

Reader's  
Digest

# THE BRANDS YOU TRUST

Reader's Digest European Trusted Brands Survey 2013



# Reader's Digest Trusted Brands Survey 2013

## Contents



Page No:

Overview	3
How we award Trusted Brand status	7
The Trusted Brand logo and guidelines for its usage	8
<b>Results - Brands:</b>	
20 common categories	9
Most nominated brands across Europe	10
All winners by country and category – share of vote	12
Comparison of winners by category – past 5 years	14
The local categories – winning brands	21
<b>Results – Confidence and Trust:</b>	
Professions	25
Government Policies	31
Criteria of trust	36
Trust and purchase	42
<b>Appendix</b>	
i. Response rate by country 2013 v 2012	46
ii. Respondent base 2009 – 2013	47
iii. Respondents by category by country	48
iv. Respondent profile – all countries	49
v. Respondent profile by country	50
vi. Population weightings	51
Sample questionnaire	55
Reader's Digest circulation and readership by country	59
Contacts by country	60



### About the survey

- Reader's Digest European Trusted Brands is now in its 13th year, it was first published in 2001.
- Fieldwork for this study is conducted annually and the results are available (free of charge) from [www.rdtrustedbrands.com](http://www.rdtrustedbrands.com)
- 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 11 languages across 12 European countries.
- Croatia and Sweden did not participate in 2013. Fieldwork was conducted in Austria but didn't produce an acceptable base for detailed analysis of the brand results.
- 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.
- This year 7 countries conducted their fieldwork on-line (see below). The remainder distributed their questionnaires by post.
- In total 18,314 responses were analysed across the 12 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 <19yrs was low. We therefore 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 their needs. Germany had an especially high target to enable detailed analysis and comparison between East & West.
- Respondents in Germany represent 18% 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 trust in government policies, professions etc. reflect the "average of the average" across the 12 countries.
- Data processing and tabulation for all countries (postal and on-line) was conducted by Wyman Dillon Ltd. who are based in the U.K.
- Across Europe over 79,000 different names were nominated by respondents as their most Trusted Brands.
- Within each category names were excluded if they were not true brand names. This applied especially to categories such as vitamins (e.g. vitamin C) and breakfast cereal (e.g. muesli). Sometimes brands not applicable to the category were nominated e.g. Vodafone within the category of mobile phone. Where it was felt appropriate these have been included but would not be awarded winning brand status.

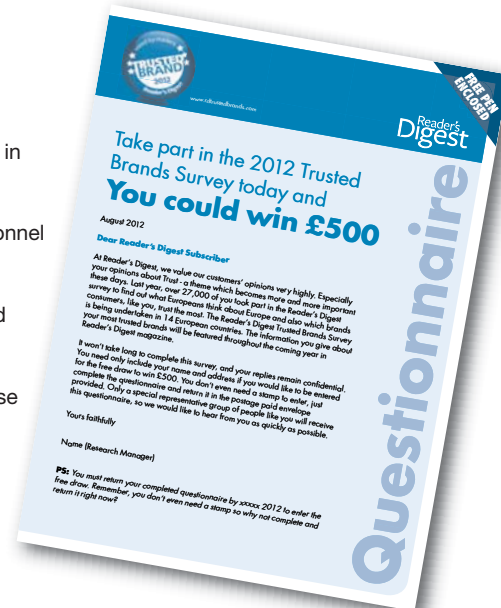


### Postal survey:

Timing: September 2012

- Respondents were drawn from the Reader's Digest customer database in each country.
- Questionnaires were translated, and mailings managed locally, by personnel in each Reader's Digest office.
- 177,500 questionnaires were mailed across the 5 countries. Completed questionnaires were shipped to the UK for data processing.
- Questionnaires with no age/sex data were discarded. The 2013 database contains weighted data representing 7,331 postal respondents. This reflects an average response of 4.13% to the postal survey.

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



### On-line:

Countries: Belgium, Czech, Finland, France, Netherlands, Poland, Russia,  
Timing: October 2012

- The sample selection criteria were identical to those employed for the postal survey. Respondents were drawn from the Reader's Digest customer database in each country, apart from France and Poland.
- 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 sample bases.
- Response rate by country varied massively from to >12% in Czech Republic to 0.11% in Poland. NB once target had been hit in each country additional responses were not analysed
- Prize draw incentives were offered in 5 on-line countries, excluding France and Russia.
- In every country a pilot was undertaken before launching to the full sample. After the initial e-mail invitation to the full survey, reminders were sent in all countries.
- The on-line questionnaire was designed and created centrally but translated locally. Fieldwork for 5 of the on-line countries was managed centrally by Framework Ltd. who also created the electronic questionnaire. Invitations were issued locally in Poland and Russia.



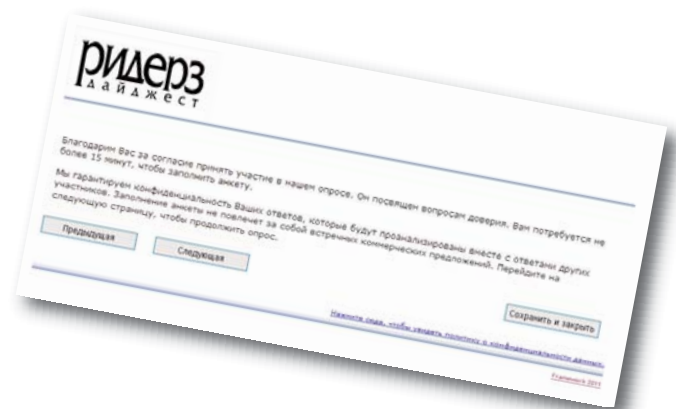
Over 2,000 respondents to  
on-line survey in Finland

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

Further details can be obtained from penny.mortimer@rdglobaladvertising.com

### About the questions - postal

- To begin, respondents were asked to indicate their degree of trust in 9 government policies (new for 2013)
- They then indicated their level of trust in 20 professions ranging from airline pilots to trade union leaders (no change from 2012).
- A new question asking respondents to nominate their most trusted national personalities was added this year. Please contact each country locally for further details.
- The 20 common product categories have remained the same for the past 8 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.
- In addition to the 4 attribute qualifications (above), respondents were asked if they considered their nominated brand to be “socially responsible”.
- New to the 2013 study are 2 questions about the criteria of trust and trusted influences on brand purchase



### The environment

- Also new to the 2013 study is a question asking consumers about their awareness of companies' attempts to protect the environment. Results will be published in September 2013.

### The on-line questionnaire:

The content of the on-line questionnaire was the same as for the postal survey, however the nature of the medium allows for more interaction. Categories were rotated and interspersed with questions about trust in government policies, professions, personalities, environment etc.

# Reader's Digest Trusted Brands 2013

## An overview



### The 20 categories common to each country are:

- Car
- Kitchen Appliance
- Camera
- Personal Computer
- Mobile Phone/smart 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
Belgium	Flemish & French	on-line
Czech Republic	Czech	on-line
Finland	Finnish	on-line
France	French	on-line
Germany	German	post
Netherlands	Dutch	on-line
Poland	Polish	on-line
Portugal	Portuguese	post
Romania	Romanian	post
Russia	Russian	on-line
Slovenia	Slovenian	post
Switzerland	German & French	post

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

# European Trusted Brands 2013

## How we award Trusted Brand status



In each country/category the Trusted Brand is the one receiving the highest number of nominations. It is a simple and transparent approach that 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 allows for more brands to be identified and thus evaluated.

### The qualitative data/attributes

After a respondent names their most Trusted Brand in each category, they're asked to rate that brand on 5 criteria – quality, excellent value, strong image, understand customer needs and whether they believe any claims that brand makes to be socially responsible. 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.

The advertisement features a central image of a golden trophy with 'HANS ANDERS' on it. The trophy is surrounded by various styles of eyeglasses. A blue seal on the trophy reads 'MEEST BETROUWBAAR MERK 2010 Reader's Digest'. Below the trophy, the text 'Bedankt voor uw vertrouwen!' is written. At the bottom, the Hans Anders logo and name are displayed.

Hans Anders is ook dit jaar, voor het vierde jaar op rij verkozen tot meest betrouwbare merk in de optiekmarkt. Van de lezers van Reader's Digest die zijn ondervraagd, heeft 28,5 procent Hans Anders spontaan aangegeven als meest betrouwbare merk in de optiekmarkt. Hiermee streeft Hans Anders van de 6 genoemde opticiens o.a. collega optieketens Specsavers en Pea de voorbij. Hans Anders is er trots op wederom verkozen te zijn tot Trusted Brand en bedankt de lezers van Reader's Digest voor hun vertrouwen.

**HANS ANDERS**

# European Trusted Brands 2013

## Guidelines for usage of Trusted Brands logo



1. Permission in principle is given for winning brands to use the Trusted Brand logo across their 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 Penny Mortimer [penny.mortimer@rdglobaladvertising.com](mailto:penny.mortimer@rdglobaladvertising.com)

January 2013





# Results - the winning brands 20 common categories



The 20 brand categories are the same in every country across Europe and have remained unchanged for the past 8 years. Last year the category “mobile phone handset” was renamed “mobile phone/smart phone handset” to reflect developments in technology.

In addition to the 20 common categories, each country had the option to include a range of categories of their own choice (known as Local Categories).

The winning brand is the one that receives the highest number of nominations in each country. There is no overall winner across Europe.

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.

The following table summarises the number of countries where the same brand won the Trusted Brand award. This year Austria, Croatia and Sweden are not included thus reducing the number of countries from 15 to 12. The comparison summary for 2012 has therefore been adjusted to take account of this.

## Most nominated brands across the 20 common categories

- Nivea retains its position as most Trusted Brand of skin care in all 12 countries included in the survey. Nivea increased its share of vote in 6 out of the 12 countries
- Visa – no change from last year, No1 in 11 out of 12 countries. Only in Slovenia is MasterCard the most Trusted Brand of credit card
- Samsung has increased its share of vote and taken over from Nokia as most Trusted Brand of mobile phone in 3 out of the 12 countries
- Canon remains the most Trusted Brand of camera in 10 countries but is losing share as more people are proposing smart phones as their Trusted Brand of camera
- HP continues to dominate and is now No1 in 9 out of 12 countries, topping Acer in the Czech Republic. Dell remains the most Trusted Brand of PC in Germany and Romania
- VW achieved winning brand status in 4 countries, beating Toyota in the Netherlands and Citroen in Belgium
- In the health categories (pain relief, cold remedy and vitamins) Vicks is the only brand to have won in 3 countries
- There were 12 different winning brands in the categories of bank/building society, internet service provider, insurance and holiday company – the Trusted Brands primarily continue to be local



*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. Slovenia can provide results from years prior to 2011 when they conducted the study themselves.*

# Results - the winning brands Most nominated brands across Europe



## Most Trusted Brands across Europe 2013

Brands winning in 3+ countries:	No. Countries:	
	2013	2012
	12	12*
Nivea (skin care)	12	12
Visa	11	11
Canon	10	10
Nokia	9	11
HP	9	8
Ariel	6	7
Kellogg's	6	6
Nestlé	5	5
Miele	5	4
VW	4	2
Avon	3	3
Bosch	3	2
Nivea (hair care)	3	4
Nivea (cosmetic)	3	3
Samsung	3	1
Toyota	3	4
Vicks	3	2

\*Total for 2012 comparative with 2013, excluding Austria, Croatia and Sweden

**Kamera, fotoaparat CANON 43,6% glasov**

**CANONOVİ FOTOAPARATI PRINESLI ŠESTI ZAPOREDNI NAZIV ZAUPANJA VREDNE BLAGOVNE ZNAMKE**

Canon je bil v letošnji vseevropski raziskavi blagovnih znamk Trusted Brand še šesti zaporedi imenovan za eno najbolj priljubljenih in zaupanja vrednih blagovnih znamk v Sloveniji po izboru bralcev revije Reader's Digest. Canon je osvojil naziv Trusted Brand 2013 v kategoriji kamer in fotoaparatorov v 24 evropskih državah.

"Ob tem iskavemo rasklovo se še posebej zahvaljujemo bralcem revije Reader's Digest za podporo in iskreno zaupanje," je dejal Jure Culiberg, direktor podjetja Canon Adria d.o.o. "V Canonu smo prepričani, da zaupanje ni dano, pač pa si ga je treba prislužiti. Ponosni smo na šesti zaporedni naziv najbolj zaupanja vredne blagovne znamke, zato se bomo še naprej trudili proizvajati izjemne in inovativne fotoaparate ter objektivne, namenjene različnim potrebam uporabnikov, ob tem bomo prispevali v širitev kulture fotografskega in filmskega upodabljanja."

Canonov bogat izbor digitalnih fotoaparatorov ponuja rešila za vse vrste fotografiranja, od profesionalnih začetnikov do profesionalcev. Najbolja ponudba se na gradbo luči med kompaktnimi in pručalno-refleksi.

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**Odlične fotografije danes. Svet priložnosti jutri.**

Canonov digitalni zrcalno-refleksi fotoaparat EOS 600D ponuja novo raven prilagodljivosti, silikonski zmanjšalnik in vstopno v čudoviti svet fotografije. Z 18 milijoni točk, s tri-

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EOS 600D je združljiv s celotnim asortimom Canon EOS bližnjakom Speedlite, daljnokoni spritici in več kot 60 objektivov, ki jim zaupajo profesionalni in ljubiteljski fotografi po vsem svetu.

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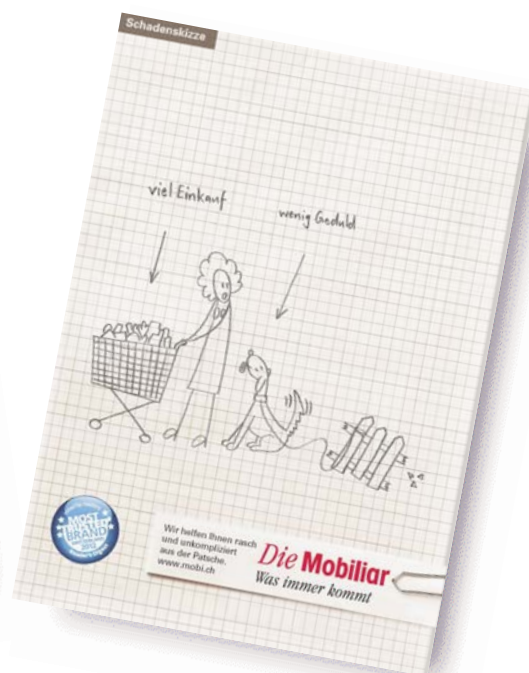
# Results - the winning brands

## Most Trusted Brands across Europe



### 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	2	Nokia, Samsung
Camera	3	Canon
Breakfast Cereal	3	Kellogg's, Nestlé
Credit Card	2	Visa
PC	3	HP
Cosmetic	6	Nivea, Avon
Soap Powder	6	Ariel
Automotive	6	VW, Toyota
Kitchen Appliance	6	Bosch, Miele
Hair Care	9	Nivea
Cold Remedy	9	Vicks
Vitamins	11	-
Pain Relief	11	-
Petrol Retailer	11	-
Mobile Phone Service Provider	11	-
Internet Service Provider	12	-
Bank/Building Society	12	-
Insurance Company	12	-
Holiday Company	12	-



# Results - the Trusted Brands

## All winners by country and category - share of vote



### All winners by country and category - share of vote 2013 v 2012

Category	2013		2012		2013		2012		2013		2012	
	Belgium	Czech	Belgium	Czech	Belgium	Czech	Belgium	Czech	Belgium	Czech	Belgium	Czech
Car	VW (12%)	Skoda (41%)	Citroen (9%)	Skoda (39%)	Skoda (17%)	Toyota (15%)	Toyota (17%)	Toyota (15%)	Toyota (17%)	Toyota (15%)	Toyota (15%)	Toyota (15%)
Kitchen Appliance	Miele (29%)	Bosch (14%)	Miele (29%)	no comparative winner	Miele (15%)	Upo (14%)	Upo (14%)	Upo (14%)	Miele (15%)	Upo (14%)	Upo (14%)	Upo (14%)
PC	HP (24%)	HP (25%)	HP (23%)	Acer (22%)	HP (33%)	HP (34%)	HP (34%)	HP (33%)	HP (33%)	HP (34%)	HP (34%)	HP (34%)
Mobile Phone Handset	Nokia (51%)	Nokia (65%)	Nokia (52%)	Nokia (65%)	Nokia (79%)	Nokia (82%)	Nokia (82%)	Nokia (79%)	Nokia (79%)	Nokia (82%)	Nokia (82%)	Nokia (82%)
Mobile Phone Network	Proximus (40%)	T-Mobile (42%)	Proximus (40%)	T-Mobile (42%)	Sonera (28%)	Sonera (29%)	Sonera (29%)	Sonera (28%)	Sonera (28%)	Sonera (29%)	Sonera (29%)	Sonera (29%)
Camera	Canon (33%)	Canon (24%)	Canon (34%)	Canon (24%)	Canon (55%)	Canon (56%)	Canon (56%)	Canon (55%)	Canon (55%)	Canon (56%)	Canon (56%)	Canon (56%)
Holiday Company	Jetair (24%)	Neckermann (23%)	Neckermann (23%)	Cedok (35%)	Aurinkomatkat (39%)	Aurinkomatkat (47%)	Aurinkomatkat (47%)	Aurinkomatkat (39%)	Aurinkomatkat (39%)	Aurinkomatkat (47%)	Aurinkomatkat (47%)	Aurinkomatkat (47%)
Bank/Building Society	BNP Paribas Fortis (21%)	BNP Paribas Fortis (26%)	BNP Paribas Fortis (21%)	Česká Spořitelna (39%)	Česká Spořitelna (37%)	Osuuspankki (37%)	Osuuspankki (37%)	Česká Spořitelna (35%)	Osuuspankki (37%)	Osuuspankki (37%)	Osuuspankki (37%)	Osuuspankki (37%)
Credit Card	Visa (37%)	Visa (70%)	Visa (47%)	Visa (70%)	Visa (65%)	Visa (69%)	Visa (69%)	Visa (65%)	Visa (65%)	Visa (69%)	Visa (69%)	Visa (69%)
Insurance Company	Ethias (23%)	Česká Pojišťovna (20%)	Ethias (20%)	Česká Pojišťovna (25%)	If (29%)	Pohjola (25%)	Pohjola (25%)	Česká Pojišťovna (25%)	If (29%)	Pohjola (25%)	Pohjola (25%)	Pohjola (25%)
Internet Service Provider	Belgacom (43%)	Telenet (38%)	Belgacom (43%)	Telenet (38%)	Sonera (30%)	Sonera (30%)	Sonera (30%)	Sonera (28%)	Sonera (28%)	Sonera (30%)	Sonera (30%)	Sonera (30%)
Petrol Retailer	Dats (18%)	Shell (29%)	Shell (17%)	Shell (29%)	ABC (33%)	ABC (33%)	ABC (33%)	Shell (27%)	ABC (33%)	ABC (33%)	ABC (33%)	ABC (33%)
Vitamins	Supradyn (10%)	Davitamon (11%)	Supradyn (10%)	Celaskon (14%)	Multi-Tabz (16%)	Multi-Tabz (25%)	Multi-Tabz (25%)	Centrum (26%)	Multi-Tabz (16%)	Multi-Tabz (25%)	Multi-Tabz (25%)	Multi-Tabz (25%)
Pain Relief	Dafalgan (51%)	Ibalign (37%)	Dafalgan (55%)	Ibalign (37%)	Burana (44%)	Burana (48%)	Burana (48%)	Ibalign (40%)	Burana (44%)	Burana (48%)	Burana (48%)	Burana (48%)
Cold Remedy	Vicks (15%)	Muco Rhinathiol (10%)	Muco Rhinathiol (10%)	Coldrex (18%)	Finrexin (18%)	Codexan (25%)	Codexan (25%)	Bromhexin (13%)	Finrexin (18%)	Codexan (25%)	Codexan (25%)	Codexan (25%)
Hair Care	L'Oréal (18%)	L'Oréal (22%)	L'Oréal (18%)	Schwarzkopf (22%)	XZ (12%)	Elvital (11%)	Elvital (11%)	Nivea (11%)	XZ (12%)	Elvital (11%)	Elvital (11%)	Elvital (11%)
Cosmetic	Nivea (21%)	Avon (20%)	Nivea (21%)	Avon (20%)	Lumene (54%)	Lumene (48%)	Lumene (48%)	Avon (28%)	Lumene (54%)	Lumene (48%)	Lumene (48%)	Lumene (48%)
Skin Care	Nivea (44%)	Nivea (34%)	Nivea (44%)	Nivea (34%)	Nivea (54%)	Nivea (31%)	Nivea (31%)	Nivea (34%)	Nivea (54%)	Nivea (31%)	Nivea (31%)	Nivea (31%)
Soap Powder	Dash (39%)	Ariel (44%)	Dash (43%)	Ariel (44%)	Omo (39%)	Omo (37%)	Omo (37%)	Ariel (41%)	Omo (39%)	Omo (37%)	Omo (37%)	Omo (37%)
Breakfast Cereal	Kellogg's (63%)	Opavia (32%)	Kellogg's (78%)	Opavia (32%)	Kellogg's (59%)	Kellogg's (57%)	Kellogg's (57%)	Emco (33%)	Kellogg's (59%)	Kellogg's (57%)	Kellogg's (57%)	Kellogg's (57%)

