Press Release

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Better than Expected: High Ratings for Logistics in Hamburg

The logistics sector enjoys a good reputation in the Hamburg metropolitan region. This is what a joint survey by Kühne Logistics University (KLU), Logistik-Initiative Hamburg, and the University of Hamburg found. The respondents rated the sector based on criteria such as appeal, complexity of tasks, and economic relevance. In most of the areas surveyed, the logistics sector received above-average ratings. Even respondents with reservations with regard to construction projects for improving the logistical infrastructure were generally in the minority. The survey results were presented at KLU on March 1, 2017 in cooperation with the Wir sind Logistik (We Are Logistics) initiative.

A total of 1,205 people from the Hamburg metropolitan region participated in the representative online survey. They rated eight different sectors based on 13 indicators. In addition to logistics, the survey included the sectors of banking/insurance, consulting/media & IT, wholesale and retail sales, the trades, tourism/food service, civil service, and manufacturing industries. The indicators were rated on a scale from 1 to 5 (completely agree = 1, do not agree = 5) for each individual sector.

The logistics sector received excellent ratings for the indicators of economic relevance (1.66) and positive outlook for the future (2.02). In both of these areas, it took second place behind tourism/food service (1.64) and consulting/media & IT (1.85) respectively. Another positive achievement: The residents of the Hamburg metropolitan region place a high level of trust in the logistics sector. Logistics was rated the second-most trustworthy sector (2.58), behind the trades (2.28).

The logistics sector received ratings in the middle range for the criteria of percentage of IT specialists (2.27), varied and complex tasks (2.38) und appeal (2.45). Its ability to innovate (2.70) was rated high in comparison to the other sectors. For these four indicators, logistics took third place.
The logistics sector’s ratings were below average for the indicators of environmental protection (3.45) and social responsibility (3.36). They only held sixth and seventh place respectively.

Sönke Albers, Professor of Marketing and Innovation at KLU and the survey supervisor, summarized the results: “The image of logistics is better than we assumed. We originally feared that this multifaceted, complex sector would be reduced to steering a truck or delivering letters and packages. On the contrary: The general population seems to be well aware of logistics’ great significance for the economy and the fact that it takes full advantage of IT and other innovative approaches.”

In the second part of the study, the respondents were asked about their reservations with regard to construction projects targeting improvements in the logistics infrastructure. Here again, the results show that the population of the Hamburg metropolitan region is well disposed toward the logistics sector. Almost two-thirds said that they do not see any reason to view the creation of new commercial zones for logistics negatively. Fifty-one percent and 54 percent of respondents respectively did not object to deepening the navigation channels of the Elbe and Weser rivers or expanding the highway system. But some of the respondents were concerned about the environmental impact: just under 19 percent viewed new commercial zones critically. Almost one-fourth viewed highway expansion as a threat to the environment and one-third saw channel deepening as a threat.

Logistik-Initiative Hamburg supported the survey and Carmen Schmidt, a member of its Board of Directors, gave the results a positive evaluation but also sees room for improvement: “In the areas of environmental protection and social responsibility, logistics did not receive top ratings. However, this does not mean that the sector is not proactive in these areas. From the UPS Citylogistik Projekt (City Logistics Project) and DPD’s Total Zero principle to the HHLA Elektromobilität im Seehafen (Electromobility in Ports) concept, the sector is working with many sustainable approaches. The study shows that we must improve our communication to the public about projects like these.”

Albers and Schmidt consider the ratings of logistics sector employees to be a particularly positive sign. They gave their sector significantly higher ratings than the average population does. They also rated their sector more positively than
other employees rated theirs. To Albers, this shows: “Once you have experienced the logistics sector from the inside, you know what an exciting, diverse sector it is.”

About KLU
Kühne Logistics University – Wissenschaftliche Hochschule für Logistik und Unternehmensführung (KLU) is a private university located in Hamburg’s HafenCity. The independent, state-certified university focuses on the areas of logistics and management. With one BSc and four MSc degree programs, a PhD program, and a part-time Executive MBA, KLU offers its students a high level of specialization and excellent learning conditions. In open, customized management seminar series, industry specialists and managers benefit from the application of academic findings to practical issues. KLU has an international team of professors who teach in English. The programs are oriented toward students from Germany and abroad. Research at KLU is concentrated on the Key Competence Areas of Digital Transformation, Creating Value, and Sustainability for the benefit of transportation, global logistics, and supply chain management.