

[It is important to me to trust the companies that I support.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	1180	318	711	145	253	508	419	264	916
	29%	27%	31%	28%	25%	31%	31%	30%	29%
			A			D	D		
Somewhat agree	2404	701	1378	314	612	994	799	509	1895
	60%	60%	60%	61%	62%	60%	59%	58%	61%
Somewhat disagree	359	130	176	46	102	131	126	93	266
	9%	11%	8%	9%	10%	8%	9%	11%	9%
		B			E				
Strongly disagree	62	26	20	14	26	28	9	10	52
	2%	2%	1%	3%	3%	2%	1%	1%	2%
		B		B	F	F			
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3584	1019	2089	459	864	1502	1218	773	2811
	89%	87%	91%	89%	87%	90%	90%	88%	90%
			AC			D	D		
TopBox (Strongly agree)	1180	318	711	145	253	508	419	264	916
	29%	27%	31%	28%	25%	31%	31%	30%	29%
			A			D	D		
Low2Box (Somewhat/ Strongly disagree)	421	157	197	59	128	158	135	103	318
	11%	13%	9%	11%	13%	10%	10%	12%	10%
		B		B	EF				
LowBox (Strongly disagree)	62	26	20	14	26	28	9	10	52
	2%	2%	1%	3%	3%	2%	1%	1%	2%
		B		B	F	F			
Mean	3.2	3.1	3.2	3.1	3.1	3.2	3.2	3.2	3.2
			AC			D	D		
Std. Dev.	0.6	0.7	0.6	0.7	0.7	0.6	0.6	0.7	0.6
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[I'll pay a little more money to support a product or service from a company I trust.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	702	208	410	82	155	272	274	180	522
	18%	18%	18%	16%	16%	16%	20%	21%	17%
							DE	H	
Somewhat agree	2389	676	1411	290	565	1022	803	507	1883
	60%	57%	62%	56%	57%	62%	59%	58%	60%
			AC			D			
Somewhat disagree	780	243	408	121	227	309	243	165	615
	19%	21%	18%	23%	23%	19%	18%	19%	20%
		B		B	EF				
Strongly disagree	134	49	57	26	44	57	33	24	110
	3%	4%	3%	5%	4%	3%	2%	3%	4%
		B		B	F				
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3091	884	1820	372	720	1294	1077	686	2405
	77%	75%	80%	72%	73%	78%	80%	78%	77%
			AC			D	D		
TopBox (Strongly agree)	702	208	410	82	155	272	274	180	522
	18%	18%	18%	16%	16%	16%	20%	21%	17%
							DE	H	
Low2Box (Somewhat/ Strongly disagree)	914	292	465	146	272	366	276	189	724
	23%	25%	20%	28%	27%	22%	20%	22%	23%
		B		B	EF				
LowBox (Strongly disagree)	134	49	57	26	44	57	33	24	110
	3%	4%	3%	5%	4%	3%	2%	3%	4%
		B		B	F				
Mean	2.9	2.9	3	2.8	2.8	2.9	3	3	2.9
			AC			D	DE	H	
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[When I trust a company, I tend to recommend that product or service to my friends and family.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	1001	305	576	113	223	388	390	245	756
	25%	26%	25%	22%	22%	23%	29%	28%	24%
							DE	H	
Somewhat agree	2331	673	1334	313	578	976	776	500	1832
	58%	57%	58%	60%	58%	59%	57%	57%	59%
Somewhat disagree	545	154	314	74	148	241	156	108	437
	14%	13%	14%	14%	15%	15%	12%	12%	14%
					F	F			
Strongly disagree	127	44	62	19	43	54	31	22	105
	3%	4%	3%	4%	4%	3%	2%	3%	3%
					F				
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3333	977	1910	426	801	1365	1167	745	2588
	83%	83%	84%	82%	81%	82%	86%	85%	83%
							DE		
TopBox (Strongly agree)	1001	305	576	113	223	388	390	245	756
	25%	26%	25%	22%	22%	23%	29%	28%	24%
							DE	H	
Low2Box (Somewhat/ Strongly disagree)	672	198	375	93	191	295	187	131	542
	17%	17%	16%	18%	19%	18%	14%	15%	17%
					F	F			
LowBox (Strongly disagree)	127	44	62	19	43	54	31	22	105
	3%	4%	3%	4%	4%	3%	2%	3%	3%
					F				
Mean	3.1	3.1	3.1	3	3	3	3.1	3.1	3
							DE	H	
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H

