35. On another subject, for each of the following business sectors in the United States, please say whether your overall view of it is very positive, somewhat positive, neutral, somewhat negative or very negative. How about -- [RANDOM ORDER; EACH RESPONDENT RATES A RANDOMLY SELECTED LIST OF 13 INDUSTRIES]?

EACH ITEM BASED ON APPROXIMATELY--500-- NATIONAL ADULTS; ±6 PCT PTS

2014 Aug 7-10 ***(sorted by "net positive")***	Total positive	Neutral	Total Negative	**Net positive**
Restaurant industry	67	26	7	

C. Airline industry

Very
positive

Q.3

G. Education

Q.35 (INDUSTRY RATINGS) CONTINUED

I. Farming and agriculture

	Very positive	Some-what positive	Neutral	Some-what negative	Very negative	No opinion	*Total positive*
2014 Aug 7-10	24	36	26	10	2	1	*60*
2013 Aug 7-11	24	36	21	14	4	2	*60*
2012 Aug 9-12	19	33	25	14	6	3	*52*
2011 Aug 11-14	18	39	22	13	6	2	*57*
2010 Aug 5-8	21	32	24	12	6	4	*53*
2009 Aug 6-9	19	37	24	15	3	3	*56*
2008 Aug 7-10	13	37	27	15	4	4	*50*
2007 Aug 13-16	13	38	24	17	5	3	*51*
2006 Aug 7-10	20	36	25	13	2	4	*56*
2005 Aug 8-11	22	36	27	10	3	2	*58*
2004 Aug 9-11	19	31	34	9	3	4	*50*
2003 Aug 4-6	17	35	27	16	4	1	*52*
2002 Aug 5-8	16	35	28	12	4	5	*51*
2001 Aug 16-19	23	36	24	10	5	2	*59*

J. Grocery industry

Very positive	Some-what positive	[redacted]

Q.35 (INDUSTRY RATINGS) CONTINUED

K. Healthcare industry

Very positive	Some-what positive	Neutral	Some-what negative	Very negative	No opinion	*Total positive*

Q.35 (INDUSTRY RATINGS) CONTINUED

M. The legal field

	Very positive	Some-what positive	Neutral	Some-what negative	Very negative	No opinion	*Total positive*
2014 Aug 7-10	6						

Q.35

Q.35 (INDUSTRY RATINGS) CONTINUED

U. Sports industry

	Very positive	Some-what positive	Neutral	Some-what negative	Very negative	No opinion	*Total positive*
20MCI							

Q.35 (INDUSTRY RATINGS) CONTINUED

W. Television and radio industry

	Very positive	Some-what positive	Neutral	Some-what negative	Very negative	No opinion	*Total positive*
2014 Aug 7-10	13	28	25	20	13	*	*41*
2013 Aug 7-11	14	26	21	25	13	1	*40*
2012 Aug 9-12	11	26	25	24	12	1	*37*
2011 Aug 11-14	11	28	21	24	16	1	*39*
2010 Aug 5-8							

Q.35 (INDUSTRY RATINGS) CONTINUED

Y. The federal government

Very positive	Somewhat positive	Neutral	Somewhat negative