

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

-- FINAL TOPLINE --

Timberline: 937614  
T:448  
Princeton Job #: 21-08-010

August 2-17, 2021

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Results are based on telephone interviews conducted August 2-17, 2021 with a random sample of –1,006—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  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of –490—national adults in Form A, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –516—national adults in Form B, the margins of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –506—adults who are employed full- or part-time, the maximum margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –224—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 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 2019 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2019 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](mailto:galluphelp@gallup.com).

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18. 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--500-- NATIONAL ADULTS; ±5 PCT PTS**

<i>2021 Aug 2-17</i> <i>(sorted by "net positive")</i>	Total positive	Neutral	Total Negative	<b>Net positive</b>
Farming and agriculture	59	25	14	<b>+45</b>
Restaurant industry	58	28	14	<b>+44</b>
Grocery industry	54	25	20	<b>+34</b>
Computer industry	51	32	17	<b>+34</b>
Accounting	38	50	12	<b>+26</b>
Automobile industry	43	33	23	<b>+20</b>
Retail industry	42	33	23	<b>+19</b>
Real Estate industry	43	31	26	<b>+17</b>
Telephone industry	40	37	24	<b>+16</b>
Banking	40	33	26	<b>+14</b>
Travel industry	37	38	24	<b>+13</b>
Electric and gas utilities	36	34	30	<b>+6</b>
Movie industry	37	29	35	<b>+2</b>
Publishing industry	32	38	30	<b>+2</b>
Education	41	19	40	<b>+1</b>
Airline industry	33	35	32	<b>+1</b>
Advertising and public relations industry	34	29	36	<b>-2</b>
The legal field	31	32	35	<b>-4</b>
Healthcare industry	36	23	41	<b>-5</b>
Internet industry	35	25	40	<b>-5</b>
Sports industry	34	27	39	<b>-5</b>
Television and radio industry	33	27	40	<b>-7</b>
Pharmaceutical industry	31	17	51	<b>-20</b>
Oil and gas industry	28	24	48	<b>-20</b>
The federal government	26	19	54	<b>-28</b>

*Trend results for Q.18 begin on next page*

## Q.18 (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>
2021 Aug 2-17	13	25	50	8	4	1	38
2020 Jul 30-Aug 12	11	31	50	6	2	*	42
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>
2021 Aug 2-17	9	25	29	20	16	1	34
2020 Jul 30-Aug 12	8	25	34	23	9	*	33
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.18 (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>
2021 Aug 2-17	8	25	35	23	9	*	33
2020 Jul 30-Aug 12	10	31	33	18	8	*	41
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>
2021 Aug 2-17	11	32	33	16	7	*	43
2020 Jul 30-Aug 12	15	33	35	13	3	1	48
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.18 (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>
2021 Aug 2-17	12	28	33	18	8	*	40
2020 Jul 30-Aug 12	14	32	32	15	7	--	46
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>
2021 Aug 2-17	17	34	32	10	7	*	51
2020 Jul 30-Aug 12	24	32	31	8	4	*	56
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.18 (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>
2021 Aug 2-17	11	30	19	28	12	--	41
2020 Jul 30-Aug 12	15	33	20	22	10	*	48
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>
2021 Aug 2-17	10	26	34	19	11	*	36
2020 Jul 30-Aug 12	20	30	29	15	5	*	50
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.18 (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>
2021 Aug 2-17	24	35	25	10	4	2	59
2020 Jul 30-Aug 12	34	35	19	9	2	1	69
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>
2021 Aug 2-17	20	34	25	16	4	*	54
2020 Jul 30-Aug 12	28	35	24	10	2	--	63
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
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## Q.18 (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>
2021 Aug 2-17	11	25	23	28	13	*	36
2020 Jul 30-Aug 12	22	29	17	18	13	--	51
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>
2021 Aug 2-17	16	19	25	23	17	*	35
2020 Jul 30-Aug 12	19	30	23	20	7	1	49
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

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26

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44

## Q.18 (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>
2021 Aug 2-17	9	22	32	21	14	2	31
2020 Jul 30-Aug 12	8	26	38	19	9	*	34
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>
2021 Aug 2-17	12	25	29	20	15	*	37
2020 Jul 30-Aug 12	13	24	30	18	15	1	37
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.18 (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>
2021 Aug 2-17	9	19	24	27	21	*	28
2020 Jul 30-Aug 12	16	27	25	19	13	*	43
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>
2021 Aug 2-17	11	20	17	26	25	*	31
2020 Jul 30-Aug 12	15	19	17	28	21	--	34
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.18 (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>
2021 Aug 2-17	9	23	38	16	14	1	32
2020 Jul 30-Aug 12	9	29	40	13	9	--	38
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>
2021 Aug 2-17	14	29	31	17	9	*	43
2020 Jul 30-Aug 12	14	33	32	15	5	1	47
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.18 (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>
2021 Aug 2-17	19	39	28	10	4	--	58
2020 Jul 30-Aug 12	22	39	24	11	4	*	61
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>
2021 Aug 2-17	6	36	33	18	5	1	42
2020 Jul 30-Aug 12	14	39	28	14	4	1	53
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.18 (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>
2021 Aug 2-17	11	23	27	21	18	--	34
2020 Jul 30-Aug 12	11	19	29	21	19	1	30
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>
2021 Aug 2-17	14	26	37	18	6	*	40
2020 Jul 30-Aug 12	17	30	32	14	6	--	47
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.18 (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>
2021 Aug 2-17	13	20	27	21	19	*	33
2020 Jul 30-Aug 12	13	28	26	19	15	*	41
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>
2021 Aug 2-17	10	27	38	16	8	*	37
2020 Jul 30-Aug 12	13	28	34	20	5	*	41
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.18 (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>
2021 Aug 2-17	6	20	19	23	31	*	26
2020 Jul 30-Aug 12	7	23	20	32	18	*	30
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

