

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: WORK AND EDUCATION

-- FINAL TOPLINE --

Timberline: 937614
GAL 075
Princeton Job #: 26-08-008

August 3-24, 2026

Results are based on telephone interviews conducted August 3-24, 2026, with a random sample of –1,200— 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 –600—national adults in Form A and the sample of –600— national adults in Form B, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –507—adults who are employed full- or part-time, the maximum margin of sampling error is ± 6 percentage points.

For results based on the sample of –233—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. 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, party identification, 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. Party identification targets are based on the average of the three most recent Gallup polls. 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—600—NATIONAL ADULTS; ±5 PCT PTS

<i>2026 Aug 3-24</i> <i>(sorted by “net positive”)</i>	Total positive	Neutral	Total Negative	Net positive
Farming and agriculture	54	24	21	+33
Restaurant industry	51	28	19	+32
Accounting	42	44	11	+31
Computer industry	48	28	23	+25
Travel industry	40	42	17	+23
Retail industry	40	32	28	+12
Automobile industry	42	27	31	+11
Sports industry	35	35	28	+7
Publishing industry	33	38	26	+7
Internet industry	40	24	34	+6
Telephone industry	34	36	28	+6
Banking	36	27	36	0
Television and radio industry	36	27	36	0
The legal field	35	27	35	0
Grocery industry	37	23	39	-2
Movie industry	31	33	33	-2
Education	40	17	43	-3
Real Estate industry	34	26	39	-5
Airline industry	30	31	35	-5
Healthcare industry	37	13	50	-13
Electric and gas utilities	33	19	47	-14
Advertising and public relations industry	26	32	41	-15
Oil and gas industry	30	17	52	-22
Pharmaceutical industry	28	12	58	-30
The federal government	19	16	65	-46

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>
2026 Aug 3-24	14	28	44	7	4	3	42
2025 Aug 1-20	14	27	44	7	3	4	41
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>
2026 Aug 3-24	8	18	32	24	17	1	26
2025 Aug 1-20	8	21	31	23	14	2	29
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>
2026 Aug 3-24	8	22	31	25	10	3	30
2025 Aug 1-20	10	21	35	24	10	2	31
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>
2026 Aug 3-24	12	30	27	21	10	*	42
2025 Aug 1-20	10	33	30	18	8	1	43
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>
2026 Aug 3-24	8	28	27	21	15	1	36
2025 Aug 1-20	11	26	31	20	12	*	37
2024 Aug 1-20	7	29	30	23	9	1	36
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>
2026 Aug 3-24	18	30	28	17	6	1	48
2025 Aug 1-20	25	34	24	11	3	2	59
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>
2026 Aug 3-24	15	25	17	29	14	*	40
2025 Aug 1-20	13	26	19	25	16	2	39
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>
2026 Aug 3-24	15	18	19	27	20	1	33
2025 Aug 1-20	15	25	23	26	12	*	40
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>
2026 Aug 3-24	24	30	24	11	10	1	54
2025 Aug 1-20	29	31	22	11	5	2	60
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>
2026 Aug 3-24	9	28	23	25	14	1	37
2025 Aug 1-20	12	28	26	20	14	1	40
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>
2026 Aug 3-24	13	24	13	24	26	*	37
2025 Aug 1-20	14	22	12	27	24	1	36
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>
2026 Aug 3-24	12	28	24	21	13	1	40
2025 Aug 1-20	15	26	27	20	11	2	41
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>
2026 Aug 3-24	12	23	27	21	14	2	35
2025 Aug 1-20	8	27	27	24	13	1	35
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>
2026 Aug 3-24	7	24	33	20	13	3	31
2025 Aug 1-20	10	21	30	20	17	2	31
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>
2026 Aug 3-24	13	17	17	24	28	1	30
2025 Aug 1-20	12	23	23	24	19	--	35
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>
2026 Aug 3-24	11	17	12	27	31	1	28
2025 Aug 1-20	11	17	13	28	30	1	28
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>
2026 Aug 3-24	7	26	38	16	10	2	33
2025 Aug 1-20	9	23	43	15	8	2	32
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>
2026 Aug 3-24	8	26	26	21	18	1	34
2025 Aug 1-20	8	24	27	23	14	2	32
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>
2026 Aug 3-24	13	38	28	14	5	1	51
2025 Aug 1-20	14	38	32	11	3	2	52
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>
2026 Aug 3-24	10	30	32	19	9	1	40
2025 Aug 1-20	9	28	34	23	4	3	37
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>
2026 Aug 3-24	12	23	35	18	10	2	35
2025 Aug 1-20	14	23	35	16	9	2	37
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>
2026 Aug 3-24	10	24	36	19	9	2	34
2025 Aug 1-20	10	24	39	18	7	1	34
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>
2026 Aug 3-24	8	28	27	21	15	1	36
2025 Aug 1-20	8	24	27	25	16	1	32
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>
2026 Aug 3-24	9	31	42	14	3	2	40
2025 Aug 1-20	9	30	44	12	3	2	39
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>
2026 Aug 3-24	6	13	16	26	39	*	19
2025 Aug 1-20	8	15	16	28	33	1	23
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

