United States of America

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Cancel the deal? An experimental study on the exploitation of irrational consumers

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Cancel the deal? An experimental study on the exploitation of irrational consumers

Overview

Identification	studydata

Abstract
Consumers can sometimes be exploited because they make mistakes in their valuation of products. We present the results from a large-scale experimental study that examines whether third-party spectators from the general population in the United States cancel a voluntary deal where a buyer has made a mistake in the valuation of a product and agreed to pay more for the product than the seller knows it is worth. We find that the majority of the spectators cancel such deals even when the seller's involvement is limited to accepting a proposal made by the buyer. A substantial share of these spectators are also willing to fine the seller. However, a large minority of the spectators are willing to uphold the deal even when the seller has proposed the deal and obfuscated the information provided to the buyer. Our results shed new light on when people view market transactions as acceptable and their attitudes to government regulation of businesses.

Unit of Analysis	General population of USA (18+ years old)

Scope & Coverage

Countries	United States of America

Geographic Coverage
USA

Producers & Sponsors

Primary Investigator(s)	Alexander W. Cappelen, Norwegian School of Economics Stefan Meissner, Norwegian School of Economics Bertil Tungodden, Norwegian School of Economics

Sampling

Sampling Procedure
The participants were recruited in the May of 2020 using the data-collection agency Dynata. The sample is largelly nationally representative on a set of observable characteristics (age, gender, and geography)

Data Collection

Data Collection Mode	Online experiment

Depositor(s)	

Files Description

Dataset contains 1 file(s)

studydata	
# Cases	4009
# Variable(s)	22

Variables List

Dataset contains 22 variable(s)

File studydata

#	Name	Label	Type	Format	Valid	Invalid	Question
1	LFTreatm ..	Treatments	discrete	numeric-11.0	4009	0	-
2	Q3a	Cancel the deal - Low Treatment	discrete	numeric-73.0	1002	3007	Q3a question details
3	Q3b	Cancel the deal - Propose Treatment	discrete	numeric-73.0	1002	3007	Q3b question details
4	Q3c	Cancel the deal - Obscure Treatment	discrete	numeric-73.0	1001	3008	Q3c question details
5	Q3d	Cancel the deal - High Treatment	discrete	numeric-73.0	1004	3005	Q3d question details
6	Q5a	How certain were you not to cancel the deal	discrete	numeric-14.0	1577	2432	How certain were you in your choice? 0 - Very uncertain 1 2 3 4 5 6 7 8 9 10 - Very certain
7	Q5b	How certain were you to cancel the deal	discrete	numeric-14.0	2432	1577	How certain were you in your choice? 0 - Very uncertain 1 2 3 4 5 6 7 8 9 10 - Very certain
8	Q6	Impose Fine	discrete	numeric-42.0	2432	1577	You have decided to cancel the deal. You can now choose whether you also want to impose a fine of $2 on the seller. - I do not want to impose a fine - I want to impose a fine
9	Q7a	How certain were you not to impose a fine	discrete	numeric-14.0	1780	2229	How certain were you in your choice? 0 - Very uncertain 1 2 3 4 5 6 7 8 9 10 - Very certain
10	Q7b	How certain were you to impose a fine	discrete	numeric-14.0	652	3357	How certain were you in your choice? 0 - Very uncertain 1 2 3 4 5 6 7 8 9 10 - Very certain
11	Q8_1	People often have the wrong beliefs about how valuable a product or service woul	discrete	numeric-26.0	4009	0	People often have the wrong beliefs about how valuable a product or service would be for them. - Strongly Agree - Agree - Neither agree nor disagree - Disagree - Strongly disagree
12	Q9_1	The government should restrict businesses' opportunity to make profit from custo	discrete	numeric-26.0	4009	0	The government should restrict businesses' opportunity to make profit from customers who misunderstand the value of a product or service. - Strongly Agree - Agree - Neither agree nor disagree - Disagree - Strongly disagree
13	Q10_1	Businesses often make profit from customers who misunderstand the value of their	discrete	numeric-26.0	4009	0	Businesses often make profit from customers who misunderstand the value of a product or service. - Strongly Agree - Agree - Neither agree nor disagree - Disagree - Strongly disagree
14	Q11_1	Businesses actively target customers who are likely to overestimate the value of	discrete	numeric-26.0	4009	0	Businesses actively target customers who are likely to overestimate the value of their product or service. - Strongly Agree - Agree - Neither agree nor disagree - Disagree - Strongly disagree
15	Q12	Age (Continuos)	continuous	numeric-10.0	3991	18	How old are you? <insert age>

