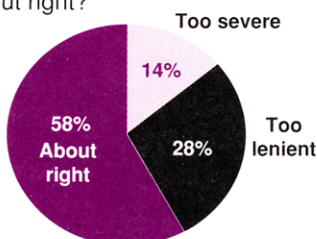


The Year's Most Discussed Events in Polling Review

JANUARY

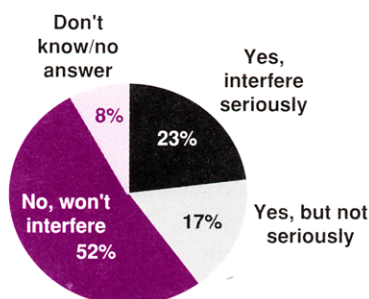
21. Gingrich Formally Reprimanded and Fined \$300,000 for Using Tax-Exempt Donations for Political Purposes and Submitting False Information to the House Ethics Committee

Question: ...Speaker Gingrich recently admitted to violating House rules in his political fundraising practices. As a result, the bipartisan House Ethics Committee recommended that Speaker Gingrich be reprimanded and fined three hundred thousand dollars. In your view, was this punishment too severe, too lenient, or about right?



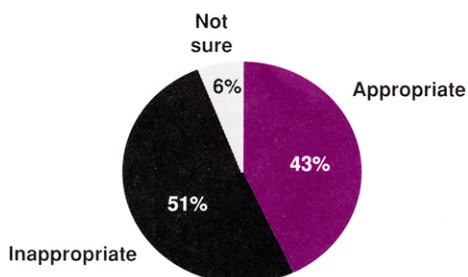
Source: Survey by Hart and Teeter Research Companies for NBC News/Wall Street Journal, January 25-27, 1997.

Question: Do you think these recent ethics charges will interfere with Newt Gingrich's ability to effectively do his job as Speaker of the House, or not? [If yes] Do you think they will seriously interfere, or not?



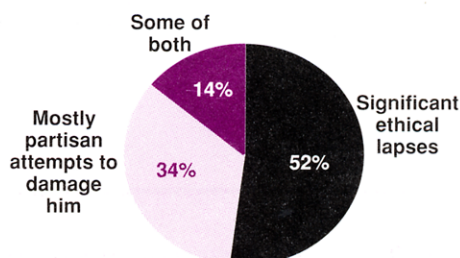
Source: Survey by CBS News/New York Times, January 14-17, 1997.

Question: ...Newt Gingrich has to pay the House of Representatives \$300,000 as a result of the investigation into ethics charges against him. Gingrich has decided to pay this money by taking a loan from Bob Dole.... Do you think it is appropriate or inappropriate for Gingrich to borrow money from Dole...?

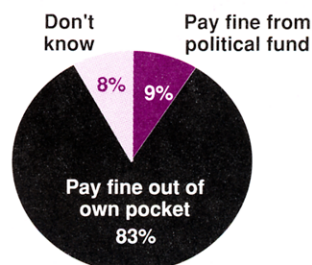


Source: Survey by Yankelovich Partners, Inc., for Time/CNN, April 16-17, 1997.

Question: Do you think investigations of misconduct against Speaker Gingrich are the result of significant ethical lapses on his part, or represent mostly partisan attempts to damage him?

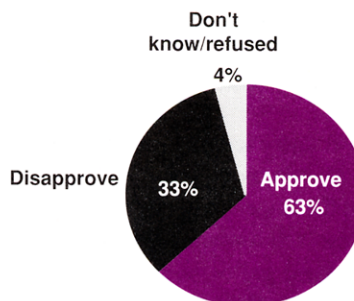


Question: ...[T]he House of Representatives voted to give Newt Gingrich a "reprimand" and for him to pay \$300,000.... Do you think Newt Gingrich should be allowed to pay the \$300,000 out of his campaign political fund, or ...out of his own pocket?



Source: Survey by the Los Angeles Times, February 5-6, 1997.

Question: ...Newt Gingrich must pay the House of Representatives \$300,000 as a result of a recent ethics investigation against him. Gingrich just announced he will pay the money using a loan from former Senator Bob Dole.... Do you...approve or disapprove of this arrangement?

