Medical Information Survey
ONLINE Fieldwork: 18th-20th March 2016

Absolutes/col percents

Table 1

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Summary table

		Data from medical trials	Forensic evidence (e.g. crime scene, legally admissible)	Stories from members of the public in the national media (e.g. on the TV, radio or in a newspaper)	Medical professionals commenting in the national media (e.g. on the TV, radio or in a newspaper)	The experiences of your friends and family	Online reviews of products or services e.g. TripAdvisor	Office of National Statistics survey data
Unweighted base		2041	2041	2041	2041	2041	2041	2041
Weighted base		2041	2041	2041	2041	2041	2041	2041
Would trust it to a great extent	(5)	130 6%	578 28%	26 1%	140 7%	520 25%	92 5%	175 9%
4	(4)	631 31%	925 45%	148 7%	643 32%	810 40%	486 24%	613 30%
3	(3)	734 36%	337 17%	514 25%	728 36%	471 23%	705 35%	702 34%
2	(2)	351 17%	105 5%	698 34%	318 16%	154 8%	442 22%	315 15%
1	(1)	81 4%	30 1%	391 19%	106 5%	35 2%	186 9%	92 4%
Would not trust it at all	(0)	33 2%	14 1%	196 10%	44 2%	13 1%	70 3%	53 3%
NET: Top 2 box trust		761 37%	1504 74%	174 9%	783 38%	1330 65%	578 28%	788 39%
NET: Bottom 2 box not trust		114 6%	43 2%	587 29%	150 7%	48 2%	256 13%	145 7%
Don't know		82 4%	52 3%	69 3%	62 3%	38 2%	61 3%	91 4%
Mean		3.14	3.94	2.05	3.13	3.79	2.82	3.16
Standard deviation		1.03	0.96	1.13	1.08	1.01	1.15	1.12
Standard error		0.02	0.02	0.03	0.02	0.02	0.03	0.03

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Table 2

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Data from medical trials

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	130	62	68	18	24	14	18	22	33	41	44	18	27	13	63
		6%	6%	6%	8%	7%	4%	5%	7%	7%	7%	8%	4%	5%	5%	7%
4	(4)	631	318	313	78	108	112	96	97	141	189	169	141	133	88	283
		31%	32%	30%	33%	31%	33%	26%	33%	31%	34%	31%	32%	27%	33%	32%
3	(3)	734	357	378	87	121	115	146	100	166	196	199	159	180	93	324
		36%	36%	36%	37%	34%	34%	40%	34%	36%	36%	36%	36%	36%	34%	36%
2	(2)	351	168	182	36	60	58	68	49	80	88	87	79	96	54	132
		17%	17%	17%	15%	17%	17%	19%	17%	18%	16%	16%	18%	19%	20%	15%
1	(1)	81	38	43	7	16	17	17	7	16	19	17	26	19	9	39
		4%	4%	4%	3%	5%	5%	5%	2%	4%	3%	3%	6%	4%	3%	4%
Would not trust it at all	(0)	33	21	12	-	3	5	8	6	11	7	5	8	13	4	9
		2%	2%	1%	-	1%	1%	2%	2%	2%	1%	1%	2%	3%	2%	1%
NET: Top 2 box trust		761	380	381	96	132	126	114	119	174	230	213	158	160	101	347
		37%	38%	36%	41%	37%	38%	31%	40%	38%	42%	39%	36%	32%	38%	39%
NET: Bottom 2 box not trust		114	59	55	7	19	22	25	13	27	26	23	34	32	13	48
		6%	6%	5%	3%	5%	7%	7%	5%	6%	5%	4%	8%	6%	5%	5%
Don't know		82	31	51	11	21	15	11	13	10	9	27	15	31	9	37
		4%	3%	5%	5%	6%	4%	3%	5%	2%	2%	5%	3%	6%	3%	4%
Mean		3.14	3.14	3.15	3.29	3.17	3.10	3.02	3.21	3.14	3.23	3.23	3.05	3.03	3.12	3.20
Standard deviation		1.03	1.05	1.02	0.93	1.02	1.03	1.03	1.04	1.07	1.01	1.00	1.04	1.06	1.01	1.01
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.06	0.04

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Base: All respondents
Data from medical trials

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	130	115	8	8	10	9	20	11	6	6	19	21	12	77	63	13	53	-	13	6	29	5
		6%	7%	5%	9%	4%	5%	11%	7%	6%	3%	7%	7%	7%	7%	7%	6%	6%	-	8%	6%	8%	3%
4	(4)	631	542	58	25	80	51	52	43	31	59	73	100	59	371	286	85	260	21	47	31	114	47
		31%	31%	33%	30%	34%	29%	28%	28%	30%	30%	27%	35%	33%	32%	31%	35%	29%	21%	30%	28%	31%	30%
3	(3)	734	645	64	31	81	64	69	55	25	80	100	95	69	416	332	84	318	30	60	42	126	60
		36%	37%	36%	36%	35%	37%	38%	37%	24%	41%	37%	33%	38%	36%	36%	35%	36%	30%	38%	39%	35%	38%
2	(2)	351	289	34	17	40	35	28	23	28	35	50	36	24	186	152	33	165	31	23	16	67	29
		17%	16%	19%	20%	17%	20%	15%	15%	27%	18%	18%	13%	14%	16%	17%	14%	19%	31%	14%	15%	18%	18%
1	(1)	81	68	7	-	10	4	5	5	6	9	12	19	4	47	38	9	34	6	4	8	8	8
		4%	4%	4%	-	4%	2%	3%	4%	6%	5%	5%	7%	2%	4%	4%	4%	4%	6%	2%	8%	2%	5%
Would not trust it at all	(0)	33	28	1	2	4	2	4	6	4	3	3	3	2	13	9	4	19	5	-	4	11	-
		2%	2%	1%	3%	2%	1%	2%	4%	4%	1%	1%	1%	1%	1%	1%	2%	2%	5%	-	4%	3%	-
NET: Top 2 box trust		761	658	66	33	90	60	72	54	37	65	92	121	71	448	350	98	313	21	60	37	143	52
		37%	37%	37%	39%	38%	35%	39%	36%	36%	33%	34%	42%	40%	39%	38%	41%	35%	21%	38%	34%	39%	33%
NET: Bottom 2 box not trust		114	96	8	2	14	5	9	11	10	12	15	22	6	61	47	14	53	11	4	12	18	8
		6%	5%	4%	3%	6%	3%	5%	7%	9%	6%	6%	8%	4%	5%	5%	6%	6%	11%	2%	11%	5%	5%
Don't know		82	71	6	2	10	9	5	8	4	6	12	11	9	45	34	12	37	6	10	1	10	10
		4%	4%	4%	3%	4%	5%	3%	5%	4%	3%	5%	4%	5%	4%	4%	5%	4%	6%	6%	1%	3%	6%
Mean		3.14	3.16	3.15	3.20	3.13	3.14	3.24	3.10	2.92	3.05	3.11	3.21	3.26	3.18	3.18	3.20	3.09	2.61	3.29	2.98	3.17	3.09
Standard deviation		1.03	1.03	0.96	1.05	1.02	0.96	1.07	1.12	1.19	0.97	1.02	1.07	0.97	1.01	1.01	1.02	1.05	1.07	0.92	1.15	1.08	0.92
Standard error		0.02	0.03	0.07	0.12	0.07	0.07	0.08	0.10	0.12	0.07	0.07	0.07	0.07	0.03	0.04	0.06	0.04	0.12	0.08	0.11	0.06	0.08

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Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Data from medical trials

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education		White	NET: Non-white	Mixed	Asian	Black	Chinese	Other		NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9		1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10		1590	821	770	451	402	49
Would trust it to a great extent	(5)	130	2	2	62	45	15	2		116	14	5	6	1	1	-		105	55	50	25	22	3
		6%	13%	11%	6%	7%	7%	3%		6%	8%	14%	8%	4%	16%	-		7%	7%	6%	6%	5%	6%
4	(4)	631	2	4	324	198	68	30		578	43	7	18	14	3	1		492	259	232	140	127	12
		31%	14%	19%	31%	30%	32%	42%		31%	27%	20%	26%	37%	34%	9%		31%	32%	30%	31%	32%	25%
3	(3)	734	6	4	354	248	87	27		670	58	13	22	14	3	7		564	305	259	170	147	23
		36%	50%	20%	34%	38%	40%	38%		36%	36%	35%	32%	37%	32%	67%		35%	37%	34%	38%	37%	46%
2	(2)	351	2	2	194	106	32	7		316	31	6	17	5	1	1		280	131	149	71	65	5
		17%	15%	10%	19%	16%	15%	10%		17%	19%	17%	24%	12%	18%	15%		18%	16%	19%	16%	16%	11%
1	(1)	81	1	2	37	31	7	3		73	7	-	6	1	-	-		61	31	31	19	16	3
		4%	8%	10%	4%	5%	3%	4%		4%	5%	-	9%	3%	-	-		4%	4%	4%	4%	4%	6%
Would not trust it at all	(0)	33	-	1	21	7	3	-		31	2	1	-	1	-	-		19	8	11	14	13	1
		2%	-	3%	2%	1%	2%	-		2%	1%	3%	-	3%	-	-		1%	1%	1%	3%	3%	2%
NET: Top 2 box trust		761	3	6	386	243	83	32		694	57	12	24	16	4	1		596	314	282	165	149	15
		37%	27%	30%	37%	37%	38%	45%		37%	35%	34%	34%	40%	51%	9%		37%	38%	37%	37%	37%	31%
NET: Bottom 2 box not trust		114	1	3	58	37	11	3		103	10	1	6	2	-	-		80	38	42	33	30	4
		6%	8%	13%	6%	6%	5%	4%		6%	6%	3%	9%	6%	-	-		5%	5%	5%	7%	7%	8%
Don't know		82	-	5	49	19	4	2		70	8	4	1	2	-	1		70	32	38	12	10	2
		4%	-	27%	5%	3%	2%	2%		4%	5%	11%	2%	4%	-	9%		4%	4%	5%	3%	3%	3%
Mean		3.14	3.10	3.01	3.12	3.16	3.20	3.30		3.14	3.12	3.26	3.01	3.16	3.49	2.94		3.16	3.20	3.12	3.09	3.09	3.09
Standard deviation		1.03	1.11	1.45	1.05	1.02	1.00	0.87		1.03	1.07	1.15	1.10	1.05	1.03	0.55		1.02	0.99	1.04	1.08	1.09	1.03
Standard error		0.02	0.32	0.40	0.03	0.04	0.07	0.11		0.02	0.09	0.21	0.13	0.19	0.37	0.19		0.03	0.04	0.04	0.05	0.06	0.14

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Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Data from medical trials

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	130	5	14	20	17	20	10	6	4	16
		6%	5%	5%	7%	7%	9%	5%	4%	3%	9%
4	(4)	631	24	69	99	73	67	67	49	45	54
		31%	24%	25%	36%	28%	29%	34%	36%	37%	31%
3	(3)	734	43	104	84	103	80	72	46	37	69
		36%	42%	37%	31%	40%	35%	36%	35%	31%	39%
2	(2)	351	15	59	48	49	36	36	19	24	22
		17%	15%	21%	18%	19%	15%	18%	14%	20%	13%
1	(1)	81	4	11	5	7	16	9	6	5	7
		4%	4%	4%	2%	3%	7%	4%	5%	4%	4%
Would not trust it at all	(0)	33	1	13	2	3	4	*	2	1	3
		2%	1%	5%	1%	1%	2%	*	2%	1%	2%
NET: Top 2 box trust		761	29	83	119	90	87	77	54	49	70
		37%	29%	30%	43%	35%	38%	38%	41%	40%	40%
NET: Bottom 2 box not trust		114	5	24	7	10	20	9	8	6	10
		6%	5%	8%	2%	4%	9%	5%	6%	5%	6%
Don't know		82	10	10	16	4	9	7	6	5	5
		4%	10%	3%	6%	2%	4%	3%	5%	4%	3%
Mean		3.14	3.10	2.92	3.29	3.14	3.13	3.16	3.17	3.13	3.24
Standard deviation		1.03	0.95	1.13	0.97	0.97	1.12	0.96	1.01	0.99	1.04
Standard error		0.02	0.10	0.07	0.06	0.06	0.08	0.07	0.09	0.10	0.08

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Table 3

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Forensic evidence (e.g. crime scene, legally admissible)

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	578	290	289	63	93	95	98	98	132	138	167	130	143	74	240
		28%	29%	28%	27%	26%	28%	27%	33%	29%	25%	30%	29%	29%	27%	27%
4	(4)	925	440	485	92	146	156	176	128	227	273	267	190	195	123	399
		45%	44%	46%	39%	41%	46%	48%	43%	50%	50%	49%	43%	39%	46%	45%
3	(3)	337	177	160	48	65	55	53	49	66	101	69	72	95	61	152
		17%	18%	15%	20%	18%	16%	15%	17%	15%	18%	13%	16%	19%	23%	17%
2	(2)	105	47	58	15	26	17	16	10	20	27	18	29	31	7	49
		5%	5%	6%	7%	7%	5%	4%	3%	4%	5%	3%	6%	6%	3%	6%
1	(1)	30	17	13	9	3	4	10	3	1	1	8	12	8	-	20
		1%	2%	1%	4%	1%	1%	3%	1%	*	*	1%	3%	2%	-	2%
Would not trust it at all	(0)	14	9	4	-	3	3	*	3	5	3	2	2	7	3	3
		1%	1%	*	-	1%	1%	*	1%	1%	*	*	*	1%	1%	*
NET: Top 2 box trust		1504	730	774	155	239	250	274	226	359	411	434	320	338	197	639
		74%	73%	74%	65%	68%	75%	75%	77%	79%	75%	79%	72%	68%	73%	72%
NET: Bottom 2 box not trust		43	26	17	9	6	6	10	6	6	4	10	14	15	3	23
		2%	3%	2%	4%	2%	2%	3%	2%	1%	1%	2%	3%	3%	1%	3%
Don't know		52	14	38	10	17	6	10	3	6	6	17	10	20	1	25
		3%	1%	4%	4%	5%	2%	3%	1%	1%	1%	3%	2%	4%	1%	3%
Mean		3.94	3.93	3.96	3.82	3.86	3.95	3.95	4.02	4.01	3.94	4.05	3.90	3.86	3.96	3.91
Standard deviation		0.96	0.99	0.93	1.04	0.99	0.95	0.94	0.96	0.90	0.86	0.89	1.02	1.06	0.87	0.97
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.05	0.03

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Base: All respondents
Forensic evidence (e.g. crime scene, legally admissible)

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	578 28%	502 29%	47 26%	28 33%	71 30%	63 37%	47 26%	50 33%	30 29%	41 21%	61 23%	95 33%	45 25%	313 27%	251 27%	62 26%	265 30%	20 20%	54 35%	32 30%	105 29%	54 34%
4	(4)	925 45%	792 45%	91 51%	34 40%	100 43%	69 40%	91 49%	58 39%	42 40%	97 49%	126 47%	128 45%	88 49%	522 45%	403 44%	119 50%	403 45%	40 41%	62 39%	44 41%	192 53%	65 41%
3	(3)	337 17%	289 16%	33 19%	17 20%	37 16%	22 13%	30 16%	25 16%	15 15%	38 19%	50 19%	38 13%	32 18%	213 18%	180 20%	33 14%	124 14%	19 19%	18 12%	22 21%	45 12%	20 12%
2	(2)	105 5%	94 5%	2 1%	4 5%	12 5%	9 5%	6 3%	8 6%	8 8%	16 8%	17 6%	13 5%	8 4%	56 5%	43 5%	12 5%	49 6%	12 12%	9 6%	6 5%	13 4%	10 7%
1	(1)	30 1%	25 1%	- -	- -	3 1%	2 1%	4 2%	2 2%	4 4%	2 1%	4 1%	8 3%	- -	20 2%	16 2%	4 2%	10 1%	2 2%	4 2%	- -	1 *	2 1%
Would not trust it at all	(0)	14 1%	12 1%	- -	- -	3 1%	- -	3 1%	3 2%	1 1%	1 1%	1 *	* *	1 *	5 *	4 *	2 1%	8 1%	3 3%	- -	2 2%	3 1%	- -
NET: Top 2 box trust		1504 74%	1294 74%	138 78%	63 73%	171 73%	133 77%	138 75%	108 72%	72 69%	138 70%	187 70%	223 78%	134 74%	835 72%	654 72%	182 75%	668 75%	60 60%	116 74%	76 71%	297 82%	119 75%
NET: Bottom 2 box not trust		43 2%	38 2%	- -	- -	6 3%	2 1%	7 4%	5 3%	5 5%	3 2%	5 2%	8 3%	1 *	25 2%	20 2%	5 2%	18 2%	5 5%	4 2%	2 2%	5 1%	2 1%
Don't know		52 3%	44 3%	4 3%	2 2%	8 3%	6 4%	3 2%	4 3%	3 3%	3 1%	10 4%	3 1%	6 3%	26 2%	17 2%	9 4%	26 3%	3 3%	10 6%	2 1%	4 1%	7 4%
Mean		3.94	3.94	4.05	4.03	3.94	4.09	3.90	3.93	3.81	3.79	3.85	4.02	3.97	3.92	3.91	3.94	3.98	3.58	4.04	3.90	4.05	4.04
Standard deviation		0.96	0.96	0.72	0.87	1.02	0.93	1.00	1.09	1.15	0.94	0.93	0.97	0.84	0.94	0.94	0.94	0.97	1.18	0.99	1.04	0.86	0.95
Standard error		0.02	0.02	0.05	0.10	0.07	0.07	0.08	0.09	0.12	0.06	0.06	0.06	0.06	0.03	0.03	0.05	0.03	0.12	0.08	0.10	0.04	0.08

Medical Information Survey
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Absolutes/col percents

Table 3

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Forensic evidence (e.g. crime scene, legally admissible)

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education		White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	578	5	6	321	179	46	19		541	33	14	12	6	1	-	444	207	237	134	120	14
		28%	41%	29%	31%	27%	21%	26%		29%	20%	39%	17%	15%	16%	-	28%	25%	31%	30%	30%	29%
4	(4)	925	3	4	460	317	100	35		853	66	9	28	18	6	5	731	394	337	194	171	23
		45%	21%	19%	44%	49%	46%	49%		46%	40%	25%	39%	46%	71%	50%	46%	48%	44%	43%	43%	47%
3	(3)	337	2	1	157	111	49	9		289	40	6	19	10	1	4	259	138	121	78	68	11
		17%	18%	6%	15%	17%	22%	13%		16%	24%	17%	27%	25%	13%	37%	16%	17%	16%	17%	17%	22%
2	(2)	105	2	3	59	20	15	4		90	14	2	8	3	-	1	78	42	36	27	26	1
		5%	13%	18%	6%	3%	7%	5%		5%	8%	4%	11%	7%	-	13%	5%	5%	5%	6%	7%	2%
1	(1)	30	1	-	10	13	2	2		24	3	1	1	2	-	-	25	10	15	4	4	-
		1%	8%	-	1%	2%	1%	3%		1%	2%	1%	2%	4%	-	-	2%	1%	2%	1%	1%	-
Would not trust it at all	(0)	14	-	-	9	2	2	-		13	*	*	-	-	-	-	6	4	2	8	8	-
		1%	-	-	1%	*	1%	-		1%	*	1%	-	-	-	-	*	1%	*	2%	2%	-
NET: Top 2 box trust		1504	8	9	781	496	146	54		1394	99	23	40	24	7	5	1175	601	574	328	291	37
		74%	61%	49%	75%	76%	67%	75%		75%	61%	64%	56%	61%	87%	50%	74%	73%	75%	73%	72%	76%
NET: Bottom 2 box not trust		43	1	-	19	15	4	2		37	4	1	1	2	-	-	31	14	17	12	12	-
		2%	8%	-	2%	2%	2%	3%		2%	2%	3%	2%	4%	-	-	2%	2%	2%	3%	3%	-
Don't know		52	-	5	27	11	3	3		43	7	4	2	1	-	-	48	25	23	4	4	-
		3%	-	27%	3%	2%	1%	4%		2%	4%	11%	3%	2%	-	-	3%	3%	3%	1%	1%	-
Mean		3.94	3.73	3.83	3.98	3.97	3.77	3.94		3.97	3.71	4.04	3.60	3.63	4.03	3.37	3.96	3.92	3.99	3.90	3.89	4.03
Standard deviation		0.96	1.38	1.25	0.97	0.90	0.97	0.95		0.94	0.99	1.11	0.98	0.98	0.58	0.74	0.93	0.92	0.94	1.04	1.07	0.78
Standard error		0.02	0.40	0.35	0.03	0.04	0.07	0.12		0.02	0.08	0.20	0.12	0.17	0.20	0.25	0.02	0.03	0.03	0.05	0.05	0.11

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Absolutes/col percents

Table 3

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Base: All respondents
Forensic evidence (e.g. crime scene, legally admissible)

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	578	33	65	98	77	57	60	34	30	51
		28%	32%	23%	36%	30%	25%	30%	25%	25%	29%
4	(4)	925	37	124	116	113	111	99	71	51	85
		45%	36%	44%	42%	44%	48%	49%	53%	42%	48%
3	(3)	337	12	48	41	46	41	24	19	26	26
		17%	12%	17%	15%	18%	18%	12%	14%	22%	15%
2	(2)	105	12	24	4	13	11	8	6	8	8
		5%	11%	8%	2%	5%	5%	4%	5%	7%	5%
1	(1)	30	3	3	7	3	4	3	2	1	2
		1%	3%	1%	3%	1%	2%	1%	1%	1%	1%
Would not trust it at all	(0)	14	-	5	1	-	2	3	-	1	-
		1%	-	2%	*	-	1%	1%	-	1%	-
NET: Top 2 box trust		1504	70	189	214	190	168	159	105	80	136
		74%	68%	68%	78%	74%	73%	79%	79%	67%	77%
NET: Bottom 2 box not trust		43	3	8	8	3	6	6	2	2	2
		2%	3%	3%	3%	1%	3%	3%	1%	2%	1%
Don't know		52	5	10	6	3	4	4	1	3	4
		3%	5%	4%	2%	1%	2%	2%	1%	3%	2%
Mean		3.94	3.87	3.78	4.09	3.99	3.88	4.00	3.97	3.81	4.02
Standard deviation		0.96	1.12	1.06	0.94	0.89	0.96	0.97	0.85	1.00	0.87
Standard error		0.02	0.12	0.06	0.06	0.05	0.06	0.07	0.08	0.10	0.07

Medical Information Survey
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Absolutes/col percents

Table 4

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Stories from members of the public in the national media (e.g. on the TV, radio or in a newspaper)

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	26	16	10	-	8	6	3	3	6	11	7	5	3	3	21
		1%	2%	1%	-	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%
4	(4)	148	76	72	18	31	31	20	31	17	33	40	37	39	17	77
		7%	8%	7%	7%	9%	9%	6%	11%	4%	6%	7%	8%	8%	6%	9%
3	(3)	514	221	293	55	107	93	86	73	99	129	139	119	126	71	229
		25%	22%	28%	23%	30%	28%	24%	25%	22%	24%	25%	27%	25%	27%	26%
2	(2)	698	352	346	89	116	100	134	95	164	204	180	155	159	96	300
		34%	35%	33%	38%	33%	30%	37%	32%	36%	37%	33%	35%	32%	36%	34%
1	(1)	391	202	189	47	42	70	74	56	102	108	114	87	82	48	166
		19%	20%	18%	20%	12%	21%	20%	19%	22%	20%	21%	20%	17%	18%	19%
Would not trust it at all	(0)	196	105	91	21	28	21	34	32	60	57	49	29	61	27	67
		10%	11%	9%	9%	8%	6%	9%	11%	13%	10%	9%	6%	12%	10%	8%
NET: Top 2 box trust		174	92	82	18	39	37	23	34	23	44	47	42	42	20	98
		9%	9%	8%	7%	11%	11%	6%	11%	5%	8%	8%	9%	8%	7%	11%
NET: Bottom 2 box not trust		587	307	280	68	70	91	108	88	162	165	163	116	144	75	233
		29%	31%	27%	29%	20%	27%	30%	30%	35%	30%	30%	26%	29%	28%	26%
Don't know		69	23	45	7	21	14	12	4	10	7	20	13	28	6	27
		3%	2%	4%	3%	6%	4%	3%	1%	2%	1%	4%	3%	6%	2%	3%
Mean		2.05	2.01	2.10	2.01	2.29	2.19	1.98	2.08	1.84	2.01	2.05	2.15	2.02	2.05	2.17
Standard deviation		1.13	1.15	1.10	1.06	1.14	1.14	1.08	1.18	1.11	1.13	1.13	1.08	1.16	1.11	1.15
Standard error		0.03	0.04	0.03	0.08	0.07	0.06	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 4

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Stories from members of the public in the national media (e.g. on the TV, radio or in a newspaper)

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	26 1%	21 1%	2 1%	4 5%	1 1%	1 *	3 1%	2 1%	3 3%	1 1%	3 1%	6 2%	1 *	24 2%	18 2%	5 2%	2 *	- -	- -	1 1%	- -	2 1%
4	(4)	148 7%	127 7%	9 5%	6 7%	17 7%	12 7%	16 9%	8 5%	11 11%	11 5%	27 10%	24 8%	8 5%	94 8%	81 9%	13 6%	53 6%	8 8%	12 8%	5 5%	14 4%	15 10%
3	(3)	514 25%	452 26%	46 26%	21 24%	50 21%	53 31%	53 29%	35 23%	17 16%	61 31%	70 26%	67 23%	41 23%	301 26%	239 26%	61 25%	213 24%	24 25%	30 19%	26 24%	85 23%	48 30%
2	(2)	698 34%	590 34%	73 41%	34 40%	81 35%	53 31%	55 30%	50 33%	35 34%	62 32%	80 30%	104 37%	71 40%	396 34%	310 34%	86 36%	302 34%	26 26%	57 37%	39 36%	130 36%	50 32%
1	(1)	391 19%	336 19%	29 17%	12 14%	49 21%	34 20%	30 16%	36 24%	26 25%	37 19%	50 19%	57 20%	29 16%	214 19%	169 18%	45 19%	177 20%	22 22%	31 20%	20 19%	82 23%	21 13%
Would not trust it at all	(0)	196 10%	172 10%	15 9%	8 9%	24 10%	14 8%	22 12%	17 12%	8 8%	23 11%	23 9%	20 7%	21 12%	94 8%	74 8%	19 8%	102 12%	14 14%	18 12%	16 15%	42 12%	11 7%
NET: Top 2 box trust		174 9%	149 8%	11 6%	10 11%	18 8%	12 7%	18 10%	10 7%	14 13%	12 6%	30 11%	30 10%	9 5%	118 10%	99 11%	19 8%	56 6%	8 8%	12 8%	6 5%	14 4%	17 11%
NET: Bottom 2 box not trust		587 29%	508 29%	45 25%	20 23%	72 31%	48 28%	52 29%	54 36%	35 33%	60 30%	74 27%	77 27%	50 28%	308 27%	243 27%	65 27%	279 32%	37 37%	49 31%	37 34%	125 34%	32 20%
Don't know		69 3%	62 4%	3 2%	1 2%	13 6%	7 4%	5 3%	1 1%	4 4%	3 1%	16 6%	8 3%	8 4%	33 3%	23 2%	10 4%	36 4%	5 5%	9 5%	1 1%	10 3%	11 7%
Mean		2.05	2.05	2.06	2.20	1.96	2.09	2.10	1.91	2.04	2.02	2.14	2.12	1.94	2.14	2.16	2.09	1.94	1.88	1.91	1.86	1.85	2.27
Standard deviation		1.13	1.13	1.05	1.20	1.11	1.08	1.20	1.14	1.21	1.11	1.16	1.12	1.06	1.14	1.15	1.11	1.10	1.20	1.11	1.13	1.04	1.11
Standard error		0.03	0.03	0.08	0.13	0.07	0.08	0.09	0.10	0.12	0.08	0.08	0.07	0.08	0.03	0.04	0.06	0.04	0.13	0.09	0.11	0.05	0.09

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Absolutes/col percents

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Base: All respondents
Stories from members of the public in the national media (e.g. on the TV, radio or in a newspaper)

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	26	1	1	14	5	4	-	18	7	2	3	1	1	-	25	15	11	1	1	-
		1%	5%	6%	1%	1%	2%	-	1%	4%	4%	4%	2%	16%	-	2%	2%	1%	*	*	-
4	(4)	148	6	2	73	41	20	5	127	20	3	12	5	-	-	126	67	59	22	21	1
		7%	51%	12%	7%	6%	9%	7%	7%	12%	9%	16%	14%	-	-	8%	8%	8%	5%	5%	1%
3	(3)	514	1	2	294	144	56	13	468	44	5	22	10	3	3	403	220	183	111	98	13
		25%	6%	10%	28%	22%	26%	18%	25%	27%	15%	31%	27%	38%	27%	25%	27%	24%	25%	24%	27%
2	(2)	698	3	6	345	234	68	29	640	46	12	15	14	3	3	526	262	264	172	151	21
		34%	27%	30%	33%	36%	31%	40%	35%	28%	33%	22%	36%	32%	27%	33%	32%	34%	38%	38%	44%
1	(1)	391	*	2	179	150	44	13	364	24	5	14	1	-	5	293	152	141	98	88	10
		19%	3%	10%	17%	23%	21%	18%	20%	15%	13%	19%	4%	-	46%	18%	19%	18%	22%	22%	21%
Would not trust it at all	(0)	196	1	2	95	65	21	10	180	12	5	4	3	-	-	155	74	81	41	38	3
		10%	8%	9%	9%	10%	10%	14%	10%	8%	14%	6%	8%	-	-	10%	9%	10%	9%	10%	6%
NET: Top 2 box trust		174	7	4	87	46	24	5	145	27	5	14	6	1	-	152	81	70	22	22	1
		9%	56%	19%	8%	7%	11%	7%	8%	16%	13%	20%	16%	16%	-	10%	10%	9%	5%	5%	1%
NET: Bottom 2 box not trust		587	1	4	274	215	65	23	544	37	10	18	5	-	5	448	226	222	139	127	13
		29%	11%	19%	26%	33%	30%	32%	29%	22%	27%	25%	12%	-	46%	28%	28%	29%	31%	32%	26%
Don't know		69	-	4	41	15	3	2	56	10	4	1	4	1	-	62	31	31	6	5	1
		3%	-	22%	4%	2%	2%	2%	3%	6%	11%	2%	9%	14%	-	4%	4%	4%	1%	1%	2%
Mean		2.05	3.04	2.34	2.11	1.94	2.10	1.86	2.03	2.36	2.04	2.46	2.46	3.01	1.81	2.08	2.12	2.04	1.94	1.94	1.98
Standard deviation		1.13	1.40	1.45	1.12	1.09	1.18	1.12	1.11	1.25	1.37	1.26	1.17	1.15	0.88	1.15	1.16	1.15	1.02	1.04	0.89
Standard error		0.03	0.41	0.39	0.04	0.04	0.08	0.14	0.03	0.10	0.25	0.15	0.21	0.47	0.29	0.03	0.04	0.04	0.05	0.05	0.12

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Base: All respondents
Stories from members of the public in the national media (e.g. on the TV, radio or in a newspaper)

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	26	-	5	2	3	5	4	1	2	5
		1%	-	2%	1%	1%	2%	2%	*	2%	3%
4	(4)	148	11	26	18	20	13	17	8	6	18
		7%	10%	9%	7%	8%	6%	8%	6%	5%	10%
3	(3)	514	18	83	67	73	68	44	34	26	44
		25%	17%	30%	24%	29%	29%	22%	26%	22%	25%
2	(2)	698	31	70	108	82	81	68	51	51	63
		34%	30%	25%	40%	32%	35%	34%	38%	42%	36%
1	(1)	391	25	57	34	46	39	44	26	23	36
		19%	25%	20%	13%	18%	17%	22%	19%	19%	21%
Would not trust it at all	(0)	196	9	25	32	28	22	18	13	10	9
		10%	9%	9%	12%	11%	9%	9%	10%	8%	5%
NET: Top 2 box trust		174	11	32	20	22	18	21	8	8	22
		9%	10%	11%	7%	9%	8%	10%	6%	6%	13%
NET: Bottom 2 box not trust		587	34	82	66	74	61	62	39	33	45
		29%	34%	29%	24%	29%	26%	31%	29%	27%	26%
Don't know		69	9	12	12	5	4	5	1	3	1
		3%	9%	4%	4%	2%	2%	3%	1%	2%	1%
Mean		2.05	1.95	2.17	2.04	2.07	2.11	2.04	1.99	2.01	2.23
Standard deviation		1.13	1.15	1.21	1.11	1.15	1.12	1.16	1.07	1.06	1.13
Standard error		0.03	0.12	0.07	0.07	0.07	0.07	0.08	0.09	0.11	0.09

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Absolutes/col percents

Table 5

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Medical professionals commenting in the national media (e.g. on the TV, radio or in a newspaper)

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	140	73	67	10	23	25	25	31	25	34	34	34	38	15	72
		7%	7%	6%	4%	7%	8%	7%	11%	5%	6%	6%	8%	8%	6%	8%
4	(4)	643	331	312	71	95	116	103	85	173	191	189	136	127	88	282
		32%	33%	30%	30%	27%	35%	28%	29%	38%	35%	35%	31%	25%	33%	32%
3	(3)	728	344	384	81	131	113	132	106	165	196	190	169	174	100	309
		36%	35%	37%	34%	37%	34%	36%	36%	36%	36%	35%	38%	35%	37%	35%
2	(2)	318	146	171	45	58	48	65	45	56	85	85	67	80	42	144
		16%	15%	16%	19%	16%	14%	18%	15%	12%	15%	16%	15%	16%	16%	16%
1	(1)	106	52	54	16	21	15	19	13	23	29	26	19	32	17	38
		5%	5%	5%	7%	6%	4%	5%	4%	5%	5%	5%	4%	6%	6%	4%
Would not trust it at all	(0)	44	26	18	5	9	6	6	8	11	9	6	6	22	3	13
		2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	1%	1%	5%	1%	1%
NET: Top 2 box trust		783	404	379	81	118	142	129	116	198	225	223	170	165	103	355
		38%	41%	36%	34%	33%	42%	35%	39%	43%	41%	41%	38%	33%	38%	40%
NET: Bottom 2 box not trust		150	78	71	20	29	21	25	20	34	38	32	25	54	20	51
		7%	8%	7%	9%	8%	6%	7%	7%	7%	7%	6%	6%	11%	8%	6%
Don't know		62	22	41	9	18	12	12	7	5	5	19	14	25	4	28
		3%	2%	4%	4%	5%	3%	3%	2%	1%	1%	3%	3%	5%	1%	3%
Mean		3.13	3.15	3.11	3.00	3.05	3.22	3.09	3.19	3.20	3.16	3.19	3.19	2.98	3.12	3.20
Standard deviation		1.08	1.11	1.05	1.07	1.10	1.06	1.07	1.13	1.05	1.05	1.02	1.03	1.21	1.04	1.05
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.05	0.07	0.05	0.04	0.04	0.06	0.06	0.06	0.04

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Table 5

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Medical professionals commenting in the national media (e.g. on the TV, radio or in a newspaper)

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	140	122	12	11	11	10	19	6	7	8	19	28	12	88	72	16	53	4	15	6	20	8
		7%	7%	7%	12%	5%	6%	10%	4%	7%	4%	7%	10%	7%	8%	8%	7%	6%	4%	10%	6%	6%	5%
4	(4)	643	543	59	23	65	65	60	52	41	61	73	87	58	370	295	75	273	18	40	38	135	41
		32%	31%	33%	27%	28%	37%	33%	34%	40%	31%	27%	30%	32%	32%	32%	31%	31%	18%	26%	35%	37%	26%
3	(3)	728	635	65	33	92	62	63	50	28	73	97	100	66	409	314	95	319	34	50	40	131	63
		36%	36%	37%	38%	39%	36%	34%	33%	27%	37%	36%	35%	37%	35%	34%	39%	36%	35%	32%	37%	36%	40%
2	(2)	318	280	26	10	38	18	27	25	12	44	49	45	24	185	158	27	132	19	32	13	44	24
		16%	16%	15%	12%	16%	11%	15%	16%	11%	22%	18%	16%	14%	16%	17%	11%	15%	19%	21%	12%	12%	15%
1	(1)	106	91	7	3	14	10	7	9	9	7	14	16	11	55	43	12	51	9	7	7	17	11
		5%	5%	4%	4%	6%	6%	4%	6%	8%	4%	5%	6%	6%	5%	5%	5%	6%	9%	4%	6%	5%	7%
Would not trust it at all	(0)	44	36	4	5	6	1	5	9	4	2	2	5	1	16	9	7	28	9	3	5	10	2
		2%	2%	2%	6%	2%	1%	3%	6%	4%	1%	1%	2%	1%	1%	1%	3%	3%	9%	2%	4%	3%	1%
NET: Top 2 box trust		783	665	70	33	76	75	78	57	48	69	92	115	70	458	367	91	326	22	55	44	155	49
		38%	38%	40%	39%	32%	43%	43%	38%	46%	35%	34%	40%	39%	40%	40%	38%	37%	22%	35%	41%	43%	31%
NET: Bottom 2 box not trust		150	127	11	8	20	11	12	17	12	9	16	21	12	71	53	18	79	18	10	11	26	13
		7%	7%	6%	10%	8%	6%	7%	11%	12%	5%	6%	7%	7%	6%	6%	8%	9%	18%	6%	11%	7%	8%
Don't know		62	53	6	1	9	7	3	2	4	3	15	5	7	32	22	10	31	6	9	-	6	10
		3%	3%	3%	2%	4%	4%	2%	1%	4%	2%	6%	2%	4%	3%	2%	4%	3%	6%	6%	-	2%	6%
Mean		3.13	3.13	3.18	3.15	3.01	3.26	3.23	2.96	3.15	3.06	3.11	3.19	3.18	3.18	3.19	3.16	3.07	2.58	3.11	3.09	3.19	3.03
Standard deviation		1.08	1.07	1.05	1.26	1.06	0.99	1.12	1.20	1.21	0.97	1.03	1.10	1.02	1.05	1.04	1.08	1.12	1.29	1.12	1.15	1.06	1.03
Standard error		0.02	0.03	0.08	0.14	0.07	0.07	0.09	0.10	0.12	0.07	0.07	0.07	0.08	0.03	0.04	0.06	0.04	0.14	0.09	0.11	0.05	0.09

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Absolutes/col percents

Table 5

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Medical professionals commenting in the national media (e.g. on the TV, radio or in a newspaper)

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?								Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education		White	NET: Non-white	Mixed	Asian	Black	Chinese	Other		NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9		1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10		1590	821	770	451	402	49
Would trust it to a great extent	(5)	140	-	4	84	33	14	2		125	14	6	5	2	1	-		122	59	63	19	16	3
		7%	-	23%	8%	5%	7%	3%		7%	9%	17%	7%	5%	16%	-		8%	7%	8%	4%	4%	6%
4	(4)	643	4	5	313	218	79	22		594	45	5	19	20	1	1		493	263	229	150	132	18
		32%	30%	26%	30%	33%	36%	30%		32%	28%	15%	26%	50%	7%	11%		31%	32%	30%	33%	33%	38%
3	(3)	728	5	1	367	253	72	23		662	60	13	27	10	4	5		559	289	270	169	152	17
		36%	37%	5%	35%	39%	33%	32%		36%	37%	36%	39%	27%	49%	49%		35%	35%	35%	37%	38%	35%
2	(2)	318	2	1	156	103	32	15		285	27	7	15	5	-	1		246	125	121	71	65	6
		16%	14%	6%	15%	16%	15%	21%		15%	17%	18%	21%	12%	-	14%		15%	15%	16%	16%	16%	12%
1	(1)	106	1	2	59	28	11	6		100	5	-	1	1	2	2		84	38	45	23	20	3
		5%	8%	10%	6%	4%	5%	8%		5%	3%	-	1%	3%	21%	17%		5%	5%	6%	5%	5%	6%
Would not trust it at all	(0)	44	1	2	27	8	4	1		40	2	1	1	-	-	-		28	16	13	15	14	1
		2%	12%	9%	3%	1%	2%	2%		2%	1%	3%	1%	-	-	-		2%	2%	2%	3%	4%	2%
NET: Top 2 box trust		783	4	9	397	251	93	24		718	59	11	23	22	2	1		615	322	293	169	147	21
		38%	30%	48%	38%	38%	43%	33%		39%	36%	31%	33%	55%	23%	11%		39%	39%	38%	37%	37%	44%
NET: Bottom 2 box not trust		150	2	4	86	35	15	7		140	7	1	2	1	2	2		112	54	58	38	34	4
		7%	20%	19%	8%	5%	7%	10%		8%	4%	3%	2%	3%	21%	17%		7%	7%	8%	8%	8%	8%
Don't know		62	-	4	35	11	4	3		49	10	4	3	1	1	1		58	31	28	4	4	1
		3%	-	22%	3%	2%	2%	5%		3%	6%	11%	4%	3%	7%	9%		4%	4%	4%	1%	1%	1%
Mean		3.13	2.64	3.24	3.13	3.16	3.19	2.93		3.13	3.19	3.24	3.14	3.43	2.97	2.58		3.16	3.17	3.14	3.06	3.04	3.20
Standard deviation		1.08	1.36	1.80	1.12	0.98	1.07	1.08		1.08	1.03	1.19	0.97	0.90	1.40	0.98		1.08	1.06	1.09	1.08	1.08	1.07
Standard error		0.02	0.39	0.48	0.04	0.04	0.07	0.13		0.03	0.09	0.22	0.12	0.16	0.53	0.35		0.03	0.04	0.04	0.05	0.05	0.15

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Absolutes/col percents

Table 5

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Base: All respondents
Medical professionals commenting in the national media (e.g. on the TV, radio or in a newspaper)

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	140	10	26	20	14	20	16	2	8	19
		7%	10%	9%	7%	5%	9%	8%	1%	7%	11%
4	(4)	643	22	71	92	88	83	71	54	35	53
		32%	21%	25%	34%	34%	36%	35%	40%	29%	30%
3	(3)	728	37	94	96	104	75	67	51	48	57
		36%	36%	34%	35%	41%	33%	33%	38%	40%	32%
2	(2)	318	13	52	35	32	36	32	17	22	32
		16%	12%	19%	13%	12%	16%	16%	12%	18%	18%
1	(1)	106	11	11	16	12	9	11	8	4	6
		5%	11%	4%	6%	5%	4%	5%	6%	3%	4%
Would not trust it at all	(0)	44	4	14	5	3	3	2	1	1	6
		2%	4%	5%	2%	1%	1%	1%	1%	1%	3%
NET: Top 2 box trust		783	32	97	113	101	103	87	56	43	72
		38%	31%	35%	41%	40%	44%	43%	42%	36%	41%
NET: Bottom 2 box not trust		150	16	25	21	15	13	12	9	5	12
		7%	15%	9%	8%	6%	5%	6%	7%	5%	7%
Don't know		62	6	12	8	4	4	3	1	3	4
		3%	6%	4%	3%	1%	2%	2%	1%	2%	2%
Mean		3.13	2.94	3.03	3.20	3.20	3.25	3.23	3.17	3.15	3.17
Standard deviation		1.08	1.28	1.21	1.08	0.98	1.05	1.04	0.94	0.99	1.16
Standard error		0.02	0.13	0.07	0.07	0.06	0.07	0.07	0.08	0.10	0.09

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Absolutes/col percents

Table 6

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
The experiences of your friends and family

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	520	209	311	55	105	101	98	80	82	105	150	133	133	63	251
		25%	21%	30%	23%	30%	30%	27%	27%	18%	19%	27%	30%	27%	23%	28%
4	(4)	810	396	414	78	123	134	143	123	209	241	218	177	174	112	344
		40%	40%	40%	33%	35%	40%	39%	42%	46%	44%	40%	40%	35%	42%	39%
3	(3)	471	266	204	63	81	70	84	60	111	149	129	86	106	67	195
		23%	27%	20%	27%	23%	21%	23%	20%	24%	27%	24%	19%	21%	25%	22%
2	(2)	154	79	75	27	29	19	24	17	38	40	33	32	49	18	64
		8%	8%	7%	12%	8%	6%	6%	6%	8%	7%	6%	7%	10%	7%	7%
1	(1)	35	23	12	4	4	5	6	5	12	10	8	4	12	6	14
		2%	2%	1%	2%	1%	1%	2%	2%	3%	2%	1%	1%	2%	2%	2%
Would not trust it at all	(0)	13	9	4	1	-	3	2	3	3	1	2	4	7	1	2
		1%	1%	*	1%	-	1%	1%	1%	1%	*	*	1%	1%	*	*
NET: Top 2 box trust		1330	605	725	134	227	234	241	203	291	346	368	309	307	175	595
		65%	61%	69%	56%	64%	70%	66%	69%	64%	63%	67%	70%	62%	65%	67%
NET: Bottom 2 box not trust		48	32	16	5	4	8	8	8	15	11	10	8	19	7	16
		2%	3%	2%	2%	1%	2%	2%	3%	3%	2%	2%	2%	4%	3%	2%
Don't know		38	13	25	7	12	4	7	7	2	2	9	10	18	1	17
		2%	1%	2%	3%	3%	1%	2%	2%	*	*	2%	2%	4%	1%	2%
Mean		3.79	3.68	3.91	3.65	3.87	3.90	3.83	3.86	3.66	3.71	3.86	3.90	3.72	3.76	3.86
Standard deviation		1.01	1.03	0.98	1.06	0.99	1.00	1.00	1.02	1.00	0.93	0.97	1.01	1.13	0.98	0.98
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.06	0.03

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Absolutes/col percents

Table 6

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
The experiences of your friends and family

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	520 25%	446 25%	53 30%	28 33%	62 27%	31 18%	48 26%	33 22%	21 20%	44 22%	68 25%	97 34%	34 19%	314 27%	247 27%	67 28%	206 23%	25 25%	43 27%	20 19%	65 18%	53 34%
4	(4)	810 40%	699 40%	68 38%	28 32%	102 43%	83 48%	63 35%	64 43%	43 42%	79 40%	98 36%	100 35%	82 46%	456 39%	359 39%	97 40%	354 40%	30 31%	46 30%	55 51%	163 45%	59 37%
3	(3)	471 23%	402 23%	37 21%	17 20%	45 19%	38 22%	44 24%	37 24%	31 30%	55 28%	67 25%	62 22%	39 22%	262 23%	209 23%	53 22%	209 24%	26 26%	40 25%	16 15%	95 26%	31 20%
2	(2)	154 8%	138 8%	9 5%	12 14%	14 6%	12 7%	18 10%	11 7%	6 6%	18 9%	20 7%	15 5%	17 9%	82 7%	68 7%	15 6%	71 8%	11 11%	18 11%	8 8%	28 8%	6 4%
1	(1)	35 2%	31 2%	4 2%	1 1%	2 1%	5 3%	5 3%	1 1%	- -	1 1%	6 2%	7 3%	2 1%	19 2%	16 2%	3 1%	16 2%	1 1%	- -	5 5%	7 2%	2 1%
Would not trust it at all	(0)	13 1%	10 1%	2 1%	- -	3 1%	1 1%	1 1%	2 2%	1 1%	- -	- -	2 1%	- -	3 *	3 *	- -	10 1%	2 2%	2 1%	3 3%	2 1%	- -
NET: Top 2 box trust		1330 65%	1145 65%	120 68%	56 65%	164 70%	114 66%	112 61%	98 65%	64 62%	123 62%	166 62%	197 69%	116 65%	770 67%	606 66%	164 68%	560 63%	55 55%	90 57%	75 69%	228 63%	113 71%
NET: Bottom 2 box not trust		48 2%	41 2%	6 3%	1 1%	6 2%	6 3%	6 3%	4 3%	1 1%	1 1%	6 2%	9 3%	2 1%	22 2%	20 2%	3 1%	25 3%	4 4%	2 1%	9 8%	9 3%	2 1%
Don't know		38 2%	33 2%	5 3%	* *	5 2%	4 2%	3 2%	2 1%	1 1%	1 *	11 4%	2 1%	4 2%	18 2%	11 1%	7 3%	20 2%	4 4%	8 5%	- -	3 1%	6 4%
Mean		3.79	3.79	3.87	3.83	3.86	3.71	3.71	3.73	3.73	3.74	3.79	3.91	3.73	3.84	3.82	3.90	3.73	3.61	3.73	3.61	3.68	4.03
Standard deviation		1.01	1.01	1.05	1.07	1.02	0.98	1.10	1.02	0.94	0.93	0.99	1.06	0.93	0.98	1.00	0.93	1.04	1.18	1.08	1.20	0.96	0.91
Standard error		0.02	0.02	0.08	0.12	0.07	0.07	0.08	0.09	0.09	0.06	0.06	0.07	0.07	0.03	0.04	0.05	0.03	0.12	0.09	0.12	0.05	0.07

Medical Information Survey
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Absolutes/col percents

Table 6

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
The experiences of your friends and family

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?								Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education		White	NET: Non-white	Mixed	Asian	Black	Chinese	Other		NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9		1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10		1590	821	770	451	402	49
Would trust it to a great extent	(5)	520	5	5	311	136	43	17		476	41	7	14	17	2	1		420	217	203	100	91	9
		25%	44%	27%	30%	21%	20%	23%		26%	25%	18%	20%	43%	24%	9%		26%	26%	26%	22%	23%	19%
4	(4)	810	6	3	403	282	82	23		741	58	11	29	14	1	3		635	332	303	175	155	20
		40%	45%	17%	39%	43%	38%	32%		40%	36%	31%	41%	35%	14%	32%		40%	40%	39%	39%	39%	41%
3	(3)	471	1	2	208	172	60	21		428	37	7	15	8	3	4		339	177	162	132	118	14
		23%	11%	11%	20%	26%	28%	29%		23%	23%	19%	21%	21%	41%	41%		21%	22%	21%	29%	29%	28%
2	(2)	154	-	4	72	45	25	8		139	14	3	7	-	2	2		128	63	65	26	22	5
		8%	-	20%	7%	7%	12%	11%		8%	9%	9%	11%	-	21%	17%		8%	8%	8%	6%	5%	9%
1	(1)	35	-	-	16	15	3	-		30	3	-	3	-	-	-		27	10	17	7	6	2
		2%	-	-	2%	2%	1%	-		2%	2%	-	5%	-	-	-		2%	1%	2%	2%	1%	3%
Would not trust it at all	(0)	13	-	-	9	1	2	1		11	1	1	-	-	-	-		7	3	4	6	6	-
		1%	-	-	1%	*	1%	2%		1%	*	1%	-	-	-	-		*	*	1%	1%	2%	-
NET: Top 2 box trust		1330	11	8	713	417	125	39		1217	99	18	43	31	3	4		1055	549	507	275	246	29
		65%	89%	44%	68%	64%	58%	55%		66%	61%	50%	61%	79%	38%	42%		66%	67%	66%	61%	61%	59%
NET: Bottom 2 box not trust		48	-	-	25	16	5	1		41	4	1	3	-	-	-		34	13	21	14	12	2
		2%	-	-	2%	2%	2%	2%		2%	2%	1%	5%	-	-	-		2%	2%	3%	3%	3%	3%
Don't know		38	-	5	24	3	2	3		28	10	8	2	-	-	-		35	20	15	4	4	-
		2%	-	26%	2%	*	1%	4%		1%	6%	21%	3%	-	-	-		2%	2%	2%	1%	1%	-
Mean		3.79	4.33	3.67	3.88	3.73	3.61	3.64		3.80	3.76	3.68	3.64	4.22	3.40	3.34		3.82	3.84	3.79	3.71	3.72	3.62
Standard deviation		1.01	0.69	1.26	1.03	0.96	1.03	1.09		1.00	1.03	1.08	1.08	0.78	1.14	0.92		1.01	0.97	1.04	1.02	1.02	1.00
Standard error		0.02	0.20	0.35	0.03	0.04	0.07	0.13		0.02	0.09	0.20	0.13	0.14	0.40	0.31		0.03	0.03	0.04	0.05	0.05	0.14

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Absolutes/col percents

Table 6

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
The experiences of your friends and family

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	520	24	75	97	56	66	46	31	20	37
		25%	23%	27%	35%	22%	28%	23%	23%	17%	21%
4	(4)	810	42	99	102	113	88	84	62	48	74
		40%	41%	35%	37%	44%	38%	42%	46%	40%	42%
3	(3)	471	18	56	55	61	54	52	26	30	53
		23%	17%	20%	20%	24%	23%	26%	20%	25%	30%
2	(2)	154	13	30	15	13	16	13	11	15	8
		8%	13%	11%	6%	5%	7%	7%	9%	12%	5%
1	(1)	35	-	7	-	6	4	3	3	5	2
		2%	-	2%	-	2%	2%	2%	2%	4%	1%
Would not trust it at all	(0)	13	2	2	1	2	2	-	-	1	1
		1%	2%	1%	1%	1%	1%	-	-	1%	*
NET: Top 2 box trust		1330	66	174	198	169	153	130	92	68	111
		65%	64%	62%	73%	66%	66%	65%	69%	56%	63%
NET: Bottom 2 box not trust		48	2	9	1	8	6	3	3	7	2
		2%	2%	3%	1%	3%	3%	2%	2%	5%	1%
Don't know		38	4	10	3	5	1	2	1	1	1
		2%	4%	4%	1%	2%	*	1%	1%	1%	1%
Mean		3.79	3.73	3.73	4.02	3.78	3.82	3.79	3.79	3.49	3.77
Standard deviation		1.01	1.09	1.11	0.93	0.97	1.04	0.93	0.97	1.11	0.90
Standard error		0.02	0.11	0.07	0.06	0.06	0.07	0.07	0.09	0.11	0.07

Medical Information Survey
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Absolutes/col percents

Table 7

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Online reviews of products or services e.g. TripAdvisor

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	92	32	60	26	19	16	7	14	11	21	26	25	20	11	53
		5%	3%	6%	11%	5%	5%	2%	5%	2%	4%	5%	6%	4%	4%	6%
4	(4)	486	211	275	48	112	105	84	67	70	124	139	110	113	70	250
		24%	21%	26%	20%	32%	31%	23%	23%	15%	23%	25%	25%	23%	26%	28%
3	(3)	705	353	352	92	126	124	129	92	142	198	177	162	169	95	300
		35%	35%	34%	39%	36%	37%	35%	31%	31%	36%	32%	36%	34%	35%	34%
2	(2)	442	216	225	49	57	52	89	70	126	126	130	88	98	59	171
		22%	22%	22%	21%	16%	15%	24%	24%	28%	23%	24%	20%	20%	22%	19%
1	(1)	186	112	74	14	16	22	28	29	75	52	46	37	51	17	63
		9%	11%	7%	6%	5%	7%	8%	10%	16%	9%	8%	8%	10%	6%	7%
Would not trust it at all	(0)	70	43	27	2	8	6	16	11	27	23	18	8	21	10	22
		3%	4%	3%	1%	2%	2%	4%	4%	6%	4%	3%	2%	4%	4%	2%
NET: Top 2 box trust		578	243	334	74	130	121	91	81	80	145	165	135	133	82	303
		28%	24%	32%	31%	37%	36%	25%	27%	18%	27%	30%	30%	27%	30%	34%
NET: Bottom 2 box not trust		256	155	100	16	25	28	44	40	103	75	64	45	72	26	85
		13%	16%	10%	7%	7%	8%	12%	14%	22%	14%	12%	10%	14%	10%	10%
Don't know		61	26	35	6	15	10	11	11	7	4	14	16	27	6	27
		3%	3%	3%	3%	4%	3%	3%	4%	2%	1%	3%	4%	5%	2%	3%
Mean		2.82	2.70	2.94	3.07	3.10	3.07	2.73	2.77	2.41	2.75	2.84	2.94	2.77	2.89	2.99
Standard deviation		1.15	1.16	1.12	1.09	1.06	1.06	1.11	1.18	1.18	1.15	1.15	1.10	1.18	1.12	1.12
Standard error		0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.07	0.04

Medical Information Survey
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Absolutes/col percents

Table 7

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Online reviews of products or services e.g. TripAdvisor

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	92	78	6	8	9	7	15	1	8	7	9	16	6	65	54	11	28	5	7	2	6	7
		5%	4%	3%	9%	4%	4%	8%	1%	8%	3%	3%	5%	4%	6%	6%	4%	3%	5%	5%	2%	2%	4%
4	(4)	486	415	47	31	57	34	40	35	24	36	78	66	38	320	249	72	165	20	35	30	44	37
		24%	24%	26%	37%	24%	20%	22%	23%	23%	18%	29%	23%	21%	28%	27%	30%	19%	20%	22%	27%	12%	24%
3	(3)	705	606	65	23	78	71	60	55	34	80	85	99	55	395	328	67	310	31	55	33	119	73
		35%	34%	36%	27%	33%	41%	33%	36%	33%	41%	32%	35%	31%	34%	36%	28%	35%	31%	35%	30%	33%	46%
2	(2)	442	387	39	11	57	38	40	33	16	37	66	60	45	230	173	57	211	27	31	23	105	25
		22%	22%	22%	13%	24%	22%	22%	22%	16%	19%	25%	21%	25%	20%	19%	24%	24%	27%	20%	22%	29%	16%
1	(1)	186	159	16	10	17	13	18	18	11	22	9	29	22	80	64	16	106	7	18	14	62	4
		9%	9%	9%	12%	7%	8%	10%	12%	11%	11%	3%	10%	12%	7%	7%	7%	12%	7%	12%	13%	17%	3%
Would not trust it at all	(0)	70	62	1	1	7	5	8	8	7	10	8	8	5	31	21	10	39	5	2	5	22	5
		3%	3%	1%	2%	3%	3%	5%	5%	7%	5%	3%	3%	3%	3%	2%	4%	4%	5%	1%	4%	6%	3%
NET: Top 2 box trust		578	493	53	39	66	41	55	36	32	43	87	81	45	385	303	82	193	25	42	32	50	44
		28%	28%	30%	46%	28%	24%	30%	24%	30%	22%	32%	29%	25%	33%	33%	34%	22%	25%	27%	29%	14%	28%
NET: Bottom 2 box not trust		256	221	17	12	24	19	27	27	18	32	17	37	27	111	85	26	144	12	20	19	84	9
		13%	13%	9%	14%	10%	11%	14%	18%	18%	16%	6%	13%	15%	10%	9%	11%	16%	12%	13%	17%	23%	6%
Don't know		61	53	4	*	10	4	3	1	3	5	13	9	8	34	25	9	27	4	9	2	5	7
		3%	3%	2%	*	4%	2%	1%	*	3%	2%	5%	3%	4%	3%	3%	4%	3%	4%	6%	2%	1%	5%
Mean		2.82	2.81	2.92	3.12	2.84	2.81	2.82	2.62	2.79	2.68	2.95	2.84	2.69	2.97	2.99	2.89	2.63	2.71	2.83	2.71	2.33	3.02
Standard deviation		1.15	1.15	1.03	1.23	1.11	1.08	1.25	1.15	1.33	1.17	1.06	1.16	1.15	1.12	1.11	1.18	1.15	1.19	1.11	1.19	1.14	1.01
Standard error		0.03	0.03	0.07	0.14	0.07	0.08	0.10	0.10	0.13	0.08	0.07	0.07	0.09	0.03	0.04	0.06	0.04	0.13	0.09	0.12	0.06	0.08

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Absolutes/col percents

Table 7

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Online reviews of products or services e.g. TripAdvisor

