

Omnibus Poll

July 15 - 16, 2013



1. Knowledge of Zimmerman Trial

How much have you read or heard about the trial of George Zimmerman for the shooting death of Florida teen Trayvon Martin?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Heard a lot	68%	75%	62%	63%	63%	72%	74%	72%	63%	73%	72%	39%
Heard a little	26%	20%	31%	27%	28%	24%	25%	23%	29%	24%	25%	35%
Heard nothing at all	6%	5%	7%	10%	9%	3%	1%	5%	9%	2%	3%	25%
Totals (Unweighted N)	100% (1,000)	100% (476)	100% (524)	100% (181)	100% (274)	100% (380)	100% (165)	100% (349)	100% (409)	100% (242)	100% (905)	100% (95)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Heard a lot	68%	70%	75%	57%	46%	67%	70%	71%	72%	65%	70%	67%	71%
Heard a little	26%	26%	21%	28%	31%	26%	24%	27%	25%	30%	26%	25%	24%
Heard nothing at all	6%	4%	4%	16%	23%	7%	5%	2%	3%	6%	3%	8%	6%
Totals (Unweighted N)	100% (1,000)	100% (811)	100% (105)	100% (84)	100% (25)	100% (341)	100% (352)	100% (192)	100% (90)	100% (173)	100% (204)	100% (349)	100% (274)

Omnibus Poll

July 15 - 16, 2013



2. Zimmerman Jury Vote

If you had been a member of the jury, would you have voted to find George Zimmerman guilty of murder, guilty of manslaughter, not guilty, or would you have been unsure?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Guilty of murder	15%	12%	18%	23%	16%	14%	7%	25%	12%	7%	15%	15%
Guilty of manslaughter	23%	21%	26%	24%	23%	24%	21%	39%	17%	11%	24%	16%
Found not guilty	41%	50%	32%	29%	37%	42%	57%	20%	43%	68%	43%	22%
Not sure	21%	17%	24%	23%	25%	20%	14%	17%	28%	14%	18%	47%
Totals (Unweighted N)	100% (1,000)	100% (476)	100% (524)	100% (181)	100% (274)	100% (380)	100% (165)	100% (349)	100% (409)	100% (242)	100% (905)	100% (95)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Guilty of murder	15%	12%	36%	13%	14%	15%	18%	13%	7%	18%	15%	14%	15%
Guilty of manslaughter	23%	22%	39%	18%	19%	19%	24%	32%	33%	28%	22%	20%	26%
Found not guilty	41%	46%	14%	35%	25%	42%	41%	37%	46%	34%	42%	44%	39%
Not sure	21%	20%	11%	34%	42%	24%	17%	19%	14%	20%	21%	21%	20%
Totals (Unweighted N)	100% (1,000)	100% (811)	100% (105)	100% (84)	100% (25)	100% (341)	100% (352)	100% (192)	100% (90)	100% (173)	100% (204)	100% (349)	100% (274)

Omnibus Poll

July 15 - 16, 2013



3. Feeling about Zimmerman Verdict

The jury found George Zimmerman not guilty. Which word best describes how you feel about the verdict?

	Total	Gender		Age				Party ID			Voter Registration	
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Pleased	22%	25%	18%	11%	18%	24%	36%	11%	22%	38%	23%	12%
Relieved	19%	23%	15%	17%	16%	19%	26%	8%	21%	32%	20%	8%
Disappointed	27%	24%	29%	30%	23%	30%	22%	43%	23%	10%	27%	23%
Angry	13%	10%	16%	21%	13%	11%	7%	22%	10%	5%	14%	11%
Not sure	19%	17%	22%	21%	30%	16%	9%	16%	24%	16%	16%	46%
Totals (Unweighted N)	100% (1,000)	100% (476)	100% (524)	100% (181)	100% (274)	100% (380)	100% (165)	100% (349)	100% (409)	100% (242)	100% (905)	100% (95)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Pleased	22%	25%	5%	18%	11%	23%	23%	18%	22%	18%	25%	22%	21%
Relieved	19%	21%	11%	18%	14%	20%	19%	17%	20%	16%	17%	22%	18%
Disappointed	27%	23%	53%	25%	24%	27%	25%	27%	35%	31%	23%	27%	27%
Angry	13%	12%	25%	10%	9%	11%	16%	17%	7%	18%	14%	10%	15%
Not sure	19%	19%	6%	29%	42%	19%	17%	21%	15%	16%	22%	19%	19%
Totals (Unweighted N)	100% (1,000)	100% (811)	100% (105)	100% (84)	100% (25)	100% (341)	100% (352)	100% (192)	100% (90)	100% (173)	100% (204)	100% (349)	100% (274)

Omnibus Poll

July 15 - 16, 2013



4. Opinion of Media Bias - Zimmerman

In the way they covered the case, would you say the news media were biased in favor of Zimmerman, biased against Zimmerman, or did they not show any bias one way or the other?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Biased in favor of Zimmerman	12%	10%	15%	19%	12%	11%	6%	23%	8%	5%	12%	12%
Biased against Zimmerman	48%	55%	40%	36%	44%	51%	61%	25%	51%	76%	50%	24%
Not biased one way or the other	18%	17%	20%	18%	14%	20%	22%	28%	15%	8%	19%	15%
Not sure	22%	19%	25%	28%	31%	17%	11%	25%	26%	11%	18%	49%
Totals (Unweighted N)	100% (1,000)	100% (476)	100% (524)	100% (181)	100% (274)	100% (380)	100% (165)	100% (349)	100% (409)	100% (242)	100% (905)	100% (95)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Biased in favor of Zimmerman	12%	10%	32%	9%	18%	13%	13%	11%	7%	11%	13%	13%	11%
Biased against Zimmerman	48%	54%	17%	39%	27%	42%	48%	58%	62%	36%	50%	50%	49%
Not biased one way or the other	18%	17%	28%	17%	16%	20%	19%	14%	18%	30%	15%	14%	19%
Not sure	22%	19%	23%	35%	40%	25%	20%	17%	13%	22%	22%	22%	21%
Totals (Unweighted N)	100% (1,000)	100% (811)	100% (105)	100% (84)	100% (25)	100% (341)	100% (352)	100% (192)	100% (90)	100% (173)	100% (204)	100% (349)	100% (274)