

EUROPEAN TRUSTED BRANDS 2010

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

ACROSS EUROPE WE PUT OUR LIVES IN THOSE WE TRUST

London February 2010 – In every country people agree that either fire-fighters (92%) or airline pilots (88%) are the professions they trust the most. The medical professions (doctors, nurses and pharmacists) also rank highly, achieving over 80% vote of confidence.

Few (8%) trust politicians, car salesmen (15%) or football players (19%). Across the 16 countries participating in the survey people are 4 times more likely to trust a travel agent (37%) than a politician (8%).

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 in airline pilots, fire fighters and pharmacists

Although airline pilots, fire fighters and pharmacists hold the top 3 positions in most countries, this isn't so in Russia. In Russia people trust teachers and farmers (79%) slightly more than their airline pilots (75%) and significantly more than their pharmacists (58%). People in Belgium and the U.K. trust their pharmacists (94%) more than any other country.

Trust in politicians, football players and car salesmen

The 3 professions that people have the least confidence in. Politicians in the Czech Republic scored the lowest vote of all at 1%, with Hungary (2%), Poland (2%) and Portugal (3%) not far behind. Trust in car salesmen is low in every country but especially so in France and U.K. where they won only one percentage point more than politicians.

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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 10 most trusted professions across Europe*

Rank	Institution	Trust	Little/no trust
1	Firefighters	92%	4%
2	Airline pilots	88%	9%
3	Pharmacists	85%	11%
4	Nurses	84%	13%
5	Doctors	82%	16%
6	Teachers	76%	20%
7	Farmers	75%	20%
8	Police	62%	35%
9	Meteorologists	57%	39%
10	Judges	47%	48%

Table 2: The 10 least trusted professions across Europe*

Rank	Institution	Trust	Little/no trust
1	Politicians	8%	89%
2	Car salesmen	15%	81%
3	Football players	19%	76%
4	Trade union leaders	23%	72%
5	Journalists	27%	68%
6	Financial advisors	29%	66%
7	Travel agents	37%	59%
8	Lawyers	43%	52%
9	Priests/church ministers	46%	50%
10	Taxi drivers	47%	50%

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

Table 3: The 3 most trusted professions

Country	Fire fighters	Airline pilots	Pharmacists
16 country ave:	92%	88%	85%
Austria	96%	94%	91%
Belgium	95%	84%	94%
Czech	97%	88%	81%
Finland	94%	95%	93%
France	96%	86%	86%
Germany	94%	92%	87%
Hungary	96%	90%	87%
Netherlands	96%	88%	87%
Poland	97%	82%	78%
Portugal	75%	75%	73%
Romania	89%	90%	84%
Russia	84%	75%	58%
Spain	90%	94%	90%
Sweden	91%	91%	87%
Switzerland	92%	92%	89%
UK	96%	91%	94%

Table 4: The 3 least trusted professions

Country	Politicians	Car salesmen	Football players
16 country ave:	8%	15%	19%
Austria	10%	14%	17%
Belgium	7%	18%	13%
Czech	1%	23%	13%
Finland	10%	19%	28%
France	6%	7%	11%
Germany	10%	11%	12%
Hungary	2%	19%	15%
Netherlands	16%	16%	17%
Poland	2%	16%	18%
Portugal	3%	7%	12%
Romania	4%	17%	22%
Russia	5%	17%	53%
Spain	5%	20%	19%
Sweden	20%	15%	33%
Switzerland	20%	20%	19%
UK	7%	8%	9%

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

Please visit our website: www.rdtrustedbrands.com

Multi country media enquiries, please contact:

Gavin Murray, Regional Advertising Director Europe at Reader's Digest. Tel: +44 (0)20 7715 8927 or e-mail gavin_murray@rd.com