

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1186 adults. Fieldwork was undertaken between 13th - 16th October 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov NY
Lying

US_nat Sample: 13th - 16th October 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYL_q1. How often, if ever, would you say you tell a lie to someone (no matter how small the lie)?

Unweighted base	1186	548	638	305	405	476	223	250	419	294	845	134	130	77
Base: All US adults	1165	584	581	364	395	407	223	241	412	291	780	138	174	74
Every day	6%	7%	5%	11%	6%	2%	9%	3%	8%	5%	4%	6%	14%	6%
A few times a week	11%	13%	9%	19%	9%	6%	13%	13%	8%	13%	11%	9%	13%	10%
Once a week	8%	9%	7%	13%	8%	4%	6%	8%	9%	9%	7%	7%	13%	6%
A few times a month	12%	13%	11%	15%	12%	10%	11%	13%	11%	13%	10%	7%	7%	17%
Once a month	6%	6%	6%	8%	6%	5%	5%	9%	7%	4%	6%	6%	8%	4%
Less often than once a month	36%	33%	39%	20%	38%	48%	37%	33%	38%	36%	38%	41%	23%	37%
Never	21%	18%	23%	15%	22%	24%	20%	21%	20%	21%	20%	20%	22%	20%

ZYL_q2_1. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- White lies (i.e., harmless, well-intentioned)

Unweighted base	1186	548	638	305	405	476	223	250	419	294	845	134	130	77
Base: All US adults	1165	584	581	364	395	407	223	241	412	291	780	138	174	74
Very morally acceptable	13%	15%	11%	21%	11%	8%	15%	12%	13%	14%	11%	13%	17%	22%
Somewhat morally acceptable	40%	41%	40%	38%	41%	42%	43%	43%	37%	41%	43%	35%	39%	28%
Not very morally acceptable	24%	23%	25%	24%	21%	26%	21%	21%	26%	25%	24%	25%	22%	22%
Not at all morally acceptable	16%	16%	17%	10%	18%	20%	13%	14%	20%	15%	16%	19%	14%	16%
Don't know	7%	6%	8%	7%	9%	4%	8%	10%	4%	6%	6%	8%	7%	12%

ZYL_q2_2. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Broken promises (i.e., failure to keep your spoken commitment or promise)

Unweighted base	1186	548	638	305	405	476	223	250	419	294	845	134	130	77
Base: All US adults	1165	584	581	364	395	407	223	241	412	291	780	138	174	74
Very morally acceptable	5%	6%	4%	8%	5%	2%	8%	1%	6%	4%	3%	11%	7%	7%
Somewhat morally acceptable	14%	17%	11%	18%	14%	10%	15%	14%	12%	15%	11%	13%	28%	10%
Not very morally acceptable	31%	27%	35%	33%	29%	30%	32%	34%	29%	29%	33%	31%	18%	33%
Not at all morally acceptable	45%	45%	45%	34%	44%	55%	38%	44%	49%	46%	48%	39%	40%	38%
Don't know	6%	5%	6%	6%	9%	3%	8%	6%	4%	6%	5%	6%	7%	13%

ZYL_q2_3. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Fabrication (i.e., telling others something you don't know for sure is true)

Unweighted base	1186	548	638	305	405	476	223	250	419	294	845	134	130	77
Base: All US adults	1165	584	581	364	395	407	223	241	412	291	780	138	174	74
Very morally acceptable	4%	6%	3%	8%	4%	2%	5%	2%	6%	4%	2%	8%	10%	10%
Somewhat morally acceptable	12%	14%	10%	18%	13%	5%	17%	7%	12%	13%	11%	10%	20%	11%
Not very morally acceptable	32%	32%	32%	37%	28%	32%	28%	40%	27%	36%	35%	26%	24%	36%
Not at all morally acceptable	43%	40%	46%	27%	45%	57%	39%	43%	47%	42%	46%	46%	32%	34%
Don't know	8%	7%	9%	10%	11%	4%	12%	7%	8%	6%	6%	10%	13%	9%

YouGov NY
Lying

US_nat Sample: 13th - 16th October 2017



Total	Education				Marital Status						Children under the age of 18		Under \$40k
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	

ZYL_q1. How often, if ever, would you say you tell a lie to someone (no matter how small the lie)?

