



Canadian Online Omni May 28-June 4, 2012

Most Trusted Professions Banner 2

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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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Firefighters												
7 - Most trustworthy	438	66	49	26	177	90	29	99	144	196	43	396
	44%	50%	48%	40%	46%	37%	39%	40%	47%	44%	44%	44%
6	312	39	29	25	124	71	24	89	91	131	29	282
	31%	30%	28%	38%	32%	29%	32%	36%	30%	29%	30%	31%
5	134	12	15	9	45	43	10	29	34	70	16	118
	13%	9%	14%	14%	12%	17%	14%	12%	11%	16%	17%	13%
4	82	9	7	5	31	25	6	18	29	35	7	75
	8%	7%	7%	8%	8%	10%	8%	7%	9%	8%	7%	8%
3	30	4	1	0	7	15	3	9	8	12	1	28
	3%	3%	1%	-	2%	6%	4%	4%	3%	3%	2%	3%
2	4	1	1	0	0	2	0	2	1	1	0	4
	0	1%	1%	-	-	1%	-	1%	0	0	-	0
1- Least trustworthy	8	1	1	0	2	1	3	4	1	3	1	7
	1%	0	1%	-	1%	0	4%	2%	0	1%	1%	1%
Summary												
Top2Box (6-7)	750	106	79	51	301	161	53	188	235	327	72	678
	74%	79%	76%	78%	78%	66%	71%	75%	76%	73%	74%	75%
Top3Box (5-7)	884	118	93	60	346	204	63	217	269	397	88	796
	88%	89%	91%	92%	90%	83%	85%	87%	87%	89%	91%	87%
Low3Box (1-3)	41	6	3	0	10	17	6	15	10	16	2	39
	4%	4%	3%	-	2%	7%	8%	6%	3%	4%	2%	4%
Low2Box (1-2)	12	2	2	0	2	3	3	6	2	4	1	11
	1%	1%	2%	-	1%	1%	4%	2%	1%	1%	1%	1%
Mean	6	6.1	6.1	6.1	6.1	5.8	5.8	5.9	6.1	6	6	6
		E	E	E	EF							
Std. Dev.	1.2	1.2	1.2	0.9	1.1	1.3	1.5	1.3	1.1	1.2	1.1	1.2
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0
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 * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Emergency medical technicians												
7 - Most trustworthy	347	52	38	25	135	77	21	88	111	149	38	309
	34%	39%	37%	37%	35%	31%	28%	35%	36%	33%	39%	34%
6	345	46	41	21	135	77	24	80	105	159	33	312
	34%	35%	40%	32%	35%	31%	32%	32%	34%	35%	34%	34%
5	173	21	15	13	60	51	13	42	47	83	16	157
	17%	15%	15%	19%	16%	21%	17%	17%	15%	19%	16%	17%
4	98	11	6	6	40	26	9	21	31	46	11	87
	10%	8%	6%	10%	10%	10%	12%	8%	10%	10%	11%	10%
3	24	2	0	1	9	9	4	11	10	4	0	24
	2%	1%	-	2%	2%	4%	5%	4%	3%	1%	-	3%
2	15	1	2	0	6	5	2	6	3	6	0	15
	1%	1%	2%	-	1%	2%	2%	2%	1%	1%	-	2%
1- Least trustworthy	6	0	1	0	1	1	3	3	1	2	0	6
	1%	-	1%	-	0	0	4%	1%	0	0	-	1%
Summary												
Top2Box (6-7)	692	99	79	46	270	154	44	168	216	308	71	621
	69%	74%	77%	70%	70%	63%	60%	67%	70%	69%	73%	68%
Top3Box (5-7)	864	119	94	58	330	205	57	210	263	391	87	778
	86%	90%	91%	89%	86%	84%	77%	84%	85%	87%	89%	85%
Low3Box (1-3)	45	3	3	1	15	15	8	20	13	12	0	45
	4%	2%	3%	2%	4%	6%	11%	8%	4%	3%	-	5%
Low2Box (1-2)	21	1	3	0	7	6	5	9	4	8	0	21
	2%	1%	3%	-	2%	2%	7%	4%	1%	2%	-	2%
Mean	5.8	6	6	5.9	5.8	5.7	5.4	5.7	5.9	5.8	6	5.8
Std. Dev.	1.2	1.1	1.1	1	1.2	1.3	1.6	1.4	1.2	1.1	1	1.2
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0
Median	6	6	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 - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Real estate agents												
7 - Most trustworthy	10	1	1	0	5	3	0	5	2	3	1	9
	1%	1%	1%	-	1%	1%	-	2%	1%	1%	1%	1%
6	34	5	2	3	15	4	5	10	11	13	4	30
	3%	4%	1%	5%	4%	2%	6%	4%	4%	3%	4%	3%
5	115	14	16	3	40	37	6	16	29	69	14	100
	11%	11%	15%	4%	10%	15%	8%	7%	10%	15%	15%	11%
4	248	37	25	17	93	59	16	65	74	109	24	224
	25%	28%	25%	26%	24%	24%	22%	26%	24%	24%	25%	25%
3	248	31	27	15	105	55	15	59	86	103	27	221
	25%	23%	26%	23%	27%	22%	20%	24%	28%	23%	28%	24%
2	226	31	22	19	75	63	16	49	71	105	17	209
	22%	23%	22%	28%	20%	26%	21%	20%	23%	23%	17%	23%
1- Least trustworthy	127	14	10	8	52	25	17	46	34	47	10	117
	13%	11%	10%	13%	14%	10%	23%	18%	11%	10%	11%	13%
Summary												
Top2Box (6-7)	43	6	3	3	20	7	5	15	13	16	5	39
	4%	5%	2%	5%	5%	3%	6%	6%	4%	3%	5%	4%
Top3Box (5-7)	158	20	18	6	60	44	11	31	43	85	19	139
	16%	15%	18%	9%	15%	18%	14%	12%	14%	19%	20%	15%
Low3Box (1-3)	601	76	59	42	233	143	48	154	191	255	54	547
	60%	57%	58%	64%	60%	58%	64%	62%	62%	57%	55%	60%
Low2Box (1-2)	353	45	32	27	128	88	33	95	105	152	27	326
	35%	34%	31%	41%	33%	36%	44%	38%	34%	34%	28%	36%
Mean	3.1	3.2	3.2	3	3.1	3.2	2.9	3	3.1	3.2	3.3	3.1
Std. Dev.	1.4	1.3	1.3	1.3	1.4	1.3	1.5	1.5	1.3	1.3	1.4	1.4
Std. Err.	0	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0
Median	3	3	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 - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	A	B	C	D	E	F	G	H	I	J	K
Weighted	1007	150	112	73	366	227	79	259	314	434	100	907
		133	103	65*	386	246	75*	250	308	449	97*	910
Dentists												
7 - Most trustworthy	134	14	11	10	58	31	10	33	37	65	12	122
	13%	10%	11%	15%	15%	13%	13%	13%	12%	14%	12%	13%
6	292	42	39	20	104	69	17	63	94	134	30	262
	29%	32%	38%	31%	27%	28%	23%	25%	31%	30%	31%	29%
5	250	40	22	17	90	64	18	64	76	111	23	227
	25%	30%	22%	25%	23%	26%	24%	25%	25%	25%	24%	25%
4	197	24	17	14	78	44	19	50	62	85	22	175
	20%	18%	16%	22%	20%	18%	26%	20%	20%	19%	23%	19%
3	81	10	8	4	32	24	3	24	25	33	7	74
	8%	7%	8%	7%	8%	10%	5%	10%	8%	7%	7%	8%
2	34	1	6	0	17	6	5	10	8	15	3	31
