

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES:  
VALUES AND BELIEFS**

**-- FINAL TOPLINE --**

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Results are based on telephone interviews conducted May 8-11, 2014 with a random sample of **-1,028—**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  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of **-518—**national adults in Form A, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of **-510—**national adults in Form B, the margins of sampling error is  $\pm 5$  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 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 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2013 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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26. Just off the top of your head, which of the five branches of the Armed Forces in this country would you say is the most prestigious and has the most status in our society today -- [ROTATED: the Air Force, the Army, the Navy, the Marines, (or) the Coast Guard]?

	<u>Air Force</u>	<u>Army</u>	<u>Navy</u>	<u>Marines</u>	<u>Coast Guard</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2014 May 8-11	17	15	12	47	2	5	2
2011 Jun 9-12 ^	15	22	8	46	2	5	2
2004 May 21-23 ^	20	15	8	44	5	5	3
2002 Apr 22-24 ^	28	13	13	39	1	4	2
2001 May 18-20 ^ †	32	11	14	36	--	4	3

^ Asked of a half sample

† WORDING: Just off the top of your head, which of the four major branches of the Armed Forces in this country would you say is the most prestigious and has the most status in our society today -- [ROTATED: the Air Force, the Army, the Navy, (or) the Marines]?

27. Just off the top of your head, which of the five branches of the Armed Forces in this country would you say is the most important to our national defense today -- [ROTATED: the Air Force, the Army, the Navy, the Marines, (or) the Coast Guard]?

	<u>Air Force</u>	<u>Army</u>	<u>Navy</u>	<u>Marines</u>	<u>Coast Guard</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2014 May 8-11	23	26	17	19	3	9	2
2011 Jun 9-12 ^	17	25	11	24	3	16	3
2004 May 21-23 ^	23	25	9	23	4	12	4
2002 Apr 22-24 ^	36	18	17	16	1	10	2
2001 May 18-20 ^ †	42	18	15	14	--	9	2

^ Asked of a half sample

† WORDING: Just off the top of your head, which of the four major branches of the Armed Forces in this country would you say is the most important to our national defense today-- [ROTATED: the Air Force, the Army, the Navy, (or) the Marines]?