

**GALLUP NEWS SERVICE**

**JUNE WAVE 1**

**BLACK/HISPANIC OVERSAMPLE**

**-- FINAL TOPLINE --**

Timberline: 937614  
T: 442,443  
Princeton Job #: 21-06-008

June 1-July 5, 2021

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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  $\pm 3$  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  $\pm 5$  percentage points.

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

For results based on sample of 302-- Hispanic adults, the maximum margin of sampling error is  $\pm 7$  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

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