

GALLUP NEWS SERVICE

**GALLUP POLL SOCIAL SERIES:
WORK AND EDUCATION**

-- FINAL TOPLINE --

Timberline: 937008
JT: 313
Princeton Job #: 19-08-014

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August 1-14, 2019

Results are based on telephone interviews conducted August 1-14, 2019 with a random sample of –1,522— 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 ± 3 percentage points at the 95% confidence level.

For results based on the sample of –761—adults who are employed full- or part-time, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of –320—parents with children in Kindergarten through Grade 12, the maximum margin of sampling error is ± 7 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 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata. 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 and cell phone mostly). Demographic weighting targets are based on the March 2018 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2018 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. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

27. On another subject, for each of the following business sectors in the United States, please say whether your overall view of it is very positive, somewhat positive, neutral, somewhat negative or very negative. How about -- [RANDOM ORDER]?

EACH ITEM BASED ON APPROXIMATELY--800-- NATIONAL ADULTS; ±4 PCT PTS

<i>2019 Aug 1-14</i> <i>(sorted by "net positive")</i>	Total positive	Neutral	Total Negative	Net positive
Restaurant industry	66	25	8	+58
Computer industry	61	28	11	+50
Grocery industry	58	27	15	+43
Farming and agriculture	58	24	17	+41
Travel industry	52	35	13	+39
Accounting	45	45	9	+36
Automobile industry	53	29	18	+35
Retail industry	50	28	19	+31
Real Estate industry	49	31	19	+30
Banking	50	25	25	+25
Electric and gas utilities	47	28	24	+23
Sports industry	45	29	25	+20
Airline industry	42	32	23	+19
Telephone industry	42	32	26	+16
Publishing industry	39	36	24	+15
Internet industry	43	26	30	+13
Movie industry	41	31	28	+13
Education	45	18	35	+10
Television and radio industry	40	27	32	+8
The legal field	35	34	30	+5
Oil and gas industry	39	25	36	+3
Advertising and public relations industry	33	32	34	-1
Healthcare industry	38	14	48	-10
The federal government	25	23	52	-27
Pharmaceutical industry	27	15	58	-31

Trend results for Q.27 begin on next page

Q.27 (INDUSTRY RATINGS) CONTINUED

FULL TRENDS: BUSINESS AND INDUSTRY SECTOR RATINGS

A. Accounting

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	12	33	45	7	2	1	45
2018 Aug 1-12	10	29	46	9	3	3	39
2017 Aug 2-6	14	35	35	7	3	7	49
2016 Aug 3-7	11	34	40	7	5	4	45
2015 Aug 5-9	13	35	37	10	2	3	48
2014 Aug 7-10	12	33	38	11	3	3	45
2013 Aug 7-11	12	32	36	12	4	4	44
2012 Aug 9-12	7	32	38	13	6	5	39
2011 Aug 11-14	8	28	42	12	7	3	36
2010 Aug 5-8	8	27	41	13	3	8	35
2009 Aug 6-9	9	25	42	14	4	5	34
2008 Aug 7-10	6	30	46	10	2	6	36
2007 Aug 13-16	9	31	42	10	2	6	40
2006 Aug 7-10	8	34	41	7	4	6	42
2005 Aug 8-11	9	33	40	11	3	4	42
2004 Aug 9-11	6	29	45	12	3	5	35
2003 Aug 4-6	8	37	37	10	4	4	45
2002 Aug 5-8	7	24	32	19	12	6	31
2001 Aug 16-19	10	37	40	7	1	5	47

B. Advertising and public relations industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	8	25	32	24	10	1	33
2018 Aug 1-12	7	28	31	21	11	1	35
2017 Aug 2-6	7	31	31	21	9	2	38
2016 Aug 3-7	7	28	27	23	12	2	35
2015 Aug 5-9	7	31	29	20	11	2	38
2014 Aug 7-10	9	28	29	22	11	1	37
2013 Aug 7-11	8	30	27	23	9	2	38
2012 Aug 9-12	6	25	33	24	11	2	31
2011 Aug 11-14	8	24	29	26	11	2	32
2010 Aug 5-8	6	27	27	25	11	4	33
2009 Aug 6-9	6	25	30	27	11	1	31
2008 Aug 7-10	4	23	33	26	11	3	27
2007 Aug 13-16	6	29	29	21	13	2	35
2006 Aug 7-10	6	27	27	27	11	2	33
2005 Aug 8-11	9	21	32	27	8	3	30
2004 Aug 9-11	8	25	32	21	11	3	33
2003 Aug 4-6	9	32	29	19	8	3	41
2002 Aug 5-8	7	24	34	23	9	3	31
2001 Aug 16-19	10	28	28	23	9	2	38

Q.27 (INDUSTRY RATINGS) CONTINUED

C. Airline industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	11	31	32	19	4	2	42
2018 Aug 1-12	12	31	31	19	5	2	43
2017 Aug 2-6	9	32	20	24	11	3	41
2016 Aug 3-7	8	33	30	17	9	2	41
2015 Aug 5-9	7	28	29	24	8	4	35
2014 Aug 7-10	7	28	32	21	8	3	35
2013 Aug 7-11	8	30	29	22	8	4	38
2012 Aug 9-12	6	25	32	26	9	2	31
2011 Aug 11-14	5	24	30	26	13	2	29
2010 Aug 5-8	4	26	25	27	14	4	30
2009 Aug 6-9	6	26	29	30	7	2	32
2008 Aug 7-10	3	15	27	29	23	3	18
2007 Aug 13-16	7	23	33	24	9	4	30
2006 Aug 7-10	7	26	32	22	9	4	33
2005 Aug 8-11	6	32	32	21	6	3	38
2004 Aug 9-11	6	32	33	20	3	6	38
2003 Aug 4-6	6	31	30	24	7	2	37
2002 Aug 5-8	7	24	33	24	6	6	31
2001 Aug 16-19	10	27	29	23	7	4	37

D. Automobile industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	14	39	29	14	4	1	53
2018 Aug 1-12	12	35	33	14	5	1	47
2017 Aug 2-6	12	44	25	15	3	1	56
2016 Aug 3-7	12	38	26	19	4	1	50
2015 Aug 5-9	7	42	27	17	5	2	49
2014 Aug 7-10	11	37	23	20	8	1	48
2013 Aug 7-11	14	35	27	18	5	1	49
2012 Aug 9-12	10	33	28	20	8	1	43
2011 Aug 11-14	8	34	25	21	11	1	42
2010 Aug 5-8	6	33	23	26	10	2	39
2009 Aug 6-9	4	20	16	38	21	1	24
2008 Aug 7-10	5	24	22	32	14	3	29
2007 Aug 13-16	8	30	29	27	5	1	38
2006 Aug 7-10	11	28	27	24	8	2	39
2005 Aug 8-11	10	32	29	19	7	3	42
2004 Aug 9-11	11	33	29	17	7	3	44
2003 Aug 4-6	12	40	27	14	5	2	52
2002 Aug 5-8	10	36	31	12	7	4	46
2001 Aug 16-19	11	34	28	20	6	1	45

Q.27 (INDUSTRY RATINGS) CONTINUED

E. Banking

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	16	34	25	16	9	*	50
2018 Aug 1-12	11	31	28	21	8	1	42
2017 Aug 2-6	10	33	25	20	10	1	43
2016 Aug 3-7	10	28	23	23	13	2	38
2015 Aug 5-9	9	28	29	21	12	1	37
2014 Aug 7-10	9	31	28	19	13	*	40
2013 Aug 7-11	9	24	22	25	18	2	33
2012 Aug 9-12	6	19	21	31	22	2	25
2011 Aug 11-14	7	23	21	28	19	1	30
2010 Aug 5-8	7	19	20	33	21	1	26
2009 Aug 6-9	7	21	20	30	21	1	28
2008 Aug 7-10	7	29	25	26	11	2	36
2007 Aug 13-16	13	37	30	16	2	2	50
2006 Aug 7-10	15	41	25	14	3	2	56
2005 Aug 8-11	12	34	31	18	4	1	46
2004 Aug 9-11	15	31	34	14	3	3	46
2003 Aug 4-6	13	39	26	15	5	2	52
2002 Aug 5-8	12	34	29	17	7	1	46
2001 Aug 16-19	12	35	31	13	7	2	47

F. Computer industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	25	36	28	8	3	1	61
2018 Aug 1-12	22	38	28	7	3	2	60
2017 Aug 2-6	31	44	15	7	1	1	75
2016 Aug 3-7	31	35	19	9	4	2	66
2015 Aug 5-9	30	39	19	7	3	2	69
2014 Aug 7-10	23	43	22	6	4	2	66
2013 Aug 7-11	27	38	22	8	3	2	65
2012 Aug 9-12	29	44	14	6	4	3	73
2011 Aug 11-14	30	42	16	6	4	1	72
2010 Aug 5-8	22	38	26	9	2	3	60
2009 Aug 6-9	21	41	23	8	3	4	62
2008 Aug 7-10	22	38	27	6	4	3	60
2007 Aug 13-16	22	39	25	7	3	4	61
2006 Aug 7-10	22	38	26	6	3	5	60
2005 Aug 8-11	20	37	30	8	2	3	57
2004 Aug 9-11	20	40	26	6	2	6	60
2003 Aug 4-6	24	46	20	5	1	4	70
2002 Aug 5-8	20	42	24	5	4	5	62
2001 Aug 16-19 ^	27	40	20	9	1	3	67

^ BASED ON --326-- NATIONAL ADULTS INTERVIEWED AUG. 17-19, 2001.

