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 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.

	Total	Income					Household Size			Children in HH		Ages of Children <18				Martial Status		
		<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*
Ambulance drivers /Paramedics																		
7 - Extremely trustworthy	365	83	53	60	40	133	2	22	341	365	0	71	64	151	208	32	288	44
	35.9%	47.9%	38.4%	35.5%	29.4%	31.8%	21.8%	43.6%	35.6%	35.9%	-	35.2%	29.3%	33.0%	40.0%	44.4%	34.1%	48.1%
		CDE													LM			T
6	377	45	43	55	58	184	3	13	361	377	0	73	85	159	197	27	327	20
	37.0%	26.0%	31.2%	32.6%	42.2%	44.0%	33.2%	26.1%	37.6%	37.0%	-	35.9%	38.9%	34.8%	37.9%	38.7%	38.6%	22.1%
					A	ABC										U	U	
5	159	15	27	41	21	56	3	11	145	159	0	35	40	90	61	4	136	17
	15.7%	8.8%	19.6%	24.3%	15.3%	13.5%	34.2%	22.2%	15.2%	15.7%	-	17.2%	18.2%	19.6%	11.8%	5.7%	16.1%	18.7%
			A	AE								N	N	N			S	S
4	66	18	9	6	11	28	1	2	63	66	0	18	20	30	31	3	57	6
	6.5%	10.4%	6.6%	3.5%	8.0%	6.8%	10.8%	4.1%	6.6%	6.5%	-	8.8%	9.1%	6.6%	6.0%	4.3%	6.8%	6.6%
		C																
3	13	1	1	3	4	5	0	0	13	13	0	0	2	9	6	2	11	0
	1.3%	0.5%	0.7%	1.7%	2.9%	1.2%	-	-	1.3%	1.3%	-	-	0.8%	1.9%	1.2%	2.8%	1.3%	-
														K				
2	3	0	2	0	0	0	0	0	3	3	0	1	1	2	0	0	3	0
	0.3%	-	1.4%	-	-	-	-	-	0.3%	0.3%	-	0.5%	0.4%	0.4%	-	-	0.3%	-
			E															
1 - Not trustworthy at all	5	0	1	0	2	3	0	0	5	5	0	2	0	2	1	0	4	0
	0.5%	-	0.7%	-	1.5%	0.7%	-	-	0.5%	0.5%	-	1.0%	-	0.4%	0.2%	-	0.5%	-
Don't Know	29	11	2	4	1	8	0	2	27	29	0	3	7	14	15	3	20	4
	2.9%	6.4%	1.4%	2.4%	0.7%	1.9%	-	4.0%	2.8%	2.9%	-	1.5%	3.2%	3.1%	2.9%	4.2%	2.4%	4.5%
		BDE																
Summary																		
TopBox (7)	365	83	53	60	40	133	2	22	341	365	0	71	64	151	208	32	288	44
	35.9%	47.9%	38.4%	35.5%	29.4%	31.8%	21.8%	43.6%	35.6%	35.9%	-	35.2%	29.3%	33.0%	40.0%	44.4%	34.1%	48.1%
		CDE													LM			T
Top2Box (6-7)	741	128	96	115	98	317	5	35	702	741	0	144	149	310	405	59	616	64
	72.9%	73.9%	69.6%	68.1%	71.5%	75.9%	55.0%	69.7%	73.2%	72.9%	-	71.1%	68.2%	67.8%	77.9%	83.0%	72.7%	70.2%
															KLM			
Top3Box (5-7)	901	143	123	156	119	373	8	46	847	901	0	179	189	399	466	63	752	81
	88.6%	82.7%	89.2%	92.4%	86.8%	89.4%	89.2%	91.9%	88.4%	88.6%	-	88.2%	86.4%	87.4%	89.7%	88.7%	88.8%	88.9%
				A		A												
Low3Box (1-3)	21	1	4	3	6	8	0	0	21	21	0	3	3	13	7	2	18	0
	2.1%	0.5%	2.8%	1.7%	4.4%	2.0%	-	-	2.2%	2.1%	-	1.4%	1.3%	2.8%	1.4%	2.8%	2.1%	-
					AE									N				
Low2Box (1-2)	8	0	3	0	2	3	0	0	8	8	0	3	1	4	1	0	7	0
	0.8%	-	2.1%	-	1.5%	0.7%	-	-	0.8%	0.8%	-	1.4%	0.4%	0.9%	0.2%	-	0.8%	-
												N						
LowBox (1)	5	0	1	0	2	3	0	0	5	5	0	2	0	2	1	0	4	0
	0.5%	-	0.7%	-	1.5%	0.7%	-	-	0.5%	0.5%	-	1.0%	-	0.4%	0.2%	-	0.5%	-
Mean	6	6.2	5.9	6	5.8	6	5.7	6.1	6	6	0	5.9	5.9	5.9	6.1	6.2	6	6.2
		DE				D									KLM	T		
Std. Dev.	1	1	1.2	1	1.2	1	1	0.9	1.1	1	0	1.1	1	1.1	1	1	1	1
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0	0	0	0.1	0.1	0.1	0	0.1	0	0.1

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.