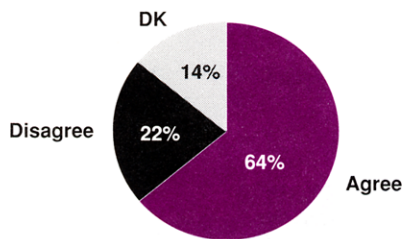


Source: Survey by the Gallup Organization for CNN/USA Today, April 11-13, 1997.

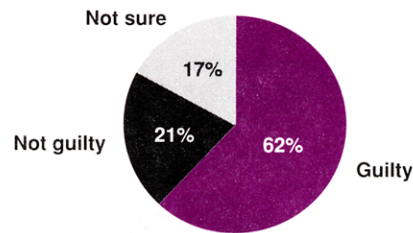
FEBRUARY 4 • Civil Jury in Santa Monica Finds O.J. Simpson Liable in 1994 Stabbing Deaths Goldman Family Awarded \$8.5 Million in Compensatory Damages

FEBRUARY 10 • Civil Jury Orders Simpson to Pay \$25 Million in Punitive Damages

Question: As you may know the jury in the O.J. Simpson civil trial found Simpson liable in connection with the deaths of Nicole Brown Simpson and Ron Goldman. Do you agree or disagree with the jury's verdict?



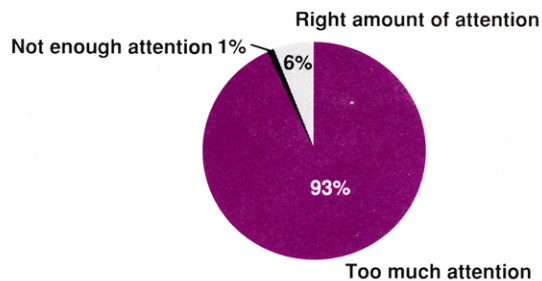
Question: Regardless of the verdict, do you think O.J. Simpson was guilty or not guilty of the murders of Nicole Brown Simpson and Ron Goldman?



Source: Survey by Princeton Survey Research Associates for *Newsweek*, February 5-7, 1997.

Source: Survey by Yankelovich Partners, Inc., for *Time/CNN*, February 5-6, 1997.

Question: O.J. Simpson's civil trial...do you think this has been getting too much attention in the press, not enough attention, or about the right amount of attention?

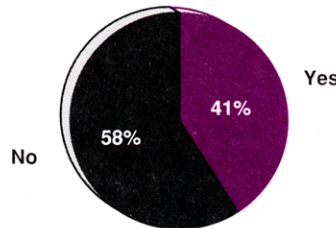


Source: Survey by Hart and Teeter Research Companies for *NBC News/Wall Street Journal*, January 25-27, 1997.

FEBRUARY 18 •Dow Closes at Record High of 7,067, the 13th High in The New Year

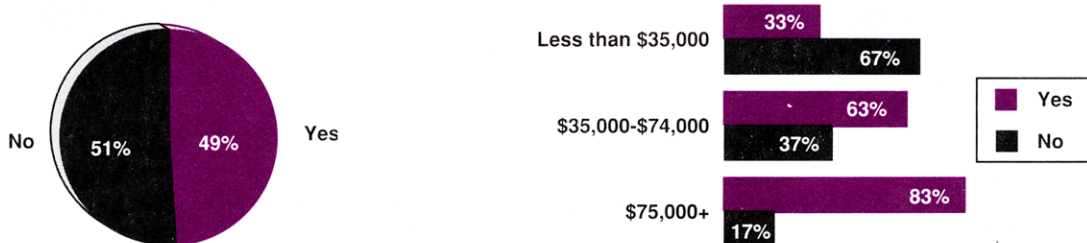
OCTOBER 27 •Dow Falls 554 Points, Closing at 7,161

Question: Do you have any money invested in the stock market now—either in individual stocks or in stock mutual funds?



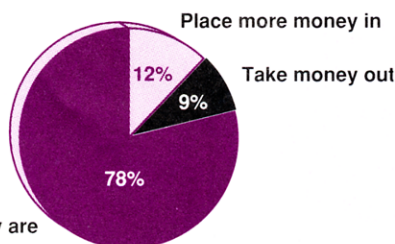
Source: Survey by Yankelovich Partners, Inc., for *Time/CNN*, February 26-27, 1997.

