



Canadian Online Omni May 28-June 4, 2012

Most Trusted Professions Banner 1

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4. [SUMMARY - LOW2BOX (1-2)] 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:

4_1. [Firefighters] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Firefighters										
7 - Most trustworthy	438	200	238	94	188	157	40	197	142	59
	44%	41%	46%	33%	47%	48%	42%	49%	43%	32%
					C	C		I	I	
6	312	132	180	100	118	94	35	107	107	63
	31%	27%	35%	36%	29%	29%	37%	27%	32%	35%
			A							
5	134	79	55	39	53	41	7	51	45	31
	13%	16%	11%	14%	13%	13%	7%	13%	14%	17%
			B							F
4	82	45	37	31	27	23	9	31	23	18
	8%	9%	7%	11%	7%	7%	10%	8%	7%	10%
3	30	21	8	14	9	7	1	8	9	11
	3%	4%	2%	5%	2%	2%	1%	2%	3%	6%
			B							
2	4	3	1	1	2	1	1	1	2	0
	0	1%	0	0	0	0	1%	0	0	-
1- Least trustworthy	8	7	1	2	4	2	2	5	1	0
	1%	1%	0	1%	1%	1%	2%	1%	0	-
			B				H			
Summary										
Top2Box (6-7)	750	332	418	194	305	251	76	304	249	122
	74%	68%	80%	69%	76%	77%	79%	76%	76%	67%
			A		C	C				
Top3Box (5-7)	884	411	473	233	358	292	82	355	293	153
	88%	84%	91%	83%	90%	90%	86%	89%	89%	84%
			A		C	C				
Low3Box (1-3)	41	31	10	17	14	10	4	15	11	11
	4%	6%	2%	6%	4%	3%	4%	4%	3%	6%
			B							
Low2Box (1-2)	12	10	2	3	6	3	3	6	2	0
	1%	2%	0	1%	1%	1%	3%	2%	1%	-
			B				HI			

4_1. [Firefighters] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	6	5.8	6.1	5.8	6.1	6.1	6	6.1	6	5.8
			A		C	C		I	I	
Std. Dev.	1.2	1.3	1	1.2	1.2	1.1	1.3	1.2	1.1	1.2
Std. Err.	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	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 * small base

4_2. [Emergency medical technicians] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Emergency medical technicians										
7 - Most trustworthy	347	163	184	83	147	117	37	151	112	47
	34%	34%	35%	30%	37%	36%	38%	38%	34%	26%
								I		
6	345	146	198	97	137	110	29	131	116	69
	34%	30%	38%	35%	34%	34%	30%	33%	35%	38%
			A							
5	173	92	81	45	71	57	16	62	65	30
	17%	19%	16%	16%	18%	17%	17%	15%	20%	16%
4	98	53	45	38	29	31	7	34	28	29
	10%	11%	9%	14%	7%	10%	7%	9%	8%	16%
				D						GH
3	24	18	6	11	9	4	4	13	4	4
	2%	4%	1%	4%	2%	1%	5%	3%	1%	2%
			B							
2	15	11	4	4	6	5	2	4	4	4
	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%
1- Least trustworthy	6	4	2	2	2	2	1	5	0	0
	1%	1%	0	1%	1%	1%	1%	1%	-	-
								H		
Summary										
Top2Box (6-7)	692	310	382	180	284	227	65	282	228	116
	69%	64%	73%	64%	71%	70%	68%	70%	69%	64%
			A							
Top3Box (5-7)	864	401	463	226	354	284	82	344	292	146
	86%	82%	89%	80%	89%	87%	85%	86%	89%	80%
			A		C	C			I	
Low3Box (1-3)	45	33	12	17	17	11	7	22	8	7
	4%	7%	2%	6%	4%	3%	8%	6%	2%	4%
			B					H		
Low2Box (1-2)	21	15	6	6	8	7	3	10	4	4
	2%	3%	1%	2%	2%	2%	3%	2%	1%	2%
			B							

4_2. [Emergency medical technicians] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	5.8	5.7	5.9	5.6	5.9	5.9	5.8	5.8	5.9	5.6
			A		C	C			I	
Std. Dev.	1.2	1.3	1.1	1.3	1.2	1.2	1.4	1.3	1.1	1.2
Std. Err.	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	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 * small base

