

### Trust in Germany



# 2022 EDELMAN TRUST BAROMETER

## Methodology

\*Additional data for Germany was collected between January 20 and January 24, 2022 as part of a post-election flash poll.

The sample consisted of 1,001 general population respondents in Germany.

27-market global data margin of error: General population +/- 0.6% (n=31,050); half-sample global general online population +/- 0.8% (n=15,525).

Country-specific data margin of error: General population +/- 2.9% (n=1,150); half-sample +/- 4.1% (n=575).

## Annual online survey in its 22<sup>nd</sup> year

Fieldwork conducted: Nov 1 – Nov 24, 2021

28

countries

36,000+

respondents

1,150+

respondents/country

**GLOBAL AVERAGES** vary based on the number of countries surveyed each year:

**GLOBAL 27** does not include Nigeria\*

**GLOBAL 22** does not include Colombia, Kenya, Nigeria, Saudi Arabia, S. Africa and Thailand

**GLOBAL 24** Not asked in China, Russia, Thailand

the sensitive nature of the question prevented this data from being collected in these markets

*Other global averages detailed in technical appendix*

*\*To prevent skewing the global results, Nigeria is not included in any global averages because the online population is not representative of the true population*

Argentina  
Australia  
Brazil  
Canada  
China  
Colombia  
France  
Germany  
India  
Indonesia  
Ireland  
Italy  
Japan  
Kenya  
Malaysia  
Mexico  
Nigeria  
Russia  
Saudi Arabia  
Singapore  
S. Africa  
S. Korea  
Spain  
Thailand  
The Netherlands  
UAE  
UK  
U.S.

# 22 YEARS OF TRUST

'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust
'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22
Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	Business Most Trusted	<b>The Cycle of Distrust</b>



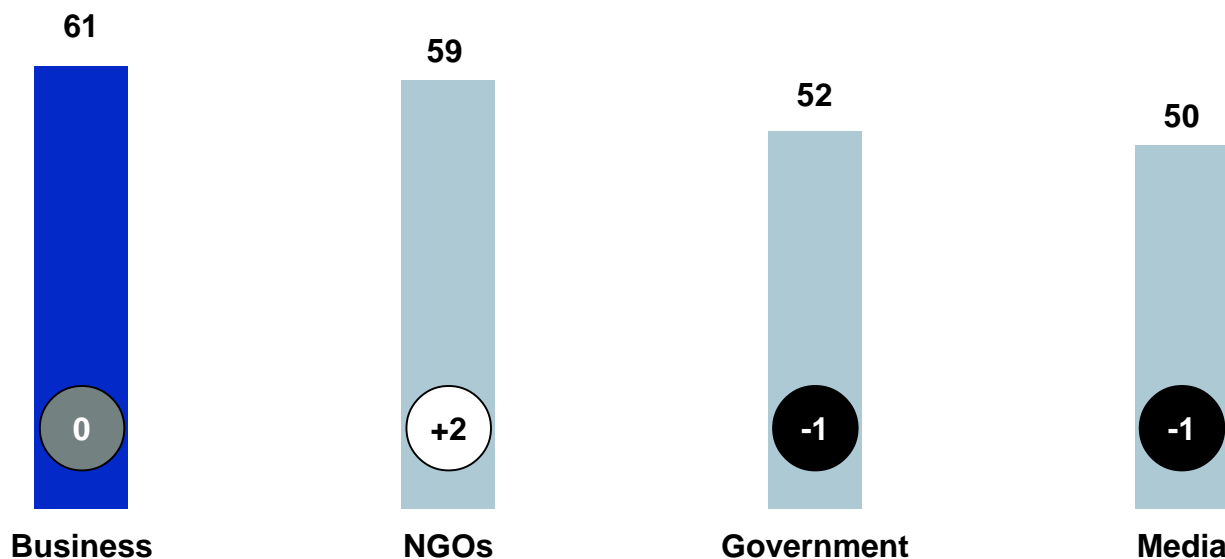
# GOVERNMENT AND MEDIA FUEL A CYCLE OF DISTRUST



# TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION

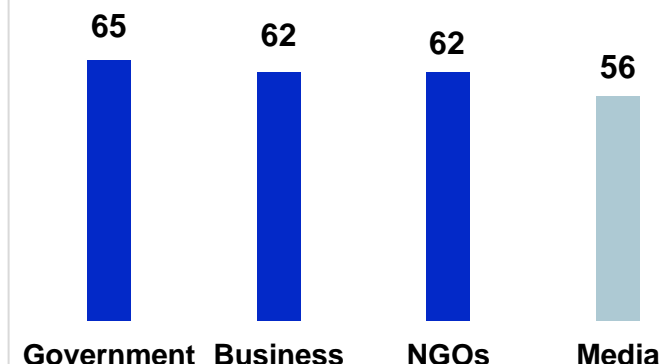
Percent trust

Global 27



## IN MAY 2020, GOVERNMENT MOST TRUSTED

Global 11

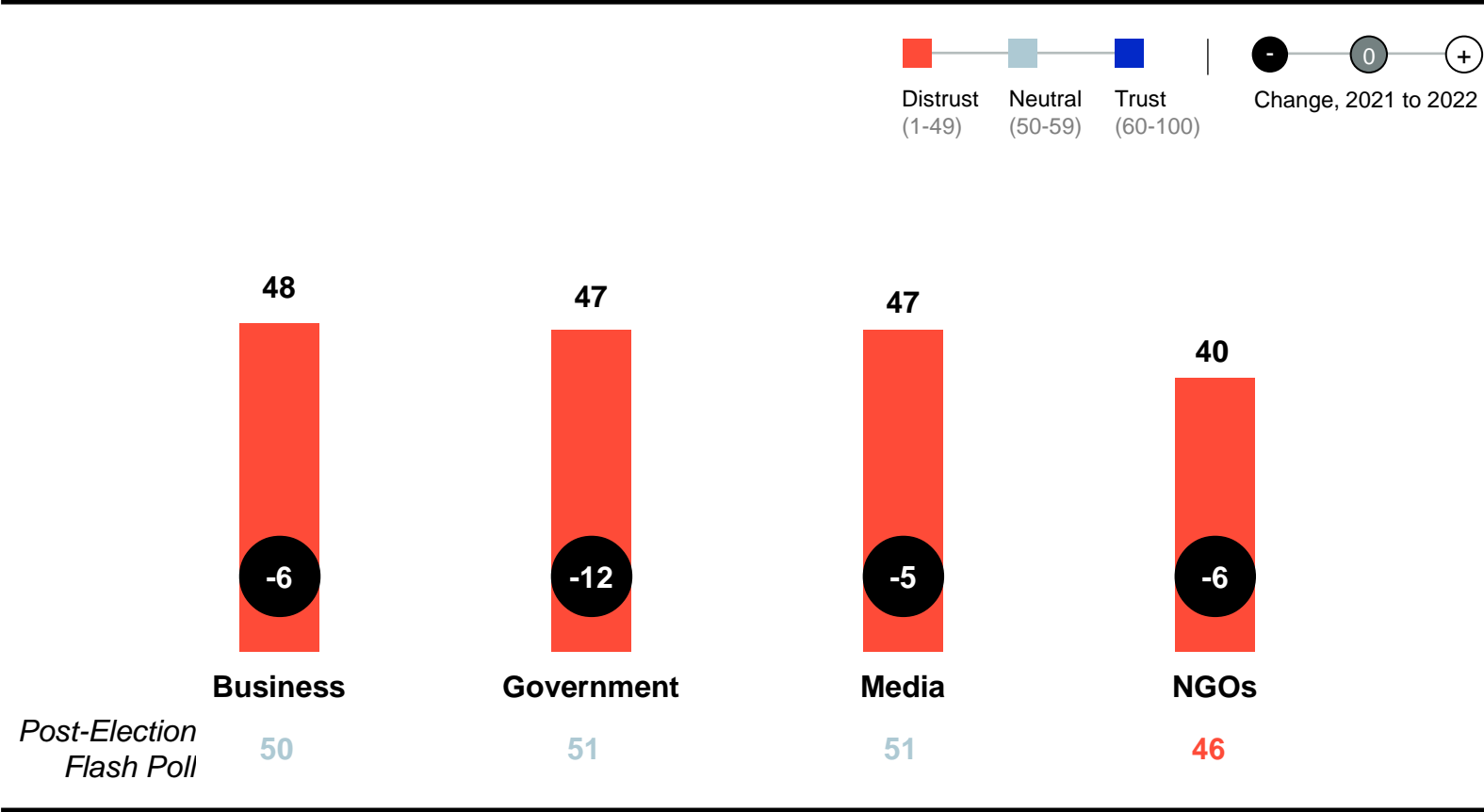


**2022 Edelman Trust Barometer.** TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

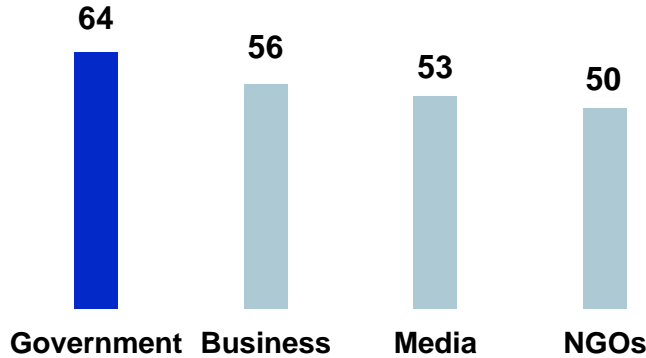
**2020 Edelman Trust Barometer Spring Update.** TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

# NO INSTITUTIONS TRUSTED IN GERMANY; SHARPEST DECLINE FOR GOVERNMENT

Percent trust, in Germany



## IN MAY 2020, GOVERNMENT MOST TRUSTED



2022 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Germany. Additional data shown is from a post-election flash poll conducted in Germany between January 20 and January 24, 2022.

