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Simpson Story Loses Audience

DEMOCRATIC CONGRESSIONAL PROSPECTS WORSEN

FOR FURTHER INFORMATION CONTACT:

Andrew Kohut, Director
Robert C. Toth, Senior Associate
Carol Bowman, Director of Research
Kimberly Parker, Assistant Research Director
Times Mirror Center for The People & The Press
202/293-3126

DEMOCRATIC CONGRESSIONAL PROSPECTS WORSEN

A majority of Americans say they are inclined to vote for a Republican congressional candidate this fall. If they act on their intentions, it will be the first time in modern political history that the GOP carries the popular vote.

The latest Times Mirror Survey finds 52% of registered voters saying they would be likely to vote for a Republican candidate, and 40% for a Democratic candidate, if the elections to the U.S. House of Representatives were being held today. These findings represent a dramatic shift to the GOP over the past few months. Over a longer term, they stand out as a historical high watermark for the party.

Since July the percentage of voters inclined to vote Republican has steadily increased. Historically, the current GOP margin is the party's best showing in a nationwide congressional preference poll since 1954, when Gallup found the Republicans leading the Democrats by a 53% to 47% margin in the spring of that year. By election day, however, the Democratic party recovered, and it carried the popular vote then, and in every off year election until now. ¹

VOTING INTENTIONS (Based on Registered Voters)

	<i><u>Dem.</u></i>	<i><u>Rep.</u></i>	<i><u>Other/ Undec.</u></i>
October 1994	40	52	8
September 1994	46	48	6
July 1994	47	45	8

ACTUAL POPULAR VOTE

	<i><u>Dem.</u></i>	<i><u>Rep.</u></i>
1990	52	46
1986	53	47
1982	56	44
1978	54	45
1974	58	41
1970	53	45
1966	51	48
1962	52	47
1958	56	43
1954	53	47
1950	49	49

¹Based on popular vote figures and 64 Congressional pre-election polls, 1950-1990 compiled in **The Gallup Opinion Index .. Sept 1990.**

Other measures in the nationwide Times Mirror survey conducted this past weekend also spell bad news for the Democratic party. Congressional incumbents face more difficult prospects this fall than they did four years ago. Only 49% of registered voters said they would like to see *their* Representative returned to the House. In October 1990 Gallup found 62% of registered voters saying they would like to see their legislator returned to office. In the current survey when respondents were asked about the Congress as a whole, anti-incumbency sentiment was even more pronounced. By a 56% to 28% margin, voters said they would *not* like to see most members re-elected.

Most voters (54%) say that their vote for Congress will have little to do with President Clinton. But four years ago more voters (61%) said their vote was not being influenced by their attitudes toward President Bush. Other Times Mirror analyses also have found a considerably stronger direct link between opinions about Bill Clinton and congressional voting intentions than was evident in 1990 for George Bush.²

The new survey also found that confidence in Bill Clinton is at a low ebb, despite the fact that he was dealing with the types of international crises at the time of the interviewing that usually bolster a President's ratings.³ Since January the percentage of Americans who think that Bill Clinton will be an unsuccessful President has risen from 19% to 35%, and Clinton's overall approval rating has slipped from a 1994 high of 51% in mid-January to a current low of 38%.

Even more vividly, fully half of respondents interviewed this past weekend could not cite a Clinton achievement on an unprompted basis. The most frequently mentioned Clinton achievements were: health care reform (18%), the Crime Bill (7%), Haiti (6%), the economy (5%) and NAFTA (5%).

Public interest in election campaigns around the country is marginally greater than it was four years ago. One in four voters (23%) said they have been paying very close attention to races in their states and congressional districts, compared to 18% who expressed interest in the campaign at a comparable period four years ago.

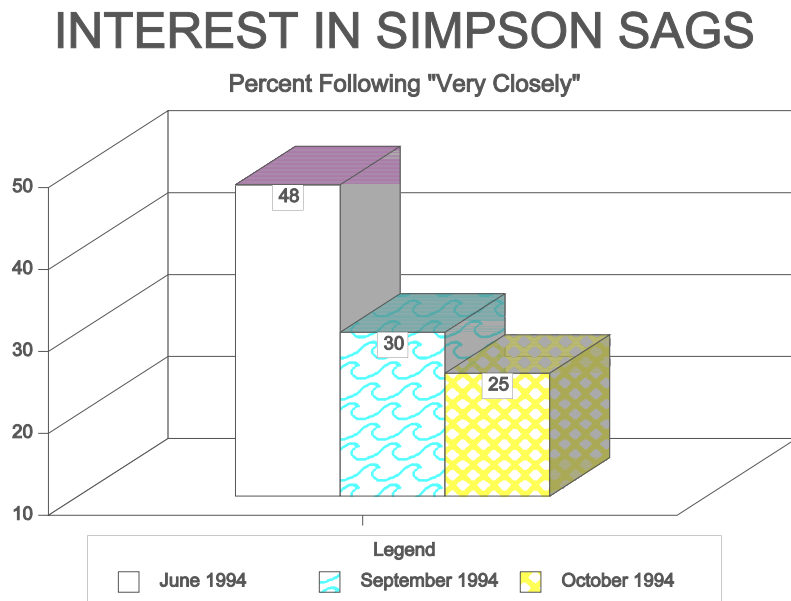
²The People, The Press & Politics: A New Political Landscape, October 1994.

³Haiti and the movement of Iraqi troops in the Gulf were leading news stories during the interviewing period.

THE NEWS INTEREST INDEX

Less OJ Please

The American public is tiring fast of the O.J. Simpson story. The proportion following the case "very closely" has dropped to 25% from 48% last June and 30% in September. Interest in Simpson is less than for the U.S. intervention in Haiti (38%), the Iraqi troop movements near Kuwait (36% in the first two days of the crisis), even health care reform and the U.S. economy (32% and 27%, respectively).



Diminishing interest in the Simpson story was also registered when respondents were asked directly: 61% said they are less interested recently, 4% reported more interest, and only 32% said they are as interested as they had been.

Considerable audience burnout was evident in the survey. Two-thirds (65%) of those who say they are less interested in the story blame too much media coverage for their attitude. Even more significant, fully 90% of all the public said the story has received too much media attention. This is an all-time record level of complaint. The nearest competitor in the overcovered category was the William Kennedy Smith rape trial, at 71%.

