

Percent Having a *Great Deal* or *Quite a Lot* of Trust in Business (for all Industries) (Cont.)

All Consumers: Survey I (n = 1204) Survey II (n = 1003)	Gas Stations		Furniture Stores		Cell phone and Wireless Service		Real Estate Brokers		Auto Dealers	
	Survey I %	Survey II %	Survey I %	Survey II %	Survey I %	Survey II %	Survey I %	Survey II %	Survey I %	Survey II %
GENDER x EDUCATION										
Male, no college	27	21	27	15	21	26	20	11	24	13
Male, college	19	20	19	16	14	22	10	9	11	9
Female, no college	30	24	27	21	28	24	19	15	23	18
Female, college	27	22	19	25	22	21	117	18	13	12
ANNUAL HOUSEHOLD INCOME										
Under \$30K	33	29	26	23	27	25	19	14	24	18
\$30-49,999	23	22	22	19	17	22	13	14	17	12
\$50-74,999	30	18	20	20	21	20	19	17	16	13
\$75,000+	20	22	20	18	20	24	13	11	11	11