Q3. [SUMMARY - MEAN] 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.

		Ger	nder			Age					Reg	jion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+ F	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	1435	G 2317	H 440	1 348	214	K 1277	L 1510	M 237	N 1603	O 1106	1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Firefighters	6.1	6	6.2 A	6	6.1	6.1 C	6.3 CDEG	6	6.2 L	6.1	6.1	6.1 L	6	6.3 IL	6.2 OP	6.1	6	6.1	6.1
Ambulance drivers /Paramedics	6	6	6.1 A	5.9	6	6 CG	6.2 CDEG	5.9 C	6.1	6	6	6	6	6.2	6.1 OP	6	5.9	6	6
Pharmacists	5.9	5.8	5.9 A	5.6	5.7 C	5.9 CDG	6.2 CDEG	5.7 C	5.9 I	5.8	5.9	5.8	6 IK	6 IK	6 OP	5.8	5.8	5.8	6.1 Q
Nurses	5.9	5.8	5.9	5.6	5.8	5.8 CG	6.1 CDEG	5.7 C	5.9 J	5.8	5.7	5.8	5.9 J	6 IJ	5.9 P	5.9	5.8	5.8	5.9
Airline pilots	5.8	5.8	5.8	5.5	5.7 C	5.8 CG	6.1 CDEG	5.7 C	5.9	5.8	5.7	5.8	5.9 JK	5.8	5.8	5.8	5.8	5.8	5.9 Q
Doctors	5.7	5.7	5.7	5.5	5.6	5.6	6 CDEG	5.6	5.8 I	5.6	5.6	5.7	5.8 IJK	5.7	5.7	5.7	5.7	5.7	5.8 Q
Farmers	5.6	5.6	5.7	5.4	5.5	5.6 CG	5.8 CDEG	5.5 C	5.6	5.5	5.6	5.7 I	5.7 I	5.7 I	5.7 P	5.6	5.6	5.6	5.7
Canadian soldiers	5.6	5.6	5.6 A	5.4	5.5	5.6 CG	5.8 CDEG	5.5 C	5.7 L	5.6 L	5.7 L	5.7 L	5.3	5.8 L	5.7 P	5.6 P	5.4	5.7 R	5.2
Veterinarians	5.4	5.3	5.5 A	5.2	5.4 CG	5.3	5.6 CDEG	5.3	5.3	5.4	5.6 HK	5.4	5.4	5.4	5.4	5.4	5.4	5.4	5.5
Teachers	5.4	5.3	5.4 A	5.3	5.3	5.3	5.5 CDEG	5.3	5.1	5.2	5.5 HIK	5.3 H	5.5 HIK	5.5 HIK	5.4	5.3	5.4	5.3	5.5 Q
Dentists	5.3	5.3	5.4	5.2	5.2	5.2	5.6 CDEG	5.2	5.4	5.1	5.4 I	5.3	5.4 IK	5.5 I	5.4	5.3	5.3	5.3	5.5 Q
Daycare workers	5.1	5	5.2 A	5.1	5.1	5	5.2 CDEG	5	5 I	4.8	5.1 I	5 I	5.4 HIJK	5.3 HIK	5.1	5	5.1	5	5.4 Q
Police Officers	5.1	5	5.2 A	4.8	5.1 C	5.1 CG	5.3 CDEG	5 C	5.1 L	5.1 L	5.1	5.1 L	4.9	5.4 HIJKL	5.2 O	5	5.1	5.1 R	4.9
Electricians	5	5	5.1	4.9	4.9	4.9	5.3 CDEG	4.9	5.1	4.9	5.2 IK	4.9	5.2 HIK	5.1	5.1 P	5	5	5	5.3 Q
Judges	5	4.9	5.1 A	5	5	5	5.2 CDEG	5	5.1 IL	4.9	5	5.1	5	5.2 IL	4.9	5	5.2 NO	5.1	5
Food Safety Inspectors	5	4.9	5 A	5.1 EFG	5 F	4.9	4.8	5 EF	5	4.8	5.1	4.9	5 IK	5.2 HIK	5	4.9	5	4.9	5.1 Q
Psychologists/Counselors	4.9	4.7	5.1 A	5.1 EFG	5 EF	4.8	4.8	4.9 E	4.9	4.6	5.1 IL	4.9	4.9	5.1	4.8	4.9	5 N	4.9	4.9
Accountants	4.9	4.8	4.9	4.8	4.8	4.7	5.1 CDEG	4.8	5.1 IKL	4.8	5	4.8	4.9	4.9	4.9	4.8	4.9	4.9	4.9
Plumbers	4.8	4.7	4.9 A	4.7	4.7	4.6	5 CDEG	4.6	4.7	4.7	4.8	4.7	4.9 HIK	4.8	4.8 P	4.7	4.7	4.7	5 Q
Airport security guards	4.6	4.5	4.8 A	4.8 EFG	4.7 F	4.6	4.6	4.7 EF	4.4	4.4	4.8 HIK	4.5	5 HIJK	4.9 HIK	4.7	4.6	4.6	4.5	5.1 Q
Chiropractors	4.6	4.5	4.7 A	4.7 EG	4.6	4.5	4.7 E	4.6 F	4.7	4.5	4.7	4.6	4.5	4.8	4.8 P	4.7 P	4.4	4.6	4.6
Financial Advisors	4.4	4.3	4.5 A	4.5 EG	4.3	4.2	4.5 EG	4.3 F	4.4	4.2	4.5	4.4	4.4	4.5	4.4	4.4	4.4	4.4	4.4
Journalists	4.2	4.1	4.3 A	4.1	4.2	4.1	4.3 CEG	4.2	4.3	4	4.2	4.2	4.3	4.1	4.2	4.2	4.2	4.2	4.3 Q
Television and Radio Personalities	4.2	4.1	4.3 A	4.1	4.2	4.2	4.3 CG	4.2	4.1	4	4.2	4.1	4.5 HIJK	4.3 IK	4.4 OP	4.2 P	4	4.1	4.5 Q
Auto mechanics	4.1	4.1	4.2	4	4	4	4.4 CDEG	4	4.2	4	4.1	4.1	4.2	4.3 IK	4.2 OP	4.1	4.1	4.1	4.2 Q
Church Leaders	4.1	4	4.1	3.9	4	3.9	4.3 CDEG	3.9	4.1 L	4.1	4.4 IL	4.2 L	3.8	4.5 HIKL	4.1	4	4.2	4.2 R	3.8
Lawyers	3.9	3.6	4.1 A	4 EG	3.9 E	3.6	3.9 EG	3.8 E	3.9	3.7	3.9	3.8	4 IK	4	3.9	3.8	3.9	3.8	4 Q
Airport baggage handlers	3.8	3.7	3.9 A	4 EFG	3.8	3.7	3.6	3.8 EF	3.5	3.6	3.8	3.6	4.3 HIJKM	3.9 HIK	3.8	3.8	3.7	3.6	4.3 Q
CEOs	3.7	3.6	3.8	3.8 EG	3.8 EG	3.5	3.8 EG	3.6 E	3.6	3.5	3.7	3.6	4.1 HIJKM	3.8	3.8	3.7	3.7	3.6	4.2 Q
Bloggers	3.2	3.1	3.4 A	3.8	3.4 EF	3.1	2.8	3.4 FF	3.3	3.2	3.1	3.2	3.2	3.5 IJKL	3.3	3.2	3.2	3.2	3.2
Car salespeople	3	2.9	3.1 A	DEFG 3.1 EG	3 F	2.8	3.1	3	3	2.9	3.1	3	3.1 IK	3.1	3.1	3	3	3	3.2 Q
Local Politicians	3	3	A 3	3.2	3	2.7	EG 3	E 2.9	3	2.9	3	3	1K 3	3.1	2.9	3	3.1	3	Q 3.1
National Politicians	2.8	2.7	2.8	EFG 3	E 2.8	2.5	E 2.7	E 2.7	2.8	2.6	2.7	2.8	2.8	2.9	2.7	2.7	N 2.9	2.7	2.8
Telemarketers	2.2	2.2	2.3	DEFG 2.6	E 2.3	2	E 2	E 2.3	2.1	2	2.2	2.2	2.5	2.4	2.3	2.2	NO 2.2	2.1	2.6

Q3. [SUMMARY - MEAN] 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.

		Ger	nder			Age					Reg	jion				Education		Language	of Survey
Tolomamotors	Total	Male	Female A	18-34 DEFG	35-44 EE	45-54	55+	25-54 EE	вс	AB	MAN/SASK	ONT	QB HIJK	ATL HIK	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French

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 Overlap formulae used.

Q3. [SUMMARY - TOPBOX (7)] 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.

			nder													Education			10
		Gel	naer			Age					Reg	jion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1929	2097	1119	606	884	1435	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
	1721	751	970	419	225	372	705	897	247	173	110	669	390	131	776	447	490	1341	380
Firefighters	42.7%	38.5%	46.8%	37.4%	37.1%	42.1%	49.8%	38.8%	45.8%	40.5%	42.1%	43.3%	40.3%	45.9%	49.6%	40.7%	36.5%	43.3%	41.0%
			Α			CG	CDEG		L						OP	Р			
	1498	678	821	357	188	334	619	772	206	153	94	561	363	121	670	402	421	1149	349
Ambulance drivers /Paramedics	37.2%	34.7%	39.6% A	31.9%	31.0%	37.7% CDG	43.7% CDEG	33.4%	38.1%	35.9%	35.9%	36.4%	37.5%	42.2%	42.8% OP	36.6%	31.3%	37.1%	37.7%
	1287	601	686	266	156	275	591	620	177	115	89	446	358	101	575	324	384	937	350
Pharmacists	32.0%	30.8%	33.1%	23.7%	25.8%	31.1%	41.7%	26.8%	32.9%	27.0%	34.1%	28.9%	37.0%	35.4%	36.7%	29.5%	28.6%	30.2%	37.8%
						CDG	CDEG	С					IK	IK	OP				Q
Numer	1238	616	622	271	160	257	550	612	169	114	73	482	293	106	546	328	362	962	276
Nurses	30.8%	31.6%	30.0%	24.2%	26.5%	29.1% CG	38.8% CDEG	26.5%	31.4%	26.8%	28.0%	31.2%	30.3%	37.1% IJL	34.9% OP	29.9%	26.9%	31.0%	29.8%
	1153	589	564	245	142	243	522	569	150	118	74	402	321	88	466	299	384	843	310
Airline pilots	28.6%	30.2%	27.2%	21.9%	23.5%	27.5%	36.9%	24.6%	27.7%	27.6%	28.1%	26.1%	33.2%	30.8%	29.8%	27.2%	28.5%	27.2%	33.4%
	1094	B 507	507	253	146	CG	CDEG	C 569	149	123	04	453	HIK 188	04	517	207	070	931	Q 463
Canadian soldiers	27.2%	527 27.0%	567 27.3%	253	24.2%	244 27.6%	450 31.8%	24.6%	149 27.7%	123 28.7%	91 34.6%	453 29.3%	188	91 31.6%	33.1%	297 27.0%	272 20.3%	30.0%	163 17.5%
Canadian Soldiers	21.270	27.076	21.576	22.076	24.270	CG	CDEG	24.076	L L	20.7 /6 L	J4.076	23.376 L	15.476	L 31.076	OP	P P	20.376	8 R	17.576
	1010	513	498	226	123	196	466	486	128	95	62	374	288	64	451	256	300	738	272
Doctors	25.1%	26.3%	24.0%	20.2%	20.3%	22.1%	32.9%	21.0%	23.6%	22.2%	23.8%	24.2%	29.8%	22.4%	28.8%	23.3%	22.3%	23.8%	29.4%
	888	430	458	195	129	190	CDEG 374	455	94	72	62	371	HIKM 220	69	OP 401	226	257	675	Q 213
Farmers	22.1%	22.0%	22.1%	17.4%	21.2%	21.5%	26.4%	19.7%	17.5%	16.9%	23.8%	24.0%	22.7%	24.0%	25.6%	20.6%	19.1%	21.8%	23.0%
i amore	22.170	22.070	22.170	17.470	21.270	C	CDEG	C	17.570	10.570	1	HI	HI	HI	OP OP	20.070	15.170	21.070	25.070
	720	323	397	165	106	156	293	369	93	70	43	265	193	55	319	195	202	537	183
Veterinarians	17.9%	16.6%	19.1%	14.7%	17.5%	17.6%	20.7%	16.0%	17.2%	16.4%	16.4%	17.2%	20.0%	19.4%	20.4%	17.7%	15.0%	17.3%	19.8%
	657	298	A 358	181	86	129	261	351	81	67	51	218	181	59	P 275	158	221	490	167
Teachers	16.3%	15.3%	17.3%	16.2%	14.1%	14.6%	18.4%	15.2%	15.0%	15.6%	19.5%	14.1%	18.8%	20.6%	17.6%	14.4%	16.5%	15.8%	18.0%
							DEG				K		K	K	0				
	646	319	328	158	79	115	294	305	80	48	41	231	199	48	291	163	188	459	187
Dentists	16.0%	16.3%	15.8%	14.1%	13.0%	13.0%	20.8% CDEG	13.2%	14.8%	11.2%	15.5%	15.0%	20.5% HIK	16.9%	18.6% OP	14.8%	14.0%	14.8%	20.2% Q
	617	282	335	149	88	127	252	330	77	68	48	238	116	70	288	147	180	499	117
Police Officers	15.3%	14.4%	16.2%	13.3%	14.6%	14.3%	17.8%	14.3%	14.3%	15.8%	18.2%	15.4%	12.0%	24.5%	18.4%	13.4%	13.4%	16.1%	12.7%
							CEG				L	L		HIKL	OP			R	
	566	275	291	135	76	131	224	304	84	58	37	204	141	42	215	142	207	429	137
Judges	14.1%	14.1%	14.0%	12.0%	12.6%	14.8%	15.8% CG	13.1%	15.6%	13.5%	14.0%	13.2%	14.6%	14.7%	13.7%	12.9%	15.4%	13.8%	14.8%
	437	177	260	158	66	84	129	259	53	37	39	172	101	35	186	99	149	341	96
Psychologists/Counselors	10.9%	9.1%	12.5%	14.1%	11.0%	9.5%	9.1%	11.2%	9.8%	8.6%	15.0%	11.1%	10.5%	12.2%	11.9%	9.0%	11.1%	11.0%	10.3%
	404	400	A	EFG	50	0.1	455	E	40		HI	405	457		0		105	070	110
Daycare workers	421 10.5%	196 10.0%	226 10.9%	126 11.2%	50 8.2%	91 10.3%	155 11.0%	235 10.2%	42 7.7%	22 5.2%	24 9.3%	135 8.7%	157 16.3%	41 14.4%	189 12.1%	97 8.8%	135 10.0%	272 8.8%	149 16.1%
Daycare workers	10.576	10.078	10.576	11.270	0.2 /0	10.376	11.078	10.276	1.1 /0	J.Z /6	9.576	0.7 /6 I	HIJK	HIK	0	0.076	10.076	0.076	Q Q
	391	174	217	147	64	81	99	246	43	28	26	137	122	35	177	104	107	280	111
Food Safety Inspectors	9.7%	8.9%	10.4%	13.1%	10.6%	9.2%	7.0%	10.7%	8.0%	6.6%	9.9%	8.9%	12.6%	12.3%	11.3%	9.5%	8.0%	9.0%	12.0%
	369	184	185	EFG 87	F 48	70	164	178	42	21	27	126	HIK 129	24	193	83	91	243	Q 125
Electricians	9.2%	9.4%	8.9%	7.8%	7.9%	7.9%	11.6%	7.7%	7.7%	4.9%	10.3%	8.2%	13.3%	8.4%	12.3%	7.6%	6.7%	7.9%	13.5%
							CDEG				ı	I	HIKM		OP				Q
	365	159	206	110	46	72	137	197	48	31	32	132	88	35	184	88	91	279	86
Chiropractors	9.1%	8.1%	9.9%	9.8%	7.7%	8.2%	9.6%	8.5%	8.8%	7.2%	12.2%	8.6%	9.1%	12.2%	11.8% OP	8.1%	6.7%	9.0%	9.3%
	327	158	169	92	41	69	125	173	56	23	22	120	87	19	134	79	113	242	86
Accountants	8.1%	8.1%	8.2%	8.3%	6.8%	7.8%	8.8%	7.5%	10.4%	5.5%	8.4%	7.8%	8.9%	6.8%	8.6%	7.2%	8.4%	7.8%	9.3%
									ı				- 1						
Church Londorn	298	158	139	83	50	54	110	156	43	31	21	123	53	27	121	73	102	246 7.9%	52
Church Leaders	7.4%	8.1%	6.7%	7.4%	8.3%	6.1%	7.8%	6.7%	7.9%	7.2%	7.9%	8.0% L	5.5%	9.3% L	7.7%	6.7%	7.6%	7.9% R	5.6%
	289	132	157	107	45	66	71	184	23	27	26	89	101	23	140	79	68	193	96
Airport security guards	7.2%	6.7%	7.6%	9.6%	7.4%	7.5%	5.0%	8.0%	4.3%	6.3%	9.8%	5.7%	10.5%	8.1%	8.9%	7.1%	5.1%	6.2%	10.3%
	0.40	410	400	FG	F	F	401	F	0.4	45	HK	70	HIK	H	P 405	P	F0	455	Q
Plumbers	246 6.1%	116 5.9%	130 6.3%	74 6.6%	30 4.9%	37 4.2%	104 7.3%	113 4.9%	34 6 3%	15 3.5%	14 5.2%	78 5.0%	88 9.1%	17	125 8.0%	60 5.5%	58	155 5.0%	91
r iumbers	0.1%	J.9%	0.3%	6.6% EG	4.9%	4.2%	7.3% EG	4.5%	6.3%	3.5%	5.2%	5.0%	9.1% IK	6.0%	8.0% OP	5.5%	4.3%	ა.0%	9.8% Q
			1		1	l	1	1		I	1	I	1	l		L	1		

Q3. [SUMMARY - TOPBOX (7)] 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.

		Gei	nder			Age					Reg	jion				Education		Language	of Survey
																			l
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC 24	AB	MAN/SASK	ONT 69	QB 42	ATL	<college< th=""><th>College</th><th>University+</th><th>English 134</th><th>French</th></college<>	College	University+	English 134	French
Financial Advisors	172 4.3%	75 3.9%	97 4.7%	61 5.5%	25 4.1%	33	53 3.7%	99	4.5%	2.6%	14 5.2%	4.5%	4.3%	12 4.2%	76 4.8%	50 4.6%	45 3.4%	4.3%	38 4.1%
Financial Advisors	4.3%	3.9%	4.1%	5.5% FG	4.1%	3.8%	3.1%	4.3%	4.5%	2.0%	5.2%	4.5%	4.3%	4.2%	4.8%	4.0%	3.4%	4.3%	4.1%
	154	57	97	51	26	30	47	85	15	15	12	57	46	10	75	37	41	112	43
Lawyers	3.8%	2.9%	4.7%	4.6%	4.3%	3.4%	3.3%	3.7%	2.7%	3.4%	4.7%	3.7%	4.8%	3.4%	4.8%	3.4%	3.1%	3.6%	4.6%
•			Α												Р				
	151	76	76	55	21	30	45	87	15	13	11	47	50	15	90	38	22	107	45
Television and Radio Personalities	3.8%	3.9%	3.7%	5.0%	3.4%	3.4%	3.2%	3.8%	2.7%	3.1%	4.3%	3.1%	5.2%	5.1%	5.8%	3.5%	1.7%	3.4%	4.8%
	137	70	00	FG		0.7	45	-,		10			HK		OP	P	00	100	Q
A 4		72	66	52	14	27	45	71	20	12	6	44	39	17	77	32	29	100	38
Auto mechanics	3.4%	3.7%	3.2%	4.7% DG	2.3%	3.0%	3.2%	3.1%	3.6%	2.9%	2.4%	2.8%	4.0%	6.0% K	4.9% OP	2.9%	2.1%	3.2%	4.1%
	127	61	66	39	16	29	43	70	12	5	5	42	49	13	67	31	28	85	42
Journalists	3.2%	3.1%	3.2%	3.5%	2.7%	3.2%	3.0%	3.0%	2.3%	1.1%	1.9%	2.7%	5.1%	4.7%	4.3%	2.8%	2.1%	2.7%	4.6%
	0.270	0.170	0.270	0.070	2.770	0.270	0.070	0.070	2.070	11170	1.070	2,0	HIJK	1	P	2.070	2.170	2.770	Q
	102	52	50	47	15	24	17	68	12	4	6	35	35	10	51	24	27	71	32
Airport baggage handlers	2.5%	2.7%	2.4%	4.2%	2.4%	2.7%	1.2%	2.9%	2.3%	0.9%	2.4%	2.3%	3.7%	3.4%	3.3%	2.2%	2.0%	2.3%	3.4%
				FG		F		F					IK	I					Q
	99	54	45	50	11	16	21	62	11	4	5	37	28	15	53	17	28	71	27
CEOs	2.4%	2.7%	2.2%	4.4%	1.9%	1.9%	1.5%	2.7%	2.0%	0.9%	1.9%	2.4%	2.9%	5.1%	3.4%	1.6%	2.1%	2.3%	3.0%
	68	32	36	DEFG 42	6	10	10	EF 42	10	4	5	23	18	HIK 9	OP 34	21	12	54	14
Plaggers	1.7%	1.6%	1.7%	3.7%	1.0%	1.2%	0.7%	1.8%	1.8%	0.9%	1.9%	1.5%	1.8%	3.0%	2.2%	1.9%	0.9%	1.7%	1.5%
Bloggers	1.770	1.0%	1.770	DEFG	1.0%	1.270	0.776	1.0% F	1.0%	0.9%	1.9%	1.5%	1.0%	3.0%	2.2% P	1.9% P	0.9%	1.770	1.3%
	63	38	25	41	7	11	4	44	9	4	8	23	13	7	29	12	22	53	10
Telemarketers	1.6%	2.0%	1.2%	3.6%	1.2%	1.2%	0.3%	1.9%	1.6%	0.9%	2.9%	1.5%	1.3%	2.6%	1.9%	1.1%	1.7%	1.7%	1.1%
				DEFG	F	F		F											
	59	38	21	33	10	9	7	42	6	4	1	24	16	7	26	14	18	44	15
Car salespeople	1.5%	1.9%	1.0%	2.9%	1.7%	1.0%	0.5%	1.8%	1.1%	0.9%	0.5%	1.6%	1.7%	2.6%	1.6%	1.3%	1.3%	1.4%	1.7%
		В		EFG	F			EF											
N. C I B. P. C	53	28	25	32	5	10	6	37	11	2	2	16	14	7	23	14	15	42	12
National Politicians	1.3%	1.4%	1.2%	2.9% DEFG	0.9%	1.2%	0.4%	1.6% F	2.0%	0.6%	0.9%	1.0%	1.5%	2.6%	1.5%	1.3%	1.1%	1.4%	1.3%
	51	28	23	30	7	7	8	28	9	2	1	18	15	5	24	14	12	39	12
Local Politicians	1.3%	1.4%	1.1%	2.6%	1.1%	0.8%	0.6%	1.2%	1.6%	0.6%	0.5%	1.2%	1.6%	1.7%	1.6%	1.3%	0.9%	1.3%	1.3%
Local i Olitotalio	1.576	1.470	1.170	DEFG	1.170	0.076	0.076	1.2/0	1.076	0.076	0.076	1.270	1.076	1.770	1.070	1.576	0.570	1.570	1.576

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 Overlap formulae used.

Q3. [SUMMARY - TOP2BOX (6-7)] 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.

Fig.   May   Princip   1524   5544   6554   550   2554   80   All   MANSANX   OUT   01   ATL   Colong   Colong   University   Colong   C			Ger	nder			Age					Rei	gion				Education		Language	of Survey
Mary Control   Mary			001	luci			Age					1,0	Jion				Ludoution		Language	or our vey
Blaze Attrophysion		Total	Male	Female			45-54			вс	AB	MAN/SASK	ONT	QB			College		English	French
Megaste   Mag   1903   2079   1119   000   384   1117   2073   609   427   326   1944   390   295   1069   1948   390   394   397	Rasa: All respondents	4026																		R 1392
Simple   S																				926
Professors   77.5%   73.0%   7	3																			699
Anti-order of more Parameter  1429   1420   1757   177   178   179	Firefighters									1						1			77.7%	75.5%
Annolation infrarence of Parameters   Parame																				
Part	A																			694
Performance	Ambulance drivers /Paramedics	74.2%	72.5%		65.8%					76.5%	74.4%	73.7%	72.6%	73.7%			74.5%	71.7%	73.9%	75.0%
No.   Co.		2829	1343		648					378	292	190	1030	722		1139	758	923	2121	708
Numbers   20%   18%   1400   693   3961   596   1100   1440   397   297   174   1000   698   298   1077   779   910   2704	Pharmacists	70.3%	68.8%	71.7%	57.9%	65.1%			65.4%	69.9%	68.3%	72.3%	66.7%	74.6%	76.3%		69.0%	68.7%	68.4%	76.4%
Name  (617)  (648)  (607)  (619)  (61																				Q
Affer pilos    Col.   C	N																			660
Arrier plots 66.4% 66.6% 67.50 67.50 500% 500% 64.8% 79.8% 67.9% 65.9% 65.9% 65.9% 65.9% 66.9% 6	Nurses	68.7%	68.4%	69.0%	61.1%	64.5%				71.6%	67.2%	66.3%	66.7%		72.5%	68.8%	70.3%	67.7%	67.9%	71.3% Q
Declars    2011   1240   1355   637   363   560   1046   1309   965   200   180   967   641   179   11020   700   962   1800		2631	1291	1340	616	357			1389	370	278	165	972	659	187	1000	728	893	1987	645
Decides   2601   1246   1358   637   363   566   1046   1380   356   260   186   697   691   179   1039   700   862   1360	Airline pilots	65.4%	66.1%	64.6%	55.0%	59.0%					65.0%	63.0%	63.0%		65.4%	63.9%	66.3%	66.5%	64.1%	69.6%
Decision   Part   Salam   Co.5m   Solam   Sola		0004	4040	1055	007	000					000	100	007		470	4000	700	200	1000	Q
Furmers 2552 1112 1241 553 326 558 639 1277 297 120 140 923 586 177 910 5037 756 1776 1776 1776 1776 1776 1776 1776	Doctors																			641 69.2%
Farmers 9.6 of 6.5 59% 59.9% 69.4% 1.7	Doctors	04.0%	03.8%	00.3%	20.9%	59.9%				07.0%	01.0%	04.0%	02.1%		02.4%	05.7%	03.1%	04.1%	03.2%	69.2% Q
Coradian solders   COCS   COCS		2352	1112	1241	553	326	535		1257	297	220	149	923	586	177	949	639	756	1778	574
2336	Farmers	58.4%	56.9%	59.8%	49.4%	53.8%			54.3%	55.0%	51.4%	56.9%	59.8%		62.0%	60.6%	58.2%	56.3%	57.4%	62.0%
Canadian acidiens															1	P				Q
Code	Caradian saldian																			439 47.4%
Teachers 61.5% 49.7% 53.2% 47.4% 50.1% 49.1% 50.0% 49.1% 49.1% 49.5% 49.	Canadian soldiers	58.0%	57.2%	58.8%	49.5%	53.7%					58.9% L	60.3% L		48.2%		61.7% P	59.3% P	52.5%		47.4%
A   CDEG   H   H   HIK   HIK   HIK   HIK   S   S   S   S   S   S   S   S   S		2075	971	1103	530	303			-	1	212	146		542	168	802	547	718	1550	524
Veterinarians  50.0% 48.7% 52.4% 44.7% 45.7% 49.2% 52.5% 51.7% 54.2% 47.7% 45.1% 50.8 15.3 799 54.8 682 15.38 Veterinarians  50.0% 49.7% 52.4% 54.7% 40.7% 49.2% 51.1% 59.9% 48.3% 52.5% 55.5% 51.1% 49.9% 50.9% 50.9% 50.0% 50.0% 50.3% 54.1% 59.0% 50.0% 50.0% 50.3% 54.1% 59.0% 50.0% 5	Teachers	51.5%	49.7%	53.2%	47.4%	50.1%	49.1%		49.0%	44.3%	49.7%	55.6%				51.2%	49.8%	53.5%	50.0%	56.6%
Veternations   S0.09%   48.7%   52.4%   44.7%   47.0%   49.2%   57.7%   46.2%   47.7%   51.1%   59.9%   48.3%   52.5%   53.6%   51.1%   49.9%   50.9%   49.0												Н								Q
Correct   Corr	\/-tii																			498 53.8%
Dentists	veterinarians	50.6%	48.7%		44.7%	47.0%			46.2%	47.7%	51.1%		48.3%		53.6%	51.1%	49.9%	50.8%	49.6%	53.8% Q
1870   857   1013   423   256   419   772   995   266   216   121   733   379   154   769   485   610   1501		2020	977	1044	494	271	401	855	1035	290	190	130	753	513	145	803	546	663	1518	503
Police Officers  46.4% 43.9% 44.9% 37.8% 42.9% 47.4% 54.5% 43.0% 43.9% 50.5% 42.8% 47.5% 50.0% 49.9% 50.0% 49.0% 50.0% 5	Dentists	50.2%	50.0%	50.3%	44.1%	44.7%	45.3%		44.8%	53.6%	44.6%	49.6%	48.8%		50.6%	51.3%	49.7%	49.3%	49.0%	54.3%
Police Officers    46.4%		4070	057	4040	400	050	440		005	000	040	404	700		454	700	405	640	4504	Q 369
A	Rolling Officers																			39.9%
August   A	r dice difficers	40.476	43.976		31.076	42.376						40.276		39.276			44.276	45.476		39.976
1568   723   845   418   220   344   586   867   182   123   110   536   478   139   624   428   512   110   536   478   139   526   428   513		1708	808	900	435	223	367	682	923	239	162	111	655	404	136	613	452	639	1317	391
1568	Judges	42.4%	41.4%	43.4%	38.9%	36.9%	41.5%		39.9%	44.3%	38.0%	42.6%	42.4%	41.8%	47.7%	39.2%	41.1%		42.5%	42.2%
Daycare workers  38.9% 37.0% 40.8% 37.3% 36.3% 38.9% 41.4% 37.5% 33.7% 28.8% 42.0% 34.7% 49.4% 48.6% 39.8% 39.0% 38.1% 35.6% 55.6% 55.6% 36.9% 17.5% 38.5% 38.9% 41.4% 49.6% 49.6% 39.8% 39.0% 38.1% 35.6% 55.6% 36.0% 37.4% 49.4% 48.6% 39.8% 39.9% 39.0% 38.1% 35.6% 56.0% 37.4% 37.9% 38.5% 38.3% 34.7% 31.4% 40.2% 38.8% 40.8% 46.5% 38.5% 36.5% 36.0% 36.5% 36.5% 36.0% 36.5% 36.5% 36.0% 36.5% 36.0% 36.5% 36.0% 36.5% 36.0% 36.5% 30.0% 36.5% 30.0% 36.4% 45.2% 32.2% 37.3% 29.9% 37.3% 39.0% 44.3% 36.7% 39.4% 36.5% 38.5% 36.5% 3		4500	700	0.45	440	222	244		007	400	400	110	500	470	1	004	400		4404	464
Food Safety Inspectors	Daycare workers																			50.1%
Food Safety Inspectors    37.4%   35.3%   39.4%   41.0%   34.7%   37.9%   35.5%   38.3%   34.7%   31.4%   40.2%   35.8%   40.8%   46.5%   38.5%   35.8%   37.6%   36.0%     1469   721   747   337   187   304   640   745   201   128   98   509   428   105   616   395   455   1043     Electricians   36.5%   36.9%   36.1%   30.1%   30.9%   34.4%   45.2%   32.2%   37.3%   29.9%   37.3%   30.0%   44.3%   36.7%   39.4%   35.9%   33.8%   33.6%     Psychologists/Counselors   35.1%   30.1%   39.9%   38.7%   35.8%   34.8%   32.2%   36.6%   36.3%   28.7%   41.1%   34.9%   34.9%   39.3%   32.6%   36.4%   37.2%   35.0%     A	Daycare workers	30.370	37.070		37.370	30.370	30.370		37.570	33.770	20.070		1			00.070	33.070	30.170	33.070	Q
Fig.		1508	690	818	459	210	335	503	886	187	134	105	553	395	133	603	393	506	1115	393
The process of the	Food Safety Inspectors	37.4%	35.3%		41.0%	34.7%	37.9%	35.5%		34.7%	31.4%	40.2%	35.8%			38.5%	35.8%	37.6%	36.0%	42.4%
Electricians    36.5%   36.9%   36.1%   30.1%   30.9%   34.4%   45.2%   32.2%   37.3%   29.9%   37.3%   33.0%   44.3%   36.7%   39.4%   35.9%   33.8%   33.6%		1460	721			197	304	640		201	120	09	500			616	305	455	10/12	Q 426
Psychologists/Counselors	Flectricians																			46.0%
Psychologists/Counselors    35.1%   30.1%   39.9%   38.7%   35.8%   34.8%   32.2%   36.6%   36.3%   28.7%   41.1%   34.9%   34.9%   39.3%   32.6%   36.4%   37.2%   35.0%	Lisotholane	00.070	00.070	00.170		00.070			02.270	1	20.070	01.070	00.070		00.770	P	00.070	00.070	00.070	Q
A F   F   F   I   I   I   I   N   N   N   N   N   N										1						1			1084	331
Accountants    1383   679   704   342   184   264   592   699   222   135   99   503   323   100   539   364   478   1059	Psychologists/Counselors	35.1%	30.1%			35.8%	34.8%	32.2%	36.6%	36.3%	28.7%	41.1%	34.9%	34.9%	39.3%	32.6%	36.4%		35.0%	35.7%
Accountants  34.3% 34.7% 34.0% 30.6% 30.4% 29.8% 41.8% 30.2% 41.1% 31.6% 37.9% 32.6% 33.4% 35.0% 34.4% 33.2% 35.6% 34.2% CDEG IKL  1193 535 658 335 171 248 439 660 167 119 97 447 273 91 508 338 341 917  Chiropractors  29.6% 27.4% 31.7% 30.0% 28.2% 28.1% 31.0% 28.5% 30.9% 27.9% 37.0% 28.9% 28.2% 31.7% 32.5% 30.8% 25.4% 29.6% IKL  P P P  Airport security guards  28.6% 26.3% 30.7% 30.8% 30.3% 27.4% 26.8% 29.2% 24.2% 21.6% 30.4% 23.4% 39.5% 36.8% 31.4% 29.7% 24.3% 25.3% IKC  B 1129 507 622 270 148 206 505 529 147 97 78 379 345 82 483 305 337 783		1383	670			184	264	502	600	222	135	I aa	503	323	100	530	364		1050	323
Chiropractors 29.6% 27.4% 31.7% 30.0% 28.2% 28.1% 31.0% 28.5% 30.9% 27.9% 37.0% 28.9% 28.2% 31.7% 32.5% 30.8% 25.4% 29.6% 26.0% 26.0% 30.7% 30.8% 30.3% 27.9% 31.7% 30.0% 28.2% 28.1% 31.0% 28.5% 30.9% 27.9% 37.0% 28.9% 28.2% 31.7% 32.5% 30.8% 25.4% 29.6% IKL PPPP  A 1151 514 637 345 184 242 380 676 131 92 80 361 382 105 492 327 327 783 26.0% 26.0% 26.0% 30.7% 30.8% 30.3% 27.4% 26.8% 29.2% 24.2% 21.6% 30.4% 23.4% 39.5% 36.8% 31.4% 29.7% 24.3% 25.3% 26.0%	Accountants																		34.2%	34.9%
Chiropractors  29.6% 27.4% 31.7% 30.0% 28.2% 28.1% 31.0% 28.5% 30.9% 27.9% 37.0% 28.9% 28.2% 31.7% 32.5% 30.8% 25.4% 29.6%    Chiropractors								CDEG		IKL										
A							-					-								276
Airport security guards    1151   514   637   345   184   242   380   676   131   92   80   361   382   105   492   327   327   783	Chiropractors	29.6%	27.4%		30.0%	28.2%	28.1%	31.0%	28.5%	30.9%	27.9%	37.0%	28.9%	28.2%	31.7%			25.4%	29.6%	29.8%
Airport security guards  28.6%  26.3%  30.7%  30.8%  30.3%  27.4%  26.8%  29.2%  24.2%  21.6%  30.4%  23.4%  39.5%  36.8%  31.4%  29.7%  24.3%  25.3%  IK  HIJK  HIJK  P  P  1129  507  622  270  148  206  505  529  147  97  78  379  345  82  483  305  337  783		1151	514		345	184	2/12	380	676	131	92		361	382	105			327	783	368
A F   IK   HIJK   HIK   P   P	Airport security guards																			39.7%
	,			A	F							IK		HIJK	HIK	Р	Р			Q
																				346
	Plumbers	28.0%	26.0%	30.0%	24.2%	24.4%	23.3%	35.6% CDEC	22.9%	27.2%	22.7%	29.9%	24.6%	35.7%	28.7%	30.9%	27.8%	25.1%	25.3%	37.4%
A CDEG HIKM P 966 467 498 240 138 187 400 503 137 92 79 381 181 95 371 254 336 790		986	467		2/10	120	197		502	127	02	70	301		0.E	271	25.4	336	700	Q 175
	Church Leaders																		25.5%	18.9%
CDEG L II L L HIKL R		21.070	20.070	2 0 / 0	2,	22.070	22,0		2,0		21.070			,5		20,8	20.173	20.070		10.070

Q3. [SUMMARY - TOP2BOX (6-7)] 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.

		Gei	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
	903	405	498	252	121	176	353	485	129	87	69	326	224	68	379	243	280	683	220
Financial Advisors	22.4%	20.7%	24.0%	22.5%	20.0%	19.9%	24.9%	21.0%	23.8%	20.4%	26.2%	21.1%	23.2%	23.7%	24.2%	22.1%	20.8%	22.0%	23.8%
			A				DEG								Р				
	705	345	360	168	101	157	280	381	99	53	45	262	201	45	286	188	229	510	195
Journalists	17.5%	17.7%	17.3%	15.0%	16.6%	17.7%	19.7%	16.5%	18.4%	12.4%	17.3%	17.0%	20.8%	15.6%	18.3%	17.1%	17.1%	16.5%	21.0%
							CG		I				IK						Q
	664	305	359	181	93	143	247	370	76	55	47	226	210	51	342	166	155	464	200
Television and Radio Personalities	16.5%	15.6%	17.3%	16.2%	15.4%	16.2%	17.4%	16.0%	14.0%	12.9%	17.8%	14.7%	21.7%	17.7%	21.8%	15.1%	11.5%	15.0%	21.6%
													HIK		OP	Р			Q
	636	265	371	205	86	108	237	332	71	59	38	241	183	45	275	173	186	460	176
Lawyers	15.8%	13.6%	17.9%	18.3%	14.2%	12.3%	16.7%	14.4%	13.2%	13.8%	14.5%	15.6%	18.9%	15.6%	17.5%	15.7%	13.8%	14.8%	19.0%
			Α	DEG			Е	E					HIK		Р				Q
	632	306	326	169	69	110	284	294	97	50	40	223	162	59	288	166	177	471	161
Auto mechanics	15.7%	15.7%	15.7%	15.1%	11.3%	12.5%	20.0%	12.7%	18.0%	11.8%	15.4%	14.4%	16.8%	20.7%	18.4%	15.1%	13.2%	15.2%	17.4%
				DG			CDEG		ı				1	IK	OP				
	480	226	254	181	75	95	130	297	44	38	32	146	183	38	220	132	126	305	175
Airport baggage handlers	11.9%	11.6%	12.2%	16.1%	12.3%	10.7%	9.2%	12.8%	8.2%	8.9%	12.1%	9.4%	18.9%	13.1%	14.1%	12.0%	9.4%	9.8%	18.9%
				DEFG	F			EF					HIJKM	Н	Р	Р			Q
	439	224	215	148	65	78	148	249	39	31	16	163	154	36	184	116	139	283	155
CEOs	10.9%	11.5%	10.4%	13.2%	10.8%	8.8%	10.4%	10.8%	7.3%	7.2%	6.1%	10.5%	15.9%	12.7%	11.7%	10.5%	10.3%	9.1%	16.8%
				EFG				E				HJ	HIJK	HIJ					Q
	259	137	122	97	48	41	72	154	26	17	21	107	70	18	95	87	77	193	66
Local Politicians	6.4%	7.0%	5.9%	8.7%	8.0%	4.7%	5.1%	6.6%	4.8%	4.1%	8.0%	6.9%	7.2%	6.3%	6.1%	7.9%	5.7%	6.2%	7.1%
				EFG	EF			E			ı		1			Р			
	258	112	146	147	33	44	34	175	33	20	12	105	65	23	109	75	74	202	56
Bloggers	6.4%	5.7%	7.0%	13.1%	5.5%	5.0%	2.4%	7.6%	6.1%	4.6%	4.7%	6.8%	6.7%	8.1%	7.0%	6.8%	5.5%	6.5%	6.1%
				DEFG	F	F		DEF											
	223	117	106	107	31	32	53	130	31	14	14	85	61	18	87	61	74	167	55
National Politicians	5.5%	6.0%	5.1%	9.6%	5.1%	3.6%	3.7%	5.6%	5.7%	3.2%	5.2%	5.5%	6.3%	6.4%	5.6%	5.6%	5.5%	5.4%	6.0%
				DEFG				EF					ı						
	203	101	102	93	28	28	54	123	25	12	14	86	56	10	83	56	62	152	51
Car salespeople	5.0%	5.2%	4.9%	8.3%	4.6%	3.2%	3.8%	5.3%	4.6%	2.9%	5.2%	5.6%	5.8%	3.4%	5.3%	5.1%	4.6%	4.9%	5.5%
· ·		ĺ		DEFG				EF				1	1						
	146	80	67	87	22	18	20	94	14	7	10	57	47	11	65	35	46	107	40
Telemarketers	3.6%	4.1%	3.2%	7.8%	3.6%	2.0%	1.4%	4.0%	2.5%	1.7%	3.8%	3.7%	4.9%	3.8%	4.2%	3.2%	3.5%	3.4%	4.3%
				DEFG	F			EF					HI						

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 Overlap formulae used.

Q3. [SUMMARY - TOP3BOX (5-7)] 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.

		Ge	ender			Age					Reg	ion				Education		Language	e of Survey
	Total	Male A	Female B	18-34 C	35-44 D	45-54 E	55+ F	25-54 G	BC H	AB	MAN/SASK J	ONT K	QB L	ATL M	<college N</college 	College O	University+	English Q	French R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
	3580	1689	1892	949	540	783	1308	2020	489	376	232	1381	839	263	1397	974	1197	2763	817
Firefighters	88.9%	86.5%	91.2% A	84.8%	89.1% C	88.6% C	92.3% CDEG	87.4% C	90.6%	87.9%	88.7%	89.5%	86.8%	91.9%	89.2%	88.6%	89.1%	89.1%	88.2%
	3554	1695	1859	939	533	783	1298	2005	472	379	226	1366	848	262	1404	954	1184	2732	822
Ambulance drivers /Paramedics	88.3%	86.8%	89.6%	83.9%	88.0%	88.6%	91.6%	86.7%	87.4%	88.8%	86.4%	88.5%	87.7%	91.5%	89.7%	86.9%	88.1%	88.1%	88.7%
	2400	4050	A 4022	005	C	CG	CDEG	C 4045	474	250	202	4004	050	050	0	045	4474	2050	829
Pharmacists	3486 86.6%	1653 84.7%	1832 88.4%	895 79.9%	515 85.0%	770 87.1%	1306 92.2%	1945 84.1%	471 87.2%	359 84.2%	223 85.0%	1324 85.8%	856 88.5%	253 88.6%	1359 86.8%	945 86.0%	1171 87.2%	2656 85.7%	829 89.5%
Filamacists	00.076	04.7 /0	A	19.976	C	CG	CDEG	C C	01.270	04.276	05.076	05.076	IK	00.076	00.076	00.076	07.276	03.1 /6	Q Q
	3457	1653	1804	895	511	756	1295	1927	469	357	225	1315	840	251	1345	953	1149	2642	815
Nurses	85.9%	84.7%	87.0%	79.9%	84.4%	85.5%	91.4%	83.3%	86.8%	83.6%	85.9%	85.2%	86.8%	87.7%	85.9%	86.7%	85.5%	85.2%	88.0%
	3385	1617	1767	881	500	CG 727	CDEG 1277	C 1872	460	344	217	1293	827	245	1300	913	1158	2586	Q 798
Doctors	84.1%	82.8%	85.2%	78.7%	82.6%	82.2%	90.1%	81.0%	85.1%	80.5%	82.7%	83.7%	85.5%	85.6%	83.0%	83.1%	86.2%	83.4%	86.2%
			A				CDEG	С					1				NO		Q
	3347	1634	1712	853	487	739	1267	1857	462	355	207	1285	802	235	1259	921	1157	2573	774
Airline pilots	83.1%	83.7%	82.6%	76.2%	80.5%	83.6% CG	89.4% CDEG	80.3% C	85.6% J	83.1%	78.9%	83.3%	82.9%	82.3%	80.4%	83.8% N	86.1% N	83.0%	83.6%
	3243	1559	1684	824	463	723	1233	1794	425	338	202	1259	785	234	1273	886	1072	2482	761
Farmers	80.5%	79.8%	81.2%	73.7%	76.5%	81.7%	87.0%	77.6%	78.8%	79.0%	77.1%	81.6%	81.2%	81.8%	81.3%	80.7%	79.8%	80.1%	82.1%
	3099	1491	1608	799	450	CDG 692	CDEG 1158	C 1727	412	329	208	1236	680	235	1216	859	1009	2455	645
Canadian soldiers	77.0%	76.4%	77.6%	799	74.3%	78.3%	1158 81.7%	74.7%	76.3%	77.0%	79.4%	80.0%	70.3%	82.2%	77.7%	78.2%	75.1%	79.2%	69.6%
Canadian Soldiers	77.076	70.470	17.076	71.470	74.576	CG	CDG	C	70.576 L	L	19.476 L	L	70.576	02.276 L	11.170	10.276	73.176	7 9.2 /6 R	09.076
	3062	1427	1634	826	456	649	1131	1717	372	306	203	1164	782	234	1167	834	1049	2301	760
Teachers	76.0%	73.1%	78.8%	73.8%	75.3%	73.4%	79.8%	74.3%	68.8%	71.6%	77.5%	75.4%	80.9%	81.8%	74.5%	76.0%	78.1%	74.2%	82.1%
	3020	1432	A 1588	788	447	629	CDEG 1156	1668	414	300	H 203	H 1136	HIK 745	HIK 222	1156	824	N 1028	2292	Q 729
Dentists	75.0%	73.3%	76.6%	70.4%	73.9%	71.2%	81.6%	72.1%	76.7%	70.2%	77.6%	73.6%	77.0%	77.6%	73.8%	75.0%	76.5%	73.9%	78.7%
			A				CDEG		1				IK	1					Q
Water transfer	2920	1377	1543	767	442	635	1076	1633	385	307	212	1100	702	214	1127	796	987	2239	681
Veterinarians	72.5%	70.5%	74.4% A	68.5%	73.0%	71.8%	75.9% CEG	70.6%	71.3%	71.9%	80.8% HIKL	71.3%	72.6%	74.7%	72.0%	72.5%	73.5%	72.2%	73.5%
	2785	1303	1482	682	415	613	1074	1530	386	298	182	1083	621	215	1091	730	955	2180	605
Police Officers	69.2%	66.7%	71.5%	61.0%	68.5%	69.4%	75.8%	66.1%	71.5%	69.8%	69.5%	70.2%	64.2%	75.1%	69.7%	66.5%	71.1%	70.3%	65.3%
	2692	1267	A 1425	731	C 396	CG 570	CDEG 995	C 1496	L 340	L 253	175	L 1002	717	L 204	1024	724	936	R 1989	702
Daycare workers	66.9%	64.9%	68.7%	65.3%	65.3%	64.5%	70.2%	64.7%	63.0%	59.3%	66.8%	64.9%	74.2%	71.3%	65.4%	65.9%	69.7%	64.2%	75.8%
Daysare wellow	00.570	04.570	Α	00.070		04.570	CDEG	04.770				04.570	HIJK	HI	00.470	00.570	N	04.270	Q Q
	2691	1288	1403	673	378	571	1070	1448	353	279	181	985	692	200	1064	712	908	2015	676
Electricians	66.8%	66.0%	67.7%	60.1%	62.4%	64.6%	75.5% CDEG	62.6%	65.4%	65.3%	69.1%	63.8%	71.6% HIK	70.1%	68.0%	64.8%	67.6%	65.0%	73.0%
	2631	1235	1396	709	373	556	993	1456	375	252	165	1011	624	204	974	705	946	2022	609
Judges	65.4%	63.2%	67.4%	63.3%	61.6%	62.9%	70.1%	63.0%	69.5%	58.9%	63.1%	65.5%	64.5%	71.3%	62.2%	64.2%	70.4%	65.2%	65.8%
			А				CDEG		IL					IL			NO		
Food Cofety Jacobston	2571	1229	1341	758	396	558	859	1523	345	258	170	949	642	207	963	688	912 67.8%	1943	628
Food Safety Inspectors	63.8%	63.0%	64.7%	67.7% EF	65.4% F	63.1%	60.6%	65.8% EF	63.8%	60.5%	64.9%	61.5%	66.4% IK	72.2% HIK	61.5%	62.6%	67.8% NO	62.7%	67.8% Q
	2489	1198	1291	650	351	498	990	1332	365	257	173	935	584	174	926	676	880	1907	582
Accountants	61.8%	61.3%	62.3%	58.0%	58.0%	56.3%	69.8%	57.6%	67.7%	60.1%	65.9%	60.6%	60.4%	60.8%	59.2%	61.5%	65.5%	61.5%	62.8%
	2430	1084	1346	730	380	503	CDEG 817	1416	1KL 321	227	173	937	588	185	874	670	NO 880	1855	575
Psychologists/Counselors	60.4%	55.5%	64.9%	65.2%	62.8%	56.9%	57.7%	61.2%	59.5%	53.2%	66.0%	60.7%	60.8%	64.5%	55.8%	61.0%	65.5%	59.8%	62.1%
<u> </u>			A	EFG	EF			EF			1	ı	1	1		N	NO		
Dharbara	2334	1089	1245	596	335	487	916	1263	297	247	154	868	605	163	930	621	774	1730	604
Plumbers	58.0%	55.8%	60.1% A	53.3%	55.4%	55.0%	64.6% CDEG	54.6%	54.9%	57.8%	58.9%	56.2%	62.5% HK	57.1%	59.4%	56.6%	57.6%	55.8%	65.2% Q
	2161	978	1183	633	335	456	738	1237	260	192	146	756	631	178	873	591	688	1545	616
Airport security guards	53.7%	50.1%	57.1%	56.5%	55.3%	51.5%	52.1%	53.5%	48.1%	44.9%	55.6%	49.0%	65.3%	62.1%	55.7%	53.8%	51.2%	49.8%	66.5%
	2146	989	A 1157	EFG 590	332	452	772	1212	292	226	1 150	816	HIJK 491	HIK 170	P 881	605	652	1655	Q 491
Chiropractors	53.3%	50.6%	55.8%	590	54.9%	452 51.1%	54.5%	1212 52.4%	54.0%	52.9%	57.4%	52.9%	491 50.7%	59.5%	56.3%	55.1%	48.6%	53.4%	53.0%
		30.076	Α							32.370		J2.370	30.1 /0	19.5% L	96.3% P	P			
	1962	893	1069	548	272	379	764	1054	265	198	143	728	476	152	766	539	654	1499	463
Financial Advisors	48.7%	45.8%	51.6% A	48.9% EG	44.9%	42.8%	53.9% CDEG	45.6% E	49.1%	46.3%	54.6% K	47.2%	49.3%	53.2%	48.9%	49.0%	48.7%	48.4%	50.0%

Q3. [SUMMARY - TOP3BOX (5-7)] 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.

		Ger	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
	1717	836	882	421	253	378	665	945	246	163	112	638	438	121	653	450	611	1290	427
Journalists	42.7%	42.8%	42.5%	37.6%	41.7%	42.8%	47.0%	40.8%	45.6%	38.2%	42.6%	41.3%	45.3%	42.2%	41.7%	41.0%	45.5%	41.6%	46.1%
						С	CDG	С	ı				IK				0		Q
	1699	819	880	420	249	348	682	899	219	182	136	672	344	146	654	452	588	1369	329
Church Leaders	42.2%	41.9%	42.4%	37.5%	41.2%	39.3%	48.1%	38.9%	40.6%	42.5%	51.8%	43.5%	35.6%	51.0%	41.8%	41.1%	43.7%	44.2%	35.5%
							CDEG			L	HIKL	L		HIKL				R	
	1684	796	888	420	250	370	644	936	223	147	113	603	476	123	728	453	498	1216	468
Television and Radio Personalities	41.8%	40.8%	42.8%	37.5%	41.3%	41.9%	45.4%	40.5%	41.3%	34.5%	43.1%	39.1%	49.2%	42.9%	46.5%	41.3%	37.1%	39.2%	50.6%
							CG	С					HIK	I	OP	Р			Q
	1632	790	842	397	209	320	705	795	236	150	108	602	400	136	687	412	527	1224	408
Auto mechanics	40.5%	40.5%	40.6%	35.5%	34.5%	36.2%	49.8%	34.4%	43.6%	35.1%	41.1%	39.0%	41.4%	47.7%	43.9%	37.5%	39.2%	39.5%	44.1%
							CDEG		I				I	IK	OP				Q
	1501	619	883	444	225	283	549	817	212	125	96	563	386	120	579	398	519	1122	379
Lawyers	37.3%	31.7%	42.6%	39.7%	37.2%	32.0%	38.8%	35.3%	39.2%	29.3%	36.5%	36.5%	39.9%	41.8%	37.0%	36.3%	38.7%	36.2%	40.9%
			Α	EG	E		EG	E	ı			1	1	ı					Q
	1229	583	646	349	190	221	470	661	146	107	72	426	384	94	471	350	404	840	389
CEOs	30.5%	29.9%	31.1%	31.2%	31.3%	25.0%	33.1%	28.6%	27.0%	25.0%	27.6%	27.6%	39.7%	32.9%	30.1%	31.9%	30.1%	27.1%	42.0%
				EG	E		EG	E					HIJKM	I					Q
	1212	544	669	378	184	251	399	703	144	101	88	387	391	100	480	348	380	832	380
Airport baggage handlers	30.1%	27.9%	32.2%	33.8%	30.4%	28.4%	28.2%	30.4%	26.7%	23.6%	33.7%	25.1%	40.5%	35.1%	30.7%	31.7%	28.3%	26.8%	41.1%
			Α	EFG							IK		HIK	HIK					Q
	769	393	376	252	124	125	267	428	103	72	48	302	189	56	276	210	281	585	184
Local Politicians	19.1%	20.1%	18.1%	22.6%	20.5%	14.2%	18.9%	18.5%	19.1%	16.8%	18.3%	19.5%	19.6%	19.5%	17.7%	19.1%	20.9%	18.9%	19.9%
				EFG	E		E	E									N		
	680	298	382	320	111	123	125	460	75	73	39	251	178	64	268	194	216	520	159
Bloggers	16.9%	15.3%	18.4%	28.6%	18.4%	14.0%	8.8%	19.9%	13.8%	17.1%	15.1%	16.3%	18.4%	22.4%	17.1%	17.6%	16.0%	16.8%	17.2%
			Α	DEFG	EF	F		EF					Н	HJK					
	652	308	343	215	88	105	244	340	82	53	42	246	180	48	268	176	206	468	183
Car salespeople	16.2%	15.8%	16.6%	19.2%	14.5%	11.9%	17.2%	14.7%	15.2%	12.4%	15.9%	15.9%	18.6%	16.9%	17.1%	16.0%	15.3%	15.1%	19.8%
				DEG			EG	E					ı						Q
	582	299	283	212	78	92	200	314	77	46	35	232	149	44	236	148	197	440	143
National Politicians	14.5%	15.3%	13.6%	18.9%	12.8%	10.4%	14.1%	13.6%	14.3%	10.7%	13.2%	15.0%	15.4%	15.3%	15.1%	13.4%	14.7%	14.2%	15.4%
				DEFG			E	E				I	I						
	329	168	161	157	53	45	74	206	36	24	21	118	104	27	142	78	109	229	100
Telemarketers	8.2%	8.6%	7.8%	14.0%	8.8%	5.1%	5.2%	8.9%	6.6%	5.5%	8.0%	7.7%	10.8%	9.3%	9.1%	7.1%	8.1%	7.4%	10.8%
				DEFG	EF	1	i e	EF					HIK			1	1		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 Overlap formulae used.

Q3. [SUMMARY - LOW3BOX (1-3)] 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.

Prof.   Prof				nder			Age					Reg	ion				Education		Language	e of Survey
Marie   Mari			Ge	iluci			Age					Reg	IOII				Luucation		Language	or Survey
SECOLOGICAL SECULAL PROPERTY OF A SECURAL PR		Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Name of the series of the seri	Rago: All respondents	4026																		
Personant																				
Martine   Mart	Troightou																			
Part	Telemarketers				1															
None-Printenge (Print)						С	CDG	CDG	С	L	LM	L	L						R	
Control   Cont																				
Controlled (1969) (196	National Politicians	64.7%	65.2%	64.2%	59.3%	61.1%				61.6%		67.6%	64.6%	65.3%	59.1%	64.8%	65.5%	63.8%	64.6%	64.9%
Second Persons   Seco		2405	1225	1180	653	364				325		148	951	545	172	909	639	848	1897	508
200   175	Car salespeople	59.7%		56.9%	1	60.1%	67.0%		62.2%	60.3%	62.0%	56.5%	61.6%	56.3%	59.9%	58.1%	58.1%	63.1%	61.2%	54.9%
Page   1999	L. J.B. Fr.																			
1989   1969	Local Politicians	58.7%	60.2%	57.3%	53.6%	57.0%		58.6% C		59.3%	59.7%	60.7%	58.5%	57.9%	57.8%	59.6%	60.0%	56.7%	59.2%	57.2%
Part		1998	1069	930	451	262				252	218	136	780	486	127	739	546	708	1521	478
Propose   1913   1913   1910	Bloggers	49.6%		44.8%	40.3%	43.3%				46.6%	51.1%	51.9%	50.5%	50.2%	44.3%	47.2%	49.7%		49.1%	51.6%
Page		4540		700	101	011				000	470	101	050	007	440	504	400		1001	000
Approlatographe hardon   10	CEOs																			
Arbort logglight handlers	CLOS	37.076		33.1 /6	37.076	33.376		33.476						21.076		33.976	30.476	39.076		24.7 /6
165   80   62   367   221   378   468   881   175   181   122   885   335   86   881   146   397		1512	780	732	371	210	353	579	839	243	179	104	648	237	101	557	415	536	1307	205
March   Marc	Airport baggage handlers	37.6%		35.3%	33.1%	34.7%								24.5%		35.6%	37.8%			22.2%
Barry   Barr		1452		600	267	212					_			222	_	E01	206			207
Church Leaders 93 64 9 30 1 1	Lawvers																			
Church Leaders   32.7%   33.0%   31.0%   35.1%   32.8%   35.9%   35.9%   35.7%   35.7%   25.5%   32.2%   32.6%   30.0%   30.0%   30.2%   30.0%   30.	Lawyers	30.170		30.070	32.070	33.370		34.376		02.470	30.170	30.070		04.470	33.470	37.170	30.170	34.370		33.270
Properties   Pro					1															
1188	Church Leaders	32.2%	33.4%	31.0%	35.1%	32.8%	36.9%	26.7%	35.3%			28.1%			21.1%	32.4%	33.5%	30.9%	29.7%	
Automedianics   29.4%   30.7%   28.5%   32.5%   32.6%		1183	600	583	F 371	108	288	327	774			81			71	444	331	404	929	
Part	Auto mechanics																			
28.2%   28.8%   23.7%   22.8%   22.9%   22.9%   22.9%   22.9%   22.9%   22.9%   22.8%   23.9%   22.8%   23.9%   22.8%   23.8%   23.9%   22.8%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9%   23.8%   23.9					F	F	F		F											
1036   54   483   327   138   231   341   033   433   137   69   439   184   64   339   255   406   861   175					1				-											
Television and Radio Personalities    1996   554   448   337   238   237   338   231   341   603   143   157   69   439   194   64   339   285   406   661   175	Journalists	26.2%		23.7%	27.8%	25.9%	27.2%	24.4%	26.9%	22.8%		24.8%	25.7%	26.5%	27.4%	24.7%	26.9%	27.1%	26.5%	25.2%
Part		1036		483	327	138	231	341	603	143		69	439	184	64	339	285	406	861	175
Financial Advisors    920   502   417   220   141   244   304   551   117   114   58   356   223   52   348   251   315   716   203   205   228%   22	Television and Radio Personalities	25.7%		23.3%		22.8%	26.1%	24.1%				26.2%	28.5%	19.0%	22.5%	21.7%				18.9%
Francial Advisors				447			044	004								0.40				000
B	Einanaial Advisora				1															
Chiropractors	Financial Advisors	22.8%		20.1%	20.6%	23.2%		21.4%		21.0%		22.0%	23.1%	23.1%	18.1%	22.2%	22.9%	23.5%	23.1%	21.9%
B		798	432	366	216	104		280	478	102	84	56	298	215	44	267	215	311	597	201
Alpot security guards	Chiropractors	19.8%		17.7%	19.3%	17.1%		19.7%		18.9%	19.6%	21.5%	19.3%		15.2%	17.1%	19.6%	23.2%	19.3%	21.7%
Arport security guards    17.4%   19.8%   15.1%   15.4%   15.0%   15.0%   19.4%   17.2%   22.7%   23.5%   14.5%   18.5%   11.3%   15.6%   19.2%   16.4%   19.3%   10.9%		700	_	21/	172	01	_	265		122	101	20	295		45	265	211		500	101
Fig.	Airport security quards																			
Plumbers    14.0%   16.4%   11.8%   15.9%   13.0%   17.5%   10.8%   16.0%   14.1%   12.9%   11.7%   15.4%   12.8%   14.4%   13.1%   14.3%   14.9%   14.9%   14.8%   11.4%				10.170		10.070				JLM		1 1.070	L	11.070	10.070				R	10.070
B																				
Secondary   Seco	Plumbers	14.0%		11.8%	15.9%	13.0%		10.8%		14.1%	12.9%	11.7%	15.4%	12.8%	14.4%	13.1%	14.3%	14.9%		11.4%
Psychologists/Counselors    14.0%   17.3%   10.8%   11.4%   11.7%   17.6%   14.7%   13.9%   12.0%   18.1%   11.2%   14.0%   14.6%   11.8%   15.4%   14.3%   14.0%   14.0%   14.0%		562		224	127	71		208		65	77	29	216	141	34	241	157	159		129
Solid   Soli	Psychologists/Counselors				1															
Police Officers    13.7%   15.7%   11.8%   18.3%   12.4%   14.5%   10.1%   15.5%   12.3%   13.0%   15.0%   13.1%   16.6%   9.7%   13.2%   15.5%   12.7%   13.1%   15.8%			В																	
B	D. F Off.																			
Sign	Police Officers	13.7%		11.8%		12.4%	14.5% F	10.1%		12.3%	13.0%	15.0%	13.1%		9.7%	13.2%	15.5%	12.7%	13.1%	
B   C   C   C   C   C   C   C   C   C		536		212		76	134	174	321	65	64	34	188	153	31	234	165	133	395	141
525   290   235   112   71   129   213   279   60   65   26   220   127   28   211   167   143   414   111	Judges	13.3%		10.2%	13.6%	12.5%	15.1%	12.3%	13.9%	12.1%	15.0%	13.1%	12.2%		11.0%			9.9%	12.7%	
Food Safety Inspectors    13.0%		505	_	205	110	74	100	240	270	60	CF		200		00			140	44.4	_
B	Food Safety Inspectors																			
S24   271   253   153   75   139   157   335   54   62   34   213   124   36   212   153   155   414   110     Accountants	1 ood calcty hispectors	13.0 /6		11.470	10.076	11.770				11.170	10.270	3.070	14.070	13.170	3.1 /0	P 13.3 /6	P	10.770	13.470	12.076
F F F H H H S S S S S S S S S S S S S S							139													
355 196 159 126 57 101 72 253 34 43 14 165 76 24 150 88 116 287 68 Electricians 8.8% 10.0% 7.7% 11.2% 9.5% 11.4% 5.1% 10.9% 6.4% 10.0% 5.2% 10.7% 7.8% 8.4% 9.6% 8.0% 8.6% 9.3% 7.4%	Accountants	13.0%	13.9%	12.2%	13.7%	12.3%	15.7%	11.1%	14.5%	10.0%		13.1%		12.9%	12.6%	13.5%	13.9%	11.5%	13.4%	11.9%
Electricians 8.8% 10.0% 7.7% 11.2% 9.5% 11.4% 5.1% 10.9% 6.4% 10.0% 5.2% 10.7% 7.8% 8.4% 9.6% 8.0% 8.6% 9.3% 7.4%		255	106	150	126	57	101	72	252 F	34		1.4		76	24	150	90	116	297	60
	Electricians																			
	Liourouno	0.070		1.170				3.170		0.470		J.2 /0		7.070	0.770	3.070	0.070	0.070		7.470

Q3. [SUMMARY - LOW3BOX (1-3)] 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.

		Gei	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
	346	178	168	109	53	84	99	216	43	55	21	145	65	17	129	112	103	288	58
Daycare workers	8.6%	9.1%	8.1%	9.8%	8.8%	9.5%	7.0%	9.4%	8.0%	12.9%	8.0%	9.4%	6.7%	5.9%	8.2%	10.2%	7.6%	9.3%	6.3%
				F		F		F		HLM		L				Р		R	
	316	179	138	95	50	90	82	207	38	54	15	131	69	10	134	85	95	255	62
Dentists	7.9%	9.1%	6.6%	8.5%	8.2%	10.2%	5.8%	9.0%	7.0%	12.6%	5.6%	8.5%	7.2%	3.4%	8.6%	7.7%	7.0%	8.2%	6.6%
		В		F	F	F		F		HJKLM		М	М						
	309	170	139	104	34	85	85	199	49	27	10	125	75	23	132	87	88	238	71
Veterinarians	7.7%	8.7%	6.7%	9.3%	5.7%	9.7%	6.0%	8.6%	9.1%	6.3%	3.7%	8.1%	7.8%	8.0%	8.4%	7.9%	6.6%	7.7%	7.7%
		В		DF		DF		DF	J			J	J						
	306	173	133	85	51	79	91	188	72	43	12	120	44	15	125	93	86	262	44
Teachers	7.6%	8.9%	6.4%	7.6%	8.5%	9.0%	6.4%	8.1%	13.4%	10.1%	4.7%	7.8%	4.6%	5.1%	8.0%	8.4%	6.4%	8.4%	4.8%
		В				F			JKLM	JLM		L						R	
	261	145	116	95	39	59	68	171	34	27	16	72	94	17	101	62	97	171	89
Canadian soldiers	6.5%	7.4%	5.6%	8.5%	6.5%	6.6%	4.8%	7.4%	6.4%	6.3%	6.1%	4.6%	9.8%	5.9%	6.5%	5.6%	7.3%	5.5%	9.6%
		В		F				F					HIK						Q
	184	96	88	75	29	47	34	135	19	23	18	70	42	12	77	58	48	150	35
Doctors	4.6%	4.9%	4.2%	6.7%	4.8%	5.3%	2.4%	5.8%	3.4%	5.5%	7.0%	4.6%	4.3%	4.2%	4.9%	5.3%	3.6%	4.8%	3.7%
				F	F	F		F			Н								
	154	89	65	76	25	27	25	112	16	20	11	69	30	7	54	57	41	128	26
Pharmacists	3.8%	4.6%	3.1%	6.8%	4.2%	3.1%	1.7%	4.8%	3.0%	4.6%	4.3%	4.5%	3.1%	2.6%	3.5%	5.2%	3.1%	4.1%	2.8%
		В		DEFG	F	F		EF						_		NP		R	
	147	77	70	55	27	36	29	103	18	17	13	51	39	8	56	46	46	111	36
Farmers	3.7%	3.9%	3.4%	4.9%	4.4%	4.0%	2.1%	4.5%	3.4%	4.0%	5.1%	3.3%	4.0%	3.0%	3.6%	4.2%	3.4%	3.6%	3.9%
				F	F	F		F											
	133	75	58	55	25	28	25	91	18	14	17	53	23	7	55	37	39	113	20
Nurses	3.3%	3.8%	2.8%	4.9%	4.2%	3.2%	1.7%	4.0%	3.4%	3.2%	6.6%	3.5%	2.4%	2.5%	3.5%	3.3%	2.9%	3.6%	2.2%
	400			F	F	F		F	40	40	KLM		0.5	40			0.7	R	
I	130	64	66	61	19	27	22	90	13	10	12	50	35	10	58	33	37	102	28
Airline pilots	3.2%	3.3%	3.2%	5.5% DEFG	3.2%	3.1%	1.5%	3.9%	2.5%	2.3%	4.7%	3.2%	3.6%	3.4%	3.7%	3.0%	2.7%	3.3%	3.1%
	100	74	20		F	F	00	70	44	-		40	0.4		20	20	20	00	04
		71	29	41	9	28	23	70	14	7	6	46	24	2	30	33	36	80	21
Firefighters	2.5%	3.6% B	1.4%	3.7% DF	1.4%	3.2% DF	1.6%	3.0% DF	2.5%	1.7%	2.4%	3.0%	2.5%	0.9%	1.9%	3.0%	2.7%	2.6%	2.2%
	91	58	33	41	11		17	64	10	10	6	34	25	6	26	32	32	73	19
A				1		23					6						_		
Ambulance drivers /Paramedics	2.3%	3.0%	1.6%	3.6% DF	1.8%	2.6%	1.2%	2.8%	1.8%	2.3%	2.4%	2.2%	2.6%	2.1%	1.6%	2.9% N	2.4%	2.3%	2.0%
Proportions/Means: Columns Tested (5% risk		ь				F		_ F		1				1	1	IN			

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 Overlap formulae used.

Q3. [SUMMARY - LOW2BOX (1-2)] 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.

