



THE BRANDS YOU TRUST

Reader's Digest European Trusted Brands Survey 2014

Reader's
Digest

www.rdtrustedbrands.com

Reader's Digest Trusted Brands Survey 2014

Contents



Page No:

Overview

How we award Trusted Brand status	7
The Trusted Brand logo and guidelines for its usage	8

Results - Brands:

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	19

Results – Confidence and Trust:

Professions	23
People and countries	27
Personal financial situation	31
Brand switching	34
Websites and search engines	37

Appendix

i. Response rate by country 2014 v 2013	39
ii. Respondent base 2010 – 2014	40
iii. Respondents by category by country	41
iv. Respondent profile – all countries	42
v. Respondent profile by country	43
vi. Population weightings	44
Sample questionnaire	48
Reader's Digest circulation and readership by country	52
Contacts by country	53



About the survey

- Reader's Digest European Trusted Brands is now in its 14th 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
- 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 8 languages across 10 European countries.
- Belgium, Czech Republic and Netherlands did not participate this year.
- 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 5 countries conducted their fieldwork on-line (see below). The remainder distributed their questionnaires by post.
- In total 17,676 responses were analysed across the 10 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 28% 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 professions, websites etc. reflect the "average of the average" across the 10 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 around 68,000 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.



Reader's Digest Trusted Brands 2014 An overview



Postal survey:

Countries: Austria, Germany, Portugal, Slovenia, Switzerland
Fieldwork: September - October 2013

- 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.
- 185,700 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 2014 database contains weighted data representing 8,850 postal respondents. This reflects an average response of 4.8% to the postal survey.

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



On-line:

Countries: Finland, France, Poland, Romania, Russia,
Fieldwork: October 2013

- 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.
- 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 from 14% in Finland to 0.35% in France. NB once target had been hit in each country additional responses were not analysed. Total response in Romania was significantly higher than that recorded.
- Prize draw incentives were offered in all on-line countries apart from 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 apart from Romania where it was not necessary.
- The on-line questionnaire was designed and created centrally but translated locally. Fieldwork for 2 of the on-line countries was managed centrally by Framework Ltd. who also created the electronic questionnaire. Invitations were issued locally in Poland, Romania and Russia.

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

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

Reader's Digest Trusted Brands 2014 An overview



About the questions - postal

- To begin, respondents were asked for their opinion on their personal economic situation, current and future (new for 2014)
- They then indicated their level of trust in the populations of 24 different countries ranging from China to Romania (new for 2014). This question was last included in 2008.
- Consistent with previous years we asked about their trust across different professions. Call centre sales agents, estate agents and army officers were added this time.
- A new question asking respondents to provide insight into their reasons for switching brands was included. We also asked for an estimate as to how many people they shared their opinions on brands with (both good and bad).
- The 20 common product categories have remained the same for the past 9 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 2014 study is a question about consumers’ trust in specific websites and search engines.
- Respondents were invited to nominate their most trusted national personalities. Please contact each country locally for further details.

5. 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"**. If you really don't know if you don't own or use one of the products listed - your answers will be equally valid.
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.
Understands Customer Needs: A brand which knows what its customers want and produces a product that solves those needs.
Strong Image: A brand which says something about the customers who use it and/or helps to make community in the way it markets.
Socially responsible: A brand which claims it's making an effort to protect the environment.
I'm a customer: Tick 'yes' if you are a customer of the brand you named or if you have bought/used that brand or service to others.
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...

Brand name	Quality	Excellent Value	Strong Image	Understands Customer Needs	Socially responsible	I'm a customer	Would you recommend to others?
Car	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"/>
Large kitchen appliance	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"/>
Camera	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"/>
Personal computer	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"/>
Mobile phone/smart phone handset	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"/>
Mobile phone service provider	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"/>
Internet service provider	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"/>
Holiday company/your operator	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"/>

The environment

- Consistent with previous years a range of questions related to brands and the environment were included. Results will be published in September 2014.

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 professions, personalities, environment etc.



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
- Colour cosmetic/make up
- Skin Care Product
- Soap Powder
- Breakfast Cereal



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

Countries included in the survey are:

Country	Language	Fieldwork
Austria	German	post
Finland	Finnish	on-line
France	French	on-line
Germany	German	post
Poland	Polish	on-line
Portugal	Portuguese	post
Romania	Romanian	on-line
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 2014

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.



European Trusted Brands 2014

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 March to 28 February.
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
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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 9 years. Over time categories have been renamed to reflect changes in technology e.g. mobile phone handset and internet service provider.

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 Belgium, Czech Republic and Netherlands are not included. Austria returns after a 12 month break so the total number of countries has changed from 12 to 10. The summary of winners for 2013 has therefore been adjusted to take account of this.



Most nominated brands across the 20 common categories

- Nivea remains the most Trusted Brand of skin care in every country and has done so since 2012
- Canon is the winner in 9 out of 10 countries. Only in Portugal has Nikon replaced Canon as Trusted Brand of camera.
- In Switzerland Visa has been replaced by MasterCard in the category of credit card. Visa remains top in 8 countries.
- Nokia, once Trusted Brand of mobile phone in every country, is slowly being overtaken by Samsung as most trusted mobile phone/smart phone. Portugal has joined France and Germany as trusting Samsung the most.
- Increasingly we're seeing brands of smart phone nominated as most Trusted Brand of camera.
- HP is the Trusted Brand of PC in 6 countries but has lost out this year to Samsung and Toshiba in Poland and Portugal. In Romania HP has overtaken Dell.
- Kellogg's and Nestle are consistent year on year, each top in 5 countries.
- VW has increased the number of countries in which it's No1, taking over from Audi in Poland and Dacia in Romania.
- In 9 out of 20 common categories no single brand dominates. These categories include financial, health, telecoms and travel.

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 locally.

Results - the winning brands

Most nominated brands across Europe



Most Trusted Brands across Europe 2014

Brands winning in 3+ countries:	No. Countries:	
	2014	2013
	10	9*
Nivea (skin care)	10	9
Canon	9	8
Visa	8	8
Nokia	7	7
HP	6	6
Kellogg's	5	5
Nestlé	5	5
Miele	5	3
VW	5	2
Ariel	4	4
Nivea (hair care)	4	3
Toyota	3	3
Samsung (mobile phone/smart phone)	3	2
Yves Rocher	3	1

*Total for 2013 has been recalculated to exclude Belgium, Czech Republic and Netherlands
Austria was included in 2014 but not 2013



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
Credit card	2	Visa
Camera	2	Canon
Mobile phone/smart phone	2	Nokia, Samsung
Breakfast cereal	2	Kellogg's, Nestlé
Automotive	3	VW, Toyota
PC	5	HP
Kitchen appliance	5	Miele
Colour cosmetic/make up	6	Yves Rocher
Soap powder	6	Ariel
Hair care	6	Nivea
Vitamins	9	-
Pain relief	9	-
Bank/building society	9	-
Holiday company	9	-
Cold remedy	10	-
Mobile phone service provider	10	-
Petrol retailer	10	-
Insurance company	10	-
Internet service provider	10	-



