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Wider Race Gap in Interest than for Rodney King,
O.J. Simpson

Modest Public Interest in Close of Zimmerman Trial

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Wider Race Gap in Interest than for Rodney King, O.J. Simpson Modest Public Interest in Close of Zimmerman Trial

The final days of the trial of George Zimmerman, which concluded July 13 with a verdict of not guilty, attracted relatively modest public interest overall. In a weekend survey, 26% say they were following news about the trial very closely.

This is lower than interest in the initial controversy over Trayvon Martin's shooting when it erupted last year. [In March 2012](#), 35% said they followed news about Martin's shooting very closely.

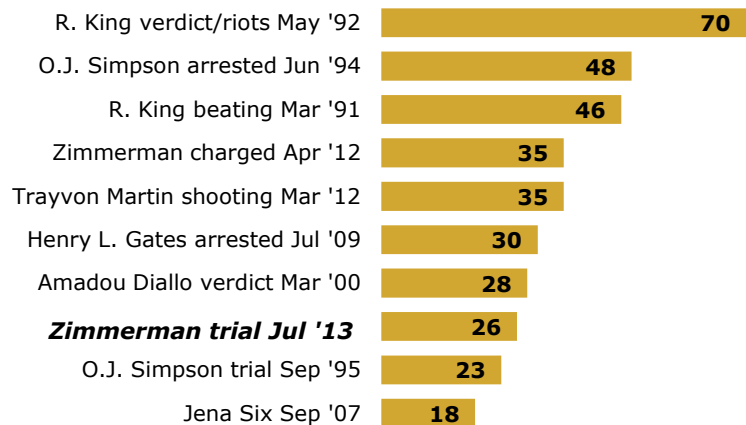
However, the story has consistently attracted far more interest among blacks than whites – and that remained the case in the trial's final days. Blacks are more than twice as likely as whites to say they tracked news about the Zimmerman trial very closely (56% vs. 20%).

Moreover, fully 67% of blacks say they watched at least some live coverage of the Zimmerman trial, compared with 38% of whites. About one-in-five blacks (21%) say they watched “almost all” of the trial coverage; just 5% of whites reported watching almost all of it.

The Pew Research Center survey was conducted July 11-14 among 1,002 adults. In 237 interviews conducted July 14, the day after the Zimmerman verdict, 29% say they were following news about the trial very closely.

Public Interest in Racially Charged News Stories

Percent following very closely...



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The Zimmerman trial and Trayvon Martin shooting have drawn less interest than some other racially charged incidents in recent years, including the riots that followed the Rodney King verdict in 1992 (70% very closely) and O.J. Simpson's arrest in 1994 (48%).

Racial Gap in News Interest

Blacks have consistently expressed more interest than whites in Trayvon Martin's shooting and the prosecution and trial of George Zimmerman. Currently 56% of blacks and just 20% of whites say they followed news about the trial very closely.

Racial differences in interest about Martin's shooting and its aftermath are wider than in interest in the police beating of Rodney King in March 1991, as well as the acquittal of the officers and subsequent riots in May 1992. The racial gap in interest in Martin/Zimmerman news also is wider than in O.J. Simpson's arrest in June 1994 and his trial a year later.

However, the racial gaps in interest were as wide in some other recent racially charged stories – including news in 2007 about the “Jena Six” (the prosecution of Louisiana teens involved in a school fight) and the 2000 acquittal of four New York City police officers in the shooting death of Amadou Diallo.

Wide Racial Divide in Interest in Trayvon Martin Shooting, Zimmerman Trial

| <i>% following each story "very closely":</i> | Total % | Black % | White % | Black- White Diff |
|---|-------------------|-------------------|-------------------|----------------------------------|
| Trayvon Martin shooting (Mar '12) | 35 | 70 | 30 | +40 |
| Jena Six (Sep '07) | 18 | 50 | 11 | +39 |
| Zimmerman trial (Jul '13) | 26 | 56 | 20 | +36 |
| Zimmerman charged (Apr '12) | 35 | 63 | 30 | +33 |
| Diallo/NYC police verdict (Mar '00) | 28 | 57 | 24 | +33 |
| Henry L. Gates arrested (Jul '09) | 30 | 52 | 27 | +25 |
| O.J. Simpson trial (Sep '95) | 23 | 44 | 20 | +24 |
| Rodney King beating (Mar '91) | 46 | 66 | 43 | +23 |
| O.J. Simpson arrested (Jun '94) | 48 | 63 | 46 | +17 |
| Rodney King verdict/riot (May '92) | 70 | 83 | 69 | +14 |

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Trial Viewership: Zimmerman vs. O.J

Fully 67% of blacks say they watched at least some live coverage of the Zimmerman trial, with 21% saying they watched “almost all” the trial coverage. Just 38% of whites say they watched at least some coverage of

Zimmerman’s court proceedings; only 5% say they watched almost all the coverage of the trial.

