

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.

		Marital Status										Income										Household Size			Children in HH		Primary Grocery Shopper				Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single	Married/living with partner	Divorced/separated/widowed	<\$40K	\$40K to <\$50K	\$50K to <\$60K	\$60K to <\$80K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Cleaning/Improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No											
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214													
Weighted	4026	959	2574	459	927	645	607	465	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1137	1624	700	617	264	644	121	143													
Firefighters	6.1	5.9	6.2	6.2	6.2	6.1	6.2	6.1	6.1	6	5.9	6.1	6.2	6.1	6.1	6.1	6	6.1	6.1	6.1	6.1	6.3	6	6.3	6.3	6.1	6	6.1	6.1													
Ambulance drivers /Paramedics	6	5.8	6.1	6.1	6.1	6.1	6	6	6	6	5.8	6.1	6.1	6	6	6	5.9	6.1	6.1	6.1	6.1	6.2	5.9	6.2	6.2	6.1	6	6.1	6.1													
Pharmacists	5.9	5.6	6	6.1	5.9	5.9	5.9	5.9	5.9	5.9	5.7	6	5.9	5.9	5.9	5.9	5.8	5.9	5.9	5.9	5.9	6	5.8	6.1	5.9	6.1	6	6.1	6													
Nurses	5.9	5.6	5.9	5.9	5.8	5.9	5.9	5.9	5.9	5.8	5.7	5.9	5.9	5.8	5.9	5.9	5.8	5.9	5.9	5.9	5.9	6	5.8	6	5.9	5.9	5.9	5.9	5.9													
Airline pilots	5.8	5.6	5.9	5.9	5.8	5.8	5.8	5.9	5.9	5.9	5.7	5.9	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.9	5.7	6	5.9	6.1	5.9	6.1	6.1													
Doctors	5.7	5.5	5.8	5.9	5.7	5.7	5.7	5.8	5.7	5.7	5.5	5.8	5.7	5.7	5.7	5.7	5.7	5.7	5.7	5.7	5.7	5.8	5.6	5.9	5.7	5.9	5.8	5.9	5.9													
Farmers	5.6	5.4	5.7	5.7	5.7	5.6	5.7	5.7	5.6	5.5	5.5	5.7	5.7	5.6	5.6	5.7	5.5	5.7	5.7	5.7	5.7	5.8	5.5	5.8	5.7	5.7	5.7	5.8	5.6													
Canadian soldiers	5.6	5.4	5.7	5.7	5.6	5.6	5.6	5.6	5.6	5.5	5.4	5.6	5.7	5.7	5.6	5.6	5.6	5.6	5.6	5.6	5.6	5.9	5.6	6	5.8	5.3	5.2	5.3	5.2													
Veterinarians	5.4	5.3	5.4	5.4	5.4	5.3	5.4	5.5	5.4	5.4	5.3	5.4	5.4	5.3	5.4	5.4	5.5	5.4	5.4	5.4	5.4	5.5	5.3	5.6	5.4	5.5	5.4	5.6	5.4													
Teachers	5.4	5.2	5.4	5.5	5.4	5.4	5.3	5.5	5.4	5.3	5.3	5.4	5.4	5.4	5.3	5.4	5.3	5.4	5.4	5.4	5.4	5.5	5.2	5.5	5.4	5.6	5.5	5.6	5.6													
Dentists	5.3	5.2	5.4	5.4	5.3	5.4	5.3	5.4	5.3	5.3	5.2	5.4	5.3	5.2	5.4	5.3	5.3	5.3	5.3	5.3	5.3	5.4	5.2	5.5	5.3	5.5	5.5	5.5	5.4													
Daycare workers	5.1	5	5.1	5.1	5.1	5.1	5.1	5.2	5.1	5	5	5.1	5.1	5.1	5.1	5.1	5	5.1	5.1	5.1	5.1	5.1	4.9	5.1	5.1	5.4	5.4	5.4	5.4													
Police Officers	5.1	4.8	5.2	5.1	5	5	5.1	5.2	5.2	5.2	4.9	5.1	5.2	5.2	5.1	5.1	5.2	5.1	5.1	5.1	5.1	5.3	5	5.3	5.2	4.9	4.9	4.9	4.9													
Electricians	5	4.9	5.1	5.1	5	5.1	5.1	5.1	5.1	5	4.9	5.2	5	5	5.1	5.1	5	5.1	5.1	5.1	5.1	5.1	4.8	5.2	5	5.4	5.2	5.5	5.3													
Judges	5	4.9	5.1	5	4.9	5	5	5.2	5.2	5.2	4.9	5	5.1	5.1	5	5	5.1	5	5	5	5.1	5.2	5	5.3	5.1	5	5.1	4.9	5.1													
Food Safety Inspectors	5	5	5	4.8	5	5	5	5.1	5	5	4.8	4.9	5	5.1	4.9	5	4.8	5	5	5	5	5	4.9	5	4.9	5	5.1	5.1	5													
Psychologists/Counselors	4.9	4.9	4.9	4.7	4.9	4.9	4.9	5	4.9	4.9	4.7	4.9	5	5	4.9	4.9	4.8	4.9	4.9	4.9	4.9	5	4.8	5.1	4.9	4.9	4.9	5	4.8													
Accountants	4.9	4.7	4.9	4.8	4.8	4.8	4.9	5	5	4.9	4.7	5	4.9	4.8	4.9	4.9	4.9	4.9	4.9	4.9	4.9	5	4.8	5.1	4.9	5	4.9	5	4.9													
Plumbers	4.8	4.6	4.8	4.8	4.8	4.8	4.8	4.8	4.7	4.7	4.6	4.9	4.7	4.7	4.8	4.8	4.7	4.8	4.8	4.8	4.8	4.8	4.6	4.9	4.7	5.1	5	5.2	5.1													
Airport security guards	4.6	4.7	4.7	4.5	4.8	4.7	4.7	4.7	4.6	4.5	4.5	4.6	4.7	4.8	4.6	4.7	4.5	4.7	4.7	4.6	4.6	4.6	4.4	4.6	4.6	5.1	5	5.2	5													
Chiropractors	4.6	4.6	4.6	4.6	4.7	4.7	4.5	4.7	4.6	4.5	4.4	4.6	4.7	4.8	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.8	4.5	4.8	4.7	4.6	4.6	4.6	4.5													
Financial Advisors	4.4	4.3	4.4	4.3	4.4	4.4	4.4	4.5	4.4	4.4	4.3	4.4	4.4	4.5	4.4	4.4	4.5	4.4	4.4	4.4	4.4	4.5	4.3	4.5	4.4	4.6	4.4	4.7	4.5													
Journalists	4.2	4.1	4.2	4.2	4.2	4.2	4.3	4.2	4.2	4.1	4.2	4.2	4.2	4.3	4.2	4.2	4.1	4.2	4.2	4.2	4.2	4.3	4.1	4.4	4.2	4.4	4.2	4.5	4.3													
Television and Radio Personalities	4.2	4.1	4.2	4.1	4.3	4.2	4.2	4.3	4.1	4	4.1	4.2	4.3	4.3	4.2	4.2	4.1	4.2	4.2	4.2	4.2	4.2	4	4.4	4.1	4.6	4.4	4.7	4.5													
Auto mechanics	4.1	4	4.2	4.1	4.2	4.2	4.2	4.2	4.1	4	4	4.2	4.1	4.2	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.2	4	4.4	4.1	4.3	4.2	4.4	4.2													
Church Leaders	4.1	3.9	4.2	3.9	3.9	4.1	4.2	4.2	4.1	4.1	3.8	4.1	4.2	4.2	4	4.1	4.2	4.1	4	4.1	4.1	4.4	3.9	4.6	4.3	3.9	3.7	4.2	3.7													
Lawyers	3.9	3.9	3.9	3.9	4	3.8	3.8	3.9	3.9	3.8	3.8	3.8	3.9	4	3.8	3.9	3.8	3.9	3.9	3.9	3.9	3.8	3.8	3.9	3.7	4	4	4.1	4													
Airport baggage handlers	3.8	3.9	3.7	3.7	3.9	3.8	3.9	3.8	3.7	3.6	3.8	3.7	3.8	3.9	3.7	3.8	3.6	3.8	3.8	3.8	3.8	3.7	3.6	3.7	3.6	4.4	4.3	4.5	4.3													
CEOs	3.7	3.7	3.8	3.6	3.7	3.7	3.8	3.9	3.8	3.7	3.6	3.7	3.8	3.9	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.4	3.8	3.6	4.3	4.1	4.3	4.3													
Bloggers	3.2	3.5	3.2	2.9	3.4	3.2	3.2	3.2	3.1	3.1	3.2	3.1	3.4	3.5	3.1	3.2	3.1	3.3	3.2	3.2	3.2	3.3	3.2	3.3	3.2	3.2	3.2	3.3	3.1													
Car salespeople	3	3.1	3	2.9	3.1	3.1	3.1	3.1	3	2.9	3	3	3	3.1	3	3	3	3.1	3	3	3	3.1	2.9	3.2	2.9	3.2	3.2	3.3	3.2													
Local Politicians	3	3.1	3	2.9	3	2.9	3	3.2	3.1	3	3.1	2.9	3	3.1	2.9	3	3	3.1	3	3	3	3	2.9	3.1	3	3.2	3	3.2	3.2													
National Politicians	2.8	2.9	2.7	2.6	2.8	2.7	2.8	2.8	2.8	2.7	2.8	2.7	2.8	2.9	2.7	2.8	2.8	2.7	2.7	2.7	2.7	2.8	2.7	2.9	2.7	2.8	2.7	2.9	2.8													
Telemarketers	2.2	2.5	2.2	2.1	2.4	2.3	2.4	2.2	2.1	2	2.3	2.1	2.3	2.4	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.1	2.3	2	2.6	2.5	2.7	2.6													

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

		Marital Status								Income				Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year			RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single A	Married w/ partner B	Divorced/separated/widowed C	<\$40K D	\$40K to <\$50K E	\$60K to <\$80K F	\$80K to <\$100K G	Over \$100K H	Over \$100K I	1 J	2 K	3+ L	Yes M	No N	Yourself/Other equally O	Others P	Personal Care Q	OTC Medicine R	Home/Improvements S	Finance T	Yes U	No V	Yes W	No X	Yes Y	No Z	Yes aa	No ab					
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214					
Weighted	4026	959	2574	459	927	667	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143					
Freighters	1721	354	233	428	282	272	199	497	298	279	709	733	431	1290	1520	199	1488	1509	1999	1485	659	639	360	299	107	265	47	60						
	42.7%	37.0%	43.6%	43.0%	46.1%	42.2%	44.1%	44.1%	40.8%	38.5%	37.2%	38.5%	44.0%	39.4%	43.6%	39.3%	43.9%	43.9%	43.9%	43.0%	50.0%	39.3%	51.4%	48.4%	40.4%	41.2%	38.9%	41.6%						
Ambulance drivers /Paramedics	1498	312	983	194	371	272	214	182	434	252	244	618	636	378	1120	1328	169	1298	1309	1393	1311	556	563	297	259	97	245	45	52					
	37.2%	32.6%	38.2%	42.2%	40.1%	41.5%	34.8%	37.4%	33.7%	31.4%	33.6%	39.2%	36.9%	34.6%	38.2%	38.1%	33.4%	38.3%	38.1%	37.9%	38.0%	42.2%	34.0%	42.4%	41.9%	36.6%	38.1%	37.4%	36.0%					
Pharmacists	1287	323	868	178	309	221	192	158	396	237	202	561	524	312	985	1137	150	1104	1119	1192	1127	464	438	282	182	102	242	52	50					
	32.0%	24.3%	33.7%	38.9%	33.3%	33.7%	31.2%	32.5%	30.7%	29.6%	27.9%	35.5%	30.4%	28.6%	33.2%	32.6%	29.7%	32.6%	32.5%	32.4%	32.6%	35.2%	27.0%	40.3%	29.4%	38.5%	37.9%	43.2%	34.6%					
Nurses	1238	258	832	143	297	213	187	154	377	223	197	530	511	304	934	1087	151	1057	1078	1149	1091	468	463	268	200	81	190	37	44					
	30.8%	26.9%	32.3%	31.1%	32.0%	32.4%	30.3%	31.5%	29.7%	27.8%	27.1%	33.6%	29.7%	27.8%	31.9%	31.2%	29.9%	31.2%	31.3%	31.2%	31.6%	35.6%	28.5%	38.3%	32.4%	30.8%	29.6%	30.6%	31.0%					
Airline pilots	1153	231	788	149	259	194	175	147	376	229	196	500	458	274	819	1013	139	980	988	1081	1031	425	386	241	185	95	209	45	50					
	28.6%	24.1%	29.8%	32.4%	27.9%	29.5%	28.4%	30.2%	29.1%	28.5%	27.0%	31.7%	26.6%	25.1%	30.0%	29.0%	27.5%	28.9%	28.7%	29.4%	29.8%	32.3%	23.8%	34.4%	29.9%	36.1%	32.5%	37.4%	35.1%					
Canadian soldiers	1094	229	724	136	266	199	167	129	323	194	172	433	489	288	806	964	129	929	938	1011	946	475	421	281	194	39	120	24	15					
	27.2%	23.9%	28.1%	29.6%	28.7%	30.2%	26.6%	25.1%	24.1%	23.7%	27.5%	28.4%	26.3%	27.5%	27.5%	27.6%	25.5%	27.2%	27.3%	27.6%	28.0%	25.9%	40.1%	31.5%	14.9%	14.9%	20.0%	10.7%	10.7%					
Doctors	1010	205	670	135	2																													

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.

		Marital Status					Income					Household Size				Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single A	Married w/ partner D	Divorced/separated/widowed C	<\$40K E	\$40K to <\$50K F	\$50K to <\$60K G	\$60K to <\$80K H	Over \$80K I	Over \$100K J	1 K	2 L	3+ M	Yes N	No O	Yes P	No Q	Yourself/Other equally R	Others S	Personal Care T	OTC Medicine U	Home/Improvements V	Finance W	Yes X	No Y	Yes Z	No aa	Yes ab	No ac	Yes ad	No ae	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214			
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1137	1624	700	617	264	644	121	143			
Firefighters	3106	675	2039	370	717	505	486	368	982	614	510	1240	1356	839	2267	2730	371	2668	2710	2875	2710	1124	1212	605	519	205	480	91	113			
	77.2%	70.4%	79.2%	A	80.5%	77.3%	76.8%	78.8%	75.5%	76.2%	76.6%	70.3%	78.6%	78.3%	76.8%	77.7%	78.3%	73.3%	78.7%	78.8%	78.2%	78.5%	85.3%	74.6%	86.4%	84.1%	77.5%	74.6%	75.7%	79.0%		
Ambulance drivers /Paramedics	2986	625	1995	346	672	494	465	371	971	600	485	1210	1292	809	2177	2617	368	2559	2600	2775	2610	1064	1162	574	490	207	475	93	114			
	74.2%	65.2%	77.5%	A	75.3%	72.5%	75.2%	75.5%	76.2%	75.3%	74.7%	66.8%	76.7%	75.0%	74.0%	74.2%	75.0%	72.7%	75.5%	75.6%	75.5%	75.6%	80.8%	71.6%	82.0%	79.3%	78.4%	73.8%	76.8%	79.9%		
Pharmacists	2829	560	1901	351	631	459	442	355	935	581	449	1169	1211	763	2066	2485	341	2410	2470	2621	2476	991	1062	550	441	203	490	93	110			
	70.3%	58.4%	73.9%	A	76.5%	68.1%	69.9%	71.8%	72.8%	72.3%	61.9%	74.1%	70.3%	69.8%	70.5%	70.3%	67.3%	71.1%	71.8%	71.3%	71.7%	75.2%	65.4%	78.6%	71.4%	76.8%	76.1%	76.7%	76.9%			
Nurses	2765	575	1850	321	614	452	443	365	913	547	458	1131	1176	748	2016	2430	330	2361	2383	2580	2421	971	1070	532	439	193	454	87	106			
	68.7%	60.0%	71.9%	A	69.9%	66.2%	68.8%	71.9%	75.0%	70.8%	68.2%	63.1%	71.7%	68.3%	68.5%	68.8%	69.7%	65.3%	69.6%	69.6%	70.2%	70.1%	73.7%	65.9%	76.0%	71.1%	73.2%	70.4%	72.0%	74.2%		
Airline pilots	2631	558	1795	318	573	431	410	344	983	560	450	1067	1114	692	1939	2301	328	2231	2268	2437	2313	989	1062	511	420	205	430	92	113			
	65.4%	58.2%	67.5%	A	69.3%	61.8%	65.7%	66.5%	70.6%	70.1%	69.7%	62.0%	67.7%	64.7%	63.3%	66.1%	66.0%	64.8%	65.8%	65.9%	66.3%	67.0%	70.7%	60.9%	73.1%	68.0%	77.5%	66.8%	76.2%	78.6%		
Doctors	2601	532	1719	333	588	420	399	331	860	529	421	1040	1140	703	1898	2258	340	2199	2237	2400	2263	897	1000	495	402	189	442	86	103			
	64.6%	55.4%	66.8%	A	72.5%	63.5%	64.0%	64.8%	67.9%	66.7%	65.9%	58.1%	65.9%	66.1%	64.3%	64.7%	64.8%	67.3%	64.9%	65.0%	65.3%	65.5%	68.1%	61.6%	70.7%	65.2%	71.6%	68.6%	71.1%	72.0%		
Farmers	2352	481	1578	278	534	385	383	296	744	448	385	957	1010	631	1722	2081	268	2023	2051	2193	2068	851	871	466	388	163	398	80	84			
	58.4%	50.1%	61.3%	A	60.6%	57.6%	58.6%	62.2%	60.7%	57.7%	55.9%	53.1%	60.7%	58.6%	57.7%	58.7%	59.7%	53.0%	59.7%	59.6%	59.6%	59.9%	64.6%	53.7%	66.5%	62.5%	61.9%	61.9%	65.9%	58.5%		
Canadian soldiers	2336	474	1554	290	549	383	376	294	734	440	359	911	1066	649	1687	2037	297	1974	2009	2167	2027	914	914	511	403	128	301	60	68			
	58.0%	49.4%	60.4%	A	63.2%	59.2%	58.3%	61.1%	60.3%	56.9%	54.9%	49.5%	57.8%	61.8%	59.4%	57.5%	58.4%	58.7%	58.2%	58.4%	58.9%	58.7%	69.4%	56.3%	73.0%	65.2%	48.5%	46.7%	49.5%	47.8%		
Teachers	2075	443	1383	264	465	349	319	279	685	405	348	813	913	592	1483	1824	250	1787	1808	1926	1815	742	755	388	344	152	353	72	90			
	51.5%	46.2%	52.6%	A	57.5%	50.1%	53.1%	51.7%	57.4%	53.1%	50.5%	47.9%	51.6%	53.0%	54.2%	50.6%	52.3%	49.4%	52.7%	52.5%	52.4%	52.6%	56.3%	46.5%	56.9%	55.7%	61.2%	54.8%	58.5%	62.5%		
Veterinarians	2037	441	1353	230	449	323	331	268	687	419	343	828	865	538	1499	1770	265	1745	1768	1894	1764	710	788	400	310	146	343	72	74			
	50.6%	46.0%	52.5%	A	50.2%	48.4%	49.2%	53.7%	55.0%	53.2%	52.2%	47.3%	52.5%	50.2%	49.2%	51.5%	50.8%	52.4%	51.5%	51.4%	51.5%	53.9%	48.5%	57.1%	50.1%	55.3%	53.2%	59.3%	51.9%			
Dentists	2020	445	1310	255	447	348	322	247	638	391	362	839	819	488	1533	1773	241	1720	1749	1853	1756	706	749	388	318	144	351	66	78			
	50.2%	46.4%	50.9%	A	55.5%	48.3%	52.9%	52.3%	50.7%	49.4%	48.7%	50.0%	53.2%	47.5%	44.6%	52.3%	50.8%	47.6%	50.8%	50.8%	50.4%	50.9%	53.6%	46.1%	55.5%	51.4%	54.4%	54.5%	54.8%	54.1%		
Police Officers	1870	354	1281	223	412	287	291	234	628	394	298	747	825	522	1348	1620	247	1591	1605	1723	1619	702	745	398	304	104	260	49	55			
	48.4%	39.4%	49.8%	A	48.6%	44.4%	43.6%	47.3%	48.1%	42.8%	49.1%	41.1%	47.4%	47.8%	47.7%	46.0%	46.5%	48.9%	46.9%	46.7%	46.9%	53.3%	45.9%	56.9%	49.2%	49.4%	40.4%	40.6%	38.5%			
Judges	1708	358	1141	203	375	271	254	230	607	377	288	689	731	453	1255	1497	209	1460	1477	1577	1510	617	657	348	269	111	271	53	57			
	42.4%	37.3%	44.3%	A	44.1%	40.5%	41.2%	41.1%	47.3%	47.1%	47.0%	39.7%	43.7%	42.4%	41.4%	42.8%	42.9%	41.3%	43.1%	42.9%	42.9%	45.9%	43.7%	46.8%	43.5%	41.9%	42.1%	44.3%	39.8%			
Daycare workers	1568	337	1038	180	361	274	244	206	507	281	258	644	666	456	1112	1391	176	1343	1362	1451	1372	534	525	285	250	134	323	64	70			
	38.9%	35.1%	40.3%	A	39.3%	38.9%	41.8%	39.6%	46.3%	39.3%	35.0%	35.6%	40.8%	38.6%	41.7%	37.9%	39.5%	34.7%	39.6%	39.6%	39.5%	39.7%	40.6%	32.3%	40.7%	40.5%	50.8%	50.2%	53.3%	48.7%		
Food Safety Inspectors	1508	366	967	164	356	242	231	218	509	291	244	589	674	426	1082	1345	162	1304	1306	1392	1304	509	560	289	220	115	271	54	60			
	37.4%	38.2%	37.6%	A	35.7%	38.4%	36.8%	37.5%	44.7%	39.5%	36.3%	33.7%	37.4%	39.1%	38.9%	36.9%	38.6%	31.9%	38.5%	38.0%	37.9%	37.8%	38.6%	34.5%	41.3%	35.6%	43.5%	42.1%	45.1%	42.1%		
Electricians	1469	292	1005	164	332	255	243	184	464	280	231	622	615	390	1079	1296	172	1254	1274	1369	1280	514	484	305	209	137	288	64	72			
	36.5%	30.5%	39.0%	A	35.6%	35.8%	38.8%	39.5%	37.7%	36.0%	34.9%	31.9%	39.5%	35.7%	35.6%	36.8%	37.1%	34.0%	37.0%	37.0%	37.2%	37.1%	39.0%	29.8%	43.6%	33.9%	51.7%	44.7%	53.1%	50.5%		
Psychologists/Counselors	1415	346	914	147	327	243	216	190	464	274	232	555	627	417	998	1248	165	1236	1233	1303	1231	511	532	290	220	96	230	49	47			
	35.1%	36.1%	35.5%	A	32.0%	35.2%	37.0%	35.1%	39.0%	36.0%	34.2%	32.0%	35.2%	36.4%	38.2%	34.0%	35.8%	32.5%	36.5%	35.8%	35.4%	35.6%	38.8%	32.7%	41.5%	35.7%	36.5%	35.8%	40.9%	32.7%		
Accountants	1383	289	916	165	304	220	223	188	468	280	228	601	553	361	1032	1214	167	1185	1189	1285	1216	499	520	282	216	101	215	48	53			
	34.3%	30.2%	35.6%	A	36.0%	32.8%	33.6%	36.2%	38.7%	36.3%	34.9%	31.5%	38.1%	32.1%	32.1%	35.2%	34.8%	32.9%	35.0%	34.6%	34.9%	35.2%	37.9%	32.0%	40.4%	35.0%	38.1%	33.5%	39.5%	36.8%		
Chiropractors	1193	256	787	143	275	214	161	379	217	175	477	541	352	841	1049	143	1022	1020	1104	1033	442	448	247	195	74	194	36	38				
	29.6%	26.7%	30.6%	A	31.2%	29.7%	32.5%	28.2%	33.1%	29.3%	27.1%	24.1%	30.2%	31.4%	32.2%	28.7%	30.1%	28.3%	30.2%	29.9%	33.6%	33.6%	27.6%	35.3%	31.6%	28.1%	30.2%	29.9%	26.8%			
Airport security guards	1151	268	747	131	301	199	181	138	333	195	190	450	512	336	814	1030	119	988	985	1063	983	378	373	211	167	107	254	50	57			
	28.6%	27.9%	29.0%	A	28.4%	32.4%	30.3%	29.4%	28.3%	25.8%	24.3%	26.2%	28.5%	29.7%	30.8%	27.8%	29.5%	23.6%	29.1%	28.6%	28.9%	28.5%	28.7%	22.9%	30.2%	27.0%	40.5%	39.5%	41.6%	39.6%		
Plumbers	1129	237	749	142	288	205	170	135	338	203	185	482	463	295	834	1005	123	980	986	1051	981	380	370	218	162	107	236	54	53			
	28.0%	24.7%	29.1%	A	30.8%	31.0%	31.2%	27.6%	27.8%	26.2%	25.3%	25.4%	30.5%	26.8%	26.9%	28.4%	28.8%	24.2%	28.9%	28.6%	28.6%	28.4%	22.8%	31.1%	26.3%	40.6%	36.6%	45.1%	36.9%			
Church Leaders</																																

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.

		Marital Status										Income					Household Size				Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single	Married w/ partner	Married w/ partner	Divorced	Widowed	<\$40K	\$40K to <\$50K	\$50K to <\$60K	\$60K to <\$70K	\$70K to <\$80K	\$80K to <\$100K	Over \$100K	1	2	3+	Yes	No	Yes	No	Yes	No	Other	Personal Care	OTC Medicine	Home/Improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214								
	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1137	1624	700	617	264	944	121	143								
Firefighters	3580	802	2330	421	811	578	558	438	1171	733	613	1414	1553	983	2598	3146	428	3057	3106	3310	3121	1250	1427	661	589	241	560	111	130								
	88.9%	83.6%	90.5%	91.7%	87.5%	88.0%	90.5%	90.0%	90.0%	91.3%	84.5%	89.7%	91.0%	89.9%	88.6%	90.2%	84.5%	90.2%	90.3%	90.0%	90.4%	94.9%	87.9%	94.4%	95.5%	81.1%	86.9%	91.5%	90.7%								
Ambulance drivers /Paramedics	3554	791	2330	408	790	586	553	439	1165	726	600	1414	1540	971	2583	3112	436	3033	3071	3291	3099	1229	1409	650	579	243	564	110	133								
	88.3%	82.5%	90.5%	88.6%	85.2%	89.3%	89.6%	90.1%	90.3%	90.4%	82.7%	89.6%	89.4%	88.8%	88.1%	89.2%	86.1%	89.5%	89.3%	89.5%	89.8%	93.3%	86.7%	92.8%	93.8%	92.0%	87.6%	91.0%	92.8%								
Pharmacists	3486	771	2279	413	776	567	542	431	1156	725	598	1385	1503	946	2540	3054	427	2969	3022	3223	3035	1198	1367	637	561	241	571	112	129								
	86.6%	80.4%	88.5%	90.0%	83.7%	86.3%	88.0%	88.5%	89.6%	90.3%	82.4%	87.8%	87.2%	86.5%	86.6%	87.6%	84.3%	87.6%	87.8%	87.7%	87.9%	90.9%	84.2%	91.0%	90.9%	91.1%	88.7%	92.6%	89.8%								
Nurses	3457	759	2265	408	776	563	539	427	1137	710	586	1389	1482	938	2519	3024	426	2945	2997	3204	3022	1181	1373	634	547	233	566	107	127								
	85.9%	79.2%	88.0%	88.8%	83.7%	85.7%	87.5%	87.6%	88.2%	88.5%	80.7%	88.1%	86.0%	85.8%	85.9%	86.7%	84.2%	86.9%	87.1%	87.1%	87.5%	89.6%	84.5%	90.6%	88.5%	88.4%	87.9%	88.3%	88.5%								
Doctors	3395	737	2217	410	751	555	515	426	1132	706	574	1353	1459	925	2460	2962	419	2876	2917	3125	2950	1154	1338	625	529	231	555	108	123								
	84.1%	76.6%	86.1%	89.2%	81.0%	84.4%	83.7%	87.4%	87.8%	88.0%	79.1%	85.7%	84.7%	84.6%	83.9%	84.9%	82.9%	84.9%	84.8%	85.0%	85.4%	87.6%	82.4%	89.3%	85.7%	87.5%	86.1%	89.5%	85.8%								
Airline pilots	3347	754	2173	396	733	553	526	423	1127	704	580	1341	1425	894	2453	2928	414	2848	2888	3095	2928	1161	1324	615	545	235	527	107	128								
	83.1%	76.6%	84.4%	86.2%	79.0%	84.1%	85.3%	86.9%	87.4%	87.7%	80.0%	85.1%	82.7%	81.8%	83.6%	83.9%	81.8%	84.0%	84.0%	84.2%	84.8%	88.1%	81.5%	87.9%	88.3%	89.1%	81.8%	88.9%	89.3%								
Farmers	3243	701	2135	384	727	525	523	404	1058	654	549	1306	1387	879	2364	2852	386	2770	2810	3011	2847	1136	1265	608	528	225	520	106	119								
	80.5%	73.1%	83.0%	83.6%	78.4%	80.0%	84.9%	82.8%	82.0%	81.5%	75.7%	82.8%	80.5%	80.4%	80.6%	81.8%	76.2%	81.7%	81.7%	81.9%	82.4%	86.2%	77.9%	86.8%	85.5%	85.0%	80.8%	87.5%	83.0%								
Canadian soldiers	3099	678	2029	369	700	502	492	386	1009	622	511	1213	1375	885	2242	2713	383	2623	2675	2873	2700	1131	1234	606	525	191	439	89	102								
	77.0%	70.7%	78.8%	80.3%	75.5%	76.4%	79.9%	79.3%	78.2%	77.6%	70.5%	76.9%	79.8%	78.5%	76.4%	77.8%	75.7%	77.4%	77.8%	78.1%	78.2%	85.9%	76.0%	86.6%	85.1%	72.2%	68.1%	73.8%	70.9%								
Teachers	3062	680	1998	362	692	498	477	396	1012	618	531	1189	1341	858	2204	2678	382	2620	2650	2832	2671	1042	1177	551	492	227	520	103	124								
	76.0%	70.9%	77.6%	78.8%	74.6%	75.8%	77.3%	81.2%	78.4%	76.7%	73.3%	75.4%	77.8%	78.5%	75.1%	76.7%	75.5%	77.3%	77.0%	77.0%	77.3%	79.1%	72.5%	78.7%	79.6%	86.0%	80.8%	85.3%	86.6%								
Dentists	3020	652	1989	358	668	500	468	378	1007	630	501	1238	1282	798	2222	2636	376	2560	2605	2774	2634	1015	1192	550	464	207	507	95	112								
	75.0%	68.0%	77.2%	78.0%	72.0%	76.1%	75.9%	77.5%	78.1%	73.3%	69.0%	74.3%	73.0%	75.5%	75.6%	74.4%	73.0%	75.5%	75.7%	75.5%	76.3%	77.0%	73.4%	78.6%	75.2%	78.5%	78.9%	78.1%									
Veterinarians	2920	664	1906	331	634	481	459	368	979	611	501	1159	1260	797	2123	2547	371	2502	2532	2712	2550	1021	1151	548	473	202	469	97	105								
	72.5%	69.2%	74.1%	72.2%	68.4%	73.2%	74.4%	75.5%	75.9%	76.1%	69.1%	73.5%	73.1%	72.9%	72.4%	73.0%	73.3%	73.8%	73.6%	73.8%	73.9%	77.5%	70.9%	78.3%	76.6%	76.6%	72.9%	80.5%	73.3%								
Police Officers	2785	580	1873	315	607	443	439	362	941	578	459	1104	1222	780	2005	2430	349	2364	2400	2563	2416	989	1114	530	469	174	424	81	92								
	69.2%	60.5%	72.8%	68.6%	65.5%	67.5%	71.2%	74.3%	72.9%	72.1%	63.3%	70.0%	71.3%	68.4%	69.3%	69.0%	69.8%	69.8%	69.8%	69.7%	70.0%	75.1%	68.6%	75.8%	74.3%	65.7%	65.8%	67.4%	64.3%								
Daycare workers	2692	609	1759	304	598	431	434	344	894	550	449	1072	1171	762	1930	2363	325	2291	2329	2492	2350	924	997	491	433	207	485	96	111								
	66.9%	63.5%	68.3%	66.3%	64.5%	65.7%	70.4%	70.5%	69.3%	68.5%	61.9%	68.0%	67.9%	69.7%	65.8%	67.8%	64.3%	67.6%	67.9%	67.7%	67.8%	68.0%	70.1%	61.4%	70.1%	70.1%	78.5%	75.3%	79.5%	77.7%							
Electricians	2691	564	1799	313	589	434	429	346	901	555	429	1121	1142	754	1968	2365	323	2296	2326	2495	2346	965	993	522	433	206	459	95	111								
	66.8%	58.8%	69.9%	68.3%	63.5%	66.1%	69.5%	71.0%	69.8%	69.1%	59.1%	71.1%	66.2%	66.2%	67.1%	67.8%	63.8%	67.7%	67.6%	67.9%	67.5%	72.5%	60.6%	74.5%	70.1%	78.0%	71.3%	78.8%	77.3%								
Judges	2631	580	1730	305	552	424	399	342	927	585	442	1043	1146	721	1911	2299	328	2237	2257	2422	2305	927	1031	520	407	178	420	87	91								
	65.4%	60.5%	67.2%	66.4%	59.6%	64.8%	64.8%	70.3%	71.9%	72.8%	61.0%	65.2%	65.5%	65.9%	65.1%	65.9%	64.8%	66.0%	65.6%	65.9%	66.8%	70.4%	63.5%	74.3%	66.0%	67.4%	65.2%	72.0%	63.5%								
Food Safety Inspectors	2571	614	1666	273	563	441	408	334	875	541	438	995	1137	738	1832	2266	298	2196	2221	2272	2246	873	1000	478	395	179	437	83	97								
	63.8%	64.0%	64.7%	59.4%	60.8%	67.1%	66.3%	68.5%	67.8%	67.4%	60.4%	63.1%	66.0%	67.5%	62.5%	65.0%	59.0%	64.8%	64.5%	64.5%	65.0%	66.3%	61.6%	68.3%	64.0%	67.9%	67.9%	68.4%	67.5%								
Accountants	2489	540	1655	276	526	392	396	327	863	536	416	1007	1066	663	1826	2162	320	2113	2141	2310	2182	877	958	482	395	173	396	82	91								
	61.8%	56.3%	64.3%	60.2%	56.7%	59.7%	64.3%	67.1%	66.9%	66.8%	57.3%	63.8%	61.8%	60.6%	62.3%	62.0%	63.3%	62.4%	62.2%	62.8%	63.2%	66.6%	59.0%	66.9%	64.0%	65.5%	61.5%	67.9%	63.5%								
Psychologists/Counselors	2430	578	1565	270	555	405	371	316	801	505	400	968	1072	697	1733	2136	291	2090	2111	2243	2120	843	942	467	376	171	395	81	90								
	60.4%	60.3%	60.8%	58.9%	59.9%	61.6%	60.2%	64.9%	63.7%	62.9%	55.2%	60.7%	62.2%	63.8%	59.1%	61.2%	57.6%	61.7%	61.4%	61.0%	61.4%	64.0%	58.0%	66.8%	60.9%	64.7%	61.4%	66.7%	63.0%								
Plumbers	2334	498	1960	266	524	395	378	287	757	469	385	982	966	618	1716	2055	274	1998	2032	2162	2030	811	854	458	354	191	405	88	104								
	58.0%	52.0%	60.0%	58.0%	56.5%	60.1%	61.3%	59.0%	58.7%	58.5%	53.1%	62.3%	56.1%	56.5%	58.5%	58.9%	54.2%	59.0%	59.1%	58.8%	58.8%	61.6%	52.6%	66.4%	57.3%	72.4%	62.9%	72.5%	64.3%								
Airport security guards	2161	504	1417	229	511	373	344	273	685	412	344	859	959	631	1530	1916	241	1841	1861	1990	1863	726	766	390	336	184	419	86	98								
	53.7%	52.6%	55.0%	49.9%	55.1%	56.7%	55.8%	56.0%	53.1%	51.3%	47.4%	54.5%	55.6%	57.8%	52.2%	54.9%	47.6%	54.3%	54.1%	54.1%	54.0%	55.1%	47.2%	55.7%	54.4%	69.7%	65.1%	71.1%	68.5%								
Chiropractors	2146	498	1390	242	481	373	322	274	698	425	356	842																									

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.

