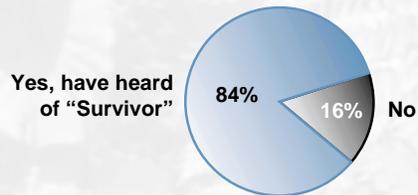


## *It's the Latest Craze*

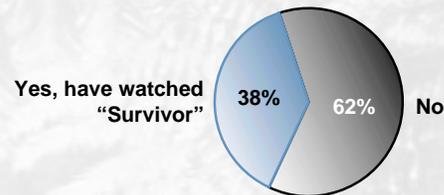
**Question:** Have you heard or read about the CBS television show "Survivor" broadcast on Wednesday nights?



**Source:** Survey by the Gallup Organization, July 6-9, 2000.

## *Come On, Admit It*

**Question:** Have you yourself happened to watch "Survivor"?



**Source:** Survey by the Gallup Organization, July 6-9, 2000.

## *Look at Me*

**Question:** Would you be willing or not willing to appear on a "reality-based" television program?



**Source:** Survey by Yankelovich Partners/Time/CNN, June 14-15, 2000.

## *Rats!*

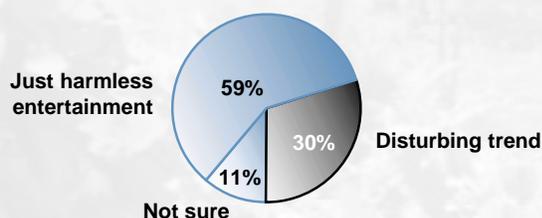
**Question:** Would you be willing or not willing to allow a "reality-based" television show to film you... eating a rat or an insect?



**Source:** Survey by Yankelovich Partners/Time/CNN, June 14-15, 2000.

## *The Death of Civilization*

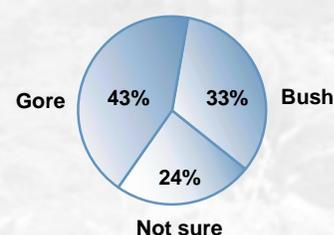
**Question:** Do you think that "reality-based" shows are a disturbing trend for society, or just harmless entertainment?



**Source:** Survey by Yankelovich Partners/Time/CNN, June 14-15, 2000.

## *But Ginger Stays*

**Question:** On the show "Survivor," who (Al Gore or George W. Bush) do you think would be kicked off the island first?



**Note:** Asked of registered voters.

**Source:** Survey by Opinion Dynamics for Fox News, July 12-13, 2000.