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Americans hold Congress, Wall Street/corporations responsible for financial situation

Capstrat-Public Policy Polling survey says Congress, consumers best able to provide fix

RALEIGH, N.C., June 9, 2009 – Americans say that Congress and Wall Street/corporations share equal responsibility for the current state of the U.S. economy, according to a recent Capstrat-Public Policy Polling nationwide survey.

Some 30% of voters interviewed named Wall Street/corporations and Congress when given the choice among Wall Street/corporations, Congress, overreaching consumers and mortgage lenders.

Twenty-one percent of survey respondents blamed overreaching consumers, 19 percent blamed mortgage lenders.

When asked what or who is best able to fix the economy, 34 percent said Congress, 33 percent said overreaching consumers and 21 percent look to Wall Street/corporations.

The interactive-voice-response (IVR) poll also asked 629 voters about transparency of U.S. institutions. Small businesses were rated somewhat or very transparent by 84 percent of respondents, compared to 32 percent for corporations. In last month's survey, 40 percent of respondents nationwide said they had confidence in small businesses, compared to only 8 percent who said they had confidence in corporations.

"Transparency may not always translate into confidence, but in the case of small business vs. corporations, a correlation could be made," said Capstrat CEO, Ken Eudy. "In these uncertain times, businesses should pay attention to whether their business practices appear to be transparent to their stakeholders. The reality of saying one thing while behaving another way undermines the perception of transparency and, in the final analysis, confidence in the business."

Some 50 percent said news media were very or somewhat transparent, and 37 percent said the government was very or somewhat transparent.

The national survey, conducted by the Public Policy Polling May 27-28, 2009, polled 629 adults. The survey has a margin of error of plus or minus 4.1 percentage points.

Find the survey questionnaire and results at www.publicpolicypolling.com.

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Perceptions of institutional transparency and confidence in institutions

Institution	Not very transparent	Somewhat transparent	Very transparent	Little confidence*	Some confidence*	A lot of confidence*
Government	62%	28%	9%	50%	23%	27%
Corporations	68%	27%	5%	52%	41%	8%
Small Businesses	16%	60%	24%	14%	46%	40%
Media	50%	37%	13%	60%	35%	5%

*From Capstrat-PPP nationwide survey conducted April 24-26, 2009

About Capstrat
Capstrat is a communications agency based in Raleigh, N.C. The firm specializes in communications for complex issues that health care, technology, energy/infrastructure and financial organizations face at critical moments. Capstrat provides public relations, marketing communications, interactive communications and public affairs.

About Public Policy Polling
Public Policy Polling has conducted regional and national surveys since 1991. The firm employs Interactive Voice Response or IVR methodology. Just as polling evolved from mail-in surveys and door-to-door interviewers to live telephone interviewers, the polling industry is now evolving into automated telephone surveys (IVR) and internet polling. An analysis by the Wall Street Journal of swing state polls in the 2008 presidential campaign concluded that Public Policy Polling was among the two most accurate survey firms.

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Public Policy Polling

National Poll

Q1 When you think of a company that provides a service like banking, electricity or insurance, please rate what's most important in your purchasing decisions: the value of the product or service, affordability, transparency, or customer service? If the value of the product or service is most important, press 1. If affordability, press 2. If transparency or openness, press 3. If customer service, press 4.

Value	43%	*Transparency*	10%
Affordability	31%	*Customer Service*	15%

Q2 Working from the same list of choices, what is second most important in your purchasing decisions? If the value of the product or service is second most important, press 1. If affordability, press 2. If transparency or openness, press 3. If customer service, press 4.

Value	32%	*Transparency*	11%
Affordability	40%	*Customer Service*	17%

Q3 The word transparent is defined as open, frank, candid, and easily seen through. How transparent - or open - do you think the government is in sharing information? If you think it is very transparent, press 1. If you think it is somewhat transparent, press 2. If you think it is not very transparent, press 3.

