

Ipsos-Reid U.S. Public Affairs: Enron Study

detailed tables

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?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H - I/J/K/L - M/N/O

		Gender		Age				Race		Region				Metropolitan Status		
	Total	Male	Female	18-34	35-49	50-64	65+	White	Other	North-east	Mid-west	South	West	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	500	500	290	294	241	165	836	141	196	234	354	216	250	501	249
Weighted	1000	480	520	317	293	222	158	801	177	196	234	354	216	254	492	254
Great deal of interest	144 14%	75 16%	70 13%	36 11%	32 11%	41 18% CD	34 22% CD	118 15%	21 12%	32 16%	28 12%	54 15%	31 14%	50 20% NO	66 13%	28 11%
Quite a bit of interest	174 17%	94 20%	80 15%	49 15%	53 18%	44 20%	26 16%	142 18%	26 15%	36 18%	32 14%	56 16%	50 23% JK	43 17%	95 19%	36 14%
Only some interest	264 26%	125 26%	139 27%	90 28%	82 28%	56 25%	32 21%	219 27%	39 22%	47 24%	69 29%	92 26%	56 26%	68 27%	133 27%	64 25%
Very little interest	140 14%	65 14%	75 14%	55 17% D	33 11%	25 11%	23 15%	113 14%	24 13%	28 14%	35 15%	51 15%	25 11%	31 12%	72 15%	37 15%
No interest at all	259 26%	115 24%	145 28%	75 24%	88 30%	56 25%	38 24%	195 24%	62 35% G	52 26%	67 29%	93 26%	48 22%	61 24%	112 23%	86 34% MN
(DK/NS)	19 2%	7 1%	12 2%	11 4% E	4 1%	0 -	4 3% E	13 2%	5 3%	1 1%	3 1%	8 2%	7 3%	2 1%	15 3%	3 1%
Summary																
TOP2BOX - Great deal/quite a bit of interest	318 32%	168 35% B	150 29%	85 27%	85 29%	85 38% CD	60 38% C	260 32%	48 27%	68 34%	60 26%	109 31%	81 37% J	93 36% O	161 33%	65 25%
LOW2BOX - Very little/no interest	399 40%	180 37%	219 42%	131 41%	121 41%	81 37%	61 39%	309 39%	85 48% G	80 41%	102 44% L	144 41%	72 33%	92 36%	184 37%	122 48% MN

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G - H/I/J

	Total	Marital Status		Children		Household Income			Education		
		Married	Other	Yes	No	Under \$25K	\$25K- <\$50K	\$50K+	HS or less	Some college	College degree
		A	B	C	D	E	F	G	H	I	J
Base: All respondents	1000	572	421	337	650	207	309	388	296	390	307
Weighted	1000	534	460	335	653	293	266	346	310	400	283
Great deal of interest	144 14%	80 15%	65 14%	41 12%	102 16%	31 10%	25 9%	74 21% EF	31 10%	53 13%	60 21% HI
Quite a bit of interest	174 17%	99 19%	73 16%	59 18%	112 17%	35 12%	44 17%	79 23% EF	35 11%	63 16%	75 26% HI
Only some interest	264 26%	161 30% B	101 22%	101 30%	159 24%	67 23%	69 26%	105 30%	68 22%	115 29%	79 28%
Very little interest	140 14%	70 13%	69 15%	47 14%	91 14%	39 13%	51 19% G	34 10%	49 16% J	64 16% J	26 9%
No interest at all	259 26%	120 23%	137 30% A	82 24%	175 27%	112 38% FG	71 27% G	51 15%	116 37% IJ	98 25% J	42 15%
(DK/NS)	19 2%	4 1%	15 3% A	5 1%	13 2%	10 3% G	6 2%	3 1%	12 4% J	6 2%	1 0
Summary											
TOP2BOX - Great deal/quite a bit of interest	318 32%	179 33%	137 30%	100 30%	214 33%	66 23%	69 26%	153 44% EF	65 21%	117 29% H	135 48% HI
LOW2BOX - Very little/no interest	399 40%	190 36%	206 45% A	129 38%	267 41%	150 51% G	122 46% G	85 24%	164 53% IJ	162 41% J	68 24%

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Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G

	Total	Party Identification			Interest in Enron Collapse		President Bush Too Closely Tied to Enron	
		Republican	Democrat	Independent	Great deal/ quite a bit	Some/little/none	Agree	Disagree
		A	B	C	D	E	F	G
Base: All respondents	1000	271	299	404	341	641	308	539
Weighted	1000	291	311	378	318	663	308	537
Great deal of interest	144 14%	34 12%	56 18% A	52 14%	144 45% E	0 -	69 22% G	65 12%
Quite a bit of interest	174 17%	47 16%	53 17%	70 18%	174 55% E	0 -	76 25% G	90 17%
Only some interest	264 26%	89 31% B	70 22%	97 26%	0 -	264 40% D	62 20%	176 33% F
Very little interest	140 14%	38 13%	41 13%	58 15%	0 -	140 21% D	28 9%	84 16% F
No interest at all	259 26%	75 26%	85 27%	96 25%	0 -	259 39% D	72 23%	117 22%
(DK/NS)	19 2%	7 2%	6 2%	6 2%	0 -	0 -	1 0	4 1%
Summary								
TOP2BOX - Great deal/quite a bit of interest	318 32%	81 28%	110 35%	121 32%	318 100% E	0 -	145 47% G	156 29%
LOW2BOX - Very little/no interest	399 40%	113 39%	126 40%	154 41%	0 -	399 60% D	100 32%	201 38%