Category	2013		2012		2013		2012		2013		2012	
	France	Germany	France	Germany	France	Germany	France	Germany	France	Germany	France	Germany
Car	Renault (20%)	VW (23%)	Renault (25%)	VW (23%)	VW (11%)	Toyota (11%)	Toyota (11%)	VW (22%)	VW (11%)	Toyota (11%)	Toyota (11%)	Toyota (11%)
Kitchen Appliance	Whirlpool (13%)	Miele (29%)	Whirlpool (21%)	Miele (30%)	Miele (22%)	Miele (20%)	Miele (20%)	Miele (30%)	Miele (22%)	Miele (20%)	Miele (20%)	Miele (20%)
PC	HP (25%)	Dell (15%)	HP (29%)	Dell (15%)	HP (25%)	HP (28%)	HP (28%)	Dell (15%)	HP (25%)	HP (28%)	HP (28%)	HP (28%)
Mobile Phone Handset	Samsung (46%)	Samsung (34%)	Samsung (35%)	Samsung (34%)	Samsung (32%)	Nokia (40%)	Nokia (40%)	Samsung (34%)	Samsung (32%)	Nokia (40%)	Nokia (40%)	Nokia (40%)
Mobile Phone Network	Orange (46%)	Vodafone (28%)	Orange (51%)	Vodafone (28%)	KPN (27%)	KPN (36%)	KPN (36%)	Vodafone (29%)	KPN (27%)	KPN (36%)	KPN (36%)	KPN (36%)
Camera	Canon (27%)	Canon (32%)	Canon (27%)	Canon (32%)	Canon (31%)	Canon (36%)	Canon (36%)	Canon (34%)	Canon (31%)	Canon (36%)	Canon (36%)	Canon (36%)
Holiday Company	Club Med (14%)	Tui (54%)	Club Med (17%)	Tui (54%)	Arke (12%)	Arke (12%)	Arke (12%)	Tui (56%)	Arke (14%)	Arke (12%)	Arke (12%)	Arke (12%)
Bank/Building Society	Crédit Agricole (20%)	Sparkasse (41%)	Crédit Agricole (20%)	Sparkasse (41%)	Rabobank (38%)	Rabobank (41%)	Rabobank (41%)	Sparkasse (41%)	Rabobank (38%)	Rabobank (41%)	Rabobank (41%)	Rabobank (41%)
Credit Card	Visa (56%)	Visa (42%)	Visa (53%)	Visa (42%)	Visa (40%)	Visa (39%)	Visa (39%)	Visa (40%)	Visa (40%)	Visa (39%)	Visa (39%)	Visa (39%)
Insurance Company	Macif (15%)	Allianz (20%)	Axa (15%)	Allianz (21%)	Interpolis (12%)	Interpolis (15%)	Interpolis (15%)	Allianz (21%)	Interpolis (12%)	Interpolis (15%)	Interpolis (15%)	Interpolis (15%)
Internet Service Provider	Orange (40%)	Deutsche Telekom (18%)	Orange (53%)	Deutsche Telekom (18%)	Ziggo (32%)	KPN (32%)	KPN (32%)	Deutsche Telekom (18%)	Ziggo (32%)	KPN (32%)	KPN (32%)	KPN (32%)
Petrol Retailer	Total (31%)	Aral (33%)	Total (44%)	Aral (33%)	Shell (30%)	Shell (32%)	Shell (32%)	Aral (33%)	Shell (30%)	Shell (32%)	Shell (32%)	Shell (32%)
Vitamins	Juvalmine (18%)	Abtei (10%)	Juvalmine (46%)	Abtei (10%)	Davitamon (23%)	Davitamon (21%)	Davitamon (21%)	Abtei (10%)	Davitamon (23%)	Davitamon (21%)	Davitamon (21%)	Davitamon (21%)
Pain Relief	Doliprane (34%)	Aspirin (28%)	Doliprane (49%)	Aspirin (28%)	Kruivvat (13%)	Kruivvat (9%)	Kruivvat (9%)	Aspirin (30%)	Kruivvat (13%)	Kruivvat (9%)	Kruivvat (9%)	Kruivvat (9%)
Cold Remedy	Humex (8%)	Wick (31%)	Humex (12%)	Wick (31%)	Natterman (14%)	Natterman (14%)	Natterman (14%)	Wick (34%)	Natterman (14%)	Natterman (14%)	Natterman (14%)	Natterman (14%)
Hair Care	L'Oréal (18%)	Schauma (11%)	L'Oréal (20%)	Schauma (11%)	Andreion (27%)	Andreion (29%)	Andreion (29%)	Schauma (11%)	Andreion (27%)	Andreion (29%)	Andreion (29%)	Andreion (29%)
Cosmetic	L'Oréal (21%)	Yves Rocher (20%)	Yves Rocher (21%)	Yves Rocher (20%)	Yves Rocher (15%)	Yves Rocher (13%)	Yves Rocher (13%)	Yves Rocher (20%)	Yves Rocher (15%)	Yves Rocher (13%)	Yves Rocher (13%)	Yves Rocher (13%)
Skin Care	Nivea (28%)	Nivea (30%)	Nivea (30%)	Nivea (30%)	Nivea (33%)	Nivea (34%)	Nivea (34%)	Nivea (49%)	Nivea (33%)	Nivea (34%)	Nivea (34%)	Nivea (34%)
Soap Powder	Ariel (34%)	Persil (32%)	Ariel (32%)	Persil (32%)	Ariel (27%)	Ariel (30%)	Ariel (30%)	Persil (36%)	Ariel (27%)	Ariel (30%)	Ariel (30%)	Ariel (30%)
Breakfast Cereal	Kellogg's (63%)	Kellogg's (64%)	Kellogg's (66%)	Kellogg's (64%)	Kellogg's (65%)	Kellogg's (28%)	Kellogg's (28%)	Kellogg's (65%)	Kellogg's (65%)	Kellogg's (28%)	Kellogg's (28%)	Kellogg's (28%)

# Results - the Trusted Brands

## All winners by country and category - share of vote



### All winners by country and category - share of vote 2013 v 2012

Category	2013		2012		2013		2012		2013		2012	
	Poland	Portugal	Poland	Portugal	Poland	Portugal	Poland	Portugal	Romania	Romania	Romania	Romania
<b>Car</b>	Audi (13%)	Opel (13%)	Toyota (24%)	Toyota (33%)	Dacia (22%)	Dacia (21%)	Toyota (33%)	Toyota (33%)	Dacia (22%)	Dacia (21%)	Toyota (33%)	Toyota (33%)
<b>Kitchen Appliance</b>	Bosch (21%)	Bosch (17%)	Miele (30%)	Miele (37%)	Philips (18%)	Philips (20%)	Miele (37%)	Miele (37%)	Philips (18%)	Philips (20%)	Miele (37%)	Miele (37%)
<b>PC</b>	HP (15%)	HP (13%)	HP (26%)	HP (32%)	Dell (15%)	Dell (17%)	HP (26%)	HP (32%)	Dell (15%)	Dell (17%)	HP (26%)	HP (32%)
<b>Mobile Phone Handset</b>	Nokia (45%)	Nokia (58%)	Nokia (56%)	Nokia (60%)	Nokia (65%)	Nokia (71%)	Nokia (58%)	Nokia (60%)	Nokia (65%)	Nokia (71%)	Nokia (58%)	Nokia (60%)
<b>Mobile Phone Network</b>	Plus (27%)	Orange (28%)	TMN (50%)	TMN (50%)	Orange (44%)	Orange (42%)	Orange (28%)	TMN (50%)	Orange (44%)	Orange (42%)	Orange (28%)	TMN (50%)
<b>Camera</b>	Nikon (25%)	Sony (30%)	Canon (38%)	Canon (39%)	Sony (25%)	Sony (30%)	Sony (30%)	Canon (38%)	Sony (25%)	Sony (30%)	Canon (38%)	Canon (39%)
<b>Holiday Company</b>	Itaka (25%)	Itaka (22%)	Abreu (72%)	Abreu (68%)	Paralela 45 (24%)	Paralela 45 (34%)	Itaka (22%)	Abreu (68%)	Paralela 45 (24%)	Paralela 45 (34%)	Abreu (72%)	Abreu (68%)
<b>Bank/Building Society</b>	PKO BP (27%)	PKO BP (28%)	CGD (33%)	CGD (35%)	BCR (32%)	BCR (30%)	PKO BP (28%)	CGD (35%)	BCR (32%)	BCR (30%)	CGD (33%)	CGD (35%)
<b>Credit Card</b>	Visa (58%)	Visa (57%)	Visa (53%)	Visa (54%)	Visa (36%)	Visa (42%)	Visa (57%)	Visa (53%)	Visa (36%)	Visa (42%)	Visa (58%)	Visa (57%)
<b>Insurance Company</b>	PZU (42%)	PZU (46%)	Fidelidade Mundial (21%)	Fidelidade Mundial (21%)	Astra Asigurari (25%)	Astra Asigurari (24%)	PZU (46%)	Fidelidade Mundial (21%)	Astra Asigurari (25%)	Astra Asigurari (24%)	PZU (42%)	PZU (46%)
<b>Internet Service Provider</b>	Allegro (20%)	TP (22%)	Sapo (26%)	Sapo (36%)	RCS & RDS (50%)	RCS & RDS (40%)	Allegro (20%)	TP (22%)	RCS & RDS (50%)	RCS & RDS (40%)	Allegro (20%)	TP (22%)
<b>Petrol Retailer</b>	Orlen (39%)	Orlen (44%)	Galp (53%)	Galp (57%)	Petrom (45%)	Petrom (46%)	Orlen (39%)	Orlen (44%)	Petrom (45%)	Petrom (46%)	Orlen (39%)	Orlen (44%)
<b>Vitamins</b>	Centrum (21%)	Centrum (13%)	Centrum (66%)	Centrum (65%)	Eurovita (40%)	Eurovita (32%)	Centrum (21%)	Centrum (13%)	Eurovita (40%)	Eurovita (32%)	Centrum (21%)	Centrum (13%)
<b>Pain Relief</b>	Ibuprofen (29%)	Apap (31%)	Ben-U-Ron (35%)	Aspirina (33%)	Algoalmin (29%)	Algoalmin (28%)	Ibuprofen (29%)	Apap (31%)	Ben-U-Ron (35%)	Aspirina (33%)	Ibuprofen (29%)	Apap (31%)
<b>Cold Remedy</b>	Gripex (31%)	Gripex (24%)	Bisolvon (45%)	Bisolvon (50%)	Nurofen (30%)	Nurofen (29%)	Gripex (31%)	Gripex (24%)	Bisolvon (45%)	Bisolvon (50%)	Gripex (31%)	Gripex (24%)
<b>Hair Care</b>	Nivea (12%)	Nivea (12%)	Pantène (30%)	Pantène (34%)	Nivea (14%)	Head & Shoulders (16%)	Nivea (12%)	Nivea (12%)	Pantène (30%)	Pantène (34%)	Nivea (12%)	Nivea (12%)
<b>Cosmetic</b>	Nivea (11%)	Avon (13%)	L'Oréal (24%)	L'Oréal (26%)	Avon (27%)	Nivea (29%)	Nivea (11%)	Avon (13%)	L'Oréal (24%)	L'Oréal (26%)	Nivea (11%)	Avon (13%)
<b>Skin Care</b>	Nivea (39%)	Nivea (37%)	Nivea (41%)	Nivea (51%)	Nivea (66%)	Nivea (49%)	Nivea (39%)	Nivea (37%)	Nivea (41%)	Nivea (51%)	Nivea (39%)	Nivea (37%)
<b>Soap Powder</b>	Vizir (25%)	Vizir (34%)	Skip (69%)	Skip (70%)	Ariel (62%)	Ariel (62%)	Vizir (25%)	Vizir (34%)	Skip (69%)	Skip (70%)	Vizir (25%)	Vizir (34%)
<b>Breakfast Cereal</b>	Nestlé (65%)	Nestlé (53%)	Nestlé (35%)	Nestlé (38%)	Nestlé (53%)	Nestlé (59%)	Nestlé (65%)	Nestlé (53%)	Nestlé (35%)	Nestlé (38%)	Nestlé (65%)	Nestlé (53%)

Category	2013		2012		2013		2012		2013		2012	
	Russia	Slovenia	Russia	Slovenia	Switzerland	Switzerland	Russia	Slovenia	Switzerland	Switzerland	Russia	Slovenia
<b>Car</b>	Toyota (22%)	Renault (17%)	Renault (16%)	Renault (16%)	VW (14%)	VW (13%)	Toyota (22%)	Renault (17%)	Renault (16%)	Renault (16%)	VW (14%)	VW (13%)
<b>Kitchen Appliance</b>	Bosch (27%)	Gorenje (69%)	Gorenje (71%)	Gorenje (71%)	V-ZUG (24%)	V-ZUG (25%)	Bosch (27%)	Gorenje (69%)	Gorenje (71%)	Gorenje (71%)	V-ZUG (24%)	V-ZUG (25%)
<b>PC</b>	Asus (19%)	HP (35%)	HP (36%)	HP (36%)	HP (28%)	HP (28%)	Asus (19%)	HP (35%)	HP (36%)	HP (36%)	HP (28%)	HP (28%)
<b>Mobile Phone Handset</b>	Nokia (44%)	Nokia (54%)	Nokia (64%)	Nokia (64%)	Nokia (46%)	Nokia (46%)	Nokia (44%)	Nokia (54%)	Nokia (64%)	Nokia (64%)	Nokia (44%)	Nokia (54%)
<b>Mobile Phone Network</b>	MTS (40%)	MobilTel (42%)	MobilTel (53%)	MobilTel (53%)	Swisscom (70%)	Swisscom (70%)	MTS (40%)	MobilTel (42%)	MobilTel (53%)	MobilTel (53%)	Swisscom (70%)	Swisscom (70%)
<b>Camera</b>	Canon (27%)	Canon (28%)	Canon (44%)	Canon (44%)	Canon (31%)	Canon (35%)	Canon (27%)	Canon (28%)	Canon (44%)	Canon (44%)	Canon (31%)	Canon (35%)
<b>Holiday Company</b>	Pegas (13%)	Tez Tour (18%)	Soncek (32%)	Soncek (32%)	Kuoni (38%)	Kuoni (39%)	Pegas (13%)	Tez Tour (18%)	Soncek (32%)	Soncek (32%)	Kuoni (38%)	Kuoni (39%)
<b>Bank/Building Society</b>	Sberbank (61%)	Sberbank (56%)	NLB (31%)	NLB (36%)	Raiffeisen (33%)	Raiffeisen (30%)	Sberbank (61%)	Sberbank (56%)	NLB (31%)	NLB (36%)	Raiffeisen (33%)	Raiffeisen (30%)
<b>Credit Card</b>	Visa (71%)	MasterCard (66%)	MasterCard (63%)	MasterCard (63%)	Visa (36%)	Visa (36%)	Visa (71%)	MasterCard (66%)	MasterCard (63%)	MasterCard (63%)	Visa (36%)	Visa (36%)
<b>Insurance Company</b>	Rosgosstrah (26%)	Rosgosstrah (28%)	Zavarovalnica Triglav (50%)	Zavarovalnica Triglav (50%)	Die Mobiliar (35%)	Die Mobiliar (33%)	Rosgosstrah (26%)	Rosgosstrah (28%)	Zavarovalnica Triglav (50%)	Zavarovalnica Triglav (50%)	Die Mobiliar (35%)	Die Mobiliar (33%)
<b>Internet Service Provider</b>	Rostelecom (13%)	Beeline (16%)	Beeline (16%)	Beeline (16%)	Swisscom (56%)	Swisscom (57%)	Rostelecom (13%)	Beeline (16%)	Beeline (16%)	Beeline (16%)	Swisscom (56%)	Swisscom (57%)
<b>Petrol Retailer</b>	Lukoil (36%)	Lukoil (38%)	Petrol (69%)	Petrol (67%)	Coop (27%)	Coop (22%)	Lukoil (36%)	Lukoil (38%)	Petrol (69%)	Petrol (67%)	Coop (27%)	Coop (22%)
<b>Vitamins</b>	Complivit (29%)	Complivit (25%)	Cedevita (32%)	Cedevita (32%)	Burgerstein (18%)	Burgerstein (19%)	Complivit (29%)	Complivit (25%)	Cedevita (32%)	Cedevita (32%)	Burgerstein (18%)	Burgerstein (19%)
<b>Pain Relief</b>	Pentalgin (15%)	Pentalgin (12%)	Lekadol (39%)	Lekadol (41%)	Dafalgan (29%)	Dafalgan (28%)	Pentalgin (15%)	Pentalgin (12%)	Lekadol (39%)	Lekadol (41%)	Dafalgan (29%)	Dafalgan (28%)
<b>Cold Remedy</b>	Theraflu (14%)	Theraflu (19%)	Lekadol Plus C (45%)	Lekadol Plus C (50%)	Vicks (24%)	Vicks (20%)	Theraflu (14%)	Theraflu (19%)	Lekadol Plus C (45%)	Lekadol Plus C (50%)	Vicks (24%)	Vicks (20%)
<b>Hair Care</b>	Chistaya Liniya (10%)	Chistaya Liniya (8%)	Head & Shoulders (11%)	Nivea (13%)	Nivea (18%)	Nivea (18%)	Chistaya Liniya (10%)	Chistaya Liniya (8%)	Head & Shoulders (11%)	Nivea (13%)	Nivea (18%)	Nivea (18%)
<b>Cosmetic</b>	Avon (15%)	Avon (14%)	Max Factor (22%)	Nivea (13%)	Nivea (22%)	Nivea (22%)	Avon (15%)	Avon (14%)	Max Factor (22%)	Nivea (13%)	Nivea (22%)	Nivea (22%)
<b>Skin Care</b>	Nivea (12%)	Nivea (15%)	Nivea (46%)	Nivea (42%)	Nivea (54%)	Nivea (53%)	Nivea (12%)	Nivea (15%)	Nivea (46%)	Nivea (42%)	Nivea (54%)	Nivea (53%)
<b>Soap Powder</b>	Ariel (29%)	Ariel (24%)	Ariel (46%)	Ariel (47%)	Persil (19%)	Ariel (18%)	Ariel (29%)	Ariel (24%)	Ariel (46%)	Ariel (47%)	Persil (19%)	Ariel (18%)
<b>Breakfast Cereal</b>	Nestlé (65%)	Nestlé (36%)	Nestlé (31%)	Nestlé (31%)	Kellogg's (61%)	Kellogg's (63%)	Nestlé (65%)	Nestlé (36%)	Nestlé (31%)	Nestlé (31%)	Kellogg's (61%)	Kellogg's (63%)