Results - the Trusted Brands

All winners by country and category - share of vote



All winners by country and category - share of vote 2014 v 2013

Category	2014 Austria		2014 Finland		2013		2014 France		2013		2014 Germany	
	2014	2013	2014	2013	2013	2014	2013	2014	2013	2013	2014	2013
Car	VW (23%)	country not included	Toyota (16%)	Toyota (17%)	Renault (20%)	Renault (20%)	Renault (20%)	Renault (20%)	Renault (20%)	Renault (20%)	VW (22%)	VW (23%)
Kitchen Appliance	Miele (40%)	Miele (15%)	Miele (15%)	Miele (15%)	Whirlpool (12%)	Whirlpool (12%)	Whirlpool (12%)	Whirlpool (12%)	Whirlpool (12%)	Whirlpool (13%)	Miele (31%)	Miele (29%)
PC	HP (28%)	HP (29%)	HP (29%)	HP (33%)	HP (24%)	HP (24%)	HP (24%)	HP (24%)	HP (24%)	HP (25%)	Dell (15%)	Dell (15%)
Mobile Phone Handset	Nokia (43%)	Nokia (73%)	Nokia (73%)	Nokia (79%)	Samsung (44%)	Samsung (44%)	Samsung (44%)	Samsung (44%)	Samsung (44%)	Samsung (46%)	Samsung (40%)	Samsung (34%)
Mobile Phone Network	A1 Telekom Austria (52%)	Saunalahti (30%)	Saunalahti (30%)	Sonera (28%)	Orange (37%)	Orange (37%)	Orange (37%)	Orange (37%)	Orange (37%)	Orange (46%)	Telekom (24%)	Vodafone (28%)
Camera	Canon (35%)	Canon (60%)	Canon (60%)	Canon (55%)	Canon (26%)	Canon (26%)	Canon (26%)	Canon (26%)	Canon (26%)	Canon (27%)	Canon (34%)	Canon (32%)
Holiday Company	Tui (35%)	Aurinkomatkat (41%)	Aurinkomatkat (41%)	Aurinkomatkat (39%)	Club Med (14%)	Club Med (14%)	Club Med (14%)	Club Med (14%)	Club Med (14%)	Club Med (14%)	Tui (51%)	Tui (54%)
Bank/Building Society	Raiffeisenbank (28%)	Osuuspankki (32%)	Osuuspankki (32%)	Osuuspankki (37%)	Crédit Agricole (20%)	Crédit Agricole (20%)	Crédit Agricole (20%)	Crédit Agricole (20%)	Crédit Agricole (20%)	Crédit Agricole (20%)	Sparkasse (41%)	Sparkasse (41%)
Credit Card	Visa (45%)	Visa (64%)	Visa (64%)	Visa (65%)	Visa (42%)	Visa (42%)	Visa (42%)	Visa (42%)	Visa (42%)	Visa (56%)	Visa (43%)	Visa (42%)
Insurance Company	Unica (25%)	If (30%)	If (30%)	If (29%)	Maaf (20%)	Maaf (20%)	Maaf (20%)	Maaf (20%)	Maaf (20%)	Macif (15%)	Allianz (20%)	Allianz (20%)
Internet Service Provider	A1 (30%)	Sonera (24%)	Sonera (24%)	Sonera (28%)	Orange (41%)	Orange (41%)	Orange (41%)	Orange (41%)	Orange (41%)	Orange (40%)	Deutsche Telekom (18%)	Deutsche Telekom (18%)
Petrol Retailer	Jet (24%)	ABC (32%)	ABC (32%)	ABC (30%)	Total (42%)	Total (42%)	Total (42%)	Total (42%)	Total (42%)	Total (31%)	Aral (31%)	Aral (33%)
Vitamins	Supradyn (10%)	Multi-Tabs (16%)	Multi-Tabs (16%)	Multi-Tabs (16%)	Juvalmine (17%)	Juvalmine (17%)	Juvalmine (17%)	Juvalmine (17%)	Juvalmine (17%)	Juvalmine (18%)	Abtei (9%)	Abtei (10%)
Pain Relief	Aspirin (21%)	Burana (47%)	Burana (47%)	Burana (44%)	Doliprane (39%)	Doliprane (39%)	Doliprane (39%)	Doliprane (39%)	Doliprane (39%)	Doliprane (34%)	Aspirin (26%)	Aspirin (28%)
Cold Remedy	Aspirin (32%)	Finrexin (19%)	Finrexin (19%)	Finrexin (18%)	Acified (10%)	Acified (10%)	Acified (10%)	Acified (10%)	Acified (10%)	Humex (8%)	Wick (29%)	Wick (31%)
Hair Care	Nivea (15%)	XZ (14%)	XZ (14%)	XZ (12%)	L'Oréal (25%)	L'Oréal (25%)	L'Oréal (25%)	L'Oréal (25%)	L'Oréal (25%)	L'Oréal (18%)	Nivea (11%)	Schauma (11%)
Cosmetic	Yves Rocher (21%)	Lumene (50%)	Lumene (50%)	Lumene (54%)	L'Oréal (23%)	L'Oréal (23%)	L'Oréal (23%)	L'Oréal (23%)	L'Oréal (23%)	L'Oréal (21%)	Yves Rocher (18%)	Yves Rocher (20%)
Skin Care	Nivea (54%)	Nivea (26%)	Nivea (26%)	Nivea (24%)	Nivea (24%)	Nivea (24%)	Nivea (24%)	Nivea (24%)	Nivea (24%)	Nivea (28%)	Nivea (49%)	Nivea (49%)
Soap Powder	Persil (39%)	Omo (32%)	Omo (32%)	Omo (39%)	Ariel (35%)	Ariel (35%)	Ariel (35%)	Ariel (35%)	Ariel (35%)	Ariel (34%)	Persil (32%)	Persil (32%)
Breakfast Cereal	Kellogg's (49%)	Kellogg's (54%)	Kellogg's (54%)	Kellogg's (59%)	Kellogg's (55%)	Kellogg's (55%)	Kellogg's (55%)	Kellogg's (55%)	Kellogg's (55%)	Kellogg's (63%)	Kellogg's (51%)	Kellogg's (54%)
Category	2014 Poland		2014 Portugal		2013		2014 Romania		2013		2014 Russia	
Car	VW (11%)	Audi (13%)	Toyota (42%)	Toyota (24%)	VW (15%)	VW (15%)	Dacia (22%)	Dacia (22%)	Dacia (22%)	Dacia (22%)	Toyota (24%)	Toyota (22%)
Kitchen Appliance	Bosch (21%)	Bosch (21%)	Miele (47%)	Miele (30%)	Philips (18%)	Philips (18%)	Philips (18%)	Philips (18%)	Philips (18%)	Philips (18%)	Bosch (28%)	Bosch (27%)
PC	Samsung (15%)	HP (15%)	Toshiba (39%)	HP (26%)	HP (15%)	HP (15%)	Dell (15%)	Dell (15%)	Dell (15%)	Asus (19%)	Asus (19%)	Asus (19%)
Mobile Phone Handset	Nokia (41%)	Nokia (45%)	Samsung (45%)	Nokia (56%)	Nokia (47%)	Nokia (47%)	Nokia (65%)	Nokia (65%)	Nokia (65%)	Nokia (43%)	Nokia (44%)	Nokia (44%)
Mobile Phone Network	Play (28%)	Plus (27%)	TMN (49%)	TMN (50%)	Vodafone (42%)	Vodafone (42%)	Orange (44%)	Orange (44%)	Orange (44%)	Orange (44%)	MTS (42%)	MTS (40%)
Camera	Canon (26%)	Nikon (25%)	Canon (49%)	Canon (38%)	Nikon (25%)	Nikon (25%)	Sony (25%)	Sony (25%)	Sony (25%)	Sony (25%)	Canon (32%)	Canon (27%)
Holiday Company	Itaka (32%)	Itaka (25%)	Abreu (64%)	Abreu (72%)	Paralela 45 (15%)	Paralela 45 (15%)	Paralela 45 (24%)	Paralela 45 (24%)	Paralela 45 (24%)	Paralela 45 (24%)	Tez Tour (24%)	Pegas (13%)
Bank/Building Society	PKO BP (27%)	PKO BP (27%)	BPI (40%)	CGD (33%)	Banca Transilvania (21%)	Banca Transilvania (21%)	BCR (32%)	BCR (32%)	BCR (32%)	BCR (32%)	Sberbank (59%)	Sberbank (61%)
Credit Card	Visa (57%)	Visa (58%)	Visa (60%)	Visa (53%)	Visa (30%)	Visa (30%)	Visa (36%)	Visa (36%)	Visa (36%)	Visa (36%)	Visa (72%)	Visa (71%)
Insurance Company	PZU (45%)	PZU (42%)	Fidelidade Mundial (32%)	Fidelidade Mundial (21%)	Astra Asigurari (23%)	Astra Asigurari (23%)	Astra Asigurari (25%)	Astra Asigurari (25%)	Astra Asigurari (25%)	Astra Asigurari (25%)	Rosgosstrah (23%)	Rosgosstrah (26%)
Internet Service Provider	UPC (15%)	Allegro (20%)	Meo (41%)	Sapo (26%)	RCS & RDS (48%)	RCS & RDS (48%)	RCS & RDS (50%)	RCS & RDS (50%)	RCS & RDS (50%)	RCS & RDS (50%)	Rostelecom (15%)	Rostelecom (13%)
Petrol Retailer	Orlen (39%)	Orlen (39%)	Galp (49%)	Galp (53%)	Petrom (37%)	Petrom (37%)	Petrom (45%)	Petrom (45%)	Petrom (45%)	Petrom (45%)	Lukoil (35%)	Lukoil (36%)
Vitamins	Centrum (13%)	Centrum (21%)	Centrum (73%)	Centrum (66%)	Eurovita (12%)	Eurovita (12%)	Eurovita (40%)	Eurovita (40%)	Eurovita (40%)	Eurovita (40%)	Complivit (24%)	Complivit (29%)
Pain Relief	Apap (29%)	Ibuprofen (29%)	Ben-U-Ron (35%)	Ben-U-Ron (35%)	Algalmin (19%)	Algalmin (19%)	Nurofen (17%)	Nurofen (17%)	Nurofen (17%)	Nurofen (14%)	Pentalgin (15%)	Pentalgin (15%)
Cold Remedy	Gripex (27%)	Gripex (31%)	Bisolvon (51%)	Bisolvon (45%)	Nurofen (17%)	Nurofen (17%)	Nurofen (30%)	Nurofen (30%)	Nurofen (30%)	Nurofen (14%)	Theraflu (14%)	Theraflu (14%)
Hair Care	Nivea (12%)	Nivea (12%)	Elvive (24%)	Pantene (30%)	Head & Shoulders (15%)	Head & Shoulders (15%)	Nivea (14%)	Nivea (14%)	Nivea (14%)	Nivea (14%)	Chistaya Liniya (9%)	Chistaya Liniya (10%)
Cosmetic	Avon (16%)	Nivea (11%)	L'Oréal (25%)	L'Oréal (24%)	Avon (28%)	Avon (28%)	Avon (51%)	Avon (51%)	Avon (51%)	Avon (51%)	Nivea (12%)	Nivea (12%)
Skin Care	Nivea (34%)	Nivea (39%)	Nivea (38%)	Nivea (41%)	Nivea (38%)	Nivea (38%)	Nivea (66%)	Nivea (66%)	Nivea (66%)	Nivea (66%)	Ariel (22%)	Ariel (29%)
Soap Powder	Vizir (31%)	Vizir (25%)	Skip (63%)	Skip (69%)	Ariel (60%)	Ariel (60%)	Nestlé (53%)	Nestlé (53%)	Nestlé (53%)	Nestlé (53%)	Nestlé (55%)	Nestlé (55%)
Breakfast Cereal	Nestlé (56%)	Nestlé (55%)	Nestlé (39%)	Nestlé (35%)	Nestlé (48%)	Nestlé (48%)	Nestlé (53%)	Nestlé (53%)	Nestlé (53%)	Nestlé (53%)	Nestlé (55%)	Nestlé (55%)

Results - the Trusted Brands

All winners by country and category - share of vote



All winners by country and category - share of vote 2014 v 2013

Category	2014		2013		2014		2013	
	Slovenia		Slovenia		Switzerland		Switzerland	
Car	Renault (15%)	Renault (17%)	VW (13%)	VW (14%)				
Kitchen Appliance	Gorenje (67%)	Gorenje (69%)	Miele (25%)	V-ZUG (24%)				
PC	HP (34%)	HP (35%)	HP (35%)	HP (35%)				
Mobile Phone Handset	Nokia (43%)	Nokia (55%)	Nokia (30%)	Nokia (36%)				
Mobile Phone Network	Mobiletel (51%)	Mobiletel (42%)	Swisscom (72%)	Swisscom (72%)				
Camera	Canon (45%)	Canon (43%)	Canon (32%)	Canon (31%)				
Holiday Company	Sonecek (33%)	Sonecek (32%)	Kuoni (40%)	Kuoni (38%)				
Bank/Building Society	NLB (29%)	NLB (31%)	Raiffeisen (31%)	Raiffeisen (33%)				
Credit Card	MasterCard (64%)	MasterCard (66%)	Mastercard (36%)	Visa (37%)				
Insurance Company	Zavarovalnica Triglav (49%)	Zavarovalnica Triglav (50%)	Die Mobilar (38%)	Die Mobilar (35%)				
Internet Service Provider	Stiol (40%)	Stiol (44%)	Swisscom/Bluewin (58%)	Swisscom/Bluewin (56%)				
Petrol Retailer	Petrol (70%)	Petrol (69%)	Coop (28%)	Coop (27%)				
Vitamins	Cedevita (31%)	Cedevita (32%)	Burgerstein (18%)	Burgerstein (18%)				
Pain Relief	Lekadol (41%)	Lekadol (39%)	Dafalgan (30%)	Dafalgan (29%)				
Cold Remedy	Lekadol Plus C (52%)	Lekadol Plus C (45%)	Neo Citran (27%)	Vicks (24%)				
Hair Care	Head & Shoulders (13%)	Head & Shoulders (11%)	Nivea (15%)	Nivea (17%)				
Cosmetic	Max Factor (24%)	Max Factor (22%)	Gerney Maybelline (13%)	Nivea (18%)				
Skin Care	Nivea (48%)	Nivea (46%)	Nivea (49%)	Nivea (54%)				
Soap Powder	Ariel (46%)	Ariel (46%)	Total (18%)	Persil (19%)				
Breakfast Cereal	Nestlé (31%)	Nestlé (31%)	Kellogg's (57%)	Kellogg's (61%)				