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education		White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	92	1	3	49	25	10	1		73	19	3	14	1	1	-	79	39	39	14	13	1
		5%	5%	14%	5%	4%	5%	2%		4%	12%	8%	20%	2%	16%	-	5%	5%	5%	3%	3%	2%
4	(4)	486	6	3	254	145	60	16		430	52	9	21	20	2	-	394	205	189	92	83	9
		24%	46%	15%	24%	22%	28%	22%		23%	32%	24%	30%	51%	24%	-	25%	25%	25%	20%	21%	19%
3	(3)	705	3	4	348	230	80	28		652	45	3	19	15	3	5	536	281	255	169	153	15
		35%	25%	23%	33%	35%	37%	40%		35%	28%	7%	28%	37%	41%	51%	34%	34%	33%	37%	38%	31%
2	(2)	442	*	2	228	154	37	15		410	27	11	12	1	-	3	338	185	153	104	90	14
		22%	3%	12%	22%	24%	17%	21%		22%	17%	29%	17%	3%	-	32%	21%	22%	20%	23%	22%	29%
1	(1)	186	1	-	89	66	20	8		172	9	2	3	3	-	2	138	61	77	47	40	7
		9%	8%	-	8%	10%	9%	11%		9%	5%	5%	4%	7%	-	17%	9%	7%	10%	10%	10%	14%
Would not trust it at all	(0)	70	1	3	35	22	7	2		67	2	1	-	-	1	-	50	27	24	20	17	3
		3%	12%	14%	3%	3%	3%	3%		4%	1%	4%	-	-	11%	-	3%	3%	3%	4%	4%	5%
NET: Top 2 box trust		578	6	6	304	170	70	17		503	71	12	35	21	3	-	472	244	228	105	95	10
		28%	52%	29%	29%	26%	32%	24%		27%	43%	33%	50%	53%	40%	-	30%	30%	30%	23%	24%	21%
NET: Bottom 2 box not trust		256	2	3	123	88	27	9		238	11	3	3	3	1	2	189	88	101	67	57	9
		13%	20%	14%	12%	13%	13%	13%		13%	7%	9%	4%	7%	11%	17%	12%	11%	13%	15%	14%	19%
Don't know		61	-	4	39	11	2	2		50	9	8	1	-	1	-	55	23	32	6	6	-
		3%	-	22%	4%	2%	1%	2%		3%	6%	21%	2%	-	7%	-	3%	3%	4%	1%	1%	-
Mean		2.82	3.02	2.87	2.85	2.76	2.92	2.75		2.79	3.25	2.85	3.46	3.38	3.26	2.33	2.86	2.87	2.85	2.69	2.71	2.50
Standard deviation		1.15	1.51	1.68	1.15	1.13	1.15	1.07		1.14	1.15	1.37	1.11	0.88	1.51	0.80	1.15	1.13	1.17	1.14	1.13	1.17
Standard error		0.03	0.44	0.45	0.04	0.04	0.08	0.13		0.03	0.09	0.25	0.13	0.15	0.57	0.27	0.03	0.04	0.04	0.05	0.06	0.16

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Absolutes/col percents

Table 7

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Online reviews of products or services e.g. TripAdvisor

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	92	1	16	13	8	20	9	2	6	11
		5%	1%	6%	5%	3%	9%	4%	1%	5%	6%
4	(4)	486	25	68	62	59	54	48	32	26	59
		24%	24%	24%	23%	23%	24%	24%	24%	21%	33%
3	(3)	705	31	88	87	85	91	68	56	48	55
		35%	30%	32%	32%	33%	40%	34%	42%	40%	31%
2	(2)	442	20	54	67	69	38	47	25	25	30
		22%	19%	19%	25%	27%	17%	24%	19%	20%	17%
1	(1)	186	14	28	24	21	14	23	15	10	12
		9%	14%	10%	9%	8%	6%	11%	11%	8%	7%
Would not trust it at all	(0)	70	2	15	10	8	11	3	2	3	8
		3%	2%	5%	4%	3%	5%	2%	1%	3%	5%
NET: Top 2 box trust		578	26	84	74	67	74	56	34	32	70
		28%	25%	30%	27%	26%	32%	28%	25%	26%	40%
NET: Bottom 2 box not trust		256	16	42	34	29	25	26	17	14	21
		13%	15%	15%	13%	11%	11%	13%	12%	11%	12%
Don't know		61	10	10	10	6	2	3	2	2	1
		3%	10%	4%	4%	2%	1%	1%	2%	2%	1%
Mean		2.82	2.71	2.80	2.78	2.76	2.98	2.81	2.82	2.85	3.00
Standard deviation		1.15	1.10	1.25	1.16	1.10	1.20	1.12	1.01	1.11	1.22
Standard error		0.03	0.12	0.08	0.07	0.07	0.08	0.08	0.09	0.11	0.10

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Absolutes/col percents

Table 8

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Office of National Statistics survey data

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	175	80	95	29	29	23	24	32	38	48	53	28	45	26	65
		9%	8%	9%	12%	8%	7%	7%	11%	8%	9%	10%	6%	9%	10%	7%
4	(4)	613	325	289	78	87	106	97	83	162	199	176	114	125	85	263
		30%	33%	28%	33%	25%	32%	27%	28%	35%	36%	32%	26%	25%	32%	30%
3	(3)	702	333	369	86	125	122	128	96	144	194	178	165	165	96	315
		34%	33%	35%	36%	35%	36%	35%	33%	32%	35%	32%	37%	33%	36%	36%
2	(2)	315	142	172	25	67	44	65	48	66	76	84	80	75	38	145
		15%	14%	16%	11%	19%	13%	18%	16%	14%	14%	15%	18%	15%	14%	16%
1	(1)	92	52	40	5	12	14	23	12	26	18	16	25	33	8	40
		4%	5%	4%	2%	3%	4%	6%	4%	6%	3%	3%	6%	7%	3%	4%
Would not trust it at all	(0)	53	27	26	3	11	10	11	7	11	6	13	12	22	4	22
		3%	3%	2%	1%	3%	3%	3%	2%	2%	1%	2%	3%	4%	2%	2%
NET: Top 2 box trust		788	404	384	107	116	129	121	115	200	247	229	142	170	111	329
		39%	41%	37%	45%	33%	39%	33%	39%	44%	45%	42%	32%	34%	41%	37%
NET: Bottom 2 box not trust		145	79	66	8	22	24	34	19	37	24	28	37	56	13	61
		7%	8%	6%	3%	6%	7%	9%	6%	8%	4%	5%	8%	11%	5%	7%
Don't know		91	35	56	10	23	16	16	15	10	8	30	21	32	12	36
		4%	4%	5%	4%	7%	5%	4%	5%	2%	1%	5%	5%	7%	4%	4%
Mean		3.16	3.16	3.15	3.40	3.07	3.16	3.00	3.19	3.19	3.31	3.25	3.01	3.01	3.27	3.12
Standard deviation		1.12	1.13	1.11	1.01	1.12	1.09	1.14	1.14	1.13	1.00	1.09	1.10	1.24	1.04	1.09
Standard error		0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.07	0.05	0.04	0.05	0.06	0.06	0.06	0.04

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Absolutes/col percents

Table 8

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Office of National Statistics survey data

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	175	151	17	4	15	11	19	16	7	12	29	31	13	91	77	14	84	2	22	7	32	22
		9%	9%	10%	5%	6%	6%	10%	11%	7%	6%	11%	11%	7%	8%	8%	6%	9%	2%	14%	7%	9%	14%
4	(4)	613	520	60	28	69	51	52	45	33	57	87	80	51	349	268	81	265	22	47	34	130	32
		30%	30%	34%	33%	29%	29%	28%	30%	32%	29%	32%	28%	28%	30%	29%	34%	30%	22%	30%	32%	36%	20%
3	(3)	702	603	64	24	86	65	66	53	35	69	78	97	64	411	337	75	291	26	53	36	118	58
		34%	34%	36%	27%	37%	38%	36%	35%	34%	35%	29%	34%	36%	36%	37%	31%	33%	26%	34%	33%	32%	37%
2	(2)	315	278	22	17	36	25	27	21	15	41	41	39	31	183	141	42	132	28	15	13	55	20
		15%	16%	12%	20%	16%	15%	15%	14%	14%	21%	15%	14%	17%	16%	15%	17%	15%	29%	10%	12%	15%	13%
1	(1)	92	78	5	3	9	6	8	6	9	12	8	19	6	48	36	12	43	5	7	10	14	8
		4%	4%	3%	4%	4%	4%	5%	4%	9%	6%	3%	7%	3%	4%	4%	5%	5%	6%	4%	9%	4%	5%
Would not trust it at all	(0)	53	49	2	8	7	4	6	6	2	2	8	3	4	26	19	7	28	7	4	4	6	6
		3%	3%	1%	10%	3%	2%	3%	4%	2%	1%	3%	1%	2%	2%	2%	3%	3%	7%	3%	4%	2%	4%
NET: Top 2 box trust		788	671	77	32	83	62	71	61	40	70	116	112	64	439	345	94	349	24	68	42	161	54
		39%	38%	43%	38%	36%	36%	38%	41%	39%	35%	43%	39%	36%	38%	38%	39%	39%	24%	43%	39%	44%	34%
NET: Bottom 2 box not trust		145	127	7	12	17	10	14	12	11	14	16	22	10	74	55	19	71	13	11	14	20	13
		7%	7%	4%	14%	7%	6%	8%	8%	11%	7%	6%	8%	6%	6%	6%	8%	8%	13%	7%	13%	5%	8%
Don't know		91	80	8	1	12	11	6	4	3	4	19	15	9	48	37	10	43	8	9	4	9	12
		4%	5%	4%	1%	5%	6%	3%	2%	2%	2%	7%	5%	5%	4%	4%	4%	5%	8%	6%	4%	3%	8%
Mean		3.16	3.14	3.33	2.85	3.09	3.14	3.16	3.19	3.07	3.06	3.26	3.21	3.13	3.16	3.17	3.09	3.16	2.61	3.32	3.05	3.26	3.16
Standard deviation		1.12	1.12	1.00	1.33	1.10	1.04	1.16	1.17	1.15	1.05	1.15	1.12	1.08	1.08	1.07	1.12	1.16	1.21	1.17	1.22	1.06	1.22
Standard error		0.03	0.03	0.07	0.15	0.07	0.08	0.09	0.10	0.12	0.07	0.07	0.07	0.08	0.03	0.04	0.06	0.04	0.13	0.10	0.12	0.05	0.10

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Absolutes/col percents

Table 8

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Office of National Statistics survey data

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	175	2	3	87	47	27	8	154	20	11	7	1	1	-	137	72	64	38	34	4
		9%	19%	18%	8%	7%	13%	11%	8%	12%	30%	10%	3%	16%	-	9%	9%	8%	8%	9%	7%
4	(4)	613	5	6	272	235	66	26	562	43	3	21	15	2	1	478	269	209	135	117	18
		30%	37%	32%	26%	36%	30%	36%	30%	26%	8%	30%	39%	30%	9%	30%	33%	27%	30%	29%	37%
3	(3)	702	2	1	355	233	77	24	638	58	10	26	13	4	5	539	261	277	163	142	21
		34%	16%	7%	34%	36%	35%	33%	34%	35%	28%	37%	34%	47%	50%	34%	32%	36%	36%	35%	43%
2	(2)	315	3	1	181	85	29	11	297	17	4	9	1	1	2	247	131	116	68	66	2
		15%	21%	4%	17%	13%	13%	15%	16%	10%	10%	13%	3%	7%	24%	16%	16%	15%	15%	16%	4%
1	(1)	92	-	2	53	28	8	1	85	2	-	1	2	-	-	70	32	39	22	19	3
		4%	-	10%	5%	4%	4%	1%	5%	1%	-	1%	4%	-	-	4%	4%	5%	5%	5%	5%
Would not trust it at all	(0)	53	-	1	37	8	5	1	46	6	*	1	3	-	2	38	18	20	16	15	1
		3%	-	6%	4%	1%	2%	2%	2%	4%	1%	1%	8%	-	17%	2%	2%	3%	3%	4%	1%
NET: Top 2 box trust		788	7	10	359	281	93	33	716	63	14	28	17	4	1	615	341	274	173	151	22
		39%	56%	50%	34%	43%	43%	46%	39%	39%	38%	40%	42%	47%	9%	39%	42%	36%	38%	38%	44%
NET: Bottom 2 box not trust		145	-	3	89	36	13	2	131	8	*	2	5	-	2	108	49	59	37	34	3
		7%	-	16%	9%	5%	6%	3%	7%	5%	1%	2%	12%	-	17%	7%	6%	8%	8%	8%	7%
Don't know		91	1	4	58	19	5	2	71	17	8	6	3	-	-	81	38	43	10	8	1
		4%	8%	22%	6%	3%	2%	2%	4%	10%	22%	8%	8%	-	-	5%	5%	6%	2%	2%	2%
Mean		3.16	3.59	3.33	3.05	3.26	3.29	3.36	3.15	3.30	3.70	3.34	3.12	3.56	2.33	3.17	3.21	3.12	3.12	3.09	3.34
Standard deviation		1.12	1.10	1.63	1.17	1.01	1.11	1.03	1.11	1.15	1.22	0.98	1.25	0.90	1.27	1.11	1.10	1.12	1.14	1.16	0.99
Standard error		0.03	0.33	0.44	0.04	0.04	0.07	0.13	0.03	0.10	0.23	0.12	0.23	0.32	0.42	0.03	0.04	0.04	0.05	0.06	0.13

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Absolutes/col percents

Table 8

Q1. To what extent, if at all, would you say that you would trust each of the following types of information? Please give your answer on a scale of 0-5, where 5 means that you would trust it to a great extent and 0 means that you would not trust it at all.
Base: All respondents
Office of National Statistics survey data

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	175	5	26	29	18	26	19	8	4	26
		9%	5%	9%	10%	7%	11%	10%	6%	3%	15%
4	(4)	613	32	55	78	77	64	73	49	45	63
		30%	32%	20%	29%	30%	28%	36%	36%	37%	36%
3	(3)	702	31	98	77	101	88	69	51	41	54
		34%	30%	35%	28%	40%	38%	35%	38%	34%	31%
2	(2)	315	14	54	51	32	29	21	17	21	22
		15%	13%	19%	19%	13%	12%	10%	12%	17%	13%
1	(1)	92	9	17	14	6	11	9	7	4	6
		4%	8%	6%	5%	2%	5%	5%	5%	3%	3%
Would not trust it at all	(0)	53	4	14	7	10	5	3	-	4	1
		3%	3%	5%	2%	4%	2%	1%	-	3%	1%
NET: Top 2 box trust		788	37	82	107	95	90	92	57	49	88
		39%	36%	29%	39%	37%	39%	46%	42%	41%	50%
NET: Bottom 2 box not trust		145	12	31	21	16	16	12	7	8	7
		7%	12%	11%	8%	6%	7%	6%	5%	6%	4%
Don't know		91	9	15	18	12	8	6	3	2	5
		4%	9%	6%	6%	5%	3%	3%	2%	2%	3%
Mean		3.16	3.01	2.92	3.14	3.16	3.22	3.33	3.27	3.11	3.45
Standard deviation		1.12	1.19	1.24	1.18	1.08	1.12	1.05	0.94	1.05	1.04
Standard error		0.03	0.13	0.08	0.07	0.07	0.07	0.07	0.08	0.10	0.08

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Absolutes/col percents

Table 9

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
Summary table

		I would trust my doctor to decide on the best medicine for me	I would feel confident asking my doctor for more information about that medicine if I wanted it	I would want to read up on that medicine and make my own decision about whether I want to take it	I would not feel confident looking for additional evidence about that medicine beyond what my doctor had given me	I would not know how to interpret scientific reports on clinical trials of that medicine	If I read any negative media coverage of that medicine, this would stop me from taking it
Unweighted base		2041	2041	2041	2041	2041	2041
Weighted base		2041	2041	2041	2041	2041	2041
NET: Agree		1675 82%	1843 90%	1440 71%	516 25%	978 48%	768 38%
Strongly agree	(4)	485 24%	1002 49%	522 26%	119 6%	224 11%	143 7%
Tend to agree	(3)	1190 58%	840 41%	918 45%	396 19%	755 37%	625 31%
Tend to disagree	(2)	227 11%	120 6%	423 21%	776 38%	635 31%	761 37%
Strongly disagree	(1)	68 3%	40 2%	82 4%	624 31%	220 11%	134 7%
NET: Disagree		295 14%	160 8%	505 25%	1400 69%	854 42%	894 44%
Don't know		71 3%	38 2%	96 5%	125 6%	209 10%	378 19%
Mean		3.06	3.40	2.97	2.01	2.54	2.47
Standard deviation		0.70	0.69	0.81	0.88	0.86	0.76
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

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Absolutes/col percents

Table 10

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would trust my doctor to decide on the best medicine for me

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1675	855	820	181	262	274	298	248	412	463	460	349	403	223	711
		82%	86%	78%	76%	74%	82%	82%	84%	90%	84%	84%	78%	81%	83%	80%
Strongly agree	(4)	485	272	213	48	76	73	84	81	123	105	136	101	143	54	206
		24%	27%	20%	20%	22%	22%	23%	28%	27%	19%	25%	23%	29%	20%	23%
Tend to agree	(3)	1190	583	607	133	186	202	214	167	289	358	324	248	260	169	504
		58%	59%	58%	56%	53%	60%	59%	57%	63%	65%	59%	56%	52%	63%	57%
Tend to disagree	(2)	227	89	138	32	55	36	41	32	32	55	61	48	62	28	110
		11%	9%	13%	13%	16%	11%	11%	11%	7%	10%	11%	11%	12%	10%	12%
Strongly disagree	(1)	68	23	45	15	17	16	9	6	5	21	6	28	13	8	38
		3%	2%	4%	6%	5%	5%	3%	2%	1%	4%	1%	6%	3%	3%	4%
NET: Disagree		295	113	182	47	73	51	50	38	36	76	67	76	75	36	147
		14%	11%	17%	20%	21%	15%	14%	13%	8%	14%	12%	17%	15%	13%	17%
Don't know		71	27	44	9	19	9	16	9	9	9	22	20	20	10	29
		3%	3%	4%	4%	5%	3%	4%	3%	2%	2%	4%	4%	4%	4%	3%
Mean		3.06	3.14	2.99	2.94	2.96	3.02	3.07	3.13	3.18	3.01	3.12	2.99	3.11	3.04	3.03
Standard deviation		0.70	0.67	0.73	0.78	0.77	0.73	0.68	0.68	0.60	0.67	0.63	0.79	0.73	0.66	0.74
Standard error		0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.03

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Absolutes/col percents

Table 10

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would trust my doctor to decide on the best medicine for me

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1675	1442	146	69	198	138	150	131	87	167	196	238	155	934	747	187	741	71	124	91	331	123
		82%	82%	82%	81%	85%	80%	81%	87%	84%	85%	73%	83%	86%	81%	82%	78%	84%	72%	79%	84%	91%	78%
Strongly agree	(4)	485	416	39	21	52	38	41	38	30	48	55	82	41	261	219	41	225	22	47	34	91	30
		24%	24%	22%	25%	22%	22%	22%	25%	29%	24%	20%	29%	23%	23%	24%	17%	25%	23%	30%	32%	25%	19%
Tend to agree	(3)	1190	1027	107	48	147	100	108	93	57	120	142	156	114	673	527	146	517	49	77	57	240	93
		58%	58%	60%	56%	62%	58%	59%	61%	54%	60%	53%	55%	64%	58%	58%	61%	58%	49%	49%	53%	66%	59%
Tend to disagree	(2)	227	197	18	11	27	18	16	11	12	18	44	34	18	138	109	28	89	16	17	9	25	21
		11%	11%	10%	12%	12%	10%	9%	7%	12%	9%	16%	12%	10%	12%	12%	12%	10%	16%	11%	9%	7%	13%
Strongly disagree	(1)	68	61	5	4	5	9	11	5	2	7	10	7	3	46	33	12	23	6	4	4	2	6
		3%	3%	3%	5%	2%	5%	6%	4%	1%	4%	4%	2%	2%	4%	4%	5%	3%	6%	3%	3%	1%	4%
NET: Disagree		295	258	23	14	32	27	27	16	14	26	54	41	21	183	142	41	112	22	22	13	28	27
		14%	15%	13%	17%	14%	16%	15%	11%	13%	13%	20%	14%	11%	16%	16%	17%	13%	23%	14%	12%	8%	17%
Don't know		71	59	8	2	4	8	7	4	3	5	18	7	4	38	25	13	33	6	11	4	4	7
		3%	3%	5%	2%	2%	5%	4%	3%	3%	2%	7%	2%	2%	3%	3%	5%	4%	6%	7%	4%	1%	5%
Mean		3.06	3.06	3.06	3.04	3.07	3.01	3.02	3.11	3.15	3.08	2.96	3.12	3.10	3.03	3.05	2.95	3.11	2.94	3.14	3.17	3.17	2.98
Standard deviation		0.70	0.71	0.68	0.76	0.65	0.75	0.76	0.68	0.68	0.70	0.75	0.71	0.62	0.72	0.72	0.72	0.68	0.82	0.74	0.73	0.57	0.71
Standard error		0.02	0.02	0.05	0.09	0.04	0.05	0.06	0.06	0.07	0.05	0.05	0.04	0.05	0.02	0.03	0.04	0.02	0.09	0.06	0.07	0.03	0.06

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Absolutes/col percents

Table 10

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Base: All respondents
I would trust my doctor to decide on the best medicine for me

		What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1675	11	12	863	545	171	56	1546	114	23	50	32	5	4	1283	655	628	392	348	43
		82%	85%	65%	83%	83%	79%	78%	83%	70%	63%	71%	82%	58%	46%	81%	80%	82%	87%	87%	89%
Strongly agree	(4)	485	7	6	288	137	31	10	442	40	5	23	11	1	-	377	200	177	108	99	9
		24%	58%	29%	28%	21%	14%	14%	24%	24%	15%	32%	27%	16%	-	24%	24%	23%	24%	25%	18%
Tend to agree	(3)	1190	3	7	575	408	141	46	1104	74	18	27	22	3	4	906	455	451	284	249	35
		58%	27%	36%	55%	62%	65%	64%	60%	46%	49%	39%	55%	41%	46%	57%	55%	59%	63%	62%	71%
Tend to disagree	(2)	227	1	1	111	70	28	9	192	30	3	13	7	3	5	186	94	92	41	37	3
		11%	11%	5%	11%	11%	13%	13%	10%	19%	9%	19%	17%	35%	50%	12%	11%	12%	9%	9%	6%
Strongly disagree	(1)	68	-	2	35	14	13	4	58	9	3	5	*	-	*	60	35	25	8	6	2
		3%	-	8%	3%	2%	6%	6%	3%	5%	8%	8%	1%	-	5%	4%	4%	3%	2%	2%	4%
NET: Disagree		295	1	3	146	84	42	13	250	39	6	18	7	3	5	246	129	117	49	44	5
		14%	11%	13%	14%	13%	19%	18%	13%	24%	16%	26%	18%	35%	54%	15%	16%	15%	11%	11%	10%
Don't know		71	*	4	33	24	4	3	57	10	7	2	-	1	-	61	37	24	10	9	1
		3%	3%	22%	3%	4%	2%	4%	3%	6%	20%	2%	-	7%	-	4%	4%	3%	2%	2%	1%
Mean		3.06	3.48	3.10	3.11	3.06	2.89	2.89	3.07	2.95	2.89	2.99	3.08	2.80	2.41	3.05	3.05	3.05	3.11	3.12	3.03
Standard deviation		0.70	0.73	0.95	0.72	0.65	0.72	0.71	0.69	0.83	0.83	0.92	0.69	0.77	0.61	0.72	0.74	0.70	0.63	0.63	0.64
Standard error		0.02	0.22	0.25	0.02	0.03	0.05	0.09	0.02	0.07	0.15	0.11	0.12	0.29	0.20	0.02	0.03	0.03	0.03	0.03	0.09

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Base: All respondents
I would trust my doctor to decide on the best medicine for me

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1675	69	216	239	212	187	161	115	99	148
		82%	67%	78%	87%	83%	81%	80%	86%	82%	84%
Strongly agree	(4)	485	31	71	73	68	57	47	21	28	39
		24%	31%	25%	27%	27%	25%	23%	16%	23%	22%
Tend to agree	(3)	1190	37	146	166	143	130	114	94	71	110
		58%	36%	52%	61%	56%	56%	57%	70%	59%	62%
Tend to disagree	(2)	227	20	41	24	28	25	27	12	13	14
		11%	20%	15%	9%	11%	11%	14%	9%	11%	8%
Strongly disagree	(1)	68	5	9	3	8	10	8	4	4	10
		3%	5%	3%	1%	3%	5%	4%	3%	4%	6%
NET: Disagree		295	25	50	27	36	35	35	16	17	25
		14%	25%	18%	10%	14%	15%	17%	12%	14%	14%
Don't know		71	9	13	8	8	8	5	3	4	3
		3%	8%	5%	3%	3%	3%	3%	2%	3%	2%
Mean		3.06	3.01	3.05	3.16	3.10	3.05	3.02	3.01	3.05	3.02
Standard deviation		0.70	0.88	0.74	0.62	0.72	0.75	0.73	0.62	0.71	0.74
Standard error		0.02	0.09	0.04	0.04	0.04	0.05	0.05	0.05	0.07	0.06

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Absolutes/col percents

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Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would feel confident asking my doctor for more information about that medicine if I wanted it

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1843	909	934	207	296	297	337	276	431	505	498	408	432	246	803
		90%	91%	89%	87%	84%	89%	93%	94%	94%	92%	91%	92%	87%	92%	91%
Strongly agree	(4)	1002	487	515	108	149	156	176	150	263	263	283	224	233	127	415
		49%	49%	49%	46%	42%	47%	48%	51%	57%	48%	52%	50%	47%	47%	47%
Tend to agree	(3)	840	422	418	98	147	141	161	126	168	242	215	184	199	119	388
		41%	42%	40%	41%	42%	42%	44%	43%	37%	44%	39%	41%	40%	44%	44%
Tend to disagree	(2)	120	60	61	17	37	21	15	16	14	29	30	27	34	16	60
		6%	6%	6%	7%	11%	6%	4%	6%	3%	5%	5%	6%	7%	6%	7%
Strongly disagree	(1)	40	17	23	7	5	13	5	1	9	12	8	3	17	3	10
		2%	2%	2%	3%	1%	4%	1%	*	2%	2%	1%	1%	3%	1%	1%
NET: Disagree		160	76	84	24	42	34	20	18	23	41	38	30	51	19	69
		8%	8%	8%	10%	12%	10%	5%	6%	5%	8%	7%	7%	10%	7%	8%
Don't know		38	9	29	7	16	5	7	1	3	3	13	7	15	3	14
		2%	1%	3%	3%	4%	1%	2%	*	1%	*	2%	2%	3%	1%	2%
Mean		3.40	3.40	3.40	3.34	3.30	3.33	3.42	3.45	3.51	3.38	3.44	3.44	3.34	3.40	3.38
Standard deviation		0.69	0.68	0.70	0.74	0.72	0.76	0.64	0.62	0.65	0.69	0.67	0.64	0.76	0.66	0.66
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.02

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			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1843	1592	162	79	210	147	167	141	88	186	232	263	167	1050	835	214	793	84	132	98	345	135
		90%	90%	92%	92%	89%	85%	91%	94%	85%	94%	86%	92%	93%	91%	91%	89%	90%	85%	84%	90%	95%	85%
Strongly agree	(4)	1002	867	92	53	111	70	92	86	43	94	112	157	93	543	432	111	460	37	81	63	200	78
		49%	49%	52%	62%	47%	40%	50%	57%	42%	48%	42%	55%	52%	47%	47%	46%	52%	37%	52%	58%	55%	50%
Tend to agree	(3)	840	725	71	26	99	77	75	55	45	92	120	107	74	507	404	103	333	47	51	34	145	56
		41%	41%	40%	30%	42%	44%	41%	37%	43%	46%	45%	37%	41%	44%	44%	43%	38%	48%	32%	32%	40%	36%
Tend to disagree	(2)	120	103	6	4	14	15	12	5	12	10	19	16	8	76	60	16	44	5	11	6	10	12
		6%	6%	3%	4%	6%	9%	6%	4%	11%	5%	7%	6%	5%	7%	7%	7%	5%	5%	7%	6%	3%	7%
Strongly disagree	(1)	40	35	2	2	3	6	3	4	3	-	10	5	1	13	10	3	27	6	5	3	7	5
		2%	2%	1%	3%	1%	4%	2%	3%	3%	-	4%	2%	*	1%	1%	1%	3%	6%	3%	3%	2%	3%
NET: Disagree		160	137	8	6	17	21	14	9	15	10	29	22	9	88	70	18	72	12	17	9	17	17
		8%	8%	4%	7%	7%	12%	8%	6%	14%	5%	11%	8%	5%	8%	8%	8%	8%	12%	11%	8%	5%	11%
Don't know		38	30	7	1	8	5	2	1	1	2	8	*	3	17	9	8	21	4	9	1	1	7
		2%	2%	4%	1%	3%	3%	1%	*	1%	1%	3%	*	2%	1%	1%	3%	2%	4%	5%	1%	*	4%
Mean		3.40	3.40	3.48	3.53	3.40	3.26	3.41	3.48	3.24	3.43	3.28	3.45	3.47	3.39	3.39	3.39	3.42	3.20	3.39	3.48	3.48	3.37
Standard deviation		0.69	0.69	0.62	0.71	0.67	0.77	0.68	0.69	0.78	0.59	0.76	0.69	0.61	0.66	0.66	0.67	0.73	0.82	0.79	0.74	0.65	0.77
Standard error		0.02	0.02	0.05	0.08	0.04	0.06	0.05	0.06	0.08	0.04	0.05	0.04	0.05	0.02	0.02	0.04	0.02	0.09	0.07	0.07	0.03	0.06

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			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?								Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education		White	NET: Non-white	Mixed	Asian	Black	Chinese	Other		NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9		1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10		1590	821	770	451	402	49
NET: Agree		1843	11	11	948	591	198	60		1678	143	31	58	37	7	10		1421	736	685	422	377	45
		90%	90%	55%	91%	91%	91%	84%		91%	88%	86%	83%	96%	83%	100%		89%	90%	89%	94%	94%	91%
Strongly agree	(4)	1002	5	8	526	314	107	31		920	72	16	28	23	3	3		769	387	382	234	202	32
		49%	39%	43%	50%	48%	50%	43%		50%	44%	44%	39%	60%	35%	27%		48%	47%	50%	52%	50%	65%
Tend to agree	(3)	840	6	2	423	277	91	30		759	71	15	30	14	4	7		653	349	303	188	175	13
		41%	51%	12%	41%	42%	42%	41%		41%	43%	41%	43%	36%	48%	73%		41%	43%	39%	42%	44%	27%
Tend to disagree	(2)	120	1	4	56	38	12	7		110	8	2	5	-	1	-		102	47	55	18	15	3
		6%	10%	18%	5%	6%	6%	10%		6%	5%	4%	7%	-	17%	-		6%	6%	7%	4%	4%	6%
Strongly disagree	(1)	40	-	-	22	13	4	2		34	6	1	3	2	-	-		35	21	14	5	5	-
		2%	-	-	2%	2%	2%	2%		2%	3%	1%	5%	4%	-	-		2%	3%	2%	1%	1%	-
NET: Disagree		160	1	4	78	50	16	9		144	13	2	8	2	1	-		137	68	69	23	20	3
		8%	10%	18%	7%	8%	8%	12%		8%	8%	6%	12%	4%	17%	-		9%	8%	9%	5%	5%	6%
Don't know		38	-	5	16	12	2	3		31	7	3	4	-	-	-		32	17	15	6	5	1
		2%	-	27%	2%	2%	1%	4%		2%	4%	8%	6%	-	-	-		2%	2%	2%	1%	1%	2%
Mean		3.40	3.30	3.34	3.41	3.39	3.41	3.29		3.41	3.34	3.41	3.24	3.51	3.17	3.27		3.38	3.37	3.40	3.46	3.45	3.60
Standard deviation		0.69	0.66	0.88	0.69	0.69	0.69	0.75		0.69	0.74	0.67	0.80	0.72	0.75	0.47		0.71	0.71	0.71	0.63	0.63	0.61
Standard error		0.02	0.19	0.24	0.02	0.03	0.05	0.09		0.02	0.06	0.12	0.10	0.13	0.26	0.16		0.02	0.02	0.03	0.03	0.03	0.08

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			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1843	82	242	246	232	215	183	128	109	165
		90%	80%	87%	90%	91%	93%	91%	95%	91%	94%
Strongly agree	(4)	1002	40	133	143	129	111	98	64	57	92
		49%	39%	48%	52%	50%	48%	49%	48%	47%	52%
Tend to agree	(3)	840	42	109	104	103	104	85	63	52	73
		41%	41%	39%	38%	40%	45%	42%	47%	43%	41%
Tend to disagree	(2)	120	12	20	15	15	10	11	4	7	7
		6%	12%	7%	5%	6%	5%	6%	3%	6%	4%
Strongly disagree	(1)	40	5	7	6	5	3	4	2	3	3
		2%	5%	3%	2%	2%	1%	2%	1%	3%	2%
NET: Disagree		160	18	27	21	20	13	15	6	10	11
		8%	17%	10%	8%	8%	6%	7%	4%	8%	6%
Don't know		38	3	10	6	4	2	3	1	1	-
		2%	3%	4%	2%	2%	1%	2%	1%	1%	-
Mean		3.40	3.17	3.37	3.43	3.42	3.42	3.40	3.43	3.37	3.44
Standard deviation		0.69	0.84	0.74	0.70	0.69	0.64	0.68	0.62	0.72	0.67
Standard error		0.02	0.09	0.04	0.04	0.04	0.04	0.05	0.05	0.07	0.05

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Absolutes/col percents

Table 12

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would want to read up on that medicine and make my own decision about whether I want to take it

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1440	648	792	178	256	237	255	209	305	403	384	319	334	202	635
		71%	65%	76%	75%	72%	71%	70%	71%	67%	74%	70%	72%	67%	75%	72%
Strongly agree	(4)	522	183	339	69	92	88	105	70	98	133	135	126	129	71	234
		26%	18%	32%	29%	26%	26%	29%	24%	21%	24%	25%	28%	26%	27%	26%
Tend to agree	(3)	918	465	453	109	163	149	150	139	207	271	249	193	205	131	401
		45%	47%	43%	46%	46%	44%	41%	47%	45%	49%	45%	43%	41%	49%	45%
Tend to disagree	(2)	423	250	173	41	68	67	75	59	113	111	117	80	116	56	173
		21%	25%	17%	17%	19%	20%	21%	20%	25%	20%	21%	18%	23%	21%	20%
Strongly disagree	(1)	82	55	26	8	5	12	15	16	26	16	23	23	20	4	36
		4%	6%	3%	4%	2%	3%	4%	5%	6%	3%	4%	5%	4%	2%	4%
NET: Disagree		505	306	200	50	74	79	90	74	139	127	139	103	136	60	209
		25%	31%	19%	21%	21%	23%	25%	25%	30%	23%	25%	23%	27%	22%	24%
Don't know		96	40	55	9	24	19	19	11	13	18	26	23	28	6	42
		5%	4%	5%	4%	7%	6%	5%	4%	3%	3%	5%	5%	6%	2%	5%
Mean		2.97	2.81	3.11	3.05	3.04	2.99	3.00	2.93	2.85	2.98	2.95	3.00	2.94	3.03	2.99
Standard deviation		0.81	0.81	0.78	0.79	0.74	0.80	0.83	0.82	0.83	0.76	0.81	0.84	0.83	0.74	0.81
Standard error		0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 12

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would want to read up on that medicine and make my own decision about whether I want to take it

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1440	1261	117	59	170	116	134	97	63	150	198	215	122	837	657	180	602	72	99	75	240	116
		71%	72%	66%	69%	73%	67%	73%	64%	60%	76%	73%	75%	68%	72%	72%	75%	68%	72%	63%	70%	66%	74%
Strongly agree	(4)	522	452	47	30	52	38	42	46	23	54	76	73	41	305	229	76	217	31	37	31	66	52
		26%	26%	26%	35%	22%	22%	23%	30%	22%	27%	28%	26%	23%	26%	25%	32%	24%	32%	24%	28%	18%	33%
Tend to agree	(3)	918	808	70	29	118	78	93	51	40	96	121	141	81	532	428	104	386	40	62	45	174	64
		45%	46%	39%	34%	50%	45%	51%	34%	38%	49%	45%	50%	45%	46%	47%	43%	44%	41%	39%	41%	48%	41%
Tend to disagree	(2)	423	344	46	19	38	40	33	42	33	37	47	42	47	229	187	42	195	16	34	26	91	27
		21%	20%	26%	22%	16%	23%	18%	28%	31%	19%	17%	15%	26%	20%	20%	17%	22%	16%	22%	24%	25%	17%
Strongly disagree	(1)	82	72	4	4	13	8	5	4	6	5	9	22	2	40	35	5	42	2	11	5	20	2
		4%	4%	2%	5%	5%	4%	3%	3%	6%	3%	3%	8%	1%	3%	4%	2%	5%	2%	7%	5%	6%	1%
NET: Disagree		505	417	50	23	51	48	39	45	39	42	56	64	49	269	222	47	236	18	46	31	112	29
		25%	24%	28%	27%	22%	28%	21%	30%	37%	21%	21%	22%	27%	23%	24%	19%	27%	18%	29%	29%	31%	19%
Don't know		96	82	11	4	13	10	11	9	3	6	16	7	8	49	35	14	47	9	12	2	12	12
		5%	5%	6%	4%	6%	6%	6%	6%	3%	3%	6%	2%	5%	4%	4%	6%	5%	9%	8%	2%	3%	8%
Mean		2.97	2.98	2.96	3.03	2.95	2.89	2.99	2.97	2.78	3.04	3.04	2.96	2.94	3.00	2.97	3.11	2.93	3.12	2.86	2.95	2.81	3.14
Standard deviation		0.81	0.80	0.81	0.90	0.80	0.81	0.75	0.85	0.87	0.76	0.80	0.85	0.75	0.79	0.80	0.77	0.83	0.79	0.89	0.85	0.80	0.77
Standard error		0.02	0.02	0.06	0.10	0.05	0.06	0.06	0.07	0.09	0.05	0.05	0.05	0.06	0.02	0.03	0.04	0.03	0.09	0.08	0.08	0.04	0.06

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Absolutes/col percents

Table 12

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would want to read up on that medicine and make my own decision about whether I want to take it

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1440	8	10	709	479	163	50	1301	119	24	48	29	8	9	1111	578	533	329	287	42
		71%	63%	52%	68%	73%	75%	69%	70%	73%	67%	69%	74%	100%	91%	70%	70%	69%	73%	72%	85%
Strongly agree	(4)	522	5	5	257	160	68	20	459	52	15	21	9	1	6	406	206	200	116	106	11
		26%	38%	25%	25%	25%	31%	28%	25%	32%	40%	30%	23%	16%	60%	26%	25%	26%	26%	26%	21%
Tend to agree	(3)	918	3	5	452	318	95	30	842	66	10	27	20	7	3	705	371	334	213	181	31
		45%	24%	26%	43%	49%	44%	41%	45%	41%	27%	39%	51%	84%	31%	44%	45%	43%	47%	45%	63%
Tend to disagree	(2)	423	3	3	233	123	43	16	397	25	5	13	7	-	1	335	173	163	88	81	7
		21%	26%	16%	22%	19%	20%	22%	21%	15%	13%	18%	18%	-	9%	21%	21%	21%	20%	20%	15%
Strongly disagree	(1)	82	-	2	46	26	4	4	72	8	1	5	2	-	-	61	28	33	21	21	-
		4%	-	10%	4%	4%	2%	6%	4%	5%	3%	7%	5%	-	-	4%	3%	4%	5%	5%	-
NET: Disagree		505	3	5	279	149	46	20	469	33	6	18	9	-	1	397	201	196	109	101	7
		25%	26%	26%	27%	23%	21%	28%	25%	20%	16%	25%	23%	-	9%	25%	24%	25%	24%	25%	15%
Don't know		96	1	4	53	25	8	2	83	12	6	4	1	-	-	83	43	40	13	13	*
		5%	12%	22%	5%	4%	4%	2%	4%	7%	17%	6%	3%	-	-	5%	5%	5%	3%	3%	1%
Mean		2.97	3.14	2.86	2.93	2.98	3.09	2.94	2.95	3.07	3.26	2.98	2.96	3.16	3.51	2.97	2.97	2.96	2.97	2.96	3.07
Standard deviation		0.81	0.88	1.05	0.82	0.79	0.77	0.88	0.80	0.85	0.86	0.91	0.80	0.40	0.69	0.81	0.79	0.82	0.81	0.83	0.60
Standard error		0.02	0.28	0.28	0.03	0.03	0.05	0.11	0.02	0.07	0.16	0.11	0.14	0.14	0.23	0.02	0.03	0.03	0.04	0.04	0.08

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Absolutes/col percents

Table 12

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would want to read up on that medicine and make my own decision about whether I want to take it

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1440	71	195	176	166	178	137	106	82	129
		71%	69%	70%	64%	65%	77%	68%	79%	68%	73%
Strongly agree	(4)	522	31	63	64	62	80	50	40	20	41
		26%	30%	23%	23%	24%	35%	25%	30%	16%	23%
Tend to agree	(3)	918	40	132	113	104	99	87	66	62	88
		45%	39%	47%	41%	41%	43%	43%	49%	51%	50%
Tend to disagree	(2)	423	24	54	71	61	37	48	17	30	42
		21%	23%	19%	26%	24%	16%	24%	13%	25%	24%
Strongly disagree	(1)	82	5	10	12	11	10	6	4	4	4
		4%	5%	4%	4%	4%	4%	3%	3%	3%	2%
NET: Disagree		505	29	64	83	72	47	54	21	35	46
		25%	28%	23%	30%	28%	21%	27%	15%	29%	26%
Don't know		96	3	21	14	18	5	10	7	4	1
		5%	3%	7%	5%	7%	2%	5%	5%	4%	1%
Mean		2.97	2.96	2.96	2.88	2.91	3.10	2.94	3.12	2.84	2.95
Standard deviation		0.81	0.87	0.78	0.83	0.83	0.83	0.80	0.75	0.75	0.75
Standard error		0.02	0.09	0.05	0.05	0.05	0.06	0.06	0.07	0.07	0.06

Medical Information Survey
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Absolutes/col percents

Table 13

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?

Base: All respondents

I would not feel confident looking for additional evidence about that medicine beyond what my doctor had given me

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		516	302	213	59	94	81	81	81	121	134	126	125	131	77	219
		25%	30%	20%	25%	27%	24%	22%	27%	26%	24%	23%	28%	26%	29%	25%
Strongly agree	(4)	119	70	49	15	14	21	18	21	31	33	32	21	33	18	50
		6%	7%	5%	6%	4%	6%	5%	7%	7%	6%	6%	5%	7%	7%	6%
Tend to agree	(3)	396	232	164	44	80	60	62	60	90	101	94	104	97	59	168
		19%	23%	16%	18%	22%	18%	17%	20%	20%	18%	17%	23%	20%	22%	19%
Tend to disagree	(2)	776	390	386	92	127	128	132	104	194	230	221	148	177	101	332
		38%	39%	37%	39%	36%	38%	36%	35%	42%	42%	40%	33%	36%	37%	37%
Strongly disagree	(1)	624	255	369	72	102	101	127	98	124	167	173	135	150	82	280
		31%	26%	35%	30%	29%	30%	35%	33%	27%	30%	31%	30%	30%	30%	32%
NET: Disagree		1400	646	755	164	229	229	259	202	318	397	393	283	327	183	612
		69%	65%	72%	69%	65%	68%	71%	69%	69%	72%	72%	64%	66%	68%	69%
Don't know		125	46	79	14	31	25	24	12	19	18	30	37	41	9	56
		6%	5%	8%	6%	9%	7%	7%	4%	4%	3%	5%	8%	8%	3%	6%
Mean		2.01	2.12	1.89	2.01	2.02	2.00	1.92	2.01	2.06	2.00	1.97	2.03	2.03	2.05	1.99
Standard deviation		0.88	0.89	0.86	0.89	0.86	0.89	0.88	0.92	0.88	0.87	0.87	0.89	0.91	0.91	0.88
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	0.06	0.03

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Absolutes/col percents

Table 13

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?

Base: All respondents

I would not feel confident looking for additional evidence about that medicine beyond what my doctor had given me

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		516	446	40	23	58	50	48	44	30	51	67	69	36	296	244	52	220	15	38	29	94	44
		25%	25%	23%	27%	25%	29%	26%	29%	28%	26%	25%	24%	20%	26%	27%	21%	25%	15%	24%	27%	26%	28%
Strongly agree	(4)	119	107	7	6	18	11	6	7	5	15	16	24	5	69	59	10	50	1	9	12	21	7
		6%	6%	4%	7%	8%	6%	3%	4%	5%	8%	6%	8%	3%	6%	6%	4%	6%	1%	6%	11%	6%	5%
Tend to agree	(3)	396	338	34	16	40	39	41	37	24	36	51	46	31	227	186	42	169	14	29	17	73	36
		19%	19%	19%	19%	17%	22%	23%	25%	23%	18%	19%	16%	17%	20%	20%	17%	19%	14%	18%	16%	20%	23%
Tend to disagree	(2)	776	672	64	27	99	58	62	52	40	81	106	113	74	433	344	89	343	39	60	42	151	51
		38%	38%	36%	32%	42%	33%	34%	34%	39%	41%	40%	40%	41%	37%	38%	37%	39%	39%	38%	39%	42%	32%
Strongly disagree	(1)	624	538	59	33	60	53	63	53	27	57	75	85	59	361	281	80	263	28	48	30	104	52
		31%	31%	33%	39%	25%	31%	34%	35%	26%	29%	28%	30%	33%	31%	31%	33%	30%	28%	30%	28%	29%	33%
NET: Disagree		1400	1210	123	61	158	111	125	104	68	138	181	198	133	794	625	170	606	67	107	72	256	103
		69%	69%	69%	71%	68%	64%	68%	69%	65%	70%	67%	70%	74%	69%	68%	70%	68%	68%	68%	67%	70%	65%
Don't know		125	104	15	2	19	13	11	2	7	9	21	18	10	65	46	19	60	18	11	7	14	11
		6%	6%	8%	3%	8%	7%	6%	2%	6%	4%	8%	6%	6%	6%	5%	8%	7%	18%	7%	6%	4%	7%
Mean		2.01	2.01	1.93	1.95	2.07	2.04	1.95	1.99	2.08	2.05	2.03	2.03	1.90	2.00	2.03	1.92	2.01	1.84	2.00	2.11	2.03	1.99
Standard deviation		0.88	0.89	0.85	0.95	0.89	0.92	0.87	0.89	0.87	0.90	0.87	0.92	0.81	0.89	0.90	0.85	0.88	0.73	0.89	0.97	0.86	0.90
Standard error		0.02	0.02	0.06	0.11	0.06	0.07	0.07	0.08	0.09	0.06	0.06	0.06	0.06	0.03	0.03	0.05	0.03	0.08	0.07	0.10	0.04	0.07

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Absolutes/col percents

Table 13

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Base: All respondents
I would not feel confident looking for additional evidence about that medicine beyond what my doctor had given me

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?								Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education		White	NET: Non-white	Mixed	Asian	Black	Chinese	Other		NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9		1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10		1590	821	770	451	402	49
NET: Agree		516	7	8	284	151	51	10		465	48	4	28	14	2	-		393	218	175	123	115	8
		25%	53%	39%	27%	23%	23%	14%		25%	30%	12%	40%	35%	27%	-		25%	27%	23%	27%	29%	16%
Strongly agree	(4)	119	4	4	61	32	14	2		101	17	2	10	2	2	-		90	45	45	29	25	4
		6%	35%	21%	6%	5%	7%	3%		5%	10%	5%	15%	6%	27%	-		6%	6%	6%	6%	6%	7%
Tend to agree	(3)	396	2	3	223	119	36	8		364	32	3	18	11	-	-		303	173	130	94	89	4
		19%	18%	18%	21%	18%	17%	11%		20%	19%	7%	25%	29%	-	-		19%	21%	17%	21%	22%	9%
Tend to disagree	(2)	776	1	3	394	256	72	41		715	53	9	24	11	5	3		618	311	307	159	141	17
		38%	9%	15%	38%	39%	33%	58%		39%	32%	24%	34%	29%	65%	32%		39%	38%	40%	35%	35%	36%
Strongly disagree	(1)	624	2	4	295	214	85	19		564	52	20	15	11	1	6		472	237	235	152	131	21
		31%	20%	23%	28%	33%	39%	26%		30%	32%	54%	22%	27%	7%	60%		30%	29%	31%	34%	33%	43%
NET: Disagree		1400	3	7	689	470	157	60		1279	105	29	40	22	6	9		1090	548	542	310	272	39
		69%	28%	39%	66%	72%	72%	84%		69%	64%	78%	56%	56%	73%	91%		69%	67%	70%	69%	68%	79%
Don't know		125	2	4	69	32	9	2		110	10	3	3	3	-	1		108	54	53	18	15	3
		6%	18%	22%	7%	5%	4%	2%		6%	6%	10%	4%	9%	-	9%		7%	7%	7%	4%	4%	5%
Mean		2.01	2.84	2.47	2.05	1.95	1.91	1.91		2.00	2.09	1.59	2.34	2.16	2.48	1.35		2.01	2.03	1.98	2.00	2.02	1.80
Standard deviation		0.88	1.28	1.22	0.88	0.86	0.93	0.70		0.87	0.99	0.87	1.00	0.95	1.04	0.50		0.88	0.88	0.87	0.91	0.91	0.91
Standard error		0.02	0.39	0.33	0.03	0.03	0.06	0.09		0.02	0.08	0.16	0.12	0.17	0.37	0.18		0.02	0.03	0.03	0.04	0.05	0.13

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Absolutes/col percents

Table 13

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would not feel confident looking for additional evidence about that medicine beyond what my doctor had given me

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		516	33	63	74	71	61	56	29	36	44
		25%	33%	23%	27%	28%	26%	28%	22%	30%	25%
Strongly agree	(4)	119	5	17	19	16	21	8	3	6	12
		6%	5%	6%	7%	6%	9%	4%	2%	5%	7%
Tend to agree	(3)	396	29	46	56	55	40	48	26	30	32
		19%	28%	17%	20%	22%	17%	24%	20%	24%	18%
Tend to disagree	(2)	776	28	105	107	91	76	80	70	43	66
		38%	27%	38%	39%	36%	33%	40%	52%	36%	37%
Strongly disagree	(1)	624	27	84	76	82	77	54	31	38	65
		31%	27%	30%	28%	32%	33%	27%	23%	31%	37%
NET: Disagree		1400	55	189	183	174	153	134	101	81	130
		69%	54%	68%	67%	68%	66%	67%	75%	67%	74%
Don't know		125	14	26	16	11	17	11	4	4	2
		6%	14%	9%	6%	4%	7%	5%	3%	3%	1%
Mean		2.01	2.12	1.98	2.07	2.02	2.02	2.05	2.01	2.04	1.95
Standard deviation		0.88	0.92	0.89	0.90	0.91	0.97	0.84	0.73	0.89	0.91
Standard error		0.02	0.10	0.06	0.05	0.06	0.07	0.06	0.06	0.09	0.07

Medical Information Survey
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Absolutes/col percents

Table 14

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would not know how to interpret scientific reports on clinical trials of that medicine

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		978	479	499	105	162	152	165	163	231	249	274	228	227	141	413
		48%	48%	48%	44%	46%	45%	45%	55%	51%	45%	50%	51%	46%	53%	47%
Strongly agree	(4)	224	104	119	19	38	43	27	46	50	51	61	54	57	31	98
		11%	10%	11%	8%	11%	13%	7%	16%	11%	9%	11%	12%	12%	11%	11%
Tend to agree	(3)	755	375	380	86	124	110	138	117	181	198	213	174	170	110	315
		37%	38%	36%	36%	35%	33%	38%	40%	40%	36%	39%	39%	34%	41%	36%
Tend to disagree	(2)	635	323	311	79	96	104	118	85	152	192	168	124	150	72	272
		31%	33%	30%	33%	27%	31%	32%	29%	33%	35%	31%	28%	30%	27%	31%
Strongly disagree	(1)	220	105	114	32	46	41	42	16	42	71	65	38	45	36	108
		11%	11%	11%	14%	13%	12%	12%	6%	9%	13%	12%	9%	9%	13%	12%
NET: Disagree		854	429	425	111	141	145	160	102	194	263	234	162	195	108	380
		42%	43%	41%	47%	40%	43%	44%	35%	43%	48%	43%	36%	39%	40%	43%
Don't know		209	87	122	21	51	37	39	30	32	36	42	55	76	19	93
		10%	9%	12%	9%	14%	11%	11%	10%	7%	7%	8%	12%	15%	7%	10%
Mean		2.54	2.53	2.55	2.43	2.51	2.52	2.46	2.73	2.56	2.45	2.53	2.63	2.57	2.55	2.51
Standard deviation		0.86	0.84	0.87	0.85	0.90	0.90	0.82	0.82	0.83	0.85	0.86	0.84	0.86	0.89	0.88
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

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Absolutes/col percents

Table 14

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would not know how to interpret scientific reports on clinical trials of that medicine

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		978	856	80	52	114	89	80	73	42	96	139	139	74	555	437	118	424	39	63	62	178	81
		48%	49%	45%	60%	49%	52%	44%	49%	40%	48%	52%	49%	41%	48%	48%	49%	48%	39%	40%	57%	49%	51%
Strongly agree	(4)	224	201	13	10	22	22	17	18	10	18	36	44	14	129	103	25	95	11	16	14	36	19
		11%	11%	7%	12%	9%	13%	9%	12%	9%	9%	13%	15%	8%	11%	11%	11%	11%	11%	10%	13%	10%	12%
Tend to agree	(3)	755	655	67	41	93	67	63	55	32	77	103	95	60	426	334	92	329	28	48	48	142	62
		37%	37%	38%	48%	40%	39%	34%	37%	31%	39%	38%	33%	34%	37%	36%	38%	37%	29%	30%	45%	39%	39%
Tend to disagree	(2)	635	536	61	16	69	51	59	49	37	67	75	83	68	344	276	69	290	37	56	30	131	36
		31%	30%	34%	19%	29%	29%	32%	32%	36%	34%	28%	29%	38%	30%	30%	29%	33%	37%	36%	28%	36%	23%
Strongly disagree	(1)	220	196	13	12	25	14	19	22	11	15	31	36	23	144	117	27	76	10	17	5	28	15
		11%	11%	7%	14%	11%	8%	10%	14%	10%	8%	12%	13%	13%	12%	13%	11%	9%	10%	11%	5%	8%	10%
NET: Disagree		854	733	73	28	94	64	78	70	48	82	106	119	90	489	392	96	366	46	73	36	159	51
		42%	42%	41%	33%	40%	37%	43%	47%	46%	41%	39%	42%	50%	42%	43%	40%	41%	47%	46%	33%	44%	32%
Don't know		209	171	24	6	26	19	25	7	14	20	24	27	15	112	85	27	96	14	21	10	25	26
		10%	10%	14%	7%	11%	11%	14%	5%	13%	10%	9%	9%	9%	10%	9%	11%	11%	14%	13%	10%	7%	16%
Mean		2.54	2.54	2.52	2.62	2.53	2.64	2.50	2.48	2.45	2.56	2.59	2.57	2.40	2.52	2.51	2.54	2.56	2.47	2.46	2.72	2.55	2.64
Standard deviation		0.86	0.87	0.77	0.89	0.84	0.84	0.84	0.90	0.84	0.79	0.89	0.93	0.83	0.88	0.88	0.86	0.82	0.86	0.85	0.77	0.80	0.87
Standard error		0.02	0.02	0.06	0.10	0.06	0.06	0.07	0.08	0.09	0.06	0.06	0.06	0.06	0.03	0.03	0.05	0.03	0.10	0.07	0.08	0.04	0.08

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Absolutes/col percents

Table 14

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would not know how to interpret scientific reports on clinical trials of that medicine

		What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal educ-ation	Pri-mary	Secon-dary	Univ-ersity degree	Higher univ-ersity degree	Still in full time educ-ation	White	NET: Non-white	Mixed	Asian	Black	Chin-ese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Iso-lated Dwel-ling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		978	9	6	545	298	85	23	900	68	7	32	20	5	3	771	407	364	207	191	16
		48%	74%	33%	52%	46%	39%	33%	49%	41%	19%	46%	51%	63%	36%	48%	50%	47%	46%	48%	33%
Strongly agree	(4)	224	5	4	131	62	16	1	203	17	1	10	5	-	1	182	97	85	42	40	1
		11%	41%	20%	13%	10%	7%	2%	11%	11%	3%	14%	14%	-	9%	11%	12%	11%	9%	10%	3%
Tend to agree	(3)	755	4	2	414	236	69	22	697	50	6	22	14	5	3	589	310	279	165	151	14
		37%	33%	13%	40%	36%	32%	31%	38%	31%	16%	32%	37%	63%	27%	37%	38%	36%	37%	38%	30%
Tend to disagree	(2)	635	1	8	284	229	73	33	572	54	21	21	8	1	2	476	248	228	158	136	22
		31%	9%	40%	27%	35%	34%	46%	31%	33%	58%	31%	22%	13%	20%	30%	30%	30%	35%	34%	45%
Strongly disagree	(1)	220	1	-	82	80	45	10	193	25	5	10	3	2	4	171	90	82	48	41	7
		11%	11%	-	8%	12%	21%	14%	10%	15%	13%	15%	9%	24%	45%	11%	11%	11%	11%	10%	14%
NET: Disagree		854	3	8	366	308	118	43	765	79	26	32	12	3	6	648	338	310	206	178	29
		42%	21%	40%	35%	47%	54%	61%	41%	48%	71%	45%	30%	37%	64%	41%	41%	40%	46%	44%	59%
Don't know		209	1	5	131	47	14	5	189	17	3	6	7	-	-	171	76	95	37	33	4
		10%	5%	27%	13%	7%	6%	7%	10%	10%	10%	8%	19%	-	-	11%	9%	12%	8%	8%	9%
Mean		2.54	3.09	2.73	2.65	2.46	2.28	2.21	2.55	2.41	2.11	2.50	2.69	2.40	2.00	2.55	2.56	2.55	2.48	2.51	2.24
Standard deviation		0.86	1.04	0.90	0.83	0.85	0.89	0.72	0.85	0.91	0.69	0.95	0.89	0.90	1.09	0.86	0.87	0.86	0.83	0.83	0.75
Standard error		0.02	0.31	0.25	0.03	0.03	0.06	0.09	0.02	0.08	0.13	0.12	0.17	0.32	0.36	0.02	0.03	0.03	0.04	0.04	0.11

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Table 14

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would not know how to interpret scientific reports on clinical trials of that medicine

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		978	49	138	133	120	116	99	66	66	72
		48%	48%	50%	49%	47%	50%	50%	49%	54%	41%
Strongly agree	(4)	224	16	29	40	27	36	23	11	10	14
		11%	15%	10%	14%	11%	16%	11%	8%	8%	8%
Tend to agree	(3)	755	33	110	93	93	80	76	55	56	59
		37%	32%	39%	34%	36%	35%	38%	41%	46%	33%
Tend to disagree	(2)	635	35	78	82	85	65	60	50	37	63
		31%	34%	28%	30%	33%	28%	30%	37%	31%	36%
Strongly disagree	(1)	220	5	27	26	28	28	22	10	9	36
		11%	5%	10%	9%	11%	12%	11%	7%	8%	20%
NET: Disagree		854	40	104	107	114	93	82	60	47	99
		42%	39%	37%	39%	44%	40%	41%	44%	39%	56%
Don't know		209	14	36	33	22	21	19	8	9	5
		10%	13%	13%	12%	9%	9%	9%	6%	7%	3%
Mean		2.54	2.68	2.58	2.61	2.51	2.59	2.55	2.54	2.59	2.29
Standard deviation		0.86	0.83	0.84	0.88	0.85	0.93	0.86	0.77	0.77	0.89
Standard error		0.02	0.09	0.05	0.06	0.05	0.06	0.06	0.07	0.08	0.07

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Absolutes/col percents

Table 15

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
If I read any negative media coverage of that medicine, this would stop me from taking it

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		768	383	385	85	156	123	147	114	142	218	165	185	201	110	371
		38%	39%	37%	36%	44%	37%	40%	39%	31%	40%	30%	42%	40%	41%	42%
Strongly agree	(4)	143	61	81	21	35	22	31	21	13	30	24	50	39	12	83
		7%	6%	8%	9%	10%	7%	8%	7%	3%	5%	4%	11%	8%	5%	9%
Tend to agree	(3)	625	322	303	65	121	101	116	93	129	188	141	135	162	97	288
		31%	32%	29%	27%	34%	30%	32%	32%	28%	34%	26%	30%	32%	36%	32%
Tend to disagree	(2)	761	396	364	89	109	126	121	113	202	218	228	149	167	98	301
		37%	40%	35%	38%	31%	38%	33%	38%	44%	40%	41%	33%	33%	36%	34%
Strongly disagree	(1)	134	78	56	19	24	20	20	16	35	31	42	25	36	14	56
		7%	8%	5%	8%	7%	6%	5%	5%	8%	6%	8%	6%	7%	5%	6%
NET: Disagree		894	474	420	108	133	146	141	129	237	248	270	174	203	112	357
		44%	48%	40%	46%	38%	44%	39%	44%	52%	45%	49%	39%	41%	42%	40%
Don’t know		378	137	242	43	65	66	75	51	78	83	115	86	95	47	158
		19%	14%	23%	18%	18%	20%	21%	17%	17%	15%	21%	19%	19%	17%	18%
Mean		2.47	2.43	2.51	2.45	2.58	2.47	2.55	2.49	2.32	2.47	2.34	2.58	2.50	2.48	2.55
Standard deviation		0.76	0.76	0.77	0.81	0.81	0.75	0.78	0.75	0.68	0.71	0.73	0.81	0.79	0.70	0.79
Standard error		0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.05	0.03	0.03	0.03	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 15

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
If I read any negative media coverage of that medicine, this would stop me from taking it

