

Daily Survey: Favorability of Industries



Sample 1000 U.S. Adult Citizens
 Conducted November 7 - 9, 2022
 Margin of Error ±3.5%

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

	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat unfavorable	Very unfavorable
Agriculture	28%	30%	29%	8%	4%
Airlines	8%	22%	39%	19%	12%
Automotive	13%	30%	37%	14%	6%
Beer, wine, and liquor	15%	23%	37%	11%	14%
Broadcasting	8%	19%	35%	23%	15%
Cable	8%	18%	31%	25%	18%
Construction	15%	32%	39%	9%	5%
Dairy	22%	32%	33%	8%	6%
Education services	14%	22%	25%	24%	15%
Entertainment	12%	26%	30%	19%	14%
Fashion	8%	15%	47%	20%	10%
Finance	10%	20%	37%	19%	15%
Food manufacturing	14%	27%	37%	16%	6%
Health care	16%	23%	25%	24%	12%
Hotels	11%	30%	47%	9%	4%
Insurance	9%	16%	34%	24%	18%
Manufacturing	16%	31%	38%	10%	5%
News media	8%	17%	23%	23%	29%
Mining	13%	21%	43%	12%	11%
Oil and gas	13%	19%	24%	19%	26%
Pharmaceutical	11%	18%	26%	25%	19%
Book publishing	15%	27%	41%	12%	5%
Railroad	15%	30%	41%	10%	4%
Real-estate	9%	20%	42%	19%	10%
Restaurant	18%	41%	32%	5%	5%
Retail	10%	34%	40%	12%	3%
Shipping	15%	27%	43%	11%	4%
Technology	18%	34%	30%	12%	6%
Wireless carriers	11%	32%	34%	16%	7%
Textiles	11%	24%	53%	9%	4%
Tobacco	7%	11%	21%	19%	43%
Transportation	15%	28%	39%	12%	5%
Trucking	22%	30%	37%	8%	4%
Utilities	11%	20%	33%	23%	13%
Waste management	11%	28%	39%	16%	5%

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Television	12%	26%	32%	19%	11%
Professional sports	9%	21%	31%	19%	20%
Grocery	18%	33%	25%	17%	7%
Higher education	20%	26%	24%	17%	14%

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.