Q.27 (INDUSTRY RATINGS) CONTINUED

G. Education

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	10	35	18	27	8	1	45
2018 Aug 1-12	12	32	17	26	12	1	44
2017 Aug 2-6	13	42	17	22	5	*	55
2016 Aug 3-7	13	31	17	28	10	1	44
2015 Aug 5-9	8	33	14	32	11	1	41
2014 Aug 7-10	15	33	17	25	8	1	48
2013 Aug 7-11	14	32	14	31	9	1	46
2012 Aug 9-12	10	35	22	24	8	*	45
2011 Aug 11-14	7	28	18	35	12	*	35
2010 Aug 5-8	9	30	17	32	11	1	39
2009 Aug 6-9	10	33	16	31	10	1	43
2008 Aug 7-10	8	33	15	31	12	1	41
2007 Aug 13-16	13	34	16	28	8	1	47
2006 Aug 7-10	9	32	19	27	11	2	41
2005 Aug 8-11	17	35	18	24	5	1	52
2004 Aug 9-11	12	33	21	25	7	2	45
2003 Aug 4-6	13	38	18	20	10	1	51
2002 Aug 5-8	12	35	16	27	9	1	47
2001 Aug 16-19	13	37	18	23	9	*	50

H. Electric and gas utilities

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	15	32	28	17	7	*	47
2018 Aug 1-12	13	29	28	21	8	1	42
2017 Aug 2-6	13	31	24	22	9	*	44
2016 Aug 3-7	10	32	23	19	14	2	42
2015 Aug 5-9	11	33	24	21	11	1	44
2014 Aug 7-10	12	28	23	23	14	1	40
2013 Aug 7-11	12	26	23	25	14	1	38
2012 Aug 9-12	9	25	26	23	15	1	34
2011 Aug 11-14	11	27	20	24	16	*	38
2010 Aug 5-8	8	29	22	27	14	*	37
2009 Aug 6-9	5	26	22	33	12	1	31
2008 Aug 7-10	4	23	19	28	24	2	27
2007 Aug 13-16	6	25	23	26	19	1	31
2006 Aug 7-10	6	22	20	30	21	1	28
2005 Aug 8-11	11	25	24	26	12	2	36
2004 Aug 9-11	8	24	29	26	12	1	32
2003 Aug 4-6	12	33	23	21	10	1	45
2002 Aug 5-8	9	27	27	24	11	2	36
2001 Aug 16-19	9	22	21	30	17	1	31

Q.27 (INDUSTRY RATINGS) CONTINUED

I. Farming and agriculture

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	21	37	24	13	4	1	58
2018 Aug 1-12	21	35	24	12	6	2	56
2017 Aug 2-6	30	40	17	8	4	1	70
2016 Aug 3-7	20	35	23	15	5	2	55
2015 Aug 5-9	20	35	26	14	3	3	55
2014 Aug 7-10	24	36	26	10	2	1	60
2013 Aug 7-11	24	36	21	14	4	2	60
2012 Aug 9-12	19	33	25	14	6	3	52
2011 Aug 11-14	18	39	22	13	6	2	57
2010 Aug 5-8	21	32	24	12	6	4	53
2009 Aug 6-9	19	37	24	15	3	3	56
2008 Aug 7-10	13	37	27	15	4	4	50
2007 Aug 13-16	13	38	24	17	5	3	51
2006 Aug 7-10	20	36	25	13	2	4	56
2005 Aug 8-11	22	36	27	10	3	2	58
2004 Aug 9-11	19	31	34	9	3	4	50
2003 Aug 4-6	17	35	27	16	4	1	52
2002 Aug 5-8	16	35	28	12	4	5	51
2001 Aug 16-19	23	36	24	10	5	2	59

J. Grocery industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	18	40	27	12	3	*	58
2018 Aug 1-12	16	37	27	13	5	1	53
2017 Aug 2-6	16	44	23	13	4	1	60
2016 Aug 3-7	18	36	28	13	5	*	54
2015 Aug 5-9	16	42	20	16	3	2	58
2014 Aug 7-10	13	42	23	15	6	*	55
2013 Aug 7-11	14	36	25	18	7	*	50
2012 Aug 9-12	14	37	27	16	4	2	51
2011 Aug 11-14	13	39	24	19	5	*	52
2010 Aug 5-8	14	39	25	17	5	1	53
2009 Aug 6-9	14	37	25	16	7	1	51
2008 Aug 7-10	9	27	27	27	9	1	36
2007 Aug 13-16	13	40	26	16	4	1	53
2006 Aug 7-10	18	37	29	11	3	2	55
2005 Aug 8-11	17	41	27	11	4	*	58
2004 Aug 9-11	14	38	31	13	2	2	52
2003 Aug 4-6	16	47	24	8	4	1	63
2002 Aug 5-8	18	40	25	13	3	1	58
2001 Aug 16-19	18	39	29	11	2	1	57

Q.27 (INDUSTRY RATINGS) CONTINUED

K. Healthcare industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	14	24	14	26	22	*	38
2018 Aug 1-12	10	24	18	27	21	*	34
2017 Aug 2-6	9	29	18	26	19	*	38
2016 Aug 3-7	11	23	12	30	24	*	34
2015 Aug 5-9	11	28	17	24	21	*	39
2014 Aug 7-10	8	28	19	26	19	*	36
2013 Aug 7-11	10	26	14	27	22	1	36
2012 Aug 9-12	9	33	15	23	19	1	42
2011 Aug 11-14	8	19	18	32	23	*	27
2010 Aug 5-8	8	21	17	31	23	*	29
2009 Aug 6-9	8	28	15	26	22	1	36
2008 Aug 7-10	7	20	14	29	28	2	27
2007 Aug 13-16	6	22	16	34	22	*	28
2006 Aug 7-10	11	24	17	29	17	2	35
2005 Aug 8-11	12	20	16	32	18	2	32
2004 Aug 9-11	10	23	16	33	17	1	33
2003 Aug 4-6	11	31	12	28	17	1	42
2002 Aug 5-8	10	20	19	32	17	2	30
2001 Aug 16-19	11	26	19	29	15	*	37

L. Internet industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	16	27	26	21	9	1	43
2018 Aug 1-12	14	31	26	20	7	2	45
2017 Aug 2-6	21	38	21	12	6	2	59
2016 Aug 3-7	16	37	21	17	7	2	53
2015 Aug 5-9	23	37	22	11	5	2	60
2014 Aug 7-10	15	34	27	15	7	1	49
2013 Aug 7-11	20	34	23	13	7	3	54
2012 Aug 9-12	21	34	21	14	6	4	55
2011 Aug 11-14	22	34	26	11	5	3	56
2010 Aug 5-8	18	32	24	17	5	4	50
2009 Aug 6-9	17	34	25	14	6	4	51
2008 Aug 7-10	17	32	27	10	8	6	49
2007 Aug 13-16	17	37	23	14	5	4	54
2006 Aug 7-10	18	32	24	16	6	4	50
2005 Aug 8-11	15	31	27	18	4	5	46
2004 Aug 9-11	16	29	26	15	7	7	45
2003 Aug 4-6	16	35	25	15	5	4	51
2002 Aug 5-8	14	29	26	16	5	10	43
2001 Aug 16-19	14	30	26	20	7	3	44

Q.27 (INDUSTRY RATINGS) CONTINUED

M. The legal field

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	9	26	34	19	11	1	35
2018 Aug 1-12	9	25	30	24	10	3	34
2017 Aug 2-6	9	31	26	21	11	2	40
2016 Aug 3-7	5	26	28	26	13	2	31
2015 Aug 5-9	9	24	27	27	11	2	33
2014 Aug 7-10	6	25	28	24	16	1	31
2013 Aug 7-11	9	25	22	26	15	3	34
2012 Aug 9-12	7	27	25	24	13	3	34
2011 Aug 11-14	7	22	24	26	19	2	29
2010 Aug 5-8	5	22	28	26	15	4	27
2009 Aug 6-9	6	19	32	26	15	1	25
2008 Aug 7-10	4	22	28	25	18	3	26
2007 Aug 13-16	5	26	25	24	18	2	31
2006 Aug 7-10	8	19	27	29	15	2	27
2005 Aug 8-11	7	20	24	30	17	2	27
2004 Aug 9-11	6	21	28	27	15	3	27
2003 Aug 4-6	8	28	24	24	14	2	36
2002 Aug 5-8	4	18	35	24	15	4	22
2001 Aug 16-19	7	22	24	28	17	2	29

