

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.

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

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
Norman Macdonald			A	DEFG	EF			EF				I	HIJK	HIK					Q

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

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	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Firefighters	1721	751	970	419	225	372	705	897	247	173	110	669	390	131	776	447	490	1341	380
	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%
		A				CG	CDEG		L						OP	P			
	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%	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%
		A				CDG	CDEG								OP	P			
	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	C					IK	IK	OP				Q
Nurses	1238	616	622	271	160	257	550	612	169	114	73	482	293	106	546	328	362	962	276
	30.8%	31.6%	30.0%	24.2%	26.5%	29.1%	38.8%	26.5%	31.4%	26.8%	28.0%	31.2%	30.3%	37.1%	34.9%	29.9%	26.9%	31.0%	29.8%
						CG	CDEG						IJL	OP					
	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%
		B				CG	CDEG	C					HIK						Q
	1094	527	567	253	146	244	450	569	149	123	91	453	188	91	517	297	272	931	163
Canadian soldiers	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	L	OP	P		R	
	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%
						CDEG							HIKM	OP					Q
	888	430	458	195	129	190	374	455	94	72	62	371	220	69	401	226	257	675	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%
						C	CDEG	C			I	HI	HI	HI	OP				
	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%
			A			CG									P				
	657	298	358	181	86	129	261	351	81	67	51	218	181	59	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		O				
	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%	13.2%	14.8%	11.2%	15.5%	15.0%	20.5%	16.9%	18.6%	14.8%	14.0%	14.8%	20.2%
						CDEG							HIK	I	OP				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		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%	13.1%	15.6%	13.5%	14.0%	13.2%	14.6%	14.7%	13.7%	12.9%	15.4%	13.8%	14.8%
						CG													
	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%
			A	EFG			E				HI				O				
	421	196	226	126	50	91	155	235	42	22	24	135	157	41	189	97	135	272	149
Daycare workers	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%
												I	HUK	HIK	O				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%
			EFG	F			F						HIK	I	P				Q
	369	184	185	87	48	70	164	178	42	21	27	126	129	24	193	83	91	243	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					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%	8.1%	6.7%	9.0%	9.3%
											I			I	OP				
	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%
											I			I					
	298	158	139	83	50	54	110	156	43	31	21	123	53	27	121	73	102	246	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%	5.5%	9.3%	7.7%	6.7%	7.6%	7.9%	5.6%
											L			L				R	
	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%
				FG	F			F			HK		HIK	H	F				Q
	246	116	130	74	30	37	104	113	34	15	14	78	88	17	125	60	58	155	91
Plumbers	6.1%	5.9%	6.3%	6.6%	4.9%	4.2%	7.3%	4.9%	6.3%	3.5%	5.2%	5.0%	9.1%	6.0%	8.0%	5.5%	4.3%	5.0%	9.8%
				EG			EG						IK		OP				Q

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	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
Financial Advisors	172	75	97	61	25	33	53	99	24	11	14	69	42	12	76	50	45	134	38
	4.3%	3.9%	4.7%	5.5%	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%
				FG															
Lawyers	154	57	97	51	26	30	47	85	15	15	12	57	46	10	75	37	41	112	43
	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%
			A												P				
Television and Radio Personalities	151	76	76	55	21	30	45	87	15	13	11	47	50	15	90	38	22	107	45
	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%
				FG									HK		OP	P			Q
Auto mechanics	137	72	66	52	14	27	45	71	20	12	6	44	39	17	77	32	29	100	38
	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				
Journalists	127	61	66	39	16	29	43	70	12	5	5	42	49	13	67	31	28	85	42
	3.2%	3.1%	3.2%	3.5%	2.7%	3.2%	3.0%	3.0%	2.3%	1.1%	1.9%	2.7%			4.7%	4.3%	2.1%	2.7%	4.6%
													HIJK	I	P				Q
Airport baggage handlers	102	52	50	47	15	24	17	68	12	4	6	35	35	10	51	24	27	71	32
	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							IK	I					Q
CEOs	99	54	45	50	11	16	21	62	11	4	5	37	28	15	53	17	28	71	27
	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%
				DEFG				EF					I	HIK	OP				
Bloggers	68	32	36	42	6	10	10	42	10	4	5	23	18	9	34	21	12	54	14
	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%
				DEFG				F							P	P			
Telemarketers	63	38	25	41	7	11	4	44	9	4	8	23	13	7	29	12	22	53	10
	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											
Car salespeople	59	38	21	33	10	9	7	42	6	4	1	24	16	7	26	14	18	44	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%	1.7%
		B		EFG	F			EF											
National Politicians	53	28	25	32	5	10	6	37	11	2	2	16	14	7	23	14	15	42	12
	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%
				DEFG		F		F						I					
Local Politicians	51	28	23	30	7	7	8	28	9	2	1	18	15	5	24	14	12	39	12
	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%
				DEFG															

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

		Gender		Age				Region							Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Firefighters	3106	1436	1670	800	445	677	1184	1698	428	322	198	1203	717	239	1237	845	1013	2407	699
	77.2%	73.6%	80.5%	71.5%	73.5%	76.5%	83.6%	73.4%	79.3%	75.3%	75.6%	77.9%	74.1%	83.5%	79.0%	76.9%	75.4%	77.7%	75.5%
Ambulance drivers /Paramedics	2986	1415	1571	737	432	672	1146	1646	413	318	193	1120	713	229	1196	818	963	2292	694
	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%
Pharmacists	2829	1343	1486	648	394	638	1148	1513	378	292	190	1030	722	218	1139	758	923	2121	708
	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%
Nurses	2765	1335	1430	683	391	588	1103	1484	387	287	174	1029	681	208	1077	773	910	2104	660
	68.7%	68.4%	69.0%	61.1%	64.5%	66.5%	77.8%	64.2%	71.6%	67.2%	66.3%	66.7%	70.4%	72.5%	68.8%	70.3%	67.7%	67.9%	71.3%
Airline pilots	2631	1291	1340	616	357	573	1085	1389	370	278	165	972	659	187	1000	728	893	1987	645
	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%
Doctors	2601	1246	1355	637	363	556	1046	1380	365	260	168	967	661	179	1029	700	862	1960	641
	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%
Farmers	2352	1112	1241	553	326	535	939	1257	297	220	149	923	586	177	949	639	756	1778	574
	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%
Canadian soldiers	2336	1117	1219	555	325	535	921	1257	322	251	158	945	466	193	967	651	705	1896	439
	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%
Teachers	2075	971	1103	530	303	434	807	1134	239	212	146	768	542	168	802	547	718	1550	524
	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%
Veterinarians	2037	951	1085	500	285	435	817	1068	258	218	154	745	508	153	799	548	682	1538	498
	50.6%	48.7%	52.4%	44.7%	47.0%	49.2%	57.7%	46.2%	47.7%	51.1%	58.9%	48.3%	52.5%	53.6%	51.1%	49.9%	50.8%	49.6%	53.8%
Dentists	2020	977	1044	494	271	401	855	1035	290	190	130	753	513	145	803	546	663	1518	503
	50.2%	50.0%	50.3%	44.1%	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%
Police Officers	1870	857	1013	423	256	419	772	995	266	216	121	733	379	154	769	485	610	1501	369
	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%
Judges	1708	808	900	435	223	367	682	923	239	162	111	655	404	136	613	452	639	1317	391
	42.4%	41.4%	43.4%	38.9%	36.9%	41.5%	48.1%	39.9%	44.3%	38.0%	42.6%	42.4%	41.8%	47.7%	39.2%	41.1%	47.6%	42.5%	42.2%
Daycare workers	1568	723	845	418	220	344	586	867	182	123	110	536	478	139	624	428	512	1104	464
	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%
Food Safety Inspectors	1508	690	818	459	210	335	503	886	187	134	105	553	395	133	603	393	506	1115	393
	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%
Electricians	1469	721	747	337	187	304	640	745	201	128	98	509	428	105	616	395	455	1043	426
	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%
Psychologists/Counselors	1415	588	827	434	217	307	457	846	196	123	108	539	337	112	510	399	500	1084	331
	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%
Accountants	1383	679	704	342	184	264	592	699	222	135	99	503	323	100	539	364	478	1059	323
	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%	34.9%
Chiropractors	1193	535	658	335	171	248	439	660	167	119	97	447	273	91	508	338	341	917	276
	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%
Airport security guards	1151	514	637	345	184	242	380	676	131	92	80	361	382	105	492	327	327	783	368
	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%	39.7%
Plumbers	1129	507	622	270	148	206	505	529	147	97	78	379	345	82	483	305	337	783	346
	28.0%	26.0%	30.0%	24.2%	24.4%	23.3%	35.6%	22.9%	27.2%	22.7%	29.9%	24.6%	35.7%	28.7%	30.9%	27.8%	25.1%	25.3%	37.4%
Church Leaders	966	467	498	240	138	187	400	503	137	92	79	381	181	95	371	254	336	790	175
	24.0%	23.9%	24.0%	21.4%	22.9%	21.2%	28.2%	21.7%	25.4%	21.5%	30.3%	24.7%	18.7%	33.3%	23.7%	23.1%	25.0%	25.5%	18.9%

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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
Financial Advisors	903	405	498	252	121	176	353	485	129	87	69	326	224	68	379	243	280	683	220
	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%
Journalists	705	345	360	168	101	157	280	381	99	53	45	262	201	45	286	188	229	510	195
	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%
Television and Radio Personalities	664	305	359	181	93	143	247	370	76	55	47	226	210	51	342	166	155	464	200
	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%
Lawyers	636	265	371	205	86	108	237	332	71	59	38	241	183	45	275	173	186	460	176
	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%
Auto mechanics	632	306	326	169	69	110	284	294	97	50	40	223	162	59	288	166	177	471	161
	15.7%	15.7%	15.5%	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%
Airport baggage handlers	480	226	254	181	75	95	130	297	44	38	32	146	183	38	220	132	126	305	175
	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%
CEOs	439	224	215	148	65	78	148	249	39	31	16	163	154	36	184	116	139	283	155
	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%
Local Politicians	259	137	122	97	48	41	72	154	26	17	21	107	70	18	95	87	77	193	66
	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%
Bloggers	258	112	146	147	33	44	34	175	33	20	12	105	65	23	109	75	74	202	56
	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%
National Politicians	223	117	106	107	31	32	53	130	31	14	14	85	61	18	87	61	74	167	55
	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%
Car salespeople	203	101	102	93	28	28	54	123	25	12	14	86	56	10	83	56	62	152	51
	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%
Telemarketers	146	80	67	87	22	18	20	94	14	7	10	57	47	11	65	35	46	107	40
	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%

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Firefighters	3580	1689	1892	949	540	783	1308	2020	489	376	232	1381	839	263	1397	974	1197	2763	817
	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%
Ambulance drivers /Paramedics	3554	1695	1859	939	533	783	1298	2005	472	379	226	1366	848	262	1404	954	1184	2732	822
	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%
Pharmacists	3486	1653	1832	895	515	770	1306	1945	471	359	223	1324	856	253	1359	945	1171	2656	829
	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%
Nurses	3457	1653	1804	895	511	756	1295	1927	469	357	225	1315	840	251	1345	953	1149	2642	815
	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%
Doctors	3385	1617	1767	881	500	727	1277	1872	460	344	217	1293	827	245	1300	913	1158	2586	798
	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%
Airline pilots	3347	1634	1712	853	487	739	1267	1857	462	355	207	1285	802	235	1259	921	1157	2573	774
	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%
Farmers	3243	1559	1684	824	463	723	1233	1794	425	338	202	1259	785	234	1273	886	1072	2482	761
	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%
Canadian soldiers	3099	1491	1608	799	450	692	1158	1727	412	329	208	1236	680	235	1216	859	1009	2455	645
	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%
Teachers	3062	1427	1634	826	456	649	1131	1717	372	306	203	1164	782	234	1167	834	1049	2301	760
	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%
Dentists	3020	1432	1588	788	447	629	1156	1668	414	300	203	1136	745	222	1156	824	1028	2292	729
	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%
Veterinarians	2920	1377	1543	767	442	635	1076	1633	385	307	212	1100	702	214	1127	796	987	2239	681
	72.5%	70.5%	74.4%	68.5%	73.0%	71.8%	75.9%	70.6%	71.3%	71.9%	80.8%	71.3%	72.6%	74.7%	72.0%	72.5%	73.5%	72.2%	73.5%
Police Officers	2785	1303	1482	682	415	613	1074	1530	386	298	182	1083	621	215	1091	730	955	2180	605
	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%
Daycare workers	2692	1267	1425	731	396	570	995	1496	340	253	175	1002	717	204	1024	724	936	1989	702
	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%
Electricians	2691	1288	1403	673	378	571	1070	1448	353	279	181	985	692	200	1064	712	908	2015	676
	66.8%	66.0%	67.7%	60.1%	62.4%	64.6%	75.5%	62.6%	65.4%	65.3%	69.1%	63.8%	71.6%	70.1%	68.0%	64.8%	67.6%	65.0%	73.0%
Judges	2631	1235	1396	709	373	556	993	1456	375	252	165	1011	624	204	974	705	946	2022	609
	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%
Food Safety Inspectors	2571	1229	1341	758	396	558	859	1523	345	258	170	949	642	207	963	688	912	1943	628
	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%
Accountants	2489	1198	1291	650	351	498	990	1332	365	257	173	935	584	174	926	676	880	1907	582
	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%
Psychologists/Counselors	2430	1084	1346	730	380	503	817	1416	321	227	173	937	588	185	874	670	880	1855	575
	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%
Plumbers	2334	1089	1245	596	335	487	916	1263	297	247	154	868	605	163	930	621	774	1730	604
	58.0%	55.8%	60.1%	53.3%	55.4%	55.0%	64.6%	54.6%	54.9%	57.8%	58.9%	56.2%	62.5%	57.1%	59.4%	56.6%	57.6%	55.8%	65.2%
Airport security guards	2161	978	1183	633	335	456	738	1237	260	192	146	756	631	178	873	591	688	1545	616
	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%
Chiropractors	2146	989	1157	590	332	452	772	1212	292	226	150	816	491	170	881	605	652	1655	491
	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%
Financial Advisors	1962	893	1069	548	272	379	764	1054	265	198	143	728	476	152	766	539	654	1499	463
	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%

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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
Journalists	1717	836	882	421	253	378	665	945	246	163	112	638	438	121	653	450	611	1290	427
	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%
Church Leaders	1699	819	880	420	249	348	682	899	219	182	136	672	344	146	654	452	588	1369	329
	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%
Television and Radio Personalities	1684	796	888	420	250	370	644	936	223	147	113	603	476	123	728	453	498	1216	468
	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%
Auto mechanics	1632	790	842	397	209	320	705	795	236	150	108	602	400	136	687	412	527	1224	408
	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%
Lawyers	1501	619	883	444	225	283	549	817	212	125	96	563	386	120	579	398	519	1122	379
	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%
CEOs	1229	583	646	349	190	221	470	661	146	107	72	426	384	94	471	350	404	840	389
	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%
Airport baggage handlers	1212	544	669	378	184	251	399	703	144	101	88	387	391	100	480	348	380	832	380
	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%
Local Politicians	769	393	376	252	124	125	267	428	103	72	48	302	189	56	276	210	281	585	184
	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%
Bloggers	680	298	382	320	111	123	125	460	75	73	39	251	178	64	268	194	216	520	159
	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%
Car salespeople	652	308	343	215	88	105	244	340	82	53	42	246	180	48	268	176	206	468	183
	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%
National Politicians	582	299	283	212	78	92	200	314	77	46	35	232	149	44	236	148	197	440	143
	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%
Telemarketers	329	168	161	157	53	45	74	206	36	24	21	118	104	27	142	78	109	229	100
	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%

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Telemarketers	3098	1527	1571	772	448	712	1165	1741	432	355	209	1212	680	210	1185	848	1057	2455	643
	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%
					C	CDG	CDG	C	L	LM	L	L	L					R	
National Politicians	2604	1273	1331	663	370	628	943	1495	333	296	177	997	632	169	1015	719	857	2002	602
	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	HM											
Car salespeople	2405	1225	1180	653	364	593	796	1438	325	265	148	951	545	172	909	639	848	1897	508
	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%	54.9%
		B				CDFG	CF					L					NO	R	
Local Politicians	2363	1175	1188	599	345	588	831	1378	320	255	159	903	560	165	932	659	761	1834	530
	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%
						CDFG	C	C											
Bloggers	1998	1069	930	451	262	463	822	1071	252	218	136	780	486	127	739	546	708	1521	478
	49.6%	54.7%	44.8%	40.3%	43.3%	52.4%	58.0%	46.3%	46.6%	51.1%	51.9%	50.5%	50.2%	44.3%	47.2%	49.7%	52.7%	49.1%	51.6%
		B				CDG	CDEG	C									N		
CEOs	1513	813	700	424	214	374	501	916	200	179	104	650	267	112	561	422	524	1284	229
	37.6%	41.6%	33.7%	37.8%	35.3%	42.3%	35.4%	39.6%	37.1%	42.0%	39.8%	42.1%	27.6%	39.3%	35.9%	38.4%	39.0%	41.4%	24.7%
		B				DFG	DF	L			L	L	L				R		
Airport baggage handlers	1512	780	732	371	210	353	579	839	243	179	104	648	237	101	557	415	536	1307	205
	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%
		B				CDG	CDG	C	LM	L	L	L	L				N	R	
Lawyers	1453	830	623	367	213	378	495	881	175	163	102	585	333	95	581	396	468	1145	307
	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%
		B				CDFG		C				H						R	
Church Leaders	1296	653	643	393	198	326	379	816	159	138	74	476	389	60	507	368	415	920	376
	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%
				F	F	F		M	M			M	HIJKM					Q	
Auto mechanics	1183	600	583	371	198	288	327	774	150	137	81	460	284	71	444	331	404	929	254
	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%
				F	F	F													
Journalists	1054	562	492	311	157	241	346	621	123	135	65	397	256	79	387	296	365	821	234
	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%
		B								HK									
Television and Radio Personalities	1036	554	483	327	138	231	341	603	143	137	69	439	184	64	339	285	406	861	175
	25.7%	28.4%	23.3%	29.2%	22.8%	26.1%	24.1%	26.1%	26.4%	32.2%	26.2%	28.5%	19.0%	22.5%	21.7%	25.9%	30.2%	27.8%	18.9%
		B		DFG	L		D	L	LM	L	L	L	L				N	R	
Financial Advisors	920	502	417	230	141	244	304	561	117	114	58	356	223	52	348	251	315	716	203
	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%
		B				CFG	C	M											
Chiropractors	798	432	366	216	104	199	280	478	102	84	56	298	215	44	267	215	311	597	201
	19.8%	22.1%	17.7%	19.3%	17.1%	22.5%	19.7%	20.7%	18.9%	19.6%	21.5%	19.3%	22.3%	15.2%	17.1%	19.6%	23.2%	19.3%	21.7%
		B				D	D						M				NO		
Airport security guards	700	387	314	173	91	172	265	398	123	101	38	285	109	45	265	211	220	599	101
	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%
		B				CDG	CD	L	JLKM			L						R	
Plumbers	564	320	244	178	78	154	153	370	76	55	31	238	124	41	205	157	200	459	105
	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%	14.8%	11.4%
		B		F		DF	DF											R	
Psychologists/Counselors	562	338	224	127	71	155	208	321	65	77	29	216	141	34	241	157	159	433	129
	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%	11.8%	14.0%	14.0%
		B				CDG	C	C		HJM					P				
Police Officers	551	306	245	204	75	128	144	358	66	55	39	202	161	28	207	170	170	405	146
	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%
		B		DEFG		F		DF					HKM					Q	
Judges	536	324	212	152	76	134	174	321	65	64	34	188	153	31	234	165	133	395	141
	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%
		B											K		P	P		Q	
Food Safety Inspectors	525	290	235	112	71	129	213	279	60	65	26	220	127	28	211	167	143	414	111
	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%
		B				CG	CG	C							P	P			
Accountants	524	271	253	153	75	139	157	335	54	62	34	213	124	36	212	153	155	414	110
	13.0%	13.9%	12.2%	13.7%	12.3%	15.7%	11.1%	14.5%	10.0%	14.6%	13.1%	13.8%	12.9%	12.6%	13.5%	13.9%	11.5%	13.4%	11.9%
						F		F		H		H							
Electricians	355	196	159	126	57	101	72	253	34	43	14	165	76	24	150	88	116	287	68
	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%
		B		F	F	F		F		J		HJL						R	

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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
Daycare workers	346	178	168	109	53	84	99	216	43	55	21	145	65	17	129	112	103	288	58
	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%
Dentists	316	179	138	95	50	90	82	207	38	54	15	131	69	10	134	85	95	255	62
	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%
Veterinarians	309	170	139	104	34	85	85	199	49	27	10	125	75	23	132	87	88	238	71
	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%
Teachers	306	173	133	85	51	79	91	188	72	43	12	120	44	15	125	93	86	262	44
	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%
Canadian soldiers	261	145	116	95	39	59	68	171	34	27	16	72	94	17	101	62	97	171	89
	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%
Doctors	184	96	88	75	29	47	34	135	19	23	18	70	42	12	77	58	48	150	35
	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%
Pharmacists	154	89	65	76	25	27	25	112	16	20	11	69	30	7	54	57	41	128	26
	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%
Farmers	147	77	70	55	27	36	29	103	18	17	13	51	39	8	56	46	46	111	36
	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%
Nurses	133	75	58	55	25	28	25	91	18	14	17	53	23	7	55	37	39	113	20
	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%
Airline pilots	130	64	66	61	19	27	22	90	13	10	12	50	35	10	58	33	37	102	28
	3.2%	3.3%	3.2%	5.5%	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%
Firefighters	100	71	29	41	9	28	23	70	14	7	6	46	24	2	30	33	36	80	21
	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%
Ambulance drivers /Paramedics	91	58	33	41	11	23	17	64	10	10	6	34	25	6	26	32	32	73	19
	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%

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

		Gender		Age				Region							Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Telemarketers	2547	1297	1250	616	359	608	965	1434	368	304	168	1004	535	169	965	701	875	2046	501
	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%
National Politicians	1907	954	953	482	279	474	672	1113	248	222	127	717	472	121	768	540	591	1468	439
	47.4%	48.9%	46.0%	43.1%	46.0%	53.7%	47.4%	48.1%	45.9%	52.0%	48.6%	46.5%	48.8%	42.2%	49.0%	49.1%	44.0%	47.4%	47.4%
Local Politicians	1681	849	833	422	249	426	584	996	218	185	114	651	402	111	680	480	514	1311	370
	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%
Car salespeople	1534	818	716	409	231	398	496	934	205	179	97	604	345	104	564	422	540	1218	316
	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%
Bloggers	1245	700	545	230	148	297	569	630	151	136	86	483	314	75	463	337	442	935	310
	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%
CEOs	884	505	379	251	116	233	284	549	128	106	52	394	142	63	331	252	297	765	119
	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%
Lawyers	874	543	331	198	127	246	304	526	100	106	54	352	208	55	359	246	265	689	185
	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%
Church Leaders	855	440	415	251	136	228	241	558	118	86	47	304	257	44	334	248	269	606	250
	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%
Airport baggage handlers	808	447	360	183	108	187	329	430	135	102	60	347	106	58	292	236	275	721	86
	20.1%	22.9%	17.4%	16.3%	17.9%	21.2%	23.2%	18.6%	25.0%	23.8%	22.9%	22.5%	10.9%	20.2%	18.7%	21.5%	20.5%	23.3%	9.3%
Auto mechanics	521	282	239	183	86	125	127	353	61	49	33	217	126	34	201	139	179	412	109
	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%
Journalists	506	300	206	134	77	133	162	308	53	65	31	184	130	43	183	143	175	385	121
	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%
Television and Radio Personalities	503	300	203	148	71	120	165	294	77	54	31	223	89	29	156	145	197	420	82
	12.5%	15.4%	9.8%	13.2%	11.7%	13.6%	11.6%	12.7%	14.3%	12.6%	11.7%	14.4%	9.2%	10.2%	10.0%	13.2%	14.6%	13.6%	8.9%
Financial Advisors	444	262	181	111	64	114	155	266	64	57	23	167	104	29	169	120	150	348	96
	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%
Chiropractors	424	230	193	95	58	122	148	255	48	53	36	148	111	28	156	106	158	323	101
	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%
Airport security guards	339	197	142	80	46	79	135	187	69	49	17	137	51	17	137	95	105	293	46
	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%
Police Officers	304	179	125	117	44	70	72	199	39	33	23	103	89	16	134	85	82	227	77
	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%
Judges	289	181	107	74	38	81	95	180	33	37	20	101	82	16	126	94	65	211	78
	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%
Psychologists/Counselors	263	166	98	54	35	74	101	150	37	42	16	91	66	12	108	81	72	207	57
	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%
Food Safety Inspectors	229	135	95	50	25	62	93	119	25	33	10	103	52	7	97	64	64	183	47
	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%	2.5%	6.2%	5.8%	4.8%	5.9%	5.0%
Accountants	219	126	93	63	35	57	64	140	26	22	16	93	46	16	90	62	63	178	41
	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%
Plumbers	207	135	72	68	27	59	54	139	26	16	12	100	41	12	82	49	75	169	38
	5.1%	6.9%	3.5%	6.0%	4.4%	6.7%	3.8%	6.0%	4.8%	3.7%	4.7%	6.5%	4.3%	4.2%	5.2%	4.5%	5.6%	5.5%	4.1%
Daycare workers	155	90	64	52	21	42	39	95	15	24	10	67	32	7	63	50	39	128	27
	3.8%	4.6%	3.1%	4.7%	3.5%	4.8%	2.8%	4.1%	2.7%	5.7%	3.8%	4.3%	3.3%	2.5%	4.0%	4.5%	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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
Teachers	144	87	57	33	26	45	40	94	39	17	5	52	21	10	57	46	39	125	19
	3.6%	4.5%	B	2.7%	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%
Canadian soldiers	135	81	54	50	21	34	29	91	15	13	10	38	53	6	52	33	50	88	47
	3.4%	4.2%	B	2.6%	4.5%	3.5%	3.9%	3.9%	2.7%	3.2%	3.8%	2.4%	5.5%	2.1%	3.4%	3.0%	3.7%	2.8%	5.1%
Dentists	130	72	59	42	22	40	26	95	16	20	7	53	30	5	53	35	40	104	26
	3.2%	3.7%	F	2.8%	3.8%	3.6%	4.6%	1.9%	4.1%	2.9%	4.6%	2.8%	3.4%	3.1%	1.7%	3.4%	3.2%	3.0%	3.4%
Electricians	130	82	47	45	26	37	22	97	14	15	4	67	24	7	61	23	44	108	22
	3.2%	4.2%	B	2.3%	4.0%	4.4%	4.2%	4.2%	2.5%	3.4%	1.4%	4.3%	2.5%	2.5%	3.9%	2.1%	3.2%	3.5%	2.3%
Veterinarians	118	79	39	35	10	36	37	74	20	9	5	44	30	11	52	35	29	90	28
	2.9%	4.1%	B	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%
Doctors	89	45	44	40	11	27	11	68	7	14	10	34	19	5	40	24	24	72	17
	2.2%	2.3%	F	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%
Pharmacists	61	39	22	31	10	12	8	45	4	9	7	23	15	4	26	19	16	50	11
	1.5%	2.0%	B	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%
Nurses	61	34	27	31	13	12	6	48	5	4	10	29	11	2	27	15	17	49	12
	1.5%	1.7%	F	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%
Airline pilots	58	31	27	31	9	12	6	43	6	2	6	21	18	5	29	13	14	44	15
	1.5%	1.6%	F	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%
Farmers	52	30	21	19	8	16	9	39	5	6	7	17	10	6	21	15	16	42	10
	1.3%	1.6%	F	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%
Firefighters	47	35	12	23	3	14	8	35	6	2	4	22	12	1	16	13	17	36	11
	1.2%	1.8%	B	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%
Ambulance drivers /Paramedics	42	31	11	21	4	10	7	31	2	4	2	21	10	2	12	14	15	33	8
	1.0%	1.6%	B	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%

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Telemarketers	1686	898	788	374	235	409	669	934	258	218	109	688	313	100	645	475	562	1403	283
	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%
National Politicians	1145	599	547	289	170	292	394	678	142	126	81	438	285	73	477	325	338	883	262
	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%
Local Politicians	940	506	434	236	140	248	317	573	113	112	62	382	221	51	411	255	269	741	200
	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%
Car salespeople	707	399	308	195	111	188	213	440	102	90	39	278	152	46	266	203	234	577	130
	17.6%	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%
Bloggers	573	352	221	82	64	156	271	287	65	60	39	220	156	33	218	163	191	423	150
	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%
Church Leaders	507	267	239	161	90	126	130	339	83	58	22	172	148	24	211	148	145	365	141
	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%
Lawyers	420	276	144	94	63	123	140	256	53	52	21	175	94	25	159	141	116	335	84
	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%
CEOs	414	253	160	116	54	112	131	262	73	51	23	173	60	33	153	132	125	364	50
	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%
Airport baggage handlers	315	177	138	74	51	69	122	176	66	35	20	137	35	22	131	92	92	288	27
	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%
Journalists	216	132	83	61	25	65	65	132	21	28	12	86	51	17	90	60	65	169	47
	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%
Television and Radio Personalities	191	115	76	52	30	50	59	119	31	25	12	74	40	10	64	47	77	157	34
	4.7%	5.9%	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%
Auto mechanics	190	114	76	70	28	44	48	127	25	17	10	86	41	11	82	58	49	157	33
	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%
Chiropractors	179	108	71	44	30	54	51	119	17	27	12	61	44	17	63	45	67	140	40
	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%
Financial Advisors	172	115	58	37	23	48	64	101	21	24	9	69	39	11	67	52	51	141	32
	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%
Police Officers	157	103	54	72	19	33	33	105	21	19	11	62	37	7	66	51	38	125	32
	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%
Airport security guards	137	86	52	34	22	32	49	83	35	13	5	60	17	7	59	45	32	121	17
	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%
Judges	120	77	43	31	13	36	41	71	15	16	10	35	37	7	56	36	26	85	35
	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%
Psychologists/Counselors	109	64	44	23	13	38	34	70	14	16	5	45	26	4	50	33	24	86	22
	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%
Accountants	94	63	31	24	20	24	25	65	13	9	6	44	17	5	40	27	25	79	15
	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%
Food Safety Inspectors	86	55	31	22	7	21	36	44	12	15	2	36	19	1	43	23	19	72	14
	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%
Teachers	61	40	22	18	7	20	15	43	16	7	1	24	8	5	26	20	13	54	8
	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%
Daycare workers	59	38	21	21	5	19	15	35	5	6	1	29	13	5	21	20	15	48	11
	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%

