

Just Checking In

And The Year Was 1994

Of the 10,000 Survey Questions Archived in the Roper Center's On-Line Database for 1994
Here is What Pollsters Were Asking About:

	# of Questions		# of Questions		# of Questions
Government		Economy		Social	
Bill Clinton	1,697	Economics	649	Health	1,293
President approval rating	543	Consumer	504	Health Care	1,057
Congress	1,109	Taxes	376	Medicine	250
Parties	574	Business	313	AIDS	58
Government	510	Spending	249	Crime	1,015
Elections	436	Unemployment	78	Police	397
Hillary Clinton	328	Interest rates	46	Courts	156
		Cost of Living	28	Violence	113
				Religion	373
Foreign		Miscellaneous		Work	357
Diplomacy	609	Leaders	719	Social Security	94
Defense	341	Mood	660	Labor	89
Military	258	Problems	600	Sports	349
Japan	174	Future	283	Welfare	227
Europe	110	Confidence	158	Family	280
Asia	84	Press	381	Ethics/values	256
Russia	81	Television	238	Sex	174
Mideast	45	Science	173	Education	226
Trade	93	Technology	48	Equality	124
				Rights	96
				Immigration	83
				Minorities	47
				Youth	123
				Women	103
				Abortion	82
				Environment	67

Note: These data have been derived from the Roper Center's on-line public-opinion database, POLL. The database now has 220,000 national public opinion questions with full question text and responses ranging in time from the late 1930s to the present. For 1994, POLL includes about 10,000 questions. Here we have presented the actual number of questions asked by topic and keyword. There is some overlap.

Stories Followed in the Media

Question: Now I will read a list of some stories covered by news organizations this 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. How closely did you follow news stories about....

Percent responding "Very Closely"

January

Earthquake in southern California	63%
News about cold weather in Northeast and Midwest	51
Attack on figure skater Nancy Kerrigan	45
Clinton administration's health care reform proposals	38
Reports about condition of the US economy	34
Bill Clinton's State of the Union address	26
Trial of Lorena Bobbitt for sexual mutilation of husband	26

May

Clinton administration's health care reform proposals	37
Congressional ban on assault weapons	36
Death and funeral of Richard M. Nixon	36
Reports about condition of the US economy	33
Caning of American youth in Singapore	32
Questions about Clinton's failed Whitewater real estate investment	22
Election in South Africa	22
The civil war in Bosnia	18
Paula Jones' sexual harassment charges against Bill Clinton	15

June

The arrest of OJ Simpson for the alleged murder of his former wife and a male companion	48
Clinton administration's health care reform proposals	34
Reports about N. Korea's building of nuclear weapons and refusal to allow UN inspections	27
Reports about the condition of the US economy	25

September

The Clinton administration's health care reform proposals	32%
The OJ Simpson case	30
Passage of the crime bill in Congress	30
The flight of Cuban refugees	29
Discussion of a US invasion of Haiti	23
News about the candidates and election campaigns in your state	19

October

The US intervention in Haiti	38
The movement of Iraqi troops toward the Kuwait border	36
The debate in Congress about health care reform	32
Reports about the condition of the US economy	27
The OJ Simpson case	25
News about candidates and election campaigns in your state and district	23
The sinking of the Finnish ferry boat in the Baltic Sea	15
The baseball strike	15

December

News about the outcome of the elections	41
Deployment of US forces to Haiti	31
Reports about the condition of the US economy	28
Passage of Proposition 187	26
The OJ Simpson case	23
Recent comments by Senator Jesse Helms about President Clinton	19
The debate over the GATT international trade agreement	16

Note: Only those stories followed "very closely" by 15% or more are shown.

Source: Surveys by Princeton Survey Research Associates for the Times Mirror Center for the People and the Press, latest that of December 1-4, 1994.