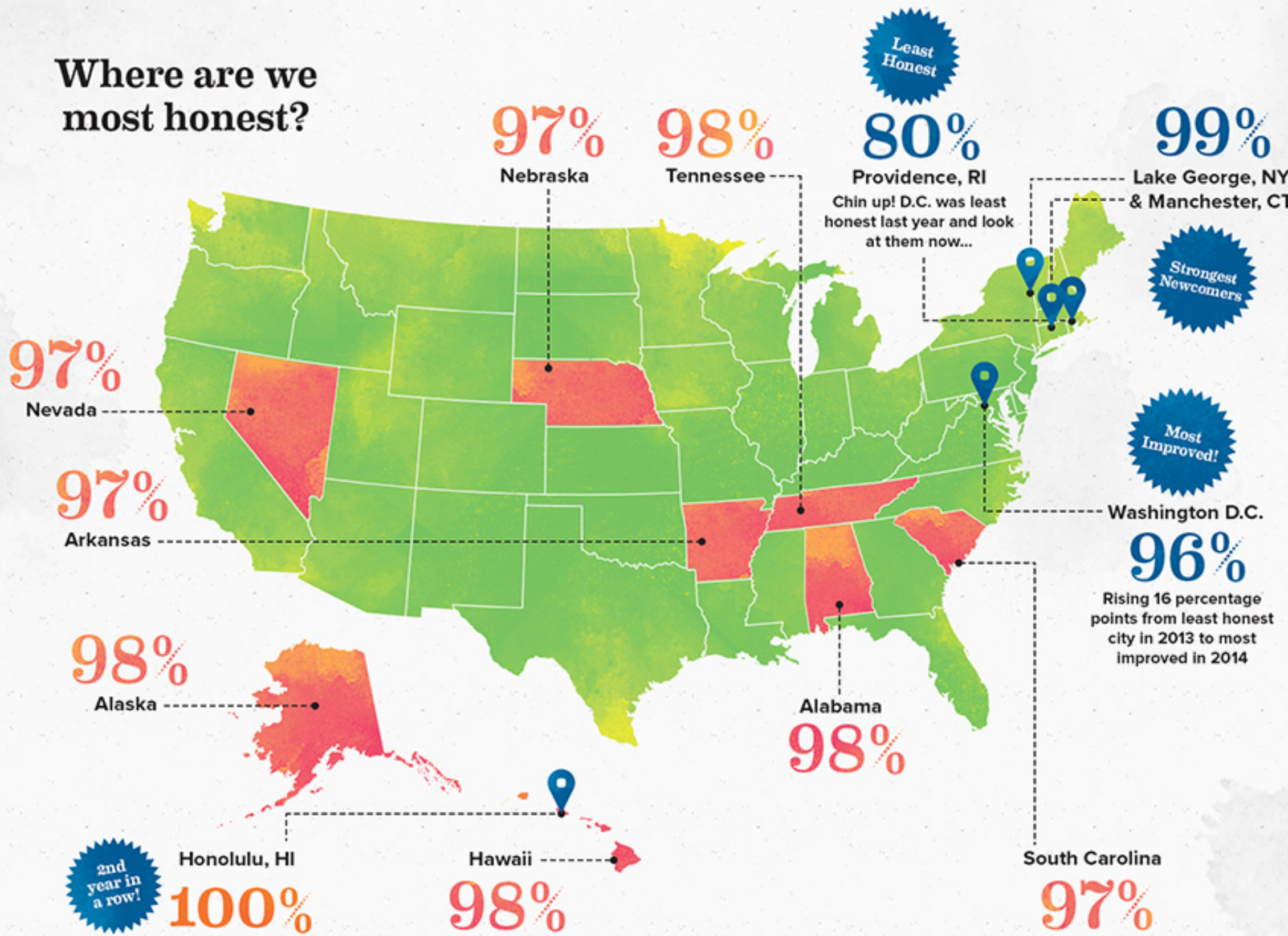


America's honesty was put to the test!

## Where Are People Most Honest?

We conducted experiments in 60 cities across all 50 states & Washington, D.C. by setting up unmanned kiosks of cold Honest beverages offered for \$1 on the honor system.

