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One in Five See *Two Amy Fisher Movies*  
**It's Still The Economy ... Mr. Clinton**

**Times Mirror News Interest Index**  
**January 1993**

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## IT'S STILL THE ECONOMY ... MR. CLINTON

Despite an upsurge in consumer confidence, the attention of the American public continues to be focused on the economy. Nearly two out of three Americans (62%) believes that the economy is still either in a recession, or in a depression, while only 34% of the public thinks that an economic recovery has begun.

The public's continued economic concerns are underscored by the sustained interest expressed in news about the economy and in the public's unusually high level of information about economic problems. *Times Mirror's latest News Interest Index* survey found 72% of its respondents able to recall the names of major corporations that had announced impending layoffs, with as many as four in ten able to recall unprompted IBM and General Motors cutbacks. In contrast, only 21% of the public could name a Clinton appointee - with just 8% recalling Lloyd Bentsen, Clinton's best known choice.

In a news period, that included the transition, a worsening war in Bosnia and a host of major events, only the deployment of U.S. forces to Somalia attracted more public attention than reports about the condition of the U.S. economy. Forty-two percent of respondents to Times Mirror's telephone survey said they followed news about economic conditions *very closely*, while 52% reported paying *very close* attention to reports about the deployment of U.S. forces to Somalia.

Other major news stories of the period attracted considerably less public attention, even though they drew large audiences in absolute terms: the strategic arms agreement (26%), Bush's presidential pardon (23%), Clinton's appointments (24%) and the Clinton economic conference (21%).

Times Mirror surveys have found a steady level of public interest in economic news over the past two and a half years. Before the recession, such surveys rarely found major economic stories being followed very closely by as much as 30% of the public. Since then, interest in economic news has not fallen below the 35% mark. In the current survey, it was higher in the hard hit East (50%) and Western regions (47%) than in the Midwest (34%) or the South (40%), where the economy has been less troubled.

### *Bosnia Ignored*

Although the deployment of troops to Somalia topped the *Times Mirror News Interest Index* this month, other important international news stories without an explicit U.S. connection attracted small audiences. Most notably, Americans continue to be indifferent to the war in Bosnia - 15% said they followed news about the Balkan war very closely. This marks only a marginal improvement over the 10% who said they followed news about the conflict very closely in Times Mirror's September sampling.

American lack of interest in Bosnia is matched by how little the public knows about the basics of the conflict. Just 21% could name the Serbs as the ethnic group that was besieging Sarajevo. 20% were able to answer this question in Times Mirror's September poll, reflecting no gain in the public's level of information over the past four months.

Other questions further documented the public's fundamental lack of understanding of the conflict. Only 32% were able to answer correctly a multiple choice question about the principal reason the Serbs and Bosnians are fighting. As many said the Bosnians were trying to expel the Serbs (32%), as said that Serbian claims to large parts of Bosnia was the reason for the war.

Although the term "ethnic cleansing" has become emblematic of the horrors of the Bosnian war, only one in three Americans were able to give a reasonably correct definition of its meaning. Sixty-one percent of college graduates could define the term correctly. But people under 30 years of age, less well-educated and people who say they rely on television exclusively for their news were much less likely than others to know about this aspect of the Balkan war.

Indifference to the war in Bosnia plays out importantly in American attitudes toward the war. Thirty percent of Times Mirror's sample said they sided with the Bosnians in the conflict, and only 8% reported favoring the Serbs. However, most Americans said explicitly they favored neither side, or had no opinion (62%). Among people who said they followed news about the conflict very closely there was a little more support for the Bosnian side (41%), but a plurality of the attentive public (48%) expressed support for neither side.

Only that very small segment of the public that knows a great deal about the dispute takes sides. As shown in the table below, 72% of those who knew the correct answers to all three quiz questions asked in the poll were sympathetic to the Bosnians. No opinion was the plurality view of all segments of the public with less knowledge about the dispute.

<i>Percent of Public</i>	<i>Number of Bosnia Quiz Questions Answered Correctly<sup>1</sup></i>				= 100
	$\frac{3}{11}$	$\frac{2}{14}$	$\frac{1}{27}$	$\frac{0}{48}$	
<i>Sympathies In Conflict:</i>					
Bosnians	72	39	27	19	
Serbs	3	6	10	8	
Neither	15	22	16	17	
No Opinion	<u>10</u>	<u>33</u>	<u>47</u>	<u>56</u>	
	100	100	100	100	
	(155)	(199)	(332)	(530)	

With few Americans following the conflict or taking sides, there is little basic support for American intervention in the conflict. By a 55% to 32% margin respondents opposed rather than favored the use of military force to help end the fighting there. There was also plurality opposition to the use of American force when the question was posed in terms of "preventing Bosnia from being taken over by the Serbs"; 36% favored, 47% opposed the use of military force for that purpose.