File studydata

#	Name	Label	Type	Format	Valid	Invalid	Question
16	Age	Age (Categorical)	discrete	numeric-12.0	4009	0	Categorical variable for age - 18-34 - 35-44 - 45-54 - 55-64 - 65 and above - N/A
17	Q13	Gender	discrete	numeric-17.0	4009	0	Which gender are you? - Female - Male - Other - Prefer not to answer
18	Q14	Q14	discrete	numeric-20.0	4007	2	Q14 question details
19	Region	Region	discrete	numeric-36.0	4009	0	Region: - Northeast Region - Midwest Region - South Region - West Region - I do not reside in the United States
20	Q15	Education	discrete	numeric-23.0	4009	0	What is the highest level of education you have completed? - Less than High School - High School Graduate - Some College, no degree - Associate's degree - Bachelor's degree - Master's degree - Professional degree - Doctoral degree - Prefer not to answer
21	Q16	Income	discrete	numeric-20.0	4009	0	What is your household's combined yearly income (gross income before taxes are deducted)? - Less than $29,999 - $30,000 to $59,999 - $60,000 to $99,999 - $100,000 to $149,999 - $150,000+ - Prefer not to answer
22	Q17	Political Orientation	discrete	numeric-17.0	4009	0	In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent? - Republican - Democrat - Independent - Prefer not to answer / don't know

Variables Description

Dataset contains 22 variable(s)

File : studydata

LFTreatment: Treatments

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Pre-question	Categorical variable with 4 levels, one for each treatment

Value	Label	Cases	Percentage
1	Treatment 1	1002	25.0%
2	Treatment 2	1002	25.0%
3	Treatment 3	1001	25.0%
4	Treatment 4	1004	25.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q3a: Cancel the deal - Low Treatment

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=1002 /-] [Invalid=3007 /-]
Pre-question	Main outcome variable for Treatment 1 (Low Treatment)
Literal question	We randomly assigned the two individuals to either the role of seller or the role of buyer. The seller was given a product that he or she could sell to the buyer. We informed both the seller and the buyer that the product had no value for the seller. The seller, but not the buyer, was informed that the value of the product for the buyer was $2. The seller could not disclose this information to the buyer. Instead, we gave the buyer information about the value of the product in a complex manner. The buyer made a mistake when interpreting this information and wrongly believed that the value of the product for him or her was $20. The seller knew that the buyer made this mistake. The buyer offered to buy the product for $10 from the seller. The seller accepted this offer. - The seller gained $10 on the deal. - The buyer lost $8 on the deal. We now want you to decide whether this deal should be upheld or not: - I want to uphold the deal. The seller gains $10 and the buyer loses $8. - I want to cancel the deal. Neither the seller nor the buyer gain or lose.

Value	Label	Cases	Percentage
1	I want to uphold the deal. The seller gains $10 and the buyer loses $8	427	42.6%
2	I want to cancel the deal. Neither the seller nor the buyer gain or lose.	575	57.4%
Sysmiss		3007	

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Q3b: Cancel the deal - Propose Treatment

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=1002 /-] [Invalid=3007 /-]
Pre-question	Main outcome variable for Treatment 2 (Propose Treatment)
Literal question	We randomly assigned the two individuals to either the role of seller or the role of buyer. The seller was given a product that he or she could sell to the buyer. We informed both the seller and the buyer that the product had no value for the seller. The seller, but not the buyer, was informed that the value of the product for the buyer was $2. The seller could not disclose this information to the buyer. Instead, we gave the buyer information about the value of the product in a complex manner.

