

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
 FEBRUARY 1997 MEDIA SURVEY
 -- COMPLETE TOPLINE --
 February 20-23, 1997
 N=1,211

Hello, I am _____ calling for Princeton Survey Research Associates in 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?]**

Q.1 Do you approve or disapprove of the way Bill Clinton is handling his job as President? **[IF DK ENTER AS DK. 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 DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
February, 1997	60	32	8=100
Early February, 1997	57	30	13=100
January, 1997	59	31	10=100
July, 1996	54	38	8=100
June, 1996	54	38	8=100
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100
November, 1994	48	40	12=100
October, 1994	41	47	12=100
Early October, 1994	38	47	15=100
September, 1994	41	52	7=100
July, 1994	45	46	9=100
June, 1994	42	44	14=100
May, 1994	46	42	12=100
March, 1994	45	42	13=100
January, 1994	51	35	14=100
Early January, 1994	48	35	17=100
December, 1993	48	36	16=100
October, 1993	44	42	14=100
September, 1993	49	35	16=100
Early September, 1993	43	43	14=100
August, 1993	39	46	15=100
May, 1993	39	43	18=100
Early May, 1993	45	37	18=100
April, 1993	49	29	22=100
February, 1993	56	25	19=100

Q.2 Do you approve or disapprove of the job the Republican leaders in Congress are doing? **(IF "DON'T KNOW," ENTER AS CODE 9. IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the job the Republican leaders in Congress are doing? IF STILL "DEPENDS," ENTER AS CODE 9.)**¹

		Jan 1997	July 1996	June 1996	April 1996	March 1996	Feb 1996	Jan 1996	Oct 1995	Sept 1995	Aug 1995	June 1995	April 1995	March 1995	Dec 1994
44	Approve	38	38	36	39	35	33	36	36	36	38	41	44	43	52
42	Disapprove	47	48	50	46	51	53	54	51	50	45	45	43	39	28
<u>14</u> 100	DK/Refused	<u>15</u> 100	<u>14</u> 100	<u>14</u> 100	<u>15</u> 100	<u>14</u> 100	<u>14</u> 100	<u>10</u> 100	<u>13</u> 100	<u>14</u> 100	<u>17</u> 100	<u>14</u> 100	<u>13</u> 100	<u>18</u> 100	<u>20</u> 100

Q.3 How do you think things are going in large American cities these days... are things getting better, getting worse, or staying about the same?

10	Getting better
48	Getting worse
37	Staying about the same
<u>5</u> 100	Don't know/Refused

¹ For March 1995 through July 1996, the question referred to "the policies and proposals of the Republican leaders in Congress." In December 1994, the question referred to "Republican congressional leaders' policies and plans for the future."

ON A DIFFERENT SUBJECT...

Q.4 Can you recall anything you have heard or read about Bill Clinton in the news recently? (**ACCEPT MULTIPLE RESPONSES; PROBE ONCE**)

- 18 WHITEWATER (NET)**
 - 17 Whitewater scandal
 - 2 Kenneth Starr leaving
- 10 DOMESTIC POLICY (NET)**
 - 5 His views and actions on education
 - 2 Budget situation
 - 2 Welfare reform
 - 1 His fight against juvenile crime
 - 1 His abortion policy
 - 1 Social Security
 - * Medicare issues
 - * The environment
- 7 CAMPAIGN FINANCE SCANDAL (NET)**
 - 6 Campaign funding scandal
 - 2 Getting money from the Chinese for campaign
 - * Fund-raiser for the Chinese
- 6 Paula Jones sexual harassment scandal
- 4 All the scandals (unspecified)
- 4 Personal life (general)
- 3 FOREIGN POLICY (NET)**
 - 2 Foreign affairs (general)
 - 1 Deng Xiaoping
 - 1 Appointment of Madeliene Albright
 - * Issues with Mexico and drug trafficking
 - * Pending trip to Finland to see Yeltzin
- 2 Problems with the DNC staffers
- 2 State of the Union address
- 1 The Inaugural speech
- 1 Interfering with the American Airlines strike
- 1 Chelsea (ie. saw her on TV, didn't get into college)
- 1 Hillary Clinton
- 1 Economy (general)
- 1 Bipartisanship in Washington/Working with Republicans in Congress
- * Raising popularity
- 11 Other
- 47 Don't know/No answer

Q.5 Now, I'd like to know how often you watch certain TV programs or read certain publications. For each item that I read, tell me if you watch or read it regularly, sometimes, hardly ever, or never. (First,) how often do you **(READ ITEM; ROTATE)**... regularly, sometimes, hardly ever or never?

INTERVIEWER: OBSERVE FORM DIFFERENCES WHERE NOTED: [Form 1 N=603; Form 2 N=608]

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
a. Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live	41	31	14	14	*=100
April, 1996	42	29	15	14	*=100
March, 1995	48	28	14	10	*=100
May, 1993	60	28	5	6	1=100
February, 1993	58	23	10	9	*=100
b. Watch the local news about your viewing area? This usually comes on before the national news and then later at night at 10 or 11	72	16	7	5	0=100
April, 1996	65	23	7	5	*=100
March, 1995	72	18	6	4	*=100
May, 1993	77	16	5	4	*=100
February, 1993	76	16	5	3	*=100
c. Watch Cable News Network (CNN)	28	30	14	28	0=100
April, 1996	26	33	14	27	*=100
March, 1995	30	28	13	28	1=100
July, 1994	33	36	7	24	*=100
February, 1994	31	32	8	29	*=100
May, 1993	35	34	7	24	*=100
June, 1992	30	32	10	27	1=100
July, 1990	27	28	8	36	1=100
June, 1990	30	27	6	37	*=100
May, 1990	27	25	7	40	1=100
April, 1990	26	29	7	37	1=100
March, 1990	22	28	8	41	1=100
February, 1990	23	29	8	40	0=100
January, 1990	26	25	7	41	1=100
d. Watch 60 Minutes	24	35	21	20	*=100
e. Watch Dateline NBC	21	38	17	24	*=100

Q.5 con't ...

