

GALLUP NEWS SERVICE
GALLUP POLL SOCIAL SERIES:
WORK AND EDUCATION

-- FINAL TOPLINE --

Timberline: 937614
GAL 075
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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.

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

2026 Aug 3-24

(ranked by “positive”)

	Positive	Negative	No opinion
Small business	95	5	*
Free enterprise	77	19	4
Capitalism	55	43	3
Socialism	43	53	3
Big business	35	63	2

FULL RESULTS AND TRENDS:

A. Free enterprise

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2026 Aug 3-24	77	19	4
2025 Aug 1-20	81	15	4
2021 Oct 1-19	84	13	2
2019 Oct 1-13	87	10	3
2018 Jul 30-Aug 5	79	17	4
2016 May 2-4	85	9	6
2012 Nov 18-19	89	7	4
2010 Jan 26-27	86	10	4

B. Big business

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2026 Aug 3-24	35	63	2
2025 Aug 1-20	37	62	2
2021 Oct 1-19	46	53	1
2019 Oct 1-13	52	48	*
2018 Jul 30-Aug 5	50	49	2
2016 May 2-4	53	43	4
2012 Nov 18-19	58	39	3
2010 Jan 26-27	49	49	2

Q.49 (IMAGES OF ECONOMIC CONCEPTS) CONTINUED**C. Small business**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2026 Aug 3-24	95	5	*
2025 Aug 1-20	95	4	1
2021 Oct 1-19	97	3	*
2019 Oct 1-13	97	3	*
2018 Jul 30-Aug 5	92	7	1
2016 May 2-4	96	3	1
2012 Nov 18-19	95	4	1
2010 Jan 26-27	95	4	1

D. NOT ASKED**E. Capitalism**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2026 Aug 3-24	55	43	3
2025 Aug 1-20	54	42	4
2021 Oct 1-19	60	38	2
2019 Oct 1-13	60	35	4
2018 Jul 30-Aug 5	56	40	4
2016 May 2-4	60	34	5
2012 Nov 18-19	61	31	8
2010 Jan 26-27	61	33	7

F. Socialism

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2026 Aug 3-24	43	53	3
2025 Aug 1-20	39	57	4
2021 Oct 1-19	38	59	3
2019 Oct 1-13	39	57	3
2018 Jul 30-Aug 5	37	58	5
2016 May 2-4	35	58	7
2012 Nov 18-19	39	54	8
2010 Jan 26-27	36	58	6

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QN49A: Positive/negative image of free enterprise 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+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Positive	77%	80%	75%	78%	74%	69%	73%	85%	81%	76%	73%	86%	79%	65%	73%	77%	82%
Negative	19%	17%	20%	19%	20%	25%	23%	14%	18%	21%	20%	13%	17%	29%	22%	19%	17%
DONT KNOW/REFUSED	4%	3%	5%	3%	6%	7%	4%	2%	1%	4%	7%	1%	4%	7%	5%	4%	1%

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QN49B: Positive/negative image of big business 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+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Positive	35%	37%	34%	30%	43%	29%	35%	38%	30%	33%	41%	62%	32%	17%	41%	30%	31%
Negative	63%	61%	64%	67%	56%	71%	64%	59%	69%	66%	56%	36%	66%	82%	56%	69%	68%
DONT KNOW/REFUSED	2%	2%	2%	2%	1%	0%	1%	2%	1%	1%	3%	2%	2%	1%	3%	1%	1%

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QN49C: Positive/negative image of small business 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+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Positive	95%	95%	95%	96%	92%	93%	95%	96%	98%	91%	94%	97%	95%	93%	93%	95%	97%
Negative	5%	5%	5%	3%	7%	6%	5%	4%	2%	8%	6%	2%	5%	7%	7%	5%	3%
DONT KNOW/REFUSED	0%	1%	0%	0%	1%	1% -		0%	0%	1%	0%	1%	0%	0%	1% -		0%

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QN49E: Positive/negative image of capitalism 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+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Positive	55%	66%	45%	59%	48%	43%	50%	65%	59%	56%	48%	75%	56%	35%	47%	51%	65%
Negative	43%	33%	51%	40%	48%	55%	48%	32%	40%	43%	47%	21%	41%	63%	49%	48%	35%
DONT KNOW/REFUSED	3%	1%	4%	1%	4%	1%	2%	3%	1%	1%	5%	3%	3%	1%	4%	1%	1%

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QN49F: Positive/negative image of socialism 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+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Positive	43%	35%	49%	39%	50%	57%	45%	34%	44%	38%	46%	14%	45%	65%	47%	48%	40%
Negative	53%	61%	48%	59%	45%	40%	53%	63%	54%	59%	50%	85%	50%	32%	50%	48%	58%
DONT KNOW/REFUSED	3%	4%	3%	2%	5%	3%	3%	3%	3%	3%	5%	1%	5%	3%	3%	3%	2%

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