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		768	673	61	43	89	72	65	47	34	78	120	100	59	481	376	105	287	34	43	45	102	63
		38%	38%	35%	50%	38%	41%	35%	31%	33%	39%	45%	35%	33%	42%	41%	43%	32%	34%	27%	41%	28%	40%
Strongly agree	(4)	143	125	10	1	17	19	10	6	8	14	31	19	7	96	82	14	47	9	6	8	13	12
		7%	7%	5%	1%	7%	11%	5%	4%	8%	7%	12%	7%	4%	8%	9%	6%	5%	9%	4%	7%	4%	7%
Tend to agree	(3)	625	548	52	42	72	53	55	41	26	63	89	81	52	385	295	91	240	25	37	37	90	52
		31%	31%	29%	49%	31%	31%	30%	27%	25%	32%	33%	29%	29%	33%	32%	38%	27%	25%	24%	34%	25%	33%
Tend to disagree	(2)	761	660	64	25	97	52	77	70	36	74	82	112	71	399	328	71	362	35	64	36	176	51
		37%	38%	36%	29%	41%	30%	42%	46%	35%	37%	30%	39%	40%	35%	36%	29%	41%	35%	41%	33%	49%	32%
Strongly disagree	(1)	134	105	16	5	9	14	13	6	13	8	19	17	13	70	52	18	64	12	18	4	27	3
		7%	6%	9%	6%	4%	8%	7%	4%	12%	4%	7%	6%	7%	6%	6%	7%	7%	12%	11%	4%	7%	2%
NET: Disagree		894	766	80	31	105	66	90	76	49	82	101	129	84	469	381	88	425	47	82	40	203	54
		44%	44%	45%	36%	45%	38%	49%	50%	47%	42%	38%	45%	47%	41%	42%	37%	48%	47%	52%	37%	56%	34%
Don't know		378	321	36	12	40	35	29	28	21	38	48	56	36	205	157	48	173	18	32	24	58	41
		19%	18%	20%	14%	17%	20%	16%	18%	20%	19%	18%	20%	20%	18%	17%	20%	20%	19%	21%	22%	16%	26%
Mean		2.47	2.48	2.39	2.52	2.50	2.55	2.40	2.38	2.35	2.53	2.60	2.44	2.37	2.53	2.54	2.52	2.38	2.39	2.24	2.58	2.29	2.61
Standard deviation		0.76	0.76	0.78	0.65	0.72	0.85	0.74	0.67	0.86	0.73	0.84	0.75	0.72	0.77	0.78	0.76	0.74	0.87	0.75	0.73	0.68	0.70
Standard error		0.02	0.02	0.06	0.08	0.05	0.07	0.06	0.06	0.10	0.06	0.06	0.05	0.06	0.03	0.03	0.04	0.03	0.10	0.07	0.08	0.04	0.07

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Absolutes/col percents

Table 15

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
If I read any negative media coverage of that medicine, this would stop me from taking it

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?								Which of the following best describes where you live?					
		Total	No formal educ-ation	Pri-mary	Secon-dary	Univ-ersity degree	Higher univ-ersity degree	Still in full time educ-ation		White	NET: Non-white	Mixed	Asian	Black	Chin-ese	Other		NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Iso-lated Dwel-ling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9		1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10		1590	821	770	451	402	49
NET: Agree		768	8	4	414	229	85	18		671	86	16	38	21	6	5		610	332	278	158	145	13
		38%	67%	21%	40%	35%	39%	25%		36%	53%	45%	54%	53%	76%	54%		38%	40%	36%	35%	36%	26%
Strongly agree	(4)	143	1	-	84	33	19	3		114	28	7	17	3	-	1		116	67	49	27	25	2
		7%	8%	-	8%	5%	9%	4%		6%	17%	19%	24%	8%	-	9%		7%	8%	6%	6%	6%	4%
Tend to agree	(3)	625	7	4	330	196	66	15		557	58	9	21	17	6	4		495	266	229	131	120	11
		31%	59%	21%	32%	30%	30%	21%		30%	36%	26%	30%	45%	76%	46%		31%	32%	30%	29%	30%	22%
Tend to disagree	(2)	761	2	7	371	258	84	34		714	41	12	21	6	1	2		566	283	283	194	171	23
		37%	13%	35%	36%	40%	39%	47%		39%	25%	33%	30%	16%	7%	19%		36%	34%	37%	43%	43%	47%
Strongly disagree	(1)	134	1	3	51	46	21	10		123	10	4	3	2	1	-		110	62	48	24	19	4
		7%	6%	18%	5%	7%	10%	14%		7%	6%	10%	4%	5%	16%	-		7%	8%	6%	5%	5%	9%
NET: Disagree		894	2	10	422	305	106	44		837	51	15	24	9	2	2		676	345	332	218	190	28
		44%	19%	53%	40%	47%	49%	61%		45%	31%	43%	34%	22%	24%	19%		43%	42%	43%	48%	47%	57%
Don't know		378	2	5	206	120	26	10		345	26	5	9	10	-	3		304	144	160	75	66	8
		19%	14%	27%	20%	18%	12%	13%		19%	16%	13%	12%	25%	-	27%		19%	18%	21%	17%	17%	17%
Mean		2.47	2.81	2.04	2.54	2.40	2.43	2.18		2.44	2.76	2.61	2.84	2.75	2.60	2.86		2.48	2.50	2.46	2.43	2.45	2.25
Standard deviation		0.76	0.74	0.75	0.76	0.73	0.82	0.75		0.75	0.86	0.96	0.89	0.76	0.81	0.64		0.78	0.79	0.75	0.72	0.72	0.72
Standard error		0.02	0.22	0.21	0.03	0.03	0.06	0.10		0.02	0.08	0.18	0.11	0.15	0.28	0.24		0.02	0.03	0.03	0.04	0.04	0.11

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Absolutes/col percents

Table 15

Q2. Imagine that your doctor prescribes you a medicine which you would need to take for several years. To what extent do you agree or disagree with each of the following statements?
Base: All respondents
If I read any negative media coverage of that medicine, this would stop me from taking it

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		768	46	101	91	90	102	82	47	38	81
		38%	45%	36%	33%	35%	44%	41%	35%	31%	46%
Strongly agree	(4)	143	10	7	19	25	29	13	7	3	15
		7%	10%	3%	7%	10%	13%	7%	5%	3%	9%
Tend to agree	(3)	625	36	93	72	64	73	69	39	34	65
		31%	35%	33%	26%	25%	32%	34%	29%	28%	37%
Tend to disagree	(2)	761	30	105	109	96	84	67	66	54	57
		37%	29%	38%	40%	38%	36%	33%	49%	44%	33%
Strongly disagree	(1)	134	8	17	23	19	8	12	5	7	21
		7%	8%	6%	8%	7%	4%	6%	4%	6%	12%
NET: Disagree		894	38	122	132	115	92	79	71	60	79
		44%	37%	44%	48%	45%	40%	40%	53%	50%	45%
Don't know		378	19	56	49	51	36	39	16	23	17
		19%	18%	20%	18%	20%	16%	20%	12%	19%	9%
Mean		2.47	2.58	2.41	2.39	2.47	2.64	2.51	2.41	2.35	2.47
Standard deviation		0.76	0.83	0.68	0.79	0.83	0.79	0.76	0.68	0.66	0.84
Standard error		0.02	0.09	0.04	0.05	0.06	0.06	0.06	0.06	0.07	0.07

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Absolutes/col percents

Table 16

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Summary table

		Healthcare professionals (e.g. GPs, hospital doctors)	National newspapers, television or radio	Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))	The pharmaceutical industry	Medical charities and patient organisations, including those that fund research	Academics / researchers working on clinical trials	People sharing personal experiences on social media
Unweighted base		2041	2041	2041	2041	2041	2041	2041
Weighted base		2041	2041	2041	2041	2041	2041	2041
Most trustworthy	(1)	937 46%	69 3%	250 12%	67 3%	187 9%	390 19%	142 7%
2nd most trustworthy	(2)	428 21%	66 3%	382 19%	233 11%	376 18%	424 21%	134 7%
3rd most trustworthy	(3)	272 13%	73 4%	386 19%	234 11%	472 23%	459 23%	146 7%
4th most trustworthy	(4)	189 9%	141 7%	443 22%	249 12%	452 22%	368 18%	199 10%
5th most trustworthy	(5)	96 5%	298 15%	306 15%	481 24%	334 16%	212 10%	314 15%
6th most trustworthy	(6)	39 2%	662 32%	184 9%	337 16%	160 8%	129 6%	530 26%
Least trustworthy	(7)	80 4%	733 36%	89 4%	441 22%	61 3%	59 3%	577 28%
NET: Top 2 trustworthy		1365 67%	134 7%	632 31%	299 15%	562 28%	813 40%	275 13%
NET: Top 3 trustworthy		1637 80%	207 10%	1018 50%	533 26%	1034 51%	1273 62%	421 21%
Mean		2.27	5.67	3.53	4.77	3.54	3.10	5.11
Standard deviation		1.61	1.53	1.65	1.76	1.52	1.61	1.86
Standard error		0.04	0.03	0.04	0.04	0.03	0.04	0.04

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Absolutes/col percents

Table 17

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Healthcare professionals (e.g. GPs, hospital doctors)

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most trustworthy	(1)	937	498	439	95	139	152	182	148	220	235	250	201	252	118	406
		46%	50%	42%	40%	39%	45%	50%	50%	48%	43%	45%	45%	51%	44%	46%
2nd most trustworthy	(2)	428	208	220	56	69	55	84	63	101	114	117	90	107	61	181
		21%	21%	21%	23%	19%	16%	23%	22%	22%	21%	21%	20%	21%	23%	20%
3rd most trustworthy	(3)	272	113	159	28	57	49	52	36	51	87	84	53	47	47	117
		13%	11%	15%	12%	16%	15%	14%	12%	11%	16%	15%	12%	9%	17%	13%
4th most trustworthy	(4)	189	76	113	30	36	32	28	17	46	53	57	39	40	27	68
		9%	8%	11%	13%	10%	10%	8%	6%	10%	10%	10%	9%	8%	10%	8%
5th most trustworthy	(5)	96	42	54	8	22	25	7	13	20	25	24	28	19	5	53
		5%	4%	5%	4%	6%	8%	2%	4%	4%	5%	4%	6%	4%	2%	6%
6th most trustworthy	(6)	39	21	18	2	10	8	6	8	4	13	9	10	7	6	21
		2%	2%	2%	1%	3%	2%	2%	3%	1%	2%	2%	2%	1%	2%	2%
Least trustworthy	(7)	80	37	43	18	21	14	4	9	14	22	9	23	27	5	41
		4%	4%	4%	8%	6%	4%	1%	3%	3%	4%	2%	5%	5%	2%	5%
NET: Top 2 trustworthy		1365	705	659	151	208	207	266	212	321	349	366	291	359	179	587
		67%	71%	63%	64%	59%	62%	73%	72%	70%	64%	67%	65%	72%	67%	66%
NET: Top 3 trustworthy		1637	818	818	178	265	256	317	247	373	436	451	344	405	226	704
		80%	82%	78%	75%	75%	76%	87%	84%	81%	79%	82%	77%	81%	84%	79%
Mean		2.27	2.16	2.38	2.49	2.56	2.41	1.98	2.13	2.16	2.36	2.18	2.38	2.19	2.17	2.33
Standard deviation		1.61	1.59	1.62	1.78	1.77	1.71	1.31	1.57	1.52	1.63	1.43	1.73	1.67	1.40	1.69
Standard error		0.04	0.05	0.05	0.13	0.10	0.09	0.07	0.09	0.07	0.07	0.06	0.09	0.08	0.09	0.06

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Table 17

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Healthcare professionals (e.g. GPs, hospital doctors)

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most trustworthy	(1)	937	805	84	40	110	72	91	78	49	90	107	131	85	524	410	114	413	39	74	49	183	68
		46%	46%	47%	47%	47%	42%	50%	51%	47%	45%	40%	46%	47%	45%	45%	47%	47%	39%	47%	45%	50%	43%
2nd most trustworthy	(2)	428	364	46	18	51	47	37	30	18	45	45	56	34	242	193	50	185	20	29	26	78	33
		21%	21%	26%	21%	22%	27%	20%	20%	17%	23%	17%	19%	19%	21%	21%	21%	21%	20%	18%	24%	22%	21%
3rd most trustworthy	(3)	272	238	19	11	36	20	18	22	15	21	40	51	20	164	132	32	108	15	23	11	42	17
		13%	14%	10%	12%	15%	12%	10%	15%	14%	11%	15%	18%	11%	14%	14%	13%	12%	15%	15%	10%	12%	11%
4th most trustworthy	(4)	189	165	12	6	18	11	18	11	12	19	43	17	22	95	73	21	95	14	18	13	32	19
		9%	9%	7%	7%	8%	6%	10%	7%	12%	9%	16%	6%	13%	8%	8%	9%	11%	14%	11%	12%	9%	12%
5th most trustworthy	(5)	96	84	6	3	9	12	5	6	6	6	18	13	10	58	46	11	38	7	4	3	13	10
		5%	5%	3%	4%	4%	7%	3%	4%	6%	3%	7%	5%	6%	5%	5%	5%	4%	7%	3%	3%	4%	6%
6th most trustworthy	(6)	39	33	4	3	4	2	2	3	2	3	8	6	2	27	22	5	12	1	2	3	3	4
		2%	2%	2%	4%	2%	1%	1%	2%	2%	1%	3%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%
Least trustworthy	(7)	80	71	8	4	7	9	12	1	2	14	7	11	5	46	38	8	34	3	7	4	12	8
		4%	4%	4%	5%	3%	5%	7%	1%	2%	7%	3%	4%	3%	4%	4%	3%	4%	3%	4%	3%	3%	5%
NET: Top 2 trustworthy		1365	1168	130	58	161	119	128	108	67	135	153	187	120	766	603	163	599	59	103	75	261	100
		67%	66%	73%	68%	69%	68%	70%	72%	64%	68%	57%	65%	67%	66%	66%	68%	68%	60%	66%	70%	72%	64%
NET: Top 3 trustworthy		1637	1407	148	69	196	139	146	130	82	156	193	238	139	930	735	195	707	74	126	86	303	117
		80%	80%	84%	80%	84%	80%	80%	86%	78%	79%	72%	83%	78%	80%	80%	81%	80%	74%	80%	80%	84%	74%
Mean		2.27	2.29	2.17	2.30	2.17	2.35	2.26	2.01	2.26	2.35	2.52	2.26	2.25	2.29	2.31	2.23	2.25	2.46	2.25	2.23	2.09	2.46
Standard deviation		1.61	1.62	1.60	1.72	1.50	1.68	1.74	1.33	1.53	1.77	1.63	1.60	1.57	1.63	1.64	1.58	1.59	1.61	1.60	1.58	1.50	1.76
Standard error		0.04	0.04	0.11	0.19	0.10	0.12	0.13	0.11	0.15	0.12	0.10	0.10	0.12	0.05	0.06	0.08	0.05	0.17	0.13	0.15	0.08	0.14

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Table 17

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Healthcare professionals (e.g. GPs, hospital doctors)

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most trustworthy	(1)	937	4	7	529	287	71	32	878	53	9	28	13	1	3	707	354	353	230	206	24
		46%	30%	38%	51%	44%	33%	45%	47%	33%	26%	39%	33%	11%	29%	44%	43%	46%	51%	51%	49%
2nd most trustworthy	(2)	428	1	2	208	147	46	15	390	33	9	13	6	1	4	329	158	171	99	87	11
		21%	11%	12%	20%	23%	21%	21%	21%	20%	24%	19%	17%	7%	45%	21%	19%	22%	22%	22%	23%
3rd most trustworthy	(3)	272	3	2	113	95	44	11	241	22	3	10	4	5	1	217	121	96	54	47	7
		13%	24%	9%	11%	14%	20%	15%	13%	14%	8%	14%	11%	61%	9%	14%	15%	12%	12%	12%	15%
4th most trustworthy	(4)	189	-	1	95	57	25	9	159	30	10	8	9	2	2	151	92	59	39	34	5
		9%	-	5%	9%	9%	12%	13%	9%	19%	27%	11%	24%	21%	18%	9%	11%	8%	9%	8%	9%
5th most trustworthy	(5)	96	1	3	44	32	12	1	80	13	5	5	4	-	-	82	44	38	13	12	1
		5%	12%	14%	4%	5%	6%	1%	4%	8%	14%	7%	10%	-	-	5%	5%	5%	3%	3%	2%
6th most trustworthy	(6)	39	1	1	18	9	7	1	31	7	1	3	3	-	-	36	18	18	4	3	1
		2%	6%	6%	2%	1%	3%	2%	2%	4%	2%	5%	7%	-	-	2%	2%	2%	1%	1%	2%
Least trustworthy	(7)	80	2	3	36	26	11	2	75	4	-	4	-	-	-	69	34	35	11	11	-
		4%	17%	17%	3%	4%	5%	3%	4%	2%	-	6%	-	-	-	4%	4%	5%	3%	3%	-
NET: Top 2 trustworthy		1365	5	10	737	435	117	47	1268	87	18	41	19	1	7	1036	512	524	329	294	35
		67%	41%	50%	71%	67%	54%	66%	68%	53%	50%	58%	49%	18%	74%	65%	62%	68%	73%	73%	72%
NET: Top 3 trustworthy		1637	8	11	850	529	162	58	1509	109	21	50	23	6	8	1253	634	619	384	341	43
		80%	65%	59%	82%	81%	75%	81%	81%	67%	58%	72%	60%	79%	82%	79%	77%	80%	85%	85%	87%
Mean		2.27	3.37	3.29	2.15	2.28	2.65	2.23	2.22	2.71	2.85	2.64	2.81	2.92	2.16	2.34	2.39	2.29	2.03	2.04	1.96
Standard deviation		1.61	2.30	2.37	1.57	1.59	1.68	1.51	1.60	1.65	1.51	1.84	1.65	0.90	1.09	1.66	1.65	1.67	1.42	1.44	1.21
Standard error		0.04	0.66	0.59	0.05	0.06	0.11	0.18	0.04	0.13	0.27	0.22	0.29	0.32	0.36	0.04	0.06	0.06	0.07	0.07	0.16

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Absolutes/col percents

Table 17

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Healthcare professionals (e.g. GPs, hospital doctors)

		What is the combined annual income of your household, prior to tax being deducted?									
	Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base	2041	97	286	285	272	233	202	131	104	160
Weighted base	2041	103	279	273	256	230	200	134	121	176
Most trustworthy (1)	937	53	132	138	118	96	86	65	53	74
	46%	52%	47%	50%	46%	42%	43%	49%	44%	42%
2nd most trustworthy (2)	428	21	45	62	63	49	40	32	20	42
	21%	20%	16%	23%	25%	21%	20%	24%	16%	24%
3rd most trustworthy (3)	272	10	35	27	29	36	33	13	25	22
	13%	9%	13%	10%	11%	16%	16%	10%	21%	12%
4th most trustworthy (4)	189	9	28	21	25	15	23	10	8	21
	9%	9%	10%	8%	10%	6%	12%	7%	7%	12%
5th most trustworthy (5)	96	2	20	17	9	14	10	4	4	6
	5%	2%	7%	6%	4%	6%	5%	3%	4%	3%
6th most trustworthy (6)	39	2	3	5	7	5	4	3	2	3
	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%
Least trustworthy (7)	80	7	15	3	5	15	5	6	8	8
	4%	7%	5%	1%	2%	6%	2%	5%	6%	5%
NET: Top 2 trustworthy	1365	74	177	200	182	146	126	97	73	116
	67%	72%	64%	73%	71%	63%	63%	73%	61%	66%
NET: Top 3 trustworthy	1637	83	212	226	210	182	159	111	99	138
	80%	81%	76%	83%	82%	79%	79%	83%	82%	78%
Mean	2.27	2.20	2.39	2.07	2.16	2.46	2.31	2.18	2.40	2.34
Standard deviation	1.61	1.74	1.75	1.44	1.48	1.78	1.52	1.63	1.72	1.62
Standard error	0.04	0.18	0.10	0.09	0.09	0.12	0.11	0.14	0.17	0.13

Medical Information Survey
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Absolutes/col percents

Table 18

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

National newspapers, television or radio

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most trustworthy	(1)	69	35	33	2	21	13	12	8	13	14	12	23	19	8	32
		3%	4%	3%	1%	6%	4%	3%	3%	3%	3%	2%	5%	4%	3%	4%
2nd most trustworthy	(2)	66	28	38	12	12	9	6	12	14	22	9	23	12	8	24
		3%	3%	4%	5%	4%	3%	2%	4%	3%	4%	2%	5%	2%	3%	3%
3rd most trustworthy	(3)	73	36	37	10	17	5	15	8	18	14	15	19	23	11	26
		4%	4%	4%	4%	5%	2%	4%	3%	4%	3%	3%	4%	5%	4%	3%
4th most trustworthy	(4)	141	68	72	17	35	26	18	19	25	40	29	38	34	19	73
		7%	7%	7%	7%	10%	8%	5%	7%	6%	7%	5%	9%	7%	7%	8%
5th most trustworthy	(5)	298	163	135	25	56	41	50	41	84	92	75	62	69	36	132
		15%	16%	13%	11%	16%	12%	14%	14%	18%	17%	14%	14%	14%	13%	15%
6th most trustworthy	(6)	662	326	336	85	83	115	126	92	161	195	200	123	144	86	276
		32%	33%	32%	36%	23%	34%	35%	31%	35%	35%	36%	28%	29%	32%	31%
Least trustworthy	(7)	733	339	395	85	130	124	137	114	143	173	209	155	197	101	323
		36%	34%	38%	36%	37%	37%	38%	39%	31%	31%	38%	35%	40%	38%	36%
NET: Top 2 trustworthy		134	63	71	14	33	22	18	20	27	36	21	46	31	17	56
		7%	6%	7%	6%	9%	7%	5%	7%	6%	6%	4%	10%	6%	6%	6%
NET: Top 3 trustworthy		207	99	108	25	50	27	32	28	45	50	37	66	54	28	82
		10%	10%	10%	10%	14%	8%	9%	9%	10%	9%	7%	15%	11%	10%	9%
Mean		5.67	5.64	5.70	5.73	5.43	5.74	5.79	5.74	5.64	5.64	5.88	5.44	5.69	5.70	5.67
Standard deviation		1.53	1.52	1.54	1.46	1.75	1.52	1.45	1.52	1.46	1.47	1.34	1.75	1.57	1.53	1.53
Standard error		0.03	0.05	0.05	0.11	0.10	0.08	0.07	0.09	0.07	0.06	0.05	0.09	0.07	0.09	0.05

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Absolutes/col percents

Table 18

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Base: All respondents

National newspapers, television or radio

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most trustworthy	(1)	69	51	11	4	6	3	4	2	7	7	12	8	7	41	36	5	28	7	1	4	8	6
		3%	3%	6%	5%	2%	2%	2%	1%	7%	3%	4%	3%	4%	4%	4%	2%	3%	8%	1%	4%	2%	4%
2nd most trustworthy	(2)	66	58	7	4	7	4	8	2	1	9	8	11	5	32	26	6	34	5	5	1	13	11
		3%	3%	4%	4%	3%	2%	4%	2%	1%	5%	3%	4%	3%	3%	3%	3%	4%	5%	3%	1%	3%	7%
3rd most trustworthy	(3)	73	63	9	4	8	5	13	3	*	4	8	10	8	38	30	8	35	5	3	8	13	5
		4%	4%	5%	4%	4%	3%	7%	2%	*	2%	3%	3%	4%	3%	3%	3%	4%	5%	2%	7%	4%	3%
4th most trustworthy	(4)	141	126	12	5	16	20	6	10	3	13	28	21	7	92	79	12	49	6	8	5	19	11
		7%	7%	7%	6%	7%	12%	3%	6%	3%	7%	10%	7%	4%	8%	9%	5%	6%	6%	5%	5%	5%	7%
5th most trustworthy	(5)	298	252	30	9	34	15	26	26	17	31	45	33	33	167	134	33	131	9	16	19	66	20
		15%	14%	17%	10%	15%	9%	14%	17%	16%	16%	17%	12%	19%	14%	15%	14%	15%	9%	10%	18%	18%	13%
6th most trustworthy	(6)	662	571	56	27	72	57	67	51	34	60	69	97	71	362	276	86	300	29	65	29	132	45
		32%	32%	32%	31%	31%	33%	37%	34%	33%	31%	25%	34%	40%	31%	30%	36%	34%	29%	41%	27%	36%	29%
Least trustworthy	(7)	733	639	53	34	91	69	60	57	42	73	101	105	49	424	333	91	309	38	59	41	112	59
		36%	36%	30%	40%	39%	40%	33%	38%	40%	37%	38%	37%	27%	37%	36%	38%	35%	38%	38%	38%	31%	37%
NET: Top 2 trustworthy		134	110	17	8	13	7	11	5	8	16	19	19	12	73	61	11	62	12	6	5	21	17
		7%	6%	10%	9%	5%	4%	6%	3%	7%	8%	7%	7%	7%	6%	7%	5%	7%	12%	4%	5%	6%	11%
NET: Top 3 trustworthy		207	173	26	12	21	12	24	8	8	20	27	29	20	111	91	19	96	18	9	13	34	22
		10%	10%	15%	13%	9%	7%	13%	5%	8%	10%	10%	10%	11%	10%	10%	8%	11%	18%	6%	12%	9%	14%
Mean		5.67	5.69	5.39	5.64	5.76	5.81	5.64	5.88	5.82	5.65	5.59	5.70	5.58	5.68	5.64	5.83	5.66	5.44	5.94	5.64	5.66	5.54
Standard deviation		1.53	1.51	1.71	1.71	1.47	1.41	1.51	1.26	1.56	1.58	1.61	1.52	1.49	1.53	1.57	1.39	1.54	1.89	1.26	1.57	1.43	1.72
Standard error		0.03	0.04	0.12	0.19	0.09	0.10	0.11	0.11	0.16	0.11	0.10	0.09	0.11	0.05	0.06	0.07	0.05	0.19	0.10	0.15	0.07	0.14

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Absolutes/col percents

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Base: All respondents

National newspapers, television or radio

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most trustworthy	(1)	69	1	1	32	25	8	1	65	4	-	4	-	-	-	59	33	25	10	10	-
		3%	5%	5%	3%	4%	4%	1%	3%	2%	-	6%	-	-	-	4%	4%	3%	2%	3%	-
2nd most trustworthy	(2)	66	2	-	28	18	11	2	57	7	1	4	-	1	*	54	38	16	12	11	1
		3%	12%	-	3%	3%	5%	3%	3%	4%	3%	6%	-	16%	5%	3%	5%	2%	3%	3%	2%
3rd most trustworthy	(3)	73	2	3	34	19	14	1	58	12	2	3	6	-	-	66	26	40	6	5	2
		4%	18%	15%	3%	3%	6%	2%	3%	7%	7%	5%	16%	-	-	4%	3%	5%	1%	1%	3%
4th most trustworthy	(4)	141	3	-	82	41	12	1	130	9	1	4	3	-	-	110	57	53	31	31	-
		7%	24%	-	8%	6%	5%	2%	7%	5%	4%	6%	7%	-	-	7%	7%	7%	7%	8%	-
5th most trustworthy	(5)	298	1	1	142	105	35	12	271	20	5	8	2	2	2	233	130	103	65	58	8
		15%	5%	4%	14%	16%	16%	17%	15%	12%	14%	12%	4%	31%	22%	15%	16%	13%	14%	14%	15%
6th most trustworthy	(6)	662	1	5	306	228	81	35	619	37	8	15	8	1	5	502	247	255	160	144	17
		32%	11%	25%	29%	35%	38%	48%	33%	23%	23%	22%	21%	7%	46%	32%	30%	33%	36%	36%	34%
Least trustworthy	(7)	733	3	10	419	218	56	19	654	75	18	31	20	4	3	567	290	278	166	144	22
		36%	24%	52%	40%	33%	26%	27%	35%	46%	49%	43%	52%	46%	27%	36%	35%	36%	37%	36%	45%
NET: Top 2 trustworthy		134	2	1	60	43	19	3	122	11	1	8	-	1	*	112	71	41	22	21	1
		7%	18%	5%	6%	7%	9%	4%	7%	7%	3%	12%	-	16%	5%	7%	9%	5%	5%	5%	2%
NET: Top 3 trustworthy		207	4	4	94	62	33	4	180	23	4	12	6	1	*	179	98	81	28	26	3
		10%	36%	20%	9%	9%	15%	6%	10%	14%	10%	17%	16%	16%	5%	11%	12%	11%	6%	6%	5%
Mean		5.67	4.40	5.77	5.75	5.66	5.41	5.84	5.68	5.72	5.94	5.52	5.87	5.49	5.86	5.63	5.57	5.69	5.83	5.79	6.12
Standard deviation		1.53	1.99	1.83	1.51	1.51	1.62	1.18	1.52	1.64	1.39	1.85	1.52	1.89	1.16	1.57	1.63	1.51	1.37	1.39	1.12
Standard error		0.03	0.57	0.46	0.05	0.06	0.11	0.14	0.04	0.13	0.25	0.22	0.26	0.67	0.39	0.04	0.06	0.05	0.06	0.07	0.15

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Absolutes/col percents

Table 18

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Base: All respondents

National newspapers, television or radio

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most trustworthy	(1)	69	*	18	8	6	8	6	6	3	4
		3%	*	6%	3%	2%	3%	3%	5%	3%	2%
2nd most trustworthy	(2)	66	3	8	5	14	12	4	7	1	5
		3%	2%	3%	2%	6%	5%	2%	5%	1%	3%
3rd most trustworthy	(3)	73	12	10	10	10	7	4	3	-	6
		4%	11%	3%	4%	4%	3%	2%	2%	-	4%
4th most trustworthy	(4)	141	10	19	20	9	21	9	7	15	16
		7%	10%	7%	7%	3%	9%	4%	5%	13%	9%
5th most trustworthy	(5)	298	5	45	34	46	39	23	22	24	20
		15%	5%	16%	12%	18%	17%	12%	16%	20%	11%
6th most trustworthy	(6)	662	31	86	81	75	67	82	44	34	72
		32%	30%	31%	30%	29%	29%	41%	33%	28%	41%
Least trustworthy	(7)	733	42	94	115	96	76	72	45	42	52
		36%	41%	34%	42%	38%	33%	36%	34%	35%	30%
NET: Top 2 trustworthy		134	3	26	13	20	20	11	13	4	9
		7%	3%	9%	5%	8%	9%	5%	10%	3%	5%
NET: Top 3 trustworthy		207	15	36	23	30	28	14	16	4	16
		10%	14%	13%	9%	12%	12%	7%	12%	3%	9%
Mean		5.67	5.70	5.51	5.81	5.68	5.50	5.86	5.56	5.73	5.66
Standard deviation		1.53	1.53	1.70	1.48	1.55	1.62	1.39	1.65	1.35	1.43
Standard error		0.03	0.15	0.10	0.09	0.09	0.11	0.10	0.14	0.13	0.11

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Absolutes/col percents

Table 19

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most trustworthy	(1)	250	126	124	31	43	28	40	31	76	71	80	54	45	29	100
		12%	13%	12%	13%	12%	8%	11%	11%	17%	13%	15%	12%	9%	11%	11%
2nd most trustworthy	(2)	382	185	197	36	64	59	65	65	92	121	117	64	81	60	150
		19%	19%	19%	15%	18%	18%	18%	22%	20%	22%	21%	14%	16%	22%	17%
3rd most trustworthy	(3)	386	182	204	50	66	53	67	55	95	93	122	82	88	54	161
		19%	18%	19%	21%	19%	16%	18%	19%	21%	17%	22%	18%	18%	20%	18%
4th most trustworthy	(4)	443	216	227	52	66	78	90	65	91	118	100	105	120	55	200
		22%	22%	22%	22%	19%	23%	25%	22%	20%	21%	18%	24%	24%	20%	23%
5th most trustworthy	(5)	306	150	157	43	47	56	61	45	54	80	65	67	94	33	145
		15%	15%	15%	18%	13%	17%	17%	15%	12%	15%	12%	15%	19%	12%	16%
6th most trustworthy	(6)	184	94	91	14	43	41	26	23	38	47	43	47	48	28	89
		9%	9%	9%	6%	12%	12%	7%	8%	8%	9%	8%	11%	10%	10%	10%
Least trustworthy	(7)	89	42	47	9	24	19	14	11	12	19	21	26	23	10	42
		4%	4%	4%	4%	7%	6%	4%	4%	3%	3%	4%	6%	5%	4%	5%
NET: Top 2 trustworthy		632	311	322	68	107	87	106	96	168	192	197	118	125	89	250
		31%	31%	31%	29%	30%	26%	29%	33%	37%	35%	36%	26%	25%	33%	28%
NET: Top 3 trustworthy		1018	493	525	118	173	140	173	151	263	285	320	199	214	142	411
		50%	50%	50%	50%	49%	42%	47%	51%	57%	52%	58%	45%	43%	53%	46%
Mean		3.53	3.53	3.53	3.50	3.66	3.83	3.55	3.47	3.25	3.42	3.30	3.70	3.74	3.48	3.65
Standard deviation		1.65	1.66	1.64	1.60	1.77	1.66	1.59	1.59	1.62	1.64	1.64	1.69	1.60	1.64	1.66
Standard error		0.04	0.05	0.05	0.12	0.10	0.09	0.08	0.09	0.07	0.07	0.07	0.09	0.07	0.10	0.06

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Base: All respondents

Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most trustworthy	(1)	250	215	21	5	25	23	15	16	14	25	37	42	26	129	100	29	122	9	14	14	68	16
		12%	12%	12%	6%	11%	13%	8%	11%	14%	13%	14%	15%	15%	11%	11%	12%	14%	9%	9%	13%	19%	10%
2nd most trustworthy	(2)	382	338	25	13	35	32	37	32	19	37	50	55	46	210	175	35	172	15	31	12	88	27
		19%	19%	14%	15%	15%	18%	20%	21%	19%	19%	19%	19%	25%	18%	19%	14%	19%	15%	20%	11%	24%	17%
3rd most trustworthy	(3)	386	330	37	10	47	32	40	28	19	41	56	45	31	215	166	49	171	23	36	21	67	24
		19%	19%	21%	12%	20%	18%	22%	19%	18%	21%	21%	16%	17%	19%	18%	20%	19%	23%	23%	20%	18%	15%
4th most trustworthy	(4)	443	392	37	25	56	40	42	39	13	42	55	61	35	255	208	47	188	18	40	23	72	36
		22%	22%	21%	29%	24%	23%	23%	26%	13%	21%	20%	21%	19%	22%	23%	19%	21%	18%	25%	21%	20%	23%
5th most trustworthy	(5)	306	262	28	17	36	27	29	24	17	27	33	44	26	178	132	46	128	18	20	18	44	28
		15%	15%	16%	19%	15%	16%	16%	16%	16%	14%	12%	15%	14%	15%	14%	19%	14%	18%	13%	17%	12%	18%
6th most trustworthy	(6)	184	150	22	7	21	13	19	8	13	18	29	23	12	117	94	23	68	10	10	15	18	14
		9%	9%	12%	8%	9%	7%	11%	5%	13%	9%	11%	8%	7%	10%	10%	9%	8%	10%	6%	14%	5%	9%
Least trustworthy	(7)	89	73	8	8	15	6	1	5	8	8	10	16	4	52	39	13	37	7	7	6	6	11
		4%	4%	4%	10%	6%	4%	1%	3%	8%	4%	4%	6%	2%	5%	4%	5%	4%	7%	4%	5%	2%	7%
NET: Top 2 trustworthy		632	553	46	19	61	55	53	48	34	62	87	97	72	339	275	63	294	24	45	25	156	43
		31%	31%	26%	22%	26%	32%	29%	32%	32%	31%	32%	34%	40%	29%	30%	26%	33%	24%	29%	23%	43%	27%
NET: Top 3 trustworthy		1018	883	83	29	107	87	92	76	52	103	143	142	103	553	441	112	465	47	81	47	223	68
		50%	50%	47%	34%	46%	50%	50%	50%	50%	52%	53%	50%	58%	48%	48%	47%	52%	47%	52%	43%	61%	43%
Mean		3.53	3.51	3.69	4.03	3.70	3.46	3.52	3.42	3.68	3.48	3.46	3.50	3.22	3.61	3.59	3.69	3.43	3.78	3.49	3.82	3.04	3.77
Standard deviation		1.65	1.64	1.67	1.65	1.66	1.62	1.48	1.52	1.87	1.64	1.67	1.73	1.59	1.65	1.65	1.68	1.64	1.69	1.53	1.72	1.55	1.71
Standard error		0.04	0.04	0.12	0.18	0.11	0.11	0.11	0.13	0.19	0.11	0.11	0.11	0.12	0.05	0.06	0.09	0.05	0.17	0.13	0.17	0.08	0.14

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Absolutes/col percents

Table 19

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education		White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most trustworthy	(1)	250	2	4	112	89	28	12		233	16	3	9	3	-	1	194	111	84	56	48	8
		12%	14%	18%	11%	14%	13%	17%		13%	10%	9%	12%	8%	-	9%	12%	13%	11%	12%	12%	17%
2nd most trustworthy	(2)	382	3	1	192	127	44	11		345	31	6	12	11	3	-	287	148	138	95	83	12
		19%	27%	5%	18%	19%	21%	16%		19%	19%	16%	17%	27%	37%	-	18%	18%	18%	21%	21%	25%
3rd most trustworthy	(3)	386	2	5	191	127	40	19		350	33	12	12	4	3	2	307	156	151	79	72	7
		19%	16%	24%	18%	19%	19%	26%		19%	20%	34%	17%	11%	39%	18%	19%	19%	20%	18%	18%	14%
4th most trustworthy	(4)	443	1	5	221	148	44	18		409	30	6	12	11	-	2	356	185	171	87	75	12
		22%	8%	23%	21%	23%	20%	25%		22%	18%	16%	17%	27%	-	19%	22%	23%	22%	19%	19%	25%
5th most trustworthy	(5)	306	4	-	170	91	30	7		272	29	6	16	4	1	3	236	115	122	70	64	6
		15%	30%	-	16%	14%	14%	10%		15%	17%	17%	22%	9%	7%	26%	15%	14%	16%	16%	16%	12%
6th most trustworthy	(6)	184	1	5	96	54	24	2		163	18	3	10	4	-	1	142	75	67	42	40	3
		9%	5%	26%	9%	8%	11%	3%		9%	11%	9%	14%	10%	-	14%	9%	9%	9%	9%	10%	6%
Least trustworthy	(7)	89	-	1	61	17	7	2		81	6	-	1	3	1	1	68	32	37	21	20	1
		4%	-	4%	6%	3%	3%	3%		4%	4%	-	1%	7%	16%	13%	4%	4%	5%	5%	5%	1%
NET: Top 2 trustworthy		632	5	5	303	216	73	24		577	47	9	20	14	3	1	481	259	222	151	131	20
		31%	41%	24%	29%	33%	34%	33%		31%	29%	25%	29%	35%	37%	9%	30%	32%	29%	34%	33%	42%
NET: Top 3 trustworthy		1018	7	9	494	343	113	43		928	80	21	32	18	6	3	788	415	374	230	203	27
		50%	57%	47%	47%	53%	52%	60%		50%	49%	59%	46%	46%	77%	28%	50%	51%	49%	51%	51%	56%
Mean		3.53	3.29	3.72	3.65	3.39	3.46	3.14		3.52	3.63	3.42	3.66	3.63	3.42	4.48	3.54	3.48	3.59	3.51	3.56	3.14
Standard deviation		1.65	1.64	1.89	1.68	1.59	1.66	1.50		1.65	1.64	1.42	1.65	1.74	1.88	1.76	1.64	1.65	1.63	1.69	1.70	1.56
Standard error		0.04	0.47	0.47	0.05	0.06	0.11	0.18		0.04	0.13	0.25	0.20	0.30	0.66	0.59	0.04	0.06	0.06	0.08	0.09	0.21

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Absolutes/col percents

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Base: All respondents

Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most trustworthy	(1)	250	6	29	34	33	33	33	17	18	19
		12%	6%	10%	12%	13%	14%	16%	13%	15%	11%
2nd most trustworthy	(2)	382	14	58	57	38	42	40	28	19	33
		19%	14%	21%	21%	15%	18%	20%	21%	15%	19%
3rd most trustworthy	(3)	386	15	57	55	49	44	35	23	21	39
		19%	15%	21%	20%	19%	19%	17%	17%	17%	22%
4th most trustworthy	(4)	443	20	51	50	55	63	48	35	31	32
		22%	19%	18%	18%	22%	27%	24%	26%	25%	18%
5th most trustworthy	(5)	306	29	40	38	39	28	27	17	16	34
		15%	28%	14%	14%	15%	12%	13%	12%	13%	19%
6th most trustworthy	(6)	184	12	29	22	29	15	14	12	7	15
		9%	12%	10%	8%	11%	7%	7%	9%	6%	8%
Least trustworthy	(7)	89	6	15	18	13	5	4	3	9	6
		4%	5%	5%	7%	5%	2%	2%	2%	8%	3%
NET: Top 2 trustworthy		632	21	86	91	71	75	73	45	36	51
		31%	20%	31%	33%	28%	32%	37%	34%	30%	29%
NET: Top 3 trustworthy		1018	36	144	145	120	119	108	68	57	90
		50%	35%	51%	53%	47%	52%	54%	51%	47%	51%
Mean		3.53	4.07	3.59	3.51	3.65	3.34	3.26	3.39	3.56	3.55
Standard deviation		1.65	1.59	1.68	1.72	1.70	1.54	1.59	1.56	1.74	1.59
Standard error		0.04	0.16	0.10	0.10	0.10	0.10	0.11	0.14	0.17	0.13

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Absolutes/col percents

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Base: All respondents

The pharmaceutical industry

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most trustworthy	(1)	67	22	44	9	13	12	10	11	11	13	12	24	18	4	31
		3%	2%	4%	4%	4%	4%	3%	4%	2%	2%	2%	5%	4%	1%	4%
2nd most trustworthy	(2)	233	115	117	30	49	38	41	29	45	43	52	65	73	22	120
		11%	12%	11%	13%	14%	11%	11%	10%	10%	8%	9%	15%	15%	8%	14%
3rd most trustworthy	(3)	234	112	122	28	43	45	36	31	51	58	60	52	63	29	104
		11%	11%	12%	12%	12%	13%	10%	10%	11%	11%	11%	12%	13%	11%	12%
4th most trustworthy	(4)	249	127	122	36	52	41	40	29	51	66	71	60	52	33	115
		12%	13%	12%	15%	15%	12%	11%	10%	11%	12%	13%	14%	10%	12%	13%
5th most trustworthy	(5)	481	247	234	60	64	64	89	85	118	142	151	88	99	83	196
		24%	25%	22%	25%	18%	19%	25%	29%	26%	26%	28%	20%	20%	31%	22%
6th most trustworthy	(6)	337	149	188	35	60	54	50	51	87	94	97	59	87	39	133
		16%	15%	18%	15%	17%	16%	14%	17%	19%	17%	18%	13%	17%	15%	15%
Least trustworthy	(7)	441	223	218	37	73	82	97	58	95	132	107	96	106	59	188
		22%	22%	21%	16%	21%	24%	27%	20%	21%	24%	19%	22%	21%	22%	21%
NET: Top 2 trustworthy		299	137	162	40	62	50	51	41	56	56	63	89	91	25	152
		15%	14%	15%	17%	18%	15%	14%	14%	12%	10%	12%	20%	18%	9%	17%
NET: Top 3 trustworthy		533	250	284	68	105	95	88	71	107	114	123	141	154	54	256
		26%	25%	27%	29%	30%	28%	24%	24%	23%	21%	22%	32%	31%	20%	29%
Mean		4.77	4.81	4.74	4.53	4.63	4.78	4.91	4.80	4.88	4.99	4.85	4.54	4.66	4.95	4.66
Standard deviation		1.76	1.73	1.79	1.73	1.82	1.83	1.78	1.72	1.69	1.66	1.64	1.89	1.85	1.59	1.81
Standard error		0.04	0.05	0.06	0.12	0.10	0.10	0.09	0.10	0.08	0.07	0.07	0.10	0.08	0.10	0.06

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Base: All respondents

The pharmaceutical industry

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most trustworthy	(1)	67	58	7	2	12	2	5	4	2	6	7	12	9	35	27	8	32	2	4	3	8	15
		3%	3%	4%	2%	5%	1%	3%	3%	2%	3%	3%	4%	5%	3%	3%	3%	4%	2%	2%	3%	2%	9%
2nd most trustworthy	(2)	233	203	16	11	27	19	31	14	14	21	36	28	17	142	106	36	91	12	20	10	31	17
		11%	12%	9%	12%	12%	11%	17%	9%	13%	11%	13%	10%	9%	12%	12%	15%	10%	12%	13%	9%	9%	11%
3rd most trustworthy	(3)	234	196	17	10	26	23	12	19	22	21	32	41	12	133	103	29	102	11	16	15	35	23
		11%	11%	9%	12%	11%	13%	6%	12%	21%	11%	12%	14%	7%	11%	11%	12%	11%	11%	10%	14%	10%	15%
4th most trustworthy	(4)	249	209	21	9	26	22	17	23	19	26	26	38	23	148	125	23	101	8	21	15	35	23
		12%	12%	12%	10%	11%	13%	9%	15%	18%	13%	10%	13%	13%	13%	14%	10%	11%	8%	13%	14%	10%	14%
5th most trustworthy	(5)	481	422	36	21	56	44	48	35	23	45	60	68	45	279	219	61	202	19	37	17	105	24
		24%	24%	21%	25%	24%	25%	26%	23%	22%	23%	22%	24%	25%	24%	24%	25%	23%	19%	24%	16%	29%	15%
6th most trustworthy	(6)	337	299	31	20	39	22	31	26	7	41	43	43	33	172	134	38	165	20	26	20	76	23
		16%	17%	17%	24%	16%	13%	17%	17%	6%	21%	16%	15%	18%	15%	15%	16%	19%	21%	16%	18%	21%	15%
Least trustworthy	(7)	441	373	50	13	49	42	41	30	19	38	65	56	40	247	201	46	194	26	34	28	73	33
		22%	21%	28%	15%	21%	24%	22%	20%	18%	19%	24%	19%	22%	21%	22%	19%	22%	26%	22%	26%	20%	21%
NET: Top 2 trustworthy		299	261	22	13	39	21	36	18	16	27	43	40	26	177	133	44	122	14	24	13	39	32
		15%	15%	13%	15%	17%	12%	20%	12%	15%	13%	16%	14%	14%	15%	15%	18%	14%	14%	15%	12%	11%	20%
NET: Top 3 trustworthy		533	457	39	23	65	44	48	37	37	48	74	81	38	309	236	73	224	25	40	29	75	55
		26%	26%	22%	27%	28%	25%	26%	24%	36%	24%	28%	28%	21%	27%	26%	30%	25%	26%	25%	26%	21%	35%
Mean		4.77	4.77	5.01	4.73	4.70	4.85	4.77	4.79	4.36	4.81	4.81	4.66	4.89	4.73	4.76	4.62	4.83	4.98	4.78	4.89	4.97	4.42
Standard deviation		1.76	1.76	1.79	1.69	1.83	1.70	1.83	1.68	1.70	1.71	1.81	1.75	1.77	1.76	1.75	1.80	1.76	1.80	1.75	1.80	1.62	1.97
Standard error		0.04	0.04	0.13	0.19	0.12	0.12	0.14	0.14	0.17	0.12	0.11	0.11	0.13	0.05	0.06	0.10	0.06	0.19	0.14	0.17	0.08	0.16

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Base: All respondents

The pharmaceutical industry

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most trustworthy	(1)	67	1	-	37	19	6	2	58	7	2	1	5	-	-	51	22	29	16	15	1
		3%	6%	-	4%	3%	3%	3%	3%	4%	5%	1%	12%	-	-	3%	3%	4%	3%	4%	2%
2nd most trustworthy	(2)	233	-	4	138	57	23	9	211	18	2	13	2	-	1	187	93	94	46	42	4
		11%	-	23%	13%	9%	10%	12%	11%	11%	6%	18%	5%	-	9%	12%	11%	12%	10%	10%	8%
3rd most trustworthy	(3)	234	1	1	140	60	20	6	204	28	6	15	8	-	-	188	95	93	46	45	1
		11%	5%	5%	13%	9%	9%	8%	11%	17%	15%	21%	20%	-	-	12%	12%	12%	10%	11%	3%
4th most trustworthy	(4)	249	1	4	138	72	20	11	223	23	6	13	4	1	-	186	90	96	63	57	6
		12%	11%	22%	13%	11%	9%	15%	12%	14%	15%	18%	11%	7%	-	12%	11%	12%	14%	14%	13%
5th most trustworthy	(5)	481	4	5	210	181	61	18	448	30	7	8	10	3	2	364	188	176	117	102	16
		24%	32%	25%	20%	28%	28%	25%	24%	18%	19%	11%	26%	34%	18%	23%	23%	23%	26%	25%	32%
6th most trustworthy	(6)	337	4	4	173	110	32	7	307	24	6	9	4	4	1	261	135	127	75	62	13
		16%	34%	20%	17%	17%	15%	10%	17%	15%	18%	13%	10%	45%	13%	16%	16%	16%	17%	16%	26%
Least trustworthy	(7)	441	1	1	206	154	56	19	401	34	8	13	6	1	6	354	200	154	87	79	8
		22%	11%	5%	20%	24%	26%	26%	22%	21%	21%	18%	17%	14%	60%	22%	24%	20%	19%	20%	17%
NET: Top 2 trustworthy		299	1	4	175	76	28	11	269	25	4	13	7	-	1	238	114	124	61	57	5
		15%	6%	23%	17%	12%	13%	16%	15%	15%	11%	19%	17%	-	9%	15%	14%	16%	14%	14%	10%
NET: Top 3 trustworthy		533	1	5	315	136	48	17	473	53	10	28	15	-	1	426	209	217	108	102	6
		26%	12%	28%	30%	21%	22%	23%	26%	32%	26%	39%	37%	-	9%	27%	25%	28%	24%	25%	12%
Mean		4.77	5.10	4.29	4.62	4.97	4.97	4.81	4.79	4.59	4.76	4.33	4.29	5.66	6.08	4.78	4.87	4.68	4.76	4.72	5.11
Standard deviation		1.76	1.52	1.58	1.80	1.69	1.73	1.81	1.75	1.82	1.79	1.79	1.91	0.86	1.54	1.78	1.77	1.79	1.71	1.73	1.48
Standard error		0.04	0.44	0.40	0.06	0.07	0.11	0.22	0.04	0.15	0.32	0.21	0.33	0.30	0.51	0.04	0.06	0.06	0.08	0.09	0.20

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Absolutes/col percents

Table 20

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

The pharmaceutical industry

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most trustworthy	(1)	67	8	9	12	9	13	-	5	-	6
		3%	7%	3%	4%	4%	6%	-	4%	-	3%
2nd most trustworthy	(2)	233	18	41	39	28	16	25	7	24	13
		11%	17%	15%	14%	11%	7%	13%	5%	20%	8%
3rd most trustworthy	(3)	234	10	32	35	28	24	25	13	15	23
		11%	10%	11%	13%	11%	10%	12%	10%	13%	13%
4th most trustworthy	(4)	249	7	33	29	42	26	18	19	8	25
		12%	7%	12%	11%	17%	11%	9%	14%	6%	14%
5th most trustworthy	(5)	481	21	50	62	55	56	54	39	21	47
		24%	21%	18%	23%	22%	24%	27%	29%	18%	27%
6th most trustworthy	(6)	337	21	45	50	30	43	37	24	25	24
		16%	20%	16%	18%	12%	19%	18%	18%	21%	13%
Least trustworthy	(7)	441	19	68	47	63	53	42	26	27	39
		22%	18%	25%	17%	24%	23%	21%	20%	23%	22%
NET: Top 2 trustworthy		299	25	50	51	37	29	25	12	24	19
		15%	24%	18%	19%	15%	13%	13%	9%	20%	11%
NET: Top 3 trustworthy		533	35	82	86	66	53	50	25	39	42
		26%	34%	30%	31%	26%	23%	25%	19%	32%	24%
Mean		4.77	4.49	4.73	4.56	4.75	4.88	4.89	4.93	4.75	4.81
Standard deviation		1.76	1.97	1.87	1.81	1.79	1.78	1.65	1.60	1.85	1.69
Standard error		0.04	0.20	0.11	0.11	0.11	0.12	0.12	0.14	0.18	0.13

Medical Information Survey
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Absolutes/col percents

Table 21

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Medical charities and patient organisations, including those that fund research

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most trustworthy	(1)	187	83	103	23	22	36	37	25	44	52	60	32	42	32	75
		9%	8%	10%	10%	6%	11%	10%	8%	10%	10%	11%	7%	9%	12%	8%
2nd most trustworthy	(2)	376	187	189	36	61	75	74	53	77	97	92	85	102	54	164
		18%	19%	18%	15%	17%	22%	20%	18%	17%	18%	17%	19%	20%	20%	19%
3rd most trustworthy	(3)	472	238	233	62	84	71	83	76	96	136	133	91	111	59	223
		23%	24%	22%	26%	24%	21%	23%	26%	21%	25%	24%	20%	22%	22%	25%
4th most trustworthy	(4)	452	230	222	60	73	49	69	78	124	127	135	99	92	49	191
		22%	23%	21%	25%	21%	15%	19%	26%	27%	23%	25%	22%	18%	18%	21%
5th most trustworthy	(5)	334	155	179	35	61	70	56	35	78	83	95	73	83	47	124
		16%	16%	17%	15%	17%	21%	15%	12%	17%	15%	17%	16%	17%	18%	14%
6th most trustworthy	(6)	160	77	83	17	35	23	34	24	26	39	28	48	44	21	83
		8%	8%	8%	7%	10%	7%	9%	8%	6%	7%	5%	11%	9%	8%	9%
Least trustworthy	(7)	61	24	37	5	18	11	10	4	12	14	6	17	24	7	27
		3%	2%	4%	2%	5%	3%	3%	1%	3%	3%	1%	4%	5%	3%	3%
NET: Top 2 trustworthy		562	270	292	59	83	111	111	78	121	149	152	118	144	86	239
		28%	27%	28%	25%	23%	33%	30%	26%	26%	27%	28%	26%	29%	32%	27%
NET: Top 3 trustworthy		1034	508	526	121	166	182	194	154	217	285	285	209	255	144	462
		51%	51%	50%	51%	47%	54%	53%	52%	48%	52%	52%	47%	51%	54%	52%
Mean		3.54	3.52	3.55	3.49	3.76	3.47	3.49	3.45	3.52	3.49	3.41	3.69	3.60	3.44	3.54
Standard deviation		1.52	1.48	1.56	1.45	1.57	1.61	1.58	1.42	1.47	1.49	1.42	1.57	1.61	1.59	1.53
Standard error		0.03	0.05	0.05	0.10	0.09	0.09	0.08	0.08	0.07	0.06	0.06	0.08	0.07	0.10	0.05

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Absolutes/col percents

Table 21

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Medical charities and patient organisations, including those that fund research

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most trustworthy	(1)	187	160	14	7	25	16	19	16	13	15	25	23	14	107	84	22	80	7	15	16	27	15
		9%	9%	8%	9%	11%	9%	11%	10%	12%	8%	9%	8%	8%	9%	9%	9%	9%	7%	10%	15%	7%	9%
2nd most trustworthy	(2)	376	322	28	25	45	28	27	32	25	36	50	53	26	218	174	44	158	19	34	25	54	26
		18%	18%	16%	29%	19%	16%	15%	21%	24%	18%	19%	19%	15%	19%	19%	18%	18%	19%	21%	23%	15%	17%
3rd most trustworthy	(3)	472	419	41	21	52	43	48	38	12	52	43	64	58	281	226	56	190	20	35	14	93	28
		23%	24%	23%	24%	22%	25%	26%	25%	11%	27%	16%	22%	32%	24%	25%	23%	21%	21%	22%	13%	26%	18%
4th most trustworthy	(4)	452	392	37	16	54	34	42	31	23	44	63	65	44	239	172	67	213	27	31	22	107	26
		22%	22%	21%	19%	23%	19%	23%	21%	22%	22%	23%	23%	24%	21%	19%	28%	24%	27%	20%	21%	29%	17%
5th most trustworthy	(5)	334	275	39	9	40	27	33	23	20	36	39	45	22	171	138	34	163	19	31	21	54	38
		16%	16%	22%	11%	17%	16%	18%	16%	20%	18%	15%	16%	12%	15%	15%	14%	18%	19%	19%	20%	15%	24%
6th most trustworthy	(6)	160	138	14	6	10	22	9	5	8	13	37	23	12	104	91	13	55	4	7	5	22	17
		8%	8%	8%	7%	4%	13%	5%	3%	7%	7%	14%	8%	7%	9%	10%	5%	6%	4%	5%	5%	6%	11%
Least trustworthy	(7)	61	53	4	1	9	4	5	5	4	1	12	13	3	35	30	5	27	4	4	5	6	7
		3%	3%	2%	1%	4%	3%	3%	3%	3%	*	5%	5%	2%	3%	3%	2%	3%	4%	3%	4%	2%	5%
NET: Top 2 trustworthy		562	482	42	32	69	43	47	48	38	52	76	76	40	325	258	66	238	26	49	41	81	41
		28%	27%	24%	38%	30%	25%	25%	32%	37%	26%	28%	27%	22%	28%	28%	28%	27%	26%	31%	38%	22%	26%
NET: Top 3 trustworthy		1034	901	83	53	121	86	95	86	50	104	118	139	98	606	484	122	428	46	84	55	173	69
		51%	51%	47%	62%	52%	50%	52%	57%	48%	53%	44%	49%	54%	52%	53%	51%	48%	47%	54%	51%	48%	44%
Mean		3.54	3.53	3.66	3.20	3.46	3.65	3.48	3.33	3.47	3.46	3.74	3.62	3.47	3.52	3.54	3.43	3.56	3.58	3.42	3.39	3.55	3.80
Standard deviation		1.52	1.52	1.49	1.44	1.53	1.58	1.47	1.49	1.66	1.37	1.67	1.56	1.38	1.54	1.57	1.42	1.50	1.47	1.50	1.68	1.37	1.66
Standard error		0.03	0.04	0.11	0.16	0.10	0.11	0.11	0.12	0.16	0.09	0.11	0.10	0.10	0.05	0.06	0.08	0.05	0.15	0.12	0.16	0.07	0.13

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Absolutes/col percents

Table 21

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Medical charities and patient organisations, including those that fund research

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most trustworthy	(1)	187	4	3	88	60	25	4	168	15	4	5	6	-	-	150	65	85	37	30	7
		9%	36%	14%	8%	9%	11%	6%	9%	9%	11%	7%	15%	-	-	9%	8%	11%	8%	8%	14%
2nd most trustworthy	(2)	376	1	4	198	118	41	10	341	31	6	13	7	3	2	303	153	151	72	67	6
		18%	8%	22%	19%	18%	19%	14%	18%	19%	17%	19%	18%	39%	20%	19%	19%	20%	16%	17%	11%
3rd most trustworthy	(3)	472	3	5	244	154	45	17	441	27	8	10	5	-	4	364	187	177	108	93	15
		23%	22%	27%	23%	24%	21%	23%	24%	17%	22%	15%	12%	-	44%	23%	23%	23%	24%	23%	30%
4th most trustworthy	(4)	452	1	1	207	163	57	17	415	30	8	8	7	4	3	336	188	148	116	104	12
		22%	9%	8%	20%	25%	26%	24%	22%	19%	22%	12%	18%	54%	28%	21%	23%	19%	26%	26%	24%
5th most trustworthy	(5)	334	1	5	177	99	29	17	301	31	4	16	10	1	-	253	126	127	81	73	8
		16%	6%	27%	17%	15%	14%	24%	16%	19%	12%	23%	25%	7%	-	16%	15%	17%	18%	18%	16%
6th most trustworthy	(6)	160	-	-	95	46	13	5	136	21	6	10	5	-	1	131	71	60	29	27	2
		8%	-	-	9%	7%	6%	7%	7%	13%	15%	14%	12%	-	9%	8%	9%	8%	6%	7%	5%
Least trustworthy	(7)	61	2	1	32	15	7	1	52	8	-	8	-	-	-	54	31	22	7	7	-
		3%	18%	3%	3%	2%	3%	2%	3%	5%	-	11%	-	-	-	3%	4%	3%	2%	2%	-
NET: Top 2 trustworthy		562	5	7	286	177	65	15	508	46	10	18	13	3	2	453	218	235	109	97	12
		28%	44%	35%	27%	27%	30%	21%	27%	28%	29%	25%	33%	39%	20%	28%	27%	31%	24%	24%	25%
NET: Top 3 trustworthy		1034	8	12	530	331	110	31	949	73	18	28	17	3	6	817	405	412	217	190	27
		51%	67%	62%	51%	51%	51%	44%	51%	45%	50%	40%	45%	39%	64%	51%	49%	54%	48%	47%	55%
Mean		3.54	3.15	3.25	3.58	3.49	3.43	3.72	3.52	3.77	3.52	4.13	3.58	3.30	3.34	3.53	3.60	3.46	3.55	3.58	3.31
Standard deviation		1.52	2.28	1.56	1.55	1.47	1.54	1.40	1.50	1.69	1.58	1.82	1.68	1.14	1.13	1.55	1.54	1.57	1.42	1.42	1.38
Standard error		0.03	0.66	0.39	0.05	0.06	0.10	0.17	0.03	0.14	0.28	0.22	0.29	0.40	0.38	0.04	0.05	0.06	0.07	0.07	0.19

