



The brands you trust

Reader's Digest European Trusted Brands Survey 2010

Reader's
Digest

www.rdtrustedbrands.com

European Trusted Brands Survey 2010

Celebrating 10 years of trust

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About the survey

- Reader's Digest European Trusted Brands is now in its 10th year, it was first published in 2001
- Fieldwork for this study, one of Europe's broadest consumer surveys, is conducted annually and the results are available (free of charge) via the internet
- In order to allow for tracking over time every effort is made to retain consistency in methodology, content and presentation of data
- Research was conducted in 14 languages across 16 European countries
- The primary focus of the study is to find out which brands Europeans trust the most
- 20 "brand specific" categories are common to every country
- In addition to the 20 "common" categories each country had the option to include categories of their own choice (known as Local Categories)
- All brand questions are "open ended" giving the opportunity for any brand, however small or local, an equal chance of being nominated
- Fieldwork has traditionally been conducted by mail (apart from the U.K.). However, this year, 8 countries took the on-line option for data gathering (see below)
- In total 32,163 responses were analysed across 16 countries
- Sample selection and results were weighted, with the aim of reflecting the broad population profile of each country where the survey was undertaken. Response from those aged 15–19yrs was low, so we excluded this group from our analysis to avoid over weighting and misrepresentation of brand preference
- Each country had a "target maximum" number of responses, this varied according to their needs. Germany had an especially high target response to enable detailed analysis and comparison between East & West
- Respondents in Germany represent 25% of the total sample. So, to fairly reflect the personalities and opinions of all respondents, each country was given an equal weight. Hence "Average all countries" for personality traits, trust in institutions, professions etc. reflects the "average of the average" across all 16 countries
- Data processing and tabulation for all countries (postal and on-line) was conducted by Wyman Dillon Ltd. who are based in Bristol
- Across Europe almost 131,000 different names were nominated by respondents as their most Trusted Brands
- The category of cars contains by far the highest number of brand nominations (>21,000) and "vitamins" the least (7,444). Breakfast cereal is also low (10,218). This is because both categories had a high number of generic nominations e.g. muesli, apple etc. which were excluded from the analysis.



Reader's Digest Trusted Brands Survey 2010

An overview



Postal survey:

Countries: Austria, Finland, Germany, Portugal, Romania, Spain, Sweden, Switzerland

Timing: end August – early October 2009

- Respondents were drawn from the Reader's Digest customer database in each country
- Questionnaires were translated, and mailings were managed locally by personnel in each Reader's Digest office
- 218,618 questionnaires were mailed across the 8 countries. Completed questionnaires were shipped to the UK for data processing
- Questionnaires with no age/sex data were discarded. The 2010 database contains weighted data representing 15,322 postal respondents. This reflects an average response of 7% to the postal survey



For full details of response rates by country please see Appendix i

On-line:

Countries: Belgium, Czech, France, Hungary, Netherlands, Poland, Russia, U.K.

Timing: October 2009 + November (Poland only)

- The sample selection criteria were identical to those employed for the postal survey
- Given the large number of brand categories to be assessed (maximum 38); two matched parallel samples were drawn in each country, with each set of respondents being asked to consider just half of the categories
- Only the brand categories were split between the 2 respondent bases. All other questions were common to both samples
- Response rate by country varied massively from 16% in Hungary to 1% in France
- Prize draw incentives were offered in every on-line country apart from France and Belgium
- In every country a pilot was undertaken before launching to the full sample. After the initial email invitation to the full survey, up to 2 email reminders to participate were sent
- Although the questionnaires were translated locally, fieldwork for 7 of the on-line countries was conducted centrally by Framework Ltd.

For full details of response rates by country please see Appendix i

Further details can be obtained from
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Reader's Digest Trusted Brands Survey 2010

An overview



About the questions - postal

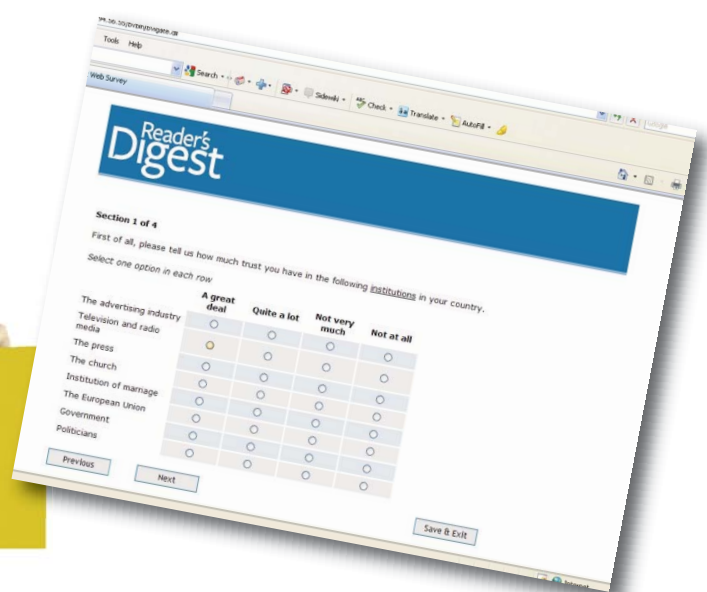
- To begin, respondents were asked to indicate their degree of trust in 16 institutions including banks and trade unions
- They then indicated their level of trust in 20 professions ranging from car salesmen to farmers
- A new section "Trust in Family and Friends" was added this year
- From a list of 30 personality types respondents indicated the adjectives that best described them
- The 20 common product categories have remained the same for the past 5 years (since 2006)
- After nominating their most "trusted brand" in each category, respondents rated that brand in terms of "Quality", "Excellent Value", "Strong Image" and "Understands customer needs". They also indicated if they were a customer/buyer of the brand they'd nominated and if they would recommend the brand to others

The on-line questionnaire:

Although the content of the on-line questionnaire was the same as for the postal survey the nature of the medium allows for more interaction. Categories were rotated and interspersed with questions about trust in professions, institutions, family & friends and personality



131,000 unique nominations for Trusted Brands



Reader's Digest Trusted Brands Survey 2010

An overview



The 20 categories common to each country are:

Car
Kitchen Appliance
Camera
Personal Computer
Mobile Phone Handset
Mobile Phone Service Provider
Internet Service Provider
Holiday Company/Tour Operator
Bank Building Society
Credit Card
Insurance Company
Petrol Retailer
Vitamins
Analgesic/Pain Relief
Cough/Cold Remedy
Hair Care Product
Cosmetic
Skin Care Product
Soap Powder
Breakfast Cereal



A list of the local categories (as chosen by each country) can be found in the results section

Countries included in the survey are:

Country	Language	Fieldwork
Austria	German	post
Belgium	Flemish & French	on-line
Czech Republic	Czech	on-line
Finland	Finnish	post
France	French	on-line
Germany	German	post
Hungary	Hungarian	on-line
Netherlands	Dutch	on-line
Poland	Polish	on-line
Portugal	Portuguese	post
Romania	Romanian	post
Russia	Russian	on-line
Spain	Spanish	post
Sweden	Swedish	post
Switzerland	German & French	post
UK	English	on-line

A sample copy of the postal questionnaire (in English) can be found in the appendix at the back of this book.

European Trusted Brands 2010

How do you become a trusted brand?



Awarding Trusted Brands Status

In each country/category the Trusted Brand is the one receiving the highest number of nominations. It is a simple and transparent approach which is easy for everyone to understand and communicate.

To be included in the published list of nominated brands a brand must achieve 10+ votes. This has been increased from 20 in previous years to allow for more brands to be identified and thus evaluated.

The Qualitative Data/Attributes

After a respondent names the brand they trust the most in each category, they're asked to rate that brand on 4 criteria – quality, excellent value, strong image, understand customer needs. Each has a maximum score of 5. The data reported for each brand consists of only the opinions of those respondents who voted for that brand – not the sample as a whole. Attribute scores have only been calculated for brands with 20+ votes.

Attribute Awards

It's possible to be top scoring against any of the attributes but not be the No1 "Trusted Brand" in a category. This is because respondents who vote for a brand may recognise a particular area of strength in just one or two areas.



European Trusted Brands 2010

The Trusted Brands logo and guidelines for its usage



1. Permission in principle is given for winning brands to use the Trusted Brands logo across the full range of marketing and advertising materials, including but not limited to:
 - advertising campaigns
 - promotional literature (flyers, brochures, point-of-purchase materials, company newsletters, annual reports etc.)
 - press releases
 - websites
 - product (labels, stickers, shipping cartons)
2. Winners may only use the logo in promotional materials within the countries where they were awarded Trusted Brand status.
3. Winners must use the logo only in relation to the relevant category of their award.
4. Winners may only use the logo for the year in which it was awarded, unless the award has been won in multiple years, in which case reference may be made to the multiple years for which the award was granted. The year is from 01 January to 31 December.
5. No alteration of the logo design or wording is permitted without specific permission. Ideally, the logo should be in either the specified blue, black, or white out of a background colour but where the colours used by a Trusted Brand in, for example advertising, or packaging do not allow use of Trusted Brands blue logo, the logo may be used in other colours to tie-in with the corporate colours of the Trusted Brand. Only the whole logo can be used. There should also be space around the logo, as a guide this should be no less than the width of two stars from the logo edge.
6. Winners may not use the logo in conjunction with specific reference to any competitor or competitive product.
7. Winners desiring to use the logo must submit relevant copy and/or materials to Reader's Digest for authorisation in advance of use. Reader's Digest agrees to respond promptly to all such requests, and reserves the right to deny any use at any time at our sole discretion. It is further understood that Reader's Digest may not be held responsible in any way for any claims arising out of the use of the logo by winners.
8. No endorsement of the winning brand(s) by Reader's Digest or its editors is given or may be implied.

For further information or clarification contact Gavin Murray on 020 7715 8927 or at gavin_murray@rd.com.

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Results - the Trusted Brands 20 common categories

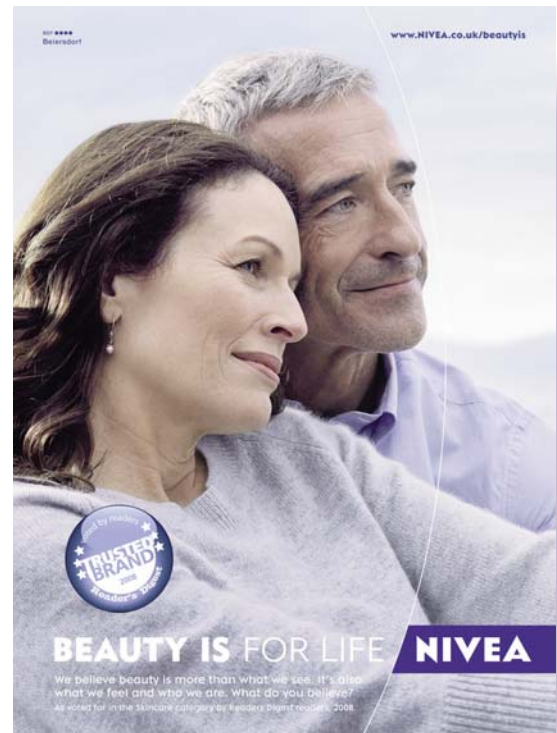


20 brand categories are “common” to every country. They’ve remained unchanged for the past 5 years, with only minor amendments in the years prior to that.

In addition to the common categories, each country had the option to include a range of categories of their own choice (known as Local Categories).

The winning brand (in each country) is the one that receives the highest number of nominations in that country. There is no award for an overall winner across the 16 countries.

The category questions are “open ended” giving respondents the freedom to nominate any brand of their choice in answer to the question: Tell us the brand you believe most deserves to be called your “most trusted brand”. This method gives all brands an equal chance of being nominated, regardless of whether or not they are locally or internationally known.



Most nominated brands across the common categories

- Nivea continues to be the brand of skin care that people universally trust the most (winner in 16 out of 16 countries). A status the brand has held for 6 years
- Nivea also wins Trusted Brand of cosmetic in 7 countries, increased from 5 in 2009
- For the first time in 10 years Nokia is no longer the Trusted Brand of mobile phone in every country. It was narrowly beaten by Samsung in France and Sony Ericsson in Sweden
- There is no change to the line up of trusted brands in the category of credit card. In 14 out of 16 countries Visa retains the pole position
- Canon is now the trusted brand of camera in 14 countries, taking over from Sony in Romania and Spain. In Poland Sony regained its No1 position from Canon
- Kellogg's is the trusted brand of breakfast cereal in 10 Western European countries, with Nestlé predominating in 3 out of 5 CEER countries + Portugal
- VW has regained its position as Belgium's most trusted brand of car but Mercedes has lost to Toyota in Portugal and Dacia in Romania
- For the first time Bosch is the Trusted Brand of kitchen appliance in 3 countries
- Soap powder is one of the most stable categories with virtually no change in winners over the years
- Perhaps unsurprisingly, in the current economic climate, there were changes to the Trusted Brands of banks/building society in Belgium, Romania, Spain and U.K.
- Trusted brands in the health, financial and travel categories remain diverse and local across the 16 countries
- Mobile phone service providers also tend to be local. Orange was the only brand to win in 3 countries, Vodafone and T-Mobile came top in just 2 countries each
- The most dynamic and “local” of all categories is that of ISP (Internet Service Provider) where a different brand won in each of the 16 countries. There were also a number of changes in winning brand over 2009

For further information (e.g. brand attribute scores) and names of all runners up in each country please contact the country representative – details can be found on the final page of this book.

Results - the Trusted Brands Most Trusted Brands across Europe 2010



Most Trusted Brands across Europe 2010

Brands winning in 3+ countries:	No. Countries:	
	2010	2009
Nivea (skin care)	16	16
Nokia	14	16
Visa	14	14
Canon	14	13
Kellogg's	10	10
HP/HP Compaq	7	9
Ariel	7	6
Nivea (cosmetic)	7	5
Miele	6	6
Nestlé	4	5
Dell	4	4
Aspirin	3	4
Avon	3	4
Centrum	3	4
VW	3	4
Pantene	3	3
Persil	3	3
Toyota	3	3
L'Oréal (Hair care)	3	2
Schwarzkopf	3	2
Opel	3	2
Orange	3	2
Bosch	3	1



Results - the Trusted Brands Most Trusted Brands across Europe 2010



Categories with most “multi country” winning brands:

Category	Number of different brands winning across Europe	Brands winning in more than 3 countries in this category
Skin Care	1	Nivea
Mobile Phone	3	Nokia
Camera	3	Canon
Credit Card	3	Visa
Breakfast Cereal	4	Kellogg's, Nestlé
PC	6	HP, Dell
Cosmetic	6	Nivea, Avon
Soap Powder	8	Ariel, Persil
Car	9	Opel, Toyota, VW
Hair Care	9	Pantene, L'Oréal, Schwarzkopf
Kitchen Appliance	9	Bosch, Miele
Mobile Phone Service	12	Orange
Vitamins	13	Centrum
Pain Relief	13	Aspirin
Insurance Company	14	-
Petrol Retailer	14	-
Cold Remedy	15	-
Bank/Building Society	15	-
Holiday Company	15	-
Internet Service Provider	16	-



Results - the Trusted Brands

Comparison of winning brands over 10 years



Comparison of winning brands over 10 years

	Automotive									
	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	VW	VW	VW	VW	VW	VW	VW	VW		
Belgium	VW	Toyota	VW	VW	VW	Opel	VW	Toyota	VW	Mercedes
Czech	Skoda	Skoda	Skoda	Skoda	Skoda	Skoda	Skoda	Skoda	Skoda	Skoda
Finland	Toyota	Toyota	Toyota	Toyota	Toyota	Toyota	Volvo	Toyota	Volvo	Volvo
France	Renault	Renault	Renault	Renault	Renault	Renault	Renault	Renault	Renault	Renault
Germany	VW	VW	VW	VW	VW	VW	VW	Mercedes	Mercedes	VW
Hungary	Opel	Opel	Opel	Opel	Opel	Opel	Opel	Opel	Opel	Opel
Netherlands	Opel	Opel	Opel	Opel	Opel	Opel	Opel	Opel	Opel	Opel
Poland	Opel	VW	VW	Toyota	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes
Portugal	Toyota	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes
Romania	Dacia	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes
Russia	Toyota	Toyota	Toyota	Toyota	BMW	BMW	Mercedes	Mercedes	Mercedes	Mercedes
Spain	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes	Mercedes
Sweden	Volvo	Volvo	Volvo	Volvo	Country not included	Country not included	Country not included	Country not included	Country not included	Country not included
Switzerland	VW	VW	Toyota	VW	Toyota	Toyota	VW	VW	VW	Opel
UK	Ford	Ford	Ford	Ford	Ford	Ford	Ford	Ford	Ford	Ford

