

*AEI PUBLIC OPINION STUDIES*

**Taking Stock of Business:**  
**Public Opinion After the Corporate Scandals**  
(Updated May 26, 2006)

Compiled by Karlyn H. Bowman, Resident Fellow and Adam Foster, Staff/Research Assistant

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**CONFIDENCE:** *More than a dozen corporate scandals have unfolded since December 2001. How have ordinary Americans reacted? One answer can be provided by the performance of the stock market. Another indicator is public opinion. This report reviews changes in public opinion about business.*

*Three pollsters - Gallup, the National Opinion Research Center, and Harris Interactive - have asked questions about confidence in business for thirty years, and their results are shown below. Gallup shows the proportion expressing a great deal or quite a lot of confidence in big business dropping from 28 percent in the spring of 2001 to 20 percent in the spring of 2002. In 2005, high confidence had edged up barely to 22 percent. Harris's question shows that just 13 percent in 2006 placed a great deal of confidence in the people in charge of running major companies. Twenty-five percent said they had hardly any confidence. The low ratings thus far this decade stand in stark contrast to the ratings for business (and many other key institutions) in the good economic times of the late 1990s.*

QUESTION: Now I'm going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one—a great deal, quite a lot, some, or very little...big business?

Big Business

		Great Deal/Quite A Lot	Some	Very Little
Gallup	1973	26	36	30
Gallup	1975	34	36	25
Gallup	1977	33	34	27
Gallup	1978	27	38	30
Gallup	1979	32	37	28
Gallup	1980	29	39	28
Gallup	1981	24	35	36
Gallup	1983	28	39	28
Gallup	1985	32	41	24
Gallup	1986	28	40	28
Gallup	1988	25	42	30
Gallup	1990	25	40	31
Gallup	1991	22	42	32
Gallup	1993	23	44	31
Gallup	1994	26	42	30
Gallup	1995	21	50	26
Gallup	1996	24	46	28
Gallup	1997	28	43	27
Gallup	1998	31	42	24
Gallup	1999	30	44	25
Gallup	2000	29	45	24
Gallup	2001	28	44	26
Gallup	2002	20	47	32
Gallup	2003	22	44	31
Gallup	2004	24	42	33
Gallup	2005	22	45	29

SOURCE: Surveys by the Gallup Organization.

QUESTION: As far as people in charge of running...major companies...are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?

People in Charge of Running Major Companies

		Great Deal	Only Some	Hardly Any
1966	Harris	55	35	5
1967	Harris	47	32	6
1971	Harris	27	50	15
1972	Harris	27	44	21
1973	Harris	28	52	16
1974	Harris	16	48	33
1975	Harris	20	48	25
1976	Harris	19	51	23
1977	Harris	20	51	23
1978	Harris	23	55	17
1979	Harris	17	51	27
1980	Harris	16	54	27
1981	Harris	16	60	22
1982	Harris	17	60	20
1983	Harris	18	61	19
1984	Harris	21	58	18
1985	Harris	18	63	18
1986	Harris	17	60	20
1987	Harris	22	61	14
1988	Harris	16	60	23
1989	Harris	17	60	23
1990	Harris	15	68	16
1991	Harris	16	63	18
1992	Harris	11	63	24
1993	Harris	17	65	16
1994	Harris	20	59	18
1995	Harris	23	60	16
1996	Harris	21	59	18
1997	Harris	21	57	19
1998	Harris	21	58	17
1999	Harris	23	59	15
2000	Harris	28	56	13
2001	Harris	20	63	13
2002	Harris	16	56	24
2002	Harris	13	51	31
2003	Harris	-	-	-
2004	Harris	12	55	30
2005	Harris	17	59	24
2006	Harris	13	62	25

SOURCE: Surveys by Harris Interactive.

QUESTION: Now I'd like your views on some groups and organizations. As I read from a list, please tell me which category best describes your overall opinion of what I name. Would you say your overall opinion of business corporations is very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

Business Corporations

	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable
Jun. 1985	8	50	24	7
Jan. 1988	6	53	27	5
Nov. 1991	8	57	22	6
Jul. 1994	8	62	19	5

Oct. 1995	6	54	29	7
Feb1996*	9	50	24	10
Jun1996*	10	52	25	6
May1997*	9	50	21	7
Jun1997*	8	61	18	7
Aug.1997*	7	63	19	6
Sept. 1999	8	65	19	3
Mar. 2001	9	56	19	6
Jul. 2001+	9	50	21	6
Mar. 2002	10	52	23	6
Jul. 2005	9	40	29	11
Oct. 2005	8	37	29	16
Dec. 2005	9	48	25	10

Note: \*Question wording began, "I'd like your opinion of some people and organizations..." +Question wording began, "I'd like your opinion of some groups and organizations in the news...?"

SOURCE: Surveys by the Pew Research Center.

QUESTION: I'm going to name some institutions in this country. As far as the people running these institutions are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them...major companies?

People Running Major Companies		Great Deal	Only Some	Hardly Any
1966	NORC	-	-	-
1967	NORC	-	-	-
1971	NORC	-	-	-
1972	NORC	-	-	-
1973	NORC	29	53	11
1974	NORC	31	51	14
1975	NORC	19	54	21
1976	NORC	22	51	22
1977	NORC	27	56	12
1978	NORC	22	58	16
1979	NORC	-	-	-
1980	NORC	27	53	14
1981	NORC	-	-	-
1982	NORC	23	58	14
1983	NORC	24	59	13
1984	NORC	31	57	9
1985	NORC	-	-	-
1986	NORC	24	62	10
1987	NORC	30	58	8
1988	NORC	25	60	11
1989	NORC	24	60	10
1990	NORC	25	61	11
1991	NORC	20	62	13
1992	NORC	-	-	-
1993	NORC	21	63	12
1994	NORC	25	61	10
1995	NORC	-	-	-
1996	NORC	23	59	14
1997	NORC	-	-	-
1999	NORC	26	57	13
2000	NORC	-	-	-
2001	NORC	28	57	11
2002	NORC	-	-	-
2003	NORC	17	63	18

SOURCE: Surveys by The National Opinion Research Center.

QUESTION: In general, how would you rate the job being done by....?

	Excellent	Good	Fair	Poor
1993				
Corporate America	4	39	44	11
Labor Unions	4	30	39	23
August 2005				
Corporate America	7	32	39	21
Labor Unions	7	25	47	18

SOURCE: Surveys by Harris Interactive.