Nearly three times as many whites as blacks say they watched no live coverage of the Zimmerman trial (36% vs. 13%).

About as many blacks reported watching at least some live coverage of the Zimmerman trial as watched the O.J. Simpson trial in 1995. In March of that year, 71% of blacks said they watched at least some trial coverage.

One-in-Five Blacks Say They Watched “Almost All” Coverage of Zimmerman Trial

| <i>How much live trial coverage have you watched ...</i> | <i>O.J. Simpson March 1995</i> | | | <i>George Zimmerman July 2013</i> | | |
|--|------------------------------------|--------------|--------------|---------------------------------------|--------------|--------------|
| | Total | White | Black | Total | White | Black |
| | % | % | % | % | % | % |
| Almost all/A lot/Some (Net) | 53 | 50 | 71 | 42 | 38 | 67 |
| Almost all | 11 | 9 | 24 | 7 | 5 | 21 |
| A lot | 13 | 13 | 11 | 10 | 8 | 22 |
| Some | 29 | 28 | 36 | 25 | 25 | 24 |
| Hardly any/None (Net) | 47 | 50 | 29 | 58 | 62 | 33 |
| Hardly any | 31 | 33 | 20 | 25 | 26 | 20 |
| None | 16 | 17 | 9 | 33 | 36 | 13 |
| Don’t know | * | * | * | * | * | 0 |
| | 100 | 100 | 100 | 100 | 100 | 100 |

PEW RESEARCH CENTER July 11-14, 2013. Whites and blacks are non-Hispanic. Figures may not add to 100% because of rounding.

Whites are far less likely to say they tuned into the Zimmerman trial than the Simpson trial. In March 1995, half of whites said they watched at least some coverage of the Simpson court proceedings; today, 38% say the same about coverage of the Zimmerman trial.

News of the Week

While 26% of Americans say they followed news about the Zimmerman trial very closely about as many (24%) say they tracked news about a plane crash in San Francisco very closely.

Among other stories, 18% followed news about the debate over immigration policy very closely, while comparable percentages paid very close attention to efforts by Edward Snowden to gain asylum (16%) and the situation in Egypt (15%).

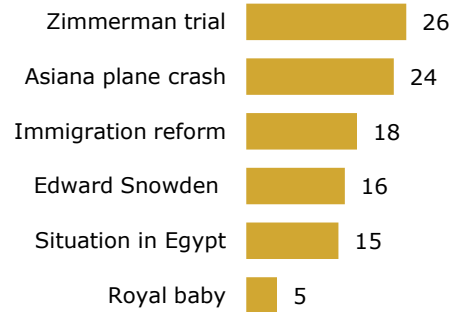
The “royal baby” attracted very little public interest: Just 5% followed news about about the upcoming birth of Prince William and Kate

Middleton’s first baby, one of the lowest levels of interest for any news story this year. In recent years, news about the royals has been very limited, with one notable exception – the death of Princess Diana in 1997.

Weekly News Interest

% following very closely

July 11-14, 2013



PEW RESEARCH CENTER. July 11-14, 2013.

Zimmerman Trial and Social Media

For the entire survey period (July 11-14), 28% of those who use Facebook, Twitter or other social networking sites reported hearing a lot about the Zimmerman trial from these sources. However, the share of social networkers hearing a lot about the trial spiked to 44% on Sunday, the day after the six-person jury found Zimmerman not guilty.

In July 2011, a comparable percentage of those who use social network sites (40%) said they heard a lot about verdict in the Casey Anthony trial from Facebook, Twitter or other social media sites.

More young social network users than older users reported hearing a lot about the Zimmerman trial from these sources. Among SNS users, about a third (35%) of those under age 30 heard a lot about the Zimmerman trial compared with 23% of those 50 and older.

