

# **Trust in Professions 2008**

## **Public Awareness of Trust in Professions Computer Tables**

**Research Study Conducted for  
The Royal College of Physicians**



**Royal College  
of Physicians**

Setting higher medical standards

**November 2008**



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# Contents

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<b>Introduction</b>	<b>1</b>
Methodology	1
Reporting	1
Publication of Data	2

## **Appendices**

Statistical Reliability	
Definition of Social Grades	
Topline Findings	
Computer Tables	



# Introduction

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This volume of computer tables gives the findings of a survey conducted by Ipsos MORI on behalf of the Royal College of Physicians. The main objective of this survey was: to examine the level of public trust for a variety of professions and types of people. The findings have been tracked by Ipsos MORI over the last 25 years.

## Methodology

The questions were placed on the Ipsos MORI Public Affairs Monitor ('PAM') – an omnibus study that asks a range of social questions of British adults.

A nationally representative quota sample of 2,029 adults aged 16 and over was interviewed in 210 sampling points throughout Great Britain from 13-18 November 2008. Quotas were set within output areas by age, gender, work status and housing tenure; and the survey data were weighted by age within gender, social grade, region, work status, ethnicity, and cars in household.

Interviews were conducted face-to-face in respondents' homes, using Computer Assisted Personal Interviewing (CAPI).

## Reporting

Please note that the percentage figures for the various sub-samples or groups need to differ by a certain number of percentage points for the difference to be statistically significant. The number will depend on the size of the sub-group sample and the percentage finding itself. There is further explanation in the section entitled "Statistical Reliability" in the Appendices to the main report.

## **Publication of Data**

Our Standard Terms and Conditions apply to this, as to all studies we carry out. Compliance with the Market Research Society Code of Conduct and our clearing is necessary of any copy or data for publication, web-siting or press releases which contain any data derived from Ipsos MORI research. This is to protect our client's reputation and integrity as much as our own. We recognise that it is in no-one's best interests to have survey findings published which could be misinterpreted or could appear to be inaccurately, or misleadingly, presented.

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*Michele Corrado*

*Sue Bennett*

*Mehreen Chandan*

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# Appendices

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# Statistical Reliability

The sampling tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. As indicated, sampling tolerances vary with the size of the sample and the size of the percentage results.

For example, on a question where 50% of the people in a sample of 2,029 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 2 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures (i.e., between 48% and 52%).

<b>Approximate sampling tolerances applicable to percentages at or near these levels</b>			
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
	<b>±</b>	<b>±</b>	<b>±</b>
<b>Size of sample on which survey result is based</b>			
All GB adult respondents aged 16+ (2,029)	1	2	2

*Source: Ipsos MORI*

Tolerances are also involved in the comparison of results from different parts of the sample. A difference, in other words, must be of at least a certain size to be considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

<b>Differences required for significant at or near these percentages</b>			
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
Men vs. Women (996 vs. 1,033)	2	3	4
Young people aged 16-24 vs. older people aged 65+ (277 vs. 460)	4	7	7
Social Classes AB vs. Social Classes DE (443 vs. 530)	4	6	6

*Source: Ipsos MORI*

## Definition of Social Grades

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- A** Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.
- B** People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.
- C1** All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.
- C2** Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.
- D** Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.
- E** Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income.

# Topline Findings

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**TRUST IN PEOPLE /Trust in Doctors 2008  
(Ipsos MORI/ RCP)  
Topline Results & Trends – (24 November 2008)**

- 2,029 respondents aged 16+ across Great Britain.
- Interviews carried out face-to-face, in home.
- Fieldwork conducted between 13–18 November 2008.
- Results based on all (2,029) unless otherwise stated.
- Results have been weighted to the known GB adult population profile.
- An asterisk (\*) denotes a finding of less than 0.5%, but greater than zero.
- Where figures do not add up to 100, this is due to multiple responses or computer rounding.

Q1. **SHOWCARD Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not? READ OUT EACH IN TURN SINGLE CODE FOR EACH. ROTATE ORDER**

	<b>Tell the truth</b>	<b>Not tell the truth</b>	<b>Don't know</b>
	%	%	%
Doctors	92	6	2
Teachers	87	8	5
Professors	79	9	12
Judges	78	14	8
Clergyman/Priests	74	17	8
Scientists	72	16	12
Television News Readers	66	24	10
The Police	65	27	8
The ordinary man/woman in the street	60	27	13
Pollsters	48	32	19
Civil Servants	48	39	12
Trade Union officials	45	40	15
Business Leaders	30	59	11
Government Ministers	24	70	6
Politicians generally	21	73	6
Journalists	19	74	6

**Trend Data**

Q1 SHOWCARD Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not? SINGLE CODE FOR EACH

	Tell the truth												
	'83	'93	'97 25/4 - 28/4	'99 8/1 - 12/1	'00 3/3 - 7/3	'01 1/3 - 6/3	'02 7/2 - 13/2	'03 6/2 - 10/2	'04 26/2 - 2/3	'05 17/2 - 21/2	'06 12/10 - 16/10	'07 15/11 - 20/11	'08 13/11 - 18/11
Doctors	82	84	86	91	87	89	91	91	92	91	92	90	92
Teachers	79	84	83	89	85	86	85	87	89	88	88	86	87
Professors	n/a	70	70	79	76	78	77	74	80	77	80	78	79
Judges	77	68	72	77	77	78	77	72	75	76	75	78	78
Clergyman/ Priests	85	80	71	80	78	78	80	71	75	73	75	73	74
Scientists	n/a	n/a	63	63	63	65	64	65	69	70	72	65	72
Television news readers	63	72	74	74	73	75	71	66	70	63	66	61	66
The Police	61	63	61	61	60	63	59	64	63	58	61	59	65
The ordinary man/ woman in the street	57	64	56	60	52	52	54	53	55	56	56	52	60
Pollsters	n/a	52	55	49	46	46	47	46	49	50	51	45	48
Civil Servants	25	37	36	47	47	43	45	46	51	44	48	44	48
Trade Union officials	18	32	27	39	38	39	37	33	39	37	41	38	45
Business Leaders	25	32	29	28	28	27	25	28	30	24	31	26	30
Government Ministers	16	11	12	23	21	20	20	20	23	20	22	22	24
Politicians generally	18	14	15	23	20	17	19	18	22	20	20	18	21
Journalists	19	10	15	15	15	18	13	18	20	16	19	18	19

Base: c.2,000 British adults aged 15+/16+ each year.

## Q1 Cont.

	<b>Not tell the truth</b>												
	'83	'93	'97	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08
			25/4- 28/4	8/1 - 12/1	3/3 - 7/3	1/3 - 6/3	7/2 - 13/2	6-10 Feb	26/2 - 2/3	17/2- 21/2	12/10- 16/10	15/11- 20/11	13/11- 18/11
Doctors	14	11	10	7	9	7	6	6	5	6	5	6	6
Teachers	14	9	11	7	10	10	10	8	7	8	7	9	8
Professors	n/a	12	12	10	11	10	11	11	9	10	8	10	9
Judges	18	21	19	16	15	15	15	19	16	16	16	14	14
Clergyman/ Priests	11	13	20	14	16	15	14	20	17	18	17	17	17
Scientists	n/a	n/a	22	27	25	22	23	22	19	18	16	22	16
Television news readers	25	18	14	17	18	17	19	24	20	25	21	27	24
The Police	32	26	30	31	33	27	31	26	28	32	29	31	27
The ordinary man/ woman in the street	27	21	28	28	34	34	31	32	29	31	29	33	27
Pollsters	n/a	28	28	35	35	34	35	34	30	31	29	32	32
Civil Servants	63	50	50	41	40	45	42	41	37	43	37	43	39
Trade Union officials	71	54	56	47	47	46	49	53	44	46	42	45	40
Business Leaders	65	57	60	60	60	61	62	60	58	63	56	62	59
Government Ministers	74	81	80	70	72	73	72	73	70	71	70	71	70
Politicians generally	75	79	78	72	74	77	73	75	71	73	72	76	73
Journalists	73	84	76	79	78	75	79	75	72	77	72	75	74

Base: c.2,000 British adults aged 15+/16+ each year.

## Q1 Cont.

	'83	'93	'97 25/4 - 28/4	'99 8/1 - 12/1	'00 3/3 - 7/3	'01 1/3 - 6/3	Don't know %						
							'02 7/2 - 13/2	'03 6/2 - 10/2	'04 26/2 - 2/3	'05 17/2- 21/2	'06 12/10- 16/10	'07 15/11- 20/11	'08 13/11- 18/11
Doctors	4	5	4	2	4	3	2	2	3	4	3	4	2
Teachers	7	7	6	4	5	5	5	5	5	4	5	5	5
Professors	n/a	18	18	11	13	12	11	15	11	13	12	12	12
Judges	5	11	9	4	8	7	8	9	8	8	10	8	8
Clergyman/ Priests	4	7	9	6	6	7	5	9	8	9	9	10	8
Scientists	n/a	n/a	15	10	12	13	13	13	12	12	13	13	12
Television news readers	12	10	12	9	10	8	11	10	10	12	13	12	10
The Police	7	11	9	7	8	10	10	9	10	10	10	10	8
The ordinary man/ woman in the street	16	15	16	11	14	14	15	15	17	14	15	15	13
Pollsters	n/a	20	17	16	19	19	17	20	21	19	21	22	19
Civil Servants	12	13	14	12	14	12	14	13	13	13	15	13	12
Trade Union officials	11	86	17	13	15	15	14	13	17	16	17	17	15
Business Leaders	10	11	11	12	12	13	13	12	13	13	14	11	11
Government Ministers	10	8	8	7	7	7	8	7	8	9	8	8	6
Politicians generally	7	7	7	5	6	5	8	7	7	7	8	6	6
Journalists	8	6	9	6	6	8	8	7	8	8	9	7	6

Base: c.2,000 British adults aged 15+/16+ each year.



# Computer Tables

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**P.A.M. 21 - Trust in Professions**  
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Table 1

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Doctors -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	1863 92% <sup>l</sup>	917 93% <sup>z</sup>	947 91%	265 93% <sup>l</sup>	186 96% <sup>z</sup>	228 89%	173 97% <sup>z</sup>	164 90%	138 92%	162 91%	211 90%	81 90%	86 84%	170 95% <sup>e</sup>	522 92%	218 93%	428 94%	645 92%	425 92%	334 94%	762 93%	1867 92%
Not tell the truth	115 6% <sup>ft</sup>	47 5%	69 7%	10 4%	5 3%	16 6% <sup>f</sup>	3 2%	13 7% <sup>f</sup>	7 4%	11 6%	19 8% <sup>df</sup>	8 9% <sup>df</sup>	14 14% <sup>z</sup>	7 4%	35 6%	11 5%	17 4%	34 5%	24 5%	14 4%	35 4%	111 5%
Don't know	51 2%	21 2%	30 3%	9 3%	2 1%	13 5% <sup>z</sup>	3 2%	6 3%	6 4%	4 3%	5 2%	1 1%	1 1%	1 1%	11 2%	6 2%	9 2%	20 3%	12 3%	7 2%	21 3%	51 3%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

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Table 2

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Doctors -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Tell the truth	1863	270	300	354	306	262	193	178	847	201	816	486	558	385	435	334	762	1867	
		92%ejn	91%	93%	92%	94%e	88%	92%	91%	94%zj	91%	90%	92%n	94%zn	92%	88%	94%	93%	92%
Not tell the truth	115	19	21	19	10	20	10	16	38	15	62	25	20	25	44	14	35	111	
		6%dhlp	6%	7%	5%	3%	7%	5%	8%d	4%	7%	7%zh	5%	3%	6%	9%zkl	4%	4%	5%
Don't know	51	7	3	10	8	14	6	1	18	5	27	15	14	8	14	7	21	51	
		2%	3%	1%	3%	3%	5%zbg	3%	1%	2%	2%	3%	3%	2%	2%	3%	2%	3%	3%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

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Table 3

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Doctors -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age						Unwtd total	
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)	Female 55+ (p)		
Unweighted total	2029	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029
Weighted total	2029	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029
Tell the truth	1863	142	282	1438	506	552	289	1705	158	215	16	298	330	288	272	329	345	1867
	92%	93%	95%	91%	94%ze	90%	94%e	92%	88%	92%	91%	95%an	94%n	91%	89%	92%	90%	92%
Not tell the truth	115	7	10	98	21	47	9	101	14	11	2	14	12	20	26	17	25	111
	6%f	4%	3%	6%	4%	8%zdf	3%	5%	8%	5%	9%	4%	4%	6%	9%zl	5%	7%	5%
Don't know	51	4	6	40	9	13	8	44	7	6	-	3	9	10	8	10	12	51
	2%	3%	2%	3%	2%	2%	3%	2%	4%	3%	-	1%	3%	3%	2%	3%	3%	3%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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Table 4

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Teachers -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	1771 87%	875 89% <sup>azb</sup>	895 86%	251 88%	173 90%	230 89%	162 91% <sup>gi</sup>	151 83%	124 83%	146 82%	205 87%	79 88%	86 85%	164 92% <sup>ghi</sup>	491 86%	212 90%	427 94% <sup>zn</sup>	631 90% <sup>z</sup>	401 87%	331 93% <sup>zt</sup>	703 86%	1774 87%
Not tell the truth	162 8% <sup>ps</sup>	73 7%	89 8%	23 8%	11 6%	15 6%	11 6%	19 10%	13 9%	19 11%	24 10%	7 8%	10 10%	9 5%	47 8% <sup>p</sup>	16 7%	19 4%	47 7%	44 10%	13 4%	66 8% <sup>s</sup>	151 7%
Don't know	96 5% <sup>apq</sup>	35 4%	61 6% <sup>za</sup>	11 4%	8 4%	13 5%	6 3%	13 7%	13 9% <sup>j</sup>	12 7%	6 3%	4 4%	5 5%	6 3%	31 5% <sup>p</sup>	7 3%	8 2%	22 3%	16 3%	10 3%	50 6% <sup>zs</sup>	104 5%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

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Table 5

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Teachers -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Tell the truth	1771	250	302	355	287	249	176	152	823	193	754	484	526	355	405	331	703	1774	
		87% <b>gjn</b>	84%	93% <b>zaefg</b>	93% <b>zaefg</b>	88% <b>g</b>	84%	84%	78%	91% <b>zj</b>	88%	83%	92% <b>zmn</b>	89% <b>n</b>	85%	82%	93% <b>z</b>	86%	87%
Not tell the truth	162	39	18	18	23	26	15	23	53	18	92	26	40	39	57	13	66	151	
		8% <b>chko</b>	13% <b>zbcdf</b>	6%	5%	7%	9% <b>c</b>	7%	12% <b>bc</b>	6%	8%	10% <b>zh</b>	5%	7%	9% <b>k</b>	12% <b>zkl</b>	4%	8% <b>o</b>	7%
Don't know	96	8	4	11	15	21	18	20	27	9	60	15	27	24	31	10	50	104	
		5% <b>bhk</b>	3%	1%	3%	4% <b>b</b>	7% <b>abc</b>	9% <b>zabcd</b>	10% <b>zabcd</b>	3%	4%	7% <b>zh</b>	3%	5%	6%	6% <b>k</b>	3%	6% <b>zo</b>	5%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

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Table 6

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Teachers -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total		
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)		Female 55+ (p)	
Unweighted total	2029	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029
Weighted total	2029	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029
Tell the truth	1771	141	271	1359	470	530	279	1610	160	204	17	282	326	267	270	316	310	1774
	87%cp	92%	91%	86%	88%	87%	91%z	87%	90%	88%	96%	89%p	93%zmp	84%	88%p	89%p	81%	87%
Not tell the truth	162	6	22	134	36	55	20	152	10	16	-	28	18	27	29	22	37	151
	8%l	4%	8%	8%	7%	9%	7%	8%	6%	7%	-	9%	5%	9%	10%l	6%	10%	7%
Don't know	96	6	6	84	30	28	7	89	8	13	1	5	7	23	7	18	36	104
	5%bfkl	4%	2%	5%zb	6%f	5%	2%	5%	4%	6%	4%	2%	2%	7%zkl	2%	5%kl	9%zkl	5%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
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Table 7

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Television News Readers -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	1340	655	684	178	137	161	124	128	96	113	150	53	66	133	347	163	323	466	297	244	550	1334
	66% <sup>n</sup>	67%	65%	63%	71%	63%	69%	70%	64%	64%	64%	60%	65%	74% <sup>zcej</sup>	61%	69% <sup>n</sup>	71% <sup>zn</sup>	67%	64%	69%	67%	66%
Not tell the truth	489	237	252	76	46	72	35	35	39	45	57	31	20	32	162	50	94	167	119	85	185	497
	24% <sup>m</sup>	24%	24%	27% <sup>m</sup>	24%	28% <sup>m</sup>	20%	19%	26%	26%	24%	34% <sup>zfgl</sup>	20%	18%	28% <sup>zp</sup>	21%	21%	24%	26%	24%	23%	24%
Don't know	200	91	109	30	10	24	20	19	15	18	29	5	15	14	60	21	37	67	45	26	84	198
	10% <sup>d</sup>	9%	10%	11%	5%	9%	11%	10%	10%	10%	12% <sup>d</sup>	6%	15% <sup>d</sup>	8%	11%	9%	8%	10%	10%	7%	10%	10%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base



**P.A.M. 21 - Trust in Professions**  
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Table 8

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Television News Readers -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Tell the truth	<b>1340</b> 66% <sup>aj</sup>	174 59%	213 66%	265 69% <sup>a</sup>	220 68% <sup>a</sup>	203 69% <sup>a</sup>	138 66%	126 64%	614 68%	150 68%	576 64%	372 71% <sup>zmn</sup>	391 66%	267 64%	310 63%	244 69%	550 67%	1334 66%
Not tell the truth	<b>489</b> 24%	100 34% <sup>zbcdefg</sup>	74 23%	87 23%	75 23%	61 20%	49 23%	44 22%	211 23%	48 22%	230 25%	110 21%	140 24%	105 25%	134 27% <sup>k</sup>	85 24%	185 23%	497 24%
Don't know	<b>200</b> 10%	22 8%	38 12%	31 8%	29 9%	32 11%	22 11%	26 13%	78 9%	22 10%	100 11%	43 8%	61 10%	46 11%	49 10%	26 7%	84 10%	198 10%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 9

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Television News Readers -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total		
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)		Female 55+ (p)	
Unweighted total	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	1340	108	209	1023	382	407	195	1230	110	158	13	198	250	207	189	235	260	1334
	66%	70%	70%	65%	71%zf	67%	64%	66%	61%	68%	72%	63%	71%zkn	65%	62%	66%	68%	66%
Not tell the truth	489	35	68	386	106	156	73	439	51	46	3	87	82	68	87	80	85	497
	24%df	23%	23%	24%	20%	25%df	24%	24%	28%	20%	19%	28%	23%	21%	28%fm	23%	22%	24%
Don't know	200	10	22	168	48	49	38	182	18	29	2	30	19	42	30	41	38	198
	10%l	7%	7%	11%	9%	8%	12%e	10%	10%	12%	9%	10%	5%	13%zl	10%l	11%l	10%l	10%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
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Table 10

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Professors -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total		
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)	
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029	
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029	
Tell the truth	1608	809	799	226	171	198	152	145	103	139	180	71	74	150	424	197	389	568	365	305	639	1610	
		79% <sup>bhn</sup>	82% <sup>zb</sup>	76%	79% <sup>h</sup>	89% <sup>zceghijl</sup>	77%	85% <sup>zehj</sup>	79%	68%	79%	76%	80%	73%	84% <sup>hi</sup>	75%	84% <sup>n</sup>	86% <sup>zn</sup>	81%	79%	86% <sup>zt</sup>	78%	79%
Not tell the truth	185	76	109	19	11	25	13	12	21	21	29	9	14	11	72	19	28	53	47	28	78	177	
		9% <sup>ap</sup>	8%	10%	7%	6%	10%	7%	7%	14% <sup>cdgm</sup>	12%	12% <sup>cd</sup>	10%	14% <sup>cdm</sup>	6%	13% <sup>zp</sup>	8%	6%	8%	10%	8%	10%	9%
Don't know	236	99	137	40	11	35	14	26	26	17	27	9	13	18	72	19	36	78	50	22	101	242	
		12% <sup>adps</sup>	10%	13%	14% <sup>df</sup>	6%	14% <sup>d</sup>	8%	14% <sup>d</sup>	17% <sup>df</sup>	9%	11%	11%	13% <sup>d</sup>	10%	13% <sup>p</sup>	8%	8%	11%	11%	6%	12% <sup>st</sup>	12%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 11

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Professors -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Tell the truth	1608	247	279	323	260	218	156	126	759	180	669	439	476	338	355	305	639	1610	
		79%efgjn	83%efg	86%zefg	84%zefg	80%g	74%	74%	65%	84%zj	82%j	74%	84%zn	80%n	81%n	72%	86%zp	78%	79%
Not tell the truth	185	27	18	25	29	32	17	37	58	19	108	33	51	30	72	28	78	177	
		9%bhk	9%	5%	7%	9%	11%b	8%	19%zabcdef	6%	9%	12%zh	6%	9%	7%	15%zklm	8%	10%	9%
Don't know	236	22	28	36	35	47	36	32	86	22	128	54	66	50	67	22	101	242	
		12%aho	8%	9%	9%	11%	16%zabc	17%zabcd	16%abc	9%	10%	14%zh	10%	11%	12%	14%	6%	12%o	12%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 12

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Professors -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age						Unwtd total	
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)	Female 55+ (p)		
Unweighted total	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	1608	132	249	1226	440	458	252	1463	145	177	15	271	300	238	254	283	261	1610
	79% <b>cemp</b>	86% <b>zc</b>	84% <b>c</b>	78%	82% <b>ae</b>	75%	82% <b>ae</b>	79%	81%	76%	86%	86% <b>zmp</b>	85% <b>zmp</b>	75%	83% <b>mp</b>	79% <b>p</b>	68%	79%
Not tell the truth	185	9	21	155	30	79	27	175	11	26	2	18	24	35	27	30	52	177
	9% <b>dk</b>	6%	7%	10%	6%	13% <b>zd</b>	9%	9%	6%	11%	10%	6%	7%	11% <b>k</b>	9%	8%	14% <b>zk</b>	9%
Don't know	236	12	28	195	66	75	27	213	23	30	1	26	28	45	24	43	70	242
	12% <b>ln</b>	8%	9%	12%	12%	12%	9%	11%	13%	13%	4%	8%	8%	14% <b>kin</b>	8%	12%	18% <b>zkino</b>	12%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
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Table 13

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Judges -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	1583	791	792	225	159	185	155	151	111	139	179	61	69	148	418	198	395	571	362	307	620	1569
		78% <b>be</b> kl	80% <b>zb</b> 76%	79% <b>l</b>	83% <b>ek</b>	72%	86% <b>z</b> ehj k	83% <b>ek</b>	74%	79%	76%	69%	68%	83% <b>ek</b>	74%	85% <b>zn</b>	87% <b>zn</b>	82% <b>z</b>	79%	87% <b>zt</b>	76%	77%
Not tell the truth	287	123	164	39	21	40	15	21	23	23	38	24	22	20	104	27	30	87	62	32	123	299
		14% <b>fp</b> s	12% 16%	14%	11%	16% <b>f</b>	9%	12%	15%	13%	16% <b>f</b>	27% <b>z</b> cde fgij m	22% <b>z</b> dfgm	11%	18% <b>zop</b>	12% <b>p</b>	7%	12%	13%	9%	15% <b>s</b>	15%
Don't know	159	71	89	20	13	32	9	10	16	14	19	4	11	11	46	9	28	42	37	15	76	161
		8% <b>oqs</b>	7% 8%	7%	7%	13% <b>z</b> c fg k m	5%	6%	11%	8%	8%	4%	10%	6%	8% <b>o</b>	4%	6%	6%	8%	4%	9% <b>s</b>	8%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 14

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Judges -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Tell the truth	<b>1583</b>	231	271	320	262	220	148	131	752	182	649	457	473	316	337	307	620	1569	
		78%fgjn	78%g	84%zefg	84%zefg	81%fg	74%	71%	67%	83%zj	83%j	72%	87%zlmn	80%n	76%n	68%	87%zpj	76%	77%
Not tell the truth	<b>287</b>	46	33	41	45	49	40	34	96	30	161	44	72	58	113	32	123	299	
		14%chko	16%	10%	11%	14%	16%bc	19%zbc	17%	11%	13%	18%zh	8%	12%	14%k	23%zklm	9%	15%o	15%
Don't know	<b>159</b>	20	20	22	18	28	21	30	55	8	96	25	48	44	43	15	76	161	
		8%hiko	7%	6%	6%	9%	10%d	15%zabcd	6%	4%	11%zhi	5%	8%k	11%zk	9%k	4%	9%o	8%	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 15

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Judges -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total		
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)		Female 55+ (p)	
Unweighted total	2029	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029
Weighted total	2029	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029
Tell the truth	1583	135	248	1200	450	468	243	1455	128	177	17	253	297	240	249	285	258	1569
		78% <b>chp</b>	88% <b>zc</b>	83% <b>zc</b>	76%	84% <b>ze</b>	76%	79%	79% <b>h</b>	72%	76%	80% <b>p</b>	85% <b>zmp</b>	76% <b>p</b>	81% <b>p</b>	80% <b>p</b>	68%	77%
Not tell the truth	287	14	33	241	52	99	56	260	26	34	-	37	39	47	42	47	76	299
		14% <b>d</b>	9%	11%	15% <b>za</b>	10%	16% <b>d</b>	18% <b>zd</b>	14%	15%	15%	12%	11%	15%	14%	13%	20% <b>zkio</b>	15%
Don't know	159	5	18	136	35	45	8	135	24	22	1	25	15	31	15	25	49	161
		8% <b>afgn</b>	3%	6%	9% <b>za</b>	6% <b>f</b>	7% <b>f</b>	3%	7%	14% <b>zg</b>	9%	4%	4%	10% <b>ln</b>	5%	7%	13% <b>zln</b>	8%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**P.A.M. 21 - Trust in Professions**  
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Table 16

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Clergyman/Priests -**

Base : All respondents

Total (z)	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)	Popular (t)		
Unweighted total <b>2029</b>	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029	
Weighted total <b>2029</b>	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029	
Tell the truth <b>1508</b>	728	780	228	139	198	141	141	96	140	171	58	72	124	411	171	348	519	347	256	620	1499	
	74% <b>hk</b>	74%	75%	80% <b>zhkm</b>	72%	77% <b>hk</b>	79% <b>hkm</b>	77% <b>hk</b>	64%	79% <b>hkm</b>	73%	65%	71%	69%	72%	73%	77%	74%	75%	72%	76%	74%
Not tell the truth <b>350</b>	170	180	33	33	39	26	30	38	22	43	26	25	35	104	46	71	126	78	74	128	353	
	17% <b>c</b>	17%	17%	12%	17%	15%	15%	16%	25% <b>zcefi</b>	13%	18%	29% <b>zcde</b>	24% <b>ci</b>	19% <b>c</b>	18%	19%	16%	18%	17%	21% <b>t</b>	16%	17%
Don't know <b>170</b>	86	84	24	20	21	12	12	16	15	22	6	5	20	53	18	34	55	36	24	71	177	
	8%	9%	8%	8%	10%	8%	6%	6%	11%	8%	9%	6%	4%	11%	9%	8%	8%	8%	8%	7%	9%	9%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 17