4_3. [Real estate agents] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Real estate agents										
7 - Most trustworthy	10 1%	7 1%	3 1%	4 1%	4 1%	2 1%	2 2%	4 1%	1 0	2 1%
6	34 3%	15 3%	19 4%	6 2%	19 5%	8 2%	1 1%	20 5%	13 4%	0 -
5	115 11%	51 11%	63 12%	46 16%	43 11%	25 8%	6 6%	43 11%	35 11%	31 17%
4	248 25%	116 24%	132 25%	69 24%	96 24%	84 26%	20 21%	97 24%	86 26%	45 24%
3	248 25%	111 23%	137 26%	72 26%	96 24%	80 24%	32 33%	85 21%	84 26%	47 26%
2	226 22%	117 24%	109 21%	62 22%	87 22%	78 24%	17 18%	94 24%	71 22%	44 24%
1- Least trustworthy	127 13%	71 15%	56 11%	23 8%	54 14%	50 15%	17 18%	58 14%	37 11%	14 8%
Summary										
Top2Box (6-7)	43 4%	21 4%	22 4%	10 4%	23 6%	10 3%	3 4%	24 6%	14 4%	2 1%
Top3Box (5-7)	158 16%	73 15%	86 16%	56 20%	67 17%	36 11%	9 9%	67 17%	49 15%	33 18%
Low3Box (1-3)	601 60%	298 61%	302 58%	156 56%	237 59%	207 63%	66 69%	237 59%	193 59%	105 58%
Low2Box (1-2)	353 35%	187 38%	165 32%	84 30%	141 35%	127 39%	34 36%	152 38%	108 33%	58 32%

4_3. [Real estate agents] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	3.1	3.1	3.2	3.3	3.2	3	2.9	3.1	3.2	3.2
				E						
Std. Dev.	1.4	1.4	1.3	1.3	1.4	1.3	1.4	1.4	1.3	1.3
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	3	3	3	3	3	3	3	3	3	3

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I * small base

4_4. [Dentists] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Dentists										
7 - Most trustworthy	134	72	62	33	63	39	9	62	43	20
	13%	15%	12%	12%	16%	12%	10%	15%	13%	11%
6	292	137	155	76	106	109	25	119	98	50
	29%	28%	30%	27%	27%	34%	26%	30%	30%	28%
						D				
5	250	113	137	76	96	78	18	90	86	56
	25%	23%	26%	27%	24%	24%	19%	22%	26%	31%
4	197	89	107	58	78	61	23	79	63	32
	20%	18%	21%	21%	20%	19%	24%	20%	19%	18%
3	81	41	40	28	34	20	11	28	24	18
	8%	8%	8%	10%	8%	6%	11%	7%	7%	10%
2	34	23	11	4	17	13	5	17	8	4
	3%	5%	2%	2%	4%	4%	6%	4%	2%	2%
		B								
1- Least trustworthy	19	11	7	6	6	7	4	7	6	2
	2%	2%	1%	2%	1%	2%	4%	2%	2%	1%
Summary										
Top2Box (6-7)	426	210	216	109	169	148	34	180	141	71
	42%	43%	42%	39%	42%	45%	36%	45%	43%	39%
Top3Box (5-7)	677	323	354	185	265	226	52	270	227	127
	67%	66%	68%	66%	66%	69%	55%	67%	69%	69%
							F	F	F	F
Low3Box (1-3)	134	75	59	38	57	40	21	52	38	24
	13%	15%	11%	13%	14%	12%	21%	13%	12%	13%
							GH			
Low2Box (1-2)	53	34	19	10	23	20	10	23	14	6
	5%	7%	4%	4%	6%	6%	10%	6%	4%	3%
		B					HI			

4_4. [Dentists] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	5	5	5.1	5	5	5.1	4.6	5.1	5.1	5
Std. Dev.	1.4	1.5	1.3	1.3	1.4	1.4	1.6	1.4	1.3	1.3
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1
Median	5	5	5	5	5	5	5	5	5	5

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I * small base

4_5. [Nurses] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Nurses										
7 - Most trustworthy	315	162	152	76	135	104	26	138	102	49
	31%	33%	29%	27%	34%	32%	27%	35%	31%	27%
6	345	152	193	93	130	121	34	133	113	65
	34%	31%	37%	33%	33%	37%	35%	33%	34%	36%
5	198	97	101	50	81	66	21	68	66	43
	20%	20%	19%	18%	20%	20%	22%	17%	20%	24%
4	100	49	51	43	37	19	8	43	32	17
	10%	10%	10%	15%	9%	6%	8%	11%	10%	10%
3	28	15	13	13	6	8	5	7	9	5
	3%	3%	3%	5%	2%	2%	6%	2%	3%	3%
2	14	7	7	3	5	5	1	4	7	2
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
1- Least trustworthy	8	5	3	2	4	2	1	6	1	0
	1%	1%	1%	1%	1%	1%	1%	2%	0	-
Summary										
Top2Box (6-7)	660	314	345	169	265	226	60	272	214	114
	65%	64%	66%	60%	66%	69%	62%	68%	65%	63%
Top3Box (5-7)	858	411	446	219	347	292	81	340	280	157
	85%	84%	86%	78%	87%	89%	84%	85%	85%	86%
Low3Box (1-3)	50	27	23	19	16	15	7	18	17	7
	5%	5%	4%	7%	4%	5%	8%	4%	5%	4%
Low2Box (1-2)	22	12	10	5	9	7	2	11	7	2
	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%

