

GALLUP NEWS SERVICE

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

-- FINAL TOPLINE --

Timberline: 937614
T: 550
Princeton Job #: 23-08-008

August 1-23, 2023

Results are based on telephone interviews conducted August 1-23, 2023, with a random sample of –1,014— 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 ± 4 percentage points at the 95% confidence level.

For results based on the sample of –522—national adults in Form A and the sample of –492— national adults in Form B, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –491—adults who are employed full- or part-time, the maximum margin of sampling error is ± 5 percentage points.

For results based on the sample of –219—parents with children in Kindergarten through Grade 12, the maximum margin of sampling error is ± 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 80% cell phone respondents and 20% 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 most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Population density targets are based on the 2020 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.

36. 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>2023 Aug 1-23</i> <i>(sorted by “net positive”)</i>	Total positive	Neutral	Total Negative	Net positive
Restaurant industry	61	26	12	+49
Farming and agriculture	59	22	18	+41
Computer industry	53	31	15	+38
Accounting	43	44	10	+33
Travel industry	44	35	21	+23
Telephone industry	40	36	23	+17
Automobile industry	41	34	25	+16
Publishing industry	37	40	22	+15
Grocery industry	41	28	30	+11
Retail industry	36	36	28	+8
Movie industry	34	33	33	+1
Banking	35	31	35	0
Internet industry	36	28	37	-1
Sports industry	31	36	33	-2
Airline industry	35	27	38	-3
Television and radio industry	34	28	38	-4
Education	38	15	47	-9
Real Estate industry	30	29	39	-9
Healthcare industry	35	15	49	-14
Electric and gas utilities	31	25	43	-12
Advertising and public relations industry	25	34	40	-15
The legal field	25	31	43	-18
Oil and gas industry	24	18	58	-34
The federal government	21	19	59	-38
Pharmaceutical industry	18	21	60	-42

Trend results for Q.36 begin on next page

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	11	32	44	8	2	3	43
2022 Aug 1-23	11	28	47	9	5	1	39
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	6	19	34	27	13	1	25
2022 Aug 1-23	5	21	32	27	15	*	26
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.36 (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>
2023 Aug 1-23	9	26	27	28	10	*	35
2022 Aug 1-23	6	21	35	26	11	1	27
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	10	31	34	16	9	*	41
2022 Aug 1-23	9	29	30	23	9	1	38
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.36 (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>
2023 Aug 1-23	8	27	31	24	11	*	35
2022 Aug 1-23	9	27	37	18	9	--	36
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	16	37	31	11	4	*	53
2022 Aug 1-23	15	35	34	11	4	*	50
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.36 (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>
2023 Aug 1-23	10	28	15	31	16	*	38
2022 Aug 1-23	9	29	14	30	17	1	38
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	7	24	25	27	16	*	31
2022 Aug 1-23	8	21	25	29	17	*	29
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.36 (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>
2023 Aug 1-23	24	35	22	13	5	*	59
2022 Aug 1-23	23	34	29	10	4	*	57
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	10	31	28	19	11	*	41
2022 Aug 1-23	12	28	26	21	12	1	40
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

Q.36 (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>
2023 Aug 1-23	11	24	15	31	18	1	35
2022 Aug 1-23	13	27	13	28	19	*	40
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	9	27	28	24	13	1	36
2022 Aug 1-23	13	23	26	26	12	*	36
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	30	26	20	7	3	44

Q.36 (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>
2023 Aug 1-23	6	19	31	26	17	*	25
2022 Aug 1-23	4	22	31	23	20	--	26
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	7	27	33	20	13	*	34
2022 Aug 1-23	6	26	36	17	14	*	32
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.36 (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>
2023 Aug 1-23	7	17	18	28	30	1	24
2022 Aug 1-23	7	15	16	26	36	--	22
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	5	13	21	28	32	*	18
2022 Aug 1-23	6	19	16	27	31	--	25
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.36 (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>
2023 Aug 1-23	8	29	40	14	8	1	37
2022 Aug 1-23	7	24	39	17	12	1	31
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	6	24	29	24	15	1	30
2022 Aug 1-23	9	25	27	23	16	1	34
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.36 (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>
2023 Aug 1-23	15	46	26	8	4	*	61
2022 Aug 1-23	19	41	25	12	3	*	60
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	6	30	36	22	6	*	36
2022 Aug 1-23	10	37	31	16	5	1	47
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.36 (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>
2023 Aug 1-23	11	20	36	22	11	--	31
2022 Aug 1-23	13	22	32	21	11	*	35
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	9	31	36	18	5	1	40
2022 Aug 1-23	12	27	38	18	5	*	39
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.36 (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>
2023 Aug 1-23	8	26	28	28	10	1	34
2022 Aug 1-23	8	27	26	23	16	*	35
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

Q.36 (INDUSTRY RATINGS) CONTINUED

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>
2023 Aug 1-23	11	33	35	16	5	*	44
2022 Aug 1-23	7	31	34	19	7	*	38
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.36 (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>
2023 Aug 1-23	4	17	19	28	31	1	21
2022 Aug 1-23	6	19	16	29	29	--	25
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 2023
Public Release Data

QN36A: Industry rating: Accounting BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	535	293	235	396	127	100	156	266	246	193	89	150	226	146	122	171	199
	Weighted n	528	241	278	351	167	124	186	208	188	155	179	135	239	139	147	162	172
Very positive		59	28	31	38	21	18	23	19	21	21	18	17	26	15	14	18	27
		11%	11%	11%	11%	13%	15%	12%	9%	11%	14%	10%	13%	11%	11%	9%	11%	16%
Somewhat positive		167	75	90	120	46	43	60	61	70	45	52	36	81	49	35	55	65
		32%	31%	32%	34%	28%	35%	32%	30%	37%	29%	29%	27%	34%	36%	24%	34%	38%
Neutral		231	106	119	148	79	54	80	93	87	63	78	65	101	57	71	67	72
		44%	44%	43%	42%	47%	44%	43%	45%	46%	40%	44%	48%	42%	41%	48%	42%	42%
Somewhat negative		42	16	26	26	15	8	14	18	7	24	10	10	17	13	12	15	7
		8%	7%	9%	8%	9%	7%	8%	9%	4%	15%	5%	8%	7%	9%	8%	9%	4%
Very negative		12	9	4	9	2	1	3	8	1	2	9	1	7	2	4	3	1
		2%	4%	1%	2%	1%	0%	2%	4%	1%	1%	5%	1%	3%	1%	3%	2%	0%
(DK)/(Refused)		16	7	8	10	3	-	6	9	2	1	12	5	6	2	11	4	-
		3%	3%	3%	3%	2%	-	3%	4%	1%	1%	7%	4%	2%	2%	7%	2%	-

