

# USA TODAY/GALLUP POLL

## NOVEMBER WAVE 1

-- FINAL TOPLINE --

Timberline: 927592  
G: 593  
Princeton Job #: 10-11-021

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November 19-21, 2010

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**Note: Q.3 and Q.18 should be cited as a Gallup poll.**

**Results are based on telephone interviews conducted November 19-21, 2010 with a random sample of –1,037— 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.**

**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.**

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3. Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low, or very low? How about – [RANDOM ORDER]?

2010 Nov 19-21	Very high				Very low	No opinion
		High	Average	Low		
Advertising practitioners	2	9	48	29	8	4
Bankers	4	19	48	20	8	1
Business executives	2	13	52	23	9	2
Car salespeople	2	5	42	36	13	2
Clergy	14	39	35	7	1	4
Members of Congress	1	8	32	35	22	1
Druggists or pharmacists	17	54	25	3	1	*
Lawyers	4	13	47	24	11	1
Medical doctors	17	49	28	4	1	1
Nurses	22	59	16	1	*	1
Police officers	12	45	33	7	3	*
Auto mechanics	5	23	55	13	3	2
Day care providers	9	38	41	6	1	5
Grade school teachers	17	50	24	5	1	2
Judges	10	37	37	11	3	2
Local officeholders	3	17	55	20	4	2
Military officers	27	46	23	2	1	1
Newspaper reporters	3	19	49	21	6	2
Nursing home operators	5	21	48	20	4	3
State officeholders	2	10	49	29	8	2
TV reporters	4	19	47	21	8	1
Lobbyists	1	6	29	37	24	4

Q.3 (HONESTY AND ETHICS) CONTINUE

RECENT TREND: PERCENT SAYING "VERY HIGH" / "HIGH"

	1995	1996	1997	1998	1999	2000	2001	Feb 2002	Nov 2002	2003	2004	2005	2006	2007	2008	2009	2010
Nurses	--	--	--	--	73	79	84	83	79	83	79	82	84	83	84	83	81
Military officers	--	--	--	--	--	--	--	--	65	--	72	--	--	65	--	--	73
Druggists, pharmacists	66	64	69	64	69	67	68	--	67	67	72	67	73	71	70	66	71
Grade school teachers	--	--	--	--	--	--	--	--	--	--	73	--	--	74	--	--	67
Medical doctors	54	55	56	57	58	63	66	--	63	68	67	65	69	64	64	65	66
Police officers	41	49	49	49	52	55	68	61	59	59	60	61	54	53	56	63	57
Clergy	56	56	59	59	56	60	64	--	52	56	56	54	58	53	56	50	53
Day care providers	--	--	--	--	41	--	--	--	--	--	49	--	--	44	--	--	47
Judges	--	--	--	--	53	47	--	--	--	--	53	--	--	46	--	--	47
Auto mechanics	--	--	--	--	24	22	22	--	--	--	26	--	--	25	--	--	28
Nursing home operators	--	--	--	--	22	--	--	--	--	--	24	--	--	21	--	--	26
Bankers	27	26	34	30	30	37	34	--	36	35	36	41	37	35	23	19	23
TV Reporters	21	23	22	21	20	21	--	--	--	--	23	--	--	23	--	--	23
Newspaper reporters	20	17	19	20	19	16	--	--	--	--	21	--	--	22	--	--	22
Local officeholders	21	19	20	21	20	25	--	--	--	--	26	--	--	20	--	--	20
Lawyers	16	17	15	14	13	17	18	--	18	16	18	18	18	15	18	13	17
Business executives	19	17	20	21	23	23	25	16	17	18	20	16	18	14	12	12	15
State officeholders	15	13	17	17	16	20	--	--	--	--	24	--	--	12	--	--	12
Advertising practitioners	10	11	12	10	9	10	11	14	9	12	10	11	11	6	10	11	11
Members of Congress	10	14	12	17	11	21	25	--	17	17	20	14	14	9	12	9	9
Car salespeople	5	8	8	5	8	7	8	--	6	7	9	8	7	5	7	6	7
Lobbyists	--	--	--	--	--	--	--	--	--	--	--	--	--	5	5	--	7

Q.3 (HONESTY AND ETHICS) CONTINUED

RECENT TREND: PERCENT SAYING "VERY HIGH" / "HIGH" (ITEMS NOT ASKED IN 2010)

	1995	1996	1997	1998	1999	2000	2001	Feb 2002	Nov 2002	2003	2004	2005	2006	2007	2008	2009	2010
Engineers	53	48	49	50	50	56	60	--	--	59	--	--	61	--	--	62	--
Dentists	54	53	54	53	52	58	56	--	--	61	--	--	62	--	--	57	--
College teachers	52	56	55	53	52	59	58	57	--	59	--	--	58	--	--	54	--
Chiropractors	--	--	--	--	26	--	--	--	--	31	--	--	36	--	--	34	--
Psychiatrists	--	--	--	--	--	--	--	--	--	38	--	--	38	--	--	33	--
Journalists	23	23	23	22	24	21	29	--	26	25	--	28	26	--	25	23	--
State governors	--	--	--	--	24	30	--	--	--	26	--	--	22	--	--	15	--
Senators	12	15	14	19	17	24	25	--	--	20	--	16	15	--	--	11	--
Insurance salespeople	11	11	12	11	10	10	13	--	--	12	--	--	13	--	--	10	--
Stockbrokers	16	15	18	19	16	19	19	--	12	15	--	16	17	--	12	9	--
HMO Managers	--	--	--	--	10	--	--	--	--	9	--	--	12	--	--	8	--
High school teachers	--	--	--	--	--	--	--	--	64	--	--	64	--	--	65	--	--
Funeral directors	35	35	36	33	35	36	--	--	39	--	--	44	--	--	47	--	--
Accountants	--	--	--	--	--	38	41	32	35	--	--	39	--	--	38	--	--
Building contractors	21	23	20	19	18	23	--	--	20	--	--	20	--	--	22	--	--
Real estate agents	15	15	16	16	14	17	--	--	19	--	--	20	--	--	17	--	--
Labor union leaders	14	16	15	15	17	17	17	--	14	--	--	16	--	--	16	--	--
Telemarketers	--	--	--	--	9	--	--	--	5	--	--	7	--	--	5	--	--
Veterinarians	--	--	--	--	63	66	--	--	--	68	--	--	71	--	--	--	--
Firefighters	--	--	--	--	--	--	90	--	--	--	--	--	--	--	--	--	--
Members of U.S. military	--	--	--	--	--	--	81	--	--	--	--	--	--	--	--	--	--

Gallup first began asking Honesty and Ethics in 1976. Please contact Gallup for full trend.