

Q3_05. [Ambulance drivers /Paramedics] Below is a list of various groups of people in society, professions and different institutions.Please indicate the level of trustworthinessyou have for each profession or institution,on a scale from 1 to 7, where 1 means your opinion is 'Not Trustworthyat All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. If you truly have no opinion or no understanding of the item, please indicate this by checking off 'Don't know' in the space provided and move on to the next item.

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
Ambulance drivers /Paramedics																				
7 - Extremely trustworthy	905	415	490	190	144	273	179	119	556	116	93	61	362	210	64	218	348	336	706	199
	35.8%	34.3%	37.2%	28.6%	34.5%	37.0%	39.9%	45.8%	34.1%	34.8%	34.4%	36.9%	36.9%	35.0%	35.8%	42.2%	38.4%	30.8%	35.3%	37.6%
6	920	428	492	207	156	286	175	97	590	125	110	63	322	224	76	166	308	442	708	212
	36.4%	35.4%	37.4%	31.2%	37.4%	38.8%	39.0%	37.1%	36.1%	37.6%	41.0%	38.2%	32.9%	37.3%	42.2%	32.1%	34.0%	40.6%	35.5%	40.1%
5	388	203	185	133	65	105	61	24	266	52	37	13	170	95	21	62	143	183	320	68
	15.4%	16.8%	14.1%	20.1%	15.5%	14.3%	13.7%	9.2%	16.3%	15.5%	13.8%	8.2%	17.4%	15.8%	11.8%	12.1%	15.8%	16.8%	16.0%	12.9%
4	155	79	75	70	23	38	19	6	115	24	16	13	57	39	5	40	53	59	129	26
	6.1%	6.5%	5.7%	10.5%	5.4%	5.1%	4.1%	2.3%	7.1%	7.4%	5.9%	7.7%	5.8%	6.6%	2.8%	7.7%	5.9%	5.4%	6.4%	4.9%
3	31	17	15	11	6	8	4	2	21	3	1	10	13	3	2	2	13	16	31	1
	1.2%	1.4%	1.1%	1.7%	1.4%	1.1%	0.8%	1.0%	1.3%	0.9%	0.2%	6.1%	1.3%	0.5%	1.0%	0.5%	1.5%	1.5%	1.5%	0.1%
2	16	9	6	5	5	4	1	1	10	5	1	0	7	1	2	0	5	9	14	1
	0.6%	0.8%	0.5%	0.7%	1.2%	0.5%	0.3%	0.5%	0.6%	1.5%	0.2%	-	0.7%	0.2%	1.0%	-	0.5%	0.9%	0.7%	0.2%
1 - Not trustworthy at all	12	9	3	3	3	2	2	1	8	2	0	0	6	3	1	1	5	5	10	1
	0.5%	0.7%	0.2%	0.5%	0.8%	0.3%	0.5%	0.5%	0.5%	0.8%	-	-	0.6%	0.4%	0.6%	0.2%	0.6%	0.4%	0.5%	0.3%
Don't Know	100	50	50	44	16	22	8	10	65	5	12	5	44	26	8	26	31	40	79	21
	3.9%	4.1%	3.8%	6.7%	3.9%	3.0%	1.7%	3.7%	4.0%	1.5%	4.4%	2.8%	4.5%	4.3%	4.7%	5.1%	3.4%	3.7%	4.0%	3.9%
Summary																				
TopBox (7)	905	415	490	190	144	273	179	119	556	116	93	61	362	210	64	218	348	336	706	199
	35.8%	34.3%	37.2%	28.6%	34.5%	37.0%	39.9%	45.8%	34.1%	34.8%	34.4%	36.9%	36.9%	35.0%	35.8%	42.2%	38.4%	30.8%	35.3%	37.6%
Top2Box (6-7)	1825	844	982	396	299	559	354	216	1146	240	203	123	684	435	140	383	655	778	1415	411
	72.2%	69.7%	74.6%	59.8%	71.8%	75.8%	78.9%	82.9%	70.2%	72.4%	75.4%	75.1%	69.8%	72.2%	78.0%	74.4%	72.4%	71.4%	70.8%	77.7%
Top3Box (5-7)	2214	1047	1167	529	364	665	416	240	1411	292	240	137	854	530	161	445	798	961	1735	479
	87.6%	86.5%	88.7%	79.9%	87.4%	90.1%	92.5%	92.1%	86.5%	88.0%	89.2%	83.3%	87.1%	88.0%	89.8%	86.4%	88.2%	88.1%	86.8%	90.6%
Low3Box (1-3)	59	35	24	19	14	14	7	5	39	11	1	10	25	7	5	4	23	30	56	3
	2.3%	2.9%	1.8%	2.9%	3.3%	1.9%	1.6%	1.9%	2.4%	3.2%	0.5%	6.1%	2.6%	1.1%	2.7%	0.7%	2.6%	2.8%	2.8%	0.6%
Low2Box (1-2)	27	18	9	8	8	6	4	2	18	7	1	0	13	4	3	1	10	14	25	3
	1.1%	1.5%	0.7%	1.2%	1.9%	0.8%	0.8%	0.9%	1.1%	2.2%	0.2%	-	1.3%	0.6%	1.6%	0.2%	1.1%	1.3%	1.2%	0.5%
LowBox (1)	12	9	3	3	3	2	2	1	8	2	0	0	6	3	1	1	5	5	10	1
	0.5%	0.7%	0.2%	0.5%	0.8%	0.3%	0.5%	0.5%	0.5%	0.8%	-	-	0.6%	0.4%	0.6%	0.2%	0.6%	0.4%	0.5%	0.3%
Mean	6	5.9	6.1	5.8	6	6.1	6.1	6.3	5.9	5.9	6.1	5.9	6	6	6.1	6.1	6	5.9	6	6.1
			A		C	CH	CDH	CDEH	C						Q				R	
Std. Dev.	1.1	1.1	1	1.2	1.1	1	1	0.9	1.1	1.2	0.9	1.2	1.1	1	1	1	1.1	1.1	1.1	0.9
Std. Err.	0	0	0	0	0.1	0	0	0.1	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.

Q3_09. [Car salespeople] Below is a list of various groups of people in society, professions and different institutions. Please indicate the level of trustworthiness you have for each profession or institution, on a scale from 1 to 7, where 1 means your opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. If you truly have no opinion or no understanding of the item, please indicate this by checking off 'Don't know' in the space provided and move on to the next item.