TIMES MIRROR'S "TOP FIVE" OVER-COVERED STORIES

<i>Story:</i>	<i>Too Much Coverage</i> %	<i>Follow Story Very Closely</i> %
The O.J. Simpson case	90	25
William Kennedy Smith trial	71	27
Michael Jackson's personal problems	57	15
Marital Breakup of Donald and Ivana Trump	55	12
Trial of Lorena Bobbitt for sexual mutilation of her husband	51	26

Declining interest in the Simpson story was also apparent in public knowledge about the case. A bare majority (53%) answered correctly that Simpson faces life imprisonment rather than the death penalty if convicted. Comparatively, significantly more knew about what was happening in Washington. Nearly two in three knew that Congress did pass a crime bill (61%) and that it has given up trying to pass health care reform (58%) this year.

The Simpson case has not lost its hold on significant portions of the public, however. Almost one-third of respondents (31%) said it is the *one* story they have followed "most closely." Blacks are almost twice as likely as whites to retain their intense interest in the case (42% vs. 23%). Simpson was also the single "most closely" followed story of all those tested (31%), topping Haiti (23%) and the health care debate (17%).

Although public interest in the U.S. intervention in Haiti seems high -- at 38% following very closely -- it is considerably less than the 52% who followed very closely the U.S. troop landing in Somalia in December, 1992. Public knowledge about the Haitian operation is also relatively low compared to other current news stories: only 48% knew that American forces had killed Haitians.

In contrast, two issues were followed very closely by a surprisingly high proportion of the public:

- Health care reform, at 32%, remained at the same level as in September and stood only slightly lower than during most of 1994 (34% in June, 38% in January). Health care reform was the third most-closely-followed story in the survey. Respondents were exactly split on whether they were disappointed or pleased (45% each) at the failure of Congress to pass reform. Republicans in Congress were blamed by 20% of respondents for this failure.
- Economic news, at 27%, remained at a post-recession high (25% in June), reflecting continued unease about financial matters among the public despite the improving economy.

The public knew more about the changed football broadcast schedule than any other item in the survey. Nearly two out of three (62%) knew that football games are being telecast on a different network this fall, and almost half of the public correctly named the new network as Fox (47%). Football appears to have contributed significantly to a broader public awareness of Fox as a major network. Among those who were aware of the change, 70% identified Fox as one of the national

networks, a question that was posed earlier in the interview. Only 22% of those who did not know of the football change so recognized Fox.

NFL COVERAGE AND FOX'S RECOGNITION

		<i>Which network recently gained rights to broadcast NFL games?</i>	
	<u>Total</u>	<u>Identified Fox</u>	<u>Didn't know about change</u>
<i>What Networks Can You Recall:</i>			
NBC	82	96	67
ABC	81	96	65
CBS	80	94	65
FOX	44	70	22
CNN	37	43	30

Another sport fared much worse in the ratings. Merely 15% of Americans followed news about the baseball strike very closely.

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	<i>Haiti Inter- Vention</i>	<i>Movement of Iraqi Troops*</i>	<i>Health Care Reform Debate</i>	<i>Reports About U.S. Economy</i>	<i>N</i>
Total	38	36	32	27	(1513)
Sex					
Male	43	46	31	32	(730)
Female	34	26	32	24	(783)
Race					
White	38	37	32	28	(1284)
Black	36	-	34	29	(122)
Age					
Under 30	33	25	18	17	(335)
30-49	35	35	30	25	(660)
50+	45	44	42	38	(508)
Education					
College Grad.	44	36	38	31	(503)
Other College	43	41	34	31	(401)
High School Grad	37	32	28	24	(450)
< H. S. Grad.	26	-	27	26	(153)
Region					
East	42	40	34	28	(278)
Midwest	36	34	30	31	(416)
South	38	38	32	26	(249)
West	38	30	30	26	(249)
Party ID					
Republican	42	40	32	33	(535)
Democrat	41	29	35	24	(437)
Independent	33	38	29	26	(476)

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.

* Asked only of respondents from 10/8-9/94 (N=727); percentages are not reported where there are less than 75 cases.

CONTINUED...

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	<i>O.J. Simpson Case</i>	<i>State & District Elections</i>	<i>Baseball Strike</i>	<i>Sinking Of Finnish Ferry Boat</i>	<i>N</i>
Total	25	23	15	15	(1513)
Sex					
Male	24	25	18	15	(730)
Female	27	21	12	16	(783)
Race					
White	23	24	15	16	(1284)
Black	42	17	18	12	(122)
Age					
Under 30	28	14	18	8	(335)
30-49	23	21	13	14	(660)
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CONTINUED...

PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	<i>Civil War in Bosnia</i>	<i>Plague Outbreak In India</i>	<i>Debate Over GATT</i>	<i>N</i>
<i>Total</i>	13	11	8	(1513)
<i>Sex</i>				
Male	13	10	9	(730)
Female	13	11	6	(783)
<i>Race</i>				
White	12	10	7	(1284)
Black	18	8	9	(122)
<i>Age</i>				
Under 30	13	8	5	(335)
30-49	12	8	6	(660)
50+	15	15	12	(508)
<i>Education</i>				
College Grad.	12	11	9	(503)
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East	13	14	7	(278)
Midwest	11	11	8	(416)
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CONTINUED...

TABLES

CONGRESSIONAL VOTE PREFERENCE

	JULY 1994			OCTOBER 1994			
	<i>Repub.</i>	<i>Democ.</i>	<i>Other/ Undecided</i>	<i>Repub.</i>	<i>Democ.</i>	<i>Other/ Undecided</i>	<i>N</i>
<i>Total</i>	45	47	8=100	52	40	8=100	(560)
<i>Sex</i>							
Male	49	43	8=100	57	38	5=100	(256)
Female	41	51	8=100	48	42	10=100	(304)
<i>Race</i>							
White	49	43	8=100	56	38	6=100	(491)
Black	13	82	5=100	10	71	19=100	(36)*
Hispanic	34	54	12=100	38	55	7=100	(28)*
<i>Age</i>							
18-29	51	43	6=100	57	37	6=100	(83)*
30-49	45	46	9=100	55	36	9=100	(247)
50-64	44	49	6=100	50	42	8=100	(104)
60+	42	48	10=100	44	50	6=100	(119)
<i>Education</i>							
College Grad.	50	42	8=100	59	38	3=100	(199)
Some College	50	43	7=100	54	38	8=100	(155)
High School Grad.	43	49	8=100	51	39	10=100	(153)
< H.S. grad.	37	56	7=100	39	52	9=100	(53)*
<i>Family Income</i>							
\$50,000+	56	37	7=100	63	34	3=100	(156)
\$30,000-\$49,999	45	49	6=100	52	39	9=100	(153)
\$20,000-\$39,000	44	47	9=100	61	33	6=100	(90)*
< \$20,000	35	56	8=100	30	59	11=100	(100)
<i>Region</i>							
East	45	47	8=100	42	50	8=100	(101)
Midwest	45	46	9=100	53	40	7=100	(160)
South	45	48	7=100	49	41	10=100	(210)
West	45	46	9=100	64	31	5=100	(89)*
<i>Community Size</i>							
Large City	39	53	8=100	49	44	7=100	(181)
Suburb	50	44	6=100	54	39	7=100	(118)
Small City/Town	44	47	9=100	53	38	9=100	(165)
Rural Area	47	45	8=100	51	41	8=100	(95)*

Question: If the 1994 elections for U.S. Congress were being held today, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district? (includes leaners)

* CAUTION: small sample

CONT.

