

Industry Specific Summary

■ Gas Stations

- Trust in gas stations is down from Survey I (26% to 22% great deal or quite a lot). The decrease is due to a decline among all demographic groups – with those having no college education showing the greatest decline. However, given increases in the cost of gasoline, these results suggest that Americans are not necessarily blaming gas stations for the prices. Those reporting HH incomes under \$30K have the highest level of trust in this industry (29%).

■ Furniture Stores

- Overall, there is a decrease since Survey I in trust of this industry (22% to 19% great deal or quite a lot). However, those with no college education are much less likely in Survey II to have trust than in Survey I. Women have a higher level of trust than men in this industry (23% vs. 16%).

■ Cell Phones and Wireless Service

- This is one of the few industries that did not experience a decline in ratings – from 21% in Survey I to 23% in Survey II. Those 65 years of age and older have the highest rating in this industry of the demographic groups examined (22% great deal or quite a lot).