	Total	Income					Household Size			Children in HH		Ages of Children <18				Martial Status		
		<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*
Car salespeople																		
7 - Extremely trustworthy	10	2	2	3	2	3	1	0	9	10	0	2	3	5	5	3	5	2
	1.0%	1.1%	1.5%	1.8%	1.5%	0.7%	11.1%	-	0.9%	1.0%	-	1.0%	1.4%	1.1%	1.0%	4.2%	0.6%	2.1%
																T		
6	31	8	7	6	4	8	0	3	28	31	0	10	7	15	11	3	26	2
	3.0%	4.6%	5.1%	3.5%	2.9%	1.9%	-	6.0%	2.9%	3.0%	-	4.8%	3.2%	3.3%	2.1%	4.2%	3.1%	2.2%
			E									N						
5	94	12	15	21	11	42	2	2	90	94	0	20	19	48	40	7	77	9
	9.3%	6.9%	11.0%	12.4%	8.1%	10.1%	21.7%	4.0%	9.4%	9.3%	-	9.7%	8.8%	10.6%	7.7%	9.9%	9.1%	10.0%
4	194	35	28	37	30	72	2	9	183	194	0	32	46	93	104	15	162	18
	19.1%	20.3%	20.2%	21.9%	21.7%	17.3%	23.2%	17.7%	19.1%	19.1%	-	15.7%	20.9%	20.4%	20.0%	20.8%	19.1%	19.7%
3	244	37	29	42	31	111	1	9	234	244	0	50	47	102	135	15	214	15
	24.0%	21.4%	21.0%	24.8%	22.7%	26.6%	10.8%	18.2%	24.4%	24.0%	-	24.9%	21.3%	22.4%	26.1%	20.8%	25.3%	16.4%
2	228	36	31	32	28	91	2	15	211	228	0	45	51	101	117	10	193	22
	22.4%	20.8%	22.4%	19.0%	20.4%	21.7%	22.5%	30.2%	22.0%	22.4%	-	22.5%	23.4%	22.0%	22.6%	13.8%	22.8%	24.2%
1 - Not trustworthy at all	181	24	22	28	30	84	1	9	171	181	0	38	35	78	87	13	150	16
	17.8%	13.8%	16.1%	16.6%	22.0%	20.2%	10.7%	17.9%	17.8%	17.8%	-	18.5%	15.9%	17.0%	16.7%	17.9%	17.7%	17.7%
Don't Know	35	19	4	0	1	6	0	3	32	35	0	6	11	14	20	6	20	7
	3.4%	11.0%	2.8%	-	0.7%	1.4%	-	5.9%	3.3%	3.4%	-	2.9%	5.0%	3.1%	3.9%	8.5%	2.4%	7.7%
		BCDE	C													T		T
Summary																		
TopBox (7)	10	2	2	3	2	3	1	0	9	10	0	2	3	5	5	3	5	2
	1.0%	1.1%	1.5%	1.8%	1.5%	0.7%	11.1%	-	0.9%	1.0%	-	1.0%	1.4%	1.1%	1.0%	4.2%	0.6%	2.1%
																T		
Top2Box (6-7)	41	10	9	9	6	11	1	3	37	41	0	12	10	20	16	6	31	4
	4.0%	5.7%	6.5%	5.3%	4.4%	2.6%	11.1%	6.0%	3.9%	4.0%	-	5.9%	4.6%	4.4%	3.1%	8.4%	3.7%	4.3%
			E													T		
Top3Box (5-7)	135	22	24	30	17	53	3	5	127	135	0	31	29	69	56	13	108	13
	13.3%	12.6%	17.5%	17.7%	12.4%	12.8%	32.9%	10.1%	13.3%	13.3%	-	15.5%	13.4%	15.0%	10.8%	18.3%	12.8%	14.3%
														N				
Low3Box (1-3)	653	97	82	102	90	286	4	33	616	653	0	133	133	281	339	37	557	53
	64.2%	56.0%	59.5%	60.4%	65.1%	68.5%	44.0%	66.3%	64.2%	64.2%	-	65.9%	60.6%	61.5%	65.3%	52.5%	65.8%	58.3%
						A											S	
Low2Box (1-2)	409	60	53	60	58	175	3	24	382	409	0	83	86	178	204	22	343	38
	40.2%	34.6%	38.5%	35.6%	42.4%	41.9%	33.2%	48.0%	39.8%	40.2%	-	41.0%	39.3%	39.0%	39.3%	31.7%	40.5%	41.9%
LowBox (1)	181	24	22	28	30	84	1	9	171	181	0	38	35	78	87	13	150	16
	17.8%	13.8%	16.1%	16.6%	22.0%	20.2%	10.7%	17.9%	17.8%	17.8%	-	18.5%	15.9%	17.0%	16.7%	17.9%	17.7%	17.7%
Mean	2.9	3	3.1	3.1	2.9	2.8	3.7	2.8	2.9	2.9	0	2.9	3	3	2.9	3.2	2.9	2.9
				E														
Std. Dev.	1.4	1.4	1.5	1.5	1.5	1.4	1.9	1.4	1.4	1.4	0	1.5	1.4	1.4	1.3	1.7	1.4	1.5
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.6	0.2	0	0	0	0.1	0.1	0.1	0.1	0.2	0	0.2

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.