### Where are we most honest?

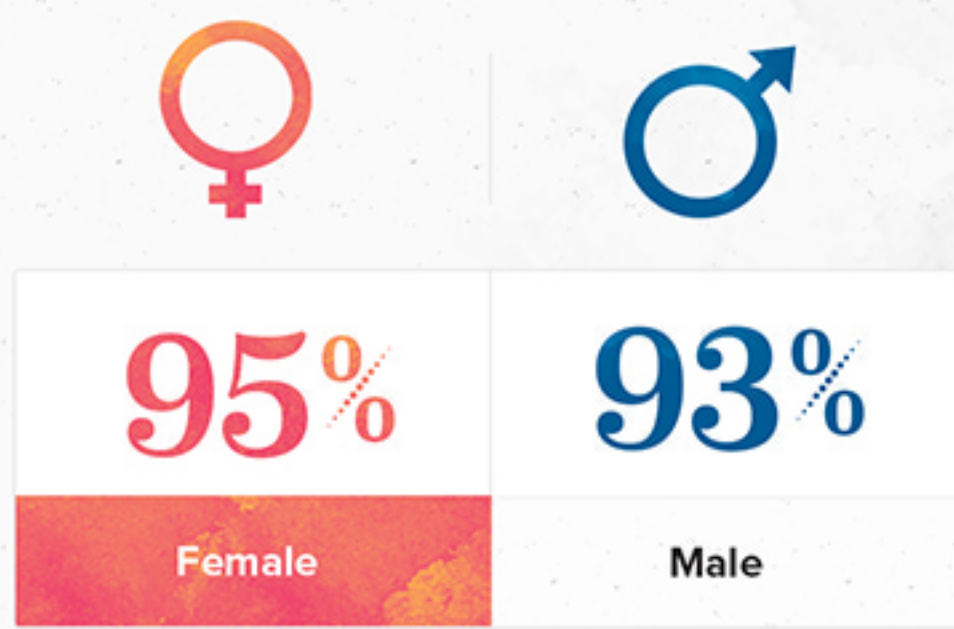


## What We Observed

### The Hair Color We Rock?



### Gender



### Did You Know?

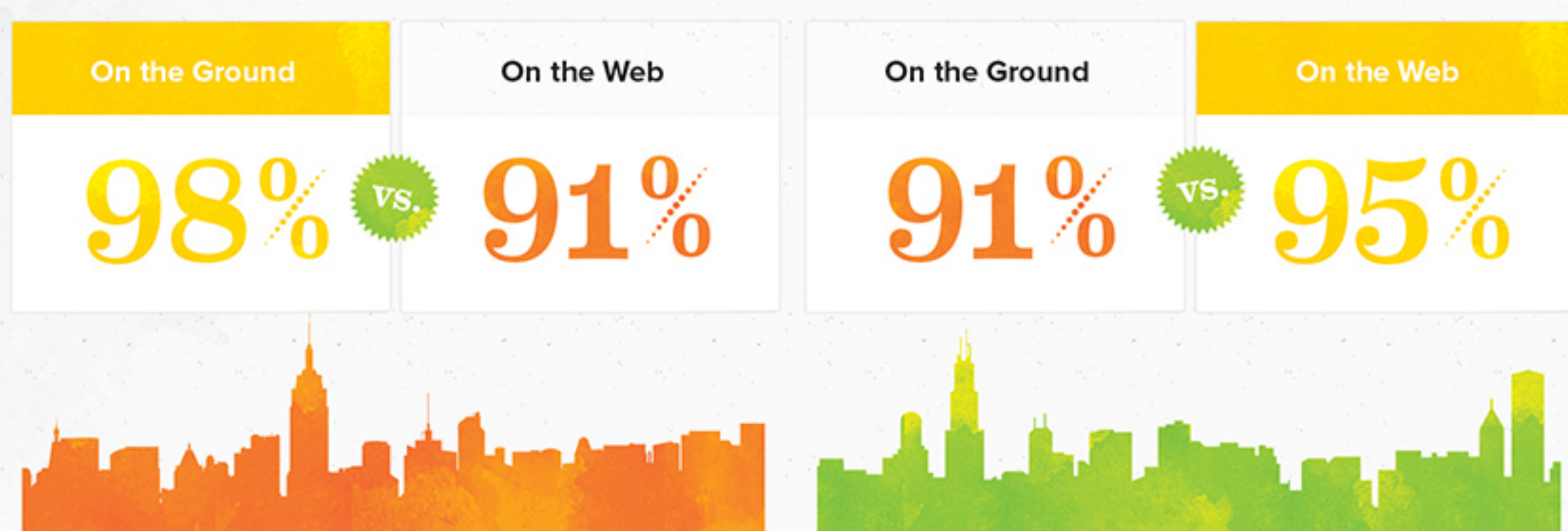


People "paid" for their beverages with all sorts of things including foreign currency, medicine bottle wrappers, unused drink tickets and more!