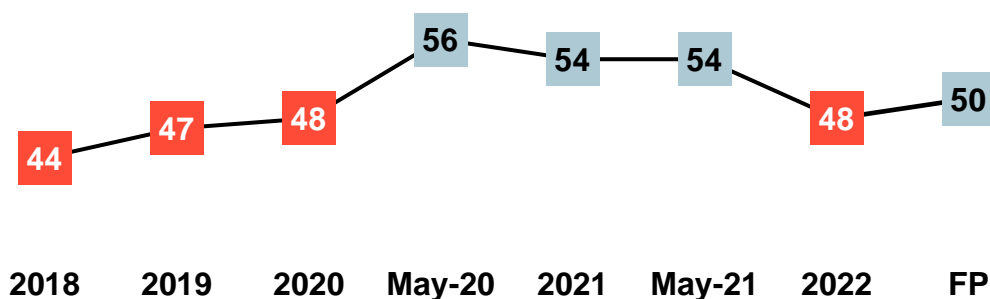
2020 Edelman Trust Barometer Spring Update. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Germany.



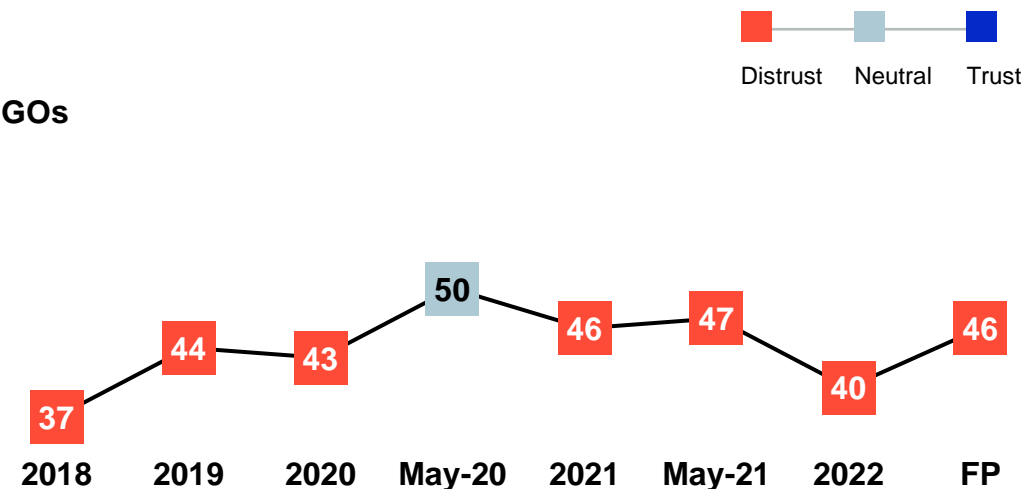
# NO INSTITUTIONS TRUSTED IN GERMANY; SLIGHT UPTICK POST-ELECTION

Percent trust, in Germany

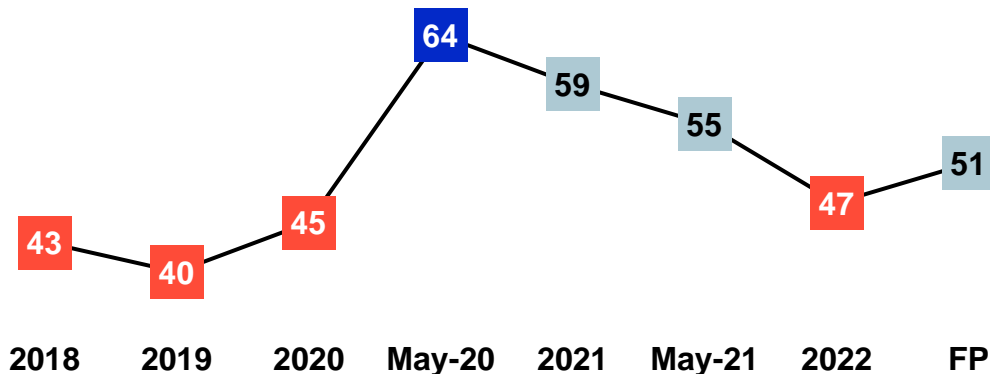
## Business



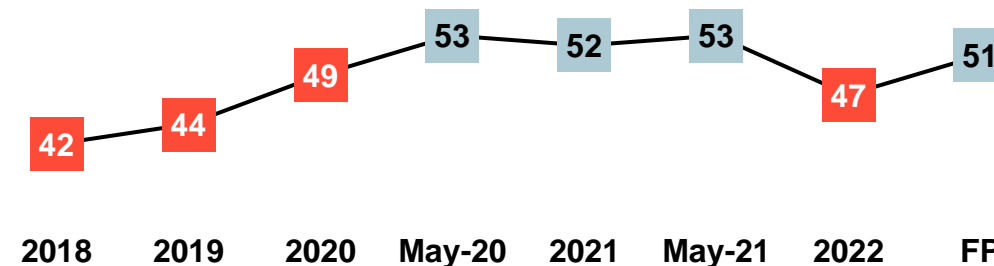
## NGOs



## Government



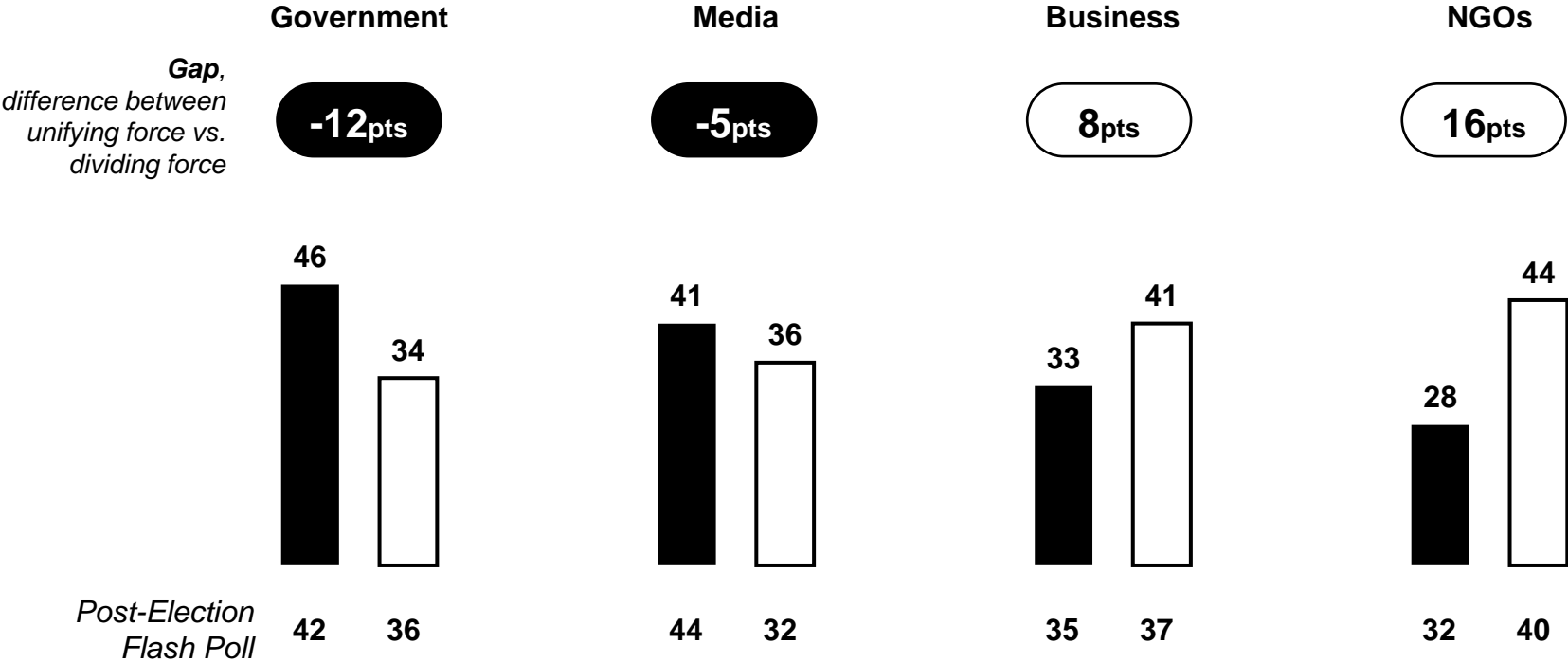
## Media



# GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Percent who say, in Germany

These institutions are...



2022 Edelman Trust Barometer. [INS]\_PER\_DIM. In thinking about why you do or do not trust [institution], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive; bottom 5 box, negative. Questions asked of half of the sample. General population, Germany. Additional data shown is from a post-election flash poll conducted in Germany between January 20 and January 24, 2022.