4_5. [Nurses] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	5.7	5.7	5.7	5.6	5.8	5.8	5.6	5.8	5.7	5.7
Std. Dev.	1.2	1.3	1.2	1.3	1.2	1.2	1.3	1.3	1.2	1.1
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	6	6	6	6	6	6	6	6	6	6

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I * small base

4_6. [Travel agents] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Travel agents										
7 - Most trustworthy	19 2%	12 3%	7 1%	4 2%	11 3%	3 1%	4 5%	8 2%	5 2%	2 1%
6	70 7%	37 8%	34 6%	10 3%	36 9%	25 8%	3 4%	30 8%	31 9%	6 3%
					C	C			I	
5	190 19%	81 17%	109 21%	56 20%	67 17%	67 21%	13 14%	82 20%	64 20%	30 17%
4	327 32%	139 29%	188 36%	94 34%	125 31%	108 33%	31 32%	118 29%	110 34%	68 37%
			A							
3	236 23%	112 23%	124 24%	71 25%	96 24%	69 21%	21 22%	88 22%	75 23%	52 29%
2	113 11%	68 14%	44 9%	35 12%	48 12%	29 9%	14 15%	50 12%	31 9%	18 10%
		B								
1- Least trustworthy	53 5%	38 8%	15 3%	11 4%	17 4%	25 8%	9 9%	26 6%	13 4%	6 3%
		B					H			
Summary										
Top2Box (6-7)	89 9%	49 10%	40 8%	14 5%	47 12%	28 9%	8 8%	38 10%	36 11%	8 4%
					C				I	
Top3Box (5-7)	279 28%	130 27%	149 29%	70 25%	113 28%	95 29%	21 22%	120 30%	100 30%	38 21%
									I	
Low3Box (1-3)	401 40%	218 45%	183 35%	117 42%	161 40%	123 38%	44 46%	163 41%	118 36%	76 42%
		B								
Low2Box (1-2)	165 16%	106 22%	59 11%	46 16%	66 16%	54 17%	23 24%	75 19%	43 13%	24 13%
		B					HI	H		

4_6. [Travel agents] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	3.8	3.6	3.9	3.7	3.8	3.8	3.6	3.8	3.9	3.7
			A						F	
Std. Dev.	1.3	1.4	1.2	1.2	1.4	1.3	1.5	1.4	1.3	1.1
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1
Median	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 * small base

4_7. [Airport security guards] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Airport security guards										
7 - Most trustworthy	62	28	34	20	23	20	7	27	22	7
	6%	6%	7%	7%	6%	6%	7%	7%	7%	4%
6	122	57	65	37	49	36	11	54	38	19
	12%	12%	13%	13%	12%	11%	11%	14%	11%	11%
5	235	88	147	83	86	66	30	79	79	47
	23%	18%	28%	30%	21%	20%	31%	20%	24%	26%
4	252	114	138	73	98	81	13	106	81	51
	25%	23%	27%	26%	25%	25%	14%	27%	25%	28%
3	178	99	78	40	79	58	19	70	55	33
	18%	20%	15%	14%	20%	18%	20%	17%	17%	18%
2	94	51	43	16	40	38	9	38	31	16
	9%	10%	8%	6%	10%	12%	9%	10%	10%	9%
1- Least trustworthy	64	51	13	12	25	27	6	26	23	9
	6%	10%	2%	4%	6%	8%	7%	6%	7%	5%
Summary										
Top2Box (6-7)	184	84	100	57	72	56	18	81	59	26
	18%	17%	19%	20%	18%	17%	19%	20%	18%	14%
Top3Box (5-7)	419	173	247	140	157	122	48	161	138	73
	42%	35%	47%	50%	39%	37%	50%	40%	42%	40%
Low3Box (1-3)	336	201	135	68	144	123	35	134	109	58
	33%	41%	26%	24%	36%	38%	36%	33%	33%	32%
Low2Box (1-2)	158	102	56	28	65	65	15	64	54	25
	16%	21%	11%	10%	16%	20%	16%	16%	16%	14%

4_7. [Airport security guards] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	4.1	3.9	4.3	4.4	4	3.9	4.2	4.1	4.1	4.1
			A	DE						
Std. Dev.	1.5	1.6	1.4	1.4	1.5	1.6	1.6	1.6	1.6	1.4
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1
Median	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 * small base