The attentive and informed elements of the public seem little more disposed to U.S. involvement in the Balkan war than those who have paid less attention to the conflict and or know less about it. For example, only 44% of those who said they have followed the conflict very closely favor the use of U.S. force.

### *Royals Snubbed*

Americans are not only ignoring Bosnia but other major international stories as well. Only 13% of the Times Mirror sample said they were paying close attention to news about attacks on foreigners in Germany by neo-Nazis, and only 10% reported following the Israeli expulsion of Moslem fundamentalists. Even troubles in the Royal household got short shrift from the public,

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<sup>1</sup>These percentages represent those who correctly answered the 3 questions on the war in Bosnia (See Questions 14, 19 and 19a).

with only 11% saying they paid close attention to the end of Prince Charles and Diana's marriage.

The considerably higher levels of interest in news about the Start II treaty and about Bush's pardon of former Defense Secretary Caspar Weinberger reflected the substantially greater interest of older Americans in both of these Cold War linked stories. (SEE Table on page 7). In contrast, public attentiveness to Clinton's appointments and to the economic conference in Little Rock was nearly as high among younger people, as it was among people 50 and older, who are routinely heavier consumers of national political stories.

#### *Clinton Appointments Praised*

Americans of all ages believed that Bill Clinton has met his pledge to reflect the makeup of the country by naming more women and members of minorities to high level posts. Sixty-eight percent feel that Clinton has made more minority and female appointments than past presidents. Women were as likely as men to subscribe to this view (68% women vs. 67% men). However, non-whites (53%) less often applauded Clinton's efforts in this direction than did whites (70%).

Traditionally, Americans give new Presidents a fresh start and the benefit of the doubt and this tendency is very much in evidence in evaluations of the President-elect. Bill Clinton is given about the same rating as was George Bush four years ago for doing a good job of explaining his policies and plans for the future. Sixty-two percent approved of Clinton's efforts in this direction (65% approved of Bush in a March '89 Gallup Poll).

#### *Clinton Seen as Trustworthy*

In considering Bill Clinton in more personal terms, the vast majority describe him as "warm and friendly" (90%), "well informed" (79%), and give him high marks as a "good communicator" (84%). Moreover, despite the long primary and general election campaigns where opponents focused attacks on questions of character and trust, more Americans describe Clinton as "trustworthy" than not by a wide margin of 63% to 29%, with the remainder not expressing a judgment.

Democrats, Republicans and Independents alike give Clinton high marks for warmth, being well informed and possessing good communication skills. The only apparent partisan vestige of the campaign season is in ratings of trust, where more Republicans feel Clinton is not trustworthy (56%) than that he is (36%). Democrats (84%) were slightly more likely than Independents (62%) to describe Clinton as "*trustworthy*."

Although running as a centrist Democrat and choosing a largely mainstream cabinet, Clinton is clearly viewed as falling much closer to the left end of the political spectrum. When asked whether Clinton was more accurately described as a liberal or conservative -- (respondents were not presented with the response option of describing him as a moderate) -- fully two-thirds (68%) of the public categorized him as a liberal compared to just 19% who said he was a conservative. The remaining 13% did not express an opinion.

#### *Liberal Groups Seen as Gaining in Influence*

The predominant view that Clinton has liberal leanings is also seen in the public's view of how power may be redistributed after January 20th. The Times Mirror survey asked whether people thought each of 13 groups would gain or lose influence in Washington with the change of administration. Environmentalists, minorities, women's groups, environmentalists, younger people and children are seen as the biggest winners, along with poor people.

Perhaps owing to Vice President-elect Gore's well publicized link to ecological concerns, "environmentalists" are perceived to be a clear winner in the change of administrations -- 67%

expect them to gain influence, while just 7% say they will lose influence, with the remainder saying there will either be no change or expressing no opinion. The figures are similarly lopsided for minorities, with more feeling Blacks will gain rather than lose influence by a margin of 66% to 6%, and more feeling Hispanics will gain rather than lose by a similar 52% to 7% division. Relatedly, the vast majority see "poor people" as gaining rather than losing influence by the change in administrations (61% to 12%).

Activists for social change are also seen as beneficiaries of the shift in power in Washington. More feel that "feminists" will gain rather than lose power by a ratio of 11 to 1 -- 66% to 6%. Similarly, a majority feel "gay activists" will have their influence enhanced (53%) while just a small fraction (12%) feel it will be reduced.

### *Clinton Impact on Ordinary People and Power Brokers Less Clear*

While the public is clear as to who will gain in influence in Washington when Clinton comes to town, the public is more equivocal about whether the power brokers will *lose influence* and uncertain as to whether ordinary people gain in influence.