		Marital Status										Income					Household Size				Children in HH			Primary Grocery Shopper			Primary Decision Maker					RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single	Married w/ partner	Married w/ partner	Divorced	<\$40K	\$40K to <\$50K	\$50K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	Over \$100K	Over \$100K	1	2	3+	Yes	No	No	Yes	Yes/Other	Others	Personal Care	OTC Medicine	Home/Climate	Finance	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No			
Base: All respondents	Weighted	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214									
		4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1137	1624	700	617	264	644	121	143									
Telemarketers		3098	675	2037	361	648	505	471	383	1049	666	529	1251	1318	802	2295	2705	387	2627	2691	2877	2722	1053	1325	536	517	185	447	84	101									
		76.9%	70.4%	79.2%	78.7%	69.9%	76.4%	78.6%	81.3%	83.0%	72.9%	79.3%	76.5%	73.4%	78.3%	77.6%	76.4%	77.5%	78.2%	78.3%	78.6%	79.9%	81.6%	81.6%	76.1%	83.7%	70.1%	69.4%	69.5%	70.5%									
National Politicians		2604	582	1675	324	566	440	394	315	846	531	459	1063	1081	655	1949	2282	314	2220	2273	2417	2285	877	1060	452	425	170	423	78	91									
		64.7%	60.6%	65.1%	70.5%	61.1%	66.9%	64.0%	64.6%	65.6%	66.1%	63.3%	67.4%	62.7%	59.9%	66.5%	65.4%	62.1%	65.5%	66.1%	65.7%	66.2%	66.6%	65.3%	64.6%	68.8%	64.2%	65.7%	64.8%	63.7%									
Car salespeople		2405	560	1534	289	533	384	367	286	802	515	435	936	1035	641	1765	2101	300	2022	2084	2223	2115	797	1042	390	407	149	352	64	84									
		59.7%	58.4%	59.6%	62.9%	57.5%	58.4%	59.6%	58.8%	62.1%	64.2%	59.9%	59.3%	60.1%	58.6%	60.2%	60.3%	59.3%	59.7%	60.6%	60.5%	60.5%	60.2%	60.5%	64.2%	55.7%	65.9%	56.3%	54.6%	53.3%	58.9%								
Local Politicians		2363	531	1516	295	525	399	369	260	736	476	407	942	1014	599	1764	2058	298	1989	2041	2192	2059	777	997	397	380	148	372	70	78									
		58.7%	55.3%	58.9%	64.3%	60.8%	59.8%	53.3%	57.1%	59.3%	56.1%	59.7%	58.8%	54.8%	60.2%	59.0%	58.9%	58.7%	59.3%	59.4%	59.6%	59.0%	59.0%	61.4%	56.7%	61.6%	57.7%	58.3%	54.3%										
Bloggers		1998	429	1395	261	393	311	256	681	425	372	834	783	481	1517	1725	270	1668	1714	1848	1774	662	811	350	312	143	327	62	81										
		49.6%	44.1%	50.7%	56.9%	42.4%	50.9%	50.5%	52.6%	52.8%	53.0%	51.2%	52.9%	46.0%	44.0%	51.7%	49.5%	53.4%	49.2%	49.8%	50.3%	51.4%	50.3%	50.0%	50.0%	50.6%	54.1%	50.8%	51.1%	56.6%									
CEOs		1513	362	943	194	343	264	237	171	468	297	306	585	622	379	1134	1322	187	1278	1321	1389	1322	530	709	255	275	64	164	31	33									
		37.6%	37.7%	36.7%	42.3%	37.0%	40.2%	38.4%	35.2%	36.3%	37.0%	42.2%	37.1%	36.1%	34.6%	38.7%	37.9%	36.9%	37.7%	38.4%	37.3%	38.3%	40.2%	43.6%	36.4%	44.5%	24.2%	25.5%	25.9%	22.8%									
Airport baggage handlers		1512	327	983	188	309	239	231	175	529	354	269	597	647	387	1125	1310	199	1268	1299	1404	1317	557	707	286	271	57	142	22	35									
		37.6%	34.1%	38.2%	40.9%	33.4%	36.3%	37.4%	36.0%	41.0%	44.1%	37.0%	37.8%	37.5%	35.4%	38.4%	37.6%	39.3%	37.4%	37.7%	38.2%	38.1%	42.3%	43.6%	40.9%	44.0%	21.7%	22.1%	18.5%	24.3%									
Lawyers		1453	333	938	172	317	248	233	170	467	297	268	599	587	366	1087	1273	176	1196	1241	1350	1268	500	608	247	252	93	208	41	51									
		36.1%	34.7%	36.4%	37.5%	34.2%	37.8%	37.7%	34.9%	36.2%	37.1%	36.9%	38.0%	34.0%	33.5%	37.1%	36.5%	34.8%	35.3%	36.1%	36.7%	36.7%	38.0%	37.4%	35.4%	40.9%	35.1%	32.3%	34.3%	35.7%									
Church Leaders		1296	346	771	168	319	226	179	156	409	253	264	527	506	328	968	1153	142	1117	1144	1205	1133	349	542	176	173	103	263	41	61									
		32.2%	36.1%	29.9%	36.5%	34.4%	34.4%	29.1%	32.1%	31.7%	31.5%	36.4%	33.4%	29.3%	30.0%	33.0%	33.0%	28.1%	33.0%	33.2%	32.8%	32.8%	26.5%	33.4%	25.1%	28.0%	38.9%	40.9%	34.1%	42.8%									
Auto mechanics		1183	324	713	136	266	197	167	139	398	259	245	448	490	308	875	1020	160	1003	1025	1092	1026	367	528	173	194	70	185	31	39									
		29.4%	33.8%	27.1%	29.6%	28.7%	30.0%	27.1%	28.5%	30.8%	32.3%	33.8%	28.4%	28.4%	28.2%	29.8%	29.2%	31.5%	29.6%	29.8%	29.7%	27.9%	32.5%	24.7%	31.5%	25.4%	28.7%	25.3%	27.7%	27.2%									
Journalists		1054	253	659	133	240	178	137	126	353	227	187	421	446	281	773	901	149	885	911	966	917	338	447	165	174	63	170	28	35									
		26.2%	26.3%	25.6%	28.9%	25.9%	27.1%	22.2%	25.8%	27.3%	28.3%	25.8%	26.7%	25.9%	25.7%	26.4%	25.8%	29.5%	26.1%	25.9%	26.3%	26.6%	25.7%	27.5%	23.5%	28.1%	23.9%	26.4%	23.1%	24.5%									
Television and Radio Personalities		1036	272	635	123	215	176	152	119	356	237	203	422	411	255	782	905	128	853	872	947	908	332	499	155	176	49	125	20	29									
		25.7%	28.3%	24.7%	26.8%	23.2%	26.8%	24.7%	24.5%	27.6%	29.5%	28.0%	26.7%	23.9%	23.3%	26.7%	25.9%	25.3%	25.2%	25.3%	25.7%	26.3%	25.2%	30.7%	22.2%	26.6%	18.4%	19.5%	16.4%	20.1%									
Financial Advisors		920	221	579	114	203	162	138	103	298	195	185	353	381	231	689	810	108	766	798	835	794	296	389	149	147	55	145	24	31									
		22.8%	23.0%	22.5%	24.7%	21.9%	24.6%	22.3%	21.1%	23.1%	24.3%	25.5%	22.4%	22.1%	21.4%	23.5%	23.2%	21.4%	22.6%	23.2%	22.7%	23.0%	22.4%	23.9%	21.2%	23.8%	20.9%	22.5%	19.9%	21.8%									
Chiropractors		798	197	496	99	183	123	138	90	254	164	180	333	285	171	627	697	98	671	683	728	692	234	344	120	114	63	136	28	35									
		19.8%	20.5%	19.3%	21.6%	19.8%	18.8%	22.3%	18.6%	19.7%	20.4%	24.8%	21.1%	16.5%	15.7%	21.4%	20.0%	19.4%	19.8%	19.9%	19.8%	20.0%	17.8%	21.2%	17.1%	18.5%	23.8%	21.4%	23.2%	24.4%									
Airport security guards		700	153	454	89	145	111	104	76	247	171	138	288	274	162	539	596	102	573	586	640	610	246	329	131	115	26	75	10	16									
		17.4%	15.9%	17.6%	19.4%	15.6%	16.9%	16.9%	15.7%	19.2%	19.2%	19.0%	18.3%	15.9%	14.8%	18.4%	17.1%	20.1%	16.9%	17.0%	17.4%	17.7%	18.7%	20.3%	18.7%	18.6%	9.7%	11.6%	8.0%	11.2%									
Plumbers		564	167	327	70	123	95	84	75	193	118	124	194	247	149	416	493	69	461	470	511	491	176	267	76	100	26	77	12	14									
		14.0%	17.4%	12.7%	15.3%	13.3%	14.5%	13.6%	15.4%	15.0%	14.7%	17.1%	12.3%	14.3%	13.6%	14.2%	14.1%	13.5%	13.6%	13.7%	13.9%	13.9%	14.2%	13.4%	16.4%	10.9%	16.2%	9.9%	11.9%	10.1%	9.8%								
Psychologists/Counselors		562	137	342	81	135	100	92	62	162	100	127	218	217	141	421	492	70	454	470	520	490	179	236	96	82	37	89	18	19									
		14.0%	14.2%	13.3%	17.7%	14.5%	15.2%	14.9%	12.7%	12.6%	12.5%	17.5%	13.8%	12.6%	12.9%	14.4%	14.1%	13.9%	13.4%	13.7%	14.1%	14.2%	13.6%	14.5%	13.8%	13.3%	14.0%	13.8%	14.8%	13.4%									
Police Officers		551	171	314	65	144	107	86	52	152	99	127	211	213	135	416	485	64	466	473	511	477	152	235	74	79	44	99	22	22									
		13.7%	17.8%	12.2%	14.2%	15.5%	16.3%	13.9%	10.7%	11.7%	12.4%	17.5%	13.4%	12.4%	12.3%	14.2%	13.9%	12.6%	13.8%	13.7%	13.9%	13.9%	13.8%	11.6%	14.4%	10.6%	12.7%	16.7%	15.3%	18.5%	15.2%								
Judges		536	153	312	66	160	97	88	49	126	77	117	216	203	123	413	470	63	450	461	494	465	155	224	76	79	38	98	15	24									
		13.3%	15.9%	12.1%	14.4%	17.2%	14.8%	14.2%	9.8%	9.6%	16.1%	13.7%	11.8%	11.2%	14.1%	13.5%	12.5%	13.3%	13.4%	13.4%	13.1%	11.8%	13.8%	10.9%	12.8%	14.8%	10.5%	12.2%	16.9%										
Food Safety Inspectors		525	119	330	71	126	89	74	57	157	100	114	209	203	120	405	460	65	445	454	483	448	172	218	91	81	40	72	18	22									
		13.0%	12.5%	12.8%	15.4%	13.6%	13.6%	12.0%	11.6%	12.2%	12.5%	15.7%	13.2%	11.8%	11.0%	13.8%	13.2%	12.9%	13.1%	13.2%	13.1%	13.1%	13.0%	13.1%	13.4%	13.0%	13.1%	15.0%	11.1%	14.8%	15.2%								
Accountants		524	151	294	75	132	113	77	48	137	89	121	195	209	131	393	474	51	452	458	476																		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - a/b 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.

		Marital Status					Income					Household Size				Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single A	Married/livn g with partner C	Divorced/separated/wid owed D	<\$40K E	\$40K to <\$50K F	\$60K to <\$80K G	\$80K to <\$100K H	Over \$100K I	Over \$100K I	1 J	2 K	3+ L	Yes M	No N	Yes O	No P	Yourself/Orh er equally Q	Others R	Personal Care Q	OTC Medicine S	Home/Cleani ng/improve ments T	Finance U	Yes V	No W	Yes X	No Y	Yes Z	No a	Yes b	No b
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214			
Weighted	4026	959	2574	459	927	616	616	487	1093	702	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143			
Telemarketers	1686	344	1109	220	352	272	248	193	564	372	303	686	687	421	1266	1489	223	1412	1457	1558	1482	601	760	309	292	73	208	31	42			
	41.9%	35.8%	43.1%	47.8%	38.0%	41.5%	40.3%	39.5%	43.8%	46.3%	40.8%	43.5%	40.4%	38.5%	43.3%	41.8%	44.1%	41.7%	42.3%	42.4%	42.9%	45.7%	46.8%	44.2%	47.3%	27.8%	32.3%	25.8%	29.4%			
National Politicians	1145	264	725	147	281	193	180	111	345	234	210	465	470	292	854	1002	141	972	1008	1059	999	345	505	170	175	68	192	32	36			
	28.5%	27.5%	28.2%	32.0%	30.3%	29.4%	29.1%	22.8%	26.7%	29.4%	29.5%	27.3%	26.7%	29.1%	28.7%	27.8%	28.7%	29.3%	28.8%	28.9%	26.2%	31.1%	24.3%	28.3%	25.6%	29.9%	26.2%	25.0%				
Local Politicians	940	213	595	126	233	160	146	89	268	179	175	376	390	239	702	828	110	797	816	870	811	297	414	155	142	53	145	27	26			
	23.4%	22.2%	23.1%	27.5%	25.1%	24.4%	23.7%	18.3%	20.8%	22.3%	24.1%	23.9%	22.6%	21.9%	23.9%	23.7%	21.7%	23.5%	23.7%	23.7%	23.5%	22.5%	25.5%	22.2%	22.9%	20.2%	22.5%	22.6%	18.2%			
Car salespeople	707	177	429	95	173	120	111	76	215	139	149	269	289	184	523	614	90	576	600	648	614	231	331	111	119	33	96	17	17			
	17.6%	18.5%	16.7%	20.7%	18.7%	18.3%	18.0%	15.7%	16.7%	17.3%	20.5%	17.0%	16.8%	16.8%	17.8%	17.6%	17.8%	17.0%	17.4%	17.6%	17.8%	17.5%	20.4%	15.9%	19.3%	12.6%	14.9%	13.7%	11.6%			
Bloggers	573	100	381	91	121	99	84	71	199	128	127	251	196	114	458	482	90	463	484	531	512	176	230	100	76	42	108	20	22			
	14.2%	10.5%	19.7%	19.7%	15.0%	13.6%	14.5%	15.4%	16.0%	17.5%	15.9%	11.3%	10.5%	15.6%	13.8%	17.8%	13.6%	14.1%	14.1%	14.4%	14.6%	13.4%	14.1%	14.3%	12.4%	16.0%	16.8%	16.4%	15.6%			
Church Leaders	507	151	278	75	147	87	68	56	146	90	122	195	190	130	377	455	50	438	453	472	441	126	230	61	65	33	103	11	22			
	12.6%	15.8%	10.8%	16.4%	15.9%	13.3%	11.0%	11.5%	11.3%	11.2%	16.8%	12.4%	11.0%	11.9%	13.2%	13.1%	9.8%	12.9%	13.2%	12.8%	12.8%	9.6%	14.2%	8.7%	10.6%	12.6%	16.0%	9.5%	15.2%			
Lawyers	420	94	266	57	101	84	60	47	133	86	84	175	161	108	312	377	41	347	362	391	367	146	179	86	60	24	61	10	14			
	10.4%	9.8%	10.3%	12.4%	10.9%	12.7%	9.7%	9.7%	10.3%	10.7%	11.6%	11.1%	9.3%	9.8%	10.6%	10.8%	8.2%	10.2%	10.5%	10.6%	10.6%	11.1%	11.0%	12.3%	9.8%	9.0%	9.4%	8.0%	9.8%			
CEOs	414	114	245	52	118	75	56	41	119	79	93	167	154	94	319	373	39	351	367	374	366	133	217	69	64	11	40	4	6			
	10.3%	11.9%	9.5%	11.3%	12.7%	11.3%	9.1%	8.4%	9.9%	9.8%	12.8%	10.6%	8.9%	8.6%	10.9%	10.7%	7.6%	10.4%	10.7%	10.2%	10.6%	10.1%	13.4%	9.9%	10.3%	4.1%	6.3%	3.7%	4.4%			
Airport baggage handlers	315	67	204	44	76	53	44	35	99	64	63	127	125	84	231	272	42	265	271	291	272	124	153	68	56	8	18	4	4			
	7.8%	7.0%	7.9%	9.6%	8.2%	8.1%	7.2%	7.2%	7.7%	8.0%	8.7%	8.0%	7.3%	7.7%	7.9%	7.8%	8.4%	7.8%	7.9%	7.9%	7.9%	9.4%	9.4%	9.4%	9.7%	9.0%	3.1%	2.8%	3.2%	3.1%		
Journalists	216	60	123	32	52	39	26	32	69	37	45	86	85	57	159	186	28	180	184	192	195	62	101	36	26	12	35	4	8			
	5.4%	6.2%	4.8%	6.9%	5.6%	5.9%	4.2%	6.7%	5.4%	4.6%	6.2%	5.4%	4.9%	5.2%	5.4%	5.3%	5.6%	5.3%	5.2%	5.2%	5.6%	4.7%	6.2%	5.1%	4.1%	4.4%	4.2%	5.5%	3.2%	5.3%		
Television and Radio Personalities	191	53	105	30	45	34	28	14	63	48	44	74	73	48	143	161	27	150	160	167	161	55	97	21	34	7	27	3	4			
	4.7%	5.5%	4.1%	6.0%	4.9%	5.2%	4.6%	2.9%	4.5%	4.9%	6.0%	6.1%	4.7%	4.4%	4.4%	4.6%	5.4%	4.4%	4.7%	4.5%	4.4%	4.2%	6.0%	3.1%	5.4%	2.7%	4.2%	2.7%	2.7%			
Auto mechanics	190	56	107	26	40	34	29	23	67	44	43	76	71	48	142	170	18	160	161	176	160	49	102	21	27	8	26	3	5			
	4.7%	5.8%	4.2%	4.8%	4.4%	5.2%	4.7%	4.7%	5.2%	5.5%	5.9%	4.8%	4.1%	4.4%	4.8%	4.9%	3.5%	4.7%	4.7%	4.8%	4.6%	3.7%	6.3%	3.1%	4.4%	3.1%	4.1%	2.6%	3.6%			
Chiropractors	179	51	111	17	39	30	27	24	58	34	49	66	64	39	140	159	18	146	153	162	153	50	81	27	24	6	35	3	4			
	4.5%	5.3%	4.3%	3.7%	4.2%	4.5%	4.4%	4.9%	4.5%	4.3%	6.8%	4.2%	3.7%	3.6%	4.8%	4.6%	3.7%	4.3%	4.4%	4.4%	3.8%	5.0%	3.8%	3.8%	3.8%	2.4%	5.4%	2.1%	2.7%			
Financial Advisors	172	43	103	23	41	32	21	18	56	38	41	72	59	37	136	158	14	146	154	156	145	96	77	28	28	6	25	3	4			
	4.3%	4.5%	4.0%	5.1%	4.4%	4.8%	3.4%	3.6%	4.3%	4.7%	5.6%	4.6%	3.4%	3.4%	4.6%	4.5%	2.8%	4.3%	4.5%	4.3%	4.2%	4.2%	4.7%	3.9%	4.5%	2.4%	3.9%	2.1%	2.7%			
Police Officers	157	55	82	20	50	30	19	18	41	23	40	60	58	42	115	140	16	139	141	147	136	38	79	23	15	8	23	2	6			
	3.9%	5.7%	3.2%	4.4%	5.3%	4.5%	3.1%	3.7%	3.2%	2.9%	5.5%	3.8%	3.4%	3.8%	3.9%	4.0%	3.1%	4.1%	4.1%	4.0%	4.0%	2.9%	4.9%	3.3%	2.4%	2.9%	3.6%	1.6%	4.0%			
Airport security guards	137	36	72	30	35	22	19	13	40	27	38	52	47	26	112	120	18	115	117	128	121	52	62	28	24	4	12	2	3			
	3.4%	3.7%	2.8%	6.5%	3.8%	3.4%	3.1%	2.6%	3.1%	3.4%	5.3%	3.3%	2.7%	2.4%	3.8%	3.4%	3.5%	3.4%	3.4%	3.5%	3.5%	4.0%	3.8%	4.0%	3.9%	1.7%	1.9%	1.6%	1.8%			
Judges	120	41	62	16	41	24	17	11	22	12	32	52	36	20	100	105	16	102	106	110	103	31	49	20	11	8	28	3	5			
	3.0%	4.3%	2.4%	3.5%	4.4%	3.7%	2.7%	2.2%	1.7%	1.5%	4.4%	3.3%	2.1%	1.8%	3.4%	3.0%	3.1%	3.0%	3.1%	3.0%	3.0%	2.4%	3.0%	2.9%	1.8%	2.9%	4.3%	2.7%	3.1%			
Psychologists/Counselors	109	31	60	17	23	13	10	28	19	25	46	38	23	86	100	9	91	89	96	97	38	46	18	19	6	17	2	4				
	2.7%	3.2%	2.3%	3.6%	3.4%	3.6%	2.1%	2.0%	2.1%	2.2%	3.5%	2.9%	2.2%	2.1%	2.9%	2.9%	1.8%	2.7%	2.6%	2.6%	2.8%	2.9%	2.8%	2.6%	3.1%	2.2%	2.6%	1.6%	2.7%			
Accountants	94	26	53	14	27	23	12	9	26	18	22	33	39	28	66	87	7	79	79	83	82	22	54	10	12	2	13	1	1			
	2.3%	2.7%	2.1%	3.1%	2.9%	3.5%	1.9%	1.8%	2.0%	2.2%	3.0%	2.1%	2.3%	2.5%	2.3%	2.5%	1.4%	2.3%	2.3%	2.4%	1.7%	3.3%	1.9%	2.0%	0.7%	2.0%	0.9%	0.9%				
Food Safety Inspectors	86	18	50	17	30	12	14	5	21	16	24	35	27	15	71	79	7	75	74	81	71	32	34	19	13	5	9	3	3			
	2.1%	1.9%	2.0%	3.6%	3.2%	1.9%	2.2%	1.0%	1.6%	2.0%	3.3%	2.2%	1.6%	1.4%	2.4%	2.3%	1.5%	2.2%	2.2%	2.2%	2.1%	2.5%	2.1%	2.7%	2.2%	1.9%	1.4%	2.1%	1.8%			
Teachers	61	20	35	5	14	10	9	3	18	15	12	29	20	8	54	54	6	49	49	55	54	16	34	9	7	1	6	0	1			
	1.5%	2.1%	1.4%	1.1%	1.5%	1.5%	1.4%	0.6%	1.4%	1.8%	1.7%	1.8%	1.2%	0.7%	1.8%	1.5%	1.2%	1.4%	1.4%	1.5%	1.6%	1.2%	2.1%	1.2%	1.2%	0.5%	0.9%	-	0.9%			
Daycare workers	59	24	31	4	18	5	13	7	17	10	16	26	17	10	49	49	10	50	53	52	52	15	31	10	5	3	8	2	1			
	1.5%	2.5%	1.2%	0.8%	1.9%	0.8%	2.1%	1.5%	1.3%	1.2%	2.2%	1.6%	1.0%	0.9%																		

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.

		Marital Status				Income						Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single	Married/liv- ing with partner	Divorced/se- parated/wid- owed	<\$40K	\$40K to -<\$50K	\$50K to -<\$60K	\$80K to -<\$100K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Oth- er equally	Others	Personal Care	OTC Medicine	Home/Clean- ing/Improve- ments	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143	
Accountants																														
7 - Extremely trustworthy	327	79	207	40	85	58	41	41	99	59	52	167	108	68	260	288	40	283	277	304	284	125	105	84	41	26	56	15	12	
	8.1%	8.2%	8.0%	8.8%	9.1%	8.8%	6.7%	8.3%	7.7%	7.3%	7.2%	10.6%	6.3%	6.2%	8.9%	8.3%	7.8%	8.4%	8.0%	8.3%	8.2%	9.5%	6.4%	11.9%	6.7%	9.9%	8.6%	12.2%	8.0%	
6	1055	211	709	125	219	163	182	148	369	221	176	434	445	283	772	926	127	901	912	981	932	374	415	199	175	74	160	33	41	
	26.2%	22.0%	27.5%	27.2%	23.7%	24.8%	29.6%	30.3%	28.6%	27.6%	24.2%	27.5%	25.8%	25.9%	26.3%	26.6%	25.1%	26.6%	26.5%	26.7%	27.0%	28.4%	25.6%	28.4%	28.3%	28.1%	24.8%	27.4%	28.8%	
5	1106	251	739	111	222	172	173	139	394	256	188	406	513	312	794	948	154	928	952	1025	966	378	438	200	179	72	180	34	38	
	27.5%	26.1%	28.7%	24.2%	23.9%	26.2%	28.0%	28.4%	30.6%	31.8%	25.9%	25.7%	29.7%	28.6%	27.1%	27.2%	30.4%	27.4%	27.7%	27.9%	28.0%	28.7%	27.0%	28.5%	29.0%	27.4%	28.0%	28.4%	26.7%	
4	788	196	501	86	194	124	118	92	252	159	144	302	342	230	558	681	106	656	671	715	672	245	321	120	126	52	142	22	30	
	19.6%	20.5%	19.5%	18.7%	20.9%	18.9%	19.2%	19.0%	19.5%	19.8%	19.8%	19.2%	19.8%	21.0%	19.0%	19.5%	20.9%	19.4%	19.5%	19.4%	19.4%	18.6%	19.7%	17.1%	20.3%	19.6%	22.1%	17.9%	21.0%	
3	305	85	177	41	69	62	45	30	86	56	67	110	128	76	229	272	33	266	266	280	259	95	136	49	46	24	45	13	11	
	7.6%	8.9%	6.9%	9.0%	7.5%	9.4%	7.3%	6.1%	6.7%	7.0%	9.3%	7.0%	7.4%	6.9%	7.8%	7.8%	6.5%	7.8%	7.7%	7.6%	7.5%	7.2%	8.3%	7.0%	7.4%	9.2%	6.9%	10.5%	8.0%	
2	125	40	65	20	36	28	20	9	25	15	31	52	41	28	97	114	10	107	114	112	113	36	58	14	22	8	18	3	5	
	3.1%	4.2%	2.5%	4.4%	3.9%	4.2%	3.3%	1.9%	1.9%	1.9%	4.3%	3.3%	2.4%	2.6%	3.3%	3.3%	2.1%	3.2%	3.3%	3.1%	3.3%	2.7%	3.6%	2.0%	3.5%	3.1%	2.8%	2.6%	3.5%	
1 - Not trustworthy at all	94	26	53	14	27	23	12	9	26	18	22	33	39	28	66	87	7	79	79	83	82	22	54	10	12	2	13	1	1	
	2.3%	2.7%	2.1%	3.1%	2.9%	3.5%	1.9%	1.8%	2.0%	2.2%	3.0%	2.1%	2.3%	2.5%	2.3%	2.5%	1.4%	2.3%	2.3%	2.3%	2.4%	1.7%	3.3%	1.9%	2.0%	0.7%	2.0%	0.5%	0.9%	
Don't Know	225	72	124	22	75	28	25	20	39	18	45	73	107	69	156	171	29	167	171	176	146	42	98	24	18	5	31	1	4	
	5.6%	7.5%	4.8%	4.8%	8.1%	4.2%	4.1%	4.2%	3.0%	2.3%	6.2%	4.7%	6.2%	6.3%	5.3%	4.9%	5.8%	4.9%	5.0%	4.8%	4.2%	3.2%	6.0%	3.5%	2.8%	1.9%	4.8%	0.5%	3.1%	
Summary																														
TopBox (7)	327	79	207	40	85	58	41	41	99	59	52	167	108	68	260	288	40	283	277	304	284	125	105	84	41	26	56	15	12	
	8.1%	8.2%	8.0%	8.8%	9.1%	8.8%	6.7%	8.3%	7.7%	7.3%	7.2%	10.6%	6.3%	6.2%	8.9%	8.3%	7.8%	8.4%	8.0%	8.3%	8.2%	9.5%	6.4%	11.9%	6.7%	9.9%	8.6%	12.2%	8.0%	
Top2Box (6-7)	1383	289	916	165	304	220	223	188	468	280	228	601	553	351	1032	1214	167	1185	1189	1285	1216	499	520	282	216	101	215	48	53	
	34.3%	30.2%	35.6%	36.0%	32.8%	33.6%	36.2%	38.7%	36.3%	34.9%	31.5%	38.1%	32.1%	32.1%	35.2%	34.8%	32.9%	35.0%	34.6%	34.9%	35.2%	37.9%	32.0%	40.4%	35.0%	38.1%	33.5%	39.5%	36.8%	
Top3Box (5-7)	2489	540	1655	276	526	392	396	327	863	536	416	1007	1066	663	1826	2162	320	2113	2141	2310	2182	877	958	482	395	173	396	82	91	
	61.8%	56.3%	64.3%	60.2%	56.7%	59.7%	64.3%	67.1%	66.9%	66.8%	57.3%	63.8%	61.8%	60.6%	62.3%	62.0%	63.3%	62.4%	62.2%	62.8%	63.2%	66.6%	59.0%	68.9%	64.0%	65.5%	61.5%	67.9%	63.5%	
Low3Box (1-3)	524	151	294	75	132	113	77	48	137	89	121	195	209	131	393	474	51	452	458	476	476	153	248	74	79	34	75	17	18	
	13.0%	15.8%	11.4%	16.4%	14.2%	17.1%	12.4%	9.8%	10.6%	11.1%	16.6%	12.3%	12.1%	12.0%	13.4%	13.6%	10.0%	13.3%	13.3%	12.9%	13.1%	11.6%	15.3%	10.5%	12.9%	13.0%	11.7%	13.7%	12.4%	
Low2Box (1-2)	219	66	117	34	63	51	32	18	51	33	53	85	81	55	163	201	18	187	192	196	195	58	112	24	34	10	31	4	6	
	5.4%	6.9%	4.6%	7.5%	6.8%	7.7%	5.2%	3.7%	4.0%	4.1%	7.4%	5.4%	4.7%	5.1%	5.6%	5.8%	3.5%	5.5%	5.6%	5.3%	5.6%	6.9%	3.5%	5.5%	3.8%	4.8%	3.2%	4.4%		
LowBox (1)	94	26	53	14	27	23	12	9	26	18	22	33	39	28	66	87	7	79	79	83	82	22	54	10	12	2	13	1	1	
	2.3%	2.7%	2.1%	3.1%	2.9%	3.5%	1.9%	1.8%	2.0%	2.2%	3.0%	2.1%	2.3%	2.5%	2.3%	2.5%	1.4%	2.3%	2.3%	2.3%	2.4%	1.7%	3.3%	1.5%	2.0%	0.7%	2.0%	0.5%	0.9%	
Mean	4.9	4.7	4.9	4.8	4.8	4.8	4.9	5	5	4.9	4.7	5	4.9	4.8	4.9	4.9	4.9	4.9	4.9	4.9	4.9	5	4.8	5.1	4.9	5	4.9	5	4.9	
Std. Dev.	1.4	1.4	1.3	1.5	1.4	1.5	1.3	1.3	1.3	1.3	1.4	1.4	1.3	1.3	1.4	1.4	1.2	1.4	1.4	1.3	1.4	1.3	1.4	1.3	1.3	1.3	1.3	1.3	1.3	
Std. Err.	0	0	0	0.1	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0.1	0.1	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/S/T - U/V - Y/Z - ab 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.

		Marital Status				Income					Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single A	Married/livn g with partner B	Divorced/se parated/wid owed C	<\$40K D	\$40K to <\$50K E	\$50K to <\$60K F	\$80K to <\$100K G	Over \$80K H	Over \$100K I	1 J	2 K	3+ L	Yes M	No N	Yourself/Oth er equally O	Others P	Personal Care Q	OTC Medicine R	Home/Cleani ng/Improve ments S	Finance T	Yes U	No V	Yes W	No X	Yes Y	No Z	Yes a	No b
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143
Airline pilots																													
7 - Extremely trustworthy	1153	231	768	149	259	194	175	147	376	229	196	500	458	274	879	1013	139	980	988	1081	1031	425	386	241	185	95	209	45	50
	28.6%	24.1%	29.8%	32.4%	27.9%	29.5%	28.4%	30.2%	29.1%	28.5%	27.0%	31.7%	26.6%	25.1%	30.0%	29.0%	27.5%	28.9%	28.7%	29.4%	29.8%	32.3%	23.8%	34.4%	29.9%	36.1%	32.5%	37.4%	35.1%
6	1478	327	968	169	314	238	235	197	538	331	254	567	657	418	1060	1288	189	1251	1280	1356	1283	506	602	271	235	109	221	47	62
	36.7%	34.1%	37.6%	36.8%	33.8%	36.2%	36.1%	40.4%	40.9%	41.2%	35.1%	36.0%	36.1%	38.2%	36.1%	36.9%	37.3%	36.9%	37.2%	36.9%	37.1%	38.4%	37.1%	38.7%	38.1%	41.4%	34.3%	38.8%	43.5%
5	715	196	437	78	160	121	116	79	224	145	130	274	311	201	514	627	86	616	620	658	614	230	335	104	126	31	97	15	15
	17.8%	20.5%	17.0%	16.9%	17.3%	18.5%	18.8%	16.3%	17.4%	18.0%	18.0%	17.4%	18.0%	18.4%	17.5%	18.0%	17.0%	18.2%	18.0%	17.9%	17.8%	17.4%	20.6%	14.9%	20.3%	11.6%	15.0%	12.7%	10.7%
4	321	94	194	32	76	46	45	41	103	62	66	114	141	94	227	269	49	259	264	282	265	84	157	43	41	15	49	7	8
	8.0%	9.8%	7.5%	6.9%	8.2%	7.0%	7.3%	8.4%	8.0%	7.7%	9.1%	7.2%	8.2%	8.6%	7.7%	7.8%	7.7%	7.6%	7.7%	7.7%	7.7%	6.4%	9.7%	6.1%	6.7%	5.6%	7.7%	5.8%	5.4%
3	72	23	43	4	18	10	10	5	15	9	19	27	26	20	51	65	6	64	60	69	54	20	34	12	8	3	10	2	1
	1.8%	2.4%	1.7%	0.9%	2.0%	1.6%	1.7%	1.1%	1.1%	1.2%	2.6%	1.7%	1.5%	1.9%	1.7%	1.9%	1.2%	1.9%	1.7%	1.9%	1.6%	1.5%	2.1%	1.8%	1.3%	1.0%	1.6%	1.6%	0.4%
2	25	13	10	2	5	5	4	2	7	6	6	4	15	11	14	23	2	22	22	22	21	9	10	2	6	1	6	1	0
	0.6%	1.4%	0.4%	0.5%	0.6%	0.8%	0.7%	0.4%	0.6%	0.7%	0.8%	0.3%	0.9%	1.0%	0.5%	0.7%	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.4%	1.0%	0.2%	0.9%	0.5%	-
1 - Not trustworthy at all	33	15	14	2	12	4	4	8	8	4	14	11	8	6	27	29	3	27	27	29	29	9	10	7	1	1	7	0	1
	0.8%	1.6%	0.4%	0.4%	1.3%	0.7%	0.6%	0.8%	0.6%	0.5%	1.9%	0.7%	0.5%	0.6%	0.9%	0.8%	0.6%	0.8%	0.8%	0.8%	0.8%	0.6%	0.6%	1.1%	0.2%	0.3%	1.1%	-	0.5%
Don't Know	228	60	140	23	83	38	27	12	29	17	41	79	109	68	161	174	31	170	179	180	157	35	90	19	16	10	44	4	6
	5.7%	6.2%	5.4%	5.0%	9.0%	5.8%	4.4%	2.4%	2.2%	2.1%	5.7%	5.0%	6.3%	6.2%	5.5%	5.0%	6.2%	5.0%	5.2%	4.9%	4.5%	2.7%	5.5%	2.8%	2.5%	3.8%	6.9%	3.2%	4.4%
Summary																													
	1153	231	768	149	259	194	175	147	376	229	196	500	458	274	879	1013	139	980	988	1081	1031	425	386	241	185	95	209	45	50
TopBox (7)	28.6%	24.1%	29.8%	32.4%	27.9%	29.5%	28.4%	30.2%	29.1%	28.5%	27.0%	31.7%	26.6%	25.1%	30.0%	29.0%	27.5%	28.9%	28.7%	29.4%	29.8%	32.3%	23.8%	34.4%	29.9%	36.1%	32.5%	37.4%	35.1%
Top2Box (6-7)	2631	558	1736	318	573	431	410	344	903	560	450	1067	1114	692	1939	2301	328	2231	2268	2437	2313	931	989	511	420	205	430	92	113
	65.4%	58.2%	67.5%	69.3%	61.8%	65.7%	66.5%	70.6%	70.1%	69.7%	62.0%	67.7%	64.7%	63.3%	66.1%	66.0%	64.8%	65.8%	65.9%	66.3%	67.0%	70.7%	60.9%	73.1%	68.0%	77.5%	66.8%	76.2%	78.6%
Top3Box (5-7)	3347	754	2173	396	733	553	526	423	1127	704	580	1341	1425	894	2453	2928	414	2848	2888	3095	2928	1161	1324	615	545	235	527	107	128
	83.1%	78.6%	84.4%	86.2%	79.0%	84.1%	85.3%	86.9%	87.4%	87.7%	80.0%	85.1%	82.7%	81.8%	83.6%	83.9%	81.8%	84.0%	84.0%	84.2%	84.8%	88.1%	81.5%	87.9%	88.3%	89.1%	81.8%	88.9%	89.3%
Low3Box (1-3)	130	51	67	9	35	20	18	11	30	19	38	43	49	38	92	117	12	113	109	120	104	37	54	22	15	4	23	3	1
	3.2%	5.4%	2.6%	1.9%	3.8%	3.0%	3.0%	2.3%	2.4%	2.4%	5.2%	2.7%	2.9%	3.5%	3.1%	3.4%	2.3%	3.3%	3.2%	3.3%	3.0%	2.8%	3.3%	3.2%	2.5%	1.5%	3.6%	2.1%	0.9%
Low2Box (1-2)	58	29	24	4	17	9	8	6	16	10	19	16	24	18	41	52	6	48	49	51	50	17	20	10	7	1	13	1	1
	1.5%	3.0%	0.9%	1.0%	1.9%	1.4%	1.3%	1.2%	1.2%	1.2%	2.6%	1.0%	1.4%	1.6%	1.4%	1.5%	1.1%	1.4%	1.4%	1.4%	1.5%	1.3%	1.2%	1.4%	1.2%	0.5%	2.0%	0.5%	0.5%
LowBox (1)	33	15	14	2	12	4	4	4	8	4	14	11	8	6	27	29	3	27	27	29	29	9	10	7	1	1	7	0	1
	0.8%	1.6%	0.6%	0.4%	1.3%	0.7%	0.6%	0.8%	0.6%	0.5%	1.9%	0.7%	0.5%	0.6%	0.9%	0.8%	0.6%	0.8%	0.8%	0.8%	0.8%	0.7%	0.6%	1.1%	0.2%	0.3%	1.1%	-	0.5%
Mean	5.8	5.6	5.9	5.9	5.8	5.8	5.8	5.9	5.9	5.9	5.7	5.9	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.9	5.7	6	5.9	6.1	5.5	6.1	6.1
Std. Dev.	1.1	1.3	1.1	1	1.2	1.1	1.1	1.1	1.1	1.1	1.3	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1	1.2	1	0.9
Std. Err.	0	0	0	0.1	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0	0	0	0.1	0.1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - a/b
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.