File : studydata

Q3b: Cancel the deal - Propose Treatment

	The buyer made a mistake when interpreting this information and wrongly believed that the value of the product for him or her was $20. The seller knew that the buyer made this mistake. The seller offered to sell the product to the buyer for $10. The buyer accepted this offer. - The seller gained $10 on the deal. - The buyer lost $8 on the deal. We now want you to decide whether this deal should be upheld or not: - I want to uphold the deal. The seller gains $10 and the buyer loses $8. - I want to cancel the deal. Neither the seller nor the buyer gain or lose.

Value	Label	Cases	Percentage
1	I want to uphold the deal. The seller gains $10 and the buyer loses $8	413	41.2%
2	I want to cancel the deal. Neither the seller nor the buyer gain or lose.	589	58.8%
Sysmiss		3007	

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Q3c: Cancel the deal - Obscure Treatment

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=1001 /-] [Invalid=3008 /-]
Pre-question	Main outcome variable for Treatment 3 (Obscure Treatment)
Literal question	We randomly assigned the two individuals to either the role of seller or the role of buyer. The seller was given a product that he or she could sell to the buyer. We informed both the seller and the buyer that the product had no value for the seller. The seller, but not the buyer, was informed that the value of the product for the buyer was $2. The seller had the opportunity to disclose information about the value of the product to the buyer in an easy-to-understand manner, but decided not to do so. Instead, the seller decided to disclose the information to the buyer in a complex manner. The buyer made a mistake when interpreting this information and wrongly believed that the value of the product for him or her was $20. The seller knew that the buyer made this mistake. The buyer offered to buy the product for $10 from the seller. The seller accepted this offer. - The seller gained $10 on the deal. - The buyer lost $8 on the deal. We now want you to decide whether this deal should be upheld or not: - I want to uphold the deal. The seller gains $10 and the buyer loses $8. - I want to cancel the deal. Neither the seller nor the buyer gain or lose.

Value	Label	Cases	Percentage
1	I want to uphold the deal. The seller gains $10 and the buyer loses $8	356	35.6%
2	I want to cancel the deal. Neither the seller nor the buyer gain or lose.	645	64.4%
Sysmiss		3008	

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Q3d: Cancel the deal - High Treatment

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=1004 /-] [Invalid=3005 /-]
Pre-question	Main outcome variable for Treatment 4 (High Treatment)

File : studydata

Q3d: Cancel the deal - High Treatment

Literal question	We randomly assigned the two individuals to either the role of seller or the role of buyer. The seller was given a product that he or she could sell to the buyer. We informed both the seller and the buyer that the product had no value for the seller. The seller, but not the buyer, was informed that the value of the product for the buyer was $2. The seller had the opportunity to disclose information about the value of the product to the buyer in an easy-to-understand manner, but decided not to do so. Instead, the seller decided to disclose the information to the buyer in a complex manner. The buyer made a mistake when interpreting this information and wrongly believed that the value of the product for him or her was $20. The seller knew that the buyer made this mistake. The seller offered to sell the product to the buyer for $10. The buyer accepted this offer. - The seller gained $10 on the deal. - The buyer lost $8 on the deal. We now want you to decide whether this deal should be upheld or not: - I want to uphold the deal. The seller gains $10 and the buyer loses $8. - I want to cancel the deal. Neither the seller nor the buyer gain or lose.