# FAKE NEWS CONCERNS AT ALL-TIME HIGHS

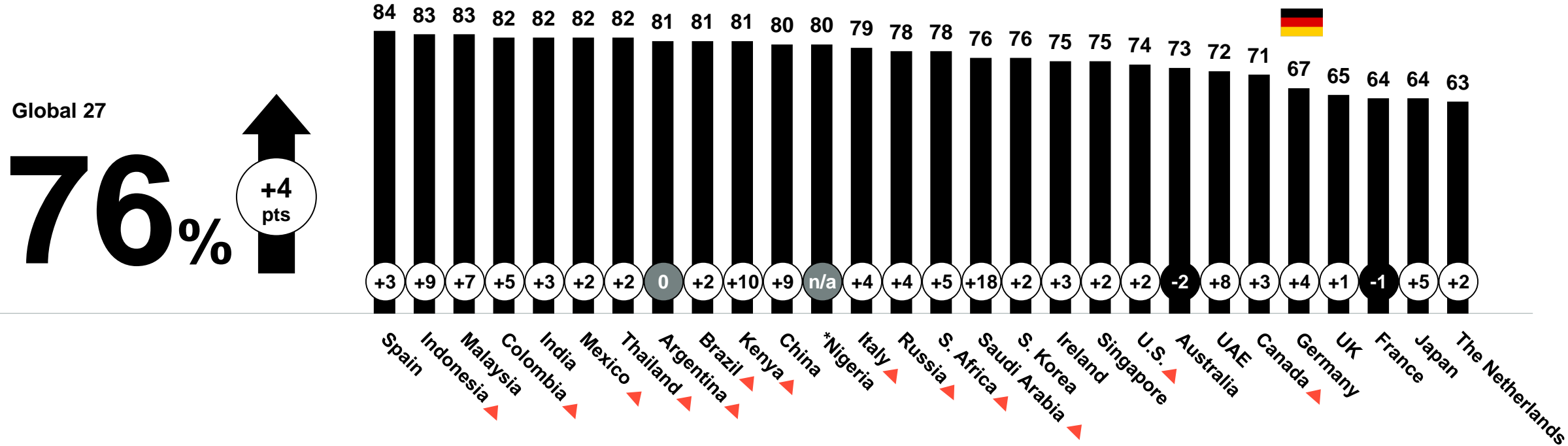
Percent who agree



Change, 2021 to 2022

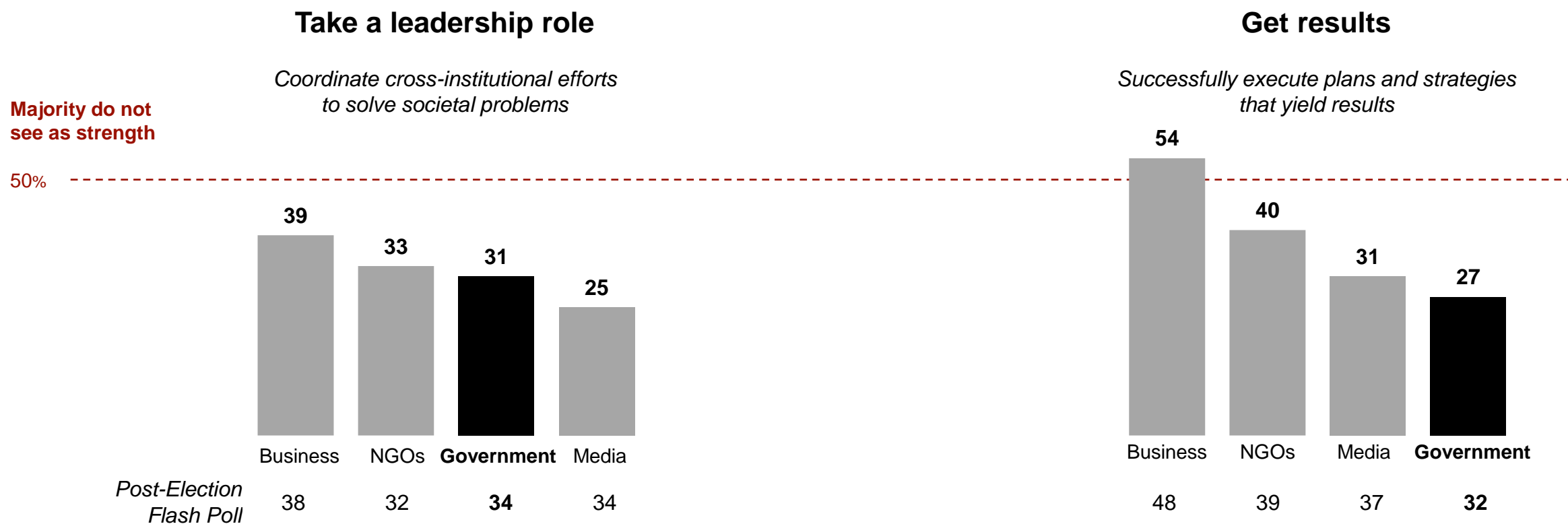
▲ All-time high in 13 of 27 countries

I worry about **false information or fake news** being used as a weapon



# GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

Percent who say each is a strength of institutions, in Germany



2022 Edelman Trust Barometer. CMP\_ARE\_[INS]. Thinking about [institution] as they are today, please indicate whether you consider each of the following dimensions to be one of their areas of strength or weakness. 5-point scale; top 2 box, strength. Question asked of half of the sample. General population, Germany. Additional data shown is from a post-election flash poll conducted in Germany between January 20 and January 24, 2022.

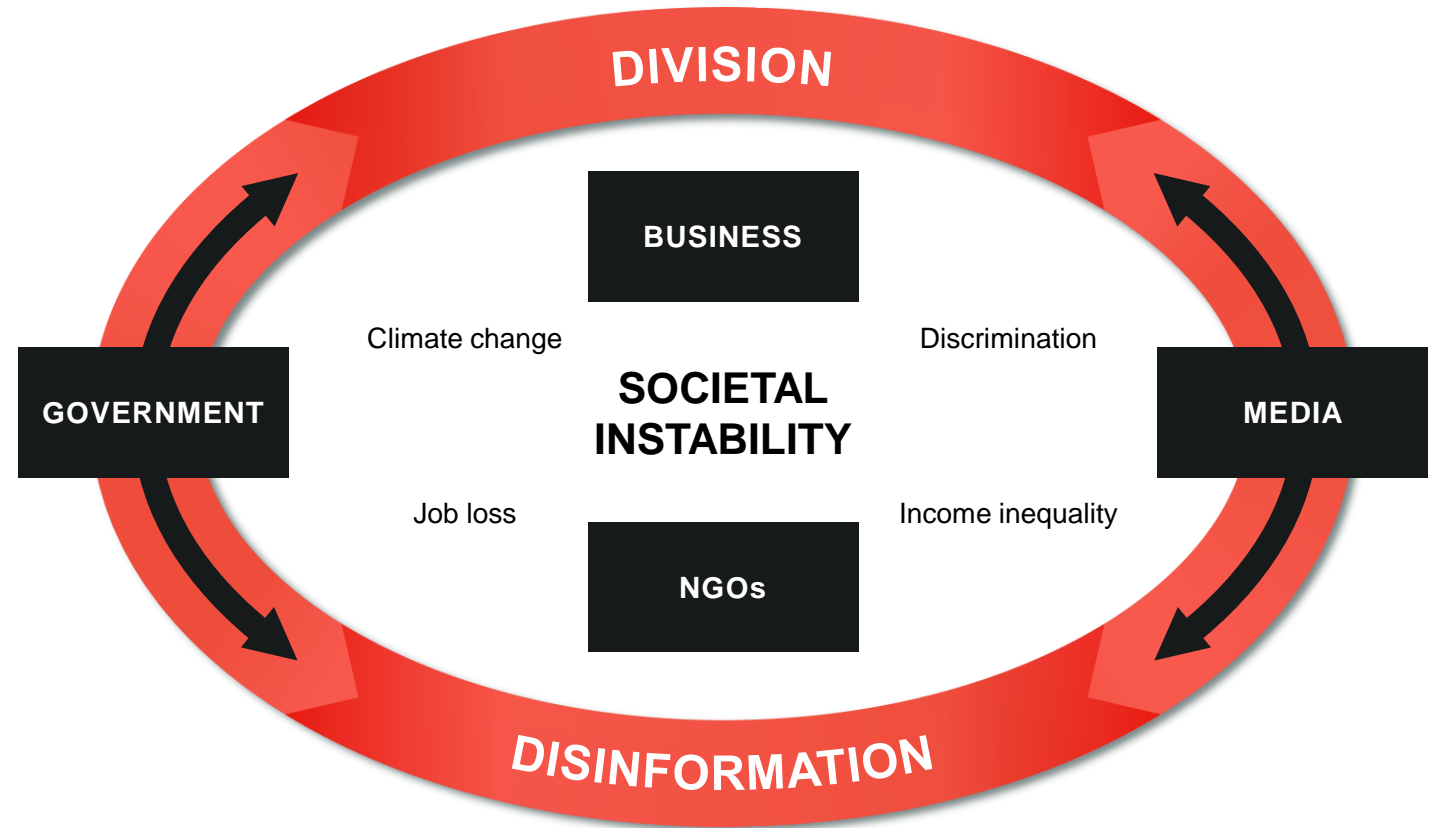
# CYCLE OF DISTRUST THREATENS SOCIETAL STABILITY

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**Government and media** feed cycle of division and disinformation for votes and clicks