	Kitchen appliances									
	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Miele	Miele	Miele	Miele	Miele	Miele	Miele	Miele		
Belgium	Miele	Miele	Miele	Miele	Miele	Miele	Miele	Miele	Miele	Miele
Czech	Eta	Eta	Eta	Eta	Eta	Eta	Eta	Eta	Eta	Eta
Finland	Upo	Upo	Upo	Upo	Upo	Upo	Upo	Upo	Upo	Philips
France	Whirlpool	Philips	Brandt	Brandt	Brandt	Brandt	Brandt	Whirlpool	Brandt	Brandt
Germany	Miele	Miele	Miele	Miele	Miele	Miele	Miele	Miele	Miele	Miele
Hungary	Bosch	Zanussi	Zanussi	Zanussi	Whirlpool	Whirlpool	Whirlpool	Whirlpool	Moulinex	Moulinex
Netherlands	Miele	Miele	Miele	Miele	Miele	Philips	Philips	Philips	Philips	Philips
Poland	Bosch	Amica	Amica	Amica	Amica	Amica	Amica	Amica	Amica	Polar
Portugal	Miele	Miele	Miele	Miele	Miele	Miele	Miele	Miele	Moulinex	Miele
Romania	Philips	Philips	Philips	Arctic	Country not included	Country not included	Country not included	Country not included	Country not included	Country not included
Russia	Bosch	Samsung	Samsung	Samsung	Bosch	Bosch	Bosch	Bosch	Bosch	Bosch
Spain	Fagor	Bosch	Fagor	Bosch	Fagor	Fagor	Fagor	Fagor	Fagor	Bosch
Sweden	Electrolux	Electrolux	Electrolux	Electrolux	Country not included	Country not included	Country not included	Country not included	Electrolux	Electrolux
Switzerland	Miele	Miele	Miele	Miele	Miele	Miele	V-Zug	Miele	Miele	Miele
UK	Hotpoint	Hotpoint	Hotpoint	Hotpoint	Hotpoint	Hotpoint	Hotpoint	Hotpoint	Hotpoint	Hotpoint

Results - the Trusted Brands

Comparison of winning brands over 10 years



Comparison of winning brands over 10 years

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	HP	HP	HP	IBM	IBM	IBM	IBM	IBM	Compaq	Compaq
Belgium	HP Compaq	HP Compaq	HP Compaq	HP Compaq	HP Compaq	Dell	Compaq	Compaq	Compaq	Compaq
Czech	Acer	HP	Acer	Acer	Brave	IBM	Intel	Intel	Intel	IBM
Finland	HP	HP	HP	HP	HP	HP	Hewlett Packard	Compaq	IBM	IBM
France	HP	HP Compaq	HP Compaq	HP	HP	HP	Hewlett Packard	Hewlett Packard	IBM	Hewlett Packard
Germany	Fujitsu	Siemens	Fujitsu	Siemens	Siemens	Siemens	Siemens	Siemens	Siemens	Siemens
Hungary	Asus	HP Compaq	Lenovo	Lenovo	IBM	IBM	IBM	IBM	IBM	IBM
Netherlands	HP Compaq	HP Compaq	HP Compaq	HP Compaq	HP Compaq	Dell	Dell	Compaq	Compaq	Compaq
Poland	Toshiba	Toshiba	Toshiba	IBM	IBM	IBM	IBM	IBM	IBM	IBM
Portugal	HP	HP	HP	HP	HP	HP	Compaq	Compaq	Compaq	IBM
Romania	Dell	IBM	IBM	IBM						
Russia	Asus	Samsung	Samsung	Samsung	Samsung	Samsung	Samsung	IBM	IBM	IBM
Spain	HP	HP	HP	HP	HP	IBM	IBM	IBM	IBM	IBM
Sweden	Dell	Dell	Dell	Country not included	Dell	Compaq	IBM			
Switzerland	Dell	Dell	Dell	Dell	Dell	Dell	Dell	Compaq	Compaq	Compaq
UK	Dell	Dell	Dell	Dell	Dell	Dell	Dell	Dell	Dell	Hewlett Packard

	Internet dot com									
	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Telekom Austria	Telekom Austria	A-Online	A-Online	A-Online	Chello	AON	Chello		
Belgium	Telenet	Belgacom	Telenet	Belgacom	Belgacom	Telenet	Telenet	Telenet	Belgacom	Belgacom
Czech	Seznam	Seznam	Seznam	Seznam	Seznam	Seznam	Seznam	Tiscali	Seznam	Contactel
Finland	Sonera	Sonera	Elisa	Elisa	Elisa	Hobby Hall	Hobby Hall	NetAntilla	NetAntilla	NetAntilla
France	Orange	Orange	Orange	Orange	Wanadoo	Wanadoo	Wanadoo	Wanadoo	Wanadoo	Wanadoo
Germany	T-Online	Google	AOL	AOL	AOL	AOL	AOL	AOL	AOL	AOL
Hungary	T-Home	T-Online	T-Online	T-Online	T-Online	Axelero	Axelero	Axelero	Axelero	Mata'y Net
Netherlands	Ziggo	Ziggo	Het Net (KPN)	Het Net (KPN)	Het Net (KPN)	Wanadoo	Planet Internet	Planet Internet	Planet Internet	Planet Internet
Poland	Allegro	Neostrada TP	Neostrada TP	Neostrada TP	Onet.PL	Onet.PI	Onet.PI	Onet.PI	Onet.PI	Onet.PI
Portugal	Sapo	Sapo	Sapo	Sapo	Sapo	Sapo	Sapo	Sapo	Sapo	Sapo/NetSapo
Romania	RCS & RDS	RCS & RDS	RCS & RDS	RDS						
Russia	Corbina	Comstar	Comstar	MTU (Intel)	MTU Inform	MTU Inform	MTU Inform	MTU Inform	MTU Inform	City Line
Spain	Telefónica	Telefónica	Telefónica	Telefónica	Telefónica	Google	Terra	Terra	Terra	Terra
Sweden	Telia	Telia	Telia	Country not included	Country not included	Country not included	Telia	Telia	Bol.Com	Telia
Switzerland	Swisscom/Bluewin	Bluewin	Bluewin	Bluewin	Bluewin	Bluewin	Bluewin	Bluewin	Bluewin	Bluewin
UK	Virgin	BT	Virgin	BT	AOL	AOL	AOL	AOL	AOL	AOL

This category was amended in 2006 from Internet/Dot Com to Internet Service Provider

Results - the Trusted Brands

Comparison of winning brands over 10 years



Comparison of winning brands over 10 years

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Belgium	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Czech	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Finland	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
France	Samsung	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Germany	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Hungary	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Netherlands	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Poland	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Portugal	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Romania	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Russia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Spain	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Sweden	Sony Ericsson	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
Switzerland	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia
UK	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia	Nokia

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	A1	A1	A1	A1	A1	Country not included	Country not included	Country not included	Country not included	Country not included
Belgium	Proximus	Belgacom	Proximus	Proximus	Proximus	Proximus	Proximus	Proximus	Proximus	Proximus
Czech	T-Mobile	T-Mobile	O2	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile
Finland	Sonera	Sonera	Sonera	Sonera	Sonera	Sonera	Sonera	Sonera	Sonera	Sonera
France	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
Germany	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone
Hungary	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile
Netherlands	KPN	KPN	KPN	KPN	KPN	KPN	KPN	KPN	KPN	KPN
Poland	Orange	Plus	ERA	Orange	Orange	Orange	Orange	Orange	Orange	Orange
Portugal	TMN	TMN	TMN	TMN	TMN	TMN	TMN	TMN	TMN	TMN
Romania	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone
Russia	MTS	MTS	MTS	Beeline	MTS	MTS	MTS	MTS	MTS	MTS
Spain	Movistar	Movistar	Movistar	Movistar	Movistar	Movistar	Movistar	Movistar	Movistar	Movistar
Sweden	Telia	Telia	Telia	Telia	Telia	Telia	Telia	Telia	Telia	Telia
Switzerland	Swisscom	Swisscom	Swisscom	Swisscom	Swisscom	Swisscom	Swisscom	Swisscom	Swisscom	Swisscom
UK	Orange	Orange	O2	O2	Orange	Orange	Orange	Orange	Orange	Orange

This category was included in all countries for the first time in 2006

Results - the Trusted Brands Comparison of winning brands over 10 years



Comparison of winning brands over 10 years

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon
Belgium	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon
Czech	Olympus	Olympus	Olympus	Olympus	Olympus	Olympus	Olympus	Olympus	Olympus	Olympus
Finland	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon
France	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon
Germany	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon
Hungary	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon
Netherlands	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon
Poland	Sony	Canon	Sony	Sony	Sony	Sony	Sony	Sony	Sony	Sony
Portugal	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon
Romania	Canon	Sony	Sony	Sony	Country not included	Country not included	Country not included	Country not included	Country not included	Country not included
Russia	Canon	Canon	Canon	Kodak	Kodak	Kodak	Kodak	Kodak	Sony	Kodak
Spain	Canon	Sony	Canon	Canon	Sony	Sony	Sony	Sony	Sony	Nikon
Sweden	Canon	Canon	Canon	Canon	Country not included	Country not included	Canon	Canon	Canon	Canon
Switzerland	Canon	Canon	Canon	Canon	Canon	Minolta	Canon	Canon	Canon/Minolta	Canon
UK	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon	Canon

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Tui	Tui	Tui	Tui	Tui	Tui	Tui	Tui	Tui	Tui
Belgium	Neckermann	Neckermann	Neckermann	Neckermann	Neckermann	Neckermann	Neckermann	Neckermann	Neckermann	Neckermann
Czech	Cedok	Cedok	Cedok	Cedok	Cedok	Cedok	Fischer	Fischer	Fischer	Fischer
Finland	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat
France	Pierre Et Maeva	Pierre Et Maeva	Fram	Fram	Club Méditerranée	Fram	Fram	Club Méditerranée	Club Méditerranée	Club Méditerranée
Germany	Tui	Tui	Tui	Tui	Tui	Tui	Tui	Tui	Tui	Tui
Hungary	Ibusz	Ibusz	Ibusz	Ibusz	Ibusz	Ibusz	Ibusz	Ibusz	Ibusz	Ibusz
Netherlands	D-Reizen	D-Reizen	D-Reizen	D-Reizen	D-Reizen	D-Reizen	D-Reizen	D-Reizen	Holland International	Holland International
Poland	Orbis Travel	Orbis Travel	Orbis Travel	Orbis Travel	Orbis Travel	Orbis Travel	Orbis Travel	Orbis Travel	Orbis Travel	Orbis Travel
Portugal	Abreu	Abreu	Abreu	Abreu	Abreu	Abreu	Abreu	Abreu	Abreu	Abreu
Romania	Paralela 45	Paralela 45	Atlissib	Atlissib	Country not included	Country not included	Country not included	Country not included	Country not included	Country not included
Russia	Tez Tour	Tez Tour	Tez Tour	Neva	Neva	Neva	Neva	Neva	Neva	Neva
Spain	Viajes El Corte Inglés	Halcón Viajes	Halcón Viajes	Halcón Viajes	Halcón Viajes	Halcón Viajes	Halcón Viajes	Halcón Viajes	Halcón Viajes	Halcón Viajes
Sweden	Ving	Ving	Ving	Country not included	Country not included	Country not included	Country not included	Country not included	Ving	Ving
Switzerland	Kuoni	Kuoni	Kuoni	Kuoni	Kuoni	Kuoni	Kuoni	Kuoni	Kuoni	Kuoni
UK	Thomson	Thomson	Thomson	Thomson	Thomson	Thomson	Thomson	Thomson	Thomson	Thomson

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	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Raiffeisen	Raiffeisen	Raiffeisen	Raiffeisen	Raiffeisen	Raiffeisen	Sparkasse	Raiffeisen	Fortis	Fortis
Belgium	KBC	Fortis	Fortis	Fortis	Fortis	Fortis	Fortis	Fortis	Fortis	Fortis
Czech	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska
Finland	Sportielna	Sportielna	Sportielna	Sportielna	Sportielna	Sportielna	Sportielna	Sportielna	Sportielna	Sportielna
Finland	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki
France	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole
Germany	Sparkasse	Sparkasse	Sparkasse	Sparkasse	Sparkasse	Sparkasse	Sparkasse	Sparkasse	Sparkasse	Sparkasse
Hungary	OTP Bank	OTP Bank	OTP Bank	OTP	OTP	OTP	OTP	OTP	OTP	OTP
Netherlands	Rabobank	Rabobank	Rabobank	Rabobank	Rabobank	Rabobank	Rabobank	Rabobank	Rabobank	Rabobank
Poland	PKO BP	PKO BP	PKO BP	PKO BP	PKO BP	PKO BP	PKO BP	PKO BP	PKO BP	PKO BP
Portugal	CGD	CGD	CGD	CGD	CGD	CGD	CGD	CGD	CGD	CGD
Romania	BCR	BRD	BCR	BCR				Country not included		
Russia	Sberbank	Sberbank	Sberbank	Sberbank	Sberbank	Sberbank	Sberbank	Sberbank	Sberbank	Russian Savings Bank
Spain	BBVA	La Caixa	La Caixa	BBVA	BBVA	BBVA	BBVA	BBVA	BBVA	BBVA
Sweden	Swedbank	Swedbank	Swedbank	Country not included	Country not included	Country not included	FöreningsSparbanken	FöreningsSparbanken	FöreningsSparbanken	FöreningsSparbanken
Switzerland	Raiffeisen	Raiffeisen	Raiffeisen	Raiffeisen	Raiffeisen	Kantonalbanken	Kantonalbanken	Raiffeisen	Raiffeisen	Raiffeisen
UK	Nat West	Lloyds TSB	Lloyds TSB	Lloyds TSB	Lloyds TSB	Lloyds TSB	Lloyds TSB	Lloyds TSB	Lloyds TSB	Lloyds TSB

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Uniqqa	Uniqqa	Uniqqa	Uniqqa	Uniqqa	Uniqqa	Uniqqa	Uniqqa	Category not included	Category not included
Belgium	Axa	Axa	Axa	Axa	Axa	Axa	Axa	Axa	Axa	Axa
Czech	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska	Ceska
Finland	Pojistovna	Pojistovna	Pojistovna	Pojistovna	Pojistovna	Pojistovna	Pojistovna	Pojistovna	Pojistovna	Pojistovna
Finland	If	Tapiola	Tapiola	Tapiola	Tapiola	Tapiola	Tapiola	Sampo	Sampo	Sampo
France	Axa	Axa	Macif	Axa	Axa	Macif	Axa	Axa	Macif	Macif
Germany	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz
Hungary	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz	Allianz
Netherlands	Interpolis	Interpolis	Interpolis	Interpolis	Interpolis	Univé	Interpolis	Nationale	Nederlanden	Aegon
Poland	PZU	PZU	PZU	PZU	PZU	PZU	PZU	PZU	PZU	PZU
Portugal	Fidelidade	Mundial Fidelidade	Fidelidade	Fidelidade	Fidelidade	Fidelidade	Fidelidade	Fidelidade	Fidelidade	Fidelidade
Romania	Asirom	ING	Asirom	Asirom	Country not included	Country not included	Country not included	Country not included	Country not included	Country not included
Russia	RosGosstrakh	RosGosstrakh	RosGosstrakh	RosGosstrakh	RosGosstrakh	Rosno	Rosno	Rosno	Rosno	Rosno
Spain	Mapfre	Mapfre	Mapfre	Mapfre	Mapfre	Mapfre	Mapfre	Mapfre	Mapfre	Mapfre
Sweden	Länsförsäkringar	Länsförsäkringar	Länsförsäkringar	Länsförsäkringar	Country not included	Country not included	Länsförsäkringar	Folksam	Folksam	Folksam
Switzerland	Die Mobiliar	Die Mobiliar	Die Mobiliar	Die Mobiliar	Die Mobiliar	Schweiz	Mobilair	Schweiz	Mobilair	Schweiz
UK	Direct Line	Direct Line	Norwich Union	Norwich Union	Norwich Union	Norwich Union	Norwich Union	Prudential	Prudential	Prudential

