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**Gingrich Public Image**  
**Very Able, But Character, Compassion and**  
**Extreme Views Questioned**

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## **GINGRICH SEEN AS VERY ABLE BUT PUBLIC QUESTIONS CHARACTER, COMPASSION AND EXTREME VIEWS**

Newt Gingrich is an enigma to the public. On balance, Americans approve of the job he is doing as Speaker of the House, but they are wary of his character, concerned about his extreme points of view, and wonder about his compassion. There is much more of a consensus that he has the ability to get things done.

The latest nationwide Times Mirror telephone survey of 1819 adults conducted this past weekend found both more cheers and more jeers for Gingrich. Of those surveyed, 44% approved of the way he is handling his job as Speaker, 37% disapproved, and 19% had no opinion. As recently as a month ago, as many as 33% had no opinion about the new GOP House leader, and fewer expressed both approval (38%) and disapproval (29%) at that time. Gingrich's current approval rating matches Bill Clinton's, but more respondents express disapproval of the way the President is doing his job than do so for the Speaker (44% to 37%).

The latest poll also finds most Americans thinking that as a person Gingrich is well informed (63%) and able to get things done (59%). But far fewer rate him as honest and trustworthy (43%), or caring about people (47%). Further, a 53% majority of Americans think he is too extreme in his points of view. The "too extreme" image is even apparent among 44% of the Republicans polled. But by and large, rank and file Republicans are supportive of the Speaker and reject other criticisms of him. Majorities of Republicans think that Gingrich cares about people and that he is honest and trustworthy.

For the most part, opinion about Newt Gingrich is highly polarized and highly partisan. Men and women, blacks and whites, and rich and poor are at odds about him. Over the past month Republicans and Republican-oriented demographic groups have become even more favorable toward the Speaker, as Democratic groups have become even more critical. **(See Table on pp. 9-10)**

### ***Public Still Backs GOP Control***

Public criticism of GOP policies has grown, but most Americans are still happy that the Republicans won control of the Congress. Disapproval of the Republican policies and programs increased from 28% in December to 39% in the current survey. However, as in the earlier survey, a majority (55%) of the nationally representative sample reported being happy about the Republican midterm election victory.

The reason that increased criticism of GOP policies coexists with continued happiness with the party's control of Congress is because swing groups, such as Independents and Perot voters, express overall support for Republican control, despite their growing reservations about the party's policies. Only 36% of Independents approve of the policies of the GOP leaders, but 52% are happy that they won control of Congress. Democratic groups, especially women, nonwhites, and poor people are highly critical of GOP policies, and are very unhappy with the election outcome. Their

Republican counterparts tend to be largely uncritical, and 85% are still happy about the GOP takeover.

Among Independents, men evenly divide between those who support Republican policies and those who oppose them. A clear plurality of Independent women oppose GOP plans. Independents with family incomes below \$30,000 annually are on balance critical of the Republican leadership's policies, while middle income and more affluent Independents are divided over them.

The public is paying more attention to what's happening in Washington than a month ago. The proportion of Americans following the balanced budget debate "very closely" jumped from 12% in February to 22% this month, and those following the activities of the new Republican leaders in Congress rose from 19% to 23%. Democrats and Independents accounted for most of the increased interest in Capitol Hill, while the attentiveness of Republicans remained much the same as before.

Bill Clinton has not benefited politically from increased public wariness of GOP policies. His approval ratings are identical to those of a month ago. And the public continues to look to the GOP leadership as much as to the President to take the lead in solving the nation's problems. As in December, as many respondents think GOP Hill leaders should set the nation's agenda (40%), as think the President should do so (40%).

***Spurt of Interest In Third Party Candidate***

Interest in a third party candidate in 1996 was markedly higher in the current survey, and it may reflect growing discontent with GOP policies, coupled with continued disapproval of Bill Clinton. As in previous polls, a test election question found Bill Clinton trailing an unnamed Republican challenger by a modest margin (38% to 31%), but as many as 23% of respondents said they would like to see an unnamed third party candidate elected president next year. This was a better showing by 5 percentage points for an Independent candidate than just a few months ago, and 11 percentage points higher than in a comparable test made at the end of 1993.

Interest in a third party candidate was quite high among younger people, middle income voters and people in the West. An unnamed independent candidate out-pollled both Bill Clinton and a GOP challenger among Perot voters, and among political independents. And as many as 60% of people who disapprove of both Bill Clinton's performance and of Republican policies favor an independent candidate for 1996.