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

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H

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

[I pay more attention to companies that I trust.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	929	258	553	113	200	369	359	230	699
	23%	22%	24%	22%	20%	22%	27%	26%	22%
							DE	H	
Somewhat agree	2519	720	1440	345	644	1070	805	519	2000
	63%	61%	63%	66%	65%	64%	59%	59%	64%
				A	F	F			G
Somewhat disagree	479	167	257	53	120	193	167	112	368
	12%	14%	11%	10%	12%	12%	12%	13%	12%
		BC							
Strongly disagree	78	31	36	8	28	28	22	16	62
	2%	3%	2%	2%	3%	2%	2%	2%	2%
		B			E				
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3448	978	1993	457	844	1439	1164	749	2699
	86%	83%	87%	88%	85%	87%	86%	85%	86%
			A	A					
TopBox (Strongly agree)	929	258	553	113	200	369	359	230	699
	23%	22%	24%	22%	20%	22%	27%	26%	22%
							DE	H	
Low2Box (Somewhat/ Strongly disagree)	557	197	293	61	148	220	189	127	430
	14%	17%	13%	12%	15%	13%	14%	15%	14%
		BC							
LowBox (Strongly disagree)	78	31	36	8	28	28	22	16	62
	2%	3%	2%	2%	3%	2%	2%	2%	2%
		B			E				
Mean	3.1	3	3.1	3.1	3	3.1	3.1	3.1	3.1
			A				D		
Std. Dev.	0.7	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.6
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[I consider myself very loyal to the brands and companies that I support.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	876	262	489	120	207	363	305	193	682
	22%	22%	21%	23%	21%	22%	23%	22%	22%
Somewhat agree	2400	659	1420	309	574	1001	825	528	1872
	60%	56%	62%	60%	58%	60%	61%	60%	60%
			A						
Somewhat disagree	640	221	339	75	180	257	203	136	504
	16%	19%	15%	14%	18%	16%	15%	15%	16%
		BC			F				
Strongly disagree	90	34	37	16	31	38	20	19	71
	2%	3%	2%	3%	3%	2%	2%	2%	2%
		B		B	F				
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3275	921	1909	428	781	1364	1130	721	2554
	82%	78%	84%	83%	79%	82%	84%	82%	82%
			A	A		D	D		
TopBox (Strongly agree)	876	262	489	120	207	363	305	193	682
	22%	22%	21%	23%	21%	22%	23%	22%	22%
Low2Box (Somewhat/ Strongly disagree)	730	255	376	90	211	296	223	155	575
	18%	22%	16%	17%	21%	18%	16%	18%	18%
		BC			EF				
LowBox (Strongly disagree)	90	34	37	16	31	38	20	19	71
	2%	3%	2%	3%	3%	2%	2%	2%	2%
		B		B	F				
Mean	3	3	3	3	3	3	3	3	3
			A				D		
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H