4_8. [Chefs] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Chefs										
7 - Most trustworthy	68	40	28	19	37	13	5	31	25	7
	7%	8%	5%	7%	9%	4%	5%	8%	7%	4%
					E					
6	199	91	108	56	77	66	12	89	64	33
	20%	19%	21%	20%	19%	20%	13%	22%	20%	18%
5	312	138	175	82	123	107	29	113	109	61
	31%	28%	34%	29%	31%	33%	30%	28%	33%	34%
4	278	126	152	83	107	87	24	110	84	59
	28%	26%	29%	30%	27%	27%	25%	28%	26%	32%
3	96	59	37	31	35	30	14	34	31	16
	10%	12%	7%	11%	9%	9%	15%	9%	10%	9%
		B								
2	38	22	16	7	16	15	9	13	10	6
	4%	4%	3%	2%	4%	5%	9%	3%	3%	3%
							GH			
1- Least trustworthy	16	13	3	3	6	8	2	10	4	0
	2%	3%	1%	1%	1%	2%	2%	2%	1%	-
		B								
Summary										
Top2Box (6-7)	267	131	137	75	114	79	18	121	89	40
	27%	27%	26%	27%	28%	24%	18%	30%	27%	22%
								F		
Top3Box (5-7)	580	268	311	157	236	186	47	233	198	101
	58%	55%	60%	56%	59%	57%	49%	58%	60%	56%
								F		
Low3Box (1-3)	150	93	56	41	56	52	25	57	46	22
	15%	19%	11%	15%	14%	16%	26%	14%	14%	12%
		B					GH			
Low2Box (1-2)	54	35	19	10	21	23	11	23	15	6
	5%	7%	4%	3%	5%	7%	11%	6%	5%	3%
		B					HI			

4_8. [Chefs] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	4.7	4.6	4.8	4.7	4.8	4.6	4.3	4.7	4.7	4.7
Std. Dev.	1.3	1.4	1.1	1.2	1.3	1.3	1.4	F	F	
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	5	5	5	5	5	5	4	5	5	5

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

4_9. [Farmers] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Farmers										
7 - Most trustworthy	176	85	91	31	82	63	15	80	55	26
	17%	17%	18%	11%	20%	19%	16%	20%	17%	14%
				C	C					
6	268	126	142	64	103	101	25	107	96	39
	27%	26%	27%	23%	26%	31%	26%	27%	29%	21%
						C				
5	273	127	146	85	111	77	21	105	93	54
	27%	26%	28%	30%	28%	24%	22%	26%	28%	29%
4	204	104	100	68	79	57	26	69	63	45
	20%	21%	19%	24%	20%	17%	27%	17%	19%	25%
							G			
3	62	32	30	29	15	18	6	26	14	17
	6%	7%	6%	10%	4%	5%	6%	6%	4%	9%
				DE						
2	14	6	8	2	5	7	1	8	4	2
	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%
1- Least trustworthy	11	9	2	1	6	4	2	5	4	0
	1%	2%	0	0	1%	1%	2%	1%	1%	-
		B								
Summary										
Top2Box (6-7)	443	210	233	96	184	163	40	188	151	65
	44%	43%	45%	34%	46%	50%	42%	47%	46%	36%
					C	C		I		
Top3Box (5-7)	716	337	380	180	296	241	61	293	244	119
	71%	69%	73%	64%	74%	74%	64%	73%	74%	65%
					C	C			F	
Low3Box (1-3)	87	47	40	33	25	29	9	39	21	18
	9%	10%	8%	12%	6%	9%	9%	10%	6%	10%
				D						
Low2Box (1-2)	25	15	10	3	11	11	3	13	7	2
	2%	3%	2%	1%	3%	3%	3%	3%	2%	1%

4_9. [Farmers] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	5.2	5.2	5.3	5	5.3	5.3	5.1	5.3	5.3	5
					C	C				
Std. Dev.	1.3	1.3	1.2	1.2	1.3	1.3	1.4	1.4	1.2	1.2
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	5	5	5	5	5	6	5	5	5	5

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

4_10. [Taxi cab drivers] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Taxi cab drivers										
7 - Most trustworthy	16	13	4	5	10	1	2	8	4	2
	2%	3%	1%	2%	2%	0	2%	2%	1%	1%
6	46	25	22	12	19	15	4	17	15	11
	5%	5%	4%	4%	5%	5%	4%	4%	5%	6%
5	143	63	79	41	49	53	11	51	52	29
	14%	13%	15%	15%	12%	16%	11%	13%	16%	16%
4	285	123	162	77	118	90	23	107	105	51
	28%	25%	31%	28%	29%	28%	24%	27%	32%	28%
3	255	138	118	79	104	72	25	103	80	47
	25%	28%	23%	28%	26%	22%	26%	26%	24%	26%
2	168	77	90	44	64	60	19	67	51	30
	17%	16%	17%	16%	16%	18%	20%	17%	16%	17%
1- Least trustworthy	93	49	44	22	36	35	12	48	21	13
	9%	10%	8%	8%	9%	11%	13%	12%	6%	7%
Summary										
Top2Box (6-7)	63	37	25	17	29	16	6	25	19	13
	6%	8%	5%	6%	7%	5%	6%	6%	6%	7%
Top3Box (5-7)	205	100	105	59	78	69	16	76	71	41
	20%	21%	20%	21%	19%	21%	17%	19%	22%	23%
Low3Box (1-3)	516	264	252	145	204	168	57	217	153	90
	51%	54%	49%	52%	51%	51%	59%	54%	46%	49%
Low2Box (1-2)	261	127	134	66	100	95	H	H	72	43
	26%	26%	26%	23%	25%	29%	33%	29%	22%	24%