**GALLUP POLL SOCIAL SURVEY**  
**August 2021**  
**Public Release Data**

**QN18A: Business Sector View - 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	501	263	238	373	122	96	135	260	233	148	118	153	190	147	195	175	114
	Weighted n	505	243	261	339	161	134	167	194	190	124	190	137	210	145	192	184	112
Very positive		64	30	34	39	23	22	14	27	29	12	23	16	27	16	23	23	17
		13%	12%	13%	11%	14%	17%	9%	14%	15%	9%	12%	12%	13%	11%	12%	12%	15%
Somewhat positive		127	61	66	90	37	33	34	57	65	24	38	39	46	38	53	42	31
		25%	25%	25%	26%	23%	25%	20%	29%	34%	19%	20%	29%	22%	26%	28%	23%	27%
Neutral		252	128	124	169	81	66	93	89	83	72	96	68	111	70	98	97	48
		50%	53%	47%	50%	51%	49%	56%	46%	44%	58%	51%	49%	53%	48%	51%	53%	42%
Somewhat negative		40	16	23	30	10	11	17	10	8	10	22	10	14	15	10	17	10
		8%	7%	9%	9%	6%	8%	10%	5%	4%	8%	12%	7%	7%	10%	5%	9%	9%
Very negative		19	6	13	11	8	2	9	8	3	6	10	4	10	5	9	5	5
		4%	3%	5%	3%	5%	2%	6%	4%	2%	4%	6%	3%	5%	3%	5%	3%	5%
(DK)/(Refused)		3	1	2	1	1	-	-	3	2	1	-	-	2	1	-	1	2
		1%	0%	1%	0%	1%	-	-	1%	1%	1%	-	-	1%	1%	-	0%	2%

**GALLUP POLL SOCIAL SURVEY**  
**August 2021**  
**Public Release Data**

**QN18B: Business Sector View - 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	527	289	238	388	129	105	139	274	228	181	116	167	207	138	213	182	114
	Weighted n	521	250	270	338	176	156	163	194	171	157	192	148	204	146	193	175	133
Very positive		48	23	25	26	21	21	18	9	11	13	23	13	15	17	16	8	19
		9%	9%	9%	8%	12%	13%	11%	5%	7%	9%	12%	9%	7%	11%	8%	5%	14%
Somewhat positive		130	62	68	72	56	49	35	45	41	29	60	28	44	51	45	51	28
		25%	25%	25%	21%	32%	32%	22%	23%	24%	18%	31%	19%	22%	35%	24%	29%	21%
Neutral		151	66	85	107	43	33	48	66	56	46	48	51	54	38	61	49	42
		29%	26%	32%	32%	24%	21%	30%	34%	33%	30%	25%	35%	27%	26%	31%	28%	31%
Somewhat negative		105	60	45	74	29	34	31	37	37	42	25	34	48	22	34	44	21
		20%	24%	16%	22%	17%	21%	19%	19%	22%	27%	13%	23%	24%	15%	18%	25%	16%
Very negative		83	39	43	58	24	20	30	33	25	26	31	22	42	18	37	23	20
		16%	16%	16%	17%	13%	13%	18%	17%	15%	16%	16%	15%	21%	12%	19%	13%	15%
(DK)/(Refused)		4	-	4	-	4	-	-	4	-	-	4	-	-	1	-	-	4
		1%	-	1%	-	2%	-	-	2%	-	-	2%	-	-	0%	-	-	3%

**GALLUP POLL SOCIAL SURVEY**  
**August 2021**  
**Public Release Data**

**QN18C: Business Sector View - Airline Industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	530	278	252	395	127	101	134	281	241	172	116	163	205	151	204	202	108
	Weighted n	534	250	284	359	170	156	169	196	189	153	191	153	210	160	203	198	116
Very positive		42	14	29	25	17	13	15	14	10	10	22	8	15	17	16	9	14
		8%	5%	10%	7%	10%	8%	9%	7%	5%	6%	12%	5%	7%	10%	8%	5%	12%
Somewhat positive		136	64	72	82	54	47	34	50	49	40	47	31	52	49	45	59	29
		25%	25%	25%	23%	32%	30%	20%	26%	26%	26%	25%	20%	25%	31%	22%	30%	25%
Neutral		185	96	89	129	55	57	51	75	61	59	65	62	70	50	74	71	31
		35%	39%	31%	36%	32%	37%	30%	38%	32%	38%	34%	40%	33%	31%	36%	36%	27%
Somewhat negative		123	59	64	95	26	27	49	43	51	36	35	40	53	29	47	50	25
		23%	24%	22%	26%	15%	17%	29%	22%	27%	24%	19%	26%	25%	18%	23%	26%	21%
Very negative		47	17	30	29	18	12	19	14	17	9	21	13	19	15	21	8	17
		9%	7%	11%	8%	11%	8%	11%	7%	9%	6%	11%	8%	9%	9%	11%	4%	14%
(DK)/(Refused)		0	-	0	0	-	-	-	0	0	-	-	-	0	-	-	-	0
		0%	-	0%	0%	-	-	-	0%	0%	-	-	-	0%	-	-	-	0%