	3%	0	6%	-	4%	2%	6%	4%	3%	3%	3%	3%
1- Least trustworthy	19	2	0	0	7	7	2	6	6	7	0	19
	2%	2%	-	-	2%	3%	3%	3%	2%	1%	-	2%
Summary												
Top2Box (6-7)	426	56	50	30	162	100	27	96	131	199	42	384
	42%	42%	49%	46%	42%	41%	36%	38%	43%	44%	43%	42%
Top3Box (5-7)	677	96	72	47	252	164	45	160	207	310	65	611
	67%	72%	70%	71%	65%	67%	60%	64%	67%	69%	67%	67%
Low3Box (1-3)	134	13	14	4	56	37	10	41	39	54	10	124
	13%	10%	14%	7%	14%	15%	14%	16%	13%	12%	10%	14%
Low2Box (1-2)	53	3	6	0	24	13	7	17	14	22	3	50
	5%	2%	6%	-	6%	5%	9%	7%	5%	5%	3%	5%
Mean	5	5.1	5.1	5.2	5	5	4.8	4.9	5	5.1	5.1	5
Std. Dev.	1.4	1.2	1.3	1.2	1.4	1.4	1.5	1.5	1.4	1.4	1.3	1.4
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0
Median	5	5	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 - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Nurses												
7 - Most trustworthy	315	44	31	20	131	65	24	73	93	148	30	284
	31%	33%	30%	30%	34%	27%	32%	29%	30%	33%	31%	31%
6	345	48	39	24	129	88	17	79	109	157	35	310
	34%	36%	38%	37%	33%	36%	23%	32%	35%	35%	36%	34%
5	198	25	21	14	75	52	13	45	60	93	20	178
	20%	19%	20%	21%	19%	21%	17%	18%	19%	21%	21%	20%
4	100	12	9	6	32	30	12	33	25	41	10	90
	10%	9%	8%	9%	8%	12%	16%	13%	8%	9%	10%	10%
3	28	2	2	1	12	7	3	9	16	2	2	26
	3%	1%	2%	1%	3%	3%	5%	4%	5%	1%	2%	3%
2	14	2	1	1	5	3	3	5	4	4	1	13
	1%	1%	1%	2%	1%	1%	4%	2%	1%	1%	1%	1%
1- Least trustworthy	8	1	1	0	3	1	2	4	1	3	0	8
	1%	1%	1%	-	1%	0	3%	2%	0	1%	-	1%
Summary												
Top2Box (6-7)	660	92	70	44	259	154	41	153	202	305	65	595
	65%	69%	68%	67%	67%	63%	56%	61%	66%	68%	67%	65%
Top3Box (5-7)	858	117	90	58	334	205	54	198	262	398	85	773
	85%	88%	88%	88%	87%	83%	72%	79%	85%	89%	87%	85%
Low3Box (1-3)	50	4	4	2	20	11	9	19	21	9	3	47
	5%	3%	4%	3%	5%	4%	12%	8%	7%	2%	3%	5%
Low2Box (1-2)	22	3	2	1	8	4	5	10	5	7	1	21
	2%	2%	2%	2%	2%	2%	7%	4%	2%	2%	1%	2%
Mean	5.7	5.8	5.8	5.8	5.8	5.7	5.4	5.6	5.7	5.9	5.8	5.7
		F			F					G		
Std. Dev.	1.2	1.2	1.2	1.1	1.2	1.2	1.6	1.4	1.2	1.1	1.1	1.2
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0
Median	6	6	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 - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Travel agents												
7 - Most trustworthy	19	2	1	2	7	7	1	8	5	6	0	19
	2%	2%	1%	3%	2%	3%	1%	3%	2%	1%	-	2%
6	70	14	12	4	21	13	6	16	24	30	2	68
	7%	11%	12%	6%	6%	5%	7%	6%	8%	7%	2%	7%
5	190	27	22	11	70	47	14	47	57	86	25	164
	19%	20%	21%	16%	18%	19%	19%	19%	18%	19%	26%	18%
4	327	47	34	25	121	75	25	66	106	155	29	298
	32%	36%	33%	39%	31%	30%	33%	26%	35%	35%	29%	33%
3	236	23	20	15	103	64	12	55	72	109	26	210
	23%	17%	19%	23%	27%	26%	16%	22%	24%	24%	27%	23%
2	113	15	9	6	42	30	10	41	28	44	12	100
	11%	11%	9%	9%	11%	12%	14%	16%	9%	10%	13%	11%
1- Least trustworthy	53	5	5	3	22	12	6	18	16	19	3	50
	5%	4%	5%	5%	6%	5%	8%	7%	5%	4%	3%	5%
Summary												
Top2Box (6-7)	89	16	13	6	28	19	7	24	29	36	2	87
	9%	12%	13%	8%	7%	8%	9%	10%	9%	8%	2%	10%
Top3Box (5-7)	279	43	35	16	98	66	21	71	85	122	28	251
	28%	32%	34%	25%	25%	27%	28%	28%	28%	27%	28%	28%
Low3Box (1-3)	401	43	34	24	167	105	29	113	116	172	41	360
	40%	32%	33%	37%	43%	43%	38%	45%	38%	38%	42%	40%
Low2Box (1-2)	165	20	14	9	64	41	17	59	44	63	15	150
	16%	15%	14%	14%	17%	17%	22%	24%	14%	14%	16%	16%
Mean	3.8	4	4	3.8	3.7	3.7	3.7	3.7	3.8	3.8	3.7	3.8
		D										
Std. Dev.	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.5	1.3	1.2	1.1	1.3
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0
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 * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Airport security guards												
7 - Most trustworthy	62	4	5	9	20	18	6	18	22	22	4	58
	6%	3%	5%	13%	5%	7%	8%	7%	7%	5%	4%	6%
6	122	14	10	4	48	38	8	34	40	48	19	103
	12%	11%	9%	7%	12%	15%	11%	13%	13%	11%	19%	11%
5	235	27	31	12	79	72	14	54	72	109	29	206
	23%	21%	30%	18%	21%	29%	18%	21%	23%	24%	29%	23%
4	252	31	23	21	92	62	23	51	79	122	28	224
	25%	24%	22%	31%	24%	25%	31%	20%	26%	27%	29%	25%
3	178	23	15	12	78	38	11	52	53	73	12	166
	18%	18%	15%	18%	20%	16%	14%	21%	17%	16%	12%	18%
2	94	20	13	6	39	11	6	22	21	51	3	92
	9%	15%	12%	9%	10%	4%	8%	9%	7%	11%	3%	10%
1- Least trustworthy	64	13	7	2	30	6	6	20	20	23	4	60
	6%	10%	6%	4%	8%	3%	8%	8%	7%	5%	4%	7%
Summary												
Top2Box (6-7)	184	18	15	13	68	56	14	52	62	70	23	162
	18%	14%	15%	20%	18%	23%	19%	21%	20%	16%	23%	18%
Top3Box (5-7)	419	46	46	25	147	128	28	105	134	180	51	368
	42%	34%	44%	38%	38%	52%	38%	42%	44%	40%	53%	40%
Low3Box (1-3)	336	56	35	20	147	55	23	94	94	147	18	317
	33%	42%	34%	31%	38%	23%	31%	38%	31%	33%	19%	35%
Low2Box (1-2)	158	32	19	8	69	17	12	42	42	74	7	151
	16%	24%	19%	12%	18%	7%	16%	17%	13%	17%	7%	17%
Mean	4.1	3.8	4.1	4.2	4	4.5	4.1	4.1	4.2	4.1	4.5	4.1
Std. Dev.	1.5	1.6	1.5	1.6	1.6	1.4	1.6	1.6	1.6	1.5	1.3	1.6
Std. Err.	0	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1
Median	4	4	4	4	4	5	4	4	4	4	5	4