Question: Do you personally or with a spouse, have any money invested in the stock market right now—either in individual stocks or in a stock [market] mutual fund?



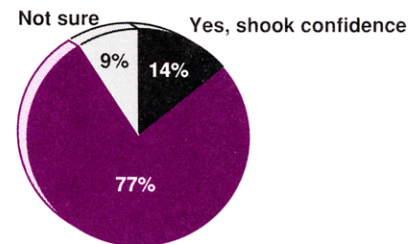
Source: Survey by Yankelovich Partners, Inc., for *CNN/USA Today/Gallup* poll, October 30, 1997.

Question: If the stock market goes down, do you think you would place more money in the stock market, take some money out of the stock market, or leave your investments in the stock market the way they are?



Leave investments the way they are

Question: Did the fall of the stock market this week shake your confidence in the American economy, or didn't it change your opinion?



Didn't change opinion

Source: Survey by Yankelovich Partners, Inc., for *Time/CNN*, February 26-27, 1997.

Source: Survey by Yankelovich Partners, Inc., for *CNN/USA Today/Gallup* poll, October 30, 1997.

FEBRUARY 23 • Hello, Dolly! Scottish Researchers Report Creation of the First Genetic Clone of an Adult Animal, a Finn Dorset Sheep

Question: ...[A] scientist in Scotland successfully cloned, or made an exact genetic copy, of one sheep from another sheep. ...Do you think cloning is a good thing or a bad thing?



Source: Survey by Hart and Teeter Research Companies for NBC News/*Wall Street Journal*, March 6-10, 1997.

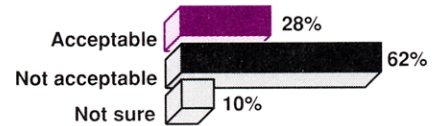
Question: If cloning animals enabled scientists to produce new, lifesaving drugs or medical techniques, then should it be allowed, or not?

Asked of those who said cloning of animals should not be allowed for purpose of medical research (43%)



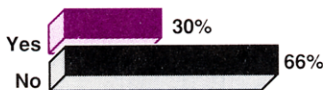
Source: Survey by ABC News, February 24, 1997.

Question: Do you think it is acceptable to use cloning to...reproduce livestock?



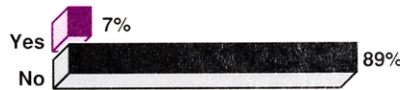
Source: Survey by Opinion Dynamics for Fox News, March 5-6, 1997.

Question: Do you think it is morally acceptable to clone animals such as sheep...?



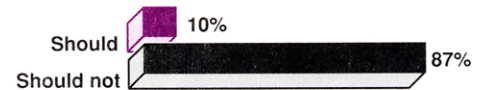
Source: Survey by Yankelovich Partners, Inc., for *Time/CNN*, February 26-27, 1997.

Question: Do you think it is morally acceptable to clone human beings...?



Source: Survey by Yankelovich Partners, Inc., for *Time/CNN*, February 26-27, 1997.

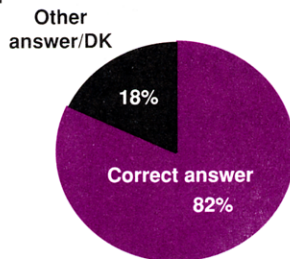
Question: ...[D]o you think the cloning of humans should or should not be allowed?



Source: Survey by ABC News, February 24, 1997.

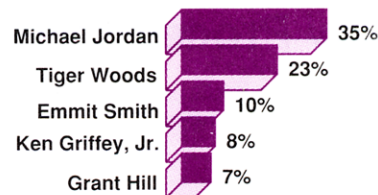
APRIL 13 • Tiger Woods Wins Masters Tournament with the Lowest Score in the Tournament's History

Question: ...[Do you] ...know who...Tiger Woods...[is]? [If yes] Who is...[he]?



Source: Survey by Princeton Survey Research Associates for Pew Research Center, May 15-18, 1997.

Question: Which one of the following is the black American athlete you most admire...?



