

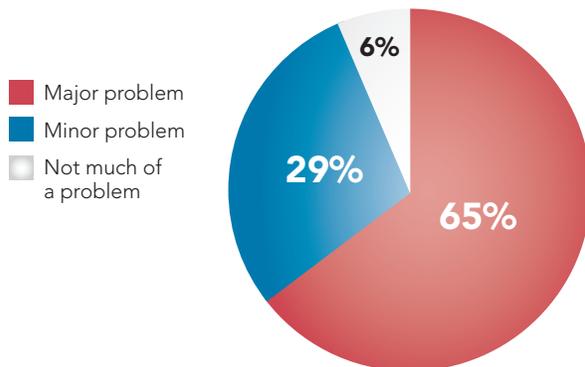
NATIONAL CIVILITY SURVEY

Incivility is a Growing Problem

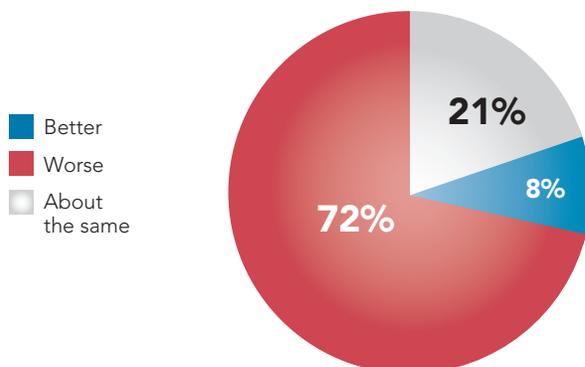
- Two in three Americans believe civility is a major problem. Three in four believe the problem has gotten worse over the past few years.

Baby boomers are most likely to think civility is a problem (74%) and has gotten worse (80%).

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?

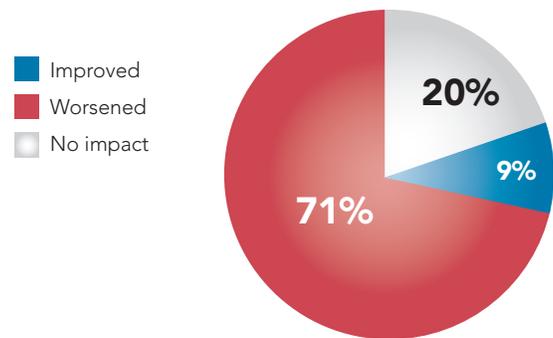


Compared to a few years ago, do you think the general tone and level of civility in the country today is...



- What has caused the erosion in civility? Three in four say the financial crisis and recession made the level of civility in American worse.

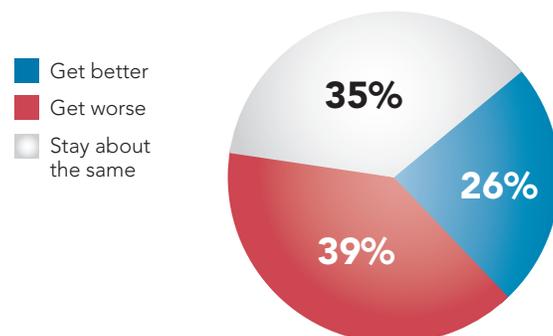
Which statement below is closest to your own opinion? The financial crisis and recession [worsened/improved] the level of civility in America



- Looking forward, Americans expect civility to get worse rather than better.

Just one in four expect civility to improve, while more than one in three think it will get worse. Those who spend the most time online are most pessimistic about the future of civility (47% expect civility to get worse). Republicans are also particularly pessimistic (44%), but young adults (under age 35) are a bit more optimistic than average (36%) expect civility to improve.

