

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: WORK AND EDUCATION

-- FINAL TOPLINE --

Timberline: 937008
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Results are based on telephone interviews conducted August 7-10, 2014 with a random sample of –1,032—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 –515—national adults in Form A, the margin of sampling error is ± 6 percentage points.

For results based on the sample of –897—registered voters, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of –474—adults who are employed full- or part-time, the maximum margin of sampling error is ± 6 percentage points.

For results based on the sample of –221—parents with children in Kindergarten through Grade 12, the maximum margin of sampling error is ± 9 percentage points.

For results based on the sample of –545—men, the maximum margin of sampling error is ± 6 percentage points.

For results based on the sample of –487—women, the maximum margin of sampling error is ± 6 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 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2013 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.

35. 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--500-- NATIONAL ADULTS; ±6 PCT PTS

<i>2014 Aug 7-10</i> <i>(sorted by "net positive")</i>	Total positive	Neutral	Total Negative	Net positive
Restaurant industry	67	26	7	+60
Computer industry	66	22	10	+56
Farming and agriculture	60	26	12	+48
Retail industry	53	31	13	+40
Travel industry	49	38	12	+37
Grocery industry	55	23	21	+34
Accounting	45	38	14	+31
Internet industry	49	27	22	+27
Sports industry	46	28	25	+21
Automobile industry	48	23	28	+20
Publishing industry	41	34	23	+18
Education	48	17	33	+15
Telephone industry	43	27	28	+15
Real Estate industry	41	29	29	+12
Movie industry	42	23	34	+8
Television and radio industry	41	25	33	+8
Banking	40	28	32	+8
Airline industry	35	32	29	+6
Pharmaceutical industry	40	23	36	+4
Advertising and public relations industry	37	29	33	+4
Electric and gas utilities	40	23	37	+3
Healthcare industry	36	19	45	-9
The legal field	31	28	40	-9
Oil and gas industry	29	15	56	-27
The federal government	23	18	59	-36

Trend results for Q.35 begin on next page

Q.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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>
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.35 (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>
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