		<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
f.	Watch TV shows such as					
	A Current Affair, Hard Copy or					
	Inside Edition	15	34	23	28	*=100
	April, 1996	19	35	20	26	*=100
	July, 1994	24	40	18	18	0=100
	February, 1994 ²	19	34	18	29	*=100
g.f1	Watch America's Most Wanted	16	26	24	34	0=100
h.f2	Watch Entertainment Tonight	9	29	23	39	*=100
	June, 1992	11	30	24	35	*=100
	April, 1990	14	30	17	39	*=100
	March, 1990	15	31	15	39	*=100
	February, 1990	11	31	16	42	0=100
	January, 1990	11	34	16	39	0=100
i.	Read a daily newspaper	56	24	9	11	*=100
	May 1993	66	19	7	8	*=100
	February, 1992	71	19	5	4	1=100
j.	The National Enquirer,					
	The Sun or The Star	5	6	12	77	0=100
	April, 1996	5	11	12	72	*=100
	July, 1994	5	13	16	66	*=100
	June, 1992	5	13	14	68	*=100
	March, 1990	5	15	13	67	*=100
	February, 1990	7	13	13	67	*=100
	January, 1990	7	12	13	68	0=100

² In February 1994, the question was asked about "A Current Affair" only.

Q.6 How much do you enjoy watching the news on TV... **(READ)**?

		Nov <u>1985</u> ³
26	A great deal	42
52	A fair amount	41
16	Not much, OR	12
5	Not at all	4
*	Don't watch the news (VOL)	0
$\frac{1}{100}$	Don't know/Refused	$\frac{1}{100}$

Q.7 How much, if at all, do you look forward to reading the paper each day... **(READ)**?

		Nov <u>1985</u>
27	Very much	42
35	A fair amount	29
21	Not too much, OR	18
14	Not at all	10
3	Don't read the paper (VOL.)	0
$\frac{*}{100}$	Don't know/Refused	$\frac{1}{100}$

³

Question wording for November 1985 was as follows, "How much do you enjoy watching the news itself?"

NOW THINKING ABOUT THE DEBATE IN WASHINGTON OVER THE FEDERAL BUDGET...

B.1 Do you think that President Clinton and the Republican leaders in Congress will be able to reach an agreement THIS YEAR on how to balance the federal budget by the year 2002, or not?

IF 'YES' IN B1, ASK:

B.2 If Clinton and the Republicans are able to reach such an agreement, do you think the federal budget will actually be balanced by the year 2002, or won't the budget be balanced by then?

28	Yes	
	9	Will be balanced
	18	Won't be balanced
	1	Don't know/Refused
62	No --	GO TO B3
2	Depends (VOL) --	GO TO B3
<u>8</u>	Don't know/Refused --	GO TO B3
100		

ASK ALL:

B.3 What's your opinion... if the federal budget is balanced in five years, do you think this will help you and your family financially, hurt you and your family financially, or not affect you and your family too much?

		Jan <u>1996</u> ⁴
33	Help	40
19	Hurt	20
40	Not much affect	35
<u>8</u>	Don't know/Refused	<u>5</u>
100		100

⁴ In January 1996, the question referred to a seven year balanced budget plan.

B.4 If the President and Republican leaders in Congress ARE able to agree on a plan to balance the federal budget in 5 years, who will deserve the most CREDIT for making this happen... **(READ)**?⁵

		Jan <u>1996</u>
33	President Clinton OR	31
39	Republican leaders in Congress	47
13	Both equally (VOL)	9
5	Neither (VOL)	3
<u>10</u> 100	Don't know/Refused	<u>10</u> 100

⁵ In January 1996, the question referred to a seven year balanced budget plan.

ON A DIFFERENT SUBJECT...

Q.8 Now I'd like your opinion of some organizations. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. (First), would you say your overall opinion of... **(INSERT ITEM; ROTATE)** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")**

		Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard Of	Can't Rate
a.	Network television news	15	58	18	5	*	4=100
	April, 1996	21	58	13	4	0	4=100
	January, 1996	25	58	11	4	*	2=100
	June, 1995	16	51	21	9	*	3=100
	July, 1994	17	52	22	7	*	2=100
	May, 1993	23	58	12	3	0	4=100
	January, 1992	27	55	11	2	0	5=100
	November, 1991	24	51	16	5	0	4=100
	March, 1991	40	51	5	2	0	2=100
	May, 1990	22	60	12	3	*	3=100
	August, 1989	28	54	11	3	4=100	
	February, 1989	21	61	12	3	3=100	
	August ⁶ , 1988	29	52	9	5	5=100	
	May, 1988	20	58	14	4	4=100	
	January 27, 1988	12	69	13	3	3=100	
	January 7-18, 1988	18	60	14	4	4=100	
	October, 1987	19	62	10	3	6=100	
	May, 1987	21	63	11	3	2=100	
	January, 1987	19	55	16	6	4=100	
	July, 1986	30	53	10	4	3=100	
	August, 1985	30	51	8	2	7=100	
	June, 1985	25	59	8	2	6=100	
b.	Local TV news	25	56	12	3	0	4=100
	April, 1996	26	58	10	3	*	3=100
	January, 1996	28	56	10	4	*	2=100
	March, 1991	37	52	6	2	*	3=100
	August, 1989	27	53	11	4	5=100	
	July, 1985	27	57	9	2	5=100	

⁶ Based on Registered Voters.

Q.8 con't ...