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Chefs												
7 - Most trustworthy	68	9	2	2	27	21	7	21	18	29	2	66
	7%	6%	2%	3%	7%	9%	9%	9%	6%	7%	2%	7%
6	199	21	17	13	72	62	14	39	64	96	25	174
	20%	16%	17%	20%	19%	25%	18%	15%	21%	21%	26%	19%
5	312	58	34	18	109	73	21	76	86	150	36	277
	31%	43%	33%	28%	28%	30%	28%	30%	28%	34%	37%	30%
4	278	35	32	19	117	52	23	76	95	106	23	254
	28%	27%	31%	29%	30%	21%	30%	31%	31%	24%	24%	28%
3	96	6	11	9	39	24	6	26	30	39	9	87
	10%	5%	10%	14%	10%	10%	8%	10%	10%	9%	9%	10%
2	38	3	4	3	15	11	2	7	11	20	2	36
	4%	2%	4%	4%	4%	5%	3%	3%	4%	5%	2%	4%
1- Least trustworthy	16	1	2	1	7	2	3	5	4	8	0	16
	2%	1%	2%	2%	2%	1%	4%	2%	1%	2%	-	2%
Summary												
Top2Box (6-7)	267	29	20	15	99	84	20	60	82	125	28	240
	27%	22%	19%	23%	26%	34%	27%	24%	27%	28%	28%	26%
Top3Box (5-7)	580	87	54	33	208	157	41	136	168	276	64	516
	58%	65%	52%	51%	54%	64%	55%	54%	54%	61%	65%	57%
Low3Box (1-3)	150	11	17	13	61	37	11	38	45	67	11	139
	15%	8%	17%	20%	16%	15%	14%	15%	15%	15%	11%	15%
Low2Box (1-2)	54	4	7	4	21	13	5	12	15	28	2	52
	5%	3%	6%	6%	6%	5%	7%	5%	5%	6%	2%	6%
Mean	4.7	4.8	4.5	4.5	4.6	4.9	4.7	4.7	4.7	4.7	4.8	4.7
		B				B						
Std. Dev.	1.3	1.1	1.2	1.3	1.3	1.3	1.4	1.3	1.2	1.3	1.1	1.3
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0
Median	5	5	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 - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Farmers												
7 - Most trustworthy	176	18	15	12	83	37	11	49	54	73	10	165
	17%	14%	15%	18%	22%	15%	15%	19%	18%	16%	11%	18%
6	268	42	31	17	106	51	20	58	88	121	26	241
	27%	32%	31%	26%	27%	21%	27%	23%	29%	27%	27%	27%
5	273	34	27	15	99	77	22	68	81	124	34	239
	27%	25%	26%	22%	26%	32%	29%	27%	26%	28%	35%	26%
4	204	30	20	17	67	56	12	49	65	89	20	184
	20%	22%	20%	26%	17%	23%	17%	20%	21%	20%	20%	20%
3	62	5	5	3	23	20	6	19	17	25	4	58
	6%	4%	4%	5%	6%	8%	8%	8%	6%	6%	4%	6%
2	14	3	2	1	5	3	0	4	1	9	1	13
	1%	2%	2%	1%	1%	1%	-	1%	0	2%	1%	1%
1- Least trustworthy	11	1	2	1	3	1	4	3	1	7	1	10
	1%	1%	2%	1%	1%	0	5%	1%	0	2%	1%	1%
Summary												
Top2Box (6-7)	443	60	47	29	189	88	31	107	142	194	37	407
	44%	45%	45%	44%	49%	36%	42%	43%	46%	43%	38%	45%
Top3Box (5-7)	716	94	74	43	288	165	53	175	223	318	71	645
	71%	71%	72%	66%	75%	67%	71%	70%	73%	71%	73%	71%
Low3Box (1-3)	87	9	9	5	30	24	9	26	20	41	6	81
	9%	7%	8%	8%	8%	10%	13%	10%	6%	9%	6%	9%
Low2Box (1-2)	25	4	4	2	7	4	4	7	2	16	2	23
	2%	3%	4%	2%	2%	2%	5%	3%	1%	4%	2%	3%
Mean	5.2	5.2	5.2	5.2	5.3	5.1	5	5.2	5.3	5.2	5.1	5.2
					E							
Std. Dev.	1.3	1.2	1.3	1.3	1.3	1.2	1.5	1.3	1.2	1.3	1.2	1.3
Std. Err.	0	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0
Median	5	5	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 - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Taxi cab drivers												
7 - Most trustworthy	16	1	1	0	7	6	1	11	3	2	0	16
	2%	1%	1%	-	2%	3%	1%	4%	1%	1%	-	2%
6	46	4	4	2	18	16	2	20	14	12	1	45
	5%	3%	4%	3%	5%	6%	2%	8%	5%	3%	1%	5%
5	143	18	21	8	59	30	7	34	49	60	13	130
	14%	14%	20%	12%	15%	12%	9%	14%	16%	13%	13%	14%
4	285	41	25	19	103	78	20	68	85	133	24	261
	28%	31%	25%	29%	27%	32%	27%	27%	28%	30%	25%	29%
3	255	30	24	14	103	62	22	57	75	123	33	223
	25%	23%	23%	21%	27%	25%	30%	23%	24%	27%	34%	24%
2	168	31	17	16	53	38	13	41	46	80	17	150
	17%	23%	17%	24%	14%	15%	18%	16%	15%	18%	18%	17%
1- Least trustworthy	93	8	10	7	44	15	10	19	36	39	9	84
	9%	6%	10%	10%	11%	6%	13%	8%	12%	9%	9%	9%
Summary												
Top2Box (6-7)	63	6	5	2	26	22	2	31	17	15	1	61
	6%	4%	5%	3%	7%	9%	3%	12%	6%	3%	1%	7%
Top3Box (5-7)	205	24	26	10	84	52	9	65	66	74	14	191
	20%	18%	25%	15%	22%	21%	12%	26%	21%	17%	14%	21%
Low3Box (1-3)	516	69	52	37	199	115	45	118	157	242	59	457
	51%	52%	50%	56%	52%	47%	61%	47%	51%	54%	61%	50%
Low2Box (1-2)	261	38	28	23	96	53	23	60	82	119	26	235
	26%	29%	27%	34%	25%	22%	31%	24%	27%	26%	27%	26%
Mean	3.4	3.4	3.4	3.2	3.4	3.6	3.1	3.6	3.4	3.3	3.2	3.4
						CF		HI				
Std. Dev.	1.4	1.3	1.4	1.3	1.4	1.4	1.3	1.5	1.4	1.3	1.2	1.4
Std. Err.	0	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0
Median	3	3	3	3	3	4	3	4	3	3	3	3