Value	Label	Cases	Percentage
1	I want to uphold the deal. The seller gains $10 and the buyer loses $8	381	37.9%
2	I want to cancel the deal. Neither the seller nor the buyer gain or lose.	623	62.1%
Sysmiss		3005	

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Q5a: How certain were you not to cancel the deal

Information	[Type= discrete] [Format=numeric] [Range= 0-10] [Missing=*]
Statistics [NW/ W]	[Valid=1577 /-] [Invalid=2432 /-]
Literal question	How certain were you in your choice? 0 - Very uncertain 1 2 3 4 5 6 7 8 9 10 - Very certain

Value	Label	Cases	Percentage
0	Very uncertain	17	1.1%
1	1	8	0.5%
2	2	16	1.0%
3	3	36	2.3%
4	4	61	3.9%
5	5	219	13.9%
6	6	158	10.0%
7	7	269	17.1%
8	8	269	17.1%
9	9	150	9.5%

File : studydata

Q5a: How certain were you not to cancel the deal

Value	Label	Cases	Percentage
10	Very certain	374	23.7%
Sysmiss		2432	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q5b: How certain were you to cancel the deal

Information	[Type= discrete] [Format=numeric] [Range= 0-10] [Missing=*]
Statistics [NW/ W]	[Valid=2432 /-] [Invalid=1577 /-]
Literal question	How certain were you in your choice? 0 - Very uncertain 1 2 3 4 5 6 7 8 9 10 - Very certain

Value	Label	Cases	Percentage
0	Very uncertain	40	1.6%
1	1	16	0.7%
2	2	17	0.7%
3	3	49	2.0%
4	4	69	2.8%
5	5	280	11.5%
6	6	221	9.1%
7	7	317	13.0%
8	8	407	16.7%
9	9	233	9.6%
10	Very certain	783	32.2%
Sysmiss		1577	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q6: Impose Fine

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=2432 /-] [Invalid=1577 /-]
Literal question	You have decided to cancel the deal. You can now choose whether you also want to impose a fine of $2 on the seller. - I do not want to impose a fine - I want to impose a fine

Value	Label	Cases	Percentage
1	I do not want to impose a fine	1780	73.2%
2	I want to impos a fine of $2 on the seller	652	26.8%
Sysmiss		1577	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : studydata

Q7a: How certain were you not to impose a fine

Information	[Type= discrete] [Format=numeric] [Range= 0-10] [Missing=*]
Statistics [NW/ W]	[Valid=1780 /-] [Invalid=2229 /-]
Literal question	How certain were you in your choice? 0 - Very uncertain 1 2 3 4 5 6 7 8 9 10 - Very certain

Value	Label	Cases	Percentage
0	Very uncertain	19	1.1%
1	1	2	0.1%
2	2	13	0.7%
3	3	17	1.0%
4	4	37	2.1%
5	5	194	10.9%
6	6	102	5.7%
7	7	227	12.8%
8	8	294	16.5%
9	9	196	11.0%
10	Very certain	679	38.1%
Sysmiss		2229	

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Q7b: How certain were you to impose a fine

Information	[Type= discrete] [Format=numeric] [Range= 0-10] [Missing=*]
Statistics [NW/ W]	[Valid=652 /-] [Invalid=3357 /-]
Literal question	How certain were you in your choice? 0 - Very uncertain 1 2 3 4 5 6 7 8 9 10 - Very certain

Value	Label	Cases	Percentage
0	Very uncertain	5	0.8%
1	1	5	0.8%
2	2	7	1.1%
3	3	6	0.9%
4	4	8	1.2%

File : studydata

Q7b: How certain were you to impose a fine

Value	Label	Cases	Percentage
5	5	59	9.0%
6	6	54	8.3%
7	7	75	11.5%
8	8	115	17.6%
9	9	70	10.7%
10	Very certain	248	38.0%
Sysmiss		3357	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q8_1: People often have the wrong beliefs about how valuable a product or service woul

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Pre-question	To what extent do you agree or disagree with the following statement:
Literal question	People often have the wrong beliefs about how valuable a product or service would be for them. - Strongly Agree - Agree - Neither agree nor disagree - Disagree - Strongly disagree

