

**GALLUP NEWS SERVICE**  
**GALLUP POLL SOCIAL SERIES:**  
**CRIME**

**-- FINAL TOPLINE --**

Timberline: 937614  
T: 453  
Princeton Job #: 21-10-012

October 1-19, 2021

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Results are based on telephone interviews conducted October 1-19, 2021 with a random sample of –823—adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is  $\pm 4$  percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2019 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2019 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact [galluphelp@gallup.com](mailto:galluphelp@gallup.com).

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29. Just off the top of your head, would you say you have a positive or negative image of each of the following. How about – [RANDOM ORDER]?

**2021 Oct 1-19**

*(ranked by “positive”)*

	<b>Positive</b>	<b>Negative</b>	<b>No opinion</b>
Small business	97	3	*
Free enterprise	84	13	2
Capitalism	60	38	3
Big business	46	53	1
Socialism	38	59	3
The federal government	38	62	1

### **FULL RESULTS AND TRENDS:**

#### **A. Free enterprise**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2021 Oct 1-19	84	13	2
2019 Oct 1-13	87	10	3
2018 Jul 30-Aug 5	79	17	4
2016 May 2-4	85	9	6
2012 Nov 18-19	89	7	4
2010 Jan 26-27	86	10	4

#### **B. Big business**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2021 Oct 1-19	46	53	1
2019 Oct 1-13	52	48	*
2018 Jul 30-Aug 5	50	49	2
2016 May 2-4	53	43	4
2012 Nov 18-19	58	39	3
2010 Jan 26-27	49	49	2

#### **C. Small business**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2021 Oct 1-19	97	3	*
2019 Oct 1-13	97	3	*
2018 Jul 30-Aug 5	92	7	1
2016 May 2-4	96	3	1
2012 Nov 18-19	95	4	1
2010 Jan 26-27	95	4	1

**Q.29 (IMAGES OF BUSINESS CONCEPTS) CONTINUED****E. Capitalism**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2021 Oct 1-19	60	38	2
2019 Oct 1-13	60	35	4
2018 Jul 30-Aug 5	56	40	4
2016 May 2-4	60	34	5
2012 Nov 18-19	61	31	8
2010 Jan 26-27	61	33	7

**F. Socialism**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2021 Oct 1-19	38	59	3
2019 Oct 1-13	39	57	3
2018 Jul 30-Aug 5	37	58	5
2016 May 2-4	35	58	7
2012 Nov 18-19	39	54	8
2010 Jan 26-27	36	58	6

**G. The federal government**

	<u>Positive</u>	<u>Negative</u>	<u>No opinion</u>
2021 Oct 1-19	38	62	1
2019 Oct 1-13	38	60	2
2018 Jul 30-Aug 5	39	59	2
2016 May 2-4	44	52	3
2012 Nov 18-19	51	46	3
2010 Jan 26-27	46	51	3

**GALLUP POLL SOCIAL SURVEY**  
**October 2021**  
**Public Release Data**

**QN29A: Image of Free Enterprise BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	823	454	369	581	223	155	220	429	367	281	172	234	335	222	328	277	190
	Weighted n	823	406	417	541	268	221	261	328	290	231	301	217	360	215	297	301	202
Positive		694	359	334	465	217	176	225	283	266	194	233	186	293	190	256	262	161
		84%	89%	80%	86%	81%	79%	86%	86%	92%	84%	77%	85%	82%	88%	86%	87%	80%
Negative		109	38	71	64	45	34	33	41	22	30	57	29	51	24	35	30	39
		13%	9%	17%	12%	17%	15%	13%	12%	8%	13%	19%	13%	14%	11%	12%	10%	19%
(DK)/(Refused)		20	9	11	13	7	12	4	3	1	8	11	3	15	1	6	9	1
		2%	2%	3%	2%	2%	5%	1%	1%	0%	3%	4%	1%	4%	1%	2%	3%	1%

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**QN29B: Image of Big Business BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	823	454	369	581	223	155	220	429	367	281	172	234	335	222	328	277	190
	Weighted n	823	406	417	541	268	221	261	328	290	231	301	217	360	215	297	301	202
Positive		379	199	180	237	136	104	122	148	116	104	158	132	165	72	171	140	61
		46%	49%	43%	44%	51%	47%	47%	45%	40%	45%	53%	61%	46%	34%	58%	46%	30%
Negative		433	201	232	302	124	114	136	176	172	125	136	84	193	140	124	159	136
		53%	49%	56%	56%	46%	52%	52%	54%	59%	54%	45%	39%	54%	65%	42%	53%	68%
(DK)/(Refused)		12	6	5	3	8	3	4	4	2	3	6	1	2	3	1	3	4
		1%	2%	1%	0%	3%	1%	2%	1%	1%	1%	2%	1%	1%	1%	0%	1%	2%

**GALLUP POLL SOCIAL SURVEY**  
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**QN29C: Image of Small Business BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	823	454	369	581	223	155	220	429	367	281	172	234	335	222	328	277	190
	Weighted n	823	406	417	541	268	221	261	328	290	231	301	217	360	215	297	301	202
Positive		800	390	410	532	254	219	255	314	286	227	286	211	349	210	289	293	196
		97%	96%	98%	98%	95%	99%	98%	96%	99%	98%	95%	97%	97%	97%	97%	97%	97%
Negative		21	14	7	8	13	2	5	13	3	3	14	6	9	6	8	8	5
		3%	4%	2%	2%	5%	1%	2%	4%	1%	1%	5%	3%	2%	3%	3%	3%	3%
(DK)/(Refused)		2	2	0	1	1	0	1	1	1	0	1	-	2	-	0	-	1
		0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	-	0%	-	0%	-	0%

**GALLUP POLL SOCIAL SURVEY**  
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**QN29E: Image of Capitalism BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	823	454	369	581	223	155	220	429	367	281	172	234	335	222	328	277	190
	Weighted n	823	406	417	541	268	221	261	328	290	231	301	217	360	215	297	301	202
Positive		491	270	221	351	134	119	156	208	201	128	163	156	214	108	222	178	85
		60%	67%	53%	65%	50%	54%	60%	64%	69%	55%	54%	72%	59%	50%	75%	59%	42%
Negative		309	124	185	179	123	95	101	110	87	94	127	59	134	106	71	115	112
		38%	30%	44%	33%	46%	43%	38%	34%	30%	41%	42%	27%	37%	49%	24%	38%	55%
(DK)/(Refused)		23	12	11	12	11	8	5	9	2	9	11	3	12	1	4	7	5
		3%	3%	3%	2%	4%	3%	2%	3%	1%	4%	4%	1%	3%	1%	1%	2%	2%

**GALLUP POLL SOCIAL SURVEY**  
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**Public Release Data**

**QN29F: Image of Socialism BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	823	454	369	581	223	155	220	429	367	281	172	234	335	222	328	277	190
	Weighted n	823	406	417	541	268	221	261	328	290	231	301	217	360	215	297	301	202
Positive		316	136	180	165	145	103	110	100	116	68	131	21	142	140	51	118	140
		38%	34%	43%	31%	54%	47%	42%	31%	40%	30%	44%	10%	40%	65%	17%	39%	69%
Negative		484	259	224	364	112	111	147	217	172	155	156	196	204	69	242	173	57
		59%	64%	54%	67%	42%	50%	56%	66%	59%	67%	52%	90%	57%	32%	82%	58%	28%
(DK)/(Refused)		23	11	13	12	11	8	4	11	2	8	13	-	13	6	3	10	5
		3%	3%	3%	2%	4%	3%	2%	3%	1%	3%	4%	-	4%	3%	1%	3%	2%

**GALLUP POLL SOCIAL SURVEY**  
**October 2021**  
**Public Release Data**

**QN29H: Image of Federal Government BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	823	454	369	581	223	155	220	429	367	281	172	234	335	222	328	277	190
	Weighted n	823	406	417	541	268	221	261	328	290	231	301	217	360	215	297	301	202
Positive		310	153	156	169	140	90	100	117	119	81	109	32	120	139	58	132	110
		38%	38%	38%	31%	52%	41%	38%	36%	41%	35%	36%	15%	33%	65%	19%	44%	55%
Negative		507	251	256	368	126	131	161	207	170	148	189	185	235	75	239	166	90
		62%	62%	61%	68%	47%	59%	62%	63%	59%	64%	63%	85%	65%	35%	80%	55%	45%
(DK)/(Refused)		7	2	5	5	2	1	1	5	2	2	3	-	5	1	0	4	2
		1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	-	1%	0%	0%	1%	1%