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Actors												
7 - Most trustworthy	13	0	1	1	5	6	1	8	4	1	0	13
	1%	-	1%	2%	1%	2%	1%	3%	1%	0	-	1%
6	26	4	2	1	6	12	2	7	11	7	3	23
	3%	3%	1%	1%	1%	5%	3%	3%	4%	2%	3%	3%
5	102	14	9	6	37	31	6	22	27	54	10	92
	10%	10%	9%	9%	10%	12%	8%	9%	9%	12%	10%	10%
4	284	46	23	14	97	81	23	66	88	130	31	253
	28%	34%	23%	22%	25%	33%	31%	26%	28%	29%	32%	28%
3	234	25	26	19	91	57	16	62	66	105	22	211
	23%	19%	25%	28%	24%	23%	21%	25%	21%	24%	23%	23%
2	203	26	23	15	89	37	13	48	61	94	19	184
	20%	20%	22%	23%	23%	15%	17%	19%	20%	21%	19%	20%
1- Least trustworthy	145	18	19	10	62	22	14	37	51	57	12	133
	14%	14%	19%	15%	16%	9%	19%	15%	17%	13%	12%	15%
Summary												
Top2Box (6-7)	39	4	2	2	11	18	3	15	15	9	3	37
	4%	3%	2%	3%	3%	7%	4%	6%	5%	2%	3%	4%
Top3Box (5-7)	142	17	11	8	48	48	9	37	42	62	13	129
	14%	13%	11%	12%	12%	20%	12%	15%	14%	14%	13%	14%
Low3Box (1-3)	581	70	68	43	242	116	42	147	178	256	53	528
	58%	53%	66%	66%	63%	47%	57%	59%	58%	57%	55%	58%
Low2Box (1-2)	348	45	42	25	150	59	27	85	112	151	31	317
	35%	34%	41%	38%	39%	24%	36%	34%	36%	34%	32%	35%
Mean	3.1	3.2	2.9	3	3	3.5	3.1	3.2	3.1	3.1	3.2	3.1
						ABCDF						
Std. Dev.	1.4	1.3	1.3	1.3	1.4	1.4	1.4	1.5	1.4	1.3	1.3	1.4
Std. Err.	0	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0
Median	3	3	3	3	3	4	3	3	3	3	3	3