	<u>Party Identification</u>			<u>Disapprove of:</u>		
	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Clinton</u>	<u>GOP Policies</u>	<u>Both</u>
<b><u>'96 Preferences*</u></b>						
Clinton	7	67	27	3	51	9
Rep Candidate	81	7	20	63	12	26
Independent Candidate	8	20	43	28	32	60
Undecided	<u>4</u>	<u>6</u>	<u>10</u>	<u>6</u>	<u>5</u>	<u>5</u>
	100	100	100	100	100	100

\* Includes Leaners

### ***GOP Candidate Standing Unchanged By Latest Entries***

Bob Dole continues to be the most popular choice for his party's presidential nomination in 1996. Slightly fewer Republicans and Republican-leaning Independents chose him this month (45%) than last (49%). But conservatives Gramm and Buchanan were in a distant second place, selected by 13% and 11% of GOP respondents, respectively. Gramm's numbers were unchanged since last month despite his recent media prominence, while Buchanan picked up 4 percentage points. Pete Wilson ranked third with 8%, followed by Alexander, Lugar and Specter, each of whom polled 3%.

Bob Dole is the top choice of Republicans across all parts of the country, but second place varies by region. Gramm is in second place in the South, Wilson ranks number two in the West, and Buchanan holds that position in the East. Gramm and Buchanan are tied in the Midwest, with Wilson well back of them. Other patterns of note include:

Dole runs strongest among older Republicans. Wilson and Buchanan are more popular among younger people.

Buchanan is the choice of only 5% of college graduates.

Gramm has more male support. Female Republicans are twice as likely as men to have no preferred candidate at this time.

Dole is the top choice of 51% of Republicans who think that Gingrich's view are too extreme, but is preferred by only 44% of Republicans who are not uncomfortable with the Speaker's points of view.

### ***The News Interest Index***

Americans followed news of the California floods more closely than any of the other top stories last month; 37% said they followed it "very closely." They were also fairly attentive to accounts of the nerve gas attack in the Toyko subways (26% followed it "very closely"), an interest level very similar to that in the Kobe earthquake earlier this year (25%). However, both figures indicate that Americans give substantially less interest to natural disasters and terrorism events abroad rather than in their own country.<sup>1</sup>

Interest in news about the U.S. economy was somewhat higher (27% "very closely") than a month earlier (23%). Essentially the same level of interest was found in the drop in the value of the dollar (23%) and the failure of the balanced budget amendment (22%). Those saying they followed the O.J. Simpson story "very closely" remained at 23%.<sup>2</sup>

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<sup>1</sup> For example, more than six in ten paid very close attention to news of Hurricane Andrew (1992) and to last year's Midwest floods. The 1985 TWA hostage-taking was followed very closely by 49%.

<sup>2</sup> A much larger percentage of the public was paying at least some attention to live coverage of the trial. Next week the TMC will report on the impact of following the Simpson trial on patterns of general news consumption.

The financial and political instability in neighboring Mexico was followed "very closely" by merely 12% of respondents, roughly equal to interest shown in the more distant Bosnian civil war (11%). Many more Hispanics followed the story "very closely" than did whites (20% vs. 12%). Among respondents generally, those most attentive to Mexican affairs were also those most highly interested in other economic issues such the fall in the U.S. dollar, the failure of the balanced budget effort, and the condition of the U.S. economy.

Notwithstanding the low level of attention to events south of the border, disapproval of President Clinton for granting \$20 billion in loan guarantees to Mexico grew significantly in just one month, from 55% in February to 65% now. Similarly, support for the 15-month old North American Free Trade Agreement (NAFTA) dropped significantly, from 52% in December, 1993, shortly after its passage, to 43% now.

Asked about their greatest reason for worrying about Mexico, most respondents cited illegal immigration (32%). A close second was fear that the U.S. economy would be dragged down by the Mexican troubles (28%). Considerably less concern was expressed about the possibility of civil war (10%) and that a government unfriendly to the United States might take over (7%), although when taken together, national security concerns are relatively significant in the public mind. Whites are more concerned about immigration and an economic drag. Non-whites and blacks were more afraid of civil war and an unfriendly government than were whites. Among the demographic groups, Hispanics feared civil war least; merely 4% said that was their greatest worry.

## PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	<i>Floods In California</i>	<i>Reports About U.S. Economy</i>	<i>Gas Attack on Subway In Toyko</i>	<i>N</i>
<b>Total</b>	37	27	26	1819
<b>Sex</b>				
Male	32	31	25	897
Female	42	23	27	922
<b>Race</b>				
White	36	26	26	1553
*Hispanic	41	27	27	112
Black	39	27	31	143
<b>Age</b>				
Under 30	31	19	20	384
30-49	32	26	23	762
50+	46	33	34	656
<b>Education</b>				
College Grad.	32	31	25	544
Other College	37	31	25	410
High School Grad	39	25	28	689
< H. S. Grad.	39	18	26	172
<b>Region</b>				
East	31	32	30	360
Midwest	31	24	27	491
South	34	26	24	647
West	55	26	25	321
<b>Party ID</b>				
Republican	35	27	25	667
Democrat	42	27	29	497
Independent	35	26	26	586

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...

## PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	<i>Activities Of New Republican Congress</i>	<i>O. J. Simpson Trial</i>	<i>Drop In Value Of U.S. Dollar</i>	<i>N</i>
<b>Total</b>	23	23	23	1819
<b>Sex</b>				
Male	27	19	25	897
Female	20	26	21	922
<b>Race</b>				
White	23	21	23	1553
*Hispanic	22	26	26	112
Black	30	38	24	143
<b>Age</b>				
Under 30	19	30	17	384
30-49	22	20	23	762
50+	28	22	28	656
<b>Education</b>				
College Grad.	33	16	26	544
Other College	26	24	23	410
High School Grad	22	26	23	689
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**CONTINUED...**

## PERCENT FOLLOWING EACH NEWS STORY "VERY CLOSELY"

	<i>Defeat of Balanced Budget Amendment</i>	<i>Fin/Pol Instability In Mexico</i>	<i>Civil War in Bosnia</i>	<i>N</i>
<b><i>Total</i></b>	22	12	11	1819
<b><i>Sex</i></b>				
Male	26	16	11	897
Female	18	8	12	922
<b><i>Race</i></b>				
White	22	12	11	1553
*Hispanic	26	20	13	112
Black	25	10	16	143
<b><i>Age</i></b>				
Under 30	12	7	12	384
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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.



# TABLES

# NEWT APPROVAL RATING BY DEMOGRAPHICS

(February vs. March 1995)

	% APPROVE		% DISAPPROVE		N
	Feb. 95	Mar. 95	Feb. 95	Mar. 95	
<b>Total</b>	38	44	29	37	(910)
<b>Sex</b>					
Male	43	55	27	34	(441)
Female	32	35	31	39	(469)
<b>Race</b>					
White	39	46	29	35	(784)
Non-white	28	31	29	45	(118)
<b>Age</b>					
Under 30	33	47	30	32	(175)
30-49	36	45	27	38	(403)
50+	41	42	30	38	(325)
<b>Education</b>					
College Grad.	33	43	42	46	(281)
Some College	47	50	24	34	(210)
High School Grad.	37	45	26	35	(337)
< H.S. grad.	32	36	26	31	(78)
<b>Family Income</b>					
\$50,000+	48	49	31	39	(218)
\$30,000-\$49,999	46	53	29	36	(247)
\$20,000-\$29,999	40	35	24	45	(168)
< \$20,000	31	39	33	32	(174)
<b>Region</b>					
East	43	42	25	42	(192)
Midwest	30	45	30	36	(230)
South	42	45	28	35	(327)
West	33	43	34	34	(161)
<b>Party ID</b>					
Republican	56	65	16	21	(348)
Democrat	25	27	41	53	(247)
Independent	32	37	33	42	(281)
<b>Community Size</b>					
Large City	32	35	36	43	(162)
Suburb	41	46	22	40	(226)
Small City/Town	32	47	31	32	(320)
Rural Area	46	47	28	36	(192)

*Question: Do you approve or disapprove of the way Newt Gingrich is handling his job as Speaker of the House?*

	% APPROVE		% DISAPPROVE		
	Feb. 95	Mar. 95	Feb. 95	Mar. 95	N
<b><i>1992 Vote</i></b>					
Bush	60	76	15	13	(269)
Clinton	22	25	48	60	(276)
Perot	37	46	24	35	(80)
<b><i>1994 Vote</i></b>					
Republican	65	71	15	19	(279)
Democrat	24	21	51	63	(179)
Didn't Vote	28	38	28	36	(439)
<b><i>Presidential Job Approval</i></b>					
Approve	26	35	42	49	(382)
Disapprove	54	57	18	28	(427)
Don't know	20	28	23	22	(101)
<b><i>Listens To Talk Radio</i></b>					
Regularly	60	61	25	32	(116)
Sometimes	45	53	29	35	(212)
Rarely/Never	28	38	30	38	(579)
<b><i>Republican Leaders Approval</i></b>					
Approve	N/A	69	N/A	21	(434)
Disapprove	N/A	26	N/A	58	(326)
Don't know	N/A	20	N/A	31	(150)

NOTE: February 1995 data for approval of Newt Gingrich based only on Form 1 respondents (N=610). March 1995 data for same based only on Form 2 respondents (N=910).

