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.

				Income			H	lousehold Siz	9	Childre	n in HH		Ages of Cl	nildren <18			Martial Statu	Separated/W
			\$40K to	\$60K to	\$80K to										Twelve to			idowed/Divo
	Total	<\$40K A	<\$60K B	<\$80K C	<\$100K D	> \$80K+ E	1 F	2 G	3+ H	Yes	No J	<3 K	Three to five	Six to eleven M	seventeen N	Single S	Married	rced 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																		
	365	83	53	60	40	133	2	22	341	365	0	71	64	151	208	32	288	44
7 - Extremely trustworthy	35.9%	47.9% CDE	38.4%	35.5%	29.4%	31.8%	21.8%	43.6%	35.6%	35.9%	-	35.2%	29.3%	33.0%	40.0% LM	44.4%	34.1%	48.1% T
	377	45	43	55	58	184	3	13	361	377	0	73	85	159	197	27	327	20
6	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%
					Α	ABC										U	U	
5	159	15	27	41	21	56	3	11	145	159	0	35	40	90	61	5.70/	136	17
3	15.7%	8.8%	19.6% A	24.3% AE	15.3%	13.5%	34.2%	22.2%	15.2%	15.7%	-	17.2% N	18.2% N	19.6% N	11.8%	5.7%	16.1% S	18.7% S
	66	18	9	6	11	28	1	2	63	66	0	18	20	30	31	3	57	6
4	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%
	40	С	4	0	4	-	0	0	40	40	0	0	0		0		44	
3	13	1 0.5%	0.7%	3 1.7%	4 2.9%	5 1.2%	0	0	13	13 1.3%	0	0	0.8%	9	6 1.2%	2.8%	11	0
	1.576	0.576	0.776	1.770	2.576	1.2 /0		-	1.570	1.576	-	-	0.076	K	1.276	2.076	1.570	+
	3	0	2	0	0	0	0	0	3	3	0	1	1	2	0	0	3	0
2	0.3%		1.4%		-	-	-		0.3%	0.3%	-	0.5%	0.4%	0.4%	-	•	0.3%	-
	5	0	E 1	0	2	3	0	0	5	5	0	2	0	2	1	0	4	0
1 - Not trustworthy at all	0.5%	-	0.7%	-	1.5%	0.7%	-	-	0.5%	0.5%	-	1.0%	-	0.4%	0.2%	-	0.5%	-
•	3,3,0									0.070		,		<b>,</b>	0.2,0		0.070	
	29	11	2	4	1	8	0	2	27	29	0	3	7	14	15	3	20	4
Don't Know	2.9%	6.4% BDE	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%
Summary		DDL																
-	365	83	53	60	40	133	2	22	341	365	0	71	64	151	208	32	288	44
TopBox (7)	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%
	741	CDE 128	96	115	98	317	5	35	702	741	0	144	149	310	LM 405	59	616	T 64
Top2Box (6-7)	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%
							33.37			1 = 10 / 10			00.270	011070	KLM		, ,	
	901	143	123	156	119	373	8	46	847	901	0	179	189	399	466	63	752	81
Top3Box (5-7)	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%
	21	1	4	A 3	6	A 8	0	0	21	21	0	3	3	13	7	2	18	0
Low3Box (1-3)	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
LUWZDUX (1-Z)	0.8%	-	2.1%	-	1.5%	0.7%	-	-	0.8%	0.8%	-	1.4% N	0.4%	0.9%	0.2%	-	0.8%	-
	5	0	1	0	2	3	0	0	5	5	0	2	0	2	1	0	4	0
LowBox (1)	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 T	6	6.2
Std. Dev.	1	DE 1	1.2	1	1.2	D 1	1	0.9	1.1	1	0	1.1	1	1.1	KLM 1	T	1	1
Std. Err.	0	0.1	0.1	0.1	0.1	0.1	0.3	0.9	0	0	0	0.1	0.1	0.1	0	0.1	0	0.1

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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.