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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
Plumbers	58	39	20	21	10	14	13	45	9	6	3	27	10	5	24	15	18	50	8
	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%
	B							F											
Canadian soldiers	57	40	17	21	6	15	15	37	6	5	4	16	25	1	23	16	17	36	21
	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%
	B							F					KM					Q	
Dentists	52	30	21	16	7	19	9	37	7	11	3	19	12	0	20	13	17	43	9
	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									
Veterinarians	45	33	12	14	3	15	12	31	7	1	1	23	10	2	20	14	10	37	8
	1.1%	1.7%	0.6%	1.3%	0.5%	1.7%	0.9%	1.3%	1.4%	0.3%	0.5%	1.5%	1.0%	0.8%	1.3%	1.2%	0.8%	1.2%	0.9%
	B					D		D											
Doctors	40	22	18	20	4	13	4	30	5	6	4	16	8	1	18	12	9	32	8
	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%
				DF		F		F											
Electricians	38	24	14	13	6	13	7	30	5	6	1	19	5	1	15	11	12	33	5
	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											
Airline pilots	33	18	15	18	4	7	4	25	4	1	4	12	10	2	16	6	9	25	8
	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											
Pharmacists	30	19	11	16	5	6	3	23	0	4	5	13	7	1	14	9	7	26	5
	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		H			H						
Nurses	27	20	7	15	1	7	4	20	4	2	3	11	6	1	10	7	9	22	5
	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%
	B			DF				DF											
Firefighters	24	16	7	13	1	7	3	17	2	2	3	11	5	0	8	6	9	20	4
	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%
				DF				F											
Ambulance drivers /Paramedics	20	15	5	7	1	7	5	15	1	1	1	11	5	1	6	7	6	16	4
	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%
		B																	
Farmers	16	13	3	6	3	5	3	11	1	2	3	5	5	0	9	3	4	11	5
	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%
		B																	

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

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Accountants																			
7 - Extremely trustworthy	327	158	169	92	41	69	125	173	56	23	22	120	87	19	134	79	113	242	86
	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%
6	1055	520	535	250	143	195	467	526	166	112	77	383	236	81	405	286	365	818	237
	26.2%	26.6%	25.8%	22.3%	23.7%	22.0%	33.0%	22.7%	30.7%	26.2%	29.5%	24.8%	24.4%	28.3%	25.9%	26.0%	27.1%	26.4%	25.6%
5	1106	519	587	307	167	234	398	634	143	122	73	433	261	74	387	311	403	847	259
	27.5%	26.6%	28.3%	27.5%	27.6%	26.5%	28.1%	27.4%	26.5%	28.0%	28.0%	27.0%	25.8%	24.7%	N	N	N	27.3%	27.9%
4	788	394	394	230	142	195	220	498	87	87	39	303	213	58	315	206	264	591	196
	19.6%	20.2%	19.0%	20.6%	23.5%	22.1%	15.5%	21.5%	16.2%	20.4%	14.9%	19.6%	22.1%	20.3%	20.1%	18.7%	19.6%	19.1%	21.2%
3	305	145	160	91	40	82	93	195	28	40	18	120	78	20	122	91	92	236	69
	7.6%	7.4%	7.7%	8.1%	6.5%	9.3%	6.6%	8.5%	5.2%	9.5%	7.0%	7.8%	8.1%	7.1%	7.8%	8.3%	6.8%	7.6%	7.4%
2	125	63	62	38	15	33	40	74	12	13	10	50	29	11	50	34	39	99	26
	3.1%	3.2%	3.0%	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	31	24	20	24	25	65	13	9	6	44	17	5	40	27	25	79	15
	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%
Don't Know	225	90	136	86	37	52	50	147	33	21	16	92	45	18	112	64	44	187	38
	5.6%	4.6%	6.5%	7.7%	6.2%	5.8%	3.6%	6.4%	6.2%	4.9%	6.1%	6.0%	4.7%	6.3%	7.2%	5.8%	3.3%	6.0%	4.1%
Summary																			
TopBox (7)	327	158	169	92	41	69	125	173	56	23	22	120	87	19	134	79	113	242	86
	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	679	704	342	184	264	592	699	222	135	99	503	323	100	539	364	478	1059	323
	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%	34.9%
Top3Box (5-7)	2489	1198	1291	650	351	498	990	1332	365	257	173	935	584	174	926	676	880	1907	582
	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%
Low3Box (1-3)	524	271	253	153	75	139	157	335	54	62	34	213	124	36	212	153	155	414	110
	13.0%	13.9%	12.2%	13.7%	12.3%	15.7%	11.1%	14.5%	10.0%	14.6%	13.1%	13.8%	12.9%	12.6%	13.5%	13.9%	11.5%	13.4%	11.9%
Low2Box (1-2)	219	126	93	63	35	57	64	140	26	22	16	93	46	16	90	62	63	178	41
	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%
LowBox (1)	94	63	31	24	20	24	25	65	13	9	6	44	17	5	40	27	25	79	15
	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%
Mean	4.9	4.8	4.9	4.8	4.8	4.7	5.1	4.8	5.1	4.8	5	4.8	4.9	4.9	4.9	4.8	4.9	4.9	4.9
Std. Dev.	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.3	1.3	1.4	1.4	1.3	1.3	1.4	1.4	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/Mean: 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_02. [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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Airline pilots																			
7 - Extremely trustworthy	1153	589	564	245	142	243	522	569	150	118	74	402	321	88	466	299	384	843	310
	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%
6	1478	702	776	371	215	330	563	820	221	160	92	570	338	99	535	429	510	1143	335
	36.7%	35.9%	37.4%	33.1%	35.5%	37.3%	39.7%	35.5%	40.8%	37.4%	34.9%	36.9%	34.9%	34.5%	34.2%	39.1%	37.9%	36.9%	36.2%
5	715	343	372	237	130	166	181	469	92	77	42	313	143	48	258	193	263	586	129
	17.8%	17.6%	18.0%	21.2%	21.5%	18.8%	12.8%	20.3%	17.0%	18.1%	15.9%	20.3%	14.8%	16.9%	16.5%	17.6%	19.6%	18.9%	14.0%
4	321	162	159	127	60	69	64	228	42	44	27	115	69	24	134	81	103	255	66
	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%
3	72	32	39	31	10	15	16	47	7	7	6	29	17	5	29	20	23	58	14
	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%
2	25	13	12	13	6	5	3	19	2	1	2	9	8	2	14	7	5	19	6
	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%
1 - Not trustworthy at all	33	18	15	18	4	7	4	25	4	1	4	12	10	2	16	6	9	25	8
	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%
Don't Know	228	93	136	77	38	49	64	137	22	18	16	93	62	17	114	64	47	171	58
	5.7%	4.8%	6.5%	6.9%	6.3%	5.5%	4.5%	5.9%	4.1%	4.3%	6.1%	6.0%	6.4%	5.9%	7.3%	5.8%	3.5%	5.5%	6.2%
Summary																			
TopBox (7)	1153	589	564	245	142	243	522	569	150	118	74	402	321	88	466	299	384	843	310
	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%
Top2Box (6-7)	2631	1291	1340	616	357	573	1085	1389	370	278	165	972	659	187	1000	728	893	1987	645
	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%
Top3Box (5-7)	3347	1634	1712	853	487	739	1267	1857	462	355	207	1285	802	235	1259	921	1157	2573	774
	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%
Low3Box (1-3)	130	64	66	61	19	27	22	90	13	10	12	50	35	10	58	33	37	102	28
	3.2%	3.3%	3.2%	5.5%	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%
Low2Box (1-2)	58	31	27	31	9	12	6	43	6	2	6	21	18	5	29	13	14	44	15
	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%
LowBox (1)	33	18	15	18	4	7	4	25	4	1	4	12	10	2	16	6	9	25	8
	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%
Mean	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
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Airport security guards																			
7 - Extremely trustworthy	289	132	157	107	45	66	71	184	23	27	26	89	101	23	140	79	68	193	96
	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%
6	862	382	480	238	139	176	310	491	108	65	54	273	280	82	352	248	259	590	272
	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%
5	1010	464	546	288	151	214	358	561	129	100	66	394	250	72	381	264	361	762	249
	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%
4	896	474	422	233	136	201	326	520	128	112	69	375	166	47	292	227	374	743	152
	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%
3	361	189	172	93	45	93	131	210	54	51	21	149	59	28	128	116	115	306	55
	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%
2	202	111	91	46	24	47	86	105	34	36	12	76	34	10	78	50	72	173	29
	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%
1 - Not trustworthy at all	137	86	52	34	22	32	49	83	35	13	5	60	17	7	59	45	32	121	17
	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%
Don't Know	268	114	155	81	44	56	88	158	30	23	10	128	61	17	136	68	61	212	57
	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%
Summary																			
TopBox (7)	289	132	157	107	45	66	71	184	23	27	26	89	101	23	140	79	68	193	96
	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%
Top2Box (6-7)	1151	514	637	345	184	242	380	676	131	92	80	361	382	105	492	327	327	783	368
	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%	39.7%
Top3Box (5-7)	2161	978	1183	633	335	456	738	1237	260	192	146	756	631	178	873	591	688	1545	616
	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%
Low3Box (1-3)	700	387	314	173	91	172	265	398	123	101	38	285	109	45	265	211	220	599	101
	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%
Low2Box (1-2)	339	197	142	80	46	79	135	187	69	49	17	137	51	17	137	95	105	293	46
	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%
LowBox (1)	137	86	52	34	22	32	49	83	35	13	5	60	17	7	59	45	32	121	17
	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%
Mean	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
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/Mean: 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_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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Airport baggage handlers																			
7 - Extremely trustworthy	102	52	50	47	15	24	17	68	12	4	6	35	35	10	51	24	27	71	32
	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%
6				FG		F		F					IK	I					Q
	378	174	203	134	60	71	113	229	32	35	26	110	147	28	169	108	99	234	143
5	9.4%	8.9%	9.8%	11.9%	9.9%	8.0%	8.0%	9.9%	5.9%	8.1%	9.8%	7.2%	15.2%	9.7%	10.8%	9.8%	7.4%	7.6%	15.5%
				EFG		E		E					HIJKM		P	P			Q
4	732	317	415	197	109	157	269	407	100	63	56	242	208	63	260	215	253	527	205
	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%
3				A						IK			IK						Q
	981	503	478	264	157	211	349	572	119	124	56	381	236	64	364	245	367	750	231
2	24.4%	25.8%	23.1%	23.6%	26.0%	23.9%	24.6%	24.7%	22.1%	29.0%	21.6%	24.7%	24.4%	22.4%	23.2%	22.3%	27.3%	24.2%	25.0%
										H							NO		
1 - Not trustworthy at all	705	333	372	188	101	165	250	409	108	77	44	301	131	43	264	179	260	586	119
	17.5%	17.0%	17.9%	16.8%	16.8%	18.7%	17.6%	17.7%	20.0%	18.1%	16.8%	19.5%	13.6%	15.2%	16.9%	16.3%	19.4%	18.9%	12.8%
Don't Know									L	L		L						R	
	493	271	222	109	57	118	207	254	69	66	40	210	71	36	162	144	184	433	59
Summary	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%
		B		CDG		CDG			L	L	L	L		L	N	N		R	
TopBox (7)	315	177	138	74	51	69	122	176	66	35	20	137	35	22	131	92	92	288	27
	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%
Top2Box (6-7)									KL	L	L	L					R		
	320	126	195	106	54	69	91	199	33	23	13	127	103	20	164	91	61	211	109
Top3Box (5-7)	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%
			A	F	F			F					HIJK		P	P			Q
Low3Box (1-3)	102	52	50	47	15	24	17	68	12	4	6	35	35	10	51	24	27	71	32
	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%
Low2Box (1-2)				FG		F		F					IK	I					Q
	480	226	254	181	75	95	130	297	44	38	32	146	183	38	220	132	126	305	175
LowBox (1)	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	H	P	P			Q
Mean	1212	544	669	378	184	251	399	703	144	101	88	387	391	100	480	348	380	832	380
	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%
Std. Dev.				A		EFG				IK			HIK	HIK					Q
	1512	780	732	371	210	353	579	839	243	179	104	648	237	101	557	415	536	1307	205
Std. Err.	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%
		B		CDG		CDG		C	LM	L	L	L		L		N		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.	808	447	360	183	108	187	329	430	135	102	60	347	106	58	292	236	275	721	86
	20.1%	22.9%	17.4%	16.3%	17.9%	21.2%	23.2%	18.6%	25.0%	23.8%	22.9%	22.5%	10.9%	20.2%	18.7%	21.5%	20.5%	23.3%	9.3%
				CG		CG			L	L	L	L		L				R	
	315	177	138	74	51	69	122	176	66	35	20	137	35	22	131	92	92	288	27
	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%
			B						KL	L	L	L		L				R	
	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
			A	EFG				EF					HIJKM	HIK	P				Q
	1.5	1.5	1.5	1.6	1.5	1.5	1.5	1.5	1.5	1.4	1.5	1.5	1.4	1.6	1.6	1.5	1.4	1.5	1.4
	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

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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Ambulance drivers /Paramedics																			
7 - Extremely trustworthy	1498	678	821	357	188	334	619	772	206	153	94	561	363	121	670	402	421	1149	349
	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%
6	1488	737	751	379	244	339	527	873	207	165	99	559	349	109	526	417	542	1143	345
	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%
5	567	280	287	203	102	111	152	359	59	61	33	246	135	33	208	136	221	440	127
	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%
4	234	123	111	79	35	50	70	147	34	28	20	78	64	11	81	65	86	176	59
	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%
3	50	27	22	19	7	13	10	33	7	6	4	13	15	4	14	19	17	39	10
	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%
2	21	15	6	14	2	2	2	16	1	2	1	10	5	1	6	7	9	17	4
	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%
1 - Not trustworthy at all	20	15	5	7	1	7	5	15	1	1	1	11	5	1	6	7	6	16	4
	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%
Don't Know	147	77	70	60	26	29	32	96	23	10	10	66	31	7	54	47	41	119	27
	3.6%	3.9%	3.4%	5.4%	4.3%	3.2%	2.3%	4.2%	4.3%	2.3%	3.8%	4.3%	3.2%	2.5%	3.5%	4.3%	3.1%	3.8%	3.0%
Summary																			
TopBox (7)	1498	678	821	357	188	334	619	772	206	153	94	561	363	121	670	402	421	1149	349
	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%
Top2Box (6-7)	2986	1415	1571	737	432	672	1146	1646	413	318	193	1120	713	229	1196	818	963	2292	694
	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%
Top3Box (5-7)	3554	1695	1859	939	533	783	1298	2005	472	379	226	1366	848	262	1404	954	1184	2732	822
	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%
Low3Box (1-3)	91	58	33	41	11	23	17	64	10	10	6	34	25	6	26	32	32	73	19
	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%
Low2Box (1-2)	42	31	11	21	4	10	7	31	2	4	2	21	10	2	12	14	15	33	8
	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%
LowBox (1)	20	15	5	7	1	7	5	15	1	1	1	11	5	1	6	7	6	16	4
	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%
Mean	6	6	6.1	5.9	6	6	6.2	5.9	6.1	6	6	6	6	6.2	6.1	6	5.9	6	6
	1.1	1.1	1	1.2	1	1.1	0.9	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	0	0	0.1	0.1	0	0	0.1	0	0	0	0	0

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Auto mechanics																			
7 - Extremely trustworthy	137	72	66	52	14	27	45	71	20	12	6	44	39	17	77	32	29	100	38
	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%
6	495	234	260	117	55	84	239	223	77	38	34	179	124	42	211	134	149	371	123
	12.3%	12.0%	12.5%	10.5%	9.0%	9.5%	16.9% CDEG	9.7%	14.3%	8.9%	13.1%	11.6%	12.8%	14.7% I	13.5%	12.2%	11.1%	12.0%	13.3%
5	1000	484	516	228	141	210	421	501	139	99	67	379	238	77	399	246	350	753	247
	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%
4	1038	491	547	276	165	242	355	626	135	122	63	405	245	69	354	311	367	807	231
	25.8%	25.1%	26.4%	24.6%	27.2%	27.4%	25.0%	27.1% C	25.0%	28.5%	23.9%	26.3%	25.3%	24.0%	22.6%	28.3% N	27.3% N	26.0%	24.9%
3	662	318	344	188	112	163	199	421	88	88	48	243	158	38	243	191	225	516	146
	16.4%	16.3%	16.6%	16.8%	18.4% F	18.5% F	14.1% F	18.2% KM	16.4%	20.6% F	18.1%	15.7%	16.3%	13.1%	15.5%	17.4%	16.7%	16.7%	15.7%
2	331	168	163	113	58	81	80	226	37	32	23	131	85	23	120	81	130	255	76
	8.2%	8.6%	7.9%	10.1% F	9.5% F	9.1% F	5.6% F	9.8% F	6.8%	7.5%	8.8%	8.5%	8.8%	8.1%	7.6%	7.4%	9.6%	8.2%	8.2%
1 - Not trustworthy at all	190	114	76	70	28	44	48	127	25	17	10	86	41	11	82	58	49	157	33
	4.7%	5.8% B	3.7%	6.3% F	4.7%	5.0%	3.4%	5.5% F	4.6%	4.0%	3.8%	5.6%	4.3%	3.8%	5.2%	5.3%	3.7%	5.1% R	3.5%
Don't Know	174	71	102	75	34	33	31	118	20	18	11	76	38	10	81	45	46	140	33
	4.3%	3.6%	4.9%	6.7% EFG	5.6% F	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																			
TopBox (7)	137	72	66	52	14	27	45	71	20	12	6	44	39	17	77	32	29	100	38
	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%
Top2Box (6-7)	632	306	326	169	69	110	284	294	97	50	40	223	162	59	288	166	177	471	161
	15.7%	15.7%	15.7%	15.1% DG	11.3%	12.5%	20.0% CDEG	12.7%	18.0% I	11.8%	15.4%	14.4%	16.8% I	20.7% IK	18.4% OP	15.1%	13.2%	15.2%	17.4%
Top3Box (5-7)	1632	790	842	397	209	320	705	795	236	150	108	602	400	136	687	412	527	1224	408
	40.5%	40.5%	40.6%	35.5% DG	34.5%	36.2%	49.8% CDEG	34.4%	43.6% I	35.1%	41.1%	39.0%	41.4% I	47.7% IK	43.9% OP	37.5%	39.2%	39.5%	44.1% Q
Low3Box (1-3)	1183	600	583	371	198	288	327	774	150	137	81	460	284	71	444	331	404	929	254
	29.4%	30.7%	28.1%	33.1% F	32.6% F	32.6% F	23.0% F	33.5% F	27.7%	32.1%	30.8%	29.8%	29.4%	25.0%	28.3%	30.1%	30.0%	30.0%	27.5%
Low2Box (1-2)	521	282	239	183	86	125	127	353	61	49	33	217	126	34	201	139	179	412	109
	12.9%	14.5% B	11.5%	16.4% F	14.2% F	14.1% F	9.0% F	15.2% F	11.4%	11.5%	12.6%	14.0%	13.1%	11.9%	12.8%	12.7%	13.3%	13.3%	11.7%
LowBox (1)	190	114	76	70	28	44	48	127	25	17	10	86	41	11	82	58	49	157	33
	4.7%	5.8% B	3.7%	6.3% F	4.7%	5.0%	3.4%	5.5% F	4.6%	4.0%	3.8%	5.6%	4.3%	3.8%	5.2%	5.3%	3.7%	5.1% R	3.5%
Mean	4.1	4.1	4.2	4	4	4	4.4 CDEG	4	4.2 I	4	4.1	4.1	4.2	4.3 IK	4.2 OP	4.1	4.1	4.1	4.2 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/Mean: 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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Bloggers																			
7 - Extremely trustworthy	68	32	36	42	6	10	10	42	10	4	5	23	18	9	34	21	12	54	14
	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%
6	190	80	111	106	27	34	24	134	23	16	7	81	48	15	75	54	62	148	42
	4.7%	4.1%	5.3%	9.4% DEFG	4.5% F	3.8% F	1.7% F	5.8% EF	4.3%	3.8%	2.8%	5.3%	4.9%	5.1%	4.8%	4.9%	4.6%	4.8%	4.6%
5	422	186	236	173	78	79	92	285	42	53	27	146	112	41	159	119	142	319	103
	10.5%	9.5%	11.4%	15.5% EFG	12.9% EF	9.0% F	6.5% F	12.3% EF	7.7% H	12.4% H	10.3% H	9.5% H	11.6% HK	14.4% HK	10.1%	10.8%	10.6%	10.3%	11.1%
4	933	425	509	251	177	203	302	561	146	92	57	337	229	72	344	253	332	711	222
	23.2%	21.8%	24.5% A	22.4% CEFG	29.2% CEFG	23.0%	21.3%	24.3% F	27.1% K	21.5%	21.8%	21.8%	23.7%	25.3%	22.0%	23.1%	24.7%	23.0%	24.0%
3	754	369	385	221	114	166	253	441	101	82	50	296	172	52	276	209	266	586	168
	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%
2	672	348	324	148	84	142	298	343	86	76	47	263	158	42	245	174	250	512	160
	16.7%	17.8%	15.6%	13.2%	13.8%	16.0%	21.0% CDEG	14.8%	15.9%	17.8%	17.8%	17.1%	16.3%	14.7%	15.6%	15.8%	18.6% N	16.5%	17.2%
1 - Not trustworthy at all	573	352	221	82	64	156	271	287	65	60	39	220	156	33	218	163	191	423	150
	14.2%	18.0% B	10.7%	7.3%	10.6% CDG	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% Q	16.2% Q
Don't Know	414	161	253	97	55	94	168	220	67	44	29	176	75	23	214	106	87	347	67
	10.3%	8.2%	12.2% A	8.7%	9.1%	10.7%	11.8% CG	9.5%	12.5% L	10.3%	11.2%	11.4% L	7.7% L	8.0%	13.7% OP	9.6% P	6.5%	11.2% R	7.3%
Summary																			
TopBox (7)	68	32	36	42	6	10	10	42	10	4	5	23	18	9	34	21	12	54	14
	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%
Top2Box (6-7)	258	112	146	147	33	44	34	175	33	20	12	105	65	23	109	75	74	202	56
	6.4%	5.7%	7.0%	13.1% DEFG	5.5% F	5.0% F	2.4% DEF	7.6% DEF	6.1%	4.6%	4.7%	6.8%	6.7%	8.1%	7.0%	6.8%	5.5%	6.5%	6.1%
Top3Box (5-7)	680	298	382	320	111	123	125	460	75	73	39	251	178	64	268	194	216	520	159
	16.9%	15.3%	18.4%	28.6% A	18.4% DEFG	14.0% EF	8.8% F	19.9% EF	13.8%	17.1%	15.1%	16.3%	18.4% H	22.4% HJK	17.1%	17.6%	16.0%	16.8%	17.2%
Low3Box (1-3)	1998	1069	930	451	262	463	822	1071	252	218	136	780	486	127	739	546	708	1521	478
	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%
Low2Box (1-2)	1245	700	545	230	148	297	569	630	151	136	86	483	314	75	463	337	442	935	310
	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% Q	33.5% Q
LowBox (1)	573	352	221	82	64	156	271	287	65	60	39	220	156	33	218	163	191	423	150
	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% Q	16.2% Q
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Canadian soldiers																			
7 - Extremely trustworthy	1094	527	567	253	146	244	450	569	149	123	91	453	188	91	517	297	272	931	163
	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%
6	1242	590	652	302	179	291	471	688	173	129	67	493	278	102	449	354	433	965	277
	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%
5	764	374	389	245	125	157	237	470	90	78	50	290	214	42	250	208	304	558	205
	19.0%	19.2%	18.8%	21.9%	20.6%	17.8%	16.7%	20.3%	16.6%	18.2%	19.1%	18.8%	22.1%	14.8%	15.9%	19.0%	22.6%	18.0%	22.1%
4	434	213	222	142	70	91	131	270	53	52	31	138	137	24	151	113	170	296	138
	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%
3	125	64	62	44	18	24	39	79	20	14	6	34	41	11	49	29	48	83	42
	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%
2	78	41	37	29	16	19	14	54	9	9	6	22	28	5	29	17	32	52	26
	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 - Not trustworthy at all	57	40	17	21	6	15	15	37	6	5	4	16	25	1	23	16	17	36	21
	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%
Don't Know	232	104	128	84	46	42	60	145	41	20	7	98	56	10	97	64	67	178	54
	5.8%	5.3%	6.2%	7.5%	7.6%	4.7%	4.3%	6.3%	7.5%	4.6%	2.8%	6.4%	5.8%	3.4%	6.2%	5.9%	5.0%	5.7%	5.8%
Summary																			
TopBox (7)	1094	527	567	253	146	244	450	569	149	123	91	453	188	91	517	297	272	931	163
	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%
Top2Box (6-7)	2336	1117	1219	555	325	535	921	1257	322	251	158	945	466	193	967	651	705	1896	439
	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%
Top3Box (5-7)	3099	1491	1608	799	450	692	1158	1727	412	329	208	1236	680	235	1216	859	1009	2455	645
	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%
Low3Box (1-3)	261	145	116	95	39	59	68	171	34	27	16	72	94	17	101	62	97	171	89
	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%
Low2Box (1-2)	135	81	54	50	21	34	29	91	15	13	10	38	53	6	52	33	50	88	47
	3.4%	4.2%	2.6%	4.5%	3.5%	3.9%	2.0%	3.9%	2.7%	3.2%	3.8%	2.4%	5.5%	2.1%	3.4%	3.0%	3.7%	2.8%	5.1%
LowBox (1)	57	40	17	21	6	15	15	37	6	5	4	16	25	1	23	16	17	36	21
	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%
Mean	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
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/Mean: 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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Car salespeople																			
7 - Extremely trustworthy	59	38	21	33	10	9	7	42	6	4	1	24	16	7	26	14	18	44	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%	1.7%
6	144	63	80	60	18	19	47	81	19	9	12	62	40	2	57	42	44	108	35
	3.6%	3.2%	3.9%	5.4%	2.9%	2.1%	3.3%	3.5%	3.4%	2.0%	4.7%	4.0%	4.1%	0.8%	3.6%	3.8%	3.3%	3.5%	3.8%
5	449	208	241	122	60	77	190	217	58	41	28	160	124	39	185	120	144	316	133
	11.2%	10.6%	11.6%	10.9%	9.9%	8.7%	13.4%	9.4%	10.7%	9.6%	10.7%	10.3%	12.8%	13.5%	11.8%	10.9%	10.7%	10.2%	14.3%
4	799	345	453	188	123	151	337	422	107	94	61	275	203	58	305	234	255	596	203
	19.8%	17.7%	21.9%	16.8%	20.3%	17.0%	23.8%	18.3%	19.7%	22.1%	23.4%	17.8%	21.0%	20.2%	19.5%	21.3%	19.0%	19.2%	21.9%
3	872	407	465	243	133	195	301	504	120	86	51	347	200	68	344	217	308	679	192
	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%
2	827	419	408	214	120	210	283	494	103	89	57	326	193	58	298	219	306	641	186
	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%	20.7%	20.1%
1 - Not trustworthy at all	707	399	308	195	111	188	213	440	102	90	39	278	152	46	266	203	234	577	130
	17.6%	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%
Don't Know	170	74	96	63	32	36	40	112	26	15	11	72	39	8	83	50	35	139	32
	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%	5.3%	4.5%	2.6%	4.5%	3.4%
Summary																			
TopBox (7)	59	38	21	33	10	9	7	42	6	4	1	24	16	7	26	14	18	44	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%	1.7%
Top2Box (6-7)	203	101	102	93	28	28	54	123	25	12	14	86	56	10	83	56	62	152	51
	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%
Top3Box (5-7)	652	308	343	215	88	105	244	340	82	53	42	246	180	48	268	176	206	468	183
	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%
Low3Box (1-3)	2405	1225	1180	653	364	593	796	1438	325	265	148	951	545	172	909	639	848	1897	508
	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%	54.9%
Low2Box (1-2)	1534	818	716	409	231	398	496	934	205	179	97	604	345	104	564	422	540	1218	316
	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%
LowBox (1)	707	399	308	195	111	188	213	440	102	90	39	278	152	46	266	203	234	577	130
	17.6%	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%
Mean	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
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	0.1	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

