

## Press Release

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### Germans place more trust in government again

#### Findings of the GfK Global Trust Report 2013

**Nuremberg, 7 February 2013 – The GfK Verein investigated the following question relating to trust in 25 countries: which business areas and institutions are most and least trusted by the population? With only a few exceptions, trust values have remained relatively stable in Germany in comparison with the previous year. The only improvement has been registered for trust in the government. The automotive industry maintained its high level, while energy and water providers saw a slight decrease.**

The police are the most trusted institution in Germany, clearly top of the rankings with 81 percent. In comparison with the previous year, however, trust dropped by four percentage points. Second in the rankings by a clear margin is the judiciary, which recorded a trust value of 65 percent. This was followed by non-governmental organizations (NGOs) with 59 percent.

The German government is the only institution that saw an improvement in its trust value. Although it is in the lower third of the rankings, with 34 percent, this is 5 percentage points higher than in the previous year. Professor Dr. Raimund Wildner, Managing Director of the GfK Verein, comments: "This development could be attributable to the positive perception, as reported in the media, of how the German Chancellor is managing the current crisis."

A low level of trust was also recorded for the internet (34 percent) as well as large companies and international corporations (26 percent). Political parties have again remained bottom in the rankings, with only one in six Germans trusting them. However, faith in German political parties is relatively average in an international comparison.

### GERMANY: trust\* in institutions

in %	2013	2012
Police	81	85
Judiciary/courts	65	67
Non-governmental organizations (NGOs)**	59	
Public administration, police departments and authorities	58	59
Military/army	57	62
Media	43	45
Churches	39	40
EURO	38	-
Government	34	29
Internet	34	37
Large companies/international corporations	26	30
Political parties	16	17

\* trust completely/mostly trust

\*\*survey changed, so not possible to compare with previous year

Source: GfK Verein, GfK Global Trust Report 2013

### Business areas: trade is top of the list in Germany

A trade in hand finds gold in every land: in Germany, trade clearly has a solid basis when it comes to trust, with 87 percent having faith in this business area. This is therefore ahead of the other ten business areas included in the rankings, as in the previous year. With 78 percent trust, consumer electronics and household appliance manufacturers are second, followed by automotive manufacturers with 71 percent.

Banks and insurance companies are last, falling a further 7 percentage points from the previous year to a current trust value of 29 percent. "Fewer than one in three Germans trust this industry. This is presumably influenced by recent scandals, including interest rate fixing and crackdowns on aiding and abetting in tax evasion," concludes Professor Wildner.

Trust in energy and water providers has also fallen. At 51 percent, it is 5 percentage points lower than in the previous year. This could be attributable to the rising green energy cost allocation, which has increased the price of electricity for many private customers.

### GERMANY: trust\* in business areas

in %	2013	2012
Trade	87	88
Consumer electronics/household appliance manufacturers	78	81
Automotive industry	71	71
Airlines	69	73
Retail	69	73
Pharmaceuticals manufacturers	58	56
Software and computer manufacturers	55	58
Energy and water providers	51	56
Food manufacturers	48	51
Telecommunications/internet providers	46	48
Banks, insurance companies	29	36

Source: GfK Verein, GfK Global Trust Report 2013

\* trust completely/mostly trust

### Worldwide, the military has the highest level of trust

When looking at trust in institutions across all 25 countries, the highest value is registered for the military and the army, at 79 percent. This is followed by the church and religious communities, which are trusted by 66 percent on average.

As is the case for almost all countries individually, political parties are at the very bottom of the international list. The average level of trust in these institutions is only 18 percent.

Internationally, the business area that tops the list is consumer electronics and household appliances. On average, almost 74 percent trust this segment. Trade is just behind, with a trust level of 69 percent. Banks and insurance companies are towards the bottom of the rankings, with 62 percent. Telecommunications and internet providers as well as airlines are lower still, each only trusted by 60 percent of respondents.

### The survey

These findings are an extract from the GfK Global Trust Report 2013, which is based on around 28,000 interviews that were carried out on behalf of the GfK Verein in a total of 25 countries worldwide between September and November 2012.

The survey investigates trust in 12 institutions, 11 business areas and in other individuals using the following scale: "trust completely", "mostly trust", "don't really trust" and "don't trust at all".

### **The GfK Verein**

The GfK Verein was established in 1934 as a non-profit organization for the promotion of market research. Its membership consists of approximately 600 companies and individuals. The purpose of the Verein is to develop innovative research methods in close cooperation with academic institutions, to promote the training and further education of market researchers, to observe the structures and developments in society, the economy and politics that play a key role in private consumption, and to research their effects on consumers. Survey results are made available to the membership free of charge. The GfK Verein is a shareholder in GfK SE. Further information: [www.gfk-verein.org](http://www.gfk-verein.org)

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