				Income			F	lousehold Siz	e	Childre	n in HH		Ages of C	hildren <18			Martial Statu	s
																		Separated/W
	Total	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	> \$80K+	4	2	3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	idowed/Divo rced
	rotar	A	В	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																		
	10	2	2	3	2	3	1	0	9	10	0	2	3	5	5	3	5	2
7 - Extremely trustworthy	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%
	31	8	7	6	4	8	0	3	28	31	0	10	7	15	11	T 3	26	2
6	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%
	0.070	1.070	E	0.070	2.070	1.070		0.070	2.070	0.070		N	0.270	0.070	2.170	11.270	0.170	2.270
	94	12	15	21	11	42	2	2	90	94	0	20	19	48	40	7	77	9
5	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%
		0.5		0.7		70			400	404			40		404		400	
4	194 19.1%	35 20.3%	28 20.2%	37 21.9%	30 21.7%	72 17.3%	23.2%	9 17.7%	183 19.1%	194 19.1%	-	32 15.7%	46 20.9%	93 20.4%	104 20.0%	15 20.8%	162 19.1%	18 19.7%
- T	19.1%	20.5%	20.2%	∠1.9%	21.7%	17.5%	23.2%	17.7%	19.1%	19.7%	-	15.7%	20.9%	∠∪.4%	20.0%	∠∪.8%	19.1%	19.7%
	244	37	29	42	31	111	1	9	234	244	0	50	47	102	135	15	214	15
3	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%
	228	36	31	32	28	91	2	15	211	228	0	45	51	101	117	10	193	22
2	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%
	181	24	22	28	30	84	1	9	171	181	0	38	35	78	87	13	150	16
1 - Not trustworthy at all	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%
The deciment y at all	17.076	13.070	10.176	10.078	22.076	20.270	10.7 78	17.570	17.076	17.076		10.576	13.376	17.078	10.7 76	17.570	17.770	17.770
	35	19	4	0	1	6	0	3	32	35	0	6	11	14	20	6	20	7
Don't Know	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	С													Т		Т
Summary	10	2	0	3	2	3		0	9	40	0	2	3	5	5	3	5	
TopBox (7)	1.0%	1.1%	1.5%	1.8%	1.5%	0.7%	1 11.1%	-	0.9%	10 1.0%	-	1.0%	1.4%	1.1%	1.0%	4.2%	0.6%	2.1%
	1.076	1.170	1.576	1.070	1.576	0.770	11.176	,	0.576	1.076		1.076	1.470	1.170	1.076	T.270	0.078	2.170
	41	10	9	9	6	11	1	3	37	41	0	12	10	20	16	6	31	4
Top2Box (6-7)	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 12.6%	24	30	17 12.4%	53	3 32.9%	5	127	135 13.3%	0 -	31 15.5%	29 13.4%	69	56 10.8%	13	108	13 14.3%
торовох (3-7)	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% N	10.8%	18.3%	12.8%	14.3%
	653	97	82	102	90	286	4	33	616	653	0	133	133	281	339	37	557	53
Low3Box (1-3)	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%
						Α											S	
L 200 D 20 (4.0)	409	60	53	60	58	175	3	24	382	409	0	83	86	178	204	22	343	38
Low2Box (1-2)	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%
	181	24	22	28	30	84	1	9	171	181	0	38	35	78	87	13	150	16
LowBox (1)	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%
•																		
Maria	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
Mean				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

