

YouGov Survey: Industry Evaluations



Sample 1135 U.S. adult citizens
 Conducted December 10 - 13, 2024
 Margin of Error ±3.7%

1. Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
Agriculture	24%	45%	14%	9%	9%
Hospitals	24%	42%	18%	11%	6%
Higher education	21%	38%	19%	16%	7%
Technology	17%	42%	22%	10%	9%
Food and beverage	15%	38%	27%	15%	6%
Health insurance	14%	24%	23%	35%	5%
Professional sports	14%	33%	24%	16%	13%
Entertainment	14%	36%	23%	18%	10%
Automotive	14%	40%	26%	12%	9%
Oil and gas	12%	27%	25%	29%	7%
Utilities	12%	35%	26%	18%	9%
Fashion	11%	31%	27%	16%	14%
Pharmaceutical	11%	21%	26%	35%	7%
Artificial intelligence	11%	26%	22%	27%	15%
Airlines	11%	35%	28%	16%	11%
Finance	10%	29%	29%	22%	10%
Real-estate	10%	28%	30%	21%	11%
Advertising	9%	24%	30%	27%	10%
Social media	9%	26%	27%	30%	8%
Beauty	9%	30%	28%	17%	15%
News media	8%	27%	24%	34%	6%
Tobacco	5%	10%	19%	58%	8%
Gambling	3%	12%	24%	51%	9%

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Interviewing Dates	December 10 - 13, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.567, with a mean of one and a standard deviation of 0.781.
Number of respondents	1135
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	92 questions not reported.

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1A. Industries Act in Americans' Interests — Agriculture

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	24%	27%	20%	26%	25%	19%	27%	22%	32%	21%	*
Somewhat agree	45%	46%	45%	41%	41%	47%	50%	48%	40%	41%	*
Somewhat disagree	14%	16%	12%	11%	16%	15%	13%	14%	11%	13%	*
Strongly disagree	9%	6%	12%	8%	11%	10%	4%	9%	4%	12%	*
Not sure	9%	6%	11%	13%	7%	9%	5%	6%	13%	13%	*
Totals	101%	101%	100%	99%	100%	100%	99%	99%	100%	100%	*
Unweighted N	(1,123)	(525)	(598)	(267)	(226)	(358)	(272)	(697)	(158)	(187)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	24%	22%	21%	29%	21%	29%	25%	23%	27%	25%	23%	26%	19%
Somewhat agree	45%	47%	41%	49%	48%	48%	40%	51%	48%	47%	51%	40%	47%
Somewhat disagree	14%	15%	14%	13%	19%	13%	14%	12%	18%	11%	13%	16%	14%
Strongly disagree	9%	9%	12%	4%	8%	5%	10%	9%	5%	11%	7%	8%	11%
Not sure	9%	8%	13%	5%	4%	5%	12%	5%	2%	6%	7%	11%	9%
Totals	101%	101%	101%	100%	100%	100%	101%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,123)	(399)	(379)	(345)	(453)	(427)	(445)	(332)	(237)	(201)	(229)	(420)	(273)

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1B. Industries Act in Americans' Interests — Hospitals

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	24%	26%	21%	30%	26%	17%	26%	20%	38%	27%	*
Somewhat agree	42%	45%	39%	35%	35%	50%	44%	48%	28%	31%	*
Somewhat disagree	18%	14%	22%	16%	20%	17%	21%	19%	14%	20%	*
Strongly disagree	11%	11%	11%	11%	15%	11%	5%	9%	11%	13%	*
Not sure	6%	3%	8%	8%	5%	5%	5%	4%	9%	8%	*
Totals	101%	99%	101%	100%	101%	100%	101%	100%	100%	99%	*
Unweighted N	(1,123)	(525)	(598)	(264)	(224)	(363)	(272)	(700)	(158)	(185)	(80)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	24%	25%	22%	25%	25%	22%	25%	23%	24%	30%	16%	24%	26%
Somewhat agree	42%	43%	38%	45%	43%	46%	36%	46%	51%	38%	49%	40%	42%
Somewhat disagree	18%	20%	19%	16%	20%	18%	20%	19%	13%	17%	23%	18%	15%
Strongly disagree	11%	7%	14%	11%	10%	10%	11%	10%	10%	12%	9%	10%	12%
Not sure	6%	6%	8%	3%	3%	4%	9%	3%	1%	3%	4%	8%	5%
Totals	101%	101%	101%	100%	101%	100%	101%	101%	99%	100%	101%	100%	100%
Unweighted N	(1,123)	(399)	(377)	(347)	(451)	(431)	(445)	(333)	(235)	(201)	(229)	(418)	(275)

