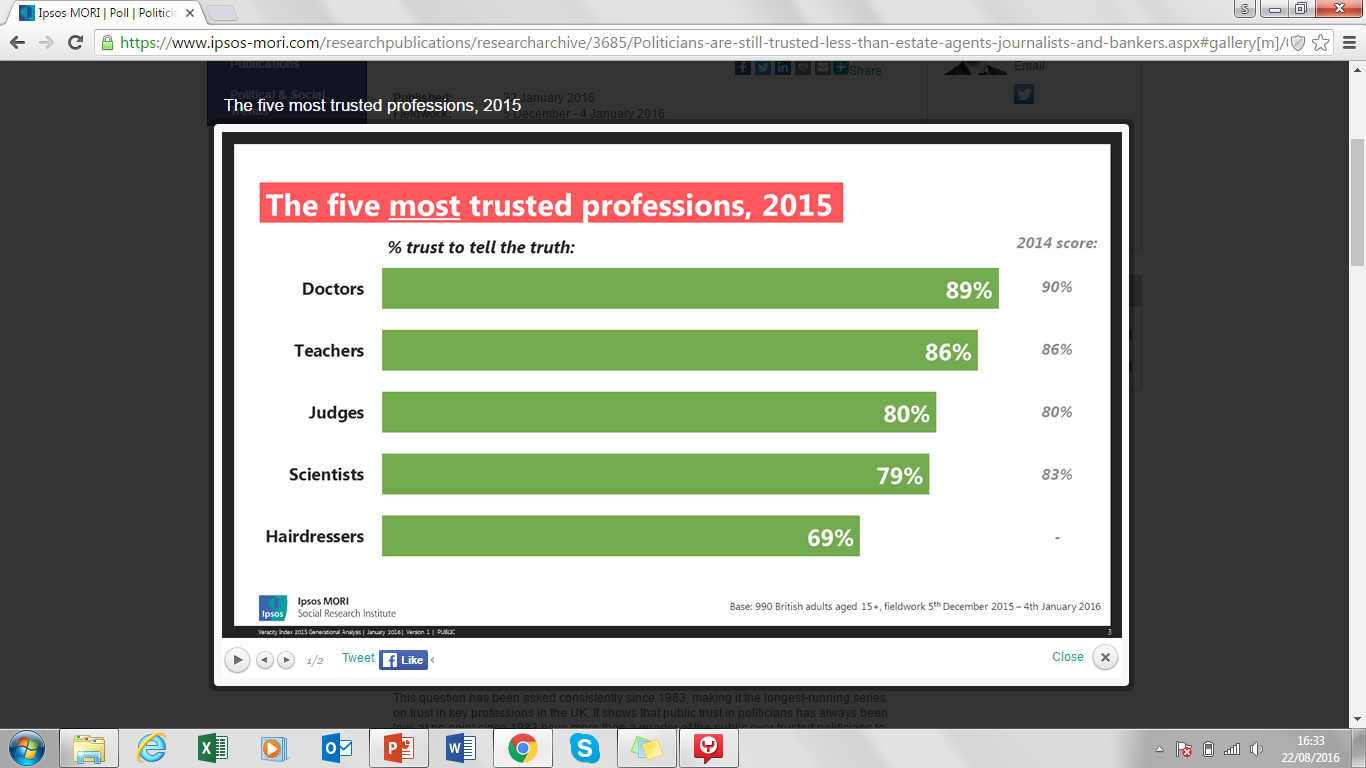
**Data Analysis: Who would you generally trust to tell the truth?**

Consider each of the graphs 1 – 4 below. What does each one show? What are your conclusions from each graph?