				Income				Household Size			Children in HH			Ages of Children <18				Martial Status		
	Total	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*
CEOs																		
7 - Extremely trustworthy	17	5	5	3	3	4	1	1	15	17	0	3	5	10	8	2	13	2
	1.7%	2.9%	3.7%	1.8%	2.3%	1.0%	11.1%	2.1%	1.6%	1.7%	-	1.5%	2.3%	2.3%	1.6%	2.8%	1.6%	2.2%
			E															
6	64	10	12	14	5	25	0	5	59	64	0	19	11	29	35	5	52	7
	6.3%	5.9%	8.7%	8.3%	3.7%	6.1%	-	10.1%	6.2%	6.3%	-	9.3%	5.1%	6.4%	6.7%	7.2%	6.2%	7.7%
												L						
5	171	32	27	25	20	74	3	9	159	171	0	37	42	79	80	10	142	18
	16.8%	18.6%	19.4%	14.9%	14.6%	17.6%	33.6%	17.9%	16.6%	16.8%	-	18.5%	19.2%	17.2%	15.4%	14.0%	16.8%	19.8%
4	273	35	30	46	43	127	2	11	260	273	0	51	46	124	141	16	235	20
	26.9%	20.0%	21.8%	27.2%	31.5%	30.4%	22.6%	21.9%	27.2%	26.9%	-	25.0%	21.1%	27.1%	27.2%	22.2%	27.8%	22.0%
				A		A								L				
3	176	26	23	28	22	76	1	6	169	176	0	37	44	82	88	9	151	15
	17.3%	15.3%	16.7%	16.7%	16.0%	18.2%	10.7%	12.0%	17.6%	17.3%	-	18.1%	20.2%	18.0%	16.9%	12.2%	17.8%	16.4%
2	128	14	13	28	20	54	1	9	118	128	0	17	29	54	65	9	104	15
	12.6%	7.9%	9.4%	16.4%	14.6%	12.9%	11.3%	18.0%	12.3%	12.6%	-	8.2%	13.4%	11.9%	12.5%	12.3%	12.3%	16.3%
				A									K					
1 - Not trustworthy at all	114	21	19	16	20	46	0	3	111	114	0	25	21	43	66	7	101	4
	11.2%	12.1%	13.8%	9.5%	14.5%	11.0%	-	6.0%	11.6%	11.2%	-	12.2%	9.5%	9.4%	12.8%	9.4%	11.9%	4.5%
															M		U	
Don't Know	74	30	9	9	4	12	1	6	67	74	0	15	20	35	36	14	48	10
	7.3%	17.2%	6.5%	5.3%	2.9%	2.8%	10.7%	12.0%	7.0%	7.3%	-	7.2%	9.1%	7.7%	6.9%	19.8%	5.6%	11.0%
		BCDE	E													T		T
Summary																		
TopBox (7)	17	5	5	3	3	4	1	1	15	17	0	3	5	10	8	2	13	2
	1.7%	2.9%	3.7%	1.8%	2.3%	1.0%	11.1%	2.1%	1.6%	1.7%	-	1.5%	2.3%	2.3%	1.6%	2.8%	1.6%	2.2%
			E															
Top2Box (6-7)	82	15	17	17	8	30	1	6	75	82	0	22	16	40	43	7	66	9
	8.0%	8.8%	12.3%	10.1%	6.0%	7.1%	11.1%	12.2%	7.8%	8.0%	-	10.7%	7.4%	8.7%	8.2%	10.0%	7.7%	9.9%
Top3Box (5-7)	253	47	44	42	28	103	4	15	234	253	0	59	58	118	123	17	208	27
	24.8%	27.4%	31.8%	25.0%	20.6%	24.7%	44.7%	30.1%	24.4%	24.8%	-	29.3%	26.6%	25.9%	23.6%	24.0%	24.5%	29.7%
			D															
Low3Box (1-3)	418	61	55	72	62	176	2	18	398	418	0	78	95	179	219	24	357	34
	41.1%	35.4%	39.9%	42.6%	45.0%	42.1%	22.0%	36.0%	41.5%	41.1%	-	38.5%	43.2%	39.3%	42.2%	34.0%	42.1%	37.2%
Low2Box (1-2)	242	35	32	44	40	100	1	12	229	242	0	41	50	97	131	15	205	19
	23.8%	20.0%	23.2%	25.9%	29.0%	23.8%	11.3%	24.0%	23.9%	23.8%	-	20.4%	23.0%	21.3%	25.3%	21.8%	24.2%	20.9%
LowBox (1)	114	21	19	16	20	46	0	3	111	114	0	25	21	43	66	7	101	4
	11.2%	12.1%	13.8%	9.5%	14.5%	11.0%	-	6.0%	11.6%	11.2%	-	12.2%	9.5%	9.4%	12.8%	9.4%	11.9%	4.5%
															M		U	
Mean	3.6	3.7	3.7	3.6	3.4	3.5	4.4	3.8	3.5	3.6	0	3.7	3.6	3.6	3.5	3.6	3.5	3.8
Std. Dev.	1.5	1.6	1.7	1.5	1.5	1.4	1.5	1.6	1.5	1.5	0	1.5	1.5	1.5	1.5	1.6	1.5	1.5
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.5	0.2	0	0	0	0.1	0.1	0.1	0.1	0.2	0.1	0.2

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.