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

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
CEOs																			
7 - Extremely trustworthy	99	54	45	50	11	16	21	62	11	4	5	37	28	15	53	17	28	71	27
	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%
6	340	170	170	DEFG	54	62	126	EF	28	27	11	126	126	22	131	98	110	212	128
	8.5%	8.7%	8.2%	8.8%	8.9%	7.0%	8.9%	8.1%	5.2%	6.4%	4.2%	8.2%	13.0%	7.6%	8.4%	9.0%	8.2%	6.8%	13.8%
5	790	359	431	201	125	143	322	411	107	76	56	263	230	58	287	234	265	556	234
	19.6%	18.4%	20.8%	17.9%	20.6%	16.2%	22.7%	17.8%	19.7%	17.8%	21.5%	17.1%	23.8%	20.2%	18.3%	21.3%	19.7%	17.9%	25.3%
4	978	440	537	253	149	228	347	562	150	109	71	341	245	62	372	245	359	737	241
	24.3%	22.6%	25.9%	22.6%	24.7%	25.8%	24.5%	24.3%	27.7%	25.6%	27.0%	22.1%	25.3%	21.5%	23.7%	22.3%	26.7%	23.8%	26.0%
3	629	308	320	A	173	98	218	368	72	74	53	256	125	49	231	170	227	519	109
	15.6%	15.8%	15.4%	15.4%	16.1%	15.9%	15.4%	15.9%	13.4%	17.2%	20.1%	16.6%	12.9%	17.3%	14.7%	15.5%	16.9%	16.7%	11.8%
2	470	251	219	135	62	121	153	287	55	54	28	221	82	30	178	120	172	401	69
	11.7%	12.9%	10.6%	12.0%	10.2%	13.7%	10.8%	12.4%	10.2%	12.7%	10.8%	14.3%	8.4%	10.6%	11.3%	10.9%	12.8%	12.9%	7.5%
1 - Not trustworthy at all	414	253	160	B	54	112	131	262	73	51	23	173	60	33	153	132	125	364	50
	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%
Don't Know	307	116	191	DF	94	53	61	99	174	44	32	15	126	72	18	162	81	57	239
	7.6%	5.9%	9.2%	8.4%	8.7%	6.9%	7.0%	7.5%	8.2%	7.4%	5.6%	8.1%	7.4%	6.3%	10.3%	7.4%	4.2%	7.7%	7.3%
Summary																			
TopBox (7)	99	54	45	50	11	16	21	62	11	4	5	37	28	15	53	17	28	71	27
	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%
Top2Box (6-7)	439	224	215	DEFG	65	78	148	EF	39	31	16	163	154	36	184	116	139	283	155
	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%
Top3Box (5-7)	1229	583	646	EFG	349	190	470	E	146	107	72	426	384	94	471	350	404	840	389
	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%
Low3Box (1-3)	1513	813	700	EG	214	374	501	E	200	179	104	650	267	112	561	422	524	1284	229
	37.6%	41.6%	33.7%	37.8%	35.3%	42.3%	35.4%	39.6%	37.1%	42.0%	39.8%	42.1%	27.6%	39.3%	35.9%	38.4%	39.0%	41.4%	24.7%
Low2Box (1-2)	884	505	379	DFG	116	233	284	DF	128	106	52	394	142	63	331	252	297	765	119
	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%
LowBox (1)	414	253	160	B	54	112	131	262	73	51	23	173	60	33	153	132	125	364	50
	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%
Mean	3.7	3.6	3.8	A	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
Std. Dev.	1.6	1.6	1.5	EG	1.6	1.5	1.5	E	1.5	1.5	1.4	1.6	1.5	1.6	1.6	1.6	1.5	1.6	1.4
Std. Err.	0	0	0		0.1	0.1	0		0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Chiropractors																			
7 - Extremely trustworthy	365	159	206	110	46	72	137	197	48	31	32	132	88	35	184	88	91	279	86
	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%	8.1%	6.7%	9.0%	9.3%
6	828	376	452	226	124	176	302	463	119	88	65	315	185	56	324	250	250	638	190
	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%	18.6%	20.6%	20.5%
5	953	454	499	255	161	204	333	552	125	107	54	370	218	80	373	267	312	737	215
	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%
4	771	387	384	199	120	185	267	451	101	92	43	280	204	51	283	189	296	583	188
	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%	17.7%	18.1%	17.2%	22.1%	18.8%	20.3%
3	375	202	173	121	45	77	131	223	54	31	21	149	104	16	111	109	153	274	101
	9.3%	10.3%	8.3%	10.8%	7.5%	8.7%	9.3%	9.6%	10.0%	7.2%	7.9%	9.7%	10.7%	5.5%	7.1%	10.0%	11.4%	8.8%	10.9%
2	245	122	122	51	28	68	97	136	31	26	23	87	67	11	93	61	91	183	61
	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%
1 - Not trustworthy at all	179	108	71	44	30	54	51	119	17	27	12	61	44	17	63	45	67	140	40
	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%
Don't Know	312	145	167	115	50	49	99	172	46	26	12	149	57	22	134	90	84	265	47
	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%
Summary																			
TopBox (7)	365	159	206	110	46	72	137	197	48	31	32	132	88	35	184	88	91	279	86
	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%	8.1%	6.7%	9.0%	9.3%
Top2Box (6-7)	1193	535	658	335	171	248	439	660	167	119	97	447	273	91	508	338	341	917	276
	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%
Top3Box (5-7)	2146	989	1157	590	332	452	772	1212	292	226	150	816	491	170	881	605	652	1655	491
	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%
Low3Box (1-3)	798	432	366	216	104	199	280	478	102	84	56	298	215	44	267	215	311	597	201
	19.8%	22.1%	17.7%	19.3%	17.1%	22.5%	19.7%	20.7%	18.9%	19.6%	21.5%	19.3%	22.3%	15.2%	17.1%	19.6%	23.2%	19.3%	21.7%
Low2Box (1-2)	424	230	193	95	58	122	148	255	48	53	36	148	111	28	156	106	158	323	101
	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%
LowBox (1)	179	108	71	44	30	54	51	119	17	27	12	61	44	17	63	45	67	140	40
	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%
Mean	4.6	4.5	4.7	4.7	4.6	4.5	4.7	4.6	4.7	4.5	4.7	4.6	4.5	4.8	4.8	4.7	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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
Base: All respondents	4026	1929	2097	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Church Leaders																			
7 - Extremely trustworthy	298	158	139	83	50	54	110	156	43	31	21	123	53	27	121	73	102	246	52
	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%
6	668	309	359	157	88	133	289	347	94	61	59	257	128	69	250	181	233	545	123
	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%
5	733	352	381	180	111	160	282	396	82	90	56	291	163	51	283	198	252	579	154
	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%
4	756	355	401	208	113	161	274	431	116	82	40	284	170	64	281	201	272	588	168
	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%
3	441	213	229	142	62	99	138	258	42	52	27	172	132	17	173	120	146	315	126
	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%
2	349	173	175	90	46	102	111	220	34	28	24	133	110	19	123	100	124	240	108
	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%
1 - Not trustworthy at all	507	267	239	161	90	126	130	339	83	58	22	172	148	24	211	148	145	365	141
	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%
Don't Know	275	126	149	98	45	49	83	166	46	26	12	112	64	16	123	77	69	222	53
	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%
Summary																			
TopBox (7)	298	158	139	83	50	54	110	156	43	31	21	123	53	27	121	73	102	246	52
	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%
Top2Box (6-7)	966	467	498	240	138	187	400	503	137	92	79	381	181	95	371	254	336	790	175
	24.0%	23.9%	24.0%	21.4%	22.9%	21.2%	28.2%	21.7%	25.4%	21.5%	30.3%	24.7%	18.7%	33.3%	23.7%	23.1%	25.0%	25.5%	18.9%
Top3Box (5-7)	1699	819	880	420	249	348	682	899	219	182	136	672	344	146	654	452	588	1369	329
	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%
Low3Box (1-3)	1296	653	643	393	198	326	379	816	159	138	74	476	389	60	507	368	415	920	376
	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%
Low2Box (1-2)	855	440	415	251	136	228	241	558	118	86	47	304	257	44	334	248	269	606	250
	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%
LowBox (1)	507	267	239	161	90	126	130	339	83	58	22	172	148	24	211	148	145	365	141
	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%
Mean																			
Std. Dev.	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
	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/Mean: 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.

		Gender		Age				Region							Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Daycare workers																			
7 - Extremely trustworthy	421	196	226	126	50	91	155	235	42	22	24	135	157	41	189	97	135	272	149
	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%
6	1146	527	619	292	170	253	431	632	140	101	86	401	321	98	435	331	377	832	315
	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%
5	1124	544	580	313	176	226	408	629	158	130	65	466	239	65	400	296	424	885	239
	27.9%	27.9%	28.0%	28.0%	29.0%	25.6%	28.8%	27.2%	29.3%	30.5%	24.8%	30.2%	24.7%	22.8%	25.6%	26.9%	31.6%	28.6%	25.8%
4	687	360	328	196	107	173	211	432	97	92	49	266	134	50	271	181	232	568	119
	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%
3	191	88	103	57	32	42	60	121	28	31	11	79	33	10	66	62	63	160	31
	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%
2	95	52	43	31	16	23	24	60	10	18	9	38	19	2	42	29	24	79	16
	2.4%	2.7%	2.1%	2.8%	2.7%	2.7%	1.7%	2.6%	1.8%	4.3%	3.3%	2.4%	1.9%	0.8%	2.7%	2.7%	1.8%	2.6%	1.7%
1 - Not trustworthy at all	59	38	21	21	5	19	15	35	5	6	1	29	13	5	21	20	15	48	11
	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%
Don't Know	301	147	153	82	49	57	112	168	60	27	17	129	51	16	141	81	73	254	47
	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																			
TopBox (7)	421	196	226	126	50	91	155	235	42	22	24	135	157	41	189	97	135	272	149
	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%
Top2Box (6-7)	1568	723	845	418	220	344	586	867	182	123	110	536	478	139	624	428	512	1104	464
	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%
Top3Box (5-7)	2692	1267	1425	731	396	570	995	1496	340	253	175	1002	717	204	1024	724	936	1989	702
	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%
Low3Box (1-3)	346	178	168	109	53	84	99	216	43	55	21	145	65	17	129	112	103	288	58
	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%
Low2Box (1-2)	155	90	64	52	21	42	39	95	15	24	10	67	32	7	63	50	39	128	27
	3.8%	4.6%	3.1%	4.7%	3.5%	4.8%	2.8%	4.1%	2.7%	5.7%	3.8%	4.3%	3.3%	2.5%	4.0%	4.5%	2.9%	4.1%	2.9%
LowBox (1)	59	38	21	21	5	19	15	35	5	6	1	29	13	5	21	20	15	48	11
	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%
Mean	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
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/Mean: 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.

		Gender		Age				Region							Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Dentists																			
7 - Extremely trustworthy	646	319	328	158	79	115	294	305	80	48	41	231	199	48	291	163	188	459	187
	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% I	18.6% OP	14.8%	14.0%	14.8%	20.2% Q
6	1374	658	716	336	192	286	560	730	210	143	89	522	314	97	512	383	474	1058	316
	34.1%	33.7%	34.5%	30.0%	31.7%	32.4%	39.5% CDEG	31.6%	38.8% L	33.4%	34.1%	33.8%	32.5% L	33.8%	32.7%	34.8%	35.3%	34.1%	34.1%
5	1000	455	545	294	177	228	301	632	125	109	73	383	232	77	353	278	365	774	226
	24.8%	23.3%	26.3%	26.3%	29.2%	25.8%	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%
4	549	268	282	181	84	131	153	346	66	56	34	226	124	42	213	147	188	437	112
	13.6%	13.7%	13.6%	16.2% F	13.9% F	14.9% F	10.8% F	15.0% F	12.3%	13.2%	13.0%	14.7%	12.8%	14.8%	13.6%	13.4%	14.0%	14.1%	12.1%
3	186	107	79	53	28	50	55	112	22	34	7	77	40	5	81	50	55	151	35
	4.6%	5.5% B	3.8%	4.7%	4.6%	5.6%	3.9%	4.8%	4.1%	8.0% HJKLM	2.8%	5.0% M	4.1%	1.7%	5.2%	4.6%	4.1%	4.9%	3.8%
2	79	41	37	26	14	22	17	59	9	9	5	34	18	5	33	22	23	61	17
	2.0%	2.1%	1.8%	2.3% F	2.4% F	2.5% F	1.2%	2.5% F	1.6%	2.0%	1.9%	2.2%	1.9%	1.7%	2.1%	2.0%	1.7%	2.0%	1.9%
1 - Not trustworthy at all	52	30	21	16	7	19	9	37	7	11	3	19	12	0	20	13	17	43	9
	1.3%	1.6%	1.0%	1.5% F	1.2% F	2.1% F	0.7% F	1.6% F	1.4%	2.6% M	1.0%	1.3%	1.2%	-	1.3%	1.2%	1.3%	1.4%	1.0%
Don't Know	140	74	66	55	24	34	27	92	21	17	10	51	29	12	62	42	33	116	24
	3.5%	3.8%	3.2%	4.9% F	4.0% F	3.8% F	1.9%	4.0% F	3.9%	4.0%	3.8%	3.3%	3.0%	4.2%	4.0% P	3.9%	2.4%	3.7%	2.6%
Summary																			
TopBox (7)	646	319	328	158	79	115	294	305	80	48	41	231	199	48	291	163	188	459	187
	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% I	18.6% OP	14.8%	14.0%	14.8%	20.2% Q
Top2Box (6-7)	2020	977	1044	494	271	401	855	1035	290	190	130	753	513	145	803	546	663	1518	503
	50.2%	50.0%	50.3%	44.1%	44.7%	45.3%	60.3% CDEG	44.8%	53.6% I	44.6%	49.6%	48.8%	53.0% IK	50.6%	51.3%	49.7%	49.3%	49.0%	54.3% Q
Top3Box (5-7)	3020	1432	1588	788	447	629	1156	1668	414	300	203	1136	745	222	1156	824	1028	2292	729
	75.0%	73.3%	76.6% A	70.4%	73.9%	71.2%	81.6% CDEG	72.1%	76.7% I	70.2%	77.6%	73.6%	77.0% IK	77.6% I	73.8%	75.0%	76.5%	73.9%	78.7% Q
Low3Box (1-3)	316	179	138	95	50	90	82	207	38	54	15	131	69	10	134	85	95	255	62
	7.9%	9.1% B	6.6%	8.5% F	8.2% F	10.2% F	5.8% F	9.0% F	7.0% HJKLM	12.6% M	5.6%	8.5% M	7.2% M	3.4%	8.6%	7.7%	7.0%	8.2%	6.6%
Low2Box (1-2)	130	72	59	42	22	40	26	95	16	20	7	53	30	5	53	35	40	104	26
	3.2%	3.7%	2.8%	3.8% F	3.6% F	4.6% F	1.9% F	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%
LowBox (1)	52	30	21	16	7	19	9	37	7	11	3	19	12	0	20	13	17	43	9
	1.3%	1.6%	1.0%	1.5% F	1.2% F	2.1% F	0.7% F	1.6% F	1.4%	2.6% M	1.0%	1.3%	1.2%	-	1.3%	1.2%	1.3%	1.4%	1.0%
Mean	5.3	5.3	5.4	5.2	5.2	5.2	5.6 CDEG	5.2	5.4	5.1	5.4	5.3	5.4	5.5	5.4	5.3	5.3	5.3	5.5
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/Mean: 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_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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Doctors																			
7 - Extremely trustworthy	1010	513	498	226	123	196	466	486	128	95	62	374	288	64	451	256	300	738	272
	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
6	1590	733	857	411	240	360	580	895	238	166	105	594	373	115	578	444	562	1221	369
	39.5%	37.6%	41.3%	36.7%	39.6%	40.7%	40.9% C	38.7%	44.0% KL	38.8%	40.2%	38.5%	38.6%	40.1%	37.0%	40.5%	41.8% N	39.4%	39.8%
5	784	371	412	244	137	171	231	492	94	83	49	325	165	66	271	213	297	627	157
	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% L	17.3%	19.4%	22.1% N	20.2% R	16.9%
4	340	171	169	116	55	88	80	228	41	51	22	131	72	23	137	91	109	270	70
	8.4%	8.7%	8.1%	10.4%	9.1% F	10.0%	5.6% F	9.8% F	7.5%	12.1% HKL	8.4%	8.5%	7.4%	8.1%	8.8%	8.3%	8.1%	8.7%	7.5%
3	96	51	44	36	18	20	22	67	11	10	9	36	22	7	37	34	25	78	18
	2.4%	2.6%	2.1%	3.2% F	3.0% F	2.2%	1.6% F	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%
2	49	23	26	19	7	14	8	38	2	7	6	18	11	4	22	12	14	40	9
	1.2%	1.2%	1.2%	1.7% F	1.2% F	1.6% F	0.5% F	1.6% F	0.5% H	1.7%	2.3%	1.2%	1.1%	1.2%	1.4%	1.1%	1.1%	1.3%	1.0%
1 - Not trustworthy at all	40	22	18	20	4	13	4	30	5	6	4	16	8	1	18	12	9	32	8
	1.0%	1.1%	0.9%	1.8% DF	0.6% F	1.4% F	0.3% F	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%
Don't Know	117	68	49	47	21	22	27	78	21	9	5	50	27	6	51	36	28	94	24
	2.9%	3.5% B	2.4%	4.2% EF	3.5% F	2.5%	1.9% F	3.4% F	3.9%	2.0%	1.9%	3.2%	2.8%	2.1%	3.2%	3.3%	2.1%	3.0%	2.5%
Summary																			
TopBox (7)	1010	513	498	226	123	196	466	486	128	95	62	374	288	64	451	256	300	738	272
	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
Top2Box (6-7)	2601	1246	1355	637	363	556	1046	1380	365	260	168	967	661	179	1029	700	862	1960	641
	64.6%	63.8%	65.3%	56.9%	59.9%	62.9% CG	73.8% CDEG	59.7% C	67.6%	61.0%	64.0%	62.7%	68.4% IK	62.4%	65.7%	63.7%	64.1%	63.2%	69.2% Q
Top3Box (5-7)	3385	1617	1767	881	500	727	1277	1872	460	344	217	1293	827	245	1300	913	1158	2586	798
	84.1%	82.8%	85.2% A	78.7%	82.6%	82.2% CDEG	90.1% C	81.0%	85.1%	80.5%	82.7%	83.7%	85.5% I	85.6%	83.0%	83.1%	86.2% NO	83.4%	86.2% Q
Low3Box (1-3)	184	96	88	75	29	47	34	135	19	23	18	70	42	12	77	58	48	150	35
	4.6%	4.9%	4.2%	6.7% F	4.8% F	5.3% F	2.4% F	5.8% F	3.4% H	5.5% H	7.0% H	4.6% H	4.3% H	4.2%	4.9%	5.3%	3.6%	4.8%	3.7%
Low2Box (1-2)	89	45	44	40	11	27	11	68	7	14	10	34	19	5	40	24	24	72	17
	2.2%	2.3%	2.1%	3.5% DF	1.8% F	3.1% F	0.8% DF	2.9% DF	1.4% H	3.2% H	3.8% H	2.2%	2.0%	1.7%	2.6%	2.2%	1.8%	2.3%	1.8%
LowBox (1)	40	22	18	20	4	13	4	30	5	6	4	16	8	1	18	12	9	32	8
	1.0%	1.1%	0.9%	1.8% DF	0.6% F	1.4% F	0.3% F	1.3% F	0.9% F	1.4%	1.4%	1.0%	0.9%	0.4%	1.1%	1.1%	0.7%	1.0%	0.8%
Mean	5.7	5.7	5.7	5.5	5.6	5.6	6 CDEG	5.6	5.8	5.6	5.6	5.7	5.8	5.7	5.7	5.7	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/Mean: 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.

