increasing reports about a future skills shortage. To counteract this, STEM initiatives have been set up to inspire greater interest among young people in science and maths. With a trust rating of just 14%, politicians once again occupy last place on the scale. Although the nation has not taken on any new debt for the first time since 1950 and the economy is stable, the aid given to Greece and the refugee crisis have become topics of ongoing heated debate. This climate has prompted the growth of new political players like the Eurosceptic and right-wing populist party AfD, which is calling for changes such as an end to the admission of refugees. Accommodating large numbers of asylum seekers is putting a strain on local authorities, which are demanding more financial and organisational support from the German Government. In contrast, the work of politicians at a local level is more highly recognised, with the trust placed in mayors rising by 4 percentage points to 59%.

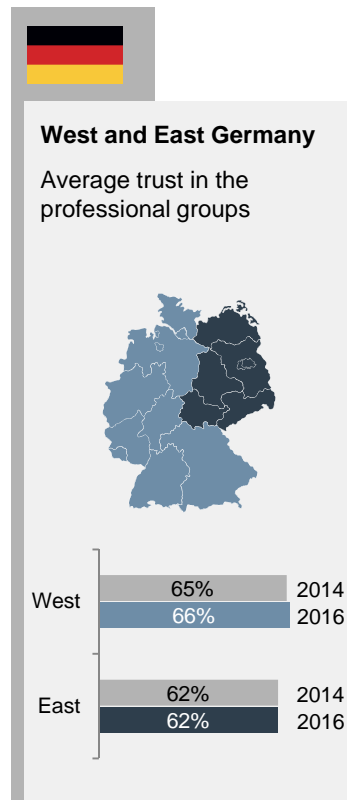
Germany /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,978 respondents

Germany /// Differences between West and East (1)



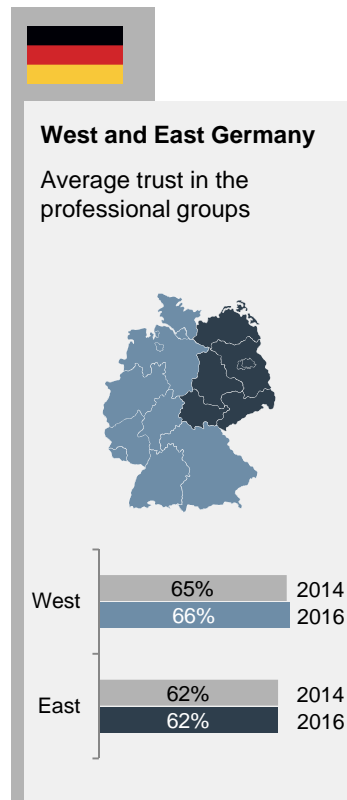
Even 25 years after German reunification, it is still worth comparing the similarities and differences between East and West in the levels of trust expressed in the professions investigated. At 66%, West Germans have on average more trust in the professions than East Germans, whose overall trust rating stands at 62%. Of all Germans, the under 50s living in the West have the strongest trust in the professions examined (68%), while, at just 61%, people aged 50 plus living in the East are noticeably more wary of all professions.

The changes in the levels of trust expressed in East and West since 2014 have largely moved in the same direction. The two halves of the country and the various age groups are also relatively in agreement when it comes to the professions occupying the very top and bottom of the ranking. Older East Germans in particular are slightly more mistrustful of pharmacists. Few pharmacies of the kind seen today existed in the former GDR. And of those that did, their ranges did not compare with the wide selection of products on offer in the West and which are today taken for granted, especially in terms of over-the-counter drugs. In other respects, the differences between East and West are mostly marginal.

Nevertheless, several professions are viewed significantly more positively in the West. The greatest difference is found in the country's perception of priests, who attain a rating of 66% in the West but just 40% in the East. In the GDR, the state undertook various measures in an attempt to suppress the influence of the Protestant Church in particular. This – coupled with the GDR portraying itself as an officially atheist state – has led to the majority of East Germans still not belonging to any religious community.

Western Germany also has a stronger level of trust in lawyers, policemen, judges and civil servants. The few independent lawyers who practised in the GDR were very limited in terms of the work they were permitted to undertake. In contrast, policemen, judges and civil servants are three professions which used to represent the “system” in the GDR. What's more, after reunification, in East Germany these roles were frequently assumed by people from the West. East Germans aged 50 and over are the most mistrustful of these three professions as well as soldiers. The same applies to entrepreneurs, who did not exist under the GDR's socialist planned economy.

Germany /// Differences between West and East (2)



With 38%, journalists are also awarded a greater level of trust in the West, where the population has more long-standing experience of press freedom, than in the East, where the professional group only garners 31% approval. In contrast, the under 50s living in the East award the greatest level of trust to computer and software specialists, a professional group which has become indispensable given the way in which digital technology is penetrating our daily lives to an ever larger extent. The greatest level of disparity can be found in the amount of trust felt for professional athletes and footballers among younger West Germans (47%) and that expressed by older East Germans (34%). One reason for this could be that both the German Bundesliga football league and the country's 2014 FIFA World Cup team are and were dominated by clubs and players from the former states of West Germany.

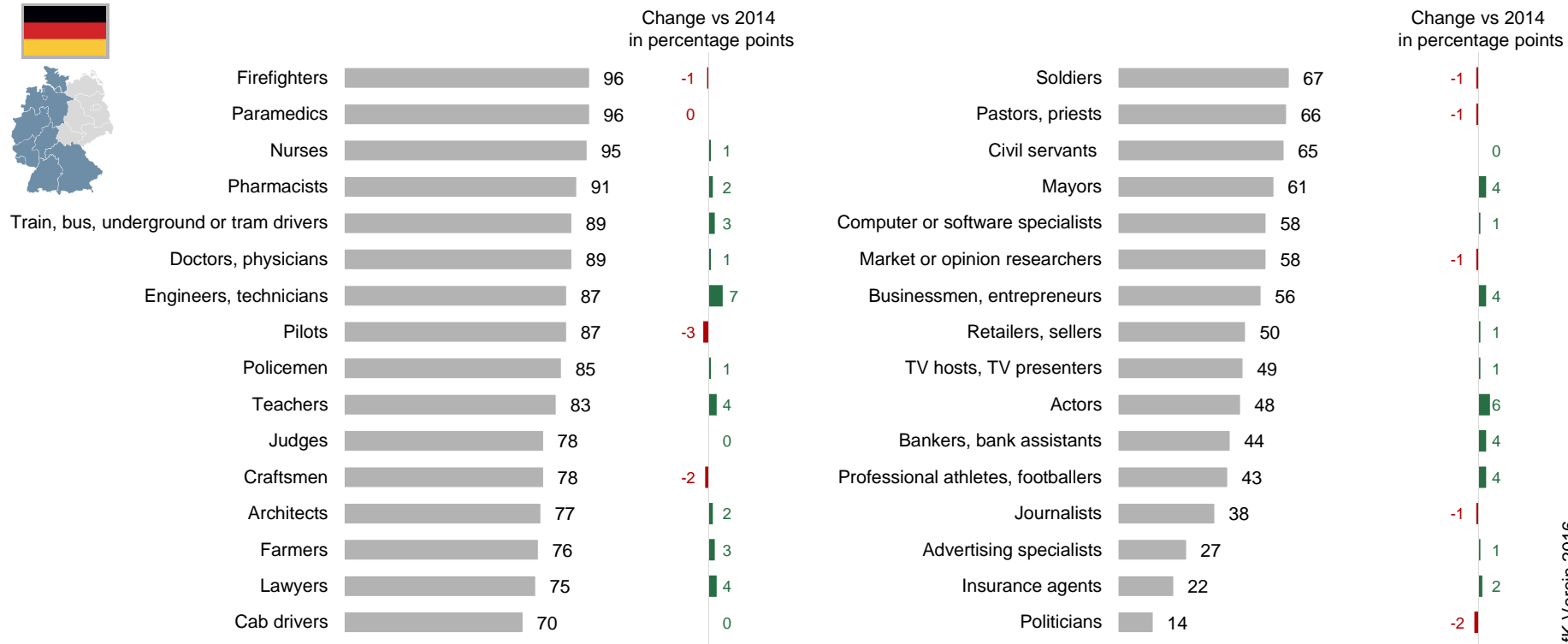
On the other hand, the trust felt for politicians is equally low in both the West and East. Their rating has nevertheless increased very slightly in the East, despite the emergence of the populist Pegida movement, which is gaining particular

ground in this part of the country. Although East Germans have a slightly more cautious attitude to mayors than those living in the West, this professional group has also seen a slight rise in public perception in the East.

Overall, almost all professional groups have a higher trust rating in the West than they do in the East. The only exceptions to this are cab drivers and sales staff, who are both perceived more positively in the East, where they enjoy seven to eight percentage points' greater trust than in the West. This spike in trust in comparison with the other half of the country is, however, not as serious as in the numerous reverse cases where professional groups engender more trust in the West.

West Germany /// Trust in professional groups

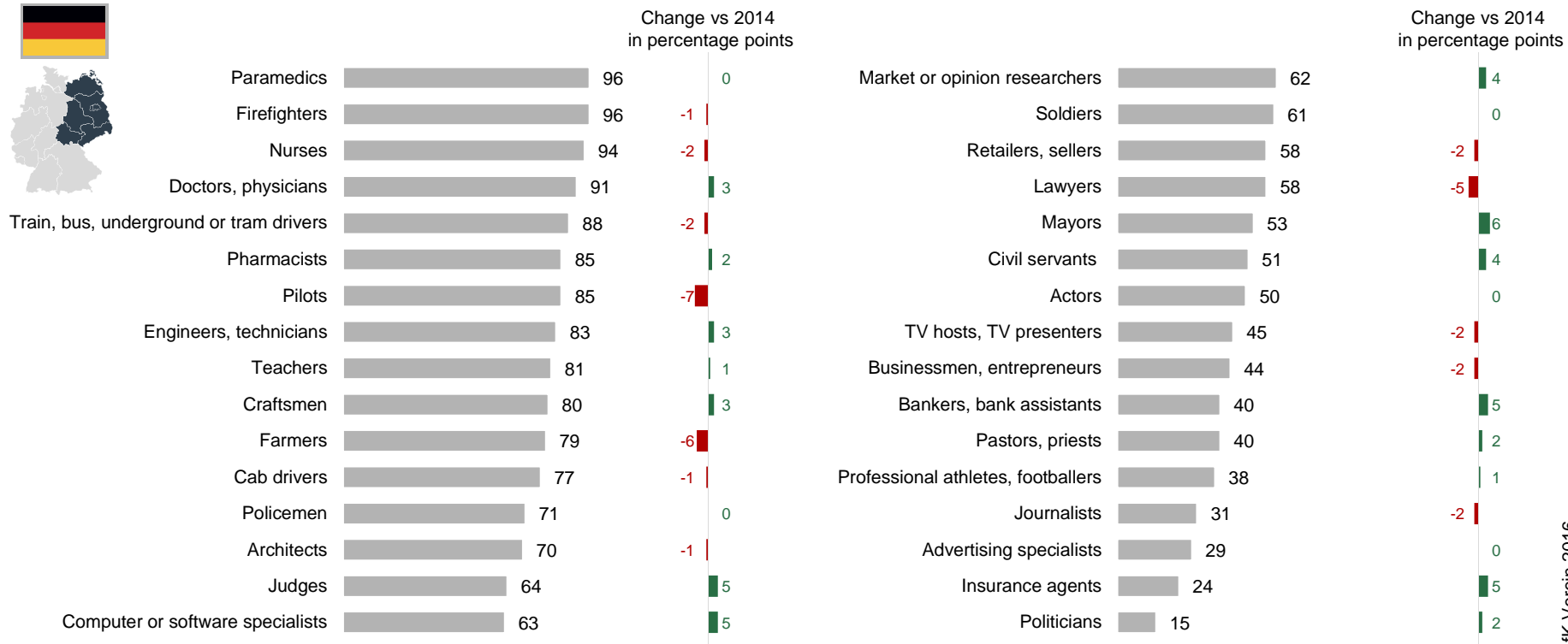
("I completely/generally trust", in %)



Base 2016: 1,576 respondents

East Germany /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 402 respondents

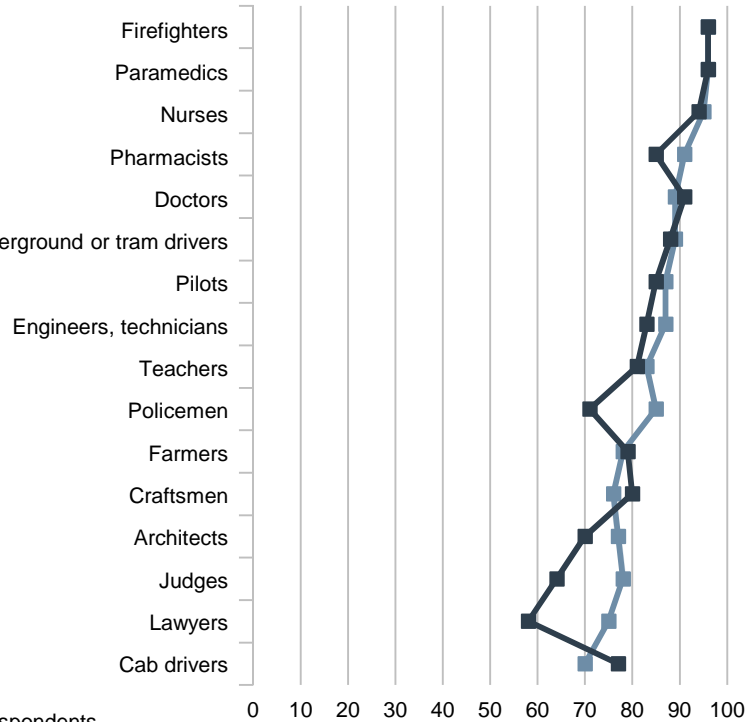
Germany /// Trust in professional groups

East and West Germany

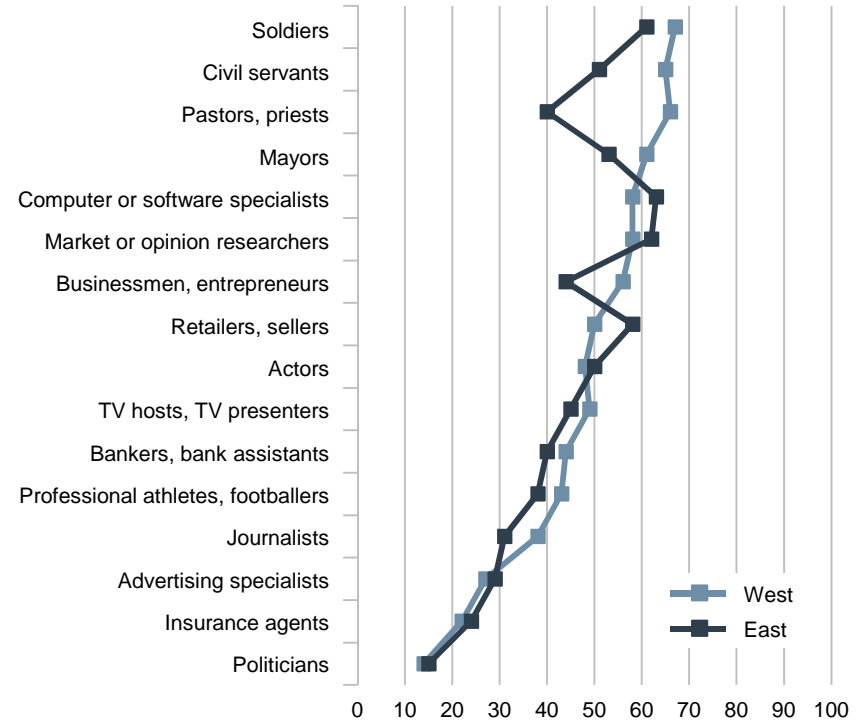
("I completely/generally trust", in %)



Train, bus, underground or tram drivers



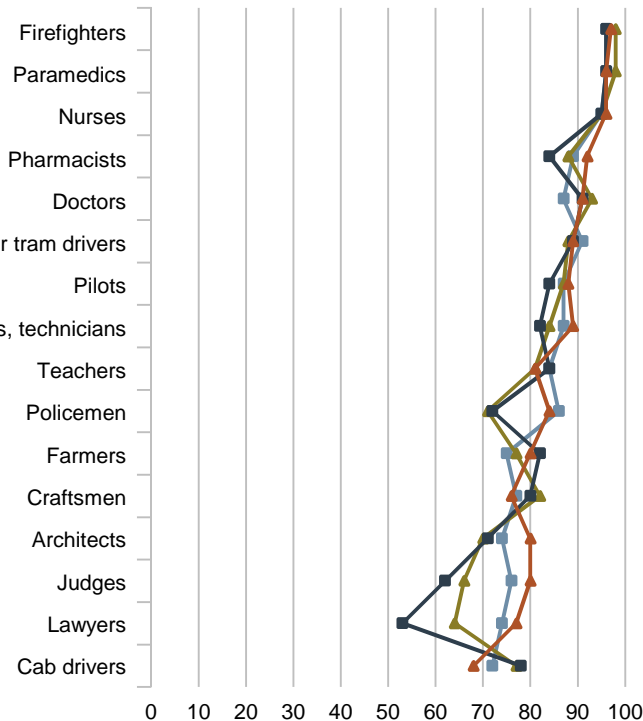
Base: 1,978 respondents



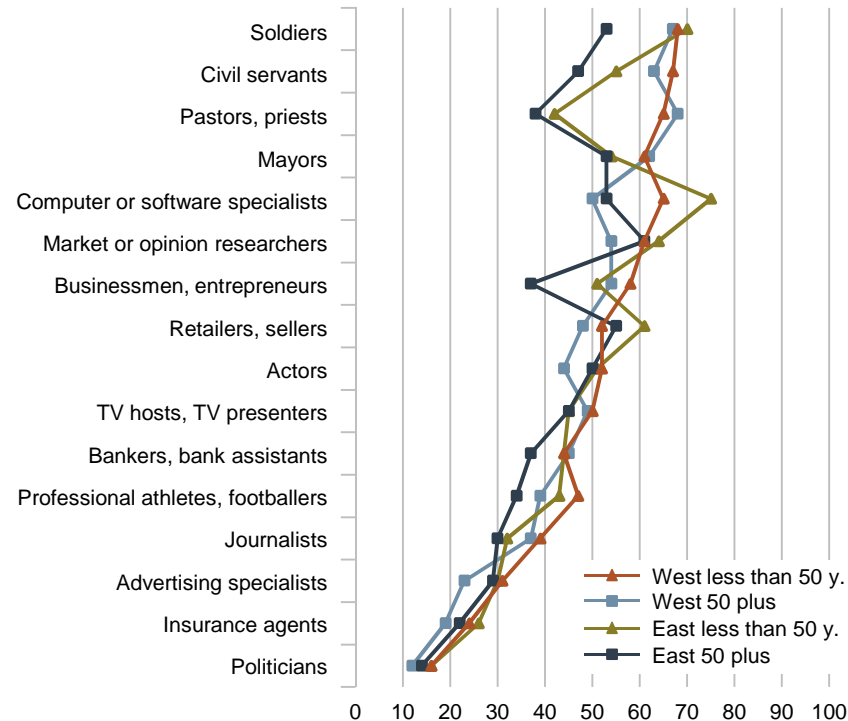
Germany /// Trust in professional groups

East and West Germany by age group

("I completely/generally trust", in %)

