

Switzerland is the Most Respected Country in the World
Reputation Institute Releases Results of its 2009 Country Reputation Study

*Switzerland Places First with Canada and Australia a Close Second and Third
Russia, China, and Ukraine Make-Up Bottom Three*

*Physical Beauty, Lifestyle, and Perception of Global Community Involvement Combine
to Drive Reputation*

New York, USA – September 20, 2009 – Switzerland and Canada, two nations historically known for their neutrality, have earned the highest reputation ranking in Reputation Institute's CountryRep 2009 - its annual survey measuring public perception of 34 countries around the world. The study found Russia to be the least respected country in the global survey. "A strong country reputation builds stakeholder support, making Switzerland a country people will recommend as a place to visit, invest in, live in and work in," says Nicolas Trad, Managing Partner of Reputation Institute a global, private advisory firm specializing in corporate reputation management.

The CountryRep 2009 study measures the overall respect, trust, esteem, admiration and good feelings the public in the G8 countries hold toward 34 countries outside of their home country and how 33 of those countries rate their own nations. Findings from more than 40,000 interviews showed that Australia, Canada, and Finland gave their home country the highest ratings, giving insight into self-image around the world. The general public in Japan 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 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 34 rated nations.

Other highlights from Reputation Institute's CountryRep 2009 include:

- Canada and Australia are the only non-European countries in the top ten.
- China and Russia showed the largest gap by rating themselves above average and higher while others rated them the lowest of the countries in the survey.
- Conversely, Japan showed the only perception gap between their own public perception of their country and the ratings of their nation by non-Japanese 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 dimensions, are:

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

The CountryRep 2009 study indicates that public perception is most influenced by a country's physical beauty, lifestyle, possibilities for enjoyment and global community involvement, which combined accounts for more than 40% of a country's reputation. "This makes it critical for countries worldwide to communicate how they offer a wide array of appealing options for entertainment and that their country supports good causes internationally," says Kasper Nielsen, Managing Partner, Reputation Institute.

Switzerland, the most highly respected country, landed in the top spot for business environment, products and services, effective government, while placing second in social welfare, and brands and innovation. Italy was number one in the cultural appeal and entertainment possibilities attributes. Japan dominated in reputation for the brand and innovation attribute, indicating that the public perceives many important products, brands, and companies come from Japan.

Why Reputation Matters

Reputation Institute's CountryRep 2009 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 2009 was conducted online in January and February of 2009. 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 scores that differ by more than +/-1.1 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 unlock the power of reputation. With a presence in more than 25 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*. Reputation Institute's *Global Reputation Pulse* is the largest study of corporate reputations in the world, identifying what drives reputation and covering more than 1,000 companies from 27 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 intangible stakeholder feelings.

Visit www.ReputationInstitute.com to learn more and to download a complimentary overview of *Global Reputation Pulse 2009*.

For more information contact:

Adam Shoer, ashoer@reputationinstitute.com, +1 212 495 3855

2009 CountryRep Scores:**Global Ranking**

<u>Rank</u>	<u>Country</u>	<u>CountryRep Score</u>
1	Switzerland	73.24
2	Canada	73.19
3	Australia	72.54
4	Sweden	71.67
5	Norway	70.63
6	Finland	68.31
7	Denmark	67.54
8	the Netherlands	67.19
9	Austria	66.07
10	Spain	65.43
11	Ireland	65.22
12	Italy	63.12
13	UK	63.00
14	Greece	62.54
15	Belgium	62.34
16	Germany	61.38
17	Japan	61.03
18	France	58.74
19	Portugal	58.37
20	Brazil	53.47
21	Singapore	51.65
22	India	50.40
23	Thailand	48.57
24	Mexico	48.42
25	Poland	48.36
26	USA	48.19
27	Taiwan	47.13
28	Chile	45.27
29	Turkey	44.77
30	South Africa	44.27
31	South Korea	42.21
32	Ukraine	38.97
33	China	38.12
34	Russia	36.09

2009 CountryRep Scores:**Self-Image**

<u>Rank</u>	<u>Country</u>	<u>Self-Image Score</u>
1	Australia	91.89
2	Canada	89.98
3	Finland	89.79
4	Austria	85.64
5	Norway	84.45
6	Denmark	83.94
7	Singapore	82.43
8	India	82.20
9	Switzerland	80.36
10	China	78.96
11	France	78.00
12	Spain	77.91
13	Sweden	77.46
14	Ireland	77.39
15	Chile	77.01
16	USA	76.92
17	Netherlands	75.90
18	Thailand	75.25
19	Russia	74.34
20	Poland	72.31
21	Germany	72.28
22	UK	72.27
23	Mexico	69.16
24	Belgium	68.69
25	Greece	68.39
26	Italy	68.33
27	Taiwan	67.70
28	Turkey	67.31
29	South Korea	66.89
30	Portugal	66.88
31	Brazil	65.02
32	South Africa	64.22
33	Japan	56.81