

WEBER SHANDWICK and KRC RESEARCH

**NATIONAL CIVILITY SURVEY
Spring 2010**

National online survey of 1,003 adults age 18 and older.
Conducted by KRC Research between April 20 and April 23.

All numbers are percentages unless otherwise indicated.
*indicates less than 1%; (-) indicates 0 responses in that category.
Percents may not total 100% due to rounding.

Data were weighted to align with the U.S. population distribution.

The first few questions are to ensure we are talking to a variety of people.

1. In what year were you born?

18-34	32%
35-49	31%
50-64	20%
65+	16%

2. Are you...

Male.....	47%
Female.....	53%

3. In what state do you live?

Northeast.....	19%
South	24%
Midwest	35%
West	22%

4. Are you the parent or guardian of any children under the age of 18?

Yes	35%
No.....	65%

5. ASK IF Q4=1: How old are your children? (Please check as many as apply.)

	(N=292)
Age 2 or younger	19%
Age 3 to 5	25%
Age 6 to 9	38%
Age 10 to 12	37%
Age 13 to 17	44%

TRUST

Below is a list of various public figures and different media sources. To what extent do you trust what you hear from each source? (ITEMS RANDOMIZED.)

		Total trust	Completely trust	Mostly trust	Mostly distrust	Completely distrust	Not sure
ALL RESPONDENTS:							
6.	President Barack Obama	50%	15%	35%	15%	23%	12%
7.	Democrats in Congress	36%	6%	30%	26%	22%	16%
8.	Republicans in Congress	28%	4%	24%	33%	23%	16%
9.	Supporters of the Tea Party	28%	7%	21%	21%	22%	30%
10.	CNN	64%	12%	52%	17%	7%	12%
11.	The New York Times	49%	6%	42%	17%	10%	24%
12.	Fox News	56%	14%	42%	16%	17%	11%
BY PARTY:							
6.	President Barack Obama						
	Democrats	82%	28%	53%	4%	5%	8%
	Independents	29%	5%	24%	27%	20%	24%
	Republicans	21%	5%	16%	22%	50%	8%
7.	Democrats in Congress						
	Democrats	66%	10%	55%	16%	4%	14%
	Independents	11%	1%	11%	35%	22%	32%
	Republicans	12%	3%	9%	34%	45%	8%
8.	Republicans in Congress						
	Democrats	15%	2%	13%	34%	38%	13%
	Independents	9%	1%	8%	38%	20%	34%
	Republicans	60%	9%	51%	27%	3%	10%
9.	Supporters of the Tea Party						
	Democrats	11%	3%	8%	23%	37%	28%
	Independents	17%	2%	15%	24%	18%	40%
	Republicans	57%	15%	42%	15%	4%	24%
10.	CNN						
	Democrats	77%	16%	62%	11%	3%	9%
	Independents	56%	9%	47%	15%	10%	18%
	Republicans	51%	10%	41%	26%	12%	11%

		Total trust	Completely trust	Mostly trust	Mostly distrust	Completely distrust	Not sure
11.	The New York Times						
	Democrats	60%	9%	51%	14%	2%	25%
	Independents	41%	4%	37%	21%	10%	28%
	Republicans	39%	5%	34%	20%	22%	20%
12.	Fox News						
	Democrats	44%	8%	36%	18%	27%	11%
	Independents	48%	10%	38%	17%	19%	17%
	Republicans	77%	24%	53%	13%	3%	7%

CIVILITY IN AMERICA TODAY

13. The next questions are on the topic of civility. By civility we mean polite conduct and expression. Generally speaking, do you believe there is a major problem, minor problem, or not much of a problem with the general tone and level of civility in the country today?

Major problem.....65%
 Minor problem.....29%
 Not much of a problem.....6%

14. Compared to a few years ago, do you think the general tone and level of civility in the country today is...

Better.....8%
 Worse.....72%
 About the same.....21%

Among those who say civility is a major problem (N=665):

Better.....5%
 Worse.....84%
 About the same.....11%

15. Which statement below is closest to your own opinion?

The financial crisis and recession improved the level of civility in America.....9%
 The financial crisis and recession made the level of civility in America worse71%
 The financial crisis and recession did not have much impact on the level of civility in America20%

16. During the next few years, do you expect the general tone and level of civility in the country to...

Get better.....26%
 Get worse39%
 Stay about the same.....35%

Among those who say civility is a major problem (N=665):

Better.....22%
 Worse46%
 About the same.....32%

How would you describe the general tone and level of civility in each of the areas listed below?
 (ITEMS RANDOMIZED. RESULTS RANKED BY % UNCIVIL.)

