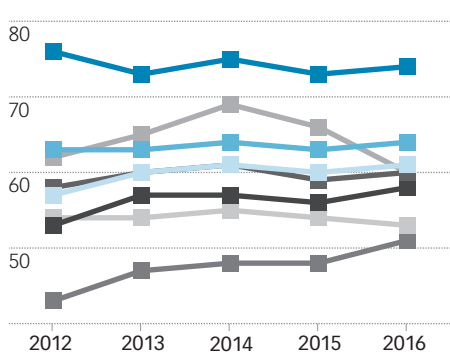


Tech firms have had a trust premium over financial firms, but the financial sector is on the rebound



INDUSTRY	2012	2013	2014	2015	2016	5 YR TREND
	(%)					
Technology	76	73	75	73	74	▼
Food & Beverage	63	63	64	63	64	▲
Consumer packaged goods	57	60	61	60	61	▲
Telecommunication	58	60	61	59	60	▲
Automotive	62	65	69	66	60	▼
Energy	53	57	57	56	58	▲
Pharmaceutical	54	54	55	54	53	▼
Financial services	43	47	48	48	51	▲