		Marital Status										Income					Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single	Married/living with partner	Divorced/separated/widowed	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Cleaning/Improve ments	Finance	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No				
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214						
Weighted	4026	959	2574	459	927	667	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143						
Airport security guards																																			
7 - Extremely trustworthy	289	82	176	28	85	44	49	30	75	44	49	113	126	81	207	259	29	247	237	261	242	96	81	59	37	27	64	13	13						
	7.2%	8.6%	6.8%	6.1%	9.1%	6.6%	7.9%	6.2%	5.8%	5.5%	6.8%	7.2%	7.3%	7.5%	7.1%	7.4%	5.8%	7.3%	6.9%	7.1%	7.0%	7.3%	5.0%	5.0%	8.5%	6.0%	10.2%	9.9%	11.2%	9.4%					
					HI													R	V																
6	862	186	571	102	216	156	133	107	258	151	140	337	385	255	607	771	90	740	749	802	741	282	291	152	130	80	190	37	43						
	21.4%	19.4%	22.2%	22.3%	23.3%	23.7%	21.5%	22.0%	20.0%	18.8%	19.3%	21.3%	22.4%	23.3%	20.7%	22.1%	17.8%	21.8%	21.8%	21.5%	21.4%	17.9%	21.7%	21.0%	30.3%	29.6%	30.5%	30.2%							
					I																														
5	1010	236	670	99	210	173	163	135	352	217	154	409	447	295	716	886	122	853	876	927	880	348	394	179	169	77	165	36	41						
	25.1%	24.6%	26.0%	21.5%	22.7%	26.4%	26.4%	27.7%	27.3%	27.0%	21.2%	26.0%	25.9%	27.0%	24.4%	25.4%	24.1%	25.2%	25.5%	25.2%	25.5%	26.4%	24.2%	25.5%	27.4%	29.2%	25.6%	29.4%	29.0%						
					C																														
4	896	233	545	107	173	126	143	116	310	194	181	339	376	222	674	758	137	768	781	825	792	292	420	152	141	45	105	21	24						
	22.3%	24.3%	21.2%	23.3%	18.7%	19.2%	23.2%	23.8%	24.0%	24.2%	24.9%	21.5%	21.8%	20.3%	23.0%	21.7%	27.1%	22.7%	22.7%	22.4%	22.9%	22.2%	25.9%	21.7%	22.8%	17.0%	16.4%	17.3%	16.8%						
					U																														
3	361	73	248	38	70	46	56	47	147	100	62	140	158	92	269	309	52	299	307	332	323	124	170	64	60	17	39	7	10						
	9.0%	7.6%	9.6%	8.4%	7.6%	7.0%	9.1%	9.7%	11.4%	12.5%	8.6%	8.9%	9.2%	8.4%	9.2%	8.9%	10.3%	8.8%	8.9%	9.0%	9.4%	10.5%	9.1%	9.7%	6.3%	6.0%	5.8%	6.7%							
					DE																														
2	202	45	134	21	39	43	29	17	59	43	37	96	69	44	158	168	31	160	162	180	165	70	96	39	30	4	24	1	4						
	5.0%	4.6%	5.2%	4.5%	4.3%	6.5%	4.8%	3.4%	4.6%	5.3%	5.2%	6.1%	4.0%	4.1%	5.4%	4.8%	6.2%	4.7%	4.7%	4.9%	4.8%	5.3%	5.9%	5.6%	4.9%	1.7%	3.7%	0.5%	2.7%						
					G																														
1 - Not trustworthy at all	137	36	72	30	35	22	19	13	40	27	38	52	47	26	112	120	18	115	117	128	121	52	62	28	24	4	12	2	3						
	3.4%	3.7%	2.8%	6.5%	3.8%	3.4%	3.1%	2.6%	3.1%	3.4%	5.3%	3.3%	2.7%	2.4%	3.8%	3.4%	3.5%	3.4%	3.4%	3.5%	3.5%	4.0%	3.8%	4.0%	3.9%	1.7%	1.9%	1.6%	1.8%						
					AB										M																				
Don't Know	268	69	159	34	99	47	25	22	48	26	63	91	114	78	190	218	27	207	212	222	188	53	108	27	26	9	45	4	5						
	6.7%	7.2%	6.2%	7.4%	10.6%	7.2%	4.1%	4.5%	3.7%	3.2%	8.6%	5.8%	6.6%	7.1%	6.5%	6.2%	5.2%	6.1%	6.2%	6.0%	5.5%	4.0%	6.7%	3.9%	4.2%	3.6%	6.9%	3.7%	3.5%						
Summary																																			
TopBox (7)	289	82	176	28	85	44	49	30	75	44	49	113	126	81	207	259	29	247	237	261	242	96	81	59	37	27	64	13	13						
	7.2%	8.6%	6.8%	6.1%	9.1%	6.6%	7.9%	6.2%	5.8%	5.5%	6.8%	7.2%	7.3%	7.5%	7.1%	7.4%	5.8%	7.3%	6.9%	7.1%	7.0%	7.3%	5.0%	5.0%	8.5%	6.0%	10.2%	9.9%	11.2%	9.4%					
					HI																														
Top2Box (6-7)	1151	268	747	131	301	199	181	138	333	195	190	450	512	336	814	1030	119	988	985	1063	983	373	211	167	107	254	50	57							
	28.6%	27.9%	29.0%	28.4%	32.4%	30.3%	29.4%	28.3%	25.8%	24.3%	26.2%	28.5%	29.7%	30.8%	27.8%	29.5%	23.6%	29.1%	28.6%	28.9%	28.5%	28.7%	22.9%	30.2%	27.0%	40.5%	39.5%	41.6%	39.6%						
					HI																														
Top3Box (5-7)	2161	504	1417	229	511	373	344	273	685	412	344	859	959	631	1530	1916	241	1841	1861	1990	1863	726	766	390	336	184	419	86	98						
	53.7%	52.6%	55.0%	49.9%	55.1%	56.7%	55.8%	56.0%	53.1%	51.3%	47.4%	54.5%	55.6%	57.8%	52.2%	54.9%	47.6%	54.3%	54.1%	54.1%	54.0%	55.1%	47.2%	55.7%	54.4%	69.7%	65.1%	71.1%	68.5%						
					I																														
Low3Box (1-3)	700	153	454	89	145	111	104	76	247	171	138	288	274	162	539	596	102	573	586	640	610	246	329	131	115	26	75	10	16						
	17.4%	15.9%	17.6%	19.4%	15.6%	16.9%	16.9%	15.7%	19.2%	21.3%	19.0%	18.3%	15.9%	14.8%	18.4%	17.1%	20.1%	16.9%	17.0%	17.4%	17.7%	18.7%	20.3%	18.7%	18.6%	9.7%	11.6%	8.0%	11.2%						
					DEGH																														
Low2Box (1-2)	339	80	206	51	74	65	48	29	100	70	76	148	116	70	269	288	49	275	278	308	287	122	159	67	55	9	36	3	6						
	8.4%	8.4%	8.0%	11.0%	8.0%	9.9%	7.9%	6.0%	7.7%	8.8%	10.4%	9.4%	6.7%	6.4%	9.2%	8.2%	9.7%	8.1%	8.1%	8.4%	8.3%	9.2%	9.8%	9.6%	8.9%	3.4%	5.5%	2.1%	4.5%						
					I																														
LowBox (1)	137	36	72	30	35	22	19	13	40	27	38	52	47	26	112	120	18	115	117	128	121	52	62	28	24	4	12	2	3						
	3.4%	3.7%	2.8%	6.5%	3.8%	3.4%	3.1%	2.6%	3.1%	3.4%	5.3%	3.3%	2.7%	2.4%	3.8%	3.4%	3.5%	3.4%	3.4%	3.5%	3.5%	4.0%	3.8%	4.0%	3.9%	1.7%	1.9%	1.6%	1.8%						
					AB										M																				
Mean	4.6	4.7	4.7	4.5	4.8	4.7	4.7	4.7	4.6	4.5	4.5	4.6	4.7	4.8	4.6	4.7	4.5	4.7	4.7	4.6	4.8	4.6	4.4	4.6	4.6	5.1	5	5.2	5						
Std. Dev.	1.5	1.5	1.4	1.6	1.5	1.5	1.4	1.3	1.4	1.4	1.5	1.5	1.4	1.4	1.5	1.5	1.4	1.4	1.4	1.4	1.4	1.5	1.4	1.5	1.4	1.3	1.4	1.2	1.3						
Std. Err.	0	0	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0.1	0.1	0.1	0	0.1	0.1						

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

Q3_Q4. [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.

		Marital Status				Income					Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month		
	Total	Single	Married/living with partner	Divorced/separated/widowed	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Cleanings/Improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143	
Airport baggage handlers																														
7 - Extremely trustworthy	102	31	63	9	35	19	21	12	22	9	16	36	51	41	61	95	8	88	87	99	84	30	29	25	5	13	19	7	6	
	2.5%	3.3%	2.4%	1.9%	3.8%	2.8%	3.4%	2.5%	1.7%	1.2%	2.2%	2.3%	3.0%	3.8%	2.1%	2.7%	1.5%	2.6%	2.5%	2.7%	2.4%	2.3%	1.8%	3.6%	0.8%	4.8%	3.0%	5.8%	4.0%	
6	378	116	223	37	110	61	70	49	101	52	82	139	157	116	262	335	42	320	316	336	324	117	105	61	56	39	103	22	17	
	9.4%	12.1%	8.6%	8.1%	11.9%	9.3%	11.4%	10.0%	7.8%	6.5%	11.3%	8.8%	9.1%	10.6%	8.9%	9.6%	8.2%	9.4%	9.2%	9.1%	9.4%	8.9%	6.5%	8.7%	9.1%	14.9%	15.9%	18.4%	12.0%	
5	732	158	472	95	165	130	105	92	246	155	129	295	318	205	527	663	68	640	653	682	643	236	271	130	106	64	139	31	33	
	18.2%	16.5%	18.3%	20.7%	17.8%	19.8%	17.1%	18.8%	19.1%	19.3%	17.8%	18.1%	18.5%	18.7%	18.0%	19.0%	13.4%	18.9%	19.0%	18.5%	18.6%	17.9%	16.7%	18.6%	17.1%	24.3%	21.6%	25.8%	23.0%	
4	981	239	641	98	196	166	148	136	335	199	169	408	404	250	731	827	153	824	832	897	858	327	400	170	156	70	156	29	41	
	24.4%	24.9%	24.9%	21.3%	21.2%	25.2%	24.0%	27.9%	26.0%	24.8%	23.3%	25.8%	23.5%	22.8%	24.9%	23.7%	30.3%	24.3%	24.2%	24.4%	24.8%	24.8%	24.7%	24.3%	25.3%	26.4%	24.3%	23.6%	28.7%	
3	705	166	445	83	147	103	117	85	245	149	164	121	263	320	188	517	617	86	599	614	653	613	250	318	120	130	35	81	11	23
	17.5%	17.3%	17.3%	18.1%	15.8%	15.6%	18.9%	17.5%	19.3%	20.4%	16.7%	16.7%	18.6%	17.2%	17.6%	17.7%	17.0%	17.7%	17.8%	17.8%	17.7%	17.7%	19.0%	19.6%	17.2%	21.0%	13.2%	12.5%	16.4%	
2	493	94	333	61	87	83	70	55	182	126	84	207	202	115	377	421	70	404	414	459	433	184	236	98	86	14	44	7	7	
	12.2%	9.8%	12.9%	13.3%	9.3%	12.6%	11.3%	11.3%	14.1%	15.7%	11.6%	13.1%	11.7%	10.5%	12.9%	12.1%	13.9%	11.9%	12.0%	12.5%	12.5%	14.0%	14.6%	14.0%	13.9%	5.3%	6.8%	5.9%	4.8%	
1 - Not trustworthy at all	315	67	204	44	76	53	44	35	99	64	63	127	125	84	231	272	42	265	271	291	272	124	153	68	56	8	18	4	4	
	7.8%	7.0%	7.9%	9.6%	8.2%	8.1%	7.2%	7.7%	8.0%	8.7%	8.0%	8.7%	7.3%	7.7%	7.9%	7.8%	8.4%	7.8%	7.9%	7.9%	7.9%	9.4%	9.4%	9.7%	9.0%	3.1%	2.8%	3.2%	3.1%	
Don't Know	320	88	193	33	112	43	41	23	57	34	61	114	145	95	225	258	37	248	253	260	228	50	111	27	23	21	84	9	11	
	8.0%	9.2%	7.5%	7.2%	12.1%	6.6%	6.6%	4.7%	4.4%	4.2%	8.4%	7.2%	8.4%	8.7%	7.7%	7.4%	7.3%	7.3%	7.4%	7.1%	6.6%	3.8%	6.8%	3.9%	3.7%	7.9%	13.0%	7.8%	8.0%	
Summary					EF	FGHI	H	H										I	I	I						U	Y			
TopBox (7)	102	31	63	9	35	19	21	12	22	9	16	36	51	41	61	95	8	88	87	99	84	30	29	25	5	13	19	7	6	
	2.5%	3.3%	2.4%	1.9%	3.8%	2.8%	3.4%	2.5%	1.7%	1.2%	2.2%	2.3%	3.0%	3.8%	2.1%	2.7%	1.5%	2.6%	2.5%	2.7%	2.4%	2.3%	1.8%	3.6%	0.8%	4.8%	3.0%	5.8%	4.0%	
Top2Box (6-7)	480	147	285	46	145	79	92	61	123	61	97	174	208	157	323	430	49	408	404	435	447	135	135	86	61	52	122	29	23	
	11.9%	15.3%	11.1%	10.0%	15.6%	12.1%	14.9%	12.6%	9.5%	7.6%	13.4%	11.1%	12.1%	14.4%	11.0%	12.3%	9.7%	12.0%	11.7%	11.8%	11.8%	11.2%	8.3%	12.3%	9.9%	19.8%	18.9%	24.2%	16.0%	
	BC																													
Top3Box (5-7)	1212	306	757	141	310	210	197	153	369	216	226	459	527	362	851	1093	117	1048	1056	1117	1050	383	405	216	167	116	261	60	56	
	30.1%	31.9%	29.4%	30.7%	33.4%	31.9%	31.9%	31.4%	28.6%	26.9%	31.2%	29.1%	30.6%	33.1%	29.0%	31.3%	23.1%	30.9%	30.7%	30.4%	30.4%	29.1%	25.0%	30.9%	27.0%	44.0%	40.6%	50.0%	39.0%	
Low3Box (1-3)	1512	327	983	188	309	239	231	175	529	354	269	597	647	387	1125	1310	199	1268	1299	1404	1317	557	707	286	271	57	142	22	35	
	37.6%	34.1%	38.2%	40.9%	33.4%	36.3%	37.4%	36.0%	41.0%	44.1%	37.0%	37.8%	37.5%	35.4%	38.4%	37.6%	39.3%	37.4%	37.7%	38.2%	38.1%	42.3%	43.6%	40.9%	44.0%	21.7%	22.1%	18.5%	24.3%	
Low2Box (1-2)	808	161	538	105	163	136	114	90	280	190	147	333	327	199	608	692	113	669	685	750	705	307	389	166	142	22	62	11	11	
	20.1%	16.8%	20.9%	22.8%	17.6%	20.7%	18.4%	18.5%	21.7%	23.7%	20.3%	21.1%	19.0%	18.2%	20.7%	19.9%	22.3%	19.8%	19.9%	20.4%	20.4%	23.3%	24.0%	23.7%	23.0%	8.4%	9.6%	9.0%	8.0%	
LowBox (1)	315	67	204	44	76	53	44	35	99	64	63	127	125	84	231	272	42	265	271	291	272	124	153	68	56	8	18	4	4	
	7.8%	7.0%	7.9%	9.6%	8.2%	8.1%	7.2%	7.7%	8.0%	8.7%	8.0%	8.7%	7.3%	7.7%	7.9%	7.8%	8.4%	7.8%	7.9%	7.9%	7.9%	9.4%	9.4%	9.7%	9.0%	3.1%	2.8%	3.2%	3.1%	
Mean	3.8	3.9	3.7	3.7	3.9	3.8	3.9	3.8	3.7	3.6	3.8	3.7	3.8	3.9	3.7	3.8	3.6	3.8	3.8	3.8	3.8	3.7	3.6	3.7	3.6	4.4	4.3	4.5	4.3	
Std. Dev.	1.5	1.5	1.5	1.5	1.6	1.5	1.5	1.5	1.4	1.4	1.6	1.5	1.5	1.6	1.5	1.5	1.4	1.5	1.5	1.5	1.5	1.5	1.5	1.6	1.5	1.4	1.4	1.4	1.3	
Std. Err.	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0.1	0.1	0.1	0	0.1	0.1	

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

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

		Marital Status				Income					Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single	Married/living with partner	Divorced/separated/widowed	<\$40K	\$40K to <\$50K	\$50K to <\$60K	\$60K to <\$80K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Cleaning/Improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	964	2	180	214
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143
Ambulance drivers /Paramedics																													
7 - Extremely trustworthy	1498	312	983	194	371	272	214	182	434	252	244	618	636	378	1120	1328	169	1298	1309	1393	1311	556	553	297	259	97	245	45	52
	37.2%	32.6%	38.2%	42.2%	40.1%	41.5%	34.8%	37.4%	33.7%	31.4%	33.6%	39.2%	36.9%	34.6%	38.2%	38.1%	33.4%	38.3%	38.1%	37.9%	38.0%	42.2%	34.0%	42.4%	41.9%	36.6%	38.1%	37.4%	36.0%
	A	A	A	A	FHI	FHI	HI	I	I	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
6	1488	313	1011	152	300	222	251	189	537	348	241	591	656	432	1057	1289	199	1261	1291	1382	1299	508	609	277	231	110	230	48	63
	37.0%	32.7%	39.3%	33.1%	32.4%	33.8%	40.7%	38.8%	41.6%	43.3%	33.2%	37.5%	38.0%	39.5%	36.0%	37.0%	39.3%	37.2%	37.5%	37.6%	37.6%	37.6%	38.6%	37.5%	39.7%	37.4%	41.8%	35.7%	39.3%
	AC	AC	AC	AC	DE	DE	DE	U	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE
5	567	166	335	62	118	92	87	68	194	126	115	204	248	161	406	495	68	473	471	516	489	165	247	76	90	36	89	17	19
	14.1%	17.3%	13.0%	13.5%	12.8%	14.0%	14.2%	13.9%	15.0%	15.7%	15.8%	12.9%	14.4%	14.8%	13.8%	14.2%	13.5%	14.0%	13.7%	14.0%	14.2%	12.5%	15.2%	10.8%	14.5%	13.5%	13.9%	14.2%	13.0%
	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
4	234	73	132	28	56	31	35	31	79	48	50	96	89	54	180	191	42	186	188	198	183	54	110	32	22	14	43	9	5
	5.8%	7.6%	5.1%	6.1%	6.0%	4.7%	5.7%	6.3%	6.1%	6.0%	6.9%	6.1%	5.1%	5.0%	6.1%	5.5%	8.4%	5.5%	5.5%	5.4%	5.3%	4.1%	6.8%	4.5%	3.6%	5.4%	6.7%	7.4%	3.6%
	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
3	50	24	19	7	13	13	7	2	8	6	20	17	13	12	37	40	9	40	42	46	40	10	25	2	7	3	10	1	1
	1.2%	2.5%	0.7%	1.5%	1.4%	2.0%	1.1%	0.5%	0.6%	0.7%	2.7%	1.1%	0.8%	1.1%	1.3%	1.2%	1.8%	1.2%	1.2%	1.2%	0.7%	1.5%	0.4%	1.2%	1.0%	1.5%	1.0%	0.9%	
	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
2	21	11	9	1	6	3	4	1	6	5	6	5	10	10	11	13	2	16	17	18	18	4	10	2	1	1	4	0	1
	0.5%	1.1%	0.4%	0.3%	0.7%	0.4%	0.7%	0.1%	0.4%	0.6%	0.9%	0.3%	0.6%	0.9%	0.4%	0.6%	0.4%	0.5%	0.5%	0.5%	0.5%	0.3%	0.6%	0.4%	0.2%	0.3%	0.6%	-	0.5%
	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
1 - Not trustworthy at all	20	12	7	1	5	4	2	4	7	3	10	9	2	0	20	18	1	17	18	17	18	3	10	3	0	1	3	0	1
	0.5%	1.2%	0.3%	0.3%	0.5%	0.7%	0.3%	0.9%	0.6%	0.4%	1.4%	0.5%	0.1%	-	0.7%	0.5%	0.3%	0.5%	0.5%	0.5%	0.5%	0.2%	0.6%	0.4%	-	0.3%	0.5%	-	0.5%
	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
Don't Know	147	48	77	14	57	20	15	10	25	15	40	37	70	46	101	107	15	97	105	107	94	18	60	10	7	3	20	1	2
	3.6%	5.0%	3.0%	3.1%	6.1%	3.0%	2.5%	2.0%	1.9%	1.9%	5.5%	2.4%	4.0%	4.2%	3.4%	3.1%	3.0%	2.9%	3.0%	2.9%	2.7%	1.3%	3.7%	1.5%	1.2%	1.2%	3.1%	0.5%	1.7%
	B	B	B	B	EFGHI						K		K						T		U					Y			
Summary																													
TopBox (7)	1498	312	983	194	371	272	214	182	434	252	244	618	636	378	1120	1328	169	1298	1309	1393	1311	556	553	297	259	97	245	45	52
	37.2%	32.6%	38.2%	42.2%	40.1%	41.5%	34.8%	37.4%	33.7%	31.4%	33.6%	39.2%	36.9%	34.6%	38.2%	38.1%	33.4%	38.3%	38.1%	37.9%	38.0%	42.2%	34.0%	42.4%	41.9%	36.6%	38.1%	37.4%	36.0%
	A	A	A	A	FHI	FHI	HI	I	I	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Top2Box (6-7)	2986	625	1995	346	672	494	465	371	971	600	485	1210	1292	809	2177	2617	368	2559	2600	2775	2610	1064	1162	574	490	207	475	93	114
	74.2%	65.2%	77.5%	75.3%	72.5%	75.2%	75.5%	76.2%	75.3%	74.7%	66.8%	76.7%	75.0%	74.0%	74.2%	75.0%	72.7%	75.5%	75.6%	75.5%	75.6%	80.8%	71.6%	82.0%	79.3%	78.4%	73.8%	76.8%	79.9%
	AC	AC	AC	AC	DE	DE	DE	U	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE
Top3Box (5-7)	3554	791	2330	408	790	586	563	439	1165	726	600	1414	1540	971	2583	3112	436	3033	3071	3291	3099	1229	1409	650	579	243	564	110	133
	88.3%	82.5%	90.5%	88.8%	85.2%	89.3%	89.6%	90.1%	90.3%	90.4%	82.7%	89.6%	89.4%	88.8%	88.1%	89.2%	86.1%	89.5%	89.3%	89.5%	89.8%	93.3%	86.7%	92.9%	93.8%	92.0%	87.6%	91.0%	92.8%
	K	K	K	K	U	U	U	U	U	U	J	J	J	J	K	K	K	K	K	K	K	V	K	V	K	V	Z		
Low3Box (1-3)	91	46	35	9	24	20	13	7	21	14	36	30	25	22	69	78	12	73	76	81	76	16	45	8	9	4	17	1	3
	2.3%	4.8%	1.4%	2.0%	2.6%	3.0%	2.1%	1.5%	1.6%	1.7%	5.0%	1.9%	1.4%	2.0%	2.4%	2.2%	2.5%	2.2%	2.2%	2.2%	2.2%	2.8%	1.1%	1.4%	1.5%	2.6%	1.0%	1.8%	
	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	U	U	U	U	U	U	U	U
Low2Box (1-2)	42	22	17	3	11	7	6	5	13	8	16	14	12	10	32	37	3	33	35	35	36	7	20	6	1	1	7	0	1
	1.0%	2.3%	0.7%	0.6%	1.2%	1.0%	1.0%	1.0%	1.0%	1.0%	2.2%	0.9%	0.7%	0.9%	1.1%	1.1%	0.6%	1.0%	1.0%	1.0%	1.0%	0.5%	1.2%	0.8%	0.2%	0.5%	1.1%	-	0.9%
	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL
LowBox (1)	20	12	7	1	5	4	2	4	7	3	10	9	2	0	20	18	1	17	18	17	18	3	10	3	0	1	3	0	1
	0.5%	1.2%	0.3%	0.3%	0.5%	0.7%	0.3%	0.9%	0.6%	0.4%	1.4%	0.5%	0.1%	-	0.7%	0.5%	0.3%	0.5%	0.5%	0.5%	0.5%	0.2%	0.6%	0.4%	-	0.3%	0.5%	-	0.5%
	B	B	B	B	B	B	B	B	B	B	KL	L	L	L	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M
Mean	6	5.8	6.1	6.1	6.1	6.1	6	6	6	6	5.8	6.1	6.1	6	6	6	5.9	6.1	6.1	6.1	6.1	6.2	5.9	6.2	6.2	6.1	6	6.1	6.1
	A	A	A	A	A	A	A	A	A	A	J	J	J	J	J	J	J	J	J	J	J	V	V	V	V	V	V	V	V
Std. Dev.	1.1	1.2	1	1	1.1	1.1	1	1	1	1	1.2	1	1	1	1.1	1	1.1	1	1	1	1	0.9	1.1	0.9	0.9	1	1.1	1	1
Std. Err.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0.1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - ab 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.

		Marital Status				Income					Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month		
	Total	Single A	Married/liv- g with partner B	Divorced/se parated/wid owed C	<\$40K D	\$40K to -<\$50K E	\$50K to -<\$60K F	\$80K to -<\$100K G	Over \$80K H	Over \$100K I	1 J	2 K	3+ L	Yes M	No N	Yourself/Oth- er equally O	Others P	Personal Care Q	OTC Medicine R	Home/Clean- ing/Improve- ments S	Finance T	Yes U	No V	Yes W	No X	Yes Y	No Z	Yes a	No b	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143	
Auto mechanics																														
7 - Extremely trustworthy	137	46	77	14	46	30	25	12	22	10	30	53	54	37	100	127	11	114	111	123	115	54	39	34	20	9	26	6	3	
	3.4%	4.8%	3.0%	3.1%	5.0%	4.6%	4.0%	2.5%	1.7%	1.2%	4.2%	3.4%	3.1%	3.4%	3.4%	3.6%	2.1%	3.4%	3.2%	3.3%	3.3%	4.1%	2.4%	4.9%	3.2%	3.4%	4.0%	5.3%	1.8%	
	B	B	B	C	GH	HI	HI	F	H	I	J	K	L	M	N	O	P	Q	R	S	T	V	U	V	W	X	Y	Z	a	b
6	495	91	347	49	119	67	71	152	81	75	211	208	136	359	433	61	423	425	466	424	199	159	114	85	41	78	30	22		
	12.3%	9.7%	13.5%	10.6%	12.8%	13.9%	10.9%	14.6%	11.8%	10.1%	10.4%	13.4%	12.1%	12.4%	12.2%	12.4%	12.1%	12.4%	12.4%	12.4%	12.3%	15.1%	9.8%	16.3%	13.7%	15.6%	12.1%	16.3%	15.0%	
	A	A	A	C	I	I	H	I	I	I	J	K	L	M	N	O	P	Q	R	S	T	V	U	V	W	X	Y	Z	a	b
5	1000	206	664	126	203	169	168	130	340	210	167	421	411	267	733	880	119	854	861	929	870	330	393	195	135	78	168	38	40	
	24.8%	21.5%	25.8%	27.5%	21.9%	25.7%	27.2%	26.7%	26.4%	26.2%	23.1%	26.7%	23.9%	24.4%	25.0%	25.2%	23.5%	25.2%	25.0%	25.3%	25.2%	25.0%	24.2%	27.8%	21.8%	29.6%	26.0%	31.5%	28.0%	
	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	X	X	X	X	X	X	X	X	X
4	1038	221	684	123	223	146	177	122	350	228	168	399	471	290	748	904	130	872	894	953	911	347	429	174	173	61	164	25	36	
	25.8%	23.1%	26.6%	26.9%	24.1%	22.2%	28.7%	25.1%	27.1%	28.4%	23.1%	25.3%	27.4%	26.5%	25.9%	25.9%	25.8%	25.7%	26.0%	25.9%	25.4%	26.4%	26.4%	24.9%	28.1%	23.2%	25.4%	21.1%	25.0%	
	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E
3	662	163	406	85	143	106	83	88	234	146	132	252	279	176	486	562	98	562	577	608	583	211	291	103	108	39	106	18	21	
	16.4%	17.0%	15.8%	18.5%	15.5%	16.2%	13.4%	18.0%	18.1%	18.2%	18.1%	16.0%	16.2%	16.1%	16.6%	16.1%	19.4%	16.6%	16.8%	16.5%	16.9%	16.0%	17.9%	14.7%	17.5%	14.8%	16.4%	15.3%	14.3%	
	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F
2	331	105	200	25	83	57	56	28	97	69	71	120	140	84	247	288	43	282	286	308	283	107	135	48	59	22	52	9	13	
	8.2%	11.0%	7.8%	5.4%	8.9%	8.7%	9.0%	5.8%	7.5%	8.6%	9.8%	7.6%	8.1%	7.7%	8.4%	8.2%	8.6%	8.3%	8.3%	8.4%	8.2%	8.1%	8.3%	6.9%	9.6%	8.4%	8.1%	7.4%	9.3%	
	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL
1 - Not trustworthy at all	190	56	107	26	40	34	29	23	67	44	43	76	71	48	142	170	18	160	161	176	160	49	102	21	27	8	26	3	5	
	4.7%	5.8%	4.2%	5.6%	4.4%	5.2%	4.7%	4.7%	5.2%	5.5%	5.9%	4.8%	4.1%	4.4%	4.8%	4.9%	3.5%	4.7%	4.7%	4.8%	4.6%	3.7%	6.3%	3.1%	4.4%	3.1%	4.1%	2.6%	3.6%	
	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
Don't Know	174	69	88	11	70	24	12	13	28	15	39	45	89	65	118	125	25	123	124	125	106	21	76	10	11	5	24	1	4	
	4.3%	7.2%	3.4%	2.4%	7.5%	3.6%	2.0%	2.6%	2.1%	1.8%	5.4%	2.8%	5.2%	5.1%	4.0%	3.6%	5.0%	3.6%	3.6%	3.4%	3.1%	1.6%	4.7%	1.4%	1.8%	1.9%	3.8%	0.9%	3.1%	
	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL	IL
Summary																														
TopBox (7)	137	46	77	14	46	30	25	12	22	10	30	53	54	37	100	127	11	114	111	123	115	54	39	34	20	9	26	6	3	
	3.4%	4.8%	3.0%	3.1%	5.0%	4.6%	4.0%	2.5%	1.7%	1.2%	4.2%	3.4%	3.1%	3.4%	3.4%	3.6%	2.1%	3.4%	3.2%	3.3%	3.3%	4.1%	2.4%	4.9%	3.2%	3.4%	4.0%	5.3%	1.8%	
	B	B	B	C	GH	HI	HI	F	H	I	J	K	L	M	N	O	P	Q	R	S	T	V	U	V	W	X	Y	Z	a	b
Top2Box (6-7)	632	139	425	63	165	122	92	83	174	91	106	264	262	173	459	560	72	538	536	578	540	253	198	148	104	50	104	26	24	
	15.7%	14.5%	16.5%	13.7%	17.8%	18.5%	15.0%	17.1%	13.5%	11.3%	14.6%	16.8%	15.2%	15.8%	15.7%	16.0%	14.2%	15.9%	15.6%	15.7%	15.6%	19.2%	12.2%	21.2%	16.9%	19.0%	16.1%	21.6%	16.8%	
	V	V	V	V	HI	HI	HI	HI	I	I	I	I	I	I	I	I	I	I	I	I	I	V	V	V	V	V	V	V	V	
Top3Box (5-7)	1632	345	1089	189	368	290	260	213	514	301	273	686	673	440	1192	1439	191	1391	1397	1507	1410	582	591	343	239	128	272	64	64	
	40.5%	35.9%	42.3%	41.2%	39.7%	44.2%	42.2%	43.8%	39.9%	37.5%	37.7%	43.5%	39.0%	40.2%	40.6%	41.3%	37.7%	41.1%	40.6%	41.0%	40.8%	44.2%	36.4%	49.0%	38.7%	48.5%	42.2%	53.1%	44.7%	
	A	A	A	A	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	V	X	X	X	X	Z	Z	Z	Z
Low3Box (1-3)	1193	324	713	136	266	197	167	139	398	259	245	448	480	308	875	1020	160	1003	1025	1092	1026	367	528	173	184	70	185	31	39	
	29.4%	33.8%	27.7%	29.6%	28.7%	30.0%	27.1%	28.5%	30.8%	32.3%	33.8%	28.4%	28.4%	28.2%	29.8%	29.2%	31.5%	29.6%	29.8%	29.7%	29.7%	27.9%	32.5%	24.7%	31.5%	26.4%	28.7%	25.3%	27.2%	
	B	B	B	B	I	I	I	I	I	F	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	KL	U	W	W	W	W	W	W	W	W
Low2Box (1-2)	521	161	307	51	123	91	85	51	164	113	113	196	211	132	389	457	61	441	448	484	443	156	237	70	86	31	79	12	18	
	12.9%	16.8%	11.9%	11.1%	13.3%	13.8%	13.7%	10.4%	12.7%	14.1%	15.6%	12.4%	12.3%	12.1%	13.3%	13.1%	12.1%	13.0%	13.0%	13.2%	12.8%	11.8%	14.6%	9.9%	14.0%	11.6%	12.2%	10.0%	12.9%	
	BC	BC	BC	BC	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	U	U	U	U	U	U	U	U	U
LowBox (1)	190	56	107	26	40	34	29	23	67	44	43	76	71	48	142	170	18	160	161	176	160	49	102	21	27	8	26	3	5	
	4.7%	5.8%	4.2%	5.6%	4.4%	5.2%	4.7%	4.7%	5.2%	5.5%	5.9%	4.8%	4.1%	4.4%	4.8%	4.9%	3.5%	4.7%	4.7%	4.8%	4.6%	3.7%	6.3%	3.1%	4.4%	3.1%	4.1%	2.6%	3.6%	
	B	B	B	B	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	U	U	U	U	U	U	U	U	U
Mean	4.1	4	4.2	4.1	4.2	4.2	4.2	4.2	4.1	4	4	4.2	4.1	4.2	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.2	4	4.4	4.1	4.3	4.2	4.4	4.2	
	A	A	A	A	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	V	X	X	X	X	X	X	X	X
Std. Dev.	1.4	1.5	1.4	1.4	1.5	1.5	1.4	1.4	1.4	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	1.4	1.4	1.4	1.4	1.4	
Std. Err.	0	0.1	0	0.1	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	0.1	0.1	0	0.1	0.1
Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - a/b 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.

