Snapshots

Life’s a Game Show

Ratings Through the Roof

**Question:** Have you watched the quiz show program “Who Wants to be a Millionaire?” hosted by Regis Philbin, or not?

- Yes: 74%
- No: 26%

**Source:** Survey by the Gallup Organization, February 14-15, 2000.

6% Know Dennis Hastert

**Question:** Just off the top of your head, would you happen to know the name of... the host of the TV show “Who Wants to Be A Millionaire?”

- Regis Philbin: 66%
- Don’t know: 31%

**Source:** Survey by the Gallup Organization, January 25-26, 2000.

Um...

**Question:** Just in your opinion, would you like to see the questions used on, “Who Wants to be a Millionaire?” become more difficult, become less difficult, or should they remain at about the same level of difficulty that they are now?

- Remain at the same level: 73%
- More difficult: 20%
- Less difficult: 3%
- No opinion: 4%

**Note:** Asked of those who have watched the show.

**Source:** Survey by the Gallup Organization, February 14-15, 2000.

Let Me Try

**Question:** Have you personally tried to call the contestant line to try out to be on “Who Wants to be a Millionaire?,” or not?

- Yes: 94%
- No: 6%

**Source:** Survey by the Gallup Organization, February 14-15, 2000.

Use a Lifeline

**Question:** If you were a contestant on the typical television game show, how many questions do you think you would be able to answer correctly?

- All of the questions: 4%
- Most: 29%
- About half: 40%
- Only a few: 19%
- None: 2%

**Source:** Survey by Yankelovich Partners for Time/CNN, January 5-6, 2000.

Is That Your Final Answer?

**Question:** Pretend for a moment that you were a contestant on a television game show and had won $500,000. Suppose you could win $1 million by answering one question correctly, but if you answered the question incorrectly you would lose almost all of the $500,000 you had already won. Would you keep the $500,000 or risk losing almost all of it for a chance to win $1 million?

- Keep the $500,000: 83%
- Risk the $500,000: 13%
- Not sure: 4%

**Source:** Survey by Yankelovich Partners for Time/CNN, January 5-6, 2000.