

# **Tennessee Trust Survey**

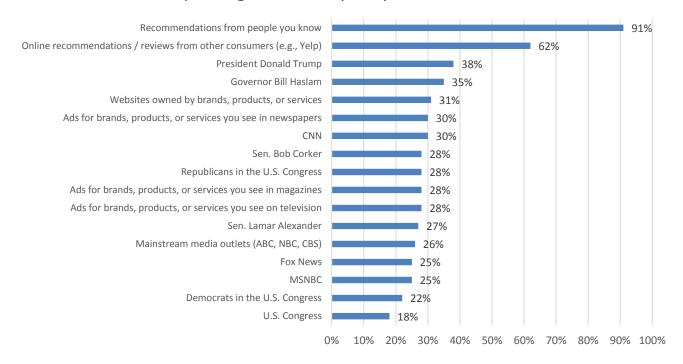
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### **Tennesseans Report Whom They Trust**

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"



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.

To what extent do you trust				
Percent within each region responding either "completely trust" or "somewhat trust."	West n=207	Middle n=210	East n=210	TN n=627
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**

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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.

To what extent do you trust				Not	
Percent within each political affiliation responding either "completely trust" or "somewhat trust"	Rep. n=193	Dem. n=153	Ind. n=139	Polit. n=78	TN n=627
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**

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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 ± 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).

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).

			hich regio		
		Tennessee do you live?			
		West	Middle	East	ΤN
To what extent to you trust President Trump?	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%
To what extent do you trust the U.S. Congress?	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%
To what extent do you trust Republicans in the U.S. Congress?	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%
To what extent do you trust Democrats in the U.S. Congress?	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%
To what extent do you trust mainstream media outlets (ABC, NBC, CBS)?	Completely trust	8%	3%	5%	5%
	Somewhat trust	18%	22%	24%	21%
	Neither trust nor distrust	22%	22%	18%	21%
	Somewhat distrust	22%	20%	20%	20%
	Do not trust at all	30%	27%	31%	30%
	No opinion/Do not know	1%	0%	2%	1%
	no opinion Do not kilow	1/0	078	270	1/0
To what extent do you trust CNN?	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%
		31%	31%	28%	30%
	Do not trust at all		5275		
			1%	4%	2%
	No opinion/Do not know	2%	1%	4%	2%
			1%	4%	2%
			1%	4%	2%