Unweighted base	1186	423	402	232	129	571	18	138	57	360	42	316	870	435
Base: All US adults	1165	481	372	200	112	532	17	126	49	401	41	315	850	454
Every day	6%	9%	4%	5%	3%	5%	16%	3%	3%	9%	3%	9%	5%	10%
A few times a week	11%	11%	10%	13%	12%	9%	17%	11%	8%	15%	12%	11%	11%	12%
Once a week	8%	7%	9%	8%	10%	7%	5%	6%	-	11%	4%	8%	8%	8%
A few times a month	12%	8%	16%	14%	12%	11%	16%	12%	14%	14%	6%	10%	13%	11%
Once a month	6%	4%	7%	9%	8%	6%	5%	1%	4%	9%	2%	5%	6%	5%
Less often than once a month	36%	33%	37%	39%	43%	39%	31%	41%	49%	29%	35%	36%	36%	33%
Never	21%	29%	17%	13%	12%	23%	10%	27%	22%	14%	38%	20%	21%	21%

ZYL_q2_1. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- White lies (i.e., harmless, well-intentioned)

Unweighted base	1186	423	402	232	129	571	18	138	57	360	42	316	870	435
Base: All US adults	1165	481	372	200	112	532	17	126	49	401	41	315	850	454
Very morally acceptable	13%	11%	14%	15%	15%	10%	17%	14%	1%	19%	14%	11%	14%	13%
Somewhat morally acceptable	40%	37%	40%	45%	48%	40%	43%	38%	47%	40%	47%	38%	41%	40%
Not very morally acceptable	24%	25%	24%	19%	24%	25%	19%	23%	30%	23%	12%	24%	24%	22%
Not at all morally acceptable	16%	17%	18%	15%	9%	19%	21%	22%	14%	11%	14%	18%	15%	16%
Don't know	7%	9%	5%	6%	4%	6%	-	5%	7%	7%	14%	9%	6%	9%

ZYL_q2_2. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Broken promises (i.e., failure to keep your spoken commitment or promise)

Unweighted base	1186	423	402	232	129	571	18	138	57	360	42	316	870	435
Base: All US adults	1165	481	372	200	112	532	17	126	49	401	41	315	850	454
Very morally acceptable	5%	8%	3%	3%	2%	3%	7%	1%	11%	7%	13%	4%	5%	6%
Somewhat morally acceptable	14%	17%	13%	11%	9%	14%	27%	14%	6%	13%	10%	16%	13%	15%
Not very morally acceptable	31%	24%	34%	36%	38%	28%	30%	31%	34%	33%	34%	29%	31%	30%
Not at all morally acceptable	45%	44%	45%	44%	48%	49%	36%	47%	48%	40%	31%	43%	45%	42%
Don't know	6%	7%	5%	5%	3%	6%	-	6%	2%	6%	11%	7%	5%	8%

ZYL_q2_3. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Fabrication (i.e., telling others something you don't know for sure is true)

Unweighted base	1186	423	402	232	129	571	18	138	57	360	42	316	870	435
Base: All US adults	1165	481	372	200	112	532	17	126	49	401	41	315	850	454
Very morally acceptable	4%	7%	3%	4%	2%	4%	7%	1%	4%	6%	7%	4%	5%	6%
Somewhat morally acceptable	12%	13%	13%	11%	8%	11%	21%	9%	11%	13%	17%	17%	10%	11%
Not very morally acceptable	32%	27%	35%	35%	42%	29%	39%	36%	29%	35%	32%	28%	34%	31%
Not at all morally acceptable	43%	43%	44%	44%	41%	48%	33%	49%	51%	36%	31%	40%	44%	41%
Don't know	8%	10%	6%	7%	7%	8%	-	5%	5%	9%	13%	11%	7%	11%

YouGov NY
Lying

US_nat Sample: 13th - 16th October 2017



Total	Income			Social networks membership													
	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYL_q1. How often, if ever, would you say you tell a lie to someone (no matter how small the lie)?

Unweighted base	1186	343	240	168	918	449	335	349	90	364	100	351	4	198	21	22	8	155
Base: All US adults	1165	334	220	158	899	455	309	350	86	347	111	374	4	227	20	20	8	153
Every day	6%	3%	4%	4%	7%	9%	6%	7%	12%	6%	13%	10%	-	14%	17%	15%	28%	2%
A few times a week	11%	11%	13%	6%	11%	13%	11%	12%	8%	12%	20%	13%	23%	13%	15%	5%	-	5%
Once a week	8%	7%	10%	7%	8%	9%	7%	6%	11%	8%	14%	10%	-	14%	20%	7%	-	6%
A few times a month	12%	12%	13%	12%	13%	15%	14%	14%	17%	12%	11%	14%	44%	14%	9%	15%	-	8%
Once a month	6%	7%	8%	7%	6%	5%	8%	8%	6%	8%	8%	8%	-	7%	4%	-	14%	7%
Less often than once a month	36%	40%	39%	32%	37%	34%	42%	34%	28%	37%	26%	28%	-	24%	23%	47%	25%	41%
Never	21%	19%	14%	31%	19%	16%	12%	18%	18%	19%	7%	17%	33%	13%	13%	10%	33%	31%

ZYL_q2_1. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- White lies (i.e., harmless, well-intentioned)

Unweighted base	1186	343	240	168	918	449	335	349	90	364	100	351	4	198	21	22	8	155
Base: All US adults	1165	334	220	158	899	455	309	350	86	347	111	374	4	227	20	20	8	153
Very morally acceptable	13%	12%	16%	10%	12%	16%	15%	19%	18%	12%	20%	13%	-	19%	42%	9%	28%	10%
Somewhat morally acceptable	40%	41%	48%	30%	40%	40%	42%	35%	32%	42%	50%	43%	56%	47%	25%	31%	25%	39%
Not very morally acceptable	24%	27%	21%	25%	25%	24%	25%	23%	18%	29%	21%	22%	21%	22%	29%	8%	24%	22%
Not at all morally acceptable	16%	15%	13%	24%	17%	16%	15%	15%	24%	13%	6%	16%	-	9%	4%	36%	12%	15%
Don't know	7%	5%	2%	12%	6%	4%	3%	7%	7%	5%	2%	5%	22%	3%	-	17%	11%	14%

ZYL_q2_2. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Broken promises (i.e., failure to keep your spoken commitment or promise)

Unweighted base	1186	343	240	168	918	449	335	349	90	364	100	351	4	198	21	22	8	155
Base: All US adults	1165	334	220	158	899	455	309	350	86	347	111	374	4	227	20	20	8	153
Very morally acceptable	5%	5%	5%	5%	5%	5%	3%	7%	9%	4%	4%	5%	-	6%	24%	3%	25%	4%
Somewhat morally acceptable	14%	17%	11%	7%	14%	17%	14%	16%	12%	11%	13%	16%	56%	18%	16%	9%	17%	12%
Not very morally acceptable	31%	29%	37%	28%	31%	30%	39%	29%	35%	34%	34%	34%	21%	37%	25%	21%	35%	29%
Not at all morally acceptable	45%	46%	45%	50%	45%	44%	42%	43%	38%	47%	48%	40%	23%	35%	35%	51%	12%	45%
Don't know	6%	3%	3%	10%	5%	4%	3%	7%	5%	4%	2%	5%	-	3%	-	15%	11%	11%

ZYL_q2_3. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Fabrication (i.e., telling others something you don't know for sure is true)

Unweighted base	1186	343	240	168	918	449	335	349	90	364	100	351	4	198	21	22	8	155
Base: All US adults	1165	334	220	158	899	455	309	350	86	347	111	374	4	227	20	20	8	153
Very morally acceptable	4%	4%	4%	2%	4%	4%	2%	6%	8%	4%	3%	5%	-	5%	18%	-	11%	4%
Somewhat morally acceptable	12%	16%	12%	6%	12%	16%	12%	14%	14%	12%	21%	17%	33%	21%	19%	7%	28%	9%
Not very morally acceptable	32%	32%	39%	27%	32%	32%	37%	32%	29%	32%	44%	32%	23%	36%	17%	29%	24%	25%
Not at all morally acceptable	43%	45%	40%	52%	44%	43%	45%	41%	43%	44%	20%	37%	44%	30%	37%	51%	26%	49%
Don't know	8%	3%	5%	13%	7%	6%	4%	7%	7%	8%	11%	9%	-	9%	9%	12%	11%	14%

YouGov NY

Lying

US_nat Sample: 13th - 16th October 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYL_q2_4. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Bold faced (i.e., telling others something that they know is a lie)

Unweighted base	1186	548	638	305	405	476	223	250	419	294	845	134	130	77
Base: All US adults	1165	584	581	364	395	407	223	241	412	291	780	138	134	74
Very morally acceptable	8%	7%	4%	10%	6%	2%	8%	3%	7%	5%	4%	9%	13%	6%
Somewhat morally acceptable	6%	9%	3%	10%	7%	2%	10%	3%	5%	7%	3%	7%	18%	7%
Not very morally acceptable	14%	15%	13%	20%	15%	8%	9%	11%	18%	10%	24%	21%	21%	21%
Not at all morally acceptable	68%	63%	73%	53%	65%	85%	64%	76%	67%	66%	79%	53%	40%	55%
Don't know	6%	5%	6%	7%	8%	3%	9%	7%	3%	6%	5%	7%	8%	11%

ZYL_q2_5. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Deception (i.e., intentionally misleading others)

Unweighted base	1186	548	638	305	405	476	223	250	419	294	845	134	130	77
Base: All US adults	1165	584	581	364	395	407	223	241	412	291	780	138	134	74
Very morally acceptable	5%	6%	4%	8%	5%	2%	6%	3%	6%	4%	3%	7%	10%	7%
Somewhat morally acceptable	6%	8%	4%	10%	7%	1%	8%	5%	5%	8%	3%	11%	17%	7%
Not very morally acceptable	19%	21%	16%	25%	19%	13%	19%	20%	17%	20%	17%	22%	19%	26%
Not at all morally acceptable	64%	59%	69%	49%	61%	81%	58%	66%	67%	63%	72%	53%	48%	47%
Don't know	6%	6%	6%	8%	8%	3%	8%	7%	5%	6%	5%	7%	7%	13%

ZYL_q3. Who was the last person you told a lie to?

Unweighted base	941	452	489	258	319	364	180	194	334	233	674	107	100	60
Base: All US adults who have ever lied	926	479	447	310	306	309	177	190	329	230	622	110	135	59
A friend	14%	17%	11%	17%	13%	12%	12%	15%	12%	18%	12%	14%	22%	14%
A family member	20%	18%	21%	21%	18%	21%	16%	23%	22%	17%	19%	21%	24%	16%
A significant other	12%	12%	12%	16%	9%	10%	18%	9%	10%	12%	10%	11%	18%	19%
An authority figure (e.g., my boss, police, etc.)	7%	8%	5%	6%	10%	4%	6%	5%	9%	5%	6%	11%	8%	4%
Other	10%	11%	9%	9%	10%	12%	12%	8%	9%	12%	10%	8%	9%	14%
Don't know / can't recall	38%	34%	42%	31%	40%	42%	36%	40%	38%	38%	43%	35%	20%	33%

ZYL_q4. Have you ever lied (no matter what kind of lie) to a significant other?

Unweighted base	941	452	489	258	319	364	180	194	334	233	674	107	100	60
Base: All US adults who have ever lied	926	479	447	310	306	309	177	190	329	230	622	110	135	59
Yes, more than once	49%	50%	49%	47%	52%	49%	48%	58%	45%	49%	51%	48%	48%	40%
Yes, but only once	14%	15%	14%	17%	14%	12%	15%	12%	16%	13%	11%	16%	25%	21%
No, I have not	19%	18%	20%	20%	17%	20%	21%	14%	20%	21%	20%	23%	13%	18%
Don't know / can't recall	17%	17%	18%	16%	18%	18%	15%	17%	19%	17%	18%	12%	14%	21%

ZYL_q5. Do you it is ever ok to lie to the police to keep yourself or someone you know out of trouble? Please select the option that best applies.

Unweighted base	1186	548	638	305	405	476	223	250	419	294	845	134	130	77
Base: All US adults	1165	584	581	364	395	407	223	241	412	291	780	138	134	74
Yes, in all cases	7%	9%	4%	11%	7%	2%	7%	4%	8%	7%	4%	5%	19%	7%
Yes, but only in some cases	30%	33%	26%	40%	27%	23%	32%	35%	28%	27%	28%	39%	32%	24%
No, never	48%	44%	52%	32%	46%	64%	43%	46%	53%	47%	52%	42%	38%	45%
Don't know	15%	13%	18%	17%	19%	11%	18%	16%	11%	19%	16%	15%	11%	24%

YouGov NY

Lying

US_nat Sample: 13th - 16th October 2017



Total	Education				Marital Status							Children under the age of 18		Under \$40k
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No		

ZYL_q2_4. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Bold faced (i.e., telling others something that they know is a lie)

Unweighted base	1186	423	402	232	129	571	18	138	57	360	42	316	870	435
Base: All US adults	1165	481	372	200	112	532	17	126	49	401	41	315	850	454
Very morally acceptable	8%	7%	4%	6%	4%	4%	7%	4%	9%	8%	5%	7%	5%	7%
Somewhat morally acceptable	6%	8%	6%	2%	3%	5%	22%	2%	3%	8%	6%	6%	6%	9%
Not very morally acceptable	14%	17%	13%	10%	15%	15%	5%	10%	10%	16%	12%	18%	13%	15%
Not at all morally acceptable	68%	61%	71%	77%	75%	70%	62%	81%	74%	62%	62%	60%	71%	62%
Don't know	6%	8%	5%	4%	3%	6%	4%	3%	4%	6%	15%	8%	5%	7%

ZYL_q2_5. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Deception (i.e., intentionally misleading others)

Unweighted base	1186	423	402	232	129	571	18	138	57	360	42	316	870	435
Base: All US adults	1165	481	372	200	112	532	17	126	49	401	41	315	850	454
Very morally acceptable	5%	8%	3%	4%	1%	4%	12%	2%	12%	6%	5%	7%	4%	7%
Somewhat morally acceptable	6%	8%	5%	6%	5%	6%	23%	1%	5%	8%	4%	8%	5%	6%
Not very morally acceptable	19%	19%	21%	15%	18%	14%	19%	19%	6%	24%	32%	16%	20%	18%
Not at all morally acceptable	64%	59%	66%	70%	72%	69%	46%	74%	76%	56%	48%	61%	66%	60%
Don't know	6%	7%	6%	5%	4%	7%	-	5%	2%	6%	11%	8%	5%	8%

ZYL_q3. Who was the last person you told a lie to?

Unweighted base	941	298	330	201	112	445	16	100	46	306	28	255	686	342
Base: All US adults who have ever lied	926	342	310	175	99	408	15	93	38	346	25	252	674	359
A friend	14%	15%	12%	19%	7%	12%	10%	15%	13%	17%	-	12%	15%	15%
A family member	20%	21%	20%	20%	16%	19%	35%	22%	23%	19%	14%	23%	18%	22%
A significant other	12%	12%	14%	9%	8%	12%	22%	11%	9%	11%	23%	13%	12%	12%
An authority figure (e.g., my boss, police, etc.)	7%	7%	7%	6%	5%	6%	10%	6%	4%	7%	9%	6%	7%	7%
Other	10%	10%	10%	9%	14%	13%	4%	6%	3%	8%	12%	11%	10%	11%
Don't know / can't recall	38%	35%	37%	38%	51%	38%	18%	39%	48%	36%	43%	35%	39%	33%

ZYL_q4. Have you ever lied (no matter what kind of lie) to a significant other?

Unweighted base	941	298	330	201	112	445	16	100	46	306	28	255	686	342
Base: All US adults who have ever lied	926	342	310	175	99	408	15	93	38	346	25	252	674	359
Yes, more than once	49%	47%	51%	50%	50%	57%	76%	52%	37%	39%	57%	54%	47%	46%
Yes, but only once	14%	18%	14%	11%	8%	15%	12%	19%	25%	11%	13%	18%	13%	17%
No, I have not	19%	19%	17%	22%	20%	13%	5%	12%	24%	28%	18%	15%	21%	21%
Don't know / can't recall	17%	15%	18%	17%	22%	14%	7%	16%	14%	22%	12%	13%	19%	16%

ZYL_q5. Do you it is ever ok to lie to the police to keep yourself or someone you know out of trouble? Please select the option that best applies.

Unweighted base	1186	423	402	232	129	571	18	138	57	360	42	316	870	435
Base: All US adults	1165	481	372	200	112	532	17	126	49	401	41	315	850	454
Yes, in all cases	7%	10%	5%	4%	6%	7%	33%	3%	-	8%	8%	10%	6%	10%
Yes, but only in some cases	30%	28%	32%	34%	22%	26%	16%	29%	16%	38%	31%	28%	30%	30%
No, never	48%	50%	49%	46%	44%	55%	41%	54%	66%	35%	47%	49%	48%	45%
Don't know	15%	13%	14%	17%	28%	13%	10%	14%	17%	20%	14%	13%	16%	15%

YouGov NY

Lying

US_nat Sample: 13th - 16th October 2017



Total	Income			Social networks membership													
	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYL_q2_4. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Bold faced (i.e., telling others something that they know is a lie)

Unweighted base	1186	343	240	168	918	449	335	349	90	364	100	351	4	198	21	22	8	155
Base: All US adults	1165	334	220	158	899	455	309	350	86	347	111	374	4	227	20	20	8	153
Very morally acceptable	6%	6%	6%	2%	6%	5%	4%	7%	9%	5%	7%	9%	-	7%	32%	-	14%	5%
Somewhat morally acceptable	6%	7%	1%	1%	5%	7%	3%	5%	12%	3%	5%	7%	33%	4%	4%	-	7%	9%
Not very morally acceptable	14%	13%	17%	11%	16%	20%	16%	18%	13%	18%	27%	20%	-	23%	4%	15%	46%	6%
Not at all morally acceptable	68%	70%	73%	74%	68%	64%	74%	64%	61%	70%	58%	61%	67%	60%	51%	76%	29%	70%
Don't know	6%	4%	2%	11%	5%	4%	3%	6%	5%	4%	3%	5%	-	4%	9%	10%	11%	10%

ZYL_q2_5. How morally acceptable, if at all, do you think each of the following types of lies are? Please select one option on each row.

- Deception (i.e., intentionally misleading others)

Unweighted base	1186	343	240	168	918	449	335	349	90	364	100	351	4	198	21	22	8	155
Base: All US adults	1165	334	220	158	899	455	309	350	86	347	111	374	4	227	20	20	8	153
Very morally acceptable	5%	5%	4%	1%	5%	4%	2%	6%	8%	5%	4%	6%	-	6%	29%	-	11%	5%
Somewhat morally acceptable	6%	8%	5%	2%	6%	8%	5%	5%	11%	3%	5%	7%	33%	8%	4%	6%	14%	6%
Not very morally acceptable	19%	18%	22%	16%	19%	23%	21%	23%	14%	19%	30%	22%	45%	24%	4%	13%	51%	10%
Not at all morally acceptable	64%	65%	67%	71%	65%	61%	68%	59%	61%	69%	61%	58%	21%	59%	62%	71%	12%	66%
Don't know	6%	4%	2%	10%	5%	5%	4%	7%	5%	4%	1%	6%	-	4%	-	10%	11%	12%

ZYL_q3. Who was the last person you told a lie to?

Unweighted base	941	282	205	112	736	370	291	282	73	293	91	289	3	171	18	20	5	113
Base: All US adults who have ever lied	926	270	189	108	727	383	271	286	71	282	103	309	3	198	17	18	5	106
A friend	14%	12%	16%	13%	15%	14%	15%	17%	14%	14%	11%	16%	-	22%	34%	10%	-	8%
A family member	20%	21%	18%	14%	20%	17%	16%	18%	25%	17%	15%	20%	32%	21%	39%	21%	17%	16%
A significant other	12%	15%	9%	8%	12%	13%	9%	13%	17%	11%	9%	14%	-	14%	-	4%	-	9%
An authority figure (e.g., my boss, police, etc.)	7%	8%	4%	5%	8%	7%	7%	7%	4%	9%	15%	9%	34%	11%	5%	-	25%	8%
Other	10%	6%	12%	12%	11%	11%	14%	11%	13%	11%	15%	10%	35%	9%	-	33%	-	5%
Don't know / can't recall	38%	39%	41%	48%	36%	37%	40%	34%	28%	39%	35%	31%	-	24%	22%	33%	58%	54%

ZYL_q4. Have you ever lied (no matter what kind of lie) to a significant other?

Unweighted base	941	282	205	112	736	370	291	282	73	293	91	289	3	171	18	20	5	113
Base: All US adults who have ever lied	926	270	189	108	727	383	271	286	71	282	103	309	3	198	17	18	5	106
Yes, more than once	49%	52%	53%	46%	51%	48%	54%	51%	53%	51%	53%	50%	66%	50%	46%	44%	46%	45%
Yes, but only once	14%	16%	11%	9%	15%	15%	9%	16%	13%	16%	17%	19%	-	22%	23%	19%	17%	8%
No, I have not	19%	20%	16%	17%	18%	21%	20%	18%	22%	19%	16%	17%	34%	15%	5%	25%	21%	24%
Don't know / can't recall	17%	12%	20%	28%	17%	16%	16%	14%	13%	14%	14%	14%	-	13%	27%	11%	17%	22%

ZYL_q5. Do you it is ever ok to lie to the police to keep yourself or someone you know out of trouble? Please select the option that best applies.

Unweighted base	1186	343	240	168	918	449	335	349	90	364	100	351	4	198	21	22	8	155
Base: All US adults	1165	334	220	158	899	455	309	350	86	347	111	374	4	227	20	20	8	153
Yes, in all cases	7%	7%	5%	1%	7%	8%	6%	7%	11%	5%	15%	7%	-	12%	20%	7%	17%	3%
Yes, but only in some cases	30%	34%	29%	22%	32%	36%	33%	34%	23%	28%	31%	35%	44%	40%	40%	21%	11%	22%
No, never	48%	47%	51%	55%	48%	44%	43%	46%	55%	53%	37%	40%	23%	32%	20%	44%	61%	53%
Don't know	15%	13%	15%	23%	13%	12%	17%	13%	11%	15%	17%	14%	33%	16%	20%	28%	11%	22%