		Gender		Age				Region							Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Electricians																			
7 - Extremely trustworthy	369	184	185	87	48	70	164	178	42	21	27	126	129	24	193	83	91	243	125
	9.2%	9.4%	8.9%	7.8%	7.9%	7.9%	11.6% CDEG	7.7%	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
6	1100	537	563	250	139	235	476	567	159	107	71	383	299	81	423	311	364	799	301
	27.3%	27.5%	27.1%	22.3%	23.0%	26.5%	33.6% CDEG	24.5%	29.5%	25.0%	27.0%	24.8%	30.9% IK	28.3%	27.0%	28.3%	27.1%	25.8%	32.5% Q
5	1222	567	656	336	191	267	429	703	152	151	83	477	264	95	448	317	453	972	250
	30.4%	29.0%	31.6%	30.0%	31.5%	30.2%	30.3%	30.4%	28.2%	35.3% HL	31.8%	30.9% L	27.3%	33.3%	28.6%	28.9%	33.7% NO	31.4% R	27.0%
4	774	385	389	234	141	173	225	486	118	81	55	308	160	52	256	236	278	627	147
	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%
3	226	114	112	81	31	64	50	156	21	28	10	98	52	17	88	65	72	179	46
	5.6%	5.8%	5.4%	7.3%	5.1%	7.2%	3.5%	6.7%	3.9%	6.8%	3.7%	6.4%	5.4%	5.9%	5.6%	5.9%	5.4%	5.8%	5.0%
2	92	58	33	32	20	24	15	67	9	9	2	47	19	6	47	12	31	74	17
	2.3%	3.0%	1.6%	2.9%	3.4%	2.7%	1.0%	2.9%	1.6%	2.0%	0.9%	3.1%	1.9%	2.1%	3.0%	1.1%	2.3%	2.4%	1.9%
1 - Not trustworthy at all	38	24	14	13	6	13	7	30	5	6	1	19	5	1	15	11	12	33	5
	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%
Don't Know	206	84	122	86	30	39	50	126	34	24	12	85	40	10	96	63	42	170	35
	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%
Summary																			
TopBox (7)	369	184	185	87	48	70	164	178	42	21	27	126	129	24	193	83	91	243	125
	9.2%	9.4%	8.9%	7.8%	7.9%	7.9%	11.6% CDEG	7.7%	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
Top2Box (6-7)	1469	721	747	337	187	304	640	745	201	128	98	509	428	105	616	395	455	1043	426
	36.5%	36.9%	36.1%	30.1%	30.9%	34.4%	45.2% CDEG	32.2%	37.3%	29.9%	37.3%	33.0%	44.3% HIKM	36.7%	39.4% P	35.9%	33.8%	33.6%	46.0% Q
Top3Box (5-7)	2691	1288	1403	673	378	571	1070	1448	353	279	181	985	692	200	1064	712	908	2015	676
	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
Low3Box (1-3)	355	196	159	126	57	101	72	253	34	43	14	165	76	24	150	88	116	287	68
	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%
Low2Box (1-2)	130	82	47	45	26	37	22	97	14	15	4	67	24	7	61	23	44	108	22
	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% O	2.1%	3.2%	3.5%	2.3%
LowBox (1)	38	24	14	13	6	13	7	30	5	6	1	19	5	1	15	11	12	33	5
	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%
Mean	5	5	5.1	4.9	4.9	4.9	5.3 CDEG	4.9	5.1	4.9	5.2	4.9	5.2	5.1	5.1	5	5	5	5.3
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Farmers																			
7 - Extremely trustworthy	888	430	458	195	129	190	374	455	94	72	62	371	220	69	401	226	257	675	213
	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%
6	1464	682	783	358	197	344	565	802	202	147	87	553	367	109	548	413	499	1104	361
	36.4%	34.9%	37.8%	32.0%	32.6%	39.0%	39.9%	34.7%	37.5%	34.5%	33.1%	35.8%	37.9%	38.0%	35.0%	37.6%	37.2%	35.6%	38.9%
5	890	447	443	272	138	188	293	538	129	118	53	336	199	57	324	248	315	703	187
	22.1%	22.9%	21.4%	24.3%	22.7%	21.2%	20.7%	23.2%	23.8%	27.6%	20.1%	21.7%	20.5%	19.8%	20.7%	22.5%	23.5%	22.7%	20.2%
4	427	222	205	159	81	86	102	286	58	54	36	150	97	33	150	106	170	341	86
	10.6%	11.4%	9.9%	14.2%	13.4%	9.7%	7.2%	12.4%	10.7%	12.7%	13.6%	9.7%	10.0%	11.5%	9.6%	9.6%	12.6%	11.0%	9.3%
3	95	46	49	37	19	19	20	65	14	11	6	34	28	2	35	31	30	69	26
	2.4%	2.4%	2.4%	3.3%	3.1%	2.2%	1.4%	2.8%	2.5%	2.6%	2.3%	2.2%	2.9%	0.8%	2.2%	2.8%	2.2%	2.2%	2.8%
2	36	17	18	13	5	11	6	27	4	4	5	12	5	6	12	12	12	31	5
	0.9%	0.9%	0.9%	1.2%	0.8%	1.3%	0.4%	1.2%	0.7%	0.8%	1.8%	0.8%	0.5%	2.1%	0.7%	1.1%	0.9%	1.0%	0.5%
1 - Not trustworthy at all	16	13	3	6	3	5	3	11	1	2	3	5	5	0	9	3	4	11	5
	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%
Don't Know	209	95	114	81	34	40	54	128	38	18	11	84	47	11	87	61	57	166	43
	5.2%	4.9%	5.5%	7.2%	5.7%	4.5%	3.8%	5.6%	7.1%	4.3%	4.2%	5.4%	4.8%	3.8%	5.5%	5.5%	4.2%	5.3%	4.7%
Summary																			
TopBox (7)	888	430	458	195	129	190	374	455	94	72	62	371	220	69	401	226	257	675	213
	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%
Top2Box (6-7)	2352	1112	1241	553	326	535	939	1257	297	220	149	923	586	177	949	639	756	1778	574
	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%
Top3Box (5-7)	3243	1559	1684	824	463	723	1233	1794	425	338	202	1259	785	234	1273	886	1072	2482	761
	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%
Low3Box (1-3)	147	77	70	55	27	36	29	103	18	17	13	51	39	8	56	46	46	111	36
	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%
Low2Box (1-2)	52	30	21	19	8	16	9	39	5	6	7	17	10	6	21	15	16	42	10
	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%
LowBox (1)	16	13	3	6	3	5	3	11	1	2	3	5	5	0	9	3	4	11	5
	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%
Mean	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
Std. Dev.	1.1	1.2	1.1	1.2	1.2	1.1	1	1.2	1.1	1.1	1.3	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	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Food Safety Inspectors																			
7 - Extremely trustworthy	391	174	217	147	64	81	99	246	43	28	26	137	122	35	177	104	107	280	111
	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%
6	1117	515	601	312	146	254	404	640	144	106	80	416	273	98	426	289	398	835	281
	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%
5	1063	540	523	299	186	223	356	637	157	124	65	396	247	74	360	295	406	828	235
	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%
4	676	322	354	170	100	152	255	372	93	81	45	269	148	40	276	170	227	534	143
	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%
3	296	155	141	62	46	67	121	160	36	32	16	117	75	20	113	103	79	231	65
	7.3%	7.9%	6.8%	5.5%	7.6%	7.6%	8.5%	6.9%	6.6%	7.4%	6.0%	7.6%	7.7%	7.2%	7.2%	9.4%	5.9%	7.5%	7.0%
2	143	80	63	28	17	41	57	75	12	18	7	66	33	6	55	41	46	111	32
	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%
1 - Not trustworthy at all	86	55	31	22	7	21	36	44	12	15	2	36	19	1	43	23	19	72	14
	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%
Don't Know	254	111	143	79	39	46	90	139	42	23	21	105	50	12	115	73	62	209	45
	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%
Summary																			
TopBox (7)	391	174	217	147	64	81	99	246	43	28	26	137	122	35	177	104	107	280	111
	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%
Top2Box (6-7)	1508	690	818	459	210	335	503	886	187	134	105	553	395	133	603	393	506	1115	393
	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%
Top3Box (5-7)	2571	1229	1341	758	396	558	859	1523	345	258	170	949	642	207	963	688	912	1943	628
	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%
Low3Box (1-3)	525	290	235	112	71	129	213	279	60	65	26	220	127	28	211	167	143	414	111
	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%
Low2Box (1-2)	229	135	95	50	25	62	93	119	25	33	10	103	52	7	97	64	64	183	47
	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%	2.5%	6.2%	5.8%	4.8%	5.9%	5.0%
LowBox (1)	86	55	31	22	7	21	36	44	12	15	2	36	19	1	43	23	19	72	14
	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%
Mean	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
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
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Financial Advisors																			
7 - Extremely trustworthy	172	75	97	61	25	33	53	99	24	11	14	69	42	12	76	50	45	134	38
	4.3%	3.9%	4.7%	5.5%	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%
6	731	330	401	191	96	143	301	386	104	76	55	257	183	56	303	193	235	549	182
	18.2%	16.9%	19.3%	17.1%	15.9%	16.1%	21.2%	16.7%	19.3%	17.8%	21.0%	16.7%	18.9%	19.5%	19.4%	17.5%	17.5%	17.7%	19.6%
5	1060	488	571	296	151	203	411	569	136	111	74	402	252	84	387	296	374	817	243
	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%
4	923	460	463	268	157	210	288	562	118	98	49	365	225	68	340	247	332	703	220
	22.9%	23.6%	22.3%	23.9%	26.0%	23.8%	20.3%	24.3%	21.8%	23.0%	18.7%	23.6%	23.3%	23.6%	21.7%	22.5%	24.7%	22.7%	23.8%
3	476	240	236	119	77	131	149	295	53	57	34	189	119	23	179	131	165	369	107
	11.8%	12.3%	11.4%	10.7%	12.7%	14.8%	10.5%	12.7%	9.8%	13.5%	13.0%	12.3%	12.3%	8.0%	11.5%	11.9%	12.3%	11.9%	11.6%
2	271	148	124	75	40	65	91	165	43	32	15	98	65	18	102	68	99	207	64
	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%
1 - Not trustworthy at all	172	115	58	37	23	48	64	101	21	24	9	69	39	11	67	52	51	141	32
	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%
Don't Know	221	96	125	73	36	51	61	135	41	17	12	94	42	14	111	62	42	181	40
	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%
Summary																			
TopBox (7)	172	75	97	61	25	33	53	99	24	11	14	69	42	12	76	50	45	134	38
	4.3%	3.9%	4.7%	5.5%	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%
Top2Box (6-7)	903	405	498	252	121	176	353	485	129	87	69	326	224	68	379	243	280	683	220
	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%
Top3Box (5-7)	1962	893	1069	548	272	379	764	1054	265	198	143	728	476	152	766	539	654	1499	463
	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%
Low3Box (1-3)	920	502	417	230	141	244	304	561	117	114	58	356	223	52	348	251	315	716	203
	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%
Low2Box (1-2)	444	262	181	111	64	114	155	266	64	57	23	167	104	29	169	120	150	348	96
	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%
LowBox (1)	172	115	58	37	23	48	64	101	21	24	9	69	39	11	67	52	51	141	32
	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%
Mean	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
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/Mean: 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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Firefighters																			
7 - Extremely trustworthy	1721	751	970	419	225	372	705	897	247	173	110	669	390	131	776	447	490	1341	380
	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%
6	1385	685	700	381	220	304	479	801	181	149	88	534	327	107	460	398	523	1067	319
	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%
5	474	253	222	148	95	107	124	323	61	54	34	178	123	24	161	129	184	356	118
	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%
4	215	125	90	79	31	48	56	140	22	32	16	57	74	13	85	55	74	150	64
	5.3%	6.4%	4.3%	7.1%	5.2%	5.4%	4.0%	6.0%	4.1%	7.5%	6.1%	3.7%	7.6%	4.7%	5.5%	5.0%	5.5%	4.9%	6.9%
3	53	36	17	19	5	14	15	34	7	5	2	24	13	1	14	20	19	44	10
	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%
2	24	19	5	10	2	7	4	18	4	0	1	11	6	1	7	7	9	17	7
	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%
1 - Not trustworthy at all	24	16	7	13	1	7	3	17	2	2	3	11	5	0	8	6	9	20	4
	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%
Don't Know	131	68	63	50	26	24	30	83	15	12	7	59	29	7	53	36	37	106	24
	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%
Summary																			
TopBox (7)	1721	751	970	419	225	372	705	897	247	173	110	669	390	131	776	447	490	1341	380
	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%
Top2Box (6-7)	3106	1436	1670	800	445	677	1184	1698	428	322	198	1203	717	239	1237	845	1013	2407	699
	77.2%	73.6%	80.5%	71.5%	73.5%	76.5%	83.6%	73.4%	79.3%	75.3%	75.6%	77.9%	74.1%	83.5%	79.0%	76.9%	75.4%	77.7%	75.5%
Top3Box (5-7)	3580	1689	1892	949	540	783	1308	2020	489	376	232	1381	839	263	1397	974	1197	2763	817
	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%
Low3Box (1-3)	100	71	29	41	9	28	23	70	14	7	6	46	24	2	30	33	36	80	21
	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%
Low2Box (1-2)	47	35	12	23	3	14	8	35	6	2	4	22	12	1	16	13	17	36	11
	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%
LowBox (1)	24	16	7	13	1	7	3	17	2	2	3	11	5	0	8	6	9	20	4
	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%
Mean	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
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Journalists																			
7 - Extremely trustworthy	127	61	66	39	16	29	43	70	12	5	5	42	49	13	67	31	28	85	42
	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% HIJK	4.7% I	4.3% P	2.8%	2.1%	2.7%	4.6% Q
6	578	285	293	129	84	128	237	310	87	48	40	220	152	31	219	157	202	426	152
	14.4%	14.6%	14.1%	11.5%	13.9%	14.5%	16.7% CG	13.4% C	16.1%	11.2%	15.4%	14.2%	15.7% I	11.0%	14.0%	14.3%	15.0%	13.7%	16.4% Q
5	1012	490	522	253	152	222	386	564	147	111	66	376	237	76	367	262	381	780	232
	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%
4	1042	474	568	304	163	222	354	613	141	105	71	420	232	74	417	294	328	813	229
	25.9%	24.3%	27.4% A	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%
3	548	262	286	177	80	107	183	314	70	70	34	213	126	35	204	153	190	436	113
	13.6%	13.4%	13.8%	15.8% EFG	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%
2	291	167	123	73	51	69	98	175	32	37	18	98	79	27	93	83	110	216	74
	7.2%	8.6% B	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% N	7.0%	8.0%
1 - Not trustworthy at all	216	132	83	61	25	65	65	132	21	28	12	86	51	17	90	60	65	169	47
	5.4%	6.8% B	4.0%	5.5%	4.2%	7.3% DFG	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%
Don't Know	212	80	132	83	33	44	52	134	30	24	15	89	42	13	109	58	41	175	37
	5.3%	4.1%	6.3% A	7.4% EFG	5.4%	4.9%	3.7%	5.8% F	5.5%	5.7%	5.6%	5.7%	4.3%	4.6%	7.0% P	5.3% P	3.0%	5.6% R	4.0%
Summary																			
TopBox (7)	127	61	66	39	16	29	43	70	12	5	5	42	49	13	67	31	28	85	42
	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% HIJK	4.7% I	4.3% P	2.8%	2.1%	2.7%	4.6% Q
Top2Box (6-7)	705	345	360	168	101	157	280	381	99	53	45	262	201	45	286	188	229	510	195
	17.5%	17.7%	17.3%	15.0%	16.6%	17.7%	19.7% CG	16.5%	18.4% I	12.4%	17.3%	17.0% I	20.8% IK	15.6%	18.3%	17.1%	17.1%	16.5%	21.0% Q
Top3Box (5-7)	1717	836	882	421	253	378	665	945	246	163	112	638	438	121	653	450	611	1290	427
	42.7%	42.8%	42.5%	37.6%	41.7%	42.8% C	47.0% CDG	40.8% C	45.6% I	38.2%	42.6%	41.3%	45.3% IK	42.2%	41.7%	41.0%	45.5% O	41.6%	46.1% Q
Low3Box (1-3)	1054	562	492	311	157	241	346	621	123	135	65	397	256	79	387	296	365	821	234
	26.2%	28.8% B	23.7%	27.8%	25.9%	27.2%	24.4%	26.9%	22.8%	31.5% HK	24.8%	25.7%	26.5%	27.4%	24.7%	26.9%	27.1%	26.5%	25.2%
Low2Box (1-2)	506	300	206	134	77	133	162	308	53	65	31	184	130	43	183	143	175	385	121
	12.6%	15.4% B	10.0%	11.9%	12.7%	15.1% CF	11.5%	13.3%	9.8% H	15.2% H	11.8%	11.9%	13.5% H	15.2% H	11.7%	13.0%	13.0%	12.4%	13.1%
LowBox (1)	216	132	83	61	25	65	65	132	21	28	12	86	51	17	90	60	65	169	47
	5.4%	6.8% B	4.0%	5.5%	4.2%	7.3% DFG	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%
Mean	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
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
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Judges																			
7 - Extremely trustworthy	566	275	291	135	76	131	224	304	84	58	37	204	141	42	215	142	207	429	137
	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%
6	1142	533	609	301	147	236	458	619	155	105	75	451	263	94	398	310	432	888	254
	28.4%	27.3%	29.4%	26.9%	24.3%	26.7%	32.3% CDEG	26.8%	28.6%	24.5%	28.5%	29.2%	27.2%	33.0%	25.4%	28.2%	32.2% NO	28.6%	27.4%
5	924	427	497	273	150	189	311	533	136	90	54	356	220	68	361	254	306	706	218
	22.9%	21.9%	24.0%	24.4%	24.8%	21.4%	22.0%	23.1%	25.3%	21.0%	20.5%	23.1%	22.7%	23.6%	23.1%	23.1%	22.8%	22.8%	23.5%
4	646	298	347	186	115	148	196	404	72	89	48	245	151	40	257	160	222	504	142
	16.0%	15.3%	16.8%	16.6%	19.0% F	16.8%	13.8% F	17.5%	13.4%	20.9% HKL	18.2%	15.9%	15.6%	14.0%	16.4%	14.6%	16.6%	16.3%	15.3%
3	247	142	104	78	38	52	78	141	32	27	15	86	71	16	108	71	68	184	63
	6.1%	7.3%	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%	6.5%	5.1%	5.9%	6.8%
2	168	104	64	43	25	46	55	109	18	21	10	66	44	8	70	58	39	126	42
	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% P	2.9%	4.1%	4.6%
1 - Not trustworthy at all	120	77	43	31	13	36	41	71	15	16	10	35	37	7	56	36	26	85	35
	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%
Don't Know	213	96	118	72	41	46	54	132	27	22	15	99	40	11	100	67	42	179	34
	5.3%	4.9% B	5.7%	6.5% F	6.8% F	5.2%	3.8%	5.7% F	5.0%	5.1%	5.6%	6.4% L	4.1%	3.8%	6.4% P	6.1% P	3.2%	5.8% R	3.7%
Summary																			
TopBox (7)	566	275	291	135	76	131	224	304	84	58	37	204	141	42	215	142	207	429	137
	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%
Top2Box (6-7)	1708	808	900	435	223	367	682	923	239	162	111	655	404	136	613	452	639	1317	391
	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% I	39.2%	41.1%	47.6% NO	42.5%	42.2%
Top3Box (5-7)	2631	1235	1396	709	373	556	993	1456	375	252	165	1011	624	204	974	705	946	2022	609
	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% I	64.5% IL	71.3% IL	62.2%	64.2%	70.4% NO	65.2%	65.8%
Low3Box (1-3)	536	324	212	152	76	134	174	321	65	64	34	188	153	31	234	165	133	395	141
	13.3%	16.6% B	10.2%	13.6%	12.5%	15.1%	12.3%	13.9%	12.1%	15.0%	13.1%	12.2%	15.8% K	11.0% P	15.0% P	15.1% P	9.9%	12.7% Q	15.2%
Low2Box (1-2)	289	181	107	74	38	81	95	180	33	37	20	101	82	16	126	94	65	211	78
	7.2%	9.3% B	5.2%	6.6%	6.2%	9.2% CDF	6.7%	7.8%	6.1%	8.6%	7.5%	6.6%	8.4%	5.5% P	8.1% P	8.6% P	4.8%	6.8%	8.4%
LowBox (1)	120	77	43	31	13	36	41	71	15	16	10	35	37	7	56	36	26	85	35
	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%
Mean	5	4.9	5.1	5	5	5	CDEG	5	5.1	4.9	5	5.1	5	5.2	4.9	5	5.2	5.1	5
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	0	0.1	0.1	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Lawyers																			
7 - Extremely trustworthy	154	57	97	51	26	30	47	85	15	15	12	57	46	10	75	37	41	112	43
	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%
6	482	208	274	154	60	78	190	247	57	44	26	184	137	35	200	135	145	348	134
	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%
5	865	354	511	239	139	175	313	485	140	66	58	322	203	75	304	225	333	662	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%
4	900	427	473	233	133	195	338	499	129	122	56	321	209	63	321	260	316	694	206
	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%
3	579	287	292	169	87	132	191	355	75	57	48	233	125	40	221	150	203	457	122
	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%
2	455	268	187	104	64	123	164	270	47	54	33	177	114	30	200	105	149	354	101
	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%
1 - Not trustworthy at all	420	276	144	94	63	123	140	256	53	52	21	175	94	25	159	141	116	335	84
	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%
Don't Know	172	77	95	75	34	28	35	116	25	17	9	74	39	8	84	44	40	138	34
	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																			
TopBox (7)	154	57	97	51	26	30	47	85	15	15	12	57	46	10	75	37	41	112	43
	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%
Top2Box (6-7)	636	265	371	205	86	108	237	332	71	59	38	241	183	45	275	173	186	460	176
	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%
Top3Box (5-7)	1501	619	883	444	225	283	549	817	212	125	96	563	386	120	579	398	519	1122	379
	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%
Low3Box (1-3)	1453	830	623	367	213	378	495	881	175	163	102	585	333	95	581	396	468	1145	307
	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%
Low2Box (1-2)	874	543	331	198	127	246	304	526	100	106	54	352	208	55	359	246	265	689	185
	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%
LowBox (1)	420	276	144	94	63	123	140	256	53	52	21	175	94	25	159	141	116	335	84
	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%
Mean	3.9	3.6	4.1	4	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	1.6	1.6	1.6	1.7	1.6	1.6	1.5	1.6	1.6	1.7	1.7	1.6	1.7	1.7	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/Mean: 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_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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Local Politicians																			
7 - Extremely trustworthy	51	28	23	30	7	7	8	28	9	2	1	18	15	5	24	14	12	39	12
	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%
6	208	109	99	68	42	35	64	125	17	15	20	89	54	13	71	72	65	154	54
	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%
5	510	256	254	E	EF	84	195	275	77	54	27	195	119	38	181	124	205	392	118
	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%
4	714	310	403	189	106	139	279	390	93	84	46	264	178	48	266	184	262	536	178
	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%
3	682	326	356	177	96	162	247	382	102	70	45	253	158	54	252	179	247	522	159
	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%
2	741	342	398	187	109	179	267	423	106	73	51	269	181	60	269	225	246	571	170
	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%
1 - Not trustworthy at all	940	506	434	236	140	248	317	573	113	112	62	382	221	51	411	255	269	741	200
	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%
Don't Know	180	74	106	79	30	32	40	116	24	17	9	74	40	17	91	46	40	145	35
	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%
Summary																			
TopBox (7)	51	28	23	30	7	7	8	28	9	2	1	18	15	5	24	14	12	39	12
	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%
Top2Box (6-7)	259	137	122	97	48	41	72	154	26	17	21	107	70	18	95	87	77	193	66
	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%
Top3Box (5-7)	769	393	376	252	124	125	267	428	103	72	48	302	189	56	276	210	281	585	184
	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%
Low3Box (1-3)	2363	1175	1188	599	345	588	831	1378	320	255	159	903	560	165	932	659	761	1834	530
	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%
Low2Box (1-2)	1681	849	833	422	249	426	584	996	218	185	114	651	402	111	680	480	514	1311	370
	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%
LowBox (1)	940	506	434	236	140	248	317	573	113	112	62	382	221	51	411	255	269	741	200
	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%
Mean																			
Std. Dev.	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
	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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
National Politicians																			
7 - Extremely trustworthy	53	28	25	32	5	10	6	37	11	2	2	16	14	7	23	14	15	42	12
	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%
6				DEFG		F		F						I					
	169	89	80	75	25	21	47	93	20	11	11	69	47	11	64	47	58	125	44
5				DEFG				E											
	359	182	177	105	47	61	147	183	47	32	21	146	88	25	148	86	123	272	87
4							EG												
	668	315	353	169	125	133	241	392	106	72	40	238	150	61	220	193	254	516	152
3							CEG												
	697	319	378	181	91	153	271	382	85	74	50	280	160	48	247	179	266	534	163
2							DG										NO		
	762	355	406	193	109	182	278	436	105	96	46	279	187	48	291	215	253	585	177
1 - Not trustworthy at all																			
	1145	599	547	289	170	292	394	678	142	126	81	438	285	73	477	325	338	883	262
Don't Know																			
	172	66	107	75	33	30	34	112	25	13	10	77	36	12	95	39	36	142	30
Summary																			
	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%
TopBox (7)																			
	172	66	107	75	33	30	34	112	25	13	10	77	36	12	95	39	36	142	30
Top2Box (6-7)																			
	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%
Top3Box (5-7)																			
	172	66	107	75	33	30	34	112	25	13	10	77	36	12	95	39	36	142	30
Low3Box (1-3)																			
	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%
Low2Box (1-2)																			
	172	66	107	75	33	30	34	112	25	13	10	77	36	12	95	39	36	142	30
LowBox (1)																			
	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%
Mean																			
	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
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Nurses																			
7 - Extremely trustworthy	1238	616	622	271	160	257	550	612	169	114	73	482	293	106	546	328	362	962	276
	30.8%	31.6%	30.0%	24.2%	26.5%	29.1%	38.8%	26.5%	31.4%	26.8%	28.0%	31.2%	30.3%	37.1%	34.9%	29.9%	26.9%	31.0%	29.8%
6	1527	718	808	412	230	331	553	872	217	173	100	547	388	101	530	444	548	1143	384
	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%	35.4%	33.9%	40.4%	40.8%	36.9%	41.5%
5	692	318	374	211	120	168	192	443	82	70	51	286	159	44	269	180	239	537	155
	17.2%	16.3%	18.0%	18.9%	19.8%	19.0%	13.6%	19.2%	15.2%	16.4%	19.6%	18.5%	16.4%	15.2%	17.2%	16.4%	17.8%	17.3%	16.7%
4	319	157	162	120	47	76	75	215	34	44	15	127	77	22	121	74	123	251	68
	7.9%	8.0%	7.8%	10.8%	7.8%	8.6%	5.3%	9.3%	6.4%	10.3%	5.6%	8.2%	8.0%	7.6%	7.7%	6.8%	9.1%	8.1%	7.4%
3	72	41	31	24	13	16	19	44	13	10	7	24	12	5	29	22	22	64	8
	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%	0.9%
2	34	14	21	16	11	5	2	28	1	1	7	18	5	1	17	8	9	27	7
	0.9%	0.7%	1.0%	1.4%	1.9%	0.5%	0.1%	1.2%	0.2%	0.3%	2.8%	1.2%	0.5%	0.4%	1.1%	0.7%	0.6%	0.9%	0.7%
1 - Not trustworthy at all	27	20	7	15	1	7	4	20	4	2	3	11	6	1	10	7	9	22	5
	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%
Don't Know	117	68	49	49	22	23	22	79	19	12	5	48	27	6	44	35	33	95	22
	2.9%	3.5%	2.4%	4.4%	3.6%	2.6%	1.6%	3.4%	3.5%	2.9%	1.9%	3.1%	2.8%	2.1%	2.8%	3.2%	2.5%	3.0%	2.4%
Summary																			
TopBox (7)	1238	616	622	271	160	257	550	612	169	114	73	482	293	106	546	328	362	962	276
	30.8%	31.6%	30.0%	24.2%	26.5%	29.1%	38.8%	26.5%	31.4%	26.8%	28.0%	31.2%	30.3%	37.1%	34.9%	29.9%	26.9%	31.0%	29.8%
Top2Box (6-7)	2765	1335	1430	683	391	588	1103	1484	387	287	174	1029	681	208	1077	773	910	2104	660
	68.7%	68.4%	69.0%	61.1%	64.5%	66.5%	77.8%	64.2%	71.6%	67.2%	66.3%	66.7%	70.4%	72.5%	68.8%	70.3%	67.7%	67.9%	71.3%
Top3Box (5-7)	3457	1653	1804	895	511	756	1295	1927	469	357	225	1315	840	251	1345	953	1149	2642	815
	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%
Low3Box (1-3)	133	75	58	55	25	28	25	91	18	14	17	53	23	7	55	37	39	113	20
	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%
Low2Box (1-2)	61	34	27	31	13	12	6	48	5	4	10	29	11	2	27	15	17	49	12
	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%
LowBox (1)	27	20	7	15	1	7	4	20	4	2	3	11	6	1	10	7	9	22	5
	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%
Mean	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
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/Mean: 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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Pharmacists																			
7 - Extremely trustworthy	1287	601	686	266	156	275	591	620	177	115	89	446	358	101	575	324	384	937	350
	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%
6	1542	742	800	383	238	363	557	893	200	177	100	584	364	117	564	434	539	1184	358
	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%
5	657	311	346	246	120	132	158	432	93	68	33	294	134	35	220	187	248	535	122
	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%
4	261	143	118	92	46	60	63	171	35	37	22	98	51	18	100	58	100	217	45
	6.5%	7.3%	5.7%	8.2%	7.6%	6.8%	4.5%	7.4%	6.4%	8.6%	8.4%	6.3%	5.3%	6.3%	6.4%	5.3%	7.4%	7.0%	4.8%
3	92	50	42	45	16	15	17	67	12	11	4	46	15	4	29	39	25	78	15
	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%
2	31	20	11	16	4	6	5	22	4	5	2	10	8	2	12	10	9	25	6
	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%
1 - Not trustworthy at all	30	19	11	16	5	6	3	23	0	4	5	13	7	1	14	9	7	26	5
	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%
Don't Know	125	67	58	56	20	27	23	85	19	11	6	52	30	7	52	39	32	99	27
	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%
Summary																			
TopBox (7)	1287	601	686	266	156	275	591	620	177	115	89	446	358	101	575	324	384	937	350
	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%
Top2Box (6-7)	2829	1343	1486	648	394	638	1148	1513	378	292	190	1030	722	218	1139	758	923	2121	708
	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%
Top3Box (5-7)	3486	1653	1832	895	515	770	1306	1945	471	359	223	1324	856	253	1359	945	1171	2656	829
	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%
Low3Box (1-3)	154	89	65	76	25	27	25	112	16	20	11	69	30	7	54	57	41	128	26
	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%
Low2Box (1-2)	61	39	22	31	10	12	8	45	4	9	7	23	15	4	26	19	16	50	11
	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%
LowBox (1)	30	19	11	16	5	6	3	23	0	4	5	13	7	1	14	9	7	26	5
	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%
Mean	5.9	5.8	5.9	5.6	5.7	5.9	6.2	5.7	5.9	5.8	5.9	5.8	6	6	6	5.8	5.8	5.8	6.1
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Plumbers																			
7 - Extremely trustworthy	246	116	130	74	30	37	104	113	34	15	14	78	88	17	125	60	58	155	91
	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
6	883	391	492	196	118	169	401	416	113	82	65	302	257	65	358	245	279	628	255
	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
5	1205	582	623	326	187	281	411	734	150	150	76	489	260	81	447	316	436	948	258
	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%
4	908	454	454	253	151	206	298	536	131	106	67	346	193	65	330	252	320	732	176
	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%	19.0%
3	358	185	173	111	52	96	99	230	50	39	18	138	83	29	123	108	125	290	68
	8.9%	9.5%	8.3%	9.9% F	8.6%	10.8% F	7.0% F	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%
2	148	96	52	47	16	44	41	95	17	10	10	73	31	7	58	35	56	119	29
	3.7%	4.9% B	2.5%	4.2% DF	2.7%	5.0% DF	2.9% D	4.1% D	3.2%	2.3%	3.7%	4.7% I	3.3%	2.5%	3.7%	3.1%	4.2%	3.8%	3.2%
1 - Not trustworthy at all	58	39	20	21	10	14	13	45	9	6	3	27	10	5	24	15	18	50	8
	1.5%	2.0% B	0.9%	1.8% B	1.7%	1.6%	0.9% F	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%
Don't Know	220	90	130	92	41	37	50	144	36	20	10	92	45	17	100	68	50	178	41
	5.5%	4.6%	6.3% A	8.2% EFG	6.8% EF	4.2%	3.5% F	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																			
TopBox (7)	246	116	130	74	30	37	104	113	34	15	14	78	88	17	125	60	58	155	91
	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
Top2Box (6-7)	1129	507	622	270	148	206	505	529	147	97	78	379	345	82	483	305	337	783	346
	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
Top3Box (5-7)	2334	1089	1245	596	335	487	916	1263	297	247	154	868	605	163	930	621	774	1730	604
	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% HK	62.5% HK	57.1%	59.4%	56.6%	57.6%	55.8%	65.2% Q
Low3Box (1-3)	564	320	244	178	78	154	153	370	76	55	31	238	124	41	205	157	200	459	105
	14.0%	16.4% B	11.8%	15.9% F	13.0%	17.5% DF	10.8% DF	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%
Low2Box (1-2)	207	135	72	68	27	59	54	139	26	16	12	100	41	12	82	49	75	169	38
	5.1%	6.9% B	3.5%	6.0% F	4.4%	6.7% F	3.8% DF	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%
LowBox (1)	58	39	20	21	10	14	13	45	9	6	3	27	10	5	24	15	18	50	8
	1.5%	2.0% B	0.9%	1.8%	1.7%	1.6%	0.9% F	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%
Mean	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
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Police Officers																			
7 - Extremely trustworthy	617	282	335	149	88	127	252	330	77	68	48	238	116	70	288	147	180	499	117
	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%
6	1253	575	678	274	168	292	520	665	189	148	73	496	263	84	481	338	430	1001	252
	31.1%	29.5%	32.7%	24.4%	27.7%	33.0%	36.7%	28.7%	35.0%	34.7%	28.0%	32.1%	27.2%	29.5%	30.7%	30.8%	32.0%	32.3%	27.2%
5	915	446	468	259	159	194	302	535	120	82	61	349	242	61	322	245	345	679	235
	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%
4	567	282	285	179	90	123	174	343	71	62	37	206	157	35	212	162	190	417	150
	14.1%	14.5%	13.7%	16.0%	14.9%	14.0%	12.3%	14.9%	13.2%	14.4%	14.0%	13.3%	16.2%	12.2%	13.6%	14.8%	14.1%	13.5%	16.2%
3	247	127	120	87	31	58	72	158	27	22	16	98	72	12	74	86	88	178	69
	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%
2	147	76	71	45	25	37	39	94	18	15	12	41	52	8	68	33	44	101	46
	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%
1 - Not trustworthy at all	157	103	54	72	19	33	33	105	21	19	11	62	37	7	66	51	38	125	32
	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%
Don't Know	123	61	62	53	25	20	25	82	16	12	4	54	29	8	54	36	28	97	26
	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%
Summary																			
TopBox (7)	617	282	335	149	88	127	252	330	77	68	48	238	116	70	288	147	180	499	117
	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%
Top2Box (6-7)	1870	857	1013	423	256	419	772	995	266	216	121	733	379	154	769	485	610	1501	369
	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%
Top3Box (5-7)	2785	1303	1482	682	415	613	1074	1530	386	298	182	1083	621	215	1091	730	955	2180	605
	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%
Low3Box (1-3)	551	306	245	204	75	128	144	358	66	55	39	202	161	28	207	170	170	405	146
	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%
Low2Box (1-2)	304	179	125	117	44	70	72	199	39	33	23	103	89	16	134	85	82	227	77
	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%
LowBox (1)	157	103	54	72	19	33	33	105	21	19	11	62	37	7	66	51	38	125	32
	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%
Mean	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
		A		C	CG	CDEG	C	L	L		L		HIJKL	O			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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Psychologists/Counselors																			
7 - Extremely trustworthy	437	177	260	158	66	84	129	259	53	37	39	172	101	35	186	99	149	341	96
	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%
6	978	411	567	276	150	224	328	587	143	86	68	367	236	77	324	301	351	743	235
	24.3%	21.1%	27.3%	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%	26.1%	24.0%	25.4%
5	1016	496	519	296	163	196	360	570	125	104	65	398	250	72	363	270	380	771	245
	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%
4	751	383	368	194	113	172	272	432	108	92	46	268	187	50	311	193	244	576	175
	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%
3	299	172	127	74	36	81	107	170	28	35	13	125	75	22	133	76	87	226	73
	7.4%	8.8%	6.1%	6.6%	6.0%	9.2%	7.6%	7.4%	5.2%	8.3%	5.1%	8.1%	7.8%	7.6%	8.5%	6.9%	6.5%	7.3%	7.9%
2	154	101	53	30	21	36	67	81	23	26	11	46	40	8	58	49	48	120	34
	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%
1 - Not trustworthy at all	109	64	44	23	13	38	34	70	14	16	5	45	26	4	50	33	24	86	22
	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%
Don't Know	283	148	135	68	41	54	120	144	46	31	13	124	52	18	140	79	60	237	46
	7.0%	7.6%	6.5%	6.1%	6.8%	6.1%	8.5%	6.2%	8.4%	7.2%	5.1%	8.0%	5.3%	6.3%	8.9%	7.2%	4.5%	7.6%	5.0%
Summary																			
TopBox (7)	437	177	260	158	66	84	129	259	53	37	39	172	101	35	186	99	149	341	96
	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%
Top2Box (6-7)	1415	588	827	434	217	307	457	846	196	123	108	539	337	112	510	399	500	1084	331
	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%
Top3Box (5-7)	2430	1084	1346	730	380	503	817	1416	321	227	173	937	588	185	874	670	880	1855	575
	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%
Low3Box (1-3)	562	338	224	127	71	155	208	321	65	77	29	216	141	34	241	157	159	433	129
	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%	11.8%	14.0%	14.0%
Low2Box (1-2)	263	166	98	54	35	74	101	150	37	42	16	91	66	12	108	81	72	207	57
	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%
LowBox (1)	109	64	44	23	13	38	34	70	14	16	5	45	26	4	50	33	24	86	22
	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%
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
Std. Dev.	1.4	1.5	1.4	1.4	1.4	1.5	1.4	1.5	1.4	1.5	1.4	1.4	1.4	1.4	1.5	1.4	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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Teachers																			
7 - Extremely trustworthy	657	298	358	181	86	129	261	351	81	67	51	218	181	59	275	158	221	490	167
	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%
6	1418	673	745	350	217	305	546	783	158	146	94	550	360	109	526	389	497	1060	358
	35.2%	34.5%	35.9%	31.2%	35.9%	34.5%	38.5% CG	33.9% C	29.3%	34.1%	36.1%	35.7% H	37.3% H	38.0% H	33.6%	35.4%	37.0%	34.2%	38.6% Q
5	987	456	531	295	153	215	324	584	132	93	57	397	241	66	365	287	331	751	236
	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%
4	514	278	236	154	72	125	164	313	73	66	37	201	107	31	208	127	179	421	94
	12.8%	14.3% B	11.4%	13.8%	11.8%	14.1%	11.5%	13.5%	13.4%	15.5% L	14.0%	13.0%	11.0%	11.0%	13.3%	11.6%	13.4%	13.6% R	10.1%
3	162	86	76	52	25	34	51	94	33	26	7	68	23	5	68	47	48	137	25
	4.0%	4.4%	3.7%	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%	3.6%	4.4% R	2.7%
2	83	48	35	14	19	25	25	51	23	10	4	28	13	5	31	26	26	71	11
	2.1%	2.4%	1.7%	1.3%	3.1% C	2.8% C	1.7% C	2.2% C	4.3% KL	2.3%	1.4%	1.8%	1.4%	1.7%	2.0%	2.3%	1.9%	2.3% R	1.2%
1 - Not trustworthy at all	61	40	22	18	7	20	15	43	16	7	1	24	8	5	26	20	13	54	8
	1.5%	2.0% B	1.1%	1.6%	1.2%	2.3% F	1.1%	1.9%	2.9% JL	1.7%	0.5%	1.6%	0.8%	1.7%	1.7%	1.8%	1.0% R	1.7% R	0.8%
Don't Know	144	74	70	54	27	31	31	94	23	12	10	58	34	6	66	44	29	116	28
	3.6%	3.8%	3.4%	4.9% F	4.4% F	3.5%	2.2%	4.1% F	4.3%	2.9%	3.8%	3.8%	3.5%	2.1%	4.2% P	4.0% P	2.1%	3.7%	3.0%
Summary																			
TopBox (7)	657	298	358	181	86	129	261	351	81	67	51	218	181	59	275	158	221	490	167
	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%
Top2Box (6-7)	2075	971	1103	530	303	434	807	1134	239	212	146	768	542	168	802	547	718	1550	524
	51.5%	49.7%	53.2% A	47.4%	50.1%	49.1%	56.9% CDEG	49.0%	44.3%	49.7%	55.6% H	49.7% H	56.0% HIK	58.6% HIK	51.2%	49.8%	53.5%	50.0%	56.6% Q
Top3Box (5-7)	3062	1427	1634	826	456	649	1131	1717	372	306	203	1164	782	234	1167	834	1049	2301	760
	76.0%	73.1%	78.8% A	73.8%	75.3%	73.4%	79.8% CDEG	74.3%	68.8%	71.6%	77.5% H	75.4% H	80.9% HIK	81.8% HIK	74.5%	76.0%	78.1% N	74.2% Q	82.1% Q
Low3Box (1-3)	306	173	133	85	51	79	91	188	72	43	12	120	44	15	125	93	86	262	44
	7.6%	8.9% B	6.4%	7.6%	8.5%	9.0% F	6.4%	8.1%	13.4% JKLM	10.1% JLM	4.7%	7.8% L	4.6%	5.1%	8.0%	8.4%	6.4% R	8.4% R	4.8%
Low2Box (1-2)	144	87	57	33	26	45	40	94	39	17	5	52	21	10	57	46	39	125	19
	3.6%	4.5% B	2.7%	2.9%	4.3% CF	5.1% C	2.8%	4.1% C	7.2% JKLM	4.0%	1.9%	3.4%	2.2%	3.4%	3.7%	4.2%	2.9% R	4.0% R	2.0%
LowBox (1)	61	40	22	18	7	20	15	43	16	7	1	24	8	5	26	20	13	54	8
	1.5%	2.0% B	1.1%	1.6%	1.2%	2.3% F	1.1%	1.9%	2.9% JL	1.7%	0.5%	1.6%	0.8%	1.7%	1.7%	1.8%	1.0% R	1.7% R	0.8%
Mean	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
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	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Telemarketers																			
7 - Extremely trustworthy	63	38	25	41	7	11	4	44	9	4	8	23	13	7	29	12	22	53	10
	1.6%	2.0%	1.2%	3.6% DEFG	1.2% F	1.2% F	0.3% F	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%
6	83	42	42	47	15	7	15	50	5	4	2	34	34	4	36	23	24	54	29
	2.1%	2.1%	2.0%	4.2% EFG	2.4% EF	0.8%	1.1%	2.1% EF	0.9%	0.9%	0.9%	2.2%	3.5% HIJK	1.3%	2.3%	2.1%	1.8%	1.7%	3.2% Q
5	183	88	94	70	32	27	54	112	22	16	11	61	57	16	77	43	63	122	60
	4.5%	4.5%	4.6%	6.2% EFG	5.2% E	3.1%	3.8%	4.9% E	4.1%	3.8%	4.2%	3.9%	5.9% K	5.5%	4.9%	3.9%	4.7%	3.9%	6.5% Q
4	410	171	239	119	73	86	133	245	47	37	20	139	132	36	149	123	133	272	138
	10.2%	8.8%	11.5% A	10.7%	12.0%	9.7%	9.4%	10.6%	8.6%	8.6%	7.5%	9.0%	13.7% HIJK	12.6%	9.5%	11.2%	9.9%	8.8%	14.9% Q
3	550	230	321	156	89	105	200	307	64	50	41	209	145	41	220	147	182	409	141
	13.7%	11.8%	15.5% A	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%
2	861	399	463	242	124	199	297	500	110	86	59	315	222	69	320	226	314	643	218
	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% Q
1 - Not trustworthy at all	1686	898	788	374	235	409	669	934	258	218	109	688	313	100	645	475	562	1403	283
	41.9%	46.0% B	38.0%	33.4% C	38.7% CDG	46.2% CDG	47.2% CDG	40.4% C	47.8% LM	51.1% JKLM	41.5% L	44.6% LM	32.3% LM	35.1%	41.2%	43.2%	41.8% R	45.3% R	30.6%
Don't Know	189	87	102	71	32	41	46	121	26	12	12	74	51	13	90	50	44	143	45
	4.7%	4.4%	4.9%	6.3% F	5.2% F	4.6%	3.2%	5.2% F	4.8%	2.9%	4.7%	4.8%	5.3%	4.6%	5.7% P	4.5%	3.3%	4.6%	4.9%
Summary																			
TopBox (7)	63	38	25	41	7	11	4	44	9	4	8	23	13	7	29	12	22	53	10
	1.6%	2.0%	1.2%	3.6% DEFG	1.2% F	1.2% F	0.3% F	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%
Top2Box (6-7)	146	80	67	87	22	18	20	94	14	7	10	57	47	11	65	35	46	107	40
	3.6%	4.1%	3.2%	7.8% DEFG	3.6% F	2.0%	1.4%	4.0% EF	2.5%	1.7%	3.8%	3.7%	4.9% HI	3.8%	4.2%	3.2%	3.5%	3.4%	4.3%
Top3Box (5-7)	329	168	161	157	53	45	74	206	36	24	21	118	104	27	142	78	109	229	100
	8.2%	8.6%	7.8%	14.0% DEFG	8.8% EF	5.1%	5.2%	8.9% EF	6.6%	5.5%	8.0%	7.7%	10.8% HIK	9.3%	9.1%	7.1%	8.1%	7.4%	10.8% Q
Low3Box (1-3)	3098	1527	1571	772	448	712	1165	1741	432	355	209	1212	680	210	1185	848	1057	2455	643
	76.9%	78.2%	75.8%	69.0%	74.0% C	80.6% CDG	82.2% CDG	75.3% C	80.0% L	83.0% LM	79.8% L	78.6% L	70.3%	73.4%	75.7%	77.2%	78.7%	79.2% R	69.4%
Low2Box (1-2)	2547	1297	1250	616	359	608	965	1434	368	304	168	1004	535	169	965	701	875	2046	501
	63.3%	66.4% B	60.3%	55.0%	59.2%	68.7% CDG	68.1% CDG	62.0% C	68.2% LM	71.2% KLM	64.0% L	65.0% L	55.3%	59.1%	61.6%	63.8%	65.2%	66.0% R	54.1%
LowBox (1)	1686	898	788	374	235	409	669	934	258	218	109	688	313	100	645	475	562	1403	283
	41.9%	46.0% B	38.0%	33.4% C	38.7% C	46.2% CDG	47.2% CDG	40.4% C	47.8% LM	51.1% JKLM	41.5% L	44.6% LM	32.3%	35.1%	41.2%	43.2%	41.8% R	45.3% R	30.6%
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 I	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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Television and Radio Personalities																			
7 - Extremely trustworthy	151	76	76	55	21	30	45	87	15	13	11	47	50	15	90	38	22	107	45
	3.8%	3.9%	3.7%	5.0% FG	3.4%	3.4%	3.2%	3.8%	2.7%	3.1%	4.3%	3.1%	5.2% HK	5.1%	5.8% OP	3.5% P	1.7%	3.4%	4.8% Q
6	513	230	283	125	73	113	202	283	61	42	36	179	160	36	252	128	133	358	156
	12.7%	11.8%	13.7%	11.2%	12.0%	12.7%	14.3% C	12.2%	11.3%	9.8%	13.6%	11.6%	16.5% HIK	12.6%	16.1% OP	11.7%	9.9%	11.5%	16.8% Q
5	1020	490	529	239	157	227	397	566	147	92	66	377	266	72	386	287	343	752	268
	25.3%	25.1%	25.5%	21.4%	25.9% C	25.7% C	28.0% CG	24.5% C	27.2%	21.5%	25.3%	24.4%	27.5% I	25.2%	24.7%	26.1%	25.5%	24.2%	29.0% Q
4	1087	508	579	298	181	238	371	642	142	121	67	412	259	86	409	285	389	848	239
	27.0%	26.0%	27.9%	26.6%	29.8%	26.9%	26.2%	27.7%	26.4%	28.3%	25.6%	26.7%	26.7%	30.0%	26.1%	26.0%	29.0%	27.4%	25.8%
3	533	254	280	179	67	111	176	309	65	83	38	217	95	35	183	140	210	440	93
	13.3%	13.0%	13.5%	16.0% DEFG	11.1%	12.5%	12.4%	13.3%	12.1%	19.5% HKLM	14.5% L	14.0% L	9.8%	12.3%	11.7%	12.7%	15.6% N	14.2% R	10.0%
2	312	185	127	95	40	70	106	175	47	29	18	149	49	19	92	98	120	264	48
	7.7%	9.5% B	6.1%	8.5%	6.7%	7.9%	7.5%	7.6%	8.7% L	6.9%	7.0%	9.7% L	5.1%	6.8%	5.9% N	8.9% N	8.9% R	8.5% R	5.2%
1 - Not trustworthy at all	191	115	76	52	30	50	59	119	31	25	12	74	40	10	64	47	77	157	34
	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%
Don't Know	218	95	123	75	37	46	61	132	32	22	13	89	49	13	89	75	50	175	43
	5.4%	4.9%	5.9%	6.7% F	6.1%	5.2%	4.3%	5.7%	5.9%	5.1%	5.2%	5.7%	5.1%	4.6%	5.7% P	6.8% P	3.7%	5.6%	4.7%
Summary																			
TopBox (7)	151	76	76	55	21	30	45	87	15	13	11	47	50	15	90	38	22	107	45
	3.8%	3.9%	3.7%	5.0% FG	3.4%	3.4%	3.2%	3.8%	2.7%	3.1%	4.3%	3.1%	5.2% HK	5.1%	5.8% OP	3.5% P	1.7%	3.4%	4.8% Q
Top2Box (6-7)	664	305	359	181	93	143	247	370	76	55	47	226	210	51	342	166	155	464	200
	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% HIK	17.7%	21.8% OP	15.1% P	11.5%	15.0%	21.6% Q
Top3Box (5-7)	1684	796	888	420	250	370	644	936	223	147	113	603	476	123	728	453	498	1216	468
	41.8%	40.8%	42.8%	37.5%	41.3%	41.9%	45.4% CG	40.5% C	41.3%	34.5%	43.1% I	39.1% I	49.2% HIK	42.9% I	46.5% OP	41.3% P	37.1%	39.2%	50.6% Q
Low3Box (1-3)	1036	554	483	327	138	231	341	603	143	137	69	439	184	64	339	285	406	861	175
	25.7%	28.4% B	23.3%	29.2% DFG	22.8%	26.1%	24.1%	26.1% D	26.4% L	32.2% LM	26.2% L	28.5% L	19.0%	22.5%	21.7% N	25.9% NO	30.2% R	27.8% R	18.9%
Low2Box (1-2)	503	300	203	148	71	120	165	294	77	54	31	223	89	29	156	145	197	420	82
	12.5%	15.4% B	9.8%	13.2%	11.7%	13.6%	11.6%	12.7% L	14.3% L	12.6%	11.7%	14.4% L	9.2%	10.2%	10.0% N	13.2% N	14.6% R	13.6% R	8.9%
LowBox (1)	191	115	76	52	30	50	59	119	31	25	12	74	40	10	64	47	77	157	34
	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%
Mean																			
	4.2	4.1	4.3	4.1	4.2	4.2	4.3	4.2	4.1	4	4.2	4.1	4.5	4.3	4.4	4.2	4	4.1	4.5
		A					CG						HIJK	IK	OP	P			Q
Std. Dev.	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	1.4	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/B - C/D/E/F/G - H/I/J/K/L/M - N/O/P - Q/R Overlap formulae used.

