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## People trust their friends, acquaintances and colleagues most

People have most trust in each other: friends, acquaintances and colleagues are considered to be the most credible source of information. Local celebrities and politicians have the lowest scores. This trend is the same for Belgium, the Netherlands and the UK. And the Internet has become the most important and most reliable medium to find and disseminate information. This is apparent from research conducted by InSites Consulting in Belgium, the Netherlands and the UK.

### People trust their friends, acquaintances and colleagues most

People consider other people as the most reliable sources of information, more specifically their friends, acquaintances and colleagues. Doctors and specialists come second. Academics, company employees and financial analysts come next and least trustworthy are local celebrities, politicians and international stars. Only 4 to 7% believes these groups are reliable sources of information. Another noteworthy fact is that only 10% considers sports personalities as credible sources. This trend is the same for Belgium, the Netherlands and the UK.

### Internet is the most reliable source of information

Half of the people considers the Internet to be the most reliable source of information. Television comes second (23%), and newspapers come a remarkable third (13%). 7 out of 10 surfers reads comments on websites about products and brands on the Internet. "In view of the considerable credibility we lend to each other's opinions, the feedback on websites about products and brands has become a huge influencer of purchase decisions. Even if we don't know these people personally, we still take into account a lot of these online reviews written by other surfers", says Steven Van Belleghem, Director Branding & Communication Research, InSites Consulting.

This research data is the result of market research conducted by InSites Consulting in September 2008. In addition to other brands and communication topics, sources and use of Word or Mouth were also mapped. In all, 900 consumers and 250 marketeers took part in this online survey in Belgium, the Netherlands and the UK. The figures are representative for the Internet population of every country in terms of sex and age.



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### InSites Consulting

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