		Marital Status				Income						Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single	Married/Divorced with partner	Widowed/Separated	<\$40K	\$40K to <\$50K	\$50K to <\$60K	\$60K to <\$80K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Cleaning/Improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214		
Weighted Bloggers	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143		
7 - Extremely trustworthy	68	31	30	7	25	13	11	9	12	3	19	16	32	29	39	59	9	60	53	56	51	27	20	19	7	6	8	4	2		
	1.7%	3.2%	1.2%	1.5%	2.7%	1.9%	1.7%	1.9%	1.0%	0.4%	2.6%	1.0%	1.9%	2.6%	1.3%	1.7%	1.7%	1.8%	1.6%	1.5%	1.5%	2.0%	1.2%	2.8%	1.2%	2.4%	1.3%	3.7%	1.3%		
	190	76	98	15	56	34	35	26	54	28	37	60	94	76	114	164	26	54	149	169	149	63	76	42	21	12	33	7	4		
6	4.7%	7.9%	3.8%	3.2%	6.1%	5.2%	5.6%	5.4%	4.2%	3.4%	5.1%	3.8%	5.5%	7.0%	3.9%	4.7%	5.2%	4.7%	4.3%	4.6%	4.3%	4.8%	4.7%	6.0%	3.4%	4.4%	5.1%	5.8%	3.1%		
	422	122	265	31	119	79	55	50	130	80	76	162	184	135	287	369	51	357	360	378	357	133	177	75	58	34	69	17	17		
	10.5%	12.7%	10.3%	6.8%	12.8%	12.1%	9.0%	10.2%	10.1%	9.9%	10.4%	10.3%	10.7%	12.4%	9.8%	9.8%	10.6%	10.0%	10.5%	10.5%	10.3%	10.4%	10.1%	10.9%	10.7%	9.4%	12.8%	10.6%	13.8%	11.9%	
4	933	223	618	85	211	142	157	113	319	205	147	345	442	269	664	831	99	811	831	870	813	324	360	162	162	54	160	24	30		
	23.2%	23.2%	24.0%	18.4%	22.7%	21.6%	25.4%	23.2%	24.7%	25.6%	20.3%	21.8%	25.6%	24.6%	22.7%	23.8%	19.6%	23.9%	24.2%	23.7%	23.5%	24.6%	22.2%	23.2%	26.2%	20.4%	24.8%	19.8%	20.9%		
	754	187	478	88	152	129	116	108	250	142	127	293	334	219	534	665	87	652	651	697	662	263	304	134	129	48	116	22	26		
3	18.7%	19.5%	18.6%	19.2%	16.4%	19.6%	18.8%	22.2%	19.4%	17.7%	17.5%	18.6%	19.4%	20.1%	18.2%	19.1%	17.2%	19.2%	18.9%	19.0%	19.2%	20.0%	18.7%	19.1%	20.9%	18.3%	18.0%	18.4%	18.3%		
	672	136	446	82	121	107	112	77	232	155	118	290	263	148	524	579	93	554	578	620	600	223	278	116	107	52	103	20	33		
	16.7%	14.2%	17.3%	17.9%	13.0%	16.3%	18.2%	15.9%	18.0%	19.3%	16.3%	18.4%	15.3%	13.5%	17.9%	16.6%	18.4%	16.4%	16.8%	16.9%	17.4%	16.9%	17.1%	16.6%	17.3%	19.8%	16.0%	16.4%	22.7%		
2	573	100	381	91	121	99	84	71	199	128	127	251	196	114	458	482	90	463	484	531	512	176	230	100	76	42	108	20	22		
	14.2%	10.5%	14.8%	19.7%	13.0%	15.0%	13.6%	14.5%	15.4%	16.0%	17.5%	15.9%	11.3%	10.5%	15.6%	13.8%	17.8%	13.6%	14.1%	14.4%	14.8%	13.4%	14.1%	14.3%	12.4%	16.0%	16.8%	16.4%	15.6%		
	414	85	259	61	123	54	48	32	94	61	75	161	178	103	312	340	51	332	333	356	309	109	179	51	57	16	48	7	9		
Don't Know	10.3%	8.9%	10.0%	13.2%	8.7%	8.3%	7.7%	6.7%	7.3%	7.7%	10.3%	10.2%	10.3%	9.4%	10.6%	9.7%	10.1%	9.8%	9.7%	9.7%	9.0%	8.3%	11.0%	7.4%	9.3%	6.0%	7.4%	5.7%	6.1%		
Summary	68	31	30	7	25	13	11	9	12	3	19	16	32	29	39	59	9	60	53	56	51	27	20	19	7	6	8	4	2		
TopBox (7)	1.7%	3.2%	1.2%	1.5%	2.7%	1.9%	1.7%	1.9%	1.0%	0.4%	2.6%	1.0%	1.9%	2.6%	1.3%	1.7%	1.7%	1.8%	1.6%	1.5%	1.5%	2.0%	1.2%	2.8%	1.2%	2.4%	1.3%	3.7%	1.3%		
Top2Box (5-7)	258	107	128	21	82	47	45	35	66	31	56	76	127	105	153	223	35	220	202	225	200	89	96	61	28	18	41	11	6		
	6.4%	11.1%	5.0%	4.7%	8.8%	7.1%	7.4%	7.3%	5.1%	3.8%	7.7%	4.8%	7.4%	9.6%	5.2%	6.4%	6.9%	6.5%	5.9%	6.1%	5.8%	6.8%	5.9%	8.7%	4.5%	6.7%	6.4%	9.5%	4.4%		
	680	228	393	53	201	126	101	85	196	111	131	237	311	240	440	592	85	577	562	603	557	222	273	136	86	52	110	28	23		
Top3Box (5-7)	16.9%	23.8%	15.3%	11.5%	21.6%	19.2%	16.3%	17.5%	15.2%	13.8%	18.1%	15.1%	18.0%	22.0%	15.0%	17.0%	16.9%	17.0%	16.3%	16.4%	16.1%	16.9%	16.8%	19.5%	13.9%	19.5%	17.0%	23.3%	16.4%		
	1998	423	1305	261	393	335	311	256	681	425	372	834	793	481	1517	1725	270	1668	1714	1848	1774	662	811	350	312	143	327	62	81		
	49.6%	44.1%	50.7%	56.9%	42.4%	50.9%	50.5%	52.6%	52.8%	53.0%	51.2%	52.9%	46.0%	44.0%	51.7%	49.5%	53.4%	49.2%	49.8%	50.3%	51.4%	50.3%	50.0%	50.0%	50.0%	50.6%	54.1%	50.8%	51.1%	56.6%	
Low2Box (1-2)	1245	236	827	173	241	206	196	148	431	283	245	541	459	262	983	1060	183	1017	1062	1151	1112	399	507	216	183	94	211	40	55		
	30.9%	24.6%	32.1%	37.7%	26.0%	31.3%	31.7%	30.4%	33.4%	35.2%	33.8%	34.3%	26.6%	24.0%	33.5%	30.4%	36.2%	30.0%	30.9%	31.3%	32.2%	30.3%	31.2%	30.9%	29.7%	35.8%	32.8%	32.7%	38.3%		
	573	100	381	91	121	99	84	71	199	128	127	251	196	114	458	482	90	463	484	531	512	176	230	100	76	42	108	20	22		
LowBox (1)	14.2%	10.5%	14.8%	19.7%	13.0%	15.0%	13.6%	14.5%	15.4%	16.0%	17.5%	15.9%	11.3%	10.5%	15.6%	13.8%	17.8%	13.6%	14.1%	14.4%	14.8%	13.4%	14.1%	14.3%	12.4%	16.0%	16.8%	16.4%	15.6%		
	3.2	3.5	3.2	2.9	3.4	3.2	3.2	3.2	3.1	3.1	3.2	3.1	3.4	3.5	3.1	3.2	3.1	3.3	3.2	3.2	3.2	3.3	3.2	3.3	3.2	3.2	3.2	3.3	3.1		
	BC	C			EF-GHI	I	I								N			RS-T	I	I											
Std. Dev.	1.5	1.6	1.5	1.5	1.6	1.5	1.5	1.5	1.5	1.4	1.6	1.5	1.5	1.5	1.5	1.5	1.6	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.6	1.4	1.6	1.5	1.5		
Std. Err.	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	0.1	0.1	0.1	0.1		

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - all 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.

		Marital Status										Income										Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single	Married/liv- g with partner	Divorced/se parated/wid owed	<\$40K	\$40K to -\$50K	\$60K to -\$80K	\$80K to -\$100K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Oth er equally	Others	Personal Care	OTC Medicine	Home/Clean- ing/Improve ments	Finance	Yes	No	Yes	No	Yes	No	Yes	No											
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b												
Base: All respondents		4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214											
Weighted		4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143											
Canadian soldiers																																									
7 - Extremely trustworthy	1094	229	724	136	266	199	167	129	323	194	172	433	489	288	806	964	129	929	938	1011	946	475	421	281	194	39	120	24	15												
	27.2%	23.9%	28.1%	29.6%	28.7%	30.2%	27.1%	26.6%	25.1%	24.1%	23.7%	27.5%	28.4%	26.3%	27.5%	27.6%	25.5%	27.4%	27.3%	27.5%	27.4%	36.0%	25.9%	40.1%	31.5%	14.9%	18.6%	20.0%	10.7%												
6	1242	245	830	154	283	185	210	164	411	247	187	478	577	361	881	1072	168	1045	1071	1156	1081	439	484	230	209	89	181	36	53												
	30.9%	25.6%	32.2%	33.6%	30.5%	28.1%	34.0%	33.7%	31.9%	30.7%	25.8%	30.3%	33.5%	33.0%	30.0%	30.8%	33.2%	30.8%	31.1%	31.4%	31.3%	33.3%	30.4%	32.9%	33.8%	24.6%	28.1%	29.5%	37.1%												
5	764	203	476	78	152	119	116	92	274	182	152	302	309	209	555	676	86	649	666	706	672	218	319	95	123	63	138	29	33												
	19.0%	21.2%	18.5%	17.1%	16.3%	18.0%	18.8%	19.0%	21.3%	22.7%	21.0%	19.2%	17.9%	19.1%	18.9%	19.4%	17.0%	19.2%	19.3%	19.2%	19.5%	16.5%	19.7%	13.6%	19.9%	23.7%	21.4%	24.3%	23.2%												
4	434	119	275	38	86	78	59	48	152	104	97	182	155	102	332	375	58	371	369	389	371	100	186	54	46	41	96	18	24												
	10.8%	12.4%	10.7%	8.3%	9.3%	11.9%	9.5%	10.0%	11.8%	12.9%	13.4%	11.6%	9.0%	9.4%	11.3%	10.8%	11.4%	11.0%	10.7%	10.6%	10.7%	7.6%	11.4%	7.7%	7.4%	15.7%	14.9%	14.7%	16.6%												
3	125	36	77	12	25	17	22	15	39	24	20	58	47	32	93	112	13	106	107	113	109	27	53	10	17	8	35	3	5												
	3.1%	3.8%	3.0%	2.7%	2.7%	2.6%	3.6%	3.2%	3.0%	2.9%	2.8%	3.7%	2.7%	2.9%	3.2%	3.2%	2.6%	3.1%	3.1%	3.1%	3.2%	2.1%	3.3%	1.5%	2.7%	2.9%	5.4%	2.6%	3.2%												
2	78	26	40	13	24	16	10	9	20	11	22	31	25	22	56	69	9	69	67	72	66	18	33	10	8	9	17	5	4												
	1.9%	2.7%	1.5%	2.8%	2.5%	2.5%	1.6%	1.9%	1.6%	1.4%	3.1%	2.0%	1.4%	2.0%	1.9%	2.0%	1.8%	2.0%	1.9%	2.0%	1.9%	1.3%	2.0%	1.4%	1.3%	3.4%	2.7%	4.2%	2.7%												
Not trustworthy at all	57	23	30	4	18	13	8	6	15	9	18	22	17	9	48	46	8	43	44	47	48	6	21	4	2	4	19	2	2												
	1.4%	2.4%	1.2%	0.8%	2.0%	1.9%	1.3%	1.3%	1.2%	1.1%	2.5%	1.4%	1.0%	0.9%	1.6%	1.3%	1.6%	1.3%	1.3%	1.3%	1.4%	0.5%	1.3%	0.5%	0.4%	1.5%	3.0%	1.6%	1.4%												
Don't Know	232	77	123	23	73	31	25	22	54	33	56	71	105	70	162	172	34	176	178	183	159	35	97	16	19	11	38	4	8												
	5.8%	8.1%	4.8%	5.1%	7.9%	4.8%	4.1%	4.4%	4.2%	4.1%	7.7%	4.5%	6.1%	6.4%	5.5%	4.9%	6.8%	5.2%	5.2%	5.0%	4.6%	2.6%	6.0%	2.3%	3.1%	4.3%	5.9%	3.1%	5.3%												
Summary																																									
TopBox (7)	1094	229	724	136	266	199	167	129	323	194	172	433	489	288	806	964	129	929	938	1011	946	475	421	281	194	39	120	24	15												
	27.2%	23.9%	28.1%	29.6%	28.7%	30.2%	27.1%	26.6%	25.1%	24.1%	23.7%	27.5%	28.4%	26.3%	27.5%	27.6%	25.5%	27.4%	27.3%	27.5%	27.4%	36.0%	25.9%	40.1%	31.5%	14.9%	18.6%	20.0%	10.7%												
Top2Box (6-7)	2336	474	1554	290	549	383	376	294	734	440	359	911	1066	649	1687	2037	297	1974	2009	2167	2027	914	511	403	128	301	60	68													
	58.0%	49.4%	60.4%	63.2%	59.2%	58.3%	61.1%	60.3%	56.9%	54.9%	49.5%	57.8%	61.8%	59.4%	57.5%	58.4%	58.7%	58.2%	58.4%	58.9%	58.7%	69.4%	56.3%	73.0%	65.2%	48.5%	46.7%	49.5%	47.8%												
Top3Box (5-7)	3099	678	2029	369	700	502	492	386	1009	622	511	1213	1375	858	2242	2713	383	2623	2675	2873	2700	1131	1234	666	525	191	439	89	102												
	77.0%	70.7%	78.8%	80.3%	75.5%	76.4%	79.9%	79.3%	78.2%	77.6%	70.5%	76.9%	79.8%	78.5%	76.4%	77.8%	75.7%	77.4%	77.8%	78.1%	78.2%	85.9%	76.0%	86.6%	85.1%	72.2%	68.1%	73.8%	70.9%												
Low3Box (1-3)	261	85	146	29	67	46	40	31	74	43	61	111	89	63	197	227	31	218	218	232	223	51	107	24	27	20	71	10	10												
	6.5%	8.9%	5.7%	6.3%	7.2%	6.9%	6.5%	6.3%	5.8%	5.4%	8.4%	7.0%	5.2%	5.8%	6.7%	6.5%	6.0%	6.4%	6.3%	6.3%	6.5%	3.9%	6.6%	3.4%	4.4%	7.8%	11.1%	8.4%	7.2%												
Low2Box (1-2)	135	49	70	17	42	29	18	15	35	20	41	53	42	31	104	115	17	112	111	119	114	24	54	14	10	13	36	7	6												
	3.4%	5.1%	2.7%	3.7%	4.5%	4.4%	2.9%	3.2%	2.7%	2.5%	5.6%	3.4%	2.4%	2.9%	3.5%	3.3%	3.5%	3.3%	3.2%	3.3%	1.8%	3.3%	1.9%	1.7%	4.9%	5.6%	5.8%	4.0%													
LowBox (1)	57	23	30	4	18	13	8	6	15	9	18	22	17	9	48	46	8	43	44	47	48	6	21	4	2	4	19	2	2												
	1.4%	2.4%	1.2%	0.8%	2.0%	1.9%	1.3%	1.3%	1.2%	1.1%	2.5%	1.4%	1.0%	0.9%	1.6%	1.3%	1.6%	1.3%	1.3%	1.3%	1.4%	0.5%	1.3%	0.5%	0.4%	1.5%	3.0%	1.6%	1.4%												
Mean		5.6	5.4	5.7	5.7	5.6	5.6	5.6	5.6	5.5	5.4	5.6	5.7	5.7	5.6	5.6	5.6	5.6	5.6	5.6	5.6	5.9	5.6	6	5.8	5.3	5.2	5.3	5.2												
Std. Dev.		1.3	1.5	1.3	1.3	1.4	1.4	1.3	1.3	1.3	1.5	1.4	1.3	1.3	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.2	1.2	1.3	1.5	1.4	1.3												
Std. Err.		0	0	0	0.1	0	0.1	0.1	0	0	0	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	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/S/T - U/V - W/X - Y/Z - ab 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.

		Marital Status				Income						Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single A	Married/liv- ing with partner B	Divorced/se- parated/wid- owed C	<\$40K D	\$40K to -<\$50K E	\$50K to -<\$60K F	\$80K to -<\$100K G	Over \$80K H	Over \$100K I	1 J	2 K	3+ L	Yes M	No N	Yourself/Oth- er equally O	Others P	Personal Care Q	OTC Medicine R	Home/Clean- ing/Improve- ments S	Finance T	Yes U	No V	Yes W	No X	Yes Y	No Z	Yes a	No b		
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214		
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143		
Car salespeople																															
7 - Extremely trustworthy	59	24	30	5	21	10	12	8	13	5	14	14	31	28	31	55	4	51	51	51	49	18	19	15	4	4	11	3	1		
	1.5%	2.5%	1.2%	1.1%	2.2%	1.5%	2.0%	1.7%	1.0%	0.6%	1.9%	0.9%	1.8%	2.6%	1.0%	1.6%	0.9%	1.5%	1.5%	1.4%	1.4%	1.2%	2.1%	0.6%	1.5%	1.7%	2.2%	0.9%			
	B				H		I						K		N						X										
6	144	42	84	17	43	31	23	17	39	22	29	53	62	49	94	126	17	125	115	127	119	60	39	40	20	12	22	8	4		
	3.6%	4.4%	3.3%	3.7%	4.6%	4.7%	3.8%	3.5%	3.0%	2.7%	3.9%	3.4%	3.6%	4.5%	3.2%	3.6%	3.3%	3.7%	3.3%	3.4%	3.5%	4.6%	2.4%	5.8%	3.3%	4.6%	3.4%	6.9%	2.7%		
	I				I													H				V				X					
5	449	105	294	47	92	81	79	59	145	86	83	186	181	128	321	393	55	386	387	417	385	142	163	86	55	39	91	16	23		
	11.2%	11.0%	11.4%	10.3%	10.0%	12.4%	12.7%	12.1%	11.3%	10.7%	11.4%	11.8%	10.5%	11.7%	10.9%	11.3%	10.9%	11.4%	11.2%	11.4%	11.1%	10.7%	10.0%	12.3%	9.0%	14.9%	14.1%	13.1%	16.3%		
4	799	169	541	85	172	125	122	102	262	161	124	340	335	197	601	690	106	688	685	732	682	277	297	154	123	54	147	28	26		
	19.8%	17.6%	21.0%	18.6%	18.5%	19.1%	19.8%	20.9%	20.3%	20.0%	17.1%	21.6%	19.4%	18.0%	20.5%	19.8%	21.0%	20.3%	19.9%	19.9%	19.8%	21.0%	18.3%	22.0%	19.9%	20.4%	22.8%	23.0%	18.2%		
3	872	192	572	99	185	147	136	99	289	189	143	338	390	245	626	764	106	738	751	803	755	278	379	139	139	62	126	27	35		
	21.6%	20.0%	22.2%	21.5%	20.1%	22.3%	22.1%	20.4%	22.4%	23.6%	19.8%	21.5%	22.6%	22.4%	21.4%	21.9%	20.9%	21.8%	21.8%	21.8%	21.9%	21.1%	23.3%	19.9%	22.5%	23.5%	19.5%	22.1%	24.7%		
2	827	191	533	85	173	117	120	110	298	188	143	328	356	211	616	723	104	708	733	772	746	288	332	139	148	54	130	21	32		
	20.5%	19.9%	20.7%	20.8%	18.7%	17.8%	19.5%	22.7%	23.1%	23.4%	19.7%	20.8%	20.7%	19.3%	21.0%	20.7%	20.6%	20.9%	21.3%	21.0%	21.6%	21.9%	20.4%	19.9%	24.1%	20.3%	20.2%	17.5%	22.6%		
1 - Not trustworthy at all	707	177	429	95	173	120	111	76	215	139	149	269	289	184	523	614	90	576	600	648	614	231	331	111	119	33	96	17	17		
	17.6%	18.5%	16.7%	20.7%	18.3%	18.0%	15.7%	16.7%	17.3%	20.5%	17.0%	16.8%	16.8%	17.8%	17.8%	17.6%	17.8%	17.0%	17.4%	17.6%	17.8%	17.5%	20.4%	15.9%	19.3%	12.6%	14.9%	13.7%	11.6%		
Don't Know	170	59	90	15	67	26	12	15	29	14	42	48	80	50	121	122	23	117	119	127	103	23	63	15	8	6	22	2	4		
	4.2%	6.1%	3.5%	3.3%	7.2%	3.9%	2.0%	3.0%	2.2%	1.8%	5.8%	3.0%	4.7%	4.6%	4.1%	3.5%	4.6%	3.5%	3.4%	3.5%	3.0%	1.8%	3.9%	2.1%	1.4%	2.4%	3.5%	1.6%	1.0%		
		BC			EF-GHI						K		K					I	I	I			U								
Summary																															
TopBox (7)	59	24	30	5	21	10	12	8	13	5	14	14	31	28	31	55	4	51	51	51	49	18	19	15	4	4	11	3	1		
	1.5%	2.5%	1.2%	1.1%	2.2%	1.5%	2.0%	1.7%	1.0%	0.6%	1.9%	0.9%	1.8%	2.6%	1.0%	1.6%	0.9%	1.5%	1.5%	1.4%	1.4%	1.2%	2.1%	0.6%	1.5%	1.7%	2.2%	0.9%			
	B				H		I						K		N						X										
Top2Box (6-7)	203	66	114	22	64	41	36	25	52	26	42	68	93	78	125	181	21	176	166	178	169	79	58	55	24	16	33	11	5		
	5.0%	6.9%	4.4%	4.8%	6.9%	6.2%	5.8%	5.2%	4.0%	3.3%	5.8%	4.3%	5.4%	7.1%	4.3%	5.2%	4.2%	5.2%	4.8%	4.8%	4.9%	6.0%	3.6%	7.8%	3.9%	6.1%	5.1%	9.0%	3.5%		
	B				H		I							N				HS								X					
Top3Box (5-7)	652	171	408	70	156	122	114	84	197	112	125	253	273	206	446	574	76	561	553	595	553	220	222	141	79	55	123	27	29		
	16.2%	17.8%	15.9%	15.2%	16.8%	18.6%	18.6%	17.3%	15.3%	14.0%	17.2%	16.1%	15.9%	18.8%	15.2%	16.5%	15.0%	16.6%	16.1%	16.2%	16.0%	16.7%	13.6%	20.2%	12.8%	20.9%	19.2%	22.1%	19.9%		
					I		I							N				R				V				X					
Low3Box (1-3)	2405	560	1534	289	533	384	367	286	802	515	435	936	1035	641	1765	2101	300	2022	2084	2223	2115	797	1042	390	407	149	352	64	84		
	59.7%	58.4%	59.8%	62.9%	57.5%	58.4%	59.6%	58.8%	62.1%	64.2%	59.9%	59.3%	60.1%	58.6%	60.2%	60.3%	59.3%	59.7%	60.6%	60.5%	61.2%	60.5%	64.2%	55.7%	65.9%	56.3%	54.6%	53.3%	58.9%		
Low2Box (1-2)	1534	368	962	190	346	237	231	187	513	326	291	597	645	395	1139	1337	194	1284	1333	1420	1360	519	663	250	268	87	226	38	49		
	38.1%	38.4%	37.4%	41.4%	37.4%	36.1%	37.5%	38.3%	39.8%	40.6%	40.1%	37.9%	37.4%	36.2%	38.8%	38.3%	38.4%	37.9%	38.7%	38.6%	39.4%	39.4%	40.8%	35.8%	43.5%	32.9%	35.1%	31.2%	34.2%		
LowBox (1)	707	177	429	95	173	120	111	76	215	139	149	269	289	184	523	614	90	576	600	648	614	231	331	111	119	33	96	17	17		
	17.6%	18.5%	16.7%	20.7%	18.7%	18.3%	18.0%	15.7%	16.7%	17.3%	20.5%	17.0%	16.8%	16.8%	17.8%	17.6%	17.8%	17.0%	17.4%	17.6%	17.8%	17.5%	20.4%	15.9%	19.3%	12.6%	14.9%	13.7%	11.6%		
				B							L											Q									
Mean	3	3.1	3	2.9	3.1	3.1	3.1	3.1	3	2.9	3	3	3	3.1	3	3	3	3.1	3	3	3	3.1	2.9	3.2	2.9	3.2	3.2	3.3	3.2		
					I						N							HSI				V				X					
Std. Dev.	1.5	1.6	1.4	1.5	1.6	1.5	1.5	1.5	1.4	1.4	1.6	1.4	1.5	1.6	1.5	1.5	1.4	1.5	1.5	1.5	1.5	1.5	1.4	1.6	1.4	1.5	1.5	1.4	1.4		
Std. Err.	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0.1	0.1	0.1	0	0.1	0.1		
Proportions/Means: Columns Tested (5% risk level) - A/BC - D/E/F/G/H/I - J/K/L - MN - O/P - Q/R/S/T - UV - W/X - Y/Z - a/b 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.

		Income										Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single	Married/living with partner	Divorced/separated/widowed	<\$40K	\$40K to <\$50K	\$50K to <\$60K	\$60K to <\$80K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Cleaning/Improve ments	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214		
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143		
CEOs																															
7 - Extremely trustworthy	99	30	60	9	26	22	21	13	24	11	19	35	45	38	60	86	13	82	81	86	81	34	26	26	8	6	20	5	2		
	2.4%	3.1%	2.3%	2.0%	2.9%	3.4%	3.4%	2.7%	1.9%	1.4%	2.6%	2.2%	2.6%	3.5%	2.1%	2.5%	2.6%	2.4%	2.4%	2.3%	2.4%	2.6%	1.6%	3.7%	1.4%	2.4%	3.2%	3.7%	1.3%		
6	340	85	222	34	81	52	60	54	114	60	62	140	138	104	236	301	39	283	277	312	299	104	94	61	43	45	84	20	25		
	8.5%	8.8%	8.6%	7.4%	8.7%	7.9%	9.8%	11.0%	8.8%	7.5%	8.6%	8.9%	8.0%	9.5%	8.1%	8.6%	7.6%	8.4%	8.1%	8.5%	8.6%	7.9%	5.8%	8.7%	6.9%	17.1%	13.0%	16.8%	17.3%		
5	790	160	535	88	169	132	112	101	284	182	115	326	349	224	566	697	91	678	683	735	685	276	268	148	128	74	153	31	43		
	19.6%	16.7%	20.8%	19.1%	18.3%	20.1%	18.1%	20.8%	22.0%	22.7%	15.8%	20.7%	20.3%	20.5%	19.3%	20.0%	18.0%	20.0%	19.9%	20.0%	19.8%	20.9%	16.5%	21.1%	20.7%	27.9%	23.7%	25.3%	30.1%		
4	978	239	632	102	199	151	147	127	354	227	169	371	437	270	708	843	133	833	849	899	854	315	397	182	133	63	174	30	33		
	24.3%	25.0%	24.6%	22.2%	21.4%	23.0%	23.8%	26.1%	27.4%	28.3%	23.3%	23.5%	25.4%	24.7%	24.1%	24.2%	26.2%	24.6%	24.7%	24.5%	24.7%	23.9%	24.4%	26.0%	21.6%	23.8%	26.9%	24.6%	23.2%		
3	629	138	398	87	125	115	100	81	206	125	113	231	285	179	450	542	86	537	540	575	534	226	272	102	124	35	74	19	16		
	15.6%	14.4%	15.5%	19.0%	13.4%	17.5%	16.2%	16.5%	15.9%	15.6%	15.6%	14.6%	16.5%	16.4%	15.3%	15.5%	17.0%	15.9%	15.7%	15.6%	15.5%	17.2%	16.8%	14.6%	20.1%	13.3%	11.4%	15.9%	11.2%		
2	470	109	300	55	100	75	81	50	143	93	100	187	184	106	365	408	62	390	414	440	422	170	219	84	87	18	50	8	10		
	11.7%	11.4%	11.7%	11.9%	10.8%	11.4%	13.1%	10.3%	11.1%	11.6%	13.7%	11.9%	10.7%	9.7%	12.4%	11.7%	12.3%	11.5%	12.0%	12.0%	12.2%	12.9%	13.5%	11.9%	14.1%	6.8%	7.8%	6.3%	7.1%		
1 - Not trustworthy at all	414	114	245	52	118	75	56	41	119	79	93	167	154	94	319	373	39	351	367	374	366	133	217	69	64	11	40	4	6		
	10.3%	11.9%	9.5%	11.3%	12.7%	11.3%	9.1%	8.4%	9.3%	9.8%	12.8%	10.6%	8.9%	8.6%	10.9%	10.7%	7.6%	10.4%	10.7%	10.2%	10.6%	10.1%	13.4%	9.9%	10.3%	6.3%	3.7%	4.4%			
Don't Know	307	83	183	32	109	35	39	21	46	25	54	120	132	79	228	239	44	234	229	255	212	59	130	29	31	12	50	4	8		
	7.6%	8.6%	7.1%	7.0%	11.7%	5.3%	6.4%	4.3%	3.6%	3.1%	7.5%	7.6%	7.7%	7.2%	7.8%	6.8%	8.8%	6.9%	6.7%	6.9%	6.2%	4.5%	8.0%	4.1%	5.0%	4.5%	7.8%	3.6%	5.3%		
Summary																															
TopBox (7)	99	30	60	9	26	22	21	13	24	11	19	35	45	38	60	86	13	82	81	86	81	34	26	26	8	6	20	5	2		
	2.4%	3.1%	2.3%	2.0%	2.9%	3.4%	3.4%	2.7%	1.9%	1.4%	2.6%	2.2%	2.6%	3.5%	2.1%	2.5%	2.6%	2.4%	2.4%	2.3%	2.4%	2.6%	1.6%	3.7%	1.4%	2.4%	3.2%	3.7%	1.3%		
Top2Box (6-7)	439	115	281	43	107	75	81	67	138	71	81	175	183	142	297	387	52	366	358	398	380	138	120	87	51	51	104	25	27		
	10.9%	11.9%	10.9%	9.4%	11.6%	11.3%	13.2%	13.6%	10.7%	8.9%	11.2%	11.1%	10.6%	13.0%	10.1%	11.1%	10.2%	10.8%	10.4%	10.8%	11.0%	10.5%	7.4%	12.4%	6.3%	19.5%	16.1%	20.5%	18.6%		
Top3Box (5-7)	1229	275	816	131	277	207	193	168	422	254	196	501	532	366	863	1084	142	1044	1042	1133	1065	414	389	235	179	125	256	55	70		
	30.5%	28.7%	31.7%	28.5%	29.8%	31.5%	31.3%	34.5%	32.7%	31.6%	27.0%	31.8%	30.9%	33.5%	29.4%	31.1%	28.2%	30.8%	30.3%	30.8%	30.8%	31.4%	23.9%	33.5%	29.0%	47.4%	39.8%	45.8%	48.7%		
Low3Box (1-3)	1513	362	943	194	343	264	237	171	468	297	306	585	622	379	1134	1322	187	1278	1321	1389	1322	530	709	256	275	64	164	31	33		
	37.6%	37.7%	36.7%	42.3%	37.0%	40.2%	38.4%	35.2%	36.3%	37.0%	42.2%	37.1%	36.1%	34.6%	38.7%	37.9%	36.9%	37.7%	38.4%	37.8%	38.3%	40.2%	43.6%	36.4%	44.5%	24.2%	25.5%	25.9%	22.8%		
Low2Box (1-2)	884	223	545	107	219	149	137	91	262	171	193	354	338	200	684	781	101	741	781	814	788	303	436	153	150	29	90	12	17		
	22.0%	23.3%	21.2%	23.2%	23.6%	22.7%	22.2%	18.6%	20.3%	21.4%	26.6%	22.4%	19.6%	18.3%	23.3%	22.4%	19.9%	21.9%	22.7%	22.1%	22.8%	23.0%	26.9%	21.9%	24.4%	10.9%	14.0%	10.0%	11.6%		
LowBox (1)	414	114	245	52	118	75	56	41	119	79	93	167	154	94	319	373	39	351	367	374	366	133	217	69	64	11	40	4	6		
	10.3%	11.9%	9.5%	11.3%	12.7%	11.3%	9.1%	8.4%	9.3%	9.8%	12.8%	10.6%	8.9%	8.6%	10.9%	10.7%	7.6%	10.4%	10.7%	10.2%	10.6%	10.1%	13.4%	9.9%	10.3%	6.3%	3.7%	4.4%			
Mean	3.7	3.7	3.8	3.6	3.7	3.7	3.8	3.9	3.8	3.7	3.6	3.7	3.8	3.9	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.4	3.8	3.6	4.3	4.1	4.3	4.3		
Std. Dev.	1.6	1.6	1.5	1.5	1.7	1.6	1.6	1.5	1.5	1.5	1.6	1.6	1.5	1.5	1.6	1.6	1.5	1.5	1.6	1.5	1.6	1.5	1.5	1.6	1.5	1.4	1.5	1.4	1.4		
Std. Err.	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	0.1	0.1	0.1	0.1		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - all 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.