The Week's Stories on Social Media

| <i>How much seen or heard about on SNS or twitter...</i> | A lot | A little | Nothing at all | Don't know |
|--|--------------|-----------------|-----------------------|-------------------|
| | % | % | % | % |
| Zimmerman trial | 28 | 32 | 39 | 1=100 |
| Asiana crash | 22 | 37 | 41 | 1=100 |
| Edward Snowden | 14 | 34 | 52 | 1=100 |
| Royal baby | 10 | 28 | 61 | 1=100 |
| Egypt | 12 | 35 | 52 | 1=100 |

PEW RESEARCH CENTER July 11-14, 2011. Figures may not add to 100% because of rounding.
Based on those who say they use social networking sites or Twitter (60% of the total).

About the Survey

The analysis in this report is based on telephone interviews conducted July 11-14, 2013, among a national sample of 1,002 adults 18 years of age or older living in the continental United States (502 respondents were interviewed on a landline telephone, and 500 were interviewed on a cell phone, including 268 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the 2011 Census Bureau's American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2012 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

| Group | Unweighted sample size | Plus or minus ... |
|--------------|-------------------------------|--------------------------|
| Total sample | 1,002 | 3.7 percentage points |
| White | 752 | 4.3 percentage points |
| Black | 104 | 11.5 percentage points |

Sample sizes and sampling errors for other subgroups are available upon request.

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

PEW RESEARCH CENTER
July 11-14, 2013 OMNIBUS
FINAL TOPLINE
N=1002

ASK ALL:

PEW.1 As I read a list of some stories covered by news organizations this past week, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all closely. First, **[INSERT ITEM; RANDOMIZE] [IF NECESSARY "Did you follow [ITEM] very closely, fairly closely, not too closely or not at all closely?"]**

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) DK/Ref |
|---|-------------------------|---------------------------|----------------------------|-------------------------------|--------------------------|
| a. Egypt's military removing elected President Mohamed Morsi and installing an interim government | | | | | |
| July 11-14, 2013 | 15 | 25 | 22 | 37 | 1 |
| TRENDS FOR COMPARISON: | | | | | |
| November 29-December 2, 2012: <i>Political turmoil and protests in Egypt</i> | 14 | 26 | 23 | 37 | * |
| June 14-17, 2012: <i>The political situation in Egypt</i> | 13 | 20 | 24 | 42 | * |
| May 24-27, 2012: <i>The presidential election in Egypt</i> | 4 | 15 | 22 | 57 | 1 |
| December 1-4, 2011: <i>The recent elections in Egypt</i> | 7 | 16 | 28 | 48 | * |
| February 17-20, 2011: <i>News about the situation in Egypt</i> | 34 | 32 | 17 | 16 | 1 |
| February 10-13, 2011: <i>Anti-government protests in Egypt and the resignation of President Hosni Mubarak</i> | 39 | 31 | 14 | 15 | 1 |
| February 3-6, 2011: <i>Anti-government protests in Egypt and other Middle Eastern countries</i> | 32 | 35 | 16 | 18 | * |
| January 27-30, 2011 | 17 | 26 | 21 | 35 | * |
| b. A plane crash in San Francisco | | | | | |
| July 11-14, 2013 | 24 | 32 | 21 | 22 | 1 |
| TRENDS FOR COMPARISON: | | | | | |
| November 16-19, 2009: <i>News about a US Airways flight crashing into the Hudson River</i> | 44 | 34 | 14 | 8 | * |
| February 13-16, 2009: <i>A plane crashing into a house near Buffalo, New York, killing 50 people</i> | 32 | 39 | 16 | 13 | * |
| August 22-28, 2008: <i>A plane crash in Madrid, Spain</i> | 8 | 22 | 32 | 37 | 1 |
| July 20-23, 2007: <i>A plane crash in Brazil that killed nearly 200 people</i> | 13 | 28 | 27 | 31 | 1 |
| November, 2001: <i>The recent crash on an American Airlines plane near Kennedy Airport in New York</i> | 48 | 34 | 13 | 4 | 1 |
| February, 2000: <i>Crash of an Alaskan Airlines jet near Los Angeles</i> | 35 | 40 | 17 | 8 | * |
| December, 1999: <i>The crash of an EgyptAir plane off the coast of New England and the investigation into what happened</i> | 30 | 44 | 15 | 10 | 1 |
| July, 1999: <i>Crash of an American Airlines flight in Arkansas</i> | 19 | 38 | 25 | 17 | 1 |
| July, 1996: <i>The crash of a Paris-bound TWA plane off the coast of New York</i> | 69 | 23 | 6 | 2 | * |

PEW.1 CONTINUED...