4_10. [Taxi cab drivers] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	3.4	3.4	3.4	3.5	3.4	3.4	3.2	3.3	3.5	3.5
									FG	
Std. Dev.	1.4	1.4	1.3	1.3	1.4	1.4	1.4	1.4	1.3	1.3
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1
Median	3	3	4	3	3	3	3	3	4	4

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

4_11. [Actors] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Actors										
7 - Most trustworthy	13	11	2	5	5	3	2	6	3	2
	1%	2%	0	2%	1%	1%	2%	2%	1%	1%
		B								
6	26	15	11	6	12	8	0	11	11	4
	3%	3%	2%	2%	3%	2%	-	3%	3%	2%
5	102	47	55	32	34	37	9	48	26	20
	10%	10%	11%	11%	8%	11%	9%	12%	8%	11%
								H		
4	284	110	174	91	109	84	18	98	98	71
	28%	23%	34%	33%	27%	26%	19%	24%	30%	39%
		A						F	FG	
3	234	127	107	68	95	70	23	98	81	32
	23%	26%	21%	24%	24%	21%	24%	24%	25%	18%
		B								
2	203	95	108	52	81	70	25	73	66	38
	20%	19%	21%	19%	20%	21%	26%	18%	20%	21%
1- Least trustworthy	145	82	63	27	63	55	19	66	44	16
	14%	17%	12%	9%	16%	17%	20%	16%	13%	9%
		B			C	C	I			
Summary										
Top2Box (6-7)	39	26	13	11	17	11	2	18	14	5
	4%	5%	2%	4%	4%	3%	2%	4%	4%	3%
		B								
Top3Box (5-7)	142	73	68	43	51	48	11	66	39	25
	14%	15%	13%	15%	13%	15%	11%	16%	12%	14%
Low3Box (1-3)	581	304	277	147	240	195	67	237	191	86
	58%	62%	53%	52%	60%	60%	70%	59%	58%	47%
		B					HI	I		
Low2Box (1-2)	348	177	171	79	144	125	44	139	110	55
	35%	36%	33%	28%	36%	38%	46%	35%	33%	30%
					C	C	GHI			

4_11. [Actors] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	3.1	3.1	3.2	3.3	3.1	3	2.8	3.1	3.1	3.3
				DE					F	F
Std. Dev.	1.4	1.5	1.3	1.3	1.4	1.4	1.4	1.4	1.3	1.3
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	3	3	3	3	3	3	3	3	3	4

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

4_12. [Telemarketers] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Telemarketers										
7 - Most trustworthy	4	4	0	3	1	0	1	2	1	0
	0	1%	-	1%	0	-	1%	1%	0	-
6	11	6	5	4	5	2	1	8	1	2
	1%	1%	1%	1%	1%	1%	1%	2%	0	1%
								H		
5	19	12	7	13	4	2	2	6	4	7
	2%	2%	1%	5%	1%	1%	2%	2%	1%	4%
				DE						
4	72	25	47	27	31	14	9	35	17	11
	7%	5%	9%	10%	8%	4%	9%	9%	5%	6%
			A	E						
3	97	41	56	43	25	29	11	33	33	19
	10%	8%	11%	15%	6%	9%	11%	8%	10%	11%
				DE						
2	198	91	107	61	76	61	11	75	69	43
	20%	19%	21%	22%	19%	19%	12%	19%	21%	24%
									F	F
1- Least trustworthy	606	309	297	131	257	218	61	241	204	100
	60%	63%	57%	46%	64%	67%	63%	60%	62%	55%
					C	C				
Summary										
Top2Box (6-7)	15	10	5	6	7	2	2	10	1	2
	2%	2%	1%	2%	2%	1%	2%	3%	0	1%
								H		
Top3Box (5-7)	34	22	12	20	10	5	4	16	5	8
	3%	4%	2%	7%	3%	1%	4%	4%	2%	5%
				DE				H		
Low3Box (1-3)	901	441	460	234	359	308	83	350	306	163
	89%	90%	88%	83%	90%	94%	86%	87%	93%	89%
				C	CD			FG		
Low2Box (1-2)	804	400	404	192	333	279	72	317	272	143
	80%	82%	78%	68%	83%	85%	75%	79%	83%	79%
					C	C				

4_12. [Telemarketers] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	1.8	1.7	1.8	2.1	1.7	1.6	1.8	1.8	1.6	1.8
				DE				H		
Std. Dev.	1.2	1.2	1.1	1.4	1.1	1	1.3	1.3	1	1.2
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1
Median	1	1	1	2	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I * small base