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	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	OMV	OMV	OMV	OMV	OMV	OMV	OMV	OMV	Category not included	
Belgium	Total	Esso	Shell	Esso	Esso	Shell	Shell	Shell	Esso	
Czech	Shell	Shell	Shell	Shell	Aral	Aral	Aral	Aral	Aral	
Finland	ABC	ABC	ABC	Neste	Neste	Neste	Neste	Neste	Neste	
France	Total	Total	Total	Total	Total	Total	Total	Total	Total	
Germany	Aral	Aral	Aral	Aral	Aral	Aral	Aral	Aral	Aral	
Hungary	Mol	Mol	Mol	Mol	Mol	Mol	Mol	Mol	Mol	
Netherlands	Shell	Shell	Shell	Shell	Shell	Shell	Shell	Shell	Shell	
Poland	PKN Orlen	PKN Orlen	PKN Orlen	PKN Orlen	PKN Orlen	PKN Orlen	PKN Orlen	PKN Orlen	PKN Orlen	
Portugal	Galp	Galp	Galp	Galp	Galp	Galp	Galp	Galp	Galp	
Romania	Petrom	Petrom	Petrom	Petrom						Country not included
Russia	Lukoil	Lukoil	Lukoil	Lukoil	Lukoil	TNK	TNK	Neste	Lukoil	
Spain	Repsol YPF	Repsol YPF	Repsol YPF	Repsol YPF	Repsol YPF	Repsol YPF	Repsol YPF	Repsol YPF	Repsol YPF	
Sweden	OKQ8	OKQ8	Statoil	Country not included	Statoil					
Switzerland	Migrol	Migrol	Shell	Shell	Shell	Shell	Shell	Shell	Shell	
UK	Tesco	Tesco	Tesco	Tesco	Tesco	Tesco	Tesco	Esso	Esso	
Cough/cold remedy										
Austria	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Wick		
Belgium	Vicks	Vicks	Vicks	Vicks	Vicks	Vicks	Vicks	Actifed	Actifed	Sedergine
Czech	Bromhexin	Bromhexin	Bromhexin	Bromhexin	Bromhexin	Bromhexin	Bromhexin	Bromhexin	Bromhexin	Bromhexin
Finland	Resilar	Resilar	Silomat	Silomat	Silomat	Silomat	Silomat	Codesan	Silomat	Silomat
France	Actifed	Vicks	Actifed	Humex	Humex	Actifed	Actifed	Actifed	Vicks	Actifed
Germany	Wick	Wick	Wick	Wick	Wick	Wick	Wick	Wick	Wick	Wick
Hungary	Coldrex	Coldrex	Neo Citran	Coldrex	NeoCitran	Coldrex	Coldrex	Coldrex	Coldrex	Coldrex
Netherlands	A Vogel	A Vogel	A Vogel	A Vogel	A Vogel	A Vogel	A Vogel	A Vogel	A Vogel	No winner
Poland	Gripex	Gripex	Gripex	Gripex	Aspirin/Gripex	Gripex	Aspirin	Aspirin	Aspirin	Bayer
Portugal	Bisolvon	Bisolvon	Bisolvon	Bisolvon	Bisolvon	Bisolvon	Bisolvon	Bisolvon	Antigrippine	Antigrippine
Romania	Nurofen	Nurofen	Nurofen	Nurofen						
Russia	Teraflu	Coldrex	Bromhexin	Dr Mom	Dr Mom	Dr Mom	Dr Mom	Dr Mom	Dr Mom	Dr Mom
Spain	Frenadol	Frenadol	Frenadol	Frenadol	Frenadol	Frenadol	Frenadol	Frenadol	Frenadol	Frenadol
Sweden	Kan Jang	Kan Jang	Kan Jang							
Switzerland	Neo Citran	Neo Citran	Neo Citran	NeoCitran	NeoCitran	NeoCitran	NeoCitran	NeoCitran	NeoCitran	NeoCitran
UK	Beechams	Beechams	Beechams	Beechams	Beechams	Beechams	Benylin	Lemsip	Beechams	Beechams

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	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin		
Belgium	Dafalgan	Dafalgan	Dafalgan	Dafalgan	Dafalgan	Dafalgan	Dafalgan	Dafalgan	Nurofen	Dafalgan
Czech	Ibalgin	Ibalgin	Ibalgin	Ibalgin	Ibalgin	Ibalgin	Ibalgin Leciva	Ibalgin Leciva	Ibuprofen	Brufen
Finland	Burana	Burana	Burana	Burana	Burana	Burana	Burana	Burana	Burana	Burana
France	Doliprane	Doliprane	Doliprane	Doliprane	Doliprane	Doliprane	Doliprane	Doliprane	Doliprane	Doliprane
Germany	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin
Hungary	Algopyrin	Algopyrin	Algopyrin	Algopyrin	Algopyrin	Algopyrin	Algopyrin	Algopyrin	Algopyrin	Algopyrin
Netherlands	Kruidvat	Kruidvat	Kruidvat	Kruidvat	Kruidvat	Kruidvat	Kruidvat Paracetamol	Aleve	Finimal	Kruidvat
Poland	Apap	Apap	Apap	Apap	Apap	Apap	Apap	Apap	Apap	Apap
Portugal	Ben-U-Ron	Ben-U-Ron	Ben-U-Ron	Aspirina	Ben-U-Ron	Ben-U-Ron	Aspirina	Aspirina	Aspirina	Aspirina
Romania	Algocalmin	Algocalmin	Algocalmin	Algocalmin	Country not included					
Russia	Pentalgin	Pentalgin	Pentalgin	Pentalgin	Pentalgin	Analgin	Analgin	Analgin	Aspirin	Analgin
Spain	Aspirina	Aspirina	Aspirina	Aspirina	Aspirina	Aspirina	Aspirina	Aspirina	Aspirina	Gelocatil
Sweden	Alvedon	Alvedon	Alvedon	Country not included	Alvedon	Alvedon	Alvedon			
Switzerland	Dafalgan	Aspirin	Dafalgan	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin	Panadol
UK	Nurofen	Nurofen	Nurofen	Nurofen	Nurofen	Nurofen	Nurofen	Nurofen	Nurofen	Nurofen
Vitamins										
Austria	Supradyn	Supradyn	Supradyn	Supradyn	Supradyn	Supradyn	Supradyn	Supradyn	Supradyn	Supradyn
Belgium	Supradyn	Supradyn	Supradyn	Supradyn	Supradyn	Supradyn	Omnibionta	Supradyn	Supradyn	Supradyn
Czech	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum A-Z	Centrum
Finland	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs
France	Juvamine	Juvamine	Juvamine	Juvamine	Juvamine	Juvamine	Juvamine	Juvamine	Juvamine	Juvamine
Germany	Abtei	Centrum	Abtei	Centrum	Abtei	Centrum	Abtei	Abtei	Abtei	Centrum
Hungary	Be'res Csepp	Be'res Csepp	Actival	Be'res Csepp	Be'res Csepp	Be'res Csepp	Beres Csepp	Plusz	Centrum	Beres Csepp
Netherlands	Davitamon	Davitamon	Davitamon	Davitamon	Davitamon	Davitamon	Davitamon	Davitamon	Davitamon	Davitamon
Poland	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum
Portugal	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum	Centrum
Romania	Eurovita	Eurovita	Eurovita	Eurovita						Country not included
Russia	Complivit	Alfavit	Alfavit	Alfavit	Vitrum	Vitrum	Vitrum	Vitrum	Vitrum	Vitrum
Spain	Redoxon Complex	Pharmaton	Pharmaton Redoxon Complex	Pharmaton	Pharmaton	Pharmaton	Pharmaton	Pharmaton	Pharmaton	Pharmaton
Sweden	ACO	ACO	ACO	Country not included	Country not included	Country not included	ACO	ACO	Friggs	Aco
Switzerland	Burgerstein	Burgerstein	Migros	Migros	Migros	Migros	Migros	Migros	La Roche	Supradyn
UK	Boots	Boots	Boots	Boots	Seven Seas	Seven Seas	Boots	Seven Seas	Seven Seas	Seven Seas

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	Hair Care product									
	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Schwarzkopf	Schwarzkopf	Schwarzkopf	Schwarzkopf	Nivea	Glem vital	Schwarzkopf	Schwarzkopf	Schwarzkopf	Schwarzkopf
Belgium	L'Oréal	Garnier	L'Oréal	Nivea	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal
Czech	Schwarzkopf	Avon	Avon	Avon	Wella	Avon	Wella	Wella	Wella	Wella
Finland	Elvital	Elvital	Elvital	Elvital	Wella	Elvital	Pantene	Pantene	Fructis	L'Oréal
France	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal
Germany	Schwarzkopf	Schwarzkopf	Schwarzkopf	Schwarzkopf	Schwarzkopf	Schwarzkopf	Schwarzkopf	Schwarzkopf	Schwarzkopf	Schwarzkopf
Hungary	Schauma	Schauma	Schauma	Head & Shoulders	Avon	Avon	Pantene	Pantene	Pantene	Pantene
Netherlands	Andreion	Andreion	Andreion	Andreion	Andreion	Andreion	Andreion	Andreion	Andreion	Andreion
Poland	Nivea	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal
Portugal	Pantene	Pantene	Pantene	Pantene	Pantene	Pantene	Pantene	Pantene	Pantene	Pantene
Romania	Head & Shoulders	Head & Shoulders	Head & Shoulders	Head & Shoulders	Country not included	Country not included	Country not included	Country not included	Country not included	Country not included
Russia	Pantene	Pantene	Pantene	Pantene	Pantene	Pantene	Pantene	Schwarzkopf	Schwarzkopf	Pantène
Spain	Pantene Pro-V	Pantene Pro-V	Pantene Pro-V	Pantene Pro-V	Pantene Pro-V	Pantene Pro-V	Pantene Pro-V	Pantene Pro-V	Pantene Pro-V	L'Oréal
Sweden	Wella	Wella	Wella	Country not included	Country not included	Country not included	Country not included	Wella	Wella	Wella
Switzerland	L'Oréal	Nivea	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	Pantène	L'Oréal
UK	Head & Shoulders	Head & Shoulders	Head & Shoulders	Pantene	Pantene	Head & Shoulders	Head & Shoulders	Pantene	Pantene	Pantene
	Cosmetic									
	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Jade	Nivea	Nivea
Belgium	Nivea	Nivea	Nivea	Nivea	Yves Rocher	Nivea	Nivea	Nivea	Nivea	Nivea
Czech	Avon	Avon	Avon	Avon	Avon	Avon	Avon	Avon	Nivea	Nivea
Finland	Lumene	Lumene	Lumene	Lumene	Lumene	Lumene	Lumene	Lumene	Lumene	Lumene
France	L'Oréal	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Nivea
Germany	Yves Rocher	Yves Rocher	Nivea	Nivea	Jade	Jade	Jade	Jade	Yves Rocher	Nivea
Hungary	Avon	Avon	Avon	Avon	Avon	Avon	Avon	Avon	Yves Rocher	Nivea
Netherlands	Nivea	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Nivea
Poland	Nivea	Avon	Avon	Avon	Avon	Avon	Avon	Avon	Avon	Nivea
Portugal	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	L'Oréal	Avon	Avon	Nivea
Romania	Nivea	Nivea	Avon	Avon	Country not included	Country not included	Country not included	Country not included	Country not included	Country not included
Russia	Avon	Avon	Avon	Avon	Avon	Avon	Avon	Nivea	Nivea	Nivea
Spain	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	Margaret Astor	L'Oréal	L'Oréal	Nivea
Sweden	Yves Rocher	Yves Rocher	Yves Rocher	Country not included	Country not included	Country not included	Country not included	Country not included	Country not included	Country not included
Switzerland	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea
UK	Boots	Boots	Boots	Boots	Boots	Boots	Boots	Boots	Boots No 7	Olay

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	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
	Skin Care									
Austria	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Category not included	
Belgium	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Czech	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Finland	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Lumene	Lumene	Lumene	
France	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Germany	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Hungary	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Netherlands	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Poland	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Portugal	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Romania	Nivea	Nivea	Nivea	Nivea Country not included						
Russia	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Spain	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
Sweden	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Country not included			
Switzerland	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	
UK	Nivea	Nivea	Nivea	Nivea	Nivea	Nivea	Olay	Olay	Olay	
	Soap powder									
Austria	Persil	Persil	Persil	Persil	Persil	Persil	Persil	Persil		
Belgium	Dash	Dash	Dash	Dash	Dash	Dash	Dash	Dash	Dash	
Czech	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	
Finland	Omo	Omo	Omo	Omo	Omo	Omo	Omo	Omo	Omo	
France	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	
Germany	Persil	Persil	Persil	Persil	Persil	Persil	Persil	Persil	Persil	
Hungary	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	
Netherlands	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	
Poland	Vizir	Vizir	Vizir	Vizir	Vizir	Vizir	Vizir	Vizir	Vizir	
Portugal	Skip	Skip	Skip	Skip	Skip	Skip	Skip	Skip	Skip	
Romania	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Country not included			
Russia	Ariel	Tide	Tide	Tide	Tide	Tide	Tide	Tide	Ariel	
Spain	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	Ariel	
Sweden	Via	Via	Via	Country not included						
Switzerland	Total	Total	Total	Total	Omo	Omo	Omo	Migros	Persil	Ariel
UK	Persil	Persil	Persil	Persil	Persil	Persil	Persil	Persil	Persil	Persil

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	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Austria	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Breakfast cereal				
Belgium	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's					Category not included
Czech	Opavia	Nestlé	Nestlé	Nestlé	Nestlé					
Finland	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's					
France	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's					
Germany	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's					
Hungary	Carbona	Carbona	Carbona	Nestlé	Carbona					
Netherlands	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's					
Poland	Nestlé	Nestlé	Nestlé	Nestlé	Nestlé					
Portugal	Nestlé	Nestlé	Nestlé	Nestlé	Nestlé					Country not included
Romania	Nestlé	Nestlé	Nestlé	Nestlé	Nestlé					
Russia	Nestlé	Nestlé	Nestlé	Nestlé	Nestlé					
Spain	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's					
Sweden	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Country not included					
Switzerland	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's					
UK	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's					

This category was included in all countries for the first time in 2006

Results - the Trusted Brands Local categories



Each country had the option of including a number of product categories in addition to the 20 common categories. These categories tend to be relevant to some countries and not others, or where the range of brands available is most likely to be local and not known outside the country. The number of additional categories varied from 8 in Sweden to 20 in Portugal.

Across the 16 countries over 140 different product categories were included, and ranged from yoghurt to underwear.

- 9 countries included coffee and/or tea but with 8 different winning brands
- Although chocolate/confectionery was chosen by 9 countries, the Trusted Brands are of local origin i.e. Cadbury in the UK, Fazer in Finland
- The category featuring the most (10 countries) was pet food. Whiskas and Pedigree won in 4 countries each
- Colgate won in 3 of the 6 countries that included toothpaste
- In each of the 4 countries to include mineral water a local brand was the winner
- Local brands won in each of the 6 countries that included beer e.g. San Miguel in Spain and Baltika in Russia

For full details of nominated brands by country and share of vote please contact your country representative – details can be found on the final page of this book



Results - the Trusted Brands Local categories



Local categories - 2010 winners

Austria

Category	Trusted Brand
Food	Nestlé
Milk products	Nöm
Confectionery	Milka
Soft drinks	Coca-Cola
Sparkling wine	Henkell
Spirits	Spitz
Clothes	Vögele
Shoes	Geox
Toothpaste	Blend-A-Med
Perfume	Boss
Detergent	Frosch
Retailer	Spar
Coffee/Tea	Eduscho

Belgium

Category	Trusted Brand
Dairy drink	Campina
Yoghurt	Danone
Ice-cream	Ijsboerke
Chocolate	Cote D'Or
Optician chain	Pearle
Bathroom sanitary equipment	Grohe
DIY Store	Brico
Liquor store	Colruyt
Car navigation product	Tomtom
Energy provider	Electrabel
Probiotic drink	Danone
Beer	Jupiler
Sauce	Knorr
Electronic consumer goods warehouse	Van Den Borre
Clothing store	C&A
Drugstore	Di Delhaize
Hearing aid	Laperre
Soy product	Alpro

Czech Republic

Category	Trusted Brand
Washing machine, dishwasher etc	Whirlpool
TV station	Ceska Televize
Creamery	Mlekarna Kunin
Radio station	Cesky Rozhlas
Television set	Panasonic
Furniture dealer	Ikea
Sparkling wine	Bohemia
Jeans	Levi Strauss
Spa/wellness	Luhacovice
Sanitary ware	Jika

Finland

Category	Trusted Brand
Deodorant	Rexona
Processed food	Saarioinen
Coffee	Juhla Mokka
Confectionery	Fazer
Functional food	Becel
Natural product	A. Vogel
Pet food	Whiskas
Retail chain	S-ryhmä
Hotel chain	Sokos Hotels
Furniture store	Asko
Optician	Instrumentarium
Custom home plan	Jukka-Talo
Real estate agent	Op Kiinteistökeskus
Electrical company	Fortum
Shipping company/cruise line	Silja Line
Spa	Ikaalisten Kylpylä
Amusement park	Linnanmäki
TV channel	MTV3

Results - the Trusted Brands Local categories



Local categories - 2010 winners

France

Category	Trusted Brand
Condiments & sauces	Amora
Coffee & tea	Lipton
Food low fat, reduced or anti cholesterol	Danacol
Mineral water	Evian
Hair colourant	L'Oréal
Cleaning product	Mr Propre
Pet food	Friskies
Supermarket	Carrefour
Gardening Retailer	Jardiland
DIY Retailer	Leroy Merlin
Home telephone operator	France Telecom
Pet shops	Jardiland
Home energy provider	EDF
Charity organisation	Restos Du Coeur
Amusement park	Disneyland Paris
Household battery	Duracell
Fast Food	Mcdonald's
Organic food	Biocoop

Germany

Category	Trusted Brand
Food	Maggi
Milk products	Müllermilch
Confectionery	Haribo
Soft Drinks	Coca-Cola
Sparkling wines	Rotkäppchen
Spirits	Asbach
Clothing	C&A
Shoes	Rieker
Toothpaste	Odol
Perfume	Yves Rocher
Detergents	Frosch
Retailer	Aldi
Coffee / Tea	Tchibo

Hungary

Category	Trusted Brand
Mineral water	Szentkirályi
Soft drink	Coca Cola
Beer	Soproni Ászok
Tea	Lipton
Coffee	Douwe Egberts Omnia
Chocolate	Milka
Milk dessert	Danette
Frozen foods	Iglo
TV station	RTL Klub
Television set	Samsung
Food store	Tesco
Deodorant	Nivea
Hair colour	Palette
Pet food	Pedigree
Underwear	Triumph

Netherlands

Category	Trusted Brand
Diet product	Becel
Optician chain	Hans Anders
Bed	Auping
Bathroom sanitary equipment	Grohe
Yoghurt	Campina
Bike	Gazelle
Dairy drink	Optimel
Hearing aid	Beter Horen
Clothing	C&A
Department store	V&D
Paint	Histor
Probiotic drink	Yakult
Digital TV provider	Ziggo
Facial product	Nivea
Heater	Nefit
Soy product	Alpro
Health Insurance Company	CZ
Beer	Heineken

