

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: VALUES AND BELIEFS

-- FINAL TOPLINE --

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May 1-17, 2026

Results are based on telephone interviews conducted May 1-17, 2026, with a random sample of –1,001—adults, ages 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 80% cell phone respondents and 20% landline respondents, with additional minimum quotas by time zone within 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 has the next 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, party identification, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Party identification targets are based on the average of the three most recent Gallup polls. Population density targets are based on the 2020 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. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

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>
2026 May 1-17	3	9	30	56	2
2025 May 1-18	2	17	36	44	1
2024 May 1-23	1	14	34	49	2
2023 May 1-24	1	10	33	54	1
2022 May 2-22	1	12	37	50	*
2021 May 3-18	1	15	37	47	*
2020 May 1-13	2	18	38	40	*
2019 May 1-12	2	15	36	47	1
2018 May 1-10	1	13	37	49	1
2017 May 3-7	1	16	36	45	1
2016 May 4-8	1	17	36	43	2
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>
2026 May 1-17	15	80	4	2
2025 May 1-18	29	66	3	2
2024 May 1-23	14	81	3	3
2023 May 1-24	12	83	3	1
2022 May 2-22	18	78	3	1
2021 May 3-18	28	67	3	2
2020 May 1-13	27	68	4	1
2019 May 1-12	19	77	3	1
2018 May 1-10	18	77	3	1
2017 May 3-7	16	77	4	2
2016 May 4-8	20	73	5	2
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

On another subject,

47. In your view, do government policies have a significant effect on the moral values of people in this country, or not?

	<u>Yes, have</u>	<u>No, have not</u>	<u>No opinion</u>
2026 May 1-17	69	27	4
2006 May 8-11	59	38	3
1996 May 9-12	58	39	3

48. Do you think the federal government should or should not be involved in promoting moral values in our society?

	<u>Should</u>	<u>Should not</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2026 May 1-17	45	50	3	3
2006 May 8-11	48	48	3	2
1996 May 9-12	60	38	1	1

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May 2026
Public Release Data**

QN7: Moral Values in U.S. Today BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Excellent	3%	2%	3%	0%	7%	4%	2%	3%	0%	2%	4%	1%	4%	2%	5%	3%	1%
Good	9%	9%	8%	9%	9%	10%	11%	7%	8%	7%	11%	9%	9%	7%	9%	9%	8%
Only fair	30%	30%	31%	36%	22%	31%	30%	29%	35%	27%	28%	36%	28%	32%	30%	29%	
Poor	56%	57%	55%	53%	61%	55%	55%	58%	54%	62%	54%	54%	57%	59%	54%	60%	
DON'T KNOW/REFUSED	2%	1%	3%	2%	2%	1%	2%	4%	2%	1%	3%		3%	3%	0%	4%	2%

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QN8: Moral Values Getting Better/Worse BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Getting better	15%	18%	11%	17%	11%	14%	14%	16%	12%	17%	14%	28%	12%	8%	16%	14%	13%
Getting worse	80%	78%	81%	77%	84%	81%	82%	77%	83%	77%	81%	67%	81%	87%	78%	79%	82%
Same (VOL)	4%	2%	5%	4%	3%	5%	1%	5%	2%	4%	4%	2%	5%	3%	4%	4%	2%
DON'T KNOW/REFUSED	2%	2%	2%	2%	2%	1%	2%	3%	2%	3%	1%	3%	1%	2%	2%	2%	2%

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QN47: In your view, do government policies have a significant effect on the moral values of people in this country, or not? BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, have an effect	69%	67%	72%	68%	69%	76%	63%	70%	64%	70%	73%	76%	70%	62%	73%	69%	64%
No, do not have an effect	27%	31%	23%	27%	28%	22%	31%	27%	31%	26%	24%	21%	27%	33%	25%	26%	32%
(DK)/(Refused)	4%	3%	5%	5%	2%	2%	6%	3%	5%	4%	2%	2%	3%	6%	1%	5%	3%

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QN48: Do you think the federal government should or should not be involved in promoting moral values in our society? BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Should	45%	48%	41%	41%	51%	43%	46%	46%	39%	40%	52%	62%	47%	29%	52%	45%	38%
Should not	50%	48%	51%	54%	42%	50%	49%	49%	55%	53%	43%	35%	47%	67%	42%	50%	58%
DEPENDS ON THE VALUES (vol.)	3%	1%	4%	2%	4%	3%	2%	3%	4%	3%	2%	1%	5%	1%	4%	2%	2%
(DK)/(Refused)	3%	3%	3%	3%	2%	3%	3%	3%	2%	4%	3%	1%	2%	3%	2%	3%	2%

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