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QN36B: Industry rating: Advertising BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	530	292	230	382	130	99	148	272	230	189	102	135	229	151	146	153	183
	Weighted n	538	257	269	357	168	125	189	216	175	154	204	127	252	143	171	151	169
Very positive		31	12	17	12	16	8	15	9	6	7	18	5	19	4	20	2	8
		6%	5%	6%	3%	10%	6%	8%	4%	3%	5%	9%	4%	7%	3%	12%	1%	5%
Somewhat positive		103	48	50	61	40	26	42	35	30	26	45	20	43	39	44	20	33
		19%	19%	19%	17%	24%	20%	22%	16%	17%	17%	22%	16%	17%	27%	26%	14%	20%
Neutral		184	91	90	122	60	41	67	73	67	53	62	46	81	48	54	59	54
		34%	35%	34%	34%	35%	32%	36%	34%	38%	35%	31%	36%	32%	34%	32%	39%	32%
Somewhat negative		148	68	79	115	31	33	49	62	51	43	53	37	71	38	33	44	57
		27%	26%	30%	32%	19%	27%	26%	29%	29%	28%	26%	29%	28%	27%	19%	29%	34%
Very negative		69	35	31	45	21	18	16	34	20	24	24	18	37	13	20	24	16
		13%	14%	11%	13%	12%	14%	8%	16%	12%	16%	12%	14%	15%	9%	12%	16%	10%
(DK)/(Refused)		4	3	0	1	1	-	-	3	0	-	3	1	1	-	1	1	-
		1%	1%	0%	0%	0%	-	-	2%	0%	-	1%	1%	0%	-	0%	1%	-

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QN36C: Industry rating: Airline BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	500	285	208	365	120	98	150	236	226	177	89	140	226	116	125	152	186
	Weighted n	491	236	244	321	158	122	172	187	182	137	167	131	236	102	141	143	175
Very positive		43	23	20	18	21	15	13	13	9	9	25	13	24	3	23	6	12
		9%	10%	8%	6%	14%	12%	8%	7%	5%	7%	15%	10%	10%	3%	16%	4%	7%
Somewhat positive		130	70	56	85	44	33	51	45	44	31	54	34	62	28	38	37	50
		26%	30%	23%	27%	28%	27%	30%	24%	24%	23%	32%	26%	26%	27%	27%	26%	28%
Neutral		133	67	61	87	45	35	45	52	37	42	54	37	62	29	41	40	41
		27%	28%	25%	27%	29%	28%	26%	28%	20%	31%	32%	29%	26%	28%	29%	28%	23%
Somewhat negative		137	55	82	99	33	25	48	59	68	41	25	33	66	34	33	41	55
		28%	23%	34%	31%	21%	21%	28%	32%	38%	30%	15%	25%	28%	34%	23%	28%	32%
Very negative		48	20	26	31	14	14	15	18	23	14	10	14	23	8	7	19	17
		10%	9%	11%	10%	9%	11%	9%	9%	12%	10%	6%	10%	10%	8%	5%	14%	10%
(DK)/(Refused)		1	1	-	1	-	1	-	-	1	-	-	-	1	-	-	-	-
		0%	0%	-	0%	-	0%	-	-	0%	-	-	-	0%	-	-	-	-

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QN36D: Industry rating: Automobile BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	477	267	205	342	123	89	117	259	211	166	96	146	185	133	133	155	152
	Weighted n	466	234	225	300	156	121	130	206	157	125	182	127	194	131	144	141	145
Very positive		46	31	15	26	20	8	12	24	8	12	26	11	19	16	17	9	15
		10%	13%	7%	9%	13%	7%	9%	12%	5%	10%	14%	9%	10%	12%	12%	6%	10%
Somewhat positive		145	78	68	100	45	40	35	66	57	31	57	37	59	48	45	57	38
		31%	33%	30%	33%	29%	33%	27%	32%	36%	25%	31%	30%	30%	37%	31%	40%	27%
Neutral		156	68	85	96	55	29	56	68	65	41	49	42	55	50	41	40	59
		34%	29%	38%	32%	35%	24%	43%	33%	41%	33%	27%	33%	28%	38%	28%	28%	41%
Somewhat negative		75	37	35	47	27	29	15	32	21	26	28	19	40	15	21	24	24
		16%	16%	16%	16%	17%	24%	11%	15%	13%	21%	15%	15%	21%	12%	15%	17%	16%
Very negative		42	20	22	31	10	14	12	16	7	15	21	17	22	1	19	12	9
		9%	9%	10%	10%	6%	12%	9%	8%	4%	12%	12%	13%	11%	1%	13%	9%	6%
(DK)/(Refused)		1	-	1	-	-	-	-	1	-	-	1	1	-	-	1	-	-
		0%	-	0%	-	-	-	-	0%	-	-	0%	0%	-	-	0%	-	-

