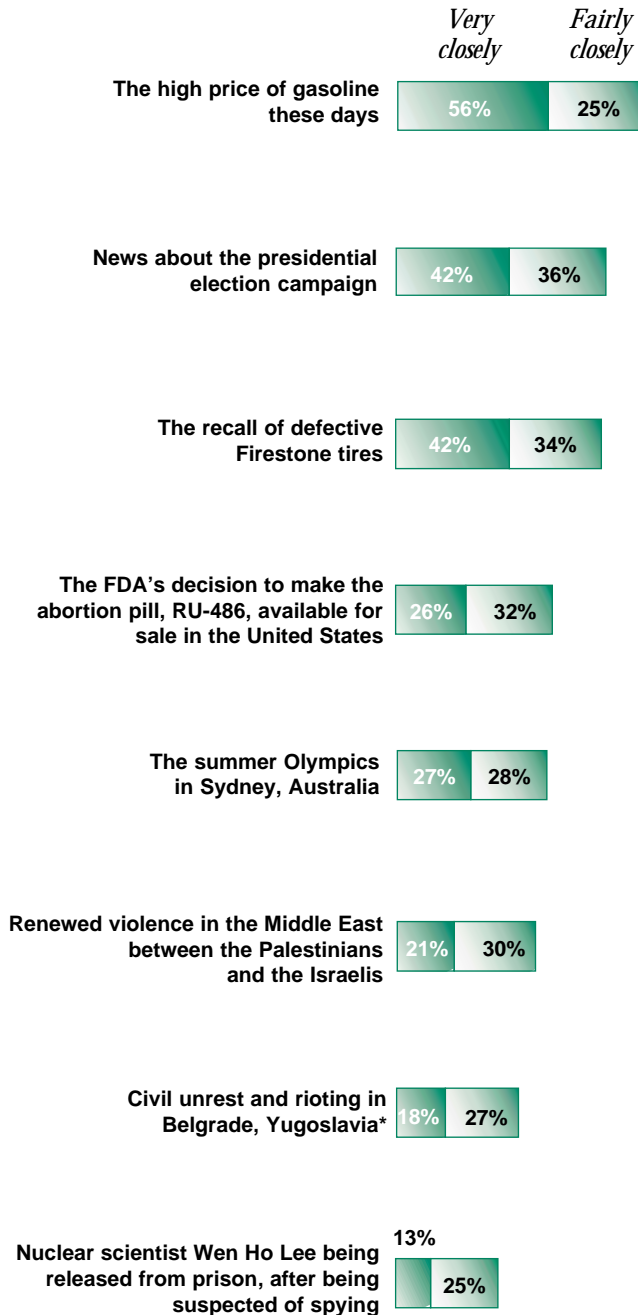


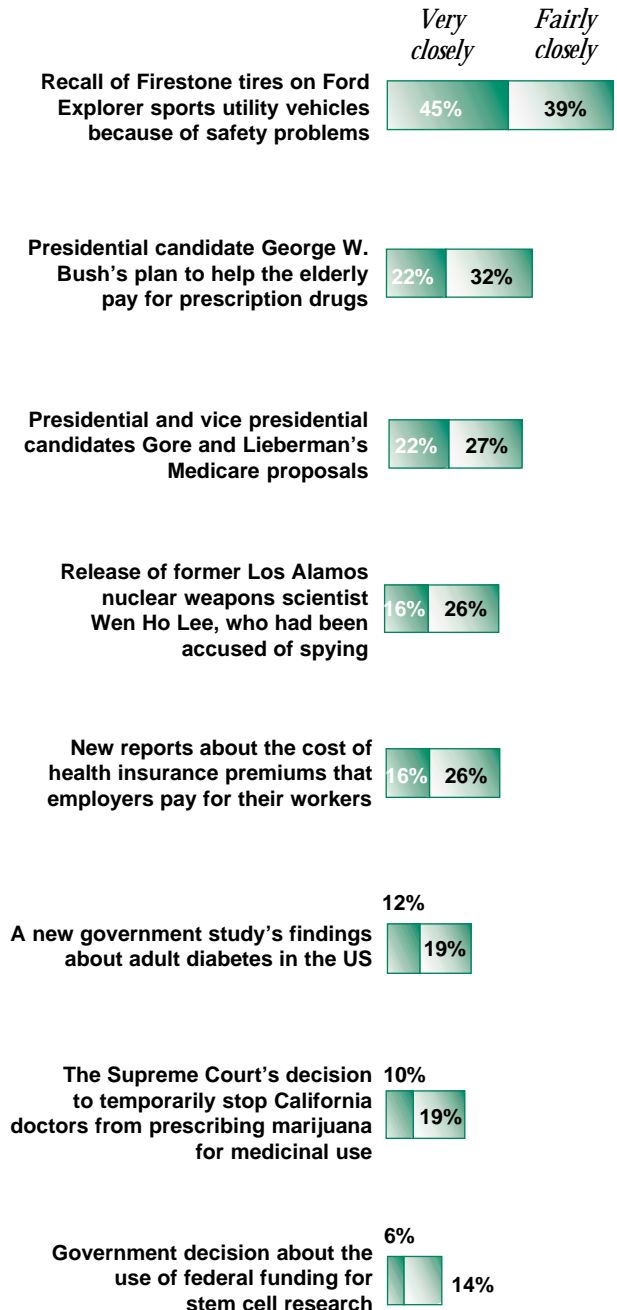
## News Interest Index

**Question:** I will read a list of some stories covered by news organizations in the 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....



