

Daily Survey: Favorability of Industries

November 7 - 9, 2022 - 1000 US Adult Citizens



1A. Industry Favorability — Agriculture

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	28%	30%	26%	25%	27%	29%	30%	29%	19%	28%	32%
Somewhat favorable	30%	35%	26%	28%	29%	28%	38%	31%	25%	32%	29%
Neither favorable nor unfavorable	29%	24%	33%	33%	29%	29%	23%	28%	47%	20%	21%
Somewhat unfavorable	8%	6%	11%	9%	8%	10%	7%	9%	3%	9%	12%
Very unfavorable	4%	6%	3%	6%	6%	4%	1%	3%	5%	11%	6%
Totals	99%	101%	99%	101%	99%	100%	99%	100%	99%	100%	100%
Unweighted N	(502)	(225)	(277)	(94)	(122)	(173)	(113)	(357)	(62)	(48)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	28%	20%	28%	38%	20%	42%	23%	34%	26%	28%	31%	26%	28%
Somewhat favorable	30%	39%	23%	29%	35%	33%	24%	31%	41%	23%	30%	30%	36%
Neither favorable nor unfavorable	29%	26%	36%	22%	29%	17%	39%	25%	16%	29%	32%	30%	23%
Somewhat unfavorable	8%	12%	8%	5%	12%	4%	8%	8%	12%	11%	5%	7%	11%
Very unfavorable	4%	2%	5%	6%	5%	5%	6%	2%	5%	9%	2%	6%	2%
Totals	99%	99%	100%	100%	101%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(502)	(194)	(176)	(132)	(198)	(170)	(182)	(149)	(119)	(106)	(117)	(175)	(104)

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1B. Industry Favorability — Airlines

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	8%	7%	8%	8%	13%	7%	3%	7%	10%	9%	*
Somewhat favorable	22%	23%	22%	30%	22%	14%	27%	23%	19%	26%	*
Neither favorable nor unfavorable	39%	39%	40%	41%	30%	44%	40%	39%	47%	30%	*
Somewhat unfavorable	19%	21%	17%	13%	23%	19%	21%	18%	18%	24%	*
Very unfavorable	12%	10%	13%	9%	12%	16%	9%	14%	5%	11%	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	99%	100%	*
Unweighted N	(496)	(236)	(260)	(103)	(112)	(166)	(115)	(355)	(69)	(43)	(29)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	8%	11%	3%	10%	8%	9%	8%	7%	10%	7%	5%	8%	9%
Somewhat favorable	22%	29%	19%	21%	27%	18%	20%	23%	29%	24%	20%	20%	27%
Neither favorable nor unfavorable	39%	31%	45%	41%	34%	43%	43%	38%	35%	35%	37%	41%	41%
Somewhat unfavorable	19%	17%	20%	18%	20%	18%	16%	21%	16%	17%	24%	20%	14%
Very unfavorable	12%	12%	13%	10%	12%	12%	13%	11%	9%	17%	14%	11%	8%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(496)	(168)	(195)	(133)	(189)	(171)	(193)	(142)	(109)	(110)	(98)	(192)	(96)

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1C. Industry Favorability — Automotive

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	13%	16%	11%	19%	12%	12%	11%	13%	19%	10%	16%
Somewhat favorable	30%	30%	30%	38%	34%	24%	26%	30%	29%	35%	22%
Neither favorable nor unfavorable	37%	35%	39%	30%	27%	44%	42%	36%	39%	36%	38%
Somewhat unfavorable	14%	12%	16%	10%	17%	13%	16%	15%	9%	9%	16%
Very unfavorable	6%	7%	6%	2%	10%	7%	4%	6%	4%	9%	8%
Totals	100%	100%	102%	99%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(535)	(238)	(297)	(111)	(127)	(180)	(117)	(383)	(70)	(42)	(40)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	13%	13%	9%	19%	12%	18%	12%	16%	15%	13%	12%	17%	9%
Somewhat favorable	30%	29%	27%	34%	32%	31%	27%	33%	31%	29%	25%	31%	34%
Neither favorable nor unfavorable	37%	34%	44%	30%	33%	31%	39%	29%	37%	40%	42%	33%	35%
Somewhat unfavorable	14%	19%	10%	13%	17%	14%	13%	16%	14%	13%	15%	12%	16%
Very unfavorable	6%	5%	10%	4%	7%	6%	8%	7%	4%	5%	6%	7%	6%
Totals	100%	100%	100%	100%	101%	100%	99%	101%	101%	100%	100%	100%	100%
Unweighted N	(535)	(185)	(187)	(163)	(203)	(193)	(197)	(167)	(124)	(116)	(119)	(194)	(106)

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1D. Industry Favorability — Beer, wine, and liquor

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	17%	13%	16%	18%	11%	18%	15%	18%	17%	11%
Somewhat favorable	23%	23%	23%	29%	19%	24%	21%	25%	22%	22%	13%
Neither favorable nor unfavorable	37%	38%	36%	27%	43%	39%	36%	37%	36%	29%	48%
Somewhat unfavorable	11%	10%	13%	16%	9%	9%	15%	13%	9%	7%	11%
Very unfavorable	14%	12%	15%	13%	12%	17%	10%	11%	14%	24%	17%
Totals	100%	100%	100%	101%	101%	100%	100%	101%	99%	99%	100%
Unweighted N	(508)	(229)	(279)	(93)	(123)	(186)	(106)	(355)	(72)	(40)	(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
Very favorable	15%	16%	10%	20%	13%	17%	16%	11%	24%	21%	14%	12%	17%
Somewhat favorable	23%	27%	20%	22%	25%	20%	19%	31%	24%	29%	17%	23%	24%
Neither favorable nor unfavorable	37%	36%	41%	33%	35%	37%	38%	33%	37%	33%	41%	38%	35%
Somewhat unfavorable	11%	11%	12%	11%	13%	11%	11%	13%	9%	6%	14%	15%	8%
Very unfavorable	14%	10%	16%	14%	14%	14%	15%	13%	6%	11%	15%	12%	16%
Totals	100%	100%	99%	100%	100%	99%	99%	101%	100%	100%	101%	100%	100%
Unweighted N	(508)	(177)	(181)	(150)	(205)	(173)	(193)	(159)	(105)	(101)	(106)	(196)	(105)

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1E. Industry Favorability — Broadcasting

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	8%	9%	7%	13%	11%	5%	6%	8%	7%	9%	9%
Somewhat favorable	19%	20%	18%	28%	24%	15%	12%	17%	29%	19%	19%
Neither favorable nor unfavorable	35%	29%	41%	43%	35%	33%	29%	31%	49%	40%	26%
Somewhat unfavorable	23%	24%	22%	11%	16%	30%	30%	27%	9%	15%	25%
Very unfavorable	15%	18%	12%	5%	14%	17%	23%	17%	6%	17%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(523)	(244)	(279)	(99)	(106)	(192)	(126)	(367)	(76)	(44)	(36)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	8%	14%	3%	7%	10%	6%	6%	7%	14%	7%	5%	8%	12%
Somewhat favorable	19%	25%	15%	17%	27%	12%	20%	18%	24%	24%	11%	19%	22%
Neither favorable nor unfavorable	35%	39%	39%	23%	37%	18%	43%	28%	20%	35%	40%	32%	33%
Somewhat unfavorable	23%	17%	21%	34%	17%	35%	19%	31%	20%	22%	26%	23%	20%
Very unfavorable	15%	5%	22%	20%	9%	30%	13%	16%	22%	12%	17%	18%	13%
Totals	100%	100%	100%	101%	100%	101%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(523)	(203)	(183)	(137)	(216)	(185)	(183)	(160)	(117)	(110)	(113)	(195)	(105)

