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**Times Mirror News Interest Index  
January 1992**

**Public Interest and  
Awareness of the News**

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## PUBLIC TUNES IN TO ECONOMIC NEWS

In a period when Mikhail Gorbachev resigned as President of the USSR, when the Soviet Union fragmented and dissolved, and when the Commonwealth of Independent States took its place, stories about the U.S. economy are being followed much more closely by the American people.

According to the latest *Times Mirror News Interest Index*, forty-four percent of Americans have followed news reports about conditions of the U.S. economy very closely, while 31% concentrated their attention on Mikhail Gorbachev's resignation and the official end of the Soviet Union.

As significant as the Gorbachev/Soviet news was, it also received less attention from Americans than did the major job cuts announced by General Motors and the Federal Reserve's interest rates reduction. Thirty-five percent of Americans said they followed both of those stories very closely, compared to the 31% citing the political and social upheaval in the Soviet Union.

African Americans and Hispanics followed news reports about the economy even more closely than did white Americans. Fifty-one percent of respondents within minority groups followed these stories very closely compared to only 43% of whites. A similar pattern emerged on the General Motors stories. Forty-six percent of minorities followed them very closely compared to only 33% of whites.

Interest in U.S. economic news is the highest it has ever been measured during the fifteen months Times Mirror has asked questions on a monthly basis about interest in economic news. On an average, 34% of respondents have said they were following U.S. economic news *very closely*, versus the 44% in the current survey. Men continue to be more interested than women. Fifty percent of men said they were following U.S. economic news very closely versus 39% of women.

The other stories Americans tracked *very closely* are: the outbreak of Civil War in the former Soviet republic of Georgia (11% followed very closely), news about the Democratic candidates for the Presidential nomination (11%), and Mario Cuomo's decision not to seek the Democratic presidential nomination (10%).

Although the presidential primary race is now in high gear, Americans' interest has not grown thus far. The 11% closely following the Democratic presidential candidates in January is virtually the same as the measurement Times Mirror recorded in our December survey (10%).

Mario Cuomo's internal debate over whether to run for the White House received heavy coverage, but Americans paid little more attention to Cuomo's exit (10%) than they did to Pat Buchanan's entry in December (7% followed very closely).

In comparison, 16% cited David Duke's presidential entry as a story they followed very closely in our December survey.

In other notable results from our *December and January News Interest Indexes*:

\*Older people were more likely than younger people to follow news stories about the 50th anniversary of Pearl Harbor. Only 23% of 18 - 34 year olds followed this story very closely compared to 52% of those 65 and over.

\*There was also a big generational difference in opinion about the Federal Reserve's lowering of interest rates. Only 12% of 18 - 29 year olds said the interest rate cut was mostly bad news, while 43% of those 65+ took a negative view.

\*Seventy-one percent of Americans said the William Kennedy Smith rape trial received too much coverage. This story wins the dubious honor of being most frequently cited for over coverage. The previous record was held by the news stories about Donald Trump's marital troubles in our March 1990 survey. At that time, 55% said the Trump story received too much coverage.

\*Large nationally influential newspapers like *The New York Times*, *The Washington Post* and *The Los Angeles Times* got favorable ratings from 53% of the American public, while 13% expressed unfavorable views. CNN received an 82%-4% favorable/unfavorable rating, while C-Span received a 39%-8% rating.

\*A narrow plurality of Americans (49%-44%) thought news organizations get the facts straight, while 63% said news organizations tend to favor one side instead of dealing fairly with all sides.

\*By a 77%-15% margin, the public thought news organizations were fair to the Bush Administration.

\*Fifty-eight percent thought news organizations were often influenced by powerful people and organizations, while 35% said they were "pretty independent." Seven in ten thought business corporations, advertisers and the federal government influence the way news organizations report the news.

# PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

(January 1992)

	<i>Mikhail Gorbachev's Resignation</i>	<i>Mario Cuomo's Decision not to Seek the Democratic Presidential Nomination</i>	<i>The Outbreak of Civil War in the Former Soviet Republic of Georgia</i>	<i>Reports About the Condition the U.S Economy</i>	<i>N</i>
<i>Total</i>	31	10	11	44	(1220)
<i>Sex</i>					
Male	36	12	12	50	(612)
Female	27	8	11	39	(608)
<i>Race</i>					
White	32	9	10	43	(1065)
*Hispanic	30	6	14	46	( 54)
Black	27	20	19	51	(93)
<i>Age</i>					
Under 30	26	6	10	31	(275)
30-49	28	7	10	45	(511)
50+	39	16	14	52	(429)
<i>Education</i>					
College graduate	38	13	14	53	(353)
Other college	33	7	12	47	(317)
High school grad.	27	7	9	38	(395)
Less than h.s. grad.	29	15	12	40	(151)
<i>Region</i>					
East	35	19	12	48	(304)
Midwest	35	6	13	42	(352)
South	28	7	10	44	(385)
West	28	9	10	42	(179)
<i>Party ID</i>					
Republican	33	6	10	39	(367)
Democrat	34	13	16	51	(357)
Independent	29	10	9	43	(443)

*Question: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely.*

\*The designation, hispanic, is unrelated to the white-black categorization.  
CONTINUED...

... CONTINUED

	<i>News About the The Major Job Cuts Announced by General Motors</i>	<i>The Federal Reserve Bank's Interest Rate Reduction</i>	<i>Democratic Candidates for the Presidential Nomination</i>
<i>Total</i>	35	35	11
<i>Sex</i>			
Male	36	38	9
Female	34	32	12
<i>Race</i>			
White	33	35	10
*Hispanic	54	46	6
Black	50	31	16
<i>Age</i>			
Under 30	25	18	6
30-49	32	37	8
50+	45	44	17
<i>Education</i>			
College graduate	31	41	8
Other college	37	34	9
High school grad.	31	30	12
Less than h.s. grad.	41	38	12
<i>Region</i>			
East	37	36	12
Midwest	40	33	8
South	32	33	13
West	28	37	9
<i>Party ID</i>			
Republican	30	37	5
Democrat	45	38	18
Independent	30	31	8

*Question: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely.*

\*The designation, hispanic, is unrelated to the white-black categorization.

## **SURVEY METHODOLOGY**

The survey results are based on telephone interviews conducted among a nationwide sample of 1006 adults, 18 years of age or older, during the period December 18-22, 1991 and 1,220 adults, 18 years of age or older, during the period January 3-6, 1992. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

# **THE QUESTIONNAIRE**

TIMES MIRROR NEWS INTEREST INDEX  
DECEMBER 1991  
N=1006  
December 18-22, 1991

**MY FIRST QUESTION IS...**

Q.1 Do you approve or disapprove of the way George Bush is handling his job as President?

44 Approve

52 Disapprove

$\frac{4}{100}$  Don't know/Refused

On another subject...

**INTERVIEWER NOTE: PLEASE FAMILIARIZE YOURSELF WITH THE RESPONSE CATEGORIES**

Q.2 What do you think is the most important news event that happened in the nation or in the world in the past 4 weeks? **(DO NOT READ)**

4 OTHER (SPECIFY)

9 DON'T KNOW

\* REFUSED

2 NONE

International Stories

The release of the last American hostages being held in Lebanon 13

The end of Mikhail Gorbachev's rule, as a new commonwealth was formed to replace the Soviet Union 41

Other International 2

Domestic Stories

Reports about the condition of the U.S. economy 7

The William Kennedy Smith rape trial 10

Unemployment/GM layoffs 5

Other Domestic 6

**THERE ARE NO QUESTIONS 3-6**

Q.7 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. (READ AND ROTATE LIST)

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK</u>
a. The conflict between the Yugoslavian Republics	5	21	34	40	0=100
b. The release of the last American hostages being held in Lebanon	44	40	11	5	0=100
c. The end of Mikhail Gorbachev's rule, as a new commonwealth was formed to replace the the Soviet Union	30	36	19	15	*=100
d. Reports about the condition of the U.S. economy	43	36	13	8	*=100
e. News about the Democratic candidates for the Presidential nomination	10	28	32	30	*=100
f. Pat Buchanan's announcement that he will run for the Republican presidential nomination	7	16	28	49	*=100
g. The William Kennedy Smith rape trial	27	39	22	11	1=100
h. David Duke's announcement that he will run for the Republican presidential nomination	16	27	28	29	*=100
i. Commemoration of the 50th anniversary of the Japanese attack on Pearl Harbor	31	37	18	14	*=100
j. The resignation of White House Chief of Staff John Sununu	8	25	31	36	0=100

Q.8 Which one of the stories I just mentioned, have you followed most closely?  
 (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)

	<u>Story Followed Most Closely</u>
a. The conflict between the Yugoslavian Republics	1
b. The release of the last American hostages being held in Lebanon	18
c. The end of Mikhail Gorbachev's rule, as a new commonwealth was formed to replace the the Soviet Union	20
d. Reports about the condition of the U.S. economy	12
e. News about the Democratic candidates for the Presidential nomination	1
f. Pat Buchanan's announcement that he will run for the Republican presidential nomination	1
g. The William Kennedy Smith rape trial	28
h. David Duke's announcement that he will run for the Republican presidential nomination	4
i. Commemoration of the 50th anniversary of the Japanese attack on Pearl Harbor	8
j. The resignation of White House Chief of Staff John Sununu	1
None/Don't know	$\frac{6}{100}$

Q.9 Of all the stories mentioned, which of them, if any, received too much coverage? **(DO NOT READ LIST, ACCEPT MULTIPLE RESPONSES, BE SURE TO PROMPT FOR "ANY OTHERS")**

	<u>Received Too Much Coverage</u>
a. The conflict between the Yugoslavian Republics	1
b. The release of the last American hostages being held in Lebanon	2
c. The end of Mikhail Gorbachev's rule, as a new commonwealth was formed to replace the the Soviet Union	3
d. Reports about the condition of the U.S. economy	1
e. News about the Democratic candidates for the Presidential nomination	2
f. Pat Buchanan's announcement that he will run for the Republican presidential nomination	1
g. The William Kennedy Smith rape trial	71
h. David Duke's announcement that he will run for the Republican presidential nomination	7
i. Commemoration of the 50th anniversary of the Japanese attack on Pearl Harbor	4
j. The resignation of White House Chief of Staff John Sununu	1
None/Don't know	16

**IF RESPONDENT SAID '99' CAN'T SAY IN Q. 8, SKIP TO Q. 11**

Q. 10 In general, how would you rate the job the press has done in covering (STORY FOLLOWED MOST CLOSELY IN Q. 8); excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>DK</u>
b. The release of the last American hostages	34	53	12	1	*=100
c. The end of Mikhail Gorbachev's rule	20	60	18	2	0=100
d. Reports about the condition of the U.S. economy	10	37	34	19	0=100
g. The William Kennedy Smith rape trial	16	48	22	12	2=100
i. Commemoration of 50th anniv. of attack on Pearl Harbor	36	49	12	3	0=100

**ASK ALL:**

Q. 11 In your opinion, which TV network has been doing the best job of covering the news lately - ABC, CBS, NBC or CNN?

18	ABC
15	CBS
15	NBC
42	CNN
<u>10</u> 100	Don't know/Refused

**TIMES MIRROR NEWS INTEREST INDEX**  
**JANUARY 1992**  
**JANUARY 3-6, 1992**  
**N=1,220**

SEX: 1[ ]Male 2[ ]Female INTERVIEWER'S NAME: \_\_\_\_\_  
 TIME STARTED: \_\_\_\_\_ INTERVIEWER'S I.D.: \_\_\_\_\_  
 TIME FINISHED: \_\_\_\_\_ PAGE NUMBER: \_\_\_\_\_  
 LENGTH: \_\_\_\_\_ REPLICATE NUMBER: \_\_\_\_\_  
 REGION: 1 East STRATUM: 1 Stratum One  
 2 Midwest 2 Stratum Two  
 3 South 3 Remainder  
 4 West  
 DATE: \_\_\_\_\_

INTRODUCTION: Hello, We are conducting a telephone opinion survey for leading newspapers and tv stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home (IF NO MALE, ASK: May I please speak with the oldest female, 18 years of age or older, who is now at home?)

**MY FIRST QUESTION IS...**

Q.1 Do you approve or disapprove of the way George Bush is handling his job as President?

		NEWS INTEREST INDEX						
		Nov 1991	Oct 1991	July 1991	May 1991	March 1991	Jan 25 1991	Jan 3 1991
46	Approve	55	61	67	77	84	79	59
43	Disapprove	33	28	23	16	10	14	24
<u>11</u> 100	Don't know	<u>12</u> 100	<u>10</u> 100	<u>10</u> 100	<u>7</u> 100	<u>6</u> 100	<u>7</u> 100	<u>17</u> 100

ON ANOTHER SUBJECT...

INTERVIEWER NOTE: PLEASE FAMILIARIZE YOURSELF WITH THE RESPONSE CATEGORIES

Q.2 What do you think is the most important news event that happened in the nation or in the world in the past 4 weeks? (DO NOT READ)

- 7 OTHER (SPECIFY)
- 1 DON'T KNOW
- \* REFUSED
- 24 NONE

<u>International Stories</u>	54
Mikhail Gorbachev's resignation as the Soviet Union came to an official end	49
The outbreak of civil war in the former Soviet Republic of Georgia	2
Middle East Peace talks	1
Bush's Asia trade visit	2
<u>Domestic Stories</u>	14
Reports about the condition of the U.S. economy	7
News about the Democratic candidates for the Presidential nomination	0
Mario Cuomo's decision not to seek the Democratic presidential nomination	0
The Federal Reserve Bank's interest rate reduction	1
Hostages return home	5
William Kennedy Smith trial	1

Q.3 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. (READ AND ROTATE LIST)

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK</u>
a. Mikhail Gorbachev's resignation as the Soviet Union came to an official end	31	42	20	7	*=100
b. Mario Cuomo's decision not to seek the Democratic presidential nomination	10	17	30	42	1=100
c. The outbreak of civil war in the former Soviet Republic of Georgia	11	35	33	20	1=100
d. Reports about the condition of the U.S. economy	44	40	11	5	*=100
e. The major job cuts announced by General Motors	35	38	18	9	*=100
f. The Federal Reserve Bank's interest rate reduction	35	31	19	14	1=100
g. News about the Democratic candidates for the Presidential nomination	11	25	36	27	1=100

Q. 3a Which one of the stories I just mentioned, have you followed most closely? (DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)

	<u>Story Followed Most Closely</u>
a. Mikhail Gorbachev's resignation as the Soviet Union came to an official end	30
b. Mario Cuomo's decision not to seek the Democratic presidential nomination	2
c. The outbreak of civil war in the former Soviet Republic of Georgia	3
d. Reports about the condition of the U.S. economy	20
e. The major job cuts announced by General Motors	18
f. The Federal Reserve Bank's interest rate reduction	15
g. News about the Democratic candidates for the Presidential nomination	3
Don't know/No answer None	$\frac{9}{100}$

**ON ANOTHER SUBJECT..**

Q. 21 I'd like your opinion of some people and organizations. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. First, would you describe your opinion of **(ITEM)** as very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

	Very Favorable	Mostly Favorable	(VOL) Mostly Unfavorable	(VOL) Very Unfavorable	Never Heard Of	Can't Rate
I. Network TV news	27	55	11	2	0	5=100
November	24	51	16	5	0	4=100
March, 1991	40	51	5	2	0	2=100
May, 1990	22	60	12	3	*	3=100
August, 1989	28	54	11	3		4=100
January, 1989	21	61	12	3		3=100
*August, 1988	29	52	9	5		5=100
May, 1988	20	58	14	4		4=100
January 27, 1988	12	69	13	3		3=100
Jan. 7-18, 1988	18	60	14	4		4=100
October, 1987	19	62	10	3		6=100
May, 1987	21	63	11	3		2=100
January, 1987	19	55	16	6		4=100
July, 1986	30	53	10	4		3=100
August, 1985	30	51	8	2		7=100
June, 1985	25	59	8	2		6=100
m. The daily newspaper you are most familiar with	27	51	13	5	0	4=100
November, 1991	24	56	11	5	0	4=100
March, 1991	30	55	7	3	*	5=100
May, 1990	22	56	12	5	*	5=100
August, 1989	25	52	12	5		6=100
January, 1989	22	56	13	4		5=100
*August, 1988	30	48	10	5		7=100
May, 1988	19	59	13	4		5=100
January 27, 1988	19	62	11	3		5=100
Jan. 7-18, 1988	21	59	12	4		4=100
October, 1987	21	58	9	4		8=100
May, 1987	22	59	12	3		4=100
January, 1987	19	57	13	6		5=100
July, 1986	28	51	11	6		4=100
August, 1985	25	52	10	5		8=100
June, 1985	25	56	8	3		8=100

Q.21 I'd like your opinion of some people and organizations. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. First, would you describe your opinion of **(ITEM)** as very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

(VOL)

(VOL)

	Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard Of	Can't Rate	
n. Large nationally influential papers such as the New York Times, the Washington Post and the Los Angeles Times	16	37	9	4	0		34=100
June, 1985	12	36	8	3	1		40=100
o. CNN	44	38	3	1	3		11=100
September, 1987	23	30	3	2	6		36=100
p. C-Span	12	27	6	2	24		29=100
June, 1985	4	10	2	2	55		27=100

**A FEW MORE QUESTIONS ABOUT THE PRESS.....**

Q.22 In general, do you think news organizations get the facts straight or do you think that their stories and reports are often inaccurate?

		Aug. 1989	Aug. 1988	May 1988	Jan. 1988	June 1985
49	Get facts straight	54	40	43	44	55
44	Inaccurate	44	50	43	48	34
$\frac{7}{100}$	Can't say	$\frac{2}{100}$	$\frac{10}{100}$	$\frac{9}{100}$	$\frac{8}{100}$	$\frac{11}{100}$

Q. 23 In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides or do they tend to favor one side?

		<u>Aug. 1989</u>	<u>Aug. 1988</u>	<u>May 1988</u>	<u>Jan. 1988</u>	<u>Dec. 1986</u>	<u>July 1986</u>	<u>June 1985</u>
31	Deal fairly with all sides	28	36	34	30	39	37	34
63	Tend to favor one side	68	57	56	59	54	57	53
$\frac{6}{100}$	Can't say	$\frac{4}{100}$	$\frac{7}{100}$	$\frac{10}{100}$	$\frac{11}{100}$	$\frac{7}{100}$	$\frac{6}{100}$	$\frac{13}{100}$

Q. 24 Are the news organizations you are most familiar with fair or unfair to the Bush Administration?

		<u>Aug. 1989</u>	<u>Jan.<sup>1</sup> 1988</u>	<u>Dec. 1986</u>	<u>June 1985</u>
77	Fair	82	66	67	78
15	Unfair	12	21	25	12
$\frac{8}{100}$	Don't know	$\frac{6}{100}$	$\frac{13}{100}$	$\frac{8}{100}$	$\frac{10}{100}$

Q. 25 In general, do you think news organizations are pretty independent, or are they often influenced by powerful people and organizations?

		<u>Aug. 1989</u>	<u>Jan. 1988</u>	<u>July 1986</u>	<u>June 1985</u>
35	Pretty independent	33	40	37	37
58	Often influenced by the powerful	62	49	53	53
$\frac{7}{100}$	Can't say	$\frac{5}{100}$	$\frac{11}{100}$	$\frac{10}{100}$	$\frac{10}{100}$

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<sup>1</sup> June, 1985 through January, 1988 refer to the Reagan administration.

Q. 25b As I read from a list tell me whether or not you feel this group often influences news organizations in the way they report the news? **(ROTATE)** Do you feel that **(GROUP)** often influence news organizations in the way they report the news?

	<u>Yes, Influences</u>	<u>No, Does Not</u>	<u>DK</u>
a. Business Corporations	71	23	6=100
January, 1988	71	18	11=100
June, 1985	70	20	10=100
b. Conservatives	48	40	12=100
January, 1988	38	42	20=100
June, 1985	45	39	16=100
c. The Federal Government	74	21	5=100
January, 1988	67	22	11=100
June, 1985	73	19	8=100
d. Catholics	28	60	12=100
January, 1988	29	51	20=100
June, 1985	35	49	16=100
e. Jews	25	61	14=100
January, 1988	29	50	21=100
June, 1985	33	49	18=100
f. Liberals	52	37	11=100
January, 1988	42	37	21=100
June, 1985	48	37	15=100
g. Advertisers	71	24	5=100
January, 1988	69	21	10=100
June, 1985	65	26	9=100

**ASK EVERYONE:**

Q. 28 Thinking about the Presidential primaries, generally do you think they are a good way of determining who the best qualified nominees are, or not?

51	Yes, a good way	<u>Jan.</u> <u>1988</u> 61
41	No, not a good way	25
<u>8</u> 100	Don't know	<u>16</u> 100

Q. 29 How much influence do you feel news organizations have on which candidates become Presidential nominees: too much influence, too little influence, or about the right amount?

		Jan. <u>1988</u>	Oct. <u>1987</u>
53	Too much influence	51	59
4	Too little influence	4	5
40	About the right amount	37	31
$\frac{3}{100}$	Don't know	$\frac{8}{100}$	$\frac{5}{100}$

A year ago there was a vote in Congress about whether to use military force against Iraq if it did not voluntarily leave Kuwait by the UN deadline for withdrawal...

Q. 36 If you learned that your Congressman had voted in favor of using force against Iraq - would it make you more likely or less likely to vote for his or her re-election this fall, or wouldn't it affect you?

40	More likely
13	Less likely
43	No effect
$\frac{4}{100}$	No opinion

Q. 37 If you learned that your Congressman had voted no to using force against Iraq - would it make you more likely or less likely to vote for his or her re-election, this fall or wouldn't it affect you?

14	More likely
38	Less likely
44	No effect
$\frac{4}{100}$	No opinion

Q. 901 How often would you say you vote -- always, nearly always, part of the time, or seldom?

40	Always
35	Nearly always
11	Part of the time
10	Seldom
0	Other <b>(VOLUNTEERED)</b>
4	Never vote <b>(VOLUNTEERED)</b>
$\frac{*}{100}$	Don't know/No answer

# TIMES MIRROR DATABASE

## PUBLIC ATTENTIVENESS TO MAJOR NEWS STORIES (1986 - 1991)

### PERCENT FOLLOWED VERY CLOSELY

- 80 Explosion of the Space Shuttle Challenger (July 86)
- 73 Destruction caused by the San Francisco earthquake (Nov 89)
- 69 Little girl in Texas who was rescued after falling into a well (Oct 87)
- 67 War's end and the homecoming of U.S. forces from the Gulf (March 91)
- 66 Iraq's invasion of Kuwait and the deployment of U.S. forces to Saudi Arabia (Aug 90)
- 63 Iraq's occupation of Kuwait and the deployment of U.S. forces to the Persian Gulf (Oct 90)
- 63 Iraq's occupation of Kuwait and the deployment of U.S. forces to the Persian Gulf (Sept 90)
- 62 Iraq's occupation of Kuwait and the presence of U.S. forces in the Persian Gulf (Nov 90)
- 62 Recent increases in the price of gasoline (Oct 90)
- 60 Invasion of Panama (Jan 90)
- 60 Destruction caused by Hurricane Hugo (Oct 89)
- 59 Iraq's occupation of Kuwait and the presence of U.S. forces in the Persian Gulf (Jan 91)
- 58 U.S. air strikes against Libya (July 86)
- 57 The plight of the American hostages and other Westerners detained in Iraq (Sept 90)
- 57 Recent increase in the price of gasoline (Aug 90)
- 56 Recent increases in the price of gasoline (Sept 90)
- 53 Crash of a United Airlines DC-10 in Sioux City, Iowa (Aug 89)
- 52 Alaska Oil Spill (May 89)
- 51 The release of American hostages and other westerners from Iraq and Kuwait (Jan 91)
- 51 Supreme Court decision of flag burning (July 89)
- 50 Opening of the Berlin Wall between East and West Germany (Nov 89)
- 50 Flight of the space shuttle (Oct 88)
- 49 The plight of American hostages and other Westerners detained in Iraq and Kuwait (Nov 90)
- 49 Murder of Marine Lt. Col. Higgins in Lebanon, and negotiations to free the other hostages in the Mideast (Aug 89)
- 49 Drought and its effects on American farmers (Aug 88)
- 48 TWA hostage crisis that took place last summer in Beirut, Lebanon (July 86)
- 47 Breakup of the Soviet Union following the failed coup to depose of Mikhail Gorbachev (Oct 91)
- 47 The plight of American hostages and other Westerners detained in Iraq and Kuwait (Oct 90)
- 47 Political upheaval in China (July 89)
- 47 Supreme Court decision on abortion (July 89)
- 46 Videotaped beating by Los Angeles police of a suspect they apprehended in an auto chase (March 91)
- 46 Nuclear accident at Chernobyl in the Soviet Union (July 86)
- 46 Freeing of two Americans who had been held hostage in the Mideast (May 90)
- 44 REPORTS ABOUT THE CONDITION OF THE U.S. ECONOMY (JAN 1992)**
- 44 THE RELEASE OF THE LAST AMERICAN HOSTAGES BEING HELD IN LEBANON (DEC 91)**
- 43 REPORTS ABOUT THE CONDITION OF THE US ECONOMY (DEC 91)**

PERCENT FOLLOWED  
VERY CLOSELY

- 43 News about the presidential campaign in 1988 (Oct 88)
- 42 Hot weather this summer and the greenhouse effect (Aug 88)
- 42 Downing of an Iranian passenger plane by a U.S. Navy ship (Aug 88)
- 41 News regarding harassment charges raised against supreme court nominee Clarence Thomas (Oct 91)
- 40 Bush administration's plan to deal with this country's drug problem (Sept 89)
- 40 The stock market crash (Oct 87)
  
- 39 Reports about the condition of the U.S. economy (Nov 90)
- 39 News about the presidential campaign in 1988 (Aug 88)
- 38 President Bush's heart problem (May 91)
- 38 News about the candidates and elections in your state (Nov 90)
- 38 Soviet President Mikhail Gorbachev's visit to the U.S. for a Summit meeting (June 90)
- 38 Drug use and efforts to combat it (Jan 90)
- 38 U.S. Navy escort of Kuwaiti oil tankers in the Persian Gulf (Sept 87)
- 37 U.S. Navy escort of Kuwaiti oil tankers in the Persian Gulf (Oct 87)
- 37 Stories about Dan Quayle, the Republican Vice-Presidential candidate (Aug 88)
- 37 Sentencing of Oliver North (July 89)
- 36 Reports about the condition of the U.S. economy (Oct 91)
- 36 The situation of the Kurds in northern Iraq and allied attempts to help them (May 91)
  