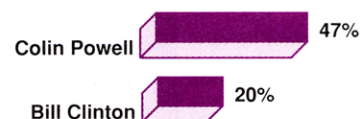
Note: Responses not shown here: None/Other (Vol.) 7%; Not sure 7%; and Deion Sanders 3%.

Source: Survey by Hart and Teeter Research Companies for NBC News/*Wall Street Journal*, March 6-10, 1997.

Question: [Please]...rate your feelings toward each...[public figure] as either very positive, somewhat positive, neutral, somewhat negative, or very negative....



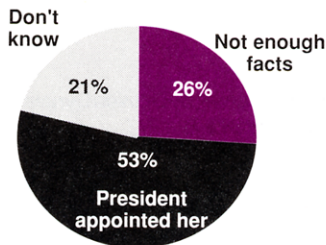
percent giving a rating of "very positive"



Source: Survey by Hart and Teeter Research Companies for NBC News/*Wall Street Journal*, April 26-28, 1997.

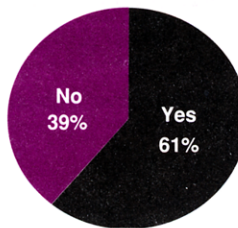
APRIL 14 • Janet Reno Refuses to Appoint an Independent Counsel to Investigate the Financing of Clinton's 1996 Campaign

Question: Do you think the reason... Janet Reno decided not to appoint an independent counsel to investigate Democratic fundraising is because there aren't facts to support having one or because the president appointed her to her job?



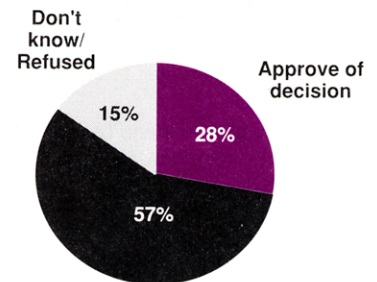
Source: Survey by Opinion Dynamics for Fox News, April 16-17, 1997.

Question: Do you think...Janet Reno should appoint a person from outside the Clinton administration to head an investigation into Clinton's 1996 fundraising activities, or not?



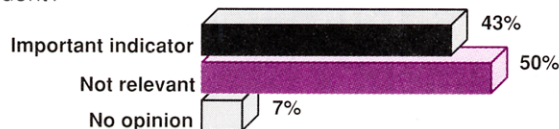
Source: Survey by the Gallup Organization, April 18-20, 1997.

Question: Do you approve of...Janet Reno's decision not to appoint an independent counsel to investigate campaign fundraising abuses in last year's presidential campaign, or do you think she should have appointed an independent counsel?



Source: Survey by Princeton Survey Research Associates for Pew Research Center, May 15-18, 1997.

Question: Which of these statements comes closer to your own view...the campaign finance allegations are important indicators of Bill Clinton's character and ability to serve as president, or ...are not relevant to his ability to serve as president?



Source: Survey by the Gallup Organization, April 18-20, 1997.

Question: Do you think Bill Clinton personally did anything wrong in his 1996 campaign fundraising activities? [If yes] Do you think Clinton's activities were unethical or illegal?



Source: Survey by CBS News, September 18-20, 1997.

MAY 27 • Supreme Court Rejects Clinton's Request to Delay Proceedings in the Sexual Harassment Lawsuit

Question: Should the Paula Jones sexual harassment court case against Clinton be postponed until after Clinton leaves office or should it proceed while he is serving as president?



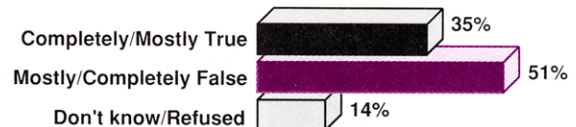
Source: Survey by ABC News, May 27, 1997.

Question: In her claims against Bill Clinton, do you think Paula Jones is telling the entire truth, is mostly telling the truth but is hiding something, or is mostly lying?



Source: Survey by CBS News, August 5-6, 1997.

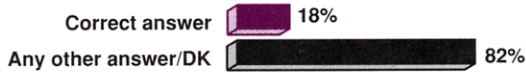
Question: ...Do you think that Paula Jones' description of that incident is completely true, mostly true, mostly false, or completely false?



Source: Survey by the Gallup Organization for CNN/USA Today, August 12-13, 1997.