N. Movie industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	13	28	31	18	10	1	41
2018 Aug 1-12	12	28	28	17	12	2	40
2017 Aug 2-6	11	35	24	16	11	3	46
2016 Aug 3-7	10	32	24	21	11	2	42
2015 Aug 5-9	12	27	30	18	11	2	39
2014 Aug 7-10	11	31	23	24	10	1	42
2013 Aug 7-11	11	27	26	21	13	2	38
2012 Aug 9-12	8	30	25	23	12	2	38
2011 Aug 11-14	14	24	23	22	15	2	38
2010 Aug 5-8	8	27	27	22	13	3	35
2009 Aug 6-9	11	27	26	21	12	3	38
2008 Aug 7-10	9	26	30	20	12	3	35
2007 Aug 13-16	10	26	25	25	12	2	36
2006 Aug 7-10	9	25	26	25	13	2	34
2005 Aug 8-11	11	22	25	27	12	3	33
2004 Aug 9-11	10	27	26	20	13	4	37
2003 Aug 4-6	12	30	25	19	12	2	42
2002 Aug 5-8	12	22	27	22	13	4	34
2001 Aug 16-19	9	24	23	24	17	3	33

Q.27 (INDUSTRY RATINGS) CONTINUED

O. Oil and gas industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	14	25	25	22	14	*	39
2018 Aug 1-12	10	21	23	26	18	2	31
2017 Aug 2-6	12	26	21	26	14	1	38
2016 Aug 3-7	12	25	17	24	20	2	37
2015 Aug 5-9	10	24	18	27	20	1	34
2014 Aug 7-10	12	17	15	35	21	1	29
2013 Aug 7-11	8	18	17	28	29	1	26
2012 Aug 9-12	7	15	15	27	34	1	22
2011 Aug 11-14	7	13	15	27	37	2	20
2010 Aug 5-8	4	16	16	34	29	1	20
2009 Aug 6-9	5	16	16	28	35	1	21
2008 Aug 7-10	4	11	8	24	52	1	15
2007 Aug 13-16	6	13	14	32	35	*	19
2006 Aug 7-10	5	10	7	28	49	1	15
2005 Aug 8-11	9	11	17	27	35	1	20
2004 Aug 9-11	6	15	18	35	23	3	21
2003 Aug 4-6	9	26	22	29	14	*	35
2002 Aug 5-8	6	19	28	28	16	3	25
2001 Aug 16-19	7	17	21	33	21	1	24

P. Pharmaceutical industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	9	18	15	27	31	*	27
2018 Aug 1-12	12	18	16	25	28	1	30
2017 Aug 2-6	12	21	16	25	25	*	33
2016 Aug 3-7	10	18	19	21	30	2	28
2015 Aug 5-9	12	23	21	23	20	1	35
2014 Aug 7-10	12	28	23	22	14	1	40
2013 Aug 7-11	13	22	18	25	20	2	35
2012 Aug 9-12	11	26	24	23	15	2	37
2011 Aug 11-14	11	25	20	26	17	1	36
2010 Aug 5-8	6	26	17	25	23	3	32
2009 Aug 6-9	8	23	18	28	21	1	31
2008 Aug 7-10	10	21	23	25	20	1	31
2007 Aug 13-16	11	22	16	31	19	1	33
2006 Aug 7-10	12	27	15	24	21	1	39
2005 Aug 8-11	10	19	22	25	22	2	29
2004 Aug 9-11	9	22	19	31	17	2	31
2003 Aug 4-6	12	31	18	22	16	1	43
2002 Aug 5-8	11	22	22	25	18	2	33
2001 Aug 16-19	12	27	22	24	14	1	39

Q.27 (INDUSTRY RATINGS) CONTINUED

Q. Publishing industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	11	28	36	16	8	1	39
2018 Aug 1-12	10	33	34	12	8	2	43
2017 Aug 2-6	13	33	30	13	7	3	46
2016 Aug 3-7	10	29	32	19	8	2	39
2015 Aug 5-9	11	29	37	15	5	3	40
2014 Aug 7-10	11	30	34	16	7	1	41
2013 Aug 7-11	11	30	32	17	8	3	41
2012 Aug 9-12	13	29	33	15	6	4	42
2011 Aug 11-14	9	29	38	15	7	3	38
2010 Aug 5-8	9	28	40	14	6	3	37
2009 Aug 6-9	12	28	33	16	7	3	40
2008 Aug 7-10	7	29	38	17	5	4	36
2007 Aug 13-16	11	32	36	12	6	3	43
2006 Aug 7-10	12	32	33	13	6	4	44
2005 Aug 8-11	10	32	35	14	6	3	42
2004 Aug 9-11	10	31	36	14	5	4	41
2003 Aug 4-6	12	34	37	11	4	2	46
2002 Aug 5-8	8	30	37	15	5	5	38
2001 Aug 16-19	12	35	32	13	5	3	47

R. Real Estate industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	15	34	31	14	5	1	49
2018 Aug 1-12	12	34	32	16	5	1	46
2017 Aug 2-6	12	41	26	15	4	1	53
2016 Aug 3-7	8	36	31	16	5	4	44
2015 Aug 5-9	7	33	32	20	5	2	40
2014 Aug 7-10	8	33	29	22	7	1	41
2013 Aug 7-11	6	29	27	26	10	3	35
2012 Aug 9-12	5	22	30	30	11	3	27
2011 Aug 11-14	5	18	23	33	19	2	23
2010 Aug 5-8	5	21	24	32	16	3	26
2009 Aug 6-9	5	19	27	32	16	2	24
2008 Aug 7-10	3	13	26	35	21	2	16
2007 Aug 13-16	9	25	30	26	9	1	34
2006 Aug 7-10	9	33	31	19	6	2	42
2005 Aug 8-11	13	33	29	17	6	2	46
2004 Aug 9-11	15	32	31	15	4	3	47
2003 Aug 4-6	13	40	28	13	5	1	53
2002 Aug 5-8	12	35	32	13	4	4	47
2001 Aug 16-19	12	34	32	16	4	2	46

Q.27 (INDUSTRY RATINGS) CONTINUED

S. Restaurant industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	20	46	25	6	2	*	66
2018 Aug 1-12	17	41	31	7	3	1	58
2017 Aug 2-6	20	52	21	6	1	1	72
2016 Aug 3-7	22	44	27	6	1	1	66
2015 Aug 5-9	16	44	27	9	1	2	60
2014 Aug 7-10	20	47	26	6	1	*	67
2013 Aug 7-11	16	45	26	11	2	1	61
2012 Aug 9-12	19	40	29	8	2	1	59
2011 Aug 11-14	17	44	25	7	5	1	61
2010 Aug 5-8	15	42	31	10	1	1	57
2009 Aug 6-9	14	43	28	12	2	1	57
2008 Aug 7-10	11	40	35	10	2	2	51
2007 Aug 13-16	18	45	26	9	1	1	63
2006 Aug 7-10	18	47	25	8	1	1	65
2005 Aug 8-11	14	44	31	6	2	3	58
2004 Aug 9-11	15	43	32	6	1	3	58
2003 Aug 4-6	15	51	25	6	2	1	66
2002 Aug 5-8	16	45	28	7	1	3	61
2001 Aug 16-19	15	47	28	6	2	2	62

T. Retail industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	13	37	28	16	3	3	50
2018 Aug 1-12	10	38	31	17	3	1	48
2017 Aug 2-6	11	41	27	16	4	1	52
2016 Aug 3-7	14	35	26	17	6	2	49
2015 Aug 5-9	8	43	30	14	3	2	51
2014 Aug 7-10	9	44	31	11	2	2	53
2013 Aug 7-11	9	37	32	13	5	3	46
2012 Aug 9-12	6	47	29	14	2	1	53
2011 Aug 11-14	11	33	33	17	5	2	44
2010 Aug 5-8	8	36	33	18	4	2	44
2009 Aug 6-9	7	37	30	19	3	3	44
2008 Aug 7-10	6	33	36	17	5	3	39
2007 Aug 13-16	6	45	29	14	4	2	51
2006 Aug 7-10	12	41	33	9	2	3	53
2005 Aug 8-11	10	42	31	11	4	2	52
2004 Aug 9-11	11	43	31	11	2	2	54
2003 Aug 4-6	7	47	29	14	2	1	54
2002 Aug 5-8	12	42	30	11	2	3	54
2001 Aug 16-19	12	35	34	14	3	2	47

Q.27 (INDUSTRY RATINGS) CONTINUED

U. Sports industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	17	28	29	17	8	1	45
2018 Aug 1-12	15	27	27	18	12	1	42
2017 Aug 2-6	16	33	25	16	6	4	49
2016 Aug 3-7	18	23	31	18	9	2	41
2015 Aug 5-9	13	30	28	16	10	4	43
2014 Aug 7-10	14	32	28	18	7	1	46
2013 Aug 7-11	12	27	26	20	12	2	39
2012 Aug 9-12	15	28	25	19	11	2	43
2011 Aug 11-14	11	26	25	22	14	2	37
2010 Aug 5-8	11	27	28	20	10	4	38
2009 Aug 6-9	11	28	28	17	13	3	39
2008 Aug 7-10	12	24	31	18	11	4	36
2007 Aug 13-16	11	24	27	24	11	3	35
2006 Aug 7-10	14	31	24	18	9	4	45
2005 Aug 8-11	13	20	26	24	14	3	33
2004 Aug 9-11	12	27	26	22	10	3	39
2003 Aug 4-6	16	28	26	18	9	3	44
2002 Aug 5-8	15	20	28	22	11	4	35
2001 Aug 16-19	14	24	28	21	12	1	38

