

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 1

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Summary

Base: All respondents

	Professions											
	Lawyers	Doctors	Teachers	Bankers	Accountants	Nurses	Estate Agents	Builders	Politicians	Engineers	Civil servants	Journalists
Unweighted base	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
Weighted base	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
NET: Trust	717 35%	1655 80%	1413 69%	232 11%	602 29%	1695 82%	219 11%	395 19%	137 7%	1146 56%	524 25%	143 7%
Trust a great deal (+2)	144 7%	726 35%	436 21%	53 3%	112 5%	816 40%	25 1%	38 2%	25 1%	248 12%	80 4%	31 1%
Trust quite a lot (+1)	573 28%	929 45%	977 47%	179 9%	491 24%	879 43%	194 9%	356 17%	111 5%	897 44%	444 22%	112 5%
Neither trust nor don't trust (0)	689 33%	263 13%	464 23%	457 22%	810 39%	241 12%	739 36%	907 44%	413 20%	703 34%	912 44%	505 25%
Don't trust very much (-1)	415 20%	88 4%	101 5%	624 30%	393 19%	70 3%	672 33%	570 28%	665 32%	95 5%	373 18%	771 37%
Don't trust at all (-2)	194 9%	28 1%	36 2%	706 34%	182 9%	21 1%	387 19%	146 7%	814 39%	29 1%	178 9%	602 29%
NET: Don't trust	609 30%	116 6%	137 7%	1330 65%	575 28%	91 4%	1060 51%	716 35%	1478 72%	124 6%	551 27%	1373 67%
Don't know	45 2%	26 1%	46 2%	41 2%	73 4%	33 2%	42 2%	43 2%	32 2%	88 4%	72 4%	39 2%
Mean	0.03	1.10	0.83	-0.87	-0.02	1.18	-0.60	-0.21	-1.05	0.63	-0.06	-0.89
Standard deviation	1.08	0.88	0.88	1.07	1.02	0.85	0.94	0.88	0.97	0.82	0.96	0.95
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

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Table 2

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Lawyers

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	717	331	386	90	131	119	114	106	157	207	212	150	148	70	25	97	72	68	46	34	69	83	86	67	127	267
	35%	33%	37%	37%	40%	30%	33%	34%	36%	37%	36%	35%	31%	39%	27%	40%	39%	36%	29%	32%	36%	32%	33%	35%	40%	32%
Trust a great deal (+2)	144	74	70	24	43	25	18	14	19	35	37	36	35	18	6	19	16	10	15	6	19	15	9	11	29	62
	7%	7%	7%	10%	13%	6%	5%	5%	4%	6%	6%	8%	7%	10%	6%	8%	9%	5%	10%	6%	10%	6%	4%	6%	9%	7%
Trust quite a lot (+1)	573	257	316	66	88	94	96	91	138	172	175	114	112	53	19	77	56	59	30	28	50	68	77	55	97	205
	28%	25%	30%	27%	27%	24%	27%	29%	32%	31%	29%	26%	24%	29%	21%	32%	31%	31%	19%	26%	26%	26%	29%	29%	31%	24%
Neither trust nor don't trust (0)	689	318	371	86	108	151	115	97	132	176	200	164	149	57	37	72	59	63	61	42	51	88	89	70	92	306
	33%	32%	35%	35%	33%	39%	33%	31%	31%	32%	34%	38%	31%	32%	40%	30%	32%	33%	38%	39%	26%	34%	34%	37%	29%	36%
Don't trust very much (-1)	415	223	192	45	50	78	75	68	98	121	124	63	107	31	17	45	33	43	36	20	52	50	51	38	69	158
	20%	22%	18%	18%	15%	20%	22%	22%	23%	22%	21%	15%	23%	17%	18%	19%	18%	22%	22%	19%	27%	19%	19%	20%	22%	19%
Don't trust at all (-2)	194	124	70	18	31	33	33	35	45	45	46	46	57	17	11	18	16	13	16	12	15	34	30	12	22	96
	9%	12%	7%	7%	9%	8%	9%	11%	10%	8%	8%	11%	12%	10%	12%	7%	9%	7%	10%	11%	8%	13%	11%	6%	7%	11%
NET: Don't trust	609	347	262	63	81	111	109	103	142	166	171	109	164	48	28	63	48	56	52	32	67	84	81	50	92	254
	30%	34%	25%	26%	25%	28%	31%	33%	33%	30%	29%	25%	35%	27%	30%	26%	27%	29%	33%	30%	35%	32%	31%	26%	29%	30%
Don't know	45	13	32	8	10	10	13	3	1	7	14	10	13	3	3	10	3	3	1	-	6	5	9	1	4	13
	2%	1%	3%	3%	3%	3%	4%	1%	*	1%	2%	2%	3%	2%	3%	4%	2%	2%	1%	-	3%	2%	3%	1%	1%	2%
Mean	0.03	-0.07	0.12	0.14	0.20	*	-0.03	-0.06	-0.02	0.06	0.06	0.08	-0.08	0.12	-0.10	0.15	0.13	0.05	-0.05	-0.03	0.03	-0.08	-0.06	0.09	0.14	-0.03
Standard deviation	1.08	1.13	1.02	1.07	1.15	1.03	1.06	1.08	1.07	1.06	1.04	1.09	1.13	1.12	1.08	1.08	1.09	1.01	1.11	1.06	1.13	1.11	1.06	1.00	1.09	1.10
Standard error	0.02	0.04	0.03	0.08	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.09	0.11	0.07	0.08	0.07	0.09	0.10	0.09	0.07	0.06	0.07	0.06	0.04

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Table 3

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Doctors

Base: All respondents

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	1655	822	833	184	253	300	279	260	379	461	489	337	368	153	79	198	143	161	123	91	153	198	202	153	262	651
	80%	81%	79%	74%	77%	77%	80%	84%	87%	83%	82%	78%	78%	86%	85%	82%	79%	84%	77%	84%	79%	76%	76%	82%	84%	78%
Trust a great deal (+2)	726	386	340	97	125	126	118	117	143	191	223	149	162	70	36	81	74	60	53	48	57	89	88	70	127	296
	35%	38%	32%	39%	38%	32%	34%	38%	33%	34%	37%	35%	34%	39%	39%	33%	41%	32%	33%	44%	30%	34%	33%	37%	41%	35%
Trust quite a lot (+1)	929	436	493	87	129	173	161	143	236	270	266	187	206	83	43	117	69	100	71	44	96	109	114	83	135	356
	45%	43%	47%	35%	39%	44%	46%	46%	54%	49%	44%	43%	44%	46%	47%	48%	38%	53%	44%	40%	50%	42%	43%	44%	43%	42%
Neither trust nor don't trust (0)	263	123	140	40	52	58	46	30	37	59	81	59	64	15	9	30	27	17	20	18	25	42	38	23	36	124
	13%	12%	13%	16%	16%	15%	13%	10%	9%	11%	13%	14%	14%	8%	10%	12%	15%	9%	12%	16%	13%	16%	14%	12%	11%	15%
Don't trust very much (-1)	88	43	44	13	11	18	17	18	11	22	16	27	23	9	4	7	7	5	11	-	9	11	17	7	10	43
	4%	4%	4%	5%	3%	5%	5%	6%	3%	4%	3%	6%	5%	5%	4%	3%	4%	3%	7%	-	5%	4%	7%	4%	3%	5%
Don't trust at all (-2)	28	15	13	6	5	8	3	*	6	9	4	3	12	1	*	1	3	6	5	-	1	3	4	4	5	10
	1%	2%	1%	2%	2%	2%	1%	*	1%	2%	1%	1%	3%	*	*	*	1%	3%	3%	-	1%	1%	1%	2%	2%	1%
NET: Don't trust	116	59	57	19	16	26	20	18	17	31	21	30	35	10	4	8	10	11	17	-	10	14	21	11	15	53
	6%	6%	5%	8%	5%	7%	6%	6%	4%	6%	3%	7%	7%	5%	4%	3%	6%	6%	10%	-	5%	6%	8%	6%	5%	6%
Don't know	26	6	20	5	8	7	5	1	-	5	7	7	7	1	1	6	1	2	1	-	5	5	3	1	-	12
	1%	1%	2%	2%	3%	2%	1%	*	-	1%	1%	2%	1%	1%	1%	2%	1%	1%	*	-	2%	2%	1%	1%	-	1%
Mean	1.10	1.13	1.07	1.06	1.11	1.02	1.08	1.16	1.15	1.11	1.16	1.07	1.03	1.20	1.20	1.14	1.13	1.08	0.97	1.27	1.05	1.06	1.02	1.12	1.18	1.07
Standard deviation	0.88	0.89	0.86	0.99	0.91	0.93	0.87	0.84	0.78	0.86	0.82	0.90	0.95	0.83	0.81	0.79	0.92	0.89	1.02	0.73	0.83	0.90	0.94	0.90	0.88	0.91
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.08	0.05	0.07	0.06	0.08	0.07	0.06	0.06	0.05	0.06	0.05	0.03

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Table 4

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Teachers

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	1413	664	748	181	247	268	226	204	286	390	419	298	306	129	70	177	123	126	102	77	119	190	180	121	242	570
	69%	66%	71%	73%	75%	69%	65%	66%	66%	70%	70%	69%	65%	72%	75%	73%	68%	66%	64%	70%	62%	73%	68%	64%	77%	68%
Trust a great deal (+2)	436	217	219	68	97	94	64	49	63	121	138	93	83	35	21	56	43	34	29	35	36	66	46	34	101	172
	21%	21%	21%	28%	29%	24%	18%	16%	15%	22%	23%	22%	18%	20%	23%	24%	18%	18%	32%	19%	25%	17%	18%	32%	20%	
Trust quite a lot (+1)	977	448	529	112	150	174	162	155	223	268	281	204	223	93	49	121	80	91	74	42	83	124	134	87	141	398
	47%	44%	50%	45%	46%	44%	46%	50%	52%	48%	47%	47%	47%	52%	53%	50%	44%	48%	46%	38%	43%	48%	51%	46%	45%	47%
Neither trust nor don't trust (0)	464	253	212	41	55	89	92	81	107	121	122	101	119	34	16	49	42	43	40	28	49	53	64	46	53	200
	23%	25%	20%	17%	17%	23%	26%	26%	25%	22%	20%	23%	25%	19%	17%	20%	23%	22%	25%	26%	26%	21%	24%	25%	17%	24%
Don't trust very much (-1)	101	62	39	15	8	17	18	16	27	33	37	16	16	10	5	8	11	13	8	3	14	7	7	15	11	39
	5%	6%	4%	6%	2%	4%	5%	5%	6%	6%	6%	4%	3%	6%	5%	3%	6%	7%	5%	3%	7%	3%	2%	8%	4%	5%
Don't trust at all (-2)	36	15	21	5	8	8	6	4	6	5	8	9	13	2	2	-	4	3	7	-	3	4	7	4	5	18
	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	1%	2%	3%	1%	2%	-	2%	2%	4%	-	2%	2%	3%	2%	2%	2%
NET: Don't trust	137	77	60	20	16	25	24	19	33	38	45	25	29	12	7	8	15	16	15	3	17	12	14	19	16	57
	7%	8%	6%	8%	5%	6%	7%	6%	8%	7%	8%	6%	6%	7%	7%	3%	8%	9%	9%	3%	9%	4%	5%	10%	5%	7%
Don't know	46	16	30	6	11	9	8	5	7	7	11	9	19	4	1	8	1	6	3	1	7	5	7	2	2	14
	2%	2%	3%	2%	3%	2%	2%	2%	2%	1%	2%	2%	4%	2%	1%	3%	1%	3%	2%	1%	4%	2%	3%	1%	1%	2%
Mean	0.83	0.79	0.87	0.93	1.00	0.86	0.76	0.76	0.73	0.85	0.86	0.84	0.76	0.86	0.90	0.97	0.81	0.76	0.70	1.00	0.73	0.94	0.80	0.72	1.03	0.81
Standard deviation	0.88	0.90	0.86	0.94	0.90	0.91	0.87	0.83	0.84	0.87	0.89	0.88	0.89	0.84	0.88	0.76	0.95	0.90	0.97	0.84	0.92	0.86	0.86	0.92	0.89	0.89
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.07	0.06	0.08	0.08	0.07	0.06	0.05	0.07	0.05	0.03

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Table 5
Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?
Bankers
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	232	117	115	64	56	46	24	11	31	62	74	45	50	15	7	29	23	23	15	11	23	39	30	19	47	91
	11%	12%	11%	26%	17%	12%	7%	4%	7%	11%	12%	10%	11%	8%	7%	12%	13%	12%	9%	10%	12%	15%	11%	10%	15%	11%
Trust a great deal (+2)	53	26	27	17	21	9	4	1	2	11	11	21	10	7	*	4	3	7	7	2	6	9	4	5	12	25
	3%	3%	3%	7%	6%	2%	1%	*	*	2%	2%	5%	2%	4%	*	2%	2%	3%	4%	2%	3%	3%	1%	3%	4%	3%
Trust quite a lot (+1)	179	91	88	47	35	38	20	11	29	51	64	24	40	8	6	24	21	16	8	9	17	30	26	14	35	66
	9%	9%	8%	19%	11%	10%	6%	3%	7%	9%	11%	6%	9%	4%	7%	10%	11%	8%	5%	8%	9%	11%	10%	8%	11%	8%
Neither trust nor don't trust (0)	457	191	266	48	91	88	63	74	93	109	129	102	117	27	32	56	46	41	37	24	51	57	59	29	70	174
	22%	19%	25%	20%	28%	22%	18%	24%	21%	20%	22%	24%	25%	15%	18%	23%	25%	21%	23%	22%	26%	22%	22%	15%	22%	21%
Don't trust very much (-1)	624	314	310	81	90	111	104	84	154	168	208	124	123	63	28	72	52	51	50	34	58	64	75	77	89	259
	30%	31%	30%	33%	27%	28%	30%	27%	36%	30%	35%	29%	26%	35%	30%	30%	28%	27%	31%	31%	30%	25%	28%	41%	28%	31%
Don't trust at all (-2)	706	374	332	46	83	137	152	136	152	209	176	152	169	71	25	80	58	72	56	41	55	92	93	62	105	301
	34%	37%	32%	19%	25%	35%	43%	44%	35%	38%	29%	35%	36%	40%	27%	33%	32%	38%	35%	38%	28%	35%	35%	33%	33%	36%
NET: Don't trust	1330	688	642	127	173	248	255	220	307	378	383	277	293	134	54	152	110	123	106	75	113	156	168	139	194	560
	65%	68%	61%	51%	52%	63%	73%	71%	71%	68%	64%	64%	62%	75%	58%	63%	60%	65%	66%	69%	58%	60%	64%	74%	62%	67%
Don't know	41	14	27	8	10	9	8	3	2	7	11	9	14	3	1	6	2	4	2	-	7	8	7	1	3	14
	2%	1%	3%	3%	3%	2%	2%	1%	1%	1%	2%	2%	3%	2%	1%	3%	1%	2%	1%	-	4%	3%	3%	1%	1%	2%
Mean	-0.87	-0.92	-0.81	-0.39	-0.56	-0.86	-1.11	-1.12	-0.99	-0.94	-0.81	-0.86	-0.87	-1.05	-0.78	-0.84	-0.79	-0.89	-0.89	-0.95	-0.75	-0.80	-0.89	-0.95	-0.77	-0.90
Standard deviation	1.07	1.08	1.06	1.20	1.18	1.08	0.98	0.92	0.94	1.06	1.04	1.12	1.08	1.04	0.95	1.06	1.07	1.12	1.08	1.04	1.07	1.16	1.06	1.01	1.15	1.08
Standard error	0.02	0.04	0.03	0.08	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.08	0.10	0.07	0.08	0.08	0.09	0.10	0.08	0.08	0.06	0.07	0.07	0.04

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Table 6

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Accountants

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	602	291	311	82	105	101	80	94	139	183	189	125	105	42	29	78	64	44	45	31	54	72	80	65	91	255
	29%	29%	30%	33%	32%	26%	23%	30%	32%	33%	32%	29%	22%	24%	31%	32%	35%	23%	28%	28%	28%	28%	30%	35%	29%	30%
Trust a great deal (+2)	112	49	62	22	28	24	10	10	17	33	27	30	22	11	2	13	16	4	13	5	10	14	10	13	23	54
	5%	5%	6%	9%	8%	6%	3%	3%	4%	6%	4%	7%	5%	6%	3%	6%	9%	2%	8%	4%	5%	5%	4%	7%	7%	6%
Trust quite a lot (+1)	491	242	249	61	77	77	70	83	122	150	162	95	83	31	26	64	48	39	32	26	44	59	69	52	68	201
	24%	24%	24%	25%	23%	20%	20%	27%	28%	27%	27%	22%	18%	17%	28%	27%	26%	21%	20%	24%	23%	23%	26%	28%	22%	24%
Neither trust nor don't trust (0)	810	382	427	80	129	169	144	121	166	205	237	175	193	68	43	101	73	80	63	43	86	95	99	59	120	322
	39%	38%	41%	32%	39%	43%	41%	39%	38%	37%	40%	41%	41%	38%	46%	42%	40%	42%	39%	40%	45%	37%	37%	32%	38%	38%
Don't trust very much (-1)	393	199	194	50	47	87	63	58	87	120	116	71	85	44	12	38	27	40	35	18	32	54	44	51	65	154
	19%	20%	18%	20%	14%	22%	18%	19%	20%	22%	19%	17%	18%	25%	12%	15%	15%	21%	22%	17%	17%	21%	16%	27%	21%	18%
Don't trust at all (-2)	182	111	71	18	31	22	48	31	32	32	40	46	64	22	9	14	14	17	12	16	12	24	31	11	28	87
	9%	11%	7%	7%	9%	6%	14%	10%	8%	6%	7%	11%	13%	12%	10%	6%	8%	9%	7%	15%	6%	9%	12%	6%	9%	10%
NET: Don't trust	575	310	265	68	78	109	111	89	119	153	156	117	149	66	21	52	41	57	47	34	44	77	75	61	93	240
	28%	31%	25%	28%	24%	28%	32%	29%	28%	27%	26%	27%	31%	37%	22%	21%	22%	30%	29%	31%	23%	30%	28%	33%	30%	29%
Don't know	73	26	47	16	17	12	14	5	8	15	16	15	27	3	1	12	4	10	5	1	9	15	11	2	10	22
	4%	3%	4%	7%	5%	3%	4%	2%	2%	3%	3%	3%	6%	2%	1%	5%	2%	5%	3%	1%	5%	6%	4%	1%	3%	3%
Mean	-0.02	-0.08	0.04	0.08	0.08	-0.01	-0.20	-0.05	0.01	0.06	0.03	-0.02	-0.19	-0.20	0.02	0.11	0.14	-0.14	-0.01	-0.14	0.04	-0.06	-0.06	0.03	-0.02	-0.02
Standard deviation	1.02	1.05	0.99	1.08	1.07	0.96	1.02	1.01	0.98	0.99	0.97	1.06	1.05	1.07	0.96	0.96	1.04	0.95	1.04	1.08	0.95	1.03	1.05	1.03	1.06	1.06
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.08	0.07	0.09	0.11	0.07	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 7

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Nurses

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	1695	829	866	184	255	321	297	265	373	466	488	362	378	157	82	188	141	166	127	88	165	209	213	158	265	676
	82%	82%	82%	75%	77%	82%	85%	86%	86%	84%	82%	84%	80%	88%	88%	78%	78%	87%	80%	80%	86%	81%	80%	84%	85%	80%
Trust a great deal (+2)	816	443	373	85	136	159	156	123	157	215	235	175	190	67	44	90	71	82	63	49	72	93	102	82	150	354
	40%	44%	36%	34%	41%	41%	45%	40%	36%	39%	39%	41%	40%	38%	47%	37%	39%	43%	39%	45%	37%	36%	39%	44%	48%	42%
Trust quite a lot (+1)	879	386	493	99	119	162	141	142	215	251	253	187	188	89	39	98	70	84	64	39	94	116	110	76	115	321
	43%	38%	47%	40%	36%	41%	40%	46%	50%	45%	42%	43%	40%	50%	41%	41%	39%	44%	40%	36%	49%	45%	42%	41%	37%	38%
Neither trust nor don't trust (0)	241	117	123	40	45	47	37	28	44	62	75	43	61	20	9	34	29	11	24	14	15	34	31	20	29	110
	12%	12%	12%	16%	14%	12%	11%	9%	10%	11%	13%	10%	13%	11%	10%	14%	16%	6%	15%	13%	8%	13%	12%	10%	9%	13%
Don't trust very much (-1)	70	40	30	13	9	13	7	14	15	20	20	16	14	-	1	11	7	5	5	3	8	7	15	9	10	30
	3%	4%	3%	5%	3%	3%	2%	5%	3%	4%	3%	4%	3%	-	1%	5%	4%	3%	3%	2%	4%	3%	6%	5%	3%	4%
Don't trust at all (-2)	21	13	8	4	9	2	3	1	2	3	7	5	7	1	-	2	3	4	3	5	-	2	2	-	6	9
	1%	1%	1%	2%	3%	*	1%	*	*	*	1%	1%	1%	*	-	1%	1%	2%	2%	5%	-	1%	1%	-	2%	1%
NET: Don't trust	91	53	39	17	18	15	10	15	16	22	27	21	21	1	1	13	10	9	8	8	8	9	17	9	17	39
	4%	5%	4%	7%	5%	4%	3%	5%	4%	4%	4%	5%	4%	*	1%	5%	6%	4%	5%	7%	4%	3%	6%	5%	5%	5%
Don't know	33	11	22	6	12	9	6	1	-	6	8	6	13	2	1	6	1	5	1	-	5	7	3	1	2	15
	2%	1%	2%	2%	4%	2%	2%	*	-	1%	1%	1%	3%	1%	1%	3%	1%	3%	1%	-	2%	3%	1%	1%	1%	2%
Mean	1.18	1.21	1.16	1.03	1.14	1.21	1.28	1.21	1.18	1.19	1.17	1.20	1.17	1.26	1.35	1.12	1.11	1.27	1.14	1.14	1.22	1.16	1.13	1.24	1.26	1.19
Standard deviation	0.85	0.89	0.81	0.95	0.96	0.82	0.81	0.81	0.77	0.81	0.86	0.85	0.88	0.68	0.70	0.88	0.92	0.85	0.90	1.03	0.76	0.82	0.90	0.82	0.91	0.88
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.05	0.07	0.06	0.07	0.06	0.07	0.10	0.06	0.05	0.05	0.06	0.05	0.03

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 8

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Estate Agents

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	219	101	118	44	53	48	23	22	29	46	81	37	55	19	6	35	20	20	10	24	31	23	12	44	80	
	11%	10%	11%	18%	16%	12%	7%	7%	7%	8%	14%	9%	12%	11%	6%	14%	11%	11%	9%	12%	12%	9%	6%	14%	10%	
Trust a great deal (+2)	25	13	12	5	12	5	1	1	2	10	7	2	6	1	-	4	1	2	3	-	7	3	3	2	10	9
	1%	1%	1%	2%	4%	1%	*	*	*	2%	1%	*	1%	1%	-	1%	1%	1%	2%	-	3%	1%	1%	1%	3%	1%
Trust quite a lot (+1)	194	89	106	40	41	43	23	21	27	36	74	35	49	18	6	31	19	18	17	10	17	28	20	10	34	71
	9%	9%	10%	16%	12%	11%	6%	7%	6%	6%	12%	8%	10%	10%	6%	13%	10%	9%	11%	9%	9%	11%	8%	6%	11%	8%
Neither trust nor don't trust (0)	739	322	417	92	136	140	115	102	154	182	203	176	177	74	35	87	84	70	36	56	80	98	69	97	310	
	36%	32%	40%	37%	41%	36%	33%	33%	36%	33%	34%	41%	37%	41%	38%	36%	46%	37%	33%	29%	31%	37%	36%	31%	37%	
Don't trust very much (-1)	672	343	329	64	90	119	119	116	165	210	187	130	146	55	40	88	45	66	57	36	63	78	76	69	115	262
	33%	34%	31%	26%	27%	30%	34%	37%	38%	38%	31%	30%	31%	31%	43%	36%	25%	35%	36%	33%	32%	30%	29%	37%	37%	31%
Don't trust at all (-2)	387	228	160	38	39	77	84	65	83	109	117	81	81	30	11	27	30	28	29	28	46	64	59	36	54	177
	19%	23%	15%	15%	12%	20%	24%	21%	19%	20%	20%	19%	17%	17%	12%	11%	16%	15%	18%	25%	24%	25%	22%	19%	17%	21%
NET: Don't trust	1060	571	489	102	129	196	203	181	247	319	303	211	227	85	51	115	75	94	86	64	108	142	136	105	168	438
	51%	57%	47%	41%	39%	50%	58%	59%	57%	57%	51%	49%	48%	47%	54%	47%	41%	50%	54%	58%	56%	55%	51%	56%	54%	52%
Don't know	42	15	27	9	11	7	9	4	2	9	10	9	15	2	1	6	3	6	3	-	5	6	8	3	4	11
	2%	1%	3%	3%	3%	2%	3%	1%	*	2%	2%	2%	3%	1%	1%	2%	2%	3%	2%	-	3%	2%	3%	1%	1%	1%
Mean	-0.60	-0.69	-0.51	-0.38	-0.33	-0.58	-0.77	-0.73	-0.70	-0.68	-0.56	-0.60	-0.54	-0.53	-0.61	-0.44	-0.46	-0.54	-0.59	-0.75	-0.66	-0.68	-0.66	-0.69	-0.54	-0.63
Standard deviation	0.94	0.96	0.92	1.01	0.98	0.97	0.90	0.89	0.86	0.93	0.99	0.90	0.95	0.91	0.79	0.91	0.92	0.91	0.98	0.94	1.05	1.01	0.95	0.88	1.01	0.95
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.08	0.06	0.07	0.06	0.08	0.09	0.08	0.07	0.06	0.06	0.06	0.03

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 9

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Builders

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	395	191	204	58	80	84	54	49	70	99	126	81	89	23	18	47	37	37	33	19	34	72	44	31	65	158
	19%	19%	19%	23%	24%	21%	15%	16%	16%	18%	21%	19%	19%	13%	19%	19%	20%	19%	21%	18%	17%	28%	17%	17%	21%	19%
Trust a great deal (+2)	38	20	19	4	18	7	4	1	3	12	7	9	11	1	2	4	2	6	2	2	6	6	4	3	10	17
	2%	2%	2%	2%	5%	2%	1%	*	1%	2%	1%	2%	2%	1%	2%	2%	1%	3%	1%	2%	3%	2%	2%	2%	3%	2%
Trust quite a lot (+1)	356	171	185	53	62	76	50	48	67	87	119	72	78	22	16	43	34	32	31	17	28	65	40	28	54	142
	17%	17%	18%	21%	19%	19%	14%	16%	15%	16%	20%	17%	16%	12%	17%	18%	19%	17%	19%	16%	14%	25%	15%	15%	17%	17%
Neither trust nor don't trust (0)	907	438	469	111	140	165	154	139	198	243	252	198	214	80	40	110	83	86	59	44	93	100	124	88	134	383
	44%	43%	45%	45%	42%	42%	44%	45%	46%	44%	42%	46%	45%	45%	43%	45%	46%	45%	37%	40%	48%	39%	47%	47%	43%	46%
Don't trust very much (-1)	570	290	280	56	74	103	107	92	139	163	166	117	124	58	23	70	49	50	55	35	49	48	71	62	88	220
	28%	29%	27%	23%	22%	26%	30%	30%	32%	29%	28%	27%	26%	33%	25%	29%	27%	26%	34%	32%	26%	19%	27%	33%	28%	26%
Don't trust at all (-2)	146	77	69	15	25	30	27	26	22	41	41	29	34	12	9	9	10	14	11	11	12	31	19	6	23	63
	7%	8%	7%	6%	8%	8%	8%	8%	5%	7%	7%	7%	7%	7%	9%	4%	6%	7%	7%	10%	6%	12%	7%	3%	7%	7%
NET: Don't trust	716	367	349	71	99	133	134	118	161	204	208	146	158	71	32	79	59	64	66	46	62	79	91	68	110	283
	35%	36%	33%	29%	30%	34%	38%	38%	37%	37%	35%	34%	33%	40%	34%	33%	33%	33%	41%	42%	32%	31%	34%	36%	35%	34%
Don't know	43	14	29	8	11	9	9	2	4	11	12	7	12	5	3	6	2	4	3	-	5	8	6	1	5	15
	2%	1%	3%	3%	3%	2%	3%	1%	1%	2%	2%	2%	3%	3%	3%	2%	1%	2%	2%	-	2%	3%	2%	1%	2%	2%
Mean	-0.21	-0.23	-0.19	-0.10	-0.08	-0.19	-0.30	-0.30	-0.26	-0.25	-0.20	-0.20	-0.20	-0.34	-0.23	-0.16	-0.17	-0.19	-0.26	-0.33	-0.18	-0.13	-0.24	-0.21	-0.19	-0.21
Standard deviation	0.88	0.89	0.87	0.88	0.98	0.91	0.86	0.85	0.81	0.89	0.88	0.87	0.89	0.81	0.93	0.83	0.85	0.91	0.90	0.94	0.87	1.01	0.86	0.80	0.92	0.88
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.10	0.05	0.07	0.06	0.07	0.09	0.07	0.07	0.05	0.06	0.05	0.03

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 10

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Politicians

Base: All respondents

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	137	68	68	30	43	21	15	9	18	48	40	23	26	7	1	18	12	11	4	20	22	21	9	26	54	
	7%	7%	7%	12%	13%	5%	4%	3%	4%	9%	7%	5%	6%	4%	1%	8%	7%	6%	7%	3%	10%	8%	8%	5%	8%	6%
Trust a great deal (+2)	25	17	8	7	12	5	1	1	1	8	8	4	5	*	-	2	1	2	3	-	4	7	4	2	5	14
	1%	2%	1%	3%	4%	1%	*	*	*	2%	1%	1%	1%	*	-	1%	1%	1%	2%	-	2%	3%	2%	1%	2%	2%
Trust quite a lot (+1)	111	51	60	23	31	17	14	8	18	40	32	19	21	6	1	16	11	10	8	4	16	14	17	8	21	40
	5%	5%	6%	9%	9%	4%	4%	3%	4%	7%	5%	4%	4%	3%	1%	7%	6%	5%	5%	3%	8%	6%	6%	4%	7%	5%
Neither trust nor don't trust (0)	413	202	211	52	86	94	51	54	76	104	132	89	88	27	21	59	44	36	32	19	35	61	48	30	63	179
	20%	20%	20%	21%	26%	24%	14%	17%	18%	19%	22%	21%	19%	15%	23%	25%	24%	19%	20%	18%	18%	23%	18%	16%	20%	21%
Don't trust very much (-1)	665	309	355	97	95	104	123	96	149	182	203	142	137	65	36	71	44	65	45	41	52	70	91	84	103	268
	32%	31%	34%	39%	29%	27%	35%	31%	34%	33%	34%	33%	29%	37%	38%	29%	24%	34%	28%	37%	27%	27%	34%	45%	33%	32%
Don't trust at all (-2)	814	420	393	62	96	164	156	150	186	215	215	171	212	78	34	88	79	74	70	45	78	101	101	63	119	329
	39%	42%	37%	25%	29%	42%	45%	48%	43%	39%	36%	40%	45%	44%	37%	36%	44%	39%	44%	42%	41%	39%	38%	34%	38%	39%
NET: Don't trust	1478	730	749	159	191	268	280	246	335	397	418	313	350	144	70	159	124	139	115	86	131	171	193	147	222	597
	72%	72%	71%	64%	58%	69%	80%	80%	77%	71%	70%	72%	74%	80%	75%	66%	68%	73%	72%	79%	68%	66%	73%	78%	71%	71%
Don't know	32	9	23	7	10	8	5	-	3	7	8	7	10	2	2	5	1	4	2	-	7	6	3	1	2	10
	2%	1%	2%	3%	3%	2%	1%	-	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	-	4%	2%	1%	1%	1%	1%
Mean	-1.05	-1.06	-1.04	-0.76	-0.72	-1.06	-1.22	-1.25	-1.17	-1.01	-0.99	-1.08	-1.14	-1.21	-1.12	-0.96	-1.05	-1.07	-1.09	-1.17	-0.99	-0.96	-1.03	-1.07	-1.00	-1.04
Standard deviation	0.97	0.99	0.94	1.03	1.10	0.98	0.86	0.86	0.87	1.00	0.96	0.93	0.96	0.84	0.79	0.99	1.00	0.94	1.01	0.84	1.08	1.06	0.99	0.86	1.00	0.98
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.08	0.06	0.08	0.07	0.08	0.08	0.08	0.07	0.06	0.06	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 11