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

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H

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

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

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	607	190	345	69	130	240	238	154	453
	15%	16%	15%	13%	13%	14%	18%	18%	14%
							DE	H	
Somewhat agree	2332	635	1364	318	572	966	794	511	1822
	58%	54%	60%	61%	58%	58%	59%	58%	58%
			A	A					
Somewhat disagree	850	272	467	106	224	361	265	169	681
	21%	23%	20%	20%	23%	22%	20%	19%	22%
Strongly disagree	216	79	109	25	66	93	57	43	173
	5%	7%	5%	5%	7%	6%	4%	5%	6%
		B			F				
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	2939	825	1709	388	701	1206	1032	664	2275
	73%	70%	75%	75%	71%	73%	76%	76%	73%
			A				DE		
TopBox (Strongly agree)	607	190	345	69	130	240	238	154	453
	15%	16%	15%	13%	13%	14%	18%	18%	14%
							DE	H	
Low2Box (Somewhat/ Strongly disagree)	1066	351	576	131	290	454	322	211	854
	27%	30%	25%	25%	29%	27%	24%	24%	27%
		B			F	F			
LowBox (Strongly disagree)	216	79	109	25	66	93	57	43	173
	5%	7%	5%	5%	7%	6%	4%	5%	6%
		B			F				
Mean	2.8	2.8	2.9	2.8	2.8	2.8	2.9	2.9	2.8
			A				DE	H	
Std. Dev.	0.7	0.8	0.7	0.7	0.8	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[When a product or service’s quality and price are similar, I tend to buy the product or service from the company I trust more.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	1415	407	821	182	331	589	495	320	1096
	35%	35%	36%	35%	33%	36%	37%	36%	35%
Somewhat agree	2254	640	1298	303	575	941	737	468	1786
	56%	54%	57%	58%	58%	57%	54%	53%	57%
Somewhat disagree	282	108	141	27	70	106	105	72	210
	7%	9%	6%	5%	7%	6%	8%	8%	7%
		BC							
Strongly disagree	54	21	25	6	17	23	15	16	38
	1%	2%	1%	1%	2%	1%	1%	2%	1%
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3669	1047	2119	485	905	1531	1233	787	2882
	92%	89%	93%	94%	91%	92%	91%	90%	92%
			A	A					G
TopBox (Strongly agree)	1415	407	821	182	331	589	495	320	1096
	35%	35%	36%	35%	33%	36%	37%	36%	35%
Low2Box (Somewhat/ Strongly disagree)	336	129	167	33	87	129	120	88	248
	8%	11%	7%	6%	9%	8%	9%	10%	8%
		BC						H	
LowBox (Strongly disagree)	54	21	25	6	17	23	15	16	38
	1%	2%	1%	1%	2%	1%	1%	2%	1%
Mean	3.3	3.2	3.3	3.3	3.2	3.3	3.3	3.2	3.3
			A						
Std. Dev.	0.6	0.7	0.6	0.6	0.6	0.6	0.6	0.7	0.6
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[I am more likely to trust a company that announces product recalls.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	811	228	482	97	164	343	304	202	609
	20%	19%	21%	19%	17%	21%	22%	23%	19%
						D	D	H	
Somewhat agree	2354	681	1343	315	604	961	788	514	1840
	59%	58%	59%	61%	61%	58%	58%	59%	59%
Somewhat disagree	726	223	411	88	194	312	219	137	589
	18%	19%	18%	17%	20%	19%	16%	16%	19%
					F				G
Strongly disagree	114	44	49	19	29	44	41	23	91
	3%	4%	2%	4%	3%	3%	3%	3%	3%
		B		B					
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3165	909	1825	412	769	1303	1093	716	2449
	79%	77%	80%	79%	77%	79%	81%	82%	78%
								H	
TopBox (Strongly agree)	811	228	482	97	164	343	304	202	609
	20%	19%	21%	19%	17%	21%	22%	23%	19%
						D	D	H	
Low2Box (Somewhat/ Strongly disagree)	840	267	461	106	223	356	261	160	680
	21%	23%	20%	21%	23%	21%	19%	18%	22%
									G
LowBox (Strongly disagree)	114	44	49	19	29	44	41	23	91
	3%	4%	2%	4%	3%	3%	3%	3%	3%
		B		B					
Mean	3	2.9	3	2.9	2.9	3	3	3	2.9
			A				D	H	