# VIEW OF REPUBLICAN POLICIES AND PROPOSALS

(December 1994 vs. March 1995)

	% APPROVE		% DISAPPROVE			
	Dec. 94	Mar. 95	Dec. 94	Mar. 95	Diff.	N
<b>Total</b>	52	43	28	39	+11	(1819)
<b>Sex</b>						
Male	58	50	26	36	+10	(897)
Female	46	37	31	42	+11	(922)
<b>Race</b>						
White	54	46	26	36	+10	(1553)
Non-white	35	27	44	56	+12	(254)
<b>Age</b>						
Under 30	60	44	29	40	+11	(384)
30-49	52	44	29	40	+11	(762)
50+	46	42	28	37	+9	(656)
<b>Education</b>						
College Grad.	55	46	32	43	+11	(544)
Some College	52	51	31	35	+4	(410)
High School Grad.	53	43	25	38	+13	(689)
< H.S. grad.	45	31	28	41	+13	(172)
<b>Family Income</b>						
\$50,000+	57	54	28	35	+7	(445)
\$30,000-\$49,999	53	48	30	37	+7	(498)
\$20,000-\$29,999	56	39	26	40	+14	(299)
< \$20,000	43	34	31	47	+16	(369)
<b>Region</b>						
East	48	41	30	40	+10	(360)
Midwest	52	44	28	39	+11	(491)
South	53	44	27	37	+10	(647)
West	51	42	29	40	+11	(321)
<b>Party ID</b>						
Republican	82	72	4	15	+11	(667)
Democrat	21	16	58	69	+11	(497)
Independent	49	36	28	39	+11	(586)
<b>Community Size</b>						
Large City	47	37	31	45	+14	(321)
Suburb	59	49	30	35	+5	(451)
Small City/Town	51	43	26	39	+13	(643)
Rural Area	50	43	28	38	+10	(387)

*Question: Do you approve or disapprove of the policies and proposals of the Republican leaders in Congress?*

	% APPROVE		% DISAPPROVE			
	Dec. 94	Mar. 95	Dec. 94	Mar. 95	Diff.	N
<b><i>1992 Vote</i></b>						
Bush	79	82	6	10	+4	(487)
Clinton	21	23	57	62	+5	(559)
Perot	60	48	19	36	+17	(169)
<b><i>1994 Vote</i></b>						
Republican	N/A	75	N/A	16		(519)
Democrat	N/A	20	N/A	67		(373)
Didn't Vote	N/A	36	N/A	40		(901)
<b><i>Presidential Job Approval</i></b>						
Approve	33	31	47	53	+6	(780)
Disapprove	70	59	14	29	+15	(837)
Don't know	39	29	22	23	+1	(202)
<b><i>Listens To Talk Radio</i></b>						
Regularly	N/A	58	N/A	31		(237)
Sometimes	N/A	49	N/A	38		(423)
Rarely/Never	N/A	39	N/A	41		(1154)
<b><i>Feeling About Republican Control Of Congress</i></b>						
Happy	79	69	7	18	+11	(517)
Unhappy	12	13	72	74	+2	(271)
Don't know	24	23	18	32	14	(122)