Results - the Trusted Brands

Comparison of winning brands over 5 years



Comparison of winning brands over past 5 years

Automotive					
	2014	2013	2012	2011	2010
Austria	VW	country not included	VW	VW	VW
Finland	Toyota	Toyota	Toyota	Toyota	Toyota
France	Renault	Renault	Renault	Renault	Renault
Germany	VW	VW	VW	VW	VW
Poland	VW	Audi	Opel	VW	Opel
Portugal	Toyota	Toyota	Toyota	Toyota	Toyota
Romania	VW	Dacia	Dacia	Dacia	Dacia
Russia	Toyota	Toyota	Toyota	Toyota	Toyota
Slovenia	Renault	Renault	Renault	Renault	country not included
Switzerland	VW	VW	VW	VW	VW
Kitchen appliance					
	2014	2013	2012	2011	2010
Austria	Miele	country not included	Miele	Miele	Miele
Finland	Miele	Miele	Upo	Upo	Upo
France	Whirlpool	Whirlpool	Whirlpool	Whirlpool	Whirlpool Philips
Germany	Miele	Miele	Miele	Miele	Miele
Poland	Bosch	Bosch	Bosch	Bosch	Bosch
Portugal	Miele	Miele	Miele	Miele	Miele
Romania	Philips	Philips	Philips	Philips	Philips
Russia	Bosch	Bosch	Bosch	Bosch	Bosch
Slovenia	Gorenje	Gorenje	Gorenje	Gorenje	country not included
Switzerland	Miele	V-ZUG	V-ZUG	Miele	Miele
Personal computer					
	2014	2013	2012	2011	2010
Austria	HP	country not included	HP	HP	HP
Finland	HP	HP	HP	HP	HP
France	HP	HP	HP	HP	HP-Compaq
Germany	Dell	Dell	Dell	Dell	Fujitsu Siemens
Poland	Samsung	HP	HP	Toshiba	Toshiba
Portugal	Toshiba	HP	HP	HP	HP
Romania	HP	Dell	Dell	Dell	Dell
Russia	Asus	Asus	Asus	Asus	Asus
Slovenia	HP	HP	HP	HP	country not included
Switzerland	HP	HP	HP	HP	Dell
Internet service provider					
	2014	2013	2012	2011	2010
Austria	A1	country not included	A1	Telekom Austria	Telekom Austria
Finland	Sonera	Sonera	Sonera	Sonera	Sonera
France	Orange	Orange	Orange	Orange	Orange
Germany	Deutsche Telekom	Deutsche Telekom	Deutsche Telekom	Deutsche Telekom	T-Online
Poland	UPC	Allegro	TP	TP	Allegro
Portugal	Meo	Sapo	Sapo	Sapo	Sapo
Romania	RCS & RDS	RCS & RDS	RCS & RDS	RCS & RDS	RCS & RDS
Russia	Rostelecom	Rostelecom	Beeline	Beeline	Corbina
Slovenia	Siol	Siol	Siol	Siol	country not included
Switzerland	Swisscom/Bluewin	Swisscom	Swisscom	Swisscom	Swisscom/Bluewin

Results - the Trusted Brands

Comparison of winning brands over 5 years



Comparison of winning brands over past 5 years

Mobile phone/smart phone					
	2014	2013	2012	2011	2010
Austria	Nokia	country not included	Nokia	Nokia	Nokia
Finland	Nokia	Nokia	Nokia	Nokia	Nokia
France	Samsung	Samsung	Samsung	Samsung	Samsung
Germany	Samsung	Samsung	Nokia	Nokia	Nokia
Poland	Nokia	Nokia	Nokia	Nokia	Nokia
Portugal	Samsung	Nokia	Nokia	Nokia	Nokia
Romania	Nokia	Nokia	Nokia	Nokia	Nokia
Russia	Nokia	Nokia	Nokia	Nokia	Nokia
Slovenia	Nokia	Nokia	Nokia	Nokia	country not included
Switzerland	Nokia	Nokia	Nokia	Nokia	Nokia
Mobile phone service provider					
	2014	2013	2012	2011	2010
Austria	A1 Telekom Austria	country not included	A1	A1	A1
Finland	Saunalahti	Sonera	Sonera	Sonera	Sonera
France	Orange	Orange	Orange	Orange	Orange
Germany	Telekom	Vodafone	Vodafone	Vodafone	Vodafone
Poland	Play	Plus	Orange	Orange	Orange
Portugal	TMN	TMN	TMN	TMN	TMN
Romania	Vodafone	Orange	Orange	Orange	Vodafone
Russia	MTS	MTS	MTS	MTS	MTS
Slovenia	Mobitel	Mobitel	Mobitel	Mobitel	country not included
Switzerland	Swisscom	Swisscom	Swisscom	Swisscom	Swisscom
Camera					
	2014	2013	2012	2011	2010
Austria	Canon	country not included	Canon	Canon	Canon
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	Canon	Nikon	Sony	Sony	Sony
Portugal	Nikon	Canon	Canon	Canon	Canon
Romania	Canon	Sony	Sony	Sony	Canon
Russia	Canon	Canon	Canon	Canon	Canon
Slovenia	Canon	Canon	Canon	Canon	country not included
Switzerland	Canon	Canon	Canon	Canon	Canon
Holiday company/tour operator					
	2014	2013	2012	2011	2010
Austria	Tui	country not included	Tui	Tui	Tui
Finland	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat	Aurinkomatkat
France	Club Med	Club Med	Club Med	Club Med	Pierre Et Vacances - Maeva
Germany	Tui	Tui	Tui	Tui	Tui
Poland	Itaka	Itaka	Itaka	Itaka	Orbis Travel
Portugal	Abreu	Abreu	Abreu	Abreu	Abreu
Romania	Paralela 45	Paralela 45	Paralela 45	Paralela 45	Paralela 45
Russia	Tez Tour	Pegas	Tez Tour	Tez Tour	Tez Tour
Slovenia	Soncek	Soncek	Kompas	Kompas	country not included
Switzerland	Kuoni	Kuoni	Kuoni	Kuoni	Kuoni

Results - the Trusted Brands

Comparison of winning brands over 5 years



Comparison of winning brands over past 5 years

Bank/building society					
	2014	2013	2012	2011	2010
Austria	Raiffeisenbank	country not included	Raiffeisenbank	Raiffeisenbank	Raiffeisenbank
Finland	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki	Osuuspankki
France	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole	Crédit Agricole
Germany	Sparkasse	Sparkasse	Sparkasse	Sparkasse	Sparkasse
Poland	PKO BP	PKO BP	PKO BP	PKO BP	PKO BP
Portugal	BPI	CGD	CGD	CGD	CGD
Romania	Banca Transilvania	BCR	BCR	BCR	BCR
Russia	Sberbank	Sberbank	Sberbank	Sberbank	Sberbank
Slovenia	NLB	NLB	NLB	NLB	country not included
Switzerland	Raiffeisen	Raiffeisen	Raiffeisen	Raiffeisen	Raiffeisen
Credit card					
	2014	2013	2012	2011	2010
Austria	Visa	country not included	Visa	Visa	Visa
Finland	Visa	Visa	Visa	Visa	Visa
France	Visa	Visa	Visa	Visa	Visa
Germany	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	MasterCard	Maestro/MasterCard	country not included
Switzerland	MasterCard	Visa	Visa	Visa	Visa
Insurance company					
	2014	2013	2012	2011	2010
Austria	Uniq	country not included	Uniq	Uniq	Uniq
Finland	If	If	Pohjola	Pohjola	If
France	Maaf	Macif	Axa	Axa	Axa
Germany	Allianz	Allianz	Allianz	Allianz	Allianz
Poland	PZU	PZU	PZU	PZU	PZU
Portugal	Fidelidade Mundial	Fidelidade Mundial	Fidelidade Mundial	Fidelidade Mundial	Fidelidade Mundial
Romania	Astra Asigurari	Astra Asigurari	Astra Asigurari	Asirom	Asirom
Russia	Rosgosstrah	Rosgosstrah	Rosgosstrah	Rosgosstrah	Rosgosstrah
Slovenia	Zavarovalnica Triglav	Zavarovalnica Triglav	Zavarovalnica Triglav	Zavarovalnica Triglav	country not included
Switzerland	Die Mobiliar	Die Mobiliar	Die Mobiliar	Die Mobiliar	Die Mobiliar
Petrol retailer					
	2014	2013	2012	2011	2010
Austria	Jet	country not included	Jet	OMV	OMV
Finland	ABC	ABC	ABC	ABC	ABC
France	Total	Total	Total	Total	Total
Germany	Aral	Aral	Aral	Aral	Aral
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	Petrol	country not included
Switzerland	Coop	Coop	Coop	Coop	Migrol

Results - the Trusted Brands

Comparison of winning brands over 5 years



Comparison of winning brands over past 5 years

Cough/cold remedy					
	2014	2013	2012	2011	2010
Austria	Aspirin	country not included	Aspirin	Aspirin	Aspirin
Finland	Finrexin	Finrexin	Codesan	Resilar	Resilar
France	Actifed	Humex	Humex	Humex	Actifed
Germany	Wick	Wick	Wick	Wick	Wick
Poland	Gripex	Gripex	Gripex	Gripex	Gripex
Portugal	Bisolvon	Bisolvon	Bisolvon	Bisolvon	Bisolvon
Romania	Nurofen	Nurofen	Nurofen	Nurofen	Nurofen
Russia	Theraflu	Theraflu	Theraflu	Theraflu	Theraflu
Slovenia	Lekadol Plus C	Lekadol Plus C	Lekadol Plus C	Lekadol Plus C	country not included
Switzerland	Neo Citran	Vicks	Vicks	NeoCitran	NeoCitran
Analgesic/pain relief					
	2014	2013	2012	2011	2010
Austria	Aspirin	country not included	Aspirin	Aspirin	Aspirin
Finland	Burana	Burana	Burana	Burana	Burana
France	Doliprane	Doliprane	Doliprane	Doliprane	Doliprane
Germany	Aspirin	Aspirin	Aspirin	Aspirin	Aspirin
Poland	Apap	Ibuprom	Apap	Apap	Apap
Portugal	Ben-U-Ron	Ben-U-Ron	Aspirina	Aspirina	Ben-U-Ron
Romania	Algocalmin	Algocalmin	Algocalmin	Algocalmin	Algocalmin
Russia	Nurofen	Pentalgin	Pentalgin	Nurofen	Pentalgin
Slovenia	Lekadol	Lekadol	Lekadol	Lekadol	country not included
Switzerland	Dafalgan	Dafalgan	Dafalgan	Dafalgan	Dafalgan
Vitamins					
	2014	2013	2012	2011	2010
Austria	Supradyn	country not included	Supradyn	Supradyn	Supradyn
Finland	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs	Multi-Tabs
France	Juvamine	Juvamine	Juvamine	Juvamine	Juvamine
Germany	Abtei	Abtei	Centrum	Abtei	Abtei
Poland	Centrum	Centrum	Centrum	Centrum	Centrum
Portugal	Centrum	Centrum	Centrum	Centrum	Centrum
Romania	Eurovita	Eurovita	Eurovita	Eurovita	Eurovita
Russia	Complivit	Complivit	Complivit	Complivit	Complivit
Slovenia	Cedevita	Cedevita	Cedevita	Cedevita	country not included
Switzerland	Burgerstein	Burgerstein	Burgerstein	Burgerstein	Burgerstein
Hair care product					
	2014	2013	2012	2011	2010
Austria	Nivea	country not included	Nivea	Schwarzkopf	Schwarzkopf
Finland	XZ	XZ	Elvital	XZ	Elvital
France	L'Oréal	L'Oréal	L'Oréal	L'Oréal	L'Oréal
Germany	Nivea	Schauma	Schwarzkopf	Nivea	Schwarzkopf
Poland	Nivea	Nivea	Nivea	Nivea	Nivea
Portugal	Elvive	Pantène	Pantène	Pantène	Pantène
Romania	Head & Shoulders	Nivea	Head & Shoulders	Head & Shoulders	Head & Shoulders
Russia	Chistaya Liniya	Chistaya Liniya	Chistaya Liniya	Head & Shoulders	Pantène
Slovenia	Head & Shoulders	Head & Shoulders	Nivea	Head & Shoulders	country not included
Switzerland	Nivea	Nivea	Nivea	Nivea	L'Oréal

Results - the Trusted Brands

Comparison of winning brands over 5 years



Comparison of winning brands over past 5 years

Colour cosmetic/make up					
	2014	2013	2012	2011	2010
Austria	Yves Rocher	country not included	Yves Rocher	Nivea	Nivea
Finland	Lumene	Lumene	Lumene	Lumene	Lumene
France	L'Oréal	L'Oréal	Yves Rocher	Yves Rocher	L'Oréal
Germany	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher	Yves Rocher
Poland	Avon	Nivea	Avon	Avon	Nivea
Portugal	L'Oréal	L'Oréal	L'Oréal	L'Oréal	Nivea
Romania	Avon	Avon	Nivea	Nivea	Nivea
Russia	Yves Rocher	Avon	Avon	Avon	Avon
Slovenia	Max Factor	Max Factor	L'Oréal	Max Factor	country not included
Switzerland	Gemey Maybelline	Nivea	Nivea	Nivea	Nivea