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1C. Industries Act in Americans' Interests — Higher education

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	21%	22%	20%	31%	22%	17%	16%	17%	35%	26%	*
Somewhat agree	38%	37%	38%	35%	37%	37%	41%	39%	38%	28%	*
Somewhat disagree	19%	20%	17%	12%	17%	22%	23%	20%	10%	26%	*
Strongly disagree	16%	16%	16%	13%	17%	18%	15%	19%	4%	12%	*
Not sure	7%	5%	9%	9%	7%	7%	5%	4%	13%	9%	*
Totals	101%	100%	100%	100%	100%	101%	100%	99%	100%	101%	*
Unweighted N	(1,130)	(529)	(601)	(267)	(228)	(360)	(275)	(701)	(160)	(188)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	21%	30%	17%	16%	29%	12%	21%	19%	24%	23%	18%	21%	20%
Somewhat agree	38%	48%	30%	36%	48%	31%	31%	43%	44%	37%	40%	35%	41%
Somewhat disagree	19%	12%	22%	22%	14%	25%	22%	18%	14%	16%	19%	20%	18%
Strongly disagree	16%	7%	18%	23%	6%	29%	15%	16%	17%	17%	19%	15%	15%
Not sure	7%	4%	12%	3%	3%	3%	10%	4%	1%	6%	4%	9%	6%
Totals	101%	101%	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,130)	(402)	(379)	(349)	(454)	(433)	(447)	(336)	(238)	(203)	(228)	(424)	(275)

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1D. Industries Act in Americans' Interests — Technology

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	17%	18%	15%	33%	17%	10%	12%	11%	40%	23%	*
Somewhat agree	42%	45%	39%	34%	40%	45%	48%	44%	38%	36%	*
Somewhat disagree	22%	23%	20%	14%	21%	25%	24%	24%	7%	21%	*
Strongly disagree	10%	6%	14%	12%	13%	10%	6%	11%	6%	11%	*
Not sure	9%	8%	11%	7%	10%	10%	10%	9%	9%	10%	*
Totals	100%	100%	99%	100%	101%	100%	100%	99%	100%	101%	*
Unweighted N	(1,121)	(524)	(597)	(264)	(225)	(360)	(272)	(698)	(158)	(186)	(79)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	17%	19%	14%	18%	20%	15%	16%	14%	20%	21%	12%	19%	15%
Somewhat agree	42%	46%	37%	44%	43%	44%	37%	47%	47%	42%	49%	40%	40%
Somewhat disagree	22%	17%	24%	23%	22%	25%	23%	21%	22%	20%	21%	22%	22%
Strongly disagree	10%	10%	11%	9%	10%	10%	11%	11%	8%	11%	11%	8%	13%
Not sure	9%	8%	14%	6%	5%	6%	13%	7%	2%	6%	7%	12%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,121)	(396)	(377)	(348)	(448)	(431)	(444)	(334)	(237)	(200)	(227)	(424)	(270)

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1E. Industries Act in Americans' Interests — Food and beverage

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	15%	15%	14%	23%	15%	13%	8%	10%	29%	22%	*
Somewhat agree	38%	42%	35%	43%	33%	35%	45%	40%	42%	36%	*
Somewhat disagree	27%	26%	28%	16%	25%	34%	28%	29%	14%	22%	*
Strongly disagree	15%	12%	17%	14%	21%	12%	13%	17%	9%	13%	*
Not sure	6%	5%	6%	5%	6%	6%	6%	4%	6%	8%	*
Totals	101%	100%	100%	101%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,122)	(526)	(596)	(264)	(225)	(359)	(274)	(699)	(158)	(185)	(80)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	15%	17%	14%	13%	16%	11%	17%	12%	13%	21%	11%	15%	13%
Somewhat agree	38%	41%	33%	42%	36%	44%	35%	40%	44%	35%	42%	40%	35%
Somewhat disagree	27%	24%	29%	27%	28%	26%	26%	27%	26%	26%	28%	24%	30%
Strongly disagree	15%	13%	17%	15%	17%	15%	13%	18%	15%	15%	13%	15%	16%
Not sure	6%	5%	7%	4%	4%	4%	8%	4%	2%	2%	6%	6%	6%
Totals	101%	100%	100%	101%	101%	100%	99%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,122)	(400)	(377)	(345)	(451)	(430)	(445)	(333)	(234)	(203)	(225)	(421)	(273)

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1F. Industries Act in Americans' Interests — Health insurance