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Engineers

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	1146	615	531	120	171	206	190	186	272	350	348	232	215	95	53	138	96	102	90	58	107	139	145	123	181	458
	56%	61%	51%	49%	52%	53%	54%	60%	63%	63%	58%	54%	45%	53%	57%	57%	53%	54%	56%	53%	56%	54%	55%	65%	58%	55%
Trust a great deal (+2)	248	143	105	26	48	51	29	37	57	78	70	57	43	9	8	25	22	24	20	20	27	32	30	32	43	104
	12%	14%	10%	11%	15%	13%	8%	12%	13%	14%	12%	13%	9%	5%	9%	10%	12%	12%	12%	19%	14%	12%	11%	17%	14%	12%
Trust quite a lot (+1)	897	471	426	95	123	155	162	148	215	272	278	175	172	87	44	113	74	78	71	37	81	107	115	91	139	354
	44%	47%	41%	38%	37%	40%	46%	48%	50%	49%	47%	41%	36%	48%	48%	47%	41%	41%	44%	34%	42%	41%	44%	48%	44%	42%
Neither trust nor don't trust (0)	703	318	384	73	115	152	119	106	139	165	193	154	190	71	31	78	70	61	49	41	71	89	95	47	104	297
	34%	32%	37%	29%	35%	39%	34%	34%	32%	30%	32%	36%	40%	40%	34%	32%	39%	32%	31%	37%	37%	34%	36%	25%	33%	35%
Don't trust very much (-1)	95	31	63	31	21	14	14	7	9	25	23	17	30	8	4	13	8	13	7	6	7	9	12	8	12	41
	5%	3%	6%	13%	6%	3%	4%	2%	2%	4%	4%	4%	6%	4%	5%	5%	4%	7%	5%	6%	3%	3%	5%	4%	4%	5%
Don't trust at all (-2)	29	18	11	10	10	4	4	2	*	3	8	6	12	*	1	1	2	4	5	3	3	5	1	4	8	14
	1%	2%	1%	4%	3%	1%	1%	1%	*	1%	1%	1%	2%	*	1%	*	1%	2%	3%	3%	1%	2%	*	2%	2%	2%
NET: Don't trust	124	49	75	41	31	17	17	9	9	28	31	23	41	8	5	14	10	16	12	10	10	14	13	12	19	55
	6%	5%	7%	17%	9%	4%	5%	3%	2%	5%	5%	5%	9%	5%	6%	6%	6%	8%	7%	9%	5%	5%	5%	6%	6%	7%
Don't know	88	28	60	13	13	16	23	9	13	13	25	23	27	5	4	12	5	12	9	1	5	17	12	6	9	30
	4%	3%	6%	5%	4%	4%	7%	3%	3%	2%	4%	5%	6%	3%	4%	5%	3%	6%	5%	1%	3%	7%	4%	3%	3%	4%
Mean	0.63	0.70	0.56	0.41	0.57	0.63	0.61	0.71	0.76	0.73	0.66	0.64	0.46	0.55	0.61	0.65	0.60	0.59	0.62	0.60	0.65	0.63	0.64	0.77	0.65	0.61
Standard deviation	0.82	0.82	0.81	0.99	0.93	0.80	0.75	0.74	0.71	0.78	0.80	0.83	0.86	0.67	0.78	0.77	0.82	0.88	0.89	0.97	0.82	0.84	0.76	0.86	0.86	0.84
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.05	0.08	0.05	0.06	0.06	0.07	0.10	0.06	0.06	0.05	0.06	0.05	0.03

Which? Professional Trust Survey

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Absolutes/col percents

Table 12

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Civil servants

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	524	248	276	77	125	106	58	77	80	152	170	103	99	44	19	74	56	54	37	31	54	63	61	32	111	202
	25%	25%	26%	31%	38%	27%	17%	25%	19%	27%	28%	24%	21%	24%	21%	30%	31%	28%	23%	28%	28%	24%	23%	17%	35%	24%
Trust a great deal (+2)	80	38	42	17	27	22	6	3	5	29	22	15	15	4	1	11	7	5	10	7	14	11	7	3	24	36
	4%	4%	4%	7%	8%	6%	2%	1%	1%	5%	4%	3%	3%	2%	1%	4%	4%	3%	7%	7%	7%	4%	3%	2%	8%	4%
Trust quite a lot (+1)	444	210	234	61	98	85	53	74	75	124	147	89	84	40	18	63	50	48	26	23	40	52	54	29	86	166
	22%	21%	22%	25%	30%	22%	15%	24%	17%	22%	25%	21%	18%	22%	20%	26%	27%	25%	16%	21%	21%	20%	21%	15%	28%	20%
Neither trust nor don't trust (0)	912	416	496	107	141	184	163	135	183	254	252	212	195	76	53	112	72	75	63	45	92	122	119	84	137	393
	44%	41%	47%	43%	43%	47%	47%	44%	42%	46%	42%	49%	41%	43%	57%	46%	40%	39%	39%	42%	48%	47%	45%	45%	44%	47%
Don't trust very much (-1)	373	211	161	29	31	57	79	59	118	96	101	64	111	41	8	32	25	40	41	21	27	37	51	51	40	136
	18%	21%	15%	12%	9%	15%	23%	19%	27%	17%	17%	15%	23%	23%	8%	13%	14%	21%	26%	19%	14%	14%	19%	27%	13%	16%
Don't trust at all (-2)	178	110	69	15	20	25	38	31	48	40	52	34	52	15	11	12	25	16	14	12	15	23	25	11	19	81
	9%	11%	7%	6%	6%	7%	11%	10%	11%	7%	9%	8%	11%	8%	11%	5%	14%	8%	9%	11%	8%	9%	10%	6%	6%	10%
NET: Don't trust	551	321	230	44	51	82	117	91	166	136	154	98	163	55	18	44	50	56	55	33	42	59	76	63	59	217
	27%	32%	22%	18%	15%	21%	33%	29%	38%	24%	26%	23%	34%	31%	20%	18%	27%	29%	35%	30%	22%	23%	29%	33%	19%	26%
Don't know	72	24	48	19	13	19	12	7	3	14	22	19	17	4	3	13	4	6	5	1	5	15	8	9	7	28
	4%	2%	5%	8%	4%	5%	3%	2%	1%	3%	4%	4%	4%	2%	3%	5%	2%	3%	3%	1%	2%	6%	3%	5%	2%	3%
Mean	-0.06	-0.15	0.02	0.16	0.26	0.05	-0.27	-0.14	-0.30	0.01	-0.03	-0.03	-0.22	-0.13	-0.09	0.12	-0.07	-0.07	-0.15	-0.06	0.05	-0.03	-0.13	-0.22	0.18	-0.07
Standard deviation	0.96	1.00	0.91	0.97	0.97	0.94	0.91	0.94	0.93	0.96	0.98	0.92	0.98	0.93	0.90	0.89	1.06	0.97	1.03	1.06	0.99	0.96	0.95	0.85	0.97	0.97
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.09	0.06	0.08	0.07	0.08	0.10	0.08	0.06	0.06	0.06	0.06	0.04

Which? Professional Trust Survey

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Absolutes/col percents

Table 13

Q.1 To what extent do you trust or not trust each of the following professions to act in your best interest?

Journalists

Base: All respondents

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Trust	143	82	61	25	42	36	19	7	14	39	42	28	34	8	5	21	9	18	4	6	14	35	15	9	29	58
	7%	8%	6%	10%	13%	9%	5%	2%	3%	7%	7%	6%	7%	5%	5%	9%	5%	9%	3%	6%	7%	13%	6%	5%	9%	7%
Trust a great deal (+2)	31	19	11	6	10	9	2	2	2	7	9	9	6	2	1	4	1	3	1	-	6	7	3	3	8	14
	1%	2%	1%	2%	3%	2%	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	*	2%	1%	-	3%	3%	1%	1%	3%	2%
Trust quite a lot (+1)	112	63	49	20	32	27	17	5	12	31	34	19	28	6	4	17	8	14	3	6	8	27	12	7	21	44
	5%	6%	5%	8%	10%	7%	5%	2%	3%	6%	6%	4%	6%	3%	4%	7%	4%	8%	2%	6%	4%	11%	4%	4%	7%	5%
Neither trust nor don't trust (0)	505	243	262	59	97	91	66	76	116	129	156	102	118	34	25	73	50	39	38	22	43	78	55	48	70	202
	25%	24%	25%	24%	29%	23%	19%	24%	27%	23%	26%	24%	25%	19%	27%	30%	28%	20%	24%	20%	22%	30%	21%	26%	22%	24%
Don't trust very much (-1)	771	381	390	92	97	139	132	133	178	214	220	175	162	75	40	88	60	68	58	40	74	80	107	80	113	305
	37%	38%	37%	37%	30%	35%	38%	43%	41%	38%	37%	41%	34%	42%	43%	36%	33%	36%	36%	37%	38%	31%	41%	43%	36%	36%
Don't trust at all (-2)	602	289	314	61	84	116	127	90	124	169	168	118	147	59	21	53	60	64	57	41	57	59	83	48	101	257
	29%	29%	30%	25%	25%	30%	36%	29%	29%	30%	28%	27%	31%	33%	23%	22%	33%	33%	36%	37%	30%	23%	31%	26%	32%	31%
NET: Don't trust	1373	670	703	153	181	255	259	223	302	382	388	294	309	134	61	141	120	132	115	81	131	139	190	128	213	562
	67%	66%	67%	62%	55%	65%	74%	72%	70%	69%	65%	68%	65%	75%	66%	58%	66%	69%	72%	74%	68%	54%	72%	68%	68%	67%
Don't know	39	15	24	9	10	9	6	4	1	6	11	9	13	3	2	7	3	2	3	-	6	7	5	2	2	17
	2%	1%	2%	4%	3%	2%	2%	1%	*	1%	2%	2%	3%	2%	2%	3%	2%	1%	2%	-	3%	3%	2%	1%	1%	2%
Mean	-0.89	-0.86	-0.92	-0.77	-0.67	-0.85	-1.06	-0.99	-0.95	-0.92	-0.86	-0.88	-0.90	-1.04	-0.84	-0.72	-0.95	-0.93	-1.06	-1.06	-0.90	-0.62	-0.99	-0.89	-0.89	-0.91
Standard deviation	0.95	0.97	0.92	1.00	1.06	1.01	0.90	0.82	0.84	0.94	0.95	0.94	0.96	0.88	0.88	0.94	0.91	1.00	0.87	0.90	0.99	1.05	0.90	0.88	1.02	0.96
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.09	0.06	0.07	0.07	0.07	0.09	0.08	0.07	0.05	0.06	0.06	0.03

Which? Professional Trust Survey

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Absolutes/col percents

Table 14

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Summary

Base: All respondents

	Professions											
	Lawyers	Doctors	Teachers	Bankers	Accountants	Nurses	Estate Agents	Builders	Politicians	Engineers	Civil servants	Journalists
Unweighted base	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
Weighted base	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
Properly trained and qualified	1430 69%	1669 81%	1433 70%	422 21%	1221 59%	1601 78%	260 13%	450 22%	145 7%	1395 68%	440 21%	269 13%
Act ethically	415 20%	1017 49%	687 33%	126 6%	310 15%	1010 49%	146 7%	152 7%	134 7%	407 20%	356 17%	120 6%
Act in the best interest of consumers	432 21%	805 39%	599 29%	176 9%	461 22%	880 43%	292 14%	312 15%	187 9%	550 27%	354 17%	182 9%
Well regulated	615 30%	863 42%	663 32%	214 10%	531 26%	708 34%	242 12%	285 14%	100 5%	605 29%	380 18%	121 6%
None of these	319 15%	132 6%	263 13%	1297 63%	417 20%	151 7%	1298 63%	1145 56%	1583 77%	270 13%	960 47%	1464 71%

Which? Professional Trust Survey

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Absolutes/col percents

Table 15

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Lawyers

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	1430	676	754	152	207	267	252	223	329	421	418	286	305	135	65	151	122	133	125	76	130	162	195	136	232	548
	69%	67%	72%	62%	63%	68%	72%	72%	76%	76%	70%	66%	64%	75%	70%	62%	67%	70%	78%	70%	67%	62%	74%	72%	74%	65%
Well regulated	615	313	303	58	84	105	113	102	153	190	185	112	128	61	32	61	61	54	58	38	55	63	74	60	95	225
	30%	31%	29%	23%	25%	27%	32%	33%	35%	34%	31%	26%	27%	34%	34%	25%	33%	28%	36%	35%	28%	24%	28%	32%	30%	27%
Act in the best interest of consumers	432	215	217	58	80	76	73	59	86	112	112	92	115	43	20	63	35	42	39	20	33	53	41	43	60	177
	21%	21%	21%	23%	24%	19%	21%	19%	20%	20%	19%	21%	24%	24%	22%	26%	19%	22%	25%	19%	17%	20%	15%	23%	19%	21%
Act ethically	415	205	209	45	61	80	65	70	93	120	126	88	81	45	16	65	36	34	30	25	24	52	60	29	68	172
	20%	20%	20%	18%	19%	20%	19%	23%	22%	22%	21%	20%	17%	25%	17%	27%	20%	18%	19%	23%	12%	20%	23%	15%	22%	21%
None of these	319	175	144	57	55	62	50	48	47	64	95	72	87	29	15	40	27	30	17	18	36	40	40	25	39	147
	15%	17%	14%	23%	17%	16%	14%	15%	11%	11%	16%	17%	18%	16%	16%	17%	15%	16%	11%	17%	19%	15%	15%	13%	12%	18%

Which? Professional Trust Survey

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Absolutes/col percents

Table 16

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Doctors

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	1669	808	861	178	249	304	290	275	374	469	495	339	366	153	80	189	151	151	133	89	151	197	219	157	253	662
	81%	80%	82%	72%	75%	78%	83%	89%	87%	84%	83%	78%	77%	86%	86%	78%	83%	79%	83%	82%	78%	76%	83%	84%	81%	79%
Act ethically	1017	531	485	99	151	200	172	168	227	305	305	194	212	91	47	135	80	93	83	63	87	111	135	90	174	400
	49%	53%	46%	40%	46%	51%	49%	54%	52%	55%	51%	45%	45%	51%	51%	56%	44%	49%	52%	58%	45%	43%	51%	48%	55%	48%
Well regulated	863	438	425	99	127	150	149	136	201	270	264	147	182	86	39	92	77	83	70	53	71	99	107	85	153	320
	42%	43%	40%	40%	39%	38%	42%	44%	47%	49%	44%	34%	38%	48%	42%	38%	42%	44%	43%	48%	37%	38%	41%	45%	49%	38%
Act in the best interest of consumers	805	426	380	112	121	134	134	123	182	236	248	149	173	73	38	92	69	79	71	46	57	93	103	84	126	311
	39%	42%	36%	45%	37%	34%	38%	40%	42%	42%	42%	34%	36%	41%	41%	38%	38%	41%	44%	42%	30%	36%	39%	45%	40%	37%
None of these	132	64	69	32	27	33	19	9	11	27	35	37	34	11	5	13	10	10	12	3	20	19	19	10	11	73
	6%	6%	7%	13%	8%	9%	6%	3%	3%	5%	6%	9%	7%	6%	5%	5%	6%	5%	7%	3%	10%	7%	7%	6%	3%	9%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 17

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Teachers

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	1433	664	769	161	224	271	241	237	299	393	432	301	308	136	69	169	127	140	119	74	115	154	197	132	234	564
	70%	66%	73%	65%	68%	69%	69%	77%	69%	71%	72%	69%	65%	76%	74%	70%	70%	73%	74%	68%	59%	59%	75%	70%	75%	67%
Act ethically	687	343	343	89	120	133	100	106	138	215	183	130	159	62	39	80	56	60	57	36	58	93	86	59	117	282
	33%	34%	33%	36%	37%	34%	29%	34%	32%	39%	31%	30%	34%	34%	42%	33%	31%	32%	35%	33%	30%	36%	33%	31%	37%	34%
Well regulated	663	307	356	86	105	122	108	115	129	203	183	124	154	70	25	87	62	66	53	47	45	75	83	51	119	258
	32%	30%	34%	35%	32%	31%	31%	37%	30%	36%	31%	29%	32%	39%	27%	36%	34%	34%	33%	43%	23%	29%	31%	27%	38%	31%
Act in the best interest of consumers	599	298	301	86	117	103	103	87	103	190	175	119	115	52	26	75	52	50	52	38	44	75	78	56	106	251
	29%	29%	29%	35%	35%	26%	29%	28%	24%	34%	29%	27%	24%	29%	28%	31%	29%	26%	32%	35%	23%	29%	30%	30%	34%	30%
None of these	263	155	107	43	33	49	47	29	61	72	79	48	63	23	6	23	21	19	21	10	41	41	32	26	22	125
	13%	15%	10%	18%	10%	13%	13%	10%	14%	13%	13%	11%	13%	13%	7%	9%	11%	10%	13%	9%	21%	16%	12%	14%	7%	15%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 18

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Bankers

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	422 21%	201 20%	221 21%	72 29%	80 24%	79 20%	65 19%	50 16%	77 18%	102 18%	124 21%	87 20%	109 23%	40 23%	24 25%	50 20%	39 21%	32 17%	34 21%	14 13%	35 18%	63 24%	51 19%	41 22%	67 21%	176 21%
Well regulated	214 10%	90 9%	124 12%	41 16%	44 13%	34 9%	38 11%	34 11%	23 5%	67 12%	71 12%	36 8%	40 8%	19 11%	9 10%	23 10%	23 13%	23 12%	23 14%	16 15%	10 5%	26 10%	27 10%	15 8%	36 12%	96 11%
Act in the best interest of consumers	176 9%	89 9%	88 8%	45 18%	38 11%	33 8%	23 7%	16 5%	22 5%	30 5%	60 10%	39 9%	48 10%	16 9%	5 6%	24 10%	19 10%	16 8%	6 4%	11 10%	22 11%	25 10%	20 7%	14 7%	25 8%	69 8%
Act ethically	126 6%	63 6%	63 6%	27 11%	40 12%	30 8%	15 4%	5 1%	10 2%	25 5%	31 5%	37 8%	34 7%	8 4%	5 5%	18 8%	11 6%	9 5%	11 7%	10 9%	9 5%	20 8%	14 5%	12 6%	18 6%	59 7%
None of these	1297 63%	656 65%	641 61%	119 48%	167 51%	246 63%	234 67%	218 70%	313 72%	376 68%	365 61%	276 64%	281 59%	119 66%	55 60%	143 59%	105 58%	126 66%	103 65%	75 68%	120 62%	148 57%	177 67%	127 67%	194 62%	522 62%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 19

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Accountants

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	1221	592	629	136	180	218	209	200	278	362	366	236	256	116	55	140	99	111	106	68	106	137	154	129	201	489
	59%	59%	60%	55%	55%	56%	60%	65%	64%	65%	61%	55%	54%	65%	60%	58%	54%	58%	66%	62%	55%	53%	58%	68%	64%	58%
Well regulated	531	249	281	50	83	101	81	85	131	165	173	96	96	52	30	56	47	47	50	36	35	59	71	48	85	203
	26%	25%	27%	20%	25%	26%	23%	28%	30%	30%	29%	22%	20%	29%	33%	23%	26%	25%	31%	33%	18%	23%	27%	26%	27%	24%
Act in the best interest of consumers	461	256	205	50	64	75	73	76	123	122	136	105	98	36	21	54	49	46	40	28	38	44	59	47	45	187
	22%	25%	20%	20%	19%	19%	21%	25%	28%	22%	23%	24%	21%	20%	23%	22%	27%	24%	25%	26%	20%	17%	22%	25%	14%	22%
Act ethically	310	167	143	39	59	59	41	49	63	88	97	55	69	28	9	44	34	25	24	19	17	47	40	22	43	138
	15%	16%	14%	16%	18%	15%	12%	16%	15%	16%	16%	13%	15%	16%	10%	18%	18%	13%	15%	17%	9%	18%	15%	12%	14%	16%
None of these	417	220	197	62	63	94	81	53	63	102	105	96	114	39	16	41	36	42	28	20	46	56	63	30	53	197
	20%	22%	19%	25%	19%	24%	23%	17%	15%	18%	18%	22%	24%	22%	18%	17%	20%	22%	17%	19%	24%	22%	24%	16%	17%	23%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 20

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Nurses

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	1601	766	835	161	233	295	292	266	354	437	466	338	360	145	78	178	141	148	129	88	152	179	212	151	257	626
	78%	76%	79%	65%	71%	75%	83%	86%	82%	79%	78%	78%	76%	81%	84%	74%	77%	77%	81%	81%	79%	69%	80%	81%	82%	75%
Act ethically	1010	525	485	116	165	195	177	152	206	299	298	193	219	102	45	125	77	92	89	57	84	117	132	90	165	419
	49%	52%	46%	47%	50%	50%	50%	49%	47%	54%	50%	45%	46%	57%	48%	52%	43%	48%	56%	53%	43%	45%	50%	48%	53%	50%
Act in the best interest of consumers	880	467	413	108	142	152	158	123	196	258	260	178	184	84	33	100	66	83	78	53	80	110	112	81	146	366
	43%	46%	39%	44%	43%	39%	45%	40%	45%	46%	44%	41%	39%	47%	36%	41%	36%	43%	49%	48%	41%	42%	42%	43%	47%	44%
Well regulated	708	341	367	67	119	132	119	112	160	205	215	136	152	68	29	82	61	70	64	48	58	74	91	63	128	274
	34%	34%	35%	27%	36%	34%	34%	36%	37%	37%	36%	32%	32%	38%	31%	34%	34%	37%	40%	44%	30%	29%	35%	33%	41%	33%
None of these	151	66	85	40	28	31	15	12	25	31	53	27	39	11	5	17	11	11	7	4	22	25	24	13	16	72
	7%	7%	8%	16%	9%	8%	4%	4%	6%	6%	9%	6%	8%	6%	6%	7%	6%	6%	4%	4%	12%	10%	9%	7%	5%	9%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 21
Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?
Estate Agents
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Act in the best interest of consumers	292 14%	138 14%	154 15%	42 17%	64 19%	59 15%	48 14%	31 10%	48 11%	56 10%	92 15%	69 16%	75 16%	27 15%	12 13%	47 20%	36 20%	30 16%	17 10%	14 13%	26 13%	37 14%	26 10%	21 11%	46 15%	111 13%
Properly trained and qualified	260 13%	127 13%	133 13%	48 19%	56 17%	49 13%	41 12%	36 12%	30 7%	53 10%	82 14%	60 14%	65 14%	43 24%	14 15%	26 11%	30 16%	21 11%	21 13%	8 7%	17 9%	28 11%	29 11%	24 13%	51 16%	102 12%
Well regulated	242 12%	102 10%	140 13%	31 12%	48 15%	47 12%	37 11%	39 13%	40 9%	69 12%	64 11%	50 12%	58 12%	17 9%	8 8%	26 11%	25 14%	25 13%	16 10%	15 13%	17 9%	28 11%	36 14%	29 15%	41 13%	98 12%
Act ethically	146 7%	62 6%	84 8%	29 12%	31 9%	33 8%	19 5%	10 3%	23 5%	32 6%	38 6%	33 8%	43 9%	13 7%	5 5%	18 8%	15 8%	10 5%	12 7%	8 7%	6 3%	26 10%	18 7%	15 8%	16 5%	65 8%
None of these	1298 63%	668 66%	630 60%	132 53%	159 48%	231 59%	235 67%	217 70%	324 75%	398 72%	376 63%	257 59%	267 56%	104 58%	59 64%	143 59%	98 54%	122 64%	107 67%	69 63%	128 66%	159 62%	183 69%	126 67%	189 60%	531 63%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 22

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Builders

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	450 22%	217 21%	233 22%	71 29%	89 27%	96 25%	78 22%	58 19%	59 14%	99 18%	122 20%	103 24%	126 26%	41 23%	24 25%	49 20%	50 27%	43 23%	30 19%	22 20%	43 22%	60 23%	54 21%	33 18%	94 30%	168 20%
Act in the best interest of consumers	312 15%	155 15%	156 15%	47 19%	72 22%	54 14%	44 13%	38 12%	56 13%	63 11%	92 15%	76 18%	81 17%	32 18%	12 13%	48 20%	31 17%	31 16%	19 12%	21 19%	22 11%	40 15%	38 14%	18 10%	41 13%	128 15%
Well regulated	285 14%	126 13%	159 15%	33 13%	41 12%	49 13%	61 17%	59 19%	43 10%	73 13%	81 14%	64 15%	68 14%	22 12%	11 12%	25 10%	28 15%	28 15%	20 13%	14 13%	23 12%	39 15%	39 15%	35 19%	45 14%	114 14%
Act ethically	152 7%	70 7%	82 8%	26 10%	35 11%	37 9%	22 6%	16 5%	17 4%	32 6%	41 7%	38 9%	41 9%	16 9%	4 4%	22 9%	12 6%	12 7%	16 10%	13 12%	6 3%	27 10%	17 7%	7 4%	14 4%	80 9%
None of these	1145 56%	572 57%	573 55%	113 46%	137 42%	212 54%	197 56%	186 60%	299 69%	347 62%	352 59%	217 50%	229 48%	97 54%	53 57%	126 52%	84 46%	101 53%	95 60%	63 58%	116 60%	132 51%	159 60%	118 63%	164 52%	471 56%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 23

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Politicians

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Act in the best interest of consumers	187 9%	96 9%	91 9%	44 18%	49 15%	34 9%	22 6%	15 5%	23 5%	47 8%	71 12%	30 7%	39 8%	19 11%	8 8%	20 8%	18 10%	16 9%	13 8%	8 8%	23 12%	24 9%	25 10%	12 6%	25 8%	79 9%
Properly trained and qualified	145 7%	67 7%	78 7%	32 13%	48 15%	23 6%	26 7%	12 4%	4 1%	32 6%	49 8%	21 5%	42 9%	12 7%	8 9%	14 6%	14 7%	15 8%	8 5%	7 7%	12 6%	29 11%	13 5%	12 7%	29 9%	61 7%
Act ethically	134 7%	64 6%	70 7%	24 10%	34 10%	32 8%	16 5%	8 3%	21 5%	29 5%	38 6%	36 8%	32 7%	7 4%	3 3%	23 9%	13 7%	12 7%	10 6%	8 7%	9 5%	25 10%	16 6%	8 4%	23 7%	56 7%
Well regulated	100 5%	50 5%	50 5%	25 10%	19 6%	18 5%	18 5%	7 2%	13 3%	39 7%	25 4%	20 5%	16 3%	7 4%	5 5%	4 2%	5 3%	10 5%	8 5%	11 10%	4 2%	20 8%	15 6%	13 7%	16 5%	37 4%
None of these	1583 77%	782 77%	802 76%	153 62%	201 61%	292 75%	289 82%	274 89%	375 87%	437 79%	447 75%	335 77%	364 77%	146 81%	72 77%	188 78%	137 75%	146 76%	130 81%	79 72%	147 76%	176 68%	210 79%	154 82%	234 75%	646 77%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 24

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Engineers

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	1395 68%	716 71%	679 65%	137 56%	203 62%	256 65%	247 71%	220 71%	332 77%	406 73%	413 69%	284 66%	293 62%	130 73%	62 67%	155 64%	121 66%	115 60%	119 74%	83 76%	120 62%	161 62%	186 70%	143 76%	216 69%	555 66%
Well regulated	605 29%	313 31%	293 28%	51 21%	78 24%	119 30%	115 33%	111 36%	131 30%	176 32%	190 32%	107 25%	133 28%	42 23%	28 30%	61 25%	49 27%	57 30%	56 35%	48 44%	54 28%	63 24%	86 33%	63 33%	106 34%	228 27%
Act in the best interest of consumers	550 27%	298 29%	252 24%	70 28%	81 24%	114 29%	84 24%	81 26%	121 28%	147 26%	164 27%	112 26%	128 27%	49 28%	26 28%	67 28%	49 27%	53 28%	50 31%	24 22%	46 24%	69 27%	65 24%	51 27%	73 23%	241 29%
Act ethically	407 20%	236 23%	171 16%	42 17%	81 25%	89 23%	56 16%	61 20%	79 18%	131 24%	119 20%	74 17%	84 18%	36 20%	19 20%	53 22%	32 18%	38 20%	36 22%	31 29%	32 17%	57 22%	42 16%	30 16%	49 16%	182 22%
None of these	270 13%	113 11%	157 15%	60 24%	46 14%	51 13%	45 13%	31 10%	37 9%	58 10%	83 14%	63 15%	66 14%	26 14%	8 8%	27 11%	20 11%	34 18%	16 10%	8 7%	36 19%	41 16%	36 14%	19 10%	31 10%	124 15%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 25

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Civil servants

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	440 21%	217 21%	224 21%	70 29%	89 27%	83 21%	73 21%	60 19%	64 15%	116 21%	135 23%	87 20%	103 22%	38 21%	22 23%	55 23%	48 26%	45 23%	36 23%	21 19%	34 18%	58 23%	52 20%	31 17%	97 31%	167 20%
Well regulated	380 18%	182 18%	199 19%	52 21%	49 15%	55 14%	69 20%	77 25%	77 18%	121 22%	130 22%	62 14%	68 14%	39 22%	16 17%	39 16%	34 19%	33 17%	33 21%	23 21%	35 18%	32 12%	59 22%	37 20%	65 21%	151 18%
Act ethically	356 17%	199 20%	157 15%	52 21%	82 25%	81 21%	43 12%	48 15%	50 12%	106 19%	99 16%	86 20%	66 14%	19 11%	16 18%	57 23%	44 24%	25 13%	25 16%	18 16%	25 13%	56 22%	47 18%	25 13%	56 18%	168 20%
Act in the best interest of consumers	354 17%	152 15%	202 19%	73 30%	78 24%	73 19%	41 12%	39 13%	48 11%	85 15%	108 18%	87 20%	73 15%	33 18%	16 17%	40 17%	38 21%	37 20%	26 16%	17 16%	39 20%	41 16%	40 15%	26 14%	70 22%	133 16%
None of these	960 47%	483 48%	477 45%	89 36%	112 34%	180 46%	176 50%	150 48%	253 58%	264 48%	271 45%	197 45%	229 48%	88 49%	41 45%	100 41%	71 39%	85 45%	80 50%	55 51%	95 49%	113 44%	128 49%	104 55%	120 38%	397 47%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 26

Q.2 Which of the following words or phrases, if any, do you associate with the professions listed below?

