KEY FINDINGS:

- The percent of people who indicated “very high” when asked to rate the honesty and ethical standards of people in various fields:
  
  Nurses (85%), Medical Doctors (70%), Engineers (70%), Police Officers (58%), Psychiatrists (41%), Bankers (28%), Business Executives (21%), Stockbrokers (11%), Advertising Practitioners (11%)

- Below are the responses from the surveyed when asked to rate the honesty and ethical standards of people in different fields from very high, high, average, low, or very low:

<table>
<thead>
<tr>
<th>Accountants</th>
<th>Very High %</th>
<th>High</th>
<th>Average</th>
<th>Low</th>
<th>Very Low</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>7</td>
<td>36</td>
<td>49</td>
<td>6</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2008</td>
<td>5</td>
<td>33</td>
<td>51</td>
<td>7</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bankers</th>
<th>Very High %</th>
<th>High</th>
<th>Average</th>
<th>Low</th>
<th>Very Low</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>3</td>
<td>24</td>
<td>48</td>
<td>17</td>
<td>7</td>
<td>*</td>
</tr>
<tr>
<td>2008</td>
<td>3</td>
<td>20</td>
<td>53</td>
<td>18</td>
<td>5</td>
<td>*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Executives</th>
<th>Very High %</th>
<th>High</th>
<th>Average</th>
<th>Low</th>
<th>Very Low</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>3</td>
<td>18</td>
<td>50</td>
<td>22</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>2008</td>
<td>1</td>
<td>11</td>
<td>49</td>
<td>27</td>
<td>10</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stockbroker</th>
<th>Very High %</th>
<th>High</th>
<th>Average</th>
<th>Low</th>
<th>Very Low</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>2</td>
<td>9</td>
<td>48</td>
<td>30</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>2008</td>
<td>2</td>
<td>10</td>
<td>40</td>
<td>34</td>
<td>11</td>
<td>3</td>
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</tbody>
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