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QN36E: Industry rating: Banking BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	525	313	207	378	133	96	162	251	239	176	102	158	223	129	128	175	172
	Weighted n	524	273	247	343	166	117	199	195	186	141	191	148	236	124	151	178	154
Very positive		41	20	21	25	16	11	17	14	11	10	20	10	27	5	18	9	11
		8%	7%	9%	7%	10%	9%	8%	7%	6%	7%	11%	7%	11%	4%	12%	5%	7%
Somewhat positive		141	67	73	92	47	24	49	64	47	36	56	46	58	32	32	64	31
		27%	25%	30%	27%	28%	21%	25%	33%	25%	26%	29%	31%	25%	26%	22%	36%	20%
Neutral		160	73	84	100	49	32	63	64	58	36	65	47	67	37	49	56	43
		31%	27%	34%	29%	29%	27%	32%	33%	31%	26%	34%	32%	29%	30%	32%	31%	28%
Somewhat negative		123	69	54	89	34	34	43	42	49	42	31	35	50	37	31	35	52
		24%	25%	22%	26%	20%	29%	22%	21%	26%	30%	16%	24%	21%	30%	21%	20%	34%
Very negative		56	43	12	36	19	15	26	11	20	16	18	10	31	12	20	14	16
		11%	16%	5%	11%	11%	13%	13%	6%	11%	11%	9%	7%	13%	10%	13%	8%	10%
(DK)/(Refused)		2	-	2	1	1	1	-	1	2	-	-	-	2	-	-	-	-
		0%	-	1%	0%	1%	1%	-	0%	1%	-	-	-	1%	-	-	-	-

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QN36F: Industry rating: Computer BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	567	325	233	393	154	106	159	283	237	213	105	148	243	157	157	170	189
	Weighted n	574	290	270	348	208	152	191	217	182	168	216	137	258	157	188	159	172
Very positive		92	62	28	48	41	20	42	28	30	24	38	23	48	19	35	20	30
		16%	21%	10%	14%	20%	13%	22%	13%	16%	14%	18%	17%	18%	12%	19%	13%	18%
Somewhat positive		215	106	107	142	65	68	65	77	70	72	70	47	91	71	59	64	77
		37%	37%	40%	41%	31%	45%	34%	36%	38%	43%	32%	34%	35%	45%	32%	40%	44%
Neutral		178	70	100	105	69	41	58	74	55	46	74	46	80	44	65	53	46
		31%	24%	37%	30%	33%	27%	30%	34%	30%	27%	34%	33%	31%	28%	35%	33%	27%
Somewhat negative		64	36	26	38	25	18	20	24	21	19	24	14	28	18	18	14	17
		11%	13%	10%	11%	12%	12%	10%	11%	12%	11%	11%	10%	11%	12%	9%	9%	10%
Very negative		24	15	8	14	8	5	6	13	7	8	9	7	10	4	9	8	3
		4%	5%	3%	4%	4%	3%	3%	6%	4%	5%	4%	5%	4%	3%	5%	5%	2%
(DK)/(Refused)		1	1	1	1	1	-	-	1	-	-	1	1	1	-	1	-	-
		0%	0%	0%	0%	0%	-	-	0%	-	-	0%	0%	0%	-	1%	-	-

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QN36G: Industry rating: Education BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	529	305	217	385	133	98	148	268	225	184	112	143	217	153	143	174	161
	Weighted n	548	268	269	351	188	132	189	216	178	145	220	136	248	149	175	166	156
Very positive		53	17	35	19	34	19	20	14	14	9	30	4	29	19	34	13	5
		10%	7%	13%	6%	18%	14%	11%	6%	8%	6%	14%	3%	12%	13%	19%	8%	3%
Somewhat positive		154	75	78	98	56	28	59	64	56	35	61	28	75	46	43	48	53
		28%	28%	29%	28%	30%	22%	31%	29%	31%	24%	28%	21%	30%	31%	24%	29%	34%
Neutral		84	48	36	49	32	22	31	30	24	25	35	18	28	33	21	23	21
		15%	18%	13%	14%	17%	17%	16%	14%	14%	17%	16%	13%	11%	22%	12%	14%	14%
Somewhat negative		171	88	77	124	43	45	53	68	57	50	61	55	69	44	46	57	55
		31%	33%	29%	35%	23%	34%	28%	32%	32%	35%	28%	41%	28%	29%	26%	35%	35%
Very negative		85	40	42	61	22	17	25	41	27	25	34	30	45	8	31	23	22
		16%	15%	16%	17%	12%	13%	13%	19%	15%	17%	15%	22%	18%	5%	18%	14%	14%
(DK)/(Refused)		1	-	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-
		0%	-	0%	-	0%	-	0%	-	-	1%	-	-	0%	-	1%	-	-

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QN36H: Industry rating: Utilities BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	506	287	212	377	120	100	139	257	229	179	93	147	218	131	119	157	188
	Weighted n	509	252	246	345	156	141	166	195	181	142	182	133	238	125	129	165	168
Very positive		37	25	13	25	12	6	9	23	15	10	12	10	19	9	13	6	17
		7%	10%	5%	7%	8%	4%	5%	12%	8%	7%	7%	7%	8%	7%	10%	4%	10%
Somewhat positive		122	63	57	76	45	39	34	48	33	41	47	36	57	28	38	31	36
		24%	25%	23%	22%	29%	28%	20%	25%	18%	29%	26%	27%	24%	22%	30%	19%	21%
Neutral		129	66	57	87	36	28	53	44	55	27	46	31	55	37	27	47	44
		25%	26%	23%	25%	23%	20%	32%	23%	30%	19%	25%	23%	23%	29%	21%	28%	26%
Somewhat negative		138	61	77	97	39	50	38	48	57	41	39	25	76	34	26	61	41
		27%	24%	31%	28%	25%	35%	23%	25%	32%	29%	22%	19%	32%	27%	20%	37%	24%
Very negative		82	37	42	59	23	17	33	32	20	23	38	31	31	18	25	19	30
		16%	15%	17%	17%	15%	12%	20%	16%	11%	16%	21%	24%	13%	14%	19%	12%	18%
(DK)/(Refused)		1	1	-	1	-	1	-	-	1	-	-	-	1	-	-	-	-
		0%	0%	-	0%	-	0%	-	-	0%	-	-	-	0%	-	-	-	-