"Washington lobbyists" are the only group among the 13 which the public felt will *lose* (31%) rather than gain influence. But, a large number (29%) think there will be no change in their influence or are unsure (17%) as to how their influence might change. Similarly, the verdict is mixed on how "Business Corporations" will fare under the Clinton administration -- 34% gain, 33% lose influence -- they ranked 12th out of the 13 groups asked about. And while slightly more felt that "Union Leaders" would gain (35%) rather than lose (24%) influence under the Clinton administration, they too ranked in the bottom three groups.

Survey respondents rated "people like yourself" in the middle of the pack as recipients of newly found Washington power. Overall, 43% said they expected to gain influence, while 22% expected to lose influence. Just over one-quarter (27%) said they did not expect their influence to change with the new administration, and 8% expressed no opinion.

This overall mixed assessment obscures some stark differences when various population groups are looked at separately. By a margin of 67% to 14% more Blacks feel that "people like yourself" will gain rather than lose influence. The margin for Hispanics is 54% to 9%, while white respondents are divided 41% to 23%. Women (46% gain to 20% lose) were about as likely as men (40% to 24%) to see possible benefits of the change in administration for people like themselves. Finally, Democrats were far more likely to feel people like themselves would gain (63%) rather than lose (9%) power. Conversely, more Republicans felt people like them would lose (38%) rather than gain (22%) power with the change from the Bush to Clinton administration.

### *Media Performance*

The press was given a better rating for its coverage of Somalia than for coverage of other major news stories this month, despite press controversies associated with coverage of the landings. Thirty percent rated coverage of Somalia as *excellent* and only 21% gave the coverage negative ratings. All other stories this month received higher negative ratings (28%) and lower excellent ratings (21%).

It is not unusual for a breaking news story, especially one involving U.S. troops to get better coverage than less action driven stories. However, the rating of Somalia's coverage was less positive than public evaluations of news coverage of other recent military actions. Compared to the 30% who rated Somalia coverage as excellent, 38% rated coverage of the Invasion of

Panama as excellent (Jan '90), and 40% rated coverage of the War in the Gulf as excellent (Jan '91).

Relatively lower ratings may in part reflect the view that the story was initially overcovered. Two out of three Times Mirror respondents reported that they watched live coverage of the Marine landings in Mogadishu and 62% of these viewers thought there was too much coverage of the event. Few Americans who are critical of the overcoverage of the landing fault the military (19%); most (67%) blame the press.

As it has been since the Gulf War, CNN got better ratings from the public than the broadcast news units for covering the news lately. Eighty-three percent of Times Mirror respondents said they relied on television for news about national and international news, 52% newspapers, 17% radio and 5% magazines. Looked at another way, 43% of Times Mirror's respondents said they relied *both* on a print source and on tv for their national and international news, 40% said they relied on *tv exclusively*, and 14% said they relied on a *print source only*. As has been shown consistently in previous Times Mirror surveys, people who rely on television exclusively score consistently lower on news quiz questions than those who use some print source. (See Table on page 9).

*The Amy Fisher Phenomenon*

Four in ten Americans (41%) watched at least one of the made for TV Amy Fisher movies that aired in recent weeks. No less than 18% of the public watched two or more of the films about the Long Island teenager. There was a negative correlation between watching Amy Fisher movies and knowing about events in Bosnia. Fifty percent of Americans who knew nothing about the Bosnian conflict watched an Amy Fisher movie, while only 15% of informed Americans had that experience.

# PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	<i>Deploy- ment of U.S. forces in Somalia</i>	<i>Reports About the Condition of the U.S. Economy</i>	<i>Russia and U.S. Agree To Reduce Nuclear Arsenals</i>	<i>Clinton's Cabinet Choices</i>	<i>Bush's Pardon Of Weinberger And Others</i>	<i>N</i>
<i>Total</i>	52	42	26	24	23	(1216)
<i>Sex</i>						
Male	52	44	31	23	25	(610)
Female	51	41	22	26	21	(606)
<i>Race</i>						
White	53	41	27	24	23	(1054)
*Hispanic	53	38	30	30	15	(73)
Black	47	48	22	28	26	(76)
<i>Age</i>						
Under 30	45	33	24	20	16	(260)
30-49	49	42	22	24	19	(545)
50+	59	49	34	27	35	(405)
<i>Education</i>						
College graduate	52	49	26	28	28	(383)
Other college	58	46	30	28	23	(312)
High school grad.	51	41	24	24	22	(407)
Less than h.s. grad.	45	33	26	14	22	(110)
<i>Region</i>						
East	53	50	31	24	25	(266)
Midwest	44	34	22	22	20	(311)
South	51	40	27	23	22	(448)
West	62	47	26	30	27	(191)
<i>Party ID</i>						
Republican	55	44	31	20	22	(361)
Democrat	55	47	27	31	29	(408)
Independent	49	39	23	21	19	(409)

*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...