Very Transparent	9%
Somewhat Transparent	28%
Not Very Transparent	62%

Q4 How transparent do you think the media is? If you think it is very transparent, press 1. If you think it is somewhat transparent, press 2. If you think it is not very transparent, press 3.

Very Transparent	13%
Somewhat Transparent	37%
Not Very Transparent	50%

Q5 How transparent do you think corporations are? If you think they are very transparent, press 1. If you think they are somewhat transparent, press 2. If you think they are not very transparent, press 3.

Very Transparent	5%
Somewhat Transparent	27%
Not Very Transparent	68%

Q6 How transparent do you think small businesses are? If you think they are very transparent, press 1. If you think they are somewhat transparent, press 2. If you think they are not very transparent, press 3.

Very Transparent	24%
Somewhat Transparent	60%
Not Very Transparent	16%

Q7 I am going to name four groups of people: Congress, mortgage lenders, overreaching consumers, and Wall Street/Corporations. Which of these do you think is most responsible for the current state of the economy? If Congress, press 1. If mortgage lenders, press 2. If overreaching consumers, press 3. If Wall Street/corporations, press 4.

Congress	30%
Mortgage Lenders	19%
Overreaching Consumers	21%
Wall Street/Corporations	30%

Q8 Working from the same list of groups, which do you think is best suited to fix the economy? If Congress, press 1. If mortgage lenders, press 2. If overreaching consumers, press 3. If Wall Street/corporations, press 4.

Congress	34%
Mortgage Lenders	12%
Overreaching Consumers	33%
Wall Street/Corporations	21%

May 27-28, 2009
Survey of 629 American voters

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Q9 When it comes to providing accurate news and information, do you have the most trust in friends and family, the media, or bloggers? If friends and family, press 1. If the media, press 2. If bloggers, press 3.

Friends and Family	59%
Media	33%
Bloggers	8%

Q10 Which of those groups do you have the least trust in to provide accurate news and information? If friends and family, press 1. If the media, press 2. If bloggers, press 3.

Friends and Family	10%
Media	44%
Bloggers	46%

Q11 If you are a woman, press 1, if a man, press 2.

Woman	50%
Man	50%

Q12 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat	43%
Republican	31%
Other	26%

Q13 If you are white, press 1. If you are African-American, press 2. If Hispanic, press 3. If other, press 4.

White	77%
African-American	12%
Hispanic	7%
Other	4%

Q14 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29	10%
30 to 45	24%
46 to 65	47%
Older than 65	19%

Q15 If you live in the Northeast, press 1. If the Midwest, press 2. If the South, press 3. If the West, press 4.

Northeast	26%
Midwest	28%
South	31%
West	15%

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	Base	Gender	
		Woman	Man
Most Important in Purchasing Decision			
Value	**43%**	41%	46%
Affordability	**31%**	36%	26%
Transparency	**10%**	6%	14%
Customer Service	**15%**	17%	13%

	Base	Gender	
		Woman	Man
Second-most Important in Purchasing			
Value	**32%**	36%	29%
Affordability	**40%**	35%	45%
Transparency	**11%**	9%	12%
Customer Service	**17%**	20%	15%

	Base	Gender	
		Woman	Man
Transparency of Government			
Very Transparent	**9%**	7%	11%
Somewhat Transparent	**28%**	34%	23%
Not Very Transparent	**62%**	58%	66%

	Base	Gender	
		Woman	Man
Transparency of the Media			
Very Transparent	**13%**	15%	12%
Somewhat Transparent	**37%**	40%	33%
Not Very Transparent	**50%**	46%	54%

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	Base	Gender	
		Woman	Man
Transparency of Corporations			
Very Transparent	**5%**	3%	8%
Somewhat Transparent	**27%**	23%	30%
Not Very Transparent	**68%**	74%	62%

	Base	Gender	
		Woman	Man
Transparency of Small Businesses			
Very Transparent	**24%**	19%	29%
Somewhat Transparent	**60%**	68%	53%
Not Very Transparent	**16%**	14%	17%

