

# YouGov Survey: Ideology of Industries



Sample 1000 U.S. Adult Citizens  
 Conducted March 23 - 26, 2023  
 Margin of Error ±3.4%

## 1. Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Mostly liberal	More liberal than conservative	Equally liberal and conservative	More conservative than liberal	Mostly conservative	Not sure
Advertising	18%	21%	30%	9%	6%	16%
Agriculture	4%	10%	18%	29%	24%	15%
Airlines	5%	15%	40%	15%	7%	18%
Artificial intelligence (AI)	20%	22%	22%	9%	6%	20%
Automotive	5%	12%	35%	22%	9%	16%
Banking and finance	9%	15%	26%	25%	13%	12%
Cannabis	39%	20%	14%	6%	5%	16%
Construction	6%	7%	26%	30%	17%	14%
Cosmetics and beauty	17%	22%	31%	8%	5%	17%
Education	22%	23%	27%	11%	7%	10%
Entertainment	35%	24%	20%	8%	3%	10%
Fashion	30%	24%	20%	6%	5%	14%
Firearms	7%	9%	14%	18%	39%	12%
Health care	9%	20%	35%	15%	6%	14%
Health insurance	8%	17%	33%	20%	7%	15%
Higher education	28%	23%	21%	11%	6%	12%
Manufacturing	7%	9%	34%	23%	9%	18%
Mining and natural resources	5%	7%	21%	29%	22%	16%
News media	25%	16%	32%	9%	5%	11%
Oil and gas	5%	8%	21%	26%	28%	12%
Pharmaceutical	9%	16%	33%	16%	12%	14%
Professional sports	14%	20%	33%	11%	6%	16%
Real estate	6%	9%	39%	21%	9%	16%
Restaurant	8%	14%	43%	13%	4%	17%
Retail	8%	17%	40%	13%	5%	18%
Technology	18%	24%	30%	8%	8%	13%
Tobacco	9%	12%	22%	21%	16%	20%
Trucking	7%	7%	19%	30%	22%	16%
Government	17%	19%	35%	11%	6%	13%
Non-profits	22%	23%	25%	8%	6%	17%

2. Overall, do you think that workers in the U.S. are... ?

Mostly liberal .....	7%
More liberal than conservative .....	14%
Equally liberal and conservative .....	45%
More conservative than liberal .....	17%
Mostly conservative .....	5%
Not sure .....	12%

3. Overall, do you think that executives in the U.S. are... ?

Mostly liberal .....	9%
More liberal than conservative .....	17%
Equally liberal and conservative .....	22%
More conservative than liberal .....	26%
Mostly conservative .....	13%
Not sure .....	13%

<b>Interviewing Dates</b>	March 23 - 26, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov’s opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.278 to 3.97, with a mean of 1 and a standard deviation of 0.44.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	52 questions not reported.

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1A. Worker Ideology by Sector — Advertising

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	18%	20%	16%	11%	16%	19%	24%	19%	*	*	*
More liberal than conservative	21%	22%	20%	19%	14%	25%	26%	22%	*	*	*
Equally liberal and conservative	30%	29%	31%	36%	29%	28%	28%	31%	*	*	*
More conservative than liberal	9%	11%	8%	9%	15%	8%	6%	9%	*	*	*
Mostly conservative	6%	6%	5%	9%	8%	2%	6%	4%	*	*	*
Not sure	16%	12%	20%	16%	18%	18%	10%	14%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	*	*	*
Unweighted N	(637)	(318)	(319)	(132)	(154)	(198)	(153)	(455)	(80)	(61)	(41)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	18%	10%	19%	26%	9%	29%	12%	15%	32%	18%	18%	19%	15%
More liberal than conservative	21%	20%	21%	24%	20%	26%	18%	27%	17%	20%	22%	22%	21%
Equally liberal and conservative	30%	35%	26%	29%	36%	24%	31%	34%	27%	28%	30%	30%	31%
More conservative than liberal	9%	16%	5%	8%	10%	6%	12%	6%	13%	8%	6%	8%	15%
Mostly conservative	6%	7%	8%	1%	7%	3%	6%	6%	3%	4%	4%	7%	5%
Not sure	16%	12%	21%	13%	18%	12%	21%	13%	7%	21%	19%	13%	13%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	99%	99%	99%	99%	100%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(637)	(236)	(242)	(159)	(227)	(212)	(239)	(190)	(142)	(121)	(108)	(254)	(154)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1B. Worker Ideology by Sector — Agriculture

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	4%	3%	5%	6%	4%	4%	1%	3%	*	*	*
More liberal than conservative	10%	11%	8%	19%	11%	6%	4%	9%	*	*	*
Equally liberal and conservative	18%	20%	17%	16%	32%	14%	12%	17%	*	*	*
More conservative than liberal	29%	31%	28%	22%	20%	32%	42%	34%	*	*	*
Mostly conservative	24%	27%	22%	18%	19%	28%	30%	26%	*	*	*
Not sure	15%	8%	21%	18%	13%	15%	11%	11%	*	*	*
Totals	100%	100%	101%	99%	99%	99%	100%	100%	*	*	*
Unweighted N	(655)	(312)	(343)	(140)	(156)	(186)	(173)	(458)	(96)	(58)	(43)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	4%	5%	5%	2%	3%	4%	4%	4%	4%	1%	8%	3%	5%
More liberal than conservative	10%	14%	8%	6%	9%	7%	10%	10%	11%	9%	8%	10%	10%
Equally liberal and conservative	18%	24%	13%	18%	19%	16%	19%	20%	17%	22%	13%	19%	19%
More conservative than liberal	29%	28%	32%	28%	32%	29%	23%	34%	39%	26%	32%	27%	33%
Mostly conservative	24%	19%	24%	33%	23%	33%	25%	24%	23%	22%	22%	28%	21%
Not sure	15%	11%	19%	13%	14%	12%	19%	8%	5%	21%	17%	12%	12%
Totals	100%	101%	101%	100%	100%	101%	100%	100%	99%	101%	100%	99%	100%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(655)	(260)	(237)	(158)	(254)	(211)	(267)	(182)	(138)	(110)	(107)	(270)	(168)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1C. Worker Ideology by Sector — Airlines

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	5%	5%	6%	4%	8%	5%	5%	5%	*	*	*
More liberal than conservative	15%	18%	12%	18%	21%	14%	9%	16%	*	*	*
Equally liberal and conservative	40%	40%	40%	29%	36%	42%	51%	44%	*	*	*
More conservative than liberal	15%	15%	14%	21%	16%	10%	15%	14%	*	*	*
Mostly conservative	7%	8%	6%	12%	7%	7%	3%	4%	*	*	*
Not sure	18%	14%	21%	17%	12%	22%	18%	17%	*	*	*
Totals	100%	100%	99%	101%	100%	100%	101%	100%	*	*	*
Unweighted N	(650)	(300)	(350)	(138)	(139)	(212)	(161)	(454)	(85)	(65)	(46)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	5%	6%	6%	5%	3%	8%	4%	7%	7%	2%	9%	5%	5%
More liberal than conservative	15%	15%	12%	20%	10%	19%	15%	15%	22%	15%	7%	19%	16%
Equally liberal and conservative	40%	43%	33%	46%	43%	45%	37%	46%	39%	43%	43%	37%	41%
More conservative than liberal	15%	17%	14%	12%	16%	12%	13%	14%	22%	11%	18%	14%	17%
Mostly conservative	7%	7%	8%	5%	7%	3%	11%	4%	3%	5%	7%	8%	5%
Not sure	18%	13%	27%	13%	21%	12%	21%	14%	8%	25%	17%	16%	16%
Totals	100%	101%	100%	101%	100%	99%	101%	100%	101%	101%	101%	99%	100%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(650)	(257)	(225)	(168)	(247)	(223)	(255)	(176)	(147)	(122)	(108)	(260)	(160)



# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1D. Worker Ideology by Sector — Artificial intelligence (AI)

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	20%	23%	18%	18%	19%	19%	27%	21%	*	*	*
More liberal than conservative	22%	23%	21%	23%	17%	22%	27%	25%	*	*	*
Equally liberal and conservative	22%	23%	22%	21%	25%	25%	17%	24%	*	*	*
More conservative than liberal	9%	12%	7%	14%	13%	6%	6%	10%	*	*	*
Mostly conservative	6%	4%	8%	5%	11%	5%	2%	3%	*	*	*
Not sure	20%	15%	24%	19%	16%	22%	22%	17%	*	*	*
Totals	99%	100%	100%	100%	101%	99%	101%	100%	*	*	*
Unweighted N	(645)	(304)	(341)	(128)	(153)	(204)	(160)	(465)	(85)	(55)	(40)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	20%	15%	19%	29%	14%	33%	15%	22%	29%	20%	17%	21%	23%
More liberal than conservative	22%	23%	21%	23%	20%	23%	16%	26%	26%	16%	28%	26%	14%
Equally liberal and conservative	22%	27%	19%	22%	28%	19%	24%	26%	19%	23%	23%	22%	21%
More conservative than liberal	9%	11%	7%	11%	8%	8%	11%	7%	11%	13%	7%	7%	14%
Mostly conservative	6%	4%	9%	4%	3%	4%	9%	3%	5%	3%	3%	11%	2%
Not sure	20%	19%	26%	12%	27%	13%	27%	15%	11%	24%	23%	13%	25%
Totals	99%	99%	101%	101%	100%	100%	102%	99%	101%	99%	101%	100%	99%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(645)	(248)	(238)	(159)	(242)	(212)	(255)	(183)	(141)	(121)	(121)	(254)	(149)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1E. Worker Ideology by Sector — Automotive

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	5%	5%	5%	8%	9%	3%	0%	6%	*	*	*
More liberal than conservative	12%	15%	10%	21%	12%	6%	13%	12%	*	*	*
Equally liberal and conservative	35%	35%	35%	24%	34%	39%	41%	35%	*	*	*
More conservative than liberal	22%	22%	22%	23%	19%	20%	27%	24%	*	*	*
Mostly conservative	9%	10%	8%	7%	13%	11%	5%	9%	*	*	*
Not sure	16%	11%	20%	17%	13%	20%	13%	14%	*	*	*
Totals	99%	98%	100%	100%	100%	99%	99%	100%	*	*	*
Unweighted N	(638)	(312)	(326)	(141)	(148)	(192)	(157)	(451)	(89)	(54)	(44)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	5%	6%	5%	5%	3%	5%	4%	5%	7%	2%	4%	7%	6%
More liberal than conservative	12%	13%	12%	12%	9%	11%	9%	18%	12%	11%	10%	16%	10%
Equally liberal and conservative	35%	41%	25%	42%	37%	38%	37%	39%	38%	33%	31%	37%	39%
More conservative than liberal	22%	19%	24%	23%	23%	23%	21%	21%	23%	22%	27%	19%	23%
Mostly conservative	9%	10%	10%	8%	10%	9%	10%	6%	11%	9%	11%	9%	8%
Not sure	16%	11%	25%	10%	18%	13%	18%	12%	10%	22%	18%	13%	15%
Totals	99%	100%	101%	100%	100%	99%	99%	101%	101%	99%	101%	101%	101%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(638)	(244)	(240)	(154)	(233)	(213)	(247)	(178)	(147)	(111)	(114)	(263)	(150)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1F. Worker Ideology by Sector — Banking and finance

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	9%	9%	9%	11%	8%	9%	9%	8%	*	*	*
More liberal than conservative	15%	19%	11%	13%	18%	14%	16%	18%	*	*	*
Equally liberal and conservative	26%	25%	27%	26%	27%	27%	24%	27%	*	*	*
More conservative than liberal	25%	24%	26%	17%	25%	26%	30%	26%	*	*	*
Mostly conservative	13%	13%	13%	14%	9%	13%	14%	11%	*	*	*
Not sure	12%	11%	14%	19%	12%	12%	7%	10%	*	*	*
Totals	100%	101%	100%	100%	99%	101%	100%	100%	*	*	*
Unweighted N	(648)	(314)	(334)	(137)	(149)	(201)	(161)	(461)	(84)	(58)	(45)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	9%	5%	10%	13%	5%	16%	8%	13%	4%	6%	7%	10%	12%
More liberal than conservative	15%	15%	9%	23%	10%	24%	13%	12%	22%	14%	10%	14%	22%
Equally liberal and conservative	26%	22%	23%	34%	22%	28%	26%	27%	32%	21%	24%	30%	25%
More conservative than liberal	25%	33%	26%	14%	36%	15%	23%	27%	28%	26%	31%	22%	23%
Mostly conservative	13%	17%	13%	7%	19%	5%	15%	13%	8%	14%	13%	13%	10%
Not sure	12%	8%	19%	10%	7%	12%	15%	8%	6%	19%	14%	11%	8%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	99%	100%	100%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(648)	(259)	(225)	(164)	(251)	(214)	(244)	(183)	(155)	(116)	(110)	(263)	(159)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1G. Worker Ideology by Sector — Cannabis

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	39%	41%	37%	19%	35%	44%	53%	43%	*	*	*
More liberal than conservative	20%	18%	23%	19%	18%	22%	22%	22%	*	*	*
Equally liberal and conservative	14%	16%	12%	27%	14%	11%	6%	13%	*	*	*
More conservative than liberal	6%	7%	6%	9%	13%	3%	1%	5%	*	*	*
Mostly conservative	5%	5%	4%	10%	5%	3%	3%	3%	*	*	*
Not sure	16%	13%	19%	17%	15%	17%	15%	13%	*	*	*
Totals	100%	100%	101%	101%	100%	100%	100%	99%	*	*	*
Unweighted N	(652)	(325)	(327)	(137)	(146)	(202)	(167)	(458)	(89)	(58)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	39%	38%	37%	44%	43%	45%	35%	40%	45%	39%	43%	37%	39%
More liberal than conservative	20%	21%	22%	16%	24%	19%	19%	20%	23%	17%	21%	20%	23%
Equally liberal and conservative	14%	20%	10%	10%	13%	14%	12%	19%	13%	17%	7%	14%	17%
More conservative than liberal	6%	7%	4%	9%	4%	6%	5%	8%	8%	4%	3%	8%	7%
Mostly conservative	5%	4%	7%	4%	4%	4%	7%	3%	4%	3%	8%	5%	2%
Not sure	16%	10%	20%	18%	12%	12%	22%	10%	8%	19%	18%	16%	12%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	99%	100%	100%	100%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(652)	(255)	(235)	(162)	(245)	(218)	(255)	(184)	(156)	(118)	(112)	(250)	(172)



# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1H. Worker Ideology by Sector — Construction

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	6%	5%	7%	9%	8%	4%	4%	5%	*	*	*
More liberal than conservative	7%	7%	8%	11%	10%	4%	5%	8%	*	*	*
Equally liberal and conservative	26%	23%	28%	25%	26%	25%	28%	26%	*	*	*
More conservative than liberal	30%	34%	25%	23%	26%	33%	34%	33%	*	*	*
Mostly conservative	17%	19%	15%	17%	18%	18%	15%	16%	*	*	*
Not sure	14%	12%	17%	16%	11%	16%	14%	12%	*	*	*
Totals	100%	100%	100%	101%	99%	100%	100%	100%	*	*	*
Unweighted N	(653)	(308)	(345)	(143)	(151)	(197)	(162)	(466)	(81)	(61)	(45)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	6%	7%	5%	5%	4%	4%	5%	4%	10%	4%	8%	6%	6%
More liberal than conservative	7%	10%	5%	6%	6%	7%	6%	9%	8%	7%	7%	10%	3%
Equally liberal and conservative	26%	24%	25%	29%	27%	23%	28%	29%	19%	24%	20%	31%	23%
More conservative than liberal	30%	34%	23%	33%	32%	40%	24%	30%	39%	29%	25%	24%	43%
Mostly conservative	17%	16%	19%	15%	18%	17%	17%	16%	18%	17%	21%	19%	11%
Not sure	14%	8%	22%	12%	14%	9%	18%	12%	5%	19%	19%	11%	13%
Totals	100%	99%	99%	100%	101%	100%	98%	100%	99%	100%	100%	101%	99%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(653)	(246)	(239)	(168)	(251)	(216)	(255)	(194)	(138)	(116)	(100)	(271)	(166)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 11. Worker Ideology by Sector — Cosmetics and beauty

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	17%	21%	13%	17%	14%	20%	14%	15%	*	*	*
More liberal than conservative	22%	23%	21%	23%	18%	19%	29%	24%	*	*	*
Equally liberal and conservative	31%	29%	32%	22%	33%	33%	32%	32%	*	*	*
More conservative than liberal	8%	8%	8%	15%	12%	4%	6%	9%	*	*	*
Mostly conservative	5%	5%	5%	9%	7%	3%	1%	2%	*	*	*
Not sure	17%	14%	21%	14%	15%	20%	18%	17%	*	*	*
Totals	100%	100%	100%	100%	99%	99%	100%	99%	*	*	*
Unweighted N	(678)	(317)	(361)	(136)	(151)	(216)	(175)	(486)	(89)	(58)	(45)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	17%	10%	17%	24%	9%	22%	16%	15%	19%	9%	16%	21%	16%
More liberal than conservative	22%	20%	23%	23%	20%	26%	21%	25%	22%	28%	16%	20%	27%
Equally liberal and conservative	31%	39%	22%	31%	38%	29%	29%	32%	39%	28%	35%	31%	28%
More conservative than liberal	8%	9%	10%	5%	7%	5%	10%	7%	9%	8%	7%	7%	12%
Mostly conservative	5%	6%	6%	2%	6%	3%	6%	4%	3%	5%	4%	7%	3%
Not sure	17%	15%	22%	14%	20%	14%	19%	16%	7%	22%	23%	13%	16%
Totals	100%	99%	100%	99%	100%	99%	101%	99%	99%	100%	101%	99%	102%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(678)	(267)	(246)	(165)	(260)	(222)	(266)	(191)	(150)	(121)	(118)	(268)	(171)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1J. Worker Ideology by Sector — Education

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	22%	26%	18%	10%	16%	24%	37%	24%	*	*	*
More liberal than conservative	23%	26%	20%	17%	20%	29%	23%	27%	*	*	*
Equally liberal and conservative	27%	22%	32%	31%	30%	25%	24%	27%	*	*	*
More conservative than liberal	11%	9%	13%	20%	16%	5%	7%	9%	*	*	*
Mostly conservative	7%	8%	6%	10%	8%	6%	3%	5%	*	*	*
Not sure	10%	9%	11%	12%	11%	11%	6%	9%	*	*	*
Totals	100%	100%	100%	100%	101%	100%	100%	101%	*	*	*
Unweighted N	(667)	(316)	(351)	(138)	(164)	(203)	(162)	(465)	(90)	(61)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	22%	12%	26%	27%	14%	41%	18%	23%	26%	24%	22%	22%	21%
More liberal than conservative	23%	26%	19%	25%	29%	23%	20%	23%	34%	22%	29%	20%	22%
Equally liberal and conservative	27%	36%	20%	27%	33%	21%	25%	33%	26%	26%	24%	30%	27%
More conservative than liberal	11%	11%	13%	8%	9%	5%	15%	8%	8%	10%	6%	15%	10%
Mostly conservative	7%	7%	6%	7%	6%	4%	7%	5%	5%	6%	7%	5%	10%
Not sure	10%	7%	16%	6%	8%	7%	14%	7%	2%	12%	12%	9%	9%
Totals	100%	99%	100%	100%	99%	101%	99%	99%	101%	100%	100%	101%	99%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(667)	(256)	(251)	(160)	(260)	(225)	(265)	(189)	(148)	(113)	(119)	(266)	(169)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1K. Worker Ideology by Sector — Entertainment

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	35%	37%	32%	23%	24%	39%	51%	41%	*	*	*
More liberal than conservative	24%	22%	26%	18%	20%	26%	31%	25%	*	*	*
Equally liberal and conservative	20%	18%	21%	19%	30%	20%	8%	17%	*	*	*
More conservative than liberal	8%	9%	6%	11%	17%	3%	2%	8%	*	*	*
Mostly conservative	3%	4%	2%	11%	2%	0%	2%	2%	*	*	*
Not sure	10%	8%	12%	19%	7%	11%	5%	8%	*	*	*
Totals	100%	98%	99%	101%	100%	99%	99%	101%	*	*	*
Unweighted N	(675)	(326)	(349)	(142)	(166)	(207)	(160)	(484)	(85)	(56)	(50)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	35%	22%	33%	54%	23%	57%	27%	38%	42%	41%	33%	36%	29%
More liberal than conservative	24%	31%	21%	19%	33%	20%	23%	27%	25%	24%	28%	22%	25%
Equally liberal and conservative	20%	26%	18%	12%	23%	11%	24%	17%	18%	18%	15%	23%	20%
More conservative than liberal	8%	12%	6%	6%	6%	5%	8%	6%	11%	6%	4%	8%	13%
Mostly conservative	3%	3%	5%	1%	4%	1%	4%	3%	4%	3%	5%	3%	3%
Not sure	10%	6%	16%	7%	10%	6%	13%	10%	1%	9%	15%	9%	10%
Totals	100%	100%	99%	99%	99%	100%	99%	101%	101%	101%	100%	101%	100%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(675)	(262)	(256)	(157)	(259)	(227)	(269)	(188)	(146)	(124)	(118)	(264)	(169)



# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1L. Worker Ideology by Sector — Fashion