4_13. [Psychics] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Psychics										
7 - Most trustworthy	16	8	7	6	5	4	2	6	4	4
	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%
6	27	15	12	8	13	7	5	11	4	9
	3%	3%	2%	3%	3%	2%	5%	3%	1%	5%
							H			H
5	45	13	32	13	24	7	5	14	17	9
	4%	3%	6%	5%	6%	2%	5%	4%	5%	5%
			A		E					
4	109	42	67	31	39	40	6	44	39	20
	11%	9%	13%	11%	10%	12%	7%	11%	12%	11%
			A							
3	115	47	68	46	38	32	14	43	38	20
	11%	10%	13%	16%	9%	10%	15%	11%	12%	11%
				DE						
2	184	87	97	38	74	72	17	73	67	27
	18%	18%	19%	13%	19%	22%	18%	18%	20%	15%
						C				
1- Least trustworthy	510	275	236	139	207	164	47	209	160	94
	51%	56%	45%	50%	52%	50%	49%	52%	49%	52%
		B								
Summary										
Top2Box (6-7)	43	24	19	14	18	12	7	17	7	12
	4%	5%	4%	5%	4%	4%	7%	4%	2%	7%
							H			H
Top3Box (5-7)	88	36	51	27	42	19	11	31	24	21
	9%	7%	10%	10%	11%	6%	12%	8%	7%	12%
					E					
Low3Box (1-3)	810	409	401	223	319	268	78	325	266	141
	80%	84%	77%	79%	80%	82%	82%	81%	81%	77%
		B								
Low2Box (1-2)	695	361	333	177	281	236	64	282	227	121
	69%	74%	64%	63%	70%	72%	67%	70%	69%	67%
		B				C				

4_13. [Psychics] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	2.1	2	2.3	2.2	2.1	2.1	2.2	2.1	2.1	2.2
			A							
Std. Dev.	1.5	1.5	1.5	1.6	1.5	1.4	1.6	1.5	1.4	1.7
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2
Median	1	1	2	2	1	1	2	1	2	1

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I * small base

4_14. [Bloggers] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Bloggers										
7 - Most trustworthy	10	7	4	6	4	0	1	4	1	4
	1%	1%	1%	2%	1%	-	1%	1%	0	2%
6	19	10	9	7	9	4	0	9	6	4
	2%	2%	2%	2%	2%	1%	-	2%	2%	2%
5	59	28	31	32	20	7	3	24	16	16
	6%	6%	6%	11%	5%	2%	3%	6%	5%	9%
4	186	65	121	75	74	37	10	57	65	54
	18%	13%	23%	27%	19%	11%	10%	14%	20%	30%
3	221	112	109	77	81	63	22	84	75	41
	22%	23%	21%	27%	20%	19%	23%	21%	23%	22%
2	255	123	132	51	102	102	28	101	88	40
	25%	25%	25%	18%	26%	31%	29%	25%	27%	22%
1- Least trustworthy	256	143	113	33	109	114	33	122	77	24
	25%	29%	22%	12%	27%	35%	34%	30%	24%	13%
Summary										
Top2Box (6-7)	30	17	13	13	13	4	1	13	8	7
	3%	3%	3%	5%	3%	1%	1%	3%	2%	4%
Top3Box (5-7)	89	44	44	45	33	11	4	38	24	23
	9%	9%	9%	16%	8%	3%	4%	9%	7%	13%
Low3Box (1-3)	733	378	355	161	293	279	82	306	240	105
	73%	77%	68%	57%	73%	85%	85%	76%	73%	58%
Low2Box (1-2)	512	266	246	84	212	216	60	223	165	64
	51%	55%	47%	30%	53%	66%	63%	56%	50%	35%

4_14. [Bloggers] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	2.6	2.5	2.7	3.2	2.6	2.2	2.2	2.5	2.6	3.1
			A	DE	E				F	FGH
Std. Dev.	1.4	1.4	1.3	1.4	1.4	1.2	1.2	1.4	1.3	1.4
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	2	2	3	3	2	2	2	2	2	3

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I * small base

4_15. [Advertising executives] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Advertising executives										
7 - Most trustworthy	4	4	0	1	3	0	0	2	0	2
	0	1%	-	0	1%	-	-	1%	-	1%
		B								
6	21	11	9	7	6	7	2	8	7	3
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
5	57	27	30	23	19	15	2	23	18	15
	6%	6%	6%	8%	5%	5%	2%	6%	5%	8%
4	197	79	118	64	77	55	18	80	65	34
	20%	16%	23%	23%	19%	17%	18%	20%	20%	19%
			A							
3	214	86	128	74	74	66	21	91	66	35
	21%	18%	25%	26%	19%	20%	22%	23%	20%	19%
			A	D						
2	267	143	124	56	108	102	27	104	90	46
	27%	29%	24%	20%	27%	31%	28%	26%	28%	25%
					C	C				
1- Least trustworthy	247	137	110	55	111	80	26	91	82	47
	25%	28%	21%	20%	28%	25%	28%	23%	25%	26%
		B			C					
Summary										
Top2Box (6-7)	25	16	9	8	9	7	2	10	7	5
	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%
Top3Box (5-7)	82	43	39	31	28	22	4	33	25	20
	8%	9%	8%	11%	7%	7%	4%	8%	7%	11%
Low3Box (1-3)	728	365	363	186	294	248	74	287	239	128
	72%	75%	70%	66%	74%	76%	77%	72%	73%	70%
					C					
Low2Box (1-2)	514	280	234	112	220	182	53	196	173	93
	51%	57%	45%	40%	55%	56%	55%	49%	53%	51%
		B			C	C				