		Total uncivil	Very civil	Somewhat civil	Somewhat uncivil	Very uncivil	Not sure
24.	In government and politics?	72%	4%	16%	35%	38%	7%
27.	In traffic on roads and highways?	69%	5%	18%	36%	33%	7%
20.	Among the American public generally?	61%	3%	30%	43%	18%	6%
25.	In high schools?	59%	5%	21%	33%	26%	15%
32.	On talk radio?	59%	4%	25%	34%	25%	12%
18.	Among Hollywood celebrities?	56%	4%	24%	36%	20%	16%
26.	In professional sports?	54%	6%	30%	33%	20%	11%
33.	On television generally?	52%	5%	37%	37%	15%	7%
29.	On blogs you might read on the Internet?	51%	4%	16%	32%	20%	28%
17.	Among company CEOs?	49%	4%	24%	28%	21%	23%
19.	Among news reporters and commentators?	48%	5%	37%	33%	15%	10%
31.	On social networking sites, like Facebook, MySpace, or LinkedIn?	43%	6%	31%	29%	14%	21%
23.	In advertising?	39%	7%	41%	31%	9%	12%

		Total uncivil	Very civil	Somewhat civil	Somewhat uncivil	Very uncivil	Not sure
28.	Inside companies and places of employment?	40%	7%	41%	30%	10%	13%
30.	On college and university campuses?	40%	5%	34%	28%	12%	21%
34.	On Twitter?	35%	3%	19%	23%	12%	43%
21.	Among your own friends and relatives?	17%	27%	50%	14%	4%	5%
22.	At places of worship?	14%	30%	41%	10%	4%	15%

ADDITIONAL RESULTS OF INTEREST:

		4 or more social networking accounts		At least one social networking account		No social networking accounts	
		Total civil	Total uncivil	Total civil	Total uncivil	Total civil	Total uncivil
29.	On blogs you might read on the Internet?	36%	54%	23%	52%	12%	49%
31.	On social networking sites, like Facebook, MySpace, or LinkedIn?	60%	40%	44%	44%	16%	40%
34.	On Twitter?	38%	39%	26%	36%	12%	31%
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		Democrats		Republicans		Neither	
		Total civil	Total uncivil	Total civil	Total uncivil	Total civil	Total uncivil
24.	In government and politics?	24%	71%	19%	77%	15%	69%
32.	On talk radio?	29%	60%	36%	53%	19%	63%
<hr/>							
		Employed		Retired		Not employed	
		Total civil	Total uncivil	Total civil	Total uncivil	Total civil	Total uncivil
17.	Among company CEOs?	32%	50%	29%	49%	24%	54%
28.	Inside companies and places of employment?	53%	40%	47%	37%	38%	48%

35. In general, who do you think have more influence today?

Those who are civil42%
 Those who are uncivil31%
 Neither28%

CIVILITY OF PUBLIC FIGURES

Below is a list of various public figures as well as different media sources. How would you describe the general tone and civility of each? (ITEMS RANDOMIZED.)

	Total uncivil	Very civil	Somewhat civil	Somewhat uncivil	Very uncivil	Not sure
ALL RESPONDENTS:						
36. President Barack Obama	24%	41%	29%	11%	12%	6%
37. Democrats in Congress	44%	10%	36%	23%	21%	10%
38. Republicans in Congress	59%	5%	26%	35%	24%	11%
39. Supporters of the Tea Party	49%	8%	21%	22%	28%	22%
40. CNN	28%	12%	46%	19%	9%	14%
41. The New York Times	32%	9%	36%	21%	12%	23%
42. Fox News	40%	15%	34%	20%	19%	11%
BY PARTY:						
36. President Barack Obama						
Democrats	4%	67%	26%	2%	2%	3%
Independents	24%	27%	32%	15%	9%	17%
Republicans	50%	16%	30%	20%	30%	3%
37. Democrats in Congress						
Democrats	20%	17%	58%	16%	4%	5%
Independents	50%	3%	22%	29%	21%	24%
Republicans	74%	4%	16%	29%	45%	6%
38. Republicans in Congress						
Democrats	71%	4%	18%	38%	33%	7%
Independents	58%	2%	17%	34%	24%	24%
Republicans	44%	7%	43%	33%	11%	6%
39. Supporters of the Tea Party						
Democrats	63%	4%	12%	19%	44%	21%
Independents	48%	4%	16%	26%	21%	32%
Republicans	32%	14%	36%	22%	10%	17%
42. Fox News						

