## Respondents Identifying a Particular Industry as Most Trusted to Protect Privacy and Data

Healthcare – 44%

Financial services – 44%

Pharma and medical – 22%

Electric power and natural gas – 19%

Retail – 18%

Technology – 17%

Advanced electronics – 17%

Travel, transport and logistics – 14%

Aerospace and defense – 13%

Other – 12%

Source: McKinsey & Company