

## Sweden has (second) best reputation in the world

Written by AFP / The Swedish Wire

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- [Sweden scores highest in 'Rule of law index'](#)

OTTAWA (AFP) - Canada has the best reputation in the world, says a study measuring public perceptions of 50 countries around the world, released on Tuesday.

The Reputation Institute study measures the trust, esteem, admiration and good feelings the public holds towards 50 countries, as well as perceptions of peoples' quality of life, safety and attention to the environment.

Results from 42,000 respondents worldwide ranked Sweden next, followed by Australia, Switzerland and New Zealand, the reputation management firm said.

The countries scored high for their steady democracies, high economic output per capita, focus on active lifestyles, well developed political systems and perceived neutrality to international political upheavals.

Being perceived as a safe country was the main driver of a country's reputation.

Pakistan, Iran and Iraq were ranked lowest in the 50-country study, while the United States and China were ranked in the middle and lower tiers.

Violence-stricken Mexico plunged from 24th place in 2009 to 35th place this year. The

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reputations of Greece, Ireland and Spain also dropped while Germany climbed five spots to number 11.

### 2011 Country RepTrak™ Global Ranking

Rank	Country	2011 Country RepTrak™ Score
1	Canada	74.8
2	Sweden	74.7
3	Australia	74.3
4	Switzerland	74.2
5	New Zealand	73.1
6	Norway	73.1
7	Denmark	71.9
8	Finland	70.5
9	Austria	69.4
10	Netherlands	68.7
11	Germany	68.3
12	Japan	67.2
13	Belgium	65.6
14	Italy	64.6
15	UK	64.2
16	Spain	63.7
17	Ireland	63.6
18	France	62.1
19	Portugal	58.1
20	Singapore	58.0
21	Greece	55.8
22	Brazil	54.6
23	USA	52.9
24	Argentina	52.0
25	Taiwan	51.3
26	Poland	50.9
27	India	50.3
28	Peru	50.2
29	UAE	50.0
30	Thailand	49.9
31	Chile	49.7
32	Puerto Rico	47.4
33	South Africa	46.7
34	South Korea	46.6
35	Mexico	46.0
36	Turkey	46.0
37	Egypt	45.9
38	Venezuela	45.4
39	Bolivia	42.4
40	Ukraine	42.2
41	Israel	41.9

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42	Haiti	41.8
43	China	40.7
44	Saudi Arabia	38.8
45	Russia	38.6
46	Colombia	37.1
47	Nigeria	30.9
48	Pakistan	27.2
49	Iran	22.7
50	Iraq	21.8

### Effective Government

Rank	Country
1	Switzerland
2	Sweden
3	Norway
4	Canada
5	Denmark
6	Australia
7	Germany
8	Finland
9	Netherlands
10	New Zealand

### Advanced Economy

Rank	Country
1	Japan
2	Germany
3	Sweden
4	Switzerland
5	Norway
6	Canada
7	US
8	Denmark
9	Finland
10	Australia

### Appealing Environment

Rank	Country
1	Australia
2	Switzerland
3	Sweden
4	Canada

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5	Italy
6	New Zealand
7	Norway
8	Spain
9	Austria
10	Denmark

SOURCE Reputation Institute