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
Car salespeople																				
7 - Extremely trustworthy	23	15	8	8	6	4	2	2	17	2	1	0	11	6	2	5	7	11	18	5
	0.9%	1.2%	0.6%	1.3%	1.4%	0.5%	0.5%	0.9%	1.0%	0.6%	0.4%	-	1.2%	1.1%	1.0%	1.0%	0.7%	1.0%	0.9%	0.9%
6	87	41	45	24	10	21	17	15	50	7	5	8	34	27	5	27	26	33	59	27
	3.4%	3.4%	3.4%	3.6%	2.5%	2.8%	3.8%	5.6%	3.1%	2.0%	1.8%	5.1%	3.5%	4.4%	3.0%	5.2%	2.9%	3.0%	3.0%	5.2%
5								D								PQ			R	
	258	92	166	57	37	87	49	28	158	21	29	15	95	77	21	52	107	99	175	82
4	10.2%	7.6%	12.6%	8.6%	8.8%	11.8%	10.9%	10.8%	9.7%	6.4%	10.7%	9.5%	9.6%	12.8%	11.5%	10.0%	11.8%	9.0%	8.8%	15.6%
			A			H								I					R	
3	515	223	293	114	75	155	103	68	313	71	55	37	194	118	40	111	184	214	406	109
	20.4%	18.4%	22.2%	17.2%	18.1%	21.0%	22.9%	26.0%	19.2%	21.5%	20.3%	22.7%	19.8%	19.6%	22.2%	21.6%	20.3%	19.6%	20.3%	20.6%
2			A			C		CDH												
	612	285	327	165	111	165	109	63	398	91	67	40	216	157	40	119	217	276	482	129
1 - Not trustworthy at all	24.2%	23.5%	24.8%	24.9%	26.6%	22.3%	24.2%	24.1%	24.4%	27.4%	24.8%	24.5%	22.1%	26.1%	22.4%	23.1%	24.0%	25.3%	24.1%	24.5%
Don't Know	517	254	263	131	83	159	95	49	343	75	56	33	207	104	42	101	170	243	425	92
	20.5%	20.9%	20.0%	19.8%	19.9%	21.5%	21.2%	18.7%	21.0%	22.5%	20.7%	20.3%	21.1%	17.3%	23.4%	19.5%	18.8%	22.3%	21.3%	17.4%
	421	253	167	117	73	134	68	30	290	59	43	24	182	87	26	77	158	183	357	63
	16.6%	20.9%	12.7%	17.6%	17.5%	18.1%	15.0%	11.4%	17.8%	17.8%	15.9%	14.6%	18.6%	14.5%	14.4%	14.8%	17.5%	16.8%	17.9%	12.0%
		B		G		G			G				M						S	
	95	48	47	46	22	14	6	7	63	6	14	5	41	25	4	25	36	32	74	21
	3.8%	4.0%	3.6%	7.0%	5.3%	2.0%	1.4%	2.5%	3.9%	1.9%	5.3%	3.3%	4.2%	4.1%	2.1%	4.8%	3.9%	3.0%	3.7%	3.9%
				EFGH		EF			EF			I								
Summary																				
TopBox (7)	23	15	8	8	6	4	2	2	17	2	1	0	11	6	2	5	7	11	18	5
	0.9%	1.2%	0.6%	1.3%	1.4%	0.5%	0.5%	0.9%	1.0%	0.6%	0.4%	-	1.2%	1.1%	1.0%	1.0%	0.7%	1.0%	0.9%	0.9%
Top2Box (6-7)	109	56	54	33	16	25	19	17	67	9	6	8	46	33	7	32	33	44	78	32
	4.3%	4.6%	4.1%	4.9%	3.8%	3.3%	4.3%	6.5%	4.1%	2.6%	2.3%	5.1%	4.7%	5.5%	4.1%	6.2%	3.6%	4.0%	3.9%	6.0%
Top3Box (5-7)								E						IJ		P			R	
	367	148	219	90	53	111	68	45	224	30	35	24	140	110	28	84	140	142	253	114
Low3Box (1-3)	14.5%	12.2%	16.6%	13.5%	12.6%	15.1%	15.2%	17.3%	13.7%	9.0%	13.0%	14.6%	14.3%	18.3%	15.5%	16.2%	15.4%	13.0%	12.7%	21.6%
			A										I	IL	I				R	
Low2Box (1-2)	1549	792	758	413	267	457	272	141	1030	225	165	97	605	349	108	296	545	702	1265	285
	61.3%	65.4%	57.6%	62.3%	64.0%	61.9%	60.5%	54.2%	63.2%	67.7%	61.5%	59.4%	61.7%	57.9%	60.2%	57.4%	60.3%	64.4%	63.3%	53.9%
LowBox (1)			B			G			G	M							O	S		
	938	507	431	248	156	292	163	78	633	134	99	57	389	191	68	177	329	426	782	156
	37.1%	41.9%	32.7%	37.4%	37.5%	39.6%	36.2%	30.1%	38.8%	40.3%	36.6%	34.9%	39.7%	31.8%	37.8%	34.4%	36.3%	39.0%	39.1%	29.4%
						G			G	M			M						S	
	421	253	167	117	73	134	68	30	290	59	43	24	182	87	26	77	158	183	357	63
	16.6%	20.9%	12.7%	17.6%	17.5%	18.1%	15.0%	11.4%	17.8%	17.8%	15.9%	14.6%	18.6%	14.5%	14.4%	14.8%	17.5%	16.8%	17.9%	12.0%
				G		G			G				M						S	
Mean	3	2.9	3.2	3	2.9	3	3.1	3.3	3	2.8	3	3.1	3	3.2	3.1	3.1	3	2.9	2.9	3.3
Std. Dev.			A					CDEH						IL		Q			R	
Std. Err.	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.3	1.3	1.4	1.5	1.4	1.4	1.5	1.4	1.4	1.4	1.4
	0	0	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0	0.1	0.1	0.1	0	0	0	0.1

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.

Q3_10. [CEOs] Below is a list of various groups of people in society, professions and different institutions. Please indicate the level of trustworthiness you have for each profession or institution, on a scale from 1 to 7, where 1 means your opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. If you truly have no opinion or no understanding of the item, please indicate this by checking off 'Don't know' in the space provided and move on to the next item.