## Are Internet Users More Honest?

New York City, NY

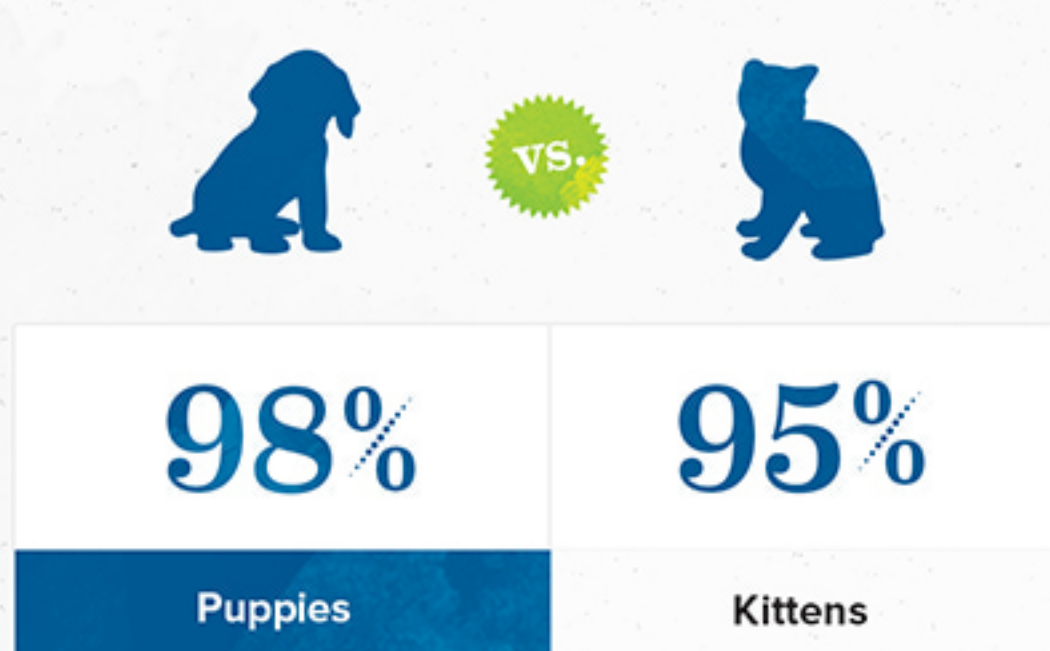
Chicago, IL



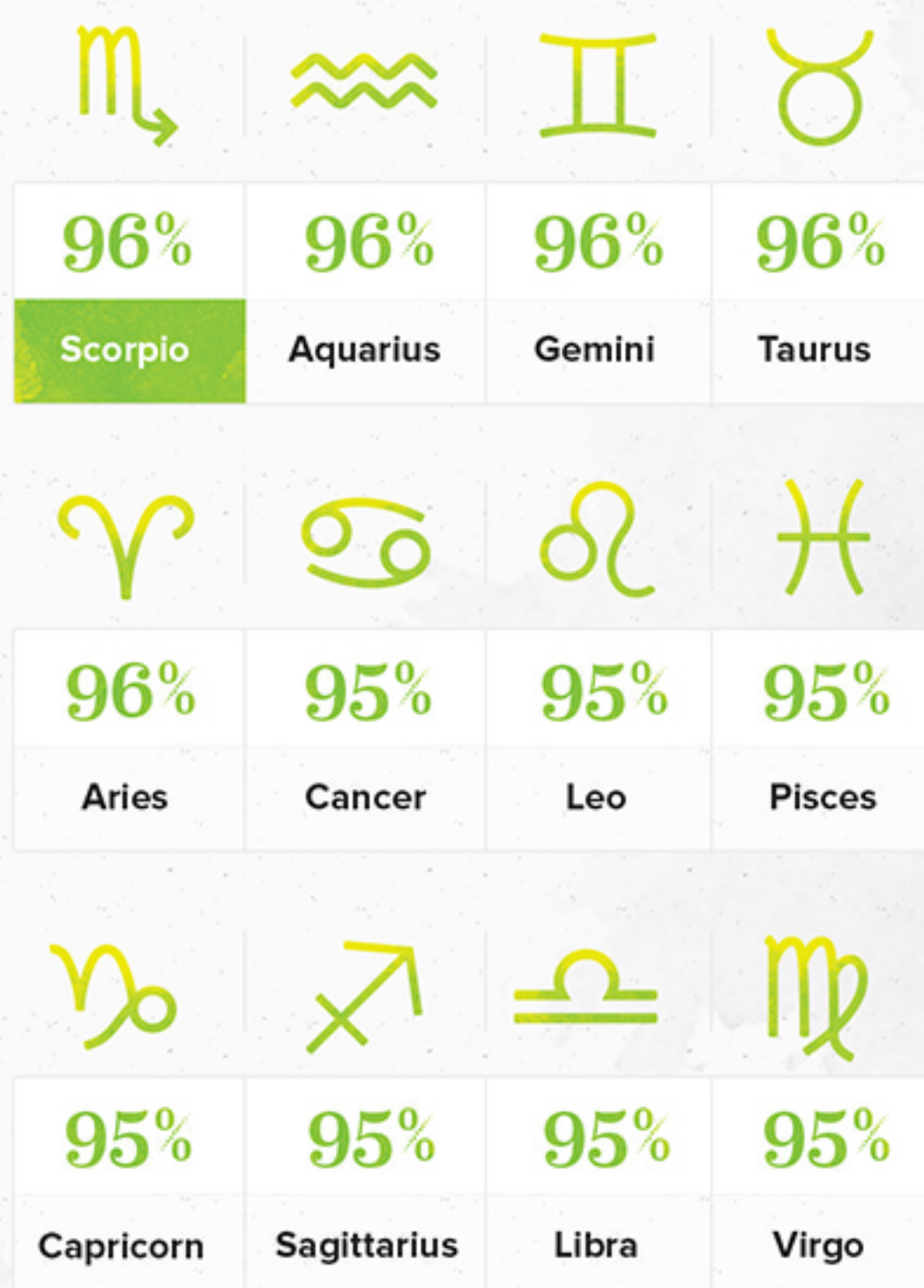
## What Makes a Person Honest?