		_Ge	nder			Age					Reg	ion				Education		Language	e of Survey
						, igo										Luadandi		Language	, ou,
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
	2547	1297	1250	616	359	608	965	1434	368	304	168	1004	535	169	965	701	875	2046	501
Telemarketers	63.3%	66.4%	60.3%	55.0%	59.2%	68.7%	68.1%	62.0%	68.2%	71.2%	64.0%	65.0%	55.3%	59.1%	61.6%	63.8%	65.2%	66.0%	54.1%
	1007	B	050	400	070	CDG	CDG	C	LM	KLM	L	L	470	404	700		504	R	400
National Politicians	1907 47.4%	954 48.9%	953 46.0%	482 43.1%	279 46.0%	474 53.7%	672 47.4%	1113 48.1%	248 45.9%	222 52.0%	127 48.6%	717 46.5%	472 48.8%	121 42.2%	768 49.0%	540 49.1%	591 44.0%	1468 47.4%	439 47.4%
National Politicians	47.476	40.976	46.0%	43.176	40.0%	CDFG	C 47.4%	46.1% C	40.9%	32.0% M	40.0%	40.5%	40.0%	42.276	49.0% P	49.1% P	44.0%	47.476	47.476
	1681	849	833	422	249	426	584	996	218	185	114	651	402	111	680	480	514	1311	370
Local Politicians	41.8%	43.5%	40.2%	37.7%	41.1%	48.2%	41.2%	43.1%	40.5%	43.3%	43.5%	42.2%	41.6%	38.8%	43.4%	43.7%	38.3%	42.3%	40.0%
	1534	B 818	716	409	231	CDFG 398	496	934	205	179	97	604	345	104	P 564	422	540	1218	316
Car salespeople	38.1%	41.9%	34.5%	36.6%	38.1%	45.0%	35.0%	40.4%	38.0%	41.9%	36.9%	39.1%	35.7%	36.3%	36.1%	38.4%	40.2%	39.3%	34.1%
our suisspeepie		В				CDFG		CF		L							N	R	
	1245	700	545	230	148	297	569	630	151	136	86	483	314	75	463	337	442	935	310
Bloggers	30.9%	35.9% B	26.3%	20.6%	24.5%	33.6% CDG	40.2% CDEG	27.2% C	28.0%	31.9%	32.8%	31.3%	32.4%	26.1%	29.6%	30.6%	32.9%	30.2%	33.5% Q
	884	505	379	251	116	233	CDEG 284	549	128	106	52	394	142	63	331	252	297	765	119
CEOs	22.0%	25.8%	18.3%	22.4%	19.2%	26.4%	20.0%	23.7%	23.7%	24.7%	19.7%	25.5%	14.7%	22.0%	21.1%	22.9%	22.1%	24.7%	12.9%
		В				CDFG		DF	L	L		L		L				R	
	874	543	331	198	127	246	304	526	100	106	54	352	208	55	359	246	265	689	185
Lawyers	21.7%	27.8% B	16.0%	17.7%	20.9%	27.8% CDFG	21.5% C	22.7% C	18.5%	24.7% H	20.6%	22.8%	21.5%	19.4%	23.0% P	22.4%	19.7%	22.2%	20.0%
	855	440	415	251	136	228	241	558	118	86	47	304	257	44	334	248	269	606	250
Church Leaders	21.2%	22.6%	20.0%	22.4%	22.5%	25.7%	17.0%	24.1%	21.8%	20.1%	17.8%	19.7%	26.6%	15.2%	21.4%	22.6%	20.0%	19.5%	27.0%
				F	F	F		F	M				HIJKM						Q
	808	447	360	183	108	187	329	430 18.6%	135	102	60	347	106	58	292	236	275	721	86
Airport baggage handlers	20.1%	22.9% B	17.4%	16.3%	17.9%	21.2% CG	23.2% CDG	18.6% C	25.0% L	23.8% L	22.9% L	22.5% L	10.9%	20.2% L	18.7%	21.5%	20.5%	23.3% R	9.3%
	521	282	239	183	86	125	127	353	61	49	33	217	126	34	201	139	179	412	109
Auto mechanics	12.9%	14.5%	11.5%	16.4%	14.2%	14.1%	9.0%	15.2%	11.4%	11.5%	12.6%	14.0%	13.1%	11.9%	12.8%	12.7%	13.3%	13.3%	11.7%
	506	B 300	206	F 134	F 77	F 133	162	F 308	53	65	31	184	130	43	183	143	175	385	121
Journalists	12.6%	15.4%	10.0%	11.9%	12.7%	15.1%	11.5%	13.3%	9.8%	15.2%	11.8%	11.9%	13.5%	15.2%	11.7%	13.0%	13.0%	12.4%	13.1%
ood.namote		В			12.770	CF	11.576			Н	11.070		Н	Н					10.170
	503	300	203	148	71	120	165	294	77	54	31	223	89	29	156	145	197	420	82
Television and Radio Personalities	12.5%	15.4% B	9.8%	13.2%	11.7%	13.6%	11.6%	12.7%	14.3% L	12.6%	11.7%	14.4% L	9.2%	10.2%	10.0%	13.2% N	14.6% N	13.6% R	8.9%
	444	262	181	111	64	114	155	266	64	57	23	167	104	29	169	120	150	348	96
Financial Advisors	11.0%	13.4%	8.7%	9.9%	10.5%	12.9%	10.9%	11.5%	11.8%	13.2%	8.9%	10.8%	10.7%	10.1%	10.8%	10.9%	11.2%	11.2%	10.3%
		В				С													
	424	230	193	95	58	122	148	255	48	53	36	148	111	28	156	106	158	323	101
Chiropractors	10.5%	11.8% B	9.3%	8.5%	9.6%	13.8% CDFG	10.5%	11.0% C	8.9%	12.3%	13.6%	9.6%	11.5%	9.7%	10.0%	9.6%	11.8%	10.4%	10.9%
	339	197	142	80	46	79	135	187	69	49	17	137	51	17	137	95	105	293	46
Airport security guards	8.4%	10.1%	6.9%	7.2%	7.6%	8.9%	9.5%	8.1%	12.8%	11.5%	6.6%	8.8%	5.2%	5.9%	8.7%	8.7%	7.8%	9.5%	5.0%
	201	B	405		44	70	C	400	JKLM	LM		L		40	404	0.5		R	
Police Officers	304 7.5%	179 9.2%	125 6.0%	117 10.5%	7.3%	70 7.9%	72 5.1%	199 8.6%	39 7.3%	33 7.8%	23 9.0%	103 6.7%	89 9.2%	16 5.5%	134 8.5%	85 7.7%	82 6.1%	227 7.3%	77 8.3%
i once omeers	7.576	9.2% B	0.076	DFG	1.570	F F	J. 1 /0	F	1.070	7.070	3.070	0.7 /0	9.2% K	3.370	P 0.376	1.170	0.170	1.570	0.376
	289	181	107	74	38	81	95	180	33	37	20	101	82	16	126	94	65	211	78
Judges	7.2%	9.3%	5.2%	6.6%	6.2%	9.2%	6.7%	7.8%	6.1%	8.6%	7.5%	6.6%	8.4%	5.5%	8.1% P	8.6%	4.8%	6.8%	8.4%
	263	B 166	98	54	35	CDF 74	101	150	37	42	16	91	66	12	108	81	72	207	57
Psychologists/Counselors	6.5%	8.5%	4.7%	4.8%	5.7%	8.4%	7.1%	6.5%	6.8%	9.8%	6.1%	5.9%	6.8%	4.2%	6.9%	7.4%	5.3%	6.7%	6.1%
		В				CG	С	С		KM						Р			
F 10 ( )	229	135	95	50	25	62	93	119	25	33	10	103	52	7	97	64	64	183	47
Food Safety Inspectors	5.7%	6.9% B	4.6%	4.5%	4.1%	7.0% CDG	6.5% CD	5.2%	4.5%	7.7% M	3.8%	6.7% M	5.4%	2.5%	6.2%	5.8%	4.8%	5.9%	5.0%
	219	126	93	63	35	57	64	140	26	22	16	93	46	16	90	62	63	178	41
Accountants	5.4%	6.5%	4.5%	5.6%	5.8%	6.4%	4.5%	6.0%	4.8%	5.2%	6.1%	6.0%	4.8%	5.5%	5.8%	5.6%	4.7%	5.7%	4.4%
		В					<u></u>					15-		,-					
Blumbara	207	135	72	68	27	59	54	139	26	16	12	100	41	12	82	49	75	169	38
Plumbers	5.1%	6.9% B	3.5%	6.0% F	4.4%	6.7% F	3.8%	6.0% DF	4.8%	3.7%	4.7%	6.5% L	4.3%	4.2%	5.2%	4.5%	5.6%	5.5%	4.1%
	155	90	64	52	21	42	39	95	15	24	10	67	32	7	63	50	39	128	27
Daycare workers	3.8%	4.6% B	3.1%	4.7% F	3.5%	4.8% F	2.8%	4.1% F	2.7%	5.7% HL	3.8%	4.3%	3.3%	2.5%	4.0%	4.5% P	2.9%	4.1%	2.9%

Q3. [SUMMARY - LOW2BOX (1-2)] 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.

		Gei	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
	144	87	57	33	26	45	40	94	39	17	5	52	21	10	57	46	39	125	19
Teachers	3.6%	4.5%	2.7%	2.9%	4.3%	5.1%	2.8%	4.1%	7.2%	4.0%	1.9%	3.4%	2.2%	3.4%	3.7%	4.2%	2.9%	4.0%	2.0%
	405	В			0.4	CF		С	JKLM	40	40					00		R	
	135	81	54	50	21	34	29	91	15	13	10	38	53	6	52	33	50	88	47
Canadian soldiers	3.4%	4.2%	2.6%	4.5%	3.5%	3.9% F	2.0%	3.9%	2.7%	3.2%	3.8%	2.4%	5.5% HKM	2.1%	3.4%	3.0%	3.7%	2.8%	5.1%
	130	B 72	59	F 42	22	40	26	95	16	20	7	53		5	E2	35	40	104	Q
Dti-t-	3.2%	3.7%	2.8%	3.8%	3.6%	4.6%	1.9%	4.1%	2.9%	4.6%	2.8%	3.4%	30	1.7%	53	3.2%	3.0%		26 2.8%
Dentists	3.2%	3.1%	2.8%	3.8% F	3.6% F	4.6% F	1.9%	4.1% F	2.9%	4.6%	2.8%	3.4%	3.1%	1.7%	3.4%	3.2%	3.0%	3.4%	2.8%
	130	82	47	45	26	37	22	97	14	15	4	67	24	7	61	23	44	108	22
Electricians	3.2%	4.2%	2.3%	4.0%	4.4%	4.2%	1.5%	4.2%	2.5%	3.4%	1.4%	4.3%	2.5%	2.5%	3.9%	2.1%	3.2%	3.5%	2.3%
		В		F	F	F		F				JL			0				
	118	79	39	35	10	36	37	74	20	9	5	44	30	11	52	35	29	90	28
Veterinarians	2.9%	4.1%	1.9%	3.2%	1.6%	4.0%	2.6%	3.2%	3.7%	2.0%	1.9%	2.8%	3.1%	3.8%	3.3%	3.2%	2.2%	2.9%	3.0%
		В				D		D											
	89	45	44	40	11	27	11	68	7	14	10	34	19	5	40	24	24	72	17
Doctors	2.2%	2.3%	2.1%	3.5% DF	1.8%	3.1% F	0.8%	2.9% DF	1.4%	3.2%	3.8% H	2.2%	2.0%	1.7%	2.6%	2.2%	1.8%	2.3%	1.8%
	61	39	22	31	10	12	8	45	4	9	7	23	15	4	26	19	16	50	11
Pharmacists	1.5%	2.0%	1.1%	2.8%	1.6%	1.4%	0.6%	1.9%	0.7%	2.0%	2.9%	1.5%	1.5%	1.3%	1.6%	1.7%	1.2%	1.6%	1.2%
Pharmacists	1.5%	2.0% B	1.1%	2.8% EFG	1.6% F	1.4%	0.6%	1.9% F	0.7%	2.0%	2.9% H	1.5%	1.5%	1.3%	1.6%	1.7%	1.2%	1.0%	1.2%
	61	34	27	31	13	12	6	48	5	4	10	29	11	2	27	15	17	49	12
Nurses	1.5%	1.7%	1.3%	2.7%	2.1%	1.4%	0.4%	2.1%	0.9%	0.9%	3.8%	1.9%	1.1%	0.8%	1.7%	1.4%	1.3%	1.6%	1.3%
	11.070	11170	1.070	EF EF	F	F	0.170	F F	0.070	0.070	HILM	1.070	11170	0.070	11.70	11.170	1.070	1.070	1.070
	58	31	27	31	9	12	6	43	6	2	6	21	18	5	29	13	14	44	15
Airline pilots	1.5%	1.6%	1.3%	2.7%	1.5%	1.4%	0.4%	1.9%	1.1%	0.6%	2.4%	1.3%	1.9%	1.7%	1.9%	1.2%	1.0%	1.4%	1.6%
·				EFG	F	F		F											
	52	30	21	19	8	16	9	39	5	6	7	17	10	6	21	15	16	42	10
Farmers	1.3%	1.6%	1.0%	1.7%	1.3%	1.8%	0.6%	1.7%	0.9%	1.4%	2.8%	1.1%	1.1%	2.1%	1.3%	1.4%	1.2%	1.4%	1.0%
				F		F		F			KL								
	47	35	12	23	3	14	8	35	6	2	4	22	12	1	16	13	17	36	11
Firefighters	1.2%	1.8%	0.6%	2.0%	0.5%	1.6%	0.5%	1.5%	1.1%	0.6%	1.4%	1.4%	1.2%	0.4%	1.0%	1.2%	1.3%	1.2%	1.2%
	40	В		DF		F	_	DF					40		4.0		45		
	42	31	11	21	4	10	/	31	2	4	2	21	10	2	12	14	15	33	8
Ambulance drivers /Paramedics	1.0%	1.6% B	0.5%	1.9% DF	0.6%	1.1%	0.5%	1.3%	0.5%	0.9%	0.9%	1.3%	1.0%	0.9%	0.8%	1.2%	1.1%	1.1%	0.9%
Proportions/Means: Columns Tested (5% risk		_	ļ	ļ.	1	1	l	F		1			1	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 Overlap formulae used.

Q3. [SUMMARY - LOWBOX (1)] 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.

		Ge	nder			Age					Reg	jion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1929	2097	1119	606	884	1435	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
	1686	898	788	374	235	409	669	934	258	218	109	688	313	100	645	475	562	1403	283
Telemarketers	41.9%	46.0%	38.0%	33.4%	38.7%	46.2%	47.2%	40.4%	47.8%	51.1%	41.5%	44.6%	32.3%	35.1%	41.2%	43.2%	41.8%	45.3%	30.6%
		В			С	CDG	CDG	С	LM	JKLM	L	LM						R	
	1145	599	547	289	170	292	394	678	142	126	81	438	285	73	477	325	338	883	262
National Politicians	28.5%	30.7% B	26.4%	25.8%	28.0%	33.0% CDFG	27.8%	29.3% C	26.4%	29.6%	30.8%	28.4%	29.5%	25.4%	30.5%	29.5%	25.2%	28.5%	28.3%
	940	506	434	236	140	248	317	573	113	112	62	382	221	51	411	255	269	741	200
Local Politicians	23.4%	25.9%	20.9%	21.1%	23.1%	28.0%	22.4%	24.8%	20.9%	26.1%	23.8%	24.7%	22.8%	17.8%	26.3%	23.2%	20.0%	23.9%	21.6%
		В				CDFG		С		M		М			Р				
0	707	399	308	195	111	188	213	440	102	90	39	278	152	46	266	203	234	577	130
Car salespeople	17.6%	20.4% B	14.9%	17.4%	18.3%	21.2% CFG	15.0%	19.0% F	18.9%	21.0% L	14.9%	18.0%	15.7%	16.0%	17.0%	18.4%	17.4%	18.6% R	14.0%
	573	352	221	82	64	156	271	287	65	60	39	220	156	33	218	163	191	423	150
Bloggers	14.2%	18.0%	10.7%	7.3%	10.6%	17.6%	19.1%	12.4%	12.1%	14.1%	15.0%	14.2%	16.1%	11.4%	13.9%	14.8%	14.2%	13.6%	16.2%
	507	B 267	220	161	C	CDG	CDG	C 339	00	E0	22	170	H 148	24	211	140	145	365	Q 141
Church Leaders	12.6%	267 13.7%	239 11.5%	161 14.3%	90 14.9%	126 14.2%	130 9.2%	14.6%	83 15.4%	58 13.5%	22 8.5%	172 11.1%	15.3%	8.5%	13.5%	148 13.5%	145	365 11.8%	15.3%
Charen Ecaders	12.078	13.7 % B	11.576	F	F	F	5.276	F	JKM	13.376	0.576	11.170	JKM	0.576	P	13.376	10.076	11.076	Q Q
	420	276	144	94	63	123	140	256	53	52	21	175	94	25	159	141	116	335	84
Lawyers	10.4%	14.1%	7.0%	8.4%	10.4%	13.9%	9.9%	11.1%	9.8%	12.1%	8.0%	11.4%	9.7%	8.9%	10.2%	12.8%	8.6%	10.8%	9.1%
	414	B 253	160	116	54	CFG 112	131	C 262	73	51	23	173	60	33	153	NP 132	125	364	50
CEOs	10.3%	13.0%	7.7%	10.4%	9.0%	12.7%	9.2%	11.3%	13.5%	12.1%	8.9%	11.2%	6.2%	11.4%	9.8%	12.0%	9.3%	11.7%	5.4%
5255	10.570	В	7.770	10.470	3.070	DF	3.270	DF	L	L L	0.570	L L	0.270	L L	3.070	P	3.370	R	5.476
	315	177	138	74	51	69	122	176	66	35	20	137	35	22	131	92	92	288	27
Airport baggage handlers	7.8%	9.0%	6.7%	6.6%	8.4%	7.8%	8.6%	7.6%	12.3%	8.3%	7.5%	8.9%	3.7%	7.6%	8.3%	8.3%	6.8%	9.3%	2.9%
	216	B 132	83	61	25	65	65	132	KL 21	L 28	12	L 86	51	17	90	60	65	R 169	47
Journalists	5.4%	6.8%	4.0%	5.5%	4.2%	7.3%	4.6%	5.7%	3.9%	6.6%	4.7%	5.6%	5.3%	5.9%	5.7%	5.4%	4.8%	5.4%	5.1%
		В				DFG													
	191	115	76	52	30	50	59	119	31	25	12	74	40	10	64	47	77	157	34
Television and Radio Personalities	4.7%	5.9% B	3.6%	4.7%	5.0%	5.6%	4.2%	5.2%	5.7%	5.7%	4.7%	4.8%	4.1%	3.4%	4.1%	4.3%	5.7%	5.1%	3.7%
-	190	114	76	70	28	44	48	127	25	17	10	86	41	11	82	58	49	157	33
Auto mechanics	4.7%	5.8%	3.7%	6.3%	4.7%	5.0%	3.4%	5.5%	4.6%	4.0%	3.8%	5.6%	4.3%	3.8%	5.2%	5.3%	3.7%	5.1%	3.5%
		В		F				F										R	
Chiroprostoro	179 4.5%	108 5.5%	71 3.4%	44 3.9%	30 5.0%	54 6.1%	51 3.6%	119 5.2%	17 3.2%	27 6.3%	12 4.7%	61 4.0%	44	17 5.9%	63 4.0%	45 4.1%	67 5.0%	140 4.5%	40 4.3%
Chiropractors	4.5%	5.5% B	3.4%	3.9%	5.0%	CF	3.0%	CF	3.276	6.5% H	4.776	4.0%	4.0%	5.9%	4.0%	4.176	5.0%	4.5%	4.3%
	172	115	58	37	23	48	64	101	21	24	9	69	39	11	67	52	51	141	32
Financial Advisors	4.3%	5.9%	2.8%	3.3%	3.8%	5.5%	4.5%	4.4%	3.9%	5.7%	3.3%	4.5%	4.0%	3.8%	4.3%	4.7%	3.8%	4.5%	3.4%
	157	B 103	54	72	19	C 33	33	C 105	21	19	11	62	37	7	66	51	38	125	32
Police Officers	3.9%	5.3%	2.6%	6.4%	3.1%	3.7%	2.3%	4.5%	3.9%	4.3%	4.3%	4.0%	3.8%	2.5%	4.2%	4.7%	2.9%	4.0%	3.4%
Tonos omosio	0.070	В	2.070	DEFG	0.170	0.770	2.070	DF	0.070	1.070	1.070	1.070	0.070	2.070	1.270	P P	2.070	1.070	0.170
	137	86	52	34	22	32	49	83	35	13	5	60	17	7	59	45	32	121	17
Airport security guards	3.4%	4.4% B	2.5%	3.1%	3.7%	3.6%	3.4%	3.6%	6.4% IJKLM	3.2%	1.9%	3.9%	1.7%	2.5%	3.8%	4.1%	2.4%	3.9% R	1.8%
	120	77	43	31	13	36	41	71	15 15	16	10	35	37	7	56	36	26	85	35
Judges	3.0%	4.0%	2.1%	2.8%	2.1%	4.1%	2.9%	3.1%	2.7%	3.7%	3.8%	2.3%	3.9%	2.5%	3.6%	3.3%	1.9%	2.7%	3.8%
		В				DG							K		Р	Р			
Device the desire to 1/2 and a second	109	64	44	23	13	38	34	70	14	16	5	45	26	4	50	33	24	86	22
Psychologists/Counselors	2.7%	3.3% B	2.1%	2.1%	2.2%	4.3% CDFG	2.4%	3.0% C	2.5%	3.7%	1.9%	2.9%	2.7%	1.3%	3.2% P	3.0%	1.8%	2.8%	2.4%
	94	63	31	24	20	24	25	65	13	9	6	44	17	5	40	27	25	79	15
Accountants	2.3%	3.2%	1.5%	2.2%	3.4%	2.7%	1.8%	2.8%	2.5%	2.0%	2.4%	2.8%	1.8%	1.7%	2.5%	2.5%	1.8%	2.6%	1.6%
	86	B 55	31	22	F 7	21	36	F 44	12	15	2	36	19	1	43	23	19	72	14
Food Safety Inspectors	2.1%	55 2.8%	1.5%	2.0%	1.2%	2.4%	2.5%	1.9%	12 2.3%	15 3.4%	0.9%	36 2.4%	2.0%	0.4%	2.7%	23	19	2.3%	1.5%
1 ood outcry mapeciors	2.170	2.0% B			1.2/0		2.370			3.4% M	0.376		2.070	0.470	P P		1.470		1.570
	61	40	22	18	7	20	15	43	16	7	1	24	8	5	26	20	13	54	8
Teachers	1.5%	2.0%	1.1%	1.6%	1.2%	2.3%	1.1%	1.9%	2.9%	1.7%	0.5%	1.6%	0.8%	1.7%	1.7%	1.8%	1.0%	1.7%	0.8%
	59	B 38	21	21	5	F 19	15	35	JL 5	6	1	29	13	5	21	20	15	R 48	11
Daycare workers	1.5%	2.0%	1.0%	1.9%	0.8%	2.1%	1.1%	1.5%	0.9%	1.4%	0.5%	1.9%	1.3%	1.7%	1.3%	1.8%	1.1%	1.6%	1.2%
,		B B	070		5.576	F F	70		5.570	70	0.070			/0		070	70		/0
			1		1	1					-0			1		1			

Q3. [SUMMARY - LOWBOX (1)] 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.

			nder			A 000						ion				Education		Language	of Curve
		Gei	naer			Age					Reg	jion				Education		Language	or Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
	58	39	20	21	10	14	13	45	9	6	3	27	10	5	24	15	18	50	8
Plumbers	1.5%	2.0%	0.9%	1.8%	1.7%	1.6%	0.9%	1.9%	1.6%	1.4%	1.0%	1.7%	1.0%	1.7%	1.5%	1.3%	1.4%	1.6%	0.9%
	1.07.0	В					0.07.0	F		,		,.	,						
	57	40	17	21	6	15	15	37	6	5	4	16	25	1	23	16	17	36	21
Canadian soldiers	1.4%	2.0%	0.8%	1.9%	0.9%	1.7%	1.0%	1.6%	1.1%	1.2%	1.4%	1.0%	2.6%	0.4%	1.5%	1.5%	1.3%	1.2%	2.3%
		В											KM					i	Q
	52	30	21	16	7	19	9	37	7	11	3	19	12	0	20	13	17	43	9
Dentists	1.3%	1.6%	1.0%	1.5%	1.2%	2.1%	0.7%	1.6%	1.4%	2.6%	1.0%	1.3%	1.2%	-	1.3%	1.2%	1.3%	1.4%	1.0%
						F		F		M									
	45	33	12	14	3	15	12	31	7	1	1	23	10	2	20	14	10	37	8
Veterinarians	1.1%	1.7% B	0.6%	1.3%	0.5%	1.7% D	0.9%	1.3% D	1.4%	0.3%	0.5%	1.5%	1.0%	0.8%	1.3%	1.2%	0.8%	1.2%	0.9%
	40	22	18	20	4	13	4	30	5	6	4	16	8	1	18	12	9	32	8
Dogtora					0.6%		0.3%			_		-	-	0.40/			0.7%		
Doctors	1.0%	1.1%	0.9%	1.8% DF	0.6%	1.4% F	0.3%	1.3% F	0.9%	1.4%	1.4%	1.0%	0.9%	0.4%	1.1%	1.1%	0.7%	1.0%	0.8%
	38	24	14	13	6	13	7	30	5	6	1	19	5	1	15	11	12	33	5
Electricians	0.9%	1.2%	0.7%	1.1%	1.0%	1.4%	0.5%	1.3%	0.9%	1.4%	0.5%	1.3%	0.5%	0.4%	0.9%	1.0%	0.9%	1.1%	0.5%
Licentians	0.570	1.270	0.770	1.170	1.070	F	0.570	F	0.570	1.470	0.570	1.070	0.070	0.470	0.576	1.070	0.570	1.170	0.070
	33	18	15	18	4	7	4	25	4	1	4	12	10	2	16	6	9	25	8
Airline pilots	0.8%	0.9%	0.7%	1.6%	0.6%	0.8%	0.3%	1.1%	0.7%	0.3%	1.4%	0.8%	1.0%	0.8%	1.0%	0.6%	0.6%	0.8%	0.9%
•				F				F											
	30	19	11	16	5	6	3	23	0	4	5	13	7	1	14	9	7	26	5
Pharmacists	0.8%	1.0%	0.5%	1.4%	0.9%	0.7%	0.2%	1.0%	-	0.9%	1.9%	0.9%	0.7%	0.4%	0.9%	0.8%	0.5%	0.8%	0.5%
				F	F			F			Н		Н					i	
	27	20	7	15	1	7	4	20	4	2	3	11	6	1	10	7	9	22	5
Nurses	0.7%	1.0%	0.3%	1.3%	0.2%	0.8%	0.3%	0.9%	0.7%	0.6%	1.0%	0.7%	0.6%	0.4%	0.6%	0.6%	0.6%	0.7%	0.6%
		В	_	DF		_		DF		_									
	24	16	7	13	1	7	3	17	2	2	3	11	5	0	8	6	9	20	4
Firefighters	0.6%	0.8%	0.4%	1.1% DF	0.2%	0.8%	0.2%	0.7% F	0.5%	0.6%	1.0%	0.7%	0.5%	-	0.5%	0.5%	0.6%	0.6%	0.4%
	20	15	5	7	1	7	5	15	1	1	1	11	5	1	6	7	6	16	4
Ambulance drivers /Paramedics	0.5%	0.8%	0.2%	0.6%	-	0.8%	0.4%	0.7%	0.2%		0.5%	0.7%		0.4%		'	0.5%		0.4%
Ambulance unvers /Farameulus	0.5%	0.8% B	0.2%	0.0%	0.2%	0.8%	0.4%	U.1%	U.2%	0.3%	0.5%	0.7%	0.5%	0.4%	0.4%	0.6%	0.5%	0.5%	0.4%
	16	13	3	6	3	5	3	11	1	2	3	5	5	0	9	3	4	11	5
Farmers	0.4%	0.7%	0.1%	0.5%	0.5%	0.6%	0.2%	0.5%	0.2%	0.6%	1.0%	0.3%	0.5%	-	0.6%	0.3%	0.3%	0.4%	0.6%
i dilliois	0.476	0.7 /s B	0.176	0.076	0.076	0.078	0.270	0.076	0.2 /0	0.078	1.076	0.076	0.076		0.076	0.076	0.076	U.+/0	3.078

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 Overlap formulae used.

Q3\_01. [Accountants] 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.

		Gei	nder			Age					Reç	gion				Education		Language	e of Survey
	Total	Male	Female B	18-34 C	35-44 D	45-54 E	55+ F	25-54 G	ВС	AB	MAN/SASK	ONT	QB	ATL M	<college< th=""><th>College</th><th>University+</th><th>English Q</th><th>French R</th></college<>	College	University+	English Q	French R
Base: All respondents	4026	A 1929	2097	1082	611	898	1435	2317	H 440	348	J 214	K 1277	L 1510	237	N 1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Accountants																			
	327	158	169	92	41	69	125	173	56	23	22	120	87	19	134	79	113	242	86
7 - Extremely trustworthy	8.1%	8.1%	8.2%	8.3%	6.8%	7.8%	8.8%	7.5%	10.4% I	5.5%	8.4%	7.8%	8.9% I	6.8%	8.6%	7.2%	8.4%	7.8%	9.3%
6	1055 26.2%	520 26.6%	535 25.8%	250 22.3%	143 23.7%	195 22.0%	467 33.0%	526 22.7%	166 30.7%	112 26.2%	77 29.5%	383 24.8%	236 24.4%	81 28.3%	405 25.9%	286 26.0%	365 27.1%	818 26.4%	237 25.6%
	1106	519	587	307	167	234	CDEG 398	634	KL 143	122	73	433	261	74	387	311	403	847	259
5	27.5%	26.6%	28.3%	27.5%	27.6%	26.5%	28.1%	27.4%	26.5%	28.5%	28.0%	28.0%	27.0%	25.8%	24.7%	28.3% N 206	30.0% N	27.3%	27.9%
4	788 19.6%	394 20.2%	394 19.0%	230 20.6% F	142 23.5%	195 22.1% F	220 15.5%	498 21.5% F	87 16.2%	87 20.4%	39 14.9%	303 19.6%	213 22.1% HJ	58 20.3%	315 20.1%	18.7%	264 19.6%	591 19.1%	196 21.2%
	305	145	160	91	40	82	93	195	28	40	18	120	78	20	122	91	92	236	69
3	7.6%	7.4%	7.7%	8.1%	6.5%	9.3% F 33	6.6%	8.5% F 74	5.2%	9.5% H 13	7.0%	7.8%	8.1% H 29	7.1%	7.8%	8.3%	6.8%	7.6%	7.4%
2	3.1%	3.2%	3.0%	38 3.4%	2.4%	3.7%	2.8%	3.2%	2.3%	3.2%	3.8%	3.2%	3.0%	3.8%	3.2%	3.1%	2.9%	3.2%	2.8%
1 - Not trustworthy at all	94	63 3.2%	31 1.5%	24 2.2%	20 3.4%	24 2.7%	25 1.8%	65 2.8%	13 2.5%	9 2.0%	6 2.4%	44 2.8%	17 1.8%	5	40 2.5%	27 2.5%	25 1.8%	79 2.6%	15 1.6%
	225	90	136	86	F 37	52	50	F 147	33	21	16	92	45	18	112	64	44	187	38
Don't Know	5.6%	4.6%	6.5% A	7.7% F	6.2% F	5.8% F	3.6%	6.4% F	6.2%	4.9%	6.1%	6.0%	4.7%	6.3%	7.2% P	5.8% P	3.3%	6.0% R	4.1%
Summary	327	158	169	92	41	69	125	173	56	23	22	120	87	19	134	79	113	242	86
TopBox (7)	8.1%	8.1%	8.2%	8.3%	6.8%	7.8%	8.8%	7.5%	10.4%	5.5%	8.4%	7.8%	8.9%	6.8%	8.6%	7.2%	8.4%	7.8%	9.3%
Top2Box (6-7)	1383 34.3%	679 34.7%	704 34.0%	342 30.6%	184 30.4%	264 29.8%	592 41.8%	699 30.2%	222 41.1%	135 31.6%	99 37.9%	503 32.6%	323 33.4%	100 35.0%	539 34.4%	364 33.2%	478 35.6%	1059 34.2%	323 34.9%
. , ,	2489	1198	1291	650	351	498	CDEG 990	1332	IKL 365	257	173	935	584	174	926	676	880	1907	582
Top3Box (5-7)	61.8%	61.3%	62.3%	58.0%	58.0%	56.3%	69.8% CDEG	57.6%	67.7% IKL	60.1%	65.9%	60.6%	60.4%	60.8%	59.2%	61.5%	65.5% NO	61.5%	62.8%
Low3Box (1-3)	524 13.0%	271 13.9%	253 12.2%	153 13.7%	75 12.3%	139 15.7%	157 11.1%	335 14.5%	54 10.0%	62 14.6%	34 13.1%	213 13.8%	124 12.9%	36 12.6%	212 13.5%	153 13.9%	155 11.5%	414 13.4%	110 11.9%
Low2Box (1-2)	219 5.4%	126 6.5% B	93 4.5%	63 5.6%	35 5.8%	57 6.4%	64 4.5%	F 140 6.0%	26 4.8%	H 22 5.2%	16 6.1%	93 6.0%	46 4.8%	16 5.5%	90 5.8%	62 5.6%	63 4.7%	178 5.7%	41 4.4%
LowBox (1)	94 2.3%	63 3.2%	31 1.5%	24 2.2%	20 3.4%	24 2.7%	25 1.8%	65 2.8%	13 2.5%	9 2.0%	6 2.4%	44 2.8%	17 1.8%	5 1.7%	40 2.5%	27 2.5%	25 1.8%	79 2.6%	15 1.6%
Mean	4.9	B 4.8	4.9	4.8	4.8	4.7	5.1 CDEG	F 4.8	5.1 IKL	4.8	5	4.8	4.9	4.9	4.9	4.8	4.9	4.9	4.9
Std. Dev. Std. Err.	1.4	1.4	1.3	1.4	1.4	1.4	1.3 0	1.4	1.3 0.1	1.3	1.4	1.4	1.3	1.3	1.4	1.4	1.3	1.4	1.3
Proportions/Means: Columns Tested (5% r						U	U	U	0.1	0.1	0.1	U	U	0.1	U	U	U	U	

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 Overlap formulae used.

Q3\_Q2. [Airline pilots] 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.

		Ger	nder			Age					Reç	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
Airline pilots	1020	1000	2010	1110	000	001		2010	0.0		202	1011	001	200	1000	1000	1011	0.00	020
Arrine priors	1153	589	564	245	142	243	522	569	150	118	74	402	321	88	466	299	384	843	310
7 - Extremely trustworthy	28.6%	30.2% B	27.2%	21.9%	23.5%	27.5% CG	36.9% CDEG	24.6% C	27.7%	27.6%	28.1%	26.1%	33.2% HIK	30.8%	29.8%	27.2%	28.5%	27.2%	33.4% Q
	1478	702	776	371	215	330	563	820	221	160	92	570	338	99	535	429	510	1143	335
6	36.7%	35.9%	37.4%	33.1%	35.5%	37.3%	39.7% CG	35.5%	40.8% L	37.4%	34.9%	36.9%	34.9%	34.5%	34.2%	39.1% N	37.9% N	36.9%	36.2%
	715	343	372	237	130	166	181	469	92	77	42	313	143	48	258	193	263	586	129
5	17.8%	17.6%	18.0%	21.2% F	21.5% F	18.8% F	12.8%	20.3% F	17.0%	18.1%	15.9%	20.3% L	14.8%	16.9%	16.5%	17.6%	19.6% N	18.9% R	14.0%
	321	162	159	127	60	69	64	228	42	44	27	115	69	24	134	81	103	255	66
4	8.0%	8.3%	7.7%	11.4%	10.0%	7.8%	4.5%	9.9%	7.8%	10.3%	10.3%	7.5%	7.1%	8.4%	8.6%	7.4%	7.7%	8.2%	7.1%
	72	32	39	EF 31	10	15	16	EF 47	7	7	6	29	17	5	29	20	23	58	14
3	1.8%	1.7%	1.9%	2.7%	1.7%	1.7%	1.1%	2.0%	1.4%	1.7%	2.3%	1.9%	1.7%	1.7%	1.8%	1.8%	1.7%	1.9%	1.5%
	25	13	12	F 13	6	5	3	F 19	2	1	2	9	8	2	14	7	5	19	6
2	0.6%	0.7%	0.6%	1.1%	0.9%	0.6%	0.2%	0.8%	0.5%	0.3%	0.9%	0.6%	0.9%	0.9%	0.9%	0.6%	0.4%	0.6%	0.7%
	33	40	15	F 18	F	-	4	F 25		,		12	40		40		0	05	
1 - Not trustworthy at all	0.8%	18 0.9%	0.7%	1.6%	0.6%	7	0.3%	1.1%	4 0.7%	0.3%	1.4%	0.8%	10	0.8%	16 1.0%	6	9	25 0.8%	0.9%
				F				F											
Don't Know	228 5.7%	93 4.8%	136 6.5%	77 6.9%	38 6.3%	49 5.5%	64 4.5%	137 5.9%	22 4.1%	18 4.3%	16 6.1%	93 6.0%	62 6.4%	17 5.9%	114 7.3%	64 5.8%	47 3.5%	171 5.5%	58 6.2%
Don't Kilow	3.1 /6	4.070	A	F	0.376	3.376	4.576	3.576	4.170	4.576	0.176	0.078	0.476	3.576	7.576 P	9.076 P	3.376	3.376	0.276
Summary																			
	1153	589	564	245	142	243	522	569	150	118	74	402	321	88	466	299	384	843	310
TopBox (7)	28.6%	30.2% B	27.2%	21.9%	23.5%	27.5% CG	36.9% CDEG	24.6% C	27.7%	27.6%	28.1%	26.1%	33.2% HIK	30.8%	29.8%	27.2%	28.5%	27.2%	33.4% Q
	2631	1291	1340	616	357	573	1085	1389	370	278	165	972	659	187	1000	728	893	1987	645
Top2Box (6-7)	65.4%	66.1%	64.6%	55.0%	59.0%	64.8%	76.6%	60.1%	68.5%	65.0%	63.0%	63.0%	68.1%	65.4%	63.9%	66.3%	66.5%	64.1%	69.6%
	3347	1634	1712	853	487	739	CDEG 1267	C 1857	K 462	355	207	1285	K 802	235	1259	921	1157	2573	Q 774
Top3Box (5-7)	83.1%	83.7%	82.6%	76.2%	80.5%	83.6%	89.4%	80.3%	85.6%	83.1%	78.9%	83.3%	82.9%	82.3%	80.4%	83.8%	86.1%	83.0%	83.6%
	400				40	CG	CDEG	С	J		40		0.5			N	N	400	
Low3Box (1-3)	130 3.2%	64 3.3%	66 3.2%	61 5.5%	19 3.2%	27 3.1%	22 1.5%	90 3.9%	13 2.5%	10 2.3%	12 4.7%	50 3.2%	35 3.6%	10 3.4%	58 3.7%	33 3.0%	37 2.7%	102 3.3%	28 3.1%
LOWSBOX (1-5)		3.376		DEFG	5.276 F	F	1.576	F	2.576	2.576	4.770		3.076	3.476				3.376	3.176
Law 2Day (4.2)	58	31	27	31	9	12	6	43	6	2	6	21	18	5	29	13	14	44	15
Low2Box (1-2)	1.5%	1.6%	1.3%	2.7% EFG	1.5% F	1.4% F	0.4%	1.9% F	1.1%	0.6%	2.4%	1.3%	1.9%	1.7%	1.9%	1.2%	1.0%	1.4%	1.6%
	33	18	15	18	4	7	4	25	4	1	4	12	10	2	16	6	9	25	8
LowBox (1)	0.8%	0.9%	0.7%	1.6% F	0.6%	0.8%	0.3%	1.1% F	0.7%	0.3%	1.4%	0.8%	1.0%	0.8%	1.0%	0.6%	0.6%	0.8%	0.9%
	5.8	5.8	5.8	5.5	5.7	5.8	6.1	5.7	5.9	5.8	5.7	5.8	5.9	5.8	5.8	5.8	5.8	5.8	5.9
Mean					С	CG	CDEG	С					JK						Q
Std. Dev.	1.1	1.2	1.1	1.3	1.1	1.1	1	1.2	1.1	1.1	1.3	1.1	1.2	1.2	1.2	1.1	1.1	1.1	1.1
Std. Err.	0	0	0	0	0	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 Overlap formulae used.

Q3\_03. [Airport security guards] 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.

																<b>-</b> 1			
		Ger	naer			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Airport security guards	1020	1000	20.0	1110	000	001		2010	0.0		202	1011	001	200	1000	1000	1011	0100	020
Airport security guards	289	132	157	107	45	66	71	184	23	27	26	89	101	23	140	79	68	193	96
7 - Extremely trustworthy	7.2%	6.7%	7.6%	9.6%	7.4%	7.5%	5.0%	8.0%	4.3%	6.3%	9.8%	5.7%	10.5%	8.1%	8.9%	7.1%	5.1%	6.2%	10.3%
- Examinary additionary	1.270	0.770	7.070	FG	F.470	F	3.070	F	4.070	0.570	HK	3.1 70	HIK	H	P	P P	5.170	0.270	Q
	862	382	480	238	139	176	310	491	108	65	54	273	280	82	352	248	259	590	272
6	21.4%	19.6%	23.2%	21.3%	22.9%	19.9%	21.9%	21.3%	20.0%	15.2%	20.5%	17.7%	29.0%	28.7%	22.5%	22.6%	19.2%	19.0%	29.3%
			A										HIJK	HIJK	Р				Q
	1010	464	546	288	151	214	358	561	129	100	66	394	250	72	381	264	361	762	249
5	25.1%	23.8%	26.3%	25.7%	25.0%	24.2%	25.2%	24.2%	23.8%	23.3%	25.2%	25.5%	25.8%	25.3%	24.3%	24.1%	26.9%	24.6%	26.8%
	896	474	422	233	136	201	326	520	128	112	69	375	166	47	292	227	374	743	152
4	22.3%	24.3%	20.3%	20.8%	22.5%	22.7%	23.0%	22.5%	23.7%	26.2%	26.2%	24.3%	17.2%	16.4%	18.6%	20.7%	27.8%	24.0%	16.5%
4	22.3%	24.3% B	20.3%	20.0%	22.5%	22.176	23.0%	22.3%	23.7% LM	LM	20.2% LM	24.3% LM	17.270	10.4%	10.0%	20.176	NO	24.0% R	10.5%
	361	189	172	93	45	93	131	210	54	51	21	149	59	28	128	116	115	306	55
3	9.0%	9.7%	8.3%	8.3%	7.4%	10.5%	9.2%	9.1%	10.0%	12.1%	7.9%	9.6%	6.1%	9.7%	8.2%	10.6%	8.6%	9.9%	5.9%
						D			L	L		L		L		N		R	
	202	111	91	46	24	47	86	105	34	36	12	76	34	10	78	50	72	173	29
2	5.0%	5.7%	4.4%	4.1%	3.9%	5.3%	6.1%	4.5%	6.4%	8.3%	4.7%	4.9%	3.5%	3.4%	5.0%	4.6%	5.4%	5.6%	3.2%
							CG		L	KLM	_			_				R	
	137	86	52	34	22	32	49	83	35	13	5	60	17	7	59	45	32	121	17
1 - Not trustworthy at all	3.4%	4.4% B	2.5%	3.1%	3.7%	3.6%	3.4%	3.6%	6.4% IJKLM	3.2%	1.9%	3.9% L	1.7%	2.5%	3.8%	4.1%	2.4%	3.9% R	1.8%
	268	114	155	81	44	56	88	158	30	23	10	128	61	17	136	68	61	212	57
Don't Know	6.7%	5.8%	7.5%	7.3%	7.2%	6.3%	6.2%	6.8%	5.5%	5.4%	3.7%	8.3%	6.3%	5.9%	8.7%	6.2%	4.6%	6.8%	6.1%
2011 Tallow	0.170	0.070	A	7.070	1.270	0.070	0.270	0.070	0.070	0.170	0.170	JL	0.070	0.070	OP	0.270	1.070	0.070	0.170
Summary																			
	289	132	157	107	45	66	71	184	23	27	26	89	101	23	140	79	68	193	96
TopBox (7)	7.2%	6.7%	7.6%	9.6%	7.4%	7.5%	5.0%	8.0%	4.3%	6.3%	9.8%	5.7%	10.5%	8.1%	8.9%	7.1%	5.1%	6.2%	10.3%
				FG	F	F		F			HK		HIK	Н	P	P			Q
	1151	514	637	345	184	242	380	676	131	92	80	361	382	105	492	327	327	783	368
Top2Box (6-7)	28.6%	26.3%	30.7% A	30.8% F	30.3%	27.4%	26.8%	29.2%	24.2%	21.6%	30.4% IK	23.4%	39.5% HIJK	36.8% HIK	31.4%	29.7% P	24.3%	25.3%	39.7% Q
	2161	978	1183	633	335	456	738	1237	260	192	146	756	631	178	873	591	688	1545	616
Top3Box (5-7)	53.7%	50.1%	57.1%	56.5%	55.3%	51.5%	52.1%	53.5%	48.1%	44.9%	55.6%	49.0%	65.3%	62.1%	55.7%	53.8%	51.2%	49.8%	66.5%
1	00.770	00.170	A	EFG	00.070	01.070	02.170	00.070	10.170	11.070	I	10.070	HIJK	HIK	P	00.070	01.270	10.070	Q
	700	387	314	173	91	172	265	398	123	101	38	285	109	45	265	211	220	599	101
Low3Box (1-3)	17.4%	19.8%	15.1%	15.4%	15.0%	19.4%	18.7%	17.2%	22.7%	23.5%	14.5%	18.5%	11.3%	15.6%	16.9%	19.2%	16.4%	19.3%	10.9%
		В				CDG	CD		JLM	JKLM		L						R	
	339	197	142	80	46	79	135	187	69	49	17	137	51	17	137	95	105	293	46
Low2Box (1-2)	8.4%	10.1% B	6.9%	7.2%	7.6%	8.9%	9.5% C	8.1%	12.8% JKLM	11.5% LM	6.6%	8.8%	5.2%	5.9%	8.7%	8.7%	7.8%	9.5%	5.0%
	137	86 86	52	34	22	32	49	83	JKLM 35	13	5	60	17	7	59	45	32	R 121	17
LowBox (1)	3.4%	4.4%	2.5%	3.1%	3.7%	3.6%	3.4%	3.6%	6.4%	3.2%	1.9%	3.9%	1.7%	2.5%	3.8%	4.1%	2.4%	3.9%	1.8%
LOWDOX (1)	3.470	4.4% B	2.570	J. 1 /0	3.1 /0	3.076	3.470	3.070	IJKLM	J.Z /0	1.370	J.9%	1.770	2.370	9.0 /6 P	4.176 P	2.470	3.9% R	1.070
	4.6	4.5	4.8	4.8	4.7	4.6	4.6	4.7	4.4	4.4	4.8	4.5	5	4.9	4.7	4.6	4.6	4.5	5.1
Mean			Α	EFG	F.,			EF			HIK		HIJK	HIK	 Р				Q
Std. Dev.	1.5	1.5	1.4	1.4	1.4	1.5	1.4	1.5	1.5	1.5	1.4	1.4	1.4	1.4	1.5	1.5	1.3	1.5	1.3
Std. Err.	0	0	0	0	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk level) -	A/B - C/D/E/F/G	- H/I/J/K/L/M -	N/O/P - O/R O	verlap formula	e used.														

Q3\_04. [Airport baggage handlers] 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.

		Gei	nder			Age					Reg	jion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Airport baggage handlers																			
	102	52	50	47	15	24	17	68	12	4	6	35	35	10	51	24	27	71	32
7 - Extremely trustworthy	2.5%	2.7%	2.4%	4.2% FG	2.4%	2.7% F	1.2%	2.9% F	2.3%	0.9%	2.4%	2.3%	3.7% IK	3.4%	3.3%	2.2%	2.0%	2.3%	3.4% Q
	378	174	203	134	60	71	113	229	32	35	26	110	147	28	169	108	99	234	143
6	9.4%	8.9%	9.8%	11.9% EFG	9.9%	8.0%	8.0%	9.9% E	5.9%	8.1%	9.8%	7.2%	15.2% HIJKM	9.7%	10.8%	9.8%	7.4%	7.6%	15.5% Q
	732	317	415	197	109	157	269	407	100	63	56	242	208	63	260	215	253	527	205
5	18.2%	16.3%	20.0%	17.6%	18.0%	17.7%	19.0%	17.6%	18.6%	14.7%	21.5%	15.6%	21.6%	22.0%	16.6%	19.6%	18.9%	17.0%	22.1%
			Α								IK		IK	IK					Q
	981	503	478	264	157	211	349	572	119	124	56	381	236	64	364	245	367	750	231
4	24.4%	25.8%	23.1%	23.6%	26.0%	23.9%	24.6%	24.7%	22.1%	29.0% H	21.6%	24.7%	24.4%	22.4%	23.2%	22.3%	27.3% NO	24.2%	25.0%
	705	333	372	188	101	165	250	409	108	77	44	301	131	43	264	179	260	586	119
3	17.5%	17.0%	17.9%	16.8%	16.8%	18.7%	17.6%	17.7%	20.0% L	18.1%	16.8%	19.5% L	13.6%	15.2%	16.9%	16.3%	19.4%	18.9% R	12.8%
	493	271	222	109	57	118	207	254	69	66	40	210	71	36	162	144	184	433	59
2	12.2%	13.9%	10.7%	9.8%	9.5%	13.4%	14.6%	11.0%	12.7%	15.5%	15.4%	13.6%	7.3%	12.6%	10.3%	13.1%	13.7%	14.0%	6.4%
		В				CDG	CDG		L	L	L	L		L		N	N	R	
	315	177	138	74	51	69	122	176	66	35	20	137	35	22	131	92	92	288	27
1 - Not trustworthy at all	7.8%	9.0% B	6.7%	6.6%	8.4%	7.8%	8.6%	7.6%	12.3% KL	8.3% L	7.5% L	8.9% L	3.7%	7.6% L	8.3%	8.3%	6.8%	9.3% R	2.9%
	320	126	195	106	54	69	91	199	33	23	13	127	103	20	164	91	61	211	109
Don't Know	8.0%	6.4%	9.4%	9.5%	9.0%	7.8%	6.4%	8.6%	6.2%	5.4%	5.1%	8.2%	10.6%	7.2%	10.5%	8.2%	4.5%	6.8%	11.8%
Summary			Α	F	F			F					HIJK		Р	Р			Q
Julillary	102	52	50	47	15	24	17	68	12	4	6	35	35	10	51	24	27	71	32
TopBox (7)	2.5%	2.7%	2.4%	4.2%	2.4%	2.7%	1.2%	2.9%	2.3%	0.9%	2.4%	2.3%	3.7%	3.4%	3.3%	2.2%	2.0%	2.3%	3.4%
	480	226	254	FG 181	75	F 95	130	F 297	44	38	32	440	1K 183	38	220	132	126	205	Q 175
Top2Box (6-7)	11.9%	11.6%	12.2%	16.1%	12.3%	10.7%	9.2%	12.8%	44 8.2%	8.9%	12.1%	146 9.4%	183	13.1%	14.1%	132	9.4%	305 9.8%	175
TOP250X (0-7)				DEFG	F			EF					HIJKM	Н	Р	Р			Q
	1212	544	669	378	184	251	399	703	144	101	88	387	391	100	480	348	380	832	380
Top3Box (5-7)	30.1%	27.9%	32.2% A	33.8% EFG	30.4%	28.4%	28.2%	30.4%	26.7%	23.6%	33.7% IK	25.1%	40.5% HIK	35.1% HIK	30.7%	31.7%	28.3%	26.8%	41.1% Q
	1512	780	732	371	210	353	579	839	243	179	104	648	237	101	557	415	536	1307	205
Low3Box (1-3)	37.6%	39.9%	35.3%	33.1%	34.7%	39.9%	40.8%	36.3%	45.0%	41.9%	39.7%	42.0%	24.5%	35.4%	35.6%	37.8%	39.9%	42.2%	22.2%
		В				CDG	CDG	С	LM	L	L	L		L			N	R	
	808	447	360	183	108	187	329	430	135	102	60	347	106	58	292	236	275	721	86
Low2Box (1-2)	20.1%	22.9% B	17.4%	16.3%	17.9%	21.2% CG	23.2% CDG	18.6% C	25.0% L	23.8% L	22.9% L	22.5% L	10.9%	20.2% L	18.7%	21.5%	20.5%	23.3% R	9.3%
-	315	177	138	74	51	69	122	176	66	35	20	137	35	22	131	92	92	288	27
LowBox (1)	7.8%	9.0%	6.7%	6.6%	8.4%	7.8%	8.6%	7.6%	12.3%	8.3%	7.5%	8.9%	3.7%	7.6%	8.3%	8.3%	6.8%	9.3%	2.9%
` '		В							KL	L	L	L		L				R	
Mean	3.8	3.7	3.9	4	3.8	3.7	3.6	3.8	3.5	3.6	3.8	3.6	4.3	3.9	3.8	3.8	3.7	3.6	4.3
	4.5	4.5	Α	EFG	F	4.5	4.5	EF 4.5	4.5	4.4	4.5	4.5	HIJKM	HIK	P	4.5	4.4	4.5	Q
Std. Dev. Std. Err.	1.5 0	1.5 0	1.5	1.6 0	1.5 0.1	1.5 0.1	1.5	1.5	1.5 0.1	1.4 0.1	1.5 0.1	1.5 0	1.4	1.6 0.1	1.6 0	1.5	1.4	1.5 0	1.4
Proportions/Means: Columns Tested (5% ris						0.1	U	U	0.1	0.1	0.1	U	U	0.1	U	U	U	U	U

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 Overlap formulae used.

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.

		Ger	nder			Age					Reg	jion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
S 411	4000	A	B	C	D	E	F	G	H	I	J	K	L	M	N	0	P	Q	R
Base: All respondents	4026 4026	1929 1953	2097 2073	1082	611 606	898 884	1435 1417	2317 2313	440 540	348 427	214 262	1277 1544	1510 967	237 286	1603 1565	1106 1098	1297 1344	2634	1392 926
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	202	1544	967	286	1565	1098	1344	3100	926
Ambulance drivers /Paramedics																			
	1498	678	821	357	188	334	619	772	206	153	94	561	363	121	670	402	421	1149	349
7 - Extremely trustworthy	37.2%	34.7%	39.6% A	31.9%	31.0%	37.7% CDG	43.7% CDEG	33.4%	38.1%	35.9%	35.9%	36.4%	37.5%	42.2%	42.8% OP	36.6%	31.3%	37.1%	37.7%
	1488	737	751	379	244	339	527	873	207	165	99	559	349	109	526	417	542	1143	345
6	37.0%	37.8%	36.2%	33.9%	40.2%	38.3%	37.2%	37.8%	38.4%	38.6%	37.8%	36.2%	36.1%	37.9%	33.6%	37.9%	40.3%	36.9%	37.3%
ď	37.076	37.076	30.276	33.576	C 40.276	C	31.270	C 57.676	30.476	30.076	37.076	30.276	30.176	37.576	33.076	N N	N	30.976	37.376
	567	280	287	203	102	111	152	359	59	61	33	246	135	33	208	136	221	440	127
5	14.1%	14.3%	13.9%	18.1%	16.8%	12.6%	10.7%	15.5%	10.9%	14.4%	12.7%	15.9%	14.0%	11.4%	13.3%	12.4%	16.5%	14.2%	13.7%
				EFG	EF			EF				Н					NO	i i	
	234	123	111	79	35	50	70	147	34	28	20	78	64	11	81	65	86	176	59
4	5.8%	6.3%	5.4%	7.1%	5.8%	5.6%	4.9%	6.4%	6.4%	6.6%	7.5%	5.0%	6.6%	3.8%	5.2%	5.9%	6.4%	5.7%	6.3%
				F															1
	50	27	22	19	7	13	10	33	7	6	4	13	15	4	14	19	17	39	10
3	1.2%	1.4%	1.1%	1.7%	1.2%	1.5%	0.7%	1.4%	1.4%	1.4%	1.4%	0.9%	1.6%	1.3%	0.9%	1.7%	1.3%	1.3%	1.1%
				F															
	21	15	6	14	2	2	2	16	1	2	1	10	5	1	6	7	9	17	4
2	0.5%	0.8%	0.3%	1.3%	0.4%	0.3%	0.1%	0.7%	0.2%	0.6%	0.5%	0.6%	0.5%	0.4%	0.4%	0.6%	0.7%	0.5%	0.5%
		В		EFG				F											
	20	15	5	7	1	7	5	15	1	1	1	11	5	1	6	7	6	16	4
1 - Not trustworthy at all	0.5%	0.8%	0.2%	0.6%	0.2%	0.8%	0.4%	0.7%	0.2%	0.3%	0.5%	0.7%	0.5%	0.4%	0.4%	0.6%	0.5%	0.5%	0.4%
	147	B 77	70	60	26	29	32	96	23	10	10	66	31	7	54	47	41	119	27
Dank Kana																			
Don't Know	3.6%	3.9%	3.4%	5.4% EFG	4.3%	3.2%	2.3%	4.2% F	4.3%	2.3%	3.8%	4.3%	3.2%	2.5%	3.5%	4.3%	3.1%	3.8%	3.0%
Summary				LIG	'			'											
- Canalinary	1498	678	821	357	188	334	619	772	206	153	94	561	363	121	670	402	421	1149	349
TopBox (7)	37.2%	34.7%	39.6%	31.9%	31.0%	37.7%	43.7%	33.4%	38.1%	35.9%	35.9%	36.4%	37.5%	42.2%	42.8%	36.6%	31.3%	37.1%	37.7%
TOPBOX (T)	37.270	34.170	A	31.370	31.070	CDG	CDEG	33.470	30.170	33.370	33.370	30.470	37.370	72.270	OP	P	31.370	37.170	37.770
	2986	1415	1571	737	432	672	1146	1646	413	318	193	1120	713	229	1196	818	963	2292	694
Top2Box (6-7)	74.2%	72.5%	75.8%	65.8%	71.3%	76.0%	80.9%	71.2%	76.5%	74.4%	73.7%	72.6%	73.7%	80.1%	76.4%	74.5%	71.7%	73.9%	75.0%
1 . ( )			Α		С	CDG	CDEG	С						KL	Р			1	
	3554	1695	1859	939	533	783	1298	2005	472	379	226	1366	848	262	1404	954	1184	2732	822
Top3Box (5-7)	88.3%	86.8%	89.6%	83.9%	88.0%	88.6%	91.6%	86.7%	87.4%	88.8%	86.4%	88.5%	87.7%	91.5%	89.7%	86.9%	88.1%	88.1%	88.7%
			Α		С	CG	CDEG	С							0				
	91	58	33	41	11	23	17	64	10	10	6	34	25	6	26	32	32	73	19
Low3Box (1-3)	2.3%	3.0%	1.6%	3.6%	1.8%	2.6%	1.2%	2.8%	1.8%	2.3%	2.4%	2.2%	2.6%	2.1%	1.6%	2.9%	2.4%	2.3%	2.0%
		В		DF		F		F								N			
	42	31	11	21	4	10	7	31	2	4	2	21	10	2	12	14	15	33	8
Low2Box (1-2)	1.0%	1.6%	0.5%	1.9%	0.6%	1.1%	0.5%	1.3%	0.5%	0.9%	0.9%	1.3%	1.0%	0.9%	0.8%	1.2%	1.1%	1.1%	0.9%
	20	B 15	-	DF 7	1	7	-	F 15	-	1	1	44	_	4	6	7	6	16	<del></del>
L = P = (4)			5		1	7	5		1 0.00/	1	1	11	5	1 0.40/	-		6	16	4
LowBox (1)	0.5%	0.8% B	0.2%	0.6%	0.2%	0.8%	0.4%	0.7%	0.2%	0.3%	0.5%	0.7%	0.5%	0.4%	0.4%	0.6%	0.5%	0.5%	0.4%
	6		6.4	5.0			0.0	5.0	6.4	6	6		6	6.0	6.4	- C	5.0	- C	<del></del>
Mean	6	6	6.1	5.9	6	6 CG	6.2 CDEG	5.9	6.1	6	6	6	6	6.2	6.1 OP	6	5.9	6	6
Std. Dev.	1.1	1.1	A 1	1.2	1	1.1	0.9	C 1.1	1	1	1.1	1.1	1.1	1	1 1	1.1	1	1.1	1
Std. Err.	0	0	0	0	0	0	0.9	0	0	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk level)						U	U	U	U	0.1	0.1	U	U	0.1	U	U	U	U	U

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

Q3\_06. [Auto mechanics] 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.

		Ger	nder		I	Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
Auto mechanics	1020	1000	20.0	1110	000	001		2010	0.0	1.2.	202	1011	00.	200	1000	1000	1011	0.00	020
Automechanics	137	72	66	52	14	27	45	71	20	12	6	44	39	17	77	32	29	100	38
7 - Extremely trustworthy	3.4%	3.7%	3.2%	4.7%	2.3%	3.0%	3.2%	3.1%	3.6%	2.9%	2.4%	2.8%	4.0%	6.0%	4.9%	2.9%	2.1%	3.2%	4.1%
	0.170	0.170	0.270	DG	2.070	0.070	0.270	0.170	0.070	2.070	2.170	2.070	1.070	K	OP	2.070	2.170	0.270	,0
	495	234	260	117	55	84	239	223	77	38	34	179	124	42	211	134	149	371	123
6	12.3%	12.0%	12.5%	10.5%	9.0%	9.5%	16.9%	9.7%	14.3%	8.9%	13.1%	11.6%	12.8%	14.7%	13.5%	12.2%	11.1%	12.0%	13.3%
	4000	404	540			040	CDEG	504	100		07	070	I	1	000	0.10	050	750	0.47
5	1000	484	516	228	141	210	421	501	139	99	67	379	238	77	399	246	350	753	247
5	24.8%	24.8%	24.9%	20.4%	23.2%	23.8%	29.7% CDEG	21.6%	25.7%	23.3%	25.7%	24.6%	24.6%	26.9%	25.5%	22.4%	26.0% O	24.3%	26.7%
	1038	491	547	276	165	242	355	626	135	122	63	405	245	69	354	311	367	807	231
4	25.8%	25.1%	26.4%	24.6%	27.2%	27.4%	25.0%	27.1%	25.0%	28.5%	23.9%	26.3%	25.3%	24.0%	22.6%	28.3%	27.3%	26.0%	24.9%
								С								N	N		
	662	318	344	188	112	163	199	421	88	88	48	243	158	38	243	191	225	516	146
3	16.4%	16.3%	16.6%	16.8%	18.4%	18.5%	14.1%	18.2%	16.4%	20.6%	18.1%	15.7%	16.3%	13.1%	15.5%	17.4%	16.7%	16.7%	15.7%
	331	168	163	113	F 58	F 81	80	F 226	37	KM 32	23	131	85	23	120	81	130	055	76
2	8.2%	8.6%	7.9%	10.1%	9.5%	9.1%	5.6%	9.8%	6.8%	7.5%	8.8%	8.5%	8.8%	8.1%	7.6%	7.4%	9.6%	255 8.2%	8.2%
2	0.2%	0.0%	7.9%	10.1% F	9.5% F	9.1% F	5.0%	9.6% F	0.0%	7.5%	0.0%	0.5%	0.076	0.176	7.0%	7.470	9.0%	0.276	0.276
	190	114	76	70	28	44	48	127	25	17	10	86	41	11	82	58	49	157	33
1 - Not trustworthy at all	4.7%	5.8%	3.7%	6.3%	4.7%	5.0%	3.4%	5.5%	4.6%	4.0%	3.8%	5.6%	4.3%	3.8%	5.2%	5.3%	3.7%	5.1%	3.5%
		В		F				F										R	
	174	71	102	75	34	33	31	118	20	18	11	76	38	10	81	45	46	140	33
Don't Know	4.3%	3.6%	4.9%	6.7% EFG	5.6%	3.8% F	2.2%	5.1% EF	3.7%	4.3%	4.2%	5.0%	4.0%	3.3%	5.2% P	4.1%	3.4%	4.5%	3.6%
Summary				EFG	F	г		EF							<u> </u>				
Cuminary	137	72	66	52	14	27	45	71	20	12	6	44	39	17	77	32	29	100	38
TopBox (7)	3.4%	3.7%	3.2%	4.7%	2.3%	3.0%	3.2%	3.1%	3.6%	2.9%	2.4%	2.8%	4.0%	6.0%	4.9%	2.9%	2.1%	3.2%	4.1%
				DG										K	OP				
	632	306	326	169	69	110	284	294	97	50	40	223	162	59	288	166	177	471	161
Top2Box (6-7)	15.7%	15.7%	15.7%	15.1%	11.3%	12.5%	20.0%	12.7%	18.0%	11.8%	15.4%	14.4%	16.8%	20.7%	18.4%	15.1%	13.2%	15.2%	17.4%
	1000	700	0.40	DG	209	320	CDEG	705	1 236	450	100		100	IK	OP 007	440	527	1001	400
T2D: (5.7)	1632 40.5%	790	842	397 35.5%			705	795		150	108	602	400 41.4%	136 47.7%	687	412 37.5%		1224	408 44.1%
Top3Box (5-7)	40.5%	40.5%	40.6%	35.5%	34.5%	36.2%	49.8% CDEG	34.4%	43.6%	35.1%	41.1%	39.0%	41.4%	47.7% IK	43.9% OP	37.5%	39.2%	39.5%	44.1% Q
	1183	600	583	371	198	288	327	774	150	137	81	460	284	71	444	331	404	929	254
Low3Box (1-3)	29.4%	30.7%	28.1%	33.1%	32.6%	32.6%	23.0%	33.5%	27.7%	32.1%	30.8%	29.8%	29.4%	25.0%	28.3%	30.1%	30.0%	30.0%	27.5%
<u> </u>				F	F	F		F											
	521	282	239	183	86	125	127	353	61	49	33	217	126	34	201	139	179	412	109
Low2Box (1-2)	12.9%	14.5% B	11.5%	16.4% F	14.2% F	14.1% F	9.0%	15.2%	11.4%	11.5%	12.6%	14.0%	13.1%	11.9%	12.8%	12.7%	13.3%	13.3%	11.7%
	190	114	76	70	28	44	48	127	25	17	10	86	41	11	82	58	49	157	33
LowBox (1)	4.7%	5.8%	3.7%	6.3%	4.7%	5.0%	3.4%	5.5%	4.6%	4.0%	3.8%	5.6%	4.3%	3.8%	5.2%	5.3%	3.7%	5.1%	3.5%
2011207 (1)	4.770	3.6% B	3.1 /0	6.5% F	4.1 /0	3.076	3.470	5.5% F	4.0 /0	4.070	3.076	J.U /0	4.570	3.0 /0	J.Z /0	3.370	3.1 /0	3.1% R	3.376
	4.1	4.1	4.2	4	4	4	4.4	4	4.2	4	4.1	4.1	4.2	4.3	4.2	4.1	4.1	4.1	4.2
Mean				-			CDEG	<u> </u>	ī					IK	OP				Q
Std. Dev.	1.4	1.5	1.4	1.5	1.4	1.4	1.3	1.4	1.4	1.3	1.4	1.4	1.4	1.5	1.5	1.4	1.4	1.4	1.4
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk level) - A	VB - C/D/E/F/G	- H/I/J/K/L/M -	N/O/P - Q/R O	verlap formula	e used.														

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 Overlap formulae used.

Q3\_07. [Bloggers] 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.

		Ger	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	1435	G 2317	H 440	348	J 214	K 1277	1510	M 237	N 1603	0 1106	1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Bloggers																			
21099010	68	32	36	42	6	10	10	42	10	4	5	23	18	9	34	21	12	54	14
7 - Extremely trustworthy	1.7%	1.6%	1.7%	3.7% DEFG	1.0%	1.2%	0.7%	1.8% F	1.8%	0.9%	1.9%	1.5%	1.8%	3.0%	2.2% P	1.9% P	0.9%	1.7%	1.5%
	190	80	111	106	27	34	24	134	23	16	7	81	48	15	75	54	62	148	42
6	4.7%	4.1%	5.3%	9.4%	4.5%	3.8%	1.7%	5.8%	4.3%	3.8%	2.8%	5.3%	4.9%	5.1%	4.8%	4.9%	4.6%	4.8%	4.6%
	422	186	236	DEFG 173	F 78	F 79	92	EF 285	42	53	27	146	112	41	159	119	142	319	103
=	10.5%	9.5%	11.4%	15.5%	12.9%	9.0%	6.5%	12.3%	7.7%	12.4%	10.3%	9.5%	11.6%	14.4%	10.1%	10.8%	10.6%	10.3%	11.1%
3	10.5%	9.5%	11.470	EFG	12.9% EF	9.0% F	6.5%	12.5% EF	1.176	H	10.5%	9.5%	H	14.4% HK	10.1%	10.0%	10.0%	10.3%	11.176
	933	425	509	251	177	203	302	561	146	92	57	337	229	72	344	253	332	711	222
4	23.2%	21.8%	24.5%	22.4%	29.2%	23.0%	21.3%	24.3%	27.1%	21.5%	21.8%	21.8%	23.7%	25.3%	22.0%	23.1%	24.7%	23.0%	24.0%
			A		CEFG			F	K										
	754	369	385	221	114	166	253	441	101	82	50	296	172	52	276	209	266	586	168
3	18.7%	18.9%	18.6%	19.7%	18.8%	18.7%	17.8%	19.1%	18.6%	19.3%	19.1%	19.2%	17.8%	18.2%	17.7%	19.0%	19.8%	18.9%	18.1%
	672	348	324	148	84	142	298	343	86	76	47	263	158	42	245	174	250	512	160
2	16.7%	17.8%	15.6%	13.2%	13.8%	16.0%	21.0%	14.8%	15.9%	17.8%	17.8%	17.1%	16.3%	14.7%	15.6%	15.8%	18.6%	16.5%	17.2%
							CDEG										N		
	573	352	221	82	64	156	271	287	65	60	39	220	156	33	218	163	191	423	150
1 - Not trustworthy at all	14.2%	18.0%	10.7%	7.3%	10.6%	17.6%	19.1%	12.4%	12.1%	14.1%	15.0%	14.2%	16.1%	11.4%	13.9%	14.8%	14.2%	13.6%	16.2%
	414	B 161	253	97	C 55	CDG 94	CDG 168	C 220	67	44	29	176	H 75	23	214	106	87	347	Q 67
Don't Know	10.3%	8.2%	12.2%	8.7%	9.1%	10.7%	11.8%	9.5%	12.5%	10.3%	11.2%	11.4%	7.7%	8.0%	13.7%	9.6%	6.5%	11.2%	7.3%
5011111011	10.070	0.270	A	0.170	3.170	10.770	CG	3.370	L	10.070	11.270	L L	7.770	0.070	OP	P	0.070	R	1.570
Summary																			
	68	32	36	42	6	10	10	42	10	4	5	23	18	9	34	21	12	54	14
TopBox (7)	1.7%	1.6%	1.7%	3.7%	1.0%	1.2%	0.7%	1.8%	1.8%	0.9%	1.9%	1.5%	1.8%	3.0%	2.2%	1.9%	0.9%	1.7%	1.5%
	258	112	146	DEFG 147	33	44	34	F 175	33	20	12	105	65	23	P 109	75	74	202	56
Top2Box (6-7)	6.4%	5.7%	7.0%	13.1%	5.5%	5.0%	2.4%	7.6%	6.1%	4.6%	4.7%	6.8%	6.7%	8.1%	7.0%	6.8%	5.5%	6.5%	6.1%
1002000 (0 1)	0.478	5.1 /6	7.076	DEFG	5.5 %	5.0 %	2.476	DEF	0.176	4.076	4.7 76	0.076	0.776	0.176	7.076	0.076	3.376	0.576	0.176
	680	298	382	320	111	123	125	460	75	73	39	251	178	64	268	194	216	520	159
Top3Box (5-7)	16.9%	15.3%	18.4%	28.6%	18.4%	14.0%	8.8%	19.9%	13.8%	17.1%	15.1%	16.3%	18.4%	22.4%	17.1%	17.6%	16.0%	16.8%	17.2%
	4000	4000	A	DEFG	EF	F	200	EF 4074	050	040	100	700	H	HJK	700	5.10	700	4504	470
Loui3Poy (1.3)	1998 49.6%	1069	930	451	262	463	822	1071	252	218	136 51.9%	780	486	127	739	546 49.7%	708	1521	478
Low3Box (1-3)	49.6%	54.7% B	44.8%	40.3%	43.3%	52.4% CDG	58.0% CDEG	46.3% C	46.6%	51.1%	51.9%	50.5%	50.2%	44.3%	47.2%	49.7%	52.7% N	49.1%	51.6%
	1245	700	545	230	148	297	569	630	151	136	86	483	314	75	463	337	442	935	310
Low2Box (1-2)	30.9%	35.9%	26.3%	20.6%	24.5%	33.6%	40.2%	27.2%	28.0%	31.9%	32.8%	31.3%	32.4%	26.1%	29.6%	30.6%	32.9%	30.2%	33.5%
·		В				CDG	CDEG	С											Q
	573	352	221	82	64	156	271	287	65	60	39	220	156	33	218	163	191	423	150
LowBox (1)	14.2%	18.0% B	10.7%	7.3%	10.6% C	17.6% CDG	19.1% CDG	12.4% C	12.1%	14.1%	15.0%	14.2%	16.1% H	11.4%	13.9%	14.8%	14.2%	13.6%	16.2% Q
	2.0		2.4	2.0					2.2	2.0	2.4	2.0		2.5	2.2	2.0	2.0	2.0	
Mean	3.2	3.1	3.4 A	3.8 DEFG	3.4 EF	3.1 F	2.8	3.4 EF	3.3	3.2	3.1	3.2	3.2	3.5 IJKL	3.3	3.2	3.2	3.2	3.2
Std. Dev.	1.5	1.5	1.5	1.6	1.4	1.5	1.4	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.4	1.5	1.5
Std. Err.	0	0	0	0	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk	(Invol) A/P C/D/E/E/C	LI/I/I/I/I/I/I/I/I	N/O/D O/D O													!			

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 Overlap formulae used.

Q3\_08. [Canadian soldiers] 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.

