

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: LIFESTYLE

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted December 8-11, 2014 with a random sample of –805— 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.

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 July-December 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.

8. 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>2014 Dec 8-11</i>	Very high	High	Average	Low	Very low	No opinion
Advertising practitioners	2	8	44	31	11	3
Bankers	4	19	49	20	6	1
Business executives	2	15	50	23	9	2
Car salespeople	2	6	46	31	14	2
Clergy	11	35	35	8	5	6
Lawyers	5	16	45	22	12	1
Medical doctors	14	51	29	4	3	*
Members of Congress	1	6	30	37	24	1
Nurses	25	55	17	1	1	1
Pharmacists	15	50	28	4	3	1
Police officers	14	34	31	12	8	1

Q.8 (HONESTY AND ETHICS) CONTINUED

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

	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>Feb 2002</u>	<u>Nov 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>	<u>2014</u>
Nurses	73	79	84	83	79	83	79	82	84	83	84	83	81	84	85	82	80
Medical doctors	58	63	66	--	63	68	67	65	69	64	64	65	66	70	70	69	65
Pharmacists	69	67	68	--	67	67	72	67	73	71	70	66	71	73	75	70	65
Police officers	52	55	68	61	59	59	60	61	54	53	56	63	57	54	58	54	48
Clergy	56	60	64	--	52	56	56	54	58	53	56	50	53	52	52	47	46
Bankers	30	37	34	--	36	35	36	41	37	35	23	19	23	25	28	27	23
Lawyers	13	17	18	--	18	16	18	18	18	15	18	13	17	19	19	20	21
Business executives	23	23	25	16	17	18	20	16	18	14	12	12	15	18	21	22	17
Advertising practitioners	9	10	11	14	9	12	10	11	11	6	10	11	11	11	11	14	10
Car salespeople	8	7	8	--	6	7	9	8	7	5	7	6	7	7	8	9	8
Members of Congress	11	21	25	--	17	17	20	14	14	9	12	9	9	7	10	8	7
Grade school teachers	--	--	--	--	--	--	73	--	--	74	--	--	67	--	--	70	--
Military officers	--	--	--	--	65	--	72	--	--	65	--	--	73	--	--	69	--
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	--
Local officeholders	20	25	--	--	--	--	26	--	--	20	--	--	20	--	--	23	--
Newspaper reporters	19	16	--	--	--	--	21	--	--	22	--	--	22	--	--	21	--
TV Reporters	20	21	--	--	--	--	23	--	--	23	--	--	23	--	--	20	--
State officeholders	16	20	--	--	--	--	24	--	--	12	--	--	12	--	--	14	--
Lobbyists	--	--	--	--	--	--	--	--	5	5	--	--	7	7	--	6	--

Q.8 (HONESTY AND ETHICS) CONTINUED

RECENT TREND: PERCENT SAYING "VERY HIGH" / "HIGH" (ITEMS NOT ASKED IN 2013-2014)

	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>Feb 2002</u>	<u>Nov 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>	<u>2014</u>
Engineers	50	56	60	--	--	59	--	--	61	--	--	62	--	--	70	--	--
Dentists	52	58	56	--	--	61	--	--	62	--	--	57	--	--	62	--	--
College teachers	52	59	58	57	--	59	--	--	58	--	--	54	--	--	53	--	--
Psychiatrists	--	--	--	--	--	38	--	--	38	--	--	33	---	--	41	--	--
Chiropractors	26	--	--	--	--	31	--	--	36	--	--	34	--	--	38	--	--
Journalists	24	21	29	--	26	25	--	28	26	--	25	23	--	26	24	--	--
State governors	24	31	--	--	--	26	--	--	22	--	--	15	--	--	20	--	--
Insurance salespeople	10	10	13	--	--	12	--	--	13	--	--	10	--	--	15	--	--
Senators	17	24	25	--	--	20	--	16	15	--	--	11	--	--	14	--	--
HMO Managers	10	--	--	--	--	9	--	--	12	--	--	8	--	--	12	--	--
Stockbrokers	16	19	19	--	12	15	--	16	17	--	12	9	--	12	11	--	--
High school teachers	--	--	--	64	--	--	64	--	--	65	--	--	--	62	--	--	--
Funeral directors	36	--	--	39	--	--	44	--	--	47	--	--	--	44	--	--	--
Accountants	38	41	32	35	--	--	39	--	--	38	--	--	--	43	--	--	--
Building contractors	23	--	--	20	--	--	20	--	--	22	--	--	--	26	--	--	--
Real estate agents	17	--	--	19	--	--	20	--	--	17	--	--	--	20	--	--	--
Labor union leaders	17	17	--	14	--	--	16	--	--	16	--	--	--	18	--	--	--
Telemarketers	--	--	--	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.