



Canadian Online Omni December 20 - December 31, 2010

Most Trusted Occupation Banner 2

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6_1. (Pharmacists) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	200	22	21	11	74	55	17	46	64	90	33	167
	19%	16%	20%	16%	19%	22%	22%	21%	20%	18%	15%	20%
6	365	60	37	25	134	79	30	77	107	181	75	290
	35%	44%	35%	37%	34%	31%	40%	34%	34%	37%	35%	35%
		DE										
5	251	33	22	28	101	56	12	49	75	128	47	204
	24%	24%	21%	41%	26%	22%	15%	22%	24%	26%	22%	25%
				ABDEF								
4	132	14	19	2	47	43	7	27	42	63	37	96
	13%	11%	18%	3%	12%	17%	9%	12%	13%	13%	17%	12%
			C		C	C					K	
3	47	4	3	1	24	13	3	8	19	20	11	36
	5%	3%	3%	1%	6%	5%	4%	3%	6%	4%	5%	4%
2	21	3	2	0	12	3	2	10	4	7	3	17
	2%	2%	2%	-	3%	1%	2%	4%	1%	1%	2%	2%
								HI				
1 - Least trustworthy	17	1	2	1	3	4	5	7	6	3	6	11
	2%	0	2%	2%	1%	2%	7%	3%	2%	1%	3%	1%
							ADE	I				
Summary												
Top3Box (5-7)	816	115	80	63	310	189	59	173	245	398	155	662
	79%	84%	76%	94%	78%	75%	77%	77%	78%	81%	73%	81%
		E		ABDEF							J	
Top2Box (6-7)	565	82	58	35	209	133	47	124	171	270	107	458
	55%	60%	55%	53%	53%	53%	62%	55%	54%	55%	51%	56%
Low2Box (1-2)	37	3	4	1	15	7	7	17	10	10	9	28
	4%	2%	3%	2%	4%	3%	9%	8%	3%	2%	4%	3%
							AE	HI				
Mean	5.4	5.5	5.4	5.6	5.4	5.4	5.3	5.3	5.4	5.5	5.2	5.4
Std Dev	1.3	1.1	1.3	1	1.3	1.3	1.7	1.5	1.3	1.2	1.4	1.3
Median	6	6	6	6	6	6	6	6	6	6	6	6

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_2. (Doctors) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	182	24	10	13	68	53	14	38	63	81	47	134
	18%	17%	9%	19%	17%	21%	18%	17%	20%	16%	22%	16%
6						B						
	332	44	44	15	120	82	27	75	97	160	64	268
	32%	32%	42%	22%	30%	32%	35%	33%	31%	33%	30%	33%
5			CD									
	259	35	19	27	98	59	20	45	85	129	49	210
	25%	26%	18%	40%	25%	24%	27%	20%	27%	26%	23%	26%
4				ABDE								
	161	20	25	9	67	36	4	34	44	83	28	134
	16%	15%	24%	13%	17%	14%	6%	15%	14%	17%	13%	16%
3			F		F							
	54	5	8	1	23	13	5	16	13	25	12	42
	5%	3%	7%	1%	6%	5%	6%	7%	4%	5%	6%	5%
2												
	28	6	0	3	13	5	1	8	9	12	7	22
	3%	4%	-	5%	3%	2%	1%	3%	3%	2%	3%	3%
1 - Least trustworthy		B		B								
	17	2	0	0	5	4	5	8	6	2	5	12
	2%	2%	-	-	1%	1%	7%	3%	2%	0	2%	1%
							BCDE	I	I			
Summary												
Top3Box (5-7)	773	103	73	55	287	194	61	159	244	370	160	612
	75%	76%	69%	81%	73%	77%	80%	71%	77%	75%	76%	75%
Top2Box (6-7)												
	514	68	54	28	189	135	41	113	160	241	111	402
	50%	50%	51%	41%	48%	53%	54%	50%	50%	49%	53%	49%
Low2Box (1-2)												
	45	8	0	3	19	9	6	15	15	14	11	34
	4%	6%	-	5%	5%	4%	8%	7%	5%	3%	5%	4%
		B		B	B		B	I				
Mean	5.3	5.3	5.2	5.3	5.2	5.4	5.2	5.1	5.3	5.3	5.3	5.3
Std Dev	1.4	1.4	1.1	1.2	1.4	1.3	1.6	1.5	1.4	1.3	1.4	1.3
Median	5	5	6	5	5	6	6	6	6	5	6	5

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_3. (Airline Pilots) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	166	24	16	9	59	44	14	34	54	77	24	142
	16%	18%	16%	13%	15%	17%	18%	15%	17%	16%	11%	17%
6	342	42	40	25	123	84	27	74	101	167	69	273
	33%	31%	38%	37%	31%	34%	36%	33%	32%	34%	33%	33%
5	265	37	21	17	115	64	12	52	77	136	53	211
	26%	27%	20%	25%	29%	25%	15%	23%	24%	28%	25%	26%
					F							
4	173	26	18	12	64	42	12	34	51	88	43	131
	17%	19%	17%	18%	16%	17%	15%	15%	16%	18%	20%	16%
3	53	5	6	3	22	12	5	15	25	13	12	41
	5%	4%	6%	5%	6%	5%	6%	7%	8%	3%	6%	5%
								I	I			
2	18	1	4	1	6	5	2	8	4	7	3	15
	2%	1%	4%	2%	1%	2%	2%	3%	1%	1%	1%	2%
1 - Least trustworthy	16	1	0	0	8	2	6	8	4	4	7	9
	2%	1%	-	-	2%	1%	7%	3%	1%	1%	3%	1%
							ABCDE	I			K	
Summary												
Top3Box (5-7)	772	103	78	51	297	192	53	160	232	380	146	626
	75%	75%	74%	75%	75%	76%	69%	71%	73%	77%	69%	76%
Top2Box (6-7)	508	66	57	34	182	128	41	108	156	244	93	415
	49%	48%	54%	50%	46%	51%	54%	48%	49%	50%	44%	50%
Low2Box (1-2)	34	2	4	1	13	7	7	15	8	11	10	24
	3%	1%	4%	2%	3%	3%	10%	7%	3%	2%	5%	3%
							ADE	HI				
Mean	5.3	5.3	5.3	5.3	5.2	5.3	5.1	5.1	5.3	5.3	5.1	5.3
										G		J
Std Dev	1.3	1.2	1.3	1.2	1.3	1.3	1.7	1.5	1.3	1.2	1.4	1.3
Median	5	5	6	6	5	6	6	5	5	5	5	6

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_4. (Teachers) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	127	15	11	13	44	29	15	33	40	54	33	94
	12%	11%	10%	19%	11%	12%	20%	15%	13%	11%	16%	11%
6	268	38	26	17	102	66	19	56	80	132	55	213
	26%	28%	25%	25%	26%	26%	25%	25%	25%	27%	26%	26%
5	278	37	36	17	100	73	14	62	80	136	55	222
	27%	27%	34%	25%	25%	29%	19%	28%	25%	28%	26%	27%
			F									
4	220	26	26	15	86	52	16	45	67	108	39	181
	21%	19%	25%	22%	22%	21%	21%	20%	21%	22%	19%	22%
3	87	13	2	2	39	24	6	10	34	43	18	70
	8%	10%	2%	3%	10%	9%	8%	5%	11%	9%	8%	8%
		B			B	B			G			
2	33	4	4	2	14	5	4	12	8	13	9	24
	3%	3%	4%	2%	4%	2%	5%	5%	2%	3%	4%	3%
1 - Least trustworthy	20	3	1	2	10	3	2	6	8	7	3	18
	2%	2%	1%	3%	3%	1%	2%	3%	2%	1%	1%	2%
Summary												
Top3Box (5-7)	672	90	73	46	246	168	49	151	200	321	143	529
	65%	66%	69%	69%	62%	67%	64%	67%	63%	65%	68%	64%
Top2Box (6-7)	395	52	37	30	146	95	34	89	120	185	88	307
	38%	38%	35%	44%	37%	38%	45%	40%	38%	38%	41%	37%
Low2Box (1-2)	53	7	5	4	24	8	5	18	15	20	12	42
	5%	5%	4%	5%	6%	3%	7%	8%	5%	4%	5%	5%
								I				
Mean	4.9	4.9	5	5.2	4.9	5	5	5	4.9	5	5	4.9
Std Dev	1.4	1.4	1.2	1.4	1.4	1.3	1.6	1.5	1.4	1.3	1.4	1.4
Median	5	5	5	5	5	5	5	5	5	5	5	5

