

Apple - the brand Europeans feel most passionate about!

's-Hertogenbosch, Netherlands 08.02.2010 - **Apple is the brand that Europeans have the most passion for – as shown by the 'European Passion Study 2010' conducted among 10.000 Europeans by the new European online research agency [Panelteam](#). The top 5 brands that Europeans are most passionate about are: 1. Apple, 2. Sony, 3. Coca-Cola, 4. Samsung, 5. Adidas. Interestingly, the top 5 is dominated by electronics brands.**

Passion for People

The study is an initiative of Panelteam, a new European online research agency. Panelteam operates locally in, and across, 15 European countries, has over 50 research professionals and has access to more than 1.4 million European panelists. Panelteam's core values are born from a passion for people and a passion for online research. Panelteam strives for the highest data quality and is therefore strict on the composition of its online panels. This expresses itself in our multi-source recruitment systems, intensive panel management and incentivizing according to the local culture.

Passion for People is also reflected in the results of the European Passion Study! Using this multi-country online study, Panelteam has examined how Europeans think about passion on a personal and social level. What are the most passionate brands, and what are the most passionate moments in people's lives. We have collected some very exciting results and particularly beautiful stories which Panelteam intends to publish in an inspiring book.

Europe and passion

Some interesting results from the European Passion Study are:

- In addition to Apple being the brand that evokes the most passion amongst Europeans, it is striking to see that local brands are also doing very well. *Douwe Egberts* (coffee) is the brand that generates the most passion in the Netherlands, *Bauli* in Italy and *Arla* scores high in Scandinavia. In the UK, true British brands such as *Cadbury's*, *Marmite* and *Sainsbury's* are positioned high in the local top 10. In the German speaking area *Milka* is favorite.

- Local traditions are greatly appreciated. Each country is generally proud of their local habits. Yet 40% of all respondents find it a shame that there are almost no European traditions alongside local traditions.
- 70% of all Europeans feel happy when they go to work . The top 3 are: Denmark (89%), Netherlands (86%) and Germany (73%). Italy occupies the bottom place with a score of 57%.
- Sport is the activity which Europe is the most passionate about (23%) in their free time. In all European countries studied, this was the number 1 result. Interestingly there is one exception. The French ranks PC / Gaming (18%) at the same level as Sport (18%).
- Overall, the top 3 most passionate European nationalities:
 1. Italy 37%
 2. Spain 25%
 3. France 12%
- Northern Europeans find themselves less passionate than Southern Europeans. The warmer climate, the more passionate the people!

For more information about this study please contact Peter-Paul Laumans, p.laumans@panelteam.com or go to www.panelteam.com.

About Panelteam

[Panelteam](http://www.panelteam.com) is a "best of breed" online research agency, with strong roots in 15 European countries. Panelteam founders are Multiscope (NL), mo'web Research (GE), M3 Research (DK), Panelbase.net (UK), Directpanel Research (FR) and SWG (IT). The company operates its own consumer and B2B research panels of more than 1.4 million European panelists. Panelteam focuses on transparency, a premium service and high data quality. For more information go to www.panelteam.com

Note: Perhaps the above press release is newsworthy for you? For more information please contact Peter-Paul Laumans, t. +31-6 20537156, or via e-mail: p.laumans@panelteam.com. Panelteam handles its press file with utmost care. Want to change an address or no longer receive press releases, please send an e-mail to p.laumans@panelteam.com.