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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 '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			ŀ	lousehold Siz	e	Childre	n in HH		Ages of C	hildren <18			Martial Status	Separated/V
	Total	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	> \$80K+	1		3+	Yes	No	<3	Three to five	Six to eleven	Twelve to seventeen	Single	Married	idowed/Divo
		А	В	С	D	E	F	G	Н	I	J	K	L	М	N	S	Т	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																		
	17	5	5	3	3	4	1	1	15	17	0	3	5	10	8	2	13	2
7 - Extremely trustworthy	1.7%	2.9%	3.7% E	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%
	64	10	12	14	5	25	0	5	59	64	0	19	11	29	35	5	52	7
6	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						
	171	32	27	25	20	74	3	9	159	171	0	37	42	79	80	10	142	18
5	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%
	273	35	30	46	43	127	2	11	260	273	0	51	46	124	141	16	235	20
4	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	Α								L				
	176	26	23	28	22	76	1	6	169	176	0	37	44	82	88	9	151	15
3	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%
	128	14	13	28	20	54	1	9	118	128	0	17	29	54	65	9	104	15
2	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%
	12.070	7.070	0.170	A	111070	12.070	11.070	10.070	12.070	12.070		0.270	K	11.070	12.070	12.070	12.070	10.070
	114	21	19	16	20	46	0	3	111	114	0	25	21	43	66	7	101	4
1 - Not trustworthy at all	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%
	74	30	9	9	4	12	1	6	67	74	0	15	20	35	M 36	14	U 48	10
Don't Know	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%
2011 141011	7.576	BCDE	E	3.376	2.570	2.070	10.776	12.070	7.076	7.576	-	1.270	9.176	1.170	0.976	T	3.076	T
Summary																		
•	17	5	5	3	3	4	1	1	15	17	0	3	5	10	8	2	13	2
TopBox (7)	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 8.0%	15 8.8%	17 12.3%	17 10.1%	8 6.0%	30 7.1%	1	6 12.2%	75 7.8%	82 8.0%	0	22 10.7%	16	40 8.7%	43 8.2%	7 10.0%	66 7.7%	9.9%
Торавох (6-7)	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%
	253	47	44	42	28	103	4	15	234	253	0	59	58	118	123	17	208	27
Top3Box (5-7)	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															
	418	61	55	72	62	176	2	18	398	418	0	78	95	179	219	24	357	34
Low3Box (1-3)	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%
	242	35	32	44	40	100	1	12	229	242	0	41	50	97	131	15	205	19
Low2Box (1-2)	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%
-	114	21	19	16	20	46	0	3	111	114	0	25	21	43	66	7	101	4
LowBox (1)	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%
															М		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
	1.5	4.0	4.7	4.5	4.5	4.4	4.5	4.0	4.5	4.5		4.5	4.5	4.5	4.5	4.0	4.5	4.5
Std. Dev.	1.5	1.6 0.1	1.7 0.1	1.5 0.1	1.5 0.1	1.4 0.1	1.5 0.5	1.6 0.2	1.5	1.5 0	0	1.5 0.1	1.5 0.1	1.5 0.1	1.5 0.1	1.6 0.2	1.5 0.1	1.5 0.2
Std. Err.	U	U.T					•	0.2 ase (under 30)		-	U	0.1	0.1	0.1	U.T	0.2	U.T	U.Z

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.

