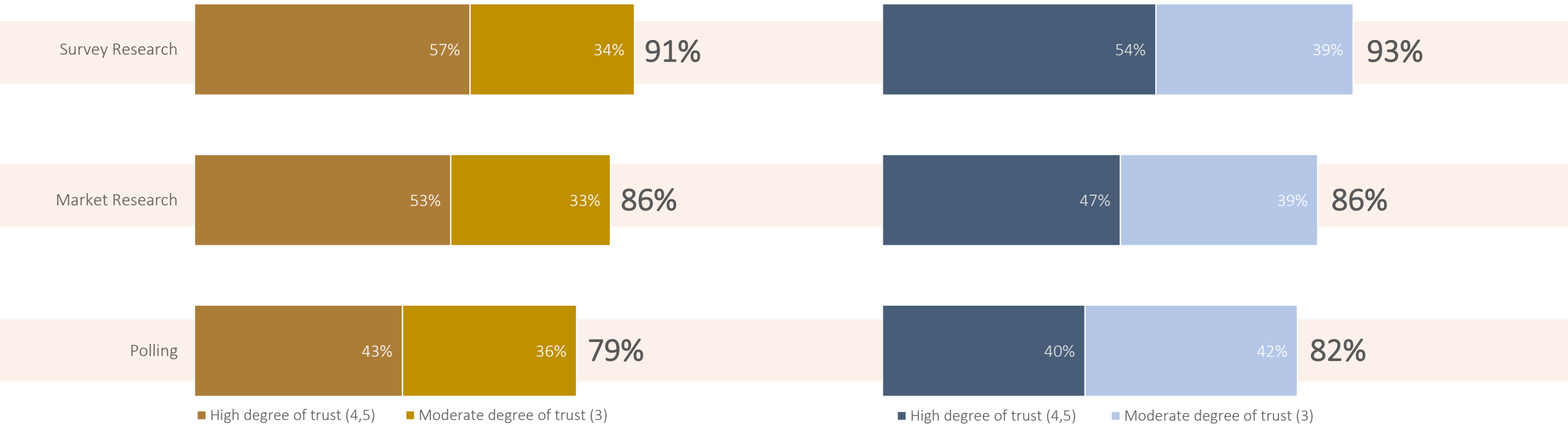


There is a very high degree of trust for research. When presented with three terms, *survey research* garners the most trust.

Businesses

Canadians



All things considered, how much trust do you have in . . . ?
(1-none, 3-moderate degree of trust, 5-very high degree of trust)
Bases: A third of the business decision and/or policy makers and influencers surveyed / Canadians surveyed.