	Base	Gender	
		Woman	Man
Responsible for Economy			
Congress	**30%**	25%	34%
Mortgage Lenders	**19%**	19%	19%
Overreaching Consumers	**21%**	19%	24%
Wall Street/Corporations	**30%**	37%	23%

	Base	Gender	
		Woman	Man
Best Suited to Fix the Economy			
Congress	**34%**	33%	35%
Mortgage Lenders	**12%**	18%	6%
Overreaching Consumers	**33%**	31%	34%
Wall Street/Corporations	**21%**	18%	25%

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	Base	Gender	
		Woman	Man
Most Trusted Information Source			
Friends and Family	**59%**	56%	61%
Media	**33%**	36%	30%
Bloggers	**8%**	7%	9%

	Base	Gender	
		Woman	Man
Least Trusted Information Source			
Friends and Family	**10%**	9%	11%
Media	**44%**	43%	45%
Bloggers	**46%**	49%	44%

	Base	Party		
		Democrat	Republican	Other
Most Important in Purchasing Decision				
Value	**43%**	40%	50%	40%
Affordability	**31%**	31%	29%	34%
Transparency	**10%**	13%	5%	13%
Customer Service	**15%**	16%	16%	13%

	Base	Party		
		Democrat	Republican	Other
Second-most Important in Purchasing				
Value	**32%**	36%	31%	28%
Affordability	**40%**	36%	46%	38%
Transparency	**11%**	9%	5%	19%
Customer Service	**17%**	18%	18%	15%

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	Base	Party		
		Democrat	Republican	Other
Transparency of Government				
Very Transparent	**9%**	13%	5%	8%
Somewhat Transparent	**28%**	44%	22%	10%
Not Very Transparent	**62%**	43%	73%	81%

	Base	Party		
		Democrat	Republican	Other
Transparency of the Media				
Very Transparent	**13%**	21%	8%	8%
Somewhat Transparent	**37%**	44%	30%	32%
Not Very Transparent	**50%**	35%	62%	60%

	Base	Party		
		Democrat	Republican	Other
Transparency of Corporations				
Very Transparent	**5%**	8%	3%	5%
Somewhat Transparent	**27%**	19%	34%	30%
Not Very Transparent	**68%**	74%	63%	65%

	Base	Party		
		Democrat	Republican	Other
Transparency of Small Businesses				
Very Transparent	**24%**	20%	25%	30%
Somewhat Transparent	**60%**	62%	62%	56%
Not Very Transparent	**16%**	18%	13%	14%

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	Base	Party		
		Democrat	Republican	Other
Responsible for Economy				
Congress	**30%**	18%	36%	40%
Mortgage Lenders	**19%**	27%	14%	11%
Overreaching Consumers	**21%**	18%	24%	23%
Wall Street/Corporations	**30%**	36%	25%	26%

	Base	Party		
		Democrat	Republican	Other
Best Suited to Fix the Economy				
Congress	**34%**	44%	25%	28%
Mortgage Lenders	**12%**	13%	11%	10%
Overreaching Consumers	**33%**	32%	29%	38%
Wall Street/Corporations	**21%**	11%	34%	23%

	Base	Party		
		Democrat	Republican	Other
Most Trusted Information Source				
Friends and Family	**59%**	56%	62%	59%
Media	**33%**	36%	30%	32%
Bloggers	**8%**	8%	8%	9%

	Base	Party		
		Democrat	Republican	Other
Least Trusted Information Source				
Friends and Family	**10%**	13%	7%	9%
Media	**44%**	37%	48%	49%
Bloggers	**46%**	50%	45%	41%

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	Base	Race			
		White	African-American	Hispanic	Other
Most Important in Purchasing Decision					
Value	**43%**	41%	57%	50%	38%
Affordability	**31%**	34%	14%	33%	31%
Transparency	**10%**	9%	14%	17%	6%
Customer Service	**15%**	16%	14%	-	25%