		Total uncivil	Very civil	Somewhat civil	Somewhat uncivil	Very uncivil	Not sure
	Democrats	51%	11%	26%	19%	32%	11%
	Independents	38%	13%	32%	24%	14%	17%
	Republicans	25%	21%	45%	20%	6%	8%
41.	The New York Times						
	Democrats	22%	11%	43%	17%	5%	23%
	Independents	29%	8%	36%	19%	10%	27%
	Republicans	48%	5%	27%	27%	21%	20%
40.	CNN						
	Democrats	16%	15%	54%	13%	3%	15%
	Independents	30%	12%	39%	21%	9%	19%
	Republicans	42%	9%	39%	26%	15%	11%

THE ON-LINE WORLD

43. How comfortable are you expressing your opinions online?

Very comfortable.....	57%
Somewhat comfortable	32%
Not very comfortable.....	8%
Not at all comfortable	2%

Percent who say "very comfortable":

Among those who spend less than an hour on-line in the typical day (N=367)	49%
Among those who spend 1-5 hours on-line in the typical day (N=332)	58%
Among those who spend more than 5 hours on-line in the typical day (N=304)	65%

44. ASK IF Q43=3,4 (NOT VERY OR NOT AT ALL COMFORTABLE): Why aren't you comfortable expressing your opinions online? Please check as many reasons as are true for you. (ITEMS RANDOMIZED. RESULTS RANKED BY % RESPONDING.)

	(N=102)
You are worried about your privacy.....	52%
You are concerned you will be harassed.....	37%
You don't like the uncivil or rude tone of other commenters	34%
You're just shy	22%
You don't have opinions you want to express	11%
None of the above	8%

45. How much do you worry about children being picked on or “cyberbullied” while online?

A great deal	36%
Somewhat.....	36%
Just a little	14%
Not at all	14%

Percent who say “a great deal”:

Among parents of young children (N=94).....	41%
Among parents of school-age children (N=170)	43%
Among parents of teens (N=147)	37%

AVOIDING INCIVILITY

Below are some questions about personal experiences with civility. Have you ever...? (ITEMS RANDOMIZED. RESULTS RANKED BY % YES.)

- | | |
|---|-----|
| 50. Decided not to watch a television program or listen to a radio program any longer because you were uncomfortable with its lack of civility or its tone of conversation? | 63% |
| 49. Decided not to buy from a company again because someone from that company was uncivil in the way they treated you? | 56% |
| 52. Reevaluated your opinion of a company because its tone or conduct was uncivil? | 55% |
| 47. Advised friends, family or co-workers not to buy certain products or services because you felt a company or its representative was rude or uncivil? | 49% |
| 46. “Defriended” or blocked someone online because you thought their comments or behaviors were uncivil? | 45% |
| 53. Stopped going to an online site because you were uncomfortable with its lack of civility or the tone of conversation? | 38% |
| 51. Dropped out of a fan club or online community or forum because it had become uncivil? | 25% |
| 48. Canceled a subscription to a newspaper or magazine because you thought it was uncivil? | 18% |

In general, do you find yourself “tuning in” or “tuning out” each of the following? (ITEMS RANDOMIZED. RESULTS RANKED BY % “TUNING OUT.”)

		More and more, I'm "tuning in"	More and more, I'm "tuning out"	Neither one
58.	Advertising	14%	55%	31%
54.	Government and politics	29%	49%	21%
57.	Opinion pieces or editorials	24%	46%	30%
56.	News coverage and reporting	39%	38%	24%
55.	Social networking sites, like Facebook, MySpace, or LinkedIn	31%	34%	35%

(ASK EACH ITEM ONLY IF MATCHING ITEM IN Q54-Q58=2, “TUNED OUT”:) Below are things you said you are “tuning out” more and more. How big a factor is the general tone and level of civility in your “tuning out”? (RESULTS RANKED BY % MAJOR FACTOR.)

