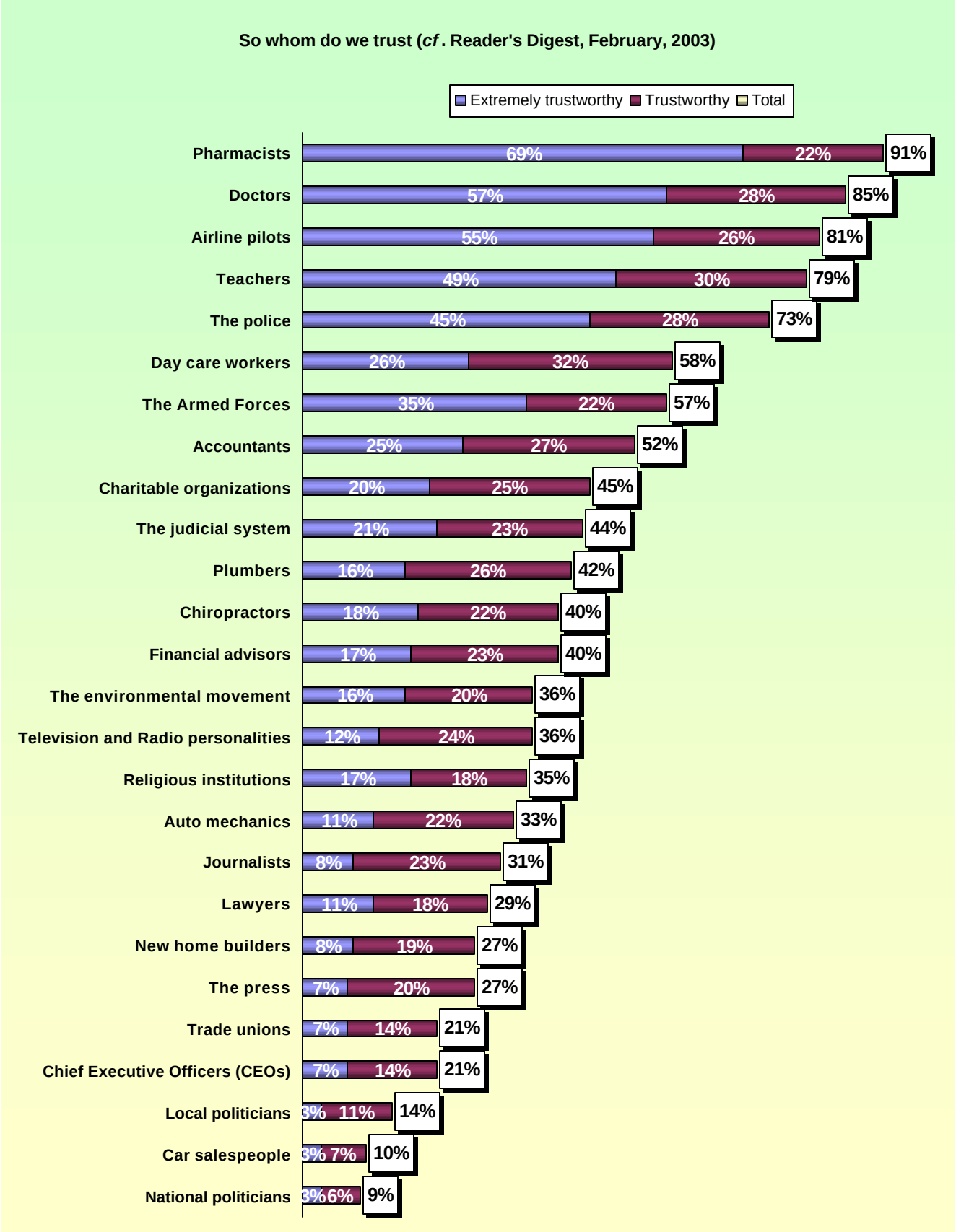
So whom do we trust (*cf*. Reader's Digest, February, 2003)
Extremely trustworthy
Trustworthy
Total
Pharmacists 69% 22% 91%
Doctors 57% 28% 85%
Airline pilots 55% 26% 81%
Teachers 49% 30% 79%
The police 45% 28% 73%
Day care workers 26% 32% 58%
The Armed Forces 35% 22% 57%
Accountants 25% 27% 52%
Charitable organizations 20% 25% 45%
The judicial system 21% 23% 44%
Plumbers 16% 26% 42%
Chiropractors 18% 22% 40%
Financial advisors 17% 23% 40%
The environmental movement 16% 20% 36%
Television and Radio personalities 12% 24% 36%
Religious institutions 17% 18% 35%
Auto mechanics 11% 22% 33%
Journalists 8% 23% 31%
Lawyers 11% 18% 29%
New home builders 8% 19% 27%
The press 7% 20% 27%
Trade unions 7% 14% 21%
Chief Executive Officers (CEOs) 7% 14% 21%
Local politicians 3% 11% 14%
Car salespeople 3% 7% 10%
National politicians 3% 6% 9%