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) <u>DK/Ref</u> |
|---|---------------------|-----------------------|------------------------|---------------------------|--------------------------------|
| February, 1990: <i>Crash of Columbian airliner near JFK airport in New York</i> | 33 | 39 | 18 | 10 | 0 |
| c. The trial of George Zimmerman for the shooting death of Florida teen Trayvon Martin | | | | | |
| July 11-14, 2013 | 26 | 28 | 24 | 21 | 1 |
| June 27-30, 2013 | 22 | 29 | 23 | 25 | 1 |
| June 13-16, 2013 | 15 | 26 | 24 | 35 | 1 |
| April 26-29, 2012: <i>Developments in the case against George Zimmerman in the shooting death of Trayvon Martin</i> | 24 | 28 | 22 | 25 | 1 |
| April 20-22, 2012 | 27 | 29 | 21 | 21 | 1 |
| April 12-15, 2012: <i>George Zimmerman being charged with second-degree murder in the death of Trayvon Martin</i> | 35 | 31 | 16 | 17 | 1 |
| April 5-8, 2012: <i>Controversy over the shooting death of Trayvon Martin, an African American teen in Florida</i> | 34 | 30 | 18 | 18 | * |
| March 29-April 1, 2012 | 30 | 35 | 15 | 20 | * |
| March 22-25, 2012 | 35 | 24 | 15 | 26 | 1 |
| TRENDS FOR COMPARISON: | | | | | |
| July 31-August 3, 2009: <i>Reports about the arrest of Harvard professor Henry Louis Gates and President Obama's response to the incident</i> | 25 | 26 | 22 | 25 | 2 |
| July 24-27, 2009: <i>The arrest of Henry Louis Gates, a black Harvard professor, at his home after a dispute with a police officer</i> | 30 | 31 | 17 | 21 | 1 |
| April 25-28, 2008: <i>The acquittal of three New York City police officers in the shooting of an unarmed man on his wedding day</i> | 13 | 24 | 24 | 38 | 1 |
| September 21-24, 2007: <i>Demonstrations in Jena, Louisiana, about six black teenagers involved in a schoolyard fight</i> | 18 | 27 | 25 | 30 | * |
| April 2001: <i>Rioting in Cincinnati after an unarmed black man was shot by police</i> | 24 | 32 | 23 | 20 | 1 |
| July 2000: <i>The video showing Philadelphia police kicking and beating a carjacking suspect</i> | 22 | 32 | 22 | 23 | 1 |
| March 2000: <i>The acquittal of four New York policemen who shot and killed Amadou Diallo, an African immigrant</i> | 28 | 35 | 20 | 17 | 0 |
| February 1999: <i>The Texas murder trial of a man accused of dragging a black man behind a pickup truck</i> | 24 | 41 | 20 | 14 | 1 |
| May 1993: <i>The Rodney King trial and verdict in Los Angeles</i> | 47 | 34 | 13 | 6 | * |
| May 1992: <i>The verdict in the Rodney King case and the riots and disturbances that followed</i> | 70 | 22 | 5 | 2 | 1 |
| March 1991: <i>The videotaped beating by Los Angeles police of a suspect they apprehended in an auto chase</i> | 46 | 30 | 13 | 10 | 1 |

PEW.1 CONTINUED...