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	14%	16%	12%	25%	17%	9%	6%	10%	30%	19%	*
Somewhat agree	24%	24%	23%	26%	22%	19%	31%	24%	28%	19%	*
Somewhat disagree	23%	23%	23%	13%	19%	29%	28%	26%	9%	27%	*
Strongly disagree	35%	33%	37%	31%	38%	39%	29%	38%	23%	30%	*
Not sure	5%	4%	5%	5%	4%	4%	6%	3%	9%	6%	*
Totals	101%	100%	100%	100%	100%	100%	100%	101%	99%	101%	*
Unweighted N	(1,126)	(528)	(598)	(266)	(224)	(362)	(274)	(700)	(159)	(186)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	14%	15%	12%	15%	13%	11%	15%	12%	11%	13%	9%	17%	12%
Somewhat agree	24%	25%	21%	25%	19%	26%	24%	25%	21%	26%	25%	23%	23%
Somewhat disagree	23%	17%	21%	31%	21%	32%	22%	24%	22%	29%	25%	20%	22%
Strongly disagree	35%	38%	39%	27%	46%	28%	30%	36%	45%	29%	39%	33%	38%
Not sure	5%	5%	7%	2%	2%	3%	8%	2%	1%	2%	2%	7%	5%
Totals	101%	100%	100%	100%	101%	100%	99%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,126)	(399)	(378)	(349)	(451)	(433)	(446)	(335)	(236)	(204)	(228)	(421)	(273)

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1G. Industries Act in Americans' Interests — Professional sports

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	14%	17%	10%	28%	16%	8%	5%	10%	29%	18%	*
Somewhat agree	33%	36%	30%	35%	36%	28%	35%	33%	39%	32%	*
Somewhat disagree	24%	23%	24%	14%	21%	29%	28%	26%	12%	28%	*
Strongly disagree	16%	14%	18%	8%	15%	20%	19%	19%	7%	9%	*
Not sure	13%	9%	17%	14%	11%	14%	12%	12%	13%	13%	*
Totals	100%	99%	99%	99%	99%	99%	99%	100%	100%	100%	*
Unweighted N	(1,119)	(526)	(593)	(263)	(222)	(361)	(273)	(698)	(159)	(182)	(80)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	14%	18%	10%	13%	15%	11%	14%	12%	18%	17%	15%	12%	13%
Somewhat agree	33%	38%	31%	32%	37%	32%	26%	40%	39%	28%	31%	36%	33%
Somewhat disagree	24%	21%	23%	28%	24%	31%	26%	22%	23%	29%	25%	23%	20%
Strongly disagree	16%	11%	19%	18%	15%	17%	18%	16%	17%	15%	17%	14%	21%
Not sure	13%	13%	16%	9%	10%	10%	17%	10%	4%	10%	12%	15%	13%
Totals	100%	101%	99%	100%	101%	101%	101%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,119)	(396)	(377)	(346)	(448)	(431)	(444)	(334)	(235)	(200)	(227)	(422)	(270)

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1H. Industries Act in Americans' Interests — Entertainment

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	14%	18%	10%	25%	16%	10%	6%	10%	27%	20%	*
Somewhat agree	36%	34%	37%	39%	34%	36%	34%	34%	48%	29%	*
Somewhat disagree	23%	23%	23%	17%	22%	24%	30%	26%	10%	24%	*
Strongly disagree	18%	17%	18%	10%	19%	20%	20%	21%	7%	15%	*
Not sure	10%	8%	12%	9%	8%	11%	9%	9%	8%	12%	*
Totals	101%	100%	100%	100%	99%	101%	99%	100%	100%	100%	*
Unweighted N	(1,118)	(527)	(591)	(264)	(226)	(360)	(268)	(695)	(159)	(185)	(79)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	14%	18%	11%	13%	17%	11%	13%	14%	17%	12%	10%	17%	12%
Somewhat agree	36%	47%	30%	32%	44%	29%	33%	37%	37%	45%	39%	33%	31%
Somewhat disagree	23%	21%	24%	25%	25%	27%	21%	23%	27%	19%	25%	22%	28%
Strongly disagree	18%	7%	20%	26%	9%	28%	18%	19%	16%	16%	16%	17%	21%
Not sure	10%	8%	15%	5%	6%	5%	14%	7%	3%	9%	10%	11%	8%
Totals	101%	101%	100%	101%	101%	100%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,118)	(398)	(375)	(345)	(449)	(429)	(444)	(331)	(236)	(204)	(225)	(418)	(271)

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11. Industries Act in Americans' Interests — Automotive