Results - the Trusted Brands Local categories



Local categories - 2010 winners

Poland

Category	Trusted Brand
TV station	TVN
Radio & TV sets	Sony
Investment fund	Ing TFI
Jewellery and watches	Casio
Food producer	Winiary
Edible oil, margarine	Kujawski
Cakes/desserts	Dr. Oetker
Juice/Mineral water	Zywiec Zdroj
Dietary supplement	Naturell
Herbal/ homeopathic remedy	Herbapol Lublin
Dental care/mouth care	Blend-A-Med
Pet food	Pedigree
Hypermarket/delicatessen chain	Tesco

Portugal

Category	Trusted Brand
Chocolate	Nestlé
Coffee	Delta
Spread/Margarine	Becel
Cooking Oil	Fula
Beer	Sagres
Pet Food	Friskies
Mineral water	Luso
Hair Colourant	L'Oréal
Fabric Conditioner	Comfort
Dishwasher Cleaner	Sun
Household Cleaner	Sonazol
Supermarket	Continente
Skin Treatment	Halibut
Laxative	Dulcolax
Throat Analgesic	Mebocaina
Health Insurance Company	Multicare
Public Service Company	CTT
TV Channel	RTP
Small Domestic Appliances	Moulinex
Non food Retailer chain	Worten

Romania

Category	Trusted Brand
Bakery Products	Vel Pitar
Dairy Products	Danone
Meat Products	Cris-Tim
Cooking oil	Untdelemn De La Bunica
Spices	Fuchs
Mineral Water	Borsec
Pet Food	Pedigree
Private Hospital	Medlife
Natural Food Supplements	Walmark
Toothpaste	Colgate
Commercial Center	Carrefour
Clothing Chain store	Zara
DIY chain	Bricostore
Electronic & Home Appliance Chain	Domo
Construction Materials	Ceresit
Newspaper	Jurnalul National
Radio Station	Europa FM
TV Station	Pro TV

Russia

Category	Trusted Brand
Anti-aging cosmetics	Avon
Beer	Baltika
Canned vegetables	Bonduelle
Cheese spread	Viola
Eau de toilette / Perfume	Dior
Eye care	Visine
Food processor	Bosch
Foot cream anti-varicose	Lioton
Pasta products	Makfa
Mayonnaise sauce	Calve
Pet Food	Whiskas
Seasoning	Maggi
Sedative drug	Novopassit
Shoe care	Salamander
Shower gel	Nivea
Toilet paper	Zewa
Water filter	Aquaphor

Results - the Trusted Brands Local categories



Local categories - 2010 winners

Spain

Category	Trusted Brand
Powdered Milk	Nestlé
Chocolate	Nestlé
Toothpaste	Colgate
Cooking sauce	Gallina Blanca
Coffee	Nescafé
Butter/margarine	Tulipán
Pet food	Pedigree Pal
Fast Food restaurant	McDonald's
Supermarket	Mercadona
Optician	Multiópticas
Chain Store	El Corte Inglés
Car rental Company	Avis
Beer	San Miguel
Tyre	Michelin
TV Channel	Antena 3

Sweden

Category	Trusted Brand
Coffee	Gevalia
Pet Food	Whiskas
Optician	Synsam
Mail order company	Ellos
Charitable organisation	Röda Korset
Cruise company	Viking Line
Detergent	Ajax
Gardening product	Gardena

Switzerland

Category	Trusted Brand
Coffee	Nespresso
Milk products	Migros
Fruit juice	Granini
Chocolate	Lindt & Sprüngli
Confectionary	Ricola
Clothing	Charles Vögele
Writing implements	CARAN d'ACHE
Watches	Swatch
TV/cable provider	Cablecom
Furniture / interior furnishing	Ikea
Natural remedy /homeopathy	Similasan
Toothpaste /mouth care	Elmex
Houshold detergent	Migros
Health insurance	Helsana
Life insurance	Swiss Life

UK

Category	Trusted Brand
Airline	British Airways
Chocolate/confectionary	Cadbury
Cruise company	P&O
Food retailer	Tesco
Hayfever remedy	Piriton
Household cleaner	Flash
Margarine/butter	Flora
Mortgage lender	Halifax
Optician	Specsavers
Pet food	Whiskas
Probiotic	Actimel
Sun care	Nivea
Toothpaste	Colgate
Utility company	British Gas
Hair colourant	L'Oréal
Alcoholic spirits	Gordon's
Fabric conditioner	Comfort

Results - trust Trust in institutions



Average agreement across all countries

Rank	Profession	Trust			Don't Trust		
		A great deal	Quite a lot	Total	Not much	Not at all	Total
1	Marriage	31%	37%	68%	21%	8%	29%
2	Police	12%	47%	59%	30%	7%	37%
3	TV and radio	7%	44%	52%	41%	4%	45%
4	Internet	7%	41%	49%	38%	8%	46%
5	Environmentalists	8%	38%	47%	38%	10%	49%
6	Press	4%	39%	43%	48%	6%	54%
7	Church	13%	30%	43%	33%	21%	54%
8	Legal system	6%	34%	40%	43%	12%	56%
9	Banks	4%	33%	37%	45%	13%	58%
10	European Union	5%	32%	37%	46%	13%	59%
11	Civil servants	3%	30%	33%	51%	12%	63%
12	International companies	2%	30%	32%	52%	10%	63%
13	Trade Unions	4%	28%	31%	45%	19%	64%
14	Government	3%	20%	22%	49%	26%	75%
15	Advertising	1%	12%	13%	58%	25%	83%
16	Politicians	1%	8%	8%	46%	42%	89%

This question has been reintroduced in its original form "How much trust do you have in the following institutions". NB: In 2009 respondents were asked to indicate how their trust had changed over the previous 5 years. For this reason the 2010 results aren't directly comparable with 2009.

- Across the 16 participating countries only 3 institutions are trusted by >50% of the people questioned: Marriage, The Police, TV and Radio
- Overall the most trusted institution is Marriage (68% average across all countries)
- 31% of people have "a great deal" of trust in Marriage
- Less than 1 in 3 people trust International companies
- Lowest levels of trust are in Government, Advertising and Politicians
- Trust in Politicians (as an institution) is about as low as it can be at 8%. On average 42% of people say they don't trust politicians at all".
- At 37% trust in Banks is low; however it's especially poor in France (17%)
- In Russia trust in the Police (12%) and Civil Servants (3%) is way below any other country
- Overall levels of trust are highest in Finland and Sweden and lowest in Russia and Portugal

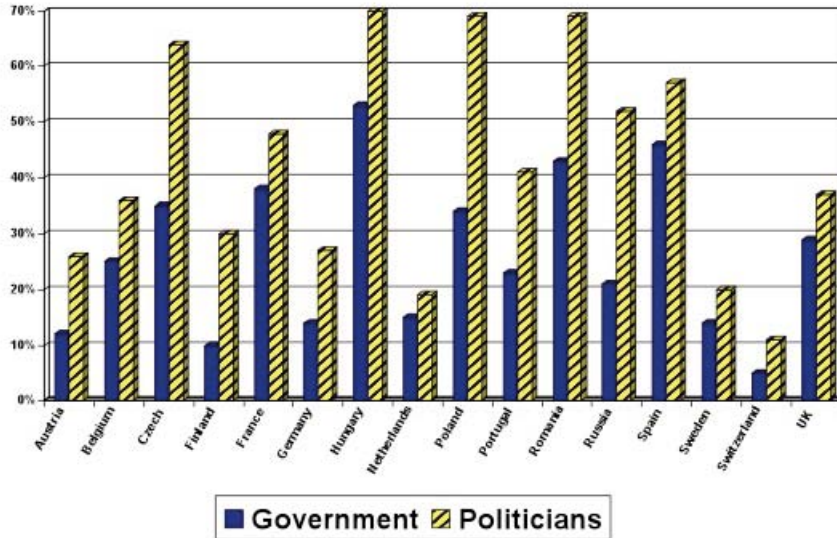


Results - trust

Trust in institutions

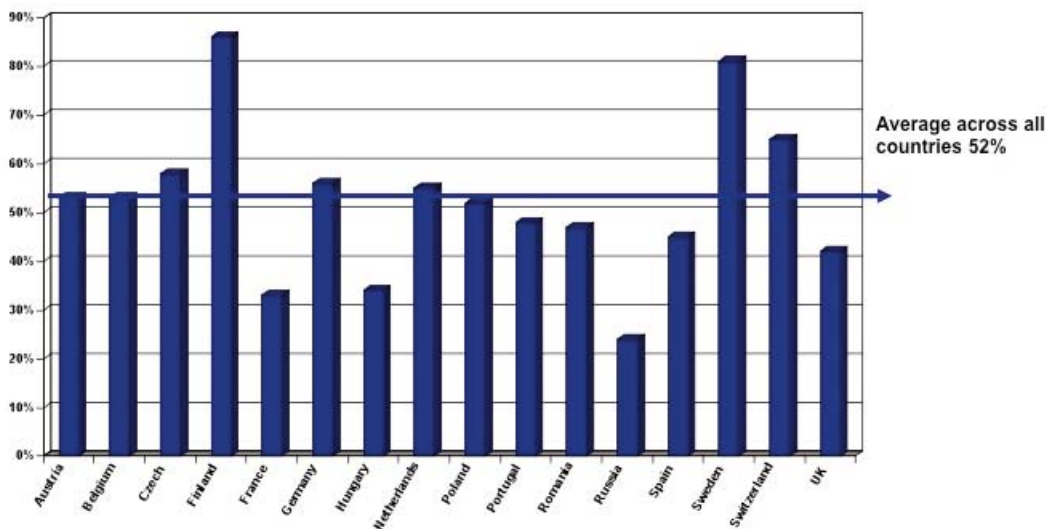


Have no trust at all in their government or politicians



- 1 out of 4 people have no trust at all in their Government, most notable in Hungary (53%) and Spain (46%)
- More than 2 out of 3 people don't trust Politicians in Czech, Hungary, Poland and Romania.

Trust TV and radio (a great deal/quite a lot)

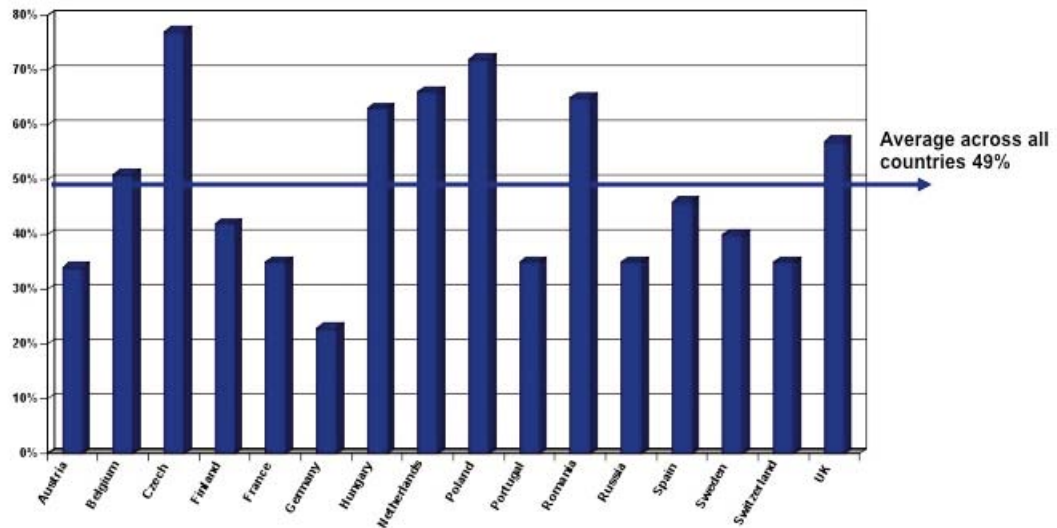


- Trust in TV and Radio differs significantly by country, highest in the Nordic countries lowest in France (33%)
- In Sweden TV & Radio are trusted more than Marriage and the Police
- Trust in the media (TV & Radio + the press) is lowest in Russia

Results - trust Trust in institutions



Trust the internet (a great deal/quite a lot)



- Trust in the internet ranges from 23% in Germany to 77% in the *Czech Republic and 72% in *Poland.

*Note: *These 2 countries conducted their fieldwork on-line and, in this instance, the profile of respondents is likely to have influenced their positive response*

Results - trust

Trust in institutions



Comparison with 2001 – average agreement across 14 countries*

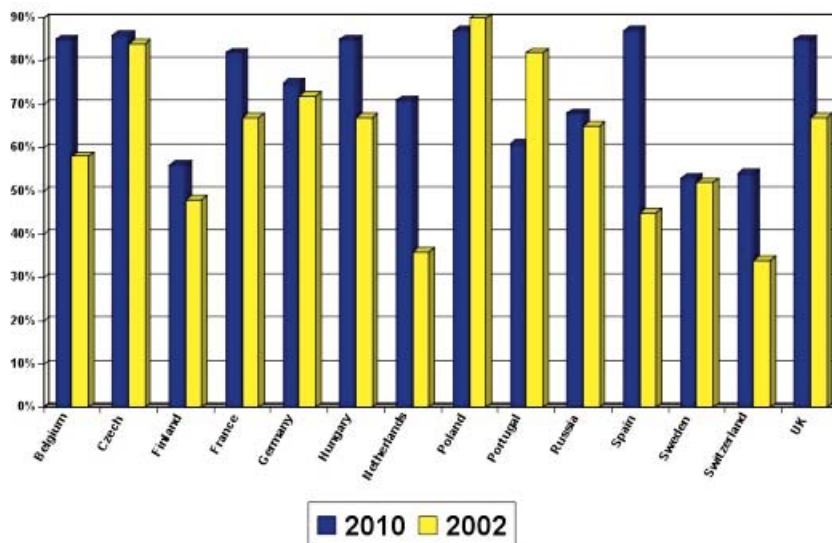
9 of the 16 institutions were also included in the original 2001 study. 14 countries were common to both years. The question about “Government” was added in 2002.

- Overall levels of trust have fallen over the past 9 years
- Only the Police and Trade Unions have gained trust
- Trust in advertising has decreased the most, by 37% (from 17% to 11%)
- Trust in Government has fallen since 2002 by 1/3 (from 35% to 23%)
- At 36%, trust in the European Union is 10% lower than in 2001
- Confidence in the press has reduced from 48% to 42%

Trust in institution	Great deal/quite a lot			Not much/none at all		
	2010	2002	2001	2010	2002	2001
Marriage	66%	74%	71%	30%	24%	26%
Police	59%	58%	54%	37%	41%	43%
The Press	42%	-	48%	48%	-	50%
Church	41%	48%	43%	56%	50%	54%
European Union	36%	42%	40%	60%	52%	56%
Trade Unions	32%	33%	29%	63%	65%	68%
International companies	31%	40%	41%	64%	56%	55%
Government	23%	35%	-	74%	62%	-
Advertising	11%	-	17%	78%	-	80%

*Average across all (14) countries excludes Austria and Romania which were not included in 2001 and 2002

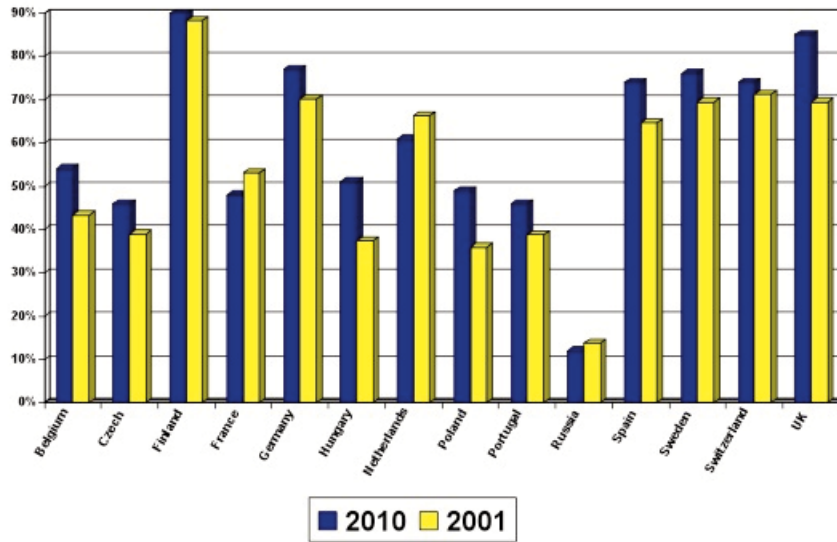
Low trust in their government (not much/not at all)



Results - trust Trust in institutions



Trust the police (great deal/quite a lot)