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Absolutes/col percents

Table 21

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Medical charities and patient organisations, including those that fund research

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most trustworthy	(1)	187	6	32	24	24	21	15	5	18	14
		9%	6%	12%	9%	10%	9%	7%	4%	15%	8%
2nd most trustworthy	(2)	376	20	51	52	46	36	37	22	20	38
		18%	19%	18%	19%	18%	15%	18%	17%	16%	22%
3rd most trustworthy	(3)	472	21	56	64	61	61	45	39	25	29
		23%	20%	20%	23%	24%	26%	23%	29%	21%	17%
4th most trustworthy	(4)	452	30	49	69	53	40	50	37	25	48
		22%	29%	18%	25%	21%	17%	25%	28%	21%	27%
5th most trustworthy	(5)	334	14	50	46	44	46	29	16	21	23
		16%	14%	18%	17%	17%	20%	15%	12%	17%	13%
6th most trustworthy	(6)	160	4	28	14	19	22	14	11	10	20
		8%	4%	10%	5%	7%	9%	7%	9%	8%	11%
Least trustworthy	(7)	61	8	13	5	9	6	10	4	2	3
		3%	7%	5%	2%	4%	2%	5%	3%	1%	2%
NET: Top 2 trustworthy		562	26	83	76	70	56	52	27	38	53
		28%	25%	30%	28%	28%	24%	26%	20%	31%	30%
NET: Top 3 trustworthy		1034	47	139	140	131	117	97	66	63	82
		51%	46%	50%	51%	51%	51%	49%	49%	52%	47%
Mean		3.54	3.67	3.61	3.45	3.54	3.62	3.61	3.64	3.39	3.55
Standard deviation		1.52	1.55	1.68	1.42	1.55	1.54	1.53	1.36	1.59	1.52
Standard error		0.03	0.16	0.10	0.08	0.09	0.10	0.11	0.12	0.16	0.12

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Absolutes/col percents

Table 22

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

Academics/ researchers working on clinical trials

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most trustworthy	(1)	390	182	208	56	76	66	62	53	77	129	109	70	81	55	181
		19%	18%	20%	24%	22%	20%	17%	18%	17%	23%	20%	16%	16%	20%	20%
2nd most trustworthy	(2)	424	218	205	55	64	70	78	56	101	124	130	90	80	55	186
		21%	22%	20%	23%	18%	21%	21%	19%	22%	23%	24%	20%	16%	20%	21%
3rd most trustworthy	(3)	459	245	214	50	66	73	79	66	125	123	104	109	123	52	183
		23%	25%	20%	21%	19%	22%	22%	23%	27%	22%	19%	25%	25%	19%	21%
4th most trustworthy	(4)	368	184	184	28	51	66	72	64	87	102	108	68	90	58	145
		18%	19%	18%	12%	14%	20%	20%	22%	19%	19%	20%	15%	18%	22%	16%
5th most trustworthy	(5)	212	93	118	35	54	24	29	34	36	38	51	62	60	23	105
		10%	9%	11%	15%	15%	7%	8%	11%	8%	7%	9%	14%	12%	8%	12%
6th most trustworthy	(6)	129	47	82	9	27	25	35	16	17	20	33	25	51	16	59
		6%	5%	8%	4%	8%	7%	10%	6%	4%	4%	6%	6%	10%	6%	7%
Least trustworthy	(7)	59	25	34	5	16	11	9	4	14	12	13	20	13	10	28
		3%	2%	3%	2%	4%	3%	2%	1%	3%	2%	2%	5%	3%	4%	3%
NET: Top 2 trustworthy		813	400	414	110	140	136	140	109	178	253	239	160	161	110	367
		40%	40%	40%	47%	40%	41%	38%	37%	39%	46%	44%	36%	32%	41%	41%
NET: Top 3 trustworthy		1273	645	628	160	206	209	219	176	303	376	344	269	284	162	550
		62%	65%	60%	68%	58%	62%	60%	60%	66%	68%	63%	61%	57%	60%	62%
Mean		3.10	3.03	3.18	2.91	3.25	3.09	3.19	3.12	3.02	2.83	3.03	3.27	3.35	3.10	3.11
Standard deviation		1.61	1.53	1.68	1.60	1.77	1.64	1.62	1.52	1.49	1.51	1.60	1.65	1.64	1.64	1.66
Standard error		0.04	0.05	0.05	0.12	0.10	0.09	0.08	0.09	0.07	0.06	0.07	0.09	0.07	0.10	0.06

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Absolutes/col percents

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Base: All respondents

Academics/ researchers working on clinical trials

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most trustworthy	(1)	390	343	31	18	42	42	34	27	16	42	53	50	35	236	190	46	154	27	36	15	57	19
		19%	19%	18%	21%	18%	24%	18%	18%	15%	21%	20%	18%	19%	20%	21%	19%	17%	27%	23%	14%	16%	12%
2nd most trustworthy	(2)	424	364	41	12	52	34	36	31	18	33	62	67	38	241	184	57	183	17	29	23	85	29
		21%	21%	23%	14%	22%	19%	20%	21%	18%	17%	23%	23%	21%	21%	20%	23%	21%	17%	18%	21%	23%	18%
3rd most trustworthy	(3)	459	391	39	23	48	38	40	33	29	47	64	59	39	235	184	52	224	14	35	30	97	48
		23%	22%	22%	27%	21%	22%	22%	22%	28%	24%	24%	21%	22%	20%	20%	21%	25%	14%	22%	28%	27%	31%
4th most trustworthy	(4)	368	316	28	13	40	28	40	30	24	37	30	60	38	203	167	36	165	19	28	16	79	23
		18%	18%	16%	16%	17%	16%	22%	20%	23%	19%	11%	21%	21%	18%	18%	15%	19%	19%	18%	15%	22%	14%
5th most trustworthy	(5)	212	183	18	12	22	18	19	20	10	25	26	28	13	128	102	26	84	12	18	13	23	17
		10%	10%	10%	14%	10%	10%	10%	13%	10%	13%	10%	10%	7%	11%	11%	11%	9%	13%	11%	12%	6%	11%
6th most trustworthy	(6)	129	113	12	7	24	7	9	7	4	7	25	15	13	75	57	18	54	7	10	6	12	19
		6%	6%	7%	8%	10%	4%	5%	4%	4%	4%	9%	5%	7%	6%	6%	7%	6%	7%	6%	6%	3%	12%
Least trustworthy	(7)	59	48	8	*	7	6	6	3	2	7	8	6	5	38	30	8	21	3	1	5	10	3
		3%	3%	5%	*	3%	3%	3%	2%	2%	4%	3%	2%	3%	3%	3%	3%	2%	3%	1%	4%	3%	2%
NET: Top 2 trustworthy		813	707	72	30	94	76	70	58	34	75	115	117	72	477	374	102	337	44	65	38	142	48
		40%	40%	41%	36%	40%	44%	38%	39%	33%	38%	43%	41%	40%	41%	41%	43%	38%	44%	41%	35%	39%	30%
NET: Top 3 trustworthy		1273	1098	111	54	142	114	110	91	64	122	179	176	111	712	558	154	561	58	100	68	239	96
		62%	62%	63%	63%	61%	66%	60%	60%	61%	62%	67%	62%	62%	62%	61%	64%	63%	58%	64%	63%	66%	61%
Mean		3.10	3.09	3.17	3.11	3.20	2.96	3.14	3.11	3.15	3.10	3.09	3.06	3.09	3.11	3.11	3.10	3.10	3.06	2.98	3.25	3.00	3.38
Standard deviation		1.61	1.61	1.68	1.58	1.68	1.64	1.59	1.54	1.45	1.61	1.69	1.53	1.61	1.65	1.65	1.66	1.55	1.75	1.56	1.61	1.44	1.58
Standard error		0.04	0.04	0.12	0.18	0.11	0.12	0.12	0.13	0.14	0.11	0.11	0.10	0.12	0.05	0.06	0.09	0.05	0.18	0.13	0.15	0.07	0.13

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Absolutes/col percents

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Base: All respondents

Academics/ researchers working on clinical trials

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most trustworthy	(1)	390	*	4	162	139	59	17	335	45	11	19	6	6	4	307	168	139	83	76	7
		19%	4%	19%	16%	21%	27%	24%	18%	28%	30%	27%	15%	73%	36%	19%	20%	18%	18%	19%	14%
2nd most trustworthy	(2)	424	2	2	210	142	44	20	388	32	8	11	11	-	2	321	177	144	103	87	16
		21%	17%	10%	20%	22%	20%	28%	21%	19%	22%	15%	28%	-	22%	20%	22%	19%	23%	22%	32%
3rd most trustworthy	(3)	459	1	4	237	157	42	16	433	25	2	11	8	-	3	343	176	167	116	102	14
		23%	8%	18%	23%	24%	19%	23%	23%	15%	7%	16%	22%	-	29%	22%	21%	22%	26%	25%	28%
4th most trustworthy	(4)	368	2	4	200	120	29	9	341	25	4	15	4	1	1	293	135	158	76	66	10
		18%	18%	21%	19%	18%	13%	13%	18%	16%	12%	22%	11%	11%	9%	18%	16%	20%	17%	16%	20%
5th most trustworthy	(5)	212	1	3	132	45	19	8	198	12	4	4	3	-	*	167	84	83	44	42	2
		10%	11%	18%	13%	7%	9%	11%	11%	7%	10%	6%	8%	-	5%	11%	10%	11%	10%	11%	5%
6th most trustworthy	(6)	129	3	3	72	35	14	1	107	19	6	5	7	1	-	113	59	54	16	16	-
		6%	25%	14%	7%	5%	6%	1%	6%	12%	16%	7%	17%	16%	-	7%	7%	7%	4%	4%	-
Least trustworthy	(7)	59	2	-	30	14	11	-	51	6	1	4	-	-	-	46	21	26	13	12	1
		3%	16%	-	3%	2%	5%	-	3%	4%	4%	6%	-	-	-	3%	3%	3%	3%	3%	2%
NET: Top 2 trustworthy		813	3	6	372	282	103	37	723	77	19	30	17	6	6	628	345	283	186	163	22
		40%	21%	29%	36%	43%	47%	52%	39%	47%	52%	42%	43%	73%	58%	39%	42%	37%	41%	41%	45%
NET: Top 3 trustworthy		1273	4	9	608	439	144	54	1156	102	21	41	25	6	8	971	521	450	302	266	36
		62%	29%	48%	58%	67%	67%	75%	62%	62%	58%	58%	65%	73%	87%	61%	64%	58%	67%	66%	74%
Mean		3.10	4.57	3.49	3.25	2.93	2.95	2.62	3.11	3.04	3.15	3.13	3.18	2.15	2.24	3.14	3.06	3.22	2.99	3.02	2.76
Standard deviation		1.61	1.90	1.71	1.59	1.54	1.78	1.33	1.58	1.84	2.02	1.85	1.69	2.07	1.23	1.63	1.63	1.63	1.52	1.55	1.21
Standard error		0.04	0.55	0.43	0.05	0.06	0.12	0.16	0.04	0.15	0.36	0.22	0.29	0.73	0.41	0.04	0.06	0.06	0.07	0.08	0.16

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Base: All respondents

Academics/ researchers working on clinical trials

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most trustworthy	(1)	390	17	45	43	47	38	43	32	21	44
		19%	17%	16%	16%	18%	17%	22%	24%	18%	25%
2nd most trustworthy	(2)	424	19	55	40	53	56	42	35	30	39
		21%	18%	20%	15%	21%	24%	21%	26%	25%	22%
3rd most trustworthy	(3)	459	25	62	68	60	45	45	29	27	41
		23%	24%	22%	25%	23%	20%	22%	22%	22%	23%
4th most trustworthy	(4)	368	16	57	59	50	42	39	17	17	22
		18%	16%	20%	22%	20%	18%	19%	13%	14%	13%
5th most trustworthy	(5)	212	11	29	36	24	19	19	17	16	18
		10%	11%	11%	13%	9%	8%	9%	13%	13%	10%
6th most trustworthy	(6)	129	12	25	19	16	17	9	1	7	7
		6%	12%	9%	7%	6%	7%	4%	1%	6%	4%
Least trustworthy	(7)	59	2	6	8	6	14	3	3	3	5
		3%	2%	2%	3%	2%	6%	2%	2%	2%	3%
NET: Top 2 trustworthy		813	36	100	83	100	94	86	67	51	83
		40%	35%	36%	30%	39%	41%	43%	50%	42%	47%
NET: Top 3 trustworthy		1273	61	162	151	160	139	131	96	78	124
		62%	59%	58%	55%	62%	60%	65%	72%	64%	70%
Mean		3.10	3.30	3.25	3.34	3.09	3.23	2.93	2.76	3.08	2.85
Standard deviation		1.61	1.68	1.60	1.57	1.57	1.73	1.52	1.49	1.59	1.61
Standard error		0.04	0.17	0.09	0.09	0.10	0.11	0.11	0.13	0.16	0.13

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Base: All respondents

People sharing personal experiences on social media

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most trustworthy	(1)	142	48	94	20	39	28	21	18	15	35	26	40	41	23	62
		7%	5%	9%	9%	11%	8%	6%	6%	3%	6%	5%	9%	8%	9%	7%
2nd most trustworthy	(2)	134	54	80	11	35	29	16	15	28	29	32	28	44	10	61
		7%	5%	8%	5%	10%	9%	4%	5%	6%	5%	6%	6%	9%	4%	7%
3rd most trustworthy	(3)	146	68	78	9	21	39	32	23	21	36	29	38	42	18	72
		7%	7%	7%	4%	6%	12%	9%	8%	5%	7%	5%	9%	8%	7%	8%
4th most trustworthy	(4)	199	93	106	14	41	43	46	22	33	43	51	35	70	28	96
		10%	9%	10%	6%	12%	13%	13%	8%	7%	8%	9%	8%	14%	11%	11%
5th most trustworthy	(5)	314	145	169	31	49	54	71	42	68	88	89	63	75	41	133
		15%	15%	16%	13%	14%	16%	19%	14%	15%	16%	16%	14%	15%	15%	15%
6th most trustworthy	(6)	530	281	249	74	97	68	86	81	124	140	139	133	118	72	226
		26%	28%	24%	31%	27%	20%	24%	27%	27%	26%	25%	30%	24%	27%	25%
Least trustworthy	(7)	577	305	272	77	72	73	92	94	169	177	183	108	109	77	237
		28%	31%	26%	33%	20%	22%	25%	32%	37%	32%	33%	24%	22%	28%	27%
NET: Top 2 trustworthy		275	102	173	32	74	58	37	33	43	64	58	68	85	32	122
		13%	10%	17%	13%	21%	17%	10%	11%	9%	12%	11%	15%	17%	12%	14%
NET: Top 3 trustworthy		421	170	251	41	95	97	69	56	64	100	88	106	127	50	195
		21%	17%	24%	17%	27%	29%	19%	19%	14%	18%	16%	24%	26%	19%	22%
Mean		5.11	5.31	4.92	5.34	4.71	4.68	5.08	5.28	5.53	5.28	5.35	4.98	4.77	5.15	5.03
Standard deviation		1.86	1.75	1.95	1.88	2.00	1.93	1.74	1.82	1.67	1.82	1.75	1.93	1.91	1.86	1.87
Standard error		0.04	0.06	0.06	0.14	0.11	0.10	0.09	0.10	0.08	0.07	0.07	0.10	0.09	0.11	0.06

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Base: All respondents

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			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most trustworthy	(1)	142	127	11	8	15	16	15	9	4	14	28	19	4	85	67	18	57	7	12	7	11	19
		7%	7%	6%	9%	6%	9%	8%	6%	3%	7%	11%	7%	2%	7%	7%	7%	6%	8%	8%	6%	3%	12%
2nd most trustworthy	(2)	134	111	15	3	17	11	7	9	8	16	18	16	14	70	57	13	64	12	10	11	15	15
		7%	6%	8%	4%	7%	6%	4%	6%	8%	8%	7%	6%	8%	6%	6%	6%	7%	12%	7%	10%	4%	10%
3rd most trustworthy	(3)	146	122	16	7	18	12	13	8	8	10	26	16	12	90	74	16	56	11	8	9	16	12
		7%	7%	9%	8%	8%	7%	7%	5%	7%	5%	10%	6%	7%	8%	8%	7%	6%	11%	5%	8%	4%	7%
4th most trustworthy	(4)	199	159	29	12	26	18	19	8	10	18	24	24	11	124	90	34	74	8	12	14	20	20
		10%	9%	16%	14%	11%	10%	11%	5%	10%	9%	9%	9%	6%	11%	10%	14%	8%	8%	7%	13%	5%	13%
5th most trustworthy	(5)	314	283	21	15	38	30	24	17	11	28	48	54	30	174	144	31	140	15	31	17	57	20
		15%	16%	12%	17%	16%	17%	13%	11%	10%	14%	18%	19%	17%	15%	16%	13%	16%	15%	20%	15%	16%	13%
6th most trustworthy	(6)	530	455	39	15	64	50	46	51	36	55	59	77	37	298	240	58	232	28	39	30	100	36
		26%	26%	22%	18%	27%	29%	25%	34%	35%	28%	22%	27%	20%	26%	26%	24%	26%	28%	25%	28%	28%	23%
Least trustworthy	(7)	577	502	47	25	57	37	59	50	28	57	65	79	73	314	243	71	263	18	45	20	144	36
		28%	29%	27%	30%	24%	21%	32%	33%	26%	29%	24%	28%	41%	27%	27%	30%	30%	19%	29%	19%	40%	22%
NET: Top 2 trustworthy		275	238	26	11	32	26	22	17	12	30	47	35	17	155	124	31	121	19	22	18	26	35
		13%	14%	14%	13%	14%	15%	12%	11%	11%	15%	17%	12%	10%	13%	14%	13%	14%	19%	14%	17%	7%	22%
NET: Top 3 trustworthy		421	360	41	18	50	38	35	25	19	40	73	51	30	245	198	47	176	30	30	27	43	46
		21%	20%	23%	21%	21%	22%	19%	17%	19%	20%	27%	18%	17%	21%	22%	19%	20%	30%	19%	25%	12%	29%
Mean		5.11	5.12	4.92	4.99	5.02	4.93	5.20	5.45	5.26	5.14	4.79	5.19	5.51	5.06	5.05	5.10	5.17	4.69	5.15	4.79	5.67	4.62
Standard deviation		1.86	1.87	1.88	1.93	1.83	1.88	1.88	1.78	1.73	1.89	1.98	1.80	1.72	1.87	1.87	1.87	1.85	1.94	1.87	1.85	1.59	2.06
Standard error		0.04	0.04	0.14	0.21	0.12	0.13	0.14	0.15	0.17	0.13	0.13	0.11	0.13	0.06	0.07	0.10	0.06	0.20	0.15	0.18	0.08	0.16

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Base: All respondents

People sharing personal experiences on social media

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most trustworthy	(1)	142	1	1	82	34	20	2	118	24	7	6	7	1	3	123	68	55	18	16	2
		7%	5%	6%	8%	5%	9%	3%	6%	14%	19%	9%	17%	16%	26%	8%	8%	7%	4%	4%	4%
2nd most trustworthy	(2)	134	3	5	68	44	8	4	122	11	4	4	2	-	-	109	54	55	24	24	-
		7%	24%	28%	7%	7%	4%	5%	7%	7%	12%	6%	5%	-	-	7%	7%	7%	5%	6%	-
3rd most trustworthy	(3)	146	1	*	84	42	12	2	126	16	3	9	4	-	-	105	59	46	41	37	3
		7%	6%	2%	8%	6%	6%	3%	7%	10%	8%	13%	10%	-	-	7%	7%	6%	9%	9%	7%
4th most trustworthy	(4)	199	4	4	99	52	31	6	176	16	1	10	1	1	3	160	75	86	38	35	4
		10%	29%	21%	9%	8%	14%	9%	10%	10%	4%	14%	3%	7%	27%	10%	9%	11%	9%	9%	8%
5th most trustworthy	(5)	314	*	2	167	101	30	8	283	30	5	13	7	2	3	255	134	121	59	50	9
		15%	4%	13%	16%	15%	14%	11%	15%	18%	14%	18%	18%	21%	29%	16%	16%	16%	13%	13%	18%
6th most trustworthy	(6)	530	2	2	282	170	46	21	490	38	6	18	9	3	2	406	217	189	124	110	14
		26%	18%	10%	27%	26%	21%	29%	26%	23%	17%	25%	24%	32%	18%	26%	26%	25%	28%	27%	28%
Least trustworthy	(7)	577	2	4	259	211	70	28	539	30	9	10	9	2	-	432	214	217	145	128	17
		28%	14%	20%	25%	32%	32%	39%	29%	19%	26%	14%	24%	24%	-	27%	26%	28%	32%	32%	35%
NET: Top 2 trustworthy		275	4	6	151	78	28	6	239	34	11	10	9	1	3	233	122	110	43	41	2
		13%	29%	33%	14%	12%	13%	9%	13%	21%	31%	15%	22%	16%	26%	15%	15%	14%	9%	10%	4%
NET: Top 3 trustworthy		421	4	7	235	120	40	8	365	50	14	20	12	1	3	338	181	157	84	78	5
		21%	35%	36%	23%	18%	19%	12%	20%	31%	39%	28%	32%	16%	26%	21%	22%	20%	19%	19%	11%
Mean		5.11	4.13	4.19	5.00	5.29	5.13	5.64	5.16	4.54	4.37	4.59	4.65	5.07	3.85	5.05	5.02	5.08	5.33	5.29	5.60
Standard deviation		1.86	1.94	2.04	1.88	1.80	1.92	1.65	1.84	2.04	2.33	1.82	2.19	2.13	1.93	1.89	1.90	1.88	1.75	1.77	1.54
Standard error		0.04	0.56	0.51	0.06	0.07	0.13	0.20	0.04	0.17	0.41	0.22	0.38	0.75	0.64	0.05	0.07	0.07	0.08	0.09	0.21

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Table 23

Q3. There are a number of different people and organisations who might be involved in speaking about the reliability of medical evidence. Please rank each of the following from 1 to 7 in order of how much you would trust their assessment of medical evidence, where 1 means the most trustworthy, 2 means the second most trustworthy, through to 7 which means the least trustworthy

Base: All respondents

People sharing personal experiences on social media

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most trustworthy	(1)	142	12	15	15	19	21	17	4	7	15
		7%	12%	5%	5%	7%	9%	9%	3%	5%	9%
2nd most trustworthy	(2)	134	9	21	18	12	20	11	3	8	6
		7%	9%	8%	7%	5%	9%	6%	2%	7%	3%
3rd most trustworthy	(3)	146	10	26	15	20	13	14	13	7	16
		7%	10%	9%	5%	8%	6%	7%	10%	6%	9%
4th most trustworthy	(4)	199	11	42	25	23	24	14	8	17	11
		10%	11%	15%	9%	9%	10%	7%	6%	14%	6%
5th most trustworthy	(5)	314	21	45	41	38	30	38	19	18	29
		15%	20%	16%	15%	15%	13%	19%	14%	15%	16%
6th most trustworthy	(6)	530	21	62	82	80	61	42	39	34	36
		26%	20%	22%	30%	31%	27%	21%	29%	28%	21%
Least trustworthy	(7)	577	20	67	78	64	62	65	47	30	63
		28%	19%	24%	29%	25%	27%	32%	35%	25%	36%
NET: Top 2 trustworthy		275	21	36	33	31	41	28	7	15	21
		13%	20%	13%	12%	12%	18%	14%	5%	12%	12%
NET: Top 3 trustworthy		421	31	62	47	51	54	42	20	22	37
		21%	30%	22%	17%	20%	23%	21%	15%	18%	21%
Mean		5.11	4.56	4.93	5.26	5.14	4.97	5.13	5.55	5.10	5.23
Standard deviation		1.86	1.98	1.80	1.77	1.82	1.98	1.93	1.60	1.78	1.93
Standard error		0.04	0.20	0.11	0.11	0.11	0.13	0.14	0.14	0.17	0.15

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Absolutes/col percents

Table 24

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Summary table

		Healthcare professionals (e.g. GPs, hospital doctors)	National newspapers, television or radio	Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))	The pharmaceutical industry	Medical charities and patient organisations, including those that fund research	Academics / researchers working on clinical trials	People sharing personal experiences on social media
Unweighted base		2041	2041	2041	2041	2041	2041	2041
Weighted base		2041	2041	2041	2041	2041	2041	2041
Would trust it to a great extent	(5)	586 29%	21 1%	205 10%	71 3%	204 10%	250 12%	75 4%
4	(4)	917 45%	112 5%	660 32%	358 18%	741 36%	838 41%	278 14%
3	(3)	351 17%	430 21%	684 33%	550 27%	687 34%	624 31%	492 24%
2	(2)	108 5%	616 30%	284 14%	468 23%	261 13%	213 10%	516 25%
1	(1)	36 2%	517 25%	107 5%	332 16%	92 5%	57 3%	378 19%
Would not trust it at all	(0)	9 *	305 15%	56 3%	217 11%	20 1%	17 1%	262 13%
NET: Top 2 box trust		1503 74%	133 6%	865 42%	429 21%	945 46%	1088 53%	354 17%
NET: Bottom 2 box not trust		46 2%	821 40%	162 8%	549 27%	112 5%	74 4%	640 31%
Don't know		32 2%	40 2%	46 2%	45 2%	36 2%	42 2%	38 2%
Mean		3.94	1.79	3.20	2.36	3.32	3.48	2.19
Standard deviation		0.96	1.17	1.14	1.34	1.04	0.99	1.35
Standard error		0.02	0.03	0.03	0.03	0.02	0.02	0.03

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Absolutes/col percents

Table 25

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Healthcare professionals (e.g. GPs, hospital doctors)

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	586	311	275	66	83	80	103	100	155	133	154	138	161	67	242
		29%	31%	26%	28%	23%	24%	28%	34%	34%	24%	28%	31%	32%	25%	27%
4	(4)	917	458	459	93	146	161	172	132	214	282	259	186	190	138	383
		45%	46%	44%	39%	41%	48%	47%	45%	47%	51%	47%	42%	38%	51%	43%
3	(3)	351	151	200	47	72	58	63	46	66	90	97	78	86	48	170
		17%	15%	19%	20%	20%	17%	17%	16%	14%	16%	18%	17%	17%	18%	19%
2	(2)	108	38	70	19	25	26	14	13	11	28	27	17	37	13	52
		5%	4%	7%	8%	7%	8%	4%	4%	2%	5%	5%	4%	7%	5%	6%
1	(1)	36	21	15	3	11	5	5	3	9	8	4	13	11	1	14
		2%	2%	1%	1%	3%	2%	1%	1%	2%	1%	1%	3%	2%	*	2%
Would not trust it at all	(0)	9	8	2	1	-	2	4	*	2	2	2	5	1	-	6
		*	1%	*	1%	-	1%	1%	*	*	*	*	1%	*	-	1%
NET: Top 2 box trust		1503	769	735	159	229	241	274	232	369	416	413	324	350	205	625
		74%	77%	70%	67%	65%	72%	75%	79%	81%	76%	75%	73%	70%	76%	70%
NET: Bottom 2 box not trust		46	28	17	4	11	7	8	3	11	10	6	18	12	1	20
		2%	3%	2%	2%	3%	2%	2%	1%	2%	2%	1%	4%	2%	*	2%
Don't know		32	8	25	7	16	3	5	-	1	5	5	9	13	1	19
		2%	1%	2%	3%	5%	1%	1%	-	*	1%	1%	2%	3%	1%	2%
Mean		3.94	3.99	3.88	3.85	3.79	3.84	3.95	4.06	4.07	3.92	3.97	3.93	3.92	3.96	3.89
Standard deviation		0.96	0.97	0.94	1.01	1.00	0.97	0.94	0.89	0.91	0.89	0.89	1.04	1.03	0.82	0.98
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.05	0.03

Medical Information Survey
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Absolutes/col percents

Table 25

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Healthcare professionals (e.g. GPs, hospital doctors)

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	586 29%	504 29%	50 28%	29 34%	65 28%	52 30%	52 29%	59 39%	32 31%	54 27%	61 23%	85 30%	45 25%	309 27%	246 27%	63 26%	277 31%	23 23%	50 32%	37 34%	124 34%	43 27%
4	(4)	917 45%	786 45%	87 49%	34 40%	123 53%	74 43%	88 48%	50 33%	43 42%	84 42%	114 42%	127 44%	92 52%	521 45%	412 45%	109 45%	396 45%	37 38%	72 46%	47 44%	178 49%	62 39%
3	(3)	351 17%	309 18%	25 14%	18 21%	22 9%	31 18%	26 14%	26 17%	16 16%	44 22%	61 23%	47 17%	34 19%	218 19%	173 19%	45 19%	133 15%	23 23%	17 11%	16 15%	45 12%	33 21%
2	(2)	108 5%	95 5%	6 3%	3 4%	13 6%	9 5%	10 6%	7 4%	8 8%	8 4%	24 9%	15 5%	5 3%	65 6%	50 5%	15 6%	43 5%	12 12%	8 5%	2 2%	9 3%	11 7%
1	(1)	36 2%	31 2%	3 2%	- -	5 2%	5 3%	1 *	6 4%	2 2%	5 2%	2 1%	7 2%	1 *	15 1%	14 1%	2 1%	21 2%	4 4%	2 2%	5 5%	4 1%	6 4%
Would not trust it at all	(0)	9 *	8 *	- -	- -	- -	1 *	2 1%	4 2%	1 1%	* *	1 1%	- -	- -	6 1%	4 *	1 1%	4 *	- -	1 1%	- -	2 1%	- -
NET: Top 2 box trust		1503 74%	1290 73%	138 78%	63 74%	189 80%	125 72%	141 77%	109 72%	75 72%	138 70%	175 65%	212 74%	138 77%	830 72%	658 72%	172 71%	673 76%	61 61%	121 77%	85 78%	302 83%	105 66%
NET: Bottom 2 box not trust		46 2%	39 2%	3 2%	- -	5 2%	6 3%	3 2%	9 6%	4 3%	5 3%	4 1%	7 2%	1 *	21 2%	18 2%	3 1%	24 3%	4 4%	4 2%	5 5%	6 2%	6 4%
Don't know		32 2%	26 1%	6 3%	1 1%	6 3%	3 2%	3 2%	- -	1 1%	2 1%	5 2%	4 1%	2 1%	21 2%	15 2%	6 2%	12 1%	- -	7 4%	- -	1 *	4 2%
Mean		3.94	3.93	4.03	4.06	4.01	3.91	3.97	3.92	3.88	3.88	3.77	3.96	4.00	3.90	3.90	3.90	3.98	3.65	4.02	4.01	4.11	3.81
Standard deviation		0.96	0.96	0.86	0.85	0.90	1.00	0.95	1.21	1.08	0.96	0.97	0.95	0.77	0.94	0.95	0.94	0.97	1.08	0.98	1.02	0.87	1.04
Standard error		0.02	0.02	0.06	0.09	0.06	0.07	0.07	0.10	0.11	0.06	0.06	0.06	0.06	0.03	0.03	0.05	0.03	0.11	0.08	0.10	0.04	0.08

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Absolutes/col percents

Table 25

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Healthcare professionals (e.g. GPs, hospital doctors)

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	586	3	9	358	142	46	22	545	37	5	15	15	2	-	455	228	226	131	115	17
		29%	28%	46%	34%	22%	21%	31%	29%	23%	14%	21%	38%	27%	-	29%	28%	29%	29%	29%	34%
4	(4)	917	7	3	419	347	101	32	846	66	12	36	10	2	5	714	361	353	204	183	20
		45%	54%	18%	40%	53%	46%	44%	46%	40%	32%	51%	26%	28%	56%	45%	44%	46%	45%	46%	41%
3	(3)	351	2	1	168	118	48	11	315	31	8	11	6	4	3	269	150	120	82	75	7
		17%	18%	6%	16%	18%	22%	16%	17%	19%	21%	15%	15%	45%	26%	17%	18%	16%	18%	19%	14%
2	(2)	108	-	1	53	31	16	3	82	23	7	7	7	-	2	89	50	38	20	17	3
		5%	-	5%	5%	5%	7%	4%	4%	14%	18%	10%	19%	-	18%	6%	6%	5%	4%	4%	6%
1	(1)	36	-	1	25	7	3	2	33	2	*	1	*	-	-	30	16	14	6	4	2
		2%	-	3%	2%	1%	1%	2%	2%	1%	1%	1%	1%	-	-	2%	2%	2%	1%	1%	4%
Would not trust it at all	(0)	9	-	-	5	2	-	1	8	-	-	-	-	-	-	7	3	4	3	3	-
		*	-	-	1%	*	-	2%	*	-	-	-	-	-	-	*	*	1%	1%	1%	-
NET: Top 2 box trust		1503	10	12	778	489	147	54	1391	103	17	51	25	4	5	1168	589	579	335	298	37
		74%	82%	63%	75%	75%	68%	75%	75%	63%	46%	73%	65%	55%	56%	73%	72%	75%	74%	74%	75%
NET: Bottom 2 box not trust		46	-	1	30	8	3	3	41	2	*	1	*	-	-	37	19	18	9	7	2
		2%	-	3%	3%	1%	1%	4%	2%	1%	1%	1%	1%	-	-	2%	2%	2%	2%	2%	4%
Don't know		32	-	4	14	8	3	1	25	5	5	-	-	-	-	27	13	14	5	5	-
		2%	-	22%	1%	1%	1%	1%	1%	3%	14%	-	-	-	-	2%	2%	2%	1%	1%	-
Mean		3.94	4.11	4.25	3.99	3.90	3.80	3.93	3.96	3.72	3.46	3.81	3.83	3.82	3.38	3.93	3.90	3.96	3.96	3.96	3.94
Standard deviation		0.96	0.70	1.15	1.01	0.85	0.90	1.08	0.94	1.02	1.05	0.94	1.17	0.89	0.81	0.96	0.97	0.96	0.94	0.92	1.06
Standard error		0.02	0.20	0.31	0.03	0.03	0.06	0.13	0.02	0.08	0.20	0.11	0.20	0.31	0.27	0.02	0.03	0.04	0.04	0.05	0.14

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Table 25

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Healthcare professionals (e.g. GPs, hospital doctors)

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	586	29	89	96	70	71	60	32	36	40
		29%	28%	32%	35%	27%	31%	30%	24%	30%	23%
4	(4)	917	49	113	109	124	97	90	74	46	96
		45%	47%	41%	40%	48%	42%	45%	55%	38%	54%
3	(3)	351	14	40	49	45	43	34	20	31	23
		17%	14%	14%	18%	18%	18%	17%	15%	26%	13%
2	(2)	108	5	23	12	10	13	9	8	8	10
		5%	5%	8%	4%	4%	6%	5%	6%	6%	6%
1	(1)	36	3	6	4	5	5	4	1	-	2
		2%	3%	2%	1%	2%	2%	2%	1%	-	1%
Would not trust it at all	(0)	9	-	2	-	*	1	1	-	-	2
		*	-	1%	-	*	*	*	-	-	1%
NET: Top 2 box trust		1503	78	202	205	194	168	150	105	82	135
		74%	76%	72%	75%	76%	73%	75%	79%	68%	77%
NET: Bottom 2 box not trust		46	3	8	4	6	6	5	1	-	4
		2%	3%	3%	1%	2%	2%	2%	1%	-	2%
Don't know		32	3	6	4	1	1	2	-	-	4
		2%	3%	2%	2%	*	*	1%	-	-	2%
Mean		3.94	3.96	3.92	4.05	3.95	3.93	3.96	3.95	3.91	3.90
Standard deviation		0.96	0.95	1.06	0.91	0.91	0.98	0.96	0.83	0.90	0.95
Standard error		0.02	0.10	0.06	0.05	0.06	0.06	0.07	0.07	0.09	0.08

Medical Information Survey
ONLINE Fieldwork: 18th-20th March 2016

Absolutes/col percents

Table 26

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
National newspapers, television or radio

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	21 1%	12 1%	8 1%	2 1%	11 3%	1 *	3 1%	1 *	2 *	7 1%	5 1%	7 2%	2 *	3 1%	16 2%
4	(4)	112 5%	47 5%	65 6%	11 5%	30 9%	14 4%	17 5%	12 4%	28 6%	26 5%	33 6%	27 6%	26 5%	14 5%	47 5%
3	(3)	430 21%	210 21%	220 21%	35 15%	71 20%	76 23%	76 21%	63 21%	110 24%	129 23%	108 20%	93 21%	100 20%	57 21%	205 23%
2	(2)	616 30%	285 29%	331 32%	68 29%	114 32%	119 35%	110 30%	83 28%	123 27%	176 32%	160 29%	127 28%	154 31%	91 34%	273 31%
1	(1)	517 25%	272 27%	244 23%	75 32%	67 19%	69 21%	92 25%	90 30%	123 27%	134 24%	158 29%	117 26%	108 22%	53 20%	211 24%
Would not trust it at all	(0)	305 15%	157 16%	148 14%	38 16%	42 12%	51 15%	58 16%	46 16%	68 15%	72 13%	79 14%	65 15%	89 18%	46 17%	113 13%
NET: Top 2 box trust		133 6%	60 6%	73 7%	13 5%	41 12%	16 5%	20 6%	13 4%	30 7%	33 6%	37 7%	34 8%	28 6%	17 6%	63 7%
NET: Bottom 2 box not trust		821 40%	429 43%	393 38%	114 48%	110 31%	120 36%	151 41%	136 46%	191 42%	206 37%	237 43%	181 41%	197 40%	99 37%	325 37%
Don't know		40 2%	10 1%	30 3%	7 3%	17 5%	5 1%	8 2%	- -	3 1%	5 1%	7 1%	10 2%	19 4%	5 2%	20 2%
Mean		1.79	1.75	1.84	1.61	2.04	1.81	1.75	1.69	1.81	1.86	1.76	1.82	1.73	1.81	1.90
Standard deviation		1.17	1.17	1.16	1.12	1.26	1.11	1.16	1.12	1.17	1.14	1.16	1.20	1.17	1.19	1.18
Standard error		0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.07	0.04

Medical Information Survey
ONLINE Fieldwork: 18th-20th March 2016

Absolutes/col percents

Table 26

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
National newspapers, television or radio

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	21 1%	19 1%	1 *	- -	1 *	1 1%	3 1%	- -	1 1%	- -	7 3%	6 2%	2 1%	20 2%	14 2%	5 2%	1 *	- -	- -	1 1%	- -	- -
4	(4)	112 5%	95 5%	7 4%	5 5%	12 5%	7 4%	9 5%	8 5%	9 9%	13 7%	18 7%	19 7%	6 3%	61 5%	52 6%	10 4%	51 6%	4 4%	7 5%	8 7%	16 5%	16 10%
3	(3)	430 21%	370 21%	41 23%	18 21%	51 22%	38 22%	45 24%	37 24%	19 19%	43 22%	60 22%	51 18%	27 15%	262 23%	216 24%	46 19%	168 19%	16 17%	11 7%	29 27%	77 21%	35 22%
2	(2)	616 30%	542 31%	46 26%	25 29%	69 29%	56 32%	53 29%	46 31%	28 27%	54 27%	83 31%	87 30%	70 39%	363 31%	280 31%	83 35%	253 29%	31 31%	53 33%	24 22%	102 28%	44 28%
1	(1)	517 25%	439 25%	50 28%	27 31%	63 27%	39 23%	44 24%	34 23%	27 26%	56 28%	55 21%	71 25%	50 28%	264 23%	206 23%	58 24%	252 28%	28 28%	46 29%	28 26%	112 31%	38 24%
Would not trust it at all	(0)	305 15%	262 15%	25 14%	11 12%	30 13%	28 16%	26 14%	24 16%	18 18%	30 15%	40 15%	50 18%	23 13%	159 14%	126 14%	33 14%	145 16%	20 20%	34 22%	16 15%	54 15%	22 14%
NET: Top 2 box trust		133 6%	114 6%	8 4%	5 5%	12 5%	8 5%	12 6%	8 5%	10 10%	13 7%	25 9%	24 8%	7 4%	81 7%	66 7%	15 6%	52 6%	4 4%	7 5%	9 8%	16 5%	16 10%
NET: Bottom 2 box not trust		821 40%	701 40%	75 42%	38 44%	93 40%	67 39%	70 38%	58 38%	46 44%	86 43%	95 35%	121 42%	73 41%	424 37%	333 36%	91 38%	398 45%	47 48%	80 51%	44 41%	167 46%	59 38%
Don't know		40 2%	33 2%	7 4%	1 1%	9 4%	3 2%	4 2%	2 2%	1 1%	2 1%	6 2%	3 1%	2 1%	25 2%	19 2%	6 2%	15 2%	1 1%	7 4%	2 2%	1 *	4 3%
Mean		1.79	1.80	1.75	1.75	1.79	1.77	1.86	1.81	1.78	1.76	1.93	1.76	1.70	1.88	1.89	1.82	1.69	1.57	1.41	1.87	1.69	1.90
Standard deviation		1.17	1.16	1.13	1.10	1.11	1.14	1.18	1.14	1.26	1.15	1.24	1.24	1.05	1.18	1.18	1.16	1.14	1.11	1.06	1.23	1.10	1.20
Standard error		0.03	0.03	0.08	0.12	0.07	0.08	0.09	0.10	0.13	0.08	0.08	0.08	0.08	0.04	0.04	0.06	0.04	0.12	0.09	0.12	0.06	0.10

Medical Information Survey
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Absolutes/col percents

Table 26

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
National newspapers, television or radio

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	21	2	-	6	4	7	1	14	5	2	3	-	1	-	20	13	7	1	1	-
		1%	13%	-	1%	1%	3%	1%	1%	3%	4%	4%	-	16%	-	1%	2%	1%	*	*	-
4	(4)	112	4	4	48	36	19	2	97	14	1	10	2	1	*	91	50	40	21	20	2
		5%	28%	18%	5%	5%	9%	3%	5%	9%	2%	14%	5%	13%	5%	6%	6%	5%	5%	5%	4%
3	(3)	430	2	1	221	143	51	7	383	41	5	17	18	1	-	336	177	159	95	87	8
		21%	14%	6%	21%	22%	24%	10%	21%	25%	13%	25%	45%	14%	-	21%	22%	21%	21%	22%	16%
2	(2)	616	*	2	340	186	63	22	576	31	12	11	5	3	1	493	248	244	124	108	16
		30%	4%	8%	33%	28%	29%	30%	31%	19%	33%	15%	12%	38%	9%	31%	30%	32%	27%	27%	32%
1	(1)	517	3	4	254	182	40	28	477	38	10	14	9	1	5	386	206	180	131	114	17
		25%	23%	22%	24%	28%	18%	39%	26%	23%	28%	20%	22%	7%	49%	24%	25%	23%	29%	28%	34%
Would not trust it at all	(0)	305	2	5	151	94	33	12	275	26	2	15	5	1	4	232	110	122	73	66	7
		15%	17%	24%	15%	14%	15%	16%	15%	16%	6%	21%	12%	11%	37%	15%	13%	16%	16%	16%	14%
NET: Top 2 box trust		133	5	4	54	40	26	3	111	20	2	12	2	2	*	111	63	47	22	20	2
		6%	42%	18%	5%	6%	12%	4%	6%	12%	7%	18%	5%	29%	5%	7%	8%	6%	5%	5%	4%
NET: Bottom 2 box not trust		821	5	9	405	277	73	39	751	64	12	29	13	1	8	618	316	302	203	180	24
		40%	41%	45%	39%	42%	34%	55%	41%	39%	34%	41%	34%	18%	86%	39%	39%	39%	45%	45%	48%
Don't know		40	-	4	22	8	4	1	32	7	5	1	1	-	-	34	16	17	7	7	-
		2%	-	22%	2%	1%	2%	1%	2%	4%	14%	1%	4%	-	-	2%	2%	2%	2%	2%	-
Mean		1.79	2.53	1.66	1.78	1.78	2.01	1.47	1.78	1.97	1.89	2.02	2.11	2.61	0.86	1.82	1.86	1.78	1.69	1.70	1.61
Standard deviation		1.17	1.85	1.60	1.12	1.15	1.31	1.05	1.14	1.37	1.16	1.50	1.20	1.61	0.98	1.17	1.18	1.16	1.13	1.14	1.04
Standard error		0.03	0.53	0.43	0.04	0.04	0.09	0.13	0.03	0.11	0.22	0.18	0.21	0.57	0.33	0.03	0.04	0.04	0.05	0.06	0.14

Medical Information Survey
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Absolutes/col percents

Table 26

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Base: All respondents
National newspapers, television or radio

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	21	-	3	3	2	3	3	1	1	5
		1%	-	1%	1%	1%	1%	2%	1%	1%	3%
4	(4)	112	8	9	22	21	15	12	4	1	13
		5%	7%	3%	8%	8%	7%	6%	3%	1%	7%
3	(3)	430	12	63	50	58	62	40	40	30	32
		21%	12%	23%	18%	23%	27%	20%	30%	24%	18%
2	(2)	616	25	84	80	71	66	65	44	47	54
		30%	24%	30%	29%	28%	29%	32%	33%	39%	31%
1	(1)	517	34	72	66	64	57	51	24	24	46
		25%	33%	26%	24%	25%	25%	25%	18%	20%	26%
Would not trust it at all	(0)	305	21	37	47	39	27	28	20	18	23
		15%	21%	13%	17%	15%	12%	14%	15%	15%	13%
NET: Top 2 box trust		133	8	12	25	23	18	15	6	2	17
		6%	7%	4%	9%	9%	8%	7%	4%	2%	10%
NET: Bottom 2 box not trust		821	55	110	113	103	83	79	44	42	68
		40%	54%	39%	41%	40%	36%	40%	33%	35%	39%
Don't know		40	3	11	5	1	1	2	-	-	5
		2%	3%	4%	2%	*	*	1%	-	-	3%
Mean		1.79	1.51	1.79	1.79	1.86	1.96	1.82	1.92	1.79	1.88
Standard deviation		1.17	1.18	1.12	1.23	1.21	1.16	1.17	1.14	1.05	1.23
Standard error		0.03	0.12	0.07	0.07	0.07	0.08	0.08	0.10	0.10	0.10

Medical Information Survey
ONLINE Fieldwork: 18th-20th March 2016

Absolutes/col percents

Table 27

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Base: All respondents
Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	205	110	95	26	29	34	34	32	51	47	58	47	52	24	87
		10%	11%	9%	11%	8%	10%	9%	11%	11%	9%	11%	11%	10%	9%	10%
4	(4)	660	341	318	73	117	81	101	103	185	201	188	135	136	93	265
		32%	34%	30%	31%	33%	24%	28%	35%	40%	37%	34%	30%	27%	34%	30%
3	(3)	684	297	387	75	115	123	129	96	146	197	188	134	164	93	305
		33%	30%	37%	32%	32%	37%	35%	33%	32%	36%	34%	30%	33%	35%	34%
2	(2)	284	145	139	39	43	55	63	37	47	70	70	68	76	41	135
		14%	15%	13%	17%	12%	16%	17%	13%	10%	13%	13%	15%	15%	15%	15%
1	(1)	107	54	52	12	22	23	18	14	18	20	25	30	31	6	48
		5%	5%	5%	5%	6%	7%	5%	5%	4%	4%	5%	7%	6%	2%	5%
Would not trust it at all	(0)	56	33	23	2	9	13	12	11	7	2	13	17	24	7	22
		3%	3%	2%	1%	3%	4%	3%	4%	2%	*	2%	4%	5%	3%	3%
NET: Top 2 box trust		865	451	414	98	146	115	135	135	236	248	247	183	188	117	352
		42%	45%	40%	41%	41%	34%	37%	46%	52%	45%	45%	41%	38%	44%	40%
NET: Bottom 2 box not trust		162	87	75	14	31	36	31	25	25	22	38	47	55	13	71
		8%	9%	7%	6%	9%	11%	8%	9%	6%	4%	7%	11%	11%	5%	8%
Don't know		46	14	32	10	19	7	6	1	3	11	7	13	15	5	24
		2%	1%	3%	4%	5%	2%	2%	*	1%	2%	1%	3%	3%	2%	3%
Mean		3.20	3.21	3.19	3.24	3.18	3.02	3.09	3.23	3.40	3.33	3.27	3.12	3.06	3.26	3.16
Standard deviation		1.14	1.19	1.09	1.09	1.14	1.21	1.16	1.18	1.05	0.97	1.11	1.24	1.25	1.07	1.14
Standard error		0.03	0.04	0.03	0.08	0.07	0.07	0.06	0.07	0.05	0.04	0.05	0.07	0.06	0.07	0.04

Medical Information Survey
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Absolutes/col percents

Table 27

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Base: All respondents
Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	205	175	19	6	19	16	14	24	12	11	24	40	20	111	89	22	94	9	19	12	41	14
		10%	10%	10%	7%	8%	9%	8%	16%	11%	6%	9%	14%	11%	10%	10%	9%	11%	9%	12%	11%	11%	9%
4	(4)	660	568	47	27	73	64	56	43	45	85	77	85	59	357	285	72	303	23	41	45	154	40
		32%	32%	26%	31%	31%	37%	31%	28%	43%	43%	28%	30%	33%	31%	31%	30%	34%	23%	26%	42%	42%	25%
3	(3)	684	604	59	26	85	55	67	48	21	51	104	107	60	398	310	88	286	29	53	33	110	61
		33%	34%	33%	31%	36%	32%	37%	32%	20%	26%	39%	37%	33%	34%	34%	37%	32%	30%	34%	30%	30%	39%
2	(2)	284	238	34	15	27	21	31	24	12	32	30	28	30	176	138	38	108	15	23	14	37	19
		14%	14%	19%	17%	12%	12%	17%	16%	12%	16%	11%	10%	17%	15%	15%	16%	12%	15%	14%	13%	10%	12%
1	(1)	107	92	10	4	17	11	5	4	5	10	17	16	8	54	43	11	52	11	11	2	12	16
		5%	5%	6%	4%	7%	6%	3%	3%	5%	5%	6%	5%	5%	5%	5%	5%	6%	11%	7%	2%	3%	10%
Would not trust it at all	(0)	56	44	3	7	6	3	7	4	8	4	8	5	-	29	25	4	27	12	2	3	7	3
		3%	3%	2%	8%	3%	2%	4%	2%	8%	2%	3%	2%	-	3%	3%	2%	3%	12%	1%	3%	2%	2%
NET: Top 2 box trust		865	743	65	33	92	80	71	67	57	96	100	124	79	469	374	94	396	32	59	56	195	54
		42%	42%	37%	39%	39%	46%	39%	44%	55%	49%	37%	44%	44%	41%	41%	39%	45%	32%	38%	52%	54%	34%
NET: Bottom 2 box not trust		162	136	13	10	23	14	11	8	13	15	25	21	8	83	68	15	79	23	13	5	19	19
		8%	8%	8%	12%	10%	8%	6%	5%	13%	7%	9%	7%	5%	7%	7%	6%	9%	23%	9%	4%	5%	12%
Don't know		46	39	6	1	7	4	3	4	1	4	9	5	2	29	24	6	16	-	9	-	3	4
		2%	2%	4%	1%	3%	2%	2%	3%	1%	2%	3%	2%	1%	3%	3%	2%	2%	-	6%	-	1%	3%
Mean		3.20	3.21	3.12	2.96	3.14	3.26	3.14	3.33	3.22	3.21	3.13	3.32	3.30	3.18	3.18	3.19	3.23	2.68	3.18	3.38	3.43	3.04
Standard deviation		1.14	1.13	1.14	1.31	1.15	1.11	1.11	1.16	1.37	1.10	1.14	1.13	1.03	1.12	1.14	1.07	1.17	1.47	1.16	1.08	1.05	1.16
Standard error		0.03	0.03	0.08	0.15	0.08	0.08	0.08	0.10	0.14	0.08	0.07	0.07	0.08	0.03	0.04	0.06	0.04	0.15	0.10	0.10	0.05	0.09

Medical Information Survey
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Absolutes/col percents

Table 27

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal educ-ation	Pri-mary	Secon-dary	Univ-ersity degree	Higher univ-ersity degree	Still in full time educ-ation	White	NET: Non-white	Mixed	Asian	Black	Chin-ese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Vil-lage	Hamlet & Iso-lated Dwel-ling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	205	4	2	110	60	20	5	185	18	3	8	5	1	-	163	82	81	42	39	3
		10%	30%	8%	11%	9%	9%	7%	10%	11%	9%	12%	12%	16%	-	10%	10%	11%	9%	10%	6%
4	(4)	660	6	7	320	228	73	22	603	52	10	27	12	2	1	505	271	234	155	134	21
		32%	46%	34%	31%	35%	34%	31%	33%	32%	28%	39%	30%	31%	9%	32%	33%	30%	34%	33%	43%
3	(3)	684	3	1	355	217	73	29	631	42	7	17	13	4	3	547	289	258	137	124	13
		33%	24%	4%	34%	33%	34%	40%	34%	26%	18%	24%	33%	46%	27%	34%	35%	33%	30%	31%	26%
2	(2)	284	-	2	149	93	30	10	255	27	8	10	7	1	2	215	99	115	69	61	8
		14%	-	8%	14%	14%	14%	15%	14%	17%	22%	14%	19%	7%	19%	14%	12%	15%	15%	15%	17%
1	(1)	107	-	2	52	32	12	3	95	9	2	2	1	-	4	80	43	38	26	23	4
		5%	-	8%	5%	5%	6%	4%	5%	5%	5%	2%	3%	-	45%	5%	5%	5%	6%	6%	8%
Would not trust it at all	(0)	56	-	2	34	17	2	*	50	5	*	5	-	-	-	42	14	28	14	14	-
		3%	-	10%	3%	3%	1%	1%	3%	3%	1%	7%	-	-	-	3%	2%	4%	3%	3%	-
NET: Top 2 box trust		865	9	8	430	288	93	28	788	70	14	36	16	4	1	668	353	315	197	173	24
		42%	76%	43%	41%	44%	43%	38%	43%	43%	38%	51%	42%	48%	9%	42%	43%	41%	44%	43%	49%
NET: Bottom 2 box not trust		162	-	3	86	48	14	4	146	14	2	6	1	-	4	122	57	66	40	36	4
		8%	-	18%	8%	7%	7%	5%	8%	9%	6%	9%	3%	-	45%	8%	7%	9%	9%	9%	8%
Don't know		46	-	5	22	8	6	1	34	9	6	2	1	-	-	39	23	15	7	7	-
		2%	-	28%	2%	1%	3%	2%	2%	6%	16%	3%	3%	-	-	2%	3%	2%	2%	2%	-
Mean		3.20	4.06	2.95	3.18	3.22	3.25	3.21	3.21	3.17	3.14	3.24	3.30	3.57	2.01	3.21	3.26	3.16	3.17	3.17	3.21
Standard deviation		1.14	0.76	1.71	1.17	1.12	1.07	0.99	1.14	1.23	1.20	1.32	1.03	0.90	1.10	1.14	1.09	1.18	1.17	1.19	1.06
Standard error		0.03	0.22	0.48	0.04	0.04	0.07	0.12	0.03	0.10	0.23	0.16	0.18	0.32	0.37	0.03	0.04	0.04	0.06	0.06	0.14

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Absolutes/col percents

Table 27

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Government agencies (e.g. National Institute for health and Care Excellence (NICE), Medicines and Healthcare products Regulatory Agency (MHRA))

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	205	9	32	30	32	24	23	12	9	9
		10%	9%	11%	11%	13%	10%	12%	9%	8%	5%
4	(4)	660	27	60	101	84	71	75	46	45	68
		32%	26%	21%	37%	33%	31%	38%	35%	37%	39%
3	(3)	684	32	96	83	86	87	60	54	33	61
		33%	31%	34%	30%	34%	38%	30%	40%	27%	35%
2	(2)	284	14	49	35	36	29	26	14	28	20
		14%	14%	17%	13%	14%	12%	13%	10%	23%	11%
1	(1)	107	9	24	9	6	13	10	7	2	11
		5%	8%	9%	3%	2%	6%	5%	5%	2%	7%
Would not trust it at all	(0)	56	7	11	9	10	4	4	2	3	-
		3%	7%	4%	3%	4%	2%	2%	1%	3%	-
NET: Top 2 box trust		865	36	92	131	116	95	99	59	55	77
		42%	35%	33%	48%	45%	41%	49%	44%	45%	44%
NET: Bottom 2 box not trust		162	16	35	18	16	17	14	8	5	11
		8%	15%	13%	7%	6%	7%	7%	6%	5%	7%
Don't know		46	5	7	7	2	2	2	-	-	6
		2%	5%	3%	2%	1%	1%	1%	-	-	4%
Mean		3.20	2.92	2.97	3.30	3.28	3.23	3.32	3.29	3.18	3.26
Standard deviation		1.14	1.35	1.26	1.15	1.16	1.09	1.12	1.02	1.10	0.97
Standard error		0.03	0.14	0.08	0.07	0.07	0.07	0.08	0.09	0.11	0.08

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Absolutes/col percents

Table 28

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
The pharmaceutical industry

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	71	26	45	10	14	8	8	13	18	12	17	22	20	3	34
		3%	3%	4%	4%	4%	2%	2%	4%	4%	2%	3%	5%	4%	1%	4%
4	(4)	358	170	188	39	71	66	53	59	71	77	90	88	103	47	165
		18%	17%	18%	16%	20%	20%	15%	20%	15%	14%	16%	20%	21%	17%	19%
3	(3)	550	242	308	90	106	80	91	68	116	152	148	116	134	87	236
		27%	24%	29%	38%	30%	24%	25%	23%	25%	28%	27%	26%	27%	32%	27%
2	(2)	468	256	212	46	69	83	91	73	107	137	151	97	82	57	224
		23%	26%	20%	19%	19%	25%	25%	25%	23%	25%	28%	22%	16%	21%	25%
1	(1)	332	173	159	29	47	53	65	46	93	100	93	56	83	39	120
		16%	17%	15%	12%	13%	16%	18%	15%	20%	18%	17%	13%	17%	15%	14%
Would not trust it at all	(0)	217	114	103	16	29	40	50	35	47	59	43	57	59	31	85
		11%	11%	10%	7%	8%	12%	14%	12%	10%	11%	8%	13%	12%	11%	10%
NET: Top 2 box trust		429	195	233	49	85	74	61	71	88	89	107	109	123	50	199
		21%	20%	22%	21%	24%	22%	17%	24%	19%	16%	20%	25%	25%	19%	22%
NET: Bottom 2 box not trust		549	287	262	45	76	93	114	81	140	159	136	113	142	70	205
		27%	29%	25%	19%	22%	28%	31%	27%	31%	29%	25%	25%	28%	26%	23%
Don't know		45	14	32	8	18	6	6	1	5	11	7	10	18	4	22
		2%	1%	3%	3%	5%	2%	2%	*	1%	2%	1%	2%	4%	2%	2%
Mean		2.36	2.26	2.45	2.60	2.55	2.32	2.16	2.36	2.27	2.23	2.37	2.43	2.41	2.34	2.44
Standard deviation		1.34	1.32	1.34	1.23	1.31	1.35	1.33	1.39	1.34	1.28	1.25	1.41	1.41	1.29	1.32
Standard error		0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.08	0.06	0.05	0.05	0.08	0.07	0.08	0.05

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Absolutes/col percents

Table 28

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
The pharmaceutical industry