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	14%	16%	12%	24%	15%	10%	8%	10%	29%	14%	*
Somewhat agree	40%	42%	38%	38%	38%	41%	41%	41%	43%	34%	*
Somewhat disagree	26%	28%	24%	18%	29%	23%	34%	28%	12%	30%	*
Strongly disagree	12%	9%	15%	9%	11%	16%	10%	13%	5%	10%	*
Not sure	9%	6%	12%	11%	8%	10%	6%	7%	11%	12%	*
Totals	101%	101%	101%	100%	101%	100%	99%	99%	100%	100%	*
Unweighted N	(1,116)	(522)	(594)	(266)	(223)	(358)	(269)	(692)	(157)	(186)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	14%	16%	12%	13%	13%	11%	14%	13%	12%	22%	8%	15%	10%
Somewhat agree	40%	42%	33%	46%	40%	43%	39%	38%	50%	32%	41%	43%	39%
Somewhat disagree	26%	23%	30%	24%	29%	28%	23%	30%	24%	26%	30%	22%	29%
Strongly disagree	12%	11%	12%	12%	13%	12%	13%	12%	11%	12%	12%	11%	13%
Not sure	9%	8%	12%	5%	5%	7%	11%	7%	2%	8%	10%	9%	9%
Totals	101%	100%	99%	100%	100%	101%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,116)	(395)	(377)	(344)	(445)	(428)	(442)	(334)	(232)	(200)	(227)	(417)	(272)

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1J. Industries Act in Americans' Interests — Oil and gas

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	12%	15%	10%	22%	14%	9%	6%	10%	17%	22%	*
Somewhat agree	27%	31%	23%	34%	25%	21%	30%	26%	39%	17%	*
Somewhat disagree	25%	25%	25%	11%	25%	31%	31%	25%	21%	36%	*
Strongly disagree	29%	25%	32%	23%	28%	34%	27%	33%	11%	19%	*
Not sure	7%	4%	10%	10%	7%	5%	6%	5%	12%	7%	*
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	101%	*
Unweighted N	(1,125)	(526)	(599)	(265)	(226)	(362)	(272)	(697)	(159)	(188)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	12%	11%	8%	19%	10%	16%	13%	10%	15%	15%	5%	15%	13%
Somewhat agree	27%	27%	24%	31%	19%	33%	27%	25%	30%	37%	24%	28%	21%
Somewhat disagree	25%	22%	28%	25%	24%	29%	26%	28%	22%	21%	32%	25%	23%
Strongly disagree	29%	36%	30%	20%	44%	16%	25%	33%	32%	25%	34%	24%	36%
Not sure	7%	5%	10%	5%	3%	6%	9%	4%	2%	3%	5%	9%	7%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	101%	101%	100%	101%	100%
Unweighted N	(1,125)	(401)	(377)	(347)	(450)	(433)	(448)	(334)	(235)	(202)	(227)	(422)	(274)

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1K. Industries Act in Americans' Interests — Utilities

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	12%	14%	11%	17%	16%	8%	11%	8%	25%	19%	*
Somewhat agree	35%	40%	30%	39%	36%	33%	35%	36%	44%	25%	*
Somewhat disagree	26%	24%	29%	17%	21%	29%	36%	29%	10%	31%	*
Strongly disagree	18%	15%	20%	10%	18%	25%	13%	21%	6%	13%	*
Not sure	9%	7%	10%	17%	9%	5%	6%	6%	16%	12%	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	*
Unweighted N	(1,121)	(526)	(595)	(264)	(225)	(360)	(272)	(694)	(159)	(186)	(82)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	12%	13%	10%	14%	14%	12%	14%	10%	13%	8%	6%	16%	14%
Somewhat agree	35%	42%	31%	34%	35%	39%	28%	39%	44%	41%	40%	31%	33%
Somewhat disagree	26%	21%	29%	28%	29%	28%	27%	28%	24%	28%	26%	25%	26%
Strongly disagree	18%	16%	18%	19%	17%	18%	19%	18%	16%	16%	22%	18%	15%
Not sure	9%	9%	12%	5%	6%	5%	11%	5%	3%	7%	5%	10%	12%
Totals	100%	101%	100%	100%	101%	102%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,121)	(401)	(376)	(344)	(453)	(428)	(446)	(333)	(233)	(201)	(227)	(421)	(272)

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1L. Industries Act in Americans' Interests — Fashion