NB category defined more clearly since 2011

Skin care					
	2014	2013	2012	2011	2010
Austria	Nivea	country not included	Nivea	Nivea	Nivea
Finland	Nivea	Nivea	Nivea	Nivea	Nivea
France	Nivea	Nivea	Nivea	Nivea	Nivea
Germany	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	Nivea	Yves Rocher	Nivea
Slovenia	Nivea	Nivea	Nivea	Nivea	country not included
Switzerland	Nivea	Nivea	Nivea	Nivea	Nivea

Soap powder					
	2014	2013	2012	2011	2010
Austria	Persil	country not included	Persil	Persil	Persil
Finland	Omo	Omo	Omo	Omo	Omo
France	Ariel	Ariel	Ariel	Ariel	Ariel
Germany	Persil	Persil	Persil	Persil	Persil
Poland	Vizir	Vizir	Vizir	Vizir	Vizir
Portugal	Skip	Skip	Skip	Skip	Skip
Romania	Ariel	Ariel	Ariel	Ariel	Ariel
Russia	Ariel	Ariel	Ariel	Ariel	Ariel
Slovenia	Ariel	Ariel	Ariel	Ariel	country not included
Switzerland	Total	Persil	Ariel	Ariel	Total

Breakfast cereal					
	2014	2013	2012	2011	2010
Austria	Kellogg's	country not included	Kellogg's	Kellogg's	Kellogg's
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
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	Nestlé	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 include stores such as optician, clothing and furniture retailers, or food/health items like dairy products and dietary supplements. Some countries included the media: newspapers, radio and TV stations.

The number of additional local categories varied from 10 in Russia to 20 in Portugal and Slovenia. Across the 10 countries over 80 different product categories were included, and ranged from instant soup to investment fund. Few categories were common to more than 3 countries.

- More than 100 different brands won in these categories across the 10 countries. No brand won in more than 3 countries.
- Colgate is the only brand to win in 3 countries (Germany, Poland, Romania)
- The category of pet food was chosen by 5 countries, Whiskas is No1 in 2 of them
- 9 countries included coffee and/or tea, only Teekane won in 2 (Austria and Germany)
- 6 countries included mineral water/bottled water – all winners are brands that are local to that country

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 – 2014 winners



Local categories - 2014 winners

AUSTRIA

Category	Trusted Brand
Food	Iglo
Coffee	Eduscho
Tea	Teekanne
Mineral water	Vöslauer
Sparkling wine	Schlumberger
Spirits	Spitz
Sweets	Milka
Clothes	C&A
Shoes	Ara
Toothpaste	Blend-A-Med
Detergent	Frosch
Retailer	Spar
Cruise	MSC Kreuzfahrten

FINLAND

Category	Trusted Brand
Deodorant	Rexona
Processed Food	Saarioinen
Coffee	Juhamokka
Sweets	Fazer
Functional Food	Benecol
Cheese	Valio
Spread	Oivariini
Natural Product	Möller
Retail Chain	S-ryhmä
Furniture Store	Asko
Optician	Instrumentarium
Custom Home Plan	Jukkatalo
Real Estate Agent	OPKK
Electrical Company	Fortum
Cruise Line	Tallink Silja
Spa	Naantalin Kylpylä
Amusement Park	Linnanmäki
Private clinic	Terveystalo

FRANCE

Category	Trusted Brand
Energy	EDF
Pet food	Royal Canin
Amusement park	Disneyland Paris
Gardening retailer	Jardiland
Organic food	Bjorg
Mineral water	Évian
Nutraceuticals	Actimel
Clothes	Kiabi
Supermarket	Leclerc
Chocolate	Lindt
Tea-Coffee	Carte Noir

GERMANY

Category	Trusted Brand
Food	Dr. Oetker
Coffee	Tchibo
Tea	Teekanne
Mineral water	Gerolsteiner
Sparkling wine	Rotkäppchen
Spirits	Berentzen
Sweete	Haribo
Clothes	C&A
Shoes	Rieker
Toothpaste	Colgate
Detergent	Frosch
Retailer	Aldi
Cruise	Aida

Local categories – 2014 winners



Local categories - 2014 winners

POLAND

Category	Trusted Brand
Ice Cream	Algida
Investment Fund	ING TFI
Dietary Supplement	Falvit
Toothpaste	Colgate
TV Station	TVN
Watches & Jewellery	Apart
Oil-Margarine	Kujawski
Cake-Dessert	E.Wedel
Food Producer	Sokolów
Grocery	Biedronka
Clothing Store	H&M
Drug Store	Rossmann
Heart Remedy	Biovital
Dishwashing Liquid	Ludwik
Pharmacy	Dbam O Zdrowie
Water	Żywiec Zdrój

PORTUGAL

Category	Trusted Brand
Catering Chain	McDonald's
Chocolate	Nestlé
Sports wear	Sport Zone
Coffee	Delta
Parapharmacy	Well's
Beer	Sagres
Mineral Water	Agua De Luso
Hair Colourant	L'Oreal
Laxative	Dulcolax
Supermarket	Continente
Pet Food	Friskies
TV Channel	RTP
Slimming Product	Elancyl
Optician	Multiópticas
Childrens Clothing	Zippy
Mattress	Molaflex
Health Insurance	Medis
Public Service Co	CTT
Non-Food Retailer	Worten
Radio Station	RFM

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
Private clinic	Medlife
Coffee	Jacobs
Toothpaste	Colgate
Soap	Dove
Deodorant	Nivea
Commercial Centre	Kaufland
Pharmacy	Catena
Electronic Chain	Altex
Newspaper	Adevarul
Radio Station	Europa FM
TV Station	Pro TV

RUSSIA

Category	Trusted Brand
Anti-Aging Cosmetics	Chistaya Liniya
Coffee	Nescafe
Food Processor	Bosch
Pet Food	Whiskas
Tea	Ahmad
Depressant	Novopassit
Sunflower oil	Zolotaya Semechka
Purpose cleaner	Pemolux
Shower gel	Yves Rocher
Vacuum cleaner	Samsung

Local categories – 2014 winners



Local categories - 2014 winners

SLOVENIA

Category	Trusted Brand
Fruit Juice	Fructal
Toys	Lego
Bottled Water	Zala
Beer	Laško
Coffee	Barcaffe
Milk	Ljubljanske Mlekarne
Margarine	Rama
Shopping Centre	Mercator
Bed	Dormeo
Paint	Jupol
Investment Company	KD
Telecomms Provider	Telekom Slovenije
TV Station	Pop TV
Radio Station	Val 202
Newspaper	Slovenske novice
Instant Soup	Knorr
Book club	Svet Knjige
Tea	1001 Cvet
Energy supplier	Gen-I
Doors-Windows	AJM

SWITZERLAND

Category	Trusted Brand
Soft Drink	Coca-Cola
Clothes	Charles Vögele
Hard Candy	Ricola
TV-Cable Provider	Swisscom
Detergent	Meister Proper
Pet Food	Whiskas
Coffee	Nespresso
Health Insurance	CSS
Life Insurance	Swiss Life
Mattress	Bico
Milk Product	Emmi
Homeopathic	Similasan
Optician-Glasses	Fielmann
Chocolate	Lindt
Toothpaste	Elmex

Results – confidence and trust

Trust in professions

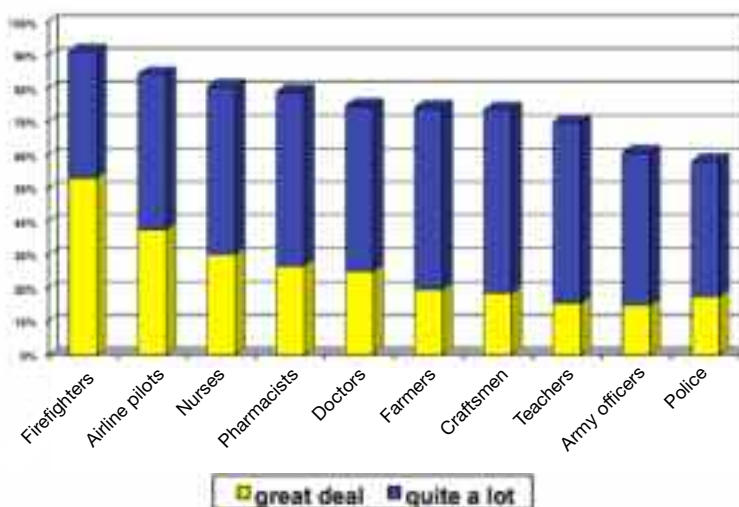


Average agreement across all countries*

Rank	Profession	Trust			Don't Trust		
		A great deal	Quite a lot	Total	Not much	Not at all	Total
1	Firefighters	53%	38%	91%	4%	1%	5%
2	Airline pilots	38%	47%	85%	9%	2%	11%
3	Nurses	30%	50%	81%	14%	2%	16%
4	Pharmacists	27%	52%	79%	15%	3%	17%
5	Doctors	25%	50%	75%	19%	3%	22%
6	Farmers	20%	55%	75%	18%	3%	21%
7	Craftsmen	19%	55%	73%	20%	2%	22%
8	Teachers	16%	54%	70%	23%	3%	26%
9	Army officers	15%	46%	61%	27%	7%	34%
10	Police	18%	41%	58%	29%	9%	38%
11	Meteorologists	9%	46%	56%	33%	7%	39%
12	Priests/church ministers	13%	33%	46%	31%	19%	50%
13	Judges	9%	35%	44%	38%	13%	51%
14	Taxi drivers	6%	38%	44%	42%	10%	51%
15	Lawyers	7%	36%	43%	42%	11%	53%
16	Travel agents	3%	34%	37%	47%	11%	58%
17	Journalists	3%	25%	29%	49%	18%	66%
18	Football players	3%	19%	22%	42%	31%	72%
19	Trade union leaders	3%	19%	21%	44%	30%	74%
20	Financial advisors	2%	19%	21%	52%	22%	75%
21	Car salesmen	1%	17%	18%	57%	20%	77%
22	Real estate agents	1%	13%	14%	55%	26%	81%
23	Call centre agents	1%	8%	10%	43%	42%	85%
24	Politicians	1%	8%	9%	38%	49%	87%

- The most trusted profession overall continues to be firefighters – 53% trust them a great deal (total trust 91%)
- Airline pilots too are highly trusted with 85% agreeing they trust them a great deal/quite a lot
- For the first time “craftspeople” were included and they rank relatively highly at 7th position
- Politicians remain the least trusted profession with just 9% trust
- Call centre agents and real estate agents were added this year, but both fair badly

The 10 most trusted professions



Results – confidence and trust

Trust in professions



Comparison by country - great deal/quite a lot

	Average	Austria	Finland	France	Germany	Poland	Romania	Russia	Slovenia	Switzerland	Portugal
Firefighters	91%	94%	96%	93%	91%	91%	92%	84%	90%	88%	96%
Airline pilots	85%	89%	94%	70%	87%	77%	88%	76%	87%	93%	95%
Nurses	81%	92%	94%	85%	89%	72%	56%	58%	87%	92%	93%
Pharmacists	79%	92%	96%	69%	83%	77%	78%	57%	72%	88%	85%
Doctors	75%	87%	90%	74%	80%	58%	70%	50%	81%	85%	90%
Farmers	75%	81%	82%	64%	75%	61%	75%	73%	77%	83%	89%
Craftsmen	73%	82%	93%	60%	70%	65%	77%	81%	49%	84%	71%
Teachers	70%	65%	89%	50%	69%	62%	73%	74%	72%	76%	87%
Army officers	61%	48%	71%	59%	53%	53%	66%	65%	63%	70%	50%
Police	58%	77%	90%	49%	76%	43%	32%	23%	54%	80%	65%
Meteorologists	56%	66%	71%	31%	61%	43%	57%	29%	77%	68%	64%

