YouGov

July 12 - 13, 2016

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1. Right and Wrong | Personal Interest
Do you think that people should always do what is right, or always do what is personally best for them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Always do what is right	53%	55%	50%	37%	47%	59%	62%	53%	60%	50%	39%
Balance doing the right thing with what is best for them	35%	32%	38%	42%	35%	33%	32%	36%	29%	34%	44%
Always do what is best for them	7%	7%	6%	15%	10%	2%	4%	6%	4%	12%	6%
Not sure	5%	5%	6%	6%	7%	6%	2%	5%	7%	4%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(487)	(509)	(162)	(259)	(391)	(184)	(693)	(128)	(115)	(60)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Always do what is right	53%	53%	51%	57%	51%	56%	55%	53%	57%	39%	55%	57%
Balance doing the right thing with what is best for them	35%	36%	34%	36%	36%	34%	35%	35%	34%	47%	34%	27%
Always do what is best for them	7%	4%	9%	6%	7%	7%	9%	5%	6%	5%	6%	10%
Not sure	5%	7%	6%	2%	6%	3%	1%	7%	2%	9%	4%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(351)	(391)	(254)	(473)	(271)	(115)	(137)	(204)	(217)	(356)	(219)

2. Right and Wrong | Respondent Interest
Do you personally generally do what is right, or do you generally do what is best for you?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I generally do what is right	77%	74%	79%	64%	66%	84%	87%	82%	70%	64%	59%
I generally do what is best for me	17%	20%	14%	24%	24%	12%	10%	12%	24%	31%	17%
Not sure	7%	6%	7%	12%	10%	4%	4%	5%	5%	5%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(485)	(510)	(161)	(258)	(391)	(185)	(695)	(126)	(115)	(59)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
I generally do what is right	77%	76%	75%	81%	74%	81%	77%	78%	83%	76%	73%	77%
I generally do what is best for me	17%	19%	16%	15%	20%	11%	22%	9%	13%	15%	19%	17%
Not sure	7%	5%	9%	5%	6%	7%	1%	13%	3%	9%	8%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(350)	(390)	(255)	(468)	(273)	(115)	(139)	(205)	(213)	(356)	(221)

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3. Right and Wrong | Morality
Do you think that morality is best thought of as a set of rules to follow or as a mindset on how to behave?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A set of rules to follow	26%	29%	23%	25%	25%	22%	32%	24%	30%	33%	23%
A mindset on how to behave	66%	65%	66%	65%	63%	69%	63%	68%	58%	58%	70%
Not sure	9%	7%	11%	9%	12%	8%	5%	8%	12%	9%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(489)	(508)	(163)	(257)	(392)	(185)	(697)	(127)	(113)	(60)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
A set of rules to follow	26%	25%	23%	31%	25%	28%	16%	30%	27%	21%	27%	27%
A mindset on how to behave	66%	67%	66%	62%	62%	70%	75%	63%	68%	68%	62%	66%
Not sure	9%	8%	11%	7%	12%	2%	9%	7%	6%	11%	11%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(351)	(391)	(255)	(471)	(272)	(115)	(139)	(205)	(216)	(355)	(221)

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4. Right and Wrong | Atheist
Do you think it is possible to be an atheist and have a sense of right and wrong?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	73%	72%	73%	72%	74%	70%	76%	77%	47%	62%	95%
No	13%	16%	10%	17%	13%	12%	13%	10%	29%	20%	1%
Not sure	14%	12%	16%	11%	13%	18%	11%	13%	23%	17%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(487)	(511)	(163)	(259)	(391)	(185)	(696)	(127)	(115)	(60)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	73%	76%	72%	70%	66%	79%	90%	76%	79%	71%	67%	79%
No	13%	10%	13%	18%	16%	14%	5%	8%	7%	14%	16%	15%
Not sure	14%	14%	15%	12%	18%	7%	5%	16%	14%	15%	17%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(350)	(393)	(255)	(471)	(273)	(115)	(139)	(204)	(217)	(356)	(221)

Interviewing Dates	July 12 - 13, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.01 to 6.306, with a mean of one and a standard deviation of 1.138.
Number of respondents	1000
Margin of error	$\pm$ 4.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.