**1996 Presidential Preference  
Three-Way Race**

	<i>December 1994</i>				<i>March 1995</i>				<i>Dem. Loss</i>	<i>GOP Loss</i>	<i>Ind. Gain</i>
	<i>Clinton</i>	<i>Repub.</i>	<i>Indep.</i>	<i>Don't Know</i>	<i>Clinton</i>	<i>Repub.</i>	<i>Indep.</i>	<i>Don't Know</i>			
<b>Total</b>	33	40	18	9=100	31	38	23	8=100	-2	-2	+5
<b>Sex</b>											
Male	30	41	20	9=100	26	42	25	7=100	4	-1	5
Female	35	39	17	9=100	36	35	21	8=100	-1	4	4
<b>Race</b>											
White	28	44	18	10=100	27	42	23	8=100	1	2	5
Black	69	10	14	7=100	68	6	20	6=100	1	4	6
Hispanic	39	31	22	8=100	33	35	26	6=100	6	-4	4
<b>Age</b>											
18-29	28	45	24	3=100	28	40	29	3=100	0	5	5
30-49	31	40	20	9=100	31	37	25	7=100	0	3	5
50-64	34	39	15	12=100	32	39	16	13=100	2	0	1
65 +	40	35	12	13=100	37	37	16	10=100	3	-2	4
<b>Education</b>											
College Grad.	36	45	12	7=100	32	43	19	6=100	4	2	7
Some College	31	43	17	9=100	29	43	24	4=100	2	0	7
H.S. Grad.	29	40	22	9=100	28	36	26	10=100	1	4	4
< High School	38	31	20	11=100	41	29	17	13=100	-3	2	-3
<b>Family Income</b>											
\$50,000 +	30	50	15	5=100	26	49	19	6=100	4	1	4
\$30,000-49,999	31	41	19	9=100	28	42	25	5=100	3	-1	6
\$20,000-29,000	30	40	22	8=100	36	34	24	6=100	-6	6	2
<\$20,000	43	27	19	11=100	40	27	25	8=100	3	0	6
<b>Region</b>											
East	35	37	18	10=100	36	32	25	7=100	-1	5	7
Midwest	30	45	16	9=100	31	38	22	9=100	-1	7	6
South	31	40	19	10=100	32	41	19	8=100	-1	-1	0
West	37	36	20	7=100	26	39	28	7=100	11	-3	8
<b>Community</b>											
Large City	40	36	16	8=100	43	29	23	5=100	-3	7	7
Suburb	32	45	17	6=100	32	41	21	6=100	0	4	4
Small City/Town	31	40	19	10=100	27	39	24	10=100	4	1	5
Rural Area	27	39	22	12=100	28	41	23	8=100	-1	-2	1

Question: Looking ahead, would you like to see Bill Clinton re-elected, or would you like to see a Republican candidate, or an Independent candidate be elected President in 1996? (Includes Leaners)

	<i>December 1994</i>				<i>March 1995</i>				<i>Dem. Loss</i>	<i>GOP Loss</i>	<i>Ind. Gain</i>
	<u>Clinton</u>	<u>Repub.</u>	<u>Indep.</u>	<u>Don't Know</u>	<u>Clinton</u>	<u>Repub.</u>	<u>Indep.</u>	<u>Don't Know</u>			
<b><i>Party ID</i></b>											
Republican	4	84	6	6=100	7	81	8	4=100	-3	3	2
Democrat	71	9	13	7=100	67	7	20	6=100	4	2	7
Independent	28	22	39	11=100	27	20	43	10=100	1	2	4
<b><i>1992 Pres'l Vote</i></b>											
Bush	3	78	10	9=100	5	80	10	5=100	-2	-2	0
Clinton	70	9	14	7=100	62	11	21	6=100	8	-2	7
Perot	10	44	37	9=100	9	38	46	7=100	1	6	9
<b><i>Pres'l Job Approval</i></b>											
Approve	69	14	11	6=100	63	14	18	5=100	6	0	7
Disapprove	4	66	23	7=100	3	63	28	6=100	1	3	5
Don't Know	21	29	24	26=100	19	32	24	25=100	2	-3	0

**Candidate Preferences for 1996 Presidential Nomination**  
**The Republican Field: First Choice**  
(Based on Rep/Lean Rep Only)

	<u><i>Bob Dole</i></u>	<u><i>Phil Gramm</i></u>	<u><i>Patrick Buchanan</i></u>	<u><i>Pete Wilson</i></u>	<u><i>Don't Know</i></u>	<u><i>N</i></u>
<b>Total</b>	45	13	11	8	14	(930)
<b>Sex</b>						
Male	46	17	11	9	9	(504)
Female	44	10	10	7	19	(426)
<b>Age</b>						
18-29	41	9	16	11	12	(211)
30-49	43	15	11	7	13	(385)
50-64	48	15	8	8	15	(181)
65 +	53	16	4	5	16	(147)
<b>Education</b>						
College Grad.	50	19	5	6	11	(293)
Some College	45	14	14	9	14	(219)
High School Grad.	43	11	11	9	14	(349)
< High School	45	10	15	7	16	(68)*
<b>Family Income</b>						
\$50,000 +	49	17	9	6	13	(262)
\$30,000-49,999	46	14	12	9	10	(288)
\$20,000-29,999	44	9	12	7	14	(141)
<\$20,000	41	11	13	10	18	(141)
<b>Region</b>						
East	45	7	13	6	16	(181)
Midwest	45	12	12	3	15	(247)
South	47	22	9	4	9	(335)
West	42	8	10	22	18	(167)
<b>Community</b>						
Large City	38	18	11	13	14	(130)
Suburb	47	14	8	7	16	(257)
Small City/Town	45	12	12	8	15	(336)
Rural Area	47	12	12	6	10	(206)

Question: Now I am going to read you the names of some possible candidates for the Republican nomination for President in 1996. After I read all the names would you tell me which one you would most like to see nominated as the Republican party's candidate for President.

