



## Better Business Bureau

### BBB/Gallup Trust in Business Index



#### Topline - Survey Results Consumers' Rating of Companies They Regularly Deal With

April 2008

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RESULTS FOR THE TOTAL DATASET ARE BASED ON TELEPHONE INTERVIEWS WITH 1003 ADULTS, AGES 18+, NATIONWIDE, CONDUCTED March 26 – April 20, 2008.

FOR RESULTS BASED ON THE TOTAL SAMPLE, ONE CAN SAY WITH 95% CONFIDENCE THAT THE MARGIN OF SAMPLING ERROR IS  $\pm$  3 PERCENTAGE POINTS.

We would like to start by asking some questions about the companies you regularly do business with in your everyday life.

- Overall, how much TRUST would you say you have in the companies – large and small -- that you regularly do business with in your everyday life? Do you, yourself, have 1) a great deal of trust, 2) quite a lot, 3) some, 4) very little, or 5) none at all in these businesses? (Rotate 1-5/5-1)

	<b>A great deal of trust</b>	<b>Quite a lot</b>	<b>Some</b>	<b>Very little trust</b>	<b>None at all</b>	<b>Don't know/ refused</b>
	%	%	%	%	%	%
07 Sep	12	37	40	8	3	*
08 April	13	40	41	5	1	*

- Has the amount of TRUST you have in the businesses you regularly deal with as part of your everyday life changed over the past year? Would you say the amount of TRUST you, yourself, have in these businesses has 1) increased a lot, 2) increased a little, 3) remained the same, 4) decreased a little, or 5) decreased a lot over the past year? (Rotate 1-5/5-1)

	<b>Increased a lot</b>	<b>Increased a little</b>	<b>Remained the same</b>	<b>Decreased a little</b>	<b>Decreased a lot</b>	<b>Don't know/ refused</b>
	%	%	%	%	%	%
07 Sep	2	6	74	14	4	0
08 April	2	4	70	19	5	0

**Note: Questions 3 and 4 from Survey I (August 22-September 8, 2007) were not asked in Survey II (March 26 – April 20, 2008).**

5. I am going to read some types of businesses that you may deal with in your everyday life. As I read each, please tell me how much trust you have in each. How about (read and rotate A-O)? Do you have 1) a great deal of trust, 2) quite a lot, 3) some, 4) very little trust, or 5) no trust? (Rotate 1-5/5-1) (INTERVIEWER NOTE: If respondent says "Don't know", probe by saying:) Just your best impression will do.

		A great deal of trust %	Quite a lot %	Some %	Very little trust %	No trust %	Don't know/ refused %
A.	Banks, financial institutions, and stock Brokers						
	Sept. 2007	21	27	38	10	4	*
	April 2008	16	26	38	16	4	*
B.	Grocery stores and super markets						
	Sept. 2007	22	37	37	3	1	*
	April 2008	20	36	39	4	1	0
C.	Office supply companies						
	Sept. 2007	10	24	56	5	2	3
	April 2008	10	23	56	7	2	2
D.	Real estate brokers						
	Sept. 2007	5	11	45	27	9	3
	April 2008	5	8	44	33	8	2
E.	Contractors, such as plumbers, electricians, roofers						
	Sept. 2007	10	17	48	19	5	1
	April 2008	9	14	49	23	4	1
F.	Automobile dealers						
	Sept. 2007	7	10	35	36	11	1
	April 2008	5	8	39	36	12	*
G.	Home improvement stores						
	Sept. 2007	17	29	47	5	1	1
	April 2008	13	28	50	8	1	*
H.	Department stores						
	Sept. 2007	11	26	55	7	1	*
	April 2008	10	21	58	9	2	*
I.	Gas stations						
	Sept. 2007	7	18	53	17	5	*
	April 2008	7	15	48	22	8	*
J.	Drug stores and pharmacies						
	Sept. 2007	26	39	29	4	2	*
	April 2008	21	38	34	5	2	*
K.	Auto repair and maintenance shops						
	Sept. 2007	12	14	42	25	6	1
	April 2008	11	13	42	27	7	*
L.	Electronics and appliance stores						
	Sept. 2007	10	19	57	10	3	1

	April 2008	9	19	58	11	3	*
		<b>A great deal of trust</b>	<b>Quite a lot</b>	<b>Some</b>	<b>Very little trust</b>	<b>No trust</b>	<b>Don't know/refused</b>
		%	%	%	%	%	%
M.	Cell phone and wireless service providers						
	Sept. 2007	7	14	45	24	8	2
	April 2008	8	15	44	24	8	1
N.	Health care insurers						
	Sept. 2007	12	14	36	25	12	1
	April 2008	11	15	37	27	10	*
O.	Furniture stores						
	Sept. 2007	8	14	57	17	2	2
	April 2008	5	14	60	17	3	1