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

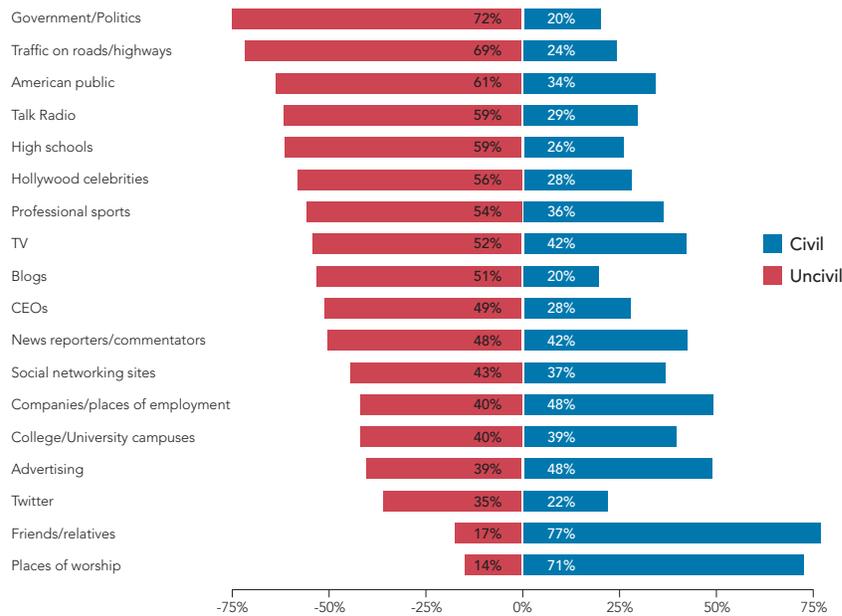


Incivility is Pervasive in Government, Business, Media, and Online

4. The least civil places in America: our politics and our roads.

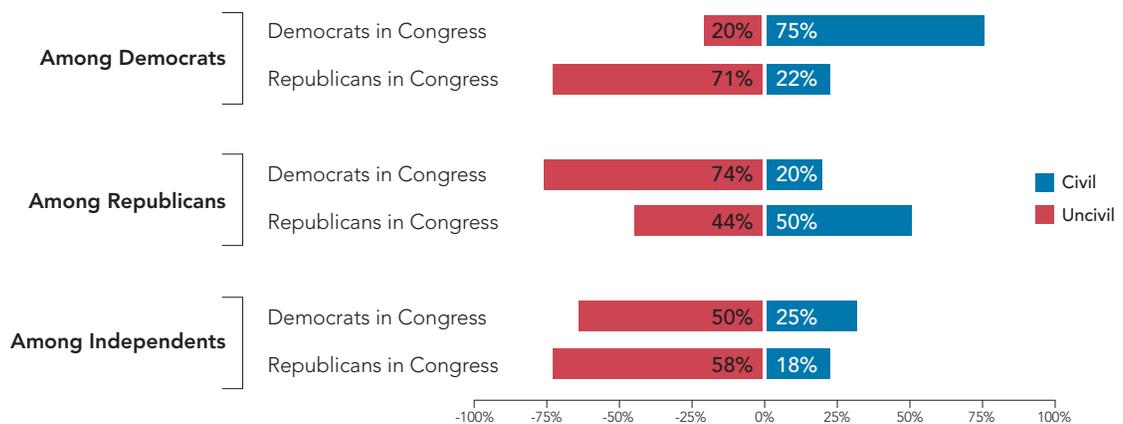
Majorities also characterize America’s high schools, talk radio, and Hollywood celebrities as uncivil.

How would you describe the general tone and level of civility in each of the areas listed below?



5. Democrats and Republicans agree: America’s government and politics are uncivil. Not surprisingly, of course, Democrats view Republicans as uncivil and Republicans view Democrats as uncivil—although Republicans are more critical of their own party.

How would you describe the general tone and level of civility in each of the areas listed below?



- 6. For those who use them most, social networks remain a place of civility. Blogs, on the other hand, are viewed as uncivil. Overall, half describe blogs as uncivil and almost as many describe social networks as uncivil. But those most active in social networking make a clear distinction between the two: social networks are civil, blogs are not.
- 7. America’s workers see their workplaces as civil, but CEOs as uncivil. By a margin of 53% to 40%, those who are currently employed characterize America’s places of employment as more civil than uncivil. CEO’s, in contrast, are described as uncivil by a margin of 50% to 32%.
- 8. Friends and relatives and places of worship are sanctuaries for civility. Majorities believe civility prevails among friends and in places of worship.

Consumers Hold Businesses Accountable for Incivility

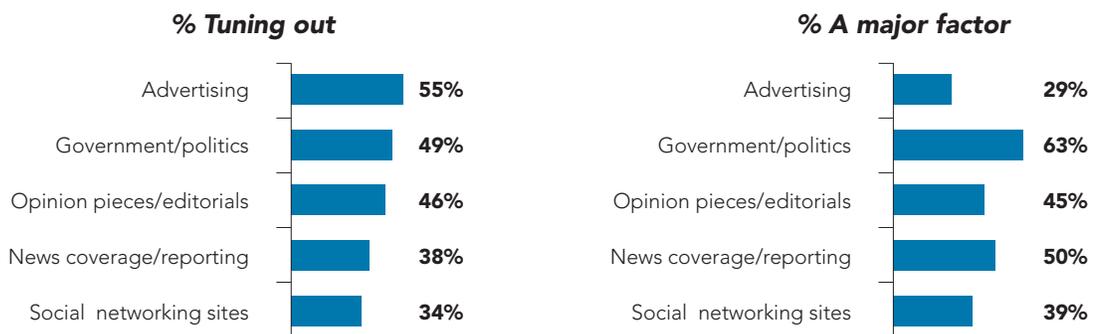
- 9. Consumers are willing to punish companies for uncivil behavior. Based on personal experiences, half or more of consumers reevaluated their opinions of companies, refrained from buying their products, or advised friends and family against purchasing their products due to uncivil behavior. Affluent consumers are even more likely to reevaluate a company that is uncivil than those earning less than \$50,000 (60% vs. 50%).
- 10. The medium matters. Incivility is tolerated in newspapers and magazines, but much less on television and radio. Few say they have canceled a subscription to a newspaper or magazine if their content was uncivil. In contrast, many say they have not watched or listened to a program because they were uncomfortable with its lack of civility.