		Marital Status				Income						Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single A	Married/ with partner B	Divorced/ separated/ widowed C	<\$40K D	\$40K to \$50K E	\$50K to \$60K F	\$60K to \$80K G	\$80K to \$100K H	Over \$80K I	Over \$100K J	1 K	2 L	3+ M	Yes N	No O	Yourself/ Other P	Others Q	Personal Care R	OTC Medicine S	Home/ Cleaning/ Improvements T	Finance U	Yes V	No W	Yes X	No Y	Yes Z	No aa		
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1117	1624	593	517	394	964	180	214	
Chiropractors																														
7 - Extremely trustworthy	365	88	238	40	103	71	53	44	89	44	62	151	152	94	271	327	38	321	310	340	319	150	120	91	59	18	65	7	11	
	9.1%	9.1%	9.2%	8.6%	11.1%	10.8%	8.6%	9.1%	6.9%	5.5%	8.5%	9.6%	8.8%	8.6%	9.2%	9.4%	7.5%	9.5%	9.0%	9.3%	9.2%	11.4%	7.4%	13.0%	9.5%	7.0%	10.1%	5.8%	7.9%	
6	828	168	549	103	172	142	121	117	290	173	113	326	389	258	570	721	105	700	710	764	714	292	328	156	136	56	129	29	27	
	20.6%	17.6%	21.3%	22.5%	18.6%	21.7%	19.6%	24.0%	22.5%	21.6%	15.6%	20.6%	22.6%	23.6%	19.5%	20.7%	20.8%	20.7%	20.6%	20.8%	20.7%	22.2%	20.2%	22.3%	22.0%	21.1%	20.1%	24.0%	18.7%	
5	953	242	603	99	206	160	148	113	320	207	181	366	406	256	696	835	115	814	838	888	827	327	376	179	148	68	144	32	36	
	23.7%	25.3%	23.4%	21.6%	22.2%	24.3%	24.0%	23.1%	24.8%	25.8%	24.9%	23.2%	23.6%	23.4%	23.7%	23.9%	22.7%	24.0%	24.4%	24.1%	23.9%	24.8%	23.1%	25.6%	23.9%	25.8%	22.3%	26.8%	24.9%	
4	771	175	507	82	160	109	128	94	270	175	125	294	351	224	546	659	112	643	657	709	675	242	322	116	126	49	136	22	28	
	19.1%	18.2%	19.7%	17.9%	17.2%	16.6%	20.7%	19.4%	20.9%	21.9%	17.3%	18.7%	20.4%	20.5%	18.6%	18.9%	22.1%	19.0%	19.1%	19.3%	19.6%	18.4%	19.8%	16.6%	20.3%	18.7%	21.2%	18.0%	19.2%	
3	375	92	236	45	84	64	64	40	118	78	72	165	138	85	290	320	53	310	316	332	322	113	154	52	61	39	60	16	22	
	9.3%	9.6%	9.2%	9.8%	9.0%	9.7%	10.3%	8.1%	9.1%	9.7%	10.0%	10.4%	8.0%	7.8%	9.9%	9.2%	10.5%	9.1%	9.2%	9.0%	9.3%	8.6%	9.5%	7.4%	9.9%	14.6%	9.3%	13.6%	15.5%	
2	245	55	150	37	61	30	47	27	79	52	59	102	84	47	198	218	27	215	214	233	216	71	108	41	29	18	43	9	9	
	6.1%	5.7%	5.8%	8.2%	6.5%	4.5%	7.6%	5.6%	6.1%	6.4%	8.1%	6.5%	4.9%	4.3%	6.7%	6.2%	5.3%	6.3%	6.2%	6.3%	6.3%	5.4%	6.7%	5.9%	4.7%	6.8%	6.7%	7.4%	6.2%	
1 - Not trustworthy at all	179	51	111	17	39	30	27	24	58	34	49	66	64	39	140	159	18	146	153	162	153	50	81	27	24	6	35	3	4	
	4.5%	5.3%	4.3%	3.7%	4.2%	4.5%	4.4%	4.9%	4.5%	4.3%	6.8%	4.2%	3.7%	3.6%	4.8%	4.6%	3.7%	4.3%	4.4%	4.4%	4.4%	3.8%	5.0%	3.8%	3.4%	2.4%	5.4%	2.1%	2.7%	
Don't Know	312	89	181	35	103	51	29	29	67	38	64	108	139	90	222	248	38	239	242	248	226	72	134	37	35	10	32	3	7	
	7.7%	9.3%	7.0%	7.7%	11.1%	7.8%	4.7%	5.9%	5.2%	4.8%	8.8%	6.8%	8.1%	8.2%	7.6%	7.1%	7.6%	7.0%	7.0%	6.7%	6.5%	5.5%	8.3%	5.3%	5.7%	3.6%	4.9%	2.1%	4.9%	
Summary																														
	365	88	238	40	103	71	53	44	89	44	62	151	152	94	271	327	38	321	310	340	319	150	120	91	59	18	65	7	11	
TopBox (7)	9.1%	9.1%	9.2%	8.6%	11.1%	10.8%	8.6%	9.1%	6.9%	5.5%	8.5%	9.6%	8.8%	8.6%	9.2%	9.4%	7.5%	9.5%	9.0%	9.3%	9.2%	11.4%	7.4%	13.0%	9.5%	7.0%	10.1%	5.8%	7.9%	
Top2Box (6-7)	1193	256	787	143	275	214	174	161	379	217	175	477	541	352	841	1049	143	1022	1020	1104	1033	442	448	247	195	74	194	36	38	
	29.6%	26.7%	30.6%	31.2%	29.7%	32.5%	28.2%	33.1%	29.3%	27.1%	24.1%	30.2%	31.4%	32.2%	28.7%	30.1%	28.3%	30.2%	29.6%	30.0%	29.9%	33.6%	27.6%	35.3%	31.6%	28.1%	30.2%	29.9%	26.6%	
Top3Box (5-7)	2146	488	1390	242	481	373	322	274	698	425	356	842	947	608	1538	1884	258	1836	1858	1992	1860	769	824	427	342	142	338	68	74	
	53.3%	52.0%	54.0%	52.8%	51.9%	56.8%	52.2%	56.2%	54.2%	52.9%	49.1%	53.4%	55.0%	55.6%	52.4%	54.0%	51.0%	54.2%	54.0%	54.2%	53.9%	58.4%	50.7%	61.0%	55.4%	53.9%	52.5%	56.7%	51.5%	
Low3Box (1-3)	798	197	496	99	183	123	138	90	254	164	180	333	285	171	627	687	98	671	683	728	682	234	344	120	114	63	138	28	35	
	19.8%	20.5%	19.3%	21.6%	19.8%	18.8%	22.3%	18.6%	19.7%	20.4%	24.8%	21.1%	16.5%	15.7%	21.4%	20.0%	19.4%	19.8%	19.9%	19.8%	20.0%	17.8%	21.2%	17.1%	18.5%	23.8%	21.4%	23.2%	24.4%	
Low2Box (1-2)	424	105	261	54	99	60	74	51	137	86	108	168	147	86	338	377	45	361	367	396	370	121	190	68	53	24	78	12	13	
	10.5%	11.0%	10.1%	11.8%	10.7%	9.1%	12.0%	10.5%	10.6%	10.7%	14.9%	10.7%	8.6%	7.9%	11.5%	10.8%	8.9%	10.7%	10.7%	10.8%	10.7%	9.2%	11.7%	9.7%	8.6%	9.2%	12.1%	9.5%	8.9%	
LowBox (1)	179	51	111	17	39	30	27	24	58	34	49	66	64	39	140	159	18	146	153	162	153	50	81	27	24	6	35	3	4	
	4.5%	5.3%	4.3%	3.7%	4.2%	4.5%	4.4%	4.9%	4.5%	4.3%	6.8%	4.2%	3.7%	3.6%	4.8%	4.6%	3.7%	4.3%	4.4%	4.4%	4.4%	3.8%	5.0%	3.8%	3.8%	2.4%	5.4%	2.1%	2.7%	
Mean	4.6	4.6	4.6	4.6	4.7	4.7	4.5	4.7	4.6	4.5	4.4	4.6	4.7	4.8	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.8	4.5	4.8	4.7	4.6	4.6	4.6	4.5	
Std. Dev.	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.5	1.5	1.7	1.6	1.5	1.5	1.6	1.6	1.5	1.6	1.6	1.6	1.6	1.5	1.6	1.6	1.5	1.5	1.6	1.4	1.5	
Std. Err.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - ab 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.

		Marital Status				Income					Household Size				Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single A	Married/living with partner B	Divorced/separated/ widowed C	<\$40K D	\$40K to \$50K E	\$50K to \$60K F	\$60K to \$80K G	\$80K to \$100K H	Over \$80K I	Over \$100K J	1 K	2 L	3+ M	Yes N	No O	Yourself/Other equally P	Others Q	Personal Care R	OTC Medicine S	Home/Cleaning/ improvements T	Finance U	Yes V	No W	Yes X	No Y	Yes Z	No aa		
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143	
Church Leaders																														
7 - Extremely trustworthy	298	77	190	31	77	55	41	36	87	51	50	104	143	93	204	261	36	251	243	266	254	139	93	85	53	20	32	11	9	
	7.4%	8.0%	7.4%	6.7%	8.4%	8.4%	6.7%	7.4%	6.8%	6.4%	6.9%	6.6%	8.3%	8.5%	7.0%	7.5%	7.1%	7.4%	7.1%	7.2%	7.4%	10.5%	5.7%	12.2%	8.7%	7.5%	5.0%	8.9%	6.3%	
6	668	118	478	69	131	104	111	93	233	139	92	255	321	207	461	575	92	570	577	612	578	278	248	154	124	39	82	22	16	
	16.6%	12.3%	18.6%	15.0%	14.2%	15.8%	18.0%	19.1%	18.0%	17.4%	12.7%	16.2%	18.6%	18.9%	15.7%	16.5%	18.1%	16.8%	16.6%	16.6%	16.7%	21.1%	15.3%	22.0%	20.1%	14.7%	12.7%	18.5%	11.5%	
5	733	149	499	79	142	117	126	92	255	163	114	309	302	185	548	641	91	617	628	683	633	272	284	151	121	43	111	22	21	
	18.2%	15.5%	19.4%	17.2%	15.3%	17.8%	20.4%	18.8%	19.8%	20.3%	15.7%	20.1%	17.5%	16.9%	18.7%	18.4%	17.9%	18.2%	18.3%	18.6%	18.3%	20.7%	17.5%	21.6%	19.6%	16.1%	17.2%	17.9%	14.6%	
4	756	186	479	85	168	111	126	92	256	164	147	279	330	198	558	644	111	630	640	692	659	221	346	99	122	49	119	20	29	
	18.8%	19.4%	18.6%	18.6%	18.1%	16.9%	20.4%	18.8%	19.8%	20.4%	20.3%	17.7%	19.1%	18.2%	19.0%	18.5%	22.0%	18.6%	18.6%	18.8%	19.1%	16.8%	21.3%	14.2%	19.7%	18.6%	18.4%	16.8%	20.0%	
3	441	113	275	48	100	84	56	57	142	85	74	189	178	108	333	388	53	385	389	418	389	133	169	67	66	42	82	19	23	
	11.0%	11.7%	10.7%	10.4%	10.8%	12.7%	9.1%	11.6%	11.0%	10.7%	10.3%	12.0%	10.3%	9.9%	11.3%	11.1%	10.5%	11.4%	11.3%	11.4%	11.3%	10.1%	10.4%	9.6%	10.8%	15.9%	12.7%	15.7%	16.1%	
2	349	82	218	45	72	55	56	44	121	77	68	142	138	90	258	310	39	294	301	315	304	89	142	48	41	27	78	11	17	
	8.7%	8.6%	8.5%	9.7%	7.8%	8.4%	9.1%	9.0%	9.4%	9.6%	9.4%	9.0%	8.0%	8.3%	8.8%	8.9%	7.7%	8.7%	8.8%	8.6%	8.8%	6.8%	8.8%	6.9%	6.7%	10.4%	12.2%	8.9%	11.6%	
1 - Not trustworthy at all	507	151	278	75	147	87	68	56	146	90	122	195	190	130	377	455	50	438	453	472	441	126	230	61	65	33	103	11	22	
	12.6%	15.8%	10.8%	16.4%	15.9%	13.3%	11.0%	11.5%	11.3%	11.2%	16.8%	12.4%	11.0%	11.9%	12.9%	13.1%	9.8%	12.9%	13.2%	12.8%	12.8%	14.2%	8.7%	10.6%	12.6%	9.5%	10.6%	9.5%	15.2%	
Don't Know	275	83	157	27	89	44	34	18	50	32	58	95	122	81	194	214	35	204	209	220	196	58	111	34	24	11	38	4	7	
	6.8%	8.7%	6.1%	6.0%	9.6%	6.6%	5.5%	3.7%	3.9%	4.0%	8.0%	6.0%	7.1%	7.4%	6.6%	6.1%	6.9%	6.0%	6.1%	6.0%	5.7%	4.4%	6.9%	4.8%	3.9%	4.3%	5.9%	3.6%	4.8%	
Summary																														
	298	77	190	31	77	55	41	36	87	51	50	104	143	93	204	261	36	251	243	266	254	139	93	85	53	20	32	11	9	
TopBox (7)	7.4%	8.0%	7.4%	6.7%	8.4%	8.4%	6.7%	7.4%	6.8%	6.4%	6.9%	6.6%	8.3%	8.5%	7.0%	7.5%	7.1%	7.4%	7.1%	7.2%	7.4%	10.5%	5.7%	12.2%	8.7%	7.5%	5.0%	8.9%	6.3%	
	966	195	668	99	209	160	152	129	320	191	142	359	465	300	666	836	127	821	820	877	832	417	341	240	178	59	114	33	25	
Top2Box (6-7)	24.0%	20.4%	26.0%	21.7%	22.5%	24.3%	24.7%	26.6%	24.8%	23.7%	19.5%	22.8%	27.0%	27.5%	22.7%	24.0%	25.2%	24.2%	23.8%	23.9%	24.1%	31.7%	21.0%	34.2%	28.7%	22.2%	17.7%	27.5%	17.7%	
	1699	344	1167	179	351	276	278	221	575	354	256	677	766	485	1213	1477	218	1438	1448	1560	1465	689	625	391	299	101	225	55	46	
Top3Box (5-7)	42.2%	35.8%	45.3%	38.9%	37.8%	42.0%	45.0%	45.4%	44.6%	44.1%	35.2%	42.9%	44.5%	44.4%	41.4%	42.4%	43.1%	42.4%	42.1%	42.4%	42.4%	52.3%	38.5%	55.9%	48.3%	38.3%	34.9%	45.4%	32.3%	
	1296	346	771	188	319	226	179	156	409	263	264	527	506	328	968	1153	142	1117	1144	1205	1133	349	542	176	173	103	263	41	61	
Low3Box (1-3)	32.2%	36.1%	29.9%	36.5%	34.4%	34.4%	29.1%	32.1%	31.7%	31.5%	36.4%	33.4%	29.3%	30.0%	33.0%	33.0%	28.1%	33.0%	33.2%	32.8%	32.8%	26.5%	33.4%	25.1%	28.0%	38.9%	40.9%	34.1%	42.8%	
	855	233	496	120	219	143	124	100	267	167	190	337	328	220	635	765	89	732	755	787	744	215	372	109	106	61	181	22	38	
Low2Box (1-2)	21.2%	24.3%	19.3%	26.2%	23.6%	21.7%	20.1%	20.5%	20.7%	20.8%	26.2%	21.4%	19.0%	20.1%	21.7%	21.9%	17.5%	21.6%	21.9%	21.4%	21.6%	16.4%	22.9%	15.6%	17.2%	22.9%	28.2%	18.4%	26.8%	
	507	151	278	75	147	87	68	56	146	90	122	195	190	130	377	455	50	438	453	472	441	126	230	61	65	33	103	11	22	
LowBox (1)	12.6%	15.8%	10.8%	16.4%	15.9%	13.3%	11.0%	11.5%	11.3%	11.2%	16.8%	12.4%	11.0%	11.9%	12.9%	13.1%	9.8%	12.9%	13.2%	12.8%	12.8%	14.2%	8.7%	10.6%	12.6%	9.5%	10.6%	9.5%	15.2%	
	4.1	3.9	4.2	3.9	3.9	4.1	4.2	4.2	4.1	4.1	3.8	4.1	4.2	4.2	4	4.1	4.2	4.1	4	4.1	4.1	4.4	3.9	4.6	4.3	3.9	3.7	4.2	3.7	
Mean																														
Std. Dev.	1.8	1.9	1.8	1.9	1.9	1.9	1.8	1.8	1.8	1.8	1.9	1.8	1.8	1.8	1.8	1.8	1.7	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	
Std. Err.	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0	0.1	0	0	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - ab 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.

			Marital Status				Income					Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single	Married/liv g with partner	Divorced/se parated/wid owed	<\$40K	\$40K to \$50K	\$50K to \$80K	\$80K to \$110K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Oth er equally	Others	Personal Care	OTC Medicine	Home/Cleani ng/improve ments	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1117	1317	1624	700	617	264	644	121	143
Daycare workers																														
7 - Extremely trustworthy	421	99	273	47	110	75	58	56	128	72	73	171	177	121	300	380	41	350	362	393	371	135	119	87	48	39	105	22	17	
	10.5%	10.3%	10.6%	10.3%	11.8%	11.4%	9.5%	11.4%	9.9%	9.0%	10.1%	10.8%	10.3%	11.1%	10.2%	10.9%	8.1%	10.6%	10.5%	10.7%	10.7%	10.3%	7.3%	12.5%	7.7%	14.7%	16.3%	17.9%	12.0%	
	1146	238	765	133	251	200	186	170	379	209	185	473	488	335	812	1011	135	962	1000	1058	1001	399	406	197	202	95	218	43	53	
	28.5%	24.8%	29.7%	29.0%	27.1%	30.4%	30.2%	34.9%	29.4%	26.0%	25.5%	30.0%	28.3%	30.6%	27.7%	29.0%	26.6%	29.0%	29.1%	28.8%	29.0%	30.3%	25.0%	28.2%	32.7%	36.1%	33.8%	35.3%	36.7%	
6	1124	272	721	124	238	157	190	118	387	269	191	428	505	306	818	972	149	948	968	1041	978	389	472	206	183	73	162	32	41	
	27.9%	28.3%	28.0%	27.0%	25.6%	23.9%	30.8%	24.2%	30.0%	33.5%	26.3%	27.1%	29.3%	28.0%	27.9%	27.9%	29.5%	28.0%	28.1%	28.3%	28.3%	29.5%	29.0%	29.5%	29.6%	27.7%	25.1%	26.3%	28.9%	
	687	172	436	74	149	115	98	76	231	155	121	257	310	181	506	577	108	573	576	622	587	220	322	115	105	32	86	15	17	
	17.1%	18.0%	16.9%	16.1%	16.0%	17.5%	16.0%	15.5%	17.9%	19.4%	16.7%	16.3%	18.0%	16.6%	17.3%	16.6%	21.3%	16.9%	16.7%	16.9%	17.0%	16.7%	19.8%	16.5%	16.9%	12.1%	13.4%	12.1%	12.1%	
3	191	46	115	30	42	35	22	25	57	32	49	71	72	51	140	172	18	163	171	177	166	63	91	34	30	10	20	4	6	
	4.8%	4.8%	4.5%	6.6%	4.6%	5.3%	3.6%	5.2%	4.4%	3.9%	6.7%	4.5%	4.2%	4.7%	4.8%	4.9%	3.5%	4.8%	5.0%	4.8%	4.8%	4.8%	5.6%	4.8%	4.8%	3.9%	3.0%	3.7%	4.0%	
	95	27	56	12	22	20	14	10	31	21	19	32	45	33	63	84	12	81	79	87	79	29	48	18	11	3	13	1	2	
	2.4%	2.8%	2.2%	2.7%	2.4%	3.0%	2.3%	2.0%	2.4%	2.6%	2.6%	2.0%	2.6%	3.0%	2.1%	2.4%	2.3%	2.4%	2.3%	2.4%	2.3%	2.2%	2.9%	2.6%	1.8%	1.0%	2.0%	0.5%	1.3%	
2	59	24	31	4	18	6	13	7	17	10	16	26	17	10	49	49	10	50	53	52	52	15	31	10	5	3	8	2	1	
	1.5%	2.5%	1.2%	0.8%	1.9%	0.8%	2.1%	1.5%	1.3%	1.2%	2.2%	1.6%	1.0%	0.9%	1.7%	1.4%	1.9%	1.5%	1.5%	1.4%	1.5%	1.1%	1.9%	1.5%	0.8%	1.0%	1.3%	1.6%	0.5%	
	301	82	177	34	98	51	35	26	60	35	71	121	108	56	245	242	34	230	232	246	219	66	137	32	35	9	32	3	6	
	7.5%	8.5%	6.9%	7.4%	10.5%	7.7%	5.6%	5.3%	4.7%	4.3%	9.8%	7.7%	6.3%	5.1%	8.3%	6.9%	6.7%	6.8%	6.8%	6.7%	6.3%	5.0%	8.4%	4.5%	5.6%	3.6%	5.0%	2.6%	4.4%	
Don't Know																														
Summary																														
TopBox (7)	421	99	273	47	110	75	58	56	128	72	73	171	177	121	300	380	41	350	362	393	371	135	119	87	48	39	105	22	17	
	10.5%	10.3%	10.6%	10.3%	11.8%	11.4%	9.5%	11.4%	9.9%	9.0%	10.1%	10.8%	10.3%	11.1%	10.2%	10.9%	8.1%	10.6%	10.5%	10.7%	10.7%	10.3%	7.3%	12.5%	7.7%	14.7%	16.3%	17.9%	12.0%	
	1568	337	1038	180	361	274	244	226	507	281	258	644	666	456	1112	1391	176	1343	1362	1451	1372	534	525	285	250	134	323	64	70	
	38.9%	35.1%	40.3%	39.3%	38.9%	41.8%	39.6%	46.3%	39.3%	35.0%	35.6%	40.8%	38.6%	41.7%	37.9%	39.9%	34.7%	39.6%	39.6%	39.5%	39.7%	40.6%	32.3%	40.7%	40.5%	50.8%	50.2%	53.3%	48.7%	
Top2Box (6-7)	2692	609	1759	304	598	431	434	344	894	550	449	1072	1171	762	1930	2363	325	2291	2329	2492	2350	924	997	491	433	207	485	96	111	
	66.9%	63.5%	68.3%	66.3%	64.5%	65.7%	70.4%	70.5%	69.3%	68.5%	61.9%	68.0%	67.9%	69.7%	65.9%	67.8%	64.3%	67.6%	67.7%	67.8%	68.0%	70.1%	61.4%	70.1%	70.1%	78.5%	75.3%	79.5%	77.7%	
	346	96	202	47	82	60	49	42	105	62	64	128	134	94	252	305	39	294	303	316	298	108	169	62	46	15	41	7	8	
	8.6%	10.1%	7.8%	10.1%	8.9%	9.1%	8.0%	8.7%	8.1%	7.8%	11.5%	8.1%	7.8%	8.6%	8.6%	8.8%	7.8%	8.7%	8.8%	8.6%	8.6%	8.2%	10.4%	8.9%	7.4%	5.8%	6.3%	5.8%	5.8%	
Low3Box (1-3)	155	51	86	16	40	25	27	17	48	31	35	58	62	43	112	133	21	132	132	140	132	44	78	29	16	5	21	3	3	
	3.8%	5.3%	3.4%	3.5%	4.3%	3.9%	4.4%	3.5%	3.7%	3.8%	4.8%	3.7%	3.6%	3.9%	3.8%	3.8%	4.2%	3.9%	3.8%	3.8%	3.8%	3.4%	4.8%	4.1%	2.6%	1.9%	3.3%	2.1%	1.8%	
	59	24	31	4	18	6	13	7	17	10	16	26	17	10	49	49	10	50	53	52	52	15	31	10	5	3	8	2	1	
	1.5%	2.5%	1.2%	0.8%	1.9%	0.8%	2.1%	1.5%	1.3%	1.2%	2.2%	1.6%	1.0%	0.9%	1.7%	1.4%	1.9%	1.5%	1.5%	1.4%	1.5%	1.1%	1.9%	1.5%	0.8%	1.0%	1.3%	1.6%	0.5%	
LowBox (1)	51	5	51	51	51	51	51	52	51	5	5	51	51	51	51	51	5	51	51	51	51	51	49	51	51	54	54	54	54	
	Mean																													
	Std. Dev.	1.3	1.4	1.2	1.3	1.3	1.3	1.3	1.3	1.2	1.2	1.4	1.3	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.3	1.2	1.2	1.3	1.2	1.1	
	Std. Err.	0	0	0	0.1	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	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/S/T - U/V - W/X - Y/Z - ab 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.

		Marital Status										Income										Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Married/divorced with partner		Divorced/separated/widowed																																					
		Total	Single A	Married B	Divorced C	<\$40K D	\$40K to <\$50K E	\$50K to <\$60K F	\$60K to <\$80K G	Over \$80K H	Over \$100K I	1 J	2 K	3+ L	Yes M	No N	Yourself/Other equally O	Others P	Personal Care Q	OTC Medicine R	Home/Cleaning/Improvements S	Finance T	Yes U	No V	Yes W	No X	Yes Y	No Z	Yes a	No b	Yes c	No d									
Base: All respondents		4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214											
Weighted Dentists		4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143											
7 - Extremely trustworthy		646	147	417	81	156	119	97	81	185	104	112	287	247	151	495	567	76	543	553	592	556	235	207	136	99	58	125	27	31											
		16.0%	15.3%	16.2%	17.7%	16.8%	18.1%	15.8%	16.7%	14.4%	13.0%	15.4%	18.2%	14.4%	13.8%	16.9%	16.3%	15.0%	16.0%	16.1%	16.1%	16.1%	17.8%	12.7%	19.5%	16.0%	22.0%	19.4%	22.7%	21.3%											
6		1374	299	893	174	291	229	225	166	452	286	261	552	571	337	1037	1206	165	1177	1195	1261	1200	471	542	252	219	86	226	39	47											
		34.1%	31.1%	34.7%	37.8%	31.4%	34.8%	36.5%	34.0%	35.1%	35.7%	34.6%	35.0%	33.1%	30.8%	35.4%	34.6%	32.6%	34.7%	34.7%	34.3%	34.8%	35.7%	33.4%	36.0%	35.5%	32.4%	35.0%	32.0%	32.8%											
5		1000	206	679	104	220	152	146	131	370	239	138	398	463	311	689	863	136	840	857	921	877	309	444	162	147	64	157	29	34											
		24.8%	21.5%	26.4%	22.5%	23.8%	23.2%	23.6%	26.8%	28.7%	23.8%	19.1%	25.3%	26.9%	28.4%	23.5%	24.8%	26.8%	24.8%	24.9%	25.1%	25.4%	23.4%	27.3%	23.1%	23.8%	24.1%	24.3%	24.2%	24.0%											
4		549	163	326	55	127	77	86	68	168	100	115	192	242	158	392	470	78	472	471	511	467	181	238	91	90	34	80	18	16											
		13.6%	17.0%	12.7%	12.1%	13.7%	11.8%	13.9%	14.0%	13.0%	12.4%	15.9%	12.2%	14.0%	14.4%	13.4%	13.5%	15.5%	13.9%	13.7%	13.9%	13.5%	13.7%	14.6%	12.9%	14.6%	12.9%	12.4%	14.8%	11.2%											
3		186	55	111	19	48	33	26	17	50	33	44	59	83	54	131	167	19	154	154	168	153	72	70	32	40	14	21	5	9											
		4.6%	5.8%	4.3%	4.2%	5.2%	5.0%	4.2%	3.4%	3.9%	4.2%	6.1%	3.8%	4.8%	5.0%	4.5%	4.8%	3.8%	4.6%	4.5%	4.6%	4.4%	5.5%	4.3%	4.6%	6.5%	5.3%	3.3%	4.2%	6.2%											
2		79	25	47	7	20	20	13	8	19	11	19	25	35	28	51	71	7	66	69	75	72	16	43	8	9	5	12	2	3											
		2.0%	2.7%	1.8%	1.5%	2.1%	3.0%	2.1%	1.6%	1.5%	1.4%	2.6%	1.6%	2.0%	2.5%	1.7%	2.0%	1.3%	1.9%	2.0%	2.0%	2.1%	1.2%	2.6%	1.1%	1.4%	1.9%	1.9%	2.1%	1.8%											
1		52	14	30	8	9	7	10	4	20	16	11	21	20	13	39	47	5	44	42	49	41	16	23	8	7	1	7	0	1											
		1.3%	1.4%	1.1%	1.6%	0.9%	1.1%	1.7%	0.9%	1.6%	2.0%	1.5%	1.3%	1.2%	1.2%	1.3%	1.3%	1.0%	1.3%	1.2%	1.3%	1.2%	1.2%	1.4%	1.2%	1.2%	0.5%	1.1%	-	0.9%											
Don't Know		140	50	72	12	57	20	14	12	25	13	35	42	62	42	98	98	20	92	99	99	86	18	58	10	7	3	17	0	3											
		3.5%	5.2%	2.8%	2.6%	6.1%	3.1%	2.2%	2.5%	1.9%	1.6%	4.8%	2.7%	3.6%	3.8%	3.3%	2.8%	4.0%	2.7%	2.9%	2.7%	2.5%	1.3%	3.6%	1.5%	1.2%	3.0%	2.6%	-	1.8%											
Summary																																									
		646	147	417	81	156	119	97	81	185	104	112	287	247	151	495	567	76	543	553	592	556	235	207	136	99	58	125	27	31											
TopBox (7)		16.0%	15.3%	16.2%	17.7%	16.8%	18.1%	15.8%	16.7%	14.4%	13.0%	15.4%	18.2%	14.4%	13.8%	16.9%	16.3%	15.0%	16.0%	16.1%	16.1%	16.1%	17.8%	12.7%	19.5%	16.0%	22.0%	19.4%	22.7%	21.3%											
Top2Box (6-7)		2020	445	1310	255	447	348	322	247	638	391	362	839	819	488	1533	1773	241	1720	1749	1853	1756	706	749	388	318	144	351	66	78											
		50.2%	46.4%	50.9%	55.5%	48.3%	52.9%	52.3%	50.7%	49.4%	48.7%	50.0%	53.2%	47.5%	44.6%	52.3%	50.8%	47.6%	50.8%	50.8%	50.4%	50.9%	53.6%	46.1%	55.5%	51.4%	54.4%	54.5%	54.8%	54.1%											
Top3Box (5-7)		3020	652	1989	358	668	500	468	378	1007	630	501	1238	1282	798	2222	2636	376	2560	2605	2774	2634	1015	1192	550	464	207	507	95	112											
		75.0%	68.0%	77.3%	78.0%	72.0%	76.1%	75.9%	77.5%	78.1%	78.4%	69.0%	78.5%	74.4%	73.0%	75.8%	75.6%	74.4%	75.5%	75.7%	75.5%	76.3%	77.0%	73.4%	78.6%	75.2%	78.5%	78.8%	78.9%	78.1%											
Low3Box (1-3)		316	94	187	33	76	59	49	29	90	61	74	105	137	95	221	284	31	265	285	293	266	105	136	49	56	20	41	8	13											
		7.9%	9.8%	7.3%	7.3%	8.2%	9.0%	8.0%	5.9%	6.9%	7.5%	10.2%	6.6%	8.0%	8.7%	7.5%	8.1%	6.1%	7.8%	7.7%	7.8%	7.7%	7.9%	8.4%	7.0%	9.1%	7.7%	6.3%	6.3%	8.9%											
Low2Box (1-2)		130	39	76	14	28	27	23	12	39	27	30	45	55	41	90	117	12	110	111	124	113	32	65	16	16	6	19	2	4											
		3.2%	4.1%	3.0%	3.1%	4.1%	3.8%	2.5%	3.1%	3.4%	4.2%	2.9%	3.2%	3.7%	3.1%	3.4%	3.4%	2.3%	3.2%	3.2%	3.4%	3.3%	2.4%	4.0%	2.4%	2.5%	2.4%	3.0%	2.1%	2.7%											
LowBox (1)		52	14	30	8	9	7	10	4	20	16	11	21	20	13	39	47	5	44	42	49	41	16	23	8	7	1	7	0	1											
		1.3%	1.4%	1.1%	1.6%	0.9%	1.1%	1.7%	0.9%	1.6%	2.0%	1.5%	1.3%	1.2%	1.2%	1.3%	1.3%	1.0%	1.3%	1.2%	1.3%	1.2%	1.2%	1.4%	1.2%	1.2%	0.5%	1.1%	-	0.9%											
Mean		5.3	5.2	5.4	5.4	5.3	5.4	5.3	5.4	5.3	5.3	5.2	5.4	5.3	5.2	5.4	5.3	5.3	5.3	5.3	5.3	5.3	5.4	5.2	5.5	5.3	5.5	5.5	5.5	5.5	5.4										
Std. Dev.		1.3	1.4	1.2	1.3	1.3	1.3	1.3	1.2	1.2	1.2	1.4	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.2	1.3										
Std. Err.		0	0	0	0.1	0	0.1	0.1	0	0	0	0.1	0	0	0	0.1	0	0	0.1	0	0	0	0	0	0	0.1	0.1	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/S/T - U/V - W/X - Y/Z - ab 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.

		Income										Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single	Married/ w/ g partner	Divorced/ separated/ widowed	<\$40K	\$40K to \$50K	\$50K to \$60K	\$60K to \$80K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/ Other or equally	Others	Personal Care	OTC Medicine	Home/ Cleaning/ Improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All respondents		4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted		4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1117	1624	700	617	264	644	121	143	
Doctors																															
7 - Extremely trustworthy		1010	205	670	135	252	177	145	128	299	171	161	431	419	257	753	870	138	854	875	926	870	355	357	227	128	79	187	36	43	
		25.1%	21.3%	26.0%	29.4%	27.1%	26.9%	23.5%	26.3%	23.2%	21.3%	22.2%	27.3%	24.3%	23.5%	25.7%	25.0%	27.3%	25.2%	25.4%	25.2%	25.2%	22.0%	32.4%	20.8%	29.9%	29.0%	30.0%	29.8%		
6		1590	327	1049	198	337	243	254	303	561	358	260	609	721	446	1144	1388	202	1345	1362	1475	1393	542	644	268	274	110	255	50	61	
		39.5%	34.1%	40.8%	43.0%	36.3%	37.0%	41.3%	41.6%	43.5%	44.6%	35.9%	38.6%	41.9%	40.8%	39.0%	39.8%	40.0%	39.7%	39.6%	40.1%	40.3%	41.1%	39.6%	38.2%	44.4%	41.7%	39.6%	41.0%	42.3%	
5		784	205	498	77	163	134	117	95	272	177	153	311	320	222	562	704	79	677	680	725	687	257	338	131	127	42	113	22	20	
		19.5%	21.4%	19.3%	16.7%	17.6%	20.5%	18.9%	19.5%	21.1%	22.1%	21.1%	19.7%	18.5%	20.3%	19.2%	20.2%	15.6%	20.0%	19.8%	19.7%	19.9%	19.5%	20.8%	18.7%	20.5%	15.9%	17.5%	18.5%	13.7%	
4		340	114	197	24	85	47	54	37	97	60	70	134	136	83	257	282	56	285	285	303	279	88	171	42	46	20	49	8	12	
		8.4%	11.9%	7.7%	5.1%	9.1%	7.1%	8.7%	7.7%	7.5%	7.5%	9.6%	8.5%	7.9%	7.6%	8.1%	8.1%	11.0%	8.4%	8.3%	8.3%	8.1%	6.7%	10.5%	6.0%	7.4%	7.7%	7.6%	6.8%	8.5%	
3		96	28	59	8	23	22	15	10	23	12	23	33	39	27	68	84	9	76	83	87	80	35	39	14	21	5	13	2	3	
		2.4%	3.0%	2.3%	1.7%	2.5%	3.4%	2.5%	2.1%	1.8%	1.5%	3.2%	2.1%	2.3%	2.5%	2.3%	2.4%	1.8%	2.2%	2.4%	2.4%	2.3%	2.7%	2.4%	2.0%	3.5%	1.9%	2.1%	1.6%	2.2%	
2		49	17	23	9	17	7	6	1	14	12	13	16	20	14	34	45	2	39	43	44	42	17	20	9	8	3	5	2	1	
		1.2%	1.7%	0.9%	1.9%	1.8%	1.1%	0.9%	0.3%	1.0%	1.5%	1.8%	1.0%	1.1%	1.3%	1.2%	1.3%	0.4%	1.1%	1.2%	1.2%	1.2%	1.3%	1.2%	1.2%	1.4%	1.2%	0.8%	1.6%	0.9%	
1 - Not trustworthy at all		40	20	18	1	6	9	9	4	8	4	13	11	16	7	33	33	7	35	33	36	32	8	18	4	4	1	6	0	1	
		1.0%	2.1%	0.7%	0.3%	0.7%	1.3%	1.5%	0.8%	0.6%	0.5%	1.8%	0.7%	0.9%	0.7%	1.1%	0.9%	1.5%	1.0%	0.9%	1.0%	0.9%	0.6%	1.1%	0.6%	0.6%	0.3%	1.0%	-	0.5%	
Don't Know		117	43	60	8	45	17	17	9	16	7	33	32	53	36	81	81	12	78	80	80	70	15	39	6	10	4	15	1	3	
		2.9%	4.5%	2.3%	1.7%	4.9%	2.5%	2.7%	1.8%	1.2%	0.9%	4.5%	2.0%	3.1%	3.3%	2.8%	2.3%	2.4%	2.3%	2.3%	2.2%	2.0%	1.2%	2.4%	0.8%	1.6%	1.4%	2.4%	0.5%	2.2%	
Summary																															
TopBox (7)		1010	205	670	135	252	177	145	128	299	171	161	431	419	257	753	870	138	854	875	926	870	355	357	227	128	79	187	36	43	
		25.1%	21.3%	26.0%	29.4%	27.1%	26.9%	23.5%	26.3%	23.2%	21.3%	22.2%	27.3%	24.3%	23.5%	25.7%	25.0%	27.3%	25.2%	25.4%	25.2%	25.2%	22.0%	32.4%	20.8%	29.9%	29.0%	30.0%	29.8%		
Top2Box (5-7)		2601	532	1719	333	588	420	399	331	860	529	421	1040	1140	703	1898	2258	340	2199	2237	2400	2263	897	1000	495	402	189	442	86	103	
		64.6%	55.4%	66.8%	72.5%	63.5%	64.0%	64.8%	67.9%	66.7%	65.9%	58.1%	65.9%	66.1%	64.3%	64.7%	64.8%	67.3%	64.9%	65.0%	65.3%	65.5%	68.1%	61.6%	70.7%	65.2%	71.6%	68.6%	71.1%	72.0%	
Top3Box (5-7)		3385	737	2217	410	751	555	516	426	1132	706	574	1351	1459	925	2460	2962	419	2876	2917	3125	2950	1154	1338	625	529	231	555	108	123	
		84.1%	76.8%	86.1%	89.2%	81.0%	84.4%	83.7%	87.4%	87.8%	88.0%	79.1%	85.7%	84.7%	84.6%	83.9%	84.9%	82.9%	84.9%	84.8%	85.0%	85.4%	87.6%	82.4%	89.3%	85.7%	87.5%	86.1%	89.5%	85.8%	
Low3Box (1-3)		184	65	100	18	46	39	30	15	44	29	49	60	75	49	136	162	19	150	159	168	154	60	77	27	33	9	25	4	5	
		4.6%	6.8%	3.9%	3.9%	5.0%	5.9%	4.9%	3.2%	3.4%	3.6%	6.7%	3.8%	4.4%	4.5%	4.6%	4.6%	3.7%	4.4%	4.6%	4.6%	4.5%	4.6%	4.7%	3.8%	5.4%	3.4%	3.9%	3.2%	3.6%	
Low2Box (1-2)		89	37	41	10	23	16	15	5	22	17	26	27	36	22	67	78	9	74	76	80	74	25	38	13	12	4	12	2	2	
		2.2%	3.9%	1.6%	2.2%	2.5%	2.4%	1.9%	1.7%	2.1%	2.1%	3.6%	1.7%	2.1%	2.0%	2.3%	2.2%	1.8%	2.2%	2.2%	2.2%	2.1%	2.5%	1.8%	1.9%	1.5%	1.8%	1.6%	1.3%		
LowBox (1)		40	20	18	1	6	9	9	4	8	4	13	11	16	7	33	33	7	35	33	36	32	8	18	4	4	1	6	0	1	
		1.0%	2.1%	0.7%	0.3%	0.7%	1.3%	1.5%	0.8%	0.6%	0.5%	1.8%	0.7%	0.9%	0.7%	1.1%	0.9%	1.5%	1.0%	0.9%	1.0%	0.9%	0.6%	1.1%	0.6%	0.6%	0.3%	1.0%	-	0.5%	
Mean		5.7	5.5	5.8	5.9	5.7	5.7	5.7	5.8	5.7	5.7	5.5	5.8	5.7	5.7	5.7	5.7	5.7	5.7	5.7	5.7	5.7	5.8	5.6	5.9	5.7	5.9	5.8	5.9	5.9	
Std. Dev.		1.2	1.3	1.1	1.1	1.2	1.2	1.2	1.1	1.1	1.1	1.3	1.1	1.2	1.1	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.1	1.2	1.1	1.1	1.1	1.2	1.1	1.1	
Std. Err.		0	0	0	0.1	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	0.1	0	0.1	0.1	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - a/b 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.