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QN36A: Industry rating: Accounting 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+
Very positive	14%	14%	14%	9%	23%	15%	16%	12%	13%	11%	17%	14%	15%	12%	20%	10%	10%
Somewhat positive	28%	28%	30%	31%	24%	22%	32%	30%	36%	26%	23%	29%	27%	31%	24%	29%	36%
Neutral	44%	43%	45%	47%	38%	48%	39%	45%	41%	50%	43%	42%	46%	42%	35%	52%	43%
Somewhat negative	7%	8%	7%	8%	7%	5%	11%	6%	7%	8%	8%	6%	7%	10%	10%	5%	7%
Very negative	4%	5%	2%	3%	5%	8%	1%	3%	2%	3%	6%	6%	4%	2%	6%	2%	3%
DON'T KNOW/REFUSED	3%	3%	3%	2%	3%	2%	1%	5%	2%	2%	4%	3%	2%	4%	4%	2%	2%

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QN36B: Industry rating: Advertising 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+
Very positive	8%	8%	8%	3%	17%	12%	12%	3%	4%	8%	13%	5%	10%	8%	15%	5%	3%
Somewhat positive	18%	17%	19%	16%	21%	19%	13%	20%	17%	16%	21%	22%	18%	15%	18%	19%	16%
Neutral	32%	29%	35%	31%	34%	36%	33%	31%	33%	28%	36%	29%	31%	35%	33%	30%	34%
Somewhat negative	24%	25%	22%	29%	16%	19%	22%	27%	32%	26%	15%	25%	23%	24%	17%	31%	27%
Very negative	17%	20%	14%	21%	11%	14%	21%	17%	14%	22%	14%	19%	17%	16%	17%	14%	19%
DON'T KNOW/REFUSED	1%	1%	1%	1%	1%	-	-	2%	1%	0%	1%	1%	0%	2%	1%	-	1%

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QN36C: Industry rating: Airline 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+
Very positive	8%	9%	8%	4%	15%	8%	8%	9%	7%	7%	10%	7%	11%	5%	13%	5%	6%
Somewhat positive	22%	24%	21%	20%	27%	26%	21%	21%	20%	16%	29%	26%	21%	21%	26%	20%	22%
Neutral	31%	32%	32%	37%	21%	28%	32%	33%	32%	35%	28%	38%	33%	24%	30%	32%	29%
Somewhat negative	25%	22%	25%	28%	20%	30%	22%	26%	28%	29%	19%	18%	23%	35%	21%	29%	30%
Very negative	10%	11%	9%	9%	13%	6%	16%	9%	11%	9%	9%	11%	8%	13%	8%	12%	10%
DON'T KNOW/REFUSED	3%	1%	5%	2%	5%	3%	1%	3%	1%	4%	4%	1%	5%	2%	2%	2%	2%

