

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: WORK AND EDUCATION

-- FINAL TOPLINE --

Timberline: 937008
H: 693
Princeton Job #: 13-08-011

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Results are based on telephone interviews conducted August 7-11, 2013 with a random sample of **-2,059—**adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on these samples of national adults, one can say with 95% confidence that the margin of error is ± 3 percentage points.

For results based on the sample of **-1,039—**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 **-508—**parents with children in Kindergarten through Grade 12, the maximum margin of sampling error is ± 5 percentage points.

For results based on the sample of **-1,052—**men, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of **-1,007—**women, the maximum margin 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 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 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.

33. 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 RESPONDENT RATES A RANDOMLY SELECTED LIST OF 13 INDUSTRIES]?

EACH ITEM BASED ON APPROXIMATELY--1,000-- NATIONAL ADULTS; ±4 PCT PTS

<i>2013 Aug 7-11</i> <i>(sorted by "net positive")</i>	Total positive	Neutral	Total Negative	Net positive
Computer industry	65	22	11	+54
Restaurant industry	61	26	13	+48
Farming and agriculture	60	21	18	+42
Internet industry	54	23	20	+34
Travel industry	49	33	16	+33
Retail industry	46	32	18	+28
Accounting	44	36	16	+28
Automobile industry	49	27	23	+26
Grocery industry	50	25	25	+25
Publishing industry	41	32	25	+16
Telephone industry	41	26	32	+9
Airline industry	38	29	30	+8
Sports industry	39	26	32	+7
Education	46	14	40	+6
Advertising and public relations industry	38	27	32	+6
Movie industry	38	26	34	+4
Television and radio industry	40	21	38	+2
Electric and gas utilities	38	23	39	-1
Real Estate industry	35	27	36	-1
The legal field	34	22	41	-7
Pharmaceutical industry	35	18	45	-10
Banking	33	22	43	-10
Healthcare industry	36	14	49	-13
The federal government	27	17	56	-29
Oil and gas industry	26	17	57	-31

Trend results for Q.33 begin on next page

Q.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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>
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.33 (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>
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