# Results - the Trusted Brands

## Comparison of winning brands over 5 years



### Comparison of winning brands over past 5 years

Automotive					
	2013	2012	2011	2010	2009
Belgium	VW	Citroen	VW	VW	Toyota
Czech	Škoda	Škoda	Škoda	Škoda	Škoda
Finland	Toyota	Toyota	Toyota	Toyota	Toyota
France	Renault	Renault	Renault	Renault	Renault
Germany	VW	VW	VW	VW	VW
Netherlands	VW	Toyota	Toyota	Opel	Opel
Poland	Audi	Opel	VW	Opel	VW
Portugal	Toyota	Toyota	Toyota	Toyota	Mercedes
Romania	Dacia	Dacia	Dacia	Dacia	Mercedes
Russia	Toyota	Toyota	Toyota	Toyota	Toyota
Slovenia	Renault	Renault	Renault	country not included	country not included
Switzerland	VW	VW	VW	VW	VW

Kitchen appliance					
	2013	2012	2011	2010	2009
Belgium	Miele	Miele	Miele	Miele	Miele
Czech	Bosch	change of category definition - no comparative winner			
Finland	Miele	Upo	Upo	Upo	Upo
France	Whirlpool	Whirlpool	Whirlpool	Whirlpool Philips	Brandt
Germany	Miele	Miele	Miele	Miele	Miele
Netherlands	Miele	Miele	Miele	Miele	Miele
Poland	Bosch	Bosch	Bosch	Bosch	Amica
Portugal	Miele	Miele	Miele	Miele	Miele
Romania	Philips	Philips	Philips	Philips	Philips
Russia	Bosch	Bosch	Bosch	Bosch	Samsung
Slovenia	Gorenje	Gorenje	Gorenje	country not included	country not included
Switzerland	V-ZUG	V-ZUG	Miele	Miele	Miele

Personal computer					
	2013	2012	2011	2010	2009
Belgium	HP	HP	Acer	HP Compaq	HP Compaq
Czech	HP	Acer	Acer	Acer	HP
Finland	HP	HP	HP	HP	HP
France	HP	HP	HP	HP-Compaq	HP-Compaq
Germany	Dell	Dell	Dell	Fujitsu Siemens	Fujitsu Siemens
Netherlands	HP	HP	HP	HP Compaq	HP Compaq
Poland	HP	HP	Toshiba	Toshiba	Toshiba
Portugal	HP	HP	HP	HP	HP
Romania	Dell	Dell	Dell	Dell	Dell
Russia	Asus	Asus	Asus	Asus	Samsung
Slovenia	HP	HP	HP	country not included	country not included
Switzerland	HP	HP	HP	Dell	Dell

# Results - the Trusted Brands

## Comparison of winning brands over 5 years



### Comparison of winning brands over past 5 years

Internet service provider					
	2013	2012	2011	2010	2009
<b>Belgium</b>	Belgacom	Telenet	Telenet	Telenet	Belgacom
<b>Czech</b>	O2	Seznam	Seznam	Seznam	Seznam
<b>Finland</b>	Sonera	Sonera	Sonera	Sonera	Sonera
<b>France</b>	Orange	Orange	Orange	Orange	Orange
<b>Germany</b>	Deutsche Telekom	Deutsche Telekom	Deutsche Telekom	T-Online	Google
<b>Netherlands</b>	Ziggo	KPN	Ziggo	Ziggo	Ziggo
<b>Poland</b>	Allegro	TP	TP	Allegro	Neostrada TP
<b>Portugal</b>	Sapo	Sapo	Sapo	Sapo	Sapo
<b>Romania</b>	RCS & RDS	RCS & RDS	RCS & RDS	RCS & RDS	RCS & RDS
<b>Russia</b>	Rostelecom	Beeline	Beeline	Corbina	Comstar
<b>Slovenia</b>	Siol	Siol	Siol	country not included	country not included
<b>Switzerland</b>	Swisscom	Swisscom	Swisscom	Swisscom/Bluewin	Bluewin

	Mobile phone/smart phone 2013	2012	Mobile phone handset 2011	2010	2009
<b>Belgium</b>	Nokia	Nokia	Nokia	Nokia	Nokia
<b>Czech</b>	Nokia	Nokia	Nokia	Nokia	Nokia
<b>Finland</b>	Nokia	Nokia	Nokia	Nokia	Nokia
<b>France</b>	Samsung	Samsung	Samsung	Samsung	Nokia
<b>Germany</b>	Samsung	Nokia	Nokia	Nokia	Nokia
<b>Netherlands</b>	Samsung	Nokia	Nokia	Nokia	Nokia
<b>Poland</b>	Nokia	Nokia	Nokia	Nokia	Nokia
<b>Portugal</b>	Nokia	Nokia	Nokia	Nokia	Nokia
<b>Romania</b>	Nokia	Nokia	Nokia	Nokia	Nokia
<b>Russia</b>	Nokia	Nokia	Nokia	Nokia	Nokia
<b>Slovenia</b>	Nokia	Nokia	Nokia	country not included	country not included
<b>Switzerland</b>	Nokia	Nokia	Nokia	Nokia	Nokia

NB category name updated in 2012

Mobile phone service provider					
	2013	2012	2011	2010	2009
<b>Belgium</b>	Proximus	Proximus	Proximus	Proximus	Belgacom
<b>Czech</b>	T-Mobile	T-Mobile	T-Mobile	T-Mobile	T-Mobile
<b>Finland</b>	Sonera	Sonera	Sonera	Sonera	Sonera
<b>France</b>	Orange	Orange	Orange	Orange	Orange
<b>Germany</b>	Vodafone	Vodafone	Vodafone	Vodafone	Vodafone
<b>Netherlands</b>	KPN	KPN	KPN	KPN	KPN
<b>Poland</b>	Plus	Orange	Orange	Orange	Plus
<b>Portugal</b>	TMN	TMN	TMN	TMN	TMN
<b>Romania</b>	Orange	Orange	Orange	Vodafone	Vodafone
<b>Russia</b>	MTS	MTS	MTS	MTS	MTS
<b>Slovenia</b>	Mobitel	Mobitel	Mobitel	country not included	country not included
<b>Switzerland</b>	Swisscom	Swisscom	Swisscom	Swisscom	Swisscom

# Results - the Trusted Brands

## Comparison of winning brands over 5 years



### Comparison of winning brands over past 5 years

Camera	2013	2012	2011	2010	2009
Belgium	Canon	Canon	Canon	Canon	Canon
Czech	Canon	Canon	Canon	Olympus	Olympus
Finland	Canon	Canon	Canon	Canon	Canon
France	Canon	Canon	Canon	Canon	Canon
Germany	Canon	Canon	Canon	Canon	Canon
Netherlands	Canon	Canon	Canon	Canon	Canon
Poland	Nikon	Sony	Sony	Sony	Canon
Portugal	Canon	Canon	Canon	Canon	Canon
Romania	Sony	Sony	Sony	Canon	Sony
Russia	Canon	Canon	Canon	Canon	Canon
Slovenia	Canon	Canon	Canon	country not included	country not included
Switzerland	Canon	Canon	Canon	Canon	Canon

Holiday company/tour operator	2013	2012	2011	2010	2009
Belgium	Jetair	Neckermann	Neckermann	Neckermann	Neckermann
Czech	Cedok	Cedok	Cedok	Cedok	Cedok
Finland	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat
France	Club Med	Club Med	Club Med	Pierre Et Vacances - Maeva	Pierre Et Vacances - Maeva
Germany	Tui	Tui	Tui	Tui	Tui
Netherlands	Arke	Arke	D-Reizen	D-Reizen	D-Reizen
Poland	Itaka	Itaka	Itaka	Orbis Travel	Orbis Travel
Portugal	Abreu	Abreu	Abreu	Abreu	Abreu
Romania	Paralela 45	Paralela 45	Paralela 45	Paralela 45	Paralela 45
Russia	Pegas	Tez Tour	Tez Tour	Tez Tour	Tez Tour
Slovenia	Soncek	Kompas	Kompas	country not included	country not included
Switzerland	Kuoni	Kuoni	Kuoni	Kuoni	Kuoni

Bank/Building Society	2013	2012	2011	2010	2009
Belgium	BNP Paribas Fortis	BNP Paribas Fortis	Fortis	KBC	Fortis
Czech	Česká Spořitelna	Česká Spořitelna	Česká Spořitelna	Česká Spořitelna	Česká Spořitelna
Finland	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki
France	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole
Germany	Sparkasse	Sparkasse	Sparkasse	Sparkasse	Sparkasse
Netherlands	Rabobank	Rabobank	Rabobank	Rabobank	Rabobank
Poland	PKO BP	PKO BP	PKO BP	PKO BP	PKO BP
Portugal	CGD	CGD	CGD	CGD	CGD
Romania	BCR	BCR	BCR	BCR	BRD
Russia	Sberbank	Sberbank	Sberbank	Sberbank	Sberbank
Slovenia	NLB	NLB	NLB	country not included	country not included
Switzerland	Raiffeisen	Raiffeisen	Raiffeisen	Raiffeisen	Raiffeisen



# Results - the Trusted Brands

## Comparison of winning brands over 5 years



### Comparison of winning brands over past 5 years

Credit card	2013	2012	2011	2010	2009
Belgium	Visa	Visa	Visa	Visa	Visa
Czech	Visa	Visa	Visa	Visa	Visa
Finland	Visa	Visa	Visa	Visa	Visa
France	Visa	Visa	Visa	Visa	Visa
Germany	Visa	Visa	Visa	Visa	Visa
Netherlands	Visa	Visa	Visa	Visa	Visa
Poland	Visa	Visa	Visa	Visa	Visa
Portugal	Visa	Visa	Visa	Visa	Visa
Romania	Visa	Visa	Visa	Visa	Visa
Russia	Visa	Visa	Visa	Visa	Visa
Slovenia	MasterCard	MasterCard	Maestro/MasterCard	country not included	country not included
Switzerland	Visa	Visa	Visa	Visa	Visa

Insurance company	2013	2012	2011	2010	2009
Belgium	Ethias	Ethias	Axa	Axa	Axa
Czech	Česká Pojišťovna	Česká Pojišťovna	Česká Pojišťovna	Česká Pojišťovna	Česká Pojišťovna
Finland	If	Pohjola	Pohjola	If	Tapiola
France	Macif	Axa	Axa	Axa	Axa
Germany	Allianz	Allianz	Allianz	Allianz	Allianz
Netherlands	Interpolis	Interpolis	Avéro Achmea	Interpolis	Interpolis
Poland	PZU	PZU	PZU	PZU	PZU
Portugal	Fidelidade Mundial	Fidelidade Mundial	Fidelidade Mundial	Fidelidade Mundial	Fidelidade
Romania	Astra Asigurari	Astra Asigurari	Asirom	Asirom	ING
Russia	Rosgosstrah	Rosgosstrah	Rosgosstrah	Rosgosstrah	Rosgosstrah
Slovenia	Zavarovalnica Triglav	Zavarovalnica Triglav	Zavarovalnica Triglav	country not included	country not included
Switzerland	Die Mobiliar	Die Mobiliar	Die Mobiliar	Die Mobiliar	Die Mobiliar

Petrol retailer	2013	2012	2011	2010	2009
Belgium	Dats	Shell	Esso	Total	Esso
Czech	Shell	Shell	Shell	Shell	Shell
Finland	ABC	ABC	ABC	ABC	ABC
France	Total	Total	Total	Total	Total
Germany	Aral	Aral	Aral	Aral	Aral
Netherlands	Shell	Shell	Shell	Shell	Shell
Poland	Orlen	Orlen	Orlen	Orlen	Orlen
Portugal	Galp	Galp	Galp	Galp	Galp
Romania	Petrom	Petrom	Petrom	Petrom	Petrom
Russia	Lukoil	Lukoil	Lukoil	Lukoil	Lukoil
Slovenia	Petrol	Petrol	Petrol	country not included	country not included
Switzerland	Coop	Coop	Coop	Migrol	Migrol

# Results - the Trusted Brands

## Comparison of winning brands over 5 years



### Comparison of winning brands over past 5 years

Cough/cold remedy					
	2013	2012	2011	2010	2009
<b>Belgium</b>	Vicks	Muco Rhinathiol	Muco Rhinathiol	Vicks	Vicks
<b>Czech</b>	Coldrex	Bromhexin	Mucosolvan	Bromhexin	Bromhexin
<b>Finland</b>	Finrexin	Codesan	Resilar	Resilar	Resilar
<b>France</b>	Humex	Humex	Humex	Actifed	Vicks
<b>Germany</b>	Wick	Wick	Wick	Wick	Wick
<b>Netherlands</b>	Bisolvon	Natterman	Bisolvon	A Vogel	A Vogel
<b>Poland</b>	Gripex	Gripex	Gripex	Gripex	Gripex
<b>Portugal</b>	Bisolvon	Bisolvon	Bisolvon	Bisolvon	Bisolvon
<b>Romania</b>	Nurofen	Nurofen	Nurofen	Nurofen	Nurofen
<b>Russia</b>	Theraflu	Theraflu	Theraflu	Theraflu	Coldrex
<b>Slovenia</b>	Lekadol Plus C	Lekadol Plus C	Lekadol Plus C	country not included	country not included
<b>Switzerland</b>	Vicks	Vicks	NeoCitran	NeoCitran	NeoCitran

Analgesic/pain relief					
	2013	2012	2011	2010	2009
<b>Belgium</b>	Dafalgan	Dafalgan	Dafalgan	Dafalgan	Dafalgan
<b>Czech</b>	Ibalgin	Ibalgin	Ibalgin	Ibalgin	Ibalgin
<b>Finland</b>	Burana	Burana	Burana	Burana	Burana
<b>France</b>	Doliprane	Doliprane	Doliprane	Doliprane	Doliprane
<b>Germany</b>	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin
<b>Netherlands</b>	Kruidvat	Kruidvat	Kruidvat	Kruidvat	Kruidvat
<b>Poland</b>	Ibuprom	Apap	Apap	Apap	Apap
<b>Portugal</b>	Ben-U-Ron	Aspirina	Aspirina	Ben-U-Ron	Ben-U-Ron
<b>Romania</b>	Algocalmin	Algocalmin	Algocalmin	Algocalmin	Algocalmin
<b>Russia</b>	Pentalgin	Pentalgin	Nurofen	Pentalgin	Pentalgin
<b>Slovenia</b>	Lekadol	Lekadol	Lekadol	country not included	country not included
<b>Switzerland</b>	Dafalgan	Dafalgan	Dafalgan	Dafalgan	Aspirin

Vitamins					
	2013	2012	2011	2010	2009
<b>Belgium</b>	Supradyn	Davitamon	Supradyn	Supradyn	Supradyn
<b>Czech</b>	Celaskon	Centrum	Centrum	Centrum	Centrum
<b>Finland</b>	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs
<b>France</b>	Juvamine	Juvamine	Juvamine	Juvamine	Juvamine
<b>Germany</b>	Abtei	Centrum	Abtei	Abtei	Centrum
<b>Netherlands</b>	Davitamon	Davitamon	Davitamon	Davitamon	Davitamon
<b>Poland</b>	Centrum	Centrum	Centrum	Centrum	Centrum
<b>Portugal</b>	Centrum	Centrum	Centrum	Centrum	Centrum
<b>Romania</b>	Eurovita	Eurovita	Eurovita	Eurovita	Eurovita
<b>Russia</b>	Complivit	Complivit	Complivit	Complivit	Alfavit
<b>Slovenia</b>	Cedevita	Cedevita	Cedevita	country not included	country not included
<b>Switzerland</b>	Burgerstein	Burgerstein	Burgerstein	Burgerstein	Burgerstein

# Results - the Trusted Brands

## Comparison of winning brands over 5 years



### Comparison of winning brands over past 5 years

Hair care product					
	2013	2012	2011	2010	2009
Belgium	L'Oréal	L'Oréal	Nivea	L'Oréal	Garnier
Czech	Schwarzkopf	Nivea	Schwarzkopf	Schwarzkopf	Avon
Finland	XZ	Elvital	XZ	Elvital	Elvital
France	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal
Germany	Schauma	Schwarzkopf	Nivea	Schwarzkopf	Schwarzkopf
Netherlands	Andrelon	Andrelon	Andrelon	Andrelon	Andrelon
Poland	Nivea	Nivea	Nivea	Nivea	L'Oréal
Portugal	Pantène	Pantène	Pantène	Pantène	Pantène
Romania	Nivea	Head & Shoulders	Head & Shoulders	Head & Shoulders	Head & Shoulders
Russia	Chistaya Liniya	Chistaya Liniya	Head & Shoulders	Pantène	Pantène
Slovenia	Head & Shoulders	Nivea	Head & Shoulders	country not included	country not included
Switzerland	Nivea	Nivea	Nivea	L'Oréal	Nivea

Cosmetic					
	2013	2012	2011	2010	2009
Belgium	Nivea	Nivea	Nivea	Nivea	Nivea
Czech	Avon	Avon	Avon	Avon	Avon
Finland	Lumene	Lumene	Lumene	Lumene	Lumene
France	L'Oréal	Yves Rocher	Yves Rocher	L'Oréal	Yves Rocher
Germany	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher
Netherlands	Yves Rocher	Yves Rocher	Yves Rocher	Nivea	Yves Rocher
Poland	Nivea	Avon	Avon	Nivea	Avon
Portugal	L'Oréal	L'Oréal	L'Oréal	Nivea	Nivea
Romania	Avon	Nivea	Nivea	Nivea	Nivea
Russia	Avon	Avon	Avon	Avon	Avon
Slovenia	Max Factor	L'Oréal	Max Factor	country not included	country not included
Switzerland	Nivea	Nivea	Nivea	Nivea	Nivea

Skin care					
	2013	2012	2011	2010	2009
Belgium	Nivea	Nivea	Nivea	Nivea	Nivea
Czech	Nivea	Nivea	Nivea	Nivea	Nivea
Finland	Nivea	Nivea	Nivea	Nivea	Nivea
France	Nivea	Nivea	Nivea	Nivea	Nivea
Germany	Nivea	Nivea	Nivea	Nivea	Nivea
Netherlands	Nivea	Nivea	Nivea	Nivea	Nivea
Poland	Nivea	Nivea	Nivea	Nivea	Nivea
Portugal	Nivea	Nivea	Nivea	Nivea	Nivea
Romania	Nivea	Nivea	Nivea	Nivea	Nivea
Russia	Nivea	Nivea	Yves Rocher	Nivea	Nivea
Slovenia	Nivea	Nivea	Nivea	country not included	country not included
Switzerland	Nivea	Nivea	Nivea	Nivea	Nivea

# Results - the Trusted Brands

## Comparison of winning brands over 5 years



### Comparison of winning brands over past 5 years

Soap	2013	2012	2011	2010	2009
Belgium	Dash	Dash	Dash	Dash	Dash
Czech	Ariel	Ariel	Ariel	Ariel	Ariel
Finland	Omo	Omo	Omo	Omo	Omo
France	Ariel	Ariel	Ariel	Ariel	Ariel
Germany	Persil	Persil	Persil	Persil	Persil
Netherlands	Ariel	Ariel	Ariel	Ariel	Ariel
Poland	Vizir	Vizir	Vizir	Vizir	Vizir
Portugal	Skip	Skip	Skip	Skip	Skip
Romania	Ariel	Ariel	Ariel	Ariel	Ariel
Russia	Ariel	Ariel	Ariel	Ariel	Tide
Slovenia	Ariel	Ariel	Ariel	country not included	country not included
Switzerland	Persil	Ariel	Ariel	Total	Total

Breakfast cereal	2013	2012	2011	2010	2009
Belgium	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's
Czech	Opavia	Emco	Nestlé	Opavia	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
Netherlands	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's
Poland	Nestlé	Nestlé	Nestlé	Nestlé	Nestlé
Portugal	Nestlé	Nestlé	Nestlé	Nestlé	Nestlé
Romania	Nestlé	Nestlé	Nestlé	Nestlé	Nestlé
Russia	Nestlé	Nestlé	Nestlé	Nestlé	Nestlé
Slovenia	Nestlé	Nestlé	Nestlé	country not included	country not included
Switzerland	Kellogg's	Kellogg's	Kellogg's	Kellogg's	Kellogg's

## Results - the winning brands Local categories



Each country had the option to include 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. They included retail stores such as clothes, DIY and food, health insurance, milk products, TV stations and private hospitals.