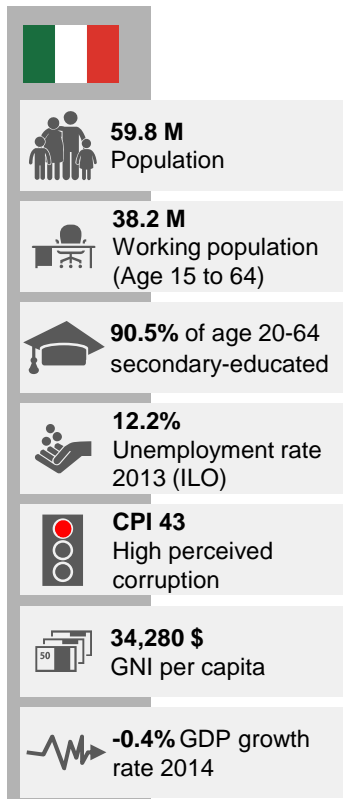


Base: 1,978 respondents



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Italy /// Findings



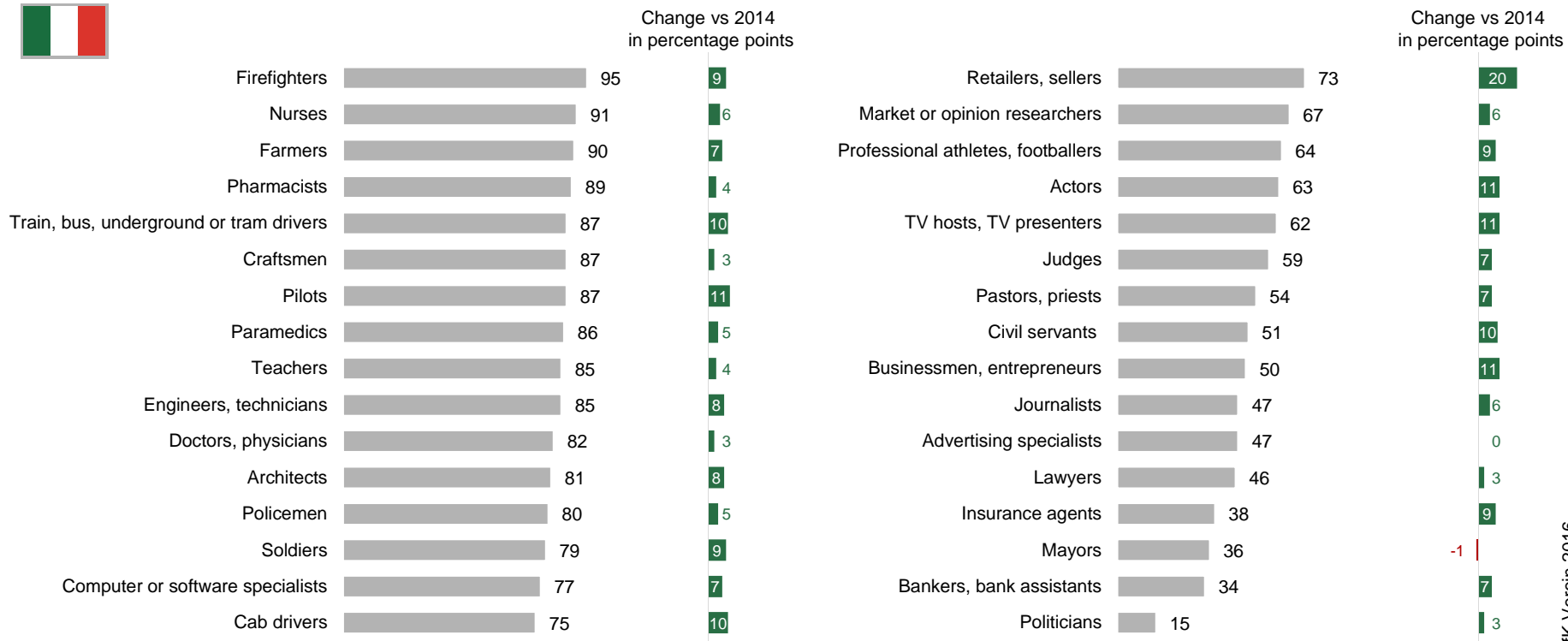
With the average trust rating rising by 7 percentage points to 67%, the climate in Italy has improved noticeably in terms of the level of trust felt for the professions in comparison with the other countries surveyed. This positive trend can be found in almost all professional groups and in every region. Having said this, the average level of trust expressed by Northern Italians remains five percentage points higher than in Central and Southern Italy. The country's economic situation could be the cause of the increased overall rating. After years of recession, the Italian economy is starting to grow again – albeit tentatively – thanks in particular to lower energy prices and the expansionary monetary policy of the ECB. The European Commission forecast growth of around 0.6% for 2015. In Italy, firefighters come top of the ranking once again, enjoying a trust rating of 95%. Nurses and farmers, both of whom record a heightened level of trust in comparison with 2014, also lie above the 90% mark. Retailers and sales staff are experiencing the greatest rise in public perception, achieving a plus of 20 percentage points. With 73%, they find themselves in the middle of the ranking. Consumer sentiment has also improved in Italy, reaching a record high in September 2015. Pilots (87%), actors (63%),

TV presenters (62%) and entrepreneurs (50%) have each seen a spurt in trust of 11 percentage points. And despite increased strikes, train drivers (87%) and cab drivers (75%) are also among the professions witnessing an upturn in trust.

The only professional groups not to register any growth are advertising specialists with 47% and mayors, who with 36% occupy the third-to-last place on the scale. This mistrust of mayors, in a climate in which the vast majority of professions are experiencing increased trust, could be attributed to Rome's mayor, Marino, who gained negative press for an expenses scandal and has since resigned. The sceptical attitude towards numerous public sector professions can also be linked to the high perceived level of corruption in Italy. As a result, judges with 59% and civil servants with 51% find themselves at the lower end of the ranking. Politicians currently engender the lowest level of trust at just 15%, although this figure represents a slight gain in comparison with 2014. This is in line with the rise in popularity seen by Prime Minister Renzi, who is introducing reforms in an attempt to bring the country out of its state of crisis.

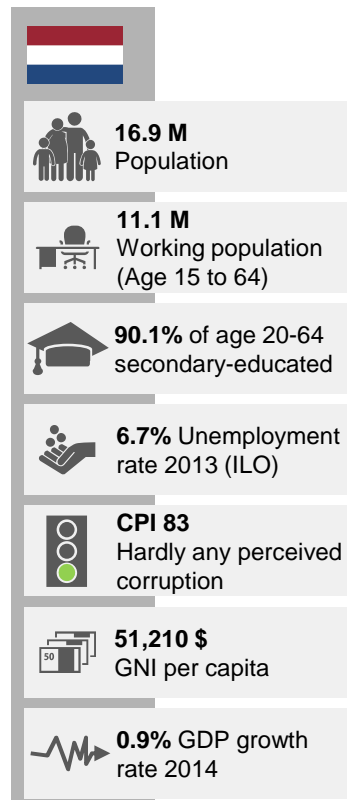
Italy /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,017 respondents

Netherlands /// Findings



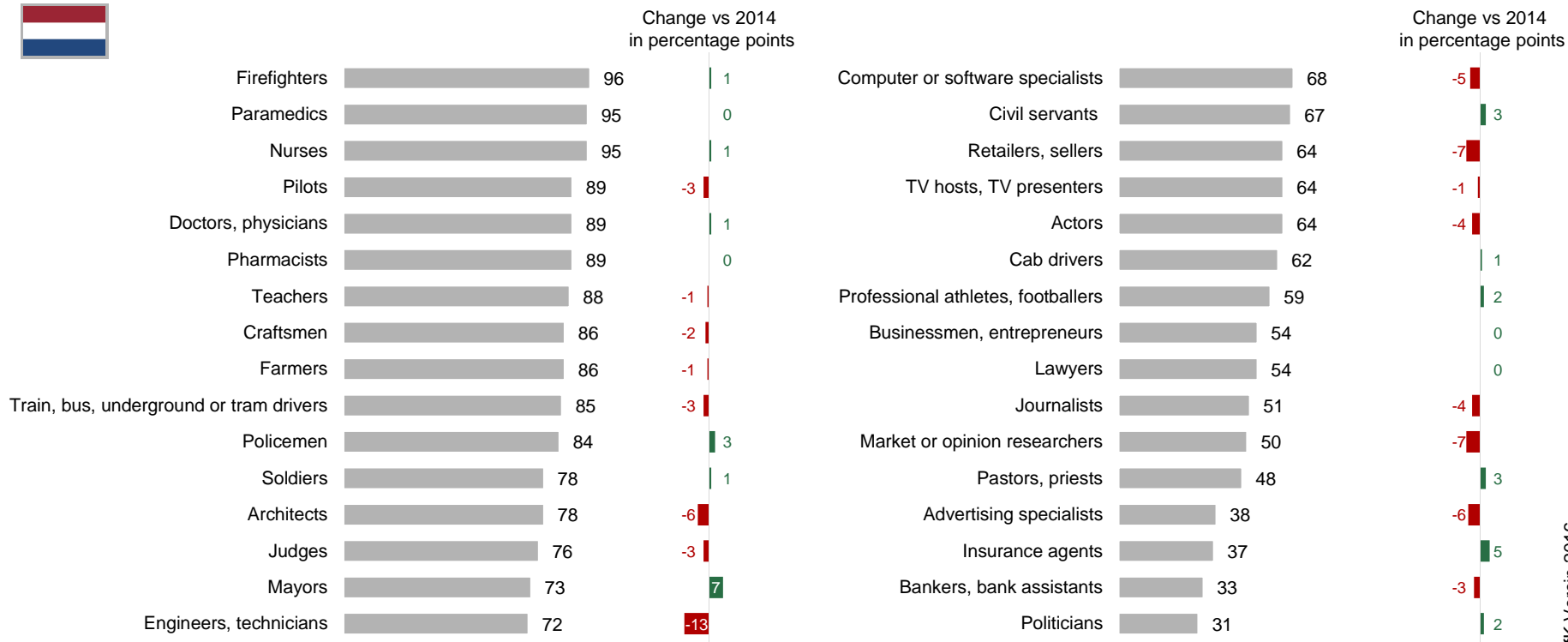
With an average trust rating of 69% across all the professions investigated, the Netherlands is in the top third of the global ranking. Half of the professions are trusted by 70% or more of the respondents. Only 4 professional groups have ratings significantly lower than 50%, namely advertising specialists and insurance agents with 38% and 37% respectively, bankers with 33% and politicians with 31%. The latter, however, earn a relatively high level of trust in comparison with the other European countries. The economic recession appears to have come to an end in the Netherlands and gross domestic product was expected to have risen by around 2% in 2015. The influx of refugees, however, is presenting the country with significant challenges. While the population is accusing Prime Minister Rutte of a lack of involvement with the issue, the right-wing populist party PVV is benefiting from the situation. According to a survey conducted in October 2015, it could win 23% of the vote at the next election, which would make it the strongest political force in the country.

Mayors record the greatest rise in trust in comparison with 2014, climbing 7 percentage points to their current rating of 73%. This result may have been contributed to by the clear

statement made by Rotterdam's mayor Aboutaleb after the terrorist attack on the headquarters of Charlie Hebdo in Paris at the start of 2015. A Muslim born in Morocco, Aboutaleb told radical Islamists to leave Europe if they could not cope with the continent's ideals of freedom. The largest drop in rating is experienced by engineers and technicians, who with 72% nevertheless still meet with a high level of trust. This sector recently came under criticism for allegedly sometimes putting profit ahead of the safety of the population during gas extraction operations performed over the past few years. Sellers (64%) and market and opinion researchers (50%) have also both made losses of 7 percentage points. As was also the case in 2014, the helping professions top the scale, with firefighters taking pole position with 96%, followed by paramedics and nurses, who each attain a rating of 95%. Medical care in the Netherlands is regarded as being among the best in Europe and the country currently occupies first place in the Euro Health Consumer Index (EHCI) for the fifth year in row. A particular feature of the nation's health system, which may heighten the trust felt for these professions, is that treatment decisions are usually made on the basis of discussions held between the doctor and patient.

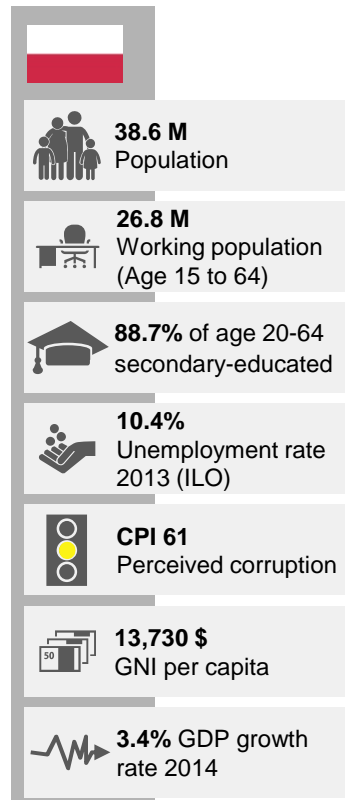
Netherlands /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,014 respondents; please note: changed age group

Poland /// Findings



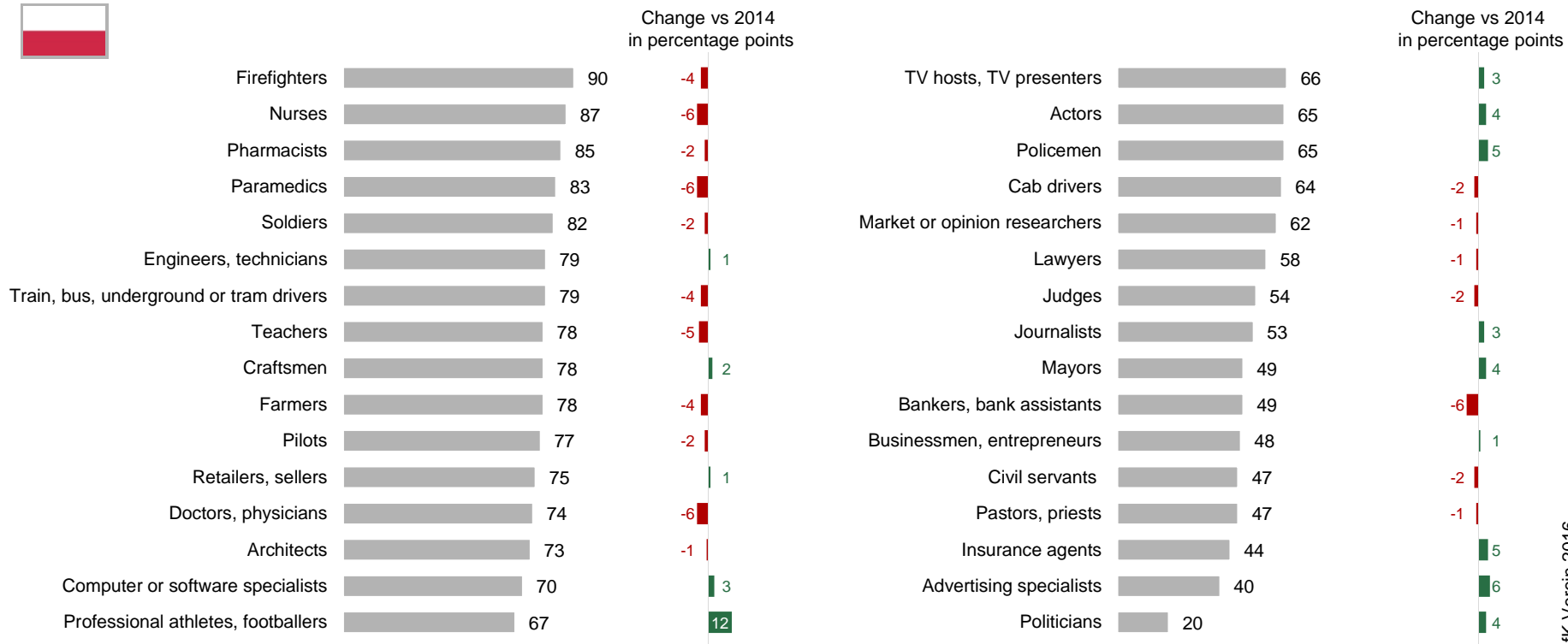
While the overall trust placed by Poles in the professions included in the study remains constant at 65%, changes can be seen in the results recorded for the individual professions. The most significant of these is that none of the professions, not even firefighters and nurses at the top of the scale, are able to achieve a trust rating greater than 90%. The level of trust given to the highest-ranking professions attaining ratings of 80% or more, which also include pharmacists, paramedics and soldiers, has dropped across the board.

In the first half of the rankings, the professional groups to suffer the greatest losses in trust include teachers (78%) and doctors (74%). Poland's healthcare system is currently facing increasing criticism, with the state hospitals in particular being regarded as underfunded and poorly equipped. Due to their low average salaries, more and more medical staff are moving abroad. In addition to causing a predominance of older staff among healthcare professionals, staff shortages are leading to long waiting times – creating a breeding ground for corruption in the healthcare system. Overall, this is contributing to the decline in trust being experienced by all medical professions. Bankers also meet with a lower level of

trust than they did in 2014. This could be attributed to the fact that many Poles are suffering from the appreciation of the Swiss franc. Since many mortgage loans were denominated in this currency, the surge of the franc is causing levels of debt to rise. Professional athletes and footballers are enjoying the greatest increase in trust. The success of the Polish national football team, which qualified for the 2016 UEFA European Football Championship, having previously failed to do so for the 2014 World Cup, is certainly playing a role here. The bottom end of the ranking is once again occupied by insurance agents with 44%, advertising specialists with 40% and politicians with 20%, although this time around each of these professions is recording an increase in trust. The rise in trust placed in politicians may be connected with the election of the new President Duda from the national-conservative PiS party in the middle of 2015. During the parliamentary elections at the end of October 2015, the country additionally saw a change in government, the liberal-conservative PO also being replaced by the PiS. However, there have already been huge protests against the first measures to be introduced by the new government, comprising reforms to the Constitutional Court and media law.

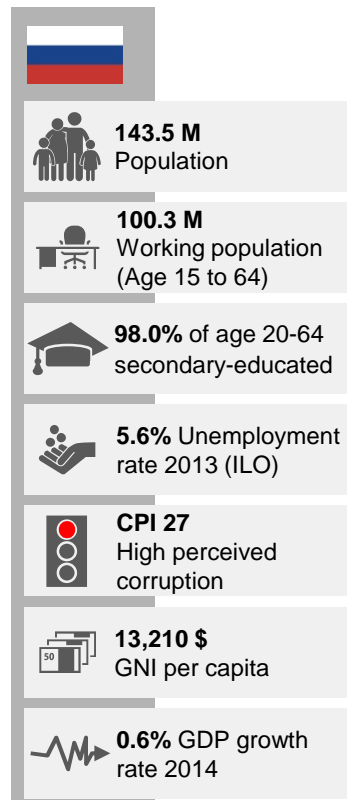
Poland /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,000 respondents

Russia /// Findings



At 63%, the trust placed in the professions analysed has remained stable in Russia, lying in the lower middle of the 2016 global ranking. There are no noteworthy changes among the individual professions. Overall, professions at the upper end of the scale have, in some cases, seen slight increases in trust, while all of those at the lower end have recorded losses. The only exception to this is politicians, who have made a slight improvement.

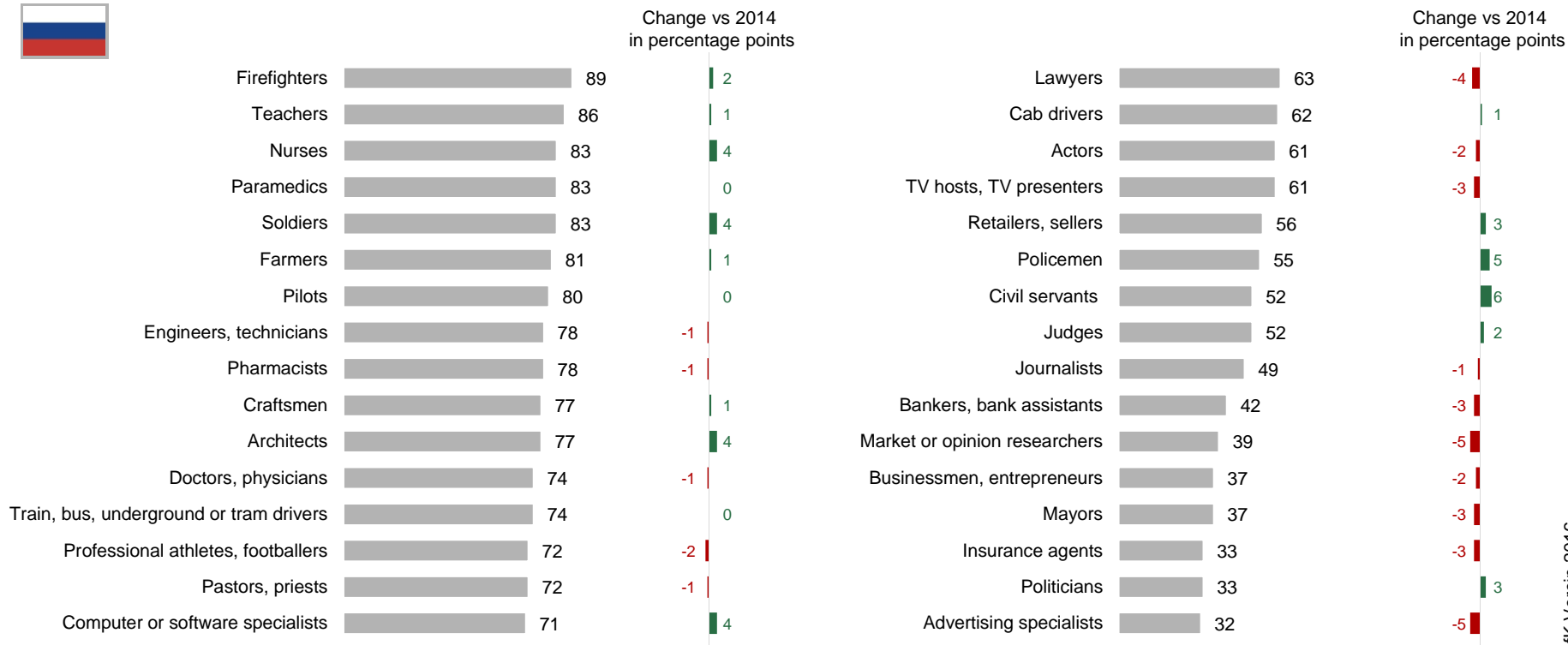
Firefighters occupy pole position with 89%, followed by teachers in second place with 86%. In contrast, at 74%, the trust placed in doctors is somewhat low in comparison with the other countries surveyed. At 83%, significantly more Russians express trust in paramedics, nurses and soldiers, the latter two both witnessing a 4 percentage point increase in trust. In May 2015, the country demonstrated its military strength by staging the largest military parade in Russian history in Moscow to mark the 70th anniversary of victory in the Second World War. This and the military operations in Ukraine, for instance, have been reported very positively in the media. However, the economic sanctions imposed on the country by the EU due to the Ukraine conflict, to which Russia retaliated by introducing an import ban on Western products,

as well as the low cost of crude oil have led to an economic downturn and a rise in prices. As a result, the IMF forecast a drop in GDP of 3.4% for 2015. And in March 2015, the rate of inflation stood at 16.9% due to the very weak rouble. This situation is possibly having a negative influence on the trust felt for professions involved primarily in the marketing of products and services. This group comprises bankers, market or opinion researchers, entrepreneurs, insurance agents and advertising specialists, who are all at the very end of the ranking and have lost trust in comparison with 2014.