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QN36D: Industry rating: Automobile 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+
Very positive	12%	13%	11%	8%	19%	22%	5%	11%	9%	8%	17%	18%	15%	3%	17%	11%	8%
Somewhat positive	30%	32%	27%	30%	31%	28%	27%	32%	27%	28%	33%	34%	27%	30%	32%	26%	33%
Neutral	27%	24%	32%	31%	21%	22%	29%	30%	32%	29%	23%	25%	27%	28%	21%	29%	31%
Somewhat negative	21%	22%	19%	21%	21%	21%	25%	19%	22%	28%	16%	13%	20%	31%	21%	23%	21%
Very negative	10%	8%	10%	10%	8%	7%	14%	7%	10%	7%	10%	9%	12%	7%	8%	11%	7%
DON'T KNOW/REFUSED	0%	0%	0%	1%	-	-	-	1%	1%	0%	0%	1%	-	1%	1%	-	0%

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QN36E: Industry rating: Banking 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+
Very positive	8%	7%	9%	5%	11%	6%	9%	9%	8%	6%	10%	14%	7%	4%	12%	4%	5%
Somewhat positive	28%	28%	29%	28%	30%	32%	21%	31%	26%	24%	35%	34%	26%	27%	34%	27%	26%
Neutral	27%	23%	32%	27%	28%	26%	23%	32%	30%	32%	21%	28%	22%	35%	20%	30%	32%
Somewhat negative	21%	25%	18%	25%	13%	19%	24%	19%	24%	19%	18%	12%	24%	24%	18%	26%	22%
Very negative	15%	16%	12%	15%	15%	18%	21%	8%	13%	18%	15%	13%	19%	10%	16%	13%	15%
DON'T KNOW/REFUSED	1%	1%	1%	0%	2%	-	2%	0%	0%	0%	1%	-	2%	1%	1%	0%	-

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QN36F: Industry rating: Computer 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+
Very positive	18%	18%	18%	10%	32%	24%	17%	15%	16%	15%	23%	16%	22%	16%	24%	15%	13%
Somewhat positive	30%	31%	30%	31%	28%	27%	30%	32%	29%	29%	32%	34%	29%	29%	27%	30%	31%
Neutral	28%	29%	28%	33%	19%	25%	29%	29%	28%	33%	24%	30%	26%	28%	28%	25%	32%
Somewhat negative	17%	15%	19%	17%	16%	14%	18%	19%	21%	14%	16%	17%	14%	21%	15%	18%	21%
Very negative	6%	6%	5%	7%	4%	8%	6%	5%	5%	10%	4%	3%	7%	7%	5%	12%	3%
DON'T KNOW/REFUSED	1%	1%	0%	1%	1%	1%	-	1%	0%	-	2%	1%	1%	-	2%	1%	-

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QN36G: Industry rating: Education 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+
Very positive	15%	12%	20%	10%	23%	17%	17%	11%	10%	9%	24%	12%	19%	13%	21%	12%	8%
Somewhat positive	25%	23%	26%	26%	23%	27%	23%	26%	29%	23%	24%	21%	22%	34%	27%	24%	24%
Neutral	17%	18%	16%	18%	14%	15%	16%	18%	19%	18%	14%	15%	14%	21%	14%	17%	19%
Somewhat negative	29%	32%	26%	31%	26%	31%	29%	27%	30%	33%	26%	29%	30%	28%	27%	28%	34%
Very negative	14%	15%	11%	14%	13%	9%	14%	17%	13%	18%	12%	23%	14%	5%	11%	19%	15%
DON'T KNOW/REFUSED	0%	1%	-	0%	1%	1%	0%	0%	0%	-	1%	0%	1%	0%	1%	0%	0%

