



## Tennessee Trust Survey

Office of Consumer Research  
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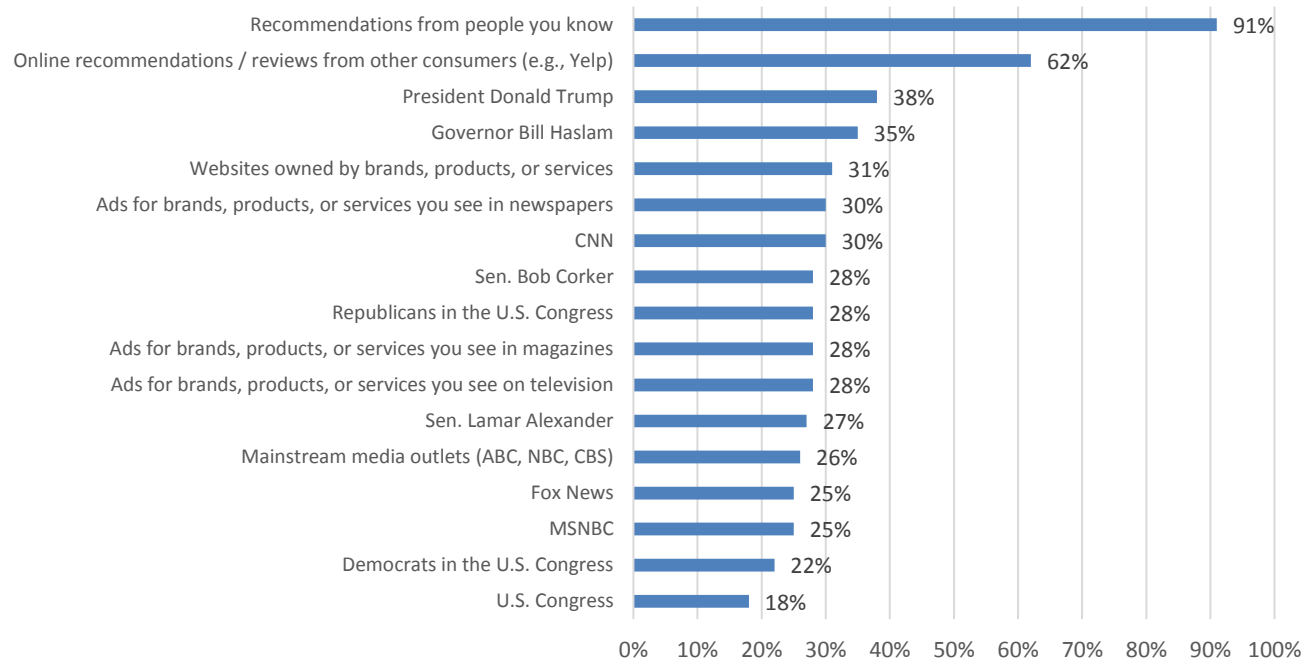
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### Tennesseans Report Whom They Trust

A recent statewide survey of 627 Tennessee residents reveals their level of trust in a number of different institutions.<sup>1</sup> The online survey was conducted between June 10 and June 19. For a series of people/institutions, respondents were asked to indicate the extent to which they trusted each person/institution.

#### To What Extent Do You Trust ...

*Percent Responding Either "Completely Trust" or Somewhat Trust"*



<sup>1</sup> Respondents were asked, "To what extent do you trust ...." Response options included "completely trust," "somewhat trust," "neither trust nor do not trust," "somewhat distrust," "do not trust at all," or "no opinion, do not know." The results reported here show the percent responding either "completely trust" or "somewhat trust."

As expected, Tennesseans place a high level of trust in recommendations from people they know as well as recommendations from other consumers—even if they do not know those consumers personally. President Trump and Governor Haslam also enjoy relatively high levels of trust among Tennesseans. Of the institutions included on the survey, the U.S. Congress garnered the lowest level of trust. Also, Tennesseans place a higher level of trust in information from marketers (advertisements for product and brands) than they do many of the well-known media outlets and the U.S. Congress.