Value	Label	Cases	Percentage
1	Strongly agree	818	20.4%
2	Agree	2310	57.6%
3	Neither agree nor disagree	659	16.4%
4	Disagree	203	5.1%
5	Strongly disagree	19	0.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q9_1: The government should restrict businesses' opportunity to make profit from custo

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Pre-question	To what extent do you agree or disagree with the following statement:
Literal question	The government should restrict businesses' opportunity to make profit from customers who misunderstand the value of a product or service. - Strongly Agree - Agree - Neither agree nor disagree - Disagree - Strongly disagree

Value	Label	Cases	Percentage
1	Strongly agree	467	11.6%
2	Agree	1240	30.9%
3	Neither agree nor disagree	1089	27.2%
4	Disagree	882	22.0%
5	Strongly disagree	331	8.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : studydata

Q10_1: Businesses often make profit from customers who misunderstand the value of their

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Pre-question	To what extent do you agree or disagree with the following statement:
Literal question	Businesses often make profit from customers who misunderstand the value of a product or service. - Strongly Agree - Agree - Neither agree nor disagree - Disagree - Strongly disagree

Value	Label	Cases	Percentage
1	Strongly agree	1104	27.5%
2	Agree	2046	51.0%
3	Neither agree nor disagree	579	14.4%
4	Disagree	241	6.0%
5	Strongly disagree	39	1.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q11_1: Businesses actively target customers who are likely to overestimate the value of

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Pre-question	To what extent do you agree or disagree with the following statement:
Literal question	Businesses actively target customers who are likely to overestimate the value of their product or service. - Strongly Agree - Agree - Neither agree nor disagree - Disagree - Strongly disagree

Value	Label	Cases	Percentage
1	Strongly agree	764	19.1%
2	Agree	1591	39.7%
3	Neither agree nor disagree	1099	27.4%
4	Disagree	475	11.8%
5	Strongly disagree	80	2.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q12: Age (Continuos)

Information	[Type= continuous] [Format=numeric] [Range= 18-89] [Missing=*]
Statistics [NW/ W]	[Valid=3991 /-] [Invalid=18 /-] [Mean=47.341 /-] [StdDev=16.154 /-]
Literal question	How old are you? <insert age>

Age: Age (Categorical)

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Literal question	Categorical variable for age - 18-34

File : studydata

Age: Age (Categorical)

	- 35-44 - 45-54 - 55-64 - 65 and above - N/A

Value	Label	Cases	Percentage
1	18-34	1035	25.8%
2	35-44	740	18.5%
3	45-54	812	20.3%
4	55-64	682	17.0%
5	65 and above	722	18.0%
6	N/A	18	0.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q13: Gender

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Literal question	Which gender are you? - Female - Male - Other - Prefer not to answer

Value	Label	Cases	Percentage
1	Female	2092	52.2%
2	Male	1909	47.6%
3	Other	4	0.1%
4	Prefer not to say	4	0.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q14: Q14

Information	[Type= discrete] [Format=numeric] [Range= 1-51] [Missing=*]
Statistics [NW/ W]	[Valid=4007 /-] [Invalid=2 /-]
Literal question	In which state do you currently reside? - Maine - New Hampshire - Vermont - Massachusetts - Rhode Islands - Connecticut - New York - New Jersey - Pennsylvania - Ohio - Indiana - Illinois - Michigan - Wisconsin - Minnesota - Iowa - Missouri - North Dakota - South Dakota - Nebraska

File : studydata

Q14: Q14

- Kansas
- Delaware
- Maryland
- District of Columbia
- Virginia
- West Virginia
- Noth Carolina
- South Carolina
- Georgia
- Florida
- Kentucky
- Tennessee
- Alabama
- Mississippi
- Arkansas
- Louisiana
- Oklahoma
- Texas
- Montana
- Idaho
- Wyoming
- Colorado
- New Mexico
- Arizona
- Utah
- Nevada
- Washington
- Oregon
- California
- Alaska
- Hawaii

