

NEW STUDY FINDS TRUST DECLINES AMONG AMERICANS, *Building Personal Connections through Small Moments Even More Important*

Pearle Vision, North America's Premier Eye Care brand, recently completed a survey of Americans to gauge the impact 2016 had on consumer trust.

These results are from an online omnibus survey of 1,017 nationally-representative Americans conducted by Opinion Research Corporation. The survey was live from December 19-21, 2016. The margin of error for the total population is +/- 3.1% and for the Pearle target it is +/- 6.0%.

AMERICANS ARE LESS TRUSTING

Americans say trust in the world has plummeted in the last year (**43%**).

43%

DOCTORS RATED MOST TRUSTWORTHY

Despite **two in five** Americans affirming their trust in the world is worse than usual, **almost all agree that doctors remain trustworthy in these uncertain times.**



Doctors (**87%**) are rated most trustworthy behind family and friends (**93%** respectively), demonstrating the **importance of the doctor-patient relationship** when it comes to trust.

Trust in doctors and medical professionals has not changed in the last year for **79%** of Americans.



75%

HOW IS TRUST BUILT?

Americans find **personal connections most important** in establishing trust (**75%**), including with their doctor.

Americans are **most concerned** with their doctor explaining the diagnosis thoroughly, listening to patient concerns and **answering questions in a way that they understand.**

Additionally, **three-fourths** believe that **trust is built in small moments such as these.**

SEEING IS BELIEVING

Americans trust their sight over any other sense.

(**57%**) trust their sense of sight most, three times as much as any other sense, followed by taste (**18%**) and smell (**13%**).

Consequently, a similar number state that they must see something to believe it.