## Trust by Region of the State

The table below shows how the results vary by region of the state (west Tennessee, middle Tennessee, and east Tennessee). Although there are some minor variations in responses across the three regions of the state, there is relative agreement among Tennesseans in terms of whom they trust. The complete set of results by region of the state is included at the end of this report.

<b>To what extent do you trust ...</b>	<b>West n=207</b>	<b>Middle n=210</b>	<b>East n=210</b>	<b>TN n=627</b>
Percent within each region responding either “completely trust” or “somewhat trust.”				
Recommendations from people you know	90%	92%	92%	91%
Online recommendations/reviews from other consumers (e.g., Yelp)	63%	64%	60%	62%
President Donald Trump	34%	36%	43%	38%
Governor Bill Haslam	29%	37%	37%	35%
Websites owned by brands, products, or services	40%	28%	27%	31%
CNN	32%	27%	29%	30%
Advertisements for brands, products, or services you see in newspapers	34%	26%	30%	30%
Advertisements for brands, products, or services you see on television	31%	24%	28%	28%
Advertisements for brands, products, or services you see in magazines	33%	25%	24%	28%
Republicans in the U.S. Congress	29%	27%	28%	28%
Sen. Bob Corker	21%	28%	34%	28%
Sen. Lamar Alexander	24%	25%	30%	27%
Mainstream media outlets (ABC, NBC, CBS)	26%	25%	29%	26%
MSNBC	24%	25%	26%	25%
Fox News	22%	27%	25%	25%
Democrats in the U.S. Congress	23%	18%	22%	22%
U.S. Congress	19%	16%	19%	18%

## Trust by Political Affiliation

The table below shows how the results vary by respondents' stated political affiliation (Republican, Democrat, independent, or not political). As expected, levels of trust for anything or anyone politically related vary greatly by the respondent's political affiliation. The complete set of results by political affiliation is included at the end of this report.

It is noteworthy that Republicans have a higher level of trust in fellow Republicans in Congress (63 percent responding either "completely trust" or "somewhat trust") than Democrats have in fellow Democrats in Congress (54 percent responding either "completely trust" or "somewhat trust"). Further, Democrats place higher trust in mainstream media outlets (ABC, NBC, CBS, CNN, MSNBC) than do Republicans, whereas Republicans have a relatively higher level of trust in Fox News.

<b>To what extent do you trust ...</b>	<b>Rep. n=193</b>	<b>Dem. n=153</b>	<b>Ind. n=139</b>	<b>Not Polit. n=78</b>	<b>TN n=627</b>
Percent within each political affiliation responding either "completely trust" or "somewhat trust"					
Recommendations from people you know	97%	89%	89%	86%	91%
Online recommendations/reviews from other consumers (e.g., Yelp)	63%	63%	58%	61%	62%
President Donald Trump	77%	9%	33%	20%	38%
Governor Bill Haslam	49%	30%	30%	26%	35%
Websites owned by brands, products, or services	38%	40%	21%	27%	31%
CNN	11%	59%	28%	26%	30%
Advertisements for brands, products, or services you see in newspapers	37%	41%	18%	23%	30%
Advertisements for brands, products, or services you see on television	36%	34%	18%	21%	28%
Advertisements for brands, products, or services you see in magazines	37%	36%	17%	19%	28%
Republicans in the U.S. Congress	63%	4%	21%	12%	28%
Sen. Bob Corker	40%	22%	25%	21%	28%
Sen. Lamar Alexander	42%	20%	23%	14%	27%
Mainstream media outlets (ABC, NBC, CBS)	14%	53%	23%	26%	26%
MSNBC	13%	50%	21%	22%	25%
Fox News	40%	22%	16%	18%	25%
Democrats in the U.S. Congress	8%	54%	15%	9%	22%
U.S. Congress	34%	9%	14%	10%	18%

## About the Survey

The results reported here are based on online surveys of 627 randomly selected adult residents of Tennessee. Online surveys were conducted between June 10 and June 19, 2017. Using the panel-sampling services of Qualtrics.com, a stratified sampling procedure was used to ensure an equal representation of consumers from each region of the state. With a sample of 627 people, we can say with 95% confidence that the amount of survey error due to taking a random sample instead of surveying all members of the population is  $\pm 4\%$ . Other factors such as problems with question wording and question interpretation can also introduce additional bias or error into the results. This report is also available on the MTSU Office of Consumer Research web page ([www.mtsu.edu/consumer](http://www.mtsu.edu/consumer)).