	<u>Very Favorable</u>	<u>Mostly Favorable</u>	<u>Mostly Unfavorable</u>	<u>Very Unfavorable</u>	<u>Never Heard Of</u>	<u>Can't Rate</u>
c. Large nationally influential newspapers such as the New York Times and the Washington Post	8	33	13	7	2	37=100
January, 1992	16	37	9	4	0	34=100
July, 1985	12	36	8	3	1	40=100
d. The daily newspaper you are most familiar with	21	53	15	4	0	7=100
April, 1996	24	56	12	4	0	4=100
January, 1996	27	52	11	5	*	5=100
June, 1995	22	52	14	7	1	4=100
July, 1994	23	57	13	5	*	2=100
May, 1993	26	55	10	4	0	5=100
January, 1992	27	51	13	5	0	4=100
November, 1991	24	56	11	5	0	4=100
March, 1991	30	55	7	3	*	5=100
May, 1990	22	56	12	5	*	5=100
August, 1989	25	52	12	5		6=100
February, 1989	22	56	13	4		5=100
August ⁷ , 1988	30	48	10	5		7=100
May, 1988	19	59	13	4		5=100
January 27, 1988	19	62	11	3		5=100
January 7-18, 1988	21	59	12	4		4=100
October, 1987	21	58	9	4		8=100
May, 1987	22	59	12	3		4=100
January, 1987	19	57	13	6		5=100
July, 1986	28	51	11	6		4=100
August, 1985	25	52	10	5		8=100
June, 1985	25	56	8	3		8=100

⁷

Based on Registered Voters.

Q.8 con't ...

		Very Favor- <u>able</u>	Mostly Favor- <u>able</u>	Mostly Unfavor- <u>able</u>	Very Unfavor- <u>able</u>	Never Heard <u>Of</u>	Can't <u>Rate</u>
e.	Congress	6	46	31	9	*	8=100
	January, 1997	6	50	32	8	*	4=100
	June, 1996	6	39	38	12	*	5=100
	April, 1996	6	39	37	13	0	5=100
	January, 1996	4	38	38	16	*	4=100
	October, 1995	4	38	42	13	0	3=100
	August, 1995	5	40	34	13	*	7=100
	June, 1995	8	45	31	11	*	5=100
	February, 1995	10	44	27	10	0	9=100
	July, 1994	7	46	34	9	*	4=100
	May, 1993	8	35	35	13	0	9=100
	November, 1991	7	44	34	9	0	6=100
	May, 1990	6	53	25	9	1	6=100
	May, 1988	8	56	23	5	0	8=100
	January, 1988	6	58	25	4	0	7=100
	May, 1987	10	64	16	4	*	6=100
	January, 1987	7	52	23	8	0	10=100
	June, 1985	9	58	21	5	*	7=100
f.	The U.S. court system ⁸	5	37	33	18	*	7=100
	January, 1996	4	31	37	25	0	3=100
	June, 1995	6	37	34	20	*	3=100
	February, 1995	8	35	31	19	0	7=100
	January, 1994	2	41	35	18		4=100

⁸ Trends for January 1996 and January 1994 refer to "the court system in this country."

**INTERVIEWER NOTE: FOR ITEMS a. AND d., IF RESPONDENT ANSWERS 1-4, FOLLOW-UP WITH Q.9
OBSERVING FORM DIFFERENCES AS NOTED.**

Q.9 Why do you feel that way?

NETWORK TV NEWS

Favorable Responses (N=879)

8	Keeps me informed/In touch with what's going on
5	Very interesting/I just like it
4	Comprehensive coverage/Covers everything/Wide variety of coverage
4	Good coverage
3	Accurate reporting
2	Unbiased views
2	Do a good job of reporting the news
2	They are biased
2	They do a balanced job of reporting the news/Give both sides of the stories
2	Stay on top of the news/Report stories as they happen
1	Does some good/Makes a contribution
1	They get more in depth on stories
1	Reports on things that affect me personally
*	Entertaining
*	Gives national/International coverage
*	Prefer national news to local news
12	Other
56	Don't know/No answer

Unfavorable Responses (N=285)

14	News is biased
8	All the bad news/Too negative
7	Give opinions, not facts
5	News is sensationalized
4	Not enough real news
3	No in depth coverage
3	Too liberal
2	I don't believe most of it
2	No follow through
1	Too much violence/Too much emphasis on crime
1	Rush to judgment/Report on rumors
1	Don't care about people
1	Too political
10	Other
50	Don't know/No answer

Q.9 con't ...

DAILY NEWSPAPERS

Favorable Responses (N=890)

10	It's local news/Talks about where I live
5	Keeps me informed/In touch with what's going on
4	It is a good newspaper
4	Gives good coverage
3	Unbiased
3	Comprehensive coverage/Covers everything/Wide variety of coverage
3	They report the facts
2	Biased
2	They do a balanced job of reporting the news/Give both sides of the stories
2	It's interesting
2	Gets more in depth/Spends more time discussing the news
1	Like the layout of the paper
1	No accurate
12	Other
53	Don't know/No answer

Unfavorable Responses (N=238)

15	Give biased views
5	Too much negative stuff
4	Don't check the facts/Not always accurate
4	They don't report the whole story
4	Too localized
2	Repetitive stories
2	Too liberal
2	Inject their own opinions
1	Don't give a balanced view of the story
1	Hurt people's reputation
1	Prefer TV News
13	Other
57	Don't know/No answer

ASK ALL:

ON A DIFFERENT SUBJECT...

Q.10 Who in Washington do you think should take the lead in solving the nation's problems... President Clinton or the Republican Congressional leaders?

		<u>Nov 1996⁹</u>	<u>April 1995</u>	<u>March 1995</u>	<u>Feb 1995</u>	<u>Dec 1994</u>
48	President Clinton	45	48	40	40	39
29	Republican Congressional leaders	30	36	40	38	43
14	Both (VOL)	19	12	10	16	10
<u>9</u> 100	Don't know/Refused	<u>6</u> 100	<u>4</u> 100	<u>10</u> 100	<u>6</u> 100	<u>8</u> 100

ASK Q.11 OF FORM 1 ONLY:

Q.11F1 This year should the Democratic leaders in Washington... (READ)

BASED ON DEMOCRATS AND INDEPENDENTS:

<u>Dem</u>	<u>Ind</u>		<u>Nov 1996¹⁰</u>		<u>March 1995</u>		<u>Dec 1994</u>	
			<u>Dem</u>	<u>Ind</u>	<u>Dem</u>	<u>Ind</u>	<u>Dem</u>	<u>Ind</u>
59	66	Try as best they can to work with Republican leaders to accomplish things, even if it means disappointing some groups of Democratic supporters?	63	73	59	64	61	69
		OR						
36	26	Should they stand up to the Republicans on issues that are important to Democratic supporters, even if it means less gets done in Washington?	29	22	36	28	33	24
<u>5</u> 100 (194)	<u>8</u> 100 (189)	Don't know/Refused	<u>8</u> 100 (349)	<u>5</u> 100 (292)	<u>5</u> 100 (247)	<u>8</u> 100 (281)	<u>6</u> 100 (442)	<u>7</u> 100 (471)

⁹ November 1996 trend is based on voters.

