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Interview dates: September 21-25, 2007
Interviews: 1,317 adults; 1,053 registered voters; 368 Black adults;
631 Democrats/Lean Democrat; 420 Republican /Lean Republican
Margin of error: ± 2.7 for all adults; ± 3.0 for registered voters; ± 5.1 for Black adults
 ± 3.9 for Democrats; ± 4.8 for Republicans

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS PUBLIC AFFAIRS
PROJECT #81-5681-61**

O.J. SIMPSON STUDY

1. As you may know, authorities in Las Vegas recently charged O.J. Simpson with armed robbery, kidnapping, burglary, coercion, assault, and conspiracy. Do you think authorities in Las Vegas are treating O.J. Simpson fairly or unfairly when it comes to the recent charges against him?
Would you say he is being treated very (fairly/unfairly) or only somewhat (fairly/unfairly)?

	<u>9/21-25/07</u> <u>All Adults</u>	<u>9/21-25/07</u> <u>Black Only</u>
Very fairly	44	19
Somewhat fairly	27	24
Somewhat unfairly	10	21
Very unfairly	6	20
DK/NS	13	16
Very fairly / Somewhat fairly	71	43
Very unfairly / Somewhat unfairly	17	41

2. Based on what you know and have seen in the news about the most recent charges against him, do you feel sympathetic or unsympathetic towards O.J. Simpson?
Is that very (sympathetic/unsympathetic) or only somewhat (sympathetic/unsympathetic)?

	<u>9/21-25/07</u> <u>All Adults</u>	<u>9/21-25/07</u> <u>Black Only</u>
Very sympathetic	5	12
Somewhat sympathetic	13	25
Somewhat unsympathetic	24	26
Very unsympathetic	49	26
DK/NS	9	11
Very sympathetic / Somewhat sympathetic	18	37
Somewhat unsympathetic / Very unsympathetic	73	53

3a. Do you personally believe that these most recent charges against O.J. Simpson are true or not true?

[IF "True / Not true" TO Qu. 3a, ASK Qu. 3b; OTHERWISE, SKIP TO Qu. 4.]

3b. How sure are you that these charges are (true / not true)? Are you ...

	<u>9/21-25/07</u> <u>All Adults</u>	<u>9/21-25/07</u> <u>Black Only</u>
Recent charges are true (Extremely sure)	10	5
Recent charges are true (Very sure)	21	6
Recent charges are true (Somewhat sure)	27	21
Recent charges are true (Not sure at all)	8	9
Recent charges are not true (Extremely sure)	1	7
Recent charges are not true (Very sure)	2	7
Recent charges are not true (Somewhat sure)	8	15
Recent charges are not true (Not sure at all)	4	8
(DK/NS)	20	22
Total believe recent charges are true	65	41
Recent charges are true	30	10
(Extremely sure/ Very sure)		
Recent charges are true	35	31
(Somewhat sure/ Not sure at all)		
Total believe recent charges are not true	15	37
Recent charges are not true	3	13
(Extremely sure/ Very sure)		
Recent charges are not true	12	24
(Somewhat sure/ Not sure at all)		

4. Do you think O.J. Simpson will receive a fair trial, or not?

	<u>9/21-25/07</u> <u>All Adults</u>	<u>9/21-25/07</u> <u>Black Only</u>
Yes, Fair	68	36
No, not fair	24	55
DK/NS	8	9

5a. Do you personally believe that O.J. Simpson is guilty or not guilty of the murders of Nicole Brown Simpson and Ronald Goldman?

[IF “Guilty / Not guilty” TO Qu. 5a, ASK Qu. 5b; OTHERWISE, SKIP TO Qu. 6.]

5b. How sure are you that O.J. Simpson is (INSERT RESPONSE FROM Qu. 5a) of the murders of Nicole Brown Simpson and Ronald Goldman?

	<u>9/21-25/07</u> <u>All Adults</u>	<u>9/21-25/07</u> <u>Black Only</u>
Guilty of murders (Extremely sure)	19	6
Guilty of murders (Very sure)	22	8
Guilty of murders (Somewhat sure)	22	13
Guilty of murders (Not sure at all)	5	4
Not guilty of murders (Extremely sure)	3	9
Not guilty of murders (Very sure)	3	11
Not guilty of murders (Somewhat sure)	5	16
Not guilty of murders (Not sure at all)	4	11
(DK/NS)	17	23
Total believe guilty of murders	68	31
Guilty of murders (Extremely sure/ Very sure)	41	14
Guilty of murders (Somewhat sure/ Not at all sure)	27	17
Total believe not guilty of murders	15	46
Not guilty of murders (Extremely sure/ Very sure)	6	20
Not guilty of murders (Somewhat sure/ Not at all sure)	9	26