- Overall trust scores are highest in Finland and Switzerland – consistently scoring higher than average
- Firefighters are the most trusted in every country apart from Switzerland
- In Finland Pharmacists rank equally with Firefighters, although when comparing “trust a great deal” firefighters score 55% v 53% for pharmacists
- The French and Poles trust their firefighters significantly more than any other profession
- In Switzerland airline pilots have the highest trust
- The police are trusted by 90% of people in Finland but only 23% in Russia

Comparison by country - the least trusted (not much/not at all)

	Average	Austria	Finland	France	Germany	Poland	Portugal	Romania	Russia	Slovenia	Portugal
Politicians	87%	86%	86%	94%	82%	93%	91%	86%	91%	72%	96%
Call centre agents	85%	80%	92%	90%	85%	85%	88%	59%		72%	79%
Real estate agents	81%	82%	65%	93%	84%	83%	81%	80%	85%	78%	88%
Car salesmen	77%	75%	69%	92%	81%	81%	78%	76%	71%	72%	91%
Financial advisors	75%	73%	71%	88%	81%	77%	66%	67%	79%	69%	82%
Trade union leaders	74%	69%	66%	88%	64%	81%	84%	76%	75%	59%	84%
Football players	72%	71%	63%	92%	70%	84%	82%	61%	59%	68%	79%
Journalists	66%	68%	66%	82%	63%	63%	66%	74%	54%	62%	62%
Travel agents	58%	51%	34%	80%	64%	69%	57%	66%	60%	41%	67%
Lawyers	53%	39%	42%	71%	41%	54%	63%	49%	69%	45%	72%

- 94% of French claim to have little or no trust in their politicians
- There is high distrust of most professions in France and Poland
- In Finland and Germany call centre agents are trusted even less than politicians
- The score for call centre agents in Russia has been excluded due to a slightly different understanding of the term

Results – confidence and trust

Trust in professions

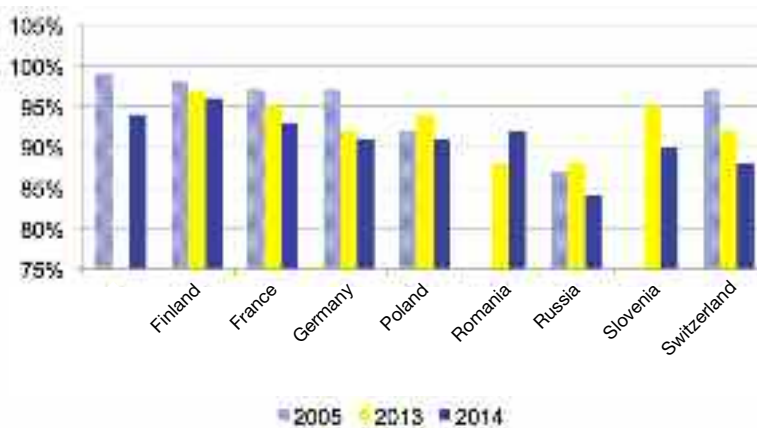


Trust over the years – average across all countries*

	Trust a great deal/quite a lot		Difference %
	2014	2013	
Airline pilots	85%	86%	-2%
Car salesmen	18%	19%	-7%
Doctors	75%	74%	2%
Farmers	75%	75%	-1%
Financial advisors	21%	23%	-10%
Firefighters	91%	93%	-2%
Football players	22%	23%	-4%
Journalists	29%	31%	-6%
Judges	44%	41%	8%
Lawyers	43%	41%	5%
Meteorologists	56%	60%	-7%
Nurses	81%	80%	1%
Pharmacists	79%	81%	-2%
Police	58%	58%	1%
Politicians	9%	8%	10%
Priests/church ministers	46%	44%	4%
Taxi drivers	44%	50%	-12%
Teachers	70%	71%	-1%
Trade union leaders	21%	22%	-5%
Travel agents	37%	38%	-2%

- Year on year trust in financial advisors has fallen by 10%

Trust fire fighters



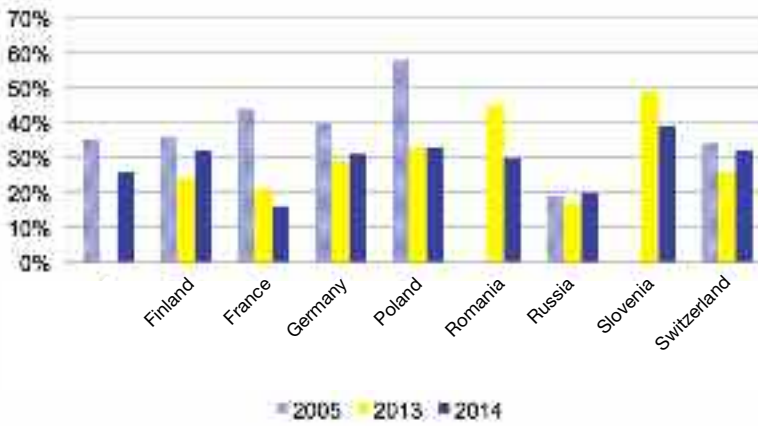
- Overall trust in the professions is falling especially when compared with 10 years ago
- Even amongst the most trusted professions there is less trust today than in 2005
- Across 10 years the greatest loss of trust in in financial advisors, taxi drivers and journalists

Results – confidence and trust

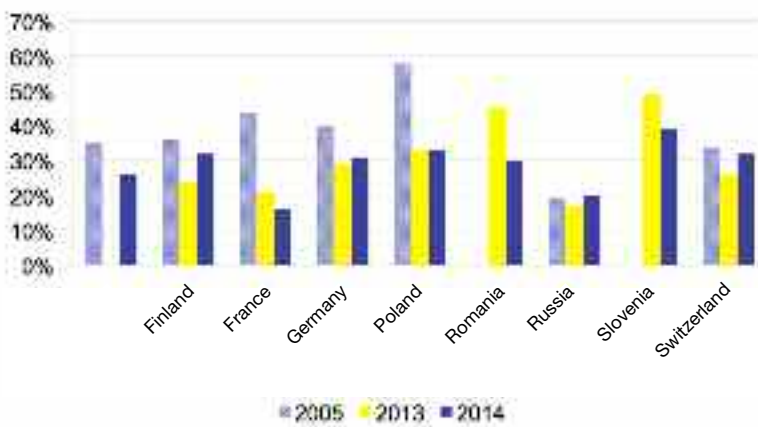
Trust in professions



Trust politicians



Trust financial advisors



Portugal is excluded from "all country" averages because their values are expressed as a % of those who answered each question, rather than all respondents.

Results – confidence and trust

Trust the people in these countries



Trust the most, people living in: Average trust amongst all respondents*

Rank	Country	Great deal	quite a lot	great deal/a lot	Don't know/ no answer
1	Switzerland	27%	41%	68%	17%
2	Sweden	22%	46%	68%	16%
3	Germany	21%	44%	65%	11%
4	Finland	19%	43%	62%	19%
5	Austria	15%	45%	60%	21%
6	Netherlands	13%	46%	59%	18%
7	Belgium	8%	45%	54%	20%
8	UK	10%	43%	53%	15%
9	France	6%	41%	47%	15%
10	USA	7%	33%	40%	15%

Vote excludes people living in the "home" countries

- Unsurprisingly trust amongst the Europeans included in our survey is highest for their European neighbours
- The people of Switzerland are trusted the most (68%) with 27% of respondents trusting them a great deal
- Less than 50% of respondents trust the French and Americans

Trust the least, people living in:

Rank	Country	Great deal	quite a lot	great deal/a lot	Don't know/ no answer
1	Romania	32%	42%	74%	18%
2	Iran	21%	50%	72%	23%
3	Russia	38%	32%	70%	14%
4	Greece	35%	33%	68%	17%
5	Turkey	39%	27%	65%	19%
6	China	38%	27%	64%	18%
7	India	35%	26%	62%	24%
8	Poland	41%	15%	56%	17%
9	Italy	40%	16%	56%	16%
10	Czech Republic	37%	14%	51%	20%

Vote excludes people living in the "home" countries

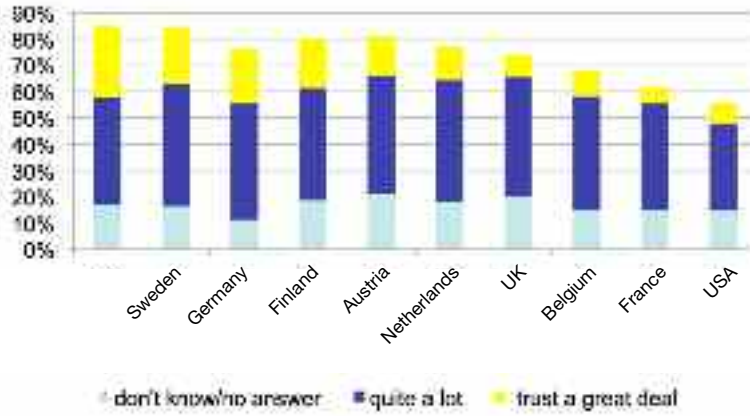
- Overall the people of Romania are the least trusted (74%)
- Within the countries surveyed 50% say they don't trust Iranians at all (72% not much/at all)
- Trust is low for the economically developing countries of Russia, India and China
- The European countries with low trust are those with unstable economies or government

Results – confidence and trust

Trust the people in these countries



The 10 most trusted countries



Trust variations by country:

Trusted the most:	Average	Austria	Finland	France	Germany	Poland	Romania	Russia	Slovenia	Switzerland	Portugal
Switzerland	68%	83%	76%	48%	81%	59%	71%	46%	83%	90%	78%
Sweden	68%	77%	83%	47%	80%	58%	67%	42%	74%	86%	67%
Germany	65%	82%	68%	49%	79%	47%	72%	46%	76%	81%	49%
Finland	62%	75%	88%	41%	74%	53%	59%	42%	64%	85%	63%
Austria	60%	90%	66%	28%	80%	46%	63%	35%	74%	89%	47%
Netherlands	59%	73%	64%	39%	75%	49%	54%	28%	63%	83%	60%
Belgium	54%	66%	57%	33%	67%	42%	54%	30%	60%	73%	50%
UK	53%	60%	61%	28%	60%	46%	61%	29%	56%	74%	68%
France	47%	53%	45%	27%	59%	38%	43%	31%	50%	57%	56%
USA	40%	44%	44%	29%	52%	36%	53%	16%	39%	50%	57%

Calculation for average vote excludes people living in the "home" countries

- When calculating the average score across countries we've excluded the votes of people in the "home" countries. For example respondents in Austria trust Austrians the most
- Although the people of Switzerland are trusted the most overall, the Finns trust the Swedes, and the French trust the Germans, more than the Swiss
- Romanians trust the Germans and Swiss more than they trust each other
- Respondents based in France, Poland and Russia have the least trust of all in everyone
- Russians trust the Americans much less than those in the other 9 countries

* Portugal is excluded from "all country" averages because their values are expressed as a % of those who answered each question, rather than all respondents.

