

## GALLUP NEWS SERVICE

### GEORGE ZIMMERMAN TRIAL VERDICT REACTION

Results are based on telephone interviews with 2,541 national adults, aged 18+, conducted July 16-21, 2013. For results based on the total sample of National Adults, one can say with 95% confidence that the margin of error is  $\pm 2$  percentage points.

For results based on the total sample of 1,841 non-Hispanic whites, one can say with 95% confidence the margin of error is  $\pm 3$  percentage points.

For results based on the total sample of 230 blacks, one can say with 95% confidence the margin of error is  $\pm 8$  percentage points.

For results based on the total sample of 268 Hispanics, one can say with 95% confidence the margin of error is  $\pm 8$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

1. How closely are you following the news about the fatal shooting in Florida of an African-American teenager named Trayvon Martin by a neighborhood watch volunteer named George Zimmerman – very closely, somewhat closely, not too closely or not at all?

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3. Do you think the American justice system is biased against black people?

	<u>Yes, biased</u>	<u>No, not biased</u>	<u>No opinion</u>
<b>National adults</b>			
2013 Jul 16-21	33	61	6
2008 Jun 5-Jul 6	38	59	3
1993 Apr 17-18	37	56	7
<b>Non-Hispanic Whites</b>			
2013 Jul 16-21	25	69	5
2008 Jun 5-Jul 6	32	66	2
1993 Apr 17-18	33	60	7
<b>Non-Hispanic Blacks</b>			
2013 Jul 16-21	68	26	6
2008 Jun 5-Jul 6	67	27	6
1993 Apr 17-18	68	21	11
<b>Hispanics</b>			
2013 Jul 16-21	40	52	8
2008 Jun 5-Jul 6	42	51	7