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[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?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	279	89	157	31	58	93	127	100	179
	7%	8%	7%	6%	6%	6%	9%	11%	6%
							DE	H	
Somewhat agree	2088	628	1197	251	497	852	738	474	1613
	52%	53%	52%	49%	50%	51%	55%	54%	52%
							D		
Somewhat disagree	1374	382	798	185	355	603	416	253	1121
	34%	33%	35%	36%	36%	36%	31%	29%	36%
					F	F			G
Strongly disagree	265	76	133	51	81	112	72	49	216
	7%	6%	6%	10%	8%	7%	5%	6%	7%
				AB	F				
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	2367	717	1355	282	556	945	865	574	1792
	59%	61%	59%	54%	56%	57%	64%	66%	57%
		C	C				DE	H	
TopBox (Strongly agree)	279	89	157	31	58	93	127	100	179
	7%	8%	7%	6%	6%	6%	9%	11%	6%
							DE	H	
Low2Box (Somewhat/ Strongly disagree)	1638	459	931	236	436	714	488	301	1337
	41%	39%	41%	46%	44%	43%	36%	34%	43%
				AB	F	F			G
LowBox (Strongly disagree)	265	76	133	51	81	112	72	49	216
	7%	6%	6%	10%	8%	7%	5%	6%	7%
				AB	F				
Mean	2.6	2.6	2.6	2.5	2.5	2.6	2.7	2.7	2.6
		C	C				DE	H	
Std. Dev.	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[I trust a company that will stand behind their products.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	1428	355	869	197	314	622	492	315	1113
	36%	30%	38%	38%	32%	37%	36%	36%	36%
			A	A		D	D		
Somewhat agree	2210	683	1233	283	574	900	737	473	1737
	55%	58%	54%	55%	58%	54%	54%	54%	56%
		B							
Somewhat disagree	312	119	159	29	87	117	107	71	241
	8%	10%	7%	6%	9%	7%	8%	8%	8%
		BC							
Strongly disagree	55	18	24	10	17	21	17	17	39
	1%	2%	1%	2%	2%	1%	1%	2%	1%
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3638	1038	2102	480	888	1522	1229	788	2850
	91%	88%	92%	93%	89%	92%	91%	90%	91%
			A	A					
TopBox (Strongly agree)	1428	355	869	197	314	622	492	315	1113
	36%	30%	38%	38%	32%	37%	36%	36%	36%
			A	A		D	D		
Low2Box (Somewhat/ Strongly disagree)	367	138	183	38	104	138	125	87	279
	9%	12%	8%	7%	11%	8%	9%	10%	9%
		BC							
LowBox (Strongly disagree)	55	18	24	10	17	21	17	17	39
	1%	2%	1%	2%	2%	1%	1%	2%	1%
Mean	3.3	3.2	3.3	3.3	3.2	3.3	3.3	3.2	3.3
			A	A		D	D		
Std. Dev.	0.7	0.7	0.6	0.7	0.7	0.6	0.7	0.7	0.6
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[I’d be more willing to work for a company that I trust.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	1573	444	928	193	338	652	583	365	1209
	39%	38%	41%	37%	34%	39%	43%	42%	39%
						D	DE		
Somewhat agree	2108	624	1190	282	561	875	671	434	1674
	53%	53%	52%	54%	57%	53%	50%	50%	54%
					F				G
Somewhat disagree	243	85	129	27	61	102	80	63	180
	6%	7%	6%	5%	6%	6%	6%	7%	6%
Strongly disagree	81	23	38	17	31	31	19	15	66
	2%	2%	2%	3%	3%	2%	1%	2%	2%
				B	EF				
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3681	1068	2118	474	900	1527	1254	798	2883
	92%	91%	93%	92%	91%	92%	93%	91%	92%
TopBox (Strongly agree)	1573	444	928	193	338	652	583	365	1209
	39%	38%	41%	37%	34%	39%	43%	42%	39%
						D	DE		
Low2Box (Somewhat/ Strongly disagree)	324	108	167	44	92	133	99	78	246
	8%	9%	7%	8%	9%	8%	7%	9%	8%
LowBox (Strongly disagree)	81	23	38	17	31	31	19	15	66
	2%	2%	2%	3%	3%	2%	1%	2%	2%
				B	EF				
Mean	3.3	3.3	3.3	3.3	3.2	3.3	3.3	3.3	3.3
			AC			D	DE		
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
 - Columns Tested (5%): A/B/C, D/E/F, G/H
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 - Columns Tested (5%): A/B/C, D/E/F, G/H
 - Minimum Base: 30 (**), Small Base: 100 (*)