Results - trust Trust in institutions



Respondents agreeing - a great deal/quite a lot

	2010	908	1973	2886	1338	2050	7919	3191	2106	920	984	990	1660	483	1364	1364	1336	2055	UK
Total	68%	73%	60%	71%	73%	55%	71%	70%	73%	70%	50%	79%	54%	63%	73%	69%	76%	76%	76%
Marriage	59%	78%	54%	46%	90%	48%	77%	51%	61%	49%	46%	35%	12%	74%	76%	74%	81%	68%	68%
Police	52%	53%	53%	58%	86%	33%	56%	34%	55%	52%	48%	47%	24%	45%	81%	65%	42%	42%	42%
TV and radio	49%	34%	51%	77%	42%	35%	23%	63%	66%	72%	35%	65%	35%	46%	40%	35%	57%	57%	57%
Internet	47%	65%	46%	36%	23%	45%	56%	52%	40%	46%	37%	64%	46%	46%	41%	57%	45%	45%	45%
Environmentalists	43%	42%	44%	48%	68%	36%	45%	34%	45%	54%	35%	35%	17%	54%	59%	46%	23%	23%	23%
Press	43%	37%	27%	14%	65%	24%	40%	34%	36%	42%	42%	70%	56%	47%	54%	43%	53%	53%	53%
Church	40%	59%	26%	25%	76%	31%	46%	37%	52%	30%	12%	22%	19%	31%	60%	61%	50%	50%	50%
Legal system	37%	36%	32%	54%	74%	17%	22%	25%	37%	49%	26%	43%	33%	24%	56%	38%	30%	30%	30%
Banks	37%	29%	40%	39%	30%	30%	28%	48%	34%	58%	39%	60%	24%	54%	38%	24%	20%	20%	20%
European Union	33%	50%	31%	18%	49%	39%	34%	33%	29%	33%	29%	24%	3%	30%	37%	47%	35%	35%	35%
Civil servants	32%	34%	36%	32%	35%	22%	20%	32%	45%	27%	26%	47%	22%	32%	36%	41%	28%	28%	28%
International companies	31%	33%	39%	32%	54%	26%	31%	19%	49%	31%	17%	23%	26%	18%	36%	38%	31%	31%	31%
Trade Unions	22%	21%	14%	13%	42%	18%	23%	14%	27%	13%	13%	11%	29%	11%	46%	43%	15%	15%	15%
Government	13%	12%	15%	11%	11%	11%	6%	9%	12%	23%	12%	27%	5%	15%	13%	16%	16%	16%	16%
Advertising	8%	7%	7%	1%	13%	7%	9%	1%	17%	3%	3%	3%	4%	4%	20%	26%	5%	5%	5%
Politicians																			

Results - trust Trust in institutions



Respondents agreeing - not very much/not at all

	2010	908	1973	2886	1338	2050	7919	3191	2106	920	984	990	1660	483	1364	1364	2055
		91%	92%	97%	86%	92%	89%	98%	82%	97%	72%	94%	91%	94%	78%	71%	94%
		86%	84%	88%	87%	88%	93%	90%	86%	77%	63%	69%	91%	83%	85%	81%	83%
		78%	85%	86%	56%	82%	75%	85%	71%	87%	61%	85%	68%	87%	53%	54%	85%
		62%	58%	66%	42%	74%	64%	79%	50%	69%	54%	72%	70%	78%	56%	57%	67%
		61%	62%	67%	61%	77%	75%	66%	53%	73%	45%	46%	73%	64%	54%	54%	70%
		46%	67%	81%	47%	60%	62%	65%	69%	67%	43%	70%	93%	65%	54%	48%	63%
		70%	59%	59%	68%	69%	69%	51%	65%	42%	35%	36%	70%	43%	60%	73%	79%
		60%	66%	45%	22%	82%	74%	73%	61%	51%	46%	53%	63%	71%	36%	57%	68%
		37%	73%	73%	21%	68%	50%	61%	47%	70%	60%	73%	78%	63%	32%	34%	48%
		61%	71%	85%	34%	76%	58%	64%	63%	58%	33%	27%	40%	50%	45%	54%	46%
		57%	54%	51%	31%	63%	53%	65%	53%	46%	40%	61%	79%	43%	39%	51%	76%
		31%	52%	63%	72%	54%	40%	46%	58%	54%	35%	31%	50%	51%	50%	39%	53%
		60%	47%	21%	54%	64%	71%	35%	32%	28%	35%	29%	61%	47%	49%	60%	42%
		46%	46%	41%	13%	66%	42%	66%	44%	48%	28%	50%	72%	51%	18%	33%	57%
		19%	45%	53%	6%	51%	20%	47%	37%	51%	26%	62%	84%	23%	15%	22%	31%
		25%	39%	28%	25%	44%	26%	29%	26%	30%	25%	18%	41%	33%	25%	27%	23%
Total																	
Politicians																	
Advertising																	
Government																	
Trade Unions																	
International companies																	
Civil servants																	
European Union																	
Banks																	
Legal system																	
Church																	
Press																	
Environmentalists																	
Internet																	
TV and radio																	
Police																	
Marriage																	

Results - Trust

Trust in professions



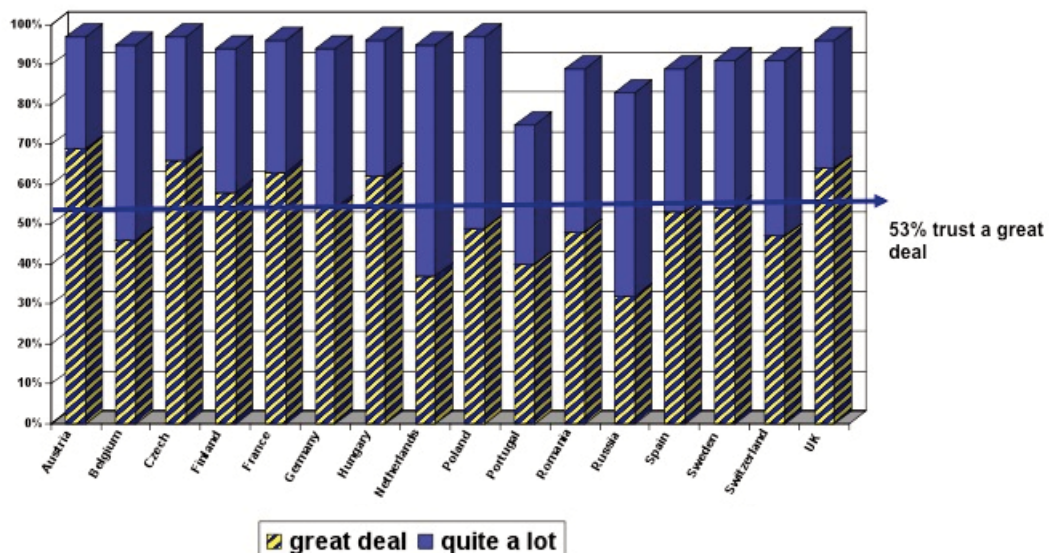
Average agreement across all countries

Rank	Profession	Trust			Don't Trust		
		A great deal	Quite a lot	Total	Not much	Not at all	Total
1	Fire fighters	53%	40%	92%	3%	0%	4%
2	Airline pilots	41%	47%	88%	7%	2%	9%
3	Pharmacists	27%	58%	85%	10%	1%	11%
4	Nurses	30%	54%	84%	12%	1%	13%
5	Doctors	26%	56%	82%	14%	1%	16%
6	Teachers	17%	59%	76%	18%	2%	20%
7	Farmers	19%	56%	75%	18%	3%	20%
8	Police	16%	47%	62%	28%	7%	35%
9	Meteorologists	8%	48%	57%	34%	5%	39%
10	Judges	8%	39%	47%	38%	10%	48%
11	Taxi drivers	5%	41%	47%	39%	10%	50%
12	Priests/church ministers	12%	35%	46%	32%	18%	50%
13	Lawyers	6%	38%	43%	44%	9%	52%
14	Travel agents	2%	35%	37%	49%	9%	59%
15	Financial advisors	3%	27%	29%	53%	13%	66%
16	Journalists	2%	25%	27%	54%	14%	68%
17	Trade union leaders	2%	21%	23%	46%	25%	72%
18	Football players	2%	17%	19%	45%	31%	76%
19	Car salesmen	1%	15%	15%	60%	21%	81%
20	Politicians	1%	7%	8%	46%	43%	89%

NB: The Police and Politicians were also included in the survey under the heading of Institutions (see Trust in Institutions). Results are similar but not identical, the table above (professions) summarises respondents opinions about “the role” rather than “the institution”.

- Overall trust in these professions is significantly higher than trust in institutions
- As in previous years, Fire fighters and Airline pilots are the most trusted professions (92% and 88% respectively)
- However, 53% of people trust Fire fighters “a great deal” v 41% for Airline Pilots
- The medical professions (pharmacists, nurses and doctors) are also regarded highly
- Trust in the Police (profession) averages 62% (v 59% the Police as an institution)
- Average trust in priests/church ministers is on par with judges and taxi drivers
- Trust in Politicians (profession) is lowest at 8%
- Financial advisors and journalists are amongst the least trusted professions earning the trust of less than 1 in 3 people

Trust firefighters



Results - trust

Trust in professions



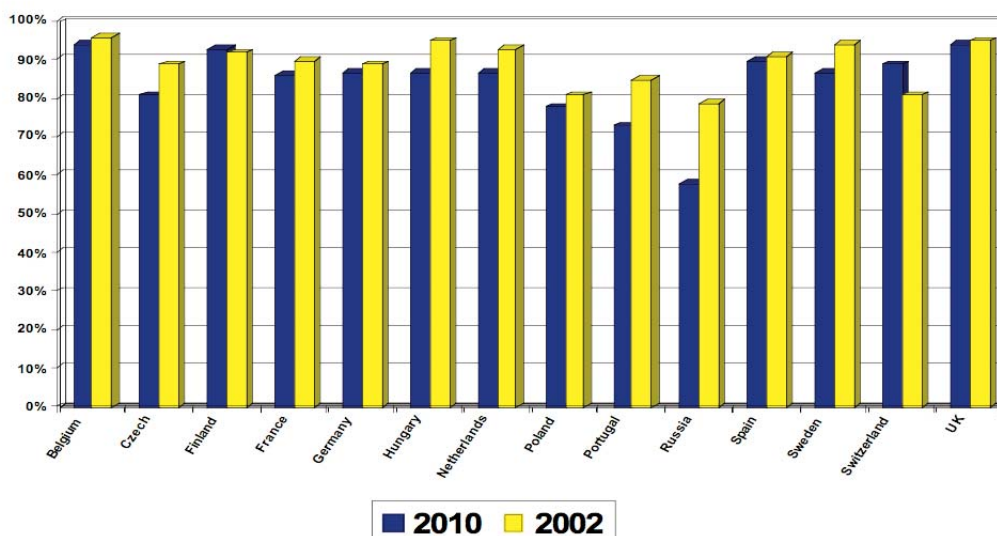
Comparison with 2002 – average agreement across 14 countries*

This question didn't appear in the original 2001 study. However 11 of the 14 professions included in 2002 were included in 2010. 14 countries were common to both years, only Austria and Romania were excluded in 2002

Trust in profession	Great deal/quite a lot		Not much/not at all	
	2010	2002	2010	2002
Airline pilots	87%	89%	10%	9%
Nurses	85%	88%	12%	11%
Pharmacists	85%	89%	12%	10%
Doctors	82%	84%	16%	15%
Teachers	77%	76%	19%	23%
Taxi drivers	47%	56%	49%	42%
Lawyers	43%	49%	52%	50%
Travel agents	37%	41%	59%	56%
Financial advisors	29%	34%	66%	63%
Car salesmen	15%	21%	81%	77%
Politicians	8%	14%	89%	85%

- Across the 14 countries trust in every profession, apart from teachers, has fallen
- Even doctors, nurses and pharmacists are trusted slightly less than 8 years ago
- Trust in pharmacists has fallen quite significantly in Russia (-27%)
- Trust in politicians has dropped by 41% (from a low average of 14% to an even lower 8%)
- 89% don't trust politicians, only Portugal shows an improvement over 2002 (72% v 91%)
- 81% don't trust car salesmen, 5% more than in 2002. The lowest level of trust is in France (92%)

Trust pharmacists (great deal/quite a lot)

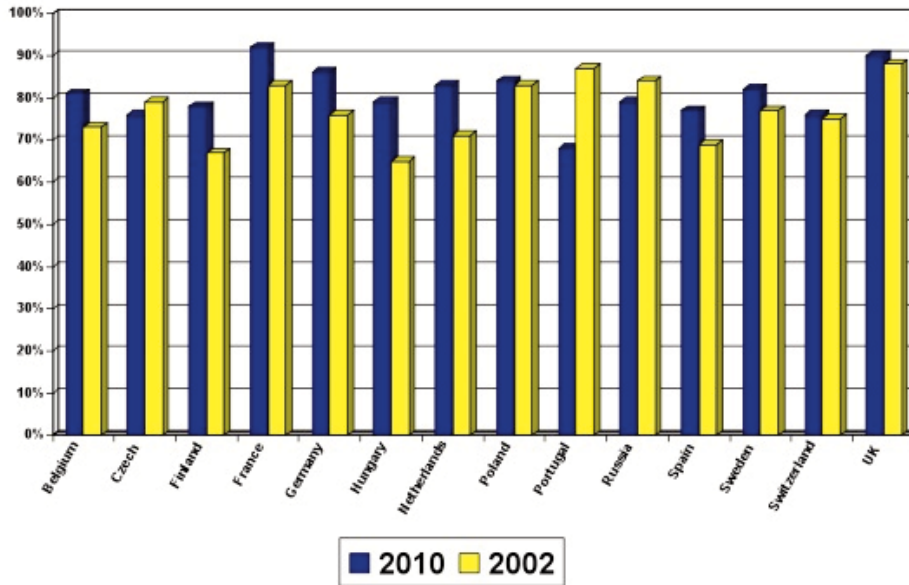


Results - trust

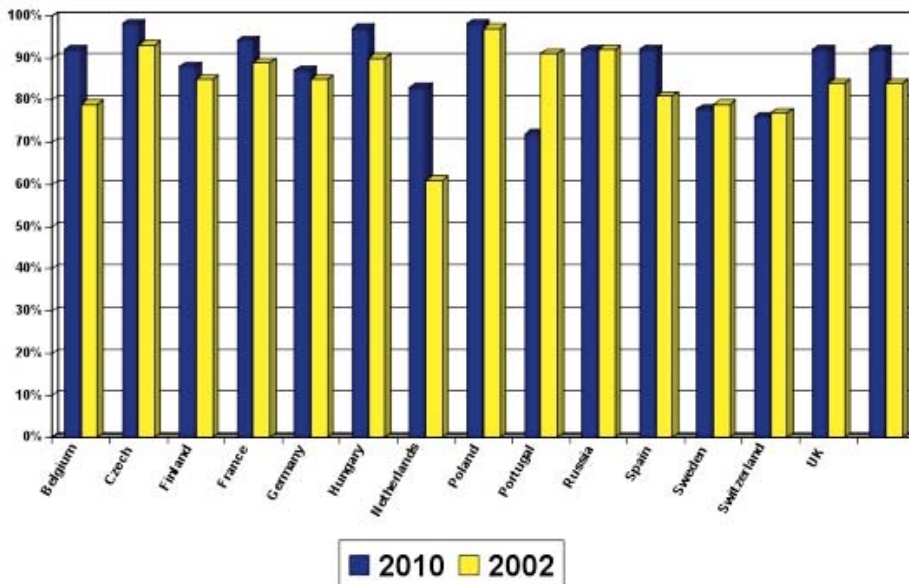
Trust in professions



Don't trust car salesmen



Don't trust politicians



Results - Trust Trust in professions



Respondents agreeing - a great deal/quite a lot

	Average all countries	Austria	Belgium	Czech	Finland	France	Germany	Hungary	Netherlands	Poland	Portugal	Romania	Russia	Spain	Sweden	Switzerland	UK
Total	2010	908	1973	2886	1338	2050	7919	3191	2106	920	984	990	1660	483	1364	1336	2055
Firefighters	92%	96%	95%	97%	94%	96%	94%	96%	96%	97%	75%	89%	84%	90%	91%	92%	96%
Airline pilots	88%	94%	84%	88%	95%	86%	92%	90%	88%	82%	75%	90%	75%	94%	91%	92%	91%
Nurses	84%	94%	90%	90%	93%	91%	92%	76%	93%	75%	71%	60%	56%	91%	93%	93%	92%
Pharmacists	85%	91%	94%	81%	93%	86%	87%	87%	87%	78%	73%	84%	58%	90%	87%	89%	94%
Doctors	82%	90%	90%	88%	91%	86%	84%	73%	89%	63%	70%	74%	54%	89%	90%	89%	88%
Farmers	75%	87%	74%	73%	79%	70%	75%	64%	85%	63%	61%	66%	79%	80%	77%	80%	86%
Teachers	76%	65%	82%	81%	87%	69%	63%	77%	84%	73%	63%	75%	79%	85%	73%	71%	87%
Police	62%	82%	58%	49%	92%	50%	80%	55%	64%	52%	50%	35%	18%	79%	85%	78%	72%
Meteorologists	57%	63%	60%	63%	67%	45%	58%	67%	55%	52%	49%	66%	26%	69%	56%	56%	54%
Judges	47%	74%	34%	36%	68%	40%	60%	52%	57%	40%	23%	25%	30%	40%	67%	60%	52%
Taxi drivers	47%	56%	48%	10%	79%	41%	56%	40%	31%	45%	31%	33%	51%	61%	55%	57%	53%
Lawyers	43%	57%	35%	45%	54%	39%	51%	40%	46%	40%	16%	31%	46%	37%	51%	51%	49%
Priests/church ministers	46%	54%	29%	17%	69%	30%	51%	40%	40%	34%	36%	58%	59%	50%	61%	55%	59%
Travel agents	37%	43%	46%	33%	53%	29%	25%	32%	35%	36%	23%	37%	25%	45%	44%	49%	43%
Financial advisors	29%	21%	27%	41%	26%	18%	16%	31%	21%	32%	16%	39%	38%	34%	41%	27%	41%
Journalists	27%	24%	31%	28%	26%	23%	26%	22%	33%	41%	22%	30%	14%	32%	28%	28%	20%
Trade union leaders	24%	25%	32%	25%	34%	19%	23%	18%	39%	17%	13%	20%	19%	13%	28%	30%	22%
Football players	19%	17%	13%	13%	28%	11%	12%	15%	17%	18%	12%	22%	53%	19%	33%	19%	9%
Car salesmen	15%	14%	18%	23%	19%	7%	11%	19%	16%	16%	7%	17%	17%	20%	15%	20%	8%
Politicians	8%	10%	7%	1%	10%	6%	10%	2%	16%	2%	3%	4%	5%	5%	20%	20%	7%