**NGOs and business** pressured to take on societal problems beyond their abilities

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# FAILURE OF LEADERSHIP MAKES DISTRUST THE DEFAULT

**BETRAYED**

**BY MY  
GOVERNMENT**

**BETRAYED**

**BY MY  
GOVERNMENT**

**BETRAYED**

**BY MY  
GOVERNMENT**

**BETRAYED**

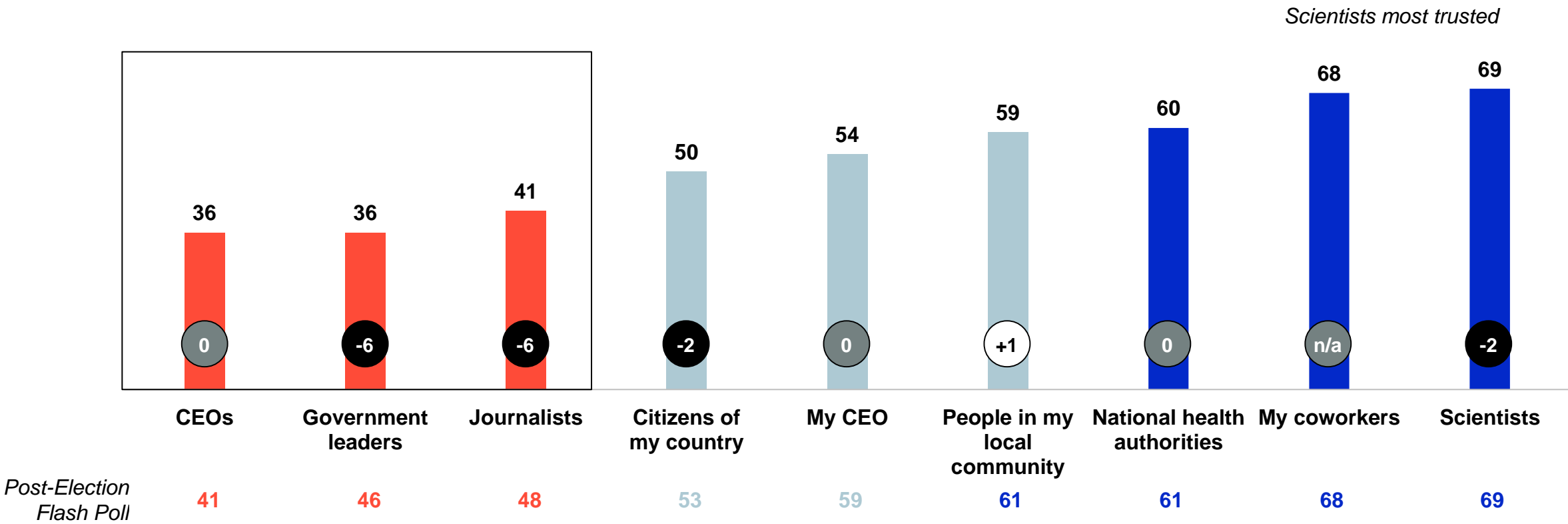
Came of the  
century.  
Failure to act  
on climate.

**BETRAYED**

**RA  
ROU**

# SOCIETAL LEADERS NOT TRUSTED

Percent trust, in Germany



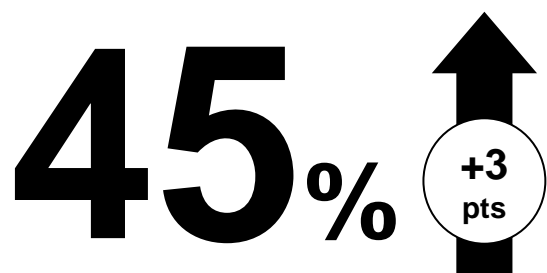
2022 Edelman Trust Barometer. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Some attributes asked of half the sample. General population, Germany. "My coworkers" and "my CEO" only shown to those who are an employee of an organization (Q43/1). Additional data shown is from a post-election flash poll conducted in Germany between January 20 and January 24, 2022.



# MORE CONVINCED WE'RE BEING LIED TO BY SOCIETAL LEADERS

Percent who worry, in Germany

Change, 2021 to 2022



Business leaders

Post-Election  
Flash Poll 48



Journalists and  
reporters

Post-Election  
Flash Poll 50



My country's  
government leaders

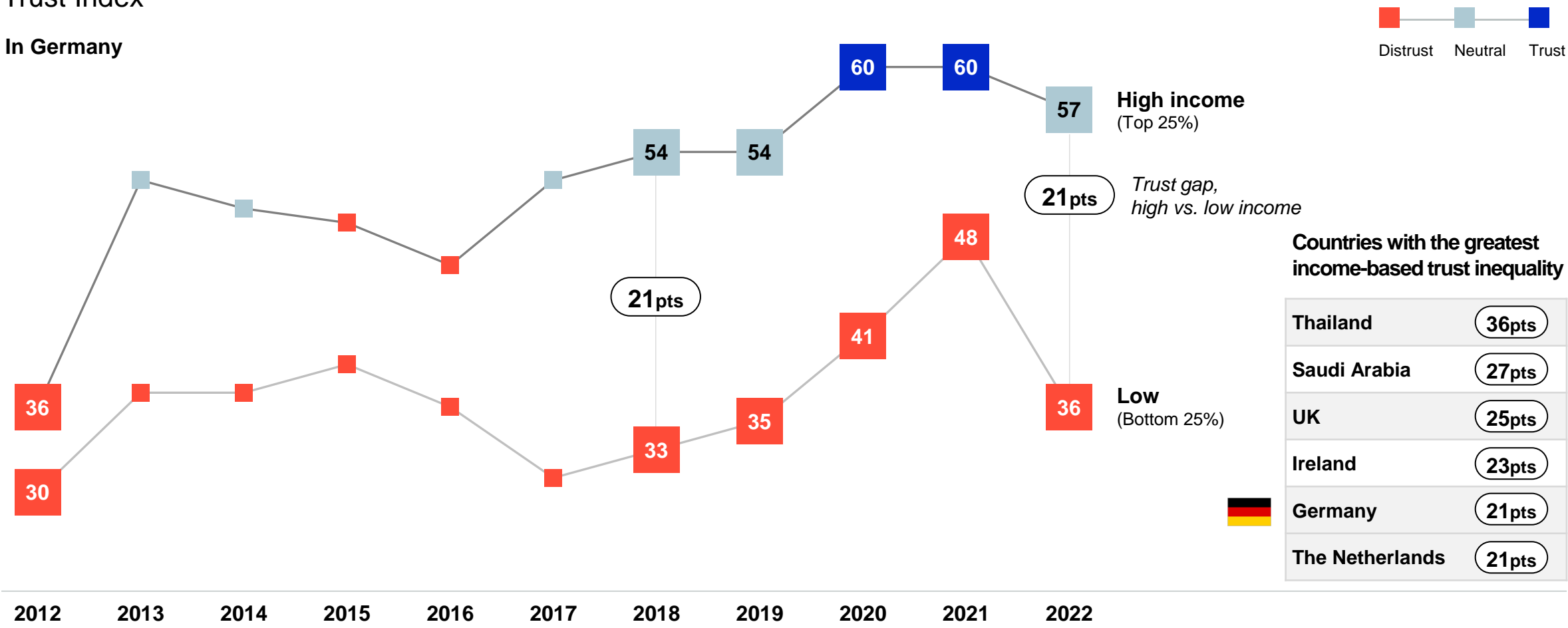
Post-Election  
Flash Poll 49

are **purposely trying to mislead people** by  
saying things they know are false or gross exaggerations



# TRUST GAP BETWEEN HIGH AND LOW INCOME RETURNS TO RECORD HIGH

Trust Index  
In Germany



# DISTRUST IS THE DEFAULT: NO BASIS FOR PEACEFUL DEBATE

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Which are you more likely to believe?

**53%** **My tendency is to distrust** until  
I see evidence that something is trustworthy

**VS.**

**My tendency is to trust** until I see evidence  
that something is untrustworthy

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Percent who agree

People in this country **lack the ability to have  
constructive and civil debates** about issues  
they disagree on

**64%**

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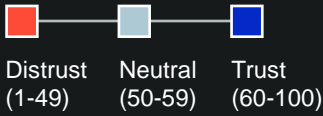
2022 Edelman Trust Barometer. TRU\_CHOICE. You are about to see two choices. We want you to choose the one that best describes you and your beliefs. Question asked of half of the sample. POP\_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is “not at all true” and nine means it is “completely true”. 9-point scale; top 4 box, true. Question asked of half of the sample. General population, Germany.



# COLLAPSE OF TRUST IN DEMOCRACIES

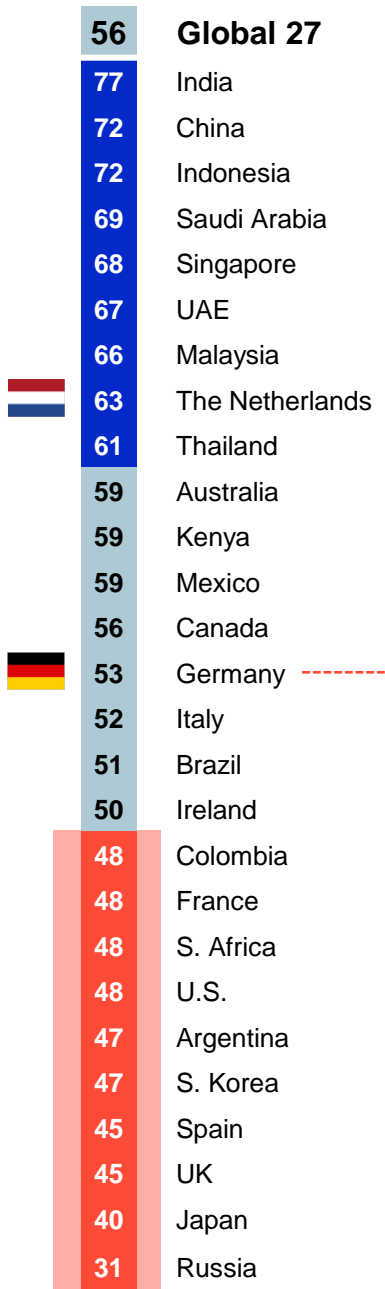
# TRUST FALLS IN DEMOCRACIES

## Trust Index

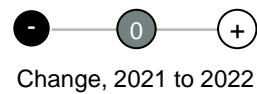
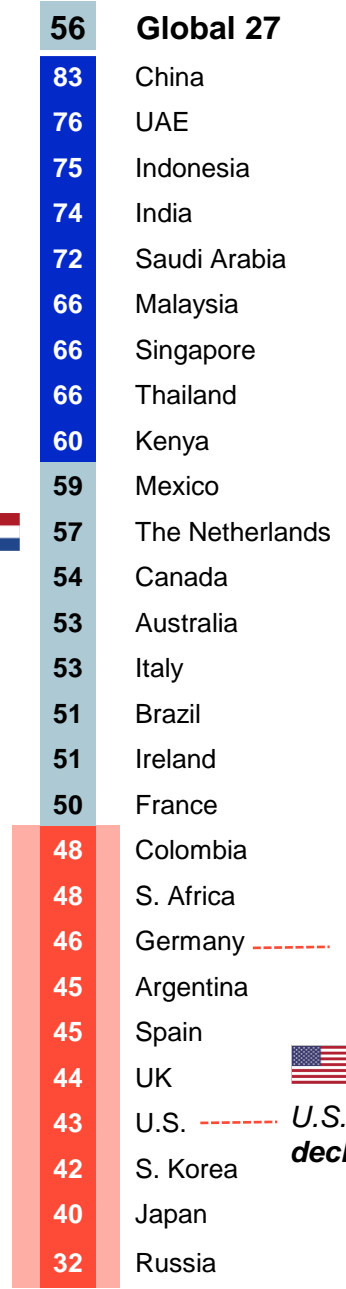