CONT.

	<i>JULY 1994</i>			<i>OCTOBER 1994</i>			
	<i>Repub.</i>	<i>Democ.</i>	<i>Other/ Undecided</i>	<i>Repub.</i>	<i>Democ.</i>	<i>Other/ Undecided</i>	<i>N</i>
<i>Party ID</i>							
Republican	92	6	2=100	97	2	1=100	(221)
Democrat	6	91	3=100	6	87	7=100	(168)
Independent	44	40	16=100	46	41	13=100	(152)
<i>Past Vote</i>							
Bush	83	12	5=100	90	7	3=100	(191)
Clinton	14	81	5=100	17	77	6=100	(196)
Perot	49	38	13=100	69	19	12=100	(60)*
<i>Political Vocalization</i>							
Regular Listener							
To Talk Radio	53	41	6=100	71	27	2=100	(108)
Contacted Washington							
In Past 12 Mos.	53	40	7=100	64	32	4=100	(160)
Both	61	35	4=100	71	27	2=100	(47)*
Neither	40	51	9=100	43	47	10=100	(339)
<i>Presidential Approval</i>							
Approve	20	75	5=100	21	72	7=100	(215)
Disapprove	71	20	9=100	81	14	5=100	(278)
Don't Know	30	51	19=100	38	43	19=100	(67)*

* CAUTION: small sample

INTEREST IN O.J. SIMPSON

	HOW CLOSELY FOLLOWED:				
	<i>"Arrest of Simpson"</i>		<i>"Simpson Case"</i>		
	<i>June 1994</i>		<i>October 1994</i>		
	<i>Very</i>	<i>Fairly</i>	<i>Very</i>	<i>Fairly (N)</i>	
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	
Total	48	28	25	32	(1513)
Sex					
Male	43	30	24	30	(730)
Female	53	27	27	34	(783)
Race					
White	46	30	23	33	(1284)
Non-white	62	18	38	31	(224)
Black	63	19	42	34	(122)
Age					
Under 30	55	25	28	33	(335)
30-49	44	33	23	33	(660)
50+	49	25	26	31	(508)
Education					
College Grad.	45	29	22	33	(503)
Some College	49	31	22	32	(401)
High School Grad.	52	29	29	35	(450)
< H.S. grad. 44	21	27	27	(153)	
Family Income					
\$50,000+	46	31	22	34	(384)
\$30,000-\$49,999	52	30	24	34	(377)
\$20,000-\$29,999 ⁴	49	29	24	35	(263)
< \$20,000		30	31	(331)	
Region					
East	44	31	26	33	(278)
Midwest	46	33	23	34	(416)
South	51	25	27	32	(570)
West	49	26	24	30	(249)
Party ID					
Republican	50	29	24	34	(535)
Democrat	52	26	27	37	(437)
Independent	44	31	24	29	(476)
1992 Vote					
Bush	48	30	20	33	(414)
Clinton	52	29	26	33	(441)
Perot	45	21	28	31	(139)

⁴For June 1994, the percentages represent under \$30,000.

SURVEY METHODOLOGY

ABOUT THIS SURVEY

The survey results are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,513 adults, 18 years of age or older, during the period October 6-9, 1994. 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. For results based on Registered Voters only, either Form 1 (N=560) or Form 2 (N=563), one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 5 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.

SURVEY METHODOLOGY IN DETAIL

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone households in the U.S. Estimates of the number of telephone households within each county are derived from 1990 Census data on residential telephone incidence that have been updated with state-level information on new telephone installations and county-level projections of the number of households. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample.

At least three attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home". If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who lives in the household". This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1992). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone.

The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters. After an optimum sample balancing solution is reached, the weights were constrained to fall within the range of 1 to 5. This constraint is useful to ensure that individual respondents do not exert an inordinate effect on the survey's overall results.

THE QUESTIONNAIRE

TIMES MIRROR CENTER FOR THE PEOPLE AND THE PRESS
NEWS INTEREST INDEX - OCTOBER 1994
FINAL TOPLINE
Oct. 6-9, 1994
N = 1,513

INTRODUCTION: Hello, I am _____ calling from the Princeton Survey Research Associates from Princeton, New Jersey. 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 Bill Clinton is handling his job as President?

		<u>Sept</u> <u>1994</u>	<u>July</u> <u>1994</u>	<u>May</u> <u>1994</u>	<u>Mar</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	Early <u>Jan</u> <u>1993</u>	<u>Dec</u> <u>1993</u>	<u>Oct</u> <u>1993</u>	<u>Sept</u> <u>1993</u>	Early <u>Sept</u> <u>1993</u>	<u>Aug</u> <u>1993</u>	<u>June</u> <u>1993</u>	<u>May</u> <u>1993</u>	<u>April</u> <u>1993</u>	<u>Feb</u> <u>1993</u>
38	Approve	41	45	46	45	51	48	48	44	49	43	39	39	45	49	56
47	Disapprove	52	46	42	42	35	35	36	42	35	43	46	43	37	29	25
<u>15</u> 100	DK/Refused	<u>7</u> 100	<u>9</u> 100	<u>12</u> 100	<u>13</u> 100	<u>14</u> 100	<u>17</u> 100	<u>16</u> 100	<u>14</u> 100	<u>16</u> 100	<u>14</u> 100	<u>15</u> 100	<u>18</u> 100	<u>18</u> 100	<u>22</u> 100	<u>19</u> 100

Q.2 In the long run, do you think Bill Clinton will be a successful or unsuccessful President, or do you think it is too early to tell?

