

For Immediate Release

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DID YOU KNOW THAT...

According to DiMassimo Brand Advertising "Emotional Distancing" Survey

MUST SEE TV

61% of those people who are channel flippers had a high opinion of President Clinton.

Of all couch potatoes surveyed, *Jerry Springer* fans had the highest opinion of Clinton with 60 Minutes viewers a close second.

CNN viewers were four times as likely to have higher opinion of Clinton than those people who watched primarily network television.

FOX viewers had a higher opinion of Clinton than any of the other networks' viewers.

People who watch and flip all news channels, historical programs and trash T.V. had a higher opinion of Clinton as other T.V., viewers.

Those people who watch investigative/consumer reports were ten times as likely to feel favorably towards President Clinton as compared to those people who watch entertainment or sports reports on the news.

Touched by an Angel viewers liked Clinton the least when compared to people who tend to watch "edgier" programs, such as Melrose Place and Dawson's Creek.

Of the big four networks, CBS -- which tends to have more idealistic, family programming felt that Clinton should be impeached.

THE NET

Heavy Internet users were less affected by the Clinton scandal than those people who rarely use or don't even have a computer.

Those people who do research on the Internet are three times as likely to have a favorable opinion of Clinton as than those people who people who