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Clergyman/Priests -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Tell the truth	<b>1508</b> <b>74%</b>	213 72%	249 77%	272 71%	242 74%	219 74%	152 73%	162 83% <b>zacf</b>	669 74%	159 72%	680 75%	412 78% <b>zlm</b>	431 73%	302 72%	364 74%	256 72%	620 76%	1499 74%
Not tell the truth	<b>350</b> <b>17%g</b>	58 20%g	46 14%	80 21% <b>bg</b>	64 20%g	51 17%g	38 18%g	15 8%	161 18%	43 19%	146 16%	81 15%	109 18%	72 17%	88 18%	74 21% <b>p</b>	128 16%	353 17%
Don't know	<b>170</b> <b>8%</b>	25 8%	30 9%	32 8%	19 6%	26 9%	20 9%	19 10%	73 8%	18 8%	79 9%	32 6%	53 9%	44 11% <b>k</b>	41 8%	24 7%	71 9%	177 9%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 18

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Clergyman/Priests -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age						Unwtd total	
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)	Female 55+ (p)		
Unweighted total	2029	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029
Weighted total	2029	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029
Tell the truth	1508	126	225	1157	418	469	211	1364	144	167	15	236	255	237	226	259	295	1499
	74% <sup>f</sup>	82% <sup>zc</sup>	75%	73%	78% <sup>zf</sup>	77% <sup>ft</sup>	69%	74%	81% <sup>zg</sup>	72%	82%	75%	72%	75%	74%	73%	77%	74%
Not tell the truth	350	21	55	274	79	103	74	328	22	46	3	48	73	48	56	70	55	353
	17%	14%	18%	17%	15%	17%	24% <sup>zde</sup>	18%	12%	20%	18%	15%	21% <sup>p</sup>	15%	18%	20%	14%	17%
Don't know	170	6	18	146	39	40	22	158	12	19	-	31	23	32	24	28	32	177
	8%	4%	6%	9% <sup>z</sup>	7%	7%	7%	9%	7%	8%	-	10%	7%	10%	8%	8%	8%	9%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
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Table 19

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Scientists -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total		
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)	
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029	
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029	
Tell the truth	1454	732	722	205	150	200	125	135	93	120	170	55	60	140	378	182	352	500	340	293	576	1443	
	n	72%b	74%zb	69%	72%l	78%hkl	78%zhik	70%	74%hkl	62%	68%	72%l	61%	59%	79%zhik	67%	78%n	78%zn	71%	74%	83%zt	70%	71%
Not tell the truth	334	155	178	50	21	33	26	24	23	35	39	25	32	26	107	35	62	122	70	40	141	340	
	16%ds	16%	17%	18%	11%	13%	15%	13%	15%	20%d	16%	28%zcde	31%zedef	14%	19%p	15%	14%	17%	15%	11%	17%st	17%	
Don't know	241	97	145	29	22	24	28	23	34	22	27	9	10	13	83	18	40	77	51	22	102	246	
	12%ams	10%	14%za	10%	11%	9%	16%am	13%	22%zcdegijk	12%	11%	10%	10%	7%	15%zop	8%	9%	11%	11%	6%	12%st	12%	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 20

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Scientists -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Tell the truth	1454	212	250	298	235	204	140	115	689	164	602	416	432	292	315	293	576	1443	
		72%gjn	71%g	77%zefg	78%zefg	72%g	69%	67%	59%	76%zj	74%j	66%	79%zlmn	73%n	70%	64%	83%zpj	70%	71%
Not tell the truth	334	56	41	55	55	50	42	34	129	32	172	69	93	70	101	40	141	340	
		16%hko	19%	13%	14%	17%	20%b	17%	14%	15%	19%zh	13%	16%	17%	20%zk	11%	17%o	17%	
Don't know	241	28	33	30	34	42	27	46	85	24	132	41	67	56	77	22	102	246	
		12%chko	10%	10%	8%	11%	14%c	13%c	24%zabcdef	9%	11%	15%zh	8%	11%	13%k	16%zk	6%	12%o	12%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 21

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Scientists -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total		
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)		Female 55+ (p)	
Unweighted total	2029	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029
Weighted total	2029	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029
Tell the truth	1454	121	226	1108	403	427	228	1324	130	170	15	238	275	220	224	258	240	1443
		72%cp	79%c	76%	70%	75%	70%	74%	72%	73%	84%	75%p	78%zmp	69%	73%p	72%p	63%	71%
Not tell the truth	334	22	43	268	76	121	42	303	30	31	2	48	53	55	50	57	71	340
	16%	15%	14%	17%	14%	20%zdf	14%	16%	17%	13%	11%	15%	15%	17%	16%	16%	19%	17%
Don't know	241	11	30	201	57	64	37	224	18	32	1	30	24	44	32	41	72	246
	12%l	7%	10%	13%za	11%	10%	12%	12%	10%	14%	5%	9%	7%	14%l	10%	11%l	19%zkino	12%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 22

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- The Police -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	1328	642	686	202	136	150	121	119	94	122	154	52	51	127	376	133	322	461	306	244	512	1309
	65% <sup>elot</sup>	65%	66%	71% <sup>ekl</sup>	71% <sup>el</sup>	58%	68% <sup>el</sup>	65% <sup>l</sup>	63%	69% <sup>el</sup>	65% <sup>l</sup>	59%	50%	71% <sup>el</sup>	66% <sup>o</sup>	57%	71% <sup>zo</sup>	66%	66%	69% <sup>at</sup>	62%	65%
Not tell the truth	547	268	279	62	49	77	42	49	42	46	72	31	38	40	156	81	99	180	119	90	238	560
	27% <sup>cp</sup>	27%	27%	22%	26%	30%	23%	27%	28%	26%	31% <sup>c</sup>	35% <sup>cm</sup>	37% <sup>zcfm</sup>	23%	27%	35% <sup>zp</sup>	22%	26%	26%	26%	29%	28%
Don't know	154	74	80	21	7	32	16	15	14	9	9	6	13	11	37	20	33	58	35	20	69	160
	8%	8%	8%	7%	4%	12% <sup>zdij</sup>	9%	8%	9%	5%	4%	7%	13% <sup>dij</sup>	6%	6%	9%	7%	8%	8%	6%	8%	8%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 23

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- The Police -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Tell the truth	1328	193	228	272	204	164	135	133	595	155	578	376	401	250	301	244	512	1309
		65%emnp	65%e	70%e	71%zde	63%	55%	64%e	66%	70%	64%	71%zmn	68%mn	60%	61%	69%p	62%	65%
Not tell the truth	547	89	76	87	94	97	60	44	246	48	253	111	149	126	161	90	238	560
		27%ck	30%c	23%	23%	29%	33%zbc	29%	27%	22%	28%	21%	25%	30%k	33%zkl	26%	29%	28%
Don't know	154	14	20	24	26	36	15	18	62	18	74	39	42	42	31	20	69	160
		8%	5%	6%	6%	8%	12%zabc	7%	7%	8%	8%	7%	7%	10%zn	6%	6%	8%	8%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.



**P.A.M. 21 - Trust in Professions**  
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Table 24

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- The Police -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age						Unwtd total	
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)	Female 55+ (p)		
Unweighted total	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	1328	115	200	1012	364	414	197	1208	120	149	15	220	237	185	201	238	247	1309
	65% <sup>cm</sup>	75% <sup>zc</sup>	67%	64%	68%	68%	64%	65%	67%	64%	81%	70% <sup>am</sup>	68% <sup>m</sup>	58%	66%	67% <sup>m</sup>	64%	65%
Not tell the truth	547	30	80	437	134	150	95	502	45	66	3	75	97	97	84	103	560	
	27% <sup>a</sup>	19%	27%	28% <sup>aa</sup>	25%	25%	31% <sup>ee</sup>	27%	25%	28%	19%	24%	27%	31% <sup>oo</sup>	30%	24%	27%	28%
Don't know	154	9	18	127	39	48	14	140	14	18	-	21	17	36	14	34	33	160
	8% <sup>fn</sup>	6%	6%	8%	7%	8%	5%	8%	8%	8%	-	7%	5%	11% <sup>zln</sup>	5%	9% <sup>ln</sup>	8%	8%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 25

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- The ordinary man/woman in the street -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	1208	599	609	198	109	140	123	97	87	105	138	51	41	120	306	143	321	395	274	254	482	1211
	60%ln	61%	58%	70%zdeg hijkl	56%l	54%l	69%zdegj 	53%	58%l	59%l	58%l	57%l	40%	67%zegl	54%	61%	71%zno	56%	59%	72%zst	59%	60%
Not tell the truth	556	255	301	62	55	60	39	61	41	52	75	28	44	39	181	66	90	217	114	64	219	546
	27%cps	26%	29%	22%	29%	23%	22%	33%cefm	27%	30%	32%cfm	31%	43%zcedef him	22%	32%zp	28%p	20%	31%zr	25%	18%	27%st	27%
Don't know	265	130	135	25	29	58	16	25	22	20	23	10	17	20	82	26	42	87	73	36	117	272
	13%cp	13%	13%	9%	15% c	22%zcfgi jkm	9%	14%	15%	11%	10%	11%	17% c	11%	14%p	11%	9%	13%	16%	10%	14%	13%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 26

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- The ordinary man/woman in the street -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Tell the truth	1208	130	195	233	214	186	136	114	567	136	505	372	370	226	239	254	482	1211	
		60%ajmn	44%	60%a	61%a	66%za	63%a	65%a	59%a	63%zj	62%	56%	71%zlmn	62%mn	54%	49%	72%zp	59%	60%
Not tell the truth	556	128	85	105	78	68	41	51	244	52	260	100	146	132	177	64	219	546	
		27%fko	43%zbcdef	26%	27%f	24%	23%	20%	26%	27%	23%	29%	19%	25%k	32%kl	36%zkl	18%	27%o	27%
Don't know	265	39	44	46	33	42	32	30	93	32	140	53	76	60	76	36	117	272	
		13%hk	13%	13%	12%	10%	14%	15%	10%	15%	16%zh	10%	13%	14%	15%k	10%	14%	13%	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 27

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- The ordinary man/woman in the street -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total			
	Total (z)	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)		Female 35-54 (o)	Female 55+ (p)	
Unweighted total	2029	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	2029	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	1208	114	197	896	348	358	187	1114	94	125	10	171	219	209	154	227	227	1211	
		60% <i>chn</i>	75% <i>zc</i>	66% <i>zc</i>	57%	65% <i>ze</i>	58%	61%	60%	52%	54%	58%	54%	62% <i>n</i>	66% <i>zkn</i>	50%	64% <i>kn</i>	59% <i>n</i>	60%
Not tell the truth	556	23	68	465	126	172	83	500	55	67	4	97	90	68	116	93	92	546	
		27% <i>adm</i>	15%	23%	30% <i>zab</i>	24%	28%	27%	27%	31%	29%	24%	31% <i>m</i>	26%	21%	38% <i>zlmop</i>	26%	24%	27%
Don't know	265	17	34	215	62	82	37	236	30	41	3	47	42	40	35	37	64	272	
		13%	11%	11%	14%	11%	13%	12%	13%	17%	18% <i>z</i>	17%	15%	12%	13%	11%	10%	17% <i>o</i>	13%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 28

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

- Pollsters -

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total		
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)	
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029	
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029	
Tell the truth	982	518	464	178	103	98	111	95	73	81	74	41	40	89	229	122	282	341	226	208	351	984	
	t	48%bejn	53%zb	44%	63%zegh	53%ejl	38%	62%zehij	52%ej	49%j	46%j	31%	45%j	40%	50%ej	40%	52%n	62%zno	49%	49%	59%zt	43%	48%
Not tell the truth	658	293	365	71	65	97	40	45	36	67	101	36	35	65	210	77	114	218	145	101	305	647	
	hp	32%acfg	30%	35%za	25%	34%f	38%cfgh	22%	25%	24%	38%cfgh	43%zcfg	40%cfgh	34%f	37%cfgh	37%zp	33%	25%	31%	32%	29%	37%zs	32%
Don't know	389	173	216	35	25	63	28	43	41	29	61	13	27	25	130	35	57	141	90	45	163	398	
	m	19%cdps	18%	21%	12%	13%	24%zcdf	16%	23%cdm	28%zcdfikm	16%	26%zcdf	14%	26%cdfm	14%	23%zop	15%	13%	20%	19%	13%	20%st	20%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 29

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

- Pollsters -

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Tell the truth	<b>982</b>	123	168	209	155	148	104	75	477	110	394	301	317	179	185	208	351	984
		48% <b>agj</b>	42% <b>mnp</b>	52% <b>ag</b>	55% <b>zag</b>	48% <b></b>	50% <b>g</b>	38% <b></b>	53% <b>zj</b>	50% <b></b>	44% <b></b>	57% <b>zmn</b>	53% <b>zmn</b>	43% <b></b>	38% <b></b>	59% <b>zp</b>	43% <b></b>	48% <b></b>
Not tell the truth	<b>658</b>	108	88	113	107	99	68	75	281	73	303	156	177	137	188	101	305	647
		32% <b></b>	37% <b>b</b>	27% <b></b>	29% <b></b>	33% <b></b>	32% <b></b>	38% <b>b</b>	31% <b></b>	33% <b></b>	33% <b></b>	30% <b></b>	30% <b></b>	33% <b></b>	38% <b>zkl</b>	29% <b></b>	37% <b>zo</b>	32% <b></b>
Don't know	<b>389</b>	65	69	62	62	49	38	46	144	37	208	69	99	102	120	45	163	398
		19% <b>hko</b>	22% <b></b>	21% <b></b>	16% <b></b>	19% <b></b>	17% <b></b>	23% <b></b>	16% <b></b>	17% <b></b>	23% <b>zh</b>	13% <b></b>	17% <b></b>	24% <b>zkl</b>	24% <b>zkl</b>	13% <b></b>	20% <b>o</b>	20% <b></b>

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 30

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

- Pollsters -

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total		
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)		Female 55+ (p)	
Unweighted total	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	982	93	200	689	294	304	168	922	60	90	7	166	188	163	125	176	163	984
	48% <b>ch</b> np	61% <b>zc</b>	67% <b>zc</b>	44%	55% <b>z</b>	50%	55% <b>z</b>	50% <b>zh</b>	34%	39%	37%	53% <b>np</b>	54% <b>np</b>	51% <b>np</b>	41%	49% <b>n</b>	43%	48%
Not tell the truth	658	43	72	543	163	187	92	595	63	91	9	87	101	105	109	119	137	647
	32% <b>b</b>	28%	24%	34% <b>zb</b>	30%	31%	30%	32%	35%	39% <b>z</b>	49%	28%	29%	33%	35%	33%	36%	32%
Don't know	389	17	26	346	79	120	46	334	56	52	3	61	62	50	73	61	83	398
	19% <b>abdg</b>	11%	9%	22% <b>zab</b>	15%	20%	15%	18%	31% <b>zg</b>	22%	14%	19%	18%	16%	24% <b>zmo</b>	17%	22%	20%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 31

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Civil Servants -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	984	495	489	140	83	125	88	74	72	79	129	43	49	102	240	109	262	350	247	201	364	961
	48%gnt	50%	47%	49%	43%	48%	49%	41%	48%	45%	55%dg	48%	48%	57%zdgi	42%	46%	58%zno	50%	53%z	57%zt	44%	47%
Not tell the truth	792	395	398	116	84	92	74	80	59	70	78	40	43	57	257	100	155	260	163	121	346	820
	39%mp	40%	38%	41%	44%m	36%	41%	44%m	39%	40%	33%	44%	42%	32%	45%zp	43%p	34%	37%	35%	34%	42%zs	40%
Don't know	253	95	158	28	25	41	17	29	20	27	28	7	10	21	72	25	37	90	51	32	109	248
	12%aps	10%	15%za	10%	13%	16%	9%	16%	13%	15%	12%	8%	10%	12%	13%p	11%	8%	13%	11%	9%	13%sa	12%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base



**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 32

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Civil Servants -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Tell the truth	<b>984</b>	169	192	194	145	120	89	75	461	105	418	288	286	194	216	201	364	961	
		48%efgnp	57%zdefg	59%zcdefg	51%eg	45%	41%	42%	51%	48%	46%	55%zmn	48%	46%	44%	57%zsp	44%	47%	
Not tell the truth	<b>792</b>	93	96	152	146	139	94	74	364	84	344	183	237	171	201	121	346	820	
		39%ab	31%	29%	40%ab	45%zab	47%zab	45%zab	40%	38%	38%	35%	40%	41%	41%	34%	42%zo	40%	
Don't know	<b>253</b>	35	37	38	34	37	26	46	78	32	144	55	69	53	76	32	109	248	
		12%ho	12%	11%	10%	10%	13%	13%	24%zabcdef	9%	14%h	16%zh	10%	12%	13%	15%zk	9%	13%o	12%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 33

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Civil Servants -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age						Unwtd total	
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)	Female 55+ (p)		
Unweighted total	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	984 48%mp	71 46%	151 50%	762 48%	262 49%	314 51%	143 47%	891 48%	93 52%	104 45%	9 50%	199 63%zlmnop	167 48%	128 40%	161 53%mp	172 48%m	156 41%	961 47%
Not tell the truth	792 39%hk	65 42%	121 40%	607 38%	222 41%	219 36%	135 44%e	737 40%h	56 31%	91 39%	8 43%	82 26%	157 45%zkn	156 49%zknop	106 35%k	140 39%k	151 39%k	820 40%
Don't know	253 12%dl	17 11%	28 9%	208 13%	52 10%	79 13%	29 9%	223 12%	30 17%	38 16%	1 7%	34 11%	27 8%	34 11%	38 12%	44 12%	76 20%zklmno	248 12%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 34

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Trade Union officials -**

Base : All respondents

Total (z)	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwt'd total	
	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)	Popular (t)		
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	906	431	475	130	83	110	86	73	75	73	107	47	30	91	224	110	240	329	211	181	334	892
	45%int	44%	45%	46%l	43%l	43%l	48%l	40%	50%l	41%	46%l	53%l	30%	51%l	39%	47%	53%zn	47%	46%	51%zt	41%	44%
Not tell the truth	810	434	376	114	81	91	69	69	48	81	101	28	56	71	238	94	177	258	170	134	360	811
	40%b	44%zb	36%	40%	42%	35%	39%	38%	32%	46%ehk	43%	31%	55%zcddefghkm	40%	42%	40%	39%	37%	37%	38%	44%z	40%
Don't know	313	120	193	41	29	56	23	41	27	23	27	14	15	17	107	31	36	112	80	39	125	326
	15%amps	12%	19%za	14%	15%	22%zcfijm	13%	22%zcfijm	18%am	13%	12%	16%	15%	9%	19%zp	13%	8%	16%	17%	11%	15%	16%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 35

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Trade Union officials -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Tell the truth	906 45%fp	128 43%f	175 54%zadefg	197 51%zdefg	130 40%	125 42%	71 34%	79 40%	413 46%	107 48%	387 43%	266 51%zlmn	260 44%	170 41%	210 43%	181 51%zsp	334 41%	892 44%
Not tell the truth	810 40%b	105 35%	96 30%	146 38%b	147 45%zab	135 46%ab	105 50%zabcg	76 39%	382 42%	82 37%	347 38%	193 37%	241 41%	184 44%k	193 39%	134 38%	360 44%z	811 40%
Don't know	313 15%cho	63 21%zcde	53 16%c	40 10%	47 15%	36 12%	33 16%	40 21%ce	109 12%	32 15%	172 19%zh	67 13%	92 15%	65 15%	90 18%k	39 11%	125 15%	326 16%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 36

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Trade Union officials -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age						Unwtd total		
	Total (z)	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)		Female 55+ (p)	
Unweighted total	2029	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	2029	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	906	84	169	653	225	324	134	822	84	103	7	155	143	132	148	185	142	892	
		45%cp	54%zcc	57%zcc	41%	42%	53%zdf	44%	47%	44%	42%	49%p	41%	42%	48%p	52%zlm	37%	44%	
Not tell the truth	810	59	98	653	252	203	136	763	47	84	10	108	174	151	93	118	165	811	
		40%behno	38%	33%	41%zb	47%ze	33%	44%e	41%zh	26%	36%	55%	34%	50%zkno	48%zkno	30%	33%	43%no	40%
Don't know	313	11	31	271	60	84	37	266	48	45	1	51	34	34	65	53	75	326	
		15%abdgml	7%	10%	17%zab	11%	14%	12%	14%	27%zg	20%	3%	16%l	10%	11%	21%zimo	15%	20%zlm	16%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 37

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Business Leaders -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	616	344	272	93	54	69	53	60	44	63	77	32	17	53	139	85	167	217	137	130	236	614
	30%bln	35%zb	26%	33%l	28%	27%	30%l	33%l	30%l	35%l	32%l	35%l	17%	30%l	25%	36%n	37%zn	31%	30%	37%zt	29%	30%
Not tell the truth	1192	549	643	158	117	157	105	97	85	98	141	51	73	110	371	132	246	404	273	200	485	1190
	59%a	56%	62%za	55%	61%	61%	59%	53%	57%	56%	60%	58%	72%zcfgh	62%	65%zop	56%	54%	58%	59%	57%	59%	59%
Don't know	221	91	130	34	22	32	21	25	21	16	18	6	11	15	58	18	40	78	50	24	98	225
	11%as	9%	12%za	12%	11%	12%	12%	14%	14%	9%	8%	7%	11%	8%	10%	8%	9%	11%	11%	7%	12%sa	11%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 38

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Business Leaders -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Tell the truth	<b>616</b> 30% <sup>n</sup>	90 31%	106 33%	129 34%	92 28%	87 29%	58 27%	53 27%	295 33%	58 26%	263 29%	188 36% <sup>zln</sup>	172 29%	131 31%	125 25%	130 37% <sup>zsp</sup>	236 29%	614 30%
Not tell the truth	<b>1192</b> 59% <sup>k</sup>	180 61%	182 56%	215 56%	196 61%	184 62%	124 59%	110 56%	524 58%	134 61%	534 59%	283 54%	364 61% <sup>k</sup>	251 60%	294 60%	200 57%	485 59%	1190 59%
Don't know	<b>221</b> 11% <sup>o</sup>	25 9%	37 11%	39 10%	36 11%	25 9%	27 13%	32 16% <sup>ae</sup>	84 9%	29 13%	109 12%	55 10%	57 10%	36 9%	74 15% <sup>zlm</sup>	24 7%	98 12% <sup>o</sup>	225 11%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 39

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Business Leaders -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total		
	Total (z)	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)		Female 35-54 (o)	Female 55+ (p)
Unweighted total	2029	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029
Weighted total	2029	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029
Tell the truth	616	54	104	458	206	177	75	559	57	68	5	121	115	108	76	106	90	614
		30%cfnp	35%	35%	29%	39%zef	29%	25%	30%	32%	29%	38%znp	33%np	34%np	25%	30%	23%	30%
Not tell the truth	1192	91	176	925	287	370	209	1092	100	129	10	165	205	179	197	207	239	1190
		59%dk	59%	59%	53%	61%d	68%zde	59%	56%	56%	59%	52%	58%	56%	64%zkm	58%	62%k	59%
Don't know	221	9	19	193	43	64	22	199	22	35	2	29	31	30	33	43	54	225
		11%abdf	6%	6%	12%zab	8%	11%	7%	11%	12%	15%z	12%	9%	9%	10%	11%	12%	14%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 40

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Journalists -**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth	393 19%b	233 24%zb	160 15%	60 21%	29 15%	66 26%zdfk m	30 17%	34 19%	32 21%	37 21%	48 20%	13 14%	16 16%	29 16%	101 18%	52 22%	106 23%zn	139 20%	98 21%	86 24%zt	147 18%	383 19%
Not tell the truth	1508 74%aes	698 71%	810 77%za	201 71%	153 79%e	176 68%	141 79%e	131 71%	104 69%	130 74%	180 76%	73 81%e	80 79%	139 78%e	426 75%	172 73%	323 71%	523 75%	330 71%	246 69%	617 75%sa	1513 75%
Don't know	129 6%	53 5%	76 7%	24 8%j	11 6%	16 6%	8 4%	18 10%j	15 10%j	10 6%	8 3%	4 4%	5 5%	11 6%	42 7%	10 4%	25 5%	38 5%	34 7%	22 6%	55 7%	133 7%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 41

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Journalists -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Tell the truth	393 19% <sup>a</sup>	42 14%	86 26% <sup>z</sup>	78 20% <sup>adfg</sup>	61 19%	66 22% <sup>af</sup>	32 15%	28 15%	194 22%	35 16%	163 18%	127 24% <sup>zlmn</sup>	109 18%	69 17%	87 18%	86 24% <sup>zp</sup>	147 18%	383 19%
Not tell the truth	1508 74% <sup>bko</sup>	242 82% <sup>zbce</sup>	216 66%	283 74%	248 76% <sup>b</sup>	207 70%	162 78% <sup>b</sup>	151 77% <sup>b</sup>	660 73%	164 74%	684 75%	362 69%	444 75% <sup>k</sup>	327 78% <sup>zk</sup>	374 76% <sup>k</sup>	246 69%	617 75% <sup>o</sup>	1513 75%
Don't know	129 6%	13 4%	23 7%	23 6%	15 5%	24 8%	15 7%	16 8%	48 5%	21 10% <sup>h</sup>	59 7%	36 7%	39 7%	21 5%	32 7%	22 6%	55 7%	133 7%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 42

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Journalists -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total		
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)		Female 55+ (p)	
Unweighted total	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	393 19%fgo	31 20%	58 19%	304 19%	98 18%	130 21%f	44 14%	316 17%	76 43%zg	2 16%	81 26%znop	85 24%znop	66 21%	46 15%	54 15%	59 16%	383 19%	
Not tell the truth	1508 74%hk	112 73%	226 76%	1170 74%	402 75%	442 72%	245 80%ze	1417 77%zh	90 51%	179 77%	14 81%	216 69%	253 72%	229 72%	242 79%zk	277 78%k	291 76%	1513 75%
Don't know	129 6%l	10 7%	15 5%	103 7%	36 7%	40 7%	17 6%	117 6%	12 7%	16 7%	2 9%	18 6%	13 4%	22 7%	18 6%	25 7%	33 9%l	133 7%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 43

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Politicians generally -**

Base : All respondents

Total (z)	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total
	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)	Popular (t)	
Unweighted total <b>2029</b>	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total <b>2029</b>	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Tell the truth <b>434</b> 21% <sup>z</sup>	219	215	74	37	44	30	39	36	43	60	17	8	47	108	45	115	155	117	90	146	426
Not tell the truth <b>1477</b> 73% <sup>r</sup>	712	765	196	151	192	138	132	99	129	159	68	88	126	430	174	312	507	305	246	623	1483
Don't know <b>118</b> 6%	53	65	15	5	22	11	11	15	5	16	5	6	6	31	16	26	37	40	18	49	120
	5%	6%	5%	3%	9% <sup>dim</sup>	6%	6%	10% <sup>zdim</sup>	3%	7%	5%	6%	3%	6%	7%	6%	5%	9% <sup>z</sup>	5%	6%	6%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 44

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Politicians generally -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Tell the truth	<b>434</b> 21%fp	88 30%zcd	76 24%f	86 22%f	66 20%	53 18%	30 14%	35 18%	197 22%	42 19%	195 22%	126 24%	131 22%	77 18%	101 20%	90 25%ap	146 18%	426 21%
Not tell the truth	<b>1477</b> 73%a	185 63%	219 68%	284 74%a	245 76%ab	224 76%a	166 79%zab	153 79%ab	659 73%	166 75%	653 72%	373 71%	430 73%	315 75%	359 73%	246 69%	623 76%zo	1483 73%
Don't know	<b>118</b> 6%c	23 8%c	29 9%zcd	14 4%	13 4%	19 7%	13 6%	7 4%	47 5%	13 6%	58 6%	27 5%	31 5%	27 6%	33 7%	18 5%	49 6%	120 6%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 45

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Politicians generally -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total		
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)		Female 55+ (p)	
Unweighted total	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	434 21%mp	42 27%b	54 18%	338 21%	110 20%	160 26%zdf	58 19%	396 21%	38 21%	6 21%	90 28%zmp	76 22%	54 17%	75 25%mp	76 21%	64 17%	426 21%	
Not tell the truth	1477 73%ekn	108 71%	226 76%	1142 72%	405 75%e	416 68%	237 77%e	1353 73%	123 69%	170 73%	12 73%	201 64%	266 76%kn	246 77%zkn	204 67%	263 74%k	297 78%kn	1483 73%
Don't know	118 6%l	3 2%	18 6%	97 6%	22 4%	35 6%	11 4%	101 5%	17 9%zg	14 6%	1 3%	25 8%l	10 3%	18 6%	27 9%zl	17 5%	22 6%	120 6%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 46

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Government Ministers -**

Base : All respondents

Total (z)	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)	Popular (t)		
Unweighted total <b>2029</b>	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029	
Weighted total <b>2029</b>	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029	
Tell the truth <b>488</b>	260	228	75	33	69	39	42	45	38	61	21	14	51	121	60	121	182	130	105	170	478	
	24% <b>bdit</b>	26% <b>zcb</b>	22%	26% <b>dl</b>	17%	27% <b>dl</b>	22%	23%	30% <b>dl</b>	22%	26% <b>al</b>	23%	14%	28% <b>dl</b>	21%	26%	27%	26%	28% <b>z</b>	30% <b>zct</b>	21%	24%
Not tell the truth <b>1413</b>	668	745	195	151	170	128	126	91	131	157	62	80	121	414	162	310	474	292	234	600	1417	
	70% <b>hr</b>	68%	71%	69%	78% <b>zceh</b>	66%	72%	69%	61%	74% <b>h</b>	67%	70%	79% <b>eh</b>	68%	73%	69%	68%	68%	63%	66%	73% <b>zcs</b>	70%
Don't know <b>128</b>	56	72	14	8	19	12	15	14	8	17	6	8	7	34	12	23	43	40	16	49	134	
	6%	6%	7%	5%	4%	8%	7%	8%	9%	4%	7%	7%	8%	6%	5%	5%	6%	9% <b>z</b>	5%	6%	6%	7%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 47

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Government Ministers -**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Tell the truth	488	96	92	101	68	56	35	40	233	36	219	134	154	85	116	105	170	478
	24%efip	33%zdefg	28%ef	26%ef	21%	19%	17%	20%	26%i	16%	24%i	25%	26%m	20%	24%	30%zp	21%	24%
Not tell the truth	1413	174	211	264	233	225	161	145	623	170	620	355	403	313	343	234	600	1417
	70%a	59%	65%	69%a	72%a	76%zab	77%zabc	74%a	69%	77%zhj	68%	68%	68%	75%zkl	70%	66%	73%zo	70%
Don't know	128	26	21	18	23	15	13	11	47	14	66	37	36	21	34	16	49	134
	6%	9%	7%	5%	7%	5%	6%	5%	5%	6%	7%	7%	6%	5%	7%	5%	6%	7%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.