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Telemarketers												
7 - Most trustworthy	4	0	0	0	2	2	0	3	1	0	0	4
	0	-	-	-	0	1%	-	1%	0	-	-	0
6	11	0	2	0	5	3	1	7	2	2	2	10
	1%	-	2%	-	1%	1%	2%	3%	1%	0	2%	1%
5	19	3	1	1	2	11	1	6	5	7	2	17
	2%	2%	1%	2%	1%	5%	1%	3%	2%	2%	2%	2%
4	72	8	5	3	26	25	4	17	19	36	9	63
	7%	6%	5%	4%	7%	10%	5%	7%	6%	8%	9%	7%
3	97	9	7	6	33	32	9	28	30	39	8	89
	10%	7%	7%	10%	9%	13%	12%	11%	10%	9%	8%	10%
2	198	23	21	14	75	55	10	50	52	96	26	172
	20%	17%	20%	21%	20%	23%	14%	20%	17%	21%	27%	19%
1- Least trustworthy	606	89	68	42	242	116	49	139	198	269	51	555
	60%	67%	66%	64%	63%	47%	66%	55%	64%	60%	52%	61%
Summary												
Top2Box (6-7)	15	0	2	0	7	6	1	10	3	2	2	14
	2%	-	2%	-	2%	2%	2%	4%	1%	0	2%	1%
Top3Box (5-7)	34	3	2	1	9	17	2	17	8	9	4	31
	3%	2%	2%	2%	2%	7%	3%	7%	3%	2%	4%	3%
Low3Box (1-3)	901	121	95	62	350	203	69	217	280	404	85	816
	89%	91%	93%	94%	91%	83%	92%	87%	91%	90%	87%	90%
Low2Box (1-2)	804	112	88	55	317	172	59	189	250	365	77	727
	80%	84%	86%	85%	82%	70%	80%	76%	81%	81%	79%	80%
Mean	1.8	1.6	1.6	1.6	1.7	2.1	1.7	1.9	1.7	1.7	1.9	1.7
						ABCDF		HI				
Std. Dev.	1.2	1	1	0.9	1.1	1.4	1.1	1.4	1.1	1.1	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	0.1	0
Median	1	1	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 - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Psychics												
7 - Most trustworthy	16	3	0	2	6	4	1	8	6	1	1	15
	2%	3%	-	3%	2%	2%	1%	3%	2%	0	1%	2%
6	27	9	2	0	6	9	3	4	15	9	4	24
	3%	6%	2%	-	1%	3%	4%	2%	5%	2%	4%	3%
5	45	7	5	2	16	14	2	9	13	23	5	39
	4%	5%	5%	3%	4%	6%	2%	4%	4%	5%	5%	4%
4	109	18	14	8	34	30	5	33	28	48	12	97
	11%	14%	14%	12%	9%	12%	7%	13%	9%	11%	13%	11%
3	115	9	10	9	48	20	18	33	38	45	12	104
	11%	7%	10%	14%	12%	8%	25%	13%	12%	10%	12%	11%
2	184	21	23	17	79	33	12	34	64	86	18	166
	18%	16%	22%	26%	20%	13%	16%	14%	21%	19%	18%	18%
1 - Least trustworthy	510	65	49	28	199	136	33	129	144	237	46	464
	51%	49%	48%	42%	52%	56%	45%	51%	47%	53%	48%	51%
Summary												
Top2Box (6-7)	43	12	2	2	12	12	4	12	21	10	4	39
	4%	9%	2%	3%	3%	5%	5%	5%	7%	2%	4%	4%
Top3Box (5-7)	88	19	7	4	27	26	5	21	34	33	10	78
	9%	14%	6%	5%	7%	11%	7%	8%	11%	7%	10%	9%
Low3Box (1-3)	810	96	82	54	325	190	64	196	246	368	76	734
	80%	72%	80%	82%	84%	77%	86%	78%	80%	82%	78%	81%
Low2Box (1-2)	695	86	72	44	277	169	45	163	208	323	64	631
	69%	65%	70%	68%	72%	69%	61%	65%	68%	72%	66%	69%
Mean	2.1	2.4	2.1	2.2	2	2.2	2.2	2.2	2.3	2	2.2	2.1
		D							I			
Std. Dev.	1.5	1.8	1.4	1.4	1.4	1.6	1.4	1.6	1.6	1.4	1.5	1.5
Std. Err.	0	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0
Median	1	2	2	2	1	1	2	1	2	1	2	1