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QN36H: Industry rating: Utilities 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+
Very positive	15%	10%	19%	9%	23%	23%	13%	11%	9%	14%	20%	19%	15%	11%	24%	8%	10%
Somewhat positive	18%	17%	19%	21%	15%	22%	13%	21%	17%	16%	22%	21%	17%	19%	15%	22%	21%
Neutral	19%	21%	17%	20%	17%	12%	23%	19%	23%	15%	18%	23%	17%	19%	17%	23%	19%
Somewhat negative	27%	26%	26%	31%	20%	25%	25%	29%	31%	29%	22%	21%	26%	32%	22%	29%	31%
Very negative	20%	23%	18%	18%	23%	16%	25%	19%	19%	25%	16%	16%	24%	18%	19%	18%	20%
DON'T KNOW/REFUSED	1%	2%	0%	0%	2%	2%	-	1%	0%	1%	2%	-	2%	1%	2%	-	-

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QN36I: Industry rating: Farming and agriculture 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+
Very positive	24%	26%	22%	24%	24%	26%	25%	22%	24%	17%	31%	44%	22%	14%	25%	23%	21%
Somewhat positive	30%	29%	31%	33%	25%	28%	29%	33%	31%	34%	26%	31%	30%	29%	32%	26%	33%
Neutral	24%	24%	24%	23%	27%	27%	23%	25%	24%	23%	25%	11%	26%	30%	27%	24%	23%
Somewhat negative	11%	11%	11%	11%	11%	5%	13%	13%	16%	15%	4%	8%	10%	16%	7%	8%	20%
Very negative	10%	10%	10%	9%	11%	13%	10%	7%	6%	10%	13%	6%	10%	11%	10%	17%	4%
DON'T KNOW/REFUSED	1%	-	2%	1%	2%	-	-	-	-	1%	2%	-	1%	-	-	-	-

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QN36J: Industry rating: Grocery 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+
Very positive	9%	12%	8%	8%	13%	10%	10%	8%	9%	4%	14%	11%	12%	4%	11%	12%	6%
Somewhat positive	28%	31%	23%	29%	23%	26%	26%	30%	29%	24%	30%	32%	27%	25%	24%	27%	34%
Neutral	23%	21%	26%	24%	22%	24%	20%	25%	26%	24%	20%	23%	23%	23%	23%	24%	19%
Somewhat negative	25%	21%	27%	26%	22%	26%	24%	24%	25%	33%	18%	21%	25%	28%	23%	22%	31%
Very negative	14%	14%	14%	12%	18%	13%	20%	10%	12%	14%	16%	11%	11%	20%	17%	15%	9%
DON'T KNOW/REFUSED	1%	1%	1%	1%	2%	-	-	2%	0%	0%	3%	0%	3%	-	2%	-	0%

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QN36K: Industry rating: Healthcare 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+
Very positive	13%	11%	15%	7%	22%	14%	15%	11%	7%	11%	20%	20%	13%	8%	27%	8%	6%
Somewhat positive	24%	20%	27%	25%	22%	21%	20%	29%	22%	24%	25%	24%	22%	26%	17%	26%	27%
Neutral	13%	15%	12%	14%	10%	12%	17%	10%	15%	11%	13%	16%	12%	12%	11%	13%	14%
Somewhat negative	24%	26%	23%	27%	20%	20%	22%	29%	29%	25%	19%	23%	23%	26%	15%	27%	31%
Very negative	26%	28%	23%	26%	25%	34%	26%	20%	26%	28%	23%	17%	29%	28%	30%	27%	21%
DON'T KNOW/REFUSED	0%	1%	-	1%	-	-	-	1%	-	1%	0%	1%	-	-	-	-	1%

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QN36L: Industry rating: Internet 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+
Very positive	12%	10%	14%	8%	18%	12%	10%	13%	8%	13%	14%	15%	9%	12%	17%	12%	7%
Somewhat positive	28%	30%	28%	25%	33%	30%	25%	29%	28%	24%	33%	35%	27%	26%	34%	22%	32%
Neutral	24%	28%	22%	29%	17%	21%	28%	23%	24%	27%	22%	28%	27%	18%	18%	26%	27%
Somewhat negative	21%	19%	22%	24%	17%	22%	20%	22%	28%	23%	14%	11%	25%	24%	15%	25%	25%
Very negative	13%	12%	14%	13%	14%	15%	17%	10%	11%	12%	17%	11%	12%	17%	16%	14%	8%
DON'T KNOW/REFUSED	1%	1%	1%	1%	1%	-	-	2%	1%	2%	0%	0%	1%	2%	1%	1%	2%