**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 48

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Government Ministers -**

Base : All respondents

	Activism			Voting intention			Ethnicity		Trust in Doctors		Gender within age					Unwtd total		
	Activist (5+) (a)	Semi-Activist (3 or 4) (b)	Non-Activist (0-2) (c)	Conser vative (d)	Labour (e)	Other (f)	White (g)	BME (h)	Doctors tell truth (i)	Doctors not tell truth (j)	Male 16-34 (k)	Male 35-54 (l)	Male 55+ (m)	Female 16-34 (n)	Female 35-54 (o)		Female 55+ (p)	
Unweighted total	164	284	1581	522	628	319	1835	194	231	18	254	341	401	309	367	357	2029	
Weighted total	154	299	1577	536	612	306	1850	179	233	18**	315	351	318	306	356	383	2029	
Tell the truth	488	41	66	381	106	191	63	424	64	57	5	102	93	64	86	76	67	478
	24% <sup>dgp</sup>	27%	22%	24%	20%	31% <sup>zdf</sup>	21%	23%	36% <sup>zgf</sup>	24%	25%	32% <sup>zmop</sup>	27% <sup>p</sup>	20%	28% <sup>mp</sup>	21%	18%	24%
Not tell the truth	1413	105	220	1089	403	380	233	1316	97	158	13	188	244	237	197	254	294	1417
	70% <sup>ehkn</sup>	68%	74%	69%	75% <sup>ze</sup>	62%	76% <sup>ze</sup>	71% <sup>zh</sup>	54%	68%	72%	60%	69% <sup>k</sup>	74% <sup>zkn</sup>	65%	71% <sup>k</sup>	77% <sup>zkn</sup>	70%
Don't know	128	8	13	107	27	40	10	111	17	18	1	25	14	17	23	27	22	134
	6% <sup>f</sup>	5%	4%	7%	5%	7%	3%	6%	10%	8%	3%	8%	4%	5%	7%	8%	6%	7%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l/m/n/o/p  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 49

**Q.1 Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?**

**- Summary Table -**

Base : All respondents

	Occupation															
	Doctors	Teachers	Television News Readers	Professors	Judges	Clergyman/Priests	Scientists	The Police	The ordinary man/woman in the street	Pollsters	Civil Servants	Trade Union officials	Business Leaders	Journalists	Politicians generally	Government Ministers
Unweighted total	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029
Weighted total	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029	2029
Tell the truth	1863 92%	1771 87%	1340 66%	1608 79%	1583 78%	1508 74%	1454 72%	1328 65%	1208 60%	982 48%	984 48%	906 45%	616 30%	393 19%	434 21%	488 24%
Not tell the truth	115 6%	162 8%	489 24%	185 9%	287 14%	350 17%	334 16%	547 27%	556 27%	658 32%	792 39%	810 40%	1192 59%	1508 74%	1477 73%	1413 70%
Don't know	51 2%	96 5%	200 10%	236 12%	159 8%	170 8%	241 12%	154 8%	265 13%	389 19%	253 12%	313 15%	221 11%	129 6%	118 6%	128 6%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

**P.A.M. 21 - Trust in Professions**  
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Table 50

**Government Office Region (from sample point)**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
South East	284	142	142	284	-	-	-	-	-	-	-	-	-	-	61	38	99	126	60	70	110	275
	14%defg hijklmn	14%	14%	100%zdefg hijklm	-	-	-	-	-	-	-	-	-	-	11%	16%n	22%zn	18%zr	13%	20%zt	13%	14%
Eastern	193	100	93	-	193	-	-	-	-	-	-	-	-	-	43	32	61	68	27	41	65	193
	10%cefg hijklmn	10%	9%	-	100%zcefg hijklm	-	-	-	-	-	-	-	-	-	8%	13%zn	13%zn	10%r	6%	12%t	8%	10%
London	258	129	129	-	-	258	-	-	-	-	-	-	-	-	97	33	60	93	68	60	130	258
	13%cdfg hijklmn	13%	12%	-	-	100%zcdfg hijklm	-	-	-	-	-	-	-	-	17%z	14%	13%	13%	15%	17%z	16%z	13%
South West	179	89	90	-	-	-	179	-	-	-	-	-	-	-	39	31	49	52	35	40	41	221
	9%cddegh ijklmnt	9%	9%	-	-	-	100%zcddegh ijklmnt	-	-	-	-	-	-	-	7%	13%zn	11%n	7%	8%	11%t	5%	11%
West Midlands	183	83	99	-	-	-	-	183	-	-	-	-	-	-	59	16	42	70	48	26	75	173
	9%cddeh ijklm	8%	10%	-	-	-	-	100%zcddeh ijklm	-	-	-	-	-	-	10%	7%	9%	10%	10%	7%	9%	9%
East Midlands	150	66	84	-	-	-	-	-	150	-	-	-	-	-	54	17	22	55	36	7	52	138
	7%cddefg ijklmnp	7%	8%	-	-	-	-	-	100%zcddefg ijklmnp	-	-	-	-	-	9%zp	7%	5%	8%	8%	2%	6% <sup>s</sup>	7%
Yorkshire and Humberside	177	84	93	-	-	-	-	-	-	177	-	-	-	-	57	13	30	53	43	12	72	186
	9%cddefg hijklms	9%	9%	-	-	-	-	-	-	100%zcddefg ghijklm	-	-	-	-	10%	6%	7%	8%	9%	3%	9% <sup>s</sup>	9%
North West	236	109	126	-	-	-	-	-	-	-	236	-	-	-	74	32	33	61	74	25	126	209
	12%cddef ghijklmp qs	11%	12%	-	-	-	-	-	-	-	100%zcddef ghijklm	-	-	-	13%p	14%p	7%	9%	16%zq	7%	15%zs	10%
North East	89	46	43	-	-	-	-	-	-	-	-	89	-	-	19	5	8	29	19	11	34	99
	4%cddefg hijlmp	5%	4%	-	-	-	-	-	-	-	-	100%zcddef ghijklm	-	-	3%	2%	2%	4%	4%	3%	4%	5%
Wales	102	50	52	-	-	-	-	-	-	-	-	-	102	-	33	5	16	33	23	13	31	98
	5%cddefg hijkmot	5%	5%	-	-	-	-	-	-	-	-	-	100%zcddefg hijkm	-	6%o	2%	3%	5%	5%	4%	4%	5%
Scotland	179	85	94	-	-	-	-	-	-	-	-	-	-	32	12	36	60	28	48	82	179	
	9%cddefg hijklno r	9%	9%	-	-	-	-	-	-	-	-	-	-	100%zcddefg ghijkl	6%	5%	8%	9%	6%	13%z	10%	9%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 51

**Government Office Region (from sample point)**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
South East	284 14%fgjn	46 16%g	40 12%	55 14%	62 19%zbf	47 16%fg	21 10%	15 7%	144 16%j	36 16%	105 12%	101 19%zn	85 14%n	59 14%n	40 8%	70 20%zp	110 13%	275 14%
Eastern	193 10%j	28 10%	34 10%	37 10%	31 10%	24 8%	17 8%	22 11%	101 11%j	20 9%	73 8%	66 12%zn	54 9%	37 9%	36 7%	41 12%p	65 8%	193 10%
London	258 13%	31 11%	51 16%	55 14%	44 14%	39 13%	21 10%	16 8%	129 14%	25 11%	104 12%	80 15%	65 11%	46 11%	66 13%	60 17%z	130 16%z	258 13%
South West	179 9%p	18 6%	22 7%	33 9%	25 8%	33 11%	33 16%zabcdg	14 7%	66 7%	23 10%	90 10%	61 12%zmn	55 9%	29 7%	33 7%	40 11%p	41 5%	221 11%
West Midlands	183 9%	29 10%	27 8%	40 10%	26 8%	26 9%	19 9%	18 9%	72 8%	32 15%zhj	78 9%	49 9%	56 9%	34 8%	44 9%	26 7%	75 9%	173 9%
East Midlands	150 7%ko	22 7%	29 9%	22 6%	21 7%	24 8%	11 5%	20 10%	59 7%	18 8%	73 8%	21 4%	44 7%k	36 9%k	49 10%zk	7 2%	52 6%o	138 7%
Yorkshire and Humberside	177 9%ko	27 9%	21 6%	33 9%	26 8%	22 8%	18 8%	29 15%zbde	76 8%	18 8%	83 9%	30 6%	49 8%	37 9%	61 12%zkl	12 3%	72 9%o	186 9%
North West	236 12%ko	47 16%zcd	37 11%	35 9%	28 9%	34 11%	23 11%	31 16%d	98 11%	20 9%	117 13%	30 6%	75 13%k	66 16%zk	64 13%k	25 7%	126 15%zo	209 10%
North East	89 4%	17 6%	13 4%	12 3%	15 5%	15 5%	15 7%zcg	3 2%	36 4%	5 2%	48 5%	16 3%	24 4%	19 5%	30 6%k	11 3%	34 4%	99 5%
Wales	102 5%p	10 3%	14 4%	21 5%	18 6%	16 5%	12 6%	12 6%	39 4%	7 3%	56 6%z	24 5%	23 4%	29 7%	25 5%	13 4%	31 4%	98 5%
Scotland	179 9%em	20 7%	37 11%e	41 11%e	28 9%	16 5%	21 10%	16 8%	82 9%	18 8%	79 9%	46 9%	63 11%m	26 6%	44 9%	48 13%z	82 10%	179 9%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 52

**Exact age of respondent**

Base : All respondents

	Total (z)	Gender		GO Region										Household income			Children in household		Newspaper readership		Unwtd total	
		Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
16-19	130	67	63	21	9	10	13	17	6	13	16	7	3	14	31	6	12	50	74	19	50	119
	6%op	7%	6%	8%	5%	4%	7%	9%e	4%	7%	7%	8%	3%	8%	5%p	3%	3%	7%	16%zq	5%	6%	6%
20-24	166	85	81	25	19	21	5	11	16	14	31	10	7	7	66	16	16	65	76	18	87	158
	8%fm	9%	8%	9%f	10%fm	8%f	3%	6%	10%fm	8%	13%zfgm	11%fm	7%	4%	12%zp	7%	3%	9%	16%zq	5%	11%zs	8%
25-29	158	79	79	17	18	30	12	12	11	13	18	5	5	19	44	24	39	68	38	27	65	138
	8%	8%	8%	6%	9%	12%zcc	7%	6%	7%	7%	5%	5%	11%	8%	8%	10%	8%	10%z	8%	8%	8%	7%
30-34	166	83	83	23	16	21	10	15	19	8	19	8	9	17	39	24	57	107	15	29	59	148
	8%r	8%	8%	8%	8%	8%	6%	8%	12%fi	5%	8%	9%	9%	10%	7%	10%	13%zn	15%zr	3%	8%	7%	7%
35-39	190	94	95	21	13	34	14	19	12	13	26	5	8	25	43	29	57	136	14	21	71	160
	9%rs	10%	9%	7%	7%	13%zcd	8%	10%	8%	7%	11%	5%	8%	14%zcd	8%	12%	13%zn	19%zr	3%	6%	9%	8%
40-44	193	95	97	33	24	20	19	21	10	20	10	7	12	16	37	23	77	123	30	28	66	205
	9%jnr	10%	9%	12%j	13%j	8%	11%j	11%j	7%	11%j	4%	8%	12%j	9%	6%	10%	17%zno	18%zr	6%	8%	8%	10%
45-49	172	85	87	32	20	25	11	18	11	11	13	8	8	17	37	21	57	78	42	27	76	169
	8%nr	9%	8%	11%	10%	10%	6%	10%	7%	6%	6%	9%	7%	9%	6%	9%	13%zn	11%z	9%	8%	9%	8%
50-54	148	74	73	30	11	17	13	8	11	15	15	8	10	11	33	19	43	40	45	34	51	167
	7%	8%	7%	11%zg	6%	6%	8%	4%	7%	8%	6%	8%	10%	6%	6%	8%	9%nr	6%	10%q	10%	6%	8%
55-59	160	79	81	22	11	25	17	11	17	15	20	6	8	8	34	26	44	24	49	34	51	123
	8%ngt	8%	8%	8%	6%	10%	9%	6%	11%nm	9%	8%	7%	8%	4%	6%	11%nr	10%nr	3%	11%zq	10%	6%	6%
60-64	134	65	69	25	13	14	16	14	7	7	12	9	7	8	39	22	29	4	30	39	46	174
	7%q	7%	7%	9%	7%	5%	9%	8%	5%	4%	5%	10%	7%	5%	7%	9%	6%	1%	7%q	11%zt	6%	9%
65-69	111	53	59	13	9	12	17	9	8	11	8	7	4	12	43	7	11	1	15	24	55	157
	5%pqr	5%	6%	5%	5%	5%	9%zj	5%	5%	6%	4%	8%	4%	7%	8%zop	3%	2%	*	3%q	7%	7%	8%
70-74	97	44	53	8	7	9	16	10	3	7	15	7	7	9	46	6	5	-	12	14	51	119
	5%pqr	4%	5%	3%	4%	3%	9%zcd	5%	2%	4%	6%	8%ch	7%	5%	8%zop	2%	1%	-	3%q	4%	6%z	6%
75-79	81	35	47	10	11	9	6	8	7	6	9	2	7	7	35	4	4	-	10	19	34	84
	4%pqr	4%	4%	3%	6%	3%	3%	4%	4%	3%	4%	3%	7%	4%	6%zop	2%	1%	-	2%q	5%	4%	4%
80-84	61	24	36	3	6	4	7	5	10	10	9	-	2	4	26	9	-	-	10	13	28	54
	3%pq	2%	3%	1%	3%	2%	4%c	3%	7%zcek	6%cek	4%	-	2%	2%	5%zp	4%op	-	-	2%q	4%	3%	3%
85-99	53	16	36	2	4	4	1	5	3	13	13	1	2	5	16	-	-	-	1	6	24	44
	3%ac	2%	3%za	1%	2%	1%	*	3%	2%	8%zdef	6%zcef	1%	2%	3%	3%op	-	-	-	*	2%	3%	2%
Refused	9	3	6	-	1	4	1	-	-	-	2	-	-	-	1	-	3	3	2	2	4	10
	*	*	1%	-	1%	2%zc	1%	-	-	-	1%	-	-	-	*	-	1%	*	*	1%	1%	*
Mean score	46.63ap	45.46	47.74za	44.84	46.15	44.55	49.90zce	46.19	47.06	49.70ce	46.58	46.11	49.51ce	45.45	48.84zo	45.28	43.17	36.13	40.70q	49.49zt	46.93	47.94
	qr					m				p												
Std dev	19.054	18.373	19.619	16.860	18.979	17.266	18.311	19.127	19.880	21.527	21.561	18.613	18.163	18.927	20.714	16.156	12.691	10.501	18.928	18.371	19.924	18.797
Std error	0.424	0.583	0.612	1.017	1.373	1.086	1.237	1.454	1.692	1.578	1.495	1.871	1.835	1.415	0.814	1.068	0.651	0.413	0.912	0.986	0.692	0.418

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 53

**Exact age of respondent**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
16-19	130 6%bcdefg hk	130 44%zbcdefg	-	-	-	-	-	-	30 3%	8 4%	92 10%zhi	17 3%	55 9%zk	25 6%	33 7%k	19 5%	50 6%	119 6%
20-24	166 8%bcdefg ko	166 56%zbcdefg	-	-	-	-	-	-	81 9%	18 8%	68 7%	15 3%	56 9%k	38 9%k	57 12%zk	18 5%	87 11%zo	158 8%
25-29	158 8%acdefgj	-	158 49%zacdefg	-	-	-	-	-	97 11%zij	11 5%	50 6%	42 8%	42 7%	33 8%	41 8%	27 8%	65 8%	138 7%
30-34	166 8%acdefgj	-	166 51%zacdefg	-	-	-	-	-	114 13%zj	18 8%j	34 4%	53 10%	41 7%	35 8%	38 8%	29 8%	59 7%	148 7%
35-39	190 9%abdefgj o	-	-	190 49%zabdefg	-	-	-	-	119 13%zj	37 17%zj	34 4%	53 10%	50 8%	47 11%	40 8%	21 6%	71 9%	160 8%
40-44	193 9%abdefgj	-	-	193 50%zabdefg	-	-	-	-	134 15%zj	29 13%j	30 3%	65 12%zl	45 8%	42 10%	41 8%	28 8%	66 8%	205 10%
45-49	172 8%abcefgj n	-	-	-	172 53%zabcefg	-	-	-	109 12%zj	25 11%j	39 4%	44 8%	55 9%n	45 11%n	28 6%	27 8%	76 9%	169 8%
50-54	148 7%abcefgj	-	-	-	148 45%zabcefg	-	-	-	94 10%zj	15 7%	39 4%	46 9%	43 7%	27 7%	31 6%	34 10%	51 6%	167 8%
55-59	160 8%abcdfgj p	-	-	-	-	160 54%zabcdfg	-	-	82 9%	20 9%	58 6%	55 10%z	43 7%	30 7%	33 7%	34 10%	51 6%	123 6%
60-64	134 7%abcdfgh m	-	-	-	-	134 45%zabcdfg	-	-	32 4%	16 7%h	86 10%zh	47 9%zmn	43 7%	18 4%	26 5%	39 11%zp	46 6%	174 9%
65-69	111 5%abcdegh	-	-	-	-	-	111 53%zabcdeg	-	5 1%	9 4%h	98 11%zhi	29 5%	26 4%	27 6%	30 6%	24 7%	55 7%	157 8%
70-74	97 5%abcdegh	-	-	-	-	-	97 46%zabcdeg	-	1 *	7 3%h	89 10%zhi	21 4%	33 6%	21 5%	22 5%	14 4%	51 6%z	119 6%
75-79	81 4%abcdegh	-	-	-	-	-	81 42%zabcdegh	-	-	4 2%h	77 9%zhi	18 3%	21 4%	13 3%	29 6%z	19 5%	34 4%	84 4%
80-84	61 3%abcdegh	-	-	-	-	-	61 31%zabcdegh	-	-	3 1%h	58 6%zhi	13 2%	21 4%	8 2%	19 4%	13 4%	28 3%	54 3%
85-99	53 3%abcdegh ik	-	-	-	-	-	53 27%zabcdegh	-	-	-	53 6%zhi	5 1%	17 3%k	8 2%	23 5%zkm	6 2%	24 3%	44 2%
Refused	9 *j	-	-	1 *	5 1%z	2 1%	1 1%	-	6 1%	1 1%	1 *	2 *	3 1%	1 *	2 *	2 1%	4 1%	10 *
Mean score	46.63abch i	20.05	29.63a	39.52ab	49.40zabc d	59.39zabc de	69.19zabc de	81.36zabc def	39.82	43.92h	54.05zhi	47.77m	46.12	45.11	47.32	49.49zp	46.93	47.94

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 53

**Exact age of respondent**

Base : All respondents

	Age							Working status			Social class				Newspaper readership		Unwtd total	
	Total (z)	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Std dev	<b>19.054</b>	2.461	2.893	2.960	2.806	2.816	2.853	4.987	11.990	15.102	22.604	16.439	19.990	18.086	21.134	18.371	19.924	18.797
Std error	<b>0.424</b>	0.148	0.171	0.155	0.153	0.163	0.172	0.370	0.426	1.055	0.707	0.784	0.788	0.895	0.920	0.986	0.692	0.418

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 54

**Which age group applies to you?**

Base : All respondents

	Total (z)	Gender		GO Region										Household income			Children in household		Newspaper readership		Unwtd total	
		Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
16 - 17	57 3% <sup>ans</sup>	33 3%	24 2%	9 3%	4 2%	6 2%	8 4% <sup>gl</sup>	1 1%	4 3%	8 4% <sup>g</sup>	7 3%	4 5% <sup>gl</sup>	-	7 4%	5 1%	4 2%	7 2%	30 4% <sup>z</sup>	26 6% <sup>z</sup>	3 1%	23 3%	52 3%
18 - 24	239 12% <sup>fop</sup>	119 12%	120 11%	37 13% <sup>f</sup>	24 13% <sup>f</sup>	26 10%	11 6%	27 15% <sup>f</sup>	18 12%	20 11%	40 17% <sup>zefm</sup>	13 14% <sup>f</sup>	10 10%	14 8%	92 16% <sup>zop</sup>	18 8%	20 4%	86 12%	123 27% <sup>zq</sup>	34 10%	113 14% <sup>zs</sup>	225 11%
25 - 34	324 16% <sup>r</sup>	162 17%	162 16%	40 14%	34 17%	51 20% <sup>f</sup>	22 12%	27 15%	29 20%	21 12%	37 16%	13 15%	14 14%	37 21% <sup>fl</sup>	83 15%	47 20%	96 21% <sup>zn</sup>	175 25% <sup>zr</sup>	53 11%	56 16%	124 15%	286 14%
35 - 44	383 19% <sup>nrs</sup>	191 19%	192 18%	55 19%	37 19%	55 21%	33 19%	40 22%	22 15%	33 19%	35 15%	12 13%	21 20%	41 23%	81 14%	52 22% <sup>n</sup>	134 30% <sup>zn</sup>	260 37% <sup>zr</sup>	43 9%	49 14%	139 17%	366 18%
45 - 54	325 16% <sup>n</sup>	160 16%	164 16%	62 22% <sup>zj</sup>	31 16%	44 17%	25 14%	26 14%	21 14%	26 15%	28 12%	15 17%	18 18%	28 15%	70 12%	40 17%	101 22% <sup>zn</sup>	120 17%	87 19%	61 17%	130 16%	342 17%
55 - 59	162 8% <sup>nqt</sup>	79 8%	83 8%	22 8%	11 6%	25 10%	17 9%	11 6%	17 11% <sup>m</sup>	15 9%	22 9%	6 7%	8 8%	8 4%	34 6%	26 11% <sup>n</sup>	46 10% <sup>n</sup>	24 3%	50 11% <sup>zq</sup>	34 10%	51 6%	124 6%
60 - 64	134 7% <sup>q</sup>	65 7%	69 7%	25 9%	13 7%	14 5%	16 9%	14 8%	7 5%	7 4%	12 5%	9 10%	7 7%	8 5%	39 7%	22 9%	29 6%	4 1%	30 7% <sup>q</sup>	39 11% <sup>zt</sup>	46 6%	174 9%
65 - 74	209 10% <sup>opqr</sup>	98 10%	111 11%	21 7%	17 9%	21 8%	33 18% <sup>zcddeg</sup>	19 10% <sup>hij</sup>	11 7%	18 10%	23 10%	15 17% <sup>ceh</sup>	12 11%	21 12%	88 16% <sup>zop</sup>	13 6%	16 4%	1 *	28 6% <sup>q</sup>	39 11%	106 13% <sup>z</sup>	278 14%
75+	195 10% <sup>acopq</sup>	75 8%	120 11% <sup>za</sup>	15 5%	22 11% <sup>ck</sup>	16 6%	14 8%	18 10%	20 13% <sup>cek</sup>	29 16% <sup>zcef</sup>	31 13% <sup>cek</sup>	3 4%	12 12% <sup>c</sup>	16 9%	77 14% <sup>zop</sup>	13 6% <sup>p</sup>	4 1%	-	21 4% <sup>q</sup>	38 11%	86 11%	182 9%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base



