

AMANDA KNOX

Britons and Americans Disagree on Amanda Knox Conviction

People in Great Britain believe a fair trial is possible in Italy, while those in the United States are not convinced.

[LONDON – Dec. 11, 2009] – The conviction of American student Amanda Knox in an Italian court has been met with a very different reaction in Britain and the United States, a new two-country Angus Reid Public Opinion poll has found.

The online survey of representative national samples shows that people in the United States do not believe that Knox got a fair trial, while those in Britain are more likely to state that the process was impartial.

Earlier this month, Knox—a 20-year-old American student charged with the murder of British student Meredith Kercher in Italy—was convicted and sentenced to 26 years in prison. The trial was the subject of massive media coverage in Italy.

On both sides of the Atlantic, the level of interest in this story is high. More than third of people in the U.S. (35%) and Britain (36%) have followed the Knox case very or moderately closely, and less than a third (29% in the U.S., 22% in Britain) have not followed it at all.

While 49 per cent of respondents in Britain think a person would get a fair trial in Italy, only 29 per cent of Americans concur. In fact, Americans are clearly more likely than Britons to believe that a trial in Italy would be unfair (30% to 15%).

While half of Britons (49%) believe that Amanda Knox got a fair trial in Italy, only one-in-four Americans (25%) concur. Americans are three times more likely than Britons to believe that Knox did not get a fair trial.

KEY FINDINGS

- **49% in Britain believe Amanda Knox got a fair trial; only 25% in the U.S. concur**

Full topline results are at the end of this release.



From December 8 to December 10, 2009, Angus Reid Public Opinion conducted an online survey among 1,001 American adults who are Springboard America panelists, and 2,002 British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 3.1% for the United States, and 2.2 per cent for Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of the US and Great Britain. Discrepancies in or between totals are due to rounding.

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Amanda Knox

We'd like to ask you some questions about the justice systems in several countries. From what you have seen, read or heard, do you think a person would get a fair trial or an unfair trial in each of these countries? - Italy



	UNITED STATES 	GREAT BRITAIN 
A fair trial	29%	49%
An unfair trial	30%	15%
Not sure	40%	36%

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Amanda Knox

As you may know, the trial of Amanda Knox—a 20-year-old American student charged with the murder of British student Meredith Kercher in Italy—concluded last week. Have you followed this story in the media?



	UNITED STATES 	GREAT BRITAIN 
Yes, very closely	11%	8%
Yes, moderately closely	24%	28%
Yes, but not too closely	35%	42%
No, I have not followed this story at all	29%	22%

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Amanda Knox

Amanda Knox was convicted and sentenced to 26 years in prison. From what you have seen, read or heard about the case, do you think she got a fair trial?

	UNITED STATES 	GREAT BRITAIN 
Yes	25%	49%
No	32%	11%
Not sure	43%	40%

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Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://bit.ly/4zxf1S>

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

More information on the way Angus Reid conducts public opinion research can be found at <http://bit.ly/3z0u1l>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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