	<i>Clinton's Economic Conference</i>	<i>Civil War In Bosnia</i>	<i>Neo-Nazi Attacks On Foreigners In Germany</i>	<i>Separation Of Prince Charles &amp; Diana</i>	<i>Israeli Expulsion Of Muslim Fundament- alists</i>	<i>N</i>
<i>Total</i>	21	15	13	11	10	(1216)
<i>Sex</i>						
Male	22	17	16	5	13	(610)
Female	21	14	10	16	8	(606)
<i>Race</i>						
White	20	15	12	11	10	(1054)
*Hispanic	26	10	16	10	7	(73)
Black	30	17	17	9	10	(76)
<i>Age</i>						
Under 30	19	12	9	9	7	(260)
30-49	23	14	11	9	9	(545)
50+	22	19	17	14	15	(405)
<i>Education</i>						
College graduate	22	17	13	7	13	(383)
Other college	23	18	15	11	11	(312)
High school grad.	20	15	14	13	10	(407)
Less than h.s. grad.	19	9	9	10	9	(110)
<i>Region</i>						
East	18	19	13	9	11	(266)
Midwest	19	13	11	9	7	(311)
South	24	14	11	12	11	(448)
West	23	16	18	14	13	(191)
<i>Party ID</i>						
Republican	13	12	10	11	10	(361)
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\*The designation, hispanic, is unrelated to the white-black categorization.

# Reading The News Vs. Watching The News

(By Knowledge Questions)

	<u>Total</u>	<u>TV &amp; Print</u>	<u>TV Only</u>	<u>Print Only</u>
<i>Q.13/13a Names of Clinton Cabinet and Other High Level Appointments:</i>				
Yes, heard of	21	24	16	29
No, Never heard of	$\frac{79}{100}$	$\frac{76}{100}$	$\frac{84}{100}$	$\frac{71}{100}$
	(1216)	(542)	(452)	(175)

*Q.14 Ethnic Group that has Conquered Much of Bosnia and Surrounded Sarajevo:*

Serbs - correct answer	21	25	11	36
Other incorrect answer	$\frac{79}{100}$	$\frac{75}{100}$	$\frac{89}{100}$	$\frac{64}{100}$

*Q.19 Principal Reason Serbs and Bosnians are Fighting:*

Serbs want Bosnia for Serbs Only	32	36	23	45
Other Answer/Can't say	$\frac{68}{100}$	$\frac{64}{100}$	$\frac{77}{100}$	$\frac{55}{100}$

*Q.19a Term "Ethnic Cleansing" in re Bosnia:*

Yes, Knew what refers to	34	41	22	50
No, Could not define	$\frac{66}{100}$	$\frac{59}{100}$	$\frac{78}{100}$	$\frac{50}{100}$

*Q.12/12a American Companies With Recent Layoffs of Workers:*

Yes, Knew of	72	78	65	76
IBM	42	48	32	54
General Motors	41	44	37	38
No, Never heard of	$\frac{28}{100}$	$\frac{22}{100}$	$\frac{35}{100}$	$\frac{24}{100}$

# Nature Of U.S. Economy

(Q.21)

	<u>Recovery</u>	<u>Recession</u>	<u>Depression</u>	<u>D/K</u>	<u>N</u>
<i>Total</i>	34	36	26	4=100	(1216)
<i>Sex</i>					
Male	45	28	24	3=100	(610)
Female	24	43	28	5=100	(606)
<i>Age</i>					
18-29	24	52	20	4=100	(260)
30-49	35	35	27	3=100	(545)
50+	38	25	31	6=100	(405)
<i>Race</i>					
White	35	35	26	4=100	(1054)
Hispanic	28	44	27	1=100	(73)
Black	20	37	38	5=100	(76)
<i>Education</i>					
College Grad.	43	34	20	3=100	(383)
Some College	39	34	23	4=100	(312)
High School Grad.	29	39	29	3=100	(407)
< High School	24	33	36	7=100	(110)
<i>Income</i>					
50K+	43	33	21	3=100	(286)
30-49K	37	36	25	2=100	(294)
20-29K	34	42	22	2=100	(220)
< 20K	26	36	32	6=100	(285)
<i>Region</i>					
East	32	37	29	2=100	(266)
Midwest	34	39	23	4=100	(311)
South	36	32	26	6=100	(448)
West	31	37	29	3=100	(191)
<i>Party Id</i>					
Rep	46	33	18	3=100	(361)
Dem	27	41	29	3=100	(408)
Ind	32	33	30	5=100	(409)