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
CEOs																				
7 - Extremely trustworthy	31	17	14	9	9	9	2	1	24	1	1	0	9	15	6	15	7	9	19	12
	1.2%	1.4%	1.1%	1.4%	2.2%	1.3%	0.5%	0.5%	1.4%	0.2%	0.4%	-	0.9%	2.5%	3.1%	2.9%	0.8%	0.8%	0.9%	2.3%
6	164	64	101	38	26	46	35	20	100	9	13	8	54	68	13	35	56	74	96	68
	6.5%	5.3%	7.6%	5.7%	6.3%	6.2%	7.7%	7.8%	6.1%	2.6%	4.8%	5.0%	5.5%	11.2%	7.3%	6.7%	6.2%	6.7%	4.8%	12.9%
5	485	189	296	128	64	141	90	62	297	57	49	33	164	150	31	87	177	219	332	153
	19.2%	15.6%	22.5%	19.3%	15.2%	19.1%	20.1%	23.9%	18.2%	17.3%	18.3%	20.2%	16.7%	25.0%	17.3%	16.8%	19.5%	20.1%	16.6%	28.9%
4	623	285	338	165	103	175	118	62	407	78	69	46	230	154	46	115	222	282	488	136
	24.7%	23.6%	25.7%	24.8%	24.6%	23.8%	26.4%	23.8%	25.0%	23.6%	25.8%	27.8%	23.4%	25.6%	25.7%	22.4%	24.5%	25.8%	24.4%	25.6%
3	416	204	212	116	79	134	51	37	292	58	51	25	173	79	30	77	148	188	355	61
	16.4%	16.8%	16.1%	17.5%	18.9%	18.1%	11.3%	14.1%	17.9%	17.4%	19.1%	15.4%	17.6%	13.1%	16.5%	15.0%	16.4%	17.2%	17.9%	11.4%
2	314	175	139	81	55	89	56	33	202	53	30	22	149	39	20	63	110	140	292	21
	12.4%	14.4%	10.6%	12.2%	13.2%	12.1%	12.4%	12.6%	12.4%	16.0%	11.2%	13.7%	15.2%	6.5%	11.0%	12.2%	12.2%	12.8%	14.6%	4.1%
1 - Not trustworthy at all	315	204	111	61	49	109	64	32	203	57	35	22	135	46	20	66	129	117	284	30
	12.5%	16.9%	8.4%	9.3%	11.7%	14.8%	14.2%	12.2%	12.4%	17.1%	12.9%	13.5%	13.8%	7.6%	11.4%	12.8%	14.2%	10.8%	14.2%	5.8%
Don't Know	179	72	106	65	33	35	33	13	107	19	20	7	67	52	14	57	56	63	132	47
	7.1%	6.0%	8.1%	9.8%	7.9%	4.7%	7.3%	5.1%	6.5%	5.7%	7.5%	4.5%	6.8%	8.6%	7.6%	11.0%	6.2%	5.7%	6.6%	8.9%
Summary																				
TopBox (7)	31	17	14	9	9	9	2	1	24	1	1	0	9	15	6	15	7	9	19	12
	1.2%	1.4%	1.1%	1.4%	2.2%	1.3%	0.5%	0.5%	1.4%	0.2%	0.4%	-	0.9%	2.5%	3.1%	2.9%	0.8%	0.8%	0.9%	2.3%
Top2Box (6-7)	195	81	115	47	35	55	37	22	123	9	14	8	63	82	19	50	63	83	115	81
	7.7%	6.7%	8.7%	7.0%	8.4%	7.5%	8.2%	8.3%	7.6%	2.8%	5.2%	5.0%	6.4%	13.7%	10.4%	9.7%	7.0%	7.6%	5.7%	15.2%
Top3Box (5-7)	681	270	411	175	99	196	127	84	420	67	63	41	227	233	50	136	240	301	447	234
	26.9%	22.3%	31.2%	26.4%	23.7%	26.6%	28.3%	32.2%	25.8%	20.1%	23.5%	25.2%	23.1%	38.7%	27.7%	26.5%	26.5%	27.6%	22.4%	44.2%
Low3Box (1-3)	1044	583	462	258	183	331	171	101	697	168	116	70	457	164	70	207	387	445	932	112
	41.3%	48.1%	35.1%	39.0%	43.8%	44.9%	37.9%	38.9%	42.7%	50.5%	43.2%	42.6%	46.6%	27.2%	38.9%	40.1%	42.8%	40.8%	46.6%	21.3%
Low2Box (1-2)	629	379	250	142	104	198	120	65	405	110	65	45	284	85	40	129	239	257	577	52
	24.9%	31.3%	19.0%	21.5%	24.9%	26.8%	26.6%	24.9%	24.8%	33.1%	24.1%	27.2%	29.0%	14.1%	22.4%	25.1%	26.4%	23.6%	28.9%	9.8%
LowBox (1)	315	204	111	61	49	109	64	32	203	57	35	22	135	46	20	66	129	117	284	30
	12.5%	16.9%	8.4%	9.3%	11.7%	14.8%	14.2%	12.2%	12.4%	17.1%	12.9%	13.5%	13.8%	7.6%	11.4%	12.8%	14.2%	10.8%	14.2%	5.8%
Mean	3.5	3.3	3.8	3.6	3.5	3.5	3.6	3.6	3.5	3.2	3.4	3.4	3.4	4.1	3.7	3.6	3.5	3.6	3.4	4.3
Std. Dev.	1.5	1.6	1.4	1.5	1.5	1.5	1.6	1.5	1.5	1.5	1.4	1.5	1.5	1.5	1.6	1.6	1.5	1.5	1.5	1.4
Std. Err.	0	0	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0	0	0.1

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.

Q3_20. [Firefighters] Below is a list of various groups of people in society, professions and different institutions. Please indicate the level of trustworthiness you have for each profession or institution, on a scale from 1 to 7, where 1 means your opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. If you truly have no opinion or no understanding of the item, please indicate this by checking off 'Don't know' in the space provided and move on to the next item.

