

Q1_1. [I'll pay a little more money to support a product or service from a company I trust than a company I don't trust.]

Do you agree or disagree with the following statements?

	Total	Marital Status			<\$40K
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
Base: All Respondents	4009	1035	2425	517	966
Base: Weighted	4009	1086	2402	490	957
Strongly agree	941	248	560	127	219
	23%	23%	23%	26%	23%
Somewhat agree	2322	615	1421	271	516
	58%	57%	59%	55%	54%
Somewhat disagree	613	180	356	72	175
	15%	17%	15%	15%	18%
Strongly disagree	134	43	64	20	47
	3%	4%	3%	4%	5%
Sigma	4009	1086	2402	490	957
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3263	863	1982	398	736
	81%	79%	82%	81%	77%
TopBox (Strongly agree)	941	248	560	127	219
	23%	23%	23%	26%	23%
Low2Box (Somewhat/ Strongly disagree)	746	223	421	92	222
	19%	21%	18%	19%	23%
LowBox (Strongly disagree)	134	43	64	20	47
	3%	4%	3%	4%	5%
Mean	3	3	3	3	2.9
Std. Dev.	0.7	0.7	0.7	0.8	0.8
Std. Err	*	*	*	*	*

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Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

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RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
Yes	No	Yes	No	Yes	No
W	X	Y	Z	a	b
584	605	237	666	110	127
581	603	224	650	103	120
185	152	61	147	28	33
32%	25%	27%	23%	27%	27%
X					
318	368	133	374	62	71
55%	61%	59%	58%	60%	59%
	W				
65	74	25	100	11	15
11%	12%	11%	15%	10%	12%
13	10	4	30	2	2
2%	2%	2%	5%	2%	2%
581	603	224	650	103	120
100%	100%	100%	100%	100%	100%
503	520	195	521	91	104
87%	86%	87%	80%	88%	86%
		Z			
185	152	61	147	28	33
32%	25%	27%	23%	27%	27%
X					
78	83	29	130	12	17
13%	14%	13%	20%	12%	14%
			Y		
13	10	4	30	2	2
2%	2%	2%	5%	2%	2%
3.2	3.1	3.1	3	3.1	3.1
		Z			
0.7	0.7	0.7	0.8	0.7	0.7
*	*	*	*	0.1	0.1

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Q1_2. [I pay more attention to companies that I trust than to companies I don't.]

Do you agree or disagree with the following statements?

	Total	Marital Status			<\$40K
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
Base: All Respondents	4009	1035	2425	517	966
Base: Weighted	4009	1086	2402	490	957
Strongly agree	1122	316	645	154	282
	28%	29%	27%	31%	29%
Somewhat agree	2319	581	1441	284	522
	58%	54%	60%	58%	55%
Somewhat disagree	506	168	285	45	133
	13%	15%	12%	9%	14%
Strongly disagree	63	20	32	6	21
	2%	2%	1%	1%	2%
Sigma	4009	1086	2402	490	957
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3440	897	2085	438	804
	86%	83%	87%	89%	84%
TopBox (Strongly agree)	1122	316	645	154	282
	28%	29%	27%	31%	29%
Low2Box (Somewhat/ Strongly disagree)	569	188	317	52	153
	14%	17%	13%	11%	16%
LowBox (Strongly disagree)	63	20	32	6	21
	2%	2%	1%	1%	2%
Mean	3.1	3.1	3.1	3.2	3.1
				AB	
Std. Dev.	0.7	0.7	0.7	0.6	0.7
Std. Err	*	*	*	*	*

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Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

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RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
Yes	No	Yes	No	Yes	No
W	X	Y	Z	a	b
584	605	237	666	110	127
581	603	224	650	103	120
197	179	79	203	38	41
34%	30%	35%	31%	37%	34%
334	346	127	381	57	70
57%	57%	57%	59%	55%	58%
44	72	16	54	7	10
8%	12%	7%	8%	7%	8%
	W				
7	7	1	12	1	-
1%	1%	*	2%	1%	-
581	603	224	650	103	120
100%	100%	100%	100%	100%	100%
531	525	206	584	96	111
91%	87%	92%	90%	92%	92%
X					
197	179	79	203	38	41
34%	30%	35%	31%	37%	34%
51	78	17	66	8	10
9%	13%	8%	10%	8%	8%
	W				
7	7	1	12	1	-
1%	1%	*	2%	1%	-
3.2	3.2	3.3	3.2	3.3	3.3
X					
0.6	0.7	0.6	0.7	0.6	0.6
*	*	*	*	0.1	0.1

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Q1_3. [I'm more likely to remember advertisements from companies or brands that I trust.]