**Graph 1**

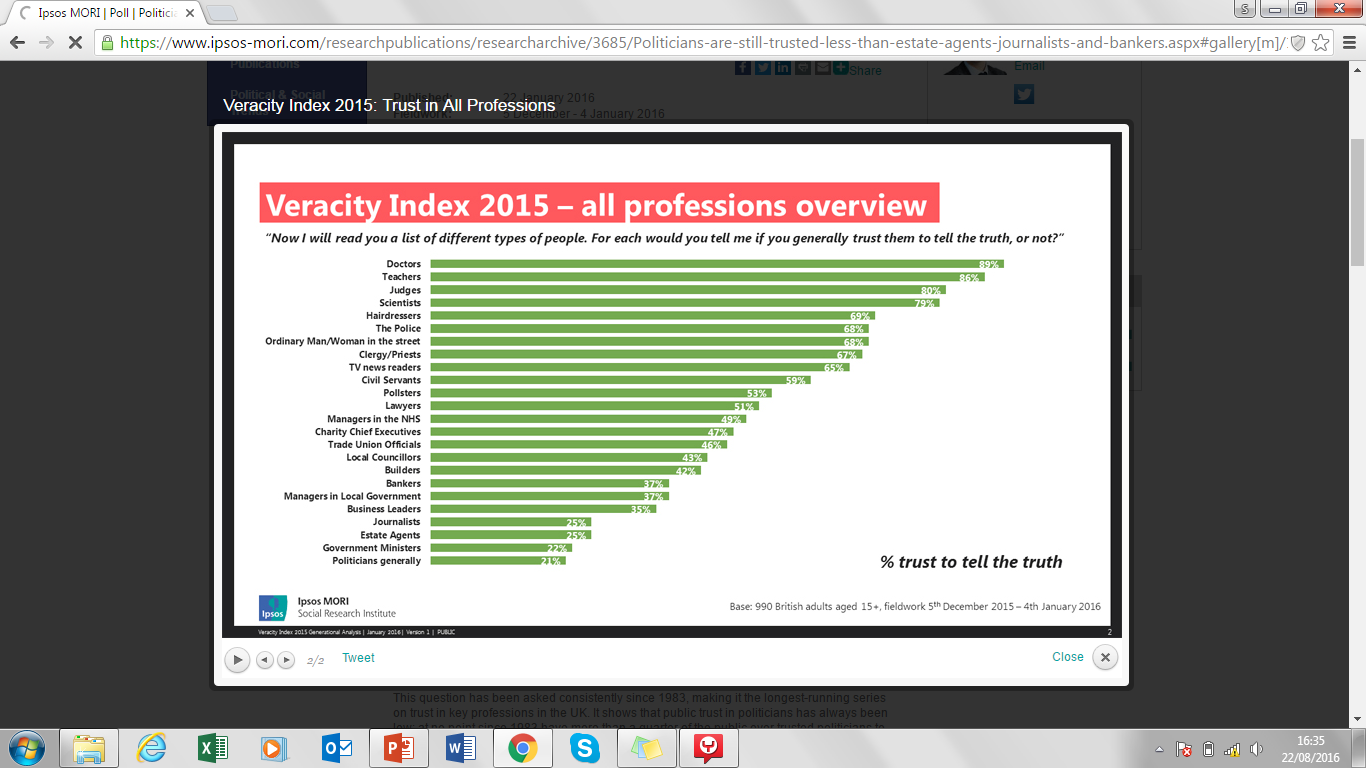
**Source: Ipsos MORI Political Monitor, Jan 2015**