V. Telephone industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	11	31	32	19	7	*	42
2018 Aug 1-12	13	28	34	18	7	2	41
2017 Aug 2-6	10	37	25	19	8	1	47
2016 Aug 3-7	11	31	31	17	10	1	42
2015 Aug 5-9	12	31	29	19	9	1	43
2014 Aug 7-10	11	32	27	20	8	2	43
2013 Aug 7-11	12	29	26	23	9	1	41
2012 Aug 9-12	12	30	29	22	6	1	42
2011 Aug 11-14	11	28	30	23	8	1	39
2010 Aug 5-8	11	30	30	21	8	1	41
2009 Aug 6-9	10	31	30	22	7	1	41
2008 Aug 7-10	9	30	30	21	8	2	39
2007 Aug 13-16	8	38	26	18	9	1	46
2006 Aug 7-10	12	31	25	22	9	1	43
2005 Aug 8-11	13	27	31	21	6	2	40
2004 Aug 9-11	10	28	28	23	8	3	38
2003 Aug 4-6	11	32	26	20	10	1	43
2002 Aug 5-8	10	24	27	24	13	2	34
2001 Aug 16-19	10	29	24	27	10	*	39

Q.27 (INDUSTRY RATINGS) CONTINUED

W. Television and radio industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	9	31	27	20	12	*	40
2018 Aug 1-12	12	28	26	20	12	2	40
2017 Aug 2-6	11	34	22	18	14	1	45
2016 Aug 3-7	10	30	23	27	11	*	40
2015 Aug 5-9	11	33	22	23	9	2	44
2014 Aug 7-10	13	28	25	20	13	*	41
2013 Aug 7-11	14	26	21	25	13	1	40
2012 Aug 9-12	11	26	25	24	12	1	37
2011 Aug 11-14	11	28	21	24	16	1	39
2010 Aug 5-8	7	36	22	24	11	*	43
2009 Aug 6-9	11	29	21	27	11	1	40
2008 Aug 7-10	8	29	22	27	13	1	37
2007 Aug 13-16	10	31	21	25	12	1	41
2006 Aug 7-10	11	30	22	26	10	1	41
2005 Aug 8-11	12	23	25	26	12	2	35
2004 Aug 9-11	12	25	25	27	10	1	37
2003 Aug 4-6	11	34	24	23	8	*	45
2002 Aug 5-8	11	31	24	23	9	2	42
2001 Aug 16-19	11	31	22	24	12	*	42

X. Travel industry

	<u>Very positive</u>	<u>Some-what positive</u>	<u>Neutral</u>	<u>Some-what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	13	39	35	10	3	1	52
2018 Aug 1-12	13	37	35	12	1	2	50
2017 Aug 2-6	15	33	34	12	3	4	48
2016 Aug 3-7	12	36	33	12	4	2	48
2015 Aug 5-9	11	41	31	11	4	3	52
2014 Aug 7-10	9	40	38	9	3	1	49
2013 Aug 7-11	10	39	33	13	3	2	49
2012 Aug 9-12	9	31	34	16	5	4	40
2011 Aug 11-14	9	33	35	16	5	2	42
2010 Aug 5-8	8	35	35	16	4	3	43
2009 Aug 6-9	9	33	34	17	5	2	42
2008 Aug 7-10	5	29	36	18	8	4	34
2007 Aug 13-16	8	34	35	17	3	3	42
2006 Aug 7-10	9	37	34	12	5	3	46
2005 Aug 8-11	12	36	35	10	3	4	48
2004 Aug 9-11	13	37	35	8	1	6	50
2003 Aug 4-6	9	40	33	11	4	3	49
2002 Aug 5-8	9	33	35	15	2	6	42
2001 Aug 16-19	11	39	35	11	2	2	50

Q.27 (INDUSTRY RATINGS) CONTINUED

Y. The federal government

	<u>Very positive</u>	<u>Some- what positive</u>	<u>Neutral</u>	<u>Some- what negative</u>	<u>Very negative</u>	<u>No opinion</u>	<u>Total positive</u>
2019 Aug 1-14	6	19	23	32	20	*	25
2018 Aug 1-12	5	21	19	30	23	2	26
2017 Aug 2-6	7	22	19	29	23	*	29
2016 Aug 3-7	5	23	16	26	29	1	28
2015 Aug 5-9	3	22	18	30	24	2	25
2014 Aug 7-10	5	18	18	33	26	1	23
2013 Aug 7-11	5	22	17	29	27	1	27
2012 Aug 9-12	3	20	14	33	27	3	23
2011 Aug 11-14	5	12	20	34	29	*	17
2010 Aug 5-8	4	22	14	33	25	1	26
2009 Aug 6-9	6	23	15	31	23	1	29
2008 Aug 7-10	3	15	20	34	26	2	18
2007 Aug 13-16	5	16	21	39	18	1	21
2006 Aug 7-10	6	19	23	30	20	2	25
2005 Aug 8-11	6	27	20	31	14	2	33
2004 Aug 9-11	9	25	25	30	9	2	34
2003 Aug 4-6	9	32	23	22	13	1	41

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QN27A: View of business sectors in the United States - Accounting BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	789	407	382	583	179	151	187	441	334	273	175	243	283	231	322	268	162
	Weighted n	792	383	408	522	250	224	232	330	247	221	320	219	294	244	313	280	165
Very positive		95	51	44	63	30	22	42	31	37	24	34	32	30	27	44	28	21
		12%	13%	11%	12%	12%	10%	18%	9%	15%	11%	11%	15%	10%	11%	14%	10%	12%
Somewhat positive		259	125	134	170	83	91	66	98	76	74	109	95	84	71	124	81	38
		33%	33%	33%	33%	33%	41%	29%	30%	31%	33%	34%	43%	28%	29%	40%	29%	23%
Neutral		358	175	182	241	105	98	108	151	114	97	145	79	153	114	118	146	85
		45%	46%	45%	46%	42%	44%	47%	46%	46%	44%	45%	36%	52%	47%	38%	52%	51%
Somewhat negative		53	20	33	36	16	9	8	37	18	18	18	13	19	19	18	18	15
		7%	5%	8%	7%	7%	4%	3%	11%	7%	8%	6%	6%	7%	8%	6%	6%	9%
Very negative		18	10	9	4	14	4	6	8	2	6	11	-	7	11	5	6	6
		2%	3%	2%	1%	6%	2%	3%	2%	1%	3%	3%	-	2%	4%	2%	2%	4%
(DK)/(Refused)		8	3	5	7	0	-	1	6	1	3	4	1	1	2	2	1	1
		1%	1%	1%	1%	0%	-	1%	2%	0%	1%	1%	1%	0%	1%	1%	0%	1%

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QN27B: View of business sectors in the United States - Advertising and public relations industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	823	429	394	609	193	133	217	461	367	274	177	247	311	239	322	277	194
	Weighted n	814	397	416	531	266	206	276	323	282	220	309	224	319	240	293	282	207
Very positive		66	43	23	29	36	24	26	15	23	9	33	19	24	16	24	16	24
		8%	11%	6%	6%	13%	11%	10%	5%	8%	4%	11%	8%	8%	7%	8%	6%	12%
Somewhat positive		205	98	106	130	69	50	77	77	59	59	86	64	76	55	73	78	42
		25%	25%	26%	25%	26%	24%	28%	24%	21%	27%	28%	29%	24%	23%	25%	28%	20%
Neutral		260	126	134	160	94	69	87	100	79	74	107	62	106	86	82	99	74
		32%	32%	32%	30%	35%	33%	32%	31%	28%	33%	35%	28%	33%	36%	28%	35%	36%
Somewhat negative		198	87	111	157	40	49	58	91	84	57	57	50	74	68	73	70	51
		24%	22%	27%	29%	15%	24%	21%	28%	30%	26%	18%	23%	23%	28%	25%	25%	25%
Very negative		79	42	37	54	24	14	26	37	37	18	24	26	37	15	36	19	16
		10%	11%	9%	10%	9%	7%	9%	11%	13%	8%	8%	12%	12%	6%	12%	7%	8%
(DK)/(Refused)		5	1	5	1	4	-	2	4	-	3	3	3	2	1	5	-	-
		1%	0%	1%	0%	2%	-	1%	1%	-	1%	1%	1%	1%	0%	2%	-	-