		Gei	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Dani All annuadanta	4026	A	B	C 4000	D	E	F 1435	G	H	240	J	K	L 4540	M 237	N 4000	0	P 1297	Q 2024	R
Base: All respondents Weighted	4026	1929 1953	2097 2073	1082 1119	611 606	898 884	1435	2317 2313	440 540	348 427	214 262	1277 1544	1510 967	286	1603 1565	1106 1098	1344	2634 3100	1392 926
Canadian soldiers	4020	1999	2010	1115	000	004	1417	2010	540	721	202	1044	307	200	1905	1050	1044	3100	320
Cariadian soldiers	1094	527	567	253	146	244	450	569	149	123	91	453	188	91	517	297	272	931	163
7 - Extremely trustworthy	27.2%	27.0%	27.3%	22.6%	24.2%	27.6%	31.8%	24.6%	27.7%	28.7%	34.6%	29.3%	19.4%	31.6%	33.1%	27.0%	20.3%	30.0%	17.5%
						CG	CDEG		L	L	L	L		L	OP	P		R	
	1242	590	652	302	179	291	471	688	173	129	67	493	278	102	449	354	433	965	277
6	30.9%	30.2%	31.5%	27.0%	29.5%	32.9%	33.2%	29.8%	32.0%	30.2%	25.7%	31.9%	28.8%	35.8%	28.7%	32.3%	32.2%	31.1%	29.9%
	704	074	200	0.45	105	CG	CG	C		70	50	000	011	JL	050	200	N		205
F	764 19.0%	374 19.2%	389 18.8%	245 21.9%	125 20.6%	157 17.8%	237 16.7%	470 20.3%	90 16.6%	78 18.2%	50 19.1%	290 18.8%	214	42 14.8%	250 15.9%	208 19.0%	304 22.6%	558 18.0%	205 22.1%
5	19.0%	19.2%	18.8%	21.9% EF	20.6% F	17.8%	16.7%	20.3% EF	16.6%	18.2%	19.1%	18.8%	22.1% HKM	14.8%	15.9%	19.0% N	NO	18.0%	22.1% Q
	434	213	222	142	70	91	131	270	53	52	31	138	137	24	151	113	170	296	138
4	10.8%	10.9%	10.7%	12.7%	11.6%	10.3%	9.2%	11.7%	9.8%	12.1%	11.6%	8.9%	14.2%	8.5%	9.6%	10.3%	12.7%	9.5%	14.9%
				F				F					HKM				N		Q
	125	64	62	44	18	24	39	79	20	14	6	34	41	11	49	29	48	83	42
3	3.1%	3.3%	3.0%	4.0%	2.9%	2.8%	2.7%	3.4%	3.6%	3.2%	2.3%	2.2%	4.2%	3.8%	3.1%	2.6%	3.6%	2.7%	4.5%
	78	41	37	29	16	19	14	54	9	9	6	22	K 28	5	29	17	32	52	Q 26
2	1.9%	2.1%	1.8%	2.6%	2.6%	2.1%	1.0%	2.4%	1.6%	2.0%	2.3%	1.4%	2.9%	1.7%	1.9%	1.5%	2.4%	1.7%	2.8%
[	1.576	2.176	1.076	F F	F	F F	1.076	F F	1.076	2.076	2.576	1.470	K	1.7 /6	1.576	1.576	2.470	1.770	Q Q
	57	40	17	21	6	15	15	37	6	5	4	16	25	1	23	16	17	36	21
1 - Not trustworthy at all	1.4%	2.0%	0.8%	1.9%	0.9%	1.7%	1.0%	1.6%	1.1%	1.2%	1.4%	1.0%	2.6%	0.4%	1.5%	1.5%	1.3%	1.2%	2.3%
		В											KM						Q
	232	104	128	84	46	42	60	145	41	20	7	98	56	10	97	64	67	178	54
Don't Know	5.8%	5.3%	6.2%	7.5% EF	7.6% EF	4.7%	4.3%	6.3% EF	7.5% JM	4.6%	2.8%	6.4% J	5.8%	3.4%	6.2%	5.9%	5.0%	5.7%	5.8%
Summary				Li	Li			Li	JIVI			J							
Cammary .	1094	527	567	253	146	244	450	569	149	123	91	453	188	91	517	297	272	931	163
TopBox (7)	27.2%	27.0%	27.3%	22.6%	24.2%	27.6%	31.8%	24.6%	27.7%	28.7%	34.6%	29.3%	19.4%	31.6%	33.1%	27.0%	20.3%	30.0%	17.5%
						CG	CDEG		L	L	L	L		L	OP	Р		R	
	2336	1117	1219	555	325	535	921	1257	322	251	158	945	466	193	967	651	705	1896	439
Top2Box (6-7)	58.0%	57.2%	58.8%	49.5%	53.7%	60.6%	65.0%	54.4%	59.7%	58.9%	60.3%	61.2%	48.2%	67.4%	61.7%	59.3%	52.5%	61.2%	47.4%
	3099	1491	1608	799	450	CDG 692	CDEG 1158	C 1727	L 412	329	L 208	1236	680	HIL 235	P 1216	P 859	1009	R 2455	645
Top3Box (5-7)	77.0%	76.4%	77.6%	71.4%	74.3%	78.3%	81.7%	74.7%	76.3%	77.0%	79.4%	80.0%	70.3%	82.2%	77.7%	78.2%	75.1%	79.2%	69.6%
Торовох (3-7)	11.078	70.476	77.076	71.470	74.576	CG	CDG	C	70.576 L	L L	13.476 L	L	70.576	02.276 L	11.176	70.276	73.176	7 9.2 70 R	03.076
	261	145	116	95	39	59	68	171	34	27	16	72	94	17	101	62	97	171	89
Low3Box (1-3)	6.5%	7.4%	5.6%	8.5%	6.5%	6.6%	4.8%	7.4%	6.4%	6.3%	6.1%	4.6%	9.8%	5.9%	6.5%	5.6%	7.3%	5.5%	9.6%
		В		F				F					HIK						Q
	135	81	54	50	21	34	29	91	15	13	10	38	53	6	52	33	50	88	47
Low2Box (1-2)	3.4%	4.2% B	2.6%	4.5% F	3.5%	3.9% F	2.0%	3.9% F	2.7%	3.2%	3.8%	2.4%	5.5% HKM	2.1%	3.4%	3.0%	3.7%	2.8%	5.1% Q
	57	40	17	21	6	15	15	37	6	5	4	16	25	1	23	16	17	36	21
LowBox (1)	1.4%	2.0%	0.8%	1.9%	0.9%	1.7%	1.0%	1.6%	1.1%	1.2%	1.4%	1.0%	2.6%	0.4%	1.5%	1.5%	1.3%	1.2%	2.3%
2011201 (1)	1.770	B B	0.070	1.070	0.570	1.770	1.070	1.070	1.170	1.270	1.470	1.070	KM	0.770	1.070	1.070	1.570	1.270	Q Q
	5.6	5.6	5.6	5.4	5.5	5.6	5.8	5.5	5.7	5.6	5.7	5.7	5.3	5.8	5.7	5.6	5.4	5.7	5.2
Mean			A			CG	CDEG	C	L	L	L	L		L	P	P		R	
Std. Dev.	1.3	1.4	1.3	1.4	1.3	1.4	1.2	1.4	1.3	1.3	1.4	1.2	1.5	1.2	1.4	1.3	1.3	1.3	1.4
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk leve	I) A/D C/D/E/E/C	11/1/1/1/2/1 /54	NIO/D O/D C																

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 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.

Bear Africacionis																				
Bee All registrowns  4.005  4.005  1.005  2.007  1.108  4.005  1.005  2.007  1.108  2.005  1.108  2.007  1.108  2.007  2.			Ger	nder			Age					Reg	ion				Education		Language	of Survey
Bear Africacionis																				
Bear All Improvements   40,000   19,0		Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Wagness   400   1903   2073   1119   606   884   1417   2313   540   427   200   1544   807   286   1565   1566   1584   310   107																				R
Second   S																				1392
Personal Proteomy Proteomy (1986)  199 33 21 33 10 9 77 42 8 4 1 24 16 7 20 14 18 44 17 15 17 15 10 10 25 14 18 18 44 17 15 15 10 10 25 14 18 18 14 17 15 10 10 10 10 10 10 10 10 10 10 10 10 10		4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
7. Ferrandy hysterionity   1.5%   1.5%   1.5%   1.5%   1.7%   1.5	Car salespeople	F0	20	24	22	10	0	7	42	6	4	1	24	16	7	26	1.4	10	44	15
B	7 - Extremely trustweethy																			1.7%
8	7 - Extremely trustworthy	1.576		1.076			1.076	0.576		1.176	0.576	0.576	1.076	1.7 /6	2.078	1.076	1.576	1.576	1.476	1.776
DEFG		144	63	80	60	18	19	47	81	19	9	12	62	40	2	57	42	44	108	35
\$\$\$ \$	6	3.6%	3.2%	3.9%		2.9%	2.1%	3.3%			2.0%				0.8%	3.6%	3.8%	3.3%	3.5%	3.8%
112%   106%   116%   116%   109%   99%   87%   13.4%   9.6%   10.7%   10.9%   10.9%   11.9%   11.9%   10.9%   10.9%   10.2%   14.4%   10.9%		440	200	241		60	77	100			44				20	105	120	111	216	422
4	Ē																			14.3%
198%   17.7%   21.9%   16.8%   20.3%   17.7%   23.8%   19.7%   22.4%   17.6%   21.0%   20.2%   19.7%   21.3%   19.0%   19.2%	5	11.270	10.6%	11.0%	10.9%	9.9%	0.7%		9.4%	10.7%	9.0%	10.7 %	10.3%		13.376	11.0%	10.9%	10.7%	10.2%	Q Q
872 407 465 243 133 195 301 504 120 88 51 347 200 68 344 217 308 679 170 170 170 170 170 170 170 170 170 170		799	345	453	188	123	151	337	422	107	94	61	275	203	58	305	234	255	596	203
872 407 465 243 133 193 504 120 88 51 347 200 68 344 217 308 679 11  2 2 16% 20 5% 22 4% 217% 22 5% 22	4	19.8%	17.7%		16.8%	20.3%	17.0%		18.3%	19.7%	22.1%	23.4%	17.8%		20.2%	19.5%	21.3%	19.0%	19.2%	21.9%
21.6% 20.8% 22.4% 21.7% 22.0% 21.2% 21.2% 21.8% 22.3% 20.1% 19.6% 22.5% 20.7% 23.6% 22.0% 19.7% 22.9% 21.9% 20.2% 21.6% 22.5% 20.1% 21.6% 22.5% 20.1% 23.6% 22.0% 19.7% 22.9% 21.9% 20.2% 21.6% 21.6% 20.5% 21.6%		270	407		0.40	400	105		504	400			0.17			044	0.17			Q
827 419 408 214 120 210 283 484 103 89 57 326 193 58 286 219 306 641 11 2 255% 215% 197% 191% 197% 223% 220% 210% 2101% 291% 2111% 199% 203% 100% 220% 220% 200% 21.4 1011% 220% 2111% 199% 203% 100% 22.2 100% 20.0 100% 22.2 100% 20.0 100																				192 20.8%
20.5% 21.5% 19.7% 19.1% 19.7% 23.8% 20.0% 21.4% 19.1% 20.9% 21.9% 21.1% 19.9% 20.3% 19.0% 20.0% 22.8% 20.0%	3	21.6%	20.8%	22.4%	21.7%	22.0%	22.0%	21.2%	21.8%	22.3%	20.1%	19.6%	22.5%	20.7%	23.6%	22.0%	19.7%	22.9%	21.9%	20.8%
20.5% 21.5% 19.7% 19.1% 19.7% 23.8% 20.0% 21.4% 19.1% 20.9% 21.9% 21.1% 19.9% 20.3% 19.0% 20.0% 22.8% 20.0%		827	419	408	214	120	210	283	494	103	89	57	326	193	58	298	219	306	641	186
1 - Not fusiworthy at all   17.6%   20.4%   14.9%   17.4%   18.3%   21.2%   15.0%   19.9%   12.0%   14.9%   15.7%   16.0%   17.0%   18.4%   17.4%   18.6%   14.9%   17.6%   18.9%   21.2%   15.0%   19.9%   12.0%   14.9%   15.7%   16.0%   17.0%   18.4%   17.4%   18.6%   14.9%   18.9%   14.9%   14.9%   14.9%   15.7%   16.0%   17.0%   18.4%   17.4%   18.6%   14.9%   18.9%   14.9%	2																			20.1%
17.0%   20.4%   14.9%   17.4%   18.3%   21.2%   15.0%   19.0%   18.9%   21.0%   14.9%   18.0%   15.7%   16.0%   17.0%   18.4%   17.4%   18.6%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   14.0%   17.0%   18.0%   17.0%   18.0%   17.0%   18.0%   17.0%   18.0%   18.0%   17.0%   18.0%							CFG		С									N		
B																				130
Don't Know    170	1 - Not trustworthy at all	17.6%		14.9%	17.4%	18.3%		15.0%		18.9%		14.9%	18.0%	15.7%	16.0%	17.0%	18.4%	17.4%		14.0%
Don't Know   4.2%   3.8%   4.6%   5.6%   5.2%   4.1%   2.8%   4.8%   4.8%   3.4%   4.2%   4.6%   4.0%   2.9%   4.5%   2.6%   4.5%   3.4%   3.4%   4.2%   4.6%   4.0%   2.9%   4.5%   2.6%   4.5%   3.4%   3.4%   4.2%   4.6%   4.0%   2.9%   4.5%   4.5%   3.4%   4.2%   4.6%   4.0%   2.9%   4.5%   4.5%   3.4%   4.2%   4.6%   4.6%   4.2%   4.2%   4.6%   4.2%   4.2%   4.2%   4.6%   4.2%   4		170		96	63	32		40		26		11	72	39	8	83	50	35		32
Summary    Summary   Summa	Don't Know																			3.4%
TopBox (7)    59   38   21   33   10   9   7   42   6   4   1   24   16   7   26   14   18   44   1   15   1.5%   1.9%   1.0%   2.9%   1.7%   1.0%   0.5%   1.8%   1.1%   0.9%   0.5%   1.6%   1.7%   2.6%   1.6%   1.3%   1.3%   1.4%   1.5%   1.5%   1.5%   1.9%   1.5%   1.9%   1.5%   1.9%   1.0%   2.9%   1.7%   1.0%   0.5%   1.8%   1.1%   0.9%   0.5%   1.6%   1.6%   1.3%   1.3%   1.3%   1.4%   1.5%   1.5%   1.5%   1.5%   1.5%   1.5%   1.6%   1.9%   1.5%						F														
TopBax (7)  1.5% 1.9% 1.0% 2.9% 1.7% 1.0% 0.5% 1.8% 1.1% 0.9% 0.5% 1.6% 1.7% 2.6% 1.6% 1.7% 2.6% 1.6% 1.3% 1.3% 1.3% 1.4% 1.3% 1.4% 1.5% 1.5% 1.5% 1.5% 1.5% 1.5% 1.5% 1.5	Summary																			
B																				15
Top2Box (6-7)	TopBox (/)	1.5%		1.0%			1.0%	0.5%		1.1%	0.9%	0.5%	1.6%	1.7%	2.6%	1.6%	1.3%	1.3%	1.4%	1.7%
Top2Box (6-7)    5.0%   5.2%   4.9%   8.3%   4.6%   3.2%   3.8%   5.3%   4.6%   2.9%   5.2%   5.6%   5.8%   3.4%   5.3%   5.1%   4.6%   4.9%   5.5%		203		102			28	54		25	12	14	86	56	10	83	56	62	152	51
Fig.	Top2Box (6-7)																			5.5%
Top3Box (5-7)    16.2%   15.8%   16.6%   19.2%   14.5%   11.9%   17.2%   14.7%   15.2%   12.4%   15.9%   15.9%   18.6%   16.9%   17.1%   16.0%   15.3%   15.1%   19.																				
DEG																				183
2405   1225   1180   653   364   593   796   1438   325   265   148   951   545   172   909   639   848   1897   500	Top3Box (5-7)	16.2%	15.8%	16.6%		14.5%	11.9%			15.2%	12.4%	15.9%	15.9%	18.6%	16.9%	17.1%	16.0%	15.3%	15.1%	19.8% Q
LowBox (1-3)  59.7% 62.7% 56.9% 58.3% 60.1% 67.0% 56.2% 62.2% 60.3% 62.0% 56.5% 61.6% 56.3% 59.9% 58.1% 58.1% 63.1% 61.2% 54.  B  CDFG  CF  CF  CF  CF  CF  CF  CF  CF  CF		2405	1225	1180		364	593			325	265	148	951	545	172	909	639	848	1897	508
B   CDFG   CF   L   NO R   NO R	Low3Box (1-3)																			54.9%
Low2Box (1-2)  38.1%  41.9%  34.5%  36.6%  38.1%  45.0%  35.0%  40.4%  38.0%  41.9%  36.9%  39.1%  35.7%  36.9%  39.1%  36.7%  36.3%  36.1%  38.4%  40.2%  39.3%  34.  N R  707  399  308  195  111  188  213  440  102  90  39  278  152  46  266  203  234  577  13  LowBox (1)  17.6%  20.4%  14.9%  17.4%  18.3%  21.2%  15.0%  19.0%  18.9%  21.0%  14.9%  18.9%  21.0%  14.9%  18.0%  15.7%  16.0%  17.0%  18.4%  17.4%  18.6%  14.  R  Mean  3  2.9  3.1  3  3  3  3  3  3  3  3  3  3  3  3  3	` ´																			
B																				316
Total Residue (1) 10 10 10 10 10 10 10 10 10 10 10 10 10	Low2Box (1-2)	38.1%		34.5%	36.6%	38.1%		35.0%		38.0%		36.9%	39.1%	35.7%	36.3%	36.1%	38.4%			34.1%
LowBox (1)		707		308	195	111		213		102		39	278	152	46	266	203			130
B	LowBox (1)																			14.0%
Mean A EG E EG E IK	/																	1		
Mean A EG E EG E IK IK C		3	2.9	3.1	3.1	3	2.8	3.1	3	3	2.9	3.1	3	3.1	3.1	3.1	3	3	3	3.2
																				Q
	Std. Dev.	1.5	1.5	1.4	1.6	1.5	1.4	1.4	1.5	1.5	1.4	1.4	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Std. Err. 0 0 0 0 0.1 0.1 0.1 0 0 0 0.1 0.1 0.1							0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

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.

Part																				
Part			Ger	nder			Age					Reg	ion				Education		Language	of Survey
A																				
March   Marc		Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Mary			А	В	С	D	E	F	G	н	ı	J	K	L	М	N	0	Р	Q	R
Page																				
Personney measurement   Per	Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Personal production	CEOs																			
6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1																				
1	7 - Extremely trustworthy	2.4%	2.7%	2.2%		1.9%	1.9%	1.5%		2.0%	0.9%	1.9%	2.4%				1.6%	2.1%	2.3%	3.0%
Series (1964) (1		340	170	170		54	62	126		28	27	11	126	126			98	110	212	128
9	6	8.5%	8.7%	8.2%	8.8%	8.9%	7.0%	8.9%	8.1%	5.2%	6.4%	4.2%			7.6%	8.4%	9.0%	8.2%	6.8%	
Series (1969) (1969) (1969) (1969) (1969) (1979) (2969) (1979) (		700	050	40.4	004	105	440	000		407	70	50				007	20.4	005	550	
4 1 6 1 6 1 6 1 6 1 6 1 6 1 6 1 6 1 6 1	_																			
4 4 978 440 537 283 149 228 347 552 159 190 190 71 341 245 62 372 246 359 77 241 241 241 241 241 241 241 241 241 241	5	19.6%	18.4%	20.8%	17.9%		16.2%		17.8%	19.7%	17.8%	21.5%	17.1%		20.2%	18.3%	21.3%	19.7%	17.9%	
4 1 24.9%   22		978	440	537	253		228		562	150	109	71	341		62	372	245	359	737	
Color   Col	4																			
3 1.6%   1.6%				Α						K				K				0		
A   1   1   1   1   1   1   1   1   1						98								125					519	109
2 2 4 170 251 279 135 62 1276 135 62 1276 135 62 1276 135 62 1276 135 62 1276 135 1287 135 12	3	15.6%	15.8%	15.4%	15.4%	16.1%	15.9%	15.4%	15.9%	13.4%				12.9%	17.3%	14.7%	15.5%	16.9%		11.8%
2   1.7%   12.9%   12.9%   12.0%   12.0%   12.0%   12.7%   10.8%   12.4%   12.7%   10.8%   12.9%   11.3%   10.9%   11.3%   11.9%   12.9%   12.9%   7.5%   12.9		470	251	219	135	62	121	153	287	55				82	30	178	120	172		69
1 - Not Instruction by at all a	2			10.6%		10.2%			12.4%	10.2%	12.7%	10.8%			10.6%				12.9%	
1-Not trushorthy at all 1-1-Not trushorthy a																				
Part																				
Dentknow   7.6%   5.9%   9.94   5.3   61   99   174   44   32   15   126   72   18   162   81   57   239   67	1 - Not trustworthy at all	10.3%		7.7%	10.4%	9.0%		9.2%				8.9%		6.2%		9.8%		9.3%		5.4%
Dent Know   F.6%   S.9%   S.9%   S.9%   S.9%   S.9%   S.9%   S.9%   F.0%   F.		307		101	94	53		ga				15		72		162		57		67
Seminary	Don't Know																			
TopBox (7)		7.070	0.070		0.170	0.770	0.070	7.070	1.070	0.270	11170	0.070	0.170	7.170	0.070			1.270	1.1.70	7.070
TopBox (7)	Summary																			
Composition					50	11				11	4			28					71	
Top2Box (6-7)    10.9%   11.5%   10.4%   13.2%   10.8%   8.8%   10.4%   10.8%   7.3%   7.2%   6.1%   10.5%   15.9%   11.7%   10.5%   10.5%   10.3%   29.3%   155	TopBox (7)	2.4%	2.7%	2.2%		1.9%	1.9%	1.5%		2.0%	0.9%	1.9%	2.4%				1.6%	2.1%	2.3%	3.0%
Top2Box (6-7)    10.9%   11.5%   10.4%   13.2%   10.8%   8.8%   10.4%   10.8%   7.3%   7.2%   6.1%   10.5%   10.5%   11.7%   10.5%   10.3%   9.1%   16.8%		400	204	045		C.F.	70	440		20	24	40	400				440	420	202	455
Fig.	Ton2Poy (6.7)																			
1229   583   646   349   190   221   470   661   146   107   72   426   334   94   471   350   404   840   389     30.5%   29.9%   31.1%   31.2%   31.3%   25.0%   33.1%   25.0%   33.1%   25.0%   27.0%   25.0%   27.0%   25.0%   39.7%   39.9%   30.1%   31.9%   30.1%   31.9%   30.1%   27.1%   42.0%     420	10p2B0x (0-7)	10.9%	11.5%	10.4%		10.6%	0.0%	10.4%		1.5%	1.276	0.176				11.776	10.5%	10.3%	9.176	
Fig.		1229	583	646		190	221	470		146	107	72				471	350	404	840	
1513   813   700   424   214   374   501   916   200   179   104   650   267   112   561   422   524   1284   229	Top3Box (5-7)	30.5%	29.9%	31.1%	31.2%	31.3%	25.0%	33.1%	28.6%	27.0%	25.0%	27.6%	27.6%	39.7%	32.9%	30.1%	31.9%	30.1%	27.1%	42.0%
LowBox (1-3)    Combox (1-3)   Combo															I					
B																				
Second	Low3Box (1-3)	37.6%		33.7%	37.8%	35.3%		35.4%						27.6%		35.9%	38.4%	39.0%		24.7%
LowBox (1-2)    22.0%   25.8%   18.3%   22.4%   19.2%   26.4%   20.0%   23.7%   23.7%   24.7%   19.7%   25.5%   14.7%   22.0%   21.1%   22.9%   22.1%   24.7%   12.9%   22.0%   21.0%   22.0%   21.0%   22.0%   21.0%   22.0%		884		370	251	116		284						1/12		331	252	207		110
B	Low2Box (1-2)																			
LowBox (1)	· · · · · -,																			
B		414	253	160	116	54	112	131	262	73	51	23	173	60	33	153	132	125	364	50
Mean 3.7 3.6 3.8 3.8 3.8 3.5 3.8 3.6 3.6 3.5 3.7 3.6 4.1 3.8 3.8 3.7 3.7 3.6 4.2    Main	LowBox (1)	10.3%		7.7%	10.4%	9.0%		9.2%			12.1%	8.9%		6.2%		9.8%		9.3%		5.4%
Mean         A         EG         EG         EG         E         HIJKM         HIJKM         Q           Std. Dev.         1.6         1.5         1.6         1.5         1.5         1.5         1.5         1.5         1.5         1.6         1.5         1.6         1.5         1.6         1.5         1.6         1.5         1.6         1.6         1.5         1.6 <td></td> <td>L</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>											L									
Std. Dev. 1.6 1.5 1.6 1.5 1.5 1.6 1.5 1.5 1.6 1.5 1.5 1.6 1.5 1.5 1.6 1.5 1.5 1.6 1.5 1.6 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5	Mean	3.7	3.6				3.5			3.6	3.5	3.7	3.6		3.8	3.8	3.7	3.7	3.6	
Sid. Err. 0 0 0 0.1 0.1 0.1 0 0 0.1 0.1 0 0 0 0.1 0.1		1.6	1.6				1.5			1.5	1.5	1.4	1.6		1.6	1.6	1.6	1.5	1.6	
							0.1	, ,	Ū	0.1	0.1	0.1	Ü	Ü	0.1	Ū	Ü	Ü	Ū	Ü

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 Overlap formulae used.

Q3\_11. [Chiropractors] 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.

		Ger	nder			Age					Reç	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	E	F	G	н	I	J	К	L	M	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Chiropractors																			
	365	159	206	110	46	72	137	197	48	31	32	132	88	35	184	88	91	279	86
7 - Extremely trustworthy	9.1%	8.1%	9.9%	9.8%	7.7%	8.2%	9.6%	8.5%	8.8%	7.2%	12.2% I	8.6%	9.1%	12.2% I	11.8% OP	8.1%	6.7%	9.0%	9.3%
	828	376	452	226	124	176	302	463	119	88	65	315	185	56	324	250	250	638	190
6	20.6%	19.3%	21.8%	20.2%	20.5%	19.9%	21.3%	20.0%	22.0%	20.7%	24.8%	20.4%	19.1%	19.5%	20.7%	22.7% P	18.6%	20.6%	20.5%
	953	454	499	255	161	204	333	552	125	107	54	370	218	80	373	267	312	737	215
5	23.7%	23.2%	24.1%	22.7%	26.7%	23.0%	23.5%	23.9%	23.2%	25.0%	20.5%	23.9%	22.5%	27.8%	23.8%	24.3%	23.2%	23.8%	23.2%
	771	387	384	199	120	185	267	451	101	92	43	280	204	51	283	189	296	583	188
4	19.1%	19.8%	18.5%	17.7%	19.9%	20.9%	18.8%	19.5%	18.6%	21.5%	16.4%	18.2%	21.1% K	17.7%	18.1%	17.2%	22.1% NO	18.8%	20.3%
	375	202	173	121	45	77	131	223	54	31	21	149	104	16	111	109	153	274	101
3	9.3%	10.3%	8.3%	10.8%	7.5%	8.7%	9.3%	9.6%	10.0% M	7.2%	7.9%	9.7%	10.7%	5.5%	7.1%	10.0%	11.4%	8.8%	10.9%
	245	B 122	122	D 51	28	68	97	D 136	M 31	26	23	M 87	IM 67	11	93	N 61	N 91	183	Q 61
2	6.1%	6.3%	5.9%	4.6%	4.6%	7.7%	6.9%	5.9%	5.7%	6.0%	8.9%	5.6%	6.9%	3.8%	5.9%	5.5%	6.8%	5.9%	6.6%
						CDG	С	С			M								
	179	108	71	44	30	54	51	119	17	27	12	61	44	17	63	45	67	140	40
1 - Not trustworthy at all	4.5%	5.5% B	3.4%	3.9%	5.0%	6.1% CF	3.6%	5.2% CF	3.2%	6.3% H	4.7%	4.0%	4.6%	5.9%	4.0%	4.1%	5.0%	4.5%	4.3%
	312	145	167	115	50	49	99	172	46	26	12	149	57	22	134	90	84	265	47
Don't Know	7.7%	7.4%	8.0%	10.2%	8.2%	5.5%	7.0%	7.4%	8.4%	6.0%	4.7%	9.7%	5.9%	7.6%	8.6%	8.2%	6.2%	8.5%	5.0%
				EFG	E			E				IJL			Р			R	
Summary																			
	365	159	206	110	46	72	137	197	48	31	32	132	88	35	184	88	91	279	86
TopBox (7)	9.1%	8.1%	9.9%	9.8%	7.7%	8.2%	9.6%	8.5%	8.8%	7.2%	12.2%	8.6%	9.1%	12.2%	11.8% OP	8.1%	6.7%	9.0%	9.3%
	1193	535	658	335	171	248	439	660	167	119	97	447	273	91	508	338	341	917	276
Top2Box (6-7)	29.6%	27.4%	31.7%	30.0%	28.2%	28.1%	31.0%	28.5%	30.9%	27.9%	37.0%	28.9%	28.2%	31.7%	32.5%	30.8%	25.4%	29.6%	29.8%
	2146	989	A 1157	590	332	452	772	1212	292	226	1KL 150	816	491	170	881	605	652	1655	491
Top3Box (5-7)	53.3%	50.6%	55.8%	52.7%	54.9%	51.1%	54.5%	52.4%	54.0%	52.9%	57.4%	52.9%	50.7%	59.5%	56.3%	55.1%	48.6%	53.4%	53.0%
10p0b0x (0 1)	33.370	30.070	A	32.770	54.576	31.170	34.370	32.470	54.070	32.370	37.470	32.370	30.7 70	L	P	P	40.070	33.470	33.070
	798	432	366	216	104	199	280	478	102	84	56	298	215	44	267	215	311	597	201
Low3Box (1-3)	19.8%	22.1% B	17.7%	19.3%	17.1%	22.5% D	19.7%	20.7% D	18.9%	19.6%	21.5%	19.3%	22.3% M	15.2%	17.1%	19.6%	23.2% NO	19.3%	21.7%
	424	230	193	95	58	122	148	255	48	53	36	148	111	28	156	106	158	323	101
Low2Box (1-2)	10.5%	11.8%	9.3%	8.5%	9.6%	13.8%	10.5%	11.0%	8.9%	12.3%	13.6%	9.6%	11.5%	9.7%	10.0%	9.6%	11.8%	10.4%	10.9%
	179	B 108	71	44	30	CDFG 54	51	C 119	17	27	12	61	44	17	63	45	67	140	40
LowBox (1)	4.5%	5.5%	3.4%	3.9%	5.0%	6.1%	3.6%	5.2%	3.2%	6.3%	4.7%	4.0%	4.6%	5.9%	4.0%	4.1%	5.0%	4.5%	4.3%
20.130(.)		В				CF		CF		Н									
Mean	4.6	4.5	4.7 A	4.7 EG	4.6	4.5	4.7 E	4.6 E	4.7	4.5	4.7	4.6	4.5	4.8 L	4.8 P	4.7 P	4.4	4.6	4.6
Std. Dev.	1.6	1.6	1.5	1.5	1.5	1.6	1.6	1.6	1.5	1.6	1.7	1.5	1.6	1.6	1.6	1.5	1.5	1.6	1.6
Std. Err.	0	0	0	0	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 Overlap formulae used.

Q3\_12. [Church Leaders] 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.

		Ger	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		А	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Church Leaders																			
	298	158	139	83	50	54	110	156	43	31	21	123	53	27	121	73	102	246	52
7 - Extremely trustworthy	7.4%	8.1%	6.7%	7.4%	8.3%	6.1%	7.8%	6.7%	7.9%	7.2%	7.9%	8.0%	5.5%	9.3% L	7.7%	6.7%	7.6%	7.9% R	5.6%
	668	309	359	157	88	133	289	347	94	61	59	257	128	69	250	181	233	545	123
6	16.6%	15.8%	17.3%	14.0%	14.6%	15.1%	20.4%	15.0%	17.5%	14.3%	22.4%	16.7%	13.2%	24.0%	16.0%	16.5%	17.4%	17.6%	13.3%
	10.070	10.070	17.570	14.070	14.070	13.170	CDEG	10.070	L L	14.570	IKL	L	10.270	HIKL	10.070	10.576	17.470	R	10.070
	733	352	381	180	111	160	282	396	82	90	56	291	163	51	283	198	252	579	154
5	18.2%	18.0%	18.4%	16.1%	18.3%	18.1%	19.9%	17.1%	15.2%	21.0%	21.4%	18.8%	16.9%	17.7%	18.1%	18.0%	18.8%	18.7%	16.6%
							CG			Н	Н								
	756	355	401	208	113	161	274	431	116	82	40	284	170	64	281	201	272	588	168
4	18.8%	18.2%	19.4%	18.6%	18.6%	18.2%	19.3%	18.6%	21.4%	19.3%	15.4%	18.4%	17.6%	22.4%	17.9%	18.3%	20.2%	19.0%	18.2%
	441	213	229	142	62	99	138	258	42	52	27	172	132	17	173	120	146	315	126
3	11.0%	10.9%	11.0%	12.7%	10.3%	11.2%	9.7%	11.2%	7.7%	12.1%	10.3%	11.1%	13.6%	5.9%	11.0%	11.0%	10.9%	10.2%	13.6%
	11.070	10.570	11.070	F F	10.576	11.270	3.770	11.270	7.770	HM	10.576	HM	HKM	3.370	11.070	11.070	10.570	10.270	Q
	349	173	175	90	46	102	111	220	34	28	24	133	110	19	123	100	124	240	108
2	8.7%	8.9%	8.5%	8.0%	7.6%	11.5%	7.8%	9.5%	6.4%	6.6%	9.3%	8.6%	11.3%	6.8%	7.9%	9.1%	9.2%	7.7%	11.7%
						CDFG							HIKM						Q
	507	267	239	161	90	126	130	339	83	58	22	172	148	24	211	148	145	365	141
1 - Not trustworthy at all	12.6%	13.7% B	11.5%	14.3% F	14.9%	14.2% F	9.2%	14.6% F	15.4% JKM	13.5%	8.5%	11.1%	15.3% JKM	8.5%	13.5% P	13.5%	10.8%	11.8%	15.3% Q
	275	126	149	98	45	49	83	166	46	26	12	112	64	16	123	77	69	222	53
Don't Know	6.8%	6.4%	7.2%	8.8%	7.4%	5.5%	5.9%	7.2%	8.5%	6.0%	4.7%	7.2%	6.6%	5.5%	7.9%	7.0%	5.1%	7.2%	5.7%
Zont raion	0.070	0.170	7.270	EFG	71170	0.070	0.070	E	0.070	0.070	70	1.270	0.070	0.070	P	7.070	0.170	7.270	0.770
Summary																			
	298	158	139	83	50	54	110	156	43	31	21	123	53	27	121	73	102	246	52
TopBox (7)	7.4%	8.1%	6.7%	7.4%	8.3%	6.1%	7.8%	6.7%	7.9%	7.2%	7.9%	8.0%	5.5%	9.3%	7.7%	6.7%	7.6%	7.9%	5.6%
	000	407	400	0.40	400	407	100	500	407		70	L	404	L	074	054	200	R	475
T0D (0.7)	966 24.0%	467 23.9%	498 24.0%	240 21.4%	138 22.9%	187 21.2%	400 28.2%	503 21.7%	137 25.4%	92 21.5%	79 30.3%	381 24.7%	181 18.7%	95 33.3%	371 23.7%	254 23.1%	336 25.0%	790 25.5%	175 18.9%
Top2Box (6-7)	24.0%	23.9%	24.0%	21.470	22.9%	21.270	CDEG	21.770	23.4% L	21.5%	30.3% IL	Z4.776	10.776	HIKL	23.176	23.176	25.0%	25.5% R	10.9%
	1699	819	880	420	249	348	682	899	219	182	136	672	344	146	654	452	588	1369	329
Top3Box (5-7)	42.2%	41.9%	42.4%	37.5%	41.2%	39.3%	48.1%	38.9%	40.6%	42.5%	51.8%	43.5%	35.6%	51.0%	41.8%	41.1%	43.7%	44.2%	35.5%
							CDEG			L	HIKL	L		HIKL				R	
	1296	653	643	393	198	326	379	816	159	138	74	476	389	60	507	368	415	920	376
Low3Box (1-3)	32.2%	33.4%	31.0%	35.1%	32.8%	36.9%	26.7%	35.3%	29.5%	32.2%	28.1%	30.9%	40.2%	21.1%	32.4%	33.5%	30.9%	29.7%	40.6%
	855	440	415	F 251	F 136	F 228	241	558	M 118	M 86	47	M 304	HIJKM 257	44	334	248	269	606	Q 250
Low2Box (1-2)	21.2%	22.6%	20.0%	22.4%	22.5%	25.7%	17.0%	24.1%	21.8%	20.1%	17.8%	19.7%	26.6%	15.2%	21.4%	22.6%	20.0%	19.5%	27.0%
LOWZDOX (1-2)	21.270	22.0%	20.0%	72.4% F	22.5% F	23.7% F	17.0%	24.1% F	Z1.0% M	20.1%	17.0%	19.776	HIJKM	13.2%	21.476	22.0%	20.0%	19.5%	Q Q
	507	267	239	161	90	126	130	339	83	58	22	172	148	24	211	148	145	365	141
LowBox (1)	12.6%	13.7%	11.5%	14.3%	14.9%	14.2%	9.2%	14.6%	15.4%	13.5%	8.5%	11.1%	15.3%	8.5%	13.5%	13.5%	10.8%	11.8%	15.3%
		В		F	F	F		F	JKM				JKM		Р				Q
Mean	4.1	4	4.1	3.9	4	3.9	4.3	3.9	4.1	4.1	4.4	4.2	3.8	4.5	4.1	4	4.2	4.2	3.8
							CDEG		L	L	IL	L		HIKL				R	
Std. Dev.	1.8	1.9	1.8	1.9	1.9	1.8	1.7	1.9	1.9	1.8	1.8	1.8	1.8	1.7	1.8	1.8	1.8	1.8	1.8
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0.1	0	0.1	0	0.1	0.1	0	0.1
Proportions/Means: Columns Tested (5% risk level) -	A/B - C/D/E/E/G	- H/I/ I/K/I /M -	N/O/P - O/R C	Worlan formula	o ucod														

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

Q3\_13. [Daycare workers] 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.

		Ger	nder			Age					Reg	jion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	E	F	G	Н		J	K	L	M	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Daycare workers	404	400	200	400	50	24	455	205	40			405	457		100	07	105	070	110
7 Forter and the continuation	421 10.5%	196	226	126	50	91 10.3%	155	235	42 7.7%	22	24	135 8.7%	157 16.3%	41 14.4%	189	97	135	272	149
7 - Extremely trustworthy	10.5%	10.0%	10.9%	11.2%	8.2%	10.3%	11.0%	10.2%	1.1%	5.2%	9.3%	8.7%	HIJK	HIK	12.1% O	8.8%	10.0%	8.8%	16.1% Q
	1146	527	619	292	170	253	431	632	140	101	86	401	321	98	435	331	377	832	315
6	28.5%	27.0%	29.9%	26.1%	28.2%	28.6%	30.4%	27.3%	26.0%	23.6%	32.7%	26.0%	33.1%	34.2%	27.8%	30.1%	28.1%	26.8%	34.0%
							С				IK		HIK	HIK					Q
	1124	544	580	313	176	226	408	629	158	130	65	466	239	65	400	296	424	885	239
5	27.9%	27.9%	28.0%	28.0%	29.0%	25.6%	28.8%	27.2%	29.3%	30.5% LM	24.8%	30.2% LM	24.7%	22.8%	25.6%	26.9%	31.6% NO	28.6%	25.8%
	687	360	328	196	107	173	211	432	97	92	49	266	134	50	271	181	232	568	119
4	17.1%	18.4%	15.8%	17.5%	17.7%	19.5%	14.9%	18.7%	17.9%	21.5%	18.7%	17.2%	13.8%	17.3%	17.3%	16.5%	17.3%	18.3%	12.9%
·	,0	В	10.070	17.070	11.1.70	F	11.070	F	L	L	10.170	L	10.070	17.070	11.070	10.070	11.070	R	12.070
	191	88	103	57	32	42	60	121	28	31	11	79	33	10	66	62	63	160	31
3	4.8%	4.5%	5.0%	5.1%	5.3%	4.8%	4.2%	5.2%	5.2%	7.1%	4.2%	5.1%	3.4%	3.4%	4.2%	5.6%	4.7%	5.2%	3.4%
										L		L						R	
	95 2.4%	52 2.7%	43 2.1%	31 2.8%	16	23	24	60	10 1.8%	18	9 3.3%	38 2.4%	19	2	42 2.7%	29	24	79	16
2	2.4%	2.1%	2.1%	2.8%	2.7%	2.7%	1.7%	2.6%	1.8%	4.3% HLM	3.3%	2.4%	1.9%	0.8%	2.7%	2.7%	1.8%	2.6%	1.7%
	59	38	21	21	5	19	15	35	5	6	1	29	13	5	21	20	15	48	11
1 - Not trustworthy at all	1.5%	2.0%	1.0%	1.9%	0.8%	2.1%	1.1%	1.5%	0.9%	1.4%	0.5%	1.9%	1.3%	1.7%	1.3%	1.8%	1.1%	1.6%	1.2%
· ·		В				F													
	301	147	153	82	49	57	112	168	60	27	17	129	51	16	141	81	73	254	47
Don't Know	7.5%	7.5%	7.4%	7.3%	8.2%	6.4%	7.9%	7.3%	11.2%	6.3%	6.5%	8.4%	5.3%	5.4%	9.0%	7.4%	5.4%	8.2%	5.0%
Summary									ILM			L			Р			R	
Julillary	421	196	226	126	50	91	155	235	42	22	24	135	157	41	189	97	135	272	149
TopBox (7)	10.5%	10.0%	10.9%	11.2%	8.2%	10.3%	11.0%	10.2%	7.7%	5.2%	9.3%	8.7%	16.3%	14.4%	12.1%	8.8%	10.0%	8.8%	16.1%
1 1 1 1				111275	0.2,0				,.	0.270	0.070	I	HIJK	HIK	0	0.07.0		0.070	Q
	1568	723	845	418	220	344	586	867	182	123	110	536	478	139	624	428	512	1104	464
Top2Box (6-7)	38.9%	37.0%	40.8%	37.3%	36.3%	38.9%	41.4%	37.5%	33.7%	28.8%	42.0%	34.7%	49.4%	48.6%	39.8%	39.0%	38.1%	35.6%	50.1%
	2692	1267	A 1425	731	396	570	CDG 995	1496	340	253	HIK 175	1002	HIJK 717	HIK 204	1024	724	936	1989	Q 702
Top3Box (5-7)	66.9%	64.9%	68.7%	65.3%	65.3%	64.5%	70.2%	64.7%	63.0%	59.3%	66.8%	64.9%	74.2%	71.3%	65.4%	65.9%	69.7%	64.2%	75.8%
1000000 (3-7)	00.9%	04.9%	A A	65.5%	65.5%	04.5%	CDEG	04.7 %	63.0%	59.5%	00.0%	04.9%	HIJK	71.3% HI	65.4%	65.9%	N N	04.2%	75.6% Q
	346	178	168	109	53	84	99	216	43	55	21	145	65	17	129	112	103	288	58
Low3Box (1-3)	8.6%	9.1%	8.1%	9.8%	8.8%	9.5%	7.0%	9.4%	8.0%	12.9%	8.0%	9.4%	6.7%	5.9%	8.2%	10.2%	7.6%	9.3%	6.3%
				F		F		F		HLM		L				Р		R	
	155	90	64	52	21	42	39	95	15	24	10	67	32	7	63	50	39	128	27
Low2Box (1-2)	3.8%	4.6% B	3.1%	4.7% F	3.5%	4.8% F	2.8%	4.1% F	2.7%	5.7% HL	3.8%	4.3%	3.3%	2.5%	4.0%	4.5%	2.9%	4.1%	2.9%
	59	38	21	21	5	19	15	35	5	6 6	1	29	13	5	21	20	15	48	11
LowBox (1)	1.5%	2.0%	1.0%	1.9%	0.8%	2.1%	1.1%	1.5%	0.9%	1.4%	0.5%	1.9%	1.3%	1.7%	1.3%	1.8%	1.1%	1.6%	1.2%
	1.073	B	1.070	1.070	0.070	F	,	1.070	0.070	,	0.070	1.070	1.070	/0	1.070	1.070	,	1.070	
	5.1	5	5.2	5.1	5.1	5	5.2	5	5	4.8	5.1	5	5.4	5.3	5.1	5	5.1	5	5.4
Mean			Α				CDEG		ı		1	- 1	HIJK	HIK					Q
Std. Dev.	1.3	1.3	1.2	1.3	1.2	1.3	1.2	1.3	1.2	1.3	1.2	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.2
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk leve	I) - A/B - C/D/E/E/G	- H/I/ I/K/I /M -	N/O/P - O/P C	worlan formulae	hazu														

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

Q3\_14. [Dentists] 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.

		Ger	nder			Age					Reg	ion		ı		Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
Dentists				1110														0.00	
Demisis	646	319	328	158	79	115	294	305	80	48	41	231	199	48	291	163	188	459	187
7 - Extremely trustworthy	16.0%	16.3%	15.8%	14.1%	13.0%	13.0%	20.8%	13.2%	14.8%	11.2%	15.5%	15.0%	20.5%	16.9%	18.6%	14.8%	14.0%	14.8%	20.2%
	101010	101070					CDEG				10.070		HIK	I	OP				Q
	1374	658	716	336	192	286	560	730	210	143	89	522	314	97	512	383	474	1058	316
6	34.1%	33.7%	34.5%	30.0%	31.7%	32.4%	39.5%	31.6%	38.8%	33.4%	34.1%	33.8%	32.5%	33.8%	32.7%	34.8%	35.3%	34.1%	34.1%
	4000	455	5.15	201	477	000	CDEG	000	L	400	70	000	200		050	070	005		
	1000	455	545	294	177	228	301	632	125	109	73	383	232	77	353	278	365	774	226
5	24.8%	23.3%	26.3% A	26.3% F	29.2%	25.8% F	21.2%	27.3% F	23.1%	25.6%	28.0%	24.8%	24.0%	27.0%	22.6%	25.3%	27.2% N	25.0%	24.4%
	549	268	282	181	84	131	153	346	66	56	34	226	124	42	213	147	188	437	112
4	13.6%	13.7%	13.6%	16.2%	13.9%	14.9%	10.8%	15.0%	12.3%	13.2%	13.0%	14.7%	12.8%	14.8%	13.6%	13.4%	14.0%	14.1%	12.1%
	10.0%	101170		F	F	F		F											
	186	107	79	53	28	50	55	112	22	34	7	77	40	5	81	50	55	151	35
3	4.6%	5.5%	3.8%	4.7%	4.6%	5.6%	3.9%	4.8%	4.1%	8.0%	2.8%	5.0%	4.1%	1.7%	5.2%	4.6%	4.1%	4.9%	3.8%
		В								HJKLM		M							
	79	41	37	26	14	22	17	59	9	9	5	34	18	5	33	22	23	61	17
2	2.0%	2.1%	1.8%	2.3%	2.4%	2.5% F	1.2%	2.5%	1.6%	2.0%	1.9%	2.2%	1.9%	1.7%	2.1%	2.0%	1.7%	2.0%	1.9%
	52	30	21	F 16	7	19	9	F 37	7	11	3	19	12	0	20	13	17	43	9
1. Not trustworthy at all	1.3%	1.6%	1.0%	1.5%	1.2%	2.1%	0.7%	1.6%	1.4%	2.6%	1.0%	1.3%	1.2%	-	1.3%	1.2%	1.3%	1.4%	1.0%
1 - Not trustworthy at all	1.3%	1.0%	1.0%	1.5%	1.276	2.1% F	0.776	1.0% F	1.476	Z.0% M	1.0%	1.3%	1.270		1.3%	1.276	1.3%	1.476	1.0%
	140	74	66	55	24	34	27	92	21	17	10	51	29	12	62	42	33	116	24
Don't Know	3.5%	3.8%	3.2%	4.9%	4.0%	3.8%	1.9%	4.0%	3.9%	4.0%	3.8%	3.3%	3.0%	4.2%	4.0%	3.9%	2.4%	3.7%	2.6%
				F	F	F		F							Р				
Summary																			
	646	319	328	158	79	115	294	305	80	48	41	231	199	48	291	163	188	459	187
TopBox (7)	16.0%	16.3%	15.8%	14.1%	13.0%	13.0%	20.8%	13.2%	14.8%	11.2%	15.5%	15.0%	20.5%	16.9%	18.6%	14.8%	14.0%	14.8%	20.2%
	2020	977	1044	494	271	401	CDEG 855	1035	290	190	130	753	HIK 513	145	OP 803	546	663	1518	Q 503
Top2Pov (6.7)	50.2%	50.0%	50.3%	494	44.7%	45.3%	60.3%	44.8%	53.6%	44.6%	49.6%	48.8%	53.0%	50.6%	51.3%	49.7%	49.3%	49.0%	54.3%
Top2Box (6-7)	30.2%	30.0%	30.3%	44.170	44.770	43.3%	CDEG	44.0%	33.6%	44.0%	49.0%	40.0%	1K	30.6%	31.3%	49.776	49.5%	49.0%	Q Q
	3020	1432	1588	788	447	629	1156	1668	414	300	203	1136	745	222	1156	824	1028	2292	729
Top3Box (5-7)	75.0%	73.3%	76.6%	70.4%	73.9%	71.2%	81.6%	72.1%	76.7%	70.2%	77.6%	73.6%	77.0%	77.6%	73.8%	75.0%	76.5%	73.9%	78.7%
			Α				CDEG		T				IK	I					Q
	316	179	138	95	50	90	82	207	38	54	15	131	69	10	134	85	95	255	62
Low3Box (1-3)	7.9%	9.1%	6.6%	8.5%	8.2%	10.2%	5.8%	9.0%	7.0%	12.6%	5.6%	8.5%	7.2%	3.4%	8.6%	7.7%	7.0%	8.2%	6.6%
	400	B		F	F	F		F	40	HJKLM	_	M	M	_			40	404	
L (4.0)	130	72	59	42	22	40	26	95	16	20	7	53	30	5	53	35	40	104	26
Low2Box (1-2)	3.2%	3.7%	2.8%	3.8% F	3.6%	4.6% F	1.9%	4.1% F	2.9%	4.6%	2.8%	3.4%	3.1%	1.7%	3.4%	3.2%	3.0%	3.4%	2.8%
	52	30	21	16	7	19	9	37	7	11	3	19	12	0	20	13	17	43	9
LowBox (1)	1.3%	1.6%	1.0%	1.5%	1.2%	2.1%	0.7%	1.6%	1.4%	2.6%	1.0%	1.3%	1.2%	-	1.3%	1.2%	1.3%	1.4%	1.0%
(-/	1.070	1.070		1.070	1.2,0	F	0,0	F.070	,	M	1.070	1.070	1.270		1.070	1.270	1.070	,	1.070
	5.3	5.3	5.4	5.2	5.2	5.2	5.6	5.2	5.4	5.1	5.4	5.3	5.4	5.5	5.4	5.3	5.3	5.3	5.5
Mean							CDEG		1		1	ī	IK	I					Q
Std. Dev.	1.3	1.3	1.2	1.3	1.3	1.3	1.2	1.3	1.2	1.4	1.2	1.3	1.3	1.1	1.3	1.3	1.2	1.3	1.3
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk lev	ol) - A/R - C/D/E/E/G	- H/I/ I/K/I /M -	N/O/P - O/P O	worlon formula	unnd														

Q3\_15. [Doctors] 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.

		Ger	nder			Age					Reg	jion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	E	F	G	Н		J	K	L	M	N	0	P	Q	R
Base: All respondents	4026 4026	1929 1953	2097 2073	1082	611 606	898 884	1435 1417	2317 2313	440 540	348 427	214 262	1277 1544	1510	237 286	1603 1565	1106 1098	1297	2634	1392 926
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	202	1544	967	286	1565	1098	1344	3100	926
Doctors																			
	1010	513	498	226	123	196	466	486	128	95	62	374	288	64	451	256	300	738	272
7 - Extremely trustworthy	25.1%	26.3%	24.0%	20.2%	20.3%	22.1%	32.9% CDEG	21.0%	23.6%	22.2%	23.8%	24.2%	29.8% HIKM	22.4%	28.8% OP	23.3%	22.3%	23.8%	29.4% Q
	1590	733	857	411	240	360	580	895	238	166	105	594	373	115	578	444	562	1221	369
6	39.5%	37.6%	41.3%	36.7%	39.6%	40.7%	40.9%	38.7%	44.0%	38.8%	40.2%	38.5%	38.6%	40.1%	37.0%	40.5%	41.8%	39.4%	39.8%
	33.576	37.070	A	30.7 70	00.070	40.770	C	30.7 70	KL	30.070	40.270	30.370	30.070	40.170	37.070	40.070	N	00.470	33.070
	784	371	412	244	137	171	231	492	94	83	49	325	165	66	271	213	297	627	157
5	19.5%	19.0%	19.9%	21.8%	22.7%	19.4%	16.3%	21.3%	17.5%	19.5%	18.7%	21.1%	17.1%	23.2%	17.3%	19.4%	22.1%	20.2%	16.9%
				F	F			F				L		L			N	R	
	340	171	169	116	55	88	80	228	41	51	22	131	72	23	137	91	109	270	70
4	8.4%	8.7%	8.1%	10.4%	9.1%	10.0%	5.6%	9.8%	7.5%	12.1%	8.4%	8.5%	7.4%	8.1%	8.8%	8.3%	8.1%	8.7%	7.5%
				F	F	F		F		HKL				_					
	96	51	44	36	18	20	22	67	11	10	9	36	22	7	37	34	25	78	18
3	2.4%	2.6%	2.1%	3.2% F	3.0% F	2.2%	1.6%	2.9% F	2.1%	2.3%	3.3%	2.4%	2.3%	2.6%	2.4%	3.1%	1.8%	2.5%	1.9%
	49	23	26	19	7	14	8	38	2	7	6	18	11	4	22	12	14	40	9
2	1.2%	1.2%	1.2%	1.7%	1.2%	1.6%	0.5%	1.6%	0.5%	1.7%	2.3%	1.2%	1.1%	1.2%	1.4%	1.1%	1.1%	1.3%	1.0%
2	1.270	1.270	1.270	1.7 /6 F	1.276	F	0.576	F	0.576	1.7 76	2.576 H	1.270	1.176	1.270	1.476	1.170	1.176	1.576	1.076
	40	22	18	20	4	13	4	30	5	6	4	16	8	1	18	12	9	32	8
1 - Not trustworthy at all	1.0%	1.1%	0.9%	1.8%	0.6%	1.4%	0.3%	1.3%	0.9%	1.4%	1.4%	1.0%	0.9%	0.4%	1.1%	1.1%	0.7%	1.0%	0.8%
		,	5.575	DF	0.070	F	0.070	F	5.575				5.0.1		,			,	
	117	68	49	47	21	22	27	78	21	9	5	50	27	6	51	36	28	94	24
Don't Know	2.9%	3.5%	2.4%	4.2%	3.5%	2.5%	1.9%	3.4%	3.9%	2.0%	1.9%	3.2%	2.8%	2.1%	3.2%	3.3%	2.1%	3.0%	2.5%
		В		EF	F			F											
Summary																			
	1010	513	498	226	123	196	466	486	128	95	62	374	288	64	451	256	300	738	272
TopBox (7)	25.1%	26.3%	24.0%	20.2%	20.3%	22.1%	32.9% CDEG	21.0%	23.6%	22.2%	23.8%	24.2%	29.8% HIKM	22.4%	28.8% OP	23.3%	22.3%	23.8%	29.4%
	2601	1246	1355	637	363	556	1046	1380	365	260	168	967	661	179	1029	700	862	1960	Q 641
Top2Box (6-7)	64.6%	63.8%	65.3%	56.9%	59.9%	62.9%	73.8%	59.7%	67.6%	61.0%	64.0%	62.7%	68.4%	62.4%	65.7%	63.7%	64.1%	63.2%	69.2%
1 Op2BOX (6-7)	04.0%	03.0%	05.5%	30.9%	39.9%	CG	CDEG	C 59.7%	67.6%	61.0%	04.0%	02.776	1K	02.4%	03.7%	63.7%	04.176	63.2%	Q Q
	3385	1617	1767	881	500	727	1277	1872	460	344	217	1293	827	245	1300	913	1158	2586	798
Top3Box (5-7)	84.1%	82.8%	85.2%	78.7%	82.6%	82.2%	90.1%	81.0%	85.1%	80.5%	82.7%	83.7%	85.5%	85.6%	83.0%	83.1%	86.2%	83.4%	86.2%
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1			A				CDEG	С	3011,10				I		55.07.		NO		Q
	184	96	88	75	29	47	34	135	19	23	18	70	42	12	77	58	48	150	35
Low3Box (1-3)	4.6%	4.9%	4.2%	6.7%	4.8%	5.3%	2.4%	5.8%	3.4%	5.5%	7.0%	4.6%	4.3%	4.2%	4.9%	5.3%	3.6%	4.8%	3.7%
				F	F	F		F			Н								
	89	45	44	40	11	27	11	68	7	14	10	34	19	5	40	24	24	72	17
Low2Box (1-2)	2.2%	2.3%	2.1%	3.5%	1.8%	3.1%	0.8%	2.9%	1.4%	3.2%	3.8%	2.2%	2.0%	1.7%	2.6%	2.2%	1.8%	2.3%	1.8%
	40	20	40	DF 20		F 13	4	DF 30			Н	16			40	12	-	20	
LawPay (1)	1.0%	22	18 0.9%	1.8%	4 0.6%	1.4%	4 0.3%		5 0.9%	6 1.4%	1.4%	1.0%	8	0.4%	18 1.1%	1.1%	9	32	8
LowBox (1)	1.0%	1.1%	0.9%	1.8% DF	0.6%	1.4% F	0.3%	1.3% F	0.9%	1.4%	1.4%	1.0%	0.9%	0.4%	1.1%	1.1%	0.7%	1.0%	0.8%
	5.7	E 7	5.7	5.5	5.6	5.6	6	5.6	F 0	F.C.	F.6	5.7	E 0	5.7	5.7	5.7	5.7	E 7	F 0
Mean	5./	5.7	5./	5.5	5.6	5.6	6 CDEG	5.6	5.8	5.6	5.6	5./	5.8 IJK	5.7	5./	5./	5.7	5.7	5.8 Q
Std. Dev.	1.2	1.2	1.2	1.3	1.1	1.2	1	1.2	1.1	1.3	1.3	1.2	1.2	1.1	1.2	1.2	1.1	1.2	1.1
Std. Err.	0	0	0	0	0	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk level)						U	U	U	0.1	0.1	0.1	U	U	0.1	U	U	U	U	

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 Overlap formulae used.

Q3\_16. [Electricians] 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.

		Ger	nder			Age					Reg	jion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55÷	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	1510	M 237	N 1603	0 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
	4020	1555	2010	1115	000	004	1417	2010	540	721	202	1044	307	200	1905	1030	1044	3100	320
Electricians	369	184	185	87	48	70	164	178	42	21	27	126	129	24	193	83	91	243	125
7								7.7%			10.3%			8.4%		7.6%			
7 - Extremely trustworthy	9.2%	9.4%	8.9%	7.8%	7.9%	7.9%	11.6% CDEG	1.1%	7.7%	4.9%	10.3%	8.2%	13.3% HIKM	8.4%	12.3% OP	7.6%	6.7%	7.9%	13.5% Q
	1100	537	563	250	139	235	476	567	159	107	71	383	299	81	423	311	364	799	301
6	27.3%	27.5%	27.1%	22.3%	23.0%	26.5%	33.6%	24.5%	29.5%	25.0%	27.0%	24.8%	30.9%	28.3%	27.0%	28.3%	27.1%	25.8%	32.5%
						С	CDEG				-11070		IK						Q
	1222	567	656	336	191	267	429	703	152	151	83	477	264	95	448	317	453	972	250
5	30.4%	29.0%	31.6%	30.0%	31.5%	30.2%	30.3%	30.4%	28.2%	35.3%	31.8%	30.9%	27.3%	33.3%	28.6%	28.9%	33.7%	31.4%	27.0%
										HL		L					NO	R	
	774	385	389	234	141	173	225	486	118	81	55	308	160	52	256	236	278	627	147
4	19.2%	19.7%	18.8%	20.9%	23.2%	19.6%	15.9%	21.0%	21.8%	19.0%	21.0%	20.0%	16.5%	18.1%	16.3%	21.5%	20.7%	20.2%	15.8%
				F	F	F		F	L			L				N	N	R	
	226	114	112	81	31	64	50	156	21	28	10	98	52	17	88	65	72	179	46
3	5.6%	5.8%	5.4%	7.3%	5.1%	7.2%	3.5%	6.7%	3.9%	6.6%	3.7%	6.4%	5.4%	5.9%	5.6%	5.9%	5.4%	5.8%	5.0%
	00	50	22	F	20	F 24	45	F 67				47	40		47	40	24	74	47
	92	58	33	32	20		15		9	9	2		19	6	47	12	31	74	17
2	2.3%	3.0% B	1.6%	2.9% F	3.4%	2.7% F	1.0%	2.9% F	1.6%	2.0%	0.9%	3.1%	1.9%	2.1%	3.0%	1.1%	2.3%	2.4%	1.9%
	38	24	14	13	6	13	7	30	5	6	1	19	5	1	15	11	12	33	5
1 - Not trustworthy at all	0.9%	1.2%	0.7%	1.1%	1.0%	1.4%	0.5%	1.3%	0.9%	1.4%	0.5%	1.3%	0.5%	0.4%	0.9%	1.0%	0.9%	1.1%	0.5%
1 - Not trustworthy at all	0.9%	1.270	0.7%	1.170	1.0%	1.4% F	0.5%	1.3% F	0.9%	1.476	0.5%	1.3%	0.5%	0.4%	0.9%	1.0%	0.9%	1.170	0.5%
	206	84	122	86	30	39	50	126	34	24	12	85	40	10	96	63	42	170	35
Don't Know	5.1%	4.3%	5.9%	7.7%	4.9%	4.5%	3.6%	5.4%	6.4%	5.7%	4.7%	5.5%	4.1%	3.4%	6.1%	5.7%	3.2%	5.5%	3.8%
	511,10		A	DEFG				F	511,15		,.	0.070			Р	P	0.270	R	5.5,5
Summary																			
	369	184	185	87	48	70	164	178	42	21	27	126	129	24	193	83	91	243	125
TopBox (7)	9.2%	9.4%	8.9%	7.8%	7.9%	7.9%	11.6%	7.7%	7.7%	4.9%	10.3%	8.2%	13.3%	8.4%	12.3%	7.6%	6.7%	7.9%	13.5%
							CDEG						HIKM		OP				Q
	1469	721	747	337	187	304	640	745	201	128	98	509	428	105	616	395	455	1043	426
Top2Box (6-7)	36.5%	36.9%	36.1%	30.1%	30.9%	34.4%	45.2%	32.2%	37.3%	29.9%	37.3%	33.0%	44.3%	36.7%	39.4%	35.9%	33.8%	33.6%	46.0%
	2004	4000	4400	070	070	C	CDEG	1110	1	070	404	005	HIKM	000	P	740	000	2015	Q
/	2691	1288	1403	673	378	571	1070	1448	353	279	181	985	692	200	1064	712	908	2015	676
Top3Box (5-7)	66.8%	66.0%	67.7%	60.1%	62.4%	64.6%	75.5% CDEG	62.6%	65.4%	65.3%	69.1%	63.8%	71.6% HIK	70.1%	68.0%	64.8%	67.6%	65.0%	73.0% Q
	355	196	159	126	57	101	72	253	34	43	14	165	76	24	150	88	116	287	68
Low3Box (1-3)	8.8%	10.0%	7.7%	11.2%	9.5%	11.4%	5.1%	10.9%	6.4%	10.0%	5.2%	10.7%	7.8%	8.4%	9.6%	8.0%	8.6%	9.3%	7.4%
LOWSBOX (1-5)	0.076	B	1.170	F F	9.576 F	F F	3.176	F	0.478	J	3.276	HJL	7.076	0.476	9.076	0.078	0.076	8.5 % R	7.470
	130	82	47	45	26	37	22	97	14	15	4	67	24	7	61	23	44	108	22
Low2Box (1-2)	3.2%	4.2%	2.3%	4.0%	4.4%	4.2%	1.5%	4.2%	2.5%	3.4%	1.4%	4.3%	2.5%	2.5%	3.9%	2.1%	3.2%	3.5%	2.3%
` ′		В		F	F	F		F				JL			0.070				
	38	24	14	13	6	13	7	30	5	6	1	19	5	1	15	11	12	33	5
LowBox (1)	0.9%	1.2%	0.7%	1.1%	1.0%	1.4%	0.5%	1.3%	0.9%	1.4%	0.5%	1.3%	0.5%	0.4%	0.9%	1.0%	0.9%	1.1%	0.5%
						F		F											
	5	5	5.1	4.9	4.9	4.9	5.3	4.9	5.1	4.9	5.2	4.9	5.2	5.1	5.1	5	5	5	5.3
Mean							CDEG		1		IK		HIK		Р				Q
Std. Dev.	1.2	1.3	1.2	1.3	1.2	1.3	1.1	1.3	1.2	1.2	1.1	1.3	1.2	1.2	1.3	1.2	1.2	1.2	1.2
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk level) -	A/B - C/D/E/E/G	- H/I/.I/K/I /M -	N/O/P - O/R O	verlan formula	used										•				

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 Overlap formulae used.

Q3\_17. [Farmers] 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.

A			Ger	nder			Age					Reg	ion				Education		Language	of Survey
A																				
Search Properties   1606   1939   2007   1962   2911   2908   1315   2909   1402   2914   2917   1910   2917   1910   1910   1900   2924   1910   1910   2904   1910   2904   2917   2918   2		Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Marging   Marg											- 1									
Second   S	·																			
Part		4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
7- Emendy transporting 8- 1646	Farmers	000	400	450	405	400	100	074	455	0.4	70	00	074	200	00	404	200	057	075	040
6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1																				
8	7 - Extremely trustwortny	22.1%	22.0%	22.1%	17.4%	21.2%				17.5%	16.9%	23.8%					20.6%	19.1%	21.8%	23.0%
8		1464	682	783	358	197				202	147	87					413	499	1104	361
6	6																37.6%			
8   22   W   22   W   22   23   22   23   22   23   22   23   22   23			0.1070			02.07.0	CDG	CDG	С	011070	0.1.0,10				001070				001070	Q
4		890	447	443	272	138	188	293	538	129	118	53	336	199	57	324	248	315	703	187
44 4 100 11-45 11-	5	22.1%	22.9%	21.4%		22.7%	21.2%	20.7%	23.2%	23.8%		20.1%	21.7%	20.5%	19.8%	20.7%	22.5%	23.5%	22.7%	20.2%
4 106% 11.4% 9.9% 12.2% 13.4% 9.7% 12.4% 12.4% 12.4% 12.4% 12.5% 12.4% 12.4% 12.5% 12.4% 12.5% 1		407	000	005			00	400	000				450	2.7		450	400	470	044	00
Second Process   Fig.   Fig	l.																			
95	4	10.6%	11.4%	9.9%				7.2%		10.7%	12.7%	13.6%	9.7%	10.0%	11.5%	9.6%	9.6%		11.0%	9.3%
3		95	46	49				20		14	11	6	34	28	2	35	31		69	26
2	3																			
2					F				F						0.070					
The contribution of the		36	17	18	13	5	11	6	27	4	4	5	12	5	6	12	12	12	31	5
1- Not trustworthy at all 18 13 3 6 3 5 3 11 1 1 2 3 5 5 0 9 9 3 4 11 5 5 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2	0.9%	0.9%	0.9%		0.8%		0.4%		0.7%	0.8%		0.8%	0.5%		0.7%	1.1%	0.9%	1.0%	0.5%
1- Not trustworthy at all      0.4%   0.7%   0.7%   0.9%   0.9%   0.9%   0.6%   0.2%   0.2%   0.2%   0.2%   0.9%   1.0%   0.9%						_		_						_						_
B																				
DON'T HOME NOW SET 11 ST 10 ST 11 ST 11 ST 15 ST	1 - Not trustworthy at all	0.4%		0.1%	0.5%	0.5%	0.6%	0.2%	0.5%	0.2%	0.6%	1.0%	0.3%	0.5%	-	0.6%	0.3%	0.3%	0.4%	0.6%
Dent Know		209		114	81	34	40	54	128	38	18	11	84	47	11	87	61	57	166	43
Summary   Summ	Don't Know					-														
TopBox (7) 888 430 458 195 129 190 374 455 94 72 62 371 220 69 401 226 257 675 213  TopBox (7) 22.1% 22.1% 17.4% 21.5% 26.4% 19.7% 17.5% 16.9% 23.8% 24.0% 22.7% 24.0% 25.6% 20.6% 19.1% 21.8% 23.0%  TopBox (7) 22.1% 1241 553 326 555 939 1257 297 220 149 923 586 177 949 639 756 1778 574  Top2Box (6-7) 55.4% 56.9% 59.8% 49.4% 53.8% 60.5% 66.3% 54.3% 55.0% 51.4% 56.9% 59.8% 60.6% 62.0% 60.6% 58.2% 56.3% 57.4% 62.0%  Top3Box (5-7) 1844 524 463 723 1233 1794 425 338 202 1259 785 234 1273 886 1072 2482 761  Top3Box (6-7) 1845 177 77 70 55 27 36 129 103 18 17 13 51 39 8 56 46 46 46 111 38  Low3Box (1-3) 3.7% 3.7% 4.4% 4.4% 4.0% 21.6 4.0		5.275		0.070				0.070		,					0.070	0.070	0.07.0		0.070	
TopBox (7)	Summary																			
C CDEG C																		257	675	
Top2Box (6-7)    2352	TopBox (7)	22.1%	22.0%	22.1%	17.4%	21.2%				17.5%	16.9%	23.8%					20.6%	19.1%	21.8%	23.0%
Top2Box (6-7)    58.4%   56.9%   59.8%   49.4%   53.8%   60.5%   66.3%   54.3%   55.0%   51.4%   56.9%   59.8%   60.6%   62.0%   60.6%   58.2%   56.3%   57.4%   62.0%		2050	1110	1011	550	000				007	200	110					200	750	1770	574
CDG   CDEG   CDG   CDEG   CD	T0P: (C 7)																			
Top3Box (5-7)   Top3Box (5-7	Тор2Вох (6-7)	58.4%	56.9%	59.8%	49.4%	53.8%				55.0%	51.4%	36.9%	59.8%		62.0%	60.6% P	58.2%	56.3%	57.4%	
Top3Box (5-7)    80.5%   79.8%   81.2%   73.7%   76.5%   81.7%   87.0%   77.6%   78.8%   79.0%   77.1%   81.6%   81.2%   81.8%   81.3%   80.7%   79.8%   80.1%   82.1%		3243	1559	1684	824	463				425	338	202	1259		234	1273	886	1072	2482	
CDG   CDEG   C	Top3Box (5-7)																			
LowBox (1-3)    3.7%   3.9%   3.4%   4.9%   4.4%   4.0%   2.1%   4.5%   3.4%   4.0%   5.1%   3.3%   4.0%   3.0%   3.6%   4.2%   3.4%   3.6%   3.9%	. , ,								С											
F F F F F F F F F F F F F F F F F F F		147	77	70	55	27		29	103	18	17	13		39	8	56		46	111	36
52   30   21   19   8   16   9   39   5   6   7   17   10   6   21   15   16   42   10	Low3Box (1-3)	3.7%	3.9%	3.4%				2.1%		3.4%	4.0%	5.1%	3.3%	4.0%	3.0%	3.6%	4.2%	3.4%	3.6%	3.9%
LowBox (1-2)  1.3% 1.6% 1.0% 1.7% 1.3% 1.8% 0.6% 1.7% 0.9% 1.4% 2.8% 1.1% 1.1% 1.1% 2.1% 1.1% 1.1% 2.1% 1.3% 1.4% 1.2% 1.4% 1.2% 1.4% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0				0.4								_		40			45	40	- 40	40
F	Lou/2Poy (4.2)																			
16   13   3   6   3   5   3   11   1   2   3   5   5   0   9   3   4   11   5	LUWZDUX (1-Z)	1.3%	1.6%	1.0%		1.3%		0.6%	1./% F	0.9%	1.4%		1.1%	1.1%	2.1%	1.3%	1.4%	1.2%	1.4%	1.0%
LowBox (1)		16	13	3		3		3	11	1	2		5	5	0	9	3	4	11	5
B	LowBox (1)																			-
Mean CG CDEG C I I I I P Std. Dev. 1.1 1.2 1.1 1.2 1.1 1.1 1.1 1.1 1.1 1.		2			5.5.0	5.575	2.272	0.270		0.2.7	2.2,2					2.2.0				
Mean CG CDEG C I I I I P Std. Dev. 1.1 1.2 1.1 1.2 1.1 1.1 1.1 1.1 1.1 1.		5.6	5.6	5.7	5.4	5.5	5.6	5.8	5.5	5.6	5.5	5.6	5.7	5.7	5.7	5.7	5.6	5.6	5.6	5.7
	Mean							CDEG	С	i e										
Std. Err. 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			1.2																	
	Std. Err.	0	0	0	0	0	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 Overlap formulae used.

