

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: GOVERNANCE

-- FINAL TOPLINE --

Timberline: 927943
G: 880
Princeton Job #: 11-09-017

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September 8-11, 2011

Results are based on telephone interviews conducted September 8-11, 2011 with a random sample of –1,017— 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 –490—national adults in Form A and –527—national adults in Form B, the maximum margins of sampling error are ± 6 percentage points.

For results based on the sample of –931— 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 by 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.

27. Some people think the government should promote traditional values in our society. Others think the government should not favor any particular set of values. Which comes closer to your own view?

	Promote traditional <u>values</u>	Not favor any set <u>of values</u>	Mixed/ <u>Depends (vol.)</u>	No <u>opinion</u>
2011 Sep 8-11	48	46	3	3
2010 Sep 13-16	53	43	2	2
2010 Jun 11-13	47	49	2	3
2009 Aug 31-Sep 2	53	42	2	3
2008 Sep 8-11	48	48	1	3
2007 Sep 14-16	49	45	4	3
2006 Sep 7-10	50	44	3	3
2005 Sep 12-15	50	47	1	2
2004 Nov 19-21	55	41	2	2
2004 Sep 13-15	54	41	3	2
2003 Sep 8-10	56	40	2	2
2002 Sep 5-8	56	38	3	3
2001 Oct 5-6	59	39	1	2
2001 Sep 7-10	53	41	4	2
2000 Sep 11-13	54	38	5	3
1999 Sep 10-14	56	39	1	3
1998 Oct 29-30	56	37	2	5
1998 Apr 17-19	55	38	4	3
1997 Jan 31-Feb 2	53	40	3	4
1996 Jan 12-15	59	36	1	4
1994 Nov 2-6	55	37	2	6
1994 Oct 22-25	55	40	2	3
1994 Jan 15-17	54	40	2	4
1993 Dec 17-19	57	37	2	4
1993 Apr 22-24	55	39	1	5
1993 Mar 22-24	53	42	1	4