Journalists

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Properly trained and qualified	269 13%	133 13%	136 13%	48 20%	65 20%	59 15%	37 10%	28 9%	32 7%	71 13%	89 15%	42 10%	67 14%	22 12%	10 11%	24 10%	25 14%	24 12%	19 10%	11 10%	29 15%	44 17%	37 14%	23 12%	50 16%	103 12%
Act in the best interest of consumers	182 9%	94 9%	88 8%	31 12%	40 12%	33 9%	26 7%	22 7%	30 7%	37 7%	56 9%	36 8%	52 11%	14 8%	5 5%	33 13%	19 11%	19 10%	8 5%	11 10%	21 11%	25 10%	15 6%	13 7%	24 8%	74 9%
Well regulated	121 6%	56 6%	64 6%	13 5%	23 7%	31 8%	19 5%	15 5%	21 5%	26 5%	31 5%	25 6%	39 8%	8 5%	5 5%	14 6%	11 6%	13 7%	7 5%	9 8%	7 4%	21 8%	14 5%	13 7%	19 6%	42 5%
Act ethically	120 6%	55 5%	65 6%	26 11%	41 12%	26 7%	13 4%	4 1%	11 3%	30 5%	27 5%	30 7%	33 7%	11 6%	4 4%	15 6%	13 7%	8 4%	2 2%	6 6%	6 3%	33 13%	13 5%	8 4%	20 6%	49 6%
None of these	1464 71%	723 72%	741 71%	151 61%	182 55%	264 67%	265 76%	251 81%	350 81%	422 76%	417 70%	315 73%	310 65%	134 75%	72 78%	171 71%	120 66%	131 69%	125 78%	78 71%	134 69%	160 62%	198 75%	140 75%	218 70%	600 71%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 27

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Summary**Base: All respondents**

	Professions											
	Lawyers	Doctors	Teachers	Bankers	Accountants	Nurses	Estate Agents	Builders	Politicians	Engineers	Civil servants	Journalists
Unweighted base	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
Weighted base	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
NET: Likely	1314 64%	1600 78%	1516 74%	588 29%	1061 52%	1636 79%	606 29%	749 36%	535 26%	1293 63%	902 44%	571 28%
Very likely (4)	622 30%	1035 50%	841 41%	254 12%	414 20%	1033 50%	199 10%	255 12%	214 10%	544 26%	323 16%	204 10%
Fairly likely (3)	692 34%	565 27%	676 33%	334 16%	648 31%	603 29%	407 20%	494 24%	321 16%	749 36%	579 28%	367 18%
Fairly unlikely (2)	365 18%	202 10%	241 12%	575 28%	511 25%	182 9%	654 32%	603 29%	476 23%	365 18%	533 26%	642 31%
Very unlikely (1)	224 11%	125 6%	160 8%	720 35%	259 13%	95 5%	557 27%	491 24%	851 41%	150 7%	388 19%	644 31%
NET: Unlikely	588 29%	326 16%	401 19%	1295 63%	770 37%	277 13%	1211 59%	1094 53%	1327 64%	515 25%	921 45%	1286 62%
Don't know	158 8%	133 6%	143 7%	177 9%	228 11%	147 7%	243 12%	217 11%	198 10%	252 12%	237 12%	203 10%
Mean	2.90	3.30	3.15	2.06	2.66	3.35	2.14	2.28	1.95	2.93	2.46	2.07
Standard deviation	0.99	0.90	0.94	1.05	0.98	0.85	0.97	1.01	1.04	0.91	1.01	0.99
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 28

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Lawyers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1314	635	679	152	209	250	218	191	294	381	396	244	293	120	64	156	113	115	99	65	126	173	171	111	213	524	
	64%	63%	65%	61%	64%	64%	62%	62%	68%	69%	66%	56%	62%	67%	69%	64%	62%	61%	62%	60%	65%	67%	65%	59%	68%	62%	
Very likely	(4)	622	272	350	75	101	117	111	98	121	184	121	148	60	32	76	57	52	42	33	62	77	79	52	120	242	
		30%	27%	33%	30%	31%	30%	32%	32%	28%	31%	31%	28%	34%	34%	31%	32%	27%	26%	30%	32%	30%	30%	28%	38%	29%	
Fairly likely	(3)	692	363	329	77	109	133	107	93	173	212	212	123	145	60	32	80	56	64	57	32	64	92	59	93	282	
		34%	36%	31%	31%	33%	34%	31%	30%	40%	38%	35%	29%	31%	34%	34%	33%	31%	34%	36%	30%	33%	37%	35%	31%	30%	34%
Fairly unlikely	(2)	365	183	181	41	67	70	61	49	76	85	103	89	88	35	11	32	35	38	29	26	36	38	46	37	61	142
		18%	18%	17%	16%	20%	18%	18%	16%	18%	15%	17%	20%	19%	20%	12%	13%	20%	20%	18%	24%	19%	17%	20%	19%	17%	
Very unlikely	(1)	224	130	94	20	27	38	43	48	48	57	54	62	51	12	11	36	20	23	19	8	13	27	31	26	27	101
		11%	13%	9%	8%	8%	10%	12%	16%	11%	10%	9%	14%	11%	7%	11%	15%	11%	12%	12%	7%	7%	10%	12%	14%	9%	12%
NET: Unlikely		588	313	275	60	93	108	104	98	125	142	157	139	47	22	68	56	61	47	35	49	65	77	63	88	243	
		29%	31%	26%	24%	28%	28%	30%	32%	29%	25%	26%	35%	29%	26%	24%	28%	31%	32%	30%	32%	25%	29%	34%	28%	29%	
Don't know		158	61	96	35	27	33	28	21	14	33	45	38	42	12	7	19	13	14	13	9	18	22	17	14	73	
		8%	6%	9%	14%	8%	8%	8%	7%	3%	6%	7%	9%	9%	7%	8%	8%	7%	7%	8%	8%	8%	8%	6%	7%	4%	9%
Mean		2.90	2.82	2.98	2.98	2.94	2.92	2.89	2.83	2.88	2.95	2.95	2.77	2.90	3.01	2.99	2.88	2.89	2.82	2.84	2.90	3.00	2.94	2.89	2.79	3.02	2.87
Standard deviation		0.99	1.00	0.98	0.96	0.95	0.97	1.03	1.07	0.96	0.96	0.95	1.01	1.01	0.92	1.01	1.05	1.01	1.00	0.99	0.96	0.93	0.97	0.99	1.03	0.98	1.01
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.11	0.07	0.08	0.07	0.08	0.10	0.07	0.06	0.08	0.06	0.04	

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 29

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Doctors

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1600	769	832	176	258	298	264	251	352	446	466	321	368	144	71	197	138	149	124	80	155	197	198	147	253	643	
	78%	76%	79%	71%	78%	76%	75%	81%	81%	80%	78%	74%	78%	80%	77%	81%	76%	78%	78%	74%	80%	76%	75%	78%	81%	77%	
Very likely	(4)	1035	494	541	132	167	195	170	166	206	282	300	207	246	94	46	131	98	95	72	54	100	113	142	90	180	399
		50%	49%	51%	53%	51%	50%	49%	54%	48%	51%	50%	48%	52%	53%	49%	54%	54%	50%	45%	49%	52%	44%	54%	48%	57%	48%
Fairly likely	(3)	565	274	291	45	92	103	94	86	146	164	167	113	122	49	26	65	41	54	52	27	55	84	56	56	74	244
		27%	27%	28%	18%	28%	26%	27%	28%	34%	29%	28%	26%	26%	28%	28%	27%	22%	28%	33%	25%	28%	32%	21%	30%	24%	29%
Fairly unlikely	(2)	202	108	93	28	23	40	40	26	45	53	61	40	48	20	9	15	25	23	14	9	16	23	30	18	30	69
		10%	11%	9%	11%	7%	10%	12%	8%	10%	10%	10%	9%	10%	11%	10%	6%	13%	12%	9%	8%	8%	9%	11%	10%	10%	8%
Very unlikely	(1)	125	79	45	17	22	22	21	16	26	28	34	39	23	8	8	13	8	9	8	13	7	21	21	10	20	63
		6%	8%	4%	7%	7%	6%	6%	5%	6%	5%	6%	9%	5%	4%	9%	5%	4%	5%	5%	11%	4%	8%	8%	5%	6%	8%
NET: Unlikely		326	187	139	45	46	62	62	42	70	81	94	79	71	27	17	28	32	32	22	21	23	45	51	28	50	132
		16%	19%	13%	18%	14%	16%	18%	14%	16%	15%	16%	18%	15%	15%	18%	12%	18%	17%	13%	20%	12%	17%	19%	15%	16%	16%
Don't know		133	53	80	26	26	31	24	16	26	30	37	33	34	8	5	17	11	9	14	7	16	17	15	14	10	64
		6%	5%	8%	11%	8%	8%	7%	5%	2%	5%	6%	8%	7%	4%	5%	7%	6%	5%	9%	7%	8%	7%	6%	7%	3%	8%
Mean		3.30	3.24	3.37	3.31	3.32	3.31	3.27	3.37	3.26	3.33	3.31	3.22	3.34	3.35	3.23	3.40	3.34	3.29	3.29	3.19	3.40	3.19	3.28	3.30	3.36	3.26
Standard deviation		0.90	0.95	0.84	0.97	0.90	0.90	0.92	0.86	0.88	0.86	0.89	0.98	0.88	0.86	0.97	0.85	0.89	0.88	0.85	1.04	0.81	0.94	0.98	0.87	0.91	0.93
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.07	0.10	0.05	0.07	0.06	0.07	0.11	0.06	0.06	0.06	0.05	0.03	

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 30

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Teachers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1516	705	812	177	251	285	258	241	303	414	439	309	354	137	71	199	132	139	107	84	138	182	191	137	246	615	
	74%	70%	77%	72%	76%	73%	74%	78%	70%	74%	74%	71%	75%	77%	76%	82%	73%	73%	67%	77%	71%	70%	72%	73%	79%	73%	
Very likely	(4)	841	370	471	120	153	169	152	122	125	212	238	179	212	76	35	123	76	82	55	44	81	97	101	69	156	341
		41%	37%	45%	48%	46%	43%	43%	40%	29%	38%	40%	41%	45%	43%	38%	51%	42%	43%	34%	40%	42%	37%	38%	37%	50%	41%
Fairly likely	(3)	676	334	341	57	99	116	106	119	178	202	201	130	143	61	36	76	56	57	52	40	57	85	89	68	91	274
		33%	33%	32%	23%	30%	30%	30%	39%	41%	36%	34%	30%	30%	34%	39%	31%	31%	30%	32%	37%	29%	33%	34%	36%	29%	33%
Fairly unlikely	(2)	241	140	101	25	31	52	41	26	67	73	73	47	49	21	5	19	23	29	26	8	28	29	38	15	35	87
		12%	14%	10%	10%	9%	13%	12%	8%	16%	13%	12%	11%	10%	12%	6%	8%	13%	15%	16%	7%	15%	11%	14%	8%	11%	10%
Very unlikely	(1)	160	104	56	17	24	25	20	23	51	35	51	44	30	10	9	8	15	11	16	9	12	25	21	23	21	70
		8%	10%	5%	7%	7%	6%	6%	7%	12%	6%	8%	10%	6%	5%	10%	3%	9%	6%	10%	9%	6%	10%	8%	12%	7%	8%
NET: Unlikely		401	243	157	41	55	77	61	49	118	108	123	91	79	30	14	27	38	40	43	17	40	54	59	38	56	157
		19%	24%	15%	17%	17%	20%	17%	16%	27%	19%	21%	21%	17%	17%	15%	11%	21%	21%	27%	15%	21%	21%	22%	20%	18%	19%
Don't know		143	61	81	29	23	29	31	19	11	34	35	33	41	11	8	17	11	12	11	8	15	23	15	12	11	68
		7%	6%	8%	12%	7%	7%	9%	6%	3%	6%	6%	8%	9%	6%	8%	7%	6%	6%	7%	7%	8%	9%	6%	7%	4%	8%
Mean		3.15	3.02	3.27	3.28	3.24	3.19	3.22	3.17	2.90	3.13	3.11	3.24	3.22	3.14	3.39	3.13	3.17	2.97	3.18	3.16	3.07	3.09	3.05	3.26	3.15	
Standard deviation		0.94	0.99	0.87	0.94	0.92	0.92	0.90	0.89	0.97	0.89	0.95	1.00	0.91	0.88	0.94	0.79	0.97	0.92	0.99	0.93	0.93	0.98	0.94	1.00	0.92	0.95
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.04	0.07	0.10	0.05	0.08	0.07	0.08	0.09	0.07	0.06	0.07	0.06	0.04	

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 31

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Bankers

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	588	265	323	89	142	116	95	62	84	151	174	108	155	47	26	72	54	51	51	34	48	100	65	40	89	275	
	29%	26%	31%	36%	43%	30%	27%	20%	19%	27%	29%	25%	33%	26%	28%	30%	30%	27%	32%	31%	25%	39%	25%	21%	28%	33%	
Very likely	(4)	254	111	142	51	61	46	51	24	21	54	74	49	77	23	15	28	22	18	17	18	46	29	19	53	112	
		12%	11%	14%	21%	19%	12%	15%	8%	5%	10%	12%	11%	16%	13%	16%	12%	12%	10%	11%	16%	9%	18%	11%	10%	17%	13%
Fairly likely	(3)	334	154	180	39	81	69	44	38	63	97	100	60	78	24	11	44	32	32	33	16	30	55	36	21	37	163
		16%	15%	17%	16%	25%	18%	12%	12%	15%	17%	17%	14%	17%	14%	12%	18%	18%	17%	21%	15%	15%	21%	13%	11%	12%	19%
Fairly unlikely	(2)	575	280	296	73	79	96	89	92	146	155	167	115	139	50	21	63	54	60	39	25	63	56	83	61	87	213
		28%	28%	28%	30%	24%	24%	25%	30%	34%	28%	28%	27%	29%	28%	22%	26%	30%	32%	24%	23%	32%	22%	31%	32%	28%	25%
Very unlikely	(1)	720	399	321	47	82	140	139	134	177	210	202	169	139	72	40	86	56	69	57	41	57	80	91	72	121	278
		35%	40%	31%	19%	25%	36%	40%	43%	41%	38%	34%	39%	29%	40%	42%	36%	31%	36%	36%	37%	29%	31%	34%	39%	39%	33%
NET: Unlikely		1295	679	616	121	161	236	228	226	324	365	368	284	278	123	60	149	110	129	96	66	119	136	174	133	208	491
		63%	67%	59%	49%	49%	60%	65%	73%	75%	66%	62%	66%	59%	69%	65%	62%	61%	68%	60%	60%	62%	53%	66%	71%	66%	58%
Don't know		177	66	112	37	26	40	28	21	25	41	55	41	40	9	7	21	17	11	13	9	26	23	26	15	17	74
		9%	6%	11%	15%	8%	10%	8%	7%	6%	7%	9%	9%	8%	5%	7%	9%	10%	6%	8%	8%	13%	9%	10%	8%	5%	9%
Mean		2.06	1.98	2.15	2.44	2.40	2.06	2.02	1.83	1.82	1.99	2.08	1.97	2.22	1.99	2.02	2.07	2.13	2.00	2.07	2.11	2.05	2.28	2.01	1.92	2.07	2.14
Standard deviation		1.05	1.03	1.06	1.09	1.09	1.06	1.10	0.95	0.87	1.01	1.05	1.04	1.08	1.05	1.14	1.05	1.03	0.99	1.04	1.14	0.98	1.13	1.01	0.99	1.11	1.07
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.08	0.12	0.07	0.08	0.07	0.09	0.12	0.08	0.08	0.06	0.07	0.07	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 32

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Accountants

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1061	520	542	114	180	199	175	163	231	315	319	199	228	98	39	134	89	91	79	57	101	142	138	92	165	446	
	52%	51%	52%	46%	55%	51%	50%	53%	53%	57%	53%	46%	48%	55%	42%	55%	49%	48%	49%	52%	53%	55%	52%	49%	53%	53%	
Very likely	(4)	414	189	225	52	75	69	78	66	73	120	119	72	103	44	15	45	37	34	29	25	41	55	56	35	76	183
		20%	19%	21%	21%	23%	18%	22%	21%	17%	22%	20%	17%	22%	24%	16%	19%	20%	18%	18%	23%	21%	21%	21%	18%	24%	22%
Fairly likely	(3)	648	331	317	62	105	130	97	97	157	195	200	127	126	54	25	89	52	57	50	32	60	87	83	57	89	263
		31%	33%	30%	25%	32%	33%	28%	31%	36%	35%	33%	29%	27%	30%	27%	37%	29%	30%	31%	29%	31%	34%	31%	31%	28%	31%
Fairly unlikely	(2)	511	248	263	70	75	100	83	71	112	130	140	110	130	41	25	47	49	59	49	21	47	51	74	50	76	196
		25%	25%	25%	28%	23%	26%	24%	23%	26%	23%	24%	26%	27%	23%	27%	20%	27%	31%	30%	19%	24%	20%	28%	26%	24%	23%
Very unlikely	(1)	259	152	108	21	36	45	49	44	65	63	70	66	60	22	18	34	25	26	13	15	19	36	23	29	43	99
		13%	15%	10%	8%	11%	11%	14%	14%	15%	11%	12%	15%	13%	12%	19%	14%	14%	14%	8%	14%	10%	14%	9%	15%	14%	12%
NET: Unlikely		770	400	371	91	111	145	133	115	177	193	211	177	190	63	43	81	75	85	61	36	65	87	97	79	119	295
		37%	40%	35%	37%	34%	37%	38%	37%	41%	35%	35%	41%	40%	35%	46%	33%	41%	45%	38%	33%	34%	33%	37%	42%	38%	35%
Don't know		228	90	138	42	39	47	43	32	25	48	68	57	55	18	11	27	18	15	20	17	26	30	29	17	30	99
		11%	9%	13%	17%	12%	12%	12%	10%	6%	9%	11%	13%	12%	10%	12%	11%	10%	8%	12%	15%	14%	12%	11%	9%	9%	12%
Mean		2.66	2.61	2.72	2.71	2.76	2.66	2.67	2.59	2.73	2.69	2.55	2.65	2.74	2.44	2.68	2.62	2.56	2.68	2.73	2.74	2.70	2.73	2.57	2.70	2.71	
Standard deviation		0.98	0.99	0.96	0.96	0.97	0.94	1.03	1.01	0.96	0.96	0.99	1.00	1.01	1.03	0.98	1.00	0.96	0.90	1.04	0.95	1.01	0.93	1.00	1.03	0.98	
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.06	0.08	0.07	0.08	0.11	0.08	0.07	0.06	0.08	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 33

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Nurses

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1636	780	856	176	255	313	281	258	353	454	462	336	383	151	73	203	145	145	125	86	157	191	207	152	267	644	
	79%	77%	81%	71%	77%	80%	80%	83%	82%	82%	77%	78%	81%	85%	78%	84%	80%	76%	78%	79%	81%	74%	78%	81%	85%	77%	
Very likely	(4)	1033	490	543	130	166	195	191	160	191	275	288	228	241	111	47	114	94	98	75	54	96	113	132	98	187	410
		50%	49%	52%	53%	50%	50%	55%	52%	44%	49%	48%	53%	51%	62%	50%	47%	52%	51%	47%	50%	50%	44%	50%	52%	60%	49%
Fairly likely	(3)	603	290	313	46	89	118	90	98	163	179	174	107	142	40	26	88	51	47	50	32	61	78	75	54	80	234
		29%	29%	30%	19%	27%	30%	26%	32%	38%	32%	29%	25%	30%	22%	28%	37%	28%	25%	31%	29%	32%	30%	28%	29%	26%	28%
Fairly unlikely	(2)	182	105	77	28	33	36	24	18	42	48	64	33	37	12	6	15	20	22	19	7	13	25	29	13	23	77
		9%	10%	7%	11%	10%	9%	7%	6%	10%	9%	11%	8%	8%	7%	7%	6%	11%	11%	12%	7%	7%	10%	11%	7%	7%	9%
Very unlikely	(1)	95	58	37	12	16	15	17	12	23	22	33	24	15	7	8	7	7	7	3	6	6	23	12	10	16	44
		5%	6%	4%	5%	5%	4%	5%	4%	5%	4%	6%	6%	3%	4%	9%	3%	4%	4%	2%	5%	3%	9%	4%	5%	5%	5%
NET: Unlikely		277	163	114	40	49	51	41	30	65	70	97	57	52	19	14	22	27	29	22	13	19	48	41	23	39	121
		13%	16%	11%	16%	15%	13%	12%	10%	15%	13%	16%	13%	11%	10%	15%	9%	15%	15%	14%	12%	10%	19%	16%	12%	12%	14%
Don't know		147	66	81	31	26	27	28	21	14	32	38	39	38	9	6	17	10	17	13	10	17	20	16	13	7	74
		7%	7%	8%	13%	8%	7%	8%	7%	3%	6%	6%	9%	8%	5%	6%	7%	5%	9%	8%	9%	9%	8%	6%	7%	2%	9%
Mean		3.35	3.29	3.40	3.36	3.33	3.35	3.41	3.41	3.24	3.35	3.28	3.37	3.40	3.50	3.28	3.38	3.36	3.36	3.34	3.36	3.41	3.18	3.32	3.37	3.43	3.32
Standard deviation		0.85	0.89	0.79	0.91	0.87	0.82	0.84	0.78	0.85	0.81	0.89	0.88	0.79	0.79	0.95	0.75	0.84	0.85	0.78	0.86	0.77	0.97	0.86	0.86	0.84	0.88
Standard error		0.02	0.03	0.02	0.07	0.05	0.04	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.06	0.10	0.05	0.07	0.06	0.07	0.09	0.06	0.07	0.05	0.06	0.05	0.03

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 34

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Estate Agents

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	606	275	331	102	128	120	107	74	75	147	189	120	150	59	29	80	54	61	31	35	48	86	74	50	123	259	
	29%	27%	32%	41%	39%	31%	31%	24%	17%	26%	32%	28%	32%	33%	31%	33%	29%	32%	19%	32%	25%	33%	28%	26%	39%	31%	
Very likely	(4)	199	92	107	33	51	38	41	23	14	42	59	45	54	16	8	23	22	19	13	8	12	32	30	16	51	81
		10%	9%	10%	13%	15%	10%	12%	7%	3%	7%	10%	10%	11%	9%	9%	9%	12%	10%	8%	7%	6%	12%	11%	9%	16%	10%
Fairly likely	(3)	407	183	224	69	77	82	67	52	61	105	129	76	97	43	20	57	31	43	18	27	36	54	43	33	72	178
		20%	18%	21%	28%	23%	21%	19%	17%	14%	19%	22%	17%	20%	24%	22%	24%	17%	22%	11%	24%	19%	21%	16%	18%	23%	21%
Fairly unlikely	(2)	654	318	336	66	111	121	95	103	157	173	184	140	157	53	25	72	66	65	60	34	67	67	88	58	79	264
		32%	32%	32%	27%	34%	31%	27%	33%	36%	31%	31%	32%	33%	30%	27%	30%	36%	34%	37%	31%	35%	26%	33%	31%	25%	31%
Very unlikely	(1)	557	315	242	44	51	102	103	96	161	181	156	114	106	44	26	58	45	46	46	29	55	73	75	60	84	216
		27%	31%	23%	18%	15%	26%	29%	31%	37%	32%	26%	26%	22%	25%	28%	24%	25%	24%	29%	26%	29%	28%	28%	32%	27%	26%
NET: Unlikely		1211	633	578	110	162	223	198	200	319	354	341	254	263	97	51	130	111	111	106	63	122	140	163	118	163	480
		59%	63%	55%	45%	49%	57%	56%	65%	74%	64%	57%	59%	56%	54%	55%	54%	61%	58%	66%	58%	63%	54%	61%	63%	52%	57%
Don't know		243	101	141	35	40	48	45	35	39	56	68	58	61	22	13	32	17	18	24	12	23	34	28	20	28	102
		12%	10%	13%	14%	12%	13%	13%	11%	9%	10%	11%	13%	13%	12%	14%	13%	9%	10%	15%	11%	12%	13%	11%	11%	9%	12%
Mean		2.14	2.06	2.22	2.43	2.44	2.16	2.15	2.00	1.82	2.02	2.17	2.14	2.24	2.19	2.14	2.22	2.19	2.20	1.98	2.14	2.03	2.20	2.12	2.03	2.31	2.17
Standard deviation		0.97	0.97	0.97	0.99	0.97	0.98	1.04	0.93	0.82	0.95	0.98	0.98	0.98	0.96	1.00	0.97	0.99	0.96	0.92	0.94	0.91	1.04	1.00	0.97	1.08	0.97
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.08	0.11	0.06	0.08	0.07	0.08	0.10	0.07	0.07	0.06	0.07	0.07	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 35

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Builders

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	749	335	415	101	142	134	130	113	129	176	222	151	200	57	36	107	65	67	47	37	60	107	103	64	119	319	
	36%	33%	39%	41%	43%	34%	37%	36%	30%	32%	37%	35%	42%	32%	39%	44%	36%	35%	29%	34%	31%	41%	39%	34%	38%	38%	
Very likely	(4)	255	124	132	42	54	41	59	36	23	56	76	46	78	24	14	43	22	21	13	10	23	36	32	17	55	99
		12%	12%	13%	17%	16%	10%	17%	12%	5%	10%	13%	11%	16%	14%	15%	18%	12%	11%	8%	9%	12%	14%	12%	9%	18%	12%
Fairly likely	(3)	494	211	283	59	88	93	71	77	106	121	147	105	122	33	23	64	43	46	34	27	37	71	71	46	63	220
		24%	21%	27%	24%	27%	24%	20%	25%	25%	22%	25%	24%	26%	18%	24%	26%	24%	24%	21%	25%	19%	27%	27%	25%	20%	26%
Fairly unlikely	(2)	603	312	291	73	90	115	103	87	135	160	169	140	134	56	16	60	53	71	47	42	62	63	72	61	95	235
		29%	31%	28%	30%	27%	29%	29%	28%	31%	29%	28%	32%	28%	31%	17%	25%	29%	37%	30%	38%	32%	24%	27%	33%	30%	28%
Very unlikely	(1)	491	273	218	36	60	106	79	78	132	162	146	93	90	47	28	49	45	33	48	18	49	63	63	48	79	195
		24%	27%	21%	14%	18%	27%	22%	25%	31%	29%	25%	21%	19%	26%	30%	20%	25%	17%	30%	17%	26%	24%	24%	25%	25%	23%
NET: Unlikely		1094	585	509	109	151	221	182	164	267	322	315	233	223	103	44	108	98	104	95	60	112	125	136	109	174	429
		53%	58%	48%	44%	46%	57%	52%	53%	62%	58%	53%	54%	47%	57%	47%	45%	54%	55%	59%	55%	58%	48%	51%	58%	55%	51%
Don't know		217	90	127	37	37	36	38	32	36	58	60	48	51	19	13	26	18	19	19	12	21	27	26	15	21	91
		11%	9%	12%	15%	11%	9%	11%	10%	8%	10%	10%	11%	11%	11%	14%	11%	10%	10%	12%	11%	11%	11%	10%	8%	7%	11%
Mean		2.28	2.20	2.36	2.51	2.46	2.19	2.36	2.26	2.05	2.14	2.28	2.27	2.44	2.22	2.27	2.47	2.26	2.32	2.09	2.29	2.20	2.34	2.30	2.19	2.32	2.30
Standard deviation		1.01	1.01	0.99	1.00	1.02	0.99	1.06	1.01	0.91	1.00	1.02	0.96	1.02	1.03	1.12	1.05	1.01	0.93	0.97	0.89	1.00	1.04	1.01	0.96	1.07	1.00
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.13	0.07	0.08	0.07	0.08	0.09	0.08	0.07	0.06	0.07	0.07	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 36

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Politicians

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	535	240	296	70	129	107	94	65	71	140	175	100	120	41	14	72	37	54	35	33	43	92	76	37	97	237	
	26%	24%	28%	28%	39%	27%	27%	21%	16%	25%	29%	23%	25%	23%	15%	30%	20%	29%	22%	30%	22%	35%	29%	20%	31%	28%	
Very likely	(4)	214	95	119	32	53	49	44	24	14	48	58	46	62	17	5	26	16	18	15	12	16	45	26	19	48	90
		10%	9%	11%	13%	16%	12%	12%	8%	3%	9%	10%	11%	13%	10%	5%	11%	9%	9%	10%	11%	8%	17%	10%	10%	15%	11%
Fairly likely	(3)	321	144	176	38	76	58	50	41	57	92	116	54	59	24	9	46	21	37	19	21	28	47	50	18	48	147
		16%	14%	17%	15%	23%	15%	14%	13%	13%	17%	19%	12%	12%	13%	10%	19%	11%	19%	12%	19%	14%	18%	19%	10%	15%	17%
Fairly unlikely	(2)	476	209	268	73	79	86	88	56	93	133	142	99	103	49	19	48	49	49	35	23	43	58	56	46	75	205
		23%	21%	25%	30%	24%	22%	25%	18%	22%	24%	24%	23%	22%	27%	21%	20%	27%	26%	22%	21%	22%	22%	21%	24%	24%	24%
Very unlikely	(1)	851	478	373	61	85	159	138	161	247	240	230	187	194	74	51	98	77	68	74	42	85	82	109	90	127	313
		41%	47%	35%	25%	26%	41%	39%	52%	57%	43%	38%	43%	41%	42%	55%	41%	42%	36%	46%	39%	44%	32%	41%	48%	41%	37%
NET: Unlikely		1327	686	640	134	165	245	226	217	340	373	371	285	297	123	71	147	126	117	109	66	127	140	165	135	202	518
		64%	68%	61%	54%	50%	63%	65%	70%	79%	67%	62%	66%	63%	69%	76%	61%	70%	62%	68%	60%	66%	54%	62%	72%	64%	62%
Don't know		198	83	114	43	36	39	30	27	22	43	51	47	56	14	8	23	18	19	16	10	22	27	23	16	15	85
		10%	8%	11%	17%	11%	10%	9%	9%	5%	8%	9%	11%	12%	8%	9%	10%	10%	10%	10%	10%	12%	11%	9%	8%	5%	10%
Mean		1.95	1.85	2.04	2.20	2.33	1.99	2.00	1.74	1.60	1.90	2.01	1.90	1.97	1.91	1.62	2.00	1.85	2.02	1.83	2.03	1.85	2.23	1.97	1.80	2.06	2.02
Standard deviation		1.04	1.03	1.05	1.04	1.08	1.08	1.07	0.99	0.85	1.01	1.03	1.05	1.09	1.01	0.90	1.07	0.99	1.01	1.03	1.07	1.00	1.13	1.05	1.01	1.11	1.04
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.04	0.05	0.05	0.06	0.05	0.08	0.10	0.07	0.08	0.07	0.09	0.11	0.08	0.08	0.06	0.08	0.07	0.04

Which? Professional Trust Survey

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Absolutes/col percents

Table 37

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Engineers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1293	651	642	127	205	232	230	209	290	365	377	259	292	118	48	160	104	119	105	70	119	154	170	126	210	512	
	63%	64%	61%	51%	62%	59%	66%	68%	67%	66%	63%	60%	62%	66%	52%	66%	57%	63%	65%	64%	62%	59%	64%	67%	67%	61%	
Very likely	(4)	544	286	258	64	70	102	115	89	103	142	170	111	122	41	23	83	46	49	35	23	51	74	46	93	218	
		26%	28%	25%	26%	21%	26%	33%	29%	24%	26%	28%	26%	26%	23%	25%	34%	25%	26%	22%	21%	26%	28%	28%	25%	30%	26%
Fairly likely	(3)	749	365	384	63	135	130	115	119	186	223	208	148	170	77	25	76	58	70	69	47	68	83	96	80	116	294
		36%	36%	37%	25%	41%	33%	33%	39%	43%	40%	35%	34%	36%	43%	26%	31%	32%	37%	43%	43%	35%	32%	36%	42%	37%	35%
Fairly unlikely	(2)	365	183	182	61	53	75	53	37	86	86	118	80	81	29	21	32	46	35	26	18	38	41	43	35	55	157
		18%	18%	17%	25%	16%	19%	15%	12%	20%	15%	20%	19%	17%	16%	22%	13%	25%	18%	16%	17%	20%	16%	16%	19%	18%	19%
Very unlikely	(1)	150	69	82	17	31	35	23	26	20	45	36	31	39	9	13	22	15	12	11	5	14	22	15	12	22	68
		7%	7%	8%	7%	9%	9%	6%	8%	5%	8%	6%	7%	8%	5%	14%	9%	8%	6%	7%	5%	7%	9%	6%	6%	7%	8%
NET: Unlikely		515	252	263	77	84	110	75	63	106	131	154	111	120	38	34	54	61	47	37	23	52	64	58	47	77	225
		25%	25%	25%	31%	25%	28%	21%	20%	25%	23%	26%	26%	25%	21%	37%	22%	34%	25%	23%	21%	27%	25%	22%	25%	25%	27%
Don't know		252	107	145	43	40	49	45	38	37	61	66	63	62	23	11	29	16	24	18	16	22	42	35	15	27	103
		12%	11%	14%	17%	12%	13%	13%	12%	9%	11%	11%	14%	13%	13%	12%	12%	9%	13%	11%	15%	12%	16%	13%	8%	9%	12%
Mean		2.93	2.96	2.90	2.86	2.85	2.88	3.05	3.00	2.94	2.93	2.96	2.92	2.91	2.96	2.71	3.04	2.82	2.94	2.91	2.95	2.92	2.93	3.00	2.92	2.98	2.90
Standard deviation		0.91	0.91	0.92	0.96	0.91	0.95	0.92	0.92	0.82	0.90	0.90	0.92	0.93	0.82	1.06	0.98	0.95	0.89	0.86	0.81	0.91	0.96	0.89	0.86	0.91	0.93
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.07	0.12	0.07	0.08	0.07	0.07	0.09	0.07	0.07	0.05	0.06	0.06	0.04

Which? Professional Trust Survey

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Absolutes/col percents

Table 38

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Civil servants

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	902	402	500	115	182	188	153	131	133	242	278	183	199	86	37	117	87	72	71	50	75	131	109	68	192	362	
	44%	40%	48%	47%	55%	48%	44%	42%	31%	44%	47%	42%	42%	48%	39%	48%	48%	38%	44%	46%	39%	51%	41%	36%	61%	43%	
Very likely	(4)	323	143	180	55	69	74	58	42	26	89	101	59	74	32	17	47	29	28	27	10	31	45	38	20	92	128
		16%	14%	17%	22%	21%	19%	16%	14%	6%	16%	17%	14%	16%	18%	18%	19%	16%	14%	17%	9%	16%	17%	14%	10%	29%	15%
Fairly likely	(3)	579	258	320	61	112	114	95	89	107	154	177	124	124	54	20	70	58	45	43	40	44	86	71	48	100	234
		28%	26%	31%	25%	34%	29%	27%	29%	25%	28%	30%	29%	26%	30%	21%	29%	32%	24%	27%	37%	23%	33%	27%	26%	32%	28%
Fairly unlikely	(2)	533	280	253	71	69	96	84	70	144	150	145	108	131	51	33	55	40	56	40	23	54	53	73	56	61	215
		26%	28%	24%	29%	21%	25%	24%	23%	33%	27%	24%	25%	28%	28%	35%	23%	22%	29%	25%	21%	28%	20%	28%	30%	19%	26%
Very unlikely	(1)	388	234	154	16	34	58	74	77	128	106	114	85	83	23	16	39	36	36	31	25	39	41	54	47	42	156
		19%	23%	15%	7%	10%	15%	21%	25%	29%	19%	19%	20%	17%	13%	18%	16%	20%	19%	19%	23%	20%	16%	20%	25%	13%	19%
NET: Unlikely		921	515	406	87	103	154	158	148	271	256	258	193	214	74	49	94	76	92	71	48	93	94	127	103	103	370
		45%	51%	39%	35%	31%	39%	45%	48%	63%	46%	43%	45%	45%	41%	53%	39%	42%	48%	44%	44%	48%	36%	48%	55%	33%	44%
Don't know		237	94	144	45	45	49	39	30	28	58	61	57	61	19	7	31	19	26	18	11	25	34	29	17	19	108
		12%	9%	14%	18%	14%	13%	11%	10%	7%	10%	10%	13%	13%	11%	8%	13%	11%	14%	11%	10%	13%	13%	11%	9%	6%	13%
Mean		2.46	2.34	2.58	2.76	2.76	2.60	2.44	2.34	2.08	2.45	2.50	2.42	2.46	2.60	2.43	2.59	2.49	2.39	2.47	2.35	2.39	2.60	2.39	2.24	2.82	2.46
Standard deviation		1.01	1.02	0.99	0.94	0.95	1.01	1.05	1.04	0.91	1.02	1.03	1.01	1.01	0.97	1.02	1.03	1.03	1.01	1.04	0.97	1.04	1.01	1.01	0.98	1.03	1.01
Standard error		0.02	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.07	0.08	0.07	0.09	0.10	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

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Absolutes/col percents

Table 39

Q.3a How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they failed to comply with industry codes of conduct/ethics?