				Income			F	Household Siz	е	Childre	n in HH		Ages of C	hildren <18			Martial Statu	
			\$40K to	\$60K to	\$80K to										Twelve to			Separated/Widowed/Divo
	Total	<\$40K	<\$60K	<\$80K	<\$100K	> \$80K+	1		3+	Yes	No	<3	Three to five	Six to eleven		Single	Married	rced
		Α	В	С	D	Е	F	G	Н	I	J	K	L	М	N	S	Т	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			50		50	400			404				00	000	000		004	
7 - Extremely trustworthy	447	93 53.9%	56 40.5%	77 45.7%	56 40.4%	169 40.4%	2 22.5%	24 48.1%	421 43.9%	447 44.0%	0 -	90 44.4%	82 37.6%	200 43.9%	238 45.8%	33 45.9%	361 42.6%	51 56.0%
7 Extremely dustworthy	44.0%	53.9% BDE	40.5%	45.7%	40.4%	40.4%	22.5%	40.1%	43.9%	44.0%	-	44.4%	37.0%	43.9%	45.6% L	45.9%	42.0%	56.0% T
	346	40	51	58	50	157	2	15	330	346	0	71	78	146	175	27	295	23
6	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	Α	Α												
_	122	17	18	20	18	47	3	5	114	122	0	26	34	64	53	6	105	10
5	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%
	47	5	7	9	4	21	0	3	44	47	0	11	N 16	N 20	22	1	43	3
4	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%
			575	511,5	3.070	511,15		3.0,0		,		91170	,	,		,.	3,0	0.0,0
	19	3	3	3	4	9	1	1	17	19	0	2	1	10	11	2	16	0
3	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 0.4%	0	0	1 0.407	3	2	0	0.5%	0
2	0.4%	-	-	-	1.5%	0.7%	-	-	0.4%	0.4%	-	-	0.4%	0.7%	0.4%	-	0.5%	-
	1	0	0	0	1	1	0	0	1	1	0	0	0	0	1	0	1	0
1 - Not trustworthy at all	0.1%		-	-	0.8%	0.3%	-	-	0.1%	0.1%	-	-	-	-	0.2%	-	0.1%	-
	30	14	3	1	3	10	1	2	27	30	0	3	6	13	17	3	22	4
Don't Know	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%
Summary		BCDE																
Summary	447	93	56	77	56	169	2	24	421	447	0	90	82	200	238	33	361	51
TopBox (7)	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			Т
	793	133	107	135	106	326	4	39	751	793	0	161	161	346	413	59	655	74
Top2Box (6-7)	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%
	915	151	125	156	123	373	7	44	865	915	0	186	195	410	466	65	761	84
Top3Box (5-7)	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%
1 - 1	20.070			02.270			10.070	00.070	00.270				00.070	001070	2211,12			
	24	3	3	3	7	13	1	1	22	24	0	2	2	13	14	2	21	0
Low3Box (1-3)	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%	-
			1										1				l	<b>_</b> '
Low2Box (1-2)	5	0	0	0	3 2.3%	1.0%	- 0	0 -	5 0.5%	5	0	0 -	1 0.49/	3 0.7%	3	0 -	5 0.6%	0 -
LOW2DOX (1-2)	0.5%	-	-	-	2.3% A	1.0%	-	-	0.5%	0.5%	-	<del>-</del> -	0.4%	0.7%	0.6%	-	0.6%	+
	1	0	0	0	1	1	0	0	1	1	0	0	0	0	1	0	1	0
LowBox (1)	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																Т
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

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.

