

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS**

**-- FINAL TOPLINE --**

Timberline: 927524  
G: 392  
Princeton Job #: 10-07-009

Jeff Jones, Lydia Saad  
July 8-11, 2010

---

Results are based on telephone interviews conducted July 8-11, 2010 with a random sample of –1,020—adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.

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

For results based on the sample of –528—national adults in Form A and –492—national adults in Form B, the maximum margins of sampling error are  $\pm 5$  percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental 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.

---

7. Now I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one -- a great deal, quite a lot, some, or very little? First, ... Next, [RANDOM ORDER]

| <i>2010 Jul 8-11</i><br><i>(sorted by "a great deal/quite a lot")</i> | <u>Great deal</u> | <u>Quite a lot</u> | <u>Some</u> | <u>Very little</u> | <u>None (vol.)</u> | <u>No opinion</u> | <b>Great deal/<br/>Quite a lot</b> |
|---|-------------------|--------------------|-------------|--------------------|--------------------|-------------------|------------------------------------|
| The military  | 44                | 32                 | 18          | 4                  | 1                  | 1                 | <b>76</b>                          |
| Small business  | 30                | 36                 | 26          | 6                  | *                  | 1                 | <b>66</b>                          |
| The police  | 26                | 33                 | 27          | 12                 | 1                  | 1                 | <b>59</b>                          |
| The church or organized religion                                      | 25                | 23                 | 30          | 18                 | 2                  | 2                 | <b>48</b>                          |
| The medical system  | 16                | 24                 | 38          | 20                 | 1                  | 1                 | <b>40</b>                          |
| The presidency  | 16                | 20                 | 26          | 31                 | 6                  | 1                 | <b>36</b>                          |
| The U.S. Supreme Court  | 15                | 21                 | 43          | 16                 | 2                  | 3                 | <b>36</b>                          |
| The public schools  | 14                | 20                 | 39          | 23                 | 1                  | 2                 | <b>34</b>                          |
| The criminal justice system   | 9                 | 18                 | 44          | 24                 | 3                  | 1                 | <b>27</b>                          |
| Newspapers  | 9                 | 16                 | 41          | 29                 | 4                  | 2                 | <b>25</b>                          |
| Banks   | 9                 | 14                 | 45          | 28                 | 2                  | 1                 | <b>23</b>                          |
| Television news   | 11                | 11                 | 41          | 32                 | 4                  | 1                 | <b>22</b>                          |
| Organized labor   | 10                | 10                 | 41          | 33                 | 3                  | 4                 | <b>20</b>                          |
| Health Maintenance Organizations, HMOs                                | 8                 | 11                 | 43          | 28                 | 4                  | 5                 | <b>19</b>                          |
| Big business  | 7                 | 12                 | 42          | 35                 | 3                  | 1                 | <b>19</b>                          |
| Congress  | 4                 | 7                  | 37          | 45                 | 5                  | 2                 | <b>11</b>                          |

*Q.7 continued on the next page*

CONFIDENCE IN INSTITUTIONS – FULL TREND (COMBINES "GREAT DEAL" AND "QUITE A LOT")

