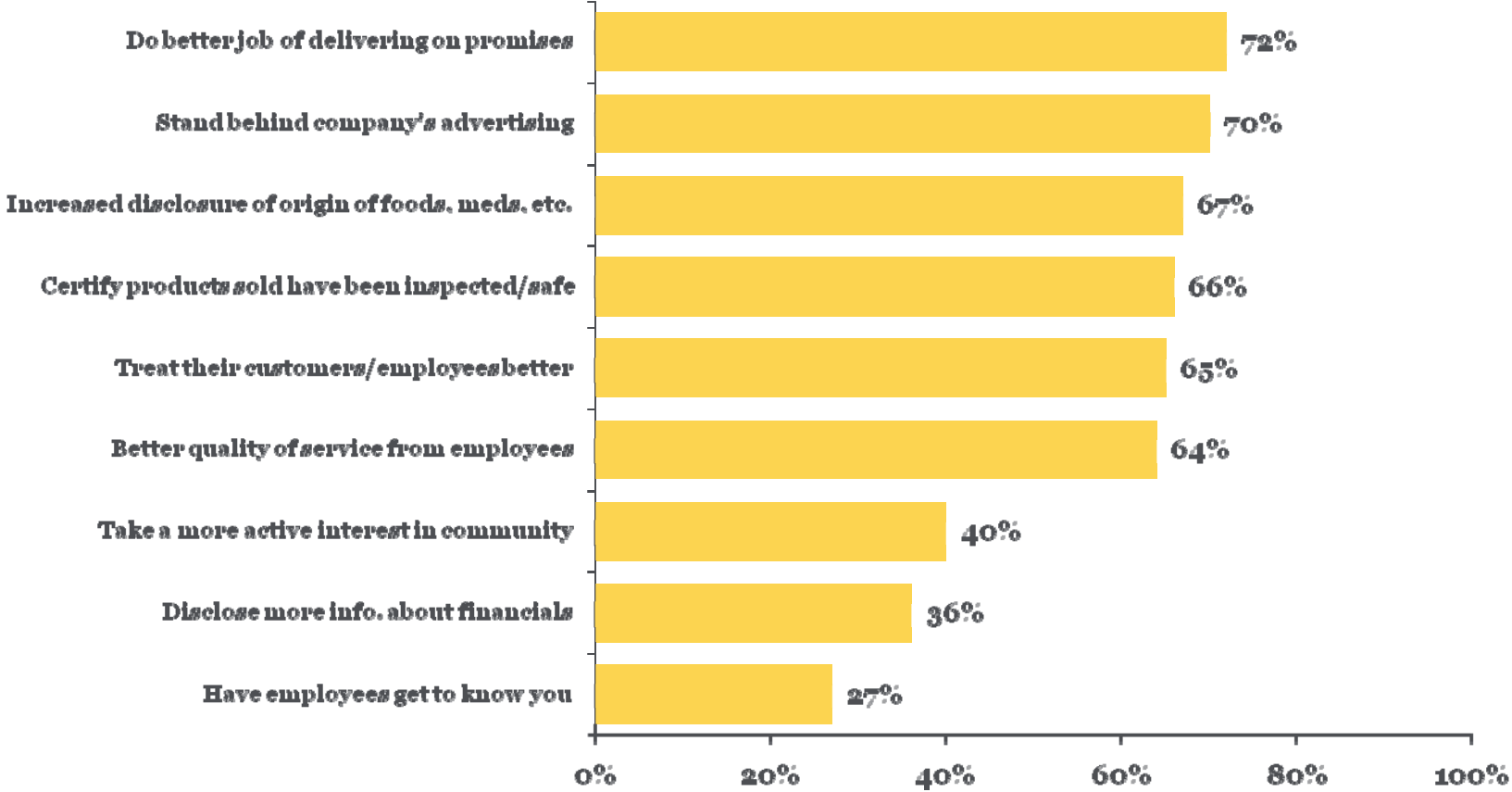


# Actions CEOs and Their Company's Can Take To Increase Americans' TRUST a "Great Deal" in Businesses They Deal with Everyday



Q21: If the U.S. economy does not improve and none of the actions we just discussed are implemented, there still may be some actions CEOs and their companies might take that could increase the amount of trust consumers have in their company. For each of the following actions, please tell me if you think the action would increase the amount of trust you have in the company a great deal, somewhat, not much, or not at all.