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	71 3%	64 4%	3 2%	2 2%	8 4%	7 4%	3 2%	11 8%	4 4%	3 1%	3 1%	13 4%	14 8%	38 3%	27 3%	11 5%	33 4%	3 3%	6 4%	7 6%	8 2%	9 6%
4	(4)	358 18%	300 17%	31 17%	20 23%	45 19%	33 19%	34 18%	20 13%	27 26%	41 21%	48 18%	41 14%	19 11%	212 18%	169 19%	43 18%	146 16%	15 15%	27 17%	19 18%	49 14%	35 22%
3	(3)	550 27%	485 28%	41 23%	23 26%	58 25%	52 30%	56 30%	36 24%	24 23%	64 32%	67 25%	86 30%	44 24%	322 28%	248 27%	75 31%	228 26%	22 22%	44 28%	24 22%	98 27%	39 25%
2	(2)	468 23%	407 23%	35 20%	16 18%	65 28%	32 19%	41 23%	40 27%	27 26%	40 20%	62 23%	67 24%	43 24%	282 24%	231 25%	50 21%	187 21%	22 22%	27 17%	17 16%	90 25%	32 20%
1	(1)	332 16%	281 16%	36 20%	17 19%	32 14%	28 16%	26 14%	29 19%	14 14%	23 12%	49 18%	43 15%	33 18%	160 14%	122 13%	38 16%	172 19%	20 20%	29 18%	22 21%	76 21%	25 16%
Would not trust it at all	(0)	217 11%	185 11%	25 14%	8 10%	19 8%	19 11%	21 11%	10 7%	7 7%	22 11%	32 12%	31 11%	23 13%	116 10%	97 11%	18 8%	102 11%	16 16%	17 11%	16 14%	40 11%	13 8%
NET: Top 2 box trust		429 21%	364 21%	34 19%	22 26%	53 23%	40 23%	37 20%	32 21%	31 30%	44 22%	51 19%	54 19%	33 18%	250 22%	196 21%	54 22%	179 20%	19 19%	33 21%	26 24%	58 16%	44 28%
NET: Bottom 2 box not trust		549 27%	466 26%	62 35%	25 29%	52 22%	47 27%	46 25%	40 26%	21 20%	45 23%	82 30%	74 26%	56 31%	275 24%	220 24%	56 23%	274 31%	36 36%	46 30%	38 35%	116 32%	38 24%
Don't know		45 2%	38 2%	7 4%	1 1%	8 3%	3 2%	3 2%	4 2%	1 1%	5 3%	8 3%	4 1%	3 2%	26 2%	20 2%	6 3%	19 2%	1 1%	7 5%	3 3%	2 1%	5 3%
Mean		2.36	2.36	2.14	2.42	2.44	2.42	2.36	2.41	2.60	2.46	2.22	2.36	2.25	2.41	2.39	2.51	2.28	2.12	2.34	2.28	2.18	2.56
Standard deviation		1.34	1.33	1.38	1.36	1.29	1.37	1.30	1.34	1.30	1.30	1.31	1.33	1.43	1.31	1.31	1.30	1.37	1.42	1.38	1.52	1.28	1.38
Standard error		0.03	0.03	0.10	0.15	0.08	0.10	0.10	0.11	0.13	0.09	0.08	0.08	0.11	0.04	0.05	0.07	0.05	0.15	0.12	0.15	0.06	0.11

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Table 28

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
The pharmaceutical industry

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	71	3	3	48	9	7	-	63	8	2	5	*	1	-	56	26	30	15	12	3
		3%	27%	14%	5%	1%	3%	-	3%	5%	4%	7%	1%	16%	-	4%	3%	4%	3%	3%	5%
4	(4)	358	-	1	194	113	29	17	319	38	7	17	14	1	-	276	138	138	82	77	5
		18%	-	7%	19%	17%	13%	24%	17%	23%	20%	24%	35%	7%	-	17%	17%	18%	18%	19%	10%
3	(3)	550	4	4	302	162	50	23	504	41	4	21	13	1	2	429	219	211	120	111	9
		27%	35%	18%	29%	25%	23%	32%	27%	25%	11%	31%	34%	13%	18%	27%	27%	27%	27%	28%	19%
2	(2)	468	1	3	241	154	55	11	433	27	9	13	3	1	1	361	182	179	107	95	12
		23%	10%	16%	23%	24%	25%	15%	23%	16%	24%	18%	8%	17%	13%	23%	22%	23%	24%	24%	24%
1	(1)	332	2	2	139	124	49	10	301	27	6	8	7	2	4	262	144	118	70	55	15
		16%	17%	8%	13%	19%	22%	14%	16%	17%	15%	12%	19%	28%	36%	16%	18%	15%	16%	14%	30%
Would not trust it at all	(0)	217	1	3	94	85	22	10	199	14	4	5	*	1	3	172	94	78	45	41	4
		11%	11%	15%	9%	13%	10%	15%	11%	9%	12%	7%	1%	18%	33%	11%	11%	10%	10%	10%	9%
NET: Top 2 box trust		429	3	4	241	121	36	17	382	46	9	21	14	2	-	332	164	168	97	89	7
		21%	27%	20%	23%	19%	17%	24%	21%	28%	25%	30%	36%	24%	-	21%	20%	22%	22%	22%	15%
NET: Bottom 2 box not trust		549	4	5	233	209	70	21	500	42	10	13	8	4	7	434	238	196	115	96	19
		27%	29%	23%	22%	32%	32%	29%	27%	25%	28%	19%	20%	46%	69%	27%	29%	25%	26%	24%	39%
Don't know		45	-	4	24	8	6	1	35	8	5	1	1	-	-	34	18	16	11	10	1
		2%	-	22%	2%	1%	3%	1%	2%	5%	14%	2%	3%	-	-	2%	2%	2%	2%	2%	2%
Mean		2.36	2.76	2.44	2.50	2.18	2.18	2.36	2.35	2.55	2.28	2.73	2.89	2.13	1.16	2.35	2.30	2.40	2.38	2.42	2.08
Standard deviation		1.34	1.76	1.75	1.32	1.32	1.30	1.38	1.33	1.40	1.50	1.34	1.17	1.81	1.13	1.34	1.35	1.34	1.32	1.32	1.33
Standard error		0.03	0.51	0.47	0.04	0.05	0.09	0.17	0.03	0.12	0.28	0.16	0.21	0.64	0.38	0.03	0.05	0.05	0.06	0.07	0.18

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Table 28

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
The pharmaceutical industry

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	71	8	12	8	11	11	5	4	1	3
		3%	8%	4%	3%	4%	5%	2%	3%	1%	1%
4	(4)	358	17	48	60	46	40	42	19	18	32
		18%	17%	17%	22%	18%	17%	21%	14%	15%	18%
3	(3)	550	22	67	73	73	65	51	43	31	47
		27%	22%	24%	27%	29%	28%	26%	32%	26%	26%
2	(2)	468	23	53	60	60	47	37	38	37	45
		23%	23%	19%	22%	23%	20%	19%	29%	31%	26%
1	(1)	332	18	51	47	37	37	39	19	25	23
		16%	17%	18%	17%	14%	16%	20%	14%	20%	13%
Would not trust it at all	(0)	217	11	37	20	28	29	21	10	8	20
		11%	11%	13%	7%	11%	13%	11%	8%	7%	12%
NET: Top 2 box trust		429	26	60	68	56	51	47	23	19	35
		21%	25%	22%	25%	22%	22%	23%	17%	16%	20%
NET: Bottom 2 box not trust		549	29	88	68	65	66	61	29	33	43
		27%	28%	32%	25%	26%	29%	30%	22%	27%	25%
Don't know		45	3	11	5	1	2	4	1	1	6
		2%	3%	4%	2%	*	1%	2%	*	1%	4%
Mean		2.36	2.41	2.28	2.48	2.40	2.36	2.35	2.40	2.24	2.33
Standard deviation		1.34	1.46	1.43	1.30	1.35	1.40	1.37	1.20	1.17	1.30
Standard error		0.03	0.15	0.09	0.08	0.08	0.09	0.10	0.11	0.11	0.10

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Absolutes/col percents

Table 29

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Medical charities and patient organisations, including those that fund research

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	204	96	108	16	25	34	47	33	48	50	74	39	40	32	79
		10%	10%	10%	7%	7%	10%	13%	11%	11%	9%	14%	9%	8%	12%	9%
4	(4)	741	376	365	68	128	116	136	114	180	209	191	170	171	100	309
		36%	38%	35%	29%	36%	35%	37%	39%	39%	38%	35%	38%	34%	37%	35%
3	(3)	687	333	355	95	110	124	108	106	144	191	193	124	179	100	303
		34%	33%	34%	40%	31%	37%	30%	36%	31%	35%	35%	28%	36%	37%	34%
2	(2)	261	119	142	43	45	34	50	28	62	61	61	73	65	26	120
		13%	12%	14%	18%	13%	10%	14%	9%	13%	11%	11%	16%	13%	10%	13%
1	(1)	92	48	44	5	29	14	14	10	18	26	16	27	23	6	48
		5%	5%	4%	2%	8%	4%	4%	4%	4%	5%	3%	6%	5%	2%	5%
Would not trust it at all	(0)	20	14	6	2	1	6	3	2	6	6	6	3	5	2	7
		1%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
NET: Top 2 box trust		945	472	473	84	154	150	183	147	228	259	265	209	211	132	388
		46%	47%	45%	35%	43%	45%	50%	50%	50%	47%	48%	47%	42%	49%	44%
NET: Bottom 2 box not trust		112	62	50	7	30	20	17	13	24	31	22	30	28	8	54
		5%	6%	5%	3%	8%	6%	5%	4%	5%	6%	4%	7%	6%	3%	6%
Don't know		36	9	27	7	15	6	6	1	-	6	8	8	15	3	21
		2%	1%	3%	3%	4%	2%	2%	*	-	1%	1%	2%	3%	1%	2%
Mean		3.32	3.32	3.33	3.17	3.22	3.32	3.40	3.42	3.35	3.33	3.42	3.26	3.26	3.45	3.27
Standard deviation		1.04	1.06	1.02	0.95	1.07	1.06	1.06	0.99	1.05	1.02	1.03	1.08	1.02	0.95	1.04
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.06	0.04

Medical Information Survey
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Absolutes/col percents

Table 29

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Medical charities and patient organisations, including those that fund research

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	204	178	10	15	29	17	15	20	16	17	22	24	18	111	89	22	92	6	18	13	38	18
		10%	10%	6%	18%	12%	10%	8%	13%	15%	9%	8%	8%	10%	10%	10%	9%	10%	6%	12%	12%	10%	11%
4	(4)	741	640	66	23	80	67	66	48	36	77	105	98	76	409	331	78	332	36	54	43	150	49
		36%	36%	37%	27%	34%	39%	36%	32%	34%	39%	39%	34%	42%	35%	36%	33%	38%	36%	34%	40%	41%	31%
3	(3)	687	594	62	26	74	62	58	50	31	65	93	105	61	403	310	93	284	34	53	34	110	53
		34%	34%	35%	31%	32%	36%	32%	33%	29%	33%	35%	37%	34%	35%	34%	39%	32%	34%	34%	32%	30%	33%
2	(2)	261	228	21	12	28	17	32	20	12	29	31	41	18	145	118	27	115	13	20	13	47	21
		13%	13%	12%	14%	12%	10%	17%	13%	12%	14%	11%	14%	10%	13%	13%	11%	13%	13%	13%	12%	13%	13%
1	(1)	92	76	8	6	15	6	8	9	8	6	9	13	3	54	40	14	38	8	4	5	12	10
		5%	4%	5%	7%	6%	4%	4%	6%	8%	3%	3%	5%	2%	5%	4%	6%	4%	8%	2%	4%	3%	6%
Would not trust it at all	(0)	20	15	4	2	2	1	2	4	1	1	1	1	1	8	7	2	12	3	1	-	5	3
		1%	1%	2%	3%	1%	*	1%	3%	1%	1%	*	*	*	1%	1%	1%	1%	3%	1%	-	1%	2%
NET: Top 2 box trust		945	818	76	38	109	84	81	68	51	94	128	123	94	520	420	100	425	41	72	56	188	67
		46%	46%	43%	45%	46%	49%	44%	45%	49%	48%	47%	43%	52%	45%	46%	42%	48%	42%	46%	52%	52%	42%
NET: Bottom 2 box not trust		112	91	12	8	17	7	10	13	9	7	10	14	4	62	47	15	50	10	4	5	17	13
		5%	5%	7%	9%	7%	4%	5%	9%	9%	4%	4%	5%	2%	5%	5%	6%	6%	11%	3%	4%	5%	8%
Don't know		36	29	6	1	7	3	3	1	1	3	7	3	2	24	19	5	12	-	7	-	-	5
		2%	2%	4%	1%	3%	2%	2%	*	1%	1%	3%	1%	1%	2%	2%	2%	1%	-	5%	-	-	3%
Mean		3.32	3.33	3.22	3.27	3.32	3.41	3.24	3.25	3.34	3.34	3.37	3.27	3.47	3.31	3.32	3.27	3.33	3.10	3.40	3.43	3.38	3.23
Standard deviation		1.04	1.03	1.04	1.27	1.11	0.96	1.04	1.18	1.18	0.99	0.95	0.99	0.91	1.02	1.02	1.02	1.06	1.14	0.99	1.00	1.04	1.13
Standard error		0.02	0.02	0.08	0.14	0.07	0.07	0.08	0.10	0.12	0.07	0.06	0.06	0.07	0.03	0.04	0.05	0.04	0.12	0.08	0.10	0.05	0.09

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Absolutes/col percents

Table 29

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Medical charities and patient organisations, including those that fund research

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	204	2	2	107	62	24	6	183	20	5	8	5	2	-	163	83	80	41	35	6
		10%	13%	9%	10%	9%	11%	8%	10%	12%	13%	12%	14%	27%	-	10%	10%	10%	9%	9%	12%
4	(4)	741	3	5	376	246	84	20	686	50	12	18	15	2	3	576	315	261	165	147	18
		36%	25%	24%	36%	38%	39%	28%	37%	31%	34%	26%	38%	20%	32%	36%	38%	34%	37%	37%	37%
3	(3)	687	4	6	350	217	76	30	621	55	5	28	15	2	5	529	272	257	158	141	17
		34%	31%	31%	34%	33%	35%	42%	33%	34%	15%	40%	38%	28%	51%	33%	33%	33%	35%	35%	34%
2	(2)	261	2	*	128	100	14	13	230	25	8	13	3	2	-	206	91	116	54	49	5
		13%	18%	2%	12%	15%	7%	19%	12%	16%	22%	18%	7%	24%	-	13%	11%	15%	12%	12%	11%
1	(1)	92	2	1	51	20	12	2	85	6	1	3	-	-	2	73	39	34	19	17	2
		5%	14%	5%	5%	3%	5%	2%	5%	3%	1%	5%	-	-	17%	5%	5%	4%	4%	4%	4%
Would not trust it at all	(0)	20	-	1	12	2	5	-	20	*	*	-	-	-	-	11	4	7	9	8	1
		1%	-	6%	1%	*	2%	-	1%	*	1%	-	-	-	-	1%	*	1%	2%	2%	2%
NET: Top 2 box trust		945	5	6	482	308	107	26	870	70	17	26	20	4	3	739	398	342	206	182	24
		46%	38%	33%	46%	47%	49%	36%	47%	43%	47%	37%	52%	48%	32%	46%	48%	44%	46%	45%	49%
NET: Bottom 2 box not trust		112	2	2	63	22	16	2	104	6	1	3	-	-	2	85	43	42	27	24	3
		5%	14%	11%	6%	3%	8%	2%	6%	4%	3%	5%	-	-	17%	5%	5%	5%	6%	6%	6%
Don't know		36	-	4	19	7	3	1	29	6	5	-	1	-	-	31	17	14	5	5	-
		2%	-	22%	2%	1%	1%	1%	2%	4%	14%	-	3%	-	-	2%	2%	2%	1%	1%	-
Mean		3.32	3.06	3.15	3.32	3.35	3.37	3.21	3.33	3.34	3.37	3.21	3.60	3.51	2.97	3.33	3.37	3.29	3.29	3.28	3.37
Standard deviation		1.04	1.28	1.37	1.05	0.97	1.09	0.93	1.04	1.03	1.17	1.03	0.83	1.21	1.06	1.03	1.01	1.05	1.06	1.05	1.08
Standard error		0.02	0.37	0.37	0.03	0.04	0.07	0.11	0.02	0.08	0.22	0.12	0.15	0.43	0.35	0.03	0.04	0.04	0.05	0.05	0.15

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Absolutes/col percents

Table 29

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Medical charities and patient organisations, including those that fund research

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	204	7	30	27	24	30	23	8	9	16
		10%	7%	11%	10%	9%	13%	12%	6%	8%	9%
4	(4)	741	27	92	110	100	88	76	56	50	65
		36%	27%	33%	40%	39%	38%	38%	42%	41%	37%
3	(3)	687	45	90	86	84	76	67	54	45	55
		34%	44%	32%	31%	33%	33%	33%	40%	37%	31%
2	(2)	261	18	30	36	35	23	26	11	10	22
		13%	18%	11%	13%	14%	10%	13%	9%	8%	13%
1	(1)	92	3	23	10	11	11	4	3	5	6
		5%	3%	8%	4%	4%	5%	2%	2%	4%	4%
Would not trust it at all	(0)	20	-	5	1	1	2	1	1	2	5
		1%	-	2%	*	*	1%	*	1%	2%	3%
NET: Top 2 box trust		945	34	122	137	124	118	99	65	59	81
		46%	33%	44%	50%	48%	51%	50%	48%	49%	46%
NET: Bottom 2 box not trust		112	3	29	11	12	13	5	4	7	12
		5%	3%	10%	4%	5%	5%	3%	3%	6%	7%
Don't know		36	3	8	4	1	1	3	-	-	5
		2%	3%	3%	1%	*	*	2%	-	-	3%
Mean		3.32	3.16	3.22	3.38	3.35	3.43	3.43	3.39	3.35	3.27
Standard deviation		1.04	0.91	1.17	0.99	0.99	1.04	0.97	0.88	1.01	1.12
Standard error		0.02	0.09	0.07	0.06	0.06	0.07	0.07	0.08	0.10	0.09

Medical Information Survey
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Absolutes/col percents

Table 30

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Academics/ researchers working on clinical trials

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	250 12%	124 12%	127 12%	29 12%	46 13%	35 11%	45 12%	31 11%	64 14%	76 14%	73 13%	41 9%	61 12%	30 11%	109 12%
4	(4)	838 41%	409 41%	428 41%	99 42%	134 38%	134 40%	139 38%	131 44%	202 44%	252 46%	244 44%	177 40%	165 33%	116 43%	362 41%
3	(3)	624 31%	299 30%	325 31%	76 32%	106 30%	106 32%	122 34%	86 29%	128 28%	155 28%	171 31%	133 30%	164 33%	88 33%	261 29%
2	(2)	213 10%	112 11%	101 10%	18 7%	39 11%	38 11%	31 9%	37 13%	50 11%	47 9%	40 7%	62 14%	64 13%	23 9%	101 11%
1	(1)	57 3%	29 3%	28 3%	9 4%	9 2%	13 4%	12 3%	3 1%	12 3%	12 2%	10 2%	17 4%	18 4%	5 2%	22 2%
Would not trust it at all	(0)	17 1%	9 1%	9 1%	- -	2 *	2 1%	8 2%	5 2%	- -	2 *	3 *	3 1%	10 2%	3 1%	8 1%
NET: Top 2 box trust		1088 53%	533 54%	555 53%	128 54%	180 51%	169 51%	183 50%	162 55%	265 58%	328 60%	317 58%	218 49%	226 45%	146 54%	470 53%
NET: Bottom 2 box not trust		74 4%	38 4%	36 3%	9 4%	10 3%	15 5%	21 6%	8 3%	12 3%	13 2%	13 2%	20 4%	28 6%	8 3%	30 3%
Don't know		42 2%	12 1%	30 3%	7 3%	19 5%	7 2%	6 2%	1 *	2 *	5 1%	8 2%	13 3%	15 3%	3 1%	24 3%
Mean		3.48	3.47	3.49	3.53	3.49	3.41	3.41	3.47	3.56	3.60	3.59	3.36	3.32	3.50	3.48
Standard deviation		0.99	1.01	0.98	0.94	0.99	1.01	1.08	0.99	0.95	0.93	0.91	1.01	1.10	0.95	1.00
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.04	0.04	0.04	0.05	0.05	0.06	0.03

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Absolutes/col percents

Table 30

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Base: All respondents
Academics/ researchers working on clinical trials

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	250 12%	224 13%	15 9%	10 12%	25 11%	19 11%	22 12%	25 17%	11 11%	25 12%	29 11%	43 15%	26 15%	138 12%	110 12%	29 12%	112 13%	11 11%	22 14%	13 12%	48 13%	18 12%
4	(4)	838 41%	721 41%	71 40%	38 45%	96 41%	73 42%	67 37%	55 37%	46 44%	87 44%	113 42%	114 40%	78 44%	478 41%	381 42%	97 40%	360 41%	35 35%	57 36%	39 36%	172 47%	57 36%
3	(3)	624 31%	536 30%	57 32%	26 30%	66 28%	56 32%	61 33%	53 35%	30 29%	54 27%	83 31%	83 29%	55 31%	350 30%	276 30%	74 31%	274 31%	34 35%	55 35%	43 40%	90 25%	51 32%
2	(2)	213 10%	185 11%	17 9%	7 8%	32 14%	17 10%	25 13%	10 7%	12 11%	24 12%	23 9%	34 12%	13 7%	124 11%	97 11%	27 11%	89 10%	12 12%	8 5%	11 10%	39 11%	19 12%
1	(1)	57 3%	43 2%	9 5%	3 3%	8 4%	4 2%	3 2%	4 3%	5 5%	3 1%	9 3%	5 2%	4 2%	27 2%	24 3%	4 2%	30 3%	6 6%	4 3%	1 1%	12 3%	6 4%
Would not trust it at all	(0)	17 1%	16 1%	2 1%	1 2%	1 *	1 *	2 1%	1 1%	- -	- -	5 2%	3 1%	2 1%	11 1%	6 1%	5 2%	6 1%	- -	4 3%	1 1%	- -	1 1%
NET: Top 2 box trust		1088 53%	945 54%	86 49%	48 56%	120 51%	92 53%	90 49%	80 53%	57 54%	111 56%	142 53%	157 55%	104 58%	616 53%	491 54%	125 52%	472 53%	47 47%	79 50%	52 48%	220 60%	75 48%
NET: Bottom 2 box not trust		74 4%	58 3%	11 6%	4 5%	9 4%	4 2%	5 3%	5 3%	5 5%	3 1%	14 5%	8 3%	6 3%	38 3%	30 3%	9 4%	36 4%	6 6%	9 6%	2 2%	12 3%	7 4%
Don't know		42 2%	35 2%	7 4%	1 1%	7 3%	3 2%	3 2%	3 2%	1 1%	6 3%	6 2%	4 1%	2 1%	27 2%	22 2%	6 2%	15 2%	1 1%	7 4%	- -	2 *	5 3%
Mean		3.48	3.49	3.36	3.49	3.42	3.50	3.41	3.57	3.45	3.55	3.44	3.52	3.59	3.48	3.49	3.45	3.48	3.35	3.47	3.44	3.56	3.39
Standard deviation		0.99	0.99	1.03	1.03	1.00	0.93	1.01	0.98	0.99	0.92	1.04	1.02	0.97	0.99	0.98	1.03	1.00	1.03	1.09	0.94	0.96	1.02
Standard error		0.02	0.02	0.07	0.11	0.07	0.07	0.08	0.08	0.10	0.06	0.07	0.06	0.07	0.03	0.04	0.06	0.03	0.11	0.09	0.09	0.05	0.08

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Absolutes/col percents

Table 30

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Base: All respondents
Academics/ researchers working on clinical trials

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	250	4	4	112	89	29	9	227	20	10	8	1	1	-	198	104	95	52	48	4
		12%	32%	19%	11%	14%	14%	12%	12%	12%	26%	11%	4%	16%	-	12%	13%	12%	12%	12%	9%
4	(4)	838	3	5	424	264	99	31	770	58	9	19	19	5	5	655	346	309	183	156	27
		41%	27%	27%	41%	40%	46%	43%	42%	35%	26%	27%	50%	65%	47%	41%	42%	40%	41%	39%	54%
3	(3)	624	2	5	322	209	60	26	564	55	4	32	14	1	5	483	255	228	141	128	13
		31%	15%	24%	31%	32%	28%	36%	30%	34%	10%	45%	35%	18%	48%	30%	31%	30%	31%	32%	26%
2	(2)	213	2	1	120	62	20	3	188	23	8	10	5	-	*	168	68	100	45	42	3
		10%	14%	4%	12%	10%	9%	5%	10%	14%	23%	14%	12%	-	5%	11%	8%	13%	10%	10%	7%
1	(1)	57	-	-	29	18	5	2	55	1	-	1	-	-	-	36	15	20	21	19	2
		3%	-	-	3%	3%	2%	3%	3%	*	-	1%	-	-	-	2%	2%	3%	5%	5%	4%
Would not trust it at all	(0)	17	1	1	12	2	1	-	16	1	*	1	-	-	-	14	11	3	3	3	-
		1%	12%	3%	1%	*	*	-	1%	1%	1%	1%	-	-	-	1%	1%	*	1%	1%	-
NET: Top 2 box trust		1088	7	9	536	353	128	39	997	78	19	27	21	7	5	853	450	403	235	204	31
		53%	59%	46%	51%	54%	59%	55%	54%	48%	52%	38%	53%	82%	47%	54%	55%	52%	52%	51%	63%
NET: Bottom 2 box not trust		74	1	1	41	20	6	2	71	2	*	2	-	-	-	50	27	23	24	22	2
		4%	12%	3%	4%	3%	3%	3%	4%	1%	1%	2%	-	-	-	3%	3%	3%	5%	6%	4%
Don't know		42	-	4	22	8	3	1	35	5	5	-	-	-	-	36	21	15	6	6	-
		2%	-	22%	2%	1%	1%	1%	2%	3%	14%	-	-	-	-	2%	3%	2%	1%	2%	-
Mean		3.48	3.41	3.66	3.43	3.52	3.58	3.57	3.48	3.43	3.59	3.29	3.45	3.98	3.42	3.49	3.53	3.46	3.43	3.41	3.58
Standard deviation		0.99	1.68	1.19	1.01	0.96	0.95	0.88	1.00	0.97	1.27	0.98	0.75	0.63	0.61	0.99	0.98	0.99	1.02	1.04	0.90
Standard error		0.02	0.49	0.32	0.03	0.04	0.06	0.11	0.02	0.08	0.24	0.12	0.13	0.22	0.20	0.02	0.03	0.04	0.05	0.05	0.12

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Absolutes/col percents

Table 30

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
Academics/ researchers working on clinical trials

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	250	7	28	39	39	33	24	14	15	15
		12%	7%	10%	14%	15%	14%	12%	11%	12%	9%
4	(4)	838	38	96	105	90	85	102	71	48	97
		41%	37%	34%	39%	35%	37%	51%	53%	40%	55%
3	(3)	624	38	94	83	86	79	49	34	41	43
		31%	37%	34%	31%	33%	34%	24%	25%	34%	24%
2	(2)	213	7	41	31	34	20	18	12	12	12
		10%	7%	15%	11%	13%	9%	9%	9%	10%	7%
1	(1)	57	3	7	8	4	10	1	3	5	4
		3%	3%	2%	3%	2%	4%	1%	2%	4%	2%
Would not trust it at all	(0)	17	4	4	2	1	1	3	-	-	1
		1%	4%	2%	1%	*	*	2%	-	-	1%
NET: Top 2 box trust		1088	44	124	144	129	118	126	85	63	112
		53%	43%	44%	53%	50%	51%	63%	64%	52%	64%
NET: Bottom 2 box not trust		74	8	11	10	5	11	4	3	5	5
		4%	7%	4%	4%	2%	5%	2%	2%	4%	3%
Don't know		42	5	10	5	2	2	3	-	-	4
		2%	5%	3%	2%	1%	1%	2%	-	-	2%
Mean		3.48	3.25	3.31	3.49	3.48	3.48	3.61	3.61	3.47	3.61
Standard deviation		0.99	1.11	1.04	1.02	0.99	1.02	0.95	0.87	0.97	0.88
Standard error		0.02	0.11	0.06	0.06	0.06	0.07	0.07	0.08	0.09	0.07

Medical Information Survey
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Absolutes/col percents

Table 31

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
People sharing personal experiences on social media

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Would trust it to a great extent	(5)	75 4%	22 2%	53 5%	9 4%	14 4%	14 4%	12 3%	8 3%	17 4%	10 2%	20 4%	21 5%	24 5%	7 3%	37 4%
4	(4)	278 14%	114 11%	164 16%	22 9%	67 19%	71 21%	44 12%	39 13%	37 8%	62 11%	76 14%	71 16%	69 14%	39 15%	136 15%
3	(3)	492 24%	218 22%	274 26%	55 23%	101 28%	89 27%	94 26%	68 23%	85 19%	137 25%	131 24%	108 24%	117 23%	70 26%	230 26%
2	(2)	516 25%	266 27%	250 24%	60 25%	92 26%	86 26%	105 29%	60 20%	113 25%	139 25%	141 26%	99 22%	137 27%	73 27%	223 25%
1	(1)	378 19%	215 22%	163 16%	46 19%	41 12%	39 12%	59 16%	80 27%	113 25%	105 19%	115 21%	79 18%	78 16%	46 17%	154 17%
Would not trust it at all	(0)	262 13%	149 15%	113 11%	38 16%	21 6%	32 10%	43 12%	38 13%	89 20%	90 16%	59 11%	54 12%	59 12%	32 12%	83 9%
NET: Top 2 box trust		354 17%	136 14%	218 21%	31 13%	81 23%	84 25%	56 15%	47 16%	54 12%	72 13%	96 17%	93 21%	93 19%	46 17%	173 20%
NET: Bottom 2 box not trust		640 31%	365 37%	276 26%	84 36%	61 17%	72 21%	102 28%	118 40%	203 44%	195 36%	174 32%	134 30%	137 28%	77 29%	238 27%
Don't know		38 2%	9 1%	29 3%	7 3%	18 5%	4 1%	7 2%	1 *	2 *	6 1%	6 1%	12 3%	15 3%	1 1%	23 3%
Mean		2.19	2.00	2.37	2.01	2.58	2.51	2.20	2.05	1.82	2.01	2.20	2.29	2.27	2.23	2.34
Standard deviation		1.35	1.31	1.36	1.36	1.23	1.32	1.30	1.35	1.36	1.32	1.32	1.40	1.35	1.30	1.32
Standard error		0.03	0.04	0.04	0.10	0.07	0.07	0.07	0.08	0.06	0.05	0.05	0.08	0.06	0.08	0.05

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Absolutes/col percents

Table 31

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
People sharing personal experiences on social media

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Would trust it to a great extent	(5)	75	65	7	1	9	5	7	9	3	10	13	9	3	45	36	8	31	3	2	7	7	13
		4%	4%	4%	1%	4%	3%	4%	6%	3%	5%	5%	3%	2%	4%	4%	3%	3%	3%	1%	6%	2%	8%
4	(4)	278	237	26	11	36	27	19	15	15	23	47	44	14	175	137	39	103	11	22	13	25	31
		14%	13%	15%	13%	15%	16%	10%	10%	15%	12%	17%	16%	8%	15%	15%	16%	12%	11%	14%	12%	7%	20%
3	(3)	492	431	44	28	54	43	50	26	17	54	73	59	43	300	241	60	192	28	29	28	71	37
		24%	24%	25%	32%	23%	25%	27%	17%	16%	27%	27%	21%	24%	26%	26%	25%	22%	28%	18%	25%	20%	23%
2	(2)	516	451	33	22	59	48	46	42	32	45	72	68	47	296	237	59	220	29	34	25	86	45
		25%	26%	19%	26%	25%	28%	25%	28%	31%	23%	27%	24%	26%	26%	26%	24%	25%	30%	22%	23%	24%	29%
1	(1)	378	326	40	14	46	28	40	28	12	42	32	59	37	200	159	41	178	16	33	21	93	14
		19%	19%	23%	17%	19%	16%	22%	19%	12%	21%	12%	21%	20%	17%	17%	17%	20%	16%	21%	20%	26%	9%
Would not trust it at all	(0)	262	218	20	8	22	18	18	27	24	23	26	42	34	115	85	30	147	11	30	14	79	13
		13%	12%	11%	10%	9%	10%	10%	18%	23%	12%	10%	15%	19%	10%	9%	13%	17%	11%	19%	13%	22%	8%
NET: Top 2 box trust		354	303	33	12	45	32	26	24	18	33	60	53	17	220	173	47	134	14	24	20	32	44
		17%	17%	19%	14%	19%	19%	14%	16%	17%	16%	22%	19%	10%	19%	19%	19%	15%	14%	15%	18%	9%	28%
NET: Bottom 2 box not trust		640	544	60	23	68	46	58	55	36	65	58	101	71	315	244	71	325	27	63	35	172	27
		31%	31%	34%	27%	29%	26%	32%	37%	35%	33%	22%	35%	39%	27%	27%	30%	37%	27%	40%	33%	47%	17%
Don't know		38	31	7	1	8	4	3	3	1	1	5	4	1	24	20	4	15	1	7	-	2	5
		2%	2%	4%	1%	4%	3%	2%	2%	1%	*	2%	1%	1%	2%	2%	2%	2%	1%	4%	-	1%	3%
Mean		2.19	2.20	2.22	2.25	2.28	2.29	2.19	2.01	1.95	2.21	2.46	2.11	1.86	2.31	2.33	2.25	2.02	2.21	1.91	2.23	1.70	2.63
Standard deviation		1.35	1.34	1.38	1.21	1.32	1.29	1.29	1.45	1.44	1.35	1.32	1.38	1.30	1.31	1.30	1.36	1.38	1.25	1.39	1.41	1.30	1.36
Standard error		0.03	0.03	0.10	0.14	0.09	0.09	0.10	0.12	0.14	0.09	0.08	0.09	0.10	0.04	0.05	0.07	0.05	0.13	0.12	0.14	0.07	0.11

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Absolutes/col percents

Table 31

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
People sharing personal experiences on social media

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Would trust it to a great extent	(5)	75	1	1	51	14	8	1	63	13	2	4	6	-	1	63	28	34	13	11	1
		4%	8%	4%	5%	2%	4%	1%	3%	8%	6%	5%	16%	-	9%	4%	3%	4%	3%	3%	3%
4	(4)	278	4	2	161	75	31	3	240	34	5	15	12	1	1	227	124	102	52	46	5
		14%	34%	8%	15%	12%	14%	5%	13%	21%	13%	21%	31%	7%	13%	14%	15%	13%	11%	12%	11%
3	(3)	492	*	3	248	153	58	17	430	56	10	25	14	5	2	386	215	171	106	99	7
		24%	4%	18%	24%	23%	27%	24%	23%	34%	26%	36%	36%	58%	24%	24%	26%	22%	24%	25%	15%
2	(2)	516	6	5	268	171	46	15	483	28	6	15	3	1	4	410	216	194	106	93	13
		25%	48%	27%	26%	26%	21%	21%	26%	17%	15%	21%	7%	7%	45%	26%	26%	25%	24%	23%	26%
1	(1)	378	1	1	186	141	30	18	358	18	4	9	4	-	1	279	129	151	99	87	12
		19%	6%	5%	18%	22%	14%	25%	19%	11%	11%	13%	9%	-	9%	18%	16%	20%	22%	22%	25%
Would not trust it at all	(0)	262	-	2	111	91	40	16	249	10	5	3	-	2	-	192	91	101	70	60	10
		13%	-	11%	11%	14%	19%	22%	13%	6%	15%	4%	-	27%	-	12%	11%	13%	16%	15%	21%
NET: Top 2 box trust		354	5	2	211	90	39	4	303	46	7	18	19	1	2	289	153	137	64	58	7
		17%	42%	12%	20%	14%	18%	6%	16%	28%	19%	26%	47%	7%	22%	18%	19%	18%	14%	14%	13%
NET: Bottom 2 box not trust		640	1	3	297	232	71	34	606	28	9	12	4	2	1	471	219	252	169	147	22
		31%	6%	16%	28%	35%	33%	48%	33%	17%	26%	17%	9%	27%	9%	30%	27%	33%	37%	37%	46%
Don't know		38	-	5	18	8	3	1	31	5	5	-	-	-	-	34	18	16	5	5	-
		2%	-	27%	2%	1%	1%	1%	2%	3%	14%	-	-	-	-	2%	2%	2%	1%	1%	-
Mean		2.19	2.90	2.24	2.31	2.04	2.16	1.66	2.13	2.78	2.34	2.72	3.38	2.18	2.67	2.23	2.30	2.17	2.02	2.05	1.79
Standard deviation		1.35	1.23	1.38	1.36	1.30	1.44	1.26	1.34	1.31	1.51	1.20	1.13	1.49	1.15	1.35	1.32	1.38	1.35	1.34	1.38
Standard error		0.03	0.35	0.38	0.04	0.05	0.10	0.15	0.03	0.11	0.28	0.14	0.20	0.53	0.38	0.03	0.05	0.05	0.06	0.07	0.19

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Table 31

Q4. Overall, how much would you trust each of the following to provide an independent and impartial assessment of medical evidence? Please give your answer on a scale of 0-5, where 5 means that you would trust them to a great extent and 0 means that you would not trust them at all.
Base: All respondents
People sharing personal experiences on social media

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Would trust it to a great extent	(5)	75	1	14	14	8	7	7	7	-	9
		4%	1%	5%	5%	3%	3%	3%	5%	-	5%
4	(4)	278	19	32	41	29	44	28	9	22	27
		14%	18%	12%	15%	11%	19%	14%	7%	18%	16%
3	(3)	492	20	87	59	68	61	45	28	29	35
		24%	20%	31%	22%	27%	27%	23%	21%	24%	20%
2	(2)	516	27	64	64	79	56	44	43	32	47
		25%	27%	23%	23%	31%	24%	22%	32%	26%	26%
1	(1)	378	17	49	53	39	35	45	27	26	24
		19%	17%	18%	20%	15%	15%	23%	20%	21%	14%
Would not trust it at all	(0)	262	13	23	37	31	25	29	20	12	29
		13%	12%	8%	14%	12%	11%	15%	15%	10%	17%
NET: Top 2 box trust		354	20	47	55	37	51	35	15	22	37
		17%	19%	17%	20%	14%	22%	17%	12%	18%	21%
NET: Bottom 2 box not trust		640	30	72	90	71	60	75	47	38	53
		31%	29%	26%	33%	28%	26%	37%	35%	31%	30%
Don't know		38	5	9	5	1	2	2	-	1	4
		2%	5%	3%	2%	*	1%	1%	-	1%	2%
Mean		2.19	2.19	2.37	2.21	2.18	2.38	2.09	1.99	2.18	2.21
Standard deviation		1.35	1.33	1.29	1.42	1.27	1.33	1.39	1.31	1.25	1.46
Standard error		0.03	0.14	0.08	0.09	0.08	0.09	0.10	0.11	0.12	0.12

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Table 32

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Summary table

		Who funded the trial (e.g. a Research Council, the pharmaceutical industry, a charity etc.)	Where you heard about the trial (e.g. through your doctor, in the news, from the Government)	How many people took part in the trial	Whether written analysis of the trial has been published or not	Whether raw data from the trial has been published or not	The qualifications of the researchers who conducted the trial	The reputation of the organisation which led the trial	Whether other people have run the same trial and got the same results
Unweighted base		2041	2041	2041	2041	2041	2041	2041	2041
Weighted base		2041	2041	2041	2041	2041	2041	2041	2041
Most influential	(1)	252 12%	201 10%	210 10%	138 7%	135 7%	350 17%	400 20%	356 17%
2nd most influential	(2)	195 10%	136 7%	270 13%	200 10%	206 10%	362 18%	331 16%	342 17%
3rd most influential	(3)	244 12%	181 9%	274 13%	252 12%	229 11%	292 14%	293 14%	275 13%
4th most influential	(4)	238 12%	169 8%	313 15%	248 12%	235 12%	278 14%	261 13%	299 15%
5th most influential	(5)	229 11%	215 11%	285 14%	319 16%	291 14%	229 11%	243 12%	230 11%
6th most influential	(6)	235 12%	241 12%	235 12%	341 17%	342 17%	198 10%	223 11%	226 11%
7th most influential	(7)	296 15%	334 16%	195 10%	321 16%	322 16%	204 10%	180 9%	189 9%
Least influential	(8)	352 17%	566 28%	258 13%	222 11%	281 14%	128 6%	109 5%	125 6%
NET: Top 2 influential		447 22%	336 16%	480 24%	338 17%	341 17%	712 35%	731 36%	698 34%
NET: Top 3 influential		691 34%	517 25%	754 37%	590 29%	570 28%	1004 49%	1024 50%	972 48%
Mean		4.79	5.42	4.45	4.87	4.99	3.84	3.76	3.86
Standard deviation		2.37	2.39	2.21	2.08	2.14	2.19	2.17	2.17
Standard error		0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05

Medical Information Survey
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Absolutes/col percents

Table 33

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Who funded the trial (e.g. a Research Council, the pharmaceutical industry, a charity etc.)

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most influential	(1)	252	112	140	26	52	33	51	36	54	70	73	43	66	37	104
		12%	11%	13%	11%	15%	10%	14%	12%	12%	13%	13%	10%	13%	14%	12%
2nd most influential	(2)	195	95	100	21	27	40	44	19	43	48	54	40	52	30	88
		10%	10%	10%	9%	8%	12%	12%	6%	9%	9%	10%	9%	10%	11%	10%
3rd most influential	(3)	244	105	139	50	39	44	42	27	42	69	68	60	48	35	113
		12%	11%	13%	21%	11%	13%	12%	9%	9%	13%	12%	13%	10%	13%	13%
4th most influential	(4)	238	112	126	26	50	43	32	34	54	57	71	50	61	38	91
		12%	11%	12%	11%	14%	13%	9%	11%	12%	10%	13%	11%	12%	14%	10%
5th most influential	(5)	229	112	117	28	34	31	39	40	58	65	63	48	53	19	103
		11%	11%	11%	12%	10%	9%	11%	13%	13%	12%	11%	11%	11%	7%	12%
6th most influential	(6)	235	102	133	32	43	48	40	32	41	61	68	47	59	33	105
		12%	10%	13%	13%	12%	14%	11%	11%	9%	11%	12%	11%	12%	12%	12%
7th most influential	(7)	296	157	140	29	47	42	50	43	85	83	73	67	72	42	113
		15%	16%	13%	12%	13%	12%	14%	15%	19%	15%	13%	15%	15%	16%	13%
Least influential	(8)	352	200	151	25	62	54	65	64	82	95	80	90	87	35	170
		17%	20%	14%	11%	17%	16%	18%	22%	18%	17%	14%	20%	17%	13%	19%
NET: Top 2 influential		447	207	240	47	79	73	95	55	97	118	127	83	118	67	192
		22%	21%	23%	20%	22%	22%	26%	19%	21%	22%	23%	19%	24%	25%	22%
NET: Top 3 influential		691	312	379	97	118	118	137	82	139	187	195	143	166	102	305
		34%	31%	36%	41%	33%	35%	38%	28%	30%	34%	35%	32%	33%	38%	34%
Mean		4.79	4.96	4.62	4.46	4.73	4.73	4.67	5.08	4.94	4.80	4.62	4.98	4.77	4.54	4.82
Standard deviation		2.37	2.40	2.34	2.20	2.41	2.31	2.47	2.38	2.38	2.39	2.34	2.36	2.41	2.36	2.39
Standard error		0.05	0.08	0.07	0.16	0.13	0.12	0.13	0.14	0.11	0.10	0.10	0.13	0.11	0.14	0.08

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Absolutes/col percents

Table 33

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Who funded the trial (e.g. a Research Council, the pharmaceutical industry, a charity etc.)

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most influential	(1)	252	206	30	11	26	24	15	17	16	22	33	37	21	141	106	35	111	9	18	13	48	23
		12%	12%	17%	13%	11%	14%	8%	11%	15%	11%	12%	13%	12%	12%	12%	14%	13%	9%	11%	12%	13%	14%
2nd most influential	(2)	195	165	17	4	22	14	22	11	13	21	26	25	19	118	94	23	77	12	14	8	33	10
		10%	9%	10%	5%	9%	8%	12%	7%	12%	11%	10%	9%	11%	10%	10%	10%	9%	12%	9%	7%	9%	7%
3rd most influential	(3)	244	213	20	15	23	21	24	16	11	23	29	38	24	148	121	28	96	7	20	8	37	25
		12%	12%	11%	18%	10%	12%	13%	11%	11%	12%	11%	13%	13%	13%	13%	11%	11%	7%	13%	7%	10%	16%
4th most influential	(4)	238	209	16	8	39	17	18	15	14	29	33	27	24	129	98	31	109	18	23	13	41	14
		12%	12%	9%	10%	17%	10%	10%	10%	13%	15%	12%	9%	13%	11%	11%	13%	12%	18%	15%	12%	11%	9%
5th most influential	(5)	229	200	20	8	29	11	27	14	9	27	24	36	23	122	93	29	107	6	22	16	44	19
		11%	11%	11%	9%	12%	7%	15%	10%	9%	14%	9%	13%	13%	11%	10%	12%	12%	6%	14%	15%	12%	12%
6th most influential	(6)	235	204	16	11	21	33	28	14	14	14	33	31	20	138	113	25	97	13	12	12	34	26
		12%	12%	9%	13%	9%	19%	15%	9%	14%	7%	12%	11%	11%	12%	12%	10%	11%	13%	8%	11%	9%	16%
7th most influential	(7)	296	261	24	11	39	31	21	24	12	27	46	32	30	154	121	34	142	20	21	17	68	16
		15%	15%	14%	12%	17%	18%	11%	16%	11%	14%	17%	11%	17%	13%	13%	14%	16%	21%	13%	15%	19%	10%
Least influential	(8)	352	302	35	17	36	22	29	40	15	34	45	60	19	205	168	37	147	15	26	22	58	25
		17%	17%	20%	20%	15%	13%	16%	26%	15%	17%	17%	21%	10%	18%	18%	15%	17%	15%	17%	20%	16%	16%
NET: Top 2 influential		447	371	47	16	48	38	36	28	29	43	59	62	41	258	200	58	188	21	32	21	82	33
		22%	21%	26%	18%	20%	22%	20%	19%	28%	22%	22%	22%	23%	22%	22%	24%	21%	21%	21%	19%	22%	21%
NET: Top 3 influential		691	584	66	31	70	59	61	44	40	66	88	100	65	407	321	85	284	27	52	29	118	58
		34%	33%	37%	36%	30%	34%	33%	29%	39%	33%	33%	35%	36%	35%	35%	35%	32%	28%	33%	26%	33%	37%
Mean		4.79	4.82	4.69	4.85	4.80	4.79	4.82	5.22	4.46	4.73	4.85	4.81	4.56	4.76	4.79	4.62	4.82	4.96	4.72	5.06	4.83	4.67
Standard deviation		2.37	2.35	2.53	2.41	2.30	2.36	2.23	2.46	2.41	2.34	2.39	2.43	2.26	2.39	2.39	2.38	2.36	2.31	2.32	2.36	2.40	2.35
Standard error		0.05	0.06	0.18	0.27	0.15	0.17	0.17	0.21	0.24	0.16	0.15	0.15	0.17	0.07	0.09	0.13	0.08	0.24	0.19	0.23	0.12	0.19

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Absolutes/col percents

Table 33

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Who funded the trial (e.g. a Research Council, the pharmaceutical industry, a charity etc.)

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most influential	(1)	252	-	3	126	83	27	11	233	15	4	6	4	1	-	197	104	93	55	46	9
		12%	-	17%	12%	13%	12%	15%	13%	9%	10%	9%	11%	7%	-	12%	13%	12%	12%	11%	19%
2nd most influential	(2)	195	4	2	103	66	15	3	166	25	8	8	7	-	1	156	80	76	39	34	5
		10%	30%	11%	10%	10%	7%	4%	9%	15%	22%	12%	19%	-	15%	10%	10%	10%	9%	8%	10%
3rd most influential	(3)	244	2	*	110	87	33	11	219	24	6	9	4	3	3	192	109	83	52	48	5
		12%	14%	2%	11%	13%	15%	15%	12%	15%	16%	12%	10%	37%	31%	12%	13%	11%	12%	12%	9%
4th most influential	(4)	238	1	1	122	71	30	13	216	20	4	8	8	1	-	190	83	107	49	45	4
		12%	8%	7%	12%	11%	14%	18%	12%	13%	10%	12%	19%	13%	-	12%	10%	14%	11%	11%	8%
5th most influential	(5)	229	1	1	140	54	18	12	218	7	3	3	*	1	-	186	89	97	43	37	6
		11%	5%	3%	13%	8%	8%	17%	12%	4%	8%	5%	1%	7%	-	12%	11%	13%	9%	9%	11%
6th most influential	(6)	235	1	2	117	78	23	7	208	24	1	12	7	1	4	188	90	97	47	44	3
		12%	8%	13%	11%	12%	11%	9%	11%	15%	2%	17%	18%	7%	36%	12%	11%	13%	11%	11%	6%
7th most influential	(7)	296	1	4	139	101	33	10	279	15	6	3	3	2	-	212	123	89	84	79	5
		15%	12%	20%	13%	15%	15%	14%	15%	9%	18%	5%	9%	28%	-	13%	15%	12%	19%	20%	11%
Least influential	(8)	352	3	5	185	113	38	6	315	33	5	20	5	-	2	271	143	128	81	69	12
		17%	23%	27%	18%	17%	18%	8%	17%	20%	15%	29%	14%	-	17%	17%	17%	17%	18%	17%	25%
NET: Top 2 influential		447	4	5	229	150	42	13	399	40	12	15	11	1	1	352	184	169	94	80	14
		22%	30%	28%	22%	23%	19%	19%	22%	24%	32%	21%	29%	7%	15%	22%	22%	22%	21%	20%	30%
NET: Top 3 influential		691	5	6	338	237	74	24	618	64	17	23	15	4	5	544	293	252	146	127	19
		34%	43%	30%	32%	36%	34%	33%	33%	39%	48%	33%	39%	44%	47%	34%	36%	33%	33%	32%	39%
Mean		4.79	4.76	5.22	4.81	4.76	4.80	4.44	4.80	4.69	4.34	5.03	4.39	4.48	4.79	4.75	4.77	4.72	4.93	4.96	4.68
Standard deviation		2.37	2.53	2.75	2.36	2.42	2.37	2.15	2.37	2.41	2.47	2.48	2.35	2.04	2.24	2.36	2.40	2.32	2.41	2.37	2.69
Standard error		0.05	0.73	0.69	0.07	0.09	0.16	0.26	0.05	0.20	0.44	0.30	0.41	0.72	0.75	0.06	0.08	0.08	0.11	0.12	0.36

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Absolutes/col percents

Table 33

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Base: All respondents

Who funded the trial (e.g. a Research Council, the pharmaceutical industry, a charity etc.)

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most influential	(1)	252	13	26	47	41	28	21	14	13	20
		12%	13%	9%	17%	16%	12%	10%	10%	11%	11%
2nd most influential	(2)	195	13	35	25	15	24	21	18	11	19
		10%	13%	13%	9%	6%	10%	11%	14%	9%	11%
3rd most influential	(3)	244	16	30	30	28	24	27	14	16	23
		12%	15%	11%	11%	11%	11%	13%	10%	13%	13%
4th most influential	(4)	238	11	37	33	32	29	16	12	13	17
		12%	10%	13%	12%	13%	13%	8%	9%	10%	9%
5th most influential	(5)	229	11	25	37	24	28	25	15	15	17
		11%	10%	9%	14%	9%	12%	12%	11%	12%	10%
6th most influential	(6)	235	10	30	33	26	27	25	16	15	21
		12%	10%	11%	12%	10%	12%	13%	12%	12%	12%
7th most influential	(7)	296	13	47	31	31	32	34	21	20	27
		15%	13%	17%	11%	12%	14%	17%	16%	17%	15%
Least influential	(8)	352	16	49	37	59	38	30	25	18	33
		17%	16%	17%	14%	23%	17%	15%	18%	15%	19%
NET: Top 2 influential		447	27	61	73	56	52	42	32	24	39
		22%	26%	22%	27%	22%	22%	21%	24%	20%	22%
NET: Top 3 influential		691	42	91	103	83	76	69	46	40	62
		34%	41%	33%	38%	33%	33%	34%	34%	33%	35%
Mean		4.79	4.50	4.87	4.44	4.88	4.76	4.84	4.88	4.82	4.85
Standard deviation		2.37	2.40	2.36	2.38	2.51	2.36	2.33	2.41	2.32	2.41
Standard error		0.05	0.24	0.14	0.14	0.15	0.15	0.16	0.21	0.23	0.19

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Absolutes/col percents

Table 34

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Base: All respondents

Where you heard about the trial (e.g. through your doctor, in the news, from the Government)

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most influential	(1)	201	111	89	23	34	31	35	24	52	41	59	39	62	16	83
		10%	11%	9%	10%	10%	9%	10%	8%	11%	7%	11%	9%	12%	6%	9%
2nd most influential	(2)	136	61	75	9	28	17	33	13	36	39	29	29	38	19	54
		7%	6%	7%	4%	8%	5%	9%	4%	8%	7%	5%	7%	8%	7%	6%
3rd most influential	(3)	181	86	95	15	39	39	24	25	38	34	41	51	55	21	79
		9%	9%	9%	6%	11%	12%	7%	9%	8%	6%	7%	11%	11%	8%	9%
4th most influential	(4)	169	90	79	8	28	21	38	38	36	42	42	40	45	21	84
		8%	9%	8%	3%	8%	6%	10%	13%	8%	8%	8%	9%	9%	8%	9%
5th most influential	(5)	215	110	104	28	28	43	39	38	38	56	59	53	47	40	100
		11%	11%	10%	12%	8%	13%	11%	13%	8%	10%	11%	12%	9%	15%	11%
6th most influential	(6)	241	118	122	29	41	39	42	33	56	59	62	65	54	36	104
		12%	12%	12%	12%	12%	12%	11%	11%	12%	11%	11%	15%	11%	13%	12%
7th most influential	(7)	334	172	162	42	56	47	53	54	82	98	90	73	74	41	146
		16%	17%	15%	18%	16%	14%	14%	18%	18%	18%	16%	16%	15%	15%	17%
Least influential	(8)	566	245	321	81	99	97	101	69	119	180	166	96	124	75	236
		28%	25%	31%	34%	28%	29%	28%	23%	26%	33%	30%	22%	25%	28%	27%
NET: Top 2 influential		336	172	164	32	63	48	68	37	88	79	89	68	100	34	137
		16%	17%	16%	14%	18%	14%	19%	13%	19%	14%	16%	15%	20%	13%	15%
NET: Top 3 influential		517	258	259	48	102	87	92	62	126	113	130	119	155	55	216
		25%	26%	25%	20%	29%	26%	25%	21%	28%	21%	24%	27%	31%	21%	24%
Mean		5.42	5.31	5.53	5.84	5.34	5.44	5.34	5.43	5.32	5.74	5.53	5.25	5.12	5.60	5.41
Standard deviation		2.39	2.39	2.38	2.34	2.44	2.36	2.41	2.23	2.45	2.32	2.41	2.29	2.48	2.21	2.35
Standard error		0.05	0.08	0.07	0.17	0.14	0.13	0.12	0.13	0.11	0.09	0.10	0.12	0.11	0.13	0.08

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Absolutes/col percents

Table 34

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Base: All respondents

Where you heard about the trial (e.g. through your doctor, in the news, from the Government)

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most influential	(1)	201	165	20	6	21	13	18	16	15	24	25	26	15	99	81	17	102	12	18	14	36	23
		10%	9%	11%	7%	9%	8%	10%	11%	15%	12%	9%	9%	9%	9%	9%	7%	11%	12%	11%	13%	10%	14%
2nd most influential	(2)	136	113	12	3	16	18	16	9	10	8	18	16	10	73	57	16	63	5	7	13	26	12
		7%	6%	7%	3%	7%	10%	9%	6%	10%	4%	7%	5%	5%	6%	6%	7%	7%	5%	5%	12%	7%	7%
3rd most influential	(3)	181	157	15	7	28	16	20	9	9	17	23	19	18	100	75	25	81	10	11	10	35	16
		9%	9%	8%	8%	12%	9%	11%	6%	8%	8%	9%	7%	10%	9%	8%	10%	9%	10%	7%	9%	10%	10%
4th most influential	(4)	169	149	10	7	12	14	12	19	10	17	15	40	13	105	88	18	63	4	7	9	29	14
		8%	8%	6%	8%	5%	8%	6%	13%	9%	9%	6%	14%	7%	9%	10%	7%	7%	4%	5%	8%	8%	9%
5th most influential	(5)	215	186	19	10	31	22	18	20	10	17	28	24	17	140	110	30	75	9	10	5	36	14
		11%	11%	10%	11%	13%	13%	10%	13%	9%	8%	10%	8%	10%	12%	12%	13%	8%	9%	6%	5%	10%	9%
6th most influential	(6)	241	201	29	15	29	12	23	11	11	34	34	29	12	140	112	28	101	10	23	13	41	14
		12%	11%	16%	18%	12%	7%	12%	8%	10%	17%	13%	10%	7%	12%	12%	12%	11%	10%	14%	12%	11%	9%
7th most influential	(7)	334	298	27	21	34	33	27	28	9	29	44	54	28	188	149	38	147	15	29	22	59	21
		16%	17%	15%	25%	15%	19%	15%	18%	9%	15%	16%	19%	16%	16%	16%	16%	17%	16%	19%	20%	16%	13%
Least influential	(8)	566	489	46	16	64	45	49	38	31	53	81	78	66	311	242	69	255	34	52	23	101	44
		28%	28%	26%	19%	27%	26%	27%	25%	30%	27%	30%	27%	37%	27%	26%	28%	29%	35%	33%	22%	28%	28%
NET: Top 2 influential		336	279	32	9	37	31	34	26	26	32	43	41	25	172	139	33	164	17	25	27	61	34
		16%	16%	18%	11%	16%	18%	19%	17%	25%	16%	16%	15%	14%	15%	15%	14%	19%	17%	16%	25%	17%	22%
NET: Top 3 influential		517	436	47	16	65	47	55	35	34	49	66	61	43	272	214	58	245	27	36	37	96	50
		25%	25%	26%	19%	28%	27%	30%	23%	33%	25%	25%	21%	24%	24%	23%	24%	28%	27%	23%	34%	26%	31%
Mean		5.42	5.46	5.36	5.60	5.38	5.35	5.28	5.32	5.02	5.40	5.56	5.50	5.70	5.46	5.44	5.52	5.38	5.58	5.73	5.03	5.40	5.12
Standard deviation		2.39	2.37	2.41	2.10	2.36	2.38	2.44	2.38	2.62	2.40	2.39	2.33	2.42	2.32	2.32	2.30	2.48	2.53	2.43	2.54	2.41	2.57
Standard error		0.05	0.06	0.17	0.23	0.15	0.17	0.18	0.20	0.26	0.16	0.15	0.14	0.18	0.07	0.08	0.12	0.08	0.26	0.20	0.24	0.12	0.20

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Absolutes/col percents

Table 34

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Where you heard about the trial (e.g. through your doctor, in the news, from the Government)

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most influential	(1)	201	1	3	116	61	14	2	183	16	4	7	4	1	-	160	75	84	41	37	4
		10%	8%	14%	11%	9%	6%	2%	10%	10%	10%	10%	10%	13%	-	10%	9%	11%	9%	9%	7%
2nd most influential	(2)	136	2	-	74	40	16	1	121	13	1	8	4	-	-	109	63	45	27	23	4
		7%	19%	-	7%	6%	7%	2%	7%	8%	2%	12%	11%	-	-	7%	8%	6%	6%	6%	8%
3rd most influential	(3)	181	2	3	111	40	15	6	165	16	3	6	6	-	-	147	75	72	34	32	2
		9%	12%	15%	11%	6%	7%	8%	9%	10%	9%	9%	16%	-	-	9%	9%	9%	7%	8%	4%
4th most influential	(4)	169	3	3	102	41	17	1	155	13	7	4	2	-	-	133	68	65	36	32	3
		8%	27%	16%	10%	6%	8%	1%	8%	8%	19%	5%	5%	-	-	8%	8%	8%	8%	8%	6%
5th most influential	(5)	215	-	1	125	67	18	3	196	17	3	8	5	1	-	176	91	85	38	34	4
		11%	-	4%	12%	10%	8%	4%	11%	10%	8%	11%	14%	7%	-	11%	11%	11%	9%	9%	8%
6th most influential	(6)	241	*	5	112	94	20	8	211	23	7	9	2	4	1	191	110	81	49	41	8
		12%	4%	26%	11%	14%	9%	11%	11%	14%	20%	13%	6%	48%	9%	12%	13%	11%	11%	10%	17%
7th most influential	(7)	334	*	2	172	99	44	14	299	30	7	10	8	1	4	258	121	136	77	68	9
		16%	3%	9%	16%	15%	20%	20%	16%	18%	18%	15%	21%	7%	46%	16%	15%	18%	17%	17%	19%
Least influential	(8)	566	3	3	231	211	73	37	523	36	5	17	7	2	4	417	217	199	149	134	15
		28%	26%	17%	22%	32%	34%	51%	28%	22%	14%	25%	19%	24%	45%	26%	26%	26%	33%	33%	30%
NET: Top 2 influential		336	3	3	190	101	30	3	303	29	5	15	8	1	-	268	139	129	68	61	7
		16%	27%	14%	18%	16%	14%	4%	16%	18%	13%	22%	20%	13%	-	17%	17%	17%	15%	15%	15%
NET: Top 3 influential		517	5	5	301	142	45	9	468	44	8	21	14	1	-	415	213	202	102	92	10
		25%	40%	28%	29%	22%	21%	12%	25%	27%	21%	30%	37%	13%	-	26%	26%	26%	23%	23%	19%
Mean		5.42	4.46	4.95	5.13	5.67	5.81	6.73	5.43	5.28	5.12	5.19	4.95	5.84	7.37	5.36	5.36	5.35	5.67	5.66	5.77
Standard deviation		2.39	2.57	2.32	2.39	2.36	2.31	1.85	2.39	2.35	2.16	2.47	2.43	2.23	0.67	2.38	2.37	2.40	2.39	2.40	2.30
Standard error		0.05	0.74	0.58	0.07	0.09	0.15	0.22	0.06	0.19	0.38	0.29	0.42	0.79	0.22	0.06	0.08	0.09	0.11	0.12	0.31