The number of additional local categories varied from 10 in the Czech Republic to 20 in Slovenia. Across the 12 countries over 100 different product categories were included, and ranged from anti-aging cosmetics to yoghurt. Few categories were common to more than 4 or 5 countries.

- 8 countries included coffee and/or tea but no brand won in more than 1 country
- 5 countries chose toothpaste – Colgate came top in 3
- The category of pet food was chosen by 7 countries, Whiskas is No1 in 4 of them
- C & A is the most Trusted Brand of clothing/clothing retailer in 2 of the 6 countries including that category
- 7 countries included mineral water/bottled water or non-alcoholic drinks as a category – all winners were local brands

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





## Local categories - 2013 winners

### Belgium

Category	Trusted Brand
Clothing store	C&A
Radio network	Radio 2
Pet food	Whiskas
Deep frier	Frifri
Chain store	Colruyt
Furniture store	Ikea
Private hospital	Chirec
Optician	Pearle
Bathroom equipment	Grohe
Probiotic drink	Actimel
Beer	Jupiler
Health insurance	CM
Drug store	Di
Adult diapers	Tena

### Czech Republic

Category	Trusted Brand
Radio Station	Cesky Rozhlas
TV Station	Ceska Televize
Bicycle	Olpran
GPS navigation	Tomtom
Baby car seat	Chicco
Creamery	Mlékárna Kunín
Supermarket	Kaufland
Vacuum cleaner	ETA
Ski	Elan
Insect repellent	Raid

### Finland

Category	Trusted Brand
Deodorant	Rexona
Convenience Food	Saarioinen
Coffee	Juhla Mokka
Sweets	Fazer
Functional Food	Benecol
Cheese	Valio
Butter and spread	Valio
Natural Product	Möller
Retail Chain	S-Ryhmä
Furniture Store	Asko
Optician	Instrumentarium
Custom Home Plan	Jukka-Talo
Real Estate Agent	Op Kiinteistökeskus
Electrical Company	Fortum
Cruise Line	Tallink Silja
Spa	Naantalin Kylpylä
Amusement Park	Linnanmäki
Private clinic	Mehiläinen

### France

Category	Trusted Brand
Energy	EDF
Pet food	Purina
Amusement park	Disneyland Paris
Gardening retailer	Jardiland
Organic food	Bio CoopCheese
Mineral water	Évian
Clothes retailer	Kiabi
Supermarket	Leclerc
Tea-Coffee	Grand Mère
Biscuit	LU
DIY store	Leroy Merlin



## Local categories - 2013 winners

### Germany

Category	Trusted Brand
Food	Nestlé
Electronics	Sony
Sweets	Haribo
Soft Drink	Coca-Cola
Sparkling Wine	Rotkäppchen
Spirits	Nordhäuser
Clothes	C&A
Shoes	Rieker
Toothpaste	Odol
Tea-Coffee	Tchibo
Detergent	Frosch
Retailer	Edeka
Cruise	Aida

### Netherlands

Category	Trusted Brand
Homeshipping	Bol.Com
Dating Site	Lexa
Pet Food	Whiskas
Coffee	Douwe Egberts
Television	Philips
Bicycle Store	Halfords
Chain store	Albert Heijn
Private hospital	Bergman
Furniture store	Ikea
Optician	Hans Anders
Hearing Aid	Beter Horen
Charity	KWF Kankerbestrijding
Bed	Auping
Drug Store	Kruidvat
Margarine	Becel
TV guide	Veronica
Adult diapers	Tena

### Poland

Category	Trusted Brand
Ice Cream	Algida
Investment Fund	Ing
Dietary Supplement	Falvit
Toothpaste	Colgate
TV Station	TVN
Watches & Jewellery	Apart
Oil-Margarine	Kujawski
Cake-Dessert	Dr Oetker
Food Producer	Winiary
Grocery	Biedronka
Clothing Store	H&M
Drug Store	Rossmann
Heart Remedy	Doppel Herz
Dishwashing Liquid	Ludwik
Pharmacy	Dbam O Zdrowie
Water	Zywiec Zdrój

### Portugal

Category	Trusted Brand
Catering Chain	McDonald's
Chocolate	Nestlé
Baby Care	Johnson's
Coffee	Delta
Cooking Oil	Fula
Beer	Sagres
Mineral Water	Luso
Hair Colourant	L'Oreal
Laxative	Dulcolax
Supermarket	Continente
Pet Food	Friskies
TV Channel	RTP
Slimming Product	Elancyl
Optician	Multiopticas
Seasoning	Knorr
Childrens Clothing	Zippy
Health Insurance	Medis
Public Service Co	CTT
Non-Food Retailer	Worten
Radio Station	RFM



## Local categories - 2013 winners

### Romania

Category	Trusted Brand
Bakery	Vel Pitar
Dairy Product	Napolact
Meat Product	Cris - Tim
Cooking Oil	Untdelemn de la Bunica
Spice	Fuchs
Mineral Water	Borsec
Pet Food	Pedigree
Coffee	Jacobs
Soap	Dove
Toothpaste	Colgate
Deodorant	Nivea
Commercial Centre	Kaufland
Electronic Chain	Domo
Clothing Chain	Zara
Private Hospital	Medlife
Newspaper	Adevarul
Radio Station	Europa FM
TV Station	Pro TV

### Russia

Category	Trusted Brand
Food Processor	Bosch
Steamer	Tefal
Seasoning	Maggi
Pet Food	Whiskas
Sedative Drug	Novo-Passit
Anti-Aging Cosmetics	Yves Rocher
Shower Gel	Nivea
Shoe Care	Salamander
Pharmacy	36.6
Yoghurt	Danone
Toothpaste	Colgate
Appliance Store	M.Video

### Slovenia

Category	Trusted Brand
Fruit Juice	Fructal
Toys	Lego
Bottled Water	Zala
Beer	Lasko
Coffee	Barcaffe
Milk	Ljubljanske Mlekarne
Margarine	Rama
Shopping Centre	Mercator
Bed	Dormeo
Paint	Jupol
Investment Company	KD
Telecomms Provider	Telekom
TV Station	Pop TV
Radio Station	Val 202
Newspaper	Slovenske novice
Instant Soup	Knorr
Sparkling Water	Radenska
Tea	1001 Cvet
Chewing Gum	Orbit
Doors-Windows	AJM

### Switzerland

Category	Trusted Brand
Non-alcoholic drink	Valser
Clothes	Charles Vögele
Hard Candy	Ricola
TV-Cable Provider	Swisscom
Detergent	Meister Proper
Pet Food	Whiskas
Coffee	Nespresso
Health Insurance	CSS
Life Insurance	Axa Winterthur
Mattress	Bico
Milk Product	Emmi
Homeopathic	Similasan
Optician-Glasses	Fielmann
Chocolate	Lindt
Toothpaste	Elmex



# Results – confidence and trust

## Trust in professions

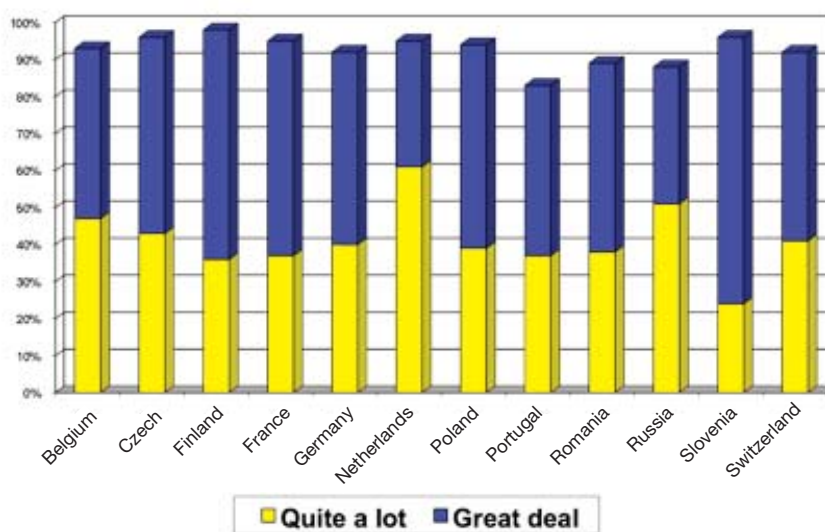


### Average agreement across all countries

Rank	Profession	Trust			Don't Trust		
		A great deal	Quite a lot	Total	Not much	Not at all	Total
1	Firefighters	51%	41%	92%	4%	1%	4%
2	Airline pilots	36%	51%	86%	8%	2%	11%
3	Nurses	27%	55%	82%	14%	2%	16%
4	Pharmacists	21%	59%	80%	15%	1%	16%
5	Doctors	20%	56%	76%	19%	2%	21%
6	Farmers	19%	56%	75%	19%	3%	21%
7	Teachers	13%	59%	72%	22%	2%	25%
8	Meteorologists	10%	49%	59%	32%	6%	37%
9	Police	13%	43%	57%	33%	8%	41%
10	Taxi drivers	5%	39%	44%	41%	12%	53%
11	Judges	6%	33%	39%	42%	15%	57%
12	Priests/church ministers	9%	29%	38%	33%	25%	59%
13	Lawyers	5%	34%	38%	46%	12%	58%
14	Travel agents	2%	34%	36%	49%	11%	60%
15	Journalists	4%	26%	30%	48%	19%	66%
16	Trade union leaders	3%	20%	22%	45%	29%	74%
17	Financial advisors	2%	20%	22%	56%	18%	74%
18	Football players	3%	17%	20%	42%	34%	76%
19	Car salesmen	1%	17%	18%	58%	21%	79%
20	Politicians	1%	7%	7%	37%	52%	90%

- Firefighters are the most trusted profession. 51% have “a great deal” of trust in firefighters and 92% trust them a great deal or quite a lot.
- On average across the 12 countries airline pilots land in second position with 86% trust
- Nurses and pharmacists are also amongst the most trusted professions in Europe
- Across the 12 countries doctors and farmers rank almost equal with 76% and 75% trust
- The least trusted profession is by far and away politicians, 90% of people say they don't trust them, over half don't trust them at all

### Trust fire fighters



# Results – confidence and trust

## Trust in professions



### Comparison by country

#### Trust professions great deal/quite a lot - comparison with average across all countries

	Average all countries	Belgium	Czech	Finland	France	Germany	Netherlands	Poland	Portugal	Romania	Russia	Slovenia	Switzerland
<b>Firefighters</b>	92%	94%	96%	97%	95%	92%	95%	94%	83%	88%	88%	95%	92%
<b>Airline pilots</b>	86%	83%	93%	96%	86%	88%	88%	84%	80%	83%	71%	89%	91%
<b>Nurses</b>	82%	90%	85%	94%	92%	89%	92%	76%	77%	51%	55%	92%	91%
<b>Pharmacists</b>	80%	89%	72%	93%	81%	85%	81%	78%	75%	80%	57%	84%	87%
<b>Doctors</b>	76%	84%	81%	89%	83%	80%	87%	57%	75%	63%	47%	84%	86%
<b>Farmers</b>	75%	71%	69%	82%	73%	74%	84%	68%	73%	60%	80%	85%	78%
<b>Teachers</b>	72%	75%	71%	90%	66%	62%	78%	68%	71%	57%	74%	77%	71%
<b>Meteorologists</b>	59%	51%	56%	68%	44%	61%	53%	53%	63%	70%	37%	81%	67%
<b>Police</b>	57%	54%	42%	92%	58%	76%	65%	49%	56%	35%	20%	55%	77%
<b>Taxi drivers</b>	44%	39%	11%	84%	36%	57%	38%	37%	37%	36%	46%	50%	53%
<b>Judges</b>	39%	31%	32%	65%	42%	58%	52%	31%	23%	29%	24%	20%	59%
<b>Priests/church ministers</b>	38%	21%	18%	72%	40%	48%	26%	30%	43%	50%	46%	18%	49%
<b>Lawyers</b>	38%	31%	38%	50%	42%	52%	42%	37%	19%	31%	39%	24%	52%
<b>Travel agents</b>	36%	37%	29%	64%	27%	32%	34%	25%	30%	33%	26%	39%	56%
<b>Journalists</b>	30%	21%	25%	24%	21%	29%	26%	33%	39%	45%	17%	49%	26%
<b>Trade union leaders</b>	22%	22%	17%	32%	18%	28%	30%	16%	17%	15%	15%	22%	33%
<b>Financial advisors</b>	22%	19%	26%	23%	17%	14%	18%	22%	17%	34%	32%	16%	26%
<b>Football players</b>	20%	13%	11%	32%	9%	20%	14%	20%	19%	22%	30%	33%	20%
<b>Car salesmen</b>	18%	16%	19%	27%	13%	16%	15%	15%	10%	20%	19%	25%	20%
<b>Politicians</b>	7%	7%	2%	9%	7%	10%	12%	3%	4%	6%	5%	4%	20%

- Overall trust in professions is highest in Finland and Switzerland
- Compared with the average, trust is lowest in Poland and Portugal
- Trust in teachers is significantly higher in Finland (90%) than any other country
- In the Czech Republic people trust doctors and nurses but not pharmacists
- Pharmacists are trusted more than doctors and nurses in Romania, Russia and Poland
- In Russia farmers are trusted more than airline pilots, pharmacists, nurses and doctors
- 56% of Swiss trust travel agents compared with a Europe average of 36%
- Slovenians (49%) and Romanians (45%) trust journalists more than any other country
- In Slovenia football players are trusted more than lawyers and judges
- Only 2% of people in the Czech Republic trust their politicians

## Results – confidence and trust

### Trust in professions



#### Year on year comparison – average trust across all countries

Trust a great deal/quite a lot	2013	2012	Difference
Firefighters	92%	93%	-0.6%
Airline pilots	86%	87%	-1.2%
Nurses	82%	83%	-1.5%
Pharmacists	80%	81%	-1.4%
Doctors	76%	80%	-4.7%
Farmers	75%	75%	-0.9%
Teachers	72%	73%	-2.4%
Meteorologists	59%	58%	1.0%
Police	57%	56%	1.2%
Taxi drivers	44%	44%	-0.4%
Judges	39%	41%	-6.0%
Priests/church ministers	38%	36%	6.7%
Lawyers	38%	40%	-5.6%
Travel agents	36%	35%	3.8%
Journalists	30%	29%	2.9%
Trade union leaders	22%	22%	1.5%
Financial advisors	22%	25%	-12.0%
Football players	20%	19%	6.9%
Car salesmen	18%	16%	13.8%
Politicians	7%	7%	3.9%
<b>average across all professions</b>	<b>49.6%</b>	<b>50.0%</b>	<b>-0.8%</b>

- Overall trust in professions has fallen slightly - by less than 1%
- Trust in financial advisors has dropped the most by 12%

#### Comparison of trust in professions over 10 years

Trust a great deal/quite a lot	2013	2004	Difference
Firefighters	93%	95%	-3%
Airline pilots	86%	90%	-4%
Nurses	84%	88%	-4%
Pharmacists	80%	88%	-9%
Doctors	77%	82%	-7%
Teachers	73%	75%	-3%
Taxi drivers	44%	52%	-16%
Lawyers	40%	46%	-13%
Travel agents	36%	40%	-10%
Financial advisors	21%	28%	-25%
Car salesmen	17%	20%	-15%
<b>Average across all professions</b>	<b>59%</b>	<b>64%</b>	<b>-8%</b>

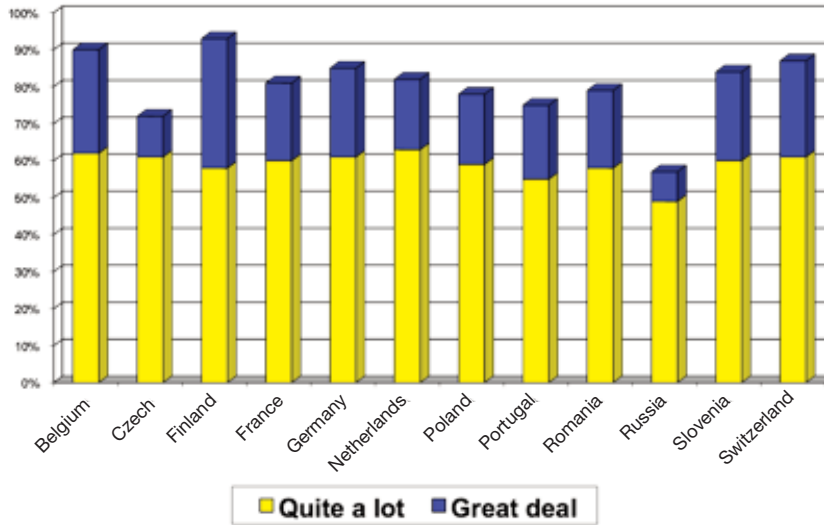
- Analysis is based on the average across 10 countries that were common to both years and excludes Romania and Slovenia
- In 2004 the list of professions excluded: farmers, football players, journalists, judges, meteorologists, police, politicians, priests and trade union leaders
- Since 2004 average trust in the 12 professions common to both years has fallen by 8%
- Although average trust in airline pilots has fallen this is primarily due to a decline in Portugal and Russia. In Switzerland trust has increased.
- Across the 10 countries 74% of people now say they don't trust Financial Advisors compared with 68% in 2004.