## **Complete Set of Results by Region of the State**

5 Office of Consumer Research, Middle Tennessee State University: <u>www.mtsu.edu/consumer</u>

Completely trust Somewhat trust Neither trust nor distrust Somewhat distrust Do not trust at all No opinion/Do not know Completely trust Somewhat trust Neither trust nor distrust	West 5% 19% 23% 18% 29% 6% 5% 5%	Middle           3%           22%           26%           18%           27%           4%	East 7% 19% 25% 18% 28% 4%	TN 5% 20% 25% 18%
Somewhat trust Neither trust nor distrust Somewhat distrust Do not trust at all No opinion/Do not know Completely trust Somewhat trust	19% 23% 18% 29% 6% 5%	22% 26% 18% 27%	19% 25% 18% 28%	20% 25%
Neither trust nor distrust Somewhat distrust Do not trust at all No opinion/Do not know Completely trust Somewhat trust	23% 18% 29% 6% 5%	26% 18% 27%	25% 18% 28%	25%
Somewhat distrust Do not trust at all No opinion/Do not know Completely trust Somewhat trust	18% 29% 6% 5%	18% 27%	18% 28%	
Do not trust at all No opinion/Do not know Completely trust Somewhat trust	29% 6% 5%	27%	28%	18%
No opinion/Do not know Completely trust Somewhat trust	6% 5%			
Completely trust Somewhat trust	5%	4%	4%	28%
Somewhat trust			170	5%
Somewhat trust				
	17%	3%	6%	5%
Neither trust nor distrust		24%	19%	20%
	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%
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%
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		11%	12%	12%
				16%
	2170	1.70	570	10/0
Completely trust	3%	3%	5%	4%
				23%
				28%
				14%
				14%
				16%
No opinion/ Do not know	2370	1770	370	1076
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%
Completely trust	2%	1%	1%	1%
Somewhat trust	38%	27%	26%	30%
				42%
				42%
				6%
No opinion/ Do not know	2%	0%	1%	1%
	No opinion/Do not know Completely trust Somewhat trust Neither trust nor distrust Somewhat distrust Do not trust at all No opinion/Do not know Completely trust Somewhat trust No opinion/Do not know Completely trust Somewhat distrust Do not trust at all No opinion/Do not know Completely trust Somewhat trust Neither trust nor distrust Somewhat distrust Do not trust at all No opinion/Do not know Completely trust Somewhat distrust Do not trust at all No opinion/Do not know Completely trust Somewhat trust No opinion/Do not know Completely trust Somewhat distrust Do not trust at all No opinion/Do not know Completely trust Somewhat distrust Do not trust at all No opinion/Do not know	No opinion/Do not know 1% Completely trust 4% Somewhat trust 25% Neither trust nor distrust 27% Somewhat distrust 14% Do not trust at all 10% No opinion/Do not know 21% Completely trust 3% Somewhat trust 18% Neither trust nor distrust 24% Somewhat distrust 18% Do not trust at all 13% No opinion/Do not know 24% Completely trust 3% Somewhat trust 21% No opinion/Do not know 24% Completely trust 3% Somewhat trust 21% Neither trust nor distrust 23% Somewhat trust 31 No opinion/Do not know 23% Completely trust 30% Neither trust nor distrust 35% Somewhat trust 30% Neither trust nor distrust 35% Somewhat trust 20% Do not trust at all 10% No opinion/Do not know 4% Completely trust 38% Neither trust nor distrust 38% Neither trust nor distrust 38% Neither trust nor distrust 37% Somewhat trust 38% Neither trust nor distrust 37% Somewhat trust 38% Neither trust nor distrust 37% Somewhat trust 38% Neither trust nor distrust 37%	No opinion/Do not know1%2%Completely trust4%4%Somewhat trust25%33%Neither trust nor distrust27%30%Somewhat distrust14%10%Do not trust at all10%11%No opinion/Do not know21%12%Completely trust3%3%Somewhat trust18%25%Neither trust nor distrust24%32%Somewhat distrust18%15%Do not trust at all13%11%No opinion/Do not know24%14%Somewhat trust21%22%Somewhat trust23%3%Somewhat trust23%3%Somewhat trust23%11%No opinion/Do not know23%17%Completely trust3%3%Somewhat trust23%17%Do not trust at all14%13%No opinion/Do not know23%17%Completely trust30%24%Neither trust nor distrust35%40%Somewhat trust20%27%Do not trust at all10%7%No opinion/Do not know4%1%Completely trust3%27%Somewhat trust38%27%Neither trust nor distrust38%27%No opinion/Do not know4%1%Completely trust38%27%No opinion/Do not know4%1%Somewhat trust38%27% <t< td=""><td>No opinion/Do not know1%2%3%Completely trust4%4%7%Somewhat trust25%33%30%Neither trust nor distrust27%30%29%Somewhat distrust14%10%17%Do not trust at all10%11%10%No opinion/Do not know21%12%7%Completely trust3%3%5%Somewhat distrust18%25%29%No opinion/Do not know21%32%26%Somewhat trust18%15%19%Do not trust at all13%11%12%No opinion/Do not know24%14%9%Completely trust3%3%5%Somewhat trust21%22%25%No opinion/Do not know24%14%9%Completely trust3%3%28%Somewhat trust23%11%15%Do not trust at all14%13%18%No opinion/Do not know23%17%9%Completely trust1%0%1%Somewhat distrust20%27%27%Do not trust at all10%7%9%No opinion/Do not know23%17%9%Completely trust35%40%36%Somewhat distrust20%27%27%Do not trust at all10%7%9%No opinion/Do not know4%1%1%<trd>Somewhat trust38%<t< td=""></t<></trd></td></t<>	No opinion/Do not know1%2%3%Completely trust4%4%7%Somewhat trust25%33%30%Neither trust nor distrust27%30%29%Somewhat distrust14%10%17%Do not trust at all10%11%10%No opinion/Do not know21%12%7%Completely trust3%3%5%Somewhat distrust18%25%29%No opinion/Do not know21%32%26%Somewhat trust18%15%19%Do not trust at all13%11%12%No opinion/Do not know24%14%9%Completely trust3%3%5%Somewhat trust21%22%25%No opinion/Do not know24%14%9%Completely trust3%3%28%Somewhat trust23%11%15%Do not trust at all14%13%18%No opinion/Do not know23%17%9%Completely trust1%0%1%Somewhat distrust20%27%27%Do not trust at all10%7%9%No opinion/Do not know23%17%9%Completely trust35%40%36%Somewhat distrust20%27%27%Do not trust at all10%7%9%No opinion/Do not know4%1%1% <trd>Somewhat trust38%<t< td=""></t<></trd>