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_5. (Police Officers) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	86	6	5	8	41	12	14	26	27	33	18	68
	8%	4%	5%	11%	10%	5%	18%	12%	8%	7%	8%	8%
					AE		ABE	I				
6	263	38	30	23	104	50	19	54	83	126	58	205
	25%	28%	28%	34%	26%	20%	25%	24%	26%	26%	28%	25%
				E								
5	238	35	25	12	87	62	17	39	63	136	45	192
	23%	26%	24%	18%	22%	24%	22%	17%	20%	28%	21%	23%
										GH		
4	229	23	29	13	80	69	13	46	75	107	49	180
	22%	17%	28%	20%	20%	27%	18%	21%	24%	22%	23%	22%
						AD						
3	111	16	7	9	40	33	6	34	37	39	21	90
	11%	12%	7%	13%	10%	13%	7%	15%	12%	8%	10%	11%
								I				
2	64	13	5	1	28	15	3	16	16	31	8	55
	6%	9%	4%	1%	7%	6%	4%	7%	5%	6%	4%	7%
		C										
1 - Least trustworthy	44	6	4	1	15	12	5	8	16	20	12	32
	4%	5%	4%	2%	4%	5%	7%	4%	5%	4%	6%	4%
Summary												
Top3Box (5-7)	586	79	60	43	232	123	49	120	172	295	121	465
	57%	58%	57%	64%	59%	49%	64%	53%	54%	60%	57%	57%
				E	E		E					
Top2Box (6-7)	349	44	35	31	145	62	32	80	110	159	76	273
	34%	32%	33%	46%	37%	25%	42%	36%	35%	32%	36%	33%
				E	E		E					
Low2Box (1-2)	107	19	8	2	44	26	8	24	32	51	21	87
	10%	14%	8%	2%	11%	10%	11%	11%	10%	10%	10%	11%
		C			C	C						
Mean	4.6	4.5	4.7	5	4.7	4.4	4.9	4.6	4.6	4.7	4.7	4.6
				AE	E		E					
Std Dev	1.5	1.6	1.4	1.4	1.6	1.5	1.7	1.6	1.6	1.5	1.6	1.5
Median	5	5	5	5	5	4	5	5	5	5	5	5

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_6. (Day Care Workers) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	72	12	3	8	22	23	6	23	20	30	11	61
	7%	9%	3%	12%	5%	9%	8%	10%	6%	6%	5%	7%
				B		B						
6	256	36	22	21	106	54	17	53	76	126	56	200
	25%	26%	20%	31%	27%	21%	23%	24%	24%	26%	26%	24%
5	279	40	30	15	102	67	26	54	81	143	53	225
	27%	29%	28%	22%	26%	27%	34%	24%	26%	29%	25%	27%
4	278	34	30	12	109	75	17	60	86	131	58	219
	27%	25%	28%	18%	28%	30%	22%	27%	27%	27%	28%	27%
						C						
3	108	11	13	9	40	27	8	22	38	49	24	84
	10%	8%	12%	14%	10%	11%	10%	10%	12%	10%	11%	10%
2	29	4	7	0	13	4	1	8	11	10	6	23
	3%	3%	7%	-	3%	2%	1%	4%	3%	2%	3%	3%
			CE									
1 - Least trustworthy	11	0	2	3	3	2	2	4	4	3	3	9
	1%	-	2%	4%	1%	1%	2%	2%	1%	1%	1%	1%
				AD								
Summary												
Top3Box (5-7)	607	88	54	43	230	143	49	130	178	299	120	487
	59%	64%	51%	64%	58%	57%	64%	58%	56%	61%	57%	59%
Top2Box (6-7)	328	48	24	29	128	76	23	76	97	155	67	261
	32%	35%	23%	43%	32%	30%	30%	34%	30%	32%	32%	32%
				B								
Low2Box (1-2)	41	4	9	3	17	6	3	13	15	13	9	32
	4%	3%	8%	4%	4%	3%	4%	6%	5%	3%	4%	4%
			E									
Mean	4.8	4.9	4.5	4.9	4.8	4.8	4.8	4.8	4.7	4.8	4.7	4.8
		B		B	B	B						
Std Dev	1.3	1.2	1.3	1.5	1.2	1.2	1.3	1.4	1.3	1.2	1.3	1.3
Median	5	5	5	5	5	5	5	5	5	5	5	5

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_7. (Canadian Soldiers) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	234	32	20	18	107	38	19	61	66	108	45	190
	23%	24%	19%	27%	27%	15%	25%	27%	21%	22%	21%	23%
		E		E	E							
6	296	40	34	21	122	58	19	52	95	149	63	233
	29%	30%	32%	32%	31%	23%	25%	23%	30%	30%	30%	28%
					E							
5	211	28	20	9	79	61	14	42	72	98	35	176
	20%	20%	19%	14%	20%	24%	19%	19%	23%	20%	17%	21%
4	163	24	17	10	45	59	7	40	48	74	38	125
	16%	17%	16%	15%	11%	24%	10%	18%	15%	15%	18%	15%
						DF						
3	76	8	11	5	25	18	9	16	19	41	15	61
	7%	6%	10%	7%	6%	7%	12%	7%	6%	8%	7%	7%
2	23	3	2	3	7	4	3	6	9	8	3	20
	2%	2%	2%	5%	2%	2%	4%	3%	3%	2%	1%	2%
1 - Least trustworthy	30	1	2	0	10	14	4	9	9	13	13	17
	3%	1%	2%	-	3%	5%	5%	4%	3%	3%	6%	2%
						A					K	
Summary												
Top3Box (5-7)	742	100	74	49	308	157	53	154	232	356	143	599
	72%	74%	70%	73%	78%	62%	70%	69%	73%	72%	68%	73%
		E			E							
Top2Box (6-7)	530	73	54	40	229	96	39	112	161	257	108	423
	51%	53%	51%	59%	58%	38%	51%	50%	51%	52%	51%	51%
		E	E	E	E							
Low2Box (1-2)	53	4	3	3	17	18	7	15	18	21	16	37
	5%	3%	3%	5%	4%	7%	9%	6%	6%	4%	8%	4%
Mean	5.3	5.4	5.2	5.4	5.5	4.9	5.1	5.2	5.2	5.3	5.1	5.3
		E		E	E							
Std Dev	1.5	1.4	1.4	1.5	1.5	1.5	1.7	1.6	1.5	1.5	1.7	1.5
Median	6	6	6	6	6	5	6	6	6	6	6	6

