

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: VALUES AND BELIEFS

-- FINAL TOPLINE --

Timberline: 927914
G: 788
Princeton Job #: 11-05-009

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May 5-8, 2011

Note: Q.25-27 should be cited as a *USA Today*/Gallup poll.

Results are based on telephone interviews conducted May 5-8, 2011 with a random sample of **1,018**—adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

For results based on the total sample of national adults, one can say with **95%** confidence that the margin of error is **±4** percentage points.

For results based on the sample of **530**—national adults in Form A and **488**—national adults in Form B, the maximum margins of sampling error are **±5** percentage points.

For results based on the sample of **886**—registered voters, the maximum margin of sampling error is **±4** percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

8. How would you rate the overall state of moral values in this country today -- as excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>No opinion</u>
2011 May 5-8	3	20	38	38	1
2010 May 3-6	1	14	38	45	1
2009 May 7-10	2	15	37	45	1
2008 May 8-11	2	13	41	44	1
2007 May 10-13	1	16	39	44	1
2006 May 8-11	1	13	43	42	2
2005 May 2-5	2	17	40	39	2
2004 Nov 19-21	4	22	41	32	1
2004 May 2-4	1	18	40	40	1
2003 May 5-7	2	20	42	35	1
2002 May 6-9	1	17	41	40	1

9. Right now, do you think the state of moral values in the country as a whole is getting better or getting worse?

	<u>Getting better</u>	<u>Getting worse</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2011 May 5-8	22	69	6	4
2010 May 3-6	14	76	7	4
2009 May 7-10	21	71	6	1
2008 May 8-11	11	81	6	3
2007 May 10-13	11	82	4	2
2006 May 8-11	11	81	6	3
2005 May 2-5	16	77	5	2
2004 Nov 19-21	27	64	7	2
2004 May 2-4	16	77	5	2
2003 May 5-7	24	67	7	2
2002 May 6-9	24	67	7	2

MORAL VALUES OUTLOOK GROUPS (Q.8-9 COMBINED RESPONSES)

	<u>Positive</u>	<u>Mixed</u>	<u>Negative</u>	<u>Undesignated</u>
2011 May 5-8	14	18	65	4
2010 May 3-6	9	15	73	4
2009 May 7-10	10	20	68	2
2008 May 8-11	6	14	77	3
2007 May 10-13	8	14	76	2
2006 May 8-11	7	12	77	4
2005 May 2-5	9	18	70	3
2004 Nov 19-21	16	24	57	3
2004 May 2-4	9	19	70	2
2003 May 5-7	13	22	62	3
2002 May 6-9	12	20	65	3