**Q5. SUMMARY – A great deal of trust/quite a lot**

	<b>A great deal/ quite a lot</b>	
	<b>9/07</b>	<b>4/08</b>
	<b>%</b>	<b>%</b>
J. Drug stores and pharmacies	65	59
B. Grocery stores and super markets	59	55
A. Banks, financial institutions, and stock brokers	48	42
G. Home improvement stores	46	41
H. Department stores	37	31
C. Office supply companies	34	33
L. Electronics and appliance stores	29	28
E. Contractors, such as plumbers, electricians, roofers	27	24
K. Auto repair and maintenance shops	27	24
N. Health care insurers	26	26
I. Gas stations	26	22
O. Furniture stores	22	19
M. Cell phone and wireless service providers	21	23
D. Real estate brokers	17	13
F. Automobile dealers	16	13

Now I'd like to ask you a few more questions about all those companies and businesses you regularly deal with...

6. What ONE business, or company, that you regularly deal with in your everyday life, large or small, do you TRUST THE MOST? (Open ended)

6a. Overall, how would you rate your trust in this company? Would you say you have 1) a great deal of trust, 2) quite a lot, 3) some, 4) very little trust, or 5) no trust? (Rotate 1-5/5-1) (based on those who named a company least trusted)

	<b>A great deal of trust</b>	<b>Quite a lot</b>	<b>Some</b>	<b>Very little trust</b>	<b>No trust</b>	<b>Don't know/ refused</b>
	%	%	%	%	%	%
07 Sep	64	31	5	*	0	0
08 Apr	56	36	8	*	*	0

**Note: Questions 7 and 8 from Survey I (August 22-September 8, 2007) were not asked in Survey II (March 26 – April 20, 2008).**

7A Now, I am going to read some key behaviors on the part of companies you deal with every day. Please take a second and think of the company you said you trusted MOST. Thinking of that one company, how much do you agree or disagree with each of the following? (Read and Rotate A-F/1-5/5-1) Do you strongly agree, somewhat agree neither agree nor disagree, somewhat disagree or strongly disagree?

	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neutral</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>Don't know/ refused</b>
	%	%	%	%	%	%
April 2008						
A) Responds to customer complaints in a timely manner with a fair and satisfactory resolution	64	28	6	1	*	1
B) Stands behind the quality of its products and services	75	22	1	1	*	0
C) Delivers on its promises	72	24	1	2	1	*
D) Listens to its customers and reacts appropriately	67	28	3	1	1	*
E) Responds quickly to issues or questions	70	26	3	1	1	*
F) Is responsive to your questions and concerns after your purchase	69	25	2	2	1	1

9. What ONE business or company that you regularly deal with in your everyday life, large or small, do you TRUST THE LEAST? (Open ended)

9a. Overall, how would you rate your trust in this company? Would you say you have 1) a great deal of trust, 2) quite a lot, 3) some, 4) very little trust, or 5) no trust? (Rotate 1-5/5-1) (Based on those who named a company least trusted)

	<b>A great deal of trust</b>	<b>Quite a lot</b>	<b>Some</b>	<b>Very little trust</b>	<b>No trust</b>	<b>Don't know/ refused</b>
	%	%	%	%	%	%
07 Sep	2	1	21	49	27	0
08 Apr	0	1	24	49	26	0

**(Questions 10 and 11 not asked in April, 2008)**

12. Now, I am going to read some key behaviors on the part of companies you deal with every day. Please take a second and think of the company you said you trusted LEAST. Thinking of that one company, how much do you agree or disagree with each of the following? (Read and Rotate A-F/1-5/5-1) Do you strongly agree, somewhat agree neither agree nor disagree, somewhat disagree or strongly disagree?

	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neutral</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>Don't know/ refused</b>
April 2008	%	%	%	%	%	%
A) Responds to customer complaints in a timely manner with a fair and satisfactory resolution	3	16	11	30	40	*
B) Stands behind the quality of its products and services	4	22	14	28	32	0
C) Delivers on its promises	3	21	10	29	37	0
D) Listens to its customers and reacts appropriately	2	15	10	31	41	1
E) Responds quickly to issues or questions	3	18	11	30	38	0
F) Is responsive to your questions and concerns after your purchase	2	20	13	28	37	*

**Note: Questions 13 through 17 from Survey I (August 22-September 8, 2007) were not asked in Survey II (March 26 – April 20, 2008).**

**Note: Questions 18 through 22 are new to Survey II (and were only asked in the March 26 – April 20, 2008 survey).**

18. Now I am going to read you some possible situations that could negatively affect the amount of trust you have in businesses that you may deal with in your everyday life. For each one, please tell me whether you think that situation is having a major impact, a minor impact, little impact, or no impact at all on how much you trust the businesses you deal with every day. How about **(read and rotate A-K)**?