It seems, however, that Russians are not holding President Putin responsible for the weakening economy, as surveys show that more than 80% of the population are satisfied with his work. Other politicians, in contrast, are failing to benefit from the popularity of their country's president. Despite making a slight gain in comparison with 2014, their profession occupies the penultimate position at 33%. In spite of the high level of perceived corruption, state employees are also enjoying an increase in trust, with just over half of Russian citizens trusting policemen, civil servants and judges. Nevertheless, the trust felt in these three professions is still below the country's average rating of 63%.

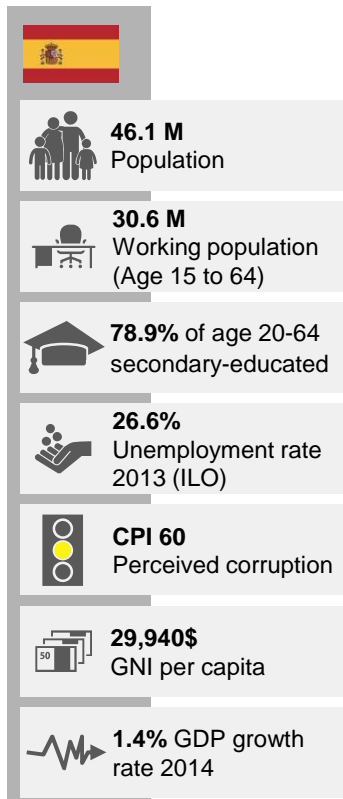
Russia /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 2,119 respondents

Spain /// Findings



For years, more and more cases of corruption have been coming to light in Spain, with a wide variety of protagonists being engulfed in scandals, from entrepreneurs and politicians from virtually all parties to the royal family. For example, at the end of 2014, it emerged that politicians and senior employees at major Spanish Bank Bankia, which had been bailed out by taxpayers' money during the financial crisis, had been using unregistered credit cards to enjoy second salaries for years. Furthermore, in March 2015, following lengthy investigations, court proceedings were commenced against politicians and entrepreneurs accused of accepting or paying bribes in return for public works contracts.

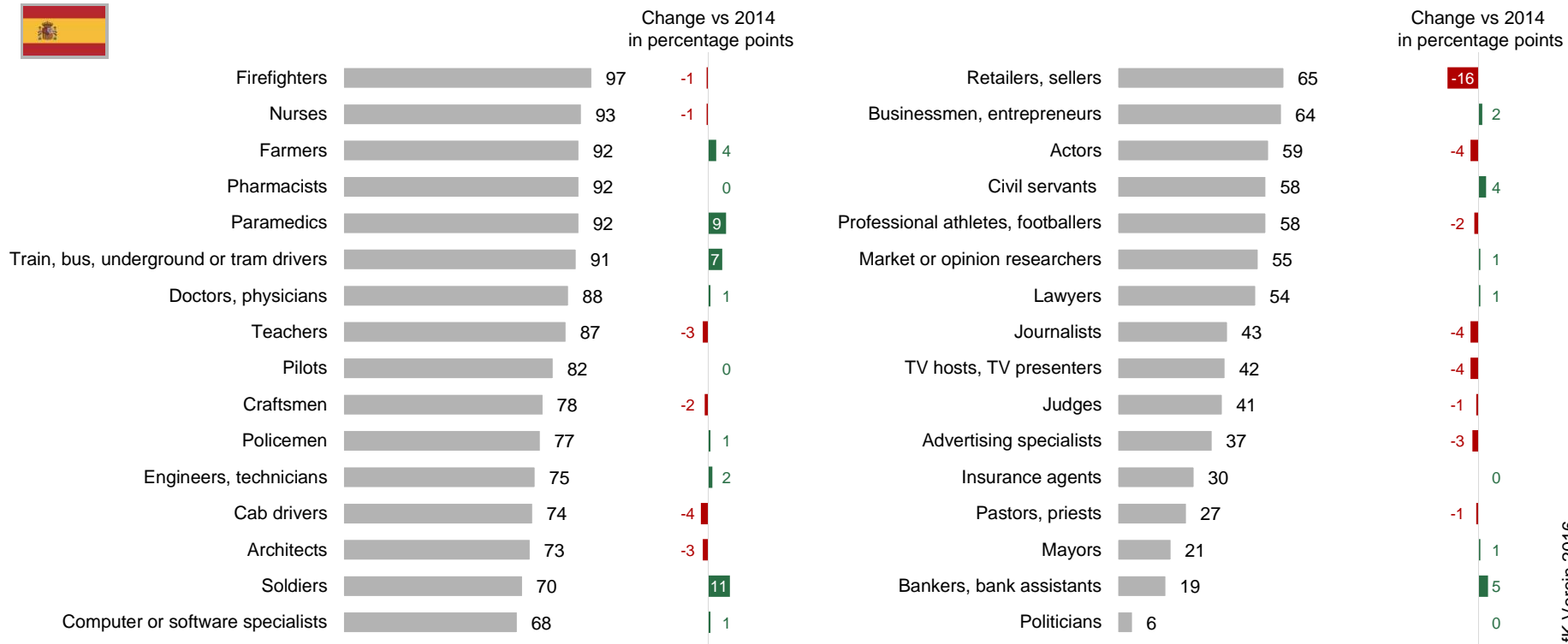
The widespread corruption is reflected in a CPI of 60 points – as well as in the low level of trust expressed in the professional groups concerned. For example, only 21% of Spanish respondents trust mayors and 19% bank assistants. Meanwhile, politicians, with a trust rating of just 6%, find themselves at the very bottom of the ranking. This result, however, can presumably not only be traced back to the cases of corruption alone. Unemployment remains high, for

example, despite an improvement in the country's economic situation. At the start of 2015, many citizens demonstrated against the government's economic and social policies, demanding an end to austerity. The military is also being affected by this cut in expenditure – yet soldiers, whose plus of 11 percentage points takes them to 70%, are currently seeing the greatest increase in trust. This is possibly due to citizens appreciating the work being performed by soldiers, such as their operations in the Horn of Africa region, despite their tight budget. At the opposite end of the spectrum, retailers and sales staff are moving down the scale, having dropped 16 percentage points to just 65%.

The average trust rating across all professional groups in Spain remains constant at 63%, placing it below the global average. Firefighters top the ranking with 97%, followed by nurses in second place with 93%, and farmers, pharmacists and paramedics in joint third with 92% each. Alongside train, bus, underground and tram drivers (91%), 6 professional groups therefore earn trust values exceeding 90%.

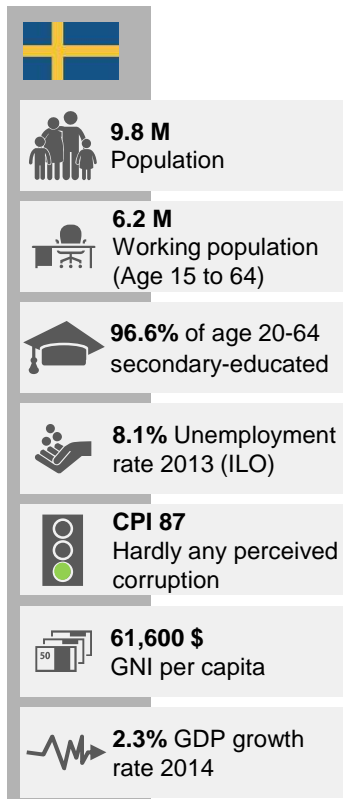
Spain /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,023 respondents

Sweden /// Findings



Compared with 2014, the level of trust felt in Sweden for the professional groups investigated has increased slightly by 2 percentage points to 69%. The top of the 2016 ranking is once again occupied by firefighters and paramedics, who are each trusted by 98% of the population. The strong trust expressed in these professions was presumably strengthened in summer 2014 by the tireless efforts of all the rescue workers involved in fighting the worst forest fires to rage in the country for decades. Positions 3 and 4 are occupied by nurses and pilots, who each have a trust rating of 95%. Following close behind them are farmers, who with growth of 4 percentage points now stand at 93%. The trust placed in doctors has also risen, climbing 6 percentage points to 92%. Civil servants are also enjoying the same level of increase but still find themselves at the lower end of the ranking with just 62%. With a plus of eight percentage points, the greatest increase in trust is recorded by insurance agents, who, despite this improvement, are still positioned in the bottom third of the list.

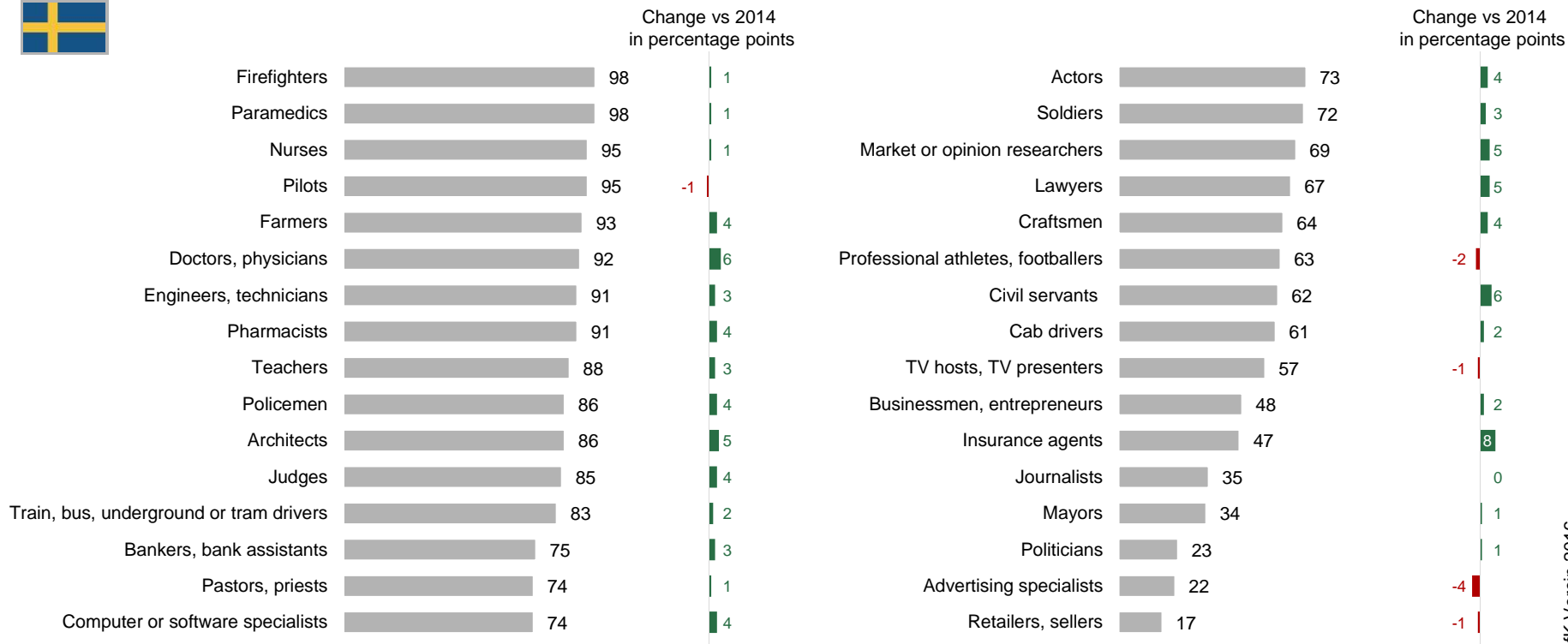
Politicians are once again at the lower end of the scale, where they occupy third-to-last place with a virtually unchanged score of 23%. Recent political disputes may have

contributed to this ranking, as the work of Sweden's minority government, which comprises a coalition between the Social Democrats and the Greens, has been systematically hampered by the other parties since it was formed in autumn 2014. The conservative opposition only agreed to tolerate the government after difficulties passing the 2015 budget almost prompted new elections to be called. This has once again isolated the right-wing populist Sweden Democrats, which had been successful during the previous election.

With 22%, advertising specialists rank lower than politicians. Swedes are perceptibly more sensitive to discriminatory advertising than they once were, which is a possible reason for the poor performance of professionals working in this field. With 17%, retailers and sellers occupy last place. This, the lowest rating to be achieved by retailers across all the countries surveyed, could, however, be attributed to the fact that mail order and online delivery services are used extensively in sparsely populated Sweden. Consumers often also place orders abroad, which results in cases of fraud occurring on average more frequently than in European countries where bricks-and-mortar retail plays a greater role.

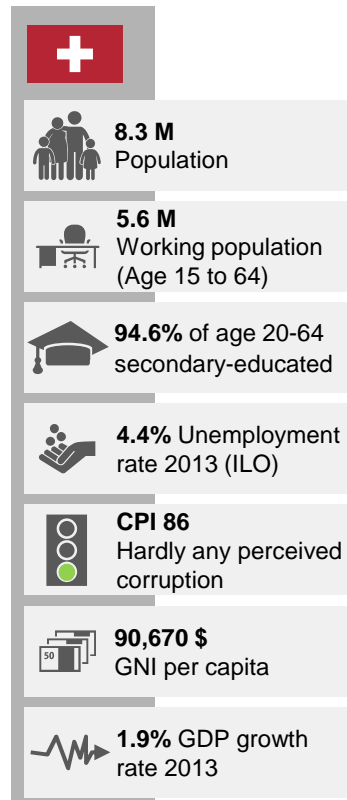
Sweden /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,000 respondents

Switzerland /// Findings



The people of Switzerland have recently been preoccupied by allegations of corruption against football's world governing body FIFA, which has its headquarters in Zurich, as well as several popular initiatives, including one against mass immigration. The FIFA scandal has presumably cast a shadow of doubt over sports officials. On top of this, the Swiss national football team underwent doping tests and lost a Euro 2016 qualifying match against England shortly before this survey was conducted. Accordingly, at 35%, significantly fewer Swiss people trust professional athletes than in 2014.

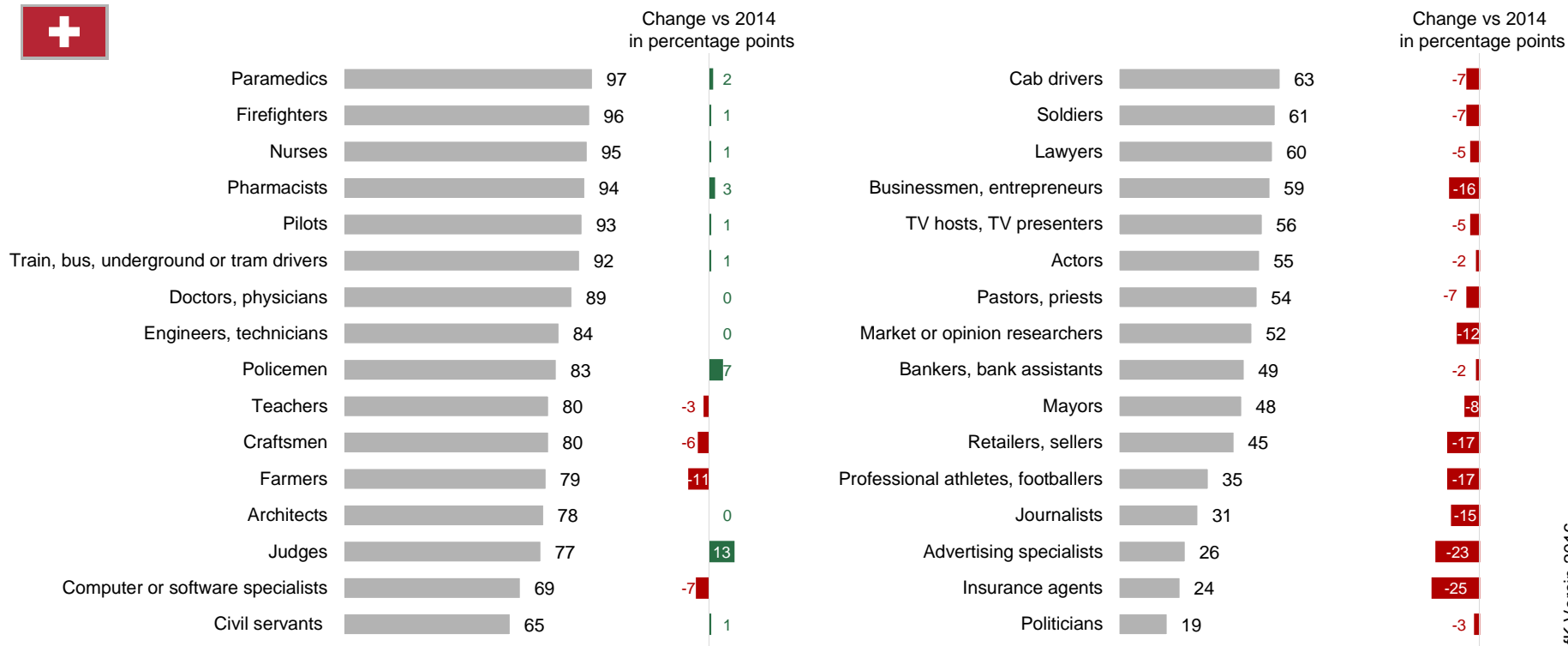
While several other professions, such as journalists (31%), have also suffered losses, some are enjoying an increase in trust. For example, policemen (83%) and judges (77%) could be benefiting from the improved overall crime clearance rate. Several of the changes must be attributed to the change in methodology used to conduct the 2016 survey. Overall, these developments have resulted in an average trust rating of 65%, which – despite a decline of around 6 percentage points – still places Switzerland in the middle of the countries observed. Although farmers, with 79%, are still

in the upper middle of the pack, they too record a drop in trust. One reason for this downturn could be the way in which the industry has a high proportion of large companies which farm livestock more intensively. At the same time, government agricultural subsidies, cuts to which were announced at the end of 2015, have sparked heated debate, with thousands of farmers protesting against the resulting losses in real income. The removal of the cap on the Swiss franc's euro exchange rate is also affecting farmers as well as other export-dependent industries and tourism. Furthermore, unemployment is continuing to creep upwards. This could possibly explain why entrepreneurs, as key players in the economy, are now viewed less favourably (59%).

The tail end of the scale is occupied by advertising specialists (26%) and insurance agents (24%), both of whom also record the greatest losses. Finally, politicians bring up the rear, remaining comparatively stable with a trust rating of 19%. The opposite end of the ranking is also largely stable, with the three most trustworthy professions – paramedics, firefighters and nurses – all achieving trust ratings of 95% or more.