		<u>May</u> <u>1994</u>	<u>Jan</u> <u>1994</u>	<u>Oct</u> <u>1993</u>	<u>Sept</u> <u>1993</u>	<u>Aug</u> <u>1993</u>
14	Successful	21	21	18	22	13
35	Unsuccessful	26	19	25	22	25
48	Too early to tell	52	57	56	54	60
<u>3</u> 100	Can't say/Refused	<u>1</u> 100	<u>3</u> 100	<u>1</u> 100	<u>2</u> 100	<u>2</u> 100

ON A COMPLETELY DIFFERENT SUBJECT...

Q.3 Can you tell me all the names of the major television networks? (**Probe:** Can you name any more?)

- 81 ABC
- 80 CBS
- 82 NBC
- 44 FOX
- 37 CNN
- 10 PBS/Public Television/Educational TV
- 28 CABLE NETWORKS (Includes CNN)
- 10 Names a specific local channel (Channel 11)/Call letters (WTVD)
- 1 Names an anchor person/Person's name
- 0 Other (**SPECIFY**)
- 9 Don't know/No answer

- 88 NET: Broadcast**
- 49 NET: Cable**

Q.4 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)** How closely did you follow news stories about ... **(READ SCALE IF NECESSARY)**?

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK</u>
a.	The civil war in Bosnia	13	35	29	22	1=100
	September, 1994	9	29	39	23	*=100
	June, 1994	12	28	37	22	1=100
	May, 1994	18	37	26	18	1=100
	January, 1994	12	31	32	25	*=100
	Early January, 1994	15	38	30	17	*=100
	December, 1993	15	32	31	21	1=100
	October, 1993	16	36	30	17	1=100
	September, 1993	15	32	32	20	1=100
	Early September, 1993	17	38	26	19	*=100
	August, 1993	19	37	25	18	1=100
	May, 1993	23	34	28	13	2=100
	February, 1993	15	32	33	20	*=100
	January, 1993	15	33	30	22	*=100
	September, 1992	10	27	31	31	1=100
b.	Reports about the condition					
	of the U.S. economy	27	40	20	12	1=100
	June, 1994	25	42	23	10	*=100
	May, 1994	33	40	16	10	1=100
	January, 1994	34	39	16	10	1=100
	Early January, 1994	36	44	13	7	*=100
	December, 1993	35	41	15	8	1=100
	October, 1993	33	38	20	9	*=100
	September, 1993	37	40	14	8	1=100
	Early September, 1993	39	39	14	9	*=100
	August, 1993	41	36	14	9	*=100
	May, 1993	37	38	18	6	1=100
	February, 1993	49	36	10	5	*=100
	January, 1993	42	39	12	7	*=100
	September, 1992	43	37	13	6	*=100
	May, 1992	39	39	15	6	1=100
	March, 1992	47	38	11	4	*=100
	February, 1992	47	37	10	6	*=100
	January, 1992	44	40	11	5	*=100
	October, 1991	36	38	16	9	1=100

Q.4 con't ...

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK</u>
c.	The U.S. intervention in Haiti September, 1994 ⁵	38 23	41 37	13 26	8 14	*=100 *=100
d.	The baseball strike September, 1994	15 13	20 21	26 28	38 38	1=100 *=100
e.	The debate over the international trade agreement called GATT	8	18	29	43	2=100
f.	The debate in Congress about health care reform September, 1994 ⁶ June, 1994 May, 1994 January, 1994 Early January, 1994 December, 1993 October, 1993 September, 1993 August, 1993 ⁷ June, 1993 May, 1993	32 32 34 37 38 40 45 44 49 27 28 30	37 41 40 37 38 40 35 32 34 32 38 30	18 18 19 16 15 14 12 17 11 25 19 25	12 9 7 9 9 6 7 6 6 15 15 14	1=100 *=100 *=100 1=100 *=100 *=100 1=100 1=100 *=100 1=100 *=100 1=100
g.	The O.J. Simpson case September, 1994 June, 1994 ⁸	25 30 48	32 33 29	24 22 16	17 15 6	2=100 *=100 1=100

⁵ In previous month story was listed as "Discussion of U.S. invasion of Haiti."

⁶ In previous months story was listed as "The Clinton Administration's health care reform proposals."

⁷ In previous months story was listed as "Reports about the White House task force on health care reform headed by Hillary Clinton."

⁸ In previous month story was listed as "The arrest of O.J. Simpson for the alleged murder of his former wife and a male companion."

Q.4 con't ...

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK</u>
h.	News about candidates and election campaigns in your state and district	23	34	23	19	1=100
	Early September, 1994	19	34	29	18	*=100
	October, 1990	18	32	28	22	*=100
i.	The sinking of the Finnish ferry boat in the Baltic Sea	15	31	27	25	2=100
j.	The outbreak of plague in India	11	26	30	31	2=100
ASKED ONLY OF RESPONDENTS FROM 10/8-9/94 (N=727):						
k.	The movement of Iraqi troops towards the Kuwait border	36	30	19	13	2=100

Q.5 Which one of the stories I just mentioned, have you followed most closely? (**DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.**)
PERCENTAGES BASED ON TOTAL RESPONDENTS PRIOR TO ADDITION OF ITEM K ON THE GULF.

		Story Followed <u>Most Closely</u>
a.	The civil war in Bosnia	3
b.	Reports about the condition of the U.S. economy	4
c.	The U.S. intervention in Haiti	23
d.	The baseball strike	6
e.	The debate over the international trade agreement called GATT	1
f.	The debate in Congress about health care reform	17
g.	The O.J. Simpson case	31
h.	News about candidates and election campaigns in your state and district	4
i.	The sinking of the Finnish ferry boat in the Baltic Sea	4
j.	The outbreak of plague in India	1
	Can't Say (VOL.)	<u>6</u> 100 (N=786)

IF RESPONDENT SAID '13' CAN'T SAY in Q.5 SKIP TO Q.8

Q.6 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"**)
PERCENTAGES BASED ON TOTAL RESPONDENTS PRIOR TO ADDITION OF ITEM K ON THE GULF.

		Story Receiving <u>Too Much Attention</u>
a.	The civil war in Bosnia	2
b.	Reports about the condition of the U.S. economy	1
c.	The U.S. intervention in Haiti	5
d.	The baseball strike	8
e.	The debate over the international trade agreement called GATT	1
f.	The debate in Congress about health care reform	5
g.	The O.J. Simpson case	90
h.	News about candidates and election campaigns in your state and district	2
i.	The sinking of the Finnish ferry boat in the Baltic Sea	1
j.	The outbreak of plague in India	1
	None	3
	Can't Say (VOL.)	3
		(N=786)

Q.7 In general, how would you rate the job the press has done in covering (STORY FOLLOWED MOST CLOSELY IN Q.5); excellent, good, only fair, or poor?
PERCENTAGES BASED ON TOTAL RESPONDENTS PRIOR TO ADDITION OF ITEM K ON THE GULF.