\* Caution: Small sample.



	<u><i>Bob Dole</i></u>	<u><i>Phil Gramm</i></u>	<u><i>Patrick Buchanan</i></u>	<u><i>Pete Wilson</i></u>	<u><i>Don't Know</i></u>	<u><i>N</i></u>
<i>Listen to Talk Radio</i>						
Regularly	35	21	14	12	12	(150)
Sometimes	48	15	10	6	10	(223)
Rarely/Never	46	11	10	8	16	(555)
<i>1994 Cong'l Vote</i>						
Republican	48	18	6	7	12	(455)
Did Not Vote	41	9	16	9	16	(420)

# **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 1,819 adults, 18 years of age or older, during the period March 22-26, 1995. 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 2.5 percentage points. For results based on Form 1 (N=909) or Form 2 (N=910), the error attributable to sampling is plus or minus 3.5 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 - MARCH 1995**  
**March 22 - 26, 1995**  
**N=1,819**

INTRODUCTION: Hello, I am \_\_\_\_\_ calling from 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?)

**ASK ALL:**  
**MY FIRST QUESTION IS...**

Q.1 Do you approve or disapprove of the way Bill Clinton is handling his job as president? (IF "DON'T KNOW," ENTER AS CODE 3. IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the way Bill Clinton is handling his job as president? IF STILL "DEPENDS," ENTER AS CODE 3.)

		Feb 1995	Dec 1994	Oct 1994	Early Oct 1994	Sept 1994	July 1994	May 1994	Mar 1994	Early Jan 1994	Jan 1994	Dec 1993	Oct 1993	Sept 1993	Aug 1993	June 1993	May 1993	April 1993	Feb 1993
44	Approve	44	41	41	38	41	45	46	45	51	48	48	44	49	39	39	45	49	56
44	Disapprove	44	47	47	47	52	46	42	42	35	35	36	42	35	46	43	37	29	25
<u>12</u> 100	Don't know	<u>12</u> 100	<u>12</u> 100	<u>12</u> 100	<u>15</u> 100	<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	16	<u>15</u> 100	<u>18</u> 100	<u>18</u> 100	<u>22</u> 100	<u>19</u> 100

Q.2 Do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? (IF "DON'T KNOW," ENTER AS CODE 3. IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? IF STILL "DEPENDS," ENTER AS CODE 3.)

		Dec 1994 <sup>3</sup>
43	Approve	52
39	Disapprove	28
<u>18</u> 100	Don't know/Refused	<u>20</u> 100

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<sup>3</sup> In December the question asked "As best you can tell, do you approve or disapprove of Republican congressional leaders' policies and plans for the future?"

Q.3 Looking ahead, would you like to see Bill Clinton re-elected, or would you like to see a Republican candidate, or an Independent candidate be elected President in 1996?

		<u>Dec</u> <u>1994</u>	<u>Dec</u> <u>1993</u>
29	Clinton	28	28
33	Republican	35	22
20	Independent	15	12
<u>18</u>	Don't know/Refused	<u>22</u>	<u>38</u>
100		100	100

**IF ANSWERED "DON'T KNOW" IN Q.3, ASK:**

Q.3a Do you LEAN most to Clinton, a Republican candidate, or an Independent candidate?

		<u>Dec</u> <u>1994</u>
31	Clinton/Lean Clinton	33
38	Republican/Lean Republican	40
23	Independent/Lean Independent	18
<u>8</u>	Don't know/Refused	<u>9</u>
100		100



Q.6 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	11	27	36	25	1=100
February, 1995	8	33	32	26	1=100
December, 1994	13	37	32	18	*=100
October, 1994	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	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	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.6 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 O.J. Simpson trial	23	30	23	23	1=100
February, 1995	23	33	24	19	1=100
December, 1994	23	29	25	22	1=100
October, 1994	25	32	24	17	2=100
September, 1994	30	33	22	15	*=100
June, 1994 <sup>4</sup>	48	29	16	6	1=100
d. The defeat in Congress of the Balanced Budget Amendment	22	35	24	19	*=100
February, 1995 <sup>5</sup>	12	31	28	28	1=100
e. The activities of the new Republican leaders in Congress	23	38	22	17	*=100
February, 1995	19	32	23	26	*=100
f. The financial and political instability in Mexico	12	28	30	29	1=100
g. The floods in California	37	40	18	5	*=100
h. The drop in the value of the American dollar	23	34	25	17	1=100
i. The gas attack on the Tokyo subway	26	38	19	16	1=100

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<sup>4</sup> 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."

