Local Brands And Supermarkets The Most Trusted Sectors

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While faith in the high street dips

The retail sector has received mixed reactions in the latest survey from lifestyle and environments network Kinetic which monitored peopleâ€™s trust in different sectors.
Local brands are the most trusted market segment, with 55% of respondents pitching it as the type of industry they trust most, followed by supermarkets which scored 47%.

Trust in both sectors has been consistently high over the last eight months, most recently increasing by 5% and 2% respectively since Kineticâ€™s last survey in April 2010.

However, peopleâ€™s trust in other retailers has fallen 10% since April with only a quarter of respondents to Kineticâ€™s online survey saying they have trust in the sector.

Out of Home (OOH) advertising has been used successfully to build trust for a number of brands and Kinetic regularly conducts research to establish how much trust consumers have in key sectors and therefore which brands would benefit from an OOH campaign.

The research encompassed 11 sectors and of those, 39% of people said they trust entertainment brands, 7% up since Kineticâ€™s April survey. One-third (30%) said they trust motoring brands, up 9%.

The financial sector was the least trusted, with only 10% agreeing they trust companies in this sector. The media was close behind at 11% and the Government next at 14%.

Following the change in Government since Kineticâ€™s last Moving Minds panel was conducted, 36% of people now say they are more optimistic about the economy, though 75% of people say they are worried about proposed cuts, possible inflation and interest rate rises.

76% of people feel the recession is not yet over.

The findings are part of Kineticâ€™s latest Moving Minds research, which helps determine ad strategies for Kineticâ€™s clients based on peopleâ€™s behaviour and movements outside the home.

The panel is a nationally representative online sample of 500 UK adults chosen at random from a pool of quarter of a million.

Other areas explored in the panel research include peopleâ€™s use of social networking on the move, their summer holiday plans and their approach to technology.

Kinetic found that, in the last three months, over a third of people have taken some form of â€˜social actionâ€™ after seeing a form of Out of Home advertising, such as a billboard or train panel.

As retailers battle for attention with their advertising campaigns the latest Moving Minds panel showed 26% of people have spoken to someone face-to-face about an ad campaign they have seen, 23% have taken a photo and 21% have looked for further information elsewhere while 15% have written about it on Facebook.

About Kinetic
www.kineticww.com

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