Do you agree or disagree with the following statements?

	Total	Marital Status			<\$40K
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
Base: All Respondents	4009	1035	2425	517	966
Base: Weighted	4009	1086	2402	490	957
Strongly agree	842 21%	240 22%	495 21%	102 21%	224 23%
Somewhat agree	2258 56%	565 52%	1399 58%	286 58%	520 54%
Somewhat disagree	746 19%	226 21%	424 18%	83 17%	173 18%
Strongly disagree	162 4%	54 5%	84 3%	19 4%	40 4%
Sigma	4009 100%	1086 100%	2402 100%	490 100%	957 100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3100 77%	805 74%	1894 79%	387 79%	744 78%
TopBox (Strongly agree)	842 21%	240 22%	495 21%	102 21%	224 23%
Low2Box (Somewhat/ Strongly disagree)	909 23%	280 26%	508 21%	102 21%	213 22%
LowBox (Strongly disagree)	162 4%	54 5%	84 3%	19 4%	40 4%
Mean	2.9	2.9	3	3	3
Std. Dev.	0.7	0.8	0.7	0.7	0.8
Std. Err	*	*	*	*	*

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Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

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RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
Yes	No	Yes	No	Yes	No
W	X	Y	Z	a	b
584	605	237	666	110	127
581	603	224	650	103	120
182	133	46	119	25	21
31%	22%	20%	18%	24%	17%
X					
322	369	131	350	61	70
55%	61%	59%	54%	59%	58%
	W				
62	88	37	145	13	24
11%	15%	16%	22%	13%	20%
	W				
15	14	10	36	4	6
2%	2%	4%	6%	4%	5%
581	603	224	650	103	120
100%	100%	100%	100%	100%	100%
505	502	177	469	86	91
87%	83%	79%	72%	83%	76%
		Z			
182	133	46	119	25	21
31%	22%	20%	18%	24%	17%
X					
77	102	47	181	17	29
13%	17%	21%	28%	17%	24%
			Y		
15	14	10	36	4	6
2%	2%	4%	6%	4%	5%
3.2	3	3	2.8	3	2.9
X					
0.7	0.7	0.7	0.8	0.7	0.7
*	*	*	*	0.1	0.1

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Q1_4. [When a product or service's quality and price are similar, I tend to buy the product or service from the company

Do you agree or disagree with the following statements?

	Total	Marital Status			<\$40K
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
Base: All Respondents	4009	1035	2425	517	966
Base: Weighted	4009	1086	2402	490	957
Strongly agree	1593 40%	429 40%	948 39%	207 42%	352 37%
Somewhat agree	2128 53%	551 51%	1307 54%	256 52%	509 53%
Somewhat disagree	250 6%	92 8%	133 6%	21 4%	79 8%
Strongly disagree	38 1%	14 1%	14 1%	6 1%	17 2%
Sigma	4009 100%	1086 100%	2402 100%	490 100%	957 100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3721 93%	980 90%	2255 94%	463 95%	861 90%
TopBox (Strongly agree)	1593 40%	429 40%	948 39%	207 42%	352 37%
Low2Box (Somewhat/ Strongly disagree)	288 7%	106 10%	147 6%	27 5%	96 10%
LowBox (Strongly disagree)	38 1%	14 1%	14 1%	6 1%	17 2%
Mean	3.3	3.3	3.3	3.4	3.2
Std. Dev.	0.6	0.7	0.6	0.6	0.7
Std. Err	*	*	*	*	*

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Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

