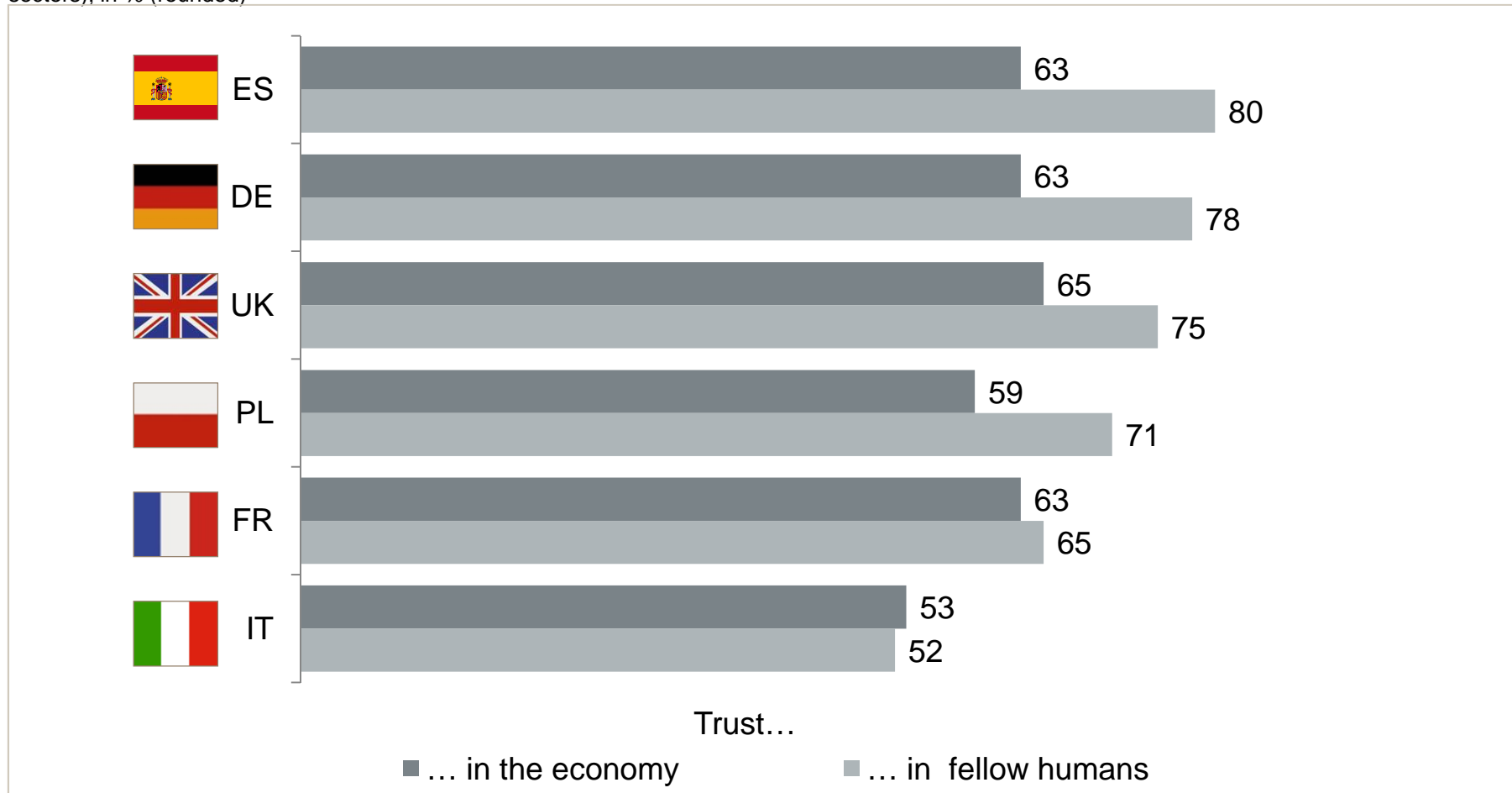


In almost all countries, people trust other human beings much more than the economy.

Trust in sectors of the economy and humans in 2017

Proportion of respondents who agree with the statement: "I have complete/a high degree of trust in fellow humans/the economy" (average across all sectors); in % (rounded)