Value	Label	Cases	Percentage
1	Maine	13	0.3%
2	New Hampshire	16	0.4%
3	Vermont	5	0.1%
4	Massachusetts	77	1.9%
5	Rhode Islands	13	0.3%
6	Connecticut	34	0.8%
7	New York	278	6.9%
8	New Jersey	108	2.7%
9	Pennsylvania	217	5.4%
10	Ohio	199	5.0%
11	Indiana	81	2.0%
12	Illinois	147	3.7%
13	Michigan	127	3.2%
14	Wisconsin	88	2.2%
15	Minnesota	62	1.5%
16	Iowa	39	1.0%
17	Missouri	69	1.7%
18	North Dakota	5	0.1%
19	South Dakota	7	0.2%
20	Nebraska	30	0.7%
21	Kansas	30	0.7%
22	Delaware	14	0.3%

File : studydata

Q14: Q14

Value	Label	Cases	Percentage
23	Maryland	70	1.7%
24	District of Columbia	7	0.2%
25	Virginia	118	2.9%
26	West Virginia	29	0.7%
27	Noth Carolina	132	3.3%
28	South Carolina	72	1.8%
29	Georgia	111	2.8%
30	Florida	344	8.6%
31	Kentucky	78	1.9%
32	Tennessee	98	2.4%
33	Alabama	50	1.2%
34	Mississippi	27	0.7%
35	Arkansas	37	0.9%
36	Louisiana	35	0.9%
37	Oklahoma	39	1.0%
38	Texas	274	6.8%
39	Montana	3	0.1%
40	Idaho	16	0.4%
41	Wyoming	2	0.0%
42	Colorado	54	1.3%
43	New Mexico	21	0.5%
44	Arizona	96	2.4%
45	Utah	33	0.8%
46	Nevada	52	1.3%
47	Washington	70	1.7%
48	Oregon	68	1.7%
49	California	386	9.6%
50	Alaska	7	0.2%
51	Hawaii	19	0.5%
Sysmiss		2	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Region: Region

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Literal question	Region: - Northeast Region - Midwest Region - South Region - West Region - I do not reside in the United States

Value	Label	Cases	Percentage
1	Northeast Region	761	19.0%
2	Midwest Region	884	22.1%

File : studydata

Region: Region

Value	Label	Cases	Percentage
3	South Region	1535	38.3%
4	West Region	827	20.6%
5	I do not reside in the United States	2	0.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q15: Education

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Literal question	What is the highest level of education you have completed? - Less than High School - High School Graduate - Some College, no degree - Associate's degree - Bachelor's degree - Master's degree - Professional degree - Doctoral degree - Prefer not to answer

Value	Label	Cases	Percentage
1	Less than high school	104	2.6%
2	High school graduate	1061	26.5%
3	Some college, no degree	876	21.9%
4	Associate's degree	471	11.7%
5	Bachelor's degree	956	23.8%
6	Master's degree	393	9.8%
7	Professional degree	70	1.7%
8	Doctoral degree	76	1.9%
9	Prefer not to say	2	0.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q16: Income

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Literal question	What is your household's combined yearly income (gross income before taxes are deducted)? - Less than $29,999 - $30,000 to $59,999 - $60,000 to $99,999 - $100,000 to $149,999 - $150,000+ - Prefer not to answer

Value	Label	Cases	Percentage
1	Less than $29,999	1087	27.1%
2	$30,000 to $59,999	1138	28.4%
3	$60,000 to $99,999	929	23.2%
4	$100,000 to $149,999	526	13.1%
5	$150,000+	278	6.9%
6	Prefer not to answer	51	1.3%

File : studydata

Q16: Income

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

Q17: Political Orientation

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=4009 /-] [Invalid=0 /-]
Literal question	In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent? - Republican - Democrat - Independent - Prefer not to answer / don't know

Value	Label	Cases	Percentage
1	Republican	1234	30.8%
2	Democrat	1388	34.6%
3	Independent	1194	29.8%
4	Prefer not to say	193	4.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.