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Bloggers												
7 - Most trustworthy	10	0	2	0	6	3	0	6	3	2	0	10
	1%	-	2%	-	2%	1%	-	2%	1%	0	-	1%
6	19	1	1	1	6	9	1	4	4	11	4	15
	2%	1%	1%	2%	2%	4%	1%	2%	1%	2%	5%	2%
5	59	4	9	1	22	17	6	13	17	28	5	54
	6%	3%	9%	1%	6%	7%	8%	5%	6%	6%	5%	6%
4	186	33	12	12	67	47	15	43	55	88	26	160
	18%	25%	12%	18%	17%	19%	20%	17%	18%	20%	26%	18%
3	221	29	24	12	89	51	16	58	65	97	21	200
	22%	22%	23%	18%	23%	21%	21%	23%	21%	22%	21%	22%
2	255	36	33	20	92	56	19	69	84	103	22	234
	25%	27%	32%	30%	24%	23%	25%	27%	27%	23%	22%	26%
1- Least trustworthy	256	30	23	20	103	62	18	57	79	120	20	236
	25%	23%	22%	31%	27%	25%	25%	23%	26%	27%	21%	26%
Summary												
Top2Box (6-7)	30	1	2	1	12	12	1	10	7	12	4	25
	3%	1%	2%	2%	3%	5%	1%	4%	2%	3%	5%	3%
Top3Box (5-7)	89	5	11	2	34	29	7	23	24	41	9	79
	9%	4%	11%	3%	9%	12%	9%	9%	8%	9%	9%	9%
Low3Box (1-3)	733	95	79	52	284	169	53	184	229	320	63	670
	73%	72%	77%	79%	74%	69%	71%	74%	74%	71%	64%	74%
Low2Box (1-2)	512	66	55	40	195	118	37	126	164	222	42	470
	51%	50%	54%	61%	51%	48%	50%	50%	53%	50%	43%	52%
Mean	2.6	2.6	2.6	2.3	2.6	2.8	2.6	2.7	2.6	2.6	2.9	2.6
						C						
Std. Dev.	1.4	1.2	1.4	1.2	1.4	1.5	1.3	1.4	1.3	1.4	1.4	1.4
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0
Median	2	3	2	2	2	3	3	2	2	3	3	2

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Advertising executives												
7 - Most trustworthy	4	0	0	0	3	1	0	3	1	0	0	4
	0	-	-	-	1%	0	-	1%	0	-	-	0
6	21	2	3	1	6	7	2	4	8	8	1	20
	2%	2%	3%	1%	1%	3%	2%	2%	3%	2%	1%	2%
5	57	4	4	2	13	25	9	15	14	28	7	50
	6%	3%	4%	4%	3%	10%	12%	6%	5%	6%	7%	6%
4	197	22	22	10	66	69	8	44	61	91	23	174
	20%	16%	21%	16%	17%	28%	11%	18%	20%	20%	23%	19%
3	214	29	25	17	79	45	19	56	69	90	27	187
	21%	22%	24%	26%	20%	18%	25%	22%	22%	20%	28%	21%
2	267	41	31	19	107	58	13	57	87	124	18	249
	27%	31%	30%	28%	28%	23%	17%	23%	28%	28%	19%	27%
1- Least trustworthy	247	35	18	16	112	41	24	71	68	108	22	225
	25%	27%	18%	25%	29%	17%	32%	28%	22%	24%	22%	25%
Summary												
Top2Box (6-7)	25	2	3	1	9	8	2	8	9	8	1	24
	2%	2%	3%	1%	2%	3%	2%	3%	3%	2%	1%	3%
Top3Box (5-7)	82	6	8	3	22	33	11	22	23	36	8	74
	8%	5%	7%	5%	6%	14%	14%	9%	8%	8%	8%	8%
Low3Box (1-3)	728	105	73	52	298	144	56	183	224	321	67	661
	72%	79%	71%	79%	77%	58%	75%	73%	73%	72%	69%	73%
Low2Box (1-2)	514	76	49	35	219	98	37	128	155	231	40	474
	51%	57%	47%	53%	57%	40%	49%	51%	50%	52%	41%	52%
Mean	2.6	2.4	2.7	2.5	2.5	3	2.6	2.6	2.7	2.6	2.8	2.6
						ACDF						
Std. Dev.	1.3	1.2	1.3	1.2	1.3	1.4	1.5	1.4	1.3	1.3	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	0.1	0
Median	2	2	3	2	2	3	3	2	2	2	3	2

