

FOR IMMEDIATE RELEASE

Contact:

Adam Shoer, Reputation Institute
(212) 495-3855 x307, ashoer@reputationinstitute.com

Sweden is the Most Respected Country in the World
Reputation Institute Releases Results of its 2010 Country Reputation Study

Sweden Places First with Canada, Australia, and Switzerland Close Behind
Iran, Colombia, and China Make-Up Bottom Three

Physical Beauty, Lifestyle, and Perception of Global Community Involvement
Combine to be Greatest Drivers of Reputation

New York, USA – September 27, 2010 – Sweden has earned the highest reputation ranking in Reputation Institute’s CountryRep 2010--its annual survey measuring public perception of 39 countries around the world. The study found Iran to be the least respected country in the global survey. “A strong country reputation builds stakeholder support, making Sweden a country people will recommend as a place to visit, invest, live and work,” says Nicolas Trad, Managing Partner of Reputation Institute, a global, private advisory firm specializing in corporate reputation management.

The CountryRep 2010 study measures the overall respect, trust, esteem, admiration and good feelings the public in the G8 countries hold toward 39 countries outside of their home country and how 35 of those countries rate their own nations. Findings from more than 40,000 interviews showed that Australia, Finland, and Canada gave their home country the highest ratings, providing insight into self-image around the world. The general public in Hungary rated their own country the lowest when asked about their perceptions of the following statements:

- “The country has a good reputation.”
- “I like the country.”
- “I admire and respect the country.”
- “I trust the country.”

The general public in the G8 countries (Canada, France, Germany, Italy, Japan, Russia, UK, USA) were also surveyed for their perception of which countries are the most attractive to invest in and indicated Sweden, and Canada placed in the top three here, as well, with Switzerland being the most desirable to invest in among 39 rated nations.

Other highlights from Reputation Institute’s CountryRep 2010 include:

- Canada and Australia, for the second year in a row, are the only non-European countries in the top ten. With the exception of Spain, which was replaced with Belgium at #10, the top nations from 2009 all retained places among the top ten in 2010.
- China, Chile, and Russia showed the largest perception gap by rating themselves above average while others rated them below the average of the countries in the survey.
- Conversely, Greece, Japan, and Belgium showed the only perception gap between their own public perception and the ratings of their nation by outside respondents in which they rated their own country *lower* than how others perceived their nation.

Reputation Drivers and Dimensions of Country Reputation

Reputation Institute’s research model indicates that reputation is built on 11 pillars from which a country can create a strategic platform for communicating with its stakeholders. These 11 attributes, organized into three categories, are:

- **Effective Government** - offers a favourable environment for doing business, run by an effective government, adopted progressive social and economic policies, a responsible participant in the global community
- **Advanced Economy** - produces high quality products and services, an inventive country, technologically advanced, an important contributor to global culture
- **Appealing Environment** - a beautiful country, an enjoyable country, offers an appealing lifestyle

The CountryRep 2010 study indicates that public perception is most influenced by a country's lifestyle, global community involvement, and physical beauty, which combined accounts for more than 30% of a country's reputation. "Countries build their reputations on different platforms, but all platforms should communicate strength across a number of dimensions. A diverse image reduces reputation risk and provides a stronger platform for support," says Kasper Nielsen, Managing Partner, Reputation Institute.

Sweden, the most highly respected country, landed in the top five in ten of eleven dimensions, taking the top spot for social welfare and contribution to the global community, while placing second in business environment and effective government. Italy was number one in the cultural appeal and entertainment possibilities attributes for the second year in a row. Japan dominated in consecutive years in reputation for both the technology and the brand and innovation attributes, indicating that the public perceives many important products, brands, and companies come from the advanced Japan. However, the study showed consumers would rather recommend others to buy products from Switzerland--this finding supports the idea that country of origin does matter.