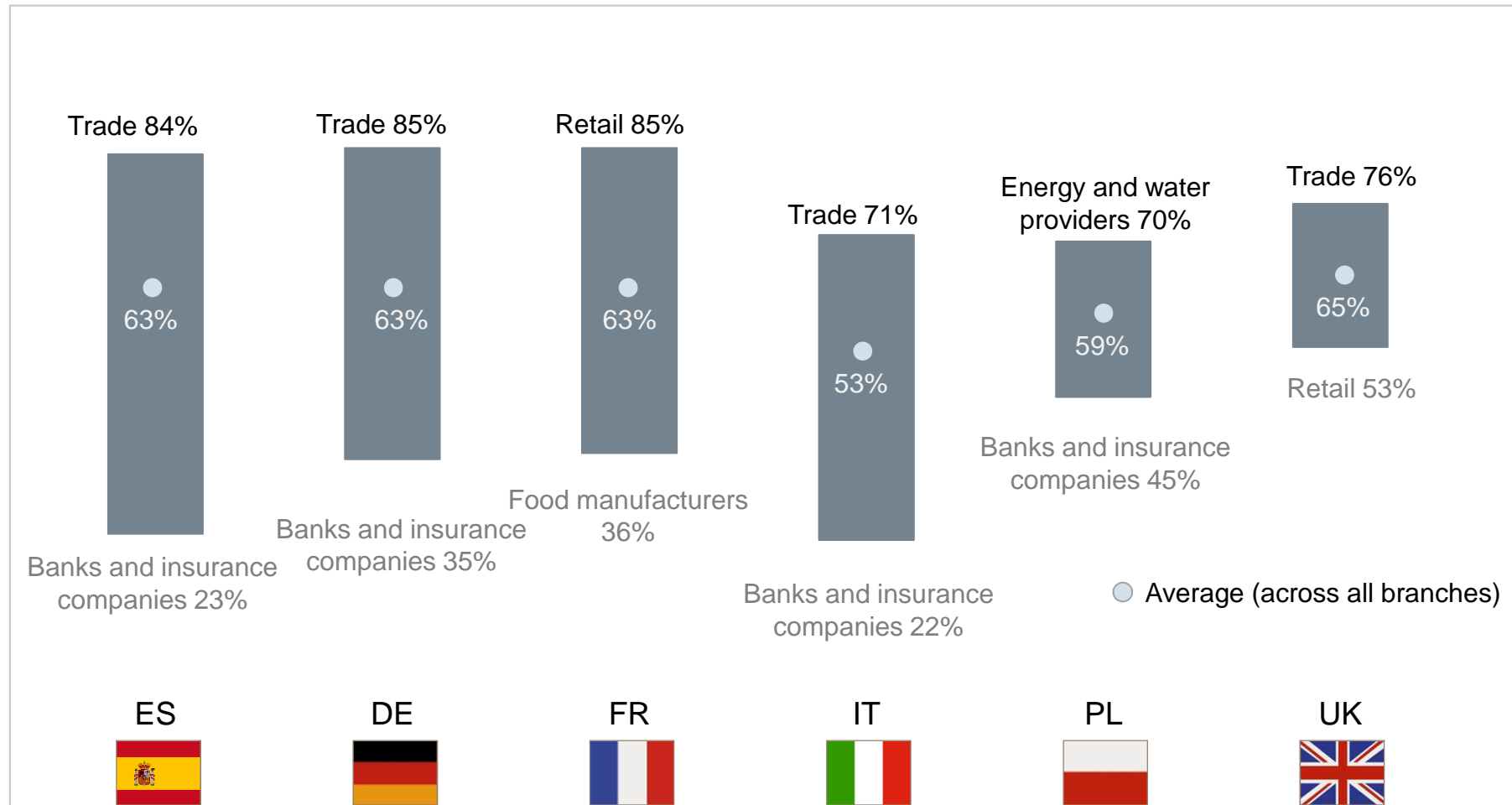


Source: GfK Global Trust Report 2017; General population from the age of 14 (D) / 15 (F, I, POL, E) / 16 (UK), no. per country ≥ 1,000 (see study description)

Little trust in the financial sector in many European countries.

Trust in sectors of the economy in 2017 - range

Proportion of respondents who agree with the statement: "I have complete/a high degree of trust in fellow humans/the economy"; in % (rounded)









Source: GfK Global Trust Report 2017; General population from the age of 14 (D) / 15 (F, I, POL, E) / 16 (UK), no. per country ≥ 1,000 (see study description)

Trades enjoy a very high level of trust in many European countries.

Trust in sectors of the economy in 2017

Proportion of respondents who agree with the statement: "I have complete/a high degree of trust in fellow humans/the economy"; in % (rounded)

