## **GALLUP NEWS SERVICE**

## GALLUP POLL SOCIAL SERIES: WORK AND EDUCATION

## -- FINAL TOPLINE --

Timberline: 937008 IS: 786 Princeton Job #: 16-08-012

> Jeff Jones, Lydia Saad August 3-7, 2016

Results are based on telephone interviews conducted August 3-7, 2016 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  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of -521—adults who are employed full- or part-time, the maximum margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of -254—parents with children in Kindergarten through Grade 12, the maximum margin of sampling error is  $\pm 8$  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 60% cell phone respondents and 40% 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 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 2015 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2015 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

28. 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]?

## N. Movie industry

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