4_15. [Advertising executives] 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:

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Mean	2.6	2.5	2.7	2.9	2.5	2.5	2.5	2.7	2.6	2.7
			A	DE						
Std. Dev.	1.3	1.4	1.3	1.4	1.4	1.3	1.3	1.3	1.3	1.4
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	2	2	3	3	2	2	2	3	2	2

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

4. [SUMMARY - TOP2BOX (6-7)] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Firefighters	750	332	418	194	305	251	76	304	249	122
	74%	68%	80%	69%	76%	77%	79%	76%	76%	67%
Emergency medical technicians	692	310	382	180	284	227	65	282	228	116
	69%	64%	73%	64%	71%	70%	68%	70%	69%	64%
Nurses	660	314	345	169	265	226	60	272	214	114
	65%	64%	66%	60%	66%	69%	62%	68%	65%	63%
Farmers	443	210	233	96	184	163	40	188	151	65
	44%	43%	45%	34%	46%	50%	42%	47%	46%	36%
Dentists	426	210	216	109	169	148	34	180	141	71
	42%	43%	42%	39%	42%	45%	36%	45%	43%	39%
Chefs	267	131	137	75	114	79	18	121	89	40
	27%	27%	26%	27%	28%	24%	18%	30%	27%	22%
Airport security guards	184	84	100	57	72	56	18	81	59	26
	18%	17%	19%	20%	18%	17%	19%	20%	18%	14%
Travel agents	89	49	40	14	47	28	8	38	36	8
	9%	10%	8%	5%	12%	9%	8%	10%	11%	4%
Taxi cab drivers	63	37	25	17	29	16	6	25	19	13
	6%	8%	5%	6%	7%	5%	6%	6%	6%	7%
Real estate agents	43	21	22	10	23	10	3	24	14	2
	4%	4%	4%	4%	6%	3%	4%	6%	4%	1%
Psychics	43	24	19	14	18	12	7	17	7	12
	4%	5%	4%	5%	4%	4%	7%	4%	2%	7%
Actors	39	26	13	11	17	11	H	18	14	5
	4%	5%	2%	4%	4%	3%	2%	4%	4%	3%

4. [SUMMARY - TOP2BOX (6-7)] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Bloggers	30	17	13	13	13	4	1	13	8	7
	3%	3%	3%	5%	3%	1%	1%	3%	2%	4%
Advertising executives	25	16	9	8	9	7	2	10	7	5
	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%
Telemarketers	15	10	5	6	7	2	2	10	1	2
	2%	2%	1%	2%	2%	1%	2%	3%	0	1%

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

4. [SUMMARY - TOP3BOX (5-7)] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Firefighters	884	411	473	233	358	292	82	355	293	153
	88%	84%	91%	83%	90%	90%	86%	89%	89%	84%
Emergency medical technicians	864	401	463	226	354	284	82	344	292	146
	86%	82%	89%	80%	89%	87%	85%	86%	89%	80%
Nurses	858	411	446	219	347	292	81	340	280	157
	85%	84%	86%	78%	87%	89%	84%	85%	85%	86%
Farmers	716	337	380	180	296	241	61	293	244	119
	71%	69%	73%	64%	74%	74%	64%	73%	74%	65%
Dentists	677	323	354	185	265	226	52	270	227	127
	67%	66%	68%	66%	66%	69%	55%	67%	69%	69%
Chefs	580	268	311	157	236	186	47	233	198	101
	58%	55%	60%	56%	59%	57%	49%	58%	60%	56%
Airport security guards	419	173	247	140	157	122	48	161	138	73
	42%	35%	47%	50%	39%	37%	50%	40%	42%	40%
Travel agents	279	130	149	70	113	95	21	120	100	38
	28%	27%	29%	25%	28%	29%	22%	30%	30%	21%
Taxi cab drivers	205	100	105	59	78	69	16	76	71	41
	20%	21%	20%	21%	19%	21%	17%	19%	22%	23%
Real estate agents	158	73	86	56	67	36	9	67	49	33
	16%	15%	16%	20%	17%	11%	9%	17%	15%	18%
Actors	142	73	68	43	51	48	11	66	39	25
	14%	15%	13%	15%	13%	15%	11%	16%	12%	14%
Bloggers	89	44	44	45	33	11	4	38	24	23
	9%	9%	9%	16%	8%	3%	4%	9%	7%	13%

