HOW TRUSTWORTHY ARE YOU?

TRUST QUOTIENT

CREDIBILITY
Can we believe what you say?

RELIABILITY
Can we depend on your actions?

INTIMACY
Do we feel safe sharing information with you?

SELF-ORIENTATION
Are you focused on yourself, or on the other person, in your interactions and motives?

TRUST EQUATION
CREDIBILITY + RELIABILITY + INTIMACY + SELF-ORIENTATION

All this is from a study we did of the online Trust Quotient Self-assessment test. 80 QUESTIONS, 5 each for each of the four variables of the trust equation:

Q1. Who is more trustworthy: men or women?
   A. WOMEN: 83.3
   B. MEN: 82.3
   Statistically significant (100 scale)

Q2. Who can you trust more: age or youth?
   A. AGE: At every 10-year age grouping, self-assessed trustworthiness goes up, from age 20 to age 80.

Q3. What are the six types of people we can trust:
   - C + R: THE EXPERT
   - R + S: THE STEWARD
   - R + I: THE DOER
   - I + S: THE CONNECTOR
   - C + I: THE CATALYST
   - C + S: THE PROFESSOR

Q4. Which of those is the most common?
   A. THE EXPERT: 38%
   Most people try to rely on credibility and reliability to be trusted.

Q5. Which of those is actually the most trustworthy?
   A. The three most trustworthy types are DOER, CONNECTOR, and CATALYST — all of which have strong intimacy skills.

Q6. How trustworthy is the Expert type — the most common one?
   A. TIED FOR FOURTH PLACE OUT OF SIX.