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Absolutes/col percents

Table 34

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Where you heard about the trial (e.g. through your doctor, in the news, from the Government)

			What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most influential	(1)	201	13	23	34	24	20	23	13	10	14
		10%	13%	8%	12%	9%	9%	11%	9%	8%	8%
2nd most influential	(2)	136	6	23	23	15	12	10	5	15	13
		7%	6%	8%	8%	6%	5%	5%	4%	12%	7%
3rd most influential	(3)	181	11	31	30	22	25	20	7	6	13
		9%	10%	11%	11%	8%	11%	10%	5%	5%	7%
4th most influential	(4)	169	11	21	28	23	24	17	8	8	8
		8%	10%	8%	10%	9%	11%	8%	6%	6%	5%
5th most influential	(5)	215	7	29	29	27	24	22	23	9	19
		11%	7%	10%	11%	11%	11%	11%	17%	7%	11%
6th most influential	(6)	241	9	34	29	30	30	21	14	19	24
		12%	9%	12%	11%	12%	13%	10%	10%	15%	13%
7th most influential	(7)	334	15	46	36	52	38	26	23	18	30
		16%	14%	16%	13%	20%	17%	13%	17%	15%	17%
Least influential	(8)	566	32	72	64	64	57	62	41	36	55
		28%	31%	26%	24%	25%	25%	31%	31%	30%	31%
NET: Top 2 influential		336	20	47	57	38	32	33	17	25	27
		16%	19%	17%	21%	15%	14%	16%	13%	21%	15%
NET: Top 3 influential		517	30	78	87	60	56	53	24	31	40
		25%	29%	28%	32%	23%	24%	27%	18%	26%	23%
Mean		5.42	5.29	5.33	5.01	5.47	5.39	5.39	5.72	5.49	5.68
Standard deviation		2.39	2.56	2.37	2.46	2.32	2.30	2.46	2.27	2.45	2.35
Standard error		0.05	0.26	0.14	0.15	0.14	0.15	0.17	0.20	0.24	0.19

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Absolutes/col percents

Table 35

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

How many people took part in the trial

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most influential	(1)	210	102	108	21	39	39	40	30	42	56	64	48	42	30	92
		10%	10%	10%	9%	11%	12%	11%	10%	9%	10%	12%	11%	8%	11%	10%
2nd most influential	(2)	270	114	155	39	55	42	44	33	57	79	71	55	65	36	113
		13%	12%	15%	16%	15%	12%	12%	11%	12%	14%	13%	12%	13%	13%	13%
3rd most influential	(3)	274	132	143	35	32	53	44	42	69	59	80	66	70	22	115
		13%	13%	14%	15%	9%	16%	12%	14%	15%	11%	15%	15%	14%	8%	13%
4th most influential	(4)	313	155	158	43	44	52	64	41	69	97	82	59	75	48	142
		15%	16%	15%	18%	13%	16%	18%	14%	15%	18%	15%	13%	15%	18%	16%
5th most influential	(5)	285	141	144	34	51	45	51	39	67	82	73	62	69	36	129
		14%	14%	14%	14%	14%	13%	14%	13%	15%	15%	13%	14%	14%	13%	15%
6th most influential	(6)	235	128	107	18	48	37	41	32	59	77	51	46	61	33	100
		12%	13%	10%	8%	14%	11%	11%	11%	13%	14%	9%	10%	12%	12%	11%
7th most influential	(7)	195	104	91	20	36	30	32	35	42	48	49	46	52	30	82
		10%	10%	9%	8%	10%	9%	9%	12%	9%	9%	9%	10%	10%	11%	9%
Least influential	(8)	258	118	140	27	48	37	49	43	54	52	79	63	65	35	115
		13%	12%	13%	11%	14%	11%	14%	15%	12%	9%	14%	14%	13%	13%	13%
NET: Top 2 influential		480	217	263	60	93	81	84	63	98	134	135	103	107	66	205
		24%	22%	25%	25%	26%	24%	23%	21%	22%	25%	25%	23%	22%	24%	23%
NET: Top 3 influential		754	348	406	95	126	134	127	105	167	193	215	169	177	87	319
		37%	35%	39%	40%	36%	40%	35%	36%	37%	35%	39%	38%	36%	33%	36%
Mean		4.45	4.52	4.40	4.26	4.54	4.31	4.48	4.61	4.48	4.37	4.41	4.50	4.56	4.55	4.47
Standard deviation		2.21	2.18	2.23	2.14	2.28	2.19	2.22	2.26	2.15	2.11	2.27	2.26	2.18	2.24	2.20
Standard error		0.05	0.07	0.07	0.15	0.13	0.12	0.11	0.13	0.10	0.09	0.09	0.12	0.10	0.14	0.07

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Table 35

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

How many people took part in the trial

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most influential	(1)	210	180	18	10	15	12	17	18	12	16	27	41	23	121	96	25	89	14	18	7	35	15
		10%	10%	10%	12%	6%	7%	9%	12%	12%	8%	10%	15%	13%	10%	11%	10%	10%	14%	12%	7%	10%	9%
2nd most influential	(2)	270	239	17	16	34	17	23	26	13	27	36	32	26	149	113	36	120	18	21	10	47	25
		13%	14%	10%	19%	14%	10%	13%	17%	13%	14%	13%	11%	14%	13%	12%	15%	14%	18%	13%	9%	13%	16%
3rd most influential	(3)	274	235	21	15	35	28	24	19	18	24	33	32	24	136	105	31	138	19	23	13	55	27
		13%	13%	12%	17%	15%	16%	13%	13%	17%	12%	12%	11%	13%	12%	11%	13%	16%	20%	15%	12%	15%	17%
4th most influential	(4)	313	261	37	9	32	28	38	16	16	31	43	42	22	190	147	43	124	11	26	17	55	14
		15%	15%	21%	11%	14%	16%	20%	11%	15%	16%	16%	15%	12%	16%	16%	18%	14%	11%	17%	16%	15%	9%
5th most influential	(5)	285	251	23	10	42	17	30	17	11	27	42	48	16	165	139	25	121	9	25	17	54	16
		14%	14%	13%	12%	18%	10%	16%	11%	11%	14%	16%	17%	9%	14%	15%	11%	14%	9%	16%	16%	15%	10%
6th most influential	(6)	235	211	21	9	21	23	23	18	4	22	32	36	26	133	105	27	102	15	12	16	42	17
		12%	12%	12%	11%	9%	13%	13%	12%	4%	11%	12%	12%	15%	11%	12%	11%	12%	15%	8%	15%	12%	11%
7th most influential	(7)	195	159	20	5	26	19	12	14	17	20	26	22	15	112	84	28	83	5	12	13	35	18
		10%	9%	11%	6%	11%	11%	7%	9%	16%	10%	10%	8%	9%	10%	9%	12%	9%	5%	7%	12%	10%	12%
Least influential	(8)	258	225	20	10	29	29	17	22	13	30	29	32	27	150	125	25	108	7	20	15	41	25
		13%	13%	11%	12%	12%	17%	9%	15%	12%	15%	11%	11%	15%	13%	14%	10%	12%	7%	13%	14%	11%	16%
NET: Top 2 influential		480	419	36	27	49	29	40	44	26	44	63	74	49	270	210	61	209	32	39	17	82	40
		24%	24%	20%	31%	21%	17%	22%	29%	25%	22%	24%	26%	27%	23%	23%	25%	24%	32%	25%	16%	23%	26%
NET: Top 3 influential		754	654	57	42	84	58	64	63	43	68	97	106	73	407	314	92	348	51	62	30	137	68
		37%	37%	32%	48%	36%	33%	35%	42%	42%	34%	36%	37%	41%	35%	34%	38%	39%	51%	39%	28%	38%	43%
Mean		4.45	4.45	4.52	4.07	4.55	4.79	4.32	4.40	4.37	4.62	4.42	4.33	4.43	4.49	4.52	4.36	4.41	3.88	4.29	4.85	4.42	4.53
Standard deviation		2.21	2.21	2.14	2.24	2.12	2.21	2.02	2.36	2.31	2.23	2.16	2.23	2.35	2.21	2.22	2.20	2.20	2.13	2.20	2.10	2.15	2.36
Standard error		0.05	0.05	0.15	0.25	0.14	0.16	0.15	0.20	0.23	0.15	0.14	0.14	0.17	0.07	0.08	0.12	0.07	0.22	0.18	0.20	0.11	0.19

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Absolutes/col percents

Table 35

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Base: All respondents

How many people took part in the trial

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most influential	(1)	210	3	3	94	70	24	9	192	16	2	11	2	-	1	163	86	77	47	43	4
		10%	24%	14%	9%	11%	11%	12%	10%	10%	5%	16%	6%	-	9%	10%	10%	10%	10%	11%	8%
2nd most influential	(2)	270	1	3	130	81	33	16	243	20	7	5	5	-	3	208	119	88	62	56	6
		13%	12%	16%	13%	12%	15%	22%	13%	12%	20%	7%	13%	-	31%	13%	15%	11%	14%	14%	12%
3rd most influential	(3)	274	-	4	159	80	24	7	252	20	2	8	7	1	3	209	92	117	65	59	6
		13%	-	20%	15%	12%	11%	10%	14%	12%	5%	12%	19%	7%	27%	13%	11%	15%	14%	15%	12%
4th most influential	(4)	313	*	1	156	108	33	12	277	31	3	15	10	3	*	239	123	115	75	61	13
		15%	4%	3%	15%	16%	15%	16%	15%	19%	8%	21%	26%	34%	5%	15%	15%	15%	17%	15%	27%
5th most influential	(5)	285	3	5	124	99	39	11	243	37	9	16	9	1	2	236	122	114	49	45	4
		14%	26%	26%	12%	15%	18%	15%	13%	23%	25%	23%	24%	11%	18%	15%	15%	15%	11%	11%	9%
6th most influential	(6)	235	3	*	114	81	28	7	220	13	2	7	3	-	-	176	99	77	60	52	8
		12%	25%	2%	11%	12%	13%	10%	12%	8%	6%	11%	8%	-	-	11%	12%	10%	13%	13%	16%
7th most influential	(7)	195	-	2	104	61	19	7	184	10	2	5	2	1	-	151	69	82	44	40	4
		10%	-	10%	10%	9%	9%	10%	10%	6%	5%	8%	6%	7%	-	10%	8%	11%	10%	10%	7%
Least influential	(8)	258	1	2	160	73	17	3	242	16	10	2	-	3	1	209	110	99	49	45	5
		13%	10%	10%	15%	11%	8%	4%	13%	10%	27%	2%	-	41%	11%	13%	13%	13%	11%	11%	10%
NET: Top 2 influential		480	4	6	224	151	57	24	436	36	9	16	7	-	4	371	206	165	109	99	10
		24%	36%	29%	22%	23%	26%	34%	24%	22%	25%	23%	18%	-	39%	23%	25%	21%	24%	25%	20%
NET: Top 3 influential		754	4	9	383	231	81	32	687	57	11	24	14	1	6	580	298	283	174	159	15
		37%	36%	49%	37%	35%	37%	44%	37%	35%	29%	35%	37%	7%	66%	36%	36%	37%	39%	40%	31%
Mean		4.45	4.20	4.09	4.58	4.44	4.27	3.90	4.48	4.29	5.03	4.03	3.97	5.90	3.46	4.48	4.46	4.50	4.37	4.36	4.42
Standard deviation		2.21	2.43	2.27	2.25	2.16	2.10	2.05	2.23	2.02	2.38	1.89	1.54	2.09	2.08	2.21	2.23	2.20	2.18	2.21	2.03
Standard error		0.05	0.70	0.57	0.07	0.08	0.14	0.25	0.05	0.16	0.42	0.23	0.27	0.74	0.69	0.06	0.08	0.08	0.10	0.11	0.27

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Absolutes/col percents

Table 35

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

How many people took part in the trial

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most influential	(1)	210	7	26	26	30	29	22	18	10	19
		10%	7%	9%	10%	12%	12%	11%	13%	8%	11%
2nd most influential	(2)	270	14	35	44	34	30	19	13	18	27
		13%	13%	13%	16%	13%	13%	10%	10%	15%	16%
3rd most influential	(3)	274	17	39	31	40	25	24	21	19	18
		13%	16%	14%	11%	16%	11%	12%	16%	16%	10%
4th most influential	(4)	313	22	35	36	28	25	38	32	23	31
		15%	21%	12%	13%	11%	11%	19%	24%	19%	18%
5th most influential	(5)	285	9	51	41	39	29	27	15	21	22
		14%	9%	18%	15%	15%	13%	13%	11%	17%	13%
6th most influential	(6)	235	15	30	37	26	19	27	11	14	21
		12%	14%	11%	14%	10%	8%	13%	8%	11%	12%
7th most influential	(7)	195	10	31	20	24	30	17	7	5	19
		10%	10%	11%	7%	9%	13%	8%	5%	4%	11%
Least influential	(8)	258	9	31	38	35	43	26	17	11	17
		13%	9%	11%	14%	14%	19%	13%	13%	9%	9%
NET: Top 2 influential		480	21	61	70	63	59	41	31	27	47
		24%	20%	22%	26%	25%	26%	21%	23%	22%	27%
NET: Top 3 influential		754	37	101	101	104	84	65	52	46	65
		37%	36%	36%	37%	41%	37%	33%	39%	38%	37%
Mean		4.45	4.40	4.51	4.47	4.42	4.69	4.53	4.18	4.21	4.33
Standard deviation		2.21	2.05	2.16	2.23	2.28	2.44	2.17	2.17	1.98	2.18
Standard error		0.05	0.21	0.13	0.13	0.14	0.16	0.15	0.19	0.19	0.17

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Absolutes/col percents

Table 36

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether written analysis of the trial has been published or not

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most influential	(1)	138	72	66	17	19	23	28	21	30	34	36	38	30	14	71
		7%	7%	6%	7%	5%	7%	8%	7%	7%	6%	7%	8%	6%	5%	8%
2nd most influential	(2)	200	106	94	18	34	36	42	32	39	47	59	41	53	30	83
		10%	11%	9%	7%	10%	11%	12%	11%	8%	9%	11%	9%	11%	11%	9%
3rd most influential	(3)	252	121	131	24	45	49	50	35	50	76	63	46	69	38	111
		12%	12%	13%	10%	13%	15%	14%	12%	11%	14%	11%	10%	14%	14%	13%
4th most influential	(4)	248	125	123	24	46	45	35	34	63	84	67	45	52	30	110
		12%	13%	12%	10%	13%	14%	10%	12%	14%	15%	12%	10%	10%	11%	12%
5th most influential	(5)	319	160	158	50	49	47	52	49	72	94	83	62	79	37	138
		16%	16%	15%	21%	14%	14%	14%	17%	16%	17%	15%	14%	16%	14%	16%
6th most influential	(6)	341	169	172	44	63	45	59	50	79	95	85	88	73	42	161
		17%	17%	16%	19%	18%	14%	16%	17%	17%	17%	15%	20%	15%	16%	18%
7th most influential	(7)	321	139	182	33	60	51	59	46	71	66	102	66	85	36	132
		16%	14%	17%	14%	17%	15%	16%	16%	16%	12%	19%	15%	17%	13%	15%
Least influential	(8)	222	103	120	27	37	39	39	28	54	52	54	58	59	41	81
		11%	10%	11%	11%	10%	12%	11%	10%	12%	9%	10%	13%	12%	15%	9%
NET: Top 2 influential		338	178	160	35	53	58	70	53	69	82	95	79	83	44	154
		17%	18%	15%	15%	15%	17%	19%	18%	15%	15%	17%	18%	17%	16%	17%
NET: Top 3 influential		590	299	291	59	98	107	120	88	119	157	158	124	151	82	265
		29%	30%	28%	25%	28%	32%	33%	30%	26%	29%	29%	28%	30%	30%	30%
Mean		4.87	4.78	4.96	4.98	4.94	4.77	4.78	4.81	4.96	4.76	4.89	4.97	4.90	4.96	4.78
Standard deviation		2.08	2.08	2.08	2.03	2.04	2.12	2.16	2.08	2.06	1.98	2.09	2.16	2.11	2.14	2.07
Standard error		0.05	0.07	0.06	0.15	0.11	0.11	0.11	0.12	0.09	0.08	0.09	0.12	0.10	0.13	0.07

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Table 36

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether written analysis of the trial has been published or not

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most influential	(1)	138	124	11	6	15	19	19	10	2	12	20	12	11	84	67	18	54	10	5	8	23	7
		7%	7%	6%	7%	7%	11%	10%	6%	2%	6%	7%	4%	6%	7%	7%	7%	6%	10%	3%	7%	6%	5%
2nd most influential	(2)	200	169	24	8	21	15	20	10	8	25	28	26	15	113	94	19	87	10	15	12	31	19
		10%	10%	13%	10%	9%	9%	11%	6%	7%	13%	10%	9%	8%	10%	10%	8%	10%	10%	10%	11%	9%	12%
3rd most influential	(3)	252	216	24	11	24	23	17	27	12	22	39	29	24	149	119	30	104	15	18	11	40	19
		12%	12%	13%	13%	10%	13%	9%	18%	12%	11%	14%	10%	14%	13%	13%	13%	12%	15%	12%	11%	11%	12%
4th most influential	(4)	248	219	16	16	24	18	24	17	13	21	35	31	32	141	113	27	107	12	16	14	47	18
		12%	12%	9%	19%	10%	11%	13%	11%	12%	11%	13%	11%	18%	12%	12%	11%	12%	12%	10%	13%	13%	12%
5th most influential	(5)	319	273	32	6	38	25	29	23	14	31	40	46	34	175	140	35	144	23	21	15	59	26
		16%	15%	18%	7%	16%	14%	16%	15%	13%	16%	15%	16%	19%	15%	15%	14%	16%	23%	14%	14%	16%	16%
6th most influential	(6)	341	292	26	12	39	32	28	30	24	37	38	52	24	203	156	47	138	11	30	14	65	19
		17%	17%	15%	14%	17%	19%	15%	20%	23%	19%	14%	18%	13%	18%	17%	20%	16%	11%	19%	13%	18%	12%
7th most influential	(7)	321	275	26	19	33	27	27	22	20	28	45	53	21	168	126	42	152	11	35	17	58	31
		16%	16%	15%	22%	14%	15%	15%	15%	19%	14%	17%	19%	12%	15%	14%	18%	17%	11%	23%	16%	16%	20%
Least influential	(8)	222	192	19	7	39	14	20	12	12	22	24	36	19	123	100	23	100	8	15	17	40	18
		11%	11%	10%	8%	17%	8%	11%	8%	11%	11%	9%	12%	10%	11%	11%	10%	11%	8%	10%	16%	11%	12%
NET: Top 2 influential		338	293	35	14	37	34	39	19	10	37	48	38	26	197	161	36	141	20	21	19	54	27
		17%	17%	20%	16%	16%	20%	21%	13%	10%	19%	18%	13%	15%	17%	18%	15%	16%	20%	13%	18%	15%	17%
NET: Top 3 influential		590	509	59	25	61	57	56	47	22	59	87	67	50	346	280	66	244	35	39	31	94	46
		29%	29%	33%	29%	26%	33%	30%	31%	22%	30%	32%	24%	28%	30%	31%	28%	28%	35%	25%	28%	26%	29%
Mean		4.87	4.87	4.74	4.83	5.10	4.66	4.72	4.81	5.27	4.84	4.71	5.17	4.73	4.82	4.79	4.95	4.95	4.46	5.17	4.97	4.97	4.94
Standard deviation		2.08	2.09	2.12	2.11	2.15	2.15	2.19	1.99	1.90	2.10	2.09	2.02	1.99	2.09	2.10	2.06	2.07	2.07	1.99	2.21	2.05	2.10
Standard error		0.05	0.05	0.15	0.23	0.14	0.15	0.17	0.17	0.19	0.14	0.13	0.13	0.15	0.06	0.08	0.11	0.07	0.21	0.16	0.21	0.10	0.17

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Absolutes/col percents

Table 36

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether written analysis of the trial has been published or not

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?								Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education		White	NET: Non-white	Mixed	Asian	Black	Chinese	Other		NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69		1863	152	32	70	33	8	9		1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72		1853	163	36	70	39	8	10		1590	821	770	451	402	49
Most influential	(1)	138	1	3	61	47	22	3		118	19	5	7	4	2	2		115	61	54	23	20	3
		7%	11%	16%	6%	7%	10%	5%		6%	12%	14%	10%	9%	24%	17%		7%	7%	7%	5%	5%	6%
2nd most influential	(2)	200	1	4	100	66	22	6		187	11	4	4	2	1	-		152	79	73	48	46	2
		10%	8%	22%	10%	10%	10%	9%		10%	7%	12%	6%	4%	7%	-		10%	10%	9%	11%	12%	4%
3rd most influential	(3)	252	4	1	108	91	34	11		227	20	2	10	5	1	2		199	104	95	53	47	6
		12%	32%	5%	10%	14%	16%	15%		12%	12%	6%	14%	12%	13%	19%		13%	13%	12%	12%	12%	13%
4th most influential	(4)	248	1	1	115	93	24	7		229	17	3	9	2	1	1		195	109	86	53	46	7
		12%	10%	3%	11%	14%	11%	10%		12%	10%	8%	13%	5%	18%	13%		12%	13%	11%	12%	11%	14%
5th most influential	(5)	319	1	2	158	101	41	12		295	21	4	10	3	3	1		239	126	113	80	71	9
		16%	12%	12%	15%	16%	19%	17%		16%	13%	11%	14%	7%	38%	9%		15%	15%	15%	18%	18%	19%
6th most influential	(6)	341	-	3	186	113	25	11		314	24	5	10	6	-	3		267	121	146	74	63	10
		17%	-	18%	18%	17%	11%	16%		17%	15%	14%	14%	15%	-	32%		17%	15%	19%	16%	16%	21%
7th most influential	(7)	321	2	2	183	89	28	15		282	34	8	12	12	-	1		251	134	117	70	62	7
		16%	15%	12%	18%	14%	13%	20%		15%	21%	23%	17%	31%	-	9%		16%	16%	15%	15%	15%	15%
Least influential	(8)	222	1	2	132	54	20	6		201	19	5	8	6	-	-		172	86	86	50	46	4
		11%	12%	12%	13%	8%	9%	8%		11%	11%	12%	12%	16%	-	-		11%	10%	11%	11%	12%	8%
NET: Top 2 influential		338	2	7	160	112	45	10		305	30	9	11	5	2	2		267	140	127	71	66	5
		17%	19%	38%	15%	17%	21%	14%		16%	18%	26%	16%	13%	31%	17%		17%	17%	16%	16%	17%	10%
NET: Top 3 influential		590	6	8	268	204	79	21		532	50	12	21	10	3	4		466	245	221	124	113	11
		29%	51%	43%	26%	31%	36%	29%		29%	30%	32%	30%	26%	44%	37%		29%	30%	29%	28%	28%	22%
Mean		4.87	4.24	4.36	5.07	4.68	4.51	4.94		4.87	4.89	4.86	4.86	5.44	3.40	4.28		4.86	4.81	4.91	4.93	4.92	5.01
Standard deviation		2.08	2.33	2.54	2.08	2.03	2.14	2.01		2.07	2.25	2.44	2.17	2.27	1.71	2.08		2.10	2.10	2.09	2.04	2.06	1.88
Standard error		0.05	0.67	0.63	0.07	0.08	0.14	0.24		0.05	0.18	0.43	0.26	0.39	0.61	0.69		0.05	0.07	0.08	0.10	0.10	0.25

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Table 36

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether written analysis of the trial has been published or not

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most influential	(1)	138	7	22	15	19	23	14	6	4	9
		7%	7%	8%	5%	7%	10%	7%	5%	3%	5%
2nd most influential	(2)	200	7	31	25	27	23	21	11	5	20
		10%	7%	11%	9%	11%	10%	11%	8%	4%	11%
3rd most influential	(3)	252	14	33	29	34	26	24	21	12	26
		12%	14%	12%	11%	13%	11%	12%	16%	10%	15%
4th most influential	(4)	248	5	32	28	27	27	27	18	28	23
		12%	5%	12%	10%	11%	12%	13%	13%	23%	13%
5th most influential	(5)	319	18	39	32	36	37	37	16	16	32
		16%	18%	14%	12%	14%	16%	18%	12%	13%	18%
6th most influential	(6)	341	16	37	44	48	40	40	27	29	20
		17%	16%	13%	16%	19%	17%	20%	20%	24%	11%
7th most influential	(7)	321	20	43	65	40	35	25	18	15	25
		16%	20%	15%	24%	16%	15%	12%	13%	12%	14%
Least influential	(8)	222	15	41	37	25	20	13	16	12	20
		11%	14%	15%	13%	10%	9%	6%	12%	10%	11%
NET: Top 2 influential		338	14	54	40	46	46	35	18	9	29
		17%	14%	19%	15%	18%	20%	18%	13%	7%	17%
NET: Top 3 influential		590	28	87	69	80	72	60	39	21	56
		29%	28%	31%	25%	31%	31%	30%	29%	17%	32%
Mean		4.87	5.18	4.87	5.24	4.80	4.69	4.66	4.94	5.12	4.76
Standard deviation		2.08	2.14	2.23	2.12	2.11	2.13	1.96	2.02	1.77	2.06
Standard error		0.05	0.22	0.13	0.13	0.13	0.14	0.14	0.18	0.17	0.16

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Absolutes/col percents

Table 37

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether raw data from the trial has been published or not

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most influential	(1)	135	66	69	24	25	35	21	16	15	44	29	28	35	14	69
		7%	7%	7%	10%	7%	10%	6%	5%	3%	8%	5%	6%	7%	5%	8%
2nd most influential	(2)	206	99	107	36	30	36	41	29	34	62	46	53	45	23	106
		10%	10%	10%	15%	8%	11%	11%	10%	8%	11%	8%	12%	9%	8%	12%
3rd most influential	(3)	229	105	124	24	60	38	45	20	43	64	67	38	60	33	119
		11%	11%	12%	10%	17%	11%	12%	7%	9%	12%	12%	9%	12%	12%	13%
4th most influential	(4)	235	118	117	33	35	42	39	39	46	54	65	57	59	37	105
		12%	12%	11%	14%	10%	13%	11%	13%	10%	10%	12%	13%	12%	14%	12%
5th most influential	(5)	291	135	155	21	68	57	51	33	62	66	79	75	71	32	138
		14%	14%	15%	9%	19%	17%	14%	11%	13%	12%	14%	17%	14%	12%	16%
6th most influential	(6)	342	160	183	42	57	44	56	59	84	91	93	71	87	51	119
		17%	16%	17%	18%	16%	13%	16%	20%	18%	17%	17%	16%	17%	19%	13%
7th most influential	(7)	322	156	165	36	41	51	57	53	83	97	89	55	80	52	117
		16%	16%	16%	15%	12%	15%	16%	18%	18%	18%	16%	12%	16%	19%	13%
Least influential	(8)	281	155	126	21	38	33	53	45	92	71	80	68	62	27	113
		14%	16%	12%	9%	11%	10%	15%	15%	20%	13%	15%	15%	12%	10%	13%
NET: Top 2 influential		341	165	176	60	54	70	62	45	49	105	75	81	80	37	175
		17%	17%	17%	26%	15%	21%	17%	15%	11%	19%	14%	18%	16%	14%	20%
NET: Top 3 influential		570	270	300	84	114	109	107	65	91	169	142	118	140	70	294
		28%	27%	29%	36%	32%	32%	29%	22%	20%	31%	26%	27%	28%	26%	33%
Mean		4.99	5.05	4.94	4.54	4.75	4.64	4.98	5.24	5.51	4.92	5.10	4.96	4.96	5.04	4.72
Standard deviation		2.14	2.17	2.11	2.22	2.04	2.17	2.16	2.10	2.03	2.21	2.08	2.14	2.11	2.03	2.17
Standard error		0.05	0.07	0.07	0.16	0.11	0.12	0.11	0.12	0.09	0.09	0.09	0.11	0.10	0.12	0.07

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Absolutes/col percents

Table 37

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Base: All respondents

Whether raw data from the trial has been published or not

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most influential	(1)	135	113	15	8	19	10	13	7	7	13	19	20	5	83	70	13	52	11	13	4	11	13
		7%	6%	8%	9%	8%	6%	7%	4%	7%	6%	7%	7%	3%	7%	8%	5%	6%	11%	8%	3%	3%	8%
2nd most influential	(2)	206	180	15	7	17	22	21	13	11	25	26	26	22	129	102	27	77	10	22	4	28	12
		10%	10%	8%	8%	7%	13%	12%	8%	10%	13%	10%	9%	12%	11%	11%	11%	9%	10%	14%	4%	8%	8%
3rd most influential	(3)	229	206	19	11	27	19	23	10	5	23	40	28	25	152	132	20	77	11	14	12	32	9
		11%	12%	11%	13%	11%	11%	13%	7%	4%	12%	15%	10%	14%	13%	14%	8%	9%	11%	9%	11%	9%	6%
4th most influential	(4)	235	203	16	9	29	23	18	23	16	21	34	26	20	142	107	35	93	13	10	6	40	25
		12%	12%	9%	11%	12%	13%	10%	15%	15%	10%	13%	9%	11%	12%	12%	14%	11%	13%	6%	5%	11%	16%
5th most influential	(5)	291	244	28	17	40	25	17	22	19	25	34	40	24	170	128	41	121	10	25	17	45	23
		14%	14%	16%	19%	17%	15%	9%	14%	18%	13%	13%	14%	13%	15%	14%	17%	14%	10%	16%	16%	12%	15%
6th most influential	(6)	342	299	27	10	35	28	31	33	17	35	43	54	30	170	130	40	172	14	35	21	66	37
		17%	17%	15%	12%	15%	16%	17%	22%	16%	18%	16%	19%	17%	15%	14%	16%	19%	15%	22%	19%	18%	23%
7th most influential	(7)	322	280	23	8	37	25	30	27	19	27	40	56	30	169	139	30	153	14	25	26	64	24
		16%	16%	13%	10%	16%	14%	16%	18%	18%	14%	15%	20%	17%	15%	15%	12%	17%	15%	16%	24%	18%	15%
Least influential	(8)	281	234	36	15	30	20	30	17	11	28	32	35	25	140	106	35	141	15	13	19	78	15
		14%	13%	20%	18%	13%	12%	17%	12%	11%	14%	12%	12%	14%	12%	12%	14%	16%	15%	8%	18%	21%	10%
NET: Top 2 influential		341	294	29	15	36	33	34	19	18	38	45	46	27	212	172	40	129	21	35	8	40	25
		17%	17%	17%	18%	15%	19%	19%	13%	17%	19%	17%	16%	15%	18%	19%	17%	15%	21%	22%	7%	11%	16%
NET: Top 3 influential		570	500	48	26	63	52	57	30	22	61	85	74	52	364	304	60	206	32	49	20	71	34
		28%	28%	27%	30%	27%	30%	31%	20%	22%	31%	32%	26%	29%	32%	33%	25%	23%	32%	31%	18%	20%	22%
Mean		4.99	4.97	5.14	4.86	4.97	4.82	5.01	5.20	5.02	4.90	4.82	5.11	5.05	4.80	4.75	4.98	5.24	4.80	4.79	5.68	5.53	5.00
Standard deviation		2.14	2.13	2.26	2.24	2.12	2.11	2.26	1.96	2.06	2.19	2.13	2.12	2.07	2.14	2.16	2.08	2.11	2.32	2.15	1.92	2.05	2.03
Standard error		0.05	0.05	0.16	0.25	0.14	0.15	0.17	0.16	0.21	0.15	0.14	0.13	0.15	0.06	0.08	0.11	0.07	0.24	0.18	0.18	0.10	0.16

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Table 37

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether raw data from the trial has been published or not

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most influential	(1)	135	1	1	54	47	20	9	122	11	6	2	1	2	-	105	65	39	31	28	2
		7%	8%	5%	5%	7%	9%	13%	7%	7%	17%	3%	2%	21%	-	7%	8%	5%	7%	7%	4%
2nd most influential	(2)	206	2	1	100	66	25	10	185	19	3	8	1	3	4	174	83	92	32	30	1
		10%	15%	5%	10%	10%	11%	14%	10%	11%	9%	12%	3%	35%	36%	11%	10%	12%	7%	8%	3%
3rd most influential	(3)	229	-	3	103	78	31	8	198	28	7	14	6	1	1	183	109	74	46	41	5
		11%	-	14%	10%	12%	14%	12%	11%	17%	18%	20%	15%	7%	9%	11%	13%	10%	10%	10%	10%
4th most influential	(4)	235	1	3	120	78	20	8	211	20	4	10	6	-	-	178	96	82	57	53	4
		12%	6%	16%	12%	12%	9%	11%	11%	12%	11%	14%	14%	-	-	11%	12%	11%	13%	13%	8%
5th most influential	(5)	291	1	2	164	86	27	9	264	23	5	8	8	1	2	214	91	122	77	71	6
		14%	5%	11%	16%	13%	12%	13%	14%	14%	13%	12%	20%	7%	17%	13%	11%	16%	17%	18%	12%
6th most influential	(6)	342	4	3	179	94	44	17	314	25	10	7	4	2	2	261	143	118	81	72	9
		17%	34%	14%	17%	14%	20%	23%	17%	15%	26%	10%	9%	30%	24%	16%	17%	15%	18%	18%	19%
7th most influential	(7)	322	4	5	169	105	29	7	298	22	1	16	4	-	*	254	131	123	68	55	13
		16%	32%	24%	16%	16%	13%	9%	16%	14%	3%	23%	11%	-	5%	16%	16%	16%	15%	14%	26%
Least influential	(8)	281	-	2	153	99	20	4	261	15	1	4	10	-	1	223	104	119	58	50	8
		14%	-	11%	15%	15%	9%	5%	14%	9%	2%	5%	25%	-	9%	14%	13%	16%	13%	12%	17%
NET: Top 2 influential		341	3	2	154	113	45	19	307	30	9	10	2	4	4	279	148	131	62	59	3
		17%	23%	10%	15%	17%	21%	27%	17%	18%	26%	15%	5%	56%	36%	18%	18%	17%	14%	15%	7%
NET: Top 3 influential		570	3	5	257	191	76	27	505	58	16	25	8	5	4	461	257	205	108	100	8
		28%	23%	24%	25%	29%	35%	38%	27%	35%	44%	35%	20%	62%	45%	29%	31%	27%	24%	25%	17%
Mean		4.99	5.15	5.16	5.13	4.97	4.65	4.29	5.02	4.63	3.97	4.70	5.45	3.29	4.35	4.97	4.87	5.08	5.06	4.98	5.69
Standard deviation		2.14	2.16	2.08	2.08	2.20	2.16	2.12	2.14	2.08	2.01	1.99	2.01	2.17	2.23	2.16	2.18	2.14	2.05	2.05	1.95
Standard error		0.05	0.62	0.52	0.07	0.08	0.14	0.26	0.05	0.17	0.36	0.24	0.35	0.77	0.74	0.05	0.08	0.08	0.10	0.10	0.26

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Table 37

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether raw data from the trial has been published or not

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most influential	(1)	135	11	12	10	13	15	20	6	13	16
		7%	11%	4%	4%	5%	7%	10%	4%	11%	9%
2nd most influential	(2)	206	9	32	18	19	24	25	9	12	21
		10%	9%	12%	6%	7%	11%	13%	6%	10%	12%
3rd most influential	(3)	229	6	35	26	30	24	22	14	14	18
		11%	6%	13%	10%	12%	10%	11%	11%	12%	10%
4th most influential	(4)	235	15	29	32	30	35	22	17	8	23
		12%	14%	10%	12%	12%	15%	11%	13%	7%	13%
5th most influential	(5)	291	19	41	35	44	24	22	26	14	29
		14%	18%	15%	13%	17%	10%	11%	19%	12%	17%
6th most influential	(6)	342	11	59	45	47	37	26	22	16	31
		17%	10%	21%	16%	18%	16%	13%	17%	14%	17%
7th most influential	(7)	322	22	34	62	33	36	28	22	26	25
		16%	22%	12%	23%	13%	16%	14%	16%	21%	14%
Least influential	(8)	281	10	36	46	40	34	34	18	17	13
		14%	9%	13%	17%	16%	15%	17%	13%	14%	8%
NET: Top 2 influential		341	20	44	28	32	40	45	14	25	37
		17%	20%	16%	10%	13%	17%	23%	11%	21%	21%
NET: Top 3 influential		570	26	79	54	62	64	68	29	39	55
		28%	26%	28%	20%	24%	28%	34%	21%	33%	31%
Mean		4.99	4.86	4.98	5.46	5.13	4.97	4.81	5.18	4.93	4.62
Standard deviation		2.14	2.18	2.05	2.01	2.05	2.18	2.34	1.96	2.34	2.09
Standard error		0.05	0.22	0.12	0.12	0.12	0.14	0.16	0.17	0.23	0.17

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Absolutes/col percents

Table 38

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Base: All respondents

The qualifications of the researchers who conducted the trial

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most influential	(1)	350	173	177	34	73	43	59	51	90	67	93	99	90	42	148
		17%	17%	17%	14%	21%	13%	16%	17%	20%	12%	17%	22%	18%	16%	17%
2nd most influential	(2)	362	184	178	36	48	63	53	73	90	107	81	84	90	50	151
		18%	19%	17%	15%	13%	19%	14%	25%	20%	19%	15%	19%	18%	19%	17%
3rd most influential	(3)	292	168	125	26	42	40	50	51	84	94	77	62	58	35	122
		14%	17%	12%	11%	12%	12%	14%	17%	18%	17%	14%	14%	12%	13%	14%
4th most influential	(4)	278	114	164	31	50	57	50	35	54	74	76	55	73	40	108
		14%	11%	16%	13%	14%	17%	14%	12%	12%	14%	14%	12%	15%	15%	12%
5th most influential	(5)	229	109	121	24	41	39	52	26	47	66	68	43	52	39	97
		11%	11%	12%	10%	12%	12%	14%	9%	10%	12%	12%	10%	11%	15%	11%
6th most influential	(6)	198	89	108	28	28	37	44	22	39	57	60	34	46	20	92
		10%	9%	10%	12%	8%	11%	12%	7%	9%	10%	11%	8%	9%	7%	10%
7th most influential	(7)	204	94	110	32	46	31	37	23	35	44	57	45	57	23	104
		10%	9%	11%	14%	13%	9%	10%	8%	8%	8%	10%	10%	11%	9%	12%
Least influential	(8)	128	65	64	26	26	25	20	14	18	39	36	21	31	19	65
		6%	6%	6%	11%	7%	8%	5%	5%	4%	7%	7%	5%	6%	7%	7%
NET: Top 2 influential		712	357	355	70	120	106	112	124	180	174	174	184	181	93	299
		35%	36%	34%	30%	34%	32%	31%	42%	39%	32%	32%	41%	36%	34%	34%
NET: Top 3 influential		1004	524	480	96	162	145	162	175	264	268	251	246	239	127	420
		49%	53%	46%	41%	46%	43%	45%	59%	58%	49%	46%	55%	48%	47%	47%
Mean		3.84	3.77	3.91	4.34	3.95	4.04	3.99	3.47	3.49	3.93	3.98	3.56	3.86	3.86	3.98
Standard deviation		2.19	2.19	2.18	2.34	2.30	2.15	2.14	2.07	2.06	2.11	2.20	2.20	2.23	2.16	2.25
Standard error		0.05	0.07	0.07	0.17	0.13	0.12	0.11	0.12	0.09	0.09	0.09	0.12	0.10	0.13	0.08

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Table 38

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Base: All respondents

The qualifications of the researchers who conducted the trial

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most influential	(1)	350	304	28	19	33	32	25	32	18	43	41	47	32	190	141	50	159	9	22	28	61	39
		17%	17%	16%	23%	14%	18%	13%	21%	17%	22%	15%	16%	18%	16%	15%	21%	18%	9%	14%	26%	17%	25%
2nd most influential	(2)	362	321	32	9	45	38	31	30	8	29	53	57	29	201	166	35	161	16	17	23	76	30
		18%	18%	18%	10%	19%	22%	17%	20%	8%	15%	20%	20%	16%	17%	18%	14%	18%	16%	11%	21%	21%	19%
3rd most influential	(3)	292	252	22	8	43	25	22	24	18	31	40	37	23	156	123	33	136	8	28	12	68	18
		14%	14%	13%	9%	18%	14%	12%	16%	17%	16%	15%	13%	13%	14%	13%	14%	15%	9%	18%	11%	19%	12%
4th most influential	(4)	278	239	29	21	31	19	30	18	10	25	31	46	18	149	119	30	129	17	23	22	40	27
		14%	14%	16%	24%	13%	11%	16%	12%	9%	13%	12%	16%	10%	13%	13%	12%	15%	17%	15%	21%	11%	17%
5th most influential	(5)	229	198	17	6	19	23	24	17	14	15	35	32	26	137	116	20	93	11	25	8	37	12
		11%	11%	10%	7%	8%	13%	13%	11%	14%	8%	13%	11%	14%	12%	13%	8%	10%	12%	16%	7%	10%	7%
6th most influential	(6)	198	171	14	7	22	12	21	13	12	17	24	25	31	111	93	18	86	12	20	4	38	12
		10%	10%	8%	8%	9%	7%	12%	8%	11%	9%	9%	9%	17%	10%	10%	8%	10%	13%	12%	4%	11%	7%
7th most influential	(7)	204	163	25	8	24	12	21	10	15	25	27	22	15	127	94	33	77	17	15	4	29	13
		10%	9%	14%	9%	10%	7%	12%	6%	15%	12%	10%	8%	8%	11%	10%	14%	9%	17%	9%	3%	8%	8%
Least influential	(8)	128	111	9	8	17	12	10	7	9	13	17	20	7	84	62	22	44	9	7	6	14	8
		6%	6%	5%	9%	7%	7%	5%	5%	8%	7%	6%	7%	4%	7%	7%	9%	5%	9%	5%	6%	4%	5%
NET: Top 2 influential		712	625	60	28	79	70	55	62	26	71	94	104	61	391	307	84	321	24	40	51	136	69
		35%	36%	34%	33%	34%	41%	30%	41%	25%	36%	35%	36%	34%	34%	34%	35%	36%	25%	25%	48%	38%	44%
NET: Top 3 influential		1004	877	83	36	121	95	77	86	44	103	135	140	83	547	430	117	457	33	68	64	205	87
		49%	50%	47%	42%	52%	55%	42%	57%	42%	52%	50%	49%	47%	47%	47%	49%	52%	33%	43%	59%	56%	55%
Mean		3.84	3.81	3.93	3.88	3.87	3.61	4.07	3.47	4.29	3.79	3.86	3.78	3.91	3.96	3.95	3.97	3.70	4.57	4.04	3.15	3.60	3.43
Standard deviation		2.19	2.18	2.19	2.29	2.19	2.16	2.12	2.09	2.29	2.29	2.17	2.16	2.14	2.23	2.19	2.38	2.12	2.19	2.04	2.02	2.06	2.17
Standard error		0.05	0.05	0.16	0.25	0.14	0.15	0.16	0.18	0.23	0.15	0.14	0.13	0.16	0.07	0.08	0.13	0.07	0.23	0.17	0.19	0.10	0.17

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Absolutes/col percents

Table 38

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

The qualifications of the researchers who conducted the trial

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most influential	(1)	350	3	3	214	93	23	12	322	25	3	16	6	-	-	269	128	141	81	76	5
		17%	27%	16%	21%	14%	10%	16%	17%	15%	10%	22%	15%	-	-	17%	16%	18%	18%	19%	9%
2nd most influential	(2)	362	-	3	188	110	49	7	334	26	5	9	10	1	1	293	139	154	69	61	8
		18%	-	17%	18%	17%	23%	9%	18%	16%	14%	13%	25%	7%	9%	18%	17%	20%	15%	15%	16%
3rd most influential	(3)	292	1	1	138	110	29	11	273	17	6	5	4	2	1	219	110	110	73	65	8
		14%	11%	8%	13%	17%	13%	16%	15%	11%	16%	7%	9%	28%	9%	14%	13%	14%	16%	16%	16%
4th most influential	(4)	278	3	4	149	80	34	6	256	19	4	9	4	-	2	225	121	104	52	44	8
		14%	24%	19%	14%	12%	16%	9%	14%	12%	10%	13%	11%	-	18%	14%	15%	14%	12%	11%	17%
5th most influential	(5)	229	-	4	98	86	28	8	206	18	1	7	5	1	4	173	95	79	56	47	9
		11%	-	18%	9%	13%	13%	12%	11%	11%	2%	10%	12%	13%	42%	11%	12%	10%	12%	12%	18%
6th most influential	(6)	198	-	-	105	62	17	12	177	16	1	9	5	-	-	155	84	71	43	38	5
		10%	-	-	10%	9%	8%	17%	10%	10%	4%	13%	12%	-	-	10%	10%	9%	10%	10%	10%
7th most influential	(7)	204	3	4	94	70	20	10	175	26	7	9	4	4	2	160	97	63	43	39	5
		10%	26%	22%	9%	11%	9%	13%	9%	16%	20%	13%	10%	45%	22%	10%	12%	8%	10%	10%	10%
Least influential	(8)	128	1	-	57	44	18	6	111	17	9	6	2	1	-	96	48	48	32	31	2
		6%	12%	-	5%	7%	8%	8%	6%	10%	24%	8%	5%	7%	-	6%	6%	6%	7%	8%	4%
NET: Top 2 influential		712	3	6	402	203	71	18	655	51	9	25	16	1	1	562	267	295	150	138	12
		35%	27%	33%	39%	31%	33%	25%	35%	31%	24%	36%	40%	7%	9%	35%	33%	38%	33%	34%	25%
NET: Top 3 influential		1004	5	8	540	312	100	30	928	68	15	30	19	3	2	781	376	405	223	203	20
		49%	38%	40%	52%	48%	46%	41%	50%	42%	40%	42%	49%	35%	18%	49%	46%	53%	50%	51%	41%
Mean		3.84	4.33	3.97	3.67	3.98	3.99	4.36	3.80	4.31	4.93	4.07	3.83	5.32	4.80	3.83	3.97	3.69	3.88	3.86	4.07
Standard deviation		2.19	2.70	2.15	2.19	2.16	2.14	2.29	2.17	2.37	2.60	2.40	2.19	2.16	1.57	2.18	2.18	2.17	2.22	2.25	1.95
Standard error		0.05	0.78	0.54	0.07	0.08	0.14	0.28	0.05	0.19	0.46	0.29	0.38	0.76	0.52	0.05	0.08	0.08	0.10	0.11	0.26

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Absolutes/col percents

Table 38

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

The qualifications of the researchers who conducted the trial

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most influential	(1)	350	25	51	46	48	41	33	17	26	24
		17%	25%	18%	17%	19%	18%	16%	13%	21%	14%
2nd most influential	(2)	362	13	41	37	49	38	44	38	20	36
		18%	13%	15%	13%	19%	17%	22%	28%	17%	20%
3rd most influential	(3)	292	13	35	50	36	30	25	25	12	32
		14%	12%	13%	18%	14%	13%	12%	18%	10%	18%
4th most influential	(4)	278	12	42	45	40	32	28	11	11	26
		14%	12%	15%	16%	16%	14%	14%	8%	9%	15%
5th most influential	(5)	229	12	25	29	28	34	21	13	18	17
		11%	12%	9%	10%	11%	15%	10%	9%	15%	10%
6th most influential	(6)	198	15	24	31	20	23	18	10	11	18
		10%	14%	9%	11%	8%	10%	9%	8%	9%	10%
7th most influential	(7)	204	7	44	22	26	14	22	13	14	15
		10%	7%	16%	8%	10%	6%	11%	10%	12%	9%
Least influential	(8)	128	6	17	15	10	19	11	8	9	8
		6%	6%	6%	5%	4%	8%	5%	6%	7%	5%
NET: Top 2 influential		712	38	92	82	97	79	76	55	46	60
		35%	37%	33%	30%	38%	34%	38%	41%	38%	34%
NET: Top 3 influential		1004	51	127	132	132	109	101	79	58	92
		49%	50%	46%	48%	52%	47%	50%	59%	48%	52%
Mean		3.84	3.73	4.01	3.84	3.64	3.86	3.78	3.65	3.91	3.75
Standard deviation		2.19	2.25	2.28	2.09	2.11	2.19	2.18	2.14	2.34	2.05
Standard error		0.05	0.23	0.13	0.12	0.13	0.14	0.15	0.19	0.23	0.16

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Absolutes/col percents

Table 39

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

The reputation of the organisation which led the trial

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most influential	(1)	400	196	204	43	55	69	71	63	99	122	97	92	89	59	172
		20%	20%	19%	18%	15%	21%	20%	21%	22%	22%	18%	21%	18%	22%	19%
2nd most influential	(2)	331	180	152	30	68	41	50	56	86	77	113	59	82	35	148
		16%	18%	14%	13%	19%	12%	14%	19%	19%	14%	21%	13%	16%	13%	17%
3rd most influential	(3)	293	136	157	37	48	36	57	53	62	72	79	65	78	47	114
		14%	14%	15%	16%	14%	11%	16%	18%	14%	13%	14%	14%	16%	17%	13%
4th most influential	(4)	261	130	131	34	48	37	49	27	67	62	63	70	66	30	107
		13%	13%	13%	14%	14%	11%	13%	9%	15%	11%	12%	16%	13%	11%	12%
5th most influential	(5)	243	121	123	29	39	33	42	39	62	72	71	42	58	34	92
		12%	12%	12%	12%	11%	10%	12%	13%	13%	13%	13%	9%	12%	13%	10%
6th most influential	(6)	223	107	116	23	37	56	31	31	44	56	66	49	53	23	109
		11%	11%	11%	10%	10%	17%	9%	10%	10%	10%	12%	11%	11%	9%	12%
7th most influential	(7)	180	74	106	27	34	37	44	14	23	54	38	50	38	25	91
		9%	7%	10%	11%	10%	11%	12%	5%	5%	10%	7%	11%	8%	9%	10%
Least influential	(8)	109	50	59	14	24	25	19	11	15	34	22	18	34	16	53
		5%	5%	6%	6%	7%	8%	5%	4%	3%	6%	4%	4%	7%	6%	6%
NET: Top 2 influential		731	376	355	73	123	110	121	119	185	200	210	150	171	94	320
		36%	38%	34%	31%	35%	33%	33%	40%	40%	36%	38%	34%	34%	35%	36%
NET: Top 3 influential		1024	512	513	110	171	147	178	172	247	271	289	215	249	141	435
		50%	51%	49%	46%	48%	44%	49%	58%	54%	49%	53%	48%	50%	52%	49%
Mean		3.76	3.67	3.84	3.94	3.90	4.09	3.85	3.44	3.45	3.79	3.65	3.79	3.82	3.72	3.85
Standard deviation		2.17	2.14	2.20	2.19	2.20	2.33	2.20	2.04	2.00	2.25	2.08	2.17	2.18	2.21	2.24
Standard error		0.05	0.07	0.07	0.16	0.12	0.13	0.11	0.12	0.09	0.09	0.09	0.12	0.10	0.13	0.08

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Table 39

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Base: All respondents

The reputation of the organisation which led the trial

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most influential	(1)	400	351	34	11	63	28	39	29	16	31	63	54	32	231	185	46	169	17	23	15	86	27
		20%	20%	19%	13%	27%	16%	21%	19%	15%	16%	23%	19%	18%	20%	20%	19%	19%	17%	15%	14%	24%	17%
2nd most influential	(2)	331	284	29	22	41	25	28	23	18	32	29	54	29	183	135	48	148	9	29	26	64	19
		16%	16%	17%	26%	17%	14%	16%	16%	17%	16%	11%	19%	16%	16%	15%	20%	17%	9%	19%	24%	18%	12%
3rd most influential	(3)	293	251	20	11	26	23	23	21	22	27	40	53	27	161	121	39	132	19	24	18	45	26
		14%	14%	11%	12%	11%	13%	13%	14%	22%	13%	15%	19%	15%	14%	13%	16%	15%	19%	15%	17%	12%	16%
4th most influential	(4)	261	219	34	4	36	21	15	19	8	31	37	30	26	137	113	24	124	8	24	15	52	26
		13%	12%	19%	5%	15%	12%	8%	12%	8%	16%	14%	10%	15%	12%	12%	10%	14%	8%	15%	14%	14%	16%
5th most influential	(5)	243	217	15	15	16	23	23	20	12	32	42	25	20	126	97	29	117	15	18	15	49	20
		12%	12%	8%	18%	7%	14%	12%	13%	12%	16%	16%	9%	11%	11%	11%	12%	13%	15%	11%	14%	13%	13%
6th most influential	(6)	223	185	21	7	26	21	19	16	18	19	30	33	14	132	103	29	91	12	15	15	32	17
		11%	10%	12%	8%	11%	12%	10%	11%	17%	9%	11%	12%	8%	11%	11%	12%	10%	12%	9%	14%	9%	11%
7th most influential	(7)	180	161	16	5	18	14	20	17	3	19	17	26	25	116	100	15	64	12	13	2	22	15
		9%	9%	9%	6%	8%	8%	11%	11%	3%	10%	6%	9%	14%	10%	11%	6%	7%	12%	8%	2%	6%	9%
Least influential	(8)	109	93	8	10	9	18	16	6	7	7	12	10	6	69	59	10	40	7	11	2	12	8
		5%	5%	5%	12%	4%	10%	9%	4%	7%	4%	4%	4%	3%	6%	6%	4%	4%	7%	7%	2%	3%	5%
NET: Top 2 influential		731	635	63	34	104	53	67	53	33	63	92	108	61	414	320	94	317	26	53	41	151	46
		36%	36%	36%	39%	44%	30%	37%	35%	32%	32%	34%	38%	34%	36%	35%	39%	36%	26%	34%	38%	42%	29%
NET: Top 3 influential		1024	885	83	44	130	76	91	73	55	90	132	161	89	575	441	134	449	45	77	59	196	72
		50%	50%	47%	52%	55%	44%	49%	49%	53%	46%	49%	56%	49%	50%	48%	56%	51%	45%	49%	55%	54%	45%
Mean		3.76	3.76	3.76	3.95	3.40	4.14	3.94	3.80	3.83	3.84	3.67	3.60	3.80	3.82	3.88	3.57	3.68	4.17	3.85	3.47	3.43	3.92
Standard deviation		2.17	2.18	2.14	2.32	2.16	2.27	2.37	2.16	2.11	2.04	2.11	2.11	2.14	2.23	2.26	2.08	2.09	2.25	2.14	1.79	2.05	2.11
Standard error		0.05	0.05	0.15	0.26	0.14	0.16	0.18	0.18	0.21	0.14	0.13	0.13	0.16	0.07	0.08	0.11	0.07	0.23	0.17	0.17	0.10	0.17

Medical Information Survey
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Absolutes/col percents

Table 39

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Base: All respondents

The reputation of the organisation which led the trial

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most influential	(1)	400	1	4	211	133	43	7	357	38	7	14	14	2	2	319	166	153	81	68	12
		20%	10%	19%	20%	20%	20%	10%	19%	23%	18%	20%	35%	28%	19%	20%	20%	20%	18%	17%	25%
2nd most influential	(2)	331	-	4	182	104	20	16	307	21	5	10	5	1	-	245	126	119	86	78	8
		16%	-	21%	17%	16%	9%	22%	17%	13%	15%	14%	12%	13%	-	15%	15%	15%	19%	19%	17%
3rd most influential	(3)	293	2	5	160	83	28	11	266	25	7	10	6	1	*	224	110	114	69	58	11
		14%	17%	26%	15%	13%	13%	15%	14%	15%	19%	15%	16%	7%	5%	14%	13%	15%	15%	15%	22%
4th most influential	(4)	261	1	1	129	86	31	11	243	15	7	2	2	2	3	196	98	98	65	62	3
		13%	8%	4%	12%	13%	14%	15%	13%	9%	19%	3%	5%	21%	28%	12%	12%	13%	14%	15%	6%
5th most influential	(5)	243	4	1	117	91	20	10	229	13	5	6	-	-	1	186	105	81	57	51	6
		12%	33%	5%	11%	14%	9%	14%	12%	8%	14%	9%	-	-	13%	12%	13%	11%	13%	13%	13%
6th most influential	(6)	223	3	2	105	64	38	5	200	22	3	11	7	1	-	176	88	88	47	44	3
		11%	27%	12%	10%	10%	18%	7%	11%	14%	7%	16%	19%	14%	-	11%	11%	11%	10%	11%	6%
7th most influential	(7)	180	-	-	83	63	24	6	165	13	2	7	3	-	2	148	75	74	32	28	4
		9%	-	-	8%	10%	11%	9%	9%	8%	4%	10%	7%	-	18%	9%	9%	10%	7%	7%	8%
Least influential	(8)	109	1	3	54	30	13	6	87	16	1	9	2	1	2	95	52	43	13	12	1
		5%	5%	14%	5%	5%	6%	9%	5%	10%	3%	13%	6%	16%	17%	6%	6%	6%	3%	3%	3%
NET: Top 2 influential		731	1	8	394	237	63	23	664	60	12	24	18	3	2	564	292	272	167	146	21
		36%	10%	40%	38%	36%	29%	32%	36%	36%	34%	34%	47%	41%	19%	35%	36%	35%	37%	36%	43%
NET: Top 3 influential		1024	3	13	554	320	90	33	930	84	19	34	25	4	2	788	402	386	236	204	31
		50%	27%	65%	53%	49%	42%	47%	50%	52%	53%	49%	63%	49%	23%	50%	49%	50%	52%	51%	64%
Mean		3.76	4.61	3.60	3.65	3.75	4.12	4.01	3.74	3.86	3.47	4.21	3.39	3.76	4.78	3.81	3.82	3.79	3.59	3.63	3.27
Standard deviation		2.17	1.77	2.38	2.15	2.16	2.25	2.14	2.14	2.38	1.88	2.50	2.44	2.67	2.52	2.21	2.22	2.20	2.01	2.00	2.05
Standard error		0.05	0.51	0.60	0.07	0.08	0.15	0.26	0.05	0.19	0.33	0.30	0.42	0.95	0.84	0.06	0.08	0.08	0.09	0.10	0.28

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Absolutes/col percents

Table 39

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

The reputation of the organisation which led the trial

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most influential	(1)	400	11	58	51	43	41	41	35	26	39
		20%	10%	21%	19%	17%	18%	21%	26%	22%	22%
2nd most influential	(2)	331	14	41	51	52	44	30	17	21	17
		16%	13%	15%	19%	20%	19%	15%	13%	17%	9%
3rd most influential	(3)	293	22	41	42	32	38	31	15	18	20
		14%	21%	15%	15%	12%	16%	15%	11%	15%	11%
4th most influential	(4)	261	12	42	29	37	27	23	18	14	20
		13%	12%	15%	11%	14%	12%	11%	13%	11%	11%
5th most influential	(5)	243	11	37	33	32	23	30	15	11	25
		12%	11%	13%	12%	12%	10%	15%	11%	9%	14%
6th most influential	(6)	223	16	32	33	29	29	16	11	6	24
		11%	16%	12%	12%	11%	13%	8%	8%	5%	14%
7th most influential	(7)	180	10	15	18	21	20	15	20	14	23
		9%	10%	6%	6%	8%	9%	7%	15%	11%	13%
Least influential	(8)	109	7	13	17	11	8	15	4	12	10
		5%	7%	5%	6%	4%	3%	8%	3%	10%	6%
NET: Top 2 influential		731	24	99	101	95	85	71	52	47	55
		36%	24%	35%	37%	37%	37%	35%	39%	39%	31%
NET: Top 3 influential		1024	46	140	143	127	123	102	67	65	76
		50%	45%	50%	52%	49%	53%	51%	50%	54%	43%
Mean		3.76	4.20	3.65	3.72	3.73	3.67	3.77	3.69	3.77	4.06
Standard deviation		2.17	2.09	2.08	2.16	2.10	2.10	2.22	2.27	2.38	2.29
Standard error		0.05	0.21	0.12	0.13	0.13	0.14	0.16	0.20	0.23	0.18

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Absolutes/col percents

Table 40

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether other people have run the same trial and got the same results

