

Admeira Study

Future Trust Level

2025

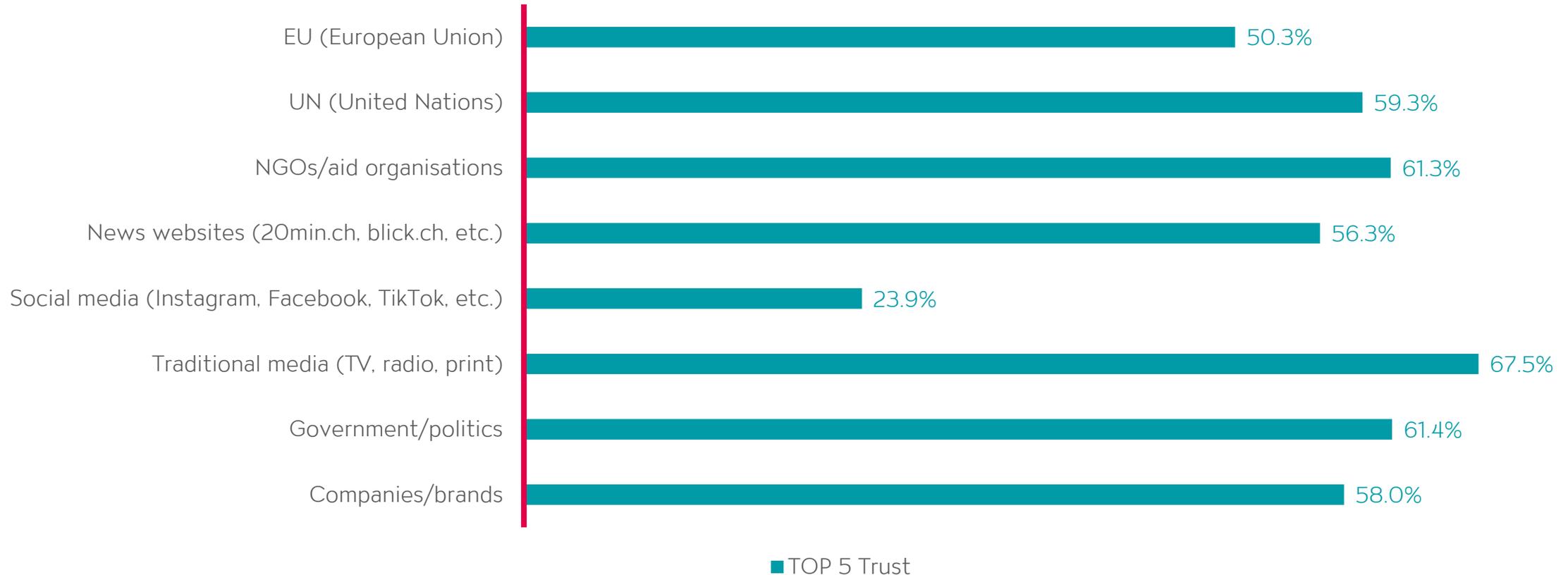
ADMEIRA



Confidence in the future: technology ahead

Question: «To what extent do you trust the following institutions to do the right thing for a good future?»

Target group: People aged 15–74



Source: Admeira AdPanel, GfK Switzerland, week 10/2025, G-CH, 757 respondents in total, aged 15–74
Rating on a scale of 1 (lowest trust) to 9 (highest trust), illustration: TOP 5: TOP 4 trust + neutral

Education sector called upon to shape the future

Question: «To what extent do you trust the following industries to do the right thing for a good future?»

Target group: People aged 15–74

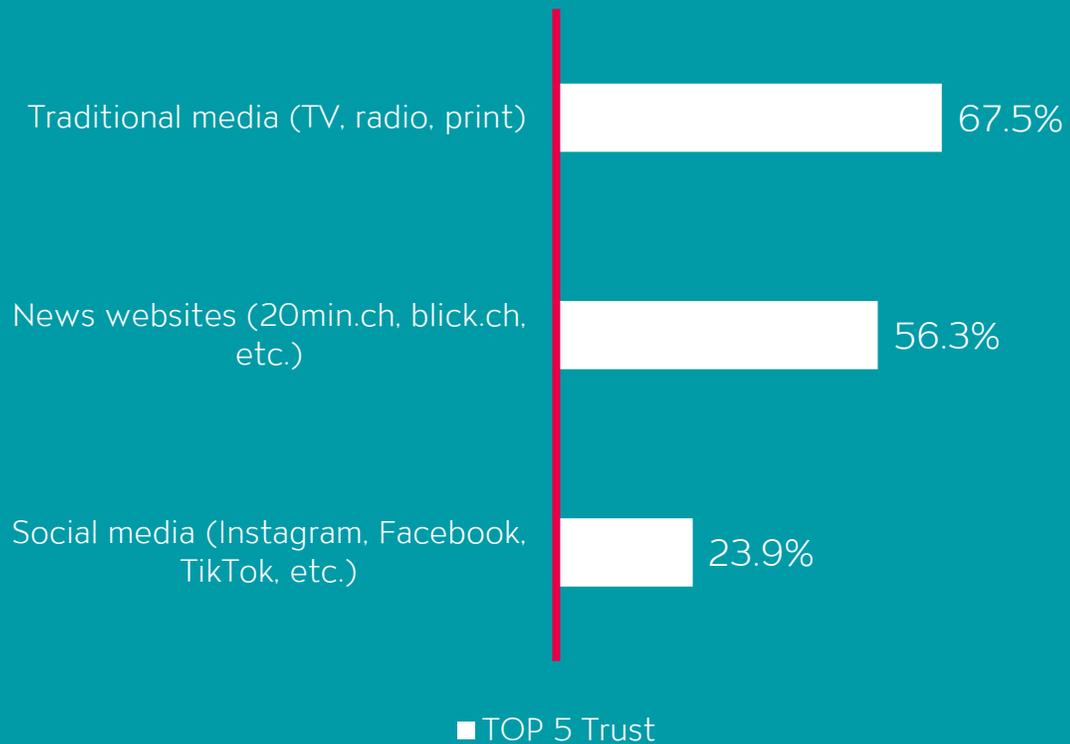


Source: Admeira AdPanel, GfK Switzerland, week 10/2025, G-CH, 757 respondents in total, aged 15–74
Rating on a scale of 1 (lowest trust) to 9 (highest trust), illustration: TOP 5: TOP 4 trust + neutral

Confidence in the future: Traditional media in the lead

Question: «To what extent do you trust the following institutions to do the right thing for a good future?»

Target group: People aged 15–74



Methodical profile

Method

Multi-topic survey in the GfK online bus

Universe

Online population of German-speaking and French-speaking Switzerland, 15-74 years of age in the online user group. (Usage: several times a day, daily or almost daily, several times a week, about once a week or less than once a week)

Sampling procedure

Population representative according to sociodemographic characteristics, random quota method

Odds

Gender, age (3 groups), WEMF areas (3 groups)

Weighting

The data were weighted according to the following criteria: Gender x age (4 groups), employment (4 groups), education (2 groups), super shared flat (7 groups in German-speaking Switzerland), type of settlement (2 groups). Weighting ensures that the data are optimally adapted to the structures of the population.

Sample

G-CH: 757

Field

G-CH: week 10/2025

Implementing institute

GfK Switzerland AG, Rotkreuz

Thank you.

Please contact us for further information.

Samuel Fahrni

Research Specialist

E-Mail: samuel.fahrni@admeira.ch

Phone: 058 909 97 23

Yvonne Rüegg

Research Specialist

E-Mail: yvonne.rueegg@admeira.ch

Phone: 058 909 93 42