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
Firefighters																				
7 - Extremely trustworthy	1122	512	609	231	174	336	231	150	676	143	111	76	439	265	87	273	428	416	884	237
	44.4%	42.3%	46.3%	34.9%	41.7%	45.5%	51.4%	57.5%	41.5%	43.0%	41.1%	46.7%	44.8%	44.1%	48.5%	52.9%	47.3%	38.1%	44.3%	44.9%
6	845	399	446	218	145	242	160	81	547	115	111	46	301	210	62	142	293	406	652	193
	33.4%	32.9%	33.9%	32.9%	34.7%	32.8%	35.6%	31.1%	33.5%	34.6%	41.4%	28.0%	30.7%	34.9%	34.3%	27.5%	32.4%	37.2%	32.6%	36.4%
5	289	136	154	106	50	85	37	12	210	43	28	17	122	63	16	51	91	146	241	49
	11.5%	11.2%	11.7%	16.1%	11.9%	11.5%	8.1%	4.6%	12.8%	12.8%	10.6%	10.4%	12.5%	10.4%	9.1%	9.8%	10.0%	13.4%	12.1%	9.2%
4	137	76	60	65	21	32	10	9	101	18	8	13	63	28	6	26	45	65	113	24
	5.4%	6.3%	4.6%	9.8%	5.0%	4.3%	2.3%	3.3%	6.2%	5.3%	3.0%	7.8%	6.5%	4.7%	3.4%	5.0%	4.9%	6.0%	5.6%	4.5%
3	38	28	10	7	5	18	6	4	27	6	0	7	15	9	2	5	15	17	30	9
	1.5%	2.3%	0.8%	1.0%	1.1%	2.4%	1.3%	1.4%	1.6%	1.8%	-	4.0%	1.5%	1.5%	1.3%	1.0%	1.6%	1.6%	1.5%	1.7%
2	14	7	7	2	4	8	0	0	14	1	0	0	6	6	1	0	7	6	13	1
	0.5%	0.6%	0.5%	0.3%	0.9%	1.1%	-	-	0.8%	0.4%	-	-	0.6%	0.9%	0.3%	-	0.8%	0.6%	0.7%	0.1%
1 - Not trustworthy at all	6	4	1	1	2	2	0	0	6	1	0	0	4	1	0	1	2	2	5	1
	0.2%	0.4%	0.1%	0.2%	0.6%	0.3%	-	-	0.3%	0.4%	-	-	0.4%	0.1%	-	0.2%	0.3%	0.2%	0.3%	0.1%
Don't Know	77	48	29	32	17	16	5	5	52	6	10	5	30	20	5	18	24	32	60	16
	3.0%	4.0%	2.2%	4.9%	4.1%	2.2%	1.2%	2.1%	2.1%	1.7%	3.9%	3.2%	3.0%	3.4%	3.0%	3.6%	2.6%	3.0%	3.0%	3.1%
Summary																				
TopBox (7)	1122	512	609	231	174	336	231	150	676	143	111	76	439	265	87	273	428	416	884	237
	44.4%	42.3%	46.3%	34.9%	41.7%	45.5%	51.4%	57.5%	41.5%	43.0%	41.1%	46.7%	44.8%	44.1%	48.5%	52.9%	47.3%	38.1%	44.3%	44.9%
Top2Box (6-7)	1967	911	1055	449	318	577	391	231	1223	258	222	122	740	475	149	414	721	822	1537	430
	77.8%	75.3%	80.2%	67.8%	76.4%	78.2%	87.0%	88.6%	75.0%	77.6%	82.5%	74.7%	75.5%	79.0%	82.9%	80.4%	79.7%	75.3%	76.9%	81.3%
Top3Box (5-7)	2256	1047	1209	555	368	662	428	243	1433	300	250	139	863	538	165	465	812	968	1778	478
	89.3%	86.5%	91.8%	83.8%	88.3%	89.7%	95.2%	93.2%	87.8%	90.4%	93.1%	85.0%	88.0%	89.4%	92.0%	90.2%	89.7%	88.7%	89.0%	90.5%
Low3Box (1-3)	58	39	18	10	11	27	6	4	46	9	0	7	25	15	3	6	25	26	48	10
	2.3%	3.2%	1.4%	1.5%	2.6%	3.7%	1.3%	1.4%	2.8%	2.6%	-	4.0%	2.5%	2.5%	1.6%	1.2%	2.7%	2.3%	2.4%	1.9%
Low2Box (1-2)	19	11	8	3	6	10	0	0	19	3	0	0	10	6	1	1	10	8	18	1
	0.8%	0.9%	0.6%	0.5%	1.5%	1.3%	-	-	1.2%	0.8%	-	-	1.0%	1.0%	0.3%	0.2%	1.1%	0.8%	0.9%	0.3%
LowBox (1)	6	4	1	1	2	2	0	0	6	1	0	0	4	1	0	1	2	2	5	1
	0.2%	0.4%	0.1%	0.2%	0.6%	0.3%	-	-	0.3%	0.4%	-	-	0.4%	0.1%	-	0.2%	0.3%	0.2%	0.3%	0.1%
Mean	6.1	6.1	6.2	5.9	6.1	6.1	6.4	6.4	6.1	6.1	6.3	6.1	6.1	6.2	6.3	6.3	6.2	6	6.1	6.2
Std. Dev.	1	1.1	1	1.1	1.1	1.1	0.8	0.8	1.1	1.1	0.8	1.1	1.1	1	0.9	1	1.1	1	1.1	1
Std. Err.	0	0	0	0	0	0	0	0.1	0	0.1	0	0.1	0	0	0.1	0	0	0	0	0

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.

Q3_25. [National Politicians] Below is a list of various groups of people in society, professions and different institutions. Please indicate the level of trustworthiness you have for each profession or institution, on a scale from 1 to 7, where 1 means your opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. If you truly have no opinion or no understanding of the item, please indicate this by checking off 'Don't know' in the space provided and move on to the next item.