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QN27C: View of business sectors in the United States - Airline industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	756	398	358	553	168	152	177	411	331	238	177	216	287	223	280	268	176
	Weighted n	770	381	389	493	254	223	235	302	243	209	315	196	314	231	283	268	189
Very positive		83	62	21	42	39	29	29	26	18	14	51	27	28	18	43	22	14
		11%	16%	5%	9%	15%	13%	12%	8%	7%	7%	16%	14%	9%	8%	15%	8%	7%
Somewhat positive		240	119	121	163	71	67	75	95	77	69	93	69	102	59	82	95	50
		31%	31%	31%	33%	28%	30%	32%	32%	32%	33%	30%	35%	32%	25%	29%	35%	27%
Neutral		249	117	132	165	77	79	71	96	78	66	104	67	101	76	98	90	58
		32%	31%	34%	34%	30%	35%	30%	32%	32%	31%	33%	34%	32%	33%	35%	33%	31%
Somewhat negative		145	64	81	93	48	35	46	62	56	48	41	25	58	60	42	52	49
		19%	17%	21%	19%	19%	16%	19%	21%	23%	23%	13%	13%	19%	26%	15%	20%	26%
Very negative		33	14	19	22	11	9	6	16	14	11	8	5	15	13	4	8	18
		4%	4%	5%	4%	4%	4%	3%	5%	6%	5%	3%	3%	5%	6%	1%	3%	10%
(DK)/(Refused)		19	5	14	8	9	3	9	6	1	1	17	2	10	5	14	1	-
		2%	1%	4%	2%	4%	2%	4%	2%	0%	1%	5%	1%	3%	2%	5%	0%	-

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QN27D: View of business sectors in the United States - Automobile industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	808	418	390	589	180	154	202	433	369	262	169	251	322	209	314	287	171
	Weighted n	803	384	420	517	260	240	241	312	267	228	305	227	338	218	293	298	183
Very positive		111	58	52	71	37	32	35	44	33	31	45	53	35	21	66	24	19
		14%	15%	13%	14%	14%	13%	15%	14%	12%	14%	15%	23%	10%	10%	23%	8%	10%
Somewhat positive		315	159	156	195	110	87	100	125	100	85	129	91	126	90	105	135	63
		39%	41%	37%	38%	43%	36%	41%	40%	37%	37%	42%	40%	37%	41%	36%	45%	34%
Neutral		234	98	136	167	60	77	66	88	88	66	79	57	101	70	77	84	67
		29%	26%	32%	32%	23%	32%	27%	28%	33%	29%	26%	25%	30%	32%	26%	28%	37%
Somewhat negative		109	47	62	70	34	35	33	38	39	35	34	23	54	30	33	46	26
		14%	12%	15%	14%	13%	15%	14%	12%	15%	16%	11%	10%	16%	14%	11%	15%	14%
Very negative		28	20	9	12	14	8	5	14	6	8	14	2	18	6	9	9	7
		4%	5%	2%	2%	6%	4%	2%	4%	2%	3%	5%	1%	5%	3%	3%	3%	4%
(DK)/(Refused)		6	2	5	3	3	-	2	4	2	2	3	2	3	1	3	0	2
		1%	0%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%

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QN27E: View of business sectors in the United States - Banking BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	789	415	374	578	175	138	195	436	332	263	183	236	300	218	304	279	172
	Weighted n	785	385	401	516	245	212	242	320	238	217	327	217	321	213	294	281	180
Very positive		128	69	60	74	51	29	52	47	20	31	76	46	46	26	68	32	23
		16%	18%	15%	14%	21%	13%	22%	15%	8%	14%	23%	21%	14%	12%	23%	11%	13%
Somewhat positive		269	130	140	168	93	73	72	123	84	63	122	93	101	64	118	83	54
		34%	34%	35%	33%	38%	34%	30%	39%	35%	29%	37%	43%	32%	30%	40%	30%	30%
Neutral		194	86	108	133	54	53	53	82	62	64	67	48	79	59	71	90	28
		25%	22%	27%	26%	22%	25%	22%	26%	26%	30%	21%	22%	25%	28%	24%	32%	16%
Somewhat negative		122	57	65	97	24	32	46	41	49	37	36	22	53	43	28	48	44
		16%	15%	16%	19%	10%	15%	19%	13%	21%	17%	11%	10%	17%	20%	10%	17%	25%
Very negative		69	43	26	41	23	25	20	24	23	22	23	5	41	19	9	28	30
		9%	11%	6%	8%	9%	12%	8%	7%	10%	10%	7%	2%	13%	9%	3%	10%	16%
(DK)/(Refused)		3	0	3	3	-	-	-	3	0	-	3	2	-	1	-	1	-
		0%	0%	1%	1%	-	-	-	1%	0%	-	1%	1%	-	0%	-	0%	-

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QN27F: View of business sectors in the United States - Computer industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	774	418	356	580	162	147	198	411	333	263	166	239	288	216	317	252	164
	Weighted n	773	384	390	529	227	215	241	307	254	224	291	213	318	217	295	261	185
Very positive		191	112	79	110	77	69	74	48	54	55	81	59	82	43	84	61	40
		25%	29%	20%	21%	34%	32%	31%	16%	21%	25%	28%	28%	26%	20%	29%	23%	22%
Somewhat positive		275	137	138	199	72	77	71	124	107	77	90	74	117	79	94	111	59
		36%	36%	35%	38%	32%	36%	30%	40%	42%	34%	31%	35%	37%	36%	32%	43%	32%
Neutral		220	94	126	166	47	54	71	90	68	71	79	53	89	68	79	75	58
		28%	25%	32%	31%	21%	25%	30%	29%	27%	32%	27%	25%	28%	31%	27%	29%	32%
Somewhat negative		59	25	33	45	12	8	15	33	16	16	26	21	15	21	32	9	15
		8%	7%	9%	9%	5%	4%	6%	11%	6%	7%	9%	10%	5%	10%	11%	3%	8%
Very negative		25	15	10	7	16	8	6	10	8	5	12	4	12	7	5	3	12
		3%	4%	3%	1%	7%	4%	3%	3%	3%	2%	4%	2%	4%	3%	2%	1%	7%
(DK)/(Refused)		5	1	4	2	2	-	2	2	0	0	4	1	3	0	-	3	0
		1%	0%	1%	0%	1%	-	1%	1%	0%	0%	1%	1%	1%	0%	-	1%	0%

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QN27G: View of business sectors in the United States - Education BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	778	416	362	568	179	137	199	427	342	245	180	228	299	220	314	259	166
	Weighted n	787	393	394	513	254	214	244	318	251	207	323	198	337	227	308	275	174
Very positive		81	36	45	43	32	27	28	24	13	15	49	24	31	21	45	12	19
		10%	9%	11%	8%	13%	13%	11%	8%	5%	7%	15%	12%	9%	9%	15%	4%	11%
Somewhat positive		279	137	141	172	104	73	87	116	84	80	113	74	111	86	109	107	55
		35%	35%	36%	34%	41%	34%	36%	36%	33%	39%	35%	37%	33%	38%	36%	39%	32%
Neutral		143	82	62	92	47	32	56	56	38	36	69	33	63	41	53	53	27
		18%	21%	16%	18%	18%	15%	23%	17%	15%	17%	21%	16%	19%	18%	17%	19%	16%
Somewhat negative		214	101	112	154	54	62	63	83	91	58	64	48	96	63	70	82	57
		27%	26%	28%	30%	21%	29%	26%	26%	36%	28%	20%	24%	28%	28%	23%	30%	33%
Very negative		66	35	31	47	18	20	9	36	24	18	24	17	35	14	29	21	14
		8%	9%	8%	9%	7%	9%	4%	11%	10%	9%	8%	9%	10%	6%	9%	7%	8%
(DK)/(Refused)		5	1	4	5	-	-	1	4	1	-	4	2	1	2	1	-	2
		1%	0%	1%	1%	-	-	0%	1%	0%	-	1%	1%	0%	1%	0%	-	1%

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QN27H: View of business sectors in the United States - Electric and gas utilities BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	745	409	336	539	180	155	177	400	326	245	165	215	282	219	281	261	166
	Weighted n	753	389	365	480	260	222	229	297	239	215	297	194	301	230	267	275	180
Very positive		116	65	51	65	50	30	36	50	21	25	70	43	44	21	64	31	18
		15%	17%	14%	13%	19%	13%	16%	17%	9%	12%	24%	22%	15%	9%	24%	11%	10%
Somewhat positive		241	126	115	161	77	73	73	93	72	68	100	74	87	71	89	80	60
		32%	32%	32%	34%	30%	33%	32%	31%	30%	31%	34%	38%	29%	31%	34%	29%	33%
Neutral		208	110	98	139	64	67	66	74	80	68	59	41	89	72	51	95	56
		28%	28%	27%	29%	25%	30%	29%	25%	33%	32%	20%	21%	30%	31%	19%	34%	31%
Somewhat negative		131	66	65	80	48	35	41	55	47	35	49	25	62	40	49	51	27
		17%	17%	18%	17%	18%	16%	18%	18%	20%	16%	17%	13%	21%	18%	18%	18%	15%
Very negative		53	20	34	31	21	15	12	25	17	18	18	11	18	23	13	17	18
		7%	5%	9%	7%	8%	7%	5%	8%	7%	8%	6%	5%	6%	10%	5%	6%	10%
(DK)/(Refused)		4	2	2	3	-	1	-	1	2	1	0	-	1	2	1	1	1
		0%	0%	1%	1%	-	0%	-	0%	1%	1%	0%	-	0%	1%	0%	0%	1%