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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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																			
7 - Extremely trustworthy	720	323	397	165	106	156	293	369	93	70	43	265	193	55	319	195	202	537	183
	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%
6	1317	628	689	335	179	279	524	699	165	148	111	480	315	98	480	353	480	1002	315
	32.7%	32.2%	33.2%	29.9%	29.5%	31.6%	37.0%	30.2%	30.5%	34.8%	42.5%	31.1%	32.6%	34.2%	30.7%	32.2%	35.8%	32.3%	34.0%
5	883	425	458	267	157	200	259	565	127	89	57	355	194	60	328	248	305	701	182
	21.9%	21.8%	22.1%	23.9%	26.0%	22.6%	18.3%	24.4%	23.6%	20.8%	21.9%	23.0%	20.1%	21.1%	21.0%	22.6%	22.7%	22.6%	19.7%
4	500	268	232	153	87	108	152	318	58	69	28	182	122	41	189	128	181	387	113
	12.4%	13.7%	11.2%	13.7%	14.4%	12.2%	10.7%	13.8%	10.7%	16.1%	10.8%	11.8%	12.6%	14.4%	12.0%	11.7%	13.5%	12.5%	12.2%
3	191	91	100	69	25	50	48	125	29	18	5	81	45	12	80	52	59	148	43
	4.7%	4.7%	4.8%	6.1%	4.1%	5.6%	3.4%	5.4%	5.4%	4.3%	1.9%	5.3%	4.6%	4.2%	5.1%	4.7%	4.4%	4.8%	4.6%
2	73	46	27	21	7	21	25	43	12	7	4	21	21	8	32	21	19	53	20
	1.8%	2.4%	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%
1 - Not trustworthy at all	45	33	12	14	3	15	12	31	7	1	1	23	10	2	20	14	10	37	8
	1.1%	1.7%	0.6%	1.3%	0.5%	1.7%	0.9%	1.3%	1.4%	0.3%	0.5%	1.5%	1.0%	0.8%	1.3%	1.2%	0.8%	1.2%	0.9%
Don't Know	297	138	159	95	42	56	104	162	48	24	12	136	68	8	118	88	87	235	62
	7.4%	7.0%	7.7%	8.5%	6.9%	6.3%	7.3%	7.0%	8.9%	5.7%	4.7%	8.8%	7.0%	3.0%	7.5%	8.0%	6.5%	7.6%	6.6%
Summary																			
TopBox (7)	720	323	397	165	106	156	293	369	93	70	43	265	193	55	319	195	202	537	183
	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%
Top2Box (6-7)	2037	951	1085	500	285	435	817	1068	258	218	154	745	508	153	799	548	682	1538	498
	50.6%	48.7%	52.4%	44.7%	47.0%	49.2%	57.7%	46.2%	47.7%	51.1%	58.9%	48.3%	52.5%	53.6%	51.1%	49.9%	50.8%	49.6%	53.8%
Top3Box (5-7)	2920	1377	1543	767	442	635	1076	1633	385	307	212	1100	702	214	1127	796	987	2239	681
	72.5%	70.5%	74.4%	68.5%	73.0%	71.8%	75.9%	70.6%	71.3%	71.9%	80.8%	71.3%	72.6%	74.7%	72.0%	72.5%	73.5%	72.2%	73.5%
Low3Box (1-3)	309	170	139	104	34	85	85	199	49	27	10	125	75	23	132	87	88	238	71
	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%
Low2Box (1-2)	118	79	39	35	10	36	37	74	20	9	5	44	30	11	52	35	29	90	28
	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%
LowBox (1)	45	33	12	14	3	15	12	31	7	1	1	23	10	2	20	14	10	37	8
	1.1%	1.7%	0.6%	1.3%	0.5%	1.7%	0.9%	1.3%	1.4%	0.3%	0.5%	1.5%	1.0%	0.8%	1.3%	1.2%	0.8%	1.2%	0.9%
Mean	5.4	5.3	5.5	5.2	5.4	5.3	5.6	5.3	5.3	5.4	5.6	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	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
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
						G	CDEG						HIJKM		O				Q
Technology industry	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
							CEG						HIJK		OP				Q
Tourism industry	4.7	4.6	4.7	4.5	4.6	4.6	4.8	4.6	4.7	4.4	4.7	4.5	4.9	4.9	4.7	4.6	4.6	4.6	4.9
							CEG	C	IK		IK		HIK	IK	P				Q
Airline industry	4.6	4.6	4.6	4.5	4.5	4.5	4.8	4.5	4.6	4.5	4.6	4.4	5	4.6	4.7	4.5	4.6	4.5	5
							CDEG		K				HIJKM		OP				Q
Restaurant industry	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
							E		I				I	IJK	OP				Q
Radio industry	4.4	4.3	4.4	4.3	4.4	4.4	4.5	4.3	4.4	4.1	4.4	4.3	4.5	4.7	4.5	4.3	4.3	4.3	4.5
			A				CG		I		I		IK	HIJK	OP				Q
Food manufacturing industry	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
		B					CG		I		I		HIJKM	I	OP				Q
Banking industry	4.3	4.2	4.3	4.1	4.1	4.1	4.5	4.1	4.3	4.1	4.2	4.2	4.3	4.4	4.4	4.1	4.2	4.2	4.3
			A				CDEG							IK	OP				
Retail industry	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
							G				I		HIK		OP				Q
Beverage alcohol industry	4.2	4.2	4.2	4.2	4.2	4.1	4.3	4.1	4.2	4	4.3	4.2	4.3	4.3	4.3	4.1	4.1	4.2	4.3
							CEG				I		I		OP				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	4.2	4.4	4.1	4.1	4.1	4.4
											I		HIKM		OP				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
			A				G		I		I		I	I	OP				
Hydro-electric industry	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
				EG	E		EG		K	K	IKLM		K				NO		Q
Television industry	4.1	4.1	4.1	4	4.1	4.1	4.2	4.1	4	3.8	4.1	4	4.4	4.1	4.3	4.1	4	4	4.5
							CDEG		I		I	I	HIJKM	I	OP				Q
Drug and pharmaceutical industry	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
							CDEG						HIJK	H	OP				Q
Automobile industry	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
					EG		EG	E					IK		OP				Q
Magazine industry	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
			A				I		I		I		HIK	I	OP				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
							CDEG				IK		HIKM	IK	OP				Q
Natural gas industry	3.9	3.9	3.9	3.9	4	3.8	4.1	3.9	4	4	4.2	3.9	4	3.9	4.1	3.8	3.9	3.9	4
					E		CEG	E			HKLM				OP				
Chemical industry	3.7	3.8	3.7	3.8	3.7	3.6	3.7	3.7	3.6	3.7	3.7	3.7	3.9	3.6	3.8	3.7	3.7	3.6	4
				EG			E						HIJKM						Q
Cosmetic industry	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
			A	EFG	F		EF		I		I		HIJKM		OP				Q
Insurance Industry	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
			A	DEG			DEG	E	K				IK	K	OP				Q
Advertising industry	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			I		I		I		HIK	I	OP				Q
Oil industry	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
							E		L	HKLM	KL	L						R	
Tobacco industry	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
			A	DEFG				F				HI	HI	HI	OP	P			

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

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Medical research industry	382	182	200	94	51	72	165	181	39	21	22	133	144	23	169	96	116	236	146
	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%
Airline industry	252	134	118	75	32	53	91	135	31	17	16	74	97	17	116	71	64	159	93
	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%
Banking industry	221	116	104	63	25	35	97	98	28	20	12	82	60	18	113	55	51	165	55
	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%
Drug and pharmaceutical industry	217	110	107	80	28	41	67	122	18	16	7	76	79	19	110	56	48	141	76
	5.4%	5.6%	5.1%	7.2%	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%
Technology industry	211	116	95	72	41	36	61	123	27	15	10	66	76	17	97	62	50	138	73
	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%
Tourism industry	199	98	101	63	30	43	63	116	23	7	12	68	72	17	104	52	43	126	73
	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%
Hydro-electric industry	184	109	75	56	36	32	60	102	27	12	11	63	55	16	71	56	56	130	54
	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%
Radio industry	157	68	89	57	24	34	41	90	18	7	6	62	46	17	83	35	37	111	46
	3.9%	3.5%	4.3%	5.1%	4.0%	3.8%	2.9%	3.9%	3.4%	1.7%	2.4%	4.0%	4.8%	5.9%	5.3%	3.2%	2.8%	3.6%	4.9%
Beverage alcohol industry	147	81	66	57	26	28	36	88	15	7	15	49	48	13	76	31	38	104	43
	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%
Newspaper industry	140	68	73	53	20	23	44	75	16	6	12	53	41	12	61	40	38	106	34
	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%
Food manufacturing industry	136	78	57	58	18	26	34	79	12	6	6	56	48	7	64	29	42	93	43
	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%
Natural gas industry	128	66	62	48	20	26	35	76	16	15	9	44	32	13	66	31	31	98	30
	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%
Television industry	128	66	62	52	21	27	28	83	11	6	7	42	49	12	65	32	29	84	44
	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%
Clothing Industry	123	62	61	50	25	22	26	77	16	9	7	45	40	6	60	30	33	86	38
	3.1%	3.2%	2.9%	4.4%	4.2%	2.5%	1.8%	3.3%	2.9%	2.0%	2.8%	2.9%	4.2%	2.1%	3.8%	2.7%	2.5%	2.8%	4.1%
Telecommunications industry	122	64	58	44	21	29	28	78	15	5	9	40	44	10	60	29	33	81	41
	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%
Restaurant industry	115	58	57	53	21	20	22	73	16	5	7	46	32	9	60	26	28	84	31
	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%
Chemical industry	110	63	47	49	21	19	22	65	16	10	6	38	32	9	53	36	20	82	29
	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%
Automobile industry	110	57	53	52	21	19	18	69	15	2	7	43	33	10	58	21	30	80	30
	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%
Retail industry	107	57	50	49	19	18	20	69	13	4	4	45	32	9	55	26	24	76	31
	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%
Insurance Industry	105	53	52	51	11	19	24	60	13	6	5	40	27	13	45	32	28	83	22
	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%
Magazine industry	97	43	55	44	14	18	22	55	13	0	5	35	33	11	48	27	23	66	31
	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%
	96	52	44	41	17	18	20	58	12	15	3	34	21	11	43	29	24	78	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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<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%
Cosmetic industry	95	47	48	51	19	13	12	61	12	4	5	38	30	6	44	22	29	67	28
	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%
Advertising industry	87	46	40	45	14	15	13	56	12	2	7	27	29	9	44	23	19	62	25
	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%
Tobacco industry	64	39	26	34	11	11	7	43	5	2	6	29	13	9	28	15	21	53	11
	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/Mean: 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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<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
	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Medical research industry	1386	691	695	334	172	290	591	688	180	118	76	482	436	93	562	353	465	958	428
	34.4%	35.4%	33.5%	29.8%	28.4%	32.7%	41.7%	29.7%	33.3%	27.7%	29.1%	31.3%	45.1%	32.6%	35.9%	32.1%	34.6%	30.9%	46.2%
Tourism industry						G	CDEG						HIJKM						Q
	1055	527	527	246	150	244	415	588	130	85	77	349	332	82	450	288	311	724	330
Airline industry	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%
						C	CDG	C			IK		HIK	IK	P				Q
Technology industry	1028	515	513	246	138	204	440	522	137	81	73	318	349	69	431	271	324	682	346
	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%
Banking industry						CDEG			IK		IK		HIJKM		P				Q
	1023	531	492	269	147	204	403	546	120	85	59	356	329	75	443	276	298	709	315
Drug and pharmaceutical industry	25.4%	27.2%	23.7%	24.1%	24.2%	23.1%	28.5%	23.6%	22.2%	19.9%	22.5%	23.0%	34.0%	26.2%	28.3%	25.1%	22.2%	22.9%	34.0%
		B					CEG						HIJKM		P				Q
Food manufacturing industry	891	427	465	215	113	168	395	431	128	76	46	328	235	79	390	228	271	668	223
	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%
Hydro-electric industry							CDEG		I				IJ	UJ	OP				
	829	401	429	243	102	160	325	421	81	74	43	308	260	64	389	227	209	572	257
Radio 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					H	HIJK	H	OP	P			Q
Restaurant industry	803	416	387	216	121	158	307	436	89	58	43	289	264	59	357	207	235	544	259
	19.9%	21.3%	18.7%	19.3%	20.0%	17.9%	21.7%	18.8%	16.6%	13.6%	16.4%	18.7%	27.3%	20.7%	22.8%	18.9%	17.5%	17.5%	28.0%
Beverage alcohol industry		B					EG					I	HIJKM	I	OP				Q
	781	433	348	214	113	137	318	393	114	74	55	266	216	56	320	189	267	568	214
Newspaper industry	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%
		B					EG						IK		O				Q
Clothing Industry	780	381	400	211	101	183	286	433	86	49	50	293	234	69	346	211	222	552	228
	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%
Television industry									I				HIK	HI	P				Q
	764	384	380	237	114	146	268	426	107	50	49	284	202	72	341	210	210	568	196
Automobile industry	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%
				EG					I				I	IK	P				Q
Magazine industry	721	372	349	192	113	145	271	390	77	48	55	272	206	63	328	193	197	519	202
	17.9%	19.1%	16.8%	17.2%	18.7%	16.4%	19.1%	16.9%	14.3%	11.2%	21.1%	17.6%	21.3%	22.0%	20.9%	17.6%	14.7%	16.8%	21.8%
Insurance Industry											HI	I	HIK	HI	OP				Q
	705	329	377	198	96	157	255	392	95	47	50	267	189	57	293	186	225	523	182
Chemical 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%
									I				I	I					Q
Telecommunications industry	632	296	336	196	97	135	204	368	72	41	47	214	205	53	294	157	178	430	203
	15.7%	15.2%	16.2%	17.5%	16.0%	15.3%	14.4%	15.9%	13.4%	9.6%	17.8%	13.9%	21.2%	18.5%	18.8%	14.3%	13.2%	13.9%	21.9%
Natural gas industry				F					I				HIK	I	OP				Q
	626	296	330	163	90	143	230	354	63	32	31	231	224	45	302	170	152	403	224
Retail 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%
									I			I	HIJKM	I	OP	P			Q
Automobile industry	598	313	285	171	88	103	235	321	85	62	43	206	161	41	270	155	171	437	160
	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%
Telecommunications industry		B		E			EG	E					K		OP				Q
	586	281	305	186	84	114	201	329	65	49	34	199	196	42	277	147	160	389	197
Magazine industry	14.5%	14.4%	14.7%	16.6%	13.9%	12.9%	14.2%	14.2%	12.0%	11.5%	13.1%	12.9%	20.3%	14.8%	17.7%	13.4%	11.9%	12.5%	21.3%
				EG									HIJKM		OP				Q
Chemical industry	582	291	292	180	85	110	207	321	80	37	43	212	171	40	262	153	164	414	168
	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%
Telecommunications industry				EG					I				IK	I	P				Q
	577	294	283	169	71	119	217	314	58	46	39	182	201	51	263	158	153	378	199
Magazine 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	P	P			Q
Insurance Industry	496	231	265	151	74	103	167	291	61	22	30	189	154	40	226	139	130	345	151
	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%	13.9%	14.4%	12.6%	9.7%	11.1%	16.3%
Chemical industry									I		I		HIK	I	P				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%	9.7%	9.8%	13.1%	10.9%	12.3%	9.3%	13.6%	10.4%	14.6%	14.8%	13.8%	11.6%	10.5%	11.2%	15.2%
				DEG			DE						IK	IK	P				Q
Chemical industry	465	257	208	157	59	87	162	256	50	42	22	167	151	33	183	133	149	318	147
	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%
		B		DEG									HIJK						Q
	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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
Cosmetic industry	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%
			A	DEFG	F			EF				I	HIJK	I	P				Q
Oil industry	385	210	175	145	56	66	118	229	52	53	23	146	87	24	159	109	117	308	77
	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%
		B		DEFG				E											
Advertising industry	322	157	165	128	55	54	85	201	38	10	26	118	105	26	143	86	92	222	100
	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%
				EFG	EF			EF	I		I	I	HIK	I	P				Q
Tobacco industry	221	114	107	108	30	42	41	148	23	14	12	102	54	16	103	54	64	167	54
	5.5%	5.8%	5.2%	9.6%	5.0%	4.7%	2.9%	6.4%	4.3%	3.2%	4.7%	6.6%	5.6%	5.5%	6.6%	4.9%	4.7%	5.4%	5.9%
				DEFG	F	F		EF				I			P				

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Medical research industry	2381	1162	1220	601	321	517	943	1268	314	231	147	857	669	165	934	629	808	1738	643
	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%
Technology industry	2226	1132	1094	595	322	488	821	1240	302	217	138	825	588	156	870	589	758	1653	573
	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%
Tourism industry	2183	1067	1116	545	333	477	828	1227	300	204	149	770	589	171	855	593	727	1604	580
	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%
Airline industry	2137	1036	1102	548	302	438	849	1132	294	215	136	736	611	145	856	557	718	1538	599
	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%
Restaurant industry	1968	981	987	558	288	398	724	1088	263	186	129	735	498	157	811	514	636	1480	489
	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%
Banking industry	1873	890	983	470	262	364	777	954	273	193	110	684	459	153	783	488	596	1429	444
	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%
Radio industry	1830	888	942	488	259	389	694	999	243	162	124	666	481	155	746	488	591	1359	471
	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%
Food manufacturing industry	1830	926	904	472	265	412	681	1021	224	164	113	653	534	143	762	480	580	1304	526
	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%
Hydro-electric industry	1694	878	816	465	243	333	653	900	252	166	132	578	444	122	651	450	585	1254	440
	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%
Drug and pharmaceutical industry	1684	815	869	450	236	354	645	900	202	163	107	606	474	132	726	433	517	1220	465
	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%
Beverage alcohol industry	1669	837	832	444	250	361	614	939	220	143	110	648	429	118	687	443	531	1252	417
	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%
Retail industry	1662	803	858	439	253	339	631	914	221	153	120	597	458	114	701	440	515	1206	456
	41.3%	41.1%	41.4%	39.2%	41.7%	38.4%	44.5%	39.5%	40.8%	35.7%	45.8%	38.7%	47.3%	39.7%	44.8%	40.1%	38.3%	38.9%	49.2%
Newspaper industry	1651	799	852	431	241	357	622	907	230	145	115	625	404	132	683	414	547	1255	395
	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%
Clothing Industry	1612	766	846	443	235	348	587	905	189	144	116	584	464	116	702	412	490	1158	454
	40.0%	39.2%	40.8%	39.6%	38.8%	39.3%	41.4%	39.1%	34.9%	33.7%	44.4%	37.8%	47.9%	40.5%	44.9%	37.5%	36.4%	37.4%	49.0%
Television industry	1547	746	801	377	222	335	613	833	191	128	94	560	469	105	667	418	459	1088	459
	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%
Automobile industry	1544	766	778	405	247	305	587	840	225	141	89	569	409	110	650	413	471	1145	399
	38.3%	39.2%	37.5%	36.2%	40.7%	34.5%	41.4%	36.3%	41.6%	33.1%	34.1%	36.9%	42.3%	38.4%	41.6%	37.6%	35.1%	36.9%	43.0%
Telecommunications industry	1444	712	732	369	204	302	568	779	169	129	98	498	442	108	608	384	444	1006	438
	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%
Natural gas industry	1441	723	717	370	216	290	565	774	205	157	94	533	348	103	586	372	477	1097	343
	35.8%	37.1%	34.6%	33.1%	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%	37.1%
Magazine industry	1354	640	715	365	196	298	496	767	164	93	91	519	388	99	547	376	424	986	368
	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%
Insurance Industry	1243	593	650	366	174	223	479	657	168	108	82	444	337	103	525	307	404	909	334
	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%
Chemical industry	1171	614	557	342	175	232	422	651	143	123	72	417	332	84	464	316	388	842	329
	29.1%	31.4%	26.9%	30.5%	28.9%	26.3%	29.8%	28.1%	26.5%	28.8%	27.6%	27.0%	34.3%	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

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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<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			I	I	HIKM	I	OP	P			Q
Oil industry	963	481	481	287	138	191	346	531	148	138	70	339	199	69	403	253	303	771	192
	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	
Advertising industry	890	423	468	273	138	189	290	526	99	62	59	317	283	70	417	233	235	611	280
	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							I	I	HIJK	I	OP	P			Q
Tobacco industry	522	262	260	211	77	107	127	339	47	43	36	217	130	50	241	138	142	394	128
	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				H	H	HI	OP				

