

EUROPEAN TRUSTED BRANDS 2010

READER'S DIGEST PUBLISH RESULTS OF 10th ANNUAL TRUSTED BRANDS SURVEY

TRUST AMONGST EUROPEANS IS AT AN ALL-TIME LOW

London February 2010 – Across 16 countries only 3 institutions are trusted by >50% of the people questioned: Marriage (68%), The Police (59%), TV/Radio (52%).

Although TV and radio rank at No. 3 their score is very low. On average 52% of people say they trust TV & radio but 48% say they don't.

The least trusted institutions are politicians, advertising and government. Just 22% of those questioned claim to trust their government and 75% don't. In Poland and Spain 87% claimed to have little or no trust in their government.

Over 32,000 Europeans living in 16 countries took part in the recent Reader's Digest Trusted Brands survey. In addition to answering the standard brand questions, they were asked about trust in their community: institutions, professions, friends and family.

"Over the ten years we've run European Trusted Brands, it's clear the brands that get it right most of the time, are those that retain consumers' TRUST". Gavin Murray, Regional Advertising Director, Europe

Trust compared with 10 years ago

When comparing results over the 10 years of European Trusted Brands we see that, across the 14 countries that were common to both surveys, the public have lost trust in 7 out of 10 institutions.

Trust in international companies and advertising

When comparing the same countries we see that less than 1 in 3 people now trust international companies (32% less than in 2001). The decline is most significant in France (-91%) and Germany (-75%). However, overall it's advertising that has lost the most trust amongst consumers (-38%).

Trust in TV and radio

Across the 10 years of European Trusted Brands, trust in TV & radio has fallen by an average of 16%. The decline is greatest in France (-67%), Hungary (-68%) and Russia (-67%). Only in Finland and Sweden do we see a slight increase in trust (+5% and +14% respectively). In Sweden TV and radio are trusted more than marriage and the police.

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NOTES TO EDITORS

Survey highlights and background:

- Now in its 10th year, European Trusted Brands has been conducted annually since 2001, it continues to be one of Europe's biggest and widest-ranging consumer surveys
- Research was conducted in 14 languages amongst 32,163 people in 16 European countries
- The survey's primary focus is to find out which brands Europeans trust the most and to gauge their own perceptions of the brands they nominated
- All brand questions are "open ended" allowing participants to nominate whatever brands they choose
- In addition to the brand questions respondents indicated their level of trust in 20 professions and 16 institutions
- They were also asked about trust in their family, friends and work colleagues
- Respondents were drawn from the Reader's Digest subscriber database of more than 4 million households in Europe. Sample selection and results were weighted so that, as far as possible, respondent profiles reflect broad population demographics in each individual country
- Research was undertaken on-line in 8 countries, and by mail in 8 countries, with fieldwork taking place between August and November 2009
- Over the years since the study was launched, more than 247,000 Europeans in 19 countries have given their opinions on thousands of brands within >100 product categories ranging from automotives to pain killers

Table 1: The 8 most trusted institutions across Europe*

Rank	Institution	Trust	Little/no trust
1	Marriage	68%	29%
2	Police	59%	37%
3	TV and radio	52%	45%
4	Internet	49%	46%
5	Environmentalists	47%	49%
6	Press	43%	54%
7	Church	43%	54%
8	Legal system	40%	56%

*Average across 16 countries

Table 2: The 8 least trusted institutions across Europe*

Rank	Institution	Trust	Little/no trust
1	Politicians	8%	89%
2	Advertising	13%	83%
3	Government	22%	75%
4	Trade Unions	31%	64%
5	Civil servants	33%	63%
6	International companies	32%	63%
7	European Union	37%	59%
8	Banks	37%	58%

*Average across 16 countries

***16 countries: Austria, Belgium, Czech Republic, Finland, France, Germany, Hungary, Netherlands, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, UK**

Table 3: Trust their government

Country	Trust	Little/no trust
Austria	21%	78%
Belgium	14%	85%
Czech	13%	86%
Finland	42%	56%
France	18%	82%
Germany	23%	75%
Hungary	14%	85%
Netherlands	27%	71%
Poland	13%	87%
Portugal	13%	61%
Romania	11%	85%
Russia	29%	68%
Spain	11%	87%
Sweden	46%	53%
Switzerland	43%	54%
UK	15%	85%

Table 4: Trust compared with 2001

Rank	Institution	2010	2001	Difference
1	Marriage	66%	71%	-7%
2	Police	59%	54%	8%
3	TV and radio	52%	61%	-16%
4	Press	43%	48%	-11%
5	Church	41%	43%	-5%
6	Legal system	40%	39%	2%
7	European Union	36%	40%	-12%
8	Trade Unions	32%	29%	10%
9	International companies	31%	41%	-32%
10	Advertising	13%	17%	-38%

*Across 14 countries, Austria and Romania not included in 2001

Table 5: Trust international companies – compared with 2001

Country	2010	2001	Difference
Austria	34%	-	-
Belgium	36%	35%	3%
Czech	32%	35%	-9%
Finland	35%	49%	-40%
France	22%	42%	-91%
Germany	20%	35%	-75%
Hungary	32%	49%	-53%
Netherlands	45%	56%	-24%
Poland	27%	31%	-15%
Portugal	26%	34%	-31%
Romania	47%	-	-
Russia	22%	31%	-41%
Spain	32%	42%	-31%
Sweden	36%	46%	-28%
Switzerland	41%	46%	-12%

UK 28% 41% -46%

Table 6: Trust advertising - compared with 2001

Country	2010	2001	Difference
Austria	12%	-	-
Belgium	15%	13%	13%
Czech	11%	10%	9%
Finland	11%	22%	-100%
France	11%	27%	-145%
Germany	6%	13%	-117%
Hungary	9%	26%	-189%
Netherlands	12%	22%	-83%
Poland	23%	17%	26%
Portugal	12%	18%	-50%
Romania	27%	-	-
Russia	5%	10%	-100%
Spain	15%	22%	-47%
Sweden	13%	8%	38%
Switzerland	16%	19%	-19%
UK	16%	15%	6%

Table 7: Trust TV and radio - compared with 2001

Country	2010	2001	Difference
Austria	53%	-	-
Belgium	53%	54%	-2%
Czech	58%	63%	-9%
Finland	86%	82%	5%
France	33%	55%	-67%
Germany	56%	61%	-9%
Hungary	34%	57%	-68%
Netherlands	55%	69%	-25%
Poland	52%	61%	-17%
Portugal	48%	53%	-10%
Romania	47%	-	-
Russia	24%	40%	-67%
Spain	45%	58%	-29%
Sweden	81%	70%	14%
Switzerland	65%	67%	-3%
UK	42%	62%	-48%

For further background, top line results for all institutions in each of the 16 countries + downloadable PDF of brand results:

Please visit our website: www.rdrustedbrands.com

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