QUESTION: How much confidence do you, yourself have in large business corporations..a great deal, quite a lot, some, or very little?

Large Business Corporations		Great Deal	Quite a lot	Some	Very little
	Sep. 1981*	9	17	40	31
	Dec. 1983*	10	22	36	30
	Sep. 1990	11	15	42	29
	Jan. 1991	8	16	49	25
	Oct. 1991	9	13	45	31
	Nov. 1991	11	15	47	26
	Apr. 1992*+	9	12	51	25
	Jun. 2002	9	15	43	33
	Jul. 2002*^	6	10	47	35
	Jul. 2002*+	4	11	45	37

Note: \*Question was asked about "big business."

+Question asked by CBS News/*New York Times*. ^Question asked by CBS News.

When asked by CBS, question wording is: "How much confidence do you have in big business.. A great deal, quite a lot, some, or very little?"

SOURCE: Surveys by ABC News/*Washington Post*.

QUESTION: How much confidence do you have in business living up to its responsibility to the American public—a great deal of confidence, some confidence, or no real confidence?

Business Living up to its Responsibility		Great Deal	Some	None
Oct. 1979	Yankelovich	14	57	25
Oct. 1995	Pew	10	65	23
Jun. 2002	Pew	10	52	35

SOURCE: Surveys by Yankelovich, Skelly and White and the Pew Research Center.

**WALL STREET:** Opinions of Wall Street have been mixed as long as pollsters have measured them. The Harris trend on confidence in the people in charge of running Wall Street shows a sharp rise in high confidence in the late 1990s followed by a sharp drop when the question was asked in December 2002. In February 2006, 15 percent had a great deal of confidence in the people in charge of running Wall Street, 56 percent only some, and 24 percent hardly any. Views about whether Wall Street benefits or harms the country have stayed pretty stable since the question was asked for the first time in 1996. In February 2006, the last time this question was asked, 73 percent expressed a positive opinion. Seventy-one percent in 2006 also said that Wall Street is absolutely essential because it provides the money business must have for investment. At the same time, however, a majority of those surveyed say (as they have in earlier iterations of the question since 1996) that most people on Wall Street would be willing to break the law if they believed they could make a lot of money and get away with it. The view that people on Wall Street are as honest and moral as other people has dropped since 1997, when 51 percent gave that response. Only 41 percent agreed in 2006. When asked in June 2002 by Fox News and Opinion Dynamics whom they trusted more, 42 percent answered Congress, 15 percent Wall Street, and a quarter volunteered "neither."

QUESTION: As far as people in charge of running Wall Street are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?

People in Charge of Running Wall Street

	Great deal	Only some	Hardly any
1977	19	NA	NA
1978	15	NA	NA
1980	12	NA	NA
1981	13	53	22
1987	12	59	21
1988	10	58	29
1989	8	58	30
1990	9	55	31
1991	9	57	26
1992	12	56	26
1993	14	63	19
1994	16	58	17
1995	14	61	19
1996	18	59	19
1997	19	57	17
1998	19	56	15
1999	30	NA	NA
2000	30	46	11
2001	23	51	11
2002 (Jan)	19	54	18
2002 (Dec)	12	50	31
2004	17	50	23
2005	15	59	23
2006 (Feb.)	15	56	24

SOURCE: Surveys by Harris Interactive

QUESTION: The words “Wall Street” are often used to describe the nation’s largest banks, investment banks, brokerage and other financial institutions. Overall, would you say Wall Street benefits the country a lot, benefits the country somewhat, harms the country somewhat, or harms the country a lot?

	Benefits Country A lot	Benefits somewhat	Harms somewhat	Harms a lot
1996	19	51	16	6
1997	27	53	10	3
1998	22	51	16	3
1999	24	48	11	3
2000	22	47	13	3
2002	23	43	17	7
2003	24	44	11	5
2006	22	51	17	6

SOURCE: Surveys by Harris Interactive.

QUESTION: Please say if you tend to agree or disagree with the following statements about Wall Street?

*Wall Street is absolutely essential because it provides the money businesses must have for investment.*

	Agree	Disagree
1996	69	25
1997	69	27
1998	73	24
1999	69	23
2000	72	21
2002	66	26
2003	62	24
2006	71	25

*Most people on Wall Street would be willing to break the law if they believe they could make a lot of money and get away with it.*

	Agree	Disagree
1996	64	33
1997	56	40
1998	56	41
1999	60	34
2000	60	33
2002	61	34
2003	54	34
2006	63	35

*Wall Street only cares about money and absolutely nothing else.*

	Agree	Disagree
1996	57	39
1997	48	48
1998	57	39
1999	56	37
2000	57	36
2002	56	40

2003	53	35
2006	59	38

*Wall Street is dominated by greed and selfishness.*

	Agree	Disagree
1996	61	34
1997	52	43
1998	55	41
1999	51	41
2000	52	39
2002	57	37
2003	51	36
2006	60	37

*Most successful people on Wall Street deserve to make the kind of money they earn.*

	Agree	Disagree
1996	40	55
1997	51	44
1998	48	47
1999	45	46
2000	42	50
2002	36	58
2003	37	51
2006	40	56

*In general, what is good for Wall Street is good for the country.*

	Agree	Disagree
1997	39	57
1998	43	53
1999	42	51
2000	41	52
2002	40	55
2003	39	47
2006	37	60

*In general, people on Wall Street are as honest and moral as other people.*

	Agree	Disagree
1996	43	52
1997	51	45
1998	49	47
1999	39	51
2000	35	56
2002	35	57
2003	35	50
2006	41	54

SOURCE: Surveys by Harris Interactive.

QUESTION: Who do you trust more --Congress or wall Street?

	Congress	Wall Street	Neither
Trust More	42	15	25

SOURCE: Survey by Fox News/Opinion Dynamics, June 2002.

***PRESTIGE & HONESTY:*** *Business executives have never enjoyed great occupational prestige, and in the Harris poll below, they are at the low end of the scale, on par with entertainers, union leaders, journalists, bankers, and accountants. In 2005, 16 percent of those surveyed by Gallup said business executives had high honesty and ethical standards. Americans do not have high confidence in the honesty and ethical standards of most corporate executives. This isn't new.*

QUESTION: I am going to read off a number of different occupations. For each, would you tell me if you feel it is an occupation of very great prestige...?