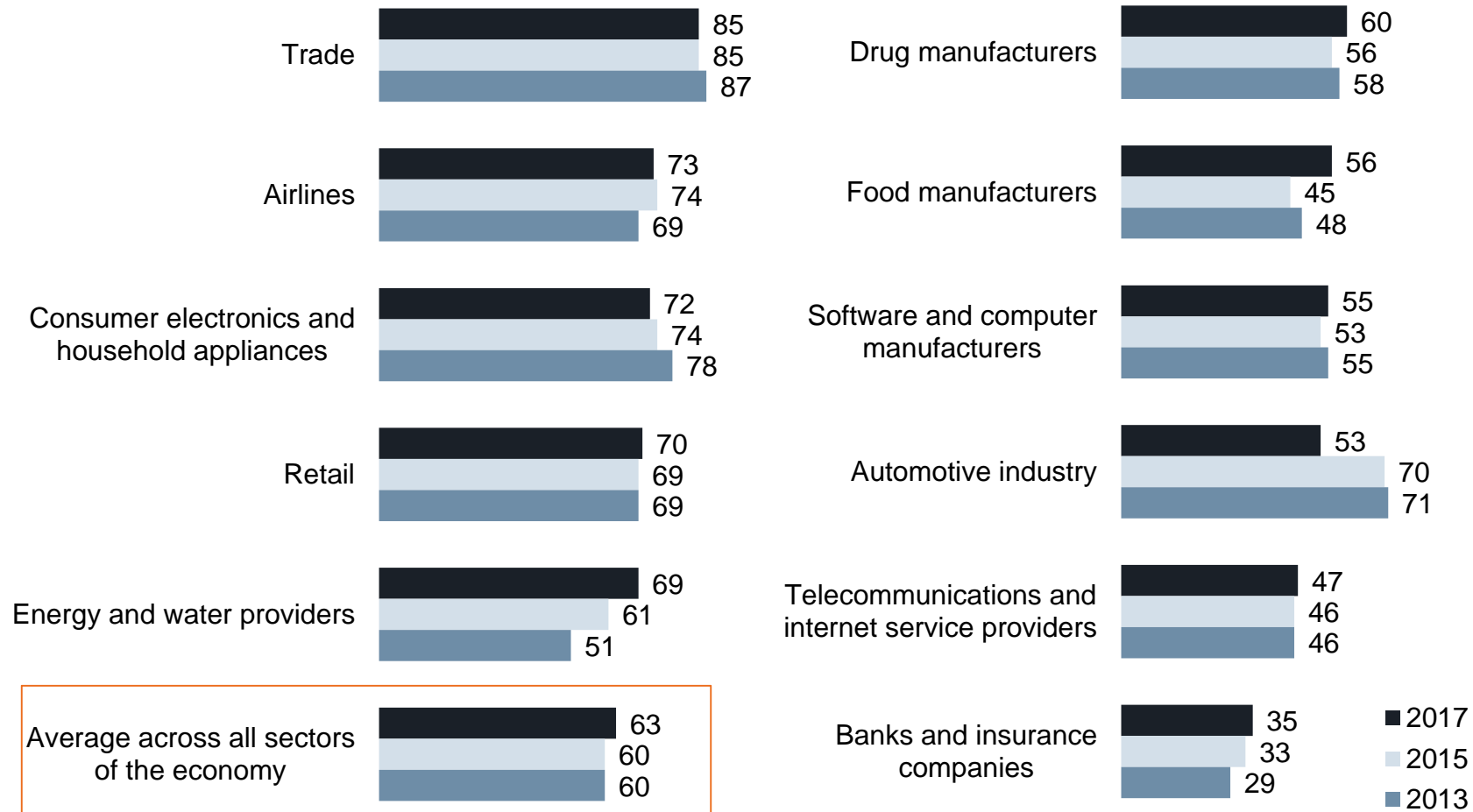
	 UK	 ES	 DE	 FR	 PL	 IT
Trade	76	84	85	82	68	71
Clothing and shoe manufacturers	74	78	74	62	66	64
Airlines	72	68	73	78	48	58
Consumer electronics and household appliances	72	68	72	67	63	60
Detergent and cleaning product manufacturers	72	74	70	61	65	59
Retail	53	78	70	85	62	56
Energy and water providers	66	50	69	68	70	50
Toy manufacturers	64	73	64	71	52	57
Drug manufacturers	63	60	60	49	59	47
Food manufacturers	63	69	56	36	55	46
Software and computer manufacturers	61	62	55	68	58	53
Automotive industry, car makers	61	59	53	67	58	51
Telecommunications and internet service providers	57	43	47	44	56	47
Banks, insurance companies	57	23	35	37	45	22
Average (across all sectors)	65	63	63	63	59	53

Source: GfK Global Trust Report 2017; General population from the age of 14 (D) / 15 (F, I, POL, E) / 16 (UK) , no. per country ≥ 1,000 (see study description)

The automotive industry has clearly lost trust among Germans.

Trust in sectors of the economy in Germany from 2013-2017

Proportion of respondents who agree with the statement: "I have complete/a high degree of trust in fellow humans/the economy"; in % (rounded)



Source: GfK Global Trust Report 2017; General population from the age of 14 (2013 no. = 2,039; 2015 no. = 2,008; 2017 no. = 2,016)

Study design

Methodology

Source:	GfK Verein / GfK Global Trust Report 2017
Method:	GfK GLOBO BUS, „face to face“ survey (CAPI)
Survey period:	September – November 2016
Target population:	General population over the age of 14 (D) / 15 (F, I, POL, E) / 16 (UK) (representative)
Sample size:	
France	n = 1.011
Germany	n = 2.016
Italy	n = 1.036
Poland	n = 1.000
Spain	n = 1.017
UK	n = 1.033