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

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Tobacco industry	2689	1356	1333	674	404	596	1016	1499	389	307	181	974	652	187	964	737	979	2068	621
	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%
		B		C		CG		CDEG		K		K		K		N		NO	
Advertising industry	1981	1002	979	542	285	440	714	1112	279	242	123	782	425	131	668	575	732	1584	397
	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%
		B								L		JKLM		L		N		R	
Oil industry	1951	991	960	540	289	445	677	1133	241	169	102	758	535	146	716	561	664	1440	511
	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%
		B										IJ		HJUK		N		Q	
Insurance Industry	1676	870	806	441	260	437	538	1035	209	185	105	702	361	113	585	498	588	1327	349
	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%
		B				F		CDFG		L		HL		L		N		R	
Cosmetic industry	1606	863	743	437	221	350	598	887	239	193	105	630	323	116	544	453	602	1304	302
	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%
		B					DG		L		L		L		L		N		R
Chemical industry	1500	732	768	403	216	356	525	877	220	168	95	578	322	116	553	429	511	1197	303
	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%
		B								L		L		L		L		R	
Telecommunications industry	1298	665	634	395	198	308	397	807	176	153	77	555	246	91	430	371	490	1074	225
	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%
		B		F		F		F		L		L		L		N		R	
Natural gas industry	1286	654	632	361	183	319	423	762	172	139	56	507	313	99	451	375	455	993	294
	31.9%	33.5%	30.5%	32.2%	30.3%	36.1%	29.8%	32.9%	31.9%	32.5%	21.4%	32.9%	32.4%	34.6%	28.8%	34.1%	33.8%	32.0%	31.7%
		B					DFG		J		J		J		J		N		
Drug and pharmaceutical industry	1285	639	645	364	205	309	407	797	183	151	82	515	267	87	436	376	469	1043	242
	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%
		B				F		F		L		L		L		N		R	
Magazine industry	1182	626	556	363	171	237	410	665	165	170	65	443	261	79	423	331	424	936	246
	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%
		B		EG							HJKLM					N		R	
Automobile industry	1173	574	599	338	159	301	376	699	140	116	82	476	276	83	395	352	423	920	253
	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%
		B		F			DFG		DF							N		N	
Television industry	1138	567	571	355	173	255	355	685	151	152	70	469	226	70	384	328	420	935	203
	28.3%	29.0%	27.6%	31.7%	28.6%	28.8%	25.1%	29.6%	28.0%	35.6%	26.6%	30.4%	23.4%	24.5%	24.5%	29.8%	31.3%	30.2%	21.9%
		B		F				F		L		HJLM		L		N		R	
Hydro-electric industry	1132	578	554	301	161	273	397	670	123	108	46	517	261	77	456	338	334	897	236
	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%
		B						J		J		HJUL		J		P		R	
Banking industry	1093	584	509	319	186	269	319	697	140	127	68	434	259	65	385	329	374	847	246
	27.2%	29.9%	24.6%	28.5%	30.7%	30.4%	22.5%	30.1%	26.0%	29.8%	25.8%	28.1%	26.8%	22.8%	24.6%	29.9%	27.8%	27.3%	26.6%
		B		F		F		F								N			
Newspaper industry	1092	570	521	313	173	249	357	661	133	132	61	414	283	68	388	319	378	825	266
	27.1%	29.2%	25.1%	28.0%	28.5%	28.1%	25.2%	28.6%	24.6%	31.0%	23.4%	26.8%	29.2%	23.7%	24.8%	29.1%	28.2%	26.6%	28.8%
		B						F		H						N		N	
Clothing Industry	1045	523	522	307	162	234	341	618	144	130	65	414	212	80	331	318	391	846	199
	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%	29.1%	27.3%	21.4%
		B								L		L		L		N		R	
Beverage alcohol industry	1042	514	528	307	153	246	336	621	129	117	64	401	263	68	340	303	393	798	243
	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%
		B						F								N		N	
Retail industry	962	475	488	293	141	209	320	570	120	120	56	397	196	73	313	287	358	789	173
	23.9%	24.3%	23.5%	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%	25.5%	18.7%
		B		F								L		L		N		R	
Food manufacturing industry	950	426	524	301	142	213	294	577	140	131	51	386	176	66	334	289	322	797	154
	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%
		A		F				F		L		JKLM		L		N		R	
Radio industry	828	428	401	262	115	176	275	485	99	122	53	330	189	36	285	239	301	659	169
	20.6%	21.9%	19.3%	23.4%	19.0%	19.9%	19.4%	21.0%	18.4%	28.5%	20.1%	21.4%	19.5%	12.7%	18.2%	21.8%	22.4%	21.3%	18.2%
		B		DFG							HJKLM		M		M		N		R
Restaurant industry	750	365	385	230	109	165	247	444	92	93	51	296	178	39	273	217	257	589	161
	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%
		B								M		M							
	684	351	334	210	118	156	200	438	90	77	56	296	117	47	247	210	225	586	98

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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<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	L			N		R		
Medical research industry	672	330	342	215	108	160	189	433	86	82	37	290	125	52	246	202	222	564	108
	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	
Tourism industry	622	322	300	190	87	151	193	374	64	80	39	286	123	30	225	177	217	516	106
	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	
Technology industry	588	279	308	202	79	137	171	360	70	65	40	254	117	41	222	179	184	483	105
	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/Mean: 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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Tobacco industry	2140	1110	1030	546	320	480	794	1206	324	242	147	774	506	146	756	578	798	1656	484
	53.2%	56.9%	49.7%	48.8%	52.9%	54.3%	56.0%	52.1%	60.0%	56.6%	56.1%	50.2%	52.4%	51.1%	48.3%	52.7%	59.4%	53.4%	52.2%
Oil industry		B				C	CG	C	KLM	K						N	NO		
	1326	678	648	375	196	313	441	782	164	101	71	521	385	86	491	377	452	957	369
	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%
Advertising industry		B				F			I			I	HIJKM					Q	
	1209	634	575	341	168	263	436	669	182	156	75	471	243	81	390	362	453	991	217
	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%
Insurance Industry		B							L	KLM		L				N	N	R	
	1024	552	472	269	163	271	321	642	130	103	64	453	203	71	361	306	353	832	192
	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%
Cosmetic industry		B				CFG		CF				HL				N		R	
	884	506	378	219	117	208	340	488	127	109	58	360	159	71	282	259	339	736	148
	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%
Chemical industry		B				CG	CDG		L	L	L	L				N	N	R	
	847	429	418	233	125	207	282	512	118	85	62	331	179	72	315	257	270	680	167
	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%	20.1%	23.4%	20.1%	21.9%	18.1%
Drug and pharmaceutical industry															N		R		
	771	400	371	233	123	191	224	497	123	92	45	308	148	54	266	242	261	637	134
	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%
Natural gas industry		B		F	F	F		F	L	L		L				N		R	
	747	386	361	215	112	194	226	457	99	72	26	307	185	58	267	225	250	577	171
	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%
Telecommunications industry				F	FG	F		F	J	J		J	J	J		N			
	705	388	317	219	114	177	195	452	92	90	33	319	124	47	222	211	270	599	107
	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%
Hydro-electric industry		B		F	F	F		F	L	JL		JL				N	N	R	
	629	315	314	169	87	168	204	391	62	58	18	310	137	45	272	186	168	504	125
	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%	17.0%	12.5%	16.3%	13.5%
Banking industry				CDFG						J		HIJL	J	J	P		R		
	628	346	282	190	96	176	166	418	78	77	39	245	144	45	237	191	197	494	134
	15.6%	17.7%	13.6%	17.0%	15.8%	19.9%	11.7%	18.1%	14.4%	18.1%	15.0%	15.9%	14.9%	15.6%	15.1%	17.4%	14.7%	15.9%	14.4%
Magazine industry		B		F	F	F		F											
	579	299	279	192	87	118	182	336	69	71	29	235	133	41	196	171	209	454	125
	14.4%	15.3%	13.5%	17.2%	14.3%	13.3%	12.8%	14.5%	12.7%	16.7%	11.2%	15.2%	13.7%	14.4%	12.5%	15.6%	15.6%	14.6%	13.4%
Automobile industry				EFG												N	N		
	544	272	272	166	84	146	147	351	64	50	43	224	126	37	174	178	189	430	113
	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%
Newspaper industry				F	F	F		F								N	N	R	
	536	285	251	171	78	123	164	327	63	66	26	197	150	34	179	168	186	398	138
	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%
Television industry		B		F				F					HJK			N			
	534	281	252	167	84	132	151	334	68	60	31	232	102	41	181	163	187	445	89
	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%
Beverage alcohol industry		B		F	F	F		F				L				N		R	
	521	247	273	158	81	125	156	332	58	53	37	205	128	40	177	154	187	400	121
	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%
Clothing Industry				F		F		F								N	N		
	464	240	224	142	69	118	134	288	65	54	31	186	92	36	149	143	169	383	81
	11.5%	12.3%	10.8%	12.7%	11.4%	13.4%	9.5%	12.5%	12.0%	12.6%	11.7%	12.1%	9.5%	12.6%	9.5%	13.0%	12.6%	12.3%	8.8%
Food manufacturing industry				F		F		F				L				N	N	R	
	457	218	240	162	63	96	135	277	63	66	21	196	86	26	166	144	144	384	74
	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%
Retail industry				DEFG				F		JLM		JL				N		R	
	423	208	215	130	72	97	124	265	48	49	26	179	94	28	137	141	143	341	82
	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%	10.7%	11.0%	8.9%
Radio industry				F	F			F								N		R	
	371	206	165	129	47	82	113	223	36	42	17	166	93	17	126	104	139	287	84
	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%
Medical research industry		B		DFG								HM	H			N			
	341	172	170	115	63	78	85	231	43	43	20	155	54	27	132	110	97	292	50
	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			P		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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<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								M							
Airline industry	291	157	134	94	49	74	74	193	36	30	16	140	51	17	97	95	96	245	45
	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	
Tourism industry	258	134	124	82	43	67	66	166	25	33	13	131	49	7	89	75	91	217	40
	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	
Technology industry	255	128	126	93	33	66	63	172	28	33	17	109	50	17	92	76	84	208	47
	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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Tobacco industry	1427	761	666	371	230	305	521	819	232	169	102	496	341	87	481	384	555	1114	314
	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%
		B							KLM	KM						N	NO		
	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%	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%
		B		F		F		F	IJ			IJ	HIJK	IJ				Q	
	549	325	224	157	81	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%
		B							JL							N	N	R	
Insurance Industry	490	291	199	134	88	122	146	315	64	49	29	220	92	35	166	151	170	407	83
	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%
		B			F	F		F				L				N		R	
Chemical industry	401	206	195	113	62	102	124	250	57	38	18	169	83	36	161	128	109	325	76
	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		P		R	
Cosmetic industry	386	231	154	99	53	89	144	211	58	50	17	161	63	36	134	106	143	331	55
	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%
		B							L	JL		L		JL				R	
Natural gas industry	374	191	182	116	51	97	109	233	54	38	11	148	88	35	133	113	126	294	80
	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					
Drug and pharmaceutical industry	372	189	183	124	58	90	100	245	54	44	21	160	66	27	131	127	111	313	59
	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	
Telecommunications industry	305	174	130	102	55	71	77	204	27	44	11	149	54	19	88	99	115	263	41
	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%
		B		F	F	F		F		HJL		HJL				N	N	R	
Banking industry	298	183	115	89	49	79	82	197	43	34	16	117	67	20	113	97	86	237	61
	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%
		B		F		F		F								P			
Hydro-electric industry	291	157	134	73	49	74	94	187	30	26	7	144	63	22	127	87	74	234	56
	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%
						C						HJL	J	J	P				
Newspaper industry	223	130	92	72	34	48	68	137	24	33	6	87	60	12	74	71	75	167	55
	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%
		B								HJ		J	J						
Automobile industry	222	120	101	77	40	50	55	145	25	20	12	97	53	16	76	77	66	174	47
	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			
Magazine industry	218	123	96	81	29	46	62	138	26	25	9	98	48	13	70	80	66	175	43
	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%
		B		F				F								NP			
Beverage alcohol industry	218	109	109	73	33	53	59	145	27	21	11	92	49	18	74	65	76	172	45
	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%
				F				F											
Television industry	215	114	101	78	39	42	55	138	25	29	10	93	44	13	77	64	72	181	34
	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	
Food manufacturing industry	171	85	86	67	22	36	47	109	25	27	9	73	27	11	67	55	47	147	24
	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						R	
Retail industry	152	77	75	56	24	32	40	100	20	20	7	64	35	6	59	46	45	123	29
	3.8%	3.9%	3.6%	5.0%	3.9%	3.6%	2.8%	4.3%	3.7%	4.6%	2.8%	4.2%	3.6%	2.1%	3.8%	4.2%	3.4%	4.0%	3.1%
				F				F											
Medical research industry	150	79	72	56	28	33	33	104	26	17	9	65	21	12	59	51	38	131	20
	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%
				F	F			F	L			L				P		R	
Radio industry	146	89	57	65	21	32	29	99	16	17	7	58	40	7	54	43	46	112	34
	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%
		B		DEFG		F		F											
Clothing Industry	144	70	74	54	23	33	34	102	21	21	4	56	34	8	47	44	50	119	25
	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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<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%
	B			F	F	F		F	LM			LM						R	
Restaurant industry	111	55	56	44	16	29	22	83	12	13	7	47	27	4	41	40	29	88	23
	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								P			
Technology industry	100	58	42	41	12	26	21	73	14	18	3	44	17	5	36	31	31	84	15
	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	
Tourism industry	98	52	46	43	19	19	18	71	12	7	6	53	19	0	40	31	26	84	14
	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	M	M	M	LM	M					R	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L/M - N/O/P - Q/R 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 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					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Food manufacturing industry																			
7 - Extremely trustworthy	136	78	57	58	18	26	34	79	12	6	6	56	48	7	64	29	42	93	43
	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%
		B		DEFG								I	HI		O				Q
6	667	337	330	158	104	132	273	357	77	52	37	233	216	52	292	178	193	451	216
	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
5	1027	510	517	256	144	254	374	586	135	106	70	363	270	83	405	273	344	760	267
	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	C	C					K						Q
4	1036	523	513	269	159	214	393	580	147	109	84	422	213	60	365	271	397	829	207
	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%
							C		L		LM	LM					NO	R	
3	493	208	284	139	79	117	158	299	77	65	31	190	90	41	169	144	178	413	80
	12.2%	10.7%	13.7%	12.4%	13.0%	13.2%	11.2%	12.9%	14.3%	15.2%	11.7%	12.3%	9.3%	14.3%	10.8%	13.1%	13.3%	13.3%	8.6%
			A						L		L		L		L		N	R	
2	286	133	154	95	42	61	89	168	38	39	12	123	59	15	99	90	97	237	50
	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					JL									R	
1 - Not trustworthy at all	171	85	86	67	22	36	47	109	25	27	9	73	27	11	67	55	47	147	24
	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	
Don't Know	210	78	132	77	38	45	50	135	28	23	13	84	45	17	104	59	44	170	40
	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%
			A	F	F			F							P	P			
Summary																			
TopBox (7)	136	78	57	58	18	26	34	79	12	6	6	56	48	7	64	29	42	93	43
	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%
		B		DEFG								I	HI		O				Q
Top2Box (6-7)	803	416	387	216	121	158	307	436	89	58	43	289	264	59	357	207	235	544	259
	19.9%	21.3%	18.7%	19.3%	20.0%	17.9%	21.7%	18.8%	16.6%	13.6%	16.4%	18.7%	27.3%	20.7%	22.8%	18.9%	17.5%	17.5%	28.0%
		B					EG					I	HIJKM	I	OP				Q
Top3Box (5-7)	1830	926	904	472	265	412	681	1021	224	164	113	653	534	143	762	480	580	1304	526
	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%
		B					CG						HIJK	HIK	OP				Q
Low3Box (1-3)	950	426	524	301	142	213	294	577	140	131	51	386	176	66	334	289	322	797	154
	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%
		F	A				F		L	JKLM		L				N		R	
Low2Box (1-2)	457	218	240	162	63	96	135	277	63	66	21	196	86	26	166	144	144	384	74
	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	
LowBox (1)	171	85	86	67	22	36	47	109	25	27	9	73	27	11	67	55	47	147	24
	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
		B					CG				I	I	HIJKM	I	OP				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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Retail industry																			
7 - Extremely trustworthy	107	57	50	49	19	18	20	69	13	4	4	45	32	9	55	26	24	76	31
	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%
				EFG	F			EF				I	I		P				
6	479	224	255	137	65	96	181	260	51	46	31	154	164	34	222	121	136	313	166
	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%	11.8%	14.2%	11.0%	10.1%	10.1%	18.0%
													HIKM		OP			Q	
5	1076	523	553	253	169	225	430	584	156	103	86	399	262	71	424	293	355	817	259
	26.7%	26.8%	26.7%	22.6%	27.9%	25.4%	30.3%	25.3%	28.8%	24.2%	32.7%	25.8%	27.1%	24.9%	27.1%	26.7%	26.5%	26.4%	28.0%
				C			CEG	C			IK								
4	1175	592	583	312	169	286	408	682	172	136	71	458	257	82	435	313	423	933	243
	29.2%	30.3%	28.1%	27.9%	27.9%	32.3%	28.8%	29.5%	31.8%	31.9%	27.1%	29.7%	26.5%	28.6%	27.8%	28.5%	31.5%	30.1%	26.2%
						CG			L	L							N	R	
3	540	266	273	162	69	112	196	305	72	71	31	218	103	45	176	146	215	448	91
	13.4%	13.6%	13.2%	14.5%	11.4%	12.7%	13.9%	13.2%	13.4%	16.7%	11.7%	14.1%	10.6%	15.7%	11.2%	13.3%	16.0%	14.5%	9.8%
										L							N	R	
2	271	131	140	75	48	65	84	165	28	29	18	115	59	22	78	95	98	218	53
	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%	7.3%	7.0%	5.7%
															N	N			
1 - Not trustworthy at all	152	77	75	56	24	32	40	100	20	20	7	64	35	6	59	46	45	123	29
	3.8%	3.9%	3.6%	5.0%	3.9%	3.6%	2.8%	4.3%	3.7%	4.6%	2.8%	4.2%	3.6%	2.1%	3.8%	4.2%	3.4%	4.0%	3.1%
				F				F											
Don't Know	227	82	144	76	43	50	57	147	27	18	15	92	57	18	117	58	48	172	55
	5.6%	4.2%	7.0%	6.8%	7.1%	5.7%	4.0%	6.4%	5.0%	4.3%	5.6%	6.0%	5.9%	6.3%	7.5%	5.3%	3.6%	5.5%	5.9%
			A	F	F			F							OP	P			
Summary																			
TopBox (7)	107	57	50	49	19	18	20	69	13	4	4	45	32	9	55	26	24	76	31
	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%
				EFG	F			EF				I	I		P				
Top2Box (6-7)	586	281	305	186	84	114	201	329	65	49	34	199	196	42	277	147	160	389	197
	14.5%	14.4%	14.7%	16.6%	13.9%	12.9%	14.2%	14.2%	12.0%	11.5%	13.1%	12.9%	20.3%	14.8%	17.7%	13.4%	11.9%	12.5%	21.3%
				EG									HIJKM		OP		Q		
Top3Box (5-7)	1662	803	858	439	253	339	631	914	221	153	120	597	458	114	701	440	515	1206	456
	41.3%	41.1%	41.4%	39.2%	41.7%	38.4%	44.5%	39.5%	40.8%	35.7%	45.8%	38.7%	47.3%	39.7%	44.8%	40.1%	38.3%	38.9%	49.2%
							CEG				IK		HIKM		OP			Q	
Low3Box (1-3)	962	475	488	293	141	209	320	570	120	120	56	397	196	73	313	287	358	789	173
	23.9%	24.3%	23.5%	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%	25.5%	18.7%
				F							L				N	N	R		
Low2Box (1-2)	423	208	215	130	72	97	124	265	48	49	26	179	94	28	137	141	143	341	82
	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%	10.7%	11.0%	8.9%
				F	F			F							N		R		
LowBox (1)	152	77	75	56	24	32	40	100	20	20	7	64	35	6	59	46	45	123	29
	3.8%	3.9%	3.6%	5.0%	3.9%	3.6%	2.8%	4.3%	3.7%	4.6%	2.8%	4.2%	3.6%	2.1%	3.8%	4.2%	3.4%	4.0%	3.1%
				F				F											
Mean	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
							G				I		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/Mean: 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 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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Technology industry																			
7 - Extremely trustworthy	211	116	95	72	41	36	61	123	27	15	10	66	76	17	97	62	50	138	73
	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		P	P			Q
6	813	415	398	197	106	168	342	423	93	70	49	290	252	58	346	214	248	571	242
	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	P				Q	
5	1202	601	601	326	175	284	418	693	181	132	79	469	260	81	427	313	460	944	258
	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%
									L			L					NO		
4	921	438	483	237	158	201	325	548	131	120	62	347	196	64	327	250	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%
					C			C		KL							N	R	
3	333	151	182	109	45	71	108	188	42	32	23	145	67	24	129	103	100	275	58
	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%
				G								L					R		
2	155	70	84	52	21	40	42	99	15	15	15	65	33	12	56	46	53	124	31
	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											
1 - Not trustworthy at all	100	58	42	41	12	26	21	73	14	18	3	44	17	5	36	31	31	84	15
	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	
Don't Know	291	103	188	85	47	59	101	165	37	26	21	117	66	25	147	80	61	231	60
	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%
			A												P	P			
Summary																			
TopBox (7)	211	116	95	72	41	36	61	123	27	15	10	66	76	17	97	62	50	138	73
	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		P	P			Q
Top2Box (6-7)	1023	531	492	269	147	204	403	546	120	85	59	356	329	75	443	276	298	709	315
	25.4%	27.2%	23.7%	24.1%	24.2%	23.1%	28.5%	23.6%	22.2%	19.9%	22.5%	23.0%	34.0%	26.2%	28.3%	25.1%	22.2%	22.9%	34.0%
		B					CEG						HIJKM	P				Q	
Top3Box (5-7)	2226	1132	1094	595	322	488	821	1240	302	217	138	825	588	156	870	589	758	1653	573
	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%
		B					CG						IJK					Q	
Low3Box (1-3)	588	279	308	202	79	137	171	360	70	65	40	254	117	41	222	179	184	483	105
	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		
Low2Box (1-2)	255	128	126	93	33	66	63	172	28	33	17	109	50	17	92	76	84	208	47
	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		
LowBox (1)	100	58	42	41	12	26	21	73	14	18	3	44	17	5	36	31	31	84	15
	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	
Mean	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
							CEG						HIJK		OP			Q	
Std. Dev.	1.3	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. 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_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 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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Telecommunications industry																			
7 - Extremely trustworthy	122	64	58	44	21	29	28	78	15	5	9	40	44	10	60	29	33	81	41
	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%
6	455	230	225	125	51	90	189	235	43	41	31	142	157	41	204	129	120	297	158
	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%
5	867	418	449	199	133	183	351	465	111	83	59	317	240	57	345	226	291	628	239
	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%
4	1022	484	538	261	161	223	377	573	158	120	66	375	231	71	395	261	366	804	217
	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%
3	593	277	316	176	84	131	202	355	84	64	44	236	122	43	208	161	220	475	118
	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%
2	401	214	187	118	59	105	119	248	65	46	22	170	70	28	134	112	155	335	66
	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%
1 - Not trustworthy at all	305	174	130	102	55	71	77	204	27	44	11	149	54	19	88	99	115	263	41
	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%
Don't Know	262	92	170	95	42	51	75	154	37	24	21	115	49	17	133	82	45	216	47
	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%
Summary																			
TopBox (7)	122	64	58	44	21	29	28	78	15	5	9	40	44	10	60	29	33	81	41
	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%
Top2Box (6-7)	577	294	283	169	71	119	217	314	58	46	39	182	201	51	263	158	153	378	199
	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%
Top3Box (5-7)	1444	712	732	369	204	302	568	779	169	129	98	498	442	108	608	384	444	1006	438
	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%
Low3Box (1-3)	1298	665	634	395	198	308	397	807	176	153	77	555	246	91	430	371	490	1074	225
	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%
Low2Box (1-2)	705	388	317	219	114	177	195	452	92	90	33	319	124	47	222	211	270	599	107
	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%
LowBox (1)	305	174	130	102	55	71	77	204	27	44	11	149	54	19	88	99	115	263	41
	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%
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	4	4.1	3.9	3.8	3.8	4.3
Std. Dev.	1.5	1.6	1.5	1.6	1.5	1.5	1.4	1.6	1.4	1.5	1.4	1.6	1.5	1.5	1.5	1.6	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/Mean: 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 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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Automobile industry																			
7 - Extremely trustworthy	110	57	53	52	21	19	18	69	15	2	7	43	33	10	58	21	30	80	30
	2.7%	2.9%	2.5%	4.7% EFG	3.5% F	2.1%	1.2%	3.0% F	2.7% I	0.6%	2.8% I	2.8% I	3.4% I	3.4% I	3.7% OP	1.9%	2.2%	2.6%	3.2%
6	472	234	239	128	64	91	189	252	65	34	36	169	138	30	205	131	134	334	138
	11.7%	12.0%	11.5%	11.5%	10.5%	10.3%	13.4% EG	10.9% I	12.0%	8.1%	13.6% I	11.0% IK	14.2% IK	10.6% P	13.1% P	12.0%	10.0%	10.8%	14.9% Q
5	962	475	487	225	162	195	380	520	145	105	46	357	239	70	388	260	307	731	231
	23.9%	24.3%	23.5%	20.1%	26.7% CEG	22.1%	26.8% CEG	22.5% C	26.8% J	24.5%	17.7%	23.2%	24.7% J	24.3%	24.8%	23.7%	22.8%	23.6%	24.9%
4	1090	538	551	293	163	236	397	637	147	144	74	409	236	80	410	271	405	858	231
	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% NO	27.7%	25.0%
3	630	302	328	172	75	155	228	348	76	66	39	253	150	46	221	174	234	490	140
	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%	16.4%	15.5%	16.0%	14.1%	15.9%	17.4% N	15.8%	15.1%
2	322	152	170	90	43	97	92	206	39	31	30	127	73	22	97	100	124	256	66
	8.0%	7.8%	8.2%	8.0%	7.1% CDFG	10.9%	6.5% F	8.9% F	7.3% L	7.2%	11.6% L	8.2%	7.5%	7.6%	6.2% N	9.1% N	9.2% N	8.3%	7.1%
1 - Not trustworthy at all	222	120	101	77	40	50	55	145	25	20	12	97	53	16	76	77	66	174	47
	5.5%	6.2%	4.9%	6.8% F	6.7% F	5.6%	3.9%	6.3% F	4.6%	4.6%	4.7%	6.3%	5.4%	5.5%	4.9% NP	7.0% NP	4.9%	5.6%	5.1%
Don't Know	219	75	145	83	37	41	58	136	28	26	17	89	47	13	110	62	44	176	43
	5.4%	3.8%	7.0%	7.4% A	6.1% EFG	4.7%	4.1%	5.9% F	5.2%	6.0%	6.5%	5.7%	4.8%	4.6%	7.0% P	5.7% P	3.3%	5.7%	4.7%
Summary																			
TopBox (7)	110	57	53	52	21	19	18	69	15	2	7	43	33	10	58	21	30	80	30
	2.7%	2.9%	2.5%	4.7% EFG	3.5% F	2.1%	1.2%	3.0% F	2.7% I	0.6%	2.8% I	2.8% I	3.4% I	3.4% I	3.7% OP	1.9%	2.2%	2.6%	3.2%
Top2Box (6-7)	582	291	292	180	85	110	207	321	80	37	43	212	171	40	262	153	164	414	168
	14.5%	14.9%	14.1%	16.1% EG	14.0%	12.5%	14.6%	13.9% I	14.8% I	8.6%	16.4% I	13.7% I	17.6% IK	14.0% I	16.8% P	13.9%	12.2%	13.4%	18.1% Q
Top3Box (5-7)	1544	766	778	405	247	305	587	840	225	141	89	569	409	110	650	413	471	1145	399
	38.3%	39.2%	37.5%	36.2% EG	40.7% CEG	34.5%	41.4% CEG	36.3% I	41.6% I	33.1%	34.1%	36.9% I	42.3% IJK	38.4% OP	41.6% OP	37.6%	35.1%	36.9% Q	43.0% Q
Low3Box (1-3)	1173	574	599	338	159	301	376	699	140	116	82	476	276	83	395	352	423	920	253
	29.1%	29.4%	28.9%	30.2% F	26.2% DFG	34.0% DFG	26.5% DF	30.2% DF	25.9%	27.3%	31.3%	30.9%	28.5%	29.1%	25.2% N	32.1% N	31.5% N	29.7%	27.3%
Low2Box (1-2)	544	272	272	166	84	146	147	351	64	50	43	224	126	37	174	178	189	430	113
	13.5%	13.9%	13.1%	14.8% F	13.8% F	16.6% F	10.4% F	15.2% F	11.8%	11.7%	16.3%	14.5%	13.0%	13.1%	11.1% N	16.2% N	14.1% N	13.9%	12.2%
LowBox (1)	222	120	101	77	40	50	55	145	25	20	12	97	53	16	76	77	66	174	47
	5.5%	6.2%	4.9%	6.8% F	6.7% F	5.6%	3.9%	6.3% F	4.6%	4.6%	4.7%	6.3%	5.4%	5.5%	4.9% NP	7.0% NP	4.9%	5.6%	5.1%
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
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	0	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Tourism industry																			
7 - Extremely trustworthy	199	98	101	63	30	43	63	116	23	7	12	68	72	17	104	52	43	126	73
	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%
6	855	429	426	183	120	201	352	472	107	78	65	281	260	65	346	236	269	598	257
	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%
5	1129	540	589	298	183	233	414	639	170	119	72	421	257	89	404	305	416	879	250
	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%
4	937	457	481	281	142	196	319	536	135	115	51	379	193	63	339	249	345	753	185
	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%
3	364	188	176	108	45	84	128	208	39	47	26	155	74	23	136	102	126	298	66
	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%
2	160	81	78	39	24	49	48	96	12	26	7	77	30	7	49	44	65	134	26
	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%
1 - Not trustworthy at all	98	52	46	43	19	19	18	71	12	7	6	53	19	0	40	31	26	84	14
	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%
Don't Know	283	107	176	104	43	60	77	175	41	28	22	109	62	22	147	79	54	228	55
	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%
Summary																			
TopBox (7)	199	98	101	63	30	43	63	116	23	7	12	68	72	17	104	52	43	126	73
	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%
Top2Box (6-7)	1055	527	527	246	150	244	415	588	130	85	77	349	332	82	450	288	311	724	330
	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%
Top3Box (5-7)	2183	1067	1116	545	333	477	828	1227	300	204	149	770	589	171	855	593	727	1604	580
	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%
Low3Box (1-3)	622	322	300	190	87	151	193	374	64	80	39	286	123	30	225	177	217	516	106
	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%
Low2Box (1-2)	258	134	124	82	43	67	66	166	25	33	13	131	49	7	89	75	91	217	40
	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%
LowBox (1)	98	52	46	43	19	19	18	71	12	7	6	53	19	0	40	31	26	84	14
	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%
Mean	4.7	4.6	4.7	4.5	4.6	4.6	4.8	4.6	4.7	4.4	4.7	4.5	4.9	4.9	4.7	4.6	4.6	4.6	4.9
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