Date Al regordents																			
Part								H	lousehold Size	e	Children	n in HH		Ages of C	hildren <18			Martial Status	Separated/W
Description   1017   173   138   139		Total		<\$60K	<\$80K	<\$100K			_		Yes					seventeen			idowed/Divo rced
Notice   10   10   10   10   10   10   10   1	Dage: All respondents	4047									1017								
Note	· · · · · · · · · · · · · · · · · · ·																		
P - Chambely humowordy   14		1017	173	130	109	130	410	9	30	959	1017		202	219	457	319		047	91
Part	National Politicians	14	5	3	2	1	4	0	0	1.4	14	0	5	2	8	7	2	9	2
8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	7 - Extremely trustworthy													_	-				2.1%
8		36	3	7	7	8	18	0	2	34	36	0	12	12	20	17	3	32	1
5 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	6																		1.2%
5   1   1   1   1   1   1   1   1   1		76	17	17	12	10	26	0	5	71	76	0	17	21	31	35	5	66	5
165   167   179   130   130   179   130   130   179   140   150	5			12.4%															5.5%
3				19										_					17
3	4	16.2%	12.7%	13.6%	19.6%	16.0%	17.5%	44.4%	13.7%	16.1%	16.2%	<u> </u>	15.3%	15.5%	16.3%	15.2%	11.0%	16.4%	18.8%
227 28 27 40 34 96 2 15 20 27 0 40 51 106 112 14 191 22 2 286 16.0% 19.5% 23.0															_				16
224%   19.0%   19.5%   23.6%   25.0%   23.0%   23.0%   23.1%   29.9%   22.0%   2.0%   -   19.0%   23.3%   23.2%   21.6%   19.3%   22.5%   22.9%   23.0	3	17.1%	13.3%	17.4%	18.3%	17.6%	19.4%	10.7%	6.1%		17.1%	-	17.5%	15.1%	17.2%	18.0%	16.7%	17.3%	17.6%
1-Not frustworthy at all  288 56 37 43 37 112 2 115 271 288 0 55 55 2 121 158 19 242 25 25 28 37												0		_					21
1-Not instworthy at all  28.3%	2	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%
DON'S MANUAL MAN												0							25
DOIL NOW   Second Sec	1 - Not trustworthy at all	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%		26.4%	28.6%	27.5%
Sumany  TopBox (7)  14  5  8  14  5  3  2  14  0  0  14  14  0  15  16  17  17  17  18  18  18  18  18  19  19  10  18  18  18  18  18  18  18  18  18								0			37	0		14					4
TopBox (7)  144 5 3 2 1 4 0 0 0 1 14 14 0 5 5 2 8 7 2 9 2  150 8 10 9 9 9 22 0 2 18 0 0 17 14 28 24 5 41 3 3  150 8 10 9 9 9 22 0 2 48 50 0 17 14 28 24 5 41 3  150 8 10 9 9 9 6 6% 5 3% 5 41 8 19 10 10 10 10 10 10 10 10 10 10 10 10 10	Don't Know	3.6%		2.8%	0.6%	0.7%	1.7%	-	5.9%	3.5%	3.6%	-	3.9%		3.9%	3.3%		2.6%	4.4%
TopBox (7)  1.4% 2.8% 2.1% 1.2% 0.7% 1.0% 1.0% 2.1% 2.1% 2.1% 2.1% 2.1% 2.1% 2.1% 2.1	Summary																		
Top2Box (6-7)    Top2Box (6-7)		14	5	3	2	1	4	0	0	14	14	0	5	2	8	7	2	9	2
Top2Box (6-7)  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°  7.0%  4.8%  7.0%  8.8%  1.0%	TopBox (7)	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%
Top3Box (5-7)  126						-		0				0			-				3
Top3Box (5-7)    12.4%	Top2Box (6-7)	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%
E		126	25	27	21	19	48	0	7	119	126	0	33	35	59	59	10	107	8
Low3Box (1-3)	Top3Box (5-7)	12.4%	14.6%		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%
Low2Box (1-2)    Sin		689	107		114	95	290	5	33	651	689	0	130	136	306	364	44	579	62
LowZBox (1-2)	Low3Box (1-3)	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%		62.4%	68.4%	68.0%
Low2Box (1-2)		515	84	64	83	71	208	4	30	481	515	0	95	103	227		32	433	46
LowBox (1) 28.3% 32.5% 27.1% 25.6% 26.8% 26.8% 26.8% 21.8% 30.2% 28.2% 28.3% - 27.2% 23.6% 26.5% 30.5% 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 2.8 2.7 2.6 2.7 2.7 2.6    Std. Dev. 1.5 1.7 1.7 1.5 1.5 1.5 1.5 1.3 1.5 1.5 1.5 1.5 1.5 0 1.7 1.6 1.6 1.6 1.5 1.7 1.5 1.5 1.5 1.5	Low2Box (1-2)							44.9%											50.3%
LowBox (1) 28.3% 32.5% 27.1% 25.6% 26.8% 26.8% 26.8% 21.8% 30.2% 28.2% 28.3% - 27.2% 23.6% 26.5% 30.5% 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 2.8 2.7 2.6 2.7 2.7 2.6    Std. Dev. 1.5 1.7 1.7 1.5 1.5 1.5 1.5 1.3 1.5 1.5 1.5 1.5 1.5 0 1.7 1.6 1.6 1.6 1.5 1.7 1.5 1.5 1.5 1.5		288	56	37	43	37	112	2	15	271	288	0	55	52	121	158	19	242	25
Mean 27 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 2.7 2.7 2.6 2.7 2.7 2.8 2.8 2.7 2.7 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.8 2.7 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8 2.8	LowBox (1)				25.6%									_		30.5%			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		2.7	2.7	2.6
	Std Dev	1.5	1.7	1.7	1.5	1.5	1.5	13	1.5	1.5	1.5	0	1.7	1.6	16	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   0.5	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

13-087752-01-03 - Most Trusted Brands Detailed Tables

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.