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_8. (Accountants) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	34	7	2	2	9	6	8	12	7	16	8	27
	3%	5%	2%	3%	2%	2%	10%	5%	2%	3%	4%	3%
							BDE	H				
6	177	26	16	9	77	36	14	27	56	94	33	144
	17%	19%	15%	14%	19%	14%	18%	12%	18%	19%	16%	18%
										G		
5	293	40	25	24	114	75	16	62	81	149	53	240
	28%	29%	24%	36%	29%	30%	21%	28%	26%	30%	25%	29%
4	308	39	44	16	112	74	24	66	99	144	66	242
	30%	29%	41%	24%	28%	30%	31%	29%	31%	29%	31%	29%
			CDE									
3	147	18	11	9	59	41	8	33	51	64	33	115
	14%	13%	11%	13%	15%	16%	11%	15%	16%	13%	15%	14%
2	46	4	7	4	13	14	3	14	12	20	8	39
	4%	3%	7%	6%	3%	5%	5%	6%	4%	4%	4%	5%
1 - Least trustworthy	27	2	1	3	11	6	4	10	12	5	11	16
	3%	2%	1%	4%	3%	2%	5%	4%	4%	1%	5%	2%
								I	I		K	
Summary												
Top3Box (5-7)	504	73	43	35	200	116	37	102	144	259	94	411
	49%	53%	41%	53%	51%	46%	49%	45%	45%	53%	44%	50%
Top2Box (6-7)	211	33	18	11	86	42	21	39	63	109	41	171
	20%	24%	17%	17%	22%	17%	28%	18%	20%	22%	19%	21%
							E					
Low2Box (1-2)	73	7	8	7	24	20	7	24	23	25	18	54
	7%	5%	7%	10%	6%	8%	9%	11%	7%	5%	9%	7%
								I				
Mean	4.4	4.6	4.3	4.4	4.4	4.3	4.5	4.3	4.3	4.5	4.3	4.4
										GH		
Std Dev	1.3	1.3	1.2	1.4	1.3	1.3	1.5	1.4	1.3	1.2	1.4	1.3
Median	4	5	4	5	5	4	4	4	4	5	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_9. (Charity Leaders) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	31	4	3	3	5	10	6	14	9	8	9	22
	3%	3%	3%	4%	1%	4%	7%	6%	3%	2%	4%	3%
						D	D	I				
6	108	15	14	10	34	27	9	28	40	39	20	88
	10%	11%	13%	15%	8%	11%	11%	12%	13%	8%	9%	11%
									I			
5	222	29	16	14	78	65	19	51	62	109	45	176
	21%	21%	16%	21%	20%	26%	25%	23%	20%	22%	21%	21%
4	296	37	31	17	120	67	24	67	76	152	62	234
	29%	27%	30%	25%	30%	27%	31%	30%	24%	31%	29%	28%
										H		
3	181	22	21	12	70	44	12	32	59	89	32	149
	18%	16%	20%	17%	18%	17%	16%	14%	19%	18%	15%	18%
2	125	20	15	9	55	21	4	19	45	61	23	102
	12%	15%	15%	13%	14%	8%	5%	8%	14%	12%	11%	12%
					E							
1 - Least trustworthy	71	9	4	4	33	18	3	13	25	34	20	51
	7%	6%	4%	6%	8%	7%	3%	6%	8%	7%	9%	6%
Summary												
Top3Box (5-7)	360	48	33	27	117	102	33	93	112	155	74	286
	35%	35%	31%	40%	30%	40%	44%	41%	35%	32%	35%	35%
						D	D	I				
Top2Box (6-7)	138	19	17	13	39	37	14	42	49	47	29	110
	13%	14%	16%	19%	10%	15%	19%	19%	16%	10%	14%	13%
				D			D	I	I			
Low2Box (1-2)	196	29	20	12	88	40	7	32	70	95	43	153
	19%	21%	19%	19%	22%	16%	9%	14%	22%	19%	20%	19%
		F			F				G			
Mean	3.9	3.9	3.9	4	3.7	4	4.3	4.2	3.8	3.8	3.9	3.9
						D	AD	HI				
Std Dev	1.5	1.5	1.4	1.5	1.4	1.5	1.4	1.5	1.5	1.4	1.5	1.5
Median	4	4	4	4	4	4	4	4	4	4	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_10. (Judges) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	81	15	11	5	28	14	8	18	28	35	14	67
	8%	11%	10%	8%	7%	5%	10%	8%	9%	7%	7%	8%
6	230	31	22	13	101	44	19	41	66	124	52	179
	22%	23%	21%	20%	25%	17%	25%	18%	21%	25%	25%	22%
					E							
5	219	29	19	14	91	51	14	38	71	111	56	163
	21%	22%	18%	22%	23%	20%	18%	17%	22%	22%	26%	20%
4	265	27	33	18	95	71	20	63	85	116	46	219
	26%	20%	32%	27%	24%	28%	27%	28%	27%	24%	22%	27%
3	133	15	12	10	49	38	8	32	33	67	19	114
	13%	11%	12%	15%	12%	15%	10%	14%	11%	14%	9%	14%
2	56	12	4	2	17	18	4	18	15	23	11	45
	5%	9%	4%	4%	4%	7%	5%	8%	5%	5%	5%	6%
		D										
1 - Least trustworthy	49	7	3	3	15	16	4	13	19	17	13	35
	5%	5%	3%	4%	4%	6%	6%	6%	6%	3%	6%	4%
Summary												
Top3Box (5-7)	530	75	52	33	220	109	40	97	164	269	122	409
	51%	55%	50%	50%	55%	43%	53%	43%	52%	55%	58%	50%
		E			E					G		
Top2Box (6-7)	311	46	33	19	129	57	27	60	93	158	66	245
	30%	34%	31%	28%	33%	23%	35%	27%	29%	32%	31%	30%
		E			E		E					
Low2Box (1-2)	105	19	7	5	32	34	8	32	34	39	24	81
	10%	14%	7%	8%	8%	13%	10%	14%	11%	8%	11%	10%
						D		I				
Mean	4.5	4.6	4.6	4.5	4.6	4.2	4.6	4.3	4.5	4.6	4.6	4.5
			E		E					G		
Std Dev	1.5	1.6	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.5	1.6	1.5
Median	5	5	4	4	5	4	5	4	5	5	5	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_11. (Plumbers) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	27	3	2	2	11	7	3	7	9	12	5	22
	3%	2%	2%	3%	3%	3%	3%	3%	3%	2%	2%	3%
6	140	19	11	9	49	40	12	30	54	57	28	112
	14%	14%	11%	14%	12%	16%	15%	13%	17%	12%	13%	14%
									I			
5	239	37	18	12	109	43	20	55	67	117	35	204
	23%	27%	17%	18%	28%	17%	26%	24%	21%	24%	17%	25%
		E			BE							J
4	349	48	38	25	127	96	17	77	103	169	69	280
	34%	35%	36%	37%	32%	38%	22%	35%	32%	34%	33%	34%
						F						
3	179	15	25	15	63	47	15	38	52	89	50	130
	17%	11%	23%	22%	16%	19%	19%	17%	17%	18%	23%	16%
			A	A							K	
2	70	13	10	3	22	13	9	13	20	37	15	55
	7%	9%	9%	4%	6%	5%	11%	6%	6%	8%	7%	7%
1 - Least trustworthy	28	2	2	1	15	6	3	5	12	11	10	19
	3%	2%	2%	1%	4%	2%	4%	2%	4%	2%	5%	2%
Summary												
Top3Box (5-7)	406	58	31	24	169	90	34	91	130	186	68	338
	39%	43%	30%	35%	43%	36%	44%	41%	41%	38%	32%	41%
					B							J
Top2Box (6-7)	168	22	13	11	60	47	14	36	62	69	33	135
	16%	16%	13%	17%	15%	19%	19%	16%	20%	14%	16%	16%
									I			
Low2Box (1-2)	98	15	12	4	37	19	12	18	32	48	25	74
	10%	11%	11%	6%	9%	8%	15%	8%	10%	10%	12%	9%
Mean	4.2	4.3	4	4.2	4.2	4.2	4.1	4.2	4.2	4.1	4	4.2
												J
Std Dev	1.3	1.3	1.2	1.2	1.3	1.3	1.5	1.3	1.4	1.3	1.4	1.3
Median	4	4	4	4	4	4	4	4	4	4	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_12. (Chiropractors) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	57	9	1	2	22	17	6	14	18	25	13	44
	6%	7%	1%	2%	6%	7%	8%	6%	6%	5%	6%	5%
		B				B	B					
6	153	25	19	13	59	23	14	37	45	71	33	120
	15%	18%	18%	20%	15%	9%	18%	17%	14%	15%	16%	15%
5		E	E	E	E	E	E					
	242	33	19	18	98	59	16	42	85	115	44	198
	23%	24%	18%	26%	25%	23%	21%	19%	27%	23%	21%	24%
4									G			
	267	36	39	15	100	64	13	61	79	127	55	213
	26%	26%	37%	22%	25%	26%	17%	27%	25%	26%	26%	26%
3			CDEF									
	160	13	12	8	67	43	16	32	50	78	32	128
	16%	9%	11%	13%	17%	17%	21%	14%	16%	16%	15%	16%
2					A	A	A					
	97	13	11	8	28	30	6	25	27	44	21	75
	9%	9%	10%	12%	7%	12%	8%	11%	9%	9%	10%	9%
1 - Least trustworthy					D							
	56	8	4	3	22	15	5	13	13	30	13	44
	5%	6%	3%	4%	6%	6%	7%	6%	4%	6%	6%	5%
Summary												
Top3Box (5-7)	452	67	40	33	178	99	36	93	147	212	90	362
	44%	49%	38%	49%	45%	39%	47%	42%	46%	43%	43%	44%
Top2Box (6-7)												
	210	34	20	15	80	41	20	52	62	96	46	164
	20%	25%	19%	22%	20%	16%	26%	23%	20%	20%	22%	20%
Low2Box (1-2)		E										
	153	21	14	11	50	45	11	38	40	75	34	119
	15%	16%	13%	16%	13%	18%	15%	17%	13%	15%	16%	14%
Mean	4.2	4.3	4.2	4.2	4.2	4	4.2	4.2	4.3	4.2	4.2	4.2
Std Dev	1.5	1.6	1.3	1.5	1.5	1.6	1.7	1.6	1.5	1.5	1.6	1.5
Median	4	4	4	4	4	4	4	4	4	4	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_13. (Financial Advisors) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	35	0	5	3	14	8	5	14	12	9	10	25
	3%	-	5%	4%	4%	3%	7%	6%	4%	2%	5%	3%
			A	A	A	A	A	I				
6	122	21	16	7	42	20	17	26	37	59	28	94
	12%	16%	15%	10%	11%	8%	22%	11%	12%	12%	13%	11%
		E					DE					
5	226	38	16	13	100	45	14	41	74	112	41	185
	22%	28%	16%	19%	25%	18%	18%	18%	23%	23%	19%	23%
		BE			E							
4	311	36	39	24	107	81	23	59	100	151	63	247
	30%	27%	37%	36%	27%	32%	30%	26%	32%	31%	30%	30%
3	184	28	16	11	71	47	11	48	45	92	31	153
	18%	20%	15%	17%	18%	19%	15%	21%	14%	19%	15%	19%
								H				
2	92	6	8	6	37	32	2	21	29	42	17	75
	9%	4%	8%	9%	9%	13%	3%	9%	9%	9%	8%	9%
						AF						
1 - Least trustworthy	63	7	4	4	23	20	4	16	19	27	20	43
	6%	5%	4%	6%	6%	8%	6%	7%	6%	6%	9%	5%
											K	
Summary												
Top3Box (5-7)	384	60	38	22	157	72	35	80	123	180	79	305
	37%	44%	36%	33%	40%	29%	46%	36%	39%	37%	37%	37%
		E			E		E					
Top2Box (6-7)	157	21	21	9	56	27	22	40	50	68	38	119
	15%	16%	20%	14%	14%	11%	28%	18%	16%	14%	18%	15%
			E				ACDE					
Low2Box (1-2)	154	13	13	10	61	52	7	37	48	69	37	117
	15%	9%	12%	14%	15%	21%	9%	16%	15%	14%	18%	14%
						AF						
Mean	4	4.2	4.2	4	4	3.8	4.4	4	4.1	4	4	4
		E	E		E		DE					
Std Dev	1.4	1.3	1.4	1.4	1.4	1.4	1.5	1.6	1.5	1.4	1.6	1.4
Median	4	4	4	4	4	4	4	4	4	4	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_14. (Environmental activists) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	29	2	3	0	14	8	3	12	11	7	7	22
	3%	2%	3%	-	3%	3%	4%	5%	3%	1%	3%	3%
								I				
6	79	11	8	4	28	21	8	18	30	31	15	65
	8%	8%	8%	6%	7%	8%	10%	8%	9%	6%	7%	8%
5	182	29	15	9	59	56	14	57	57	68	38	144
	18%	21%	14%	14%	15%	22%	19%	25%	18%	14%	18%	18%
						D		I				
4	273	31	26	20	108	72	15	55	80	138	55	218
	26%	23%	25%	30%	27%	29%	20%	24%	25%	28%	26%	27%
3	201	24	25	17	73	45	17	33	59	109	42	159
	19%	18%	24%	25%	18%	18%	23%	15%	19%	22%	20%	19%
										G		
2	159	26	18	10	68	28	9	29	47	82	33	126
	15%	19%	17%	15%	17%	11%	12%	13%	15%	17%	16%	15%
		E			E							
1 - Least trustworthy	109	13	11	7	46	22	10	20	32	57	21	88
	11%	9%	10%	10%	12%	9%	13%	9%	10%	11%	10%	11%
Summary												
Top3Box (5-7)	291	42	26	14	100	84	25	87	98	105	60	231
	28%	31%	25%	20%	25%	33%	33%	39%	31%	21%	28%	28%
						CD		I	I			
Top2Box (6-7)	108	13	11	4	42	28	11	30	41	38	22	87
	11%	10%	10%	6%	11%	11%	14%	13%	13%	8%	10%	11%
								I	I			
Low2Box (1-2)	268	39	28	17	114	51	19	49	80	139	54	213
	26%	29%	27%	25%	29%	20%	25%	22%	25%	28%	26%	26%
					E							
Mean	3.6	3.6	3.5	3.4	3.5	3.8	3.7	3.9	3.7	3.4	3.6	3.6
						D		I	I			
Std Dev	1.5	1.5	1.5	1.3	1.6	1.5	1.6	1.6	1.6	1.4	1.5	1.5
Median	4	4	3	4	4	4	4	4	4	3	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_15. (Television and radio personalities) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	13	0	1	0	3	5	4	7	4	1	4	9
	1%	-	1%	-	1%	2%	5%	3%	1%	0	2%	1%
							AD	I				
6	81	10	3	6	33	18	11	17	31	34	17	64
	8%	7%	3%	10%	8%	7%	14%	7%	10%	7%	8%	8%
							B					
5	216	19	26	8	88	65	10	45	73	98	34	182
	21%	14%	25%	11%	22%	26%	13%	20%	23%	20%	16%	22%
			AC		AC	ACF						
4	329	43	28	29	127	86	16	84	90	154	79	250
	32%	32%	26%	43%	32%	34%	20%	37%	28%	31%	37%	30%
				BF		F		H				
3	213	33	24	14	82	38	22	37	59	116	41	172
	21%	24%	23%	21%	21%	15%	29%	17%	19%	24%	19%	21%
		E					E			G		
2	116	25	18	5	35	25	8	19	36	61	27	89
	11%	18%	17%	8%	9%	10%	10%	9%	11%	12%	13%	11%
		CDE	D									
1 - Least trustworthy	65	7	5	5	27	15	6	15	23	27	10	55
	6%	5%	5%	7%	7%	6%	8%	6%	7%	6%	5%	7%
Summary												
Top3Box (5-7)	310	29	30	14	124	88	25	70	108	133	55	255
	30%	21%	28%	21%	31%	35%	33%	31%	34%	27%	26%	31%
					A	AC			I			
Top2Box (6-7)	94	10	4	6	36	23	15	24	35	35	21	73
	9%	7%	4%	10%	9%	9%	20%	11%	11%	7%	10%	9%
							ABDE					
Low2Box (1-2)	181	32	23	10	63	40	14	34	59	89	37	144
	18%	23%	22%	15%	16%	16%	18%	15%	19%	18%	17%	18%
Mean	3.8	3.5	3.6	3.7	3.8	3.9	3.8	3.9	3.8	3.7	3.8	3.8
					A	A		I				
Std Dev	1.3	1.3	1.3	1.3	1.3	1.3	1.6	1.4	1.4	1.3	1.3	1.4
Median	4	4	4	4	4	4	4	4	4	4	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_16. (Church Leaders) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	66	9	8	9	25	4	11	20	17	29	17	49
	6%	6%	8%	14%	6%	2%	14%	9%	5%	6%	8%	6%
6		E	E	DE	E		DE					
	135	17	12	12	67	15	12	32	36	66	25	110
	13%	13%	11%	18%	17%	6%	16%	14%	11%	13%	12%	13%
5		E		E	E		E					
	190	18	27	13	80	35	18	42	62	86	32	158
	18%	13%	25%	19%	20%	14%	24%	18%	20%	18%	15%	19%
4			AE		E							
	235	40	29	14	94	45	13	38	70	128	50	185
	23%	30%	28%	21%	24%	18%	16%	17%	22%	26%	24%	23%
3		EF								G		
	165	16	10	12	57	60	10	41	52	72	37	128
	16%	12%	10%	18%	14%	24%	13%	18%	16%	15%	18%	16%
2						ABD						
	116	15	12	5	38	38	8	21	41	54	21	95
	11%	11%	11%	8%	10%	15%	10%	10%	13%	11%	10%	12%
1 - Least trustworthy												
	126	21	7	2	35	56	6	30	39	56	29	97
	12%	15%	7%	3%	9%	22%	8%	14%	12%	11%	14%	12%
		CD				BCDF						
Summary												
Top3Box (5-7)	390	44	47	34	172	54	41	94	115	182	73	317
	38%	32%	45%	51%	43%	21%	53%	42%	36%	37%	35%	39%
Top2Box (6-7)		E	E	AE	AE		AE					
	201	26	20	21	92	19	22	52	53	95	41	159
	19%	19%	19%	31%	23%	8%	29%	23%	17%	19%	20%	19%
Low2Box (1-2)		E	E	AE	E		E					
	242	36	19	7	73	94	14	52	80	110	50	192
	23%	27%	18%	11%	18%	37%	18%	23%	25%	22%	24%	23%
		CD				ABCD						
Mean	3.9	3.8	4.2	4.5	4.1	3.1	4.4	4	3.8	3.9	3.8	3.9
		E	E	AE	AE		AE					
Std Dev	1.7	1.8	1.6	1.6	1.7	1.6	1.8	1.8	1.7	1.7	1.8	1.7
Median	4	4	4	5	4	3	5	4	4	4	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_17. (Auto mechanics) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	20	2	2	1	5	7	3	8	7	6	4	16
	2%	1%	2%	2%	1%	3%	4%	3%	2%	1%	2%	2%
6	62	10	8	3	24	14	4	15	25	22	8	54
	6%	7%	7%	4%	6%	5%	5%	7%	8%	4%	4%	7%
									I			
5	178	25	8	9	80	39	16	43	48	87	22	156
	17%	18%	8%	13%	20%	16%	21%	19%	15%	18%	10%	19%
		B			B		B					J
4	317	44	32	22	118	82	18	54	109	154	78	238
	31%	33%	30%	33%	30%	33%	24%	24%	34%	31%	37%	29%
									G		K	
3	252	31	29	21	88	60	23	60	71	120	54	198
	24%	23%	27%	31%	22%	24%	30%	27%	22%	25%	26%	24%
2	135	17	21	9	51	30	8	31	34	70	28	107
	13%	12%	20%	13%	13%	12%	10%	14%	11%	14%	13%	13%
1 - Least trustworthy	69	8	6	3	29	21	4	14	23	33	16	53
	7%	6%	5%	4%	7%	8%	5%	6%	7%	7%	8%	6%
Summary												
Top3Box (5-7)	260	36	18	13	110	60	24	66	80	115	34	226
	25%	26%	17%	19%	28%	24%	31%	29%	25%	23%	16%	27%
					B							J
Top2Box (6-7)	82	11	10	4	30	20	7	23	32	27	12	70
	8%	8%	9%	6%	7%	8%	10%	10%	10%	6%	6%	9%
								I	I			
Low2Box (1-2)	204	25	27	11	80	51	12	45	57	103	44	160
	20%	18%	25%	17%	20%	20%	15%	20%	18%	21%	21%	19%
Mean	3.6	3.7	3.5	3.6	3.7	3.6	3.8	3.7	3.7	3.6	3.5	3.7
Std Dev	1.4	1.3	1.4	1.2	1.4	1.4	1.4	1.4	1.4	1.3	1.3	1.4
Median	4	4	3	4	4	4	4	4	4	4	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_18. (Journalists) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	17	3	1	1	5	4	3	8	4	5	5	12
	2%	2%	1%	1%	1%	1%	3%	3%	1%	1%	2%	1%
								I				
6	77	11	4	3	34	18	6	17	21	40	14	63
	7%	8%	3%	5%	9%	7%	8%	7%	7%	8%	7%	8%
5	210	27	19	8	88	54	14	50	71	89	43	167
	20%	20%	18%	12%	22%	21%	19%	22%	23%	18%	20%	20%
4	302	40	35	26	112	72	17	60	95	147	58	244
	29%	29%	33%	39%	28%	29%	22%	27%	30%	30%	27%	30%
				F								
3	214	28	26	17	77	53	13	44	65	105	46	169
	21%	20%	25%	25%	20%	21%	17%	20%	21%	21%	22%	21%
2	128	18	14	9	41	31	16	31	29	68	26	103
	12%	13%	13%	13%	10%	12%	21%	14%	9%	14%	12%	12%
							D					
1 - Least trustworthy	85	10	8	3	37	20	8	15	32	37	20	65
	8%	7%	7%	4%	9%	8%	10%	7%	10%	8%	9%	8%
Summary												
Top3Box (5-7)	304	41	23	13	128	76	23	74	96	134	62	242
	29%	30%	22%	19%	32%	30%	30%	33%	30%	27%	29%	29%
				C								
Top2Box (6-7)	94	14	5	4	40	22	9	24	25	45	19	75
	9%	11%	5%	7%	10%	9%	12%	11%	8%	9%	9%	9%
Low2Box (1-2)	213	27	22	11	78	51	23	46	61	106	45	167
	21%	20%	21%	17%	20%	20%	30%	20%	19%	21%	22%	20%
Mean	3.7	3.8	3.5	3.6	3.8	3.7	3.6	3.8	3.7	3.7	3.7	3.7
Std Dev	1.4	1.4	1.3	1.2	1.4	1.4	1.6	1.5	1.4	1.4	1.5	1.4
Median	4	4	4	4	4	4	4	4	4	4	4	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_19. (Lawyers) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	24	4	1	1	5	8	4	11	4	9	8	17
	2%	3%	1%	2%	1%	3%	6%	5%	1%	2%	4%	2%
							D	HI				
6	68	4	7	5	28	18	6	13	26	29	16	52
	7%	3%	7%	7%	7%	7%	8%	6%	8%	6%	8%	6%
5												
	139	21	15	9	49	32	12	34	46	58	20	119
	13%	16%	14%	13%	12%	13%	16%	15%	15%	12%	9%	14%
4												
	254	31	27	17	105	57	17	55	73	126	51	204
	25%	23%	26%	26%	26%	23%	22%	24%	23%	26%	24%	25%
3												
	216	31	18	15	84	53	16	44	72	101	60	156
	21%	22%	17%	22%	21%	21%	21%	19%	23%	20%	28%	19%
2											K	
	182	28	25	12	58	44	14	37	50	94	32	149
	18%	21%	23%	18%	15%	18%	18%	17%	16%	19%	15%	18%
1 - Least trustworthy												
	150	17	12	8	67	39	7	30	45	75	25	125
	15%	12%	12%	12%	17%	15%	9%	13%	14%	15%	12%	15%
Summary												
Top3Box (5-7)	231	29	24	15	83	58	22	59	76	96	43	188
	22%	22%	23%	22%	21%	23%	29%	26%	24%	20%	21%	23%
Top2Box (6-7)												
	93	8	9	6	33	27	10	24	30	38	24	69
	9%	6%	8%	9%	8%	11%	13%	11%	10%	8%	11%	8%
Low2Box (1-2)												
	332	45	37	20	125	83	21	68	96	168	57	275
	32%	33%	35%	30%	32%	33%	28%	30%	30%	34%	27%	33%
Mean	3.3	3.3	3.3	3.4	3.3	3.3	3.6	3.5	3.4	3.2	3.4	3.3
Std Dev	1.5	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.5	1.5	1.5	1.6
Median	3	3	3	3	3	3	4	4	3	3	3	3

