

## GALLUP NEWS SERVICE

### CAPITALISM AND SOCIALISM

Results are based on telephone interviews with a random sample of -- 1,544 -- national adults, aged 18+, living in all 50 states and the District of Columbia, conducted May 2-4 2016.

For results based on the total sample of National Adults, the margin of error is  $\pm 3$  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 60% cell phone respondents and 40% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone 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, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2015 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2015 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.

1. Just off the top of your head, would you say you have a positive or negative image of each of the following. How about – [RANDOM ORDER]?

**2016 May 2-4**

*(ranked by “positive”)*

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
Small business	96	3	1
Free enterprise	85	9	6
Entrepreneurs	87	9	4
Capitalism	60	34	5
Big business	53	43	4
The federal government	44	52	3
Socialism	35	58	7

**FULL RESULTS AND TRENDS:**

**A. Free enterprise**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2016 May 2-4	85	9	6
2012 Nov 18-19	89	7	4
2010 Jan 26-27	86	10	4

**B. Big business**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2016 May 2-4	53	43	4
2012 Nov 18-19	58	39	3
2010 Jan 26-27	49	49	2

**C. Small business**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2016 May 2-4	96	3	1
2012 Nov 18-19	95	4	1
2010 Jan 26-27	95	4	1

**D. Entrepreneurs**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2016 May 2-4	87	9	4
2012 Nov 18-19	86	10	5
2010 Jan 26-27	84	10	6

## Q.1 (IMAGES OF BUSINESS CONCEPTS) CONTINUED

### E. Capitalism

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2016 May 2-4	60	34	5
2012 Nov 18-19	61	31	8
2010 Jan 26-27	61	33	7

### F. Socialism

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2016 May 2-4	35	58	7
2012 Nov 18-19	39	54	8
2010 Jan 26-27	36	58	6

### G. The federal government

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2016 May 2-4	44	52	3
2012 Nov 18-19	51	46	3
2010 Jan 26-27	46	51	3