¹⁰ November 1996 trend is based on voters.

ASK Q.11a OF FORM 2 ONLY:

Q.11aF2 This year should the Republican leaders in Washington... **(READ)**

BASED ON REPUBLICANS AND INDEPENDENTS:

<u>Rep</u>	<u>Ind</u>	
57	70	Try as best they can to work with Democratic leaders to accomplish things, even if it means disappointing some groups of Republican supporters?
		OR
35	23	Should they stand up to the Democrats on issues that are important to Republican supporters, even if it means less gets done in Washington?
<u>8</u>	<u>7</u>	Don't know/Refused
100	100	
(180)	(173)	

ASK ALL:

Q.12 Please tell me which political party, the Democrats or the Republicans, comes closer to your view on each issue I name. (First, **INSERT ITEM; ROTATE**)... which party's position comes closer to your own? **(IF RESPONDENT CHOOSES EITHER PARTY FOR ANY ITEM, FOLLOW UP WITH Q.13, THEN MOVE ON THE NEXT ITEM IN Q.12 LIST)**

		<u>Republican</u>	<u>Democratic</u>	<u>(VOL) Neither</u>	<u>(VOL) No Diff.</u>	<u>DK/ Ref</u>
a.	The federal budget	39	39	4	1	17=100
b.	Reforming the Medicare system	33	42	3	1	21=100
c.	Abortion policy	31	40	4	2	23=100
d.	The environment	27	44	3	2	24=100

Q.13 Do you think that the **(INSERT PARTY: Republican/Democratic)** party should compromise on this issue, so that the two parties could reach some agreement, or do you think the **(INSERT PARTY)** party should stick to its position on this issue even if it means no progress is made?

BASED ON THOSE WHO CHOSE EITHER PARTY IN Q.12

		<u>Yes Compromise</u>	<u>Stick to Position</u>	<u>(VOL) Depends</u>	<u>DK/ Ref</u>
a.	The federal budget (N=967)	64	33	1	2=100
b.	Reforming the Medicare system (N=922)	55	41	1	3=100
c.	Abortion policy (N=890)	30	64	1	5=100
d.	The environment (N=883)	54	42	2	2=100

**ASK ALL:
ON ANOTHER SUBJECT...**

Q.14 Now I am going to read a list of television shows. For each, please tell me if you think of them as mainly being NEWS shows or mainly being ENTERTAINMENT shows? First.... **(READ AND ROTATE)**... do you think of this as mainly being a news show or mainly being an entertainment show?

		<u>News Show</u>	<u>Enter-tainment Show</u>	<u>Never Heard of</u>	<u>DK Ref.</u>
a.	The Today Show	40	40	4	16=100
	August, 1989	48	29	2	21=100
b.	A Current Affair	27	56	4	13=100
	August, 1989	39	28	7	26=100
c.	America's Most Wanted	46	42	2	10=100
	August, 1989	50	28	4	18=100
d.	The Tonight Show with Jay Leno	1	83	3	13=100
	August, 1989 ¹¹	2	84	1	13=100
e.	Dateline NBC	71	16	2	11=100
f.	60 Minutes	81	14	*	5=100
	August, 1989	82	13	*	5=100

ON A DIFFERENT SUBJECT...

Q.15 Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion ?

		<u>Late Jan 1994</u>	<u>Early Jan 1994</u>	<u>Aug 1989</u>	<u>Dec 1986</u>	<u>June 1985</u>
32	Criticism by the press keeps political leaders from doing their job	24	18	23	26	17
56	Criticism keeps leaders from doing things that shouldn't be done	66	69	68	60	67
<u>12</u> 100	Don't know/Refused	<u>10</u> 100	<u>13</u> 100	<u>9</u> 100	<u>14</u> 100	<u>16</u> 100

¹¹

August 1989 trend referred to "The Tonight Show with Johnny Carson."

ASK Q.16 OF FORM 1 ONLY: [N=603]

Q.16F1 Some people think that by closely covering the PERSONAL and ETHICAL behavior of political leaders, news organizations discourage many competent people from serving in public office. Others think this coverage is worth it because it weeds out the kind of people who should not be in office. Which comes closer to your point of view?

47 Coverage discourages competent people
45 Coverage weeds out undesirable people
8 Don't know/Refused
100

ASK Q.17 OF FORM 2 ONLY: [N=608]

Q.17F2 Some people think that by criticizing PROPOSALS made by political leaders, news organizations get in the way of society solving its problems. Others think that such criticism is worth it because it points out possible problems with these proposals. Which is closer to your point of view?

34 Criticism gets in the way
59 Criticism is worth it
7 Don't know/Refused
100

ROTATE Q.18 AND Q.19, ASK ALL:

Q.18 Do you think that press coverage of the personal and ethical BEHAVIOR of political leaders is excessive or not?

		Jan <u>1994</u>	Aug <u>1989</u>
65	Yes, coverage is excessive	59	52
30	No, it is not excessive	38	43
<u>5</u> 100	Don't know/Refused	<u>3</u> 100	<u>5</u> 100

Q.19 Do you think press criticism of the POLICIES AND PROPOSALS of political leaders is excessive or not?

46 Yes, criticism is excessive
46 No, it is not excessive
8 Don't know/Refused
100

ASK Q.20 OF FORM 1 ONLY: [N=603]

Q.20F1 Do you feel newspapers unnecessarily invade people's privacy or do they only involve themselves in people's privacy when it is in the public interest?