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_20. (New Home builders) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	10	0	0	0	5	3	3	5	4	2	4	6
	1%	-	-	-	1%	1%	3%	2%	1%	0	2%	1%
							A	I				
6	53	6	3	5	17	11	10	19	17	17	13	39
	5%	5%	3%	7%	4%	4%	13%	8%	5%	4%	6%	5%
							ABDE	I				
5	133	19	10	8	47	41	9	30	54	49	16	117
	13%	14%	9%	12%	12%	16%	11%	13%	17%	10%	8%	14%
								I			J	
4	347	53	30	25	138	83	18	68	105	174	69	278
	34%	39%	29%	37%	35%	33%	24%	30%	33%	35%	33%	34%
		F										
3	259	29	32	19	102	60	17	54	68	137	55	204
	25%	22%	31%	28%	26%	24%	22%	24%	21%	28%	26%	25%
										H		
2	163	23	24	9	57	38	12	37	48	78	34	129
	16%	17%	23%	13%	14%	15%	16%	16%	15%	16%	16%	16%
			D									
1 - Least trustworthy	68	6	6	2	29	18	8	12	21	35	20	48
	7%	4%	5%	3%	7%	7%	10%	5%	7%	7%	9%	6%
Summary												
Top3Box (5-7)	196	25	13	13	70	54	21	53	75	68	34	162
	19%	18%	12%	19%	18%	22%	28%	24%	24%	14%	16%	20%
							B	I	I			
Top2Box (6-7)	63	6	3	5	23	13	13	24	20	19	18	46
	6%	5%	3%	7%	6%	5%	17%	11%	6%	4%	8%	6%
							ABDE	I				
Low2Box (1-2)	231	29	30	11	86	55	20	49	69	112	54	177
	22%	21%	28%	16%	22%	22%	27%	22%	22%	23%	25%	22%
Mean	3.5	3.5	3.2	3.6	3.5	3.5	3.6	3.6	3.6	3.4	3.4	3.5
				B				I	I			
Std Dev	1.3	1.2	1.2	1.2	1.3	1.3	1.6	1.4	1.3	1.2	1.4	1.3
Median	4	4	3	4	4	4	4	4	4	3	3	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_21. (Union Leaders) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	19	2	2	0	9	4	2	8	3	8	3	15
	2%	2%	2%	-	2%	2%	2%	3%	1%	2%	2%	2%
6	38	5	4	6	14	4	5	15	12	11	6	32
	4%	4%	4%	9%	4%	1%	7%	7%	4%	2%	3%	4%
				DE			E	I				
5	115	26	9	10	45	21	5	22	38	55	30	85
	11%	19%	8%	14%	11%	8%	7%	10%	12%	11%	14%	10%
		BDEF										
4	247	35	31	20	84	58	19	54	87	105	56	190
	24%	26%	30%	30%	21%	23%	24%	24%	28%	21%	27%	23%
3	231	26	30	11	90	53	20	48	66	117	44	187
	22%	19%	28%	17%	23%	21%	27%	21%	21%	24%	21%	23%
2	187	21	16	8	79	47	16	32	45	109	39	148
	18%	15%	15%	12%	20%	19%	21%	14%	14%	22%	18%	18%
										GH		
1 - Least trustworthy	197	23	13	12	75	65	9	46	65	86	33	164
	19%	17%	13%	18%	19%	26%	12%	20%	20%	18%	15%	20%
						ABF						
Summary												
Top3Box (5-7)	172	33	15	16	68	29	12	45	54	74	39	133
	17%	24%	14%	23%	17%	11%	16%	20%	17%	15%	19%	16%
		E		E								
Top2Box (6-7)	57	7	6	6	23	7	7	23	15	19	9	47
	6%	5%	6%	9%	6%	3%	9%	10%	5%	4%	4%	6%
				E			E	HI				
Low2Box (1-2)	383	43	29	20	154	112	25	78	110	196	72	312
	37%	32%	28%	30%	39%	45%	33%	35%	35%	40%	34%	38%
						ABC						
Mean	3.1	3.3	3.3	3.4	3.1	2.8	3.2	3.2	3.1	3	3.2	3.1
		E	E	E	E		E					
Std Dev	1.5	1.5	1.4	1.5	1.5	1.5	1.5	1.6	1.5	1.4	1.5	1.5
Median	3	3	3	4	3	3	3	3	3	3	3	3