# Clinton's Higher Priority Upon Taking Office

(Q.22)

	<u>Budget</u> <u>Deficit</u>	<u>Stimulate</u> <u>Economy</u>	<u>D/K</u>	<u>N</u>
<i>Total</i>	38	54	8=100	(1216)
<i>Sex</i>				
Male	44	50	6=100	(610)
Female	33	59	8=100	(606)
<i>Age</i>				
18-29	38	59	3=100	(260)
30-49	43	51	6=100	(545)
50+	31	56	13=100	(405)
<i>Race</i>				
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<i>Party Id</i>				
Rep	51	46	3=100	(361)
Dem	29	63	8=100	(408)
Ind	39	52	9=100	(409)

## **SURVEY METHODOLOGY**

The survey results are based on telephone interviews conducted among a nationwide sample of 1,216 adults, 18 years of age or older, during the period January 3-6, 1993. 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 CENTER FOR THE PEOPLE AND THE PRESS  
NEWS INTEREST INDEX  
January 3-6, 1993  
N=1,216

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 In general are you satisfied or dissatisfied with the way things are going in the U.S. at this time?

		Jan <u>1992</u>	Nov <u>1991</u>	May <u>1990</u>	Jan <u>1989</u>	Oct <u>1988</u>	May <u>1988</u>	Jan <u>1988</u>
39	Satisfied	28	34	41	45	56	41	39
50	Dissatisfied	68	61	54	50	40	54	55
<u>11</u>	No Opinion	<u>4</u>	<u>5</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>5</u>	<u>6</u>
100		100	100	100	100	100	100	100

Q.1a In your opinion, what country in the world, if any represents the greatest danger to the United States? (DO NOT SUGGEST ANSWERS)

		Feb <u>1992</u>	March <u>1990</u>
6	The U.S. itself	3	4
13	Russia, the Soviet Union, the CIS	13	32
2	Germany	2	3
1	Other European	*	*
8	Japan	31	8
9	China	8	8
*	Other Asian	0	*
17	Iraq	12	*
6	Iran	4	6
1	Libya	2	2
4	Other Mi deastern	6	5
1	Cuba	1	3
1	Mexico	*	*
*	Other Latin American	*	8
1	Other (SPECIFY)	0	2
21	Can't say	13	13
<u>9</u>	None	<u>5</u>	<u>6</u>
100		100	100

**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)
- 22 DON'T KNOW
- \* REFUSED
- 2 NONE

<u>International Stories:</u>		64
The civil war in Bosnia	3	
The deployment of U.S. forces to Somalia	51	
The announcement from London that the marriage between Prince Charles and Diana is over	*	
Russia and the U.S. reaching an agreement to sharply reduce their nuclear arsenals	8	
Israel's expulsion of 400 Moslems fundamentalists following the murder of an Israeli soldier in the West Bank	*	
The attacks on foreigners in Germany by neo Nazis	*	
Hussein violating no fly zone	2	
<u>Domestic Stories:</u>		8
Reports about the condition of the U.S. economy	1	
Bill Clinton's cabinet choices and other high level appointments	2	
George Bush's presidential pardon of Caspar Weinberger and five others involved in the Iran Contra affair	1	
Bill Clinton's economic conference in Little Rock with leading economists, policy experts and business leaders	*	
Presidential election	4	



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)

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK
a. The civil war in Bosnia	15	33	30	22	*=100
Sept, 1992	10	27	31	31	1=100
Dec, 1991 <sup>2</sup>	5	21	34	40	0=100
Oct, 1991	8	23	33	34	2=100
July, 1991	11	31	31	26	1=100
b. The deployment of U.S. forces to Somalia	52	37	8	3	*=100
c. Reports about the condition of the U.S. economy	42	39	12	7	*=100
Sept, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
Mar, 1992	47	38	11	4	*=100
Feb, 1992	47	37	10	6	*=100
Jan, 1992	44	40	11	5	*=100
Oct, 1991	36	38	16	9	1=100
d. The announcement from London that the marriage between Prince Charles and Diana is over	11	21	33	35	*=100
e. Bill Clinton's cabinet choices and other high level appointments	24	42	22	11	1=100
f. George Bush's presidential pardon of Caspar Weinberger and five others involved in the Iran Contra affair	23	32	29	16	*=100
g. Russia and the U.S. reaching an agreement to sharply reduce their nuclear arsenals	26	41	22	11	*=100
h. Bill Clinton's economic conference in Little Rock with leading economists, policy experts and business leaders	22	34	25	19	*=100

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<sup>2</sup>For the months of July, October and December 1991, this choice was phrased, "the conflict between the Yugoslavian Republics."