For further information about the Office of Consumer Research at Jones College of Business, contact Timothy R. Graeff, Professor of Marketing and Director, Office of Consumer Research (615-898-5124; [Tim.Graeff@mtsu.edu](mailto:Tim.Graeff@mtsu.edu)).

## Complete Set of Results by Region of the State

		In which region of Tennessee do you live?			
		West	Middle	East	TN
<b>To what extent to you trust President Trump?</b>	Completely trust	9%	14%	10%	11%
	Somewhat trust	25%	22%	33%	27%
	Neither trust nor distrust	11%	16%	11%	13%
	Somewhat distrust	9%	10%	8%	9%
	Do not trust at all	44%	37%	36%	39%
	No opinion/Do not know	2%	1%	1%	1%
<b>To what extent do you trust the U.S. Congress?</b>	Completely trust	3%	1%	1%	2%
	Somewhat trust	16%	15%	18%	16%
	Neither trust nor distrust	22%	27%	19%	23%
	Somewhat distrust	29%	32%	39%	33%
	Do not trust at all	27%	24%	21%	24%
	No opinion/Do not know	3%	0%	2%	2%
<b>To what extent do you trust Republicans in the U.S. Congress?</b>	Completely trust	3%	3%	5%	4%
	Somewhat trust	26%	24%	23%	24%
	Neither trust nor distrust	16%	23%	20%	20%
	Somewhat distrust	14%	22%	20%	19%
	Do not trust at all	36%	27%	31%	31%
	No opinion/Do not know	4%	1%	2%	2%
<b>To what extent do you trust Democrats in the U.S. Congress?</b>	Completely trust	2%	3%	2%	3%
	Somewhat trust	21%	15%	20%	19%
	Neither trust nor distrust	23%	30%	23%	25%
	Somewhat distrust	24%	22%	23%	23%
	Do not trust at all	26%	29%	29%	28%
	No opinion/Do not know	5%	1%	2%	3%
<b>To what extent do you trust mainstream media outlets (ABC, NBC, CBS)?</b>	Completely trust	8%	3%	5%	5%
	Somewhat trust	18%	22%	24%	21%
	Neither trust nor distrust	22%	20%	18%	20%
	Somewhat distrust	20%	27%	20%	22%
	Do not trust at all	30%	28%	31%	30%
	No opinion/Do not know	1%	0%	2%	1%
<b>To what extent do you trust CNN?</b>	Completely trust	6%	5%	6%	6%
	Somewhat trust	26%	22%	23%	24%
	Neither trust nor distrust	16%	21%	22%	20%
	Somewhat distrust	19%	21%	16%	19%
	Do not trust at all	31%	31%	28%	30%
	No opinion/Do not know	2%	1%	4%	2%

