

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: VALUES AND BELIEFS

-- FINAL TOPLINE --

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Jeff Jones, Lydia Saad
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Results are based on telephone interviews conducted May 6-10, 2015 with a random sample of –1,024—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 –497—national adults in Form A, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –527—national adults in Form B, the margins of sampling error is ± 5 percentage points.

For results based on the sample of –892—registered voters, the margins 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 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 2014 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2014 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.

Thinking for a moment about moral values,

7. How would you rate the overall state of moral values in this country today -- as excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>No opinion</u>
2015 May 6-10	2	17	34	45	1
2014 May 8-11	2	19	36	42	1
2013 May 2-7	1	18	36	44	*
2012 May 3-6	2	18	36	43	2
2011 May 5-8	3	20	38	38	1
2010 May 3-6	1	14	38	45	1
2009 May 7-10	2	15	37	45	1
2008 May 8-11	2	13	41	44	1
2007 May 10-13	1	16	39	44	1
2006 May 8-11	1	13	43	42	2
2005 May 2-5	2	17	40	39	2
2004 Nov 19-21	4	22	41	32	1
2004 May 2-4	1	18	40	40	1
2003 May 5-7	2	20	42	35	1
2002 May 6-9	1	17	41	40	1

8. Right now, do you think the state of moral values in the country as a whole is getting better or getting worse?

	<u>Getting better</u>	<u>Getting worse</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2015 May 6-10	22	72	4	2
2014 May 8-11	18	74	7	1
2013 May 2-7	20	72	6	2
2012 May 3-6	19	73	5	2
2011 May 5-8	22	69	6	4
2010 May 3-6	14	76	7	4
2009 May 7-10	21	71	6	1
2008 May 8-11	11	81	6	3
2007 May 10-13	11	82	4	2
2006 May 8-11	11	81	6	3
2005 May 2-5	16	77	5	2
2004 Nov 19-21	27	64	7	2
2004 May 2-4	16	77	5	2
2003 May 5-7	24	67	7	2
2002 May 6-9	24	67	7	2