**P.A.M. 21 - Trust in Professions**  
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Table 55

**Which age group applies to you?**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
16 - 17	57 3%bcdefh o	57 19%zbcdefg	-	-	-	-	-	-	8 1%	2 1%	46 5%zhi	10 2%	18 3%	11 3%	18 4%	3 1%	23 3%	52 3%
18 - 24	239 12%bcdefg k	239 81%zbcdefg	-	-	-	-	-	-	102 11%	24 11%	113 13%	22 4%	93 16%zk	53 13%k	71 14%k	34 10%	113 14%zo	225 11%
25 - 34	324 16%acdefgj	-	324 100%zacdefg	-	-	-	-	-	211 23%zij	29 13%	84 9%	95 18%	83 14%	67 16%	79 16%	56 16%	124 15%	286 14%
35 - 44	383 19%abdefgj lo	-	-	383 100%zabdefg	-	-	-	-	254 28%zj	66 30%zj	64 7%	118 22%zln	95 16%	89 21%l	81 17%	49 14%	139 17%	366 18%
45 - 54	325 16%abcefjg n	-	-	-	325 100%zabcefjg	-	-	-	206 23%zj	41 19%j	77 9%	93 18%n	98 17%	73 17%n	60 12%	61 17%	130 16%	342 17%
55 - 59	162 8%abcdfjg p	-	-	-	-	162 55%zabcdfg	-	-	84 9%j	20 9%	58 6%	55 10%	44 8%	30 7%	33 7%	34 10%	51 6%	124 6%
60 - 64	134 7%abcdfgh m	-	-	-	-	134 45%zabcdfg	-	-	32 4%	16 7%h	86 10%zh	47 9%zmn	43 7%	18 4%	26 5%	39 11%zp	46 6%	174 9%
65 - 74	209 10%abcdegh	-	-	-	-	-	209 100%zabcdeg	-	6 1%	15 7%h	188 21%zhi	50 9%	59 10%	48 12%	52 11%	39 11%	106 13%z	278 14%
75+	195 10%abcdefh ikm	-	-	-	-	-	-	195 100%zabcdef	-	6 3%h	189 21%zhi	36 7%	59 10%	29 7%	71 14%zklm	38 11%	86 11%	182 9%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 56

**Sex of respondent**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	<b>2029</b>	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	<b>2029</b>	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Male	<b>984</b>	984	-	142	100	129	89	83	66	84	109	46	50	85	260	128	255	318	242	188	418	996
	<b>48%b</b>	<b>100%zb</b>	-	50%	52%	50%	50%	46%	44%	48%	46%	52%	49%	48%	46%	55%n	56%zn	45%	52%q	53%	51%	49%
Female	<b>1045</b>	-	1045	142	93	129	90	99	84	93	126	43	52	94	309	106	198	381	219	167	401	1033
	<b>52%ap</b>	-	<b>100%za</b>	50%	48%	50%	50%	54%	56%	52%	54%	48%	51%	52%	54%op	45%	44%	55%r	48%	47%	49%	51%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 57

**Sex of respondent**

Base : All respondents

	Age							Working status			Social class				Newspaper readership		Unwtd total	
	Total (z)	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Male	<b>984</b>	153	162	191	160	144	98	75	582	52	349	254	291	228	211	188	418	996
		48%gijn	51%g	50%g	50%g	49%g	49%	39%	64%zj	24%	39%i	48%	49%	54%zn	43%	53%	51%	49%
Female	<b>1045</b>	144	162	192	164	152	111	120	321	168	556	271	302	191	282	167	401	1033
		52%hm	49%	50%	50%	51%	53%	61%zabcd	36%	76%zhj	61%zh	52%	51%	46%	57%zm	47%	49%	51%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 58

**Employment status**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total		
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)	
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029	
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029	
<b>Working</b>	1123	635	489	180	120	153	89	105	77	93	119	41	46	100	228	157	362	510	256	197	437	1005	
		55%bn	65%zb	47%	63%zfhjkl	62%fjkl	59%fkl	50%	57%	51%	53%	50%	46%	45%	56%	40%	67%zn	80%zno	73%zr	55%	56%	53%	50%
Working full time (30hrs/wk+)	903	582	321	144	101	129	66	72	59	76	98	36	39	82	173	130	309	388	212	154	348	798	
		45%bfn	59%zb	31%	51%zfhg	52%zfhg	50%f	37%	40%	39%	43%	42%	41%	39%	30%	56%zn	68%zno	55%zr	46%	43%	43%	39%	
Working part time (8-29 hrs/wk)	220	52	168	36	20	25	23	32	18	18	20	5	7	18	55	27	53	122	44	43	89	207	
		11%ea	5%	16%za	13%	10%	10%	13%	18%zejkl	12%	10%	9%	5%	6%	10%	10%	11%	12%	18%zr	10%	12%	11%	10%
<b>Not working</b>	906	349	556	105	73	104	90	78	73	83	117	48	56	79	341	77	92	189	205	157	381	1024	
		45%acopq	35%	53%za	37%	38%	41%	50%cde	43%	49%c	47%	50%cd	54%cde	55%cde	44%	60%zop	33%p	20%	27%	45%cd	44%	47%	50%
Not working (i.e. under 8hrs/week) - housewife	154	2	153	22	11	17	18	17	13	11	14	8	13	10	49	16	27	108	13	20	53	156	
		8%ar	*	15%za	8%	6%	7%	10%	9%	9%	6%	6%	9%	13%	9%	7%	6%	15%zr	3%	6%	6%	8%	
Not working (i.e. under 8hrs/week) - retired	470	195	275	45	43	44	53	37	35	51	64	27	33	38	182	44	36	5	60	99	207	536	
		23%acepqr	20%	26%za	16%	22%	17%	30%zceg	20%	23%	29%ce	27%ce	30%ce	33%zceg	21%	32%zop	19%p	8%	1%	13%cd	28%z	25%	26%
Not working (i.e. under 8hrs/week) - unemployed (registerd)	37	21	17	3	2	2	3	6	3	3	9	2	2	3	15	2	3	11	17	2	19	61	
		2%	2%	2%	1%	1%	1%	2%	3%	2%	1%	4%	2%	2%	3%p	1%	1%	2%	4%zq	1%	2%	3%	
Not working (i.e. under 8hrs/week) - unemployed (not registerd but looking for work)	34	20	14	4	3	8	1	1	5	2	1	3	3	4	13	5	2	14	9	2	17	58	
		2%p	2%	1%	1%	2%	3%j	1%	1%	3%j	1%	*	3%j	3%	2%p	2%	*	2%	2%	1%	2%	3%	
Not working (i.e. under 8hrs/week) - student	132	69	63	25	8	25	7	14	9	8	16	8	2	10	43	8	16	36	86	29	52	123	
		7%p	7%	6%	9%l	4%	10%fl	4%	7%	6%	5%	7%	9%	2%	6%	8%op	3%	4%	5%	19%zq	8%	6%	6%
Not working (i.e. under 8hrs/week) - other (incl. disabled)	78	43	36	6	4	9	7	4	10	9	13	1	3	13	40	3	8	15	21	5	33	90	
		4%opqs	4%	3%	2%	2%	3%	4%	2%	6%c	5%	6%	1%	3%	7%zcdgk	7%zop	1%	2%	2%	4%	1%	4%st	4%
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 59

**Employment status**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
<b>Working</b>	<b>1123</b>	<b>137</b>	<b>240</b>	<b>319</b>	<b>247</b>	<b>152</b>	<b>22</b>	<b>6</b>	<b>903</b>	<b>220</b>	<b>-</b>	<b>347</b>	<b>325</b>	<b>255</b>	<b>196</b>	<b>197</b>	<b>437</b>	<b>1005</b>	
		55%afgjn	46%fg	74%zaefg	83%zabdef	76%zaefg	51%fg	10%g	3%	100%zj	100%zj	-	66%zln	55%zn	61%zn	40%	56%	53%	50%
Working full time (30hrs/wk+)	903	110	211	254	206	116	6	-	903	-	-	274	269	211	148	154	348	798	
		45%afgijn	37%fg	65%zaefg	66%zaefg	63%zaefg	39%fg	3%g	-	-	-	52%zln	45%zn	51%zn	30%	43%	43%	39%	
Working part time (8-29 hrs/wk)	220	26	29	66	41	36	15	6	-	220	-	73	55	44	48	43	89	207	
		11%fghj	9%	9%g	17%zabfg	13%fg	12%g	7%	3%	-	100%zhj	-	14%zl	9%	10%	10%	12%	11%	10%
<b>Not working</b>	<b>906</b>	<b>160</b>	<b>84</b>	<b>64</b>	<b>77</b>	<b>144</b>	<b>188</b>	<b>189</b>	<b>-</b>	<b>-</b>	<b>906</b>	<b>178</b>	<b>268</b>	<b>163</b>	<b>297</b>	<b>157</b>	<b>381</b>	<b>1024</b>	
		45%bcdhik	54%zabcd	26%c	17%	24%ac	49%abcd	90%zabcde	97%zabcdef	-	-	100%zhi	34%	45%k	39%	60%zklm	44%	47%	50%
Not working (i.e. under 8hrs/week) - housewife	154	21	41	41	26	22	3	-	-	-	154	33	33	29	60	20	53	156	
		8%fghil	7%fg	13%zafg	11%zfg	8%fg	7%fg	1%	-	-	17%zhi	6%	6%	7%	12%zklm	6%	6%	8%	
Not working (i.e. under 8hrs/week) - retired	470	-	-	*	4	96	182	187	-	-	470	115	140	87	128	99	207	536	
		23%abcdhi	-	-	*	1%	33%zabcd	87%zabcde	96%zabcdef	-	-	52%zhi	22%	24%	21%	26%	28%z	25%	26%
Not working (i.e. under 8hrs/week) - unemployed (registerd)	37	18	7	5	5	2	*	-	-	-	37	3	9	10	14	2	19	61	
		2%fhk	6%zbcdefg	2%	1%	2%	1%	*	-	-	4%zhi	1%	2%	2%k	3%k	1%	2%	3%	
Not working (i.e. under 8hrs/week) - unemployed (not registerd but looking for work)	34	11	8	3	6	4	-	-	-	-	34	3	6	5	20	2	17	58	
		2%fhk	4%zcfg	3%f	1%	2%f	2%	-	-	-	4%zhi	1%	1%	1%	4%zklm	1%	2%	3%	
Not working (i.e. under 8hrs/week) - student	132	108	19	3	1	-	-	-	-	-	132	16	67	20	30	29	52	123	
		7%cddefgh	37%zbcdefg	6%cddefg	1%	*	-	-	-	-	15%zhi	3%	11%zkmn	5%	6%k	8%	6%	6%	
Not working (i.e. under 8hrs/week) - other (incl. disabled)	78	2	8	11	34	19	2	2	-	-	78	9	14	11	45	5	33	90	
		4%afhiklo	1%	3%	3%	11%zabcfg	6%zabcfg	1%	1%	-	9%zhi	2%	2%	3%	9%zklm	1%	4%o	4%	
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 60

**Are you self employed?**

Base : All respondents who are employed

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	1005	544	461	163	107	139	97	82	63	88	95	40	38	93	218	145	298	440	211	181	395	1005
Weighted total	1123	635	489	180	120*	153	89*	105*	77*	93*	119*	41*	46*	100*	228	157	362	510	256	197	437	1005
Yes	202	149	53	34	24	24	19	21	11	17	17	9	9	17	40	30	65	91	37	41	59	179
	18% <sup>bt</sup>	23% <sup>zb</sup>	11%	19%	20%	16%	21%	20%	14%	18%	14%	22%	20%	16%	17%	19%	18%	18%	14%	21% <sup>tt</sup>	13%	18%
No	922	486	436	146	96	129	70	83	66	77	102	32	37	84	188	127	297	419	219	156	378	826
	82% <sup>ca</sup>	77%	89% <sup>za</sup>	81%	80%	84%	79%	80%	86%	82%	86%	78%	80%	84%	83%	81%	82%	82%	86%	79%	87% <sup>zs</sup>	82%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 61

**Are you self employed?**

Base : All respondents who are employed

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	1005	112	188	288	249	135	29	4	798	207	-	275	336	230	164	181	395	1005
Weighted total	1123	137*	240	319	247	152	22**	6**	903	220	-**	347	325	255	196	197	437	1005
Yes	202 18% <sup>ap</sup>	10 7%	36 15%	67 21% <sup>a</sup>	45 18% <sup>a</sup>	33 22% <sup>a</sup>	7 31%	4 56%	169 19%	32 15%	-	71 21%	52 16%	53 21% <sup>n</sup>	25 13%	41 21% <sup>p</sup>	59 13%	179 18%
No	922 82%	126 93% <sup>zcde</sup>	204 85%	253 79%	202 82%	119 78%	15 69%	3 44%	734 81%	188 85%	-	276 79%	273 84%	202 79%	171 87% <sup>m</sup>	156 79%	378 87% <sup>zo</sup>	826 82%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 62

Which, if any, of the following apply to you? I am the parent or legal guardian of ...

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
... a child/ children under the age of 16 who does/do live with me	622	274	349	114	57	80	47	65	52	49	54	23	30	52	154	80	191	599	12	80	236	592
	31%ajnr	28%	33%za	40%zdffi	29%	31%	26%	36%j	35%j	28%	23%	26%	29%	29%	27%	34%	42%zn	86%zr	3%	23%	29%sa	29%
... a child/ children aged under 16 who does not/do not live with me and to whose upbringing I contribute financially	19	13	6	1	1	2	1	-	2	4	3	2	1	2	5	3	6	10	4	5	8	19
	1%	1%	1%	*	*	1%	*	-	1%	2%	1%	2%cg	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
... a child/ children aged under 16 who does not/do not live with me and to whose upbringing I do not contribute financially	2	1	*	-	-	-	-	-	-	*	-	-	1	-	*	-	-	1	*	-	-	2
	*	*	*	-	-	-	-	-	-	*	-	-	1%z	-	*	-	-	*	*	-	-	*
... a child/ children aged 16 to 19 who is/are currently in full time education	85	32	53	14	6	12	9	8	6	6	4	5	7	8	11	10	43	43	38	22	22	77
	4%nt	3%	5%	5%	3%	5%	5%	4%	4%	3%	2%	5%	7%j	4%	2%	4%	9%zno	6%z	8%z	6%zt	3%	4%
... None of the above	1349	683	666	167	132	169	126	114	93	120	178	60	66	124	405	146	235	92	406	258	568	1386
	66%bcpq	69%zb	64%	59%	68%	65%	71%c	62%	62%	68%	76%zceg	67%	65%	69%ch	71%zop	62%p	52%	13%	88%zq	73%z	69%z	68%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base



**P.A.M. 21 - Trust in Professions**  
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Table 63

**Which, if any, of the following apply to you? I am the parent or legal guardian of ...**

Base : All respondents

	Age							Working status			Social class				Newspaper readership		Unwtd total	
	Total (z)	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
... a child/ children under the age of 16 who does/do live with me	<b>622</b> o	58 31% <b>aefgjl</b>	168 19% <b>efg</b>	259 52% <b>zadefg</b>	116 68% <b>zabdef</b>	21 36% <b>zaefg</b>	1 7% <b>fg</b>	-	358 40% <b>zj</b>	114 52% <b>zhj</b>	150 17%	180 34% <b>l</b>	141 24%	155 37% <b>ln</b>	147 30% <b>l</b>	80 23%	236 29% <b>o</b>	592 29%
... a child/ children aged under 16 who does not/do not live with me and to whose upbringing I contribute financially	<b>19</b> 1% <b>j</b>	1 *	-	11 3% <b>zabef</b>	6 2% <b>bef</b>	-	-	-	13 1% <b>j</b>	2 1%	4 *	4 1%	6 1%	5 1%	3 1%	5 1%	8 1%	19 1%
... a child/ children aged under 16 who does not/do not live with me and to whose upbringing I do not contribute financially	<b>2</b> *	-	*	1 *	-	-	-	-	1 *	-	*	1 *	-	-	*	-	-	2 *
... a child/ children aged 16 to 19 who is/are currently in full time education	<b>85</b> 4% <b>bfjnp</b>	-	3 1%	30 8% <b>zabefg</b>	40 12% <b>zabefg</b>	10 3% <b>af</b>	-	2 1%	51 6% <b>zj</b>	19 8% <b>zj</b>	16 2%	28 5% <b>n</b>	17 3%	28 7% <b>zn</b>	11 2%	22 6% <b>zp</b>	22 3%	77 4%
... None of the above	<b>1349</b> m	237 66% <b>bcdhik</b>	156 80% <b>zabcd</b>	102 48% <b>c</b>	185 27%	267 57% <b>bc</b>	209 90% <b>zabcd</b>	193 100% <b>zabcde</b>	508 56% <b>i</b>	97 44%	744 82% <b>zhi</b>	327 62%	438 74% <b>zkm</b>	242 58%	342 69% <b>km</b>	258 73% <b>z</b>	568 69% <b>z</b>	1386 68%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 64

**Marital Status**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total		
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)	
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029	
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029	
Married	1073	546	527	164	111	129	108	97	82	87	111	41	57	87	241	143	314	450	166	213	417	1054	
		53%bnr	55%zb	50%	58%j	58%	50%	60%zejkm	53%	54%	49%	47%	46%	56%	42%	61%zn	69%zn	64%zr	36%	60%zt	51%	52%	
Living together	193	98	95	30	24	23	12	21	16	11	15	12	10	20	42	31	65	90	18	34	74	180	
		10%nr	10%	9%	10%	12%	9%	7%	11%	11%	6%	6%	14%ij	9%	7%	13%n	14%zn	13%zr	4%	10%	9%	9%	
Single	467	259	208	50	37	71	33	37	35	45	76	22	20	42	159	42	56	120	228	75	206	470	
		23%bcpq	26%zb	20%	18%	19%	27%cf	19%	20%	23%	25%	32%zcdg	24%	19%	24%	28%zop	18%	12%	17%	49%zq	21%	25%	23%
Widowed	158	32	126	9	10	18	11	12	11	23	23	9	10	22	64	8	2	7	16	16	65	156	
		8%acopqrs	3%	12%zars	3%	5%	7%	6%	6%	7%	13%zcdf	10%c	10%c	10%c	12%zcd	11%zop	3%p	*	1%	4%cd	5%	8%st	8%
Divorced	103	38	65	25	9	9	12	11	5	8	8	5	4	6	46	7	16	17	25	14	45	125	
		5%aq	4%	6%zars	9%zejm	5%	4%	7%	6%	4%	5%	3%	4%	3%	8%zop	3%	4%	2%	5%cd	4%	5%	6%	
Separated	29	8	20	6	-	6	3	4	*	3	2	-	1	2	13	4	1	13	5	1	9	36	
		1%ap	1%	2%	2%	-	2%	2%	*	2%	1%	-	1%	1%	2%zp	2%	*	2%	1%	*	1%	2%	
Refused	7	3	4	-	1	2	-	2	1	-	1	-	-	-	2	-	-	3	3	1	3	8	
	*	*	*	-	*	1%	-	1%	1%	-	*	-	-	-	*	-	-	*	1%	*	*	*	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 65

**Marital Status**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Married	1073	23 53%agjln 8%	153 47%a	258 67%zabg	218 67%zabg	207 70%zabg	136 65%zabg	79 40%a	505 56%zj	138 63%zj	431 48%	350 67%zlmn	286 48%	229 55%n	208 42%	213 60%zp	417 51%	1054 52%
Living together	193	30 10%efgjn 10%efg	66 20%zacdef 13%zefg	49 10%efg	33 3%	9 2%	5 1%	1 15%zj	134 8%j	19 4%	41	49 9%	53 9%	57 14%zln	34 7%	34 10%	74 9%	180 9%
Single	467	241 23%cdfeigi 81%zbcdef 30%zdefg 12%fg	96 13%fg	44 9%f	41 4%	28 4%	8 4%	8 4%	208 23%	36 17%	222 25%i	76 14%	163 28%zkm	88 21%k	140 28%zkm	75 21%	206 25%	470 23%
Widowed	158	- 8%abcdhik - mo	* - *	2 1%	2 1%	16 5%abcd	37 18%zabcde	99 51%zabcdef	6 1%	8 4%h	143 16%zhi	21 4%	52 9%km	21 5%	63 13%zkm	16 5%	65 8%o	156 8%
Divorced	103	- 5%ab	5 2%	18 5%ab	24 7%zab	28 9%zabc	20 10%zabcg	7 4%a	39 4%	13 6%	51 6%	23 4%	26 4%	21 5%	32 7%	14 4%	45 5%	125 6%
Separated	29	- 1%am	3 1%	11 3%za	6 2%a	6 2%a	2 1%	-	8 1%	5 2%	15 2%	6 1%	8 1%	1 *	14 3%zm	1 *	9 1%	36 2%
Refused	7	2 1%	1 *	1 *	1 *	1 *	1 *	-	4 *	1 1%	2	1 *	4 1%	-	3 1%	1 *	3 *	8 *
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 66

**What is the total number of people in your household including yourself and any children?**

Base : All respondents

	Total (z)	Gender		GO Region										Household income			Children in household		Newspaper readership		Unwtd total	
		Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
1	326	131	195	31	30	50	30	18	24	36	43	18	12	34	149	24	24	-	2	47	133	357
	16%acgo	13%	19%za	11%	15%	19%cg	17%	10%	16%	21%cg	18%cg	20%cg	12%	19%cg	26%zop	10%p	5%	-	*	13%	16%	18%
2	660	340	321	85	75	60	71	56	40	56	76	28	44	69	173	75	153	30	89	148	274	725
	33%eqr	35%	31%	30%	39%eh	23%	40%zceh	31%	26%	32%	32%	32%	43%zceh	39%eh	30%	32%	34%	4%	19%cg	42%zt	33%	36%
3	413	215	197	61	29	60	26	35	32	44	55	24	16	30	115	66	92	207	206	62	179	383
	20%ff	22%	19%	21%	15%	23%df	15%	19%	22%	25%df	23%ff	27%df	16%	17%	20%	28%znp	20%	30%z	45%zq	18%	22%	19%
4	396	203	193	69	41	51	31	40	33	28	34	15	20	34	70	48	128	282	114	56	143	351
	20%fn	21%	18%	24%zj	21%	20%	17%	22%	22%	16%	15%	17%	20%	19%	12%	20%fn	28%zno	40%zr	25%z	16%	17%	17%
5	160	68	92	24	12	22	16	26	12	10	17	4	8	9	43	15	36	114	45	35	60	144
	8%	7%	9%	8%	6%	9%	9%	14%zdkm	8%	5%	7%	4%	8%	5%	8%	6%	8%	16%zr	10%	10%	7%	7%
6	48	19	29	12	7	7	5	3	7	-	6	-	1	1	10	3	17	45	3	4	15	45
	2%r	2%	3%	4%im	4%im	3%i	3%i	1%	5%im	-	2%	-	1%	*	2%	1%	4%	6%zr	1%	1%	2%	2%
7	20	4	16	2	-	4	1	4	3	1	5	-	-	1	8	3	2	18	2	1	12	17
	1%aa	*	2%za	1%	-	2%	*	2%	2%	1%	2%	-	-	1%	1%	1%	1%	3%zr	*	*	1%	1%
8	3	2	2	-	-	2	-	-	-	1	-	-	-	-	-	1	1	3	-	-	2	4
	*	*	*	-	-	1%z	-	-	-	1%	-	-	-	-	-	*	*	*	-	-	*	*
9+	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	1
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*
Refused	2	2	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	2	2
	*	*	-	-	-	-	-	1%	-	*	-	-	-	-	*	-	-	-	-	*	*	*

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 67

**What is the total number of people in your household including yourself and any children?**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
1	326	15	29	27	39	57	56	104	93	18	216	59	103	53	112	47	133	357	
		16%abcdhik	5%	9%	7%	12%ac	19%abcd	27%zabcd	53%zabcde	10%	8%	24%zhi	11%	17%k	13%	23%zklm	13%	16%	18%
	m						f												
2	660	39	89	70	104	146	135	78	263	49	348	198	194	134	134	148	274	725	
		33%achin	13%	27%ac	18%	32%ac	49%zabcd	64%zabcde	40%abc	29%	22%	38%zhi	38%zn	33%	32%	27%	42%zp	33%	36%
							g												
3	413	98	96	78	68	52	12	9	230	47	136	100	112	83	118	62	179	383	
		20%fgj	33%zcddefg	30%zcddefg	20%fg	21%fg	17%fg	6%	25%zj	21%j	15%	19%	19%	20%	24%z	18%	22%	19%	
4	396	79	62	147	65	32	5	4	230	68	98	117	111	95	72	56	143	351	
		20%efgj	27%zbfefg	19%efg	38%zabdefg	20%efg	11%fg	3%	25%zj	31%zj	11%	22%n	19%	23%n	15%	16%	17%	17%	
							g												
5	160	45	32	43	33	6	1	-	55	29	76	39	52	34	35	35	60	144	
		8%efgh	15%zefg	10%efg	11%zefg	10%efg	2%	1%	6%	13%zjh	8%	7%	9%	8%	7%	10%	7%	7%	
6	48	15	9	9	12	3	-	-	23	4	22	9	15	14	10	4	15	45	
		2%f	5%zefg	3%f	2%f	4%fg	1%	-	3%	2%	2%	2%	3%	3%	2%	1%	2%	2%	
7	20	4	6	7	3	-	-	-	9	5	7	2	4	5	10	1	12	17	
		1%	1%	2%ef	2%ef	1%	-	-	1%	2%	1%	*	1%	1%	2%z	*	1%	1%	
8	3	1	2	1	-	-	-	-	1	-	2	1	1	-	2	-	2	4	
	*	*	*	*	-	-	-	-	*	-	*	*	*	-	*	-	*	*	
9+	*	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	1	
	*	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	
Refused	2	1	-	-	-	-	-	1	-	-	2	-	2	-	-	1	2	2	
	*	*	-	-	-	-	-	*	-	-	*	-	*	-	-	*	*	*	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/ef/fg - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 68

**How many children aged fifteen or under are there in your household?**

Base : All respondents giving an answer

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	1084	491	593	172	82	154	96	104	84	96	118	45	50	83	303	131	240	652	432	164	437	1084
Weighted total	1161	560	601	186	96*	160	87*	118*	91*	96*	135	48*	56*	87*	284	146	297	700	461	181	460	1084
1	338 29%r	168 30%	170 28%	55 30%	28 29%	51 32%	22 25%	32 27%	21 23%	25 25%	28 21%	20 43%hj	18 32%	38 44%zcfg hij	84 30%	38 26%	88 30%	338 48%zr	-	45 25%	151 33%z	307 28%
2	257 22%jrt	117 21%	140 23%	54 29%zj	30 31%j	33 21%j	18 20%	24 20%	25 27%j	23 24%j	14 10%	7 14%	12 22%	17 20%	60 21%	25 17%	88 30%zno	257 37%zr	-	32 18%	85 19%	246 23%
3	75 6%aer	24 4%	51 9%za	17 9%e	8 8%	4 2%	11 12%ze	7 6%	7 7%	4 4%	11 8%e	2 4%	1 2%	3 4%	16 6%	11 8%	20 7%	75 11%zr	-	7 4%	30 6%	73 7%
4	22 2%r	6 1%	16 3%	-	2 2%	1 1%	3 3%c	4 4%c	3 3%c	1 1%	5 4%c	-	1 2%	1 1%	6 2%	3 2%	10 3%	22 3%zr	-	1 1%	5 1%	19 2%
5	7 1%	3 1%	4 1%	-	1 1%	2 1%	-	2 1%	-	1 1%	2 1%	-	-	-	2 1%	2 1%	-	7 1%	-	-	3 1%	6 1%
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	1 *	1 *
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	8 1%q	5 1%	4 1%	1 1%	-	2 1%	2 3%z	1 1%	-	-	-	-	-	1 2%	2 1%	3 2%	3 1%	-	8 2%zq	4 2%z	4 1%	6 1%
No answer	453 39%bcpq	237 42%b	216 36%	59 32%	27 29%	65 41%	33 37%	47 40%	36 40%	43 45%cd	74 55%zcde fgm	19 39%	23 41%	26 30%	114 40%p	62 43%p	89 30%	-	453 98%zq	91 51%zt	182 40%	426 39%
Any	700 60%js	318 57%	381 63%za	126 68%zj	68 71%zj	93 58%	52 60%j	70 59%	55 60%	53 55%	61 45%	29 61%	33 59%	60 68%j	168 59%	80 55%	206 69%zno	700 100%zr	-	85 47%	274 60%st	652 60%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 69