Results – confidence and trust

Trust the people in these countries



Trust variations by country:

Trusted the least	Average	Austria	Finland	France	Germany	Poland	Romania	Russia	Slovenia	Switzerland	Portugal
Romania	74%	81%	78%	78%	79%	64%	52%	43%	88%	81%	93%
Iran	72%	84%	74%	73%	82%	60%	58%	46%	86%	85%	96%
Russia	70%	69%	80%	73%	68%	70%	62%	38%	68%	73%	79%
Greece	68%	73%	76%	75%	73%	59%	61%	38%	84%	71%	87%
Turkey	65%	70%	72%	73%	65%	59%	53%	51%	74%	71%	90%
China	64%	70%	63%	72%	71%	60%	47%	49%	76%	72%	75%
India	62%	72%	68%	64%	70%	47%	51%	35%	79%	70%	88%
Poland	56%	66%	60%	67%	56%	47%	34%	46%	62%	59%	66%
Italy	56%	55%	71%	73%	52%	46%	54%	31%	71%	50%	64%
Czech Republic	51%	68%	52%	65%	60%	36%	32%	27%	56%	60%	70%

Average vote excludes people living in the "home" countries

- Lack of trust for Romanians is highest amongst people living in Austria, Slovenia and Switzerland
- 52% of Romanians don't trust their compatriots
- Germans trust Iranians the least (82%)
- Russians are trusted the least by their neighbours the Finns

NB many respondents (c21%) either had no opinion or didn't provide an answer. The greatest lack of feedback was from people living in Portugal and Russia

Trust compared with 2008

The greatest loss of trust

Country	2014	2008	Difference %
Italy	28%	42%	-33%
Spain	34%	49%	-30%
Romania	8%	11%	-29%
Portugal	28%	36%	-21%
Hungary	29%	32%	-9%
France	47%	50%	-6%

- When comparing results for all countries that were listed in the 2008 and 2014 surveys it's Italy that's lost the most trust – a drop of 33%.
- Spain and Romania too have lost around 30% of the trust they had 7 years ago.

Average trust reflects the average amongst people living in the countries that were common to 2014 and 2008

Results – confidence and trust

Trust the people in these countries



The highest increase in trust

Country	2014	2008	Difference %
Poland	26%	18%	49%
Russia	16%	11%	42%
USA	40%	34%	18%
Finland	62%	54%	14%
Netherlands	59%	54%	9%
Belgium	54%	50%	8%
Austria	60%	56%	8%

- Although Poland and Russia have won the most trust since 2008 both have a low overall trust rating
- USA has won 18% more trust amongst the Europeans participating in our survey and now ranks in the Top 10

Results – confidence and trust

Their personal financial situation



My personal financial situation

	Average all countries
Very good	4%
Quite good	30%
very/quite good	34%
Not as good as previous years	43%
Not good at all	21%
Not as good as previous years/not good at all	64%
Will become better	47%
Will become worse	46%
Trust the government to improve matters	
Fully trust them	3%
Trust them somewhat	20%
Fully/ somewhat trust	23%
Don't trust them too much	49%
Don't trust them at all	28%
Not too much/ not at all	77%

- Just over a third of respondents describe their personal financial situation as very/quite good
- The majority say it's either not as good as in previous years or not good at all (64%)
- Less than half feel it will improve
- The majority (77%) have little confidence in their government improving the situation

Comparison by country

% of all respondents in each country:						
	Very good	Quite good	very or quite good	Not as good as before	Not good at all	not good could be better
Average	4%	30%	34%	43%	21%	64%
Austria	8%	37%	45%	42%	10%	52%
Finland	7%	52%	58%	32%	9%	41%
France	1%	18%	18%	52%	30%	81%
Germany	5%	36%	41%	44%	13%	57%
Poland	3%	31%	34%	47%	19%	66%
Romania	2%	31%	32%	49%	18%	67%
Russia	0%	13%	13%	30%	56%	86%
Slovenia	0%	10%	10%	61%	27%	88%
Switzerland	14%	45%	59%	29%	8%	38%
Data for Portugal not included in all country average						
Portugal	1%	7%	8%	71%	20%	91%

- Only in Switzerland and Finland do most people describe their financial situation as good
- The Russians and Slovenians are especially unhappy
- 81% of French say it's not as good as before, or not good at all

Portugal is excluded from "all country" averages because their values are expressed as a % of those who answered each question, rather than all respondents.

Results – confidence and trust

Their personal financial situation



Prospects for the future – ranked by optimistic

	Will become better	Will become worse
Average	47%	46%
Russia	72%	28%
Romania	60%	40%
Poland	59%	40%
Finland	54%	44%
Slovenia	42%	50%
Switzerland	42%	41%
Germany	34%	49%
France	33%	67%
Austria	28%	53%
Portugal	36%	55%

- 67% of people in France believe that their personal financial situation is likely to become worse
- Slovenians, Austrians and Germans are also pessimistic, believing their own financial situation will get worse
- Russians have the most positive attitude with 72% believing it will improve

Trust their government to improve matters

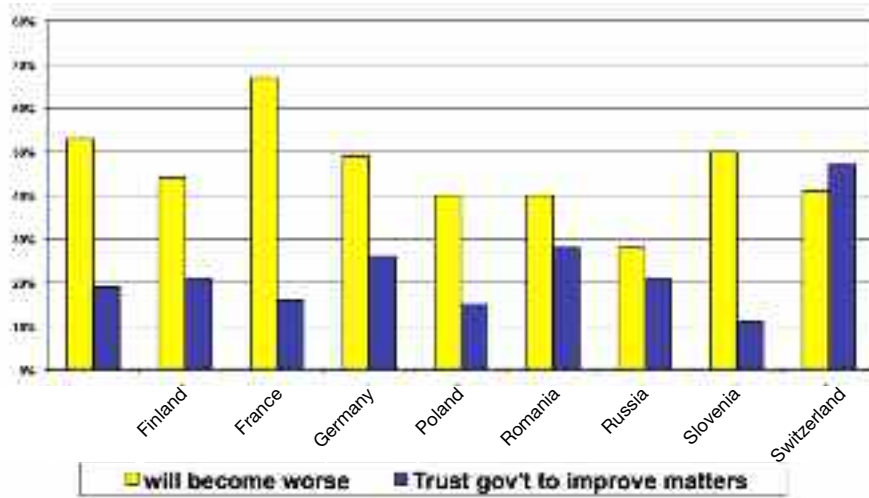
Ranked according to disagreement with the statement	Trust	
	Trust	Don't trust
Average	23%	77%
Slovenia	11%	89%
Poland	15%	85%
France	16%	84%
Austria	19%	81%
Finland	21%	79%
Russia	21%	79%
Germany	26%	74%
Romania	28%	72%
Switzerland	47%	53%
Portugal	22%	75%

- No country fully trusts their government to make a difference
- Slovenia, Poland and France have the least trust in the ability of their government to improve their personal economy
- Only the Swiss have any degree of confidence in the ability of their government to improve matters

Results – confidence and trust Their personal financial situation



Personal economy prospects for the future



Results – confidence and trust

Switching brands



Prompts for switching brands

Average agreement	very often	often	Very often/ often	sometimes	never	Sometimes/ Never
The price increases	17%	35%	52%	35%	6%	40%
Poor service	22%	26%	48%	33%	10%	43%
Product quality reduces	13%	29%	41%	42%	9%	51%
Unable to communicate with anyone who can help me	15%	22%	37%	37%	16%	54%
Want to try something new	10%	26%	36%	53%	5%	57%

- Price increase is the most frequent reason given for switching brands
- A reduction in the quality of a product has less effect than poor service on a consumer's decision to switch brands
- Only 36% agree they change brands purely because they want to try something new

Comparison by country

Prompted to switch brands because:											
	Average	Austria	Finland	France	Germany	Poland	Romania	Russia	Slovenia	Switzerland	Portugal
Very Often/often											
The price increases	52%	61%	44%	54%	57%	59%	47%	34%	61%	50%	43%
Poor service	48%	42%	65%	52%	48%	63%	52%	20%	43%	51%	47%
Product quality reduces	41%	35%	45%	41%	38%	50%	47%	24%	50%	40%	74%
Unable to communicate with anyone who can help	37%	33%	48%	47%	38%	47%	34%	19%	30%	37%	78%
Want to try something new	36%	38%	30%	38%	37%	51%	36%	28%	37%	32%	67%

- An increase in price is most likely to prompt brand switching in Austria and Slovenia
- Poor service is the most likely cause of brand switching in Finland, Poland, Romania and Switzerland
- 51% of Poles are likely to switch brands because they want to try something new

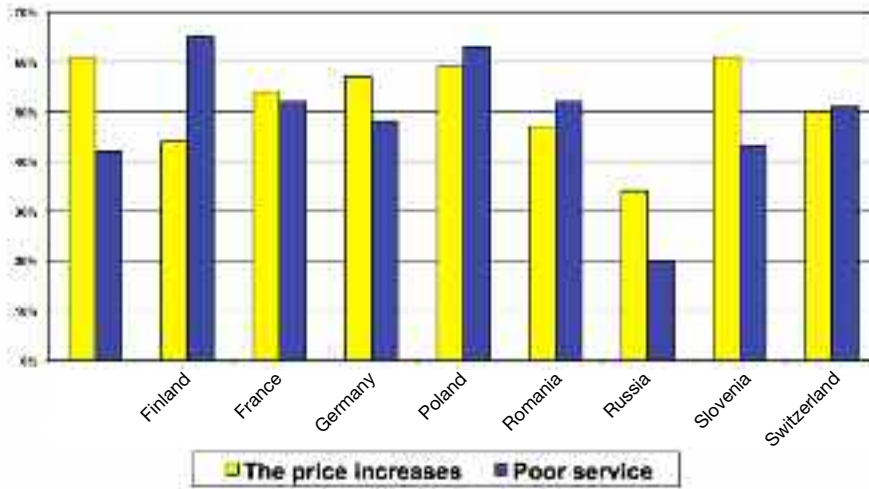
Portugal is excluded from "all country" averages because their values are expressed as a % of those who answered each question, rather than all respondents.