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QN36I: Industry rating: Farming and agriculture BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	531	295	226	385	131	101	145	275	243	187	95	133	241	147	124	182	177
	Weighted n	517	248	257	339	165	124	179	206	178	147	186	114	243	144	136	176	156
Very positive		125	68	54	81	43	24	36	64	40	42	42	40	63	21	43	39	36
		24%	27%	21%	24%	26%	20%	20%	31%	23%	29%	23%	35%	26%	15%	32%	22%	23%
Somewhat positive		182	84	96	128	49	31	75	71	70	45	64	41	87	51	28	72	64
		35%	34%	37%	38%	29%	25%	42%	34%	39%	30%	34%	36%	36%	20%	41%	41%	
Neutral		114	51	61	58	51	32	42	40	35	35	43	17	42	42	30	37	28
		22%	20%	24%	17%	31%	26%	24%	19%	20%	23%	23%	15%	17%	29%	22%	21%	18%
Somewhat negative		66	31	30	48	17	27	19	18	24	17	25	10	32	23	20	24	18
		13%	13%	12%	14%	10%	22%	11%	9%	14%	11%	13%	9%	13%	16%	15%	14%	11%
Very negative		28	12	16	23	5	9	7	13	8	9	12	6	17	5	15	3	10
		5%	5%	6%	7%	3%	7%	4%	6%	4%	6%	6%	5%	7%	4%	11%	2%	6%
(DK)/(Refused)		2	2	0	1	1	-	-	0	1	1	-	1	0	1	-	-	1
		0%	1%	0%	0%	1%	-	-	0%	0%	1%	-	0%	0%	0%	1%	-	1%

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QN36J: Industry rating: Grocery BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	524	294	227	370	145	93	151	266	235	188	95	129	218	163	139	162	178
	Weighted n	533	261	268	329	196	130	184	208	190	147	192	116	250	150	168	157	164
Very positive		53	28	24	29	23	10	22	20	15	13	24	9	28	12	24	13	10
		10%	11%	9%	9%	12%	7%	12%	10%	8%	9%	13%	8%	11%	8%	14%	8%	6%
Somewhat positive		167	85	81	107	59	41	43	80	77	40	48	35	82	49	38	60	58
		31%	32%	30%	33%	30%	32%	23%	39%	41%	27%	25%	30%	33%	33%	23%	38%	35%
Neutral		148	66	82	89	55	36	60	48	45	46	57	30	67	44	51	34	45
		28%	25%	31%	27%	28%	27%	33%	23%	24%	31%	30%	26%	27%	30%	30%	22%	27%
Somewhat negative		104	54	47	67	36	33	32	37	44	31	28	20	51	30	28	34	38
		19%	21%	17%	20%	18%	25%	17%	18%	23%	21%	15%	18%	20%	20%	16%	22%	23%
Very negative		61	27	33	35	23	11	27	23	8	17	34	22	21	15	28	17	13
		11%	10%	12%	11%	12%	8%	15%	11%	4%	12%	18%	19%	8%	10%	16%	11%	8%
(DK)/(Refused)		1	1	-	1	-	1	-	-	1	-	-	-	1	-	-	-	-
		0%	0%	-	0%	-	0%	-	-	0%	-	-	-	0%	-	-	-	-

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QN36K: Industry rating: Healthcare BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	533	307	218	378	139	107	150	261	230	197	97	142	229	144	135	168	187
	Weighted n	535	256	267	343	178	137	185	203	188	153	189	129	250	137	156	165	171
Very positive		60	27	33	29	29	7	27	25	17	14	28	9	30	17	25	15	13
		11%	10%	12%	9%	16%	5%	15%	12%	9%	9%	15%	7%	12%	13%	16%	9%	7%
Somewhat positive		129	67	58	82	45	29	32	66	40	39	49	33	58	32	33	49	37
		24%	26%	22%	24%	25%	21%	18%	32%	21%	26%	26%	25%	23%	24%	21%	30%	22%
Neutral		79	33	45	52	26	21	32	25	27	23	29	27	36	15	29	26	18
		15%	13%	17%	15%	15%	15%	17%	12%	14%	15%	15%	21%	14%	11%	19%	16%	11%
Somewhat negative		165	77	86	117	43	56	57	49	69	43	50	41	75	45	33	54	62
		31%	30%	32%	34%	24%	41%	31%	24%	37%	28%	26%	32%	30%	33%	21%	33%	36%
Very negative		96	50	40	58	34	24	36	34	35	32	28	15	49	27	30	21	41
		18%	20%	15%	17%	19%	18%	19%	17%	19%	21%	15%	12%	20%	20%	20%	13%	24%
(DK)/(Refused)		6	1	4	5	1	-	1	5	-	1	5	4	2	-	6	-	-
		1%	0%	2%	1%	1%	-	1%	2%	-	1%	2%	3%	1%	-	4%	-	-

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QN36L: Industry rating: Internet BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	553	314	230	395	140	109	157	272	244	197	102	152	222	161	144	167	187
	Weighted n	546	262	272	354	179	145	184	207	190	156	194	137	239	152	164	159	174
Very positive		47	31	16	23	23	7	20	16	13	16	17	13	25	9	19	8	16
		9%	12%	6%	6%	13%	5%	11%	8%	7%	10%	9%	10%	10%	6%	12%	5%	9%
Somewhat positive		146	73	70	95	47	36	46	62	56	41	46	34	61	45	46	31	55
		27%	28%	26%	27%	27%	25%	25%	30%	29%	26%	24%	25%	26%	30%	28%	20%	32%
Neutral		151	61	84	107	38	45	52	49	56	45	49	28	66	52	39	52	46
		28%	23%	31%	30%	21%	31%	28%	24%	29%	29%	25%	21%	28%	35%	24%	33%	27%
Somewhat negative		130	60	68	82	46	38	43	48	44	38	47	36	57	35	31	46	42
		24%	23%	25%	23%	26%	26%	23%	23%	23%	25%	24%	26%	24%	23%	19%	29%	24%
Very negative		69	37	30	42	25	19	24	27	22	14	31	21	29	11	25	21	15
		13%	14%	11%	12%	14%	13%	13%	13%	12%	9%	16%	16%	12%	7%	15%	13%	8%
(DK)/(Refused)		5	-	5	5	-	-	-	5	-	1	4	5	-	-	4	1	-
		1%	-	2%	1%	-	-	-	2%	-	0%	2%	3%	-	-	2%	0%	-

