

**1. Trust people**

Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Most are trustworthy	33%	40%	26%	23%	26%	36%	46%	32%	34%	31%	34%	24%
Can't be too careful	58%	52%	64%	67%	61%	56%	49%	60%	55%	62%	59%	56%
Not sure	9%	8%	9%	9%	13%	8%	4%	8%	10%	7%	7%	20%
Totals (Unweighted N)	100% (1,000)	100% (463)	100% (537)	100% (104)	100% (263)	100% (436)	100% (197)	100% (355)	100% (403)	100% (242)	100% (901)	100% (99)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Most are trustworthy	33%	36%	24%	24%	24%	27%	35%	36%	53%	26%	43%	31%	32%
Can't be too careful	58%	55%	60%	74%	63%	68%	56%	52%	40%	68%	44%	61%	59%
Not sure	9%	9%	16%	1%	13%	5%	10%	12%	7%	6%	13%	8%	9%
Totals (Unweighted N)	100% (1,000)	100% (798)	100% (121)	100% (81)	100% (43)	100% (309)	100% (360)	100% (199)	100% (89)	100% (160)	100% (227)	100% (340)	100% (273)

**2. People take advantage**

Do you think most people would try to take advantage of you if they got the chance, or would they try to be fair?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Try to be fair	38%	40%	36%	28%	30%	41%	55%	38%	36%	43%	40%	22%
Would take advantage	48%	47%	49%	57%	51%	48%	34%	49%	47%	46%	47%	57%
Not sure	14%	13%	15%	15%	19%	11%	11%	13%	17%	11%	13%	21%
Totals (Unweighted N)	100% (1,000)	100% (463)	100% (537)	100% (104)	100% (263)	100% (436)	100% (197)	100% (355)	100% (403)	100% (242)	100% (901)	100% (99)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Try to be fair	38%	42%	21%	29%	26%	33%	38%	45%	61%	34%	41%	33%	45%
Would take advantage	48%	41%	65%	68%	61%	55%	47%	36%	30%	55%	37%	54%	43%
Not sure	14%	16%	15%	3%	13%	12%	15%	19%	9%	11%	21%	13%	12%
Totals (Unweighted N)	100% (1,000)	100% (798)	100% (121)	100% (81)	100% (43)	100% (309)	100% (360)	100% (199)	100% (89)	100% (160)	100% (227)	100% (340)	100% (273)

**3. People are helpful**

Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Try to be helpful	42%	46%	39%	30%	31%	47%	61%	40%	41%	48%	44%	28%
Look out for themselves	46%	45%	48%	58%	53%	44%	29%	50%	45%	44%	46%	47%
Not sure	11%	9%	14%	12%	15%	9%	10%	11%	14%	8%	10%	25%
Totals (Unweighted N)	100% (1,000)	100% (463)	100% (537)	100% (104)	100% (263)	100% (436)	100% (197)	100% (355)	100% (403)	100% (242)	100% (901)	100% (99)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Try to be helpful	42%	46%	33%	28%	28%	39%	47%	43%	55%	42%	41%	41%	44%
Look out for themselves	46%	42%	49%	68%	56%	52%	42%	43%	36%	50%	42%	49%	45%
Not sure	11%	12%	18%	4%	16%	9%	11%	14%	9%	8%	17%	10%	11%
Totals (Unweighted N)	100% (1,000)	100% (798)	100% (121)	100% (81)	100% (43)	100% (309)	100% (360)	100% (199)	100% (89)	100% (160)	100% (227)	100% (340)	100% (273)