# Results – confidence and trust

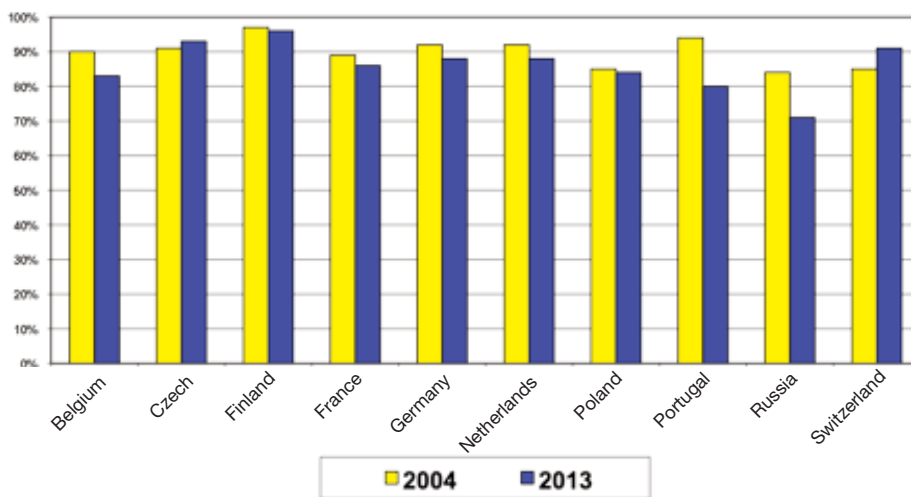
## Trust in professions



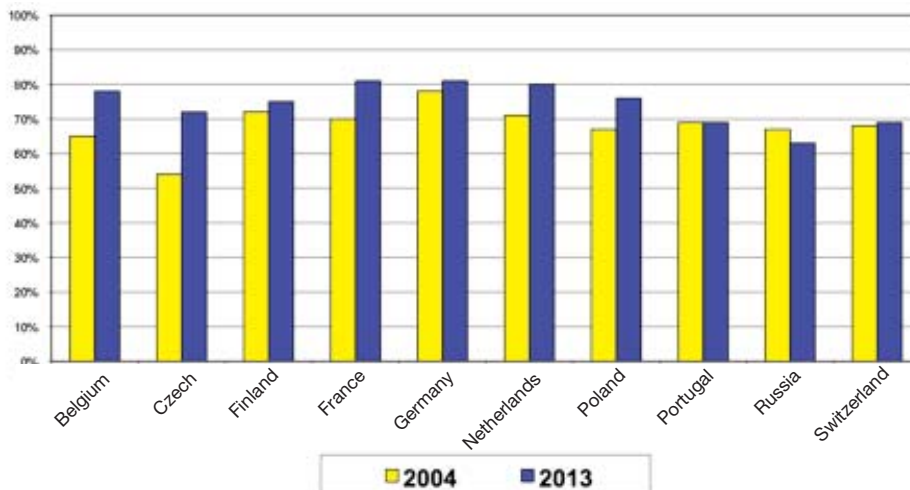
### Trust pharmacists



### Trust airline pilots



### Don't trust financial advisors



# Results – confidence and trust

## Trust in professions



### Trust in professions

Trust professions - great deal/quite a lot	Average all countries											
	Belgium	Czech	Finland	France	Germany	Netherlands	Poland	Portugal	Romania	Russia	Slovenia	Switzerland
	1384	1952	2024	1410	3292	1842	1049	1008	987	1322	961	1083
Firefighters	94%	96%	97%	95%	92%	95%	94%	83%	88%	88%	95%	92%
Airline pilots	83%	93%	96%	86%	88%	88%	84%	80%	83%	71%	89%	91%
Nurses	90%	85%	94%	92%	89%	92%	76%	77%	51%	55%	92%	91%
Pharmacists	89%	72%	93%	81%	85%	81%	78%	75%	80%	57%	84%	87%
Doctors	84%	81%	89%	83%	80%	87%	57%	75%	63%	47%	84%	86%
Farmers	71%	69%	82%	73%	74%	84%	68%	73%	60%	80%	85%	78%
Teachers	75%	71%	90%	66%	62%	78%	68%	71%	57%	74%	77%	71%
Meteorologists	51%	56%	68%	44%	61%	53%	53%	63%	70%	37%	81%	67%
Police	54%	42%	92%	58%	76%	65%	49%	56%	35%	20%	55%	77%
Taxi drivers	39%	11%	84%	36%	57%	38%	37%	37%	36%	46%	50%	53%
Judges	31%	32%	65%	42%	58%	52%	31%	23%	29%	24%	20%	59%
Priests/church ministers	21%	18%	72%	40%	48%	26%	30%	43%	50%	46%	18%	49%
Lawyers	31%	38%	50%	42%	52%	42%	37%	19%	31%	39%	24%	52%
Travel agents	37%	29%	64%	27%	32%	34%	25%	30%	33%	26%	39%	56%
Journalists	21%	25%	24%	21%	29%	26%	33%	39%	45%	17%	49%	26%
Trade union leaders	22%	17%	32%	18%	28%	30%	16%	17%	15%	15%	22%	33%
Financial advisors	19%	26%	23%	17%	14%	18%	22%	17%	34%	32%	16%	26%
Football players	13%	11%	32%	9%	20%	14%	20%	19%	22%	30%	33%	20%
Car salesmen	16%	19%	27%	13%	16%	15%	15%	10%	20%	19%	25%	20%
Politicians	7%	2%	9%	7%	10%	12%	3%	4%	6%	5%	4%	20%

# Results – confidence and trust

## Trust in professions



### Trust in professions

	Trust professions - not much/not at all												
	Average all countries	Belgium	Czech	Finland	France	Germany	Netherlands	Poland	Portugal	Romania	Russia	Slovenia	Switzerland
Politicians	90%	97%	90%	92%	87%	87%	87%	95%	83%	92%	92%	95%	77%
Car salesmen	79%	80%	72%	86%	80%	84%	84%	83%	76%	76%	77%	73%	75%
Football players	76%	87%	67%	89%	76%	84%	84%	77%	67%	75%	64%	65%	74%
Financial advisors	74%	72%	75%	81%	81%	80%	80%	76%	69%	62%	63%	81%	69%
Trade union leaders	74%	81%	67%	79%	67%	68%	68%	82%	70%	82%	80%	75%	60%
Journalists	66%	73%	75%	77%	66%	72%	72%	66%	47%	51%	79%	48%	68%
Travel agents	60%	69%	34%	70%	64%	64%	64%	72%	56%	63%	70%	59%	40%
Priests/church ministers	59%	81%	27%	58%	48%	73%	73%	68%	43%	48%	52%	80%	48%
Lawyers	58%	60%	49%	56%	43%	57%	57%	62%	68%	65%	58%	73%	42%
Judges	57%	66%	34%	56%	37%	46%	46%	67%	63%	67%	72%	78%	35%
Taxi drivers	53%	88%	15%	62%	40%	60%	60%	61%	50%	60%	51%	48%	43%
Police	41%	57%	7%	41%	21%	34%	34%	50%	32%	62%	78%	44%	20%
Meteorologists	37%	42%	31%	54%	34%	46%	46%	45%	23%	26%	59%	16%	27%
Teachers	25%	27%	9%	32%	33%	21%	21%	30%	15%	39%	23%	21%	23%
Farmers	21%	29%	16%	25%	22%	14%	14%	30%	14%	35%	15%	13%	17%
Doctors	21%	18%	10%	16%	18%	12%	12%	41%	13%	34%	51%	15%	12%
Pharmacists	16%	26%	6%	18%	11%	18%	18%	20%	12%	17%	39%	14%	8%
Nurses	16%	14%	6%	7%	9%	7%	7%	24%	10%	46%	43%	7%	6%
Airline pilots	11%	5%	3%	13%	9%	11%	11%	14%	7%	13%	25%	9%	5%
Firefighters	4%	2%	2%	3%	4%	4%	4%	4%	4%	7%	8%	2%	3%

# Results – confidence and trust

## Confidence in government policies



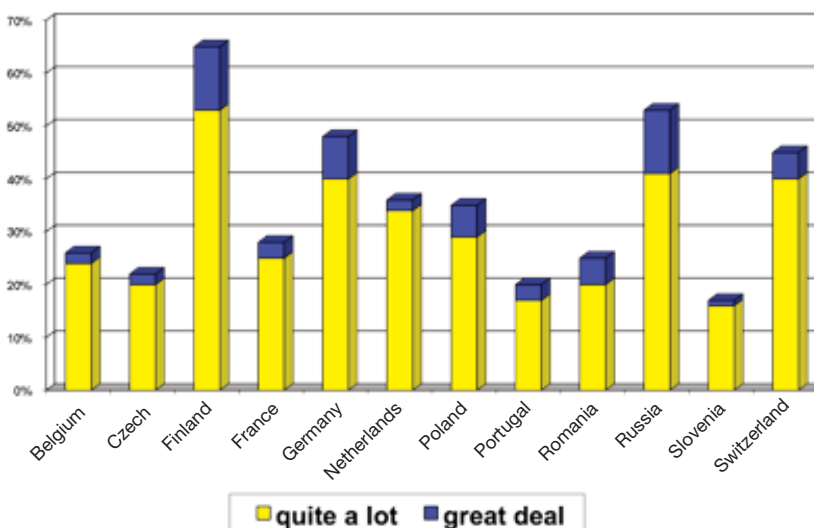
### Average agreement across all countries

Rank	Policy	Confidence			No confidence		
		A great deal	Quite a lot	Total	Not much	Not at all	Total
1	International affairs	5%	30%	35%	46%	15%	61%
2	Education	4%	30%	34%	49%	14%	63%
3	Environment	3%	27%	29%	53%	14%	67%
4	Health services	4%	24%	28%	49%	20%	70%
5	Management of the economy*	3%	22%	25%	46%	25%	71%
6	Welfare	3%	20%	23%	51%	23%	73%
7	Immigration	3%	17%	20%	48%	28%	76%
8	Employment	2%	16%	18%	50%	30%	80%
9	State provision for the elderly	2%	15%	17%	51%	30%	80%

- Across all 12 countries public confidence in each of the government policies listed is low
- Although international affairs and education rank top, only around 1/3 of people have any confidence in them
- 30% of people say they have no confidence at all in their government's policies for employment and provision for the elderly

NB: Romania didn't include the question about management of the economy so, for this question, average across all reflects 11 countries, not 12.

### Confidence in international affairs



# Results – confidence and trust

## Confidence in government policies



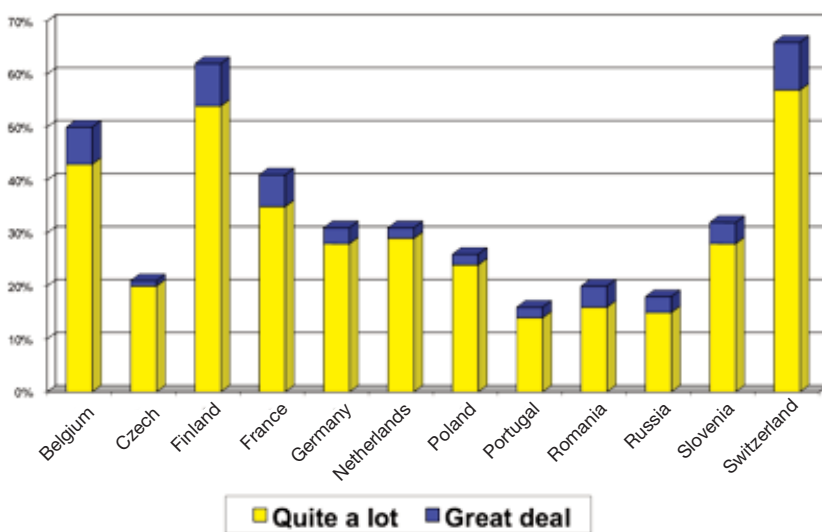
### Comparison by country

#### Confidence - great deal/quite a lot

	Average all countries	Belgium	Czech	Finland	France	Germany	Netherlands	Poland	Portugal	Romania	Russia	Slovenia	Switzerland
International affairs	35%	27%	22%	65%	28%	48%	36%	35%	20%	24%	53%	17%	45%
Education	34%	50%	21%	62%	41%	31%	30%	27%	16%	20%	18%	31%	66%
Environment	29%	28%	20%	50%	26%	39%	34%	32%	18%	17%	18%	15%	56%
Health services	28%	54%	16%	39%	52%	30%	17%	9%	13%	16%	11%	30%	47%
Management of the economy*	25%	20%	5%	42%	12%	45%	33%	22%	7%	0%	24%	9%	57%
Welfare	23%	36%	8%	37%	41%	28%	20%	12%	9%	7%	19%	14%	44%
Immigration	20%	11%	14%	36%	14%	27%	20%	17%	15%	25%	20%	15%	24%
Employment	18%	17%	6%	28%	11%	31%	20%	9%	4%	8%	18%	5%	56%
State provision for the elderly	17%	29%	5%	27%	19%	13%	16%	9%	7%	13%	15%	19%	35%

- Overall levels of confidence vary significantly by country and policy. Highlighted % in the table above indicates confidence (by country) which is higher than the average across all countries
- The people of Finland and Switzerland have the greatest confidence in their government policies
- Germans too have above average levels of confidence in all but education and state provision for the elderly
- 90% of Poles have little or no confidence in their country's employment policy
- Confidence is lowest in the CEER countries of Czech Republic, Romania, Russia and Slovenia - the Portuguese also have low confidence in their government's policies

#### Confidence in their country's education policy





# Results – confidence and trust

## Confidence in government policies



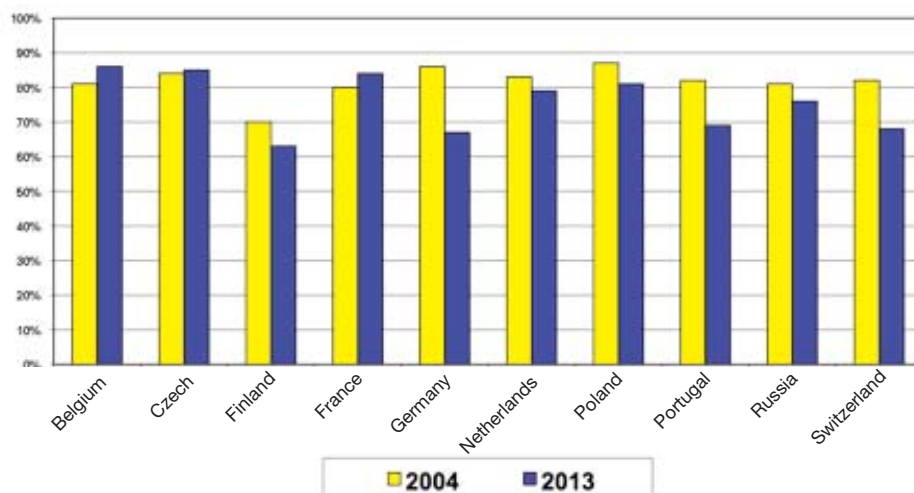
### Comparison over 10 years

	Great deal/quite a lot of confidence			Confidence - not much/not at all		
	2013	2004	Diff 2013 v 2004	2013	2004	Diff 2013 v 2004
Education	36%	40%	-8%	61%	59%	3%
Environment	32%	33%	-2%	64%	66%	-2%
Health services	29%	29%	-2%	68%	69%	-1%
Welfare	25%	26%	-1%	71%	73%	-3%
Employment	20%	16%	23%	77%	82%	-6%
Immigration	20%	16%	25%	76%	82%	-7%
State provision for the elderly	18%	20%	-13%	80%	79%	1%

Comparison excludes Slovenia and Romania and only includes the policies common to both years

- Although still very low, public confidence in government employment and immigration policies has increased since 2004 (by 25% and 23% respectively)
- There is little change over the years regarding confidence in state provision for the elderly – 80% have little or no confidence