		West	Middle	East	TN
<b>To what extent do you trust MSNBC?</b>	Completely trust	5%	3%	7%	5%
	Somewhat trust	19%	22%	19%	20%
	Neither trust nor distrust	23%	26%	25%	25%
	Somewhat distrust	18%	18%	18%	18%
	Do not trust at all	29%	27%	28%	28%
	No opinion/Do not know	6%	4%	4%	5%
<b>To what extent do you trust Fox News?</b>	Completely trust	5%	3%	6%	5%
	Somewhat trust	17%	24%	19%	20%
	Neither trust nor distrust	21%	21%	23%	22%
	Somewhat distrust	21%	20%	20%	20%
	Do not trust at all	34%	29%	29%	31%
	No opinion/Do not know	1%	2%	3%	2%
<b>To what extent do you trust Governor Bill Haslam?</b>	Completely trust	4%	4%	7%	5%
	Somewhat trust	25%	33%	30%	30%
	Neither trust nor distrust	27%	30%	29%	28%
	Somewhat distrust	14%	10%	17%	13%
	Do not trust at all	10%	11%	10%	10%
	No opinion/Do not know	21%	12%	7%	13%
<b>To what extent do you trust Sen. Bob Corker?</b>	Completely trust	3%	3%	5%	4%
	Somewhat trust	18%	25%	29%	24%
	Neither trust nor distrust	24%	32%	26%	27%
	Somewhat distrust	18%	15%	19%	17%
	Do not trust at all	13%	11%	12%	12%
	No opinion/Do not know	24%	14%	9%	16%
<b>To what extent do you trust Sen. Lamar Alexander?</b>	Completely trust	3%	3%	5%	4%
	Somewhat trust	21%	22%	25%	23%
	Neither trust nor distrust	23%	33%	28%	28%
	Somewhat distrust	15%	11%	15%	14%
	Do not trust at all	14%	13%	18%	15%
	No opinion/Do not know	23%	17%	9%	16%
<b>To what extent do you trust advertisements for brands, products, or services you see on television?</b>	Completely trust	1%	0%	1%	1%
	Somewhat trust	30%	24%	27%	27%
	Neither trust nor distrust	35%	40%	36%	37%
	Somewhat distrust	20%	27%	27%	25%
	Do not trust at all	10%	7%	9%	8%
	No opinion/Do not know	4%	1%	1%	2%
<b>To what extent do you trust websites owned by brands, products, or services?</b>	Completely trust	2%	1%	1%	1%
	Somewhat trust	38%	27%	26%	30%
	Neither trust nor distrust	37%	43%	46%	42%
	Somewhat distrust	14%	22%	20%	19%
	Do not trust at all	6%	7%	6%	6%
	No opinion/Do not know	2%	0%	1%	1%

		West	Middle	East	TN
<b>To what extent do you trust advertisements for brands, products, or services you see in newspapers?</b>	<b>Completely trust</b>	1%	1%	1%	1%
	<b>Somewhat trust</b>	33%	25%	29%	29%
	<b>Neither trust nor distrust</b>	37%	47%	38%	40%
	<b>Somewhat distrust</b>	12%	17%	23%	17%
	<b>Do not trust at all</b>	5%	6%	5%	6%
	<b>No opinion/Do not know</b>	12%	4%	4%	7%
<b>To what extent do you trust advertisements for brands, products, or services you see in magazines?</b>	<b>Completely trust</b>	1%	1%	0%	1%
	<b>Somewhat trust</b>	32%	24%	24%	27%
	<b>Neither trust nor distrust</b>	38%	45%	42%	42%
	<b>Somewhat distrust</b>	14%	20%	21%	18%
	<b>Do not trust at all</b>	6%	7%	6%	6%
	<b>No opinion/Do not know</b>	9%	3%	5%	6%
<b>To what extent do you trust online recommendations/reviews from other consumers (e.g., Yelp)?</b>	<b>Completely trust</b>	6%	5%	7%	6%
	<b>Somewhat trust</b>	57%	59%	53%	56%
	<b>Neither trust nor distrust</b>	22%	23%	24%	23%
	<b>Somewhat distrust</b>	7%	10%	10%	9%
	<b>Do not trust at all</b>	5%	2%	5%	4%
	<b>No opinion/Do not know</b>	4%	1%	2%	2%
<b>To what extent do you trust recommendations from people you know?</b>	<b>Completely trust</b>	32%	34%	28%	31%
	<b>Somewhat trust</b>	58%	58%	64%	60%
	<b>Neither trust nor distrust</b>	6%	7%	7%	7%
	<b>Somewhat distrust</b>	1%	0%	0%	1%
	<b>Do not trust at all</b>	2%	0%	0%	1%
	<b>No opinion/Do not know</b>	0%	0%	0%	0%