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_22. (Chief Executive Officers (CEOs)) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	13	1	0	1	1	5	5	5	5	3	3	10
	1%	1%	-	2%	0	2%	6%	2%	2%	1%	2%	1%
						D	ABD					
6	46	3	4	5	14	12	8	14	10	22	10	36
	4%	3%	4%	7%	4%	5%	10%	6%	3%	5%	5%	4%
5							AD					
	132	17	16	7	51	30	10	26	51	56	26	107
	13%	12%	15%	11%	13%	12%	13%	11%	16%	11%	12%	13%
4	263	31	24	23	102	66	18	52	72	139	58	206
	25%	22%	23%	34%	26%	26%	24%	23%	23%	28%	27%	25%
3												
	224	33	30	13	72	61	15	50	64	110	48	176
	22%	24%	28%	19%	18%	24%	20%	22%	20%	22%	23%	21%
2			D									
	193	28	16	10	79	49	11	44	68	80	35	158
	19%	21%	15%	15%	20%	19%	14%	20%	22%	16%	17%	19%
1 - Least trustworthy												
	162	24	16	9	76	28	9	35	46	81	32	130
	16%	17%	15%	13%	19%	11%	12%	16%	15%	16%	15%	16%
Summary					E							
Top3Box (5-7)	191	21	20	13	66	48	23	44	66	81	39	153
	19%	16%	19%	20%	17%	19%	30%	20%	21%	16%	18%	19%
Top2Box (6-7)							AD					
	59	4	4	6	15	17	12	18	16	25	13	46
	6%	3%	4%	9%	4%	7%	16%	8%	5%	5%	6%	6%
Low2Box (1-2)							ABDE					
	355	52	32	19	155	77	21	79	114	161	67	288
	34%	38%	30%	28%	39%	31%	27%	35%	36%	33%	32%	35%
Mean					E							
	3.2	3	3.2	3.4	3	3.3	3.7	3.2	3.2	3.2	3.2	3.2
Std Dev				D		D	AD					
	1.5	1.4	1.4	1.5	1.4	1.4	1.7	1.5	1.5	1.4	1.5	1.5
Median	3	3	3	4	3	3	4	3	3	3	3	3