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2. Please tell me whether you agree or disagree with the following statement: President Bush is too closely tied to Enron.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H - I/J/K/L - M/N/O

	Total	Gender		Age				Race		Region				Metropolitan Status		
		Male	Female	18-34	35-49	50-64	65+	White	Other	North-east	Mid-west	South	West	Urban	Subur-ban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	500	500	290	294	241	165	836	141	196	234	354	216	250	501	249
	Weighted	480	520	317	293	222	158	801	177	196	234	354	216	254	492	254
Agree	308	154	154	103	91	68	45	213	87	70	66	94	78	101	135	72
	31%	32%	30%	32%	31%	31%	28%	27%	49% G	36% K	28%	27%	36% K	40% NO	27%	28%
Disagree	537	277	259	171	162	119	80	468	60	104	126	202	105	130	274	133
	54%	58% B	50%	54%	55%	54%	51%	58% H	34%	53%	54%	57%	49%	51%	56%	53%
(DK/NS)	155	49	106	44	40	35	33	119	29	23	43	57	33	23	84	48
	16%	10%	20% A	14%	14%	16%	21%	15%	16%	12%	18%	16%	15%	9%	17% M	19% M

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2. Please tell me whether you agree or disagree with the following statement: President Bush is too closely tied to Enron.

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	Total	Marital Status		Children		Household Income			Education		
		Married	Other	Yes	No	Under \$25K	\$25K- <\$50K	\$50K+	HS or less	Some college	College degree
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Base: All respondents	1000	572	421	337	650	207	309	388	296	390	307
Weighted	1000	534	460	335	653	293	266	346	310	400	283
Agree	308 31%	143 27%	163 35%	103 31%	202 31%	105 36%	76 29%	101 29%	99 32%	101 25%	105 37%
Disagree	537 54%	312 58%	222 48%	197 59%	335 51%	132 45%	146 55%	219 63%	154 50%	232 58%	149 53%
(DK/NS)	155 16%	79 15%	75 16%	35 10%	116 18%	56 19%	44 17%	26 7%	57 18%	67 17%	29 10%
					C	G	G		J	J	

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Base: All respondents	1000	271	299	404	341	641	308	539
Weighted	1000	291	311	378	318	663	308	537
Agree	308 31%	18 6%	160 51% AC	125 33% A	145 46% E	162 24%	308 100% G	0 -
Disagree	537 54%	231 79% BC	102 33%	195 52% B	156 49%	377 57% D	0 -	537 100% F
(DK/NS)	155 16%	41 14%	50 16%	59 16%	17 5%	124 19% D	0 -	0 -

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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H - I/J/K/L - M/N/O

		Gender		Age				Race		Region				Metropolitan Status		
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Weighted	1000	480	520	317	293	222	158	801	177	196	234	354	216	254	492	254
Yes, Self-policing by Auditors Works	235 23%	121 25%	114 22%	94 30% EF	71 24% E	38 17%	29 18%	189 24%	42 24%	38 19%	58 25%	93 26%	46 21%	68 27%	115 23%	53 21%
No, Self-policing by Auditors Doesn't Work	694 69%	334 70%	360 69%	201 63%	210 72% C	173 78% CF	106 67%	555 69%	123 70%	147 75%	159 68%	235 66%	153 71%	171 67%	344 70%	179 71%
Government should create regulatory agency	350 35%	164 34%	185 36%	114 36%	98 33%	85 38%	51 32%	268 34%	73 42%	80 41% K	85 36%	111 31%	74 34%	88 35%	171 35%	91 36%
Government should not create regulatory agency/not sure	344 34%	170 35%	174 34%	87 27%	112 38% C	88 40% C	55 35%	286 36%	50 28%	67 34%	74 32%	124 35%	79 37%	82 32%	173 35%	89 35%
Not Sure If Self-policing by Auditors Works	71 7%	24 5%	47 9% A	22 7%	12 4%	12 5%	24 15% CDE	57 7%	12 7%	12 6%	17 7%	26 7%	17 8%	16 6%	34 7%	22 8%

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

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Yes, Self-policing by Auditors Works	235 23%	125 23%	108 24%	87 26%	145 22%	60 21%	62 23%	93 27%	70 23%	95 24%	67 24%
No, Self-policing by Auditors Doesn't Work	694 69%	377 71%	312 68%	237 71%	449 69%	203 69%	189 71%	241 70%	202 65%	282 70%	207 73% H
Government should create regulatory agency	350 35%	171 32%	177 38% A	109 33%	236 36%	120 41% G	105 40% G	99 29%	115 37%	144 36%	89 31%
Government should not create regulatory agency/not sure	344 34%	206 39% B	135 29%	128 38%	213 33%	83 28%	84 31%	142 41% EF	87 28%	138 34%	118 42% H
Not Sure If Self-policing by Auditors Works	71 7%	32 6%	39 9%	11 3%	59 9% C	30 10% G	15 6%	13 4%	38 12% IJ	23 6%	9 3%

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Yes, Self-policing by Auditors Works	235 23%	86 30% B	58 19%	89 24%	61 19%	169 25% D	60 20%	145 27% F
No, Self-policing by Auditors Doesn't Work	694 69%	182 62%	236 76% A	260 69%	244 77% E	445 67%	240 78% G	370 69%
Government should create regulatory agency	350 35%	72 25%	141 45% AC	128 34% A	132 42% E	212 32%	145 47% G	167 31%
Government should not create regulatory agency/not sure	344 34%	109 38%	95 31%	132 35%	111 35%	233 35%	95 31%	203 38%
Not Sure If Self-policing by Auditors Works	71 7%	23 8%	17 5%	29 8%	14 4%	50 7%	8 2%	22 4%