**2022 Edelman Trust Barometer.** The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. Additional data shown is from a post-election flash poll conducted in Germany between January 20 and January 24, 2022.

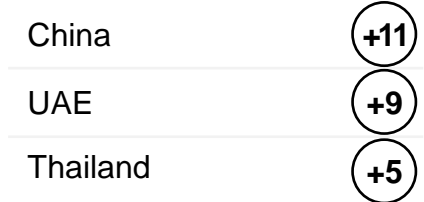
### 2021 General population



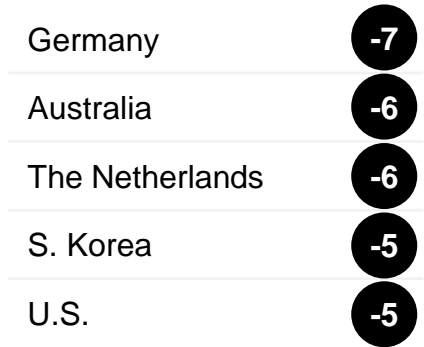
### 2022 General population



#### Biggest gainers:



#### Biggest losers:



*Germany Trust Index increased 4 pts since November 2021*

*U.S. Trust Index has declined 10 pts since 2017*

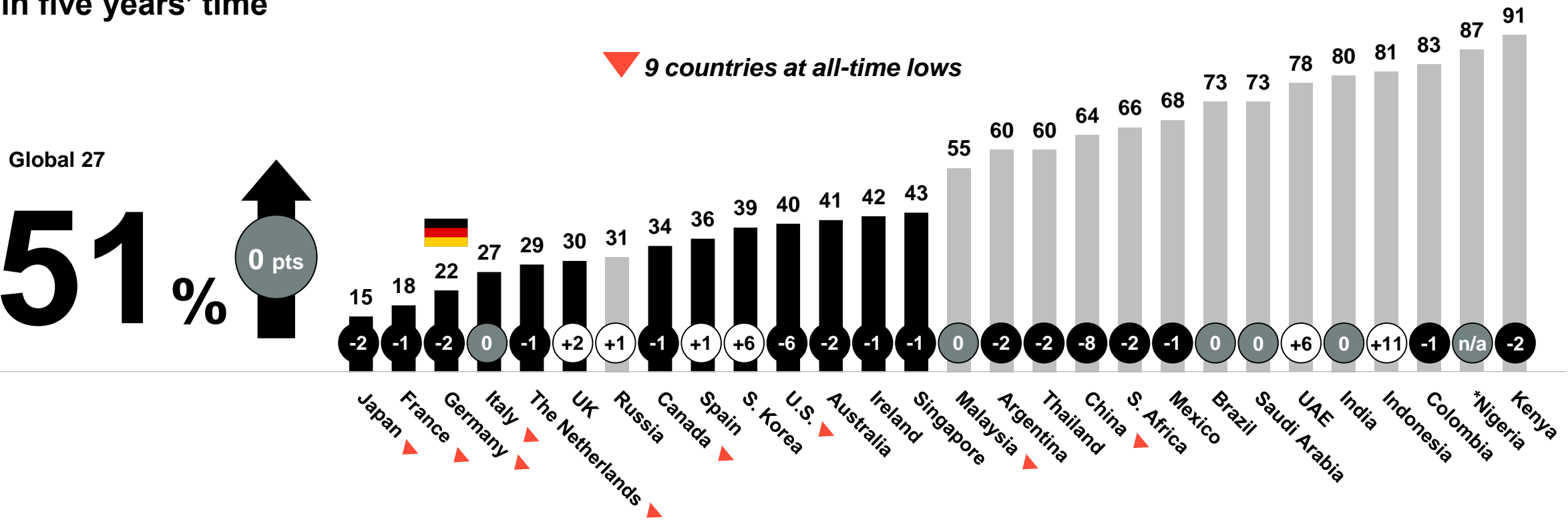
# ECONOMIC OPTIMISM IN GERMANY AT ALL-TIME LOW

Percent who believe they and their families will be better off in five years' time

Developed countries

Change, 2021 to 2022

My family and I will be better off  
in five years' time





A black and white photograph of the lunar surface. Two astronauts in spacesuits are visible, one near the top center and another at the bottom right, both working with large solar panel arrays. The solar panels are rectangular with a grid pattern. Long, dark shadows are cast across the lunar soil, including a very large, dark shadow of the Earth that dominates the left and center of the frame. The text "SOCIETAL LEADERSHIP NOW A CORE BUSINESS FUNCTION" is overlaid in white, bold, sans-serif capital letters across the middle of the image.

# **SOCIETAL LEADERSHIP NOW A CORE BUSINESS FUNCTION**



# ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

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In Germany

49%

**Buy or advocate  
for brands**  
based on their beliefs  
and values

50%

**Choose a place  
to work**  
based on their beliefs  
and values

50%

**Invest**  
based on their  
beliefs and values

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Global 7

Source: 2021 Edelman Trust Barometer  
Special Report: Institutional Investors

88%

**of institutional investors**  
subject ESG to the same scrutiny  
as operational and financial  
considerations

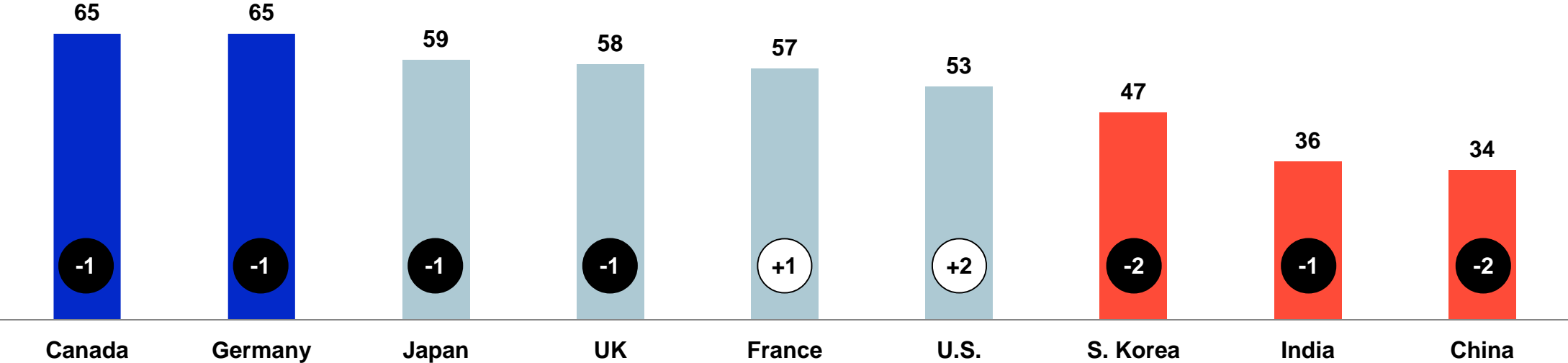
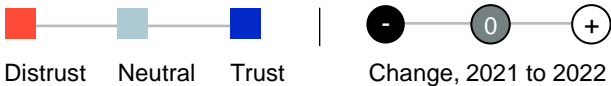
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**2022 Edelman Trust Barometer.** Belief-driven consumer, employee, and investor segments. General population, Germany. Employee data is filtered to be among employees of an organization (Q43/1). Investor data is only among those who sell stocks, bonds, or mutual funds as a standalone or employer-sponsored investment (INVESTOR/1). See Technical Appendix for a full explanation of how belief-driven consumers, employees, and investors were measured.

**2021 Edelman Trust Barometer Special Report: Institutional Investors.** Q7. Please indicate the extent to which you agree or disagree with the following statements regarding shareholder activism. 4-point scale; top 2 box, agree. 7-mkt avg.