Q3\_18. [Food Safety Inspectors] 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.

		Ger	nder			Age					Reg	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R
Base: All respondents	4026 4026	1929	2097	1082	611 606	898 884	1435 1417	2317	440 540	348 427	214 262	1277 1544	1510	237 286	1603 1565	1106 1098	1297 1344	2634	1392 926
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	202	1544	967	286	1565	1098	1344	3100	926
Food Safety Inspectors	391	174	047	147	64	0.4	00	0.40	40	00	26	407	400	05	177	104	407	280	444
7 Esternalista atuatis			217			81	99	246	43	28		137	122	35			107		111
7 - Extremely trustworthy	9.7%	8.9%	10.4%	13.1% EFG	10.6%	9.2%	7.0%	10.7% F	8.0%	6.6%	9.9%	8.9%	12.6% HIK	12.3%	11.3% P	9.5%	8.0%	9.0%	12.0% Q
	1117	515	601	312	146	254	404	640	144	106	80	416	273	98	426	289	398	835	281
6	27.7%	26.4%	29.0%	27.9%	24.2%	28.7%	28.5%	27.7%	26.7%	24.8%	30.4%	26.9%	28.3%	34.2%	27.2%	26.3%	29.7%	27.0%	30.4%
								D						HIK					Q
	1063	540	523	299	186	223	356	637	157	124	65	396	247	74	360	295	406	828	235
5	26.4%	27.6%	25.2%	26.7%	30.6%	25.2%	25.1%	27.5%	29.1%	29.1%	24.7%	25.7%	25.5%	25.7%	23.0%	26.9%	30.2%	26.7%	25.4%
					EF											N	N		
	676	322	354	170	100	152	255	372	93	81	45	269	148	40	276	170	227	534	143
4	16.8%	16.5%	17.1%	15.2%	16.5%	17.2%	18.0%	16.1%	17.3%	18.9%	17.3%	17.4%	15.3%	13.9%	17.6%	15.5%	16.9%	17.2%	15.4%
	296	155	141	62	46	67	121	160	36	32	16	117	75	20	113	103	79	231	65
2															1				
3	7.3%	7.9%	6.8%	5.5%	7.6%	7.6%	8.5% C	6.9% C	6.6%	7.4%	6.0%	7.6%	7.7%	7.2%	7.2%	9.4%	5.9%	7.5%	7.0%
	143	80	63	28	17	41	57	75	12	18	7	66	33	6	55	41	46	111	32
2	3.6%	4.1%	3.1%	2.5%	2.9%	4.6%	4.0%	3.3%	2.3%	4.3%	2.8%	4.3%	3.4%	2.1%	3.5%	3.8%	3.4%	3.6%	3.5%
f .	3.070	4.170	3.170	2.070	2.570	CG	C 7.070	0.070	2.070	4.576	2.070	4.576	3.470	2.170	3.370	3.070	3.470	3.070	0.070
	86	55	31	22	7	21	36	44	12	15	2	36	19	1	43	23	19	72	14
1 - Not trustworthy at all	2.1%	2.8%	1.5%	2.0%	1.2%	2.4%	2.5%	1.9%	2.3%	3.4%	0.9%	2.4%	2.0%	0.4%	2.7%	2.1%	1.4%	2.3%	1.5%
•		В								M					Р				
	254	111	143	79	39	46	90	139	42	23	21	105	50	12	115	73	62	209	45
Don't Know	6.3%	5.7%	6.9%	7.1%	6.4%	5.2%	6.4%	6.0%	7.8%	5.5%	8.0%	6.8%	5.2%	4.2%	7.4%	6.6%	4.6%	6.7%	4.8%
									L						Р	Р		R	
Summary	391	174	047	4.47	64	81	99	246	43	28	26	137	400	25	177	104	407	200	444
TP-:: (7)			217	147									122	35			107	280	111
TopBox (7)	9.7%	8.9%	10.4%	13.1% EFG	10.6%	9.2%	7.0%	10.7% F	8.0%	6.6%	9.9%	8.9%	12.6% HIK	12.3%	11.3% P	9.5%	8.0%	9.0%	12.0% Q
	1508	690	818	459	210	335	503	886	187	134	105	553	395	133	603	393	506	1115	393
Top2Box (6-7)	37.4%	35.3%	39.4%	41.0%	34.7%	37.9%	35.5%	38.3%	34.7%	31.4%	40.2%	35.8%	40.8%	46.5%	38.5%	35.8%	37.6%	36.0%	42.4%
10p250x (0 1)	07.170	00.070	Α	DFG	0 1.17 70	01.070	00.070	D	0 1.17 70	01.170	10.270	00.070	HIK	HIK	00.070	00.070	07.070	00.070	Q
	2571	1229	1341	758	396	558	859	1523	345	258	170	949	642	207	963	688	912	1943	628
Top3Box (5-7)	63.8%	63.0%	64.7%	67.7%	65.4%	63.1%	60.6%	65.8%	63.8%	60.5%	64.9%	61.5%	66.4%	72.2%	61.5%	62.6%	67.8%	62.7%	67.8%
				EF	F			EF					IK	HIK			NO		Q
	525	290	235	112	71	129	213	279	60	65	26	220	127	28	211	167	143	414	111
Low3Box (1-3)	13.0%	14.8%	11.4%	10.0%	11.7%	14.6%	15.1%	12.1%	11.1%	15.2%	9.8%	14.3%	13.1%	9.7%	13.5%	15.2%	10.7%	13.4%	12.0%
	229	B 135	95	50	25	CG 62	CG 93	C 119	25	33	10	103	52	7	97	64	64	183	47
Low2Box (1-2)	5.7%	6.9%	4.6%	4.5%	4.1%	7.0%	6.5%	5.2%	4.5%	7.7%	3.8%	6.7%	5.4%	7 2.5%	6.2%	5.8%	4.8%	183 5.9%	5.0%
LOW2DOX (1-2)	5.1%	6.9% B	4.0%	4.5%	4.1%	CDG	6.5% CD	5.2%	4.5%	7.7% M	3.8%	6.7% M	5.4%	2.5%	0.2%	5.8%	4.5%	5.9%	5.0%
	86	55	31	22	7	21	36	44	12	15	2	36	19	1	43	23	19	72	14
LowBox (1)	2.1%	2.8%	1.5%	2.0%	1.2%	2.4%	2.5%	1.9%	2.3%	3.4%	0.9%	2.4%	2.0%	0.4%	2.7%	2.1%	1.4%	2.3%	1.5%
	2.1.70	B	1.070	2.0,0	1.270	2.170	2.070	,	2.070	M	0.070	2	2.070	0.170	P P	2.1.70		2.070	1.070
	5	4.9	5	5.1	5	4.9	4.8	5	5	4.8	5.1	4.9	5	5.2	5	4.9	5	4.9	5.1
Mean			Ä	EFG	F			ĒF	<del></del>		1		IK	HIK					Q
Std. Dev.	1.4	1.4	1.3	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.3	1.4	1.4	1.2	1.4	1.4	1.3	1.4	1.4

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 Overlap formulae used.

Q3\_19. [Financial Advisors] 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.

		Ger	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		А	В	С	D	Е	F	G	Н	ı	J	K	L	М	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Financial Advisors																			
	172	75	97	61	25	33	53	99	24	11	14	69	42	12	76	50	45	134	38
7 - Extremely trustworthy	4.3%	3.9%	4.7%	5.5% FG	4.1%	3.8%	3.7%	4.3%	4.5%	2.6%	5.2%	4.5%	4.3%	4.2%	4.8%	4.6%	3.4%	4.3%	4.1%
	731	330	401	191	96	143	301	386	104	76	55	257	183	56	303	193	235	549	182
6	18.2%	16.9%	19.3%	17.1%	15.9%	16.1%	21.2% CDEG	16.7%	19.3%	17.8%	21.0%	16.7%	18.9%	19.5%	19.4%	17.5%	17.5%	17.7%	19.6%
	1060	488	571	296	151	203	411	569	136	111	74	402	252	84	387	296	374	817	243
5	26.3%	25.0%	27.6%	26.4%	24.9%	22.9%	29.0%	24.6%	25.3%	25.9%	28.4%	26.0%	26.1%	29.5%	24.7%	26.9%	27.8%	26.3%	26.2%
	923	460	463	268	157	210	EG 288	562	118	98	49	365	225	68	340	247	332	703	220
1					-				1				-						
4	22.9%	23.6%	22.3%	23.9% F	26.0% F	23.8%	20.3%	24.3% F	21.8%	23.0%	18.7%	23.6%	23.3%	23.6%	21.7%	22.5%	24.7%	22.7%	23.8%
	476	240	236	119	77	131	149	295	53	57	34	189	119	23	179	131	165	369	107
3	11.8%	12.3%	11.4%	10.7%	12.7%	14.8% CFG	10.5%	12.7% CF	9.8%	13.5% M	13.0%	12.3%	12.3%	8.0%	11.5%	11.9%	12.3%	11.9%	11.6%
	271	148	124	75	40	65	91	165	43	32	15	98	65	18	102	68	99	207	64
2	6.7%	7.6%	6.0%	6.7%	6.7%	7.4%	6.4%	7.1%	8.0%	7.5%	5.6%	6.3%	6.8%	6.3%	6.5%	6.2%	7.4%	6.7%	6.9%
	172	115	58	37	23	48	64	101	21	24	9	69	39	11	67	52	51	141	32
1 - Not trustworthy at all	4.3%	5.9% B	2.8%	3.3%	3.8%	5.5% C	4.5%	4.4% C	3.9%	5.7%	3.3%	4.5%	4.0%	3.8%	4.3%	4.7%	3.8%	4.5%	3.4%
	221	96	125	73	36	51	61	135	41	17	12	94	42	14	111	62	42	181	40
Don't Know	5.5%	4.9%	6.0%	6.5%	5.9%	5.8%	4.3%	5.9%	7.5%	4.0%	4.7%	6.1%	4.4%	5.1%	7.1%	5.6%	3.2%	5.8%	4.3%
				F				F	IL			L			Р	Р		R	
Summary	470	70	97	64	0.5	33	53	00	24	44	14	69	40	40	70	50	45	404	38
TD (7)	172 4.3%	75 3.9%	4.7%	61 5.5%	25 4.1%	3.8%	3.7%	99 4.3%	24 4.5%	11	5.2%	4.5%	42	12 4.2%	76 4.8%	4.6%	45	134	4.1%
TopBox (7)		3.9%		FG		3.8%				2.6%	5.2%		4.3%		4.8%		3.4%	4.3%	
	903	405	498	252	121	176	353	485	129	87	69	326	224	68	379	243	280	683	220
Top2Box (6-7)	22.4%	20.7%	24.0%	22.5%	20.0%	19.9%	24.9%	21.0%	23.8%	20.4%	26.2%	21.1%	23.2%	23.7%	24.2% P	22.1%	20.8%	22.0%	23.8%
	1962	893	A 1069	548	272	379	DEG 764	1054	265	198	143	728	476	152	766	539	654	1499	463
Top3Box (5-7)	48.7%	45.8%	51.6%	48.9%	44.9%	42.8%	53.9%	45.6%	49.1%	46.3%	54.6%	47.2%	49.3%	53.2%	48.9%	49.0%	48.7%	48.4%	50.0%
Торовох (3-7)	40.7 /6	43.078	A	EG	44.576	42.076	CDEG	43.078 E	45.176	40.576	K	47.270	49.576	33.276	40.576	49.076	40.7 /6	40.476	30.078
	920	502	417	230	141	244	304	561	117	114	58	356	223	52	348	251	315	716	203
Low3Box (1-3)	22.8%	25.7%	20.1%	20.6%	23.2%	27.6%	21.4%	24.3%	21.6%	26.7%	22.0%	23.1%	23.1%	18.1%	22.2%	22.9%	23.5%	23.1%	21.9%
		В				CFG		С		М									
	444	262	181	111	64	114	155	266	64	57	23	167	104	29	169	120	150	348	96
Low2Box (1-2)	11.0%	13.4% B	8.7%	9.9%	10.5%	12.9% C	10.9%	11.5%	11.8%	13.2%	8.9%	10.8%	10.7%	10.1%	10.8%	10.9%	11.2%	11.2%	10.3%
<u> </u>	172	115	58	37	23	48	64	101	21	24	9	69	39	11	67	52	51	141	32
LowBox (1)	4.3%	5.9%	2.8%	3.3%	3.8%	5.5%	4.5%	4.4%	3.9%	5.7%	3.3%	4.5%	4.0%	3.8%	4.3%	4.7%	3.8%	4.5%	3.4%
( )	1.070	B	2.070	0.070	0.070	C	,	C	0.070	0 /0	0.070	1.070	,	0.070	1.070	/0	0.070		0.170
	4.4	4.3	4.5	4.5	4.3	4.2	4.5	4.3	4.4	4.2	4.5	4.4	4.4	4.5	4.4	4.4	4.4	4.4	4.4
Mean		i e	Α	EG			EG	E			1			ı	i e				
Std. Dev.	1.5	1.5	1.4	1.4	1.4	1.5	1.5	1.5	1.5	1.5	1.4	1.5	1.4	1.4	1.5	1.5	1.4	1.5	1.4
Std. Err.	0	0	0	0	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Moons: Columns Tosted (5% rick lovel) - A	10 0/D/E/E/O	110/10/0 04	NIOID OID O																

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 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.

		Ger	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Firefighters	4704	754	070	440	225	070	705	007	0.47	470	440	660	200	404	776	447	400	4244	200
	1721	751	970	419	225	372	705	897	247	173	110	669	390	131	776	447	490	1341	380
7 - Extremely trustworthy	42.7%	38.5%	46.8% A	37.4%	37.1%	42.1% CG	49.8% CDEG	38.8%	45.8% L	40.5%	42.1%	43.3%	40.3%	45.9%	49.6% OP	40.7% P	36.5%	43.3%	41.0%
	1385	685	700	381	220	304	479	801	181	149	88	534	327	107	460	398	523	1067	319
6	34.4%	35.1%	33.8%	34.1%	36.4%	34.4%	33.8%	34.6%	33.4%	34.8%	33.5%	34.6%	33.8%	37.5%	29.4%	36.2%	38.9%	34.4%	34.4%
				, .			30.070	0.1070	551175		33.07.			011070		N	N	,.	
	474	253	222	148	95	107	124	323	61	54	34	178	123	24	161	129	184	356	118
5	11.8%	12.9%	10.7%	13.3%	15.7%	12.1%	8.8%	14.0%	11.4%	12.7%	13.1%	11.5%	12.7%	8.5%	10.3%	11.7%	13.7%	11.5%	12.8%
		В		F	F	F		EF									N		
	215	125	90	79	31	48	56	140	22	32	16	57	74	13	85	55	74	150	64
4	5.3%	6.4% B	4.3%	7.1% F	5.2%	5.4%	4.0%	6.0%	4.1%	7.5% HK	6.1%	3.7%	7.6% HK	4.7%	5.5%	5.0%	5.5%	4.9%	6.9% Q
	53	36	17	19	5	14	15	34	7	5	2	24	13	1	14	20	19	44	10
3	1.3%	1.8%	0.8%	1.7%	0.9%	1.6%	1.1%	1.5%	1.4%	1.1%	0.9%	1.6%	1.3%	0.4%	0.9%	1.9%	1.4%	1.4%	1.0%
	1.570	B	0.070	1.770	0.570	1.070	1.170	1.570	1.470	1.170	0.576	1.070	1.570	0.470	0.570	N	1.470	1.470	1.070
	24	19	5	10	2	7	4	18	4	0	1	11	6	1	7	7	9	17	7
2	0.6%	1.0%	0.2%	0.9%	0.3%	0.8%	0.3%	0.8%	0.7%	-	0.5%	0.7%	0.7%	0.4%	0.5%	0.7%	0.6%	0.5%	0.8%
		В																	
	24	16	7	13	1	7	3	17	2	2	3	11	5	0	8	6	9	20	4
1 - Not trustworthy at all	0.6%	0.8%	0.4%	1.1%	0.2%	0.8%	0.2%	0.7%	0.5%	0.6%	1.0%	0.7%	0.5%	-	0.5%	0.5%	0.6%	0.6%	0.4%
	131	68	63	DF 50	26	24	30	F 83	15	12	7	59	29	7	53	36	37	106	24
Don't Know	3.2%	3.5%	3.0%	4.5%	4.3%	2.8%	2.1%	3.6%	2.8%	2.9%	2.8%	3.9%	3.0%	2.5%	3.4%	3.3%	2.7%	3.4%	2.6%
DONT KNOW	3.2 /6	3.376	3.076	4.5% F	4.576 F	2.078	2.170	5.0 %	2.076	2.576	2.076	3.576	3.078	2.576	3.476	3.376	2.1 /6	3.476	2.076
Summary																			
	1721	751	970	419	225	372	705	897	247	173	110	669	390	131	776	447	490	1341	380
TopBox (7)	42.7%	38.5%	46.8%	37.4%	37.1%	42.1%	49.8%	38.8%	45.8%	40.5%	42.1%	43.3%	40.3%	45.9%	49.6%	40.7%	36.5%	43.3%	41.0%
			Α			CG	CDEG		L						OP	Р			
	3106	1436	1670	800	445	677	1184	1698	428	322	198	1203	717	239	1237	845	1013	2407	699
Top2Box (6-7)	77.2%	73.6%	80.5%	71.5%	73.5%	76.5%	83.6% CDEG	73.4%	79.3%	75.3%	75.6%	77.9%	74.1%	83.5%	79.0%	76.9%	75.4%	77.7%	75.5%
	3580	1689	A 1892	949	540	CG 783	1308	2020	L 489	376	232	L 1381	839	IJL 263	1397	974	1197	2763	817
Top3Box (5-7)	88.9%	86.5%	91.2%	84.8%	89.1%	88.6%	92.3%	87.4%	90.6%	87.9%	88.7%	89.5%	86.8%	91.9%	89.2%	88.6%	89.1%	89.1%	88.2%
Торовох (о т)	00.976	00.576	A A	04.076	C C	C	CDEG	C C	50.076 L	07.570	00.776	L 03.376	00.076	J1.370	09.276	00.076	05.176	09.176	00.276
	100	71	29	41	9	28	23	70	14	7	6	46	24	2	30	33	36	80	21
Low3Box (1-3)	2.5%	3.6%	1.4%	3.7%	1.4%	3.2%	1.6%	3.0%	2.5%	1.7%	2.4%	3.0%	2.5%	0.9%	1.9%	3.0%	2.7%	2.6%	2.2%
		В		DF		DF		DF											
	47	35	12	23	3	14	8	35	6	2	4	22	12	1	16	13	17	36	11
Low2Box (1-2)	1.2%	1.8%	0.6%	2.0%	0.5%	1.6%	0.5%	1.5%	1.1%	0.6%	1.4%	1.4%	1.2%	0.4%	1.0%	1.2%	1.3%	1.2%	1.2%
	24	B 16	7	DF 13	1	F 7	2	DF 17	2	2	2	11	5	0	8	6	9	20	4
LowPoy (1)	0.6%	0.8%	0.4%	1.1%	0.2%	0.8%	3 0.2%	0.7%	0.5%	0.6%	1.0%	0.7%	0.5%		0.5%	0.5%	0.6%		0.4%
LowBox (1)	0.0%	U.O76	U.476	1.1% DF	U.Z 76	U.O70	U.Z70	0.7% F	0.5%	0.076	1.076	U.176	0.5%	-	0.5%	0.0%	0.0%	0.6%	0.476
	6.1	6	6.2	6	6.1	6.1	6.3	6	6.2	6.1	6.1	6.1	6	6.3	6.2	6.1	6	6.1	6.1
Mean	0.1	U	6.2 A	, ,	0.1	C C	CDEG	U	6.2 L	0.1	0.1	L D. 1	Ü	IL	OP	0.1	U	0.1	0.1
Std. Dev.	1.1	1.2	1	1.2	1	1.1	0.9	1.1	1	1.1	1.1	1.1	1.1	0.9	1	1.1	1.1	1.1	1.1
Std. Err.	0	0	0	0	0	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk level) - A	VB - C/D/E/E/G	- H/I/ I/K/I /M -	N/O/P - O/P O	worlan formula	o usod														

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 Overlap formulae used.

Q3\_21. [Journalists] 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.

		Gor	nder			Age					Poo	gion				Education		Languago	e of Survey
		Gei	iluei			Age					Reg	Jion				Education		Language	e or ourvey
	Total	Male	Female B	18-34 C	35-44 D	45-54 E	55+ F	25-54 G	BC	AB	MAN/SASK	ONT	QB	ATL M	<college< td=""><td>College</td><td>University+</td><td>English Q</td><td>French R</td></college<>	College	University+	English Q	French R
Base: All respondents	4026	A 1929	2097	1082	611	898	1435	2317	H 440	348	J 214	K 1277	L 1510	237	N 1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Journalists																			
Courtainsts	127	61	66	39	16	29	43	70	12	5	5	42	49	13	67	31	28	85	42
7 - Extremely trustworthy	3.2%	3.1%	3.2%	3.5%	2.7%	3.2%	3.0%	3.0%	2.3%	1.1%	1.9%	2.7%	5.1%	4.7%	4.3%	2.8%	2.1%	2.7%	4.6%
	5.270	511,10				0.270	0.070	0.070		,.			HIJK	1	P				Q
	578	285	293	129	84	128	237	310	87	48	40	220	152	31	219	157	202	426	152
6	14.4%	14.6%	14.1%	11.5%	13.9%	14.5%	16.7%	13.4%	16.1%	11.2%	15.4%	14.2%	15.7%	11.0%	14.0%	14.3%	15.0%	13.7%	16.4%
							CG	С					ı						Q
	1012	490	522	253	152	222	386	564	147	111	66	376	237	76	367	262	381	780	232
5	25.1%	25.1%	25.2%	22.6%	25.1%	25.1%	27.2% C	24.4%	27.2%	25.9%	25.2%	24.3%	24.5%	26.6%	23.4%	23.9%	28.4% NO	25.2%	25.1%
	1042	474	568	304	163	222	354	613	141	105	71	420	232	74	417	294	328	813	229
4	25.9%	24.3%	27.4%	27.2%	26.9%	25.1%	25.0%	26.5%	26.2%	24.5%	27.0%	27.2%	24.0%	25.7%	26.6%	26.8%	24.4%	26.2%	24.7%
·	20.070	21.070	Α	27.270	20.070	20.170	20.070	20.070	20.270	21.070	27.070	27.270	21.070	20.170	20.070	20.070	211170	20.270	2 70
	548	262	286	177	80	107	183	314	70	70	34	213	126	35	204	153	190	436	113
3	13.6%	13.4%	13.8%	15.8%	13.3%	12.1%	12.9%	13.6%	13.0%	16.3%	13.0%	13.8%	13.0%	12.3%	13.1%	13.9%	14.1%	14.1%	12.2%
				EFG															
	291	167	123	73	51	69	98	175	32	37	18	98	79	27	93	83	110	216	74
2	7.2%	8.6%	5.9%	6.5%	8.5%	7.8%	6.9%	7.6%	5.9%	8.6%	7.0%	6.3%	8.2%	9.3%	5.9%	7.6%	8.2%	7.0%	8.0%
	216	B 132	83	61	25	65	65	132	21	28	12	86	51	17	90	60	N 65	169	47
1. Not trustworthy at all	5.4%	6.8%	4.0%	5.5%	4.2%	7.3%	4.6%	5.7%	3.9%	6.6%	4.7%	5.6%	5.3%	5.9%		5.4%	4.8%		5.1%
1 - Not trustworthy at all	5.4%	6.8% B	4.0%	5.5%	4.2%	DFG	4.6%	5.7%	3.9%	0.0%	4.7%	5.0%	5.3%	5.9%	5.7%	5.4%	4.8%	5.4%	5.1%
	212	80	132	83	33	44	52	134	30	24	15	89	42	13	109	58	41	175	37
Don't Know	5.3%	4.1%	6.3%	7.4%	5.4%	4.9%	3.7%	5.8%	5.5%	5.7%	5.6%	5.7%	4.3%	4.6%	7.0%	5.3%	3.0%	5.6%	4.0%
			Α	EFG				F							Р	P		R	
Summary																			
	127	61	66	39	16	29	43	70	12	5	5	42	49	13	67	31	28	85	42
TopBox (7)	3.2%	3.1%	3.2%	3.5%	2.7%	3.2%	3.0%	3.0%	2.3%	1.1%	1.9%	2.7%	5.1%	4.7%	4.3%	2.8%	2.1%	2.7%	4.6%
	705	345	360	168	404	157	280	381	99	53	45	262	HIJK 201	1	P 286	188	229	540	Q 195
T0D (0.7)	17.5%		17.3%		101	17.7%		16.5%	18.4%		45 17.3%	17.0%	20.8%	45		17.1%	17.1%	510	21.0%
Top2Box (6-7)	17.5%	17.7%	17.3%	15.0%	16.6%	17.770	19.7% CG	10.5%	10.4%	12.4%	17.3%	17.0%	20.6% IK	15.6%	18.3%	17.176	17.170	16.5%	Q Q
	1717	836	882	421	253	378	665	945	246	163	112	638	438	121	653	450	611	1290	427
Top3Box (5-7)	42.7%	42.8%	42.5%	37.6%	41.7%	42.8%	47.0%	40.8%	45.6%	38.2%	42.6%	41.3%	45.3%	42.2%	41.7%	41.0%	45.5%	41.6%	46.1%
						С	CDG	С	T				IK				0		Q
	1054	562	492	311	157	241	346	621	123	135	65	397	256	79	387	296	365	821	234
Low3Box (1-3)	26.2%	28.8%	23.7%	27.8%	25.9%	27.2%	24.4%	26.9%	22.8%	31.5%	24.8%	25.7%	26.5%	27.4%	24.7%	26.9%	27.1%	26.5%	25.2%
	500	В	200	101		400	400	000		HK	0.4	404	400	40	400	110	475	205	101
I2D (4. 2)	506	300	206	134	77	133	162	308	53	65	31	184	130	43	183	143	175	385	121
Low2Box (1-2)	12.6%	15.4% B	10.0%	11.9%	12.7%	15.1% CF	11.5%	13.3%	9.8%	15.2% H	11.8%	11.9%	13.5% H	15.2% H	11.7%	13.0%	13.0%	12.4%	13.1%
	216	132	83	61	25	65	65	132	21	28	12	86	51	17	90	60	65	169	47
LowBox (1)	5.4%	6.8%	4.0%	5.5%	4.2%	7.3%	4.6%	5.7%	3.9%	6.6%	4.7%	5.6%	5.3%	5.9%	5.7%	5.4%	4.8%	5.4%	5.1%
	5.170	B	,	0.070		DFG		0 /0	0.070	0.070	,	0.070	0.070	0.070	U /U	0.170	1.070	0.170	0.170
	4.2	4.1	4.3	4.1	4.2	4.1	4.3	4.2	4.3	4	4.2	4.2	4.3	4.1	4.2	4.2	4.2	4.2	4.3
Mean			A				CEG		i		+	I	Ī				<del> </del>		Q
Std. Dev.	1.4	1.5	1.4	1.4	1.4	1.5	1.4	1.5	1.4	1.4	1.4	1.4	1.5	1.5	1.5	1.4	1.4	1.4	1.5
					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 Overlap formulae used.

Q3\_22. [Judges] 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.

		Ger	nder			Age					Reg	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Judges																			
	566	275	291	135	76	131	224	304	84	58	37	204	141	42	215	142	207	429	137
7 - Extremely trustworthy	14.1%	14.1%	14.0%	12.0%	12.6%	14.8%	15.8% CG	13.1%	15.6%	13.5%	14.0%	13.2%	14.6%	14.7%	13.7%	12.9%	15.4%	13.8%	14.8%
	1142	533	609	301	147	236	458	619	155	105	75	451	263	94	398	310	432	888	254
6	28.4%	27.3%	29.4%	26.9%	24.3%	26.7%	32.3%	26.8%	28.6%	24.5%	28.5%	29.2%	27.2%	33.0%	25.4%	28.2%	32.2%	28.6%	27.4%
	924	427	497	070	450	189	CDEG 311	522	400	00	F.4	356	220	68	204	254	NO 306	700	218
-	22.9%	21.9%	24.0%	273 24.4%	150 24.8%	21.4%	22.0%	533 23.1%	136 25.3%	90 21.0%	54 20.5%	23.1%	22.7%	23.6%	361	23.1%	22.8%	706 22.8%	23.5%
5															23.1%				
	646	298	347	186	115	148	196	404	72	89	48	245	151	40	257	160	222	504	142
4	16.0%	15.3%	16.8%	16.6%	19.0% F	16.8%	13.8%	17.5% F	13.4%	20.9% HKLM	18.2%	15.9%	15.6%	14.0%	16.4%	14.6%	16.6%	16.3%	15.3%
	247	142	104	78	38	52	78	141	32	27	15	86	71	16	108	71	68	184	63
3	6.1%	7.3% B	5.0%	7.0%	6.3%	5.9%	5.5%	6.1%	5.9%	6.3%	5.6%	5.6%	7.4%	5.5%	6.9% P	6.5%	5.1%	5.9%	6.8%
	168	104	64	43	25	46	55	109	18	21	10	66	44	8	70	58	39	126	42
2	4.2%	5.3% B	3.1%	3.9%	4.1%	5.1%	3.9%	4.7%	3.4%	4.9%	3.8%	4.3%	4.6%	3.0%	4.5% P	5.3%	2.9%	4.1%	4.6%
	120	77	43	31	13	36	41	71	15	16	10	35	37	7	56	36	26	85	35
1 - Not trustworthy at all	3.0%	4.0%	2.1%	2.8%	2.1%	4.1%	2.9%	3.1%	2.7%	3.7%	3.8%	2.3%	3.9%	2.5%	3.6%	3.3%	1.9%	2.7%	3.8%
	213	96	118	72	41	DG 46	54	132	27	22	15	99	40	11	P 100	P 67	42	179	34
Don't Know	5.3%	4.9%	5.7%	6.5%	6.8%	5.2%	3.8%	5.7%	5.0%	5.1%	5.6%	6.4%	4.1%	3.8%	6.4%	6.1%	3.2%	5.8%	3.7%
Summary				F	F			F				L			Р	Р		R	
Julillary	566	275	291	135	76	131	224	304	84	58	37	204	141	42	215	142	207	429	137
TopBox (7)	14.1%	14.1%	14.0%	12.0%	12.6%	14.8%	15.8% CG	13.1%	15.6%	13.5%	14.0%	13.2%	14.6%	14.7%	13.7%	12.9%	15.4%	13.8%	14.8%
	1708	808	900	435	223	367	682	923	239	162	111	655	404	136	613	452	639	1317	391
Top2Box (6-7)	42.4%	41.4%	43.4%	38.9%	36.9%	41.5%	48.1% CDEG	39.9%	44.3%	38.0%	42.6%	42.4%	41.8%	47.7%	39.2%	41.1%	47.6% NO	42.5%	42.2%
	2631	1235	1396	709	373	556	993	1456	375	252	165	1011	624	204	974	705	946	2022	609
Top3Box (5-7)	65.4%	63.2%	67.4% A	63.3%	61.6%	62.9%	70.1% CDEG	63.0%	69.5% IL	58.9%	63.1%	65.5%	64.5%	71.3% IL	62.2%	64.2%	70.4% NO	65.2%	65.8%
	536	324	212	152	76	134	174	321	65	64	34	188	153	31	234	165	133	395	141
Low3Box (1-3)	13.3%	16.6%	10.2%	13.6%	12.5%	15.1%	12.3%	13.9%	12.1%	15.0%	13.1%	12.2%	15.8%	11.0%	15.0%	15.1%	9.9%	12.7%	15.2%
	289	B 181	107	74	38	81	95	180	33	37	20	101	82	16	P 126	94	65	211	Q 78
Low2Box (1-2)	7.2%	9.3%	5.2%	6.6%	6.2%	9.2%	6.7%	7.8%	6.1%	8.6%	7.5%	6.6%	8.4%	5.5%	8.1%	8.6%	4.8%	6.8%	8.4%
	105	В	40		40	CDF			4.5	40	40	0.5		_	P	P			
L P (4)	120	77	43	31	13	36	41	71	15	16	10	35	37	7	56	36	26	85	35
LowBox (1)	3.0%	4.0% B	2.1%	2.8%	2.1%	4.1% DG	2.9%	3.1%	2.7%	3.7%	3.8%	2.3%	3.9% K	2.5%	3.6% P	3.3% P	1.9%	2.7%	3.8%
	5	4.9	5.1	5	5	5	5.2	5	5.1	4.9	5	5.1	5	5.2	4.9	5	5.2	5.1	5
Mean			Α				CDEG		IL					IL			NO		<del>                                     </del>
Std. Dev.	1.5	1.6	1.4	1.5	1.4	1.6	1.5	1.5	1.5	1.5	1.5	1.4	1.6	1.4	1.5	1.5	1.4	1.5	1.6
Std. Err.	0	0	0 N/O/P - Q/R O	0	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 Overlap formulae used.

Q3\_23. [Lawyers] 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.

		Ger	nder			Age					Reg	jion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	1435	G 2317	H 440	348	J 214	K 1277	1510	M 237	N 1603	0 1106	1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
	4020	1555	2010	1115	000	004	1417	2010	540	721	202	1044	307	200	1000	1030	1044	3100	320
Lawyers	154	57	97	51	26	30	47	85	15	15	12	57	46	10	75	37	41	112	43
7 - Extremely trustworthy	3.8%	2.9%	4.7%	4.6%	4.3%	3.4%	3.3%	3.7%	2.7%	3.4%	4.7%	3.7%	4.8%	3.4%	4.8%	3.4%	3.1%	3.6%	4.6%
			Α												Р				
	482	208	274	154	60	78	190	247	57	44	26	184	137	35	200	135	145	348	134
6	12.0%	10.7%	13.2%	13.7%	10.0%	8.9%	13.4%	10.7%	10.5%	10.3%	9.8%	11.9%	14.1%	12.2%	12.8%	12.3%	10.8%	11.2%	14.4%
	865	354	A 511	DEG 239	139	175	DEG 313	E 485	140	66	58	322	H 203	75	304	225	333	662	Q 203
-	21.5%	18.1%	24.7%	21.3%	22.9%	19.7%	22.1%	21.0%	26.0%	15.5%	22.0%	20.9%	21.0%	26.2%	19.4%	20.5%	24.8%	21.4%	21.9%
3	21.5%	10.176	A A	21.3%	22.9%	19.776	22.176	21.0%	IKL	13.5%	22.0%	20.9%	21.0%	20.2%	19.4%	20.5%	NO	21.470	21.9%
	900	427	473	233	133	195	338	499	129	122	56	321	209	63	321	260	316	694	206
4	22.4%	21.9%	22.8%	20.9%	22.0%	22.1%	23.9%	21.6%	23.9%	28.5%	21.5%	20.8%	21.6%	21.9%	20.5%	23.7%	23.5%	22.4%	22.2%
										KL									
	579	287	292	169	87	132	191	355	75	57	48	233	125	40	221	150	203	457	122
3	14.4%	14.7%	14.1%	15.1%	14.3%	14.9%	13.4%	15.3%	13.9%	13.4%	18.2%	15.1%	12.9%	14.0%	14.1%	13.7%	15.1%	14.7%	13.2%
	455	268	187	104	64	123	164	270	47	54	33	177	114	30	200	105	149	354	101
2	11.3%	13.7%	9.0%	9.3%	10.5%	13.9%	11.6%	11.7%	8.7%	12.6%	12.6%	11.4%	11.8%	10.5%	12.8%	9.6%	11.1%	11.4%	10.9%
2	11.3%	13.7% B	9.0%	9.3%	10.5%	CG	11.0%	C	0.776	12.0%	12.0%	11.476	11.0%	10.5%	0	9.0%	11.170	11.476	10.9%
	420	276	144	94	63	123	140	256	53	52	21	175	94	25	159	141	116	335	84
1 - Not trustworthy at all	10.4%	14.1%	7.0%	8.4%	10.4%	13.9%	9.9%	11.1%	9.8%	12.1%	8.0%	11.4%	9.7%	8.9%	10.2%	12.8%	8.6%	10.8%	9.1%
· ·		В				CFG		С								NP			
	172	77	95	75	34	28	35	116	25	17	9	74	39	8	84	44	40	138	34
Don't Know	4.3%	4.0%	4.6%	6.7%	5.6%	3.2%	2.5%	5.0%	4.6%	4.0%	3.3%	4.8%	4.0%	2.9%	5.4%	4.0%	3.0%	4.5%	3.7%
Summary				EFG	EF			EF							Р				
Summary	154	57	97	51	26	30	47	85	15	15	12	57	46	10	75	37	41	112	43
TopBox (7)	3.8%	2.9%	4.7%	4.6%	4.3%	3.4%	3.3%	3.7%	2.7%	3.4%	4.7%	3.7%	4.8%	3.4%	4.8%	3.4%	3.1%	3.6%	4.6%
TOPEOX (7)	3.076	2.576	4.776 A	4.076	4.576	3.476	3.376	3.7 /6	2.1 /6	3.476	4.7 /6	3.7 /6	4.078	3.476	4.076 P	3.476	3.176	3.076	4.078
	636	265	371	205	86	108	237	332	71	59	38	241	183	45	275	173	186	460	176
Top2Box (6-7)	15.8%	13.6%	17.9%	18.3%	14.2%	12.3%	16.7%	14.4%	13.2%	13.8%	14.5%	15.6%	18.9%	15.6%	17.5%	15.7%	13.8%	14.8%	19.0%
			A	DEG			E	E					HIK		Р				Q
	1501	619	883	444	225	283	549	817	212	125	96	563	386	120	579	398	519	1122	379
Top3Box (5-7)	37.3%	31.7%	42.6%	39.7% EG	37.2% E	32.0%	38.8% EG	35.3% E	39.2%	29.3%	36.5%	36.5%	39.9%	41.8%	37.0%	36.3%	38.7%	36.2%	40.9% Q
	1453	830	A 623	367	213	378	495	881	175	163	102	585	333	95	581	396	468	1145	307
Low3Box (1-3)	36.1%	42.5%	30.0%	32.8%	35.3%	42.7%	34.9%	38.1%	32.4%	38.1%	38.8%	37.9%	34.4%	33.4%	37.1%	36.1%	34.9%	37.0%	33.2%
LOWODOX (1 0)	30.170	B	30.070	32.070	33.576	CDFG	54.576	C	32.470	30.170	30.070	H	54.470	33.470	37.170	30.170	04.070	R	33.270
	874	543	331	198	127	246	304	526	100	106	54	352	208	55	359	246	265	689	185
Low2Box (1-2)	21.7%	27.8%	16.0%	17.7%	20.9%	27.8%	21.5%	22.7%	18.5%	24.7%	20.6%	22.8%	21.5%	19.4%	23.0%	22.4%	19.7%	22.2%	20.0%
		В				CDFG	С	С		Н					Р				
	420	276	144	94	63	123	140	256	53	52	21	175	94	25	159	141	116	335	84
LowBox (1)	10.4%	14.1%	7.0%	8.4%	10.4%	13.9% CFG	9.9%	11.1%	9.8%	12.1%	8.0%	11.4%	9.7%	8.9%	10.2%	12.8%	8.6%	10.8%	9.1%
		В			0.0		0.0	С	0.0	0.7		0.0				NP			<del></del>
Mean	3.9	3.6	4.1 ^	4 EG	3.9	3.6	3.9	3.8	3.9	3.7	3.9	3.8	4	4	3.9	3.8	3.9	3.8	4
Std. Dev.	1.6	1.7	A 1.6	EG 1.6	E 1.6	1.7	EG 1.6	1.6	1.5	1.6	1.6	1.7	1K 1.7	1.6	1.7	1.7	1.5	1.6	Q 1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0	0
Proportions/Means: Columns Tested (5% risk level		-				0			0	0	J	Ü	ŭ	0	, ,	J			

Q3\_24. [Local 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.

		Gei	nder			Age					Reç	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Danes All annual dente	4000	A	B	C	D 044	E	F	G	H	1	J	K	L	M	N	0	P	Q	R
Base: All respondents Weighted	4026 4026	1929 1953	2097 2073	1082 1119	611 606	898 884	1435 1417	2317 2313	440 540	348 427	214 262	1277 1544	1510 967	237 286	1603 1565	1106 1098	1297 1344	2634 3100	1392 926
<u> </u>	4020	1933	2073	1119	606	004	1417	2313	540	421	202	1544	967	200	1505	1098	1344	3100	920
Local Politicians	51	28	23	30	7	7	8	28	9	2	1	18	15	5	24	14	12	39	12
7 Extremely trustmenthy	1.3%	1.4%	1.1%	2.6%	1.1%	0.8%	0.6%	1.2%	1.6%	0.6%	0.5%	1.2%	1.6%	1.7%	1.6%	1.3%	0.9%	1.3%	1.3%
7 - Extremely trustworthy	1.3%	1.476	1.176	DEFG	1.176	0.6%	0.6%	1.276	1.0%	0.6%	0.5%	1.270	1.0%	1.770	1.0%	1.3%	0.9%	1.3%	1.3%
	208	109	99	68	42	35	64	125	17	15	20	89	54	13	71	72	65	154	54
6	5.2%	5.6%	4.8%	6.0%	6.9%	3.9%	4.5%	5.4%	3.2%	3.5%	7.5%	5.7%	5.6%	4.6%	4.5%	6.6%	4.8%	5.0%	5.8%
				E	EF			E			HI	Н	Н			N			
	510	256	254	155	76	84	195	275	77	54	27	195	119	38	181	124	205	392	118
5	12.7%	13.1%	12.3%	13.9%	12.5%	9.5%	13.8%	11.9%	14.3%	12.7%	10.3%	12.6%	12.3%	13.2%	11.6%	11.3%	15.2%	12.6%	12.8%
				EG			E	E									NO		
	714	310	403	189	106	139	279	390	93	84	46	264	178	48	266	184	262	536	178
4	17.7%	15.9%	19.4%	16.9%	17.6%	15.7%	19.7%	16.9%	17.2%	19.6%	17.7%	17.1%	18.4%	16.8%	17.0%	16.7%	19.5%	17.3%	19.2%
	682	326	A 356	177	96	162	EG 247	382	102	70	45	253	158	54	252	179	247	522	159
2	16.9%	16.7%	17.2%	15.8%	15.9%	18.3%	17.4%	16.5%	18.9%	16.4%	17.2%	16.4%	16.3%	19.0%	16.1%	16.3%	18.4%	16.9%	17.2%
3	10.9%	10.776	17.276	13.0%	13.9%	10.3%	17.476	10.5%	10.9%	10.4%	17.276	10.4%	10.3%	19.0%	10.176	10.3%	10.4%	10.9%	17.276
	741	342	398	187	109	179	267	423	106	73	51	269	181	60	269	225	246	571	170
2	18.4%	17.5%	19.2%	16.7%	18.0%	20.2%	18.8%	18.3%	19.6%	17.2%	19.7%	17.4%	18.7%	21.1%	17.2%	20.4%	18.3%	18.4%	18.4%
-	10.170	17.070	10.270	10.170	10.070	20.270	10.070	10.070	10.070	17.1270	10.170	111170	10.170	211170	11.270	N	10.070	10.170	10.170
	940	506	434	236	140	248	317	573	113	112	62	382	221	51	411	255	269	741	200
1 - Not trustworthy at all	23.4%	25.9%	20.9%	21.1%	23.1%	28.0%	22.4%	24.8%	20.9%	26.1%	23.8%	24.7%	22.8%	17.8%	26.3%	23.2%	20.0%	23.9%	21.6%
		В				CDFG		С		М		M			Р				
	180	74	106	79	30	32	40	116	24	17	9	74	40	17	91	46	40	145	35
Don't Know	4.5%	3.8%	5.1%	7.0%	4.9%	3.6%	2.8%	5.0%	4.4%	4.0%	3.3%	4.8%	4.1%	5.9%	5.8%	4.2%	2.9%	4.7%	3.8%
Commence			A	EFG	F			EF							Р				
Summary	51	28	23	30	7	7	8	28	9	2	1	18	15	5	24	14	12	39	12
TopBox (7)	1.3%	1.4%	1.1%	2.6%	1.1%	0.8%	0.6%	1.2%	1.6%	0.6%	0.5%	1.2%	1.6%	1.7%	1.6%	1.3%	0.9%	1.3%	1.3%
Торвох (7)	1.576	1.470	1.176	DEFG	1.176	0.076	0.078	1.270	1.078	0.076	0.576	1.270	1.076	1.7 76	1.076	1.576	0.576	1.576	1.576
	259	137	122	97	48	41	72	154	26	17	21	107	70	18	95	87	77	193	66
Top2Box (6-7)	6.4%	7.0%	5.9%	8.7%	8.0%	4.7%	5.1%	6.6%	4.8%	4.1%	8.0%	6.9%	7.2%	6.3%	6.1%	7.9%	5.7%	6.2%	7.1%
				EFG	EF			E			T		I			Р			
	769	393	376	252	124	125	267	428	103	72	48	302	189	56	276	210	281	585	184
Top3Box (5-7)	19.1%	20.1%	18.1%	22.6%	20.5%	14.2%	18.9%	18.5%	19.1%	16.8%	18.3%	19.5%	19.6%	19.5%	17.7%	19.1%	20.9%	18.9%	19.9%
				EFG	E		E	E									N		
	2363	1175	1188	599	345	588	831	1378	320	255	159	903	560	165	932	659	761	1834	530
Low3Box (1-3)	58.7%	60.2%	57.3%	53.6%	57.0%	66.5%	58.6%	59.6%	59.3%	59.7%	60.7%	58.5%	57.9%	57.8%	59.6%	60.0%	56.7%	59.2%	57.2%
	1681	849	833	422	249	CDFG 426	C 584	996	218	185	114	651	402	111	680	480	514	1311	370
Low2Box (1-2)	41.8%	43.5%	40.2%	37.7%	41.1%	48.2%	41.2%	43.1%	40.5%	43.3%	43.5%	42.2%	402	38.8%	43.4%	43.7%	38.3%	42.3%	40.0%
LUW2DUX (1-2)	41.6%	43.5% B	40.276	31.176	41.170	CDFG	41.270	43.1% C	40.5%	43.376	43.3%	42.270	41.0%	30.0%	43.4% P	43.1% P	30.3%	42.370	40.0%
	940	506	434	236	140	248	317	573	113	112	62	382	221	51	411	255	269	741	200
LowBox (1)	23.4%	25.9%	20.9%	21.1%	23.1%	28.0%	22.4%	24.8%	20.9%	26.1%	23.8%	24.7%	22.8%	17.8%	26.3%	23.2%	20.0%	23.9%	21.6%
. /		В				CDFG		C		M		M			P				2576
	3	3	3	3.2	3	2.7	3	2.9	3	2.9	3	3	3	3.1	2.9	3	3.1	3	3.1
Mean				EFG	Ě		Ē	E			1	-			<b>+</b>		N		
Std. Dev.	1.6	1.7	1.6	1.7	1.6	1.5	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0	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 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.

		Ger	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
National Politicians																			
Tradicinal Foliationalis	53	28	25	32	5	10	6	37	11	2	2	16	14	7	23	14	15	42	12
7 - Extremely trustworthy	1.3%	1.4%	1.2%	2.9% DEFG	0.9%	1.2% F	0.4%	1.6% F	2.0%	0.6%	0.9%	1.0%	1.5%	2.6%	1.5%	1.3%	1.1%	1.4%	1.3%
	169	89	80	75	25	21	47	93	20	11	11	69	47	11	64	47	58	125	44
6	4.2%	4.6%	3.9%	6.7%	4.2%	2.4%	3.3%	4.0%	3.6%	2.6%	4.3%	4.5%	4.9%	3.8%	4.1%	4.3%	4.3%	4.0%	4.7%
				DEFG				E											
	359	182	177	105	47	61	147	183	47	32	21	146	88	25	148	86	123	272	87
5	8.9%	9.3%	8.5%	9.3%	7.7%	6.9%	10.4% EG	7.9%	8.6%	7.5%	8.0%	9.5%	9.1%	8.9%	9.5%	7.8%	9.2%	8.8%	9.4%
	668	315	353	169	125	133	241	392	106	72	40	238	150	61	220	193	254	516	152
4	16.6%	16.1%	17.0%	15.1%	20.7% CEG	15.1%	17.0%	16.9%	19.5% KL	16.9%	15.4%	15.4%	15.5%	21.4% KL	14.0%	17.5% N	18.9% N	16.6%	16.4%
	697	319	378	181	91	153	271	382	85	74	50	280	160	48	247	179	266	534	163
3	17.3%	16.3%	18.2%	16.2%	15.1%	17.4%	19.1%	16.5%	15.7%	17.2%	19.1%	18.1%	16.6%	16.9%	15.8%	16.3%	19.8%	17.2%	17.6%
		101070	,				DG		101170		101170		1010,1				NO		
	762	355	406	193	109	182	278	436	105	96	46	279	187	48	291	215	253	585	177
2	18.9%	18.2%	19.6%	17.2%	18.0%	20.6%	19.6%	18.8%	19.5%	22.4%	17.7%	18.1%	19.3%	16.8%	18.6%	19.6%	18.9%	18.9%	19.1%
	1145	599	547	289	170	292	394	678	142	126	81	438	285	73	477	325	338	883	262
1 - Not trustworthy at all	28.5%	30.7%	26.4%	25.8%	28.0%	33.0%	27.8%	29.3%	26.4%	29.6%	30.8%	28.4%	29.5%	25.4%	30.5%	29.5%	25.2%	28.5%	28.3%
1 Not trustworthy at all	20.070	B	20.470	20.070	20.070	CDFG	21.070	C	20.470	25.070	30.070	20.470	25.570	20.470	P	P	20.270	20.070	20.070
	172	66	107	75	33	30	34	112	25	13	10	77	36	12	95	39	36	142	30
Don't Know	4.3%	3.4%	5.1%	6.7%	5.4%	3.4%	2.4%	4.9%	4.6%	3.1%	3.7%	5.0%	3.7%	4.2%	6.1%	3.6%	2.7%	4.6%	3.2%
S			A	EFG	F			EF							OP			R	
Summary	53	28	25	32	5	10	6	37	11	2	2	16	14	7	23	14	15	42	12
TopBox (7)	1.3%	1.4%	1.2%	2.9%	0.9%	1.2%	0.4%	1.6%	2.0%	0.6%	0.9%	1.0%	1.5%	2.6%	1.5%	1.3%	1.1%	1.4%	1.3%
Topodx (T)	1.070	11170	1.270	DEFG	0.070	F	0.170	F	2.070	0.070	0.070	1.070	1.070	1	1.070	1.070	11170	11.170	1.070
	223	117	106	107	31	32	53	130	31	14	14	85	61	18	87	61	74	167	55
Top2Box (6-7)	5.5%	6.0%	5.1%	9.6%	5.1%	3.6%	3.7%	5.6%	5.7%	3.2%	5.2%	5.5%	6.3%	6.4%	5.6%	5.6%	5.5%	5.4%	6.0%
	582	299	283	DEFG 212	78	92	200	EF 314	77	46	35	232	1 149	44	236	148	197	440	143
Ton 2Poy (F. 7)	14.5%	15.3%	13.6%	18.9%	12.8%	10.4%	14.1%	13.6%	14.3%	10.7%	13.2%	15.0%	15.4%	15.3%	15.1%	13.4%	14.7%	14.2%	15.4%
Top3Box (5-7)	14.5%	13.3%	13.0%	DEFG	12.0%	10.4%	14.1% E	13.0% E	14.3%	10.7%	13.2%	15.0%	15.4%	15.5%	15.176	13.4%	14.770	14.270	13.4%
	2604	1273	1331	663	370	628	943	1495	333	296	177	997	632	169	1015	719	857	2002	602
Low3Box (1-3)	64.7%	65.2%	64.2%	59.3%	61.1%	71.0%	66.5%	64.6%	61.6%	69.2%	67.6%	64.6%	65.3%	59.1%	64.8%	65.5%	63.8%	64.6%	64.9%
						CDFG	CD	CD		HM									
00 (4.0)	1907	954	953	482	279	474	672	1113	248	222	127	717	472	121	768	540	591	1468	439
Low2Box (1-2)	47.4%	48.9%	46.0%	43.1%	46.0%	53.7% CDFG	47.4% C	48.1% C	45.9%	52.0% M	48.6%	46.5%	48.8%	42.2%	49.0%	49.1%	44.0%	47.4%	47.4%
	1145	599	547	289	170	292	394	678	142	126	81	438	285	73	477	325	338	883	262
LowBox (1)	28.5%	30.7%	26.4%	25.8%	28.0%	33.0%	27.8%	29.3%	26.4%	29.6%	30.8%	28.4%	29.5%	25.4%	30.5%	29.5%	25.2%	28.5%	28.3%
1		В				CDFG		С							Р	Р			
	2.8	2.7	2.8	3	2.8	2.5	2.7	2.7	2.8	2.6	2.7	2.8	2.8	2.9	2.7	2.7	2.9	2.7	2.8
Mean				DEFG	Е		E	Е	1					- 1			NO		
Std. Dev.	1.6	1.6	1.5	1.7	1.6	1.5	1.5	1.6	1.6	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 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.

		Ger	nder			Age					Reç	gion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Nurses																			
	1238	616	622	271	160	257	550	612	169	114	73	482	293	106	546	328	362	962	276
7 - Extremely trustworthy	30.8%	31.6%	30.0%	24.2%	26.5%	29.1% CG	38.8% CDEG	26.5%	31.4%	26.8%	28.0%	31.2%	30.3%	37.1% IJL	34.9% OP	29.9%	26.9%	31.0%	29.8%
	1527	718	808	412	230	331	553	872	217	173	100	547	388	101	530	444	548	1143	384
6	37.9%	36.8%	39.0%	36.8%	38.0%	37.4%	39.0%	37.7%	40.2%	40.5%	38.3%	35.5%	40.1% K	35.4%	33.9%	40.4% N	40.8% N	36.9%	41.5% Q
	692	318	374	211	120	168	192	443	82	70	51	286	159	44	269	180	239	537	155
5	17.2%	16.3%	18.0%	18.9% F	19.8% F	19.0% F	13.6%	19.2% F	15.2%	16.4%	19.6%	18.5%	16.4%	15.2%	17.2%	16.4%	17.8%	17.3%	16.7%
	319	157	162	120	47	76	75	215	34	44	15	127	77	22	121	74	123	251	68
4	7.9%	8.0%	7.8%	10.8% F	7.8% F	8.6% F	5.3%	9.3% F	6.4%	10.3% H	5.6%	8.2%	8.0%	7.6%	7.7%	6.8%	9.1% O	8.1%	7.4%
	72	41	31	24	13	16	19	44	13	10	7	24	12	5	29	22	22	64	8
3	1.8%	2.1%	1.5%	2.1%	2.1%	1.8%	1.3%	1.9%	2.5%	2.3%	2.8%	1.6%	1.3%	1.7%	1.8%	2.0%	1.6%	2.1% R	0.9%
	34	14	21	16	11	5	2	28	1	1	7	18	5	1	17	8	9	27	7
2	0.9%	0.7%	1.0%	1.4% F	1.9% EF	0.5%	0.1%	1.2% EF	0.2%	0.3%	2.8% HILM	1.2%	0.5%	0.4%	1.1%	0.7%	0.6%	0.9%	0.7%
	27	20	7	15	1	7	4	20	4	2	3	11	6	1	10	7	9	22	5
1 - Not trustworthy at all	0.7%	1.0% B	0.3%	1.3% DF	0.2%	0.8%	0.3%	0.9% DF	0.7%	0.6%	1.0%	0.7%	0.6%	0.4%	0.6%	0.6%	0.6%	0.7%	0.6%
	117	68	49	49	22	23	22	79	19	12	5	48	27	6	44	35	33	95	22
Don't Know	2.9%	3.5% B	2.4%	4.4% EF	3.6% F	2.6%	1.6%	3.4% F	3.5%	2.9%	1.9%	3.1%	2.8%	2.1%	2.8%	3.2%	2.5%	3.0%	2.4%
Summary																			
	1238	616	622	271	160	257	550	612	169	114	73	482	293	106	546	328	362	962	276
TopBox (7)	30.8%	31.6%	30.0%	24.2%	26.5%	29.1% CG	38.8% CDEG	26.5%	31.4%	26.8%	28.0%	31.2%	30.3%	37.1% IJL	34.9% OP	29.9%	26.9%	31.0%	29.8%
	2765	1335	1430	683	391	588	1103	1484	387	287	174	1029	681	208	1077	773	910	2104	660
Top2Box (6-7)	68.7%	68.4%	69.0%	61.1%	64.5%	66.5% C	77.8% CDEG	64.2% C	71.6%	67.2%	66.3%	66.7%	70.4% K	72.5%	68.8%	70.3%	67.7%	67.9%	71.3% Q
	3457	1653	1804	895	511	756	1295	1927	469	357	225	1315	840	251	1345	953	1149	2642	815
Top3Box (5-7)	85.9%	84.7%	87.0% A	79.9%	84.4% C	85.5% CG	91.4% CDEG	83.3% C	86.8%	83.6%	85.9%	85.2%	86.8%	87.7%	85.9%	86.7%	85.5%	85.2%	88.0% Q
	133	75	58	55	25	28	25	91	18	14	17	53	23	7	55	37	39	113	20
Low3Box (1-3)	3.3%	3.8%	2.8%	4.9% F	4.2% F	3.2% F	1.7%	4.0% F	3.4%	3.2%	6.6% KLM	3.5%	2.4%	2.5%	3.5%	3.3%	2.9%	3.6% R	2.2%
	61	34	27	31	13	12	6	48	5	4	10	29	11	2	27	15	17	49	12
Low2Box (1-2)	1.5%	1.7%	1.3%	2.7% EF	2.1% F	1.4% F	0.4%	2.1% F	0.9%	0.9%	3.8% HILM	1.9%	1.1%	0.8%	1.7%	1.4%	1.3%	1.6%	1.3%
	27	20	7	15	1	7	4	20	4	2	3	11	6	1	10	7	9	22	5
LowBox (1)	0.7%	1.0% B	0.3%	1.3% DF	0.2%	0.8%	0.3%	0.9% DF	0.7%	0.6%	1.0%	0.7%	0.6%	0.4%	0.6%	0.6%	0.6%	0.7%	0.6%
	5.9	5.8	5.9	5.6	5.8	5.8	6.1	5.7	5.9	5.8	5.7	5.8	5.9	6	5.9	5.9	5.8	5.8	5.9
Mean						CG	CDEG	C	J				J	IJ	P				
Std. Dev.	1.1	1.2	1.1	1.2	1.1	1.1	1	1.2	1.1	1.1	1.3	1.2	1.1	1.1	1.2	1.1	1.1	1.2	1.1
Std. Err.	0	0	0	0	0	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 Overlap formulae used.

Q3\_27. [Pharmacists] 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.

		Gor	nder			Age					Ren	gion				Education		Language	e of Survey
		Oc.	luci		T	Age	T				1,05					Luddullon		Lunguage	or our vey
	Total	Male	Female	18-34	35-44	45-54	55+ F	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< td=""><td>College</td><td>University+</td><td>English</td><td>French</td></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	0 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Pharmacists			-0.0																
FildifildCists	1287	601	686	266	156	275	591	620	177	115	89	446	358	101	575	324	384	937	350
7 - Extremely trustworthy	32.0%	30.8%	33.1%	23.7%	25.8%	31.1%	41.7%	26.8%	32.9%	27.0%	34.1%	28.9%	37.0%	35.4%	36.7%	29.5%	28.6%	30.2%	37.8%
- Extremely trustworthy	32.070	30.070	33.170	20.170	20.070	CDG	CDEG	C	32.370	27.070	34.170	20.570	IK	IK	OP	23.576	20.070	30.270	Q
	1542	742	800	383	238	363	557	893	200	177	100	584	364	117	564	434	539	1184	358
6	38.3%	38.0%	38.6%	34.2%	39.3%	41.1%	39.3%	38.6%	37.0%	41.3%	38.3%	37.8%	37.6%	40.9%	36.0%	39.5%	40.1%	38.2%	38.6%
					С	С	С	С									N		
	657	311	346	246	120	132	158	432	93	68	33	294	134	35	220	187	248	535	122
5	16.3%	15.9%	16.7%	22.0%	19.9%	14.9%	11.2%	18.7%	17.3%	15.8%	12.6%	19.0%	13.8%	12.3%	14.1%	17.0%	18.4%	17.3%	13.1%
	261	440	440	EFG 92	EF 40	F 60	60	EF 171	25	0.7	22	JLM		40	400	N 58	N 100	R	45
4	6.5%	143 7.3%	118 5.7%	8.2%	46 7.6%	6.8%	63 4.5%	7.4%	35 6.4%	37 8.6%	8.4%	98 6.3%	51 5.3%	18 6.3%	100 6.4%	5.3%	7.4%	217 7.0%	45 4.8%
4	0.5%	7.3% B	5.7%	8.2% F	7.6% F	6.8% F	4.5%	7.4% F	0.4%	8.6%	8.4%	0.3%	5.3%	6.3%	6.4%	5.3%	0	7.0% R	4.8%
	92	50	42	45	16	15	17	67	12	11	4	46	15	4	29	39	25	78	15
3	2.3%	2.6%	2.0%	4.0%	2.6%	1.7%	1.2%	2.9%	2.3%	2.6%	1.4%	3.0%	1.6%	1.3%	1.8%	3.5%	1.9%	2.5%	1.6%
				EFG	F			EF				L		1.0,0		NP			
	31	20	11	16	4	6	5	22	4	5	2	10	8	2	12	10	9	25	6
2	0.8%	1.0%	0.5%	1.4%	0.7%	0.7%	0.4%	1.0%	0.7%	1.2%	0.9%	0.6%	0.8%	0.9%	0.8%	0.9%	0.7%	0.8%	0.7%
				F				F											
	30	19	11	16	5	6	3	23	0	4	5	13	7	1	14	9	7	26	5
1 - Not trustworthy at all	0.8%	1.0%	0.5%	1.4%	0.9%	0.7%	0.2%	1.0%	-	0.9%	1.9%	0.9%	0.7%	0.4%	0.9%	0.8%	0.5%	0.8%	0.5%
	125	67	58	F 56	20	27	23	F 85	19	11	H 6	52	H 30	7	52	39	32	99	27
Don't Know	3.1%	3.4%	2.8%	5.0%	3.2%	3.0%	1.6%	3.7%	3.4%	2.6%	2.3%	3.4%	3.1%	2.5%	3.3%	3.5%	2.3%	3.2%	2.9%
Don't Know	3.176	3.476	2.076	EFG	5.2 /6 F	5.0 %	1.078	5.7 % F	3.476	2.076	2.576	3.476	3.176	2.576	3.376	3.376	2.376	3.276	2.576
Summary																			
	1287	601	686	266	156	275	591	620	177	115	89	446	358	101	575	324	384	937	350
TopBox (7)	32.0%	30.8%	33.1%	23.7%	25.8%	31.1%	41.7%	26.8%	32.9%	27.0%	34.1%	28.9%	37.0%	35.4%	36.7%	29.5%	28.6%	30.2%	37.8%
						CDG	CDEG	С					IK	IK	OP				Q
	2829	1343	1486	648	394	638	1148	1513	378	292	190	1030	722	218	1139	758	923	2121	708
Top2Box (6-7)	70.3%	68.8%	71.7%	57.9%	65.1%	72.2%	81.0%	65.4%	69.9%	68.3%	72.3%	66.7%	74.6%	76.3%	72.8%	69.0%	68.7%	68.4%	76.4%
	3486	1653	1832	895	515	CDG 770	CDEG 1306	C 1945	471	359	223	1324	IK 856	IK 253	OP 1359	945	1171	2656	Q 829
Top3Box (5-7)	86.6%	84.7%	88.4%	79.9%	85.0%	87.1%	92.2%	84.1%	87.2%	84.2%	85.0%	85.8%	88.5%	88.6%	86.8%	86.0%	87.2%	85.7%	89.5%
Торовох (5-7)	80.0%	84.7%	88.4% A	79.9%	85.0% C	87.1% CG	CDEG	84.1% C	87.2%	84.2%	85.0%	85.8%	88.5% IK	88.6%	86.8%	86.0%	87.2%	85.7%	89.5% Q
	154	89	65	76	25	27	25	112	16	20	11	69	30	7	54	57	41	128	26
Low3Box (1-3)	3.8%	4.6%	3.1%	6.8%	4.2%	3.1%	1.7%	4.8%	3.0%	4.6%	4.3%	4.5%	3.1%	2.6%	3.5%	5.2%	3.1%	4.1%	2.8%
,		В		DEFG	F	F		EF								NP		R	
	61	39	22	31	10	12	8	45	4	9	7	23	15	4	26	19	16	50	11
Low2Box (1-2)	1.5%	2.0%	1.1%	2.8%	1.6%	1.4%	0.6%	1.9%	0.7%	2.0%	2.9%	1.5%	1.5%	1.3%	1.6%	1.7%	1.2%	1.6%	1.2%
	05	B		EFG	F			F			H	40	-		<u> </u>				
. 5 (1)	30	19	11	16	5	6	3	23	0	4	5	13	7	1	14	9	7	26	5
LowBox (1)	0.8%	1.0%	0.5%	1.4% F	0.9% F	0.7%	0.2%	1.0% F	-	0.9%	1.9% H	0.9%	0.7% H	0.4%	0.9%	0.8%	0.5%	0.8%	0.5%
	5.0	5.0	5.0			5.0	6.0		5.0	5.0		5.0				5.0	5.0	5.0	6.4
Mean	5.9	5.8	5.9 A	5.6	5.7 C	5.9 CDG	6.2 CDEG	5.7 C	5.9	5.8	5.9	5.8	6 IK	6 IK	6 OP	5.8	5.8	5.8	6.1 Q
Std. Dev.	1.1	1.2	1.1	1.3	1.1	1.1	1	1.2	1.1	1.2	1.3	1.2	1.1	1.1	1.1	1.2	1.1	1.2	1.1
Std. Err.	0	0	0	0	0	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% ri						U	U	U	0.1	0.1	0.1	U	U	0.1	U	U	U	U	U

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 Overlap formulae used.

Q3\_28. [Plumbers] 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.

		Gei	nder			Age					Reg	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	0 1106	1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Plumbers																		0.00	
Fiumbers	246	116	130	74	30	37	104	113	34	15	14	78	88	17	125	60	58	155	91
7 - Extremely trustworthy	6.1%	5.9%	6.3%	6.6% EG	4.9%	4.2%	7.3% EG	4.9%	6.3%	3.5%	5.2%	5.0%	9.1% IK	6.0%	8.0% OP	5.5%	4.3%	5.0%	9.8% Q
	883	391	492	196	118	169	401	416	113	82	65	302	257	65	358	245	279	628	255
6	21.9%	20.0%	23.7% A	17.5%	19.5%	19.1%	28.3% CDEG	18.0%	20.9%	19.2%	24.7%	19.6%	26.5% HIK	22.8%	22.9%	22.3%	20.8%	20.3%	27.6% Q
	1205	582	623	326	187	281	411	734	150	150	76	489	260	81	447	316	436	948	258
5	29.9%	29.8%	30.1%	29.1%	31.0%	31.7%	29.0%	31.7% C	27.7%	35.1% HL	29.0%	31.7% L	26.9%	28.4%	28.6%	28.8%	32.5% N	30.6%	27.8%
	908	454	454	253	151	206	298	536	131	106	67	346	193	65	330	252	320	732	176
4	22.6%	23.3%	21.9%	22.6%	24.9%	23.3%	21.1%	23.2%	24.3%	24.7%	25.7%	22.4%	20.0%	22.6%	21.1%	23.0%	23.8%	23.6% R	19.0%
	358	185	173	111	52	96	99	230	50	39	18	138	83	29	123	108	125	290	68
3	8.9%	9.5%	8.3%	9.9% F	8.6%	10.8% F	7.0%	10.0% F	9.3%	9.2%	7.0%	8.9%	8.5%	10.2%	7.9%	9.8%	9.3%	9.3% R	7.3%
	148	96	52	47	16	44	41	95	17	10	10	73	31	7	58	35	56	119	29
2	3.7%	4.9% B	2.5%	4.2%	2.7%	5.0% DF	2.9%	4.1% D	3.2%	2.3%	3.7%	4.7%	3.3%	2.5%	3.7%	3.1%	4.2%	3.8%	3.2%
	58	39	20	21	10	14	13	45	9	6	3	27	10	5	24	15	18	50	8
1 - Not trustworthy at all	1.5%	2.0% B	0.9%	1.8%	1.7%	1.6%	0.9%	1.9% F	1.6%	1.4%	1.0%	1.7%	1.0%	1.7%	1.5%	1.3%	1.4%	1.6%	0.9%
	220	90	130	92	41	37	50	144	36	20	10	92	45	17	100	68	50	178	41
Don't Know	5.5%	4.6%	6.3% A	8.2% EFG	6.8% EF	4.2%	3.5%	6.2% EF	6.6%	4.6%	3.8%	6.0%	4.7%	5.9%	6.4% P	6.1% P	3.7%	5.7%	4.5%
Summary			, ·	2.0															
	246	116	130	74	30	37	104	113	34	15	14	78	88	17	125	60	58	155	91
TopBox (7)	6.1%	5.9%	6.3%	6.6% EG	4.9%	4.2%	7.3% EG	4.9%	6.3%	3.5%	5.2%	5.0%	9.1% IK	6.0%	8.0% OP	5.5%	4.3%	5.0%	9.8% Q
	1129	507	622	270	148	206	505	529	147	97	78	379	345	82	483	305	337	783	346
Top2Box (6-7)	28.0%	26.0%	30.0% A	24.2%	24.4%	23.3%	35.6% CDEG	22.9%	27.2%	22.7%	29.9%	24.6%	35.7% HIKM	28.7%	30.9% P	27.8%	25.1%	25.3%	37.4% Q
	2334	1089	1245	596	335	487	916	1263	297	247	154	868	605	163	930	621	774	1730	604
Top3Box (5-7)	58.0%	55.8%	60.1% A	53.3%	55.4%	55.0%	64.6% CDEG	54.6%	54.9%	57.8%	58.9%	56.2%	62.5% HK	57.1%	59.4%	56.6%	57.6%	55.8%	65.2% Q
	564	320	244	178	78	154	153	370	76	55	31	238	124	41	205	157	200	459	105
Low3Box (1-3)	14.0%	16.4% B	11.8%	15.9% F	13.0%	17.5% DF	10.8%	16.0% DF	14.1%	12.9%	11.7%	15.4%	12.8%	14.4%	13.1%	14.3%	14.9%	14.8% R	11.4%
	207	135	72	68	27	59	54	139	26	16	12	100	41	12	82	49	75	169	38
Low2Box (1-2)	5.1%	6.9% B	3.5%	6.0% F	4.4%	6.7% F	3.8%	6.0% DF	4.8%	3.7%	4.7%	6.5% L	4.3%	4.2%	5.2%	4.5%	5.6%	5.5%	4.1%
	58	39	20	21	10	14	13	45	9	6	3	27	10	5	24	15	18	50	8
LowBox (1)	1.5%	2.0% B	0.9%	1.8%	1.7%	1.6%	0.9%	1.9% F	1.6%	1.4%	1.0%	1.7%	1.0%	1.7%	1.5%	1.3%	1.4%	1.6%	0.9%
	4.8	4.7	4.9	4.7	4.7	4.6	5	4.6	4.7	4.7	4.8	4.7	4.9	4.8	4.8	4.7	4.7	4.7	5
Mean	4.8	4.1	4.9 A	4.7	4.7	4.0	CDEG	4.0	4.1	4.7	4.0	4./	HIK	4.0	4.8 P	4.7	4.1	4.7	Q
Std. Dev.	1.3	1.3	1.2	1.3	1.2	1.3	1.2	1.3	1.3	1.2	1.2	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.3
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 Overlap formulae used.

Q3\_29. [Police Officers] 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.