Results - Trust

Trust in professions



Respondents agreeing - not very much/not at all

	Average all countries	Austria	Belgium	Czech	Finland	France	Germany	Hungary	Netherlands	Poland	Portugal	Romania	Russia	Spain	Sweden	Switzerland	UK
Total	2010	908	1973	2886	1338	2050	7919	3191	2106	920	984	990	1660	483	1364	1336	2055
Politicians	89%	89%	92%	98%	88%	94%	87%	97%	83%	98%	72%	93%	92%	92%	78%	76%	92%
Car salesmen	81%	82%	81%	76%	78%	92%	86%	79%	83%	84%	68%	78%	79%	77%	82%	76%	90%
Football players	76%	80%	85%	85%	69%	87%	85%	83%	82%	82%	62%	73%	42%	78%	65%	76%	89%
Trade union leaders	72%	70%	66%	73%	63%	80%	73%	80%	59%	83%	61%	74%	77%	81%	65%	64%	77%
Journalists	68%	72%	67%	71%	70%	76%	69%	77%	65%	59%	51%	65%	83%	61%	64%	66%	78%
Financial advisors	66%	74%	71%	57%	70%	81%	79%	68%	77%	68%	55%	56%	58%	60%	51%	67%	58%
Travel agents	59%	55%	52%	65%	44%	70%	72%	67%	63%	64%	52%	58%	71%	50%	54%	48%	56%
Priests/church ministers	50%	44%	69%	82%	29%	69%	46%	58%	58%	66%	40%	39%	38%	48%	37%	42%	40%
Lawyers	52%	39%	63%	53%	42%	60%	45%	59%	52%	60%	58%	64%	51%	56%	42%	43%	49%
Taxi drivers	50%	43%	48%	89%	18%	57%	41%	58%	67%	55%	45%	63%	45%	36%	44%	39%	45%
Judges	48%	22%	64%	63%	28%	59%	36%	47%	42%	60%	51%	70%	67%	53%	26%	35%	46%
Meteorologists	39%	33%	38%	36%	29%	53%	37%	31%	43%	48%	26%	29%	71%	26%	36%	39%	44%
Police	35%	16%	41%	50%	6%	49%	18%	44%	34%	48%	26%	61%	79%	19%	14%	20%	28%
Teachers	20%	32%	17%	18%	9%	31%	32%	22%	14%	27%	13%	21%	19%	10%	19%	24%	12%
Farmers	20%	10%	24%	25%	18%	29%	20%	35%	13%	37%	13%	28%	17%	13%	15%	15%	13%
Doctors	16%	9%	9%	11%	7%	13%	14%	26%	10%	37%	8%	24%	44%	9%	9%	9%	11%
Nurses	13%	4%	8%	9%	6%	8%	6%	23%	6%	25%	7%	36%	41%	7%	6%	4%	7%
Pharmacists	11%	6%	5%	18%	4%	13%	10%	12%	12%	22%	5%	12%	39%	4%	6%	7%	5%
Airline pilots	9%	4%	14%	11%	3%	13%	6%	8%	11%	18%	4%	7%	22%	4%	6%	5%	8%
Firefighters	4%	1%	4%	2%	2%	3%	2%	3%	3%	3%	3%	5%	14%	4%	2%	4%	3%



Results - trust

Trust in family and friends

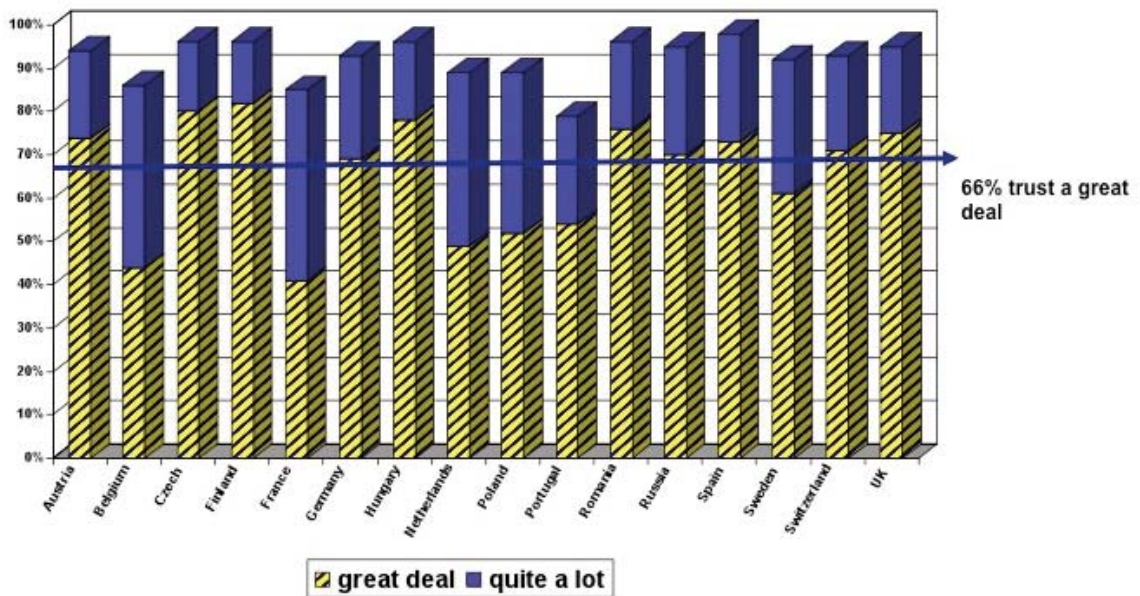
Average agreement across all countries

	Trust			Don't Trust			Not applicable
	A great deal	Quite a lot	Total	Not much	Not at all	Total	
Family	66%	26%	92%	5%	1%	5%	1%
Friends	42%	47%	89%	7%	1%	8%	1%
Work colleagues	9%	48%	57%	25%	4%	29%	9%
Neighbours	9%	48%	56%	33%	6%	39%	2%
Boss	10%	38%	48%	25%	9%	34%	13%

- Trust in friends and family across Europe is high
- Whilst people trust their family “a great deal”, they’re more likely to trust their friends “quite a lot”
- On average 39% don’t trust their neighbours
- In France, Poland and Portugal less than half trust their work colleagues
- Trust in neighbours is low (<50%) in Czech Republic, France, Poland, Portugal, Romania and Russia
- Although less than half trust their boss this question wasn’t applicable to 13% of people

NB numbers don't add up to 100% because not everyone answered this question

Trust family

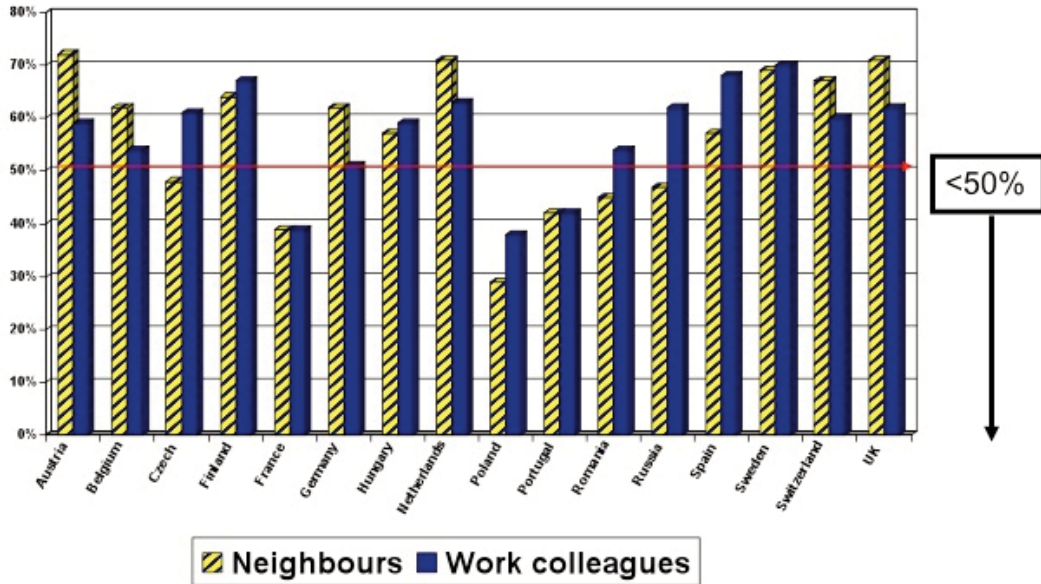


Results - trust

Trust in family and friends



Trust neighbours and work colleagues



67% in Poland don't trust their neighbours

Results - trust

Trust in family and friends



Respondents agreeing:

	Average all countries	Austria	Belgium	Czech	Finland	France	Germany	Hungary	Netherlands	Poland	Portugal	Romania	Russia	Spain	Sweden	Switzerland	UK
Total	2010	908	1973	2886	1338	2050	7919	3191	2106	920	984	990	1660	483	1364	1336	2055
A great deal																	
Family	66%	74%	44%	80%	82%	41%	69%	78%	49%	52%	54%	76%	70%	73%	61%	71%	75%
Friends	42%	49%	34%	45%	50%	33%	40%	47%	43%	32%	34%	28%	38%	42%	48%	49%	56%
Boss	10%	14%	7%	9%	14%	4%	9%	11%	7%	8%	7%	9%	10%	8%	15%	11%	13%
Neighbours	9%	11%	9%	5%	12%	4%	9%	9%	16%	2%	8%	5%	4%	6%	13%	11%	17%
Work colleagues	9%	9%	7%	9%	14%	4%	6%	10%	8%	2%	5%	7%	8%	13%	16%	8%	13%
Quite a lot																	
Work colleagues	48%	50%	48%	52%	53%	35%	45%	49%	55%	35%	37%	47%	53%	55%	54%	52%	49%
Neighbours	48%	61%	53%	43%	53%	35%	54%	48%	54%	27%	34%	39%	44%	51%	57%	57%	55%
Friends	47%	44%	52%	48%	43%	53%	51%	43%	50%	58%	38%	51%	50%	49%	45%	43%	39%
Boss	38%	36%	39%	39%	47%	27%	31%	36%	48%	30%	30%	35%	43%	45%	41%	41%	34%
Family	26%	20%	42%	16%	14%	44%	24%	18%	40%	37%	25%	20%	25%	25%	31%	22%	20%
Great deal/quite a lot																	
Family	92%	94%	85%	96%	96%	85%	93%	95%	89%	90%	79%	96%	96%	98%	92%	92%	95%
Friends	89%	93%	86%	93%	93%	87%	91%	90%	92%	89%	72%	79%	88%	91%	93%	92%	94%
Work colleagues	57%	59%	54%	61%	67%	39%	51%	59%	63%	38%	42%	54%	62%	68%	70%	60%	62%
Neighbours	56%	72%	62%	48%	64%	39%	62%	57%	71%	29%	42%	45%	47%	57%	69%	67%	71%
Boss	48%	50%	46%	49%	60%	31%	41%	47%	55%	38%	37%	44%	54%	53%	57%	52%	47%
Not very much/not at all																	
Neighbours	39%	25%	35%	48%	33%	57%	34%	41%	27%	67%	39%	50%	49%	42%	27%	28%	26%
Boss	34%	22%	40%	35%	26%	55%	29%	35%	28%	47%	37%	34%	40%	39%	25%	25%	26%
Work colleagues	29%	23%	33%	28%	23%	49%	29%	26%	20%	53%	34%	33%	33%	25%	17%	24%	17%
Friends	8%	4%	12%	5%	6%	12%	6%	8%	5%	9%	11%	17%	9%	7%	6%	4%	4%
Family	5%	4%	12%	2%	2%	13%	4%	3%	9%	10%	4%	2%	3%	2%	7%	3%	3%
Not applicable																	
Boss	13%	21%	9%	14%	10%	11%	25%	15%	14%	15%	0%	19%	3%	0%	14%	16%	22%
Work colleagues	9%	13%	8%	9%	7%	9%	16%	12%	14%	9%	0%	9%	2%	0%	11%	10%	18%
Neighbours	2%	1%	2%	2%	2%	3%	1%	1%	1%	4%	0%	3%	2%	0%	2%	1%	1%
Friends	1%	0%	0%	0%	1%	1%	1%	1%	1%	2%	0%	2%	1%	0%	1%	0%	1%
Family	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%

Appendix i

Response rate by country 2010 v 2009



Response rate by country 2010 v 2009

Country	2010				2009			
	Number Mailed	Target for Analysis	Number Analysed	No. Analysed v No. Mailed %	Number Mailed	Target for Analysis	Number Analysed	No. Analysed v No. Mailed %
Postal in 2010:								
Austria	12,000	1,000	908	7.6%	12,000	1,000	987	8.2%
Finland	8,000	1,500	1,338	16.7%	8,000	1,575	1,514	18.9%
Germany E & W	130,000	9,000	7,919	6.1%	140,000	7,500	7,037	5.0%
Portugal	12,200	1,000	984	8.1%	12,200	1,350	820	6.7%
Romania	7,000	1,000	990	14.1%	7,000	1,040	1,025	14.6%
Spain	9,500	750	483	5.1%	9,500	800	753	7.9%
Sweden	10,000	1,000	1,364	13.6%	10,000	1,000	1,030	10.3%
Switzerland F & G	29,918	1,500	1,336	4.5%	42,000	3,000	1,082	2.6%
Total	218,618	16,750	15,322	7.0%	240,700	17,265	14,248	5.9%
On-Line in 2010:					All Postal in 2009 apart from UK:			
Belgium F & FI	14,253	2,000	1,973	13.8%	10,041	700	863	8.6%
Czech	20,000	2,000	2,886	14.4%	12,500	1,350	1,301	10.4%
France	200,000	2,000	2,050	1.0%	9,377	1,400	863	9.2%
Hungary	20,000	2,000	3,191	16.0%	10,000	1,300	1,224	12.2%
Netherlands*	13,624	2,000	2,106	15.5%	10,087	900	1,026	10.2%
Poland	20,174	2,000	920	4.6%	10,000	1,340	844	8.4%
Russia	24,855	2,000	1,660	6.7%	10,000	1,000	1,094	10.9%
UK*	34,282	2,000	2,055	6.0%	19,889	2,000	1,824	9.2%
Total	347,188	16,000	16,841	4.9%	91,894	9,990	9,039	9.8%
Total on-line + postal	565,806	32,750	32,163	5.7%	332,594	27,255	23,287	7.0%

Commentary:

- *Maximum targets by country differed according to each country's requirements
- *Targets for on-line countries were increased in 2010 to allow for the split sample
- *Respondents aged <20yrs were excluded in every country

Postal:

- *Completed questionnaires were returned to Reader's Digest local offices and then dispatched in bulk to the UK
- *As each country had a "maximum" target for analysis they only dispatched the quantity required for data processing
- *Number analysed v number mailed does not reflect the overall response rate as

countries only dispatched their target

- *Returned questionnaires with no age/sex data were excluded from analysis
- *In 2009 many responses were excluded in Switzerland to retain the correct ratio of French to German, thus reducing the total analysed

On-line:

- *Apart from Poland all e-mail invitations were issued from the U.K.
- *Delivery rates varied massively by country (old addresses/Spam guards etc.)
- *No. analysed v number mailed isn't a true reflection of response rate due to non delivery issues
- *Incentives weren't offered in France and Belgium

Appendix ii Respondent base 2006 - 2010



Yearly comparison - quantity analysed year on year past 5 years

	2006	2007	2008	2009	2010
Austria	927	665	608	987	908
Belgium	755	945	854	863	1,973
Czech	1,293	1,191	1,287	1,301	2,886
Finland	1,640	1,384	1,359	1,514	1,338
France	1,115	983	945	863	2,050
Germany	7,119	6,733	5,267	7,037	7,919
Hungary	1,295	1,280	1,332	1,224	3,191
Netherlands	1,246	1,232	1,183	1,026	2,106
Poland	1,109	1,239	1,012	844	920
Portugal	1,022	1,189	901	820	984
Romania		1,190	1,299	1,025	990
Russia	1,330	757	1,158	1,094	1,660
Spain	627	626	650	753	483
Sweden	Not included	993	1,030	1,364	
Switzerland	1,061	1,052	864	1,082	1,336
UK	4,894	3,748	3,939	1,824	2,055
Total	25,434	24,213	23,651	23,287	32,163

Commentary:

*Target response for Germany is significantly higher than other countries to enable detailed comparison of E & W

*Fieldwork for UK has been conducted exclusively on-line since 2005

*In 2010 the UK was joined by 7 countries for on-line data gathering (all shown in italics)

*As part of their on-line methodology each country doubled their on-line target response

*Each on-line respondent was required to answer only half the brand questions

Appendix iii Respondents by category by country 2010 and 2009



Respondents by category by country 2010 and 2009

	Car	Kitchen	PC	Mobile	Network	Camera	Holiday	Bank	Credit	Insurance	ISP	Petrol	Vitamins	Pain	Cold	Hair
Austria	2010	844	791	506	718	643	681	475	778	578	718	417	634	217	489	394
	2009	916	834	562	778	727	713	550	874	618	772	457	716	366	533	551
Belgium	2010	846	794	738	864	755	671	440	784	632	669	777	690	199	519	310
	2009	611	563	396	552	562	438	333	589	470	525	420	487	176	441	221
Czech	2010	1,295	1,193	885	1,319	1,192	1,192	712	1,185	925	1,019	652	1,041	344	862	769
	2009	937	850	536	940	907	799	667	842	730	737	402	796	369	625	625
Finland	2010	1,237	1,174	973	1,255	1,218	1,098	941	1,275	1,031	1,238	1,025	1,147	757	1,140	623
	2009	1,361	1,275	1,086	1,387	1,335	1,204	1,063	1,401	1,155	1,353	1,128	1,292	835	1,269	731
France	2010	858	796	766	856	835	780	329	747	738	683	869	622	248	511	300
	2009	779	666	483	675	655	568	226	700	608	634	496	569	141	424	211
Germany	2010	7,039	6,549	4,067	5,678	5,132	5,271	3,510	6,452	4,207	5,839	3,514	5,258	1,955	4,150	3,137
	2009	6,239	5,842	3,735	5,172	4,697	4,654	3,360	5,795	3,885	5,312	3,105	4,526	1,884	3,916	3,013
Hungary	2010	1,423	1,019	1,121	1,390	1,407	1,323	632	1,325	930	1,209	1,191	1,314	1,065	1,137	871
	2009	1,125	1,081	821	1,122	1,121	991	730	1,099	811	1,066	857	1,051	775	984	822
Netherlands	2010	916	883	820	938	792	824	479	883	529	801	859	778	367	697	405
	2009	765	732	591	681	728	674	435	752	477	677	678	636	315	575	321
Poland	2010	449	422	400	442	447	441	342	449	365	430	321	441	212	421	395
	2009	760	724	511	740	732	693	490	752	547	708	410	700	538	691	611
Portugal	2010	929	886	661	803	790	655	621	877	614	699	561	757	495	714	571
	2009	775	701	551	749	749	620	462	723	485	653	509	666	298	603	439
Romania	2010	912	900	667	899	884	758	443	890	634	725	732	762	499	638	676
	2009	846	842	596	745	786	722	450	853	696	744	693	785	538	640	711
Russia	2010	706	715	609	771	662	705	272	588	444	463	451	496	423	495	453
	2009	690	721	458	754	718	646	354	599	516	491	317	561	525	567	530
Spain	2010	431	420	362	426	419	356	283	436	322	375	305	336	115	365	252
	2009	610	566	447	603	567	509	377	584	494	554	420	516	232	510	377
Sweden	2010	1,243	1,126	903	1,156	1,087	1,015	806	1,169	930	1,136	907	1,054	364	894	548
	2009	895	849	667	850	806	764	637	865	715	826	674	809	284	687	407
Switzerland	2010	1,170	1,116	838	1,045	1,064	933	753	1,074	856	949	777	820	477	737	632
	2009	966	895	739	926	947	805	661	911	755	803	726	695	452	621	524
UK	2010	907	873	908	938	809	878	529	829	684	738	840	793	480	706	661
	2009	1,586	746	771	770	757	737	547	805	696	642	820	657	293	525	477

Data was gathered on-line in 2010 for: Belgium, Czech, France, Hungary, Netherlands, Poland, Russia, UK (highlighted in blue). The on-line sample was split, with each half answering half of the brand questions. Fieldwork for UK has been conducted on-line for the past 5 years; in 2009 the car category was included for the full sample. Only brand names relevant to the category were included for analysis, all other nominations were deleted prior to weighting. Most deletions were in Vitamins category where people nominated fruit (apples, oranges etc.)

Appendix iv Respondent profile across all countries



Respondent profile across all countries

Total 16 countries	Total	Men	Women	Under 50	Over 50	Under 60	Over 60	Adults only	Single person	Families
	32,162	15,423	16,740	17,070	15,089	23,032	9,126	16,503	5,722	8,804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Men	48%	100%	0%	50%	46%	49%	45%	50%	44%	47%
Women	52%	0%	100%	50%	54%	51%	55%	50%	56%	53%
15-19				Excluded from analysis						
20-39	25%	26%	25%	48%	0%	35%	0%	17%	17%	49%
40-49	28%	30%	26%	52%	0%	39%	0%	23%	24%	39%
50-59	19%	18%	19%	0%	40%	26%	0%	25%	17%	8%
60+	28%	27%	30%	0%	60%	0%	100%	35%	42%	4%
Adults only	51%	54%	49%	39%	66%	46%	64%	100%	0%	0%
Single person	18%	16%	19%	14%	23%	14%	26%	0%	100%	0%
Families	27%	27%	28%	45%	7%	37%	4%	0%	0%	100%

Appendix v Respondent profile by country



Respondent profile by country		Sex/age/household															
		Average all countries	Austria	Belgium	Czech	Finland	France	Germany	Hungary	Netherlands	Poland	Portugal	Romania	Russia	Spain	Sweden	Switzerland
Total	2010 100%	908 100%	1973 100%	2886 100%	1338 100%	2050 100%	7919 100%	3191 100%	2106 100%	920 100%	984 100%	990 100%	1660 100%	483 100%	1364 100%	1336 100%	2055 100%
Men	964 48%	440 48%	952 48%	1426 49%	648 48%	978 48%	3826 48%	1470 46%	1037 49%	457 50%	467 47%	469 47%	743 45%	237 49%	672 49%	596 45%	1006 49%
Women	1046 52%	468 52%	1021 52%	1461 51%	690 52%	1072 52%	4093 52%	1720 54%	1069 51%	463 50%	517 53%	521 53%	917 55%	246 51%	692 51%	740 55%	1049 51%
Under 50	1067 54%	508 56%	1077 54%	1588 55%	671 50%	1160 57%	4000 51%	1722 54%	1178 55%	550 60%	559 58%	529 54%	989 59%	281 58%	700 51%	505 38%	1053 51%
Over 50	943 46%	401 44%	896 45%	1298 45%	666 50%	890 44%	3920 49%	1469 46%	927 44%	369 41%	425 43%	460 46%	672 40%	203 43%	663 49%	831 62%	998 49%
Under 60	1440 73%	655 72%	1411 71%	2105 73%	924 69%	1483 73%	5339 68%	2304 72%	1561 73%	837 91%	708 73%	671 68%	1489 89%	353 73%	925 68%	792 59%	1476 72%
Over 60	570 27%	254 28%	562 28%	781 27%	413 31%	567 28%	2581 32%	887 28%	544 26%	82 10%	276 28%	318 32%	172 10%	131 28%	438 32%	544 41%	575 28%
Adults only	1031 51%	464 51%	1061 54%	1476 51%	601 45%	962 47%	4367 55%	1611 50%	1034 49%	267 29%	513 52%	589 60%	893 54%	303 63%	599 44%	709 53%	1053 51%
Single person	358 17%	181 20%	331 17%	378 13%	284 21%	325 16%	1809 23%	428 13%	475 23%	223 24%	73 7%	76 8%	78 5%	58 12%	347 25%	314 24%	342 17%
Families	550 29%	235 26%	531 27%	930 32%	386 29%	705 34%	1447 18%	1022 32%	543 26%	344 37%	372 38%	280 28%	657 40%	108 22%	369 27%	262 20%	613 30%

Appendix vi Respondent personality



As identified by respondents themselves

Personality	Average all countries		Austria		Belgium		Czech		Finland		France		Germany		Hungary		Netherlands		Poland		Portugal		Romania		Russia		Spain		Sweden		Switzerland		UK		
	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011			
Total	908	1973	2886	1338	2050	7919	3191	2106	920	984	990	1660	483	1364	1336	2055																			
Active	52%	53%	49%	34%	52%	55%	60%	53%	60%	44%	44%	56%	42%	42%	59%	38%																			
Adventurous	28%	43%	12%	34%	17%	32%	39%	32%	41%	23%	19%	15%	25%	35%	31%	26%																			
Ambitious	32%	40%	23%	23%	20%	42%	31%	27%	56%	27%	64%	16%	15%	54%	31%	22%																			
Career	14%	17%	11%	10%	5%	13%	5%	12%	7%	43%	54%	7%	8%	6%	12%	14%																			
Cautious	48%	50%	40%	43%	53%	50%	53%	45%	44%	50%	69%	38%	47%	47%	53%	35%																			
Community-minded	41%	60%	37%	39%	64%	64%	47%	22%	26%	26%	57%	28%	23%	34%	61%	30%																			
Conformist	16%	4%	4%	78%	5%	3%	72%	4%	4%	8%	29%	4%	25%	2%	5%	10%																			
Decisive	43%	51%	32%	52%	40%	50%	57%	47%	38%	39%	40%	36%	26%	58%	49%	31%																			
Discerning	40%	41%	26%	53%	27%	37%	77%	38%	64%	33%	63%	29%	12%	49%	38%	26%																			
Family oriented	67%	82%	65%	66%	69%	78%	81%	60%	76%	45%	80%	60%	58%	52%	75%	69%																			
Follower	16%	47%	3%	31%	5%	42%	16%	2%	6%	2%	22%	9%	9%	5%	49%	7%																			
Fulfilled	33%	34%	45%	6%	12%	26%	26%	66%	15%	25%	36%	29%	40%	51%	40%	17%																			
Global	22%	33%	35%	7%	20%	55%	30%	23%	7%	11%	16%	10%	13%	21%	25%	10%																			
Honest	79%	83%	85%	58%	80%	83%	83%	84%	70%	66%	85%	63%	77%	88%	82%	85%																			
Impulsive	26%	37%	21%	24%	26%	35%	17%	26%	30%	25%	25%	20%	29%	29%	30%	24%																			
Influential	13%	16%	9%	5%	11%	12%	5%	9%	13%	13%	22%	11%	16%	14%	17%	17%																			
Laid back	29%	34%	40%	8%	37%	32%	23%	52%	45%	6%	33%	4%	1%	38%	36%	38%																			
Leader	19%	13%	19%	12%	12%	8%	22%	22%	32%	19%	30%	24%	15%	27%	15%	22%																			
Local	25%	31%	31%	48%	7%	34%	56%	22%	21%	13%	23%	7%	16%	21%	29%	24%																			
Modern	32%	32%	28%	25%	29%	33%	35%	30%	42%	25%	46%	41%	29%	24%	28%	25%																			
Optimistic	57%	73%	52%	50%	43%	66%	56%	60%	54%	39%	72%	62%	58%	60%	65%	51%																			
Passionate	31%	40%	31%	17%	41%	33%	32%	27%	9%	36%	56%	22%	35%	26%	35%	37%																			
Practical	65%	73%	62%	73%	46%	75%	67%	66%	63%	53%	77%	51%	69%	71%	73%	66%																			
Rebel	15%	18%	13%	10%	20%	13%	19%	14%	31%	11%	12%	8%	15%	9%	17%	10%																			
Self confident	42%	66%	31%	25%	15%	64%	40%	46%	41%	31%	63%	44%	43%	40%	52%	43%																			
Settled	40%	31%	36%	46%	47%	27%	65%	30%	41%	12%	64%	46%	38%	68%	28%	42%																			
Stressed	21%	23%	21%	11%	30%	24%	17%	14%	21%	17%	25%	19%	21%	24%	17%	25%																			
Stylish	20%	32%	17%	9%	14%	27%	23%	21%	23%	9%	32%	17%	12%	14%	25%	16%																			
Traditional	35%	43%	29%	25%	27%	38%	40%	34%	32%	23%	42%	18%	49%	18%	40%	44%																			
Unfulfilled	11%	6%	7%	6%	14%	9%	18%	4%	19%	22%	13%	7%	15%	4%	6%	14%																			

Appendix vii Category votes for 2009



Votes cast within each of the 20 common categories - ranked highest first

Category	2009				2008			
	Total across all countries exc. UK	% of Respondents voting in this category	Total across all countries exc. UK	% of Respondents voting in this category exc. UK	Total across all countries exc. UK	% of Respondents voting in this category	Total across all countries exc. UK	% of Respondents voting in this category exc. UK
Car*	19,674	85%	18,076	84%	21,264	98%	17,908	91%
Bank/Building Society	17,862	80%	17,074	80%	19,178	88%	17,420	88%
Kitchen Appliance	17,492	78%	16,758	78%	17,840	82%	16,436	83%
Mobile Phone Handset	16,731	75%	15,980	74%	17,374	80%	15,769	80%
Soap Powder	16,405	73%	15,786	74%	16,974	78%	15,568	79%
Insurance Company	16,383	73%	15,761	73%	17,080	79%	15,800	80%
Mobile Phone Service Provider	16,069	72%	15,309	71%	16,865	78%	15,143	77%
Petrol Retailer	14,970	67%	14,284	67%	15,752	73%	14,256	72%
Camera	14,829	66%	14,086	66%	14,943	69%	13,330	68%
Hair Care Product	13,235	59%	12,793	60%	14,036	65%	12,892	65%
Credit Card	13,187	59%	12,495	58%	14,453	67%	12,963	66%
Skin Care	13,032	58%	12,534	58%	13,675	63%	12,638	64%
Analgesic/Pain Relief Tablet	12,834	57%	12,338	57%	13,946	64%	12,772	65%
Personal Computer	11,881	53%	11,124	52%	12,137	56%	10,585	54%
Internet Service Provider	10,983	49%	10,144	47%	11,217	52%	9,464	48%
Holiday Company/Tour Operator	10,849	48%	10,325	48%	11,302	52%	10,367	53%
Cough/Cold Remedy	9,682	43%	9,257	43%	10,517	49%	9,578	49%
Cosmetic	9,180	41%	8,837	41%	9,907	46%	9,228	47%
Breakfast cereal	8,988	40%	8,323	39%	10,708	49%	9,101	46%
Vitamins	7,444	33%	7,165	33%	8,506	39%	7,651	39%
Total across 20 categories	271,710	61%	258,449	60%	287,674	66%	258,869	66%
Total respondent base*	22,375	100%	21,463	100%	21,682	100%	19,712	100%

*Although the UK had a total respondent base of 1,824, half were asked about 50% of categories and the remainder asked about the other 50%

*All UK respondents were asked to complete the brand questions for the car category so the all country respondent base was 23,287

*A slight change in questionnaire layout in some countries resulted in respondent confusion, this might explain the lower response rates to some categories

Appendix vii

Weighting factors applied in each country



Background

With the intention that the survey results will have maximum relevance to marketers, every attempt has been made to ensure that, as far as possible, they represent the views of the population in general rather than purely "Reader's Digest readers". Not only will brand preferences vary but so will levels of trust in different professions and institutions. For these reasons weightings were applied to the respondents to bring them in line with the population by age + sex.

STAGE 1: local identification of respondent names. Prior to mailing and e-mailing, each edition was advised to identify a sample of subscribers who, as far as possible, might represent the population profile by age and sex.

STAGE 2: Respondents were classified according to their age and sex prior to comparison with the population profile. Weightings were then applied to each respondent according to whether their sex/age group was "over" or "under" represented v the population profile. As with ETB09 most countries had a significant under representation of younger people (15 – 19yrs) we therefore excluded them from analysis in all countries.

With the aim of producing a weight of no more than 2 in every cell, age groups were "collapsed" (grouped) together as far as was meaningful.

The following tables show country by country the weights that were applied and the final age breaks that were achieved prior to analysing the results.

The 8 on-line countries had a split sample (half the sample was asked to respond to 50% of the brand categories and the remaining half the other 50%). In every case the 2 samples were weighted independently e.g. Belgium 1 and Belgium 2.

Some countries were unable to provide precise population profiles matching the needs of the survey. This is why, even though they may have received a high response within certain age groups, it's not possible to weight them back to the population.

