

Trust and Confidence

Profile of respondents:

Gender

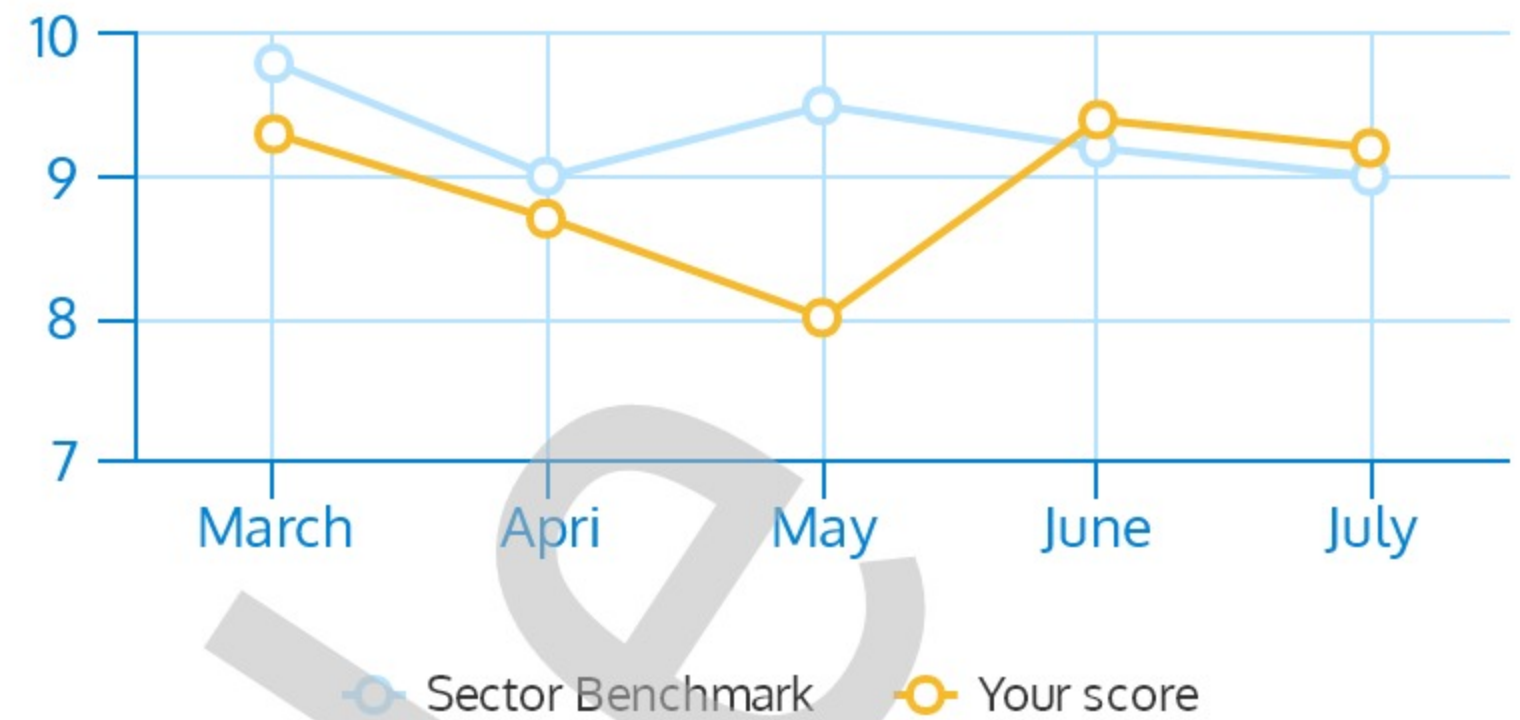
37% 63%



Age

15% 16-24
17% 25-34
17% 35-44
17% 45-54
15% 55-64
20% 65+

Overall Trust and Confidence Score



How do you compare against your sector?

Honesty	They keep their word	Reliable	Good service
Your score 8.4 ↓	Your score 8.8 →	Your score 8.5 ↑	Your score 7.9 ↓
Sector score 8.2 →	Sector score 8.9 ↑	Sector score 8.4 →	Sector score 8.4 ↑

Top influencers of trust



Top phrases used



July 2016

Trust and confidence score



Overall Trust and Confidence score in your sector by region