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RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
Yes	No	Yes	No	Yes	No
W	X	Y	Z	a	b
584	605	237	666	110	127
581	603	224	650	103	120
274	274	96	262	41	55
47%	45%	43%	40%	40%	46%
286	298	120	331	58	62
49%	49%	54%	51%	56%	52%
21	25	5	47	4	2
4%	4%	2%	7%	4%	1%
			Y		
-	6	2	10	1	1
-	1%	1%	2%	1%	1%
	W				
581	603	224	650	103	120
100%	100%	100%	100%	100%	100%
560	572	216	593	99	118
96%	95%	97%	91%	95%	98%
		Z			
274	274	96	262	41	55
47%	45%	43%	40%	40%	46%
21	32	7	57	5	3
4%	5%	3%	9%	5%	2%
			Y		
-	6	2	10	1	1
-	1%	1%	2%	1%	1%
	W				
3.4	3.4	3.4	3.3	3.3	3.4
0.6	0.6	0.6	0.7	0.6	0.6
*	*	*	*	0.1	0.1

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Q1_5. [I trust third party recognition of products and services such as awards or seals of excellence.]

Do you agree or disagree with the following statements?

	Total	Marital Status			<\$40K
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
Base: All Respondents	4009	1035	2425	517	966
Base: Weighted	4009	1086	2402	490	957
Strongly agree	374	114	223	34	105
	9%	11%	9%	7%	11%
		C			
Somewhat agree	2144	573	1329	231	494
	53%	53%	55%	47%	52%
		C	C		
Somewhat disagree	1233	322	711	189	297
	31%	30%	30%	39%	31%
				AB	
Strongly disagree	259	76	139	36	61
	6%	7%	6%	7%	6%
Sigma	4009	1086	2402	490	957
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	2518	687	1552	265	599
	63%	63%	65%	54%	63%
		C	C		
TopBox (Strongly agree)	374	114	223	34	105
	9%	11%	9%	7%	11%
		C			
Low2Box (Somewhat/ Strongly disagree)	1491	398	850	225	358
	37%	37%	35%	46%	37%
				AB	
LowBox (Strongly disagree)	259	76	139	36	61
	6%	7%	6%	7%	6%
Mean	2.7	2.7	2.7	2.5	2.7
		C	C		
Std. Dev.	0.7	0.8	0.7	0.7	0.8
Std. Err	*	*	*	*	*

Stu. Lit.

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Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

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RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
Yes	No	Yes	No	Yes	No
W	X	Y	Z	a	b
584	605	237	666	110	127
581	603	224	650	103	120
95	41	26	71	15	11
16%	7%	11%	11%	14%	9%
X					
336	350	144	323	66	77
58%	58%	64%	50%	64%	64%
		Z			
133	178	47	211	18	29
23%	30%	21%	32%	18%	24%
	W		Y		
18	34	8	46	4	4
3%	6%	3%	7%	4%	3%
	W				
581	603	224	650	103	120
100%	100%	100%	100%	100%	100%
431	391	169	394	81	88
74%	65%	76%	61%	79%	73%
X		Z			
95	41	26	71	15	11
16%	7%	11%	11%	14%	9%
X					
151	212	54	257	22	32
26%	35%	24%	39%	21%	27%
	W		Y		
18	34	8	46	4	4
3%	6%	3%	7%	4%	3%
	W				
2.9	2.7	2.8	2.6	2.9	2.8
X		Z			
0.7	0.7	0.7	0.8	0.7	0.6
*	*	*	*	0.1	0.1

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Q1_6. [I'm more likely to invest my money in a company that I trust.]

Do you agree or disagree with the following statements?