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	11%	13%	10%	24%	15%	6%	4%	8%	27%	16%	*
Somewhat agree	31%	31%	31%	36%	32%	28%	30%	28%	46%	35%	*
Somewhat disagree	27%	28%	26%	19%	22%	31%	32%	30%	10%	24%	*
Strongly disagree	16%	13%	19%	13%	17%	17%	18%	19%	6%	11%	*
Not sure	14%	15%	14%	8%	14%	18%	16%	15%	11%	14%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(524)	(598)	(265)	(226)	(360)	(271)	(695)	(157)	(188)	(82)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	11%	14%	9%	11%	11%	8%	12%	13%	11%	15%	10%	11%	11%
Somewhat agree	31%	37%	24%	34%	34%	33%	31%	32%	32%	34%	33%	34%	23%
Somewhat disagree	27%	25%	29%	27%	27%	29%	24%	26%	34%	25%	22%	25%	35%
Strongly disagree	16%	13%	19%	16%	18%	15%	17%	18%	15%	15%	17%	15%	18%
Not sure	14%	11%	19%	12%	10%	15%	17%	12%	8%	11%	18%	15%	13%
Totals	99%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,122)	(401)	(376)	(345)	(453)	(428)	(444)	(335)	(234)	(199)	(227)	(421)	(275)

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1M. Industries Act in Americans' Interests — Pharmaceutical

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	11%	13%	9%	18%	14%	6%	8%	8%	20%	19%	*
Somewhat agree	21%	22%	19%	25%	19%	17%	23%	22%	29%	12%	*
Somewhat disagree	26%	29%	24%	21%	24%	29%	30%	28%	18%	22%	*
Strongly disagree	35%	32%	38%	22%	36%	42%	34%	39%	20%	33%	*
Not sure	7%	4%	10%	13%	6%	6%	5%	4%	13%	15%	*
Totals	100%	100%	100%	99%	99%	100%	100%	101%	100%	101%	*
Unweighted N	(1,128)	(529)	(599)	(267)	(228)	(361)	(272)	(699)	(160)	(188)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	11%	13%	8%	13%	12%	9%	11%	11%	10%	21%	6%	11%	9%
Somewhat agree	21%	23%	17%	23%	20%	25%	19%	20%	25%	21%	20%	23%	17%
Somewhat disagree	26%	29%	24%	27%	28%	28%	25%	26%	32%	24%	32%	24%	27%
Strongly disagree	35%	28%	40%	35%	36%	35%	34%	40%	33%	30%	38%	34%	37%
Not sure	7%	8%	11%	2%	5%	3%	11%	3%	1%	5%	5%	8%	9%
Totals	100%	101%	100%	100%	101%	100%	100%	100%	101%	101%	101%	100%	99%
Unweighted N	(1,128)	(401)	(379)	(348)	(453)	(431)	(445)	(336)	(237)	(202)	(229)	(422)	(275)

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1N. Industries Act in Americans' Interests — Artificial intelligence

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	11%	13%	9%	23%	16%	5%	3%	7%	26%	11%	*
Somewhat agree	26%	30%	21%	35%	29%	21%	21%	22%	37%	32%	*
Somewhat disagree	22%	21%	23%	17%	17%	25%	27%	24%	9%	19%	*
Strongly disagree	27%	24%	29%	15%	27%	32%	28%	31%	14%	20%	*
Not sure	15%	12%	18%	11%	10%	18%	21%	15%	14%	17%	*
Totals	101%	100%	100%	101%	99%	101%	100%	99%	100%	99%	*
Unweighted N	(1,124)	(526)	(598)	(265)	(224)	(363)	(272)	(698)	(157)	(188)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	11%	14%	9%	10%	12%	9%	8%	11%	17%	15%	10%	10%	10%
Somewhat agree	26%	29%	25%	23%	23%	21%	23%	26%	30%	25%	23%	28%	24%
Somewhat disagree	22%	22%	19%	25%	24%	28%	22%	20%	24%	23%	28%	16%	26%
Strongly disagree	27%	19%	29%	32%	26%	30%	28%	28%	20%	23%	26%	28%	27%
Not sure	15%	16%	19%	10%	15%	12%	18%	15%	9%	14%	13%	18%	13%
Totals	101%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,124)	(399)	(378)	(347)	(452)	(432)	(444)	(334)	(237)	(203)	(228)	(421)	(272)

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10. Industries Act in Americans' Interests — Airlines

