August 27 - 31, 2015



1. Watch VideoTwo television journalists were shot this week while appearing on live television. Did you watch the video of the incident?

		Ge	nder		Α	ge	Party ID - 3 Point			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes, including the										
shooting itself	25%	30%	20%	31%	27%	22%	19%	26%	22%	29%
Yes, but not including										
the shooting itself	24%	21%	26%	12%	16%	29%	39%	29%	19%	25%
No, but I heard about										
the story	39%	38%	40%	34%	40%	44%	33%	38%	40%	37%
No, and I hadn't heard										
about the story	13%	11%	14%	23%	17%	5%	9%	7%	18%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(476)	(522)	(182)	(264)	(375)	(177)	(348)	(418)	(232)

			Race			Household Income					Region				
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West			
Yes, including the															
shooting itself	25%	23%	21%	36%	23%	26%	32%	19%	19%	24%	27%	26%			
Yes, but not including															
the shooting itself	24%	26%	18%	18%	26%	19%	18%	32%	29%	20%	23%	26%			
No, but I heard about															
the story	39%	41%	30%	35%	34%	46%	49%	33%	38%	45%	36%	40%			
No, and I hadn't heard															
about the story	13%	10%	31%	11%	17%	9%	2%	16%	14%	11%	15%	8%			
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
(Unweighted N)	(998)	(757)	(108)	(133)	(455)	(275)	(139)	(129)	(155)	(223)	(413)	(207)			

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2. Should Report on Incident

How do you think media outlets should report on a video that shows people being killed?

		Ge	nder		Α	ge		Party ID - 3 Point			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	
They should show the											
full video	26%	33%	20%	34%	24%	24%	24%	29%	27%	22%	
They should only show											
less graphic parts of											
the video	33%	27%	38%	32%	28%	35%	36%	38%	29%	34%	
They shouldn't show											
the video at all	25%	27%	23%	17%	28%	27%	25%	23%	23%	30%	
Not sure	16%	13%	18%	17%	19%	13%	15%	10%	21%	14%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(993)	(475)	(518)	(181)	(264)	(374)	(174)	(346)	(416)	(231)	

	·		Race			Househol	d Income		Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
They should show the												
full video	26%	26%	30%	27%	27%	25%	24%	28%	25%	25%	28%	25%
They should only show												
less graphic parts of												
the video	33%	34%	26%	35%	33%	33%	36%	29%	28%	38%	32%	33%
They shouldn't show												
the video at all	25%	27%	21%	20%	24%	29%	24%	24%	33%	27%	21%	25%
Not sure	16%	14%	23%	18%	16%	13%	17%	19%	15%	10%	19%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(753)	(108)	(132)	(453)	(273)	(139)	(128)	(155)	(223)	(409)	(206)

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3. Social Media Action

How do you think social media sites like Facebook or Twitter should handle it if a user uploads a video that shows people being killed?

		Gender			Α	ge	Party ID - 3 Point			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
They should allow the										
video to stay up	26%	34%	18%	33%	29%	22%	21%	27%	27%	23%
They should delete the										
video	51%	48%	54%	40%	45%	58%	57%	54%	44%	61%
Not sure	23%	18%	28%	28%	26%	20%	21%	19%	30%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(476)	(521)	(181)	(264)	(375)	(177)	(347)	(418)	(232)

			Race			Househol	Region					
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
They should allow the												
video to stay up	26%	27%	18%	26%	24%	27%	26%	31%	27%	26%	25%	27%
They should delete the												
video	51%	53%	42%	49%	48%	58%	52%	46%	51%	53%	51%	49%
Not sure	23%	20%	39%	25%	28%	15%	22%	24%	23%	21%	24%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(757)	(107)	(133)	(455)	(274)	(139)	(129)	(156)	(222)	(412)	(207)

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4. Disrespectful or Not

Which comes closer to your view about watching a video that shows people being killed?

		Ge	Gender		Α	ge	Party ID - 3 Point			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
It is disrespectful to the										
victims	53%	46%	58%	43%	45%	61%	58%	59%	45%	58%
It is NOT disrespectful										
to the victims	27%	34%	20%	34%	28%	22%	24%	25%	27%	27%
Not sure	21%	20%	22%	24%	27%	16%	17%	15%	28%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(477)	(521)	(182)	(264)	(375)	(177)	(348)	(418)	(232)

	Race					Househol	Region					
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
It is disrespectful to the												
victims	53%	54%	44%	49%	52%	56%	54%	47%	57%	57%	49%	51%
It is NOT disrespectful												
to the victims	27%	29%	21%	18%	25%	27%	28%	30%	25%	26%	24%	32%
Not sure	21%	17%	34%	33%	24%	17%	18%	23%	18%	17%	26%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(757)	(107)	(134)	(456)	(274)	(139)	(129)	(156)	(223)	(411)	(208)