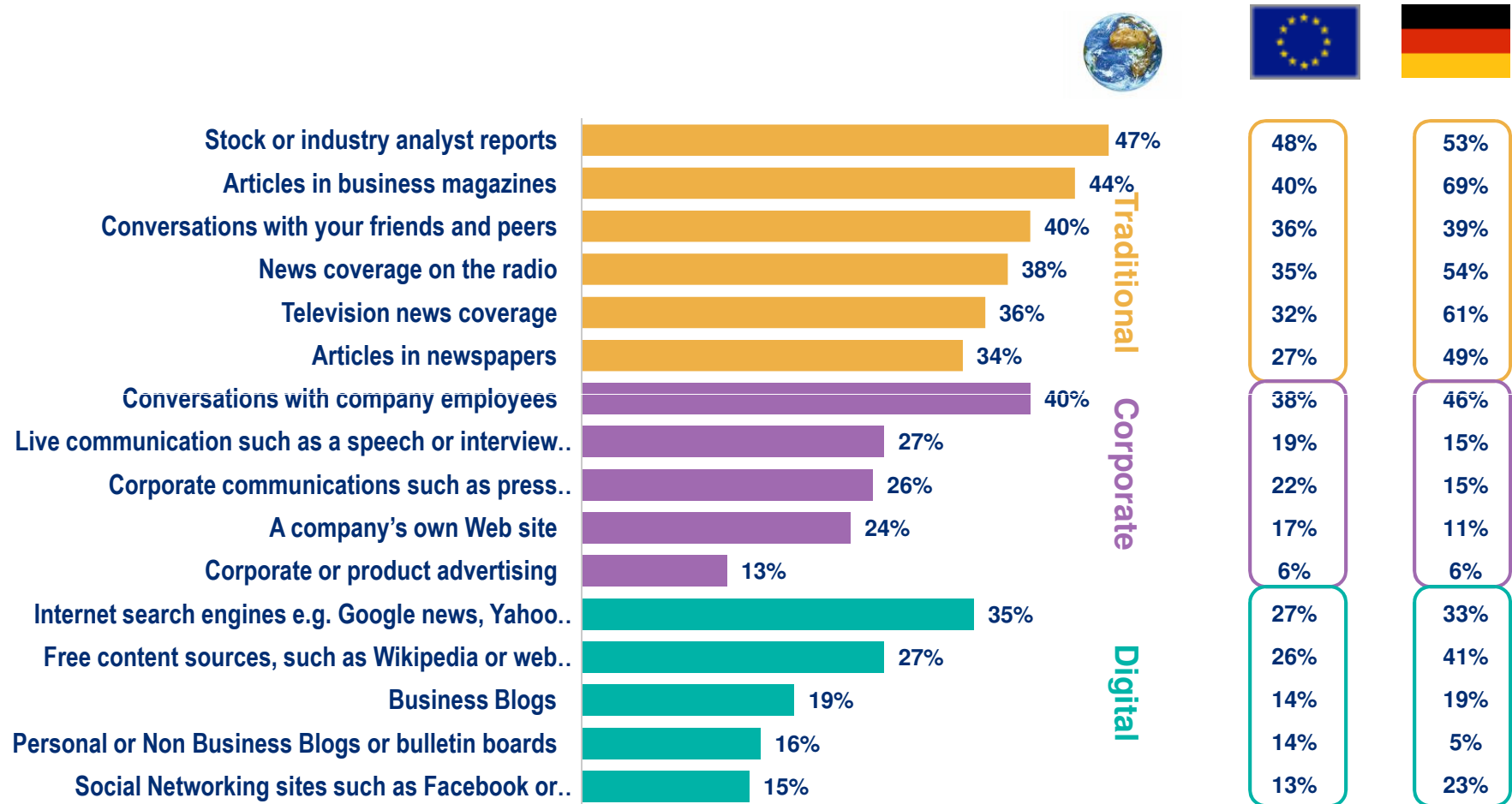


# Expertise and peer conversations drives credibility of information sources



C95-110. [TRACKING] Now I'm going to read you a list of places where you might get information about a company. Please tell me how credible you believe each one of them is as a source of information about the company—is it extremely credible, very credible, somewhat credible, or not credible at all? TOP 2 BOX Informed Publics 35-64 in 18 countries