

# HOW TRUSTWORTHY ARE YOU?

## TRUST EQUATION

$$\left( \frac{\text{CREDIBILITY} + \text{RELIABILITY} + \text{INTIMACY}}{\text{SELF-ORIENTATION}} \right)$$

## TRUST QUOTIENT

All this is from a study we did of the online Trust Quotient Self-assessment test. **20 QUESTIONS**, 5 each for each of the **four variables of the trust equation**:



CREDIBILITY



RELIABILITY



INTIMACY



SELF-ORIENTATION

**C CREDIBILITY**  
Can we believe what you say?

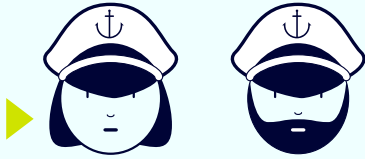
**R RELIABILITY**  
Can we depend on your actions?

**I INTIMACY**  
Do we feel safe sharing information with you?

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

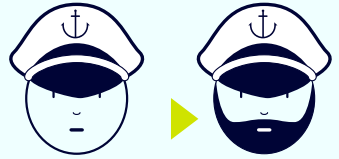
**Q1.** Who is more trustworthy **men** or **women**?

**A. WOMEN 83.3 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.



THE EXPERT

**Q6.** How **trustworthy** is the Expert type — the most common one?

**A. TIED FOR FOURTH PLACE OUT OF SIX.**

**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.