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QN36M: Industry rating: Legal field 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+
Very positive	12%	10%	14%	7%	20%	20%	10%	9%	8%	8%	20%	9%	12%	14%	21%	7%	8%
Somewhat positive	23%	22%	25%	24%	24%	19%	24%	26%	24%	20%	26%	21%	26%	22%	22%	29%	20%
Neutral	27%	26%	28%	28%	24%	34%	27%	24%	28%	33%	21%	29%	24%	29%	24%	27%	32%
Somewhat negative	21%	22%	20%	24%	17%	17%	20%	25%	28%	20%	14%	22%	21%	23%	13%	22%	27%
Very negative	14%	17%	12%	14%	14%	9%	19%	13%	11%	17%	14%	18%	14%	10%	17%	15%	13%
DON'T KNOW/REFUSED	2%	3%	1%	2%	2%	1% -		3%	0%	2%	4%	2%	2%	1%	3% -		0%

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QN36N: Industry rating: Movies 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+
Very positive	7%	8%	5%	4%	13%	10%	10%	3%	7%	6%	8%	2%	7%	11%	12%	6%	5%
Somewhat positive	24%	22%	25%	23%	27%	32%	18%	21%	17%	23%	31%	17%	27%	25%	25%	25%	24%
Neutral	33%	34%	33%	30%	40%	39%	27%	35%	37%	33%	31%	26%	32%	41%	28%	33%	37%
Somewhat negative	20%	20%	20%	24%	10%	14%	26%	20%	29%	16%	15%	28%	19%	15%	18%	20%	22%
Very negative	13%	12%	13%	16%	5%	5%	16%	16%	9%	19%	12%	24%	13%	5%	13%	15%	10%
DON'T KNOW/REFUSED	3%	3%	3%	2%	4% -		3%	5%	1%	3%	3%	2%	3%	4%	4%	1%	2%

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QN36O: Industry rating: Oil and gas 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+
Very positive	13%	12%	14%	9%	21%	11%	12%	15%	8%	13%	17%	23%	10%	9%	17%	13%	9%
Somewhat positive	17%	20%	15%	16%	17%	13%	18%	17%	20%	15%	16%	23%	18%	10%	16%	17%	19%
Neutral	17%	18%	16%	18%	15%	16%	19%	16%	17%	19%	15%	23%	16%	13%	18%	14%	17%
Somewhat negative	24%	20%	27%	24%	26%	24%	24%	26%	24%	20%	29%	18%	26%	26%	21%	23%	28%
Very negative	28%	29%	27%	33%	19%	34%	27%	25%	30%	31%	23%	10%	30%	42%	27%	33%	27%
DON'T KNOW/REFUSED	1%	1%	0%	1%	1%	1% -		1%	0%	2%	0%	3% -	-		0% -		1%

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QN36P: Industry rating: Pharmaceutical 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+
Very positive	11%	9%	13%	5%	21%	17%	10%	8%	7%	5%	21%	12%	14%	7%	20%	7%	5%
Somewhat positive	17%	19%	16%	17%	16%	17%	16%	17%	16%	17%	19%	28%	13%	16%	15%	18%	18%
Neutral	12%	12%	13%	13%	12%	9%	11%	16%	14%	11%	12%	10%	11%	15%	9%	16%	12%
Somewhat negative	27%	29%	25%	33%	17%	24%	27%	31%	29%	29%	24%	21%	28%	33%	25%	27%	31%
Very negative	31%	29%	32%	31%	31%	31%	36%	27%	32%	37%	23%	27%	34%	29%	30%	31%	32%
DON'T KNOW/REFUSED	1%	2%	1%	1%	2%	2%	-	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%