Journalists

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	571	262	309	95	124	97	98	78	77	143	180	107	142	43	24	80	50	45	35	33	49	98	70	44	105	240	
	28%	26%	29%	39%	38%	25%	28%	25%	18%	26%	30%	25%	30%	24%	26%	33%	27%	24%	22%	30%	25%	38%	26%	24%	33%	29%	
Very likely	(4)	204	92	112	38	49	38	48	15	15	45	62	38	59	14	13	26	16	17	10	8	16	36	29	19	54	74
		10%	9%	11%	16%	15%	10%	14%	5%	3%	8%	10%	9%	12%	8%	14%	11%	9%	9%	6%	7%	8%	14%	11%	10%	17%	9%
Fairly likely	(3)	367	170	197	57	74	59	50	63	62	98	118	69	83	29	11	53	34	28	25	33	61	41	26	50	167	
		18%	17%	19%	23%	23%	15%	14%	20%	14%	18%	20%	16%	17%	16%	12%	22%	19%	15%	16%	23%	17%	24%	16%	14%	16%	20%
Fairly unlikely	(2)	642	304	338	66	103	127	109	89	149	171	176	144	151	67	30	74	60	69	47	31	62	60	85	56	83	261
		31%	30%	32%	27%	31%	32%	31%	29%	34%	31%	29%	33%	32%	37%	32%	31%	33%	36%	30%	28%	32%	23%	32%	30%	26%	31%
Very unlikely	(1)	644	356	288	51	71	123	106	111	182	195	181	141	127	54	30	65	56	59	61	35	56	68	86	73	104	247
		31%	35%	27%	21%	22%	31%	30%	36%	42%	35%	30%	33%	27%	30%	32%	27%	31%	31%	38%	32%	29%	26%	32%	39%	33%	29%
NET: Unlikely		1286	661	625	117	174	250	215	200	330	366	357	285	278	121	60	140	116	128	108	66	118	129	171	129	187	508
		62%	65%	60%	47%	53%	64%	61%	65%	76%	66%	60%	66%	59%	68%	64%	58%	64%	67%	68%	61%	61%	50%	65%	69%	60%	61%
Don't know		203	87	116	35	32	45	37	31	25	48	61	41	54	15	9	23	16	17	16	10	26	33	24	14	22	91
		10%	9%	11%	14%	10%	11%	11%	10%	6%	9%	10%	9%	11%	8%	10%	9%	9%	9%	10%	9%	13%	13%	9%	8%	7%	11%
Mean		2.07	2.00	2.14	2.39	2.34	2.04	2.13	1.94	1.78	1.99	2.11	2.01	2.17	2.02	2.08	2.19	2.06	2.02	1.89	2.06	2.05	2.29	2.05	1.94	2.19	2.09
Standard deviation		0.99	0.99	0.99	1.04	1.02	0.98	1.05	0.92	0.84	0.97	1.00	0.96	1.02	0.93	1.06	1.00	0.96	0.95	0.93	0.97	0.96	1.07	1.00	1.00	1.12	0.97
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.07	0.12	0.07	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.07	0.07	0.04

Which? Professional Trust Survey

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Absolutes/col percents

Table 40

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Summary**Base: All respondents**

		Professions											
		Lawyers	Doctors	Teachers	Bankers	Accountants	Nurses	Estate Agents	Builders	Politicians	Engineers	Civil servants	Journalists
Unweighted base		2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
Weighted base		2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
NET: Likely		1029 50%	1422 69%	1304 63%	527 26%	946 46%	1456 71%	491 24%	533 26%	461 22%	1021 50%	784 38%	417 20%
Very likely	(4)	468 23%	805 39%	626 30%	239 12%	364 18%	766 37%	167 8%	195 9%	188 9%	339 16%	266 13%	165 8%
Fairly likely	(3)	561 27%	617 30%	677 33%	288 14%	582 28%	690 33%	324 16%	339 16%	273 13%	682 33%	518 25%	252 12%
Fairly unlikely	(2)	467 23%	331 16%	404 20%	524 25%	522 25%	304 15%	609 30%	663 32%	464 23%	543 26%	597 29%	603 29%
Very unlikely	(1)	411 20%	171 8%	191 9%	861 42%	386 19%	149 7%	755 37%	670 33%	993 48%	229 11%	460 22%	893 43%
NET: Unlikely		878 43%	502 24%	595 29%	1385 67%	909 44%	453 22%	1365 66%	1333 65%	1457 71%	772 37%	1057 51%	1496 73%
Don't know		153 7%	136 7%	161 8%	149 7%	205 10%	151 7%	204 10%	194 9%	143 7%	267 13%	219 11%	147 7%
Mean		2.57	3.07	2.92	1.95	2.50	3.09	1.95	2.03	1.82	2.63	2.32	1.84
Standard deviation		1.08	0.97	0.97	1.05	1.03	0.93	0.97	0.98	1.01	0.93	1.00	0.96
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Which? Professional Trust Survey

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Absolutes/col percents

Table 41

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Lawyers

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1029	497	532	123	157	181	170	143	255	300	293	205	231	94	50	110	96	88	75	52	110	136	129	88	161	377	
	50%	49%	51%	50%	48%	46%	48%	46%	59%	54%	49%	47%	49%	53%	54%	46%	53%	46%	47%	47%	57%	53%	49%	47%	51%	45%	
Very likely	(4)	468	212	256	56	71	84	84	68	107	136	87	125	48	20	45	43	32	32	27	66	59	59	36	88	155	
		23%	21%	24%	23%	22%	21%	24%	22%	25%	22%	23%	20%	27%	22%	19%	24%	17%	20%	24%	34%	23%	22%	19%	28%	18%	
Fairly likely	(3)	561	285	276	67	86	98	86	75	149	179	157	118	46	30	66	53	56	43	25	44	77	69	52	72	222	
		27%	28%	26%	27%	26%	25%	25%	24%	34%	32%	26%	27%	23%	26%	32%	27%	29%	29%	23%	23%	30%	26%	28%	23%	26%	
Fairly unlikely	(2)	467	240	227	40	81	95	79	85	86	110	138	99	38	21	66	34	52	39	26	29	55	61	47	73	211	
		23%	24%	22%	16%	25%	24%	23%	28%	20%	20%	23%	23%	25%	21%	22%	27%	19%	27%	25%	23%	15%	21%	23%	25%	23%	
Very unlikely	(1)	411	217	194	52	60	83	72	68	77	115	112	94	31	19	46	37	40	32	26	35	51	56	37	61	180	
		20%	22%	18%	21%	18%	21%	21%	22%	18%	21%	19%	22%	17%	20%	19%	21%	21%	20%	24%	18%	20%	21%	20%	20%	21%	
NET: Unlikely		878	457	421	93	141	178	151	153	163	225	251	193	69	39	112	71	92	72	52	63	106	117	84	135	390	
		43%	45%	40%	38%	43%	45%	43%	50%	38%	40%	42%	45%	39%	42%	46%	39%	48%	45%	48%	33%	41%	44%	45%	43%	46%	
Don't know		153	55	98	32	31	32	30	13	15	32	54	34	33	15	3	19	14	10	13	6	20	17	19	16	18	73
		7%	5%	9%	13%	9%	8%	9%	4%	3%	6%	9%	8%	7%	9%	4%	8%	8%	5%	8%	5%	10%	6%	7%	8%	6%	
Mean		2.57	2.52	2.62	2.59	2.56	2.51	2.57	2.48	2.68	2.58	2.50	2.60	2.68	2.58	2.49	2.61	2.44	2.51	2.50	2.81	2.60	2.54	2.50	2.64	2.46	
Standard deviation		1.08	1.07	1.09	1.12	1.06	1.09	1.11	1.08	1.05	1.07	1.08	1.10	1.09	1.06	1.03	1.10	1.03	1.07	1.13	1.15	1.08	1.09	1.05	1.12	1.06	
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.09	0.11	0.07	0.09	0.07	0.09	0.12	0.09	0.07	0.08	0.07	0.04	

Which? Professional Trust Survey

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Absolutes/col percents

Table 42

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Doctors

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1422	705	717	170	233	252	232	217	318	401	406	295	320	123	67	166	129	127	102	69	147	177	191	123	225	550	
	69%	70%	68%	69%	71%	64%	66%	70%	73%	72%	68%	68%	68%	69%	72%	69%	71%	67%	64%	63%	76%	68%	72%	66%	72%	65%	
Very likely	(4)	805	388	417	109	127	136	146	125	162	211	232	157	205	77	46	91	75	68	64	41	95	88	98	64	140	296
		39%	38%	40%	44%	38%	35%	42%	40%	38%	38%	39%	36%	43%	43%	50%	37%	41%	36%	40%	37%	49%	34%	37%	34%	45%	35%
Fairly likely	(3)	617	317	300	61	107	115	86	93	155	190	174	138	115	47	20	76	54	59	39	28	52	89	94	59	85	254
		30%	31%	29%	25%	32%	29%	24%	30%	36%	34%	29%	32%	24%	26%	22%	31%	29%	31%	24%	26%	27%	34%	35%	31%	27%	30%
Fairly unlikely	(2)	331	151	180	28	43	75	64	52	68	75	101	67	87	32	18	35	21	33	35	30	19	35	35	38	46	146
		16%	15%	17%	11%	13%	19%	18%	17%	16%	14%	17%	16%	18%	18%	19%	15%	12%	17%	22%	27%	10%	14%	13%	20%	15%	17%
Very unlikely	(1)	171	99	73	18	21	37	34	28	33	49	43	40	39	12	5	23	18	21	11	7	9	28	23	13	29	72
		8%	10%	7%	7%	6%	9%	10%	9%	8%	9%	7%	9%	8%	7%	6%	10%	10%	11%	7%	6%	5%	11%	9%	7%	9%	9%
NET: Unlikely		502	249	253	47	64	112	98	80	101	124	144	108	126	44	23	59	40	53	46	36	29	63	58	51	75	218
		24%	25%	24%	19%	19%	29%	28%	26%	23%	22%	24%	25%	27%	25%	25%	24%	22%	28%	28%	33%	15%	24%	22%	27%	24%	26%
Don't know		136	55	81	30	32	28	20	12	14	32	48	29	27	11	4	17	13	10	12	4	18	19	15	13	13	71
		7%	5%	8%	12%	10%	7%	6%	4%	3%	6%	8%	7%	6%	6%	4%	7%	7%	5%	7%	4%	9%	7%	6%	7%	4%	9%
Mean		3.07	3.04	3.09	3.20	3.14	2.97	3.04	3.06	3.07	3.07	3.08	3.02	3.09	3.12	3.20	3.04	3.10	2.97	3.05	2.97	3.32	2.99	3.06	3.00	3.12	3.01
Standard deviation		0.97	0.99	0.95	0.97	0.91	0.99	1.03	0.98	0.93	0.96	0.98	1.00	0.97	0.96	0.99	1.00	1.01	0.98	0.97	0.87	0.99	0.95	0.95	1.00	0.98	
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.08	0.07	0.10	0.07	0.07	0.06	0.07	0.06	0.04	

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 43

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Teachers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1304	618	685	156	219	250	222	197	261	366	366	275	297	111	58	157	117	126	86	69	116	168	178	117	218	517	
	63%	61%	65%	63%	67%	64%	63%	64%	60%	66%	61%	64%	63%	62%	62%	65%	64%	66%	54%	63%	60%	65%	67%	62%	69%	62%	
Very likely	(4)	626	276	351	86	99	125	113	96	108	167	170	129	160	54	30	76	61	61	41	34	68	67	83	52	119	234
		30%	27%	33%	35%	30%	32%	32%	31%	25%	30%	29%	30%	34%	30%	32%	31%	34%	32%	26%	31%	35%	26%	31%	28%	38%	28%
Fairly likely	(3)	677	343	335	70	121	125	109	101	152	199	196	146	137	57	28	82	56	65	46	35	48	101	95	65	99	283
		33%	34%	32%	28%	37%	32%	31%	33%	35%	36%	33%	34%	29%	32%	30%	34%	31%	34%	29%	32%	25%	39%	36%	35%	31%	34%
Fairly unlikely	(2)	404	214	190	44	53	70	65	67	105	103	115	79	106	32	22	45	27	33	44	26	46	45	47	36	52	161
		20%	21%	18%	18%	16%	18%	19%	22%	24%	19%	19%	18%	22%	18%	24%	19%	15%	18%	28%	24%	24%	17%	18%	19%	17%	19%
Very unlikely	(1)	191	113	79	17	25	36	34	27	51	55	63	36	37	18	8	19	22	21	15	7	12	28	21	21	28	80
		9%	11%	7%	7%	8%	9%	10%	9%	12%	10%	11%	8%	8%	10%	8%	8%	12%	11%	9%	6%	6%	11%	8%	11%	9%	9%
NET: Unlikely		595	327	269	62	78	106	100	94	156	158	179	115	143	51	30	64	48	54	59	33	57	73	68	57	79	241
		29%	32%	26%	25%	24%	27%	28%	30%	36%	28%	30%	27%	30%	28%	32%	27%	27%	29%	37%	30%	30%	28%	26%	30%	25%	29%
Don't know		161	65	96	30	32	36	29	18	16	32	52	42	34	17	5	20	16	11	15	7	20	18	18	14	17	82
		8%	6%	9%	12%	10%	9%	8%	6%	4%	6%	9%	10%	7%	10%	5%	8%	9%	6%	9%	6%	10%	7%	7%	7%	5%	10%
Mean		2.92	2.83	3.00	3.03	2.98	2.95	2.93	2.91	2.76	2.91	2.87	2.94	2.95	2.91	2.91	2.96	2.95	2.92	2.78	2.94	2.99	2.86	2.97	2.85	3.04	2.89
Standard deviation		0.97	0.98	0.95	0.96	0.92	0.98	0.99	0.96	0.97	0.96	0.99	0.95	0.97	0.99	0.97	0.95	1.03	0.99	0.97	0.93	0.96	0.96	0.93	0.99	0.97	0.96
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.08	0.10	0.06	0.08	0.07	0.08	0.10	0.08	0.06	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 44

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Bankers

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	527	241	285	87	114	108	83	53	82	132	144	115	136	43	18	58	56	45	41	23	55	88	60	39	87	231	
	26%	24%	27%	35%	35%	28%	24%	17%	19%	24%	24%	27%	29%	24%	20%	24%	31%	24%	26%	21%	29%	34%	23%	21%	28%	27%	
Very likely	(4)	239	106	133	44	48	52	49	21	25	42	74	55	68	24	7	25	23	21	16	15	21	39	26	20	50	96
		12%	11%	13%	18%	15%	13%	14%	7%	6%	8%	12%	13%	14%	14%	8%	10%	13%	11%	10%	13%	11%	15%	10%	11%	16%	11%
Fairly likely	(3)	288	135	153	44	66	56	34	32	57	90	71	60	68	19	11	33	32	24	25	8	34	49	33	19	36	135
		14%	13%	15%	18%	20%	14%	10%	10%	13%	16%	12%	14%	14%	11%	12%	13%	18%	13%	16%	8%	18%	19%	13%	10%	12%	16%
Fairly unlikely	(2)	524	246	278	61	82	99	82	80	120	137	159	102	125	43	35	58	46	53	44	33	53	54	57	48	78	201
		25%	24%	26%	25%	25%	24%	26%	28%	25%	27%	24%	26%	24%	37%	24%	25%	28%	28%	30%	28%	21%	21%	25%	25%	24%	
Very unlikely	(1)	861	462	400	65	102	152	163	163	216	250	243	185	182	79	36	108	67	83	60	48	63	99	126	91	140	333
		42%	46%	38%	26%	31%	39%	47%	53%	50%	45%	41%	43%	38%	44%	39%	45%	37%	44%	37%	44%	33%	38%	48%	49%	45%	40%
NET: Unlikely		1385	708	677	126	183	251	246	243	335	388	403	287	308	122	71	167	113	136	104	81	116	153	183	139	218	535
		67%	70%	64%	51%	56%	64%	70%	79%	78%	70%	67%	66%	65%	68%	76%	69%	62%	71%	65%	74%	60%	59%	69%	74%	70%	64%
Don't know		149	61	88	34	32	32	22	13	16	37	51	31	30	13	4	18	13	9	15	5	22	18	22	10	9	74
		7%	6%	8%	14%	10%	8%	6%	4%	4%	7%	8%	7%	6%	7%	4%	7%	7%	5%	9%	5%	11%	7%	8%	5%	3%	9%
Mean		1.95	1.88	2.02	2.31	2.20	2.02	1.90	1.70	1.74	1.85	1.95	1.96	2.05	1.93	1.88	1.88	2.07	1.91	1.98	1.90	2.08	2.12	1.83	1.82	1.99	1.99
Standard deviation		1.05	1.03	1.06	1.11	1.08	1.08	1.09	0.93	0.91	0.98	1.05	1.08	1.09	1.09	0.92	1.03	1.07	1.03	1.01	1.05	1.03	1.12	1.03	1.02	1.12	1.06
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.06	0.05	0.09	0.10	0.07	0.09	0.07	0.09	0.11	0.08	0.08	0.06	0.08	0.07	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 45

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Accountants

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	946	464	482	113	149	163	153	139	228	284	281	174	207	77	37	117	84	81	75	51	89	122	129	83	153	368	
	46%	46%	46%	46%	45%	42%	44%	45%	53%	51%	47%	40%	44%	43%	40%	48%	46%	42%	47%	47%	46%	47%	49%	44%	49%	44%	
Very likely	(4)	364	173	191	48	54	60	69	54	78	98	104	66	97	37	11	40	29	32	30	24	41	38	46	36	63	142
		18%	17%	18%	20%	16%	15%	20%	18%	18%	18%	17%	15%	20%	21%	12%	16%	16%	17%	19%	22%	21%	15%	17%	19%	20%	17%
Fairly likely	(3)	582	291	291	65	96	104	83	85	149	186	178	108	110	39	27	77	55	49	45	27	49	84	83	47	90	226
		28%	29%	28%	26%	29%	27%	24%	28%	35%	33%	30%	25%	23%	22%	29%	32%	30%	26%	28%	25%	25%	32%	31%	25%	29%	27%
Fairly unlikely	(2)	522	243	279	54	86	115	86	83	98	128	159	107	128	53	28	52	46	55	37	25	48	62	66	51	84	215
		25%	24%	27%	22%	26%	29%	25%	27%	23%	27%	25%	27%	30%	30%	21%	25%	29%	23%	23%	25%	24%	25%	27%	27%	26%	
Very unlikely	(1)	386	222	165	36	55	75	77	64	79	96	95	101	95	30	20	47	36	41	30	24	28	51	44	36	58	165
		19%	22%	16%	15%	17%	19%	22%	21%	18%	17%	16%	23%	20%	17%	21%	19%	20%	21%	19%	22%	14%	20%	17%	19%	18%	20%
NET: Unlikely		909	465	444	91	141	189	162	147	178	224	254	208	223	83	47	99	82	95	67	50	76	113	110	88	142	380
		44%	46%	42%	37%	43%	48%	46%	48%	41%	40%	42%	48%	47%	46%	51%	41%	45%	50%	42%	46%	40%	44%	42%	47%	45%	45%
Don't know		205	81	125	43	39	38	35	22	27	49	62	51	44	20	8	26	16	14	18	8	27	24	25	17	19	92
		10%	8%	12%	18%	12%	10%	10%	7%	6%	9%	10%	12%	9%	11%	9%	11%	9%	8%	12%	7%	14%	9%	10%	9%	6%	11%
Mean		2.50	2.45	2.55	2.62	2.51	2.42	2.46	2.45	2.56	2.54	2.36	2.49	2.53	2.34	2.51	2.47	2.41	2.53	2.50	2.62	2.46	2.55	2.49	2.53	2.46	
Standard deviation		1.03	1.05	1.01	1.04	1.00	1.00	1.09	1.04	1.01	1.00	1.05	1.07	1.05	0.98	1.03	1.02	1.03	1.05	1.11	1.03	1.01	1.00	1.05	1.03	1.03	
Standard error		0.02	0.04	0.03	0.08	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.09	0.11	0.07	0.08	0.08	0.09	0.11	0.08	0.07	0.06	0.08	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 46

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Nurses

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1456	715	741	169	230	266	255	233	304	414	406	304	332	126	66	162	132	135	106	81	142	177	194	135	237	580	
	71%	71%	71%	68%	70%	68%	73%	75%	70%	74%	68%	70%	70%	70%	70%	67%	73%	71%	67%	74%	74%	68%	73%	72%	76%	69%	
Very likely	(4)	766	369	397	107	119	138	150	115	138	206	203	171	187	82	40	77	70	66	60	39	82	79	97	73	139	294
		37%	37%	38%	43%	36%	35%	43%	37%	32%	37%	34%	40%	39%	46%	43%	32%	39%	35%	38%	36%	42%	31%	37%	39%	44%	35%
Fairly likely	(3)	690	346	344	62	111	127	105	118	166	208	203	133	146	44	25	85	62	69	46	41	61	97	97	61	98	286
		33%	34%	33%	25%	34%	33%	30%	38%	38%	37%	34%	31%	31%	25%	27%	35%	34%	36%	29%	38%	31%	38%	37%	33%	31%	34%
Fairly unlikely	(2)	304	145	159	30	45	57	48	39	85	74	100	57	74	34	15	39	21	29	28	17	22	40	34	26	41	117
		15%	14%	15%	12%	14%	15%	14%	13%	20%	13%	17%	13%	16%	19%	16%	16%	12%	15%	18%	16%	11%	15%	13%	14%	13%	14%
Very unlikely	(1)	149	89	61	19	21	38	22	17	33	33	43	36	37	8	8	21	12	17	11	5	8	26	18	14	19	66
		7%	9%	6%	8%	6%	10%	6%	6%	8%	6%	7%	8%	8%	4%	9%	9%	7%	9%	7%	5%	4%	10%	7%	8%	6%	8%
NET: Unlikely		453	233	219	49	66	94	70	56	118	107	142	93	111	41	23	60	33	46	39	22	30	66	53	40	60	183
		22%	23%	21%	20%	20%	24%	20%	18%	27%	19%	24%	21%	23%	23%	25%	25%	18%	24%	24%	20%	16%	25%	20%	21%	19%	22%
Don't know		151	61	90	29	34	31	26	19	12	35	49	36	31	11	4	20	16	9	15	7	21	16	18	13	17	77
		7%	6%	9%	12%	10%	8%	7%	6%	3%	6%	8%	8%	6%	6%	5%	8%	9%	5%	9%	6%	11%	6%	7%	7%	5%	9%
Mean		3.09	3.05	3.12	3.18	3.11	3.02	3.18	3.14	2.97	3.13	3.03	3.11	3.09	3.19	3.10	2.98	3.15	3.02	3.07	3.12	2.95	3.10	3.11	3.20	3.06	
Standard deviation		0.93	0.96	0.90	0.98	0.91	0.98	0.92	0.87	0.92	0.88	0.93	0.96	0.96	0.92	1.00	0.95	0.91	0.95	0.95	0.86	0.86	0.96	0.91	0.94	0.90	0.94
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.07	0.11	0.06	0.07	0.07	0.08	0.09	0.07	0.06	0.05	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 47

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Estate Agents

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	491	231	260	72	110	103	84	57	66	123	137	108	123	41	21	57	41	58	35	28	41	77	60	32	85	213	
	24%	23%	25%	29%	33%	26%	24%	18%	15%	22%	23%	25%	26%	23%	23%	24%	23%	31%	22%	25%	21%	30%	23%	17%	27%	25%	
Very likely	(4)	167	83	84	30	32	36	35	14	20	40	45	34	16	7	15	15	12	11	8	16	31	25	12	41	64	
		8%	8%	8%	12%	10%	9%	10%	5%	5%	7%	8%	8%	10%	9%	7%	6%	8%	6%	7%	7%	8%	12%	9%	7%	13%	8%
Fairly likely	(3)	324	148	176	43	78	66	49	42	45	83	92	75	25	15	43	27	47	23	20	25	46	34	20	44	149	
		16%	15%	17%	17%	24%	17%	14%	14%	11%	15%	15%	17%	16%	14%	16%	18%	15%	24%	15%	18%	13%	18%	13%	11%	14%	18%
Fairly unlikely	(2)	609	292	317	74	96	105	104	92	139	151	184	115	64	24	75	72	58	42	31	55	56	77	54	88	239	
		30%	29%	30%	30%	29%	27%	30%	30%	32%	27%	31%	27%	34%	26%	31%	40%	31%	26%	29%	28%	22%	29%	29%	28%	28%	
Very unlikely	(1)	755	406	349	67	82	143	133	135	195	238	210	159	56	41	84	49	60	64	43	66	100	102	90	120	290	
		37%	40%	33%	27%	25%	37%	38%	44%	45%	43%	35%	37%	31%	31%	44%	35%	27%	31%	40%	40%	34%	39%	39%	48%	38%	35%
NET: Unlikely		1365	698	666	141	179	248	237	226	334	389	393	275	307	120	65	159	121	118	106	75	121	157	180	143	208	529
		66%	69%	63%	57%	54%	63%	68%	73%	77%	70%	66%	64%	65%	67%	70%	66%	67%	62%	66%	69%	63%	60%	68%	76%	66%	63%
Don't know		204	80	124	34	41	41	29	26	32	44	67	50	17	6	26	19	14	19	7	31	25	25	12	21	98	
		10%	8%	12%	14%	13%	10%	8%	8%	7%	8%	11%	11%	9%	10%	7%	11%	11%	8%	12%	6%	16%	10%	10%	7%	7%	
Mean		1.95	1.90	2.00	2.16	2.20	1.99	1.96	1.78	1.73	1.85	1.95	2.06	2.01	1.86	1.94	2.04	2.06	1.87	1.92	1.94	2.03	1.93	1.74	2.02	1.98	
Standard deviation		0.97	0.97	0.96	1.02	0.98	1.01	1.00	0.88	0.86	0.96	0.95	0.98	0.98	0.95	0.97	0.93	0.91	0.93	0.97	0.96	0.98	1.08	0.99	0.92	1.06	0.97
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.07	0.07	0.08	0.10	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 48

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Builders

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	533	266	268	78	107	106	94	65	83	125	151	111	145	37	24	75	48	56	34	22	47	78	70	42	87	229	
	26%	26%	26%	32%	32%	27%	27%	21%	19%	23%	25%	26%	31%	21%	26%	31%	26%	30%	21%	21%	24%	30%	26%	22%	28%	27%	
Very likely	(4)	195	104	91	33	32	39	48	21	22	37	49	64	20	12	24	16	17	14	10	19	24	25	15	41	79	
		9%	10%	9%	13%	10%	10%	14%	7%	5%	7%	8%	10%	11%	12%	10%	9%	9%	9%	9%	10%	9%	9%	8%	13%	9%	
Fairly likely	(3)	339	162	177	45	75	67	46	61	88	102	67	82	18	13	51	32	39	20	12	28	54	45	27	47	150	
		16%	16%	17%	18%	23%	17%	13%	14%	14%	16%	17%	15%	10%	14%	21%	17%	20%	13%	11%	15%	21%	17%	14%	15%	18%	
Fairly unlikely	(2)	663	324	339	85	107	107	109	106	150	181	194	130	157	64	34	77	64	61	46	55	68	79	69	96	266	
		32%	32%	32%	35%	32%	27%	31%	34%	35%	33%	32%	30%	33%	36%	37%	32%	35%	32%	29%	42%	29%	26%	30%	37%	31%	32%
Very unlikely	(1)	670	348	322	57	82	136	118	114	164	203	188	147	132	61	28	71	52	60	63	35	61	80	94	66	110	258
		33%	34%	31%	23%	25%	35%	34%	37%	38%	37%	31%	34%	28%	34%	30%	29%	29%	31%	39%	32%	32%	31%	36%	35%	35%	31%
NET: Unlikely		1333	671	662	142	189	243	227	219	314	385	382	277	289	124	62	147	116	121	109	81	116	148	173	134	206	524
		65%	66%	63%	58%	57%	62%	65%	71%	72%	69%	64%	64%	61%	69%	67%	61%	64%	63%	68%	74%	60%	57%	66%	72%	66%	62%
Don't know		194	73	121	27	34	43	29	25	36	46	64	44	39	17	7	20	18	14	17	6	30	33	22	12	20	87
		9%	7%	12%	11%	10%	11%	8%	8%	8%	8%	11%	10%	8%	10%	7%	8%	10%	7%	10%	5%	15%	13%	8%	6%	6%	10%
Mean		2.03	2.02	2.04	2.25	2.19	2.03	2.07	1.90	1.85	1.92	2.02	2.03	2.18	1.98	2.09	2.13	2.07	2.08	1.89	1.98	2.03	2.10	2.00	1.95	2.06	2.07
Standard deviation		0.98	0.99	0.96	1.00	0.97	1.02	1.05	0.92	0.88	0.93	0.96	1.01	1.02	0.99	1.00	0.98	0.95	0.97	0.98	0.93	1.01	1.01	0.99	0.93	1.04	0.98
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.11	0.06	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 49

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Politicians

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	461	225	235	78	112	72	85	54	60	125	133	93	109	37	17	58	36	45	34	20	37	84	66	28	80	202	
	22%	22%	22%	32%	34%	18%	24%	17%	14%	22%	22%	22%	23%	21%	18%	24%	20%	23%	21%	18%	19%	32%	25%	15%	25%	24%	
Very likely	(4)	188	85	102	36	43	31	37	19	22	40	52	40	56	19	9	18	11	15	13	9	18	35	26	14	35	72
		9%	8%	10%	15%	13%	8%	11%	6%	5%	7%	9%	9%	12%	10%	9%	7%	6%	8%	8%	9%	9%	14%	10%	8%	11%	9%
Fairly likely	(3)	273	140	133	42	69	41	48	34	38	85	81	54	53	18	9	41	24	29	21	10	19	49	39	13	45	129
		13%	14%	13%	17%	21%	10%	14%	11%	9%	15%	14%	12%	11%	10%	9%	17%	13%	15%	13%	10%	10%	19%	15%	7%	14%	15%
Fairly unlikely	(2)	464	206	257	61	74	101	70	57	101	148	95	109	48	24	51	46	51	24	24	49	46	54	46	64	185	
		23%	20%	25%	24%	22%	26%	20%	18%	23%	20%	25%	22%	23%	27%	26%	21%	25%	27%	15%	22%	26%	18%	20%	25%	20%	22%
Very unlikely	(1)	993	524	469	83	113	183	176	183	255	287	268	210	228	80	48	115	81	83	90	61	87	115	130	103	154	384
		48%	52%	45%	33%	34%	47%	50%	59%	59%	52%	45%	48%	48%	45%	51%	47%	45%	44%	56%	56%	45%	44%	49%	55%	49%	46%
NET: Unlikely		1457	730	726	143	188	285	246	239	356	399	417	305	336	128	72	166	127	135	114	85	136	161	184	150	218	570
		71%	72%	69%	58%	57%	73%	70%	77%	82%	72%	70%	71%	71%	71%	77%	68%	70%	71%	71%	78%	70%	62%	69%	80%	69%	68%
Don't know		143	54	89	26	30	35	19	16	17	33	48	34	28	14	4	18	19	11	12	4	20	14	15	11	16	68
		7%	5%	8%	10%	9%	9%	6%	5%	4%	6%	8%	8%	6%	8%	5%	7%	11%	6%	7%	3%	11%	5%	6%	6%	5%	8%
Mean		1.82	1.78	1.86	2.14	2.14	1.77	1.84	1.63	1.58	1.77	1.85	1.81	1.86	1.86	1.75	1.83	1.79	1.87	1.71	1.70	1.81	2.02	1.85	1.65	1.87	1.86
Standard deviation		1.01	1.00	1.02	1.10	1.08	0.96	1.05	0.93	0.86	0.98	1.00	1.01	1.06	1.02	0.98	0.99	0.94	0.98	1.02	0.98	1.00	1.12	1.04	0.93	1.06	1.01
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.05	0.08	0.10	0.06	0.08	0.07	0.08	0.10	0.08	0.08	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 50

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Engineers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1021	543	478	106	166	180	173	156	240	302	283	214	223	78	49	121	96	93	80	49	96	124	136	99	152	430	
	50%	54%	46%	43%	50%	46%	49%	51%	55%	54%	47%	49%	47%	43%	52%	50%	53%	49%	50%	45%	50%	48%	51%	53%	48%	51%	
Very likely	(4)	339	179	160	32	58	65	69	55	60	94	92	74	78	34	18	45	29	34	23	17	25	33	49	30	56	131
		16%	18%	15%	13%	18%	17%	20%	18%	14%	17%	15%	17%	16%	19%	20%	19%	16%	18%	15%	16%	13%	19%	16%	18%	16%	
Fairly likely	(3)	682	364	318	74	108	116	104	101	180	208	191	140	144	44	30	76	67	59	57	32	71	92	87	69	95	299
		33%	36%	30%	30%	33%	30%	30%	33%	42%	37%	32%	32%	30%	24%	33%	31%	37%	31%	36%	29%	37%	35%	33%	37%	30%	36%
Fairly unlikely	(2)	543	259	284	65	82	113	88	78	116	137	163	110	133	56	24	62	43	61	46	38	52	48	65	48	82	215
		26%	26%	27%	26%	25%	29%	25%	25%	27%	25%	27%	25%	28%	31%	26%	25%	24%	32%	29%	35%	27%	19%	25%	26%	26%	26%
Very unlikely	(1)	229	103	126	36	35	44	42	33	39	61	74	38	56	20	12	27	21	19	13	11	14	45	27	20	47	89
		11%	10%	12%	14%	11%	11%	12%	11%	9%	11%	12%	9%	12%	11%	12%	11%	11%	10%	8%	10%	7%	17%	10%	10%	15%	11%
NET: Unlikely		772	362	410	101	117	157	130	111	155	198	237	147	189	76	36	89	64	80	59	49	66	93	92	68	129	304
		37%	36%	39%	41%	36%	40%	37%	36%	36%	36%	40%	34%	40%	43%	39%	37%	35%	42%	37%	45%	34%	36%	35%	36%	41%	36%
Don't know		267	105	162	40	47	54	48	42	37	56	77	72	62	25	8	32	22	17	21	11	31	42	36	21	33	106
		13%	10%	15%	16%	14%	14%	14%	13%	9%	10%	13%	17%	13%	14%	9%	13%	12%	9%	13%	10%	16%	16%	14%	11%	11%	13%
Mean		2.63	2.68	2.58	2.50	2.67	2.60	2.66	2.67	2.66	2.67	2.58	2.69	2.59	2.65	2.67	2.65	2.63	2.65	2.56	2.66	2.52	2.69	2.66	2.57	2.64	
Standard deviation		0.93	0.92	0.94	0.96	0.94	0.94	0.98	0.94	0.85	0.92	0.94	0.91	0.95	0.98	0.97	0.96	0.93	0.93	0.87	0.91	0.85	0.98	0.94	0.91	0.99	0.91
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.08	0.11	0.06	0.08	0.07	0.08	0.10	0.07	0.06	0.07	0.06	0.06	0.03

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 51

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Civil servants

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	784	363	421	101	160	169	123	101	130	222	233	154	174	60	36	97	85	70	60	42	62	114	97	62	157	308	
	38%	36%	40%	41%	48%	43%	35%	33%	30%	40%	39%	36%	37%	33%	38%	40%	47%	37%	38%	38%	32%	44%	37%	33%	50%	37%	
Very likely	(4)	266	119	147	40	61	54	45	33	33	71	77	48	71	25	13	31	25	26	20	11	22	38	37	18	72	97
		13%	12%	14%	16%	19%	14%	13%	11%	8%	13%	13%	11%	15%	14%	14%	13%	14%	13%	12%	10%	11%	15%	14%	10%	23%	12%
Fairly likely	(3)	518	245	273	61	98	115	78	68	98	151	156	107	104	34	22	66	60	44	40	31	40	75	60	44	86	211
		25%	24%	26%	25%	30%	29%	22%	22%	23%	27%	26%	25%	22%	19%	24%	27%	33%	23%	25%	28%	21%	29%	23%	23%	27%	25%
Fairly unlikely	(2)	597	287	310	67	86	119	98	101	125	159	176	129	135	70	30	68	39	66	42	32	58	59	80	52	84	251
		29%	28%	30%	27%	26%	30%	28%	33%	29%	28%	29%	30%	28%	39%	33%	28%	22%	35%	26%	29%	30%	23%	30%	28%	27%	30%
Very unlikely	(1)	460	278	182	33	41	64	90	81	150	124	122	98	116	32	18	48	40	38	38	30	46	57	55	56	54	183
		22%	28%	17%	14%	13%	16%	26%	26%	35%	22%	20%	23%	24%	18%	20%	20%	22%	20%	24%	27%	24%	22%	21%	30%	17%	22%
NET: Unlikely		1057	565	492	101	127	183	188	182	275	282	297	227	251	102	49	116	79	104	81	62	105	117	136	108	138	434
		51%	56%	47%	41%	39%	47%	54%	59%	64%	51%	50%	52%	53%	57%	52%	48%	43%	55%	50%	56%	54%	45%	51%	58%	44%	52%
Don't know		219	81	138	46	43	39	39	26	27	52	67	52	49	17	9	29	18	17	19	6	26	29	31	18	18	98
		11%	8%	13%	18%	13%	10%	11%	8%	6%	9%	11%	12%	10%	9%	10%	12%	10%	9%	12%	5%	14%	11%	12%	9%	6%	12%
Mean		2.32	2.22	2.42	2.53	2.63	2.45	2.25	2.19	2.03	2.36	2.27	2.30	2.32	2.36	2.38	2.43	2.33	2.30	2.22	2.23	2.41	2.34	2.14	2.59	2.30	
Standard deviation		1.00	1.01	0.98	0.99	0.98	0.96	1.03	0.98	0.97	1.00	0.99	0.98	1.05	0.97	0.99	0.99	1.02	0.98	1.02	0.98	1.00	1.04	1.01	1.00	1.05	0.98
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.07	0.08	0.07	0.09	0.10	0.08	0.07	0.06	0.08	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 52

Q.3b How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they lied or cheated?

Journalists

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	417	190	227	61	94	85	75	45	58	101	127	91	99	32	12	55	46	43	25	16	34	70	54	30	80	168	
	20%	19%	22%	25%	28%	22%	21%	14%	13%	18%	21%	21%	21%	18%	13%	23%	26%	22%	16%	15%	18%	27%	20%	16%	25%	20%	
Very likely	(4)	165	76	89	27	32	36	37	14	19	35	55	29	46	15	4	16	10	13	14	7	12	30	29	16	42	59
		8%	8%	9%	11%	10%	9%	11%	5%	4%	6%	9%	7%	10%	8%	5%	7%	5%	7%	9%	6%	6%	12%	11%	8%	13%	7%
Fairly likely	(3)	252	114	138	34	62	49	38	30	39	65	72	62	53	17	8	39	37	30	10	10	22	40	25	14	38	108
		12%	11%	13%	14%	19%	12%	11%	10%	9%	12%	12%	14%	11%	10%	8%	16%	20%	16%	6%	9%	12%	15%	10%	8%	12%	13%
Fairly unlikely	(2)	603	295	308	71	90	109	101	95	136	167	165	123	148	61	32	68	53	46	37	46	56	77	69	58	81	247
		29%	29%	29%	29%	27%	28%	29%	31%	32%	30%	28%	28%	31%	34%	35%	28%	29%	24%	23%	42%	29%	30%	26%	31%	26%	29%
Very unlikely	(1)	893	467	427	88	117	167	145	154	223	256	187	194	75	45	100	69	91	86	44	82	91	121	89	142	354	
		43%	46%	41%	35%	36%	43%	41%	50%	52%	46%	43%	43%	41%	42%	49%	41%	38%	48%	54%	41%	42%	35%	46%	48%	45%	42%
NET: Unlikely		1496	761	734	158	208	275	246	249	359	423	421	310	342	135	77	168	123	136	123	90	138	167	190	147	222	601
		73%	75%	70%	64%	63%	70%	70%	81%	83%	76%	71%	72%	72%	76%	83%	69%	68%	72%	77%	83%	72%	64%	72%	78%	71%	72%
Don't know		147	58	89	28	28	31	29	15	15	33	49	32	33	12	4	20	13	11	12	3	20	22	20	11	71	
		7%	6%	8%	11%	9%	8%	8%	5%	3%	6%	8%	7%	7%	7%	4%	8%	7%	6%	8%	2%	10%	9%	8%	6%	4%	8%
Mean		1.84	1.79	1.89	2.00	2.03	1.87	1.90	1.68	1.65	1.77	1.86	1.83	1.89	1.83	1.68	1.87	1.92	1.81	1.68	1.80	1.80	2.04	1.84	1.75	1.93	1.84
Standard deviation		0.96	0.94	0.97	1.03	1.01	0.99	1.01	0.85	0.83	0.91	0.99	0.94	0.98	0.94	0.83	0.95	0.93	0.96	0.97	0.85	0.92	1.03	1.03	0.94	1.07	0.94
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.05	0.05	0.05	0.07	0.09	0.06	0.07	0.07	0.08	0.09	0.07	0.06	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 53

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Summary**Base: All respondents**

		Professions											
		Lawyers	Doctors	Teachers	Bankers	Accountants	Nurses	Estate Agents	Builders	Politicians	Engineers	Civil servants	Journalists
Unweighted base		2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
Weighted base		2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
NET: Likely		1097 53%	1394 68%	1265 61%	577 28%	970 47%	1505 73%	608 30%	737 36%	482 23%	1255 61%	760 37%	632 31%
Very likely	(4)	468 23%	815 40%	601 29%	256 12%	310 15%	799 39%	216 10%	272 13%	193 9%	447 22%	262 13%	220 11%
Fairly likely	(3)	629 31%	579 28%	664 32%	321 16%	661 32%	706 34%	392 19%	466 23%	288 14%	807 39%	498 24%	412 20%
Fairly unlikely	(2)	481 23%	351 17%	423 21%	539 26%	560 27%	282 14%	657 32%	631 31%	472 23%	396 19%	614 30%	586 28%
Very unlikely	(1)	318 15%	183 9%	235 11%	786 38%	337 16%	148 7%	593 29%	506 25%	949 46%	177 9%	489 24%	658 32%
NET: Unlikely		799 39%	533 26%	658 32%	1325 64%	897 44%	431 21%	1250 61%	1137 55%	1421 69%	573 28%	1103 54%	1244 60%
Don't know		163 8%	133 6%	137 7%	158 8%	193 9%	125 6%	202 10%	185 9%	157 8%	233 11%	197 10%	184 9%
Mean		2.66	3.05	2.85	2.03	2.50	3.11	2.12	2.27	1.86	2.83	2.29	2.10
Standard deviation		1.03	0.99	1.00	1.06	0.97	0.92	0.99	1.01	1.02	0.91	1.01	1.01
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 54

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Lawyers

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1097	519	578	150	186	200	196	151	214	307	328	216	245	99	51	136	96	99	84	57	96	130	142	107	188	435	
		53%	51%	55%	61%	56%	51%	56%	49%	49%	55%	55%	50%	52%	55%	55%	56%	53%	52%	53%	52%	50%	50%	54%	57%	60%	52%
Very likely	(4)	468	220	249	73	79	101	85	67	62	120	139	90	119	45	17	54	39	41	37	28	53	62	53	40	79	184
		23%	22%	24%	30%	24%	26%	24%	22%	14%	22%	23%	21%	25%	25%	18%	22%	22%	21%	23%	25%	27%	24%	20%	22%	25%	22%
Fairly likely	(3)	629	299	330	77	106	99	111	84	152	187	189	127	126	54	34	82	57	59	47	29	44	68	88	66	109	251
		31%	30%	31%	31%	32%	25%	32%	27%	35%	34%	32%	29%	27%	30%	37%	34%	31%	31%	30%	27%	23%	26%	33%	35%	35%	30%
Fairly unlikely	(2)	481	243	238	39	64	94	66	88	129	137	131	98	114	34	16	44	41	48	43	22	59	71	65	38	71	180
		23%	24%	23%	16%	20%	24%	19%	29%	30%	25%	22%	23%	24%	19%	17%	18%	23%	25%	27%	20%	31%	28%	25%	20%	23%	21%
Very unlikely	(1)	318	189	130	26	47	58	56	55	77	73	94	76	75	33	18	43	36	36	19	21	21	28	36	28	40	150
		15%	19%	12%	10%	14%	15%	16%	18%	18%	13%	16%	18%	16%	18%	19%	18%	20%	19%	12%	19%	11%	11%	14%	15%	13%	18%
NET: Unlikely		799	432	368	65	111	153	121	143	206	210	225	175	189	67	34	88	77	83	62	43	80	99	101	65	112	330
		39%	43%	35%	26%	34%	39%	35%	46%	48%	38%	38%	40%	40%	37%	36%	36%	42%	44%	39%	39%	41%	38%	38%	35%	36%	39%
Don't know		163	59	104	32	33	39	32	14	13	38	44	42	40	13	8	19	8	8	14	9	17	30	22	16	14	75
		8%	6%	10%	13%	10%	10%	9%	5%	3%	7%	7%	10%	8%	7%	9%	8%	5%	8	4%	8%	9%	12%	8%	8%	4%	9%
Mean		2.66	2.58	2.74	2.92	2.73	2.69	2.71	2.55	2.47	2.68	2.67	2.59	2.67	2.59	2.66	2.57	2.57	2.69	2.64	2.73	2.72	2.65	2.69	2.76	2.61	
Standard deviation		1.03	1.05	1.00	1.00	1.02	1.06	1.05	1.04	0.96	0.98	1.03	1.05	1.06	1.08	1.04	1.05	1.06	1.04	0.99	1.11	1.02	0.99	0.98	1.01	0.99	1.05
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.09	0.11	0.07	0.08	0.07	0.08	0.12	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 55

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Doctors

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1394	667	726	167	228	264	225	221	290	378	412	288	316	115	60	173	125	132	103	78	133	166	176	132	224	558	
	68%	66%	69%	67%	69%	67%	64%	71%	67%	68%	69%	66%	67%	65%	65%	72%	69%	69%	64%	71%	69%	64%	67%	70%	71%	66%	
Very likely	(4)	815	372	443	112	140	174	134	119	135	200	248	162	205	74	40	94	76	70	60	50	78	90	111	72	145	317
		40%	37%	42%	46%	43%	44%	38%	39%	31%	36%	42%	37%	43%	41%	43%	39%	42%	37%	37%	46%	40%	35%	42%	38%	46%	38%
Fairly likely	(3)	579	295	284	54	88	90	91	101	155	178	164	126	111	42	21	79	49	62	43	28	55	76	65	61	79	242
		28%	29%	27%	22%	27%	23%	26%	33%	36%	32%	27%	29%	23%	23%	22%	33%	27%	32%	27%	25%	28%	29%	25%	32%	25%	29%
Fairly unlikely	(2)	351	175	176	38	46	55	64	62	86	96	94	74	86	31	16	39	27	35	34	21	27	43	47	31	50	135
		17%	17%	17%	15%	14%	14%	18%	20%	20%	17%	16%	17%	18%	17%	17%	16%	15%	18%	21%	19%	14%	17%	18%	17%	16%	16%
Very unlikely	(1)	183	110	72	14	27	45	33	19	45	49	54	39	40	24	10	15	20	18	15	6	16	25	22	12	25	87
		9%	11%	7%	6%	8%	11%	9%	6%	10%	9%	9%	9%	8%	13%	11%	6%	11%	9%	9%	5%	8%	10%	8%	6%	8%	10%
NET: Unlikely		533	285	248	52	72	100	97	81	131	145	148	114	126	55	26	54	46	53	48	27	43	68	69	44	75	221
		26%	28%	24%	21%	22%	26%	28%	26%	30%	26%	25%	26%	27%	31%	28%	22%	25%	28%	30%	25%	22%	26%	26%	23%	24%	26%
Don't know		133	57	76	29	29	27	28	8	13	32	37	31	32	9	6	15	10	6	9	4	18	25	19	12	15	60
		6%	6%	7%	12%	9%	7%	8%	3%	3%	6%	6%	7%	7%	5%	7%	6%	6%	3%	5%	4%	9%	10%	7%	6%	5%	7%
Mean		3.05	2.98	3.12	3.21	3.14	3.08	3.01	3.07	2.90	3.01	3.08	3.02	3.09	2.97	3.03	3.11	3.06	3.00	2.98	3.16	3.11	2.98	3.08	3.09	3.15	3.01
Standard deviation		0.99	1.02	0.96	0.95	0.98	1.06	1.01	0.92	0.97	0.97	1.00	0.99	1.01	1.08	1.06	0.92	1.03	0.98	1.01	0.94	0.97	1.00	1.00	0.93	0.99	1.01
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.09	0.11	0.06	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 56

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Teachers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1265	589	676	165	220	238	213	201	228	341	361	263	300	100	56	149	106	127	95	76	117	154	167	118	211	526	
	61%	58%	64%	67%	67%	61%	61%	65%	53%	61%	60%	61%	63%	56%	60%	62%	59%	67%	59%	70%	61%	59%	63%	63%	67%	63%	
Very likely	(4)	601	263	338	86	112	134	112	71	85	151	170	125	155	53	32	75	52	60	39	32	55	70	80	55	115	240
		29%	26%	32%	35%	34%	34%	32%	23%	20%	27%	29%	29%	33%	30%	34%	31%	29%	31%	24%	29%	28%	27%	30%	29%	37%	29%
Fairly likely	(3)	664	327	338	79	108	103	101	130	143	190	191	138	145	47	24	74	54	68	56	44	63	84	87	63	96	286
		32%	32%	32%	32%	33%	26%	29%	42%	33%	34%	32%	32%	31%	26%	26%	31%	30%	36%	35%	40%	32%	32%	33%	34%	31%	34%
Fairly unlikely	(2)	423	214	208	33	47	74	73	72	123	115	129	90	89	43	14	56	37	40	39	21	39	51	45	39	53	150
		21%	21%	20%	13%	14%	19%	21%	23%	28%	21%	22%	21%	19%	24%	15%	23%	20%	21%	24%	19%	20%	20%	17%	21%	17%	18%
Very unlikely	(1)	235	143	91	20	33	49	32	29	72	67	74	45	49	24	20	20	24	17	20	6	23	31	30	21	36	97
		11%	14%	9%	8%	10%	12%	9%	10%	17%	12%	12%	10%	10%	13%	21%	8%	13%	9%	12%	5%	12%	12%	12%	11%	11%	12%
NET: Unlikely		658	358	300	53	81	122	105	102	195	182	202	135	138	67	33	76	61	57	59	27	62	82	75	60	88	247
		32%	35%	29%	21%	24%	31%	30%	33%	45%	33%	34%	31%	29%	38%	36%	31%	33%	30%	37%	24%	32%	32%	29%	32%	28%	29%
Don't know		137	62	75	29	29	31	32	6	10	34	34	35	35	12	4	17	15	7	7	6	14	24	22	10	14	67
		7%	6%	7%	12%	9%	8%	9%	2%	2%	6%	6%	8%	7%	7%	4%	7%	8%	3%	4%	6%	7%	9%	8%	6%	5%	8%
Mean		2.85	2.75	2.95	3.06	2.99	2.90	2.92	2.80	2.57	2.81	2.81	2.86	2.93	2.77	2.76	2.91	2.80	2.93	2.74	3.00	2.83	2.82	2.89	2.85	2.97	2.87
Standard deviation		1.00	1.02	0.97	0.95	0.99	1.05	0.99	0.91	1.00	0.99	1.01	0.99	1.00	1.05	1.16	0.96	1.04	0.95	0.98	0.86	1.01	1.01	1.01	0.99	1.02	1.00
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.08	0.12	0.06	0.08	0.07	0.08	0.09	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 57

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Bankers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	577	262	315	112	129	117	83	59	78	146	167	116	149	53	26	67	55	45	37	28	46	95	75	51	90	251	
	28%	26%	30%	45%	39%	30%	24%	19%	18%	26%	28%	27%	31%	30%	28%	28%	31%	23%	23%	26%	24%	37%	28%	27%	29%	30%	
Very likely	(4)	256	118	138	54	61	53	38	23	27	58	69	50	79	25	10	28	28	19	18	15	23	41	26	23	45	103
		12%	12%	13%	22%	18%	14%	11%	8%	6%	10%	12%	12%	17%	14%	11%	12%	15%	10%	11%	14%	12%	16%	10%	12%	14%	12%
Fairly likely	(3)	321	144	178	58	68	63	45	36	51	88	98	66	70	28	15	39	28	26	19	13	23	55	48	28	45	148
		16%	14%	17%	24%	21%	16%	13%	12%	12%	16%	16%	15%	15%	15%	16%	16%	15%	14%	12%	12%	21%	18%	15%	14%	18%	
Fairly unlikely	(2)	539	254	285	52	94	90	92	85	127	141	167	102	129	41	25	58	41	65	50	33	63	51	68	44	93	206
		26%	25%	27%	21%	28%	23%	26%	27%	29%	25%	28%	24%	27%	23%	27%	24%	22%	34%	31%	31%	33%	20%	26%	23%	30%	25%
Very unlikely	(1)	786	436	349	50	73	150	144	150	219	230	221	171	163	72	37	98	72	72	59	43	67	87	97	82	115	303
		38%	43%	33%	20%	22%	38%	41%	49%	51%	41%	37%	40%	34%	40%	40%	40%	40%	38%	37%	39%	35%	34%	37%	44%	37%	36%
NET: Unlikely		1325	690	634	102	167	240	236	235	345	371	387	274	293	113	62	156	112	137	109	76	130	138	165	126	208	510
		64%	68%	60%	41%	51%	61%	67%	76%	80%	67%	65%	63%	62%	63%	67%	64%	62%	72%	68%	70%	67%	53%	62%	67%	66%	61%
Don't know		158	57	101	33	34	35	31	15	10	39	43	43	32	13	5	19	14	9	13	5	17	26	25	11	16	80
		8%	6%	10%	13%	10%	9%	9%	5%	2%	7%	7%	10%	7%	7%	6%	8%	8%	5%	8%	5%	9%	10%	9%	6%	5%	9%
Mean		2.03	1.94	2.11	2.54	2.39	2.06	1.93	1.77	1.73	1.95	2.03	1.99	2.15	2.04	1.99	1.99	2.07	1.95	1.97	2.00	2.01	2.21	2.02	1.95	2.06	2.07
Standard deviation		1.06	1.05	1.06	1.11	1.07	1.09	1.03	0.95	0.90	1.03	1.04	1.06	1.11	1.10	1.04	1.06	1.12	0.98	1.02	1.06	1.02	1.13	1.03	1.07	1.07	1.06
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.09	0.11	0.07	0.09	0.07	0.09	0.11	0.08	0.08	0.06	0.08	0.07	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 58

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Accountants

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	970	452	518	119	176	180	155	146	193	282	282	198	209	91	33	129	86	82	67	53	82	127	132	89	147	400	
	47%	45%	49%	48%	53%	46%	44%	47%	45%	51%	47%	46%	44%	51%	35%	53%	47%	43%	42%	49%	42%	49%	50%	47%	47%	48%	
Very likely	(4)	310	144	166	46	62	61	59	39	42	77	93	61	79	34	11	34	27	23	20	20	32	42	40	28	50	128
		15%	14%	16%	19%	19%	16%	17%	13%	10%	14%	16%	14%	17%	19%	12%	14%	15%	12%	12%	18%	17%	16%	15%	15%	16%	15%
Fairly likely	(3)	661	309	352	73	115	119	96	107	151	205	189	137	130	57	22	95	59	59	48	34	50	85	92	61	98	272
		32%	31%	34%	30%	35%	30%	28%	35%	35%	37%	32%	32%	27%	32%	23%	39%	32%	31%	30%	31%	26%	33%	35%	32%	31%	32%
Fairly unlikely	(2)	560	287	273	61	74	107	102	85	130	146	168	108	138	41	29	55	47	59	52	33	59	62	77	46	98	210
		27%	28%	26%	25%	23%	27%	29%	28%	30%	26%	28%	25%	29%	23%	31%	23%	26%	31%	32%	30%	30%	24%	29%	24%	31%	25%
Very unlikely	(1)	337	197	140	27	40	61	58	58	93	84	95	76	82	28	21	35	33	37	26	14	29	43	32	38	44	139
		16%	20%	13%	11%	12%	16%	17%	19%	21%	15%	16%	18%	17%	16%	23%	14%	18%	20%	16%	13%	15%	17%	12%	20%	14%	17%
NET: Unlikely		897	485	412	89	114	169	160	143	222	230	263	185	220	70	50	89	80	97	78	47	88	105	109	84	142	348
		44%	48%	39%	36%	35%	43%	46%	46%	51%	41%	44%	43%	46%	39%	54%	37%	44%	51%	49%	43%	46%	40%	41%	45%	45%	41%
Don't know		193	73	120	40	39	42	35	20	17	45	52	50	45	18	10	24	16	12	15	9	23	27	23	15	24	91
		9%	7%	11%	16%	12%	11%	10%	6%	4%	8%	9%	12%	10%	10%	11%	10%	9%	6%	9%	8%	12%	10%	9%	8%	8%	11%
Mean		2.50	2.43	2.58	2.66	2.68	2.52	2.50	2.44	2.34	2.54	2.52	2.48	2.48	2.60	2.27	2.59	2.48	2.38	2.42	2.59	2.50	2.54	2.58	2.46	2.53	2.52
Standard deviation		0.97	0.99	0.95	0.97	0.96	0.98	1.00	0.96	0.94	0.94	0.97	0.98	1.00	1.01	0.99	0.94	0.99	0.96	0.94	0.96	0.99	0.99	0.92	1.01	0.95	0.98
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.06	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.08	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 59

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Nurses

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1505	728	777	176	240	285	258	242	303	406	439	318	341	122	67	185	133	149	112	84	139	174	192	148	243	601	
	73%	72%	74%	71%	73%	73%	74%	78%	70%	73%	73%	74%	72%	68%	72%	76%	73%	78%	70%	77%	72%	67%	73%	79%	77%	72%	
Very likely	(4)	799	378	421	112	128	166	141	112	140	203	226	167	203	76	39	87	71	78	63	43	75	92	101	74	143	310
		39%	37%	40%	45%	39%	42%	40%	36%	32%	36%	38%	39%	43%	42%	42%	36%	39%	41%	39%	40%	39%	35%	38%	39%	45%	37%
Fairly likely	(3)	706	350	356	65	112	119	117	130	163	204	213	151	138	46	28	98	62	71	49	41	64	82	91	74	100	292
		34%	35%	34%	26%	34%	30%	33%	42%	38%	37%	36%	35%	29%	26%	30%	41%	34%	37%	31%	37%	33%	32%	34%	39%	32%	35%
Fairly unlikely	(2)	282	140	142	23	37	47	46	39	90	85	74	55	68	31	11	23	22	24	29	15	27	42	39	20	40	104
		14%	14%	14%	9%	11%	12%	13%	13%	21%	15%	12%	13%	14%	17%	12%	10%	12%	12%	18%	14%	14%	16%	15%	11%	13%	12%
Very unlikely	(1)	148	88	60	18	27	34	18	20	32	37	50	28	33	16	10	18	16	12	8	6	10	23	17	11	22	70
		7%	9%	6%	7%	8%	9%	5%	6%	7%	7%	8%	6%	7%	9%	11%	7%	9%	6%	5%	5%	5%	9%	6%	6%	7%	8%
NET: Unlikely		431	228	202	41	65	81	64	58	122	122	124	83	101	47	21	41	38	36	37	21	37	65	55	31	62	174
		21%	23%	19%	17%	20%	21%	18%	19%	28%	22%	21%	19%	21%	27%	23%	17%	21%	19%	23%	19%	19%	25%	21%	17%	20%	21%
Don't know		125	53	71	29	25	25	28	9	8	28	34	31	32	9	5	16	10	6	11	4	17	20	17	9	9	65
		6%	5%	7%	12%	7%	6%	8%	3%	2%	5%	6%	7%	7%	5%	5%	7%	6%	3%	7%	4%	9%	8%	6%	5%	3%	8%
Mean		3.11	3.06	3.16	3.24	3.12	3.14	3.19	3.11	2.97	3.08	3.09	3.14	3.15	3.07	3.08	3.13	3.10	3.16	3.12	3.16	3.01	3.12	3.18	3.19	3.08	
Standard deviation		0.92	0.95	0.89	0.95	0.94	0.97	0.88	0.87	0.92	0.90	0.94	0.90	0.94	1.01	1.02	0.89	0.96	0.89	0.91	0.87	0.89	0.98	0.91	0.87	0.93	0.94
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.08	0.11	0.06	0.08	0.06	0.08	0.09	0.07	0.07	0.05	0.06	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 60

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Estate Agents

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	608	281	328	92	141	119	108	67	82	160	156	130	162	53	24	84	55	57	43	33	52	81	80	46	96	277	
	30%	28%	31%	37%	43%	30%	31%	22%	19%	29%	26%	30%	34%	30%	26%	35%	31%	30%	27%	30%	27%	31%	30%	24%	31%	33%	
Very likely	(4)	216	103	113	37	50	42	40	17	31	58	52	49	58	22	9	31	21	19	10	12	25	27	25	16	30	93
		10%	10%	11%	15%	15%	11%	11%	5%	7%	10%	9%	11%	12%	12%	9%	13%	11%	10%	6%	11%	13%	11%	9%	9%	9%	11%
Fairly likely	(3)	392	177	215	55	91	77	68	50	52	102	105	81	105	31	15	53	35	38	34	21	27	53	55	30	67	184
		19%	18%	20%	22%	28%	20%	19%	16%	12%	18%	17%	19%	22%	17%	17%	22%	19%	20%	21%	19%	14%	21%	21%	16%	21%	22%
Fairly unlikely	(2)	657	303	353	80	99	127	90	104	157	162	195	151	149	58	29	69	56	62	52	38	68	75	80	68	99	237
		32%	30%	34%	33%	30%	32%	26%	34%	36%	29%	33%	35%	31%	32%	32%	29%	31%	33%	32%	35%	35%	29%	30%	36%	32%	28%
Very unlikely	(1)	593	349	244	33	53	107	107	120	174	187	185	105	116	44	28	65	53	62	46	32	52	73	77	61	90	236
		29%	35%	23%	13%	16%	27%	30%	39%	40%	34%	31%	24%	25%	25%	30%	27%	29%	32%	29%	29%	27%	28%	29%	33%	29%	28%
NET: Unlikely		1250	652	597	114	152	234	197	224	331	349	380	256	265	102	57	134	110	124	98	70	120	148	157	129	189	473
		61%	65%	57%	46%	46%	60%	56%	72%	76%	63%	64%	59%	56%	57%	61%	55%	60%	65%	61%	64%	62%	57%	59%	69%	60%	56%
Don't know		202	77	125	41	37	39	46	19	20	47	61	47	46	23	12	24	17	9	18	7	21	30	28	13	28	90
		10%	8%	12%	17%	11%	10%	13%	6%	5%	9%	10%	11%	10%	13%	13%	10%	9%	5%	12%	6%	11%	12%	11%	7%	9%	11%
Mean		2.12	2.04	2.21	2.46	2.47	2.15	2.13	1.87	1.85	2.06	2.04	2.19	2.24	2.20	2.06	2.23	2.14	2.08	2.05	2.12	2.15	2.15	2.11	2.00	2.12	2.18
Standard deviation		0.99	1.00	0.97	0.97	0.98	0.99	1.04	0.90	0.91	1.01	0.96	0.98	1.00	1.01	0.98	1.03	1.01	0.99	0.92	0.98	1.01	1.01	0.98	0.94	0.98	1.01
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.06	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.11	0.07	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 61

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Builders

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	737	353	385	101	136	135	142	90	134	200	192	147	198	58	28	104	63	70	47	36	68	101	90	73	117	302	
	36%	35%	37%	41%	41%	34%	41%	29%	31%	36%	32%	34%	42%	32%	30%	43%	35%	37%	30%	33%	35%	39%	34%	39%	37%	36%	
Very likely	(4)	272	131	141	50	56	50	49	29	37	60	69	63	80	26	14	43	19	28	11	17	27	30	33	22	45	102
		13%	13%	13%	20%	17%	13%	14%	9%	9%	11%	12%	15%	17%	15%	15%	18%	11%	15%	7%	16%	14%	11%	13%	12%	14%	12%
Fairly likely	(3)	466	222	244	50	80	85	93	61	97	140	123	84	118	31	14	61	44	41	36	19	41	71	57	50	72	200
		23%	22%	23%	20%	24%	22%	27%	20%	22%	25%	21%	20%	25%	18%	15%	25%	24%	22%	23%	17%	21%	28%	21%	27%	23%	24%
Fairly unlikely	(2)	631	304	327	70	96	117	93	108	147	148	203	139	142	59	35	65	59	57	49	41	66	67	76	58	95	239
		31%	30%	31%	29%	29%	30%	27%	35%	34%	27%	34%	32%	30%	33%	38%	27%	32%	30%	31%	37%	34%	26%	29%	31%	30%	28%
Very unlikely	(1)	506	276	230	41	60	101	76	96	132	161	148	96	101	41	25	51	43	52	50	24	41	62	76	42	76	212
		25%	27%	22%	17%	18%	26%	22%	31%	30%	29%	25%	22%	21%	23%	27%	21%	24%	27%	31%	22%	21%	24%	29%	23%	24%	25%
NET: Unlikely		1137	580	557	112	156	218	170	203	279	309	350	235	242	100	60	116	102	110	99	65	106	129	151	100	171	451
		55%	57%	53%	45%	47%	56%	48%	66%	65%	56%	59%	54%	51%	56%	65%	48%	56%	57%	62%	59%	55%	50%	57%	53%	55%	54%
Don't know		185	77	109	35	38	39	38	16	20	47	55	50	34	21	5	22	17	11	14	8	19	30	23	15	26	87
		9%	8%	10%	14%	11%	10%	11%	5%	5%	8%	9%	12%	7%	12%	5%	9%	9%	6%	9%	7%	10%	11%	9%	8%	8%	10%
Mean		2.27	2.22	2.31	2.52	2.45	2.24	2.37	2.08	2.09	2.19	2.21	2.30	2.40	2.28	2.19	2.44	2.24	2.25	2.06	2.29	2.31	2.30	2.20	2.31	2.30	2.26
Standard deviation		1.01	1.02	1.00	1.06	1.02	1.02	1.02	0.96	0.95	1.01	0.98	1.02	1.03	1.03	1.02	1.05	0.97	1.05	0.95	1.02	1.00	1.00	1.03	0.98	1.02	1.01
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.07	0.08	0.08	0.10	0.08	0.07	0.06	0.07	0.06	0.04	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 62

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Politicians

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	482	221	261	82	113	93	82	53	58	130	147	99	106	51	13	62	41	45	35	19	41	75	59	40	84	213	
	23%	22%	25%	33%	34%	24%	24%	17%	14%	23%	25%	23%	22%	29%	14%	26%	22%	23%	22%	18%	21%	29%	22%	21%	27%	25%	
Very likely	(4)	193	86	107	33	48	32	35	22	23	46	51	43	53	23	8	19	17	19	13	9	15	32	21	19	40	67
		9%	9%	10%	14%	15%	8%	10%	7%	5%	8%	9%	10%	11%	13%	8%	8%	10%	10%	8%	8%	8%	12%	8%	10%	13%	8%
Fairly likely	(3)	288	135	154	48	65	62	47	31	35	84	96	55	53	28	6	43	23	26	22	10	26	43	39	22	44	146
		14%	13%	15%	20%	20%	16%	13%	10%	8%	15%	16%	13%	11%	16%	6%	18%	13%	13%	14%	10%	13%	17%	15%	12%	14%	17%
Fairly unlikely	(2)	472	214	258	50	93	89	63	76	101	119	159	89	104	36	23	48	43	46	35	27	54	56	65	39	78	183
		23%	21%	25%	20%	28%	23%	18%	25%	23%	21%	27%	21%	22%	20%	24%	20%	24%	24%	22%	25%	28%	22%	24%	21%	25%	22%
Very unlikely	(1)	949	519	430	79	92	179	173	168	259	275	247	203	224	80	53	112	83	89	76	56	79	104	117	99	141	365
		46%	51%	41%	32%	28%	46%	49%	54%	60%	49%	41%	47%	47%	45%	57%	46%	46%	47%	48%	51%	41%	40%	44%	53%	45%	43%
NET: Unlikely		1421	733	687	129	185	268	236	244	360	394	406	292	328	115	76	161	126	136	111	84	134	160	181	138	219	548
		69%	73%	65%	52%	56%	68%	67%	79%	83%	71%	68%	68%	69%	64%	81%	66%	69%	71%	69%	77%	69%	62%	69%	73%	70%	65%
Don't know		157	55	102	37	32	30	32	12	14	32	44	42	40	12	4	20	15	10	14	6	18	24	24	10	11	79
		8%	5%	10%	15%	10%	8%	9%	4%	3%	6%	7%	10%	8%	7%	5%	8%	8%	5%	9%	6%	10%	9%	9%	5%	3%	9%
Mean		1.86	1.78	1.94	2.17	2.23	1.85	1.83	1.69	1.58	1.81	1.91	1.84	1.85	1.96	1.64	1.86	1.85	1.86	1.80	1.73	1.87	2.02	1.85	1.77	1.95	1.89
Standard deviation		1.02	1.00	1.03	1.10	1.06	1.00	1.05	0.93	0.87	1.00	0.99	1.04	1.05	1.10	0.94	1.01	1.02	1.02	0.99	0.96	0.97	1.08	0.98	1.02	1.07	1.01
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.05	0.04	0.05	0.05	0.06	0.05	0.09	0.10	0.07	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.08	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 63

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Engineers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1255	656	598	138	198	226	211	200	282	367	353	260	274	107	52	150	108	119	89	65	117	152	169	127	197	512	
	61%	65%	57%	56%	60%	58%	60%	65%	65%	66%	59%	60%	58%	60%	55%	62%	60%	62%	55%	59%	61%	59%	64%	68%	63%	61%	
Very likely	(4)	447	238	209	56	70	79	87	72	84	126	113	94	114	44	17	59	38	47	35	28	36	46	56	42	60	185
		22%	24%	20%	23%	21%	20%	25%	23%	19%	23%	19%	22%	24%	24%	18%	24%	21%	25%	22%	26%	19%	18%	21%	22%	19%	22%
Fairly likely	(3)	807	418	389	81	128	147	124	128	198	241	240	166	160	64	35	91	71	72	54	37	81	106	113	85	137	327
		39%	41%	37%	33%	39%	38%	35%	41%	46%	43%	40%	38%	34%	36%	37%	37%	39%	38%	34%	34%	42%	41%	43%	45%	44%	39%
Fairly unlikely	(2)	396	181	214	44	63	70	63	66	91	85	132	77	102	34	21	39	40	43	41	24	36	40	48	29	65	149
		19%	18%	20%	18%	19%	18%	18%	21%	21%	15%	22%	18%	21%	19%	23%	16%	22%	22%	25%	22%	19%	15%	18%	16%	21%	18%
Very unlikely	(1)	177	92	85	21	28	44	32	19	33	48	48	30	51	14	11	24	18	17	13	6	17	27	14	15	27	76
		9%	9%	8%	8%	8%	11%	9%	6%	8%	9%	8%	7%	11%	8%	12%	10%	10%	9%	8%	5%	9%	11%	5%	8%	9%	9%
NET: Unlikely		573	273	300	65	91	114	95	84	124	133	180	107	153	49	32	63	58	60	54	30	54	67	62	44	93	226
		28%	27%	29%	26%	27%	29%	27%	27%	29%	24%	30%	25%	32%	27%	34%	26%	32%	31%	33%	28%	28%	26%	23%	24%	30%	27%
Don't know		233	80	152	45	41	51	45	25	27	56	65	65	47	23	10	30	15	12	18	14	22	40	33	16	24	102
		11%	8%	15%	18%	12%	13%	13%	8%	6%	10%	11%	15%	10%	13%	10%	12%	8%	6%	11%	13%	11%	15%	13%	9%	8%	12%
Mean		2.83	2.86	2.80	2.85	2.83	2.77	2.87	2.89	2.82	2.89	2.78	2.88	2.79	2.88	2.69	2.87	2.77	2.83	2.78	2.91	2.79	2.78	2.91	2.90	2.79	2.84
Standard deviation		0.91	0.91	0.90	0.94	0.90	0.95	0.95	0.86	0.85	0.89	0.88	0.88	0.97	0.93	0.95	0.95	0.92	0.93	0.92	0.89	0.89	0.92	0.83	0.87	0.88	0.92
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.05	0.08	0.10	0.06	0.07	0.07	0.08	0.10	0.07	0.06	0.05	0.07	0.05	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 64

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Civil servants

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	760	348	412	115	166	160	126	100	93	202	220	167	172	77	32	100	69	69	59	42	65	102	84	60	148	318	
	37%	34%	39%	47%	50%	41%	36%	33%	22%	36%	37%	39%	36%	43%	34%	41%	38%	36%	37%	39%	34%	39%	32%	32%	47%	38%	
Very likely	(4)	262	117	145	51	58	57	46	24	25	64	74	53	70	29	13	34	16	27	20	13	24	38	28	21	48	111
		13%	12%	14%	21%	18%	15%	13%	8%	6%	11%	12%	12%	15%	16%	14%	14%	9%	14%	13%	12%	12%	15%	10%	11%	15%	13%
Fairly likely	(3)	498	231	268	64	108	102	79	76	69	138	145	114	102	48	19	67	53	43	39	29	41	64	56	39	100	207
		24%	23%	25%	26%	33%	26%	23%	25%	16%	25%	24%	26%	21%	27%	21%	28%	29%	22%	24%	27%	21%	25%	21%	21%	32%	25%
Fairly unlikely	(2)	614	295	320	62	77	116	104	98	158	178	134	139	51	35	53	55	68	54	25	62	73	80	59	97	228	
		30%	29%	30%	25%	23%	30%	30%	32%	37%	29%	30%	31%	29%	38%	22%	30%	35%	34%	23%	32%	28%	30%	32%	31%	27%	
Very unlikely	(1)	489	298	191	25	38	78	85	94	168	147	149	85	107	36	21	57	40	44	33	32	46	62	62	57	48	203
		24%	30%	18%	10%	12%	20%	24%	30%	39%	26%	25%	20%	23%	20%	22%	23%	22%	23%	21%	29%	24%	24%	23%	30%	15%	24%
NET: Unlikely		1103	592	511	87	115	194	189	191	326	310	327	219	247	87	56	109	95	111	87	56	108	134	142	117	145	431
		54%	59%	49%	35%	35%	50%	54%	62%	75%	56%	55%	51%	52%	49%	60%	45%	52%	58%	54%	52%	56%	52%	54%	62%	46%	51%
Don't know		197	70	128	45	48	38	36	17	13	44	51	47	56	15	5	33	18	10	14	10	20	23	38	11	20	91
		10%	7%	12%	18%	15%	10%	10%	6%	3%	8%	9%	11%	12%	8%	6%	13%	10%	5%	9%	10%	11%	9%	14%	6%	6%	11%
Mean		2.29	2.18	2.40	2.70	2.66	2.39	2.27	2.11	1.88	2.23	2.26	2.35	2.32	2.43	2.27	2.37	2.28	2.29	2.32	2.24	2.25	2.33	2.22	2.14	2.50	2.30
Standard deviation		1.01	1.01	0.98	0.99	0.96	1.00	1.02	0.95	0.89	1.00	1.01	0.97	1.03	1.02	0.99	1.05	0.94	1.00	0.98	1.05	1.00	1.03	0.98	1.01	0.95	1.02
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.05	0.08	0.11	0.07	0.08	0.07	0.08	0.11	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 65

Q.3c How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they delivered consistently poor service?

Journalists

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	632	306	326	91	142	113	103	78	105	184	171	135	142	52	19	86	55	58	46	30	49	96	80	63	109	248	
	31%	30%	31%	37%	43%	29%	29%	25%	24%	33%	29%	31%	30%	29%	21%	35%	30%	31%	29%	27%	25%	37%	30%	34%	35%	29%	
Very likely	(4)	220	97	123	34	51	48	39	19	29	50	64	45	60	24	10	24	15	21	15	7	23	39	25	16	45	82
		11%	10%	12%	14%	15%	12%	11%	6%	7%	9%	11%	10%	13%	14%	11%	10%	8%	11%	9%	6%	12%	15%	10%	9%	14%	10%
Fairly likely	(3)	412	209	203	57	91	66	64	58	75	134	108	89	82	27	9	61	39	38	31	23	26	57	54	47	64	165
		20%	21%	19%	23%	28%	17%	18%	19%	17%	24%	18%	21%	17%	15%	10%	25%	22%	20%	19%	21%	13%	22%	20%	25%	20%	20%
Fairly unlikely	(2)	586	284	302	71	82	113	86	93	142	139	181	111	155	48	32	59	54	62	37	29	70	63	80	50	78	225
		28%	28%	29%	29%	25%	29%	25%	30%	33%	25%	30%	26%	33%	27%	35%	25%	30%	33%	23%	27%	36%	24%	30%	26%	25%	27%
Very unlikely	(1)	658	349	309	52	71	127	119	119	170	190	184	146	139	60	35	70	59	64	64	43	50	70	81	61	99	286
		32%	35%	29%	21%	22%	33%	34%	38%	39%	34%	31%	34%	29%	34%	38%	29%	32%	34%	40%	39%	26%	27%	31%	32%	32%	34%
NET: Unlikely		1244	633	611	123	153	240	205	211	312	329	365	257	293	108	68	129	113	126	101	72	121	134	162	110	177	511
		60%	63%	58%	50%	46%	61%	59%	68%	72%	59%	61%	59%	62%	61%	73%	53%	62%	66%	63%	66%	62%	52%	61%	59%	56%	61%
Don't know		184	71	113	33	34	38	42	20	16	43	62	41	38	19	6	27	14	6	14	7	24	30	23	15	28	81
		9%	7%	11%	13%	10%	10%	12%	6%	4%	8%	10%	9%	8%	11%	7%	11%	8%	3%	9%	6%	12%	11%	9%	8%	9%	10%
Mean		2.10	2.06	2.15	2.34	2.41	2.09	2.07	1.92	1.91	2.09	2.09	2.09	2.15	2.10	1.93	2.19	2.07	2.08	1.98	1.94	2.13	2.28	2.10	2.11	2.19	2.06
Standard deviation		1.01	1.00	1.02	1.02	1.04	1.04	1.05	0.94	0.93	1.01	1.01	1.03	1.02	1.07	0.99	1.02	0.98	1.00	1.03	0.95	0.99	1.08	0.99	0.99	1.08	1.01
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.05	0.05	0.04	0.05	0.06	0.05	0.09	0.11	0.07	0.08	0.07	0.09	0.10	0.08	0.07	0.06	0.07	0.07	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 66

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Summary**Base: All respondents**

		Professions											
		Lawyers	Doctors	Teachers	Bankers	Accountants	Nurses	Estate Agents	Builders	Politicians	Engineers	Civil servants	Journalists
Unweighted base		2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
Weighted base		2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060	2060
NET: Likely		1033 50%	1402 68%	1317 64%	587 28%	952 46%	1457 71%	691 34%	796 39%	542 26%	1169 57%	771 37%	560 27%
Very likely	(4)	400 19%	766 37%	647 31%	259 13%	326 16%	766 37%	202 10%	243 12%	227 11%	415 20%	263 13%	209 10%
Fairly likely	(3)	633 31%	636 31%	670 33%	328 16%	626 30%	690 34%	489 24%	553 27%	315 15%	754 37%	508 25%	350 17%
Fairly unlikely	(2)	524 25%	340 16%	391 19%	577 28%	584 28%	302 15%	640 31%	586 28%	477 23%	432 21%	590 29%	629 31%
Very unlikely	(1)	327 16%	178 9%	200 10%	737 36%	307 15%	147 7%	520 25%	472 23%	878 43%	199 10%	482 23%	687 33%
NET: Unlikely		852 41%	518 25%	591 29%	1314 64%	891 43%	449 22%	1160 56%	1057 51%	1355 66%	631 31%	1071 52%	1316 64%
Don't know		175 8%	140 7%	152 7%	159 8%	217 11%	154 7%	208 10%	206 10%	163 8%	260 13%	217 11%	185 9%
Mean		2.59	3.04	2.92	2.06	2.53	3.09	2.20	2.31	1.94	2.77	2.30	2.04
Standard deviation		1.01	0.97	0.98	1.05	0.97	0.93	0.97	0.99	1.05	0.93	1.01	1.00
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 67

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Lawyers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1033	469	564	135	180	195	164	146	213	295	313	197	228	89	43	113	90	105	77	51	103	128	145	90	176	400	
	50%	46%	54%	55%	55%	50%	47%	47%	49%	53%	52%	46%	48%	50%	46%	47%	49%	55%	48%	47%	53%	49%	55%	48%	56%	48%	
Very likely	(4)	400	187	214	63	74	81	60	53	69	111	115	70	104	47	15	43	34	31	28	19	44	57	46	35	67	154
		19%	18%	20%	25%	22%	21%	17%	17%	16%	20%	19%	16%	22%	26%	17%	18%	19%	16%	17%	17%	23%	22%	17%	19%	21%	18%
Fairly likely	(3)	633	282	351	72	106	113	104	93	144	184	198	126	125	42	27	69	55	74	49	33	59	71	99	55	110	246
		31%	28%	33%	29%	32%	29%	30%	30%	33%	33%	33%	29%	26%	24%	29%	29%	30%	39%	31%	30%	31%	27%	37%	29%	35%	29%
Fairly unlikely	(2)	524	287	238	59	74	100	83	87	121	141	147	121	116	48	24	63	42	41	37	51	62	66	53	80	211	
		25%	28%	23%	24%	22%	26%	24%	28%	28%	25%	25%	28%	24%	27%	26%	26%	23%	22%	23%	34%	26%	24%	25%	28%	25%	25%
Very unlikely	(1)	327	183	144	21	33	59	75	58	82	77	90	76	84	25	18	41	37	33	35	15	19	41	35	30	39	143
		16%	18%	14%	9%	10%	15%	21%	19%	19%	14%	15%	18%	18%	14%	19%	17%	20%	17%	22%	13%	10%	16%	13%	16%	12%	17%
NET: Unlikely		852	470	382	81	107	160	158	144	203	219	236	197	200	73	42	103	79	74	72	51	69	104	101	83	119	353
		41%	47%	36%	33%	32%	41%	45%	47%	47%	39%	40%	46%	42%	41%	45%	43%	44%	39%	45%	47%	36%	40%	38%	44%	38%	42%
Don't know		175	71	104	31	42	37	28	19	18	42	48	39	46	17	8	26	13	11	12	6	21	28	18	15	19	86
		8%	7%	10%	13%	13%	9%	8%	6%	4%	8%	8%	9%	10%	9%	9%	11%	7%	6%	7%	6%	11%	11%	7%	8%	6%	10%
Mean		2.59	2.50	2.67	2.82	2.77	2.61	2.47	2.49	2.48	2.64	2.62	2.49	2.58	2.69	2.48	2.54	2.52	2.58	2.47	2.54	2.74	2.62	2.63	2.55	2.69	2.55
Standard deviation		1.01	1.02	0.99	0.97	0.96	1.02	1.04	1.01	0.99	0.98	0.99	1.00	1.06	1.05	1.02	1.02	1.05	0.98	1.05	0.95	0.96	1.04	0.95	1.01	0.97	1.02
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.09	0.11	0.07	0.08	0.07	0.09	0.10	0.08	0.07	0.06	0.08	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 68

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Doctors

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1402	672	730	167	240	259	226	215	295	380	418	264	340	122	62	165	119	136	103	76	135	172	186	127	216	576	
	68%	67%	69%	67%	73%	66%	65%	70%	68%	68%	70%	61%	72%	68%	66%	68%	66%	71%	64%	70%	70%	66%	70%	67%	69%	69%	
Very likely	(4)	766	354	412	110	126	141	123	121	145	200	226	142	197	75	33	84	73	66	61	39	75	92	110	57	133	298
		37%	35%	39%	45%	38%	36%	35%	39%	33%	36%	38%	33%	42%	42%	36%	35%	40%	35%	38%	35%	39%	36%	42%	31%	42%	35%
Fairly likely	(3)	636	318	318	56	114	118	103	95	150	180	192	122	143	47	29	80	46	70	42	38	60	79	76	69	83	278
		31%	31%	30%	23%	35%	30%	29%	31%	35%	32%	32%	28%	30%	26%	31%	33%	25%	37%	26%	35%	31%	31%	29%	37%	26%	33%
Fairly unlikely	(2)	340	175	165	38	45	58	63	59	78	92	90	88	71	29	16	40	31	25	33	22	24	44	41	33	54	128
		16%	17%	16%	15%	14%	15%	18%	19%	18%	16%	15%	20%	15%	16%	18%	17%	13%	21%	20%	13%	17%	16%	18%	17%	15%	
Very unlikely	(1)	178	106	72	11	19	40	37	25	46	49	50	46	33	15	10	20	21	19	17	5	15	18	22	17	29	70
		9%	10%	7%	5%	6%	10%	11%	8%	11%	9%	8%	11%	7%	8%	11%	8%	11%	10%	11%	5%	8%	7%	8%	9%	9%	8%
NET: Unlikely		518	280	238	49	64	99	100	83	123	141	140	134	103	44	27	60	52	44	51	27	40	62	63	50	84	198
		25%	28%	23%	20%	19%	25%	28%	27%	29%	25%	23%	31%	22%	25%	29%	25%	28%	23%	32%	24%	20%	24%	24%	26%	27%	24%
Don't know		140	57	83	32	26	34	24	10	15	35	40	35	31	13	5	17	11	11	7	6	19	25	15	12	14	66
		7%	6%	8%	13%	8%	9%	7%	3%	3%	6%	7%	8%	6%	7%	5%	7%	6%	6%	4%	6%	10%	10%	6%	6%	4%	8%
Mean		3.04	2.97	3.11	3.23	3.14	3.00	2.96	3.04	2.94	3.02	3.06	2.91	3.14	3.10	2.95	3.02	3.00	3.02	2.96	3.07	3.12	3.05	3.10	2.95	3.07	3.04
Standard deviation		0.97	1.00	0.94	0.92	0.89	1.01	1.01	0.97	0.98	0.97	0.96	1.02	0.94	0.99	1.02	0.96	1.05	0.96	1.03	0.88	0.96	0.94	0.98	0.95	1.01	0.95
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.04	0.08	0.11	0.06	0.08	0.07	0.09	0.09	0.08	0.06	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 69

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Teachers

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1317	616	701	154	222	254	228	208	251	345	379	276	317	104	61	162	113	126	98	81	120	163	176	115	218	533	
	64%	61%	67%	62%	67%	65%	65%	67%	58%	62%	63%	64%	67%	58%	65%	67%	62%	66%	61%	74%	62%	63%	67%	61%	69%	63%	
Very likely	(4)	647	290	357	106	118	135	106	93	88	169	197	118	163	59	33	75	62	65	44	32	62	79	89	48	134	248
		31%	29%	34%	43%	36%	35%	30%	30%	20%	30%	33%	27%	34%	33%	35%	31%	34%	34%	28%	29%	32%	31%	34%	25%	43%	30%
Fairly likely	(3)	670	326	344	48	104	119	121	115	163	176	182	158	154	45	28	87	51	61	54	49	57	84	87	67	84	285
		33%	32%	33%	19%	32%	30%	35%	37%	38%	32%	30%	37%	32%	25%	30%	36%	28%	32%	34%	45%	30%	32%	33%	36%	27%	34%
Fairly unlikely	(2)	391	209	183	40	50	70	64	56	111	113	116	79	83	45	14	37	30	33	37	12	40	44	54	46	51	155
		19%	21%	17%	16%	15%	18%	18%	18%	26%	20%	19%	18%	18%	25%	15%	15%	17%	18%	23%	11%	21%	17%	20%	24%	16%	18%
Very unlikely	(1)	200	123	77	19	28	33	34	29	56	62	57	42	39	14	13	26	23	23	17	11	15	25	19	13	33	79
		10%	12%	7%	8%	9%	8%	10%	9%	13%	11%	10%	10%	8%	8%	14%	11%	13%	12%	11%	10%	8%	10%	7%	7%	11%	9%
NET: Unlikely		591	331	260	59	79	104	98	85	166	175	174	121	122	59	28	63	54	56	54	23	55	69	73	59	84	233
		29%	33%	25%	24%	24%	26%	28%	28%	38%	31%	29%	28%	26%	33%	30%	26%	30%	30%	34%	21%	29%	27%	28%	31%	27%	28%
Don't know		152	62	90	34	29	33	25	15	16	37	45	36	34	17	5	18	15	8	8	6	18	27	15	14	12	74
		7%	6%	9%	14%	9%	9%	7%	5%	4%	7%	7%	8%	7%	9%	5%	7%	8%	4%	5%	5%	9%	11%	6%	7%	4%	9%
Mean		2.92	2.83	3.02	3.13	3.04	3.00	2.92	2.93	2.68	2.87	2.94	2.89	3.00	2.92	2.91	2.94	2.91	2.92	2.82	2.98	2.96	2.94	2.99	2.86	3.05	2.92
Standard deviation		0.98	1.01	0.94	1.02	0.97	0.97	0.97	0.95	0.95	1.00	0.99	0.95	0.96	0.99	1.07	0.98	1.06	1.02	0.98	0.92	0.97	0.98	0.94	0.91	1.02	0.96
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.06	0.04	0.08	0.11	0.06	0.09	0.07	0.08	0.09	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 70

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Bankers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	587	257	330	101	145	117	89	63	72	141	162	130	154	54	27	74	54	63	33	28	40	94	76	42	92	263	
	28%	25%	31%	41%	44%	30%	25%	20%	17%	25%	27%	30%	33%	30%	29%	30%	30%	33%	21%	26%	21%	36%	29%	22%	29%	31%	
Very likely	(4)	259	115	144	57	67	43	39	26	26	52	73	55	78	27	12	28	25	29	9	15	23	42	24	24	44	100
		13%	11%	14%	23%	20%	11%	11%	8%	6%	9%	12%	13%	16%	15%	13%	11%	14%	15%	6%	14%	12%	16%	9%	13%	14%	12%
Fairly likely	(3)	328	142	186	44	78	73	49	37	47	89	88	74	77	27	15	46	29	34	24	13	17	52	52	18	47	163
		16%	14%	18%	18%	24%	19%	14%	12%	11%	16%	15%	17%	16%	15%	16%	19%	16%	18%	15%	12%	9%	20%	20%	10%	15%	19%
Fairly unlikely	(2)	577	282	295	61	79	118	88	94	138	154	185	111	128	48	23	55	63	55	53	37	71	56	68	49	92	231
		28%	28%	28%	25%	24%	30%	25%	30%	32%	28%	31%	26%	27%	27%	25%	23%	35%	29%	33%	34%	37%	21%	26%	26%	29%	27%
Very unlikely	(1)	737	402	335	50	73	125	146	140	202	225	199	162	151	59	37	95	50	69	64	37	61	81	99	83	116	273
		36%	40%	32%	20%	22%	32%	42%	45%	47%	40%	33%	37%	32%	33%	40%	39%	28%	36%	40%	34%	32%	31%	38%	44%	37%	33%
NET: Unlikely		1314	684	631	111	152	242	234	234	340	379	384	273	279	107	60	149	113	124	118	74	132	137	168	133	208	504
		64%	68%	60%	45%	46%	62%	67%	76%	79%	68%	64%	63%	59%	60%	65%	62%	62%	65%	74%	68%	69%	53%	63%	71%	66%	60%
Don't know		159	69	90	35	33	32	27	12	20	36	52	30	41	18	5	19	14	4	9	7	20	28	20	13	14	73
		8%	7%	9%	14%	10%	8%	8%	4%	5%	7%	9%	7%	9%	10%	6%	8%	8%	2%	6%	6%	11%	11%	8%	7%	5%	9%
Mean		2.06	1.97	2.14	2.51	2.47	2.10	1.94	1.83	1.75	1.94	2.07	2.06	2.19	2.14	2.02	2.03	2.18	2.12	1.86	2.05	2.01	2.24	2.01	1.90	2.07	2.12
Standard deviation		1.05	1.03	1.06	1.13	1.10	1.01	1.05	0.96	0.89	1.00	1.03	1.07	1.10	1.09	1.08	1.06	1.03	1.08	0.91	1.04	1.00	1.12	1.01	1.06	1.07	1.04
Standard error		0.02	0.04	0.03	0.09	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.09	0.12	0.07	0.08	0.08	0.08	0.11	0.08	0.08	0.06	0.08	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 71

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Accountants

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	952	443	509	112	175	177	153	147	189	279	273	182	218	78	35	111	91	89	62	49	87	138	130	81	142	392	
	46%	44%	48%	45%	53%	45%	44%	48%	44%	50%	46%	42%	46%	44%	38%	46%	50%	47%	39%	45%	45%	53%	49%	43%	45%	47%	
Very likely	(4)	326	162	164	51	65	67	43	43	56	82	94	62	88	37	13	35	24	26	15	19	35	53	38	30	47	131
		16%	16%	16%	21%	20%	17%	12%	14%	13%	15%	16%	14%	19%	21%	14%	15%	13%	14%	10%	17%	18%	20%	14%	16%	15%	16%
Fairly likely	(3)	626	281	345	61	109	110	110	104	133	198	178	120	130	41	23	76	66	63	46	30	53	85	92	51	95	261
		30%	28%	33%	25%	33%	28%	31%	34%	31%	36%	30%	28%	27%	23%	24%	31%	37%	33%	29%	28%	27%	33%	35%	27%	30%	31%
Fairly unlikely	(2)	584	300	284	61	86	129	95	75	138	140	175	136	133	59	28	66	42	62	58	32	62	51	73	52	96	228
		28%	30%	27%	25%	26%	33%	27%	24%	32%	25%	29%	31%	28%	33%	30%	27%	23%	33%	36%	30%	32%	20%	28%	27%	31%	27%
Very unlikely	(1)	307	178	129	35	29	44	60	59	79	90	86	64	66	20	19	34	32	26	29	15	24	36	36	37	46	125
		15%	18%	12%	14%	9%	11%	17%	19%	18%	16%	14%	15%	14%	11%	20%	14%	17%	14%	18%	14%	12%	14%	14%	20%	15%	15%
NET: Unlikely		891	478	412	96	116	174	155	134	217	231	261	200	199	78	47	101	73	88	86	48	86	87	109	88	142	354
		43%	47%	39%	39%	35%	44%	44%	43%	50%	41%	44%	46%	42%	44%	50%	42%	40%	46%	54%	44%	44%	34%	41%	47%	45%	42%
Don't know		217	88	129	39	39	41	42	28	27	46	63	51	57	22	11	31	18	13	12	12	20	34	26	18	30	94
		11%	9%	12%	16%	12%	10%	12%	9%	6%	8%	11%	12%	12%	12%	13%	10%	7%	7%	11%	10%	13%	10%	10%	10%	11%	
Mean		2.53	2.46	2.59	2.62	2.73	2.57	2.44	2.47	2.41	2.53	2.53	2.47	2.58	2.61	2.36	2.53	2.51	2.50	2.33	2.55	2.57	2.69	2.56	2.44	2.51	2.53
Standard deviation		0.97	0.99	0.94	1.03	0.92	0.94	0.96	0.99	0.95	0.96	0.95	0.99	0.98	1.01	0.96	0.97	0.92	0.91	0.99	0.96	1.01	0.93	1.02	0.95	0.97	
Standard error		0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.11	0.06	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.08	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 72

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Nurses

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1457	693	764	160	231	282	243	239	300	391	426	298	341	136	63	167	130	136	110	78	135	170	196	136	232	574	
	71%	69%	73%	65%	70%	72%	70%	77%	69%	70%	71%	69%	72%	76%	68%	69%	72%	71%	69%	72%	70%	66%	74%	72%	74%	68%	
Very likely	(4)	766	355	411	95	140	156	127	121	129	196	217	157	196	76	37	85	67	78	52	40	75	86	106	63	138	304
		37%	35%	39%	38%	42%	40%	36%	39%	30%	35%	36%	36%	41%	43%	40%	35%	37%	41%	32%	37%	39%	33%	40%	34%	44%	36%
Fairly likely	(3)	690	338	352	66	92	126	117	119	171	194	209	141	145	60	26	82	63	58	58	38	59	84	90	72	94	270
		34%	33%	34%	27%	28%	32%	33%	38%	40%	35%	35%	33%	31%	33%	28%	34%	35%	30%	36%	35%	31%	33%	34%	38%	30%	32%
Fairly unlikely	(2)	302	153	149	31	43	50	53	39	85	88	81	63	71	22	15	36	27	29	24	15	27	43	36	28	44	115
		15%	15%	14%	13%	13%	13%	15%	13%	20%	16%	14%	15%	15%	13%	16%	15%	15%	15%	14%	14%	17%	14%	15%	14%	14%	
Very unlikely	(1)	147	98	49	24	22	29	22	18	33	42	49	33	23	8	11	17	14	14	10	10	13	22	16	12	24	71
		7%	10%	5%	10%	7%	7%	6%	6%	8%	7%	8%	8%	5%	5%	12%	7%	7%	7%	6%	9%	7%	9%	6%	6%	8%	8%
NET: Unlikely		449	251	198	55	66	79	75	57	118	129	130	96	94	31	26	53	40	43	34	25	40	65	52	40	69	186
		22%	25%	19%	22%	20%	20%	21%	18%	27%	23%	22%	22%	20%	17%	28%	22%	22%	22%	21%	23%	21%	25%	20%	21%	22%	22%
Don't know		154	65	89	32	33	30	32	13	15	36	41	39	38	12	4	23	11	12	16	6	18	24	17	12	13	80
		7%	6%	8%	13%	10%	8%	9%	4%	3%	7%	7%	9%	8%	7%	4%	9%	6%	6%	10%	5%	9%	9%	6%	6%	4%	10%
Mean		3.09	3.01	3.17	3.07	3.17	3.13	3.10	3.16	2.95	3.05	3.07	3.18	3.22	3.00	3.07	3.08	3.12	3.06	3.05	3.13	2.99	3.15	3.06	3.15	3.06	
Standard deviation		0.93	0.98	0.87	1.01	0.94	0.94	0.91	0.87	0.91	0.93	0.94	0.94	0.89	0.86	1.05	0.93	0.93	0.94	0.90	0.96	0.96	0.90	0.89	0.95	0.96	
Standard error		0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.07	0.11	0.06	0.07	0.07	0.08	0.10	0.07	0.05	0.07	0.06	0.04	

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 73

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Estate Agents

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	691	313	378	98	164	136	125	74	93	178	189	142	182	67	25	85	63	77	49	29	60	90	98	50	113	303	
	34%	31%	36%	40%	50%	35%	36%	24%	21%	32%	32%	33%	38%	37%	27%	35%	34%	40%	31%	27%	31%	35%	37%	26%	36%	36%	
Very likely	(4)	202	95	107	33	47	42	37	20	23	49	59	33	61	21	9	19	19	8	8	25	28	30	15	35	80	
		10%	9%	10%	13%	14%	11%	10%	6%	5%	9%	10%	8%	13%	12%	10%	8%	11%	10%	5%	7%	13%	11%	12%	8%	11%	10%
Fairly likely	(3)	489	218	271	65	117	94	88	55	69	129	130	109	122	46	16	66	43	58	41	21	35	62	67	35	78	223
		24%	22%	26%	26%	36%	24%	25%	18%	16%	23%	22%	25%	26%	26%	17%	27%	24%	30%	25%	19%	18%	24%	25%	19%	25%	27%
Fairly unlikely	(2)	640	312	329	81	87	122	91	108	152	159	194	147	140	51	31	76	59	57	49	36	59	81	78	63	98	244
		31%	31%	31%	33%	26%	31%	26%	35%	35%	29%	33%	34%	30%	28%	33%	31%	32%	30%	31%	33%	31%	31%	29%	34%	31%	29%
Very unlikely	(1)	520	292	228	35	40	92	95	101	157	166	154	101	99	34	29	53	39	46	46	30	52	61	69	62	76	196
		25%	29%	22%	14%	12%	23%	27%	33%	36%	30%	26%	23%	21%	19%	31%	22%	21%	24%	29%	27%	27%	24%	26%	33%	24%	23%
NET: Unlikely		1160	604	556	116	127	213	186	209	309	325	348	247	240	85	60	129	98	103	95	66	112	142	147	125	173	440
		56%	60%	53%	47%	39%	55%	53%	68%	71%	59%	58%	57%	51%	48%	64%	53%	54%	54%	59%	60%	58%	55%	55%	66%	55%	52%
Don't know		208	92	116	32	38	42	39	26	31	53	60	44	52	27	9	29	21	10	16	14	21	27	20	14	27	97
		10%	9%	11%	13%	12%	11%	11%	8%	7%	10%	10%	10%	11%	15%	9%	12%	12%	5%	10%	13%	11%	10%	7%	7%	9%	12%
Mean		2.20	2.13	2.28	2.45	2.59	2.25	2.21	1.98	1.90	2.12	2.18	2.19	2.34	2.35	2.06	2.24	2.27	2.27	2.08	2.08	2.19	2.25	2.24	2.01	2.25	2.25
Standard deviation		0.97	0.98	0.96	0.94	0.92	0.98	1.01	0.91	0.89	0.98	0.97	0.92	0.99	0.98	0.98	0.92	0.96	0.96	0.91	0.94	1.03	0.98	1.00	0.95	0.98	0.97
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.05	0.05	0.05	0.05	0.08	0.11	0.06	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 74

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Builders

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	796	366	431	105	151	150	150	105	135	206	227	170	193	64	37	111	75	84	54	37	70	97	103	66	131	327	
	39%	36%	41%	43%	46%	38%	43%	34%	31%	37%	38%	39%	41%	36%	40%	46%	41%	44%	34%	34%	36%	37%	39%	35%	42%	39%	
Very likely	(4)	243	122	122	34	48	50	48	30	33	60	70	46	68	22	11	33	23	22	13	11	26	30	21	41	92	
		12%	12%	12%	14%	14%	13%	14%	10%	8%	11%	12%	11%	14%	12%	12%	14%	12%	12%	8%	10%	14%	12%	11%	11%	13%	11%
Fairly likely	(3)	553	244	309	71	103	99	102	76	102	146	157	125	125	42	26	78	52	62	41	26	44	65	73	45	91	234
		27%	24%	29%	29%	31%	25%	29%	24%	24%	26%	26%	29%	26%	23%	28%	32%	29%	33%	25%	24%	23%	25%	28%	24%	29%	28%
Fairly unlikely	(2)	586	298	288	79	89	121	80	88	129	148	162	129	148	52	22	56	45	57	45	33	61	72	84	58	87	224
		28%	30%	27%	32%	27%	31%	23%	28%	30%	27%	27%	30%	31%	29%	23%	23%	25%	30%	28%	30%	31%	28%	32%	31%	28%	27%
Very unlikely	(1)	472	264	208	33	51	81	81	85	141	149	150	92	81	41	28	47	44	38	47	27	39	57	56	47	76	189
		23%	26%	20%	13%	15%	21%	23%	28%	32%	27%	25%	21%	17%	23%	30%	20%	24%	20%	30%	25%	20%	22%	21%	25%	24%	23%
NET: Unlikely		1057	562	496	112	140	201	161	173	269	297	311	221	228	93	49	104	89	95	92	60	100	130	140	106	164	413
		51%	56%	47%	45%	43%	51%	46%	56%	62%	53%	52%	51%	48%	52%	53%	43%	49%	50%	58%	55%	52%	50%	53%	56%	52%	49%
Don't know		206	82	124	29	38	40	39	31	28	53	59	41	53	22	7	28	18	11	14	12	24	33	22	17	19	100
		10%	8%	12%	12%	12%	10%	11%	10%	7%	10%	10%	10%	11%	12%	8%	11%	10%	6%	9%	11%	12%	13%	8%	9%	6%	12%
Mean		2.31	2.24	2.37	2.49	2.51	2.34	2.38	2.18	2.07	2.23	2.27	2.32	2.43	2.28	2.23	2.45	2.33	2.38	2.14	2.22	2.34	2.31	2.32	2.23	2.33	2.31
Standard deviation		0.99	1.01	0.97	0.94	0.96	0.99	1.03	0.99	0.96	1.01	1.01	0.96	0.98	1.01	1.04	1.00	1.02	0.95	0.98	0.99	1.00	1.00	0.96	0.99	1.01	0.99
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.07	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 75

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Politicians

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	542	267	275	91	123	106	92	59	71	142	177	98	125	51	20	66	43	53	35	28	49	91	65	41	97	227	
	26%	26%	26%	37%	37%	27%	26%	19%	16%	26%	30%	23%	26%	29%	22%	27%	24%	28%	22%	26%	26%	35%	25%	22%	31%	27%	
Very likely	(4)	227	119	108	46	51	45	44	22	18	55	73	62	21	9	24	14	25	11	14	26	42	23	19	48	99	
		11%	12%	10%	19%	16%	12%	13%	7%	4%	10%	12%	9%	13%	12%	10%	8%	13%	7%	13%	13%	16%	9%	10%	15%	12%	
Fairly likely	(3)	315	148	167	45	72	61	48	36	53	87	104	61	63	30	11	41	29	28	24	14	24	49	41	22	48	128
		15%	15%	16%	18%	22%	15%	14%	12%	12%	16%	17%	14%	13%	17%	12%	17%	16%	15%	15%	13%	12%	19%	16%	12%	15%	15%
Fairly unlikely	(2)	477	206	271	68	94	85	73	75	82	113	146	113	105	45	23	49	48	50	37	21	48	50	72	34	80	205
		23%	20%	26%	27%	29%	22%	21%	24%	19%	20%	24%	26%	22%	25%	25%	20%	27%	26%	23%	19%	25%	19%	27%	18%	25%	24%
Very unlikely	(1)	878	475	403	51	82	163	158	161	263	268	227	182	202	67	45	99	77	76	77	58	77	94	111	98	122	328
		43%	47%	38%	21%	25%	42%	45%	52%	61%	48%	38%	42%	43%	38%	48%	41%	42%	40%	48%	53%	40%	36%	42%	52%	39%	39%
NET: Unlikely		1355	682	673	119	177	247	231	236	345	381	373	294	307	112	68	147	125	126	114	78	125	144	183	132	201	533
		66%	68%	64%	48%	54%	63%	66%	76%	80%	68%	62%	68%	65%	63%	73%	61%	69%	66%	71%	72%	65%	56%	69%	70%	64%	63%
Don't know		163	61	102	37	30	38	27	14	17	34	47	40	42	15	5	29	14	11	12	3	19	24	16	15	16	80
		8%	6%	10%	15%	9%	10%	8%	5%	4%	6%	8%	9%	9%	9%	5%	12%	8%	6%	7%	2%	10%	9%	6%	8%	5%	10%
Mean		1.94	1.91	1.98	2.41	2.31	1.97	1.93	1.73	1.58	1.87	2.04	1.88	1.96	2.03	1.83	1.96	1.88	2.01	1.79	1.86	1.99	2.17	1.91	1.78	2.08	2.00
Standard deviation		1.05	1.07	1.03	1.09	1.05	1.07	1.09	0.95	0.87	1.04	1.06	0.99	1.09	1.06	1.01	1.06	0.97	1.07	0.96	1.10	1.08	1.14	0.99	1.04	1.10	1.06
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.08	0.11	0.07	0.08	0.08	0.08	0.11	0.09	0.08	0.06	0.08	0.07	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 76

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Engineers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	1169	588	581	127	189	225	197	179	252	343	345	219	263	92	53	142	112	111	90	49	111	140	151	119	183	471	
	57%	58%	55%	52%	57%	58%	56%	58%	58%	62%	58%	51%	55%	51%	57%	59%	62%	58%	56%	45%	58%	54%	57%	64%	58%	56%	
Very likely	(4)	415	225	190	51	62	84	69	66	82	120	118	70	108	38	18	52	37	38	33	20	46	43	51	40	62	158
		20%	22%	18%	21%	19%	22%	20%	21%	19%	22%	20%	16%	23%	21%	20%	22%	20%	20%	18%	24%	17%	19%	21%	20%	19%	
Fairly likely	(3)	754	363	392	76	127	141	128	112	170	223	227	149	155	54	34	90	75	73	57	29	66	96	100	80	121	312
		37%	36%	37%	31%	38%	36%	36%	36%	39%	40%	38%	34%	33%	30%	37%	37%	41%	38%	36%	27%	34%	37%	38%	42%	39%	37%
Fairly unlikely	(2)	432	223	208	65	66	73	68	65	95	101	118	111	102	47	16	45	36	44	35	29	35	49	61	35	72	172
		21%	22%	20%	26%	20%	19%	19%	21%	22%	18%	20%	26%	22%	26%	17%	18%	20%	23%	22%	27%	18%	19%	23%	19%	23%	20%
Very unlikely	(1)	199	101	98	11	29	41	34	34	52	52	68	40	39	15	14	18	17	21	12	13	21	32	20	17	29	83
		10%	10%	9%	4%	9%	10%	10%	11%	12%	9%	11%	9%	8%	8%	15%	8%	10%	11%	8%	12%	11%	12%	7%	9%	9%	10%
NET: Unlikely		631	325	306	75	95	114	102	98	146	152	187	151	141	62	30	63	53	64	47	42	56	81	81	52	101	255
		31%	32%	29%	31%	29%	29%	29%	32%	34%	27%	31%	35%	30%	35%	32%	26%	29%	34%	29%	38%	29%	31%	31%	28%	32%	30%
Don't know		260	97	163	44	46	52	52	32	35	61	66	63	70	25	11	37	17	16	23	19	26	39	33	16	30	114
		13%	10%	16%	18%	14%	13%	15%	10%	8%	11%	11%	14%	15%	14%	11%	15%	9%	8%	14%	17%	13%	15%	12%	9%	9%	14%
Mean		2.77	2.78	2.76	2.83	2.78	2.79	2.78	2.76	2.71	2.83	2.74	2.67	2.82	2.75	2.69	2.86	2.79	2.73	2.81	2.62	2.81	2.69	2.79	2.83	2.76	2.75
Standard deviation		0.93	0.94	0.91	0.87	0.90	0.95	0.93	0.95	0.94	0.91	0.95	0.91	0.93	0.94	1.00	0.90	0.91	0.93	0.90	0.98	0.98	0.95	0.88	0.90	0.91	0.92
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.08	0.11	0.06	0.07	0.07	0.08	0.11	0.08	0.07	0.05	0.07	0.06	0.04

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 77

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Civil servants

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	771	327	445	109	165	176	116	98	108	203	232	146	190	67	38	95	73	78	54	42	65	111	93	54	156	306	
	37%	32%	42%	44%	50%	45%	33%	32%	25%	36%	39%	34%	40%	37%	41%	39%	40%	41%	34%	39%	34%	43%	35%	29%	50%	36%	
Very likely	(4)	263	114	149	45	69	61	39	25	23	65	86	40	72	26	15	33	24	26	19	14	25	41	21	18	66	102
		13%	11%	14%	18%	21%	16%	11%	8%	5%	12%	14%	9%	15%	17%	14%	13%	14%	12%	13%	13%	16%	8%	9%	21%	12%	
Fairly likely	(3)	508	212	296	64	96	114	77	72	85	137	146	107	118	40	23	62	49	51	35	28	40	70	72	36	90	204
		25%	21%	28%	26%	29%	29%	22%	23%	20%	25%	24%	25%	25%	23%	25%	26%	27%	27%	22%	26%	21%	27%	27%	19%	29%	24%
Fairly unlikely	(2)	590	302	288	73	76	101	104	96	140	161	180	128	121	57	27	56	51	60	43	30	60	62	83	61	77	254
		29%	30%	27%	29%	23%	26%	30%	31%	32%	29%	30%	30%	25%	32%	29%	23%	28%	31%	27%	27%	31%	24%	32%	32%	25%	30%
Very unlikely	(1)	482	306	175	22	43	67	92	93	165	139	128	108	107	35	22	54	40	42	44	31	44	58	57	55	58	181
		23%	30%	17%	9%	13%	17%	26%	30%	38%	25%	21%	25%	23%	19%	23%	22%	22%	22%	27%	28%	23%	22%	22%	29%	18%	22%
NET: Unlikely		1071	608	463	94	119	168	196	189	305	300	308	236	227	91	49	110	91	102	87	60	105	120	141	116	135	435
		52%	60%	44%	38%	36%	43%	56%	61%	70%	54%	52%	55%	48%	51%	52%	46%	50%	54%	54%	55%	54%	46%	53%	62%	43%	52%
Don't know		217	75	142	44	45	48	38	23	20	54	57	50	56	21	6	37	18	11	19	7	24	28	30	18	23	99
		11%	7%	14%	18%	14%	12%	11%	7%	5%	10%	10%	12%	12%	12%	7%	15%	10%	6%	12%	6%	12%	11%	11%	10%	7%	12%
Mean		2.30	2.14	2.46	2.65	2.67	2.49	2.20	2.11	1.92	2.26	2.35	2.20	2.37	2.37	2.37	2.36	2.35	2.34	2.21	2.25	2.27	2.41	2.24	2.10	2.56	2.31
Standard deviation		1.01	1.01	0.98	0.94	1.01	1.00	1.00	0.96	0.91	1.00	1.01	0.97	1.04	1.00	1.05	1.04	1.01	1.00	1.03	1.04	1.01	1.05	0.92	0.97	1.05	0.99
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.04	0.05	0.06	0.06	0.05	0.08	0.11	0.07	0.08	0.07	0.09	0.11	0.08	0.07	0.06	0.07	0.07	0.04

Which? Professional Trust Survey

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Absolutes/col percents

Table 78

Q.3d How likely or unlikely do you think it is that people in each of the professions below would be removed from their jobs if they received a high number of complaints from customers/clients?

Journalists

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777	
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840	
NET: Likely	560	253	307	79	134	104	87	72	84	144	168	107	141	49	23	69	51	51	37	26	55	85	72	43	103	221	
	27%	25%	29%	32%	41%	26%	25%	23%	19%	26%	28%	25%	30%	27%	25%	28%	27%	23%	24%	28%	33%	27%	23%	33%	26%		
Very likely	(4)	209	102	108	36	52	36	42	21	22	46	66	40	58	21	9	20	13	24	15	9	19	31	29	19	41	85
		10%	10%	10%	14%	16%	9%	12%	7%	5%	8%	11%	9%	12%	12%	10%	8%	7%	13%	9%	8%	10%	12%	11%	10%	13%	10%
Fairly likely	(3)	350	151	199	43	82	68	46	51	62	99	102	67	82	27	14	49	37	27	22	17	35	54	43	24	63	136
		17%	15%	19%	17%	25%	17%	13%	16%	14%	18%	17%	15%	17%	15%	15%	20%	21%	14%	14%	16%	18%	21%	16%	13%	20%	16%
Fairly unlikely	(2)	629	304	325	72	92	132	95	97	141	174	140	144	64	25	73	59	58	51	39	58	56	85	61	85	254	
		31%	30%	31%	29%	28%	34%	27%	31%	32%	31%	29%	32%	36%	27%	30%	32%	30%	32%	36%	30%	22%	32%	33%	27%	30%	
Very unlikely	(1)	687	378	309	55	66	117	137	122	190	195	202	149	48	40	71	55	70	59	37	60	89	87	71	105	279	
		33%	37%	29%	22%	20%	30%	39%	39%	44%	35%	34%	35%	30%	27%	42%	29%	30%	37%	37%	33%	31%	34%	33%	38%	33%	33%
NET: Unlikely		1316	682	634	127	158	250	231	219	330	366	376	289	112	64	144	114	128	109	76	118	146	172	132	190	533	
		64%	68%	60%	51%	48%	64%	66%	71%	76%	66%	63%	67%	60%	63%	69%	60%	63%	67%	68%	70%	61%	56%	65%	71%	60%	63%
Don't know		185	75	110	41	37	38	32	18	18	46	54	36	49	18	6	29	17	12	13	7	20	29	21	13	21	86
		9%	7%	10%	17%	11%	10%	9%	6%	4%	8%	9%	8%	10%	10%	6%	12%	10%	6%	8%	7%	10%	11%	8%	7%	7%	10%
Mean		2.04	1.98	2.11	2.29	2.41	2.06	1.98	1.90	1.80	1.99	2.06	1.99	2.14	1.91	2.08	2.05	2.03	1.95	1.99	2.08	2.12	2.06	1.94	2.13	2.04	
Standard deviation		1.00	1.00	0.99	1.05	1.03	0.96	1.05	0.94	0.88	0.97	1.02	0.97	1.03	0.99	1.01	0.97	1.04	0.98	0.94	1.00	1.07	1.01	0.98	1.05	1.00	
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.06	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.07	0.06	0.04	

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 79
Gender
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Male	1010	1010	-	120	133	172	162	152	271	302	284	214	209	95	44	119	86	91	74	49	100	138	126	86	110	475
	49%	100%	-	49%	40%	44%	46%	49%	63%	54%	48%	50%	44%	53%	48%	49%	47%	48%	46%	45%	52%	53%	48%	46%	35%	57%
Female	1050	-	1050	127	197	219	189	157	161	254	313	218	265	84	49	123	96	99	86	60	93	121	138	102	204	365
	51%	-	100%	51%	60%	56%	54%	51%	37%	46%	52%	50%	56%	47%	52%	51%	53%	52%	54%	55%	48%	47%	52%	54%	65%	43%

Which? Professional Trust Survey

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Absolutes/col percents

Table 80

Age**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
18-24	247 12%	120 12%	127 12%	247 100%	-	-	-	-	-	65 12%	81 14%	40 9%	61 13%	27 15%	10 11%	30 12%	17 9%	17 9%	18 11%	8 7%	21 11%	43 17%	35 13%	21 11%	32 10%	93 11%
25-34	330 16%	133 13%	197 19%	-	330 100%	-	-	-	-	90 16%	97 16%	78 18%	64 14%	27 15%	16 18%	50 21%	31 17%	31 16%	21 13%	25 23%	22 11%	47 18%	41 16%	18 10%	72 23%	185 22%
35-44	391 19%	172 17%	219 21%	-	-	391 100%	-	-	-	98 18%	122 20%	89 21%	82 17%	22 13%	20 21%	38 16%	43 24%	37 19%	35 22%	12 11%	39 20%	66 26%	43 16%	36 19%	79 25%	218 26%
45-54	350 17%	162 16%	189 18%	-	-	-	350 100%	-	-	80 14%	92 15%	80 19%	97 21%	39 22%	17 19%	41 17%	26 14%	33 17%	26 16%	24 22%	36 18%	32 12%	42 16%	34 18%	74 24%	175 21%
55-64	309 15%	152 15%	157 15%	-	-	-	-	309 100%	-	82 15%	83 14%	67 15%	77 16%	28 16%	10 11%	46 19%	30 17%	29 15%	24 15%	20 19%	22 12%	24 9%	46 17%	29 15%	47 15%	123 15%
65+	433 21%	271 27%	161 15%	-	-	-	-	-	433 100%	140 25%	123 21%	78 18%	92 19%	35 20%	19 20%	36 15%	35 19%	43 23%	36 22%	20 18%	53 27%	48 18%	58 22%	50 27%	9 3%	46 5%
Average age	46.75	48.68	44.90	21.53	30.02	39.56	49.72	59.01	69.23	47.91	45.88	46.17	47.02	46.29	45.83	45.28	46.75	48.02	47.88	47.53	48.97	43.27	46.91	49.14	41.64	41.83

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 81
Social Grade
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
AB	556	302	254	65	90	98	80	82	140	556	-	-	-	44	19	57	51	53	46	25	48	81	81	50	110	235
	27%	30%	24%	26%	27%	25%	23%	27%	32%	100%	-	-	-	25%	20%	24%	28%	28%	29%	23%	25%	31%	31%	27%	35%	28%
C1	597	284	313	81	97	122	92	83	123	-	597	-	-	49	32	59	59	47	39	36	62	87	68	59	127	264
	29%	28%	30%	33%	29%	31%	26%	27%	28%	-	100%	-	-	27%	34%	24%	32%	25%	24%	33%	32%	33%	26%	31%	41%	31%
C2	433	214	218	40	78	89	80	67	78	-	-	433	-	43	22	56	31	44	34	30	31	42	60	41	54	215
	21%	21%	21%	16%	24%	23%	23%	22%	18%	-	-	100%	-	24%	23%	23%	17%	23%	21%	27%	16%	16%	23%	22%	17%	26%
DE	474	209	265	61	64	82	97	77	92	-	-	-	474	43	21	70	41	46	42	18	51	49	55	38	23	126
	23%	21%	25%	25%	20%	21%	28%	25%	21%	-	-	-	100%	24%	22%	29%	23%	24%	26%	17%	27%	19%	21%	20%	7%	15%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 82
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Scotland	179	95	84	27	27	22	39	28	35	44	49	43	43	179	-	-	-	-	-	-	-	-	-	-	23	78
		9%	9%	8%	11%	8%	6%	11%	9%	8%	8%	10%	9%	100%	-	-	-	-	-	-	-	-	-	-	7%	9%
North East	93	44	49	10	16	20	17	10	19	19	32	22	21	-	93	-	-	-	-	-	-	-	-	-	23	34
		5%	4%	5%	4%	5%	5%	3%	4%	3%	5%	5%	4%	-	100%	-	-	-	-	-	-	-	-	-	7%	4%
North West	242	119	123	30	50	38	41	46	36	57	59	56	70	-	-	242	-	-	-	-	-	-	-	-	37	103
		12%	12%	12%	12%	15%	10%	12%	15%	8%	10%	10%	13%	15%	-	-	100%	-	-	-	-	-	-	-	12%	12%
Yorkshire & Humberside	182	86	96	17	31	43	26	30	35	51	59	31	41	-	-	-	182	-	-	-	-	-	-	-	36	67
		9%	9%	9%	7%	9%	11%	7%	10%	8%	9%	10%	7%	9%	-	-	100%	-	-	-	-	-	-	-	11%	8%
West Midlands	191	91	99	17	31	37	33	29	43	53	47	44	46	-	-	-	-	191	-	-	-	-	-	-	33	68
		9%	9%	9%	7%	9%	9%	9%	10%	10%	8%	10%	10%	-	-	-	-	100%	-	-	-	-	-	-	10%	8%
East Midlands	160	74	86	18	21	35	26	24	36	46	39	34	42	-	-	-	-	-	160	-	-	-	-	-	15	67
		8%	7%	8%	7%	6%	9%	8%	8%	8%	6%	8%	9%	-	-	-	-	-	100%	-	-	-	-	-	5%	8%
Wales	109	49	60	8	25	12	24	20	20	25	36	30	18	-	-	-	-	-	-	109	-	-	-	-	23	48
		5%	5%	6%	3%	8%	3%	7%	7%	5%	4%	6%	7%	4%	-	-	-	-	-	100%	-	-	-	-	7%	6%
Eastern	193	100	93	21	22	39	36	22	53	48	62	31	51	-	-	-	-	-	-	-	193	-	-	-	28	71
		9%	10%	9%	9%	7%	10%	10%	7%	12%	9%	10%	7%	11%	-	-	-	-	-	-	100%	-	-	-	9%	8%
London	259	138	121	43	47	66	32	24	48	81	87	42	49	-	-	-	-	-	-	-	-	259	-	-	40	125
		13%	14%	12%	17%	14%	17%	9%	8%	11%	15%	15%	10%	10%	-	-	-	-	-	-	-	100%	-	-	13%	15%
South East	264	126	138	35	41	43	42	46	58	81	68	60	55	-	-	-	-	-	-	-	-	-	264	-	28	106
		13%	12%	13%	14%	12%	11%	12%	15%	13%	15%	11%	14%	12%	-	-	-	-	-	-	-	-	100%	-	9%	13%
South West	188	86	102	21	18	36	34	29	50	50	59	41	38	-	-	-	-	-	-	-	-	-	-	188	28	72
		9%	9%	10%	8%	5%	9%	10%	9%	12%	9%	10%	9%	8%	-	-	-	-	-	-	-	-	-	100%	9%	9%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 83

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Yes	1277	641	636	162	211	227	191	184	302	419	383	264	211	98	56	157	109	122	87	75	113	178	182	99	204	547
	62%	64%	61%	66%	64%	58%	54%	60%	70%	75%	64%	61%	45%	55%	61%	65%	60%	64%	54%	69%	59%	69%	69%	53%	65%	65%
No	783	368	415	85	118	164	159	125	131	137	214	169	262	81	37	85	73	69	73	34	80	81	83	89	110	293
	38%	36%	39%	34%	36%	42%	46%	40%	30%	25%	36%	39%	55%	45%	39%	35%	40%	36%	46%	31%	41%	31%	31%	47%	35%	35%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 84
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Homeowners	1401	701	700	130	167	255	240	226	383	461	414	303	223	110	61	162	130	139	122	74	137	139	187	139	234	557
	68%	69%	67%	52%	51%	65%	69%	73%	88%	83%	69%	70%	47%	62%	65%	67%	72%	73%	76%	68%	71%	54%	71%	74%	74%	66%
Owned outright - without mortgage	680	374	306	48	38	49	83	136	326	217	200	134	129	53	29	79	61	56	54	43	80	63	94	66	60	184
	33%	37%	29%	19%	11%	13%	24%	44%	75%	39%	33%	31%	27%	30%	31%	33%	34%	29%	34%	40%	41%	24%	36%	35%	19%	22%
Owned with a mortgage or loan	721	327	394	81	129	206	157	90	57	244	214	170	94	57	32	83	69	83	67	31	58	76	93	72	173	374
	35%	32%	38%	33%	39%	53%	45%	29%	13%	44%	36%	39%	20%	32%	35%	34%	38%	44%	42%	28%	30%	29%	35%	39%	55%	44%
NET: Renters	643	301	342	108	159	134	109	83	49	91	178	129	245	67	30	77	51	50	35	34	55	119	76	49	79	278
	31%	30%	33%	44%	48%	34%	31%	27%	11%	16%	30%	30%	52%	37%	32%	32%	28%	26%	22%	31%	28%	46%	29%	26%	25%	33%
Rented from the council	268	130	137	37	50	55	64	44	17	18	58	58	134	44	20	22	21	24	14	11	21	51	30	11	33	103
	13%	13%	13%	15%	15%	14%	18%	14%	4%	3%	10%	13%	28%	24%	21%	9%	12%	13%	9%	10%	11%	20%	11%	6%	10%	12%
Rented from a housing association	113	57	56	16	20	29	15	19	15	16	29	22	48	11	2	14	4	9	6	6	14	22	15	10	12	41
	6%	6%	5%	6%	6%	7%	4%	6%	3%	3%	5%	5%	10%	6%	3%	6%	2%	5%	4%	6%	7%	8%	6%	6%	4%	5%
Rented from someone else	262	114	148	55	89	50	30	20	18	57	92	50	63	13	8	41	26	17	16	17	20	46	30	27	35	134
	13%	11%	14%	22%	27%	13%	9%	7%	4%	10%	15%	11%	13%	7%	9%	17%	14%	9%	10%	16%	10%	18%	11%	15%	11%	16%
Rent free	16	8	8	10	4	2	1	-	1	4	5	1	6	1	2	3	1	1	3	1	1	1	1	*	1	4
	1%	1%	1%	4%	1%	*	*	-	*	1%	1%	*	1%	1%	2%	1%	*	1%	2%	1%	1%	*	*	*	*	1%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 85
At what age did you finish your full time education?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Under 16	731	372	359	21	57	121	149	158	225	112	169	206	244	63	43	88	78	79	61	34	76	52	92	65	82	250
	35%	37%	34%	9%	17%	31%	43%	51%	52%	20%	28%	48%	52%	35%	46%	36%	43%	41%	38%	31%	39%	20%	35%	35%	26%	30%
17-18	440	202	238	61	48	84	85	70	93	109	143	95	93	44	11	58	32	35	37	26	42	47	51	57	63	198
	21%	20%	23%	24%	15%	22%	24%	23%	21%	20%	24%	22%	20%	25%	11%	24%	17%	18%	23%	24%	22%	18%	19%	31%	20%	24%
19-24	562	285	276	72	152	116	67	64	91	240	177	80	64	48	21	59	46	57	37	33	38	95	78	50	110	274
	27%	28%	26%	29%	46%	30%	19%	21%	21%	43%	30%	19%	14%	27%	23%	24%	25%	30%	23%	30%	20%	37%	29%	26%	35%	33%
25-34	94	42	52	-	27	32	18	7	11	39	26	14	16	9	6	11	5	7	1	5	9	30	11	1	21	46
	5%	4%	5%	-	8%	8%	5%	2%	2%	7%	4%	3%	3%	5%	6%	4%	3%	4%	1%	5%	5%	12%	4%	1%	7%	5%
35+	30	10	20	-	-	7	13	5	4	10	7	5	8	3	2	2	5	1	3	3	1	2	4	4	11	9
	1%	1%	2%	-	-	2%	4%	2%	1%	2%	1%	1%	2%	2%	2%	1%	3%	1%	2%	3%	1%	1%	1%	2%	3%	1%
Still in full time education	94	44	51	79	11	4	-	-	-	25	39	11	19	8	1	11	7	3	9	3	8	19	21	4	5	16
	5%	4%	5%	32%	3%	1%	-	-	-	5%	7%	3%	4%	4%	2%	5%	4%	2%	6%	3%	4%	7%	8%	2%	1%	2%
Never had any full time education	13	9	4	-	7	2	1	2	2	-	4	3	5	-	3	2	-	1	1	-	5	-	2	-	5	3
	1%	1%	*	-	2%	*	*	1%	*	-	1%	1%	1%	-	3%	1%	-	*	*	-	3%	-	1%	-	2%	*
Don't know	43	20	23	3	10	14	8	1	7	8	12	7	16	1	2	4	3	4	5	5	4	8	4	3	8	13
	2%	2%	2%	1%	3%	4%	2%	*	2%	1%	2%	2%	3%	*	2%	2%	2%	2%	3%	5%	2%	3%	1%	2%	2%	2%
Prefer not to answer	53	26	27	11	17	11	9	3	1	13	20	11	8	3	4	8	6	3	6	*	9	7	2	3	9	32
	3%	3%	3%	4%	5%	3%	3%	1%	*	2%	3%	3%	2%	2%	4%	3%	4%	2%	4%	*	5%	3%	1%	2%	3%	4%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 86

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender		Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	Public	Private	
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
No formal education	20 1%	15 1%	6 1%	1 *	4 1%	3 1%	5 1%	2 1%	6 1%	- -	- -	8 2%	12 3%	3 2%	- -	5 2%	4 2%	1 1%	2 1%	1 1%	- -	1 *	1 1%	- -	8 1%	
Primary	16 1%	8 1%	8 1%	4 1%	9 3%	- -	1 *	1 *	1 *	* *	6 1%	1 *	9 2%	- -	2 2%	- -	1 1%	- -	- -	3 2%	4 2%	3 1%	1 1%	2 1%	4 1%	3 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1028 50%	490 49%	538 51%	92 37%	119 36%	182 47%	206 59%	189 61%	240 55%	160 29%	281 47%	279 64%	307 65%	91 51%	51 55%	125 52%	94 52%	105 55%	87 54%	54 50%	108 56%	87 33%	126 48%	100 53%	132 42%	401 48%
University degree or equivalent professional qualification, NVQ level 4, etc.	696 34%	360 36%	336 32%	67 27%	125 38%	153 39%	114 33%	91 30%	145 33%	279 50%	215 36%	102 24%	99 21%	65 36%	23 25%	70 29%	52 29%	66 35%	57 36%	30 27%	60 31%	110 43%	93 35%	69 37%	127 40%	308 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	187 9%	88 9%	100 9%	24 10%	54 16%	38 10%	20 6%	23 8%	28 7%	93 17%	60 10%	18 4%	17 3%	13 7%	14 15%	26 11%	16 9%	13 7%	4 3%	14 13%	7 3%	41 16%	28 10%	12 7%	42 14%	93 11%
Still in full time education	57 3%	23 2%	34 3%	51 21%	3 1%	2 1%	- -	- -	- -	15 3%	23 4%	9 2%	10 2%	5 3%	1 2%	5 2%	6 3%	1 1%	6 4%	3 3%	5 2%	8 3%	15 5%	2 1%	2 1%	6 1%
Don't know	26 1%	14 1%	11 1%	5 2%	9 3%	4 1%	1 *	1 *	6 1%	2 *	4 1%	8 2%	11 2%	1 1%	- -	3 1%	6 3%	2 1%	2 1%	5 5%	2 1%	5 2%	1 *	- -	5 2%	5 1%
Prefer not to answer	31 1%	12 1%	19 2%	4 2%	7 2%	8 2%	4 1%	1 *	7 2%	7 1%	8 1%	8 2%	8 2%	1 1%	2 2%	7 3%	2 1%	1 1%	2 1%	- -	7 4%	6 2%	1 *	1 *	* *	17 2%

Which? Professional Trust Survey

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Absolutes/col percents

Table 87

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Yes - responsible for half or more of the items bought	1861	847	1014	181	314	370	333	294	369	478	539	399	444	156	80	228	159	176	147	103	169	233	236	172	295	778
	90%	84%	96%	73%	95%	95%	95%	95%	85%	86%	90%	92%	94%	87%	86%	94%	88%	92%	92%	95%	88%	90%	89%	92%	94%	93%
No - not responsible for most of the items bought	199	162	37	67	16	21	17	15	64	78	58	34	30	23	13	14	22	15	13	6	24	26	28	15	18	62
	10%	16%	4%	27%	5%	5%	5%	5%	15%	14%	10%	8%	6%	13%	14%	6%	12%	8%	8%	5%	12%	10%	11%	8%	6%	7%

Which? Professional Trust Survey

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Absolutes/col percents

Table 88
How many cars are there in your household?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
No cars in the household	416 20%	179 18%	237 23%	76 31%	88 27%	80 20%	73 21%	49 16%	50 11%	59 11%	142 24%	51 12%	164 35%	31 18%	19 20%	63 26%	33 18%	36 19%	27 17%	16 15%	20 10%	107 41%	41 15%	24 13%	49 16%	158 19%
NET: Any	1644 80%	830 82%	813 77%	171 69%	242 73%	311 80%	277 79%	260 84%	383 89%	497 89%	456 76%	382 88%	309 65%	147 82%	74 80%	179 74%	149 82%	155 81%	133 83%	93 85%	174 90%	153 59%	224 85%	164 87%	265 84%	681 81%
1	853 41%	443 44%	410 39%	64 26%	117 36%	173 44%	152 43%	142 46%	204 47%	202 36%	230 39%	219 51%	202 43%	90 50%	44 47%	90 37%	65 36%	71 37%	64 40%	46 43%	98 51%	111 43%	89 34%	84 45%	116 37%	355 42%
2	603 29%	294 29%	310 29%	61 25%	98 30%	116 30%	91 26%	87 28%	150 35%	215 39%	172 29%	130 30%	87 18%	41 23%	25 27%	75 31%	71 39%	64 33%	54 34%	42 39%	56 29%	32 12%	88 33%	56 30%	115 37%	242 29%
3+	187 9%	94 9%	93 9%	46 18%	26 8%	22 6%	34 10%	30 10%	29 7%	80 14%	54 9%	33 8%	21 4%	16 9%	6 6%	14 6%	13 7%	20 10%	14 9%	4 4%	20 10%	10 4%	47 18%	24 13%	33 11%	84 10%

Which? Professional Trust Survey

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Absolutes/col percents

Table 89

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
White	1865	927	938	207	269	334	325	305	426	486	545	399	435	169	89	227	166	174	151	102	187	183	240	178	275	762
	91%	92%	89%	84%	82%	85%	93%	99%	98%	87%	91%	92%	92%	94%	95%	94%	92%	91%	94%	93%	97%	70%	91%	95%	88%	91%
NET: Non-white	170	67	103	36	53	50	23	4	5	59	48	32	31	9	4	14	10	15	8	6	4	70	21	8	32	69
	8%	7%	10%	15%	16%	13%	7%	1%	1%	11%	8%	7%	7%	5%	5%	6%	6%	8%	5%	6%	2%	27%	8%	4%	10%	8%
Mixed	30	15	15	5	5	12	5	1	2	8	10	7	5	1	3	1	2	-	5	2	1	9	4	2	3	19
	1%	1%	1%	2%	2%	3%	2%	*	*	1%	2%	2%	1%	1%	3%	*	1%	-	3%	2%	1%	4%	1%	1%	1%	2%
Asian	82	33	49	22	30	21	8	*	1	33	20	20	8	5	1	6	7	11	1	3	1	31	12	3	18	24
	4%	3%	5%	9%	9%	5%	2%	*	*	6%	3%	5%	2%	3%	1%	3%	4%	6%	*	3%	1%	12%	5%	2%	6%	3%
Black	42	13	28	5	13	12	7	2	1	12	10	3	17	*	-	3	*	4	2	-	1	24	4	2	8	19
	2%	1%	3%	2%	4%	3%	2%	1%	*	2%	2%	1%	3%	*	-	1%	*	2%	1%	-	*	9%	1%	1%	2%	2%
Chinese	9	4	5	4	2	2	1	1	-	3	4	1	1	2	-	3	1	-	-	1	-	2	*	-	3	3
	*	*	*	2%	*	*	*	*	-	1%	1%	*	*	1%	-	1%	*	-	-	1%	-	1%	*	-	1%	*
Other ethnic group	8	2	6	1	3	2	2	-	-	3	3	1	1	*	1	*	1	-	1	-	-	3	1	*	1	5
	*	*	1%	*	1%	1%	*	-	-	*	1%	*	*	*	1%	*	*	-	1%	-	-	1%	*	*	*	1%
Prefer not to answer	25	15	9	4	8	8	2	-	3	11	5	2	7	1	-	1	5	2	1	1	3	6	3	2	7	9
	1%	2%	1%	1%	2%	2%	1%	-	1%	2%	1%	*	1%	1%	-	1%	3%	1%	1%	1%	1%	2%	1%	1%	2%	1%

Which? Professional Trust Survey

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Absolutes/col percents

Table 90
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Urban	1599	798	801	219	267	321	257	227	309	414	463	330	392	140	80	216	133	151	107	65	128	258	191	131	249	658
	78%	79%	76%	88%	81%	82%	73%	73%	71%	74%	78%	76%	83%	78%	85%	89%	73%	79%	67%	60%	66%	100%	72%	70%	79%	78%
Urban - Population over 10,000	805	454	351	122	160	160	125	97	140	239	238	136	192	70	41	98	70	73	46	27	61	193	77	49	152	341
	39%	45%	33%	49%	49%	41%	36%	31%	32%	43%	40%	32%	41%	39%	44%	40%	38%	38%	29%	25%	32%	74%	29%	26%	48%	41%
Town and Fringe	794	344	450	97	106	161	131	129	169	175	225	194	200	70	39	118	63	78	61	38	66	66	114	81	97	317
	39%	34%	43%	39%	32%	41%	37%	42%	39%	32%	38%	45%	42%	39%	41%	49%	35%	41%	38%	35%	34%	25%	43%	43%	31%	38%
NET: Rural	461	211	250	29	63	70	93	82	124	142	134	103	82	39	14	26	49	40	53	44	66	1	73	57	65	182
	22%	21%	24%	12%	19%	18%	27%	27%	29%	26%	22%	24%	17%	22%	15%	11%	27%	21%	33%	40%	34%	*	28%	30%	21%	22%
Village	404	180	224	27	59	67	80	72	99	119	116	96	74	30	12	26	47	37	47	33	58	1	67	45	61	155
	20%	18%	21%	11%	18%	17%	23%	23%	23%	21%	19%	22%	16%	17%	13%	11%	26%	20%	29%	30%	30%	*	25%	24%	20%	18%
Hamlet & Isolated Dwelling	57	31	26	1	4	3	14	10	25	24	18	7	8	9	2	-	2	3	6	11	7	-	6	12	4	27
	3%	3%	2%	1%	1%	1%	4%	3%	6%	4%	3%	2%	2%	5%	2%	-	1%	1%	4%	10%	4%	-	2%	6%	1%	3%

Which? Professional Trust Survey

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Table 91
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
NET: Working	1154	585	569	125	257	297	249	170	55	345	391	269	149	102	57	140	103	100	82	72	99	165	134	100	314	840
	56%	58%	54%	51%	78%	76%	71%	55%	13%	62%	65%	62%	31%	57%	61%	58%	57%	53%	51%	66%	52%	64%	51%	53%	100%	100%
Working full time - working 30 hours per week or more	906	510	396	95	209	246	197	124	34	285	311	209	101	69	52	108	83	85	64	60	81	128	101	74	257	649
	44%	51%	38%	39%	64%	63%	56%	40%	8%	51%	52%	48%	21%	38%	56%	45%	46%	45%	40%	55%	42%	50%	38%	40%	82%	77%
Working part time - working between 8 and 29 hours per week	247	75	172	30	48	51	52	46	21	60	80	60	48	33	4	31	20	15	18	11	18	37	33	26	57	191
	12%	7%	16%	12%	15%	13%	15%	15%	5%	11%	13%	14%	10%	18%	5%	13%	11%	8%	11%	10%	10%	14%	13%	14%	18%	23%
NET: Not working	906	424	482	122	72	95	101	139	377	211	206	164	325	77	36	102	78	90	78	38	94	94	130	87	-	-
	44%	42%	46%	49%	22%	24%	29%	45%	87%	38%	35%	38%	69%	43%	39%	42%	43%	47%	49%	34%	48%	36%	49%	47%	-	-
Not working but seeking work or temporarily unemployed or sick	165	74	91	40	24	35	39	26	2	17	24	19	106	15	6	18	18	18	12	5	11	21	28	12	-	-
	8%	7%	9%	16%	7%	9%	11%	8%	*	3%	4%	4%	22%	8%	6%	7%	10%	10%	7%	5%	6%	8%	10%	7%	-	-
Not working and not seeking work	109	48	61	62	9	9	16	13	-	16	34	12	48	13	2	10	5	9	11	7	8	16	22	7	-	-
	5%	5%	6%	25%	3%	2%	5%	4%	-	3%	6%	3%	10%	7%	3%	4%	3%	5%	7%	7%	4%	6%	8%	4%	-	-
Retired on a state pension only	106	49	57	1	-	-	-	13	92	7	8	14	77	4	3	15	9	11	7	5	19	9	11	12	-	-
	5%	5%	5%	*	-	-	-	4%	21%	1%	1%	3%	16%	2%	3%	6%	5%	6%	4%	4%	10%	3%	4%	7%	-	-
Retired with a private pension	352	238	114	-	-	-	5	69	278	144	114	75	19	32	18	36	31	36	36	15	30	30	49	39	-	-
	17%	24%	11%	-	-	-	1%	22%	64%	26%	19%	17%	4%	18%	20%	15%	17%	19%	23%	13%	15%	12%	18%	21%	-	-
House person, housewife, househusband, etc.	174	15	160	19	39	51	40	18	6	27	27	44	76	13	7	23	15	16	13	6	26	18	22	17	-	-
	8%	1%	15%	8%	12%	13%	12%	6%	1%	5%	5%	10%	16%	7%	7%	10%	8%	8%	8%	5%	13%	7%	8%	9%	-	-

Which? Professional Trust Survey

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Table 92

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1064	471	593	96	245	264	248	166	45	429	316	181	138	97	49	136	87	99	69	55	86	144	143	99	287	777
Weighted base	1154	585	569	125	257	297	249	170	55	345	391	269	149	102	57	140	103	100	82	72	99	165	134	100	314	840
NET: Public Sector	314	110	204	32	72	79	74	47	9	110	127	54	23	23	23	37	36	33	15	23	28	40	28	28	314	-
	27%	19%	36%	26%	28%	27%	30%	28%	17%	32%	33%	20%	15%	23%	41%	26%	35%	33%	18%	32%	29%	24%	21%	28%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	34	13	21	1	11	8	9	5	-	10	11	14	-	3	3	2	4	3	-	10	2	5	2	-	34	-
	3%	2%	4%	1%	4%	3%	4%	3%	-	3%	3%	5%	-	3%	5%	2%	4%	3%	-	15%	2%	3%	1%	-	11%	-
HM Forces	8	6	2	-	2	6	-	-	-	2	4	2	-	2	-	-	2	-	-	-	2	-	-	2	8	-
	1%	1%	*	-	1%	2%	-	-	-	1%	1%	1%	-	2%	-	-	2%	-	-	-	2%	-	-	2%	3%	-
National Health Service	86	20	66	6	20	27	24	5	3	26	37	15	7	5	11	10	13	11	3	3	5	10	4	12	86	-
	7%	3%	12%	5%	8%	9%	10%	3%	6%	8%	9%	6%	5%	5%	19%	7%	12%	11%	4%	4%	5%	6%	3%	12%	27%	-
Universities and Academies funded by government	16	5	11	2	9	2	1	*	2	11	1	5	-	*	-	3	*	1	2	1	4	2	2	1	16	-
	1%	1%	2%	2%	3%	1%	*	*	3%	3%	*	2%	-	*	-	2%	*	1%	2%	1%	4%	1%	2%	1%	5%	-
Courts service	8	8	-	1	5	1	-	-	-	2	5	-	-	-	1	-	1	-	-	-	4	-	-	1	8	-
	1%	1%	-	1%	2%	*	-	-	-	1%	1%	-	-	-	2%	-	1%	-	-	-	4%	-	-	1%	2%	-
Local government administration	35	8	27	1	4	11	10	7	1	9	20	2	4	1	4	5	3	4	1	3	4	5	3	3	35	-
	3%	1%	5%	1%	1%	4%	4%	4%	1%	3%	5%	1%	3%	1%	7%	4%	3%	4%	2%	1%	3%	2%	4%	3%	11%	-
Police service	7	5	3	3	2	2	-	1	-	2	6	-	-	-	-	-	-	3	3	-	-	1	1	-	7	-
	1%	1%	1%	2%	1%	1%	-	1%	-	1%	1%	-	-	-	-	-	-	3%	3%	-	-	1%	*	-	2%	-
Public sector housing	7	2	5	2	*	-	3	2	-	3	3	1	1	1	2	-	-	1	-	-	2	-	1	-	7	-
	1%	*	1%	1%	*	-	1%	1%	-	1%	1%	*	1%	1%	3%	-	-	1%	-	-	2%	-	1%	-	2%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	47	11	36	6	6	10	11	11	3	26	16	4	1	2	-	5	3	2	1	3	4	13	7	7	47	-
	4%	2%	6%	5%	2%	4%	4%	6%	5%	7%	4%	2%	1%	2%	-	3%	3%	2%	1%	4%	4%	8%	5%	7%	15%	-

Which? Professional Trust Survey

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Absolutes/col percents

Table 92

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	1154	585	569	125	257	297	249	170	55	345	391	269	149	102	57	140	103	100	82	72	99	165	134	100	314	840
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	7 1%	5 1%	2 *	4 3%	-	-	3 1%	1 *	-	2 1%	3 1%	-	2 2%	-	-	-	-	-	-	-	-	4 3%	2 2%	1 1%	7 2%	-
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	59 5%	27 5%	32 6%	6 5%	13 5%	12 4%	13 5%	15 9%	1 1%	18 5%	22 6%	11 4%	7 5%	9 9%	3 5%	11 8%	10 9%	7 7%	5 6%	5 8%	2 2%	1 1%	4 3%	3 3%	59 19%	-
None of the above (Private Sector)	840 73%	475 81%	365 64%	93 74%	185 72%	218 73%	175 70%	123 72%	46 83%	235 68%	264 67%	215 80%	126 85%	78 77%	34 59%	103 74%	67 65%	68 67%	67 82%	48 68%	71 71%	125 76%	106 79%	72 72%	-	840 100%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 93

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
No children aged 18 or under	1448	767	681	184	167	162	232	276	427	400	425	282	341	135	63	168	112	131	119	73	137	178	191	140	195	533
	70%	76%	65%	75%	51%	41%	66%	89%	99%	72%	71%	65%	72%	75%	67%	70%	61%	69%	75%	67%	71%	69%	72%	75%	62%	64%
NET: Yes	602	237	364	59	160	228	118	33	4	154	169	150	129	44	31	72	68	58	41	35	54	79	73	47	118	304
	29%	23%	35%	24%	49%	58%	34%	11%	1%	28%	28%	35%	27%	25%	33%	30%	38%	31%	25%	32%	28%	30%	28%	25%	38%	36%
Yes - children aged under 5 years old	244	84	160	45	112	79	7	-	-	72	57	52	63	19	12	26	21	24	14	11	22	41	36	18	46	110
	12%	8%	15%	18%	34%	20%	2%	-	-	13%	10%	12%	13%	11%	13%	11%	12%	13%	9%	10%	11%	16%	14%	9%	15%	13%
Yes - children aged 5 to 10 years old	224	79	145	14	68	111	28	3	-	56	59	56	53	16	11	25	30	29	11	13	18	31	27	14	42	111
	11%	8%	14%	6%	21%	28%	8%	1%	-	10%	10%	13%	11%	9%	11%	10%	17%	15%	7%	12%	9%	12%	10%	8%	14%	13%
Yes - children aged 11 to 15 years old	219	100	120	10	36	91	73	9	-	50	65	55	49	14	11	31	27	26	16	15	17	22	18	22	44	119
	11%	10%	11%	4%	11%	23%	21%	3%	-	9%	11%	13%	10%	8%	12%	13%	15%	14%	10%	14%	9%	9%	7%	12%	14%	14%
Yes - children aged 16 to 18 years old	147	69	78	7	3	60	52	21	4	33	46	42	26	17	9	16	18	6	13	9	11	17	18	14	30	77
	7%	7%	7%	3%	1%	15%	15%	7%	1%	6%	8%	10%	5%	9%	10%	7%	10%	3%	8%	8%	6%	7%	7%	8%	9%	9%
Refused	10	5	5	4	2	2	-	-	2	3	4	-	4	-	-	1	2	1	-	1	2	2	-	1	-	2
	*	*	1%	2%	1%	*	-	-	*	*	1%	-	1%	-	-	*	1%	*	-	1%	1%	1%	-	*	-	*

Which? Professional Trust Survey

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Absolutes/col percents

Table 94
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Anglia	193	91	103	26	18	37	30	24	57	48	61	35	50	-	-	1	-	1	18	-	161	2	10	-	22	72
	9%	9%	10%	11%	6%	9%	9%	8%	13%	9%	10%	8%	11%	-	-	*	-	*	11%	-	84%	1%	4%	-	7%	9%
Border	21	14	7	-	2	5	5	6	3	5	4	4	7	13	1	7	-	-	-	-	-	-	-	-	5	11
	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	1%	7%	1%	3%	-	-	-	-	-	-	-	-	2%	1%
Central	314	146	168	34	50	68	54	44	63	93	70	73	78	2	-	2	-	184	104	1	*	-	13	7	40	131
	15%	14%	16%	14%	15%	17%	15%	14%	15%	17%	12%	17%	17%	1%	-	1%	-	97%	65%	1%	*	-	5%	4%	13%	16%
Granada	229	116	112	24	48	34	40	44	37	56	58	49	65	-	-	224	-	-	1	3	-	1	-	-	31	98
	11%	12%	11%	10%	15%	9%	12%	14%	8%	10%	10%	11%	14%	-	-	93%	-	-	1%	3%	-	*	-	-	10%	12%
London	364	199	165	56	65	82	46	38	77	110	128	57	69	2	-	1	1	1	1	-	30	257	70	3	53	161
	18%	20%	16%	23%	20%	21%	13%	12%	18%	20%	21%	13%	15%	1%	-	*	*	*	1%	-	15%	99%	26%	1%	17%	19%
Meridian	197	93	105	26	25	36	38	36	37	61	45	53	39	-	-	-	-	-	-	-	1	-	171	26	22	83
	10%	9%	10%	10%	8%	9%	11%	12%	8%	11%	8%	12%	8%	-	-	-	-	-	-	-	*	-	65%	14%	7%	10%
TyneTees	97	49	48	10	15	22	17	11	20	18	35	23	21	-	92	-	5	-	-	-	-	-	-	-	22	36
	5%	5%	5%	4%	5%	6%	5%	4%	5%	3%	6%	5%	4%	-	99%	-	3%	-	-	-	-	-	-	-	7%	4%
Wales	105	44	60	8	24	11	24	20	18	23	35	30	17	-	-	1	-	-	-	104	-	-	-	-	22	47
	5%	4%	6%	3%	7%	3%	7%	7%	4%	4%	6%	7%	4%	-	-	*	-	-	-	95%	-	-	-	-	7%	6%
West	60	22	38	6	14	8	13	8	11	15	21	10	13	-	-	7	1	3	-	2	-	-	*	47	13	21
	3%	2%	4%	2%	4%	2%	4%	3%	2%	3%	4%	2%	3%	-	-	3%	1%	2%	-	1%	-	-	*	25%	4%	3%
Westcountry	107	54	53	13	7	19	19	17	32	27	30	24	26	-	-	-	-	2	-	-	-	-	-	105	21	37
	5%	5%	5%	5%	2%	5%	6%	5%	7%	5%	5%	5%	6%	-	-	-	-	1%	-	-	-	-	-	56%	7%	4%
Yorkshire	211	98	113	19	34	49	29	36	45	59	66	35	51	-	-	-	175	-	35	-	1	-	-	-	41	75
	10%	10%	11%	8%	10%	12%	8%	12%	10%	11%	11%	8%	11%	-	-	-	96%	-	22%	-	1%	-	-	-	13%	9%
STV	162	83	79	24	25	21	35	23	34	40	44	40	38	162	-	-	-	-	-	-	-	-	-	-	21	68
	8%	8%	7%	10%	8%	5%	10%	8%	8%	7%	7%	9%	8%	90%	-	-	-	-	-	-	-	-	-	-	7%	8%

Which? Professional Trust Survey

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Absolutes/col percents

Table 95
Marital Status
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Single	494 24%	273 27%	221 21%	170 69%	101 31%	98 25%	71 20%	36 12%	18 4%	106 19%	166 28%	83 19%	139 29%	58 32%	18 19%	63 26%	39 21%	35 18%	38 24%	20 18%	38 20%	91 35%	59 22%	37 19%	78 25%	225 27%
NET: Married/ Civil partnership/ co habiting	1330 65%	651 65%	678 65%	72 29%	222 67%	269 69%	233 66%	207 67%	327 76%	398 72%	357 60%	325 75%	249 52%	110 62%	66 71%	148 61%	119 66%	132 69%	105 65%	75 69%	125 65%	141 55%	178 67%	129 69%	194 62%	550 66%
Married	1023 50%	529 52%	494 47%	27 11%	134 41%	189 48%	186 53%	180 58%	307 71%	323 58%	270 45%	253 58%	178 37%	86 48%	51 55%	111 46%	101 56%	99 52%	77 48%	57 52%	93 48%	106 41%	134 51%	109 58%	143 46%	392 47%
Civil Partnership	25 1%	16 2%	9 1%	3 1%	7 2%	8 2%	1 *	2 1%	2 *	7 1%	2 *	9 2%	7 1%	3 2%	* *	5 2%	1 1%	1 *	2 1%	1 1%	4 2%	7 3%	- -	- -	2 1%	14 2%
Co Habiting	282 14%	107 11%	175 17%	41 17%	80 24%	72 18%	46 13%	25 8%	18 4%	68 12%	86 14%	63 15%	64 14%	20 11%	15 16%	32 13%	17 10%	33 17%	26 16%	17 16%	29 15%	28 11%	45 17%	20 11%	49 15%	144 17%
NET: Widowed/ separated/ divorced	222 11%	80 8%	142 14%	- -	4 1%	20 5%	46 13%	66 21%	87 20%	46 8%	71 12%	25 6%	80 17%	11 6%	10 10%	28 11%	22 12%	21 11%	17 10%	13 12%	29 15%	24 9%	25 10%	22 12%	39 13%	59 7%
Widowed	53 3%	18 2%	35 3%	- -	* *	4 1%	2 1%	14 5%	32 7%	14 2%	18 3%	4 1%	18 4%	3 2%	1 1%	9 4%	7 4%	2 1%	4 2%	4 4%	9 5%	7 3%	5 2%	2 1%	7 2%	13 2%
Separated	30 1%	15 1%	15 1%	- -	2 1%	5 1%	8 2%	4 1%	9 2%	6 1%	5 1%	4 1%	14 3%	1 *	2 2%	3 1%	1 1%	5 3%	1 1%	1 1%	3 2%	2 1%	6 2%	4 2%	5 2%	7 1%
Divorced	139 7%	47 5%	92 9%	- -	1 *	11 3%	35 10%	47 15%	45 10%	27 5%	48 8%	17 4%	48 10%	7 4%	7 8%	16 6%	15 8%	13 7%	12 7%	8 7%	16 9%	15 6%	15 6%	16 8%	28 9%	39 5%
Prefer not to answer	14 1%	5 *	9 1%	6 2%	3 1%	4 1%	1 *	1 *	1 *	5 1%	4 1%	- -	5 1%	* *	- -	4 2%	1 1%	2 1%	1 *	1 1%	1 1%	3 1%	1 *	- -	2 1%	6 1%

Which? Professional Trust Survey

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Absolutes/col percents

Table 96

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Glasgow	85 4%	38 4%	47 4%	15 6%	14 4%	15 4%	17 5%	10 3%	14 3%	22 4%	24 4%	14 3%	24 5%	85 47%	-	-	-	-	-	-	-	-	-	-	10 3%	32 4%
Edinburgh	69 3%	37 4%	32 3%	13 5%	9 3%	7 2%	12 3%	12 4%	17 4%	15 3%	17 3%	24 6%	13 3%	68 38%	1 1%	-	-	-	-	-	-	-	-	-	12 4%	30 4%
Newcastle	94 5%	47 5%	47 4%	10 4%	14 4%	22 6%	17 5%	10 3%	19 4%	18 3%	32 5%	24 6%	19 4%	-	89 95%	4 2%	1 *	-	-	-	-	-	-	-	23 7%	35 4%
Leeds	100 5%	51 5%	49 5%	7 3%	17 5%	26 7%	13 4%	17 5%	20 5%	31 6%	32 5%	18 4%	19 4%	-	-	-	100 55%	-	-	-	-	-	-	-	24 8%	39 5%
Hull	38 2%	15 1%	23 2%	3 1%	6 2%	7 2%	5 1%	6 2%	11 3%	9 2%	13 2%	5 1%	11 2%	-	-	-	36 20%	-	2 1%	-	-	-	-	-	5 2%	10 1%
Sheffield	58 3%	28 3%	30 3%	11 5%	10 3%	13 3%	7 2%	9 3%	8 2%	19 3%	17 3%	9 2%	13 3%	-	-	-	38 21%	-	18 11%	2 1%	-	-	-	12 4%	20 2%	
Manchester	179 9%	97 10%	81 8%	16 6%	39 12%	29 7%	33 9%	35 11%	28 6%	49 9%	42 7%	39 9%	49 10%	-	-	163 67%	-	12 6%	2 1%	1 1%	-	-	-	-	21 7%	84 10%
Liverpool	76 4%	36 4%	40 4%	13 5%	15 5%	11 3%	10 3%	18 6%	9 2%	16 3%	15 3%	23 5%	21 5%	-	-	62 26%	-	-	-	11 10%	-	2 1%	-	1 *	15 5%	33 4%
Nottingham	91 4%	44 4%	47 4%	7 3%	17 5%	20 5%	13 4%	12 4%	21 5%	26 5%	24 4%	18 4%	22 5%	-	-	-	-	-	80 50%	-	10 5%	-	-	-	11 4%	41 5%
Birmingham	167 8%	76 8%	91 9%	14 6%	28 8%	32 8%	31 9%	23 7%	41 9%	49 9%	44 7%	38 9%	37 8%	-	-	-	-	155 81%	10 6%	2 2%	-	-	-	-	29 9%	63 7%
Norwich	83 4%	41 4%	43 4%	5 2%	10 3%	18 5%	16 4%	14 5%	21 5%	19 3%	23 4%	15 4%	26 5%	-	-	-	1 1%	-	3 2%	-	78 40%	-	1 *	-	13 4%	30 4%
Milton Keynes	58 3%	29 3%	28 3%	10 4%	5 1%	9 2%	10 3%	8 3%	16 4%	21 4%	18 3%	10 2%	9 2%	-	-	1 *	-	2 1%	15 9%	-	28 14%	-	12 5%	-	4 1%	26 3%
Brighton	52 3%	24 2%	28 3%	10 4%	9 3%	5 1%	7 2%	13 4%	8 2%	14 3%	9 2%	16 4%	13 3%	-	-	-	-	-	-	-	-	-	52 20%	-	9 3%	18 2%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 96

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Oxford	32 2%	11 1%	20 2%	9 4%	6 2%	6 1%	4 1%	2 1%	5 1%	11 2%	10 2%	7 2%	4 1%	-	-	-	-	3 1%	-	-	-	-	21 8%	8 4%	3 1%	13 1%
London	431 21%	225 22%	207 20%	61 25%	73 22%	96 24%	58 16%	48 15%	97 22%	127 23%	145 24%	64 15%	95 20%	-	-	-	2 1%	-	1 1%	-	55 29%	257 99%	115 43%	2 1%	55 18%	184 22%
Southampton	71 3%	33 3%	38 4%	7 3%	9 3%	15 4%	12 3%	14 5%	13 3%	27 5%	14 2%	21 5%	9 2%	-	-	-	-	-	-	-	-	-	44 17%	27 14%	6 2%	31 4%
Bristol	71 3%	30 3%	41 4%	7 3%	9 3%	11 3%	21 6%	10 3%	14 3%	20 4%	24 4%	13 3%	14 3%	-	-	-	-	3 1%	-	-	-	-	1 *	67 36%	13 4%	33 4%
Plymouth	62 3%	32 3%	30 3%	8 3%	5 2%	14 3%	7 2%	8 3%	20 5%	16 3%	13 2%	16 4%	16 3%	-	-	-	-	-	-	-	-	-	-	62 33%	12 4%	18 2%
Cardiff	79 4%	38 4%	41 4%	8 3%	20 6%	8 2%	18 5%	13 4%	12 3%	15 3%	28 5%	20 5%	15 3%	-	-	-	-	-	-	79 72%	-	-	-	-	16 5%	33 4%
None of these	165 8%	77 8%	88 8%	12 5%	16 5%	29 7%	42 12%	26 8%	40 9%	32 6%	52 9%	37 9%	44 9%	26 15%	4 4%	11 5%	5 2%	16 9%	28 17%	14 13%	22 11%	-	18 7%	21 11%	22 7%	67 8%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 97

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Gender			Age						Social Grade				Region							Employment Sector					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base		2060	921	1139	209	337	376	377	330	431	727	516	318	499	171	94	260	168	206	153	102	175	234	299	198	287	777
Weighted base		2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Up to £7,000	(3.5)	101	42	60	34	11	15	22	14	5	1	18	9	73	12	4	10	6	9	9	9	15	9	10	3	17	
		5%	4%	6%	14%	3%	4%	6%	5%	1%	*	3%	2%	15%	6%	4%	4%	3%	5%	5%	8%	5%	6%	4%	5%	1%	2%
£7,001 to £14,000	(10.5)	266	111	155	30	40	30	42	52	73	19	62	47	138	27	10	33	27	24	22	13	34	26	26	24	12	71
		13%	11%	15%	12%	12%	8%	12%	17%	17%	3%	10%	11%	29%	15%	10%	14%	15%	13%	14%	12%	18%	10%	10%	13%	4%	8%
£14,001 to £21,000	(17.5)	322	159	163	32	43	68	55	53	71	47	87	90	98	27	22	48	29	30	24	13	38	35	25	31	53	121
		16%	16%	16%	13%	13%	17%	16%	17%	16%	8%	15%	21%	21%	15%	24%	20%	16%	16%	15%	12%	20%	14%	9%	17%	17%	14%
£21,001 to £28,000	(24.5)	279	150	130	18	40	46	39	44	92	52	90	83	55	24	14	32	20	25	21	12	21	36	48	26	32	114
		14%	15%	12%	7%	12%	12%	11%	14%	21%	9%	15%	19%	12%	14%	15%	13%	11%	13%	13%	11%	11%	14%	18%	14%	10%	14%
£28,001 to £34,000	(31)	220	101	118	23	38	46	39	36	38	60	84	47	28	14	13	28	26	20	27	14	13	27	16	22	41	105
		11%	10%	11%	9%	11%	12%	11%	12%	9%	11%	14%	11%	6%	8%	14%	11%	14%	11%	17%	13%	7%	10%	6%	12%	13%	12%
£34,001 to £41,000	(37.5)	211	110	101	19	47	36	39	30	39	73	80	45	13	22	5	26	16	21	13	13	21	23	26	26	43	101
		10%	11%	10%	8%	14%	9%	11%	10%	9%	13%	13%	10%	3%	12%	5%	11%	9%	11%	8%	12%	11%	9%	10%	14%	14%	12%
£41,001 to £48,000	(44.5)	107	51	56	5	27	25	19	14	16	49	26	21	11	6	3	12	10	16	5	8	13	13	14	7	21	60
		5%	5%	5%	2%	8%	6%	5%	4%	4%	9%	4%	5%	2%	4%	3%	5%	5%	9%	3%	7%	7%	5%	5%	4%	7%	7%
£48,001 to £55,000	(51.5)	114	54	60	10	18	33	32	11	10	58	29	18	9	9	5	11	7	10	10	10	10	18	15	9	41	54
		6%	5%	6%	4%	5%	9%	9%	3%	2%	10%	5%	4%	2%	5%	6%	5%	4%	5%	6%	9%	5%	7%	6%	5%	13%	6%
£55,001 to £62,000	(58.5)	73	44	29	11	12	23	13	4	10	42	15	13	4	11	2	8	6	1	3	5	7	10	12	8	22	38
		4%	4%	3%	5%	3%	6%	4%	1%	2%	8%	2%	3%	1%	6%	2%	3%	3%	1%	2%	5%	4%	4%	5%	5%	7%	5%
£62,001 to £69,000	(65.5)	46	35	11	-	12	11	7	4	11	24	15	7	-	4	3	6	5	5	2	2	3	4	7	5	8	26
		2%	3%	1%	-	4%	3%	2%	1%	3%	4%	3%	2%	-	2%	3%	2%	3%	3%	1%	2%	2%	2%	3%	2%	2%	3%
£69,001 to £76,000	(72.5)	34	18	16	2	12	8	2	5	6	21	6	7	-	-	1	2	1	5	2	2	4	6	9	1	8	16
		2%	2%	2%	1%	4%	2%	1%	2%	1%	4%	1%	2%	-	-	1%	1%	1%	3%	1%	2%	2%	2%	3%	1%	3%	2%
£76,001 to £83,000	(79.5)	19	14	5	4	2	2	5	5	-	11	6	2	-	1	-	2	3	*	3	-	1	-	8	2	4	9
		1%	1%	*	2%	1%	1%	1%	2%	-	2%	1%	*	-	*	-	1%	1%	*	2%	-	*	-	3%	1%	1%	1%
£83,001 or more	(86)	58	33	25	18	1	16	7	5	11	42	6	10	-	10	-	3	5	6	3	-	6	13	12	1	5	38
		3%	3%	2%	7%	*	4%	2%	2%	3%	8%	1%	2%	-	6%	-	1%	3%	3%	2%	-	3%	5%	4%	*	2%	5%

Which? Professional Trust Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 97

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	179	93	242	182	191	160	109	193	259	264	188	314	840
Prefer not to answer	211	89	122	40	26	33	28	34	50	57	75	34	46	12	12	22	22	18	17	9	13	34	36	16	21	70
	10%	9%	12%	16%	8%	8%	8%	11%	12%	10%	12%	8%	10%	7%	13%	9%	12%	9%	11%	8%	7%	13%	14%	9%	7%	8%
Average income (£000's)	30.92	32.76	29.11	30.48	32.64	34.73	31.03	27.69	28.46	44.31	30.45	29.70	17.03	31.35	27.09	28.62	30.77	31.00	29.31	30.15	29.67	32.56	36.35	29.06	37.35	35.44