6 Office of Consumer Research, Middle Tennessee State University: <u>www.mtsu.edu/consumer</u>

		Most	Middle	Feet	TN
To what extent do you trust advertisements for brands, products, or	Convertextextext	West		East	
services you see in newspapers?	Completely trust	1%	1%	1%	1%
	Somewhat trust	33%	25%	29%	29%
	Neither trust nor distrust	37%	47%	38%	40%
	Somewhat distrust	12%	17%	23%	17%
	Do not trust at all	5%	6%	5%	6%
	No opinion/Do not know	12%	4%	4%	7%
To what extent do you trust advertisements for brands, products, or services you see in magazines?	Completely trust	1%	1%	0%	1%
	Somewhat trust	32%	24%	24%	27%
	Neither trust nor distrust	38%	45%	42%	42%
	Somewhat distrust	14%	20%	21%	18%
	Do not trust at all	6%	7%	6%	6%
	No opinion/Do not know	9%	3%	5%	6%
To what extent do you trust online recommendations/reviews from other consumers (e.g., Yelp)?	Completely trust	6%	5%	7%	6%
	Somewhat trust	57%	59%	53%	56%
	Neither trust nor distrust	22%	23%	24%	239
	Somewhat distrust	7%	10%	10%	99
	Do not trust at all	5%	2%	5%	49
	No opinion/Do not know	4%	1%	2%	29
To what extent do you trust recommendations from people you know?	Completely trust	32%	34%	28%	319
	Somewhat trust	58%	58%	64%	60%
	Neither trust nor distrust	6%	7%	7%	79
	Somewhat distrust	1%	0%	0%	19
	Do not trust at all	2%	0%	0%	19
	No opinion/Do not know	0%	0%	0%	09

		How would you describe your political affiliation?				
		you	r politica	il affiliat	ion? Not	
		Rep.	Dem.	Ind.	Pol.	ΤN
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 Do not trust at all	27% 10%	42% 28%	29% 37%	24% 26%	33% 24%
	No opinion/Do not know	10%	28%	37%	10%	24%
		1/0	2 /0	070	1070	2 /0
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,		20/	120/	50/	20/	50/
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%
	Comulately trust	20/	140/	<u> </u>	20/	<b>C</b> 04
To what extent do you trust CNN?	Completely trust	3%	11% 48%	6% 22%	3%	6%
	Somewhat trust Neither trust nor distrust	8% 17%	48%	22%	23% 26%	24% 20%
	Somewhat distrust	26%	18%	19%	19%	19%
	Do not trust at all	46%	7%	29%	27%	30%
	No opinion/Do not know	1%	5%	1%	3%	2%
		1.0	0,0	1.0	570	_,,,

