

CONSUMER TRUST AND BUSINESS TRUSTWORTHINESS IN WESTERN MICHIGAN

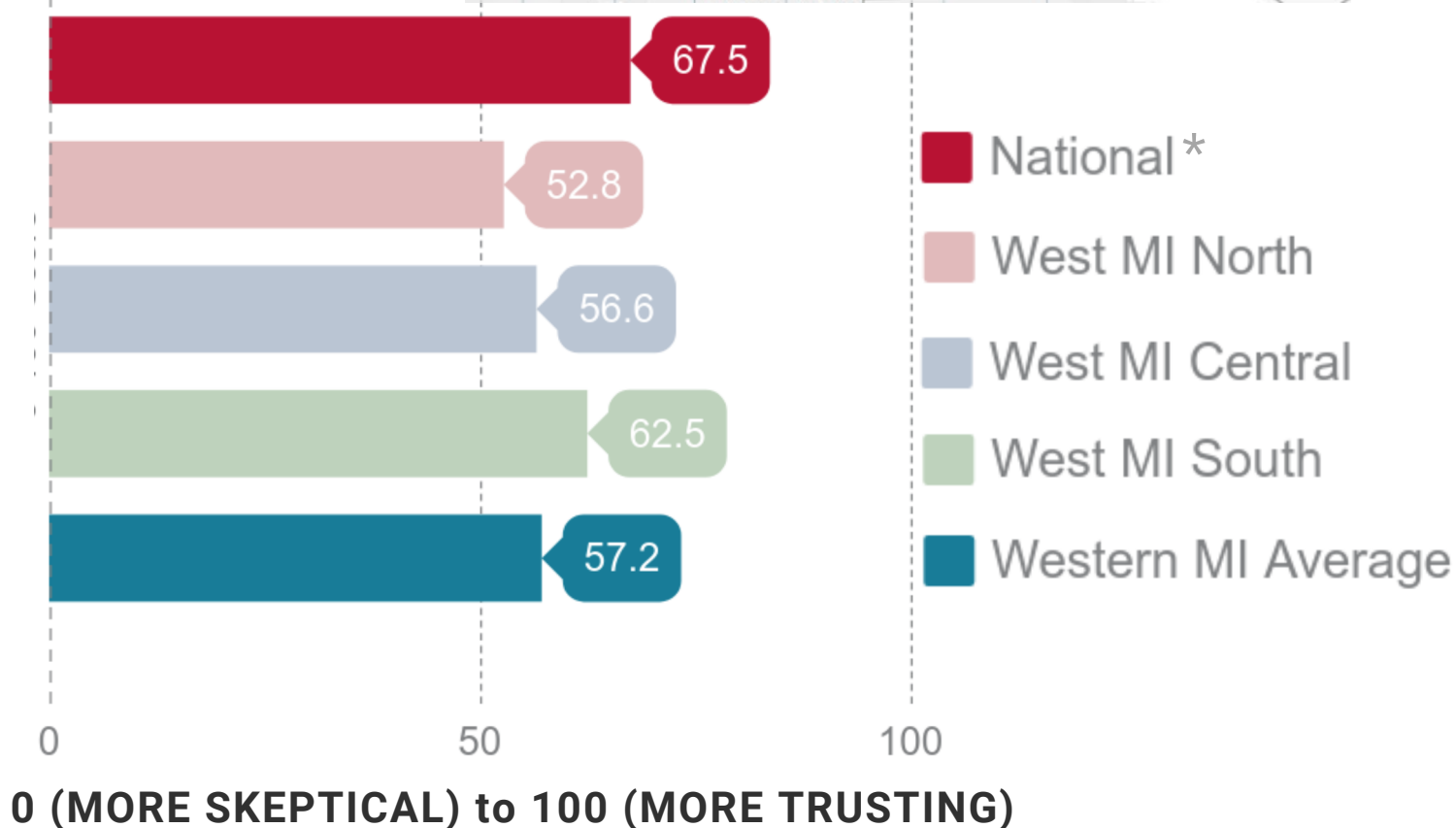
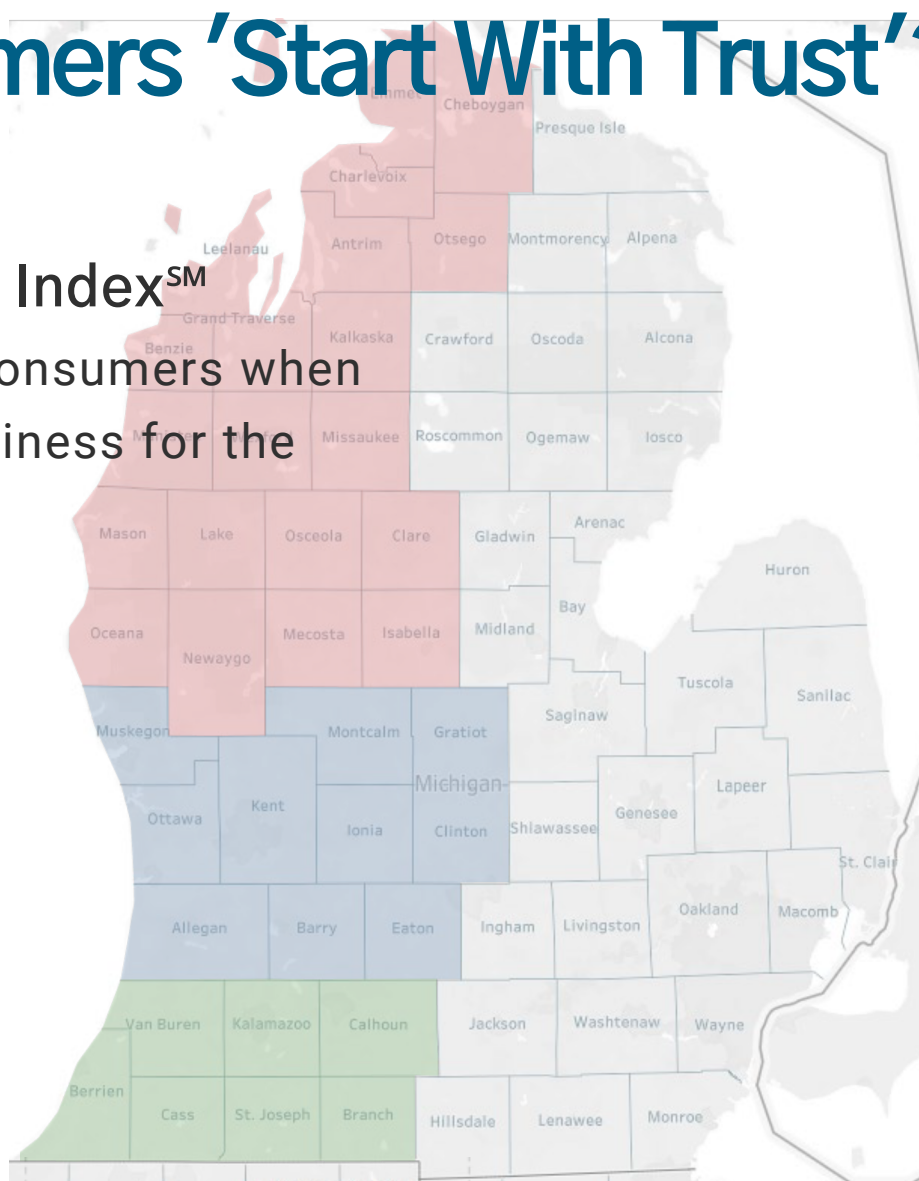
Quantitative and qualitative data from the Trust Lab™ Inaugural Assessment on Consumer Trust and Business Trustworthiness in Western Michigan.



