

Asked of half sample
 yo o t e t e y o t t o o t t n o t t n o
 yn t o o L A M

BASED ON --508-- NATIONAL ADULTS IN FORM A

<u>Aug -</u> <u>sorted y net positive</u>	<u>o</u> <u>o t t</u>	<u>o</u> <u>o t t</u>	<u>Net</u> <u>positive</u>
o t t n y	[[+49
t t n t n y		\	+46
t t n t n t c		\]	+35
oc y t n y			+31
t n n t n y			+28
t t t n y			+23
t t t n y			+22
Acco n t n		\ [+19
t t t t n t n y			+17
t t t on t n y	\	\	+12
t t t on t n t t o t n y			+8
o t n y]]		+8
A o t t n y	\	[+3
Mo t t n y			

Q.24 (INDUSTRY RATINGS) CONTINUED

FULL TRENDS: BUSINESS AND INDUSTRY SECTOR RATINGS

A. Accounting

	o y	o y	n y	n y	o n	Total positive
\ A]]		\	\]	35
μ A [μ	μ		\	\		34
] A \	[[\	[36
] A \ \ [μ	\	\	\	[40
[A \ \]		\	\	[42
A μ \ \	μ		\ \	\ \		42
A μ \ \	[μ	\	\		35
A []		\	\		45
A]]		\ μ	\	[31
\ A \ [μ	\		\	\		47

B. Advertising and public relations industry

	o y	o y	n y	n y	o n	Total positive
\ A]	[\ \		33
μ A [μ	[\ \	\	31
] A \	\		[\ \		27
] A \ \ [[μ	μ	\ \	\	35
[A \ \	[\ \		33
A μ \ \	μ	\]		30
A μ \ \	μ		\	\ \		33
A [μ		μ	\ μ]	41
A]]		μ	μ	μ	31
\ A \ [μ	\]]	μ		38

Q.24 (INDUSTRY RATINGS) CONTINUED

C. Airline industry

	Year	Overall	Domestic	International	Overall	Domestic	International	Total
A		[30
A	[[32
A	\	\						18
A	\ \ [30
[A	\	[33
A	\ \	[38
A	\ \	[38
A	[\						37
A	\	[31
A	\ [\	\	\	\	\	\	\	

Q.24 (INDUSTRY RATINGS) CONTINUED

F. Computer industry

	o	y	o	n	y	o	Total positive
	o	o	o	n	n	o	
\ A]				[60
A []							62
A \]							60
A \ \ [61
[A \]				[60
A \ \ \]							57
A \ \ \ \]				[60
A []						[70
A \]							62
\ A \ []							67

G. Education

	o	y	o	n	y	o	Total positive
	o	o	o	n	n	o	
\ A]							39
A []				[43
A \]							41
A \ \ [[47
[A \]							41
A \ \ \]							52
A \ \ \ \]							45
A []				[51
A \]							47
\ A \ []							50

Q.24 (INDUSTRY RATINGS) CONTINUED

H. Electric and gas utilities

	0 1 1	0 1 1	0 1 1	0 1 1	0 1 1	0 1 1	<i>Total positive</i>
\ A]]]			\	.	37
^ A [^		[\	\	31
] A \			\ ^]	\	\	27
A \ \ [[\ ^	\	31
[A \	[\	\	28
A] \ \	\ \			[\		36

Q.24 (INDUSTRY RATINGS) CONTINUED

K. Healthcare industry

	o y	o y	n	n	o	Total positive
\ A]]	\	\	\	.	29
μ A [μ]]	\	[\	36
] A \	\	\	\	μ]	27
A \ \ [[\	[\	.	28
[A \	\	\	\	μ	\	35
A μ \ \	\	\	[\]	32
A μ \ \	\	\	[\	\	33
A [\	\	\]	\	42
A]	\	\	\ μ]	\	30
\ A \ [μ	\	[\ μ	μ	.	37

L. Internet industry

	o y	o y	n	n	o	Total positive
\ A]]	\	\	\	.	50
μ A [μ	\	\	\	[\	51
] A \	\	\	\]	[49
A \ \ [\	\	\	\	.	54
[A \]	\	\	[[50
A μ \ \	\	\	\]	\	46
A μ \ \	\ [μ	[\]	45
A [\ [\	\	\	\	51
A]	\	μ	[\ [\	43
\ A \ [μ	\	\	[\	\	44

M. The legal field

	o y	o y	n	n	o	Total positive
\ A]	\	\]	[\	27
μ A [μ	[\ μ	\	[\	25
] A \	\	\]	\]	26
A \ \ [\	[\	\]	31
[A \]	\ μ	\	μ	\	27
A μ \ \	\	\	\	\	\	27
A μ \ \	[\]	\	\	27
A []]	\	\	\	36
A]	\	\	\	\	\	22
\ A \ [μ	\	\	\]	\	29

Q.24 (INDUSTRY RATINGS) CONTINUED

N. Movie industry

	2011	2012	2013	2014	2015	2016	Total positive
A	1	1					35
A	1		1				38
A		1					35
A	1	1	1	1	1	1	35

Q.24 (INDUSTRY RATINGS) CONTINUED

T. Retail industry

	o	y	o	n	y	o	Total positive
	o	o	o	n	n	o	
\ A]			[\]		44
^ A [^					\ ^		44
] A \		[[\		39
A \ \ [[^	\		51
[A \		\	\		^		53
A] \ \		\		\	\ \		52
A ^ \ \		\ \		\	\ \		54
A [\		^	\	\	54
A]		\			\ \		54
\ A \ [^		\			\		47

U. Sports industry

	o	y	o	n	y	o	Total positive
	o	o	o	n	n	o	
\ A]		\ \]]		\	38
^ A [^		\ \]]]]	\	\	39
] A \		\]]	\]]	\ \	36
A \ \ [\ \			\ \	\ \	35
[A \		\	\]]	^	45
A] \ \		\		[\	\	33
A ^ \ \		\		[\	\	39
A [\ []]	[]]	^	44
A]		\]]]]	\ \	\ \	35
\ A \ [^		\]]	\	\	38

V. Telephone industry

	o	y	o	n	y	o	Total positive
	o	o	o	n	n	o	
\ A]		\ \]]	\	41
^ A [^		\	\			\	41
] A \		^]]]]	\	39
A \ \ []]]]	[]]	^	46
[A \		\]	\]		^	\	43
A] \ \		\		\	\	[40
A ^ \ \		\]]]]]]		38
A [\ \		[\	\	43
A]		\			\		34
\ A \ [^		\	^		\		39

Q.24 (INDUSTRY RATINGS) CONTINUED

W. Television and radio industry

	o y	o y	n	n	o	Total positive
\ A]		[.	43
μ A [μ	\	μ	\		\	40
] A \] μ	μ			\	37
A \ \ [\	\	\		\	41
[A \	\		[\	41
A μ \ \	\		[\	35
A μ \ \	\			\	\	37
A [\] μ	.	45
A μ	\	\		μ	.	42
\ A \ [\ μ	\	\		\	.	42

X. Travel industry

	o y	o y	n	n	o	Total positive
\ A]] μ		\ [43
μ A [μ	μ	μ	\			42
] A \		μ	[\ μ] μ	34
A \ \ [] μ	μ	\	\ μ		42
[A \	\ μ		\			46
A μ \ \	\	[\			48
A μ \ \	\		μ	\	[50
A [\ μ		\			49
A μ	\ μ		\		[42
\ A \ [\ μ	\	μ	\	\		50

Y. The federal government

	o y	o y	n	n	o	Total positive
\ A]			\		\	26
μ A [μ	[\	\	\	29
] A \	\	\		[18
A \ \ [\ [\	μ	\ μ	21
[A \	[\ μ		\ μ		25
A μ \ \	[\	\		33
A μ \ \	μ			μ		34