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QN36Q: Industry rating: Publishing 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+
Very positive	7%	5%	8%	6%	9%	11%	6%	5%	10%	3%	8%	3%	8%	11%	11%	7%	6%
Somewhat positive	26%	25%	26%	24%	31%	27%	25%	27%	26%	26%	27%	26%	27%	25%	30%	21%	28%
Neutral	38%	38%	39%	40%	32%	37%	40%	37%	39%	43%	34%	34%	37%	42%	32%	45%	38%
Somewhat negative	16%	16%	16%	17%	16%	16%	17%	15%	18%	17%	15%	17%	16%	16%	15%	16%	18%
Very negative	10%	12%	9%	12%	9%	8%	11%	11%	7%	9%	13%	19%	9%	4%	10%	10%	8%
DON'T KNOW/REFUSED	2%	2%	2%	1%	4%	1%	-	5%	1%	2%	3%	1%	2%	3%	3%	1%	2%

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QN36R: Industry rating: Real Estate 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+
Very positive	8%	7%	9%	4%	13%	8%	7%	8%	5%	6%	13%	11%	8%	4%	10%	7%	4%
Somewhat positive	26%	24%	28%	25%	30%	26%	22%	28%	23%	23%	32%	39%	22%	20%	25%	27%	29%
Neutral	26%	25%	27%	30%	20%	14%	30%	33%	31%	26%	22%	25%	27%	27%	25%	26%	28%
Somewhat negative	21%	22%	20%	22%	18%	25%	17%	21%	27%	24%	13%	17%	20%	27%	14%	22%	25%
Very negative	18%	21%	16%	18%	18%	26%	23%	8%	14%	21%	19%	8%	22%	21%	24%	17%	14%
DON'T KNOW/REFUSED	1%	1%	0%	1%	1%	-	-	1%	0%	0%	1%	0%	0%	1%	2%	-	-

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QN36S: Industry rating: Restaurant 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+
Very positive	13%	17%	10%	12%	16%	15%	13%	12%	14%	11%	14%	15%	12%	13%	13%	12%	15%
Somewhat positive	38%	39%	36%	43%	27%	40%	33%	40%	42%	36%	35%	44%	37%	35%	41%	37%	39%
Neutral	28%	25%	32%	30%	25%	21%	29%	33%	31%	33%	22%	22%	27%	34%	25%	31%	29%
Somewhat negative	14%	13%	15%	12%	19%	18%	18%	9%	10%	17%	17%	12%	16%	15%	12%	15%	15%
Very negative	5%	4%	5%	3%	9%	6%	5%	6%	3%	3%	10%	7%	5%	4%	8%	6%	2%
DON'T KNOW/REFUSED	1%	2%	1%	-	4%	1%	2%	-	-	-	3%	-	3%	-	1%	-	-

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QN36T: Industry rating: Retail 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+
Very positive	10%	7%	12%	6%	15%	13%	9%	9%	6%	9%	14%	16%	9%	6%	13%	7%	6%
Somewhat positive	30%	30%	30%	32%	26%	28%	27%	32%	31%	25%	33%	29%	31%	29%	30%	27%	30%
Neutral	32%	33%	32%	32%	31%	29%	33%	34%	37%	31%	29%	32%	30%	34%	26%	37%	39%
Somewhat negative	19%	19%	19%	21%	15%	20%	19%	19%	21%	23%	14%	16%	19%	21%	18%	22%	17%
Very negative	9%	10%	6%	8%	11%	9%	13%	5%	5%	12%	9%	5%	10%	9%	11%	6%	7%
DON'T KNOW/REFUSED	1%	1%	1%	1%	1%	2%	-	1%	1%	-	2%	1%	1%	1%	1%	-	1%

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QN36U: Industry rating: Sports 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+
Very positive	12%	9%	15%	6%	23%	11%	15%	11%	7%	6%	21%	14%	15%	7%	16%	12%	8%
Somewhat positive	23%	27%	20%	21%	26%	24%	19%	25%	25%	20%	23%	27%	21%	24%	23%	23%	21%
Neutral	35%	32%	38%	35%	33%	44%	34%	31%	34%	39%	32%	25%	38%	39%	33%	39%	37%
Somewhat negative	18%	18%	15%	22%	11%	16%	18%	19%	22%	18%	14%	13%	19%	21%	13%	18%	23%
Very negative	10%	12%	9%	13%	6%	4%	14%	12%	10%	12%	10%	20%	7%	6%	14%	7%	8%
DON'T KNOW/REFUSED	2%	1%	2%	2%	2%	1%	0%	3%	1%	5%	1%	1%	1%	3%	1%	2%	2%