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

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	1225	348	731	139	266	486	472	311	914
	31%	30%	32%	27%	27%	29%	35%	36%	29%
			C				DE	H	
Somewhat agree	2316	667	1316	322	599	978	740	468	1849
	58%	57%	58%	62%	60%	59%	55%	53%	59%
				A	F	F			G
Somewhat disagree	358	126	191	36	90	153	115	82	276
	9%	11%	8%	7%	9%	9%	8%	9%	9%
		BC							
Strongly disagree	106	35	48	21	37	43	26	15	91
	3%	3%	2%	4%	4%	3%	2%	2%	3%
				B	F				G
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3541	1015	2047	461	865	1464	1212	779	2763
	88%	86%	90%	89%	87%	88%	90%	89%	88%
			A						
TopBox (Strongly agree)	1225	348	731	139	266	486	472	311	914
	31%	30%	32%	27%	27%	29%	35%	36%	29%
			C				DE	H	
Low2Box (Somewhat/ Strongly disagree)	464	161	239	57	127	196	141	97	367
	12%	14%	10%	11%	13%	12%	10%	11%	12%
		B							
LowBox (Strongly disagree)	106	35	48	21	37	43	26	15	91
	3%	3%	2%	4%	4%	3%	2%	2%	3%
				B	F				G
Mean	3.2	3.1	3.2	3.1	3.1	3.1	3.2	3.2	3.1
			AC				DE	H	
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[I buy items solely based on their price.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	315	117	155	44	83	108	124	86	229
	8%	10%	7%	9%	8%	7%	9%	10%	7%
		B					E	H	
Somewhat agree	1604	511	884	197	409	618	576	387	1217
	40%	43%	39%	38%	41%	37%	43%	44%	39%
		BC			E		E	H	
Somewhat disagree	1720	444	1044	219	406	774	539	326	1393
	43%	38%	46%	42%	41%	47%	40%	37%	45%
			A			DF			G
Strongly disagree	366	103	202	57	94	159	113	77	289
	9%	9%	9%	11%	9%	10%	8%	9%	9%
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	1919	628	1039	242	492	726	701	473	1447
	48%	53%	45%	47%	50%	44%	52%	54%	46%
		BC			E		E	H	
TopBox (Strongly agree)	315	117	155	44	83	108	124	86	229
	8%	10%	7%	9%	8%	7%	9%	10%	7%
		B					E	H	
Low2Box (Somewhat/ Strongly disagree)	2086	548	1247	277	500	933	653	403	1683
	52%	47%	55%	53%	50%	56%	48%	46%	54%
			A	A		DF			G
LowBox (Strongly disagree)	366	103	202	57	94	159	113	77	289
	9%	9%	9%	11%	9%	10%	8%	9%	9%
Mean	2.5	2.5	2.4	2.4	2.5	2.4	2.5	2.6	2.4
		BC			E		E	H	
Std. Dev.	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.8
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H