		Marital Status										Income										Household Size			Children in HH		Primary Grocery Shopper				Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single A	Married/ divorced B	Widowed C	Separated/ divorced D	<\$40K E	\$40K to \$50K F	\$50K to \$80K G	\$80K to \$100K H	Over \$80K I	Over \$100K J	1 K	2 L	3+ M	Yes N	No O	Yourself/ Other equally P	Others Q	Personal Care R	OTC Medicine S	Home/ Improvements T	Finance U	Yes V	No W	Yes X	No Y	Yes Z	No aa	Yes ab	No ac												
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214													
Weighted Electricians	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1137	1624	700	617	264	644	121	143													
7 - Extremely trustworthy	369	81	244	44	93	82	52	35	97	63	56	175	138	81	288	338	31	313	317	339	319	122	105	74	48	44	81	22	22													
	9.2%	8.4%	9.5%	9.6%	10.0%	12.5%	8.5%	7.1%	7.5%	7.8%	7.7%	11.1%	8.0%	7.4%	9.8%	9.7%	6.0%	9.2%	9.2%	9.2%	9.2%	9.2%	6.5%	10.5%	7.8%	16.6%	12.6%	17.8%	15.5%													
6	1100	212	761	120	239	173	191	149	367	218	175	447	477	309	791	957	141	941	957	1030	961	392	379	231	161	93	207	43	50													
	27.3%	22.1%	29.6%	26.1%	25.8%	26.3%	31.0%	30.6%	28.5%	27.1%	24.1%	28.4%	27.7%	28.2%	27.0%	27.4%	27.9%	27.8%	27.8%	28.0%	27.8%	29.8%	23.4%	33.0%	26.1%	35.1%	32.1%	35.3%	35.0%													
5	1222	272	794	150	257	179	185	162	437	274	198	499	526	334	888	1069	151	1042	1052	1126	1066	441	499	217	224	69	172	31	38													
	30.4%	28.3%	30.9%	32.6%	27.7%	27.2%	30.0%	33.3%	33.8%	34.2%	27.2%	31.6%	30.5%	30.6%	30.3%	30.7%	29.8%	30.7%	30.6%	30.6%	30.9%	33.4%	30.7%	31.0%	36.2%	26.3%	26.7%	25.7%	26.8%													
4	774	207	464	91	172	126	115	91	252	161	154	276	344	215	559	672	101	649	664	708	664	244	360	118	126	33	110	17	16													
	19.2%	21.6%	18.0%	19.8%	18.5%	19.2%	18.7%	18.6%	19.5%	20.0%	21.3%	17.5%	19.9%	19.7%	19.0%	19.3%	19.9%	19.2%	19.3%	19.3%	19.2%	18.5%	22.1%	16.9%	20.4%	12.6%	17.1%	14.3%	11.2%													
3	226	66	135	23	49	47	27	25	71	46	53	85	87	58	168	190	33	183	186	198	201	52	122	24	28	12	34	4	8													
	5.6%	6.9%	5.3%	5.0%	5.3%	7.1%	4.3%	5.2%	5.5%	5.7%	7.3%	5.4%	5.1%	5.3%	5.7%	5.4%	6.6%	5.4%	5.4%	5.4%	5.8%	3.9%	7.5%	3.4%	4.5%	4.6%	5.2%	3.7%	5.3%													
2	92	34	54	3	24	15	18	7	23	16	24	23	45	27	64	78	12	77	78	83	75	28	46	10	18	5	12	2	3													
	2.3%	3.6%	2.1%	0.7%	2.6%	2.3%	2.9%	1.5%	1.8%	2.0%	3.3%	1.4%	2.6%	2.5%	2.2%	2.2%	2.4%	2.3%	2.3%	2.3%	2.2%	2.1%	2.8%	1.5%	2.8%	1.9%	1.9%	1.6%	2.2%													
1 - Not trustworthy at all	38	14	18	7	11	9	8	2	9	6	9	12	17	15	23	34	4	34	32	34	31	6	21	5	1	3	0	1														
	0.9%	1.4%	0.7%	1.5%	1.2%	1.3%	1.3%	0.5%	0.7%	0.8%	1.3%	0.8%	1.0%	1.4%	0.8%	1.0%	0.8%	1.0%	0.9%	0.9%	0.9%	0.5%	1.3%	0.7%	0.2%	0.5%	0.5%	-	0.9%													
Don't Know	206	74	103	22	82	27	20	15	34	19	56	60	89	54	151	149	33	149	154	159	137	33	92	21	12	6	25	2	4													
	5.1%	7.7%	4.0%	4.8%	8.8%	4.0%	3.3%	3.2%	2.7%	2.4%	7.7%	3.8%	5.0%	5.2%	4.3%	6.4%	4.4%	4.5%	4.3%	4.0%	2.5%	5.7%	3.0%	2.0%	2.4%	4.0%	1.6%	3.1%														
Summary	369	81	244	44	93	82	52	35	97	63	56	175	138	81	288	338	31	313	317	339	319	122	105	74	48	44	81	22	22													
TopBox (7)	9.2%	8.4%	9.5%	9.6%	10.0%	12.5%	8.5%	7.1%	7.5%	7.8%	7.7%	11.1%	8.0%	7.4%	9.8%	9.7%	6.0%	9.2%	9.2%	9.2%	9.2%	9.2%	6.5%	10.5%	7.8%	16.6%	12.6%	17.8%	15.5%													
Top2Box (6-7)	1469	292	1005	164	332	255	243	184	464	280	231	622	615	390	1079	1296	172	1254	1274	1369	1280	514	484	305	209	137	288	64	72													
	36.5%	30.5%	39.0%	35.6%	35.8%	38.8%	39.5%	37.7%	36.0%	34.9%	31.9%	39.5%	35.7%	35.6%	36.8%	37.1%	34.0%	37.0%	37.0%	37.2%	37.1%	39.0%	29.8%	43.6%	33.9%	51.7%	44.7%	53.1%	50.5%													
Top3Box (5-7)	2691	564	1799	313	589	434	429	346	901	555	429	1121	1142	724	1968	2365	323	2296	2326	2495	2346	955	883	522	433	206	459	95	111													
	66.8%	58.8%	69.9%	68.3%	63.5%	66.1%	69.5%	71.0%	69.8%	69.1%	59.1%	71.1%	66.2%	66.2%	67.1%	67.8%	63.8%	67.7%	67.6%	67.9%	67.9%	72.5%	60.6%	74.5%	70.1%	78.0%	71.3%	78.8%	77.3%													
Low3Box (1-3)	355	114	207	33	85	70	52	35	103	68	86	120	149	100	255	302	50	294	296	314	306	86	189	39	47	19	49	6	12													
	8.8%	11.9%	8.0%	7.2%	9.1%	10.7%	8.5%	7.2%	8.0%	8.5%	11.9%	7.6%	8.6%	9.2%	8.7%	8.7%	9.9%	8.7%	8.6%	8.6%	8.9%	6.5%	11.6%	5.6%	7.6%	7.0%	7.6%	5.3%	8.5%													
Low2Box (1-2)	130	48	72	10	35	23	26	10	32	22	33	35	61	43	87	112	17	111	110	116	106	34	67	15	19	6	15	2	5													
	3.2%	5.0%	2.8%	2.2%	3.8%	3.6%	4.2%	2.0%	2.5%	2.7%	4.6%	2.2%	3.6%	3.9%	3.0%	3.2%	3.3%	3.3%	3.2%	3.2%	3.1%	2.6%	4.1%	2.2%	3.0%	2.4%	2.4%	1.6%	3.2%													
LowBox (1)	38	14	18	7	11	9	8	2	9	6	9	12	17	15	23	34	4	34	32	34	31	6	21	5	1	1	3	0	1													
	0.9%	1.4%	0.7%	1.5%	1.2%	1.3%	1.3%	0.5%	0.7%	0.8%	1.3%	0.8%	1.0%	1.4%	0.8%	1.0%	0.8%	1.0%	0.9%	0.9%	0.9%	0.5%	1.3%	0.7%	0.2%	0.5%	0.5%	-	0.9%													
Mean	5	4.9	5.1	5.1	5	5.1	5.1	5.1	5.1	5	4.9	5.2	5	5	5.1	5.1	5	5.1	5.1	5.1	5.1	5.1	4.8	5.2	5	5.4	5.2	5.5	5.3													
Std. Dev.	1.2	1.3	1.2	1.2	1.3	1.3	1.2	1.1	1.1	1.2	1.3	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.1	1.1	1.1	1.2	1.2	1.2	1.2	1.3													
Std. Err.	0	0	0	0.1	0	0.1	0.1	0	0	0	0	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0	0.1	0	0.1	0.1													

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - ab 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.

		Income										Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single	Married/ g with partner	Divorced/ separated/ widowed	<\$40K	\$40K to <\$50K	\$50K to <\$60K	\$60K to <\$80K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/ Other or equally	Others	Personal Care	OTC Medicine	Home/ Cleaning improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All respondents		4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted		4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143	
Farmers																															
7 - Extremely trustworthy		888	175	600	104	236	155	134	101	246	145	147	379	363	226	662	797	91	760	783	834	784	350	297	198	152	64	147	34	30	
		22.1%	18.3%	23.3%	22.7%	25.4%	23.6%	21.7%	20.6%	19.1%	18.1%	20.2%	24.0%	21.1%	20.6%	22.6%	22.8%	18.0%	22.4%	22.7%	22.7%	22.7%	26.6%	18.3%	28.3%	24.6%	24.1%	22.8%	28.0%	20.9%	
6		1464	306	978	174	298	230	250	195	498	303	298	578	647	405	1059	1285	177	1263	1269	1369	1285	502	575	268	234	100	251	46	54	
		36.4%	31.9%	38.0%	37.9%	32.2%	35.0%	40.5%	40.0%	38.6%	37.7%	32.9%	36.7%	37.6%	37.1%	36.1%	36.8%	35.0%	37.3%	36.9%	37.0%	37.2%	38.1%	35.4%	38.3%	37.9%	37.8%	39.0%	37.9%	37.6%	
5		890	220	557	105	193	140	140	108	314	206	164	350	377	248	642	770	117	747	758	818	779	284	394	142	142	61	122	26	35	
		22.1%	23.0%	21.7%	23.0%	20.8%	21.4%	22.7%	22.2%	24.3%	25.6%	22.6%	22.2%	21.9%	22.7%	21.9%	22.1%	23.2%	22.0%	22.0%	22.3%	22.5%	21.6%	24.3%	20.3%	23.1%	23.2%	18.9%	21.6%	24.5%	
4		427	133	247	43	96	62	52	53	149	96	83	161	184	120	307	347	78	347	346	378	348	127	193	59	67	24	64	10	15	
		10.6%	13.9%	9.6%	9.3%	10.4%	9.4%	8.5%	10.8%	11.6%	12.0%	11.4%	10.2%	10.7%	11.0%	10.9%	10.0%	15.4%	10.2%	10.0%	10.3%	10.1%	9.6%	11.9%	8.5%	10.9%	9.2%	9.9%	7.9%	10.3%	
3		95	41	48	6	22	22	12	8	24	15	33	26	36	23	72	84	12	85	85	87	74	18	46	11	7	7	18	4	3	
		2.4%	4.2%	1.9%	1.2%	2.4%	3.4%	1.9%	1.7%	1.8%	1.9%	4.5%	1.7%	2.1%	2.1%	2.5%	2.4%	2.3%	2.5%	2.5%	2.4%	2.1%	1.4%	2.8%	1.6%	1.2%	2.6%	2.9%	3.1%	2.2%	
2		36	11	21	3	7	9	4	4	13	9	8	15	13	11	25	32	3	28	31	29	28	5	23	2	2	1	4	0	1	
		0.9%	1.2%	0.8%	0.7%	0.8%	1.3%	0.6%	0.7%	1.0%	1.1%	1.1%	0.9%	0.7%	1.0%	0.8%	0.9%	0.5%	0.8%	0.9%	0.8%	0.4%	1.4%	0.4%	0.4%	0.2%	0.6%	-	0.4%		
1 - Not trustworthy at all		16	8	7	1	4	3	3	0	4	4	6	9	2	1	16	13	3	12	11	11	12	1	7	0	1	1	3	1	1	
		0.4%	0.8%	0.3%	0.3%	0.5%	0.5%	0.5%	-	0.3%	0.5%	0.8%	0.5%	0.1%	0.1%	0.5%	0.4%	0.6%	0.3%	0.3%	0.3%	0.4%	0.1%	0.5%	-	0.2%	0.5%	0.5%	0.5%	0.5%	
Don't Know		209	65	115	22	70	36	22	19	42	23	47	60	102	60	149	160	25	148	158	161	145	30	89	20	11	6	34	1	5	
		5.2%	6.8%	4.5%	4.9%	7.5%	5.4%	3.6%	3.9%	3.3%	2.9%	6.5%	3.8%	5.9%	5.5%	5.1%	4.6%	5.0%	4.4%	4.6%	4.4%	4.2%	2.3%	5.5%	2.8%	1.8%	2.4%	5.3%	1.0%	3.5%	
Summary																															
		888	175	600	104	236	155	134	101	246	145	147	379	363	226	662	797	91	760	783	834	784	350	297	198	152	64	147	34	30	
TopBox (7)		22.1%	18.3%	23.3%	22.7%	25.4%	23.6%	21.7%	20.6%	19.1%	18.1%	20.2%	24.0%	21.1%	20.6%	22.6%	22.8%	18.0%	22.4%	22.7%	22.7%	22.7%	26.6%	18.3%	28.3%	24.6%	24.1%	22.8%	28.0%	20.9%	
		2352	481	1578	278	534	385	383	296	744	448	385	957	1010	631	1722	2081	268	2023	2051	2193	2068	851	871	466	386	163	398	80	84	
Top2Box (5-7)		58.4%	50.1%	61.3%	60.6%	57.6%	58.6%	62.2%	60.7%	57.7%	55.9%	53.1%	60.7%	58.6%	57.7%	58.7%	59.7%	53.0%	59.7%	59.6%	59.6%	59.9%	64.6%	53.7%	66.5%	62.5%	61.9%	61.9%	65.9%	58.5%	
		3243	701	2135	384	727	525	523	404	1058	654	549	1306	1387	879	2364	2852	386	2770	2810	3011	2847	1136	1265	608	528	225	520	106	119	
Top3Box (5-7)		80.5%	73.1%	83.0%	83.6%	78.4%	80.0%	84.9%	82.8%	82.0%	81.5%	75.7%	82.8%	80.5%	80.4%	80.6%	81.8%	76.2%	81.7%	81.7%	81.9%	82.4%	86.2%	77.9%	86.8%	85.5%	85.0%	80.8%	87.5%	83.0%	
		147	60	76	10	34	34	19	12	41	29	46	49	51	35	112	129	17	125	127	127	114	24	76	13	11	9	26	4	4	
Low3Box (1-3)		3.7%	6.2%	3.0%	2.2%	3.7%	5.2%	3.0%	2.4%	3.2%	3.6%	6.4%	3.1%	3.0%	3.2%	3.8%	3.7%	3.4%	3.7%	3.7%	3.5%	3.3%	1.8%	4.7%	1.9%	1.8%	3.4%	4.0%	3.6%	3.1%	
		52	19	28	4	12	12	7	4	17	14	14	23	15	12	40	45	6	39	42	40	40	6	30	2	4	2	7	1	1	
Low2Box (1-2)		1.3%	2.0%	1.1%	0.9%	1.3%	1.8%	1.1%	0.7%	1.3%	1.7%	1.9%	1.5%	0.9%	1.1%	1.4%	1.3%	1.1%	1.2%	1.2%	1.1%	1.2%	0.5%	1.8%	0.4%	0.6%	0.7%	1.1%	0.5%	0.9%	
		16	8	7	1	4	3	3	0	4	4	6	9	2	1	16	13	3	12	11	11	12	1	7	0	1	1	3	1	1	
LowBox (1)		0.4%	0.8%	0.3%	0.3%	0.5%	0.5%	0.5%	-	0.3%	0.5%	0.8%	0.5%	0.1%	0.1%	0.5%	0.4%	0.6%	0.3%	0.3%	0.3%	0.4%	0.1%	0.5%	-	0.2%	0.5%	0.5%	0.5%	0.5%	
		5.6	5.4	5.7	5.7	5.7	5.6	5.7	5.7	5.6	5.5	5.5	5.7	5.7	5.6	5.6	5.7	5.5	5.7	5.7	5.7	5.7	5.8	5.5	5.8	5.7	5.7	5.7	5.8	5.6	
Mean																															
Std. Dev.		1.1	1.2	1.1	1	1.2	1.1	1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1	1.2	1	1	1.1	1.1	1.1	1.1	
Std. Err.		0	0	0	0.1	0	0	0	0	0	0	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0	0	0	0.1	0	0.1	

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - ab 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.

		Marital Status				Income					Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month		
	Total	Single	Married/livn g with partner	Divorced/separated/widowed	<\$40K	\$40K to <\$50K	\$60K to <\$80K	\$80K to <\$100K	Over \$100K		1	2	3+	Yes	No	Yourself/Oth er equally	Others	Personal Care	OTC Medicine	Home/Cleani ng/Improve ments	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143	
Food Safety Inspectors																														
7 - Extremely trustworthy	391	110	232	47	107	74	57	55	113	58	64	139	188	134	257	359	32	349	336	362	338	119	138	74	45	33	77	22	11	
	9.7%	11.4%	9.0%	10.2%	11.6%	11.3%	9.2%	11.2%	8.8%	7.3%	8.8%	8.8%	10.9%	12.2%	8.8%	10.3%	6.3%	10.3%	9.8%	9.8%	9.8%	9.0%	8.5%	10.5%	7.3%	12.5%	12.0%	16.4%	7.6%	
	B				HI	I			HI	I				N		P		RS									b			
6	1117	257	735	117	249	168	174	163	396	233	180	450	486	292	825	986	130	955	970	1030	965	390	422	215	175	82	194	32	50	
	27.7%	26.8%	28.6%	25.5%	26.9%	25.6%	28.2%	33.5%	30.7%	29.0%	24.9%	28.5%	28.2%	26.7%	28.1%	28.3%	25.6%	28.2%	26.2%	28.0%	28.0%	29.6%	26.0%	30.7%	28.3%	31.0%	30.1%	26.7%	34.6%	
						Uc		L											V											
5	1063	247	700	109	207	199	177	116	365	249	193	406	464	313	750	922	137	892	915	980	942	365	440	189	176	64	166	28	36	
	26.4%	25.8%	27.2%	23.7%	22.3%	30.2%	28.8%	23.8%	28.3%	31.1%	26.7%	25.7%	26.9%	28.6%	25.6%	26.4%	27.1%	26.3%	26.6%	26.7%	27.3%	27.7%	27.1%	27.1%	28.4%	24.4%	25.8%	23.3%	25.3%	
					Dc	D		Dc	DCM										Qs											
4	676	157	428	87	155	95	104	72	203	131	117	282	277	170	506	569	105	559	570	617	589	218	294	99	119	39	101	18	21	
	16.8%	16.4%	16.6%	19.0%	16.8%	14.4%	16.8%	14.8%	15.7%	16.3%	16.2%	17.9%	16.1%	15.6%	17.2%	16.3%	20.8%	16.5%	16.6%	16.8%	17.0%	16.5%	18.1%	14.1%	19.3%	14.8%	15.6%	15.3%	14.3%	
																U														
3	296	66	191	36	61	47	36	37	102	65	61	113	121	76	220	256	40	252	256	273	257	97	122	47	50	25	39	12	13	
	7.3%	6.9%	7.4%	7.9%	6.5%	7.2%	5.9%	7.6%	7.9%	8.0%	8.4%	7.2%	7.0%	7.0%	7.5%	7.3%	7.9%	7.4%	7.4%	7.4%	7.4%	7.4%	7.5%	6.7%	8.2%	9.4%	6.1%	10.0%	8.9%	
																										Z				
2	143	35	89	18	36	30	25	15	34	20	29	60	54	29	114	125	18	118	124	129	120	42	63	25	17	10	24	3	6	
	3.6%	3.7%	3.4%	3.9%	3.9%	4.5%	4.0%	3.0%	2.7%	2.4%	3.9%	3.8%	3.2%	2.6%	3.9%	3.6%	3.5%	3.5%	3.6%	3.5%	3.5%	3.2%	3.9%	3.6%	2.8%	3.6%	3.7%	2.6%	4.4%	
						HI																								
1 - Not trustworthy at all	86	18	50	17	30	12	14	5	21	16	24	35	27	15	71	79	7	75	74	81	71	32	34	19	13	5	9	3	3	
	2.1%	1.9%	2.0%	3.6%	3.2%	1.9%	2.2%	1.0%	1.6%	2.0%	3.3%	2.2%	1.6%	1.4%	2.4%	2.3%	1.5%	2.2%	2.2%	2.2%	2.1%	2.5%	2.1%	2.7%	2.2%	1.9%	1.4%	2.1%	1.8%	
Don't Know	254	69	149	29	82	33	30	25	55	31	57	91	106	64	190	193	37	189	196	204	171	54	112	32	23	6	35	2	4	
	6.3%	7.2%	5.8%	6.2%	8.9%	5.0%	4.9%	5.0%	4.3%	3.8%	7.8%	5.8%	6.2%	5.9%	6.5%	5.5%	7.3%	5.6%	5.7%	5.6%	5.0%	4.1%	6.9%	4.5%	3.6%	2.4%	5.4%	1.6%	3.1%	
Summary																														
TopBox (7)	391	110	232	47	107	74	57	55	113	58	64	139	188	134	257	359	32	349	336	362	338	119	138	74	45	33	77	22	11	
	9.7%	11.4%	9.0%	10.2%	11.6%	11.3%	9.2%	11.2%	8.8%	7.3%	8.8%	8.8%	10.9%	12.2%	8.8%	10.3%	6.3%	10.3%	9.8%	9.8%	9.8%	9.0%	8.5%	10.5%	7.3%	12.5%	12.0%	16.4%	7.6%	
	B				HI	I			HI	I				N		P		RS												
Top2Box (6-7)	1508	366	967	164	356	242	231	218	509	291	244	589	674	426	1082	1345	162	1304	1306	1392	1304	509	560	289	220	115	271	54	60	
	37.4%	38.2%	37.6%	35.7%	38.4%	36.8%	37.5%	44.7%	39.5%	36.3%	33.7%	37.4%	39.1%	38.9%	36.9%	38.6%	31.9%	38.5%	38.0%	37.9%	37.8%	38.6%	34.5%	41.3%	35.6%	43.5%	42.1%	45.1%	42.1%	
						DEFHI		I																						
Top3Box (5-7)	2571	614	1566	273	563	441	408	334	875	541	438	995	1137	738	1832	2266	298	2196	2221	2372	2246	873	1000	478	395	179	437	83	97	
	63.8%	64.0%	64.7%	59.4%	60.8%	67.1%	66.3%	68.5%	67.8%	67.4%	60.4%	63.1%	66.0%	67.5%	62.9%	65.0%	59.0%	64.8%	64.5%	64.5%	65.0%	66.3%	61.6%	68.3%	64.0%	67.9%	67.9%	68.4%	67.5%	
						U	U	U	U	U				N		P						V								
Low3Box (1-3)	525	119	330	71	126	89	74	57	157	100	114	209	203	120	405	460	85	445	454	483	448	172	218	91	81	40	72	18	22	
	13.0%	12.5%	12.8%	15.4%	13.6%	12.0%	11.6%	12.2%	12.5%	15.7%	13.2%	11.8%	11.0%	13.8%	13.2%	12.9%	13.1%	13.2%	13.1%	13.0%	13.1%	13.4%	13.0%	13.4%	13.0%	15.0%	11.1%	14.8%	15.2%	
						L																								
Low2Box (1-2)	229	53	139	34	65	42	38	20	55	36	53	95	81	44	185	204	25	193	198	210	191	75	96	44	30	15	33	6	9	
	5.7%	5.6%	5.4%	7.5%	7.0%	6.4%	6.2%	4.0%	4.3%	4.4%	7.3%	6.0%	4.7%	4.1%	6.3%	5.9%	5.0%	5.7%	5.7%	5.7%	5.5%	5.7%	6.3%	4.9%	5.6%	5.1%	4.8%	6.2%		
						LHI																								
LowBox (1)	86	18	50	17	30	12	14	5	21	16	24	35	27	15	71	79	7	75	74	81	71	32	34	19	13	5	9	3	3	
	2.1%	1.9%	2.0%	3.6%	3.2%	1.9%	2.2%	1.0%	1.6%	2.0%	3.3%	2.2%	1.6%	1.4%	2.4%	2.3%	1.5%	2.2%	2.2%	2.1%	2.5%	2.1%	2.5%	2.1%	2.7%	2.2%	1.9%	1.4%	2.1%	1.8%
					B	GH								L																
Mean	5	5	5	4.8	5	5	5	5.1	5	5	4.8	4.9	5	5.1	4.9	5	4.8	5	5	5	5	5	4.9	5	4.9	5	5.1	5.1	5	
Std. Dev.	1.4	1.4	1.4	1.5	1.5	1.4	1.4	1.3	1.3	1.3	1.5	1.4	1.3	1.3	1.4	1.4	1.3	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.3	1.4	1.4	1.5	1.4	
Std. Err.	0	0	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	0.1	0	0.1	0.1	
Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - a/b 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.

					Marital Status				Income				Household Size				Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single	Married with partner	Divorced/separated/widowed	<\$40K	\$40K to <\$50K	\$60K to <\$80K	\$80K to <\$100K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Cleaning/Improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b				
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214			
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143			
Financial Advisors																																
7 - Extremely trustworthy	172	47	105	19	50	34	24	22	48	26	33	70	69	56	116	153	18	149	138	155	144	64	58	40	24	13	25	10	4			
	4.3%	4.9%	4.1%	4.1%	5.4%	5.2%	3.9%	4.4%	3.7%	3.3%	4.5%	4.4%	4.0%	5.1%	3.9%	4.4%	3.5%	4.4%	4.0%	4.2%	4.2%	4.9%	3.6%	5.8%	3.9%	5.1%	3.8%	8.0%	2.6%			
					I													R														
6	731	158	480	90	175	128	109	96	237	141	126	292	313	199	532	652	79	633	647	690	653	257	269	140	117	60	123	32	28			
	18.2%	16.4%	18.7%	19.7%	18.9%	19.4%	17.8%	19.6%	18.4%	17.6%	17.4%	18.5%	18.1%	18.2%	18.1%	18.7%	15.6%	18.7%	18.8%	18.8%	18.9%	19.5%	16.6%	20.0%	18.9%	22.8%	19.1%	26.8%	19.5%			
5	1060	239	702	112	210	160	173	145	391	245	172	429	459	290	769	893	164	893	904	973	917	376	413	203	173	71	166	27	44			
	26.3%	24.9%	27.3%	24.5%	22.6%	24.4%	28.0%	29.9%	30.3%	30.5%	23.7%	27.2%	26.6%	26.6%	26.2%	25.6%	32.4%	26.4%	26.3%	26.5%	26.6%	28.5%	25.5%	29.0%	28.0%	27.0%	25.8%	22.6%	30.7%			
					D																											
4	923	232	583	97	204	143	153	108	284	176	161	365	396	248	675	812	109	785	788	849	800	291	391	148	142	56	158	25	31			
	22.9%	24.2%	22.6%	21.1%	22.0%	21.8%	24.8%	22.1%	22.0%	21.9%	22.2%	23.2%	23.0%	22.7%	23.0%	23.3%	21.6%	23.2%	22.9%	23.1%	23.2%	22.1%	24.1%	21.2%	23.1%	21.3%	24.5%	20.7%	21.8%			
3	476	101	328	45	89	82	80	63	171	108	68	183	225	137	339	404	71	372	398	421	405	150	199	77	73	32	73	13	19			
	11.8%	10.5%	12.7%	9.7%	9.6%	12.4%	13.0%	12.9%	13.2%	13.4%	9.4%	11.6%	13.1%	12.6%	11.6%	11.6%	14.0%	11.0%	11.6%	11.4%	11.7%	11.4%	12.3%	11.0%	11.8%	12.3%	11.3%	11.0%	13.4%			
					D					D									Q		Q											
2	271	77	148	45	73	48	36	22	72	50	76	98	97	57	214	248	24	248	246	257	243	90	112	44	46	16	47	8	8			
	6.7%	8.0%	5.7%	9.9%	7.9%	7.4%	5.9%	4.5%	5.6%	6.2%	10.5%	6.2%	5.6%	5.2%	7.3%	7.1%	4.7%	7.3%	7.2%	7.0%	7.0%	6.8%	6.9%	6.3%	7.5%	6.2%	7.3%	6.8%	5.7%			
					B																											
1 - Not trustworthy at all	172	43	103	23	41	32	21	18	56	38	41	72	59	37	136	158	14	146	154	156	145	56	77	28	28	6	25	3	4			
	4.3%	4.5%	4.0%	5.1%	4.4%	4.8%	3.4%	3.6%	4.3%	4.7%	5.6%	4.6%	3.4%	3.4%	4.6%	4.5%	2.8%	4.3%	4.5%	4.3%	4.2%	4.2%	4.7%	3.9%	4.5%	2.4%	3.9%	2.1%	2.7%			
Don't Know	221	63	124	27	86	30	20	14	32	18	48	68	105	68	152	169	28	162	166	177	144	34	104	19	15	8	27	2	5			
	5.5%	6.6%	4.8%	5.9%	9.3%	4.6%	3.2%	2.9%	2.5%	2.3%	6.6%	4.3%	6.1%	6.3%	5.2%	4.8%	5.5%	4.8%	4.8%	4.8%	4.2%	2.6%	6.4%	2.8%	2.4%	2.8%	4.2%	2.0%	3.5%			
		B			EF GHI	HI					K		K					I	I	I												
Summary																																
TopBox (7)	172	47	105	19	50	34	24	22	48	26	33	70	69	56	116	153	18	149	138	155	144	64	58	40	24	13	25	10	4			
	4.3%	4.9%	4.1%	4.1%	5.4%	5.2%	3.9%	4.4%	3.7%	3.3%	4.5%	4.4%	4.0%	5.1%	3.9%	4.4%	3.5%	4.4%	4.0%	4.2%	4.2%	4.9%	3.6%	5.8%	3.9%	5.1%	3.8%	8.0%	2.6%			
					I																											
Top2Box (6-7)	903	204	586	109	225	162	133	117	285	168	159	362	382	255	647	805	97	782	785	844	797	321	327	180	141	74	148	42	32			
	22.4%	21.3%	22.8%	23.8%	24.3%	24.7%	21.7%	24.0%	22.1%	20.9%	21.9%	22.9%	22.2%	23.4%	22.1%	23.1%	19.1%	23.1%	22.8%	23.0%	23.1%	24.4%	20.2%	25.8%	22.8%	27.9%	22.9%	34.7%	22.1%			
																						V										
Top3Box (5-7)	1962	443	1288	222	435	322	306	263	675	413	331	791	840	546	1417	1697	261	1675	1689	1817	1714	697	741	383	314	145	314	69	76			
	48.7%	46.2%	50.0%	48.3%	46.9%	49.1%	49.7%	53.9%	52.4%	51.4%	45.6%	50.2%	48.8%	49.9%	48.3%	48.7%	51.5%	49.4%	49.1%	49.4%	49.6%	52.9%	45.6%	54.8%	50.8%	54.9%	48.7%	57.4%	52.8%			
										U											V					Z						
Low3Box (1-3)	920	221	579	114	203	162	138	103	298	195	185	353	381	231	689	810	108	766	798	835	794	296	389	149	147	55	145	24	31			
	22.8%	23.0%	22.5%	24.7%	21.9%	24.6%	22.3%	21.1%	23.1%	24.3%	25.5%	22.4%	22.1%	21.1%	23.5%	23.2%	21.4%	22.6%	23.2%	22.7%	23.0%	22.4%	23.9%	21.2%	23.8%	20.9%	22.5%	19.9%	21.8%			
Low2Box (1-2)	444	120	251	69	114	80	57	40	127	88	117	171	156	94	350	406	38	394	400	414	389	146	189	71	74	23	72	11	12			
	11.0%	12.5%	9.8%	15.0%	12.3%	12.2%	9.3%	8.2%	9.9%	10.9%	16.1%	10.8%	9.1%	8.6%	11.9%	11.6%	7.4%	11.6%	11.6%	11.3%	11.3%	11.1%	11.6%	10.2%	12.0%	8.7%	11.2%	8.9%	8.4%			
LowBox (1)	172	43	103	23	41	32	21	18	56	38	41	72	59	37	136	158	14	146	154	156	145	56	77	28	28	6	25	3	4			
	4.3%	4.5%	4.0%	5.1%	4.4%	4.8%	3.4%	3.6%	4.3%	4.7%	5.6%	4.6%	3.4%	3.4%	4.6%	4.5%	2.8%	4.3%	4.5%	4.3%	4.2%	4.2%	4.7%	3.9%	4.5%	2.4%	3.9%	2.1%	2.7%			
Mean	4.4	4.3	4.4	4.3	4.4	4.4	4.4	4.5	4.4	4.4	4.3	4.4	4.4	4.5	4.4	4.4	4.5	4.4	4.4	4.4	4.4	4.5	4.3	4.5	4.4	4.6	4.4	4.7	4.5			
Std. Dev.	1.5	1.5	1.4	1.5	1.5	1.5	1.4	1.4	1.4	1.4	1.6	1.5	1.4	1.4	1.5	1.5	1.3	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.4	1.4	1.5	1.3			
Std. Err.	0	0	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0.1	0.1	0.1	0	0.1	0.1			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - ab 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.