		<u>Jan 1994</u>
57	Unnecessarily invade people's privacy	60
35	Only in public interest	35
<u>8</u> 100	Don't know/Refused	<u>5</u> 100

ASK Q.21 OF FORM 2 ONLY: [N=608]

Q.21F2 Do you feel TV news programs unnecessarily invade people's privacy, or do they only involve themselves in people's privacy when it is in the public interest?

		<u>Jan 1994</u>
64	Unnecessarily invade people's privacy	63
29	Only in public interest	32
<u>7</u> 100	Don't know/Refused	<u>5</u> 100

ASK ALL:

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

		<u>Jan 1992</u>	<u>Aug 1989</u>	<u>Aug 1988</u>	<u>May 1988</u>	<u>Jan 1988</u>	<u>June 1985</u>
37	Get facts straight	49	54	40	48	44	55
56	Stories often inaccurate	44	44	50	43	48	34
<u>7</u> 100	Don't know/Refused	<u>7</u> 100	<u>2</u> 100	<u>10</u> 100	<u>9</u> 100	<u>8</u> 100	<u>11</u> 100

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

		<u>Jan</u> <u>1992</u>	<u>Aug</u> <u>1989</u>	<u>Aug</u> <u>1988</u>	<u>May</u> <u>1988</u>	<u>Jan</u> <u>1988</u>	<u>Dec</u> <u>1986</u>	<u>July</u> <u>1986</u>	<u>June</u> <u>1985</u>
27	Deal fairly with all sides	31	28	36	34	30	39	37	34
67	Tend to favor one side	63	68	57	56	59	54	57	53
<u>6</u> 100	Don't know/Refused	<u>6</u> 100	<u>4</u> 100	<u>7</u> 100	<u>10</u> 100	<u>11</u> 100	<u>7</u> 100	<u>6</u> 100	<u>13</u> 100

NO QUESTION 24-26

ON A DIFFERENT SUBJECT...

Q.27 Some people think the courts should make it easier for people to win libel suits against the news media. Others think this will prevent the news media from reporting stories that may be in the public interest. Which comes closest to your view?

		<i>Gallup/Newsweek</i> <u>Oct 1984</u>
34	Make libel suits easier	32
53	Will prevent important stories	52
<u>13</u> 100	Don't know/Refused	<u>16</u> 100

NO QUESTION 28

Q.29 In your opinion, should the press report the names of people who are suspected of committing crimes if they haven't yet been charged, OR should the press wait until formal charges have been brought against a suspect to report his or her name?

7	Press should report names of suspects
89	Press should wait until charges are brought
1	Depends (VOL)
<u>3</u> 100	Don't know/Refused

Q.30 During the recent presidential campaign, several news organizations learned that Republican candidate Bob Dole had an extra-marital affair 30 years earlier. These news organizations did not publish this information. Do you think they made the right decision, or do you think they should have made this information available to the public?

72	Made the right decision
23	Should have made info. available
<u>5</u>	Don't know/Refused
100	

**ASK ALL:
ON ANOTHER SUBJECT...**

Q.31 As you probably know, the news media -- TV, newspapers and magazines -- often do what is called investigative reporting... uncovering and reporting on corruption and fraud in business, government agencies, and other organizations. In general, do you approve or disapprove of investigative reporting by the news media?

		<i>Gallup</i> <u>Nov 1981</u>
80	Approve	79
17	Disapprove	18
<u>3</u>	Don't know/Refused	<u>3</u>
100		100

Q.32 From what you've seen or read about it, would you like to see MORE of this type of reporting, or LESS?

		<i>Gallup</i> <u>Nov 1981</u>
60	More	66
28	Less	19
6	Same/Enough at present (VOL)	11
<u>6</u>	Don't know/Refused	<u>4</u>
100		100

Q.33 Now, I am going to read you a list of techniques the media sometimes use when they are doing investigative reporting. Please tell me whether you approve or disapprove of each technique... (**READ AND ROTATE**)

		<u>Approve</u>	<u>Disapprove</u>	<u>DK</u>
a.	Using hidden cameras and microphones <i>Gallup: Nov 1981</i>	42 38	54 58	4=100 4=100
b.	Having reporters not identify themselves as reporters <i>Gallup: Nov 1981</i>	31 32	66 65	3=100 3=100
c.	Running stories that quote an unnamed source rather than giving the person's name <i>Gallup: Nov 1981</i>	52 42	45 53	3=100 5=100
d.	Paying informers for their information or testimony <i>Gallup: Nov 1981</i>	29 36	67 56	4=100 8=100

NOW I'D LIKE TO ASK YOU ABOUT SOME THINGS THAT HAVE BEEN IN THE NEWS RECENTLY. NOT EVERYONE WILL HAVE HEARD ABOUT THEM ALL...

Q.34 First, do you happen to know who Richard Jewell is?

46 The man who was first suspected and later cleared of the Olympic Park bombing in Atlanta this past summer

5 Some other answer -- **GO TO Q.35**

49 Don't know/Refused -- **GO TO Q.35**
100

Q.34a AND Q.34b BASED ON THOSE ABLE TO IDENTIFY RICHARD JEWELL IN Q.34: [N=616]

Q.34a When you first heard about Richard Jewell, did you think he was guilty of planting the bomb in Olympic park, or not?

25 Yes, thought he was guilty

50 No, didn't think he was guilty

21 Wasn't sure (**VOL**)

4 Don't know/Refused
100

(**N=616**)

Q.34b Richard Jewell claims his reputation has been damaged as a result of the Olympic park bombing incident. If this is so, who do you think is more to blame for this... law enforcement sources or the news media?

24 Law enforcement
58 News media
16 Both equally (VOL)
1 Neither (VOL)
* Some other party (SPECIFY)
1 Don't know/Refused
100
(N=616)

ASK ALL:

Q.35 Do you happen to know who JonBenet (**PRONOUNCED JOHN-BEN-NAY**) Ramsey is?