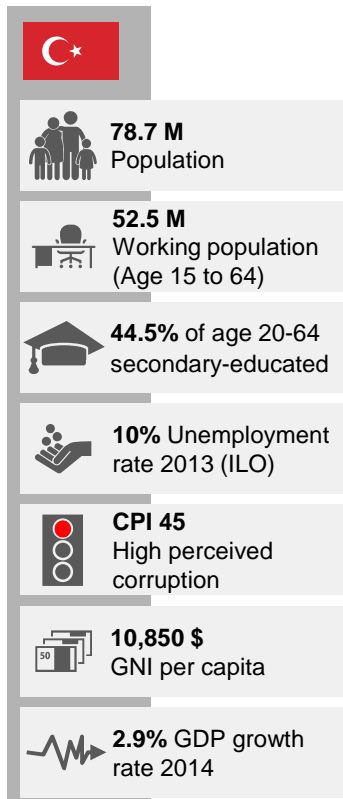
Switzerland /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 500 respondents; please note: change in methodology

Turkey /// Findings (1)



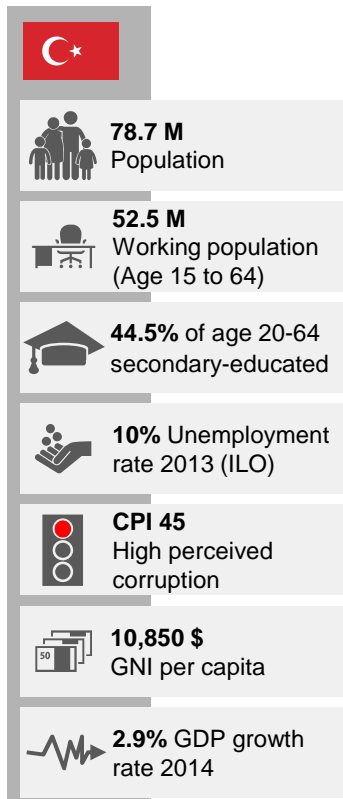
Almost every professional group in Turkey has suffered marked losses in trust in 2016. The average trust rating has fallen by 14 percentage points to just 59%, placing Turkey in one of the lowest positions in the country rankings. A similar decline in the trust felt for Turkish institutions was detected in 2015 (see Global Trust Report 2015, published by GfK Verein). In the country, a relatively long phase of political and economic stability is currently coming to an end. Since the success of President Erdoğan and his Islamic-conservative AKP was partly thanks to the positive economic growth, the current economic downturn and associated high inflation and unemployment rates are hitting the government particularly hard.

In contrast to the predictions made by the opinion polls, the AKP still won an absolute majority during the repeat parliamentary elections held in November 2015. Although the election results were announced after the fieldwork period, market and opinion researchers had already lost a significant amount of trust by this point and now occupy the penultimate position in the ranking. At both elections, the pro-Kurdish HDP

party gained enough votes to enter parliament. This result can partly be attributed to the increasing criticism from the Kurdish population about the government's Syria policy. The general decrease in trust expressed in politicians, who at just 20% find themselves in last place in the ranking, can certainly be traced back to the entry of this party into parliament as well as the aforementioned policy towards Syria. The overall political situation may also have contributed to the drop in rating.

The country is currently facing further problems, including corruption, terrorism, the conflict with the PKK and the influx of refugees. The latter of these is of particular concern in Turkey's Mediterranean region due to its proximity to Syria and the EU's external border. Here, the overall level of trust expressed in the professions has fallen by more than 25 percentage points. Since the outbreak of the Syrian Civil War, Turkey has accepted around two million refugees without establishing a sufficient support system. In order to survive, many refugees are therefore crowding the already tight labour market, where they are willing to work for very low wages.

Turkey /// Findings (2)



This could explain why entrepreneurs are experiencing a loss of trust, which has brought their rating down to 44%. Further causes of dissatisfaction among the Turkish people include instances of workers being dismissed by text message and trade unions cooperating too closely with employers. As players in the economic system, Turkish bankers have lost 26 percentage points, meaning their trust rating has plummeted to just 40%. The trust in train drivers has dropped by the same amount to 55% – presumably due in part to a serious train crash in March 2014, which killed 10 people.

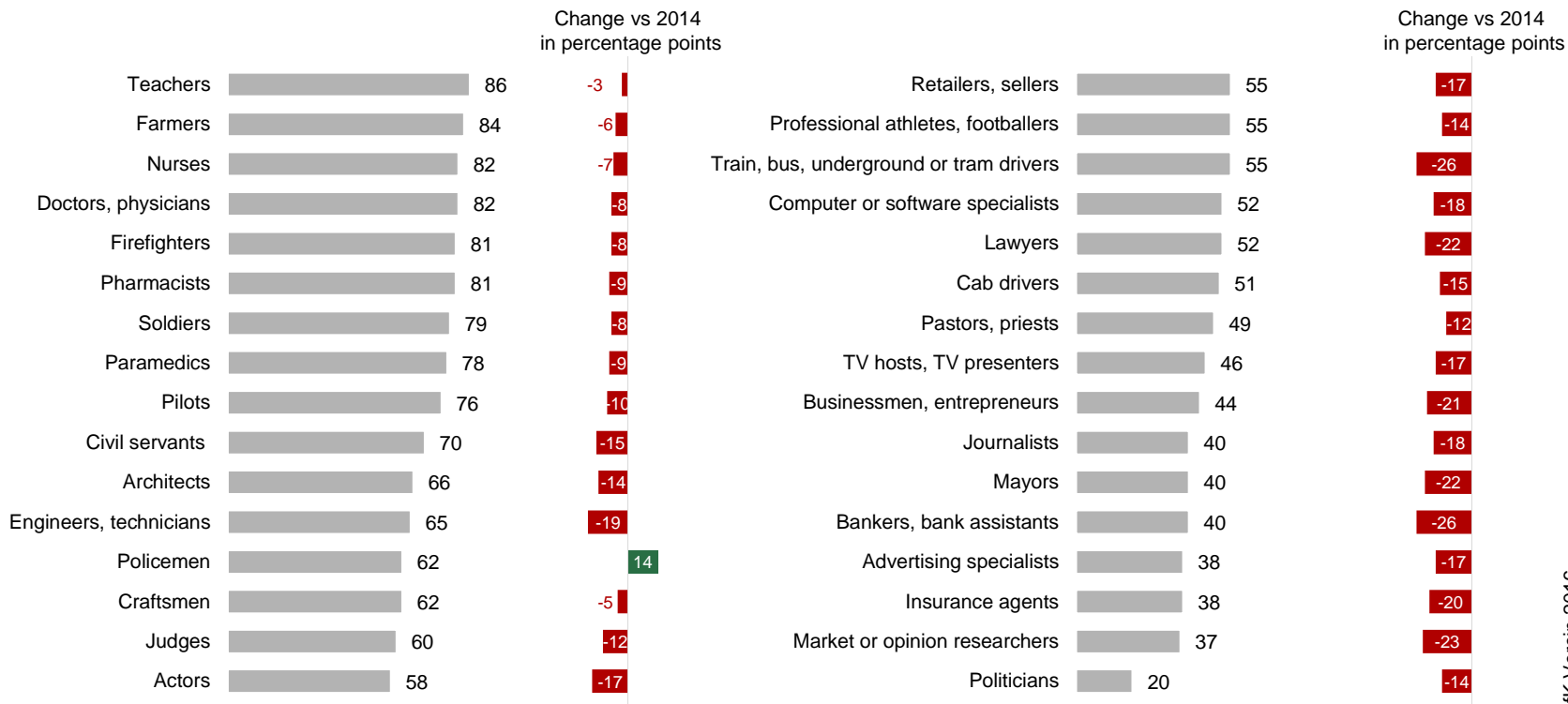
The trust bestowed upon lawyers (52%) and judges (60%) has also fallen. The opposition is criticising Turkey's justice system of not being independent of the government. This may have been revealed when, at the end of 2014, public prosecutors were suddenly required to stop investigating allegations of corruption against several people with links to the government. Afterwards, disciplinary action was taken against some of the judges and police officers working on the case and government agencies forbade the

media from reporting on the corruption investigations.

The trust awarded by Turks to the professions at the head of the ranking remains relatively stable. The front runners are teachers with 86% and farmers with 84%. Policemen are the only profession to achieve an increase in trust, rising 14 percentage points to their current rating of 62%. After a series of terrorist attacks in 2015, it is possible that the police, alongside the country's soldiers (79%), give the population a sense of security. Since Turkey has openly begun fighting against the IS terror group, which it had previously at least occasionally tolerated, Islamists have been threatening the country with further attacks. The attack carried out in Istanbul in mid-January 2016, which claimed the lives of at least eleven people, including ten German tourists, can probably also be ascribed to IS terrorists.

Turkey /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,135 respondents

UK /// Findings

**64.7 M**
Population**41.7 M**
Working population
(Age 15 to 64)**82.8%** of age 20-64
secondary-educated**7.5%** Unemployment
rate 2013 (ILO)**CPI 78**
Hardly any perceived
corruption**42,690 \$**
GNI per capita**2.6%** GDP growth
rate 2014

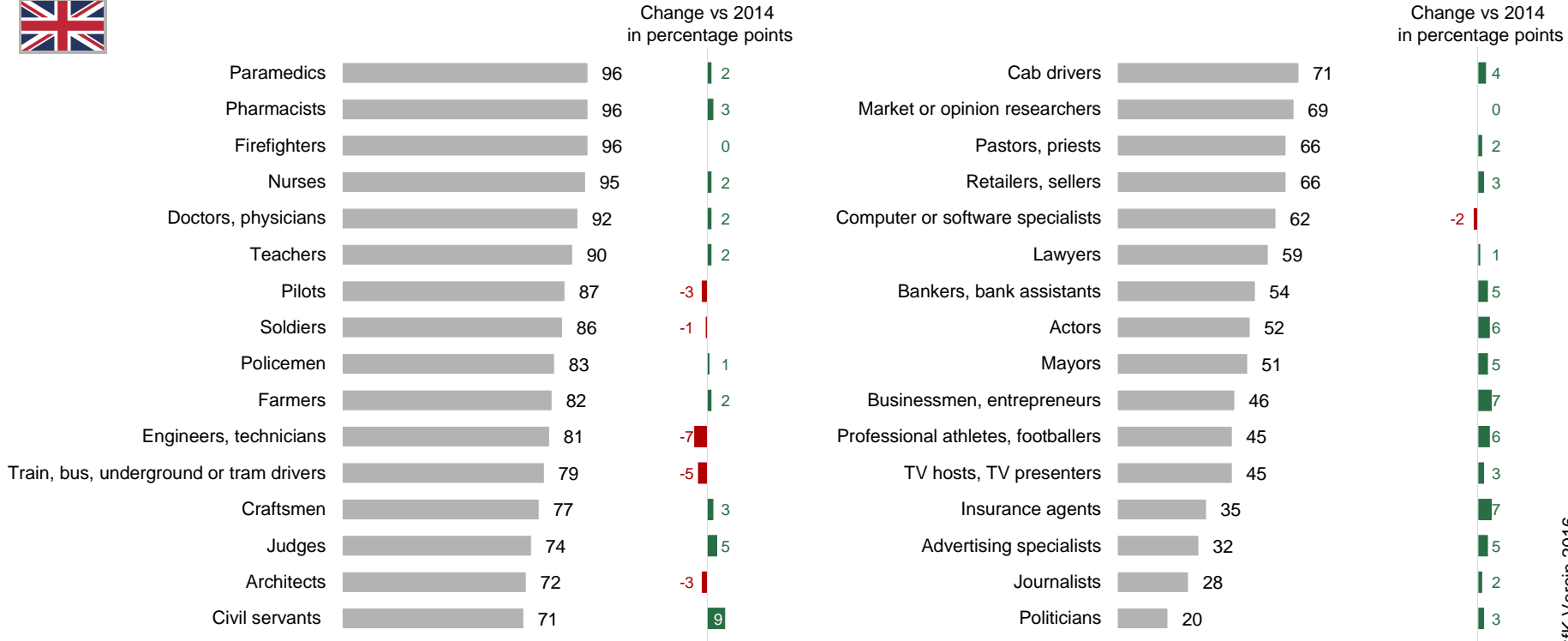
In the United Kingdom, the overall level of trust placed in the professional groups examined in 2016 has increased slightly to an average of 67%. This places the country in the upper middle of the global ranking. The professions occupying the upper end of the scale are also viewed slightly more positively than in 2014. Three professions, namely paramedics, pharmacists and firefighters, top the table with 96% each, closely followed by nurses with 95% and doctors with 92%. Politicians once again find themselves at the bottom of the ranking with 20%, although this profession, too, meets with a slight increase in trust in comparison with 2014. The results of the parliamentary elections held in May 2015 were surprisingly unequivocal, with the Conservative Party led by Prime Minister Cameron gaining an absolute majority in the House of Commons. However, due to the first-past-the-post system, not all voters are represented. The right-wing populist party UKIP, for example, gained 12% of the vote but only won one seat. In addition to the parliamentary elections, further referendums are on the cards. However, the prospect of being able to vote on the United Kingdom's membership of the EU by 2017 does not appear to have significantly increased the citizens' level of trust in the government. Civil

servants record the greatest rise in favour, climbing by 9 percentage points to 71%. Overall, however, it is the professions at the lower end of the ranking which have made the largest gains. This applies, for example, to bankers and bank assistants (54%), entrepreneurs (46%) and insurance agents (35%), whose public perception could be benefiting from the improved economic situation. Further increases in trust are also witnessed by actors with 52% and professional athletes, whose trust rating has risen by 6 percentage points to 45%. The successful season experienced by British racing driver Hamilton, who was once again crowned Formula 1 world champion in October 2015, could have contributed to this.

Although engineers and technicians still find themselves in the upper half of the ranking, their trust rating has fallen by 7 percentage points to 81%. The United Kingdom is already facing a lack of engineers and the need for professionals in this field will have grown even further by 2020. While many positions in this field are having to be filled by skilled foreign workers, some parts of society are calling for a restriction on immigration.

UK /// Trust in professional groups

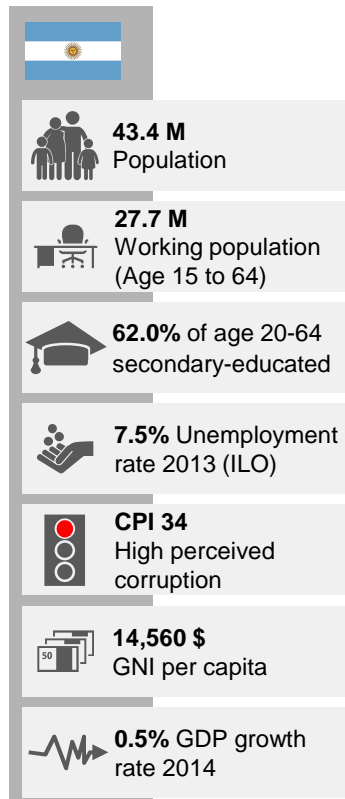
("I completely/generally trust", in %)



Base 2016: 956 respondents

3 North and South America in detail

Argentina /// Findings



Parliamentary and presidential elections took centre stage in Argentina in 2015. After eight years in power, President Kirchner could no longer stand as a candidate. However, due to the poor economic climate and persistently high crime rate, she continued to face growing criticism from citizens. Furthermore, Kirchner was allegedly linked with the death of a prosecutor who had been investigating a terrorist attack on a Jewish community centre which had taken place in 1994. The event prompted thousands to demonstrate for an independent judiciary. Accordingly, the level of trust placed in judges has fallen most significantly, bringing it to 23%.

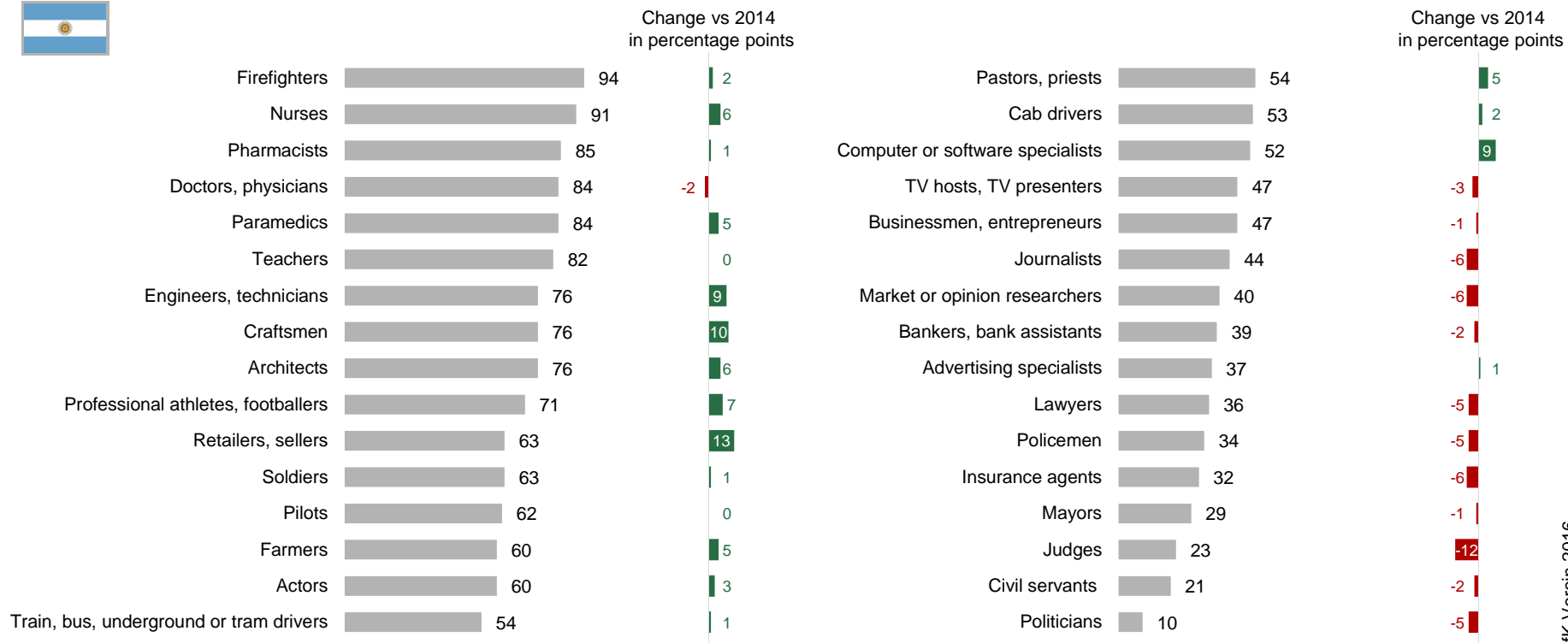
However, in addition to judges, many other professions in the lower half of the ranking are currently experiencing a decline in trust. For example, journalists (44%), market and opinion researchers (40%) and insurance agents (32%) have each lost 6 percentage points. On the other hand, the majority of professions at the upper end of the scale are enjoying improved levels of trust in comparison with 2014. With a rise of 13 percentage points to 63%, retailers and sellers record the greatest increase in trust. Thanks to government measures such as wage increases and a greater child benefit

allowance, the propensity to consume among Argentinians increased in 2015. Craftsmen (76%), engineers and technicians (76%), and computer and software specialists (52%) have also all seen a rise in trust by 9 or 10 percentage points.

As the only two professional groups to exceed the 90% mark, firefighters and nurses occupy the top positions. Argentina's very low average trust rating in all the professions included in the study positions it in one of the very last places in the global ranking. The bottom of the national scale is predominantly occupied by public sector professions, which given the high level of perceived corruption is not surprising. While policemen still meet with the trust of just over one third of the population, the aforementioned judges as well as mayors (29%) and civil servants (21%) have been unable to cross the 30% mark. Meanwhile, politicians are now only trusted by 10% of citizens, having lost 5 percentage points. Argentinians further expressed their dissatisfaction by electing opposition candidate Macri as their new president in November 2015.

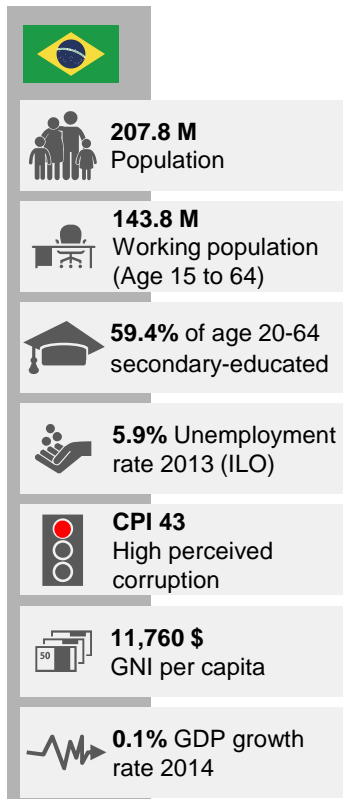
Argentina /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,007 respondents

Brazil /// Findings



Brazil is in last place in the 2016 country ranking. On average, only 55% of the population trust the professions investigated, meaning that the country's overall trust rating remains similarly low to that seen in 2014. This scepticism has numerous causes, one of which could be the widespread corruption, which is reflected by a CPI of 43 points. Since autumn 2014, a corruption scandal surrounding the semi-public oil corporation Petrobras has been plunging the country into a deep economic and political crisis. Politicians from the ruling parties are also embroiled in the scandal. Shortly after news of the case broke, President Rousseff was narrowly re-elected, but now around two thirds of Brazilians are calling for her resignation.