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Firefighters	750	106	79	51	301	161	53	188	235	327	72	678
	74%	79%	76%	78%	78%	66%	71%	75%	76%	73%	74%	75%
Emergency medical technicians	692	99	79	46	270	154	44	168	216	308	71	621
	69%	74%	77%	70%	70%	63%	60%	67%	70%	69%	73%	68%
Nurses	660	92	70	44	259	154	41	153	202	305	65	595
	65%	69%	68%	67%	67%	63%	56%	61%	66%	68%	67%	65%
Farmers	443	60	47	29	189	88	31	107	142	194	37	407
	44%	45%	45%	44%	49%	36%	42%	43%	46%	43%	38%	45%
Dentists	426	56	50	30	162	100	27	96	131	199	42	384
	42%	42%	49%	46%	42%	41%	36%	38%	43%	44%	43%	42%
Chefs	267	29	20	15	99	84	20	60	82	125	28	240
	27%	22%	19%	23%	26%	34%	27%	24%	27%	28%	28%	26%
Airport security guards	184	18	15	13	68	56	14	52	62	70	23	162
	18%	14%	15%	20%	18%	23%	19%	21%	20%	16%	23%	18%
Travel agents	89	16	13	6	28	19	7	24	29	36	2	87
	9%	12%	13%	8%	7%	8%	9%	10%	9%	8%	2%	10%
Taxi cab drivers	63	6	5	2	26	22	2	31	17	15	1	61
	6%	4%	5%	3%	7%	9%	3%	12%	6%	3%	1%	7%
Real estate agents	43	6	3	3	20	7	5	15	13	16	5	39
	4%	5%	2%	5%	5%	3%	6%	6%	4%	3%	5%	4%
Psychics	43	12	2	2	12	12	4	12	21	10	4	39
	4%	9%	2%	3%	3%	5%	5%	5%	7%	2%	4%	4%
Actors	39	4	2	2	11	18	3	15	15	9	3	37
	4%	3%	2%	3%	3%	7%	4%	6%	5%	2%	3%	4%
Bloggers	30	1	2	1	12	12	1	10	7	12	4	25
	3%	1%	2%	2%	3%	5%	1%	4%	2%	3%	5%	3%
Advertising executives	25	2	3	1	9	8	2	8	9	8	1	24
	2%	2%	3%	1%	2%	3%	2%	3%	3%	2%	1%	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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Telemarketers	15	0	2	0	7	6	1	10	3	2	2	14
	2%	-	2%	-	2%	2%	2%	4%	1%	0	2%	1%
								HI				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Firefighters	884	118	93	60	346	204	63	217	269	397	88	796
	88%	89%	91%	92%	90%	83%	85%	87%	87%	89%	91%	87%
Emergency medical technicians	864	119	94	58	330	205	57	210	263	391	87	778
	86%	90%	91%	89%	86%	84%	77%	84%	85%	87%	89%	85%
Nurses	858	117	90	58	334	205	54	198	262	398	85	773
	85%	88%	88%	88%	87%	83%	72%	79%	85%	89%	87%	85%
Farmers	716	94	74	43	288	165	53	175	223	318	71	645
	71%	71%	72%	66%	75%	67%	71%	70%	73%	71%	73%	71%
Dentists	677	96	72	47	252	164	45	160	207	310	65	611
	67%	72%	70%	71%	65%	67%	60%	64%	67%	69%	67%	67%
Chefs	580	87	54	33	208	157	41	136	168	276	64	516
	58%	65%	52%	51%	54%	64%	55%	54%	54%	61%	65%	57%
Airport security guards	419	46	46	25	147	128	28	105	134	180	51	368
	42%	34%	44%	38%	38%	52%	38%	42%	44%	40%	53%	40%
Travel agents	279	43	35	16	98	66	21	71	85	122	28	251
	28%	32%	34%	25%	25%	27%	28%	28%	28%	27%	28%	28%
Taxi cab drivers	205	24	26	10	84	52	9	65	66	74	14	191
	20%	18%	25%	15%	22%	21%	12%	26%	21%	17%	14%	21%
Real estate agents	158	20	18	6	60	44	11	31	43	85	19	139
	16%	15%	18%	9%	15%	18%	14%	12%	14%	19%	20%	15%
Actors	142	17	11	8	48	48	9	37	42	62	13	129
	14%	13%	11%	12%	12%	20%	12%	15%	14%	14%	13%	14%
Bloggers	89	5	11	2	34	29	7	23	24	41	9	79
	9%	4%	11%	3%	9%	12%	9%	9%	8%	9%	9%	9%
Psychics	88	19	7	4	27	26	5	21	34	33	10	78
	9%	14%	6%	5%	7%	11%	7%	8%	11%	7%	10%	9%
Advertising executives	82	6	8	3	22	33	11	22	23	36	8	74
	8%	5%	7%	5%	6%	14%	14%	9%	8%	8%	8%	8%

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Telemarketers	34	3	2	1	9	17	2	17	8	9	4	31
	3%	2%	2%	2%	2%	7%	3%	7%	3%	2%	4%	3%
						D		HI				