		O.J. Simpson	Haiti Intervention	Health Care Debate
17	Excellent	21	15	9
44	Good	35	55	42
24	Only Fair	23	18	31
14	Poor	18	11	18
<u>1</u> 100	Don't know/Refused	<u>3</u> 100	<u>1</u> 100	<u>0</u> 100
(N=744)				

ASK ALL:

Q.8 In your opinion, which TV network has been doing the best job of covering the news lately - ABC, CBS, NBC or CNN?

		Jan 1994	Dec 1993	Aug 1993	Jan 1993	Sept 1992	May 1992	Mar 1992	Feb 1992	Oct 1991	July 1991	May 1991	Mar ⁹ 1991
16	ABC	20	17	17	15	15	20	20	19	17	18	18	12
13	CBS	17	14	18	16	13	14	17	18	14	14	13	8
14	NBC	15	17	14	15	12	14	14	14	13	13	14	10
41	CNN	34	35	34	41	43	40	36	37	42	41	41	58
<u>16</u> 100	DK	<u>14</u> 100	<u>17</u> 100	<u>17</u> 100	<u>13</u> 100	<u>17</u> 100	<u>12</u> 100	<u>13</u> 100	<u>12</u> 100	<u>14</u> 100	<u>14</u> 100	<u>14</u> 100	<u>12</u> 100

⁹In March, 1991 respondents were asked which network was doing the best job of covering the "crisis in the Gulf".

QUESTION ONLY ASKED OF RESPONDENTS FROM 10/7-9/94:

Q.8a Recently, have you been more interested in the O.J. Simpson case, less interested in the O.J. Simpson case, or about as interested as you had been?

4 More interested

61 Less interested

32 As interested

3 Don't know

100

(N=1069)

IF LESS INTERESTED (N=674):

Q.8b Why are you less interested in the O.J. Simpson case? **ACCEPT MULTIPLE RESPONSES.**

65 Too much coverage/Tired of seeing it

11 Interesting at first but not now

9 Media overblowing importance

6 Biased coverage/Can't get truth

5 Singled out because he's a celebrity

5 He's guilty/Might get off due to fame

4 Media is trying him/Leave trial to court

3 Other

* Don't know/No answer

ON ANOTHER SUBJECT...

Q.9 How much thought have you given to the coming November election, quite a lot, or only a little?

		Gallup			
		Oct 25-28	Oct 15-18	Oct 13-16	Sept 22-25
		<u>1990</u>	<u>1982</u>	<u>1978</u>	<u>1978</u>
36	A lot	43	29	23	21
1	Some (VOL.)	7	22	22	18
58	Only a little	46	37	39	44
<u>5</u>	None/Don't know/refused	<u>4</u>	<u>12</u>	<u>17</u>	<u>18</u>
100		100	100	100	100

Q. 11 THROUGH Q.16 BASED ON REGISTERED VOTERS:

FORM 1

- Q.10 If the 1994 elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?
- Q.11 As of TODAY, do you LEAN more to the Republican or the Democrat?

		Sept <u>1994</u>	July <u>1994</u>
52	Republican -- GO TO Q.14	48	45
40	Democratic -- GO TO Q.14	46	47
1	Other candidate (VOL.)	1	8
<u>7</u>	Don't know/Refused	<u>5</u>	<u>*</u>
100		100	100
(N=560)			

FORM 2

Q.12 Would you like to see your Representative in Congress be re-elected in November, or not?

		Gallup Oct 25-28 <u>1990</u>
49	Yes	62
29	No	22
2	Congressman is not running (VOL.)	2
<u>20</u> 100 (N=563)	No opinion	<u>14</u> 100

FORM 2

Q.13 Regardless of how you feel about your own Representative, would you like to see most members of Congress re-elected in November or not?

28	Yes
56	No
<u>16</u> 100 (N=563)	Don't know/refused

ASK ALL:

Q.14 Generally, are you satisfied with the choices you have in the elections this year in your state, or do you wish there were other choices?

		CBS/NYT Oct 28-31 <u>1990</u>
45	Satisfied	41
47	Wish other choices	54
1	Depends on race (VOL.)	1
<u>7</u> 100 (N=1123)	Don't know/refused	<u>4</u> 100

- Q.15 Sometimes people decide to vote for a candidate for the U.S. House of Representatives because of the national issues. Sometimes it's because of local or state issues. Sometimes it's because of the candidate's character or experience. This year (1994), what will make the biggest difference in how you vote -- a national issue, a local or state issue, the candidate's political party, or the candidate's character or experience? (**If more than one, probe:**) Well, which is most important?

		Oct 24-28 <u>1986</u>	CBS/NYT Sept 28-Oct 1
<u>1986</u>			
22	National issue	22	20
27	State/local issue	25	23
5	Political party	6	9
39	Character/experience	40	41
2	Other (VOL.)	1	3
1	None (VOL.)	1	*
<u>4</u> 100	Don't know/refused	<u>5</u> 100	<u>4</u> 100
(N=1123)			

- Q.16 Do you think of your vote for Congress this fall as a vote for Bill Clinton, or as a vote against Bill Clinton, or isn't Bill Clinton much of a factor in your vote?

Clinton Oct <u>1994</u>		Bush Oct 28-31 <u>1990</u>	Oct 24-28 <u>1986</u>	Reagan Sept 28-Oct 1 <u>1986</u>	Oct 23-28 <u>1982</u>
17	For	19	26	26	23
23	Against	15	12	16	21
54	Not a factor	61	55	51	51
<u>6</u> 100	Don't know/refused	<u>6</u> 100	<u>7</u> 100	<u>7</u> 100	<u>5</u> 100
(N=1123)					

ON ANOTHER SUBJECT . . .

Q.17 In your opinion, what has been the most important thing Bill Clinton has accomplished as President so far?