	Total	Income					Household Size			Children in HH		Ages of Children <18				Martial Status		
		<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*
Firefighters																		
7 - Extremely trustworthy	447	93	56	77	56	169	2	24	421	447	0	90	82	200	238	33	361	51
	44.0%	53.9%	40.5%	45.7%	40.4%	40.4%	22.5%	48.1%	43.9%	44.0%	-	44.4%	37.6%	43.9%	45.8%	45.9%	42.6%	56.0%
		BDE													L			T
6	346	40	51	58	50	157	2	15	330	346	0	71	78	146	175	27	295	23
	34.1%	23.4%	36.8%	34.5%	36.3%	37.6%	21.5%	30.0%	34.4%	34.1%	-	35.0%	35.8%	31.9%	33.7%	37.4%	34.8%	25.4%
			A	A	A	A												
5	122	17	18	20	18	47	3	5	114	122	0	26	34	64	53	6	105	10
	12.0%	9.9%	13.1%	12.1%	13.0%	11.3%	34.3%	9.9%	11.9%	12.0%	-	12.8%	15.5%	14.0%	10.2%	8.3%	12.4%	10.8%
													N	N				
4	47	5	7	9	4	21	0	3	44	47	0	11	16	20	22	1	43	3
	4.7%	2.9%	5.2%	5.4%	2.9%	5.1%	-	6.0%	4.6%	4.7%	-	5.4%	7.4%	4.4%	4.3%	1.5%	5.1%	3.3%
3	19	3	3	3	4	9	1	1	17	19	0	2	1	10	11	2	16	0
	1.9%	1.7%	2.2%	1.8%	3.0%	2.2%	11.0%	2.1%	1.8%	1.9%	-	1.0%	0.5%	2.2%	2.1%	2.8%	1.9%	-
2	4	0	0	0	2	3	0	0	4	4	0	0	1	3	2	0	4	0
	0.4%	-	-	-	1.5%	0.7%	-	-	0.4%	0.4%	-	-	0.4%	0.7%	0.4%	-	0.5%	-
1 - Not trustworthy at all	1	0	0	0	1	1	0	0	1	1	0	0	0	0	1	0	1	0
	0.1%	-	-	-	0.8%	0.3%	-	-	0.1%	0.1%	-	-	-	-	0.2%	-	0.1%	-
Don't Know	30	14	3	1	3	10	1	2	27	30	0	3	6	13	17	3	22	4
	3.0%	8.2%	2.2%	0.5%	2.2%	2.4%	10.7%	4.0%	2.8%	3.0%	-	1.5%	2.8%	2.9%	3.3%	4.2%	2.6%	4.5%
		BCDE																
Summary																		
TopBox (7)	447	93	56	77	56	169	2	24	421	447	0	90	82	200	238	33	361	51
	44.0%	53.9%	40.5%	45.7%	40.4%	40.4%	22.5%	48.1%	43.9%	44.0%	-	44.4%	37.6%	43.9%	45.8%	45.9%	42.6%	56.0%
		BDE													L			T
Top2Box (6-7)	793	133	107	135	106	326	4	39	751	793	0	161	161	346	413	59	655	74
	78.0%	77.4%	77.3%	80.1%	76.7%	78.1%	44.0%	78.1%	78.3%	78.0%	-	79.3%	73.4%	75.8%	79.5%	83.3%	77.4%	81.4%
Top3Box (5-7)	915	151	125	156	123	373	7	44	865	915	0	186	195	410	466	65	761	84
	90.0%	87.3%	90.4%	92.2%	89.7%	89.4%	78.3%	88.0%	90.2%	90.0%	-	92.1%	88.9%	89.8%	89.7%	91.6%	89.8%	92.3%
Low3Box (1-3)	24	3	3	3	7	13	1	1	22	24	0	2	2	13	14	2	21	0
	2.4%	1.7%	2.2%	1.8%	5.3%	3.2%	11.0%	2.1%	2.3%	2.4%	-	1.0%	0.9%	2.9%	2.7%	2.8%	2.5%	-
Low2Box (1-2)	5	0	0	0	3	4	0	0	5	5	0	0	1	3	3	0	5	0
	0.5%	-	-	-	2.3%	1.0%	-	-	0.5%	0.5%	-	-	0.4%	0.7%	0.6%	-	0.6%	-
					A													
LowBox (1)	1	0	0	0	1	1	0	0	1	1	0	0	0	0	1	0	1	0
	0.1%	-	-	-	0.8%	0.3%	-	-	0.1%	0.1%	-	-	-	-	0.2%	-	0.1%	-
Mean	6.2	6.4	6.1	6.2	6	6.1	5.5	6.2	6.2	6.2	0	6.2	6	6.1	6.2	6.3	6.1	6.4
		BDE																T
Std. Dev.	1	0.9	1	1	1.2	1.1	1.3	1	1	1	0	0.9	1	1	1	0.9	1	0.8
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.5	0.1	0	0	0	0.1	0.1	0	0	0.1	0	0.1

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.