# COUNTRY BRAND GERMANY IN TOP SPOT

Percent trust in **companies** headquartered in each country

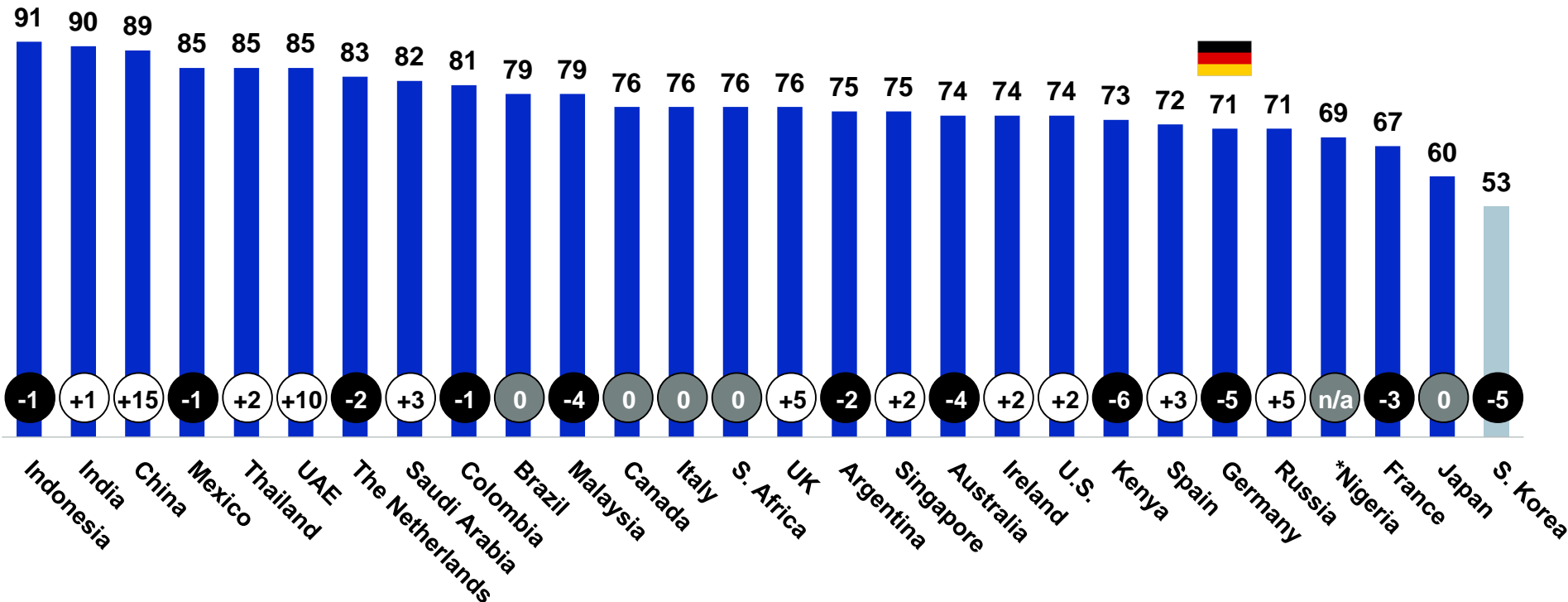


# MY EMPLOYER TRUSTED AROUND THE WORLD

Percent trust



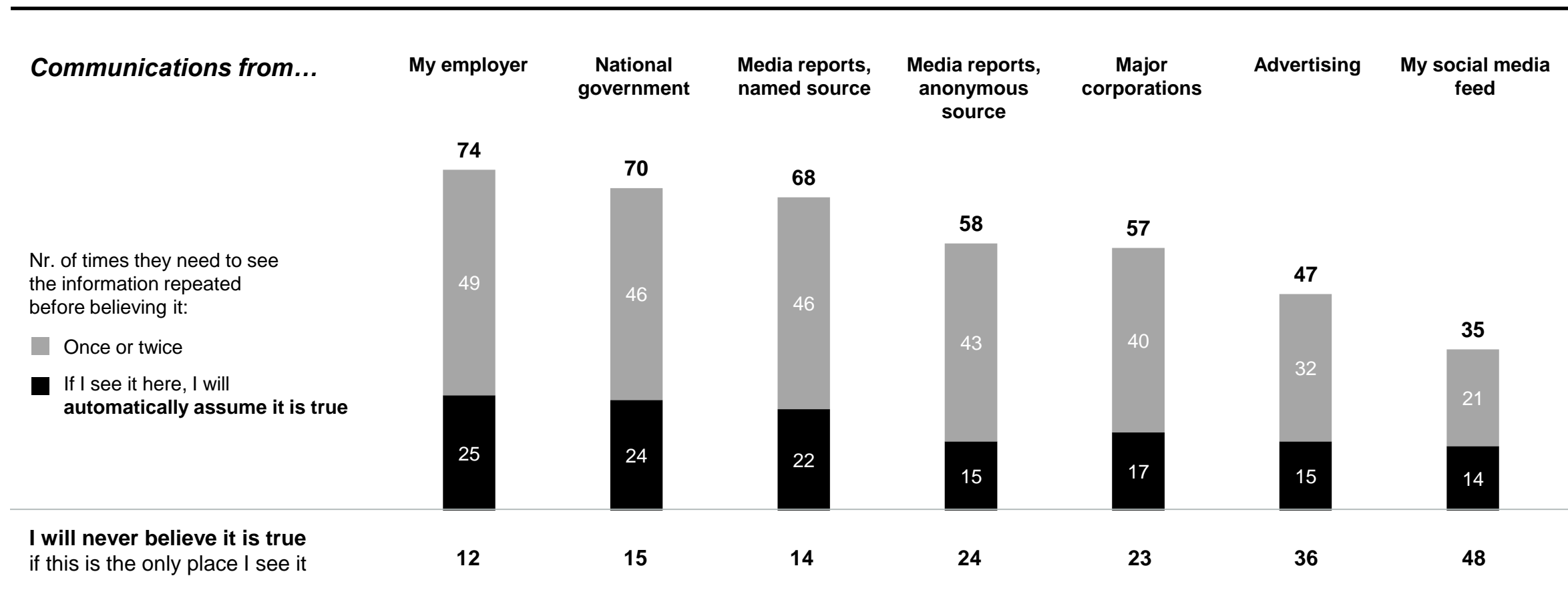
## Germany



2022 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, by market. "Your employer" only shown to those who are an employee of an organization (Q43/1). \*Nigeria is not included in the global average

# IN GERMANY, MY EMPLOYER MEDIA MOST BELIEVABLE

Percent who believe information from each source automatically, or after seeing it twice or less, in Germany



2022 Edelman Trust Barometer. HEAR\_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. "Once or twice" is a sum of codes 2 and 3. General population, Germany. "Employer communications" only shown to those who are an employee of an organization (Q43/1).

# CEOS EXPECTED TO BE THE FACE OF CHANGE

Percent who say

## CEOs should be personally visible

when discussing public policy with external stakeholders or work their company has done to benefit society

67<sup>(net)</sup>%

When considering a job, I expect the CEO to speak publicly about **controversial social and political issues that I care about**

Among employees

48%

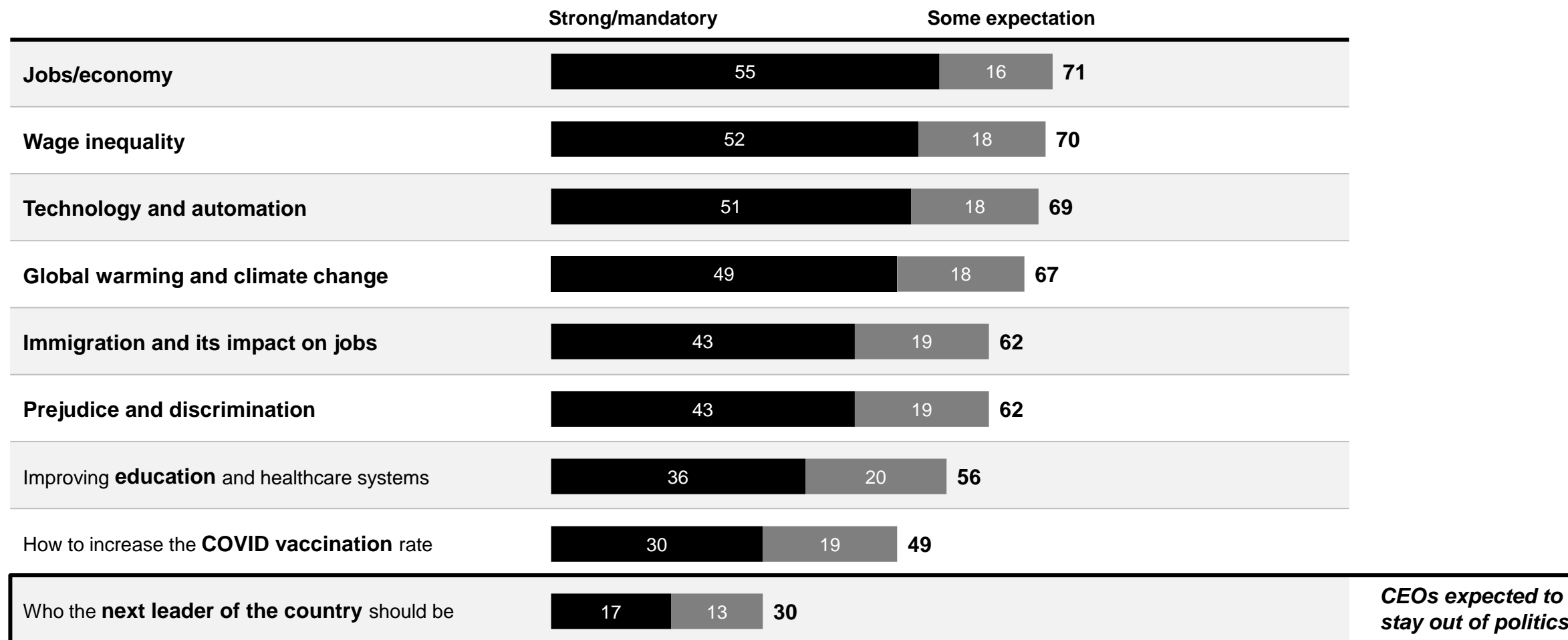


Change,  
2019 to 2022

2022 Edelman Trust Barometer. CEO\_VIS. How visible do you think a CEO should personally be in these different types of business situations? 9-point scale; top 4 box, visible. Question asked of half of the sample. Data shown is a net of attributes 2 and 10. EMP\_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; top 2 box, important. Question asked of those who are an employee of an organization (Q43/1). General population, Germany.