**How many children aged fifteen or under are there in your household?**

Base : All respondents giving an answer

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	1084	247	206	281	210	86	35	19	502	149	433	223	331	233	297	164	437	1084
Weighted total	1161	266	227	303	207	108*	29*	21**	599	167	395	285	333	258	284	181	460	1084
1	338 29%fj	77 29%f	82 36%zf	90 30%f	62 30%f	26 24%f	-	-	195 33%zj	59 36%j	83 21%	92 32%	89 27%	79 31%	78 27%	45 25%	151 33%z	307 28%
2	257 22%aefjlp	28 11%e	57 25%aef	122 40%zabdef	47 23%aef	2 2%	1 4%	-	156 26%zj	41 25%j	60 15%	76 27%l	60 18%	64 25%	57 20%	32 18%	85 19%	246 23%
3	75 6%eh	10 4%	23 10%zade	34 11%zade	9 4%	-	-	-	26 4%	17 10%h	31 8%h	18 6%	15 5%	19 7%	22 8%	7 4%	30 6%	73 7%
4	22 2%al	-	9 4%za	10 3%a	2 1%	-	-	-	9 2%	2 1%	11 3%	8 3%	2 1%	4 1%	8 3%l	1 1%	5 1%	19 2%
5	7 1%	-	3 1%	4 1%	-	-	-	-	1 *	3 2%h	3 1%	-	-	1 *	6 2%zkl	-	3 1%	6 1%
6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	1 *	1 *	-	-	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	1 *
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	8 1%	1 *	4 2%	1 *	2 1%	-	-	-	4 1%	1 1%	4 1%	3 1%	5 1%	1 *	-	4 2%z	4 1%	6 1%
No answer	453 39%bchik	149 56%zbcd	49 21%c	42 14%	84 41%bc	80 74%zabcd	28 96%zabcd	21 100%	208 35%	43 26%	202 51%zhi	89 31%	162 49%zkmn	90 35%	112 39%	91 51%zp	182 40%	426 39%
Any	700 60%aefjlo	116 44%ef	175 77%zadef	260 86%zabdef	120 58%aef	28 26%f	1 4%	-	388 65%zj	122 74%zj	189 48%	194 68%zl	167 50%	167 65%l	172 61%l	85 47%	274 60%o	652 60%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
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Table 70

**And what ages is the child/are the children in your household?**

Base : All respondents with at least one child in the household

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	652	271	381	115	58	91	59	60	54	56	51	27	28	53	178	75	169	652	-	78	253	652
Weighted total	700	318	381	126	68*	93*	52*	70*	55*	53*	61*	29**	33**	60*	168	80*	206	700	-**	85*	274	652
1 year or younger	145	62	83	27	14	23	10	11	11	12	14	3	6	14	44	21	37	145	-	13	57	132
	21%	20%	22%	22%	21%	24%	19%	16%	21%	22%	23%	10%	19%	24%	26%z	27%	18%	21%	-	15%	21%	20%
2 years	91	33	59	11	11	8	5	14	10	5	11	2	5	9	31	15	19	91	-	7	30	86
	13%	10%	15%	9%	16%	9%	10%	20%c	18%	10%	18%	6%	16%	14%	18%zp	19%p	9%	13%	-	8%	11%	13%
3 years	78	40	38	12	13	12	8	6	7	2	7	3	3	5	15	15	29	78	-	7	26	68
	11%	13%	10%	10%	19%l	13%	15%l	9%	13%	3%	11%	10%	8%	9%	9%	19%zn	14%	11%	-	8%	10%	10%
4 years	82	34	48	15	10	12	7	13	6	6	4	*	-	10	21	9	25	82	-	5	25	77
	12%	11%	13%	12%	14%	13%	13%	19%	11%	11%	6%	2%	-	16%	13%	11%	12%	12%	-	6%	9%	12%
5 years	61	28	33	9	8	7	4	5	9	3	9	-	3	4	17	5	19	61	-	5	24	56
	9%	9%	9%	7%	12%	7%	7%	8%	17%	5%	15%	-	8%	7%	10%	6%	9%	9%	-	6%	9%	9%
6 years	57	32	25	8	7	10	4	6	2	2	7	1	4	6	10	9	20	57	-	9	23	50
	8%	10%	6%	6%	10%	11%	8%	9%	3%	3%	12%	3%	12%	10%	6%	11%	10%	8%	-	11%	8%	8%
7 years	78	33	45	15	10	9	4	8	4	10	11	1	1	4	18	6	24	78	-	9	31	76
	11%	10%	12%	12%	14%	9%	8%	11%	8%	20%	19%	4%	4%	6%	11%	8%	12%	11%	-	10%	11%	12%
8 years	58	23	35	13	5	6	3	2	6	6	11	3	1	3	18	10	15	58	-	8	18	61
	8%	7%	9%	10%	7%	7%	5%	3%	11%	12%	18%zg	9%	2%	5%	11%	13%	7%	8%	-	9%	7%	9%
9 years	75	29	46	13	5	8	9	12	8	6	2	2	3	14	6	27	75	-	10	30	72	
	11%	9%	12%	11%	8%	9%	17%am	18%am	15%	11%	10%	8%	5%	5%	8%	8%	13%	11%	-	11%	11%	11%
10 years	56	29	27	11	5	6	7	5	2	3	6	4	4	3	8	3	20	56	-	3	20	54
	8%	9%	7%	9%	7%	7%	13%	7%	3%	6%	10%	14%	12%	5%	4%	10%	8%	8%	-	4%	7%	8%
11 years	53	20	33	8	4	6	6	11	4	4	4	2	4	-	10	8	16	53	-	7	17	52
	8%	6%	9%	6%	6%	6%	12%am	15%zm	7%	8%am	7%	7%	13%	-	6%	10%	8%	8%	-	8%	6%	8%
12 years	65	28	37	17	3	7	5	6	5	7	9	1	5	2	10	6	26	65	-	13	20	58
	9%	9%	10%	13%	5%	7%	10%	8%	8%	13%	14%	3%	15%	3%	6%	8%	13%	9%	-	15%t	7%	9%
13 years	93	39	54	20	7	15	7	5	6	13	8	3	3	5	20	7	25	93	-	8	40	89
	13%	12%	14%	16%	11%	17%	13%	8%	11%	24%zg	13%	11%	10%	9%	12%	9%	12%	13%	-	9%	15%	14%
14 years	88	36	52	15	7	10	7	12	7	4	1	8	9	9	22	5	28	88	-	13	38	84
	13%j	11%	14%	12%	11%	11%	13%j	16%j	12%	8%	2%	26%	27%	15%j	13%	6%	14%	13%	-	15%	14%	13%
15 years	90	35	54	14	10	11	10	3	8	4	10	7	3	9	19	12	22	90	-	15	40	85
	13%	11%	14%	11%	15%	12%	19%g	5%	14%	8%	16%	24%	8%	15%	11%	15%	11%	13%	-	17%	15%	13%
Refused	9	4	4	2	1	1	-	2	2	-	-	-	-	-	2	-	2	9	-	-	1	7
	1%	1%	1%	1%	1%	1%	-	3%	5%	-	-	-	-	-	1%	-	1%	1%	-	-	*	1%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**P.A.M. 21 - Trust in Professions**  
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Table 71

**And what ages is the child/are the children in your household?**

Base : All respondents with at least one child in the household

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	652	107	161	241	121	21	1	-	329	111	212	152	170	149	181	78	253	652
Weighted total	700	116*	175	260	120	28**	1**	-**	388	122*	189	194	167	167	172	85*	274	652
1 year or younger	145	32	71	33	7	1	1	-	77	17	51	37	31	31	46	13	57	132
	21%cd	27%cd	41%zacd	13%d	5%	3%	100%	-	20%	14%	27%zi	19%	19%	19%	27%z	15%	21%	20%
2 years	91	14	46	28	3	-	-	-	41	21	30	19	21	25	27	7	30	86
	13%d	12%d	26%zacd	11%d	2%	-	-	-	11%	17%	16%	10%	12%	15%	16%	8%	11%	13%
3 years	78	9	30	30	6	2	1	-	51	7	20	25	19	18	16	7	26	68
	11%di	8%	17%zad	11%	5%	7%	100%	-	13%ai	6%	11%	13%	11%	11%	9%	8%	10%	10%
4 years	82	11	34	28	7	2	-	-	37	12	33	22	18	11	31	5	25	77
	12%dm	9%	19%zacd	11%	6%	8%	-	-	9%	9%	18%zh	12%	11%	7%	18%zm	6%	9%	12%
5 years	61	7	16	30	8	-	-	-	34	14	13	13	10	26	12	5	24	56
	9%	6%	9%	12%	7%	-	-	-	9%	12%	7%	7%	6%	15%zklm	7%	6%	9%	9%
6 years	57	3	15	28	8	2	-	-	33	9	14	13	16	12	16	9	23	50
	8%a	2%	8%	11%a	7%	2	-	-	9%	8%	7%	7%	10%	7%	9%	11%	8%	8%
7 years	78	11	18	40	8	1	-	-	34	17	27	25	15	19	18	9	31	76
	11%	9%	10%	15%zd	6%	4%	-	-	9%	14%	14%	13%	9%	12%	11%	10%	11%	12%
8 years	58	9	15	25	10	-	-	-	34	7	17	14	13	12	19	8	18	61
	8%	8%	9%	10%	8%	-	-	-	9%	6%	9%	7%	8%	7%	11%	9%	7%	9%
9 years	75	4	20	34	14	2	-	-	39	14	22	30	13	11	21	10	30	72
	11%a	4%	11%a	13%a	12%a	8%	-	-	10%	12%	12%	16%zlm	8%	7%	12%	11%	11%	11%
10 years	56	5	17	28	5	1	-	-	29	8	18	11	9	15	21	3	20	54
	8%	4%	10%	11%	4%	2%	-	-	8%	7%	10%	6%	5%	9%	12%zi	4%	7%	8%
11 years	53	4	7	30	11	1	-	-	20	19	15	15	13	11	15	7	17	52
	8%bh	4%	4%	12%zab	9%	5%	-	-	5%	15%zh	8%	8%	8%	7%	9%	8%	6%	8%
12 years	65	7	10	29	20	-	-	-	40	9	17	23	9	21	12	13	20	58
	9%	6%	6%	11%	17%zab	-	-	-	10%	8%	9%	12%	6%	13%li	7%	15%ap	7%	9%
13 years	93	12	2	51	26	2	-	-	53	20	20	22	23	26	22	8	40	89
	13%b	11%b	1%	20%zab	21%zab	7%	-	-	14%	16%	11%	12%	14%	16%	13%	9%	15%	14%
14 years	88	15	8	33	24	9	-	-	48	13	26	22	20	23	23	13	38	84
	13%b	13%b	4%	13%b	20%zb	31%	-	-	12%	11%	14%	11%	12%	14%	13%	15%	14%	13%
15 years	90	19	*	34	31	5	-	-	47	18	25	28	27	17	18	15	40	85
	13%b	16%b	*	13%b	26%zbc	17%	-	-	12%	15%	13%	15%	16%	10%	10%	17%	15%	13%
Refused	9	2	2	3	1	1	-	-	3	2	3	2	2	2	2	-	1	7
	1%	2%	1%	1%	1%	5%	-	-	1%	2%	2%	1%	1%	1%	1%	-	*	1%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
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Table 72

**Lifestage**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
<55 Single no children	336	193	143	40	24	52	20	27	23	32	58	18	11	29	113	34	42	-	229	60	143	338
	17% <b>bfpq</b>	20% <b>zb</b>	14%	14%	12%	20% <b>df</b>	11%	15%	15%	18%	25% <b>zcdf</b>	21% <b>f</b>	11%	16%	20% <b>zp</b>	15%	9%	-	50% <b>zq</b>	17%	17%	17%
<55 Single with children	150	56	93	23	10	20	12	15	11	14	14	6	9	15	51	8	21	150	-	8	71	158
	7% <b>aoprs</b>	6%	9% <b>za</b>	8%	5%	8%	7%	8%	8%	8%	6%	7%	9%	8%	9% <b>op</b>	3%	5%	21% <b>zr</b>	-	2%	9% <b>s</b>	8%
<55 Couple with no children	310	169	141	39	40	44	27	24	18	24	28	11	18	37	55	44	116	-	93	58	115	292
	15% <b>bnq</b>	17% <b>zb</b>	13%	14%	21% <b>zj</b>	17%	15%	13%	12%	14%	12%	12%	18%	21% <b>aj</b>	10%	19% <b>n</b>	26% <b>zn</b>	-	20% <b>zq</b>	16%	14%	14%
<55 Couple with children	515	241	274	98	54	62	38	53	42	37	45	21	23	43	107	71	176	515	-	73	194	464
	25% <b>nrs</b>	25%	26%	35% <b>zefi</b>	28%	24%	21%	29% <b>j</b>	28%	21%	19%	24%	22%	24%	19%	30% <b>n</b>	39% <b>zno</b>	74% <b>zr</b>	-	21%	24%	23%
55+ With or without children	701	318	383	82	63	76	80	62	55	69	88	32	39	53	238	73	94	29	129	150	289	758
	35% <b>pqr</b>	32%	37%	29%	33%	29%	45% <b>zcdem</b>	34%	37%	39% <b>c</b>	37%	36%	38%	30%	42% <b>zop</b>	31% <b>p</b>	21%	4%	28% <b>q</b>	42% <b>zt</b>	35%	37%
Others	18	7	10	1	2	4	2	2	1	*	2	1	1	2	4	4	3	5	11	4	8	19
	1%	1%	1%	*	1%	2%	1%	1%	*	*	1%	1%	1%	1%	1%	2%	1%	1%	2% <b>z</b>	1%	1%	1%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 73

**Lifestage**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
<55 Single no children	336	162	67	46	61	-	-	-	179	22	136	56	135	55	91	60	143	338
		17%cefgik	55%zbcdef	21%cefg	12%efg	19%cefg	-	-	20%zij	10%	15%	11%	23%zkm	13%	18%km	17%	17%	17%
<55 Single with children	150	80	33	27	9	-	-	-	53	24	73	24	34	30	61	8	71	158
		7%defghk	27%zbcdef	10%defg	7%defg	3%efg	-	-	6%	11%h	8%	4%	6%	7%	12%zklm	2%	9%o	8%
<55 Couple with no children	310	17	78	77	139	-	-	-	229	21	60	97	89	73	52	58	115	292
		15%aefgijn	6%efg	24%zaefg	20%zaefg	43%zabcefg	-	-	25%zij	10%	7%	18%n	15%n	17%n	10%	16%	14%	14%
<55 Couple with children	515	36	141	229	110	-	-	-	310	94	111	159	121	134	101	73	194	464
		25%aefgjl	12%efg	43%zadefg	60%zabdef	34%zaefg	-	-	34%zj	43%zhj	12%	30%zln	20%	32%zln	21%	21%	24%	23%
55+ With or without children	701	-	-	-	-	296	209	195	122	58	521	188	205	125	183	150	289	758
		35%abcdhim	-	-	-	100%zabcd	100%zabcd	100%zabcd	14%	26%h	57%zhi	36%	35%	30%	37%im	42%zp	35%	37%
Others	18	2	5	5	5	-	-	-	10	2	6	3	9	1	5	4	8	19
		1%	1%	2%	1%	2%e	-	-	1%	1%	1%	1%	1%	*	1%	1%	1%	1%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 74

**How many cars or light vans are there in your household?**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
1 car or light van	842	411	431	121	72	102	73	64	65	82	101	40	50	70	266	103	134	258	153	155	370	946
		42% <sup>pqr</sup>	41%	43%	37%	40%	41%	35%	44%	47%	43%	45%	50% <sup>g</sup>	39%	47% <sup>zp</sup>	44% <sup>p</sup>	30%	37%	33%	44%	45% <sup>z</sup>	47%
2 cars/light vans	603	305	297	113	75	54	63	65	31	39	62	19	27	54	85	80	237	270	129	113	216	510
		30% <sup>ehin</sup>	28%	40% <sup>z</sup>	39% <sup>z</sup>	21%	35% <sup>ehik</sup>	36% <sup>ehik</sup>	21%	22%	26%	22%	27%	30% <sup>e</sup>	15%	34% <sup>n</sup>	52% <sup>zno</sup>	39% <sup>zr</sup>	28%	32%	26%	25%
3+ cars/light vans	183	92	90	30	23	15	27	22	9	13	15	8	9	13	11	27	65	73	87	34	55	104
		9% <sup>nt</sup>	9%	10%	12% <sup>e</sup>	6%	15% <sup>zehij</sup>	12% <sup>e</sup>	6%	7%	6%	9%	9%	7%	2%	12% <sup>n</sup>	14% <sup>zn</sup>	10%	19% <sup>zq</sup>	10%	7%	5%
None	402	175	227	20	23	87	16	31	45	43	58	22	14	42	206	24	18	98	92	52	177	469
		20% <sup>acdf</sup>	22% <sup>a</sup>	7%	12%	34% <sup>zcd</sup>	9%	17% <sup>cf</sup>	30% <sup>zcd</sup>	24% <sup>cdf</sup>	24% <sup>cdf</sup>	25% <sup>cdf</sup>	14%	24% <sup>cdf</sup>	36% <sup>zop</sup>	10% <sup>p</sup>	4%	14%	20% <sup>c</sup>	15%	22% <sup>as</sup>	23%
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 75

**How many cars or light vans are there in your household?**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
1 car or light van	842	97	130	159	113	129	129	86	341	93	408	201	239	200	202	155	370	946	
		42%adh	33%	40%	41%a	35%	43%ad	61%zabcde	44%a	38%	42%	45%zh	38%	40%	48%zkl	41%	44%	45%z	47%
2 cars/light vans	603	77	112	146	128	86	42	11	349	82	172	243	183	116	61	113	216	510	
		30%fgjnp	26%g	35%afg	38%zaefg	39%zaefg	29%fg	20%g	39%zj	37%zj	19%	46%zlmn	31%n	28%n	12%	32%	26%	25%	
3+ cars/light vans	183	32	17	35	45	44	4	5	110	22	50	49	70	43	21	34	55	104	
		9%bfgjnp	11%bfg	5%f	9%fg	14%zbf	15%zbcfg	2%	12%zj	10%j	6%	9%n	12%zn	10%n	4%	10%	7%	5%	
None	402	89	66	42	39	37	35	93	103	23	275	33	101	60	208	52	177	469	
		20%cdehik	30%zbcdef	20%cde	11%	12%	13%	17%c	48%zabcde	11%	11%	30%zhi	6%	17%k	14%k	42%zklm	15%	22%o	23%
Refused/don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 76

**Housing tenure**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Being bought on mortgage	805	396	409	143	96	78	70	78	49	82	69	24	32	86	121	101	293	426	162	121	303	712
	40%ejkn	40%	39%	50%zefh	50%zefh	30%	39%	43%ejk	32%	46%ehjk	29%	27%	31%	48%zehj	21%	43%n	65%zno	61%zr	35%	34%	37%	35%
Owned outright by household	632	288	345	86	54	54	72	58	51	57	79	33	44	44	172	72	102	50	142	160	250	668
	31%epq	29%	33%	30%e	28%	21%	40%zcdem	32%e	34%e	32%e	34%e	37%e	43%zcdem	25%	30%p	31%p	22%	7%	31%q	45%zt	31%	33%
Rented from Local Authority	201	86	116	17	11	59	6	11	19	24	8	21	7	20	112	15	2	86	36	9	102	242
	10%cfjps	9%	11%	6%	6%	23%zcdfg	3%	6%	13%cfj	14%cdfgj	3%	23%zcdfg	7%	11%afj	20%zop	7%p	1%	12%zr	8%	2%	12%zs	12%
						hijlm						ijlm										
Rented from Housing Association/Trust	143	67	76	13	11	12	9	19	14	6	34	1	11	14	71	14	6	57	32	14	64	157
	7%kps	7%	7%	5%	6%	5%	5%	10%ceik	9%k	3%	14%zcddef	2%	11%aik	8%k	13%zop	6%p	1%	8%	7%	4%	8%r	8%
Rented from private landlord	237	141	96	25	20	56	22	13	18	8	44	8	9	15	90	30	48	79	83	45	95	239
	12%bi	14%zb	9%	9%	10%	22%zcdcf	12%i	7%	12%i	4%	19%zcdgi	9%	8%	8%	16%zp	13%	11%	11%	18%zq	13%	12%	12%
						ghiklm					lm											
Other	10	7	4	1	1	-	1	4	-	*	2	2	-	-	3	1	3	2	6	5	4	11
	*	1%	*	*	*	-	*	2%ze	-	*	1%	2%ze	-	-	1%	1%	1%	*	1%z	1%z	1%	1%
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 77

**Housing tenure**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Being bought on mortgage	805	114	157	244	187	87	14	1	523	114	168	277	243	180	105	121	303	712	
		40%efgjno	38%efg	49%zaefg	64%zabefg	58%zabefg	29%fmg	7%g	58%zj	52%zj	19%	53%zlmn	41%n	43%n	21%	34%	37%	35%	
Owned outright by household	632	30	22	33	65	169	166	147	151	54	428	192	206	108	125	160	250	668	
		31%abcdhi	10%	7%	9%	20%abc	57%zabcd	79%zabcde	75%zabcde	17%	24%h	47%zhi	37%zmn	35%zmn	26%	25%	45%zp	31%	33%
Rented from Local Authority	201	36	32	35	34	17	21	26	53	19	129	8	27	44	123	9	102	242	
		10%ehklo	12%e	10%	9%	10%e	6%	10%	14%e	6%	9%	14%zh	1%	5%k	11%kl	25%zklm	2%	12%zo	12%
Rented from Housing Association/Trust	143	42	22	24	18	17	5	15	40	13	91	2	35	40	66	14	64	157	
		7%fhko	14%zbcdef	7%f	6%f	6%f	6%f	2%	7%f	4%	6%	10%zh	*	6%k	10%zkl	13%zkl	4%	8%o	8%
Rented from private landlord	237	71	89	46	17	4	3	6	131	20	86	41	79	44	73	45	95	239	
		12%defgjk	24%zcddefg	27%zcddefg	12%defg	5%ef	1%	2%	3%	15%zj	9%	8%	13%k	10%	15%zk	13%	12%	12%	
Other	10	3	2	-	3	2	-	-	6	-	4	4	3	2	1	5	4	11	
	*	1%	1%	-	1%	1%	-	-	1%	-	*	1%	1%	*	*	1%z	1%	1%	
Refused/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 78

**Social grade**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
A	81	31	50	23	9	5	10	12	2	3	2	2	5	9	4	7	53	34	7	35	17	60
	4%jnr	3%	5%	8%zehij	5%j	2%	5%ej	6%ehij	1%	2%	1%	2%	5%	5%j	1%	3%n	12%zno	5%r	1%	10%zt	2%	3%
B	444	223	221	78	56	76	51	38	19	27	28	14	20	37	69	38	193	160	85	150	115	383
	22%hjno	23%	21%	27%zhij	29%zhij	29%zhij	29%zhijk	21%j	13%	15%	12%	16%	19%	21%j	12%	16%	43%zno	23%	18%	42%zt	14%	19%
C1	593	291	302	85	54	65	55	56	44	49	75	24	23	63	144	91	111	167	166	121	235	646
	29%npq	30%	29%	30%	28%	25%	31%	31%	29%	28%	32%	26%	23%	35%e	25%	39%znp	25%	24%	36%zq	34%z	29%	32%
C2	418	228	191	59	37	46	29	34	36	37	66	19	29	26	115	64	76	167	91	26	222	410
	21%bmps	23%zb	18%	21%	19%	18%	16%	19%	24%m	21%	28%zefg	22%	28%fm	14%	20%	27%znp	17%	24%z	20%	7%	27%zs	20%
D	329	151	177	34	30	38	21	22	29	39	41	21	18	35	134	30	19	125	81	16	158	290
	16%ps	15%	17%	12%	16%	15%	12%	12%	19%	22%cfg	17%	24%cfg	17%	20%c	24%zop	13%p	4%	18%	17%	4%	19%zs	14%
E	164	60	104	6	5	28	12	22	20	22	23	9	8	9	102	4	1	47	31	6	72	240
	8%acdop	6%	10%za	2%	3%	11%cd	7%c	12%cdm	14%zcdm	13%cdm	10%cd	10%cd	7%c	5%	18%zop	2%p	*	7%	7%	2%	9%sa	12%
ABC1	1118	545	573	185	120	146	116	105	65	79	106	40	48	109	218	136	358	360	258	306	367	1089
	55%hijn	55%	55%	65%zhij	62%hijk	56%hij	65%zhijk	58%hij	43%	45%	45%	45%	47%	61%hijk	38%	58%n	79%zno	52%	56%	86%zt	45%	54%
C2DE	911	439	472	99	73	112	63	77	86	98	130	49	54	70	351	99	96	339	203	48	452	940
	45%cfps	45%	45%	35%	38%	44%	35%	42%	57%zcdcfm	55%zcdcfm	55%zcdcfm	53%cdm	39%	62%zop	42%p	21%	48%z	44%	14%	55%zs	46%	46%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base



**P.A.M. 21 - Trust in Professions**  
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Table 79

**Social grade**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
A	81	2	8	18	19	21	6	6	31	18	32	81	-	-	-	35	17	60	
		4%almp	1%	3%	5%a	6%a	7%zabf	3%	3%	8%zhj	4%	15%zlmn	-	-	-	10%zp	2%	3%	
B	444	30	87	100	74	81	43	30	244	55	146	444	-	-	-	150	115	383	
		22%ajlmp	10%	27%zag	26%zag	23%a	27%zag	21%a	15%	27%zj	25%j	16%	85%zlmn	-	-	42%zp	14%	19%	
C1	593	111	83	95	98	87	59	59	269	55	268	-	593	-	-	121	235	646	
		29%ckmn	37%zbcf	26%	25%	29%	28%	30%	30%	25%	30%	-	100%zkmn	-	-	34%z	29%	32%	
C2	418	64	67	89	73	48	48	29	211	44	163	-	-	418	-	26	222	410	
		21%jkno	21%	23%e	23%	16%	23%	15%	23%zj	20%	18%	-	-	100%zklm	-	7%	27%zo	20%	
D	329	57	60	63	40	40	35	32	144	47	137	-	-	-	329	16	158	290	
		16%klmo	19%d	18%	17%	14%	17%	17%	16%	21%zj	15%	-	-	-	67%zklm	4%	19%zo	14%	
E	164	32	19	18	20	19	17	39	4	1	159	-	-	-	164	6	72	240	
		8%chiklm	11%bcd	6%	5%	6%	8%	20%zabcdef	*	*	18%zhi	-	-	-	33%zklm	2%	9%o	12%	
o																			
ABC1	1118	143	179	213	191	189	109	95	544	128	446	526	593	-	-	306	367	1089	
		55%ajmnp	48%	55%	55%	59%a	64%zacfg	52%	49%	60%zj	58%j	49%	100%zmn	100%zmn	-	86%zp	45%	54%	
C2DE	911	153	146	171	133	107	101	100	359	92	460	-	-	418	493	48	452	940	
		45%ehklo	52%zde	45%	45%e	41%	36%	48%e	51%e	40%	42%	51%zhi	-	-	100%zkl	100%zkl	14%	55%zo	46%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 82