Incivility is Driving Americans to Tune-Out Politics and the Media

- 11. The general tone and level of civility is a major factor why many are tuning out politics and the media. More than six in ten of those who are tuning out politics report that the general tone and level of civility is a major factor. This trend is stronger among Republicans (55%) and Independents (58%) than among Democrats (41%).

In general, do you find yourself “tuning in” or “tuning out” each of the following?

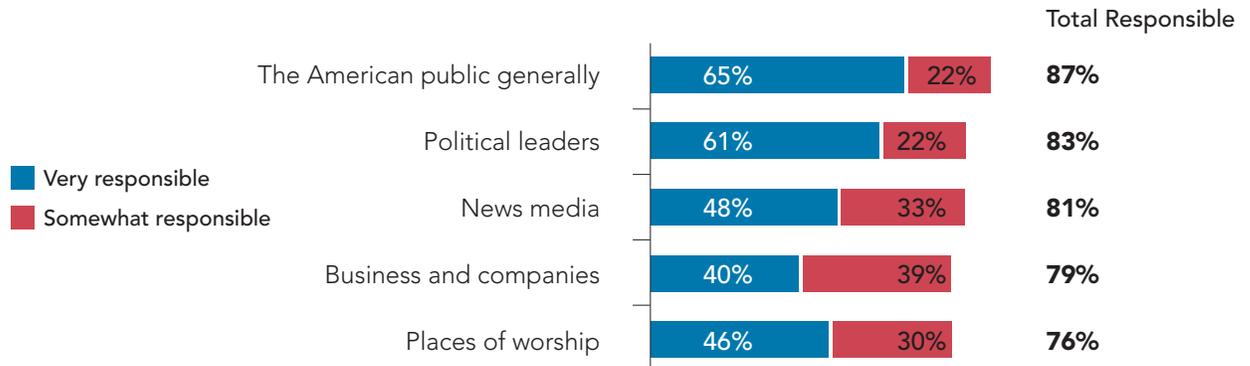
THOSE WHO TUNE OUT: How big a factor is the general tone and level of civility in your “tuning out”?



The Responsibility for Improving Civility Rests With Us All

12. Who is responsible for improving civility? Majorities believe there is a role for all parties in improving civility, but primary responsibility rests with the general public and political leaders.

To what extent is each of the following responsible for improving civility in America?



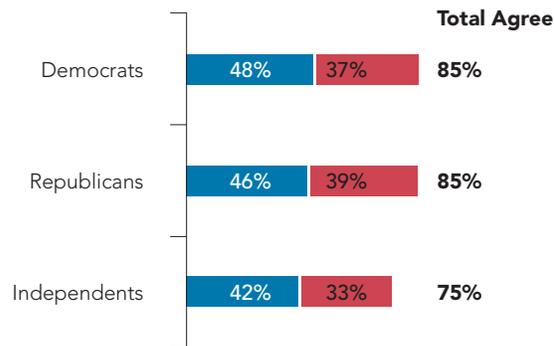
13. **Teaching civility starts early and at home.** There is near unanimous agreement (93%) that parents should teach their children the importance of civility at an early age. Women (82% completely agree) and those over the age of 50 (85% completely agree) feel most intensely about early education.

14. **Business leaders should be an example of civility.** Nine in ten (91%) agree that business leaders should set an example and always behave with civility.

It is time to get tough on politicians and companies who are uncivil.

15. Politicians could pay a steep price on election day for being uncivil. The vast majority of those surveyed (83%) believe people should not vote for candidates and politicians who are uncivil. This idea is more appealing to Democrats and Republicans than Independents.

To what extent do you agree or disagree with the following statement: People should not vote for political candidates and politicians who are uncivil?



16. Many support strong actions against companies that are uncivil. The vast majority of those surveyed (75%) believe people should stop buying products from companies that are uncivil. Many also agree that companies that use uncivil advertising should be fined (63%).

About the Research

This survey was conducted by KRC Research, in collaboration with Weber Shandwick. A total of 1,003 U.S. adults, 18 years and older, were interviewed online between April 20 to 23, 2010.

For more information about this study or additional public affairs services, please contact:

Pam Jenkins
President
Powell Tate | Weber Shandwick
202.585.2802
pjenkins@webershandwick.com

You can also visit:
www.powelltate.com
www.webershandwick.com
www.krcresearch.com

POWELL TATE