# CEOS EXPECTED TO INFORM POLICY, NOT POLITICS

Percent who expect CEOs to **inform and shape conversations and policy debates** about each issue, in Germany



2022 Edelman Trust Barometer. CEO\_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. 5-point scale; codes 4-5, strong/mandatory; code 3, some expectation. Question asked of half the sample. General population, Germany. "Improving education and healthcare" is an average of attributes 9 and 10. "Jobs/economy" is an average of attributes 11 and 12.

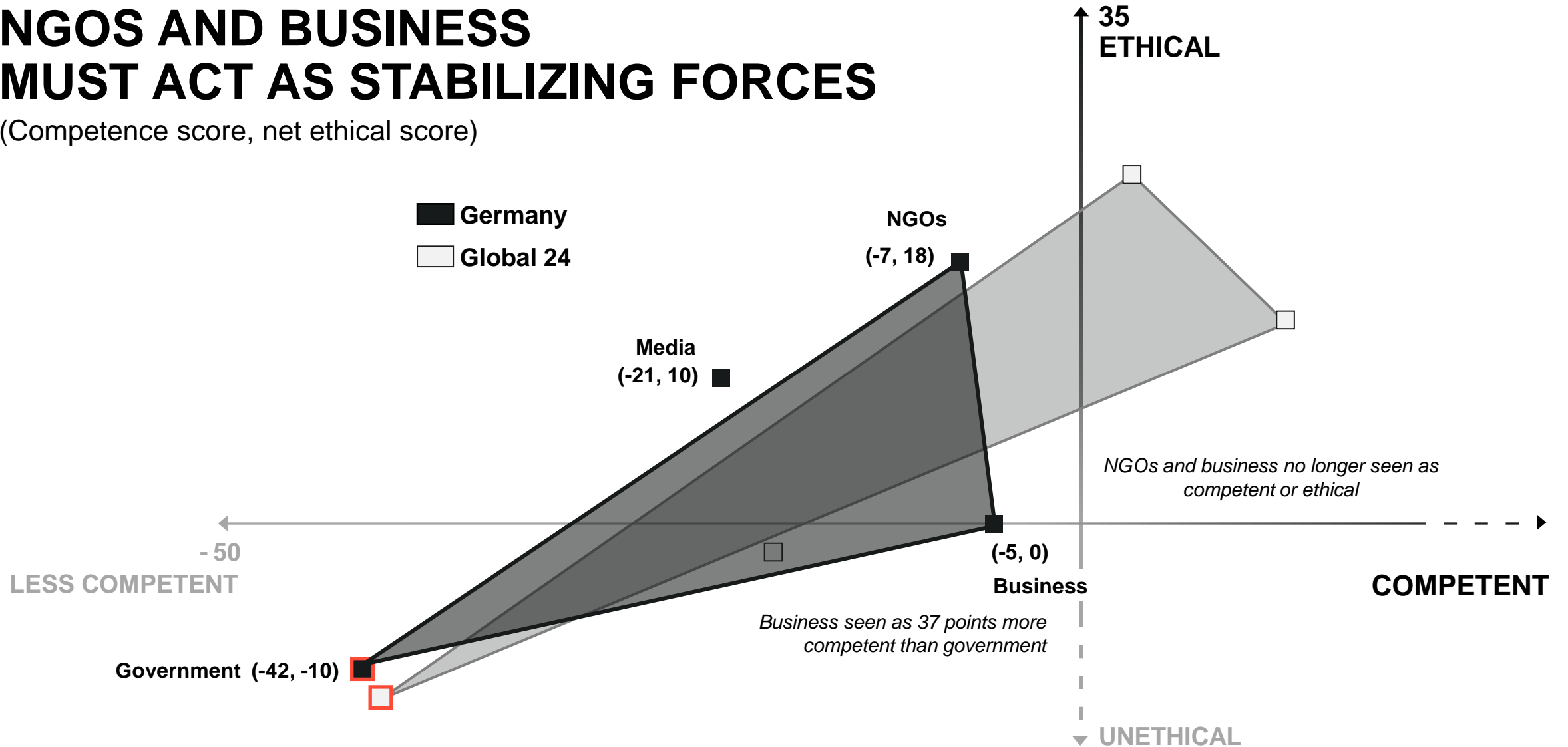




# **BREAKING THE CYCLE OF DISTRUST**

# NGOS AND BUSINESS MUST ACT AS STABILIZING FORCES

(Competence score, net ethical score)



**2022 Edelman Trust Barometer.** The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Depending on the question it was either asked of the full or half the sample. General population, Germany and 24-mkt avg. Data not collected in China, Russia and Thailand. . For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

# WANT MORE, NOT LESS, BUSINESS ENGAGEMENT ON SOCIETAL ISSUES

Percent who say, in Germany

On addressing each **societal issue**,  
business is...



not doing  
enough

overstepping

Gap,  
not doing enough  
vs. overstepping

Climate  
change

56pts

61

5

Economic  
inequality

52pts

56

4

Workforce  
reskilling

43pts

48

5

Trustworthy  
information

37pts

43

6

Systemic  
injustice

34pts

41

7

Access to  
healthcare

33pts

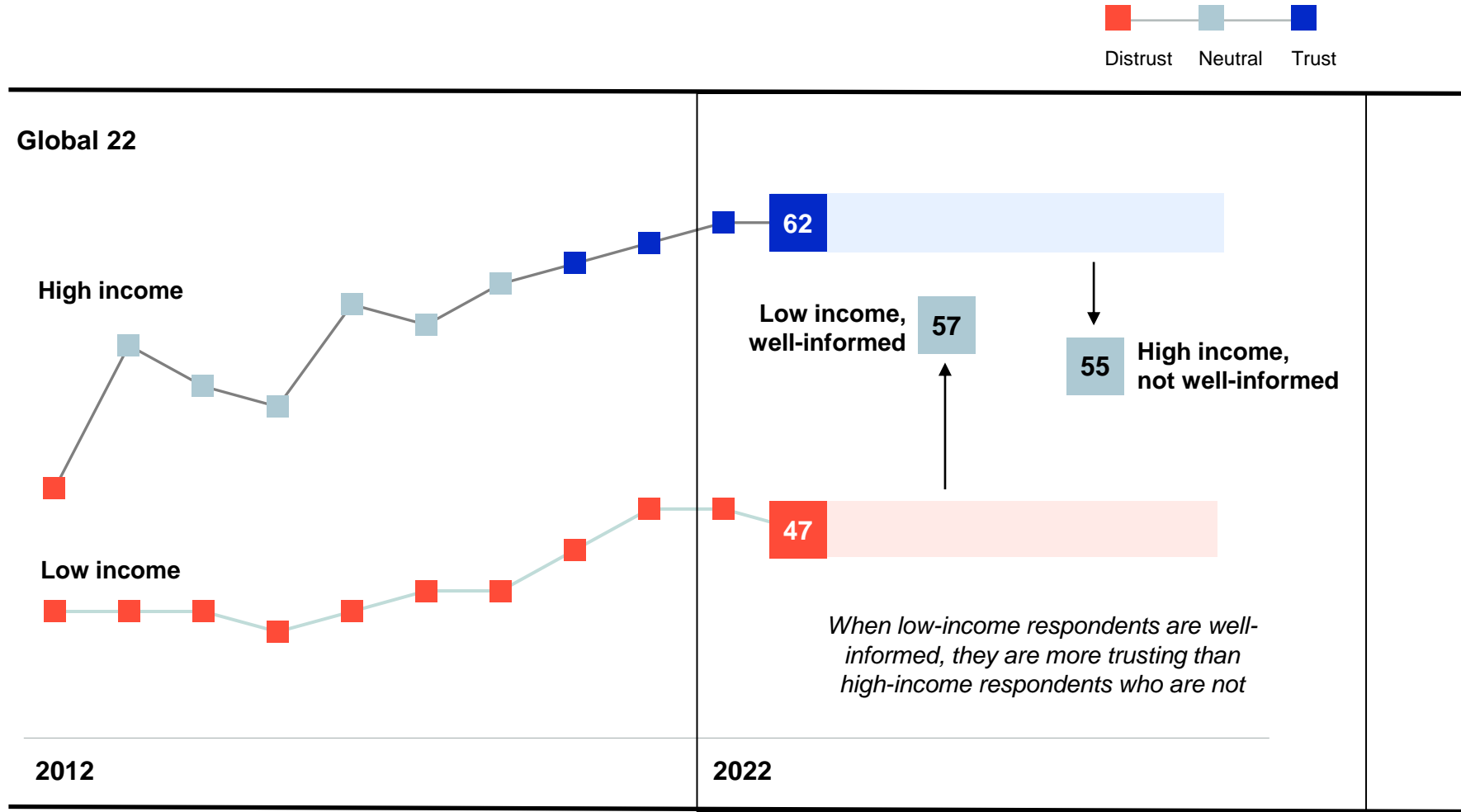
38

5

2022 Edelman Trust Barometer. BUS\_BND. Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is doing just the right amount in regard to this activity, or is not going far enough in its actions and should be doing more. 3-point scale; code 3, "not doing enough"; code 1, "overstepping". General population, Germany.