<sup>5</sup> In previous month story was listed as "The debate in Congress over the Balanced Budget Amendment."

**BASED ON REPUBLICANS AND LEAN REPUBLICANS (N=930):**

Q.7 Now I am going to read you the names of some possible candidates for the Republican nomination for President in 1996. After I read all the names would you tell me which one you would most like to see nominated as the Republican party's candidate for President? **(READ AND ROTATE)** And who would be your second choice? **(READ AGAIN IF NEEDED)**

	<u>March</u> <u>1995</u>	<u>Feb</u> <u>1995</u>
Bob Dole		
First Choice	45	49
Second Choice	22	17
Phil Gramm		
First Choice	13	13
Second Choice	15	11
Lamar Alexander		
First Choice	3	4
Second Choice	3	4
Patrick Buchanan		
First Choice	11	7
Second Choice	18	14
Arlen Specter		
First Choice	3	2
Second Choice	2	3
Richard Lugar		
First Choice	3	n/a
Second Choice	2	n/a
Pete Wilson		
First Choice	8	6
Second Choice	8	5
Don't know/Refused		
First Choice	14	12
Second Choice	16	29

**ASK Q.30A - Q.40 OF FORM B RESPONDENTS ONLY (N=910):**

**NOW, A FEW QUESTIONS ABOUT YOUR VIEWS ON SOME OTHER SUBJECTS...**

Q.33 Generally, are you happy or unhappy that the Republican party won control of the U.S. Congress?

	Dec <u>1994</u>
55 Happy	57
31 Unhappy	31
<u>14</u> Don't know/refused	<u>12</u>
100 100	

Q.34 Who in Washington do you think should take the lead in solving the nation's problems -- President Clinton, or the Republican Congressional leaders?

	Feb <u>1995</u>	Dec <u>1994</u>
40 President Clinton	40	39
40 Republican Congressional Leaders	38	43
10 Both (VOL.)	16	10
<u>10</u> Don't Know/Refused	<u>6</u>	<u>8</u>
100 100	100	

Q.35 What should the Democratic leaders in Washington do? Should they...  
**BASED ON DEMOCRATS AND INDEPENDENTS:**

			<u>Dec. 1994</u>	
<u>Dem</u>	<u>Ind</u>		<u>Dem</u>	<u>Ind</u>
59	64	Try as best they can to work with Republican leaders to accomplish things, even if it means disappointing some groups of Democratic supporters?	61	69
		OR		
36	28	Should they stand up to the Republicans on issues that are important to Democratic supporters, even if it means less gets done in Washington?	33	24
<u>5</u>	<u>8</u>	Don't know/Refused	<u>6</u>	<u>7</u>
100	100		100	100
(247)	(281)		(442)	(471)

**NOW, ON ANOTHER SUBJECT...**

Q.36 How do you feel about NAFTA, the free trade agreement between the US, Mexico and Canada? Do you favor or oppose this treaty?

		<u>Dec</u> <u>1993</u>	<u>Sept</u> <u>1993</u>	Early <u>Sept</u> <u>1993</u> <sup>6</sup>
43	Favor	52	42	46
38	Oppose	33	37	42
<u>19</u> 100	Don't know/Refused	<u>15</u> 100	<u>21</u> 100	<u>12</u> 100

Q.37 Do you approve or disapprove of President Clinton's executive order granting loan guarantees to Mexico?

		<u>Feb</u> <u>1995</u>
24	Approve	30
65	Disapprove	55
<u>11</u> 100	Don't know/Never heard of/refused	<u>15</u> 100

Q.38 As I read from a list, please tell me which **one** of the things I mention is your greatest worry about the future of Mexico, or tell me if you are not particularly worried about Mexico's future? (**READ LIST**)

32	Illegal immigration into the US will increase
28	The U.S. economy will be dragged down by Mexico's financial problems
10	Civil war may break out
7	A government unfriendly to the US may take over
1	Something else _____ ( <b>VOL</b> )
17	No particular worries ( <b>DO NOT READ</b> )
<u>5</u> 100	Don't know

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<sup>6</sup> Question wording was "Do you support or oppose the North American Free Trade Agreement (NAFTA) that would bring the United States, Canada and Mexico into a single trading bloc?"