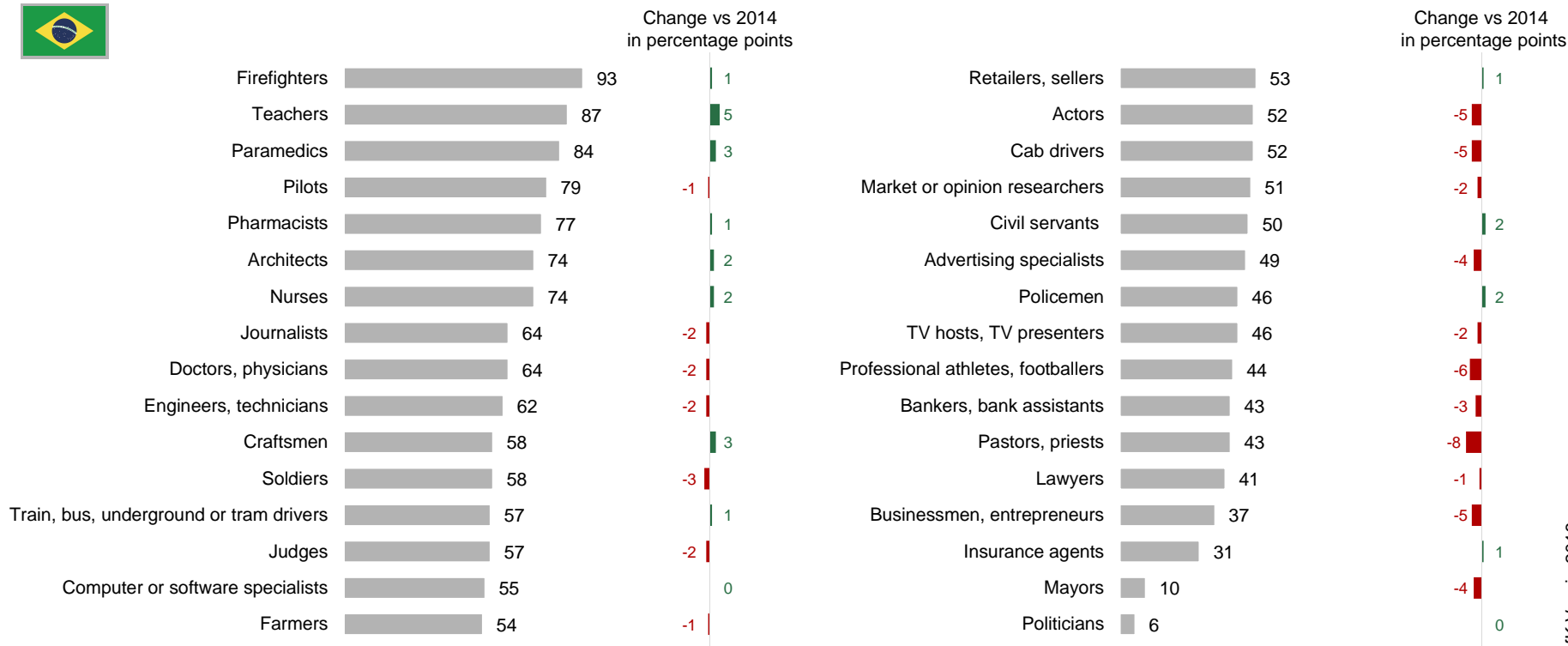
With politicians achieving just 6% approval and mayors 10%, the political class is mistrusted by the vast majority of the population. And with values of between 57% and 46%, the trust placed by Brazilians in judges, civil servants and policeman is also rather weak. Entrepreneurs, too, are rated poorly, slipping by 5 percentage points to a trust rating of just 37%. The reputation of this professional group among the Brazilian population could also have suffered due to the

corruption scandal and poor economic climate.

As is also the case in numerous other nations, firefighters occupy pole position with a trust rating of 93%. They are followed at some distance by teachers (87%) and paramedics (84%), both of whom are enjoying a rise in trust in comparison with 2014. It seems as if the citizens acknowledge the hard work put in by these professional groups in spite of their low pay and, in some cases, difficult working conditions. The austerity programme initiated by the government with the aim of fighting the recession by introducing budget cuts and raising taxes will, however, not improve the situation of these two professions. At the same time, major sports events, such as the 2014 FIFA World Cup and the 2016 Olympic Games, have been and indeed still are the cause of high public expenditure. However, the diminishing trust in professional athletes and footballers (44%) in football-loving Brazil can surely rather be attributed to the poor performance of the country's national football team during the 2014 World Cup. The greatest drop in rating is recorded by priests, who only attain the trust of 43% of Brazil's largely Catholic population.

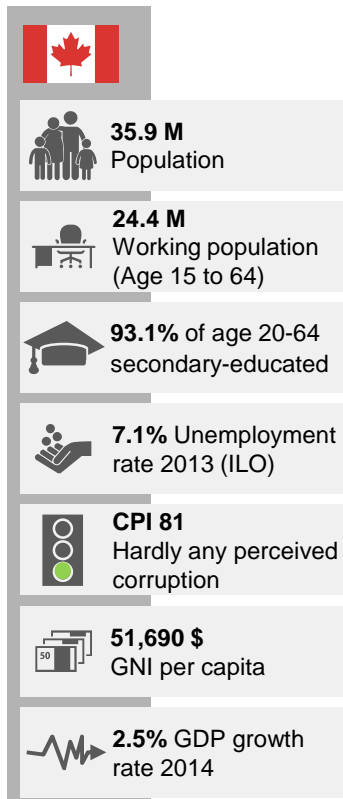
Brazil /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,000 respondents

Canada /// Findings



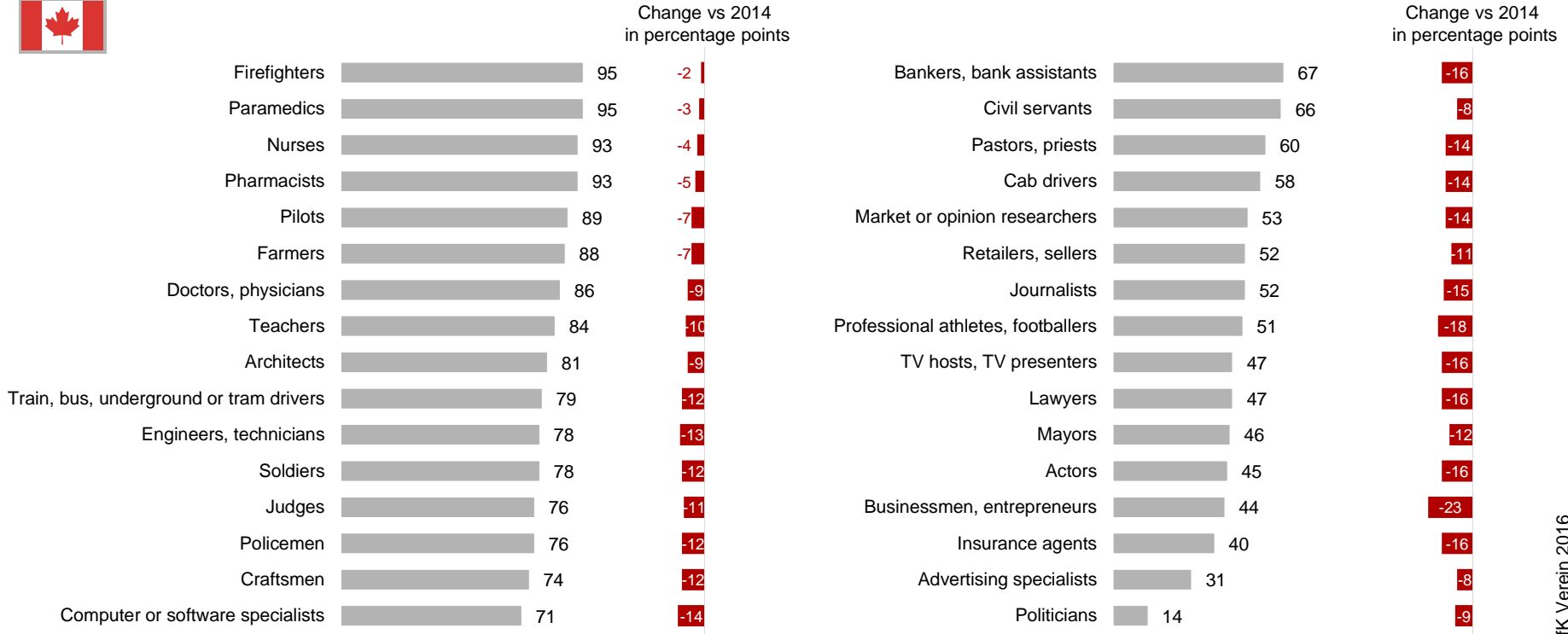
In Canada, the level of trust has fallen in virtually all the professions examined, reducing the average rating to 66%. As a result, the country now resides in the middle of the global standing. On the one hand, the drop in position can be associated with the slight amendments made to the survey brought about by a change in the institute carrying out the research. On the other hand, the economic situation is playing a role in the results, as the outlook has become noticeably gloomier since the start of 2015. The main reason for this is the fall in the world market prices of crude oil. There have already been job losses in Canada's oil-producing province of Alberta. Although observers still forecast the country's GDP to grow in 2015, the expected decreases in investments made by the oil and gas industry could have repercussions in further fields, such as the mechanical engineering or transport sectors. In line with these developments, entrepreneurs are recording the greatest decline in rating in comparison with 2014. Standing at 44%, they are now among the professions least trusted by the Canadian people.

Although the trust placed in professional athletes has fallen to 51%, they have only slipped 3 places in the ranking. It is possible that the defeat of the Canadian team in the

quarter final of the FIFA Women's World Cup, which was held in Canada in 2015, contributed to the profession's poorer rating. The trust values achieved by the groups at the head of the ranking remain relatively constant, with firefighters and paramedics occupying joint top position with 95% each. They are followed by nurses and pharmacists who each have a rating of 93%. Although pilots and farmers with 89% and 88% respectively, doctors (86%) and teachers (84%) are all showing a downward trend, their positions in the table remain unchanged. The rank order of professions at the very bottom of the table is also stable. Insurance agents occupy the third-to-last position with 40%, followed by advertising specialists in penultimate place with a trust rating of just 31%. Politicians – who are trusted by only 14% of Canadians – occupy last place in the ranking in Canada as well. This could, however, change now that there has been a shift in power, as at the end of October 2015, after this survey had been conducted, the Conservative government were defeated in the country's parliamentary election. The new Prime Minister Trudeau of the Liberal Party is enjoying a higher level of trust. He has announced fundamental changes, above all to the country's economic and defence policies.

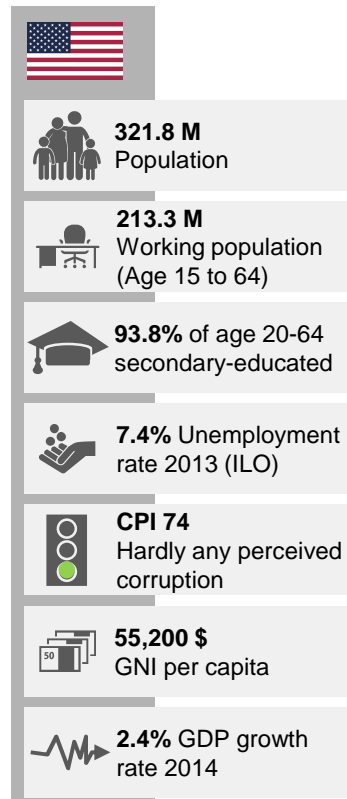
Canada /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,007 respondents; please note: change in institute

USA /// Findings



In the USA, the 2016 average trust rating of the professions investigated stands at 65%, which represents a decline of 8 percentage points in comparison with 2014. In addition to an actual drop in the average level of trust expressed by the population, a reason for this could be the change in the institute performing the 2016 study and the resulting difference in methodology. In light of this, the following analysis only interprets falls in trust of significantly more than eight percentage points.

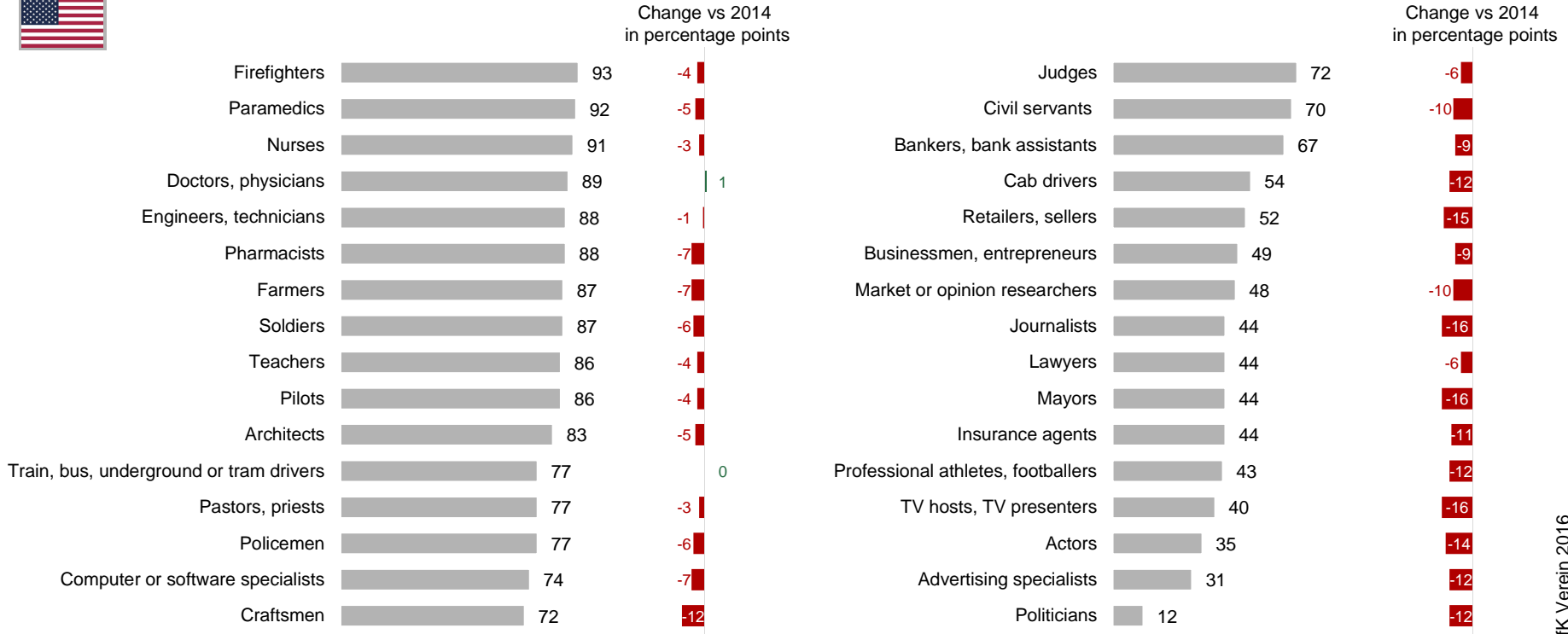
The trust placed in many of the professions is lower than in 2014, with only doctors, engineers and bus or train drivers remaining stable. The professions at the top of the ranking, namely firefighters, paramedics and nurses, each meet with the trust of at least nine out of ten citizens. A further 7 professional groups are trusted by more than 85% of the population, with doctors and engineers enjoying particularly high ratings of 89% and 88% respectively. However, the survey was conducted before the scandal surrounding manipulated VW diesel engines was uncovered in the USA.

The greatest differences in comparison with 2014 can be found at the lower end of the ranking, where, for example,

mayors and journalists have each lost 16 percentage points. It is possible that the citizens feel media coverage in their country is too subjective, as the media is showing strong political bias during the current presidential primary election campaigns. This does not seem to be benefiting politicians, as this professional group once again resides in last place in the ranking, with half the level of trust it had in 2014. This could stem from the population's dissatisfaction with Obama's policies during his second term in office – as well as annoyance at the obstructive behaviour of the Republicans in the Senate and House of Representatives. Furthermore, Republican presidential candidate Trump is dividing public opinion. On the one hand, he is criticised for his disparaging remarks about women and Mexican migrants, while, on the other hand, he is winning widespread applause, for example for his open statements about the financing of election campaigns, which has opened the population's eyes to the dominance of lobbying in politics. Noticeable losses in trust are also being experienced by TV presenters (40%) and actors (35%), who alongside advertising specialists (31%) find themselves very near the bottom of the ranking.

USA /// Trust in professional groups



("I completely/generally trust", in %)





Base 2016: 1,000 respondents; please note: change in institute and methodology


4 Asia and the Pacific in detail


Australia /// Findings


- 
- 


24.0 M
Population
- 

15.9 M
Working population
(Age 15 to 64)
- 

98.8% of age 20-64
secondary-educated
- 

5.7% Unemployment
rate 2013 (ILO)
- 

CPI 80
Hardly any perceived
corruption
- 

64,680 \$
GNI per capita
- 

2.5% GDP growth
rate 2014

The trust placed by Australians in the professions analysed has climbed slightly in 2016 from 65% to 66%. Above all, this growth can be attributed to the professions at the lower end of the scale, many of which are experiencing relatively small increases in trust. As a result, only 8 professional groups are currently trusted by less than half of citizens, in comparison with the previous 11.

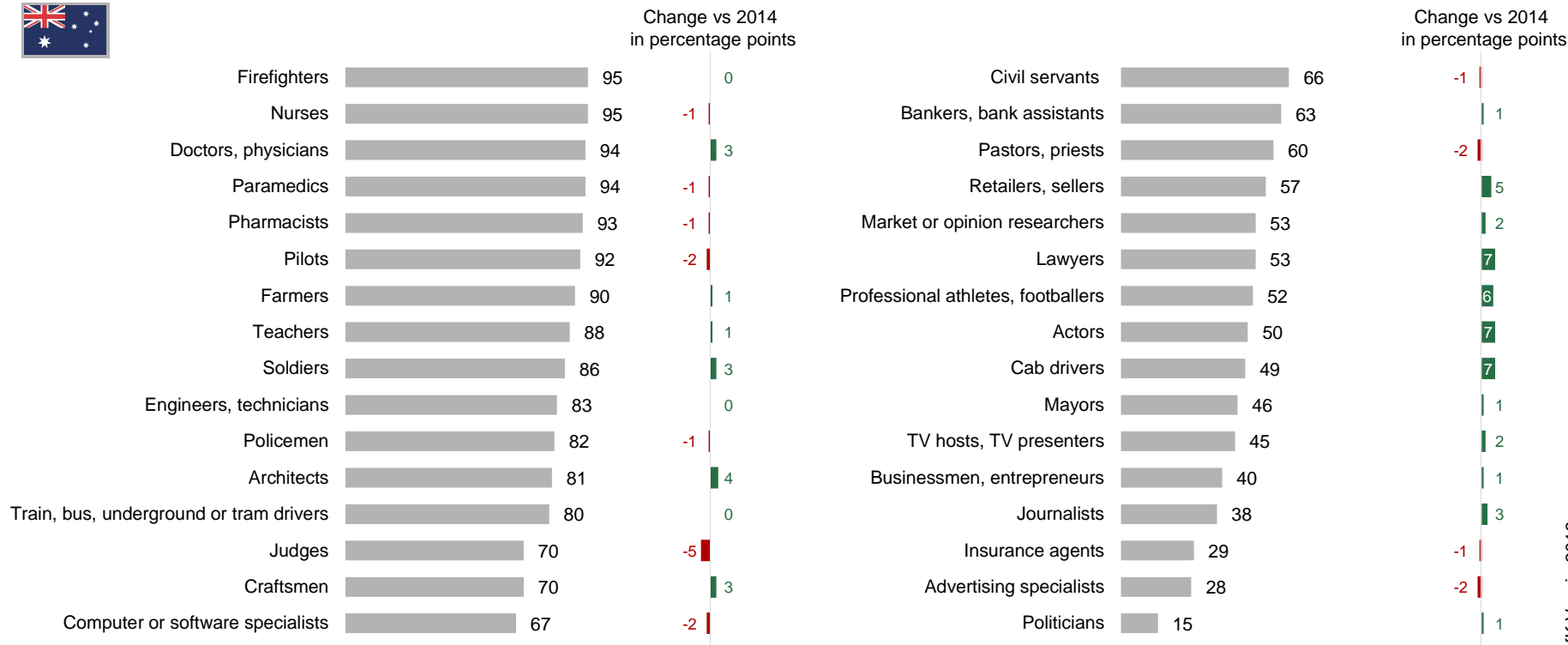
According to WHO, the health care provided by Australia to its citizens is among the best in the world. A tax-funded system entitles all Australians to a good level of basic medical care. This is reflected in the positive ratings awarded to the rescue services and medical professions, which continue to occupy the top positions in the ranking. The highest levels of trust are bestowed upon firefighters and nurses (95% each), closely followed by doctors (94%), paramedics (94%) and pharmacists (93%). The greatest decline in rating is recorded by judges, who at 70% nevertheless still earn the trust of the majority of the population. The justice system attracted criticism at the end of 2014 following a siege in a café in Sydney during which two

hostages and the hostage-taker lost their lives. The perpetrator had already been convicted of sending Islamist hate mail and was on bail at the time of the siege. Lawyers (53%) – as the adversaries of judges – , actors (50%) and cab drivers (49%) all record an increase of 7 percentage points.