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**QN18D: Business Sector View - 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	513	285	228	381	121	92	137	270	232	161	118	156	195	148	207	176	115
	Weighted n	510	260	250	337	165	130	164	205	174	147	187	143	196	154	198	179	117
Very positive		55	31	24	33	21	15	14	26	14	10	31	10	21	16	20	18	12
		11%	12%	10%	10%	13%	12%	8%	13%	8%	7%	17%	7%	11%	10%	10%	10%	10%
Somewhat positive		164	86	79	101	63	40	52	70	64	46	54	35	63	59	47	70	43
		32%	33%	32%	30%	38%	31%	31%	34%	37%	31%	29%	24%	32%	39%	24%	39%	37%
Neutral		168	83	85	118	47	44	55	66	56	59	52	64	58	45	81	56	30
		33%	32%	34%	35%	28%	33%	33%	32%	32%	40%	28%	45%	30%	29%	41%	31%	25%
Somewhat negative		84	46	38	55	26	23	30	27	31	21	32	24	38	22	37	26	20
		16%	18%	15%	16%	16%	18%	19%	13%	18%	14%	17%	16%	19%	14%	19%	15%	17%
Very negative		38	15	23	30	8	9	14	15	9	11	18	10	16	11	14	9	12
		7%	6%	9%	9%	5%	7%	8%	7%	5%	7%	10%	7%	8%	7%	7%	5%	10%
(DK)/(Refused)		1	-	1	-	1	-	-	1	-	-	1	-	-	1	-	-	1
		0%	-	0%	-	0%	-	-	0%	-	-	0%	-	-	0%	-	-	0%

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**QN18E: Business Sector View - 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	547	289	258	400	135	106	130	302	248	171	125	158	202	170	214	185	129
	Weighted n	538	253	285	348	184	150	155	226	191	147	198	133	217	168	198	188	137
Very positive		66	33	33	36	28	23	15	27	16	13	36	18	23	16	27	20	15
		12%	13%	12%	10%	15%	16%	10%	12%	9%	9%	18%	13%	10%	10%	14%	10%	11%
Somewhat positive		153	72	81	97	55	38	38	76	66	41	47	38	54	57	54	58	37
		28%	28%	29%	28%	30%	25%	25%	34%	34%	28%	24%	29%	25%	34%	27%	31%	27%
Neutral		178	78	100	116	60	52	44	81	53	52	72	52	76	44	73	71	29
		33%	31%	35%	33%	33%	35%	28%	36%	28%	35%	36%	39%	35%	26%	37%	38%	21%
Somewhat negative		97	55	42	73	23	28	34	32	39	33	24	17	44	36	24	37	36
		18%	22%	15%	21%	12%	19%	22%	14%	20%	22%	12%	13%	20%	21%	12%	19%	26%
Very negative		44	16	28	25	17	8	24	9	17	8	19	7	21	14	19	4	20
		8%	6%	10%	7%	9%	6%	15%	4%	9%	5%	9%	5%	10%	9%	10%	2%	15%
(DK)/(Refused)		1	-	1	-	1	-	-	1	-	-	1	1	-	-	-	-	-
		0%	-	0%	-	1%	-	-	0%	-	-	0%	1%	-	-	-	-	-

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**QN18F: Business Sector View - 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	507	269	238	373	125	97	127	273	233	149	122	171	195	128	212	175	106
	Weighted n	524	252	272	338	179	156	162	196	183	127	212	158	209	140	209	185	114
Very positive		89	39	50	42	46	30	33	25	35	20	35	15	40	29	28	38	23
		17%	16%	18%	12%	26%	19%	21%	13%	19%	16%	16%	9%	19%	21%	13%	21%	20%
Somewhat positive		179	92	87	118	59	58	48	69	78	37	63	40	77	58	53	70	45
		34%	36%	32%	35%	33%	37%	30%	35%	43%	29%	30%	25%	37%	41%	26%	38%	40%
Neutral		166	75	91	116	49	41	56	66	48	49	69	70	50	42	77	57	27
		32%	30%	34%	34%	27%	26%	35%	34%	26%	39%	32%	44%	24%	30%	37%	31%	23%
Somewhat negative		53	24	29	36	16	20	12	18	14	11	27	18	25	10	26	15	13
		10%	10%	11%	11%	9%	13%	8%	9%	8%	9%	13%	11%	12%	7%	12%	8%	12%
Very negative		36	21	15	26	10	6	12	17	8	9	19	16	17	2	26	5	6
		7%	9%	5%	8%	5%	4%	7%	9%	4%	7%	9%	10%	8%	1%	12%	3%	5%
(DK)/(Refused)		0	-	0	0	-	-	-	0	0	-	-	-	0	-	-	-	0
		0%	-	0%	0%	-	-	-	0%	0%	-	-	-	0%	-	-	-	0%

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**QN18G: Business Sector View - Education BY Total + Gender + Race | + Age + Education + Party I.D. + Ideology**

		Gender		Race		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	525	284	241	380	134	100	137	278	240	176	107	146	204	162	187	198	122
	Weighted n	511	256	255	324	180	142	165	193	182	150	178	129	202	167	175	197	124
Very positive		58	21	36	26	31	16	21	21	14	12	32	10	13	28	20	16	18
		11%	8%	14%	8%	17%	11%	13%	11%	8%	8%	18%	8%	6%	17%	12%	8%	14%
Somewhat positive		151	74	77	94	55	39	46	63	62	45	44	24	59	64	33	72	43
		30%	29%	30%	29%	31%	27%	28%	33%	34%	30%	25%	19%	29%	38%	19%	37%	35%
Neutral		97	51	46	53	44	39	32	24	30	32	35	22	36	39	32	42	20
		19%	20%	18%	16%	24%	28%	19%	13%	17%	21%	20%	17%	18%	23%	18%	22%	16%
Somewhat negative		144	81	63	107	34	37	51	51	58	43	43	43	72	29	59	52	30
		28%	32%	25%	33%	19%	26%	31%	26%	32%	29%	24%	33%	36%	17%	34%	26%	24%
Very negative		61	28	33	43	16	11	15	33	18	19	24	31	23	7	31	15	14
		12%	11%	13%	13%	9%	8%	9%	17%	10%	13%	13%	24%	11%	4%	17%	8%	11%