**4. Trust people**

Do you think Americans are honest?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Strongly Agree	3%	5%	2%	1%	4%	4%	4%	3%	3%	5%	3%	3%
Agree	38%	45%	32%	30%	31%	42%	51%	36%	38%	45%	40%	26%
Undecided	38%	28%	47%	42%	41%	38%	30%	41%	41%	29%	37%	47%
Disagree	17%	18%	16%	22%	21%	12%	14%	17%	15%	19%	16%	21%
Strongly Disagree	3%	3%	4%	4%	4%	4%	1%	4%	4%	2%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(463)	(537)	(104)	(263)	(436)	(197)	(355)	(403)	(242)	(901)	(99)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Strongly Agree	3%	3%	2%	4%	3%	4%	3%	1%	5%	4%	2%	4%	3%
Agree	38%	40%	25%	41%	27%	35%	39%	47%	48%	32%	39%	38%	43%
Undecided	38%	38%	45%	35%	47%	36%	39%	38%	30%	38%	40%	39%	36%
Disagree	17%	16%	21%	18%	16%	23%	14%	12%	16%	23%	15%	15%	16%
Strongly Disagree	3%	3%	8%	1%	7%	3%	4%	2%	1%	3%	4%	5%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(798)	(121)	(81)	(43)	(309)	(360)	(199)	(89)	(160)	(227)	(340)	(273)

**5. Airline error**

When a business makes an obvious error on its website and gives away a valuable product for free, what should the company do?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Honor the deal and give away the product for free	50%	47%	53%	47%	45%	54%	54%	56%	44%	51%	52%	35%
Explain the error and give a discount on the product to affected consumers	38%	39%	37%	36%	38%	36%	43%	32%	42%	41%	39%	32%
Explain the error to customers and not honor the deal	4%	5%	3%	4%	5%	4%	2%	4%	5%	4%	3%	9%
Not sure	8%	9%	7%	13%	12%	6%	1%	8%	10%	4%	6%	24%
Totals (Unweighted N)	100% (1,000)	100% (463)	100% (537)	100% (104)	100% (263)	100% (436)	100% (197)	100% (355)	100% (403)	100% (242)	100% (901)	100% (99)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Honor the deal and give away the product for free	50%	50%	41%	56%	34%	54%	53%	49%	54%	63%	46%	47%	48%
Explain the error and give a discount on the product to affected consumers	38%	38%	37%	35%	43%	35%	36%	41%	38%	29%	41%	40%	39%
Explain the error to customers and not honor the deal	4%	4%	7%	4%	1%	4%	5%	6%	2%	3%	3%	5%	5%
Not sure	8%	8%	15%	6%	21%	7%	6%	4%	6%	5%	10%	8%	9%
Totals (Unweighted N)	100% (1,000)	100% (798)	100% (121)	100% (81)	100% (43)	100% (309)	100% (360)	100% (199)	100% (89)	100% (160)	100% (227)	100% (340)	100% (273)

**6. Airline error**

When a customer notices that a business has made an obvious error on its website and gives away a valuable product for free, what should the customer do?

	Gender		Age				Party ID			Voter Registration		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Confirm the deal and demand the company honor the terms of the deal	14%	16%	11%	16%	13%	15%	11%	17%	12%	11%	14%	12%
Confirm the deal and hope the company honors the deal	45%	47%	43%	53%	47%	42%	39%	50%	44%	39%	46%	42%
Avoid the deal and send the company a notice that there is an error on its website	27%	25%	30%	17%	21%	32%	39%	19%	29%	38%	28%	25%
Not sure	14%	12%	15%	15%	18%	11%	11%	14%	14%	12%	13%	20%
Totals (Unweighted N)	100% (1,000)	100% (463)	100% (537)	100% (104)	100% (263)	100% (436)	100% (197)	100% (355)	100% (403)	100% (242)	100% (901)	100% (99)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Confirm the deal and demand the company honor the terms of the deal	14%	14%	13%	12%	6%	21%	14%	8%	14%	13%	13%	15%	13%
Confirm the deal and hope the company honors the deal	45%	42%	44%	62%	47%	43%	45%	51%	39%	54%	40%	45%	43%
Avoid the deal and send the company a notice that there is an error on its website	27%	29%	24%	21%	20%	28%	28%	30%	31%	25%	30%	26%	29%
Not sure	14%	14%	20%	4%	27%	8%	13%	12%	16%	8%	18%	14%	14%
Totals (Unweighted N)	100% (1,000)	100% (798)	100% (121)	100% (81)	100% (43)	100% (309)	100% (360)	100% (199)	100% (89)	100% (160)	100% (227)	100% (340)	100% (273)