	Total	Income					Household Size			Children in HH		Ages of Children <18				Martial Status		
		<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*
National Politicians																		
7 - Extremely trustworthy	14	5	3	2	1	4	0	0	14	14	0	5	2	8	7	2	9	2
	1.4%	2.8%	2.1%	1.2%	0.7%	1.0%	-	-	1.5%	1.4%	-	2.4%	0.9%	1.8%	1.3%	2.9%	1.1%	2.1%
6	36	3	7	7	8	18	0	2	34	36	0	12	12	20	17	3	32	1
	3.5%	1.7%	5.0%	4.0%	5.9%	4.3%	-	4.1%	3.5%	3.5%	-	5.8%	5.5%	4.4%	3.3%	4.1%	3.8%	1.2%
5	76	17	17	12	10	26	0	5	71	76	0	17	21	31	35	5	66	5
	7.5%	10.0%	12.4% E	7.2%	7.4%	6.2%	-	10.0%	7.5%	7.5%	-	8.3%	9.7%	6.7%	6.8%	7.0%	7.8%	5.5%
4	165	22	19	33	22	73	4	7	154	165	0	31	34	74	79	8	139	17
	16.2%	12.7%	13.6%	19.6%	16.0%	17.5%	44.4%	13.7%	16.1%	16.2%	-	15.3%	15.5%	16.3%	15.2%	11.0%	16.4%	18.8%
3	174	23	24	31	24	81	1	3	170	174	0	35	33	79	93	12	146	16
	17.1%	13.3%	17.4%	18.3%	17.6%	19.4%	10.7%	6.1%	17.7% G	17.1%	-	17.5%	15.1%	17.2%	18.0%	16.7%	17.3%	17.6%
2	227	28	27	40	34	96	2	15	210	227	0	40	51	106	112	14	191	21
	22.4%	16.0%	19.5%	23.6%	25.0%	23.0%	23.1%	29.9%	22.0%	22.4%	-	19.6%	23.3%	23.2%	21.6%	19.3%	22.5%	22.9%
1 - Not trustworthy at all	288	56	37	43	37	112	2	15	271	288	0	55	52	121	158	19	242	25
	28.3%	32.5%	27.1%	25.6%	26.8%	26.8%	21.8%	30.2%	28.2%	28.3%	-	27.2%	23.6%	26.5%	30.5% L	26.4%	28.6%	27.5%
Don't Know	37	19	4	1	1	7	0	3	34	37	0	8	14	18	17	9	22	4
	3.6%	10.9% BCDE	2.8%	0.6%	0.7%	1.7%	-	5.9%	3.5%	3.6%	-	3.9%	6.4% N	3.9%	3.3%	12.6% T	2.6%	4.4%
Summary																		
TopBox (7)	14	5	3	2	1	4	0	0	14	14	0	5	2	8	7	2	9	2
	1.4%	2.8%	2.1%	1.2%	0.7%	1.0%	-	-	1.5%	1.4%	-	2.4%	0.9%	1.8%	1.3%	2.9%	1.1%	2.1%
Top2Box (6-7)	50	8	10	9	9	22	0	2	48	50	0	17	14	28	24	5	41	3
	4.9%	4.6%	7.1%	5.2%	6.6%	5.3%	-	4.1%	5.0%	4.9%	-	8.2%	6.4%	6.2%	4.6%	7.0%	4.8%	3.3%
Top3Box (5-7)	126	25	27	21	19	48	0	7	119	126	0	33	35	59	59	10	107	8
	12.4%	14.6%	19.5% E	12.4%	13.9%	11.5%	-	14.1%	12.4%	12.4%	-	16.5%	16.1%	12.8%	11.4%	14.0%	12.7%	8.8%
Low3Box (1-3)	689	107	88	114	95	290	5	33	651	689	0	130	136	306	364	44	579	62
	67.8%	61.9%	64.0%	67.4%	69.4%	69.3%	55.6%	66.3%	67.9%	67.8%	-	64.3%	62.0%	67.0%	70.1% L	62.4%	68.4%	68.0%
Low2Box (1-2)	515	84	64	83	71	208	4	30	481	515	0	95	103	227	271	32	433	46
	50.6%	48.5%	46.6%	49.1%	51.8%	49.9%	44.9%	60.2%	50.2%	50.6%	-	46.8%	46.9%	49.8%	52.1%	45.7%	51.1%	50.3%
LowBox (1)	288	56	37	43	37	112	2	15	271	288	0	55	52	121	158	19	242	25
	28.3%	32.5%	27.1%	25.6%	26.8%	26.8%	21.8%	30.2%	28.2%	28.3%	-	27.2%	23.6%	26.5%	30.5% L	26.4%	28.6%	27.5%
Mean	2.7	2.6	2.9	2.8	2.7	2.7	2.8	2.5	2.7	2.7	0	2.8	2.8	2.7	2.6	2.7	2.7	2.6
Std. Dev.	1.5	1.7	1.7	1.5	1.5	1.5	1.3	1.5	1.5	1.5	0	1.7	1.6	1.6	1.5	1.7	1.5	1.5
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.4	0.2	0.1	0	0	0.1	0.1	0.1	0.1	0.2	0.1	0.2

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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.