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
National Politicians																				
7 - Extremely trustworthy	24	18	6	10	6	3	2	2	17	4	2	0	12	5	1	6	10	6	17	7
	0.9%	1.5%	0.5%	1.6%	1.4%	0.4%	0.5%	0.9%	1.0%	1.1%	0.7%	-	1.2%	0.8%	0.7%	1.2%	1.1%	0.6%	0.8%	1.3%
6		B		E					E											
	69	34	35	20	12	16	14	7	40	6	7	5	30	16	4	12	18	39	53	16
5		2.7%	2.8%	2.7%	3.0%	2.9%	2.1%	3.1%	2.8%	1.8%	2.5%	3.1%	3.1%	2.7%	2.4%	2.3%	2.0%	3.6%	2.7%	3.0%
																		P		
4	230	104	127	69	28	58	42	33	136	23	28	8	98	57	16	38	89	102	173	58
	9.1%	8.6%	9.6%	10.4%	6.6%	7.9%	9.4%	12.8%	8.3%	6.9%	10.3%	5.2%	10.0%	9.5%	9.0%	7.3%	9.9%	9.3%	8.6%	10.9%
3				D					DEH											
	453	197	256	109	76	140	83	44	293	57	53	29	173	111	30	95	160	193	349	104
2		17.9%	16.2%	19.5%	16.5%	18.2%	19.0%	18.4%	17.1%	18.0%	17.3%	19.9%	17.6%	17.6%	18.4%	16.5%	17.7%	17.7%	17.5%	19.6%
			A																	
1 - Not trustworthy at all	436	200	236	128	70	118	75	45	279	59	42	32	161	109	32	74	143	216	334	101
	17.2%	16.5%	17.9%	19.4%	16.9%	15.9%	16.6%	17.2%	17.1%	17.8%	15.7%	19.7%	16.5%	18.1%	17.7%	14.4%	15.8%	19.8%	16.7%	19.2%
Don't Know																		OP		
	506	244	262	127	79	159	95	45	336	74	57	40	181	111	43	102	180	223	419	87
Summary		20.0%	20.2%	19.9%	19.2%	19.1%	21.5%	21.2%	17.4%	22.4%	21.3%	24.4%	18.4%	18.4%	24.2%	19.7%	19.9%	20.5%	21.0%	16.5%
																		S		
TopBox (7)	708	368	340	151	128	224	127	78	463	98	69	43	282	168	47	154	276	277	575	133
	28.0%	30.4%	25.8%	22.8%	30.7%	30.3%	28.2%	30.1%	28.4%	29.7%	25.6%	26.4%	28.8%	27.9%	26.3%	29.8%	30.5%	25.4%	28.8%	25.2%
Top2Box (6-7)		B		C		C		C	C									Q		
	101	47	54	47	18	21	11	4	68	10	11	6	43	25	6	35	29	34	78	23
Top3Box (5-7)		4.0%	3.8%	4.1%	7.0%	4.2%	2.9%	2.5%	1.6%	3.0%	4.2%	3.7%	4.4%	4.1%	3.3%	6.8%	3.2%	3.1%	3.9%	4.3%
Low3Box (1-3)				EF					E									PQ		
Low2Box (1-2)	24	18	6	10	6	3	2	2	17	4	2	0	12	5	1	6	10	6	17	7
	0.9%	1.5%	0.5%	1.6%	1.4%	0.4%	0.5%	0.9%	1.0%	1.1%	0.7%	-	1.2%	0.8%	0.7%	1.2%	1.1%	0.6%	0.8%	1.3%
LowBox (1)		B		E					E											
	93	52	41	30	18	19	16	10	57	10	9	5	42	22	5	18	28	45	70	23
Mean		3.7%	4.3%	3.1%	4.6%	4.3%	2.5%	3.6%	3.7%	3.5%	3.0%	3.2%	3.1%	4.3%	3.6%	3.1%	3.5%	3.1%	4.2%	4.3%
Std. Dev.	323	155	168	99	45	77	59	43	193	33	36	14	140	79	22	56	117	147	243	80
	12.8%	12.8%	12.7%	15.0%	10.9%	10.4%	13.0%	16.6%	11.8%	9.9%	13.5%	8.3%	14.3%	13.1%	12.0%	10.9%	12.9%	13.5%	12.1%	15.2%
Std. Err.				EH					DEH											
	1650	812	838	407	278	500	297	169	1077	232	168	115	625	388	122	330	599	716	1328	322
Proportions/Mean		65.3%	67.1%	63.7%	61.5%	66.7%	67.7%	66.0%	64.8%	66.0%	62.5%	70.5%	63.7%	64.4%	68.2%	63.9%	66.2%	65.6%	66.4%	61.0%
Formulae used				C		C		C	C									S		
	1214	612	602	279	208	382	222	124	799	173	126	83	463	279	91	255	456	500	994	221
Overlap		48.1%	50.6%	45.7%	42.1%	49.8%	51.8%	49.4%	47.5%	52.0%	46.8%	50.8%	47.2%	46.3%	50.5%	49.6%	50.4%	45.8%	49.7%	41.8%
			B		C	CH	C	C	C										S	
Formulae used	708	368	340	151	128	224	127	78	463	98	69	43	282	168	47	154	276	277	575	133
	28.0%	30.4%	25.8%	22.8%	30.7%	30.3%	28.2%	30.1%	28.4%	29.7%	25.6%	26.4%	28.8%	27.9%	26.3%	29.8%	30.5%	25.4%	28.8%	25.2%
Formulae used																				
		B		C		C		C	C									Q		
Formulae used	2.7	2.7	2.8	2.9	2.6	2.6	2.7	2.8	2.7	2.6	2.8	2.6	2.7	2.7	2.7	2.6	2.7	2.8	2.7	2.9
																			R	
Formulae used	1.5	1.5	1.5	1.5	1.5	1.4	1.5	1.6	1.5	1.5	1.5	1.4	1.6	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Formulae used	0	0	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0	0.1

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.

Q3_26. [Nurses] Below is a list of various groups of people in society, professions and different institutions. Please indicate the level of trustworthiness you have for each profession or institution, on a scale from 1 to 7, where 1 means your opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. If you truly have no opinion or no understanding of the item, please indicate this by checking off 'Don't know' in the space provided and move on to the next item.