				Income			ŀ	lousehold Siz	е	Childre	n in HH		Ages of C	hildren <18			Martial Statu	
			\$40K to	\$60K to	\$80K to										Twelve to			Separated/W idowed/Divo
	Total	<\$40K	<\$60K	<\$80K	<\$100K	> \$80K+	1	2	3+	Yes	No	<3	Three to five	Six to eleven		Single	Married	rced
		A	В	С	D	E	F	G	Н	1	J	K	L	M	N	S	T	U
Base: All respondents Weighted	1017 1017	173 173	138 138	169 169	137 138	417 418	9 9**	50 50*	958 959	1017 1017	0 _**	205 202	220 219	455 457	517 519	72 71*	846 847	91 91*
Nurses	1017	173	130	109	130	410	9	30	909	1017	-	202	219	437	519	71	047	91
Nurses	287	47	43	47	31	117	1	13	273	287	0	56	49	126	166	23	236	28
7 - Extremely trustworthy	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%
	413	67	53	68	61	175	5	19	389	413	0	86	84	175	197	31	349	30
6	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%
	190	28	22	38	22	78	1	10	179	190	0	38	50	94	95	9	162	18
5	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%
	79	15	13	13	15	30	1	5	73	79	0	18	24	39	36	3	65	8
4	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 1.7%	3 1.7%	3 2.1%	1 0.6%	5 3.7%	10 2.4%	0	0	17 1.8%	17 1.7%	0	3 1.5%	4 1.8%	9 2.0%	7 1.3%	0	15 1.8%	2 2.1%
3			2.1%							1.7%			1.0%					
2	5 0.5%	0	0.7%	1.2%	0	0	0	0 -	5 0.5%	5 0.5%	0	0 -	0.4%	0.4%	3 0.6%	2.8%	0.3%	0
2		-		1.2% E			-					-	0.4%	0.4%		Т		
4. Netto-et-cethoret ell	3	1	0	0	2	2	1	0	2	3	0	0	0	1	2	0	2	1
1 - Not trustworthy at all	0.3%	0.6%	-	-	1.4%	0.5%	11.1%	-	0.2%	0.3%	-	-	-	0.2%	0.4%	-	0.2%	1.1%
5 114	23	12	3	0	1	5	0	3	20	23	0	2	8	11	13	3	15	4
Don't Know	2.3%	6.9% CDE	2.2%	-	0.7%	1.2%	-	5.9%	2.1%	2.3%	-	1.0%	3.6% K	2.4%	2.5%	4.2%	1.8%	4.4%
Summary												1						
TopBox (7)	287 28.2%	47 27.2%	43 31.3%	47 27.9%	31 22.8%	117 28.1%	1 10.8%	13 26.1%	273 28.5%	287 28.2%	0 -	56 27.8%	49 22.2%	126 27.5%	166 32.0%	23 32.2%	236 27.8%	28 30.8%
-1 - 1,				27.570			10.070								L			
Tangpay (6.7)	700	114	96	115	93	292	6	32	662	700	0	142	133	301	363	54	585	58
Top2Box (6-7)	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%
	890	142	118	153	115	371	7	42	841	890	0	179	182	394	458	63	747	76
Top3Box (5-7)	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%
	25	4	4	3	7	12	1	0	24	25	0	3	5	12	12	2	20	3
Low3Box (1-3)	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%
	8	1	1	2	2	2	1	0	7	8	0	0	1	3	5	2	5	1
Low2Box (1-2)	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%
	3	1	0	0	2	2	1	0	2	3	0	0	0	1	2	0	2	1
LowBox (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	5.2	5.8	5.9	5.9	0	5.9	5.7	5.8	5.9	6	5.9	5.8
Std. Dev.	1	1.1	1.1	1	1.2	D 1	1.8	1	1	1	0	L 1	1	1.1	1.1	1.1	1	1.2
Std. Dev.	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

 $Q6\_04. \ [It is important to me to trust the companies that I support.] Do you agree or disagree with the following statements?$ 