<b>Very Great Prestige</b>	1977	1982	1992	1997	1998	2000	2001	2002	2003
Doctor	61	55	50	52	61	61	61	50	52
Scientist	66	59	57	51	55	56	53	51	57
Teacher	29	28	41	49	53	53	54	47	49
Minister/Clergyman	41	42	38	45	46	45	43	36	38
Military Officer	NA	22	32	29	34	42	40	47	46
Police Officer	NA	NA	34	36	41	38	37	40	42
Member of Congress	NA	NA	24	23	25	33	24	27	30
Engineer	34	30	37	32	34	32	36	34	28
Architect	NA	NA	NA	NA	26	26	28	27	24
Lawyer	36	30	25	19	23	21	18	15	17
Athlete	26	20	18	21	20	21	22	21	17
Entertainer	18	16	17	18	19	21	20	19	17
Union leader	NA	NA	12	14	16	16	17	14	15
Journalist	17	16	15	15	15	16	18	19	15
<b>Business Executive</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>16</b>	<b>18</b>	<b>15</b>	<b>12</b>	<b>18</b>	<b>18</b>
Banker	17	17	17	15	18	15	16	15	14
Accountant	NA	13	14	18	17	14	15	13	15

	2004	2005
Doctor	52	54
Scientist	52	56
Teacher	48	47
Minister/Clergyman	32	36
Military Officer	47	49
Police Officer	40	40
Member of Congress	31	26
Engineer	29	34
Architect	20	27
Lawyer	17	18
Athlete	21	23
Entertainer	16	18
Union Leader	16	15
Journalist	14	14
<b>Business Executive</b>	<b>19</b>	<b>15</b>
Banker	15	15
Accountant	10	13

Note: In 2003, “fireman” (55 percent), “nurse” (47 percent), “actor” (13 percent), “stockbroker” (8 percent),

and “real estate broker/agent” (6 percent) were asked for the first time. Prior to 2002, question asked about the prestige of “businessman” and “policeman.”

SOURCE: Surveys by Harris Interactive.

QUESTION: If you were getting professional help or advice from each of the following, how much would you trust them to give you advice which was best for you?

Mar. 17-21, 2006

	Completely	Somewhat	Not at all
A doctor	50	43	4
A dentist	47	44	4
A nurse	46	46	3
An accountant	28	58	7
A lawyer	18	62	14
A banker	16	67	12
A financial advisor	16	64	12
A mechanic	12	68	14
An insurance agent	9	63	21
A real estate agent	7	65	20
A stockbroker	6	57	25

SOURCE: Surveys by Harris Interactive.

QUESTION: Please tell me how you would rate the honesty and ethical standards of people in these different fields – very high + high...?

	Honesty and Ethical Standards as High and Very High			
	Business Executives	College Teachers	Policemen	Advertising Practitioners
1981	19	45	44	9
1983	18	47	41	9
1985	23	53	47	12
1988	16	54	47	7
1990	25	51	49	12
1991	21	45	43	12
1992	18	50	42	10
1993	20	52	50	8
1994	22	50	46	12
1995	19	52	41	10
1996	17	56	49	11
1997	20	55	49	12
1998	21	53	49	10
1999	23	52	52	9
2000	23	59	55	10
2001	25	58	68	11
2002 (Feb.)	16	57	61	14
2002 (Nov.)	17	NA	59	9
2003	18	59	59	12
2004	20	NA	60	10
2005	16	NA	61	11

Note: Selected professions shown.

SOURCE: Surveys by the Gallup Organization.

QUESTION: Would you say that each of the following phrases does or does not apply to the people who run most companies? How about...honest and ethical?

People Who Run  
Most Companies  
Are

Honest and Ethical

No, does not apply

Jun. 2002

54

44

SOURCE: Survey by the Gallup Organization/UBS.

QUESTION: Now I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one – a great deal, quite a lot, some, or very little?

May 21-23, 2004 Gallup/CNN/USA Today

	Great deal	Quite a lot	Some	Very little	none
The Military	36	39	19	5	--
The police	24	40	26	10	--
The Church or organized religion	26	27	28	15	2
Banks	17	36	36	10	2
The Presidency	23	29	25	20	2
The U.S. Supreme Court	16	30	37	14	1
The Medical system	15	29	37	17	1
The public schools	16	25	39	18	1
The Criminal justice system	10	24	42	22	1
Organized labor	12	19	43	22	2
Congress	11	19	48	20	1
Television news	11	19	40	26	3
Newspapers	9	21	44	23	2
<b>Big business</b>	<b>7</b>	<b>17</b>	<b>42</b>	<b>30</b>	<b>3</b>
Health Maintenance organizations	6	12	39	36	4

QUESTION: For each of the following, please tell me how you would rate their moral and ethical standards - as excellent, good, fair, or poor?

Moral and Ethical Standards

July 2002	Excellent	Good	Fair	Poor
Members of Bush administration	8	38	34	17
Religious leaders	7	33	33	27
The news media	5	26	35	31
Accountants	3	29	37	23
Congress	3	26	46	22
<b>CEOs of major corporations</b>	<b>2</b>	<b>19</b>	<b>33</b>	<b>39</b>
<b>Stockbrokers</b>	<b>1</b>	<b>17</b>	<b>39</b>	<b>32</b>

SOURCE: Survey by Harris Interactive.

QUESTION: Compared with the average person, do you think the typical CEO of a major corporation is more honest and ethical or less honest and ethical?

More Honest and  
Ethical Than Average Person

Less Honest and Ethical

July 2002

14

71

SOURCE: Survey by Harris Interactive/Time/CNN.

QUESTION: Do you think most American corporate executives are honest, or not?

Most American Executives Are	Honest	Not Honest
May 1985*	32	55
Jul. 2002 +	27	67

Note: \*Survey done by CBS News/*New York Times*. +In a separate question, when asked, "Do you think American business executives share the moral values most Americans try to live by or don't they?," 27 percent said they did share those moral values and 64 percent said that they did not share them.

SOURCE: Survey by CBS News.

QUESTION: How much of the time do you think you can trust the executives in charge of major companies in this country to do what is right - just about always, most of the time, only some of the time, or hardly ever?

	Trust Executives in Charge of Major Corporations to do What's Right			
	Almost always	Most of the Time	Only Some	Hardly Ever
Mar. 2004	1	22	52	23

Note: In a CBS News/NYT Poll taken in July 2004 about trusting the government in Washington to do what's right, 4% said they could trust just about always; 36% most of the time; 56% only some of the time; 3% never.

SOURCE: Survey by the *Los Angeles Times*.

QUESTION: How much of the time do you think you can trust corporations in this country to do what is right?

	Just about always	Most of the time	Some of the time	Never
June 2005	3	23	69	4

SOURCE: Survey by Princeton Survey Research Associates.

QUESTION: These days, whose interests do business corporations put first? The interests of...

	Stockholders	Top Executives	Employees	Customers	Interests of Their Communities
June 2005	37	43	4	4	6

SOURCE: Survey by Princeton Survey Research Associates.

QUESTION: In your opinion, whose interests should business corporations put first? The interests of...

	Stockholders	Top Executives	Employees	Customers	Interests of Their Communities
June 2005	12	3	31	35	14

SOURCE: Survey by Princeton Survey Research Associates.

QUESTION: Would you say that corporations generally pursue profits at the expense of loyalty to employees, or that companies generally do a good job of balancing profits and loyalty to employees?

	Profits	Balancing Profits and Loyalty
June 2005	63	28

SOURCE: Survey by Princeton Survey Research Associates.

QUESTION: Would you say top executives of larger corporations taking improper action to help themselves at the expense of the corporation—is very widespread, is somewhat widespread, only happens occasionally, or never happens in the business world?

	Very Widespread	Somewhat Widespread	Happens Occasionally	Never Happens
Jul. 2002	43	39	14	1

SOURCE: Survey by the Gallup Organization.

QUESTION: Which of following statements comes closer to your view: “Cases of wrongdoing among chief executives of major corporations represent a problem of a few corrupt individuals in a system that is mostly honest and above board,” or “Cases of wrongdoing among chief executives of major corporations is a widespread problem in which many business executives are taking advantage of a system that is failing?”

	A Few Corrupt Individuals	Many
Mar. 2004	40	50

SOURCE: Survey by the *Los Angeles Times*.

QUESTION: There’s been a lot of news recently about individuals and corporations committing white collar crimes to make a dishonest profit for themselves and their companies. How often do you think this happens in American business—very often, occasionally, or hardly ever?

Individuals and Corporations Commit White Collar Crimes	Very Often	Occasionally	Hardly Ever
May 1985	59	34	3
Jul. 2002	57	39	2
Jul. 2002	62	32	3

SOURCE: Surveys by CBS News/*New York Times*.

QUESTION: Which of these would you most like to see one of your children grow up to be...?

	1992	2002
President of a university	38	37
<b>Head of a large corporation</b>	<b>28</b>	<b>16</b>
Other*	--	16

Sports star	11	9
President of the U.S.	7	10
Movie star	4	7

Note: \*Volunteered response.

SOURCE: Surveys by Harris Interactive.

**THE SCANDALS:** *The proportion saying that they were following news about the business scandals very closely rose from a low of 11 percent in December 2001 to a high of 31 percent in July 2002. In October 2002 when 29 percent said they were following this subject closely, the issue ranked sixth of seven issues the Pew Research Center for the People & the Press inquired about. In November 2003, when Pew asked about the Wall Street scandals involving mutual fund managers, 15 percent said they were following the story closely. It ranked ninth of ten items Pew inquired about. Since late 2001, no more than 7 percent of those surveyed by Gallup have ever mentioned "corporate corruption" spontaneously as the most important problem facing the nation. This low level of intense interest may be one reason why the 2002 exit poll of voters leaving the polls conducted by the network consortium Voter News Service showed that only 5 percent of voters checked "corporate reform" on their exit poll ballots as the most important issue to them in casting their vote. They split their votes, 47 percent for Republican candidates and 49 percent for Democratic ones. Other issues such as the economy (34 percent), health care (16 percent), education (15 percent), terrorism (14 percent), and Social Security (13 percent) were more important to voters. A report in November 2003 by the Pew Research Center for the People & the Press concluded that the business scandals have had a "minimal impact" on public opinion. We offer data to support that view on the next few pages.*

QUESTION: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely...Recent business scandals involving WorldCom and other major U.S. corporations?

	Very closely	Fairly closely	Not too closely	Not at all closely
Dec. 2001 *	11	23	28	36
Jan. 2002 *	19	24	20	35
Feb. 2002+	28	33	19	19
Jul. 2002	31	33	18	17
Jul. 2002	29	34	19	17
Sep. 2002 ^	28	33	22	16
Oct. 2002 ^	29	37	19	14
Nov. 2003#	15	24	27	33

Note: \*The story was described as "The bankruptcy of the Enron Corporation and its impact on the retirement investments of Enron employees." +The story was described as "The ongoing investigation into the bankruptcy of the Enron Corporation."

^The story was described as "news about business scandals and corporate corruption." #In November 2003, Pew asked how closely people were following "Wall Street scandals involving mutual fund managers."

SOURCE: Surveys by the Pew Research Center.

QUESTION: Now, I'm going to read you a list of things that happened in the last year. Aside from the terrorist attack on September 11<sup>th</sup>, which two of the following made the biggest impression on you personally?

June 2002

<b>Enron's collapse and many of their employees losing their pensions</b>	<b>26</b>
The Catholic Church and pedophile priests	25
<b>CEOs enriching themselves at the expense of their companies</b>	<b>20</b>
The FBI and CIA and the intelligence failure before September 11th	20
The Red Cross not distributing all the money it collected to the victims of September 11th	19
<b>Companies using shady accounting practices to overvalue their stock and hurting investors</b>	<b>18</b>
The wave of suicide bombings in Israel	18
America's success against the Taliban in Afghanistan	17

SOURCE: Survey by Public Opinion Strategies ( R ) and Greenberg, Quinlan, and Rosner Research (D) for National Public Radio.

QUESTION: There have been a number of stories in the news lately that have caused people to lose confidence in institutions that Americans used to have great faith in. Which one or two of these stories have most undermined your confidence in the institutions involved?

April 2002

	Total
Religious leaders like those in the Catholic Church who did not dismiss priests who abused children	38
Leaders of charities like the Red Cross mishandling donations after September 11	23
<b>Leaders in accounting firms like Arthur Anderson destroying work they had done in their audits.</b>	<b>17</b>
Olympic judges making special deals rather than judging the athletes on their performance.	7

SOURCE: NBC News/Wall Street Journal.

QUESTION: Which scandal do you find more disturbing...the one involving the Catholic Church or the one surrounding the collapse of the Enron Corporation?

	More Disturbing Scandal	
	Catholic Church	Enron
April 2-3, 2002 Fox News/Opinion Dynamics	47	27

SOURCE: Survey by Fox News/Opinion Dynamics. \_\_\_\_\_

QUESTION: Which one issue mattered most in deciding how you voted for U.S. House...Corporate reform, health care, Social Security, economy, Iraq, terrorism, education?

Nov. 2002	Issue mattered most
Economy	34
Health care	16
Education	15
Terrorism	14
Social Security	13
<b>Corporate reform*</b>	<b>5</b>

NOTE: Exit poll of voters leaving the polling booths. \*Among voters who said “corporate reform” was the issue that mattered most in deciding their vote, 49 percent voted for the Democratic candidate for the U.S. House and 47 percent voted for the Republican candidate.

SOURCE: Survey conducted by Voter News Service.

*One reason the scandals have not made much of a mark on public opinion may stem from Congress's attempt to address the problems unearthed by them, but we are skeptical that this is a full explanation. Other interpretations seem more compelling. Americans have long doubted the honesty and ethical standards of people who run major companies. In a Zogby International poll taken in July 2002, 28 percent said the recent revelations of fraudulent and misleading financial reporting were relatively new incidents; 64 percent said this behavior had always been commonplace. "Business as usual" may not interest the public much.*

QUESTION: Which of the following best describes your view of the current accounting scandals involving major American corporations: These scandals are isolated incidents of wrong doing involving a small number of companies or these scandals are not isolated incidents of wrong doing and may indicate a pattern of deception on the part of a large number of companies?

	Isolated incidents	Not Isolated, May Indicate a Pattern of Deception
Jul. 2002	20	72

SOURCE: Survey by Harris Interactive.

QUESTION: Do you think the problem of corporate corruption has gotten worse in the past few years, or has it always been like this?

	Gotten worse in past few years	Always like this
Jul. 2002	47	50

SOURCE: Survey by the Gallup Organization

QUESTION: The recent scandals involving Enron, WorldCom Inc., and Martha Stewart have created negative perceptions of Wall Street and the investment business. Which of the following statements, A or B, comes closer to your opinion? Statement A: The recent revelations of fraudulent and misleading financial reporting by major corporations and investment brokers are relatively new incidents that have raised unfair alarms in what is generally an honest and ethical industry. Statement B: Fraudulent and misleading financial reporting by major corporations and investment brokers has always been commonplace among Wall Street insiders and will continue to occur frequently, despite the negative publicity?

	Relatively new incidents	Always been commonplace
Jul. 2002	28	64

SOURCE: Survey by Zogby International.

*The scandals may also have had a limited impact on public opinion because large majorities of Americans believed the kind of misdeeds they were reading about and watching on television would not happen at their own companies. More than 80 percent in six polls conducted by Gallup and UBS since April 2002, for example, say that the people who run their companies are honest and ethical. Only small numbers of people have little or no trust in the management practices where they work.*

QUESTION: Would you say that each of the following phrases does or does not apply to the people who run most companies/your company...?

	-----Most Companies-----		-----My Company-----	
	Yes, applies	No, does not apply	Yes, applies	No, does not apply
<i>Good leaders</i>				
Apr. 2002	NA	NA	81	17
Jun. 2002	67	30	82	17
Jul. 2002	59	36	75	23
Aug. 2002	61	37	77	22
Sep. 2002	60	36	78	20
Feb. 2003	63	32	80	18
<i>Honest and ethical</i>				
Apr. 2002	NA	NA	86	11
Jun. 2002	54	44	87	11
Jul. 2002	48	47	83	15
Aug. 2002	50	48	84	15
Sep. 2002	53	43	87	12
Feb. 2003	56	40	88	10
<i>Worth the Money They Earn</i>				
Apr. 2002	NA	NA	71	24
Jun. 2002	41	56	73	24
Jul. 2002	36	59	69	27
Aug. 2002	40	57	67	29
Sep. 2002	40	56	71	25
Feb. 2003	47	48	70	26

SOURCE: Surveys by the Gallup Organization.

QUESTION: How much do you personally trust your company to keep its promises to you and other employees—a lot, only somewhat, or not at all?

Trust Your Company To Keep Promises To You

	A lot	Only somewhat	Not at all
Aug. 1989 Harris	43	48	8
Jan. 1997 Harris	45	37	14
Jan. 2002 Gallup	50	39	8

SOURCE: Surveys by Harris Interactive and the Gallup Organization.

QUESTION: How much would you say you trust the people who run your company—a great deal, a moderate amount, not much, or not at all?

Trust People Who Run Your Company

	Great deal	Moderate amount	Not much	Not at all
Apr. 2002	49	37	9	4
Jun. 2002	46	43	8	3

SOURCE: Surveys by the Gallup Organization/UBS.

QUESTION: How much would you say you trust the people who handle the finances/accounting at your company—a great deal, a moderate amount, not much, or not at all?

Trust People Who Handle Finances At Your Company

	Great Deal	Moderate amount	Not much	Not at all
Apr. 2002	51	36	9	3
Jun. 2002	49	40	8	2
Jul. 2002	49	37	8	5
Aug. 2002	50	35	10	4

SOURCE: Surveys by the Gallup Organization/UBS.

QUESTION: Overall, how much trust do you have in the honesty of the executives or leaders of the company where you work—a great deal, a good amount, just some, or very little?

Trust Honesty of the Executives Where You Work

	Great Deal	Moderate amount	Not much	Not at all
Jul. 2002	39	24	23	11

SOURCE: Survey by ABC News/Washington Post.

QUESTION: Do you think most top executives in your company are only interested in looking out for themselves, even if it harms the company they work for, or are they interested in doing a good job for the company?

Top Executives in Your Company

	Looking out for themselves	Doing a good job for the company
Apr. 2002	17	80
Jun. 2002	15	79

QUESTION: Which of the following comes closest to your point of view? What happened at Enron is representative of problems at most companies, at many companies, at just some companies, or at very few companies?

	Most companies	Many companies	Just some companies	Very few companies
Apr. 2002	9	18	41	28
Jun. 2002	9	24	42	15
Jul. 2002*	10	21	48	18

SOURCE: Surveys by NBC News/Wall Street Journal.

*How questions are worded in public opinion polls is always important. When people are given the option of saying that both political parties are close to business, they usually choose that response. When they have to pick one party or the other, they say that the Republicans are closer to big business than the Democrats. The belief that both parties are close to business may have dulled any partisan impact from the scandals.*

QUESTION: Do you think big business does or does not have too much influence over the decisions made by the...?

Big Business Has

	Too much influence over	Not too much
<i>Bush Administration</i>		
Apr. 2001	63	30
Jul. 2001	67	26
Jan. 2002	63	31
Jun. 2002	63	32
Jul. 2002	69	24
Jan. 2003	64	24
Aug. 2005	70	26
Mar. 2006	73	23
<i>Republicans in Congress</i>		
Jun. 2002	76	16
Jul. 2002	76	16
<i>Democrats in Congress</i>		
Jun. 2002	64	28
Jul. 2002	63	28

SOURCE: Surveys by the Gallup Organization.

QUESTION: Which political party has been influenced too much by large corporations - only the Democratic party, only the Republican party, both parties, or neither party?

	Republicans	Democrats	Both
Nov. 2002	17	6	68

Note: Asked of likely voters.

SOURCE: Survey by CBS News.

QUESTION: Has either party been influenced too much by large corporations...only the Democratic Party, only the Republican Party, both parties, or neither party?

	Democrats	Republicans	Both	Neither
Nov. 2002	9	13	65	13

Note: Exit poll of voters leaving the polling booths.

SOURCE: Survey conducted by Voter News Service.

QUESTION: Do you think the Enron scandal is politically damaging to the Democrats, to the Republicans, or to both or to neither?

	Democrats	Republicans	Both	Neither
Feb. 2002	2	18	41	20

Note: Asked of the 97 percent of respondents who said they had seen, heard, or read about the collapse of Enron.

SOURCE: Survey by Harris Interactive.

QUESTION: Next, please tell me if you think the Republican Party or the Democratic Party could do a better job of...  
October 2002

	Republican Party	Democratic Party
Bringing corrupt business executives to justice	37	38
Requiring corporations to reform	33	41

SOURCE: Survey by the Pew Research Center.

QUESTION: Which party do you think is better described by the phrase...is concerned with the needs and interests of business and other powerful groups?

	Republican Party	Democratic Party	Both Equally	Neither
October 2005	59	22	6	3

Note: These results are from a half sample; numbers for the other sample as follows: 61,23, 8, 2

SOURCE: Survey by PSRA/Pew Research Center.

QUESTION: Please tell me if you think the Democratic Party is too close to any of the following groups. Do you think the Democrats are too close to...big business?

	Yes, too close	No, not too close
September 2005	37	55

SOURCE: Survey by PSRA/Newsweek.

QUESTION: Please tell me if you think the Republican Party is too close to any of the following groups. Do you think the Republicans are too close to...big business?

	Yes, too close	No, not too close
September 2005	73	20

SOURCE: Survey by PSRA/Newsweek.

QUESTION: Do you approve or disapprove of the way George W. Bush is handling...corporate corruption and the business scandals?

	Approve	Disapprove
Jun. 2002	40	38
Oct. 2002	49	35

SOURCE: Surveys by the Pew Research Center.

QUESTION: Do you think \_\_\_\_\_ has/have too much or too little power and influence in Washington?

	Power & Influence in Washington		
	Too much	Too little	About right
<b>Big Companies</b>	<b>90</b>	<b>5</b>	<b>3</b>
PACs	85	10	1
Political Lobbyists	74	17	2
News Media	68	23	5
Trade Associations	61	22	3
TV and Radio Talk Shows	51	34	8
Labor Unions	43	46	4
Churches and Religious Groups	35	55	5
Opinion Polls	33	53	5
Racial Minorities	28	58	7
Nonprofit Organizations	23	67	5
Public Opinion	16	78	3
Small Businesses	4	92	2

NOTES: The 2005 party breakdown for those who say Big Companies have too much power for Republicans is 86 percent, for Democrats 96 percent, and Independents 86 percent.

The trend for Big Companies since 1994 is as follows

1994	1999	2000	2001	2002	2003	2004	2005
86	82	84	86	87	80	83	90

SOURCE: Survey by Harris Interactive.

*Another reason the scandals may not have had much traction in public opinion is provided by comparisons of business and other institutions. Americans are generally skeptical of big powerful institutions such as business, labor, government, and, more recently, the media. But today Americans are more likely to see big government as a threat to the future of the country than they are to see big business that way. One of the most interesting findings to emerge out of this examination of polls is Americans' reluctance to embrace new federal government agencies to address corporate accounting and other problems. People wanted to throw the book at individual wrongdoers and strengthen oversight practices at agencies with responsibility in this area. They wanted better enforcement of current laws, but they were skeptical about writing new laws or establishing new government agencies to address the problems. Even people who felt that self-policing at auditing firms didn't work were divided about creating a new agency to regulate accounting practices.*

QUESTION: In your opinion which of the following will be the biggest threat to the country in the future—big business, big labor, or big government?

	Big business	Big labor	Big government
Sep. 1954	16	46	16
Feb. 1965	17	29	35
Dec. 1966	14	21	48
Jul. 1968	12	26	46
Nov. 1969	19	28	33
Jan. 1977	23	26	38
Sep. 1978	19	19	47
May 1979	28	17	43
Sep. 1981	22	22	46
May 1983	19	18	51
Jun. 1985	22	19	50
Aug. 1995	24	9	64
Dec. 1998	24	7	64
Aug. 1999	24	8	65
Oct. 2000	22	7	65
Jul. 2002	38	10	47

Note: Question wording in 1954 was, "One problem is keeping any group in the United States from getting too big and powerful. Where do you feel this problem is greatest today – with big businesses or big labor unions or big government?"

SOURCE: Surveys by the Gallup Organization. The 1954 survey was conducted by Opinion Research Center.

QUESTION: Please tell me whether you agree or disagree with each of the following statements...(Jul. 2002)

	Agree	Disagree
Executives of public companies should be held criminally responsible for false statements in their companies' financial statements	89	8

Executives of public companies should be banned from receiving personal loans from their companies	72	25
Accounting firms should be barred from providing other services, such as consulting, to the firms they audit	72	22
Executives in public companies should be barred from selling stock in the companies they run while they are in their jobs	70	25

SOURCE: Survey by Harris Interactive.

QUESTION: Do you favor or oppose the following proposals? Is that strongly or somewhat? (Feb. 2002)

	Favor strongly	Favor somewhat	Oppose
Making top corporate officials who are found guilty of serious financial fraud liable for criminal prosecution	85	10	4
Requiring executives to release to employees and investors more timely and accurate information about a co's financial health	84	12	4
Beefing up the Securities & Exchange Commission auditing and enforcement division to increase federal policing of the accounting industry	53	27	19
Reducing the time periods when participants in company 401(k) retirement plans cannot sell their shares	33	21	37
Putting limits on employees' ability to invest in their own company's stock as part of their retirement plans	27	22	48
Creating a new government corporation to handle corporate auditing, a move that would replace private accounting firms as primary auditors	18	16	62

SOURCE: Survey by Ipsos-Reid.

QUESTION: Big auditing companies like Arthur Andersen have self-policing procedures in place to make sure that their accounting practices follow certain ethical and legal standards. As you may know, Arthur Andersen approved Enron's financial statements and then the company failed. In your opinion, do the self-policing procedures used by auditing companies work, or not? (Jan. 2002)

Yes, self-policing works

23

No, self-policing does not work

69

(If No) Should the federal government create an agency to regulate accounting practices, or not?

Create govt. agency	Do not create govt. agency
35	34

SOURCE: Survey by Ipsos-Reid.

QUESTION: I'm going to read you a list of proposed laws and regulations, and for each one, I'd like you to tell me whether you would favor or oppose that law or regulation. Would you favor or oppose more regulations to protect people who own stock in corporations?"

	Favor	Oppose
Mar. 6-8, 2004	65	26

SOURCE: NBC/*Wall Street Journal*.

QUESTION: On a scale from 0 to 10, where 10 is 'extremely important' and '0' is 'not at all important' how important would you say this issue is to you?

	10-Extremely Important	8-9	0-7-Less Important
Mar. 6-8, 2004	18	21	59

SOURCE: NBC/*Wall Street Journal*.

QUESTION: Do you think there should be new laws regulating the way companies account for their financial condition, or should there be better enforcement of existing laws, or is the current situation okay?

	New laws	Better enforcement	Current situation is okay
Jan. 2002	30	56	8
Jun. 2002	29	53	9
Jul. 2002	37	48	9

SOURCE: Survey by ABC News/*Washington Post*.

QUESTION: In general, do you think there is too much, too little, or about the right amount of government regulation of business and industry?

		Too much	Right amount	Too little
March 1981	<i>Los Angeles Times</i>	54	14	18
April 1991	<i>Los Angeles Times</i>	27	36	29
Mar. 22-24, 1993	Gallup	37	30	28
Sep. 7-10, 2001	Gallup	41	38	17
Feb. 8-10, 2002	Gallup	28	39	30
Jun 28-30, 2002	Gallup	32	30	33
Sep. 5-8, 2002	Gallup	35	31	31
Sep. 8-10, 2003	Gallup	37	35	25
Sep. 13-15, 2004	Gallup	37	24	34
Sep. 12-15, 2005	Gallup	34	23	40

QUESTION: Which statement do you agree with more concerning current corporate accounting scandals: The President and Congress should pass tough new laws and regulations to prevent corporate fraud and questionable accounting practices or should not pass new laws, but instead focus on enforcing existing laws and investigating and prosecuting firms and corporate officials that have broken the rules?

	Should pass new laws	Should not pass new laws
Jul. 2002	33	63

SOURCE: Survey by NBC News/*Wall Street Journal*.

QUESTION: Do you think that companies can reform their business practices on their own or only with government intervention?

	Can reform on their own	Need govt. intervention
Jul. 2002	44	49

SOURCE: Survey by RoperASW.

QUESTION: As you may know, President Bush recently signed into law a measure that stiffens criminal penalties against executives who commit corporate fraud and sets new regulatory requirements for accounting firms and corporate executives. With this new law in effect and enforcement stepped up, do you think that enough will have been done to respond to the issue of corporate corruption, or should more be done?

	Enough has been done	More should be done
Sep. 2002	24	71

SOURCE: Survey by NBC News/*Wall Street Journal*.

QUESTION: Thinking for a moment about the corporate scandals that happened earlier this year at companies like Enron and WorldCom, how effective do you think the measures taken by Congress and federal regulators have been to fix these problems - very effective, somewhat effective, not too effective, or not effective at all?

Measures Taken By Congress and Regulators

	Very effective	Somewhat effective	Not too effective	Not effective at all
Sep. 2002	6	40	34	16

SOURCE: Survey by the Gallup Organization.

QUESTION: Recently some corporate executives who were accused of wrongdoing were taken to jail in handcuffs. Does seeing this make you confident that things are getting cleaned up in corporate America or not?

	Yes	No
Aug. 2002	48	45

SOURCE: Survey by Fox News/Opinion Dynamics.

**OTHER**

QUESTION: I am going to read you a series of questions that will help us understand how you feel about a number of things. For each statement, please tell me if you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree...The strength of this country today is mostly based on the success of American business?

	Completely agree	Mostly agree	Mostly disagree	Completely Disagree
May 1987	16	60	16	3
May 1988	25	54	14	3
Feb. 1989	23	54	14	4
May 1990	20	57	14	3
Nov. 1991	29	47	15	6
Jun. 1992	24	54	15	5
Jul. 1994	26	52	15	5
Nov. 1997	22	54	16	5
Sep. 1999	23	53	14	5
Feb. 2002	25	51	16	4
Aug. 2002	22	50	18	6
Aug. 2003	26	49	15	6

SOURCE: Surveys by the Pew Research Center.

QUESTION: Do you agree or disagree with the following statements...regulation of business usually does more harm than good?

	Completely agree	Mostly agree	Mostly disagree	Completely disagree
1982*	32	38	18	6
1987+	12	43	30	4
1988+	17	40	31	4
1990	16	42	29	4
1992	19	42	28	5
1994	27	36	28	5
1997	20	37	32	5
1999	19	36	31	6
2002	16	32	35	8
2003	15	38	30	9

Note: \*Survey by Research and Forecasts for the Continental Group. +Surveys by the Gallup Organization.  
SOURCE: Surveys by the Pew Research Center.

QUESTION: If you had a thousand dollars to spend, do you think investing in the stock market would be a good or bad idea?

	Good idea	Bad idea
Jul. 1997	62	33
Oct. 1997	53	43
Apr. 1998	65	28
Sep. 1998	46	48
Mar. 1999	59	35
Jun. 1999	60	34
Sep. 1999	60	33
Oct. 1999	51	44
Jan. 2000	67	28
Oct. 2000	57	36
Dec. 2000	46	49
Jan. 2001	42	53
Apr. 2001	42	53
Apr. 2002	47	48
Jun. 2002	45	51
Jul. 2002	31	63
Jul. 2002	37	58
Apr. 2003	34	63
Jun. 2003	41	57
Jan. 2004	53	43

SOURCE: Surveys by the Gallup Organization.

QUESTION: In your opinion, is today a good time to buy stock, a good time to sell stock, or a good time to hold onto your stock?

