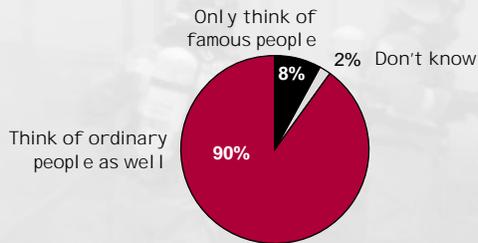


# Snapshots

## Heroes

### Question:

When you think about people who deserve to be called heroes, do you only think of famous people, or do you think of ordinary people as well?

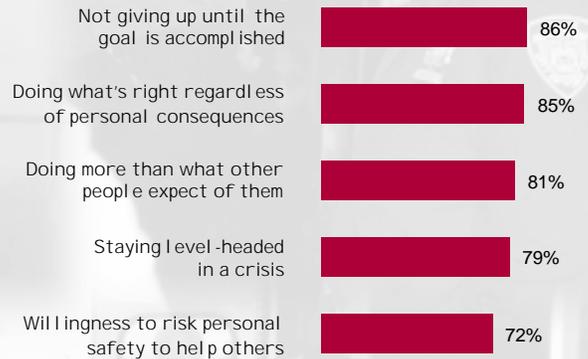


**Source:** Survey by Princeton Survey Research Associates for American Telephone and Telegraph, February 28-March 5, 1997.

### Question:

Do you admire [the person you mentioned as a hero] for...? Is this a major reason, a minor reason, or not a reason at all?

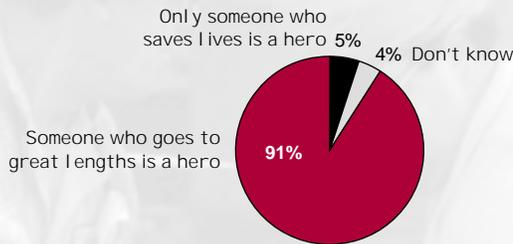
#### PERCENT SAYING MAJOR REASON



**Note:** Asked of those who mentioned a hero.  
**Source:** Survey by Harris Interactive, July 20-25, 2001.

### Question:

Do you think someone has to save lives to be considered a hero, or can someone who goes to great lengths to help others also be considered a hero?



**Source:** Survey by Princeton Survey Research Associates for American Telephone and Telegraph, February 28-March 5, 1997.

### Question:

In this country today, do you think acts of heroism by ordinary people happen more often, less often, or about as often as in the past?

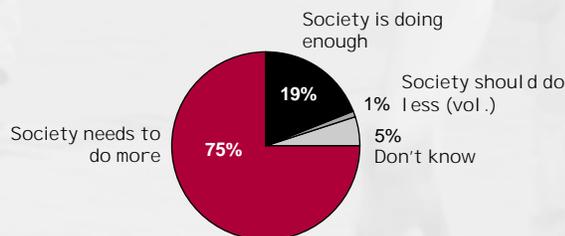


**Source:** Survey by Princeton Survey Research Associates for American Telephone and Telegraph, February 28-March 5, 1997.

*And then a hero comes along with the strength to carry on...*

### Question:

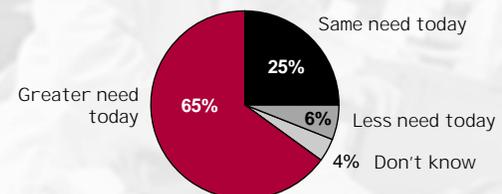
Do you think society is doing enough to recognize heroic acts by ordinary people, or do you think society needs to do more?



**Source:** Survey by Princeton Survey Research Associates for American Telephone and Telegraph, February 28-March 5, 1997.

### Question:

Do you think this country has a greater need for heroes today than in the past, less need for heroes, or about the same need as in the past?



**Source:** Survey by Princeton Survey Research Associates for American Telephone and Telegraph, February 28-March 5, 1997.