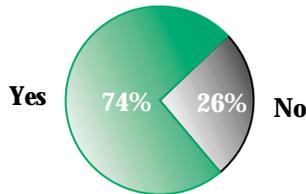


Ratings Through the Roof

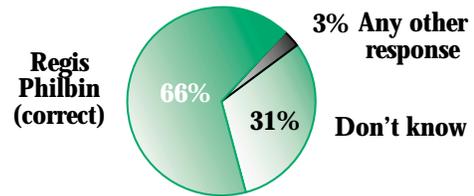
Question: Have you watched the quiz show program "Who Wants to be a Millionaire?" hosted by Regis Philbin, or not?



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

6% Know Dennis Hastert

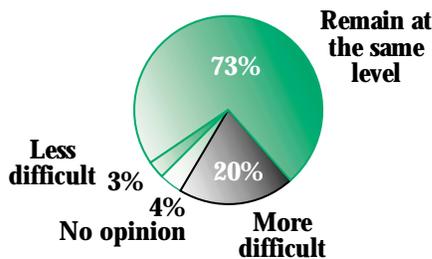
Question: Just off the top of your head, would you happen to know the name of... the host of the TV show "Who Wants to Be A Millionaire?"



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

Um...

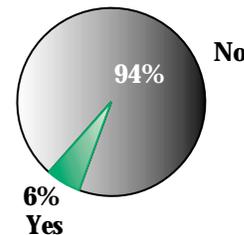
Question: Just in your opinion, would you like to see the questions used on, "Who Wants to be a Millionaire?" become more difficult, become less difficult, or should they remain at about the same level of difficulty that they are now?



Note: Asked of those who have watched the show.
Source: Survey by the Gallup Organization, February 14-15, 2000.

Let Me Try

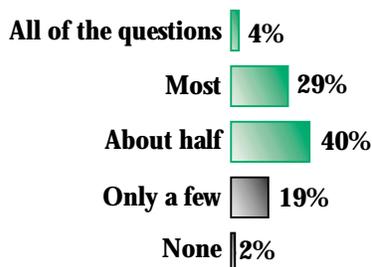
Question: Have you personally tried to call the contestant line to try out to be on "Who Wants to be a Millionaire?," or not?



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

Use a Lifeline

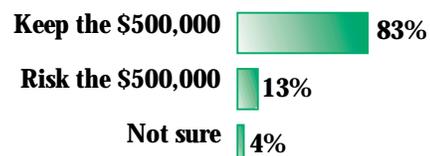
Question: If you were a contestant on the typical television game show, how many questions do you think you would be able to answer correctly?



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?



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