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) <u>DK/Ref</u> |
|--|---------------------|-----------------------|------------------------|---------------------------|--------------------------------|
| d. Efforts by Edward Snowden, who leaked information about government surveillance secrets, to gain asylum in another country | | | | | |
| July 11-14, 2013 | 16 | 27 | 25 | 30 | 1 |
| June 27-30, 2013: <i>U.S. efforts to apprehend Edward Snowden, who leaked government surveillance secrets</i> | 20 | 30 | 20 | 30 | 1 |
| TRENDS FOR COMPARISON: | | | | | |
| June 20-23, 2013: <i>Debate over government phone and internet surveillance programs</i> | 23 | 30 | 17 | 29 | 1 |
| June 13-16, 2013: <i>The government collecting information about telephone calls, e-mails and other online communications as part of efforts to monitor terrorist activity</i> | 35 | 27 | 15 | 21 | 1 |
| June 7-9, 2013: <i>The government collecting emails and other online activities directly from large internet companies to track foreign suspects in terror investigations</i> | 26 | 24 | 17 | 33 | 1 |
| June 6-9, 2013: <i>The government collecting records about Verizon phone calls for national security purposes</i> | 27 | 21 | 17 | 35 | * |
| Dec 9-12, 2010: <i>News about WikiLeaks and the arrest of its founder</i> | 18 | 24 | 19 | 38 | 1 |
| December 2-5, 2010: <i>The release of classified documents about U.S. diplomatic relations by the Wikileaks website</i> | 30 | 23 | 20 | 25 | 2 |
| May 12-22, 2006: <i>Reports that the National Security Agency has been collecting telephone records of millions of American citizens</i> | 33 | 28 | 22 | 16 | 1 |
| e. Debate over immigration policy in the U.S. | | | | | |
| July 11-14, 2013 | 18 | 24 | 24 | 33 | * |
| June 27-30, 2013: <i>The U.S. Senate passing immigration reform legislation</i> | 21 | 29 | 22 | 28 | * |
| June 20-23, 2013: <i>Debate over immigration policy in the U.S.</i> | 20 | 28 | 23 | 29 | 1 |
| June 13-16, 2013 | 23 | 26 | 22 | 29 | 1 |
| June 6-9, 2013 | 21 | 28 | 21 | 30 | 1 |
| May 23-26, 2013 | 17 | 23 | 23 | 37 | 1 |
| May 9-12, 2013 | 20 | 24 | 25 | 30 | 1 |
| April 25-28, 2013 | 19 | 25 | 24 | 32 | * |
| April 18-21, 2013 | 21 | 22 | 25 | 31 | 1 |
| April 4-7, 2013 | 23 | 22 | 22 | 32 | * |
| January 31-February 3, 2013: <i>Debate in Washington over immigration policy</i> | 23 | 25 | 22 | 29 | 1 |
| June 29-July 2, 2007: <i>The debate in Congress over new immigration policy</i> | 26 | 30 | 21 | 23 | * |
| June 22-25, 2007 | 24 | 28 | 22 | 26 | * |
| June 15-18, 2007 | 22 | 32 | 21 | 25 | * |
| June 8-11, 2007 | 24 | 29 | 20 | 26 | 1 |
| May 24-27, 2007 | 27 | 31 | 22 | 19 | 1 |
| April 12-16, 2007: <i>The issue of immigration</i> | 21 | 29 | 24 | 26 | * |
| August, 2006 | 34 | 40 | 16 | 9 | 1 |
| June, 2006 | 36 | 41 | 15 | 7 | 1 |
| May, 2006 | 44 | 33 | 13 | 9 | 1 |
| April, 2006 | 39 | 34 | 16 | 10 | 1 |

PEW.1 CONTINUED...

| | <u>Very closely</u> | <u>Fairly closely</u> | <u>Not too closely</u> | <u>Not at all closely</u> | (VOL.) <u>DK/Ref</u> |
|--|---------------------|-----------------------|------------------------|---------------------------|--------------------------------|
| f. News about the upcoming birth of Prince William and Kate Middleton's first baby | | | | | |
| July 11-14, 2013 | 5 | 10 | 24 | 61 | 1 |
| December 6-9, 2012: <i>News that Prince William and Kate Middleton are expecting a child</i> | 7 | 18 | 29 | 44 | 2 |
| TRENDS FOR COMPARISON: | | | | | |
| April 28-May 1, 2011: <i>The wedding of Prince William and Kate Middleton in England</i> | 16 | 19 | 25 | 39 | * |
| April 21-25, 2011: <i>The upcoming wedding of Prince William and Kate Middleton in England</i> | 8 | 13 | 25 | 53 | * |
| November 18-21, 2010: <i>The British royal family announcing Prince William's engagement</i> | 11 | 24 | 27 | 37 | 1 |

**NO QUESTIONS PEW.2-PEW.3, PEW.6-PEW.7, PEW.10
PEW.4-PEW.5, PEW.8 HELD FOR FUTURE RELEASE****ASK ALL:**

On another subject...