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_23. (Local Municipal Politicians) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	12	3	0	0	3	4	3	6	6	0	5	7
	1%	2%	-	-	1%	2%	3%	3%	2%	-	2%	1%
								I	I			
6	42	5	4	2	15	9	7	9	17	16	6	35
	4%	4%	3%	3%	4%	3%	9%	4%	5%	3%	3%	4%
5	119	19	15	8	46	16	15	34	35	51	22	97
	12%	14%	14%	12%	12%	6%	19%	15%	11%	10%	10%	12%
		E	E		E		E					
4	236	22	32	19	96	54	12	35	78	122	53	182
	23%	16%	30%	28%	24%	22%	16%	16%	25%	25%	25%	22%
			AF	A					G	G		
3	225	30	17	15	82	62	20	51	62	112	45	180
	22%	22%	16%	22%	21%	25%	26%	23%	20%	23%	22%	22%
2	209	35	26	12	73	51	12	46	63	100	42	167
	20%	25%	24%	19%	19%	20%	16%	21%	20%	20%	20%	20%
1 - Least trustworthy	190	23	13	11	80	56	8	44	55	91	37	153
	18%	17%	12%	16%	20%	22%	10%	19%	17%	19%	18%	19%
						BF						
Summary												
Top3Box (5-7)	173	27	19	10	64	29	24	48	58	67	33	140
	17%	20%	18%	15%	16%	11%	32%	22%	18%	14%	16%	17%
		E					CDE	I				
Top2Box (6-7)	54	8	4	2	18	13	10	15	23	16	12	42
	5%	6%	3%	3%	5%	5%	13%	7%	7%	3%	5%	5%
							BCDE		I			
Low2Box (1-2)	400	58	38	23	153	107	20	90	118	191	79	320
	39%	42%	36%	34%	39%	43%	26%	40%	37%	39%	38%	39%
		F				F						
Mean	3.1	3	3.2	3.1	3	2.9	3.6	3.1	3.2	3	3.1	3
							ADE					
Std Dev	1.5	1.5	1.4	1.4	1.5	1.5	1.6	1.6	1.5	1.4	1.5	1.5
Median	3	3	3	3	3	3	3	3	3	3	3	3

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_24. (Car Salespeople) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	7	0	0	0	1	3	3	4	2	1	2	4
	1%	-	-	-	0	1%	3%	2%	1%	0	1%	1%
							AD	I				
6	17	3	2	0	8	1	3	4	6	7	3	14
	2%	2%	2%	-	2%	0	4%	2%	2%	1%	1%	2%
5							E					
	54	3	4	3	21	16	8	17	20	17	7	47
	5%	2%	3%	5%	5%	6%	10%	8%	6%	3%	3%	6%
4							A	I				
	176	21	18	11	65	46	15	39	60	77	32	144
	17%	16%	17%	16%	16%	18%	19%	17%	19%	16%	15%	18%
3												
	230	31	24	13	96	56	10	46	76	107	50	180
	22%	22%	23%	19%	24%	22%	13%	21%	24%	22%	24%	22%
2					F							
	290	44	30	21	104	74	18	62	84	144	58	233
	28%	32%	28%	31%	26%	29%	24%	28%	27%	29%	27%	28%
1 - Least trustworthy												
	260	35	28	19	101	56	21	53	68	138	60	200
	25%	26%	26%	28%	26%	22%	27%	24%	22%	28%	28%	24%
Summary										H		
Top3Box (5-7)	78	6	6	3	30	20	13	24	28	25	12	65
	8%	4%	5%	5%	8%	8%	17%	11%	9%	5%	6%	8%
Top2Box (6-7)							ABCDE	I	I			
	23	3	2	0	9	4	6	7	8	8	5	18
	2%	2%	2%	-	2%	2%	7%	3%	2%	2%	2%	2%
Low2Box (1-2)							CDE					
	550	79	57	40	205	130	39	115	153	282	118	432
	53%	58%	55%	60%	52%	52%	51%	51%	48%	57%	56%	53%
Mean										H		
	2.6	2.4	2.5	2.4	2.6	2.6	2.9	2.7	2.7	2.4	2.5	2.6
Std Dev							A	I	I			
	1.3	1.2	1.3	1.2	1.3	1.3	1.7	1.4	1.3	1.2	1.3	1.3
Median	2	2	2	2	2	2	2	2	3	2	2	2

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_25. (National Politicians) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
7 - Most trustworthy	9	1	1	0	3	2	3	4	3	2	2	7
	1%	0	1%	-	1%	1%	4%	2%	1%	0	1%	1%
							DE					
6	20	3	1	1	9	2	4	5	6	9	8	12
	2%	2%	1%	1%	2%	1%	5%	2%	2%	2%	4%	1%
5							E					
	62	7	10	4	21	14	6	18	21	23	8	55
	6%	5%	9%	6%	5%	6%	8%	8%	7%	5%	4%	7%
4	199	18	29	16	78	43	15	30	66	103	51	148
	19%	13%	28%	24%	20%	17%	19%	13%	21%	21%	24%	18%
3			AE	A					G	G		
	198	31	19	14	73	48	13	39	63	96	35	163
	19%	23%	18%	21%	19%	19%	17%	18%	20%	20%	17%	20%
2	245	34	27	15	102	54	14	57	63	126	42	203
	24%	25%	25%	23%	26%	21%	19%	25%	20%	26%	20%	25%
1 - Least trustworthy	299	43	18	17	110	90	22	72	94	133	65	233
	29%	32%	17%	25%	28%	36%	28%	32%	30%	27%	31%	28%
		B			B	BD						
Summary												
Top3Box (5-7)	92	11	12	5	33	18	13	27	31	34	17	74
	9%	8%	11%	7%	8%	7%	17%	12%	10%	7%	8%	9%
Top2Box (6-7)							DE	I				
	29	4	2	1	12	4	7	8	10	11	10	19
	3%	3%	2%	1%	3%	2%	9%	4%	3%	2%	5%	2%
Low2Box (1-2)							CDE					
	544	77	45	32	212	143	36	129	157	259	108	437
	53%	56%	43%	48%	53%	57%	47%	57%	50%	53%	51%	53%
Mean		B				B						
	2.6	2.4	2.9	2.7	2.6	2.4	2.9	2.5	2.7	2.6	2.6	2.6
Std Dev			ADE				AE					
	1.4	1.4	1.4	1.3	1.4	1.4	1.7	1.5	1.5	1.3	1.5	1.4
Median	2	2	3	3	2	2	3	2	3	2	2	2