### Low confidence in their country's immigration policy

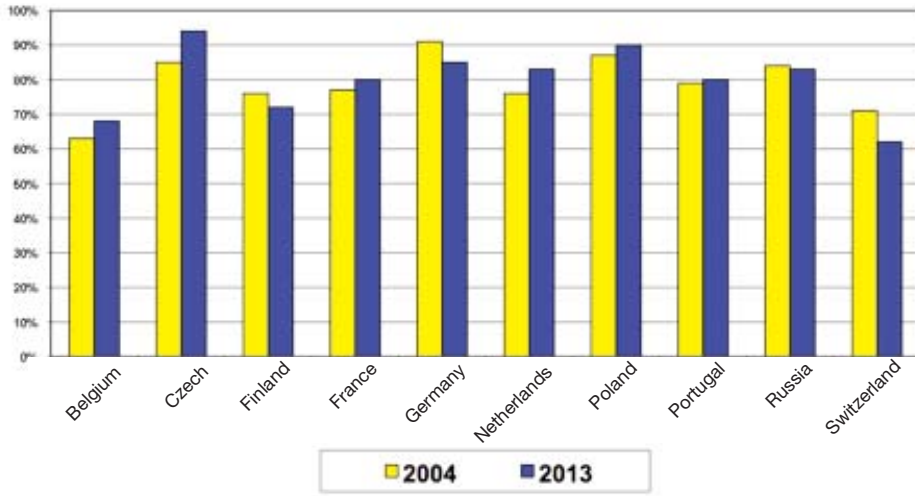


# Results – confidence and trust

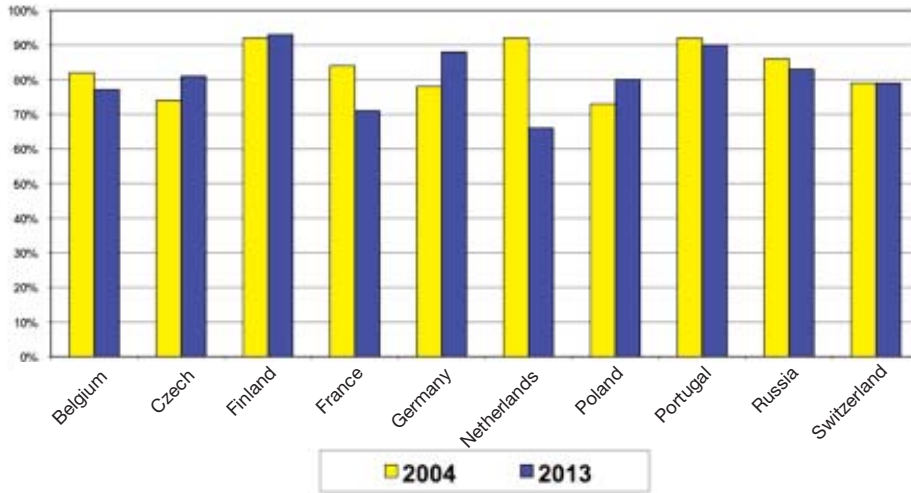
## Confidence in government policies



### Low confidence in state provision for the elderly



### Low confidence in employment policy



# Results – confidence and trust

## Confidence in government policies



### Confidence in government policies

Confidence in government policies		Switzerland	Slovenia	Russia	Romania	Portugal	Poland	Netherlands	Germany	France	Finland	Czech	Belgium	Average all countries	Total
		1083	961	1322	987	1008	1049	1842	3292	1410	2024	1952	1384	1526	1526
<b>Confidence - great deal/quite a lot</b>															
International affairs		45%	17%	53%	24%	20%	35%	36%	48%	28%	65%	22%	27%	35%	35%
Education		66%	31%	18%	20%	16%	27%	30%	31%	41%	62%	21%	50%	34%	34%
Environment		56%	15%	18%	17%	18%	32%	34%	39%	26%	50%	20%	28%	29%	29%
Health services		47%	30%	11%	16%	13%	9%	17%	30%	52%	39%	16%	54%	28%	28%
Management of economy		57%	9%	24%	0%	7%	22%	33%	45%	12%	42%	5%	20%	25%	25%
Welfare		44%	14%	19%	7%	9%	12%	20%	28%	41%	37%	8%	36%	23%	23%
Immigration		24%	15%	20%	25%	15%	17%	20%	27%	14%	36%	14%	11%	20%	20%
Employment		56%	5%	18%	8%	4%	9%	20%	31%	11%	28%	6%	17%	18%	18%
Provision for elderly		35%	19%	15%	13%	7%	9%	16%	13%	19%	27%	5%	29%	17%	17%
<b>Confidence - not much/not at all</b>															
Provision for elderly		62%	80%	83%	85%	80%	90%	83%	85%	80%	72%	94%	68%	80%	80%
Employment		40%	94%	79%	89%	83%	90%	80%	66%	88%	71%	93%	81%	80%	80%
Immigration		68%	80%	76%	71%	69%	81%	79%	67%	84%	63%	85%	86%	76%	76%
Welfare		48%	83%	79%	90%	78%	87%	79%	66%	57%	62%	91%	61%	73%	73%
Management of economy		37%	88%	74%	0%	78%	77%	66%	49%	86%	57%	94%	77%	71%	71%
Health services		49%	69%	87%	82%	74%	90%	82%	67%	47%	60%	83%	44%	70%	70%
Environment		39%	83%	80%	80%	68%	66%	65%	57%	72%	49%	79%	69%	67%	67%
Education		30%	67%	79%	77%	71%	72%	69%	66%	58%	37%	77%	47%	63%	63%
International affairs		48%	80%	43%	71%	65%	64%	63%	45%	69%	34%	77%	70%	61%	61%

NB ROMANIA EXCLUDED THE QUESTION ABOUT THE ECONOMY - AVERAGE THEREFORE REFLECTS 11 COUNTRIES

# Results – confidence and trust

## Criteria of trust

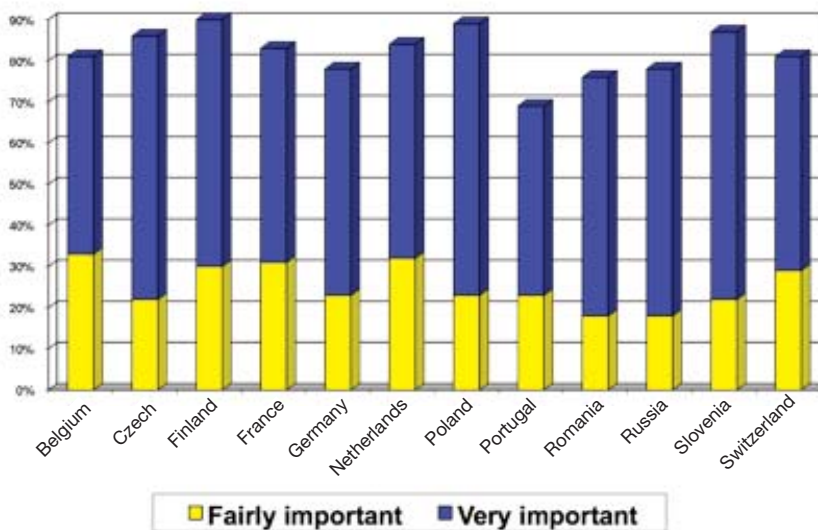


### The criteria of trust

Rank	The criteria of trust	Very/quite important			not very/not at all important		
		Very	Quite	Total	Not very	Not at all	Total
1	Brand must be reliable	57%	25%	82%	2%	2%	4%
2	Company offers high quality products/services	55%	26%	81%	2%	2%	4%
3	The company takes care of me/provides good service	46%	31%	77%	3%	2%	5%
4	Company understands their customer needs	43%	33%	76%	3%	2%	5%
5	Personal experience of using/buying the brand	46%	29%	76%	2%	3%	5%
6	Staff are kind	38%	33%	72%	3%	3%	6%
7	Staff are efficient/ knowledgeable	36%	35%	70%	4%	3%	6%
8	The company shows responsibility towards the environment	37%	30%	67%	5%	3%	8%
9	The company invests in innovative products/offers	26%	36%	62%	5%	3%	8%
10	Low prices	33%	28%	62%	5%	3%	8%
11	Brand has a social responsibility towards the public	27%	32%	59%	7%	5%	11%
12	The company's politics are transparent	26%	30%	56%	7%	7%	14%
13	Brand must have a strong image	23%	31%	55%	7%	5%	12%
14	The company/products are local	22%	28%	51%	8%	9%	17%
15	Senior managers have a good reputation	22%	28%	50%	9%	9%	18%
16	Brand is well known/possibly the market leader	19%	27%	46%	10%	9%	18%

- Across the 12 countries consumers say that if they are to trust a brand it must be reliable and of high quality
- In earning trust it's also important that companies understand their customers' needs and provide good customer service
- Consumers are unlikely to trust a brand if they haven't had personal experience of it
- Kind, efficient and knowledgeable staff also have a positive influence on a brand's likelihood of being trusted

### Agree brands must be reliable



# Results – confidence and trust

## Criteria of trust



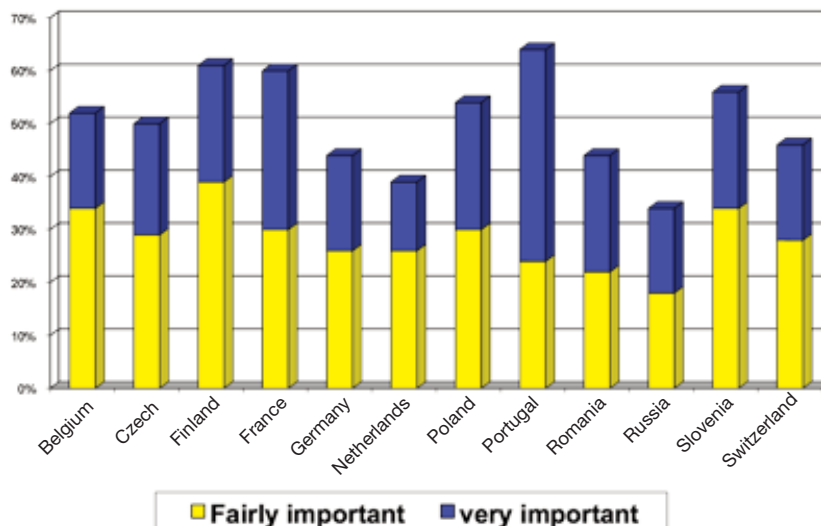
### Criteria of trust - comparison with average across all countries

#### Very/fairly important

	Average all countries	Belgium	Czech	Finland	France	Germany	Netherlands	Poland	Portugal	Romania	Russia	Slovenia	Switzerland
Brand must be reliable	82%	81%	85%	91%	82%	78%	84%	88%	69%	76%	78%	87%	81%
Company offers high quality products/services	81%	79%	83%	88%	79%	79%	81%	89%	71%	74%	80%	87%	82%
The company takes care of me/provides good service	77%	73%	73%	83%	76%	77%	79%	86%	71%	68%	74%	82%	81%
Company understands their customer needs	76%	73%	78%	84%	77%	71%	74%	85%	66%	69%	76%	85%	78%
Personal experience of using/buying the brand	76%	70%	78%	86%	72%	76%	73%	87%	69%	67%	71%	82%	78%
Staff are kind	72%	66%	67%	81%	65%	72%	73%	79%	60%	70%	66%	84%	76%
Staff are efficient/ knowledgeable	70%	68%	64%	77%	69%	68%	70%	73%	65%	67%	70%	79%	73%
The company shows responsibility towards the environment	67%	62%	64%	74%	63%	67%	59%	74%	65%	65%	62%	82%	68%
The company invests in innovative products/offers	62%	56%	58%	71%	66%	59%	52%	75%	59%	62%	56%	72%	60%
Low prices	62%	69%	55%	65%	74%	55%	67%	75%	64%	54%	48%	69%	47%
Brand has a social responsibility towards the public	59%	60%	64%	65%	53%	32%	67%	70%	53%	71%	61%	74%	36%
The company's politics are transparent	56%	40%	52%	84%	61%	56%	25%	71%	61%	54%	48%	57%	61%
Brand must have a strong image	55%	49%	49%	55%	51%	40%	57%	75%	46%	67%	54%	68%	45%
The company/products are local	51%	52%	50%	62%	60%	44%	39%	54%	64%	44%	34%	57%	46%
Senior managers have a good reputation	50%	47%	43%	66%	42%	36%	51%	58%	49%	55%	44%	62%	41%
Brand is well known/possibly the market leader	46%	43%	47%	44%	51%	27%	44%	67%	35%	63%	51%	53%	26%

- Compared with the average across all countries, people in Poland (67%) are more likely to trust a brand if it's well known
- 91% of Finns won't trust a brand that's not reliable
- In Finland and Poland consumers are more likely than average to expect their Trusted Brand to be of high quality
- In France low prices (74%) are more likely to influence trust than a company being environmentally responsible
- 64% of Portuguese associate trust with a company or brand being local. The opposite is true in Russia (34%)
- Poles (70%), Romanians (71%) and Slovenians (74%) are unlikely to trust a brand unless the company shows a social responsibility

### Agree the company/its products should be local



# Results – confidence and trust

## Criteria of trust



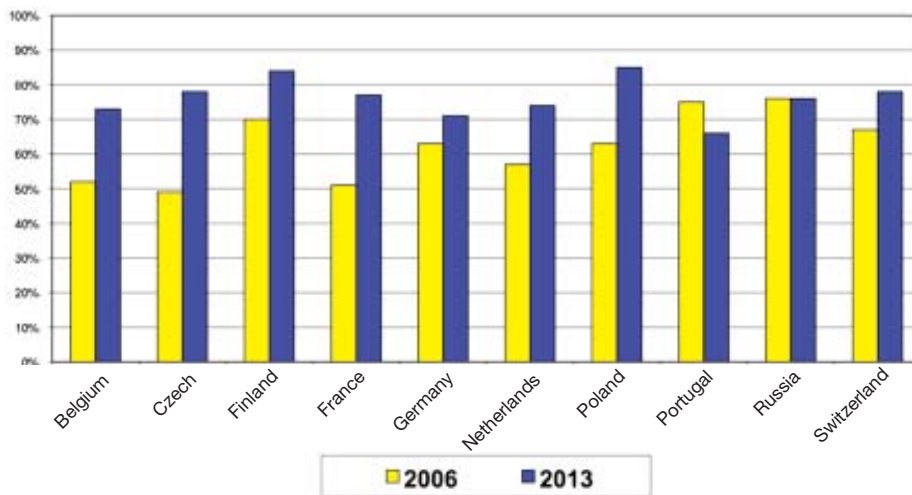
### Criteria of trust comparison with 2006 survey - 10 countries that are common to both years

How important are the following criteria when you say a brand deserves your trust?

	2013			2006	
	average across 10 countries			average across 10 countries	
	Important	not important		Important	not important
Company offers high quality products/services	81%	3%	Brand offers products of high quality	72%	9%
Company understands the customers' needs	76%	4%	Company understands the customers' needs	62%	12%
Personal experience	76%	5%	Personal experience	69%	12%
The company shows responsibility towards the environment	66%	8%	The brand shows responsibility towards the environment	61%	13%
Brand has a strong image	52%	13%	Brand has a strong image	44%	25%
Senior managers have a good reputation	48%	19%	Senior managers have a good reputation	44%	26%
Brand is well known/possibly the market leader	44%	20%	Brand is well known/possibly the market leader	41%	26%

- Comparison excludes Romania and Slovenia
- Compared with 7 years ago its now even more important to consumers' that brands be of high quality and companies understand their customers' needs
- Having a strong image is also of increasing importance when consumers assess their trust in a brand
- It's become more important to people in the Netherlands that their Trusted Brand is from a company that shows a responsibility towards the environment

### Agree the company should understand its customers' needs

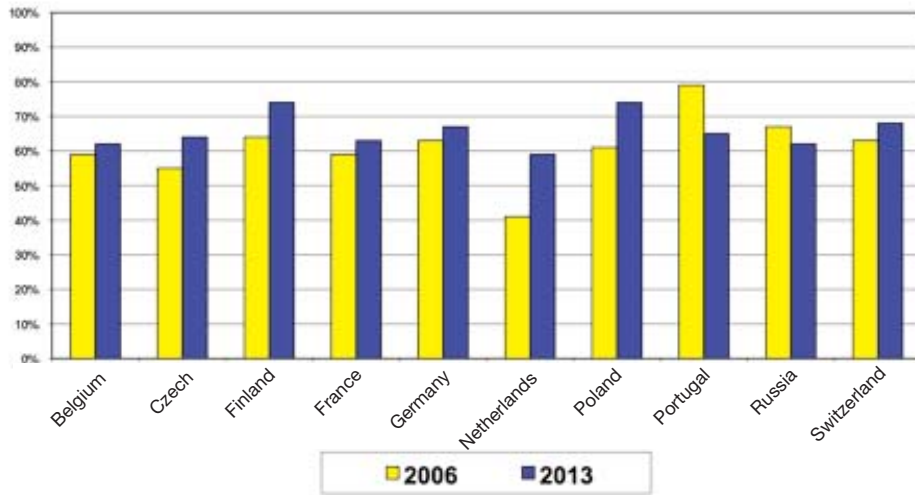


# Results – confidence and trust

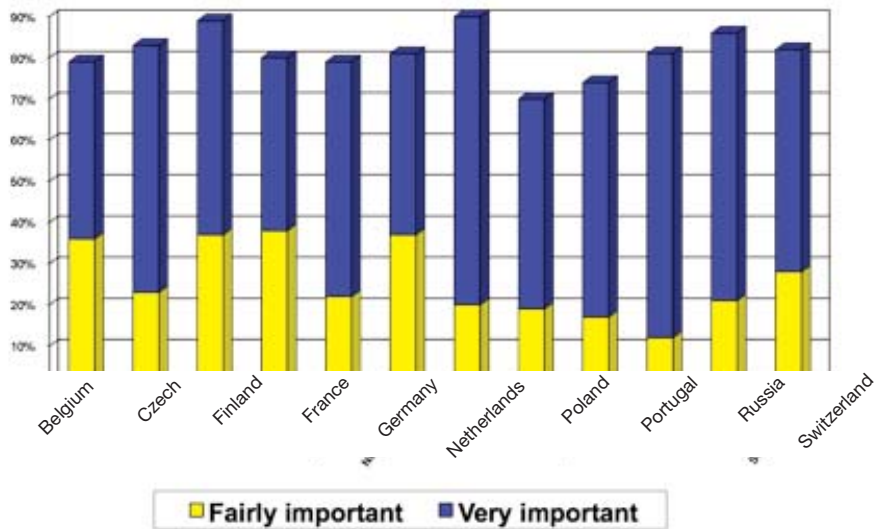
## Criteria of trust



### Agree the company must show responsibility towards the environment



### Agree brands must be of high quality



# Results – confidence and trust

## Criteria of trust



### Criteria of trust

Very/fairly important	Average all countries											
	Switzerland	Slovenia	Russia	Romania	Portugal	Poland	Netherlands	Germany	France	Finland	Czech	Belgium
<b>Total</b>	<b>1526</b>	<b>1410</b>	<b>3292</b>	<b>1842</b>	<b>1049</b>	<b>1049</b>	<b>1008</b>	<b>987</b>	<b>1322</b>	<b>961</b>	<b>1083</b>	<b>1384</b>
Brand must be reliable	82%	82%	78%	84%	88%	88%	69%	76%	78%	82%	81%	81%
Company offers high quality products/services	81%	79%	79%	81%	89%	89%	71%	74%	80%	87%	82%	82%
The company takes care of me/provides good service	77%	73%	77%	79%	86%	86%	71%	68%	74%	82%	81%	81%
Company understands their customer needs	76%	73%	71%	74%	85%	85%	66%	69%	76%	85%	78%	78%
Personal experience of using/buying the brand	76%	70%	76%	73%	87%	87%	69%	67%	71%	82%	78%	78%
Staff are kind	72%	66%	72%	73%	79%	79%	60%	70%	66%	84%	76%	76%
Staff are efficient/ knowledgeable	70%	68%	68%	70%	73%	73%	65%	67%	70%	79%	73%	73%
The company shows responsibility towards the environment	67%	62%	67%	59%	74%	74%	65%	65%	62%	82%	68%	68%
The company invests in innovative products/offers	62%	56%	59%	52%	75%	75%	59%	62%	56%	72%	60%	60%
Low prices	62%	69%	55%	67%	75%	75%	64%	54%	48%	69%	47%	47%
Brand has a social responsibility towards the public	59%	60%	32%	67%	70%	70%	53%	71%	61%	74%	36%	36%
The company's politics are transparent	56%	40%	56%	25%	71%	71%	61%	54%	48%	57%	61%	61%
Brand must have a strong image	55%	49%	40%	57%	75%	75%	46%	67%	54%	68%	45%	45%
The company/products are local	51%	52%	60%	39%	54%	54%	64%	44%	34%	57%	46%	46%
Senior managers have a good reputation	50%	47%	36%	51%	58%	58%	49%	55%	44%	62%	41%	41%
Brand is well known/possibly the market leader	46%	43%	27%	44%	67%	67%	35%	63%	51%	53%	26%	26%