## Complete Set of Results by Political Affiliation

		How would you describe your political affiliation?				TN
		Rep.	Dem.	Ind.	Not Pol.	
To what extent do you trust President Trump?	Completely trust	25%	1%	9%	3%	11%
	Somewhat trust	52%	8%	24%	17%	27%
	Neither trust nor distrust	12%	6%	13%	24%	13%
	Somewhat distrust	6%	10%	7%	15%	9%
	Do not trust at all	4%	75%	45%	36%	39%
	No opinion/Do not know	1%	1%	1%	5%	1%
To what extent do you trust the U.S. Congress?	Completely trust	3%	0%	2%	1%	2%
	Somewhat trust	31%	9%	12%	9%	16%
	Neither trust nor distrust	28%	18%	19%	29%	23%
	Somewhat distrust	27%	42%	29%	24%	33%
	Do not trust at all	10%	28%	37%	26%	24%
	No opinion/Do not know	1%	2%	0%	10%	2%
To what extent do you trust Republicans in the U.S. Congress?	Completely trust	11%	1%	1%	0%	4%
	Somewhat trust	52%	3%	20%	12%	24%
	Neither trust nor distrust	23%	11%	18%	32%	20%
	Somewhat distrust	10%	22%	20%	21%	19%
	Do not trust at all	4%	61%	40%	27%	31%
	No opinion/Do not know	1%	2%	1%	9%	2%
To what extent do you trust Democrats in the U.S. Congress?	Completely trust	1%	8%	1%	0%	3%
	Somewhat trust	7%	46%	14%	9%	19%
	Neither trust nor distrust	22%	24%	25%	33%	25%
	Somewhat distrust	29%	14%	28%	21%	23%
	Do not trust at all	41%	5%	31%	28%	28%
	No opinion/Do not know	1%	3%	1%	9%	3%
To what extent do you trust mainstream media outlets (ABC, NBC, CBS)?	Completely trust	3%	12%	5%	3%	5%
	Somewhat trust	11%	41%	18%	23%	21%
	Neither trust nor distrust	16%	22%	24%	23%	20%
	Somewhat distrust	31%	13%	22%	19%	22%
	Do not trust at all	40%	9%	31%	32%	30%
	No opinion/Do not know	0%	3%	1%	0%	1%
To what extent do you trust CNN?	Completely trust	3%	11%	6%	3%	6%
	Somewhat trust	8%	48%	22%	23%	24%
	Neither trust nor distrust	17%	18%	22%	26%	20%
	Somewhat distrust	26%	11%	19%	19%	19%
	Do not trust at all	46%	7%	29%	27%	30%
	No opinion/Do not know	1%	5%	1%	3%	2%