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	11%	12%	10%	20%	13%	6%	6%	9%	19%	12%	*
Somewhat agree	35%	34%	36%	37%	39%	31%	34%	33%	48%	34%	*
Somewhat disagree	28%	34%	22%	19%	19%	31%	39%	31%	8%	30%	*
Strongly disagree	16%	13%	18%	13%	15%	18%	14%	17%	8%	12%	*
Not sure	11%	7%	15%	11%	14%	12%	7%	9%	17%	13%	*
Totals	101%	100%	101%	100%	100%	98%	100%	99%	100%	101%	*
Unweighted N	(1,120)	(525)	(595)	(264)	(225)	(358)	(273)	(694)	(159)	(187)	(80)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	11%	13%	7%	13%	11%	11%	10%	11%	12%	17%	7%	11%	9%
Somewhat agree	35%	39%	29%	38%	34%	39%	33%	35%	38%	32%	37%	35%	34%
Somewhat disagree	28%	25%	30%	27%	29%	29%	29%	25%	31%	24%	31%	26%	29%
Strongly disagree	16%	15%	17%	15%	20%	12%	12%	20%	17%	17%	14%	15%	18%
Not sure	11%	8%	17%	8%	5%	9%	15%	8%	2%	10%	11%	12%	12%
Totals	101%	100%	100%	101%	99%	100%	99%	99%	100%	100%	100%	99%	102%
Unweighted N	(1,120)	(397)	(378)	(345)	(450)	(429)	(444)	(333)	(233)	(202)	(228)	(418)	(272)

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1P. Industries Act in Americans' Interests — Finance

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	10%	13%	8%	19%	12%	7%	5%	8%	22%	14%	*
Somewhat agree	29%	32%	26%	33%	26%	23%	35%	28%	35%	27%	*
Somewhat disagree	29%	30%	28%	22%	26%	32%	35%	32%	19%	28%	*
Strongly disagree	22%	20%	23%	15%	27%	26%	16%	24%	12%	17%	*
Not sure	10%	6%	14%	11%	9%	11%	9%	9%	12%	14%	*
Totals	100%	101%	99%	100%	100%	99%	100%	101%	100%	100%	*
Unweighted N	(1,124)	(524)	(600)	(265)	(225)	(360)	(274)	(697)	(159)	(188)	(80)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	10%	12%	8%	12%	13%	8%	12%	8%	14%	7%	11%	11%	11%
Somewhat agree	29%	27%	27%	32%	24%	34%	23%	34%	31%	37%	28%	27%	26%
Somewhat disagree	29%	31%	27%	30%	31%	32%	26%	32%	34%	28%	32%	28%	30%
Strongly disagree	22%	22%	25%	17%	27%	16%	23%	21%	20%	17%	21%	23%	22%
Not sure	10%	8%	13%	9%	5%	10%	16%	6%	2%	11%	7%	11%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	99%	100%	100%
Unweighted N	(1,124)	(399)	(377)	(348)	(451)	(431)	(444)	(335)	(238)	(202)	(227)	(423)	(272)

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1Q. Industries Act in Americans' Interests — Real-estate

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	10%	11%	9%	19%	15%	4%	5%	7%	21%	16%	*
Somewhat agree	28%	32%	25%	31%	22%	28%	33%	31%	31%	19%	*
Somewhat disagree	30%	32%	29%	21%	26%	36%	36%	32%	24%	32%	*
Strongly disagree	21%	18%	24%	17%	26%	23%	15%	21%	10%	20%	*
Not sure	11%	8%	13%	12%	10%	10%	11%	9%	14%	13%	*
Totals	100%	101%	100%	100%	99%	101%	100%	100%	100%	100%	*
Unweighted N	(1,119)	(526)	(593)	(265)	(226)	(360)	(268)	(695)	(158)	(185)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	10%	12%	8%	11%	12%	8%	9%	12%	11%	13%	5%	12%	10%
Somewhat agree	28%	28%	23%	35%	25%	39%	25%	29%	36%	29%	29%	31%	22%
Somewhat disagree	30%	33%	30%	28%	36%	28%	32%	26%	34%	28%	32%	29%	33%
Strongly disagree	21%	16%	27%	18%	21%	17%	19%	26%	17%	22%	27%	17%	21%
Not sure	11%	10%	13%	8%	6%	8%	15%	7%	2%	8%	7%	11%	14%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,119)	(395)	(376)	(348)	(447)	(432)	(441)	(333)	(237)	(202)	(226)	(419)	(272)

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1R. Industries Act in Americans' Interests — Advertising