Why Reputation Matters

Reputation Institute's CountryRep 2010 offers insight on how reputation impacts and influence's a country's stakeholders worldwide--and its bottom line. "When people trust, admire and have a good feeling about a country, not only are they are more likely to recommend key supportive behaviors to others, people are also more likely to give a nation the benefit of the doubt in a time of crisis," explains Nicolas Trad, of the significant value of reputation. "We see a strong pattern between reputation and support, demonstrating that building a favorable reputation platform should be a part of a country's overall strategy."

Survey Methodology

CountryRep 2010 was conducted online January through February 2010. The CountryRep score is a measure of country reputation calculated by averaging perceptions of four indicators of trust, esteem, admiration, and good feeling obtained from a representative sample of respondents from each of the G8 countries (evaluations of a respondent's home country are excluded from the results). Scores range from a low of 0 to a high of 100. CountryRep Global Ranking external scores that differ by more than +/-3.2 and CountryRep Global Ranking self-image scores that differ by more than +/-1.8 are significantly different at a 95% confidence level.

About Reputation Institute

Reputation Institute is the world's leading reputation consulting firm. As a pioneer in the field of brand and reputation management, Reputation Institute helps companies build better relations with stakeholders. With a presence in 30 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practices and current research through client engagement, memberships, seminars, conferences, and publications such as *Corporate Reputation Review* and *Reputation Intelligence*. Reputation Institute's 2010 Reputation Pulse is the largest study of corporate reputations in the world, identifying what drives reputation and covering more than 1,500 companies from 34 countries annually. Reputation Institute provides specific reputation insight from more than 15 different stakeholder groups and 24 industries, allowing clients to create tangible value from their intangible assets. Visit www.ReputationInstitute.com to learn how you can unlock the power of your reputation.

2010 CountryRep Scores:

Global Ranking

<u>Rank</u>	<u>Country</u>	<u>CountryRep 2010</u>
1	Sweden	76.3
2	Canada	75.6
3	Australia	75.6
4	Switzerland	75.3
5	Norway	74.4
6	Finland	73.1
7	Denmark	72.2
8	Austria	69.0
9	Netherlands	68.4
10	Belgium	68.0
11	Germany	68.0
12	Spain	67.5
13	Japan	66.2
14	Ireland	66.1
15	UK	65.3
16	Italy	64.9
17	Greece	64.8
18	France	62.7
19	Portugal	61.8
20	Singapore	55.8
21	Brazil	55.5
22	USA	53.5
23	Poland	52.1
24	India	51.8
25	Taiwan	51.3
26	Thailand	51.0
27	Peru	49.4
28	Mexico	47.9
29	Turkey	47.1
30	Chile	45.9
31	South Korea	45.4
32	South Africa	44.6
33	Israel	43.7
34	Venezuela	43.4
35	Ukraine	41.6
36	Russia	39.6
37	China	38.4
38	Colombia	35.8
39	Iran	20.3

2010 CountryRep Scores:

Self-Image

<u>Rank</u>	<u>Country</u>	<u>Self-Image Score</u>
1	Australia	88.3
2	Finland	85.9
3	Canada	84.2
4	Norway	83.1
5	Austria	82.1
6	Singapore	82.0
7	India	81.2
8	Denmark	80.6
9	Chile	79.7
10	Switzerland	78.6
11	Thailand	77.8
12	Sweden	77.3
13	China	77.2
14	USA	73.1
15	Russia	72.7
16	Netherlands	72.5
17	France	71.6
18	Poland	70.4
19	Ireland	70.2
20	Spain	69.8
21	Germany	69.1
22	South Africa	67.8
23	UK	67.1
24	Brazil	66.8
25	South Korea	65.7
26	Turkey	64.7
27	Belgium	64.3
28	Italy	63.7
29	Bolivia	63.7
30	Taiwan	63.0
31	Mexico	62.9
32	Portugal	62.6
33	Japan	61.2
34	Greece	59.7
35	Hungary	55.2