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Survey on Trust 2004

Global Survey on Trust: Update 2004

A recently-completed global public opinion poll reveals that trust in global companies and national governments has rebounded to levels not seen since the start of 2001

Surveys 2003-2004

The poll also reveals that public trust in the United Nations is as high today as it was in August 2002, prior to the diplomatic breakdown over Iraq.

Following up on the TRUST theme of its 2003 Annual Meeting in Davos, the World Economic Forum is releasing the results of tracking research on public trust levels conducted by GlobeScan Incorporated (formerly Environics International).

This research, updating identical questions on polls conducted in August 2002 and December 2000, reveals the following:

The Voice of the Leaders Survey

Concerns Corporate Reputation, revealing fresh insights into the issues that concern top business leaders.

Voice of the People Survey

Asked people around the globe about different aspects of prosperity and security. ▶ [More on these surveys](#)

Both released at the Annual Meeting 2004

- Consistent with previous research, the current poll shows that non-governmental organizations (NGOs) are the most trusted and global companies are least trusted of the seven institutions tested. The United Nations comes second to NGOs across the countries surveyed, followed by national governments in the middle range of trust.
- Trust levels for **global companies**, while still very low, are now at or above where they were in December 2000 (prior to the Enron scandal), in 13 of the 18 countries for which comparable data is available. Significant improvements in corporate trust have occurred since August 2002 in ten of the 18 tracking countries (see the list of all countries surveyed below).
- Trust levels for **national governments** have similarly rebounded. In 11 of the 17 countries for which comparable data is available, the national government today enjoys the same or greater public trust as it did in December 2000, well before the events of 11 September 2001. (As reported in the World Economic Forum poll released in January 2003, four in ten citizens across 15 countries surveyed said the terrorist attacks of 11 September 2001 caused their trust in government leaders to decrease.)
- In none of the countries surveyed has trust in the **United Nations** declined by a statistically significant margin from the high levels it enjoyed in August 2002, in spite of the intervening diplomatic breakdown over the invasion of Iraq.
- These findings are based on a global poll involving a total of 19,000 in-person or telephone interviews with citizens across 20 countries (n = 1,000 in most countries), that was conducted between November 2003 and February 2004 by respected research institutes in each participating country under the leadership of GlobeScan Incorporated (formerly Environics International) with offices in Toronto and London. (Please see below for a list of research institutes in each participating country.) Each national survey is accurate to within plus or minus three percentage points 19 times out of 20.

- ▶ [Press Release](#)
- ▶ [Results from the Survey on Trust 2002](#) (released at the Annual Meeting 2003)

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Global Survey on Trust Update 2004: Questions and Results

The documents below require [Adobe Acrobat Reader](#) for reading and printing.

1. How much do you trust each of the following institutions to operate in the best interests of our society?

(Large Companies Trade/Labor Unions National Government, Global Companies, United Nations, Press and Media, NGOs)

 [Trust in All institutions](#) (PDF; 2pgs; 50k)

Trust in Institutions
Click on image to enlarge

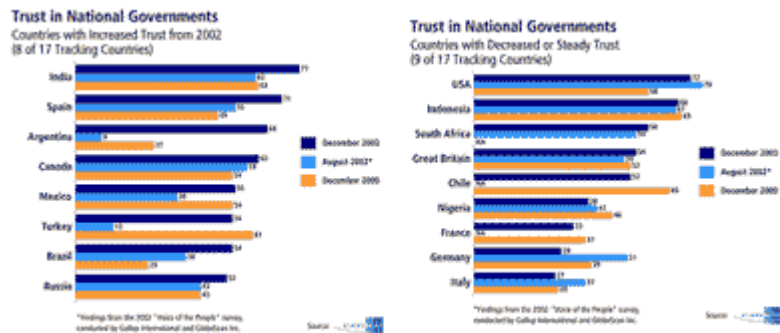


2. How much do you trust each of the following institutions to operate in the best interests of our society?

A. National Governments

 [Answers: Trust in National governments](#) (PDF; 2pgs; 50k)

Trust in National Governments
Increased and decreased/steady trust from 2002
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B. Global Companies

 [Answers: Trust in Global Companies](#) (PDF; 2pgs; 50k)

Trust in Global Companies Increased and decreased/steady trust from 2002
 Click on image to enlarge



C. The United Nations

 [Answers: Trust in the UN](#) (PDF; 2pgs; 50k)

Trust in the United Nations
 Click on image to enlarge



Research: GlobeScan and Partners

This survey was undertaken by **GlobeScan**.

Partners

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 Australia
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 Canada
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 China

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Indicator GfK.
ComQUEST Research
MORI Chile
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India	ORG-MARG Research Limited	Mumbai
Indonesia	Deka Marketing Research	Jakarta
Italy	Eurisko SpA	Milan
Mexico	Mund Americas	Mexico
Nigeria	Market Trends Research International, Nigeria Ltd.	Lagos
Russia	CESSI Institute for Comparative Social Research	Moscow
South Africa	Markinor (Pty) Ltd	Randburg
Spain	Quota Union S.A. (Grupo Sigma Dos)	Madrid
Turkey	Yontem Research & Consultancy	Istanbul
Uruguay	Equipos Mori	Montevideo
USA	ComQUEST Research	Montreal

Countries Surveyed

Argentina, Australia, Brazil, Canada, Chile, China, France, Germany, Great Britain, India, Indonesia, Italy, Mexico, Nigeria, Russia, South Africa, Spain, Turkey, Uruguay, USA.

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Last updated: 27 July 2004