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	9%	10%	8%	17%	14%	5%	2%	6%	25%	9%	*
Somewhat agree	24%	26%	22%	40%	21%	19%	20%	21%	39%	35%	*
Somewhat disagree	30%	32%	28%	18%	27%	31%	41%	33%	10%	28%	*
Strongly disagree	27%	25%	29%	14%	27%	34%	30%	32%	13%	18%	*
Not sure	10%	7%	13%	10%	10%	11%	7%	9%	13%	9%	*
Totals	100%	100%	100%	99%	99%	100%	100%	101%	100%	99%	*
Unweighted N	(1,124)	(527)	(597)	(265)	(228)	(362)	(269)	(697)	(160)	(186)	(81)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	9%	12%	8%	8%	10%	6%	9%	12%	7%	11%	7%	10%	9%
Somewhat agree	24%	30%	18%	25%	23%	24%	23%	23%	29%	28%	24%	26%	18%
Somewhat disagree	30%	27%	28%	34%	29%	36%	28%	28%	35%	24%	33%	28%	32%
Strongly disagree	27%	22%	31%	28%	32%	29%	25%	33%	26%	27%	26%	25%	32%
Not sure	10%	9%	15%	5%	7%	5%	15%	5%	3%	9%	10%	11%	8%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	100%	99%	100%	100%	99%
Unweighted N	(1,124)	(401)	(377)	(346)	(451)	(430)	(447)	(333)	(235)	(202)	(227)	(420)	(275)

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1S. Industries Act in Americans' Interests — Social media

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	9%	11%	7%	20%	11%	6%	2%	5%	24%	15%	*
Somewhat agree	26%	25%	26%	39%	26%	20%	21%	23%	37%	29%	*
Somewhat disagree	27%	29%	26%	15%	24%	29%	40%	30%	16%	25%	*
Strongly disagree	30%	29%	31%	19%	30%	37%	31%	36%	9%	23%	*
Not sure	8%	6%	9%	6%	10%	8%	6%	6%	13%	8%	*
Totals	100%	100%	99%	99%	101%	100%	100%	100%	99%	100%	*
Unweighted N	(1,120)	(527)	(593)	(263)	(223)	(362)	(272)	(697)	(159)	(185)	(79)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	9%	11%	7%	9%	10%	7%	8%	8%	11%	8%	8%	10%	10%
Somewhat agree	26%	30%	24%	24%	20%	25%	25%	26%	26%	32%	23%	29%	19%
Somewhat disagree	27%	28%	27%	28%	32%	28%	27%	30%	28%	23%	29%	25%	32%
Strongly disagree	30%	24%	31%	35%	32%	34%	28%	32%	32%	28%	35%	29%	30%
Not sure	8%	7%	11%	4%	5%	6%	12%	5%	3%	10%	5%	8%	8%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%	101%	99%
Unweighted N	(1,120)	(397)	(377)	(346)	(449)	(430)	(443)	(335)	(234)	(202)	(227)	(421)	(270)

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1T. Industries Act in Americans' Interests — Beauty

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	9%	10%	7%	16%	12%	5%	3%	6%	16%	13%	*
Somewhat agree	30%	31%	30%	38%	28%	27%	31%	28%	41%	33%	*
Somewhat disagree	28%	29%	28%	21%	26%	29%	36%	31%	20%	22%	*
Strongly disagree	17%	14%	20%	11%	19%	23%	13%	20%	7%	14%	*
Not sure	15%	17%	14%	14%	14%	16%	17%	15%	16%	19%	*
Totals	99%	101%	99%	100%	99%	100%	100%	100%	100%	101%	*
Unweighted N	(1,122)	(525)	(597)	(265)	(225)	(359)	(273)	(698)	(158)	(184)	(82)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	9%	10%	5%	11%	11%	10%	8%	8%	12%	7%	5%	9%	11%
Somewhat agree	30%	37%	22%	33%	29%	33%	27%	33%	33%	37%	31%	31%	26%
Somewhat disagree	28%	23%	33%	29%	29%	30%	28%	27%	32%	25%	29%	26%	34%
Strongly disagree	17%	17%	18%	16%	20%	15%	17%	20%	16%	18%	17%	18%	17%
Not sure	15%	13%	22%	11%	11%	12%	20%	11%	6%	14%	18%	17%	12%
Totals	99%	100%	100%	100%	100%	100%	100%	99%	99%	101%	100%	101%	100%
Unweighted N	(1,122)	(398)	(378)	(346)	(448)	(431)	(441)	(337)	(235)	(203)	(224)	(422)	(273)

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1U. Industries Act in Americans' Interests — News media