		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK</u>
j.	The attacks on foreigners in Germany by neo Nazis	13	24	28	35	*=100
i.	Israel's expulsion of 400 Moslems fundamentalists following the murder of an Israeli soldier in the West Bank	10	25	31	33	1=100

Q.4 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 civil war in Bosnia	5
b. The deployment of U.S. forces to Somalia	38
c. Reports about the condition of the U.S. economy	10
d. The announcement from London that the marriage between Prince Charles and Diana is over	4
e. Bill Clinton's cabinet choices and other high level appointments	14
f. George Bush's presidential pardon of Caspar Weinberger and five others involved in the Iran Contra affair	4
g. Russia and the U.S. reaching an agreement to sharply reduce their nuclear arsenals	6
h. Bill Clinton's economic conference in Little Rock with leading economists, policy experts and business leaders	6
i. Israel's expulsion of 400 Moslems fundamentalists following the murder of an Israeli soldier in the West Bank	2
j. The attacks on foreigners in Germany by neo Nazis	1
CAN'T SAY	<u>10</u> 100

**IF RESPONDENT SAID '11' CAN'T SAY IN Q.4, SKIP TO Q.6**

Q.5 In general, how would you rate the job the press has done in covering (STORY FOLLOWED MOST CLOSELY IN Q.4); excellent, good, only fair, or poor?

		<u>Civil War in Bosnia</u>	<u>U.S. Forces Somalia</u>	<u>Russia &amp; U.S. Arsenal</u>	<u>Reports on U.S. Economy</u>	<u>Clinton Cabinet Choices</u>	<u>Clinton's Economic Conference</u>
21	Excellent	11	30	16	9	14	16
49	Good	51	48	61	45	58	61
21	Only Fair	26	14	17	34	23	20
7	Poor	8	7	3	9	3	2
<u>2</u> 100	Don't know	<u>4</u> 100 (71)	<u>1</u> 100 (467)	<u>3</u> 100 (67)	<u>3</u> 100 (127)	<u>2</u> 100 (169)	<u>1</u> 100 (73)

**ASK ALL:**

Q.6 In your opinion, which TV network has been doing the best job of covering the news lately - ABC, CBS, NBC or CNN?

		<u>Sept 1992</u>	<u>May 1992</u>	<u>Mar 1992</u>	<u>Feb 1992</u>	<u>Oct 1991</u>	<u>July 1991</u>	<u>May 1991</u>	<u>Mar<sup>3</sup> 1991</u>
15	ABC	15	20	20	19	17	18	18	12
16	CBS	13	14	17	18	14	14	13	8
15	NBC	12	14	14	14	13	13	14	10
41	CNN	43	40	36	37	42	41	41	58
<u>13</u> 100	Don't know	<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

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<sup>3</sup> In March, 1991 respondents were asked which network was doing the best job of covering the "crisis in the Gulf".

Q.7 How have you been getting most of your news about national and international issues? From television, from newspapers, from radio or from magazines? **(ACCEPT TWO ANSWERS)**

**IF RESPONDENT ANSWERED '1' TELEVISION IN Q.7 ASK:**

Q.8 Do you get most of your news about national and international issues from network tv news, from local tv news, or from CNN? **(ACCEPT TWO ANSWERS)**

83 Television  
 39 Network  
 30 Local  
 38 CNN  
 2 **(DO NOT READ)** Other  
 1 Can't say

52 Newspapers S)))))))))  
 \*  
 17 Radio \*  
 \*  
 5 Magazines /Q GO TO Q.9  
 \*  
 1 Other \*  
 \*  
 1 Can't say S)))))))))-

**IF RESPONDENT ANSWERED '1' VERY CLOSELY OR '2' FAIRLY CLOSELY IN Q.3B ASK:**

Q.9 Did you happen to watch the live TV coverage of the Marines arriving in Somalia a few weeks ago, or didn't you happen to see that?

64 Yes  
 36 No S)))))))))  
 /Q GO TO Q.11  
 \* Don't know S)))-  
 100  
 (1098)

**IF YES TO Q.9 ASK:**

Q.10a Do you think there was too much coverage, too little coverage or the right amount of coverage of the landing?

62 Too much  
 3 Too little S))))))  
 \*  
 32 Right Amount /Q GO TO Q.11  
 \*  
 3 No opinion S))))))-  
 100  
 (703)

**IF RESPONDENT ANSWERED '1' TOO MUCH IN Q.10a ASK:**

Q.10b Who do you think was most to blame for this, the press or the American military authorities?

67 Press  
19 Military  
14 Can't say  
100 (N=456)

**ASK EVERYONE:**

Q.11 What's your impression of the PRINCIPAL objective of American forces in Somalia? Is it to disarm the gangs of Somali gunmen and end the civil war, or is it to restore enough order so that famine relief can take place?