# **Complete Set of Results by Political Affiliation**

To what extent do you trust MSNBC?         Completely trust         3%         12%         4%         1%           Somewhat trust         10%         38%         17%         21%         22%         20%         12%         12%         12%         12%         12%         12%         12%         12%         12%         12%         12%         12%         12%         12%         12%         12%         23%         24%         24%         24%         25%         26%         3         13%         13%         13%         13%         13%         13%         13%         13%         13%         1							
To what extent do you trust MSNBC?         Completely trust         3%         12%         4%         1%           Somewhat trust         10%         38%         17%         21%         22%         23%         23%         37%         12%         12%         12%         12%         12%         12%         12%         12%         12%         12%         23% <td< th=""><th></th><th></th><th>Rep.</th><th>Dem.</th><th>Ind.</th><th></th><th>TN</th></td<>			Rep.	Dem.	Ind.		TN
Somewhat trust         10%         38%         17%         21%         21           Neither trust nor distrust         22%         23%         33%         17%         12%         2%	To what extent do you trust MSNBC?	Completely trust					5%
Somewhat distrust22%12%20%17%1Do not trust at all41%8%29%22%2No opinion/Do not know2%6%4%8%To what extent do you trust Fox News?Completely trust7%5%4%1%Somewhat trust3%17%12%17%12%17%2No opinion/Do not know3%18%24%<				38%	17%	21%	20%
Somewhat distrust22%12%20%17%1Do not trust at all41%8%29%22%2No opinion/Do not know2%6%4%8%To what extent do you trust Fox News?Completely trust7%5%4%1%Somewhat trust33%17%12%17%2No opinion/Do not know24%18%20%24		Neither trust nor distrust	22%	24%			25%
No opinion/Do not know         2%         6%         4%         8%           To what extent do you trust Fox News?         Completely trust         33%         17%         12%         17%         2           Neither trust nor distrust         33%         17%         12%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         2         17%         3         3%         17%         17%         2         17%         3         3%         17%		Somewhat distrust					18%
No opinion/Do not know         2%         6%         4%         8%           To what extent do you trust Fox News?         Completely trust         7%         5%         4%         1%           Somewhat trust         33%         17%         12%         17%         2%							28%
To what extent do you trust Fox News?         Completely trust         7%         5%         4%         1%           Somewhat trust         33%         17%         12%         17%         2           Neither trust nor distrust         18%         18%         20%         29%         2           Somewhat distrust         18%         18%         24%         24%         24           Do not trust at all         17%         39%         36%         27%         3           No opinion/Do not know         2%         3%         3%         1%         24%         24           To what extent do you trust Governor Bill Haslam?         Completely trust         11%         4%         26%         26%         3           Somewhat distrust         8%         15%         15%         14%         1           Do not trust at all         6%         12%         13%         14%         1           To what extent do you trust Sen. Bob Corker?         Completely trust         8%         2%         4%         0%           Somewhat distrust         3%         2%         2%         1%         1         1%         1%         1%         1%         1%         1%         1%         1%							5%