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QN36M: Industry rating: Legal field BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	512	287	219	371	127	116	136	245	227	188	88	133	223	145	132	171	169
	Weighted n	516	248	257	337	166	157	158	190	189	143	178	121	241	145	162	163	151
Very positive		30	12	18	16	13	13	8	9	10	6	14	4	13	13	12	2	13
		6%	5%	7%	5%	8%	8%	5%	5%	5%	4%	8%	3%	6%	9%	8%	1%	9%
Somewhat positive		100	47	52	64	34	44	23	32	36	28	36	17	52	30	28	35	28
		19%	19%	20%	19%	21%	28%	14%	17%	19%	19%	20%	14%	22%	20%	18%	22%	19%
Neutral		161	74	84	99	58	50	52	54	61	56	41	32	62	64	42	59	46
		31%	30%	32%	29%	35%	31%	33%	29%	32%	39%	23%	27%	26%	44%	26%	36%	30%
Somewhat negative		136	65	63	97	35	30	34	69	54	31	48	45	68	23	40	43	44
		26%	26%	25%	29%	21%	19%	21%	36%	29%	22%	27%	38%	28%	16%	25%	27%	29%
Very negative		90	48	42	60	26	21	41	26	28	22	39	22	45	16	39	23	19
		17%	19%	16%	18%	15%	13%	26%	13%	15%	15%	22%	18%	19%	11%	24%	14%	12%
(DK)/(Refused)		1	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	1
		0%	0%	-	0%	-	-	-	0%	0%	-	-	0%	-	-	-	-	0%

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QN36N: Industry rating: Movies BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	541	309	225	412	120	110	151	267	249	197	91	157	241	135	159	169	171
	Weighted n	529	253	266	361	162	147	177	196	193	150	184	138	253	130	183	153	149
Very positive		37	15	22	22	15	14	15	6	8	11	19	8	20	9	23	7	6
		7%	6%	8%	6%	9%	9%	9%	3%	4%	7%	10%	6%	8%	7%	13%	5%	4%
Somewhat positive		141	71	69	90	50	40	47	54	53	32	54	21	69	46	47	41	43
		27%	28%	26%	25%	31%	27%	26%	28%	27%	22%	29%	16%	27%	35%	26%	27%	29%
Neutral		173	86	86	122	48	40	65	65	58	55	60	42	72	58	50	51	53
		33%	34%	32%	34%	30%	28%	37%	33%	30%	37%	33%	30%	28%	44%	27%	34%	36%
Somewhat negative		107	43	55	75	31	34	27	44	48	29	29	34	59	15	34	33	31
		20%	17%	21%	21%	19%	23%	15%	23%	25%	19%	16%	24%	23%	11%	18%	21%	21%
Very negative		70	37	32	51	17	18	23	26	25	23	21	33	33	3	28	20	16
		13%	15%	12%	14%	10%	12%	13%	13%	13%	15%	12%	24%	13%	2%	15%	13%	11%
(DK)/(Refused)		2	0	1	0	1	1	-	0	2	-	-	-	1	0	0	-	-
		0%	0%	0%	0%	1%	1%	-	0%	1%	-	-	-	0%	0%	0%	-	-

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QN36O: Industry rating: Oil and gas BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	525	299	218	378	132	104	148	266	238	179	101	154	226	132	142	163	179
	Weighted n	536	254	268	347	177	145	173	212	185	135	210	154	238	125	178	154	165
Very positive		37	31	6	24	11	6	17	14	13	8	16	14	15	6	16	5	15
		7%	12%	2%	7%	6%	4%	10%	7%	7%	6%	8%	9%	6%	5%	9%	3%	9%
Somewhat positive		90	50	40	57	32	21	34	35	29	17	43	35	41	9	33	26	26
		17%	20%	15%	16%	18%	15%	20%	17%	16%	13%	20%	23%	17%	7%	19%	17%	16%
Neutral		98	47	49	60	37	27	37	34	32	21	45	29	43	21	41	26	23
		18%	18%	18%	17%	21%	19%	21%	16%	17%	15%	22%	19%	18%	17%	23%	17%	14%
Somewhat negative		148	57	91	106	40	39	45	62	49	52	46	33	72	40	40	56	46
		28%	23%	34%	30%	23%	27%	26%	29%	26%	39%	22%	22%	30%	32%	22%	36%	28%
Very negative		159	68	80	99	56	50	41	65	60	37	58	41	66	48	46	41	55
		30%	27%	30%	29%	32%	35%	23%	30%	32%	27%	28%	26%	28%	39%	26%	27%	33%
(DK)/(Refused)		3	0	3	2	1	1	-	2	3	-	1	2	2	-	2	-	-
		1%	0%	1%	1%	1%	1%	-	1%	1%	-	0%	1%	1%	-	1%	-	-

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QN36P: Industry rating: Pharmaceutical BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	532	296	228	382	137	105	142	273	243	187	97	147	230	145	131	176	183
	Weighted n	537	264	262	346	178	149	163	217	204	139	190	140	250	136	155	167	170
Very positive		28	14	14	12	16	6	11	10	7	6	15	6	17	5	13	9	6
		5%	5%	5%	4%	9%	4%	7%	5%	3%	4%	8%	5%	7%	4%	8%	5%	4%
Somewhat positive		71	45	26	42	28	18	19	33	27	21	22	11	31	28	23	21	20
		13%	17%	10%	12%	16%	12%	12%	15%	13%	15%	12%	8%	13%	20%	15%	12%	12%
Neutral		114	55	55	67	43	32	46	33	30	33	51	30	47	30	37	37	29
		21%	21%	21%	19%	24%	22%	28%	15%	14%	24%	27%	21%	19%	22%	24%	22%	17%
Somewhat negative		151	63	85	112	35	39	34	76	61	39	51	48	68	35	36	53	53
		28%	24%	32%	32%	20%	27%	21%	35%	30%	28%	27%	34%	27%	26%	23%	31%	31%
Very negative		172	88	81	113	55	53	53	64	79	40	51	45	86	38	45	49	61
		32%	33%	31%	33%	31%	36%	32%	30%	39%	29%	27%	32%	34%	28%	29%	29%	36%
(DK)/(Refused)		1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	-
		0%	-	0%	-	1%	-	1%	-	1%	-	1%	-	0%	-	1%	-	-

