GALLUP NEWS SERVICE

VIEWS OF CAPITALISM AND SOCIALISM

Results are based on telephone interviews with a random sample of – 1,505 -- national adults, aged 18+, living in all 50 states and the District of Columbia, conducted July 30-August 5, 2018.

For results based on the total sample of national adults, the margin of error is ±3 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phones numbers are selected using random digit dial methods. Gallup obtained this sample from Survey Sampling International. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2017 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2017 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.

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

2018 Jul 30-Aug 5 *(ranked by "positive")*	**Positive**	**Negative**	**No opinion**
Small business	92	7	1
Entrepreneurs	86	11	2
Free enterprise	79	17	4
Capitalism	56	40	4
Big business	50	49	2
The federal government	39	59	2
Socialism	37	58	5

FULL RESULTS AND TRENDS:

A. Free enterprise

	Positive	Negative	No opinion
2018 Jul 30-Aug 5	79	17	4
2016 May 2-4	85	9	6
2012 Nov 18-19	89	7	4
2010 Jan 26-27	86	10	4

B. Big business

	Positive	Negative	No opinion
2018 Jul 30-Aug 5	50	49	2
2016 May 2-4	53	43	4
2012 Nov 18-19	58	39	3
2010 Jan 26-27	49	49	2

C. Small business

	Positive	Negative	No opinion
2018 Jul 30-Aug 5	92	7	1
2016 May 2-4	96	3	1
2012 Nov 18-19	95	4	1
2010 Jan 26-27	95	4	1

D. Entrepreneurs

	Positive	Negative	No opinion
2018 Jul 30-Aug 5	86	11	2
2016 May 2-4	87	9	4
2012 Nov 18-19	86	10	5
2010 Jan 26-27	84	10	6

E. Capitalism

	Positive	Negative	No opinion
2018 Jul 30-Aug 5	56	40	4
2016 May 2-4	60	34	5
2012 Nov 18-19	61	31	8
2010 Jan 26-27	61	33	7

Q.4 (IMAGES OF BUSINESS CONCEPTS) CONTINUED

F. Socialism

	Positive	Negative	No opinion
2018 Jul 30-Aug 5	37	58	5
2016 May 2-4	35	58	7
2012 Nov 18-19	39	54	8
2010 Jan 26-27	36	58	6

G. The federal government

	Positive	Negative	No opinion
2018 Jul 30-Aug 5	39	59	2
2016 May 2-4	44	52	3
2012 Nov 18-19	51	46	3
2010 Jan 26-27	46	51	3