6. Are you interested in hearing more about O.J. Simpson, or are you tired of hearing about him?

	<u>9/21-25/07</u> <u>All Adults</u>	<u>9/21-25/07</u> <u>Black Only</u>
Interested in hearing more about him	9	9
Tired of hearing about him	86	86
DK/NS	5	5

PARTY AFFILIATION / IDEOLOGY

A. Are you currently registered to vote at this address, or not?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Yes	80	77
No.....	19	21
Refused/not sure	1	2

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Republican	20	5
Democrat	32	57
Independent	25	14
None of these (DK/NS)	21 2	23 1

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
- 2c. Do you lean strongly or only moderately toward the Republican Party?
- 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Strongly Democrat	18	44
Moderately Democrat	14	13
Lean Democrat	16	20
Strongly Republican	9	4
Moderately Republican	11	1
Lean Republican	12	4
Independent	18	13
(DK/NS)	2	1

Total Republican	32	9
Total Democrat.....	48	77

3. Generally speaking, do you consider yourself a liberal, moderate or conservative? **(IF "LIBERAL" OR "CONSERVATIVE", ASK:)** Would you say you are very (liberal/conservative) or somewhat (liberal/conservative)?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Very liberal	9	10
Somewhat liberal.....	16	22
Moderate	34	29
Somewhat conservative	22	16
Very conservative.....	14	12
Refused.....	5	11

Total Liberal.....	25	32
Total Conservative	36	28

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
18-34	30	36
35-49	26	26
50-64	27	24
65+	16	13
(DK/NS)	1	1

D2. Are you employed:

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
TOTAL EMPLOYED	61	48
Full time	51	38
Part time	10	10
Not employed	15	28
Retired	23	23
(DK/NS)	1	1

D3. What is the last year of school you completed?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Grade school or some high school	8	9
Completed high school	23	25
Some community college or university, did not finish	19	29
Completed technical school or a community college	13	9
Completed a university or Bachelor's degree	21	16
Completed a post-graduate degree such as a Master's or Ph.D.	15	11
(DK/NS)	1	1

D4. Are you currently married?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Yes	61	35
No	39	65
(DK/NS)	-	

D5. Including yourself and any children, how many people are currently living in your household?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
1	16	26
2	34	29
3	20	19
4	14	10
5	7	8
6+	7	6
(DK/NS)	2	2

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
ANY CHILDREN (NET)	39	33
Under 6	21	13
6-12	17	20
13-17	15	13
NO CHILDREN	59	64
(DK/NS)	2	3
Any children 12 or younger	32	27
Any children 6 to 17	26	26

D9a. Would you describe yourself as a born-again or evangelical Christian, or not?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Yes	38	54
No	59	44
(DK/NS)	3	2

D9b. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)**

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Protestant	44	56
Catholic	25	9
Mormon	1	-
Jewish	1	-
Muslim	-	1
Some other religion	4	5
None	22	24
(DK/NS)	3	5

Zz5b. How often do you attend religious services?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
At least once a week (Net)	39	52
More than once a week	14	18
Once a week	25	34
Less than once a week (Net)	38	37
A few times a month	14	19
A few times a year	24	18
Never	21	11
(DK/NS)	2	-

D12a. Are you of Hispanic ethnicity?

(Q.D12c ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D12a.)

D12b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
White	79	
Black	12	
Hispanic	13	
Asian	4	
(NOT READ) American	2	
Indian		
(NOT READ) Other	2	
(DK/NS)	2	

D13. Could you please tell me your household income from all sources in 2006?

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Under \$15,000	12	19
\$15,000 to less than \$20,000	4	10
\$20,000 to less than \$25,000	5	7
\$25,000 to less than \$30,000	4	5
\$30,000 to less than \$40,000	9	9
\$40,000 to less than \$50,000	9	9
\$50,000 to less than \$75,000	17	13
\$75,000 to less than \$100,000	9	6
\$100,000 or more	15	8
(DK/NS)	16	14

REGION:

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Northeast	19	18
Midwest	22	17
South	36	55
West	23	10

METROPOLITAN STATUS:

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Urban	30	51
Suburban	43	40
Rural	17	9

GENDER:

	<u>ALL ADULTS</u>	<u>BLACK ADULTS</u>
Male	48	45
Female	52	55