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	30%	35%	26%	16%	26%	39%	37%	33%	*	*	*
More liberal than conservative	24%	23%	25%	22%	20%	24%	31%	27%	*	*	*
Equally liberal and conservative	20%	20%	20%	24%	25%	15%	16%	19%	*	*	*
More conservative than liberal	6%	6%	6%	15%	9%	2%	1%	6%	*	*	*
Mostly conservative	5%	5%	5%	9%	10%	1%	3%	3%	*	*	*
Not sure	14%	12%	17%	14%	10%	19%	13%	12%	*	*	*
Totals	99%	101%	99%	100%	100%	100%	101%	100%	*	*	*
Unweighted N	(667)	(321)	(346)	(139)	(160)	(210)	(158)	(473)	(85)	(65)	(44)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	30%	23%	30%	41%	24%	49%	24%	31%	45%	36%	36%	25%	30%
More liberal than conservative	24%	27%	24%	21%	26%	23%	21%	30%	26%	20%	22%	27%	24%
Equally liberal and conservative	20%	29%	16%	14%	25%	12%	23%	20%	14%	17%	14%	22%	23%
More conservative than liberal	6%	5%	6%	8%	5%	4%	6%	6%	7%	10%	3%	5%	8%
Mostly conservative	5%	6%	6%	3%	7%	2%	5%	5%	6%	2%	5%	7%	6%
Not sure	14%	10%	19%	12%	12%	10%	21%	8%	3%	15%	20%	14%	10%
Totals	99%	100%	101%	99%	99%	100%	100%	100%	101%	100%	100%	100%	101%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(667)	(261)	(246)	(160)	(257)	(213)	(258)	(195)	(145)	(122)	(115)	(263)	(167)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1M. Worker Ideology by Sector — Firearms

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	7%	6%	8%	7%	11%	4%	5%	7%	*	*	*
More liberal than conservative	9%	8%	10%	15%	12%	7%	4%	9%	*	*	*
Equally liberal and conservative	14%	14%	15%	21%	18%	11%	9%	14%	*	*	*
More conservative than liberal	18%	21%	16%	20%	21%	17%	16%	18%	*	*	*
Mostly conservative	39%	42%	37%	24%	25%	47%	57%	42%	*	*	*
Not sure	12%	9%	15%	13%	12%	13%	9%	9%	*	*	*
Totals	99%	100%	101%	100%	99%	99%	100%	99%	*	*	*
Unweighted N	(691)	(332)	(359)	(137)	(169)	(205)	(180)	(488)	(85)	(65)	(53)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	7%	7%	6%	8%	6%	6%	6%	7%	8%	8%	3%	7%	8%
More liberal than conservative	9%	12%	7%	8%	8%	5%	9%	9%	12%	13%	8%	7%	11%
Equally liberal and conservative	14%	18%	12%	14%	11%	15%	15%	16%	13%	7%	12%	16%	19%
More conservative than liberal	18%	17%	20%	18%	16%	21%	19%	15%	22%	20%	15%	20%	17%
Mostly conservative	39%	40%	37%	41%	50%	43%	33%	46%	40%	35%	46%	41%	33%
Not sure	12%	7%	17%	10%	10%	8%	17%	6%	5%	16%	15%	9%	11%
Totals	99%	101%	99%	99%	101%	98%	99%	99%	100%	99%	99%	100%	99%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(691)	(277)	(248)	(166)	(275)	(224)	(255)	(199)	(155)	(124)	(117)	(277)	(173)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1N. Worker Ideology by Sector — Health care

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	9%	9%	10%	7%	12%	10%	8%	11%	*	*	*
More liberal than conservative	20%	23%	16%	20%	16%	19%	25%	21%	*	*	*
Equally liberal and conservative	35%	32%	38%	28%	35%	34%	45%	37%	*	*	*
More conservative than liberal	15%	16%	14%	20%	16%	15%	10%	15%	*	*	*
Mostly conservative	6%	7%	6%	7%	10%	5%	4%	5%	*	*	*
Not sure	14%	13%	16%	17%	12%	18%	8%	10%	*	*	*
Totals	99%	100%	100%	99%	101%	101%	100%	99%	*	*	*
Unweighted N	(657)	(330)	(327)	(149)	(157)	(194)	(157)	(473)	(74)	(60)	(50)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	9%	9%	8%	11%	6%	13%	7%	11%	11%	8%	8%	11%	8%
More liberal than conservative	20%	22%	18%	19%	22%	22%	16%	21%	28%	25%	21%	15%	24%
Equally liberal and conservative	35%	35%	33%	40%	38%	40%	32%	39%	34%	29%	35%	40%	31%
More conservative than liberal	15%	17%	15%	13%	14%	10%	17%	12%	16%	15%	12%	15%	17%
Mostly conservative	6%	6%	7%	6%	4%	5%	9%	4%	5%	4%	7%	7%	6%
Not sure	14%	11%	19%	11%	15%	10%	18%	12%	5%	18%	16%	12%	15%
Totals	99%	100%	100%	100%	99%	100%	99%	99%	99%	99%	99%	100%	101%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(657)	(259)	(248)	(150)	(246)	(208)	(247)	(190)	(152)	(103)	(121)	(279)	(154)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 10. Worker Ideology by Sector — Health insurance

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	8%	9%	7%	7%	10%	9%	5%	8%	*	*	*
More liberal than conservative	17%	21%	14%	15%	21%	11%	23%	20%	*	*	*
Equally liberal and conservative	33%	34%	31%	24%	31%	37%	36%	37%	*	*	*
More conservative than liberal	20%	19%	21%	29%	18%	19%	16%	17%	*	*	*
Mostly conservative	7%	5%	10%	10%	6%	7%	6%	5%	*	*	*
Not sure	15%	12%	18%	16%	13%	16%	14%	12%	*	*	*
Totals	100%	100%	101%	101%	99%	99%	100%	99%	*	*	*
Unweighted N	(648)	(320)	(328)	(131)	(157)	(202)	(158)	(460)	(82)	(55)	(51)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	8%	8%	8%	9%	4%	13%	7%	9%	8%	6%	6%	8%	12%
More liberal than conservative	17%	14%	14%	24%	12%	24%	15%	15%	24%	21%	15%	17%	16%
Equally liberal and conservative	33%	33%	29%	37%	33%	38%	29%	37%	40%	34%	34%	31%	33%
More conservative than liberal	20%	26%	20%	13%	26%	11%	23%	18%	15%	18%	23%	21%	17%
Mostly conservative	7%	9%	6%	8%	10%	3%	9%	6%	7%	8%	5%	9%	6%
Not sure	15%	11%	23%	9%	16%	11%	17%	14%	5%	13%	18%	14%	15%
Totals	100%	101%	100%	100%	101%	100%	100%	99%	99%	100%	101%	100%	99%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(648)	(237)	(242)	(169)	(229)	(233)	(259)	(181)	(144)	(117)	(110)	(259)	(162)



# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1P. Worker Ideology by Sector — Higher education

Thinking about people in the U.S. who work in the following sector, would you say they are...?