**Willing to be recontacted**

Base : All respondents who are semi activists/influential

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	304	159	145	59	35	28	62	34	10	19	16	10	7	24	66	38	115	89	48	121	76	304
Weighted total	307	154	153	65*	33**	30**	50*	38**	13**	18**	17**	10**	7**	26**	53*	33*	134*	99*	53*	118	74*	304
Yes - for further research and keep informed	101 33%	53 34%	48 31%	27 41%	6 19%	13 43%	20 40%	11 30%	1 4%	5 31%	4 24%	4 36%	-	10 37%	21 39%	11 32%	49 36%	38 38%	22 42%	44 37%t	18 24%	100 33%
Yes - for further research only	5 2%	3 2%	2 1%	2 4%	1 2%	1 3%	* 1%	-	-	1 3%	-	-	1 9%	-	1 3%	-	3 2%	1 1%	3 6%	1 1%	2 2%	7 2%
Yes - for keep informed only	8 2%	4 3%	4 2%	3 4%	-	-	-	-	1 5%	1 5%	2 10%	-	1 16%	1 3%	2 3%	1 4%	2 2%	3 3%	2 4%	2 2%	4 5%	9 3%
No - don't have e-mail address	23 8%p	7 5%	16 10%	3 5%	7 21%	1 4%	5 10%	2 5%	-	1 4%	3 17%	1 8%	1 11%	-	8 15%zp	2 6%	4 3%	6 6%	5 9%	6 5%	6 8%	23 8%
No - don't want to be kept informed	58 19%nq	33 21%	25 16%	11 17%	8 23%	4 13%	8 17%	12 32%	2 15%	2 11%	2 13%	-	1 15%	8 30%	4 7%	6 19%	25 19%	12 12%	6 11%	28 24%	17 23%	60 20%
Not stated	112 36%	54 35%	58 38%	19 30%	12 35%	11 37%	16 33%	13 33%	10 76%	8 46%	6 36%	6 55%	3 50%	8 30%	17 33%	13 38%	51 38%	40 41%	15 29%	36 31%	28 38%	105 35%
<b>Yes</b>	113 37%	60 39%	54 35%	32 49%	7 21%	14 46%	20 41%	11 30%	1 9%	7 39%	6 33%	4 36%	2 25%	10 40%	24 45%	12 37%	54 40%	41 42%	27 51%z	48 40%	23 31%	116 38%
<b>No</b>	81 27%q	40 26%	41 27%	14 22%	15 44%	5 17%	13 26%	14 37%	2 15%	3 15%	5 31%	1 8%	2 25%	8 30%	12 22%	8 25%	29 22%	18 18%	10 20%	34 29%	23 31%	83 27%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
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Table 83

**Willing to be recontacted**

Base : All respondents who are semi activists/influential

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	304	11	30	64	61	70	45	23	138	33	133	145	112	25	22	121	76	304
Weighted total	307	11**	34**	71*	62*	70*	31*	27**	156	34**	116	168	98*	24**	16**	118	74*	304
Yes - for further research and keep informed	101 33%j	4 34%	11 33%	28 40%	23 37%	22 31%	8 28%	4 14%	63 40%zj	12 34%	26 23%	62 37%	26 27%	8 35%	4 27%	44 37%p	18 24%	100 33%
Yes - for further research only	5 2%	-	1 2%	-	3 5%	-	1 3%	1 2%	4 2%	-	2 1%	2 1%	3 3%	-	-	1 1%	2 2%	7 2%
Yes - for keep informed only	8 2%	-	1 3%	1 1%	2 3%	3 5%	* 1%	-	5 3%	-	2 2%	2 1%	4 4%	1 3%	1 5%	2 2%	4 5%	9 3%
No - don't have e-mail address	23 8%ch	1 8%	-	* 1%	3 5%	4 6%	7 21%zcde	8 29%	4 3%	2 6%	17 14%zh	11 6%	5 5%	2 9%	6 35%	6 5%	6 8%	23 8%
No - don't want to be kept informed	58 19%	1 13%	5 16%	8 12%	14 22%	20 29%zc	5 15%	4 16%	25 16%	8 25%	24 21%	35 21%	21 21%	2 9%	-	28 24%	17 23%	60 20%
Not stated	112 36%	5 46%	16 46%	33 47%d	17 28%	20 29%	10 31%	10 38%	55 35%	12 35%	45 39%	56 33%	40 41%	10 44%	5 33%	36 31%	28 38%	105 35%
<b>Yes</b>	113 37%j	4 34%	13 38%	29 41%	28 45%	25 36%	10 32%	4 16%	72 46%zj	12 34%	30 26%	66 39%	33 34%	9 39%	5 32%	48 40%	23 31%	116 38%
<b>No</b>	81 27%ch	2 21%	5 16%	9 12%	17 27%	24 35%c	11 37%c	12 46%	30 19%	11 31%	41 35%zh	46 27%	25 26%	4 18%	6 35%	34 29%	23 31%	83 27%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**P.A.M. 21 - Trust in Professions**  
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Table 84

**Willing to be recontacted**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Yes - would be willing	858 42%l	415 42%	442 42%	122 43%	74 38%	123 48%kl	68 38%	84 46%l	68 45%	75 42%	115 49%kl	29 33%	32 32%	68 38%	267 47%z	110 47%	245 54%zn	313 45%	216 47%z	160 45%	353 43%	853 42%
No - would NOT be willing	1171 58%np	569 58%	603 58%	163 57%	119 62%	135 52%	110 62%	99 54%	82 55%	102 58%	121 51%	60 67%ej	69 68%zegj	110 62%	301 53%p	124 53%	208 46%	387 55%	245 53%	194 55%	466 57%	1176 58%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 85

**Willing to be recontacted**

Base : All respondents

	Age							Working status			Social class				Newspaper readership		Unwtd total		
	Total (z)	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Yes - would be willing	<b>858</b>	117	146	191	143	124	75	62	415	93	349	239	253	181	184	160	353	853	
		42%fgjn	40%	45%fg	50%zafg	44%fg	42%	36%	46%zj	42%	39%	46%n	43%	43%	37%	45%	43%	42%	
No - would NOT be willing	<b>1171</b>	179	178	192	182	172	135	133	488	127	556	286	340	237	309	194	466	1176	
		58%ch	60%c	55%	50%	56%	58%	64%zabcd	68%zabcd	54%	58%	61%zh	54%	57%	57%	63%zk	55%	57%	58%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 86

**Do you have a LANDLINE telephone in your home?**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Yes, have a landline telephone	1550	760	789	223	172	182	157	138	100	126	157	71	92	130	412	192	396	536	325	293	599	1541
	76%ehjnr	77%	76%	78%hj	89%zceghijklm	70%	88%zceghijm	76%	67%	72%	67%	79%j	91%zceghijklm	73%	73%	82%zn	87%zn	77%r	70%	83%zt	73%	76%
Yes, but ex directory	110	48	62	22	3	11	5	10	18	8	17	-	2	13	24	10	25	44	23	17	48	105
	5%dk	5%	6%	8%dfk	2%	4%	3%	5%k	12%zdefgikl	5%	7%dk	-	2%	7%dk	4%	4%	6%	6%	5%	5%	6%	5%
No	240	128	112	22	12	39	11	22	22	20	44	17	4	27	111	19	21	80	83	34	104	255
	12%cdfllp	13%	11%	8%	6%	15%cdfllp	6%	12%	15%cdfllp	12%	18%zcdf	19%zcdfllp	4%	15%cdfllp	19%zop	8%	5%	11%	18%zq	10%	13%	13%
Refused	129	48	82	18	5	26	4	13	10	22	18	2	3	8	22	14	12	40	31	11	67	128
	6%adfnps	5%	8%za	6%	3%	10%zdfk	3%	7%	6%	12%zdfklm	8%f	2%	3%	5%	4%	6%	3%	6%	7%	3%	8%zs	6%
Yes	1660	808	851	245	176	193	163	148	118	135	174	71	94	144	436	202	421	580	348	310	648	1646
	82%ejnr	82%	81%	86%ej	91%zceghijklm	75%	91%zceghijklm	81%	79%	76%	74%	79%	92%zceghijklm	80%	77%	86%n	93%zno	83%r	75%	87%zt	79%	81%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 87

**Do you have a LANDLINE telephone in your home?**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Yes, have a landline telephone	1550	172	213	305	257	249	185	169	692	175	682	452	445	318	334	293	599	1541
	76%abnp	58%	66%	79%ab	79%ab	84%zab	88%zabcd	86%zab	77%	80%	75%	86%zlmn	75%n	76%n	68%	83%zp	73%	76%
Yes, but ex directory	110	7	15	31	25	18	10	5	53	15	42	25	40	26	19	17	48	105
	5%a	2%	5%	8%zag	8%ag	6%a	5%	2%	6%	7%	5%	5%	7%n	6%	4%	5%	6%	5%
No	240	92	71	31	22	14	5	5	105	19	116	23	60	47	109	34	104	255
	12%cddefgk	31%zbcdef	22%zcddefg	8%ifg	7%f	5%	3%	2%	12%	9%	13%	4%	10%k	11%k	22%zklm	10%	13%	13%
Refused	129	25	25	17	21	15	10	17	53	11	65	25	47	27	31	11	67	128
	6%cd	9%	8%	4%	6%	5%	5%	9%	6%	5%	7%	5%	8%	6%	6%	3%	8%zo	6%
<b>Yes</b>	1660	179	228	335	282	267	194	173	745	190	724	477	485	344	353	310	648	1646
	82%abnp	60%	70%a	88%zab	87%zab	90%zab	93%zabcd	89%zab	83%	86%	80%	91%zlmn	82%n	82%n	72%	87%zp	79%	81%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 88

CIE

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total		
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)	
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029	
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029	
Chief Income Earner	1206	775	431	157	109	146	100	111	89	118	150	52	60	114	417	147	247	348	224	216	481	1262	
		59% <sup>bpqr</sup>	79% <sup>zb</sup>	41%	55%	56%	57%	56%	61%	59%	67% <sup>cf</sup>	64%	58%	59%	64%	73% <sup>zop</sup>	63%	54%	50%	49%	61%	59%	62%
Not Chief Income Earner	813	203	610	127	84	112	79	72	59	59	83	37	42	60	149	88	207	350	233	135	333	758	
		40% <sup>an</sup>	21%	58% <sup>za</sup>	45% <sup>im</sup>	44%	43%	44% <sup>im</sup>	39%	39%	33%	35%	42%	41%	33%	26%	37% <sup>n</sup>	46% <sup>zn</sup>	50% <sup>z</sup>	51% <sup>z</sup>	38%	41%	37%
Refused/don't know	10	6	4	-	-	-	-	-	3	-	3	-	-	5	3	-	-	1	4	3	4	9	
		1%	1%	*	-	-	-	-	2%	-	1%	-	-	3% <sup>zcd</sup>	1%	-	-	*	1%	1%	1%	*	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base



**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 89

**CIE**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Chief Income Earner	<b>1206</b>	101	195	231	196	183	145	155	645	90	472	277	369	238	322	216	481	1262
		59% <sup>ajjk</sup>	34%	60% <sup>a</sup>	60% <sup>a</sup>	62% <sup>a</sup>	69% <sup>zabcd</sup>	80% <sup>zabcde</sup>	71% <sup>zlj</sup>	41%	52% <sup>i</sup>	53%	62% <sup>k</sup>	57%	65% <sup>zkm</sup>	61%	59%	62%
Not Chief Income Earner	<b>813</b>	191	128	152	128	113	64	39	254	131	428	248	220	179	167	135	333	758
		40% <sup>fgghn</sup>	64% <sup>zbcdef</sup>	39% <sup>fg</sup>	40% <sup>fg</sup>	39% <sup>fg</sup>	38% <sup>g</sup>	30% <sup>g</sup>	28%	59% <sup>zhj</sup>	47% <sup>zh</sup>	47% <sup>zln</sup>	37%	43% <sup>n</sup>	34%	38%	41%	37%
Refused/don't know	<b>10</b>	5	2	-	1	-	1	1	5	-	6	-	4	1	5	3	4	9
		1%	2% <sup>zce</sup>	1%	*	-	*	*	1%	-	1%	-	1%	*	1% <sup>k</sup>	1%	1%	*

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 90

Using this card, please tell me which, if any, is the highest educational or professional qualification you have obtained.

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
GCSE/O-Level/CSE	378	177	200	69	44	37	29	32	28	32	47	12	12	34	109	57	57	178	88	31	195	373
	19%ps	18%	19%	24%zefk	23%el	14%	16%	18%	19%	18%	20%	13%	12%	19%	19%p	24%zp	12%	25%zr	19%	9%	24%zs	18%
Vocational qualifications (=NVQ1+2)	166	87	79	20	25	14	15	10	6	21	22	8	5	19	38	29	35	70	32	6	86	171
	8%ss	9%	8%	7%	13%zcegh	5%	9%	6%	4%	12%eh	9%	9%	5%	10%	7%	13%zn	8%	10%	7%	2%	11%zs	8%
A-Level or equivalent (=NVQ3)	308	143	165	49	27	34	29	36	20	24	34	20	13	23	93	42	69	127	94	65	107	294
	15%tt	15%	16%	17%	14%	13%	16%	20%	13%	14%	14%	23%ee	13%	13%	16%	18%	15%	18%z	20%z	18%tt	13%	14%
Bachelor Degree or equivalent (=NVQ4)	375	156	220	70	35	59	43	29	15	20	36	13	17	38	51	45	167	127	96	132	96	346
	19%ahint	16%	21%za	25%zghi	18%h	23%hi	24%zhij	16%	10%	11%	15%	15%	16%	21%hi	9%	19%n	37%zno	18%	21%	37%zt	12%	17%
Masters/PhD or equivalent	144	96	48	32	13	26	13	12	1	6	12	6	4	17	15	14	72	49	27	73	30	131
	7%bhnt	10%zb	5%	11%zhijl	7%h	10%hi	8%h	7%h	1%	3%	5%	7%h	4%	10%hi	3%	6%n	16%zno	7%	6%	20%zt	4%	6%
Other	201	129	73	14	15	20	22	19	27	27	16	12	17	11	54	24	38	54	35	30	73	215
	10%bcq	13%zb	7%	5%	8%	8%	13%cm	11%c	18%zcdej	16%zcdej	7%	13%c	17%zcdej	6%	10%	10%	8%	8%	8%	9%	9%	11%
No formal qualifications	427	184	243	25	32	58	26	43	52	46	58	18	33	35	201	23	15	81	77	13	214	471
	21%acfpqrs	19%	23%za	9%	17%c	22%c	15%	24%cf	34%zcdefkm	26%cdf	25%cf	20%c	33%zcdm	20%c	35%zop	10%p	3%	12%	17%q	4%	26%zs	23%
Still studying	42	17	25	10	1	10	6	1	1	4	7	-	1	2	6	2	4	22	16	5	21	41
	2%rn	2%	2%	3%d	*	4%d	3%d	1%	1%	2%	3%	-	1%	1%	1%	1%	1%	3%z	4%z	1%	3%	2%
Don't know	4	1	3	-	-	1	-	-	-	-	4	-	-	-	3	-	-	-	3	1	2	5
	*	*	*	-	-	*	-	-	-	-	2%z	-	-	-	*	-	-	-	1%q	*	*	*

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions  
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Table 91

Using this card, please tell me which, if any, is the highest educational or professional qualification you have obtained.

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
GCSE/O-Level/CSE	378	95	60	78	64	48	25	9	159	53	166	44	110	111	113	31	195	373	
		19%fgko	32%zbcdefg	18%fg	20%fg	16%g	12%g	5%	18%	24%zh	18%	8%	19%k	27%zkl	23%zkl	9%	24%zo	18%	
Vocational qualifications (=NVQ1+2)	166	34	26	33	28	24	15	5	87	16	63	19	39	61	48	6	86	171	
		8%gko	11%g	8%g	9%g	8%g	7%	3%	10%	7%	7%	4%	7%k	15%zkl	10%k	2%	11%zo	8%	
A-Level or equivalent (=NVQ3)	308	101	60	58	52	19	12	6	153	43	112	61	142	55	51	65	107	294	
		15%efgkln	34%zbcdefg	19%efg	15%efg	6%efg	6%	3%	17%j	20%j	12%	12%	24%zkmn	13%	10%	18%p	13%	14%	
Bachelor Degree or equivalent (=NVQ4)	375	21	92	89	66	65	23	20	214	45	117	215	112	35	14	132	96	346	
		19%afgjmn	7%	28%zadfg	23%zafg	20%afg	22%afg	11%	10%	24%zj	20%j	13%	41%zlmn	19%mn	8%n	3%	37%zp	12%	17%
Masters/PhD or equivalent	144	3	38	36	23	24	11	10	91	17	36	109	23	5	7	73	30	131	
		7%ajlmnp	1%	12%zafg	9%a	7%a	8%a	5%a	10%zj	8%j	4%	21%zlmn	4%mn	1%	1%	20%zp	4%	6%	
Other	201	9	18	45	29	36	32	32	91	23	88	48	81	42	30	30	73	215	
		10%abn	3%	6%	12%ab	9%a	12%ab	15%zabd	16%zabd	10%	10%	9%	14%zkn	10%n	6%	9%	9%	11%	
No formal qualifications	427	12	29	42	61	78	91	114	105	23	299	25	74	104	223	13	214	471	
		21%abchikl	4%	9%a	11%a	19%abc	26%zabcd	44%zabcde	58%zabcde	12%	10%	5%	13%k	25%zkl	45%zklm	4%	26%zo	23%	
Still studying	42	34	3	3	2	-	-	-	5	2	36	7	20	5	10	5	21	41	
		2%defh	12%zbcdefg	1%	1%	1%	-	-	1%	1%	4%zhi	1%	3%zkm	1%	2%	1%	3%	2%	
Don't know	4	-	-	1	-	2	1	-	1	-	3	-	1	1	2	1	2	5	
		*	-	*	-	1%	*	-	*	-	*	-	*	*	*	*	*	*	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 92

Here is a list of daily newspapers. Which of these do you read or look at regularly? By regularly I mean on average at least three out of four issues

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Daily Express	75 4%	30 3%	45 4%	10 3%	8 4%	7 3%	7 4%	11 6%l	4 3%	7 4%	14 6%l	2 2%	-	6 3%	22 4%	7 3%	17 4%	19 3%	17 4%	7 2%	75 9%zs	78 4%
Daily Mail	223 11%mq	107 11%	117 11%	37 13%mq	30 16%zkm	26 10%	21 12%	22 12%	18 12%	14 8%	28 12%	6 7%	11 10%	11 6%	60 11%	32 14%	46 10%	59 8%	38 8%	17 5%	223 27%zs	232 11%
The Mirror	137 7%mpqs	64 7%	72 7%	11 4%	10 5%mq	12 5%mq	9 5%mq	12 7%mq	11 7%mq	22 13%zcd fm	28 12%zcd fm	9 10%cm	10 10%cm	2 1%	48 8%p	13 6%	16 3%	35 5%	34 7%	3 1%	137 17%zs	145 7%
Daily Record	36 2%cep	19 2%	17 2%	-	-	-	-	-	1 1%	2 1%	-	-	-	33 19%zcd ef ghijkl	10 2%	2 1%	2 *	9 1%	7 1%	3 1%	36 4%zs	40 2%
Daily Telegraph	111 5%bhntq	68 7%zb	43 4%	23 8%h	17 9%ehj	10 4%	21 12%zeg hij m	7 4%	1 1%	7 4%	8 3%	4 4%	5 5%	8 5%	19 3%	21 9%zn	31 7%rn	19 3%	27 6%cn	111 31%zt	16 2%	115 6%
Financial Times	24 1%r	14 1%	10 1%	3 1%	1 *	15 6%zcd fg hijklm	1 1%	2 1%	-	1 *	-	-	-	2 1%	2 *	2 1%	12 3%zn	6 1%	6 1%	24 7%zt	11 1%	21 1%
The Guardian	81 4%ht	44 4%	38 4%	15 5%hi	11 6%hi	23 9%zhij m	7 4%h	7 4%	* *	2 1%	4 2%	4 4%h	2 2%	5 3%	16 3%	6 2%	38 8%zno	26 4%	25 5%	81 23%zt	14 2%	82 4%
The Herald (Glasgow)	12 1%r	6 1%	7 1%	-	-	-	-	-	-	-	-	-	-	12 7%zcd ef ghijkl	1 *	-	5 1%	5 1%	2 1%	12 3%zt	2 *	11 1%
The Independent	39 2%c	23 2%	16 2%	7 2%	5 3%	11 4%zi	4 2%	2 1%	1 1%	1 *	3 1%	-	2 2%	3 2%	9 2%	8 4%	14 3%	7 1%	12 3%	39 11%zt	11 1%	39 2%
The Metro	115 6%bcdfl	68 7%zb	47 4%	3 1%	2 1%	47 18%zcd fg hijklm	1 *	14 7%cdf	5 3%	9 5%cf	22 9%zcd fl	4 4%f	1 1%	8 5%cf	39 7%	12 5%	19 4%	39 6%	45 10%zq	18 5%	115 14%zs	111 5%
The Scotsman	18 1%t	7 1%	11 1%	-	-	-	-	-	-	-	-	-	-	18 10%zcd ef ghijkl	4 1%	-	3 1%	4 1%	-	18 5%zt	1 *	16 1%
Daily Star	48 2%es	25 3%	23 2%	5 2%	1 1%	1 *	1 1%	3 1%	1 *	7 4%e	20 8%zcd ef ghi	3 4%e	* *	6 3%e	11 2%	6 3%	12 3%	17 2%	18 4%z	-	48 6%zs	45 2%
The Sun	315 16%bdfs	181 18%zb	134 13%	55 19%dfh	19 10%	44 17%f	13 7%	33 18%df	16 11%	33 19%df	35 15%f	18 20%df	12 12%	36 20%dfh	107 19%zp	34 15%	60 13%	147 21%z	80 17%	12 3%	315 38%zs	312 15%
The Times	128 6%igt	68 7%	60 6%	30 11%zhim	10 5%	23 9%hi	11 6%	10 6%	4 3%	3 2%	18 8%ai	5 6%	4 4%	8 5%	28 5%	13 6%	54 12%zno	31 4%	43 9%zq	128 36%zt	22 3%	117 6%
Evening Standard	26 1%	17 2%	9 1%	1 *	1 *	19 7%zcd fg hijklm	-	-	-	-	5 2%	-	-	-	9 2%	4 2%	6 1%	15 2%z	4 1%	9 3%z	26 3%z	26 1%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 92

Here is a list of daily newspapers. Which of these do you read or look at regularly? By regularly I mean on average at least three out of four issues

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
None of these	791 39% st	353 36%	438 42% za	105 37% m	87 45% ejm	74 29%	98 55% zce gm	65 36% m	73 49% zce gjm	78 44% ejm	70 30%	41 46% ejm	56 55% zce gjm	44 25%	206 36%	94 40%	175 39%	311 44% zr	164 36%	-	-	788 39%
Other	41 2% es	22 2%	20 2%	1 1%	1 *	-	3 2% e	2 1%	5 4% cde	8 5% z cde	3 1%	9 10% z cde f g j l	1 1%	8 5% z cde	11 2%	2 1%	6 1%	10 1%	8 2%	1 *	14 2%	46 2%
Don't know	97 5% fst	39 4%	58 6%	7 3%	3 2%	19 8% z c d f k l	1 *	17 9% z c d f k l m	14 9% z c d f k l	11 6% d f k l	17 7% c d f k l	-	1 1%	6 3% f	44 8% z p	10 4%	17 4%	44 6%	28 6%	-	-	92 5%
Quality	354 17% h i j k l q t	188 19%	167 16%	70 25% z g h i j k l	41 21% h i j k l	60 23% z g h i j k l	40 23% g h i j k l	26 14% h	7 5%	12 7%	25 11%	11 12%	13 13% h	48 27% z g h i j k l	68 12%	41 18% n	131 29% z n o	85 12%	96 21% q	354 100% z t	59 7%	350 17%
Popular	819 40% f p s	418 42%	401 38%	110 39% f	65 34% f	130 50% z c d f h l	41 23%	75 41% f	52 35% f	72 41% f	126 54% z c d f g h i k l	34 38% f	31 30%	82 46% d f l	257 45% z p	94 40%	148 33%	274 39%	186 40%	59 17%	819 100% z s	834 41%
Mid market press	288 14% q r s	133 14%	155 15%	43 15%	37 19% k m	33 13%	27 15%	31 17% m	22 14%	20 11%	41 17% m	8 8%	11 10%	16 9%	78 14%	39 17%	62 14%	76 11%	50 11%	22 6%	288 35% z s	298 15%
Red top press	466 23% b d f p s	248 25% z b	217 21%	65 23% d f	26 13%	55 21% d f	20 11%	41 23% d f	28 19%	51 29% d f	69 29% z d f h	26 30% d f	21 21% f	62 35% z c d e f g h l	156 27% z o p	47 20%	77 17%	183 26% z	110 24%	18 5%	466 57% z s	474 23%

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Overlap formulae used. \* small base

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Table 93

Here is a list of daily newspapers. Which of these do you read or look at regularly? By regularly I mean on average at least three out of four issues