		Ger	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	0 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
Police Officers			_0.0																0_0
1 once officers	617	282	335	149	88	127	252	330	77	68	48	238	116	70	288	147	180	499	117
7 - Extremely trustworthy	15.3%	14.4%	16.2%	13.3%	14.6%	14.3%	17.8%	14.3%	14.3%	15.8%	18.2%	15.4%	12.0%	24.5%	18.4%	13.4%	13.4%	16.1%	12.7%
							CEG				L	L		HIKL	OP			R	
	1253	575	678	274	168	292	520	665	189	148	73	496	263	84	481	338	430	1001	252
6	31.1%	29.5%	32.7% A	24.4%	27.7%	33.0% CDG	36.7% CDG	28.7% C	35.0% L	34.7% L	28.0%	32.1% L	27.2%	29.5%	30.7%	30.8%	32.0%	32.3% R	27.2%
	915	446	468	259	159	194	302	535	120	82	61	349	242	61	322	245	345	679	235
5	22.7%	22.9%	22.6%	23.2%	26.3%	22.0%	21.3%	23.1%	22.2%	19.2%	23.3%	22.6%	25.0%	21.2%	20.6%	22.3%	25.7%	21.9%	25.4%
					FG								1				N		Q
	567	282	285	179	90	123	174	343	71	62	37	206	157	35	212	162	190	417	150
4	14.1%	14.5%	13.7%	16.0%	14.9%	14.0%	12.3%	14.9% F	13.2%	14.4%	14.0%	13.3%	16.2%	12.2%	13.6%	14.8%	14.1%	13.5%	16.2% Q
	247	127	120	F 87	31	58	72	158	27	22	16	98	72	12	74	86	88	178	69
3	6.1%	6.5%	5.8%	7.8%	5.1%	6.5%	5.0%	6.8%	5.0%	5.2%	6.1%	6.4%	7.4%	4.2%	4.7%	7.8%	6.5%	5.8%	7.5%
ŭ	0.170	0.570	3.070	DF	3.170	0.570	5.070	F	0.070	3.270	0.170	0.470	7.470	4.270	4.770	N	N	3.070	Q
	147	76	71	45	25	37	39	94	18	15	12	41	52	8	68	33	44	101	46
2	3.6%	3.9%	3.4%	4.0%	4.2%	4.2%	2.7%	4.1%	3.4%	3.5%	4.7%	2.7%	5.4%	2.9%	4.3%	3.0%	3.3%	3.3%	4.9%
								F					K	_					Q
	157	103	54	72	19	33	33	105	21	19	11	62	37	7	66	51	38	125	32
1 - Not trustworthy at all	3.9%	5.3% B	2.6%	6.4% DEFG	3.1%	3.7%	2.3%	4.5% DF	3.9%	4.3%	4.3%	4.0%	3.8%	2.5%	4.2%	4.7% P	2.9%	4.0%	3.4%
	123	61	62	53	25	20	25	82	16	12	4	54	29	8	54	36	28	97	26
Don't Know	3.0%	3.1%	3.0%	4.7%	4.2%	2.2%	1.7%	3.5%	3.0%	2.8%	1.4%	3.5%	3.0%	2.9%	3.5%	3.2%	2.1%	3.1%	2.8%
				EFG	EF			EF							Р				
Summary																			
T D (7)	617	282	335	149	88	127	252	330	77	68	48	238	116	70	288	147	180	499	117
TopBox (7)	15.3%	14.4%	16.2%	13.3%	14.6%	14.3%	17.8% CEG	14.3%	14.3%	15.8%	18.2% L	15.4% L	12.0%	24.5% HIKL	18.4% OP	13.4%	13.4%	16.1% R	12.7%
	1870	857	1013	423	256	419	772	995	266	216	121	733	379	154	769	485	610	1501	369
Top2Box (6-7)	46.4%	43.9%	48.9%	37.8%	42.3%	47.4%	54.5%	43.0%	49.3%	50.5%	46.2%	47.5%	39.2%	54.0%	49.1%	44.2%	45.4%	48.4%	39.9%
			Α			CG	CDEG	С	L	L		L		L	0			R	
	2785	1303	1482	682	415	613	1074	1530	386	298	182	1083	621	215	1091	730	955	2180	605
Top3Box (5-7)	69.2%	66.7%	71.5%	61.0%	68.5% C	69.4% CG	75.8% CDEG	66.1%	71.5%	69.8%	69.5%	70.2%	64.2%	75.1%	69.7%	66.5%	71.1% O	70.3% R	65.3%
	551	306	A 245	204	75	128	144	C 358	66	55	39	202	161	L 28	207	170	170	405	146
Low3Box (1-3)	13.7%	15.7%	11.8%	18.3%	12.4%	14.5%	10.1%	15.5%	12.3%	13.0%	15.0%	13.1%	16.6%	9.7%	13.2%	15.5%	12.7%	13.1%	15.8%
()	101175	В		DEFG		F		DF		101010	10.070	,.	HKM					101170	Q
	304	179	125	117	44	70	72	199	39	33	23	103	89	16	134	85	82	227	77
Low2Box (1-2)	7.5%	9.2%	6.0%	10.5%	7.3%	7.9%	5.1%	8.6%	7.3%	7.8%	9.0%	6.7%	9.2%	5.5%	8.5%	7.7%	6.1%	7.3%	8.3%
	157	B 103	54	DFG 72	19	F 33	33	F 105	21	19	11	62	K 37	7	P 66	51	38	125	32
LowBox (1)	3.9%	5.3%	2.6%	6.4%	3.1%	3.7%	2.3%	4.5%	3.9%	4.3%	4.3%	4.0%	3.8%	7 2.5%	4.2%	4.7%	2.9%	125 4.0%	3.4%
LOWBOX (1)	3.570	3.3% B	2.070	DEFG	3.170	3.1 /0	2.0/0	4.5% DF	3.370	4.070	4.576	4.070	3.070	2.0 /0	4.2 /0	4.7 % P	2.570	4.070	J.4 /0
	5.1	5	5.2	4.8	5.1	5.1	5.3	5	5.1	5.1	5.1	5.1	4.9	5.4	5.2	5	5.1	5.1	4.9
Mean	<del></del>		A		C	CG	CDEG	C	L	L		L		HIJKL	0	-		R	
Std. Dev.	1.5	1.6	1.4	1.7	1.5	1.5	1.4	1.6	1.5	1.5	1.6	1.5	1.5	1.5	1.6	1.6	1.4	1.5	1.5
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk lev	-I) A/D C/D/E/E/C	11/1/1/1/2/1 /84	NIO/D O/D O																

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 Overlap formulae used.

Q3\_30. [Psychologists/Counselors] 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.

		Ger	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Psychologists/Counselors	•																		
	437	177	260	158	66	84	129	259	53	37	39	172	101	35	186	99	149	341	96
7 - Extremely trustworthy	10.9%	9.1%	12.5% A	14.1% EFG	11.0%	9.5%	9.1%	11.2% E	9.8%	8.6%	15.0% HI	11.1%	10.5%	12.2%	11.9% O	9.0%	11.1%	11.0%	10.3%
	978	411	567	276	150	224	328	587	143	86	68	367	236	77	324	301	351	743	235
6	24.3%	21.1%	27.3% A	24.6%	24.8%	25.3%	23.2%	25.4%	26.5%	20.1%	26.1%	23.8%	24.4%	27.1%	20.7%	27.4% N	26.1% N	24.0%	25.4%
	1016	496	519	296	163	196	360	570	125	104	65	398	250	72	363	270	380	771	245
5	25.2%	25.4%	25.0%	26.5%	27.0%	22.1%	25.4%	24.6%	23.2%	24.5%	24.8%	25.8%	25.9%	25.2%	23.2%	24.6%	28.3%	24.9%	26.4%
	751	383	368	E 194	E 113	172	272	E 432	108	92	46	268	187	50	311	193	N 244	576	175
4	18.6%	19.6%	17.7%	17.3%	18.7%	19.4%	19.2%	18.7%	20.0%	21.6%	17.7%	17.4%	19.3%	17.3%	19.8%	17.5%	18.2%	18.6%	18.9%
7	10.070	15.070	11.170	17.070	10.770	15.470	15.270	10.770	20.070	21.070	17.770	17.470	13.570	17.570	13.070	17.570	10.270	10.070	10.570
	299	172	127	74	36	81	107	170	28	35	13	125	75	22	133	76	87	226	73
3	7.4%	8.8% B	6.1%	6.6%	6.0%	9.2% CDG	7.6%	7.4%	5.2%	8.3%	5.1%	8.1% H	7.8%	7.6%	8.5% P	6.9%	6.5%	7.3%	7.9%
	154	101	53	30	21	36	67	81	23	26	11	46	40	8	58	49	48	120	34
2	3.8%	5.2%	2.6%	2.7%	3.5%	4.1%	4.7%	3.5%	4.3%	6.1%	4.2%	3.0%	4.1%	2.9%	3.7%	4.4%	3.6%	3.9%	3.7%
	109	B 64	44	23	13	38	C 34	70	14	16	5	45	26	4	50	33	24	86	22
1 - Not trustworthy at all	2.7%	3.3%	2.1%	2.1%	2.2%	4.3%	2.4%	3.0%	2.5%	3.7%	1.9%	2.9%	2.7%	1.3%	3.2%	3.0%	1.8%	2.8%	2.4%
The additionary at all		В	2.170		2.270	CDFG		С		0.170	1.070		2.7,0	1.070	Р				2.170
	283	148	135	68	41	54	120	144	46	31	13	124	52	18	140	79	60	237	46
Don't Know	7.0%	7.6%	6.5%	6.1%	6.8%	6.1%	8.5% CEG	6.2%	8.4% L	7.2%	5.1%	8.0% L	5.3%	6.3%	8.9% P	7.2% P	4.5%	7.6% R	5.0%
Summary	•																		
	437	177	260	158	66	84	129	259	53	37	39	172	101	35	186	99	149	341	96
TopBox (7)	10.9%	9.1%	12.5% A	14.1% EFG	11.0%	9.5%	9.1%	11.2% E	9.8%	8.6%	15.0% HI	11.1%	10.5%	12.2%	11.9% O	9.0%	11.1%	11.0%	10.3%
	1415	588	827	434	217	307	457	846	196	123	108	539	337	112	510	399	500	1084	331
Top2Box (6-7)	35.1%	30.1%	39.9%	38.7%	35.8%	34.8%	32.2%	36.6%	36.3%	28.7%	41.1%	34.9%	34.9%	39.3%	32.6%	36.4%	37.2%	35.0%	35.7%
	2430	1084	A 1346	730	380	503	817	F 1416	321	227	173	937	588	185	874	670	N 880	1855	575
Top3Box (5-7)	60.4%	55.5%	64.9%	65.2%	62.8%	56.9%	57.7%	61.2%	59.5%	53.2%	66.0%	60.7%	60.8%	64.5%	55.8%	61.0%	65.5%	59.8%	62.1%
reposer (o r)	00.170	00.070	A	EFG	EF	00.070	01.170	EF	00.070	00.270	1	1	I	1	00.070	N	NO	00.070	02.170
	562	338	224	127	71	155	208	321	65	77	29	216	141	34	241	157	159	433	129
Low3Box (1-3)	14.0%	17.3% B	10.8%	11.4%	11.7%	17.6% CDG	14.7% C	13.9% C	12.0%	18.1% HJM	11.2%	14.0%	14.6%	11.8%	15.4%	14.3%	11.8%	14.0%	14.0%
	263	166	98	54	35	74	101	150	37	42	16	91	66	12	108	81	72	207	57
Low2Box (1-2)	6.5%	8.5%	4.7%	4.8%	5.7%	8.4%	7.1%	6.5%	6.8%	9.8%	6.1%	5.9%	6.8%	4.2%	6.9%	7.4%	5.3%	6.7%	6.1%
	109	B 64	44	23	13	CG 38	C 34	70	14	KM 16	5	45	26	4	50	P 33	24	86	22
LowBox (1)	2.7%	3.3%	2.1%	2.1%	2.2%	4.3%	2.4%	3.0%	2.5%	3.7%	1.9%	2.9%	2.7%	1.3%	3.2%	3.0%	1.8%	2.8%	2.4%
LOWDOX (1)	2.1 /0	3.3% B	2.170	2.170	Z.Z /0	CDFG	2.470	C C	2.0 /0	3.1 /0	1.370	2.570	2.1 /0	1.570	P 9.270	3.076	1.070	2.070	2.470
Mean	4.9	4.7	5.1	5.1	5	4.8	4.8	4.9	4.9	4.6	5.1	4.9	4.9	5.1	4.8	4.9	5	4.9	4.9
			A	EFG	EF			E	1		IL						N		
Std. Dev. Std. Err.	1.4	1.5 0	1.4	1.4 0	1.4 0.1	1.5 0.1	1.4	1.5	1.4 0.1	1.5 0.1	1.4 0.1	1.4	1.4	1.4 0.1	1.5	1.4	1.4	1.5	1.4
Proportions/Means: Columns Tested (5% risk level) - A	-			-		0.1	U	U	0.1	0.1	0.1	U	U	0.1	U	U	U	U	U

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 Overlap formulae used.

Q3\_31. [Teachers] 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.

		Ger	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	E	F	G	Н		J	K	L	M	N	0	Р	Q	R
Base: All respondents	4026 4026	1929 1953	2097 2073	1082	611 606	898 884	1435 1417	2317 2313	440 540	348 427	214 262	1277 1544	1510	237 286	1603 1565	1106 1098	1297 1344	2634	1392 926
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	202	1544	967	286	1505	1098	1344	3100	926
Teachers																			
	657	298	358	181	86	129	261	351	81	67	51	218	181	59	275	158	221	490	167
7 - Extremely trustworthy	16.3%	15.3%	17.3%	16.2%	14.1%	14.6%	18.4% DEG	15.2%	15.0%	15.6%	19.5% K	14.1%	18.8% K	20.6% K	17.6% O	14.4%	16.5%	15.8%	18.0%
	1418	673	745	350	217	305	546	783	158	146	94	550	360	109	526	389	497	1060	358
6	35.2%	34.5%	35.9%	31.2%	35.9%	34.5%	38.5%	33.9%	29.3%	34.1%	36.1%	35.7%	37.3%	38.0%	33.6%	35.4%	37.0%	34.2%	38.6%
	00.270	01.070	00.070	01.270	00.070	01.070	CG	C	20.070	0 11.170	00.170	H	H	H	00.070	00.170	01.070	01.270	Q
	987	456	531	295	153	215	324	584	132	93	57	397	241	66	365	287	331	751	236
5	24.5%	23.4%	25.6%	26.4%	25.3%	24.3%	22.9%	25.2%	24.5%	21.9%	21.9%	25.7%	24.9%	23.2%	23.3%	26.1%	24.6%	24.2%	25.4%
	514	278	236	154	72	125	164	313	73	66	37	201	107	31	208	127	179	421	94
4	12.8%	14.3%	11.4%	13.8%	11.8%	14.1%	11.5%	13.5%	13.4%	15.5%	14.0%	13.0%	11.0%	11.0%	13.3%	11.6%	13.4%	13.6%	10.1%
	162	B 86	76	52	25	34	51	94	33	L 26	7	68	23	5	68	47	48	R 137	25
2	4.0%	4.4%	3.7%	4.6%	4.2%	3.8%	3.6%	4.1%	6.1%	6.0%	2.8%	4.4%	2.4%	1.7%	4.3%	4.2%	3.6%	4.4%	2.7%
3	4.0%	4.4%	3.1%	4.6%	4.2%	3.8%	3.6%	4.1%	6.1% LM	6.0% LM	2.8%	4.4% L	2.4%	1.7%	4.3%	4.2%	3.0%	4.4% R	2.1%
	83	48	35	14	19	25	25	51	23	10	4	28	13	5	31	26	26	71	11
2	2.1%	2.4%	1.7%	1.3%	3.1%	2.8%	1.7%	2.2%	4.3%	2.3%	1.4%	1.8%	1.4%	1.7%	2.0%	2.3%	1.9%	2.3%	1.2%
	2.170	2.170	,0	1.070	C	C	11170	C	KL	2.070	11.170	1.070	11.170	111 70	2.070	2.070	1.070	R	1.270
	61	40	22	18	7	20	15	43	16	7	1	24	8	5	26	20	13	54	8
1 - Not trustworthy at all	1.5%	2.0%	1.1%	1.6%	1.2%	2.3%	1.1%	1.9%	2.9%	1.7%	0.5%	1.6%	0.8%	1.7%	1.7%	1.8%	1.0%	1.7%	0.8%
		В				F			JL									R	
	144	74	70	54	27	31	31	94	23	12	10	58	34	6	66	44	29	116	28
Don't Know	3.6%	3.8%	3.4%	4.9%	4.4%	3.5%	2.2%	4.1%	4.3%	2.9%	3.8%	3.8%	3.5%	2.1%	4.2%	4.0% P	2.1%	3.7%	3.0%
Summary				F	F			F							Р	Р			
Summary	657	298	358	181	86	129	261	351	81	67	51	218	181	59	275	158	221	490	167
TopBox (7)	16.3%	15.3%	17.3%	16.2%	14.1%	14.6%	18.4%	15.2%	15.0%	15.6%	19.5%	14.1%	18.8%	20.6%	17.6%	14.4%	16.5%	15.8%	18.0%
TOPEOX (T)	10.570	10.070	17.570	10.270	14.170	14.070	DEG	10.270	10.070	10.070	K	14.170	K	K	0	14.470	10.570	10.070	10.070
	2075	971	1103	530	303	434	807	1134	239	212	146	768	542	168	802	547	718	1550	524
Top2Box (6-7)	51.5%	49.7%	53.2%	47.4%	50.1%	49.1%	56.9%	49.0%	44.3%	49.7%	55.6%	49.7%	56.0%	58.6%	51.2%	49.8%	53.5%	50.0%	56.6%
			Α				CDEG				Н	Н	HIK	HIK					Q
	3062	1427	1634	826	456	649	1131	1717	372	306	203	1164	782	234	1167	834	1049	2301	760
Top3Box (5-7)	76.0%	73.1%	78.8%	73.8%	75.3%	73.4%	79.8%	74.3%	68.8%	71.6%	77.5%	75.4%	80.9%	81.8%	74.5%	76.0%	78.1%	74.2%	82.1%
	306	173	A 133	85	51	79	CDEG 91	188	72	43	H 12	H 120	HIK 44	HIK 15	125	93	N 86	262	Q 44
Low3Box (1-3)	7.6%	8.9%	6.4%	7.6%	8.5%	9.0%	6.4%	8.1%	13.4%	10.1%	4.7%	7.8%	4.6%	5.1%	8.0%	8.4%	6.4%	8.4%	4.8%
LOWSBOX (1-3)	7.0%	8.9% B	0.4%	7.5%	8.5%	9.0% F	6.4%	8.1%	JKLM	JLM	4.7%	7.8% L	4.0%	5.1%	8.0%	8.4%	6.4%	8.4% R	4.8%
	144	87	57	33	26	45	40	94	39	17	5	52	21	10	57	46	39	125	19
Low2Box (1-2)	3.6%	4.5%	2.7%	2.9%	4.3%	5.1%	2.8%	4.1%	7.2%	4.0%	1.9%	3.4%	2.2%	3.4%	3.7%	4.2%	2.9%	4.0%	2.0%
` '		В				CF		С	JKLM									R	
	61	40	22	18	7	20	15	43	16	7	1	24	8	5	26	20	13	54	8
LowBox (1)	1.5%	2.0%	1.1%	1.6%	1.2%	2.3%	1.1%	1.9%	2.9%	1.7%	0.5%	1.6%	0.8%	1.7%	1.7%	1.8%	1.0%	1.7%	0.8%
		В				F			JL									R	
Mean	5.4	5.3	5.4	5.3	5.3	5.3	5.5	5.3	5.1	5.2	5.5	5.3	5.5	5.5	5.4	5.3	5.4	5.3	5.5
			A				CDEG				HIK	Н	HIK	HIK			1		Q
Std. Dev.	1.3	1.3	1.2	1.3	1.3	1.4	1.2	1.3	1.5	1.4	1.2	1.3	1.2	1.2	1.3	1.3	1.2	1.3	1.1
Std. Err.	0	0	0 N/O/P - Q/R O	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	U	0	0	0	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 Overlap formulae used.

Q3\_32. [Telemarketers] 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.

		Ger	nder			Age					Regi	ion				Education		Language	of Survey
											Ī								
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	Е	F	G	Н		J	K	L	M	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Telemarketers																			
L	63	38	25	41	7	11	4	44	9	4	8	23	13	7	29	12	22	53	10
7 - Extremely trustworthy	1.6%	2.0%	1.2%	3.6% DEFG	1.2% F	1.2% F	0.3%	1.9% F	1.6%	0.9%	2.9%	1.5%	1.3%	2.6%	1.9%	1.1%	1.7%	1.7%	1.1%
	83	42	42	47	15	7	15	50	5	4	2	34	34	4	36	23	24	54	29
6	2.1%	2.1%	2.0%	4.2%	2.4%	0.8%	1.1%	2.1%	0.9%	0.9%	0.9%	2.2%	3.5%	1.3%	2.3%	2.1%	1.8%	1.7%	3.2%
				EFG	EF			EF					HIJK						Q
	183	88	94	70	32	27	54	112	22	16	11	61	57	16	77	43	63	122	60
5	4.5%	4.5%	4.6%	6.2%	5.2%	3.1%	3.8%	4.9%	4.1%	3.8%	4.2%	3.9%	5.9%	5.5%	4.9%	3.9%	4.7%	3.9%	6.5%
	410	171	239	EFG 119	73	86	133	E 245	47	37	20	139	K 132	36	149	123	133	272	Q 138
4	10.2%	8.8%	11.5%	10.7%	12.0%	9.7%	9.4%	10.6%	8.6%	8.6%	7.5%	9.0%	13.7%	12.6%	9.5%	11.2%	9.9%	8.8%	14.9%
7	10.2%	0.0%	A A	10.7 %	12.0%	9.7%	9.4%	10.6%	0.0%	0.0%	7.5%	9.076	HIJK	12.0%	9.5%	11.270	9.9%	0.0%	Q Q
	550	230	321	156	89	105	200	307	64	50	41	209	145	41	220	147	182	409	141
3	13.7%	11.8%	15.5%	14.0%	14.7%	11.8%	14.1%	13.3%	11.8%	11.8%	15.8%	13.5%	15.0%	14.3%	14.1%	13.4%	13.5%	13.2%	15.3%
			Α																
	861	399	463	242	124	199	297	500	110	86	59	315	222	69	320	226	314	643	218
2	21.4%	20.4%	22.3%	21.6%	20.5%	22.5%	20.9%	21.6%	20.4%	20.1%	22.4%	20.4%	23.0%	24.0%	20.4%	20.6%	23.4%	20.8%	23.5%
	1686	898	788	374	235	409	669	934	258	218	109	688	313	100	645	475	562	1403	Q 283
1 - Not trustworthy at all	41.9%	46.0%	38.0%	33.4%	38.7%	46.2%	47.2%	40.4%	47.8%	51.1%	41.5%	44.6%	32.3%	35.1%	41.2%	43.2%	41.8%	45.3%	30.6%
1 - Not trustworthy at all	41.576	40.076 B	30.076	33.476	C	CDG	CDG	C	LM	JKLM	41.576 L	LM	32.376	33.176	41.270	45.276	41.076	43.376 R	30.078
	189	87	102	71	32	41	46	121	26	12	12	74	51	13	90	50	44	143	45
Don't Know	4.7%	4.4%	4.9%	6.3%	5.2%	4.6%	3.2%	5.2%	4.8%	2.9%	4.7%	4.8%	5.3%	4.6%	5.7%	4.5%	3.3%	4.6%	4.9%
				F	F			F							Р				
Summary																			
	63	38	25	41	7	11	4	44	9	4	8	23	13	7	29	12	22	53	10
TopBox (7)	1.6%	2.0%	1.2%	3.6% DEFG	1.2% F	1.2% F	0.3%	1.9% F	1.6%	0.9%	2.9%	1.5%	1.3%	2.6%	1.9%	1.1%	1.7%	1.7%	1.1%
	146	80	67	87	22	18	20	94	14	7	10	57	47	11	65	35	46	107	40
Top2Box (6-7)	3.6%	4.1%	3.2%	7.8%	3.6%	2.0%	1.4%	4.0%	2.5%	1.7%	3.8%	3.7%	4.9%	3.8%	4.2%	3.2%	3.5%	3.4%	4.3%
. , ,				DEFG	F			EF					HI						
	329	168	161	157	53	45	74	206	36	24	21	118	104	27	142	78	109	229	100
Top3Box (5-7)	8.2%	8.6%	7.8%	14.0%	8.8%	5.1%	5.2%	8.9%	6.6%	5.5%	8.0%	7.7%	10.8%	9.3%	9.1%	7.1%	8.1%	7.4%	10.8%
	3098	1527	1571	DEFG 772	EF 448	712	1165	EF 1741	432	355	209	1212	HIK 680	210	1185	848	1057	2455	Q 643
Low3Box (1-3)	76.9%	78.2%	75.8%	69.0%	74.0%	80.6%	82.2%	75.3%	80.0%	83.0%	79.8%	78.6%	70.3%	73.4%	75.7%	77.2%	78.7%	79.2%	69.4%
LOWSBOX (1-5)	70.9%	10.2%	75.6%	09.0%	74.0% C	CDG	CDG	75.5% C	60.0% L	LM	79.6% L	70.0% L	70.5%	73.4%	75.7%	11.276	10.176	79.2% R	09.4%
	2547	1297	1250	616	359	608	965	1434	368	304	168	1004	535	169	965	701	875	2046	501
Low2Box (1-2)	63.3%	66.4%	60.3%	55.0%	59.2%	68.7%	68.1%	62.0%	68.2%	71.2%	64.0%	65.0%	55.3%	59.1%	61.6%	63.8%	65.2%	66.0%	54.1%
		В				CDG	CDG	С	LM	KLM	L	L						R	
	1686	898	788	374	235	409	669	934	258	218	109	688	313	100	645	475	562	1403	283
LowBox (1)	41.9%	46.0% B	38.0%	33.4%	38.7% C	46.2% CDG	47.2% CDG	40.4% C	47.8% LM	51.1% JKLM	41.5%	44.6% LM	32.3%	35.1%	41.2%	43.2%	41.8%	45.3% R	30.6%
				0.0							L		- 0.5	0.4		0.0	0.0		
Mean	2.2	2.2	2.3 A	2.6 DEFG	2.3 EF	2	2	2.3 EF	2.1	2	2.2	2.2	2.5 HIJK	2.4 HIK	2.3	2.2	2.2	2.1	2.6 Q
Std. Dev.	1.5	1.5	1.4	1.7	1.5	1.3	1.3	1.5	1.4	1.3	1.5	1.5	1.5	1.5	1.5	1.4	1.4	1.4	1.5
Std. Err.	0	0	0	0.1	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk level) -	A/D C/D/E/E/C	110/10/0		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 Overlap formulae used.

Q3\_33. [Television and Radio Personalities] 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.

TopBox (7)	Region	Education	Language of Survey
Base: All respondents		College College University+	English French
Meghed   4028   1953   2073   11119   608   884   1417   2313   540		N O P	Q R
Television and Radio Personalities  7 - Extremely trustworthy  8 - 15 - 76 - 76 - 55 - 21 - 30 - 45 - 37 - 15 - 50 - 3.8% - 3.9% - 3.9% - 3.7% - 5.0% - 3.4% - 3.4% - 3.2% - 3.8% - 2.7% - 5.0% - 3.4% - 3.4% - 3.2% - 3.8% - 2.7% - 5.0% - 3.4% - 3.4% - 3.2% - 3.8% - 2.7% - 5.0% - 3.4% - 3.4% - 3.2% - 3.8% - 2.7% - 5.0% - 3.4% - 3.2% - 3.8% - 2.7% - 5.0% - 3.4% - 3.2% - 3.8% - 2.7% - 5.0% - 3.2% - 3.8% - 2.7% - 5.0% - 3.2% - 3.8% - 2.7% - 5.0% - 3.2% - 3.8% - 2.7% - 5.0% - 3.2%		1603 1106 1297	2634 1392
7 - Extremely trustworthy    151   76   76   55   21   30   45   87   15     3.8%   3.9%   3.7%   5.0%   3.4%   3.2%   3.8%   2.7%     151   230   283   125   73   113   202   283   61     12.7%   11.8%   13.7%   11.2%   12.0%   12.7%   14.3%   12.2%   11.3%     1020   440   529   239   157   227   397   566   147     25.3%   25.1%   25.5%   21.4%   22.5%   25.7%   28.0%   24.5%   27.2%     1087   508   579   298   181   238   371   642   142     27.0%   26.0%   27.9%   26.6%   29.8%   26.9%   26.2%   27.7%   26.4%     33   254   280   179   67   111   176   309   65     33   234   280   179   67   111   176   309   65     31   3.3%   13.0%   13.5%   16.0%   11.1%   12.5%   12.4%   13.3%   12.1%     27   7.7%   9.3%   6.1%   8.5%   6.7%   7.9%   7.5%   7.6%   6.7%     1 - Not trustworthy at all   4.7%   5.9%   3.6%   4.7%   5.0%   5.2%   4.3%   5.7%   5.2%     25   27   28   27   30   50   59   119   31     1 - Not trustworthy at all   4.7%   5.9%   3.6%   4.7%   5.0%   3.4%   3.2%   3.2%   3.2%   3.2%     25   30   30   45   87   15     26   30   30   30   30   30   30   30   3	540 427 262 1544 967 286 156	1565 1098 1344	3100 926
7 - Extremely trustworthy    3.8%   3.9%   3.7%   5.0%   3.4%   3.4%   3.2%   3.8%   2.7%			407
State		90 38 22	107 45
513   290   283   125   73   113   202   283   61     12.7%   11.8%   13.7%   11.2%   12.0%   12.7%   12.2%   12.2%   12.2%   12.2%   12.3%   12.2%   12.3%   12.2%   12.3%   12.2%   12.3%   12.2%   12.3%   12.2%   12.3%		5.8% 3.5% 1.7% OP P	3.4% 4.8% Q
6   12.7%		252 128 133	358 156
1020		16.1% 11.7% 9.9%	11.5% 16.8%
25.3%   25.1%   25.5%   21.4%   25.9%   25.7%   28.0%   24.5%   27.2%		OP 3.576	Q Q
1087   508   579   288   181   238   371   642   142   42   442   442   442   443   444   444   445   445   444   445	147 92 66 377 266 72 38	386 287 343	752 268
1087   508   579   288   181   238   371   642   142	27.2% 21.5% 25.3% 24.4% 27.5% 25.2% 24.7	24.7% 26.1% 25.5%	24.2% 29.0%
4			Q
3 254 280 179 67 111 176 309 65 13.3% 13.0% 13.0% 13.5% 16.0% 11.1% 12.5% 12.4% 13.3% 12.1%  312 185 127 95 40 70 106 175 47 2 7.7% 9.5% 6.1% 8.5% 6.7% 7.9% 7.5% 7.6% 8.7%  191 115 76 52 30 50 59 119 31  1 - Not trustworthy at all 4.7% 5.9% 3.6% 4.7% 5.0% 5.0% 5.6% 4.2% 5.2% 5.7%  218 95 123 75 37 46 61 132 32  Don't Know 5.4% 4.9% 5.9% 6.7% 5.0% 5.2% 4.3% 5.7% 5.9%  Summary  151 76 76 55 21 30 45 87 15  TopBox (7) 3.8% 3.9% 3.9% 3.7% 5.0% 3.4% 3.4% 3.2% 3.2% 3.8% 2.7%  1664 305 359 181 93 143 247 370 76  Top2Box (6-7) 16.5% 15.6% 17.3% 16.2% 15.4% 16.0% 14.0%  1036 554 483 327 138 231 341 603 143  Low3Box (1-3) 25.7% 28.4% 22.3% 22.3% 22.3% 23.1 341 603 143  Low3Box (1-2) 191 115 76 52 30 50 59 119 31  Low3Box (1-2) 12.5% 15.4% 9.8% 13.2% 11.7% 13.6% 11.6% 24.1% 26.4% 27.7  Low2Box (1-2) 191 115 76 52 30 50 59 119 31  LowBox (1) 4.7% 5.9% 3.6% 4.7% 5.0% 5.6% 4.2% 5.2% 5.7% 14.3% 11.6% 12.7% 14.3% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0		409 285 389	848 239
3	26.4% 28.3% 25.6% 26.7% 26.7% 30.0% 26.1	26.1% 26.0% 29.0%	27.4% 25.8%
3	05 00 00 05 05	400	440
2 18 95 123 75 37 46 61 132 32  Don't Know 5.4% 4.9% 5.9% 6.7% 6.1% 6.1% 6.1% 5.2% 4.3% 5.7% 5.9%  TopBox (7) 3.8% 3.9% 3.7% 5.0% 3.4% 3.4% 3.2% 3.8% 2.7%  TopBox (6-7) 16.5% 15.6% 17.3% 16.2% 15.4% 16.2% 17.4% 16.0% 14.0%  1684 796 888 420 250 370 644 936 223  Top3Box (6-7) 1036 554 483 327 138 231 341 603 143 12.0%  Low3Box (1-3) 2.57% 28.4% 29.3% 20.3% 20.3 148 71 120 165 294 77  Low2Box (1-2) 191 115 76 52 30 50 59 119 31  LowBox (1) 4.7% 5.9% 3.6% 4.7% 5.0% 5.6% 5.6% 24.2% 24.3 4.2 4.1 4.3 4.1 4.2 4.2 4.3 4.2 4.1 Mean		183 140 210	440 93
2   312   185   127   95   40   70   106   175   47	12.1% 19.5% 14.5% 14.0% 9.8% 12.3% 11.7 HKLM L L	11.7% 12.7% 15.6% N	14.2% 10.0% R
2		92 98 120	264 48
B		5.9% 8.9% 8.9%	8.5% 5.2%
1 - Not trustworthy at all  4.7% 5.9% 3.6% 4.7% 5.0% 5.6% 4.2% 5.2% 5.7%  B  218 95 123 75 37 46 61 132 32  Don't Know  5.4% 4.9% 5.9% 6.7% 6.1% 5.2% 4.3% 5.7% 5.9%  Summary  151 76 76 55 21 30 45 87 15  TopBox (7) 3.8% 3.9% 3.7% 5.0% 3.4% 3.4% 3.2% 3.8% 2.7%  664 305 359 181 93 143 247 370 76  16.5% 15.6% 17.3% 16.2% 15.4% 16.2% 17.4% 16.0% 14.0%  1684 796 888 420 250 370 644 936 223  Top3Box (5-7) 41.8% 40.8% 42.8% 37.5% 41.3% 41.9% 45.4% 40.5% 41.3%  Low3Box (1-3) 26.57% 28.4% 23.3% 29.2% 22.8% 26.1% 24.1% 26.1% 26.4%  B  DrG  B  DrG  B  DrG  D  Low2Box (1-2) 191 115 76 52 30 50 59 119 31  LowBox (1) 4.7% 5.9% 3.6% 4.7% 5.0% 5.6% 4.2% 5.2% 5.7%  Mean		N N	R 0.270
B	31 25 12 74 40 10 64	64 47 77	157 34
Don't Know	5.7% 5.7% 4.7% 4.8% 4.1% 3.4% 4.1	4.1% 4.3% 5.7%	5.1% 3.7%
Don't Know   5.4%   4.9%   5.9%   6.7%   6.1%   5.2%   4.3%   5.7%   5.9%   5.9%   F   Summary			
TopBox (7)		89 75 50	175 43
TopBox (7)		5.7% 6.8% 3.7%	5.6% 4.7%
TopBox (7)	P	РР	
TopBox (7)  3.8% 3.9% 3.7% 5.0% 3.4% 3.4% 3.2% 3.8% 2.7%  FG  664 305 359 181 93 143 247 370 76  Top2Box (6-7)  16.5% 15.6% 17.3% 16.2% 15.4% 16.2% 17.4% 16.0% 14.0%  1684 796 888 420 250 370 644 936 223  Top3Box (5-7)  41.8% 40.8% 42.8% 37.5% 41.3% 41.9% 45.4% 40.5% 41.3%  1036 554 483 327 138 231 341 603 143  Low3Box (1-3)  25.7% 28.4% 23.3% 29.2% 22.8% 26.1% 24.1% 26.1% 26.4%  B DFG  B DFG  D L  Low2Box (1-2)  12.5% 15.4% 9.8% 13.2% 11.7% 13.6% 11.6% 12.7% 14.3%  B B DFG  B DFG  D L  Low2Box (1-2)  12.5% 15.4% 9.8% 13.2% 11.7% 13.6% 11.6% 12.7% 14.3%  B B DFG  B DFG  D L  A 4.2 4.1 4.3 4.1 4.2 4.2 4.3 4.2 4.1			407
Top2Box (6-7)    16.5%   15.6%   17.3%   16.2%   15.4%   16.2%   17.4%   16.0%   14.0%		90 38 22	107 45
Real Hole   Real		5.8% 3.5% 1.7% OP P	3.4% 4.8% Q
Top2Box (6-7)  16.5% 15.6% 17.3% 16.2% 15.4% 16.2% 17.4% 16.0% 14.0%  1884 796 888 420 250 370 644 936 223  Top3Box (5-7)  41.8% 40.8% 42.8% 37.5% 41.3% 41.9% 45.4% 40.5% 41.3%  1036 554 483 327 138 231 341 603 143  Low3Box (1-3)  25.7% 28.4% 23.3% 29.2% 22.8% 26.1% 24.1% 26.1% 26.4%  B DFG  B DFG  D L  Low2Box (1-2)  12.5% 15.4% 9.8% 13.2% 11.7% 13.6% 11.6% 12.7% 14.3%  B DFG  B DFG  D L  Low2Box (1-2)  12.5% 15.4% 9.8% 13.2% 11.7% 13.6% 11.6% 12.7% 14.3%  B DFG  B DFG  D D D D D D D D D D D D D D D D D D D		342 166 155	464 200
Top3Box (5-7)    1684   796   888   420   250   370   644   936   223     41,8%   40,8%   42,8%   37,5%   41,3%   41,9%   45,4%   40,5%   41,3%     1036   554   483   327   138   231   341   603   143     Low3Box (1-3)   25,7%   22,8%   23,3%   29,2%   22,8%   26,1%   24,1%   26,1%   26,6%     B		21.8% 15.1% 11.5%	15.0% 21.6%
Top3Box (5-7)  41.8% 40.8% 42.8% 37.5% 41.3% 41.9% 45.4% 40.5% 41.3% 10.		OP P	Q Q
Low3Box (1-3)  Low3Box (1-3)  Low3Box (1-4)  Low2Box (1-2)  LowBox (1)  Amen    Mean   1036   554   483   327   138   231   341   603   143   143   14	223 147 113 603 476 123 72	728 453 498	1216 468
1036   554   483   327   138   231   341   603   143   143   143   145		46.5% 41.3% 37.1%	39.2% 50.6%
Low3Box (1-3)  25.7%  28.4%  23.3%  29.2%  22.8%  26.1%  24.1%  26.1%  26.4%  2		OP P	Q
B		339 285 406	861 175
S03   300   203   148   71   120   165   294   77   120   165   294   77   120   165   294   77   120   165   294   77   120   165   294   77   120   165   294   77   120   125   15,4%   9,8%   13,2%   11,7%   13,6%   11,6%   12,7%   14,3%   LowBox (1)   15   76   52   30   50   59   119   31   31   31   31   31   31		21.7% 25.9% 30.2%	27.8% 18.9%
Low2Box (1-2)  12.5% 15.4% 9.8% 13.2% 11.7% 13.6% 11.6% 12.7% 14.3%  B  191 115 76 52 30 50 59 119 31  LowBox (1)  4.7% 5.9% 3.6% 4.7% 5.0% 5.6% 4.2% 5.2% 5.7%  B  Mean  4.2 4.1 4.3 4.1 4.2 4.2 4.3 4.2 4.1  A  CG		N NO	R
B		156 145 197	420 82
Mean   191   115   76   52   30   50   59   119   31   115   125		10.0% 13.2% 14.6% N N	13.6% 8.9% R
LowBox (1) 4.7% 5.9% 3.6% 4.7% 5.0% 5.6% 4.2% 5.2% 5.7% B 5.2% 5.7% A 5.2% 5.7% B 5.2% 5.2% 5.2% 5.2% 5.2% 5.2% 5.2% 5.2%		64 47 77	157 34
B         B		4.1% 4.3% 5.7%	5.1% 3.7%
Mean 4.2 4.1 4.3 4.1 4.2 4.2 4.3 4.2 4.1 A	5.770 7.770 7.770 4.17	, 4.070 3.176	5.170
Mean A CG	4.1 4 4.2 4.1 4.5 4.3 4.4	4.4 4.2 4	4.1 4.5
		OP P	4.1 4.3 Q
Std. Dev. 1.4 1.5 1.4 1.5 1.4 1.5 1.4 1.5 1.4 1.4 1.4		1.4 1.4 1.4	1.4 1.4
Std. Err. 0 0 0 0 0.1 0 0 0.1 Std.		0 0 0	0 0

Q3\_34. [Veterinarians] 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.

		Ger	nder			Age					Reg	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
	IOIAI	A	В	C	D D	45-54 E	55+ F	G G	Н	AD	J J	K	L	M	N	O	P P	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Veterinarians																			
	720	323	397	165	106	156	293	369	93	70	43	265	193	55	319	195	202	537	183
7 - Extremely trustworthy	17.9%	16.6%	19.1% A	14.7%	17.5%	17.6%	20.7% CG	16.0%	17.2%	16.4%	16.4%	17.2%	20.0%	19.4%	20.4% P	17.7%	15.0%	17.3%	19.8%
	1317	628	689	335	179	279	524	699	165	148	111	480	315	98	480	353	480	1002	315
6	32.7%	32.2%	33.2%	29.9%	29.5%	31.6%	37.0% CDEG	30.2%	30.5%	34.8%	42.5% HKL	31.1%	32.6%	34.2%	30.7%	32.2%	35.8% N	32.3%	34.0%
	883	425	458	267	157	200	259	565	127	89	57	355	194	60	328	248	305	701	182
5	21.9%	21.8%	22.1%	23.9% F	26.0% F	22.6% F	18.3%	24.4% F	23.6%	20.8%	21.9%	23.0%	20.1%	21.1%	21.0%	22.6%	22.7%	22.6% R	19.7%
	500	268	232	153	87	108	152	318	58	69	28	182	122	41	189	128	181	387	113
4	12.4%	13.7% B	11.2%	13.7% F	14.4%	12.2%	10.7%	13.8% F	10.7%	16.1% HK	10.8%	11.8%	12.6%	14.4%	12.0%	11.7%	13.5%	12.5%	12.2%
	191	91	100	69	25	50	48	125	29	18	5	81	45	12	80	52	59	148	43
3	4.7%	4.7%	4.8%	6.1% F	4.1%	5.6% F	3.4%	5.4% F	5.4% J	4.3%	1.9%	5.3% J	4.6%	4.2%	5.1%	4.7%	4.4%	4.8%	4.6%
	73	46	27	21	7	21	25	43	12	7	4	21	21	8	32	21	19	53	20
2	1.8%	2.4% B	1.3%	1.9%	1.1%	2.3%	1.8%	1.9%	2.3%	1.7%	1.4%	1.3%	2.1%	2.9%	2.1%	1.9%	1.4%	1.7%	2.1%
	45	33	12	14	3	15	12	31	7	1	1	23	10	2	20	14	10	37	8
1 - Not trustworthy at all	1.1%	1.7% B	0.6%	1.3%	0.5%	1.7% D	0.9%	1.3% D	1.4%	0.3%	0.5%	1.5%	1.0%	0.8%	1.3%	1.2%	0.8%	1.2%	0.9%
	297	138	159	95	42	56	104	162	48	24	12	136	68	8	118	88	87	235	62
Don't Know	7.4%	7.0%	7.7%	8.5% G	6.9%	6.3%	7.3%	7.0%	8.9% M	5.7%	4.7%	8.8% JM	7.0% M	3.0%	7.5%	8.0%	6.5%	7.6%	6.6%
Summary																			
	720	323	397	165	106	156	293	369	93	70	43	265	193	55	319	195	202	537	183
TopBox (7)	17.9%	16.6%	19.1% A	14.7%	17.5%	17.6%	20.7% CG	16.0%	17.2%	16.4%	16.4%	17.2%	20.0%	19.4%	20.4% P	17.7%	15.0%	17.3%	19.8%
	2037	951	1085	500	285	435	817	1068	258	218	154	745	508	153	799	548	682	1538	498
Top2Box (6-7)	50.6%	48.7%	52.4% A	44.7%	47.0%	49.2% G	57.7% CDEG	46.2%	47.7%	51.1%	58.9% HK	48.3%	52.5% K	53.6%	51.1%	49.9%	50.8%	49.6%	53.8% Q
	2920	1377	1543	767	442	635	1076	1633	385	307	212	1100	702	214	1127	796	987	2239	681
Top3Box (5-7)	72.5%	70.5%	74.4% A	68.5%	73.0%	71.8%	75.9% CEG	70.6%	71.3%	71.9%	80.8% HIKL	71.3%	72.6%	74.7%	72.0%	72.5%	73.5%	72.2%	73.5%
	309	170	139	104	34	85	85	199	49	27	10	125	75	23	132	87	88	238	71
Low3Box (1-3)	7.7%	8.7% B	6.7%	9.3% DF	5.7%	9.7% DF	6.0%	8.6% DF	9.1% J	6.3%	3.7%	8.1% J	7.8% J	8.0%	8.4%	7.9%	6.6%	7.7%	7.7%
	118	79	39	35	10	36	37	74	20	9	5	44	30	11	52	35	29	90	28
Low2Box (1-2)	2.9%	4.1% B	1.9%	3.2%	1.6%	4.0% D	2.6%	3.2% D	3.7%	2.0%	1.9%	2.8%	3.1%	3.8%	3.3%	3.2%	2.2%	2.9%	3.0%
	45	33	12	14	3	15	12	31	7	1	1	23	10	2	20	14	10	37	8
LowBox (1)	1.1%	1.7% B	0.6%	1.3%	0.5%	1.7% D	0.9%	1.3% D	1.4%	0.3%	0.5%	1.5%	1.0%	0.8%	1.3%	1.2%	0.8%	1.2%	0.9%
					5.4		5.0		- 50		5.0		5.4	5.1	5.4		5.4		<del></del>
Mean	5.4	5.3	5.5 A	5.2	5.4 CG	5.3	5.6 CDEG	5.3	5.3	5.4	5.6 HK	5.4	5.4	5.4	5.4	5.4	5.4	5.4	5.5
Std. Dev.	1.3	1.4	1.2	1.3	1.2	1.4	1.2	1.3	1.3	1.2	1.1	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.3
Std. Err.	0 level) - A/B - C/D/E/F/G	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

Q4. [SUMMARY - MEAN] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Gor	nder			Age					Rec	gion				Education		Language	e of Survey
		Gei	luci			Age					IVE	JIOH				Luucation		Language	Or Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 4000	D 611	E	F 1435	G 2317	H 440	1 348	J	K 1277	L 4540	M 237	N	O 1106	P 1297	Q	R 1392
Weighted	4026	1929	2097	1082 1119	606	898 884	1435	2317	540	427	214 262	1544	1510 967	286	1603 1565	1098	1344	2634 3100	926
Medical research industry	4.8	4.8	4.8	4.6	4.6	4.7	5	4.6	4.7	4.6	4.7	4.7	5.1	4.7	4.8	4.7	4.8	4.7	5.2
	4.7	4.7	4.6	4.6	4.7	G 4.6	CDEG 4.8	4.6	4.7	4.5	4.6	4.6	HIJKM 4.9	4.7	0 4.7	4.6	4.6	4.6	Q 4.9
Technology industry							CEG						HIJK		OP				Q
Tourism industry	4.7	4.6	4.7	4.5	4.6	4.6	4.8 CEG	4.6 C	4.7 IK	4.4	4.7 IK	4.5	4.9 HIK	4.9 IK	4.7 P	4.6	4.6	4.6	4.9 Q
Airline industry	4.6	4.6	4.6	4.5	4.5	4.5	4.8 CDEG	4.5	4.6 K	4.5	4.6	4.4	5 HIJKM	4.6	4.7 OP	4.5	4.6	4.5	5 Q
Restaurant industry	4.4	4.5	4.4	4.4	4.4	4.4	4.5 E	4.4	4.5	4.3	4.4	4.4	4.5	4.7 IJK	4.5 OP	4.4	4.4	4.4	4.5 Q
Radio industry	4.4	4.3	4.4 A	4.3	4.4	4.4	4.5 CG	4.3	4.4	4.1	4.4	4.3	4.5 IK	4.7 HIJK	4.5 OP	4.3	4.3	4.3	4.5 Q
	4.3	4.4	4.3	4.2	4.3	4.3	4.4	4.3	4.2	4	4.3	4.2	4.6	4.4	4.4	4.2	4.3	4.2	4.7
Food manufacturing industry		В					CG				ı	ı	HIJKM	ı	OP				Q
Banking industry	4.3	4.2	4.3 A	4.1	4.1	4.1	4.5 CDEG	4.1	4.3	4.1	4.2	4.2	4.3	4.4 IK	4.4 OP	4.1	4.2	4.2	4.3
Retail industry	4.2	4.2	4.2	4.2	4.2	4.2	4.3 G	4.2	4.2	4	4.3	4.1	4.4 HIK	4.2	4.4 OP	4.1	4.1	4.1	4.5 Q
Beverage alcohol industry	4.2	4.2	4.2	4.2	4.2	4.1	4.3 CEG	4.1	4.2	4	4.3	4.2	4.3	4.3	4.3 OP	4.1	4.1	4.2	4.3 Q
Clothing Industry	4.2	4.2	4.2	4.2	4.2	4.1	4.2	4.2	4.1	4	4.3	4.1	4.4 HIKM	4.2	4.4 OP	4.1	4.1	4.1	4.4 Q
Newspaper industry	4.2	4.1	4.2	4.1	4.1	4.1	4.2	4.1	4.2	3.9	4.3	4.2	4.2	4.3	4.3	4.1	4.1	4.2	4.2
	4.2	4.2	A 4.1	4.2	4.2	4	G 4.2	4.1	4.4	4.2	4.5	4	4.3	4.2	OP 4.1	4.1	4.3	4.1	4.3
Hydro-electric industry				EG	E		EG		K	К	IKLM		K				NO		Q
Television industry	4.1	4.1	4.1	4	4.1	4.1	4.2 CDEG	4.1	4 T	3.8	4.1 I	4 1	4.4 HIJKM	4.1 I	4.3 OP	4.1	4	4	4.5 Q
Drug and pharmaceutical industry	4.1	4.1	4.1	4.1	4	4	4.2 CDEG	4	3.9	3.9	4	4	4.4 HIJK	4.2 H	4.3 OP	4	3.9	4	4.4 Q
Automobile industry	4.1	4.1	4.1	4.1	4.1 EG	3.9	4.2 EG	4 E	4.2	4	4	4	4.2 IK	4.1	4.2 OP	4	4	4	4.2 Q
Magazine industry	4	3.9	4.1 A	3.9	4	4	4	4	4	3.6	4.1	4	4.1 HIK	4.1	4.1 OP	4	3.9	3.9	4.2 Q
Telecommunications industry	4	3.9	4	3.9	3.9	3.9	4.1	3.9	3.9	3.7	4.1	3.8	4.3	4	4.1	3.9	3.8	3.8	4.3
Natural gas industry	3.9	3.9	3.9	3.9	4	3.8	CDEG 4.1	3.9	4	4	IK 4.2	3.9	HIKM 4	1K 3.9	OP 4.1	3.8	3.9	3.9	Q 4
reaction gas moustry	3.7	3.8	3.7	3.8	E 3.7	2.6	CEG 3.7	E 3.7	3.6	3.7	HKLM 3.7	3.7	3.9	3.6	OP 3.8	3.7	3.7	2.6	4
Chemical industry				EG		3.6	E						HIJKM			-		3.6	Q
Cosmetic industry	3.6	3.5	3.8 A	3.8 EFG	3.7 F	3.6	3.5	3.7 EF	3.5	3.4	3.7 I	3.6 I	3.9 HIJKM	3.6	3.8 OP	3.6	3.5	3.6	4 Q
Insurance Industry	3.6	3.6	3.7 A	3.7 DEG	3.5	3.4	3.8 DEG	3.5 E	3.7 K	3.6	3.7	3.5	3.8 IK	3.8 K	3.8 OP	3.5	3.6	3.6	3.9 Q
Advertising industry	3.4	3.3	3.4 A	3.4 F	3.4	3.3	3.3	3.4	3.2	3	3.4	3.3	3.6 HIK	3.5	3.6 OP	3.3	3.2	3.3	3.7 Q
Oil industry	3.3	3.3	3.3	3.4	3.3	3.2	3.4	3.3	3.4	3.7 HKLM	3.6	3.3	3.1	3.3	3.4	3.2	3.3	3.4	3.1
Tobacco industry	2.6	2.5	2.6	2.8	2.5	2.5	E 2.4	2.6	L 2.3	2.3	KL 2.5	2.7	2.6	2.7	2.7	2.5	2.4	R 2.5	2.6
Proportions/Means: Columns Tested (5% risk level	) A/D O/D/E-=:0	110/10/0	A A	DEFG				F				HI	HI	HI	OP	Р			

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 Overlap formulae used.

Q4. [SUMMARY - TOPBOX (7)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ge	nder			Age		T		T	Reg	ion	I			Education	I	Language	of Survey
	Total	Male A	Female B	18-34 C	35-44 D	45-54 E	55+ F	25-54 G	BC H	AB	MAN/SASK J	ONT K	QB L	ATL M	<college N</college 	College	University+	English Q	French R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
	382	182	200	94	51	72	165	181	39	21	22	133	144	23	169	96	116	236	146
Medical research industry	9.5%	9.3%	9.7%	8.4%	8.4%	8.2%	11.6% CDEG	7.8%	7.2%	4.9%	8.4%	8.6%	14.9% HIJKM	8.1%	10.8%	8.7%	8.6%	7.6%	15.7% Q
	252	134	118	75	32	53	91	135	31	17	16	74	97	17	116	71	64	159	93
Airline industry	6.3%	6.9%	5.7%	6.7%	5.4%	6.0%	6.4%	5.8%	5.7%	4.0%	6.1%	4.8%	10.0%	6.0%	7.4%	6.5%	4.8%	5.1%	10.0%
	221	116	104	63	25	35	97	98	28	20	12	82	HIKM 60	18	P 113	55	51	165	Q 55
Banking industry	5.5%	6.0%	5.0%	5.7%	4.2%	3.9%	6.9%	4.3%	5.2%	4.6%	4.7%	5.3%	6.2%	6.4%	7.2%	5.0%	3.8%	5.3%	6.0%
,				G			DEG								OP				
Barra and alternative line designs	217	110	107	80	28	41 4.7%	67	122	18	16	7	76	79	19	110	56 5.1%	48	141	76
Drug and pharmaceutical industry	5.4%	5.6%	5.1%	7.2% DEFG	4.6%	4.7%	4.7%	5.3%	3.4%	3.8%	2.8%	5.0%	8.2% HIJK	6.8% H	7.0% P	5.1%	3.6%	4.5%	8.2% Q
	211	116	95	72	41	36	61	123	27	15	10	66	76	17	97	62	50	138	73
Technology industry	5.2%	5.9%	4.6%	6.5%	6.7%	4.1%	4.3%	5.3%	5.0%	3.4%	3.8%	4.3%	7.9%	6.0%	6.2% P	5.6%	3.7%	4.4%	7.9%
	199	98	101	63	EF 30	43	63	116	23	7	12	68	HIJK 72	17	104	52 52	43	126	Q 73
Tourism industry	5.0%	5.0%	4.9%	5.7%	4.9%	4.9%	4.4%	5.0%	4.3%	1.7%	4.7%	4.4%	7.4%	5.9%	6.7%	4.7%	3.2%	4.1%	7.9%
									!		1		HIK	!	OP				Q
Hydro-electric industry	184 4.6%	109 5.6%	75 3.6%	56 5.0%	36 5.9%	32 3.7%	60 4.2%	102 4.4%	27 5.0%	12 2.9%	11 4.2%	63 4.1%	55 5.7%	16 5.5%	71 4.5%	56 5.1%	56 4.2%	130 4.2%	54 5.8%
rrydro-electric industry	4.0%	3.0% B	3.0%	3.0%	5.9% EG	3.176	4.270	4.470	3.0%	2.976	4.2%	4.170	3.7% IK	3.3%	4.3%	3.176	4.276	4.270	Q
	157	68	89	57	24	34	41	90	18	7	6	62	46	17	83	35	37	111	46
Radio industry	3.9%	3.5%	4.3%	5.1% FG	4.0%	3.8%	2.9%	3.9%	3.4%	1.7%	2.4%	4.0%	4.8%	5.9%	5.3% OP	3.2%	2.8%	3.6%	4.9% Q
	147	81	66	57	26	28	36	88	15	7	15	49	48	13	76	31	38	104	43
Beverage alcohol industry	3.7%	4.1%	3.2%	5.1%	4.3%	3.2%	2.5%	3.8%	2.7%	1.7%	5.6%	3.1%	5.0%	4.7%	4.9%	2.8%	2.8%	3.4%	4.6%
				EFG	F			F			!		HIK	I	OP				Q
Newspaper industry	140 3.5%	68 3.5%	73 3.5%	53 4.8%	20 3.3%	23 2.6%	44 3.1%	75 3.2%	16 2.9%	6 1.4%	12 4.7%	53 3.5%	41 4.2%	12 4.2%	61 3.9%	40 3.7%	38 2.8%	106 3.4%	34 3.7%
ivewspaper industry	3.376	3.376	3.376	EFG	3.376	2.076	3.176	3.270	2.576	1.470	1 1	3.376	4.270	4.2 /0	3.370	3.776		3.476	3.1 /6
	136	78	57	58	18	26	34	79	12	6	6	56	48	7	64	29	42	93	43
Food manufacturing industry	3.4%	4.0% B	2.8%	5.2% DEFG	2.9%	3.0%	2.4%	3.4%	2.3%	1.4%	2.4%	3.6%	4.9% HI	2.6%	4.1% O	2.6%	3.1%	3.0%	4.6% Q
	128	66	62	48	20	26	35	76	16	15	9	44	32	13	66	31	31	98	30
Natural gas industry	3.2%	3.4%	3.0%	4.3%	3.3%	3.0%	2.5%	3.3%	3.0%	3.4%	3.3%	2.8%	3.3%	4.7%	4.2%	2.8%	2.3%	3.2%	3.2%
	128	66	62	F 52	21	27	28	83	11	6	7	42	49	12	P 65	32	29	84	44
Television industry	3.2%	3.4%	3.0%	4.6%	3.4%	3.1%	2.0%	3.6%	2.0%	1.4%	2.8%	2.7%	5.0%	4.3%	4.2%	2.9%	2.2%	2.7%	4.7%
,				F				F					HIK	ı	Р				Q
	123	62	61	50	25	22	26	77	16	9	7	45	40	6	60	30	33	86	38
Clothing Industry	3.1%	3.2%	2.9%	4.4% EFG	4.2% F	2.5%	1.8%	3.3% F	2.9%	2.0%	2.8%	2.9%	4.2% I	2.1%	3.8%	2.7%	2.5%	2.8%	4.1% Q
	122	64	58	44	21	29	28	78	15	5	9	40	44	10	60	29	33	81	41
Telecommunications industry	3.0%	3.3%	2.8%	3.9%	3.4%	3.3%	2.0%	3.4%	2.7%	1.1%	3.3%	2.6%	4.6%	3.4%	3.8%	2.6%	2.4%	2.6%	4.4%
	115	58	57	F 53	21	20	22	73	16	5	7	46	1K 32	9	60 60	26	28	84	Q 31
Restaurant industry	2.9%	3.0%	2.8%	4.7%	3.4%	2.2%	1.6%	3.1%	2.9%	1.2%	2.8%	3.0%	3.3%	3.0%	3.8%	2.4%	2.1%	2.7%	3.4%
				EFG	F			EF					1		OP				
Chemical industry	110 2.7%	63 3.2%	47 2.3%	49 4.3%	21 3.4%	19 2.2%	22 1.5%	65 2.8%	16 2.9%	10 2.3%	6 2.4%	38 2.4%	32 3.3%	9 3.0%	53 3.4%	36 3.3%	20 1.5%	82 2.6%	29 3.1%
Chemical industry	2.176	3.276	2.376	EFG	5.4% F	2.270	1.3%	Z.0%	2.9%	2.3%	2.4%	2.476	3.3%	3.0%	3.4% P	Р	1.5%	2.0%	3.176
	110	57	53	52	21	19	18	69	15	2	7	43	33	10	58	21	30	80	30
Automobile industry	2.7%	2.9%	2.5%	4.7% EFG	3.5%	2.1%	1.2%	3.0%	2.7%	0.6%	2.8%	2.8%	3.4%	3.4%	3.7% OP	1.9%	2.2%	2.6%	3.2%
	107	57	50	49	19	18	20	69	13	4	4	45	32	9	55	26	24	76	31
Retail industry	2.6%	2.9%	2.4%	4.4%	3.2%	2.1%	1.4%	3.0%	2.5%	0.9%	1.4%	2.9%	3.3%	3.0%	3.5%	2.4%	1.8%	2.4%	3.3%
	405	50	50	EFG	F	40	04	EF CO	40		_	10	1	40	P	20	20	00	- 00
Insurance Industry	105 2.6%	53 2.7%	52 2.5%	51 4.5%	11 1.9%	19 2.1%	24 1.7%	60 2.6%	13 2.5%	6 1.5%	5 1.9%	40 2.6%	27 2.8%	13 4.7%	45 2.9%	32 2.9%	28 2.1%	83 2.7%	22 2.4%
mourance muusu y	2.076	4.170	2.370	DEFG	1.570	2.170	1.770	2.070	2.076	1.376	1.370	2.070	2.070	4.770	2.370	2.370		2.170	2.470
	97	43	55	44	14	18	22	55	13	0	5	35	33	11	48	27	23	66	31
Magazine industry	2.4%	2.2%	2.6%	3.9% EFG	2.3%	2.0%	1.5%	2.4%	2.5%	-	1.9%	2.3%	3.4%	3.8%	3.1% P	2.4%	1.7%	2.1%	3.4%
	96	52	44	41	17	18	20	58	12	15	3	34	21	11	43	29	24	78	17
I .	90	32	-14	L 41	.,,	10	20	30	12	10	3	J4		- 11	43	29	24	70	17

Q4. [SUMMARY - TOPBOX (7)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Oil industry	2.4%	2.7%	2.1%	3.6% EFG	2.8% F	2.0%	1.4%	2.5% F	2.3%	3.4%	1.0%	2.2%	2.2%	3.8%	2.7%	2.6%	1.8%	2.5%	1.9%
	95	47	48	51	19	13	12	61	12	4	5	38	30	6	44	22	29	67	28
Cosmetic industry	2.4%	2.4%	2.3%	4.6% EFG	3.1% EF	1.5%	0.8%	2.6% EF	2.3%	0.9%	1.9%	2.5%	3.1% I	2.1%	2.8%	2.0%	2.2%	2.2%	3.0%
	87	46	40	45	14	15	13	56	12	2	7	27	29	9	44	23	19	62	25
Advertising industry	2.1%	2.4%	1.9%	4.0% EFG	2.3% F	1.7%	0.9%	2.4% F	2.3%	0.6%	2.8% I	1.7%	3.0% IK	3.0% I	2.8% P	2.1%	1.4%	2.0%	2.7%
	64	39	26	34	11	11	7	43	5	2	6	29	13	9	28	15	21	53	11
Tobacco industry	1.6%	2.0%	1.2%	3.1% EFG	1.8% F	1.3%	0.5%	1.9% F	0.9%	0.6%	2.4%	1.9%	1.3%	3.0% HI	1.8%	1.4%	1.6%	1.7%	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 Overlap formulae used.

Q4. [SUMMARY - TOP2BOX (6-7)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	Е	F	G	Н	ı	J	K	L	М	N	0	Р	Q	R
Base: All respondents	4026 4026	1929 1953	2097	1082 1119	611 606	898 884	1435 1417	2317 2313	440 540	348 427	214 262	1277 1544	1510 967	237 286	1603 1565	1106 1098	1297 1344	2634 3100	1392
Weighted			2073														-		926
Medical research industry	1386 34.4%	691 35.4%	695 33.5%	334 29.8%	172 28.4%	290 32.7%	591 41.7%	688 29.7%	180 33.3%	118 27.7%	76 29.1%	482 31.3%	436 45.1%	93 32.6%	562 35.9%	353 32.1%	465 34.6%	958 30.9%	428 46.2%
Wedical research moustly		55.476	00.070	23.070	20.470	G	CDEG	23.170		21.170	23.170	31.570	HIJKM	02.070	30.370	32.170	34.070	30.370	Q
	1055	527	527	246	150	244	415	588	130	85	77	349	332	82	450	288	311	724	330
Tourism industry	26.2%	27.0%	25.4%	22.0%	24.7%	27.6% C	29.3% CDG	25.4% C	24.1%	19.9%	29.4% IK	22.6%	34.3% HIK	28.8% IK	28.8%	26.2%	23.2%	23.4%	35.7% Q
	1028	515	513	246	138	204	440	522	137	81	73	318	349	69	431	271	324	682	346
Airline industry	25.5%	26.4%	24.7%	21.9%	22.9%	23.1%	31.0%	22.6%	25.5%	19.0%	28.0%	20.6%	36.1%	24.1%	27.5%	24.7%	24.1%	22.0%	37.3%
	1023	531	400	269	147	204	CDEG 403	546	1K 120	85	IK 59	356	HIJKM	75	P 443	070	298	709	Q 315
Technology industry	25.4%	27.2%	492 23.7%	24.1%	24.2%	23.1%	28.5%	23.6%	22.2%	19.9%	22.5%	23.0%	329 34.0%	26.2%	28.3%	276 25.1%	298	22.9%	34.0%
reciliology industry	25.476	B B	23.1 /6	24.170	24.2 /0	23.176	CEG	23.076	22.270	13.376	22.376	23.076	HIJKM	20.270	20.376 P	23.176	22.276	22.576	Q Q
	891	427	465	215	113	168	395	431	128	76	46	328	235	79	390	228	271	668	223
Banking industry	22.1%	21.8%	22.4%	19.2%	18.6%	19.0%	27.9% CDEG	18.6%	23.6%	17.8%	17.7%	21.2%	24.3% IJ	27.5% IJK	24.9% OP	20.8%	20.2%	21.6%	24.1%
-	829	401	429	243	102	160	325	421	81	74	43	308	260	64	389	227	209	572	257
Drug and pharmaceutical industry	20.6%	20.5%	20.7%	21.8%	16.8%	18.1%	22.9%	18.2%	15.0%	17.3%	16.4%	19.9%	26.9%	22.4%	24.9%	20.7%	15.6%	18.5%	27.8%
				DG			DEG					Н	HIJK	Н	OP	P			Q
Food manufacturing industry	803 19.9%	416 21.3%	387 18.7%	216 19.3%	121 20.0%	158 17.9%	307 21.7%	436 18.8%	89 16.6%	58 13.6%	43 16.4%	289 18.7%	264 27.3%	59 20.7%	357 22.8%	207 18.9%	235 17.5%	544 17.5%	259 28.0%
1 ood mandiacturing industry	19.976	B B	10.770	13.376	20.076	17.576	EG	10.076	10.078	13.076	10.476	10.776	HIJKM	20.776	OP	10.376	17.576	17.576	Q Q
	781	433	348	214	113	137	318	393	114	74	55	266	216	56	320	189	267	568	214
Hydro-electric industry	19.4%	22.2% B	16.8%	19.1% EG	18.6%	15.5%	22.4% EG	17.0%	21.1%	17.3%	21.1%	17.2%	22.4% IK	19.5%	20.4%	17.2%	19.9%	18.3%	23.1% Q
	780	381	400	211	101	183	286	433	86	49	50	293	234	69	346	211	222	552	228
Radio industry	19.4%	19.5%	19.3%	18.8%	16.6%	20.7%	20.2%	18.7%	15.9%	11.5%	19.2%	19.0%	24.2%	24.1%	22.1%	19.2%	16.5%	17.8%	24.6%
											1		HIK	HI	Р				Q
Restaurant industry	764	384	380	237	114	146 16.5%	268	426	107	50	49	284	202	72	341	210	210	568	196
Restaurant industry	19.0%	19.7%	18.3%	21.2% EG	18.8%	16.5%	18.9%	18.4%	19.8%	11.8%	18.8%	18.4% I	20.9%	25.0% IK	21.8% P	19.2% P	15.7%	18.3%	21.2% Q
	721	372	349	192	113	145	271	390	77	48	55	272	206	63	328	193	197	519	202
Beverage alcohol industry	17.9%	19.1%	16.8%	17.2%	18.7%	16.4%	19.1%	16.9%	14.3%	11.2%	21.1% HI	17.6%	21.3% HIK	22.0% HI	20.9% OP	17.6%	14.7%	16.8%	21.8%
	705	329	377	198	96	157	255	392	95	47	50	267	189	57	293	186	225	523	182
Newspaper industry	17.5%	16.8%	18.2%	17.7%	15.8%	17.8%	18.0%	16.9%	17.7%	10.9%	19.2%	17.3%	19.5%	19.8%	18.7%	16.9%	16.8%	16.9%	19.7%
											1								Q
Clothing Industry	632 15.7%	296 15.2%	336 16.2%	196 17.5%	97 16.0%	135 15.3%	204 14.4%	368 15.9%	72 13.4%	41 9.6%	47 17.8%	214 13.9%	205 21.2%	53 18.5%	294 18.8%	157 14.3%	178 13.2%	430 13.9%	203 21.9%
Clothing industry	13.7 %	13.2%	10.2%	17.5% F	10.0%	13.3%	14.470	13.9%	13.4%	9.0%	17.0%	13.9%	HIK	10.5%	0P	14.3%	13.2%	13.9%	Q Q
	626	296	330	163	90	143	230	354	63	32	31	231	224	45	302	170	152	403	224
Television industry	15.6%	15.2%	15.9%	14.5%	14.9%	16.2%	16.2%	15.3%	11.8%	7.5%	11.7%	14.9%	23.2%	15.6%	19.3%	15.4%	11.3%	13.0%	24.1%
	598	313	285	171	88	103	235	321	85	62	43	206	HIJKM 161	41	OP 270	155	171	437	Q 160
Natural gas industry	14.9%	16.0%	13.7%	15.3%	14.6%	11.7%	16.6%	13.9%	15.7%	14.4%	16.4%	13.4%	16.7%	14.4%	17.3%	14.1%	12.8%	14.1%	17.3%
		В		E			EG	E					K		OP				Q
Retail industry	586 14.5%	281 14.4%	305 14.7%	186 16.6%	84 13.9%	114 12.9%	201 14.2%	329 14.2%	65 12.0%	49 11.5%	34 13.1%	199 12.9%	196 20.3%	42 14.8%	277 17.7%	147 13.4%	160 11.9%	389 12.5%	197 21.3%
Retail industry	14.5%	14.4%	14.7%	16.6% EG	13.9%	12.9%	14.2%	14.2%	12.0%	11.5%	13.1%	12.9%	HIJKM	14.8%	0P	13.4%	11.9%	12.5%	21.3% Q
	582	291	292	180	85	110	207	321	80	37	43	212	171	40	262	153	164	414	168
Automobile industry	14.5%	14.9%	14.1%	16.1% EG	14.0%	12.5%	14.6%	13.9%	14.8%	8.6%	16.4%	13.7%	17.6% IK	14.0%	16.8%	13.9%	12.2%	13.4%	18.1% Q
	577	294	283	169	71	119	217	314	58	46	39	182	201	51	263	158	153	378	199
Telecommunications industry	14.3%	15.0%	13.7%	15.1%	11.8%	13.5%	15.3%	13.6%	10.7%	10.7%	15.0%	11.8%	20.8%	17.8%	16.8%	14.4%	11.4%	12.2%	21.5%
							D						HIJK	HIK	Р	P			Q
Magazino industry	496 12.3%	231 11.8%	265 12.8%	151 13.5%	74 12.3%	103 11.7%	167 11.8%	291 12.6%	61 11.3%	22 5.2%	30 11.3%	189 12.2%	154 16.0%	40 13.9%	226 14.4%	139 12.6%	130 9.7%	345 11.1%	151 16.3%
Magazine industry	12.3%	11.070			12.370	11.770		12.070	11.376	J.Z70	11.370	12.270	HIK	13.9%	Р	Р			Q
	487	250	237	157	58	86	185	252	66	40	36	161	142	42	216	128	142	346	140
Insurance Industry	12.1%	12.8%	11.4%	14.0% DEG	9.7%	9.8%	13.1% DE	10.9%	12.3%	9.3%	13.6%	10.4%	14.6% IK	14.8% IK	13.8%	11.6%	10.5%	11.2%	15.2% Q
	465	257	208	157	59	87	162	256	50	42	22	167	151	33	183	133	149	318	147
Chemical industry	11.6%	13.2%	10.0%	14.0%	9.7%	9.9%	11.5%	11.1%	9.3%	9.8%	8.5%	10.8%	15.7%	11.5%	11.7%	12.1%	11.1%	10.2%	15.9%
		В	00-	DEG	<u>.</u>								HIJK						Q
l .	398	159	239	161	61	74	101	248	43	25	22	150	129	29	183	110	104	275	123

Q4. [SUMMARY - TOP2BOX (6-7)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55 <b>+</b>	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Cosmetic industry	9.9%	8.1%	11.5% A	14.4% DEFG	10.1% F	8.4%	7.1%	10.7% EF	7.9%	5.8%	8.5%	9.7% I	13.3% HIJK	10.1%	11.7% P	10.0%	7.7%	8.9%	13.3% Q
Oil industry	385 9.6%	210 10.8%	175 8.4%	145 12.9% DEFG	56 9.3%	66 7.5%	118 8.3%	229 9.9%	52 9.6%	53 12.4%	23 9.0%	146 9.5%	87 9.0%	24 8.5%	159 10.2%	109 10.0%	117 8.7%	308 9.9%	77 8.3%
Advertising industry	322 8.0%	157 8.1%	165 7.9%	128 11.4%	55 9.1%	54 6.1%	85 6.0%	201 8.7%	38 7.0%	10 2.3%	26 9.9%	118 7.6%	105 10.9%	26 8.9%	143 9.2%	86 7.8%	92 6.8%	222 7.2%	100
Advertising incostry	221	114	107	EFG 108	EF 30	42	41	EF 148	23	14	1 12	102	HIK 54	16	P 103	54	64	167	Q 54
Tobacco industry	5.5%	5.8%	5.2%	9.6% DEFG	5.0% F	4.7% F	2.9%	6.4% EF	4.3%	3.2%	4.7%	6.6% I	5.6%	5.5%	6.6% P	4.9%	4.7%	5.4%	5.9%

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 Overlap formulae used.