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

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H

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

[I trust online customer reviews or ratings of products and services]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	375	138	201	32	80	132	163	125	251
	9%	12%	9%	6%	8%	8%	12%	14%	8%
		BC	C				DE	H	
Somewhat agree	2109	673	1194	234	481	822	806	530	1579
	53%	57%	52%	45%	48%	50%	60%	61%	50%
		BC	C				DE	H	
Somewhat disagree	1181	297	710	165	322	544	314	187	994
	29%	25%	31%	32%	33%	33%	23%	21%	32%
			A	A	F	F			G
Strongly disagree	340	68	180	88	108	161	71	34	306
	8%	6%	8%	17%	11%	10%	5%	4%	10%
			A	AB	F	F			G
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	2484	811	1395	265	561	954	968	654	1829
	62%	69%	61%	51%	57%	58%	72%	75%	58%
		BC	C				DE	H	
TopBox (Strongly agree)	375	138	201	32	80	132	163	125	251
	9%	12%	9%	6%	8%	8%	12%	14%	8%
		BC	C				DE	H	
Low2Box (Somewhat/ Strongly disagree)	1521	365	890	253	431	705	385	221	1300
	38%	31%	39%	49%	43%	42%	28%	25%	42%
			A	AB	F	F			G
LowBox (Strongly disagree)	340	68	180	88	108	161	71	34	306
	8%	6%	8%	17%	11%	10%	5%	4%	10%
			A	AB	F	F			G
Mean	2.6	2.7	2.6	2.4	2.5	2.6	2.8	2.9	2.6
		BC	C				DE	H	
Std. Dev.	0.8	0.7	0.8	0.8	0.8	0.8	0.7	0.7	0.8
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[I trust online influencer reviews of products and services]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	186	66	99	18	30	65	91	72	115
	5%	6%	4%	4%	3%	4%	7%	8%	4%
							DE	H	
Somewhat agree	1297	427	716	145	306	472	519	360	937
	32%	36%	31%	28%	31%	28%	38%	41%	30%
		BC					DE	H	
Somewhat disagree	1591	423	965	194	370	724	498	285	1306
	40%	36%	42%	38%	37%	44%	37%	33%	42%
			AC			DF			G
Strongly disagree	931	260	505	161	287	399	245	159	772
	23%	22%	22%	31%	29%	24%	18%	18%	25%
				AB	EF	F			G
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	1483	493	815	163	335	537	611	432	1052
	37%	42%	36%	31%	34%	32%	45%	49%	34%
		BC					DE	H	
TopBox (Strongly agree)	186	66	99	18	30	65	91	72	115
	5%	6%	4%	4%	3%	4%	7%	8%	4%
							DE	H	
Low2Box (Somewhat/ Strongly disagree)	2522	683	1471	355	656	1123	743	444	2078
	63%	58%	64%	69%	66%	68%	55%	51%	66%
			A	A	F	F			G
LowBox (Strongly disagree)	931	260	505	161	287	399	245	159	772
	23%	22%	22%	31%	29%	24%	18%	18%	25%
				AB	EF	F			G
Mean	2.2	2.3	2.2	2	2.1	2.1	2.3	2.4	2.1
		BC	C				DE	H	
Std. Dev.	0.8	0.9	0.8	0.9	0.8	0.8	0.8	0.9	0.8
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[I am less likely to trust products or services that have hidden costs.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	1968	558	1124	273	476	832	660	403	1565
	49%	47%	49%	53%	48%	50%	49%	46%	50%
				A					G
Somewhat agree	1652	498	950	196	415	673	564	380	1272
	41%	42%	42%	38%	42%	41%	42%	43%	41%
Somewhat disagree	288	94	160	31	75	109	104	77	212
	7%	8%	7%	6%	8%	7%	8%	9%	7%
								H	
Strongly disagree	96	26	51	18	25	46	24	16	81
	2%	2%	2%	3%	3%	3%	2%	2%	3%
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3620	1056	2075	470	891	1505	1225	783	2837
	90%	90%	91%	91%	90%	91%	90%	89%	91%
TopBox (Strongly agree)	1968	558	1124	273	476	832	660	403	1565
	49%	47%	49%	53%	48%	50%	49%	46%	50%
				A					G
Low2Box (Somewhat/ Strongly disagree)	385	120	211	49	101	155	129	92	292
	10%	10%	9%	9%	10%	9%	10%	11%	9%
LowBox (Strongly disagree)	96	26	51	18	25	46	24	16	81
	2%	2%	2%	3%	3%	3%	2%	2%	3%
Mean	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.3	3.4
Std. Dev.	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[I am more likely to trust a company that offers a money-back guarantee.]

Do you agree or disagree with the following statements?

		Marital Status			Household Size			Children in HH	
	Total	Single	Married/ living with partner	Divorced/ separated/ widowed	1	2	3+	Yes	No
		A	B	C	D	E	F	G	H
Base: All Respondents	4005	1123	2308	549	1000	1678	1327	863	3142
Base: Weighted	4005	1176	2285	518	992	1660	1353	876	3129
Strongly agree	1069	270	649	145	230	452	388	249	820
	27%	23%	28%	28%	23%	27%	29%	28%	26%
			A	A		D	D		
Somewhat agree	2329	696	1314	309	603	950	777	505	1824
	58%	59%	57%	60%	61%	57%	57%	58%	58%
Somewhat disagree	527	183	283	54	140	223	164	102	424
	13%	16%	12%	10%	14%	13%	12%	12%	14%
		BC							
Strongly disagree	79	27	39	11	19	35	25	19	60
	2%	2%	2%	2%	2%	2%	2%	2%	2%
Sigma	4005	1176	2285	518	992	1660	1353	876	3129
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Top2Box (Strongly/ Somewhat agree)	3399	966	1963	453	833	1402	1164	754	2645
	85%	82%	86%	87%	84%	84%	86%	86%	85%
			A	A					
TopBox (Strongly agree)	1069	270	649	145	230	452	388	249	820
	27%	23%	28%	28%	23%	27%	29%	28%	26%
			A	A		D	D		
Low2Box (Somewhat/ Strongly disagree)	606	210	322	65	159	258	189	121	485
	15%	18%	14%	13%	16%	16%	14%	14%	15%
		BC							
LowBox (Strongly disagree)	79	27	39	11	19	35	25	19	60
	2%	2%	2%	2%	2%	2%	2%	2%	2%
Mean	3.1	3	3.1	3.1	3.1	3.1	3.1	3.1	3.1
			A	A			D		
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H
Minimum Base: 30 (**), Small Base: 100 (*)