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Daily Express	75 4%	9 3%	9 3%	8 2%	11 3%	10 3%	15 7%zabcd	13 6%c	24 3%	9 4%	41 5%	18 3%	26 4%	17 4%	14 3%	7 2%	75 9%zo	78 4%
Daily Mail	223 11%abno	16 5%	13 4%	34 9%b	42 13%ab	42 14%abc	45 22%zabcde	30 16%abc	90 10%	25 11%	109 12%	55 10%	82 14%zn	49 12%	37 8%	17 5%	223 27%zo	232 11%
The Mirror	137 7%bhklo	17 6%	9 3%	26 7%b	20 6%	15 5%	24 12%zabcde	25 13%zabcde	47 5%	12 6%	77 9%zh	8 2%	29 5%k	50 12%zkl	49 10%zkl	3 1%	137 17%zo	145 7%
Daily Record	36 2%k	5 2%	5 2%	7 2%	8 2%	6 2%	5 3%	1 *	13 1%	7 3%	17 2%	3 1%	11 2%	11 3%k	3 1%	36 4%zo	40 2%	
Daily Telegraph	111 5%abcnmp	7 2%	7 2%	11 3%	15 5%	27 9%zabcd	22 10%zabcd	21 11%zabcd	39 4%	7 3%	65 7%zh	58 11%zlmn	41 7%mn	7 2%	5 1%	111 31%zp	115 2%	115 6%
Financial Times	24 1%j	6 2%f	7 2%df	9 2%df	1 *	1 *	- -	- -	18 2%zj	1 1%	5 1%	13 2%zmn	7 1%	1 *	3 1%	24 7%zp	11 1%	21 1%
The Guardian	81 4%jmnp	10 3%	14 4%	12 3%	16 5%	20 7%zcf	5 2%	4 2%	47 5%zj	7 3%	27 3%	48 9%zlmn	24 4%mn	7 2%	3 1%	81 23%zp	14 2%	82 4%
The Herald (Glasgow)	12 1%	2 1%	2 *	3 1%	4 1%	1 *	1 *	1 *	4 *	3 2%	5 1%	8 2%zm	2 *	- -	1 *	12 3%zp	2 *	11 1%
The Independent	39 2%	6 2%	9 3%	7 2%	7 2%	7 2%	2 1%	1 1%	22 2%	3 1%	14 2%	16 3%	11 2%	5 1%	6 1%	39 11%zp	11 1%	39 2%
The Metro	115 6%efgjk	35 12%zdefg	36 11%zdefg	26 7%efg	13 4%f	4 1%	- -	2 1%	64 7%zj	15 7%	37 4%	19 4%	42 7%k	19 5%	34 7%k	18 5%	115 14%zo	111 5%
The Scotsman	18 1%p	- -	2 1%	6 1%	1 *	2 1%	1 *	7 3%zad	7 1%	1 *	10 1%	9 2%am	6 1%	1 *	2 *	18 5%zp	1 *	16 1%
Daily Star	48 2%ko	13 4%zef	7 2%	10 3%	7 2%	4 1%	2 1%	5 3%	27 3%	5 2%	16 2%	- -	9 1%k	26 6%zklm	13 3%k	- -	48 6%zo	45 2%
The Sun	315 16%eklo	67 23%zdefg	62 19%efg	64 17%e	44 14%	30 10%	26 13%	21 11%	147 16%	34 16%	134 15%	35 7%	62 11%k	105 25%zkl	113 23%zkl	12 3%	315 38%zo	312 15%
The Times	128 6%cmnp	22 7%c	21 6%	12 3%	26 8%c	27 9%c	11 5%	9 5%	50 6%	22 10%zh	56 6%	58 11%zmn	55 9%zmn	11 3%n	4 1%	128 36%zp	22 3%	117 6%
Evening Standard	26 1%	5 2%	4 1%	4 1%	8 2%	2 1%	2 1%	1 1%	11 1%	3 1%	12 1%	8 1%	9 2%	6 1%	3 1%	26 3%z	26 3%z	26 1%
None of these	791 39%op	107 36%	138 42%fg	183 48%zadefg	128 39%f	117 39%f	60 29%	60 31%	371 41%	84 38%	336 37%	201 38%	222 37%	153 37%	215 44%z	- -	- -	788 39%
Other	41 2%c	6 2%	5 2%	7 2%	8 3%	6 2%	7 4%	2 1%	18 2%	8 3%	15 2%	8 2%	8 1%	12 3%	13 3%	1 *	14 2%	46 2%
Don't know	97 5%op	22 7%zf	16 5%	18 5%	13 4%	12 4%	5 3%	11 5%	42 5%	12 5%	44 5%	25 5%	31 5%	15 3%	27 6%	- -	- -	92 5%
Quality	354 17%acmnp	37 13%	56 17%	49 13%	61 19%ac	73 25%zac	39 18%	38 20%	154 17%	43 20%	157 17%	185 35%zlmn	121 20%zmn	26 6%	22 4%	354 100%zp	59 7%	350 17%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/ef/fg - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 93

Here is a list of daily newspapers. Which of these do you read or look at regularly? By regularly I mean on average at least three out of four issues

Base : All respondents

	Age							Working status			Social class				Newspaper readership		Unwtd total	
	Total (z)	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
<b>Popular</b>	<b>819</b>	<b>136</b>	<b>124</b>	<b>139</b>	<b>130</b>	<b>97</b>	<b>106</b>	<b>86</b>	<b>348</b>	<b>89</b>	<b>381</b>	<b>132</b>	<b>235</b>	<b>222</b>	<b>230</b>	<b>59</b>	<b>819</b>	<b>834</b>
	40%eko	46%ce	38%	36%	40%	33%	51%zbcde	44%e	39%	41%	42%	25%	40%k	53%zkl	47%zkl	17%	100%zo	41%
<b>Mid market press</b>	<b>288</b>	<b>24</b>	<b>22</b>	<b>40</b>	<b>52</b>	<b>59</b>	<b>40</b>	<b>112</b>	<b>32</b>	<b>145</b>	<b>73</b>	<b>102</b>	<b>66</b>	<b>48</b>	<b>22</b>	<b>288</b>	<b>298</b>	
	14%abcno	8%	7%	10%	16%abc	17%abc	28%zabcde	21%zabc	12%	14%	16%	14%	17%zn	16%n	10%	6%	35%zo	15%
<b>Red top press</b>	<b>466</b>	<b>88</b>	<b>73</b>	<b>90</b>	<b>70</b>	<b>47</b>	<b>52</b>	<b>45</b>	<b>198</b>	<b>54</b>	<b>214</b>	<b>44</b>	<b>104</b>	<b>157</b>	<b>160</b>	<b>18</b>	<b>466</b>	<b>474</b>
	23%eklo	30%zde	23%	23%e	22%	16%	25%e	23%	22%	25%	24%	8%	18%k	38%zkl	33%zkl	5%	57%zo	23%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
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Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 94

**Which group on this card do you consider you belong to?**

Base : All respondents

	Total (z)	Gender		GO Region										Household income			Children in household		Newspaper readership		Unwt'd total		
		Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)	
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029	
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029	
<b>White</b>	1850	870	980	271	188	173	176	165	135	170	213	88	98	175	500	213	423	620	396	334	723	1835	
		91%aeqr	88%rt	94%zart	95%zhej	97%zheg	67%j	98%zhej	90%e	90%e	96%ze	90%e	98%zheg	96%e	98%zheg	88%j	91%j	93%nt	89%	86%	94%zt	88%	90%
British	1766	829	937	259	175	146	171	160	127	167	210	88	98	166	484	202	402	588	370	303	698	1758	
		87%aeqr	84%	90%zart	91%ze	91%e	57%	96%zhej	88%e	84%e	95%zheg	89%e	98%zcdghj	96%zheg	93%zheg	85%	86%	89%	84%	80%	86%	85%	87%
Irish	10*	3*	7	1*	-	4	1	-	1	-	2	-	-	1	3*	-	5	3*	2*	5	3	10*	
		*	1%	*	-	2%z	1%	-	1%	-	1%	-	-	*	*	-	1%	*	*	1%zt	*	*	
Any other white background	74	38	36	11	13	22	4	5	7	2	1	-	-	9	13	11	17	29	24	25	22	67	
		4%jn	4%	3%	4%j	7%zcfijk	9%zcfijk	2%	3%	5%jl	1%	*	-	-	5%jkl	2%	5%	4%	4%	5%	7%zt	3%	3%
<b>Mixed</b>	16	10	7	1	1	5	2	1	1	-	3	*	-	3	4	1	8	8	6	6	11	16	
		1%	1%	1%	*	2%z	1%	1%	1%	-	1%	*	-	1%	1%	*	2%	1%	1%	2%	1%	1%	1%
White and Black Caribbean	7*	1*	6	-	-	4	-	1	-	-	2	*	-	-	3	-	1	2	4	1	5	8	
		*	1%	-	-	1%z	-	1%	-	-	1%	*	-	-	1%	-	*	*	1%	*	1%	*	
White and Black African	3*	2*	1	1	1	-	-	-	1	-	-	-	-	1	1	-	1	3	-	1	2	4	
		*	*	*	*	-	-	-	1%	-	-	-	-	1%	*	-	*	*	-	*	*	*	
White and Asian	4*	4*	-	-	-	2	-	-	-	-	1	-	-	2	-	1	3	1	2	2	2	3	
		*	*	-	-	1%	-	-	-	-	*	-	-	1%	-	*	1%	*	*	*	*	*	
Any other mixed background	2*	2*	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	2	-	2	2	1	
		*	*	-	-	1%z	-	-	-	-	-	-	-	-	-	-	1%	*	-	1%z	*	*	
<b>Asian or Asian British</b>	86	55	31	3	1	35	-	11	13	5	16	1	1	1	36	11	9	45	32	7	39	91	
		4%bcdfm	6%zbp	3%	1%	*	14%zcdfg	-	6%cdfm	8%zcdfiklm	3%f	7%cdfkm	1%	1%	1%	6%z	5%	2%	6%z	7%z	2%	5%st	4%
Indian	26	15	11	1	1	6	-	5	11	2	-	-	-	-	3	1	4	11	11	5	12	27	
		1%n	2%	1%	1%	*	2%fj	-	3%fj	8%zcddefijkl	1%	-	-	-	1%	*	1%	2%	2%z	1%	1%	1%	
Pakistani	24	18	6	1	-	4	-	6	*	1	10	1	-	-	14	2	1	10	10	1	13	23	
		1%b	2%z	1%	*	1%	-	3%zcdm	*	1%	4%zcdfh	1%	-	-	2%z	1%	*	1%	2%z	*	2%st	1%	
Bangladeshi	16	11	5	-	-	14	-	-	-	-	1	-	-	-	7	4	3	12	3	1	7	18	
		1%	1%	*	-	6%zcdfg	-	-	-	-	1%	-	-	-	1%	2%	1%	2%z	1%	*	1%	1%	
Any other asian background	20	11	9	*	-	11	-	-	1	2	4	-	1	1	11	3	1	12	7	1	7	23	
		1%	1%	1%	*	4%zcdfg	-	-	1%	1%	2%	-	1%	1%	2%z	1%	*	2%	1%	*	1%	1%	
<b>Black or Black British</b>	51	32	19	5	3	27	1	4	2	2	4	-	2	-	19	8	9	22	17	5	30	60	
		2%rn	3%	2%	2%	1%	10%zcdfg	1%	2%	1%	1%	2%	-	2%	3%	4%	2%	3%	4%	2%	4%z	3%	
Caribbean	16	6	10	1	2	8	1	4	-	1	1	-	-	-	4	1	5	5	7	1	10	23	
		1%	1%	1%	*	1%	3%zcm	*	2%	-	*	*	-	-	1%	*	1%	1%	1%	*	1%	1%	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base



**P.A.M. 21 - Trust in Professions**  
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Table 94

**Which group on this card do you consider you belong to?**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
African	33 2% <sup>b</sup>	23 2% <sup>zb</sup>	9 1%	5 2%	1 *	19 7% <sup>zcdfg</sup>	1 *	1 *	2 1%	2 1%	2 1%	-	2 2%	-	13 2%	7 3%	5 1%	16 2%	10 2%	5 1%	18 2%	35 2%
Any other black background	2 *	2 *	-	-	-	-	-	-	-	2 1% <sup>z</sup>	-	-	-	-	1 *	1 *	-	1 *	1 *	-	2 *	2 *
<b>Chinese or other ethnic group</b>	26 1% <sup>b</sup>	18 2%	8 1%	4 1%	2 1%	18 7% <sup>zcdfg</sup>	-	1 1%	-	-	-	1 1%	1 1%	-	11 2%	1 *	4 1%	5 1%	10 2% <sup>q</sup>	2 1%	17 2% <sup>z</sup>	27 1%
Chinese	8 *	6 1%	2 *	4 1% <sup>z</sup>	2 1%	3 1%	-	-	-	-	-	-	-	-	2 *	1 *	3 1%	2 *	7 1% <sup>zq</sup>	2 1%	4 1%	6 *
Any other background	18 1%	12 1%	6 1%	-	-	15 6% <sup>zcdfg</sup>	-	1 1%	-	-	-	1 1%	1 1%	-	9 2% <sup>zp</sup>	-	1 *	3 *	3 1%	* *	13 2% <sup>zs</sup>	21 1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 95

**Which group on this card do you consider you belong to?**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
<b>White</b>	<b>1850</b>	<b>262</b>	<b>260</b>	<b>346</b>	<b>301</b>	<b>285</b>	<b>204</b>	<b>194</b>	<b>812</b>	<b>207</b>	<b>831</b>	<b>486</b>	<b>544</b>	<b>390</b>	<b>430</b>	<b>334</b>	<b>723</b>	<b>1835</b>	
		91%bnp	88%b	80%	90%b	93%b	96%zabc	97%zabcd	99%zabcd	90%	94%	92%	92%n	92%n	93%n	87%	94%zp	88%	90%
British	1766	243	243	320	293	273	202	191	764	197	805	457	524	377	408	303	698	1758	
		87%abchn	82%	75%	84%b	90%abc	92%zabc	97%zabcde	98%zabcde	85%	90%	89%zh	87%	88%n	90%zn	83%	86%	85%	87%
Irish	10	*	-	4	1	4	1	-	5	1	4	7	*	2	1	5	3	10	
	*	*	-	1%	*	1%z	*	-	1%	*	*	1%zl	*	1%	*	1%zp	*	*	
Any other white background	74	18	17	22	6	7	1	3	43	8	23	21	20	11	22	25	22	67	
		4%fj	6%zdefg	5%df	6%zdf	2%	2%	*	2%	5%zj	4%	3%	4%	3%	3%	4%	7%zp	3%	3%
<b>Mixed</b>	<b>16</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>9</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>11</b>	<b>16</b>	
		1%	2%zcf	1%	*	1%	1%	-	1%	2%	*	1%	*	1%	1%	2%	1%	1%	
White and Black Caribbean	7	5	-	1	-	2	-	-	2	3	2	2	1	3	*	1	5	8	
	*	2%zbd	-	*	-	1%	-	-	*	1%z	*	*	*	1%	*	*	1%	*	
White and Black African	3	-	2	1	1	-	-	-	2	1	-	1	1	1	-	1	2	4	
	*	-	*	*	*	-	-	-	*	*	-	*	*	*	-	*	*	*	
White and Asian	4	2	2	-	1	-	-	-	3	-	2	2	-	-	3	2	2	3	
	*	1%	*	-	*	-	-	-	*	-	*	*	-	-	1%	*	*	*	
Any other mixed background	2	-	-	-	-	2	-	-	2	-	-	2	-	-	-	2	2	1	
	*	-	-	-	-	1%z	-	-	*	-	-	*	-	-	-	1%z	*	*	
<b>Asian or Asian British</b>	<b>86</b>	<b>14</b>	<b>35</b>	<b>20</b>	<b>10</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>41</b>	<b>6</b>	<b>39</b>	<b>18</b>	<b>20</b>	<b>14</b>	<b>33</b>	<b>7</b>	<b>39</b>	<b>91</b>	
		4%efgo	5%eg	11%zacdefg	5%efg	3%g	1%	2%	5%	3%	4%	3%	3%	3%	7%zkim	2%	5%o	4%	
Indian	26	4	10	4	6	3	-	-	11	4	11	5	7	5	9	5	12	27	
	1%	1%	3%zf	1%	2%	1%	-	-	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	
Pakistani	24	2	14	6	1	-	1	-	16	-	8	6	5	5	8	1	13	23	
	1%	1%	4%zacdefg	1%	*	-	*	-	2%	-	1%	1%	1%	1%	2%	*	2%o	1%	
Bangladeshi	16	3	5	6	1	-	-	-	8	-	8	2	4	2	8	1	7	18	
	1%	1%	2%	2%	*	-	-	-	1%	-	1%	*	1%	1%	2%	*	1%	1%	
Any other asian background	20	4	6	4	2	1	2	-	7	2	11	6	4	2	9	1	7	23	
	1%	1%	2%	1%	1%	*	1%	-	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	
<b>Black or Black British</b>	<b>51</b>	<b>6</b>	<b>18</b>	<b>11</b>	<b>8</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>26</b>	<b>4</b>	<b>20</b>	<b>11</b>	<b>16</b>	<b>7</b>	<b>18</b>	<b>5</b>	<b>30</b>	<b>60</b>	
		2%	6%zefg	3%	3%	1%	1%	1%	3%	2%	2%	2%	3%	2%	4%	2%	4%z	3%	
Caribbean	16	4	4	3	3	1	1	1	6	1	10	3	7	1	4	1	10	23	
	1%	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	1%	*	1%	*	1%	1%	
African	33	3	13	7	6	3	1	-	19	3	11	7	7	6	13	5	18	35	
	2%	1%	4%zaefg	2%	2%	1%	*	-	2%	1%	1%	1%	1%	1%	3%	1%	2%	2%	
Any other black background	2	-	1	1	-	-	-	-	2	-	-	-	2	-	-	-	2	2	
	*	*	*	*	-	-	-	-	*	-	-	-	*	-	-	*	*	*	
<b>Chinese or other ethnic group</b>	<b>26</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>*</b>	<b>-</b>	<b>14</b>	<b>-</b>	<b>11</b>	<b>5</b>	<b>9</b>	<b>3</b>	<b>9</b>	<b>2</b>	<b>17</b>	<b>27</b>	
		1%	3%zef	2%ef	1%	1%	*	-	2%	-	1%	1%	2%	1%	2%	1%	2%z	1%	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/ef/fg - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 95

**Which group on this card do you consider you belong to?**

Base : All respondents

	Age							Working status			Social class				Newspaper readership		Unwtd total
	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)	Popular (p)	
Chinese	8	4	4	-	-	-	-	2	-	7	2	6	-	-	2	4	6
	*	1%zc	1%zc	-	-	-	-	*	-	1%	*	1%zn	-	-	1%	1%	*
Any other background	18	4	3	6	3	1	*	13	-	5	2	4	3	9	*	13	21
	1%	1%	1%	1%	1%	*	*	1%	-	1%	*	1%	1%	2%z	*	2%zo	1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210  
Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 96

Could you please give me the group in which you would place your total household income per year from all sources, before tax and other deductions?

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Up to £4,499	34	19	14	9	4	2	1	3	5	3	1	3	1	2	34	-	-	5	14	5	14	40
	2%pq	2%	1%	3%ef	2%	1%	*	2%	3%	2%	*	4%efj	1%	1%	6%zop	-	-	1%	3%zq	2%	2%	2%
£4,500-£6,499	76	23	53	2	1	22	7	18	5	4	6	4	1	7	76	-	-	14	16	14	32	88
	4%acdop	2%	5%za	1%	*	9%zcdfi	4%cd	10%zcdghi	3%	2%	2%	4%cd	1%	4%cd	13%zop	-	-	2%	4%	4%	4%	4%
£6,500-£7,499	49	17	32	2	3	5	2	3	13	8	6	-	4	3	49	-	-	11	12	5	18	61
	2%op	2%	3%	1%	1%	2%	1%	2%	9%zcdfejkml	5%c	2%	-	4%c	2%	9%zop	-	-	2%	3%	1%	2%	3%
£7,500-£9,499	73	36	37	8	5	10	3	4	9	9	8	3	8	6	73	-	-	18	15	4	38	90
	4%ops	4%	4%	3%	3%	4%	2%	2%	6%	5%	3%	4%	8%zcfg	4%	13%zop	-	-	3%	3%	1%	5%ss	4%
£9,500-£11,499	83	37	46	13	5	21	4	7	5	10	11	1	1	7	83	-	-	20	20	9	47	107
	4%op	4%	4%	4%	3%	8%zdfkl	2%	4%	3%	5%	5%	1%	1%	4%	15%zop	-	-	3%	4%	3%	6%zss	5%
£11,500-£13,499	74	38	36	8	8	14	8	8	1	6	9	3	9	1	74	-	-	21	11	4	31	78
	4%mpops	4%	3%	3%	4%em	6%hmm	4%hm	4%em	*	3%	4%	3%	9%zchm	1%	13%zop	-	-	3%	2%	1%	4%ss	4%
£13,500-£15,499	77	39	38	6	9	13	8	8	4	10	10	*	2	6	77	-	-	29	16	13	35	78
	4%op	4%	4%	2%	5%	5%	4%	5%	2%	6%	4%	1%	2%	3%	14%zop	-	-	4%	4%	4%	4%	4%
£15,500-£17,499	102	50	52	12	9	10	8	7	13	7	24	4	7	1	102	-	-	49	12	14	42	107
	5%mpopr	5%	5%	4%em	5%em	4%	4%em	4%	8%em	4%	m	10%zcefg	5%em	7%em	18%zop	-	-	7%zr	3%	4%	5%	5%
£17,500-£24,999	125	78	48	16	15	19	21	7	5	10	20	5	2	5	-	125	-	37	40	22	48	123
	6%bnp	8%zb	5%	6%	8%	7%	12%zcgthm	4%	3%	6%	9%lm	6%	2%	3%	-	53%znp	-	5%	9%zq	6%	6%	6%
£25,000-£29,999	109	51	58	23	17	14	10	9	11	4	12	-	3	7	-	109	-	42	26	20	47	106
	5%knp	5%	6%	8%aik	9%ik	5%k	6%k	5%k	8%ik	2%	5%	-	3%	4%	-	47%znp	-	6%	6%	6%	6%	5%
£30,000-£39,999	129	75	54	28	18	13	11	8	6	10	16	2	9	8	-	-	129	46	36	30	51	113
	6%bno	8%zb	5%	10%zkm	10%k	5%	6%	4%	4%	5%	7%	2%	9%	4%	-	-	28%zno	7%	8%	9%	6%	6%
£40,000-£49,999	115	57	58	20	16	16	17	7	8	9	7	3	4	10	-	-	115	65	20	28	38	102
	6%no	6%	6%	7%	8%ej	6%	10%zgj	4%	5%	5%	3%	3%	4%	5%	-	-	25%zno	9%zr	4%	8%t	5%	5%
£50,000-£74,999	119	78	41	28	17	9	13	16	6	5	6	3	1	17	-	-	119	53	17	36	33	99
	6%blnor	8%zb	4%	10%zeijl	9%eijl	4%	7%jl	9%eijl	4%	3%	3%	3%	1%	9%eijl	-	-	26%zno	8%zr	4%	10%zt	4%	5%
£75,000-£99,999	56	28	28	11	6	14	7	2	2	6	4	-	2	2	-	-	56	26	14	19	18	44
	3%no	3%	3%	4%	3%	5%zghm	4%	1%	1%	3%	2%	-	2%	1%	-	-	12%zno	4%	3%	5%zt	2%	2%
£100,000 or more	34	17	17	13	3	8	-	8	-	1	-	1	-	-	-	-	34	16	4	17	7	25
	2%nt	2%	2%	4%zfhij	2%	3%fhjm	-	5%zfhijm	-	*	-	1%	-	-	-	-	8%zno	2%	1%	5%zt	1%	1%
Don't know	319	134	185	22	23	26	29	32	26	36	51	21	12	42	-	-	-	113	120	35	125	296
	16%acnops	14%	18%za	8%	12%	10%	16%c	18%ce	17%c	20%cde	22%zede	23%cde	12%	23%zcdel	-	-	-	16%	26%zq	10%	15%ss	15%
Refused	453	206	247	65	34	42	31	34	33	40	45	36	36	57	-	-	-	133	68	80	194	472
	22%enopqr	21%	24%	23%	18%	16%	17%	19%	22%	23%	19%	40%zcede	35%zcedef	32%zcedef	-	-	-	19%	15%	23%	24%	23%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 97

Could you please give me the group in which you would place your total household income per year from all sources, before tax and other deductions?

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Up to £4,499	34	14	4	2	6	3	2	2	5	6	23	4	15	3	11	5	14	40
	2%h	5%zbcdef	1%	*	2%	1%	1%	1%	1%	3%h	3%zh	1%	3%m	1%	2%	2%	2%	2%
£4,500-£6,499	76	17	7	8	6	8	13	18	8	1	67	11	16	5	43	14	32	88
	4%dhim	6%bcd	2%	2%	2%	3%	6%zabcd	9%zbcde	1%	1%	7%zhi	2%	3%	1%	9%zklm	4%	4%	4%
£6,500-£7,499	49	6	5	3	9	4	13	9	10	3	36	2	8	11	28	5	18	61
	2%chk	2%	2%	1%	3%	1%	6%zabcde	4%c	1%	1%	4%zh	*	1%	3%k	6%zklm	1%	2%	3%
£7,500-£9,499	73	11	11	9	4	9	11	17	22	3	49	4	18	14	38	4	38	90
	4%dhko	4%	3%	2%	1%	3%	5%d	9%zbcde	2%	1%	5%zhi	1%	3%k	3%k	8%zklm	1%	5%o	4%
£9,500-£11,499	83	20	6	11	8	15	14	9	21	11	51	7	26	16	34	9	47	107
	4%hk	7%zabcd	2%	3%	2%	5%	7%zabcd	5%	2%	5%	6%zh	1%	4%k	4%k	7%zk	3%	6%zo	5%
£11,500-£13,499	74	6	11	13	14	9	13	8	25	9	40	12	18	15	30	4	31	78
	4%o	2%	3%	3%	4%	3%	6%za	4%	3%	4%	4%	2%	3%	4%	6%zkl	1%	4%o	4%
£13,500-£15,499	77	9	11	16	9	14	12	5	32	11	34	17	18	17	25	13	35	78
	4%	3%	3%	4%	3%	5%	6%	3%	4%	5%	4%	3%	3%	4%	5%	4%	4%	4%
£15,500-£17,499	102	13	27	19	15	10	10	8	50	11	41	16	26	33	28	14	42	107
	5%k	4%	8%ze	5%	5%	3%	5%	4%	5%	5%	5%	3%	4%	8%zkl	6%	4%	5%	5%
£17,500-£24,999	125	13	27	23	21	24	8	8	69	13	44	14	51	36	24	22	48	123
	6%jk	4%	8%f	6%	7%	8%f	4%	4%	8%zj	6%	5%	3%	9%zkn	9%zkn	5%	6%	6%	6%
£25,000-£29,999	109	8	20	28	19	23	5	5	61	14	33	31	40	28	11	20	47	106
	5%fjn	3%	6%f	7%af	6%	8%afg	2%	2%	7%zj	6%	4%	6%n	7%n	7%n	2%	6%	6%	5%
£30,000-£39,999	129	14	23	31	33	19	6	2	80	5	44	46	37	37	8	30	51	113
	6%fgijn	5%	7%fg	8%fg	10%zafg	6%g	3%	1%	9%zjz	2%	5%	9%zn	6%n	9%zn	2%	9%	6%	6%
£40,000-£49,999	115	8	27	38	16	21	5	1	72	20	24	52	34	18	11	28	38	102
	6%afgjn	3%	8%afg	10%zadfg	5%g	7%afg	2%	*	8%zj	9%j	3%	10%zlmn	6%n	4%	2%	8%p	5%	5%
£50,000-£74,999	119	1	24	32	38	20	3	1	95	16	9	83	26	9	*	36	33	99
	6%afgjmn	*	7%afg	8%zafg	12%zafg	7%afg	2%	1%	10%zj	7%j	1%	16%zlmn	4%n	2%n	*	10%zp	4%	5%
£75,000-£99,999	56	4	13	22	8	7	2	-	39	8	10	37	8	11	-	19	18	44
	3%fjn	1%	4%fg	6%zafg	3%	2%	1%	-	4%zj	3%j	1%	7%zlmn	1%n	3%n	-	5%zp	2%	2%
£100,000 or more	34	-	8	12	7	1	-	-	24	5	5	28	5	1	-	17	7	25
	2%ajmnp	-	2%a	3%zafg	2%a	2%a	*	-	3%zj	2%j	1%	5%zlmn	1%n	*	-	5%zp	1%	1%
Don't know	319	117	40	43	27	42	29	22	123	31	166	57	95	55	112	35	125	296
	16%cdhko	40%zbcdef	12%	11%	8%	14%d	14%d	11%	14%	14%	18%zh	11%	16%k	13%	23%zklm	10%	15%o	15%
Refused	453	33	59	73	86	59	63	79	168	55	230	104	151	108	90	80	194	472
	22%ahn	11%	18%a	19%a	27%abc	20%a	30%zabce	41%zabcde	19%	25%	25%zh	20%	25%zkn	26%kn	18%	23%	24%	23%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 98

From this card, could you tell me which BROAD band your total household income from all sources, before tax and other deductions falls in?