Appendix vii Population weightings applied in each country



Austria

Group	Resp %	Popn %	Weight
M 20-49	6.28	27.05	4.31
M 50-59	12.22	7.82	0.64
M 60-69	28.74	6.77	0.24
M 70+	11.12	6.76	0.61
W 20-49	8.15	28.83	3.54
W 50-59	8.70	8.34	0.96
W 60-69	17.95	7.21	0.40
W 70+	6.83	7.21	1.06

Belgium 1

Group	Resp %	Popn %	Weight
M 20-49	14.08	27.53	1.95
M 50-59	19.86	8.47	0.43
M 60+	30.70	12.27	0.40
W 20-49	11.85	27.05	2.28
W 50-59	13.68	8.45	0.62
W 60+	9.83	16.24	1.65

Belgium 2

Group	Resp %	Popn %	Weight
M 20-49	14.99	27.53	1.84
M 50-59	21.48	8.47	0.39
M 60+	31.31	12.27	0.39
W 20-49	12.36	27.05	2.19
W 50-59	13.88	8.45	0.61
W 60+	10.13	16.24	1.60

Czech Republic 1

Group	Resp %	Popn %	Weight
M 20-39	11.35	20.32	1.79
M 40-49	10.24	8.49	0.83
M 50-59	15.09	8.98	0.59
M 60+	14.26	11.64	0.82
W 20-39	13.36	18.40	1.38
W 40-49	12.46	7.84	0.63
W 50-59	15.43	8.94	0.58
W 60+	7.82	15.40	1.97

Czech Republic 2

Group	Resp %	Popn %	Weight
M 20-39	10.10	20.32	2.01
M 40-49	8.79	8.49	0.96
M 50-59	13.91	8.98	0.64
M 60+	14.05	11.64	0.83
W 20-39	16.54	18.40	1.11
W 40-49	12.80	7.84	0.61
W 50-59	14.74	8.94	0.61
W 60+	8.93	15.40	1.72

Finland

Group	Resp %	Popn %	Weight
M 20-39	9.94	16.39	1.65
M 40-49	8.30	9.21	1.11
M 50-59	9.79	9.44	0.96
M 60-69	10.46	7.43	0.71
M 70-79	4.26	4.18	0.98
M 80+	2.02	1.79	0.89
W 20-39	14.28	15.59	1.09
W 40-49	12.03	8.98	0.75
W 50-59	11.43	9.49	0.83
W 60-69	9.79	7.96	0.81
W 70-79	5.38	5.54	1.03
W 80+	2.32	4.00	1.73

Appendix vii Population weightings applied in each country



France 1

Group	Resp %	Popn %	Weight
M 20-39	8.47	18.89	2.23
M 40-49	10.31	9.36	0.91
M 50-59	9.08	7.94	0.87
M 60+	9.08	11.57	1.27
W 20-39	22.96	19.36	0.84
W 40-49	19.80	9.00	0.45
W 50-59	13.78	7.87	0.57
W 60+	6.53	16.02	2.45

France 2

Group	Resp %	Popn %	Weight
M 20-39	8.47	18.89	2.45
M 40-49	10.61	9.36	0.97
M 50-59	11.73	7.94	0.74
M 60+	9.80	11.57	1.30
W 20-39	25.31	19.36	0.84
W 40-49	22.24	9.00	0.44
W 50-59	14.59	7.87	0.59
W 60+	6.94	16.02	2.53

Germany

Group	Resp %	Popn %	Weight
M 20-49	6.41	25.64	4.00
M 50-59	13.07	8.39	0.64
M 60-69	25.43	7.38	0.29
M 70-79	9.38	5.46	0.58
M 80+	4.94	1.44	0.29
W 20-49	7.10	24.86	3.50
W 50-59	10.10	8.52	0.84
W 60-69	14.76	8.00	0.54
W 70-79	5.49	7.55	1.37
W 80+	3.31	2.76	0.83

Hungary 1

Group	Resp %	Popn %	Weight
M 20-39	8.31	18.56	2.23
M 40-49	6.61	8.37	1.27
M 50-59	9.38	8.56	0.91
M 60+9.38	10.65	1.13	
W 20-39	20.09	18.48	0.92
W 40-49	17.38	8.70	0.50
W 50-59	19.96	9.74	0.49
W 60+8.88	16.93	1.91	

Hungary 2

Group	Resp %	Popn %	Weight
M 20-39	8.94	18.56	2.08
M 40-49	8.19	8.37	1.03
M 50-59	10.33	8.56	0.83
M 60+	10.08	10.65	1.06
W 20-39	18.14	18.48	1.02
W 40-49	15.37	8.70	0.57
W 50-59	19.40	9.74	0.50
W 60+	9.95	16.93	1.71

Appendix vii Population weightings applied in each country



Netherlands 1

Group	Resp %	Popn %	Weight
M 20-49	9.87	28.21	2.86
M 50-59	13.31	8.81	0.66
M 60-69	19.37	6.47	0.33
M 70+13.31	5.69	0.43	
W 20-49	16.48	27.76	1.68
W 50-59	15.83	9.36	0.59
W 60-69	8.85	6.80	0.77
W 70+2.98	6.91	2.32	

Netherlands 2

Group	Resp %	Popn %	Weight
M 20-49	9.03	28.21	3.01
M 50-59	13.97	8.81	0.61
M 60-69	19.09	6.47	0.33
M 70+	10.61	5.69	0.52
W 20-49	16.11	27.76	1.66
W 50-59	14.06	9.36	0.64
W 60-69	8.85	6.80	0.74
W 70+	4.66	6.91	1.43

Poland 1

Group	Resp %	Popn %	Weight
M 20-29	10.26	11.28	1.10
M 30-39	8.95	10.22	1.14
M 40-49	10.48	9.46	0.90
M 50+13.97	18.72	1.34	
W 20-29	14.85	10.53	0.71
W 30-39	13.32	9.57	0.72
W 40-49	13.97	8.71	0.62
W 50+14.19	21.53	1.52	

Poland 2

Group	Resp %	Popn %	Weight
M 20-29	10.92	11.28	1.04
M 30-39	11.14	10.22	0.93
M 40-49	6.11	9.46	1.56
M 50+	17.69	18.72	1.07
W 20-29	15.28	10.53	0.70
W 30-39	12.23	9.57	0.79
W 40-49	12.01	8.71	0.73
W 50+	15.50	21.53	1.40

Portugal

Group	Resp %	Popn %	Weight
M 20-39	7.32	19.57	2.67
M 40-49	6.91	8.62	1.25
M 50-59	9.55	7.22	0.76
M 60-69	12.40	6.25	0.50
M 70+	12.09	5.79	0.48
W 20-39	15.75	19.60	1.24
W 40-49	10.06	9.03	0.90
W 50-59	9.96	7.93	0.80
W 60-69	9.15	7.35	0.80
W 70+	6.81	8.63	1.27

Romania

Group	Resp %	Popn %	Weight
M20-39	6.36	19.27	3.03
M 40-49	6.46	8.51	1.32
M 50-59	11.31	5.79	0.51
M 60-69	11.92	5.08	0.43
M 70+	11.82	8.75	0.74
W 20-39	9.60	17.26	1.80
W 40-49	8.48	8.51	1.00
W 50-59	15.35	8.51	0.55
W 60-69	12.12	6.03	0.50
W 70+	6.57	12.29	1.87

Appendix vii Population weightings applied in each country



Russia 1

Group	Resp %	Popn %	Weight
M 20-29	8.45	11.06	1.31
M 30-39	14.00	9.08	0.65
M 40-49	12.27	9.01	0.73
M 50+16.44	15.78	0.96	
W 20-29	10.65	10.88	1.02
W 30-39	14.81	9.33	0.63
W 40-49	10.88	9.90	0.91
W 50+12.50	24.98	2.00	

Russia 2

Group	Resp %	Popn %	Weight
M 20-29	8.45	11.06	1.23
M 30-39	12.04	9.08	0.71
M 40-49	12.04	9.01	0.70
M 50+	13.66	15.78	1.08
W 20-29	11.46	10.88	0.89
W 30-39	15.05	9.33	0.58
W 40-49	11.92	9.90	0.78
W 50+	9.26	24.98	2.53

Spain

Group	Resp %	Popn %	Weight
M 20-49	10.56	29.68	2.81
M 50-59	11.18	7.36	0.66
M 60-69	19.46	5.61	0.29
M 70-79	16.56	4.24	0.26
M 80+	8.70	2.12	0.24
W 20-49	9.73	28.30	2.91
W 50-59	8.49	7.48	0.88
W 60-69	8.07	6.11	0.76
W 70-79	4.97	5.36	1.08
W 80+	2.28	3.74	1.64

Sweden

Group	Resp %	Popn %	Weight
M 20-49	7.40	26.18	3.54
M 50-59	12.24	8.31	0.68
M 60-69	10.92	7.83	0.72
M 70-79	10.48	4.36	0.42
M 80+	5.57	2.56	0.46
W 20-49	13.78	25.14	1.82
W 50-59	12.83	8.20	0.64
W 60-69	11.14	7.89	0.71
W 70-79	9.46	5.12	0.54
W 80+	6.16	4.41	0.72

Switzerland

Group	Resp %	Popn %	Weight
M 20-39	3.89	8.68	2.23
M 40-49	11.23	9.17	0.82
M 40-49	11.23	9.17	0.82
M 50-59	13.40	9.67	0.72
M 60-69	13.55	7.69	0.57
M 70+	13.92	9.42	0.68
W 20-39	6.89	10.58	1.54
W 40-49	13.25	9.35	0.71
W 50-59	12.05	11.81	0.98
W 60-69	7.26	11.32	1.56
W 70+	4.57	12.31	2.70

Appendix vii Population weightings applied in each country



UK 1

Group	Resp %	Popn %	Weight
M 18-39	2.80	18.62	5.02
M 40-59	25.70	16.66	0.63
M 60+32.52	13.72	0.58	
F 18-39	4.67	19.38	5.12
F 40-59	21.31	17.34	0.83
F 60+12.99	14.28	0.72	

UK 2

Group	Resp %	Popn %	Weight
M 18-39	3.27	18.62	4.14
M 40-59	23.55	16.66	0.63
M 60+	29.72	13.72	0.56
F 18-39	4.67	19.38	4.50
F 40-59	17.66	17.34	0.93
F 60+	13.18	14.28	0.69

Appendix viii Sample questionnaire



Confidence in Institutions

How much trust do you have in the following institutions in your country?

	A great deal	Quite a bit	Not very much	Not at all
Television and radio media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Press	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Church	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Institution of marriage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The European Union	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Politicians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Advertising industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Trust in Professions

How much trust do you have in the following professions in your country?

	A great deal	Quite a bit	Not very much	Not at all
Airline pilots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Priests/church ministers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car salesmen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nurses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Politicians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doctors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel agents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Football players	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Trust in Family and Friends

How much trust do you have in the following?

	A great deal	Quite a bit	Not very much	Not at all
Friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighbours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work colleagues (excluding your boss)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

About Your Personality

Please indicate by ticking the relevant box(es) as many of the words shown below that you think strongly describe your personality, and/or describes your behaviour or outlook on life most of the time:

<input type="checkbox"/> Adventurous	<input type="checkbox"/> Ambitious	<input type="checkbox"/> Conformist
<input type="checkbox"/> Follower	<input type="checkbox"/> Community-minded	<input type="checkbox"/> Global
<input type="checkbox"/> Career	<input type="checkbox"/> Impulsive	<input type="checkbox"/> Honest
<input type="checkbox"/> Stressed	<input type="checkbox"/> Fulfilled	<input type="checkbox"/> Optimistic
<input type="checkbox"/> Passionate	<input type="checkbox"/> Modern	<input type="checkbox"/> Stylish
<input type="checkbox"/> Settled	<input type="checkbox"/> Rebel	<input type="checkbox"/> Leader
<input type="checkbox"/> Self confident	<input type="checkbox"/> Local	<input type="checkbox"/> Family oriented
<input type="checkbox"/> Cautious	<input type="checkbox"/> Active	<input type="checkbox"/> Laid back
<input type="checkbox"/> Unfulfilled	<input type="checkbox"/> Discerning	<input type="checkbox"/> Practical
<input type="checkbox"/> Traditional	<input type="checkbox"/> Decisive	<input type="checkbox"/> Influential

Tell Us About The Brands You Trust The Most

Listed below are some product categories. For each category, we'd like you to tell us the brand you believe most deserves to be called your 'most trusted brand'. It really doesn't matter if you don't own or use some of the products listed - your opinions will be equally valued.

Once you've named your most trusted brand in each category, we'd like you to rate it across four criteria by circling the appropriate number - where 5 is the top score you can award, and 1 is the lowest, e.g. **1 2 3 4 5**. **Quality:** Provides good quality, well made, well designed products/services.

Excellent Value: Offers value for money to the customer

Strong Image: Consistent brand identity - a distinctive brand which says something about the customers who use it

Understand Customer Needs: A brand which knows what its customers want and produces a product that satisfies those needs

I'm a customer: Tick 'yes' if you are a customer of the brand you named or if you have bought/used that brand in the last 12 months.

Would you recommend this brand to others?: Tick 'yes' if you would recommend the brand, company or service to others.

My most trusted brand of...

Car is ...	Quality	Excellent value	Strong image	Understand customer needs	I'm a customer	Would you recommend this brand to others?
MICK CAPITALS PHASE	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	YES <input type="checkbox"/>	YES <input type="checkbox"/>
Large kitchen appliance is ...	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	YES <input type="checkbox"/>	YES <input type="checkbox"/>
MICK CAPITALS PHASE	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	YES <input type="checkbox"/>	YES <input type="checkbox"/>
Camera is ...	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	YES <input type="checkbox"/>	YES <input type="checkbox"/>
MICK CAPITALS PHASE	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	YES <input type="checkbox"/>	YES <input type="checkbox"/>

Appendix viii

Sample questionnaire



Personal computer is ...	Quality	Excellent	Very good	Unlabeled category	In a customer's mind, you fit the bill to check	Mobile phone handset is ...	Quality	Excellent	Very good	Unlabeled category	In a customer's mind, you fit the bill to check	Hair care product is ...	Quality	Excellent	Very good	Unlabeled category	In a customer's mind, you fit the bill to check	
																		1
Block capitals please						Block capitals please						Block capitals please						
Mobile phone handset is ...						Mobile phone handset is ...						Cosmetic is ...						
Block capitals please						Block capitals please						Block capitals please						
Mobile phone service provider is ...						Mobile phone service provider is ...						Skin care product is ...						
Block capitals please						Block capitals please						Block capitals please						
Internet service provider is ...						Internet service provider is ...						Soap powder is ...						
Block capitals please						Block capitals please						Block capitals please						
Holiday company/tour operator is ...						Holiday company/tour operator is ...						Breakfast cereal is ...						
Block capitals please						Block capitals please						Block capitals please						
Bank/building society is ...						Bank/building society is ...						Local category 1 is ...						
Block capitals please						Block capitals please						Block capitals please						
Credit card is ...						Credit card is ...						Local category 2 is ...						
Block capitals please						Block capitals please						Block capitals please						
Insurance company is ...						Insurance company is ...						Local category 3 is ...						
Block capitals please						Block capitals please						Block capitals please						
Petrol retailer is ...						Petrol retailer is ...						Local category 4 is ...						
Block capitals please						Block capitals please						Block capitals please						
Vitamins is ...						Vitamins is ...						Local category 5 is ...						
Block capitals please						Block capitals please						Block capitals please						
Analgesic/pain relief is ...						Analgesic/pain relief is ...						Local category 6 is ...						
Block capitals please						Block capitals please						Block capitals please						
Cough/cold remedy is ...						Cough/cold remedy is ...						Local category 7 is ...						
Block capitals please						Block capitals please						Block capitals please						

Reader's
Digest



Appendix viii Sample questionnaire



About The Trusted Brand Logo

Before receiving this questionnaire had you seen this Trusted Brand logo anywhere?
Tick all that apply.



- Yes In Reader's Digest magazine
- Yes Somewhere else
- No Not seen it before
- Product packaging
- Advertisement in a magazine or newspaper
- Television commercial
- Counter or point of sale at a shop, pharmacy or bank
- Mailing piece or product brochure
- Internet web-site
- Outdoor poster or billboard
- Other

Trust and the Environment

How much do you worry about the state of the environment these days?

Tick one box only.

- A great deal
- Quite a lot
- Only a little
- Not at all

We'd like to know how you think and feel about a range of issues related to the environment. Here's a list of statements - please indicate how much you, personally, agree or disagree with each one by ticking **one** box in each row below.

	Agree strongly	Tend to agree	Tend to disagree	Disagree strongly
I have made significant changes to my behaviour to become more environmentally-friendly (e.g. reduced airline travel, used public transport more, used more locally-produced products, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to pay more for environmentally friendly products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look for 'environment-friendly' seals on products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My household actively recycles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In my house we make a special effort to save energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental performance is the most important factor I would consider when choosing to buy a car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I actively try to avoid products that are not environment-friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big companies are actively helping to improve the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People worry too much about the environment these days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Quality	Efficient	Strongly agree	Unreliable	In a customer's	Would not purchase this product again
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Local category 8 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 9 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 10 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 11 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 12 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 13 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 14 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 15 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 16 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 17 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local category 18 is ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix ix Reader's Digest circulation and readership across Europe



Country/Edition	Circulation	Adult Readers
Countries/editions included in ETB 2010:		
Austria	41,099	100,000
Belgium Dutch	38,072	165,600
Belgium French	34,579	156,200
Czech Republic*	101,691	177,000
Finland	210,961	606,000
France	335,361	1,541,000
Germany	770,803	2,510,000
Hungary	115,153	268,000
Netherlands	129,895	514,000
Poland	116,580	457,000
Portugal	93,235	270,000
Romania	96,000	246,000
Russia	411,000	928,100
Spain	41,000	118,000
Sweden	49,100	Not available
Swiss French	35,234	77,000
Swiss German	112,939	337,000
UK	541,282	1,569,000
*Circulation for Czech Republic includes Slovak Republic		
Total countries included in the survey	3,273,984	10,039,900
Norway	23,000	Not available
Total editions across Europe	3,296,984	10,039,900



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