**GALLUP POLL SOCIAL SURVEY
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Public Release Data**

QN271: View of business sectors in the United States - Farming and agriculture BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	806	422	384	617	162	147	195	449	369	260	168	250	300	235	329	269	170
	Weighted n	786	389	397	526	243	221	232	326	268	222	292	206	319	243	290	283	183
Very positive		168	108	60	128	36	45	56	64	58	40	70	74	63	27	79	61	23
		21%	28%	15%	24%	15%	21%	24%	20%	22%	18%	24%	36%	20%	11%	27%	22%	12%
Somewhat positive		291	145	145	183	100	84	80	126	97	80	111	72	121	87	117	93	66
		37%	37%	37%	35%	41%	38%	34%	39%	36%	36%	38%	35%	38%	36%	40%	33%	36%
Neutral		185	75	110	123	58	56	57	70	68	51	66	45	67	71	52	68	59
		24%	19%	28%	23%	24%	25%	25%	21%	25%	23%	23%	22%	21%	29%	18%	24%	32%
Somewhat negative		104	42	61	68	35	22	31	51	38	38	27	14	46	44	28	47	27
		13%	11%	15%	13%	15%	10%	13%	15%	14%	17%	9%	7%	14%	18%	10%	17%	15%
Very negative		35	16	18	22	12	14	9	12	6	12	16	0	20	14	12	13	9
		4%	4%	5%	4%	5%	6%	4%	4%	2%	5%	6%	0%	6%	6%	4%	5%	5%
(DK)/(Refused)		4	1	3	1	2	-	-	4	0	1	3	1	2	1	3	0	-
		1%	0%	1%	0%	1%	-	-	1%	0%	0%	1%	1%	1%	0%	1%	0%	-

GALLUP POLL SOCIAL SURVEY
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Public Release Data

QN27J: View of business sectors in the United States - Grocery industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	792	399	393	581	182	149	205	423	352	267	164	237	295	230	301	280	174
	Weighted n	790	361	429	520	253	219	253	309	270	222	294	211	303	244	293	281	180
Very positive		146	78	68	102	41	42	48	55	37	30	75	59	39	39	79	35	25
		18%	22%	16%	20%	16%	19%	19%	18%	14%	13%	26%	28%	13%	16%	27%	13%	14%
Somewhat positive		312	140	173	205	99	101	85	122	110	81	121	83	129	90	117	111	70
		40%	39%	40%	39%	39%	46%	34%	39%	41%	36%	41%	39%	43%	37%	40%	40%	39%
Neutral		211	92	119	141	66	52	85	71	91	68	53	41	97	63	57	96	55
		27%	25%	28%	27%	26%	24%	34%	23%	34%	30%	18%	19%	32%	26%	19%	34%	31%
Somewhat negative		93	41	52	56	36	19	28	45	25	39	29	23	27	42	28	35	23
		12%	11%	12%	11%	14%	9%	11%	15%	9%	18%	10%	11%	9%	17%	10%	12%	13%
Very negative		25	9	17	14	11	4	7	15	7	4	14	6	9	10	11	4	6
		3%	2%	4%	3%	4%	2%	3%	5%	3%	2%	5%	3%	3%	4%	4%	1%	3%
(DK)/(Refused)		2	2	-	2	-	1	-	1	-	1	1	-	2	-	1	-	1
		0%	1%	-	0%	-	0%	-	0%	-	0%	0%	-	1%	-	0%	-	0%

GALLUP POLL SOCIAL SURVEY
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Public Release Data

QN27K: View of business sectors in the United States - Healthcare industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	785	419	366	570	184	150	200	421	334	269	171	237	282	234	300	269	176
	Weighted n	789	379	410	507	265	228	243	310	248	231	304	207	307	247	291	275	188
Very positive		111	63	48	57	54	44	29	38	19	23	68	38	36	29	54	21	25
		14%	17%	12%	11%	20%	19%	12%	12%	8%	10%	22%	18%	12%	12%	18%	8%	13%
Somewhat positive		189	92	97	110	75	51	50	85	57	50	80	46	78	61	75	77	32
		24%	24%	24%	22%	28%	22%	20%	27%	23%	22%	26%	22%	25%	25%	26%	28%	17%
Neutral		109	59	50	76	31	25	46	36	41	33	34	39	39	27	50	39	16
		14%	16%	12%	15%	12%	11%	19%	12%	17%	14%	11%	19%	13%	11%	17%	14%	8%
Somewhat negative		204	89	115	147	51	47	68	87	82	64	56	60	74	62	72	77	46
		26%	23%	28%	29%	19%	21%	28%	28%	33%	28%	18%	29%	24%	25%	25%	28%	24%
Very negative		176	77	98	117	54	62	49	64	49	60	66	24	81	68	40	61	69
		22%	20%	24%	23%	21%	27%	20%	21%	20%	26%	22%	12%	26%	28%	14%	22%	37%
(DK)/(Refused)		1	-	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-
		0%	-	0%	0%	-	-	1%	-	-	1%	-	-	-	-	-	-	-

**GALLUP POLL SOCIAL SURVEY
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QN27L: View of business sectors in the United States - Internet industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	797	427	370	581	182	159	200	417	347	254	184	234	300	227	316	258	186
	Weighted n	810	418	393	536	256	234	248	316	258	216	332	213	315	247	316	258	209
Very positive		132	90	42	69	60	58	43	30	21	44	65	34	58	30	52	33	42
		16%	22%	11%	13%	23%	25%	17%	9%	8%	20%	20%	16%	18%	12%	17%	13%	20%
Somewhat positive		222	122	100	152	68	61	82	78	78	53	90	66	79	70	94	79	41
		27%	29%	25%	28%	26%	26%	33%	25%	30%	25%	27%	31%	25%	28%	30%	31%	20%
Neutral		208	94	115	140	62	62	57	86	65	52	91	35	94	67	66	77	60
		26%	22%	29%	26%	24%	26%	23%	27%	25%	24%	27%	16%	30%	27%	21%	30%	29%
Somewhat negative		166	70	97	123	39	34	43	87	65	49	52	49	53	62	67	49	45
		21%	17%	25%	23%	15%	14%	17%	28%	25%	23%	16%	23%	17%	25%	21%	19%	22%
Very negative		75	41	34	50	23	16	22	34	29	16	30	28	27	17	36	17	21
		9%	10%	9%	9%	9%	7%	9%	11%	11%	7%	9%	13%	9%	7%	11%	7%	10%
(DK)/(Refused)		7	1	6	3	4	4	1	1	-	2	5	1	4	0	1	4	0
		1%	0%	2%	1%	1%	2%	1%	0%	-	1%	1%	1%	1%	0%	0%	1%	0%

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QN27M: View of business sectors in the United States - The legal field BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	799	420	379	587	181	164	208	412	330	273	188	248	299	222	300	281	181
	Weighted n	835	406	429	545	269	249	265	314	248	248	336	241	336	234	311	298	198
Very positive		72	36	37	39	31	25	23	25	15	27	31	26	27	18	19	33	19
		9%	9%	9%	7%	11%	10%	9%	8%	6%	11%	9%	11%	8%	8%	6%	11%	9%
Somewhat positive		218	105	113	142	72	69	67	81	73	47	97	71	82	58	91	81	37
		26%	26%	26%	26%	27%	28%	25%	26%	29%	19%	29%	29%	24%	25%	29%	27%	19%
Neutral		281	135	146	185	90	95	92	93	74	79	128	71	115	86	100	94	80
		34%	33%	34%	34%	33%	38%	35%	29%	30%	32%	38%	30%	34%	37%	32%	31%	40%
Somewhat negative		162	78	84	120	38	38	48	73	58	58	45	43	72	44	52	63	39
		19%	19%	19%	22%	14%	15%	18%	23%	23%	24%	13%	18%	22%	19%	17%	21%	20%
Very negative		90	49	41	56	32	21	31	36	27	35	28	30	34	23	39	26	23
		11%	12%	9%	10%	12%	9%	12%	12%	11%	14%	8%	12%	10%	10%	13%	9%	12%
(DK)/(Refused)		11	3	8	4	6	-	4	6	2	1	8	0	5	6	10	1	-
		1%	1%	2%	1%	2%	-	1%	2%	1%	0%	2%	0%	1%	2%	3%	0%	-

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QN27N: View of business sectors in the United States - Movie industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	801	427	374	605	168	165	195	426	357	272	161	242	311	213	312	283	169
	Weighted n	788	387	402	542	223	236	237	306	266	228	289	205	345	204	293	291	170
Very positive		100	65	34	54	43	39	33	27	24	29	47	29	38	26	34	42	18
		13%	17%	9%	10%	19%	17%	14%	9%	9%	13%	16%	14%	11%	13%	11%	15%	11%
Somewhat positive		223	110	113	131	85	78	70	73	72	54	95	39	101	71	65	86	62
		28%	28%	28%	24%	38%	33%	30%	24%	27%	24%	33%	19%	29%	35%	22%	30%	36%
Neutral		241	98	143	173	62	77	57	107	86	77	77	42	119	70	63	109	61
		31%	25%	36%	32%	28%	32%	24%	35%	32%	34%	27%	21%	34%	34%	22%	37%	36%
Somewhat negative		139	63	75	111	24	34	45	59	53	41	44	48	55	33	70	42	24
		18%	16%	19%	21%	11%	15%	19%	19%	20%	18%	15%	23%	16%	16%	24%	15%	14%
Very negative		79	47	33	68	9	9	31	37	30	25	23	46	31	2	59	12	5
		10%	12%	8%	13%	4%	4%	13%	12%	11%	11%	8%	22%	9%	1%	20%	4%	3%
(DK)/(Refused)		6	3	3	5	1	1	3	1	2	3	1	2	2	3	-	-	-
		1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	-	-