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**QN18H: Business Sector View - Electric and Gas Utilities BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	497	277	220	368	124	106	120	265	229	161	106	158	191	141	195	173	115
	Weighted n	497	258	239	332	162	155	143	193	186	144	167	149	196	145	197	166	123
Very positive		49	26	23	31	18	18	16	15	16	13	20	11	25	12	17	18	13
		10%	10%	10%	9%	11%	11%	11%	8%	8%	9%	12%	7%	13%	9%	9%	11%	11%
Somewhat positive		127	70	57	74	53	40	36	50	56	34	37	41	38	46	54	41	30
		26%	27%	24%	22%	33%	26%	25%	26%	30%	24%	22%	28%	19%	32%	27%	25%	24%
Neutral		169	86	83	114	56	57	44	66	57	51	62	49	67	48	66	61	38
		34%	33%	35%	34%	34%	37%	31%	34%	30%	35%	37%	33%	34%	33%	33%	37%	31%
Somewhat negative		95	49	46	74	19	22	31	41	39	27	28	27	45	23	35	30	28
		19%	19%	19%	22%	12%	14%	22%	22%	21%	19%	17%	18%	23%	16%	18%	18%	23%
Very negative		56	27	29	39	16	18	17	20	19	18	20	21	21	14	26	16	13
		11%	11%	12%	12%	10%	12%	12%	10%	10%	12%	12%	14%	11%	10%	13%	10%	10%
(DK)/(Refused)		1	-	1	1	-	-	-	1	1	-	-	-	0	0	-	0	0
		0%	-	0%	0%	-	-	-	0%	0%	-	-	-	0%	0%	-	0%	0%

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**Public Release Data**

**QN181: Business Sector View - Farming and Agriculture BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	553	302	251	405	136	99	136	308	248	176	127	172	208	156	223	203	106
	Weighted n	553	281	271	358	186	139	178	228	189	156	206	153	226	155	214	210	111
Very positive		133	85	48	90	39	30	55	47	42	34	56	43	54	29	60	47	19
		24%	30%	18%	25%	21%	21%	31%	21%	22%	22%	27%	28%	24%	18%	28%	23%	17%
Somewhat positive		192	94	98	130	60	45	57	86	72	61	60	47	71	69	62	82	43
		35%	34%	36%	36%	32%	32%	32%	38%	38%	39%	29%	31%	31%	45%	29%	39%	38%
Neutral		141	59	82	84	55	38	42	60	45	44	51	37	63	38	55	51	30
		25%	21%	30%	23%	30%	27%	24%	26%	24%	28%	25%	24%	28%	25%	26%	24%	27%
Somewhat negative		55	31	24	37	19	19	13	22	24	11	21	18	26	11	22	23	10
		10%	11%	9%	10%	10%	14%	7%	9%	13%	7%	10%	12%	12%	7%	10%	11%	9%
Very negative		21	12	9	17	4	8	7	6	6	6	9	9	8	5	9	6	6
		4%	4%	3%	5%	2%	6%	4%	3%	3%	4%	4%	6%	3%	3%	4%	3%	6%
(DK)/(Refused)		10	-	10	1	9	-	3	7	1	-	9	-	4	3	5	1	4
		2%	-	4%	0%	5%	-	2%	3%	1%	-	4%	-	2%	2%	2%	1%	3%

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**QN18J: Business Sector View - 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	511	263	248	369	131	83	138	276	243	153	115	153	184	152	193	185	112
	Weighted n	512	243	270	328	177	128	167	204	193	132	187	142	181	159	178	187	124
Very positive		104	39	65	59	43	29	40	34	44	15	44	24	28	42	28	36	32
		20%	16%	24%	18%	24%	23%	24%	17%	23%	11%	24%	17%	15%	26%	16%	19%	26%
Somewhat positive		174	88	87	109	63	45	51	74	70	51	54	39	64	59	51	66	51
		34%	36%	32%	33%	36%	35%	30%	36%	36%	38%	29%	27%	35%	37%	29%	35%	41%
Neutral		129	73	56	80	47	39	40	46	52	29	48	40	56	30	55	47	20
		25%	30%	21%	24%	26%	31%	24%	22%	27%	22%	26%	28%	31%	19%	31%	25%	16%
Somewhat negative		83	35	48	65	17	12	33	36	23	32	28	30	26	24	36	31	15
		16%	15%	18%	20%	10%	9%	20%	18%	12%	24%	15%	21%	14%	15%	20%	17%	12%
Very negative		21	7	14	15	6	3	4	12	3	6	12	9	8	4	8	7	6
		4%	3%	5%	5%	3%	3%	2%	6%	1%	4%	7%	6%	4%	2%	4%	4%	5%
(DK)/(Refused)		1	1	1	-	1	-	-	1	-	1	1	-	-	1	-	-	1
		0%	0%	0%	-	1%	-	-	1%	-	1%	0%	-	-	0%	-	-	0%