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
Nurses																				
7 - Extremely trustworthy	712	348	364	135	100	225	149	103	425	86	71	36	295	166	58	161	275	274	568	145
	28.2%	28.7%	27.7%	20.4%	23.9%	30.5%	33.2%	39.5%	26.1%	25.9%	26.3%	22.1%	30.1%	27.5%	32.4%	31.2%	30.4%	25.2%	28.4%	27.3%
						CDH	CDH	CDEH	C						K	Q	Q			
6	1028	482	546	241	177	304	191	115	651	142	125	64	382	240	75	186	378	457	802	226
	40.7%	39.8%	41.5%	36.4%	42.6%	41.1%	42.4%	44.2%	39.9%	42.7%	46.3%	39.1%	39.0%	39.8%	42.0%	36.1%	41.8%	41.9%	40.1%	42.7%
						C	C	C			L					O	O			
5	450	201	249	156	78	123	74	20	316	64	44	38	167	117	21	85	145	219	351	99
	17.8%	16.6%	18.9%	23.5%	18.6%	16.6%	16.5%	7.7%	19.4%	19.2%	16.2%	23.2%	17.0%	19.4%	11.7%	16.4%	16.0%	20.1%	17.5%	18.8%
						EFGH	G	G	EG	N	N	N					P			
4	189	101	88	72	33	46	22	15	134	19	17	17	77	47	13	44	58	84	154	34
	7.5%	8.3%	6.7%	10.9%	8.0%	6.3%	5.0%	5.6%	8.2%	5.8%	6.2%	10.1%	7.8%	7.7%	7.1%	8.5%	6.4%	7.7%	7.7%	6.5%
						EFGH			EF											
3	47	24	23	18	9	15	4	2	36	11	4	1	23	5	3	11	16	20	44	3
	1.9%	2.0%	1.8%	2.7%	2.1%	2.0%	0.8%	0.9%	2.2%	3.4%	1.6%	0.4%	2.3%	0.9%	1.7%	2.2%	1.8%	1.8%	2.2%	0.6%
						F				KM			M						S	
2	18	10	9	5	4	6	1	2	14	3	0	2	9	4	1	4	7	6	16	2
	0.7%	0.8%	0.6%	0.7%	1.1%	0.8%	0.3%	0.7%	0.8%	0.9%	-	1.2%	0.8%	0.7%	0.7%	0.8%	0.8%	0.5%	0.8%	0.4%
1 - Not trustworthy at all	17	12	5	5	4	6	1	1	14	4	1	0	4	4	4	3	7	7	13	4
	0.7%	1.0%	0.4%	0.8%	0.9%	0.7%	0.3%	0.5%	0.9%	1.1%	0.4%	-	0.5%	0.6%	2.0%	0.6%	0.8%	0.6%	0.6%	0.7%
Don't Know	66	33	33	30	12	14	7	2	41	3	8	7	24	19	4	22	18	24	50	16
	2.6%	2.8%	2.5%	4.6%	2.9%	1.9%	1.6%	0.9%	2.5%	1.0%	3.0%	4.0%	2.5%	3.2%	2.4%	4.2%	2.0%	2.2%	2.5%	3.0%
						EFGH						I		I		PQ				
Summary																				
TopBox (7)	712	348	364	135	100	225	149	103	425	86	71	36	295	166	58	161	275	274	568	145
	28.2%	28.7%	27.7%	20.4%	23.9%	30.5%	33.2%	39.5%	26.1%	25.9%	26.3%	22.1%	30.1%	27.5%	32.4%	31.2%	30.4%	25.2%	28.4%	27.3%
						CDH	CDH	CDEH	C						K	Q	Q			
Top2Box (6-7)	1740	830	910	376	277	529	340	218	1076	228	195	100	678	405	134	347	654	731	1370	370
	68.9%	68.5%	69.1%	56.8%	66.5%	71.7%	75.6%	83.7%	66.0%	68.6%	72.6%	61.2%	69.1%	67.3%	74.4%	67.3%	72.2%	67.0%	68.6%	70.0%
						C	CH	CDH	CDEFH	C	K				K					
Top3Box (5-7)	2190	1031	1159	532	355	651	414	238	1392	291	239	138	844	522	155	431	798	950	1720	470
	86.7%	85.1%	88.1%	80.3%	85.1%	88.3%	92.1%	91.4%	85.3%	87.8%	88.8%	84.3%	86.1%	86.8%	86.2%	83.7%	88.2%	87.1%	86.1%	88.8%
						A	C	CH	CDEH	C					O					
Low3Box (1-3)	82	46	36	28	17	26	6	5	64	18	5	3	35	13	8	19	30	32	73	9
	3.3%	3.8%	2.8%	4.2%	4.0%	3.6%	1.3%	2.1%	3.9%	5.5%	2.0%	1.5%	3.6%	2.2%	4.3%	3.6%	3.3%	2.9%	3.7%	1.7%
						F	F	F	F	JM									S	
Low2Box (1-2)	35	22	13	10	8	12	2	3	28	7	1	2	12	8	5	7	14	12	29	6
	1.4%	1.8%	1.0%	1.5%	1.9%	1.6%	0.5%	1.1%	1.7%	2.0%	0.4%	1.2%	1.2%	1.4%	2.7%	1.4%	1.5%	1.1%	1.5%	1.1%
LowBox (1)	17	12	5	5	4	6	1	1	14	4	1	0	4	4	4	3	7	7	13	4
	0.7%	1.0%	0.4%	0.8%	0.9%	0.7%	0.3%	0.5%	0.9%	1.1%	0.4%	-	0.5%	0.6%	2.0%	0.6%	0.8%	0.6%	0.6%	0.7%
															L					
Mean	5.8	5.8	5.9	5.6	5.7	5.9	6	6.1	5.8	5.8	5.9	5.7	5.8	5.8	5.9	5.8	5.9	5.8	5.8	5.9
Std. Dev.	1.1	1.2	1	1.2	1.1	1.1	0.9	1	1.1	1.2	1	1	1.1	1.1	1.2	1.2	1.1	1.1	1.1	1
Std. Err.	0	0	0	0	0.1	0	0	0.1	0	0.1	0.1	0.1	0	0	0.1	0.1	0	0	0	0

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.

Q6_04. [It is important to me to trust the companies that I support.] Do you agree or disagree with the following statements?