**ON ANOTHER SUBJECT...**

Q.39 Do you approve or disapprove of the way Newt Gingrich is handling his job as Speaker of the House? (**IF "DON'T KNOW," ENTER AS CODE 3. IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the way he is handling his job as Speaker IF STILL "DEPENDS," ENTER AS CODE 3.**)

		Feb <u>1995</u>
44	Approve	38
37	Disapprove	29
<u>19</u>	Don't know/Refused	33
100		100
		(N=610)

**A FEW LAST QUESTIONS ABOUT NEWT GINGRICH...**

Q.40 As I read some opposite phrases, please tell me which one best reflects your impression of Newt Gingrich so far? (**ROTATE**)

Does New Gingrich impress you as someone who is ...

- a. 43 Honest and trustworthy or-  
41 Not honest and trustworthy  
2 (**DO NOT READ**) Neither particularly  
14 (**DO NOT READ**) Don't know/Refused  
100
- b. 59 Able to get things done or  
25 Not able to get things done  
2 (**DO NOT READ**) Neither particularly  
14 (**DO NOT READ**) Don't know/Refused  
100
- c. 63 Well informed or  
21 Not well informed  
2 (**DO NOT READ**) Neither particularly  
14 (**DO NOT READ**) Don't know/Refused  
100
- d. 47 Cares about people  
38 Doesn't care about people  
1 (**DO NOT READ**) Neither particularly  
14 (**DO NOT READ**) Don't know/Refused  
100
- e. 53 Too extreme in his views  
32 Not too extreme in his views  
2 (**DO NOT READ**) Neither particularly  
13 (**DO NOT READ**) Don't know/Refused  
100

**ASK ALL (BOTH FORM 1 AND FORM 2):**

Q.41 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?

12	Regularly
23	Sometimes
26	Rarely
39	Never
<u>*</u>	Don't know/Refused
100	

***TIMES MIRROR DATABASE***  
***PUBLIC ATTENTIVENESS TO MAJOR NEWS STORIES***  
***(1986 - 1995)***

**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 News about the Outcome of the Elections (Dec 94)
- 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 THE FLOODS IN CALIFORNIA (MARCH 95)**
- 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)

## **PERCENT FOLLOWED VERY CLOSELY**

- 37 Reports about the condition of the U.S. economy (May 93)
- 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 Deployment of U.S. Forces to Haiti (Dec 94)
- 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 Condition of the U.S. Economy (Dec 94)
- 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 (MARCH 95)***
- 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 *THE GAS ATTACK ON THE TOKYO SUBWAY (MARCH 95)***
- 26 Passage of Proposition 187 (Dec 94)
- 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 Earthquake in Japan (Feb 95)
- 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 Recent Violence in Abortion Clinics (Feb 95)
- 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)
- 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)

## **PERCENT FOLLOWED VERY CLOSELY**

- 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 THE ACTIVITIES OF THE NEW REPUBLICAN LEADERS IN CONGRESS (MARCH 95)**
- 23 THE O.J. SIMPSON CASE (MARCH 95)**
- 23 THE DROP IN THE VALUE OF THE AMERICAN DOLLAR (MARCH 95)**
- 23 Reports about the Condition of the U.S. Economy (Feb 95)
- 23 The O.J. Simpson Case (Feb 95)
- 23 The O.J. Simpson Case (Dec 94)
- 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 THE DEFEAT IN CONGRESS OF THE BALANCED BUDGET AMENDMENT (MARCH 95)**
- 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 Alzheimer's 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)
- 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)

## **PERCENT FOLLOWED VERY CLOSELY**

- 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 Activities of the New Republican Leaders in Congress (Feb 95)
- 19 Recent Comments by Sen. Jesse Helms about President Clinton (Dec 94)
- 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)
- 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 The Debate over the International Trade Agreement Called GATT (Dec 94)
- 16 Civil war in Bosnia (Oct 93)
- 16 The gay march on Washington (May 93)

## **PERCENT FOLLOWED VERY CLOSELY**

- 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 President Clinton's decision to provide loan guarantees to Mexico (Feb 95)
- 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 (Dec 94)
- 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)
- 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)

**PERCENT FOLLOWED  
VERY CLOSELY**

- 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 FINANCIAL AND POLITICAL INSTABILITY IN MEXICO (MARCH 95)**
- 12 The Debate in Congress over the Balanced Budget Amendment (Feb 95)
- 12 Negotiations to end the baseball strike (Feb 95)
- 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 CIVIL WAR IN BOSNIA (MARCH 95)**
- 11 The Debate about Federal Funding for Public Broadcasting and the Arts (Feb 95)
- 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 Russia's fighting in Chechnya (Feb 95)
- 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)
- 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)



**PERCENT FOLLOWED  
VERY CLOSELY**

- 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 civil war in Bosnia (Feb 95)
- 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)
- 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)