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**QN18K: Business Sector View - Healthcare Industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	526	278	248	386	131	91	146	282	235	168	122	161	197	152	211	182	114
	Weighted n	533	255	278	348	178	133	191	203	191	146	195	161	201	153	219	182	116
Very positive		60	27	33	28	32	14	24	22	24	9	27	11	15	27	26	13	18
		11%	11%	12%	8%	18%	10%	13%	11%	12%	6%	14%	7%	8%	18%	12%	7%	15%
Somewhat positive		135	67	69	87	46	35	35	64	52	38	45	31	50	53	40	54	37
		25%	26%	25%	25%	26%	26%	18%	31%	27%	26%	23%	19%	25%	34%	18%	30%	32%
Neutral		120	58	62	70	50	38	40	40	39	33	48	41	50	21	60	44	12
		23%	23%	22%	20%	28%	29%	21%	20%	20%	23%	24%	26%	25%	14%	27%	24%	11%
Somewhat negative		148	73	75	111	36	37	52	57	55	46	48	56	53	39	65	46	36
		28%	29%	27%	32%	20%	28%	27%	28%	29%	31%	25%	35%	26%	26%	30%	25%	31%
Very negative		69	31	38	52	13	10	39	20	22	20	27	22	33	12	29	25	12
		13%	12%	14%	15%	7%	7%	21%	10%	11%	14%	14%	14%	16%	8%	13%	14%	10%
(DK)/(Refused)		1	-	1	-	1	-	-	1	-	-	1	-	-	1	-	-	1
		0%	-	0%	-	0%	-	-	0%	-	-	0%	-	-	0%	-	-	0%



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**QN18L: Business Sector View - 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	531	291	240	391	127	94	148	277	231	182	116	166	215	134	219	196	100
	Weighted n	523	256	267	347	167	131	181	201	174	151	197	154	211	139	218	182	107
Very positive		82	43	40	33	48	35	32	16	30	17	35	19	31	21	32	25	19
		16%	17%	15%	10%	29%	27%	17%	8%	17%	12%	18%	13%	15%	15%	15%	14%	18%
Somewhat positive		99	47	52	65	34	23	34	42	33	27	40	25	36	36	33	40	23
		19%	18%	20%	19%	20%	17%	19%	21%	19%	18%	20%	16%	17%	26%	15%	22%	21%
Neutral		128	55	73	80	46	36	38	51	36	39	52	39	49	35	54	48	22
		25%	22%	27%	23%	27%	27%	21%	25%	21%	26%	27%	25%	23%	25%	25%	26%	21%
Somewhat negative		121	58	62	99	20	21	45	51	52	38	30	41	51	28	49	48	22
		23%	23%	23%	28%	12%	16%	25%	26%	30%	26%	15%	27%	24%	20%	22%	26%	21%
Very negative		91	52	39	70	18	16	32	40	24	28	39	29	43	18	49	22	20
		17%	20%	15%	20%	11%	12%	17%	20%	14%	18%	20%	19%	21%	13%	22%	12%	18%
(DK)/(Refused)		1	-	1	-	1	-	-	1	-	0	1	0	-	1	-	0	1
		0%	-	0%	-	0%	-	-	0%	-	0%	0%	0%	-	0%	-	0%	1%

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**QN18M: Business Sector View - 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	509	290	219	367	132	110	126	261	219	169	120	155	205	134	199	185	112
	Weighted n	527	272	255	336	187	167	155	195	174	147	206	148	224	139	205	190	121
Very positive		48	27	21	18	30	24	14	9	17	7	24	13	14	19	18	10	17
		9%	10%	8%	5%	16%	15%	9%	5%	10%	5%	12%	9%	6%	13%	9%	5%	14%
Somewhat positive		114	53	60	66	47	41	37	34	39	29	46	25	39	45	35	42	32
		22%	20%	24%	20%	25%	24%	24%	18%	22%	20%	22%	17%	17%	33%	17%	22%	26%
Neutral		168	83	85	117	50	52	40	70	54	46	67	49	78	39	71	67	29
		32%	31%	33%	35%	27%	31%	26%	36%	31%	32%	33%	33%	35%	28%	34%	35%	24%
Somewhat negative		112	66	46	81	29	33	37	41	47	34	31	27	59	23	42	41	27
		21%	24%	18%	24%	16%	19%	24%	21%	27%	23%	15%	18%	26%	17%	21%	22%	22%
Very negative		76	41	34	48	26	17	22	35	17	26	33	29	34	11	36	26	13
		14%	15%	13%	14%	14%	10%	14%	18%	10%	17%	16%	20%	15%	8%	17%	14%	11%
(DK)/(Refused)		9	-	9	6	3	-	5	4	-	5	4	5	-	1	3	3	3
		2%	-	4%	2%	2%	-	3%	2%	-	3%	2%	3%	-	1%	2%	2%	3%

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**QN18N: Business Sector View - 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	506	278	228	374	123	92	131	271	224	162	118	159	185	144	212	164	113
	Weighted n	503	256	246	326	172	140	157	196	169	142	191	150	188	143	196	167	126
Very positive		59	32	27	29	30	29	11	17	13	15	31	9	30	16	17	15	25
		12%	12%	11%	9%	17%	20%	7%	9%	8%	10%	16%	6%	16%	11%	9%	9%	20%
Somewhat positive		123	61	63	81	40	38	41	44	44	26	52	23	49	49	25	56	40
		25%	24%	25%	25%	23%	27%	26%	22%	26%	18%	27%	15%	26%	34%	13%	34%	32%
Neutral		144	66	78	83	60	42	46	53	49	41	54	43	47	41	53	51	34
		29%	26%	31%	25%	35%	30%	29%	27%	29%	29%	28%	29%	25%	29%	27%	30%	27%
Somewhat negative		99	50	49	70	28	17	34	45	41	36	22	37	33	25	48	30	18
		20%	19%	20%	21%	16%	12%	22%	23%	25%	25%	11%	25%	18%	17%	25%	18%	14%
Very negative		77	46	30	62	14	14	26	35	20	25	31	37	27	12	51	14	9
		15%	18%	12%	19%	8%	10%	16%	18%	12%	18%	16%	25%	14%	9%	26%	9%	7%
(DK)/(Refused)		2	1	0	2	-	-	-	2	0	-	1	-	2	-	2	-	-
		0%	1%	0%	0%	-	-	-	1%	0%	-	1%	-	1%	-	1%	-	-