	Total	Income					Household Size			Children in HH		Ages of Children <18				Martial Status		
		<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*
Nurses																		
7 - Extremely trustworthy	287	47	43	47	31	117	1	13	273	287	0	56	49	126	166	23	236	28
	28.2%	27.2%	31.3%	27.9%	22.8%	28.1%	10.8%	26.1%	28.5%	28.2%	-	27.8%	22.2%	27.5%	32.0% L	32.2%	27.8%	30.8%
6	413	67	53	68	61	175	5	19	389	413	0	86	84	175	197	31	349	30
	40.6%	38.6%	38.4%	40.0%	44.4%	41.9%	55.2%	37.4%	40.6%	40.6%	-	42.3%	38.4%	38.4%	37.9%	44.2%	41.2%	32.9%
5	190	28	22	38	22	78	1	10	179	190	0	38	50	94	95	9	162	18
	18.7%	16.2%	15.8%	22.4%	16.1%	18.8%	11.9%	20.3%	18.7%	18.7%	-	18.6%	22.7%	20.5%	18.3%	12.4%	19.2%	19.8%
4	79	15	13	13	15	30	1	5	73	79	0	18	24	39	36	3	65	8
	7.8%	8.7%	9.5%	7.9%	10.7%	7.2%	11.0%	10.3%	7.7%	7.8%	-	8.9%	10.9%	8.6%	7.0%	4.2%	7.7%	8.9%
3	17	3	3	1	5	10	0	0	17	17	0	3	4	9	7	0	15	2
	1.7%	1.7%	2.1%	0.6%	3.7%	2.4%	-	-	1.8%	1.7%	-	1.5%	1.8%	2.0%	1.3%	-	1.8%	2.1%
2	5	0	1	2	0	0	0	0	5	5	0	0	1	2	3	2	3	0
	0.5%	-	0.7%	1.2% E	-	-	-	-	0.5%	0.5%	-	-	0.4%	0.4%	0.6%	2.8% T	0.3%	-
1 - Not trustworthy at all	3	1	0	0	2	2	1	0	2	3	0	0	0	1	2	0	2	1
	0.3%	0.6%	-	-	1.4%	0.5%	11.1%	-	0.2%	0.3%	-	-	-	0.2%	0.4%	-	0.2%	1.1%
Don't Know	23	12	3	0	1	5	0	3	20	23	0	2	8	11	13	3	15	4
	2.3%	6.9% CDE	2.2%	-	0.7%	1.2%	-	5.9%	2.1%	2.3%	-	1.0%	3.6%	2.4% K	2.5%	4.2%	1.8%	4.4%
Summary																		
TopBox (7)	287	47	43	47	31	117	1	13	273	287	0	56	49	126	166	23	236	28
	28.2%	27.2%	31.3%	27.9%	22.8%	28.1%	10.8%	26.1%	28.5%	28.2%	-	27.8%	22.2%	27.5%	32.0% L	32.2%	27.8%	30.8%
Top2Box (6-7)	700	114	96	115	93	292	6	32	662	700	0	142	133	301	363	54	585	58
	68.8%	65.9%	69.7%	67.9%	67.3%	70.0%	66.0%	63.5%	69.1%	68.8%	-	70.1% L	60.6%	65.9%	69.9% L	76.4%	69.0%	63.7%
Top3Box (5-7)	890	142	118	153	115	371	7	42	841	890	0	179	182	394	458	63	747	76
	87.5%	82.1%	85.5%	90.3% A	83.4%	88.8% AD	77.9%	83.8%	87.8%	87.5%	-	88.7%	83.2%	86.3%	88.2%	88.8%	88.2%	83.5%
Low3Box (1-3)	25	4	4	3	7	12	1	0	24	25	0	3	5	12	12	2	20	3
	2.4%	2.3%	2.8%	1.8%	5.2%	2.9%	11.1%	-	2.5%	2.4%	-	1.5%	2.2%	2.6%	2.3%	2.8%	2.3%	3.2%
Low2Box (1-2)	8	1	1	2	2	2	1	0	7	8	0	0	1	3	5	2	5	1
	0.8%	0.6%	0.7%	1.2%	1.4%	0.5%	11.1%	-	0.7%	0.8%	-	-	0.4%	0.6%	0.9%	2.8% T	0.6%	1.1%
LowBox (1)	3	1	0	0	2	2	1	0	2	3	0	0	0	1	2	0	2	1
	0.3%	0.6%	-	-	1.4%	0.5%	11.1%	-	0.2%	0.3%	-	-	-	0.2%	0.4%	-	0.2%	1.1%
Mean	5.9	5.8	5.9	5.8	5.7	5.9 D	5.2	5.8	5.9	5.9	0	5.9 L	5.7	5.8	5.9 L	6	5.9	5.8
Std. Dev.	1	1.1	1.1	1	1.2	1	1.8	1	1	1	0	1	1	1.1	1.1	1.1	1	1.2
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.6	0.1	0	0	0	0.1	0.1	0.1	0	0.1	0	0.1