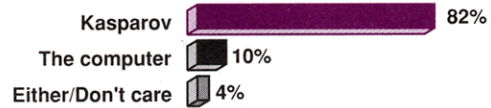
MAY 11 • IBM Computer Defeats Chess Grandmaster Garry Kasparov

Question: Who is Gary Kasparov?



Source: Survey by Princeton Survey Research Associates, May 15-18, 1997.

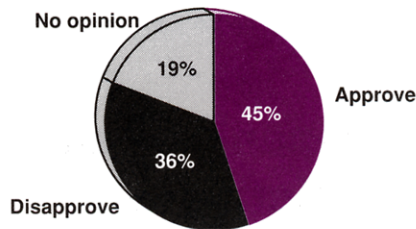
Question: As you may know, Gary Kasparov, the world's best chess player—is currently playing in a six-game chess tournament against a computer. Who would you personally like to see win this tournament—Gary Kasparov, the human or the computer?



Source: Survey by the Gallup Organization for CNN/USA Today, May 6-7, 1997.

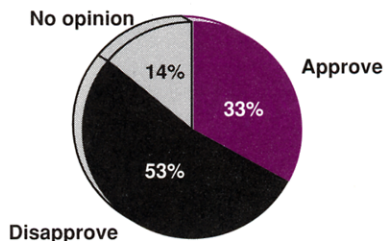
MAY 22 • First Lt. Kelly Flinn, the Air Force's First Female B-52 Bomber Pilot, Accepts a General Discharge

Question: Overall, do you approve or disapprove of the way Lieutenant (Kelly) Flinn has handled her situation with the Air Force?



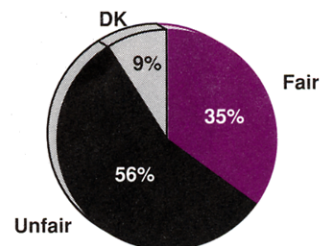
Source: Survey by Gallup Organization, May 22, 1997.

Question: Overall, do you approve or disapprove of the way the Air Force has handled the situation involving Lieutenant (Kelly) Flinn?



Source: Survey by the Gallup Organization, May 22, 1997.

Question: As you may know, recently Kelly Flinn, a female B-52 pilot who had an extra-marital affair, was discharged from the military. From what you know about the case, do you think Kelly Flinn's punishment was fair or unfair?

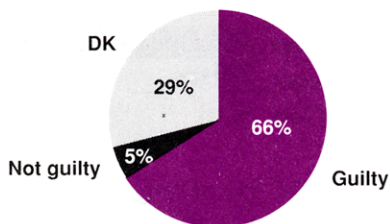


Source: Survey by Princeton Survey Research Associates for Newsweek, June 5-6, 1997.

JUNE 2 • Federal Jury Convicts Timothy McVeigh for the Oklahoma City Bombing

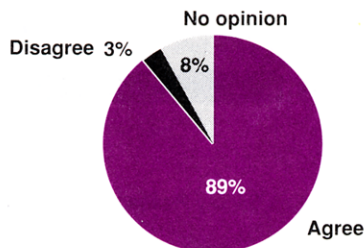
13 • Jury Recommends Death Sentence for McVeigh

Question: I have some questions about the Oklahoma City bombing trial. From what you know about the case, do you think the jury should find Timothy McVeigh guilty or not guilty of the charges against him?



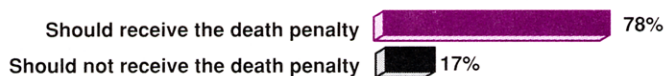
Source: Survey by Princeton Survey Research Associates for *Newsweek*, May 30, 1997.

Question: A jury today found Timothy McVeigh guilty of planning and planting the bomb which killed 168 people in Oklahoma City in 1995. Do you agree or disagree with the jury's verdict?



Source: Survey by ABC News, June 2, 1997.

Question: As you know, Timothy McVeigh was convicted of murder in the Oklahoma City bombing. Do you think Timothy McVeigh should receive the death penalty, or not?