Do Consumers 'Start With Trust'?

Trust Sentiment IndexSM

How trusting are consumers when working with a business for the first time?



*National score from the 2017 BBB Trust Sentiment IndexSM Assessment

WHAT MAKES CONSUMERS DECIDE TO TRUST A BUSINESS?

When consumers are deciding what business to work with, there are many motivators that aid in the decision making process.



Consumer respondents ranked these factors as MOST and LEAST important, when deciding to trust a company with their business:

MOST important

Good reputation



Good customer service

Recommendations from family & friends



LEAST important



Advertising

Articles on the internet



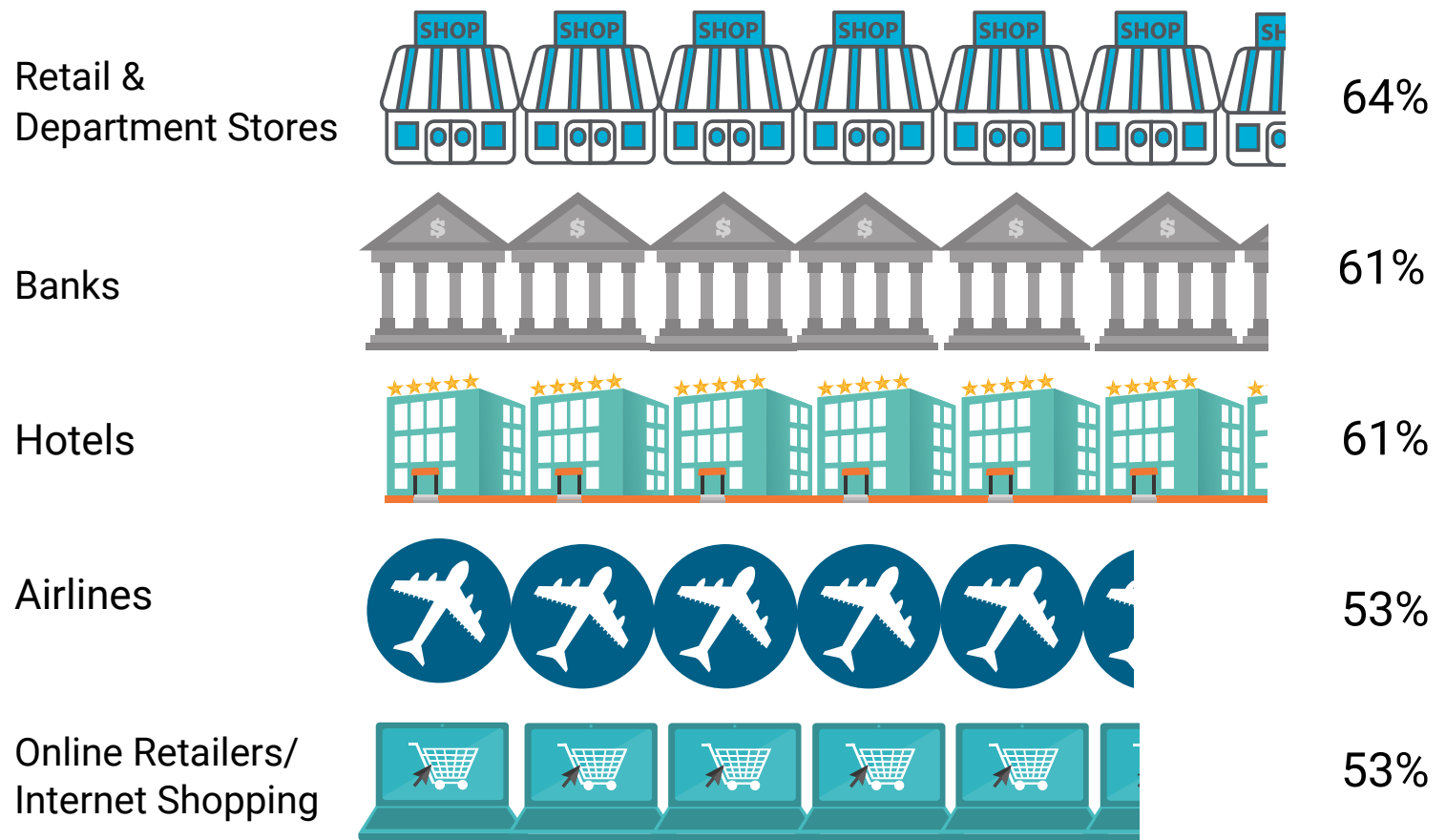
Social media presence



CONSUMER TRUST IN INDUSTRY

Top 5 NATIONAL industries deemed MOST trustworthy by West Michigan consumers.