Q4. [SUMMARY - TOP3BOX (5-7)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	E	F	G	Н	l a i a	J	K	L	М	N	0	P	Q	R
Base: All respondents Weighted	4026 4026	1929 1953	2097 2073	1082 1119	611 606	898 884	1435 1417	2317 2313	440 540	348 427	214 262	1277 1544	1510 967	237 286	1603 1565	1106 1098	1297 1344	2634 3100	1392 926
weighted	2381	1162	1220	601		517	943	1268			147	857	669	165	934			1738	643
Medical research industry	59.1%	59.5%	58.8%	53.7%	321 53.0%	517	943 66.5%	1268 54.9%	314 58.1%	231 54.0%	56.0%	55.5%	69.1%	165 57.5%	934 59.7%	629 57.3%	808 60.2%	1738 56.1%	69.4%
wedical research industry	39.1%	39.3%	36.6%	33.7%	33.0%	CDG	CDEG	34.9%	36.176	34.0%	30.0%	33.3%	HIJKM	37.3%	59.7%	37.3%	60.2%	36.1%	Q 09.4%
	2226	1132	1094	595	322	488	821	1240	302	217	138	825	588	156	870	589	758	1653	573
Technology industry	55.3%	58.0%	52.7%	53.2%	53.1%	55.2%	57.9%	53.6%	55.8%	50.7%	52.8%	53.5%	60.8%	54.5%	55.6%	53.6%	56.4%	53.3%	61.8%
	2183	B 1067	1116	545	333	477	CG 828	1227	300	204	149	770	IJK 589	171	855	593	727	1604	Q 580
Tourism industry	54.2%	54.7%	53.8%	48.6%	55.0%	54.0%	58.5%	53.1%	55.6%	47.7%	57.0%	49.9%	60.9%	59.9%	54.6%	54.0%	54.1%	51.7%	62.6%
Tourism muustry	34.2 /6	34.776	33.076	40.076	C	C	CEG	C	1K	41.170	37.0%	43.370	HIK	IK	34.076	34.076	34.176	31.770	Q Q
	2137	1036	1102	548	302	438	849	1132	294	215	136	736	611	145	856	557	718	1538	599
Airline industry	53.1%	53.0%	53.1%	49.0%	50.0%	49.5%	59.9%	49.0%	54.5%	50.4%	51.8%	47.7%	63.2%	50.7%	54.7%	50.7%	53.4%	49.6%	64.6%
	1968	981	987	558	288	398	CDEG 724	1088	K 263	186	129	735	HIJKM 498	157	0 811	514	636	1480	Q 489
Restaurant industry	48.9%	50.2%	47.6%	49.9%	47.5%	45.0%	51.1%	47.0%	48.7%	43.5%	49.1%	47.6%	51.5%	54.9%	51.8%	46.8%	47.3%	47.7%	52.7%
restaurant moustry	40.570	30.270	47.070	EG	47.570	40.070	EG	47.070	40.770	40.070	45.170	47.070	IK	IK	OP OP	40.070	47.570	47.770	Q
	1873	890	983	470	262	364	777	954	273	193	110	684	459	153	783	488	596	1429	444
Banking industry	46.5%	45.6%	47.4%	42.0%	43.2%	41.2%	54.9%	41.3%	50.6%	45.2%	42.0%	44.3%	47.5%	53.6%	50.0%	44.4%	44.4%	46.1%	47.9%
	1830	888	942	488	259	389	CDEG 694	999	JK 243	162	124	666	481	IJK 155	OP 746	488	591	1359	471
Radio industry	45.5%	45.5%	45.4%	43.6%	42.7%	44.0%	49.0%	43.2%	44.9%	38.0%	47.3%	43.1%	49.7%	54.1%	47.6%	44.4%	44.0%	43.9%	50.8%
readio massiy	45.570	40.070	40.470	40.070	42.770	44.070	CDEG	40.270	1	30.070	1	40.170	IK	HIK	47.070	44.470	44.070	40.570	Q
	1830	926	904	472	265	412	681	1021	224	164	113	653	534	143	762	480	580	1304	526
Food manufacturing industry	45.5%	47.4%	43.6%	42.2%	43.8%	46.6%	48.0%	44.2%	41.5%	38.3%	43.0%	42.3%	55.2%	49.8%	48.7%	43.7%	43.2%	42.1%	56.8%
	1694	B 878	816	465	243	333	CG 653	900	252	166	132	578	HIJK 444	HIK 122	OP 651	450	585	1254	Q 440
Hydro-electric industry	42.1%	45.0%	39.3%	41.5%	40.2%	37.6%	46.1%	38.9%	46.6%	38.9%	50.5%	37.4%	45.9%	42.7%	41.6%	40.9%	43.5%	40.5%	47.5%
Trydro ciccine madsily		В					CDEG		IK		IK		IK						Q
	1684	815	869	450	236	354	645	900	202	163	107	606	474	132	726	433	517	1220	465
Drug and pharmaceutical industry	41.8%	41.7%	41.9%	40.2%	38.9%	40.1%	45.5%	38.9%	37.4%	38.3%	40.7%	39.3%	49.0%	46.0%	46.4%	39.4%	38.5%	39.3%	50.2%
	1669	837	832	444	250	361	CDEG 614	939	220	143	110	648	HIJK 429	H 118	OP 687	443	531	1252	Q 417
Beverage alcohol industry	41.5%	42.8%	40.1%	39.7%	41.2%	40.9%	43.3%	40.6%	40.8%	33.4%	42.1%	42.0%	44.4%	41.4%	43.9%	40.3%	39.5%	40.4%	45.0%
									1		1	I	I	I	Р				Q
	1662	803	858	439	253	339	631	914	221	153	120	597	458	114	701	440	515	1206	456
Retail industry	41.3%	41.1%	41.4%	39.2%	41.7%	38.4%	44.5% CEG	39.5%	40.8%	35.7%	45.8% IK	38.7%	47.3% HIKM	39.7%	44.8% OP	40.1%	38.3%	38.9%	49.2% Q
	1651	799	852	431	241	357	622	907	230	145	115	625	404	132	683	414	547	1255	395
Newspaper industry	41.0%	40.9%	41.1%	38.5%	39.8%	40.4%	43.9%	39.2%	42.6%	34.0%	43.9%	40.5%	41.8%	46.0%	43.6%	37.7%	40.7%	40.5%	42.7%
, , , , , , , , , , , , , , , , , , ,							CG		1		- 1		- 1	ı	0				
	1612	766	846	443	235	348	587	905	189	144	116	584	464	116	702	412	490	1158	454
Clothing Industry	40.0%	39.2%	40.8%	39.6%	38.8%	39.3%	41.4%	39.1%	34.9%	33.7%	44.4% HI	37.8%	47.9% HIKM	40.5%	44.9% OP	37.5%	36.4%	37.4%	49.0% Q
	1547	746	801	377	222	335	613	833	191	128	94	560	469	105	667	418	459	1088	459
Television industry	38.4%	38.2%	38.6%	33.7%	36.7%	37.9%	43.3%	36.0%	35.4%	29.9%	36.0%	36.3%	48.4%	36.7%	42.6%	38.0%	34.2%	35.1%	49.5%
							CDEG						HIJKM		OP				Q
Automobile industry	1544	766	778	405	247	305	587	840	225	141	89	569	409	110	650	413	471	1145	399
Automobile industry	38.3%	39.2%	37.5%	36.2%	40.7% EG	34.5%	41.4% CEG	36.3%	41.6%	33.1%	34.1%	36.9%	42.3% IJK	38.4%	41.6% OP	37.6%	35.1%	36.9%	43.0% Q
	1444	712	732	369	204	302	568	779	169	129	98	498	442	108	608	384	444	1006	438
Telecommunications industry	35.9%	36.5%	35.3%	32.9%	33.7%	34.2%	40.1%	33.7%	31.3%	30.2%	37.4%	32.3%	45.7%	37.6%	38.8%	35.0%	33.0%	32.5%	47.2%
	1441	723	717	370	216	290	CDEG 565	774	205	157	94	533	HIJKM 348	103	OP 586	372	477	1097	Q 343
Natural gas industry	35.8%	723 37.1%	34.6%	37.0	35.7%	32.8%	39.8%	33.5%	37.9%	36.8%	36.0%	34.6%	36.0%	35.9%	37.4%	33.8%	35.5%	35.4%	343
rational gas andustry	33.070	31.170	34.070	JJ. 1 /0	33.1 /0	32.070	CEG	33.370	31.370	30.076	30.076	34.070	30.076	33.370	31.470	33.070	33.376	33.470	31.170
	1354	640	715	365	196	298	496	767	164	93	91	519	388	99	547	376	424	986	368
Magazine industry	33.6%	32.8%	34.5%	32.6%	32.3%	33.7%	35.0%	33.2%	30.4%	21.9%	34.6%	33.6%	40.2%	34.6%	34.9%	34.3%	31.5%	31.8%	39.7%
	1243	593	650	366	174	223	479	657	1 168	108	82	444	HIK 337	103	525	307	404	909	Q 334
Insurance Industry	30.9%	30.4%	31.3%	32.7%	28.7%	25.3%	33.8%	28.4%	31.1%	25.4%	31.4%	28.8%	34.8%	35.9%	33.5%	28.0%	30.1%	29.3%	36.0%
,				EG			DEG	E			31.470		IK	IK	0				Q
	1171	614	557	342	175	232	422	651	143	123	72	417	332	84	464	316	388	842	329
Chemical industry	29.1%	31.4% B	26.9%	30.5% F	28.9%	26.3%	29.8%	28.1%	26.5%	28.8%	27.6%	27.0%	34.3% HK	29.2%	29.6%	28.8%	28.9%	27.2%	35.5%
	1097	470	627	344	169	237	347	657	122	84	75	403	336	77	487	294	311	772	325
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Q4. [SUMMARY - TOP3BOX (5-7)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Gen	der			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Cosmetic industry	27.2%	24.1%	30.2%	30.7%	27.9%	26.8%	24.5%	28.4%	22.6%	19.6%	28.6%	26.1%	34.7%	27.0%	31.1%	26.8%	23.2%	24.9%	35.1%
			A	F				F			1	I	HIKM	I	OP	P			Q
	963	481	481	287	138	191	346	531	148	138	70	339	199	69	403	253	303	771	192
Oil industry	23.9%	24.6%	23.2%	25.7%	22.7%	21.6%	24.4%	23.0%	27.5%	32.2%	26.7%	22.0%	20.5%	24.1%	25.8%	23.0%	22.5%	24.9%	20.7%
				EG					KL	KLM	L							R	
	890	423	468	273	138	189	290	526	99	62	59	317	283	70	417	233	235	611	280
Advertising industry	22.1%	21.6%	22.6%	24.4%	22.8%	21.4%	20.5%	22.7%	18.4%	14.5%	22.5%	20.6%	29.3%	24.5%	26.7%	21.2%	17.5%	19.7%	30.2%
				F							1		HIJK	ı	OP	Р			Q
	522	262	260	211	77	107	127	339	47	43	36	217	130	50	241	138	142	394	128
Tobacco industry	13.0%	13.4%	12.5%	18.8%	12.7%	12.1%	9.0%	14.7%	8.6%	10.1%	13.6%	14.1%	13.4%	17.3%	15.4%	12.5%	10.6%	12.7%	13.8%
				DEFG	F	F		EF				Н	Н	HI	OP				

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 Overlap formulae used.

Q4. [SUMMARY - LOW3BOX (1-3)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger				Age					Reg					Education			of Survey
		Ger	ider			Age					Reg	ion				Education		Language	or Survey
	Total	Male A	Female B	18-34 C	35-44 D	45-54 E	55+ F	25-54 G	BC H	АВ	MAN/SASK	ONT	QB	ATL M	<college N</college 	College	University+	English	French
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
	2689	1356	1333	674	404	596	1016	1499	389	307	181	974	652	187	964	737	979	2068	621
Tobacco industry	66.8%	69.5% B	64.3%	60.2%	66.7% C	67.5% CG	71.7% CDEG	64.8% C	72.1% K	71.8% K	69.1%	63.1%	67.4% K	65.4%	61.6%	67.1% N	72.9% NO	66.7%	67.1%
	1981	1002	979	542	285	440	714	1112	279	242	123	782	425	131	668	575	732	1584	397
Advertising industry	49.2%	51.3%	47.2%	48.4%	47.1%	49.7%	50.4%	48.1%	51.7%	56.6%	47.1%	50.6%	43.9%	45.6%	42.7%	52.4%	54.5%	51.1%	42.9%
	1051	B	000	540		445	^	4400	L	JKLM	100	L	505	146	740	N	N 664	R	
Oil industry	1951 48.5%	991 50.8%	960 46.3%	540 48.3%	289 47.7%	445 50.3%	677 47.8%	1133 49.0%	241 44.6%	169 39.6%	102 38.8%	758 49.1%	535 55.3%	51.1%	716 45.7%	561 51.1%	49.4%	1440 46.5%	511 55.2%
On modelity		В									30.070	IJ	HIJK	IJ		N			Q
	1676	870	806	441	260	437	538	1035	209	185	105	702	361	113	585	498	588	1327	349
Insurance Industry	41.6%	44.6% B	38.9%	39.4%	42.9%	49.4% CDFG	37.9%	44.7% CF	38.7%	43.3% L	40.2%	45.4% HL	37.4%	39.6%	37.3%	45.3% N	43.7% N	42.8% R	37.6%
	1606	863	743	437	221	350	598	887	239	193	105	630	323	116	544	453	602	1304	302
Cosmetic industry	39.9%	44.2%	35.8%	39.1%	36.5%	39.6%	42.2%	38.4%	44.2%	45.1%	40.2%	40.8%	33.4%	40.6%	34.8%	41.2%	44.8%	42.1%	32.6%
	1500	732	768	403	216	356	DG 525	877	L 220	168	95	578	322	116	553	N 429	N 511	R 1197	303
Chemical industry	37.3%	37.5%	37.0%	36.0%	35.7%	40.2%	37.1%	37.9%	40.8%	39.3%	36.4%	37.5%	33.3%	40.5%	35.3%	39.1%	38.0%	38.6%	32.7%
,									L	L		L		L				R	
T-li-dust-	1298 32.2%	665 34.0%	634 30.6%	395 35.3%	198 32.7%	308 34.8%	397 28.0%	807 34.9%	176 32.6%	153 35.9%	77 29.4%	555 36.0%	246 25.5%	91 31.7%	430 27.5%	371 33.8%	490 36.4%	1074 34.6%	225 24.3%
Telecommunications industry	32.2%	34.0% B	30.6%	35.3% F	32.1% F	34.8% F	28.0%	34.9% F	32.6% L	35.9% L	29.4%	36.0% L	25.5%	31.7% L	21.5%	33.8% N	36.4% N	34.6% R	24.3%
	1286	654	632	361	183	319	423	762	172	139	56	507	313	99	451	375	455	993	294
Natural gas industry	31.9%	33.5% B	30.5%	32.2%	30.3%	36.1% DFG	29.8%	32.9%	31.9% J	32.5%	21.4%	32.9% J	32.4% J	34.6%	28.8%	34.1% N	33.8% N	32.0%	31.7%
	1285	639	645	364	205	309	407	797	183	151	82	515	267	87	436	376	469	1043	242
Drug and pharmaceutical industry	31.9%	32.7%	31.1%	32.5%	33.8%	34.9%	28.7%	34.5%	33.9%	35.3%	31.3%	33.3%	27.6%	30.3%	27.8%	34.3%	34.9%	33.6%	26.1%
	1182	626	556	363	F 171	F 237	410	F 665	L 165	L 170	65	L 443	261	79	423	N 331	N 424	R 936	246
Magazine industry	29.4%	32.1%	26.8%	32.5%	28.3%	26.8%	29.0%	28.7%	30.5%	39.7%	24.8%	28.7%	27.0%	27.5%	27.0%	30.1%	31.5%	30.2%	26.6%
,		В		EG						HJKLM							N	R	
	1173	574	599	338	159	301	376	699	140	116	82	476	276	83	395	352	423	920	253
Automobile industry	29.1%	29.4%	28.9%	30.2% F	26.2%	34.0% DFG	26.5%	30.2% DF	25.9%	27.3%	31.3%	30.9%	28.5%	29.1%	25.2%	32.1% N	31.5% N	29.7%	27.3%
	1138	567	571	355	173	255	355	685	151	152	70	469	226	70	384	328	420	935	203
Television industry	28.3%	29.0%	27.6%	31.7% F	28.6%	28.8%	25.1%	29.6%	28.0%	35.6% HJLM	26.6%	30.4% L	23.4%	24.5%	24.5%	29.8% N	31.3%	30.2% R	21.9%
	1132	578	554	301	161	273	397	670	123	108	46	517	261	77	456	338	N 334	897	236
Hydro-electric industry	28.1%	29.6%	26.7%	26.9%	26.6%	30.9%	28.0%	29.0%	22.8%	25.3%	17.7%	33.5%	27.0%	27.0%	29.1%	30.7%	24.9%	28.9%	25.4%
	1093	B 584	509	319	186	269	319	697	140	J 127	69	HIJL 434	J 250	J 65	P 385	P 329	374	R 847	246
Banking industry	27.2%	29.9%	24.6%	28.5%	30.7%	30.4%	22.5%	30.1%	26.0%	29.8%	68 25.8%	28.1%	259 26.8%	22.8%	24.6%	29.9%	27.8%	27.3%	26.6%
Samming models,		В	24.070	F	F	F	22.070	F			20.070		20.070		24.070	N		21.070	20.070
	1092	570	521	313	173	249	357	661	133	132	61	414	283	68	388	319	378	825	266
Newspaper industry	27.1%	29.2% B	25.1%	28.0%	28.5%	28.1%	25.2%	28.6% F	24.6%	31.0% H	23.4%	26.8%	29.2%	23.7%	24.8%	29.1% N	28.2% N	26.6%	28.8%
	1045	523	522	307	162	234	341	618	144	130	65	414	212	80	331	318	391	846	199
Clothing Industry	25.9%	26.8%	25.2%	27.5%	26.8%	26.5%	24.1%	26.7%	26.6%	30.4%	24.8%	26.9%	21.9%	27.9%	21.2%	29.0% N	29.1%	27.3%	21.4%
	1042	514	528	307	153	246	336	621	L 129	117	64	401	263	68	340	303	N 393	798	243
Beverage alcohol industry	25.9%	26.3%	25.5%	27.4%	25.2%	27.8%	23.7%	26.8%	23.9%	27.3%	24.2%	26.0%	27.2%	23.7%	21.7%	27.6%	29.3%	25.7%	26.3%
	962	475	488	F 293	141	F 209	320	F 570	120	120	56	397	196	73	313	N 287	N 358	789	173
Retail industry	23.9%	24.3%	23.5%	293 26.1%	23.2%	23.6%	22.6%	24.6%	22.3%	28.1%	21.5%	25.7%	20.3%	25.4%	20.0%	26.1%	26.6%	789 25.5%	173
,				F						L		L				N	N	R	
Food according to the state of	950	426	524	301	142	213	294	577	140	131	51	386	176	66	334	289	322	797	154
Food manufacturing industry	23.6%	21.8%	25.3% A	26.9% F	23.5%	24.1%	20.7%	24.9% F	25.9% L	30.7% JKLM	19.6%	25.0% L	18.1%	23.2%	21.4%	26.3% N	24.0%	25.7% R	16.6%
	828	428	401	262	115	176	275	485	99	122	53	330	189	36	285	239	301	659	169
Radio industry	20.6%	21.9%	19.3%	23.4% DFG	19.0%	19.9%	19.4%	21.0%	18.4%	28.5% HJKLM	20.1% M	21.4% M	19.5% M	12.7%	18.2%	21.8% N	22.4% N	21.3% R	18.2%
	750	365	385	230	109	165	247	444	92	93	М 51	296	178	39	273	217	257	589	161
Restaurant industry	18.6%	18.7%	18.6%	20.5%	18.0%	18.7%	17.4%	19.2%	17.1%	21.8%	19.7%	19.2%	18.4%	13.5%	17.4%	19.7%	19.1%	19.0%	17.4%
	684	351	334	210	118	156	200	438	90	M 77	56	M 296	117	47	247	210	225	586	98
I control of the cont		551	554	210	110	130	200	730	30		30	230	117	71	441	210	223	550	- 50

Q4. [SUMMARY - LOW3BOX (1-3)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Gen	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Airline industry	17.0%	18.0%	16.1%	18.8%	19.5%	17.6%	14.1%	18.9%	16.7%	18.1%	21.5%	19.2%	12.1%	16.5%	15.8%	19.1%	16.8%	18.9%	10.6%
				F	F	F		F	L	L		L				N		R	
	672	330	342	215	108	160	189	433	86	82	37	290	125	52	246	202	222	564	108
Medical research industry	16.7%	16.9%	16.5%	19.2%	17.8%	18.0%	13.4%	18.7%	15.9%	19.2%	14.1%	18.8%	12.9%	18.1%	15.7%	18.4%	16.5%	18.2%	11.7%
				F	F	F		F		L		L		L				R	
	622	322	300	190	87	151	193	374	64	80	39	286	123	30	225	177	217	516	106
Tourism industry	15.4%	16.5%	14.5%	17.0%	14.4%	17.1%	13.6%	16.2%	11.8%	18.6%	14.9%	18.5%	12.7%	10.6%	14.3%	16.1%	16.2%	16.6%	11.5%
				F		F		F		HLM		HLM						R	
	588	279	308	202	79	137	171	360	70	65	40	254	117	41	222	179	184	483	105
Technology industry	14.6%	14.3%	14.9%	18.0%	13.0%	15.5%	12.0%	15.6%	13.0%	15.2%	15.4%	16.5%	12.1%	14.4%	14.2%	16.3%	13.7%	15.6%	11.3%
				DFG		F		DF				L						R	

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 Overlap formulae used.

Q4. [SUMMARY - LOW2BOX (1-2)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Regi	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44 D	45-54 E	55+ E	25-54	ВС	АВ	MAN/SASK	ONT	QB	ATL M	<college N</college 	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	611	898	1435	G 2317	H 440	348	J 214	1277	1510	M 237	1603	1106	1297	Q 2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
	2140	1110	1030	546	320	480	794	1206	324	242	147	774	506	146	756	578	798	1656	484
Tobacco industry	53.2%	56.9% B	49.7%	48.8%	52.9%	54.3% C	56.0% CG	52.1% C	60.0% KLM	56.6% K	56.1%	50.2%	52.4%	51.1%	48.3%	52.7% N	59.4% NO	53.4%	52.2%
	1326	678	648	375	196	313	441	782	164	101	71	521	385	86	491	377	452	957	369
Oil industry	32.9%	34.7%	31.3%	33.5%	32.4%	35.4%	31.1%	33.8%	30.3%	23.6%	27.1%	33.7%	39.8%	30.0%	31.4%	34.3%	33.7%	30.9%	39.9%
	1209	B 634	575	341	168	F 263	436	669	182	156	75	471	HIJKM 243	81	390	362	453	991	217
Advertising industry	30.0%	32.5%	27.7%	30.5%	27.8%	29.8%	30.8%	28.9%	33.7%	36.5%	28.5%	30.5%	25.1%	28.3%	24.9%	33.0%	33.7%	32.0%	23.4%
	1024	B 552	472	269	163	271	321	642	L 130	KLM 103	64	L 453	203	71	361	N 306	N 353	R 832	192
Insurance Industry	25.4%	28.3%	22.7%	24.0%	26.8%	30.6%	22.7%	27.7%	24.1%	24.1%	24.3%	29.3%	20.9%	24.9%	23.0%	27.8%	26.3%	26.8%	20.7%
		В				CFG		CF				HL				N		R	
Cosmetic industry	884 22.0%	506 25.9%	378 18.3%	219 19.6%	117 19.3%	208 23.6%	340 24.0%	488 21.1%	127 23.5%	109 25.6%	58 22.0%	360 23.3%	159 16.5%	71 25.0%	282 18.0%	259 23.5%	339 25.2%	736 23.7%	148 16.0%
Cosmetic industry		B B	10.376		13.376	CG	CDG	21.170	23.376 L	23.076 L	L L	L L	10.576	L 23.076	10.076	N N	N N	R R	
	847	429	418	233	125	207	282	512	118	85	62	331	179	72	315	257	270	680	167
Chemical industry	21.0%	22.0%	20.2%	20.8%	20.6%	23.4%	19.9%	22.1%	21.9%	19.8%	23.8%	21.4%	18.5%	25.3% L	20.1%	23.4% N	20.1%	21.9% R	18.1%
	771	400	371	233	123	191	224	497	123	92	45	308	148	54	266	242	261	637	134
Drug and pharmaceutical industry	19.2%	20.5% B	17.9%	20.8%	20.3%	21.6%	15.8%	21.5%	22.8% L	21.6%	17.3%	20.0%	15.3%	19.0%	17.0%	22.0% N	19.4%	20.6% R	14.5%
	747	386	361	215	112	194	226	457	99	72	26	307	185	58	267	225	250	577	171
Natural gas industry	18.6%	19.8%	17.4%	19.2%	18.6%	21.9%	15.9%	19.8%	18.4%	16.9%	9.8%	19.9%	19.1%	20.3%	17.1%	20.5%	18.6%	18.6%	18.4%
	705	388	317	F 219	114	FG 177	195	F 452	J 92	J 90	33	J 319	J 124	J 47	222	N 211	270	599	107
Telecommunications industry	17.5%	19.9%	15.3%	19.6%	18.8%	20.0%	13.8%	19.6%	17.1%	21.0%	12.7%	20.7%	12.8%	16.5%	14.2%	19.2%	20.1%	19.3%	11.5%
<u> </u>		В		F	F	F		F	L	JL		JL				N	N	R	
Hydro-electric industry	629 15.6%	315 16.1%	314 15.1%	169 15.1%	87 14.4%	168 19.0%	204 14.4%	391 16.9%	62 11.4%	58 13.5%	18 7.0%	310 20.1%	137 14.1%	45 15.6%	272 17.4%	186 17.0%	168 12.5%	504 16.3%	125 13.5%
Tryate dissails industry						CDFG				J		HIJL	J	J	Р	Р		R	
B. H. S. L.	628	346	282	190	96	176	166	418	78	77	39	245	144	45	237	191	197	494	134
Banking industry	15.6%	17.7% B	13.6%	17.0% F	15.8% F	19.9% F	11.7%	18.1% F	14.4%	18.1%	15.0%	15.9%	14.9%	15.6%	15.1%	17.4%	14.7%	15.9%	14.4%
	579	299	279	192	87	118	182	336	69	71	29	235	133	41	196	171	209	454	125
Magazine industry	14.4%	15.3%	13.5%	17.2% EFG	14.3%	13.3%	12.8%	14.5%	12.7%	16.7%	11.2%	15.2%	13.7%	14.4%	12.5%	15.6% N	15.6% N	14.6%	13.4%
	544	272	272	166	84	146	147	351	64	50	43	224	126	37	174	178	189	430	113
Automobile industry	13.5%	13.9%	13.1%	14.8%	13.8%	16.6%	10.4%	15.2%	11.8%	11.7%	16.3%	14.5%	13.0%	13.1%	11.1%	16.2% N	14.1% N	13.9%	12.2%
	536	285	251	171	78	123	164	327	63	66	26	197	150	34	179	168	186	398	138
Newspaper industry	13.3%	14.6%	12.1%	15.3%	12.9%	13.9%	11.6%	14.2%	11.6%	15.5%	9.8%	12.8%	15.5%	11.8%	11.4%	15.3%	13.8%	12.8%	14.9%
	534	B 281	252	F 167	84	132	151	F 334	68	60	31	232	HJK 102	41	181	N 163	187	445	89
Television industry	13.3%	14.4%	12.2%	14.9%	13.8%	14.9%	10.7%	14.4%	12.5%	14.1%	11.7%	15.0%	10.5%	14.4%	11.6%	14.9%	13.9%	14.3%	9.6%
		В	070	F	F	F	450	F 332				L	400	40		N	407	R	
Beverage alcohol industry	521 12.9%	247 12.7%	273 13.2%	158 14.2%	81 13.3%	125 14.2%	156 11.0%	14.4%	58 10.7%	53 12.4%	37 13.9%	205 13.3%	128 13.3%	40 14.0%	177 11.3%	154 14.0%	187 13.9%	400 12.9%	121 13.0%
,				F		F		F								N	N		
Clathia laduate	464 11.5%	240	224 10.8%	142	69	118 13.4%	134 9.5%	288 12.5%	65	54 12.6%	31	186	92 9.5%	36 12.6%	149 9.5%	143 13.0%	169 12.6%	383 12.3%	81 8.8%
Clothing Industry	11.5%	12.3%	10.8%	12.7% F	11.4%	13.4% F	9.5%	12.5% F	12.0%	12.0%	11.7%	12.1% L	9.5%	12.0%	9.5%	13.0% N	12.6% N	12.3% R	8.8%
	457	218	240	162	63	96	135	277	63	66	21	196	86	26	166	144	144	384	74
Food manufacturing industry	11.4%	11.2%	11.6%	14.5% DEFG	10.5%	10.9%	9.6%	12.0% F	11.7%	15.5% JLM	8.0%	12.7% JL	8.9%	8.9%	10.6%	13.1% N	10.7%	12.4% R	7.9%
	423	208	215	130	72	97	124	265	48	49	26	179	94	28	137	141	143	341	82
Retail industry	10.5%	10.7%	10.3%	11.7%	11.9%	10.9%	8.7%	11.4%	8.9%	11.5%	9.8%	11.6%	9.7%	9.7%	8.8%	12.8% N	10.7%	11.0%	8.9%
	371	206	165	129	47	82	113	223	36	42	17	166	93	17	126	104	139	R 287	84
Radio industry	9.2%	10.5%	8.0%	11.5%	7.7%	9.3%	8.0%	9.6%	6.6%	9.7%	6.6%	10.8%	9.6%	6.0%	8.0%	9.5%	10.3%	9.3%	9.1%
	341	B 172	170	DFG 115	63	78	85	231	43	43	20	HM 155	H 54	27	132	110	N 97	292	50
Medical research industry	8.5%	8.8%	8.2%	10.3%	10.4%	8.8%	6.0%	10.0%	8.0%	10.0%	7.6%	10.0%	5.6%	9.3%	8.4%	10.0%	7.2%	9.4%	5.4%
				F	F	F		F		L		L		L		Р		R	
	309	152	157	104	46	67	92	191	33	29	22	140	71	13	113	96	99	246	63

Q4. [SUMMARY - LOW2BOX (1-2)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Restaurant industry	7.7%	7.8%	7.6%	9.3%	7.6%	7.6%	6.5%	8.2%	6.2%	6.9%	8.4%	9.1%	7.3%	4.7%	7.2%	8.7%	7.4%	7.9%	6.8%
				F								М							
	291	157	134	94	49	74	74	193	36	30	16	140	51	17	97	95	96	245	45
Airline industry	7.2%	8.0%	6.5%	8.4%	8.2%	8.3%	5.2%	8.3%	6.6%	7.1%	6.1%	9.1%	5.3%	5.9%	6.2%	8.7%	7.1%	7.9%	4.9%
				F	F	F		F				L				N		R	
	258	134	124	82	43	67	66	166	25	33	13	131	49	7	89	75	91	217	40
Tourism industry	6.4%	6.8%	6.0%	7.3%	7.1%	7.6%	4.6%	7.2%	4.6%	7.7%	5.1%	8.5%	5.0%	2.5%	5.7%	6.9%	6.8%	7.0%	4.3%
				F	F	F		F		M		HLM						R	
	255	128	126	93	33	66	63	172	28	33	17	109	50	17	92	76	84	208	47
Technology industry	6.3%	6.6%	6.1%	8.3%	5.5%	7.5%	4.4%	7.4%	5.2%	7.7%	6.6%	7.1%	5.2%	5.9%	5.9%	7.0%	6.2%	6.7%	5.1%
				DF		F		DF				L						R	

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 Overlap formulae used.

Q4. [SUMMARY - LOWBOX (1)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age		1		<u> </u>	Reg	ion	<u> </u>			Education		Language	of Survey
	Total	Male A	Female B	18-34 C	35-44 D	45-54 E	55+ F	25-54 G	BC H	AB	MAN/SASK J	ONT K	QB L	ATL M	<college N</college 	College	University+	English Q	French R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
	1427	761	666	371	230	305	521	819	232	169	102	496	341	87	481	384	555	1114	314
Tobacco industry	35.4%	39.0% B	32.1%	33.1%	38.0%	34.5%	36.8%	35.4%	43.0% KLM	39.6% KM	38.9%	32.1%	35.2%	30.4%	30.7%	35.0% N	41.3% NO	35.9%	33.8%
	729	403	326	224	101	175	229	442	96	52	27	283	219	52	273	221	231	521	208
Oil industry	18.1%	20.7% B	15.7%	20.0% F	16.7%	19.8%	16.2%	19.1%	17.8% IJ	12.1%	10.3%	18.4% IJ	22.7% HIJK	18.2% IJ	17.4%	20.1%	17.2%	16.8%	22.5% Q
	549	325	224	157	81	F 124	187	318	80	74	28	219	114	34	173	171	202	456	94
Advertising industry	13.6%	16.6%	10.8%	14.1%	13.4%	14.0%	13.2%	13.7%	14.8%	17.2%	10.8%	14.2%	11.8%	11.9%	11.0%	15.6%	15.1%	14.7%	10.1%
	490	B 291	400	134	88	400	146	315	64	JL 49	29	220	92	35	166	N 151	N 170	R 407	
Insurance Industry	12.2%	14.9%	199 9.6%	134	14.6%	122 13.8%	10.3%	13.6%	11.9%	11.5%	11.3%	14.3%	9.6%	12.2%	10.6%	13.7%	170	13.1%	83 9.0%
mourance moustry	12.276	B	3.076	12.076	F	F	10.576	F	11.576	11.576	11.5%	L	3.076		10.076	N		R R	3.078
	401	206	195	113	62	102	124	250	57	38	18	169	83	36	161	128	109	325	76
Chemical industry	10.0%	10.5%	9.4%	10.1%	10.2%	11.5% F	8.8%	10.8%	10.5%	8.9%	7.0%	11.0%	8.5%	12.7% JL	10.3%	11.6%	8.1%	10.5% R	8.2%
	386	231	154	99	53	89	144	211	58	50	17	161	63	36	134	106	143	331	55
Cosmetic industry	9.6%	11.8%	7.4%	8.9%	8.8%	10.1%	10.2%	9.1%	10.7%	11.8%	6.6%	10.4%	6.5%	12.7%	8.5%	9.6%	10.6%	10.7%	5.9%
	374	B 191	182	116	51	97	109	233	L 54	JL 38	11	L 148	88	JL 35	133	113	126	R 294	80
Natural gas industry	9.3%	9.8%	8.8%	10.4%	8.5%	11.0%	7.7%	10.1%	10.0%	8.9%	4.2%	9.6%	9.1%	12.3%	8.5%	10.3%	9.3%	9.5%	8.6%
,				F		F		F	J	J		J	J	J					
	372	189	183	124	58	90	100	245	54	44	21	160	66	27	131	127	111	313	59
Drug and pharmaceutical industry	9.2%	9.7%	8.8%	11.1% F	9.5%	10.1% F	7.0%	10.6% F	10.0% L	10.3% L	8.0%	10.3% L	6.8%	9.3%	8.4%	11.6% NP	8.2%	10.1% R	6.3%
	305	174	130	102	55	71	77	204	27	44	11	149	54	19	88	99	115	263	41
Telecommunications industry	7.6%	8.9%	6.3%	9.1%	9.1%	8.1%	5.4%	8.8%	5.0%	10.3%	4.2%	9.6%	5.6%	6.8%	5.6%	9.0%	8.6%	8.5%	4.4%
	298	B 183	115	F 89	F 49	F 79	82	197	43	HJL 34	16	HJL 117	67	20	113	N 97	N 86	R 237	61
Banking industry	7.4%	9.4%	5.6%	7.9%	8.1%	8.9%	5.8%	8.5%	8.0%	8.0%	6.1%	7.6%	6.9%	7.1%	7.2%	8.8%	6.4%	7.6%	6.6%
		В		F		F		F								Р			
Hydro-electric industry	291 7.2%	157 8.1%	134 6.4%	73 6.5%	49 8.2%	74 8.4%	94 6.6%	187 8.1%	30 5.5%	26 6.0%	2.8%	144 9.3%	63 6.5%	22 7.6%	127 8.1%	87 7.9%	74 5.5%	234 7.6%	56 6.1%
nydro-electric industry	1.2%	8.1%	6.4%	0.5%	8.2%	8.4%	0.0%	8.1% C	5.5%	6.0%	2.8%	9.3% HJL	0.5% J	7.6% J	8.1% P	7.9% P	5.5%	7.0%	6.1%
	223	130	92	72	34	48	68	137	24	33	6	87	60	12	74	71	75	167	55
Newspaper industry	5.5%	6.7% B	4.4%	6.5%	5.6%	5.5%	4.8%	5.9%	4.4%	7.7% HJ	2.4%	5.7% J	6.2% J	4.2%	4.7%	6.5%	5.6%	5.4%	5.9%
	222	120	101	77	40	50	55	145	25	20	12	97	53	16	76	77	66	174	47
Automobile industry	5.5%	6.2%	4.9%	6.8%	6.7%	5.6%	3.9%	6.3%	4.6%	4.6%	4.7%	6.3%	5.4%	5.5%	4.9%	7.0%	4.9%	5.6%	5.1%
	218	123	96	F 81	F 29	46	62	F 138	26	25	9	98	48	13	70	NP 80	66	175	43
Magazine industry	5.4%	6.3%	4.6%	7.3%	4.8%	5.2%	4.4%	6.0%	4.8%	5.7%	3.3%	6.4%	4.9%	4.7%	4.5%	7.3%	4.9%	5.7%	4.6%
g		В		F				F								NP			
B	218	109	109	73	33	53	59	145	27	21	11	92	49	18	74	65	76	172	45
Beverage alcohol industry	5.4%	5.6%	5.2%	6.5% F	5.5%	5.9%	4.2%	6.3% F	5.0%	4.9%	4.2%	6.0%	5.0%	6.3%	4.7%	5.9%	5.6%	5.6%	4.9%
	215	114	101	78	39	42	55	138	25	29	10	93	44	13	77	64	72	181	34
Television industry	5.3%	5.8%	4.9%	6.9%	6.5%	4.8%	3.9%	6.0%	4.5%	6.9%	3.7%	6.1%	4.6%	4.7%	4.9%	5.8%	5.4%	5.8%	3.7%
	171	85	86	67	22	36	47	109	25	27	9	73	27	11	67	55	47	R 147	24
Food manufacturing industry	4.2%	4.4%	4.1%	6.0%	3.6%	4.0%	3.3%	4.7%	4.6%	6.3%	3.3%	4.7%	2.8%	3.8%	4.3%	5.0%	3.5%	4.7%	2.6%
	450			DFG				F		L	_	L	0.5			46	45	R	
Retail industry	152 3.8%	77 3.9%	75 3.6%	56 5.0%	24 3.9%	32 3.6%	40 2.8%	100 4.3%	20 3.7%	20 4.6%	2.8%	64 4.2%	35 3.6%	6 2.1%	59 3.8%	46 4.2%	45 3.4%	123 4.0%	29 3.1%
		5.570		F				F		7.070	2.070								
	150	79	72	56	28	33	33	104	26	17	9	65	21	12	59	51	38	131	20
Medical research industry	3.7%	4.0%	3.5%	5.0% F	4.7% F	3.7%	2.3%	4.5% F	4.8% L	4.0%	3.3%	4.2% L	2.2%	4.2%	3.8%	4.6% P	2.8%	4.2% R	2.1%
	146	89	57	65	21	32	29	99	16	17	7	58	40	7	54	43	46	112	34
Radio industry	3.6%	4.6%	2.8%	5.8%	3.5%	3.6%	2.0%	4.3%	3.0%	4.0%	2.8%	3.8%	4.1%	2.6%	3.5%	3.9%	3.4%	3.6%	3.7%
	144	70	74	DEFG 54	23	F 33	34	F 102	21	21	4	56	34	8	47	44	50	119	25
Clothing Industry	3.6%	3.6%	3.5%	4.8%	3.8%	3.7%	2.4%	4.4%	3.9%	4.9%	1.4%	3.6%	3.5%	2.9%	3.0%	4.1%	3.7%	3.8%	2.7%
,,				F				F		J									
	125	80	45	42	24	31	30	86	22	12	6	61	22	2	44	44	35	109	17

Q4. [SUMMARY - LOWBOX (1)] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Gen	nder			Age					Reg	jion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Airline industry	3.1%	4.1%	2.2%	3.7%	3.9%	3.5%	2.1%	3.7%	4.1%	2.8%	2.4%	3.9%	2.3%	0.8%	2.8%	4.0%	2.6%	3.5%	1.8%
		В		F	F	F		F	LM			LM						R	
	111	55	56	44	16	29	22	83	12	13	7	47	27	4	41	40	29	88	23
Restaurant industry	2.8%	2.8%	2.7%	3.9%	2.7%	3.3%	1.5%	3.6%	2.3%	3.1%	2.8%	3.1%	2.8%	1.3%	2.6%	3.6%	2.2%	2.9%	2.4%
				F		F		F								Р			
	100	58	42	41	12	26	21	73	14	18	3	44	17	5	36	31	31	84	15
Technology industry	2.5%	3.0%	2.0%	3.6%	2.0%	2.9%	1.5%	3.2%	2.5%	4.3%	1.0%	2.8%	1.7%	1.7%	2.3%	2.8%	2.3%	2.7%	1.7%
				F		F		F		JL								R	
	98	52	46	43	19	19	18	71	12	7	6	53	19	0	40	31	26	84	14
Tourism industry	2.4%	2.7%	2.2%	3.8%	3.1%	2.1%	1.3%	3.1%	2.3%	1.7%	2.4%	3.5%	1.9%	-	2.5%	2.9%	1.9%	2.7%	1.5%
				EF	F			EF	М	M	M	LM	M					R	

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 Overlap formulae used.

Q4\_01. [Food manufacturing industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response on a scale from 1 to 7, where 1 means you or opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reç	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
D All 1	4000	A	B	C	D	E	F	G	H	l out	J	K	L	M	N	0	P	Q	R
Base: All respondents Weighted	4026 4026	1929 1953	2097 2073	1082 1119	611 606	898 884	1435 1417	2317 2313	440 540	348 427	214 262	1277 1544	1510 967	237 286	1603 1565	1106 1098	1297 1344	2634 3100	1392 926
	4026	1955	2073	1119	606	004	1417	2313	540	421	202	1544	907	200	1505	1098	1344	3100	920
Food manufacturing industry	136	78	57	58	18	26	34	79	12	C C	6	56	48	7	64	29	42	93	43
7	3.4%	4.0%	2.8%	5.2%		3.0%	2.4%	3.4%	2.3%	6 1.4%	2.4%	3.6%	4.9%	2.6%	4.1%	2.6%	3.1%		4.6%
7 - Extremely trustworthy	3.4%	4.0% B	2.8%	DEFG	2.9%	3.0%	2.4%	3.4%	2.3%	1.4%	2.4%	3.0%	4.9% HI	2.6%	4.1%	2.0%	3.1%	3.0%	4.6% Q
	667	337	330	158	104	132	273	357	77	52	37	233	216	52	292	178	193	451	216
6	16.6%	17.3%	15.9%	14.2%	17.1%	14.9%	19.3%	15.4%	14.3%	12.1%	14.0%	15.1%	22.3%	18.2%	18.7%	16.2%	14.4%	14.6%	23.3%
							CEG						HIJK	I	P				Q
	1027	510	517	256	144	254	374	586	135	106	70	363	270	83	405	273	344	760	267
5	25.5%	26.1%	24.9%	22.8%	23.8%	28.7%	26.4%	25.3%	25.0%	24.8%	26.6%	23.5%	27.9%	29.1%	25.9%	24.8%	25.6%	24.5%	28.8%
						CDG	С	С					K						Q
	1036	523	513	269	159	214	393	580	147	109	84	422	213	60	365	271	397	829	207
4	25.7%	26.8%	24.7%	24.1%	26.3%	24.3%	27.7%	25.1%	27.3%	25.6%	32.3%	27.3%	22.0%	21.1%	23.3%	24.7%	29.6%	26.8%	22.3%
	400		20.4	400	70	447	C	000	L	0.5	LM	LM			400		NO	R	
_	493	208	284	139	79	117	158	299	77	65	31	190	90	41	169	144	178	413	80
3	12.2%	10.7%	13.7% A	12.4%	13.0%	13.2%	11.2%	12.9%	14.3% L	15.2% L	11.7%	12.3% L	9.3%	14.3% L	10.8%	13.1%	13.3% N	13.3% R	8.6%
	286	133	154	95	42	61	89	168	38	39	12	123	59	15	99	90	97	237	50
2	7.1%	6.8%	7.4%	8.5%	6.9%	6.9%	6.3%	7.3%	7.1%	9.2%	4.7%	8.0%	6.1%	5.1%	6.3%	8.2%	7.2%	7.6%	5.4%
f	7.170	0.076	7.470	6.5 % F	0.576	0.576	0.376	1.576	7.170	JL	4.770	0.076	0.176	5.176	0.576	0.276	1.270	7.0% R	3.476
	171	85	86	67	22	36	47	109	25	27	9	73	27	11	67	55	47	147	24
1 - Not trustworthy at all	4.2%	4.4%	4.1%	6.0%	3.6%	4.0%	3.3%	4.7%	4.6%	6.3%	3.3%	4.7%	2.8%	3.8%	4.3%	5.0%	3.5%	4.7%	2.6%
		,	,	DFG			0.070	F		L		L					0.0.0	R	
	210	78	132	77	38	45	50	135	28	23	13	84	45	17	104	59	44	170	40
Don't Know	5.2%	4.0%	6.4%	6.9%	6.3%	5.1%	3.5%	5.8%	5.2%	5.4%	5.1%	5.4%	4.6%	5.8%	6.6%	5.4%	3.3%	5.5%	4.3%
			Α	F	F			F							Р	Р			
Summary																			
	136	78	57	58	18	26	34	79	12	6	6	56	48	7	64	29	42	93	43
TopBox (7)	3.4%	4.0%	2.8%	5.2%	2.9%	3.0%	2.4%	3.4%	2.3%	1.4%	2.4%	3.6%	4.9%	2.6%	4.1%	2.6%	3.1%	3.0%	4.6%
	000	B	207	DEFG 216	404	450	307	400	00	50	40	289	HI 264		0 357	207	235	544	Q 259
T0P (0.7)	803	416	387		121	158		436	89	58	43			59		207			
Top2Box (6-7)	19.9%	21.3% B	18.7%	19.3%	20.0%	17.9%	21.7% EG	18.8%	16.6%	13.6%	16.4%	18.7%	27.3% HIJKM	20.7%	22.8% OP	18.9%	17.5%	17.5%	28.0% Q
	1830	926	904	472	265	412	681	1021	224	164	113	653	534	143	762	480	580	1304	526
Top3Box (5-7)	45.5%	47.4%	43.6%	42.2%	43.8%	46.6%	48.0%	44.2%	41.5%	38.3%	43.0%	42.3%	55.2%	49.8%	48.7%	43.7%	43.2%	42.1%	56.8%
1 opo20x (0 1)	40.070	В	40.070	72.270	40.070	40.070	CG	77.270	41.070	30.370	40.070	42.070	HIJK	HIK	OP	40.170	40.270	42.170	Q
	950	426	524	301	142	213	294	577	140	131	51	386	176	66	334	289	322	797	154
Low3Box (1-3)	23.6%	21.8%	25.3%	26.9%	23.5%	24.1%	20.7%	24.9%	25.9%	30.7%	19.6%	25.0%	18.1%	23.2%	21.4%	26.3%	24.0%	25.7%	16.6%
` '			Α	F				F	L	JKLM		L				N		R	
	457	218	240	162	63	96	135	277	63	66	21	196	86	26	166	144	144	384	74
Low2Box (1-2)	11.4%	11.2%	11.6%	14.5%	10.5%	10.9%	9.6%	12.0%	11.7%	15.5%	8.0%	12.7%	8.9%	8.9%	10.6%	13.1%	10.7%	12.4%	7.9%
				DEFG				F		JLM		JL				N		R	
	171	85	86	67	22	36	47	109	25	27	9	73	27	11	67	55	47	147	24
LowBox (1)	4.2%	4.4%	4.1%	6.0%	3.6%	4.0%	3.3%	4.7%	4.6%	6.3%	3.3%	4.7%	2.8%	3.8%	4.3%	5.0%	3.5%	4.7%	2.6%
				DFG				F		L		L						R	
Mean	4.3	4.4	4.3	4.2	4.3	4.3	4.4	4.3	4.2	4	4.3	4.2	4.6	4.4	4.4	4.2	4.3	4.2	4.7
		В		L			CG		L			1	HIJKM		OP		ļ		Q
Std. Dev.	1.4	1.4	1.4	1.5	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.4	1.4	1.4	1.5	1.4	1.4	1.4
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 Overlap formulae used.

Q4\_02. [Retail industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Con	nder			Age					.Box	gion				Education		Languege	e of Survey
		Gei	iluci			Aye					IVE	gion				Luucation		Language	or Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Retail industry																			
,	107	57	50	49	19	18	20	69	13	4	4	45	32	9	55	26	24	76	31
7 - Extremely trustworthy	2.6%	2.9%	2.4%	4.4% EFG	3.2% F	2.1%	1.4%	3.0% EF	2.5%	0.9%	1.4%	2.9% I	3.3% I	3.0%	3.5% P	2.4%	1.8%	2.4%	3.3%
	479	224	255	137	65	96	181	260	51	46	31	154	164	34	222	121	136	313	166
6	11.9%	11.5%	12.3%	12.2%	10.7%	10.9%	12.8%	11.3%	9.5%	10.7%	11.7%	10.0%	16.9% HIKM	11.8%	14.2% OP	11.0%	10.1%	10.1%	18.0% Q
	1076	523	553	253	169	225	430	584	156	103	86	399	262	71	424	293	355	817	259
5	26.7%	26.8%	26.7%	22.6%	27.9% C	25.4%	30.3% CEG	25.3% C	28.8%	24.2%	32.7% IK	25.8%	27.1%	24.9%	27.1%	26.7%	26.5%	26.4%	28.0%
	1175	592	583	312	169	286	408	682	172	136	71	458	257	82	435	313	423	933	243
4	29.2%	30.3%	28.1%	27.9%	27.9%	32.3% CG	28.8%	29.5%	31.8% L	31.9% L	27.1%	29.7%	26.5%	28.6%	27.8%	28.5%	31.5% N	30.1% R	26.2%
	540	266	273	162	69	112	196	305	72	71	31	218	103	45	176	146	215	448	91
3	13.4%	13.6%	13.2%	14.5%	11.4%	12.7%	13.9%	13.2%	13.4%	16.7% L	11.7%	14.1% L	10.6%	15.7% L	11.2%	13.3%	16.0% N	14.5% R	9.8%
	271	131	140	75	48	65	84	165	28	29	18	115	59	22	78	95	98	218	53
2	6.7%	6.7%	6.7%	6.7%	8.0%	7.3%	5.9%	7.1%	5.2%	6.9%	7.0%	7.4%	6.1%	7.6%	5.0%	8.6% N	7.3% N	7.0%	5.7%
	152	77	75	56	24	32	40	100	20	20	7	64	35	6	59	46	45	123	29
1 - Not trustworthy at all	3.8%	3.9%	3.6%	5.0% F	3.9%	3.6%	2.8%	4.3% F	3.7%	4.6%	2.8%	4.2%	3.6%	2.1%	3.8%	4.2%	3.4%	4.0%	3.1%
	227	82	144	76	43	50	57	147	27	18	15	92	57	18	117	58	48	172	55
Don't Know	5.6%	4.2%	7.0% A	6.8% F	7.1% F	5.7%	4.0%	6.4% F	5.0%	4.3%	5.6%	6.0%	5.9%	6.3%	7.5% OP	5.3% P	3.6%	5.5%	5.9%
Summary																			
	107	57	50	49	19	18	20	69	13	4	4	45	32	9	55	26	24	76	31
TopBox (7)	2.6%	2.9%	2.4%	4.4% EFG	3.2% F	2.1%	1.4%	3.0% EF	2.5%	0.9%	1.4%	2.9%	3.3% I	3.0%	3.5% P	2.4%	1.8%	2.4%	3.3%
	586	281	305	186	84	114	201	329	65	49	34	199	196	42	277	147	160	389	197
Top2Box (6-7)	14.5%	14.4%	14.7%	16.6% EG	13.9%	12.9%	14.2%	14.2%	12.0%	11.5%	13.1%	12.9%	20.3% HIJKM	14.8%	17.7% OP	13.4%	11.9%	12.5%	21.3% Q
	1662	803	858	439	253	339	631	914	221	153	120	597	458	114	701	440	515	1206	456
Top3Box (5-7)	41.3%	41.1%	41.4%	39.2%	41.7%	38.4%	44.5% CEG	39.5%	40.8%	35.7%	45.8% IK	38.7%	47.3% HIKM	39.7%	44.8% OP	40.1%	38.3%	38.9%	49.2% Q
	962	475	488	293	141	209	320	570	120	120	56	397	196	73	313	287	358	789	173
Low3Box (1-3)	23.9%	24.3%	23.5%	26.1% F	23.2%	23.6%	22.6%	24.6%	22.3%	28.1% L	21.5%	25.7% L	20.3%	25.4%	20.0%	26.1% N	26.6% N	25.5% R	18.7%
Law 2 Pay (4.2)	423 10.5%	208	215 10.3%	130	72 11.9%	97	124 8.7%	265	48 8.9%	49	26 9.8%	179 11.6%	94 9.7%	28 9.7%	137 8.8%	141	143	341	82 8.9%
Low2Box (1-2)		10.7%		11.7% F	F	10.9%		11.4% F		11.5%	9.8%					12.8% N	10.7%	11.0% R	
	152	77	75	56	24	32	40	100	20	20	7	64	35	6	59	46	45	123	29
LowBox (1)	3.8%	3.9%	3.6%	5.0% F	3.9%	3.6%	2.8%	4.3% F	3.7%	4.6%	2.8%	4.2%	3.6%	2.1%	3.8%	4.2%	3.4%	4.0%	3.1%
	4.2	4.2	4.2	4.2	4.2	4.2	4.3	4.2	4.2	4	4.3	4.1	4.4	4.2	4.4	4.1	4.1	4.1	4.5
Mean							G				ı		HIK		OP				Q
Std. Dev.	1.3	1.3	1.3	1.4	1.4	1.3	1.3	1.4	1.3	1.3	1.3	1.4	1.4	1.3	1.3	1.4	1.3	1.3	1.3
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

Q4\_03. [Technology industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response on a scale from 1 to 7, where 1 means you opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Rec	gion				Education		Language	e of Survey
		00.	luci			Age					1,05	,1011				Ludcation		Language	or our vey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	E	F	G	Н		J	K	L	М	N	0	P	Q	R
Base: All respondents	4026 4026	1929	2097	1082	611	898 884	1435 1417	2317	440	348 427	214 262	1277 1544	1510	237	1603	1106 1098	1297 1344	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	421	262	1544	967	286	1565	1098	1344	3100	926
Technology industry	244	116	05	70	41	20	61	400	07	45	10	00	70	47	97	60	50	138	70
7 - Extremely trustworthy	211 5.2%	5.9%	95 4.6%	72 6.5%	6.7%	36 4.1%	4.3%	123 5.3%	27 5.0%	15 3.4%	3.8%	66 4.3%	76 7.9%	17 6.0%	6.2%	62 5.6%	50 3.7%	4.4%	73 7.9%
7 - Extremely trustworthy	3.2%	3.9%	4.0%	6.5% EF	6.7% EF	4.170	4.3%	5.5% E	5.0%	3.4%	3.0%	4.3%	HIJK	0.0%	0.2% P	5.6% P	3.176	4.470	7.9% Q
	813	415	398	197	106	168	342	423	93	70	49	290	252	58	346	214	248	571	242
6	20.2%	21.3%	19.2%	17.6%	17.5%	19.0%	24.1%	18.3%	17.3%	16.5%	18.7%	18.8%	26.1%	20.2%	22.1%	19.5%	18.4%	18.4%	26.1%
							CDEG						HIJK		Р				Q
	1202	601	601	326	175	284	418	693	181	132	79	469	260	81	427	313	460	944	258
5	29.9%	30.8%	29.0%	29.1%	28.9%	32.1%	29.5%	30.0%	33.6%	30.8%	30.3%	30.4%	26.9%	28.2%	27.3%	28.5%	34.2%	30.5%	27.9%
	921	438	483	237	158	201	325	548	L 131	120	62	L 347	196	64	327	250	NO 341	733	188
	22.9%	22.4%	23.3%	21.2%	26.1%	22.7%	22.9%	23.7%	24.3%	28.1%	23.8%	22.5%	20.3%	22.3%	20.9%	22.8%	25.3%	23.7%	20.3%
4	22.9%	22.4%	23.3%	21.2%	26.1% C	22.1%	22.9%	23.7% C	24.3%	28.1% KL	23.8%	22.5%	20.3%	22.3%	20.9%	22.8%	25.3% N	23.7% R	20.3%
	333	151	182	109	45	71	108	188	42	32	23	145	67	24	129	103	100	275	58
3	8.3%	7.7%	8.8%	9.8%	7.5%	8.0%	7.6%	8.1%	7.7%	7.5%	8.8%	9.4%	6.9%	8.5%	8.3%	9.3%	7.5%	8.9%	6.3%
	0.070		0.070	G		0.070			,.			L	0.070	5.575	5.5,5		,	R	
	155	70	84	52	21	40	42	99	15	15	15	65	33	12	56	46	53	124	31
2	3.8%	3.6%	4.1%	4.6%	3.5%	4.5%	2.9%	4.3%	2.7%	3.4%	5.6%	4.2%	3.4%	4.3%	3.6%	4.2%	3.9%	4.0%	3.4%
				F				F											
	100	58	42	41	12	26	21	73	14	18	3	44	17	5	36	31	31	84	15
1 - Not trustworthy at all	2.5%	3.0%	2.0%	3.6%	2.0%	2.9%	1.5%	3.2% F	2.5%	4.3% JL	1.0%	2.8%	1.7%	1.7%	2.3%	2.8%	2.3%	2.7%	1.7%
	291	103	188	F 85	47	59	101	165	37	26	21	117	66	25	147	80	61	R 231	60
Don't Know	7.2%	5.3%	9.1%	7.6%	7.8%	6.7%	7.1%	7.1%	6.8%	6.0%	7.9%	7.6%	6.8%	8.8%	9.4%	7.3%	4.6%	7.5%	6.5%
Dontralow	7.270	3.570	A	7.070	7.070	0.770	7.170	7.170	0.070	0.070	7.570	7.070	0.070	0.070	9.470 P	P P	4.070	7.570	0.570
Summary																			
	211	116	95	72	41	36	61	123	27	15	10	66	76	17	97	62	50	138	73
TopBox (7)	5.2%	5.9%	4.6%	6.5%	6.7%	4.1%	4.3%	5.3%	5.0%	3.4%	3.8%	4.3%	7.9%	6.0%	6.2%	5.6%	3.7%	4.4%	7.9%
				EF	EF			E					HIJK		Р	Р			Q
	1023	531	492	269	147	204	403	546	120	85	59	356	329	75	443	276	298	709	315
Top2Box (6-7)	25.4%	27.2% B	23.7%	24.1%	24.2%	23.1%	28.5% CEG	23.6%	22.2%	19.9%	22.5%	23.0%	34.0% HIJKM	26.2%	28.3%	25.1%	22.2%	22.9%	34.0% Q
	2226	1132	1094	595	322	488	821	1240	302	217	138	825	588	156	870	589	758	1653	573
Top3Box (5-7)	55.3%	58.0%	52.7%	53.2%	53.1%	55.2%	57.9%	53.6%	55.8%	50.7%	52.8%	53.5%	60.8%	54.5%	55.6%	53.6%	56.4%	53.3%	61.8%
roposox (o r)	33.570	B	32.770	33.270	33.170	33.270	CG	33.070	33.070	30.770	32.070	33.370	IJK	34.370	33.070	33.070	30.470	33.370	Q
	588	279	308	202	79	137	171	360	70	65	40	254	117	41	222	179	184	483	105
Low3Box (1-3)	14.6%	14.3%	14.9%	18.0%	13.0%	15.5%	12.0%	15.6%	13.0%	15.2%	15.4%	16.5%	12.1%	14.4%	14.2%	16.3%	13.7%	15.6%	11.3%
				DFG		F		DF				L						R	
	255	128	126	93	33	66	63	172	28	33	17	109	50	17	92	76	84	208	47
Low2Box (1-2)	6.3%	6.6%	6.1%	8.3% DF	5.5%	7.5%	4.4%	7.4%	5.2%	7.7%	6.6%	7.1%	5.2%	5.9%	5.9%	7.0%	6.2%	6.7%	5.1%
	100	58	42	DF 41	12	F 26	21	DF 73	14	18	3	L 44	17	5	36	31	31	R 84	15
LowRoy (1)	2.5%	3.0%	2.0%	3.6%	2.0%	2.9%	1.5%	3.2%	2.5%	4.3%	1.0%	2.8%	1.7%	1.7%	2.3%	2.8%	2.3%	2.7%	1.7%
LowBox (1)	2.076	3.076	2.076	3.6% F	2.076	2.9% F	1.0%	3.2% F	2.576	4.3% JL	1.070	2.070	1.770	1.770	2.376	2.070	2.376	2.7% R	1.1%
	4.7	4.7	4.6	4.6	4.7	4.6	4.8	4.6	4.7	4.5	4.6	4.6	4.9	4.7	4.7	4.6	4.6	4.6	4.9
Mean	4.7	4.7	4.0	4.0	4.1	4.0	CEG	4.0	4.7	4.0	4.0	4.0	HIJK	4.7	OP	4.0	4.0	4.0	4.9 Q
	4.0	1.3	1.3	1.4	1.3	1.3	1.2	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.2	1.3	1.3
Std. Dev.	1.3												1.3				1.2		

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

Q4\_04. [Telecommunications industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reç	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	Е	F	G	Н		J	K	L	М	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Telecommunications industry																			
	122	64	58	44	21	29	28	78	15	5	9	40	44	10	60	29	33	81	41
7 - Extremely trustworthy	3.0%	3.3%	2.8%	3.9%	3.4%	3.3%	2.0%	3.4% F	2.7%	1.1%	3.3%	2.6%	4.6% IK	3.4%	3.8%	2.6%	2.4%	2.6%	4.4% Q
	455	230	225	F 125	51	90	189	235	43	41	31	142	157	41	204	129	120	297	158
6	11.3%	11.8%	10.9%	11.2%	8.4%	10.2%	13.3%	10.2%	8.0%	9.5%	11.7%	9.2%	16.2%	14.4%	13.0%	11.8%	8.9%	9.6%	17.1%
0	11.576	11.076	10.576	11.270	0.476	10.276	DEG	10.276	0.076	9.576	11.7 /6	3.276	HIK	HK	P 13.0 %	P P	0.576	9.076	Q
	867	418	449	199	133	183	351	465	111	83	59	317	240	57	345	226	291	628	239
5	21.5%	21.4%	21.6%	17.8%	21.9%	20.7%	24.8%	20.1%	20.6%	19.5%	22.4%	20.5%	24.8%	19.8%	22.0%	20.6%	21.7%	20.3%	25.8%
					С		CEG	С					IK						Q
	1022	484	538	261	161	223	377	573	158	120	66	375	231	71	395	261	366	804	217
4	25.4%	24.8%	25.9%	23.3%	26.6%	25.2%	26.6%	24.8%	29.3%	28.2%	25.2%	24.3%	23.9%	24.8%	25.2%	23.7%	27.2%	25.9%	23.5%
									KL										
	593	277	316	176	84	131	202	355	84	64	44	236	122	43	208	161	220	475	118
3	14.7%	14.2%	15.3%	15.7%	13.9%	14.8%	14.2%	15.3%	15.5%	14.9%	16.7%	15.3%	12.7%	15.2%	13.3%	14.6%	16.4%	15.3%	12.7%
	401	214	187	118	59	105	119	248	65	46	22	L 170	70	28	134	112	N 155	R 335	66
2	10.0%	10.9%	9.0%	10.5%	9.8%	11.9%	8.4%	10.7%	12.0%	10.7%	8.5%	11.0%	7.2%	9.7%	8.5%	10.2%	11.5%	10.8%	7.1%
2	10.0%	10.9% B	9.0%	10.5%	9.0%	11.9% F	0.4%	10.7% F	12.0% L	10.7%	0.3%	11.0% L	1.270	9.776	0.5%	10.2%	N	10.6% R	7.170
	305	174	130	102	55	71	77	204	27	44	11	149	54	19	88	99	115	263	41
1 - Not trustworthy at all	7.6%	8.9%	6.3%	9.1%	9.1%	8.1%	5.4%	8.8%	5.0%	10.3%	4.2%	9.6%	5.6%	6.8%	5.6%	9.0%	8.6%	8.5%	4.4%
		В	0.07.0	F	F	F	0.1,0	F	0.070	HJL		HJL	0.070	0.070	0.070	N	N	R	,
	262	92	170	95	42	51	75	154	37	24	21	115	49	17	133	82	45	216	47
Don't Know	6.5%	4.7%	8.2%	8.5%	7.0%	5.7%	5.3%	6.6%	6.8%	5.7%	8.0%	7.4%	5.0%	5.9%	8.5%	7.5%	3.3%	7.0%	5.0%
			A	EFG								L			Р	Р		R	
Summary																			
	122	64	58	44	21	29	28	78	15	5	9	40	44	10	60	29	33	81	41
TopBox (7)	3.0%	3.3%	2.8%	3.9%	3.4%	3.3%	2.0%	3.4%	2.7%	1.1%	3.3%	2.6%	4.6%	3.4%	3.8%	2.6%	2.4%	2.6%	4.4%
	577	294	283	F 169	71	119	217	F 314	58	46	39	182	IK 201	51	263	158	153	378	Q 199
Ton 2 Pay (6.7)	14.3%	15.0%	13.7%	15.1%	11.8%	13.5%	15.3%	13.6%	10.7%	10.7%	15.0%	11.8%	20.8%	17.8%	16.8%	14.4%	11.4%	12.2%	21.5%
Top2Box (6-7)	14.3%	15.0%	13.7%	15.1%	11.8%	13.5%	15.3% D	13.5%	10.7%	10.7%	15.0%	11.8%	HIJK	HIK	16.8% P	14.4% P	11.4%	12.2%	21.5% Q
	1444	712	732	369	204	302	568	779	169	129	98	498	442	108	608	384	444	1006	438
Top3Box (5-7)	35.9%	36.5%	35.3%	32.9%	33.7%	34.2%	40.1%	33.7%	31.3%	30.2%	37.4%	32.3%	45.7%	37.6%	38.8%	35.0%	33.0%	32.5%	47.2%
	00.070	00.070	00.070	02.070	00.170	01.270	CDEG	00.1 70	01.070	00.270	01.170	02.070	HIJKM	07.070	OP	00.070	00.070	02.070	Q
	1298	665	634	395	198	308	397	807	176	153	77	555	246	91	430	371	490	1074	225
Low3Box (1-3)	32.2%	34.0%	30.6%	35.3%	32.7%	34.8%	28.0%	34.9%	32.6%	35.9%	29.4%	36.0%	25.5%	31.7%	27.5%	33.8%	36.4%	34.6%	24.3%
		В		F	F	F		F	L	L		L		L		N	N	R	
	705	388	317	219	114	177	195	452	92	90	33	319	124	47	222	211	270	599	107
Low2Box (1-2)	17.5%	19.9%	15.3%	19.6%	18.8%	20.0%	13.8%	19.6%	17.1%	21.0%	12.7%	20.7%	12.8%	16.5%	14.2%	19.2%	20.1%	19.3%	11.5%
	205	B	400	F 400	F	F 74	77	F 204	L 07	JL 44	44	JL 440	54	40	00	N 00	N	R	44
1 P (4)	305	174	130	102	55	71	77	204	27	44	11	149	54	19	88	99	115	263	41
LowBox (1)	7.6%	8.9% B	6.3%	9.1% F	9.1%	8.1%	5.4%	8.8%	5.0%	10.3% HJL	4.2%	9.6% HJL	5.6%	6.8%	5.6%	9.0% N	8.6% N	8.5% R	4.4%
	-	3.9	4		20	2.0	4.4	20	2.0		4.4		4.0	4	- 11		3.8		4.0
Mean	4	3.9	4	3.9	3.9	3.9	4.1	3.9	3.9	3.7	4.1	3.8	4.3 HIKM	4	4.1 OP	3.9	3.8	3.8	4.3
Std. Dev.	1.5	1.6	1.5	1.6	1.5	1.5	CDEG 1.4	1.6	1.4	1.5	1K 1.4	1.6	1.5	1K 1.5	1.5	1.6	1.5	1.5	Q 1.5
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0	0
Olu. Eli.	(level) - A/B - C/D/E/F/G					0.1	U	U	0.1	0.1	0.1	U	U	0.1	U	U	U	U	U

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 Overlap formulae used.