		Major	Minor	Little	No Impact	Don't know/refused
April 2008		%	%	%	%	%
A.	The presence of lead and other hazards in toys	57	22	11	10	0
B.	Recent recalls of meat and other food products	54	24	12	10	0
C.	The contamination of various drugs	56	22	12	10	*
D.	The increasing price of food, health care, and energy, including gas and oil	77	14	6	3	0
E.	The so-called subprime loan problems in the mortgage market and home foreclosures	47	26	13	13	1
F.	The falling home prices	43	26	18	12	*
G.	The falling stock prices and investment returns	43	27	18	12	*
H.	Turmoil in the financial markets including the so-called credit crunch and the inability of many consumers to obtain loans	50	26	13	10	1
I.	Identity theft and the loss of personal information	60	22	12	6	0
J.	The overall performance of the president, Congress, and state and local officials	52	22	14	12	*
K.	The contamination of the water supply	60	19	11	10	*

**(READ:)** We are interested in how the actions of the nation's largest companies affect the amount of trust you have in the companies you do business with every day.

19. To what extent would you say the actions of the nation's most important companies affect the amount of trust you have in the companies you do business with every day. Would you say it affects your amount of trust a great deal, to some extent, very little, or not at all?

April 2008  
%

1	A great deal	31
2	To some extent	46
3	Very little	17
4	Not at all	5
8	DK/RF	1



20. Now, I'd like you to think about ways that might help to increase the amount of trust you have in companies you do business with every day. For each of the following ideas, please tell me whether you think that it would increase your trust in these businesses a great deal, somewhat, not much, or not at all. How about **(read and rotate A-F)**?

	<b>Great Deal</b>	<b>Some-what</b>	<b>Not Much</b>	<b>Not at All</b>	<b>Don't know/refused</b>
April 2008	%	%	%	%	%
A. Increased voluntary inspections of toys, food, medicines, and other imported or domestic products by private companies	52	31	9	8	0
B. Increased use of independent third parties to endorse or rate the quality of foods, medicine, imported products, and the companies that sell them	40	38	13	9	*
C. Increased federal regulation of foods, medicines, and imported products	51	32	8	9	0
D. A federal bailout of subprime loan borrowers and other homeowners facing foreclosures allowing them to pay lower interest rates and keep their homes	32	32	16	20	1
E. Increased federal regulation of banks and other mortgage lenders	38	38	11	12	1
F. Increased federal inspections of bottled water and water supplies	44	33	12	11	*

21. 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. How about **(read and rotate A-L)**?

	<b>Great Deal</b>	<b>Some-what</b>	<b>Not Much</b>	<b>Not at All</b>
April 2008	%	%	%	%
A. Provide you with additional information about where the products they sell were produced, if they were inspected, and by whom	63	29	4	4
B. Certify that the products they sell you have been inspected and are safe you to use	66	26	3	4
C. Disclose more information about their financial condition and operations	36	43	13	8
D. Have their employees get to know you better as an individual	27	44	16	12
E. Have their employees provide you with a better overall quality of service on the phone and when you visit them	64	28	3	4
F. Take a more active interest in your local community	40	42	11	7
G. Do a better job of delivering on their promises	72	24	2	2
H. Stand behind what their company says in their advertising and other communications	70	23	3	4
I. Treat their customers and employees better	65	29	4	2
J. Have someone in their company who knows you and who you can go to if you have a question or a problem	50	37	6	7
K. Increased disclosure of the source or origin of foods, medicines, and other imported products	67	27	4	2
L. Institute a code of conduct within their company against which the company would be held accountable	59	30	6	5

22. In general, to what extent would it be helpful in increasing your trust in companies you do business with every day if **(read and rotate A-B)**? Would it be **(read 1-4)**?

	<b>Very Helpful</b>	<b>Somewhat Helpful</b>	<b>Not Very Helpful</b>	<b>Not at All Helpful</b>	<b>DK/RF</b>	<b>Total</b>
April 2008	%	%	%	%	%	%
A. Companies allowed credible third parties to assess their performance	35	51	9	5	*	100
B. Government became more actively involved in regulating company performance	19	39	21	21	*	100