# Results – confidence and trust

## Criteria of trust



### Criteria of trust

Not very/not at all important	Criteria of trust												
	Switzerland	Slovenia	Russia	Romania	Portugal	Poland	Netherlands	Germany	France	Finland	Czech	Belgium	Average all countries
Brand is well known/possibly the market leader	18%	17%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	18%
Senior managers have a good reputation	33%	30%	22%	14%	20%	10%	18%	36%	19%	9%	16%	17%	18%
The company/products are local	23%	10%	22%	17%	13%	17%	14%	29%	9%	9%	26%	16%	17%
The company's politics are transparent	16%	13%	29%	25%	8%	17%	22%	21%	9%	9%	16%	13%	17%
Brand must have a strong image	9%	11%	20%	13%	11%	5%	9%	20%	10%	3%	17%	12%	12%
Brand has a social responsibility towards the public	17%	5%	8%	10%	10%	8%	6%	29%	14%	7%	14%	8%	11%
The company invests in innovative products/offers	8%	8%	12%	13%	6%	6%	10%	10%	8%	11%	11%	8%	8%
Low prices	10%	8%	13%	18%	5%	6%	5%	11%	3%	5%	11%	5%	8%
The company shows responsibility towards the environment	6%	8%	8%	6%	7%	7%	6%	9%	7%	6%	10%	8%	6%
Staff are efficient/ knowledgeable	4%	3%	6%	12%	6%	7%	6%	8%	7%	9%	9%	5%	6%
Staff are kind	3%	2%	7%	11%	8%	6%	5%	8%	3%	3%	7%	6%	6%
Personal experience of using/buying the brand	3%	5%	5%	11%	5%	2%	4%	8%	2%	5%	5%	5%	5%
The company takes care of me/provides good service	3%	3%	4%	12%	5%	3%	3%	6%	5%	3%	7%	4%	5%
Company understands their customer needs	5%	4%	8%	12%	7%	2%	3%	8%	4%	2%	4%	4%	5%
Brand must be reliable	4%	3%	3%	10%	6%	2%	2%	7%	4%	1%	3%	3%	4%
Company offers high quality products/services	3%	2%	2%	11%	5%	2%	2%	7%	3%	1%	5%	3%	3%

# Results – confidence and trust Influence on purchase

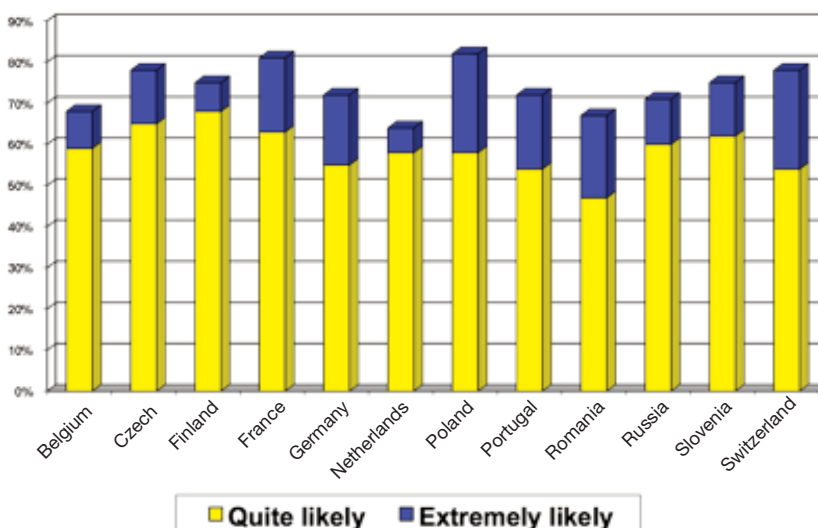


## Likelihood of buying a brand - average across all countries

	Likely to buy a brand			Unlikely to buy a brand		
	Extremely	Quite	Total	Extremely	Quite	Total
They'd never heard of	4%	17%	21%	49%	21%	71%
Heard of, but not tried before	5%	45%	50%	35%	6%	41%
They've not tried but has: been recommended by a friend or relative	15%	59%	74%	14%	3%	18%
won an award voted for by the public	14%	46%	61%	24%	6%	30%
won an award given by a panel of experts	21%	44%	65%	19%	5%	25%
the Reader's Digest Trusted Brands logo	22%	46%	67%	18%	5%	24%

- On average across the 12 countries 71% of consumers say they're unlikely to buy a brand they've never heard of
- 50% say they'd consider buying a brand they've not tried before provided they've heard of it
- People are most likely to purchase a brand that's new to them if it's been recommended by a friend or relative – average 74%
- Winning an award is also likely to increase the chance of a brand's purchase
- Seeing the Reader's Digest Trusted Brands logo has a substantial influence consumers' decision to purchase brands they've not tried before – 67%

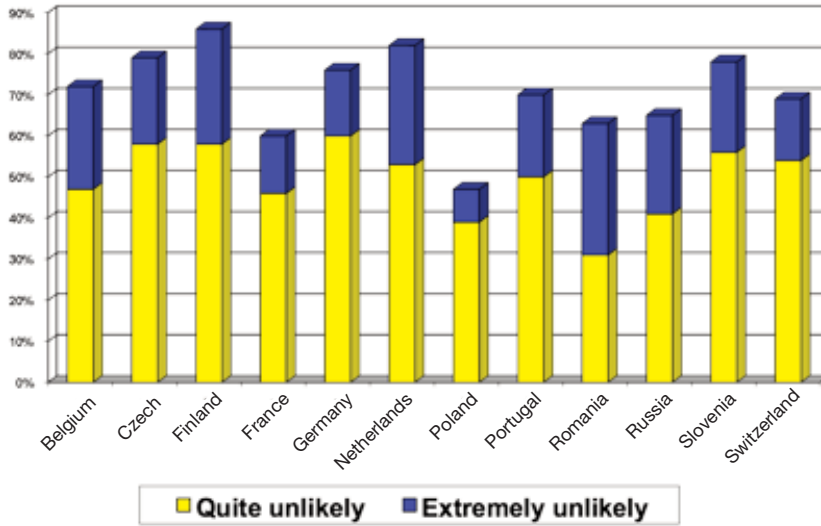
## More likely to buy if it comes with a personal recommendation



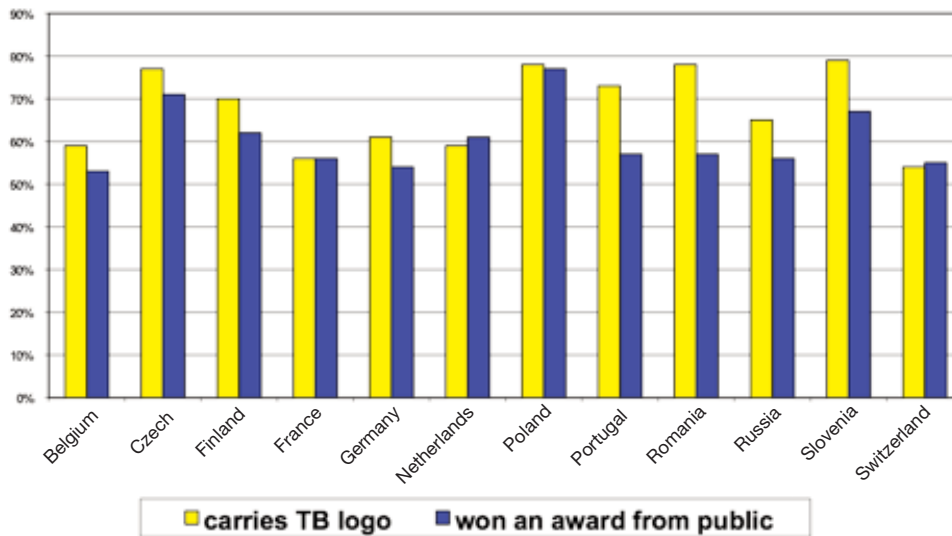
# Results – confidence and trust Influence on purchase



## Unlikely to buy a brand they've never heard of



## More likely to buy if it carries the Trusted Brands logo



# Results – confidence and trust

## Influence on purchase



### Comparison by country

#### Influence on purchase - comparison with average across all countries

	Average all countries	Belgium	Czech	Finland	France	Germany	Netherlands	Poland	Portugal	Romania	Russia	Slovenia	Switzerland
<b>Total</b>	<b>1526</b>	<b>1384</b>	<b>1952</b>	<b>2024</b>	<b>1410</b>	<b>3292</b>	<b>1842</b>	<b>1049</b>	<b>1008</b>	<b>987</b>	<b>1322</b>	<b>961</b>	<b>1083</b>
<b>Extremely/quite likely to consider buying a brand:</b>													
<b>They'd never heard of</b>	21%	18%	15%	10%	32%	15%	13%	45%	12%	29%	21%	17%	21%
<b>Heard of, but not tried before</b>	50%	31%	57%	50%	45%	54%	32%	72%	42%	56%	51%	51%	60%
<b>They've not tried but has:</b>													
<b>been recommended by a friend or relative</b>	74%	68%	78%	75%	82%	72%	64%	82%	72%	66%	71%	75%	78%
<b>won an award voted for by the public</b>	61%	53%	71%	62%	56%	54%	61%	77%	57%	57%	56%	67%	55%
<b>won an award given by a panel of experts</b>	65%	63%	76%	80%	61%	59%	67%	71%	61%	65%	65%	61%	56%
<b>the Reader's Digest Trusted Brands logo</b>	67%	59%	77%	70%	56%	61%	59%	78%	73%	78%	65%	79%	54%

- In Portugal, Romania and Slovenia the Reader's Digest Trusted Brands logo is more likely than anything else to positively influence the purchase of brand that consumers haven't tried before
- People in Poland are more likely than anywhere else to try brands that are new to them – even if they haven't heard of them before
- In Finland awareness of a brand increases its chance of purchase from 10% to 50%

# Results – confidence and trust Influence on purchase



## Influence on purchase

Influence on purchase		Switzerland	Slovenia	Russia	Romania	Portugal	Poland	Netherlands	Germany	France	Finland	Czech	Belgium	Average all countries	Total
		1083	961	1322	987	1008	1049	1842	3292	1410	2024	1952	1384	1526	1526
<b>Extremely/quite likely to consider buying a brand:</b>															
They'd never heard of														21%	18%
Heard of, but not tried before														50%	31%
They've not tried but has: been recommended by a friend or relative won an award voted for by the public														74%	68%
won an award given by a panel of experts the Reader's Digest Trusted Brands logo														61%	53%
														65%	63%
														67%	59%
<b>Extremely/quite unlikely to consider buying a brand:</b>															
They'd never heard of														71%	72%
Heard of, but not tried before														41%	60%
They've not tried but has: been recommended by a friend or relative won an award voted for by the public														18%	23%
won an award given by a panel of experts the Reader's Digest Trusted Brands logo														30%	37%
														25%	26%
														24%	31%

# Appendix i

## Response rate by country 2013 v 2012



### Response rate by country 2013 v 2012

Country	2013				2012			
	Number Mailed	Target for Analysis	Number Analysed	No. Analysed v No. Mailed %	Number Mailed	Target for Analysis	Number Analysed	No. Analysed v No. Mailed %
<b>Postal</b>								
Germany E & W	100,000	9,000	3,292	3.29%	130,000	9,000	7,474	5.7%
Portugal	12,000	1,000	1,008	8.40%	11,625	1,000	914	7.9%
Romania	7,500	1,000	987	13.16%	7,500	1,000	896	11.9%
Slovenia	8,000	1,000	961	12.01%	8,000	1,000	1,168	14.6%
Switzerland F & G	50,000	1,500	1,083	2.17%	37,500	1,500	1,506	4.0%
<b>Total postal</b>	<b>177,500</b>	<b>13,500</b>	<b>7,331</b>	<b>4.13%</b>	<b>194,625</b>	<b>13,500</b>	<b>11,958</b>	<b>6.1%</b>
<b>On-Line</b>								
Belgium French	38,029	1,000	1,384	1.7%	19,824	1,000	754	3.80%
Belgium Flemish	43,301	1,000			20,089	1,000	1,209	6.02%
Czech	15,500	2,000	1,952	12.59%	15,501	2,000	2,060	13.29%
Finland	24,774	2,000	2,024	8.17%	28,544	2,000	1,998	7.00%
France	260,263	2,000	1,410	0.54%	315,279	2,000	2,156	0.68%
Netherlands	85,986	2,000	1,842	2.14%	17,723	2,000	2,114	11.93%
Poland	950,000	2,000	1,049	0.11%	410,000	2,000	1,045	0.25%
Russia	48,921	2,000	1,322	2.70%	21,115	2,000	1,384	6.55%
<b>Total on-line</b>	<b>1,466,774</b>	<b>14,000</b>	<b>10,983</b>	<b>0.75%</b>	<b>848,075</b>	<b>14,000</b>	<b>12,720</b>	<b>1.50%</b>
<b>Total on-line + post</b>	<b>1,644,274</b>	<b>27,500</b>	<b>18,314</b>	<b>1.11%</b>	<b>1,042,700</b>	<b>27,500</b>	<b>24,678</b>	<b>2.4%</b>
<b>Not included in the 2013 results:</b>								
Austria					12,000	1,000	634	5.3%
Croatia					8,700	1,000	1,105	12.7%
Sweden					11,000	1,000	1,050	9.5%

#### Commentary:

- Maximum targets by country differed according to each country's requirements
- Targets for on-line countries were increased to allow for the split sample
- Respondents aged <20yrs were excluded in every country
- Overall response rate is affected by exceptionally low response to on-line survey in France and Poland

#### 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
- Although fieldwork for 2013 was conducted in Austria response was such that we do not have confidence to publish the brand results

#### On-line:

- Apart from Poland and Russia all e-mail invitations were issued from the U.K.
- Delivery rates varied significantly by country (old addresses/Spam guards etc.)
- As each country had a "maximum" target for analysis not all on-line responses were processed but all were included in the prize draw
- No. analysed v number mailed isn't a true reflection of response rate due to a cap on maximum target
- Incentives were offered in every country apart from France and Russia
- Average response rate is affected by very low response in France and Poland

## Appendix ii Respondent base 2009 - 2013



### Yearly comparison - quantity analysed year on year past 5 years Based on the 12 countries included in the 2013 study

Country	2013	2012	2011	2010	2009
Belgium	1,384	1,964	2,688	1,973	863
Czech	1,952	2,060	2,501	2,886	1,301
Finland	2,024	1,998	2,999	1,338	1,514
France	1,410	2,156	2,098	2,050	863
Germany	3,292	7,474	7,148	7,919	7,037
Netherlands	1,842	2,114	1,973	2,106	1,026
Poland	1,049	1,045	956	920	844
Portugal	1,008	914	963	984	820
Romania	987	896	1,056	990	1,025
Russia	1,322	1,384	1,420	1,660	1,094
Slovenia	961	1,168	1,005	not included	
Switzerland	1,083	1,506	1,675	1,336	1,082
<b>Total</b>	<b>18,314</b>	<b>24,679</b>	<b>26,482</b>	<b>24,162</b>	<b>17,469</b>

#### Commentary:

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

\*In 2010 6 of these countries began conducting their fieldwork on-line (all shown in italics)

\*From 2011 the on-line countries were joined by Finland

\*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 Total respondents by category and country



Total respondents by category and country

	Car	Kitchen	PC	Mobile	Network	Camera	Holiday	Bank	Credit	Insurance	ISP	Petrol	Vitamins	Pain	Cold	Hair	Cosmetic	Skin	Soap	Cereal	
Belgium	2013	573	523	537	538	497	289	435	453	473	561	467	252	431	231	394	289	393	404	309	
	2012	864	797	821	882	824	760	650	649	738	806	739	316	621	405	584	461	577	585	499	
Czech	2013	811	570	663	803	825	742	814	543	754	597	717	301	671	524	614	463	642	715	395	
	2012	886	792	759	890	849	819	803	606	678	593	735	366	628	547	605	426	606	688	348	
Finland	2013	888	836	864	926	932	842	923	804	888	857	838	585	801	534	713	485	620	770	503	
	2012	931	868	871	948	882	872	895	763	917	822	867	541	846	440	688	463	602	741	500	
France	2013	647	612	621	602	480	597	223	500	515	558	436	203	410	311	362	317	383	439	314	
	2012	955	851	876	726	769	834	248	730	643	745	430	139	466	306	478	412	509	534	349	
Germany	2013	2,861	2,599	1,891	2,359	2,243	2,145	1,552	1,740	2,430	1,726	2,112	846	1,748	1,304	1,979	1,067	1,954	2,389	1,088	
	2012	6,479	5,876	3,996	5,051	4,812	4,635	3,373	6,056	3,884	5,310	3,496	4,780	2,017	3,834	2,764	4,434	2,520	4,420	5,298	2,236
Netherlands	2013	803	707	763	807	797	729	497	520	486	672	803	697	451	617	452	636	423	609	641	447
	2012	927	807	859	921	797	848	484	564	517	797	822	804	435	684	423	621	414	590	614	388
Poland	2013	488	483	474	509	425	503	211	410	356	441	307	464	273	445	430	355	383	412	308	
	2012	485	465	451	500	435	465	252	417	373	408	389	446	312	421	384	356	349	367	301	
Portugal	2013	952	911	808	869	887	802	803	918	728	866	765	593	774	673	771	630	718	883	757	
	2012	855	817	698	779	786	650	655	787	645	736	637	736	526	673	559	543	620	754	670	
Romania	2013	908	862	634	919	884	681	557	910	683	792	794	686	676	682	782	592	788	910	640	
	2012	814	774	613	834	787	616	325	814	543	725	602	709	410	536	551	608	595	627	805	497
Russia	2013	445	473	391	522	482	439	136	337	232	251	309	204	291	252	290	215	281	370	96	
	2012	443	489	421	532	487	447	120	311	173	251	308	301	223	263	312	231	294	381	107	
Slovenia	2013	912	875	652	884	858	771	751	894	724	894	870	340	662	641	681	486	679	842	450	
	2012	1,080	1,057	733	1,017	1,027	880	838	1,052	830	1,066	812	1,030	374	796	720	818	560	802	986	481
Switzerland	2013	971	883	810	928	919	828	755	920	782	807	788	409	630	506	674	460	725	762	581	
	2012	1,342	1,269	1,079	1,290	1,269	1,159	1,001	1,260	1,054	1,090	1,043	1,069	568	693	958	601	1,006	1,034	771	



# Appendix iv Respondent profile across all countries



Respondent profile across all countries										
Total 12 countries Factor: Population Weight										
	Total	Men	Women	Under 50	Over 50	Under 60	Over 60	Adults only	Single person	Families
<b>Total</b>	18,313	8,876	9,438	8,344	9,970	13,169	5,145	9,559	3,390	4,600
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Men</b>	48%	100%	0%	50%	47%	50%	44%	50%	46%	48%
<b>Women</b>	52%	0%	100%	50%	53%	50%	56%	50%	54%	52%
<b>15-19</b>										
<b>20-39</b>	18%	17%	18%	39%	0%	25%	0%	10%	13%	38%
<b>40-49</b>	28%	30%	26%	61%	0%	39%	0%	23%	23%	43%
<b>50-59</b>	26%	28%	25%	0%	48%	37%	0%	33%	27%	13%
<b>60+</b>	28%	26%	30%	0%	52%	0%	100%	34%	37%	6%
<b>Adults only</b>	52%	54%	51%	38%	64%	48%	63%	100%	0%	0%
<b>Single person</b>	19%	18%	19%	15%	22%	16%	25%	0%	100%	0%
<b>Families</b>	25%	25%	25%	45%	9%	33%	6%	0%	0%	100%