Politicians with 15% remain in last place. Their poor performance could be explained by the weaker economic situation and the rise in unemployment. After years of growth, Australia is now facing fresh challenges, one of which could be the move towards renewable energy. Ex-Prime Minister Abbott was consistently opposed to renewable energy and denied climate change. However, this was not the only approach taken by the former leader to cause dissatisfaction among the people as well as other members of the Liberal Party. In February 2015, Abbott narrowly survived a vote of no-confidence by his own party. However, after the party slid further and further in the polls and suffered serious setbacks in regional elections, he was replaced by his former communications minister Turnbull in September 2015.

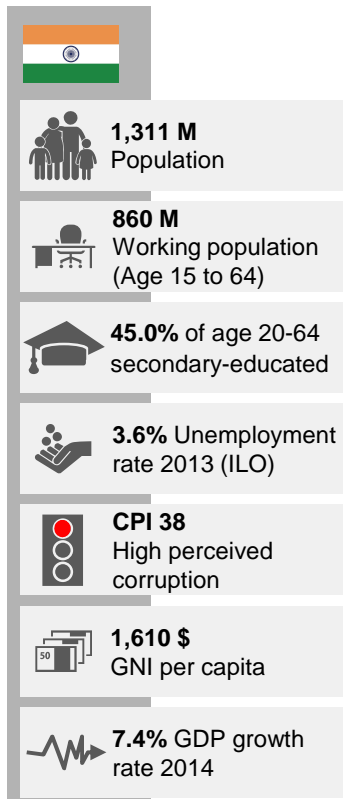
Australia /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 999 respondents

India /// Findings

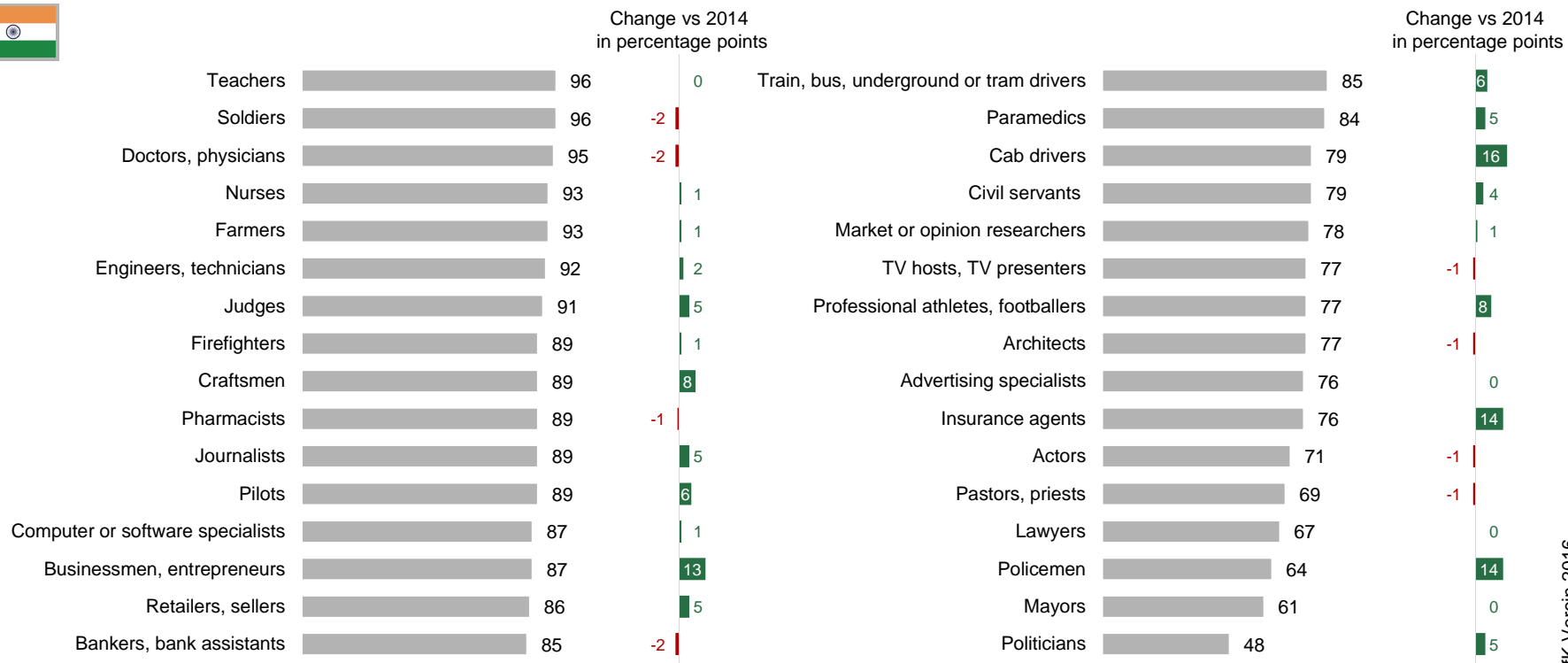


Of all the nationalities surveyed, Indians express the most trust in the various professional groups. A central reason for this may be the Hindu belief in a cycle of continuous rebirth of all living beings, in which every person is assigned his or her place. This is why Hindus frequently assume that circumstances are predestined. The country's average trust rating has climbed to 82%, with none of the professions recording noteworthy losses and some even enjoying significant gains in approval. Soldiers and teachers occupy the head of the ranking, where they are tied at 96%. With its high proportion of young people, in India education is a key factor of success – in both personal and economic terms. While the Indian economy is growing and sectors such as the IT and automotive industries are booming, qualified professionals are scarce. This is probably one of the reasons why engineers (92%) and computer specialists (87%) find themselves high up in the ranking. Entrepreneurs, who also stand at 87%, enjoy a high rate of approval, up 13 percentage points in comparison with 2014. This could stem from the pro-business policies being introduced by Prime Minister Modi, whose government was elected in 2014. However, large groups of the population are currently still unable to benefit from India's

economic progress. Almost one in three Indians lives under the poverty line of one US dollar a day. The government is planning to introduce a variety of measures to fight poverty. One example is a social insurance system which aims in particular to give poor members of society access to health and accident insurance. This could be contributing to the more positive perception of insurance agents (76%). However, the greatest increase in trust is achieved by cab drivers, who have climbed 16 percentage points to 79%. This result could have been triggered by the greater number of taxi services available exclusively to women. It appears that the frequent violence against women has prompted a change in mentality. For example, the police have announced plans to establish special units with more female police *officers*. This possibly explains why the profession is enjoying a growth in trust of 14 percentage points. However, at 64%, police officers still reside in third-to-last place, followed by mayors (61%) and politicians. Although, at 48%, India rates politicians very highly in comparison with the other countries surveyed, this profession still finds itself last in the ranking. It appears as if the widespread corruption in the country may be damaging the population's regard for these three professions.

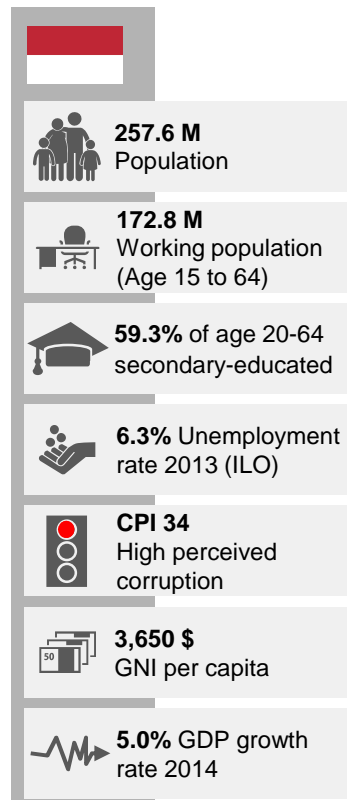
India /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,040 respondents

Indonesia /// Findings



With an average rating of 79%, Indonesians express strong trust in the professions examined. This result presents a significant rise of five percentage points since 2014, placing the country in the top quarter of the global trust ranking. The change in government in the middle of 2014 and good economic growth coupled with increased purchasing power seem to be having a positive effect on the climate.

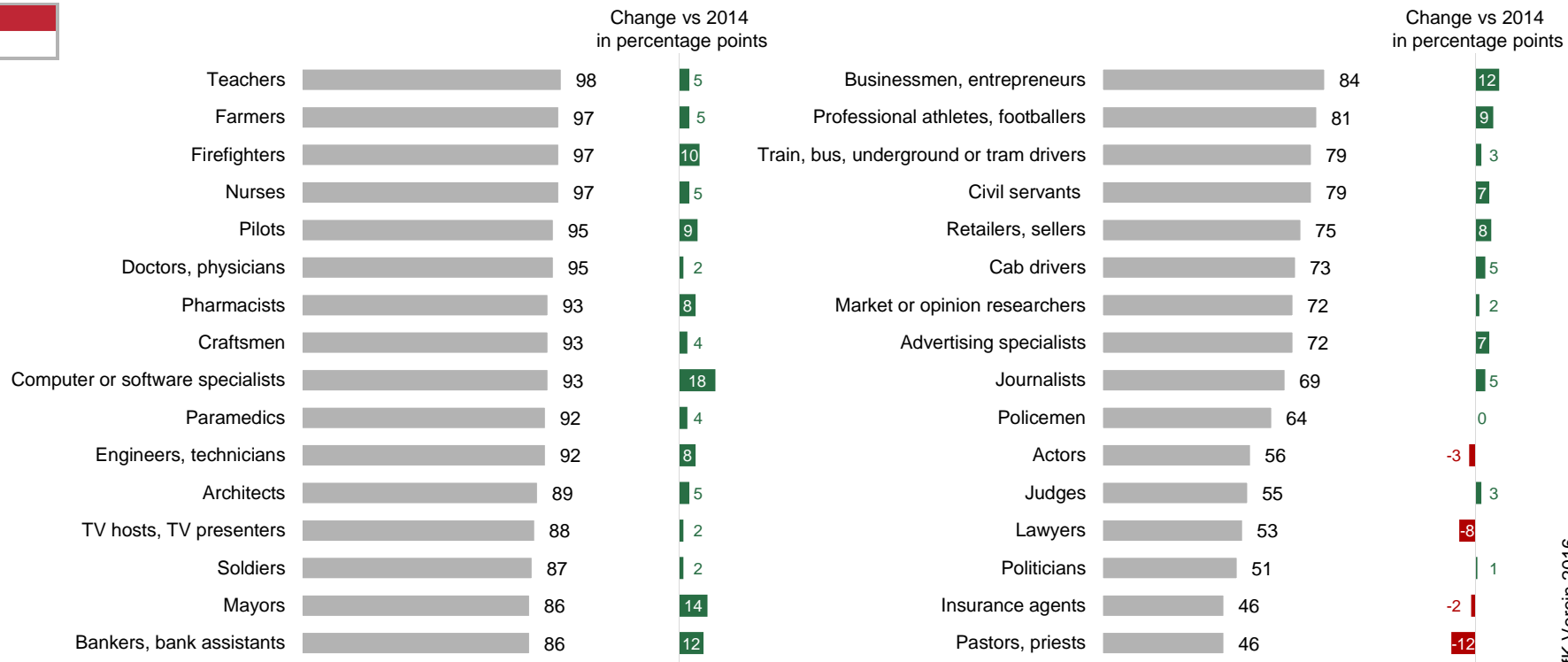
A third of the professions exceed the 90% mark. Teachers occupy pole position (98%), closely followed by farmers, nurses and firefighters, each with 97%. Of these, the latter records a considerable increase in trust. In summer 2015, various weather phenomena resulted in the most forest and bush fires since records began. Rising by 18 percentage points, computer and software specialists record the greatest outright increment in trust. The growing middle class in particular is using an increasing amount of digital devices and communication technology. Other professions to achieve a notable gain in trust include bankers (86%), entrepreneurs (84%) and mayors (86%), who are thereby regarded as significantly more trustworthy than politicians. Although politicians are trusted by 51% of the population, in Indonesia

this rating is only enough to position them in third-to-last place. In a country battling with widespread corruption, representatives of the law and justice also perform rather poorly, with policemen, judges and lawyers only earning the trust of between 53% and 64% of citizens.

With 46%, insurance agents and priests are tied in last place in the ranking, the latter recording the greatest loss in approval in the nation with the largest Muslim population in the world. This could be in response to a more conservative interpretation of Islam, which is aiming to replace the more liberal views held to date. For example, a new law regulating the food products permissible according to the religion is expected to come into force in 2017 and has turned out to be very strict. Furthermore, in March 2015, teachers and the public were so outraged by the publication of religiously conservative teaching materials for schools that these had to be withdrawn. A rising number of attacks on religious minorities as well as reports of extremists with ties to the Islamic State terror group may also be causing a sense of insecurity.

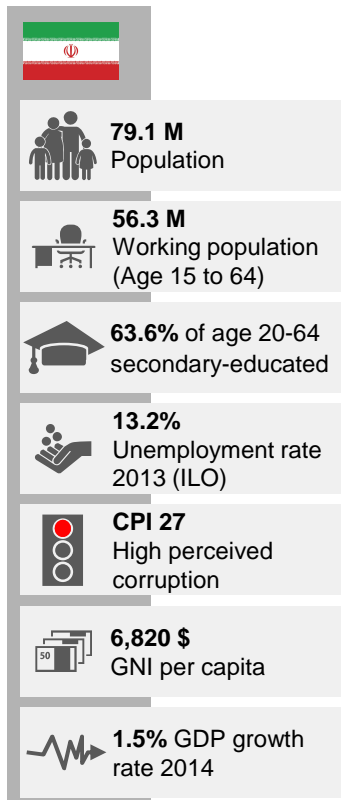
Indonesia /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,042 respondents

Iran /// Findings



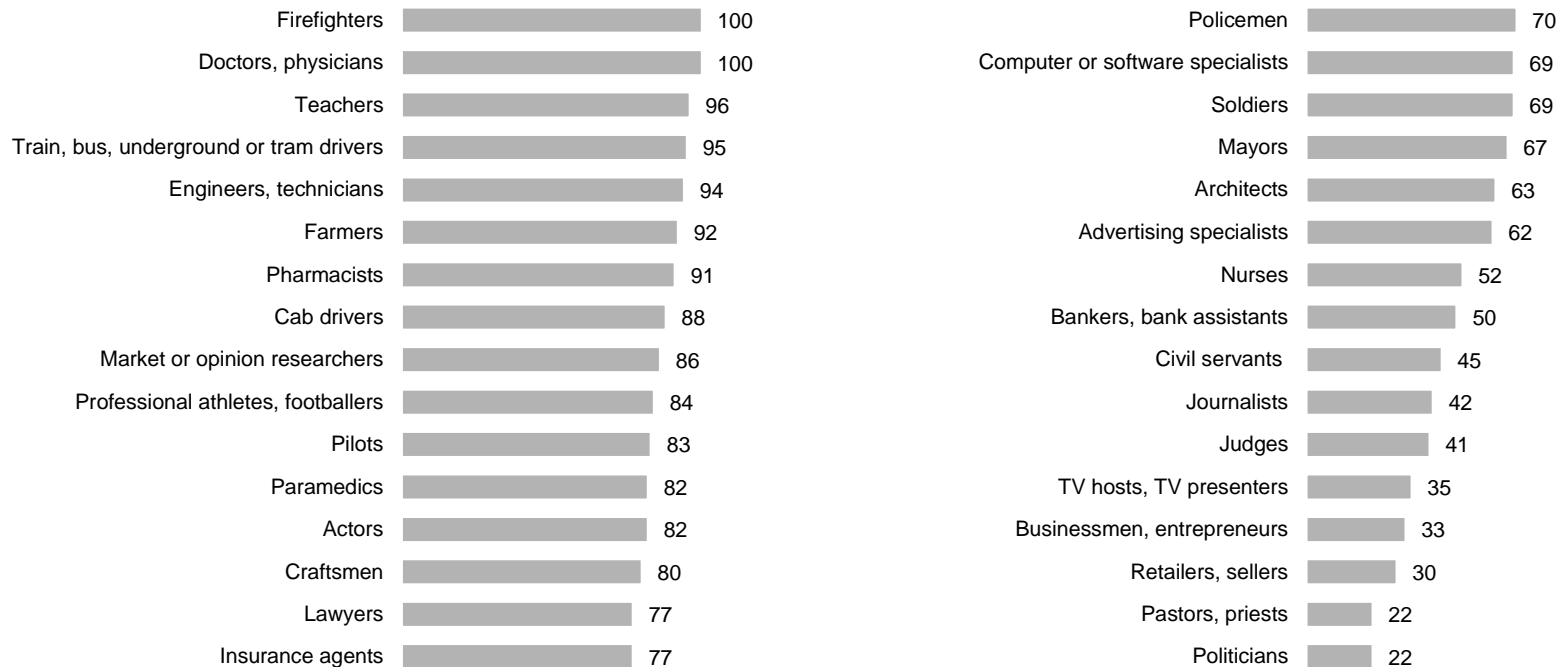
Iran has recently been attracting greater attention from Western media as a result of its government reaching a nuclear deal with the West. News of the agreement was predominantly met with relief around the world, and once the final outstanding questions have been clarified, the sanctions imposed on the country are expected to be gradually lifted. These developments were only made possible by President Rohani, who was elected in 2013. Since he has assumed office, Iran's economic situation has also noticeably improved, with Iranian GDP climbing by 1.5% in 2014 and inflation dropping from 40% to 16% by the start of 2015.

The extent of future social and political liberalisation within the Islamic Republic of Iran remains to be seen. Shi'a Islam is the country's official state religion and the Supreme Leader of Iran is both head of state and the highest ranking religious authority. Both priests and politicians are perceived rather critically by the Iranian population. Awarding them trust ratings of just 22%, Iranians see them as by far the least trustworthy of all the professions. This scepticism may be attributed in part to the widespread corruption, which is reflected by a CPI value of just 27 points. Corruption could

possibly also explain the lack of trust in public sector professions. For example, civil servants and judges meet with the approval of only 45% and 41% of Iranians respectively. Although more trust is placed in policemen at 70%, this rating is still relatively low in comparison with the high values earned by professionals at the top of the ranking. A unique phenomenon can be observed among the professions occupying the peak positions, as the study reveals that the top two professions, firefighters and doctors, are trusted by virtually every Iranian. In fact, when evaluating firefighters, every single respondent stated that they completely trust this group. Professional groups such as teachers, engineers and pharmacists also enjoy very high levels of trust, achieving values of more than 90%. This is probably a reflection of the high level of education in Iran. While nurses are often positioned above doctors in many of the other countries surveyed, in Iran only just over half of the population expresses trust in this profession (52%). In 2015, nurses protested against poor pay, unregulated working hours and staff shortages. Since these difficulties could have resulted in a poorer level of care, this may possibly have led to the low trust felt for this profession.

