

## GALLUP NEWS SERVICE

### SEE SOMETHING, SAY SOMETHING CAMPAIGN

Results are based on telephone interviews with –1,019– national adults, aged 18+, conducted December 17-18, 2013. For results based on the total sample of National Adults, the margin of sampling error is  $\pm 4$  percentage points at the 95% confidence level.

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. On a different topic, have you personally heard the slogan, “If You See Something, Say Something,” or not?

	<u>Yes, have heard</u>	<u>No, have not heard</u>	<u>No opinion</u>
2013 Dec 17-18	45	54	1

2. *(Asked of those who have heard of the slogan)* And just from your own understanding, what specific type of activity do you think the slogan “See Something, Say Something” is aimed at preventing? [OPEN-ENDED]

**BASED ON --472-- WHO HAVE HEARD THE SLOGAN; ±5 PCT PTS**

	<u>Terrorism</u>	<u>Crime</u>	<u>Other</u>	<u>No opinion</u>
2013 Dec 17-18	29	28	37	6

**COMBINED RESULTS (Q.1/2): BASED ON NATIONAL ADULTS**

		<i>2013 Dec 17-18</i>
<b>Yes, have heard slogan</b>		<b>45</b>
	<i>(Designed to prevent terrorism)</i>	<i>(13)</i>
	<i>(Designed to prevent crime)</i>	<i>(12)</i>
	<i>(Designed to prevent other activity)</i>	<i>(17)</i>
	<i>(Unsure)</i>	<i>(3)</i>
<b>Have not heard slogan</b>		<b>55</b>