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
Most influential	(1)	356	162	194	48	58	62	58	54	76	115	98	59	84	58	148
		17%	16%	18%	20%	16%	18%	16%	18%	17%	21%	18%	13%	17%	21%	17%
2nd most influential	(2)	342	156	186	48	63	61	57	40	73	90	95	84	73	46	144
		17%	16%	18%	20%	18%	18%	16%	14%	16%	16%	17%	19%	15%	17%	16%
3rd most influential	(3)	275	141	134	26	49	36	53	41	70	82	74	57	61	38	114
		13%	14%	13%	11%	14%	11%	14%	14%	15%	15%	14%	13%	12%	14%	13%
4th most influential	(4)	299	151	148	38	51	37	57	47	69	76	84	69	69	25	139
		15%	15%	14%	16%	15%	11%	16%	16%	15%	14%	15%	16%	14%	9%	16%
5th most influential	(5)	230	106	124	24	43	40	40	31	53	49	53	59	69	32	89
		11%	11%	12%	10%	12%	12%	11%	10%	11%	9%	10%	13%	14%	12%	10%
6th most influential	(6)	226	121	105	20	37	28	50	36	56	53	63	44	66	31	97
		11%	12%	10%	8%	10%	8%	14%	12%	12%	10%	11%	10%	13%	12%	11%
7th most influential	(7)	189	98	91	17	32	46	32	26	36	58	50	42	40	19	102
		9%	10%	9%	7%	9%	14%	9%	9%	8%	11%	9%	9%	8%	7%	12%
Least influential	(8)	125	59	66	16	20	25	18	20	25	26	33	30	36	20	53
		6%	6%	6%	7%	6%	7%	5%	7%	6%	5%	6%	7%	7%	7%	6%
NET: Top 2 influential		698	318	379	95	121	123	115	94	149	205	193	143	157	104	292
		34%	32%	36%	40%	34%	37%	32%	32%	33%	37%	35%	32%	32%	39%	33%
NET: Top 3 influential		972	459	513	122	171	159	168	134	219	287	267	200	218	142	406
		48%	46%	49%	51%	48%	47%	46%	46%	48%	52%	49%	45%	44%	53%	46%
Mean		3.86	3.94	3.79	3.64	3.84	3.97	3.91	3.92	3.85	3.68	3.82	3.98	4.01	3.73	3.95
Standard deviation		2.17	2.16	2.19	2.20	2.14	2.32	2.11	2.19	2.12	2.19	2.18	2.13	2.19	2.26	2.20
Standard error		0.05	0.07	0.07	0.16	0.12	0.12	0.11	0.13	0.10	0.09	0.09	0.11	0.10	0.14	0.07

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Table 40

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether other people have run the same trial and got the same results

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
Most influential	(1)	356	316	22	13	42	35	39	22	17	37	40	48	40	205	168	38	150	17	39	20	62	12
		17%	18%	12%	16%	18%	20%	21%	15%	17%	19%	15%	17%	22%	18%	18%	16%	17%	17%	25%	19%	17%	7%
2nd most influential	(2)	342	288	31	15	38	24	21	28	23	30	53	50	29	190	153	37	152	20	31	13	58	30
		17%	16%	17%	18%	16%	14%	11%	19%	23%	15%	20%	17%	16%	16%	17%	15%	17%	20%	20%	12%	16%	19%
3rd most influential	(3)	275	229	37	9	28	18	30	25	9	31	25	49	14	152	118	34	122	11	19	23	52	18
		13%	13%	21%	10%	12%	10%	16%	16%	9%	16%	9%	17%	8%	13%	13%	14%	14%	11%	12%	21%	14%	11%
4th most influential	(4)	299	261	19	10	32	33	30	24	18	22	41	44	25	163	129	34	135	17	28	11	59	20
		15%	15%	11%	12%	14%	19%	16%	16%	18%	11%	15%	16%	14%	14%	14%	14%	15%	17%	18%	10%	16%	13%
5th most influential	(5)	230	192	23	13	18	27	16	17	15	24	23	34	20	121	90	31	109	16	10	15	39	29
		11%	11%	13%	15%	8%	16%	9%	12%	14%	12%	9%	12%	11%	10%	10%	13%	12%	16%	7%	14%	11%	18%
6th most influential	(6)	226	197	24	14	41	12	11	15	5	20	34	26	23	129	102	26	97	12	11	14	44	17
		11%	11%	13%	17%	18%	7%	6%	10%	5%	10%	13%	9%	13%	11%	11%	11%	11%	12%	7%	13%	12%	11%
7th most influential	(7)	189	162	17	9	23	12	25	10	10	23	24	20	15	121	101	20	68	4	7	9	29	19
		9%	9%	10%	11%	10%	7%	13%	7%	9%	12%	9%	7%	9%	11%	11%	8%	8%	4%	5%	8%	8%	12%
Least influential	(8)	125	114	5	2	11	14	13	9	6	11	29	14	12	73	52	21	52	3	12	4	19	13
		6%	6%	3%	2%	5%	8%	7%	6%	6%	6%	11%	5%	7%	6%	6%	9%	6%	3%	8%	4%	5%	8%
NET: Top 2 influential		698	604	53	28	80	58	60	51	41	67	93	97	69	395	321	75	302	38	70	33	120	42
		34%	34%	30%	33%	34%	34%	33%	34%	39%	34%	34%	34%	38%	34%	35%	31%	34%	38%	45%	30%	33%	27%
NET: Top 3 influential		972	833	89	37	109	76	90	75	50	98	118	147	83	548	439	109	425	48	89	56	172	60
		48%	47%	50%	44%	46%	44%	49%	50%	48%	49%	44%	51%	46%	47%	48%	45%	48%	49%	56%	51%	47%	38%
Mean		3.86	3.87	3.87	3.96	3.93	3.84	3.85	3.78	3.72	3.87	4.10	3.69	3.83	3.90	3.87	4.02	3.82	3.58	3.40	3.78	3.83	4.38
Standard deviation		2.17	2.19	2.00	2.09	2.20	2.19	2.28	2.07	2.14	2.22	2.31	2.05	2.28	2.21	2.21	2.21	2.12	1.95	2.20	2.08	2.11	2.11
Standard error		0.05	0.05	0.14	0.23	0.14	0.15	0.17	0.17	0.21	0.15	0.15	0.13	0.17	0.07	0.08	0.12	0.07	0.20	0.18	0.20	0.11	0.17

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Table 40

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether other people have run the same trial and got the same results

			What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
Most influential	(1)	356	1	-	167	120	44	19	327	24	6	7	5	1	5	263	134	129	92	82	10
		17%	12%	-	16%	18%	20%	27%	18%	15%	16%	10%	13%	7%	55%	17%	16%	17%	20%	20%	21%
2nd most influential	(2)	342	2	2	165	120	37	14	310	28	2	17	5	3	1	255	132	122	87	73	15
		17%	16%	8%	16%	18%	17%	19%	17%	17%	6%	24%	14%	38%	9%	16%	16%	16%	19%	18%	30%
3rd most influential	(3)	275	2	2	152	83	23	7	254	13	4	8	1	-	-	217	112	105	58	51	7
		13%	13%	12%	15%	13%	11%	9%	14%	8%	11%	12%	2%	-	-	14%	14%	14%	13%	13%	14%
4th most influential	(4)	299	2	6	147	98	27	14	267	28	6	13	6	1	4	235	123	112	64	57	6
		15%	14%	33%	14%	15%	13%	19%	14%	17%	15%	18%	14%	14%	36%	15%	15%	15%	14%	14%	13%
5th most influential	(5)	230	2	4	118	70	26	6	201	28	7	11	9	1	-	179	101	78	50	46	5
		11%	18%	20%	11%	11%	12%	8%	11%	17%	20%	15%	22%	16%	-	11%	12%	10%	11%	11%	10%
6th most influential	(6)	226	*	3	126	68	21	5	209	17	8	4	5	-	-	177	86	91	49	46	2
		11%	3%	16%	12%	10%	10%	7%	11%	10%	21%	5%	14%	-	-	11%	10%	12%	11%	12%	4%
7th most influential	(7)	189	1	1	97	66	21	3	172	13	3	7	2	1	-	156	71	85	33	31	2
		9%	11%	3%	9%	10%	10%	4%	9%	8%	9%	10%	5%	13%	-	10%	9%	11%	7%	8%	4%
Least influential	(8)	125	1	2	70	29	17	5	113	12	1	4	6	1	-	108	61	47	17	15	2
		6%	12%	8%	7%	4%	8%	7%	6%	7%	2%	6%	16%	11%	-	7%	7%	6%	4%	4%	4%
NET: Top 2 influential		698	3	2	332	240	81	33	637	52	8	24	11	4	6	518	266	251	180	155	25
		34%	28%	8%	32%	37%	37%	46%	34%	32%	22%	34%	27%	45%	64%	33%	32%	33%	40%	38%	51%
NET: Top 3 influential		972	5	4	484	323	104	39	891	65	12	32	11	4	6	735	379	356	238	206	32
		48%	42%	20%	46%	49%	48%	55%	48%	40%	33%	45%	29%	45%	64%	46%	46%	46%	53%	51%	65%
Mean		3.86	4.23	4.64	3.96	3.75	3.86	3.33	3.86	4.05	4.28	3.91	4.58	4.02	2.17	3.95	3.94	3.96	3.57	3.63	3.08
Standard deviation		2.17	2.33	1.60	2.18	2.14	2.29	2.16	2.18	2.15	2.00	2.06	2.31	2.45	1.48	2.19	2.18	2.20	2.09	2.11	1.93
Standard error		0.05	0.67	0.40	0.07	0.08	0.15	0.26	0.05	0.17	0.35	0.25	0.40	0.87	0.49	0.05	0.08	0.08	0.10	0.11	0.26

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Table 40

Q5. The list below shows a number of different factors which might influence how much you trust a clinical trial. Please rank each of the following factors from 1 to 8 in order of how much influence they would have on your level of trust, where 1 means the most influential, 2 means the second most influential, through to 8 which means the least influential.

Base: All respondents

Whether other people have run the same trial and got the same results

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
Most influential	(1)	356	15	60	44	38	33	26	26	19	35
		17%	15%	22%	16%	15%	14%	13%	20%	16%	20%
2nd most influential	(2)	342	26	40	52	46	35	30	23	19	23
		17%	26%	14%	19%	18%	15%	15%	17%	16%	13%
3rd most influential	(3)	275	4	34	35	35	39	27	17	24	25
		13%	4%	12%	13%	14%	17%	14%	13%	20%	14%
4th most influential	(4)	299	16	41	43	39	32	29	18	16	28
		15%	16%	15%	16%	15%	14%	15%	13%	13%	16%
5th most influential	(5)	230	16	32	38	27	31	16	12	17	15
		11%	16%	12%	14%	11%	13%	8%	9%	14%	9%
6th most influential	(6)	226	12	33	21	29	26	27	23	11	18
		11%	12%	12%	8%	11%	11%	13%	17%	10%	10%
7th most influential	(7)	189	4	18	20	29	25	34	10	8	13
		9%	4%	7%	7%	11%	11%	17%	8%	7%	8%
Least influential	(8)	125	8	20	20	13	11	10	5	6	20
		6%	8%	7%	7%	5%	5%	5%	4%	5%	11%
NET: Top 2 influential		698	42	101	96	84	68	57	49	38	58
		34%	40%	36%	35%	33%	30%	28%	37%	32%	33%
NET: Top 3 influential		972	46	134	131	119	107	84	66	62	82
		48%	45%	48%	48%	47%	46%	42%	49%	51%	47%
Mean		3.86	3.85	3.78	3.82	3.93	3.97	4.22	3.77	3.76	3.97
Standard deviation		2.17	2.18	2.22	2.14	2.14	2.10	2.20	2.16	2.05	2.33
Standard error		0.05	0.22	0.13	0.13	0.13	0.14	0.15	0.19	0.20	0.18

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Table 41

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Summary table

		Researchers with a declared conflict of interest cannot be trusted to conduct clinical trials research in an independent and unbiased manner	I would not trust a healthcare professional who worked with the pharmaceutical industry to give me unbiased advice on clinical trials data	Funding from the pharmaceutical industry is the only way in which society can afford to develop new and innovative drugs	Clinical trials research funded by the pharmaceutical industry is often biased to produce a positive outcome	Clinical trials methodologies effectively protect against any potential bias introduced by the source of the funding or the researchers themselves	Publication of clinical trials in peer reviewed journals ensures that the evidence is of a high quality
Unweighted base		2041	2041	2041	2041	2041	2041
Weighted base		2041	2041	2041	2041	2041	2041
NET: Agree		1458 71%	1187 58%	1063 52%	1358 67%	953 47%	1410 69%
Strongly agree	(4)	422 21%	290 14%	156 8%	372 18%	105 5%	275 13%
Tend to agree	(3)	1036 51%	896 44%	907 44%	986 48%	848 42%	1135 56%
Tend to disagree	(2)	287 14%	503 25%	526 26%	305 15%	476 23%	270 13%
Strongly disagree	(1)	36 2%	85 4%	147 7%	42 2%	79 4%	37 2%
NET: Disagree		324 16%	588 29%	672 33%	347 17%	555 27%	307 15%
Don't know		259 13%	266 13%	306 15%	336 16%	533 26%	325 16%
Mean		3.03	2.78	2.62	2.99	2.65	2.96
Standard deviation		0.69	0.77	0.76	0.70	0.69	0.63
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

Medical Information Survey
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Absolutes/col percents

Table 42

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Researchers with a declared conflict of interest cannot be trusted to conduct clinical trials research in an independent and unbiased manner

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1458	721	737	154	236	228	267	221	353	410	399	306	344	206	601
		71%	73%	70%	65%	67%	68%	73%	75%	77%	75%	73%	69%	69%	77%	68%
Strongly agree	(4)	422	196	226	47	70	61	80	64	99	121	97	82	121	50	168
		21%	20%	22%	20%	20%	18%	22%	22%	22%	22%	18%	19%	24%	18%	19%
Tend to agree	(3)	1036	525	512	106	166	166	186	157	254	289	302	223	223	156	434
		51%	53%	49%	45%	47%	50%	51%	53%	56%	53%	55%	50%	45%	58%	49%
Tend to disagree	(2)	287	153	134	38	56	45	46	45	58	81	79	66	61	38	136
		14%	15%	13%	16%	16%	13%	13%	15%	13%	15%	14%	15%	12%	14%	15%
Strongly disagree	(1)	36	21	16	6	3	6	9	2	9	8	5	12	11	4	17
		2%	2%	1%	3%	1%	2%	3%	1%	2%	2%	1%	3%	2%	1%	2%
NET: Disagree		324	174	150	44	59	51	55	47	67	89	84	78	72	41	154
		16%	17%	14%	19%	17%	15%	15%	16%	15%	16%	15%	18%	14%	15%	17%
Don't know		259	100	159	39	58	56	42	26	37	50	66	61	82	22	132
		13%	10%	15%	17%	16%	17%	11%	9%	8%	9%	12%	14%	17%	8%	15%
Mean		3.03	3.00	3.07	2.98	3.03	3.01	3.05	3.05	3.05	3.05	3.02	2.98	3.09	3.02	3.00
Standard deviation		0.69	0.70	0.69	0.75	0.69	0.69	0.71	0.66	0.67	0.69	0.64	0.72	0.73	0.64	0.70
Standard error		0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.04	0.03

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Absolutes/col percents

Table 42

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Researchers with a declared conflict of interest cannot be trusted to conduct clinical trials research in an independent and unbiased manner

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1458	1248	137	57	162	116	134	111	74	141	196	203	129	807	648	159	651	59	103	91	283	115
		71%	71%	77%	66%	69%	67%	73%	73%	71%	71%	73%	71%	72%	70%	71%	66%	74%	60%	66%	84%	78%	73%
Strongly agree	(4)	422	358	47	15	54	32	33	41	17	32	61	60	31	217	177	40	205	25	38	30	76	36
		21%	20%	27%	17%	23%	19%	18%	27%	16%	16%	23%	21%	17%	19%	19%	17%	23%	25%	24%	27%	21%	23%
Tend to agree	(3)	1036	890	89	42	108	84	101	70	57	109	135	144	98	590	471	119	447	34	66	61	207	80
		51%	51%	50%	49%	46%	48%	55%	46%	55%	55%	50%	50%	55%	51%	51%	49%	50%	34%	42%	56%	57%	50%
Tend to disagree	(2)	287	255	20	17	33	31	21	23	12	27	35	39	29	174	143	31	113	14	20	11	50	18
		14%	14%	12%	20%	14%	18%	12%	15%	11%	13%	13%	14%	16%	15%	16%	13%	13%	14%	13%	10%	14%	11%
Strongly disagree	(1)	36	33	3	2	8	-	7	2	1	3	5	4	2	21	15	6	16	4	5	3	3	1
		2%	2%	2%	2%	3%	-	4%	2%	1%	1%	2%	1%	1%	2%	2%	3%	2%	4%	3%	3%	1%	1%
NET: Disagree		324	288	23	19	41	31	28	26	13	29	39	43	31	195	157	37	129	18	24	14	53	19
		16%	16%	13%	22%	17%	18%	15%	17%	12%	15%	15%	15%	17%	17%	17%	16%	15%	18%	16%	13%	15%	12%
Don't know		259	224	17	10	32	26	22	15	18	27	34	39	19	153	109	45	106	22	29	3	27	24
		13%	13%	10%	12%	14%	15%	12%	10%	17%	14%	13%	14%	11%	13%	12%	19%	12%	22%	19%	3%	8%	15%
Mean		3.03	3.02	3.13	2.92	3.03	3.01	2.98	3.09	3.04	3.00	3.07	3.05	2.99	3.00	3.01	2.98	3.08	3.04	3.07	3.11	3.06	3.12
Standard deviation		0.69	0.70	0.70	0.72	0.76	0.66	0.72	0.73	0.60	0.64	0.69	0.68	0.65	0.69	0.69	0.70	0.69	0.85	0.77	0.71	0.64	0.65
Standard error		0.02	0.02	0.05	0.09	0.05	0.05	0.06	0.07	0.07	0.05	0.05	0.05	0.05	0.02	0.03	0.04	0.02	0.10	0.07	0.07	0.03	0.06

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Absolutes/col percents

Table 42

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Researchers with a declared conflict of interest cannot be trusted to conduct clinical trials research in an independent and unbiased manner

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1458	6	8	739	479	157	54	1331	109	21	50	24	6	8	1132	576	556	326	285	41
		71%	52%	40%	71%	73%	72%	76%	72%	67%	57%	72%	63%	71%	83%	71%	70%	72%	72%	71%	83%
Strongly agree	(4)	422	4	4	221	124	48	16	371	43	8	23	7	2	3	329	165	165	93	82	11
		21%	30%	20%	21%	19%	22%	22%	20%	26%	23%	33%	17%	21%	31%	21%	20%	21%	21%	20%	22%
Tend to agree	(3)	1036	3	4	518	355	109	39	960	66	12	27	18	4	5	803	412	391	233	203	30
		51%	21%	20%	50%	54%	50%	54%	52%	40%	34%	38%	46%	49%	51%	51%	50%	51%	52%	51%	61%
Tend to disagree	(2)	287	4	5	131	101	33	10	264	21	4	12	3	1	1	226	127	100	61	58	3
		14%	30%	27%	13%	15%	15%	14%	14%	13%	12%	17%	8%	13%	9%	14%	15%	13%	14%	14%	7%
Strongly disagree	(1)	36	-	1	17	10	7	1	27	8	4	2	1	1	-	33	25	8	4	4	-
		2%	-	5%	2%	2%	3%	1%	1%	5%	11%	3%	2%	16%	-	2%	3%	1%	1%	1%	-
NET: Disagree		324	4	6	147	112	40	11	291	29	8	14	4	2	1	259	151	108	64	61	3
		16%	30%	33%	14%	17%	19%	16%	16%	18%	23%	20%	10%	29%	9%	16%	18%	14%	14%	15%	7%
Don't know		259	2	5	156	63	20	6	231	25	7	6	11	-	1	199	93	106	60	55	5
		13%	18%	27%	15%	10%	9%	8%	12%	15%	20%	9%	27%	-	9%	13%	11%	14%	13%	14%	10%
Mean		3.03	3.01	2.75	3.06	3.00	3.00	3.05	3.03	3.04	2.86	3.12	3.06	2.75	3.25	3.03	2.98	3.07	3.06	3.05	3.16
Standard deviation		0.69	0.91	0.97	0.68	0.67	0.75	0.68	0.68	0.84	1.01	0.82	0.69	1.03	0.65	0.70	0.73	0.67	0.65	0.67	0.55
Standard error		0.02	0.27	0.27	0.02	0.03	0.05	0.09	0.02	0.07	0.19	0.10	0.14	0.37	0.23	0.02	0.03	0.03	0.03	0.04	0.08

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Absolutes/col percents

Table 42

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Researchers with a declared conflict of interest cannot be trusted to conduct clinical trials research in an independent and unbiased manner

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1458	66	194	188	192	168	147	103	79	130
		71%	64%	69%	69%	75%	73%	73%	77%	66%	74%
Strongly agree	(4)	422	25	63	58	47	61	34	25	17	38
		21%	25%	23%	21%	18%	26%	17%	19%	14%	21%
Tend to agree	(3)	1036	41	130	131	144	108	113	78	63	92
		51%	39%	47%	48%	56%	47%	56%	58%	52%	52%
Tend to disagree	(2)	287	13	35	40	43	33	24	19	22	30
		14%	13%	13%	15%	17%	14%	12%	15%	19%	17%
Strongly disagree	(1)	36	1	8	4	1	5	5	-	5	4
		2%	1%	3%	1%	*	2%	3%	-	4%	2%
NET: Disagree		324	14	44	44	44	37	29	19	28	33
		16%	14%	16%	16%	17%	16%	15%	15%	23%	19%
Don't know		259	23	42	41	20	25	24	11	14	13
		13%	22%	15%	15%	8%	11%	12%	8%	11%	8%
Mean		3.03	3.13	3.05	3.04	3.01	3.09	3.00	3.05	2.85	3.01
Standard deviation		0.69	0.72	0.74	0.70	0.63	0.73	0.67	0.61	0.73	0.71
Standard error		0.02	0.08	0.05	0.04	0.04	0.05	0.05	0.05	0.08	0.06

Medical Information Survey
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Absolutes/col percents

Table 43

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would not trust a healthcare professional who worked with the pharmaceutical industry to give me unbiased advice on clinical trials data

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1187	621	566	111	186	171	211	195	313	347	310	250	281	145	509
		58%	62%	54%	47%	53%	51%	58%	66%	68%	63%	56%	56%	56%	54%	57%
Strongly agree	(4)	290	136	154	30	57	45	57	35	66	71	67	68	84	35	128
		14%	14%	15%	13%	16%	13%	16%	12%	14%	13%	12%	15%	17%	13%	14%
Tend to agree	(3)	896	485	412	81	129	125	154	160	248	276	243	181	197	110	381
		44%	49%	39%	34%	36%	37%	42%	54%	54%	50%	44%	41%	40%	41%	43%
Tend to disagree	(2)	503	251	251	57	99	98	86	70	92	123	147	115	118	66	228
		25%	25%	24%	24%	28%	29%	24%	24%	20%	22%	27%	26%	24%	25%	26%
Strongly disagree	(1)	85	39	46	19	15	12	18	6	15	21	15	29	21	18	35
		4%	4%	4%	8%	4%	4%	5%	2%	3%	4%	3%	6%	4%	7%	4%
NET: Disagree		588	290	298	77	113	110	104	76	107	145	161	143	139	84	263
		29%	29%	28%	32%	32%	33%	29%	26%	23%	26%	29%	32%	28%	31%	30%
Don't know		266	83	183	49	54	54	48	24	37	57	78	52	79	39	115
		13%	8%	18%	21%	15%	16%	13%	8%	8%	10%	14%	12%	16%	15%	13%
Mean		2.78	2.79	2.78	2.65	2.76	2.72	2.79	2.83	2.86	2.81	2.77	2.74	2.82	2.71	2.78
Standard deviation		0.77	0.74	0.80	0.87	0.81	0.78	0.80	0.67	0.71	0.73	0.72	0.83	0.81	0.82	0.77
Standard error		0.02	0.02	0.03	0.07	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 43

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would not trust a healthcare professional who worked with the pharmaceutical industry to give me unbiased advice on clinical trials data

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1187	1036	96	53	140	94	106	87	55	115	163	174	103	654	518	136	533	57	71	78	246	81
		58%	59%	54%	62%	60%	54%	58%	58%	53%	58%	61%	61%	58%	57%	57%	56%	60%	57%	45%	72%	68%	51%
Strongly agree	(4)	290	255	25	14	29	26	27	21	10	26	46	50	17	163	135	28	128	24	19	20	48	17
		14%	15%	14%	17%	12%	15%	15%	14%	10%	13%	17%	17%	10%	14%	15%	11%	14%	24%	12%	18%	13%	11%
Tend to agree	(3)	896	781	71	39	112	68	79	66	45	90	117	124	86	491	383	108	406	33	52	59	198	64
		44%	44%	40%	45%	48%	39%	43%	44%	43%	45%	44%	44%	48%	42%	42%	45%	46%	33%	33%	54%	54%	40%
Tend to disagree	(2)	503	431	46	17	56	50	42	44	26	48	55	76	44	294	241	53	209	25	39	22	75	48
		25%	24%	26%	20%	24%	29%	23%	29%	25%	24%	20%	26%	24%	25%	26%	22%	24%	25%	25%	20%	21%	30%
Strongly disagree	(1)	85	77	5	5	10	8	7	7	4	8	13	12	7	53	40	14	32	3	14	1	10	3
		4%	4%	3%	6%	4%	4%	4%	5%	3%	4%	5%	4%	4%	5%	4%	6%	4%	3%	9%	1%	3%	2%
NET: Disagree		588	508	51	22	66	58	49	51	29	56	68	87	50	347	281	67	241	29	53	23	85	51
		29%	29%	29%	26%	28%	33%	27%	34%	28%	28%	25%	31%	28%	30%	31%	28%	27%	29%	34%	21%	23%	32%
Don't know		266	216	30	10	28	22	28	14	20	26	38	24	26	154	116	39	112	14	32	7	32	26
		13%	12%	17%	12%	12%	13%	15%	9%	19%	13%	14%	8%	14%	13%	13%	16%	13%	14%	21%	6%	9%	16%
Mean		2.78	2.79	2.79	2.83	2.77	2.74	2.81	2.73	2.73	2.78	2.85	2.81	2.74	2.76	2.77	2.74	2.81	2.90	2.62	2.96	2.86	2.72
Standard deviation		0.77	0.77	0.76	0.81	0.75	0.80	0.78	0.78	0.73	0.75	0.80	0.79	0.71	0.78	0.79	0.78	0.75	0.86	0.88	0.67	0.69	0.71
Standard error		0.02	0.02	0.06	0.10	0.05	0.06	0.06	0.07	0.08	0.05	0.05	0.05	0.06	0.02	0.03	0.04	0.03	0.10	0.08	0.07	0.04	0.06

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Absolutes/col percents

Table 43

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would not trust a healthcare professional who worked with the pharmaceutical industry to give me unbiased advice on clinical trials data

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1187	9	8	582	413	130	29	1082	86	19	35	17	6	8	920	474	446	267	235	32
		58%	76%	40%	56%	63%	60%	41%	58%	53%	54%	51%	43%	71%	87%	58%	58%	58%	59%	59%	64%
Strongly agree	(4)	290	5	1	142	99	35	6	254	33	5	17	4	2	4	239	127	111	52	46	6
		14%	38%	5%	14%	15%	16%	8%	14%	20%	13%	24%	11%	28%	42%	15%	16%	14%	11%	12%	11%
Tend to agree	(3)	896	5	7	441	313	94	23	828	53	15	18	12	3	4	682	346	335	215	189	26
		44%	38%	35%	42%	48%	44%	32%	45%	33%	40%	26%	31%	43%	45%	43%	42%	44%	48%	47%	53%
Tend to disagree	(2)	503	-	5	273	150	48	22	462	40	9	19	11	1	*	394	201	193	108	102	6
		25%	-	28%	26%	23%	22%	31%	25%	24%	23%	27%	28%	13%	5%	25%	24%	25%	24%	25%	13%
Strongly disagree	(1)	85	-	1	43	23	11	6	73	12	2	2	6	1	-	66	45	22	19	15	4
		4%	-	5%	4%	4%	5%	9%	4%	7%	6%	3%	16%	16%	-	4%	5%	3%	4%	4%	9%
NET: Disagree		588	-	6	316	173	59	29	535	52	11	21	17	2	*	461	246	215	127	117	11
		29%	-	33%	30%	26%	27%	40%	29%	32%	29%	30%	44%	29%	5%	29%	30%	28%	28%	29%	22%
Don't know		266	3	5	143	68	28	14	236	26	6	14	5	-	1	209	102	108	57	50	7
		13%	24%	27%	14%	10%	13%	19%	13%	16%	17%	19%	13%	-	9%	13%	12%	14%	13%	12%	14%
Mean		2.78	3.50	2.54	2.76	2.83	2.81	2.49	2.78	2.78	2.74	2.89	2.45	2.82	3.41	2.79	2.77	2.81	2.76	2.76	2.78
Standard deviation		0.77	0.53	0.76	0.77	0.75	0.81	0.82	0.76	0.91	0.83	0.88	0.95	1.09	0.62	0.78	0.81	0.75	0.74	0.73	0.81
Standard error		0.02	0.17	0.21	0.03	0.03	0.06	0.11	0.02	0.08	0.16	0.12	0.18	0.38	0.22	0.02	0.03	0.03	0.04	0.04	0.12

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Absolutes/col percents

Table 43

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
I would not trust a healthcare professional who worked with the pharmaceutical industry to give me unbiased advice on clinical trials data

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1187	55	174	154	143	142	119	81	56	106
		58%	54%	63%	56%	56%	62%	59%	60%	47%	60%
Strongly agree	(4)	290	20	38	38	44	34	31	19	7	29
		14%	19%	14%	14%	17%	15%	15%	14%	6%	16%
Tend to agree	(3)	896	36	137	116	99	108	88	62	50	78
		44%	35%	49%	42%	39%	47%	44%	46%	41%	44%
Tend to disagree	(2)	503	26	60	69	77	50	48	37	34	38
		25%	26%	22%	25%	30%	22%	24%	27%	28%	21%
Strongly disagree	(1)	85	6	8	14	2	10	10	4	8	15
		4%	6%	3%	5%	1%	4%	5%	3%	7%	9%
NET: Disagree		588	32	68	83	79	60	58	41	42	53
		29%	31%	24%	30%	31%	26%	29%	30%	35%	30%
Don't know		266	15	37	36	33	29	23	13	22	16
		13%	15%	13%	13%	13%	12%	12%	9%	18%	9%
Mean		2.78	2.79	2.84	2.75	2.83	2.82	2.79	2.79	2.56	2.75
Standard deviation		0.77	0.87	0.72	0.79	0.75	0.77	0.79	0.74	0.74	0.86
Standard error		0.02	0.10	0.05	0.05	0.05	0.05	0.06	0.07	0.08	0.07

Medical Information Survey
ONLINE Fieldwork: 18th-20th March 2016

Absolutes/col percents

Table 44

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Funding from the pharmaceutical industry is the only way in which society can afford to develop new and innovative drugs

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1063	503	559	115	181	167	186	163	251	309	275	221	259	143	463
		52%	51%	53%	48%	51%	50%	51%	55%	55%	56%	50%	50%	52%	53%	52%
Strongly agree	(4)	156	78	77	8	28	25	29	29	36	38	42	35	41	18	75
		8%	8%	7%	3%	8%	8%	8%	10%	8%	7%	8%	8%	8%	7%	8%
Tend to agree	(3)	907	425	482	107	152	142	156	134	215	271	233	185	218	125	388
		44%	43%	46%	45%	43%	42%	43%	46%	47%	49%	42%	42%	44%	47%	44%
Tend to disagree	(2)	526	295	231	72	94	58	100	76	125	136	163	112	114	74	220
		26%	30%	22%	30%	27%	17%	27%	26%	27%	25%	30%	25%	23%	27%	25%
Strongly disagree	(1)	147	96	51	10	17	40	26	18	37	42	33	38	34	20	54
		7%	10%	5%	4%	5%	12%	7%	6%	8%	8%	6%	8%	7%	7%	6%
NET: Disagree		672	391	282	81	112	98	125	94	162	178	196	150	149	93	274
		33%	39%	27%	34%	32%	29%	35%	32%	36%	32%	36%	34%	30%	35%	31%
Don't know		306	100	206	41	61	70	52	37	44	62	78	74	91	33	150
		15%	10%	20%	17%	17%	21%	14%	13%	10%	11%	14%	17%	18%	12%	17%
Mean		2.62	2.54	2.70	2.58	2.65	2.58	2.61	2.68	2.60	2.63	2.60	2.59	2.65	2.60	2.66
Standard deviation		0.76	0.80	0.72	0.65	0.74	0.86	0.77	0.76	0.77	0.75	0.75	0.80	0.77	0.75	0.76
Standard error		0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 44

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Funding from the pharmaceutical industry is the only way in which society can afford to develop new and innovative drugs

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1063	924	76	46	130	84	94	70	63	108	136	165	92	605	466	139	457	42	70	61	199	86
		52%	53%	43%	54%	55%	48%	51%	46%	60%	55%	51%	58%	51%	52%	51%	58%	52%	42%	45%	56%	55%	54%
Strongly agree	(4)	156	129	15	8	18	16	8	9	13	17	17	22	13	93	73	20	63	5	7	10	29	11
		8%	7%	8%	9%	8%	9%	4%	6%	12%	8%	6%	8%	7%	8%	8%	8%	7%	6%	4%	9%	8%	7%
Tend to agree	(3)	907	795	62	39	111	68	86	60	50	91	119	142	79	513	393	120	394	37	63	51	170	74
		44%	45%	35%	45%	47%	39%	47%	40%	48%	46%	44%	50%	44%	44%	43%	50%	45%	37%	40%	47%	47%	47%
Tend to disagree	(2)	526	462	40	21	58	47	51	48	23	46	70	66	55	293	242	51	232	30	45	27	103	28
		26%	26%	23%	25%	25%	27%	28%	32%	22%	23%	26%	23%	31%	25%	26%	21%	26%	30%	29%	25%	28%	18%
Strongly disagree	(1)	147	119	22	5	13	14	11	14	6	12	19	21	10	74	65	9	73	12	16	10	25	11
		7%	7%	12%	6%	6%	8%	6%	9%	6%	6%	7%	7%	5%	6%	7%	4%	8%	12%	10%	9%	7%	7%
NET: Disagree		672	582	62	26	71	61	62	62	29	58	88	87	65	367	307	60	306	41	61	36	128	39
		33%	33%	35%	31%	30%	35%	34%	41%	28%	30%	33%	30%	36%	32%	34%	25%	34%	42%	39%	34%	35%	24%
Don't know		306	254	39	13	34	29	27	19	12	31	45	34	22	183	141	41	123	16	26	11	36	34
		15%	14%	22%	15%	15%	16%	15%	13%	12%	16%	17%	12%	12%	16%	15%	17%	14%	16%	17%	10%	10%	21%
Mean		2.62	2.62	2.50	2.67	2.67	2.59	2.58	2.49	2.76	2.68	2.60	2.66	2.61	2.64	2.61	2.75	2.59	2.43	2.46	2.63	2.62	2.70
Standard deviation		0.76	0.75	0.88	0.76	0.73	0.81	0.70	0.78	0.77	0.75	0.75	0.75	0.73	0.76	0.77	0.69	0.77	0.82	0.77	0.80	0.76	0.75
Standard error		0.02	0.02	0.07	0.09	0.05	0.06	0.06	0.07	0.08	0.06	0.05	0.05	0.06	0.02	0.03	0.04	0.03	0.09	0.07	0.08	0.04	0.07

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Absolutes/col percents

Table 44

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Funding from the pharmaceutical industry is the only way in which society can afford to develop new and innovative drugs

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1063	9	8	572	330	99	34	968	85	18	40	19	6	2	831	423	408	232	207	25
		52%	76%	39%	55%	51%	46%	47%	52%	52%	48%	57%	50%	76%	22%	52%	52%	53%	51%	51%	51%
Strongly agree	(4)	156	3	1	83	44	20	1	141	12	2	6	3	1	-	124	63	61	32	30	1
		8%	22%	3%	8%	7%	9%	2%	8%	7%	6%	9%	7%	16%	-	8%	8%	8%	7%	8%	3%
Tend to agree	(3)	907	7	7	488	286	79	32	827	73	15	34	17	5	2	707	360	348	200	176	24
		44%	54%	36%	47%	44%	36%	45%	45%	45%	43%	48%	43%	59%	22%	44%	44%	45%	44%	44%	49%
Tend to disagree	(2)	526	2	7	237	185	67	26	485	36	7	15	9	1	2	398	222	176	128	114	14
		26%	12%	34%	23%	28%	31%	36%	26%	22%	20%	22%	24%	17%	25%	25%	27%	23%	28%	28%	28%
Strongly disagree	(1)	147	1	-	60	50	26	5	129	14	2	7	1	-	4	116	60	56	31	27	4
		7%	11%	-	6%	8%	12%	7%	7%	9%	6%	10%	2%	-	36%	7%	7%	7%	7%	7%	8%
NET: Disagree		672	3	7	298	235	93	31	614	50	9	23	10	1	6	513	282	232	159	141	18
		33%	24%	34%	29%	36%	43%	43%	33%	30%	26%	32%	26%	17%	61%	32%	34%	30%	35%	35%	36%
Don't know		306	-	5	173	89	24	7	271	29	9	8	9	1	2	246	116	129	60	54	6
		15%	-	27%	17%	14%	11%	10%	15%	18%	26%	11%	24%	7%	17%	15%	14%	17%	13%	13%	13%
Mean		2.62	2.87	2.57	2.68	2.57	2.48	2.47	2.62	2.62	2.64	2.62	2.72	2.99	1.84	2.62	2.60	2.65	2.59	2.60	2.52
Standard deviation		0.76	0.92	0.59	0.74	0.76	0.86	0.68	0.76	0.79	0.75	0.82	0.69	0.65	0.88	0.77	0.77	0.77	0.75	0.76	0.72
Standard error		0.02	0.27	0.16	0.03	0.03	0.06	0.09	0.02	0.07	0.15	0.10	0.14	0.24	0.33	0.02	0.03	0.03	0.04	0.04	0.10

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Absolutes/col percents

Table 44

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Funding from the pharmaceutical industry is the only way in which society can afford to develop new and innovative drugs

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1063	56	142	158	141	120	100	70	67	93
		52%	54%	51%	58%	55%	52%	50%	52%	55%	53%
Strongly agree	(4)	156	6	21	29	20	30	11	12	6	9
		8%	5%	7%	11%	8%	13%	6%	9%	5%	5%
Tend to agree	(3)	907	50	122	129	121	90	89	58	60	84
		44%	49%	44%	47%	47%	39%	44%	43%	50%	48%
Tend to disagree	(2)	526	30	57	64	67	55	60	43	25	54
		26%	29%	20%	23%	26%	24%	30%	32%	21%	31%
Strongly disagree	(1)	147	8	27	9	14	23	16	3	9	15
		7%	7%	10%	3%	6%	10%	8%	2%	8%	8%
NET: Disagree		672	37	84	72	81	78	76	46	34	69
		33%	36%	30%	26%	32%	34%	38%	34%	28%	39%
Don't know		306	10	53	43	34	33	24	19	20	14
		15%	10%	19%	16%	13%	14%	12%	14%	17%	8%
Mean		2.62	2.58	2.60	2.77	2.66	2.64	2.55	2.68	2.63	2.54
Standard deviation		0.76	0.73	0.82	0.71	0.73	0.88	0.75	0.69	0.74	0.74
Standard error		0.02	0.08	0.05	0.05	0.05	0.06	0.06	0.07	0.08	0.06

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Absolutes/col percents

Table 45

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Clinical trials research funded by the pharmaceutical industry is often biased to produce a positive outcome

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1358	683	675	135	224	207	251	207	334	398	358	283	319	177	574
		67%	69%	65%	57%	63%	62%	69%	70%	73%	73%	65%	64%	64%	66%	65%
Strongly agree	(4)	372	178	193	31	56	61	80	56	89	105	76	87	104	43	154
		18%	18%	18%	13%	16%	18%	22%	19%	19%	19%	14%	20%	21%	16%	17%
Tend to agree	(3)	986	504	482	104	167	146	172	152	245	294	282	195	215	135	420
		48%	51%	46%	44%	47%	44%	47%	52%	54%	54%	51%	44%	43%	50%	47%
Tend to disagree	(2)	305	152	153	41	62	56	46	35	64	71	85	68	80	44	134
		15%	15%	15%	17%	18%	17%	13%	12%	14%	13%	16%	15%	16%	16%	15%
Strongly disagree	(1)	42	23	19	8	7	4	4	6	13	12	9	8	14	3	16
		2%	2%	2%	3%	2%	1%	1%	2%	3%	2%	2%	2%	3%	1%	2%
NET: Disagree		347	175	172	49	69	60	50	41	77	82	94	76	94	47	149
		17%	18%	16%	21%	20%	18%	14%	14%	17%	15%	17%	17%	19%	18%	17%
Don't know		336	137	200	53	61	68	62	46	46	68	97	86	85	44	163
		16%	14%	19%	22%	17%	20%	17%	16%	10%	12%	18%	19%	17%	16%	18%
Mean		2.99	2.98	3.00	2.86	2.93	2.99	3.08	3.04	3.00	3.02	2.94	3.01	2.99	2.97	2.99
Standard deviation		0.70	0.70	0.71	0.74	0.71	0.71	0.68	0.68	0.70	0.68	0.66	0.72	0.76	0.66	0.70
Standard error		0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.04	0.03

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Absolutes/col percents

Table 45

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Clinical trials research funded by the pharmaceutical industry is often biased to produce a positive outcome

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1358	1170	117	56	149	106	118	100	71	127	182	209	122	752	596	156	606	69	91	74	269	104
		67%	67%	66%	65%	63%	61%	64%	66%	68%	64%	68%	73%	68%	65%	65%	65%	68%	70%	58%	68%	74%	66%
Strongly agree	(4)	372	322	33	22	38	24	31	32	17	30	58	55	31	197	157	40	175	19	27	28	65	36
		18%	18%	19%	26%	16%	14%	17%	21%	16%	15%	22%	19%	17%	17%	17%	17%	20%	19%	17%	26%	18%	23%
Tend to agree	(3)	986	848	83	34	111	82	87	68	54	98	124	154	92	555	439	115	432	50	63	46	204	68
		48%	48%	47%	40%	47%	47%	47%	45%	52%	49%	46%	54%	51%	48%	48%	48%	49%	50%	40%	42%	56%	43%
Tend to disagree	(2)	305	269	28	17	39	34	28	28	8	24	46	34	21	178	139	39	127	11	28	17	49	22
		15%	15%	16%	19%	17%	20%	15%	19%	8%	12%	17%	12%	12%	15%	15%	16%	14%	11%	18%	16%	13%	14%
Strongly disagree	(1)	42	36	2	3	9	7	4	5	3	3	2	3	1	19	13	6	23	2	4	4	6	7
		2%	2%	1%	3%	4%	4%	2%	3%	3%	1%	1%	1%	*	2%	1%	2%	3%	2%	3%	4%	2%	4%
NET: Disagree		347	305	30	20	48	41	32	33	11	26	48	37	22	196	152	44	150	12	32	22	55	29
		17%	17%	17%	23%	20%	23%	17%	22%	11%	13%	18%	13%	12%	17%	17%	18%	17%	13%	20%	20%	15%	18%
Don't know		336	284	31	10	38	27	34	17	22	44	39	39	35	207	166	41	129	18	35	13	39	25
		16%	16%	17%	12%	16%	15%	18%	12%	21%	22%	15%	14%	20%	18%	18%	17%	15%	18%	22%	12%	11%	16%
Mean		2.99	2.99	3.01	2.99	2.91	2.84	2.97	2.96	3.03	3.00	3.03	3.06	3.06	2.98	2.99	2.95	3.00	3.06	2.93	3.03	3.01	3.00
Standard deviation		0.70	0.71	0.69	0.82	0.75	0.75	0.71	0.78	0.67	0.65	0.70	0.64	0.61	0.69	0.68	0.71	0.72	0.67	0.76	0.81	0.65	0.81
Standard error		0.02	0.02	0.05	0.10	0.05	0.06	0.06	0.07	0.07	0.05	0.05	0.04	0.05	0.02	0.03	0.04	0.03	0.08	0.07	0.08	0.03	0.07

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Absolutes/col percents

Table 45

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Clinical trials research funded by the pharmaceutical industry is often biased to produce a positive outcome

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1358	12	10	660	463	160	39	1236	105	19	49	22	6	9	1047	554	492	311	273	39
		67%	94%	54%	63%	71%	74%	54%	67%	64%	51%	70%	57%	80%	91%	66%	68%	64%	69%	68%	79%
Strongly agree	(4)	372	5	2	171	131	50	7	332	36	6	16	8	2	4	299	162	137	72	64	8
		18%	42%	13%	16%	20%	23%	10%	18%	22%	15%	22%	21%	24%	42%	19%	20%	18%	16%	16%	17%
Tend to agree	(3)	986	6	8	488	332	110	32	905	70	13	33	14	5	5	747	392	355	239	209	30
		48%	52%	41%	47%	51%	51%	44%	49%	43%	36%	47%	36%	57%	49%	47%	48%	46%	53%	52%	62%
Tend to disagree	(2)	305	1	2	168	88	29	13	274	27	8	7	12	1	-	244	134	109	61	56	5
		15%	6%	8%	16%	13%	13%	19%	15%	17%	21%	10%	30%	13%	-	15%	16%	14%	13%	14%	11%
Strongly disagree	(1)	42	-	2	18	16	3	3	39	3	2	1	-	-	-	30	16	14	11	11	1
		2%	-	11%	2%	2%	1%	4%	2%	2%	4%	2%	-	-	-	2%	2%	2%	3%	3%	1%
NET: Disagree		347	1	4	186	103	32	16	313	30	9	8	12	1	-	274	150	124	72	66	6
		17%	6%	20%	18%	16%	15%	23%	17%	18%	26%	11%	30%	13%	-	17%	18%	16%	16%	17%	12%
Don't know		336	-	5	197	87	25	17	303	28	9	13	5	1	1	269	116	153	67	62	5
		16%	-	27%	19%	13%	12%	23%	16%	17%	23%	19%	13%	7%	9%	17%	14%	20%	15%	16%	9%
Mean		2.99	3.36	2.75	2.96	3.02	3.08	2.78	2.99	3.02	2.81	3.11	2.90	3.11	3.46	3.00	2.99	3.00	2.97	2.96	3.04
Standard deviation		0.70	0.62	0.96	0.70	0.71	0.68	0.74	0.70	0.74	0.83	0.69	0.77	0.66	0.53	0.71	0.72	0.70	0.68	0.69	0.61
Standard error		0.02	0.18	0.26	0.02	0.03	0.05	0.10	0.02	0.07	0.16	0.09	0.15	0.25	0.19	0.02	0.03	0.03	0.03	0.04	0.09

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Absolutes/col percents

Table 45

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Clinical trials research funded by the pharmaceutical industry is often biased to produce a positive outcome

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1358	76	189	166	163	153	138	95	81	121
		67%	74%	68%	61%	64%	67%	69%	71%	67%	69%
Strongly agree	(4)	372	16	63	41	45	53	34	33	20	29
		18%	16%	23%	15%	18%	23%	17%	25%	17%	16%
Tend to agree	(3)	986	59	126	126	117	101	103	62	61	93
		48%	58%	45%	46%	46%	44%	52%	46%	50%	53%
Tend to disagree	(2)	305	13	44	51	50	31	24	20	10	31
		15%	13%	16%	19%	20%	13%	12%	15%	8%	18%
Strongly disagree	(1)	42	1	3	8	4	8	2	2	5	6
		2%	1%	1%	3%	2%	3%	1%	1%	4%	3%
NET: Disagree		347	14	47	59	54	39	26	22	14	37
		17%	14%	17%	22%	21%	17%	13%	17%	12%	21%
Don't know		336	13	43	47	39	38	37	17	26	18
		16%	12%	15%	17%	15%	17%	18%	12%	21%	10%
Mean		2.99	3.01	3.06	2.88	2.94	3.03	3.04	3.08	3.01	2.91
Standard deviation		0.70	0.62	0.71	0.74	0.72	0.78	0.63	0.72	0.72	0.72
Standard error		0.02	0.07	0.05	0.05	0.05	0.06	0.05	0.07	0.08	0.06

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Absolutes/col percents

Table 46

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Clinical trials methodologies effectively protect against any potential bias introduced by the source of the funding or the researchers themselves

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		953	490	463	126	156	158	169	134	209	269	257	200	226	133	437
		47%	49%	44%	53%	44%	47%	47%	46%	46%	49%	47%	45%	45%	50%	49%
Strongly agree	(4)	105	53	52	17	24	20	18	7	19	30	33	20	22	17	56
		5%	5%	5%	7%	7%	6%	5%	2%	4%	5%	6%	4%	4%	6%	6%
Tend to agree	(3)	848	437	411	109	132	138	151	128	190	239	224	180	205	116	382
		42%	44%	39%	46%	37%	41%	42%	43%	42%	44%	41%	41%	41%	43%	43%
Tend to disagree	(2)	476	259	218	40	93	57	83	81	122	132	133	100	112	59	202
		23%	26%	21%	17%	26%	17%	23%	27%	27%	24%	24%	22%	22%	22%	23%
Strongly disagree	(1)	79	32	46	12	17	16	13	8	13	24	18	20	17	12	32
		4%	3%	4%	5%	5%	5%	3%	3%	3%	4%	3%	4%	3%	5%	4%
NET: Disagree		555	291	264	52	110	73	96	88	135	157	150	119	128	71	235
		27%	29%	25%	22%	31%	22%	26%	30%	30%	29%	27%	27%	26%	27%	26%
Don't know		533	213	320	59	87	104	99	72	113	123	142	125	143	64	214
		26%	21%	31%	25%	25%	31%	27%	24%	25%	22%	26%	28%	29%	24%	24%
Mean		2.65	2.65	2.64	2.74	2.61	2.70	2.66	2.60	2.63	2.64	2.67	2.63	2.65	2.67	2.69
Standard deviation		0.69	0.67	0.71	0.72	0.74	0.72	0.68	0.61	0.65	0.70	0.69	0.70	0.67	0.71	0.69
Standard error		0.02	0.02	0.03	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

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Absolutes/col percents

Table 46

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Clinical trials methodologies effectively protect against any potential bias introduced by the source of the funding or the researchers themselves

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		953 47%	835 47%	68 38%	47 54%	122 52%	79 46%	89 49%	68 45%	50 48%	90 46%	126 47%	129 45%	85 47%	571 49%	450 49%	120 50%	382 43%	36 36%	61 39%	52 48%	166 46%	67 43%
Strongly agree	(4)	105 5%	93 5%	2 1%	2 2%	20 8%	9 5%	15 8%	11 7%	9 9%	2 1%	16 6%	14 5%	6 3%	73 6%	58 6%	15 6%	32 4%	2 2%	8 5%	6 6%	11 3%	5 3%
Tend to agree	(3)	848 42%	742 42%	65 37%	45 52%	102 44%	71 41%	74 41%	58 38%	41 40%	88 45%	110 41%	115 40%	79 44%	498 43%	393 43%	105 44%	350 40%	34 34%	53 34%	46 43%	155 43%	62 39%
Tend to disagree	(2)	476 23%	396 22%	58 32%	16 18%	50 21%	42 24%	33 18%	48 32%	23 22%	50 25%	56 21%	55 19%	45 25%	261 23%	219 24%	42 18%	215 24%	22 22%	32 20%	25 23%	95 26%	41 26%
Strongly disagree	(1)	79 4%	68 4%	6 3%	2 3%	9 4%	4 2%	9 5%	5 4%	4 4%	7 4%	14 5%	11 4%	7 4%	45 4%	35 4%	10 4%	34 4%	4 4%	8 5%	1 1%	12 3%	8 5%
NET: Disagree		555 27%	464 26%	64 36%	18 21%	59 25%	46 26%	43 23%	54 36%	27 26%	57 29%	70 26%	66 23%	52 29%	306 26%	254 28%	52 22%	249 28%	26 27%	40 26%	26 24%	106 29%	50 31%
Don't know		533 26%	460 26%	46 26%	21 25%	54 23%	48 28%	51 28%	29 19%	26 25%	50 26%	73 27%	91 32%	42 24%	279 24%	210 23%	68 28%	255 29%	37 37%	56 36%	30 28%	91 25%	41 26%
Mean		2.65	2.66	2.49	2.71	2.74	2.67	2.72	2.60	2.71	2.58	2.65	2.68	2.61	2.68	2.67	2.73	2.60	2.53	2.60	2.74	2.61	2.55
Standard deviation		0.69	0.69	0.62	0.58	0.71	0.65	0.76	0.71	0.75	0.61	0.73	0.69	0.65	0.70	0.70	0.70	0.67	0.67	0.76	0.62	0.64	0.70
Standard error		0.02	0.02	0.05	0.08	0.05	0.05	0.07	0.07	0.09	0.05	0.05	0.05	0.05	0.02	0.03	0.04	0.03	0.09	0.08	0.07	0.04	0.07

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Table 46

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Clinical trials methodologies effectively protect against any potential bias introduced by the source of the funding or the researchers themselves

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		953	6	10	469	302	118	37	856	88	14	44	21	7	3	744	388	356	209	188	21
		47%	49%	49%	45%	46%	55%	51%	46%	54%	37%	62%	53%	86%	32%	47%	47%	46%	46%	47%	43%
Strongly agree	(4)	105	1	1	48	35	13	5	89	14	-	7	4	1	1	88	46	41	17	13	4
		5%	5%	3%	5%	5%	6%	7%	5%	8%	-	10%	10%	16%	13%	6%	6%	5%	4%	3%	8%
Tend to agree	(3)	848	5	9	421	268	105	32	767	74	14	37	17	6	2	656	342	315	192	175	17
		42%	44%	47%	40%	41%	48%	44%	41%	45%	37%	52%	43%	70%	19%	41%	42%	41%	43%	44%	35%
Tend to disagree	(2)	476	3	2	233	167	57	13	441	29	5	11	8	-	6	360	191	169	117	101	15
		23%	21%	11%	22%	26%	26%	18%	24%	18%	14%	15%	20%	-	60%	23%	23%	22%	26%	25%	31%
Strongly disagree	(1)	79	*	-	31	32	9	4	68	8	3	4	1	1	-	62	33	29	17	16	1
		4%	4%	-	3%	5%	4%	6%	4%	5%	8%	6%	2%	7%	-	4%	4%	4%	4%	4%	1%
NET: Disagree		555	3	2	264	198	65	17	508	37	8	15	8	1	6	421	224	197	134	118	16
		27%	24%	11%	25%	30%	30%	24%	27%	23%	21%	21%	22%	7%	60%	26%	27%	26%	30%	29%	32%
Don't know		533	3	8	310	153	33	18	488	38	15	12	10	1	1	425	209	216	108	96	12
		26%	26%	39%	30%	23%	15%	25%	26%	23%	41%	17%	25%	7%	9%	27%	25%	28%	24%	24%	25%
Mean		2.65	2.69	2.86	2.66	2.61	2.67	2.69	2.64	2.75	2.51	2.81	2.82	3.02	2.49	2.66	2.66	2.67	2.61	2.60	2.67
Standard deviation		0.69	0.71	0.48	0.66	0.71	0.68	0.76	0.68	0.73	0.73	0.74	0.69	0.75	0.78	0.69	0.70	0.69	0.66	0.66	0.70
Standard error		0.02	0.22	0.14	0.03	0.03	0.05	0.11	0.02	0.07	0.16	0.10	0.14	0.28	0.27	0.02	0.03	0.03	0.04	0.04	0.11

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Table 46

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Clinical trials methodologies effectively protect against any potential bias introduced by the source of the funding or the researchers themselves

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		953	35	122	139	126	110	89	63	64	95
		47%	34%	44%	51%	49%	48%	45%	47%	53%	54%
Strongly agree	(4)	105	4	12	17	10	16	6	12	3	13
		5%	3%	4%	6%	4%	7%	3%	9%	3%	8%
Tend to agree	(3)	848	31	110	122	116	94	83	51	60	81
		42%	31%	39%	45%	46%	41%	42%	38%	50%	46%
Tend to disagree	(2)	476	28	73	54	64	46	58	39	28	34
		23%	28%	26%	20%	25%	20%	29%	29%	23%	19%
Strongly disagree	(1)	79	5	11	4	12	8	4	2	7	19
		4%	5%	4%	1%	5%	4%	2%	1%	6%	11%
NET: Disagree		555	34	84	58	76	55	63	41	35	53
		27%	33%	30%	21%	30%	24%	31%	31%	29%	30%
Don't know		533	34	73	76	54	66	48	30	22	29
		26%	33%	26%	28%	21%	29%	24%	22%	19%	16%
Mean		2.65	2.48	2.60	2.77	2.62	2.72	2.60	2.71	2.61	2.61
Standard deviation		0.69	0.72	0.69	0.62	0.67	0.71	0.62	0.69	0.67	0.83
Standard error		0.02	0.09	0.05	0.04	0.05	0.06	0.05	0.07	0.07	0.07

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Absolutes/col percents

Table 47

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Publication of clinical trials in peer reviewed journals ensures that the evidence is of a high quality

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1410	703	706	162	240	225	244	196	343	419	383	272	336	182	602
		69%	71%	67%	68%	68%	67%	67%	67%	75%	76%	70%	61%	67%	68%	68%
Strongly agree	(4)	275	148	127	38	50	40	42	40	64	86	77	52	59	35	126
		13%	15%	12%	16%	14%	12%	12%	14%	14%	16%	14%	12%	12%	13%	14%
Tend to agree	(3)	1135	555	580	124	190	185	202	156	279	332	306	219	277	147	476
		56%	56%	55%	52%	54%	55%	55%	53%	61%	61%	56%	49%	56%	55%	54%
Tend to disagree	(2)	270	145	125	31	49	47	48	44	51	69	69	65	67	38	122
		13%	15%	12%	13%	14%	14%	13%	15%	11%	13%	13%	15%	13%	14%	14%
Strongly disagree	(1)	37	24	13	3	11	5	12	3	2	11	9	8	9	4	23
		2%	2%	1%	1%	3%	2%	3%	1%	*	2%	2%	2%	2%	1%	3%
NET: Disagree		307	169	138	34	60	52	60	47	53	80	78	73	76	42	145
		15%	17%	13%	14%	17%	16%	17%	16%	12%	15%	14%	16%	15%	16%	16%
Don't know		325	122	202	41	53	58	60	51	61	51	87	100	86	45	140
		16%	12%	19%	17%	15%	17%	16%	17%	13%	9%	16%	23%	17%	17%	16%
Mean		2.96	2.95	2.97	3.00	2.93	2.94	2.90	2.96	3.02	2.99	2.98	2.91	2.94	2.95	2.94
Standard deviation		0.63	0.67	0.60	0.65	0.69	0.62	0.67	0.63	0.56	0.63	0.63	0.66	0.63	0.63	0.67
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.02

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Absolutes/col percents

Table 47

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Publication of clinical trials in peer reviewed journals ensures that the evidence is of a high quality

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1410	1215	122	62	154	124	125	95	73	131	194	208	122	784	623	161	626	65	110	76	275	100
		69%	69%	69%	72%	66%	72%	68%	63%	70%	66%	72%	73%	68%	68%	68%	67%	71%	66%	70%	71%	76%	63%
Strongly agree	(4)	275	242	18	12	33	22	21	19	14	23	40	45	27	161	126	35	114	7	26	18	49	14
		13%	14%	10%	14%	14%	12%	12%	13%	14%	12%	15%	16%	15%	14%	14%	14%	13%	7%	16%	17%	13%	9%
Tend to agree	(3)	1135	973	104	50	122	103	103	75	59	108	155	163	94	623	497	126	512	58	84	58	226	86
		56%	55%	58%	58%	52%	59%	56%	50%	56%	55%	57%	57%	53%	54%	54%	52%	58%	58%	54%	54%	62%	54%
Tend to disagree	(2)	270	229	30	7	34	16	29	28	10	26	31	29	28	161	125	36	109	11	20	13	40	26
		13%	13%	17%	9%	15%	9%	16%	18%	10%	13%	12%	10%	16%	14%	14%	15%	12%	11%	12%	12%	11%	16%
Strongly disagree	(1)	37	33	3	2	7	3	4	5	1	2	4	7	-	27	24	3	10	3	5	-	2	-
		2%	2%	2%	3%	3%	2%	2%	3%	1%	1%	2%	2%	-	2%	3%	1%	1%	3%	3%	-	1%	-
NET: Disagree		307	262	33	10	41	19	32	32	11	28	36	36	28	187	148	39	120	15	25	13	42	26
		15%	15%	19%	11%	17%	11%	18%	21%	11%	14%	13%	13%	16%	16%	16%	16%	14%	15%	16%	12%	12%	16%
Don't know		325	283	22	14	39	30	27	24	20	39	39	42	29	184	143	41	140	19	22	19	47	33
		16%	16%	13%	16%	17%	17%	14%	16%	19%	20%	14%	15%	16%	16%	16%	17%	16%	20%	14%	18%	13%	21%
Mean		2.96	2.96	2.88	3.00	2.92	3.00	2.90	2.86	3.03	2.96	3.00	3.01	2.99	2.95	2.94	2.97	2.98	2.87	2.97	3.06	3.02	2.90
Standard deviation		0.63	0.64	0.62	0.64	0.69	0.58	0.64	0.71	0.58	0.60	0.62	0.64	0.61	0.66	0.67	0.64	0.60	0.63	0.70	0.59	0.55	0.56
Standard error		0.02	0.02	0.05	0.08	0.05	0.05	0.05	0.06	0.06	0.04	0.04	0.04	0.05	0.02	0.03	0.04	0.02	0.07	0.06	0.06	0.03	0.05