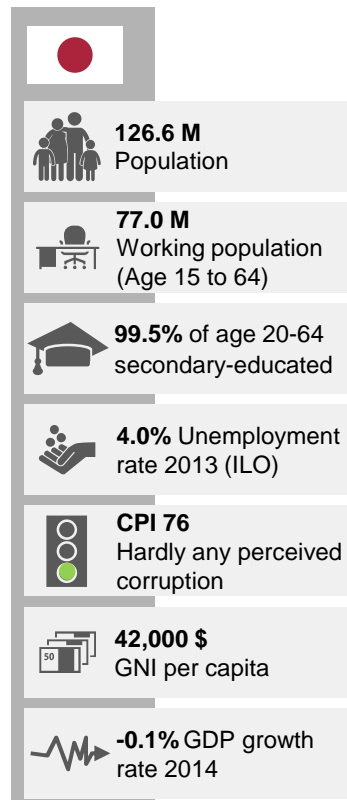
Iran /// Trust in professional groups

("I completely/generally trust", in %)



Base: 1,000 respondents

Japan /// Findings



Exactly half of the professions examined enjoy the trust of more than 60% of the Japanese population. Paramedics and firefighters are perceived as particularly reliable, topping the table with trust ratings of 89%. With values of 87% and 85%, nurses and doctors also achieve an almost equally high level of trust. At 56%, Japan's average trust rating remains almost constant with the level recorded in 2014, placing the country in the bottom quarter of the global ranking.

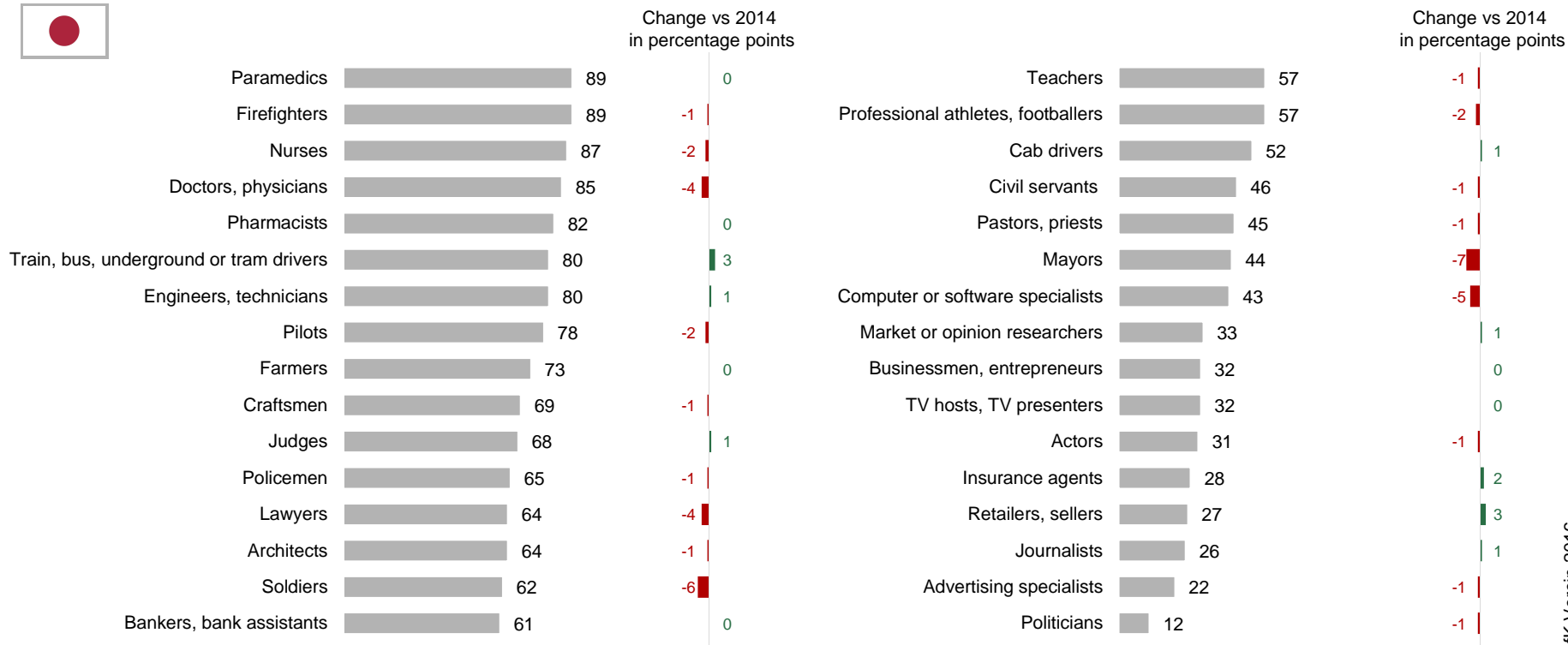
The majority of professions only record slight changes in comparison with 2014, most of which point to a small decline in trust. The greatest losses in trust are experienced by mayors (44%) and soldiers (62%), who have lost 7 and 6 percentage points respectively. The diminishing trust in soldiers could possibly be linked to the country's new military policy, which permits the Japanese armed forces to engage in overseas combat again for the first time since the end of the Second World War. The reform required a reinterpretation of the Japanese Constitution and was approved by the Upper House in September 2015, despite protests by both the population and opposition, which sees the new security law as

unconstitutional. Overall, politicians are only trusted by a small proportion of the population, putting them in last place with just 12%. Meanwhile, only 57% of Japanese express trust in teachers. Although the Japanese school system performs well on an international scale, critics claim that it is too restrictive and does not necessarily promote creativity.

Besides bus and train drivers (80%), retailers and sales staff record the greatest increase in trust in comparison with 2014. However, this level of growth only amounts to 3 percentage points, meaning retailers, with 27%, remain very near the bottom of the ranking alongside insurance agents (28%). In contrast, bank assistants, with 61%, are trusted by a significantly greater proportion of Japanese. Journalists, who meet with the trust of 26% of citizens, occupy third-to-last place, closely followed by advertising specialists with 22%.

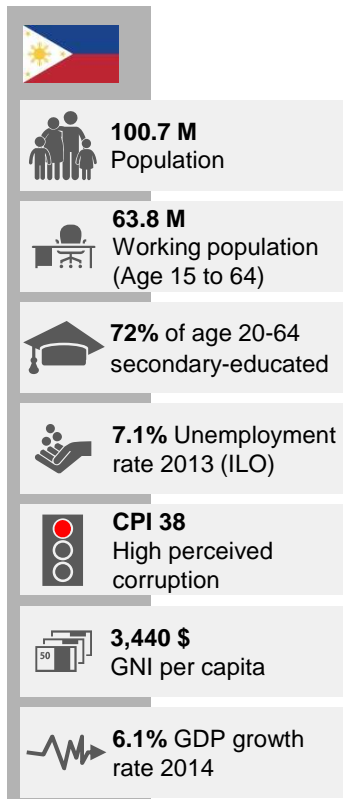
Japan /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,179 respondents

Philippines /// Findings



The levels of trust expressed in the professional groups vary significantly in the Philippines. An equally wide gulf exists between the rich and poor groups of the population, as despite high economic growth, around a quarter of the population lives below the poverty line. These conditions probably explain the considerable importance of the food sector, in particular rice growing, which is reflected by the fact that around a third of the population works in the agricultural industry, mostly as subsistence farmers. This may well contribute to the very high level of trust placed in farmers, who, with 95%, are trusted by almost all Filipinos.

At just 17%, politicians, on the other hand, are trusted by far fewer citizens. With a CPI value of only 38 points, the Philippines is said to be one of the most corrupt countries in the world. This can be attributed to the fact that political power is exercised by just a few hundred families. However, corruption is also widespread beyond these circles, which could explain why the population is rather subdued in their assessment of other public sector professions like judges (50%) and civil servants (36%). The country also repeatedly hits the headlines for cases of human rights violations, such

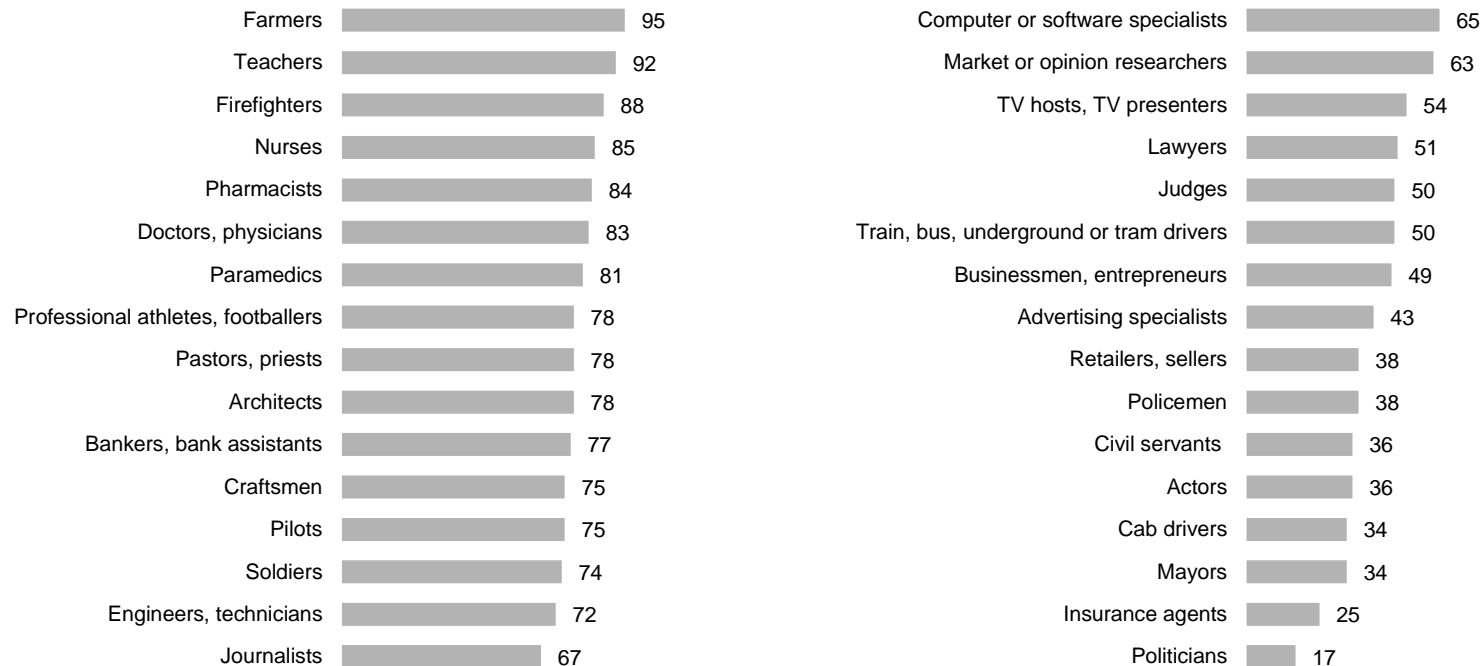
as during police interrogations. Accordingly, only 38% of citizens trust the police.

Education is highly regarded in the Philippines, where it is seen as a route out of poverty. With 92%, teachers enjoy a high rate of trust, as do other academic professionals, such as architects with 78%. However, professions entered by means of apprenticeships, such as the jobs of craftspeople (75%), are also perceived as trustworthy. With 81% to 85%, medical professions also receive a high rate of approval. This is despite the fact that the country's under-financed health system is not accessible to all Filipinos and that some public hospitals are in a poor condition.

In this predominantly Catholic country, the church is strongly committed to promoting education and caring for the poor, in some cases taking responsibility for social measures in place of the state. The church also has considerable influence on political issues. During his visit to the Philippines at the start of 2015, the Pope publicly denounced the social inequality in the country, which is likely to have been a contributing factor in the high level of trust (78%) felt for pastors and priests.

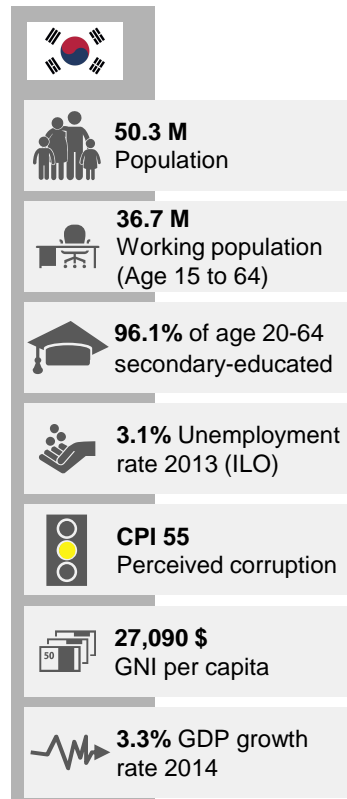
Philippines /// Trust in professional groups

("I completely/generally trust", in %)



Base: 1,000 respondents

South Korea /// Findings



With an average trust rating of 59%, in 2016 South Korea once again finds itself in the lower third of the global ranking. Notwithstanding a few slight shifts in the rank order, the same professions occupy the top of the national scale as in 2014. Nurses maintain their pole position with 85%, sharing it with firefighters who are level on points. Following immediately behind are paramedics and farmers, who have both experienced slight gains in trust to take them to 81%. The high level of trust in nurses and rescue workers could be attributed to their commitment to fighting the Mers virus in summer 2015. To prevent the disease from spreading further, the government temporarily closed more than 2,000 schools and nurseries and quarantined over 3,000 people during the outbreak. Doctors, on the other hand, may have lost some of their credibility as a result of taking too long to diagnose the initial cases of the disease. Despite losing 5 percentage points, they retain a high rating of 75%.

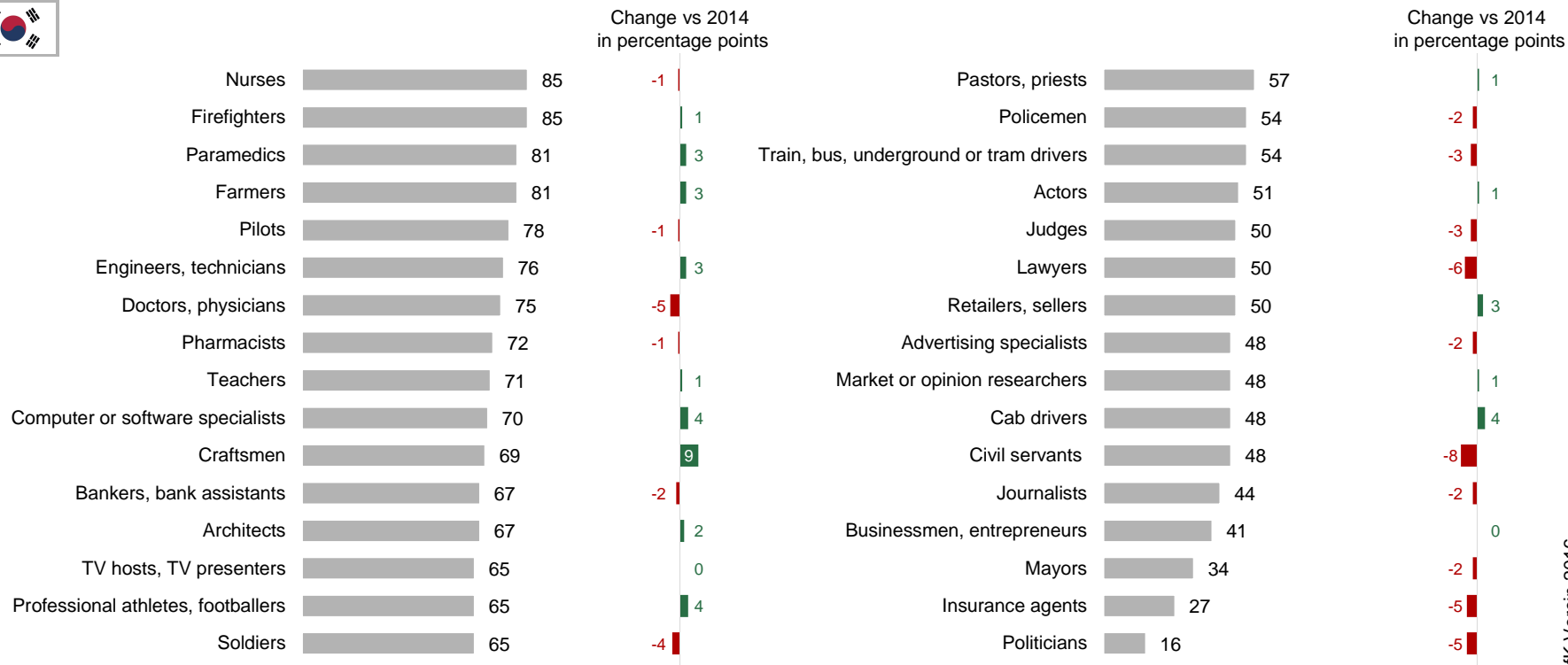
Craftsmen record the largest increase in trust, climbing by 9 percentage points to 69%. Although South Korea has a high level of education and many young people have degrees, the country is currently suffering from a lack of skilled

workers. In light of this, the government is supporting the establishment of trade schools with the aim of increasing the reputation of skilled trades. Modelled on the German system of dual vocational training, these schools offer students a mix of classroom-based learning and work experience.

Civil servants record the sharpest drop in trust. Losing 8 percentage points, they have slipped further down the ranking to 48%. The majority of other public sector professions also find themselves at the bottom end of the ranking with lower trust ratings in comparison with 2014. Only two public sector professional groups exceed the 50% mark, namely policemen with 54% and judges with 50%. Mayors, on the other hand, are only trusted by around a third of South Koreans. Having both lost 5 percentage points, insurance agents (27%) and politicians find themselves at the tail end of the ranking. With a trust rating of 16%, politicians once again lie far behind all the other professional groups in last place. The perceived level of corruption may be contributing to this result. For example, in April 2015, then Prime Minister Lee was forced to resign after just two months in office due to a corruption scandal.

South Korea /// Trust in professional groups

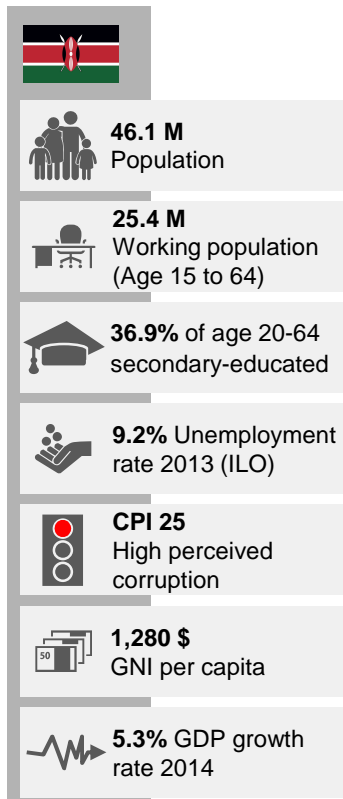
("I completely/generally trust", in %)



Base 2016: 1,500 respondents

5 Africa in detail

Kenya /// Findings



At 64%, the average level of trust recorded in all professions in the East African country of Kenya remains unchanged in 2016. Farmers receive the greatest level of trust, rising even further to 90%. Accounting for almost a third of the country's GDP, agriculture is one of Kenya's key economic sectors and ensures the livelihood of more than 70% of the population. Kenyans also place a significant amount of trust in nurses, teachers, doctors, pilots and professional athletes, all of whom attain ratings of more than 80%. Sportsmen and women could be benefiting from the overwhelming success of the Kenyan track and field athletes at the 2015 World Championships in Beijing. Despite a doping scandal, Kenya tied with Jamaica to gain the most gold medals and finished top of the overall medal table. Retailers are enjoying the greatest growth in trust, climbing 9 percentage points to 73%.