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6_26. (Engineers) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	643	90	52	39	246	170	46	135	195	313	115	528
Weighted	645	82*	62*	34*	247	170	50*	136	191	318	139	506
7 - Most trustworthy	52	8	5	3	17	14	5	17	13	21	17	35
	8%	9%	7%	9%	7%	8%	10%	13%	7%	7%	12%	7%
6	118	22	6	2	52	27	10	28	27	64	27	91
	18%	27%	10%	6%	21%	16%	19%	20%	14%	20%	20%	18%
		BCE			C							
5	182	22	21	11	67	46	15	32	55	95	27	155
	28%	27%	33%	32%	27%	27%	30%	24%	29%	30%	20%	31%
											J	
4	187	23	20	12	67	56	9	40	54	93	49	138
	29%	28%	32%	36%	27%	33%	18%	30%	28%	29%	36%	27%
3	65	5	4	4	31	16	6	10	26	29	9	56
	10%	6%	6%	11%	13%	9%	12%	7%	14%	9%	7%	11%
2	27	2	6	1	9	5	3	6	11	10	4	23
	4%	3%	10%	3%	4%	3%	7%	5%	6%	3%	3%	5%
			DE									
1 - Least trustworthy	14	1	1	1	4	5	2	3	6	5	5	9
	2%	1%	1%	3%	2%	3%	5%	2%	3%	2%	3%	2%
Summary												
Top3Box (5-7)	352	52	31	16	136	88	29	77	95	180	72	281
	55%	63%	50%	47%	55%	52%	59%	57%	50%	57%	52%	55%
Top2Box (6-7)	170	29	11	5	69	41	15	45	40	85	44	126
	26%	36%	17%	15%	28%	24%	29%	33%	21%	27%	32%	25%
		BC						H				
Low2Box (1-2)	41	3	7	2	13	10	6	9	17	15	8	32
	6%	4%	12%	6%	5%	6%	11%	6%	9%	5%	6%	6%
Mean	4.6	4.9	4.4	4.4	4.7	4.6	4.6	4.8	4.4	4.7	4.7	4.6
		BC						H		H		
Std Dev	1.3	1.2	1.3	1.3	1.3	1.3	1.6	1.4	1.4	1.3	1.4	1.3
Median	5	5	5	4	5	5	5	5	4	5	5	5

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6. (Top3box Summary) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
Pharmacists	816	115	80	63	310	189	59	173	245	398	155	662
	79%	84%	76%	94%	78%	75%	77%	77%	78%	81%	73%	81%
		E		ABDEF								J
Doctors	773	103	73	55	287	194	61	159	244	370	160	612
	75%	76%	69%	81%	73%	77%	80%	71%	77%	75%	76%	75%
Airline Pilots												
	772	103	78	51	297	192	53	160	232	380	146	626
	75%	75%	74%	75%	75%	76%	69%	71%	73%	77%	69%	76%
Canadian Soldiers												
	742	100	74	49	308	157	53	154	232	356	143	599
	72%	74%	70%	73%	78%	62%	70%	69%	73%	72%	68%	73%
Teachers		E			E							
	672	90	73	46	246	168	49	151	200	321	143	529
	65%	66%	69%	69%	62%	67%	64%	67%	63%	65%	68%	64%
Day Care Workers												
	607	88	54	43	230	143	49	130	178	299	120	487
	59%	64%	51%	64%	58%	57%	64%	58%	56%	61%	57%	59%
Police Officers												
	586	79	60	43	232	123	49	120	172	295	121	465
	57%	58%	57%	64%	59%	49%	64%	53%	54%	60%	57%	57%
Judges				E	E		E					
	530	75	52	33	220	109	40	97	164	269	122	409
	51%	55%	50%	50%	55%	43%	53%	43%	52%	55%	58%	50%
Accountants		E			E					G		
	504	73	43	35	200	116	37	102	144	259	94	411
	49%	53%	41%	53%	51%	46%	49%	45%	45%	53%	44%	50%
Chiropractors												
	452	67	40	33	178	99	36	93	147	212	90	362
	44%	49%	38%	49%	45%	39%	47%	42%	46%	43%	43%	44%
Plumbers												
	406	58	31	24	169	90	34	91	130	186	68	338
	39%	43%	30%	35%	43%	36%	44%	41%	41%	38%	32%	41%
Church Leaders					B							J
	390	44	47	34	172	54	41	94	115	182	73	317
	38%	32%	45%	51%	43%	21%	53%	42%	36%	37%	35%	39%
Financial Advisors		E	E	AE	AE		AE					
	384	60	38	22	157	72	35	80	123	180	79	305
	37%	44%	36%	33%	40%	29%	46%	36%	39%	37%	37%	37%
Charity Leaders		E			E		E					
	360	48	33	27	117	102	33	93	112	155	74	286
	35%	35%	31%	40%	30%	40%	44%	41%	35%	32%	35%	35%
						D	D	I				
	352	52	31	16	136	88	29	77	95	180	72	281

6. (Top3box Summary) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Engineers	34%	38%	30%	24%	34%	35%	39%	34%	30%	37%	34%	34%
		C										
Television and radio personalities	310	29	30	14	124	88	25	70	108	133	55	255
	30%	21%	28%	21%	31%	35%	33%	31%	34%	27%	26%	31%
					A	AC			I			
Journalists	304	41	23	13	128	76	23	74	96	134	62	242
	29%	30%	22%	19%	32%	30%	30%	33%	30%	27%	29%	29%
					C							
Environmental activists	291	42	26	14	100	84	25	87	98	105	60	231
	28%	31%	25%	20%	25%	33%	33%	39%	31%	21%	28%	28%
						CD		I	I			
Auto mechanics	260	36	18	13	110	60	24	66	80	115	34	226
	25%	26%	17%	19%	28%	24%	31%	29%	25%	23%	16%	27%
					B						J	
Lawyers	231	29	24	15	83	58	22	59	76	96	43	188
	22%	22%	23%	22%	21%	23%	29%	26%	24%	20%	21%	23%
New Home builders	196	25	13	13	70	54	21	53	75	68	34	162
	19%	18%	12%	19%	18%	22%	28%	24%	24%	14%	16%	20%
							B	I	I			
Chief Executive Officers (CEOs)	191	21	20	13	66	48	23	44	66	81	39	153
	19%	16%	19%	20%	17%	19%	30%	20%	21%	16%	18%	19%
							AD					
Local Municipal Politicians	173	27	19	10	64	29	24	48	58	67	33	140
	17%	20%	18%	15%	16%	11%	32%	22%	18%	14%	16%	17%
		E					CDE	I				
Union Leaders	172	33	15	16	68	29	12	45	54	74	39	133
	17%	24%	14%	23%	17%	11%	16%	20%	17%	15%	19%	16%
		E		E								
National Politicians	92	11	12	5	33	18	13	27	31	34	17	74
	9%	8%	11%	7%	8%	7%	17%	12%	10%	7%	8%	9%
							DE	I				
Car Salespeople	78	6	6	3	30	20	13	24	28	25	12	65
	8%	4%	5%	5%	8%	8%	17%	11%	9%	5%	6%	8%
							ABCDE	I	I			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6. (Top2box Summary) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
Pharmacists	565	82	58	35	209	133	47	124	171	270	107	458
	55%	60%	55%	53%	53%	53%	62%	55%	54%	55%	51%	56%
Canadian Soldiers	530	73	54	40	229	96	39	112	161	257	108	423
	51%	53%	51%	59%	58%	38%	51%	50%	51%	52%	51%	51%
Doctors	514	68	54	28	189	135	41	113	160	241	111	402
	50%	50%	51%	41%	48%	53%	54%	50%	50%	49%	53%	49%
Airline Pilots	508	66	57	34	182	128	41	108	156	244	93	415
	49%	48%	54%	50%	46%	51%	54%	48%	49%	50%	44%	50%
Teachers	395	52	37	30	146	95	34	89	120	185	88	307
	38%	38%	35%	44%	37%	38%	45%	40%	38%	38%	41%	37%
Police Officers	349	44	35	31	145	62	32	80	110	159	76	273
	34%	32%	33%	46%	37%	25%	42%	36%	35%	32%	36%	33%
Day Care Workers	328	48	24	29	128	76	23	76	97	155	67	261
	32%	35%	23%	43%	32%	30%	30%	34%	30%	32%	32%	32%
Judges	311	46	33	19	129	57	27	60	93	158	66	245
	30%	34%	31%	28%	33%	23%	35%	27%	29%	32%	31%	30%
Accountants	211	33	18	11	86	42	21	39	63	109	41	171
	20%	24%	17%	17%	22%	17%	28%	18%	20%	22%	19%	21%
Chiropractors	210	34	20	15	80	41	20	52	62	96	46	164
	20%	25%	19%	22%	20%	16%	26%	23%	20%	20%	22%	20%
Church Leaders	201	26	20	21	92	19	22	52	53	95	41	159
	19%	19%	19%	31%	23%	8%	29%	23%	17%	19%	20%	19%
Engineers	170	29	11	5	69	41	15	45	40	85	44	126
	16%	22%	10%	8%	17%	16%	19%	20%	13%	17%	21%	15%
Plumbers	168	22	13	11	60	47	14	36	62	69	33	135
	16%	16%	13%	17%	15%	19%	19%	16%	20%	14%	16%	16%
Financial Advisors	157	21	21	9	56	27	22	40	50	68	38	119
	15%	16%	20%	14%	14%	11%	28%	18%	16%	14%	18%	15%
	138	19	17	13	39	37	14	42	49	47	29	110