				Income			ı	lousehold Siz	:e	Childre	n in HH		Ages of C	hildren <18			Martial Statu	s
	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	Single	Married	Separated/W idowed/Divo rced
		Α	В	С	D	Е	F	G	Н	I	J	K	L	M	N	S	Т	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.																		
	325	56	40	62	33	132	1	12	312	325	0	66	56	138	178	25	274	25
Strongly agree	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			
	601	97	88	97	94	244	6	31	565	601	0	121	139	271	301	39	501	56
Somewhat agree	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													
	80	16	10	9	8	36	1	7	72	80	0	14	21	40	37	7	63	10
Somewhat disagree	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%
	11	4	0	1	2	5	1	0	10	11	0	2	3	7	4	0	9	0
Strongly disagree	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%	-
3, 113 11	,			0.0,0	,					,.		0.070	,				,.	
Summary																		
	325	56	40	62	33	132	1	12	312	325	0	66	56	138	178	25	274	25
TopBox (Strongly agree)	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			
	926	153	128	159	128	377	7	43	877	926	0	187	195	409	478	64	775	81
Top2Box (Strongly/ Somewhat agree)	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%
	91	20	10	10	10	41	2	7	82	91	0	16	24	47	41	7	72	10
Low2Box (Somewhat/ Strongly disagree)	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%
	11	4	0	1	2	5	1	0	10	11	0	2	3	7	4	0	9	0
LowBox (Strongly disagree)	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%	-

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			ı	lousehold Siz	9	Childre	n in HH		Ages of C	hildren <18			Martial Statu	ıs
	Total	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	> \$80K+	1	2	3+	Yes	No	<3		Six to eleven	Twelve to seventeen	Single	Married	Separated/W idowed/Divo rced
		А	В	С	D	E	F	G	Н	I	J	К	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.																		
	206	42	27	27	24	88	0	10	196	206	0	45	34	78	117	21	169	16
Strongly agree	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			
	608	85	87	113	80	250	7	32	570	608	0	118	133	277	306	37	510	61
Somewhat agree	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		Α												S
	169	37	20	22	28	68	1	8	160	169	0	31	46	84	81	10	142	13
Somewhat disagree	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%
		С			_						_		_					
0	33	9	4	7	5	11	1	0	32	33	0	8	6	18	15	4	26	1
Strongly disagree	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%
0							,											
Summary	206	40	27	27	24	00	0	40	196	206	0	45	34	70	447	21	169	40
TopBox (Strongly agree)		42				88	0	10			0	45	-	78	117			16
TOPBOX (Strongly agree)	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% LM	29.1%	19.9%	17.5%
	815	127	114	140	104	338	7	42	766	815	0	163	167	355	423	57	679	77
Top2Box (Strongly/ Somewhat agree)	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%
Top2Dox (Gitorigiy/ Somewhat agree)	60.1%	73.5%	02.0%	62.9% A	75.7%	61.0% A	16.3%	04.1%	79.9%	60.1%	-	60.6%	70.5%	11.170	01.5%	60.5%	80.1%	04.0%
	202	46	24	29	33	80	2	8	193	202	0	39	52	102	96	14	169	14
Low2Box (Somewhat/ Strongly disagree)	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%
	13.370	20.5% CE	17.470	17.170	24.370	13.076	21.770	13.370	20.170	13.370	-	13.470	20.070	22.370	10.576	13.370	13.370	13.470
	33	9	4	7	5	11	1	0	32	33	0	8	6	18	15	4	26	1
LowBox (Strongly disagree)	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%
Low Low (Caroling) Glodgico)	3.370	J.Z /0	2.370	4.170	3.7 /0	2.1 /0	10.770	_	3.470	3.370		3.370	2.1 /0	4.070	2.370	3.070	3.170	1.170

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?