10 Disarm gunmen  
81 Restore enough order  
9 Not sure  
100

**NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT SOME THINGS THAT HAVE BEEN IN THE NEWS - NOT EVERYONE WILL HAVE HEARD ABOUT THEM**

Q.12 Recently, some major American companies have announced that they will be laying off thousands of workers. Can you recall the names of any these companies?

Q.12a What company names can you recall?

72 Yes, heard of  
42 IBM/Computers/Technology  
2 DEC (Digital Equipment Corporation)  
7 Sears  
40 General Motors/Auto manufacturers  
14 Boeing/Aircraft industry  
2 AT&T  
1 Retail  
\* Schwinn  
\* Kodak  
0 Xerox  
1 Insurance industry  
\* Other telecommunications  
1 Other defense contractors  
3 Other technology  
\* Government  
1 McDonnell Douglas  
4 Other  
28 Never heard of  
100

Q.13 Can you recall the names of any one that Governor Clinton has chosen for his cabinet or appointed to other high level government posts?

Q.13A Which names can you recall?

21	Yes, heard of
*	Madeline Albright
3	Les Aspin
1	Bruce Babbitt
2	Zoe Baird
8	Lloyd Bentsen
1	Jesse Brown
4	Ron Brown
4	Warren Christopher
2	Henry Cisneros
0	Anthony Lake
*	Mac McClarty
1	Hazel O'Leary
1	Richard Riley
2	Donna Shalala
*	Clifton Wharton
0	James Woolsey
1	William Espy
*	Leon Panetta
0	Alice Rivlin
1	Robert Reich
1	Frederico Pena
*	Laura Tyson
*	Jocelyn Elders
*	Mickey Kantor
0	Carol Browner
<u>79</u>	Never heard of
100	

Q. 14 Do you happen to know the name of the ethnic group that has conquered much of Bosnia and has surrounded the city of Sarajevo?

21	Serbs	Sept <u>1992</u> 20
<u>79</u> 100	Croats/Other/ Don' t know	<u>80</u> 100

(SKIP Q. 15)

Q. 16 Which side are you most sympathetic to in the conflict in the former country of Yugoslavia - the Bosnians or the Serbs?

30	Bosnians
8	Serbs
17	Neither <b>(VOLUNTEERED)</b>
<u>45</u> 100	No Opinion

Q. 17 Have you heard or read about any discussion and debate about whether the U. S. should use military force in Bosnia to prevent further bloodshed or not?

53	Yes
44	No
<u>3</u> 100	Don' t know



**FORM 1:**

Q. 18F1 Would you favor or oppose the use of U.S. military force in Bosnia to help end the fighting there?

32 Favor

55 Oppose

13 No Opinion  
100  
(352)

**FORM 2:**

Q. 18F2 Would you favor or oppose the use of U.S. military force in Bosnia to prevent Bosnia from being taken over by the Serbs?

36 Favor

47 Oppose

17 No Opinion  
100  
(336)

**ASK ALL:**

Q. 19 To the best of your knowledge, which of the following three answers, A, B, or C, is the principal reason the Serbs and Bosnians are fighting: **(READ CATEGORIES 1-3)**

5 A: The Bosnians invaded Serbia

32 B: Serbians think that large parts of Bosnia should be inhabited by Serbs only, OR

32 C: Bosnians have attempted to drive Serbs out of Bosnia

31 **(DO NOT READ)** Can't say  
100

Q. 19a Do you happen to know what the term "ethnic cleansing" refers to in the war in Bosnia? **[IF YES, ASK WHAT]**

34 Said "yes" and gave correct answer

66 Said "yes" and gave incorrect answer or could not define

0 No  
100

**ON ANOTHER TOPIC....**

Q. 20 Do you approve or disapprove of the job President elect Clinton has done so far in explaining his policies and plans for the future to the American people?

		Gallup March <u>1989</u>
62	Approve	<u>65</u>
24	Disapprove	28
<u>14</u> 100	No opinion	<u>7</u> 100

Q. 21 How would you describe current economic conditions in the country? Would you say the economy is now recovering, or that we are in a recession that will pass fairly soon or that we are in an economic depression that will last a long time?

		March <u>1992</u>	Jan <u>1992</u>
34	Recovery	<u>16</u>	<u>7</u>
35	Recession	41	51
27	Depression	40	38
<u>4</u> 100	Can't say	<u>3</u> 100	<u>4</u> 100

Q. 22 What do you think Bill Clinton should give higher priority to when he takes office, reducing the budget deficit to improve the country's long term outlook or stimulating the economy to improve economic conditions right away?