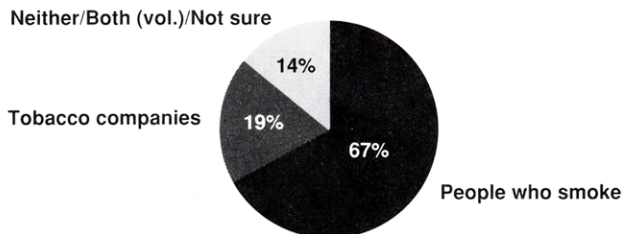
Question: If Timothy McVeigh ... is given the death penalty, do you think his execution should be shown on television, or don't you think so?



Source: Survey by Yankelovich Partners, Inc., for *Time/CNN*, June 4-5, 1997.

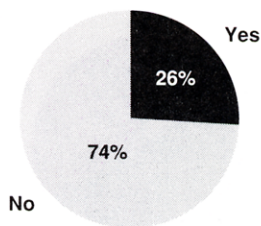
JUNE 20 • Tobacco Companies Reach a \$368.5 Billion Settlement

Question: Around the country, smokers and former smokers are suing tobacco companies for compensation for smoking-related illnesses and some tobacco companies are considering settling these lawsuits before they go to trial. Who do you think is more responsible for these smoking-related illnesses: the people who smoke, or the tobacco companies?



Source: Survey by Opinion Dynamics for Fox News, April 16-17, 1997.

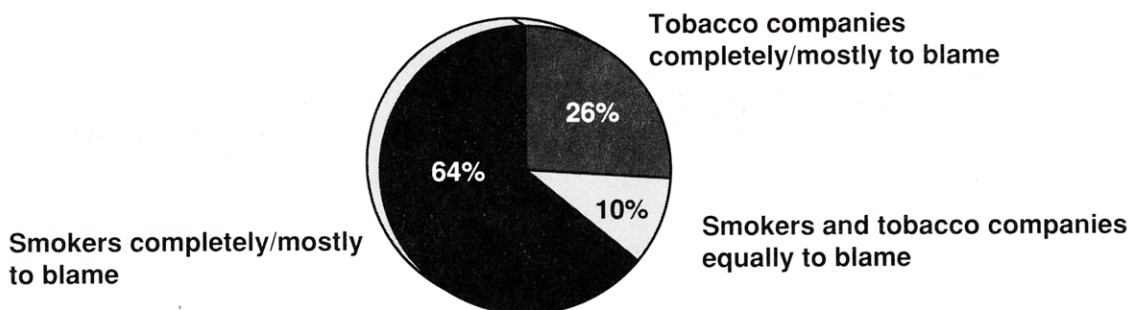
Question: Do you happen to smoke cigarettes or other tobacco products, or not?



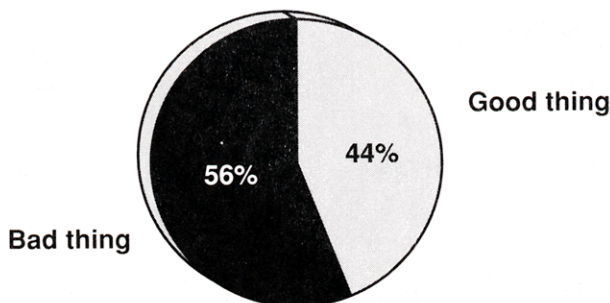
Source: Survey by ABC News, June 18, 1997.

...The Public Makes Smart Distinctions

Question: Which of the following statements best describes your view of who's to blame for the health problems faced by smokers in this country? The tobacco companies are completely to blame, the tobacco companies are mostly to blame, smokers are mostly to blame or smokers are completely to blame?



Question: All in all, do you think it would be a good thing or a bad thing for the tobacco companies in this country to be driven out of business by a law suit?



Source: Survey by the Gallup Organization for CNN/USA Today, May 6-7, 1997.

Question: Do you approve or disapprove of each of the following provisions of the agreement ... with the tobacco companies (and the plaintiffs who are suing them)?...

...a ban on cigarette vending machines



...a ban on outdoor advertising of cigarettes



...a requirement that tobacco companies contribute money to provide health insurance to children who do not have any



...a ban on tobacco companies sponsoring sports events or other live events



...limits on the ability of people who have smoking-related illnesses to sue the tobacco companies



Source: Survey by the Gallup Organization for CNN/USA Today, June 23-24, 1997.