70 Little girl, beauty queen who was murdered in her home in Boulder, Colorado
6 Other answer -- **GO TO Q.36**
24 Don't know/Refused -- **GO TO Q.36**
100

BASED ON THOSE ABLE TO IDENTIFY JONBENET RAMSEY IN Q.35: [N=856]

Q.35a Thinking about the people you know -- that is, your friends and family -- how interested would you say they have been in the investigation into JonBenet's death... would you say they have been very interested, somewhat interested, not too interested or not at all interested?

27 Very interested
36 Somewhat interested
24 Not too interested
10 Not at all interested
3 Don't know/Refused
100
(N=856)

ASK ALL:

Q.36 During the NFL playoff season, did you hear or read anything about two Dallas Cowboy football players who were wrongfully accused of sexual assault?

89 Yes, heard or read about this

10 No did not -- **GO TO D1**

1 Don't know/Refused -- **GO TO D1**
100

Q.36a AND Q.36b BASED ON THOSE FAMILIAR WITH THE STORY IN Q.36: [N=1085]

Q.36a When you first heard about this, did you think the two Dallas Cowboy players were guilty of sexual assault, or not?

37 Yes, thought they were guilty

40 No, didn't think they were guilty

15 Wasn't sure (**VOL**)

8 Don't know/Refused
100
(**N=1085**)

Q.36b The two players involved, Michael Irvin and Erik Williams, claim their reputations have been damaged as a result of this incident. If this is so, who do you think is more to blame for this... law enforcement sources or the news media?

16 Law enforcement

67 Media

6 Both equally (**VOL**)

3 Neither (**VOL**)

2 The players themselves

2 The woman that accused them

* Some other party (**SPECIFY**)

4 Don't know/Refused
100
(**N=1085**)

**SOCIAL TRUST SURVEY
NATIONAL COMPONENT
PRINCETON SURVEY RESEARCH ASSOCIATES FOR
PEW RESEARCH CENTER**

FINAL TOPLINE

February 11, 1997

N = 1,003 adults 18+ nationwide

Field Start: 2/6/97

Field End: 2/9/97

Hello, I am _____ calling for Princeton Survey Research Associates in 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?]**

Q.1 Do you approve or disapprove of the way Bill Clinton is handling his job as President? **[IF DK ENTER AS DK. 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 DK]**

<u>Nat'l</u>	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
February, 1997	57	30	13=100
January, 1997	59	31	10=100
July, 1996	54	38	8=100
June, 1996	54	38	8=100
April, 1996	53	39	8=100
March, 1996	55	38	7=100
February, 1996	51	39	10=100
January, 1996	50	43	7=100
October, 1995	48	42	10=100
September, 1995	45	42	13=100
August, 1995	44	44	12=100
June, 1995	50	40	10=100
April, 1995	47	43	10=100
March, 1995	44	44	12=100
February, 1995	44	44	12=100
December, 1994	41	47	12=100
November, 1994	48	40	12=100
October, 1994	41	47	12=100
Early October, 1994	38	47	15=100
September, 1994	41	52	7=100
July, 1994	45	46	9=100
June, 1994	42	44	14=100
May, 1994	46	42	12=100
March, 1994	45	42	13=100
January, 1994	51	35	14=100
Early January, 1994	48	35	17=100

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
December, 1993	48	36	16=100
October, 1993	44	42	14=100
September, 1993	49	35	16=100
Early September, 1993	43	43	14=100
August, 1993	39	46	15=100
May, 1993	39	43	18=100
Early May, 1993	45	37	18=100
April, 1993	49	29	22=100
February, 1993	56	25	19=100

S1. Which of the following BEST describes the place where you now live?...(READ)

Nat'l

20	A large city
22	A suburb near a large city
37	A small city or town
20	OR a rural area
<u>1</u>	(DO NOT READ) Don't know/Refused
100	

2. Overall, how would you rate your (INSERT RESPONSE FROM QS1: city, suburb, town, area -- this should be used for '4' rural area and '9' DK) as a place to live? Would you say it is excellent, very good, good, only fair or poor?

Nat'l Phil

25	8	Excellent
31	22	Very good
28	38	Good
11	21	Only fair
4	9	Poor
<u>1</u>	<u>2</u>	Don't know/Refused
100	100	

Now thinking GENERALLY, not just about the area where you live. . .

3. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

Nat'l Phil

45	41	Most people can be trusted
52	54	Can't be too careful
2	4	Other/Depends (VOLUNTEERED)
1	1	Don't know
*	*	Refused
100	100	

4. Do you think most people would try to take advantage of you if they got the chance, or would they try to be fair?

<u>Nat'l</u>	<u>Phil</u>	
37	25	Would take advantage of you
58	64	Would try to be fair
4	8	Depends (VOLUNTEERED)
1	3	Don't know
*	*	Refused
<u>100</u>	<u>100</u>	

5. Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?

<u>Nat'l</u>	<u>Phil</u>	
56	57	Try to be helpful
39	34	Just looking out for themselves
4	7	Depends (VOLUNTEERED)
1	2	Don't know
*	*	Refused
<u>100</u>	<u>100</u>	

- D2. On a different subject . . . Are you now employed, unemployed, retired, a homemaker, or a student?

<u>Nat'l</u>	
	Employed, including self-employed
	Unemployed, including laid off
	Retired
	Homemaker
	Student
	Disabled (VOLUNTEERED)
	Other
	Don't know/Refused
100	

6. Now, I want to ask you about trusting different groups of people. First, thinking about **(INSERT ITEM a)**, generally speaking would you say you can trust them a lot, trust them some, trust them only a little or not trust them at all? How about **(INSERT ITEMS b-h. ROTATE ITEMS b-g, EXCEPT THAT d MUST ALWAYS FOLLOW c AS THE NEXT ITEM IN THE LIST)** would you say you can trust them a lot, some, only a little or not at all?