**Graph 1:**

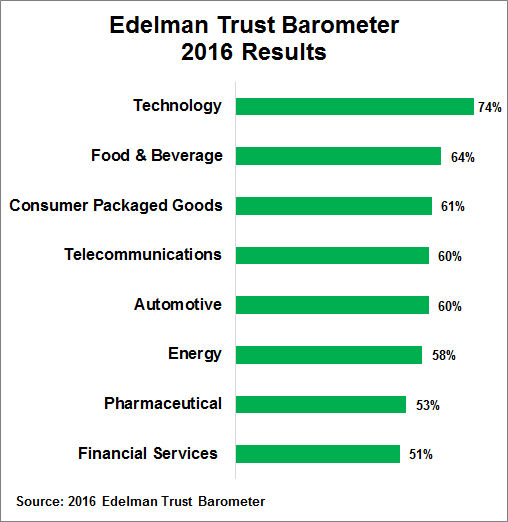
**Graph 2**

**Source: Ipsos MORI Political Monitor, Jan 2015**

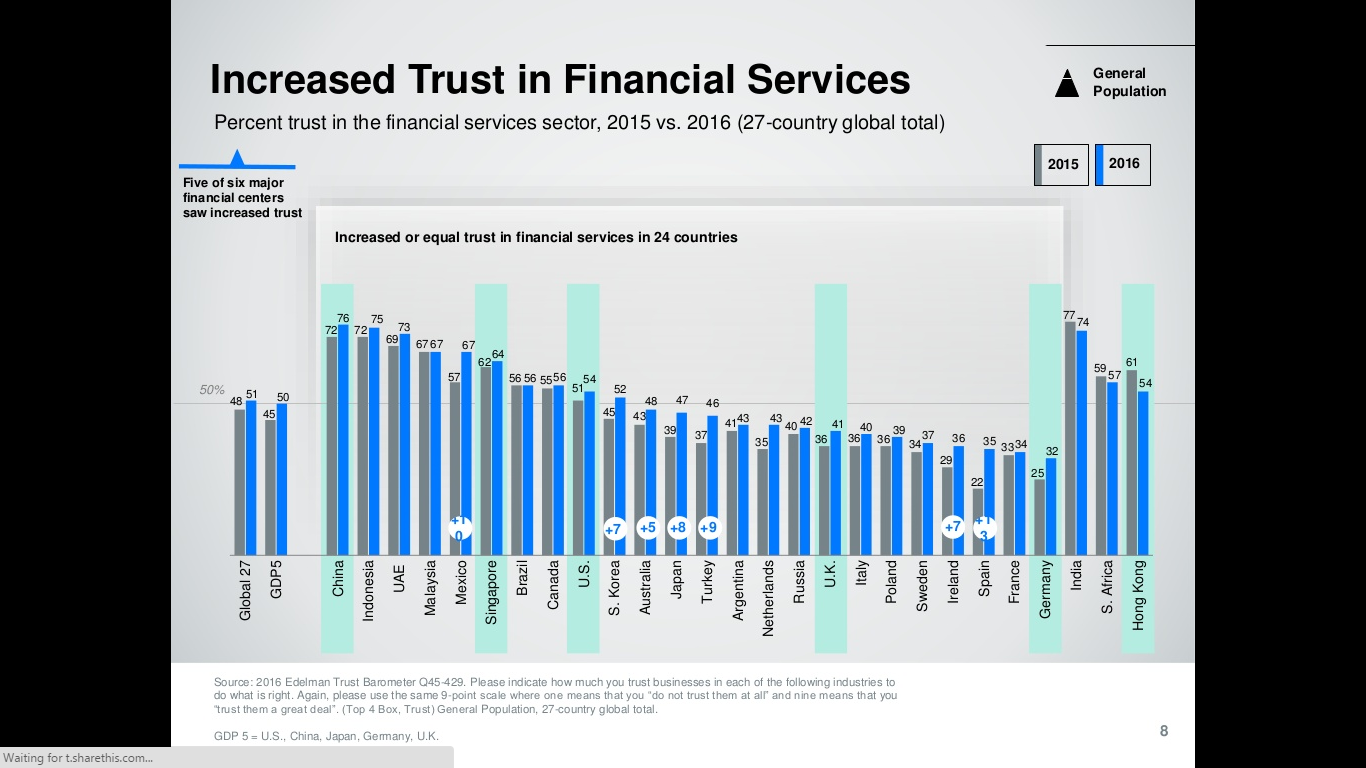
****

Graph 2:

**Graph 3**

**Source: 2016 Edelman Trust Barometer Survey Trust in Financial Services**

Graph 3:

**Graph 4**

**Source:** [**Edelman Trust in Financial Services 2016**](http://www.edelman.com/insights/intellectual-property/2016-edelman-trust-barometer/state-of-trust/trust-in-financial-services-trust-rebound/)

Graph 4: