



THE IPSOS-REID POLL

Most Americans Think That Self Policing by Auditors Doesn't Work but are Split on the Creation of a New Federal Agency to Regulate Auditors

Interest in Enron Story is Moderate; Democrats, Independents, Higher Educated, Higher Income, Older People Interested

For Immediate Release

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Between January 25 and January 27, 2002, Ipsos-Reid U.S. Public Affairs interviewed a representative sample of 1,000 U.S. adults nationwide by telephone. The margin of error is +/- 3.1%.

Washington, DC (January 28, 2002) – Most Americans think that self policing by auditors doesn't work but are split on whether there should be a new federal agency to regulate auditors. Only 1-in-4 Americans (23%) have confidence the self-policing procedures in place to ensure accounting practices follow certain ethical and legal standards. More than 2-in-3 Americans (69%) believe that these policies do not work. Opinion among those who say self-policing does not work is evenly split between the 35% who say a federal agency should be set up to regulate auditors, and the 34% who disagree and say no federal agency should be established.

Among the groups most in favor of a new federal regulatory agency for auditors are:

- Those who believe Bush is too closely tied to Enron (47%).
- Democrats (45%)
- Those living in northeast (41%),
- Those in households earning under \$50K (40%)



**NOTE: All results shown are percentages unless otherwise labeled.
Percentages may not add to 100 due to rounding.**

- 3a. 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 audit companies work, or not?

(ASKED ONLY OF RESPONDENTS WHO SAY NO, SELF-POLICING PROCEDURES USED BY AUDIT COMPANIES DO NOT WORK IN Q.3a. RESULTS SHOWN IN SUMMARY BELOW.)

- 3b. Should the federal government create an agency to regulate accounting practices, or not?

	Party ID			
	All Adults	Rep- ublican	Demo- crat	Indep- endent
Yes, Self-policing by Auditors Works	23	30	19	24
No, Self-policing by Auditors Doesn't Work – NET	69	62	76	69
Government should create regulatory agency ...	35	25	45	34
Government should not create regulatory agency/not sure	34	38	31	35
Not Sure If Self-policing by Auditors Works ...	7	8	5	8

Only 31% of Americans say the Enron story proves Bush is too closely tied to Enron.

2. Please tell me whether you agree or disagree with the following statement:

President Bush is too closely tied to Enron.

	Party ID			
	All Adults	Rep- ublican	Demo- crat	Indep- endent
Agree.....	31	6	51	33
Disagree.....	54	79	33	52
Not sure.....	16	14	16	16

At this stage, Americans express little interest in the Enron story. Only 32% have a great deal or quite a bit of interest in the story of Enron's collapse; 40% have little or no interest.

Among the groups most likely to express an interest in the story of Enron's collapse are:

- Those with a college degree (48%)
- Those in households earning more than \$50K (44%)
- Those at least 50 years old (38%)



1. How much interest do you have in the collapse of the Enron company—a great deal of interest, quite a bit of interest, only some interest, very little interest, or no interest at all?

	<u>All Adults</u>
Great deal of interest	14
Quite a bit of interest.....	17
Only some interest.....	26
Very little interest	14
No interest at all.....	26
Not sure	2

	<u>All Adults</u>	<u>Rep- ublican</u>	<u>Party ID Demo- crat</u>	<u>Indep- endent</u>	<u>HS or Less</u>	<u>Some College</u>	<u>College Degree</u>
Great deal/quite a bit of interest.....	32	28	35	32	21	29	48
Very little/no interest at all.....	40	39	40	41	53	41	24

	<u>Household Income</u>			<u>Age</u>			
	<u><\$25K</u>	<u>\$25K - \$50K</u>	<u>>50K</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
Great deal/quite a bit of interest.....	23	26	44	27	29	38	38
Very little/no interest at all.....	51	46	24	41	41	37	39

To view the latest poll results and research from Ipsos Public Affairs please go to:
http://www.ipsos-reid.com/us/media/content/pre_rel.cfm

The survey was conducted by Ipsos-Reid U.S. Public Affairs, the Washington, D.C.-based division of Ipsos-Reid, which is part of the world's fourth largest polling and market research organization, the Ipsos group, based in Paris. Ipsos-Reid U.S. Public Affairs is a non-partisan, objective public affairs research organization made up of Democratic and Republican campaign and political polling veterans. It was established in Washington in August 2001, and it is led by Thomas Riehle, who has more than 15 years of experience as a political pollster in Washington.