		Marital Status										Income										Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single	Married/ w partner	Divorced/ widowed	<\$40K	\$40K to \$50K	\$50K to \$60K	\$60K to \$80K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Car improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No											
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214											
Weighted Firefighters	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1117	1624	595	521	394	964	180	214											
7 - Extremely trustworthy	1721	354	1123	233	428	282	272	199	497	298	279	709	733	431	1290	1520	199	1488	1509	1599	1485	659	639	360	299	107	265	47	60											
	42.7%	37.0%	43.6%	50.9%	46.1%	42.9%	44.1%	40.8%	38.5%	37.2%	38.5%	44.9%	42.5%	39.4%	44.0%	43.6%	39.3%	43.9%	43.9%	43.5%	43.0%	50.0%	39.3%	51.4%	48.4%	40.4%	41.2%	38.9%	41.6%											
	1385	321	915	136	289	223	214	169	485	316	231	531	623	408	977	1211	172	1180	1202	1276	1225	466	573	245	220	98	215	44	54											
6	34.4%	33.5%	35.6%	29.7%	31.2%	33.9%	34.7%	37.6%	37.0%	39.4%	31.8%	33.7%	36.2%	37.3%	33.3%	34.7%	34.0%	34.8%	34.9%	34.7%	35.5%	35.3%	35.3%	35.0%	35.7%	37.1%	33.4%	36.8%	37.4%											
	474	127	291	51	94	73	72	71	189	119	103	174	197	143	331	416	57	389	396	435	411	126	215	56	70	36	79	19	17											
	11.8%	13.2%	11.3%	11.1%	10.2%	11.2%	11.7%	14.5%	14.7%	14.8%	14.9%	14.2%	11.0%	11.4%	13.1%	11.3%	11.9%	11.3%	11.5%	11.5%	11.8%	11.9%	9.6%	13.3%	8.0%	11.4%	13.6%	12.3%	15.8%	11.7%										
4	215	77	120	17	50	42	28	27	66	40	48	83	83	57	158	174	39	169	165	189	167	37	93	24	13	15	51	6	9											
	5.3%	8.0%	4.7%	3.8%	5.4%	6.4%	4.6%	5.5%	5.2%	5.0%	6.6%	5.3%	4.8%	5.2%	5.4%	5.0%	7.8%	5.0%	4.8%	5.1%	4.8%	2.8%	5.7%	3.4%	2.2%	5.8%	8.0%	5.3%	6.2%											
	53	14	32	7	9	13	7	4	14	9	15	25	13	7	46	41	12	38	41	47	42	13	28	4	10	3	8	2	1											
3	1.3%	1.5%	1.2%	1.6%	1.0%	2.0%	1.1%	0.9%	1.1%	1.2%	2.1%	1.6%	0.7%	0.7%	1.6%	1.2%	2.4%	1.1%	1.2%	1.3%	1.2%	1.0%	1.7%	0.5%	1.6%	1.2%	1.3%	1.6%	0.9%											
	24	11	9	3	3	6	2	2	7	4	12	4	8	4	19	19	2	18	20	19	20	4	8	2	1	1	5	1	1											
	0.6%	1.2%	0.4%	0.7%	0.3%	0.8%	0.4%	0.5%	0.5%	0.5%	1.6%	0.3%	0.4%	0.4%	0.7%	0.6%	0.4%	0.5%	0.6%	0.5%	0.6%	0.3%	0.5%	0.3%	0.2%	0.5%	0.8%	0.5%	0.4%											
2	24	10	12	1	6	3	4	4	8	4	5	12	6	2	22	20	4	20	18	20	20	4	12	4	0	1	3	0	1											
	0.6%	1.0%	0.5%	0.3%	0.6%	0.4%	0.6%	0.7%	0.6%	0.5%	0.7%	0.8%	0.4%	0.2%	0.7%	0.6%	0.7%	0.6%	0.5%	0.6%	0.6%	0.3%	0.7%	0.5%	-	0.3%	0.4%	-	0.5%											
	131	44	71	9	49	16	17	12	23	12	33	38	60	40	90	88	21	86	90	91	82	9	57	6	4	3	17	1	2											
Don't Know	3.2%	4.6%	2.8%	2.0%	5.2%	2.5%	2.8%	2.4%	1.8%	1.4%	4.5%	2.4%	3.5%	3.1%	2.5%	4.1%	2.5%	2.6%	2.5%	2.4%	0.7%	0.7%	3.5%	0.8%	0.6%	1.2%	2.7%	1.1%	1.3%											
Summary																																								
	1721	354	1123	233	428	282	272	199	497	298	279	709	733	431	1290	1520	199	1488	1509	1599	1485	659	639	360	299	107	265	47	60											
TopBox (7)	42.7%	37.0%	43.6%	50.9%	46.1%	42.9%	44.1%	40.8%	38.5%	37.2%	38.5%	44.9%	42.5%	39.4%	44.0%	43.6%	39.3%	43.9%	43.9%	43.5%	43.0%	50.0%	39.3%	51.4%	48.4%	40.4%	41.2%	38.9%	41.6%											
	3106	675	2039	370	717	505	486	368	982	614	510	1240	1356	839	2267	2730	371	2668	2710	2875	2710	1124	1212	605	519	205	480	91	113											
Top2Box (6-7)	77.2%	70.4%	79.2%	80.5%	77.3%	76.8%	78.8%	75.5%	76.2%	76.6%	70.3%	78.6%	78.7%	76.8%	77.3%	78.3%	73.3%	78.7%	78.8%	78.2%	78.5%	85.3%	74.6%	86.4%	84.1%	77.5%	74.6%	75.7%	79.0%											
	3580	802	2330	421	811	578	558	438	1171	733	613	1414	1553	983	2598	3146	428	3057	3106	3310	3121	1250	1427	661	589	241	560	111	130											
Top3Box (5-7)	88.9%	83.6%	90.5%	91.7%	87.5%	88.0%	90.5%	90.0%	90.8%	91.3%	84.5%	89.7%	90.1%	89.9%	88.6%	90.2%	84.5%	90.2%	90.3%	90.0%	90.4%	94.9%	87.9%	94.4%	95.5%	91.1%	86.9%	91.5%	90.7%											
	100	35	53	12	18	21	13	10	29	18	32	42	27	14	87	80	18	76	79	87	82	21	47	10	11	5	16	3	3											
Low3Box (1-3)	2.5%	3.7%	2.1%	2.5%	1.9%	3.2%	2.1%	2.2%	2.2%	2.3%	4.4%	2.6%	1.6%	1.3%	3.0%	2.3%	3.5%	2.2%	2.3%	2.4%	2.4%	1.6%	2.9%	1.4%	1.8%	2.0%	2.5%	2.1%	1.8%											
	47	21	22	4	9	8	6	6	15	9	17	17	14	6	41	39	6	38	38	40	40	7	20	6	1	2	8	1	1											
Low2Box (1-2)	1.2%	2.2%	0.8%	0.9%	0.9%	1.2%	1.0%	1.3%	1.2%	1.1%	2.3%	1.1%	0.8%	0.6%	1.4%	1.1%	1.1%	1.1%	1.1%	1.1%	1.2%	0.6%	1.2%	0.9%	0.2%	0.7%	1.2%	0.5%	0.9%											
	24	10	12	1	6	3	4	4	8	4	5	12	6	2	22	20	4	20	18	20	20	4	12	4	0	1	3	0	1											
LowBox (1)	0.6%	1.0%	0.5%	0.3%	0.6%	0.4%	0.6%	0.7%	0.6%	0.5%	0.7%	0.8%	0.4%	0.2%	0.7%	0.6%	0.7%	0.6%	0.5%	0.6%	0.6%	0.3%	0.7%	0.5%	-	0.3%	0.4%	-	0.5%											
	6.1	5.9	6.2	6.2	6.2	6.1	6.2	6.1	6.1	6	5.9	6.1	6.2	6.1	6.1	6.1	6	6.1	6.1	6.1	6.1	6.3	6	6.3	6.3	6.1	6	6.1	6.1											
Mean																																								
Std. Dev.	1.1	1.2	1	1	1	1.1	1	1.1	1	1	1.2	1.1	1	1	1.1	1	1.2	1	1	1.1	1	0.9	1.1	0.9	0.9	1	1.1	1	1											
Std. Err.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0	0.1	0	0.1	0.1											

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - a/b 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.

		Marital Status										Income						Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single	Married/livin g with partner	Divorced/se parated/wid owed	<\$40K	\$40K to \$50K	\$60K to \$80K	\$80K to \$100K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Oth er equally	Others	Personal Care	OTC	Home/Cleani ng/improve ments	Finance	Yes	No	Yes	No	Yes	No	Yes	No							
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b							
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214							
Weighted Journalists	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143							
7 - Extremely trustworthy	127	31	82	13	32	31	16	23	36	13	22	46	58	47	80	120	7	108	107	118	111	43	33	31	12	13	26	9	4							
	3.2%	3.2%	3.2%	2.9%	3.4%	4.7%	2.5%	4.7%	2.8%	1.6%	3.1%	2.9%	3.4%	4.3%	2.7%	3.4%	1.4%	3.2%	3.1%	3.2%	3.2%	2.1%	4.4%	2.0%	4.9%	4.0%	7.4%	2.7%								
6	578	123	372	81	133	102	99	65	180	114	103	228	247	166	412	519	59	503	506	537	502	198	216	118	80	48	106	22	26							
	14.4%	12.8%	14.4%	17.7%	14.3%	15.5%	16.0%	13.4%	13.9%	14.2%	14.2%	14.4%	14.3%	15.2%	14.1%	14.9%	11.6%	14.8%	14.7%	14.6%	14.5%	15.0%	13.3%	16.9%	13.0%	18.0%	16.5%	17.8%	18.1%							
5	1012	236	652	116	206	143	180	131	358	227	189	407	417	258	754	885	126	866	864	934	903	372	381	197	175	72	155	32	40							
	25.1%	24.6%	25.3%	25.3%	22.2%	21.7%	23.2%	26.9%	27.7%	26.3%	26.0%	25.8%	24.2%	23.6%	25.7%	25.4%	24.9%	25.6%	25.1%	25.4%	26.1%	28.2%	23.4%	28.2%	28.3%	27.4%	24.1%	26.8%	27.9%							
4	1042	248	691	96	223	179	166	125	331	207	179	404	459	276	766	906	134	874	895	957	878	330	455	174	156	63	159	29	35							
	25.9%	25.9%	26.8%	20.8%	24.1%	27.3%	27.0%	25.6%	25.7%	25.7%	24.7%	25.6%	26.6%	25.3%	26.1%	26.0%	26.4%	25.8%	26.0%	26.0%	25.4%	25.1%	28.0%	24.8%	25.3%	23.9%	24.6%	23.8%	24.1%							
3	548	122	347	74	126	90	66	70	180	110	88	214	245	149	399	461	87	475	485	506	469	192	225	84	108	33	78	13	19							
	13.6%	12.7%	13.5%	16.2%	13.6%	10.7%	14.4%	14.0%	14.0%	13.7%	12.2%	13.6%	14.2%	13.7%	13.6%	13.2%	17.2%	14.0%	14.1%	13.8%	13.6%	13.6%	14.6%	13.9%	12.0%	17.6%	12.3%	12.1%	11.0%	13.4%						
2	291	71	190	26	62	50	45	23	103	80	54	121	116	75	215	253	34	230	242	269	253	85	121	45	40	19	56	11	8							
	7.2%	7.4%	7.4%	5.7%	6.7%	7.6%	7.3%	4.7%	8.0%	10.0%	7.4%	7.7%	6.7%	6.9%	7.3%	7.3%	6.7%	6.8%	7.0%	7.3%	7.3%	6.4%	7.4%	6.4%	6.4%	7.2%	8.7%	8.9%	5.8%							
1 - Not trustworthy at all	216	60	123	32	52	39	26	32	69	37	45	86	85	57	159	186	28	180	184	192	195	62	101	36	26	12	35	4	8							
	5.4%	6.2%	4.8%	6.9%	5.6%	5.9%	4.2%	6.7%	5.4%	4.6%	6.2%	5.4%	4.9%	5.2%	5.4%	5.3%	5.6%	5.3%	5.3%	5.2%	5.6%	4.7%	6.2%	5.1%	4.1%	4.4%	5.9%	3.2%	5.3%							
	212	68	118	20	93	24	19	18	33	15	44	72	96	64	148	157	32	154	158	164	143	36	92	16	21	5	29	1	4							
Don't Know	5.3%	7.1%	4.6%	4.4%	10.1%	3.7%	3.1%	3.7%	2.5%	1.8%	6.1%	4.5%	5.6%	5.8%	5.0%	4.5%	6.3%	4.5%	4.6%	4.5%	4.1%	2.8%	5.7%	2.3%	3.3%	1.9%	4.5%	1.0%	2.6%							
Summary		B			EF GHI	I			I									I	T	T		U		Y												
TopBox (7)	127	31	82	13	32	31	16	23	36	13	22	46	58	47	80	120	7	108	107	118	111	43	33	31	12	13	26	9	4							
	3.2%	3.2%	3.2%	2.9%	3.4%	4.7%	2.5%	4.7%	2.8%	1.6%	3.1%	2.9%	3.4%	4.3%	2.7%	3.4%	1.4%	3.2%	3.1%	3.2%	3.2%	2.1%	4.4%	2.0%	4.9%	4.0%	7.4%	2.7%								
Top2Box (6-7)	705	154	454	95	164	133	114	88	216	127	126	274	305	213	492	640	66	610	613	655	613	241	249	148	92	60	132	31	30							
	17.5%	16.1%	17.6%	20.6%	17.7%	20.2%	18.5%	18.1%	16.7%	15.9%	17.3%	17.4%	17.7%	19.5%	16.8%	18.3%	13.0%	18.0%	17.8%	17.8%	17.7%	18.3%	15.4%	21.2%	14.9%	22.9%	20.5%	25.3%	20.8%							
Top3Box (5-7)	1717	380	1106	211	370	275	294	219	573	354	314	681	723	472	1246	1525	191	1476	1477	1589	1515	613	630	346	267	133	287	63	70							
	42.7%	40.7%	43.0%	46.0%	40.0%	41.9%	47.7%	45.0%	44.5%	44.1%	43.3%	43.1%	41.9%	43.2%	42.5%	43.7%	37.8%	43.6%	42.9%	43.2%	43.9%	46.5%	38.8%	49.4%	43.2%	50.3%	44.6%	52.1%	48.7%							
Low3Box (1-3)	1054	253	659	133	240	178	137	126	353	227	187	421	446	281	773	901	149	885	911	966	917	338	447	165	174	63	170	28	35							
	26.2%	26.3%	25.6%	28.9%	25.9%	27.1%	22.2%	25.8%	27.3%	28.3%	25.8%	26.7%	25.9%	25.7%	26.4%	25.8%	29.5%	26.1%	26.5%	26.3%	26.6%	25.7%	27.5%	23.5%	28.1%	23.9%	26.4%	23.1%	24.5%							
Low2Box (1-2)	506	131	313	58	114	89	71	55	173	117	99	206	201	132	374	440	62	410	426	461	448	146	222	81	65	31	92	15	16							
	12.6%	13.6%	12.1%	12.7%	12.3%	13.5%	11.5%	11.4%	13.4%	14.6%	13.7%	13.1%	11.7%	12.1%	12.8%	12.6%	12.3%	12.1%	12.4%	12.5%	13.0%	11.1%	13.7%	11.6%	10.6%	11.6%	14.2%	12.0%	11.1%							
LowBox (1)	216	60	123	32	52	39	26	32	69	37	45	86	85	57	159	186	28	180	184	192	195	62	101	36	26	12	35	4	8							
	5.4%	6.2%	4.8%	6.9%	5.6%	5.9%	4.2%	6.7%	5.4%	4.6%	6.2%	5.4%	4.9%	5.2%	5.4%	5.3%	5.6%	5.3%	5.3%	5.2%	5.6%	4.7%	6.2%	5.1%	4.1%	4.4%	5.5%	3.2%	5.3%							
	4.2	4.1	4.2	4.2	4.2	4.2	4.3	4.2	4.2	4.1	4.2	4.2	4.2	4.3	4.2	4.2	4.1	4.2	4.2	4.2	4.2	4.2	4.1	4.4	4.2	4.4	4.2	4.5	4.3							
Mean						I									P						V		X													
Std. Dev.	1.4	1.5	1.4	1.5	1.5	1.4	1.5	1.4	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	1.4	1.4	1.5	1.4	1.4	1.5	1.5	1.4							
Std. Err.	0	0	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	0.1	0.1	0	0.1							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/FGHI - J/K/L - MN - O/P - Q/R/S/T - UV - Y/Z - a/b
Overlap formulae used.

Q3_Q2_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.

		Marital Status				Income				Household Size				Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month		
		Total	Single	Married/ g with partner	Divorced/ separated/ widowed	<\$40K	\$40K to -<\$50K	\$50K to -<\$60K	\$60K to -<\$80K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/ Other equally	Others	Personal Care	OTC Medicine	Home/Clean ing/Improve ments	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
Base: All respondents		4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214	
Weighted Judges		4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1117	1624	700	617	264	644	121	143	
7 - Extremely trustworthy		566	130	364	72	144	87	70	81	200	119	105	225	236	132	434	485	81	486	480	517	500	226	183	127	99	37	96	20	17	
		14.1%	13.6%	14.1%	15.6%	15.6%	13.2%	11.4%	16.7%	15.5%	14.8%	14.5%	14.3%	13.7%	12.1%	14.8%	13.9%	16.0%	14.4%	14.0%	14.1%	14.5%	17.2%	11.3%	18.2%	16.0%	14.0%	14.9%	16.3%	12.0%	
6		1142	228	777	131	231	184	183	149	407	258	183	463	495	320	822	1012	128	974	997	1060	1009	391	474	221	170	74	175	34	40	
		28.4%	23.7%	30.2%	28.5%	24.9%	28.0%	29.7%	30.6%	31.6%	32.2%	25.3%	29.4%	28.7%	29.3%	28.0%	29.0%	25.4%	28.7%	29.0%	28.8%	29.2%	29.7%	29.2%	31.6%	27.5%	27.9%	27.2%	27.9%	27.8%	
5		924	222	589	102	177	153	146	112	320	208	154	355	415	268	655	802	119	776	780	845	795	311	374	172	139	67	149	33	34	
		22.9%	23.1%	22.9%	22.2%	19.1%	23.4%	23.6%	23.0%	24.8%	25.9%	21.3%	22.5%	24.1%	24.5%	22.3%	23.0%	23.4%	22.9%	22.7%	23.0%	23.0%	23.6%	23.0%	24.6%	22.5%	25.5%	23.1%	27.7%	23.6%	
4		646	172	401	68	148	101	105	72	195	123	121	252	273	177	469	557	87	547	563	594	537	194	282	83	111	41	100	17	24	
		16.0%	17.9%	15.6%	14.8%	16.0%	15.4%	17.1%	14.8%	15.1%	15.3%	16.7%	16.0%	15.8%	16.2%	16.0%	16.0%	17.3%	16.1%	16.4%	16.2%	15.5%	14.7%	17.3%	11.9%	18.0%	15.5%	15.5%	13.7%	17.0%	
3		247	70	151	23	63	44	41	28	68	40	46	93	108	63	184	214	33	201	204	228	211	73	104	32	41	16	46	7	9	
		6.1%	7.3%	5.9%	5.1%	6.8%	6.7%	6.6%	5.7%	5.3%	5.0%	6.3%	5.9%	6.3%	5.7%	6.3%	6.1%	6.5%	5.9%	5.9%	6.2%	6.1%	5.5%	6.4%	4.5%	6.7%	6.1%	7.1%	5.8%	6.2%	
2		168	42	99	27	56	29	30	11	36	25	38	71	59	40	129	151	15	147	152	156	150	51	71	24	27	15	24	5	11	
		4.2%	4.4%	3.8%	5.8%	6.0%	4.4%	4.9%	2.3%	2.8%	3.1%	5.3%	4.5%	3.4%	3.6%	4.4%	4.3%	2.9%	4.3%	4.4%	4.2%	4.4%	3.9%	4.4%	3.5%	4.3%	5.8%	3.8%	3.7%	7.5%	
1 - Not trustworthy at all		120	41	62	16	41	24	17	11	22	12	32	52	36	20	100	105	16	102	106	110	103	31	49	20	11	8	28	3	5	
		3.0%	4.3%	2.4%	3.5%	4.4%	3.7%	2.7%	2.2%	1.7%	1.5%	4.4%	3.3%	2.1%	1.8%	3.4%	3.0%	3.1%	3.0%	3.1%	3.0%	3.0%	2.4%	3.0%	2.9%	1.8%	2.9%	4.3%	2.7%	3.1%	
Don't Know		213	54	131	21	67	34	24	23	41	18	46	66	102	73	141	162	28	155	159	167	146	41	88	21	20	6	26	3	4	
		5.3%	5.7%	5.1%	4.5%	7.2%	5.2%	3.9%	4.8%	3.2%	2.2%	6.3%	4.2%	5.9%	6.7%	4.8%	4.6%	5.4%	4.6%	4.5%	4.5%	4.2%	3.1%	5.4%	3.0%	3.2%	2.4%	4.1%	2.1%	2.6%	
Summary																															
		566	130	364	72	144	87	70	81	200	119	105	225	236	132	434	485	81	486	480	517	500	226	183	127	99	37	96	20	17	
TopBox (7)		14.1%	13.6%	14.1%	15.6%	15.6%	13.2%	11.4%	16.7%	15.5%	14.8%	14.5%	14.3%	13.7%	12.1%	14.8%	13.9%	16.0%	14.4%	14.0%	14.1%	14.5%	17.2%	11.3%	18.2%	16.0%	14.0%	14.9%	16.3%	12.0%	
Top2Box (6-7)		1708	358	1141	203	375	271	254	230	607	377	288	689	731	453	1255	1497	209	1460	1477	1577	1510	617	657	348	269	111	271	53	57	
		42.4%	37.3%	44.3%	44.1%	40.5%	41.2%	41.1%	47.3%	47.1%	47.0%	39.7%	43.7%	42.4%	41.4%	42.8%	42.9%	41.3%	43.1%	42.9%	42.9%	43.7%	46.8%	40.5%	49.7%	43.5%	41.9%	42.1%	44.3%	39.8%	
Top3Box (5-7)		2631	580	1730	305	552	424	399	342	927	585	442	1043	1146	721	1911	2299	328	2237	2257	2422	2305	927	1031	520	407	178	420	87	91	
		65.4%	60.5%	67.2%	66.4%	59.6%	64.6%	64.8%	70.3%	71.9%	72.9%	61.0%	66.2%	66.5%	65.9%	65.1%	65.9%	64.8%	66.0%	65.6%	65.9%	66.8%	70.4%	63.5%	74.3%	66.0%	67.4%	65.2%	72.0%	63.5%	
Low3Box (1-3)		536	153	312	66	160	97	88	49	126	77	117	216	203	123	413	470	63	450	461	484	465	155	224	76	39	98	15	24		
		13.3%	15.9%	12.1%	14.4%	17.2%	14.8%	14.2%	10.1%	9.8%	9.6%	16.1%	13.7%	11.8%	11.2%	14.1%	13.5%	12.5%	13.3%	13.4%	13.4%	13.5%	11.8%	13.8%	10.9%	12.8%	14.8%	15.2%	12.2%	16.9%	
Low2Box (1-2)		289	83	161	43	97	53	47	22	59	37	71	123	95	60	229	256	30	248	257	266	254	82	120	44	38	23	52	8	15	
		7.2%	8.7%	6.2%	9.3%	10.4%	8.1%	7.6%	4.4%	4.5%	4.6%	9.7%	7.8%	5.5%	5.5%	7.8%	7.3%	6.0%	7.3%	7.5%	7.2%	7.4%	6.2%	7.4%	6.4%	6.1%	8.7%	8.1%	6.4%	10.7%	
LowBox (1)		120	41	62	16	41	24	17	11	22	12	32	52	36	20	100	105	16	102	106	110	103	31	49	20	11	8	28	3	5	
		3.0%	4.3%	2.4%	3.5%	4.4%	3.7%	2.7%	2.2%	1.7%	1.5%	4.4%	3.3%	2.1%	1.8%	3.4%	3.0%	3.1%	3.0%	3.1%	3.0%	3.0%	2.4%	3.0%	2.9%	1.8%	2.9%	4.3%	2.7%	3.1%	
Mean		5	4.9	5.1	5	4.9	5	5	5.2	5.2	5.2	4.9	5	5.1	5.1	5	5	5.1	5	5	5	5.1	5.2	5	5.3	5.1	5	5	5	5.1	4.9
Std. Dev.		1.5	1.6	1.4	1.6	1.7	1.5	1.5	1.4	1.4	1.3	1.6	1.5	1.4	1.4	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.4	1.5	1.6	1.5	1.6	
Std. Err.		0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	0.1	0.1	0.1	0.1	

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

Q3_Q3_ [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.

		Marital Status				Income						Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single	Married/Divorced	Married/Divorced	Married/Divorced	<\$40K	\$40K to <\$50K	\$50K to <\$60K	\$60K to <\$70K	Over \$70K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Cleaning/Improvements	Finance	Yes	No	Yes	No	Yes	No	Yes	No	
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214		
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1117	1317	1624	700	617	264	644	121	143	
Lawyers																															
7 - Extremely trustworthy	154	50	88	15	54	25	23	14	35	21	28	58	68	48	106	143	11	137	131	139	126	48	49	29	19	10	33	7	3		
	3.8%	5.2%	3.4%	3.4%	5.8%	3.8%	3.7%	2.9%	2.7%	2.6%	3.8%	3.7%	3.9%	4.4%	3.6%	4.1%	2.2%	4.0%	3.8%	3.8%	3.7%	3.7%	3.0%	4.2%	3.0%	3.6%	5.1%	5.8%	1.8%		
	B				GH													HI													
6	482	119	302	59	122	90	63	60	147	87	92	188	202	141	341	435	46	480	417	440	406	159	175	99	61	39	94	17	22		
	12.0%	12.4%	11.7%	12.8%	13.1%	13.7%	10.3%	12.3%	11.4%	10.9%	12.7%	11.9%	11.7%	12.9%	11.6%	12.5%	9.2%	12.4%	12.1%	12.0%	11.7%	12.1%	10.8%	14.1%	9.8%	14.9%	14.6%	14.1%	15.5%		
5	865	195	550	111	199	136	134	104	292	187	146	336	382	250	615	749	115	756	763	792	758	288	355	163	125	63	136	26	37		
	21.5%	20.4%	21.4%	24.2%	21.5%	20.7%	21.7%	21.4%	22.6%	23.3%	20.2%	21.3%	22.2%	22.9%	21.0%	21.5%	22.6%	22.3%	22.2%	21.5%	22.0%	21.9%	21.8%	23.2%	20.3%	23.8%	21.1%	21.6%	25.7%		
4	900	200	601	92	172	136	144	121	320	198	148	347	404	235	665	766	133	763	765	825	787	294	372	146	148	55	148	27	27		
	22.4%	20.8%	23.4%	20.0%	18.5%	20.8%	23.3%	24.9%	24.8%	24.7%	20.4%	22.0%	23.5%	21.5%	22.7%	22.0%	26.3%	22.5%	22.2%	22.4%	22.8%	22.3%	22.9%	20.8%	23.9%	20.7%	22.9%	22.6%	19.1%		
3	579	125	382	65	110	92	96	77	190	113	94	232	253	157	422	502	74	487	496	538	503	186	257	84	102	40	77	19	21		
	14.4%	13.0%	14.8%	14.1%	11.9%	13.9%	15.6%	15.9%	14.7%	14.0%	13.0%	14.7%	14.7%	14.3%	14.4%	14.4%	14.7%	14.4%	14.4%	14.6%	14.6%	14.1%	15.8%	12.0%	16.5%	15.2%	12.0%	15.8%	14.7%		
2	455	114	290	51	106	73	77	45	144	99	90	192	173	101	353	394	60	361	383	420	398	168	172	77	91	29	70	13	16		
	11.3%	11.9%	11.3%	11.1%	11.4%	11.2%	12.4%	9.3%	11.2%	12.4%	12.4%	12.2%	10.0%	9.3%	12.0%	11.3%	11.9%	10.7%	11.1%	11.4%	11.5%	12.7%	10.6%	11.0%	14.7%	10.9%	10.9%	10.5%	11.2%		
1 - Not trustworthy at all	420	94	266	57	101	84	60	47	133	86	84	175	161	108	312	377	41	347	362	391	367	146	179	86	60	24	10	14			
	10.4%	9.8%	10.3%	12.4%	10.9%	12.7%	9.7%	9.7%	10.3%	10.7%	11.6%	11.1%	9.3%	9.8%	10.6%	10.8%	8.2%	10.2%	10.5%	10.6%	10.6%	10.6%	11.1%	11.0%	12.3%	9.8%	9.0%	9.4%	8.0%		
Don't Know	172	62	94	10	63	22	20	18	29	12	43	49	80	53	119	122	24	117	124	131	108	28	65	16	12	5	25	2	3		
	4.3%	6.5%	3.7%	2.1%	6.8%	3.3%	3.2%	3.7%	2.3%	1.4%	6.0%	3.1%	4.6%	4.8%	4.1%	3.5%	4.8%	3.4%	3.6%	3.6%	3.1%	2.1%	4.0%	2.3%	2.0%	1.9%	4.0%	1.6%	2.2%		
Summary																															
TopBox (7)	154	50	88	15	54	25	23	14	35	21	28	58	68	48	106	143	11	137	131	139	126	48	49	29	19	10	33	7	3		
	3.8%	5.2%	3.4%	3.4%	5.8%	3.8%	3.7%	2.9%	2.7%	2.6%	3.8%	3.7%	3.9%	4.4%	3.6%	4.1%	2.2%	4.0%	3.8%	3.8%	3.7%	3.7%	3.0%	4.2%	3.0%	3.6%	5.1%	5.8%	1.8%		
	B				GH													HI													
Top2Box (6-7)	636	169	391	74	175	115	86	74	182	108	120	246	270	190	447	578	58	556	547	579	532	208	224	128	80	49	127	24	25		
	15.8%	17.6%	15.2%	16.1%	18.9%	17.5%	14.0%	14.1%	13.5%	15.7%	15.6%	15.7%	17.3%	15.2%	16.6%	16.6%	11.4%	16.4%	15.9%	15.8%	15.4%	15.8%	13.8%	18.3%	12.9%	18.5%	19.7%	20.0%	17.2%		
					FHI	I									P	HSI															
Top3Box (5-7)	1501	364	941	185	375	250	220	178	473	295	266	583	652	439	1062	1227	172	1313	1310	1371	1290	496	579	291	205	112	263	50	62		
	37.3%	38.0%	36.6%	40.3%	40.4%	38.1%	35.7%	36.6%	36.7%	36.8%	36.7%	36.9%	37.8%	40.2%	36.2%	38.0%	34.0%	38.7%	38.1%	37.3%	37.4%	37.6%	35.6%	41.5%	33.2%	42.3%	40.8%	41.6%	43.0%		
															N			RSI	S												
Low3Box (1-3)	1453	333	838	172	317	248	233	170	467	297	268	599	587	366	1087	1273	176	1196	1241	1350	1268	500	608	247	252	93	208	41	51		
	36.1%	34.7%	36.4%	37.5%	34.2%	37.8%	37.7%	34.9%	36.2%	37.1%	36.9%	38.0%	34.0%	33.5%	37.1%	36.5%	34.8%	35.3%	36.1%	36.7%	36.7%	36.7%	38.0%	37.4%	35.4%	40.9%	35.1%	32.3%	34.3%	35.7%	
															M				Q	QH	Q										
Low2Box (1-2)	874	208	556	108	207	157	136	93	277	185	174	367	334	209	665	771	102	708	745	812	765	314	352	163	151	53	131	22	30		
	21.7%	21.7%	21.6%	23.4%	22.3%	23.9%	22.1%	19.0%	21.5%	23.0%	23.9%	23.3%	19.4%	19.1%	22.7%	22.1%	20.1%	20.9%	21.6%	22.1%	22.1%	23.8%	21.6%	23.3%	24.4%	19.9%	20.3%	18.5%	21.0%		
																			Q	Q	Q										
LowBox (1)	420	94	266	57	101	84	60	47	133	86	84	175	161	108	312	377	41	347	362	391	367	146	179	86	60	24	61	10	14		
	10.4%	9.8%	10.3%	12.4%	10.9%	12.7%	9.7%	9.7%	10.3%	10.7%	11.6%	11.1%	9.3%	9.8%	10.6%	10.8%	8.2%	10.2%	10.5%	10.6%	10.6%	11.1%	11.0%	12.3%	9.8%	9.0%	9.4%	8.0%	9.8%		
Mean	3.9	3.5	3.9	3.9	4	3.8	3.8	3.9	3.9	3.8	3.8	3.8	3.9	3.9	3.8	3.8	3.8	3.9	3.9	3.9	3.9	3.8	3.8	3.9	3.7	4	4	4.1	4		
Std. Dev.	1.6	1.7	1.6	1.7	1.7	1.7	1.6	1.6	1.6	1.6	1.7	1.6	1.6	1.6	1.6	1.7	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.7	1.6	1.6	1.7	1.6	1.6		
Std. Err.	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0	0.1	0	0.1	0	0	0	0	0	0	0	0	0.1	0.1	0.1	0.1	0.1		
Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - ab 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.