Results – confidence and trust

Switching brands



Prompted to switch brands: the most likely reasons



Sharing experiences of products with others

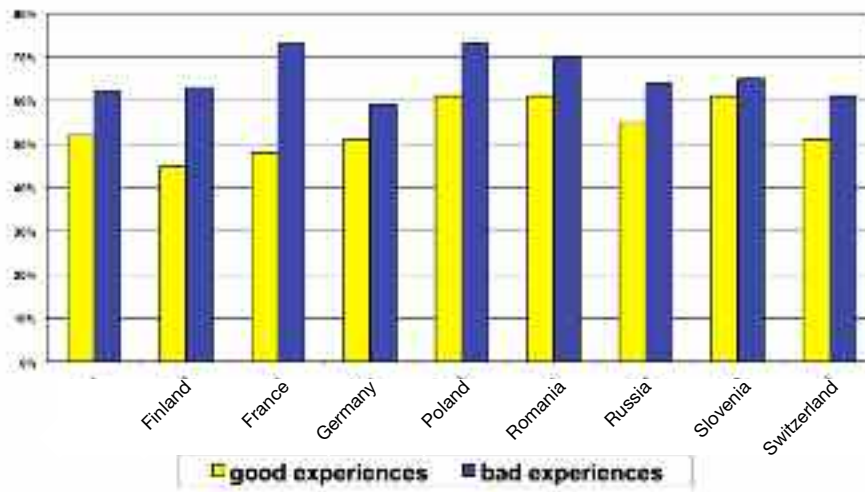
Share good experience with ...											
	Average	Austria	Finland	France	Germany	Poland	Romania	Russia	Slovenia	Switzerland	Portugal
5+ people	54%	52%	45%	48%	51%	61%	61%	55%	61%	51%	53%
10+ people	22%	21%	12%	17%	19%	27%	29%	32%	22%	18%	22%
no-one	7%	5%	8%	10%	6%	8%	5%	14%	5%	4%	4%
Share bad experience with ...											
5+ people	66%	62%	63%	73%	59%	73%	70%	64%	65%	61%	61%
10+ people	33%	26%	26%	46%	26%	41%	43%	40%	28%	23%	28%
no-one	7%	7%	6%	7%	6%	7%	4%	12%	5%	6%	4%

- It's bad experiences of product quality or service that people are most likely to share with others
- 54% claim to share their good experiences with 5 or more people, whereas 66% tell others if they're dissatisfied
- People in Poland, Romania and Slovenia will share both their positive and negative opinions
- 46% of people in France claim to tell 10 or more people if a product is of poor quality or the service is below expectation

Results – confidence and trust Switching brands



Share experience with 5+ people



Results – confidence and trust

Trust in websites and search engines



Website/search engine - average trust amongst all respondents*

	Trust			Don't trust		
	A great deal	Quite a lot	Total	Not much	Not at all	Total
Google	19%	47%	66%	19%	7%	26%
Amazon	4%	19%	23%	35%	26%	61%
eBay	3%	20%	23%	38%	23%	61%
Facebook	4%	19%	23%	37%	29%	67%

Comparison by country

	Trust a great deal/quite a lot										
	Average	Austria	Finland	France	Germany	Poland	Romania	Russia	Slovenia	Switzerland	Portugal
Google	66%	53%	80%	56%	45%	83%	89%	72%	59%	56%	71%
Amazon	23%	34%	15%	34%	33%	17%	27%	15%	15%	18%	32%
eBay	23%	29%	14%	21%	34%	22%	29%	22%	15%	22%	28%
Facebook	23%	9%	24%	13%	10%	39%	43%	35%	20%	11%	62%
Trust not much/not at all											
Facebook	67%	73%	70%	83%	75%	56%	52%	49%	69%	73%	62%
eBay	61%	50%	73%	75%	50%	67%	59%	53%	67%	57%	72%
Amazon	61%	47%	71%	62%	51%	71%	61%	58%	67%	62%	68%
Google	26%	30%	18%	42%	41%	15%	9%	20%	31%	30%	29%

- Google is by far the most trusted website/search engine – it comes top in every country
- In Finland, Poland and Romania over 80% of respondents trust Google. NB all these countries conducted their research on-line
- Trust in Google is lowest in Austria, France, Germany, Slovenia and Switzerland
- Although there is little difference between the average scores for Facebook, Amazon and eBay we do see large variations by country
- Trust in Facebook varies from 9% in Austria to 43% in Romania
- In France, Slovenia and Switzerland trust in all sites is low
- eBay scores highest in Austria, Germany and Romania
- Although 80% of Finns trust Google their trust in Amazon and eBay is significantly lower than average

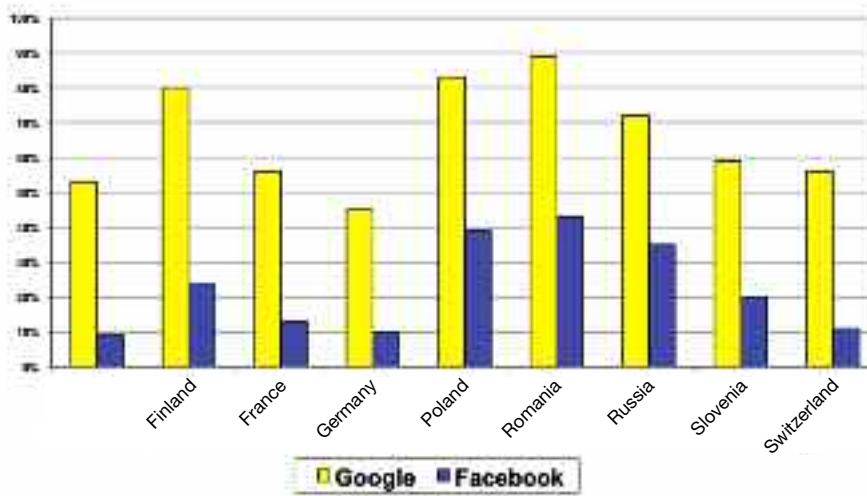
Portugal is excluded from "all country" averages because their values are expressed as a % of those who answered each question, rather than all respondents.

Results – confidence and trust

Trust in websites and search engines



Trust Google and Facebook





Response rate by country 2014 v 2013

Country	2014			2013				
	Number Mailed	Target for Analysis	Number Analysed	No. Analysed v No. Mailed %	Number Mailed	Target for Analysis	Number Analysed	No. Analysed v No. Mailed %
Postal								
Austria	12,000	1,000	565	4.71%		not included in 2013		
Germany E & W	100,000	7,500	4,882	4.88%	100,000	9,000	3,292	3.29%
Portugal	12,200	1,000	798	6.54%	12,000	1,000	1,008	8.40%
Romania		Romania moved on-line in 2014			7,500	1,000	987	13.16%
Slovenia	11,500	1,000	1,166	10.14%	8,000	1,000	961	12.01%
Switzerland F & G	50,000	1,500	1,439	2.88%	50,000	1,500	1,083	2.17%
Total postal	185,700	12,000	8,850	4.77%	177,500	13,500	7,331	4.13%
On-Line								
Finland	14,338	2,000	2,026	14.13%	24,774	2,000	2,024	8.17%
France	365,596	2,000	1,292	0.35%	260,263	2,000	1,410	0.54%
Poland	100,000	2,000	1,960	1.96%	950,000	2,000	1,049	0.11%
Romania	50,000	2,000	1,970	3.94%		post in 2013		
Russia	68,542	2,000	1,578	2.30%	48,921	2,000	1,322	2.70%
Total on-line	598,476	10,000	8,826	1.47%	1,283,958	8,000	5,805	0.45%
Total on-line + post	784,176	22,000	17,676	2.25%	1,461,458	21,500	13,136	0.90%
Not included in the 2013 results:								
Belgium French					38,029	1,000	1,384	1.7%
Belgium Flemish					43,301	1,000		
Czech					15,500	2,000	1,952	12.59%
Netherlands					85,986	2,000	1,842	2.14%

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
- Portugal base of 798 applies exclusively to the brand questions
- Relatively low completion rates in Portugal resulted in a reduced base of 553 for all apart from the brand questions

On-line:

- Apart from Poland, Russia and Romania 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
- Once a country hit its target no further reminders were sent
- Romania went on-line for the first time this year. Their target of 2,000 was achieved within 4 days, the total response was 4,831 (10%)
- 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

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

Appendix ii

Respondent base 2010 - 2014



Yearly comparison - quantity analysed year on year past 5 years
Based on the 10 countries included in the 2014 study

Country	2014	2013	2012	2011	2010
Austria	565	not included	634	724	908
Finland	2,026	2,024	1,998	2,999	1,338
France	1,292	1,410	2,156	2,098	2,050
Germany	4,882	3,292	7,474	7,148	7,919
Poland	1,960	1,049	1,045	956	920
Portugal*	798	1,008	914	963	984
Romania	1,970	987	896	1,056	990
Russia	1,578	1,322	1,384	1,420	1,660
Slovenia	1,166	961	1,168	1,005	not included
Switzerland	1,439	1,083	1,506	1,675	1,336
Total	17,676	13,136	19,175	20,044	18,105

Commentary:

- Portugal base of 798 applies exclusively to the brand questions
- Relatively low completion rates in Portugal resulted in a reduced base of 553 for all apart from the brand questions
- Target response for Germany is significantly higher than other countries to enable detailed comparison of E & W
- In 2010 three of these countries began conducting their fieldwork on-line (all shown in italics)
- on-line countries were joined by Finland in 2011 and Romania in 2014
- 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
Austria	2014	501	454	345	435	404	378	292	471	339	426	304	182	292	243	340	218	346	397	158
	2013	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Finland	2014	857	797	814	847	860	775	653	862	761	837	758	777	541	500	630	446	588	682	413
	2013	888	836	864	926	932	842	715	923	804	888	857	838	585	534	713	485	620	770	503
France	2014	495	459	469	491	455	439	202	401	368	401	461	364	171	224	288	267	310	326	230
	2013	647	612	621	602	480	597	223	500	380	515	558	436	203	311	362	317	383	439	314
Germany	2014	4,211	3,793	2,721	3,428	3,323	3,066	2,304	3,925	2,512	3,412	2,541	3,118	1,315	1,891	2,889	1,535	2,874	3,407	1,547
	2013	2,861	2,599	1,891	2,359	2,243	2,145	1,552	2,704	1,740	2,430	1,726	2,112	846	1,748	1,304	1,979	1,067	1,954	2,389
Poland	2014	852	822	800	865	745	785	432	738	632	750	690	780	606	698	606	435	624	643	528
	2013	488	483	474	509	425	503	211	410	356	441	307	464	273	430	355	335	383	412	308
Portugal	2014	736	702	647	680	688	592	588	680	562	606	586	604	476	490	564	454	521	632	511
	2013	952	911	808	869	887	802	803	918	728	866	765	856	593	673	771	630	718	883	757
Romania	2014	856	856	795	902	813	790	496	774	628	719	763	753	597	676	676	495	650	761	520
	2013	908	862	634	919	884	681	557	910	683	792	725	794	686	682	782	592	788	910	640
Russia	2014	499	527	484	596	491	491	156	466	275	279	272	343	242	279	309	305	292	389	121
	2013	445	473	391	522	482	439	136	337	232	251	315	309	204	252	290	215	281	370	96
Slovenia	2014	1,096	1,069	768	982	1,035	889	858	1,044	831	1,068	847	1,028	369	783	791	579	796	984	501
	2013	912	875	652	884	858	771	751	894	724	894	704	870	340	662	641	486	679	842	450
Switzerland	2014	1,290	1,192	1,023	1,206	1,218	1,036	944	1,225	991	1,074	993	1,023	500	788	881	539	917	966	657
	2013	971	883	810	928	919	828	755	920	782	807	766	788	409	630	674	460	725	762	581

Appendix iv Respondent profile across all countries



Respondent profile across all countries

Total 10 countries	Factor: Population Weight		Total	Men	Women	Under 50	Over 50	Under 60	Over 60	Adults only	Single person	Families
	Men	Women										
Total	17,675	8,575	9,101	8,192	9,484	12,846	4,829	9,290	3,071	4,440		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Men	49%	100%	0%	50%	47%	50%	45%	50%	46%	47%		
Women	51%	0%	100%	50%	53%	50%	55%	50%	54%	53%		
15-19	Excluded from analysis											
20-39	20%	19%	20%	43%	0%	27%	0%	14%	11%	40%		
40-49	27%	29%	25%	57%	0%	37%	0%	21%	25%	40%		
50-59	26%	27%	26%	0%	49%	36%	0%	33%	27%	12%		
60+	27%	25%	29%	0%	51%	0%	100%	32%	37%	8%		
Adult only households	53%	54%	51%	40%	64%	49%	62%	100%	0%	0%		
Single person households	17%	17%	18%	13%	21%	15%	24%	0%	100%	0%		
Families	25%	24%	26%	43%	9%	32%	7%	0%	0%	100%		

Appendix v Respondent profile by country



Respondent profile by country

Sex/age/household	Average all countries	Austria	Finland	France	Germany	Poland	Portugal	Romania	Russia	Slovenia	Switzerland
Total	1768 100%	565 100%	2026 100%	1292 100%	4882 100%	1960 100%	798 100%	1970 100%	1578 100%	1166 100%	1439 100%
Men	858 49%	272 48%	984 49%	617 48%	2383 49%	974 50%	393 49%	965 49%	709 45%	577 50%	701 49%
Women	910 51%	293 52%	1042 51%	675 52%	2499 51%	986 50%	405 51%	1005 51%	869 55%	589 50%	738 51%
Under 50	819 45%	133 24%	438 22%	731 57%	2431 50%	1171 60%	429 54%	1128 57%	935 59%	392 34%	404 28%
Over 50	948 56%	432 76%	1588 78%	561 43%	2451 50%	789 40%	369 46%	842 43%	643 41%	774 66%	1035 72%
Under 60	1285 73%	400 71%	1349 67%	936 72%	3312 68%	1674 85%	559 70%	1464 74%	1229 78%	849 73%	1075 75%
Over 60	483 27%	165 29%	677 33%	356 28%	1570 32%	286 15%	239 30%	506 26%	349 22%	317 27%	364 25%
Adult only households	929 54%	338 60%	1133 56%	595 46%	2353 48%	1061 54%	420 53%	1134 58%	804 51%	652 56%	802 56%
Single person households	307 16%	113 20%	540 27%	215 17%	1239 25%	190 10%	79 10%	99 5%	102 6%	195 17%	300 21%
Families	444 26%	64 11%	287 14%	444 34%	888 18%	669 34%	287 36%	707 36%	626 40%	245 21%	223 15%

NB the respondent profile for Portugal applies exclusively to the brand questions

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 general attitudes. 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 5 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. Poland 1 and Poland 2.