PEW.9 How much of the live coverage of the George Zimmerman trial, if any, have you watched? **[READ IN ORDER]**Jul 11-14
2013

| | |
|----|----------------------------------|
| 7 | Almost all of it |
| 10 | A lot of it |
| 25 | Some of it |
| 25 | Hardly any of it |
| 33 | None of it |
| * | Don't know/Refused (VOL.) |

TREND FOR COMPARISON:

How much of the live coverage of the O.J. Simpson trial, if any, have you have watched?

| <u>Mar</u> <u>1995</u> | | <u>Feb</u> <u>1995</u> |
|---------------------------|----------------------------------|---------------------------|
| 11 | Almost all of it | 10 |
| 13 | A lot of it | 13 |
| 29 | Some of it | 29 |
| 31 | Hardly any of it | 31 |
| 16 | None of it | 17 |
| * | Don't know/Refused (VOL.) | * |

ASK IF EVER USE SOCIAL NETWORKING SITES OR TWITTER (60% OF ALL ADULTS):

PEW.11 How much have you seen or heard about [INSERT ITEM, RANDOMIZE] on Facebook, Twitter or other social networking sites? A lot, a little or nothing at all? What about [NEXT ITEM]? [REPEAT AS NECESSARY: How much have you seen or heard about [ITEM] on Facebook, Twitter or other social networking sites? A lot, a little or nothing at all?]

- a. The political situation in Egypt

| <i>BASED ON TOTAL</i> | <i>BASED ON SNS/ TWITTER USERS</i> | |
|---------------------------|--|-------------------------------------|
| Jul 11-14 | Jul 11-14 | |
| <u>2013</u> | <u>2013</u> | |
| 7 | 12 | A lot |
| 21 | 35 | A little |
| 31 | 52 | Nothing at all |
| * | 1 | Don't know/Refused (VOL.) |
| (40) | -- | <i>Do not use social networking</i> |

[N=1002]

[N=533]

- b. The plane crash in San Francisco

| <i>BASED ON TOTAL</i> | <i>BASED ON SNS/ TWITTER USERS</i> | |
|---------------------------|--|-------------------------------------|
| Jul 11-14 | Jul 11-14 | |
| <u>2013</u> | <u>2013</u> | |
| 13 | 22 | A lot |
| 22 | 37 | A little |
| 25 | 41 | Nothing at all |
| * | 1 | Don't know/Refused (VOL.) |
| (40) | -- | <i>Do not use social networking</i> |

[N=1002]

[N=533]

- c. The George Zimmerman trial

| <i>BASED ON TOTAL</i> | <i>BASED ON SNS/ TWITTER USERS</i> | |
|---------------------------|--|-------------------------------------|
| Jul 11-14 | Jul 11-14 | |
| <u>2013</u> | <u>2013</u> | |
| 17 | 28 | A lot |
| 19 | 32 | A little |
| 24 | 39 | Nothing at all |
| 1 | 1 | Don't know/Refused (VOL.) |
| (40) | -- | <i>Do not use social networking</i> |

[N=1002]

[N=533]

- d. Edward Snowden's effort to gain asylum in another country

| <i>BASED ON TOTAL</i> | <i>BASED ON SNS/ TWITTER USERS</i> | |
|---------------------------|--|-------------------------------------|
| Jul 11-14 | Jul 11-14 | |
| <u>2013</u> | <u>2013</u> | |
| 8 | 14 | A lot |
| 20 | 34 | A little |
| 31 | 52 | Nothing at all |
| * | 1 | Don't know/Refused (VOL.) |
| (40) | -- | <i>Do not use social networking</i> |

[N=1002]

[N=533]

PEW.11 CONTINUED...

e. The upcoming birth of Prince William and Kate Middleton's first baby

| <i>BASED ON TOTAL</i> | <i>BASED ON SNS/ TWITTER USERS</i> | |
|---------------------------|--|-------------------------------------|
| Jul 11-14 <u>2013</u> | Jul 11-14 <u>2013</u> | |
| 6 | 10 | A lot |
| 17 | 28 | A little |
| 37 | 61 | Nothing at all |
| 1 | 1 | Don't know/Refused (VOL.) |
| (40) | -- | <i>Do not use social networking</i> |
| [N=1002] | [N=533] | |