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**QN180: Business Sector View - 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	560	304	256	418	132	105	130	312	274	171	113	184	212	152	225	198	119
	Weighted n	548	273	275	361	180	153	158	227	209	150	188	169	214	155	208	203	122
Very positive		48	29	19	26	18	6	15	26	20	3	25	23	12	11	30	11	3
		9%	11%	7%	7%	10%	4%	10%	12%	9%	2%	13%	14%	6%	7%	14%	6%	3%
Somewhat positive		106	58	49	74	32	22	31	51	40	29	37	35	44	25	41	47	15
		19%	21%	18%	20%	18%	15%	19%	23%	19%	19%	19%	21%	21%	16%	20%	23%	13%
Neutral		132	65	68	83	49	37	43	51	43	47	42	38	55	35	46	56	24
		24%	24%	25%	23%	27%	24%	27%	22%	21%	31%	22%	22%	26%	23%	22%	28%	20%
Somewhat negative		146	63	82	90	55	43	47	52	65	43	37	41	59	46	48	59	38
		27%	23%	30%	25%	30%	28%	30%	23%	31%	29%	20%	24%	27%	30%	23%	29%	31%
Very negative		116	58	57	89	26	45	22	45	40	28	47	32	44	38	44	30	41
		21%	21%	21%	25%	15%	30%	14%	20%	19%	19%	25%	19%	21%	24%	21%	15%	34%
(DK)/(Refused)		1	-	1	1	-	-	-	1	1	-	-	1	-	-	-	-	-
		0%	-	0%	0%	-	-	-	0%	0%	-	-	0%	-	-	-	-	-

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**QN18P: Business Sector View - 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	511	271	240	365	137	101	131	270	241	158	111	153	187	158	200	178	122
	Weighted n	515	240	276	315	195	157	160	191	193	133	189	146	197	152	196	176	134
Very positive		59	20	40	23	35	17	18	23	21	9	29	9	19	19	18	19	21
		11%	8%	14%	7%	18%	11%	11%	12%	11%	7%	15%	6%	9%	13%	9%	11%	16%
Somewhat positive		103	54	49	58	44	35	27	40	33	25	45	28	36	36	39	39	24
		20%	22%	18%	18%	23%	22%	17%	21%	17%	19%	24%	19%	18%	23%	20%	22%	18%
Neutral		87	41	46	58	28	33	27	26	34	26	27	30	34	20	36	34	14
		17%	17%	17%	18%	14%	21%	17%	13%	17%	20%	14%	21%	17%	13%	18%	20%	10%
Somewhat negative		136	65	71	88	47	47	31	57	55	41	40	42	48	46	51	47	39
		26%	27%	26%	28%	24%	30%	20%	30%	28%	31%	21%	29%	24%	30%	26%	26%	29%
Very negative		130	61	69	87	40	26	57	43	50	32	47	36	60	31	53	37	37
		25%	25%	25%	28%	20%	16%	36%	23%	26%	24%	25%	25%	31%	21%	27%	21%	28%
(DK)/(Refused)		1	-	1	-	1	-	-	1	-	-	1	1	-	-	-	-	-
		0%	-	0%	-	0%	-	-	1%	-	-	1%	1%	-	-	-	-	-

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**QN18Q: Business Sector View - 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	517	280	237	385	121	97	130	282	230	171	114	153	206	148	208	175	117
	Weighted n	508	248	260	339	161	139	161	201	178	143	185	140	200	158	198	174	121
Very positive		47	16	30	27	20	14	19	14	16	13	17	9	16	18	12	16	14
		9%	7%	12%	8%	12%	10%	12%	7%	9%	9%	9%	6%	8%	12%	6%	9%	12%
Somewhat positive		115	56	59	76	39	27	40	48	42	29	44	20	42	48	28	40	42
		23%	23%	23%	22%	24%	20%	25%	24%	23%	20%	24%	14%	21%	31%	14%	23%	35%
Neutral		192	90	102	122	66	51	61	76	65	60	66	54	79	58	80	77	32
		38%	36%	39%	36%	41%	36%	38%	38%	37%	42%	35%	38%	40%	37%	40%	44%	27%
Somewhat negative		80	49	31	65	15	23	18	37	35	18	27	28	27	24	37	23	19
		16%	20%	12%	19%	9%	16%	11%	19%	20%	13%	15%	20%	14%	15%	19%	13%	16%
Very negative		71	36	35	50	19	22	23	26	20	23	28	30	33	8	38	18	14
		14%	15%	13%	15%	12%	16%	14%	13%	11%	16%	15%	21%	16%	5%	19%	10%	11%
(DK)/(Refused)		3	-	3	0	3	3	-	0	-	0	3	-	3	0	3	0	-
		1%	-	1%	0%	2%	2%	-	0%	-	0%	1%	-	1%	0%	1%	0%	-

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**QN18R: Business Sector View - 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	525	295	230	382	135	106	143	262	239	165	120	167	196	147	218	174	115
	Weighted n	543	277	266	347	190	156	177	196	191	148	204	153	209	159	222	174	129
Very positive		75	29	46	37	34	19	33	22	28	11	36	22	18	26	32	15	23
		14%	10%	17%	11%	18%	12%	19%	11%	14%	8%	17%	14%	9%	16%	14%	9%	18%
Somewhat positive		160	95	65	106	52	43	46	68	52	46	61	47	61	49	75	62	21
		29%	34%	24%	30%	27%	27%	26%	34%	27%	31%	30%	31%	29%	30%	34%	36%	17%
Neutral		167	82	85	117	49	34	59	70	54	44	69	52	64	42	68	59	34
		31%	30%	32%	34%	26%	22%	33%	36%	29%	30%	34%	34%	30%	27%	30%	34%	26%
Somewhat negative		94	48	46	59	35	43	27	22	44	28	23	20	48	26	29	32	29
		17%	17%	17%	17%	19%	27%	15%	11%	23%	19%	11%	13%	23%	16%	13%	19%	22%
Very negative		46	23	23	28	18	18	12	14	13	19	15	11	19	16	19	6	22
		9%	8%	9%	8%	10%	12%	7%	7%	7%	13%	7%	7%	9%	10%	8%	3%	17%
(DK)/(Refused)		1	-	1	-	1	-	-	1	-	-	1	1	-	-	-	-	-
		0%	-	0%	-	1%	-	-	0%	-	-	0%	1%	-	-	-	-	-