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QN36Q: Industry rating: Publishing BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			República	Party I.D.		Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less		Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	519	298	212	372	136	99	151	257	237	181	92	155	221	129	126	160	190
	Weighted n	491	244	238	321	162	128	166	188	180	134	170	140	229	111	128	149	175
Very positive		39	21	15	19	20	10	16	13	12	12	15	7	21	12	16	8	15
		8%	9%	6%	6%	12%	8%	10%	7%	6%	9%	9%	5%	9%	10%	13%	5%	8%
Somewhat positive		142	66	75	97	43	41	47	52	60	33	47	35	65	40	47	42	46
		29%	27%	32%	30%	26%	32%	29%	28%	33%	25%	28%	25%	28%	36%	37%	28%	26%
Neutral		199	91	102	126	71	51	68	75	70	52	75	70	79	45	36	66	79
		40%	37%	43%	39%	44%	40%	41%	40%	39%	39%	44%	50%	35%	41%	28%	44%	45%
Somewhat negative		67	40	26	48	17	17	21	29	22	24	20	20	35	8	18	18	22
		14%	17%	11%	15%	11%	13%	12%	15%	12%	18%	12%	14%	15%	7%	14%	12%	12%
Very negative		41	24	16	32	8	8	12	19	15	12	12	8	26	5	10	15	13
		8%	10%	7%	10%	5%	6%	7%	10%	8%	9%	7%	6%	11%	5%	8%	10%	7%
(DK)/(Refused)		4	1	3	0	2	1	1	0	2	1	-	-	2	-	1	-	0
		1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	-	-	1%	-	1%	-	0%

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QN36R: Industry rating: Real Estate BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			República	Party I.D.		Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less		Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	543	299	238	384	145	102	147	280	248	191	98	151	226	153	149	177	177
	Weighted n	537	257	270	346	179	133	178	215	193	147	193	139	238	146	173	165	164
Very positive		35	15	20	19	16	6	11	17	7	7	21	6	21	8	18	7	10
		6%	6%	7%	5%	9%	5%	6%	8%	4%	5%	11%	4%	9%	5%	10%	4%	6%
Somewhat positive		126	66	59	77	48	34	34	55	44	41	41	46	49	31	37	35	45
		24%	26%	22%	22%	27%	26%	19%	26%	23%	28%	21%	33%	21%	21%	21%	21%	27%
Neutral		156	67	88	90	61	20	64	68	58	42	54	39	64	45	44	56	43
		29%	26%	33%	26%	34%	15%	36%	32%	30%	29%	28%	28%	27%	31%	25%	34%	26%
Somewhat negative		131	61	65	91	37	41	43	46	66	34	31	25	65	41	37	43	46
		24%	24%	24%	26%	20%	31%	24%	21%	34%	23%	16%	18%	27%	28%	21%	26%	28%
Very negative		83	47	33	65	18	31	26	26	18	23	42	19	39	22	33	25	20
		15%	18%	12%	19%	10%	24%	14%	12%	9%	16%	22%	14%	16%	15%	19%	15%	12%
(DK)/(Refused)		5	1	4	4	-	-	-	4	1	-	4	4	-	-	4	-	-
		1%	0%	2%	1%	-	-	-	2%	0%	-	2%	3%	-	-	2%	-	-

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QN36S: Industry rating: Restaurant BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	510	279	223	362	134	96	147	254	233	167	100	146	205	141	124	149	188
	Weighted n	522	250	259	323	191	135	182	195	181	132	202	137	223	139	151	142	177
Very positive		80	40	39	46	33	17	24	38	23	17	39	20	40	20	27	23	26
		15%	16%	15%	14%	17%	13%	13%	19%	13%	13%	19%	15%	18%	14%	18%	16%	14%
Somewhat positive		238	122	110	148	87	63	78	92	89	66	82	66	97	73	64	60	90
		46%	49%	42%	46%	46%	47%	43%	47%	49%	50%	40%	49%	43%	52%	42%	42%	51%
Neutral		138	50	86	84	52	29	59	47	50	30	56	33	60	30	39	43	40
		26%	20%	33%	26%	27%	21%	33%	24%	28%	23%	28%	24%	27%	22%	26%	30%	22%
Somewhat negative		43	26	14	26	15	16	16	11	13	12	16	8	18	14	12	9	19
		8%	10%	6%	8%	8%	12%	9%	6%	7%	9%	8%	6%	8%	10%	8%	6%	11%
Very negative		21	12	9	18	3	10	4	7	5	6	10	9	7	3	8	8	3
		4%	5%	4%	6%	1%	7%	2%	4%	3%	4%	5%	6%	3%	2%	5%	5%	2%
(DK)/(Refused)		1	1	1	1	1	1	1	-	1	1	-	-	1	-	1	-	-
		0%	0%	0%	0%	0%	0%	1%	-	0%	1%	-	-	1%	-	1%	-	-