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

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Banking industry																			
7 - Extremely trustworthy	221	116	104	63	25	35	97	98	28	20	12	82	60	18	113	55	51	165	55
	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				
6	671	310	361	152	88	133	298	332	99	57	34	245	175	60	277	173	220	503	168
	16.7%	15.9%	17.4%	13.6%	14.5%	15.1%	21.0%	14.4%	18.4%	13.2%	13.1%	15.9%	18.1%	21.1%	17.7%	15.7%	16.4%	16.2%	18.1%
							CDEG						I	JK					
5	982	463	518	255	149	196	382	524	146	117	64	357	224	75	393	260	325	761	220
	24.4%	23.7%	25.0%	22.8%	24.6%	22.2%	27.0%	22.7%	27.0%	27.3%	24.3%	23.1%	23.2%	26.1%	25.1%	23.7%	24.2%	24.6%	23.8%
							CEG												
4	881	405	476	261	126	211	283	541	101	92	71	355	208	54	301	235	339	681	200
	21.9%	20.7%	22.9%	23.3%	20.8%	23.8%	20.0%	23.4%	18.6%	21.5%	27.1%	23.0%	21.5%	19.0%	19.3%	21.4%	25.3%	22.0%	21.5%
							F	F			HM						NO		
3	466	238	228	129	90	93	153	279	63	50	28	188	115	21	148	138	177	353	113
	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%
					EFG							M	M			N	N		
2	330	164	166	102	47	97	84	222	34	43	23	128	77	24	124	94	111	257	72
	8.2%	8.4%	8.0%	9.1%	7.7%	11.0%	5.9%	9.6%	6.4%	10.0%	8.9%	8.3%	8.0%	8.5%	7.9%	8.6%	8.3%	8.3%	7.8%
						DF													
1 - Not trustworthy at all	298	183	115	89	49	79	82	197	43	34	16	117	67	20	113	97	86	237	61
	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%
		B		F		F		F								P			
Don't Know	179	74	106	69	32	41	38	120	26	15	14	70	41	13	96	46	34	142	37
	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%
				F	F	F		F							OP	P			
Summary																			
TopBox (7)	221	116	104	63	25	35	97	98	28	20	12	82	60	18	113	55	51	165	55
	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				
Top2Box (6-7)	891	427	465	215	113	168	395	431	128	76	46	328	235	79	390	228	271	668	223
	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%
							CDEG		I				IJ	JK	OP				
Top3Box (5-7)	1873	890	983	470	262	364	777	954	273	193	110	684	459	153	783	488	596	1429	444
	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%
							CDEG		JK					JK	OP				
Low3Box (1-3)	1093	584	509	319	186	269	319	697	140	127	68	434	259	65	385	329	374	847	246
	27.2%	29.9%	24.6%	28.5%	30.7%	30.4%	22.5%	30.1%	26.0%	29.8%	25.8%	28.1%	26.8%	22.8%	24.6%	29.9%	27.8%	27.3%	26.6%
		B		F	F	F		F							N				
Low2Box (1-2)	628	346	282	190	96	176	166	418	78	77	39	245	144	45	237	191	197	494	134
	15.6%	17.7%	13.6%	17.0%	15.8%	19.9%	11.7%	18.1%	14.4%	18.1%	15.0%	15.9%	14.9%	15.6%	15.1%	17.4%	14.7%	15.9%	14.4%
		B		F	F	F		F											
LowBox (1)	298	183	115	89	49	79	82	197	43	34	16	117	67	20	113	97	86	237	61
	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%
		B		F		F		F								P			
Mean	4.3	4.2	4.3	4.1	4.1	4.1	4.5	4.1	4.3	4.1	4.2	4.2	4.3	4.4	4.4	4.1	4.2	4.2	4.3
		A					CDEG							IK	OP				
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/Mean: 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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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																			
7 - Extremely trustworthy	217	110	107	80	28	41	67	122	18	16	7	76	79	19	110	56	48	141	76
	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
6	613	291	322	163	74	118	257	299	63	58	36	231	181	45	279	171	161	431	181
	15.2%	14.9%	15.5%	14.6%	12.2%	13.4%	18.2% CDEG	12.9%	11.6%	13.5%	13.6%	15.0%	18.7% HIK	15.6% P	17.8% P	15.6% P	12.0%	13.9%	19.6% Q
5	855	415	440	206	134	194	320	479	121	89	64	298	215	68	337	205	308	647	207
	21.2%	21.2%	21.2%	18.4%	22.1%	22.0%	22.6% C	20.7% C	22.4%	21.0%	24.3%	19.3%	22.2%	23.7%	21.5%	18.7%	22.9% O	20.9%	22.4%
4	844	423	421	230	127	183	304	489	129	93	59	330	182	52	298	226	315	666	178
	21.0%	21.7%	20.3%	20.5%	21.0%	20.7%	21.5%	21.1%	23.9% L	21.9%	22.4%	21.4%	18.8%	18.2%	19.1%	20.6%	23.5% N	21.5%	19.3%
3	514	240	274	131	82	118	183	301	60	59	37	207	119	32	170	135	209	406	108
	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%
2	399	211	189	108	66	101	124	252	69	48	25	148	82	28	135	115	150	324	75
	9.9%	10.8%	9.1%	9.7%	10.8%	11.5%	8.8% F	10.9% F	12.8% L	11.2%	9.4%	9.6%	8.5%	9.7%	8.6%	10.4%	11.2% N	10.5% R	8.1%
1 - Not trustworthy at all	372	189	183	124	58	90	100	245	54	44	21	160	66	27	131	127	111	313	59
	9.2%	9.7%	8.8%	11.1% F	9.5%	10.1% F	7.0% F	10.6% F	10.0% L	10.3% L	8.0% L	10.3% L	6.8% L	9.3%	8.4%	11.6% NP	8.2% R	10.1% R	6.3%
Don't Know	213	75	138	76	38	38	61	127	26	19	15	93	44	16	105	64	42	172	41
	5.3%	3.8%	6.7% A	6.8% EFG	6.3%	4.3%	4.3%	5.5%	4.8%	4.6%	5.6%	6.0%	4.6%	5.4%	6.7% P	5.8% P	3.1%	5.5%	4.5%
Summary																			
TopBox (7)	217	110	107	80	28	41	67	122	18	16	7	76	79	19	110	56	48	141	76
	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
Top2Box (6-7)	829	401	429	243	102	160	325	421	81	74	43	308	260	64	389	227	209	572	257
	20.6%	20.5%	20.7%	21.8% DG	16.8%	18.1%	22.9% DEG	18.2%	15.0%	17.3%	16.4%	19.9%	26.9% H	22.4% HIJK	24.9% OP	20.7% P	15.6%	18.5%	27.8% Q
Top3Box (5-7)	1684	815	869	450	236	354	645	900	202	163	107	606	474	132	726	433	517	1220	465
	41.8%	41.7%	41.9%	40.2% CDEG	38.9%	40.1%	45.5% CDEG	38.9%	37.4%	38.3%	40.7%	39.3%	49.0% HIJK	46.0% H	46.4% OP	39.4%	38.5%	39.3%	50.2% Q
Low3Box (1-3)	1285	639	645	364	205	309	407	797	183	151	82	515	267	87	436	376	469	1043	242
	31.9%	32.7%	31.1%	32.5% F	33.8% F	34.9% F	28.7% F	34.5% F	33.9% L	35.3% L	31.3% L	33.3% L	27.6% L	30.3% L	27.8% N	34.3% N	34.9% N	33.6% R	26.1%
Low2Box (1-2)	771	400	371	233	123	191	224	497	123	92	45	308	148	54	266	242	261	637	134
	19.2%	20.5% B	17.9% F	20.8% F	20.3% F	21.6% F	15.8% F	21.5% F	22.8% L	21.6% L	17.3% L	20.0% L	15.3% L	19.0% L	17.0% N	22.0% N	19.4% R	20.6% R	14.5%
LowBox (1)	372	189	183	124	58	90	100	245	54	44	21	160	66	27	131	127	111	313	59
	9.2%	9.7%	8.8%	11.1% F	9.5% F	10.1% F	7.0% F	10.6% F	10.0% L	10.3% L	8.0% L	10.3% L	6.8% L	9.3%	8.4%	11.6% NP	8.2% R	10.1% R	6.3%
				F		F		F	L	L		L				NP		R	
Mean	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
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/Mean: 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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Clothing Industry																			
7 - Extremely trustworthy	123	62	61	50	25	22	26	77	16	9	7	45	40	6	60	30	33	86	38
	3.1%	3.2%	2.9%	4.4%	4.2%	2.5%	1.8%	3.3%	2.9%	2.0%	2.8%	2.9%	4.2%	2.1%	3.8%	2.7%	2.5%	2.8%	4.1%
6	509	234	276	147	71	113	178	292	56	32	39	169	165	47	235	127	144	344	165
	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%
5	980	470	510	247	138	213	382	537	116	103	69	370	258	63	408	254	312	729	251
	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%
4	1143	567	576	296	161	253	433	643	177	130	65	453	246	72	423	307	411	908	235
	28.4%	29.1%	27.8%	26.4%	26.6%	28.7%	30.5%	27.8%	32.8%	30.5%	24.7%	29.4%	25.4%	25.3%	27.0%	27.9%	30.6%	29.3%	25.4%
3	581	283	298	165	93	115	207	330	79	76	34	228	120	44	182	175	222	463	117
	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%
2	320	170	151	88	46	86	100	186	44	33	27	131	58	28	102	99	119	264	56
	8.0%	8.7%	7.3%	7.9%	7.6%	9.7%	7.1%	8.1%	8.2%	7.8%	10.3%	8.5%	6.0%	9.7%	6.5%	9.0%	8.9%	8.5%	6.1%
1 - Not trustworthy at all	144	70	74	54	23	33	34	102	21	21	4	56	34	8	47	44	50	119	25
	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%
Don't Know	226	97	129	73	47	49	57	147	31	23	16	92	46	18	109	62	52	187	39
	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%
Summary																			
TopBox (7)	123	62	61	50	25	22	26	77	16	9	7	45	40	6	60	30	33	86	38
	3.1%	3.2%	2.9%	4.4%	4.2%	2.5%	1.8%	3.3%	2.9%	2.0%	2.8%	2.9%	4.2%	2.1%	3.8%	2.7%	2.5%	2.8%	4.1%
Top2Box (6-7)	632	296	336	196	97	135	204	368	72	41	47	214	205	53	294	157	178	430	203
	15.7%	15.2%	16.2%	17.5%	16.0%	15.3%	14.4%	15.9%	13.4%	9.6%	17.8%	13.9%	21.2%	18.5%	18.8%	14.3%	13.2%	13.9%	21.9%
Top3Box (5-7)	1612	766	846	443	235	348	587	905	189	144	116	584	464	116	702	412	490	1158	454
	40.0%	39.2%	40.8%	39.6%	38.8%	39.3%	41.4%	39.1%	34.9%	33.7%	44.4%	37.8%	47.9%	40.5%	44.9%	37.5%	36.4%	37.4%	49.0%
Low3Box (1-3)	1045	523	522	307	162	234	341	618	144	130	65	414	212	80	331	318	391	846	199
	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%	29.1%	27.3%	21.4%
Low2Box (1-2)	464	240	224	142	69	118	134	288	65	54	31	186	92	36	149	143	169	383	81
	11.5%	12.3%	10.8%	12.7%	11.4%	13.4%	9.5%	12.5%	12.0%	12.6%	11.7%	12.1%	9.5%	12.6%	9.5%	13.0%	12.6%	12.3%	8.8%
LowBox (1)	144	70	74	54	23	33	34	102	21	21	4	56	34	8	47	44	50	119	25
	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%
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	4.2	4.4	4.1	4.1	4.1	4.4
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% 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 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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Oil industry																			
7 - Extremely trustworthy	96	52	44	41	17	18	20	58	12	15	3	34	21	11	43	29	24	78	17
	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%
6	289	158	131	104	39	49	97	170	39	38	21	112	65	13	116	80	93	229	60
	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%
5	578	271	307	143	82	125	229	302	97	85	46	193	112	45	244	144	186	464	114
	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%
4	839	397	442	199	130	193	317	479	115	93	68	331	186	46	301	210	326	658	181
	20.8%	20.3%	21.3%	17.8%	21.5%	21.9%	22.4%	20.7%	21.3%	21.9%	26.1%	21.4%	19.2%	16.0%	19.2%	19.1%	24.3%	21.2%	19.5%
3	625	313	312	165	93	131	236	351	77	69	31	237	150	60	225	184	212	483	142
	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%
2	597	275	322	151	95	138	212	340	68	49	44	237	165	34	218	156	222	436	161
	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%
1 - Not trustworthy at all	729	403	326	224	101	175	229	442	96	52	27	283	219	52	273	221	231	521	208
	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%
Don't Know	273	83	190	93	49	55	77	169	35	27	22	116	48	25	145	74	50	230	43
	6.8%	4.3%	9.2%	8.3%	8.1%	6.2%	5.4%	7.3%	6.6%	6.3%	8.4%	7.5%	5.0%	8.8%	9.3%	6.8%	3.7%	7.4%	4.7%
Summary																			
TopBox (7)	96	52	44	41	17	18	20	58	12	15	3	34	21	11	43	29	24	78	17
	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%
Top2Box (6-7)	385	210	175	145	56	66	118	229	52	53	23	146	87	24	159	109	117	308	77
	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%
Top3Box (5-7)	963	481	481	287	138	191	346	531	148	138	70	339	199	69	403	253	303	771	192
	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%
Low3Box (1-3)	1951	991	960	540	289	445	677	1133	241	169	102	758	535	146	716	561	664	1440	511
	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%
Low2Box (1-2)	1326	678	648	375	196	313	441	782	164	101	71	521	385	86	491	377	452	957	369
	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%
LowBox (1)	729	403	326	224	101	175	229	442	96	52	27	283	219	52	273	221	231	521	208
	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%
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	1.6	1.7	1.7	1.6	1.5	1.7	1.7	1.7	1.7	1.7	1.6	1.7	1.7
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_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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Hydro-electric industry																			
7 - Extremely trustworthy	184	109	75	56	36	32	60	102	27	12	11	63	55	16	71	56	56	130	54
	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%
6	597	324	273	158	77	105	258	291	87	62	44	203	161	40	249	133	211	437	160
	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%
5	913	445	467	251	131	196	336	507	137	92	77	312	227	67	331	261	318	686	226
	22.7%	22.8%	22.5%	22.4%	21.6%	22.1%	23.7%	21.9%	25.4%	21.6%	29.5%	20.2%	23.5%	23.3%	21.1%	23.8%	23.6%	22.1%	24.4%
4	899	399	499	241	149	215	294	553	121	110	61	346	196	64	312	233	350	713	186
	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%
3	504	264	240	132	74	105	193	279	61	50	28	207	124	33	184	151	166	393	111
	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%
2	338	158	180	96	38	94	110	205	32	32	11	166	74	23	144	99	94	270	68
	8.4%	8.1%	8.7%	8.6%	6.3%	10.6%	7.8%	8.9%	5.9%	7.5%	4.2%	10.8%	7.6%	8.0%	9.2%	9.1%	7.0%	8.7%	7.4%
1 - Not trustworthy at all	291	157	134	73	49	74	94	187	30	26	7	144	63	22	127	87	74	234	56
	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%
Don't Know	301	97	204	113	52	63	73	190	44	43	22	103	66	23	147	78	74	236	65
	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																			
TopBox (7)	184	109	75	56	36	32	60	102	27	12	11	63	55	16	71	56	56	130	54
	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%
Top2Box (6-7)	781	433	348	214	113	137	318	393	114	74	55	266	216	56	320	189	267	568	214
	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%
Top3Box (5-7)	1694	878	816	465	243	333	653	900	252	166	132	578	444	122	651	450	585	1254	440
	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%
Low3Box (1-3)	1132	578	554	301	161	273	397	670	123	108	46	517	261	77	456	338	334	897	236
	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%
Low2Box (1-2)	629	315	314	169	87	168	204	391	62	58	18	310	137	45	272	186	168	504	125
	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%	17.0%	12.5%	16.3%	13.5%
LowBox (1)	291	157	134	73	49	74	94	187	30	26	7	144	63	22	127	87	74	234	56
	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%
Mean	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
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/Mean: 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 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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Natural gas industry																			
7 - Extremely trustworthy	128	66	62	48	20	26	35	76	16	15	9	44	32	13	66	31	31	98	30
	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%
6	469	247	222	124	68	77	200	244	69	47	34	162	129	28	204	124	140	339	130
	11.7%	12.7%	10.7%	11.1%	11.3%	8.7%	14.1%	10.6%	12.7%	11.0%	13.1%	10.5%	13.4%	9.7%	13.1%	11.3%	10.4%	10.9%	14.1%
5	843	410	433	199	128	187	330	454	120	96	51	327	187	62	315	216	305	660	183
	20.9%	21.0%	20.9%	17.8%	21.1%	21.1%	23.3%	19.6%	22.2%	22.4%	19.6%	21.2%	19.3%	21.6%	20.1%	19.7%	22.7%	21.3%	19.8%
4	963	472	491	267	152	207	337	564	123	104	86	373	218	58	361	255	344	755	208
	23.9%	24.2%	23.7%	23.9%	25.1%	23.4%	23.8%	24.4%	22.7%	24.4%	32.8%	24.2%	22.6%	20.2%	23.0%	23.2%	25.6%	24.4%	22.4%
3	539	268	272	146	71	125	197	304	73	66	31	201	128	41	184	149	205	416	123
	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%	13.4%	13.3%
2	374	195	178	99	61	97	116	224	45	34	15	159	97	23	134	112	124	283	91
	9.3%	10.0%	8.6%	8.9%	10.1%	11.0%	8.2%	9.7%	8.4%	8.1%	5.6%	10.3%	10.0%	8.1%	8.6%	10.2%	9.2%	9.1%	9.8%
1 - Not trustworthy at all	374	191	182	116	51	97	109	233	54	38	11	148	88	35	133	113	126	294	80
	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%
Don't Know	336	103	233	121	55	68	93	212	40	27	26	129	88	26	168	97	68	255	82
	8.4%	5.3%	11.3%	10.8%	9.0%	7.7%	6.5%	9.2%	7.5%	6.3%	9.8%	8.4%	9.0%	9.2%	10.7%	8.8%	5.1%	8.2%	8.8%
Summary																			
TopBox (7)	128	66	62	48	20	26	35	76	16	15	9	44	32	13	66	31	31	98	30
	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%
Top2Box (6-7)	598	313	285	171	88	103	235	321	85	62	43	206	161	41	270	155	171	437	160
	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%
Top3Box (5-7)	1441	723	717	370	216	290	565	774	205	157	94	533	348	103	586	372	477	1097	343
	35.8%	37.1%	34.6%	33.1%	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%	37.1%
Low3Box (1-3)	1286	654	632	361	183	319	423	762	172	139	56	507	313	99	451	375	455	993	294
	31.9%	33.5%	30.5%	32.2%	30.3%	36.1%	29.8%	32.9%	31.9%	32.5%	21.4%	32.9%	32.4%	34.6%	28.8%	34.1%	33.8%	32.0%	31.7%
Low2Box (1-2)	747	386	361	215	112	194	226	457	99	72	26	307	185	58	267	225	250	577	171
	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%
LowBox (1)	374	191	182	116	51	97	109	233	54	38	11	148	88	35	133	113	126	294	80
	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%
Mean	3.9	3.9	3.9	3.9	4	3.8	4.1	3.9	4	4	4.2	3.9	4	3.9	4.1	3.8	3.9	3.9	4
Std. Dev.	1.6	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.6	1.6	1.4	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_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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All respondents	4026	1929	2097	1082	611	898	1435	2317	440	348	214	1277	1510	237	1603	1108	1297	2634	1392
Weighted	4026	1953	2073	1119	606	884	1417	2313	540	427	262	1544	967	286	1565	1098	1344	3100	926
Chemical industry																			
7 - Extremely trustworthy	110	63	47	49	21	19	22	65	16	10	6	38	32	9	53	36	20	82	29
	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%
6	355	194	160	108	38	68	141	191	34	32	16	129	119	24	129	97	128	236	119
	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%
5	706	356	350	185	116	145	260	395	93	81	50	250	180	51	281	183	240	525	181
	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%
4	911	456	456	238	147	207	320	530	123	94	64	351	222	57	337	231	341	700	211
	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%	22.6%	22.8%
3	653	303	349	170	91	149	243	365	102	83	33	247	144	43	238	172	241	517	135
	16.2%	15.5%	16.9%	15.2%	15.1%	16.8%	17.1%	15.8%	18.9%	19.5%	12.6%	16.0%	14.9%	15.2%	15.2%	15.7%	17.9%	16.7%	14.6%
2	446	223	223	120	63	105	158	262	62	47	44	162	96	36	154	129	161	355	92
	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%
1 - Not trustworthy at all	401	206	195	113	62	102	124	250	57	38	18	169	83	36	161	128	109	325	76
	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%
Don't Know	444	151	292	137	67	89	150	255	54	42	31	197	91	30	212	123	103	360	84
	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%
Summary																			
TopBox (7)	110	63	47	49	21	19	22	65	16	10	6	38	32	9	53	36	20	82	29
	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%
Top2Box (6-7)	465	257	208	157	59	87	162	256	50	42	22	167	151	33	183	133	149	318	147
	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%
Top3Box (5-7)	1171	614	557	342	175	232	422	651	143	123	72	417	332	84	464	316	388	842	329
	29.1%	31.4%	26.9%	30.5%	28.9%	26.3%	29.8%	28.1%	26.5%	28.8%	27.6%	27.0%	34.3%	29.2%	29.6%	28.8%	28.9%	27.2%	35.5%
Low3Box (1-3)	1500	732	768	403	216	356	525	877	220	168	95	578	322	116	553	429	511	1197	303
	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%
Low2Box (1-2)	847	429	418	233	125	207	282	512	118	85	62	331	179	72	315	257	270	680	167
	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%	20.1%	23.4%	20.1%	21.9%	18.1%
LowBox (1)	401	206	195	113	62	102	124	250	57	38	18	169	83	36	161	128	109	325	76
	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%
Mean	3.7	3.8	3.7	3.8	3.7	3.6	3.7	3.7	3.6	3.7	3.7	3.7	3.9	3.6	3.8	3.7	3.7	3.6	4
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.