- 36 Reports about the condition of the U.S. economy (March 91)
- 36 Reports about the condition of the U.S. economy (Jan 91)
- 36 The murder of five people by a serial killer around the University of Florida campus in Gainesville (Sept 90)
- 35 FEDERAL RESERVE BANK'S INTEREST RATE REDUCTION (JAN 1992)**
- 35 THE MAJOR JOB CUTS ANNOUNCED BY GENERAL MOTORS (JAN 1992)**
- 35 The Standoff in Baghdad between the Iraqis and UN weapons inspectors (Oct 91)
- 35 Reports about the condition of the U.S. economy (July 1991)
- 35 Attempts to change the abortion laws (Dec 89)
- 35 Hijacking of the Achille Lauro cruise ship in the Mediterranean (July 86)
- 35 Explosion and fire on the U.S. Battleship Iowa (May 89)
- 34 Civil war in Iraq between Shiite Iraqis and forces loyal to Saddam Hussein (March 91)
- 34 Congressional and administration efforts to reach a budget deficit agreement (Nov 90)
- 34 Attempts by Congress and the Administration to find ways to reduce the budget deficit (Oct 90)
- 34 Reports about flooding in Texas and other southwestern states (June 90)
- 34 The war between the Colombian government and the major drug traffickers (Sept 89)
- 33 The nomination to the U.S. Supreme Court of Clarence Thomas to replace retiring Justice Thurgood Marshall (July 1991)
- 33 Reports about the condition of the U.S. economy (May 91)
- 33 Crash of the Colombian airliner near Kennedy airport in New York (Feb 90)
- 33 Congressional hearings about the Iran-Contra affair (Sept 87)
- 33 Guilty verdict in the trial of televangelist Jim Bakker (Oct 89)
- 32 Criticisms of George Bush for being inconsistent in what he said about taxes and what he said about Persian Gulf policy (Nov 90)

PERCENT FOLLOWED  
VERY CLOSELY

- 31 **MIKHAIL GORBACHEV'S RESIGNATION AS THE SOVIET UNION CAME TO AN OFFICIAL  
END (JAN 1992)**
- 31 **COMMEMORATION OF THE 50TH ANNIVERSARY OF THE JAPANESE ATTACK ON PEARL  
HARBOR (DEC 91)**
- 31 President Bush's announcement of major nuclear arms reductions (Oct 91)
- 31 The closing of military bases around the country (July 1991)
- 31 Celebration of Earth Day (May 90)
- 31 The World Series (Oct 88)
- 31 Flight of East German refugees to West Germany (Oct 89)
- 31 Oliver North trial (May 89)
- 30 **THE END OF MIKHAIL GORBACHEV'S RULE, AS A NEW COMMONWEALTH WAS FORMED  
TO REPLACE THE SOVIET UNION (DEC 91)**
- 30 Reports about the condition of the U.S. economy (Aug 90)
- 30 Freeing of jailed black South African leader Nelson Mandela (March 90)
- 30 Banishment of Pete Rose from baseball for life (Sept 89)
- 30 The Democratic convention (Aug 88)
- 30 President Bush's call for higher taxes to help reduce the federal deficit (July 90)
  
- 29 Reports about the condition of the U.S. economy (Sept 90)
- 29 Reports about the fires in Southern California (July 90)
- 29 Lithuania's declaration of independence from the Soviet Union and  
Moscow's response (April 90)
- 29 Suicide in Boston of Charles Stuart who murdered his pregnant wife and blamed it on a  
black man (Feb 90)
- 29 Political changes taking place in Czechoslovakia, Hungary and East Germany (Jan 90)
- 29 Political changes in East Germany and the flight of refugees to West Germany (Nov 89)
- 29 Attack and sexual assault on a female jogger in Central Park, New York, by a  
group of youths (May 89)
- 29 Failed coup attempt against Panamanian strongman Noriega (Oct 89)
- 28 The death of 87 people in a fire at a social club in the Bronx, New York (April 90)
- 28 Political changes taking place in the Soviet Union (March 90)
- 28 Arrest of Washington's Mayor Barry on drug use charges (Feb 90)
- 28 The revolution in Romania (Jan 90)
- 28 Political changes taking place in Czechoslovakia, Hungary and East Germany (Dec 89)
- 28 Problems at nuclear reactor plants (Oct 88)
- 28 The end of Gary Hart's candidacy and the Donna Rice allegations (Sept 87)
- 27 **THE WILLIAM KENNEDY SMITH RAPE TRIAL (DEC 91)**
- 27 Deployment of U.S. marines to Liberia to protect the lives of Americans caught in the  
civil war (Aug 90)
- 27 Lithuania's declaration of independence from the Soviet Union and Moscow's  
response (May 90)
- 27 Acquittal of the owners of the McMartin Day Care Center in California who were charged  
with  
sexually abusing children (Feb 90)
- 27 The NFL playoffs (Jan 90)
- 27 The Republican convention (Aug 88)

PERCENT FOLLOWED  
VERY CLOSELY

- 26 Charges that the White House Chief of Staff used military airplanes and government cars for personal trips (July 1991)
- 26 Concerns about Dan Quayle's ability to serve as President (May 91)
- 26 Bush/Gorbachev summit meeting in Helsinki (Sept 90)
- 26 The death of Hank Gathers, a college basketball player, during a game (April 90)
- 26 Political changes taking place in Czechoslovakia, Hungary and East Germany (Feb 90)
- 26 Passage in Congress of a bill to bail out ailing savings and loan institutions (Aug 89)
- 25 Supreme court decision allowing laws that bar federally funded agencies from discussing abortion (July 1991)
- 25 Supreme Court's hearing of arguments in a Missouri abortion case (May 89)
- 24 Charges that Reagan campaign officials made a deal with Iran to hold up release of the hostages until after the 1980 Presidential campaign (July 1991)
- 24 Charges that White House Chief of Staff used military airplanes for personal trips (May 91)
- 24 Supreme Court decision that found laws against flag burning unconstitutional and the attempt in Congress to amend the Constitution (July 90)
- 24 Nelson Mandela's visit to the U.S. (July 90)
- 24 Deployment of the Hubble Space Telescope (May 90)
- 24 Difficulties the government is having in getting people to fill out Census forms (May 90)
- 24 The NCAA Basketball playoffs (April 90)
- 24 Supreme Court decision regarding a person's right to die (July 90)
- 23 Cyclone that devastated Bangladesh (May 91)
- 23 Attempt in Idaho to pass a bill that would severely restrict abortions (April 90)
- 23 Greyhound bus drivers' strike (April 90)
- 23 Discussion of the reunification of Germany (March 90)
- 23 The World Series (Nov 89)
- 22 Protests and demonstrations at abortion clinics in Wichita, Kansas (Oct 91)
- 22 Congressional hearings about U.S. Persian Gulf policy (Jan 91)
- 22 Reunification of Germany (Oct 90)
- 22 Washington Mayor Barry's trial (July 90)
- 22 The 54 year old Oregon woman suffering from Alzheimers who ended her life by using a suicide machine (July 90)
- 22 President Bush's visit to Colombia to attend a drug summit (March 90)
- 22 The Super Bowl (Feb 90)
- 22 Letter bombings of federal judges (Jan 90)
- 22 Discoveries made by the spacecraft Voyager 2 (Sept 89)
- 22 Trial of televangelist Jim Bakker (Sept 89)
- 22 April hijacking of a Kuwaiti airplane by Shiite Moslems (May 88)
- 22 Cease fire in the war between Iran and Iraq (Aug 88)
- 22 News about the presidential campaign in 1988 (May 88)
- 22 Charges that Pete Rose has bet on baseball games (July 89)

PERCENT FOLLOWED  
VERY CLOSELY

- 21 Alleged rape of a young woman at the Kennedy family's Palm Beach estate (May 91)
- 21 Controversy surrounding the way Roseanne Barr sang the National Anthem at a San Diego Padres baseball game (Aug 90)
- 21 Tensions between Moscow and the Baltic Republics of Latvia, Estonia and Lithuania who wish to secede from the Soviet Union (June 90)
- 21 Discussions about German reunification (April 90)
- 21 Political changes taking place in Czechoslovakia, Hungary, East Germany and other countries of Eastern and Central Europe (March 90)
- 21 Scandal involving HUD (Aug 89)
- 20 Mikhail Gorbachev's political problems in the Soviet Union (March 91)
- 20 Resignation of British Prime Minister Margaret Thatcher and the election of her successor (Jan 91)
- 20 The murder on a New York subway platform of a Utah man attempting to protect his family from attack by teenage muggers (Sept 90)
- 20 Earthquake in Iran (July 90)
- 20 Gorbachev/Bush summit (Dec 89)
- 20 Attempts by the U.S. government to depose General Noriega in Panama (May 88)
- 20 Post-season baseball playoffs (Oct 89)
  
- 19 Attempts by Congress and the Administration to find ways to reduce the budget deficit (Aug 90)
- 19 Elections in Nicaragua (March 90)
- 19 Coup attempt against the Filipino government (Dec 89)
- 19 Attempts in Congress to repeal the new catastrophic health insurance plan (Oct 89)
- 19 Incidents of racial violence in New York City and Virginia Beach (Sept 89)
- 19 Discussions of a U.S. Soviet arms agreement (Sept 87)
- 18 News about the candidates and election campaigns in your state (Oct 90)
- 18 Special meetings between the Bush Administration and Congressional Leaders to find ways to reduce the federal deficit (June 90)
- 18 Continuing news about the Savings and Loan scandal (June 90)
- 18 Reports about renewed inflation and rising interest rates (May 90)
- 18 Senator Moynihan's proposal to cut social security taxes (Feb 90)
- 18 The stock market crash (May 88)
- 18 Conflict in the Middle East between Palestinians and the Israelis in the occupied territories (May 88)
- 17 President Bush's decision to lift the trade embargo on South Africa (July 1991)
- 17 Racial tension in New York City resulting from the Bensonhurst trial verdict and the black boycott of Korean grocers (June 90)
- 17 Discussions between the American and Japanese governments about trade issues (April 90)
- 17 A custody case involving a mother who went to jail and a little child taken to New Zealand by her grandparents (March 90)
- 17 Nomination of Robert Bork to serve on the U.S. Supreme Court (Sept 87)
- 16 DAVID DUKE'S ANNOUNCEMENT THAT HE WILL RUN FOR THE REPUBLICAN PRESIDENTIAL NOMINATION (DEC 91)**
- 16 Nomination of David Souter to the U.S. Supreme Court to replace Justice William Brennan (Aug 90)
- 16 Washington DC Mayor Marion Barry's trial ending in a mistrial (Aug 90)
- 16 Financial troubles of Donald Trump (July 90)

PERCENT FOLLOWED  
VERY CLOSELY

- 16 Dispute between the President and Congress over allowing Chinese students to remain in America (Feb 90)
- 15 President Bush's decision to postpone loan guarantees to Israel (Oct 91)
- 15 Resignation of Soviet Foreign Minister Eduard Shevardnadze (Jan 91)
- 15 Senate confirmation of Supreme Court Justice David Souter (Oct 90)
- 15 Controversy over the exclusion of blacks from membership in many country clubs at which national golf championship matches are played (Aug 90)
- 15 Education Summit held by Bush and the nation's Governors (Oct 89)
- 15 Ethics committee's investigation of Speaker of the House Jim Wright (May 89)
- 15 News about the Democratic candidates for the presidential nomination (Oct 87)
- 15 Conflict of interest allegations about Attorney General Ed Meese (May 88)
- 15 Scandal involving HUD (July 89)
- 14 President Bush's educational reform plan (May 91)
- 14 Political unrest and the worsening economic situation in the Soviet Union (May 91)
- 14 Renewed fighting between government and the rebels in El Salvador (Dec 89)
- 14 House approval of a cut in the capital gains tax (Oct 89)
- 14 Spy scandal involving a U.S. Diplomat in Vienna (Aug 89)
- 14 Coverage of Democratic and Republican candidates for the Presidential nomination (Sept 87)
- 14 Pending divorce between Mike Tyson and Robin Givens (Oct 88)
- 13 The BCCI international banking scandal (Oct 91)
- 13 U.S. Department of Education prohibition of racially based college scholarships (Jan 91)
- 13 Worsening economic conditions in the Soviet Union (Sept 90)
- 13 Civil unrest and ethnic violence in Soviet Azerbaijan (Feb 90)
- 13 Resumption of fighting in Nicaragua between the Contras and government forces (Nov 89)
- 13 Elections in Virginia, New Jersey, New York City and other localities (Nov 89)
- 13 News about the Republican candidates for the Presidential nomination (Oct 88)
- 12 Nomination of Robert Gates to head the CIA (Oct 91)
- 12 News about the democratic candidates for the presidential nomination (Oct 91)
- 12 Russian President Boris Yeltsin's election victory and visit to the U.S. (July 1991)
- 12 The findings of the committee that investigated five senators for doing favors for Charles Keating in exchange for campaign contributions (March 91)
- 12 Major League Baseball's decision to force George Steinbrenner to give up active control of the New York Yankees (Aug 90)
- 12 Pledge of Nelson Mandela's African National Congress to end the armed struggle in South Africa (Aug 90)
- 12 Marital breakup of Donald and Ivana Trump (March 90)
- 12 Solidarity's role in governing Poland (July 89)
- 11 **THE OUTBREAK OF CIVIL WAR IN THE FORMER SOVIET REPUBLIC OF GEORGIA (JAN 1992)**
- 11 **NEWS ABOUT THE DEMOCRATIC CANDIDATES FOR THE PRESIDENTIAL NOMINATION (JAN 1992)**
- 11 Debate in Washington about a new civil rights bill (July 1991)
- 11 Conflict between the Yugoslavian Republics (July 1991)
- 11 The incident in Gaza in which a deranged Israeli killed seven Palestinians and the West bank riots that followed (June 90)
- 11 Legalization of banned black opposition groups in South Africa and the promise to free Nelson Mandela (Feb 90)

PERCENT FOLLOWED  
VERY CLOSELY

- 10 **MARIO CUOMO'S DECISION NOT TO SEEK THE DEMOCRATIC PRESIDENTIAL NOMINATION (JAN 1992)**
- 10 **NEWS ABOUT THE DEMOCRATIC CANDIDATES FOR THE PRESIDENTIAL NOMINATION (DEC 91)**
- 10 Japanese purchase of Rockefeller center in New York City (Dec 89)
- 10 The spending and tax proposals made by Congressman Dan Rostenkowski to help reduce the budget deficit (April 90)
- 10 Academy Awards (April 90)
  
- 9 Purchase of entertainment giant, MCA by the Japanese consumer electronics company, Matsushita (Jan 91)
- 9 The investigation of five U.S. Senators for doing favors for Charles Keating in exchange for campaign contributions (Jan 91)
- 9 Aids conference in San Francisco (July 90)
- 9 May day protests in Moscow (May 90)
- 9 Bankruptcy of Drexel Burnham Lambert Inc. (March 90)
- 9 Trial of Hotel owner Leona Helmsley for tax evasion (Sept 89)
- 9 Stories about the 20th anniversary of the Woodstock Music Festival (Aug 89)
- 8 **THE RESIGNATION OF WHITE HOUSE CHIEF OF STAFF JOHN SUNUNU (DEC 91)**
- 8 Conflict between the Yugoslavian Republics (Oct 91)
- 8 The release of the Kitty Kelley biography of Nancy Reagan (May 91)
- 8 The murder in New York city of Jewish militant rabbi Meir Kahane (Nov 90)
- 7 First reports from the 1990 U.S. census (Sept 90)
- 7 **PAT BUCHANAN'S ANNOUNCEMENT THAT HE WILL RUN FOR THE REPUBLICAN PRESIDENTIAL NOMINATION (DEC 91)**
- 6 William Bennett's change of mind about heading the Republican National Committee (Jan 91)
- 6 Continuing political unrest in the Ukraine and in other republics of the Soviet Union (Nov 90)
- 6 United Nations Children's Summit held in New York (Oct 90)
- 6 Elections in Romania (June 90)
- 6 The visit to the United States of Vaclav Havel, the new president of Czechoslovakia (March 90)
- 6 Trip of high ranking officials to China (Jan 90)
- 6 Scandal involving the Japanese Prime Minister and other high ranking officials (May 89)
- 6 The scandal involving Congressman Barney Frank and a male prostitute (Oct 89)
- 5 **THE CONFLICT BETWEEN THE YUGOSLAVIAN REPUBLICS (DEC 91)**
- 4 Dismissal of Pakistan's Prime Minister Bhutto by Pakistan's President (Aug 90)
- 4 Civil war in Cambodia (May 90)
- 2 Tom Cruise's separation from his wife (April 90)