Respondents were asked about a random sample of 20 of the 30 sectors

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	28%	32%	23%	18%	19%	31%	40%	32%	*	*	*
More liberal than conservative	23%	26%	21%	18%	17%	24%	32%	25%	*	*	*
Equally liberal and conservative	21%	18%	24%	19%	23%	25%	14%	19%	*	*	*
More conservative than liberal	11%	9%	13%	18%	19%	5%	4%	11%	*	*	*
Mostly conservative	6%	5%	7%	10%	10%	4%	2%	4%	*	*	*
Not sure	12%	10%	13%	18%	12%	11%	7%	9%	*	*	*
Totals	101%	100%	101%	101%	100%	100%	99%	100%	*	*	*
Unweighted N	(638)	(311)	(327)	(133)	(146)	(201)	(158)	(454)	(85)	(58)	(41)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	28%	18%	31%	36%	17%	47%	26%	29%	30%	25%	27%	30%	26%
More liberal than conservative	23%	29%	18%	22%	34%	19%	21%	22%	28%	24%	27%	18%	27%
Equally liberal and conservative	21%	27%	16%	18%	28%	15%	20%	24%	18%	20%	19%	24%	18%
More conservative than liberal	11%	13%	10%	9%	9%	6%	11%	9%	17%	11%	10%	11%	12%
Mostly conservative	6%	6%	5%	7%	4%	5%	8%	6%	4%	3%	2%	8%	9%
Not sure	12%	7%	18%	8%	7%	8%	14%	9%	3%	17%	16%	9%	9%
Totals	101%	100%	98%	100%	99%	100%	100%	99%	100%	100%	101%	100%	101%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(638)	(257)	(225)	(156)	(245)	(214)	(236)	(183)	(150)	(117)	(111)	(250)	(160)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1Q. Worker Ideology by Sector — Manufacturing

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	7%	6%	9%	8%	12%	6%	5%	6%	*	*	*
More liberal than conservative	9%	8%	9%	6%	13%	6%	10%	10%	*	*	*
Equally liberal and conservative	34%	34%	35%	38%	26%	37%	37%	37%	*	*	*
More conservative than liberal	23%	25%	21%	17%	18%	24%	31%	25%	*	*	*
Mostly conservative	9%	11%	8%	9%	14%	8%	6%	10%	*	*	*
Not sure	18%	16%	19%	23%	18%	19%	11%	13%	*	*	*
Totals	100%	100%	101%	101%	101%	100%	100%	101%	*	*	*
Unweighted N	(666)	(315)	(351)	(142)	(167)	(188)	(169)	(478)	(82)	(55)	(51)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	7%	6%	8%	9%	4%	9%	7%	8%	7%	4%	7%	9%	7%
More liberal than conservative	9%	10%	8%	7%	9%	8%	7%	9%	13%	10%	9%	9%	7%
Equally liberal and conservative	34%	36%	27%	43%	36%	38%	33%	37%	37%	33%	32%	34%	38%
More conservative than liberal	23%	28%	21%	19%	25%	26%	21%	22%	29%	22%	22%	25%	22%
Mostly conservative	9%	5%	11%	11%	7%	10%	11%	9%	8%	9%	8%	9%	11%
Not sure	18%	14%	25%	11%	19%	10%	20%	15%	6%	22%	22%	15%	15%
Totals	100%	99%	100%	100%	100%	101%	99%	100%	100%	100%	100%	101%	100%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(666)	(246)	(252)	(168)	(251)	(218)	(241)	(204)	(155)	(119)	(115)	(264)	(168)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1R. Worker Ideology by Sector — Mining and natural resources

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	5%	4%	6%	5%	9%	2%	4%	5%	*	*	*
More liberal than conservative	7%	8%	6%	14%	8%	5%	3%	6%	*	*	*
Equally liberal and conservative	21%	20%	22%	31%	28%	12%	17%	19%	*	*	*
More conservative than liberal	29%	30%	27%	18%	21%	34%	39%	34%	*	*	*
Mostly conservative	22%	26%	20%	15%	18%	28%	27%	22%	*	*	*
Not sure	16%	12%	19%	17%	16%	18%	10%	13%	*	*	*
Totals	100%	100%	100%	100%	100%	99%	100%	99%	*	*	*
Unweighted N	(662)	(309)	(353)	(140)	(159)	(196)	(167)	(478)	(82)	(55)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	5%	6%	3%	5%	3%	5%	4%	5%	6%	3%	6%	5%	5%
More liberal than conservative	7%	11%	5%	6%	6%	5%	6%	9%	10%	7%	9%	6%	7%
Equally liberal and conservative	21%	23%	18%	24%	22%	20%	17%	25%	25%	24%	12%	22%	25%
More conservative than liberal	29%	28%	27%	31%	28%	34%	32%	27%	28%	27%	32%	28%	28%
Mostly conservative	22%	18%	26%	22%	25%	25%	21%	24%	24%	21%	21%	24%	22%
Not sure	16%	12%	21%	13%	15%	11%	20%	11%	7%	19%	20%	14%	13%
Totals	100%	98%	100%	101%	99%	100%	100%	101%	100%	101%	100%	99%	100%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(662)	(250)	(247)	(165)	(266)	(210)	(254)	(185)	(156)	(119)	(109)	(261)	(173)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1S. Worker Ideology by Sector — News media

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	25%	29%	22%	11%	17%	31%	39%	30%	*	*	*
More liberal than conservative	16%	15%	18%	14%	16%	16%	21%	19%	*	*	*
Equally liberal and conservative	32%	29%	36%	32%	38%	32%	26%	32%	*	*	*
More conservative than liberal	9%	9%	10%	15%	11%	7%	5%	9%	*	*	*
Mostly conservative	5%	7%	4%	14%	5%	3%	1%	2%	*	*	*
Not sure	11%	12%	11%	13%	13%	11%	8%	7%	*	*	*
Totals	98%	101%	101%	99%	100%	100%	100%	99%	*	*	*
Unweighted N	(675)	(322)	(353)	(151)	(156)	(214)	(154)	(469)	(90)	(66)	(50)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	25%	7%	28%	44%	6%	54%	22%	25%	32%	25%	27%	25%	24%
More liberal than conservative	16%	21%	12%	17%	20%	17%	15%	21%	19%	19%	16%	16%	16%
Equally liberal and conservative	32%	50%	24%	23%	48%	17%	29%	38%	33%	35%	32%	29%	36%
More conservative than liberal	9%	9%	11%	7%	10%	6%	10%	7%	10%	4%	7%	12%	10%
Mostly conservative	5%	6%	6%	4%	6%	1%	8%	3%	4%	2%	5%	7%	6%
Not sure	11%	7%	20%	5%	10%	5%	17%	6%	2%	14%	14%	11%	8%
Totals	98%	100%	101%	100%	100%	100%	101%	100%	100%	99%	101%	100%	100%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(675)	(262)	(247)	(166)	(254)	(221)	(263)	(189)	(156)	(120)	(107)	(275)	(173)



# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1T. Worker Ideology by Sector — Oil and gas

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	5%	3%	6%	5%	10%	3%	3%	5%	*	*	*
More liberal than conservative	8%	9%	8%	11%	11%	7%	5%	9%	*	*	*
Equally liberal and conservative	21%	20%	22%	23%	26%	20%	15%	20%	*	*	*
More conservative than liberal	26%	29%	23%	22%	21%	26%	35%	29%	*	*	*
Mostly conservative	28%	30%	26%	25%	21%	31%	32%	28%	*	*	*
Not sure	12%	9%	15%	15%	11%	12%	11%	10%	*	*	*
Totals	100%	100%	100%	101%	100%	99%	101%	101%	*	*	*
Unweighted N	(662)	(317)	(345)	(142)	(157)	(204)	(159)	(475)	(90)	(56)	(41)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	5%	6%	5%	3%	4%	6%	5%	5%	4%	3%	6%	6%	4%
More liberal than conservative	8%	11%	5%	9%	7%	7%	8%	8%	13%	8%	7%	8%	11%
Equally liberal and conservative	21%	23%	16%	26%	18%	25%	20%	22%	25%	23%	17%	24%	19%
More conservative than liberal	26%	24%	30%	23%	27%	29%	24%	27%	26%	29%	27%	24%	27%
Mostly conservative	28%	26%	28%	30%	35%	25%	27%	28%	28%	24%	28%	28%	29%
Not sure	12%	10%	16%	9%	10%	8%	16%	9%	4%	14%	15%	10%	12%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	101%	100%	100%	102%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(662)	(262)	(241)	(159)	(259)	(218)	(250)	(201)	(148)	(122)	(115)	(260)	(165)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1U. Worker Ideology by Sector — Pharmaceutical

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	9%	10%	8%	9%	13%	7%	8%	10%	*	*	*
More liberal than conservative	16%	18%	14%	14%	13%	15%	20%	18%	*	*	*
Equally liberal and conservative	33%	33%	34%	36%	29%	35%	35%	36%	*	*	*
More conservative than liberal	16%	18%	14%	16%	18%	12%	17%	14%	*	*	*
Mostly conservative	12%	10%	14%	9%	13%	15%	9%	10%	*	*	*
Not sure	14%	12%	17%	15%	13%	17%	11%	12%	*	*	*
Totals	100%	101%	101%	99%	99%	101%	100%	100%	*	*	*
Unweighted N	(666)	(307)	(359)	(136)	(153)	(199)	(178)	(475)	(91)	(58)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	9%	6%	9%	13%	3%	14%	8%	11%	10%	3%	8%	11%	10%
More liberal than conservative	16%	12%	13%	24%	10%	26%	13%	16%	23%	20%	14%	16%	14%
Equally liberal and conservative	33%	34%	30%	38%	37%	34%	30%	40%	33%	28%	39%	31%	37%
More conservative than liberal	16%	22%	15%	9%	22%	7%	17%	10%	19%	20%	15%	14%	17%
Mostly conservative	12%	15%	12%	7%	14%	8%	13%	14%	7%	11%	10%	15%	9%
Not sure	14%	12%	21%	9%	14%	11%	20%	8%	7%	19%	14%	14%	14%
Totals	100%	101%	100%	100%	100%	100%	101%	99%	99%	101%	100%	101%	101%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(666)	(266)	(234)	(166)	(262)	(209)	(256)	(190)	(153)	(110)	(115)	(284)	(157)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1V. Worker Ideology by Sector — Professional sports

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	14%	12%	15%	12%	15%	13%	17%	15%	*	*	*
More liberal than conservative	20%	21%	20%	16%	17%	22%	25%	23%	*	*	*
Equally liberal and conservative	33%	35%	31%	25%	35%	39%	31%	32%	*	*	*
More conservative than liberal	11%	12%	11%	17%	12%	9%	9%	12%	*	*	*
Mostly conservative	6%	7%	4%	11%	8%	2%	3%	4%	*	*	*
Not sure	16%	12%	19%	20%	13%	15%	16%	14%	*	*	*
Totals	100%	99%	100%	101%	100%	100%	101%	100%	*	*	*
Unweighted N	(671)	(323)	(348)	(142)	(154)	(209)	(166)	(469)	(88)	(62)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	14%	7%	14%	21%	5%	22%	9%	13%	20%	14%	11%	16%	13%
More liberal than conservative	20%	20%	21%	20%	16%	25%	18%	23%	25%	17%	24%	22%	17%
Equally liberal and conservative	33%	41%	26%	33%	43%	29%	35%	35%	34%	37%	27%	31%	40%
More conservative than liberal	11%	15%	9%	11%	12%	10%	11%	13%	12%	10%	11%	12%	12%
Mostly conservative	6%	6%	7%	4%	9%	3%	5%	7%	4%	6%	8%	5%	4%
Not sure	16%	11%	23%	10%	15%	10%	21%	9%	5%	15%	17%	16%	14%
Totals	100%	100%	100%	99%	100%	99%	99%	100%	100%	99%	98%	102%	100%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(671)	(255)	(252)	(164)	(239)	(221)	(272)	(193)	(136)	(121)	(125)	(260)	(165)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1W. Worker Ideology by Sector — Real estate

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	6%	7%	5%	11%	5%	4%	6%	6%	*	*	*
More liberal than conservative	9%	10%	9%	15%	13%	5%	8%	9%	*	*	*
Equally liberal and conservative	39%	37%	41%	32%	31%	43%	48%	40%	*	*	*
More conservative than liberal	21%	23%	19%	19%	25%	19%	23%	23%	*	*	*
Mostly conservative	9%	10%	7%	7%	13%	9%	4%	7%	*	*	*
Not sure	16%	13%	18%	16%	13%	21%	11%	14%	*	*	*
Totals	100%	100%	99%	100%	100%	101%	100%	99%	*	*	*
Unweighted N	(686)	(320)	(366)	(141)	(152)	(228)	(165)	(493)	(86)	(62)	(45)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	6%	6%	7%	4%	4%	7%	4%	6%	9%	2%	7%	6%	7%
More liberal than conservative	9%	12%	7%	10%	9%	11%	8%	10%	15%	13%	8%	9%	9%
Equally liberal and conservative	39%	35%	34%	51%	38%	47%	38%	43%	43%	44%	30%	46%	32%
More conservative than liberal	21%	28%	19%	15%	26%	15%	20%	25%	17%	18%	30%	16%	23%
Mostly conservative	9%	10%	11%	4%	10%	3%	12%	5%	7%	8%	6%	7%	13%
Not sure	16%	9%	22%	15%	13%	17%	19%	12%	9%	15%	18%	15%	15%
Totals	100%	100%	100%	99%	100%	100%	101%	101%	100%	100%	99%	99%	99%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(686)	(260)	(254)	(172)	(252)	(231)	(282)	(192)	(152)	(125)	(116)	(278)	(167)



# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1X. Worker Ideology by Sector — Restaurant

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	8%	9%	8%	12%	10%	5%	8%	8%	*	*	*
More liberal than conservative	14%	15%	14%	12%	18%	16%	11%	13%	*	*	*
Equally liberal and conservative	43%	39%	47%	30%	37%	46%	56%	49%	*	*	*
More conservative than liberal	13%	19%	8%	16%	15%	11%	13%	14%	*	*	*
Mostly conservative	4%	6%	3%	9%	5%	3%	2%	3%	*	*	*
Not sure	17%	12%	21%	21%	16%	19%	10%	13%	*	*	*
Totals	99%	100%	101%	100%	101%	100%	100%	100%	*	*	*
Unweighted N	(664)	(324)	(340)	(133)	(148)	(197)	(186)	(471)	(89)	(59)	(45)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	8%	13%	4%	10%	8%	7%	8%	10%	10%	5%	10%	8%	11%
More liberal than conservative	14%	16%	15%	12%	16%	15%	13%	14%	21%	13%	10%	16%	16%
Equally liberal and conservative	43%	42%	38%	53%	44%	48%	41%	45%	46%	44%	41%	42%	45%
More conservative than liberal	13%	15%	14%	10%	12%	12%	14%	13%	12%	15%	12%	14%	11%
Mostly conservative	4%	3%	6%	2%	5%	3%	5%	4%	3%	3%	7%	5%	2%
Not sure	17%	12%	23%	14%	14%	14%	19%	13%	8%	19%	19%	14%	16%
Totals	99%	101%	100%	101%	99%	99%	100%	99%	100%	99%	99%	99%	101%

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**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(664)	(256)	(242)	(166)	(246)	(217)	(259)	(185)	(149)	(116)	(109)	(273)	(166)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1Y. Worker Ideology by Sector — Retail

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	8%	8%	8%	8%	9%	8%	7%	7%	*	*	*
More liberal than conservative	17%	19%	14%	17%	16%	14%	21%	19%	*	*	*
Equally liberal and conservative	40%	37%	42%	30%	36%	42%	51%	43%	*	*	*
More conservative than liberal	13%	12%	13%	17%	13%	14%	8%	12%	*	*	*
Mostly conservative	5%	7%	3%	10%	7%	1%	2%	3%	*	*	*
Not sure	18%	17%	19%	18%	19%	21%	11%	16%	*	*	*
Totals	101%	100%	99%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(658)	(304)	(354)	(135)	(156)	(213)	(154)	(462)	(87)	(65)	(44)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	8%	9%	6%	9%	6%	11%	7%	9%	11%	6%	7%	9%	9%
More liberal than conservative	17%	18%	14%	17%	18%	17%	17%	16%	17%	19%	17%	15%	17%
Equally liberal and conservative	40%	42%	37%	41%	44%	42%	38%	42%	45%	41%	35%	41%	40%
More conservative than liberal	13%	13%	11%	15%	9%	13%	13%	15%	12%	8%	13%	15%	13%
Mostly conservative	5%	4%	6%	4%	7%	3%	5%	3%	7%	3%	3%	6%	6%
Not sure	18%	12%	26%	14%	16%	15%	21%	15%	9%	22%	24%	15%	15%
Totals	101%	98%	100%	100%	100%	101%	101%	100%	101%	99%	99%	101%	100%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(658)	(260)	(237)	(161)	(239)	(225)	(258)	(182)	(154)	(116)	(108)	(262)	(172)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1Z. Worker Ideology by Sector — Technology

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	18%	19%	16%	14%	20%	16%	21%	18%	*	*	*
More liberal than conservative	24%	27%	21%	22%	20%	25%	29%	27%	*	*	*
Equally liberal and conservative	30%	31%	29%	28%	31%	30%	30%	31%	*	*	*
More conservative than liberal	8%	7%	9%	8%	9%	8%	6%	8%	*	*	*
Mostly conservative	8%	7%	9%	14%	9%	4%	5%	4%	*	*	*
Not sure	13%	10%	16%	13%	11%	17%	9%	11%	*	*	*
Totals	101%	101%	100%	99%	100%	100%	100%	99%	*	*	*
Unweighted N	(670)	(330)	(340)	(143)	(156)	(205)	(166)	(465)	(90)	(68)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	18%	15%	17%	22%	9%	30%	14%	18%	27%	16%	11%	21%	20%
More liberal than conservative	24%	26%	22%	25%	26%	28%	18%	28%	26%	22%	33%	22%	21%
Equally liberal and conservative	30%	35%	26%	28%	37%	23%	30%	32%	30%	29%	26%	31%	32%
More conservative than liberal	8%	10%	7%	8%	7%	7%	10%	8%	8%	9%	5%	9%	8%
Mostly conservative	8%	5%	9%	9%	8%	3%	10%	5%	8%	7%	7%	8%	8%
Not sure	13%	9%	19%	8%	13%	8%	18%	10%	2%	16%	18%	9%	11%
Totals	101%	100%	100%	100%	100%	99%	100%	101%	101%	99%	100%	100%	100%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(670)	(248)	(252)	(170)	(245)	(235)	(253)	(189)	(153)	(121)	(118)	(266)	(165)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1AA. Worker Ideology by Sector — Tobacco

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	9%	7%	10%	10%	11%	5%	9%	8%	*	*	*
More liberal than conservative	12%	12%	12%	14%	16%	9%	10%	13%	*	*	*
Equally liberal and conservative	22%	23%	22%	22%	24%	23%	19%	22%	*	*	*
More conservative than liberal	21%	24%	18%	21%	15%	23%	24%	23%	*	*	*
Mostly conservative	16%	19%	14%	13%	15%	17%	20%	15%	*	*	*
Not sure	20%	15%	24%	20%	18%	22%	18%	18%	*	*	*
Totals	100%	100%	100%	100%	99%	99%	100%	99%	*	*	*
Unweighted N	(673)	(326)	(347)	(135)	(153)	(214)	(171)	(487)	(83)	(58)	(45)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	9%	8%	9%	9%	5%	11%	7%	9%	11%	8%	7%	10%	9%
More liberal than conservative	12%	13%	11%	11%	10%	11%	13%	11%	13%	14%	13%	11%	9%
Equally liberal and conservative	22%	22%	16%	30%	19%	29%	21%	27%	26%	15%	21%	25%	24%
More conservative than liberal	21%	23%	21%	19%	25%	22%	21%	21%	22%	22%	18%	21%	24%
Mostly conservative	16%	20%	18%	10%	23%	7%	14%	16%	22%	20%	13%	15%	20%
Not sure	20%	15%	25%	20%	18%	21%	25%	15%	7%	22%	28%	18%	15%
Totals	100%	101%	100%	99%	100%	101%	101%	99%	101%	101%	100%	100%	101%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(673)	(267)	(235)	(171)	(270)	(225)	(256)	(182)	(156)	(123)	(112)	(275)	(163)



# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1AB. Worker Ideology by Sector — Trucking

Thinking about people in the U.S. who work in the following sector, would you say they are... ?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	7%	6%	7%	11%	13%	4%	1%	6%	*	*	*
More liberal than conservative	7%	7%	6%	11%	9%	5%	2%	7%	*	*	*
Equally liberal and conservative	19%	19%	20%	21%	25%	17%	15%	18%	*	*	*
More conservative than liberal	30%	32%	27%	27%	24%	34%	31%	34%	*	*	*
Mostly conservative	22%	23%	20%	17%	12%	22%	37%	22%	*	*	*
Not sure	16%	12%	20%	14%	17%	18%	14%	13%	*	*	*
Totals	101%	99%	100%	101%	100%	100%	100%	100%	*	*	*
Unweighted N	(648)	(319)	(329)	(144)	(140)	(208)	(156)	(456)	(84)	(59)	(49)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	7%	7%	8%	5%	7%	3%	9%	5%	6%	2%	7%	8%	7%
More liberal than conservative	7%	9%	5%	6%	6%	8%	3%	8%	11%	7%	5%	9%	4%
Equally liberal and conservative	19%	21%	17%	22%	16%	19%	20%	22%	20%	23%	14%	18%	24%
More conservative than liberal	30%	33%	24%	33%	31%	34%	28%	31%	34%	25%	33%	30%	29%
Mostly conservative	22%	20%	22%	22%	25%	26%	19%	21%	24%	21%	21%	22%	21%
Not sure	16%	10%	24%	12%	15%	9%	21%	13%	5%	22%	19%	13%	14%
Totals	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	99%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(648)	(242)	(245)	(161)	(240)	(227)	(250)	(177)	(148)	(122)	(120)	(243)	(163)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1AC. Worker Ideology by Sector — Government