		Gender		Age					Region					Education			Language of Survey		
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Beverage alcohol industry																			
7 - Extremely trustworthy	147	81	66	57	26	28	36	88	15	7	15	49	48	13	76	31	38	104	43
	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% I	3.1%	5.0% HIK	4.7% I	4.9% OP	2.8%	2.8%	3.4%	4.6% Q
6	574	292	282	135	87	117	236	302	63	41	40	223	158	50	252	162	159	415	159
	14.3%	14.9%	13.6%	12.0%	14.3%	13.2%	16.6% CEG	13.1% I	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
5	948	464	484	252	137	216	343	549	143	95	55	376	223	55	359	250	334	733	215
	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%
4	1046	498	547	276	162	221	388	594	149	141	73	381	220	81	412	270	363	831	215
	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%
3	521	266	255	149	72	121	180	289	71	64	27	196	135	28	163	149	207	398	123
	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% N	15.4% N	12.9%	13.2%
2	303	138	165	86	47	73	97	187	31	32	25	113	79	22	103	89	111	227	75
	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%
1 - Not trustworthy at all	218	109	109	73	33	53	59	145	27	21	11	92	49	18	74	65	76	172	45
	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%
Don't Know	269	104	166	92	42	56	80	159	42	27	15	113	54	19	127	83	56	218	52
	6.7%	5.3%	8.0%	8.2% A	6.9% F	6.3%	5.6%	6.9%	7.7%	6.3%	5.6%	7.3%	5.6%	6.7%	8.1% P	7.5% P	4.2%	7.0%	5.6%
Summary																			
TopBox (7)	147	81	66	57	26	28	36	88	15	7	15	49	48	13	76	31	38	104	43
	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% I	3.1%	5.0% HIK	4.7% I	4.9% OP	2.8%	2.8%	3.4%	4.6% Q
Top2Box (6-7)	721	372	349	192	113	145	271	390	77	48	55	272	206	63	328	193	197	519	202
	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% I	21.3% HIK	22.0% HI	20.9% OP	17.6%	14.7%	16.8%	21.8% Q
Top3Box (5-7)	1669	837	832	444	250	361	614	939	220	143	110	648	429	118	687	443	531	1252	417
	41.5%	42.8%	40.1%	39.7%	41.2%	40.9%	43.3%	40.6%	40.8% I	33.4% I	42.1% I	42.0% I	44.4% I	41.4% I	43.9% P	40.3%	39.5%	40.4%	45.0% Q
Low3Box (1-3)	1042	514	528	307	153	246	336	621	129	117	64	401	263	68	340	303	393	798	243
	25.9%	26.3%	25.5%	27.4% F	25.2%	27.8% F	23.7% F	26.8% F	23.9%	27.3%	24.2%	26.0%	27.2%	23.7%	21.7%	27.6% N	29.3% N	25.7%	26.3%
Low2Box (1-2)	521	247	273	158	81	125	156	332	58	53	37	205	128	40	177	154	187	400	121
	12.9%	12.7%	13.2%	14.2% F	13.3%	14.2% F	11.0% F	14.4% F	10.7%	12.4%	13.9%	13.3%	13.3%	14.0%	11.3%	14.0% N	13.9% N	12.9%	13.0%
LowBox (1)	218	109	109	73	33	53	59	145	27	21	11	92	49	18	74	65	76	172	45
	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%
Mean	4.2	4.2	4.2	4.2	4.2	4.1	4.3 CEG	4.1	4.2	4	4.3 I	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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Tobacco Industry																			
7 - Extremely trustworthy	64	39	26	34	11	11	7	43	5	2	6	29	13	9	28	15	21	53	11
	1.6%	2.0%	1.2%	3.1%	1.8%	1.3%	0.5%	1.9%	0.9%	0.6%	2.4%	1.9%	1.3%	3.0%	1.8%	1.4%	1.6%	1.7%	1.2%
6	157	75	82	73	19	30	34	105	18	11	6	73	41	7	75	39	43	114	43
	3.9%	3.9%	3.9%	6.5%	3.2%	3.4%	2.4%	4.5%	3.4%	2.6%	2.4%	4.7%	4.3%	2.5%	4.8%	3.6%	3.2%	3.7%	4.6%
5	301	148	153	103	47	65	86	191	23	30	23	115	76	34	138	83	78	227	73
	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%
4	566	241	325	144	86	130	207	322	72	49	29	244	141	31	247	155	163	433	134
	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%
3	549	246	304	128	84	116	222	294	65	65	34	199	145	41	208	159	182	412	137
	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%
2	713	349	364	175	90	175	273	387	92	73	45	279	165	59	275	194	243	543	170
	17.7%	17.9%	17.6%	15.7%	14.9%	19.8%	19.2%	16.7%	17.1%	17.0%	17.2%	18.1%	17.1%	20.7%	17.6%	17.7%	18.1%	17.5%	18.4%
1 - Not trustworthy at all	1427	761	666	371	230	305	521	819	232	169	102	496	341	87	481	384	555	1114	314
	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%
Don't Know	248	93	155	90	39	51	68	152	32	28	16	109	45	18	113	69	59	205	44
	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%
Summary																			
TopBox (7)	64	39	26	34	11	11	7	43	5	2	6	29	13	9	28	15	21	53	11
	1.6%	2.0%	1.2%	3.1%	1.8%	1.3%	0.5%	1.9%	0.9%	0.6%	2.4%	1.9%	1.3%	3.0%	1.8%	1.4%	1.6%	1.7%	1.2%
Top2Box (6-7)	221	114	107	108	30	42	41	148	23	14	12	102	54	16	103	54	64	167	54
	5.5%	5.8%	5.2%	9.6%	5.0%	4.7%	2.9%	6.4%	4.3%	3.2%	4.7%	6.6%	5.6%	5.5%	6.6%	4.9%	4.7%	5.4%	5.9%
Top3Box (5-7)	522	262	260	211	77	107	127	339	47	43	36	217	130	50	241	138	142	394	128
	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%
Low3Box (1-3)	2689	1356	1333	674	404	596	1016	1499	389	307	181	974	652	187	964	737	979	2068	621
	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%
Low2Box (1-2)	2140	1110	1030	546	320	480	794	1206	324	242	147	774	506	146	756	578	798	1656	484
	53.2%	56.9%	49.7%	48.8%	52.9%	54.3%	56.0%	52.1%	60.0%	56.6%	56.1%	50.2%	52.4%	51.1%	48.3%	52.7%	59.4%	53.4%	52.2%
LowBox (1)	1427	761	666	371	230	305	521	819	232	169	102	496	341	87	481	384	555	1114	314
	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%
Mean	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
Std. Dev.	1.6	1.6	1.6	1.8	1.6	1.6	1.5	1.7	1.5	1.5	1.6	1.7	1.6	1.7	1.7	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	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_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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Magazine industry																			
7 - Extremely trustworthy	97	43	55	44	14	18	22	55	13	0	5	35	33	11	48	27	23	66	31
	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						I		I	I	I	I	P				Q
6	398	189	210	107	61	86	145	236	48	22	25	153	122	29	178	112	107	279	120
	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%	10.1%	11.4%	10.2%	8.0%	9.0%	12.9%
												I	HIK	I	P				Q
5	858	408	450	214	121	195	329	476	103	71	61	330	234	59	321	238	294	641	217
	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%
							C						HI						Q
4	1204	581	623	301	190	286	427	710	174	136	85	460	260	89	451	318	434	949	256
	29.9%	29.8%	30.0%	26.9%	31.4%	32.4%	30.1%	30.7%	32.3%	31.9%	32.6%	29.8%	26.8%	31.2%	28.8%	29.0%	32.3%	30.6%	27.6%
						C		C	L								N	R	
3	604	327	277	171	85	120	228	329	96	98	36	208	128	37	227	159	215	482	122
	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%
		B							KL	JKLM								R	
2	360	176	184	111	57	72	120	198	43	47	21	137	85	28	126	91	143	279	82
	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%	9.0%	8.8%
															N				
1 - Not trustworthy at all	218	123	96	81	29	46	62	138	26	25	9	98	48	13	70	80	66	175	43
	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%
		B		F				F								NP			
Don't Know	285	106	179	90	48	62	85	171	37	28	21	122	58	19	145	74	62	229	56
	7.1%	5.4%	8.7%	8.0%	8.0%	7.0%	6.0%	7.4%	6.8%	6.6%	7.9%	7.9%	6.0%	6.7%	9.3%	6.7%	4.6%	7.4%	6.1%
			A												OP	P			
Summary																			
TopBox (7)	97	43	55	44	14	18	22	55	13	0	5	35	33	11	48	27	23	66	31
	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						I		I	I	I	I	P				Q
Top2Box (6-7)	496	231	265	151	74	103	167	291	61	22	30	189	154	40	226	139	130	345	151
	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%	13.9%	14.4%	12.6%	9.7%	11.1%	16.3%
									I		I	I	HIK	I	P				Q
Top3Box (5-7)	1354	640	715	365	196	298	496	767	164	93	91	519	388	99	547	376	424	986	368
	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%
									I		I	I	HIK	I					Q
Low3Box (1-3)	1182	626	556	363	171	237	410	665	165	170	65	443	261	79	423	331	424	936	246
	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%
		B		EG						HJKLM						N	R		
Low2Box (1-2)	579	299	279	192	87	118	182	336	69	71	29	235	133	41	196	171	209	454	125
	14.4%	15.3%	13.5%	17.2%	14.3%	13.3%	12.8%	14.5%	12.7%	16.7%	11.2%	15.2%	13.7%	14.4%	12.5%	15.6%	15.6%	14.6%	13.4%
				EFG											N	N			
LowBox (1)	218	123	96	81	29	46	62	138	26	25	9	98	48	13	70	80	66	175	43
	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%
		B		F				F								NP			
Mean	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
			A						I		I	I	HIK	I	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/Mean: 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 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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Advertising industry																			
7 - Extremely trustworthy	87	46	40	45	14	15	13	56	12	2	7	27	29	9	44	23	19	62	25
	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%
6	236	111	124	83	41	40	72	145	26	7	18	91	76	17	99	63	73	161	75
	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%
5	568	265	303	146	83	135	205	325	61	52	33	199	178	45	274	147	143	388	180
	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%	15.6%	17.5%	13.4%	10.6%	12.5%	19.4%
4	915	450	465	229	142	203	341	530	134	101	59	342	210	70	352	228	333	715	200
	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%
3	773	368	405	201	117	177	278	443	97	86	49	310	181	50	278	213	279	593	180
	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%	20.8%	19.1%	19.4%
2	659	309	350	184	87	140	249	351	102	82	46	253	129	47	218	191	250	536	123
	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%	17.3%	13.3%
1 - Not trustworthy at all	549	325	224	157	81	124	187	318	80	74	28	219	114	34	173	171	202	456	94
	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%
Don't Know	239	78	162	75	41	52	72	145	28	23	21	103	49	16	128	63	43	191	49
	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%
Summary																			
TopBox (7)	87	46	40	45	14	15	13	56	12	2	7	27	29	9	44	23	19	62	25
	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%
Top2Box (6-7)	322	157	165	128	55	54	85	201	38	10	26	118	105	26	143	86	92	222	100
	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%
Top3Box (5-7)	890	423	468	273	138	189	290	526	99	62	59	317	283	70	417	233	235	611	280
	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%
Low3Box (1-3)	1981	1002	979	542	285	440	714	1112	279	242	123	782	425	131	668	575	732	1584	397
	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%
Low2Box (1-2)	1209	634	575	341	168	263	436	669	182	156	75	471	243	81	390	362	453	991	217
	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%
LowBox (1)	549	325	224	157	81	124	187	318	80	74	28	219	114	34	173	171	202	456	94
	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%
Mean																			
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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Medical research industry																			
7 - Extremely trustworthy	382	182	200	94	51	72	165	181	39	21	22	133	144	23	169	96	116	236	146
	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% I HIJKM	14.9% HIJKM	8.1%	10.8%	8.7%	8.6%	7.6%	15.7% Q
6	1004	510	495	240	121	217	426	507	141	97	54	349	292	70	393	258	349	722	282
	24.9%	26.1%	23.9%	21.4%	20.0%	24.6% DG CDEG	30.1% CDEG	21.9%	26.1%	22.8%	20.7%	22.6%	30.2% IJK	24.5%	25.1%	23.4%	26.0%	23.3%	30.5% Q
5	995	470	525	267	149	227	352	580	134	113	71	374	232	71	373	276	344	780	215
	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%
4	750	381	368	224	138	166	222	476	107	92	60	301	135	54	274	207	266	610	139
	18.6%	19.5%	17.8%	20.0% F	22.7% F	18.8%	15.7% F	20.6% F	19.8% L	21.6% L	22.9% L	19.5% L	14.0% L	18.9% L	17.5% L	18.8% L	19.8% R	19.7% R	15.0% R
3	331	158	172	100	45	82	104	202	43	39	17	136	71	25	114	92	125	272	58
	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% R	6.3% R
2	191	93	98	59	35	45	52	127	17	26	11	89	33	15	72	59	59	161	30
	4.7%	4.8%	4.7%	5.3% F	5.8% F	5.1%	3.7% F	5.5% F	3.2% L	6.0% L	4.2% HL	5.8% HL	3.4% HL	5.1% HL	4.6% P	5.4% P	4.4% P	5.2% R	3.2% R
1 - Not trustworthy at all	150	79	72	56	28	33	33	104	26	17	9	65	21	12	59	51	38	131	20
	3.7%	4.0%	3.5%	5.0% F	4.7% F	3.7%	2.3% F	4.5% F	4.8% L	4.0% L	3.3% L	4.2% L	2.2% L	4.2% L	3.8% P	4.6% P	2.8% P	4.2% R	2.1% R
Don't Know	223	80	143	79	39	42	63	135	33	22	18	96	38	16	111	61	47	187	36
	5.5%	4.1%	6.9% A	7.1% EF	6.5% F	4.7% F	4.4% F	5.8% F	6.1% L	5.1% L	7.0% L	6.2% L	4.0% L	5.5% L	7.1% P	5.6% P	3.5% P	6.0% R	3.8% R
Summary																			
TopBox (7)	382	182	200	94	51	72	165	181	39	21	22	133	144	23	169	96	116	236	146
	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% I HIJKM	14.9% HIJKM	8.1%	10.8%	8.7%	8.6%	7.6%	15.7% Q
Top2Box (6-7)	1386	691	695	334	172	290	591	688	180	118	76	482	436	93	562	353	465	958	428
	34.4%	35.4%	33.5%	29.8%	28.4%	32.7% G CDEG	41.7% CDEG	29.7%	33.3%	27.7%	29.1%	31.3% HIJKM	45.1% HIJKM	32.6% HIJKM	35.9% HIJKM	32.1% HIJKM	34.6% HIJKM	30.9% HIJKM	46.2% Q
Top3Box (5-7)	2381	1162	1220	601	321	517	943	1268	314	231	147	857	669	165	934	629	808	1738	643
	59.1%	59.5%	58.8%	53.7%	53.0%	58.4% CDG CDEG	66.5% CDEG	54.9%	58.1%	54.0%	56.0%	55.5% HIJKM	69.1% HIJKM	57.5% HIJKM	59.7% HIJKM	57.3% HIJKM	60.2% HIJKM	56.1% HIJKM	69.4% Q
Low3Box (1-3)	672	330	342	215	108	160	189	433	86	82	37	290	125	52	246	202	222	564	108
	16.7%	16.9%	16.5%	19.2% F	17.8% F	18.0% F	13.4% F	18.7% F	15.9% L	19.2% L	14.1% L	18.8% L	12.9% L	18.1% L	15.7% L	18.4% L	16.5% L	18.2% R	11.7% R
Low2Box (1-2)	341	172	170	115	63	78	85	231	43	43	20	155	54	27	132	110	97	292	50
	8.5%	8.8%	8.2%	10.3% F	10.4% F	8.8% F	6.0% F	10.0% F	8.0% L	10.0% L	7.6% L	10.0% L	5.6% L	9.3% P	8.4% P	10.0% P	7.2% P	9.4% R	5.4% R
LowBox (1)	150	79	72	56	28	33	33	104	26	17	9	65	21	12	59	51	38	131	20
	3.7%	4.0%	3.5%	5.0% F	4.7% F	3.7% F	2.3% F	4.5% F	4.8% L	4.0% L	3.3% L	4.2% L	2.2% L	4.2% L	3.8% P	4.6% P	2.8% P	4.2% R	2.1% R
Mean	4.8	4.8	4.8	4.6	4.6	4.7	5 CDEG	4.6	4.7	4.6	4.7	4.7	5.1 HIJKM	4.7	4.8	4.7	4.8	4.7	5.2 Q
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/Mean: 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 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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Television industry																			
7 - Extremely trustworthy	128	66	62	52	21	27	28	83	11	6	7	42	49	12	65	32	29	84	44
	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	I	P				Q
6	498	230	268	111	69	116	202	271	52	26	23	188	176	33	237	137	123	319	180
	12.4%	11.8%	12.9%	9.9%	11.5%	13.1%	14.3%	11.7%	9.7%	6.1%	8.9%	12.2%	18.2%	11.4%	15.1%	12.5%	9.2%	10.3%	19.4%
				C			CG	C				I	HIJKM	P	P				Q
5	921	449	471	214	132	192	383	479	128	96	64	330	244	60	365	248	307	686	235
	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%
							CDEG					K							Q
4	1121	556	565	306	175	250	390	657	170	123	82	417	232	98	414	286	417	893	227
	27.8%	28.5%	27.3%	27.3%	28.9%	28.3%	27.5%	28.4%	31.4%	28.7%	31.3%	27.0%	24.0%	34.2%	26.4%	26.0%	31.0%	28.8%	24.5%
									L		L			KL			NO	R	
3	605	286	319	188	90	123	204	350	83	92	39	237	124	29	203	164	233	490	114
	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%
										HKLM		M					N	R	
2	319	167	151	89	44	89	96	196	43	31	21	139	58	28	104	99	115	264	55
	7.9%	8.6%	7.3%	8.0%	7.3%	10.1%	6.7%	8.5%	8.0%	7.2%	7.9%	9.0%	6.0%	9.7%	6.7%	9.0%	8.6%	8.5%	5.9%
						FG						L			N			R	
1 - Not trustworthy at all	215	114	101	78	39	42	55	138	25	29	10	93	44	13	77	64	72	181	34
	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	
Don't Know	220	84	136	82	35	45	58	138	28	24	16	97	41	13	100	67	47	183	37
	5.5%	4.3%	6.5%	7.3%	5.8%	5.1%	4.1%	6.0%	5.2%	5.7%	6.1%	6.3%	4.2%	4.6%	6.4%	6.1%	3.5%	5.9%	4.0%
			A	FG				F				L			P	P		R	
Summary																			
TopBox (7)	128	66	62	52	21	27	28	83	11	6	7	42	49	12	65	32	29	84	44
	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	I	P				Q
Top2Box (6-7)	626	296	330	163	90	143	230	354	63	32	31	231	224	45	302	170	152	403	224
	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%
									I			I	HIJKM	I	OP	P			Q
Top3Box (5-7)	1547	746	801	377	222	335	613	833	191	128	94	560	469	105	667	418	459	1088	459
	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	567	571	355	173	255	355	685	151	152	70	469	226	70	384	328	420	935	203
	28.3%	29.0%	27.6%	31.7%	28.6%	28.8%	25.1%	29.6%	28.0%	35.6%	26.6%	30.4%	23.4%	24.5%	24.5%	29.8%	31.3%	30.2%	21.9%
				F				F				L			N	N		R	
Low2Box (1-2)	534	281	252	167	84	132	151	334	68	60	31	232	102	41	181	163	187	445	89
	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%
		B		F	F	F		F				L			N			R	
LowBox (1)	215	114	101	78	39	42	55	138	25	29	10	93	44	13	77	64	72	181	34
	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	4.1	4	3.8	4.1	4	4.4	4.1	4.3	4.1	4	4	4.5
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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Radio industry																			
7 - Extremely trustworthy	157	68	89	57	24	34	41	90	18	7	6	62	46	17	83	35	37	111	46
	3.9%	3.5%	4.3%	5.1%	4.0%	3.8%	2.9%	3.9%	3.4%	1.7%	2.4%	4.0%	4.8%	5.9%	5.3%	3.2%	2.8%	3.6%	4.9%
				FG								I	I	I	OP				Q
6	624	312	311	154	76	149	245	343	67	42	44	231	187	52	263	176	184	441	182
	15.5%	16.0%	15.0%	13.7%	12.6%	16.8%	17.3%	14.8%	12.5%	9.8%	16.8%	15.0%	19.4%	18.1%	16.8%	16.0%	13.7%	14.2%	19.7%
						DG	CD				I	I	HIK	HI	P				Q
5	1050	508	542	277	158	206	408	566	157	113	74	373	247	86	399	277	369	807	243
	26.1%	26.0%	26.1%	24.8%	26.1%	23.3%	28.8%	24.5%	29.1%	26.4%	28.1%	24.2%	25.6%	30.0%	25.5%	25.2%	27.5%	26.0%	26.2%
							CEG		K										
4	1096	539	556	276	182	262	376	660	159	117	70	433	240	78	402	294	393	860	236
	27.2%	27.6%	26.8%	24.7%	30.1%	29.6%	26.5%	28.5%	29.4%	27.3%	26.6%	28.1%	24.8%	27.3%	25.7%	26.7%	29.3%	27.7%	25.4%
					C	C	C										N		
3	457	222	236	133	69	94	161	263	64	80	35	163	96	19	159	135	163	372	85
	11.4%	11.3%	11.4%	11.9%	11.3%	10.6%	11.4%	11.4%	11.8%	18.7%	13.5%	10.6%	9.9%	6.8%	10.1%	12.3%	12.1%	12.0%	9.2%
									M	HKLM	M						R		
2	225	117	108	64	25	50	84	123	20	24	10	108	53	10	72	61	92	175	50
	5.6%	6.0%	5.2%	5.8%	4.2%	5.7%	6.0%	5.3%	3.6%	5.7%	3.7%	7.0%	5.5%	3.4%	4.6%	5.5%	6.9%	5.6%	5.4%
												HM					N		
1 - Not trustworthy at all	146	89	57	65	21	32	29	99	16	17	7	58	40	7	54	43	46	112	34
	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%
		B		DEFG		F		F											
Don't Know	272	97	174	92	50	58	72	169	39	27	16	115	58	17	133	78	58	221	51
	6.8%	5.0%	8.4%	8.2%	8.2%	6.5%	5.1%	7.3%	7.3%	6.3%	6.1%	7.4%	6.0%	5.9%	8.5%	7.1%	4.3%	7.1%	5.5%
			A	F	F			F							P	P			
Summary																			
TopBox (7)	157	68	89	57	24	34	41	90	18	7	6	62	46	17	83	35	37	111	46
	3.9%	3.5%	4.3%	5.1%	4.0%	3.8%	2.9%	3.9%	3.4%	1.7%	2.4%	4.0%	4.8%	5.9%	5.3%	3.2%	2.8%	3.6%	4.9%
				FG								I	I	I	OP				Q
Top2Box (6-7)	780	381	400	211	101	183	286	433	86	49	50	293	234	69	346	211	222	552	228
	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%
											I	I	HIK	HI	P				Q
Top3Box (5-7)	1830	888	942	488	259	389	694	999	243	162	124	666	481	155	746	488	591	1359	471
	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%
							CDEG		I		I		IK	HIK					Q
Low3Box (1-3)	828	428	401	262	115	176	275	485	99	122	53	330	189	36	285	239	301	659	169
	20.6%	21.9%	19.3%	23.4%	19.0%	19.9%	19.4%	21.0%	18.4%	28.5%	20.1%	21.4%	19.5%	12.7%	18.2%	21.8%	22.4%	21.3%	18.2%
				DFG						HJKLM	M	M	M		N	N	N	R	
Low2Box (1-2)	371	206	165	129	47	82	113	223	36	42	17	166	93	17	126	104	139	287	84
	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%
		B		DFG								HM	H				N		
LowBox (1)	146	89	57	65	21	32	29	99	16	17	7	58	40	7	54	43	46	112	34
	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%
		B		DEFG		F		F											
Mean	4.4	4.3	4.4	4.3	4.4	4.4	4.5	4.3	4.4	4.1	4.4	4.3	4.5	4.7	4.5	4.3	4.3	4.3	4.5
			A				CG		I		I	I	IK	HIJK	OP				Q
Std. Dev.	1.4	1.4	1.3	1.5	1.3	1.4	1.3	1.4	1.3	1.3	1.3	1.4	1.4	1.3	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/Mean: 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 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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Newspaper industry																			
7 - Extremely trustworthy	140	68	73	53	20	23	44	75	16	6	12	53	41	12	61	40	38	106	34
	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%
6	565	261	304	144	76	134	211	317	80	41	38	214	148	45	231	146	187	417	148
	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%
5	946	470	476	233	146	200	367	515	135	98	65	358	215	75	391	228	322	732	213
	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%
4	1057	503	554	289	151	233	385	596	144	129	70	413	228	74	380	307	369	839	218
	26.3%	25.8%	26.7%	25.8%	24.9%	26.3%	27.2%	25.8%	26.6%	30.2%	26.6%	26.8%	23.6%	25.7%	24.3%	28.0%	27.4%	27.1%	23.6%
3	556	285	271	142	94	126	193	333	70	66	35	217	133	34	209	152	193	427	128
	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%
2	314	155	159	99	44	74	96	191	39	33	20	110	90	22	105	97	111	230	83
	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%
1 - Not trustworthy at all	223	130	92	72	34	48	68	137	24	33	6	87	60	12	74	71	75	167	55
	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%
Don't Know	226	80	146	87	41	46	53	149	33	21	16	91	52	13	114	58	50	180	46
	5.6%	4.1%	7.0%	7.7%	6.7%	5.2%	3.8%	6.4%	6.1%	4.8%	6.1%	5.9%	5.4%	4.6%	7.3%	5.3%	3.7%	5.8%	5.0%
Summary																			
TopBox (7)	140	68	73	53	20	23	44	75	16	6	12	53	41	12	61	40	38	106	34
	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%
Top2Box (6-7)	705	329	377	198	96	157	255	392	95	47	50	267	189	57	293	186	225	523	182
	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%
Top3Box (5-7)	1651	799	852	431	241	357	622	907	230	145	115	625	404	132	683	414	547	1255	395
	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%
Low3Box (1-3)	1092	570	521	313	173	249	357	661	133	132	61	414	283	68	388	319	378	825	266
	27.1%	29.2%	25.1%	28.0%	28.5%	28.1%	25.2%	28.6%	24.6%	31.0%	23.4%	26.8%	29.2%	23.7%	24.8%	29.1%	28.2%	26.6%	28.8%
Low2Box (1-2)	536	285	251	171	78	123	164	327	63	66	26	197	150	34	179	168	186	398	138
	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%
LowBox (1)	223	130	92	72	34	48	68	137	24	33	6	87	60	12	74	71	75	167	55
	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%
Mean	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
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/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 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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Restaurant industry																			
7 - Extremely trustworthy	115	58	57	53	21	20	22	73	16	5	7	46	32	9	60	26	28	84	31
	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					I		OP				
6	649	326	323	184	93	126	245	353	91	46	42	238	170	63	281	184	182	484	165
	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%
									I				I	IK	P	P			
5	1204	597	607	322	173	253	456	662	156	135	79	451	297	86	470	303	425	911	293
	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%
							G								O				
4	1122	533	590	262	178	283	398	664	159	131	70	432	251	79	390	317	411	879	243
	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%
					C	CG	C	C							N	N			
3	441	213	228	126	63	98	155	254	59	64	29	156	108	25	159	121	158	343	98
	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									
2	198	97	101	60	30	38	70	108	21	16	15	93	44	10	73	56	69	157	41
	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%
1 - Not trustworthy at all	111	55	56	44	16	29	22	83	12	13	7	47	27	4	41	40	29	88	23
	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							P				
Don't Know	186	74	112	69	31	38	48	117	26	17	12	80	40	11	91	51	40	152	33
	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%
			A	F				F							P	P			
Summary																			
TopBox (7)	115	58	57	53	21	20	22	73	16	5	7	46	32	9	60	26	28	84	31
	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					I		OP				
Top2Box (6-7)	764	384	380	237	114	146	268	426	107	50	49	284	202	72	341	210	210	568	196
	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%
				EG					I		I	I	I	IK	P	P		Q	
Top3Box (5-7)	1968	981	987	558	288	398	724	1088	263	186	129	735	498	157	811	514	636	1480	489
	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	OP				Q	
Low3Box (1-3)	750	365	385	230	109	165	247	444	92	93	51	296	178	39	273	217	257	589	161
	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%
									M		M	M							
Low2Box (1-2)	309	152	157	104	46	67	92	191	33	29	22	140	71	13	113	96	99	246	63
	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								M							
LowBox (1)	111	55	56	44	16	29	22	83	12	13	7	47	27	4	41	40	29	88	23
	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							P				
Mean	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
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					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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																			
7 - Extremely trustworthy	95	47	48	51	19	13	12	61	12	4	5	38	30	6	44	22	29	67	28
	2.4%	2.4%	2.3%	4.6%	3.1%	1.5%	0.8%	2.6%	2.3%	0.9%	1.9%	2.5%	3.1%	2.1%	2.8%	2.0%	2.2%	2.2%	3.0%
			EFG	EF				EF					I						
6	303	111	191	110	43	61	89	187	31	21	17	112	99	23	139	88	74	208	95
	7.5%	5.7%	9.2%	9.8%	7.0%	6.9%	6.3%	8.1%	5.7%	4.9%	6.6%	7.3%	10.2%	8.0%	8.9%	8.0%	5.5%	6.7%	10.2%
			A	EFG				F					HIK		P	P		Q	
5	699	311	387	183	108	163	246	408	79	59	53	252	207	48	304	184	208	497	202
	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%
			A										HIK		P			Q	
4	963	431	532	239	159	215	350	557	136	112	65	350	239	63	363	259	339	727	237
	23.9%	22.1%	25.7%	21.3%	26.3%	24.4%	24.7%	24.1%	25.2%	26.1%	24.7%	22.7%	24.7%	21.9%	23.2%	23.6%	25.2%	23.4%	25.6%
			A		C			C											
3	722	357	365	218	104	142	258	399	112	83	48	270	164	45	262	194	263	568	154
	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%
			G																
2	499	275	224	120	64	119	196	277	69	59	40	199	96	35	148	153	196	406	93
	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%
			B				C			L	L				N		N	R	
1 - Not trustworthy at all	386	231	154	99	53	89	144	211	58	50	17	161	63	36	134	106	143	331	55
	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%
			B						L	JL		L		JL				R	
Don't Know	360	188	171	99	56	82	122	212	43	39	17	161	69	30	171	92	91	297	62
	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																			
TopBox (7)	95	47	48	51	19	13	12	61	12	4	5	38	30	6	44	22	29	67	28
	2.4%	2.4%	2.3%	4.6%	3.1%	1.5%	0.8%	2.6%	2.3%	0.9%	1.9%	2.5%	3.1%	2.1%	2.8%	2.0%	2.2%	2.2%	3.0%
				EFG	EF			EF					I						
Top2Box (6-7)	398	159	239	161	61	74	101	248	43	25	22	150	129	29	183	110	104	275	123
	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%
			A	DEFG	F			EF				I	HIJK	I	P			Q	
Top3Box (5-7)	1097	470	627	344	169	237	347	657	122	84	75	403	336	77	487	294	311	772	325
	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			I	I	HIKM	I	OP	P		Q	
Low3Box (1-3)	1606	863	743	437	221	350	598	887	239	193	105	630	323	116	544	453	602	1304	302
	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%
			B				DG		L					L		N	N	R	
Low2Box (1-2)	884	506	378	219	117	208	340	488	127	109	58	360	159	71	282	259	339	736	148
	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%
			B			CG	CDG		L	L	L			L		N	N	R	
LowBox (1)	386	231	154	99	53	89	144	211	58	50	17	161	63	36	134	106	143	331	55
	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%
			B						L	JL		L		JL				R	
Mean	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
			A	EFG	F			EF			I	I	HIJKM		OP			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/Mean: 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.

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Insurance Industry																			
7 - Extremely trustworthy	105	53	52	51	11	19	24	60	13	6	5	40	27	13	45	32	28	83	22
	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									I						
6	382	197	184	106	47	67	161	192	53	33	31	121	115	29	171	96	114	264	118
	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%
5	756	342	413	209	116	137	294	404	102	69	46	283	195	60	309	179	262	562	193
	18.8%	17.5%	19.9%	18.6%	19.1%	15.5%	20.8%	17.5%	18.8%	16.1%	17.7%	18.3%	20.2%	21.1%	19.7%	16.3%	19.5%	18.1%	20.9%
				EG										O					Q
4	898	417	481	230	131	183	354	489	131	115	57	312	228	54	346	238	311	689	209
	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						
3	652	318	334	172	97	166	216	393	79	82	42	249	159	42	224	192	234	495	157
	16.2%	16.3%	16.1%	15.4%	16.0%	18.8%	15.3%	17.0%	14.6%	19.2%	15.9%	16.1%	16.4%	14.7%	14.3%	17.5%	17.4%	16.0%	16.9%
2	534	261	272	134	74	149	176	326	66	54	34	233	110	36	195	155	184	425	109
	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%
				CDFG				C								N	N		
1 - Not trustworthy at all	490	291	199	134	88	122	146	315	64	49	29	220	92	35	166	151	170	407	83
	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%
		B			F	F		F				L				N		R	
Don't Know	210	73	137	82	41	41	46	132	32	18	17	86	41	16	109	55	41	175	35
	5.2%	3.7%	6.6%	7.3%	6.8%	4.6%	3.2%	5.7%	5.9%	4.3%	6.5%	5.6%	4.2%	5.5%	7.0%	5.0%	3.1%	5.6%	3.8%
Summary			A	EFG	F			F							OP	P		R	
TopBox (7)	105	53	52	51	11	19	24	60	13	6	5	40	27	13	45	32	28	83	22
	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										I					
Top2Box (6-7)	487	250	237	157	58	86	185	252	66	40	36	161	142	42	216	128	142	346	140
	12.1%	12.8%	11.4%	14.0%	9.7%	9.8%	13.1%	10.9%	12.3%	9.3%	13.6%	10.4%	14.6%	14.8%	13.8%	11.6%	10.5%	11.2%	15.2%
Top3Box (5-7)	1243	593	650	366	174	223	479	657	168	108	82	444	337	103	525	307	404	909	334
	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					IK	IK	O			Q	
Low3Box (1-3)	1676	870	806	441	260	437	538	1035	209	185	105	702	361	113	585	498	588	1327	349
	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%
Low2Box (1-2)	1024	552	472	269	163	271	321	642	130	103	64	453	203	71	361	306	353	832	192
	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%
		B		CFG			CF					HL			N	N	R		
LowBox (1)	490	291	199	134	88	122	146	315	64	49	29	220	92	35	166	151	170	407	83
	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%
		B			F	F		F				L				N		R	
Mean	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
			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/Mean: 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?

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
When I trust a company, I tend to recommend that product or service to my friends and family.																			
Strongly agree	1080	404	676	371	167	238	304	668	138	97	74	430	256	84	429	317	329	848	232
	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	F	F								P			
Somewhat agree	2403	1225	1178	608	371	531	893	1363	332	257	159	898	588	170	905	648	841	1826	577
	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%
		B		C	C	CG	C	C								N		Q	
Somewhat disagree	443	257	186	123	52	93	174	229	61	60	23	170	100	29	185	115	141	344	100
	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%
		B				DG	L												
Strongly disagree	100	67	33	18	15	22	45	52	9	14	5	46	24	2	47	19	32	82	18
	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%
		B				C									O				
Summary																			
TopBox (Strongly agree)	1080	404	676	371	167	238	304	668	138	97	74	430	256	84	429	317	329	848	232
	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	F	F								P			
Top2Box (Strongly/ Somewhat agree)	3483	1629	1854	979	538	769	1198	2032	470	353	234	1328	843	255	1334	964	1171	2674	809
	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	F	F	F			I		I	I					
Low2Box (Somewhat/ Strongly disagree)	543	324	219	141	67	115	220	281	70	74	28	216	124	32	232	134	173	426	118
	13.5%	16.6%	10.6%	12.6%	11.1%	13.1%	15.5%	12.2%	13.0%	17.3%	10.8%	14.0%	12.8%	11.0%	14.8%	12.2%	12.9%	13.7%	12.7%
		B				CDG		JLM											
LowBox (Strongly disagree)	100	67	33	18	15	22	45	52	9	14	5	46	24	2	47	19	32	82	18
	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%
		B				C									O				

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

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

		Gender		Age					Region						Education			Language of Survey	
	Total	Male	Female	18-34	35-44	45-54	55+	25-54	BC	AB	MAN/SASK	ONT	QB	ATL	<College	College	University+	English	French
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
When a product or service's quality and price are similar, I tend to buy the product or service from the company I trust more.																			
Strongly agree	1415	636	779	407	202	292	515	786	183	151	89	557	320	115	533	390	487	1111	304
	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%
Somewhat agree	2302	1159	1143	584	354	536	827	1333	324	253	148	855	572	150	888	635	768	1748	554
	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%
Somewhat disagree		B			C	CG	C	C						KM				Q	
	267	132	135	115	41	48	62	167	32	22	22	114	59	17	121	67	79	212	55
Strongly 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
	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%
Summary																			
TopBox (Strongly agree)	1415	636	779	407	202	292	515	786	183	151	89	557	320	115	533	390	487	1111	304
	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%
Top2Box (Strongly/ Somewhat agree)		A												L					
	3717	1795	1922	991	556	827	1342	2120	507	404	237	1412	892	265	1420	1026	1255	2858	858
Low2Box (Somewhat/ Strongly disagree)	92.3%	91.9%	92.7%	88.6%	91.9%	93.6%	94.7%	91.7%	93.8%	94.5%	90.6%	91.5%	92.2%	92.5%	90.7%	93.4%	93.4%	92.2%	92.7%
		C	CG	CDG	C										N	N			
LowBox (Strongly disagree)	309	158	151	128	49	57	75	193	33	23	25	131	75	22	145	73	89	241	68
	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%
		DEFG			F			EF							OP				
	43	26	17	13	8	9	13	26	1	1	2	17	16	5	24	6	10	30	13
LowBox (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	H	O				