6. (Top2box Summary) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Charity Leaders	13%	14%	16%	19%	10%	15%	19%	19%	16%	10%	14%	13%
				D			D	I	I			
	108	13	11	4	42	28	11	30	41	38	22	87
Environmental activists	11%	10%	10%	6%	11%	11%	14%	13%	13%	8%	10%	11%
								I	I			
	94	14	5	4	40	22	9	24	25	45	19	75
Journalists	9%	11%	5%	7%	10%	9%	12%	11%	8%	9%	9%	9%
	94	10	4	6	36	23	15	24	35	35	21	73
Television and radio personalities	9%	7%	4%	10%	9%	9%	20%	11%	11%	7%	10%	9%
							ABDE					
	93	8	9	6	33	27	10	24	30	38	24	69
Lawyers	9%	6%	8%	9%	8%	11%	13%	11%	10%	8%	11%	8%
	82	11	10	4	30	20	7	23	32	27	12	70
Auto mechanics	8%	8%	9%	6%	7%	8%	10%	10%	10%	6%	6%	9%
								I	I			
	63	6	3	5	23	13	13	24	20	19	18	46
New Home builders	6%	5%	3%	7%	6%	5%	17%	11%	6%	4%	8%	6%
							ABDE	I				
	59	4	4	6	15	17	12	18	16	25	13	46
Chief Executive Officers (CEOs)	6%	3%	4%	9%	4%	7%	16%	8%	5%	5%	6%	6%
							ABDE					
	57	7	6	6	23	7	7	23	15	19	9	47
Union Leaders	6%	5%	6%	9%	6%	3%	9%	10%	5%	4%	4%	6%
				E			E	HI				
	54	8	4	2	18	13	10	15	23	16	12	42
Local Municipal Politicians	5%	6%	3%	3%	5%	5%	13%	7%	7%	3%	5%	5%
							BCDE	I				
	29	4	2	1	12	4	7	8	10	11	10	19
National Politicians	3%	3%	2%	1%	3%	2%	9%	4%	3%	2%	5%	2%
							CDE					
	23	3	2	0	9	4	6	7	8	8	5	18
Car Salespeople	2%	2%	2%	-	2%	2%	7%	3%	2%	2%	2%	2%
							CDE					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6. (Low2box Summary) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1033	146	94	74	394	256	69	218	325	490	180	853
Weighted	1033	136	105*	67*	396	252	76*	225	317	492	211	822
Car Salespeople	550	79	57	40	205	130	39	115	153	282	118	432
	53%	58%	55%	60%	52%	52%	51%	51%	48%	57%	56%	53%
										H		
National Politicians	544	77	45	32	212	143	36	129	157	259	108	437
	53%	56%	43%	48%	53%	57%	47%	57%	50%	53%	51%	53%
		B				B						
Local Municipal Politicians	400	58	38	23	153	107	20	90	118	191	79	320
	39%	42%	36%	34%	39%	43%	26%	40%	37%	39%	38%	39%
		F				F						
Union Leaders	383	43	29	20	154	112	25	78	110	196	72	312
	37%	32%	28%	30%	39%	45%	33%	35%	35%	40%	34%	38%
						ABC						
Chief Executive Officers (CEOs)	355	52	32	19	155	77	21	79	114	161	67	288
	34%	38%	30%	28%	39%	31%	27%	35%	36%	33%	32%	35%
					E							
Lawyers	332	45	37	20	125	83	21	68	96	168	57	275
	32%	33%	35%	30%	32%	33%	28%	30%	30%	34%	27%	33%
Environmental activists	268	39	28	17	114	51	19	49	80	139	54	213
	26%	29%	27%	25%	29%	20%	25%	22%	25%	28%	26%	26%
					E							
Church Leaders	242	36	19	7	73	94	14	52	80	110	50	192
	23%	27%	18%	11%	18%	37%	18%	23%	25%	22%	24%	23%
		CD				ABCDF						
New Home builders	231	29	30	11	86	55	20	49	69	112	54	177
	22%	21%	28%	16%	22%	22%	27%	22%	22%	23%	25%	22%
Journalists	213	27	22	11	78	51	23	46	61	106	45	167
	21%	20%	21%	17%	20%	20%	30%	20%	19%	21%	22%	20%
Auto mechanics	204	25	27	11	80	51	12	45	57	103	44	160
	20%	18%	25%	17%	20%	20%	15%	20%	18%	21%	21%	19%
Charity Leaders	196	29	20	12	88	40	7	32	70	95	43	153
	19%	21%	19%	19%	22%	16%	9%	14%	22%	19%	20%	19%
		F			F				G			
Television and radio personalities	181	32	23	10	63	40	14	34	59	89	37	144
	18%	23%	22%	15%	16%	16%	18%	15%	19%	18%	17%	18%
Financial Advisors	154	13	13	10	61	52	7	37	48	69	37	117
	15%	9%	12%	14%	15%	21%	9%	16%	15%	14%	18%	14%
						AF						
	153	21	14	11	50	45	11	38	40	75	34	119

6. (Low2box Summary) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Chiropractors	15%	16%	13%	16%	13%	18%	15%	17%	13%	15%	16%	14%
	107	19	8	2	44	26	8	24	32	51	21	87
Police Officers	10%	14%	8%	2%	11%	10%	11%	11%	10%	10%	10%	11%
		C			C	C						
	105	19	7	5	32	34	8	32	34	39	24	81
Judges	10%	14%	7%	8%	8%	13%	10%	14%	11%	8%	11%	10%
						D		I				
	98	15	12	4	37	19	12	18	32	48	25	74
Plumbers	10%	11%	11%	6%	9%	8%	15%	8%	10%	10%	12%	9%
	73	7	8	7	24	20	7	24	23	25	18	54
Accountants	7%	5%	7%	10%	6%	8%	9%	11%	7%	5%	9%	7%
								I				
	53	7	5	4	24	8	5	18	15	20	12	42
Teachers	5%	5%	4%	5%	6%	3%	7%	8%	5%	4%	5%	5%
								I				
	53	4	3	3	17	18	7	15	18	21	16	37
Canadian Soldiers	5%	3%	3%	5%	4%	7%	9%	6%	6%	4%	8%	4%
	45	8	0	3	19	9	6	15	15	14	11	34
Doctors	4%	6%	-	5%	5%	4%	8%	7%	5%	3%	5%	4%
		B		B	B		B	I				
	41	3	7	2	13	10	6	9	17	15	8	32
Engineers	4%	2%	7%	3%	3%	4%	7%	4%	5%	3%	4%	4%
	41	4	9	3	17	6	3	13	15	13	9	32
Day Care Workers	4%	3%	8%	4%	4%	3%	4%	6%	5%	3%	4%	4%
			E									
	37	3	4	1	15	7	7	17	10	10	9	28
Pharmacists	4%	2%	3%	2%	4%	3%	9%	8%	3%	2%	4%	3%
							AE	HI				
	34	2	4	1	13	7	7	15	8	11	10	24
Airline Pilots	3%	1%	4%	2%	3%	3%	10%	7%	3%	2%	5%	3%
							ADE	HI				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base