		Rep.	Dem.	Ind.	Not Pol.	TN
<b>To what extent do you trust MSNBC?</b>	<b>Completely trust</b>	3%	12%	4%	1%	5%
	<b>Somewhat trust</b>	10%	38%	17%	21%	20%
	<b>Neither trust nor distrust</b>	22%	24%	25%	32%	25%
	<b>Somewhat distrust</b>	22%	12%	20%	17%	18%
	<b>Do not trust at all</b>	41%	8%	29%	22%	28%
	<b>No opinion/Do not know</b>	2%	6%	4%	8%	5%
<b>To what extent do you trust Fox News?</b>	<b>Completely trust</b>	7%	5%	4%	1%	5%
	<b>Somewhat trust</b>	33%	17%	12%	17%	20%
	<b>Neither trust nor distrust</b>	24%	18%	20%	29%	22%
	<b>Somewhat distrust</b>	18%	18%	24%	24%	20%
	<b>Do not trust at all</b>	17%	39%	36%	27%	31%
	<b>No opinion/Do not know</b>	2%	3%	3%	1%	2%
<b>To what extent do you trust Governor Bill Haslam?</b>	<b>Completely trust</b>	11%	4%	2%	0%	5%
	<b>Somewhat trust</b>	38%	26%	28%	26%	30%
	<b>Neither trust nor distrust</b>	27%	31%	31%	21%	28%
	<b>Somewhat distrust</b>	8%	15%	15%	14%	13%
	<b>Do not trust at all</b>	6%	12%	13%	14%	10%
	<b>No opinion/Do not know</b>	10%	11%	11%	26%	13%
<b>To what extent do you trust Sen. Bob Corker?</b>	<b>Completely trust</b>	8%	2%	4%	0%	4%
	<b>Somewhat trust</b>	32%	20%	21%	21%	24%
	<b>Neither trust nor distrust</b>	30%	26%	27%	28%	27%
	<b>Somewhat distrust</b>	13%	24%	17%	10%	17%
	<b>Do not trust at all</b>	6%	13%	18%	17%	12%
	<b>No opinion/Do not know</b>	11%	15%	14%	24%	16%
<b>To what extent do you trust Sen. Lamar Alexander?</b>	<b>Completely trust</b>	7%	2%	4%	0%	4%
	<b>Somewhat trust</b>	35%	18%	19%	14%	23%
	<b>Neither trust nor distrust</b>	32%	21%	29%	29%	28%
	<b>Somewhat distrust</b>	9%	22%	10%	12%	14%
	<b>Do not trust at all</b>	7%	20%	22%	17%	15%
	<b>No opinion/Do not know</b>	11%	16%	16%	28%	16%
<b>To what extent do you trust advertisements for brands, products, or services you see on television?</b>	<b>Completely trust</b>	1%	1%	1%	0%	1%
	<b>Somewhat trust</b>	35%	33%	17%	21%	27%
	<b>Neither trust nor distrust</b>	37%	37%	39%	36%	37%
	<b>Somewhat distrust</b>	24%	18%	29%	29%	25%
	<b>Do not trust at all</b>	3%	8%	14%	9%	8%
	<b>No opinion/Do not know</b>	1%	3%	1%	5%	2%
<b>To what extent do you trust websites owned by brands, products, or services?</b>	<b>Completely trust</b>	2%	1%	1%	1%	1%
	<b>Somewhat trust</b>	36%	39%	20%	26%	30%
	<b>Neither trust nor distrust</b>	39%	40%	49%	46%	42%
	<b>Somewhat distrust</b>	20%	14%	17%	21%	19%
	<b>Do not trust at all</b>	3%	4%	12%	5%	6%
	<b>No opinion/Do not know</b>	1%	1%	1%	1%	1%

		Rep.	Dem.	Ind.	Not Pol.	TN
<b>To what extent do you trust advertisements for brands, products, or services you see in newspapers?</b>	<b>Completely trust</b>	1%	2%	1%	0%	1%
	<b>Somewhat trust</b>	36%	39%	17%	23%	29%
	<b>Neither trust nor distrust</b>	37%	37%	47%	41%	40%
	<b>Somewhat distrust</b>	19%	14%	17%	22%	17%
	<b>Do not trust at all</b>	1%	3%	11%	4%	6%
	<b>No opinion/Do not know</b>	6%	5%	8%	10%	7%
<b>To what extent do you trust advertisements for brands, products, or services you see in magazines?</b>	<b>Completely trust</b>	2%	1%	1%	1%	1%
	<b>Somewhat trust</b>	35%	35%	16%	18%	27%
	<b>Neither trust nor distrust</b>	39%	39%	50%	42%	42%
	<b>Somewhat distrust</b>	18%	14%	16%	28%	18%
	<b>Do not trust at all</b>	2%	5%	12%	5%	6%
	<b>No opinion/Do not know</b>	4%	6%	6%	5%	6%
<b>To what extent do you trust online recommendations/ reviews from other consumers (e.g., Yelp)?</b>	<b>Completely trust</b>	5%	6%	4%	6%	6%
	<b>Somewhat trust</b>	58%	57%	54%	55%	56%
	<b>Neither trust nor distrust</b>	21%	24%	27%	22%	23%
	<b>Somewhat distrust</b>	10%	7%	10%	9%	9%
	<b>Do not trust at all</b>	4%	3%	4%	4%	4%
	<b>No opinion/Do not know</b>	2%	4%	1%	4%	2%
<b>To what extent do you trust recommendations from people you know?</b>	<b>Completely trust</b>	38%	29%	24%	31%	31%
	<b>Somewhat trust</b>	59%	60%	65%	55%	60%
	<b>Neither trust nor distrust</b>	2%	10%	9%	9%	7%
	<b>Somewhat distrust</b>	1%	1%	0%	3%	1%
	<b>Do not trust at all</b>	0%	1%	1%	1%	1%
	<b>No opinion/Do not know</b>	0%	0%	0%	1%	0%