		<u>A lot</u>	<u>Some</u>	<u>Only a little</u>	<u>Not at all</u>	<u>NA</u>	<u>DK/ Ref.</u>
a.	People in your immediate family						
	National	84	11	3	1	*	1 =100
	Philadelphia	84	11	3	1	*	1 =100
b.	People in your neighborhood						
	National	45	36	11	5	2	1 =100
	Philadelphia	42	40	10	5	2	1 =100
<i>Based on those who are employed</i>							
c.	Your boss or supervisor						
	National (<i>N=627</i>)	51	27	9	5	7	1 =100
	Philadelphia (<i>N=1,621</i>)	51	27	9	5	7	1 =100
<i>Based on those who are employed</i>							
d.	People you work with						
	National (<i>N=627</i>)	41	40	14	3	2	0 =100
	Philadelphia (<i>N=1,621</i>)	45	41	9	2	2	1 =100
e.	People at your church or place of worship						
	National	57	21	4	2	15	1 =100
	Philadelphia	59	22	3	1	14	1 =100
f.	People in the same clubs or activities as you						
	National	41	38	8	2	10	1 =100
	Philadelphia	42	38	6	2	11	1 =100
g.	People who work in the stores where you shop						
	National	30	50	13	4	1	2 =100
	Philadelphia	28	49	15	5	1	2 =100

7. Next, I'm going to read a list of institutions. For each one, please tell me whether you feel that you can trust them a lot, some, only a little or not at all. (First/How about) **(INSERT ITEMS. RANDOMIZE ITEMS)**, do you feel you can trust them a lot, some, only a little or not at all? **(IF R SAYS TRUST TO DO WHAT, SAY: Trust to do their job.)**

	<u>A lot</u>	<u>Some</u>	<u>Only a little</u>	<u>Not at all</u>	<u>DK/ Ref.</u>
a. The police department in your area					
National	46	32	12	8	2 =100
Philadelphia	48	36	9	5	2 =100
b. The fire department in your area					
National	78	17	3	1	1 =100
Philadelphia	78	17	2	*	3 =100
c. The public schools in your area					
National	32	39	15	7	7 =100
Philadelphia	33	38	13	6	10 =100
d. Your city or local government					
National	14	51	23	9	3 =100
Philadelphia	14	50	22	11	3 =100
e. The local daily newspapers in your area					
National	22	49	20	6	3 =100
Philadelphia	19	48	19	8	6 =100
f. Local television news channels that cover your area					
National	24	52	17	4	3 =100
Philadelphia	27	47	16	7	3 =100
g. Your state government					
National	9	52	26	10	3 =100
Philadelphia	8	50	25	13	4 =100
h. The federal government in Washington					
National	6	42	32	17	3 =100
Philadelphia	8	44	28	18	2 =100

ON ANOTHER SUBJECT...

8. Overall, how much impact do you think people like you can have in making your community a better place to live -- a big impact, a moderate impact, a small impact, or no impact at all?

<u>Nat'l</u>	<u>Phil</u>	
25	28	Big
41	42	Moderate
24	22	Small
8	6	No impact at all
<u>2</u>	<u>2</u>	Don't know/Refused
100	100	

9. Have you ever tried to get your local government to pay attention to something that concerned you? **IF YES:** Have you done this more than once?

<u>Nat'l</u>	<u>Phil</u>	
15	16	Yes, tried ONCE
28	23	Yes, tried more than once
56	61	No-- GO TO Q.11
<u>1</u>	<u>*</u>	Don't know/Refused-- GO TO Q11
100	100	

10. (Were you/Were you usually) successful in getting local government to do what you wanted?

Based on those who have tried to get local government to pay attention to something that concerned them: National N = 454; Philadelphia N = 1,043

<u>Nat'l</u>	<u>Phil</u>	
45	51	Yes
43	36	No
11	10	Mixed/Depends (VOLUNTEERED)
<u>1</u>	<u>3</u>	Don't Know/Refused
100	100	

ASK ALL:

Now thinking about your personal life. . .

11. When you need help, would you say that you can you turn to many people for support, just a few people, or hardly any people for support?

<u>Nat'l</u>	<u>Phil</u>	
39	40	Many people
51	49	Just a few people
8	9	Hardly any people
1	1	No one/None (VOLUNTEERED)
<u>1</u>	<u>1</u>	Don't know/Refused
100	100	

12. Next I would like to talk with you about volunteer activity. By volunteer activity, I mean not just belonging to an organization, but actually spending your time helping without being paid for it. In the PAST YEAR have you volunteered your time to **(INSERT FIRST ITEM. RANDOMIZE ITEMS)**. How about **(INSERT ITEMS)**? **(RECORD ANSWER, THEN FOR ITEMS DONE IN PAST YEAR ASK Q13)**

13. In the past MONTH, on about how many days, if any, have you done this? **(PROBE FOR BEST GUESS)** **(RECORD NUMBER OF TIMES, THEN ASK NEXT ITEM IN Q12)**

	Didn't do in the past year	<u>Number of Days Volunteered in Past Month</u>					
		<u>0</u>	<u>1</u>	<u>2</u>	<u>3-5</u>	<u>6+</u>	<u>DK/Ref.</u>
a. Any church or religious group							
National		61	6	5	5	14	8
1=100							
Philadelphia	73	7	4	4	9	3	*=100
b. Any political organizations or candidates							
National		92	5	*	1	1	1
0=100							
Philadelphia	93	3	2	1	1	1	*=100
c. Any school or tutoring program							
National	78	4	3	5	5	5	*=100
Philadelphia	84	4	2	2	4	4	*=100
d. Any environmental organizations							
National	89	4	1	2	2	2	0=100
Philadelphia	95	2	1	1	1	0	*=100
e. Any child or youth development programs, such as day care centers, scouts or little league							
National	74	8	3	2	6	7	*=100
Philadelphia	82	5	2	2	5	4	*=100
f. Any arts or cultural organization, like a theater or music group, museum, or public TV station							
National	89	2	2	2	3	2	0=100
Philadelphia	93	2	1	1	2	1	*=100