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QN36V: Industry rating: Telephone 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+
Very positive	10%	10%	12%	4%	20%	14%	8%	10%	7%	9%	15%	14%	8%	11%	17%	11%	5%
Somewhat positive	24%	23%	24%	24%	25%	28%	23%	22%	23%	18%	30%	26%	26%	20%	27%	22%	25%
Neutral	36%	34%	38%	42%	26%	36%	38%	35%	41%	38%	30%	33%	33%	41%	31%	42%	37%
Somewhat negative	19%	23%	15%	20%	16%	14%	20%	20%	20%	21%	16%	19%	21%	18%	17%	18%	23%
Very negative	9%	9%	9%	8%	11%	6%	10%	10%	8%	14%	6%	7%	11%	8%	6%	7%	9%
DON'T KNOW/REFUSED	2%	1%	2%	2%	2%	2%	-	2%	1%	1%	3%	1%	2%	1%	3%	-	1%

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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+
Very positive	8%	6%	9%	5%	12%	8%	8%	7%	6%	5%	11%	4%	6%	13%	14%	3%	3%
Somewhat positive	28%	24%	32%	24%	35%	41%	26%	22%	23%	27%	34%	30%	29%	25%	35%	29%	25%
Neutral	27%	28%	26%	28%	25%	30%	25%	26%	23%	32%	27%	25%	29%	26%	22%	36%	26%
Somewhat negative	21%	23%	21%	25%	16%	11%	19%	29%	31%	17%	16%	24%	19%	23%	13%	24%	29%
Very negative	15%	18%	12%	18%	10%	8%	20%	16%	16%	20%	12%	17%	14%	13%	15%	9%	18%
DON'T KNOW/REFUSED	1%	2%	-	0%	2%	1%	2%	0%	-	-	1%	-	2%	0%	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+
Very positive	9%	8%	9%	7%	13%	3%	14%	8%	11%	8%	7%	11%	8%	7%	7%	9%	9%
Somewhat positive	31%	33%	30%	29%	36%	43%	26%	30%	32%	22%	40%	36%	29%	31%	37%	30%	33%
Neutral	42%	41%	42%	45%	35%	33%	44%	45%	40%	47%	39%	37%	44%	41%	35%	44%	43%
Somewhat negative	14%	15%	12%	15%	11%	19%	11%	12%	13%	18%	10%	12%	13%	16%	17%	14%	11%
Very negative	3%	3%	4%	4%	2%	2%	4%	3%	4%	4%	2%	2%	3%	4%	3%	3%	2%
DON'T KNOW/REFUSED	2%	0%	3%	1%	3%	-	-	2%	1%	2%	2%	2%	2%	1%	-	-	2%

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

	Total	Gender		Race I		Age			Education		HS Grad or Less	Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College		Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Very positive	6%	6%	6%	2%	13%	8%	8%	3%	4%	3%	10%	8%	7%	3%	9%	6%	1%
Somewhat positive	13%	11%	15%	12%	14%	7%	12%	17%	10%	13%	14%	21%	14%	4%	18%	10%	9%
Neutral	16%	18%	15%	16%	17%	22%	14%	15%	14%	21%	15%	24%	16%	10%	13%	13%	21%
Somewhat negative	26%	27%	25%	28%	22%	25%	27%	25%	24%	26%	27%	27%	24%	27%	22%	31%	25%
Very negative	39%	37%	38%	42%	32%	39%	38%	40%	48%	37%	33%	18%	40%	55%	36%	40%	43%
DON'T KNOW/REFUSED	0%	1%	0%	0%	1%	1%	-	0%	1%	-	1%	0%	0%	0%	1%	-	-

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