Somewhat trust33%17%12%17%2Neither trust nor distrust24%18%20%29%2Somewhat distrust18%18%24%24%24%Do not trust at all17%39%3%1%1%To what extent do you trust Governor Bill Haslan?Completely trust11%38%2%2%Somewhat trust38%26%28%26%33%1%1%To what extent do you trust Governor Bill Haslan?Completely trust11%31%21%2Somewhat trust38%25%15%14%11Do not trust atl6%15%15%14%1Do not trust atl6%15%15%14%1Do not trust at all6%12%13%21%2To what extent do you trust Sen. Bob Corker?Completely trust8%2%4%0%To what extent do you trust Sen. Bob Corker?Completely trust3%26%28%24%1Do not trust atl6%13%14%11124%1To what extent do you trust Sen. Bob Corker?Completely trust3%26%27%28%2To what extent do you trust Sen. Lamar Alexander?Completely trust3%26%27%28%2To what extent do you trust Sen. Lamar Alexander?Completely trust3%26%28%1Do not trust at all6%13%<					.,.		
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Somewhat trust       35%       18%       19%       14%       2         Meither trust nor distrust       32%       21%       29%       2       2         Somewhat distrust       9%       22%       10%       12%       1         Do not trust at all       7%       20%       22%       17%       1         Mo opinion/Do not know       11%       16%       16%       28%       1         To what extent do you trust advertisements for brands, products, or services you see on television?       Completely trust       1%       1%       0%       2         Somewhat distrust       35%       33%       17%       21%       2       2       1         Mo opinion/Do not know       11%       16%       16%       28%       1 </th <th></th> <th>No opinion/Do not know</th> <th>11%</th> <th>15%</th> <th>14%</th> <th>24%</th> <th>16%</th>		No opinion/Do not know	11%	15%	14%	24%	16%
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Do not trust at all       Do not trust at all<		Neither trust nor distrust	32%	21%	29%	29%	28%
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or services you see on television?         Completely trust         1%         1%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         0%         1%         21%         2         2         2         2         3%         36%         3         36%         3         36%         3         36%         3         2         2%         29%         2 <th2< th=""> <th2< th="" th<=""><th></th><th>No opinion/Do not know</th><th>11%</th><th>16%</th><th>16%</th><th>28%</th><th>16%</th></th2<></th2<>		No opinion/Do not know	11%	16%	16%	28%	16%
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Neither trust nor distrust         37%         37%         39%         36%         3           Somewhat distrust         24%         18%         29%         2         2	· · · · · · · · · · · · · · · · · · ·	Somewhat trust	35%	33%	17%	21%	27%
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To what extent do you trust websites owned by brands, products, or services? Completely trust 2% 1% 1% 1%		Completely trust	2%	1%	1%	1%	1%
Somewhat trust 36% 39% 20% 26% 3		Somewhat trust	36%	39%	20%	26%	30%
							42%
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		Rep.	Dem.	Ind.	Not Pol.	ΤN
To what extent do you trust advertisements for brands, products, or services you see in newspapers?	Completely trust	1%	2%	1%	0%	1%
	Somewhat trust	36%	39%	17%	23%	29%
	Neither trust nor distrust	37%	37%	47%	41%	40%
	Somewhat distrust	19%	14%	17%	22%	17%
	Do not trust at all	1%	3%	11%	4%	6%
	No opinion/Do not know	6%	5%	8%	10%	7%
To what extent do you trust advertisements for brands, products, or services you see in magazines?	Completely trust	2%	1%	1%	1%	1%
	Somewhat trust	35%	35%	16%	18%	27%
	Neither trust nor distrust	39%	39%	50%	42%	42%
	Somewhat distrust	18%	14%	16%	28%	18%
	Do not trust at all	2%	5%	12%	5%	6%
	No opinion/Do not know	4%	6%	6%	5%	6%
To what extent do you trust online recommendations/ reviews from other consumers (e.g., Yelp)?	Completely trust	5%	6%	4%	6%	6%
	Somewhat trust	58%	57%	54%	55%	56%
	Neither trust nor distrust	21%	24%	27%	22%	23%
	Somewhat distrust	10%	7%	10%	9%	9%
	Do not trust at all	4%	3%	4%	4%	4%
	No opinion/Do not know	2%	4%	1%	4%	2%
To what extent do you trust recommendations from people you know?	Completely trust	38%	29%	24%	31%	31%
	Somewhat trust	59%	60%	65%	55%	60%
	Neither trust nor distrust	2%	10%	9%	9%	7%
	Somewhat distrust	1%	1%	0%	3%	1%
	Do not trust at all	0%	1%	1%	1%	1%
	No opinion/Do not know	0%	0%	0%	1%	0%