		<u>Dec 1993</u>	<u>Aug 1993</u>
50	None/Hasn't accomplished anything/Don't know	40	54
18	Health care reform	21	7
7	Crime bill	*	*
6	Haiti	*	*
5	Economic plan/Easing deficit/Budget	3	10
5	NAFTA	19	*
4	Assert America in foreign policy	*	*
2	Help people get back to work	1	2
2	Brady Bill	8	*
2	Tries hard/Attempts to do right thing	3	4
1	Get people excited/Stimulate enthusiasm	3	4
1	Mideast peace talks	*	*
1	Accomplishments limited by gridlock/Opposition	*	1
1	Family leave bill	*	1
*	National service/Student loan program	*	*
*	Handling of Midwest floods	*	4
*	Cabinet appointments	*	2
*	Trade talks in Tokyo	*	2
*	Lifting ban on abortion counseling	*	1
*	Lifting ban on gays in military	1	6
0	Ruth Bader Ginzburg appointment	*	1
0	Janet Reno appointment	*	1
0	Bombing of Iraq/Not passive to hostility	*	5
2	Other	4	4

**NOW I WANT TO ASK YOU A FEW QUESTIONS ABOUT THINGS THAT HAVE BEEN IN THE NEWS ...
YOU MAY NOT HAVE HEARD OF OR KNOW ABOUT SOME OF THESE THINGS.**

Q.18 Do you happen to know ... so far have U.S. forces killed any Haitians or hasn't that happened?

48 Yes have killed

23 No, has not happened

29 Don't know
100

Q.19 Do you happen to know ... is Congress now considering health care reform legislation or has it given up on this for the rest of this term?

22 Still considering

58 Given up

20 Don't know
100

Q.20 Do you happen to know ... did Congress pass an anti-crime bill this term or did it fail to do so?

61 Passed

10 Failed to do so

29 Don't know
100

Q.21 Do you happen to know ... in the O.J. Simpson case, is the prosecutor seeking the death penalty or is the prosecutor asking for life imprisonment, if Simpson is found guilty?

11 Death penalty

53 Life imprisonment

36 Don't know
100

Q.22 Do you happen to know ... are the NFL football games being telecast on the same network as in the past or has there been a change?

IF A CHANGE

Q.22a Which network gained the rights to broadcast NFL games for the first time this year?

30 Don't know about change

8 Same network

62 Different network

47 Fox

6 Other answers

9 Don't know

100

NOW ON ANOTHER SUBJECT ...

IF GIVEN UP IN Q.19 ASK Q.23-Q.24.

Q.23 Are you pleased or are you disappointed that Congress failed to pass a health care reform bill?

IF DISAPPOINTED:

Q.24 Who do you think is most responsible for this the Clinton Administration, the Republicans in Congress, the Democrats in Congress, the press, insurance companies, doctors or someone else?

45 Pleased

45 Disappointed

3 The Clinton Administration,

20 Republicans in Congress,

1 Democrats in Congress,

* The press,

9 Insurance companies,

2 Doctors,

6 Other

4 Don't know

10 Not sure

100

ASK ALL:

ON AN ENTIRELY DIFFERENT SUBJECT..

Q.25 Do you think the police where you live try hard enough to enforce the laws against spouse abuse or do you think the police tend to look the other way?

ABC News		
June 22-23		
<u>1994</u>		
54	Try hard	44
26	Look other way	38
<u>20</u>	Don't know	<u>15</u>
100		100

Q.26 Generally, the news media do not reveal the name of rape victims. Do you think the news media should offer the same right of privacy to victims of spouse abuse as it offers to victims of rape or not?

78	Yes
14	No
<u>8</u>	Don't know
100	

Q.27 How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics: regularly, sometimes, rarely or never?

16	Regularly
22	Sometimes
30	Rarely
32	Never
<u>*</u>	Don't know/Refused
100	

Q.28 Have you ever called, or sent or faxed a letter to your Congressional representative or Senator to express your opinion on an issue?

Q.29 Have you ever called or sent or faxed a letter to your Congressional representative or Senator to express your opinion on an issue just in the past 12 months?

42	Yes
20	Yes, but not within the last 12 months
22	Yes, within the last 12 months
*	Don't know when contacted

58 No

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

ASK ALL:

Q.30 How confident are you that Bill Clinton will make wise decisions about the situation in the Gulf?

19 Very confident

38 Somewhat confident

25 Not too confident

13 Not at all confident

$\frac{5}{100}$ Don't know/Refused

TIMES MIRROR DATABASE

PUBLIC ATTENTIVENESS TO MAJOR NEWS STORIES

(1986 - 1994)

PERCENT FOLLOWED **VERY CLOSELY**

80	Explosion of the Space Shuttle Challenger (July 86)
73	Destruction caused by the San Francisco earthquake (Nov 89)
70	Verdict in Rodney King case and following riots and disturbances (May 92)
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	Hurricane Andrew (Sept 92)
66	Iraq's invasion of Kuwait and the deployment of U.S. forces to Saudi Arabia (Aug 90)
65	The Floods in the Midwest (Aug 93)
63	Earthquake in Southern California (Jan 94)
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	Deployment of U.S. Forces to Somalia (Jan 93)
52	Alaska Oil Spill (May 89)
51	News about cold weather in Northeast and Midwest (Jan 94)
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	Waco, Texas Incident (May 93)
50	Opening of the Berlin Wall between East and West Germany (Nov 89)
50	Flight of the space shuttle (Oct 88)
49	Clinton Admin.'s health care reform proposal (Sept 93)
49	Reports about the condition of the U.S. economy (Mar 93)
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)
49	Bill Clinton's economic plan (Mar 93)
48	The arrest of O.J. Simpson for the alleged murder of his former wife and a male companion (June 94)
48	TWA hostage crisis that took place last summer in Beirut, Lebanon (July 86)
47	Rodney King trial and verdict in Los Angeles (May 93)

**PERCENT FOLLOWED
VERY CLOSELY**

- 47 Reports about the condition of the U.S. economy (Apr 92)
- 47 Reports about the condition of the U.S. economy (Feb 92)
- 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)
- 45 Attack on figure skater Nancy Kerrigan (Jan 94)
- 45 The Clinton administration's health care reform proposals (Dec 93)
- 45 Bill Clinton's attempts to lift the ban on gays in the military (Mar 93)
- 44 The fires in southern California (Dec 93)
- 44 Clinton Administration's health care reform proposals (Oct 93)
- 44 Bill Clinton's decision to ease ban on homosexuals in the military (Aug 93)
- 44 Reports about the condition of the U.S. economy (Jan 92)
- 44 The release of the last American hostages being held in Lebanon (Dec 91)
- 43 Reports about the condition of the U.S. economy (Sept 92)
- 43 Reports about the condition of the U.S. economy (Dec 91)
- 43 News about the presidential campaign in 1988 (Oct 88)
- 42 Reports about the condition of the U.S. economy (Jan 93)
- 42 The presidential election campaign (Sept 92)
- 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 Reports about the condition of the U.S. economy (Aug 93)
- 41 News regarding harassment charges raised against supreme court nominee Clarence Thomas (Oct 91)
- 40 Amtrack train wreck (Sept 93)
- 40 Bush administration's plan to deal with this country's drug problem (Sept 89)
- 40 The stock market crash (Oct 87)
- 39 Passage of NAFTA (Dec 93)
- 39 Reports about the condition of the U.S. economy (May 92)
- 39 Reports about the condition of the U.S. economy (Nov 90)
- 39 News about the presidential campaign in 1988 (Aug 88)
- 38 ***THE U.S. INTERVENTION IN HAITI (OCT 94)***
- 38 Clinton administration's health care reform proposals (Jan 94)
- 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 Clinton administration's health care reform proposals (May 94)
- 37 Passage of Brady gun bill (Dec 93)
- 37 Reports about the condition of the U.S. economy (Sept 93)
- 37 Reports about the condition of the U.S. economy (May 93)