		The general tone and level of civility is...		
		A major factor	A minor factor	Not a factor
59.	Government and politics (N=500)	63%	28%	9%
61.	News coverage and reporting (N=381)	50%	40%	9%
62.	Opinion pieces or editorials (N=475)	45%	43%	11%
60.	Social networking sites, like Facebook, MySpace, or LinkedIn (N=351)	39%	41%	20%
63.	Advertising (N=593)	29%	49%	22%

RESPONSIBILITY AND SOLUTIONS

To what extent is each of the following responsible for improving civility in America? Please give each group below a rating. (ITEMS RANDOMIZED. RESULTS RANKED BY % VERY RESPONSIBLE.)

		Very respon- sible	Somewhat respon- sible	Not too respon- sible	Not at all respon- sible	Not sure
67.	The American public generally	65%	22%	6%	2%	4%
66.	Political leaders	61%	22%	8%	5%	5%
68.	The news media	48%	33%	10%	4%	5%
64.	Business and companies	40%	39%	11%	4%	6%
65.	Places of worship	46%	30%	11%	5%	8%

To what extent do you agree or disagree with each of the following statements? (ITEMS RANDOMIZED. RANKED BY % AGREE.)

		Total agree	Completely agree	Mostly agree	Mostly disagree	Completely disagree	Not sure
69.	Parents should teach their children the importance of civility from an early age.	93%	77%	16%	3%	1%	3%

		Total agree	Completely agree	Mostly agree	Mostly disagree	Completely disagree	Not sure
65.	Business leaders should set an example and be careful to always behave with civility.	91%	58%	33%	3%	2%	4%
70.	People should not vote for political candidates and politicians who are uncivil.	83%	46%	37%	6%	3%	9%
66.	Companies should have a “zero tolerance” policy for uncivil behavior in the workplace.	82%	47%	36%	9%	3%	6%
67.	Companies should not advertise on programs or on websites that have a lot of uncivil behavior.	75%	36%	38%	11%	4%	10%
72.	People should stop buying products from companies that are uncivil.	75%	32%	43%	11%	2%	11%
71.	People should refuse to watch or listen to news commentators who are uncivil.	73%	35%	38%	15%	5%	7%
68.	Companies that use uncivil advertising should be fined.	63%	30%	33%	14%	11%	12%
73.	Social media and internet sites should block or remove uncivil comments.	63%	31%	31%	15%	12%	10%

		Total agree	Completely agree	Mostly agree	Mostly disagree	Completely disagree	Not sure
74.	We should have a universal “shame on you” icon that people should use anytime they see an uncivil comment on-line.	59%	29%	29%	18%	11%	12%

OTHER CATEGORIES

Finally, below are a few more questions for statistical purposes only. As with the rest of the survey, your answers are completely anonymous.

79. In a typical day, about how much time do you spend on the Internet, including time you spend at home, at work, or with your “smart phone”?

None	1%
Less than an hour	3%
1 to less than 3 hours.....	31%
3 to less than 5 hours.....	34%
5 to less than 10 hours.....	20%
10 to less than 20 hours.....	11%

80. ASK IF Q79≠1: Do you personally have an account and profile on any of the following? (ACCEPT MULTIPLE RESPONSES.)

Facebook.....	64%
MySpace.....	27%
YouTube	25%
Twitter.....	14%
LinkedIn.....	9%
Flickr	4%
Another social networking site	9%
None of the above	25%

81. Generally speaking, regardless of which candidate you preferred for President in the last election, do you think of yourself as...

82. ASK IF Q81=3,4 (INDEPENDENT, NONE): If you had to say, would you describe yourself as closer to the Republican or Democratic party?

Republican.....	33%
Independent.....	22%
Democrat.....	45%

83. What is the last level of education that you completed?

Grade school	3%
High school graduate	36%
Some college (less than 4 years)	33%
College graduate	20%
Postgraduate degree	7%

84. Which best describes your current employment status?

Employed and working full-time	37%
Employed and working part-time.....	11%
Unemployed and looking for work.....	9%
Unemployed and not looking for work.....	3%
A homemaker	13%
A student	7%
Retired.....	19%
Other	2%

85. How would you describe your main ethnic or racial background?

Caucasian.....	74%
African American	12%
Hispanic.....	9%
Asian	2%
Native American	1%
Other	1%

86. What was your household's total income last year before taxes, including everyone in your household?

Less than \$25,000	25%
\$25,000 to \$50,000.....	32%
\$50,000 to less than \$75,000.....	24%
\$75,000 to less than \$100,000.....	10%
\$100,000 to less than \$150,000.....	6%
\$150,000 or more	2%

Thank you very much for your participation.