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Absolutes/col percents

Table 47

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Publication of clinical trials in peer reviewed journals ensures that the evidence is of a high quality

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1410	7	10	672	489	164	52	1287	104	20	49	21	6	8	1087	575	512	323	283	40
		69%	58%	54%	64%	75%	76%	73%	69%	64%	55%	70%	54%	70%	87%	68%	70%	66%	72%	70%	81%
Strongly agree	(4)	275	3	3	110	101	41	11	241	30	4	21	3	-	2	216	108	108	59	44	15
		13%	25%	13%	11%	16%	19%	15%	13%	18%	10%	30%	9%	-	18%	14%	13%	14%	13%	11%	31%
Tend to agree	(3)	1135	4	8	562	387	123	41	1046	74	16	28	18	6	7	871	467	404	264	239	25
		56%	33%	41%	54%	59%	57%	58%	56%	45%	45%	40%	45%	70%	68%	55%	57%	52%	59%	60%	50%
Tend to disagree	(2)	270	2	1	148	74	30	13	245	25	6	11	7	-	*	201	100	102	68	62	6
		13%	18%	3%	14%	11%	14%	18%	13%	15%	17%	16%	18%	-	5%	13%	12%	13%	15%	16%	12%
Strongly disagree	(1)	37	-	2	16	12	5	1	31	5	1	2	-	1	-	32	19	14	5	5	-
		2%	-	11%	2%	2%	2%	2%	2%	3%	3%	3%	-	16%	-	2%	2%	2%	1%	1%	-
NET: Disagree		307	2	3	164	86	36	14	276	29	7	13	7	1	*	234	119	115	73	67	6
		15%	18%	15%	16%	13%	16%	20%	15%	18%	20%	19%	18%	16%	5%	15%	14%	15%	16%	17%	12%
Don't know		325	3	6	206	79	17	6	290	30	9	8	11	1	1	270	127	142	55	52	3
		16%	24%	32%	20%	12%	8%	8%	16%	18%	25%	11%	28%	14%	9%	17%	15%	19%	12%	13%	7%
Mean		2.96	3.09	2.81	2.92	3.01	3.00	2.93	2.96	2.97	2.82	3.09	2.87	2.62	3.15	2.96	2.96	2.97	2.95	2.92	3.20
Standard deviation		0.63	0.79	0.97	0.62	0.62	0.68	0.67	0.62	0.75	0.72	0.82	0.61	0.85	0.51	0.64	0.64	0.65	0.61	0.59	0.66
Standard error		0.02	0.25	0.28	0.02	0.03	0.05	0.08	0.02	0.07	0.14	0.10	0.12	0.35	0.18	0.02	0.02	0.03	0.03	0.03	0.09

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Absolutes/col percents

Table 47

Q6. Thinking about the independence of clinical trials and medical evidence, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Publication of clinical trials in peer reviewed journals ensures that the evidence is of a high quality

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1410	68	176	194	176	160	144	108	76	133
		69%	67%	63%	71%	69%	70%	72%	81%	63%	76%
Strongly agree	(4)	275	15	31	38	39	41	23	27	8	23
		13%	14%	11%	14%	15%	18%	11%	20%	6%	13%
Tend to agree	(3)	1135	54	145	156	137	119	122	81	69	110
		56%	52%	52%	57%	54%	52%	61%	60%	57%	62%
Tend to disagree	(2)	270	16	40	31	35	31	27	15	18	24
		13%	15%	14%	11%	14%	14%	13%	11%	15%	13%
Strongly disagree	(1)	37	1	5	3	6	4	1	-	3	2
		2%	1%	2%	1%	2%	2%	1%	-	3%	1%
NET: Disagree		307	17	46	35	41	35	28	15	21	26
		15%	16%	16%	13%	16%	15%	14%	11%	17%	15%
Don't know		325	18	57	45	38	35	28	11	23	17
		16%	17%	21%	16%	15%	15%	14%	8%	19%	10%
Mean		2.96	2.97	2.91	3.00	2.96	3.01	2.96	3.10	2.83	2.97
Standard deviation		0.63	0.63	0.64	0.60	0.67	0.67	0.56	0.58	0.61	0.60
Standard error		0.02	0.07	0.04	0.04	0.04	0.05	0.04	0.05	0.07	0.05

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Absolutes/col percents

Table 48

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Summary table

		People take too many different types of medication these days	Members of the public often put healthcare professionals under pressure to prescribe medicines which may not be appropriate	Financial pressures on the NHS mean that healthcare professionals are often reluctant to prescribe the most effective drugs	People are too reluctant to take medicines when they are unwell	Where possible, doctors should prescribe medicines which may prevent people from getting ill, even if these have moderate side effects	If possible, doctors should prescribe lifestyle changes first before offering medication to patients
Unweighted base		2041	2041	2041	2041	2041	2041
Weighted base		2041	2041	2041	2041	2041	2041
NET: Agree		1578 77%	1424 70%	1467 72%	628 31%	965 47%	1629 80%
Strongly agree	(4)	538 26%	494 24%	581 28%	135 7%	166 8%	587 29%
Tend to agree	(3)	1040 51%	930 46%	886 43%	492 24%	799 39%	1042 51%
Tend to disagree	(2)	200 10%	289 14%	284 14%	896 44%	616 30%	215 11%
Strongly disagree	(1)	35 2%	43 2%	33 2%	259 13%	136 7%	24 1%
NET: Disagree		235 12%	333 16%	316 16%	1155 57%	753 37%	238 12%
Don't know		228 11%	285 14%	258 13%	258 13%	323 16%	174 9%
Mean		3.15	3.07	3.13	2.28	2.58	3.17
Standard deviation		0.68	0.74	0.74	0.80	0.77	0.67
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

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Absolutes/col percents

Table 49

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
People take too many different types of medication these days

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1578	779	799	150	275	240	292	243	378	425	437	338	377	214	678
		77%	78%	76%	63%	78%	72%	80%	83%	83%	78%	80%	76%	76%	80%	77%
Strongly agree	(4)	538	239	299	56	100	76	96	84	126	140	146	123	129	74	230
		26%	24%	29%	24%	28%	23%	27%	28%	27%	25%	27%	28%	26%	28%	26%
Tend to agree	(3)	1040	540	500	94	175	164	195	160	252	286	291	215	248	140	448
		51%	54%	48%	40%	49%	49%	54%	54%	55%	52%	53%	48%	50%	52%	51%
Tend to disagree	(2)	200	103	97	36	32	49	29	23	31	55	59	44	41	24	94
		10%	10%	9%	15%	9%	14%	8%	8%	7%	10%	11%	10%	8%	9%	11%
Strongly disagree	(1)	35	11	24	12	5	8	4	*	5	3	6	3	23	5	15
		2%	1%	2%	5%	2%	2%	1%	*	1%	*	1%	1%	5%	2%	2%
NET: Disagree		235	114	121	48	37	57	34	24	36	58	66	47	64	29	109
		12%	11%	12%	20%	10%	17%	9%	8%	8%	11%	12%	11%	13%	11%	12%
Don't know		228	102	127	39	42	38	38	27	44	65	46	59	57	25	99
		11%	10%	12%	16%	12%	11%	11%	9%	10%	12%	8%	13%	11%	9%	11%
Mean		3.15	3.13	3.17	2.98	3.19	3.04	3.18	3.22	3.20	3.16	3.15	3.19	3.09	3.17	3.13
Standard deviation		0.68	0.65	0.71	0.84	0.68	0.73	0.64	0.60	0.62	0.63	0.66	0.66	0.77	0.68	0.69
Standard error		0.02	0.02	0.02	0.07	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.04	0.04	0.02

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Absolutes/col percents

Table 49

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
People take too many different types of medication these days

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1578	1357	137	64	191	130	143	129	84	146	192	220	141	892	703	189	685	75	95	93	300	121
		77%	77%	77%	74%	82%	75%	78%	85%	81%	74%	71%	77%	79%	77%	77%	79%	77%	76%	61%	86%	83%	77%
Strongly agree	(4)	538	466	46	29	62	45	51	48	26	52	62	73	44	305	242	62	233	30	27	41	86	49
		26%	26%	26%	34%	26%	26%	28%	32%	25%	26%	23%	26%	25%	26%	26%	26%	26%	30%	17%	38%	24%	31%
Tend to agree	(3)	1040	891	91	34	130	85	92	80	58	95	131	147	97	588	461	127	452	45	68	52	214	72
		51%	51%	51%	40%	55%	49%	50%	53%	56%	48%	49%	52%	54%	51%	50%	53%	51%	45%	43%	48%	59%	46%
Tend to disagree	(2)	200	176	16	11	20	16	20	14	7	21	36	29	10	118	100	18	82	4	29	8	26	14
		10%	10%	9%	13%	9%	9%	11%	9%	7%	11%	13%	10%	5%	10%	11%	7%	9%	4%	18%	8%	7%	9%
Strongly disagree	(1)	35	33	2	3	2	7	4	3	-	4	2	5	3	20	17	3	15	6	4	-	3	3
		2%	2%	1%	3%	1%	4%	2%	2%	-	2%	1%	2%	2%	2%	2%	1%	2%	6%	2%	-	1%	2%
NET: Disagree		235	209	19	14	22	22	24	16	7	26	38	34	12	138	118	21	97	10	33	8	29	17
		12%	12%	10%	16%	9%	13%	13%	11%	7%	13%	14%	12%	7%	12%	13%	9%	11%	10%	21%	8%	8%	11%
Don't know		228	194	22	8	21	20	17	6	13	26	39	31	26	125	94	31	103	15	29	6	34	19
		11%	11%	12%	9%	9%	12%	9%	4%	12%	13%	14%	11%	14%	11%	10%	13%	12%	15%	18%	6%	9%	12%
Mean		3.15	3.14	3.16	3.16	3.18	3.10	3.14	3.20	3.21	3.12	3.09	3.13	3.19	3.14	3.13	3.19	3.15	3.17	2.93	3.32	3.16	3.21
Standard deviation		0.68	0.69	0.66	0.81	0.63	0.75	0.71	0.68	0.57	0.72	0.67	0.68	0.63	0.68	0.70	0.63	0.68	0.80	0.75	0.62	0.59	0.72
Standard error		0.02	0.02	0.05	0.09	0.04	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.05	0.02	0.03	0.04	0.02	0.09	0.07	0.06	0.03	0.06

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Absolutes/col percents

Table 49

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
People take too many different types of medication these days

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1578	9	10	841	505	157	38	1437	125	23	58	34	4	6	1218	604	614	359	317	42
		77%	72%	52%	81%	77%	72%	54%	78%	76%	64%	83%	86%	45%	63%	77%	74%	80%	80%	79%	85%
Strongly agree	(4)	538	4	3	293	175	46	8	482	50	12	28	8	1	1	414	208	206	124	111	13
		26%	31%	17%	28%	27%	21%	11%	26%	31%	32%	39%	21%	18%	9%	26%	25%	27%	27%	28%	26%
Tend to agree	(3)	1040	5	7	548	330	110	30	954	75	11	31	25	2	5	804	396	409	236	206	29
		51%	41%	34%	53%	50%	51%	42%	51%	46%	32%	43%	65%	27%	54%	51%	48%	53%	52%	51%	60%
Tend to disagree	(2)	200	1	5	75	72	27	17	185	10	3	4	1	-	2	160	97	63	40	38	2
		10%	10%	26%	7%	11%	12%	24%	10%	6%	8%	6%	3%	-	19%	10%	12%	8%	9%	10%	3%
Strongly disagree	(1)	35	-	-	18	8	6	3	31	3	-	1	1	1	-	29	16	13	6	6	-
		2%	-	-	2%	1%	3%	4%	2%	2%	-	1%	2%	16%	-	2%	2%	2%	1%	2%	-
NET: Disagree		235	1	5	93	80	32	20	216	13	3	5	2	1	2	189	113	76	46	44	2
		12%	10%	26%	9%	12%	15%	27%	12%	8%	8%	8%	5%	16%	19%	12%	14%	10%	10%	11%	3%
Don't know		228	2	4	108	69	28	14	201	25	10	7	4	3	2	183	104	79	45	40	6
		11%	18%	22%	10%	10%	13%	19%	11%	15%	28%	9%	9%	38%	18%	11%	13%	10%	10%	10%	11%
Mean		3.15	3.25	2.89	3.20	3.15	3.04	2.75	3.14	3.24	3.34	3.33	3.15	2.76	2.88	3.14	3.11	3.17	3.18	3.17	3.25
Standard deviation		0.68	0.70	0.77	0.66	0.67	0.71	0.76	0.68	0.69	0.68	0.68	0.58	1.28	0.62	0.69	0.71	0.66	0.66	0.67	0.52
Standard error		0.02	0.21	0.20	0.02	0.03	0.05	0.10	0.02	0.06	0.13	0.09	0.11	0.52	0.23	0.02	0.03	0.03	0.03	0.04	0.07

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Table 49

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
People take too many different types of medication these days

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1578	68	217	207	207	174	156	114	84	140
		77%	66%	78%	76%	81%	76%	78%	85%	70%	80%
Strongly agree	(4)	538	25	80	69	59	62	55	41	22	49
		26%	24%	29%	25%	23%	27%	27%	30%	19%	28%
Tend to agree	(3)	1040	43	137	138	148	112	101	73	62	91
		51%	42%	49%	50%	58%	48%	51%	54%	51%	52%
Tend to disagree	(2)	200	18	22	29	24	19	23	11	13	19
		10%	18%	8%	11%	9%	8%	11%	8%	11%	11%
Strongly disagree	(1)	35	1	6	9	2	9	-	1	4	1
		2%	1%	2%	3%	1%	4%	-	1%	3%	*
NET: Disagree		235	19	29	38	26	28	23	12	17	20
		12%	18%	10%	14%	10%	12%	11%	9%	14%	11%
Don't know		228	16	33	28	23	28	21	9	19	16
		11%	16%	12%	10%	9%	12%	11%	6%	16%	9%
Mean		3.15	3.06	3.18	3.09	3.13	3.12	3.18	3.22	3.01	3.18
Standard deviation		0.68	0.73	0.70	0.74	0.62	0.76	0.64	0.63	0.72	0.65
Standard error		0.02	0.08	0.04	0.05	0.04	0.05	0.05	0.06	0.08	0.05

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Absolutes/col percents

Table 50

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Members of the public often put healthcare professionals under pressure to prescribe medicines which may not be appropriate

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1424	697	726	161	231	214	250	210	358	396	392	308	328	189	603
		70%	70%	69%	68%	65%	64%	69%	71%	78%	72%	71%	69%	66%	71%	68%
Strongly agree	(4)	494	218	276	56	76	73	87	87	115	132	128	116	117	68	195
		24%	22%	26%	23%	22%	22%	24%	30%	25%	24%	23%	26%	24%	25%	22%
Tend to agree	(3)	930	479	450	105	155	141	163	122	243	263	264	192	211	122	408
		46%	48%	43%	44%	44%	42%	45%	42%	53%	48%	48%	43%	42%	45%	46%
Tend to disagree	(2)	289	144	145	41	69	40	47	48	45	76	68	59	86	34	133
		14%	15%	14%	18%	19%	12%	13%	16%	10%	14%	12%	13%	17%	13%	15%
Strongly disagree	(1)	43	18	25	4	7	15	9	4	5	9	11	11	13	7	20
		2%	2%	2%	2%	2%	5%	3%	1%	1%	2%	2%	2%	3%	3%	2%
NET: Disagree		333	163	170	45	75	55	56	52	49	85	79	70	99	41	153
		16%	16%	16%	19%	21%	16%	15%	18%	11%	15%	14%	16%	20%	15%	17%
Don't know		285	134	151	31	47	66	57	33	50	68	78	67	71	38	131
		14%	13%	14%	13%	13%	20%	16%	11%	11%	12%	14%	15%	14%	14%	15%
Mean		3.07	3.04	3.09	3.03	2.98	3.01	3.07	3.12	3.15	3.08	3.08	3.09	3.01	3.08	3.03
Standard deviation		0.74	0.71	0.76	0.74	0.75	0.81	0.75	0.75	0.64	0.71	0.71	0.76	0.78	0.75	0.73
Standard error		0.02	0.02	0.03	0.06	0.04	0.05	0.04	0.05	0.03	0.03	0.03	0.04	0.04	0.05	0.03

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Absolutes/col percents

Table 50

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Members of the public often put healthcare professionals under pressure to prescribe medicines which may not be appropriate

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1424	1237	117	61	168	123	132	121	69	139	166	202	126	792	619	173	632	55	106	84	281	106
		70%	70%	66%	71%	72%	71%	72%	80%	66%	70%	62%	71%	70%	69%	68%	72%	71%	55%	68%	78%	77%	67%
Strongly agree	(4)	494	427	44	23	48	56	51	40	24	47	46	69	48	262	207	55	232	20	45	32	93	42
		24%	24%	25%	26%	20%	32%	28%	27%	23%	24%	17%	24%	27%	23%	23%	23%	26%	20%	29%	29%	26%	27%
Tend to agree	(3)	930	811	74	38	120	67	81	80	45	92	121	133	79	530	412	118	400	35	61	53	188	63
		46%	46%	42%	45%	51%	38%	44%	53%	44%	46%	45%	47%	44%	46%	45%	49%	45%	35%	39%	49%	52%	40%
Tend to disagree	(2)	289	247	25	12	33	28	26	14	17	34	40	32	26	166	135	31	123	16	27	16	34	28
		14%	14%	14%	14%	14%	16%	14%	9%	16%	17%	15%	11%	15%	14%	15%	13%	14%	16%	17%	15%	9%	18%
Strongly disagree	(1)	43	39	1	4	1	3	4	4	3	2	7	11	4	28	25	3	16	6	3	1	4	3
		2%	2%	1%	4%	*	2%	2%	2%	3%	1%	3%	4%	2%	2%	3%	1%	2%	6%	2%	1%	1%	2%
NET: Disagree		333	286	27	16	34	31	31	17	20	36	48	43	30	194	160	34	138	22	30	17	38	31
		16%	16%	15%	19%	15%	18%	17%	11%	19%	18%	18%	15%	17%	17%	17%	14%	16%	22%	19%	16%	11%	20%
Don't know		285	237	33	9	33	20	21	13	15	23	55	41	22	169	136	34	115	22	20	7	44	22
		14%	13%	19%	10%	14%	11%	11%	9%	14%	12%	21%	14%	13%	15%	15%	14%	13%	22%	13%	7%	12%	14%
Mean		3.07	3.07	3.11	3.04	3.06	3.14	3.10	3.14	3.01	3.06	2.96	3.06	3.08	3.04	3.03	3.09	3.10	2.89	3.09	3.14	3.16	3.06
Standard deviation		0.74	0.73	0.71	0.80	0.64	0.78	0.76	0.69	0.78	0.71	0.73	0.77	0.76	0.74	0.75	0.68	0.73	0.88	0.79	0.70	0.65	0.77
Standard error		0.02	0.02	0.06	0.10	0.05	0.06	0.06	0.06	0.08	0.05	0.05	0.05	0.06	0.02	0.03	0.04	0.03	0.10	0.07	0.07	0.04	0.07

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Absolutes/col percents

Table 50

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Members of the public often put healthcare professionals under pressure to prescribe medicines which may not be appropriate

		What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1424	8	11	711	474	150	51	1314	99	21	41	25	5	7	1078	558	520	346	307	39
		70%	65%	58%	68%	72%	69%	72%	71%	60%	58%	59%	63%	59%	69%	68%	68%	68%	77%	76%	79%
Strongly agree	(4)	494	5	2	248	156	64	17	463	28	5	13	7	-	3	371	190	181	123	111	12
		24%	43%	13%	24%	24%	29%	24%	25%	17%	15%	18%	18%	-	28%	23%	23%	24%	27%	28%	24%
Tend to agree	(3)	930	3	9	464	318	86	34	851	71	16	29	18	5	4	706	368	339	223	196	27
		46%	22%	46%	44%	49%	40%	48%	46%	43%	43%	41%	45%	59%	41%	44%	45%	44%	50%	49%	55%
Tend to disagree	(2)	289	2	4	159	76	35	13	255	25	2	15	4	2	2	234	108	126	55	49	6
		14%	13%	19%	15%	12%	16%	18%	14%	15%	5%	22%	11%	24%	17%	15%	13%	16%	12%	12%	13%
Strongly disagree	(1)	43	-	-	25	13	4	-	34	9	-	4	4	1	-	39	19	20	4	4	-
		2%	-	-	2%	2%	2%	-	2%	5%	-	5%	9%	16%	-	2%	2%	3%	1%	1%	-
NET: Disagree		333	2	4	184	89	39	13	289	34	2	19	8	3	2	273	127	146	59	53	6
		16%	13%	19%	18%	14%	18%	18%	16%	21%	5%	27%	20%	41%	17%	17%	15%	19%	13%	13%	13%
Don't know		285	3	4	147	91	28	8	250	31	14	10	7	-	1	239	136	104	45	42	4
		14%	22%	22%	14%	14%	13%	10%	14%	19%	37%	14%	17%	-	13%	15%	17%	13%	10%	10%	8%
Mean		3.07	3.39	2.91	3.04	3.10	3.11	3.07	3.09	2.89	3.16	2.83	2.86	2.43	3.12	3.04	3.06	3.02	3.15	3.15	3.13
Standard deviation		0.74	0.80	0.66	0.75	0.70	0.77	0.69	0.73	0.81	0.55	0.83	0.90	0.81	0.76	0.75	0.74	0.76	0.68	0.69	0.63
Standard error		0.02	0.25	0.18	0.03	0.03	0.05	0.09	0.02	0.07	0.11	0.11	0.17	0.29	0.29	0.02	0.03	0.03	0.03	0.04	0.09

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Table 50

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Members of the public often put healthcare professionals under pressure to prescribe medicines which may not be appropriate

			What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1424	58	188	189	190	158	133	103	95	129
		70%	57%	67%	69%	74%	68%	66%	77%	79%	73%
Strongly agree	(4)	494	22	67	69	57	52	47	33	30	48
		24%	22%	24%	25%	22%	22%	23%	25%	25%	27%
Tend to agree	(3)	930	36	122	120	133	106	87	69	65	81
		46%	35%	44%	44%	52%	46%	43%	52%	54%	46%
Tend to disagree	(2)	289	23	43	36	26	32	36	14	15	24
		14%	22%	15%	13%	10%	14%	18%	10%	12%	14%
Strongly disagree	(1)	43	7	7	7	2	8	4	1	-	2
		2%	7%	3%	2%	1%	3%	2%	1%	-	1%
NET: Disagree		333	30	50	43	27	40	40	15	15	26
		16%	29%	18%	16%	11%	17%	20%	11%	12%	15%
Don't know		285	14	40	41	39	33	27	16	11	22
		14%	14%	14%	15%	15%	14%	14%	12%	9%	12%
Mean		3.07	2.83	3.04	3.08	3.13	3.02	3.01	3.15	3.14	3.13
Standard deviation		0.74	0.91	0.76	0.75	0.63	0.77	0.76	0.65	0.63	0.70
Standard error		0.02	0.10	0.05	0.05	0.04	0.05	0.06	0.06	0.06	0.06

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Absolutes/col percents

Table 51

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Financial pressures on the NHS mean that healthcare professionals are often reluctant to prescribe the most effective drugs

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1467	701	766	145	239	251	269	222	340	385	378	332	371	189	632
		72%	71%	73%	61%	68%	75%	74%	76%	74%	70%	69%	75%	75%	71%	71%
Strongly agree	(4)	581	243	338	53	89	110	115	94	120	114	156	142	169	74	235
		28%	24%	32%	23%	25%	33%	32%	32%	26%	21%	28%	32%	34%	27%	27%
Tend to agree	(3)	886	458	427	92	150	141	155	128	220	271	222	190	203	116	396
		43%	46%	41%	39%	42%	42%	43%	44%	48%	49%	40%	43%	41%	43%	45%
Tend to disagree	(2)	284	164	120	39	52	39	46	38	69	86	84	53	61	47	116
		14%	16%	11%	17%	15%	12%	13%	13%	15%	16%	15%	12%	12%	17%	13%
Strongly disagree	(1)	33	15	18	7	6	8	3	3	6	12	8	6	7	6	15
		2%	1%	2%	3%	2%	3%	1%	1%	1%	2%	1%	1%	1%	2%	2%
NET: Disagree		316	178	138	46	58	47	49	42	75	98	92	58	68	53	131
		16%	18%	13%	19%	17%	14%	13%	14%	16%	18%	17%	13%	14%	20%	15%
Don't know		258	115	143	46	56	37	45	30	43	66	78	55	59	26	124
		13%	12%	14%	19%	16%	11%	12%	10%	9%	12%	14%	12%	12%	10%	14%
Mean		3.13	3.06	3.20	3.01	3.08	3.18	3.20	3.19	3.10	3.01	3.12	3.20	3.21	3.06	3.12
Standard deviation		0.74	0.73	0.74	0.79	0.74	0.76	0.71	0.72	0.71	0.72	0.75	0.72	0.74	0.77	0.73
Standard error		0.02	0.02	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

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Absolutes/col percents

Table 51

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Financial pressures on the NHS mean that healthcare professionals are often reluctant to prescribe the most effective drugs

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1467	1270	119	69	173	129	132	110	78	145	187	207	118	821	647	174	646	75	102	89	258	122
		72%	72%	67%	80%	74%	75%	72%	73%	75%	74%	69%	73%	66%	71%	71%	72%	73%	75%	65%	82%	71%	77%
Strongly agree	(4)	581	503	49	29	71	57	45	52	29	49	71	80	50	309	241	68	272	46	40	42	85	60
		28%	29%	28%	33%	30%	33%	25%	34%	28%	25%	26%	28%	28%	27%	26%	28%	31%	46%	25%	38%	23%	38%
Tend to agree	(3)	886	767	70	40	102	72	86	58	49	97	116	127	68	512	406	106	374	29	63	48	172	62
		43%	44%	39%	47%	44%	42%	47%	38%	47%	49%	43%	45%	38%	44%	44%	44%	42%	29%	40%	44%	47%	39%
Tend to disagree	(2)	284	248	25	8	33	19	32	20	10	26	36	46	28	163	135	27	121	13	20	11	63	15
		14%	14%	14%	9%	14%	11%	18%	13%	10%	13%	13%	16%	16%	14%	15%	11%	14%	13%	12%	11%	17%	9%
Strongly disagree	(1)	33	29	2	-	1	7	4	2	1	6	5	3	3	21	20	1	12	1	-	-	7	4
		2%	2%	1%	-	*	4%	2%	1%	1%	3%	2%	1%	1%	2%	2%	1%	1%	1%	-	-	2%	2%
NET: Disagree		316	278	27	8	34	26	36	22	11	31	40	49	31	184	155	29	133	14	20	11	69	19
		16%	16%	15%	9%	15%	15%	20%	14%	11%	16%	15%	17%	17%	16%	17%	12%	15%	14%	12%	11%	19%	12%
Don't know		258	212	31	9	27	18	16	19	15	21	42	29	31	150	112	38	107	11	35	8	36	17
		13%	12%	18%	10%	12%	10%	9%	13%	14%	11%	15%	10%	17%	13%	12%	16%	12%	11%	22%	7%	10%	11%
Mean		3.13	3.13	3.13	3.27	3.17	3.15	3.03	3.21	3.18	3.07	3.11	3.11	3.11	3.10	3.08	3.19	3.16	3.35	3.17	3.30	3.03	3.26
Standard deviation		0.74	0.74	0.74	0.64	0.70	0.81	0.74	0.75	0.68	0.74	0.74	0.73	0.76	0.74	0.75	0.68	0.73	0.77	0.68	0.66	0.73	0.76
Standard error		0.02	0.02	0.06	0.08	0.05	0.06	0.06	0.07	0.07	0.05	0.05	0.05	0.06	0.02	0.03	0.04	0.03	0.09	0.06	0.07	0.04	0.06

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Absolutes/col percents

Table 51

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Financial pressures on the NHS mean that healthcare professionals are often reluctant to prescribe the most effective drugs

			What is the highest educational level that you have achieved to date?						To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1467	12	11	793	449	141	44	1332	119	26	50	31	5	6	1139	550	589	328	294	34
		72%	94%	58%	76%	69%	65%	62%	72%	73%	73%	72%	79%	59%	63%	72%	67%	77%	73%	73%	70%
Strongly agree	(4)	581	7	2	340	165	52	14	532	47	10	23	10	-	5	458	207	251	123	110	13
		28%	57%	10%	33%	25%	24%	19%	29%	29%	27%	32%	26%	-	49%	29%	25%	33%	27%	27%	27%
Tend to agree	(3)	886	5	9	453	285	90	30	800	71	17	28	21	5	1	681	343	338	205	184	21
		43%	36%	48%	43%	44%	41%	42%	43%	44%	46%	40%	54%	59%	14%	43%	42%	44%	45%	46%	43%
Tend to disagree	(2)	284	1	2	114	112	43	9	266	14	1	7	3	2	1	216	127	89	68	61	7
		14%	6%	10%	11%	17%	20%	13%	14%	9%	4%	10%	8%	24%	11%	14%	15%	12%	15%	15%	14%
Strongly disagree	(1)	33	-	-	14	15	3	-	30	3	1	1	-	1	-	31	16	15	2	2	-
		2%	-	-	1%	2%	1%	-	2%	2%	2%	1%	-	11%	-	2%	2%	2%	*	*	-
NET: Disagree		316	1	2	128	127	47	9	296	17	2	8	3	3	1	247	144	104	69	62	7
		16%	6%	10%	12%	19%	21%	13%	16%	10%	6%	11%	8%	35%	11%	16%	17%	13%	15%	16%	14%
Don't know		258	-	6	121	77	29	18	225	28	8	12	5	1	3	204	127	77	53	45	8
		13%	-	32%	12%	12%	13%	25%	12%	17%	21%	17%	13%	7%	27%	13%	16%	10%	12%	11%	17%
Mean		3.13	3.51	3.01	3.21	3.04	3.01	3.09	3.13	3.20	3.25	3.23	3.20	2.51	3.52	3.13	3.07	3.19	3.13	3.13	3.16
Standard deviation		0.74	0.64	0.57	0.71	0.76	0.76	0.66	0.74	0.70	0.67	0.73	0.60	0.75	0.79	0.75	0.76	0.74	0.69	0.69	0.69
Standard error		0.02	0.18	0.16	0.02	0.03	0.05	0.09	0.02	0.06	0.13	0.10	0.11	0.28	0.30	0.02	0.03	0.03	0.03	0.04	0.10

Medical Information Survey
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Absolutes/col percents

Table 51

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Financial pressures on the NHS mean that healthcare professionals are often reluctant to prescribe the most effective drugs

		What is the combined annual income of your household, prior to tax being deducted?									
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1467	73	202	200	195	176	141	96	83	120
		72%	71%	72%	73%	76%	76%	70%	72%	69%	68%
Strongly agree	(4)	581	31	85	98	86	71	47	40	24	41
		28%	30%	30%	36%	34%	31%	24%	30%	20%	23%
Tend to agree	(3)	886	42	117	102	109	105	94	55	59	79
		43%	41%	42%	37%	43%	45%	47%	41%	48%	45%
Tend to disagree	(2)	284	14	39	32	37	26	32	23	21	30
		14%	13%	14%	12%	15%	11%	16%	17%	17%	17%
Strongly disagree	(1)	33	-	1	7	1	4	3	1	2	8
		2%	-	1%	3%	*	2%	1%	*	2%	5%
NET: Disagree		316	14	41	40	39	30	35	23	23	38
		16%	13%	15%	15%	15%	13%	17%	17%	19%	22%
Don't know		258	16	36	33	22	24	25	15	15	18
		13%	15%	13%	12%	9%	11%	13%	11%	12%	10%
Mean		3.13	3.20	3.17	3.21	3.20	3.17	3.06	3.14	2.99	2.97
Standard deviation		0.74	0.69	0.71	0.79	0.71	0.72	0.71	0.73	0.72	0.81
Standard error		0.02	0.08	0.05	0.05	0.05	0.05	0.05	0.07	0.07	0.07

Medical Information Survey
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Absolutes/col percents

Table 52

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
People are too reluctant to take medicines when they are unwell

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		628	300	328	101	128	106	102	78	113	140	163	147	178	81	279
		31%	30%	31%	42%	36%	32%	28%	26%	25%	26%	30%	33%	36%	30%	32%
Strongly agree	(4)	135	65	70	33	30	22	22	17	11	24	36	40	35	23	72
		7%	7%	7%	14%	8%	7%	6%	6%	2%	4%	6%	9%	7%	9%	8%
Tend to agree	(3)	492	235	257	67	98	84	81	60	102	116	127	107	142	58	207
		24%	24%	25%	28%	28%	25%	22%	21%	22%	21%	23%	24%	29%	22%	23%
Tend to disagree	(2)	896	459	437	78	142	141	164	139	231	261	248	191	196	117	381
		44%	46%	42%	33%	40%	42%	45%	47%	50%	48%	45%	43%	39%	43%	43%
Strongly disagree	(1)	259	119	140	32	44	44	55	29	55	79	72	51	56	35	121
		13%	12%	13%	14%	12%	13%	15%	10%	12%	14%	13%	12%	11%	13%	14%
NET: Disagree		1155	578	577	110	186	185	219	168	286	340	320	243	252	152	502
		57%	58%	55%	47%	53%	55%	60%	57%	62%	62%	58%	55%	51%	57%	57%
Don't know		258	116	142	26	39	44	42	48	59	69	66	55	69	35	106
		13%	12%	14%	11%	11%	13%	12%	16%	13%	12%	12%	12%	14%	13%	12%
Mean		2.28	2.28	2.29	2.48	2.36	2.29	2.21	2.27	2.17	2.18	2.26	2.35	2.36	2.30	2.30
Standard deviation		0.80	0.79	0.82	0.94	0.84	0.81	0.81	0.76	0.69	0.76	0.80	0.83	0.81	0.84	0.84
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.03	0.03	0.04	0.05	0.04	0.05	0.03

Medical Information Survey
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Absolutes/col percents

Table 52

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
People are too reluctant to take medicines when they are unwell

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		628	543	56	33	72	54	51	41	28	55	93	88	58	361	287	74	267	34	61	37	80	54
		31%	31%	31%	39%	31%	31%	28%	27%	27%	28%	35%	31%	32%	31%	31%	31%	30%	35%	39%	34%	22%	34%
Strongly agree	(4)	135	116	12	6	14	13	7	13	7	12	23	15	13	95	75	20	40	10	10	5	6	9
		7%	7%	7%	7%	6%	8%	4%	9%	7%	6%	9%	5%	7%	8%	8%	8%	5%	10%	6%	5%	2%	6%
Tend to agree	(3)	492	428	44	27	58	40	44	28	21	43	70	73	45	265	212	54	227	25	52	32	74	45
		24%	24%	25%	32%	25%	23%	24%	18%	21%	22%	26%	25%	25%	23%	23%	22%	26%	25%	33%	29%	20%	29%
Tend to disagree	(2)	896	774	78	35	111	73	87	79	44	90	101	118	80	498	395	102	398	40	53	53	193	60
		44%	44%	44%	41%	47%	42%	47%	52%	43%	45%	37%	41%	45%	43%	43%	42%	45%	40%	34%	49%	53%	38%
Strongly disagree	(1)	259	224	21	9	23	24	30	16	15	26	35	44	19	156	127	29	104	12	19	12	41	20
		13%	13%	12%	10%	10%	14%	16%	11%	14%	13%	13%	15%	10%	14%	14%	12%	12%	12%	12%	11%	11%	13%
NET: Disagree		1155	998	98	44	133	98	117	95	59	115	135	162	99	654	523	131	501	52	72	64	234	80
		57%	57%	55%	51%	57%	56%	64%	63%	57%	58%	50%	57%	55%	57%	57%	54%	57%	52%	46%	59%	64%	51%
Don't know		258	218	23	9	29	22	16	15	17	28	41	36	23	141	105	36	117	13	24	7	49	24
		13%	12%	13%	10%	12%	13%	9%	10%	16%	14%	15%	13%	13%	12%	11%	15%	13%	14%	15%	7%	13%	15%
Mean		2.28	2.28	2.31	2.40	2.31	2.28	2.16	2.28	2.24	2.24	2.36	2.24	2.33	2.30	2.29	2.32	2.27	2.37	2.39	2.30	2.14	2.32
Standard deviation		0.80	0.80	0.80	0.80	0.76	0.84	0.76	0.79	0.83	0.79	0.86	0.81	0.79	0.84	0.84	0.84	0.75	0.86	0.82	0.74	0.65	0.81
Standard error		0.02	0.02	0.06	0.09	0.05	0.06	0.06	0.07	0.09	0.06	0.06	0.05	0.06	0.03	0.03	0.05	0.03	0.10	0.07	0.07	0.04	0.07

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Absolutes/col percents

Table 52

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
People are too reluctant to take medicines when they are unwell

		What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		628	7	6	330	184	66	28	557	68	7	36	21	2	1	501	262	240	126	117	9
		31%	55%	31%	32%	28%	30%	40%	30%	41%	19%	52%	54%	28%	11%	32%	32%	31%	28%	29%	19%
Strongly agree	(4)	135	1	1	79	32	16	6	115	20	3	9	8	1	-	118	69	50	17	16	1
		7%	12%	3%	8%	5%	7%	8%	6%	12%	7%	12%	20%	11%	-	7%	8%	6%	4%	4%	2%
Tend to agree	(3)	492	5	5	251	151	50	23	442	48	4	28	13	1	1	383	193	190	110	101	8
		24%	43%	28%	24%	23%	23%	32%	24%	29%	12%	39%	34%	17%	11%	24%	23%	25%	24%	25%	17%
Tend to disagree	(2)	896	3	8	459	297	90	29	834	49	11	19	11	3	5	681	340	341	215	193	22
		44%	26%	43%	44%	45%	42%	40%	45%	30%	32%	27%	28%	34%	53%	43%	41%	44%	48%	48%	44%
Strongly disagree	(1)	259	2	-	124	88	35	6	232	23	6	8	4	1	3	205	110	95	54	45	10
		13%	18%	-	12%	13%	16%	9%	13%	14%	17%	12%	11%	16%	28%	13%	13%	12%	12%	11%	20%
NET: Disagree		1155	6	8	583	385	126	35	1066	73	18	28	15	4	8	886	451	435	269	238	31
		57%	45%	43%	56%	59%	58%	49%	58%	44%	49%	39%	39%	51%	81%	56%	55%	57%	60%	59%	64%
Don't know		258	-	5	129	85	25	8	230	23	12	6	3	2	1	203	109	95	55	47	8
		13%	-	27%	12%	13%	12%	11%	12%	14%	32%	9%	7%	21%	9%	13%	13%	12%	12%	12%	17%
Mean		2.28	2.49	2.45	2.31	2.23	2.24	2.44	2.27	2.46	2.13	2.57	2.68	2.29	1.81	2.30	2.31	2.29	2.22	2.25	2.01
Standard deviation		0.80	0.97	0.59	0.81	0.77	0.85	0.80	0.79	0.93	0.93	0.89	0.96	1.03	0.66	0.82	0.85	0.80	0.73	0.73	0.75
Standard error		0.02	0.28	0.16	0.03	0.03	0.06	0.10	0.02	0.08	0.19	0.11	0.18	0.39	0.23	0.02	0.03	0.03	0.04	0.04	0.11

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Absolutes/col percents

Table 52

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
People are too reluctant to take medicines when they are unwell

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		628	42	87	98	75	67	66	37	36	46
		31%	41%	31%	36%	29%	29%	33%	27%	30%	26%
Strongly agree	(4)	135	11	15	21	14	20	15	7	3	10
		7%	11%	5%	8%	6%	9%	8%	5%	3%	6%
Tend to agree	(3)	492	31	71	77	61	46	51	30	32	36
		24%	30%	26%	28%	24%	20%	26%	22%	27%	20%
Tend to disagree	(2)	896	38	125	114	120	105	88	64	55	80
		44%	37%	45%	42%	47%	45%	44%	47%	45%	45%
Strongly disagree	(1)	259	12	31	29	29	31	26	19	14	33
		13%	12%	11%	11%	11%	13%	13%	14%	12%	19%
NET: Disagree		1155	50	156	144	149	135	115	83	69	113
		57%	48%	56%	53%	58%	59%	57%	62%	57%	64%
Don't know		258	11	36	32	32	29	19	15	16	17
		13%	11%	13%	12%	13%	12%	10%	11%	13%	10%
Mean		2.28	2.45	2.29	2.37	2.27	2.28	2.30	2.21	2.24	2.14
Standard deviation		0.80	0.87	0.77	0.81	0.76	0.84	0.82	0.78	0.72	0.82
Standard error		0.02	0.09	0.05	0.05	0.05	0.06	0.06	0.07	0.08	0.07

Medical Information Survey
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Absolutes/col percents

Table 53

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Where possible, doctors should prescribe medicines which may prevent people from getting ill, even if these have moderate side effects

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		965	551	414	111	152	163	167	131	241	261	253	217	234	126	426
		47%	55%	40%	47%	43%	48%	46%	45%	53%	48%	46%	49%	47%	47%	48%
Strongly agree	(4)	166	95	71	20	23	38	21	26	39	41	38	41	46	24	75
		8%	10%	7%	8%	6%	11%	6%	9%	9%	7%	7%	9%	9%	9%	9%
Tend to agree	(3)	799	456	343	92	129	125	146	106	202	220	215	175	188	103	350
		39%	46%	33%	39%	37%	37%	40%	36%	44%	40%	39%	39%	38%	38%	40%
Tend to disagree	(2)	616	273	343	73	117	95	106	93	132	171	170	124	152	83	260
		30%	27%	33%	31%	33%	28%	29%	32%	29%	31%	31%	28%	30%	31%	29%
Strongly disagree	(1)	136	47	89	17	24	20	33	19	24	37	39	32	28	21	57
		7%	5%	9%	7%	7%	6%	9%	6%	5%	7%	7%	7%	6%	8%	6%
NET: Disagree		753	320	433	89	140	115	139	112	157	208	209	155	180	104	318
		37%	32%	41%	38%	40%	34%	38%	38%	34%	38%	38%	35%	36%	39%	36%
Don't know		323	124	200	36	61	57	58	51	60	80	87	73	84	39	143
		16%	12%	19%	15%	17%	17%	16%	17%	13%	15%	16%	16%	17%	14%	16%
Mean		2.58	2.69	2.47	2.57	2.52	2.65	2.51	2.57	2.64	2.56	2.54	2.61	2.61	2.56	2.60
Standard deviation		0.77	0.74	0.79	0.78	0.75	0.80	0.78	0.78	0.74	0.76	0.76	0.80	0.77	0.80	0.77
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 53

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Where possible, doctors should prescribe medicines which may prevent people from getting ill, even if these have moderate side effects

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		965	837	77	45	117	92	79	71	51	84	113	157	80	552	440	112	413	47	69	59	175	62
		47%	48%	43%	52%	50%	53%	43%	47%	49%	43%	42%	55%	45%	48%	48%	47%	47%	48%	44%	55%	48%	39%
Strongly agree	(4)	166	145	13	8	19	11	11	20	8	9	17	33	16	99	84	15	67	10	10	11	24	12
		8%	8%	7%	10%	8%	6%	6%	13%	8%	5%	6%	12%	9%	9%	9%	6%	8%	10%	7%	10%	7%	8%
Tend to agree	(3)	799	692	64	36	98	81	68	50	43	75	95	124	65	453	356	97	346	38	59	48	151	50
		39%	39%	36%	42%	42%	47%	37%	33%	41%	38%	35%	43%	36%	39%	39%	40%	39%	38%	38%	45%	42%	32%
Tend to disagree	(2)	616	528	62	26	68	52	63	45	27	67	85	65	57	343	279	65	273	24	45	29	120	55
		30%	30%	35%	30%	29%	30%	34%	30%	26%	34%	32%	23%	32%	30%	30%	27%	31%	25%	28%	27%	33%	35%
Strongly disagree	(1)	136	115	11	3	19	7	4	17	10	11	20	20	14	78	61	17	58	5	14	9	18	12
		7%	7%	6%	4%	8%	4%	2%	12%	9%	5%	7%	7%	8%	7%	7%	7%	7%	5%	9%	8%	5%	7%
NET: Disagree		753	643	73	29	87	59	67	62	37	77	105	85	71	421	340	82	331	30	58	38	138	67
		37%	37%	41%	34%	37%	34%	37%	41%	35%	39%	39%	30%	39%	36%	37%	34%	37%	30%	37%	35%	38%	42%
Don't know		323	280	27	12	30	22	38	18	16	36	51	44	28	182	135	47	142	22	29	11	50	29
		16%	16%	15%	14%	13%	13%	20%	12%	16%	18%	19%	15%	16%	16%	15%	19%	16%	22%	19%	10%	14%	18%
Mean		2.58	2.59	2.52	2.67	2.58	2.64	2.58	2.55	2.56	2.51	2.50	2.70	2.54	2.59	2.59	2.57	2.57	2.67	2.51	2.62	2.58	2.49
Standard deviation		0.77	0.77	0.76	0.74	0.79	0.69	0.67	0.91	0.81	0.70	0.77	0.80	0.80	0.78	0.78	0.76	0.76	0.79	0.79	0.80	0.72	0.79
Standard error		0.02	0.02	0.06	0.09	0.05	0.05	0.06	0.08	0.09	0.05	0.05	0.05	0.06	0.03	0.03	0.04	0.03	0.09	0.07	0.08	0.04	0.07

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Absolutes/col percents

Table 53

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Where possible, doctors should prescribe medicines which may prevent people from getting ill, even if these have moderate side effects

		What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		965	8	9	490	303	108	36	887	65	10	35	15	3	2	759	394	365	206	187	18
		47%	68%	47%	47%	46%	50%	50%	48%	40%	28%	50%	38%	39%	18%	48%	48%	47%	46%	47%	37%
Strongly agree	(4)	166	2	5	88	45	20	5	150	15	3	7	3	1	-	129	68	61	37	35	2
		8%	14%	28%	8%	7%	9%	6%	8%	9%	9%	11%	8%	11%	-	8%	8%	8%	8%	9%	3%
Tend to agree	(3)	799	7	4	402	257	87	31	737	50	7	28	12	2	2	630	326	304	169	152	17
		39%	55%	19%	39%	39%	40%	43%	40%	31%	19%	39%	30%	28%	18%	40%	40%	40%	37%	38%	34%
Tend to disagree	(2)	616	2	4	309	209	68	20	553	57	14	21	11	5	5	481	243	238	135	118	18
		30%	13%	21%	30%	32%	31%	28%	30%	35%	40%	31%	29%	61%	55%	30%	30%	31%	30%	29%	36%
Strongly disagree	(1)	136	-	-	69	43	17	4	122	14	2	8	3	-	2	99	54	45	37	30	7
		7%	-	-	7%	7%	8%	6%	7%	8%	4%	11%	7%	-	18%	6%	7%	6%	8%	7%	15%
NET: Disagree		753	2	4	378	252	85	24	675	71	16	29	14	5	7	580	297	284	172	147	25
		37%	13%	21%	36%	39%	39%	33%	36%	44%	44%	41%	36%	61%	73%	36%	36%	37%	38%	37%	51%
Don't know		323	2	6	174	99	24	12	291	27	10	6	10	-	1	251	130	121	73	67	6
		16%	18%	32%	17%	15%	11%	17%	16%	17%	28%	9%	26%	-	9%	16%	16%	16%	16%	17%	12%
Mean		2.58	3.01	3.10	2.59	2.55	2.58	2.61	2.59	2.48	2.45	2.54	2.53	2.50	2.00	2.59	2.59	2.59	2.54	2.58	2.29
Standard deviation		0.77	0.60	0.88	0.78	0.75	0.80	0.73	0.77	0.82	0.80	0.86	0.82	0.73	0.67	0.76	0.77	0.76	0.80	0.80	0.80
Standard error		0.02	0.18	0.25	0.03	0.03	0.06	0.10	0.02	0.07	0.15	0.11	0.16	0.26	0.24	0.02	0.03	0.03	0.04	0.04	0.11

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Absolutes/col percents

Table 53

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
Where possible, doctors should prescribe medicines which may prevent people from getting ill, even if these have moderate side effects

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		965	42	120	135	129	111	102	63	69	83
		47%	41%	43%	49%	51%	48%	51%	47%	57%	47%
Strongly agree	(4)	166	12	21	27	9	26	19	10	11	17
		8%	12%	7%	10%	4%	11%	9%	8%	9%	9%
Tend to agree	(3)	799	30	99	107	120	85	83	53	58	66
		39%	30%	35%	39%	47%	37%	41%	39%	48%	37%
Tend to disagree	(2)	616	35	93	75	75	63	61	50	29	56
		30%	34%	33%	27%	29%	27%	31%	37%	24%	32%
Strongly disagree	(1)	136	8	21	20	14	17	9	9	6	16
		7%	7%	8%	7%	5%	7%	5%	6%	5%	9%
NET: Disagree		753	43	114	94	88	80	70	58	35	72
		37%	41%	41%	35%	35%	35%	35%	44%	29%	41%
Don't know		323	18	45	44	38	40	28	13	17	22
		16%	17%	16%	16%	15%	17%	14%	10%	14%	12%
Mean		2.58	2.55	2.51	2.62	2.57	2.63	2.65	2.53	2.70	2.54
Standard deviation		0.77	0.85	0.78	0.81	0.68	0.83	0.75	0.75	0.74	0.82
Standard error		0.02	0.09	0.05	0.05	0.04	0.06	0.06	0.07	0.08	0.07

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Absolutes/col percents

Table 54

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
If possible, doctors should prescribe lifestyle changes first before offering medication to patients

			Gender		Age						Social Grade				Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2041	993	1048	192	325	347	389	305	483	605	594	354	488	272	865
Weighted base		2041	994	1047	237	354	335	364	294	457	549	549	445	498	269	887
NET: Agree		1629	786	844	185	273	249	281	247	395	459	455	352	363	224	691
		80%	79%	81%	78%	77%	74%	77%	84%	86%	84%	83%	79%	73%	83%	78%
Strongly agree	(4)	587	275	312	71	99	87	99	85	145	176	181	126	104	91	255
		29%	28%	30%	30%	28%	26%	27%	29%	32%	32%	33%	28%	21%	34%	29%
Tend to agree	(3)	1042	511	531	114	173	161	182	162	250	284	275	225	259	132	437
		51%	51%	51%	48%	49%	48%	50%	55%	55%	52%	50%	51%	52%	49%	49%
Tend to disagree	(2)	215	119	96	26	44	33	47	26	39	48	56	43	67	22	108
		11%	12%	9%	11%	12%	10%	13%	9%	9%	9%	10%	10%	14%	8%	12%
Strongly disagree	(1)	24	10	13	1	4	11	4	1	1	6	2	4	12	5	9
		1%	1%	1%	1%	1%	3%	1%	*	*	1%	*	1%	2%	2%	1%
NET: Disagree		238	129	109	27	48	44	51	27	40	54	58	47	79	27	117
		12%	13%	10%	12%	14%	13%	14%	9%	9%	10%	10%	10%	16%	10%	13%
Don't know		174	79	94	24	33	43	31	20	23	35	36	47	56	18	78
		9%	8%	9%	10%	9%	13%	9%	7%	5%	6%	7%	10%	11%	7%	9%
Mean		3.17	3.15	3.20	3.20	3.15	3.11	3.13	3.21	3.24	3.22	3.24	3.19	3.03	3.24	3.16
Standard deviation		0.67	0.67	0.67	0.67	0.69	0.74	0.69	0.62	0.61	0.66	0.65	0.65	0.70	0.69	0.68
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.02

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Absolutes/col percents

Table 54

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
If possible, doctors should prescribe lifestyle changes first before offering medication to patients

			Region												Which of the following best describes your current working status?								
		Total	England	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2041	1746	194	81	240	199	175	142	101	220	249	259	181	1137	779	358	904	94	150	108	393	159
Weighted base		2041	1760	177	86	234	173	184	151	104	198	269	285	179	1155	914	241	886	99	157	108	363	158
NET: Agree		1629	1418	133	68	189	139	148	124	78	156	208	238	148	915	724	192	714	69	114	96	315	120
		80%	81%	75%	80%	81%	80%	80%	82%	75%	79%	77%	83%	83%	79%	79%	80%	81%	69%	72%	89%	87%	76%
Strongly agree	(4)	587	516	42	17	67	50	53	56	29	56	83	76	58	346	273	73	241	20	37	34	112	38
		29%	29%	24%	20%	29%	29%	29%	37%	28%	29%	31%	27%	32%	30%	30%	30%	27%	20%	23%	31%	31%	24%
Tend to agree	(3)	1042	902	91	52	122	89	95	68	49	99	125	162	91	569	451	118	473	49	77	62	204	82
		51%	51%	51%	60%	52%	51%	52%	45%	47%	50%	46%	57%	50%	49%	49%	49%	53%	49%	49%	57%	56%	52%
Tend to disagree	(2)	215	178	23	9	25	15	23	20	13	24	26	21	16	130	105	25	85	20	15	8	26	16
		11%	10%	13%	11%	11%	9%	12%	13%	13%	12%	10%	7%	9%	11%	11%	10%	10%	20%	9%	8%	7%	10%
Strongly disagree	(1)	24	22	2	-	1	2	4	1	-	*	6	8	1	14	13	1	9	-	3	1	1	4
		1%	1%	1%	-	*	1%	2%	*	-	*	2%	3%	*	1%	1%	1%	1%	-	2%	1%	*	3%
NET: Disagree		238	200	25	9	25	17	26	20	13	24	32	29	16	144	118	26	94	20	18	9	27	20
		12%	11%	14%	11%	11%	10%	14%	14%	13%	12%	12%	10%	9%	12%	13%	11%	11%	20%	12%	8%	8%	13%
Don't know		174	142	19	8	20	18	10	7	13	18	29	18	15	96	73	23	77	11	25	3	20	18
		9%	8%	11%	9%	9%	10%	5%	4%	12%	9%	11%	6%	8%	8%	8%	10%	9%	11%	16%	3%	6%	11%
Mean		3.17	3.18	3.09	3.09	3.19	3.20	3.13	3.24	3.18	3.18	3.19	3.15	3.25	3.18	3.17	3.21	3.17	3.00	3.12	3.23	3.24	3.10
Standard deviation		0.67	0.67	0.67	0.58	0.64	0.65	0.71	0.70	0.66	0.65	0.72	0.68	0.63	0.69	0.69	0.66	0.65	0.68	0.69	0.62	0.60	0.70
Standard error		0.02	0.02	0.05	0.07	0.04	0.05	0.06	0.06	0.07	0.05	0.05	0.04	0.05	0.02	0.03	0.04	0.02	0.07	0.06	0.06	0.03	0.06

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Table 54

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
If possible, doctors should prescribe lifestyle changes first before offering medication to patients

		What is the highest educational level that you have achieved to date?							To which of the following ethnic groups do you consider you belong?							Which of the following best describes where you live?					
		Total	No formal education	Primary	Secondary	University degree	Higher university degree	Still in full time education	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other	NET: Urban	Urban - Pop. over 10k	Town and Fringe	NET: Rural	Village	Hamlet & Isolated Dwelling
Unweighted base		2041	12	16	1024	670	227	69	1863	152	32	70	33	8	9	1591	832	759	450	395	55
Weighted base		2041	12	19	1042	653	217	72	1853	163	36	70	39	8	10	1590	821	770	451	402	49
NET: Agree		1629	11	11	819	532	173	63	1495	114	26	42	31	7	8	1256	654	602	374	330	44
		80%	87%	59%	79%	81%	80%	88%	81%	70%	72%	60%	79%	84%	80%	79%	80%	78%	83%	82%	89%
Strongly agree	(4)	587	3	4	267	206	75	21	529	50	10	27	11	-	3	459	246	213	128	110	18
		29%	22%	23%	26%	31%	35%	29%	29%	30%	26%	38%	28%	-	28%	29%	30%	28%	28%	27%	37%
Tend to agree	(3)	1042	8	7	552	326	98	42	966	64	17	16	20	7	5	796	407	389	246	220	26
		51%	65%	36%	53%	50%	45%	59%	52%	39%	46%	23%	51%	84%	52%	50%	50%	51%	55%	55%	52%
Tend to disagree	(2)	215	1	3	117	67	22	3	190	22	3	16	2	-	1	173	82	91	42	40	2
		11%	10%	15%	11%	10%	10%	4%	10%	14%	9%	22%	6%	-	11%	11%	10%	12%	9%	10%	4%
Strongly disagree	(1)	24	-	-	16	2	4	1	19	5	-	2	1	1	-	22	16	6	1	1	-
		1%	-	-	2%	*	2%	1%	1%	3%	-	3%	2%	16%	-	1%	2%	1%	*	*	-
NET: Disagree		238	1	3	133	68	26	3	209	27	3	18	3	1	1	195	98	97	43	41	2
		12%	10%	15%	13%	10%	12%	5%	11%	16%	9%	26%	8%	16%	11%	12%	12%	13%	10%	10%	4%
Don't know		174	*	5	90	53	17	5	150	23	7	10	5	-	1	140	69	71	34	30	3
		9%	3%	27%	9%	8%	8%	7%	8%	14%	19%	14%	12%	-	9%	9%	8%	9%	7%	8%	7%
Mean		3.17	3.13	3.12	3.12	3.23	3.23	3.26	3.18	3.13	3.22	3.10	3.20	2.67	3.19	3.17	3.18	3.16	3.20	3.18	3.35
Standard deviation		0.67	0.59	0.73	0.68	0.64	0.72	0.58	0.66	0.79	0.63	0.93	0.68	0.79	0.66	0.68	0.70	0.67	0.62	0.62	0.57
Standard error		0.02	0.18	0.20	0.02	0.03	0.05	0.07	0.02	0.07	0.12	0.12	0.13	0.28	0.23	0.02	0.03	0.03	0.03	0.03	0.08

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Absolutes/col percents

Table 54

Q7. Thinking about the place of medicines and medication in UK society, to what extent do you agree or disagree with each of the following statements?
Base: All respondents
If possible, doctors should prescribe lifestyle changes first before offering medication to patients

			What is the combined annual income of your household, prior to tax being deducted?								
		Total	Up to £7k	>£7k-£14k	>£14k-£21k	>£21k-£28k	>£28k-£34k	>£34k-£41k	>£41k-£48k	>£48k-£55k	>£55k or more
Unweighted base		2041	97	286	285	272	233	202	131	104	160
Weighted base		2041	103	279	273	256	230	200	134	121	176
NET: Agree		1629	74	216	207	208	190	161	112	99	152
		80%	72%	77%	76%	81%	82%	81%	83%	82%	86%
Strongly agree	(4)	587	20	73	82	52	74	63	42	27	73
		29%	19%	26%	30%	20%	32%	32%	31%	22%	41%
Tend to agree	(3)	1042	54	142	125	156	116	98	70	72	79
		51%	53%	51%	46%	61%	50%	49%	52%	60%	45%
Tend to disagree	(2)	215	13	35	32	34	20	18	13	12	14
		11%	12%	13%	12%	13%	9%	9%	10%	10%	8%
Strongly disagree	(1)	24	*	4	8	2	2	2	*	-	2
		1%	*	1%	3%	1%	1%	1%	*	-	1%
NET: Disagree		238	13	39	40	36	22	20	13	12	15
		12%	13%	14%	15%	14%	10%	10%	10%	10%	9%
Don't know		174	15	24	26	12	19	19	9	10	9
		9%	15%	9%	10%	5%	8%	10%	7%	8%	5%
Mean		3.17	3.07	3.12	3.14	3.06	3.24	3.23	3.22	3.13	3.34
Standard deviation		0.67	0.63	0.69	0.76	0.62	0.65	0.66	0.63	0.58	0.67
Standard error		0.02	0.07	0.04	0.05	0.04	0.04	0.05	0.06	0.06	0.05