

GALLUP NEWS SERVICE
JUNE WAVE 1
BLACK/HISPANIC OVERSAMPLE

-- FINAL TOPLINE --

Timberline: 937614
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Princeton Job #: 21-06-008

June 1-July 5, 2021

Results are based on telephone interviews conducted June 1-July 5, 2021 with a random sample of **-1,381—** adults, ages 18+, living in all 50 U.S. states and the District of Columbia, including oversamples of Black and Hispanic adults. The total sample is weighted to represent racial and ethnic groups proportionately to their share of the U.S. population. For results based on this sample of national adults, the margin of sampling error is ± 3 percentage points at the 95% confidence level.

For results based on sample of **-749--** non-Hispanic white adults, the maximum margin of sampling error is ± 5 percentage points.

For results based on sample of **-275--** non-Hispanic black adults, the maximum margin of sampling error is ± 7 percentage points.

For results based on sample of **-302--** Hispanic adults, the maximum margin of sampling error is ± 7 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 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata (national sample) and Marketing Systems Group (Black and Hispanic oversamples). Landline respondents are chosen at random within each household on the basis of which member has the next 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 and cell phone mostly). Demographic weighting targets are based on the March 2019 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2020 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. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

24. The terms “Black” and “African American” are both used to refer to this racial subgroup of Americans. Which term do you think should generally be used -- Black, African-American, another term, or does it not matter to you either way?

BASED ON – 275 – NON-HISPANIC BLACK ADULTS

	<u>2021 Jun 1-Jul 5</u>
Black	17
African-American	17
Another term/Other	6
Does not matter	58
No opinion	2

25. *(Asked of those with no preference for Black or African-American as the racial group description)* If you had to choose, which term do you lean toward -- "African-American" or "Black"?

COMBINED RESULTS (Q.24/25): BASED ON BLACK ADULTS

	<u>Black</u>	<u>African-American</u>	<u>No opinion</u>
2021 Jun 1-Jul 5	52	44	4

27. The terms “Hispanic,” “Latino,” and “LatinX” are used to refer to this ethnic subgroup of Americans. Which term do you think should generally be used – Hispanic, Latino, LatinX, another term, or does it not matter to you either way?

BASED ON – 302 –HISPANIC ADULTS

	<u>2021 Jun 1-Jul 5</u>
Hispanic	23
Latino	15
Latinx	4
Another term/Other	1
Does not matter	57
No opinion	*

28. *(Asked of those with no preference for Hispanic, Latino or LatinX as the ethnic group description)* If you had to choose, which term do you lean toward – Hispanic, Latino or LatinX?

COMBINED RESULTS (Q.27/28): BASED ON HISPANIC ADULTS

	<u>Hispanic</u>	<u>Latino</u>	<u>Latinx</u>	<u>No opinion</u>
2021 Jun 1-Jul 5	57	37	5	2