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
It is important to me to trust the companies that I support.																				
Strongly agree	811	359	451	175	133	245	168	90	503	105	77	49	323	191	65	187	307	312	643	168
	32.1%	29.7%	34.3%	26.4%	31.8%	33.2%	37.4%	34.6%	30.8%	31.7%	28.8%	29.7%	32.9%	31.8%	36.2%	36.4%	34.0%	28.6%	32.2%	31.8%
Somewhat agree			A			C	CH	C	C							Q	Q			
	1468	701	767	397	241	437	242	150	977	193	166	96	546	371	96	285	516	659	1141	327
	58.1%	57.9%	58.2%	59.9%	57.9%	59.2%	53.8%	57.8%	59.9%	58.0%	61.6%	58.9%	55.7%	61.6%	53.3%	55.2%	57.0%	60.4%	57.1%	61.8%
Somewhat disagree									F					L						
	218	128	90	78	38	49	34	19	131	30	24	16	99	33	16	37	72	108	187	31
	8.6%	10.5%	6.9%	11.8%	9.1%	6.6%	7.6%	7.2%	8.0%	9.0%	8.9%	9.9%	10.1%	5.4%	9.1%	7.2%	7.9%	9.9%	9.4%	5.8%
Strongly disagree		B		EFH						M			M						S	
	31	23	8	12	5	7	5	1	20	4	2	3	13	7	2	6	10	12	27	3
	1.2%	1.9%	0.6%	1.9%	1.2%	0.9%	1.2%	0.5%	1.2%	1.3%	0.7%	1.5%	1.3%	1.2%	1.4%	1.2%	1.1%	1.1%	1.4%	0.6%
Summary																				
TopBox (Strongly agree)	811	359	451	175	133	245	168	90	503	105	77	49	323	191	65	187	307	312	643	168
	32.1%	29.7%	34.3%	26.4%	31.8%	33.2%	37.4%	34.6%	30.8%	31.7%	28.8%	29.7%	32.9%	31.8%	36.2%	36.4%	34.0%	28.6%	32.2%	31.8%
Top2Box (Strongly/ Somewhat agree)			A			C	CH	C	C							Q	Q			
	2278	1060	1218	572	374	682	410	240	1480	298	243	145	869	562	161	472	823	971	1783	495
	90.2%	87.6%	92.5%	86.4%	89.7%	92.4%	91.2%	92.3%	90.8%	89.7%	90.4%	88.6%	88.6%	93.4%	89.5%	91.6%	91.0%	89.0%	89.3%	93.6%
Low2Box (Somewhat/ Strongly disagree)			A			CH	C	C	C					L						R
	249	150	98	90	43	56	40	20	151	34	26	19	111	40	19	43	82	120	215	34
	9.8%	12.4%	7.5%	13.6%	10.3%	7.6%	8.8%	7.7%	9.2%	10.3%	9.6%	11.4%	11.4%	6.6%	10.5%	8.4%	9.0%	11.0%	10.7%	6.4%
LowBox (Strongly disagree)		B		EFGH					E				M						S	
	31	23	8	12	5	7	5	1	20	4	2	3	13	7	2	6	10	12	27	3
	1.2%	1.9%	0.6%	1.9%	1.2%	0.9%	1.2%	0.5%	1.2%	1.3%	0.7%	1.5%	1.3%	1.2%	1.4%	1.2%	1.1%	1.1%	1.4%	0.6%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.

Q6_05. [I'll pay a little more money to support a product or service from a company I trust than a company I don't trust.] Do you agree or disagree with the following statements?

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
I'll pay a little more money to support a product or service from a company I trust than a company I don't trust.																				
Strongly agree	511	218	293	131	90	140	90	60	325	65	50	29	195	124	48	108	184	216	399	112
	20.2%	18.0%	22.3%	19.8%	21.6%	19.0%	20.0%	23.2%	19.9%	19.7%	18.7%	17.4%	19.9%	20.6%	26.9%	21.0%	20.3%	19.8%	20.0%	21.3%
Somewhat agree	1534	740	794	397	238	442	285	171	969	209	161	105	599	361	99	287	544	696	1223	310
	60.7%	61.1%	60.3%	59.9%	57.1%	59.9%	63.5%	65.7%	59.4%	63.0%	59.7%	64.0%	61.1%	60.0%	55.1%	55.7%	60.1%	63.8%	61.2%	58.7%
Somewhat disagree	399	196	203	103	73	129	69	25	272	52	52	27	143	98	27	103	140	153	312	87
	15.8%	16.2%	15.4%	15.6%	17.5%	17.4%	15.3%	9.7%	16.7%	15.7%	19.4%	16.7%	14.6%	16.2%	15.0%	19.9%	15.4%	14.1%	15.6%	16.5%
				G	G	G			G							PQ				
Strongly disagree	83	56	27	31	16	27	5	4	65	5	6	3	44	19	5	17	38	25	64	19
	3.3%	4.7%	2.0%	4.7%	3.8%	3.6%	1.2%	1.4%	4.0%	1.7%	2.2%	1.9%	4.5%	3.2%	3.0%	3.4%	4.2%	2.3%	3.2%	3.6%
Summary		B		FG	F	F			F				I				Q			
TopBox (Strongly agree)	511	218	293	131	90	140	90	60	325	65	50	29	195	124	48	108	184	216	399	112
	20.2%	18.0%	22.3%	19.8%	21.6%	19.0%	20.0%	23.2%	19.9%	19.7%	18.7%	17.4%	19.9%	20.6%	26.9%	21.0%	20.3%	19.8%	20.0%	21.3%
Top2Box (Strongly/ Somewhat agree)	2045	958	1087	528	328	582	375	231	1294	274	211	133	794	485	147	395	727	912	1622	423
	80.9%	79.2%	82.5%	79.7%	78.7%	78.9%	83.5%	88.9%	79.3%	82.6%	78.4%	81.4%	81.0%	80.6%	82.0%	76.7%	80.4%	83.6%	81.2%	80.0%
Low2Box (Somewhat/ Strongly disagree)	482	252	230	135	89	155	74	29	337	58	58	30	187	117	32	120	178	178	376	106
	19.1%	20.8%	17.5%	20.3%	21.3%	21.1%	16.5%	11.1%	20.7%	17.4%	21.6%	18.6%	19.0%	19.4%	18.0%	23.3%	19.6%	16.4%	18.8%	20.0%
				G	G	G			G							Q				
LowBox (Strongly disagree)	83	56	27	31	16	27	5	4	65	5	6	3	44	19	5	17	38	25	64	19
	3.3%	4.7%	2.0%	4.7%	3.8%	3.6%	1.2%	1.4%	4.0%	1.7%	2.2%	1.9%	4.5%	3.2%	3.0%	3.4%	4.2%	2.3%	3.2%	3.6%
		B		FG	F	F			F				I				Q			

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.

Q6_06. [When I trust a company, I tend to recommend that product or service to my friends and family.] Do you agree or disagree with the following statements?