# GOOD INFORMATION CAN HELP CLOSE THE SOCIETAL DIVIDE

Trust Index



## Well-informed

regularly do the following:

### Follow news regularly

- ☐ Consult 3+ news sources daily
- ☐ Read business and/or public policy news

### Seek quality information

- ☐ Consult news sources with which they disagree
- ☐ Check information against multiple sources

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# INFORMATION QUALITY NOW MOST POWERFUL TRUST BUILDER ACROSS INSTITUTIONS

Potential trust gain associated with doing each well (top 5)

Business	% pt gain	NGOs	% pt gain	Government	% pt gain	Media	% pt gain
<b>Information quality</b>	<b>3.0</b>	<b>Information quality</b>	<b>3.2</b>	<b>Information quality</b>	<b>6.1</b>	<b>Information quality</b>	<b>6.6</b>
Hold others accountable	2.5	Exert power effectively	2.4	Take a leadership role	3.7	Communication and transparency	3.2
Communication and transparency	2.3	Work with other institutions and organizations	2.3	Exert power effectively	3.5	Exert power effectively	2.5
Exert power effectively	2.1	Take a leadership role	2.1	Long-term thinking and planning	3.2	Change management	2.2
Get results	1.8	Change management	2.0	Hold others accountable	3.2	Hold others accountable	2.0

**2022 Edelman Trust Barometer.** Regression analysis. CMP\_ARE\_[INS]. Thinking about [institution] as they are today, please indicate whether you consider each of the following dimensions to be one of their areas of strength or weakness. 5-point scale; top 2 box, strength. Question asked of half of the sample. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 24-mkt avg. For a full explanation of how this data was calculated, please see the Technical Appendix. Data not collected in China, Thailand and Russia for CMP\_ARE\_[INS].

# RESTORING TRUST IS KEY TO SOCIETAL STABILITY

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## Business societal role is here to stay

People want more business leadership, not less.

## Demonstrate tangible progress

Restore belief in society's ability to build a better future: show the system works.

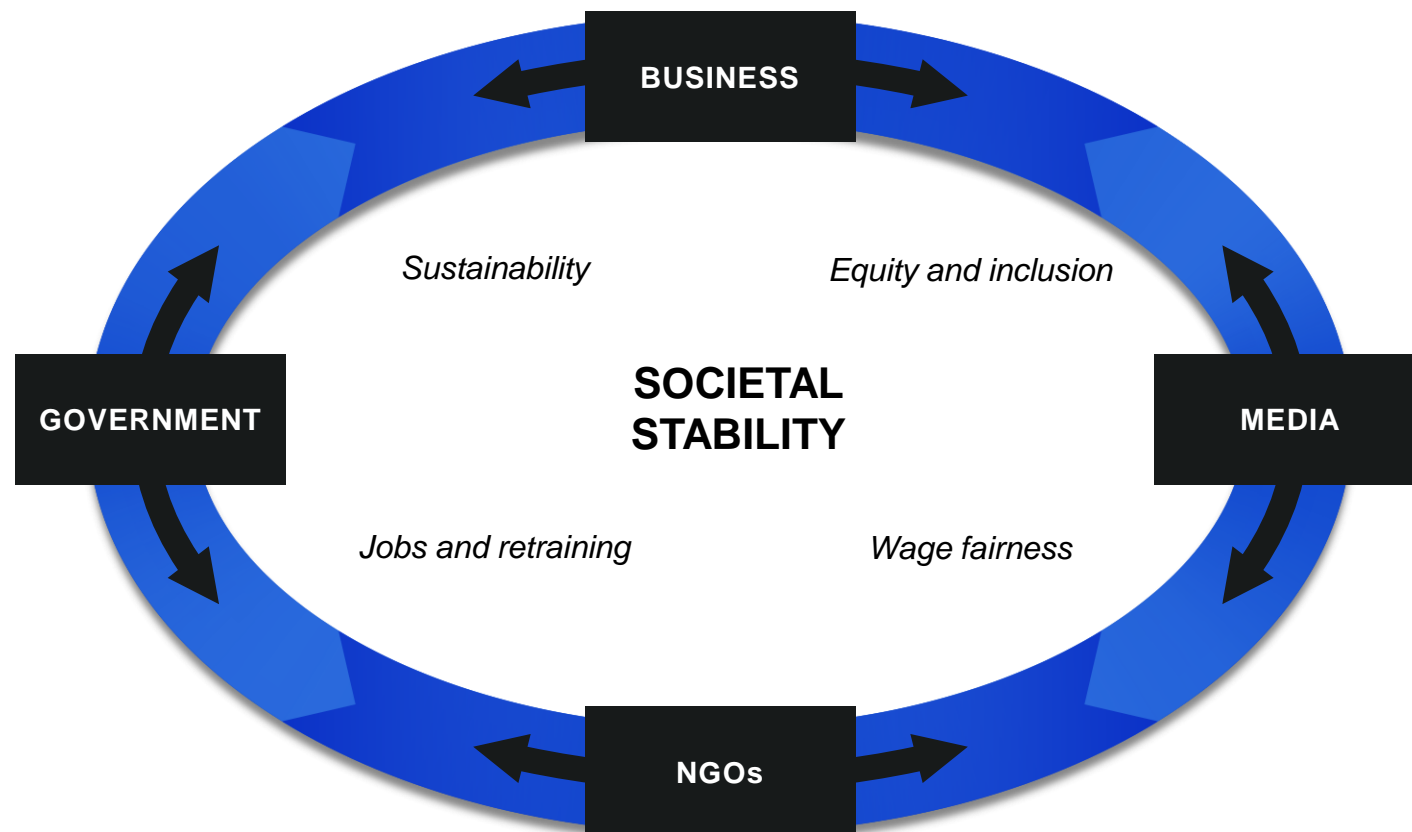
## Leadership must focus on long-term thinking

Solutions over divisiveness; long-term thinking over short-term gain.

## Every institution must provide trustworthy information

Clear, consistent, fact-based information is critical to breaking the cycle of distrust.

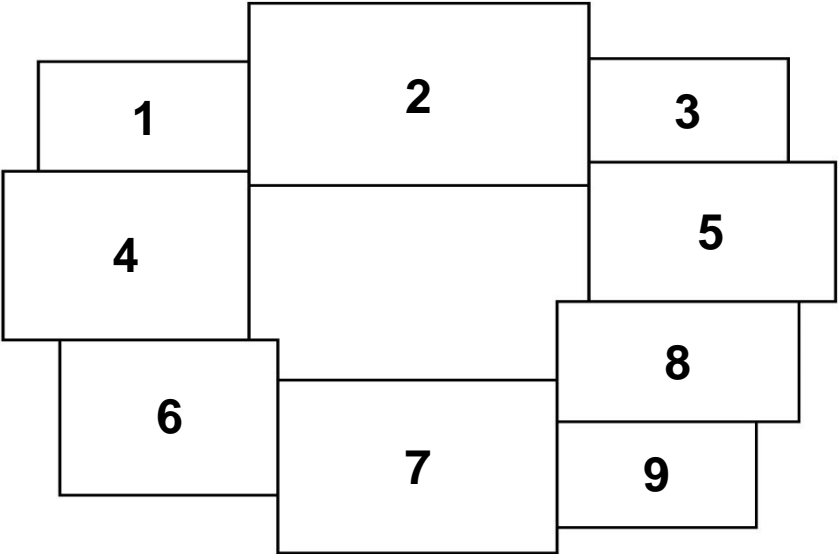
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# COVER IMAGE CREDITS

- 1. **New German Government Official Transfer:** *Sean Gallup via Getty Images*
- 2. **Trump Protest at Capitol:** *Bill Clark/CQ-Roll Call, Inc via Getty Images*
- 3. **Jeff Bezos' Blue Origin New Shepard Space Vehicle Flies The Billionaire And Other Passengers To Space:** *Joe Raedle via Getty Images*
- 4. **Defaced Mural Of Marcus Rashford Repaired By The Artist In Manchester:** *Christopher Furlong via Getty Images*
- 5. **The "Changci" Ship Blocking The Suez Canal Repaired Set Sail:** *Zhang Jingang/ Costfoto/Barcroft Media via Getty Images*
- 6. **Scene of Beijing ahead of 2022 Winter Olympics:** *Kyodo News vis Getty Images*
- 7. **Spain-US-Afghanistan-Conflict-Evacuation:** *Cristina Quicler/AFPvia Getty Images*
- 8. **Australia-Health-Virus-Protest:** *David Gray/AFP via Getty Images*
- 9. **Topshot-Greece-Fire:** *Angelos Tzortzinis/AFP via Getty Images*



# DIVIDER IMAGE CREDITS

## Slide 4 Government and Media Fuel a Cycle of Distrust

A photographer takes a picture as World Health Organization (WHO) Director-General Tedros Adhanom Ghebreyesus (on screen) speaks during a press conference on December 20, 2021 at the WHO headquarters in Geneva: Fabrice Coffrini/AFP via Getty Images

## Slide 12 Failure of Leadership Makes Distrust the Default

Protestors hold placards that say Betrayed by my government during the demonstration: Belinda Jiao/SOPA Images/LightRocket via Getty Images)

## Slide 17 Collapse of Trust in Democracies

Trump supporters stand on the U.S. Capitol Police armored vehicle as others take over the steps of the Capitol on Wednesday, Jan. 6, 2021, as the Congress works to certify the electoral college votes: Bill Clark/CQ-Roll Call, Inc via Getty Images

## Slide 20 Societal leadership Now a Core Business Function

Employees install new solar panels at the Kalyon Energy's Karapinar Solar Power Plant on December 02, 2021 in Karapinar, Turkey: Chris McGrath/Getty Images

## Slide 27 Breaking the Cycle of Distrust

The doctor gave the little girl a shot: ViewStock via Getty Images