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**QN18S: Business Sector View - 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	513	273	240	368	137	93	140	272	224	174	115	157	196	148	217	176	108
	Weighted n	523	242	281	323	194	139	180	196	171	151	201	144	206	154	219	177	113
Very positive		99	41	58	57	41	21	46	32	29	19	52	23	31	34	29	29	31
		19%	17%	21%	18%	21%	15%	26%	16%	17%	13%	26%	16%	15%	22%	13%	17%	27%
Somewhat positive		203	100	103	133	68	52	73	77	81	60	61	62	67	71	90	67	46
		39%	42%	37%	41%	35%	37%	40%	39%	47%	40%	31%	43%	33%	46%	41%	38%	41%
Neutral		146	68	78	88	58	46	38	58	42	38	66	41	77	26	67	54	22
		28%	28%	28%	27%	30%	33%	21%	30%	25%	25%	33%	28%	37%	17%	31%	31%	19%
Somewhat negative		54	23	31	34	20	13	19	19	14	28	13	15	21	17	24	22	8
		10%	10%	11%	10%	10%	9%	11%	10%	8%	19%	6%	10%	10%	11%	11%	12%	7%
Very negative		20	9	11	13	7	7	3	10	5	6	9	4	9	6	9	5	6
		4%	4%	4%	4%	4%	5%	2%	5%	3%	4%	4%	3%	5%	4%	4%	3%	6%



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**QN18T: Business Sector View - Retail Industry BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	540	282	258	393	137	96	135	300	261	169	108	166	193	164	204	196	124
	Weighted n	529	249	280	345	179	137	164	221	202	150	176	147	194	162	196	186	130
Very positive		34	11	23	23	10	10	9	16	16	7	11	8	7	16	12	14	7
		6%	4%	8%	7%	6%	7%	5%	7%	8%	4%	6%	5%	4%	10%	6%	8%	5%
Somewhat positive		191	95	96	127	63	46	53	90	82	59	50	57	67	59	63	72	50
		36%	38%	34%	37%	35%	34%	32%	41%	41%	39%	29%	39%	35%	37%	32%	39%	39%
Neutral		176	80	96	112	62	35	63	73	61	58	55	58	67	39	81	60	26
		33%	32%	34%	32%	34%	26%	39%	33%	30%	39%	31%	39%	35%	24%	41%	32%	20%
Somewhat negative		97	52	45	63	32	39	29	27	34	19	42	17	41	39	28	33	34
		18%	21%	16%	18%	18%	28%	18%	12%	17%	13%	24%	12%	21%	24%	14%	18%	26%
Very negative		28	12	16	20	8	8	10	11	8	7	14	7	11	9	12	7	9
		5%	5%	6%	6%	4%	5%	6%	5%	4%	5%	8%	5%	6%	5%	6%	4%	7%
(DK)/(Refused)		4	-	4	-	4	-	-	4	-	-	4	-	-	1	-	-	4
		1%	-	1%	-	2%	-	-	2%	-	-	2%	-	-	0%	-	-	3%

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**QN18U: Business Sector View - 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	525	288	237	396	120	95	132	287	227	179	117	166	195	147	197	201	111
	Weighted n	527	260	267	363	160	145	155	216	178	160	188	155	199	151	189	200	126
Very positive		58	25	33	26	32	19	14	24	16	14	29	9	15	26	16	18	20
		11%	10%	12%	7%	20%	13%	9%	11%	9%	9%	15%	6%	7%	17%	9%	9%	16%
Somewhat positive		123	63	60	88	35	38	36	47	43	33	47	20	54	45	32	52	36
		23%	24%	22%	24%	22%	26%	23%	22%	24%	21%	25%	13%	27%	30%	17%	26%	29%
Neutral		142	65	77	82	59	50	32	59	55	39	47	34	53	47	31	70	38
		27%	25%	29%	23%	37%	34%	21%	27%	31%	24%	25%	22%	26%	31%	17%	35%	30%
Somewhat negative		110	54	56	84	24	24	40	42	41	38	31	50	36	23	50	37	22
		21%	21%	21%	23%	15%	17%	26%	20%	23%	24%	17%	32%	18%	15%	27%	18%	18%
Very negative		94	53	41	83	10	14	32	44	24	35	35	42	42	10	59	24	10
		18%	20%	15%	23%	6%	10%	21%	20%	13%	22%	18%	27%	21%	6%	31%	12%	8%