				Income			ŀ	lousehold Siz	е	Childre	n in HH		Ages of C	hildren <18			Martial Status	S
	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/W idowed/Divo rced
		Α	В	С	D	E	F	G	Н	I	J	K	L	M	N	S	Т	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.																		
0	334	62	46	52	37	139	1	12	321	334	0	75	61	145	173	29	278	27
Strongly agree	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%
_	572	89	82	101	81	232	5	35	532	572	0	112	136	255	296	33	480	55
Somewhat agree	56.2%	51.6%	59.7%	59.5%	59.0%	55.6%	55.2%	70.1%	55.5%	56.2%	-	55.2%	61.9%	55.8%	57.1%	47.1%	56.6%	60.9%
								Н										
	95	18	10	12	16	38	2	3	90	95	0	14	21	47	41	8	76	9
Somewhat disagree	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%
	17	4	0	4	3	8	1	0	16	17	0	2	2	9	8	1	14	0
Strongly disagree	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																		
Summary	334	62	46	52	37	139	1	12	321	334	0	75	61	145	173	29	278	27
TopBox (Strongly agree)	32.8%	35.8%	33.2%	31.0%	27.1%	33.3%	11.3%	23.9%	33.5%	32.8%	-	37.1%	27.7%	31.8%	33.4%	40.2%	32.8%	29.2%
						00.070				02.070		L		0.10,0			02.07.0	
	905	151	128	153	118	372	6	47	853	905	0	187	196	401	470	62	757	82
Top2Box (Strongly/ Somewhat agree)	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%
	112	22	10	16	19	46	3	3	106	112	0	16	23	56	49	9	90	9
Low2Box (Somewhat/ Strongly disagree)	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%
	17	4		4	0	8	4		40	47	0	0	0	q	0		44	0
LowBox (Strongly disagree)	1.7%	4 2.2%	0	2.4%	3 2.2%	1.9%	10.7%	0	16 1.7%	17 1.7%		2 0.9%	0.9%	2.0%	8 1.6%	1.5%	1.6%	0
LOWDOX (Onlying disagree)	1.7%	2.2%	-	2.4%	2.2%	1.9%	10.7%	-	1./%	1.7%	-	0.9%	0.9%	2.0%	1.0%	1.5%	1.6%	-

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?

				Income			ŀ	lousehold Siz	е	Childre	n in HH		Ages of Cl	nildren <18			Martial Status	s
	T	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	> \$80K+		2		Yes					Twelve to	Single	Married	Separated idowed/Di
	Total	<\$40K A	<\$60K B	<\$80K C	<\$100K D	> \$80K+ E	F	G G	3+ H	Yes	No J	<3 K	Three to five	Six to eleven M	seventeen N	Single	Married	rced 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*
Weighted	1017	173	130	109	130	410	9	30	939	1017		202	219	457	319		047	31
When a product or service's quality and price a similar, I tend to buy the product or service fro the company I trust more.																		
	429	71	62	70	48	178	2	20	408	429	0	74	73	182	243	33	359	35
Strongly agree	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			
	518	82	69	88	81	220	3	24	491	518	0	119	130	239	248	29	438	48
Somewhat agree	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%
					Α							N	MN					
	59	16	6	10	7	17	4	5	50	59	0	7	13	30	23	8	43	7
Somewhat disagree	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%
		Е														Т		
	11	4	1	1	2	3	0	1	10	11	0	2	3	6	5	1	7	1
Strongly disagree	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																		
	429	71	62	70	48	178	2	20	408	429	0	74	73	182	243	33	359	35
TopBox (Strongly agree)	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			
T 0D (0: 1/0 1 : )	947	153	131	158	129	398	5	44	898	947	0	193	203	421	491	62	797	83
Top2Box (Strongly/ Somewhat agree)	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	-
Lau ODay (Camauhat) Strangh, diagar - 1	70	20	7	11	9	20	4	6	60	70	0	9	16	36	28	9	50	8
Low2Box (Somewhat/ Strongly disagree)	6.9%	11.5% BE	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% T	5.9%	8.8%
	<del></del>												_		-	1		+
Low Doy (Ctrongly disperse)	11	4	1	1	2	3	0	1	10	11	0	2	3	6	5	1	7	1
LowBox (Strongly disagree)	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%