Online, we asked people to share a piece of content in return for an Honest Tea coupon. In the process, we learned a lot about what honest people like!

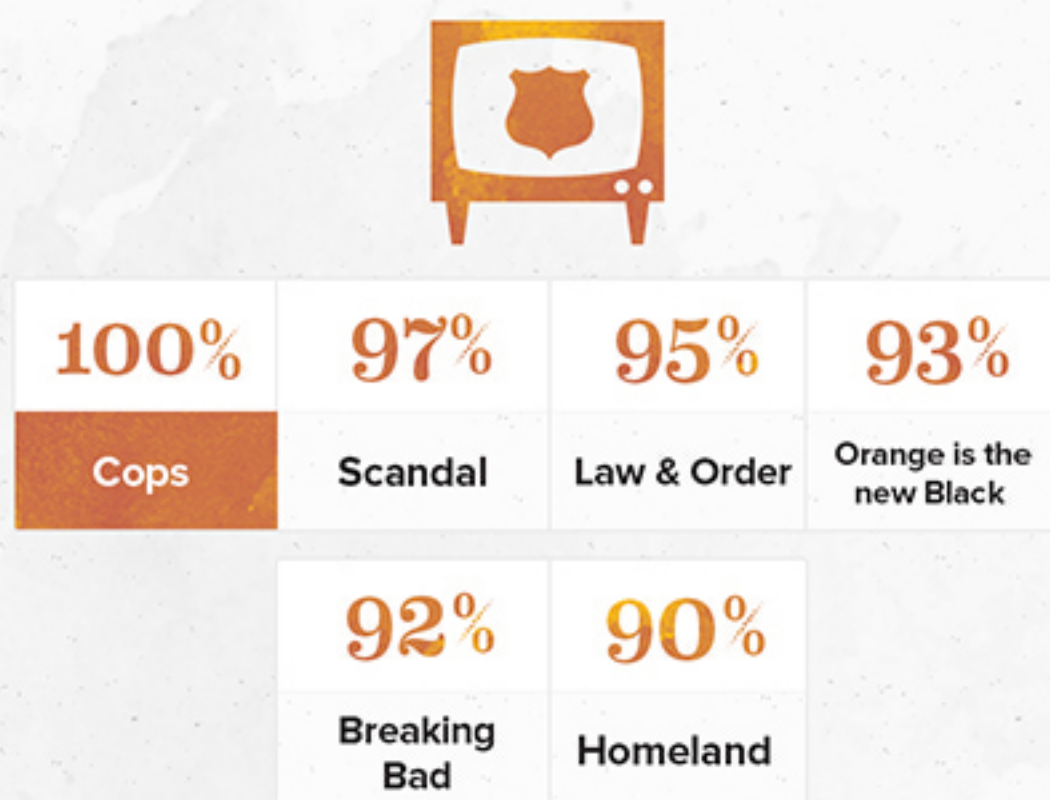
### Warm & Fuzzy Things?