PERCENT FOLLOWED
VERY CLOSELY

- 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 *THE MOVEMENT OF IRAQI TROOPS TOWARD THE KUWAIT BORDER***
(OCT 94)
- 36 Congressional ban on assault weapons (May 94)
- 36 Death and funeral of Richard M. Nixon (May 94)
- 36 Reports about the condition of the U.S. economy (Dec 93)
- 36 Tourists murders in Florida (Sept 93)
- 36 Congressional check bouncing scandal (Apr 92)
- 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 Race for the Democratic presidential nomination (Apr 92)
- 35 Federal Reserve Bank's interest rate reduction (Jan 92)
- 35 The major job cuts announced by General Motors (Jan 92)
- 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 91)
- 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 The Clinton administration's health care reform proposals (June 94)
- 34 Reports about condition of the U.S. Economy (Jan 94)
- 34 Situation in Somalia (Oct 93)
- 34 Statements by Japanese leaders that American workers are lazy (Feb 92)
- 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 Condition of the U.S. Economy (May 94)
- 33 Condition of the U.S. economy (Oct 93)
- 33 The winter olympics (Feb 92)
- 33 The nomination to the U.S. Supreme Court of Clarence Thomas to replace retiring Justice Thurgood Marshall (July 91)
- 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 *THE DEBATE IN CONGRESS ABOUT HEALTH CARE REFORM (OCT 94)***
- 32 The Clinton administration's health care reform proposals (Sept 94)
- 32 Caning of american youth in singapore (May 94)
- 32 The Presidential election campaign (May 92)
- 32 Mike Tyson's rape trial (Feb 92)

**PERCENT FOLLOWED
VERY CLOSELY**

- 32 Criticisms of George Bush for being inconsistent in what he said about taxes and what he said about Persian Gulf policy (Nov 90)
- 31 Mikhail Gorbachev's resignation as the Soviet Union came to an official end (Jan 92)
- 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 91)
- 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 O.J. Simpson case (Sept 94)
- 30 Passage of the crime bill in Congress (Sept 94)
- 30 The debate in Congress over Bill Clinton's budget (Aug 93)
- 30 Reports about the White House task force on health care reform headed by Hillary Clinton (May 93)
- 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 The flight of Cuban refugees (Sept 94)
- 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 Reports about the White House task force on health care headed by Hillary Clinton (June 93)
- 28 Accounts about U.S. troops in Somalia (Mar 93)
- 28 Creation of White House task force on health care reform headed by Hillary Clinton (Mar 93)
- 28 Supreme Court deliberations re legality of PA abortion restrictions (May 92)
- 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)

**PERCENT FOLLOWED
VERY CLOSELY**

- 28 Problems at nuclear reactor plants (Oct 88)
- 28 The end of Gary Hart's candidacy and the Donna Rice allegations (Sept 87)
- 27 ***REPORTS ABOUT THE CONDITION OF THE U.S. ECONOMY (OCT 94)***
- 27 Reports about N. Korea's building of nuclear weapons and refusal to allow UN inspections (June 94)
- 27 Reports about the White House task force on health care reform headed by Hillary Clinton (Aug 93)
- 27 Republican opposition to Bill Clinton's economic stimulus package (May 93)
- 27 The Clinton administration's decision to allow women to serve in naval and air combat roles (May 93)
- 27 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)
- 26 Bill Clinton's State of the Union address (Jan 94)
- 26 Trial of Lorena Bobbitt for sexual mutilation of husband (Jan 94)
- 26 Court ruling that ordered baby Jessica to her natural parents (Aug 93)
- 26 Networks decision to broadcast parental warning before violent programs (Aug 93)
- 26 The Clinton administration's policies about the situation in Bosnia (June 93)
- 26 Russia and the U.S. reach an agreement to sharply reduce their nuclear arsenals (Jan 93)
- 26 President Bush's state of the union address (Feb 92)
- 26 Charges that the White House Chief of Staff used military airplanes and government cars for personal trips (July 91)
- 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 ***THE O.J. SIMPSON CASE (OCT 94)***
- 25 Reports about the condition of the U.S. Economy (June 94)
- 25 Case of Virginia woman accused of sexually mutilating her husband (Dec 93)
- 25 Supreme court decision allowing laws that bar federally funded agencies from discussing abortion (July 91)
- 25 Supreme Court's hearing of arguments in a Missouri abortion case (May 89)
- 24 The debate about whether to use U.S. airstrikes against serbian forces in Bosnia (May 93)
- 24 Controversy over Zoe Baird and Kimba Wood hiring illegal aliens (Mar 93)
- 24 Bill Clinton's cabinet choices and other high level appointments (Jan 93)
- 24 Race for the Republican presidential nomination (Apr 92)
- 24 The breast implant controversy (Feb 92)
- 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 91)
- 24 Charges that White House Chief of Staff used military airplanes for personal trips (May 91)

**PERCENT FOLLOWED
VERY CLOSELY**

- 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 ***NEWS ABOUT CANDIDATES AND ELECTION CAMPAIGNS IN YOUR STATE AND DISTRICT (OCT 94)***
- 23 Discussion of a U.S. invasion of Haiti (Sept 94)
- 23 Peace accords between Israel & PLO (Sept 93)
- 23 Civil war in Bosnia (May 93)
- 23 George Bush's presidential pardon of Weinberger and five others involved in Iran Contra affair (Jan 93)
- 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 Questions about Bill and Hillary Clinton's failed Whitewater real estate investment in Arkansas (May 94)
- 22 Election in South Africa (May 94)
- 22 Bill Clinton's economic conference in Little Rock with leading economists, policy experts and business leaders (Jan 93)
- 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)
- 21 Debate about NAFTA (Oct 93)
- 21 Debate about NAFTA (Sept 93)
- 21 Bill Clinton's nomination and then withdrawal of Lani Guinier as civil rights division head (June 93)
- 21 U.S. and its allies establishing a no fly zone over the skies of southern Iraq (Sept 92)
- 21 Execution in CA of convicted killer Robert Alton Harris (May 92)
- 21 Alleged rape of a young woman at the Kennedy family's Palm Beach estate (May 91)