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	17%	18%	16%	9%	10%	21%	25%	19%	*	*	*
More liberal than conservative	19%	22%	15%	14%	17%	19%	24%	21%	*	*	*
Equally liberal and conservative	35%	34%	35%	37%	32%	37%	32%	37%	*	*	*
More conservative than liberal	11%	9%	13%	13%	15%	7%	10%	9%	*	*	*
Mostly conservative	6%	6%	7%	12%	11%	3%	1%	5%	*	*	*
Not sure	13%	11%	14%	16%	15%	12%	8%	9%	*	*	*
Totals	101%	100%	100%	101%	100%	99%	100%	100%	*	*	*
Unweighted N	(670)	(322)	(348)	(152)	(154)	(205)	(159)	(476)	(90)	(56)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	17%	8%	17%	27%	5%	39%	15%	18%	18%	15%	19%	17%	15%
More liberal than conservative	19%	17%	14%	27%	11%	25%	16%	22%	20%	16%	18%	19%	21%
Equally liberal and conservative	35%	41%	34%	29%	49%	21%	34%	34%	39%	40%	38%	33%	31%
More conservative than liberal	11%	18%	9%	4%	17%	5%	8%	16%	11%	5%	9%	12%	16%
Mostly conservative	6%	7%	7%	4%	7%	2%	6%	4%	7%	7%	4%	8%	5%
Not sure	13%	8%	18%	9%	10%	7%	20%	6%	4%	18%	11%	11%	13%
Totals	101%	99%	99%	100%	99%	99%	99%	100%	99%	101%	99%	100%	101%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(670)	(252)	(250)	(168)	(245)	(229)	(249)	(203)	(150)	(115)	(119)	(271)	(165)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 1AD. Worker Ideology by Sector — Non-profits

Thinking about people in the U.S. who work in the following sector, would you say they are...?

*Respondents were asked about a random sample of 20 of the 30 sectors*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	22%	21%	23%	16%	16%	22%	34%	22%	*	*	*
More liberal than conservative	23%	24%	21%	20%	21%	25%	24%	25%	*	*	*
Equally liberal and conservative	25%	27%	22%	29%	24%	24%	21%	25%	*	*	*
More conservative than liberal	8%	8%	8%	10%	14%	4%	6%	9%	*	*	*
Mostly conservative	6%	7%	5%	11%	4%	7%	2%	5%	*	*	*
Not sure	17%	13%	20%	14%	20%	18%	13%	14%	*	*	*
Totals	101%	100%	99%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(661)	(315)	(346)	(145)	(158)	(187)	(171)	(454)	(93)	(63)	(51)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	22%	18%	25%	22%	23%	26%	21%	22%	24%	21%	22%	21%	26%
More liberal than conservative	23%	30%	21%	15%	30%	20%	17%	28%	27%	32%	24%	21%	17%
Equally liberal and conservative	25%	25%	21%	30%	21%	29%	25%	22%	25%	20%	28%	27%	20%
More conservative than liberal	8%	11%	5%	9%	7%	7%	8%	7%	12%	5%	4%	9%	14%
Mostly conservative	6%	3%	6%	10%	4%	6%	7%	6%	3%	6%	5%	7%	5%
Not sure	17%	13%	22%	14%	15%	13%	23%	15%	8%	16%	18%	15%	18%
Totals	101%	100%	100%	100%	100%	101%	101%	100%	99%	100%	101%	100%	100%

continued on the next page . . .

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(661)	(248)	(249)	(164)	(242)	(214)	(246)	(199)	(151)	(119)	(114)	(262)	(166)

# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 2. Overall Ideology of Workers

Overall, do you think that workers in the U.S. are...?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	7%	6%	8%	14%	14%	2%	3%	7%	9%	*	*
More liberal than conservative	14%	16%	11%	15%	14%	12%	15%	14%	11%	*	*
Equally liberal and conservative	45%	41%	49%	39%	40%	55%	41%	45%	45%	*	*
More conservative than liberal	17%	20%	14%	11%	14%	15%	28%	19%	10%	*	*
Mostly conservative	5%	5%	4%	8%	8%	3%	2%	4%	10%	*	*
Not sure	12%	11%	13%	14%	11%	14%	11%	11%	15%	*	*
Totals	100%	99%	99%	101%	101%	101%	100%	100%	100%	*	*
Unweighted N	(994)	(478)	(516)	(210)	(230)	(307)	(247)	(706)	(130)	(89)	(69)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	7%	8%	8%	6%	4%	7%	6%	9%	11%	7%	5%	8%	9%
More liberal than conservative	14%	17%	13%	11%	18%	10%	10%	17%	21%	13%	14%	11%	20%
Equally liberal and conservative	45%	47%	42%	46%	52%	43%	47%	44%	44%	48%	47%	47%	37%
More conservative than liberal	17%	13%	17%	21%	13%	24%	18%	16%	15%	14%	16%	17%	20%
Mostly conservative	5%	4%	5%	5%	2%	5%	5%	5%	5%	2%	3%	7%	5%
Not sure	12%	10%	15%	11%	10%	11%	15%	9%	4%	16%	15%	11%	10%
Totals	100%	99%	100%	100%	99%	100%	101%	100%	100%	100%	100%	101%	101%

continued on the next page ...

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(994)	(385)	(364)	(245)	(375)	(330)	(385)	(285)	(223)	(177)	(170)	(401)	(246)



# YouGov Survey: Ideology of Industries

March 23 - 26, 2023 - 1000 U.S. adult citizens



## 3. Overall Ideology of Executives

Overall, do you think that executives in the U.S. are... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly liberal	9%	9%	10%	14%	13%	6%	7%	10%	7%	*	*
More liberal than conservative	17%	19%	16%	10%	17%	19%	22%	20%	8%	*	*
Equally liberal and conservative	22%	22%	22%	23%	24%	20%	21%	23%	17%	*	*
More conservative than liberal	26%	26%	26%	25%	20%	28%	30%	25%	32%	*	*
Mostly conservative	13%	13%	13%	12%	13%	15%	11%	11%	20%	*	*
Not sure	13%	11%	14%	16%	13%	13%	9%	11%	16%	*	*
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	*	*
Unweighted N	(994)	(478)	(516)	(210)	(233)	(304)	(247)	(705)	(130)	(90)	(69)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mostly liberal	9%	8%	11%	9%	5%	12%	7%	14%	10%	12%	6%	9%	11%
More liberal than conservative	17%	10%	14%	31%	7%	31%	17%	15%	21%	15%	17%	18%	19%
Equally liberal and conservative	22%	21%	20%	25%	19%	24%	21%	21%	26%	20%	15%	25%	24%
More conservative than liberal	26%	34%	25%	17%	37%	17%	24%	29%	28%	19%	35%	24%	26%
Mostly conservative	13%	19%	12%	6%	23%	4%	15%	10%	9%	14%	14%	12%	12%
Not sure	13%	8%	18%	12%	8%	12%	16%	10%	6%	20%	14%	12%	9%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	101%	100%	101%

continued on the next page ...

**YouGov Survey: Ideology of Industries**  
 March 23 - 26, 2023 - 1000 U.S. adult citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(994)	(384)	(366)	(244)	(374)	(329)	(386)	(284)	(222)	(175)	(170)	(400)	(249)

# YouGov Survey: Ideology of Industries

## March 23 - 26, 2023 - 1000 U.S. adult citizens



<b>Interviewing Dates</b>	March 23 - 26, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.278 to 3.97, with a mean of 1 and a standard deviation of 0.44.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	52 questions not reported.