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Public Release Data**

QN270: View of business sectors in the United States - Oil and gas industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	812	433	379	601	177	152	199	442	349	268	183	256	303	220	315	271	180
	Weighted n	801	404	397	530	247	231	231	328	261	213	322	224	324	223	290	266	202
Very positive		113	73	40	82	28	24	28	59	20	27	64	61	37	8	83	20	6
		14%	18%	10%	16%	11%	10%	12%	18%	8%	13%	20%	27%	12%	4%	29%	8%	3%
Somewhat positive		198	111	87	135	57	63	48	85	57	50	90	72	83	36	92	54	33
		25%	27%	22%	25%	23%	27%	21%	26%	22%	24%	28%	32%	26%	16%	32%	20%	16%
Neutral		199	84	114	125	68	67	60	69	72	48	77	43	93	58	64	82	46
		25%	21%	29%	24%	28%	29%	26%	21%	28%	22%	24%	19%	29%	26%	22%	31%	23%
Somewhat negative		176	72	104	107	64	35	67	71	66	53	56	38	69	60	36	76	55
		22%	18%	26%	20%	26%	15%	29%	22%	25%	25%	17%	17%	21%	27%	13%	29%	27%
Very negative		113	62	51	78	31	43	28	41	45	35	33	8	42	60	13	32	60
		14%	15%	13%	15%	13%	18%	12%	13%	17%	16%	10%	4%	13%	27%	5%	12%	30%
(DK)/(Refused)		3	1	2	2	-	-	-	2	1	0	2	1	-	1	0	2	1
		0%	0%	1%	0%	-	-	-	1%	0%	0%	0%	1%	-	0%	0%	1%	0%

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QN27P: View of business sectors in the United States - Pharmaceutical industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	828	427	401	599	198	169	203	439	370	282	165	251	317	230	326	299	170
	Weighted n	824	396	427	532	271	256	250	308	279	247	293	211	347	238	302	312	182
Very positive		75	48	27	30	39	25	23	26	15	13	45	28	29	14	34	19	19
		9%	12%	6%	6%	14%	10%	9%	8%	5%	5%	15%	13%	8%	6%	11%	6%	10%
Somewhat positive		151	83	68	83	64	57	37	54	42	31	77	46	63	37	66	63	17
		18%	21%	16%	16%	24%	22%	15%	18%	15%	13%	26%	22%	18%	15%	22%	20%	9%
Neutral		122	63	58	65	52	42	43	35	35	44	42	37	54	23	45	59	14
		15%	16%	14%	12%	19%	16%	17%	11%	12%	18%	14%	18%	16%	10%	15%	19%	7%
Somewhat negative		219	94	126	155	61	59	71	88	83	79	56	48	95	72	81	89	46
		27%	24%	29%	29%	23%	23%	28%	29%	30%	32%	19%	23%	27%	30%	27%	29%	25%
Very negative		257	109	148	198	55	73	76	104	103	81	72	51	107	92	76	82	86
		31%	27%	35%	37%	20%	29%	30%	34%	37%	33%	25%	24%	31%	38%	25%	26%	47%
(DK)/(Refused)		0	-	0	0	-	-	-	0	-	-	-	-	-	0	-	0	-
		0%	-	0%	0%	-	-	-	0%	-	-	-	-	-	0%	-	0%	-

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QN27Q: View of business sectors in the United States - Publishing industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	780	410	370	563	179	162	192	416	321	268	178	243	277	217	306	264	164
	Weighted n	801	381	419	516	261	254	236	307	246	232	317	222	308	228	297	278	185
Very positive		89	46	43	55	32	25	35	29	25	24	40	26	25	29	35	20	33
		11%	12%	10%	11%	12%	10%	15%	9%	10%	10%	13%	12%	8%	13%	12%	7%	18%
Somewhat positive		227	102	125	142	80	80	55	90	76	53	95	58	86	71	82	73	51
		28%	27%	30%	27%	31%	32%	23%	29%	31%	23%	30%	26%	28%	31%	28%	26%	28%
Neutral		285	128	158	187	88	96	87	100	90	90	104	70	117	81	90	119	66
		36%	33%	38%	36%	34%	38%	37%	33%	36%	39%	33%	31%	38%	36%	30%	43%	36%
Somewhat negative		128	64	64	84	41	38	39	51	39	36	52	40	55	33	54	54	20
		16%	17%	15%	16%	16%	15%	17%	16%	16%	16%	16%	18%	18%	15%	18%	19%	11%
Very negative		61	38	23	44	15	14	13	34	15	27	19	28	20	12	33	9	14
		8%	10%	6%	8%	6%	5%	5%	11%	6%	11%	6%	13%	7%	5%	11%	3%	8%
(DK)/(Refused)		11	4	6	6	5	1	6	3	2	2	6	1	5	1	3	4	1
		1%	1%	1%	1%	2%	0%	3%	1%	1%	1%	2%	0%	2%	1%	1%	1%	0%

GALLUP POLL SOCIAL SURVEY
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QN27R: View of business sectors in the United States - Real Estate industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	768	398	370	563	171	150	192	406	343	249	165	230	292	207	289	269	169
	Weighted n	781	376	405	507	249	227	246	296	260	221	295	203	314	224	281	279	187
Very positive		116	57	59	74	39	28	51	37	34	34	48	44	34	27	66	37	12
		15%	15%	15%	15%	16%	12%	21%	13%	13%	15%	16%	22%	11%	12%	24%	13%	6%
Somewhat positive		267	139	128	173	85	69	89	106	94	73	99	88	101	63	106	98	46
		34%	37%	32%	34%	34%	30%	36%	36%	36%	33%	34%	43%	32%	28%	38%	35%	24%
Neutral		244	103	141	173	67	81	58	101	72	80	91	53	107	75	78	91	70
		31%	27%	35%	34%	27%	36%	24%	34%	28%	36%	31%	26%	34%	34%	28%	33%	37%
Somewhat negative		110	56	55	64	41	40	33	34	47	21	42	15	51	42	21	41	46
		14%	15%	13%	13%	16%	18%	13%	12%	18%	9%	14%	7%	16%	19%	7%	15%	24%
Very negative		37	18	19	20	15	9	14	13	10	13	13	3	18	15	6	11	15
		5%	5%	5%	4%	6%	4%	6%	4%	4%	6%	5%	1%	6%	7%	2%	4%	8%
(DK)/(Refused)		6	3	3	3	3	-	1	5	3	1	2	1	3	2	4	1	-
		1%	1%	1%	0%	1%	-	0%	2%	1%	0%	1%	0%	1%	1%	2%	0%	-

**GALLUP POLL SOCIAL SURVEY
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QN27S: View of business sectors in the United States - Restaurant industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	803	423	380	604	166	152	199	437	346	264	181	258	302	206	323	276	160
	Weighted n	815	402	413	548	244	233	249	325	261	220	329	236	335	212	319	286	176
Very positive		161	88	73	106	49	47	48	65	52	42	64	72	57	23	91	40	24
		20%	22%	18%	19%	20%	20%	19%	20%	20%	19%	20%	30%	17%	11%	29%	14%	14%
Somewhat positive		374	172	202	266	101	101	120	151	127	101	145	96	152	115	134	132	97
		46%	43%	49%	49%	42%	43%	48%	46%	49%	46%	44%	41%	45%	54%	42%	46%	55%
Neutral		205	105	100	134	62	60	66	77	68	59	75	54	87	51	64	88	41
		25%	26%	24%	24%	25%	26%	26%	24%	26%	27%	23%	23%	26%	24%	20%	31%	23%
Somewhat negative		52	25	27	29	21	19	8	23	7	14	30	9	26	16	20	22	7
		6%	6%	6%	5%	9%	8%	3%	7%	3%	7%	9%	4%	8%	8%	6%	8%	4%
Very negative		20	12	9	9	11	6	6	8	4	4	13	4	10	6	8	2	8
		2%	3%	2%	2%	4%	3%	3%	2%	1%	2%	4%	2%	3%	3%	3%	1%	4%
(DK)/(Refused)		4	1	3	4	-	-	1	2	3	0	1	1	2	1	2	1	-
		0%	0%	1%	1%	-	-	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	-