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QN36T: Industry rating: Retail BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	520	298	215	369	134	98	130	276	236	183	93	139	223	142	133	169	165
	Weighted n	519	254	253	321	184	134	157	215	179	139	196	131	234	137	155	163	151
Very positive		32	15	14	18	14	6	9	15	9	7	16	7	12	13	12	8	11
		6%	6%	6%	6%	8%	5%	6%	7%	5%	5%	8%	6%	5%	9%	8%	5%	8%
Somewhat positive		157	84	72	107	47	33	45	76	57	51	48	42	71	43	39	62	46
		30%	33%	29%	33%	25%	25%	28%	35%	32%	37%	24%	32%	30%	31%	25%	38%	30%
Neutral		185	99	83	113	65	48	60	72	60	39	84	45	82	45	56	60	49
		36%	39%	33%	35%	35%	36%	38%	33%	34%	28%	43%	35%	35%	33%	36%	36%	32%
Somewhat negative		112	42	68	64	45	36	35	38	45	30	35	28	51	33	30	28	40
		22%	16%	27%	20%	24%	27%	22%	18%	25%	22%	18%	21%	22%	24%	19%	17%	26%
Very negative		32	14	15	18	14	10	9	13	7	12	13	8	18	3	17	6	5
		6%	5%	6%	6%	8%	7%	5%	6%	4%	9%	6%	6%	8%	3%	11%	4%	4%
(DK)/(Refused)		1	1	-	1	-	-	-	1	-	-	1	-	1	-	1	-	-
		0%	0%	-	0%	-	-	-	1%	-	-	1%	-	0%	-	1%	-	-

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QN36U: Industry rating: Sports BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	513	287	216	380	121	100	139	263	225	182	99	149	218	133	137	161	172
	Weighted n	519	246	260	343	167	142	166	203	184	135	196	131	238	131	164	145	164
Very positive		58	33	25	27	31	21	14	22	14	14	30	11	28	18	28	8	18
		11%	14%	9%	8%	18%	15%	9%	11%	8%	10%	15%	9%	12%	14%	17%	6%	11%
Somewhat positive		103	53	43	61	40	37	36	27	48	24	29	21	43	34	31	29	40
		20%	22%	17%	18%	24%	26%	21%	13%	26%	17%	15%	16%	18%	26%	19%	20%	24%
Neutral		186	80	102	123	60	45	65	74	61	52	72	41	84	52	57	46	56
		36%	33%	39%	36%	36%	31%	39%	36%	33%	38%	37%	31%	35%	40%	34%	32%	34%
Somewhat negative		116	54	62	92	23	27	33	54	49	27	39	40	54	21	27	42	38
		22%	22%	24%	27%	14%	19%	20%	27%	27%	20%	20%	30%	23%	16%	17%	29%	23%
Very negative		56	25	28	41	13	12	18	26	12	19	25	18	28	5	21	19	12
		11%	10%	11%	12%	8%	8%	11%	13%	6%	14%	13%	14%	12%	4%	13%	13%	7%

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QN36V: Industry rating: Telephone BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	556	325	225	406	135	113	153	271	241	218	92	163	233	146	137	164	211
	Weighted n	545	284	255	361	172	141	182	207	189	164	189	147	240	142	149	161	194
Very positive		47	25	22	20	24	11	19	17	10	12	25	13	24	7	25	8	13
		9%	9%	9%	6%	14%	8%	10%	8%	5%	8%	13%	9%	10%	5%	17%	5%	6%
Somewhat positive		169	80	86	106	61	53	53	60	43	57	69	43	80	41	57	47	55
		31%	28%	34%	29%	36%	37%	29%	29%	23%	35%	36%	29%	34%	29%	38%	30%	28%
Neutral		197	103	93	136	57	48	73	71	74	58	64	56	75	60	36	68	78
		36%	36%	36%	38%	33%	34%	40%	34%	39%	35%	34%	38%	31%	42%	24%	43%	40%
Somewhat negative		101	60	39	77	22	25	30	41	54	25	22	30	44	26	26	29	40
		18%	21%	15%	21%	13%	18%	17%	20%	28%	15%	12%	21%	18%	18%	17%	18%	20%
Very negative		27	15	12	22	5	4	6	15	8	11	7	5	16	6	6	7	9
		5%	5%	5%	6%	3%	3%	4%	7%	4%	7%	4%	3%	7%	4%	4%	4%	5%
(DK)/(Refused)		3	1	3	1	2	1		2	1		2		1	2			
		1%	0%	1%	0%	1%	0%		1%	0%		1%		0%	2%			

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QN36W: Industry rating: Television and radio BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	508	277	224	366	129	100	130	265	219	178	103	144	225	127	128	176	169
	Weighted n	525	248	267	344	168	138	161	214	184	138	198	133	248	129	156	171	165
Very positive		41	20	20	22	19	10	17	14	7	7	27	9	21	11	23	10	7
		8%	8%	7%	6%	11%	7%	10%	7%	4%	5%	14%	7%	8%	9%	15%	6%	4%
Somewhat positive		135	60	72	82	51	35	39	57	61	31	40	30	56	43	38	49	
		26%	24%	27%	24%	30%	25%	24%	27%	33%	23%	20%	23%	23%	35%	28%	22%	30%
Neutral		149	68	79	93	49	50	41	56	48	46	55	29	74	40	46	49	40
		28%	27%	30%	27%	30%	36%	26%	26%	26%	33%	28%	22%	30%	31%	29%	29%	24%
Somewhat negative		146	65	77	103	39	29	53	60	48	42	52	48	71	25	32	52	53
		28%	26%	29%	30%	23%	21%	33%	28%	26%	30%	26%	36%	29%	19%	20%	31%	32%
Very negative		52	35	17	41	10	15	11	25	19	11	21	16	26	7	12	21	16
		10%	14%	6%	12%	6%	11%	7%	12%	10%	8%	11%	12%	10%	6%	7%	12%	10%
(DK)/(Refused)		3	1	2	2	-	-	-	2	1	-	2	-	-	-	-	-	-
		1%	0%	1%	1%	-	-	-	1%	1%	-	1%	-	-	-	-	-	-

