

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: LIFESTYLE

-- FINAL TOPLINE --

Timberline: 937008  
HR: 816  
Princeton Job #: 13-12-021

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December 5-8, 2013

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**Results are based on telephone interviews conducted December 5-8, 2013 with a random sample of –1,031—adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ±4 percentage points at the 95% confidence level.**

**For results based on the sample of --212-- parents of children under age 18, the margin of sampling error is ±9 percentage points at the 95% confidence level.**

**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 of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phone telephone 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 to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.**

**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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10. 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]?

<i>2013 Dec 5-8</i>	Very high	High	Average	Low	Very low	No opinion
Advertising practitioners	3	11	44	27	11	4
Auto mechanics	5	24	53	12	4	1
Bankers	6	21	47	17	9	1
Business executives	3	19	47	21	8	2
Car salespeople	1	8	43	33	14	2
Clergy	13	34	35	8	3	7
Day care providers	11	35	43	6	1	4
Grade school teachers	25	45	23	5	1	1
Judges	10	35	37	12	4	2
Lawyers	3	17	45	23	12	1
Lobbyists	1	5	31	30	26	7
Local officeholders	4	19	49	18	8	3
Medical doctors	17	52	27	2	1	*
Members of Congress	2	6	25	36	30	1
Military officers	27	42	24	4	1	2
Newspaper reporters	3	18	47	20	10	1
Nurses	27	55	16	2	*	*
Nursing home operators	8	24	42	17	5	4
Pharmacists	16	54	26	3	1	*
Police officers	15	39	33	9	3	*
State officeholders	2	12	46	24	13	3
TV reporters	2	18	47	20	11	1

**Q.10 (HONESTY AND ETHICS) CONTINUED**

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

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>Feb</u> <u>2002</u>	<u>Nov</u> <u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
Nurses	--	73	79	84	83	79	83	79	82	84	83	84	83	81	84	85	82
Pharmacists	64	69	67	68	--	67	67	72	67	73	71	70	66	71	73	75	70
Grade school teachers	--	--	--	--	--	--	--	73	--	--	74	--	--	67	--	--	70
Medical doctors	57	58	63	66	--	63	68	67	65	69	64	64	65	66	70	70	69
Military officers	--	--	--	--	--	65	--	72	--	--	65	--	--	73	--	--	69
Police officers	49	52	55	68	61	59	59	60	61	54	53	56	63	57	54	58	54
Clergy	59	56	60	64	--	52	56	56	54	58	53	56	50	53	52	52	47
Day care providers	--	41	--	--	--	--	--	49	--	--	44	--	--	47	--	--	46
Judges	--	53	47	--	--	--	--	53	--	--	46	--	--	47	--	--	45
Nursing home operators	--	22	--	--	--	--	--	24	--	--	21	--	--	26	--	--	32
Auto mechanics	--	24	22	22	--	--	--	26	--	--	25	--	--	28	--	--	29
Bankers	30	30	37	34	--	36	35	36	41	37	35	23	19	23	25	28	27
Local officeholders	21	20	25	--	--	--	--	26	--	--	20	--	--	20	--	--	23
Business executives	21	23	23	25	16	17	18	20	16	18	14	12	12	15	18	21	22
Newspaper reporters	20	19	16	--	--	--	--	21	--	--	22	--	--	22	--	--	21
Lawyers	14	13	17	18	--	18	16	18	18	18	15	18	13	17	19	19	20
TV Reporters	21	20	21	--	--	--	--	23	--	--	23	--	--	23	--	--	20
Advertising practitioners	10	9	10	11	14	9	12	10	11	11	6	10	11	11	11	11	14
State officeholders	17	16	20	--	--	--	--	24	--	--	12	--	--	12	--	--	14
Car salespeople	5	8	7	8	--	6	7	9	8	7	5	7	6	7	7	8	9
Members of Congress	17	11	21	25	--	17	17	20	14	14	9	12	9	9	7	10	8
Lobbyists	--	--	--	--	--	--	--	--	--	5	5	--	--	7	7	--	6

**Q.10 (HONESTY AND ETHICS) CONTINUED**

**RECENT TREND: PERCENT SAYING "VERY HIGH" / "HIGH" (ITEMS NOT ASKED IN 2013)**

	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>Feb 2002</b>	<b>Nov 2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Engineers	50	50	56	60	--	--	59	--	--	61	--	--	62	--	--	70	--
Dentists	53	52	58	56	--	--	61	--	--	62	--	--	57	--	--	62	--
College teachers	53	52	59	58	57	--	59	--	--	58	--	--	54	--	--	53	--
Psychiatrists	--	--	--	--	--	--	38	--	--	38	--	--	33	--	--	41	--
Chiropractors	--	26	--	--	--	--	31	--	--	36	--	--	34	--	--	38	--
Journalists	22	24	21	29	--	26	25	--	28	26	--	25	23	--	26	24	--
State governors	--	24	31	--	--	--	26	--	--	22	--	--	15	--	--	20	--
Insurance salespeople	11	10	10	13	--	--	12	--	--	13	--	--	10	--	--	15	--
Senators	19	17	24	25	--	--	20	--	16	15	--	--	11	--	--	14	--
HMO Managers	--	10	--	--	--	--	9	--	--	12	--	--	8	--	--	12	--
Stockbrokers	19	16	19	19	--	12	15	--	16	17	--	12	9	--	12	11	--
High school teachers	--	--	--	--	64	--	--	64	--	--	65	--	--	--	62	--	--
Funeral directors	35	36	--	--	39	--	--	44	--	--	47	--	--	--	44	--	--
Accountants	--	38	41	32	35	--	--	39	--	--	38	--	--	--	43	--	--
Building contractors	18	23	--	--	20	--	--	20	--	--	22	--	--	--	26	--	--
Real estate agents	14	17	--	--	19	--	--	20	--	--	17	--	--	--	20	--	--
Labor union leaders	17	17	17	--	14	--	--	16	--	--	16	--	--	--	18	--	--
Telemarketers	9	--	--	--	5	--	--	7	--	--	5	--	--	--	8	--	--
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.