Excluded from analysis

## Appendix v Respondent profile by country



### Respondent profile by country

Sex/age/household	Average all countries	Belgium	Czech	Finland	France	Germany	Netherlands	Poland	Portugal	Romania	Russia	Slovenia	Switzerland
<b>Total</b>	<b>1526</b> 100%	<b>1384</b> 100%	<b>1952</b> 100%	<b>2024</b> 100%	<b>1410</b> 100%	<b>3292</b> 100%	<b>1842</b> 100%	<b>1049</b> 100%	<b>1008</b> 100%	<b>987</b> 100%	<b>1322</b> 100%	<b>961</b> 100%	<b>1083</b> 100%
<b>Men</b>	740 49%	670 48%	944 48%	982 49%	673 48%	1605 49%	903 49%	521 50%	497 49%	484 49%	594 45%	476 50%	527 49%
<b>Women</b>	787 51%	714 52%	1008 52%	1042 51%	737 52%	1687 51%	939 51%	528 50%	511 51%	503 51%	728 55%	485 50%	556 51%
<b>Under 50</b>	695 47%	387 28%	1062 54%	504 25%	798 57%	1660 50%	452 25%	627 60%	541 54%	384 39%	783 59%	523 54%	623 58%
<b>Over 50</b>	831 53%	997 72%	890 46%	1520 75%	612 43%	1632 50%	1390 75%	422 40%	467 46%	603 61%	539 41%	438 46%	459 42%
<b>Under 60</b>	1098 73%	966 70%	1393 71%	1359 67%	1021 72%	2241 68%	1299 70%	913 87%	706 70%	733 74%	1030 78%	700 73%	809 75%
<b>Over 60</b>	429 27%	418 30%	559 29%	665 33%	389 28%	1051 32%	543 30%	136 13%	302 30%	254 26%	292 22%	261 27%	274 25%
<b>Adults only</b>	797 53%	774 56%	993 51%	1135 56%	646 46%	1593 48%	1090 59%	542 52%	524 52%	561 57%	696 53%	545 57%	462 43%
<b>Single person</b>	283 17%	326 24%	306 16%	515 25%	238 17%	827 25%	468 25%	89 8%	110 11%	65 7%	70 5%	117 12%	259 24%
<b>Families</b>	383 27%	236 17%	585 30%	316 16%	481 34%	616 19%	252 14%	403 38%	369 37%	308 31%	519 39%	246 26%	269 25%

## Appendix vi 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 government policies. 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. 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 7 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. Czech 1 and Czech 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 vi Population weightings applied in each country



### Belgium 1

Group	Resp %	Popn %	Weight
M 20-59	24.86	35.07	1.41
M 60-69	22.98	6.71	0.29
M 70+	13.87	6.66	0.48
W 20-59	25.87	34.72	1.34
W 60-69	8.96	7.05	0.79
W 70+	3.47	9.78	2.82

### Belgium 2

Group	Resp %	Popn %	Weight
M 20-59	26.28	35.07	1.39
M 60-69	22.81	6.71	0.31
M 70+	11.78	6.66	0.59
W 20-59	22.96	34.72	1.58
W 60-69	11.93	7.05	0.62
W 70+	4.23	9.78	2.42

### Czech Republic 1

Group	Resp %	Popn %	Weight
M 20-49	14.75	27.80	1.88
M 50-59	12.50	8.35	0.67
M 60+	23.26	12.21	0.52
W 20-49	20.08	26.62	1.33
W 50-59	14.65	8.58	0.59
W 60+	14.75	16.45	1.12

### Czech Republic 2

Group	Resp %	Popn %	Weight
M 20-49	13.42	27.80	1.94
M 50-59	11.31	8.35	0.69
M 60+	22.15	12.21	0.52
W 20-49	22.05	26.62	1.13
W 50-59	16.78	8.58	0.48
W 60+	14.29	16.45	1.08

### Finland 1

Group	Resp %	Popn %	Weight
M 20-59	21.64	34.07	1.57
M 60-69	24.11	8.03	0.33
M 70+	10.47	6.44	0.62
W 20-59	26.48	33.08	1.25
W 60-69	13.44	8.51	0.63
W 70+	3.85	9.88	2.56

### Finland 2

Group	Resp %	Popn %	Weight
M 20-59	22.39	34.07	1.56
M 60-69	26.04	8.03	0.32
M 70+	7.09	6.44	0.93
W 20-59	24.62	33.08	1.38
W 60-69	15.81	8.51	0.55
W 70+	4.05	9.88	2.50

### France 1

Group	Resp %	Popn %	Weight
M 20-39	7.89	18.89	2.39
M 40-49	11.16	9.36	0.84
M 50-59	11.97	7.94	0.66
M 60+	13.06	11.57	0.89
W 20-39	21.77	19.36	0.89
W 40-49	15.10	9.00	0.60
W 50-59	11.29	7.87	0.70
W 60+	7.76	16.02	2.07

### France 2

Group	Resp %	Popn %	Weight
M 20-39	9.33	18.89	2.02
M 40-49	7.56	9.36	1.24
M 50-59	11.11	7.94	0.71
M 60+	13.93	11.57	0.83
W 20-39	21.63	19.36	0.89
W 40-49	14.52	9.00	0.62
W 50-59	14.22	7.87	0.55
W 60+	7.70	16.02	2.08

## Appendix vi Population weightings applied in each country



### Germany

Group	Resp %	Popn %	Weight
M 20-49	16.37	25.69	1.57
M 50-59	10.51	8.82	0.84
M 60-69	10.36	6.70	0.65
M 70+	19.84	7.54	0.38
W 20-49	16.25	24.74	1.52
W 50-59	8.29	8.85	1.07
W 60-69	7.32	7.12	0.97
W 70+	11.06	10.55	0.95

### Netherlands 1

Group	Resp %	Popn %	Weight
M 20-59	18.39	35.43	1.93
M 60-69	25.00	7.55	0.30
M 70+	12.33	6.02	0.49
W 20-59	25.22	35.06	1.39
W 60-69	12.22	7.60	0.62
W 70+	6.83	8.33	1.22

### Netherlands 2

Group	Resp %	Popn %	Weight
M 20-59	20.34	35.43	1.74
M 60-69	23.45	7.55	0.32
M 70+	14.35	6.02	0.42
W 20-59	25.05	35.06	1.40
W 60-69	11.56	7.60	0.66
W 70+	5.25	8.33	1.59

### Poland 1

Group	Resp %	Popn %	Weight
M 20-39	15.87	21.50	1.35
M 40-49	15.13	9.46	0.63
M 50+	25.09	18.72	0.75
W 20-39	25.83	20.10	0.78
W 40-49	7.75	8.71	1.12
W 50+	10.33	21.53	2.08

### Poland 2

Group	Resp %	Popn %	Weight
M 20-39	18.15	21.50	1.18
M 40-49	13.81	9.46	0.68
M 50+	26.23	18.72	0.71
W 20-39	20.91	20.10	0.96
W 40-49	9.86	8.71	0.88
W 50+	11.05	21.53	1.95

### Portugal

Group	Resp %	Popn %	Weight
M 20-49	12.50	27.80	2.22
M 50-59	13.49	8.18	0.61
M 60-69	14.38	6.48	0.45
M 70+	10.32	6.86	0.66
W 20-49	22.82	25.91	1.14
W 50-59	10.91	8.18	0.75
W 60-69	8.93	7.04	0.79
W 70+	6.65	9.56	1.44

## Appendix vi Population weightings applied in each country



### Romania

Group	Resp %	Popn %	Weight
M 20-59	15.10	36.40	2.41
M 60-69	13.68	6.32	0.46
M 70-79	10.94	4.60	0.42
M 80+	5.67	1.67	0.30
W 20-59	25.84	37.89	1.47
W 60-69	17.22	6.58	0.38
W 70-79	9.52	4.79	0.50
W 80+	2.03	1.74	0.86

### Russia 1

Group	Resp %	Popn %	Weight
M 20-49	20.15	29.14	1.45
M 50-59	15.79	8.30	0.53
M 60+	16.99	7.48	0.44
W 20-49	22.56	30.10	1.33
W 50-59	13.98	10.35	0.74
W 60+	10.53	14.63	1.39

### Russia 2

Group	Resp %	Popn %	Weight
M 20-49	21.77	29.14	1.34
M 50-59	17.50	8.30	0.47
M 60+	14.00	7.48	0.53
W 20-49	23.14	30.10	1.30
W 50-59	14.92	10.35	0.69
W 60+	8.68	14.63	1.69

### Slovenia

Group	Resp %	Popn %	Weight
M 20-49	9.47	26.92	2.84
M 50-59	12.28	9.13	0.74
M 60-69	15.40	6.30	0.41
M 70-79	9.47	4.76	0.50
M 80+	1.98	2.40	1.21
W 20-49	14.57	27.45	1.88
W 50-59	13.11	9.31	0.71
W 60-69	13.94	6.43	0.46
W 70-79	7.60	4.86	0.64
W 80+	2.19	2.45	1.12


### Switzerland

Group	Resp %	Popn %	Weight
M 20-49	12.56	29.10	2.32
M 50-59	14.59	8.61	0.59
M 60-69	10.34	5.66	0.55
M 70-79	12.10	3.64	0.30
M 80+	6.00	1.69	0.28
W 20-49	16.81	28.47	1.69
W 50-59	13.94	8.55	0.61
W 60-69	7.48	6.29	0.84
W 70-79	3.69	5.36	1.45
W 80+	2.49	2.65	1.06

# Appendix vii Sample questionnaire



FREE PEN ENCLOSED



**Reader's Digest**

www.rdtrustedbrands.com

# Questionnaire

## Take part in the 2012 Trusted Brands Survey today and You could win £500

August 2012

Dear Reader's Digest Subscriber

At Reader's Digest, we value our customers' opinions very highly. Especially your opinions about Trust - a theme which becomes more and more important these days. Last year, over 27,000 of you took part in the Reader's Digest survey to find out what Europeans think about Europe and also which brands consumers, like you, trust the most. The Reader's Digest Trusted Brands Survey is being undertaken in 14 European countries. The information you give about your most trusted brands will be featured throughout the coming year in Reader's Digest magazine.

It won't take long to complete this survey, and your replies remain confidential. You need only include your name and address if you would like to be entered for the free draw to win £500. You don't even need a stamp to enter, just complete the questionnaire and return it in the postage paid envelope provided. Only a special representative group of people like you will receive this questionnaire, so we would like to hear from you as quickly as possible.

Yours faithfully

Name (Research Manager)

**PS: You must return your completed questionnaire by xxxxx. 2012 to enter the free draw. Remember, you don't even need a stamp so why not complete and return it right now?**

**Reader's Digest**

### 8. About The Trusted Brand Logo

Before receiving this questionnaire had you seen this Trusted Brand logo anywhere?

- Tick all that apply.
- 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
- Yes**  In Reader's Digest magazine
- Yes**  Somewhere else
- No**  Not seen it before

If you saw the above logo on the packaging, or advertising, of a brand you hadn't tried before would it give you more, or less, confidence in buying that brand?

- Tick one box only.
- Much more
  - Somewhat more
  - Neither more nor less
  - Somewhat less
  - Much less

### 9. About you

This information is for classification purposes only.

Are you: **Male**  <sup>1</sup> **Female**  <sup>2</sup>  
 Your age: **15-19**  <sup>1</sup> **20-29**  <sup>2</sup> **30-39**  <sup>3</sup> **40-49**  <sup>4</sup>  
**50-59**  <sup>5</sup> **60-69**  <sup>6</sup> **70-79**  <sup>7</sup> **80+**  <sup>8</sup>

Including you, how many adults are there living in your household?

Are there any children aged 15 or under in your household?

**Please write in a number**

**Yes**  <sup>1</sup> **No**  <sup>2</sup>

**To guarantee your entry to the £500 free draw, return your completed questionnaire in the reply envelope provided today. You don't even need a stamp!**

Please use the space below to write in your name and address if you wish to take part in our free draw.

Name	<input type="text"/>
Address	<input type="text"/>
Post Code	<input type="text"/>
Email*	<input type="text"/>

**Prize Draw Rules:** Entries to the £500 free draw must be received by xxxxx. 2012 to be entered in the free prize draw. Entry to this draw is valid only with a completed 2012 Trusted Brands Survey questionnaire. No responsibility is accepted for prize draw entries received after the closing date. The £500 prize will be awarded to the first survey respondent whose name is drawn in the draw on 15th September 2012. All entrants who are aged 16 years or over at the time of the draw are eligible to enter. The draw will be held at the premises of the Random Numbers Generator Ltd (RNG) and the Reader's Digest Association and their families and friends are not eligible to win. The draw will be held at the premises of the RNG. All entrants who are aged 16 years or over at the time of the draw and who have provided their current home address, telephone number, email address and a photograph and opinion in a form published in the magazine agree to such use by participating in the draw.

Vital Direct Ltd trading as Reader's Digest  
157 Farn Road  
London W12 2HR

**Reader's Digest**

\*Please tick  if you would be happy for us to contact you via e-mail for market research purposes in the future. Your name and address will be used solely for the Prize Draw and for the purposes of this survey by the Reader's Digest Association Ltd.



### 1. Tell us about your confidence in Government Policies.

How much confidence do you have in the following policies laid down by the Government in your country?  
Tick one box in each row.

	A great deal	Quite a lot	Not very much	None at all
Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State provision for the elderly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welfare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immigration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management of the economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 2. Your Trust in Professions

How much trust do you have in the following professions in your country?  
Tick one box in each row.

	A great deal	Quite a lot	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"/>
Pharmacists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial advisors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meteorologists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Firefighters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lawyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Journalists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade Union leaders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 3. Most Trusted National Personality

We are looking for the most trustworthy national personalities in [country]. For each area please name the person that you believe is the most trustworthy at this moment in time – this person must live in [country].

News anchor (TV)	<input type="text"/>	Business leader	<input type="text"/>
Actor	<input type="text"/>	Politician	<input type="text"/>
Musician	<input type="text"/>	Sportsman/woman	<input type="text"/>

### 4. 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 five different 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

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

**Socially responsible:** I believe this brand when it claims it's making an effort to protect the environment and/or support the wider community

**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	Understands Customer Needs	Socially responsible	I'm a customer	World's best product
Car is ... BLOCK CAPITALS PLEASE	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	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
Large kitchen appliance is ... BLOCK CAPITALS PLEASE	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	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
Camera is ... BLOCK CAPITALS PLEASE	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	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
Personal computer is ... BLOCK CAPITALS PLEASE	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	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
Mobile phone/smart phone handset is ... BLOCK CAPITALS PLEASE	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	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
Mobile phone service provider is ... BLOCK CAPITALS PLEASE	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	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
Internet service provider is ... BLOCK CAPITALS PLEASE	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	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>
Holiday company/tour operator is ... BLOCK CAPITALS PLEASE	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	Yes <input type="checkbox"/>	Yes <input type="checkbox"/>



# Appendix vii Sample questionnaire



Readers Digest		Quality	Excellent	Score (1-5)	Understands customer needs	Seeks feedback	In a customer's mind, you are a trusted brand	Yes	No
<b>Bank/building society</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Credit card</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Insurance company</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Petrol retailer</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Vitamins</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Analgesic/pain relief</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Cough/cold remedy</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Hair care product</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Colour cosmetic/make up</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Skin care product</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Soap powder</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									
<b>Breakfast cereal</b> is ...		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	<input type="checkbox"/>	<input type="checkbox"/>
BLOCK CAPITALS PHASE									



	Quality	Excellent	Strong image	Unbeatable customer care	Socially responsible	In a customer's mind you are the best	Value for money
<b>Local category 13</b> is ...	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	Yes <input type="checkbox"/> No <input type="checkbox"/>
<small>BLOCK CAPITALS PLEASE</small>							Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Local category 14</b> is ...	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	Yes <input type="checkbox"/> No <input type="checkbox"/>
<small>BLOCK CAPITALS PLEASE</small>							Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Local category 15</b> is ...	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	Yes <input type="checkbox"/> No <input type="checkbox"/>
<small>BLOCK CAPITALS PLEASE</small>							Yes <input type="checkbox"/> No <input type="checkbox"/>

**6. Brands and their environment programs.**  
Many companies are working on programmes related to the protection of the environment.  
Are you aware of these?  
Tick one box in each row.

**The media have brought these activities to my attention** ..... Yes  No  Don't know

**I've seen advertisements from the companies themselves promoting their environmental activities** ..... Yes  No  Don't know

**I found information about individual company environment programs on their websites** ..... Yes  No  Don't know

**I don't know much - the companies should provide more information about their activities** ..... Yes  No  Don't know

**7. Best Reputation for protecting the environment.**  
For each of the following product/service categories, please write in the ONE brand that you feel has the best reputation on environmental issues.

Category \_\_\_\_\_ Brand you feel has the best reputation on environmental issues (BLOCK capitals please):

Car	
Energy supplier	
Petrol retailer	
Supermarket retailer	
Washing powder	
Detergent/cleaning product	
Kitchen/ electrical appliance	
Local category 1 (optional)	
Local category 2 (optional)	
Local category 3 (optional)	
Local category 4 (optional)	

**5. What do brands need to be trusted?**  
How important are the following criteria when you say a brand deserves your trust?  
Please tick one box on a scale of 1 - 5 where 5 = very important and 1 = not important at all

The brand is well known - possibly the market leader	1	2	3	4	5
The brand has a social responsibility towards the public	1	2	3	4	5
The company understands their customers' needs	1	2	3	4	5
The company offers high quality products/services	1	2	3	4	5
The brand is reliable	1	2	3	4	5
The brand has a strong image	1	2	3	4	5
I have personal experience of using/buying the brand	1	2	3	4	5
The staff are efficient and knowledgeable	1	2	3	4	5
The staff are kind	1	2	3	4	5
The company takes care of me/provides good service	1	2	3	4	5
The company's politics are transparent to me	1	2	3	4	5
The company invests in innovative products/offers	1	2	3	4	5
The company/products are local	1	2	3	4	5
Low prices	1	2	3	4	5
The senior managers have a good reputation	1	2	3	4	5
The company shows responsibility towards the environment	1	2	3	4	5

**8. What makes us trust more?**  
Thinking about major purchases you make for yourself or your household, how likely are you to consider buying:

	Extremely likely	Quite likely	Quite unlikely	Extremely unlikely
<b>A brand you've never heard of</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>A brand you've heard of but haven't tried before</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>A brand you've never tried but which... ... has been recommended by a friend or relative</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>... has won an award voted for by the general public</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>... has won an award given by a panel of experts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>... carries the Reader's Digest Most Trusted Brands logo, voted for by readers</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Appendix viii Reader's Digest circulation and readership across Europe



Country/Edition	Circulation	Adult Readers
<b>Countries/editions included in ETB 2013:</b>		
Belgium Dutch	33,742	121,000
Belgium French	25,564	106,700
Czech Republic*	70,000	275,364
Finland	177,578	457,000
France	212,824	972,000
Germany	600,000	2,200,000
Netherlands	99,230	372,000
Poland	75,000	382,000
Portugal	65,000	143,000
Romania	32,257	189,000
Russia	77,886	Not available
Slovenia	22,500	69,000
Swiss French	25,562	55,000
Swiss German	83,980	208,000
<b>TOTAL EDITIONS INCLUDED IN ETB 2013:</b>	<b>1,601,123</b>	<b>5,550,064</b>

\*Circulation for Czech Republic includes Slovak Republic

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