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

	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	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Telemarketers	901	121	95	62	350	203	69	217	280	404	85	816
	89%	91%	93%	94%	91%	83%	92%	87%	91%	90%	87%	90%
		E	E	E	E							
Psychics	810	96	82	54	325	190	64	196	246	368	76	734
	80%	72%	80%	82%	84%	77%	86%	78%	80%	82%	78%	81%
					AE		A					
Bloggers	733	95	79	52	284	169	53	184	229	320	63	670
	73%	72%	77%	79%	74%	69%	71%	74%	74%	71%	64%	74%
Advertising executives	728	105	73	52	298	144	56	183	224	321	67	661
	72%	79%	71%	79%	77%	58%	75%	73%	73%	72%	69%	73%
		E	E	E	E		E					
Real estate agents	601	76	59	42	233	143	48	154	191	255	54	547
	60%	57%	58%	64%	60%	58%	64%	62%	62%	57%	55%	60%
Actors	581	70	68	43	242	116	42	147	178	256	53	528
	58%	53%	66%	66%	63%	47%	57%	59%	58%	57%	55%	58%
			AE	E	AE							
Taxi cab drivers	516	69	52	37	199	115	45	118	157	242	59	457
	51%	52%	50%	56%	52%	47%	61%	47%	51%	54%	61%	50%
							E					
Travel agents	401	43	34	24	167	105	29	113	116	172	41	360
	40%	32%	33%	37%	43%	43%	38%	45%	38%	38%	42%	40%
					A	A						
Airport security guards	336	56	35	20	147	55	23	94	94	147	18	317
	33%	42%	34%	31%	38%	23%	31%	38%	31%	33%	19%	35%
		E	E		E						J	
Chefs	150	11	17	13	61	37	11	38	45	67	11	139
	15%	8%	17%	20%	16%	15%	14%	15%	15%	15%	11%	15%
			A	A	A							
Dentists	134	13	14	4	56	37	10	41	39	54	10	124
	13%	10%	14%	7%	14%	15%	14%	16%	13%	12%	10%	14%
Farmers	87	9	9	5	30	24	9	26	20	41	6	81
	9%	7%	8%	8%	8%	10%	13%	10%	6%	9%	6%	9%
Nurses	50	4	4	2	20	11	9	19	21	9	3	47
	5%	3%	4%	3%	5%	4%	12%	8%	7%	2%	3%	5%
							ACDE	I	I			
Emergency medical technicians	45	3	3	1	15	15	8	20	13	12	0	45
	4%	2%	3%	2%	4%	6%	11%	8%	4%	3%	-	5%
							ABCD	I				J

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Firefighters	41	6	3	0	10	17	6	15	10	16	2	39
	4%	4%	3%	-	2%	7%	8%	6%	3%	4%	2%	4%
						CD	CD					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K * 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All Respondents	1007	150	112	73	366	227	79	259	314	434	100	907
Weighted	1007	133	103	65*	386	246	75*	250	308	449	97*	910
Telemarketers	804	112	88	55	317	172	59	189	250	365	77	727
	80%	84%	86%	85%	82%	70%	80%	76%	81%	81%	79%	80%
Psychics	695	86	72	44	277	169	45	163	208	323	64	631
	69%	65%	70%	68%	72%	69%	61%	65%	68%	72%	66%	69%
Advertising executives	514	76	49	35	219	98	37	128	155	231	40	474
	51%	57%	47%	53%	57%	40%	49%	51%	50%	52%	41%	52%
Bloggers	512	66	55	40	195	118	37	126	164	222	42	470
	51%	50%	54%	61%	51%	48%	50%	50%	53%	50%	43%	52%
Real estate agents	353	45	32	27	128	88	33	95	105	152	27	326
	35%	34%	31%	41%	33%	36%	44%	38%	34%	34%	28%	36%
Actors	348	45	42	25	150	59	27	85	112	151	31	317
	35%	34%	41%	38%	39%	24%	36%	34%	36%	34%	32%	35%
Taxi cab drivers	261	38	28	23	96	53	23	60	82	119	26	235
	26%	29%	27%	34%	25%	22%	31%	24%	27%	26%	27%	26%
Travel agents	165	20	14	9	64	41	17	59	44	63	15	150
	16%	15%	14%	14%	17%	17%	22%	24%	14%	14%	16%	16%
Airport security guards	158	32	19	8	69	17	12	42	42	74	7	151
	16%	24%	19%	12%	18%	7%	16%	17%	13%	17%	7%	17%
Chefs	54	4	7	4	21	13	5	12	15	28	2	52
	5%	3%	6%	6%	6%	5%	7%	5%	5%	6%	2%	6%
Dentists	53	3	6	0	24	13	7	17	14	22	3	50
	5%	2%	6%	-	6%	5%	9%	7%	5%	5%	3%	5%
Farmers	25	4	4	2	7	4	4	7	2	16	2	23
	2%	3%	4%	2%	2%	2%	5%	3%	1%	4%	2%	3%
Nurses	22	3	2	1	8	4	5	10	5	7	1	21
	2%	2%	2%	2%	2%	2%	7%	4%	2%	2%	1%	2%
Emergency medical technicians	21	1	3	0	7	6	5	9	4	8	0	21
	2%	1%	3%	-	2%	2%	7%	4%	1%	2%	-	2%
							ACD					

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Firefighters	12	2	2	0	2	3	3	6	2	4	1	11
	1%	1%	2%	-	1%	1%	4%	2%	1%	1%	1%	1%
							D					

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