Mostly-Very Trustworthy*

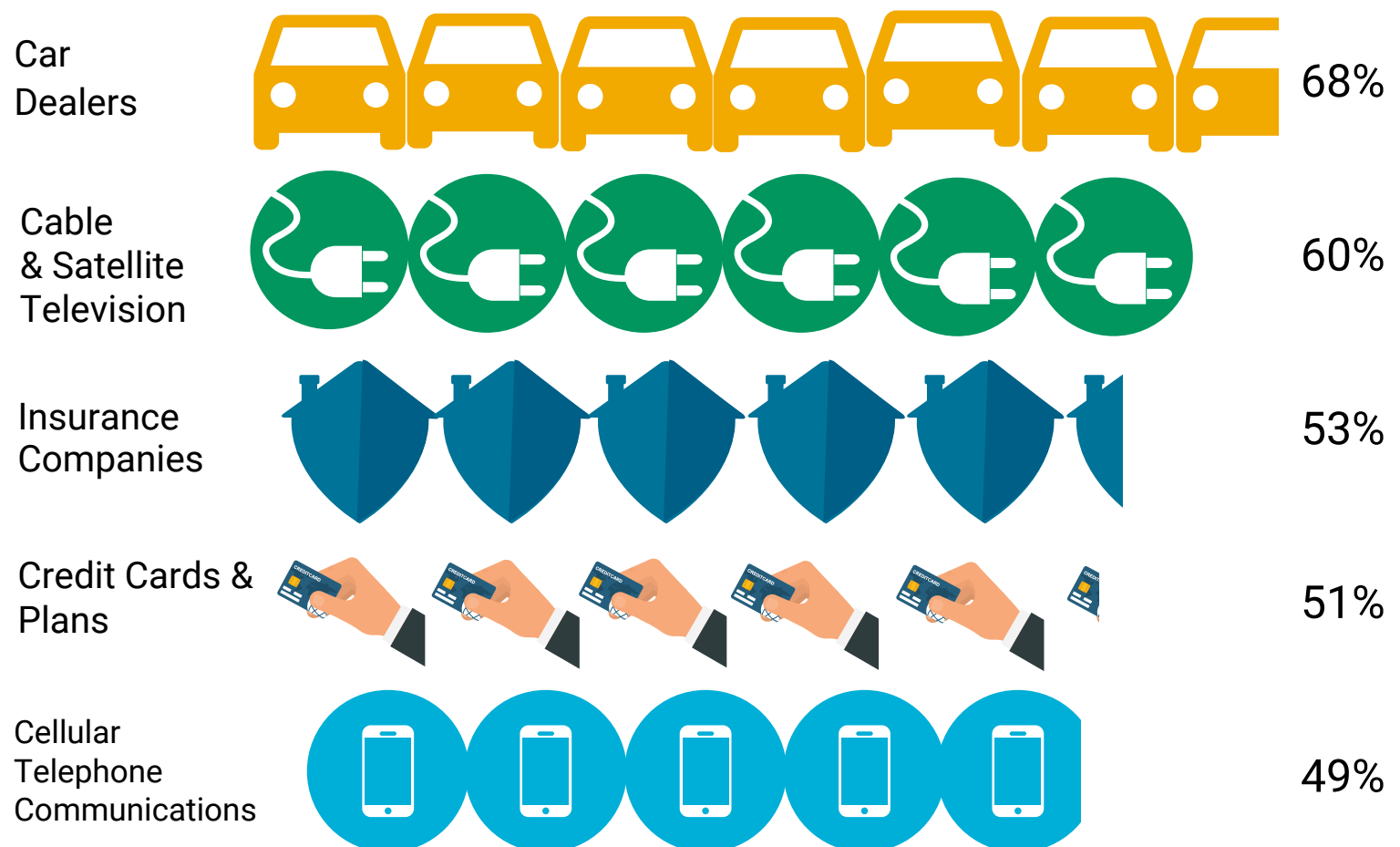


*Percentage of respondents rating industry as 'mostly trustworthy' and 'very trustworthy'

Some industries are seen as less trustworthy than others—does that shape a consumer's attitude and perception as they enter a marketplace transaction with a company in an industry they deem untrustworthy?

Top 5 NATIONAL industries deemed LEAST trustworthy by West Michigan consumers.

Somewhat-Not Trustworthy*



*Percentage of respondents rating industry as 'somewhat trustworthy' and 'not trustworthy'



CONSUMER TRUST IN INDUSTRY

Top 5 LOCAL industries deemed MOST trustworthy by West Michigan consumers.