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QN36X: Industry rating: Travel BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	546	313	226	395	140	103	159	272	256	182	101	147	238	147	131	177	199
	Weighted n	551	279	264	370	173	130	196	215	204	143	199	133	252	151	147	183	181
Very positive		60	30	30	30	27	10	31	19	22	12	26	13	26	20	21	13	23
		11%	11%	11%	8%	16%	8%	16%	9%	11%	9%	13%	10%	11%	14%	15%	7%	12%
Somewhat positive		183	95	87	128	52	43	64	74	68	51	61	47	72	61	44	70	63
		33%	34%	33%	35%	30%	33%	33%	34%	33%	36%	31%	35%	29%	41%	30%	38%	35%
Neutral		192	94	96	132	59	41	67	80	71	45	75	49	88	47	54	65	58
		35%	34%	36%	36%	34%	32%	34%	37%	35%	32%	38%	36%	35%	31%	36%	36%	32%
Somewhat negative		87	39	43	58	29	33	25	30	33	24	29	16	51	17	21	23	32
		16%	14%	16%	16%	17%	25%	13%	14%	16%	17%	15%	12%	20%	11%	14%	13%	17%
Very negative		28	19	8	21	7	3	10	13	10	10	7	8	15	4	7	10	6
		5%	7%	3%	6%	4%	2%	5%	6%	5%	7%	4%	6%	6%	3%	5%	5%	4%
(DK)/(Refused)		1	-	1	1	-	-	-	1	-	-	1	-	-	1	-	1	-
		0%	-	0%	0%	-	-	-	0%	-	-	0%	-	-	1%	-	0%	-

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Public Release Data

QN36Y: Industry rating: Federal government BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income			
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+	
Total	Unweighted n	547	331	208	393	143	106	151	275	242	188	112	158	230	143	149	162	192
	Weighted n	549	297	239	352	186	132	186	219	192	138	215	138	254	141	168	160	179
Very positive		24	13	11	9	15	2	11	11	6	4	14		11	13	12	6	5
		4%	4%	5%	3%	8%	1%	6%	5%	3%	3%	7%	-	4%	9%	7%	4%	3%
Somewhat positive		93	61	33	58	34	19	26	48	42	20	31	7	30	54	26	20	40
		17%	20%	14%	17%	18%	14%	14%	22%	22%	15%	14%	5%	12%	38%	16%	13%	23%
Neutral		107	57	47	49	57	34	49	23	34	30	43	10	68	25	32	32	32
		19%	19%	20%	14%	31%	25%	26%	10%	17%	22%	20%	8%	27%	18%	19%	20%	18%
Somewhat negative		151	74	72	112	37	38	44	67	57	36	58	51	65	33	35	46	60
		28%	25%	30%	32%	20%	29%	24%	30%	30%	26%	27%	37%	26%	24%	21%	29%	34%
Very negative		169	89	75	121	43	40	53	71	53	47	67	70	79	14	60	55	42
		31%	30%	31%	34%	23%	30%	29%	32%	27%	34%	31%	51%	31%	10%	36%	34%	23%
(DK)/(Refused)		4	3	1	2	-	1	3	-	2	-	3	-	1	1	3	1	-
		1%	1%	0%	0%	-	0%	1%	-	1%	-	1%	-	0%	1%	2%	1%	-

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QN36 Summary Table

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Restaurant industry	61%	65%	57%	60%	63%	59%	66%	62%	62%	63%	60%	61%	63%	67%	60%	58%	65%
Farming and agriculture	59%	61%	58%	62%	55%	45%	62%	65%	62%	59%	57%	71%	62%	50%	52%	63%	64%
Computer industry	54%	58%	50%	55%	51%	58%	56%	48%	55%	57%	50%	51%	54%	57%	50%	53%	62%
Travel industry	44%	45%	44%	43%	46%	41%	48%	43%	44%	45%	44%	45%	39%	54%	44%	46%	47%
Accounting	43%	43%	44%	45%	40%	49%	44%	39%	48%	42%	39%	40%	45%	46%	33%	45%	54%
Grocery industry	41%	43%	39%	42%	42%	39%	35%	48%	49%	36%	38%	38%	44%	40%	37%	46%	41%
Automobile industry	41%	46%	37%	42%	41%	40%	36%	44%	41%	34%	46%	38%	40%	49%	43%	46%	37%
Telephone industry	40%	37%	42%	35%	50%	45%	40%	37%	28%	42%	50%	38%	44%	34%	55%	35%	35%
Education	38%	34%	42%	33%	47%	36%	42%	36%	39%	31%	41%	24%	42%	43%	44%	37%	37%
Publishing industry	37%	36%	38%	36%	39%	40%	38%	34%	39%	34%	37%	30%	38%	47%	49%	34%	35%
Healthcare industry	35%	37%	34%	32%	41%	26%	32%	45%	30%	35%	41%	32%	35%	36%	37%	39%	29%
Airline industry	35%	39%	31%	32%	41%	39%	37%	31%	29%	29%	47%	36%	36%	30%	43%	30%	35%
Internet industry	35%	40%	32%	33%	39%	30%	36%	38%	36%	37%	32%	34%	36%	36%	40%	25%	41%
Banking	35%	32%	38%	34%	38%	30%	33%	40%	31%	33%	40%	38%	36%	30%	34%	41%	28%
Movie industry	34%	34%	34%	31%	40%	37%	35%	31%	31%	29%	40%	22%	35%	42%	39%	32%	33%
Television and radio industry	33%	32%	34%	30%	41%	32%	35%	33%	37%	28%	34%	29%	31%	44%	43%	28%	34%
Electric and gas utilities	31%	35%	28%	29%	37%	32%	25%	36%	27%	36%	32%	34%	32%	30%	40%	23%	32%
Real Estate industry	30%	32%	29%	28%	36%	30%	26%	33%	26%	32%	32%	37%	30%	26%	32%	25%	33%
The legal field	25%	24%	27%	24%	28%	37%	20%	22%	24%	24%	28%	17%	27%	29%	25%	23%	28%
Advertising and public relations industry	25%	23%	25%	21%	33%	27%	30%	20%	21%	22%	31%	20%	25%	30%	37%	15%	24%
Oil and gas industry	24%	32%	17%	23%	24%	19%	29%	23%	23%	19%	28%	32%	23%	12%	28%	20%	25%
The federal government	21%	25%	18%	19%	26%	16%	20%	27%	25%	18%	21%	5%	16%	48%	23%	17%	25%
Pharmaceutical industry	18%	22%	15%	16%	25%	16%	18%	20%	17%	19%	19%	12%	19%	24%	23%	17%	16%

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