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
When I trust a company, I tend to recommend that product or service to my friends and family.																				
Strongly agree	739	321	417	206	138	196	138	60	487	94	68	45	279	197	57	152	279	303	577	162
	29.2%	26.6%	31.7%	31.1%	33.2%	26.6%	30.8%	23.0%	29.9%	28.2%	25.1%	27.3%	28.5%	32.7%	31.5%	29.6%	30.8%	27.8%	28.9%	30.6%
Somewhat agree		A	G		EG		G		EG				J							
	1463	707	756	367	231	456	248	162	956	193	155	96	562	350	107	304	506	646	1153	311
Somewhat disagree	57.9%	58.4%	57.4%	55.4%	55.3%	61.8%	55.2%	62.1%	58.6%	58.1%	57.7%	58.6%	57.3%	58.2%	59.7%	59.0%	55.9%	59.3%	57.7%	58.7%
					CDFH															
Strongly disagree	268	146	122	71	40	74	51	32	156	39	39	19	116	42	14	51	95	120	225	43
	10.6%	12.1%	9.2%	10.8%	9.6%	10.0%	11.3%	12.2%	9.6%	11.8%	14.3%	11.4%	11.8%	6.9%	7.7%	9.9%	10.5%	11.0%	11.2%	8.2%
		B								M	MN		M							
	57	36	21	18	8	11	12	7	32	6	8	4	24	13	2	8	26	21	44	13
Strongly disagree	2.3%	2.9%	1.6%	2.8%	1.9%	1.5%	2.7%	2.7%	2.0%	1.8%	2.9%	2.7%	2.4%	2.2%	1.0%	1.6%	2.8%	1.9%	2.2%	2.4%
		B																		
Summary																				
TopBox (Strongly agree)	739	321	417	206	138	196	138	60	487	94	68	45	279	197	57	152	279	303	577	162
	29.2%	26.6%	31.7%	31.1%	33.2%	26.6%	30.8%	23.0%	29.9%	28.2%	25.1%	27.3%	28.5%	32.7%	31.5%	29.6%	30.8%	27.8%	28.9%	30.6%
Top2Box (Strongly/ Somewhat agree)		A	G		EG		G		EG				J							
	2202	1028	1173	573	369	652	386	222	1443	287	223	141	841	547	164	456	785	950	1730	472
Low2Box (Somewhat/ Strongly disagree)	87.1%	85.0%	89.1%	86.5%	88.5%	88.4%	86.0%	85.1%	88.5%	86.4%	82.8%	85.9%	85.7%	90.9%	91.2%	88.6%	86.7%	87.1%	86.6%	89.3%
			A										IJL	J						
LowBox (Strongly disagree)	325	182	143	90	48	85	63	39	188	45	46	23	140	55	16	59	120	141	269	56
	12.9%	15.0%	10.9%	13.5%	11.5%	11.6%	14.0%	14.9%	11.5%	13.6%	17.2%	14.1%	14.3%	9.1%	8.8%	11.4%	13.3%	12.9%	13.4%	10.7%
		B								M	MN		M							
	57	36	21	18	8	11	12	7	32	6	8	4	24	13	2	8	26	21	44	13
LowBox (Strongly disagree)	2.3%	2.9%	1.6%	2.8%	1.9%	1.5%	2.7%	2.7%	2.0%	1.8%	2.9%	2.7%	2.4%	2.2%	1.0%	1.6%	2.8%	1.9%	2.2%	2.4%
		B																		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.

Q6_11. [When a product or service's quality and price are similar, I tend to buy the product or service from the company I trust more.] Do you agree or disagree with the following statements?

		Gender		Age						Region						Education			Language	
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<HS	College	University	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	2527	1200	1327	620	515	761	407	224	1738	334	276	161	980	589	187	500	918	1091	2018	509
Weighted	2527	1211	1316	662	417	738	449	260	1631	332	269	164	981	602	179	515	905	1091	1998	529
When a product or service's quality and price are similar, I tend to buy the product or service from the company I trust more.																				
Strongly agree	958	442	516	228	171	274	183	102	613	129	96	53	376	244	62	186	334	434	754	204
	37.9%	36.5%	39.2%	34.4%	41.1%	37.2%	40.6%	39.3%	37.5%	38.9%	35.5%	32.1%	38.4%	40.5%	34.3%	36.1%	36.9%	39.8%	37.8%	38.6%
Somewhat agree	1388	673	715	367	215	417	243	147	907	178	156	99	531	318	106	286	501	591	1097	291
	54.9%	55.6%	54.3%	55.4%	51.5%	56.5%	54.0%	56.3%	55.6%	53.6%	58.1%	60.3%	54.2%	52.8%	58.8%	55.6%	55.4%	54.2%	54.9%	55.0%
Somewhat disagree	157	80	77	54	26	45	22	10	97	24	14	11	68	29	10	39	61	56	132	25
	6.2%	6.6%	5.9%	8.2%	6.1%	6.1%	4.9%	3.9%	5.9%	7.4%	5.2%	6.8%	6.9%	4.9%	5.8%	7.6%	6.8%	5.2%	6.6%	4.7%
Strongly disagree	24	15	8	13	6	2	2	1	15	1	3	1	6	11	2	4	8	9	14	9
	0.9%	1.3%	0.6%	2.0%	1.3%	0.3%	0.4%	0.5%	0.9%	0.2%	1.2%	0.7%	0.6%	1.8%	1.1%	0.8%	0.9%	0.8%	0.7%	1.7%
Summary				EFH	E				E					IL						R
TopBox (Strongly agree)	958	442	516	228	171	274	183	102	613	129	96	53	376	244	62	186	334	434	754	204
	37.9%	36.5%	39.2%	34.4%	41.1%	37.2%	40.6%	39.3%	37.5%	38.9%	35.5%	32.1%	38.4%	40.5%	34.3%	36.1%	36.9%	39.8%	37.8%	38.6%
Top2Box (Strongly/ Somewhat agree)	2346	1115	1231	595	386	691	425	249	1519	307	252	151	907	562	167	472	836	1025	1851	495
	92.8%	92.1%	93.5%	89.8%	92.5%	93.7%	94.6%	95.6%	93.1%	92.4%	93.6%	92.4%	92.5%	93.3%	93.1%	91.7%	92.3%	94.0%	92.6%	93.6%
Low2Box (Somewhat/ Strongly disagree)	181	95	86	68	31	47	24	11	112	25	17	12	73	40	12	43	69	65	147	34
	7.2%	7.9%	6.5%	10.2%	7.5%	6.3%	5.4%	4.4%	6.9%	7.6%	6.4%	7.6%	7.5%	6.7%	6.9%	8.3%	7.7%	6.0%	7.4%	6.4%
LowBox (Strongly disagree)	24	15	8	13	6	2	2	1	15	1	3	1	6	11	2	4	8	9	14	9
	0.9%	1.3%	0.6%	2.0%	1.3%	0.3%	0.4%	0.5%	0.9%	0.2%	1.2%	0.7%	0.6%	1.8%	1.1%	0.8%	0.9%	0.8%	0.7%	1.7%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M/N - O/P/Q - R/S Overlap formulae used.