**GALLUP POLL SOCIAL SURVEY
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Public Release Data**

QN27T: View of business sectors in the United States - Retail industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	780	420	360	580	168	135	202	427	347	252	171	251	283	217	311	275	156
	Weighted n	770	385	386	507	242	207	242	311	258	211	297	221	312	213	296	277	162
Very positive		97	56	41	54	40	25	34	38	22	28	47	44	31	16	51	27	15
		13%	15%	11%	11%	17%	12%	14%	12%	8%	13%	16%	20%	10%	8%	17%	10%	9%
Somewhat positive		287	145	142	204	75	70	90	124	108	86	90	94	106	80	125	88	57
		37%	38%	37%	40%	31%	34%	37%	40%	42%	41%	30%	42%	34%	37%	42%	32%	35%
Neutral		218	107	111	143	70	63	65	87	71	54	91	46	91	77	66	87	60
		28%	28%	29%	28%	29%	30%	27%	28%	28%	26%	31%	21%	29%	36%	22%	31%	37%
Somewhat negative		123	52	71	84	34	41	35	44	47	30	46	28	63	29	35	63	20
		16%	13%	18%	17%	14%	20%	14%	14%	18%	14%	16%	13%	20%	13%	12%	23%	12%
Very negative		27	11	15	17	8	5	6	14	9	10	8	8	9	9	11	9	6
		3%	3%	4%	3%	3%	2%	2%	4%	3%	5%	3%	4%	3%	4%	4%	3%	4%
(DK)/(Refused)		20	13	6	5	14	3	12	4	1	3	15	0	14	2	9	3	5
		3%	4%	2%	1%	6%	1%	5%	1%	0%	1%	5%	0%	4%	1%	3%	1%	3%

**GALLUP POLL SOCIAL SURVEY
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Public Release Data**

QN27U: View of business sectors in the United States - Sports industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	780	404	376	579	170	140	200	420	345	254	171	233	288	229	311	271	163
	Weighted n	778	374	403	505	252	215	242	309	258	217	300	209	308	232	298	276	173
Very positive		131	79	52	63	64	49	41	41	15	29	86	42	44	34	53	56	17
		17%	21%	13%	13%	25%	23%	17%	13%	6%	13%	29%	20%	14%	15%	18%	20%	10%
Somewhat positive		220	94	126	123	93	65	74	81	72	53	94	49	104	63	79	71	60
		28%	25%	31%	24%	37%	30%	31%	26%	28%	25%	31%	23%	34%	27%	27%	26%	35%
Neutral		224	93	131	149	67	66	71	83	89	68	66	51	88	76	77	95	49
		29%	25%	32%	30%	27%	31%	29%	27%	35%	31%	22%	25%	29%	33%	26%	34%	28%
Somewhat negative		135	77	58	110	21	27	36	69	55	50	30	37	47	48	49	43	36
		17%	21%	14%	22%	8%	13%	15%	22%	21%	23%	10%	18%	15%	21%	16%	16%	21%
Very negative		63	28	35	55	7	8	20	33	24	17	21	29	22	11	37	12	10
		8%	8%	9%	11%	3%	4%	8%	11%	9%	8%	7%	14%	7%	5%	12%	4%	6%
(DK)/(Refused)		5	3	2	5	-	-	1	3	3	0	1	2	2	1	3	1	-
		1%	1%	0%	1%	-	-	0%	1%	1%	0%	0%	1%	1%	0%	1%	0%	-

GALLUP POLL SOCIAL SURVEY
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Public Release Data

QN27V: View of business sectors in the United States - Telephone industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	796	428	368	598	167	152	196	435	351	267	169	254	284	231	312	275	173
	Weighted n	774	394	379	530	223	215	229	321	263	222	286	210	305	238	282	279	185
Very positive		84	52	31	44	33	15	36	31	16	18	48	25	30	21	39	20	18
		11%	13%	8%	8%	15%	7%	16%	10%	6%	8%	17%	12%	10%	9%	14%	7%	10%
Somewhat positive		239	124	115	165	70	64	63	109	71	61	106	68	93	73	103	79	50
		31%	31%	30%	31%	31%	30%	27%	34%	27%	27%	37%	32%	30%	31%	36%	29%	27%
Neutral		250	119	131	171	72	96	61	90	87	81	82	60	105	81	75	100	67
		32%	30%	34%	32%	32%	45%	27%	28%	33%	37%	29%	29%	34%	34%	27%	36%	36%
Somewhat negative		144	66	78	109	34	26	48	69	67	46	31	41	56	44	43	63	36
		19%	17%	21%	21%	15%	12%	21%	21%	25%	21%	11%	20%	18%	19%	15%	23%	19%
Very negative		56	32	24	41	14	13	21	21	22	15	19	16	21	18	22	16	14
		7%	8%	6%	8%	6%	6%	9%	7%	8%	7%	7%	7%	7%	8%	8%	6%	7%
(DK)/(Refused)		0	-	0	0	-	-	-	0	-	0	-	0	-	-	-	-	-
		0%	-	0%	0%	-	-	-	0%	-	0%	-	0%	-	-	-	-	-

**GALLUP POLL SOCIAL SURVEY
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QN27W: View of business sectors in the United States - Television and radio industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	802	438	364	607	166	149	192	448	371	244	178	240	289	242	300	284	177
	Weighted n	792	404	388	551	222	213	231	338	274	207	307	211	310	241	280	292	181
Very positive		72	47	26	35	34	23	23	26	15	10	45	17	24	24	31	17	18
		9%	12%	7%	6%	15%	11%	10%	8%	6%	5%	15%	8%	8%	10%	11%	6%	10%
Somewhat positive		245	120	125	162	74	68	63	113	82	60	102	65	88	79	74	104	50
		31%	30%	32%	29%	33%	32%	27%	33%	30%	29%	33%	31%	28%	33%	26%	36%	28%
Neutral		215	100	115	153	59	61	73	78	78	58	79	49	87	74	65	89	54
		27%	25%	30%	28%	27%	28%	32%	23%	28%	28%	26%	23%	28%	31%	23%	30%	30%
Somewhat negative		162	79	84	129	31	44	42	74	61	52	48	40	69	51	64	59	37
		20%	19%	22%	23%	14%	21%	18%	22%	22%	25%	16%	19%	22%	21%	23%	20%	21%
Very negative		96	58	38	70	24	18	29	47	36	27	33	40	39	14	44	24	21
		12%	14%	10%	13%	11%	8%	13%	14%	13%	13%	11%	19%	13%	6%	16%	8%	12%
(DK)/(Refused)		2	1	1	2	-	-	1	-	2	-	-	-	2	-	2	-	-
		0%	0%	0%	0%	-	-	0%	-	1%	-	-	-	1%	-	1%	-	-

**GALLUP POLL SOCIAL SURVEY
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QN27X: View of business sectors in the United States - Travel industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	804	432	372	585	188	150	206	430	345	276	174	238	310	228	320	277	173
	Weighted n	807	403	403	520	269	223	254	318	259	245	300	202	335	243	296	301	181
Very positive		108	61	48	68	39	44	31	32	31	27	50	33	40	28	62	25	20
		13%	15%	12%	13%	15%	20%	12%	10%	12%	11%	17%	16%	12%	11%	21%	8%	11%
Somewhat positive		313	148	165	204	105	80	102	127	99	102	111	79	131	95	105	138	56
		39%	37%	41%	39%	39%	36%	40%	40%	38%	42%	37%	39%	39%	39%	35%	46%	31%
Neutral		279	149	130	190	79	67	93	114	90	82	105	70	123	76	96	103	73
		35%	37%	32%	37%	29%	30%	36%	36%	35%	33%	35%	35%	37%	31%	32%	34%	40%
Somewhat negative		78	34	44	43	33	24	19	34	33	25	20	13	28	35	24	30	19
		10%	8%	11%	8%	12%	11%	7%	11%	13%	10%	7%	6%	9%	14%	8%	10%	11%
Very negative		24	12	12	14	11	8	6	10	5	8	11	6	9	9	9	3	12
		3%	3%	3%	3%	4%	4%	2%	3%	2%	3%	4%	3%	3%	4%	3%	1%	7%
(DK)/(Refused)		5	-	5	2	2	-	4	1	-	2	2	1	2	0	0	2	0
		1%	-	1%	0%	1%	-	1%	0%	-	1%	1%	0%	1%	0%	0%	1%	0%

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QN27Y: View of business sectors in the United States - The federal government BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	791	428	363	567	195	158	204	418	360	270	153	242	280	240	297	286	178
	Weighted n	770	389	381	488	260	221	242	299	273	241	251	202	291	248	266	291	185
Very positive		47	36	11	29	17	13	20	12	8	14	25	24	13	6	25	14	6
		6%	9%	3%	6%	7%	6%	8%	4%	3%	6%	10%	12%	4%	2%	10%	5%	3%
Somewhat positive		145	66	79	81	58	44	42	59	56	35	53	41	56	35	55	48	29
		19%	17%	21%	17%	22%	20%	17%	20%	20%	15%	21%	20%	19%	14%	21%	17%	16%
Neutral		180	97	83	97	76	66	60	54	53	65	59	45	68	61	61	82	34
		23%	25%	22%	20%	29%	30%	25%	18%	19%	27%	24%	23%	23%	25%	23%	28%	18%
Somewhat negative		243	118	125	180	59	63	74	101	93	74	76	66	93	81	79	90	70
		32%	30%	33%	37%	23%	28%	31%	34%	34%	31%	30%	33%	32%	33%	30%	31%	38%
Very negative		154	72	82	101	48	36	46	71	64	53	37	26	59	65	44	57	47
		20%	19%	22%	21%	18%	16%	19%	24%	24%	22%	15%	13%	20%	26%	17%	20%	26%
(DK)/(Refused)		2	-	2	2	-	-	-	2	-	-	2	-	2	-	2	-	-
		0%	-	0%	1%	-	-	-	1%	-	-	1%	-	1%	-	1%	-	-