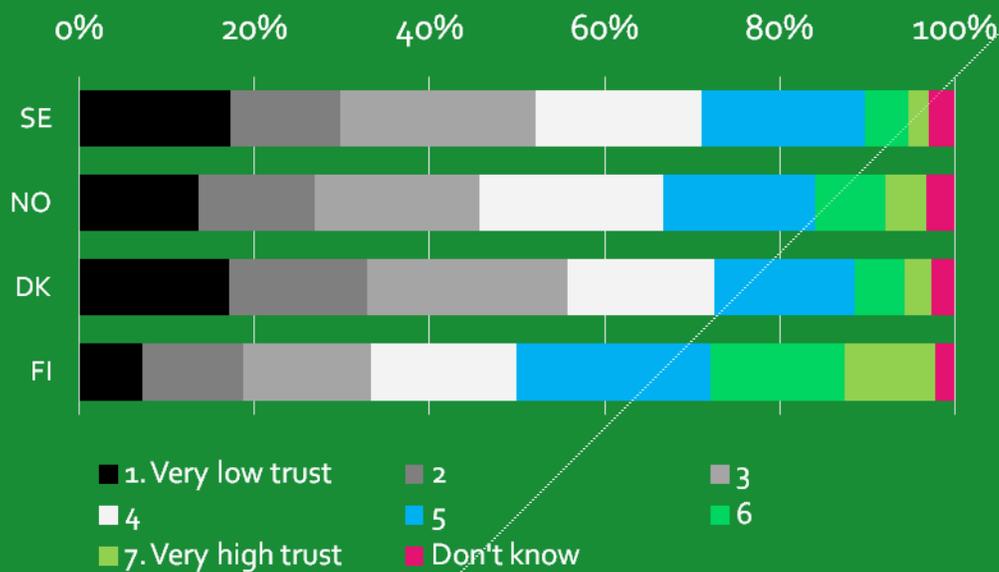


## FINNISH CONSUMERS TRUST COMPANIES MORE THAN THEIR NORDIC NEIGHBOURS DO



Mar 09, 2015 14:00 GMT

## 14 days left until the release of Sustainable Brand Index™ 2015

With 14 days left until the release of Sustainable Brand Index™ 2015 it is time to share the third trend. To see the full index and a report that will analyze all of the trends you will have to wait until the 23<sup>rd</sup> of March, we hope to see you at Nalen for the award ceremony!

### **Trend #3: Finnish consumers trust companies more than their Nordic neighbours do**

When consumers in Sweden, Norway, Denmark and Finland were asked to

grade their level of trust for companies on a scale from 1 to 7 Finns turned out to be noticeably more trusting than the other nationalities. On the scale 1 represents very low trust and 7 very high.

In last week's trend we saw that Finnish consumers also consider themselves more aware of the environmental- and social responsibility taken by companies and tend to generally be more confident in their own opinions and knowledge. Finns question companies less than other consumers in the Nordics which give companies on the Finnish market less incentive to work with sustainability than companies operating in Sweden, Norway and Denmark.

Denmark, closely followed by Sweden, is the country in the north where consumers have the least trust in companies. 56% of Danish consumers rated their trust level from 1-3. Companies need to work with their branding if they are to succeed on the Danish market.

**Stay tuned, the next trend will be released next Monday!**

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SB Insight is an insight agency on a mission to create sustainable brands. We provide decision-making material on how sustainability affects branding, communication and business development.

We share knowledge through our tailored training solutions, create meetings and contacts between companies who want to become sustainability leaders. We also perform in-depth studies and analysis of relevant topics as requested by our customers. Finally, we are the founder of Sustainable Brand Index, Europe's largest independent brand study on sustainability.

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