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Total	Income					Household Size			Children in HH		Ages of Children <18				Martial Status		
		<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*
It is important to me to trust the companies that I support.																		
Strongly agree	325	56	40	62	33	132	1	12	312	325	0	66	56	138	178	25	274	25
	32.0%	32.5%	28.9%	36.8%	24.2%	31.6%	11.3%	24.1%	32.6%	32.0%	-	32.6%	25.4%	30.3%	34.2%	34.8%	32.4%	27.4%
				D		D									L			
Somewhat agree	601	97	88	97	94	244	6	31	565	601	0	121	139	271	301	39	501	56
	59.1%	56.1%	63.9%	57.4%	68.5%	58.5%	66.9%	62.2%	58.9%	59.1%	-	59.8%	63.7%	59.4%	57.9%	55.5%	59.1%	61.9%
					ACE													
Somewhat disagree	80	16	10	9	8	36	1	7	72	80	0	14	21	40	37	7	63	10
	7.8%	9.1%	7.1%	5.2%	5.8%	8.7%	11.1%	13.7%	7.5%	7.8%	-	6.8%	9.5%	8.9%	7.1%	9.7%	7.5%	10.7%
Strongly disagree	11	4	0	1	2	5	1	0	10	11	0	2	3	7	4	0	9	0
	1.1%	2.2%	-	0.5%	1.5%	1.2%	10.7%	-	1.0%	1.1%	-	0.9%	1.4%	1.5%	0.7%	-	1.0%	-
Summary																		
TopBox (Strongly agree)	325	56	40	62	33	132	1	12	312	325	0	66	56	138	178	25	274	25
	32.0%	32.5%	28.9%	36.8%	24.2%	31.6%	11.3%	24.1%	32.6%	32.0%	-	32.6%	25.4%	30.3%	34.2%	34.8%	32.4%	27.4%
				D		D									L			
Top2Box (Strongly/ Somewhat agree)	926	153	128	159	128	377	7	43	877	926	0	187	195	409	478	64	775	81
	91.1%	88.7%	92.9%	94.2%	92.7%	90.1%	78.2%	86.3%	91.5%	91.1%	-	92.3%	89.1%	89.6%	92.1%	90.3%	91.5%	89.3%
Low2Box (Somewhat/ Strongly disagree)	91	20	10	10	10	41	2	7	82	91	0	16	24	47	41	7	72	10
	8.9%	11.3%	7.1%	5.8%	7.3%	9.9%	21.8%	13.7%	8.5%	8.9%	-	7.7%	10.9%	10.4%	7.9%	9.7%	8.5%	10.7%
LowBox (Strongly disagree)	11	4	0	1	2	5	1	0	10	11	0	2	3	7	4	0	9	0
	1.1%	2.2%	-	0.5%	1.5%	1.2%	10.7%	-	1.0%	1.1%	-	0.9%	1.4%	1.5%	0.7%	-	1.0%	-

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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?

		Income					Household Size			Children in HH		Ages of Children <18				Martial Status		
	Total	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*
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	206	42	27	27	24	88	0	10	196	206	0	45	34	78	117	21	169	16
	20.3%	24.3%	19.4%	16.0%	17.4%	21.0%	-	20.0%	20.5%	20.3%	-	22.3%	15.5%	17.1%	22.5%	29.1%	19.9%	17.5%
													L		LM			
Somewhat agree	608	85	87	113	80	250	7	32	570	608	0	118	133	277	306	37	510	61
	59.8%	49.1%	63.2%	67.0%	58.3%	59.9%	78.3%	64.0%	59.4%	59.8%	-	58.2%	61.0%	60.6%	59.0%	51.5%	60.2%	67.1%
			A	A		A												S
Somewhat disagree	169	37	20	22	28	68	1	8	160	169	0	31	46	84	81	10	142	13
	16.6%	21.4%	14.5%	13.0%	20.6%	16.4%	11.0%	15.9%	16.7%	16.6%	-	15.6%	20.8%	18.3%	15.5%	13.9%	16.8%	14.3%
		C																
Strongly disagree	33	9	4	7	5	11	1	0	32	33	0	8	6	18	15	4	26	1
	3.3%	5.2%	2.9%	4.1%	3.7%	2.7%	10.7%	-	3.4%	3.3%	-	3.9%	2.7%	4.0%	2.9%	5.6%	3.1%	1.1%
Summary																		
TopBox (Strongly agree)	206	42	27	27	24	88	0	10	196	206	0	45	34	78	117	21	169	16
	20.3%	24.3%	19.4%	16.0%	17.4%	21.0%	-	20.0%	20.5%	20.3%	-	22.3%	15.5%	17.1%	22.5%	29.1%	19.9%	17.5%
													L		LM			
Top2Box (Strongly/ Somewhat agree)	815	127	114	140	104	338	7	42	766	815	0	163	167	355	423	57	679	77
	80.1%	73.5%	82.6%	82.9%	75.7%	81.0%	78.3%	84.1%	79.9%	80.1%	-	80.6%	76.5%	77.7%	81.5%	80.5%	80.1%	84.6%
				A		A												
Low2Box (Somewhat/ Strongly disagree)	202	46	24	29	33	80	2	8	193	202	0	39	52	102	96	14	169	14
	19.9%	26.5%	17.4%	17.1%	24.3%	19.0%	21.7%	15.9%	20.1%	19.9%	-	19.4%	23.5%	22.3%	18.5%	19.5%	19.9%	15.4%
		CE																
LowBox (Strongly disagree)	33	9	4	7	5	11	1	0	32	33	0	8	6	18	15	4	26	1
	3.3%	5.2%	2.9%	4.1%	3.7%	2.7%	10.7%	-	3.4%	3.3%	-	3.9%	2.7%	4.0%	2.9%	5.6%	3.1%	1.1%

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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?

	Total	Income					Household Size			Children in HH		Ages of Children <18				Martial Status		
		<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*

When I trust a company, I tend to recommend that product or service to my friends and family.