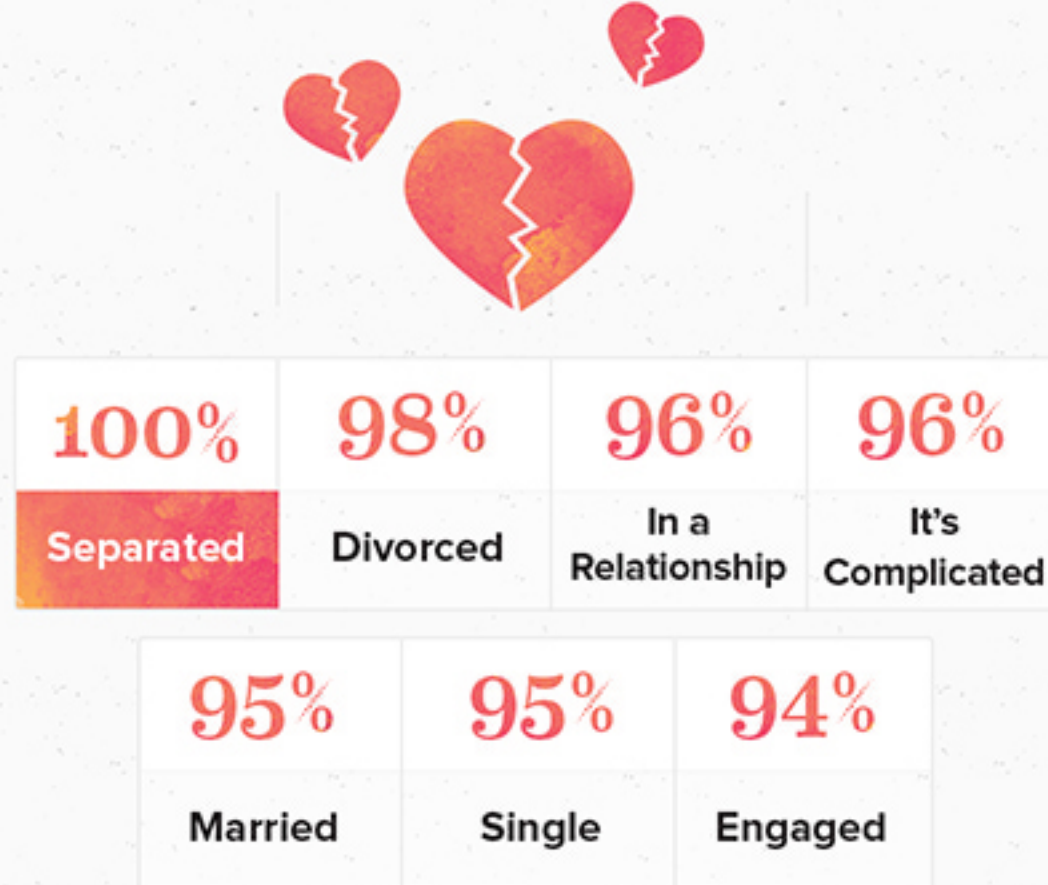
### Alignment in the Stars?



### What We Watch?



### The People We Love?



### The Beats We Step To?



## Conclusion

Coast to coast, on the internet and on the ground, the fact is on average we're pretty honest.