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Up to £9,499	238	97	141	22	13	40	15	29	31	24	20	10	15	18	232	-	-	50	58	29	105	287
	12%acdo pqs	10%	14%za	8%	7%	16%cdfj	9%	16%cd	21%zcdfjm	14%	9%	12%	15%d	10%	41%zop	-	-	7%	13%q	8%	13%se	14%
£9,500-£17,499	352	170	182	40	34	57	29	32	23	34	54	10	19	18	337	-	-	122	61	45	158	389
	17%mnop s	17%	17%	14%	18%	22%zckm	16%	17%	15%	19%lm	23%ckm	11%	19%	10%	59%zop	-	-	17%	13%	13%	19%se	19%
£17,500-£29,999	250	140	110	38	35	33	36	16	17	16	33	7	6	13	-	234	-	89	68	43	100	246
	12%bnp	14%zb	11%	14%	18%zgjklm	13%	20%zeghiklm	9%	11%	9%	14%	8%	6%	8%	-	100%znp	-	13%	15%	12%	12%	12%
£30,000-£49,999	263	138	126	48	37	31	33	16	16	18	23	7	13	20	-	-	244	124	57	65	97	234
	13%no	14%	12%	17%gk km	19%zgjklm	12%	19%zgjklm	9%	11%	10%	10%	8%	12%	11%	-	-	54%zno	18%zr	12%	18%zt	12%	12%
£50,000 or more	212	124	87	51	27	31	21	27	9	11	10	4	3	18	-	-	210	95	36	73	59	170
	10%bjln ot	13%zb	8%	18%zhij klm	14%hijkl	12%jkl	12%jl	15%hijkl	6%	6%	4%	4%	3%	10%jl	-	-	46%zno	14%zr	8%	21%zt	7%	8%
Don't know	284	115	169	21	15	23	21	29	23	34	48	18	10	41	-	-	-	95	112	29	113	263
	14%acde nops	12%	16%za	7%	8%	9%	12%	16%cde	16%cd	19%cde	21%azcde fl	20%cde	10%	23%zcdelf	-	-	-	14%	24%zq	8%	14%se	13%
Refused	430	200	230	65	32	42	23	34	30	39	47	33	36	50	-	-	-	125	68	72	187	440
	21%fnop qr	20%	22%	23%f	17%	16%	13%	19%	20%	22%f	20%	37%zcdelfghij	35%zcdelfghij	28%zdef	-	-	-	18%	15%	20%	23%	22%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
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Table 99

From this card, could you tell me which BROAD band your total household income from all sources, before tax and other deductions falls in?

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
Up to £9,499	238	49	28	23	25	26	40	47	46	13	180	22	57	36	124	29	105	287	
		12%cdhikm	17%zbcde	9%	6%	8%	9%	19%zbcde	24%zbcde	5%	6%	20%zhi	4%	10%k	9%k	25%zklm	8%	13%o	14%
£9,500-£17,499	352	49	57	60	46	50	53	37	131	42	178	53	94	86	118	45	158	389	
		17%hko	17%	17%	16%	14%	17%	25%zabcde	19%	15%	19%	20%zh	10%	16%k	21%k	24%zkl	13%	19%o	19%
£17,500-£29,999	250	24	49	55	45	50	15	13	142	28	81	47	92	72	39	43	100	246	
		12%afjkn	8%	15%afg	14%afg	14%afg	17%zafg	7%	7%	16%zj	13%	9%	16%zkn	17%zkn	8%	12%	12%	12%	
£30,000-£49,999	263	26	55	73	51	43	12	4	162	24	77	105	79	58	21	65	97	234	
		13%afgjn	9%g	17%afg	19%zafg	16%afg	14%afg	6%	2%	18%zij	11%	8%	20%zlmn	13%n	14%n	4%	18%zp	12%	12%
£50,000 or more	212	6	45	66	54	34	6	1	158	29	24	148	42	21	*	73	59	170	
		10%afgjlmn	2%	14%afg	17%zafg	17%zafg	12%afg	3%	1%	18%zj	13%j	3%	28%zlmn	7%n	5%n	*	21%zp	7%	8%
Don't know	284	110	35	33	24	36	26	20	102	30	152	50	83	47	104	29	113	263	
		14%cdhko	37%zbcdefg	11%	9%	7%	12%	12%	10%	11%	13%	17%zh	10%	14%k	11%	21%zklm	8%	14%o	13%
Refused	430	32	57	74	79	57	58	73	161	55	214	100	145	98	87	72	187	440	
		21%ahn	11%	17%a	19%a	24%a	19%a	28%zabce	37%zabcde	18%	25%h	24%zh	19%	24%zn	24%n	18%	20%	23%	22%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 100

**Main ITV area**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humber (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
Anglia	161	79	82	2	130	-	-	-	27	2	-	-	-	-	51	21	42	57	22	31	57	167
	8% ijklm	8%	8%	1%	67% zcefg hijklm	-	-	-	18% zcefgijkl m	1%	-	-	-	-	9%	9%	9%	8%	5%	9%	7%	8%
Border	18	5	13	-	-	-	-	-	-	-	18	-	-	-	5	5	4	4	6	1	8	18
	1%	1%	1%	-	-	-	-	-	-	-	8% zcedf ghijklm	-	-	-	1%	2%	1%	1%	1%	*	1%	1%
Central	292	128	164	16	3	-	7	183	83	-	-	-	-	-	95	29	56	104	80	37	110	278
	14% cdef ijklms	13%	16%	6% deijk lm	1%	-	4% eijm	100% zcedf hijklm	55% zcedefijkl m	-	-	-	-	-	17%	12%	12%	15%	17%	10%	13%	14%
London	418	215	203	105	56	258	-	-	-	-	-	-	-	-	123	49	128	166	91	105	191	402
	21% fghi ijklm	22%	19%	37% zdfgh ijklm	29% zdfg hijklm	100% zcdfg hijklm	-	-	-	-	-	-	-	-	22%	21%	28% zn	24% z	20%	30% zt	23% z	20%
West Country	47	22	25	-	-	-	47	-	-	-	-	-	-	-	13	9	10	15	6	8	10	60
	2% cejt	2%	2%	-	-	-	26% zcedgh ijklm	-	-	-	-	-	-	-	2%	4%	2%	2%	1%	2%	1%	3%
Grampian	36	19	18	-	-	-	-	-	-	-	1	-	-	35	10	8	6	10	10	3	17	41
	2% ce	2%	2%	-	-	-	-	-	-	-	1%	-	-	20% zcedf ghijkl	2%	3%	1%	1%	2%	1%	2%	2%
Granada	219	105	114	-	-	-	-	-	-	-	216	-	3	-	69	27	28	58	68	24	118	193
	11% cdef ghiklm qs	11%	11%	-	-	-	-	-	-	-	92% zcedf ghiklm	-	3% cdefgi m	-	12% p	12% p	6%	8%	15% zq	7%	14% zs	10%
HTV	187	90	97	-	-	-	88	-	-	-	-	-	99	49	17	42	58	43	34	46	205	
	9% cdegh ijklm	9%	9%	-	-	-	49% zcedgh ijklm	-	-	-	-	-	97% zcedfgh hijklm	9%	7%	9%	8%	9%	10% t	6%	6%	10%
Meridian	199	105	94	160	3	-	36	-	-	-	-	-	-	48	37	58	76	50	38	78	203	
	10% degh ijklm	11%	9%	56% zdefg hijklm	1%	-	20% zdeghi ijklm	-	-	-	-	-	-	-	8%	16% zn	13% zn	11%	11%	11%	9%	10%
STV	144	66	77	-	-	-	-	-	-	-	-	-	-	144	23	4	31	51	18	44	66	139
	7% cdefg hijklno r	7%	7%	-	-	-	-	-	-	-	-	-	-	80% zcedf ghijkl	4%	2%	7% o	7% r	4%	13% zt	8%	7%
Tyne-Tees	89	46	43	-	-	-	-	-	-	-	89	-	-	19	5	8	29	19	11	34	99	
	4% cdefg hijlmp	5%	4%	-	-	-	-	-	-	-	100% zcedf ghijklm	-	-	3%	2%	2%	4%	4%	3%	4%	5%	
Yorkshire	207	95	111	-	-	-	-	34	172	-	-	-	-	63	22	37	67	46	17	85	214	
	10% cdef gjkmsl	10%	11%	-	-	-	-	23% zcedfghj lm	98% zcedf ghijklm	-	-	-	-	11%	10%	8%	10%	10%	5%	10% s	11%	
Don't know	12	8	3	1	2	-	-	6	2	-	-	-	-	1	2	3	5	4	1	-	10	
	1%	1%	*	1%	1%	-	-	4% zcefgjm	1%	-	-	-	-	*	1%	1%	1%	1%	1%	*	-	*

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base



**P.A.M. 21 - Trust in Professions**  
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Table 101

**Main ITV area**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
Anglia	161 8%l	26 9%	32 10%	26 7%	26 8%	20 7%	11 5%	22 11%	80 9%	18 8%	63 7%	56 11%zl	36 6%	32 8%	37 8%	31 9%	57 7%	167 8%
Border	18 1%	3 1%	1 *	3 1%	2 1%	1 *	3 1%	6 3%zb	5 1%	2 1%	11 1%	- -	6 1%k	5 1%k	7 1%k	1 *	8 1%	18 1%
Central	292 14%o	43 14%	47 14%	54 14%	48 15%	42 14%	26 13%	32 17%	116 13%	45 20%zh	132 15%	65 12%	90 15%	57 14%	80 16%	37 10%	110 13%	278 14%
London	418 21%aj	47 16%	79 24%ag	91 24%ag	72 22%g	68 23%g	36 17%	27 14%	219 24%zj	40 18%	159 18%	141 27%zlmn	112 19%	78 19%	88 18%	105 30%zp	191 23%z	402 20%
West Country	47 2%mp	6 2%	6 2%	12 3%	5 2%	6 2%	8 4%	4 2%	15 2%	10 4%h	22 2%	19 4%m	12 2%	2 1%	14 3%m	8 2%	10 1%	60 3%
Grampian	36 2%	4 1%	7 2%	9 2%	7 2%	1 *	5 3%e	3 2%	14 2%	5 2%	17 2%	8 1%	11 2%	3 1%	14 3%m	3 1%	17 2%	41 2%
Granada	219 11%ko	45 15%zcd	36 11%	34 9%	27 8%	33 11%	20 10%	25 13%	95 11%	18 8%	106 12%	31 6%	71 12%k	62 15%zk	56 11%k	24 7%	118 14%zo	193 10%
HTV	187 9%p	19 6%	27 8%	35 9%	31 9%	31 10%	27 13%za	18 9%	69 8%	18 8%	100 11%zh	53 10%	46 8%	45 11%	43 9%	34 10%p	46 6%	205 10%
Meridian	199 10%bn	40 14%zbg	19 6%	35 9%	39 12%bg	34 12%b	19 9%	11 6%	93 10%	23 11%	83 9%	59 11%n	69 12%n	46 11%n	25 5%	38 11%	78 9%	203 10%
STV	144 7%	17 6%	30 9%	32 8%	22 7%	15 5%	16 7%	12 6%	68 8%	14 7%	61 7%	40 8%	52 9%	22 5%	30 6%	44 13%zp	66 8%	139 7%
Tyne-Tees	89 4%	17 6%	13 4%	12 3%	15 5%	15 5%	15 7%zcg	3 2%	36 4%	5 2%	48 5%	16 3%	24 4%	19 5%	30 6%k	11 3%	34 4%	99 5%
Yorkshire	207 10%ko	29 10%	28 9%	39 10%	29 9%	28 10%	22 10%	31 16%zbd	85 9%	23 10%	99 11%	31 6%	64 11%k	48 11%k	64 13%zk	17 5%	85 10%o	214 11%
Don't know	12 1%	3 1%	-	2 1%	2 1%	3 1%	1 1%	-	8 1%	-	3 *	6 1%m	1 *	-	4 1%	1 *	-	10 *

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 102

**In which country were you born?**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
UK	1778	834	944	257	176	159	173	162	130	167	207	88	94	164	482	200	407	591	386	305	706	1770
	88%aenq r	85% r	90%za	91%e	91%e	62%	97%zcddeg hj	89%e	86%e	95%zehj	88%e	98%zceg hj	93%e	92%e	85%	85%	90%r	85%	84%	86%	86%	87%
European Union (excluding UK)	40	19	22	5	4	9	3	4	3	1	2	1	3	5	12	4	5	17	11	6	17	40
Other European Country	25	16	9	5	5	7	-	2	2	-	4	-	-	1	5	6	3	13	7	8	8	20
Australia, New Zealand or Canada	9	4	5	3	2	-	-	1	-	1	1	-	1	1	1	1	3	4	*	4	-	11
Indian sub-continent (i.e. India, Pakistan or Bangladesh)	50	33	18	1	2	23	-	8	5	2	8	1	-	-	20	8	6	26	16	4	24	57
Asia (excluding the Indian sub-continent)	42	26	16	4	2	28	-	1	1	1	-	-	2	3	21	2	7	15	13	5	21	42
Africa	43	29	14	6	1	16	1	3	8	2	3	-	2	1	13	6	13	19	15	10	21	42
Caribbean	11	6	5	1	-	6	2	1	-	1	1	*	-	-	5	-	3	3	1	-	6	17
USA	6	3	4	-	-	2	1	1	-	-	-	-	-	3	2	1	2	2	1	4	1	6
South America or Mexico	10	*	*	-	-	1	1	1	-	-	-	-	-	1	*	*	*	*	*	1%zt	*	*
Russia	6	5	4	1	1	5	-	-	-	-	1	-	-	1	2	-	3	4	4	6	4	9
Other	2	-	2	1	-	-	-	-	1	-	-	-	-	-	1	1	-	1	-	1	-	2
Refused	*	-	*	*	-	-	-	-	1%z	-	-	-	-	-	*	*	-	*	-	*	-	*
Not stated	13	9	4	*	-	3	-	1	-	1	7	-	-	-	4	5	1	5	6	1	10	13
	1%	1%	*	*	-	1%	-	1%	-	1%	3%zcdm	-	-	-	1%	2%zp	*	1%	1%	*	1%z	1%

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
DRAFT

Table 103

**In which country were you born?**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)	
Unweighted total	2029	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029	
Weighted total	2029	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029	
UK	1778	260	241	319	291	278	200	189	769	196	813	466	519	375	418	305	706	1770	
		88% <b>bch</b>	88% <b>b</b>	74% <b></b>	83% <b>b</b>	90% <b>bc</b>	94% <b>zabc</b>	96% <b>zabcd</b>	97% <b>zabcd</b>	85% <b></b>	89% <b></b>	90% <b>zh</b>	89% <b></b>	88% <b></b>	90% <b>n</b>	85% <b></b>	86% <b></b>	86% <b></b>	87% <b></b>
European Union (excluding UK)	40	10	8	11	4	4	3	-	26	3	12	12	10	9	9	6	17	40	
		2% <b>j</b>	3% <b>g</b>	2% <b></b>	3% <b></b>	1% <b></b>	1% <b></b>	2% <b></b>	3% <b>zj</b>	1% <b></b>	1% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	
Other European Country	25	8	4	8	3	1	-	1	12	7	6	6	6	3	10	8	8	20	
		1% <b>j</b>	3% <b>f</b>	1% <b></b>	2% <b>f</b>	1% <b></b>	-	1% <b></b>	1% <b></b>	3% <b>zj</b>	1% <b></b>	1% <b></b>	1% <b></b>	1% <b></b>	2% <b></b>	2% <b></b>	1% <b></b>	1% <b></b>	
Australia, New Zealand or Canada	9	*	3	3	-	1	-	3	5	-	4	5	3	-	1	4	-	11	
		*	1% <b></b>	1% <b></b>	-	*	-	1% <b></b>	1% <b></b>	-	*	1% <b></b>	1% <b></b>	-	*	1% <b>p</b>	-	1% <b></b>	
Indian sub-continent (i.e. India, Pakistan or Bangladesh)	50	4	24	13	8	-	2	-	29	3	18	11	12	9	19	4	24	57	
		2% <b>e</b>	1% <b></b>	7% <b>zacdefg</b>	3% <b>efg</b>	2% <b>e</b>	-	1% <b></b>	3% <b></b>	1% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	4% <b></b>	1% <b></b>	3% <b></b>	3% <b></b>	
Asia (excluding the Indian sub-continent)	42	8	17	8	5	1	2	-	21	2	19	9	11	8	15	5	21	42	
		2% <b></b>	3% <b></b>	5% <b>zdefg</b>	2% <b></b>	2% <b></b>	* <b></b>	1% <b></b>	2% <b></b>	1% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	3% <b></b>	1% <b></b>	3% <b></b>	2% <b></b>	
Africa	43	2	17	8	5	10	1	-	23	3	16	11	14	6	12	10	21	42	
		2% <b>f</b>	1% <b></b>	5% <b>zadfg</b>	2% <b></b>	2% <b></b>	3% <b>afg</b>	* <b></b>	3% <b></b>	1% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	2% <b></b>	3% <b></b>	3% <b></b>	2% <b></b>	
Caribbean	11	-	3	2	3	*	1	1	4	2	5	1	3	2	5	-	6	17	
		1% <b></b>	-	1% <b></b>	1% <b></b>	* <b></b>	* <b></b>	1% <b></b>	* <b></b>	1% <b></b>	1% <b></b>	* <b></b>	1% <b></b>	1% <b></b>	1% <b></b>	-	1% <b></b>	1% <b></b>	
USA	6	1	1	3	1	-	-	1	2	-	4	2	4	-	1	4	1	6	
		* <b></b>	* <b></b>	* <b></b>	1% <b></b>	-	-	1% <b></b>	* <b></b>	-	* <b></b>	* <b></b>	1% <b></b>	-	*	1% <b>z</b>	* <b></b>	* <b></b>	
South America or Mexico	10	1	4	3	2	-	-	-	7	1	2	2	5	1	1	6	4	9	
		* <b></b>	* <b></b>	1% <b></b>	1% <b></b>	1% <b></b>	-	-	1% <b></b>	1% <b></b>	* <b></b>	* <b></b>	1% <b></b>	* <b></b>	* <b></b>	2% <b>z</b>	* <b></b>	* <b></b>	
Russia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	2	-	-	1	-	1	-	-	-	1	1	1	-	-	1	1	-	2	
		* <b></b>	-	* <b></b>	-	* <b></b>	-	-	-	1% <b>h</b>	* <b></b>	* <b></b>	-	-	* <b></b>	-	-	* <b></b>	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not stated	13	2	4	3	3	-	*	-	4	3	5	-	6	4	2	1	10	13	
		1% <b></b>	1% <b></b>	1% <b></b>	1% <b></b>	-	* <b></b>	-	* <b></b>	1% <b></b>	1% <b></b>	-	1% <b>k</b>	1% <b>k</b>	* <b></b>	* <b></b>	10% <b>z</b>	1% <b></b>	

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

**P.A.M. 21 - Trust in Professions**  
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Table 104

**Length of interview in minutes**

Base : All respondents

	Gender		GO Region											Household income			Children in household		Newspaper readership		Unwtd total	
	Total (z)	Male (a)	Female (b)	South East (c)	Eastern (d)	London (e)	South West (f)	West Midlands (g)	East Midlands (h)	Yorkshire and Humberside (i)	North West (j)	North East (k)	Wales (l)	Scotland (m)	£17,499 and under (n)	£17,500 - £29,999 (o)	£30,000 or more (p)	Yes (q)	No (r)	Quality (s)		Popular (t)
Unweighted total	2029	996	1033	275	193	258	221	173	138	186	209	99	98	179	649	229	383	652	432	350	834	2029
Weighted total	2029	984	1045	284	193	258	179	183	150	177	236	89*	102*	179	569	234	454	700	461	354	819	2029
1-10	14 1%	7 1%	7 1%	1 *	9 5% zcefg hijk	1 *	-	1 1%	-	1 1%	-	-	1 1%	-	6 1%	1 *	4 1%	6 1%	1 *	2 1%	4 *	16 1%
11-14	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	1 *	1 *	1 *	1 *
15-19	31 2% p	18 2%	13 1%	12 4% zdfgh im	-	12 5% zdfgh ilm	-	-	-	-	7 3% dfgm	-	-	-	16 3% zdp	3 1% p	-	12 2%	8 2%	5 1%	19 2% z	29 1%
20-24	243 12% fhmo ps	130 13%	113 11%	61 22% zdfgh im	15 8% m	42 16% zdfhi m	6 4%	22 12% fm	8 5%	14 8% m	36 15% dfhm	17 19% zdfh im	16 16% fhm	5 3%	80 14% o p	14 6%	22 5%	96 14%	62 13%	19 5%	123 15% zs	241 12%
25-29	337 17% dfns	159 16%	179 17%	44 16% d	15 8%	47 18% df	17 10%	36 20% dfh	16 11%	36 21% dfh	61 26% zcdf hl	18 20% df	14 13%	33 19% df	79 14%	47 20% n	67 15%	128 18%	76 17%	41 12%	155 19% zs	339 17%
30-34	500 25% ep	243 25%	256 25%	60 21%	44 23%	48 19%	42 24%	63 34% zcedf hj	30 20%	53 30% e	49 21%	30 34% cehj	34 33% cehj	47 26%	164 29% z p	62 27%	88 19%	178 25%	123 27%	82 23%	197 24%	500 25%
35-39	342 17% ac	143 14%	200 19% za	32 11%	35 18%	42 16%	38 21% cg	22 12%	31 20% c	24 13%	53 23% zcgi	13 14%	17 17%	35 19% c	97 17%	37 16%	96 21% z	113 16%	65 14%	69 20%	128 16%	338 17%
40-44	264 13% jkt	133 14%	131 13%	41 14% jk	26 14% k	33 13% k	42 24% zcedg ijk	18 10%	28 18% gjk	19 11%	17 7%	3 4%	15 15% k	22 12% k	64 11%	25 11%	96 21% zno	78 11%	63 14%	67 19% zt	83 10%	249 12%
45 minutes or more	296 15% jn	150 15%	146 14%	33 12% j	47 25% zceg jkl	31 12% j	32 18% jl	21 11%	38 25% zceg jkl	30 17% jl	13 5%	9 10%	5 5%	37 21% zceg jkl	62 11%	43 18% n	81 18% n	89 13%	62 13%	67 19% zt	110 13%	316 16%
Mean score	32.94 cg jknqt	32.83	33.05	30.64	35.11 zc egjkl	31.89	36.26 zce gijkl	31.39	37.42 zcegij kl	33.51 c j	30.16	30.36	31.26	35.62 zc egjkl	31.71	34.09 n	35.44 zn	31.82	32.60	35.56 zt	31.80	33.04
Std dev	9.897	10.064	9.739	9.375	12.195	9.520	8.225	8.297	11.031	10.012	8.880	8.109	8.589	9.972	9.470	9.962	9.369	9.286	9.595	9.742	9.768	10.054
Std error	0.220	0.319	0.303	0.565	0.878	0.593	0.553	0.631	0.939	0.734	0.614	0.815	0.868	0.745	0.372	0.658	0.479	0.364	0.462	0.521	0.338	0.223

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m - z/n/o/p - z/q/r - z/s/t  
Overlap formulae used. \* small base

**P.A.M. 21 - Trust in Professions**  
**DRAFT**

Table 105

**Length of interview in minutes**

Base : All respondents

	Total (z)	Age						Working status			Social class				Newspaper readership		Unwtd total	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	Full time (h)	Part time (i)	Not working (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Quality (o)		Popular (p)
Unweighted total	<b>2029</b>	277	286	366	342	298	278	182	798	207	1024	443	646	410	530	350	834	2029
Weighted total	<b>2029</b>	296	324	383	325	296	209	195	903	220	906	526	593	418	493	354	819	2029
1-10	<b>14</b> 1%	2 1%	10 3% <b>z</b> cd <b>ef</b>	-	1 *	-	-	1 1%	6 1%	2 1%	6 1%	6 1%	3 1%	2 1%	2 *	2 1%	4 *	16 1%
11-14	<b>1</b> *	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	1 *	1 *	1 *
15-19	<b>31</b> 2% <b>n</b>	5 2%	3 1%	6 1%	10 3% <b>z</b>	5 2%	1 1%	2 1%	17 2%	3 1%	11 1%	6 1%	10 2% <b>n</b>	14 3% <b>zkn</b>	1 *	5 1%	19 2% <b>z</b>	29 1%
20-24	<b>243</b> 12% <b>eko</b>	62 21% <b>zbcdef</b>	35 11%	50 13% <b>e</b>	32 10%	20 7%	20 10%	24 12%	100 11%	29 13%	114 13%	37 7%	60 10%	72 17% <b>zkl</b>	74 15% <b>zkl</b>	19 5%	123 15% <b>zo</b>	241 12%
25-29	<b>337</b> 17% <b>o</b>	52 18%	63 20%	72 19%	54 17%	41 14%	28 13%	27 14%	146 16%	40 18%	152 17%	80 15%	98 16%	59 14%	101 20% <b>zm</b>	41 12%	155 19% <b>zo</b>	339 17%
30-34	<b>500</b> 25% <b>d</b>	92 31% <b>zdeg</b>	91 28% <b>d</b>	97 25%	63 19%	61 21%	56 27% <b>d</b>	40 21%	230 25% <b>i</b>	37 17%	233 26% <b>i</b>	116 22%	151 26%	111 27%	121 25%	82 23%	197 24%	500 25%
35-39	<b>342</b> 17%	42 14%	51 16%	60 16%	63 19%	51 17%	36 17%	40 21%	140 15%	39 18%	163 18%	94 18%	93 16%	57 14%	99 20% <b>zm</b>	69 20%	128 16%	338 17%
40-44	<b>264</b> 13% <b>ajnp</b>	27 9%	36 11%	56 15%	42 13%	52 18% <b>zabf</b>	21 10%	31 16%	133 15% <b>j</b>	33 15%	98 11%	86 16% <b>zn</b>	80 13% <b>n</b>	54 13%	44 9%	67 19% <b>zp</b>	83 10%	249 12%
45 minutes or more	<b>296</b> 15% <b>amn</b>	14 5%	36 11% <b>a</b>	43 11% <b>a</b>	60 18% <b>zabc</b>	66 22% <b>zabc</b>	47 22% <b>zabc</b>	30 15% <b>a</b>	131 14%	37 17%	129 14%	101 19% <b>zmn</b>	98 17% <b>mn</b>	46 11%	50 10%	67 19% <b>zp</b>	110 13%	316 16%
Mean score	<b>32.94</b> <b>abmn</b> <b>p</b>	29.49	<b>31.51</b> <b>a</b>	<b>32.12</b> <b>a</b>	<b>33.73</b> <b>abc</b>	<b>35.80</b> <b>zabc</b>	<b>35.31</b> <b>zabc</b>	<b>33.97</b> <b>ab</b>	32.95	32.85	32.95	<b>34.72</b> <b>zmn</b>	<b>33.81</b> <b>zmn</b>	31.10	31.55	<b>35.56</b> <b>zp</b>	31.80	33.04
Std dev	<b>9.897</b>	7.977	9.788	8.878	10.051	10.104	11.514	10.112	9.591	9.577	10.276	10.121	10.587	9.233	8.853	9.742	9.768	10.054
Std error	<b>0.220</b>	0.479	0.579	0.464	0.543	0.585	0.691	0.750	0.340	0.666	0.321	0.481	0.417	0.456	0.385	0.521	0.338	0.223

Respondent type : All Adults Respondents  
Fieldwork dates : 13th - 18th November 2008  
Number of sample points : 210

Source : Ipsos MORI (JN J34879)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/ef/fg - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.