

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JFK JR NEWS INTEREST INDEX**  
**FINAL TOPLINE**  
**July 23 - 26, 1999**  
**N=753**

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>
Late July, 1999	63	29	8=100
July, 1999	58	31	11=100
June, 1999	55	35	10=100
May, 1999	56	34	10=100
April, 1999	56	38	6=100
March, 1999	62	31	7=100
February, 1999	64	30	6=100
Mid-January, 1999	66	29	5=100
January, 1999	63	30	7=100

Q.2 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? **[INSERT ITEM; ROTATE ITEMS]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK (VOL)</u>
a. The death of John F. Kennedy Jr., his wife and sister-in-law in a plane crash near Martha's Vineyard	54	29	13	4	0=100
b. The debate and discussion in Washington over how much to cut taxes	14	34	21	31	* =100
c. Increasing tensions between China and Taiwan	8	20	25	47	* =100
d. The Reform Party convention in Michigan	1	8	15	75	1=100

Q.3 Do you think news organizations gave too much coverage to the disappearance and death of John F. Kennedy Jr., too little coverage to his death, or the right amount of coverage?

52	Too much coverage
4	Too little coverage
42	Right amount of coverage
<u>2</u>	Don't know/Refused
100	

Q.4 Why do you think news organizations covered the story of John F. Kennedy Jr.'s disappearance and death as much as they did? Do you think it was because they thought it was a big story that people needed to know about, or do you think it was because they thought it was an interesting story that would attract large audiences?

29	A big story
55	Attract large audiences
11	Both ( <b>VOL.</b> )
4	Neither ( <b>VOL.</b> )
<u>1</u>	Don't know/Refused
100	

Q.5 Which of the following best reflects your personal reaction to the disappearance and death of John F. Kennedy Jr.? I was very upset and saddened by it, I was sorry to hear about it but it didn't really affect me, OR it didn't matter that much to me.

40	Upset and saddened
54	Sorry but not really affected
6	Didn't matter that much
<u>*</u>	Don't know/Refused
100	