Q4\_05. [Automobile industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response on a scale from 1 to 7, where 1 means you opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Gei	nder			Age					Rec	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	E	F	G	Н	ı	J	K	L	M	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Automobile industry																			
	110	57	53	52	21	19	18	69	15	2	7	43	33	10	58	21	30	80	30
7 - Extremely trustworthy	2.7%	2.9%	2.5%	4.7% EFG	3.5%	2.1%	1.2%	3.0% F	2.7%	0.6%	2.8%	2.8%	3.4%	3.4%	3.7% OP	1.9%	2.2%	2.6%	3.2%
	472	234	239	128	64	91	189	252	65	34	36	169	138	30	205	131	134	334	138
6	11.7%	12.0%	11.5%	11.5%	10.5%	10.3%	13.4%	10.9%	12.0%	8.1%	13.6%	11.0%	14.2%	10.6%	13.1%	12.0%	10.0%	10.8%	14.9%
	11.770	12.070	11.070	11.570	10.570	10.070	EG	10.570	12.070	0.170	10.070	11.070	IK	10.070	P	12.070	10.070	10.070	Q
	962	475	487	225	162	195	380	520	145	105	46	357	239	70	388	260	307	731	231
5	23.9%	24.3%	23.5%	20.1%	26.7%	22.1%	26.8%	22.5%	26.8%	24.5%	17.7%	23.2%	24.7%	24.3%	24.8%	23.7%	22.8%	23.6%	24.9%
					CEG		CEG	С	J				J						
	1090	538	551	293	163	236	397	637	147	144	74	409	236	80	410	271	405	858	231
4	27.1%	27.6%	26.6%	26.2%	27.0%	26.7%	28.0%	27.6%	27.3%	33.6%	28.1%	26.5%	24.4%	27.9%	26.2%	24.7%	30.2%	27.7%	25.0%
	630	302	328	172	75	155	228	348	76	KL 66	39	253	150	46	221	174	NO 234	490	140
2	15.6%	15.5%	15.8%	15.4%	12.4%	17.5%	16.1%	15.0%	14.1%	15.5%	14.9%	16.4%	15.5%	16.0%	14.1%	15.9%	17.4%	15.8%	15.1%
3	15.6%	15.5%	15.8%	15.4%	12.4%	17.5% DG	16.1% D	15.0% D	14.1%	15.5%	14.9%	10.4%	15.5%	16.0%	14.1%	15.9%	17.4% N	15.8%	15.1%
	322	152	170	90	43	97	92	206	39	31	30	127	73	22	97	100	124	256	66
2	8.0%	7.8%	8.2%	8.0%	7.1%	10.9%	6.5%	8.9%	7.3%	7.2%	11.6%	8.2%	7.5%	7.6%	6.2%	9.1%	9.2%	8.3%	7.1%
						CDFG		F			L					N	N		
	222	120	101	77	40	50	55	145	25	20	12	97	53	16	76	77	66	174	47
1 - Not trustworthy at all	5.5%	6.2%	4.9%	6.8%	6.7%	5.6%	3.9%	6.3%	4.6%	4.6%	4.7%	6.3%	5.4%	5.5%	4.9%	7.0%	4.9%	5.6%	5.1%
				F	F			F								NP			
	219	75	145	83	37	41	58	136	28	26	17	89	47	13	110	62	44	176	43
Don't Know	5.4%	3.8%	7.0% A	7.4% EFG	6.1%	4.7%	4.1%	5.9% F	5.2%	6.0%	6.5%	5.7%	4.8%	4.6%	7.0% P	5.7%	3.3%	5.7%	4.7%
Summary			^	LIG				'								,			
- Canada y	110	57	53	52	21	19	18	69	15	2	7	43	33	10	58	21	30	80	30
TopBox (7)	2.7%	2.9%	2.5%	4.7%	3.5%	2.1%	1.2%	3.0%	2.7%	0.6%	2.8%	2.8%	3.4%	3.4%	3.7%	1.9%	2.2%	2.6%	3.2%
( · )	2.170	2.070	2.070	EFG	F	2.170	1.270	F	1	0.070	1	1	1	1	OP	1.070	2.270	2.070	0.270
	582	291	292	180	85	110	207	321	80	37	43	212	171	40	262	153	164	414	168
Top2Box (6-7)	14.5%	14.9%	14.1%	16.1%	14.0%	12.5%	14.6%	13.9%	14.8%	8.6%	16.4%	13.7%	17.6%	14.0%	16.8%	13.9%	12.2%	13.4%	18.1%
				EG					ı			1	IK	ı	Р				Q
	1544	766	778	405	247	305	587	840	225	141	89	569	409	110	650	413	471	1145	399
Top3Box (5-7)	38.3%	39.2%	37.5%	36.2%	40.7% EG	34.5%	41.4% CEG	36.3%	41.6%	33.1%	34.1%	36.9%	42.3% IJK	38.4%	41.6% OP	37.6%	35.1%	36.9%	43.0% Q
	1173	574	599	338	159	301	376	699	140	116	82	476	276	83	395	352	423	920	253
Low3Box (1-3)	29.1%	29.4%	28.9%	30.2%	26.2%	34.0%	26.5%	30.2%	25.9%	27.3%	31.3%	30.9%	28.5%	29.1%	25.2%	32.1%	31.5%	29.7%	27.3%
LOWSBOX (1-5)	23.176	25.476	20.576	50.276 F	20.276	DFG	20.378	DF	25.576	21.376	31.376	30.576	20.576	23.176	25.276	N N	N N	25.176	21.576
	544	272	272	166	84	146	147	351	64	50	43	224	126	37	174	178	189	430	113
Low2Box (1-2)	13.5%	13.9%	13.1%	14.8%	13.8%	16.6%	10.4%	15.2%	11.8%	11.7%	16.3%	14.5%	13.0%	13.1%	11.1%	16.2%	14.1%	13.9%	12.2%
<u> </u>				F	F	F		F								N	N		
	222	120	101	77	40	50	55	145	25	20	12	97	53	16	76	77	66	174	47
LowBox (1)	5.5%	6.2%	4.9%	6.8%	6.7%	5.6%	3.9%	6.3%	4.6%	4.6%	4.7%	6.3%	5.4%	5.5%	4.9%	7.0%	4.9%	5.6%	5.1%
				F	F			F								NP			
Mean	4.1	4.1	4.1	4.1	4.1	3.9	4.2	4	4.2	4	4	4	4.2	4.1	4.2	4	4	4	4.2
		4.4	4.4	4.5	EG	4.4	EG	E 4.5	- 4.4	4.0	4.5	4.4	IK	4.4	OP	4.5	4.4	4.4	Q
Std. Dev.	1.4	1.4	1.4	1.5	1.5	1.4	1.3	1.5	1.4	1.3	1.5	1.4	1.5	1.4	1.4	1.5	1.4	1.4	1.4
Std. Err.	0 sk level) - A/B - C/D/E/F/G	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

Q4\_06. [Tourism industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Gei	nder			Age					Reg	jion		I		Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D	E 898	F 1435	G 2317	H 440	348	J 214	K 1277	L 4540	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1929	2097	1119	611 606	884	1435	2317	540	348 427	262	1544	1510 967	286	1565	1098	1344	3100	926
Tourism industry	4020	1300	2010	1115	000	004	1417	2010	540	727	202	1044	301	200	1505	1000	1044	3100	320
Tourism moustry	199	98	101	63	30	43	63	116	23	7	12	68	72	17	104	52	43	126	73
7 - Extremely trustworthy	5.0%	5.0%	4.9%	5.7%	4.9%	4.9%	4.4%	5.0%	4.3%	1.7%	4.7%	4.4%	7.4%	5.9%	6.7%	4.7%	3.2%	4.1%	7.9%
/ Extendity additionally	3.076	3.078	4.576	5.7 /6	4.576	4.576	4.476	3.078	4.576	1.7 70	4.770	1.476	HIK	J.576	OP	4.7 /6	3.276	4.176	Q Q
	855	429	426	183	120	201	352	472	107	78	65	281	260	65	346	236	269	598	257
6	21.2%	22.0%	20.5%	16.3%	19.8%	22.7%	24.8%	20.4%	19.8%	18.2%	24.7%	18.2%	26.9%	22.8%	22.1%	21.5%	20.0%	19.3%	27.8%
						CG	CDG	С			K		HIK						Q
	1129	540	589	298	183	233	414	639	170	119	72	421	257	89	404	305	416	879	250
5	28.0%	27.6%	28.4%	26.7%	30.3%	26.4%	29.2%	27.6%	31.6%	27.9%	27.6%	27.3%	26.6%	31.1%	25.8%	27.8%	30.9%	28.4%	26.9%
	937	457	481	281	142	196	319	536	L 135	115	51	379	193	63	339	249	N 345	753	185
4	23.3%	23.4%	23.2%	25.1%	23.4%	22.2%	22.5%	23.2%	25.0%	27.0%	19.6%	24.6%	20.0%	22.0%	21.6%	22.7%	25.7%	24.3%	20.0%
4	23.3%	23.4%	23.276	23.176	23.4%	22.276	22.5%	23.276	25.0% L	JL	19.0%	24.0% L	20.0%	22.0%	21.0%	22.170	25.7% N	24.5% R	20.076
	364	188	176	108	45	84	128	208	39	47	26	155	74	23	136	102	126	298	66
3	9.0%	9.6%	8.5%	9.7%	7.4%	9.4%	9.0%	9.0%	7.3%	10.9%	9.8%	10.0%	7.7%	8.1%	8.7%	9.2%	9.4%	9.6%	7.1%
		0.070			,	,.	0.070					L						R	
	160	81	78	39	24	49	48	96	12	26	7	77	30	7	49	44	65	134	26
2	4.0%	4.2%	3.8%	3.5%	4.0%	5.5%	3.4%	4.1%	2.3%	6.0%	2.8%	5.0%	3.1%	2.5%	3.1%	4.0%	4.9%	4.3%	2.8%
						CFG				HLM		HL					N	R	
	98	52	46	43	19	19	18	71	12	7	6	53	19	0	40	31	26	84	14
1 - Not trustworthy at all	2.4%	2.7%	2.2%	3.8% EF	3.1%	2.1%	1.3%	3.1% EF	2.3%	1.7% M	2.4% M	3.5% LM	1.9%	-	2.5%	2.9%	1.9%	2.7%	1.5%
	283	107	176	104	43	60	77	175	M 41	28	22	109	M 62	22	147	79	54	R 228	55
Don't Know	7.0%	5.5%	8.5%	9.3%	7.1%	6.8%	5.4%	7.6%	7.5%	6.6%	8.5%	7.1%	6.4%	7.6%	9.4%	7.2%	4.0%	7.4%	6.0%
DOTT KIOW	7.076	3.376	A	FG	7.176	0.076	3.476	7.0% F	7.576	0.078	0.576	7.176	0.476	7.076	9.476 P	7.276 P	4.076	7.470	0.076
Summary																			
-	199	98	101	63	30	43	63	116	23	7	12	68	72	17	104	52	43	126	73
TopBox (7)	5.0%	5.0%	4.9%	5.7%	4.9%	4.9%	4.4%	5.0%	4.3%	1.7%	4.7%	4.4%	7.4%	5.9%	6.7%	4.7%	3.2%	4.1%	7.9%
									ı		1	I	HIK	I	OP				Q
	1055	527	527	246	150	244	415	588	130	85	77	349	332	82	450	288	311	724	330
Top2Box (6-7)	26.2%	27.0%	25.4%	22.0%	24.7%	27.6%	29.3%	25.4%	24.1%	19.9%	29.4%	22.6%	34.3%	28.8%	28.8%	26.2%	23.2%	23.4%	35.7%
	2183	1067	1116	545	333	C 477	CDG 828	C 1227	300	204	1K 149	770	HIK 589	IK 171	855	593	727	1604	Q 580
Top3Box (5-7)	54.2%	54.7%	53.8%	48.6%	55.0%	54.0%	58.5%	53.1%	55.6%	47.7%	57.0%	49.9%	60.9%	59.9%	54.6%	54.0%	54.1%	51.7%	62.6%
Торовох (5-7)	34.2%	34.776	33.6%	40.0%	C 55.0%	C 54.0%	CEG	C 53.1%	1K	41.176	57.0%	49.9%	HIK	39.9% IK	34.0%	34.0%	34.1%	31.7%	Q
	622	322	300	190	87	151	193	374	64	80	39	286	123	30	225	177	217	516	106
Low3Box (1-3)	15.4%	16.5%	14.5%	17.0%	14.4%	17.1%	13.6%	16.2%	11.8%	18.6%	14.9%	18.5%	12.7%	10.6%	14.3%	16.1%	16.2%	16.6%	11.5%
				F		F		F		HLM		HLM						R	
	258	134	124	82	43	67	66	166	25	33	13	131	49	7	89	75	91	217	40
Low2Box (1-2)	6.4%	6.8%	6.0%	7.3%	7.1%	7.6%	4.6%	7.2%	4.6%	7.7%	5.1%	8.5%	5.0%	2.5%	5.7%	6.9%	6.8%	7.0%	4.3%
			40	F	F	F	10	F		M	1	HLM	40			0.1		R	<u></u>
1. 5. (1)	98	52	46	43	19	19	18	71	12	7	6	53	19	0	40	31	26	84	14
LowBox (1)	2.4%	2.7%	2.2%	3.8% EF	3.1%	2.1%	1.3%	3.1% EF	2.3% M	1.7% M	2.4% M	3.5% LM	1.9% M	-	2.5%	2.9%	1.9%	2.7%	1.5%
	4-	4.0	4.7		F	1.0	4.0							4.0	4.7	4.0	4.0	R	15
Mean	4.7	4.6	4.7	4.5	4.6	4.6	4.8 CEG	4.6 C	4.7 IK	4.4	4.7 IK	4.5	4.9 HIK	4.9 IK	4.7 P	4.6	4.6	4.6	4.9 Q
Std. Dev.	1.3	1.3	1.3	1.4	1.3	1.4	1.2	1.4	1.2	1.3	1.3	1.4	1.3	1.2	1.4	1.4	1.3	1.3	1.3
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
	(level) - A/B - C/D/E/F/G							, ,	V	0	0	, J		U				ŭ	

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

Q4\_07. [Airline industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age	ı	ı		ı	Reç	gion		ı		Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Airline industry																			
	252	134	118	75	32	53	91	135	31	17	16	74	97	17	116	71	64	159	93
7 - Extremely trustworthy	6.3%	6.9%	5.7%	6.7%	5.4%	6.0%	6.4%	5.8%	5.7%	4.0%	6.1%	4.8%	10.0% HIKM	6.0%	7.4% P	6.5%	4.8%	5.1%	10.0% Q
	776	381	395	171	106	151	348	388	107	64	57	244	252	52	315	200	260	523	253
6	19.3%	19.5%	19.0%	15.3%	17.5%	17.1%	24.6% CDEG	16.8%	19.8%	15.0%	21.9% IK	15.8%	26.1% HIKM	18.1%	20.1%	18.2%	19.4%	16.9%	27.3% Q
	1109	520	589	303	164	234	409	610	157	134	62	418	262	76	425	286	393	856	253
5	27.6%	26.7%	28.4%	27.0%	27.1%	26.5%	28.8%	26.4%	29.0%	31.3%	23.8%	27.1%	27.1%	26.6%	27.2%	26.0%	29.3%	27.6%	27.3%
	927	469	458	257	141	225	304	568	125	112	50	393	174	74	321	254	348	762	165
4	23.0%	24.0%	22.1%	23.0%	23.2%	25.5% F	21.4%	24.6% F	23.2% L	26.2% L	19.2%	25.4% JL	18.0%	25.7% L	20.5%	23.1%	25.9% N	24.6% R	17.9%
	393	194	199	116	69	82	126	245	54	47	40	156	66	30	150	114	129	341	52
3	9.8%	9.9%	9.6%	10.4%	11.4%	9.3%	8.9%	10.6%	10.0% L	10.9%	15.4% HKL	10.1% L	6.8%	10.6% L	9.6%	10.4%	9.6%	11.0% R	5.7%
	165	76	89	52	26	43	44	107	14	18	10	80	29	15	53	51	61	137	29
2	4.1%	3.9%	4.3%	4.7%	4.3%	4.8% F	3.1%	4.6% F	2.5%	4.3%	3.7%	5.2% HL	3.0%	5.1%	3.4%	4.7%	4.5%	4.4% R	3.1%
	125	80	45	42	24	31	30	86	22	12	6	61	22	2	44	44	35	109	17
1 - Not trustworthy at all	3.1%	4.1%	2.2%	3.7%	3.9%	3.5%	2.1%	3.7%	4.1% LM	2.8%	2.4%	3.9%	2.3%	0.8%	2.8%	4.0%	2.6%	3.5%	1.8%
	278	B 97	180	F 104	+ 44	F 65	65	F 175	31	23	20	LM 119	65	20	142	78	53	R 213	64
Don't Know	6.9%	5.0%	8.7%	9.3%	7.3%	7.3%	4.6%	7.6%	5.7%	5.4%	7.5%	7.7%	6.7%	7.1%	9.0%	7.1%	3.9%	6.9%	6.9%
			Α	FG	F	F		F							Р	Р			
Summary																			
	252	134	118	75	32	53	91	135	31	17	16	74	97	17	116	71	64	159	93
TopBox (7)	6.3%	6.9%	5.7%	6.7%	5.4%	6.0%	6.4%	5.8%	5.7%	4.0%	6.1%	4.8%	10.0% HIKM	6.0%	7.4% P	6.5%	4.8%	5.1%	10.0% Q
	1028	515	513	246	138	204	440	522	137	81	73	318	349	69	431	271	324	682	346
Top2Box (6-7)	25.5%	26.4%	24.7%	21.9%	22.9%	23.1%	31.0% CDEG	22.6%	25.5% IK	19.0%	28.0% IK	20.6%	36.1% HIJKM	24.1%	27.5% P	24.7%	24.1%	22.0%	37.3% Q
	2137	1036	1102	548	302	438	849	1132	294	215	136	736	611	145	856	557	718	1538	599
Top3Box (5-7)	53.1%	53.0%	53.1%	49.0%	50.0%	49.5%	59.9% CDEG	49.0%	54.5% K	50.4%	51.8%	47.7%	63.2% HIJKM	50.7%	54.7% O	50.7%	53.4%	49.6%	64.6% Q
	684	351	334	210	118	156	200	438	90	77	56	296	117	47	247	210	225	586	98
Low3Box (1-3)	17.0%	18.0%	16.1%	18.8% F	19.5%	17.6% F	14.1%	18.9% F	16.7% L	18.1%	21.5% L	19.2% L	12.1%	16.5%	15.8%	19.1% N	16.8%	18.9% R	10.6%
	291	157	134	94	49	74	74	193	36	30	16	140	51	17	97	95	96	245	45
Low2Box (1-2)	7.2%	8.0%	6.5%	8.4%	8.2%	8.3%	5.2%	8.3%	6.6%	7.1%	6.1%	9.1%	5.3%	5.9%	6.2%	8.7%	7.1%	7.9%	4.9%
	405	00	45	F	F 04	F	20	F	22	40		L	20		44	N	25	R	47
LowRoy (1)	125 3.1%	80 4.1%	45 2.2%	42 3.7%	24 3.9%	31 3.5%	30 2.1%	86 3.7%	22 4.1%	12 2.8%	6 2.4%	61 3.9%	22	2 0.8%	2.8%	44	35 2.6%	109 3.5%	17
LowBox (1)	3.1%	4.1% B	2.2%	3.7% F	3.9% F	3.5% F	2.1%	3.7% F	4.1% LM	2.8%	2.4%	3.9% LM	2.3%	0.8%	2.8%	4.0%	2.0%	3.5% R	1.8%
Mean	4.6	4.6	4.6	4.5	4.5	4.5	4.8 CDEG	4.5	4.6 K	4.5	4.6	4.4	5 HIJKM	4.6	4.7 OP	4.5	4.6	4.5	5 Q
Std. Dev.	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.5	1.3	1.4	1.3
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

Q4\_08. [Banking industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Gei	nder			Age					Reç	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Banking industry																			
	221	116	104	63	25	35	97	98	28	20	12	82	60	18	113	55	51	165	55
7 - Extremely trustworthy	5.5%	6.0%	5.0%	5.7% G	4.2%	3.9%	6.9% DEG	4.3%	5.2%	4.6%	4.7%	5.3%	6.2%	6.4%	7.2% OP	5.0%	3.8%	5.3%	6.0%
	671	310	361	152	88	133	298	332	99	57	34	245	175	60	277	173	220	503	168
6	16.7%	15.9%	17.4%	13.6%	14.5%	15.1%	21.0% CDEG	14.4%	18.4%	13.2%	13.1%	15.9%	18.1%	21.1% IJK	17.7%	15.7%	16.4%	16.2%	18.1%
	982	463	518	255	149	196	382	524	146	117	64	357	224	75	393	260	325	761	220
5	24.4%	23.7%	25.0%	22.8%	24.6%	22.2%	27.0% CEG	22.7%	27.0%	27.3%	24.3%	23.1%	23.2%	26.1%	25.1%	23.7%	24.2%	24.6%	23.8%
	881	405	476	261	126	211	283	541	101	92	71	355	208	54	301	235	339	681	200
4	21.9%	20.7%	22.9%	23.3%	20.8%	23.8% F	20.0%	23.4% F	18.6%	21.5%	27.1% HM	23.0%	21.5%	19.0%	19.3%	21.4%	25.3% NO	22.0%	21.5%
	466	238	228	129	90	93	153	279	63	50	28	188	115	21	148	138	177	353	113
3	11.6%	12.2%	11.0%	11.5%	14.9%	10.5%	10.8%	12.0%	11.6%	11.8%	10.8%	12.2%	11.9%	7.2%	9.5%	12.5%	13.1%	11.4%	12.2%
	330	164	166	102	EFG 47	97	84	222	34	43	23	M 128	77	24	124	N 94	N 111	257	72
2	8.2%	8.4%	8.0%	9.1% F	7.7%	11.0% DF	5.9%	9.6% F	6.4%	10.0%	8.9%	8.3%	8.0%	8.5%	7.9%	8.6%	8.3%	8.3%	7.8%
	298	183	115	89	49	79	82	197	43	34	16	117	67	20	113	97	86	237	61
1 - Not trustworthy at all	7.4%	9.4%	5.6%	7.9%	8.1%	8.9%	5.8%	8.5%	8.0%	8.0%	6.1%	7.6%	6.9%	7.1%	7.2%	8.8%	6.4%	7.6%	6.6%
	179	74	106	F 69	32	F 41	38	F 120	26	15	14	70	41	13	96	P 46	34	142	37
Don't Know	4.4%	3.8%	5.1%	6.2%	5.2%	4.6%	2.7%	5.2%	4.8%	3.4%	5.2%	4.6%	4.3%	4.6%	6.1%	4.2%	2.5%	4.6%	4.0%
S				F	F	F		F							OP	Р			
Summary	221	116	104	63	25	35	97	98	28	20	12	82	60	18	113	55	51	165	55
TopBox (7)	5.5%	6.0%	5.0%	5.7%	4.2%	3.9%	6.9%	4.3%	5.2%	4.6%	4.7%	5.3%	6.2%	6.4%	7.2%	5.0%	3.8%	5.3%	6.0%
	891	427	465	G 215	113	168	DEG 395	431	128	76	46	328	235	79	OP 390	228	271	668	223
Top2Box (6-7)	22.1%	21.8%	22.4%	19.2%	18.6%	19.0%	27.9%	18.6%	23.6%	17.8%	17.7%	21.2%	24.3%	27.5%	24.9%	20.8%	20.2%	21.6%	24.1%
1 2 (2 )							CDEG		T				IJ	IJK	OP				
	1873	890	983	470	262	364	777	954	273	193	110	684	459	153	783	488	596	1429	444
Top3Box (5-7)	46.5%	45.6%	47.4%	42.0%	43.2%	41.2%	54.9% CDEG	41.3%	50.6% JK	45.2%	42.0%	44.3%	47.5%	53.6% IJK	50.0% OP	44.4%	44.4%	46.1%	47.9%
	1093	584	509	319	186	269	319	697	140	127	68	434	259	65	385	329	374	847	246
Low3Box (1-3)	27.2%	29.9% B	24.6%	28.5% F	30.7%	30.4% F	22.5%	30.1% F	26.0%	29.8%	25.8%	28.1%	26.8%	22.8%	24.6%	29.9% N	27.8%	27.3%	26.6%
	628	346	282	190	96	176	166	418	78	77	39	245	144	45	237	191	197	494	134
Low2Box (1-2)	15.6%	17.7% B	13.6%	17.0% F	15.8%	19.9% F	11.7%	18.1% F	14.4%	18.1%	15.0%	15.9%	14.9%	15.6%	15.1%	17.4%	14.7%	15.9%	14.4%
	298	183	115	89	49	79	82	197	43	34	16	117	67	20	113	97	86	237	61
LowBox (1)	7.4%	9.4%	5.6%	7.9%	8.1%	8.9%	5.8%	8.5%	8.0%	8.0%	6.1%	7.6%	6.9%	7.1%	7.2%	8.8%	6.4%	7.6%	6.6%
		В		F		F		F								۲			
Mean	4.3	4.2	4.3 A	4.1	4.1	4.1	4.5 CDEG	4.1	4.3	4.1	4.2	4.2	4.3	4.4 IK	4.4 OP	4.1	4.2	4.2	4.3
Std. Dev.	1.6	1.7	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0	0

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

Q4\_09. [Drug and pharmaceutical industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reç	jion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	E	F	G	Н		J	K	L	М	N	0	P	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Drug and pharmaceutical industry											_								
	217	110	107	80	28	41	67	122	18	16	7	76	79	19	110	56	48	141	76
7 - Extremely trustworthy	5.4%	5.6%	5.1%	7.2% DEFG	4.6%	4.7%	4.7%	5.3%	3.4%	3.8%	2.8%	5.0%	8.2% HIJK	6.8% H	7.0%	5.1%	3.6%	4.5%	8.2% Q
	613	291	322	163	74	118	257	299	63	58	36	231	181	45	279	171	161	431	181
6	15.2%	14.9%	15.5%	14.6%	12.2%	13.4%	18.2%	12.9%	11.6%	13.5%	13.6%	15.0%	18.7%	15.6%	17.8%	15.6%	12.0%	13.9%	19.6%
	13.276	14.576	13.376	14.076	12.276	13.476	CDEG	12.576	11.076	13.376	13.078	13.076	HIK	13.076	17.0% P	P	12.076	13.976	Q
	855	415	440	206	134	194	320	479	121	89	64	298	215	68	337	205	308	647	207
5	21.2%	21.2%	21.2%	18.4%	22.1%	22.0%	22.6%	20.7%	22.4%	21.0%	24.3%	19.3%	22.2%	23.7%	21.5%	18.7%	22.9%	20.9%	22.4%
							С	С									0		1
	844	423	421	230	127	183	304	489	129	93	59	330	182	52	298	226	315	666	178
4	21.0%	21.7%	20.3%	20.5%	21.0%	20.7%	21.5%	21.1%	23.9%	21.9%	22.4%	21.4%	18.8%	18.2%	19.1%	20.6%	23.5%	21.5%	19.3%
									L								N		
	514	240	274	131	82	118	183	301	60	59	37	207	119	32	170	135	209	406	108
3	12.8%	12.3%	13.2%	11.7%	13.5%	13.3%	12.9%	13.0%	11.1%	13.8%	14.0%	13.4%	12.3%	11.3%	10.8%	12.3%	15.5% NO	13.1%	11.7%
	399	211	189	108	66	101	124	252	69	48	25	148	82	28	135	115	150	324	75
3	9.9%	10.8%	9.1%	9.7%	10.8%	11.5%	8.8%	10.9%	12.8%	11.2%	9.4%	9.6%	8.5%	9.7%	8.6%	10.4%	11.2%	10.5%	8.1%
f	9.976	10.6%	9.176	9.176	10.6%	F F	0.0%	10.9% F	12.6% L	11.270	9.4%	9.0%	0.3%	9.776	0.0%	10.4%	N N	10.5% R	0.176
	372	189	183	124	58	90	100	245	54	44	21	160	66	27	131	127	111	313	59
1 - Not trustworthy at all	9.2%	9.7%	8.8%	11.1%	9.5%	10.1%	7.0%	10.6%	10.0%	10.3%	8.0%	10.3%	6.8%	9.3%	8.4%	11.6%	8.2%	10.1%	6.3%
,				F		F		F	L	L		L				NP		R	1
	213	75	138	76	38	38	61	127	26	19	15	93	44	16	105	64	42	172	41
Don't Know	5.3%	3.8%	6.7%	6.8%	6.3%	4.3%	4.3%	5.5%	4.8%	4.6%	5.6%	6.0%	4.6%	5.4%	6.7%	5.8%	3.1%	5.5%	4.5%
			A	EFG											Р	P			
Summary																			
	217	110	107	80	28	41	67	122	18	16	7	76	79	19	110	56	48	141	76
TopBox (7)	5.4%	5.6%	5.1%	7.2% DEFG	4.6%	4.7%	4.7%	5.3%	3.4%	3.8%	2.8%	5.0%	8.2%	6.8%	7.0%	5.1%	3.6%	4.5%	8.2%
	829	401	429	243	102	160	325	421	81	74	43	308	HIJK 260	H 64	389	227	209	572	Q 257
Top2Box (6-7)	20.6%	20.5%	20.7%	21.8%	16.8%	18.1%	22.9%	18.2%	15.0%	17.3%	16.4%	19.9%	26.9%	22.4%	24.9%	20.7%	15.6%	18.5%	27.8%
10p2b0x (0-7)	20.0%	20.5%	20.176	DG	10.0%	10.176	DEG	10.276	15.0%	17.3%	10.4%	19.9% H	HIJK	22.4% H	24.9% OP	20.7% P	13.0%	10.5%	Q Q
	1684	815	869	450	236	354	645	900	202	163	107	606	474	132	726	433	517	1220	465
Top3Box (5-7)	41.8%	41.7%	41.9%	40.2%	38.9%	40.1%	45.5%	38.9%	37.4%	38.3%	40.7%	39.3%	49.0%	46.0%	46.4%	39.4%	38.5%	39.3%	50.2%
1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1							CDEG						HIJK	Н	OP				Q
	1285	639	645	364	205	309	407	797	183	151	82	515	267	87	436	376	469	1043	242
Low3Box (1-3)	31.9%	32.7%	31.1%	32.5%	33.8%	34.9%	28.7%	34.5%	33.9%	35.3%	31.3%	33.3%	27.6%	30.3%	27.8%	34.3%	34.9%	33.6%	26.1%
					F	F		F	L	L		L				N	N	R	
	771	400	371	233	123	191	224	497	123	92	45	308	148	54	266	242	261	637	134
Low2Box (1-2)	19.2%	20.5%	17.9%	20.8%	20.3%	21.6%	15.8%	21.5%	22.8%	21.6%	17.3%	20.0%	15.3%	19.0%	17.0%	22.0%	19.4%	20.6%	14.5%
	372	B 189	183	F 124	58	F 90	100	F 245	L 54	44	21	160	66	27	131	N 127	111	R 313	59
LowBox (1)	9.2%	9.7%	8.8%	11.1%	9.5%	10.1%	7.0%	10.6%	10.0%	10.3%	8.0%	10.3%	6.8%	9.3%	8.4%	11.6%	8.2%	10.1%	6.3%
LOWDOX (1)	9.270	9.176	0.076	11.1% F	9.076	10.176 F	1.076	10.6% F	10.0% L	10.376	0.076	10.3%	0.076	9.376	0.476	NP	0.270	10.1% R	0.5%
	4.1	4.1	4.1	4.1	4	4	4.2	4	3.9	3.9	4	4	4.4	4.2	4.3	4	3.9	4	4.4
Mean	4.1	4.1	4.1	4.1	4	4	CDEG	4	3.9	3.9	4	4	4.4 HIJK	4.2 H	4.3 OP	4	3.9	4	4.4 Q
Std. Dev.	1.7	1.7	1.7	1.8	1.6	1.7	1.6	1.7	1.6	1.7	1.6	1.7	1.7	1.7	1.7	1.7	1.6	1.7	1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0	0
Proportions/Means: Columns Tested (5% risk leve						0.1		U	0.1	0.1	0.1	Ū	Ü	0.1	, ,	0.1	Ü	U	

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

Q4\_10. [Clothing Industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Clothing Industry																			
	123	62	61	50	25	22	26	77	16	9	7	45	40	6	60	30	33	86	38
7 - Extremely trustworthy	3.1%	3.2%	2.9%	4.4% EFG	4.2% F	2.5%	1.8%	3.3% F	2.9%	2.0%	2.8%	2.9%	4.2% I	2.1%	3.8%	2.7%	2.5%	2.8%	4.1% Q
	509	234	276	147	71	113	178	292	56	32	39	169	165	47	235	127	144	344	165
6	12.6%	12.0%	13.3%	13.1%	11.8%	12.8%	12.6%	12.6%	10.4%	7.5%	15.0%	11.0%	17.1%	16.4%	15.0%	11.6%	10.7%	11.1%	17.9%
	980	470	510	247	138	213	382	537	116	103	69	370	HIK 258	HIK 63	OP 408	254	312	729	Q 251
5	24.3%	24.1%	24.6%	22.0%	22.8%	24.1%	27.0%	23.2%	21.6%	24.1%	26.5%	24.0%	26.7%	22.0%	26.1%	23.2%	23.2%	23.5%	27.1%
	24.5%	24.176	24.0%	22.0%	22.0%	24.176	CG	23.276	21.0%	24.176	20.5%	24.0%	H	22.0%	20.176	23.276	23.276	23.376	Q Q
	1143	567	576	296	161	253	433	643	177	130	65	453	246	72	423	307	411	908	235
4	28.4%	29.1%	27.8%	26.4%	26.6%	28.7%	30.5% C	27.8%	32.8% JLM	30.5%	24.7%	29.4% L	25.4%	25.3%	27.0%	27.9%	30.6% N	29.3% R	25.4%
	581	283	298	165	93	115	207	330	79	76	34	228	120	44	182	175	222	463	117
3	14.4%	14.5%	14.3%	14.8%	15.4%	13.1%	14.6%	14.3%	14.6%	17.8%	13.1%	14.8%	12.4%	15.3%	11.6%	15.9%	16.5%	14.9%	12.7%
										L						N	N		
	320	170	151	88	46	86	100	186	44	33	27	131	58	28	102	99	119	264	56
2	8.0%	8.7%	7.3%	7.9%	7.6%	9.7% FG	7.1%	8.1%	8.2%	7.8%	10.3% L	8.5% L	6.0%	9.7% L	6.5%	9.0% N	8.9% N	8.5% R	6.1%
	144	70	74	54	23	33	34	102	21	21	4	56	34	8	47	44	50	119	25
1 - Not trustworthy at all	3.6%	3.6%	3.5%	4.8% F	3.8%	3.7%	2.4%	4.4% F	3.9%	4.9% J	1.4%	3.6%	3.5%	2.9%	3.0%	4.1%	3.7%	3.8%	2.7%
	226	97	129	73	47	49	57	147	31	23	16	92	46	18	109	62	52	187	39
Don't Know	5.6%	4.9%	6.2%	6.5%	7.8%	5.6%	4.0%	6.3%	5.7%	5.4%	6.1%	6.0%	4.8%	6.3%	6.9%	5.6%	3.9%	6.0%	4.2%
Cummery				F	F			F							Р			R	
Summary	123	62	61	50	25	22	26	77	16	9	7	45	40	6	60	30	33	86	38
TopBox (7)	3.1%	3.2%	2.9%	4.4% EFG	4.2% F	2.5%	1.8%	3.3% F	2.9%	2.0%	2.8%	2.9%	4.2%	2.1%	3.8%	2.7%	2.5%	2.8%	4.1% Q
	632	296	336	196	97	135	204	368	72	41	47	214	205	53	294	157	178	430	203
Top2Box (6-7)	15.7%	15.2%	16.2%	17.5% F	16.0%	15.3%	14.4%	15.9%	13.4%	9.6%	17.8%	13.9%	21.2% HIK	18.5% I	18.8% OP	14.3%	13.2%	13.9%	21.9% Q
	1612	766	846	443	235	348	587	905	189	144	116	584	464	116	702	412	490	1158	454
Top3Box (5-7)	40.0%	39.2%	40.8%	39.6%	38.8%	39.3%	41.4%	39.1%	34.9%	33.7%	44.4% HI	37.8%	47.9% HIKM	40.5%	44.9% OP	37.5%	36.4%	37.4%	49.0% Q
	1045	523	522	307	162	234	341	618	144	130	65	414	212	80	331	318	391	846	199
Low3Box (1-3)	25.9%	26.8%	25.2%	27.5%	26.8%	26.5%	24.1%	26.7%	26.6% L	30.4% L	24.8%	26.9% L	21.9%	27.9% L	21.2%	29.0% N	29.1% N	27.3% R	21.4%
	464	240	224	142	69	118	134	288	65	54	31	186	92	36	149	143	169	383	81
Low2Box (1-2)	11.5%	12.3%	10.8%	12.7% F	11.4%	13.4% F	9.5%	12.5% F	12.0%	12.6%	11.7%	12.1% L	9.5%	12.6%	9.5%	13.0% N	12.6% N	12.3% R	8.8%
	144	70	74	54	23	33	34	102	21	21	4	56	34	8	47	44	50	119	25
LowBox (1)	3.6%	3.6%	3.5%	4.8%	3.8%	3.7%	2.4%	4.4%	3.9%	4.9%	1.4%	3.6%	3.5%	2.9%	3.0%	4.1%	3.7%	3.8%	2.7%
				F				F		J	1								
Mean	4.2	4.2	4.2	4.2	4.2	4.1	4.2	4.2	4.1	4	4.3	4.1	4.4 HIKM	4.2	4.4 OP	4.1	4.1	4.1	4.4 Q
Std. Dev.	1.4	1.4	1.4	1.5	1.4	1.4	1.3	1.4	1.3	1.3	1.4	1.4	1.4	1.4	1.4	1.4	1.3	1.4	1.4
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% ri							_	_					-			_			

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 Overlap formulae used.

Q4\_11. [Oil industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response on a scale from 1 to 7, where 1 means you opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
	4020	1555	2010	1115	000	004	1417	2010	540	721	202	1044	307	200	1505	1000	1044	3100	320
Oil industry	96	52	44	41	17	18	20	58	12	15	3	34	21	11	43	29	24	78	17
7 - Extremely trustworthy	2.4%	2.7%	2.1%	3.6%	2.8%	2.0%	1.4%	2.5%	2.3%	3.4%	1.0%	2.2%	2.2%	3.8%	2.7%	2.6%	1.8%	2.5%	1.9%
7 - Extremely trustworthy	2.476	2.170	2.176	EFG	2.0% F	2.0%	1.476	2.5% F	2.3%	3.4%	1.0%	2.270	2.270	3.0%	2.170	2.0%	1.076	2.5%	1.9%
	289	158	131	104	39	49	97	170	39	38	21	112	65	13	116	80	93	229	60
6	7.2%	8.1%	6.3%	9.3%	6.5%	5.5%	6.9%	7.4%	7.3%	9.0%	8.0%	7.3%	6.8%	4.7%	7.4%	7.3%	6.9%	7.4%	6.5%
		В		EFG				E		M									
	578	271	307	143	82	125	229	302	97	85	46	193	112	45	244	144	186	464	114
5	14.4%	13.9%	14.8%	12.8%	13.5%	14.1%	16.1%	13.1%	17.9%	19.8%	17.7%	12.5%	11.6%	15.6%	15.6%	13.1%	13.9%	15.0%	12.4%
	000	007	110	400	400	100	CG	470	KL	KL	KL	204	400	40	004	010	200	R	101
	839	397	442	199	130	193	317	479	115	93	68	331	186	46	301	210	326	658	181
4	20.8%	20.3%	21.3%	17.8%	21.5%	21.9% C	22.4% C	20.7% C	21.3%	21.9%	26.1% LM	21.4%	19.2%	16.0%	19.2%	19.1%	24.3% NO	21.2%	19.5%
	625	313	312	165	93	131	236	351	77	69	31	237	150	60	225	184	212	483	142
3	15.5%	16.0%	15.0%	14.7%	15.3%	14.9%	16.6%	15.2%	14.4%	16.1%	11.7%	15.3%	15.5%	21.1%	14.4%	16.8%	15.8%	15.6%	15.3%
	10.070	10.070	10.070	1 11.7 70	10.070	1 1.070	10.070	10.270	11170	10.170	111770	10.070	10.070	HJKL	11.170	10.070	10.070	10.070	10.070
	597	275	322	151	95	138	212	340	68	49	44	237	165	34	218	156	222	436	161
2	14.8%	14.1%	15.5%	13.5%	15.8%	15.6%	15.0%	14.7%	12.5%	11.5%	16.8%	15.4%	17.1%	11.8%	13.9%	14.2%	16.5%	14.1%	17.4%
													HIM						Q
	729	403	326	224	101	175	229	442	96	52	27	283	219	52	273	221	231	521	208
1 - Not trustworthy at all	18.1%	20.7%	15.7%	20.0%	16.7%	19.8%	16.2%	19.1%	17.8%	12.1%	10.3%	18.4%	22.7%	18.2%	17.4%	20.1%	17.2%	16.8%	22.5%
	070	B	190	F 93	40	F	77	F 169	IJ 35	07	20	IJ 116	HIJK	IJ 25	445	74	50	220	Q
Don't Know	273	83			49	55	77			27	22		48		145	74		230	43
DON'T KNOW	6.8%	4.3%	9.2% A	8.3% F	8.1%	6.2%	5.4%	7.3% F	6.6%	6.3%	8.4%	7.5% L	5.0%	8.8% L	9.3% OP	6.8%	3.7%	7.4% R	4.7%
Summary			, ,					·			_			_	O.	·			
	96	52	44	41	17	18	20	58	12	15	3	34	21	11	43	29	24	78	17
TopBox (7)	2.4%	2.7%	2.1%	3.6%	2.8%	2.0%	1.4%	2.5%	2.3%	3.4%	1.0%	2.2%	2.2%	3.8%	2.7%	2.6%	1.8%	2.5%	1.9%
4 - ()				EFG	F			F											
	385	210	175	145	56	66	118	229	52	53	23	146	87	24	159	109	117	308	77
Top2Box (6-7)	9.6%	10.8%	8.4%	12.9%	9.3%	7.5%	8.3%	9.9%	9.6%	12.4%	9.0%	9.5%	9.0%	8.5%	10.2%	10.0%	8.7%	9.9%	8.3%
		В		DEFG				E											
()	963	481	481	287	138	191	346	531	148	138	70	339	199	69	403	253	303	771	192
Top3Box (5-7)	23.9%	24.6%	23.2%	25.7% EG	22.7%	21.6%	24.4%	23.0%	27.5% KL	32.2% KLM	26.7% L	22.0%	20.5%	24.1%	25.8%	23.0%	22.5%	24.9% R	20.7%
	1951	991	960	540	289	445	677	1133	241	169	102	758	535	146	716	561	664	1440	511
Low3Box (1-3)	48.5%	50.8%	46.3%	48.3%	47.7%	50.3%	47.8%	49.0%	44.6%	39.6%	38.8%	49.1%	55.3%	51.1%	45.7%	51.1%	49.4%	46.5%	55.2%
(,	10.070	В	10.070	10.070	111170	00.070	11.070	10.070	11.070	00.070	00.070	IJ	HIJK	IJ	10.170	N	10.170	10.070	Q
	1326	678	648	375	196	313	441	782	164	101	71	521	385	86	491	377	452	957	369
Low2Box (1-2)	32.9%	34.7%	31.3%	33.5%	32.4%	35.4%	31.1%	33.8%	30.3%	23.6%	27.1%	33.7%	39.8%	30.0%	31.4%	34.3%	33.7%	30.9%	39.9%
		В				F			ı				HIJKM						Q
l	729	403	326	224	101	175	229	442	96	52	27	283	219	52	273	221	231	521	208
LowBox (1)	18.1%	20.7%	15.7%	20.0%	16.7%	19.8%	16.2%	19.1%	17.8%	12.1%	10.3%	18.4%	22.7%	18.2%	17.4%	20.1%	17.2%	16.8%	22.5%
		В		F		F		F	IJ			IJ	HIJK	IJ					Q
Mean	3.3	3.3	3.3	3.4	3.3	3.2	3.4	3.3	3.4	3.7	3.6	3.3	3.1	3.3	3.4	3.2	3.3	3.4	3.1
Std. Dev.	1.7	1.7	1.6	1.8	1.7	1.6	E 1.6	1.7	1.7	HKLM 1.6	KL 1.5	L 1.7	1.7	1.7	1.7	1.7	1.6	R 1.7	17
Std. Err.	0	0	0	0.1	0.1	1.6 0.1	0	1.7 0	0.1	0.1	0.1	0	1.7 0	0.1	1.7 0	0.1	0	0	1.7
			N/O/P - Q/R O			0.1	U	U	0.1	0.1	U. I	U	U	0.1	U	0.1	U	U	U

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 Overlap formulae used.

Q4\_12. [Hydro-electric industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Ren	gion				Education		Language	e of Survey
		001	luci			Age					1,05	,1011				Ludcation		Language	o or our vey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	Е	F	G	Н	- 1	J	К	L	М	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Hydro-electric industry																			
	184	109	75	56	36	32	60	102	27	12	11	63	55	16	71	56	56	130	54
7 - Extremely trustworthy	4.6%	5.6% B	3.6%	5.0%	5.9% EG	3.7%	4.2%	4.4%	5.0%	2.9%	4.2%	4.1%	5.7% IK	5.5%	4.5%	5.1%	4.2%	4.2%	5.8% Q
	597	324	273	158	77	105	258	291	87	62	44	203	161	40	249	133	211	437	160
6	14.8%	16.6%	13.2%	14.1%	12.7%	11.8%	18.2%	12.6%	16.1%	14.4%	16.9%	13.1%	16.7%	13.9%	15.9%	12.1%	15.7%	14.1%	17.2%
		В	407	054	404	400	CDEG	507	407			040	K		0	004	0	000	Q
_	913	445	467	251	131	196	336	507	137	92	77	312	227	67	331	261	318	686	226
5	22.7%	22.8%	22.5%	22.4%	21.6%	22.1%	23.7%	21.9%	25.4% K	21.6%	29.5% IK	20.2%	23.5% K	23.3%	21.1%	23.8%	23.6%	22.1%	24.4%
	899	399	499	241	149	215	294	553	121	110	61	346	196	64	312	233	350	713	186
4	22.3%	20.5%	24.1%	21.5%	24.6%	24.3%	20.7%	23.9%	22.5%	25.8%	23.3%	22.4%	20.3%	22.3%	19.9%	21.3%	26.1%	23.0%	20.1%
	504	264	A 240	132	74	F 105	193	CF 279	61	50	28	207	124	33	184	151	NO 166	R 393	111
3	12.5%	13.5%	11.6%	11.8%	12.2%	11.9%	13.6%	12.1%	11.4%	11.8%	10.7%	13.4%	12.9%	11.4%	11.8%	13.8%	12.4%	12.7%	12.0%
3	12.5%	13.5%	11.0%	11.8%	12.2%	11.9%	13.0%	12.1%	11.4%	11.8%	10.7%	13.4%	12.9%	11.4%	11.8%	13.8%	12.4%	12.7%	12.0%
	338	158	180	96	38	94	110	205	32	32	11	166	74	23	144	99	94	270	68
2	8.4%	8.1%	8.7%	8.6%	6.3%	10.6% DFG	7.8%	8.9%	5.9%	7.5%	4.2%	10.8%	7.6%	8.0%	9.2% P	9.1%	7.0%	8.7%	7.4%
	291	157	134	73	49	74	94	D 187	30	26	7	HJL 144	63	22	127	87	74	234	56
1 - Not trustworthy at all	7.2%	8.1%	6.4%	6.5%	8.2%	8.4%	6.6%	8.1%	5.5%	6.0%	2.8%	9.3%	6.5%	7.6%	8.1%	7.9%	5.5%	7.6%	6.1%
1 Not additionally at all	1.270	0.170	0.470	0.070	0.270	0.470	0.070	C	0.070	0.070	2.070	HJL	J	J	P	P P	3.576	7.070	0.170
	301	97	204	113	52	63	73	190	44	43	22	103	66	23	147	78	74	236	65
Don't Know	7.5%	4.9%	9.9%	10.1%	8.6%	7.1%	5.1%	8.2%	8.2%	10.0%	8.4%	6.7%	6.9%	7.9%	9.4%	7.1%	5.5%	7.6%	7.0%
Summary			Α	EFG	F			F		KL					OP				
Summary	184	109	75	56	36	32	60	102	27	12	11	63	55	16	71	56	56	130	54
TopBox (7)	4.6%	5.6%	3.6%	5.0%	5.9%	3.7%	4.2%	4.4%	5.0%	2.9%	4.2%	4.1%	5.7%	5.5%	4.5%	5.1%	4.2%	4.2%	5.8%
1 op 2 ox (1)	1.070	В	0.070	0.070	EG	0.170	11.270	11.170	0.070	2.070	1.270	1.170	IK	0.070	1.070	0.170	1.270	1.270	Q
	781	433	348	214	113	137	318	393	114	74	55	266	216	56	320	189	267	568	214
Top2Box (6-7)	19.4%	22.2%	16.8%	19.1%	18.6%	15.5%	22.4%	17.0%	21.1%	17.3%	21.1%	17.2%	22.4%	19.5%	20.4%	17.2%	19.9%	18.3%	23.1%
	4004	В	040	EG	0.40	000	EG	000	050	100	400	570	IK	400	0	450	505	1051	Q
T. OD. (5.7)	1694	878	816	465	243	333	653	900	252	166	132	578	444	122	651	450	585	1254	440
Top3Box (5-7)	42.1%	45.0% B	39.3%	41.5%	40.2%	37.6%	46.1% CDEG	38.9%	46.6% IK	38.9%	50.5% IK	37.4%	45.9% IK	42.7%	41.6%	40.9%	43.5%	40.5%	47.5% Q
	1132	578	554	301	161	273	397	670	123	108	46	517	261	77	456	338	334	897	236
Low3Box (1-3)	28.1%	29.6%	26.7%	26.9%	26.6%	30.9%	28.0%	29.0%	22.8%	25.3%	17.7%	33.5%	27.0%	27.0%	29.1%	30.7%	24.9%	28.9%	25.4%
		В								J		HIJL	J	J	Р	P		R	
	629	315	314	169	87	168	204	391	62	58	18	310	137	45	272	186	168	504	125
Low2Box (1-2)	15.6%	16.1%	15.1%	15.1%	14.4%	19.0%	14.4%	16.9%	11.4%	13.5%	7.0%	20.1%	14.1%	15.6%	17.4% P	17.0%	12.5%	16.3%	13.5%
	291	157	134	73	49	CDFG 74	94	187	30	J 26	7	HIJL 144	J 63	J 22	127	87	74	R 234	56
LowBox (1)	7.2%	8.1%	6.4%	6.5%	8.2%	8.4%	6.6%	8.1%	5.5%	6.0%	2.8%	9.3%	6.5%	7.6%	8.1%	7.9%	5.5%	7.6%	6.1%
	7.270	0.170	0.170	0.070	0.270	0.170	0.070	C	0.070	0.070	2.070	HJL	J	J	P P	P	0.070	,.	070
	4.2	4.2	4.1	4.2	4.2	4	4.2	4.1	4.4	4.2	4.5	4	4.3	4.2	4.1	4.1	4.3	4.1	4.3
Mean				EG	Е		EG		K	K	IKLM		К				NO		Q
Std. Dev.	1.6	1.6	1.5	1.6	1.6	1.6	1.6	1.6	1.5	1.5	1.3	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 Overlap formulae used.

Q4\_13. [Natural gas industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response on a scale from 1 to 7, where 1 means you opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	gion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Natural gas industry																			
	128	66	62	48	20	26	35	76	16	15	9	44	32	13	66	31	31	98	30
7 - Extremely trustworthy	3.2%	3.4%	3.0%	4.3% F	3.3%	3.0%	2.5%	3.3%	3.0%	3.4%	3.3%	2.8%	3.3%	4.7%	4.2% P	2.8%	2.3%	3.2%	3.2%
	469	247	222	124	68	77	200	244	69	47	34	162	129	28	204	124	140	339	130
6	11.7%	12.7%	10.7%	11.1%	11.3%	8.7%	14.1% CEG	10.6% E	12.7%	11.0%	13.1%	10.5%	13.4% K	9.7%	13.1% P	11.3%	10.4%	10.9%	14.1% Q
	843	410	433	199	128	187	330	454	120	96	51	327	187	62	315	216	305	660	183
5	20.9%	21.0%	20.9%	17.8%	21.1%	21.1%	23.3% CG	19.6%	22.2%	22.4%	19.6%	21.2%	19.3%	21.6%	20.1%	19.7%	22.7%	21.3%	19.8%
	963	472	491	267	152	207	337	564	123	104	86	373	218	58	361	255	344	755	208
4	23.9%	24.2%	23.7%	23.9%	25.1%	23.4%	23.8%	24.4%	22.7%	24.4%	32.8% HIKLM	24.2%	22.6%	20.2%	23.0%	23.2%	25.6%	24.4%	22.4%
	539	268	272	146	71	125	197	304	73	66	31	201	128	41	184	149	205	416	123
3	13.4%	13.7%	13.1%	13.0%	11.7%	14.2%	13.9%	13.2%	13.4%	15.5%	11.7%	13.0%	13.3%	14.3%	11.8%	13.6%	15.2% N	13.4%	13.3%
	374	195	178	99	61	97	116	224	45	34	15	159	97	23	134	112	124	283	91
2	9.3%	10.0%	8.6%	8.9%	10.1%	11.0% F	8.2%	9.7%	8.4%	8.1%	5.6%	10.3% J	10.0% J	8.1%	8.6%	10.2%	9.2%	9.1%	9.8%
	374	191	182	116	51	97	109	233	54	38	11	148	88	35	133	113	126	294	80
1 - Not trustworthy at all	9.3%	9.8%	8.8%	10.4% F	8.5%	11.0% F	7.7%	10.1% F	10.0% J	8.9% J	4.2%	9.6% J	9.1% J	12.3% J	8.5%	10.3%	9.3%	9.5%	8.6%
	336	103	233	121	55	68	93	212	40	27	26	129	88	26	168	97	68	255	82
Don't Know	8.4%	5.3%	11.3% A	10.8% EF	9.0%	7.7%	6.5%	9.2% F	7.5%	6.3%	9.8%	8.4%	9.0%	9.2%	10.7% P	8.8% P	5.1%	8.2%	8.8%
Summary																			
	128	66	62	48	20	26	35	76	16	15	9	44	32	13	66	31	31	98	30
TopBox (7)	3.2%	3.4%	3.0%	4.3% F	3.3%	3.0%	2.5%	3.3%	3.0%	3.4%	3.3%	2.8%	3.3%	4.7%	4.2% P	2.8%	2.3%	3.2%	3.2%
	598	313	285	171	88	103	235	321	85	62	43	206	161	41	270	155	171	437	160
Top2Box (6-7)	14.9%	16.0% B	13.7%	15.3% E	14.6%	11.7%	16.6% EG	13.9% E	15.7%	14.4%	16.4%	13.4%	16.7% K	14.4%	17.3% OP	14.1%	12.8%	14.1%	17.3% Q
	1441	723	717	370	216	290	565	774	205	157	94	533	348	103	586	372	477	1097	343
Top3Box (5-7)	35.8%	37.1%	34.6%	33.1%	35.7%	32.8%	39.8% CEG	33.5%	37.9%	36.8%	36.0%	34.6%	36.0%	35.9%	37.4%	33.8%	35.5%	35.4%	37.1%
	1286	654	632	361	183	319	423	762	172	139	56	507	313	99	451	375	455	993	294
Low3Box (1-3)	31.9%	33.5% B	30.5%	32.2%	30.3%	36.1% DFG	29.8%	32.9%	31.9% J	32.5% J	21.4%	32.9% J	32.4% J	34.6% J	28.8%	34.1% N	33.8% N	32.0%	31.7%
	747	386	361	215	112	194	226	457	99	72	26	307	185	58	267	225	250	577	171
Low2Box (1-2)	18.6%	19.8%	17.4%	19.2% F	18.6%	21.9% FG	15.9%	19.8% F	18.4% J	16.9% J	9.8%	19.9% J	19.1% J	20.3% J	17.1%	20.5% N	18.6%	18.6%	18.4%
	374	191	182	116	51	97	109	233	54	38	11	148	88	35	133	113	126	294	80
LowBox (1)	9.3%	9.8%	8.8%	10.4% F	8.5%	11.0% F	7.7%	10.1% F	10.0% J	8.9% J	4.2%	9.6% J	9.1% J	12.3% J	8.5%	10.3%	9.3%	9.5%	8.6%
Mean	3.9	3.9	3.9	3.9	4	3.8	4.1 CEC	3.9	4	4	4.2	3.9	4	3.9	4.1 OB	3.8	3.9	3.9	4
Std. Dev.	1.6	1.6	1.6	1.6	E 1.6	1.6	CEG 1.5	E 1.6	1.6	1.6	HKLM 1.4	1.6	1.6	1.7	OP 1.6	1.6	1.5	1.6	1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0	0
Proportions/Means: Columns Tested (5% risk		-				Ü	, ,	, J	0	0	· · · ·	ŭ		0	, ,	0	, ,	ŭ	

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 Overlap formulae used.

Q4\_14. [Chemical industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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". You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off "Don't know" in the space provided and move on to the next one.

		Ger	nder			Age					Reg	jion				Education		Language	e of Survey
	Total	Male	Female B	18-34 C	35-44 D	45-54 E	55+ F	25-54 G	вс	АВ	MAN/SASK	ONT	QB	ATL M	<college< th=""><th>College</th><th>University+</th><th>English Q</th><th>French</th></college<>	College	University+	English Q	French
Base: All respondents	4026	A 1929	2097	1082	611	898	1435	2317	H 440	348	J 214	K 1277	1510	237	N 1603	1106	1297	2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Chemical industry																			
	110	63	47	49	21	19	22	65	16	10	6	38	32	9	53	36	20	82	29
7 - Extremely trustworthy	2.7%	3.2%	2.3%	4.3% EFG	3.4% F	2.2%	1.5%	2.8% F	2.9%	2.3%	2.4%	2.4%	3.3%	3.0%	3.4% P	3.3% P	1.5%	2.6%	3.1%
	355	194	160	108	38	68	141	191	34	32	16	129	119	24	129	97	128	236	119
6	8.8%	9.9%	7.7%	9.7%	6.3%	7.7%	9.9%	8.3%	6.4%	7.5%	6.1%	8.3%	12.3%	8.5%	8.3%	8.8%	9.5%	7.6%	12.8%
	706	B 356	350	D 185	116	145	D 260	D 395	93	81	50	250	HIJK 180	51	281	183	240	525	Q 181
5	17.5%	18.3%	16.9%	16.5%	19.2%	16.4%	18.3%	17.1%	17.2%	19.0%	19.1%	16.2%	18.7%	17.8%	18.0%	16.7%	17.8%	16.9%	19.6%
																			Q
	911	456	456	238	147	207	320	530	123	94	64	351	222	57	337	231	341	700	211
4	22.6%	23.3%	22.0%	21.2%	24.3%	23.4%	22.6%	22.9%	22.7%	22.1%	24.3%	22.8%	23.0%	19.8%	21.5%	21.0%	25.4% NO	22.6%	22.8%
	653	303	349	170	91	149	243	365	102	83	33	247	144	43	238	172	241	517	135
3	16.2%	15.5%	16.9%	15.2%	15.1%	16.8%	17.1%	15.8%	18.9% JL	19.5% JL	12.6%	16.0%	14.9%	15.2%	15.2%	15.7%	17.9%	16.7%	14.6%
	446	223	223	120	63	105	158	262	62	47	44	162	96	36	154	129	161	355	92
2	11.1%	11.4%	10.8%	10.7%	10.5%	11.9%	11.1%	11.3%	11.4%	10.9%	16.8%	10.5%	9.9%	12.6%	9.8%	11.8%	12.0%	11.4%	9.9%
	401	206	195	113	62	102	124	250	57	38	IKL 18	169	83	36	161	128	109	325	76
1 - Not trustworthy at all	10.0%	10.5%	9.4%	10.1%	10.2%	11.5%	8.8%	10.8%	10.5%	8.9%	7.0%	11.0%	8.5%	12.7%	10.3%	11.6%	8.1%	10.5%	8.2%
	444	151	292	137	67	F 89	150	255	54	42	31	L 197	91	JL 30	212	P 123	103	R 360	84
Don't Know	11.0%	7.7%	14.1%	12.3%	11.1%	10.1%	10.6%	11.0%	10.0%	9.7%	11.7%	12.7%	9.4%	10.5%	13.5%	11.2%	7.7%	11.6%	9.0%
C			Α									L			Р	Р		R	
Summary	110	63	47	49	21	19	22	65	16	10	6	38	32	9	53	36	20	82	29
TopBox (7)	2.7%	3.2%	2.3%	4.3%	3.4%	2.2%	1.5%	2.8%	2.9%	2.3%	2.4%	2.4%	3.3%	3.0%	3.4%	3.3%	1.5%	2.6%	3.1%
	465	257	208	EFG 157	F 59	87	162	F 256	50	40	22	167	151	33	P 183	P 133	149	318	147
Top2Box (6-7)	11.6%	13.2%	10.0%	14.0%	9.7%	9.9%	11.5%	11.1%	9.3%	42 9.8%	8.5%	10.8%	15.7%	11.5%	11.7%	12.1%	11.1%	10.2%	15.9%
		В		DEG									HIJK						Q
	1171	614	557	342	175	232	422	651	143	123	72	417	332	84	464	316	388	842	329
Top3Box (5-7)	29.1%	31.4% B	26.9%	30.5% E	28.9%	26.3%	29.8%	28.1%	26.5%	28.8%	27.6%	27.0%	34.3% HK	29.2%	29.6%	28.8%	28.9%	27.2%	35.5% Q
	1500	732	768	403	216	356	525	877	220	168	95	578	322	116	553	429	511	1197	303
Low3Box (1-3)	37.3%	37.5%	37.0%	36.0%	35.7%	40.2%	37.1%	37.9%	40.8% L	39.3%	36.4%	37.5% L	33.3%	40.5% L	35.3%	39.1%	38.0%	38.6% R	32.7%
	847	429	418	233	125	207	282	512	118	85	62	331	179	72	315	257	270	680	167
Low2Box (1-2)	21.0%	22.0%	20.2%	20.8%	20.6%	23.4%	19.9%	22.1%	21.9%	19.8%	23.8%	21.4%	18.5%	25.3% L	20.1%	23.4% N	20.1%	21.9% R	18.1%
	401	206	195	113	62	102	124	250	57	38	18	169	83	36	161	128	109	325	76
LowBox (1)	10.0%	10.5%	9.4%	10.1%	10.2%	11.5%	8.8%	10.8%	10.5%	8.9%	7.0%	11.0%	8.5%	12.7%	10.3%	11.6%	8.1%	10.5%	8.2%
						F						L		JL		Р		R	
Mean	3.7	3.8	3.7	3.8 EG	3.7	3.6	3.7 E	3.7	3.6	3.7	3.7	3.7	3.9 HIJKM	3.6	3.8	3.7	3.7	3.6	4 Q
Std. Dev.	1.6	1.6	1.5	1.7	1.6	1.6	1.5	1.6	1.5	1.5	1.5	1.6	1.6	1.7	1.6	1.6	1.5	1.6	1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0	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 Overlap formulae used.

Q4\_15. [Beverage alcohol industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Gei	nder			Age					Re	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Beverage alcohol industry															-				
Dorottago alconot maaca y	147	81	66	57	26	28	36	88	15	7	15	49	48	13	76	31	38	104	43
7 - Extremely trustworthy	3.7%	4.1%	3.2%	5.1% EFG	4.3% F	3.2%	2.5%	3.8% F	2.7%	1.7%	5.6%	3.1%	5.0% HIK	4.7%	4.9% OP	2.8%	2.8%	3.4%	4.6% Q
	574	292	282	135	87	117	236	302	63	41	40	223	158	50	252	162	159	415	159
ь	14.3%	14.9%	13.6%	12.0%	14.3%	13.2%	16.6% CEG	13.1%	11.6%	9.5%	15.5% I	14.5% I	16.3% HI	17.3% HI	16.1% P	14.8% P	11.8%	13.4%	17.1% Q
	948	464	484	252	137	216	343	549	143	95	55	376	223	55	359	250	334	733	215
5	23.5%	23.8%	23.3%	22.5%	22.6%	24.5%	24.2%	23.7%	26.5% M	22.1%	21.0%	24.4%	23.1%	19.4%	22.9%	22.7%	24.9%	23.6%	23.2%
	1046	498	547	276	162	221	388	594	149	141	73	381	220	81	412	270	363	831	215
4	26.0%	25.5%	26.4%	24.6%	26.7%	25.0%	27.4%	25.7%	27.6% L	33.0% KL	28.1%	24.7%	22.8%	28.2%	26.3%	24.5%	27.0%	26.8% R	23.2%
	521	266	255	149	72	121	180	289	71	64	27	196	135	28	163	149	207	398	123
3	12.9%	13.6%	12.3%	13.3%	11.9%	13.7%	12.7%	12.5%	13.2%	14.9%	10.3%	12.7%	14.0%	9.7%	10.4%	13.6%	15.4%	12.9%	13.2%
	303	138	165	86	47	73	97	187	31	32	25	113	79	22	103	N 89	N 111	227	75
2	7.5%	7.1%	7.9%	7.7%	7.8%	8.2%	6.9%	8.1%	5.7%	7.5%	9.7%	7.4%	8.2%	7.6%	6.6%	8.1%	8.2%	7.3%	8.1%
	218	109	109	73	33	53	59	145	27	21	11	92	49	18	74	65	76	172	45
1 - Not trustworthy at all	5.4%	5.6%	5.2%	6.5%	5.5%	5.9%	4.2%	6.3%	5.0%	4.9%	4.2%	6.0%	5.0%	6.3%	4.7%	5.9%	5.6%	5.6%	4.9%
	269	104	166	92	42	56	80	F 159	42	27	15	113	54	19	127	83	56	218	52
Don't Know	6.7%	5.3%	8.0% A	8.2% F	6.9%	6.3%	5.6%	6.9%	7.7%	6.3%	5.6%	7.3%	5.6%	6.7%	8.1%	7.5%	4.2%	7.0%	5.6%
Summary			^	'											,	r			
	147	81	66	57	26	28	36	88	15	7	15	49	48	13	76	31	38	104	43
TopBox (7)	3.7%	4.1%	3.2%	5.1% EFG	4.3% F	3.2%	2.5%	3.8% F	2.7%	1.7%	5.6%	3.1%	5.0% HIK	4.7%	4.9% OP	2.8%	2.8%	3.4%	4.6% Q
	721	372	349	192	113	145	271	390	77	48	55	272	206	63	328	193	197	519	202
Top2Box (6-7)	17.9%	19.1%	16.8%	17.2%	18.7%	16.4%	19.1%	16.9%	14.3%	11.2%	21.1% HI	17.6%	21.3% HIK	22.0% HI	20.9% OP	17.6%	14.7%	16.8%	21.8% Q
	1669	837	832	444	250	361	614	939	220	143	110	648	429	118	687	443	531	1252	417
Top3Box (5-7)	41.5%	42.8%	40.1%	39.7%	41.2%	40.9%	43.3%	40.6%	40.8%	33.4%	42.1%	42.0%	44.4%	41.4%	43.9%	40.3%	39.5%	40.4%	45.0% Q
	1042	514	528	307	153	246	336	621	129	117	64	401	263	68	340	303	393	798	243
Low3Box (1-3)	25.9%	26.3%	25.5%	27.4%	25.2%	27.8%	23.7%	26.8%	23.9%	27.3%	24.2%	26.0%	27.2%	23.7%	21.7%	27.6%	29.3%	25.7%	26.3%
	521	247	273	F 158	81	F 125	156	F 332	58	53	37	205	128	40	177	N 154	N 187	400	121
Low2Box (1-2)	12.9%	12.7%	13.2%	14.2%	13.3%	14.2%	11.0%	14.4%	10.7%	12.4%	13.9%	13.3%	13.3%	14.0%	11.3%	14.0%	13.9%	12.9%	13.0%
	218	109	109	F 73	33	F 53	59	F 145	27	21	11	92	49	18	74	N 65	N 76	172	45
LowBox (1)	5.4%	5.6%	5.2%	6.5% F	5.5%	5.9%	4.2%	6.3% F	5.0%	4.9%	4.2%	6.0%	5.0%	6.3%	4.7%	5.9%	5.6%	5.6%	4.9%
	40	4.2	4.2		4.2	4.1	4.3		4.2	4	4.2	4.2	4.2	4.2	4.2	4.1	4.1	4.2	4.2
Mean	4.2	4.2	4.2	4.2	4.2	4.1	4.3 CEG	4.1	4.2	4	4.3	4.2	4.3 I	4.3	4.3 OP	4.1	4.1	4.2	4.3 Q
Std. Dev.	1.5	1.5	1.5	1.5	1.5	1.5	1.4	1.5	1.4	1.3	1.5	1.5	1.5	1.5	1.5	1.5	1.4	1.5	1.5
Std. Err.	0	0	0	0	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	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 Overlap formulae used.