	Buy	Hold on	Sell
Sep. 1998	24	56	8
Apr. 2000*	19	55	5
Mar. 2001	27	62	4
Apr. 2001	33	59	2
Jun. 2002	29	56	4

Note: Asked only of respondents who say they have at least \$5,000 invested in mutual funds or stocks. \*Asked of registered voters only.

SOURCE: Surveys by NBC News/Wall Street Journal.

QUESTION: At this time, are you confident or not confident about investing in the stock market?

Confident Not confident

Jul. 2002	31	65
Sep. 2002	32	64
Oct. 2002*	31	67
Dec. 2002	36	60
Jan. 2003	39	57
Jul. 2003	42	54
Sep. 2003	49	47
Nov. 2003	53	44

Note: Asked only of respondents who say they have at least \$5,000 invested in mutual funds or stocks. \*Asked of registered voters only.

SOURCE: Surveys by NBC News/*Wall Street Journal*.

QUESTION: Would you like to see major corporations have more influence in this nation, less influence, or keep their influence as it is now?

	More influence	Keep as it is now	Less influence
Jan. 2001	10	36	52
Jan. 2002	8	37	53
Jan. 2003	8	30	60
Jan. 2004	9	30	60

SOURCE: Surveys by the Gallup Organization.

QUESTION: I'm going to read you some pairs of statements that will help us understand how you feel about a number of things. As I read each pair, tell me whether the first statement or the second statement comes closer to you own views—even if neither is exactly right. The first pair is... government regulation of business necessary to protect the public interest, or government regulation of business usually does more harm than good.

	Necessary to Protect Public Interest	Does More Harm Than Good
Jul. 1994	41	54
Oct. 1994	38	55
Apr. 1995	43	51
Oct. 1995	45	50
Oct. 1996	45	46
Aug. 1999	48	44
Feb. 2002	50	41
Jul. 2002	54	36
Dec. 2004	49	41

SOURCE: Surveys by PSRA/Pew Research Center.

QUESTION: I'm going to read you some pairs of statements that will help us understand how you feel about a number of things. As I read each pair, tell me whether the first statement or the second statement comes closer to you own views—even if neither is exactly right. The first pair is... business corporations make too much profit, or most corporations make a fair and reasonable profit.

	Make Too Much Profit	Make Fair/ Reasonable Profit
Jul. 1994	52	43
Oct. 1994	50	44
Apr. 1995	51	44
Oct. 1995	53	43
Oct. 1996	51	42
Jun. 1997	51	43
Aug. 1999	52	42
Sep. 2000	54	38
Feb. 2002	54	39
Jul. 2002	58	33
Jun. 2003	51	42

SOURCE: Surveys by PSRA/Pew Research Center.

Question: Just as a rough guess, what percent profit on each dollar of sales do you think the average manufacturer makes after taxes?

		Mean Percentage
1971	ORC	28
1973	ORC	28
1975	ORC	33
1976	ORC	29
1979	ORC	32
1981	ORC	31
1983	ORC	37

Question: What do you consider to be a reasonable profit for the average manufacturer after taxes?

		Mean Percentage
1976	ORC	25
1979	ORC	26
1981	ORC	26
1983	ORC	30

QUESTION: I'm going to read you some pairs of statements that will help us understand how you feel about a number of things. As I read each pair, tell me whether the first statement or the second statement comes closer to your own views—even if neither is exactly right. The first pair is...too much power is concentrated in the hands of a few large companies, or the largest companies do not have too much power.

	Power with Few Large Companies	Too Much Power Not with Large Companies
Jul. 1994	76	19
Oct. 1994	73	20
Apr. 1994	75	20
Oct. 1995	77	18
Oct. 1996	75	18
Aug. 1999	77	17
Feb. 2002	77	17
Jul. 2002	80	12
Dec. 2004	77	16

SOURCE: Surveys by PSRA/Pew Research Center.

QUESTION: How would you rate the ethical and moral practices of \_\_\_\_\_? Would you give them an excellent, good, only fair or poor rating?

	Excellent	Good	Only Fair	Poor
Federal Government officials	1	21	41	33
<b>Leaders of Corporations</b>	<b>2</b>	<b>18</b>	<b>41</b>	<b>34</b>
Journalists	4	30	38	25
Clergy	6	39	35	12
Leaders in entertainment industry	3	21	40	31
People like you	19	55	21	3

SOURCE: Survey by Princeton Survey Research Associates, 2005.

QUESTION: Now we would like to ask you a few questions about corruption. In this survey we are using corruption to mean the abuse of entrusted power—by a public official or a business person for example—for private gain. This could include material gain or other benefits....Some people believe that corruption affects different spheres of life in this country. In your view, does corruption affect...

	Not at all	To a small extent	To a moderate extent	To a large extent
Personal life	35	21	24	17
Political life	8	12	27	51
Business environment	9	18	31	40

SOURCE: Survey by the Gallup International Voice of the People Survey, June 2005.

QUESTION: Do you think \_\_\_\_\_ has/ have too much or too little power in Washington?

	Too Much	Too Little	About Right
Small business	4	92	2
Big companies	90	5	3

SOURCE: Survey by Harris Interactive, December 2005.

**Key:**

Bloomberg News polls are done in conjunction with Princeton Survey Research Associates.

Gallup Organization polls after 1991 are done in conjunction with CNN and *USA Today* unless otherwise noted.

Harris = Harris Interactive.

NBC/*Wall Street Journal* polls are done in conjunction with the polling organizations of Peter D. Hart and Robert M. Teeter.

NORC = National Opinion Research Center. Since 1994, General Social Surveys have been conducted in the spring of even-numbered years.

Pew Research Center (the Times Mirror Center from 1990 to 1995) polls are done in conjunction with Princeton Survey Research Associates.

RoperASW = formerly Roper Starch Worldwide and the Roper Organization.

For comments or questions, contact Karlyn H. Bowman ([kbowman@aei.org](mailto:kbowman@aei.org)) or Adam Foster ([afoster@aei.org](mailto:afoster@aei.org)).

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Many pollsters in the United States regularly supply us with their data. This report could not have been done without their assistance, and we thank them for it. The data in this report come from the archive of public opinion polls at the American Enterprise Institute and from The Roper Center's archive at the University of Connecticut in Storrs, Connecticut. The Roper Center is the oldest and largest archive of public opinion data in the world. To learn more about the Roper Center, visit <http://www.ropercenter.uconn.edu/>.

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