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**QN18V: Business Sector View - 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	534	300	234	392	133	106	139	283	254	165	114	165	206	149	206	188	128
	Weighted n	518	268	250	332	181	156	163	195	188	141	189	136	210	150	183	191	129
Very positive		70	33	37	32	38	20	27	22	21	14	35	16	25	21	27	23	15
		14%	12%	15%	10%	21%	13%	17%	11%	11%	10%	19%	11%	12%	14%	15%	12%	12%
Somewhat positive		133	62	71	78	55	35	34	63	56	35	43	31	52	43	45	44	40
		26%	23%	28%	23%	30%	22%	21%	32%	30%	25%	23%	23%	25%	29%	24%	23%	31%
Neutral		190	101	89	124	63	60	67	63	64	53	74	55	81	48	69	78	40
		37%	38%	35%	37%	35%	39%	41%	32%	34%	37%	39%	40%	39%	32%	38%	41%	31%
Somewhat negative		91	52	40	73	17	24	30	37	38	28	25	26	35	29	34	33	24
		18%	19%	16%	22%	10%	16%	18%	19%	20%	20%	13%	19%	17%	20%	19%	17%	18%
Very negative		33	20	12	25	7	16	5	10	10	12	11	8	17	8	8	14	10
		6%	8%	5%	8%	4%	10%	3%	5%	5%	8%	6%	6%	8%	5%	4%	7%	8%
(DK)/(Refused)		1	-	1	0	1	-	-	1	0	-	1	-	0	1	-	-	1
		0%	-	0%	0%	0%	-	-	0%	0%	-	0%	-	0%	0%	-	-	1%

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**QN18W: Business Sector View - 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	523	287	236	385	128	92	129	289	238	168	116	161	205	146	207	192	112
	Weighted n	519	254	265	326	187	133	163	213	176	146	196	139	222	142	200	194	113
Very positive		65	21	44	24	41	29	17	17	16	14	35	9	21	31	26	23	17
		13%	8%	17%	7%	22%	22%	11%	8%	9%	10%	18%	7%	10%	22%	13%	12%	15%
Somewhat positive		106	51	54	66	39	17	36	51	48	20	38	16	39	44	30	37	34
		20%	20%	20%	20%	21%	13%	22%	24%	27%	14%	19%	12%	17%	31%	15%	19%	30%
Neutral		140	75	65	78	60	41	43	52	50	41	48	28	71	38	34	68	35
		27%	29%	24%	24%	32%	31%	27%	24%	29%	28%	24%	20%	32%	26%	17%	35%	31%
Somewhat negative		110	58	53	82	26	29	33	45	33	37	41	39	44	27	46	45	17
		21%	23%	20%	25%	14%	22%	20%	21%	19%	25%	21%	28%	20%	19%	23%	23%	15%
Very negative		98	49	48	76	21	17	33	48	29	35	34	46	47	3	64	22	10
		19%	19%	18%	23%	11%	12%	20%	22%	16%	24%	17%	33%	21%	2%	32%	11%	9%
(DK)/(Refused)		0	-	0	0	-	-	-	0	0	-	-	-	0	-	-	-	0
		0%	-	0%	0%	-	-	-	0%	0%	-	-	-	0%	-	-	-	0%

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**QN18X: Business Sector View - 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	529	284	245	379	143	123	137	262	238	164	126	174	198	145	217	178	119
	Weighted n	535	262	273	342	188	173	163	194	185	151	198	165	198	158	208	181	130
Very positive		53	19	34	33	18	19	17	17	16	20	18	18	25	9	20	14	16
		10%	7%	13%	10%	10%	11%	10%	9%	9%	13%	9%	11%	13%	6%	10%	8%	13%
Somewhat positive		145	70	75	90	54	51	35	58	64	42	40	39	51	49	53	53	36
		27%	27%	28%	26%	29%	29%	21%	30%	34%	27%	20%	24%	26%	31%	25%	29%	28%
Neutral		204	109	95	131	71	62	64	76	72	44	87	70	71	57	80	81	37
		38%	42%	35%	38%	38%	36%	39%	39%	39%	29%	44%	42%	36%	36%	38%	45%	28%
Somewhat negative		86	45	41	57	28	24	33	26	26	24	36	19	34	31	33	27	23
		16%	17%	15%	17%	15%	14%	20%	14%	14%	16%	18%	11%	17%	20%	16%	15%	18%
Very negative		45	20	25	30	15	17	13	15	8	21	16	19	16	11	22	6	16
		8%	8%	9%	9%	8%	10%	8%	8%	4%	14%	8%	11%	8%	7%	10%	3%	13%
(DK)/(Refused)		2	-	2	1	2	-	1	2	-	1	2	1	-	2	-	-	2
		0%	-	1%	0%	1%	-	1%	1%	-	1%	1%	1%	-	1%	-	-	1%

**GALLUP POLL SOCIAL SURVEY**  
**August 2021**  
**Public Release Data**

**QN18Y: Business Sector View - 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	518	272	246	381	130	110	124	271	231	160	125	146	215	144	204	178	118
	Weighted n	520	233	287	341	175	161	150	198	177	147	196	131	221	150	193	172	134
Very positive		34	11	22	10	24	7	13	14	11	2	22	2	12	14	10	6	16
		6%	5%	8%	3%	14%	4%	8%	7%	6%	1%	11%	2%	5%	10%	5%	4%	12%
Somewhat positive		106	45	61	59	46	33	27	44	44	23	39	11	33	58	23	44	36
		20%	19%	21%	17%	27%	20%	18%	22%	25%	16%	20%	8%	15%	39%	12%	26%	27%
Neutral		101	43	58	60	40	51	13	35	31	36	33	13	47	35	19	43	29
		19%	18%	20%	18%	23%	32%	9%	18%	18%	24%	17%	10%	21%	23%	10%	25%	21%
Somewhat negative		120	53	67	85	35	38	42	35	44	37	39	35	55	29	40	43	35
		23%	23%	23%	25%	20%	24%	28%	18%	25%	25%	20%	27%	25%	19%	21%	25%	26%
Very negative		159	81	78	128	29	33	54	68	47	49	62	70	74	13	101	35	18
		31%	35%	27%	37%	16%	20%	36%	34%	27%	34%	32%	53%	33%	9%	52%	21%	13%
(DK)/(Refused)		1	-	1	-	1	-	-	1	-	-	1	-	-	1	-	-	1
		0%	-	0%	-	0%	-	-	0%	-	-	0%	-	-	0%	-	-	0%