38	The budget deficit
54	Stimulate the economy
<u>8</u> 100	Not sure

**A FEW QUESTIONS ABOUT BILL CLINTON'S POLITICAL APPOINTMENTS SO FAR ..**

Q.23 In your opinion, has Bill Clinton named more women and members of minorities to high level posts than other presidents or hasn't he done that?

68 Yes  
 12 No has not  
20 Not sure  
 100

Q.24 Usually, when there is a new President certain groups gain influence in Washington, while other groups lose influence... as I read from a list tell me if you think these groups will gain influence, lose influence or not be affected by Bill Clinton's taking office?

**(ROTATE ITEMS A-L) (READ CATEGORIES AFTER EACH ITEM)**

	<u>Gain</u>	<u>Lose</u>	<u>Not Be Affected</u>	<u>Don't Know</u>
First.... will they....				
a. Environmentalists?	67	7	16	10=100
b. Feminists	66	6	18	10=100
c. Older People	42	25	26	7=100
d. Washington Lobbyists	23	31	29	17=100
e. Blacks	66	6	19	9=100
f. Hispanics	52	7	28	13=100
g. Union Leaders	35	24	28	13=100
h. Business Corporations	34	33	21	12=100
i. Gay Activists	53	12	22	13=100
j. Younger People	65	8	19	8=100
k. Poor people	61	12	19	8=100
l. Children	62	6	22	10=100
m. People like yourself	43	22	27	8=100

Q. 25 Finally, I am going to read some opposite phrases. Tell me which one best reflects your impressions of Bill Clinton, so far?

Does Bill Clinton impress you as ...

Q. 25a 63 Trustworthy or-  
29 Not trustworthy  
3 (DO NOT READ) Neither particularly  
5 (DO NOT READ) Don't know  
5  
100

Q. 25b 90 Warm and friendly or  
7 Cold and aloof  
1 (DO NOT READ) Neither particularly  
2 (DO NOT READ) Don't know  
2  
100

Q. 25c 84 Good communicator or  
11 Not a good communicator  
1 (DO NOT READ) Neither particularly  
4 (DO NOT READ) Don't know  
4  
100

Q. 25d 79 Well informed or  
14 Not well informed  
2 (DO NOT READ) Neither particularly  
5 (DO NOT READ) Don't know  
5  
100

Q. 25e 68 Liberal or  
19 Conservative  
6 (DO NOT READ) Neither particularly  
7 (DO NOT READ) Don't know  
7  
100

**ONE LAST QUESTION:**

Q. 26 Did you happen to see any of the made-for-television movies about Amy Fisher, the Long Island teenager convicted of shooting her married lover's wife?

**IF RESPONDENT ANSWERED '1' YES TO Q. 26 ASK:**

Q. 27 There were three network television movies about Amy Fisher. How many of these movies did you see one, two or all three?

41 Watched movies  
22 Watched one  
14 Watched two  
4 Watched three  
59  
100 Did not watch movies

# TIMES MIRROR DATABASE

## PUBLIC ATTENTIVENESS TO MAJOR NEWS STORIES (1986 - 1992)

### 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)
- 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 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 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)

PERCENT FOLLOWED  
VERY CLOSELY

- 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 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 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 (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 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 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 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 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)

PERCENT FOLLOWED  
VERY CLOSELY

- 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 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 The Presidential election campaign (May 92)
- 32 Mike Tyson's rape trial (Feb 92)
- 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 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 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)
- 28 Problems at nuclear reactor plants (Oct 88)
- 28 The end of Gary Hart's candidacy and the Donna Rice allegations (Sept 87)

PERCENT FOLLOWED  
VERY CLOSELY

- 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 sexually abusing children (Feb 90)
- 27 The NFL playoffs (Jan 90)
- 27 The Republican convention (Aug 88)
- 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 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 *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 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 *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 *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)



PERCENT FOLLOWED  
VERY CLOSELY

- 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 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)
- 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 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 (A u g 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 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)

PERCENT FOLLOWED  
VERY CLOSELY

- 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)
- 16 Dispute between the President and Congress over allowing Chinese students to remain in America (Feb 90)
- 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 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 *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)

PERCENT FOLLOWED  
VERY CLOSELY

- 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 *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 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)
- 10 *ISRAEL'S EXPULSION OF 400 MUSLIM FUNDAMENTALISTS FOLLOWING THE MURDER OF AN ISRAELI SOLDIER IN THE WEST BANK (JAN 93)*
- 10 Civil war in Bosnia (Sept 92)
- 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 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 resignation of White House Chief of Staff John Sununu (Dec 91)

PERCENT FOLLOWED  
VERY CLOSELY

- 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 Trial of allege 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 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)
- 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)