Q4\_16. [Tobacco industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Con	nder			Age					Box	gion				Education		Languege	e of Survey
		Gei	nuer			Age					Reţ	Jion				Education		Language	or Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 4540	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1929	2097	1119	611 606	884	1435	2317	540 540	427	262	1544	1510 967	286	1565	1098	1344	3100	926
Tobacco industry	4020	1555	2010	1115	000	004	1417	2010	540	721	202	1044	301	200	1505	1050	1044	3100	320
Tobacco muustry	64	39	26	34	11	11	7	43	5	2	6	29	13	9	28	15	21	53	11
7 - Extremely trustworthy	1.6%	2.0%	1.2%	3.1%	1.8%	1.3%	0.5%	1.9% F	0.9%	0.6%	2.4%	1.9%	1.3%	3.0%	1.8%	1.4%	1.6%	1.7%	1.2%
	157	75	82	EFG 73	19	30	34	105	18	11	6	73	41	HI 7	75	39	43	114	43
6	3.9%	3.9%	3.9%	6.5% DEFG	3.2%	3.4%	2.4%	4.5% EF	3.4%	2.6%	2.4%	4.7%	4.3%	2.5%	4.8%	3.6%	3.2%	3.7%	4.6%
	301	148	153	103	47	65	86	191	23	30	23	115	76	34	138	83	78	227	73
5	7.5%	7.6%	7.4%	9.2%	7.7%	7.4%	6.1%	8.3%	4.3%	6.9%	8.9%	7.4%	7.8%	11.9%	8.8%	7.6%	5.8%	7.3%	7.9%
	566	241	325	F 144	86	130	207	F 322	72	49	H 29	H 244	H 141	HIKL 31	P 247	155	163	433	134
4	14.1%	12.4%	15.7%	12.9%	14.1%	14.7%	14.6%	13.9%	13.4%	11.5%	11.2%	15.8%	14.5%	11.0%	15.8%	14.1%	12.2%	14.0%	14.4%
	549	246	A 304	128	84	116	222	294	65	65	34	199	145	41	P 208	159	182	412	137
3	13.6%	12.6%	14.6%	11.4%	13.8%	13.2%	15.7%	12.7%	12.0%	15.2%	13.1%	12.9%	15.0%	14.3%	13.3%	14.5%	13.5%	13.3%	14.8%
	710	0.40	201	475	00	475	CG	007		70	45	070	405		0.75	101	040	540	170
2	713 17.7%	349 17.9%	364 17.6%	175 15.7%	90 14.9%	175 19.8%	273 19.2%	387 16.7%	92 17.1%	73 17.0%	45 17.2%	279 18.1%	165 17.1%	59 20.7%	275 17.6%	194 17.7%	243 18.1%	543 17.5%	170 18.4%
	1427	761	666	371	230	CDG 305	CD 521	819	232	169	102	496	341	87	481	384	555	1114	314
1 - Not trustworthy at all	35.4%	39.0%	32.1%	33.1%	38.0%	34.5%	36.8%	35.4%	43.0%	39.6%	38.9%	32.1%	35.2%	30.4%	30.7%	35.0%	41.3%	35.9%	33.8%
	248	B 93	155	90	39	51	68	152	KLM 32	KM 28	16	109	45	18	113	N 69	NO 59	205	44
Don't Know	6.2%	4.8%	7.5%	8.1%	6.5%	5.7%	4.8%	6.6%	5.9%	6.6%	6.1%	7.1%	4.7%	6.3%	7.2%	6.3%	4.4%	6.6%	4.7%
			A	FG				F				L			Р	Р		R	
Summary							_												
TopBox (7)	64 1.6%	39 2.0%	26 1.2%	34 3.1%	11	11	7 0.5%	43 1.9%	5 0.9%	0.6%	6 2.4%	29 1.9%	13 1.3%	9 3.0%	28 1.8%	15 1.4%	21 1.6%	53 1.7%	11
1 - 17				EFG	F			F						HI					
	221	114	107	108	30	42	41	148	23	14	12	102	54	16	103	54	64	167	54
Top2Box (6-7)	5.5%	5.8%	5.2%	9.6% DEFG	5.0% F	4.7% F	2.9%	6.4% EF	4.3%	3.2%	4.7%	6.6% I	5.6%	5.5%	6.6% P	4.9%	4.7%	5.4%	5.9%
	522	262	260	211	77	107	127	339	47	43	36	217	130	50	241	138	142	394	128
Top3Box (5-7)	13.0%	13.4%	12.5%	18.8% DEFG	12.7% F	12.1%	9.0%	14.7% EF	8.6%	10.1%	13.6%	14.1% H	13.4%	17.3% HI	15.4% OP	12.5%	10.6%	12.7%	13.8%
	2689	1356	1333	674	404	F 596	1016	1499	389	307	181	974	H 652	187	964	737	979	2068	621
Low3Box (1-3)	66.8%	69.5%	64.3%	60.2%	66.7%	67.5%	71.7%	64.8%	72.1%	71.8%	69.1%	63.1%	67.4%	65.4%	61.6%	67.1%	72.9%	66.7%	67.1%
	2140	B 1110	4000	546	C	CG 480	CDEG 794	C 1206	K	K 242	147	774	K 506	440	750	N 578	NO 798	4050	484
Low2Box (1-2)	53.2%	56.9%	1030 49.7%	48.8%	320 52.9%	54.3%	794 56.0%	52.1%	324 60.0%	56.6%	56.1%	50.2%	52.4%	146 51.1%	756 48.3%	52.7%	59.4%	1656 53.4%	52.2%
		В				С	CG	С	KLM	K						N	NO		
L P (4)	1427	761	666	371	230	305	521	819	232	169	102	496	341	87	481	384	555	1114	314
LowBox (1)	35.4%	39.0% B	32.1%	33.1%	38.0%	34.5%	36.8%	35.4%	43.0% KLM	39.6% KM	38.9%	32.1%	35.2%	30.4%	30.7%	35.0% N	41.3% NO	35.9%	33.8%
Moon	2.6	2.5	2.6	2.8	2.5	2.5	2.4	2.6	2.3	2.3	2.5	2.7	2.6	2.7	2.7	2.5	2.4	2.5	2.6
Mean			A	DEFG	4.0			F				HI	HI	HI	OP	P		4.0	1
Std. Dev. Std. Err.	1.6	1.6 0	1.6 0	1.8 0.1	1.6 0.1	1.6 0.1	1.5 0	1.7	1.5 0.1	1.5 0.1	1.6 0.1	1.7	1.6	1.7 0.1	1.7 0	1.6	1.6 0	1.6 0	1.6
Proportions/Means: Columns Tested (5% ri						0.1	U	U	0.1	0.1	0.1	U	U	0.1	U	U	U	U	1 0

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

Q4\_17. [Magazine industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

																Education			(6
		Gei	nder			Age				<u> </u>	Reç	jion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
-	4020	1999	2010	1113	000	004	1417	2010	540	421	202	1044	307	200	1505	1050	1044	3100	320
Magazine industry	97	43	55	44	14	18	22	55	13	0	5	35	33	11	48	27	23	66	31
7 - Extremely trustworthy	2.4%	2.2%	2.6%	3.9%	2.3%	2.0%	1.5%	2.4%	2.5%	-	1.9%	2.3%	3.4%	3.8%	3.1%	2.4%	1.7%	2.1%	3.4%
7 Exacinely auditworthy	2.470	2.276	2.076	EFG	2.576	2.076	1.576	2.476	2.576		1.576	2.576	3.476	3.676	3.1 /6 P	2.470	1.7 /6	2.170	Q
	398	189	210	107	61	86	145	236	48	22	25	153	122	29	178	112	107	279	120
6	9.9%	9.7%	10.1%	9.6%	10.0%	9.7%	10.2%	10.2%	8.8%	5.2%	9.4%	9.9%	12.6% HIK	10.1%	11.4% P	10.2%	8.0%	9.0%	12.9% Q
	858	408	450	214	121	195	329	476	103	71	61	330	234	59	321	238	294	641	217
5	21.3%	20.9%	21.7%	19.1%	20.0%	22.0%	23.2%	20.6%	19.0%	16.7%	23.3%	21.4%	24.2%	20.7%	20.5%	21.6%	21.9%	20.7%	23.5%
							С						HI						Q
	1204	581	623	301	190	286	427	710	174	136	85	460	260	89	451	318	434	949	256
4	29.9%	29.8%	30.0%	26.9%	31.4%	32.4% C	30.1%	30.7% C	32.3% L	31.9%	32.6%	29.8%	26.8%	31.2%	28.8%	29.0%	32.3% N	30.6% R	27.6%
	604	327	277	171	85	120	228	329	96	98	36	208	128	37	227	159	215	482	122
3	15.0%	16.7%	13.4%	15.3%	14.0%	13.5%	16.1%	14.2%	17.8%	23.0%	13.6%	13.5%	13.3%	13.1%	14.5%	14.5%	16.0%	15.6%	13.1%
		В							KL	JKLM	10.070	1010,1						R	100.70
	360	176	184	111	57	72	120	198	43	47	21	137	85	28	126	91	143	279	82
2	8.9%	9.0%	8.9%	9.9%	9.5%	8.1%	8.5%	8.6%	8.0%	10.9%	8.0%	8.8%	8.8%	9.7%	8.0%	8.3%	10.7% N	9.0%	8.8%
	218	123	96	81	29	46	62	138	26	25	9	98	48	13	70	80	66	175	43
1 - Not trustworthy at all	5.4%	6.3%	4.6%	7.3%	4.8%	5.2%	4.4%	6.0%	4.8%	5.7%	3.3%	6.4%	4.9%	4.7%	4.5%	7.3%	4.9%	5.7%	4.6%
. Hot additionally deal		В		F	4.070	3.270	7.770	F		0.170	3.370		4.570	4.770	4.070	NP		3.7 70	4.070
	285	106	179	90	48	62	85	171	37	28	21	122	58	19	145	74	62	229	56
Don't Know	7.1%	5.4%	8.7% A	8.0%	8.0%	7.0%	6.0%	7.4%	6.8%	6.6%	7.9%	7.9%	6.0%	6.7%	9.3% OP	6.7%	4.6%	7.4%	6.1%
Summary			^												OI	·			
	97	43	55	44	14	18	22	55	13	0	5	35	33	11	48	27	23	66	31
TopBox (7)	2.4%	2.2%	2.6%	3.9%	2.3%	2.0%	1.5%	2.4%	2.5%	-	1.9%	2.3%	3.4%	3.8%	3.1%	2.4%	1.7%	2.1%	3.4%
				EFG					- 1		ı	ı	1	ı	Р				Q
	496	231	265	151	74	103	167	291	61	22	30	189	154	40	226	139	130	345	151
Top2Box (6-7)	12.3%	11.8%	12.8%	13.5%	12.3%	11.7%	11.8%	12.6%	11.3%	5.2%	11.3%	12.2%	16.0% HIK	13.9%	14.4%	12.6%	9.7%	11.1%	16.3% Q
	1354	640	715	365	196	298	496	767	164	93	91	519	388	99	547	376	424	986	368
Top3Box (5-7)	33.6%	32.8%	34.5%	32.6%	32.3%	33.7%	35.0%	33.2%	30.4%	21.9%	34.6%	33.6%	40.2%	34.6%	34.9%	34.3%	31.5%	31.8%	39.7%
10p0b0x (0 1)	30.070	32.070	04.070	32.070	32.370	33.1 70	33.070	33.270	1	21.570	J4.070	33.070 I	HIK	1	04.070	34.576	31.370	31.070	Q
	1182	626	556	363	171	237	410	665	165	170	65	443	261	79	423	331	424	936	246
Low3Box (1-3)	29.4%	32.1%	26.8%	32.5%	28.3%	26.8%	29.0%	28.7%	30.5%	39.7%	24.8%	28.7%	27.0%	27.5%	27.0%	30.1%	31.5%	30.2%	26.6%
		В		EG						HJKLM							N	R	
1 OD (4 O)	579	299	279	192	87	118	182	336	69	71	29	235	133	41	196	171	209	454	125
Low2Box (1-2)	14.4%	15.3%	13.5%	17.2% EFG	14.3%	13.3%	12.8%	14.5%	12.7%	16.7%	11.2%	15.2%	13.7%	14.4%	12.5%	15.6% N	15.6% N	14.6%	13.4%
	218	123	96	81	29	46	62	138	26	25	9	98	48	13	70	80	66	175	43
LowBox (1)	5.4%	6.3%	4.6%	7.3%	4.8%	5.2%	4.4%	6.0%	4.8%	5.7%	3.3%	6.4%	4.9%	4.7%	4.5%	7.3%	4.9%	5.7%	4.6%
·		В		F				F								NP			
Moon	4	3.9	4.1	3.9	4	4	4	4	4	3.6	4.1	4	4.1	4.1	4.1	4	3.9	3.9	4.2
Mean			Α						1		ı	ı	HIK	ı	OP				Q
Std. Dev.	1.4	1.4	1.4	1.5	1.4	1.4	1.3	1.4	1.3	1.2	1.3	1.4	1.4	1.4	1.4	1.5	1.3	1.4	1.4
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

Q4\_18. [Advertising industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response on a scale from 1 to 7, where 1 means you opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reç	gion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	E	F	G	Н	. ! .	J	K	L	М	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Advertising industry																			
	87	46	40	45	14	15	13	56	12	2	7	27	29	9	44	23	19	62	25
7 - Extremely trustworthy	2.1%	2.4%	1.9%	4.0% EFG	2.3% F	1.7%	0.9%	2.4% F	2.3%	0.6%	2.8%	1.7%	3.0% IK	3.0% I	2.8% P	2.1%	1.4%	2.0%	2.7%
	236	111	124	83	41	40	72	145	26	7	18	91	76	17	99	63	73	161	75
6	5.9%	5.7%	6.0%	7.4%	6.9%	4.5%	5.0%	6.3%	4.8%	1.7%	7.1%	5.9%	7.9%	5.9%	6.3%	5.7%	5.4%	5.2%	8.1%
	568	265	303	EF 146	83	135	205	E 325	61	52	33	199	HIK 178	45	274	147	143	388	Q 180
5																			
5	14.1%	13.6%	14.6%	13.0%	13.7%	15.3%	14.5%	14.0%	11.3%	12.2%	12.6%	12.9%	18.4% HIJK	15.6%	17.5% OP	13.4% P	10.6%	12.5%	19.4% Q
	915	450	465	229	142	203	341	530	134	101	59	342	210	70	352	228	333	715	200
4	22.7%	23.1%	22.4%	20.5%	23.5%	23.0%	24.0%	22.9%	24.7%	23.5%	22.5%	22.1%	21.7%	24.4%	22.5%	20.7%	24.8%	23.1%	21.6%
	773	368	405	201	117	177	C 278	C 443	97	86	49	310	404	50	070	213	O 279	500	180
	19.2%	18.8%	19.5%			20.0%							181		278	19.4%	20.8%	593	
3	19.2%	18.8%	19.5%	18.0%	19.3%	20.0%	19.6%	19.2%	18.0%	20.1%	18.6%	20.1%	18.8%	17.3%	17.8%	19.4%	N	19.1%	19.4%
	659	309	350	184	87	140	249	351	102	82	46	253	129	47	218	191	250	536	123
2	16.4%	15.8%	16.9%	16.4%	14.4%	15.8%	17.6%	15.2%	18.9%	19.3%	17.7%	16.4%	13.3%	16.4%	13.9%	17.4%	18.6% N	17.3%	13.3%
	549	325	224	157	81	124	187	318	L 80	74	28	219	114	34	173	N 171	202	R 456	94
4. Not to return the cost off	13.6%	16.6%	10.8%	14.1%	13.4%	14.0%	13.2%	13.7%	14.8%		10.8%	14.2%	11.8%	11.9%	11.0%	15.6%	15.1%	14.7%	10.1%
1 - Not trustworthy at all	13.0%	16.6% B	10.8%	14.1%	13.4%	14.0%	13.2%	13.7%	14.8%	17.2% JL	10.8%	14.2%	11.8%	11.9%	11.0%	15.6% N	15.1% N	14.7% R	10.1%
	239	78	162	75	41	52	72	145	28	23	21	103	49	16	128	63	43	191	49
Don't Know	5.9%	4.0%	7.8%	6.7%	6.7%	5.9%	5.1%	6.3%	5.2%	5.4%	7.9%	6.7%	5.1%	5.4%	8.1%	5.7%	3.2%	6.2%	5.3%
			Α												OP	Р			
Summary																			
	87	46	40	45	14	15	13	56	12	2	7	27	29	9	44	23	19	62	25
TopBox (7)	2.1%	2.4%	1.9%	4.0%	2.3%	1.7%	0.9%	2.4%	2.3%	0.6%	2.8%	1.7%	3.0%	3.0%	2.8%	2.1%	1.4%	2.0%	2.7%
	322	157	165	EFG 128	55	54	85	F 201	38	10	26	118	1K 105	26	143	86	92	222	100
Top2Box (6-7)	8.0%	8.1%	7.9%	11.4%	9.1%	6.1%	6.0%	8.7%	7.0%	2.3%	9.9%	7.6%	10.9%	8.9%	9.2%	7.8%	6.8%	7.2%	10.8%
TopEBox (0 T)	0.070	0.170	1.570	EFG	EF	0.170	0.070	EF	1.070	2.070	3.570	1.070	HIK	1	P	7.070	0.070	7.270	Q
	890	423	468	273	138	189	290	526	99	62	59	317	283	70	417	233	235	611	280
Top3Box (5-7)	22.1%	21.6%	22.6%	24.4%	22.8%	21.4%	20.5%	22.7%	18.4%	14.5%	22.5%	20.6%	29.3%	24.5%	26.7%	21.2%	17.5%	19.7%	30.2%
				F								ı	HIJK	1	OP	Р			Q
	1981	1002	979	542	285	440	714	1112	279	242	123	782	425	131	668	575	732	1584	397
Low3Box (1-3)	49.2%	51.3% B	47.2%	48.4%	47.1%	49.7%	50.4%	48.1%	51.7% L	56.6% JKLM	47.1%	50.6%	43.9%	45.6%	42.7%	52.4% N	54.5% N	51.1% R	42.9%
	1209	634	575	341	168	263	436	669	182	156	75	471	243	81	390	362	453	991	217
Low2Box (1-2)	30.0%	32.5%	27.7%	30.5%	27.8%	29.8%	30.8%	28.9%	33.7%	36.5%	28.5%	30.5%	25.1%	28.3%	24.9%	33.0%	33.7%	32.0%	23.4%
2011200 (1 2)	55.576	32.376 B	21.170	50.570	21.070	23.070	50.070	20.070	JJ.776	KLM	20.070	L	20.170	20.070	24.570	N	N N	R	20.770
	549	325	224	157	81	124	187	318	80	74	28	219	114	34	173	171	202	456	94
LowBox (1)	13.6%	16.6%	10.8%	14.1%	13.4%	14.0%	13.2%	13.7%	14.8%	17.2%	10.8%	14.2%	11.8%	11.9%	11.0%	15.6%	15.1%	14.7%	10.1%
		В								JL						N	N	R	
Mean	3.4	3.3	3.4	3.4	3.4	3.3	3.3	3.4	3.2	3	3.4	3.3	3.6	3.5	3.6	3.3	3.2	3.3	3.7
			A	F					1				HIK		OP				Q
Std. Dev.	1.5	1.6	1.5	1.7	1.6	1.5	1.5	1.6	1.5	1.4	1.6	1.5	1.6	1.6	1.6	1.6	1.5	1.5	1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

Q4\_19. [Medical research industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	ion				Education		Language	of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Medical research industry									0.0										0_0
medical research madsity	382	182	200	94	51	72	165	181	39	21	22	133	144	23	169	96	116	236	146
7 - Extremely trustworthy	9.5%	9.3%	9.7%	8.4%	8.4%	8.2%	11.6%	7.8%	7.2%	4.9%	8.4%	8.6%	14.9%	8.1%	10.8%	8.7%	8.6%	7.6%	15.7%
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		0.0,0				0.270	CDEG	,				I	HIJKM			,		110,10	Q
	1004	510	495	240	121	217	426	507	141	97	54	349	292	70	393	258	349	722	282
6	24.9%	26.1%	23.9%	21.4%	20.0%	24.6%	30.1%	21.9%	26.1%	22.8%	20.7%	22.6%	30.2%	24.5%	25.1%	23.4%	26.0%	23.3%	30.5%
						DG	CDEG						IJK						Q
	995	470	525	267	149	227	352	580	134	113	71	374	232	71	373	276	344	780	215
5	24.7%	24.1%	25.3%	23.9%	24.6%	25.7%	24.8%	25.1%	24.8%	26.4%	27.0%	24.3%	24.0%	24.9%	23.8%	25.1%	25.6%	25.2%	23.2%
	750	381	368	224	138	166	222	476	107	92	60	301	135	54	274	207	266	610	139
4	18.6%	19.5%	17.8%	20.0%	22.7%	18.8%	15.7%	20.6%	19.8%	21.6%	22.9%	19.5%	14.0%	18.9%	17.5%	18.8%	19.8%	19.7%	15.0%
<u>*</u>	10.076	19.576	17.076	20.0 %	F F	10.076	15.7 76	F	19.076 L	L L	22.576 L	L 19.576	14.078	10.976	17.576	10.076	19.076	19.7 % R	13.078
	331	158	172	100	45	82	104	202	43	39	17	136	71	25	114	92	125	272	58
3	8.2%	8.1%	8.3%	8.9%	7.4%	9.2%	7.4%	8.7%	8.0%	9.2%	6.5%	8.8%	7.3%	8.8%	7.3%	8.3%	9.3%	8.8%	6.3%
																		R	
	191	93	98	59	35	45	52	127	17	26	11	89	33	15	72	59	59	161	30
2	4.7%	4.8%	4.7%	5.3%	5.8%	5.1%	3.7%	5.5%	3.2%	6.0%	4.2%	5.8%	3.4%	5.1%	4.6%	5.4%	4.4%	5.2%	3.2%
	450		70		F			F		L		HL	0.1					R	
A November of the state of the	150	79	72	56	28	33	33	104	26	17	9	65	21	12	59	51	38	131	20
1 - Not trustworthy at all	3.7%	4.0%	3.5%	5.0% F	4.7% F	3.7%	2.3%	4.5% F	4.8% L	4.0%	3.3%	4.2% L	2.2%	4.2%	3.8%	4.6%	2.8%	4.2% R	2.1%
	223	80	143	79	39	42	63	135	33	22	18	96	38	16	111	61	47	187	36
Don't Know	5.5%	4.1%	6.9%	7.1%	6.5%	4.7%	4.4%	5.8%	6.1%	5.1%	7.0%	6.2%	4.0%	5.5%	7.1%	5.6%	3.5%	6.0%	3.8%
			A	EF	0.07.0	,	,	0.070			L	L			P	P	0.0.0	R	0.070
Summary																			
	382	182	200	94	51	72	165	181	39	21	22	133	144	23	169	96	116	236	146
TopBox (7)	9.5%	9.3%	9.7%	8.4%	8.4%	8.2%	11.6%	7.8%	7.2%	4.9%	8.4%	8.6%	14.9%	8.1%	10.8%	8.7%	8.6%	7.6%	15.7%
							CDEG						HIJKM						Q
	1386	691	695	334	172	290	591	688	180	118	76	482	436	93	562	353	465	958	428
Top2Box (6-7)	34.4%	35.4%	33.5%	29.8%	28.4%	32.7% G	41.7% CDEG	29.7%	33.3%	27.7%	29.1%	31.3%	45.1% HIJKM	32.6%	35.9%	32.1%	34.6%	30.9%	46.2% Q
	2381	1162	1220	601	321	517	943	1268	314	231	147	857	669	165	934	629	808	1738	643
Top3Box (5-7)	59.1%	59.5%	58.8%	53.7%	53.0%	58.4%	66.5%	54.9%	58.1%	54.0%	56.0%	55.5%	69.1%	57.5%	59.7%	57.3%	60.2%	56.1%	69.4%
	00.170	00.070	00.070	00.1 70	00.070	CDG	CDEG	01.070	00.170	01.070	00.070	00.070	HIJKM	07.070	00.770	01.070	00.270	00.170	Q
	672	330	342	215	108	160	189	433	86	82	37	290	125	52	246	202	222	564	108
Low3Box (1-3)	16.7%	16.9%	16.5%	19.2%	17.8%	18.0%	13.4%	18.7%	15.9%	19.2%	14.1%	18.8%	12.9%	18.1%	15.7%	18.4%	16.5%	18.2%	11.7%
				F	F	F		F		L		L		L				R	
	341	172	170	115	63	78	85	231	43	43	20	155	54	27	132	110	97	292	50
Low2Box (1-2)	8.5%	8.8%	8.2%	10.3%	10.4%	8.8% F	6.0%	10.0%	8.0%	10.0%	7.6%	10.0%	5.6%	9.3%	8.4%	10.0%	7.2%	9.4%	5.4%
	150	79	72	F 56	F 28	33	33	F 104	26	17	9	L 65	21	12	59	51	38	R 131	20
LowBox (1)	3.7%	4.0%	3.5%	5.0%	4.7%	3.7%	2.3%	4.5%	4.8%	4.0%	3.3%	4.2%	2.2%	4.2%	3.8%	4.6%	2.8%	4.2%	2.1%
LOWDOX (1)	3.1 /0	4.070	3.376	5.0% F	4.776 F	3.1 /0	2.370	4.5% F	4.0% L	4.0 /0	3.376	4.2% L	2.2/0	4.2 /0	3.070	4.0 /6 P	2.070	4.2% R	2.170
	4.8	4.8	4.8	4.6	4.6	4.7	5	4.6	4.7	4.6	4.7	4.7	5.1	4.7	4.8	4.7	4.8	4.7	5.2
Mean	4.0	4.0	4.0	4.0	4.0	G G	CDEG	4.0	7.7	4.0	7.7	7.7	HIJKM	7.7	0	7.7	4.0	7.7	Q.2
Std. Dev.	1.5	1.5	1.5	1.6	1.5	1.5	1.4	1.5	1.5	1.5	1.4	1.5	1.4	1.5	1.5	1.5	1.4	1.5	1.4
Std. Err.	0	0	0	0	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk level)	A/D C/D/E/E/C	HALLINGA AM	N/O/D O/D O																

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 Overlap formulae used.

Q4\_20. [Television industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response on a scale from 1 to 7, where 1 means you opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Cou	nder			Age					.Ba	jion				Education		Language	e of Survey
		Gei	nuer			Age					Reţ	Jion				Education		Language	e or ourvey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	Е	F	G	Н		J	K	L	М	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Television industry																			
	128	66	62	52	21	27	28	83	11	6	7	42	49	12	65	32	29	84	44
7 - Extremely trustworthy	3.2%	3.4%	3.0%	4.6% F	3.4%	3.1%	2.0%	3.6% F	2.0%	1.4%	2.8%	2.7%	5.0% HIK	4.3% I	4.2% P	2.9%	2.2%	2.7%	4.7% Q
	498	230	268	111	69	116	202	271	52	26	23	188	176	33	237	137	123	319	180
6	12.4%	11.8%	12.9%	9.9%	11.5%	13.1% C	14.3% CG	11.7% C	9.7%	6.1%	8.9%	12.2%	18.2% HIJKM	11.4%	15.1% P	12.5% P	9.2%	10.3%	19.4% Q
	921	449	471	214	132	192	383	479	128	96	64	330	244	60	365	248	307	686	235
5	22.9%	23.0%	22.7%	19.1%	21.8%	21.7%	27.0%	20.7%	23.6%	22.4%	24.3%	21.4%	25.2%	21.1%	23.3%	22.6%	22.8%	22.1%	25.4%
	1121	556	565	306	175	250	CDEG 390	657	170	123	82	417	K 232	98	414	286	417	893	Q 227
4	27.8%	28.5%	27.3%	27.3%	28.9%	28.3%	27.5%	28.4%	31.4% L	28.7%	31.3% L	27.0%	24.0%	34.2% KL	26.4%	26.0%	31.0% NO	28.8% R	24.5%
	605	286	319	188	90	123	204	350	83	92	39	237	124	29	203	164	233	490	114
3	15.0%	14.6%	15.4%	16.8%	14.8%	13.9%	14.4%	15.2%	15.5%	21.5%	15.0%	15.4%	12.8%	10.1%	13.0%	15.0%	17.4%	15.8%	12.3%
	319	167	151	89	44	89	96	196	43	HKLM 31	21	M 139	58	28	104	99	N 115	R 264	55
2	7.9%	8.6%	7.3%	8.0%	7.3%	10.1% FG	6.7%	8.5%	8.0%	7.2%	7.9%	9.0% L	6.0%	9.7% L	6.7%	9.0% N	8.6%	8.5% R	5.9%
	215	114	101	78	39	42	55	138	25	29	10	93	44	13	77	64	72	181	34
1 - Not trustworthy at all	5.3%	5.8%	4.9%	6.9%	6.5%	4.8%	3.9%	6.0%	4.5%	6.9%	3.7%	6.1%	4.6%	4.7%	4.9%	5.8%	5.4%	5.8%	3.7%
	220	84	136	F 82	35	45	58	F 138	28	24	16	97	41	13	100	67	47	R 183	37
Don't Know	5.5%	4.3%	6.5% A	7.3% FG	5.8%	5.1%	4.1%	6.0% F	5.2%	5.7%	6.1%	6.3% L	4.2%	4.6%	6.4% P	6.1%	3.5%	5.9% R	4.0%
Summary																			
	128	66	62	52	21	27	28	83	11	6	7	42	49	12	65	32	29	84	44
TopBox (7)	3.2%	3.4%	3.0%	4.6% F	3.4%	3.1%	2.0%	3.6% F	2.0%	1.4%	2.8%	2.7%	5.0% HIK	4.3%	4.2%	2.9%	2.2%	2.7%	4.7% Q
	626	296	330	163	90	143	230	354	63	32	31	231	224	45	302	170	152	403	224
Top2Box (6-7)	15.6%	15.2%	15.9%	14.5%	14.9%	16.2%	16.2%	15.3%	11.8%	7.5%	11.7%	14.9%	23.2% HIJKM	15.6%	19.3% OP	15.4%	11.3%	13.0%	24.1% Q
	1547	746	801	377	222	335	613	833	191	128	94	560	469	105	667	418	459	1088	459
Top3Box (5-7)	38.4%	38.2%	38.6%	33.7%	36.7%	37.9%	43.3%	36.0%	35.4%	29.9%	36.0%	36.3%	48.4%	36.7%	42.6%	38.0%	34.2%	35.1%	49.5%
							CDEG					I	HIJKM		OP				Q
Low3Box (1-3)	1138 28.3%	567 29.0%	571 27.6%	355 31.7%	173 28.6%	255 28.8%	355 25.1%	685 29.6%	151 28.0%	152 35.6%	70 26.6%	469 30.4%	226 23.4%	70 24.5%	384 24.5%	328 29.8%	420 31.3%	935 30.2%	203 21.9%
()				F				F	L	HJLM		L				N	N	R	
	534	281	252	167	84	132	151	334	68	60	31	232	102	41	181	163	187	445	89
Low2Box (1-2)	13.3%	14.4% B	12.2%	14.9% F	13.8% F	14.9% F	10.7%	14.4% F	12.5%	14.1%	11.7%	15.0% L	10.5%	14.4%	11.6%	14.9% N	13.9%	14.3% R	9.6%
	215	114	101	78	39	42	55	138	25	29	10	93	44	13	77	64	72	181	34
LowBox (1)	5.3%	5.8%	4.9%	6.9%	6.5%	4.8%	3.9%	6.0%	4.5%	6.9%	3.7%	6.1%	4.6%	4.7%	4.9%	5.8%	5.4%	5.8%	3.7%
				F	F			F										R	
Mean	4.1	4.1	4.1	4	4.1	4.1	4.2 CDEG	4.1	4 I	3.8	4.1 I	4 I	4.4 HIJKM	4.1 I	4.3 OP	4.1	4	4	4.5 Q
Std. Dev.	1.4	1.5	1.4	1.5	1.5	1.4	1.3	1.5	1.3	1.3	1.3	1.5	1.5	1.4	1.5	1.5	1.4	1.4	1.4
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

Q4\_21. [Radio industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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". You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

A B C D E F G H I	Region	Education	Language of Survey
Base: All respondents 4026 1929 2087 1082 608 884 1439 1417 2313 540 442  Redict industry  157 68 88 89 57 24 34 41 90 18 7 7- Extremely trustworthy 3 9% 3 9% 3 9% 4 143% 5 143%	MAN/SASK ONT QB ATL	<college college="" th="" university+<=""><th>English French</th></college>	English French
Meghed   4026   1953   2073   119   806   884   1417   2313   540   427   Radio industry	J K L M 214 1277 1510 237	N O P 1603 1106 1297	Q R 2634 1392
Redio industry  157	262 1544 967 286	1565 1098 1344	3100 926
7 - Extremely trustworthy			
7 - Extremely trustworthy  3.9% 3.5% 4.3% 5.5% 4.0% 3.8% 2.9% 3.9% 3.4% 1.7%  6.24 312 311 154 76 149 2.45 343 67 42  1.55% 1.00% 15.0% 12.0% 12.0% 12.8% 17.3% 1.48% 12.5% 9.9% 15.5%  1.050 508 542 277 158 206 408 566 157 113 5  2.61% 26.0% 26.0% 26.1% 24.8% 26.1% 23.3% 28.8% 24.5% 29.1% 29.1% 26.4% 1.48% 17.3% 14.8% 11.5% 29.1%	6 62 46 17	83 35 37	111 46
15.5%   16.0%   15.0%   13.7%   12.6%   16.8%   17.3%   14.8%   12.5%   9.3%   17.0%   15.5%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   17.3%   14.8%   15.5%   14.8%   17.3%   14.8%   15.5%   14.8%   14.8%   16.6%   15.9%   14.8%   14.8%   14.8%   16.6%   15.9%   14.8%	2.4% 4.0% 4.8% 5.9%	5.3% 3.2% 2.8% OP	3.6% 4.9% Q
1050   508   542   277   158   266   408   566   157   113	44 231 187 52	263 176 184	441 182
\$ 26.1% \$ 26.0% \$ 26.1% \$ 26.1% \$ 26.1% \$ 23.3% \$ 28.8% \$ 24.5% \$ 29.1% \$ 26.4% \$ 1.4% \$ 1.00	16.8% 15.0% 19.4% 18.1% I I HIK HI	16.8% 16.0% 13.7% P	14.2% 19.7% Q
1096   539   556   276   182   282   376   660   159   117   118   117   118   117   118   117   118   117   118   117   118   117   118   117   118   117   118   117   118   117   118	74 373 247 86	399 277 369	807 243
1096	28.1% 24.2% 25.6% 30.0%	25.5% 25.2% 27.5%	26.0% 26.2%
3	70 433 240 78	402 294 393	860 236
457   222   238   133   69   94   161   263   64   80	26.6% 28.1% 24.8% 27.3%	25.7% 26.7% 29.3% N	27.7% 25.4%
225 117 108 64 25 50 84 123 20 24 1 25.6% 6.0% 5.2% 5.8% 4.2% 5.7% 6.0% 5.3% 3.6% 5.7% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 3.6% 3.6% 2.0% 4.3% 3.0% 3.0% 4.0% 1 1-Not trustworthy at all 3.6% 4.6% 3.6% 3.6% 3.6% 3.6% 3.6% 3.6% 3.6% 3	35 163 96 19	159 135 163	372 85
225 117 108 64 25 50 84 123 20 24 2 5.6% 6.0% 5.2% 5.8% 4.2% 5.7% 6.0% 5.3% 3.6% 5.7% 146 89 57 65 21 32 29 99 16 17 1 - Not trustworthy at all 3.6% 4.6% 2.8% 5.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% B DEFG F F F F F F F F F F F F F F F F F F	13.5% 10.6% 9.9% 6.8%	10.1% 12.3% 12.1%	12.0% 9.2% R
1 - Not trustworthy at all  1 - Not trustworthy at all  3 .6%	10 108 53 10	72 61 92	175 50
1 - Not trustworthy at all  3.6%	3.7% 7.0% 5.5% 3.4% HM	4.6% 5.5% 6.9% N	5.6% 5.4%
1 - Not trustworthy at all  3.6%	7 58 40 7	54 43 46	112 34
Don't Know	2.8% 3.8% 4.1% 2.6%	3.5% 3.9% 3.4%	3.6% 3.7%
Summary	16 115 58 17	133 78 58	221 51
157   68   89   57   24   34   41   90   18   7     TopBox (7)   3.9%   3.5%   4.3%   5.1%   4.0%   3.8%   2.9%   3.9%   3.4%   1.7%     TopZbox (6-7)   19.4%   19.5%   19.3%   18.8%   16.6%   20.7%   20.2%   18.7%   15.9%   11.5%     Top3Box (5-7)   45.5%   45.5%   45.4%   43.6%   42.7%   44.0%   49.0%   43.2%   44.9%   38.0%     East   428   401   262   115   176   275   485   99   122     Low3Box (1-3)   20.6%   21.9%   19.3%   23.4%   19.9%   19.9%   19.9%   21.3%   16.2%     Low2Box (1-2)   9.2%   10.5%   8.0%   11.5%   7.7%   9.3%   8.0%   9.6%   6.6%   9.7%     LowBox (1)   3.6%   4.6%   2.8%   5.8%   3.5%   3.6%   2.0%   4.3%   3.0%   4.0%     B	6.1% 7.4% 6.0% 5.9%	8.5% 7.1% 4.3%	7.1% 5.5%
TopBox (7)  3.9% 3.5% 4.3% 5.1% 4.0% 3.8% 2.9% 3.9% 3.4% 1.7%  FG  780 381 400 211 101 183 286 433 86 49  19.4% 19.5% 19.3% 18.8% 16.6% 20.7% 20.2% 18.7% 15.9% 11.5%  1830 888 942 488 259 389 694 999 243 162  Top3Box (5-7)  45.5% 45.5% 45.5% 45.4% 43.6% 42.7% 44.0% 49.0% 43.2% 44.9% 38.0% 600 600 600 600 600 600 600 600 600 6			
Top2Box (6-7)  Top2Box (6-7)  Top2Box (6-7)  Top2Box (6-7)  Top3Box (5-7)  Top3Bo	6 62 46 17	83 35 37	111 46
Top2Box (6-7)  19.4% 19.5% 19.3% 18.8% 16.6% 20.7% 20.2% 18.7% 15.9% 11.5% 11.	2.4% 4.0% 4.8% 5.9% I I I	5.3% 3.2% 2.8% OP	3.6% 4.9% Q
Top3Box (5-7)  1830 888 942 488 259 389 694 999 243 162  45.5% 45.5% 45.4% 43.6% 42.7% 44.0% 49.0% 43.2% 44.9% 38.0%  828 428 401 262 115 176 275 485 99 122  Low3Box (1-3)  20.6% 21.9% 19.3% 23.4% 19.0% 19.9% 19.9% 21.0% 18.4% 28.5% 10.0% 19.9% 19.9% 19.9% 19.4% 21.0% 18.4% 28.5% 10.0% 19.0% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 19.9% 10.5% 10.0% 19.9% 19.9% 19.9% 10.5% 10.0% 19.9% 19.9% 10.5% 10.0% 1	50 293 234 69	346 211 222	552 228
Top3Box (5-7)  45.5% 45.5% 45.4% 43.6% 42.7% 44.0% 49.0% 43.2% 44.9% 38.0% 42.7% 44.0% 49.0% 43.2% 44.9% 38.0% 42.7% 44.0% 49.0% 43.2% 44.9% 38.0% 42.7% 48.5% 42.7% 48.5% 48.5% 49.9% 49.2% 49.	19.2% 19.0% 24.2% 24.1% I HIK HI	22.1% 19.2% 16.5% P	17.8% 24.6% Q
B28   428   401   262   115   176   275   485   99   122	124 666 481 155	746 488 591	1359 471
Low3Box (1-3)  20.6% 21.9% 19.3% 23.4% 19.0% 19.9% 19.4% 21.0% 18.4% 28.5% 11.0KLM 11.5% 1	47.3% 43.1% 49.7% 54.1% I IK HIK	47.6% 44.4% 44.0%	43.9% 50.8% Q
DFG   HJKLM     HJKLM	53 330 189 36	285 239 301	659 169
Low2Box (1-2)  9.2% 10.5% 8.0% 11.5% 7.7% 9.3% 8.0% 9.6% 6.6% 9.7%  B DFG  LowBox (1)  3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0%  B DEFG  F  Mean  4.4 4.3 4.4 4.3 4.4 4.5 4.3 4.4 4.1  A CG I	20.1% 21.4% 19.5% 12.7% M M M	18.2% 21.8% 22.4% N N	21.3% 18.2% R
B	17 166 93 17	126 104 139	287 84
LowBox (1) 3.6% 4.6% 2.8% 5.8% 3.5% 3.6% 2.0% 4.3% 3.0% 4.0% B DEFG F F  Mean A.4 4.3 4.4 4.3 4.4 4.5 4.3 4.4 4.1  A CG I	6.6% 10.8% 9.6% 6.0% HM H	8.0% 9.5% 10.3% N	9.3% 9.1%
B         DEFG         F         F           Mean         4.4         4.3         4.4         4.3         4.4         4.5         4.3         4.4         4.1           Mean         A         CG         I	7 58 40 7	54 43 46	112 34
Mean A CG I	2.8% 3.8% 4.1% 2.6%	3.5% 3.9% 3.4%	3.6% 3.7%
	4.4 4.3 4.5 4.7 1 1 IK HIJK	4.5 4.3 4.3 OP	4.3 4.5
Std. Dev. 1.4 1.4 1.3 1.5 1.3 1.4 1.3 1.4 1.3 1.3	1 1 1K HIJK 1.3 1.4 1.4 1.3	1.4 1.4 1.3	1.4 Q
50t. Dev. 1.4 1.4 1.5 1.5 1.5 1.5 1.7 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5	0.1 0 0 0.1	0 0 0	0 0

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

Q4\_22. [Newspaper industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response on a scale from 1 to 7, where 1 means you opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Gei	nder			Age					Reg	ion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	1 348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2317	540	427	262	1544	967	286	1565	1098	1344	3100	926
Newspaper industry	1020	1000	2010	1110	000	001		2010	0.10	1.2.7	202	1011	001	200	1000	1000	1011	0.00	020
Newspaper muusu y	140	68	73	53	20	23	44	75	16	6	12	53	41	12	61	40	38	106	34
7 - Extremely trustworthy	3.5%	3.5%	3.5%	4.8%	3.3%	2.6%	3.1%	3.2%	2.9%	1.4%	4.7%	3.5%	4.2%	4.2%	3.9%	3.7%	2.8%	3.4%	3.7%
2 Extremely additionary	3.570	3.576	0.070	EFG	0.070	2.070	5.170	J.2 /0	2.570	1.470	7.770	3.570	1	7.270	3.370	3.1 70	2.070	3.470	3.770
	565	261	304	144	76	134	211	317	80	41	38	214	148	45	231	146	187	417	148
6	14.0%	13.4%	14.7%	12.9%	12.5%	15.2%	14.9%	13.7%	14.7%	9.5%	14.5%	13.9%	15.3%	15.6%	14.8%	13.2%	13.9%	13.4%	16.0%
													ı	1					Q
	946	470	476	233	146	200	367	515	135	98	65	358	215	75	391	228	322	732	213
5	23.5%	24.1%	22.9%	20.8%	24.1%	22.6%	25.9%	22.3%	25.0%	23.0%	24.7%	23.2%	22.2%	26.2%	25.0%	20.7%	23.9%	23.6%	23.0%
	1057	500	55.1	200	454	000	CG	500		400	70	440	000	7.1	0	007	000	000	040
	1057	503	554	289	151	233	385	596	144	129	70	413	228	74	380	307	369	839	218
4	26.3%	25.8%	26.7%	25.8%	24.9%	26.3%	27.2%	25.8%	26.6%	30.2% L	26.6%	26.8%	23.6%	25.7%	24.3%	28.0% N	27.4%	27.1% R	23.6%
	556	285	271	142	94	126	193	333	70	66	35	217	133	34	209	152	193	427	128
3	13.8%	14.6%	13.0%	12.7%	15.6%	14.3%	13.6%	14.4%	13.0%	15.5%	13.6%	14.1%	13.7%	11.8%	13.4%	13.8%	14.3%	13.8%	13.8%
3	13.076	14.076	13.076	12.7 /0	13.076	14.576	13.076	14.470	13.076	13.376	13.076	14.170	13.776	11.076	13.476	13.076	14.576	13.076	13.076
	314	155	159	99	44	74	96	191	39	33	20	110	90	22	105	97	111	230	83
2	7.8%	7.9%	7.6%	8.8%	7.3%	8.4%	6.8%	8.3%	7.3%	7.7%	7.5%	7.1%	9.3%	7.6%	6.7%	8.8%	8.2%	7.4%	9.0%
													K			N			
	223	130	92	72	34	48	68	137	24	33	6	87	60	12	74	71	75	167	55
1 - Not trustworthy at all	5.5%	6.7%	4.4%	6.5%	5.6%	5.5%	4.8%	5.9%	4.4%	7.7%	2.4%	5.7%	6.2%	4.2%	4.7%	6.5%	5.6%	5.4%	5.9%
		В								HJ		J	J						
	226	80	146	87	41	46	53	149	33	21	16	91	52	13	114	58	50	180	46
Don't Know	5.6%	4.1%	7.0%	7.7% EF	6.7%	5.2%	3.8%	6.4% EF	6.1%	4.8%	6.1%	5.9%	5.4%	4.6%	7.3% OP	5.3%	3.7%	5.8%	5.0%
Summary			A	EF	F			CF CF							UF				
Summary	140	68	73	53	20	23	44	75	16	6	12	53	41	12	61	40	38	106	34
TopBox (7)	3.5%	3.5%	3.5%	4.8%	3.3%	2.6%	3.1%	3.2%	2.9%	1.4%	4.7%	3.5%	4.2%	4.2%	3.9%	3.7%	2.8%	3.4%	3.7%
TopBox (7)	3.576	3.376	3.376	EFG	3.376	2.078	3.176	3.2 /6	2.576	1.470	4.776	3.378	4.276	4.270	3.576	3.7 /6	2.076	3.476	3.1 /6
	705	329	377	198	96	157	255	392	95	47	50	267	189	57	293	186	225	523	182
Top2Box (6-7)	17.5%	16.8%	18.2%	17.7%	15.8%	17.8%	18.0%	16.9%	17.7%	10.9%	19.2%	17.3%	19.5%	19.8%	18.7%	16.9%	16.8%	16.9%	19.7%
-1 · (- )									1		I	I	Г	-					Q
	1651	799	852	431	241	357	622	907	230	145	115	625	404	132	683	414	547	1255	395
Top3Box (5-7)	41.0%	40.9%	41.1%	38.5%	39.8%	40.4%	43.9%	39.2%	42.6%	34.0%	43.9%	40.5%	41.8%	46.0%	43.6%	37.7%	40.7%	40.5%	42.7%
							CG		ı		I		I	I	0				
	1092	570	521	313	173	249	357	661	133	132	61	414	283	68	388	319	378	825	266
Low3Box (1-3)	27.1%	29.2% B	25.1%	28.0%	28.5%	28.1%	25.2%	28.6%	24.6%	31.0% H	23.4%	26.8%	29.2%	23.7%	24.8%	29.1% N	28.2%	26.6%	28.8%
	536	285	251	171	78	123	164	F 327	63	66	26	197	150	34	179	168	N 186	398	138
Low2Box (1-2)	13.3%	14.6%	12.1%	15.3%	12.9%	13.9%	11.6%	14.2%	11.6%	15.5%	9.8%	12.8%	15.5%	11.8%	11.4%	15.3%	13.8%		14.9%
LUWZDUA (1-2)	13.3%	14.6% B	12.1%	15.3% F	12.9%	13.9%	11.0%	14.2% F	11.0%	15.5%	9.8%	12.5%	15.5% HJK	11.5%	11.4%	15.3% N	13.8%	12.8%	14.9%
	223	130	92	72	34	48	68	137	24	33	6	87	60	12	74	71	75	167	55
LowBox (1)	5.5%	6.7%	4.4%	6.5%	5.6%	5.5%	4.8%	5.9%	4.4%	7.7%	2.4%	5.7%	6.2%	4.2%	4.7%	6.5%	5.6%	5.4%	5.9%
(-)	0.070	B	,	0.070	0.070	0.070	,.	0.070	,	HJ	2	J.70	J		/	0.070	0.070	0.170	0.070
	4.2	4.1	4.2	4.1	4.1	4.1	4.2	4.1	4.2	3.9	4.3	4.2	4.2	4.3	4.3	4.1	4.1	4.2	4.2
Mean			A		***		G		1		1	T	i i	1	OP				+
Std. Dev.	1.5	1.5	1.4	1.5	1.5	1.5	1.4	1.5	1.4	1.4	1.4	1.5	1.5	1.4	1.5	1.5	1.4	1.4	1.5
Std. Err.	0	0	0	0	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0
Proportions/Means: Columns Tested (5% risk level) -	A/B - C/D/E/E/C	- H/I/ I/K/I /M -	N/O/P - O/R C	verlan formula	o usad				•						•				

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

Q4\_23. [Restaurant industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response on a scale from 1 to 7, where 1 means you opinion is 'Not Trustworthy at All', 4 means you are 'Neutral' and 7 means your opinion is 'Extremely Trustworthy. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

		Ger	nder			Age					Reg	jion				Education		Language	e of Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	E	F	G	Н		J	K	L	M	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Restaurant industry	445	50		50	0.1	00	00	70	10	_	_	40	00			00	00	0.4	0.4
	115	58	57	53	21	20	22	73	16	5	7	46	32	9	60	26	28	84	31
7 - Extremely trustworthy	2.9%	3.0%	2.8%	4.7% EFG	3.4% F	2.2%	1.6%	3.1% EF	2.9%	1.2%	2.8%	3.0%	3.3%	3.0%	3.8% OP	2.4%	2.1%	2.7%	3.4%
	649	326	323	184	93	126	245	353	91	46	42	238	170	63	281	184	182	484	165
6	16.1%	16.7%	15.6%	16.5%	15.4%	14.3%	17.3%	15.3%	16.8%	10.7%	15.9%	15.4%	17.5%	22.0%	18.0%	16.8%	13.6%	15.6%	17.8%
									ı				ı	IK	Р	P			
	1204	597	607	322	173	253	456	662	156	135	79	451	297	86	470	303	425	911	293
5	29.9%	30.6%	29.3%	28.7%	28.7%	28.6%	32.2%	28.6%	28.9%	31.7%	30.3%	29.2%	30.7%	29.9%	30.0%	27.6%	31.6%	29.4%	31.6%
	1122	533	590	262	178	283	G 398	664	159	131	70	432	251	79	390	317	O 411	879	243
4	27.9%	27.3%	28.4%	23.4%	29.4%	32.0%	28.1%	28.7%	29.5%	30.8%	26.6%	28.0%	25.9%	27.8%	24.9%	28.8%	30.6%	28.4%	26.2%
4	27.9%	21.3%	20.476	23.4%	29.4% C	CG	Z0.1%	C C	29.5%	30.6%	20.0%	20.0%	25.9%	21.0%	24.9%	20.0% N	N N	20.4%	20.2%
	441	213	228	126	63	98	155	254	59	64	29	156	108	25	159	121	158	343	98
3	11.0%	10.9%	11.0%	11.2%	10.4%	11.0%	10.9%	11.0%	10.9%	14.9%	11.2%	10.1%	11.1%	8.9%	10.2%	11.0%	11.8%	11.1%	10.6%
										KM									
	198	97	101	60	30	38	70	108	21	16	15	93	44	10	73	56	69	157	41
2	4.9%	5.0%	4.9%	5.4%	4.9%	4.3%	4.9%	4.7%	3.9%	3.7%	5.6%	6.0%	4.5%	3.4%	4.6%	5.1%	5.2%	5.1%	4.4%
A November of Control	111	55	56	44	16	29	22	83	12	13	7	47	27	4	41	40	29	88	23
1 - Not trustworthy at all	2.8%	2.8%	2.7%	3.9% F	2.7%	3.3% F	1.5%	3.6% F	2.3%	3.1%	2.8%	3.1%	2.8%	1.3%	2.6%	3.6% P	2.2%	2.9%	2.4%
	186	74	112	69	31	38	48	117	26	17	12	80	40	11	91	51	40	152	33
Don't Know	4.6%	3.8%	5.4%	6.1%	5.1%	4.3%	3.4%	5.0%	4.8%	4.0%	4.7%	5.2%	4.1%	3.8%	5.8%	4.7%	3.0%	4.9%	3.6%
		0.0,0	A	F			011,0	F		,.	,	0.270	,	0.070	P	P	0.0,0		
Summary																			
	115	58	57	53	21	20	22	73	16	5	7	46	32	9	60	26	28	84	31
TopBox (7)	2.9%	3.0%	2.8%	4.7%	3.4%	2.2%	1.6%	3.1%	2.9%	1.2%	2.8%	3.0%	3.3%	3.0%	3.8%	2.4%	2.1%	2.7%	3.4%
	764	384	380	EFG 237	F 114	146	268	EF 426	107	50	49	284	202	72	OP 341	210	210	568	196
Top2Box (6-7)	19.0%	19.7%	18.3%	21.2%	18.8%	16.5%	18.9%	18.4%	19.8%	11.8%	18.8%	18.4%	20.9%	25.0%	21.8%	19.2%	15.7%	18.3%	21.2%
10p2B0X (0-7)	19.0%	19.776	10.3%	EG	10.0%	10.5%	10.9%	10.476	19.6%	11.0%	10.0%	10.4%	20.9%	25.0% IK	21.0% P	19.2% P	13.7%	10.3%	Q Q
	1968	981	987	558	288	398	724	1088	263	186	129	735	498	157	811	514	636	1480	489
Top3Box (5-7)	48.9%	50.2%	47.6%	49.9%	47.5%	45.0%	51.1%	47.0%	48.7%	43.5%	49.1%	47.6%	51.5%	54.9%	51.8%	46.8%	47.3%	47.7%	52.7%
				EG			EG						IK	IK	OP				Q
	750	365	385	230	109	165	247	444	92	93	51	296	178	39	273	217	257	589	161
Low3Box (1-3)	18.6%	18.7%	18.6%	20.5%	18.0%	18.7%	17.4%	19.2%	17.1%	21.8%	19.7%	19.2%	18.4%	13.5%	17.4%	19.7%	19.1%	19.0%	17.4%
	309	152	157	104	46	67	92	191	33	M 29	22	M 140	71	13	113	96	99	246	63
Low2Box (1-2)	7.7%	7.8%	7.6%	9.3%	7.6%	7.6%	6.5%	8.2%	6.2%	6.9%	8.4%	9.1%	7.3%	4.7%	7.2%	8.7%	7.4%	7.9%	6.8%
LOW2DOX (1-2)	1.176	1.070	1.076	9.3% F	1.0%	1.070	0.0%	0.270	0.270	0.976	0.470	9.1% M	1.370	4.170	1.270	0.176	1.470	1.970	0.0%
	111	55	56	44	16	29	22	83	12	13	7	47	27	4	41	40	29	88	23
LowBox (1)	2.8%	2.8%	2.7%	3.9%	2.7%	3.3%	1.5%	3.6%	2.3%	3.1%	2.8%	3.1%	2.8%	1.3%	2.6%	3.6%	2.2%	2.9%	2.4%
11				F		F		F								Р			
	4.4	4.5	4.4	4.4	4.4	4.4	4.5	4.4	4.5	4.3	4.4	4.4	4.5	4.7	4.5	4.4	4.4	4.4	4.5
Mean							E		ı				Ι	IJK	OP				Q
Std. Dev.	1.3	1.3	1.3	1.4	1.3	1.3	1.2	1.3	1.2	1.2	1.3	1.3	1.3	1.2	1.3	1.3	1.2	1.3	1.3
Std. Err.	0	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

Q4\_24. [Cosmetic industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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". You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off "Don't know" in the space provided and move on to the next one.

		Gender		Age							Rec	gion		Education	Language of Survey				
		Ger				Age					ı.eş	,,,,,,				Laucation		Language	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	вс	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		A	В	С	D	E	F	G	Н		J	K	L	М	N	0	P	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Cosmetic industry																			
	95	47	48	51	19	13	12	61	12	4	5	38	30	6	44	22	29	67	28
7 - Extremely trustworthy	2.4%	2.4%	2.3%	4.6% EFG	3.1% EF	1.5%	0.8%	2.6% EF	2.3%	0.9%	1.9%	2.5%	3.1% I	2.1%	2.8%	2.0%	2.2%	2.2%	3.0%
	303	111	191	110	43	61	89	187	31	21	17	112	99	23	139	88	74	208	95
6	7.5%	5.7%	9.2% A	9.8% EFG	7.0%	6.9%	6.3%	8.1% F	5.7%	4.9%	6.6%	7.3%	10.2% HIK	8.0%	8.9% P	8.0% P	5.5%	6.7%	10.2% Q
	699	311	387	183	108	163	246	408	79	59	53	252	207	48	304	184	208	497	202
6	17.4%	15.9%	18.7%	16.3%	17.8%	18.4%	17.4%	17.7%	14.7%	13.8%	20.1%	16.4%	21.4%	16.9%	19.4%	16.8%	15.5%	16.0%	21.8%
			Α										HIK		Р				Q
	963	431	532	239	159	215	350	557	136	112	65	350	239	63	363	259	339	727	237
4	23.9%	22.1%	25.7% A	21.3%	26.3% C	24.4%	24.7%	24.1% C	25.2%	26.1%	24.7%	22.7%	24.7%	21.9%	23.2%	23.6%	25.2%	23.4%	25.6%
	722	357	365	218	104	142	258	399	112	83	48	270	164	45	262	194	263	568	154
3	17.9%	18.3%	17.6%	19.5%	17.2%	16.0%	18.2%	17.3%	20.8%	19.5%	18.1%	17.5%	17.0%	15.6%	16.8%	17.7%	19.6%	18.3%	16.6%
	499	275	224	G 120	64	119	196	277	69	59	40	199	96	35	148	153	196	406	93
2	12.4%	14.1%	10.8%	10.7%	10.6%	13.5%	13.8%	12.0%	12.7%	13.8%	15.5%	12.9%	10.0%	12.2%	9.5%	13.9%	14.6%	13.1%	10.1%
Ī	12.170	В	10.070	10.170	10.070	10.070	C	12.070	12.17,0	L	L	L	10.070	12.270	0.070	N	N	R	10.170
	386	231	154	99	53	89	144	211	58	50	17	161	63	36	134	106	143	331	55
- Not trustworthy at all	9.6%	11.8%	7.4%	8.9%	8.8%	10.1%	10.2%	9.1%	10.7%	11.8%	6.6%	10.4%	6.5%	12.7%	8.5%	9.6%	10.6%	10.7%	5.9%
	360	B 188	171	99	56	82	122	212	L 43	JL 39	17	L 161	69	JL 30	171	92	91	R 297	62
Don't Know	8.9%	9.6%	8.3%	8.9%	9.3%	9.2%	8.6%	9.2%	8.0%	9.2%	6.5%	10.4%	7.1%	10.5%	10.9%	8.4%	6.8%	9.6%	6.7%
												L			OP			R	
Summary																			
	95	47	48	51	19	13	12	61	12	4	5	38	30	6	44	22	29	67	28
TopBox (7)	2.4%	2.4%	2.3%	4.6% EFG	3.1% EF	1.5%	0.8%	2.6% EF	2.3%	0.9%	1.9%	2.5%	3.1%	2.1%	2.8%	2.0%	2.2%	2.2%	3.0%
	398	159	239	161	61	74	101	248	43	25	22	150	129	29	183	110	104	275	123
Top2Box (6-7)	9.9%	8.1%	11.5%	14.4%	10.1%	8.4%	7.1%	10.7%	7.9%	5.8%	8.5%	9.7%	13.3%	10.1%	11.7%	10.0%	7.7%	8.9%	13.3%
10p2b0x (0 1)	3.370	0.170	A	DEFG	F	0.470	7.170	EF	7.570	0.070	0.570	1	HIJK	10.170	P P	10.070	7.770	0.570	Q
	1097	470	627	344	169	237	347	657	122	84	75	403	336	77	487	294	311	772	325
Top3Box (5-7)	27.2%	24.1%	30.2%	30.7%	27.9%	26.8%	24.5%	28.4%	22.6%	19.6%	28.6%	26.1%	34.7%	27.0%	31.1%	26.8%	23.2%	24.9%	35.1%
			A	F				F					HIKM	-	OP	Р			Q
	1606	863	743	437	221	350	598	887	239	193	105	630	323	116	544	453	602	1304	302
Low3Box (1-3)	39.9%	44.2% B	35.8%	39.1%	36.5%	39.6%	42.2% DG	38.4%	44.2% L	45.1% L	40.2%	40.8% L	33.4%	40.6% L	34.8%	41.2% N	44.8% N	42.1% R	32.6%
	884	506	378	219	117	208	340	488	127	109	58	360	159	71	282	259	339	736	148
Low2Box (1-2)	22.0%	25.9%	18.3%	19.6%	19.3%	23.6%	24.0%	21.1%	23.5%	25.6%	22.0%	23.3%	16.5%	25.0%	18.0%	23.5%	25.2%	23.7%	16.0%
		В				CG	CDG		L	L	L	L		L		N	N	R	
	386	231	154	99	53	89	144	211	58	50	17	161	63	36	134	106	143	331	55
LowBox (1)	9.6%	11.8% B	7.4%	8.9%	8.8%	10.1%	10.2%	9.1%	10.7% L	11.8% JL	6.6%	10.4% L	6.5%	12.7% JL	8.5%	9.6%	10.6%	10.7% R	5.9%
	3.6	3.5	3.8	3.8	3.7	3.6	3.5	3.7	3.5	3.4	3.7	3.6	3.9	3.6	3.8	3.6	3.5	3.6	4
Mean	3.0	3.5	3.8 A	3.8 EFG	3.7 F	3.0	3.5	3.7 EF	3.5	3.4	3.7	3.0	3.9 HIJKM	3.0	OP	3.0	3.5	3.0	Q Q
Std. Dev.	1.5	1.5	1.5	1.6	1.5	1.5	1.5	1.5	1.5	1.4	1.4	1.6	1.5	1.6	1.5	1.5	1.5	1.5	1.5
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

Q4\_25. [Insurance Industry] Please indicate your overall level of trust in each of the following industries or company types. Please rank your response 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'. You may choose any number between 1 and 7 to describe your opinion. You may not have dealt directly with some of these industries or company types, but we are still interested in your general perceptions. If you truly have no opinion or no understanding of the industry or company type, please indicate this by checking off 'Don't know' in the space provided and move on to the next one.

						Age									F1	Language of Survey			
		Ger	nder			Age					Keç	jion				Education		Language	e or Survey
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	АВ	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
Base: All respondents	4026	A 1929	B 2097	C 1082	D 611	E 898	F 1435	G 2317	H 440	348	J 214	K 1277	L 1510	M 237	N 1603	O 1106	P 1297	Q 2634	R 1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Insurance Industry	1020	1000	20.0	1110	000	001		2010	0.0	1.2.7	202	1011	00.	200	1000	1000	1011	0.00	020
msurance muusiry	105	53	52	51	11	19	24	60	13	6	5	40	27	13	45	32	28	83	22
7 - Extremely trustworthy	2.6%	2.7%	2.5%	4.5%	1.9%	2.1%	1.7%	2.6%	2.5%	1.5%	1.9%	2.6%	2.8%	4.7%	2.9%	2.9%	2.1%	2.7%	2.4%
				DEFG										T					
	382	197	184	106	47	67	161	192	53	33	31	121	115	29	171	96	114	264	118
5	9.5%	10.1%	8.9%	9.5%	7.8%	7.6%	11.4%	8.3%	9.8%	7.8%	11.7%	7.8%	11.9%	10.2%	10.9%	8.7%	8.5%	8.5%	12.8%
	750	0.40	413	209	440	407	DEG	404	102			000	IK		Р	470	000	562	Q
_	756	342	-		116	137	294			69	46	283	195	60	309	179	262		193
5	18.8%	17.5%	19.9%	18.6%	19.1%	15.5%	20.8% EG	17.5%	18.8%	16.1%	17.7%	18.3%	20.2%	21.1%	19.7% O	16.3%	19.5%	18.1%	20.9% Q
	898	417	481	230	131	183	354	489	131	115	57	312	228	54	346	238	311	689	209
4	22.3%	21.4%	23.2%	20.6%	21.6%	20.7%	25.0%	21.2%	24.3%	27.0%	21.9%	20.2%	23.6%	19.0%	22.1%	21.7%	23.1%	22.2%	22.5%
							CEG			KM			K						
	652	318	334	172	97	166	216	393	79	82	42	249	159	42	224	192	234	495	157
3	16.2%	16.3%	16.1%	15.4%	16.0%	18.8% CF	15.3%	17.0%	14.6%	19.2%	15.9%	16.1%	16.4%	14.7%	14.3%	17.5% N	17.4% N	16.0%	16.9%
	534	261	272	134	74	149	176	326	66	54	34	233	110	36	195	155	184	425	109
2	13.3%	13.4%	13.1%	12.0%	12.3%	16.9%	12.4%	14.1%	12.3%	12.6%	13.1%	15.1%	11.4%	12.6%	12.5%	14.1%	13.7%	13.7%	11.8%
	10.070	10.170	10.170	12.070	12.070	CDFG	12.170	C	12.070	12.070	10.170	L	111170	12.070	12.070		10.170	10.770	11.070
	490	291	199	134	88	122	146	315	64	49	29	220	92	35	166	151	170	407	83
1 - Not trustworthy at all	12.2%	14.9%	9.6%	12.0%	14.6%	13.8%	10.3%	13.6%	11.9%	11.5%	11.3%	14.3%	9.6%	12.2%	10.6%	13.7%	12.6%	13.1%	9.0%
		В			F	F		F				L				N		R	
5. 114	210	73	137	82	41	41	46	132	32	18	17	86	41	16	109	55	41	175	35
Don't Know	5.2%	3.7%	6.6% A	7.3% EFG	6.8% F	4.6%	3.2%	5.7% F	5.9%	4.3%	6.5%	5.6%	4.2%	5.5%	7.0% OP	5.0% P	3.1%	5.6% R	3.8%
Summary																			
	105	53	52	51	11	19	24	60	13	6	5	40	27	13	45	32	28	83	22
TopBox (7)	2.6%	2.7%	2.5%	4.5%	1.9%	2.1%	1.7%	2.6%	2.5%	1.5%	1.9%	2.6%	2.8%	4.7%	2.9%	2.9%	2.1%	2.7%	2.4%
				DEFG										ı					
	487	250	237	157	58	86	185	252	66	40	36	161	142	42	216	128	142	346	140
Top2Box (6-7)	12.1%	12.8%	11.4%	14.0% DEG	9.7%	9.8%	13.1% DE	10.9%	12.3%	9.3%	13.6%	10.4%	14.6% IK	14.8% IK	13.8%	11.6%	10.5%	11.2%	15.2% Q
	1243	593	650	366	174	223	479	657	168	108	82	444	337	103	525	307	404	909	334
Top3Box (5-7)	30.9%	30.4%	31.3%	32.7%	28.7%	25.3%	33.8%	28.4%	31.1%	25.4%	31.4%	28.8%	34.8%	35.9%	33.5%	28.0%	30.1%	29.3%	36.0%
1 opesox (6 1)	00.070	00.170	01.070	EG	20.1 70	20.070	DEG	E	011170	20.170	01.170	20.070	IK	IK	0	20.070	00.170	20.070	Q
	1676	870	806	441	260	437	538	1035	209	185	105	702	361	113	585	498	588	1327	349
Low3Box (1-3)	41.6%	44.6%	38.9%	39.4%	42.9%	49.4%	37.9%	44.7%	38.7%	43.3%	40.2%	45.4%	37.4%	39.6%	37.3%	45.3%	43.7%	42.8%	37.6%
		В			F	CDFG		CF		L		HL				N	N	R	
	1024	552	472	269	163	271	321	642	130	103	64	453	203	71	361	306	353	832	192
Low2Box (1-2)	25.4%	28.3% B	22.7%	24.0%	26.8%	30.6% CFG	22.7%	27.7% CF	24.1%	24.1%	24.3%	29.3% HL	20.9%	24.9%	23.0%	27.8% N	26.3%	26.8% R	20.7%
	490	291	199	134	88	122	146	315	64	49	29	220	92	35	166	151	170	407	83
LowBox (1)	12.2%	14.9%	9.6%	12.0%	14.6%	13.8%	10.3%	13.6%	11.9%	11.5%	11.3%	14.3%	9.6%	12.2%	10.6%	13.7%	12.6%	13.1%	9.0%
2011207 (1)	12.2/0	B	3.070	12.070	F	F	10.070	F	11.570	11.070	11.570	L L	3.070	12.270	10.070	N	12.070	R	3.078
	3.6	3.6	3.7	3.7	3.5	3.4	3.8	3.5	3.7	3.6	3.7	3.5	3.8	3.8	3.8	3.5	3.6	3.6	3.9
Mean			A	DEG			DEG	E	K		-		IK	K	OP				Q
Std. Dev.	1.6	1.7	1.6	1.7	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.6	1.6	1.7	1.6	1.6	1.6	1.6	1.6
Std. Err.	0	0	0	0.1	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0.1	0	0	0

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

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?

		Ger	nder	Age Region								Education		Language of Survey					
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>French</th></college<>	College	University+	English	French
		Α	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
When I trust a company, I tend to recommend that																			
product or service to my friends and family.																			
	1080	404	676	371	167	238	304	668	138	97	74	430	256	84	429	317	329	848	232
Strongly agree	26.8%	20.7%	32.6%	33.1%	27.5%	26.9%	21.5%	28.9%	25.6%	22.7%	28.4%	27.9%	26.4%	29.5%	27.4%	28.8%	24.5%	27.4%	25.0%
			A	DEFG	F	F		F								P			
	2403	1225	1178	608	371	531	893	1363	332	257	159	898	588	170	905	648	841	1826	577
Somewhat agree	59.7%	62.7%	56.8%	54.3%	61.3%	60.0%	63.0%	59.0%	61.4%	60.1%	60.8%	58.2%	60.8%	59.5%	57.8%	59.0%	62.6%	58.9%	62.3%
		В			С	С	CG	С									N		Q
	443	257	186	123	52	93	174	229	61	60	23	170	100	29	185	115	141	344	100
Somewhat disagree	11.0%	13.2%	9.0%	11.0%	8.7%	10.6%	12.3%	9.9%	11.4%	14.1%	8.9%	11.0%	10.3%	10.2%	11.8%	10.5%	10.5%	11.1%	10.8%
		В					DG			L								<u></u>	
	100	67	33	18	15	22	45	52	9	14	5	46	24	2	47	19	32	82	18
Strongly disagree	2.5%	3.4%	1.6%	1.6%	2.5%	2.5%	3.2%	2.2%	1.6%	3.2%	1.9%	3.0%	2.5%	0.8%	3.0%	1.7%	2.4%	2.6%	1.9%
		В					С								0				
Summary																			
	1080	404	676	371	167	238	304	668	138	97	74	430	256	84	429	317	329	848	232
TopBox (Strongly agree)	26.8%	20.7%	32.6%	33.1%	27.5%	26.9%	21.5%	28.9%	25.6%	22.7%	28.4%	27.9%	26.4%	29.5%	27.4%	28.8%	24.5%	27.4%	25.0%
			A	DEFG	F	F		F								Р			
	3483	1629	1854	979	538	769	1198	2032	470	353	234	1328	843	255	1334	964	1171	2674	809
Top2Box (Strongly/ Somewhat agree)	86.5%	83.4%	89.4%	87.4%	88.9%	86.9%	84.5%	87.8%	87.0%	82.7%	89.2%	86.0%	87.2%	89.0%	85.2%	87.8%	87.1%	86.3%	87.3%
			A	F	F			F			1		1	ı				<del></del>	
	543	324	219	141	67	115	220	281	70	74	28	216	124	32	232	134	173	426	118
Low2Box (Somewhat/ Strongly disagree)	13.5%	16.6%	10.6%	12.6%	11.1%	13.1%	15.5% CDG	12.2%	13.0%	17.3% JLM	10.8%	14.0%	12.8%	11.0%	14.8%	12.2%	12.9%	13.7%	12.7%
	100	B 67	33	18	15	22	45	52	9	JLM 14	5	46	24	2	47	19	32	82	18
LowBox (Strongly disagree)	2.5%	3.4%	1.6%	1.6%	2.5%	2.5%	3.2%	2.2%	1.6%	3.2%	1.9%	3.0%	2.5%	0.8%	3.0%	1.7%	2.4%	2.6%	1.9%
LUWDUX (Strottgly disagree)	2.5%	3.4%	1.0%	1.0%	2.5%	2.5%	3.2%	2.2%	1.0%	3.2%	1.9%	3.0%	2.5%	0.8%	3.0%	1.7%	2.4%	2.0%	1.9%

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 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?

		Con	nder			Age					Reg	ion				Education		Language	of Survey
		Gei	nuer			Age		1			Ket	ion		<del>                                     </del>		Education		Language	or Surve
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	ВС	AB	MAN/SASK	ONT	QB	ATL	<college< th=""><th>College</th><th>University+</th><th>English</th><th>Frenci</th></college<>	College	University+	English	Frenci
		Α	В	С	D	Е	F	G	Н	I	J	K	L	М	N	0	Р	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1106	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
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.																			
	1415	636	779	407	202	292	515	786	183	151	89	557	320	115	533	390	487	1111	304
Strongly agree	35.1%	32.6%	37.6%	36.4%	33.4%	33.0%	36.3%	34.0%	33.8%	35.4%	34.0%	36.1%	33.1%	40.1%	34.0%	35.5%	36.3%	35.8%	32.9%
0, 0			Α											L					
	2302	1159	1143	584	354	536	827	1333	324	253	148	855	572	150	888	635	768	1748	554
Somewhat agree	57.2%	59.3%	55.1%	52.2%	58.5%	60.6%	58.4%	57.7%	60.0%	59.2%	56.6%	55.4%	59.1%	52.3%	56.7%	57.8%	57.1%	56.4%	59.8%
		В			С	CG	С	С					KM						Q
	267	132	135	115	41	48	62	167	32	22	22	114	59	17	121	67	79	212	55
Somewhat disagree	6.6%	6.7%	6.5%	10.3%	6.8%	5.5%	4.4%	7.2%	5.9%	5.2%	8.5%	7.4%	6.1%	5.9%	7.7%	6.1%	5.9%	6.8%	5.9%
				DEFG	F			EF											
	43	26	17	13	8	9	13	26	1	1	2	17	16	5	24	6	10	30	13
Strongly disagree	1.1%	1.3%	0.8%	1.2%	1.3%	1.0%	0.9%	1.1%	0.2%	0.3%	0.9%	1.1%	1.7%	1.7%	1.5%	0.6%	0.7%	1.0%	1.4%
													HI	Н	0				
Summary																			
	1415	636	779	407	202	292	515	786	183	151	89	557	320	115	533	390	487	1111	304
TopBox (Strongly agree)	35.1%	32.6%	37.6%	36.4%	33.4%	33.0%	36.3%	34.0%	33.8%	35.4%	34.0%	36.1%	33.1%	40.1%	34.0%	35.5%	36.3%	35.8%	32.9%
	3717	1795	A 1922	991	556	827	1342	2120	507	404	237	1412	892	265	1420	1026	1255	2858	858
F 2P (Ct) (C)																			
Γop2Box (Strongly/ Somewhat agree)	92.3%	91.9%	92.7%	88.6%	91.9% C	93.6% CG	94.7% CDG	91.7% C	93.8%	94.5%	90.6%	91.5%	92.2%	92.5%	90.7%	93.4% N	93.4% N	92.2%	92.7%
	309	158	151	128	49	57	75	193	33	23	25	131	75	22	145	73	89	241	68
_ow2Box (Somewhat/ Strongly disagree)	7.7%	8.1%	7.3%	11.4%	8.1%	6.4%	5.3%	8.3%	6.2%	5.5%	9.4%	8.5%	7.8%	7.5%	9.3%	6.6%	6.6%	7.8%	7.3%
Low 2 Dox (Come what Carongly disagree)	7.770	0.176	7.376	DEFG	5.176 F	0.476	3.376	6.5 % EF	U.Z /6	3.376	5.470	0.076	7.576	7.576	OP	0.076	0.078	7.576	1.576
	43	26	17	13	8	9	13	26	1	1	2	17	16	5	24	6	10	30	13
.owBox (Strongly disagree)	1.1%	1.3%	0.8%	1.2%	1.3%	1.0%	0.9%	1.1%	0.2%	0.3%	0.9%	1.1%	1.7%	1.7%	1.5%	0.6%	0.7%	1.0%	1.4%
	,0	1.570	2.070				2.570	,0	2.270	2.070	2.070	,0	HI	Н	0	2.070	2.770		1.170

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 Overlap formulae used.