

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES:
WORK AND EDUCATION

-- FINAL TOPLINE --

Timberline: 937614
GAL 014
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August 1-20, 2024

Results are based on telephone interviews conducted August 1-20, 2024, with a random sample of –1,015— 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 –507—national adults in Form A and the sample of –508— national adults in Form B, the margin of sampling error is ± 6 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 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. 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; ±6 PCT PTS

<i>2024 Aug 1-20</i> <i>(sorted by “net positive”)</i>	Total positive	Neutral	Total Negative	Net positive
Farming and agriculture	64	19	17	+47
Accounting	46	44	7	+39
Restaurant industry	52	31	16	+36
Computer industry	52	31	16	+36
Travel industry	45	33	19	+26
Retail industry	42	29	27	+15
Sports industry	42	29	28	+14
Automobile industry	41	24	34	+7
Telephone industry	35	35	29	+6
Banking	36	30	32	+4
Airline industry	37	25	36	+1
Movie industry	36	27	36	0
Publishing industry	30	35	31	-1
Television and radio industry	36	24	39	-3
Internet industry	36	24	40	-4
Education	40	10	50	-10
The legal field	28	28	40	-12
Electric and gas utilities	31	25	44	-13
Grocery industry	33	18	47	-14
Advertising and public relations industry	26	29	43	-17
Real Estate industry	27	27	45	-18
Healthcare industry	31	17	51	-20
Oil and gas industry	27	18	53	-26
The federal government	26	15	58	-32
Pharmaceutical industry	20	18	61	-41

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>
2024 Aug 1-20	12	34	44	5	2	3	46
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>
2024 Aug 1-20	6	20	29	30	13	2	26
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>
2024 Aug 1-20	8	29	25	26	10	2	37
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>
2024 Aug 1-20	12	29	24	23	11	*	41
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>
2024 Aug 1-20	7	29	30	23	9	1	32
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>
2024 Aug 1-20	16	36	31	12	4	1	52
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>
2024 Aug 1-20	11	29	10	32	18	1	40
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>
2024 Aug 1-20	9	22	25	29	15	*	31
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>
2024 Aug 1-20	24	40	19	13	4	1	64
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>
2024 Aug 1-20	10	23	18	29	18	2	33
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>
2024 Aug 1-20	11	20	17	28	23	*	31
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>
2024 Aug 1-20	13	23	24	27	13	1	36
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>
2024 Aug 1-20	6	22	28	25	15	4	28
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>
2024 Aug 1-20	8	28	27	18	18	1	36
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>
2024 Aug 1-20	10	17	18	33	20	2	27
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>
2024 Aug 1-20	5	15	18	31	30	1	20
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>
2024 Aug 1-20	8	22	35	20	11	4	30
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>
2024 Aug 1-20	7	20	27	31	14	1	27
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>
2024 Aug 1-20	16	36	31	11	5	2	52
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>
2024 Aug 1-20	7	35	29	22	5	1	42
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>
2024 Aug 1-20	17	25	29	16	12	1	42
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>
2024 Aug 1-20	8	27	35	20	9	2	35
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>
2024 Aug 1-20	8	28	24	23	16	1	36
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>
2024 Aug 1-20	12	33	33	17	2	3	45
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>
2024 Aug 1-20	5	21	15	27	31	1	26
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