Mostly-Very Trustworthy*

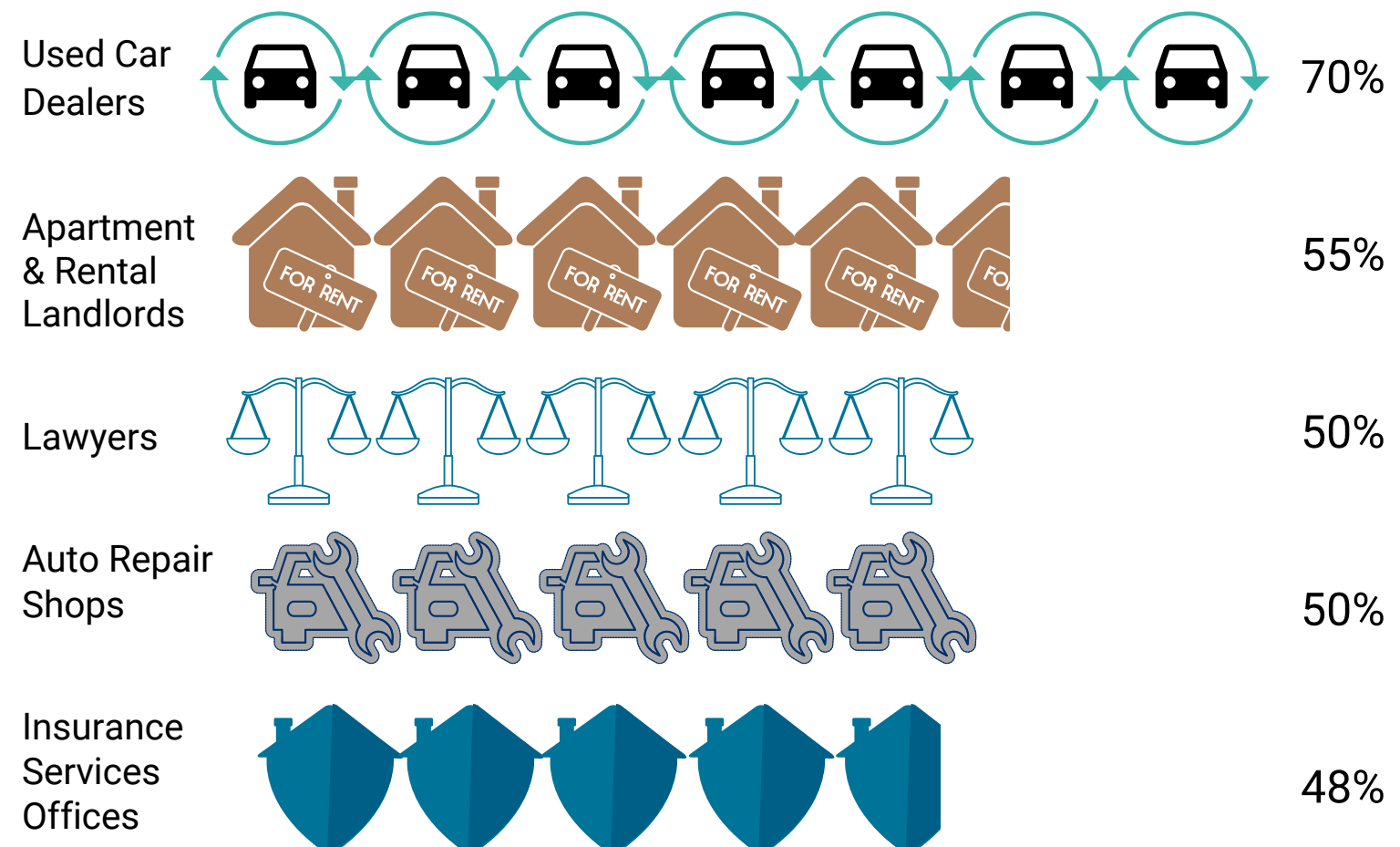


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Some industries are seen as less trustworthy than others—does that shape a consumer's attitude and perception as they enter a marketplace transaction with a company in an industry they deem untrustworthy?

Top 5 LOCAL industries deemed LEAST trustworthy by West Michigan consumers.

Somewhat-Not Trustworthy*



*Percentage of respondents rating industry as 'somewhat trustworthy' and 'not trustworthy'