	Total	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
Strongly agree	334	62	46	52	37	139	1	12	321	334	0	75	61	145	173	29	278	27
	32.8%	35.8%	33.2%	31.0%	27.1%	33.3%	11.3%	23.9%	33.5%	32.8%	-	37.1% L	27.7%	31.8%	33.4%	40.2%	32.8%	29.2%
Somewhat agree	572	89	82	101	81	232	5	35	532	572	0	112	136	255	296	33	480	55
	56.2%	51.6%	59.7%	59.5%	59.0%	55.6%	55.2%	70.1% H	55.5%	56.2%	-	55.2%	61.9%	55.8%	57.1%	47.1%	56.6%	60.9%
Somewhat disagree	95	18	10	12	16	38	2	3	90	95	0	14	21	47	41	8	76	9
	9.3%	10.4%	7.1%	7.1%	11.7%	9.2%	22.8%	6.0%	9.4%	9.3%	-	6.8%	9.5%	10.3%	7.9%	11.2%	9.0%	9.8%
Strongly disagree	17	4	0	4	3	8	1	0	16	17	0	2	2	9	8	1	14	0
	1.7%	2.2%	-	2.4%	2.2%	1.9%	10.7%	-	1.7%	1.7%	-	0.9%	0.9%	2.0%	1.6%	1.5%	1.6%	-

Summary

	Total	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	Separated/Widowed/Divorced
TopBox (Strongly agree)	334	62	46	52	37	139	1	12	321	334	0	75	61	145	173	29	278	27
	32.8%	35.8%	33.2%	31.0%	27.1%	33.3%	11.3%	23.9%	33.5%	32.8%	-	37.1% L	27.7%	31.8%	33.4%	40.2%	32.8%	29.2%
Top2Box (Strongly/ Somewhat agree)	905	151	128	153	118	372	6	47	853	905	0	187	196	401	470	62	757	82
	89.0%	87.4%	92.9%	90.5%	86.1%	88.9%	66.5%	94.0%	88.9%	89.0%	-	92.3%	89.6%	87.7%	90.5%	87.3%	89.4%	90.2%
Low2Box (Somewhat/ Strongly disagree)	112	22	10	16	19	46	3	3	106	112	0	16	23	56	49	9	90	9
	11.0%	12.6%	7.1%	9.5%	13.9%	11.1%	33.5%	6.0%	11.1%	11.0%	-	7.7%	10.4%	12.3%	9.5%	12.7%	10.6%	9.8%
LowBox (Strongly disagree)	17	4	0	4	3	8	1	0	16	17	0	2	2	9	8	1	14	0
	1.7%	2.2%	-	2.4%	2.2%	1.9%	10.7%	-	1.7%	1.7%	-	0.9%	0.9%	2.0%	1.6%	1.5%	1.6%	-

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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?

	Total	Income <$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	> $80K+	Household Size 1	2	3+	Children in HH Yes	No	Ages of Children <18 <3	Three to five	Six to eleven	Twelve to seventeen	Martial Status Single	Married	Separated/Widowed/Divorced
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	S	T	U
Base: All respondents	1017	173	138	169	137	417	9	50	958	1017	0	205	220	455	517	72	846	91
Weighted	1017	173	138	169	138	418	9**	50*	959	1017	-**	202	219	457	519	71*	847	91*
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	429	71	62	70	48	178	2	20	408	429	0	74	73	182	243	33	359	35
	42.2%	41.0%	45.0%	41.6%	34.5%	42.5%	22.0%	39.9%	42.5%	42.2%	-	36.6%	33.2%	39.8%	46.8%	45.8%	42.4%	38.1%
						D								L	KLM			
Somewhat agree	518	82	69	88	81	220	3	24	491	518	0	119	130	239	248	29	438	48
	50.9%	47.5%	50.0%	51.8%	58.9%	52.7%	33.4%	48.0%	51.2%	50.9%	-	59.0%	59.6%	52.3%	47.8%	41.5%	51.7%	53.1%
					A							N	MN					
Somewhat disagree	59	16	6	10	7	17	4	5	50	59	0	7	13	30	23	8	43	7
	5.8%	9.3%	4.3%	5.9%	5.1%	4.1%	44.6%	10.1%	5.2%	5.8%	-	3.4%	5.9%	6.6%	4.5%	11.3%	5.1%	7.6%
		E														T		
Strongly disagree	11	4	1	1	2	3	0	1	10	11	0	2	3	6	5	1	7	1
	1.1%	2.2%	0.7%	0.6%	1.4%	0.7%	-	2.0%	1.0%	1.1%	-	1.0%	1.4%	1.3%	1.0%	1.4%	0.8%	1.2%
Summary																		
TopBox (Strongly agree)	429	71	62	70	48	178	2	20	408	429	0	74	73	182	243	33	359	35
	42.2%	41.0%	45.0%	41.6%	34.5%	42.5%	22.0%	39.9%	42.5%	42.2%	-	36.6%	33.2%	39.8%	46.8%	45.8%	42.4%	38.1%
						D								L	KLM			
Top2Box (Strongly/ Somewhat agree)	947	153	131	158	129	398	5	44	898	947	0	193	203	421	491	62	797	83
	93.1%	88.5%	95.0%	93.5%	93.4%	95.2%	55.4%	87.9%	93.7%	93.1%	-	95.6%	92.7%	92.1%	94.6%	87.3%	94.1%	91.2%
			A			A											S	
Low2Box (Somewhat/ Strongly disagree)	70	20	7	11	9	20	4	6	60	70	0	9	16	36	28	9	50	8
	6.9%	11.5%	5.0%	6.5%	6.6%	4.8%	44.6%	12.1%	6.3%	6.9%	-	4.4%	7.3%	7.9%	5.4%	12.7%	5.9%	8.8%
		BE														T		
LowBox (Strongly disagree)	11	4	1	1	2	3	0	1	10	11	0	2	3	6	5	1	7	1
	1.1%	2.2%	0.7%	0.6%	1.4%	0.7%	-	2.0%	1.0%	1.1%	-	1.0%	1.4%	1.3%	1.0%	1.4%	0.8%	1.2%

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/T/U Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing