

Q1\_1. [I'll pay a little more money to support a product or service from a company I trust than a company I don't trust.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	836 21%	230 20%	497 21%	101 21%	180 20%
Somewhat agree	2424 61%	643 57%	1476 62%	289 61%	521 57%
Somewhat disagree	619 15%	207 18%	335 14%	71 15%	172 19%
Strongly disagree	122 3%	51 5%	56 2%	14 3%	43 5%
Sigma	4001 100%	1131 100%	2363 100%	475 100%	916 100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3260 81%	873 77%	1972 83%	390 82%	701 77%
TopBox (Strongly agree)	836 21%	230 20%	497 21%	101 21%	180 20%
Low2Box (Somewhat/ Strongly disagree)	741 19%	258 23%	390 17%	85 18%	215 23%
LowBox (Strongly disagree)	122 3%	51 5%	56 2%	14 3%	43 5%
Mean	3	2.9	3	3	2.9
Std. Dev.	0.7	0.8	0.7	0.7	0.8
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--



--	--	--	--	--	--	--	--	--

Insurance decisions
N
<b>3396</b>
<b>3411</b>
704
21%
2086
61%
530
16%
92
3%
3411
100%
2789
82%
704
21%
622
18%
92
3%
3
0.7
*



Q1\_2. [When I trust a company, I tend to recommend that product or service to my friends and family.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	1141 29%	307 27%	684 29%	139 29%	229 25%
Somewhat agree	2280 57%	644 57%	1373 58%	247 52%	513 56%
Somewhat disagree	488 12%	147 13%	268 11%	69 15%	136 15%
Strongly disagree	92 2%	33 3%	38 2%	20 4%	37 4%
Sigma	4001 100%	1131 100%	2363 100%	475 100%	916 100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3421 85%	951 84%	2057 87%	386 81%	742 81%
TopBox (Strongly agree)	1141 29%	307 27%	684 29%	139 29%	229 25%
Low2Box (Somewhat/ Strongly disagree)	580 15%	180 16%	306 13%	89 19%	174 19%
LowBox (Strongly disagree)	92 2%	33 3%	38 2%	20 4%	37 4%
Mean	3.1	3.1	3.1	3.1	3
Std. Dev.	0.7	0.7	0.7	0.8	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--





--	--	--	--	--	--	--	--	--

Insurance decisions
N
<b>3396</b>
<b>3411</b>
974
29%
1949
57%
414
12%
KL
75
2%
3411
100%
2923
86%
974
29%
488
14%
KL
75
2%
3.1
0.7
*



Q1\_3. [I pay more attention to companies that I trust than to companies I don't.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	1004 25%	268 24%	583 25%	143 30%	216 24%
Somewhat agree	2387 60%	657 58%	1451 61%	263 55%	530 58%
Somewhat disagree	539 13%	178 16%	298 13%	58 12%	143 16%
Strongly disagree	72 2%	29 3%	30 1%	12 2%	26 3%
Sigma	4001 100%	1131 100%	2363 100%	475 100%	916 100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3390 85%	924 82%	2034 86%	406 85%	747 82%
TopBox (Strongly agree)	1004 25%	268 24%	583 25%	143 30%	216 24%
Low2Box (Somewhat/ Strongly disagree)	611 15%	207 18%	329 14%	70 15%	169 18%
LowBox (Strongly disagree)	72 2%	29 3%	30 1%	12 2%	26 3%
Mean	3.1	3	3.1	3.1	3
Std. Dev.	0.7	0.7	0.6	0.7	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--



--	--	--	--	--	--	--	--	--



Insurance decisions
N
3396
3411
860
25%
2042
60%
K
458
13%
52
2%
3411
100%
2902
85%
860
25%
510
15%
52
2%
3.1
0.7
*



Q1\_4. [I consider myself very loyal to the brands and companies that I support.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	949 24%	263 23%	544 23%	131 28%	225 25%
Somewhat agree	2359 59%	646 57%	1430 61%	271 57%	510 56%
Somewhat disagree	619 15%	193 17%	352 15%	66 14%	159 17%
Strongly disagree	74 2%	28 2%	37 2%	7 1%	22 2%
Sigma	4001 100%	1131 100%	2363 100%	475 100%	916 100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3308 83%	909 80%	1974 84%	402 85%	734 80%
TopBox (Strongly agree)	949 24%	263 23%	544 23%	131 28%	225 25%
Low2Box (Somewhat/ Strongly disagree)	693 17%	221 20%	389 16%	73 15%	181 20%
LowBox (Strongly disagree)	74 2%	28 2%	37 2%	7 1%	22 2%
Mean	3	3	3	3.1	3
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err	*	*	*	*	*

500. Lit.

--	--	--	--	--



--	--	--	--	--	--	--	--	--

Insurance decisions
N
<b>3396</b>
<b>3411</b>
813
24%
2016
59%
532
16%
KL
50
1%
3411
100%
2829
83%
813
24%
582
17%
KL
50
1%
3.1
0.7
*





Q1\_5. [I'm more likely to remember advertisements from companies or brands that I trust.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	733 18%	211 19%	416 18%	99 21%	156 17%
Somewhat agree	2293 57%	624 55%	1395 59%	259 54%	505 55%
Somewhat disagree	826 21%	244 22%	477 20%	97 20%	207 23%
Strongly disagree	150 4%	53 5%	74 3%	21 4%	48 5%
Sigma	4001 100%	1131 100%	2363 100%	475 100%	916 100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3025 76%	834 74%	1811 77%	357 75%	661 72%
TopBox (Strongly agree)	733 18%	211 19%	416 18%	99 21%	156 17%
Low2Box (Somewhat/ Strongly disagree)	976 24%	297 26%	551 23%	118 25%	255 28%
LowBox (Strongly disagree)	150 4%	53 5%	74 3%	21 4%	48 5%
Mean	2.9	2.9	2.9	2.9	2.8
Std. Dev.	0.7	0.8	0.7	0.8	0.8
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--



--	--	--	--	--	--	--	--	--

Insurance decisions

N

**3396**

**3411**

617

18%

1976

58%

695

20%

123

4%

3411

100%

2594

76%

617

18%

818

24%

123

4%

2.9

0.7

\*



Q1\_6. [When a product or service's quality and price are similar, I tend to buy the product or service from the company

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	1454	392	863	188	330
	36%	35%	37%	39%	36%
Somewhat agree	2239	623	1344	254	500
	56%	55%	57%	54%	55%
Somewhat disagree	260	94	136	28	68
	7%	8%	6%	6%	7%
Strongly disagree	48	21	20	5	18
	1%	2%	1%	1%	2%
Sigma	4001	1131	2363	475	916
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3693	1016	2207	442	830
	92%	90%	93%	93%	91%
TopBox (Strongly agree)	1454	392	863	188	330
	36%	35%	37%	39%	36%
Low2Box (Somewhat/ Strongly disagree)	308	115	156	33	86
	8%	10%	7%	7%	9%
LowBox (Strongly disagree)	48	21	20	5	18
	1%	2%	1%	1%	2%
Mean	3.3	3.2	3.3	3.3	3.2
			A	A	
Std. Dev.	0.6	0.7	0.6	0.6	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--





--	--	--	--	--	--	--	--	--

Insurance decisions

N

**3396**

**3411**

1249

37%

1929

57%

199

6%

34

1%

M

3411

100%

**3178**

93%

K

1249

37%

233

7%

34

1%

M

3.3

0.6

\*



Q1\_7. [I am more likely to trust a company that announces product recalls.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	832 21%	250 22%	473 20%	101 21%	185 20%
Somewhat agree	2304 58%	615 54%	1396 59%	275 58%	517 56%
Somewhat disagree	749 19%	230 20%	435 18%	81 17%	187 20%
Strongly disagree	116 3%	37 3%	60 3%	18 4%	27 3%
Sigma	4001 100%	1131 100%	2363 100%	475 100%	916 100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3136 78%	864 76%	1868 79%	376 79%	702 77%
TopBox (Strongly agree)	832 21%	250 22%	473 20%	101 21%	185 20%
Low2Box (Somewhat/ Strongly disagree)	865 22%	266 24%	494 21%	99 21%	213 23%
LowBox (Strongly disagree)	116 3%	37 3%	60 3%	18 4%	27 3%
Mean	3	3	3	3	2.9
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--



--	--	--	--	--	--	--	--	--



Insurance decisions

N

**3396**

**3411**

708

21%

1996

59%

KL

625

18%

82

2%

3411

100%

2704

79%

KL

708

21%

707

21%

82

2%

3

0.7

\*



Q1\_8. [When a company I trust is in trouble, I give them the benefit of the doubt]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	297	102	158	30	80
	7%	9%	7%	6%	9%
Somewhat agree	2485	670	1516	283	539
	62%	59%	64%	59%	59%
Somewhat disagree	1109	316	635	148	261
	28%	28%	27%	31%	29%
Strongly disagree	111	43	53	14	36
	3%	4%	2%	3%	4%
Sigma	4001	1131	2363	475	916
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	2781	772	1674	313	618
	70%	68%	71%	66%	68%
TopBox (Strongly agree)	297	102	158	30	80
	7%	9%	7%	6%	9%
Low2Box (Somewhat/ Strongly disagree)	1220	359	689	163	297
	30%	32%	29%	34%	32%
LowBox (Strongly disagree)	111	43	53	14	36
	3%	4%	2%	3%	4%
Mean	2.7	2.7	2.8	2.7	2.7
Std. Dev.	0.6	0.7	0.6	0.6	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--



--	--	--	--	--	--	--	--	--

Insurance decisions
N
<b>3396</b>
<b>3411</b>
248
7%
2158
63%
KL
921
27%
83
2%
3411
100%
2407
71%
KL
248
7%
1005
29%
83
2%
2.8
L
0.6
*





Q1\_9. [When a company I don't trust is in trouble, I view their actions and messages skeptically.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	761 19%	221 20%	429 18%	105 22%	190 21%
Somewhat agree	2483 62%	662 59%	1514 64%	290 61%	537 59%
Somewhat disagree	682 17%	221 20%	383 16%	70 15%	163 18%
Strongly disagree	75 2%	27 2%	36 2%	10 2%	25 3%
Sigma	4001 100%	1131 100%	2363 100%	475 100%	916 100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3244 81%	883 78%	1943 82%	395 83%	727 79%
TopBox (Strongly agree)	761 19%	221 20%	429 18%	105 22%	190 21%
Low2Box (Somewhat/ Strongly disagree)	757 19%	248 22%	420 18%	80 17%	189 21%
LowBox (Strongly disagree)	75 2%	27 2%	36 2%	10 2%	25 3%
Mean	3	3	3	3	3
Std. Dev.	0.7	0.7	0.6	0.7	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--



--	--	--	--	--	--	--	--	--

Insurance decisions
N
<b>3396</b>
<b>3411</b>
643
19%
2149
63%
KL
564
17%
56
2%
3411
100%
2791
82%
643
19%
620
18%
56
2%
3
0.6
*



Q1\_10. [I trust third party recognition of products and services such as awards or seals of excellence.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	278 7%	93 8%	154 7%	27 6%	56 6%
Somewhat agree	2180 54%	622 55%	1299 55%	241 51%	482 53%
Somewhat disagree	1284 32%	338 30%	773 33%	165 35%	303 33%
Strongly disagree	259 6%	78 7%	137 6%	42 9%	75 8%
Sigma	4001 100%	1131 100%	2363 100%	475 100%	916 100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	2458 61%	715 63%	1453 62%	268 56%	538 59%
TopBox (Strongly agree)	278 7%	93 8%	154 7%	27 6%	56 6%
Low2Box (Somewhat/ Strongly disagree)	1543 39%	416 37%	909 38%	207 44%	378 41%
LowBox (Strongly disagree)	259 6%	78 7%	137 6%	42 9%	75 8%
Mean	2.6	2.6	2.6	2.5	2.6
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--





--	--	--	--	--	--	--	--	--

Insurance decisions
N
<b>3396</b>
<b>3411</b>
237
7%
1857
54%
1102
32%
215
6%
3411
100%
2094
61%
237
7%
1317
39%
215
6%
2.6
0.7
*



Q1\_11. [I trust a company that will stand behind their products.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	1461	348	900	204	306
	37%	31%	38%	43%	33%
Somewhat agree	2205	645	1295	246	502
	55%	57%	55%	52%	55%
Somewhat disagree	278	111	144	21	86
	7%	10%	6%	4%	9%
Strongly disagree	57	27	24	4	22
	1%	2%	1%	1%	2%
Sigma	4001	1131	2363	475	916
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3666	993	2195	450	808
	92%	88%	93%	95%	88%
TopBox (Strongly agree)	1461	348	900	204	306
	37%	31%	38%	43%	33%
Low2Box (Somewhat/ Strongly disagree)	335	138	168	25	108
	8%	12%	7%	5%	12%
LowBox (Strongly disagree)	57	27	24	4	22
	1%	2%	1%	1%	2%
Mean	3.3	3.2	3.3	3.4	3.2
			A	AB	
Std. Dev.	0.6	0.7	0.6	0.6	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--



--	--	--	--	--	--	--	--	--



Insurance decisions
N
<b>3396</b>
<b>3411</b>
1264
37%
1885
55%
225
7%
37
1%
3411
100%
3149
92%
1264
37%
263
8%
37
1%
3.3
0.6
*



Q1\_12. [I'd be more willing to work for a company that I trust.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	1718	455	1035	214	358
	43%	40%	44%	45%	39%
Somewhat agree	2019	567	1208	228	467
	50%	50%	51%	48%	51%
Somewhat disagree	207	84	96	25	66
	5%	7%	4%	5%	7%
Strongly disagree	57	24	23	9	25
	1%	2%	1%	2%	3%
Sigma	4001	1131	2363	475	916
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3737	1023	2244	441	825
	93%	90%	95%	93%	90%
TopBox (Strongly agree)	1718	455	1035	214	358
	43%	40%	44%	45%	39%
Low2Box (Somewhat/ Strongly disagree)	264	108	119	34	91
	7%	10%	5%	7%	10%
LowBox (Strongly disagree)	57	24	23	9	25
	1%	2%	1%	2%	3%
Mean	3.3	3.3	3.4	3.4	3.3
			A		
Std. Dev.	0.6	0.7	0.6	0.7	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--



--	--	--	--	--	--	--	--	--

Insurance decisions
N
<b>3396</b>
<b>3411</b>
1472
43%
1731
51%
166
5%
42
1%
3411
100%
3203
94%
1472
43%
208
6%
42
1%
3.4
0.6
*





Q1\_13. [I'm more likely to invest my money in a company that I trust.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	1414	382	851	169	298
	35%	34%	36%	36%	33%
Somewhat agree	2191	609	1325	243	492
	55%	54%	56%	51%	54%
Somewhat disagree	315	111	149	50	94
	8%	10%	6%	11%	10%
Strongly disagree	81	29	38	13	31
	2%	3%	2%	3%	3%
Sigma	4001	1131	2363	475	916
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3605	991	2176	412	790
	90%	88%	92%	87%	86%
TopBox (Strongly agree)	1414	382	851	169	298
	35%	34%	36%	36%	33%
Low2Box (Somewhat/ Strongly disagree)	396	140	187	63	125
	10%	12%	8%	13%	14%
LowBox (Strongly disagree)	81	29	38	13	31
	2%	3%	2%	3%	3%
Mean	3.2	3.2	3.3	3.2	3.2
			AC		
Std. Dev.	0.7	0.7	0.6	0.7	0.7
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--



--	--	--	--	--	--	--	--	--

Insurance decisions

N

**3396**

**3411**

1217

36%

1875

55%

256

8%

64

2%

3411

100%

3091

91%

1217

36%

320

9%

64

2%

3.2

0.7

\*



Q1\_14. [I buy items solely based on their price.]

Do you agree or disagree with the following statements?

	Total	Marital Status			1
		Single	Married/living with partner	Divorced/separated/widowed	
		A	B	C	D
<b>Base: All Respondents</b>	<b>4001</b>	<b>1161</b>	<b>2349</b>	<b>459</b>	<b>911</b>
<b>Base: Weighted</b>	<b>4001</b>	<b>1131</b>	<b>2363</b>	<b>475</b>	<b>916</b>
Strongly agree	367	136	187	37	89
	9%	12%	8%	8%	10%
		BC			E
Somewhat agree	1600	482	928	177	360
	40%	43%	39%	37%	39%
Somewhat disagree	1649	416	1027	198	370
	41%	37%	43%	42%	40%
Strongly disagree	384	96	221	63	98
	10%	9%	9%	13%	11%
			AB		F
Sigma	4001	1131	2363	475	916
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	1967	619	1115	214	449
	49%	55%	47%	45%	49%
		BC			E
TopBox (Strongly agree)	367	136	187	37	89
	9%	12%	8%	8%	10%
		BC			E
Low2Box (Somewhat/ Strongly disagree)	2034	512	1248	261	467
	51%	45%	53%	55%	51%
			A	A	F
LowBox (Strongly disagree)	384	96	221	63	98
	10%	9%	9%	13%	11%
			AB		F
Mean	2.5	2.6	2.5	2.4	2.5
		BC			E
Std. Dev.	0.8	0.8	0.8	0.8	0.8
Std. Err	*	*	*	*	*

500. 111.

--	--	--	--	--





--	--	--	--	--	--	--	--	--

Insurance decisions
N
3396
3411
285
8%
1341
39%
1457
43%
K
328
10%
3411
100%
1626
48%
285
8%
1785
52%
K
328
10%
2.5
0.8
*