		Marital Status										Income										Household Size			Children in HH			Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single	Married/divorced/separated/widowed	<\$40K	\$40K to <\$50K	\$60K to <\$80K	\$80K to <\$100K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	Home/Cleaning/Improve ments	Finance	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No											
Base: All respondents		4026	960	2577	458	961	670	623	484	1251	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214													
Weighted		4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143												
Local Politicians																																										
7 - Extremely trustworthy		51	25	22	3	20	8	9	7	8	1	17	11	24	17	34	49	2	46	43	45	45	14	17	10	4	4	6	3	1												
		1.3%	2.7%	0.9%	0.7%	2.2%	1.2%	1.5%	1.5%	0.6%	0.1%	2.3%	0.7%	1.4%	1.6%	1.2%	1.4%	0.4%	1.4%	1.3%	1.2%	1.3%	1.0%	1.0%	1.4%	0.6%	1.5%	1.0%	2.7%	0.4%												
		BC				HI	I	I	HI	I		K																														
6		208	57	125	26	52	31	33	38	74	37	45	72	91	74	134	184	23	167	166	181	176	69	73	41	27	17	37	8	9												
		5.2%	5.9%	4.9%	5.6%	5.7%	4.7%	5.4%	7.7%	5.8%	4.6%	6.2%	4.6%	5.3%	6.7%	4.6%	5.3%	4.6%	4.9%	4.8%	4.9%	5.1%	5.2%	4.5%	5.9%	4.4%	6.5%	5.7%	6.9%	6.2%												
									EFI	I																																
5		510	132	317	60	119	88	74	68	180	112	112	186	213	147	363	439	70	448	438	475	446	181	198	99	82	43	76	17	25												
		12.7%	13.8%	12.3%	13.1%	12.8%	13.4%	12.0%	13.9%	13.9%	13.9%	15.4%	11.8%	12.3%	13.4%	12.4%	12.6%	13.8%	13.2%	12.7%	12.9%	12.9%	13.7%	12.2%	14.1%	13.3%	16.1%	11.9%	14.2%	17.8%												
												KL																														
4		714	158	485	64	150	106	113	99	262	164	109	315	289	200	514	624	89	609	618	658	607	250	265	138	113	47	127	20	27												
		17.7%	16.5%	18.9%	14.0%	16.1%	16.2%	18.3%	20.3%	20.3%	20.4%	15.0%	20.0%	16.8%	18.3%	17.5%	17.9%	17.6%	18.0%	17.9%	17.6%	19.0%	16.3%	19.7%	18.3%	17.8%	19.8%	17.0%	18.6%													
												DE	JL																													
3		682	144	445	88	138	121	106	83	216	133	113	276	293	174	508	595	84	571	587	628	601	221	285	101	120	46	107	25	21												
		16.9%	15.0%	17.3%	19.1%	14.9%	18.4%	17.2%	17.0%	16.7%	16.6%	15.5%	17.5%	17.0%	15.9%	17.3%	17.0%	16.6%	16.9%	17.1%	17.1%	17.4%	16.7%	17.6%	14.4%	19.4%	17.5%	16.7%	20.9%	14.7%												
																								W																		
2		741	174	476	81	154	118	116	88	252	164	120	290	331	186	555	635	104	621	637	684	648	259	298	140	119	49	119	18	31												
		18.4%	18.1%	18.5%	17.7%	16.6%	18.0%	18.9%	18.0%	19.6%	20.5%	16.5%	18.4%	19.2%	17.0%	18.9%	18.2%	20.5%	18.3%	18.5%	18.6%	18.8%	19.7%	18.3%	20.0%	19.3%	18.4%	18.5%	14.8%	21.4%												
											D																															
1 - Not trustworthy at all		940	213	595	126	233	160	146	89	268	179	175	376	390	239	702	828	110	797	816	870	811	297	414	155	142	53	145	27	26												
		23.4%	22.2%	23.1%	27.5%	25.1%	24.4%	23.7%	18.3%	20.8%	22.3%	24.1%	23.9%	22.6%	21.9%	23.9%	23.7%	21.7%	23.5%	23.7%	23.7%	23.5%	22.5%	25.5%	22.2%	22.9%	20.2%	22.5%	22.6%	18.2%												
						AB	GH	I																																		
Don't Know		180	56	107	10	61	25	18	15	29	14	36	51	93	57	123	132	24	130	134	136	119	27	74	15	12	5	25	1	4												
		4.5%	5.9%	4.1%	2.3%	6.6%	3.8%	2.9%	3.2%	2.2%	1.7%	5.0%	3.2%	5.4%	5.2%	4.2%	3.8%	4.7%	3.8%	3.9%	3.7%	3.5%	2.0%	4.6%	2.2%	1.9%	1.9%	4.0%	1.1%	2.6%												
			BC			EFGHI	I						K					T	T				U																			
Summary		51	25	22	3	20	8	9	7	8	1	17	11	24	17	34	49	2	46	43	45	45	14	17	10	4	4	6	3	1												
TopBox (7)		1.3%	2.7%	0.9%	0.7%	2.2%	1.2%	1.5%	1.5%	0.6%	0.1%	2.3%	0.7%	1.4%	1.6%	1.2%	1.4%	0.4%	1.4%	1.3%	1.2%	1.3%	1.0%	1.0%	1.4%	0.6%	1.5%	1.0%	2.7%	0.4%												
			BC			HI	I	I	HI	I		K																														
Top2Box (6-7)		259	82	148	29	73	39	43	45	83	37	62	83	114	91	168	234	25	213	209	225	222	82	90	51	31	21	43	12	10												
		6.4%	8.6%	5.7%	6.3%	7.9%	5.9%	6.9%	9.3%	6.4%	4.7%	8.5%	5.3%	6.6%	8.3%	5.7%	6.7%	5.0%	6.3%	6.1%	6.1%	6.4%	6.2%	5.5%	7.3%	5.0%	8.0%	6.7%	9.5%	6.7%												
			B			I																																				
Top3Box (5-7)		769	214	465	89	191	127	117	113	262	149	173	269	327	238	531	673	95	660	647	701	668	263	288	150	113	64	120	29	35												
		19.1%	22.3%	18.1%	19.4%	20.6%	19.3%	18.9%	23.2%	20.3%	18.6%	23.9%	17.0%	19.0%	21.7%	18.1%	19.3%	18.8%	19.5%	18.8%	19.1%	19.3%	20.0%	17.8%	21.5%	18.3%	24.1%	18.6%	23.7%	24.4%												
Low3Box (1-3)		2363	531	1516	295	525	399	369	260	735	476	407	842	1014	599	1764	2058	298	1969	2041	2182	2059	777	997	397	380	148	372	70	78												
		58.7%	55.3%	58.9%	64.3%	56.7%	60.8%	59.8%	53.3%	57.1%	59.3%	56.1%	59.7%	58.8%	54.8%	60.2%	59.0%	58.9%	58.7%	59.3%	59.4%	59.6%	59.0%	61.4%	56.7%	61.6%	56.1%	57.7%	58.3%	54.3%												
					AB		G				GH																															
Low2Box (1-2)		1681	387	1071	208	387	278	263	177	520	343	295	666	721	425	1257	1463	214	1418	1454	1555	1459	556	712	296	261	102	264	45	57												
		41.8%	40.3%	41.6%	45.2%	41.8%	42.4%	42.6%	36.3%	40.3%	42.8%	40.6%	42.2%	41.8%	38.9%	42.8%	42.0%	42.2%	41.9%	42.3%	42.3%	42.2%	42.2%	43.8%	42.2%	42.2%	38.6%	41.0%	37.4%	39.7%												
							I																																			
LowBox (1)		940	213	595	126	233	160	146	89	268	179	175	376	390	239	702	828	110	797	816	870	811	297	414	155	142	53	145	27	26												
		23.4%	22.2%	23.1%	27.5%	25.1%	24.4%	23.7%	18.3%	20.8%	22.3%	24.1%	23.9%	22.6%	21.9%	23.9%	23.7%	21.7%	23.5%	23.7%	23.7%	23.5%	22.5%	25.5%	22.2%	22.9%	20.2%	22.5%	22.6%	18.2%												
					AB	GH	G																																			
Mean		3	3.1	3	2.9	3	2.9	3	3.2	3.1	3	3.1	2.9	3	3.1	2.9	3	3	3	3	3	3	2.9	3.1	3	3.2	3	3.2	3.2													
Std. Dev.		1.6	1.7	1.6	1.6	1.7	1.6	1.6	1.6	1.6	1.5	1.7	1.6	1.6	1.7	1.6	1.6	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.6	1.7	1.6												
Std. Err.		0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0	0.1	0	0	0.1	0	0	0	0	0	0	0	0.1	0.1	0.1	0.1	0.1												
Proportions/Mean: Columns Tested (5% risk level) - A/BC - DE/FGHI - JK/L - MN - O/P - QR/S/T - UV - W/X - Y/Z - ab 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.

		Marital Status				Income					Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single A	Married/Divorced with partner B	Married/Divorced C	<\$40K D	\$40K to <\$50K E	\$50K to <\$60K F	\$60K to <\$80K G	Over \$80K H	Over \$100K I	1 J	2 K	3+ L	Yes M	No N	Yourself/Other equally O	Others P	Personal Care Q	OTC Medicine R	Home/Improvements S	Finance T	Yes U	No V	Yes W	No X	Yes Y	No Z	Yes a	No b
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214
Weighted	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	121	143
National Politicians																													
7 - Extremely trustworthy	53	22	27	4	19	12	8	4	10	6	14	16	24	22	32	50	3	47	42	48	41	22	12	17	5	4	6	3	1
	1.3%	2.3%	1.1%	0.8%	2.1%	1.8%	1.3%	0.9%	0.8%	0.7%	2.0%	1.0%	1.4%	2.0%	1.1%	1.4%	0.6%	1.4%	1.2%	1.3%	1.2%	0.7%	0.7%	2.5%	0.8%	1.5%	0.9%	2.7%	0.4%
6	169	56	93	20	52	27	34	22	43	21	40	50	80	59	110	148	21	135	129	145	135	51	67	31	20	9	35	4	5
	4.2%	5.9%	3.6%	4.3%	5.6%	4.1%	5.4%	4.5%	3.3%	2.6%	5.5%	3.2%	4.6%	5.4%	3.7%	4.2%	4.2%	4.0%	3.7%	3.9%	3.9%	4.1%	4.4%	3.2%	3.4%	5.4%	3.2%	3.6%	
5	359	93	224	39	86	56	68	39	112	73	73	135	151	97	263	303	56	304	312	326	306	124	139	69	65	29	57	12	18
	8.9%	9.7%	8.7%	8.6%	9.2%	8.5%	11.0%	7.9%	8.7%	9.1%	10.1%	8.6%	8.8%	8.8%	9.0%	8.7%	11.0%	9.0%	9.1%	8.9%	8.9%	9.4%	8.6%	9.9%	9.0%	11.1%	8.8%	9.5%	12.3%
4	668	146	457	63	139	101	96	90	247	158	105	266	297	204	464	576	92	560	559	609	574	218	276	120	98	47	103	23	24
	16.6%	15.2%	17.7%	13.8%	15.0%	15.4%	15.6%	18.4%	19.2%	19.6%	14.4%	16.9%	17.2%	18.6%	16.5%	18.1%	16.5%	16.3%	16.6%	16.6%	16.6%	16.5%	17.0%	17.1%	15.9%	17.8%	16.0%	18.8%	16.9%
3	697	151	446	92	132	122	103	97	243	146	119	298	279	175	522	623	70	600	602	652	620	250	285	145	105	46	114	24	22
	17.3%	15.8%	17.3%	20.0%	14.2%	18.6%	16.8%	19.8%	18.8%	18.2%	16.5%	18.9%	16.2%	16.0%	17.8%	17.9%	13.9%	17.7%	17.5%	17.7%	18.0%	19.0%	16.3%	20.7%	17.0%	17.6%	17.7%	19.9%	15.6%
2	762	167	503	85	154	124	111	107	258	151	130	300	332	189	573	697	103	648	664	706	666	282	290	137	145	56	116	22	33
	18.9%	17.4%	19.5%	18.5%	16.6%	18.8%	18.1%	22.0%	20.0%	18.8%	17.9%	19.0%	19.3%	17.2%	19.5%	18.8%	20.4%	19.1%	19.3%	19.2%	19.3%	21.4%	17.9%	19.6%	23.5%	21.9%	18.1%	18.6%	23.2%
1 - Not trustworthy at all	1145	264	725	147	281	193	180	111	345	234	210	465	470	292	854	1002	141	972	1008	1059	999	345	505	170	175	68	192	32	36
	28.5%	27.5%	28.2%	32.0%	30.3%	29.4%	29.1%	22.8%	26.7%	29.1%	29.0%	29.5%	27.3%	26.7%	29.1%	28.7%	27.8%	28.7%	29.3%	28.8%	28.9%	26.2%	31.1%	24.3%	28.3%	25.6%	29.9%	26.2%	25.0%
Don't Know	172	60	98	9	66	22	17	18	32	15	34	47	90	57	115	128	20	123	125	131	112	26	70	10	15	6	21	1	4
	4.3%	6.2%	3.8%	2.0%	7.1%	3.3%	2.7%	3.7%	2.5%	1.8%	4.8%	3.0%	5.2%	3.9%	3.7%	4.0%	3.6%	3.6%	3.6%	3.3%	3.3%	4.3%	1.5%	2.4%	2.2%	3.3%	1.1%	0.1%	0.1%
Summary	53	22	27	4	19	12	8	4	10	6	14	16	24	22	32	50	3	47	42	48	41	22	12	17	5	4	6	3	1
TopBox (7)	1.3%	2.3%	1.1%	0.8%	2.1%	1.8%	1.3%	0.9%	0.8%	0.7%	2.0%	1.0%	1.4%	2.0%	1.1%	1.4%	0.6%	1.4%	1.2%	1.3%	1.2%	0.7%	0.7%	2.5%	0.8%	1.5%	0.9%	2.7%	0.4%
Top2Box (6-7)	223	79	120	23	71	39	42	26	53	26	54	65	103	81	142	198	24	182	171	193	176	73	78	48	24	13	41	7	6
	5.5%	8.2%	4.7%	5.1%	7.6%	5.9%	6.8%	5.4%	4.1%	3.3%	7.5%	4.1%	6.0%	7.4%	4.8%	5.7%	4.8%	5.4%	5.0%	5.2%	5.1%	5.5%	4.8%	6.9%	4.0%	4.8%	6.3%	5.8%	4.0%
Top3Box (5-7)	582	172	344	63	156	94	109	65	164	100	127	200	255	177	405	501	80	485	483	519	482	197	218	117	80	42	97	19	23
	14.5%	17.9%	13.4%	13.7%	16.9%	14.4%	17.8%	13.3%	12.7%	12.4%	17.5%	12.7%	14.8%	16.2%	13.8%	14.4%	15.8%	14.3%	14.0%	14.1%	14.0%	15.0%	13.4%	16.8%	12.9%	15.9%	15.1%	15.4%	16.3%
Low3Box (1-3)	2604	582	1675	324	566	440	394	315	846	531	459	1063	1081	655	1949	2282	314	2220	2273	2417	2285	877	1060	452	425	170	423	78	91
	64.7%	60.6%	65.1%	70.5%	61.1%	66.9%	64.0%	64.6%	65.6%	66.1%	63.3%	67.4%	62.7%	59.9%	66.5%	65.4%	62.1%	65.5%	66.1%	65.7%	65.2%	66.6%	65.3%	64.6%	68.8%	64.2%	65.7%	64.8%	63.7%
Low2Box (1-2)	1907	430	1228	232	435	317	291	218	603	384	340	765	802	480	1427	1659	244	1620	1672	1765	1665	627	795	307	320	123	309	54	69
	47.4%	44.9%	47.7%	50.5%	46.9%	48.3%	47.2%	44.8%	45.7%	47.9%	46.9%	48.5%	46.5%	43.9%	48.7%	47.6%	48.2%	47.8%	48.6%	48.0%	48.2%	47.6%	49.0%	43.9%	51.8%	46.6%	47.9%	44.8%	48.1%
LowBox (1)	1145	264	725	147	281	193	180	111	345	234	210	465	470	292	854	1002	141	972	1008	1059	999	345	505	170	175	68	192	32	36
	28.5%	27.5%	28.2%	32.0%	30.3%	29.4%	29.1%	22.8%	26.7%	29.1%	29.0%	29.5%	27.3%	26.7%	29.1%	28.7%	27.8%	28.7%	29.3%	28.8%	28.9%	26.2%	31.1%	24.3%	28.3%	25.6%	29.9%	26.2%	25.0%
Mean	2.8	2.9	2.7	2.6	2.8	2.7	2.8	2.8	2.8	2.7	2.8	2.7	2.8	2.9	2.7	2.8	2.8	2.7	2.7	2.7	2.7	2.8	2.7	2.9	2.7	2.8	2.7	2.9	2.8
Std. Dev.	1.6	1.7	1.5	1.5	1.7	1.6	1.6	1.5	1.5	1.5	1.7	1.5	1.6	1.6	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.5	1.6	1.6	1.6	1.5
Std. Err.	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0	0	0.1	0	0	0.1	0	0	0	0	0	0	0.1	0.1	0.1	0.1	0.1	0.1

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - a/b 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.

		Marital Status										Income					Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
		Total	Single A	Married/ with partner B	Divorced/ separated/ widowed C	<\$40K D	\$40K to \$50K E	\$50K to \$60K F	\$60K to \$80K G	Over \$80K H	Over \$100K I	1 J	2 K	3+ L	Yes M	No N	Yourself/ Other equally O	Others P	Personal Care Q	OTC Medicine R	Home/ Cleaning/ Improve ments S	Finance T	Yes U	No V	Yes W	No X	Yes Y	No Z	Yes a	No b						
Base: All respondents		4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214						
Weighted Nurses		4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1117	1624	700	617	264	944	121	143						
7 - Extremely trustworthy	1238	258	832	143	297	213	187	154	377	223	197	530	511	304	934	1087	151	1057	1078	1149	1091	468	463	268	200	81	190	37	44							
	30.8%	26.9%	32.3%	31.1%	32.0%	32.4%	30.3%	31.5%	29.2%	27.8%	27.1%	33.6%	29.7%	27.8%	31.9%	31.2%	29.9%	31.2%	31.3%	31.2%	31.6%	35.6%	28.5%	38.3%	32.4%	30.8%	29.6%	30.6%	31.0%							
6	1527	317	1018	178	317	240	256	212	536	324	261	601	665	444	1082	1343	179	1304	1315	1431	1330	502	607	263	299	112	263	50	62							
	37.9%	33.0%	39.5%	38.8%	34.1%	36.5%	41.6%	43.5%	41.5%	40.3%	36.0%	38.1%	38.6%	40.6%	36.9%	38.5%	35.3%	38.5%	38.2%	38.9%	38.5%	38.1%	37.4%	37.6%	38.7%	42.4%	40.9%	41.5%	43.2%							
5	692	184	415	87	163	111	96	62	225	163	128	258	306	190	502	595	96	584	603	625	601	210	303	102	108	40	113	20	20							
	17.2%	19.2%	16.1%	18.9%	17.6%	16.9%	15.6%	12.6%	17.4%	20.3%	17.6%	16.4%	17.8%	17.4%	17.1%	17.1%	19.0%	17.2%	17.5%	17.0%	17.4%	15.9%	18.6%	14.6%	17.4%	15.2%	17.5%	16.3%	14.3%							
4	319	107	175	35	74	51	41	37	103	66	73	113	134	88	231	278	41	264	261	279	256	92	144	43	49	23	45	12	11							
	7.9%	11.1%	6.8%	7.7%	8.0%	7.8%	6.6%	7.6%	8.0%	8.2%	10.1%	7.1%	7.8%	8.1%	7.9%	8.0%	8.1%	7.8%	7.6%	7.6%	7.4%	7.0%	8.9%	6.1%	7.9%	8.7%	7.0%	9.6%	8.0%							
3	72	24	43	5	16	14	12	7	17	10	18	23	31	21	51	56	16	56	58	68	57	26	35	13	13	2	6	0	2							
	1.8%	2.5%	1.7%	1.1%	1.7%	2.1%	2.0%	1.5%	1.3%	1.2%	2.5%	1.4%	1.8%	1.9%	1.7%	1.6%	3.2%	1.7%	1.7%	1.8%	1.6%	2.0%	2.2%	1.9%	2.2%	0.7%	0.9%	-	1.3%							
2	34	16	16	1	11	6	9	2	5	4	9	10	15	11	23	31	4	30	30	31	28	5	19	2	2	2	6	1	1							
	0.9%	1.7%	0.6%	0.3%	1.2%	0.8%	1.4%	0.4%	0.4%	0.5%	1.2%	0.7%	0.9%	1.0%	0.8%	0.9%	0.7%	0.9%	0.9%	0.8%	0.8%	0.4%	1.2%	0.3%	0.4%	0.7%	1.0%	1.1%	0.4%							
1 - Not trustworthy at all	27	13	13	1	6	6	2	3	7	4	11	10	6	3	24	23	3	22	20	20	22	4	11	2	1	1	5	0	1							
	0.7%	1.3%	0.5%	0.3%	0.7%	1.0%	0.3%	0.6%	0.6%	0.5%	1.5%	0.6%	0.4%	0.2%	0.8%	0.7%	0.5%	0.6%	0.6%	0.6%	0.6%	0.3%	0.7%	0.4%	0.2%	0.3%	0.7%	-	0.5%							
Don't Know	117	41	61	9	43	17	14	11	20	9	30	33	54	32	85	76	17	71	74	75	69	10	42	5	5	3	16	1	2							
	2.9%	4.3%	2.4%	1.9%	4.7%	2.6%	2.2%	2.3%	1.5%	1.1%	4.1%	2.1%	3.2%	2.9%	2.9%	2.2%	3.3%	2.1%	2.2%	2.0%	2.0%	0.7%	2.6%	0.7%	0.8%	1.2%	2.5%	1.1%	1.3%							
Summary		1238	258	832	143	297	213	187	154	377	223	197	530	511	304	934	1087	151	1057	1078	1149	1091	468	463	268	200	81	190	37	44						
TopBox (7)		30.8%	26.9%	32.3%	31.1%	32.0%	32.4%	30.3%	31.5%	29.2%	27.8%	27.1%	33.6%	29.7%	27.8%	31.9%	31.2%	29.9%	31.2%	31.3%	31.2%	31.6%	35.6%	28.5%	38.3%	32.4%	30.8%	29.6%	30.6%	31.0%						
Top2Box (5-7)		2765	575	1850	321	614	452	443	365	913	547	458	1131	1176	748	2016	2430	330	2361	2393	2580	2421	971	1070	532	439	193	454	87	106						
		68.7%	60.0%	71.9%	69.9%	66.2%	68.8%	71.9%	75.0%	70.8%	68.2%	63.1%	71.7%	68.3%	68.5%	68.8%	69.7%	65.3%	69.7%	69.6%	70.2%	70.1%	73.7%	65.9%	76.0%	71.1%	73.2%	70.4%	72.0%	74.2%						
Top3Box (5-7)		3457	759	2205	408	776	563	539	427	1137	710	586	1399	1482	938	2519	3024	426	2945	2997	3204	3022	1181	1373	634	547	233	566	107	127						
		85.9%	79.2%	88.0%	88.8%	83.7%	85.7%	87.5%	87.6%	88.2%	88.5%	80.7%	88.1%	86.0%	85.8%	85.9%	86.7%	84.2%	86.9%	87.1%	87.1%	87.5%	89.6%	84.5%	90.6%	88.5%	88.4%	87.9%	88.3%	88.5%						
Low3Box (1-3)		133	52	72	7	33	25	23	12	30	18	37	43	53	34	99	110	22	108	108	119	107	35	65	18	17	5	17	1	3						
		3.3%	5.4%	2.8%	1.6%	3.6%	3.9%	3.7%	2.5%	2.3%	2.2%	5.1%	2.7%	3.1%	3.1%	3.4%	3.1%	4.4%	3.2%	3.1%	3.2%	2.6%	4.0%	2.6%	2.8%	1.7%	2.6%	1.1%	2.2%							
Low2Box (1-2)		61	29	29	3	17	12	10	5	13	8	19	20	22	14	47	54	6	52	50	51	50	9	30	5	4	3	11	1	1						
		1.5%	3.0%	1.1%	0.6%	1.9%	1.8%	1.7%	1.0%	1.0%	1.0%	2.6%	1.3%	1.3%	1.2%	1.6%	1.5%	1.2%	1.5%	1.5%	1.4%	1.4%	0.6%	1.8%	0.7%	0.6%	1.0%	1.7%	1.1%	0.9%						
LowBox (1)		27	13	13	1	6	6	2	3	7	4	11	10	6	3	24	23	3	22	20	20	22	4	11	2	1	1	5	0	1						
		0.7%	1.3%	0.5%	0.3%	0.7%	1.0%	0.3%	0.6%	0.6%	0.5%	1.5%	0.6%	0.4%	0.2%	0.8%	0.7%	0.5%	0.6%	0.6%	0.6%	0.3%	0.7%	0.4%	0.2%	0.3%	0.7%	-	0.5%							
Mean		5.9	5.6	5.9	5.9	5.8	5.9	5.9	5.9	5.9	5.8	5.7	5.9	5.9	5.8	5.9	5.9	5.8	5.9	5.9	5.9	5.9	6	5.8	6	5.9	5.9	5.9	5.9	5.9						
Std. Dev.		1.1	1.3	1.1	1	1.2	1.2	1.1	1.1	1.1	1.1	1.3	1.1	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.1	1.2	1	1.1	1	1.1	1	1						
Std. Err.		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0	0.1	0	0.1	0.1						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H/I - J/K/L - M/N - O/P - Q/R/S/T - U/V - W/X - Y/Z - a/b
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.

		Marital Status										Income										Household Size			Children in HH		Primary Grocery Shopper		Primary Decision Maker				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month	
	Total	Single A	Married/livin g with partner B	Divorced/se parated/wid owed C	<\$40K D	\$40K to \$50K E	\$50K to \$60K F	\$60K to \$80K G	\$80K to \$100K H	Over \$80K I	Over \$100K J	1 K	2 L	3+ M	Yes N	No O	Yourself/Oth er equally P	Others Q	Personal Care R	OTC Medicine S	Home/Cleani ng/Improve ments T	Finance U	Yes V	No W	Yes X	No Y	Yes Z	No aa	Yes ab	No ac										
Base: All respondents	4026	960	2577	458	961	670	623	484	1251	767	742	1591	1693	1100	2926	3514	482	3394	3454	3682	3471	1116	1380	595	521	394	964	180	214											
Weighted Pharmacists	4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1137	1624	700	617	264	644	121	143											
7 - Extremely trustworthy	1287	233	868	178	309	221	192	158	396	237	202	561	524	312	975	1137	150	1104	1119	1192	1127	464	438	282	182	102	242	52	50											
	32.0%	24.3%	33.7%	38.9%	33.3%	33.7%	31.2%	32.5%	30.7%	29.6%	27.9%	35.5%	30.4%	28.6%	33.2%	32.6%	29.7%	32.6%	32.5%	32.4%	32.6%	35.2%	27.0%	40.3%	29.4%	38.5%	37.6%	43.2%	34.6%											
	1542	327	1033	173	322	237	250	196	540	343	247	608	687	450	1091	1349	190	1306	1361	1429	1349	527	624	267	269	101	248	40	61											
6	38.3%	34.1%	40.1%	37.7%	34.7%	36.1%	40.6%	40.3%	41.8%	42.8%	34.0%	38.6%	39.9%	41.2%	37.2%	38.7%	37.6%	38.6%	39.3%	38.9%	39.1%	40.0%	38.4%	38.2%	42.0%	38.3%	38.5%	33.5%	42.3%											
	657	211	378	62	145	108	100	76	220	144	149	216	292	183	474	568	86	558	552	603	559	207	305	87	120	38	81	19	19											
5	16.3%	22.0%	14.7%	13.4%	15.6%	16.4%	16.2%	15.7%	17.1%	17.9%	20.5%	13.7%	16.9%	16.7%	16.2%	16.3%	17.0%	16.5%	16.0%	16.4%	16.2%	15.7%	18.8%	12.4%	19.5%	14.3%	12.6%	15.9%	13.0%											
	261	77	152	27	64	39	36	33	82	48	48	105	108	72	189	220	41	214	211	232	219	65	140	38	27	11	33	6	5											
4	6.5%	8.1%	5.9%	5.8%	6.9%	6.0%	5.9%	6.8%	6.3%	6.0%	6.6%	6.7%	6.3%	6.6%	6.5%	6.3%	8.1%	6.3%	6.1%	6.3%	6.3%	4.9%	8.6%	5.4%	4.4%	4.1%	5.1%	4.8%	3.5%											
	92	30	54	9	22	17	15	8	19	11	24	34	35	22	71	78	15	74	81	86	78	33	42	15	18	5	10	2	3											
3	2.3%	3.1%	2.1%	1.9%	2.3%	2.6%	2.5%	1.6%	1.5%	1.4%	3.3%	2.1%	2.0%	2.0%	2.4%	2.2%	2.9%	2.2%	2.4%	2.3%	2.5%	2.6%	2.1%	3.0%	1.9%	1.5%	1.6%	2.2%												
	31	16	15	0	9	8	6	1	6	5	11	9	11	9	22	25	6	22	21	25	24	7	14	3	4	2	7	0	2											
2	0.8%	1.6%	0.6%	-	1.0%	1.2%	0.9%	0.3%	0.5%	0.6%	1.5%	0.6%	0.6%	0.9%	0.7%	0.7%	1.1%	0.7%	0.6%	0.7%	0.7%	0.5%	0.8%	0.4%	0.6%	0.7%	1.1%	-	1.3%											
	30	17	12	1	10	6	4	3	7	4	10	11	9	5	25	25	4	27	24	25	24	7	12	4	2	1	5	0	1											
1 - Not trustworthy at all	0.8%	1.8%	0.5%	0.3%	1.1%	0.9%	0.6%	0.6%	0.6%	0.5%	1.4%	0.7%	0.5%	0.5%	0.9%	0.7%	0.9%	0.8%	0.7%	0.7%	0.7%	0.5%	0.8%	0.6%	0.4%	0.3%	0.8%	-	0.5%											
	125	48	62	9	46	20	13	10	20	9	35	34	56	40	86	86	14	83	82	85	74	8	49	3	5	5	18	1	4											
Don't Know	3.1%	5.0%	2.4%	2.0%	5.0%	3.0%	2.1%	2.1%	1.5%	1.1%	4.9%	2.1%	3.3%	2.9%	2.5%	2.7%	2.5%	2.4%	2.3%	2.3%	2.1%	0.6%	3.0%	0.4%	0.8%	1.9%	2.8%	1.1%	2.6%											
Summary	1287	233	868	178	309	221	192	158	396	237	202	561	524	312	975	1137	150	1104	1119	1192	1127	464	438	282	182	102	242	52	50											
TopBox (7)	32.0%	24.3%	33.7%	38.9%	33.3%	33.7%	31.2%	32.5%	30.7%	29.6%	27.9%	35.5%	30.4%	28.6%	33.2%	32.6%	29.7%	32.6%	32.5%	32.4%	32.6%	35.2%	27.0%	40.3%	29.4%	38.5%	37.6%	43.2%	34.6%											
	2829	560	1901	351	631	459	442	355	935	581	449	1169	1211	763	2066	2485	341	2410	2470	2621	2476	991	1062	550	441	203	490	93	110											
Top2Box (6-7)	70.3%	58.4%	73.9%	76.5%	68.1%	69.9%	71.8%	72.8%	72.5%	72.3%	61.9%	74.1%	70.3%	69.8%	70.5%	71.3%	67.3%	71.1%	71.8%	71.3%	71.7%	75.2%	65.4%	76.6%	71.4%	76.8%	76.1%	76.7%	76.9%											
	3486	771	2279	413	776	567	542	431	1156	725	598	1395	1503	946	2540	3054	427	2969	3022	3223	3035	1198	1367	637	561	241	571	112	129											
Top3Box (5-7)	86.6%	80.4%	88.5%	90.0%	83.7%	86.3%	88.0%	88.5%	89.6%	90.3%	82.4%	87.8%	87.2%	86.5%	86.6%	87.6%	84.3%	87.6%	87.8%	87.7%	87.9%	90.9%	84.2%	91.0%	90.9%	91.1%	88.7%	92.6%	89.8%											
	154	63	81	10	41	31	25	12	33	20	45	54	56	36	118	128	25	123	126	136	125	46	68	22	24	8	22	2	6											
Low3Box (1-3)	3.8%	6.5%	3.2%	2.2%	4.4%	4.7%	4.0%	2.5%	2.5%	2.5%	6.2%	3.4%	3.2%	3.3%	4.0%	3.7%	4.9%	3.6%	3.7%	3.7%	3.6%	3.5%	4.2%	3.2%	3.9%	2.9%	3.4%	1.6%	4.0%											
	61	33	27	1	19	14	9	4	14	9	21	20	21	14	47	50	10	49	45	50	47	13	26	7	6	3	12	0	3											
Low2Box (1-2)	1.5%	3.4%	1.1%	0.3%	2.1%	2.1%	1.5%	0.9%	1.1%	1.2%	2.9%	1.3%	1.2%	1.3%	1.6%	1.4%	2.0%	1.4%	1.3%	1.4%	1.0%	1.6%	1.1%	1.0%	1.0%	1.9%	-	1.8%												
	30	17	12	1	10	6	4	3	7	4	10	11	9	5	25	25	4	27	24	25	24	7	12	4	2	1	5	0	1											
LowBox (1)	0.8%	1.8%	0.5%	0.3%	1.1%	0.9%	0.6%	0.6%	0.6%	0.5%	1.4%	0.7%	0.5%	0.5%	0.9%	0.7%	0.9%	0.8%	0.7%	0.7%	0.7%	0.5%	0.8%	0.6%	0.4%	0.3%	0.8%	-	0.5%											
	5.9	5.6	6	6.1	5.9	5.9	5.9	5.9	5.9	5.9	5.7	6	5.9	5.9	5.9	5.9	5.8	5.9	5.9	5.9	5.9	6	5.8	6.1	5.9	6.1	6	6.1	6											
Mean		A	A	A							J	J	J			P		V				V	X																	
Std. Dev.	1.1	1.3	1.1	1	1.2	1.2	1.1	1.1	1	1	1.3	1.1	1.1	1.2	1.1	1.2	1.1	1.2	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1	1.1	1	1.1											
Std. Err.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0	0	0	0	0	0	0	0.1	0	0.1	0.1											

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

		Income										Household Size			Children in HH		Primary Grocery Shopper			Primary Decision Maker Home/Clean				RD Readership Past Year		RD Readership Past Month		SRD Readership Past Year		SRD Readership Past Month						
		Total	Single	Marital Status married/divorced	Status divorced/separated	<\$40K	\$40K to <\$50K	\$50K to <\$60K	\$60K to <\$80K	Over \$80K	Over \$100K	1	2	3+	Yes	No	Yourself/Other equally	Others	Personal Care	OTC Medicine	ng/Import Home/Clean	Finance	Yes	No	Yes	No	Yes	No	Yes	No						
Base: All respondents		4026	960	A	B	2577	458	G	D	E	F	G	H	I	J	K	L	M	N	O	P	3514	482	3394	3454	R	S	T	U	V	W	X	Y	Z	a	b
Weighted		4026	959	2574	459	927	657	616	487	1290	802	725	1577	1723	1093	2933	3488	506	3389	3440	3677	3453	1317	1624	700	617	264	644	180	214	121	143				
Plumbers		246	65	148	32	70	53	37	22	61	38	41	103	102	61	185	225	20	215	211	223	207	68	77	42	26	25	63	13	12						
7 - Extremely trustworthy		6.1%	6.8%	5.8%	7.0%	7.6%	8.1%	6.0%	4.6%	4.7%	4.8%	5.6%	6.5%	5.9%	6.1%	6.5%	3.9%	6.3%	6.1%	6.1%	6.0%	5.2%	4.7%	6.0%	4.2%	9.4%	9.8%	10.5%	8.4%							
						GHI	GHI									P																				
6		883	172	600	110	218	152	133	113	278	165	144	379	361	234	649	780	103	765	774	828	774	312	293	82	173	42	41	34.6	41						
		21.9%	19.3%	A	B	23.3%	23.9%	23.1%	21.6%	23.3%	21.5%	20.6%	19.8%	24.0%	23.5%	21.4%	22.4%	20.3%	22.6%	22.5%	22.5%	22.4%	23.7%	21.4%	18.0%	25.1%	22.0%	31.2%	26.8%	34.6	28.4%					
5		1205	261	812	124	236	190	207	152	418	266	201	501	504	324	882	1050	152	1018	1046	1111	1049	432	484	240	192	84	169	33	51						
		29.9%	27.2%	A	B	31.5%	27.1%	25.4%	28.9%	33.6%	31.2%	32.4%	33.2%	27.6%	31.8%	29.2%	29.6%	30.1%	30.1%	30.4%	30.2%	30.4%	32.8%	29.8%	34.3%	31.0%	31.8%	26.3%	27.4%	35.5%						
4		908	219	571	100	199	137	135	107	301	194	166	336	406	262	646	774	133	763	772	835	785	294	411	151	143	39	134	19	21						
		22.6%	22.8%	A	B	22.2%	21.8%	21.5%	20.8%	21.9%	21.9%	23.4%	24.2%	22.9%	21.3%	23.5%	22.9%	22.0%	22.2%	22.6%	22.5%	22.7%	22.2%	22.3%	25.3%	21.6%	23.1%	14.8%	20.7%	15.3%	14.4%					
3		358	101	214	42	70	59	53	57	133	76	74	128	155	91	267	315	41	296	298	325	310	111	170	43	68	17	50	8	9						
		8.9%	10.6%	A	B	8.3%	9.1%	7.5%	9.0%	8.7%	11.7%	10.3%	9.4%	10.2%	8.1%	9.0%	8.3%	9.1%	8.7%	8.7%	8.8%	9.0%	8.4%	10.5%	6.2%	11.0%	6.5%	7.8%	6.9%	6.2%						
2		148	45	81	22	38	25	20	12	45	34	35	46	67	42	106	125	22	114	122	133	129	46	71	19	27	8	20	4	4						
		3.7%	4.7%	A	B	3.2%	4.8%	4.0%	3.8%	3.2%	2.4%	3.5%	4.9%	4.2%	4.4%	2.9%	3.9%	3.8%	3.6%	3.6%	4.4%	3.4%	3.6%	3.6%	3.											