	Base	Race			
		White	African-American	Hispanic	Other
Second-most Important in Purchasing					
Value	**32%**	34%	7%	50%	50%
Affordability	**40%**	36%	71%	33%	19%
Transparency	**11%**	12%	-	17%	13%
Customer Service	**17%**	18%	21%	-	19%

	Base	Race			
		White	African-American	Hispanic	Other
Transparency of Government					
Very Transparent	**9%**	8%	14%	17%	6%
Somewhat Transparent	**28%**	29%	21%	33%	31%
Not Very Transparent	**62%**	63%	64%	50%	63%

	Base	Race			
		White	African-American	Hispanic	Other
Transparency of the Media					
Very Transparent	**13%**	10%	14%	50%	13%
Somewhat Transparent	**37%**	37%	43%	17%	50%
Not Very Transparent	**50%**	53%	43%	33%	38%

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	Base	Race			
		White	African-American	Hispanic	Other
Transparency of Corporations					
Very Transparent	**5%**	3%	14%	17%	-
Somewhat Transparent	**27%**	30%	14%	17%	25%
Not Very Transparent	**68%**	67%	71%	67%	75%

	Base	Race			
		White	African-American	Hispanic	Other
Transparency of Small Businesses					
Very Transparent	**24%**	25%	14%	17%	44%
Somewhat Transparent	**60%**	59%	79%	50%	44%
Not Very Transparent	**16%**	15%	7%	33%	13%

	Base	Race			
		White	African-American	Hispanic	Other
Responsible for Economy					
Congress	**30%**	29%	29%	33%	44%
Mortgage Lenders	**19%**	18%	43%	-	-
Overreaching Consumers	**21%**	21%	7%	50%	25%
Wall Street/Corporations	**30%**	33%	21%	17%	31%

	Base	Race			
		White	African-American	Hispanic	Other
Best Suited to Fix the Economy					
Congress	**34%**	34%	36%	33%	25%
Mortgage Lenders	**12%**	12%	21%	-	13%
Overreaching Consumers	**33%**	31%	29%	50%	50%
Wall Street/Corporations	**21%**	23%	14%	17%	13%

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	Base	Race			
		White	African-American	Hispanic	Other
Most Trusted Information Source					
Friends and Family	**59%**	59%	50%	67%	63%
Media	**33%**	32%	43%	33%	19%
Bloggers	**8%**	8%	7%	-	19%

	Base	Race			
		White	African-American	Hispanic	Other
Least Trusted Information Source					
Friends and Family	**10%**	10%	7%	17%	19%
Media	**44%**	42%	50%	50%	44%
Bloggers	**46%**	48%	43%	33%	38%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Most Important in Purchasing Decision					
Value	**43%**	32%	38%	52%	35%
Affordability	**31%**	44%	27%	28%	39%
Transparency	**10%**	15%	22%	3%	11%
Customer Service	**15%**	9%	14%	17%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Second-most Important in Purchasing					
Value	**32%**	37%	41%	28%	31%
Affordability	**40%**	22%	39%	45%	39%
Transparency	**11%**	23%	10%	9%	7%
Customer Service	**17%**	19%	10%	18%	24%

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	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Transparency of Government					
Very Transparent	**9%**	18%	6%	6%	15%
Somewhat Transparent	**28%**	30%	20%	34%	26%
Not Very Transparent	**62%**	53%	73%	60%	59%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Transparency of the Media					
Very Transparent	**13%**	23%	11%	12%	14%
Somewhat Transparent	**37%**	44%	31%	39%	33%
Not Very Transparent	**50%**	32%	58%	49%	53%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Transparency of Corporations					
Very Transparent	**5%**	15%	7%	4%	2%
Somewhat Transparent	**27%**	42%	26%	25%	22%
Not Very Transparent	**68%**	44%	67%	71%	76%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Transparency of Small Businesses					
Very Transparent	**24%**	50%	21%	17%	32%
Somewhat Transparent	**60%**	42%	56%	69%	54%
Not Very Transparent	**16%**	8%	23%	14%	14%