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	8%	10%	6%	13%	12%	4%	5%	6%	14%	14%	*
Somewhat agree	27%	25%	29%	36%	29%	23%	24%	26%	42%	25%	*
Somewhat disagree	24%	26%	22%	25%	18%	27%	26%	24%	18%	24%	*
Strongly disagree	34%	33%	35%	17%	34%	41%	40%	39%	16%	28%	*
Not sure	6%	5%	8%	9%	6%	6%	5%	5%	9%	9%	*
Totals	99%	99%	100%	100%	99%	101%	100%	100%	99%	100%	*
Unweighted N	(1,127)	(528)	(599)	(266)	(225)	(363)	(273)	(701)	(159)	(187)	(80)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	8%	9%	7%	7%	11%	5%	10%	6%	8%	7%	5%	9%	10%
Somewhat agree	27%	43%	21%	19%	40%	17%	25%	27%	32%	36%	35%	25%	18%
Somewhat disagree	24%	23%	30%	19%	28%	20%	21%	23%	32%	19%	21%	25%	30%
Strongly disagree	34%	18%	32%	52%	18%	55%	34%	40%	27%	33%	35%	34%	35%
Not sure	6%	6%	10%	2%	4%	3%	10%	5%	1%	6%	4%	7%	7%
Totals	99%	99%	100%	99%	101%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,127)	(397)	(379)	(351)	(450)	(433)	(449)	(336)	(235)	(204)	(228)	(423)	(272)

YouGov Survey: Industry Evaluations

December 10 - 13, 2024 - 1135 U.S. adult citizens



1V. Industries Act in Americans' Interests — Tobacco

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	5%	7%	3%	8%	9%	3%	1%	4%	6%	5%	*
Somewhat agree	10%	13%	7%	15%	15%	6%	6%	8%	14%	17%	*
Somewhat disagree	19%	20%	19%	26%	20%	18%	15%	19%	23%	19%	*
Strongly disagree	58%	55%	61%	41%	49%	67%	72%	64%	41%	49%	*
Not sure	8%	5%	10%	10%	8%	6%	7%	5%	16%	10%	*
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	*
Unweighted N	(1,125)	(528)	(597)	(266)	(225)	(363)	(271)	(698)	(159)	(188)	(80)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	5%	7%	3%	5%	4%	4%	4%	5%	8%	9%	6%	3%	5%
Somewhat agree	10%	11%	7%	12%	6%	9%	13%	8%	6%	12%	6%	13%	6%
Somewhat disagree	19%	16%	18%	24%	14%	23%	19%	18%	25%	22%	26%	17%	16%
Strongly disagree	58%	58%	62%	54%	71%	58%	53%	64%	59%	54%	57%	57%	64%
Not sure	8%	7%	11%	4%	5%	5%	11%	4%	3%	3%	5%	10%	9%
Totals	100%	99%	101%	99%	100%	99%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,125)	(401)	(376)	(348)	(451)	(432)	(449)	(331)	(235)	(202)	(228)	(421)	(274)

YouGov Survey: Industry Evaluations

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1W. Industries Act in Americans' Interests — Gambling

Do you agree or disagree that the following industries generally act in the best interests of Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	3%	5%	2%	6%	3%	4%	1%	3%	3%	5%	*
Somewhat agree	12%	13%	11%	14%	22%	6%	8%	8%	21%	18%	*
Somewhat disagree	24%	26%	22%	27%	20%	24%	26%	23%	22%	29%	*
Strongly disagree	51%	49%	53%	42%	46%	57%	57%	58%	31%	40%	*
Not sure	9%	7%	11%	11%	8%	10%	9%	7%	22%	7%	*
Totals	99%	100%	99%	100%	99%	101%	101%	99%	99%	99%	*
Unweighted N	(1,128)	(526)	(602)	(266)	(228)	(361)	(273)	(700)	(160)	(186)	(82)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	3%	4%	2%	5%	3%	4%	3%	4%	3%	6%	3%	3%	4%
Somewhat agree	12%	15%	10%	12%	9%	13%	13%	14%	9%	12%	11%	14%	9%
Somewhat disagree	24%	25%	20%	28%	21%	27%	24%	20%	30%	29%	27%	21%	23%
Strongly disagree	51%	46%	57%	49%	58%	51%	46%	54%	56%	45%	49%	51%	57%
Not sure	9%	11%	11%	6%	9%	6%	13%	7%	3%	8%	10%	11%	8%
Totals	99%	101%	100%	100%	100%	101%	99%	99%	101%	100%	100%	100%	101%
Unweighted N	(1,128)	(398)	(380)	(350)	(450)	(433)	(448)	(337)	(234)	(204)	(228)	(422)	(274)

YouGov Survey: Industry Evaluations

December 10 - 13, 2024 - 1135 U.S. adult citizens



Interviewing Dates	December 10 - 13, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.567, with a mean of one and a standard deviation of 0.781.
Number of respondents	1135
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	92 questions not reported.