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1F. Industry Favorability — Cable

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	8%	10%	6%	12%	8%	8%	4%	7%	13%	5%	12%
Somewhat favorable	18%	21%	16%	29%	24%	9%	15%	17%	32%	15%	9%
Neither favorable nor unfavorable	31%	30%	32%	37%	33%	26%	29%	28%	34%	38%	41%
Somewhat unfavorable	25%	25%	26%	13%	20%	33%	31%	27%	9%	29%	27%
Very unfavorable	18%	15%	21%	9%	15%	24%	20%	20%	12%	13%	12%
Totals	100%	101%	101%	100%	100%	100%	99%	99%	100%	100%	101%
Unweighted N	(503)	(233)	(270)	(111)	(107)	(160)	(125)	(365)	(60)	(42)	(36)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	8%	14%	2%	8%	8%	7%	9%	4%	12%	8%	8%	8%	9%
Somewhat favorable	18%	24%	11%	20%	22%	12%	17%	17%	23%	18%	12%	21%	21%
Neither favorable nor unfavorable	31%	28%	32%	33%	22%	27%	31%	34%	23%	27%	32%	31%	32%
Somewhat unfavorable	25%	22%	30%	24%	31%	29%	23%	28%	29%	23%	29%	27%	20%
Very unfavorable	18%	13%	24%	16%	17%	25%	21%	16%	14%	24%	19%	14%	17%
Totals	100%	101%	99%	101%	100%	100%	101%	99%	101%	100%	100%	101%	99%
Unweighted N	(503)	(185)	(174)	(144)	(200)	(173)	(188)	(149)	(111)	(106)	(121)	(184)	(92)

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1G. Industry Favorability — Construction

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	19%	12%	12%	15%	13%	23%	15%	19%	14%	14%
Somewhat favorable	32%	36%	28%	31%	35%	32%	30%	35%	25%	28%	26%
Neither favorable nor unfavorable	39%	30%	47%	33%	34%	48%	36%	39%	42%	40%	33%
Somewhat unfavorable	9%	8%	9%	14%	11%	4%	8%	7%	7%	14%	20%
Very unfavorable	5%	7%	4%	10%	5%	3%	3%	4%	8%	4%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(511)	(224)	(287)	(106)	(116)	(174)	(115)	(365)	(69)	(47)	(30)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	12%	13%	23%	13%	22%	14%	17%	13%	22%	20%	13%	10%
Somewhat favorable	32%	32%	30%	35%	35%	41%	25%	38%	42%	30%	25%	34%	36%
Neither favorable nor unfavorable	39%	35%	47%	34%	36%	31%	44%	36%	25%	32%	42%	40%	38%
Somewhat unfavorable	9%	14%	7%	4%	12%	2%	9%	7%	15%	10%	12%	6%	10%
Very unfavorable	5%	7%	3%	5%	5%	4%	8%	3%	4%	6%	1%	7%	5%
Totals	100%	100%	100%	101%	101%	100%	100%	101%	99%	100%	100%	100%	99%
Unweighted N	(511)	(198)	(179)	(134)	(210)	(171)	(195)	(149)	(116)	(99)	(118)	(190)	(104)

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1H. Industry Favorability — Dairy

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	22%	23%	22%	16%	22%	20%	32%	23%	18%	21%	26%
Somewhat favorable	32%	33%	31%	35%	27%	31%	35%	34%	16%	31%	42%
Neither favorable nor unfavorable	33%	33%	32%	26%	29%	42%	29%	31%	52%	25%	24%
Somewhat unfavorable	8%	5%	10%	11%	15%	5%	2%	7%	9%	12%	6%
Very unfavorable	6%	7%	5%	13%	8%	3%	2%	5%	5%	12%	2%
Totals	101%	101%	100%	101%	101%	101%	100%	100%	100%	101%	100%
Unweighted N	(521)	(241)	(280)	(100)	(125)	(177)	(119)	(376)	(68)	(41)	(36)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	22%	22%	18%	29%	21%	28%	21%	30%	17%	23%	24%	24%	18%
Somewhat favorable	32%	35%	30%	29%	38%	36%	24%	28%	48%	23%	28%	35%	36%
Neither favorable nor unfavorable	33%	30%	37%	30%	30%	26%	35%	34%	26%	37%	34%	27%	36%
Somewhat unfavorable	8%	9%	9%	5%	8%	4%	10%	5%	6%	11%	8%	7%	6%
Very unfavorable	6%	4%	7%	7%	3%	6%	10%	3%	3%	7%	6%	7%	4%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(521)	(188)	(185)	(148)	(197)	(188)	(188)	(159)	(123)	(116)	(118)	(189)	(98)

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11. Industry Favorability — Education services

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	14%	16%	12%	14%	25%	10%	8%	11%	18%	25%	9%
Somewhat favorable	22%	22%	23%	30%	23%	17%	22%	21%	37%	21%	6%
Neither favorable nor unfavorable	25%	20%	29%	28%	24%	28%	18%	26%	28%	15%	23%
Somewhat unfavorable	24%	23%	25%	20%	16%	28%	30%	24%	10%	28%	41%
Very unfavorable	15%	19%	11%	8%	13%	17%	23%	17%	6%	11%	21%
Totals	100%	100%	100%	100%	101%	100%	101%	99%	99%	100%	100%
Unweighted N	(512)	(237)	(275)	(95)	(126)	(176)	(115)	(367)	(68)	(47)	(30)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	14%	20%	10%	12%	18%	10%	13%	20%	10%	12%	14%	15%	15%
Somewhat favorable	22%	29%	21%	17%	32%	15%	23%	13%	29%	17%	19%	23%	28%
Neither favorable nor unfavorable	25%	22%	26%	26%	23%	21%	29%	21%	19%	29%	24%	26%	19%
Somewhat unfavorable	24%	22%	23%	26%	19%	30%	22%	29%	23%	27%	32%	21%	19%
Very unfavorable	15%	7%	20%	19%	9%	25%	13%	17%	19%	14%	11%	16%	18%
Totals	100%	100%	100%	100%	101%	101%	100%	100%	100%	99%	100%	101%	99%
Unweighted N	(512)	(175)	(174)	(163)	(192)	(183)	(187)	(161)	(116)	(101)	(101)	(208)	(102)

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1.J. Industry Favorability — Entertainment

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	12%	13%	11%	22%	15%	6%	6%	9%	16%	25%	13%
Somewhat favorable	26%	25%	26%	35%	27%	23%	18%	26%	34%	23%	13%
Neither favorable nor unfavorable	30%	25%	34%	23%	38%	30%	28%	26%	42%	36%	33%
Somewhat unfavorable	19%	22%	17%	10%	12%	24%	28%	25%	4%	4%	22%
Very unfavorable	14%	15%	12%	10%	7%	17%	20%	15%	4%	13%	19%
Totals	101%	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%
Unweighted N	(504)	(229)	(275)	(107)	(111)	(169)	(117)	(366)	(64)	(38)	(36)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	12%	16%	11%	9%	15%	6%	14%	6%	13%	13%	12%	12%	11%
Somewhat favorable	26%	34%	21%	22%	36%	17%	24%	24%	28%	22%	23%	26%	30%
Neither favorable nor unfavorable	30%	34%	32%	22%	30%	17%	33%	29%	25%	32%	35%	28%	27%
Somewhat unfavorable	19%	13%	19%	26%	15%	30%	16%	25%	21%	19%	22%	18%	18%
Very unfavorable	14%	3%	17%	21%	4%	30%	13%	16%	13%	14%	9%	16%	14%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(504)	(177)	(191)	(136)	(192)	(173)	(195)	(140)	(112)	(111)	(111)	(188)	(94)

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1K. Industry Favorability — Fashion

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	8%	7%	10%	15%	6%	5%	8%	8%	13%	4%	12%
Somewhat favorable	15%	16%	14%	18%	23%	11%	9%	14%	30%	7%	10%
Neither favorable nor unfavorable	47%	43%	49%	39%	41%	50%	55%	46%	41%	62%	37%
Somewhat unfavorable	20%	23%	17%	16%	17%	25%	20%	22%	12%	14%	25%
Very unfavorable	10%	11%	9%	11%	13%	8%	9%	10%	4%	14%	16%
Totals	100%	100%	99%	99%	100%	99%	101%	100%	100%	101%	100%
Unweighted N	(486)	(216)	(270)	(103)	(103)	(166)	(114)	(347)	(58)	(42)	(39)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	8%	10%	8%	7%	10%	7%	9%	6%	12%	7%	8%	8%	11%
Somewhat favorable	15%	20%	10%	15%	19%	13%	13%	15%	18%	17%	14%	11%	20%
Neither favorable nor unfavorable	47%	43%	45%	51%	44%	49%	44%	52%	36%	40%	43%	49%	51%
Somewhat unfavorable	20%	18%	22%	21%	18%	21%	21%	17%	27%	26%	19%	24%	11%
Very unfavorable	10%	8%	14%	7%	9%	10%	12%	10%	7%	11%	16%	8%	6%
Totals	100%	99%	99%	101%	100%	100%	99%	100%	100%	101%	100%	100%	99%
Unweighted N	(486)	(166)	(171)	(149)	(182)	(177)	(177)	(154)	(99)	(91)	(121)	(184)	(90)

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1L. Industry Favorability — Finance

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	10%	12%	8%	17%	13%	7%	4%	9%	20%	6%	8%
Somewhat favorable	20%	23%	16%	28%	22%	14%	16%	18%	18%	24%	25%
Neither favorable nor unfavorable	37%	31%	43%	36%	35%	39%	37%	33%	50%	41%	39%
Somewhat unfavorable	19%	19%	19%	7%	19%	21%	26%	23%	5%	14%	13%
Very unfavorable	15%	16%	14%	12%	11%	20%	16%	16%	7%	15%	15%
Totals	101%	101%	100%	100%	100%	101%	99%	99%	100%	100%	100%
Unweighted N	(482)	(215)	(267)	(94)	(127)	(160)	(101)	(343)	(60)	(44)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	10%	14%	6%	9%	8%	12%	14%	9%	10%	6%	14%	9%	10%
Somewhat favorable	20%	19%	19%	21%	20%	23%	13%	27%	19%	17%	14%	21%	24%
Neither favorable nor unfavorable	37%	36%	37%	37%	37%	28%	40%	32%	34%	41%	39%	35%	34%
Somewhat unfavorable	19%	14%	21%	21%	15%	25%	16%	22%	21%	20%	15%	22%	15%
Very unfavorable	15%	17%	16%	11%	20%	12%	18%	10%	16%	15%	17%	13%	16%
Totals	101%	100%	99%	99%	100%	100%	101%	100%	100%	99%	99%	100%	99%
Unweighted N	(482)	(183)	(164)	(135)	(191)	(162)	(181)	(142)	(110)	(95)	(104)	(187)	(96)

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1M. Industry Favorability — Food manufacturing

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	14%	17%	11%	14%	16%	10%	17%	12%	16%	19%	*
Somewhat favorable	27%	29%	26%	26%	30%	25%	29%	30%	31%	17%	*
Neither favorable nor unfavorable	37%	36%	38%	39%	34%	39%	34%	38%	35%	27%	*
Somewhat unfavorable	16%	11%	20%	15%	13%	20%	13%	14%	14%	24%	*
Very unfavorable	6%	8%	5%	6%	7%	6%	7%	6%	4%	12%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(499)	(219)	(280)	(111)	(107)	(171)	(110)	(361)	(69)	(40)	(29)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	14%	15%	11%	16%	15%	16%	16%	13%	12%	17%	10%	14%	14%
Somewhat favorable	27%	25%	24%	34%	30%	33%	20%	32%	37%	25%	27%	31%	23%
Neither favorable nor unfavorable	37%	35%	39%	37%	28%	34%	38%	35%	35%	29%	40%	36%	41%
Somewhat unfavorable	16%	20%	16%	10%	19%	11%	17%	16%	12%	17%	20%	12%	17%
Very unfavorable	6%	5%	10%	3%	8%	5%	9%	5%	5%	12%	4%	6%	4%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	101%	100%	101%	99%	99%
Unweighted N	(499)	(186)	(174)	(139)	(195)	(168)	(169)	(156)	(120)	(106)	(109)	(185)	(99)

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1N. Industry Favorability — Health care

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	16%	18%	13%	22%	18%	10%	14%	11%	27%	22%	21%
Somewhat favorable	23%	26%	21%	18%	14%	23%	36%	25%	25%	16%	22%
Neither favorable nor unfavorable	25%	26%	25%	35%	25%	26%	16%	24%	32%	21%	35%
Somewhat unfavorable	24%	22%	27%	17%	28%	27%	24%	28%	12%	27%	14%
Very unfavorable	12%	9%	14%	9%	14%	14%	9%	13%	4%	13%	8%
Totals	100%	101%	100%	101%	99%	100%	99%	101%	100%	99%	100%
Unweighted N	(522)	(235)	(287)	(104)	(104)	(185)	(129)	(353)	(75)	(51)	(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
Very favorable	16%	18%	15%	13%	19%	14%	16%	17%	14%	13%	16%	17%	14%
Somewhat favorable	23%	23%	19%	28%	27%	24%	21%	28%	28%	28%	19%	23%	25%
Neither favorable nor unfavorable	25%	21%	32%	22%	20%	25%	28%	18%	23%	23%	32%	24%	24%
Somewhat unfavorable	24%	26%	20%	29%	24%	26%	22%	24%	27%	26%	22%	28%	19%
Very unfavorable	12%	12%	14%	8%	10%	11%	14%	13%	8%	10%	11%	9%	19%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	101%
Unweighted N	(522)	(181)	(174)	(167)	(196)	(193)	(197)	(163)	(106)	(111)	(110)	(210)	(91)

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10. Industry Favorability — Hotels

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	11%	13%	9%	17%	15%	8%	3%	9%	18%	10%	13%
Somewhat favorable	30%	30%	31%	35%	27%	30%	31%	30%	26%	41%	32%
Neither favorable nor unfavorable	47%	42%	50%	35%	46%	51%	52%	50%	41%	42%	30%
Somewhat unfavorable	9%	11%	7%	9%	7%	8%	11%	8%	13%	5%	11%
Very unfavorable	4%	5%	3%	4%	5%	3%	2%	3%	2%	2%	14%
Totals	101%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(516)	(214)	(302)	(95)	(129)	(172)	(120)	(374)	(70)	(36)	(36)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	11%	14%	8%	11%	10%	11%	12%	8%	15%	12%	12%	11%	9%
Somewhat favorable	30%	28%	30%	35%	32%	36%	24%	32%	39%	37%	24%	29%	35%
Neither favorable nor unfavorable	47%	48%	49%	42%	47%	44%	49%	49%	36%	44%	55%	45%	43%
Somewhat unfavorable	9%	6%	10%	9%	8%	7%	10%	9%	7%	4%	8%	11%	9%
Very unfavorable	4%	5%	3%	2%	3%	2%	5%	3%	3%	3%	1%	5%	4%
Totals	101%	101%	100%	99%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(516)	(190)	(178)	(148)	(192)	(188)	(197)	(144)	(118)	(99)	(120)	(197)	(100)

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1P. Industry Favorability — Insurance

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	11%	6%	10%	15%	7%	4%	8%	12%	7%	9%
Somewhat favorable	16%	18%	14%	24%	15%	10%	19%	15%	23%	16%	11%
Neither favorable nor unfavorable	34%	32%	35%	31%	32%	33%	39%	32%	42%	29%	43%
Somewhat unfavorable	24%	23%	25%	20%	20%	31%	22%	25%	13%	32%	21%
Very unfavorable	18%	16%	19%	15%	18%	20%	16%	20%	10%	16%	16%
Totals	101%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(528)	(248)	(280)	(90)	(124)	(193)	(121)	(375)	(74)	(45)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	9%	12%	7%	8%	9%	8%	10%	9%	8%	9%	11%	9%	5%
Somewhat favorable	16%	18%	12%	19%	16%	16%	17%	16%	13%	16%	11%	17%	19%
Neither favorable nor unfavorable	34%	29%	38%	32%	31%	34%	34%	28%	32%	35%	39%	30%	34%
Somewhat unfavorable	24%	23%	23%	27%	23%	27%	21%	29%	27%	20%	22%	28%	23%
Very unfavorable	18%	19%	20%	14%	21%	13%	18%	18%	19%	20%	17%	16%	19%
Totals	101%	101%	100%	100%	100%	98%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(528)	(181)	(194)	(153)	(205)	(189)	(189)	(154)	(129)	(110)	(122)	(201)	(95)

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1Q. Industry Favorability — Manufacturing

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	16%	22%	11%	16%	20%	14%	17%	16%	18%	19%	18%
Somewhat favorable	31%	27%	34%	22%	23%	33%	41%	35%	26%	24%	15%
Neither favorable nor unfavorable	38%	37%	40%	45%	37%	43%	30%	37%	44%	36%	49%
Somewhat unfavorable	10%	10%	10%	8%	16%	9%	7%	9%	12%	12%	10%
Very unfavorable	5%	4%	5%	10%	4%	2%	5%	4%	1%	9%	9%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	101%	100%	101%
Unweighted N	(520)	(237)	(283)	(96)	(115)	(176)	(133)	(371)	(71)	(43)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	16%	16%	14%	22%	13%	24%	16%	21%	15%	14%	23%	14%	17%
Somewhat favorable	31%	28%	27%	39%	33%	36%	28%	29%	42%	31%	33%	29%	30%
Neither favorable nor unfavorable	38%	39%	42%	31%	38%	33%	38%	40%	28%	34%	31%	44%	40%
Somewhat unfavorable	10%	10%	12%	6%	10%	5%	11%	8%	13%	17%	6%	10%	9%
Very unfavorable	5%	7%	4%	2%	6%	2%	7%	3%	2%	5%	7%	4%	4%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	100%	101%	100%	101%	100%
Unweighted N	(520)	(183)	(207)	(130)	(207)	(173)	(197)	(143)	(118)	(108)	(114)	(199)	(99)

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1R. Industry Favorability — News media

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	8%	10%	5%	16%	10%	4%	1%	7%	7%	14%	*
Somewhat favorable	17%	16%	19%	28%	19%	8%	18%	14%	33%	13%	*
Neither favorable nor unfavorable	23%	24%	23%	29%	28%	21%	14%	20%	35%	28%	*
Somewhat unfavorable	23%	20%	25%	16%	22%	26%	27%	26%	13%	18%	*
Very unfavorable	29%	30%	28%	12%	21%	41%	40%	33%	12%	26%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(499)	(236)	(263)	(101)	(122)	(172)	(104)	(358)	(71)	(41)	(29)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	8%	18%	2%	5%	10%	5%	8%	6%	12%	6%	7%	11%	3%
Somewhat favorable	17%	25%	16%	10%	26%	7%	17%	14%	18%	16%	15%	15%	23%
Neither favorable nor unfavorable	23%	31%	26%	13%	28%	7%	28%	14%	18%	25%	25%	22%	22%
Somewhat unfavorable	23%	18%	23%	27%	23%	20%	24%	23%	22%	26%	20%	21%	26%
Very unfavorable	29%	8%	33%	46%	13%	61%	24%	42%	31%	26%	33%	31%	26%
Totals	100%	100%	100%	101%	100%	100%	101%	99%	101%	99%	100%	100%	100%
Unweighted N	(499)	(168)	(180)	(151)	(196)	(185)	(184)	(146)	(118)	(110)	(103)	(187)	(99)

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1S. Industry Favorability — Mining

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	13%	17%	9%	13%	11%	13%	14%	14%	15%	5%	10%
Somewhat favorable	21%	27%	17%	21%	26%	20%	18%	23%	18%	24%	9%
Neither favorable nor unfavorable	43%	34%	50%	38%	42%	45%	42%	38%	51%	45%	60%
Somewhat unfavorable	12%	10%	14%	19%	10%	9%	13%	13%	8%	17%	5%
Very unfavorable	11%	12%	11%	8%	11%	13%	12%	12%	8%	9%	15%
Totals	100%	100%	101%	99%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(523)	(226)	(297)	(108)	(119)	(193)	(103)	(358)	(80)	(50)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	13%	10%	8%	22%	7%	28%	11%	12%	20%	11%	15%	13%	12%
Somewhat favorable	21%	20%	19%	26%	18%	32%	17%	34%	19%	19%	19%	19%	28%
Neither favorable nor unfavorable	43%	37%	50%	40%	36%	34%	51%	33%	29%	38%	44%	42%	45%
Somewhat unfavorable	12%	18%	12%	6%	22%	3%	10%	12%	18%	14%	13%	15%	6%
Very unfavorable	11%	15%	12%	6%	17%	3%	11%	9%	14%	18%	9%	11%	9%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(523)	(191)	(184)	(148)	(202)	(174)	(198)	(150)	(114)	(105)	(110)	(205)	(103)

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1T. Industry Favorability — Oil and gas

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	13%	16%	10%	12%	13%	11%	18%	14%	10%	12%	13%
Somewhat favorable	19%	19%	18%	19%	18%	22%	15%	20%	10%	17%	23%
Neither favorable nor unfavorable	24%	22%	25%	32%	28%	20%	17%	21%	41%	21%	23%
Somewhat unfavorable	19%	15%	23%	17%	17%	14%	31%	20%	20%	14%	15%
Very unfavorable	26%	28%	24%	20%	25%	34%	20%	25%	18%	36%	26%
Totals	101%	100%	100%	100%	101%	101%	101%	100%	99%	100%	100%
Unweighted N	(502)	(227)	(275)	(104)	(114)	(169)	(115)	(353)	(66)	(45)	(38)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	13%	9%	10%	22%	10%	22%	9%	16%	18%	15%	10%	15%	13%
Somewhat favorable	19%	19%	17%	20%	13%	25%	14%	24%	27%	19%	15%	19%	21%
Neither favorable nor unfavorable	24%	16%	30%	24%	14%	22%	30%	21%	11%	19%	30%	24%	20%
Somewhat unfavorable	19%	24%	17%	17%	23%	12%	18%	22%	20%	20%	21%	19%	16%
Very unfavorable	26%	32%	27%	18%	40%	18%	29%	16%	24%	28%	24%	23%	30%
Totals	101%	100%	101%	101%	100%	99%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(502)	(177)	(177)	(148)	(187)	(187)	(189)	(137)	(121)	(102)	(110)	(198)	(92)

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1U. Industry Favorability — Pharmaceutical

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	11%	13%	10%	15%	20%	6%	6%	10%	16%	14%	15%
Somewhat favorable	18%	21%	16%	20%	21%	15%	19%	18%	17%	26%	13%
Neither favorable nor unfavorable	26%	25%	28%	25%	25%	31%	22%	26%	34%	26%	18%
Somewhat unfavorable	25%	26%	25%	31%	17%	27%	27%	26%	25%	20%	26%
Very unfavorable	19%	16%	22%	9%	17%	20%	26%	21%	9%	14%	29%
Totals	99%	101%	101%	100%	100%	99%	100%	101%	101%	100%	101%
Unweighted N	(509)	(224)	(285)	(94)	(120)	(174)	(121)	(359)	(74)	(43)	(33)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	11%	17%	7%	11%	9%	10%	12%	10%	12%	6%	11%	11%	15%
Somewhat favorable	18%	14%	20%	20%	18%	19%	15%	19%	27%	20%	12%	19%	21%
Neither favorable nor unfavorable	26%	21%	33%	24%	21%	28%	27%	26%	15%	29%	30%	25%	24%
Somewhat unfavorable	25%	27%	20%	29%	28%	23%	23%	28%	29%	25%	28%	27%	20%
Very unfavorable	19%	22%	19%	16%	25%	20%	22%	18%	17%	20%	19%	17%	20%
Totals	99%	101%	99%	100%	101%	100%	99%	101%	100%	100%	100%	99%	100%
Unweighted N	(509)	(176)	(181)	(152)	(195)	(184)	(192)	(142)	(117)	(93)	(121)	(202)	(93)

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1V. Industry Favorability — Book publishing

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	15%	15%	16%	15%	14%	15%	14%	18%	13%	21%
Somewhat favorable	27%	26%	28%	25%	31%	28%	23%	28%	21%	30%	16%
Neither favorable nor unfavorable	41%	41%	42%	38%	36%	40%	52%	41%	47%	34%	53%
Somewhat unfavorable	12%	13%	10%	12%	10%	14%	9%	13%	10%	10%	10%
Very unfavorable	5%	6%	5%	8%	7%	4%	1%	4%	4%	14%	0%
Totals	100%	101%	100%	99%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(496)	(240)	(256)	(95)	(118)	(170)	(113)	(357)	(57)	(50)	(32)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	18%	15%	12%	17%	12%	18%	10%	16%	15%	14%	15%	15%
Somewhat favorable	27%	27%	22%	34%	32%	28%	29%	29%	27%	25%	27%	27%	28%
Neither favorable nor unfavorable	41%	40%	45%	37%	40%	45%	37%	42%	40%	38%	42%	44%	39%
Somewhat unfavorable	12%	9%	13%	13%	4%	10%	9%	16%	12%	14%	12%	9%	15%
Very unfavorable	5%	7%	5%	4%	6%	5%	7%	3%	6%	9%	6%	5%	4%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	101%	101%	101%	100%	101%
Unweighted N	(496)	(164)	(188)	(144)	(178)	(180)	(174)	(144)	(118)	(103)	(100)	(198)	(95)

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1W. Industry Favorability — Railroad

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	18%	12%	14%	16%	14%	17%	15%	16%	13%	16%
Somewhat favorable	30%	32%	29%	30%	33%	26%	36%	32%	29%	29%	19%
Neither favorable nor unfavorable	41%	35%	47%	39%	38%	47%	37%	38%	42%	44%	61%
Somewhat unfavorable	10%	10%	9%	14%	6%	10%	8%	10%	9%	14%	1%
Very unfavorable	4%	5%	3%	2%	8%	3%	2%	5%	3%	0%	3%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(527)	(239)	(288)	(110)	(116)	(185)	(116)	(375)	(74)	(40)	(38)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	14%	11%	21%	13%	18%	15%	13%	17%	16%	16%	18%	9%
Somewhat favorable	30%	32%	31%	28%	40%	30%	26%	37%	31%	31%	29%	26%	38%
Neither favorable nor unfavorable	41%	44%	42%	37%	39%	38%	45%	36%	38%	37%	42%	42%	43%
Somewhat unfavorable	10%	8%	9%	11%	5%	12%	8%	13%	10%	11%	11%	10%	6%
Very unfavorable	4%	1%	7%	3%	2%	3%	6%	1%	5%	5%	1%	4%	4%
Totals	100%	99%	100%	100%	99%	101%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(527)	(187)	(182)	(158)	(205)	(185)	(207)	(158)	(111)	(112)	(119)	(193)	(103)

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1X. Industry Favorability — Real-estate

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	14%	4%	12%	13%	7%	4%	8%	16%	11%	4%
Somewhat favorable	20%	20%	20%	24%	20%	17%	21%	21%	17%	22%	19%
Neither favorable nor unfavorable	42%	36%	47%	41%	34%	48%	41%	42%	44%	36%	40%
Somewhat unfavorable	19%	20%	19%	12%	21%	19%	24%	20%	14%	19%	20%
Very unfavorable	10%	10%	10%	10%	12%	9%	9%	10%	9%	11%	17%
Totals	100%	100%	100%	99%	100%	100%	99%	101%	100%	99%	100%
Unweighted N	(508)	(228)	(280)	(95)	(119)	(178)	(116)	(364)	(66)	(41)	(37)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	9%	12%	5%	10%	8%	8%	13%	6%	8%	9%	9%	10%	7%
Somewhat favorable	20%	21%	16%	24%	24%	24%	17%	21%	27%	19%	21%	18%	24%
Neither favorable nor unfavorable	42%	32%	54%	38%	36%	42%	40%	41%	38%	42%	44%	40%	41%
Somewhat unfavorable	19%	22%	18%	17%	19%	18%	17%	23%	20%	19%	20%	22%	15%
Very unfavorable	10%	13%	8%	11%	14%	8%	13%	8%	8%	11%	6%	10%	13%
Totals	100%	100%	101%	100%	101%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(508)	(182)	(177)	(149)	(191)	(181)	(193)	(157)	(102)	(110)	(101)	(194)	(103)

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1Y. Industry Favorability — Restaurant

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	18%	19%	18%	22%	20%	12%	22%	16%	23%	15%	35%
Somewhat favorable	41%	38%	43%	38%	34%	39%	51%	45%	34%	36%	21%
Neither favorable nor unfavorable	32%	34%	30%	28%	36%	38%	22%	31%	34%	29%	37%
Somewhat unfavorable	5%	4%	6%	4%	7%	5%	3%	4%	4%	11%	2%
Very unfavorable	5%	6%	4%	8%	4%	5%	2%	4%	5%	9%	4%
Totals	101%	101%	101%	100%	101%	99%	100%	100%	100%	100%	99%
Unweighted N	(529)	(232)	(297)	(106)	(116)	(183)	(124)	(375)	(69)	(46)	(39)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	18%	20%	19%	16%	20%	23%	16%	22%	18%	20%	17%	16%	21%
Somewhat favorable	41%	41%	36%	46%	45%	42%	33%	50%	43%	34%	45%	44%	35%
Neither favorable nor unfavorable	32%	32%	33%	29%	28%	27%	36%	18%	35%	31%	33%	28%	38%
Somewhat unfavorable	5%	4%	5%	6%	3%	5%	6%	7%	1%	4%	5%	6%	4%
Very unfavorable	5%	3%	7%	3%	4%	3%	7%	2%	3%	10%	0%	6%	2%
Totals	101%	100%	100%	100%	100%	100%	98%	99%	100%	99%	100%	100%	100%
Unweighted N	(529)	(179)	(187)	(163)	(192)	(197)	(205)	(142)	(128)	(107)	(107)	(208)	(107)

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12. Industry Favorability — Retail

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	10%	11%	10%	11%	12%	9%	10%	10%	15%	10%	*
Somewhat favorable	34%	36%	33%	43%	32%	32%	35%	33%	38%	41%	*
Neither favorable nor unfavorable	40%	38%	42%	27%	45%	46%	36%	41%	38%	37%	*
Somewhat unfavorable	12%	10%	14%	13%	9%	11%	16%	12%	6%	11%	*
Very unfavorable	3%	5%	2%	6%	3%	2%	4%	4%	2%	1%	*
Totals	99%	100%	101%	100%	101%	100%	101%	100%	99%	100%	*
Unweighted N	(503)	(212)	(291)	(90)	(118)	(188)	(107)	(366)	(68)	(42)	(27)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	10%	13%	7%	12%	11%	14%	10%	11%	8%	9%	9%	10%	11%
Somewhat favorable	34%	36%	33%	35%	38%	34%	35%	34%	37%	35%	28%	38%	35%
Neither favorable nor unfavorable	40%	34%	46%	37%	36%	37%	41%	37%	42%	42%	51%	36%	36%
Somewhat unfavorable	12%	12%	9%	15%	13%	14%	10%	15%	12%	10%	8%	13%	17%
Very unfavorable	3%	5%	4%	1%	3%	2%	5%	3%	2%	5%	4%	3%	2%
Totals	99%	100%	99%	100%	101%	101%	101%	100%	101%	101%	100%	100%	101%
Unweighted N	(503)	(154)	(190)	(159)	(180)	(183)	(185)	(154)	(115)	(95)	(109)	(205)	(94)

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1AA. Industry Favorability — Shipping

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	17%	12%	16%	18%	10%	16%	11%	20%	28%	14%
Somewhat favorable	27%	30%	25%	29%	32%	25%	24%	27%	31%	23%	27%
Neither favorable nor unfavorable	43%	43%	42%	36%	40%	46%	48%	45%	38%	32%	50%
Somewhat unfavorable	11%	7%	14%	11%	6%	15%	8%	12%	10%	6%	9%
Very unfavorable	4%	3%	6%	7%	4%	3%	4%	4%	1%	11%	0%
Totals	100%	100%	99%	99%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(500)	(218)	(282)	(101)	(116)	(177)	(106)	(351)	(69)	(42)	(38)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	14%	13%	17%	15%	19%	14%	15%	14%	13%	15%	16%	14%
Somewhat favorable	27%	25%	27%	29%	27%	29%	23%	32%	34%	24%	24%	30%	29%
Neither favorable nor unfavorable	43%	44%	43%	42%	38%	39%	43%	43%	38%	45%	45%	40%	43%
Somewhat unfavorable	11%	10%	13%	9%	13%	10%	13%	9%	12%	13%	8%	12%	11%
Very unfavorable	4%	6%	4%	3%	7%	3%	7%	2%	2%	6%	8%	2%	3%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(500)	(171)	(181)	(148)	(189)	(171)	(193)	(145)	(106)	(98)	(120)	(186)	(96)

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1AB. Industry Favorability — Technology

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	18%	21%	15%	19%	23%	13%	18%	17%	29%	13%	14%
Somewhat favorable	34%	34%	34%	36%	30%	37%	32%	34%	36%	43%	24%
Neither favorable nor unfavorable	30%	29%	30%	29%	32%	28%	30%	30%	19%	22%	53%
Somewhat unfavorable	12%	11%	14%	10%	7%	16%	14%	13%	10%	14%	9%
Very unfavorable	6%	5%	7%	6%	8%	6%	6%	7%	6%	8%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(493)	(235)	(258)	(96)	(105)	(182)	(110)	(344)	(65)	(45)	(39)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	18%	20%	14%	20%	19%	16%	16%	20%	19%	7%	17%	22%	18%
Somewhat favorable	34%	39%	31%	34%	39%	31%	31%	38%	34%	30%	33%	35%	39%
Neither favorable nor unfavorable	30%	26%	33%	29%	23%	29%	35%	24%	27%	38%	32%	26%	27%
Somewhat unfavorable	12%	12%	15%	9%	15%	14%	10%	15%	12%	21%	12%	11%	9%
Very unfavorable	6%	2%	7%	9%	4%	10%	8%	3%	8%	4%	6%	7%	7%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(493)	(180)	(179)	(134)	(204)	(166)	(187)	(152)	(103)	(100)	(113)	(191)	(89)

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1AC. Industry Favorability — Wireless carriers

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	11%	13%	9%	16%	13%	7%	9%	8%	18%	15%	16%
Somewhat favorable	32%	30%	33%	30%	34%	28%	38%	33%	25%	37%	22%
Neither favorable nor unfavorable	34%	33%	36%	37%	31%	37%	29%	32%	47%	38%	30%
Somewhat unfavorable	16%	17%	15%	15%	12%	20%	14%	18%	7%	8%	24%
Very unfavorable	7%	7%	7%	3%	9%	7%	10%	9%	3%	3%	9%
Totals	100%	100%	100%	101%	99%	99%	100%	100%	100%	101%	101%
Unweighted N	(502)	(223)	(279)	(94)	(104)	(193)	(111)	(359)	(67)	(33)	(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
Very favorable	11%	13%	8%	11%	11%	7%	14%	6%	10%	13%	15%	10%	6%
Somewhat favorable	32%	30%	34%	31%	29%	36%	28%	38%	35%	30%	24%	36%	34%
Neither favorable nor unfavorable	34%	33%	34%	36%	34%	36%	42%	29%	23%	34%	38%	28%	40%
Somewhat unfavorable	16%	13%	17%	18%	18%	17%	10%	15%	26%	18%	12%	18%	15%
Very unfavorable	7%	10%	7%	4%	9%	4%	6%	12%	6%	5%	11%	8%	5%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(502)	(185)	(164)	(153)	(189)	(184)	(194)	(135)	(122)	(111)	(107)	(189)	(95)

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1AD. Industry Favorability — Textiles

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	11%	15%	6%	13%	14%	8%	8%	11%	14%	6%	6%
Somewhat favorable	24%	26%	22%	28%	24%	19%	26%	25%	24%	23%	13%
Neither favorable nor unfavorable	53%	45%	60%	38%	44%	66%	57%	53%	47%	56%	56%
Somewhat unfavorable	9%	9%	9%	14%	10%	6%	7%	8%	11%	11%	12%
Very unfavorable	4%	5%	3%	6%	7%	1%	2%	3%	4%	4%	13%
Totals	101%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(518)	(241)	(277)	(103)	(128)	(170)	(117)	(386)	(63)	(38)	(31)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	11%	12%	6%	16%	8%	13%	10%	11%	13%	11%	9%	13%	7%
Somewhat favorable	24%	26%	20%	27%	26%	26%	21%	28%	30%	18%	30%	21%	28%
Neither favorable nor unfavorable	53%	48%	60%	48%	53%	55%	56%	50%	44%	53%	53%	49%	58%
Somewhat unfavorable	9%	12%	7%	8%	8%	4%	8%	9%	8%	9%	7%	14%	2%
Very unfavorable	4%	2%	8%	1%	5%	2%	5%	3%	5%	9%	1%	3%	4%
Totals	101%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(518)	(187)	(190)	(141)	(203)	(176)	(187)	(169)	(108)	(103)	(110)	(205)	(100)

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1AE. Industry Favorability — Tobacco

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	7%	9%	5%	10%	15%	3%	0%	6%	11%	7%	5%
Somewhat favorable	11%	14%	8%	19%	16%	7%	4%	10%	14%	9%	19%
Neither favorable nor unfavorable	21%	18%	23%	21%	24%	23%	15%	24%	21%	11%	12%
Somewhat unfavorable	19%	18%	19%	15%	12%	23%	22%	19%	18%	19%	14%
Very unfavorable	43%	40%	45%	35%	32%	44%	59%	40%	36%	54%	49%
Totals	101%	99%	100%	100%	99%	100%	100%	99%	100%	100%	99%
Unweighted N	(502)	(213)	(289)	(100)	(123)	(164)	(115)	(362)	(60)	(48)	(32)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	7%	12%	4%	4%	8%	5%	8%	6%	10%	7%	7%	6%	8%
Somewhat favorable	11%	15%	7%	13%	8%	10%	11%	10%	18%	20%	6%	11%	11%
Neither favorable nor unfavorable	21%	18%	22%	23%	15%	24%	22%	22%	17%	21%	17%	24%	21%
Somewhat unfavorable	19%	13%	18%	25%	15%	20%	17%	20%	21%	22%	25%	17%	12%
Very unfavorable	43%	41%	49%	36%	52%	41%	42%	42%	35%	31%	46%	43%	47%
Totals	101%	99%	100%	101%	98%	100%	100%	100%	101%	101%	101%	101%	99%
Unweighted N	(502)	(177)	(182)	(143)	(195)	(172)	(195)	(150)	(110)	(102)	(109)	(193)	(98)

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1AF. Industry Favorability — Transportation

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	18%	12%	22%	21%	10%	11%	13%	15%	24%	22%
Somewhat favorable	28%	31%	24%	39%	25%	25%	27%	31%	33%	16%	17%
Neither favorable nor unfavorable	39%	31%	48%	25%	41%	44%	43%	37%	43%	49%	41%
Somewhat unfavorable	12%	13%	11%	8%	9%	14%	15%	15%	3%	7%	10%
Very unfavorable	5%	7%	4%	7%	4%	7%	3%	5%	5%	4%	9%
Totals	99%	100%	99%	101%	100%	100%	99%	101%	99%	100%	99%
Unweighted N	(507)	(240)	(267)	(94)	(123)	(171)	(119)	(370)	(57)	(44)	(36)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	18%	11%	18%	14%	16%	14%	17%	15%	17%	16%	13%	16%
Somewhat favorable	28%	35%	22%	28%	31%	29%	21%	34%	39%	23%	30%	31%	25%
Neither favorable nor unfavorable	39%	29%	50%	36%	37%	37%	47%	30%	27%	42%	40%	39%	38%
Somewhat unfavorable	12%	12%	11%	13%	13%	13%	11%	14%	14%	11%	10%	10%	17%
Very unfavorable	5%	5%	6%	5%	5%	6%	6%	6%	4%	7%	4%	6%	3%
Totals	99%	99%	100%	100%	100%	101%	99%	101%	99%	100%	100%	99%	99%
Unweighted N	(507)	(181)	(179)	(147)	(196)	(187)	(187)	(146)	(116)	(103)	(115)	(187)	(102)

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1AG. Industry Favorability — Trucking

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	22%	23%	20%	13%	18%	23%	34%	23%	17%	19%	22%
Somewhat favorable	30%	33%	26%	25%	36%	28%	31%	33%	22%	24%	22%
Neither favorable nor unfavorable	37%	30%	44%	41%	37%	38%	29%	31%	51%	41%	50%
Somewhat unfavorable	8%	9%	7%	14%	5%	8%	6%	8%	8%	8%	6%
Very unfavorable	4%	5%	3%	7%	4%	3%	1%	4%	2%	9%	0%
Totals	101%	100%	100%	100%	100%	100%	101%	99%	100%	101%	100%
Unweighted N	(532)	(248)	(284)	(113)	(120)	(183)	(116)	(378)	(63)	(49)	(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
Very favorable	22%	16%	19%	31%	16%	38%	19%	28%	20%	31%	27%	19%	14%
Somewhat favorable	30%	29%	27%	34%	32%	37%	26%	31%	38%	22%	32%	29%	34%
Neither favorable nor unfavorable	37%	38%	45%	25%	33%	18%	43%	32%	25%	31%	35%	37%	42%
Somewhat unfavorable	8%	15%	5%	6%	14%	3%	6%	8%	12%	7%	6%	10%	8%
Very unfavorable	4%	3%	4%	4%	4%	4%	5%	2%	5%	9%	1%	5%	1%
Totals	101%	101%	100%	100%	99%	100%	99%	101%	100%	100%	101%	100%	99%
Unweighted N	(532)	(186)	(186)	(160)	(194)	(193)	(201)	(163)	(121)	(114)	(112)	(213)	(93)

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1AH. Industry Favorability — Utilities

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	11%	16%	7%	14%	21%	6%	5%	8%	17%	21%	11%
Somewhat favorable	20%	20%	19%	27%	13%	19%	20%	22%	19%	12%	15%
Neither favorable nor unfavorable	33%	34%	33%	33%	37%	31%	33%	35%	34%	28%	30%
Somewhat unfavorable	23%	18%	29%	17%	18%	28%	27%	23%	21%	22%	34%
Very unfavorable	13%	13%	12%	9%	10%	16%	15%	13%	9%	17%	11%
Totals	100%	101%	100%	100%	99%	100%	100%	101%	100%	100%	101%
Unweighted N	(494)	(232)	(262)	(92)	(115)	(170)	(117)	(352)	(68)	(38)	(36)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	11%	16%	8%	9%	12%	7%	14%	8%	11%	12%	13%	10%	9%
Somewhat favorable	20%	22%	14%	24%	19%	25%	16%	22%	25%	24%	14%	18%	26%
Neither favorable nor unfavorable	33%	29%	35%	36%	29%	33%	29%	38%	31%	24%	40%	34%	33%
Somewhat unfavorable	23%	24%	27%	18%	26%	19%	25%	18%	26%	25%	26%	23%	20%
Very unfavorable	13%	8%	16%	13%	15%	15%	16%	13%	7%	15%	8%	15%	12%
Totals	100%	99%	100%	100%	101%	99%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(494)	(171)	(181)	(142)	(182)	(187)	(197)	(145)	(103)	(106)	(123)	(179)	(86)

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1A1. Industry Favorability — Waste management

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	11%	13%	10%	13%	17%	9%	6%	10%	14%	14%	16%
Somewhat favorable	28%	30%	27%	26%	32%	22%	34%	28%	24%	34%	32%
Neither favorable nor unfavorable	39%	36%	41%	45%	29%	49%	31%	40%	49%	27%	27%
Somewhat unfavorable	16%	14%	18%	10%	17%	14%	23%	16%	9%	20%	26%
Very unfavorable	5%	7%	4%	6%	4%	6%	6%	6%	4%	5%	0%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(479)	(212)	(267)	(102)	(127)	(139)	(111)	(332)	(71)	(43)	(33)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	11%	13%	9%	12%	11%	12%	14%	8%	13%	15%	13%	12%	7%
Somewhat favorable	28%	27%	29%	30%	30%	33%	27%	32%	35%	27%	21%	27%	39%
Neither favorable nor unfavorable	39%	35%	43%	38%	35%	38%	34%	38%	33%	32%	41%	40%	39%
Somewhat unfavorable	16%	19%	15%	14%	20%	12%	17%	18%	15%	18%	20%	16%	12%
Very unfavorable	5%	6%	4%	6%	5%	4%	8%	5%	4%	8%	5%	6%	3%
Totals	99%	100%	100%	100%	101%	99%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(479)	(187)	(159)	(133)	(191)	(166)	(183)	(142)	(114)	(102)	(110)	(174)	(93)

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1AJ. Industry Favorability — Television

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	12%	13%	11%	17%	17%	10%	5%	10%	25%	10%	12%
Somewhat favorable	26%	23%	29%	28%	34%	19%	25%	26%	26%	24%	22%
Neither favorable nor unfavorable	32%	31%	32%	24%	31%	36%	33%	33%	30%	31%	25%
Somewhat unfavorable	19%	19%	19%	19%	12%	20%	25%	20%	14%	19%	20%
Very unfavorable	11%	14%	9%	12%	5%	15%	11%	11%	4%	15%	20%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	99%	99%	99%
Unweighted N	(536)	(249)	(287)	(107)	(115)	(185)	(129)	(384)	(69)	(39)	(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
Very favorable	12%	17%	8%	11%	13%	10%	16%	7%	11%	15%	10%	13%	10%
Somewhat favorable	26%	30%	24%	24%	31%	20%	24%	25%	37%	33%	19%	27%	25%
Neither favorable nor unfavorable	32%	29%	34%	32%	31%	28%	31%	35%	21%	29%	40%	27%	34%
Somewhat unfavorable	19%	16%	19%	24%	14%	25%	19%	22%	21%	14%	19%	20%	22%
Very unfavorable	11%	8%	16%	9%	10%	18%	10%	11%	10%	9%	13%	13%	9%
Totals	100%	100%	101%	100%	99%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(536)	(203)	(182)	(151)	(221)	(174)	(205)	(167)	(118)	(117)	(109)	(208)	(102)

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1AK. Industry Favorability — Professional sports

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	13%	6%	17%	8%	6%	6%	6%	25%	9%	7%
Somewhat favorable	21%	22%	19%	18%	28%	16%	22%	21%	17%	28%	11%
Neither favorable nor unfavorable	31%	26%	35%	36%	35%	33%	19%	29%	45%	27%	30%
Somewhat unfavorable	19%	21%	17%	16%	16%	18%	26%	22%	8%	13%	22%
Very unfavorable	20%	18%	22%	13%	13%	28%	27%	22%	5%	23%	29%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(504)	(212)	(292)	(108)	(119)	(165)	(112)	(353)	(66)	(50)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	9%	11%	7%	9%	11%	8%	11%	5%	10%	14%	10%	8%	7%
Somewhat favorable	21%	23%	15%	26%	24%	22%	18%	26%	30%	16%	18%	25%	20%
Neither favorable nor unfavorable	31%	32%	32%	28%	28%	27%	30%	31%	20%	34%	28%	30%	32%
Somewhat unfavorable	19%	20%	18%	18%	18%	17%	16%	19%	26%	24%	18%	20%	15%
Very unfavorable	20%	13%	28%	19%	20%	27%	24%	20%	15%	11%	26%	17%	25%
Totals	100%	99%	100%	100%	101%	101%	99%	101%	101%	99%	100%	100%	99%
Unweighted N	(504)	(180)	(183)	(141)	(202)	(169)	(192)	(145)	(105)	(89)	(114)	(194)	(107)

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1A1. Industry Favorability — Grocery

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	18%	19%	16%	22%	19%	16%	15%	16%	23%	21%	17%
Somewhat favorable	33%	38%	29%	35%	32%	31%	35%	33%	34%	36%	25%
Neither favorable nor unfavorable	25%	21%	29%	26%	26%	24%	25%	27%	25%	14%	31%
Somewhat unfavorable	17%	14%	21%	14%	17%	19%	19%	18%	11%	19%	16%
Very unfavorable	7%	8%	6%	4%	6%	10%	6%	5%	8%	11%	10%
Totals	100%	100%	101%	101%	100%	100%	100%	99%	101%	101%	99%
Unweighted N	(540)	(249)	(291)	(106)	(125)	(180)	(129)	(382)	(69)	(52)	(37)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	18%	22%	13%	19%	20%	18%	18%	16%	19%	21%	20%	15%	18%
Somewhat favorable	33%	34%	34%	31%	38%	34%	28%	30%	48%	31%	26%	39%	32%
Neither favorable nor unfavorable	25%	24%	28%	22%	20%	26%	22%	29%	22%	32%	24%	24%	22%
Somewhat unfavorable	17%	18%	15%	19%	17%	14%	20%	22%	8%	12%	23%	13%	23%
Very unfavorable	7%	3%	9%	8%	5%	9%	11%	4%	4%	4%	7%	9%	4%
Totals	100%	101%	99%	99%	100%	101%	99%	101%	101%	100%	100%	100%	99%
Unweighted N	(540)	(191)	(188)	(161)	(208)	(203)	(202)	(168)	(114)	(115)	(114)	(211)	(100)

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1AM. Industry Favorability — Higher education

Generally speaking, do you have a favorable or unfavorable opinion of the following industry?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	20%	21%	20%	23%	20%	20%	18%	16%	30%	31%	28%
Somewhat favorable	26%	24%	28%	35%	25%	22%	23%	26%	26%	26%	19%
Neither favorable nor unfavorable	24%	21%	26%	26%	33%	23%	15%	24%	25%	26%	14%
Somewhat unfavorable	17%	18%	16%	7%	15%	18%	25%	18%	19%	8%	19%
Very unfavorable	14%	17%	10%	8%	7%	17%	19%	16%	0%	9%	20%
Totals	101%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(517)	(245)	(272)	(92)	(111)	(179)	(135)	(373)	(58)	(46)	(40)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	20%	29%	16%	16%	28%	16%	20%	18%	22%	21%	24%	18%	21%
Somewhat favorable	26%	31%	21%	26%	31%	18%	23%	26%	31%	27%	22%	27%	24%
Neither favorable nor unfavorable	24%	24%	30%	15%	21%	17%	30%	20%	15%	23%	21%	23%	28%
Somewhat unfavorable	17%	14%	15%	23%	16%	19%	14%	25%	14%	16%	20%	16%	16%
Very unfavorable	14%	2%	18%	20%	4%	30%	13%	12%	19%	13%	12%	16%	11%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	101%	100%	99%	100%	100%
Unweighted N	(517)	(184)	(191)	(142)	(203)	(186)	(201)	(138)	(120)	(103)	(108)	(207)	(99)

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Interviewing Dates	November 7 - 9, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	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.
Weighting	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 0.322 to 4.922, with a mean of one and a standard deviation of 0.526.
Number of respondents	1000
Margin of error	± 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	46 questions not reported.