Appendix vi Population weightings applied in each country



Austria

Group	Resp %	Popn %	Weight
M 20-59	24.07	35.40	1.47
M 60-69	13.27	6.41	0.48
M 70-79	10.09	4.29	0.43
M 80+	4.25	1.97	0.46
W 20-59	29.56	35.31	1.19
W 60-69	8.85	7.04	0.80
W 70-79	7.26	5.41	0.75
W 80+	2.65	4.17	1.57

Finland 1

Group	Resp %	Popn %	Weight
M 20-59	17.67	33.80	1.91
M 60-69	23.10	8.31	0.36
M 70+	11.65	6.47	0.56
W 20-59	23.40	32.79	1.40
W 60-69	19.25	8.80	0.46
W 70+	4.94	9.82	1.99

Finland 2

Group	Resp %	Popn %	Weight
M 20-59	15.30	33.80	2.27
M 60-69	23.40	8.31	0.36
M 70+	11.75	6.47	0.57
W 20-59	25.23	32.79	1.33
W 60-69	18.74	8.80	0.48
W 70+	5.57	9.82	1.81

France 1

Group	Resp %	Popn %	Weight
M 20-49	16.59	28.25	1.70
M 50-59	13.27	7.94	0.60
M 60+	17.80	11.57	0.65
W 20-49	24.13	28.36	1.18
W 50-59	14.33	7.87	0.55
W 60+	13.88	16.02	1.15

France 2

Group	Resp %	Popn %	Weight
M 20-49	11.76	28.25	2.40
M 50-59	14.79	7.94	0.54
M 60+	17.33	11.57	0.67
W 20-49	27.03	28.36	1.05
W 50-59	13.51	7.87	0.58
W 60+	15.58	16.02	1.03

Germany

Group	Resp %	Popn %	Weight
M 20-49	12.23	25.43	2.08
M 50-59	14.48	9.05	0.62
M 60-69	10.32	6.56	0.64
M 70-79	11.43	6.28	0.55
M 80+	6.60	1.50	0.23
W 20-49	11.94	24.36	2.04
W 50-59	13.29	9.02	0.68
W 60-69	7.11	6.89	0.97
W 70-79	7.99	8.33	1.04
W 80+	4.61	2.60	0.56

Appendix vi

Population weightings applied in each country



Poland 1

Group	Resp %	Popn %	Weight
M 20-39	13.06	21.50	1.65
M 40-49	7.58	9.46	1.25
M 50+	15.45	18.72	1.21
W 20-39	34.90	20.10	0.58
W 40-49	12.36	8.71	0.70
W 50+	16.65	21.53	1.29

Poland 1

Group	Resp %	Popn %	Weight
M 20-39	10.97	21.50	1.96
M 40-49	7.21	9.46	1.31
M 50+	13.90	18.72	1.35
W 20-39	36.36	20.10	0.55
W 40-49	15.46	8.71	0.56
W 50+	16.09	21.53	1.34

Portugal

Group	Resp %	Popn %	Weight
M 20-49	12.16	27.80	2.29
M 50-59	8.90	8.18	0.92
M 60-69	10.90	6.48	0.59
M 70+	15.54	6.86	0.44
W 20-49	24.81	25.91	1.04
W 50-59	8.65	8.18	0.95
W 60-69	9.15	7.04	0.77
W 70+	9.90	9.56	0.97

Romania 1

Group	Resp %	Popn %	Weight
M 40-49	9.04	7.58	0.84
M 50-59	10.05	8.35	0.83
M 60+	9.14	12.60	1.38
W 20-39	19.70	21.31	1.08
W 40-49	18.78	7.89	0.42
W 50-59	13.60	8.69	0.64
W 60+	8.83	13.11	1.48

Romania 2

Group	Resp %	Popn %	Weight
M 40-49	10.07	7.58	0.73
M 50-59	9.67	8.35	0.84
M 60+	8.79	12.60	1.39
W 20-39	19.25	21.31	1.08
W 40-49	18.26	7.89	0.42
W 50-59	15.00	8.69	0.56
W 60+	9.28	13.11	1.37

Russia 1

Group	Resp %	Popn %	Weight
M 20-49	22.32	29.14	1.31
M 50-59	14.97	8.30	0.55
M 60+	19.48	7.48	0.38
W 20-49	18.84	30.10	1.60
W 50-59	12.52	10.35	0.83
W 60+	11.87	14.63	1.23

Russia 2

Group	Resp %	Popn %	Weight
M 20-49	21.79	29.14	1.34
M 50-59	14.82	8.30	0.56
M 60+	20.55	7.48	0.36
W 20-49	18.31	30.10	1.64
W 50-59	12.58	10.35	0.82
W 60+	11.96	14.63	1.22

Appendix vi Population weightings applied in each country



Slovenia

Group	Resp %	Popn %	Weight
M 20-59	21.53	36.05	1.67
M 60-69	18.70	6.30	0.34
M 70-79	10.55	4.76	0.45
M 80+	2.92	2.40	0.82
W 20-59	23.16	36.76	1.59
W 60-69	13.38	6.43	0.48
W 70-79	7.03	4.86	0.69
W 80+	2.74	2.45	0.89

Switzerland

Group	Resp %	Popn %	Weight
M 20-59	22.31	37.71	1.69
M 60-69	16.19	5.66	0.35
M 70-79	11.05	3.64	0.33
M 80+	5.56	1.69	0.30
W 20-59	25.64	37.02	1.44
W 60-69	9.59	6.29	0.66
W 70-79	6.53	5.36	0.82
W 80+	3.13	2.65	0.85



1. Your personal economic situation

Currently my personal economic situation is:

- Very good
- Quite good
- Not as good as in previous years
- Not good at all

As for the future what do you think?

- I think it will become better
- I think it will become worse

2. Tell us about your trust in these countries

Tick one option in each row. If you don't know, or aren't sure, just tick the box in the right-hand column.

	A great deal	Quite a lot	Not very much	Not at all
Austria	1	2	3	4
Belgium	1	2	3	4
China	1	2	3	4
Czech Republic	1	2	3	4
France	1	2	3	4
Germany	1	2	3	4
Greece	1	2	3	4
Hungary	1	2	3	4
India	1	2	3	4
Iran	1	2	3	4
Italy	1	2	3	4
Netherlands	1	2	3	4
Poland	1	2	3	4
Portugal	1	2	3	4
Romania	1	2	3	4
Russia	1	2	3	4
Slovenia	1	2	3	4
Spain	1	2	3	4
Sweden	1	2	3	4
Switzerland	1	2	3	4
Turkey	1	2	3	4
UK	1	2	3	4
USA	1	2	3	4

3. 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"/>
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 advisers	<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"/>
Craftsmen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Callcentre (telephone sales) agents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real estate agents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Army officers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. 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 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"/>

5. 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

Understand 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	Understand customer needs	Socially responsible	I'm a customer	World's most trusted brand
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 ...	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"/>
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 ...	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"/>
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 ...	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"/>
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 ...	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"/>
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 ...	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"/>
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 ...	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"/>
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 ...	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"/>
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



	Quality	Efficient	Strong image	Unreadable	Socially responsible	In a customer's mind	World not polluted
							
Bank/building society 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Credit card 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Insurance company 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Petrol retailer 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Vitamins 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Analgesic/pain relief 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Cough/cold remedy 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Hair care product 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Colour cosmetic/make up 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Skin care product 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Soap powder 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Breakfast cereal 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 1 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 2 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 3 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 4 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 5 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 6 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 7 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 8 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 9 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 10 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 11 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>
Local category 12 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"/>
BLOCK CAPITALS PHASE							Yes <input type="checkbox"/>



Local category 13 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

Quality Excellent Strong image Unfamiliar Socially responsible Very poor

Local category 14 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

Local category 15 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

9. How important is it to you that companies engage/do something for the environment?

Tick one box only

Very important Quite important Not very important Not important at all

10. Have you noticed that some product advertisements highlight the subject "environmentally friendly"?

Tick one box only

Yes, I have noticed No, I haven't noticed

10a. ...and if "yes", how much credibility do you rate to such claims?

Tick one box only

Generally I find it credible In most cases I don't believe it

11. 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)	

12. How much trust do you have in using these websites?

	A great deal	Quite a lot	Not very much	None at all
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amazon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ebay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Switching brands

Do the following ever prompt you to switch brands? Tick one box in each row only.

Very often Often Sometimes Never

I simply want to try something new

The quality of the product reduces

The price increases

Poor service

I'm unable to communicate with anyone in the company who can help me

7. Sharing your experiences with others

When you have a good experience with a product, its quality or its service, how many others will get to know your opinion? Please indicate the appropriate number of people.

Mostly I share this experience with: No-one 1 2 3 4 5 6 7 8 9 10+

And when you are dissatisfied with a product, its quality or its service, how many others will get to know your displeasure? Please indicate the appropriate number of people.

Mostly I share this experience with: No-one 1 2 3 4 5 6 7 8 9 10+

8. Trust and the environment

How much do you worry about the state of the environment these days? Tick one box only

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

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

Agree Strongly Agree Tend to Agree Tend to Disagree Disagree Strongly

I am willing to pay more for environmentally friendly products

I would like to buy brands that are good for the environment but I don't believe they're as effective as their competitors

Environmental brands are too expensive

Most big companies really don't care about the environment

Climate change is very much exaggerated

I don't believe advertisers when they claim they are supporting the environment

I prefer to buy products that claim to be "Fair Trade"

Appendix viii Reader's Digest Editions included in ETB 2014: Circulation and Readership



Country/Edition	Circulation	Adult Readers
Austria	26,000	65,000
Finland	157,979	386,000
France	149,192	779,000
Germany	440,000	2,100,000
Poland	37,500	Not available
Portugal	55,000	125,000
Romania	20,667	167,000
Russia	76,310	Not available
Slovenia	17,000	69,000
Swiss French	21,125	70,000
Swiss German	75,159	263,000
TOTAL EDITIONS INCLUDED IN ETB 2014:	1,075,932	4,024,000

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