## Health News Index

**Question:** I am going to read you a list of some stories covered by news organizations in the last month or so. As I read each one, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely....



\*Data collected October 6-8, 2000.

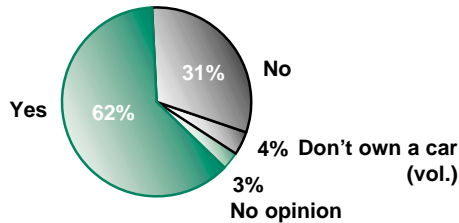
**Note:** Responses to presidential election item are of registered voters only.

**Source:** Survey by Princeton Survey Research Associates for the Pew Research Center, October 4-8, 2000.

**Source:** Survey by the Kaiser Family Foundation/Harvard School of Public Health, *Health News Index*, September 29-October 2, 2000.

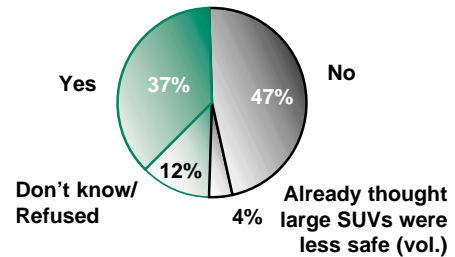
# Tire Pressure

**Question:** Recent news stories have reported that a major tire manufacturer recalled more than 6 million tires, most of them on a single brand of sport utility vehicle. Federal authorities say 88 deaths are linked to accidents caused by the tires. As a consequence of these news stories, have you or anyone in your household checked your own tires to see what brand they are, checked for tire wear, checked your tire pressure, or not?



**Source:** Survey by Gallup/CNN/*USA Today*, September 7-9, 2000.

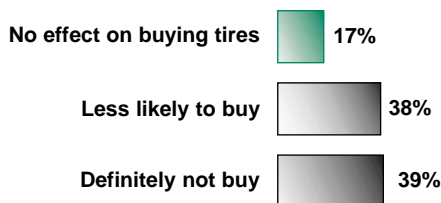
**Question:** ...Does the news about these tire safety problems make you feel that large SUVs like the Ford Explorer are not as safe as most other vehicles on the road today, or not?



**Note:** Responses of registered voters.

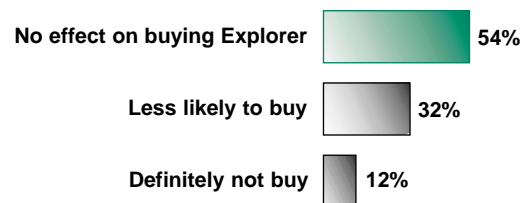
**Source:** Survey by Princeton Survey Research Associates for *Newsweek*, September 7-8, 2000.

**Question:** ...Which of the following best describes your reaction to this incident [tire recall]? It will have no effect on whether or not you buy Firestone tires in the future. You will be less likely to buy Firestone tires in the future, but you would still consider buying them. You will definitely not buy Firestone tires in the future.



**Source:** Survey by Gallup/CNN/*USA Today*, September 7-9, 2000.

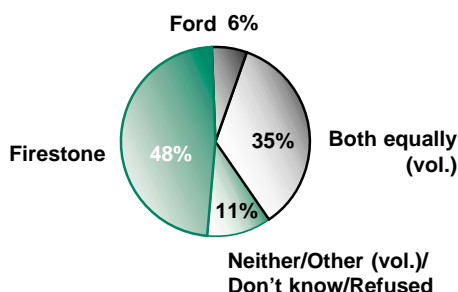
**Question:** ...Which of the following best describes your reaction to this incident [tire recall]? It will have no effect on whether or not you buy a Ford Explorer sports utility vehicle in the future. You will be less likely to buy a Ford Explorer sports utility vehicle in the future, but you would still consider buying one. You will definitely not buy a Ford Explorer sports utility vehicle in the future.



**Note:** Responses of those saying they would have considered buying a Ford Explorer sports utility vehicle before the recall.

**Source:** Survey by Gallup/CNN/*USA Today*, September 7-9, 2000.

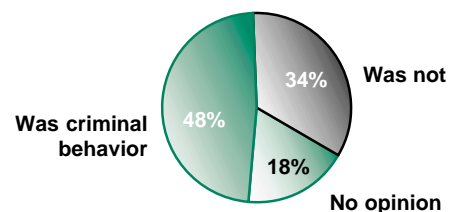
**Question:** ...Which company do you hold most responsible for the failure to warn consumers about the danger of rollover accidents associated with these tires... Firestone or Ford?



**Note:** Responses of registered voters.

**Source:** Survey by Princeton Survey Research Associates for *Newsweek*, September 7-8, 2000.

**Question:** ...As far as you can tell from the news, do you think there was—or was not—any criminal behavior by either the Ford Motor Company or by the Firestone Tire Company in this matter that should be prosecuted in court?



**Source:** Survey by Gallup/CNN/*USA Today*, September 7-9, 2000.