	Total	Marital Status			<\$40K
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
Base: All Respondents	4009	1035	2425	517	966
Base: Weighted	4009	1086	2402	490	957
Strongly agree	1618	420	967	224	376
	40%	39%	40%	46%	39%
Somewhat agree	2019	544	1242	219	461
	50%	50%	52%	45%	48%
		C	C		
Somewhat disagree	294	94	167	28	87
	7%	9%	7%	6%	9%
		C			EHI
Strongly disagree	78	28	26	19	33
	2%	3%	1%	4%	3%
		B		B	FGHI
Sigma	4009	1086	2402	490	957
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3637	964	2209	443	838
	91%	89%	92%	90%	87%
TopBox (Strongly agree)	1618	420	967	224	376
	40%	39%	40%	46%	39%
				AB	
Low2Box (Somewhat/ Strongly disagree)	372	122	193	47	120
	9%	11%	8%	10%	13%
		B			EGHI
LowBox (Strongly disagree)	78	28	26	19	33
	2%	3%	1%	4%	3%
		B		B	FGHI
Mean	3.3	3.2	3.3	3.3	3.2
Std. Dev.	0.7	0.7	0.6	0.8	0.8
			A		
Std. Err	*	*	*	*	*

Stu. Lit.

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Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

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RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
Yes	No	Yes	No	Yes	No
W	X	Y	Z	a	b
584	605	237	666	110	127
581	603	224	650	103	120
291	288	100	232	47	53
50%	48%	45%	36%	46%	44%
		Z			
266	281	107	348	50	57
46%	47%	48%	54%	48%	47%
19	27	13	50	5	8
3%	4%	6%	8%	4%	7%
5	8	5	20	2	3
1%	1%	2%	3%	2%	2%
581	603	224	650	103	120
100%	100%	100%	100%	100%	100%
557	569	206	580	97	110
96%	94%	92%	89%	94%	91%
291	288	100	232	47	53
50%	48%	45%	36%	46%	44%
		Z			
24	34	17	70	7	11
4%	6%	8%	11%	6%	9%
5	8	5	20	2	3
1%	1%	2%	3%	2%	2%
3.4	3.4	3.3	3.2	3.4	3.3
		Z			
0.6	0.6	0.7	0.7	0.7	0.7
*	*	*	*	0.1	0.1

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Q1_7. [I buy items solely based on their price.]

Do you agree or disagree with the following statements?

	Total	Marital Status			<\$40K
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
Base: All Respondents	4009	1035	2425	517	966
Base: Weighted	4009	1086	2402	490	957
Strongly agree	403	155	206	39	140
	10%	14%	9%	8%	15%
		BC			GHI
Somewhat agree	1566	438	939	179	421
	39%	40%	39%	37%	44%
					FHI
Somewhat disagree	1660	401	1027	216	326
	41%	37%	43%	44%	34%
			A	A	
Strongly disagree	380	91	229	55	70
	9%	8%	10%	11%	7%
Sigma	4009	1086	2402	490	957
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	1969	593	1146	218	561
	49%	55%	48%	45%	59%
		BC			FGHI
TopBox (Strongly agree)	403	155	206	39	140
	10%	14%	9%	8%	15%
		BC			GHI
Low2Box (Somewhat/ Strongly disagree)	2040	492	1257	271	396
	51%	45%	52%	55%	41%
			A	A	
LowBox (Strongly disagree)	380	91	229	55	70
	9%	8%	10%	11%	7%
Mean	2.5	2.6	2.5	2.4	2.7
		BC			FGHI
Std. Dev.	0.8	0.8	0.8	0.8	0.8
Std. Err	*	*	*	*	*

Stu. Lit.

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Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F/G/H/I, J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, a/b

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

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RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
Yes	No	Yes	No	Yes	No
W	X	Y	Z	a	b
584	605	237	666	110	127
581	603	224	650	103	120
60	45	18	73	11	7
10%	8%	8%	11%	11%	6%
221	229	75	242	40	35
38%	38%	34%	37%	39%	29%
239	270	114	280	45	68
41%	45%	51%	43%	44%	57%
		Z			
61	60	17	55	7	9
11%	10%	7%	8%	7%	8%
581	603	224	650	103	120
100%	100%	100%	100%	100%	100%
281	274	94	316	51	43
48%	45%	42%	49%	49%	36%
				b	
60	45	18	73	11	7
10%	8%	8%	11%	11%	6%
300	330	130	335	52	78
52%	55%	58%	51%	51%	64%
					a
61	60	17	55	7	9
11%	10%	7%	8%	7%	8%
2.5	2.4	2.4	2.5	2.5	2.3
0.8	0.8	0.7	0.8	0.8	0.7
*	*	0.1	*	0.1	0.1

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