**PERCENT FOLLOWED
VERY CLOSELY**

- 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 News about the candidates and election campaigns in your state (Sept 94)
- 19 Yeltsin's conflict with the Russian Parliament (Oct 93)
- 19 Confrontation between Haitian military leaders and the U.S. and UN (Oct 93)
- 19 The civil war in Bosnia (Aug 93)
- 19 The Republican primary in New Hampshire (Feb 92)
- 19 The Democratic primary in New Hampshire (Feb 92)
- 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 The civil war in Bosnia (May 94)
- 18 Reports of sexual abuses by Catholic priests (Dec 93)
- 18 Yeltsin's decision to dissolve Russian Parliament (Sept 93)
- 18 Nomination of Ruth Bader Ginsburg to the Supreme Court (Aug 93)
- 18 The controversy over Bill Clinton's \$200 haircut on the runway in Los Angeles (June 93)
- 18 Tennis star Arthur Ashe's announcement that he has AIDS (May 92)
- 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 Retirement of Michael Jordan (Oct 93)
- 17 President Bush's decision to lift the trade embargo on South Africa (July 91)

**PERCENT FOLLOWED
VERY CLOSELY**

- 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 Civil war in Bosnia (Oct 93)
- 16 The gay march on Washington (May 93)
- 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)
- 16 Dispute between the President and Congress over allowing Chinese students to remain in America (Feb 90)
- 15 *THE SINKING OF THE FINNISH FERRY BOAT IN THE BALTIC SEA (OCT 94)***
- 15 *THE BASEBALL STRIKE (OCT 94)***
- 15 Paula Jones' sexual harassment charges against Bill Clinton (May 94)
- 15 Civil war in Bosnia (Dec 93)
- 15 Michael Jackson's personal problems (Dec 93)
- 15 Civil war in Bosnia (Sept 93)
- 15 The civil war in Bosnia (Mar 93)
- 15 The civil war in Bosnia (Jan 93)
- 15 Charges that Ark. Governor Clinton has had extra-marital affairs (Feb 92)
- 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 Continued unrest and violence in Haiti (May 94)
- 14 Questions about Bill and Hillary Clinton's failed Whitewater real estate Investment in Arkansas (Jan 94)
- 14 Resignation of head of national United Way on charges of financial wrong-doing (Apr 92)
- 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 CIVIL WAR IN BOSNIA (OCT 94)***
- 13 The baseball strike (Sept 94)
- 13 Gore's program to reform federal government (Sept 93)
- 13 Embezzlement charges made against Congressman Rostenkowski (Aug 93)

**PERCENT FOLLOWED
VERY CLOSELY**

- 13 Suicide of White House aide Vincent Foster, Jr. (Aug 93)
- 13 The controversy over the management of the White House travel office (June 93)
- 13 Attacks on foreigners in Germany by neo-nazis (Jan 93)
- 13 Debate and discussion about the free trade agreement between the U.S., Mexico and Canada (Sept 92)
- 13 Referendum on ending white rule in South Africa (Apr 92)
- 13 Celebration of Earth Day (May 92)
- 13 End of UAW strike against Caterpillar Tractor (May 92)
- 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 The civil war in Bosnia (June 94)
- 12 Tribal massacre in Rwanda (May 94)
- 12 Trial of Menendez brothers for murder of their parents (Jan 94)
- 12 Civil war in Bosnia (Jan 94)
- 12 The debate in Congress over Bill Clinton's budget (June 93)
- 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 91)
- 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 PLAGUE IN INDIA (OCT 94)***
- 11 Bill Clinton's summit meetings in Europe and Russia (JAN 94)
- 11 Announcement from London that marriage between Prince Charles and Diana is over (Jan 93)
- 11 Civil War and famine in Somalia (Sept 92)
- 11 The controversy re Governor Clinton's joining ROTC to avoid the draft in 1969 (Feb 92)
- 11 The outbreak of civil war in the former Soviet Republic of Georgia (Jan 92)
- 11 News about the Democratic candidates for the presidential nomination (Jan 92)
- 11 Debate in Washington about a new civil rights bill (July 91)
- 11 Conflict between the Yugoslavian Republics (July 91)
- 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)
- 10 The voter referendum in Russia (May 93)
- 10 Israel's expulsion of 400 muslim fundamentalists following the murder of an Israeli soldier in the West Bank (Jan 93)

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VERY CLOSELY**

- 10 Civil war in Bosnia (Sept 92)
- 10 Mario Cuomo's decision not to seek the Democratic presidential nomination (Jan 92)
- 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 The civil war in Bosnia (Sept 94)
- 9 The World Population Conference in Cairo (Sept 94)
- 9 Discovery of scientific evidence of the beginnings of the universe (May 92)
- 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 DEBATE OVER THE INTERNATIONAL TRADE AGREEMENT CALLED GATT (OCT 94)***
- 8 The IRA cease-fire announcement (Sept 94)
- 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 Suicide of rock star Kurt Cobain (May 94)
- 7 Bobby Inman's withdrawal as nominee for Secretary of Defense (Jan 94)
- 7 Summit meeting in Seattle between Bill Clinton and leaders of Asian nations (Dec 93)
- 7 G7 Summit meeting in Tokyo (Aug 93)
- 7 Trial of alleged N.Y. mafia boss John Gotti (Apr 92)
- 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 Stock market crash in Japan (May 92)
- 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 Passage of the National Service Act (Sept 93)
- 5 Scandals in the British royal family involving the Duchess of York - Fergie and Princess Diana (Sept 92)
- 5 The conflict between the Yugoslavian Republics (Dec 91)

***PERCENT FOLLOWED
VERY CLOSELY***

- 4 Marital break-up of Prince Andrew and Sarah Ferguson (Apr 92)
- 4 Dismissal of Pakistan's Prime Minister Bhutto by Pakistan's President (Aug 90)
- 4 Civil war in Cambodia (May 90)
- 3 Woody Allen and Mia Farrow's family breakup (Sept 92)
- 2 Tom Cruise's separation from his wife (April 90)