|          | A. | B. | C. | D. | E. | F. | G. | H. | I. | J. | K. | L. | M. | N. | O. | P. | Q. | R. | S. |
|----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 2010 Jul | 48 | 76 | 36 | 23 | 34 | 25 | 11 | 22 | 20 | 36 | 59 | 40 | 27 | 19 | 66 | 19 | -- | -- | -- |
| 2009 Jun | 52 | 82 | 39 | 22 | 38 | 25 | 17 | 23 | 19 | 51 | 59 | 36 | 28 | 16 | 67 | 18 | -- | -- | -- |
| 2008 Jun | 48 | 71 | 32 | 32 | 33 | 24 | 12 | 24 | 20 | 26 | 58 | 35 | 20 | 20 | 60 | 13 | -- | -- | -- |
| 2007 Jun | 46 | 69 | 34 | 41 | 33 | 22 | 14 | 23 | 19 | 25 | 54 | 31 | 19 | 18 | 59 | 15 | -- | -- | -- |
| 2006 Jun | 52 | 73 | 40 | 49 | 37 | 30 | 19 | 31 | 24 | 33 | 58 | 38 | 25 | 18 | -- | 15 | -- | -- | -- |
| 2005 May | 53 | 74 | 41 | 49 | 37 | 28 | 22 | 28 | 24 | 44 | 63 | 42 | 26 | 22 | -- | 17 | -- | -- | -- |
| 2004 May | 53 | 75 | 46 | 53 | 41 | 30 | 30 | 30 | 31 | 52 | 64 | 44 | 34 | 24 | -- | 18 | -- | -- | -- |
| 2003 Jun | 50 | 82 | 47 | 50 | 40 | 33 | 29 | 35 | 28 | 55 | 61 | 44 | 29 | 22 | -- | 17 | -- | -- | -- |
| 2002 Jun | 45 | 79 | 50 | 47 | 38 | 35 | 29 | 35 | 26 | 58 | 59 | 38 | 27 | 20 | -- | 13 | -- | -- | 19 |
| 2001 Jun | 60 | 66 | 50 | 44 | 38 | 36 | 26 | 34 | 26 | 48 | 57 | 40 | -- | 28 | -- | 15 | 28 | 37 | -- |
| 2000 Jun | 56 | 64 | 47 | 46 | 37 | 37 | 24 | 36 | 25 | 42 | 54 | 40 | 24 | 29 | -- | 16 | -- | -- | -- |
| 1999 Jun | 58 | 68 | 49 | 43 | 36 | 33 | 26 | 34 | 28 | 49 | 57 | 40 | 23 | 30 | -- | 17 | -- | -- | -- |
| 1998 Jun | 59 | 64 | 50 | 40 | 37 | 33 | 28 | 34 | 26 | 53 | 58 | 40 | 24 | 30 | 57 | -- | -- | -- | -- |
| 1997 Jul | 56 | 60 | 50 | 41 | 40 | 35 | 22 | 34 | 23 | 49 | 59 | 38 | 19 | 28 | 63 | -- | -- | -- | -- |
| 1996 May | 57 | 66 | 45 | 44 | 38 | 32 | 20 | 36 | 25 | 39 | 60 | 42 | 19 | 24 | -- | -- | -- | -- | -- |
| 1995 Apr | 57 | 64 | 44 | 43 | 40 | 30 | 21 | 33 | 26 | 45 | 58 | 41 | 20 | 21 | -- | -- | -- | -- | -- |
| 1994 Mar | 54 | 64 | 42 | 35 | 34 | 29 | 18 | 35 | 26 | 38 | 54 | 36 | 15 | 26 | -- | -- | -- | -- | -- |
| 1993 Mar | 53 | 68 | 44 | 37 | 39 | 31 | 18 | 46 | 26 | 43 | 52 | 34 | 17 | 22 | -- | -- | -- | -- | -- |
| 1991 Oct | 56 | 69 | 39 | 30 | 35 | 32 | 18 | -- | 22 | 50 | -- | -- | -- | 22 | -- | -- | -- | -- | -- |
| 1991 Mar | 59 | 85 | 48 | 32 | 44 | 37 | 30 | -- | 25 | 72 | -- | -- | -- | 26 | -- | -- | -- | -- | -- |
| 1990 Aug | 56 | 68 | 47 | 36 | 45 | 39 | 24 | -- | 27 | -- | -- | -- | -- | 25 | -- | -- | -- | -- | -- |
| 1989 Sep | 52 | 63 | 46 | 42 | 43 | -- | 32 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 1988 Sep | 59 | 58 | 56 | 49 | 49 | 36 | 35 | -- | 26 | -- | -- | -- | -- | 25 | -- | -- | -- | -- | -- |
| 1987 Jul | 61 | 61 | 52 | 51 | 50 | 31 | -- | -- | 26 | -- | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| 1986 Jul | 57 | 63 | 54 | 49 | 49 | 37 | 41 | -- | 29 | -- | -- | -- | -- | 28 | -- | -- | -- | -- | -- |
| 1985 May | 66 | 61 | 56 | 51 | 48 | 35 | 39 | -- | 28 | -- | -- | -- | -- | 31 | -- | -- | -- | -- | -- |
| 1984 Oct | 64 | 58 | 51 | 51 | 47 | 34 | 29 | -- | 30 | -- | -- | -- | -- | 29 | -- | -- | -- | -- | -- |
| 1983 Aug | 62 | 53 | 42 | 51 | 39 | 38 | 28 | -- | 26 | -- | -- | -- | -- | 28 | -- | -- | -- | -- | -- |
| 1981 Nov | 64 | 50 | 46 | 46 | 42 | 35 | 29 | -- | 28 | -- | -- | -- | -- | 20 | -- | -- | -- | -- | -- |
| 1979 Apr | 65 | 54 | 45 | 60 | 53 | 51 | 34 | -- | 36 | -- | -- | -- | -- | 32 | -- | -- | -- | -- | -- |
| 1977 Jan | 64 | 57 | 46 | -- | 54 | -- | 40 | -- | 39 | -- | -- | -- | -- | 33 | -- | -- | -- | -- | -- |
| 1975 May | 68 | 58 | 49 | -- | -- | -- | 40 | -- | 36 | 52 | -- | -- | -- | 34 | -- | -- | -- | -- | -- |
| 1973 May | 66 | -- | 44 | -- | 58 | 39 | 42 | -- | 30 | -- | -- | -- | -- | 26 | -- | -- | -- | -- | -- |

KEY:

- A. The church or organized religion
- B. The Military
- C. The U.S. Supreme Court
- D. Banks
- E. The public schools
- F. Newspapers
- G. Congress

- H. Television News
- I. Organized labor
- J. The Presidency
- K. The police
- L. The Medical system
- M. The criminal justice system
- N. Big business

- O. Small business
- P. Health Maintenance Organizations (HMOs)
- Q. The electric power utilities
- R. Faith-based charitable organizations
- S. Wall Street