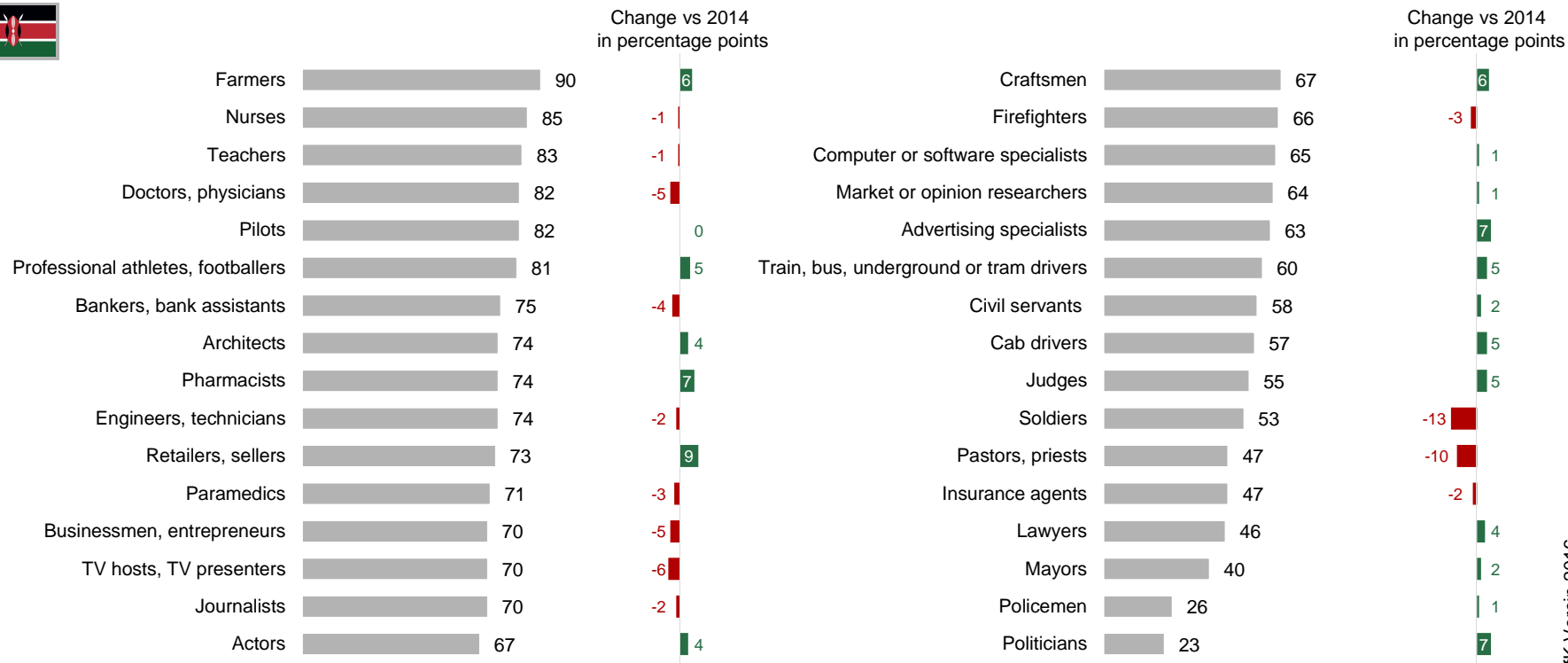
The bottom quarter of the ranking continues to reflect the high level of perceived corruption. For example, judges only engender the trust of 55% of the population, while mayors (40%) and politicians (23%) meet with even less approval. Although politicians occupy last place, they record

an increase in trust. President Kenyatta had been accused by prosecutors at the International Criminal Court of being responsible for the unrest after the 2007 elections during which many people were killed. However, the charges have now been dropped due to a lack of evidence. The continued low level of trust felt for politicians is possibly also a reaction to Kenya's poor state of security. Shortly after being introduced, the controversial anti-terrorism law passed by the government in the wake of attacks by Islamist al-Shabaab militants was annulled by the High Court in February 2015 for violating civil liberties.

The scepticism felt by Kenyans towards soldiers has grown considerably in comparison with 2014, with the professional group falling 13 percentage points to 53%. Particular criticism was aimed at the security forces for their response to the terror attack on Garissa University College in April 2015 in which 148 people lost their lives. A possible reason for the poor assessment of policemen, who reside in second-to-last place with 26%, could be the commonplace corruption among law enforcers.

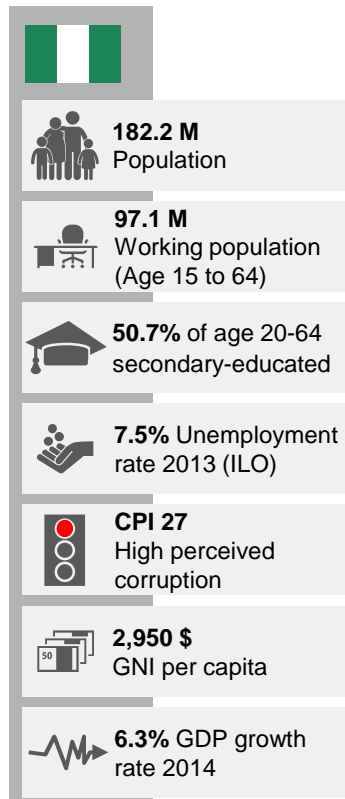
Kenya /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,031 respondents; please note: change in institute

Nigeria /// Findings



Awarding an average trust rating of 56% in 2016, Nigerians regard the professions very cautiously in comparison with the other countries surveyed. Nigeria is facing several major challenges, with corruption, socio-economic inequality and terrorism crippling the country's development. The majority of the professional groups – and particularly those at the bottom of the scale – record a decline in trust compared with 2014. Despite the election of former Head of State Buhari as President of Nigeria in spring 2015 and the resulting spirit of optimism, trust in politicians has fallen by almost a third to 19%. Meanwhile, confidence in mayors has more than halved to 22% and stands at its lowest rating of 2% in the Port Harcourt region.

As is also seen in other African countries, farmers enjoy the strongest level of trust at 85%. This is not surprising given the fact that almost two thirds of the population works in this sector. Teachers, as mediators of knowledge and education, have enjoyed an increase in approval and lie in second place with 84%. Since the abduction of schoolgirls by the Islamist terrorist group Boko Haram in April 2014, teachers have held

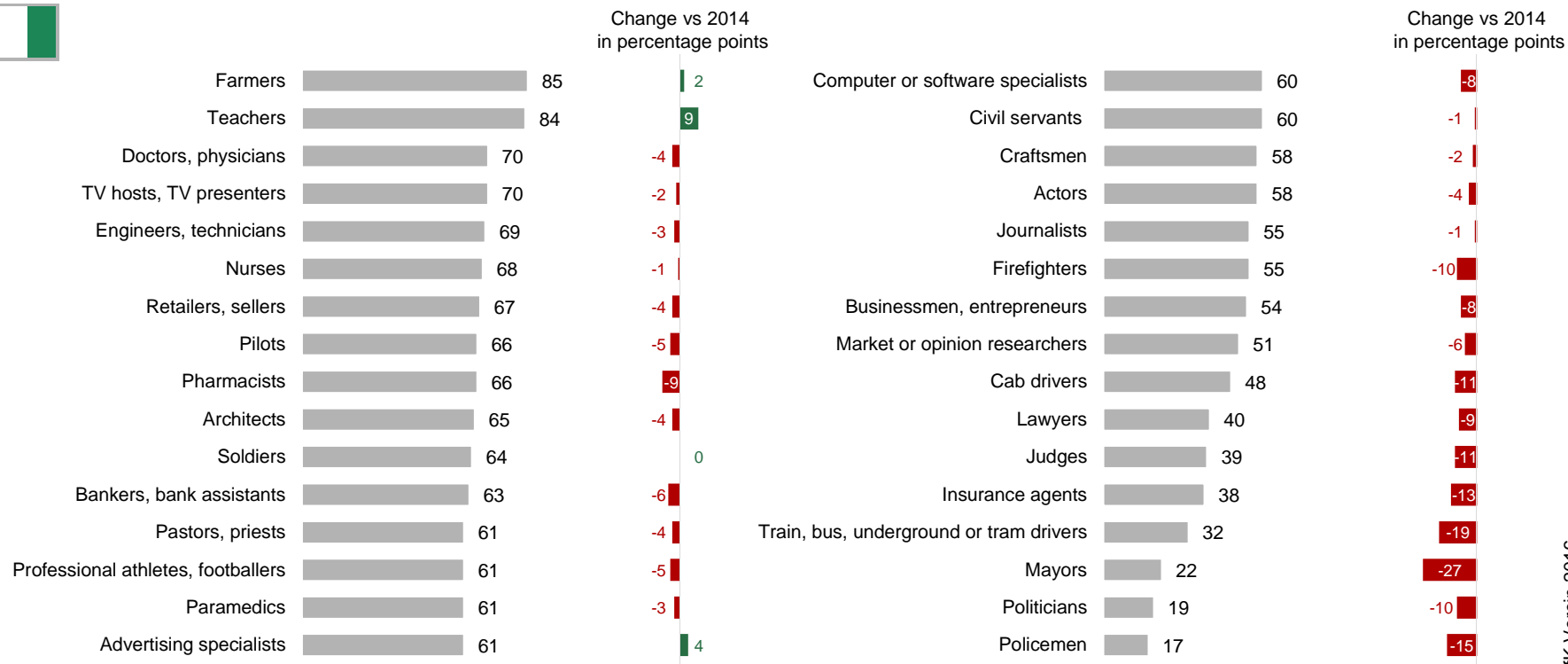
numerous demonstrations against the lack of security in schools. This expression of support for the kidnapped children may have contributed to the profession's high rating.

While firefighters receive the greatest amount of trust in virtually all of the countries surveyed, in Nigeria they have lost 10 percentage points and have a rating of just 55%. Due to their lack of equipment, the poor state of the roads and limited availability of water for fighting fires, the Nigerian fire brigade actually often fails to extinguish fires.

The high perceived level of corruption could explain the low and diminishing levels of trust felt for the public sector professions. For example, trust in judges has fallen by 11 percentage points to just 39%. Meanwhile, policemen have lost 15 percentage points to find themselves in last place with 17%. Nigeria's security forces, that is to say its police officers and soldiers, are not only accused of corruption but of committing grave violations to human rights. Soldiers, however, are still trusted by 64% of citizens, perhaps being more highly regarded for their role in fighting terrorism.

Nigeria /// Trust in professional groups

("I completely/generally trust", in %)



Base 2016: 1,000 respondents; please note: change in institute

South Africa /// Findings

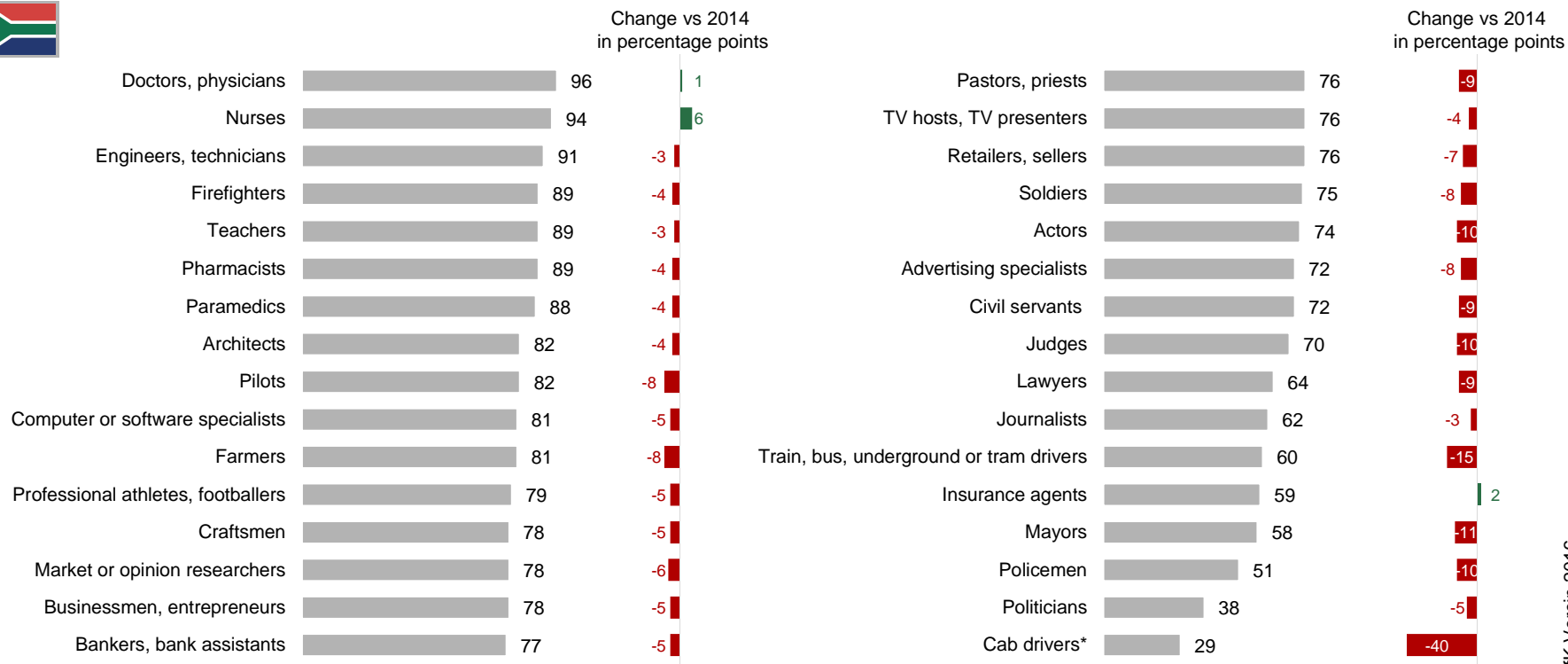


Although, at 74%, the average trust rating recorded in South Africa is still high in comparison with the other countries studied, the nation has slid to third place in the 2016 global ranking, having been knocked off the top spot by India. Almost all the professional groups are experiencing losses in trust, resulting in the overall rating falling by seven percentage points. South Africa continues to face a variety of serious difficulties, such as high unemployment, social inequality, widespread corruption and a high proportion of people infected with HIV. This could explain why doctors, at 96%, have been able to defend their pole position in the ranking by securing growth of 1 percentage point. Following close behind them are nurses (94%), who have climbed into second place after gaining 6 percentage points. Insurance agents (59%) are the only other professional group to record a slight increase in trust in the country. With a drop of 40 percentage points, cab drivers stand out as the professional group to lose the greatest amount of trust in comparison with 2014. 2016's questionnaire was extended to include drivers of shared taxis. These minibuses make up around 90% of all taxis and represent a large proportion of public transport in the country. Although they transport passengers for a lower fee than re-

gular taxis, they are often almost unroadworthy and are frequently involved in accidents. With 29%, the lowest trust rating to be awarded to this professional group worldwide, cab drivers trail far behind in last place in the South African ranking. Almost all of the public sector professions studied, such as mayors (58%), can be found among the groups to record significant losses in trust of around 10 percentage points. This can probably be attributed to the high level of perceived corruption. Politicians are also viewed more sceptically and occupy second-to-last place with 38%. The ruling ANC party and President Zuma in particular are coming under criticism for corruption, tax evasion and, in Zuma's case, using public funds to finance a villa complex. To date, however, these scandals have not had political consequences. Besides corruption, policemen, who have dropped to 51%, are repeatedly accused of violence. The trust placed in civil servants and judges has also fallen to 72% and 70% respectively. Many South Africans feel that Paralympic star Pistorius was sentenced too leniently after being put on trial for shooting his girlfriend. However, due to legal failings the conviction was upgraded by the Supreme Court of Appeal in December 2015.

South Africa /// Trust in professional groups














("I completely/generally trust", in %)



Base 2016: 1,200 respondents; *restricted comparability due to term being translated differently in the questionnaire





6 Methodology

Methodology Europe

Europe	Proportion sample/ total population	Proportion sample/ total population	Sample size	Methodology	Age	Regional coverage	Fieldwork
 Austria	82.7%	7.1 M	1,002	PAPI	18+	Nationwide	Sep/Oct 2015
 Belgium	83.0%	9.4 M	1,028	CATI	15+	Nationwide	Sep 2015
 France	81.5%	52.5 M	1,000	CAPI	15+	Nationwide	Sep 2015
 Germany	88.0%	71.0 M	1,978	CAPI	14+	Nationwide	Sep 2015
 Italy	86.3%	51.6 M	1,017	CAPI	15+	Nationwide	Sep 2015
 Netherlands	80.0%	13.5 M	1,014	CATI	18+	Nationwide	Sep 2015
 Poland	85.0%	32.8 M	1,000	CAPI	15+	Nationwide	Sep 2015
 Russia	82.4%	118.2 M	2,119	PAPI	16+	Nationwide except for regions in Northern Russia and North Caucasus	Sep 2015
 Spain	85.2%	39.3 M	1,023	CAPI	15+	Nationwide	Sep 2015
 Sweden	82.8%	8.1 M	1,000	CATI	15-84	Nationwide	Sep 2015
 Switzerland	85.0%	7.1 M	500	CATI	15-74	Nationwide, except for Italian-speaking Switzerland	Sep 2015
 Turkey	74.3%	58.4 M	1,135	PAPI	15+	12 regions: Istanbul, Ankara, İzmir, Bursa, Kayseri, Malatya, Adana, Samsun, Trabzon, Tekirdağ, Diyarbakır, Erzurum	Oct 2015
 UK	81.0%	52.4 M	956	CAPI	16+	Nationwide	Sep 2015











Fieldwork carried out with GfK GLOBO BUS®

Methodology North and South America

North and South America		Proportion sample/ total population	Proportion sample/ total population	Sample size	Methodology	Age	Regional coverage	Fieldwork
	Canada	80.6%	29.0 M	1,007	CATI	18+	Nationwide	Sep 2015
	USA	77.3%	248.6 M	1,000	KP CAWI	18+	Nationwide	Sep 2015
	Argentina	70.0%	30.4 M	1,007	PAPI	18+	Nationwide	Sep 2015
	Brazil	72.0%	149.6 M	1,000	CATI	18+	Nationwide	Sep 2015

Fieldwork carried out with GfK GLOBO BUS®

Methodology Asia, Pacific region, Africa

Asia and the Pacific region		Proportion sample/ total population	Proportion sample/ total population	Sample size	Methodology	Age	Regional coverage	Fieldwork
	Australia	77.6%	18.6 M	999	CATI	18+	Nationwide	Sep 2015
	India	3.8%	49.2 M	1,040	PAPI	15-64	Mumbai, New Delhi, Kolkata, Chennai	Sep 2015
	Indonesia	7.0%	18.0 M	1,042	PAPI	15-64	Jakarta, Surabaya, Medan, Bandung	Sep 2015
	Iran	15.0%	11.9 M	1,000	PAPI ad hoc	18+	Teheran, Mashad, Esfahan, Tabrez, Shiraz	Feb 2015
	Japan	79.3%	100.4 M	1,179	PAPI	15-79	Nationwide	Aug/Sep 2015
	Philippines	8.6%	8.7 M	1,000	PAPI	15-64	Metro Manila	Sep 2015
	South Korea	82.2%	41.3 M	1,500	PAPI	18+	Nationwide	Sep/Oct 2015
Africa								
	Kenya	11.2%	5.1 M	1,031	PAPI	18+	Nairobi, Mombasa, Kisumu	Aug/Sep 2015
	Nigeria	14.4%	26.3 M	1,000	PAPI	18+	Lagos, Kano, Port Harcourt	Aug/Sep 2015
	South Africa	22.9%	12.5 M	1,200	CAPI	16+	Metropolitan Region of Gauteng, Johannesburg, Durban, Cape Town	Sep 2015

Fieldwork carried out with GfK GLOBO BUS®

Methodological changes

Country	Type of change
Austria	Change in institute; change in methodology (from CAPI to PAPI); change in population (from 15 plus to 18 plus)
France	Change in institute
Netherlands	Change in population (from 15 plus to 18 plus)
Switzerland	Change in methodology (from CAPI to CATI); reduced sample size (from n=1,000 to n=500 interviews)
Canada	Change in institute
USA	Change in methodology (from CATI BUS Dual Frame to Knowledge Panel CAWI)
Iran	Included in the study for the first time
Philippines	Included in the study for the first time
Kenya	Change in institute
Nigeria	Change in institute

List of literature

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- Auswärtiges Amt
URL: <http://www.auswaertiges-amt.de> (as of: Q4/2015).
- Bundesministerium für Ernährung und Landwirtschaft
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- Bundesministerium für wirtschaftliche Zusammenarbeit
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- Various radio and television stations, for example ARD, Deutsche Welle, n-tv, n24,
- Of several international newspapers, magazines, radio and television stations, for example ABC News, Basler Zeitung, BBC, Blick, CNN, Handelszeitung, Kurier, Maclean's, Neue Zürcher Zeitung (NZZ), ORF, PUNKT Magazin, Reuters, Schweizer Radio und Fernsehen (SRF), Tagesanzeiger, The Economist, The Guardian, The Telegraph, The Wall Street Journal, Washington Post,
- Of several websites for different countries, regions and topics, for example Australian Government, cebu-life.de, euractiv.de, euronews, evangelisch.de, finanzmarktwelt.de, Forschungsgruppe Wahlen, Gesundheitsbericht Österreich 2015, Indienwelt, Iran Journal, katholisch.de, naji.com, ncr-iran.org, News Express Nigeria, NiederlandeNet, onvista.de, philippinen.cc, Polen heute, Schweizinfo, southafrica.net, The Canada Guide, The Nation, watchindonesia.org, WKO Wirtschaftskammer Österreich

Background information and explanations of GfK in respective countries