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	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Responsible for Economy					
Congress	**30%**	37%	31%	30%	22%
Mortgage Lenders	**19%**	9%	8%	21%	33%
Overreaching Consumers	**21%**	39%	26%	18%	14%
Wall Street/Corporations	**30%**	15%	35%	31%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Best Suited to Fix the Economy					
Congress	**34%**	21%	33%	33%	44%
Mortgage Lenders	**12%**	12%	16%	9%	13%
Overreaching Consumers	**33%**	46%	25%	36%	27%
Wall Street/Corporations	**21%**	21%	25%	22%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Most Trusted Information Source					
Friends and Family	**59%**	66%	63%	53%	64%
Media	**33%**	25%	27%	39%	32%
Bloggers	**8%**	9%	10%	8%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Least Trusted Information Source					
Friends and Family	**10%**	17%	13%	10%	3%
Media	**44%**	45%	46%	43%	42%
Bloggers	**46%**	38%	41%	47%	55%

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	Base	Region			
		Northeast	Midwest	South	West
Most Important in Purchasing Decision					
Value	**43%**	42%	36%	52%	41%
Affordability	**31%**	29%	38%	26%	32%
Transparency	**10%**	11%	11%	11%	8%
Customer Service	**15%**	19%	15%	11%	18%

	Base	Region			
		Northeast	Midwest	South	West
Second-most Important in Purchasing					
Value	**32%**	28%	39%	26%	41%
Affordability	**40%**	42%	35%	46%	32%
Transparency	**11%**	16%	8%	8%	12%
Customer Service	**17%**	15%	18%	21%	14%

	Base	Region			
		Northeast	Midwest	South	West
Transparency of Government					
Very Transparent	**9%**	8%	3%	17%	6%
Somewhat Transparent	**28%**	24%	31%	22%	46%
Not Very Transparent	**62%**	68%	66%	62%	48%

	Base	Region			
		Northeast	Midwest	South	West
Transparency of the Media					
Very Transparent	**13%**	14%	11%	16%	12%
Somewhat Transparent	**37%**	31%	41%	36%	40%
Not Very Transparent	**50%**	55%	48%	49%	48%

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	Base	Region			
		Northeast	Midwest	South	West
Transparency of Corporations					
Very Transparent	**5%**	9%	9%	2%	-
Somewhat Transparent	**27%**	31%	27%	17%	36%
Not Very Transparent	**68%**	59%	64%	80%	64%

	Base	Region			
		Northeast	Midwest	South	West
Transparency of Small Businesses					
Very Transparent	**24%**	37%	20%	19%	20%
Somewhat Transparent	**60%**	48%	63%	65%	66%
Not Very Transparent	**16%**	15%	17%	16%	14%

	Base	Region			
		Northeast	Midwest	South	West
Responsible for Economy					
Congress	**30%**	35%	27%	24%	37%
Mortgage Lenders	**19%**	11%	22%	23%	19%
Overreaching Consumers	**21%**	27%	22%	18%	16%
Wall Street/Corporations	**30%**	27%	28%	36%	28%

	Base	Region			
		Northeast	Midwest	South	West
Best Suited to Fix the Economy					
Congress	**34%**	27%	33%	38%	39%
Mortgage Lenders	**12%**	12%	17%	9%	8%
Overreaching Consumers	**33%**	41%	27%	25%	45%
Wall Street/Corporations	**21%**	21%	23%	27%	8%

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	Base	Region			
		Northeast	Midwest	South	West
Most Trusted Information Source					
Friends and Family	**59%**	67%	53%	61%	50%
Media	**33%**	27%	37%	30%	43%
Bloggers	**8%**	6%	9%	9%	7%

	Base	Region			
		Northeast	Midwest	South	West
Least Trusted Information Source					
Friends and Family	**10%**	14%	10%	10%	4%
Media	**44%**	41%	40%	44%	53%
Bloggers	**46%**	44%	50%	46%	43%

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