	Didn't do in the <u>past year</u>	<u>Number of Days Volunteered in Past Month</u>					
		<u>0</u>	<u>1</u>	<u>2</u>	<u>3-5</u>	<u>6+</u>	<u>DK/Ref.</u>
g. Any hospital or health organization, including those that fight particular diseases							
National	84	5	3	2	3	2	1=100
Philadelphia	89	4	2	2	2	1	*=100
h. Any local government, neighborhood, civic or community group such as block association or a neighborhood watch							
National	77	5	4	4	5	5	*=100
Philadelphia	84	4	4	3	3	2	*=100
i. Any organization to help the poor, elderly, or homeless							
National	66	10	5	6	8	5	*=100
Philadelphia	78	6	5	4	4	3	*=100

14. I have one more short list of activities. As I read each one, please tell me if you have ever done it. Have you EVER (INSERT ITEMS. RANDOMIZE EXCEPT ITEM e SHOULD ALWAYS FOLLOW ITEM d)? (RECORD ANSWER, THEN IF SAY "YES" ASK Q15 ABOUT THE SAME ITEM)

15. In the past YEAR, about how many times have you done this? (PROBE FOR BEST GUESS. RECORD NUMBER OF TIMES, THEN ASK NEXT ITEM IN Q14)

	Have not ever <u>done this</u>	<u>Number of Times Done in Past Year</u>					
		<u>0</u>	<u>1</u>	<u>2</u>	<u>3-5</u>	<u>6+</u>	<u>DK/Ref.</u>
a. Attended a town meeting, public hearing or public affairs discussion group							
National	50	16	12	10	8	4	*=100
Philadelphia	53	17	10	9	7	4	*=100
b. Called or sent a letter to any elected official							
National	56	15	11	7	6	5	0=100
Philadelphia	56	14	11	9	7	3	*=100
c. Joined or contributed money to an organization in support of a particular cause							
National	35	7	15	12	17	13	1=100
Philadelphia	34	8	13	13	16	14	2=100
d. Participated in union activities							
National	77	12	2	2	3	4	*=100
Philadelphia	79	11	1	2	3	4	*=100

Have Number of Times Done in Past Year

		not ever done this	0	1	2	3-5	6+	DK/Ref.
Based on those who are employed								
e.	Joined together with co-workers to solve a workplace problem							
	National (N = 627)	36	8	8	12	14	21	1=100
	Philadelphia (N=1,621)	40	10	9	10	13	17	1=100

16. Now I'd like to ask a few questions about where you live . . . In general, how would you rate your NEIGHBORHOOD as a place to live? Would you say it is excellent, very good, good, only fair or poor? **(IF R SAYS ALREADY ANSWERED THIS QUESTION SAY: "That question was about your -- INSERT RESPONSE FROM QS1: city, suburb, town, area -- in general. Now I'd like to know about your specific neighborhood.")**

<u>Nat'l</u>	<u>Phil</u>	
31	27	Excellent
30	30	Very good
26	25	Good
9	14	Only fair
4	4	Poor
*	*	Don't know/Refused
<u>100</u>	<u>100</u>	

17. As far as you know, are the people in your neighborhood all the same race as you, are most the same race as you, is there a mixture of racial groups, or are most people in your neighborhood of a different race from you?

<u>Nat'l</u>	<u>Phil</u>	
22	17	All the same race
31	35	Most the same race
40	42	Mixture of racial groups
6	5	Most a different race/Predominantly another race
<u>1</u>	<u>1</u>	Don't know/Refused
100	100	

NOW, ON A TOTALLY DIFFERENT SUBJECT...18. Which of the following two statements about the news media do you agree with more... (**READ**)

<u>Nat'l</u>		<u>March</u> <u>1995</u>	<u>July</u> <u>1994</u>
36	The news media helps society to solve its problems -- GO TO Q20	33	25
	OR		
54	The news media gets in the way of society solving its problems	57	71
<u>10</u>	Don't know/Refused -- GO TO Q20	<u>10</u>	<u>4</u>
100		100	100

IF '2' IN Q18, ASK:19. Can you tell me the most important reason **WHY** you feel this way? (*open-end*)

<u>Nat'l</u>		<u>Sept.</u> <u>1994</u>
25	Sensationalism/Hype/Exaggerate/Media blows things out of proportion	30
23	Biased/Liberal/Slanted/One-sided reporting/Offer their own opinions and views	36
9	Distort the facts/truth	9
8	Over-emphasize the negative/Sensationalize the negative	9
7	Invade people's personal lives/Don't give people enough privacy	
6	Don't get all the facts/Not in-depth reporting	5
6	Don't offer solutions/Stir up problems instead of solving	
5	Too fast to make a judgement/jump to conclusions	
5	Just out to make money/get ratings/sell advertising/sell newspapers, etc.	
5	Too selective in disseminating information/Write only what they want the public to know	7
4	Spent too much time on O.J. Simpson trial	
3	Don't check their facts/Facts aren't accurate	5
3	Spend too much time reporting on a particular news event	
3	Magnify minority/racial group problems/issues	
2	Too much information/Too many issues presented at once	5
2	Not trustworthy/Public cannot trust them	
2	No distinction between hard news and tabloids	
2	The way they cover the news (unspecified)	
2	Too much information on everything	
1	Too aggressive/Too pushy	
2	All other reporting of information mentions	2
2	All other misc. mentions	
9	Don't know/Refused	14

ASK ALL:

Now I'd like to ask you about some things that have been in the news recently. Not everyone will have heard about them...

20. I'm going to read a list of issues that President Clinton discussed in his recent State of the Union address. Tell me if you happen to know which ONE of these issues the President said would be his TOP priority in the next 4 years... **(READ AND ROTATE)**

Nat'l

52	Education (<i>correct answer</i>)
21	Balancing the budget
1	The environment
8	Medicare
1	Some other (VOL.)
<u>17</u>	Don't know/Refused
100	

21. As you may have heard, O.J. Simpson was ordered by the jury in his civil trial to pay damages to the family of Ronald Goldman. Tell me if you happen to know which of the following comes closest to the amount of money Simpson was ordered to pay... **(READ)**.

Nat'l

2	\$1 million
4	\$4 million
75	\$9 million (<i>correct answer</i>)
4	\$15 million
1	Some other (VOL.)
<u>14</u>	Don't know/Refused
100	