4. [SUMMARY - TOP3BOX (5-7)] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Psychics	88	36	51	DE	E					F
	9%	7%	10%	10%	11%	6%	11%	8%	7%	12%
					E					
Advertising executives	82	43	39	31	28	22	4	33	25	20
	8%	9%	8%	11%	7%	7%	4%	8%	7%	11%
Telemarketers	34	22	12	20	10	5	4	16	5	8
	3%	4%	2%	7%	3%	1%	4%	4%	2%	5%
				DE				H		

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

4. [SUMMARY - LOW3BOX (1-3)] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Telemarketers	901	441	460	234	359	308	83	350	306	163
	89%	90%	88%	83%	90%	94%	86%	87%	93%	89%
Psychics	810	409	401	223	319	268	78	325	266	141
	80%	84%	77%	79%	80%	82%	82%	81%	81%	77%
Bloggers	733	378	355	161	293	279	82	306	240	105
	73%	77%	68%	57%	73%	85%	85%	76%	73%	58%
Advertising executives	728	365	363	186	294	248	74	287	239	128
	72%	75%	70%	66%	74%	76%	77%	72%	73%	70%
Real estate agents	601	298	302	156	237	207	66	237	193	105
	60%	61%	58%	56%	59%	63%	69%	59%	59%	58%
Actors	581	304	277	147	240	195	67	237	191	86
	58%	62%	53%	52%	60%	60%	70%	59%	58%	47%
Taxi cab drivers	516	264	252	145	204	168	57	217	153	90
	51%	54%	49%	52%	51%	51%	59%	54%	46%	49%
Travel agents	401	218	183	117	161	123	44	163	118	76
	40%	45%	35%	42%	40%	38%	46%	41%	36%	42%
Airport security guards	336	201	135	68	144	123	35	134	109	58
	33%	41%	26%	24%	36%	38%	36%	33%	33%	32%
Chefs	150	93	56	41	56	52	25	57	46	22
	15%	19%	11%	15%	14%	16%	26%	14%	14%	12%
Dentists	134	75	59	38	57	40	21	52	38	24
	13%	15%	11%	13%	14%	12%	21%	13%	12%	13%
Farmers	87	47	40	33	25	29	9	39	21	18
	9%	10%	8%	12%	6%	9%	9%	10%	6%	10%

4. [SUMMARY - LOW3BOX (1-3)] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Nurses	50	27	23	19	16	15	7	18	17	7
	5%	5%	4%	7%	4%	5%	8%	4%	5%	4%
Emergency medical technicians	45	33	12	17	17	11	7	22	8	7
	4%	7%	2%	6%	4%	3%	8%	6%	2%	4%
		B					H	H		
Firefighters	41	31	10	17	14	10	4	15	11	11
	4%	6%	2%	6%	4%	3%	4%	4%	3%	6%
		B								

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

4. [SUMMARY - LOW2BOX (1-2)] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1007	498	509	271	400	336	88	366	452	101
Weighted	1007	487	520	281	400	326	96*	401	328	182
Telemarketers	804	400	404	192	333	279	72	317	272	143
	80%	82%	78%	68%	83%	85%	75%	79%	83%	79%
Psychics	695	361	333	177	281	236	64	282	227	121
	69%	74%	64%	63%	70%	72%	67%	70%	69%	67%
Advertising executives	514	280	234	112	220	182	53	196	173	93
	51%	57%	45%	40%	55%	56%	55%	49%	53%	51%
Bloggers	512	266	246	84	212	216	60	223	165	64
	51%	55%	47%	30%	53%	66%	63%	56%	50%	35%
Real estate agents	353	187	165	84	141	127	34	152	108	58
	35%	38%	32%	30%	35%	39%	36%	38%	33%	32%
Actors	348	177	171	79	144	125	44	139	110	55
	35%	36%	33%	28%	36%	38%	46%	35%	33%	30%
Taxi cab drivers	261	127	134	66	100	95	32	114	72	43
	26%	26%	26%	23%	25%	29%	33%	29%	22%	24%
Travel agents	165	106	59	46	66	54	23	75	43	24
	16%	22%	11%	16%	16%	17%	24%	19%	13%	13%
Airport security guards	158	102	56	28	65	65	15	64	54	25
	16%	21%	11%	10%	16%	20%	16%	16%	16%	14%
Chefs	54	35	19	10	21	23	11	23	15	6
	5%	7%	4%	3%	5%	7%	11%	6%	5%	3%
Dentists	53	34	19	10	23	20	10	23	14	6
	5%	7%	4%	4%	6%	6%	10%	6%	4%	3%
Farmers	25	15	10	3	11	11	3	13	7	2
	2%	3%	2%	1%	3%	3%	3%	3%	2%	1%

4. [SUMMARY - LOW2BOX (1-2)] 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:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Nurses	22	12	10	5	9	7	2	11	7	2
	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%
Emergency medical technicians	21	15	6	6	8	7	3	10	4	4
	2%	3%	1%	2%	2%	2%	3%	2%	1%	2%
Firefighters	12	10	2	3	6	3	3	6	2	0
	1%	2%	0	1%	1%	1%	3%	2%	1%	-
		B					HI			

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