

June 2007

# Robert Pickton Trial

## Omnibus Survey Results



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MARKET RESEARCH



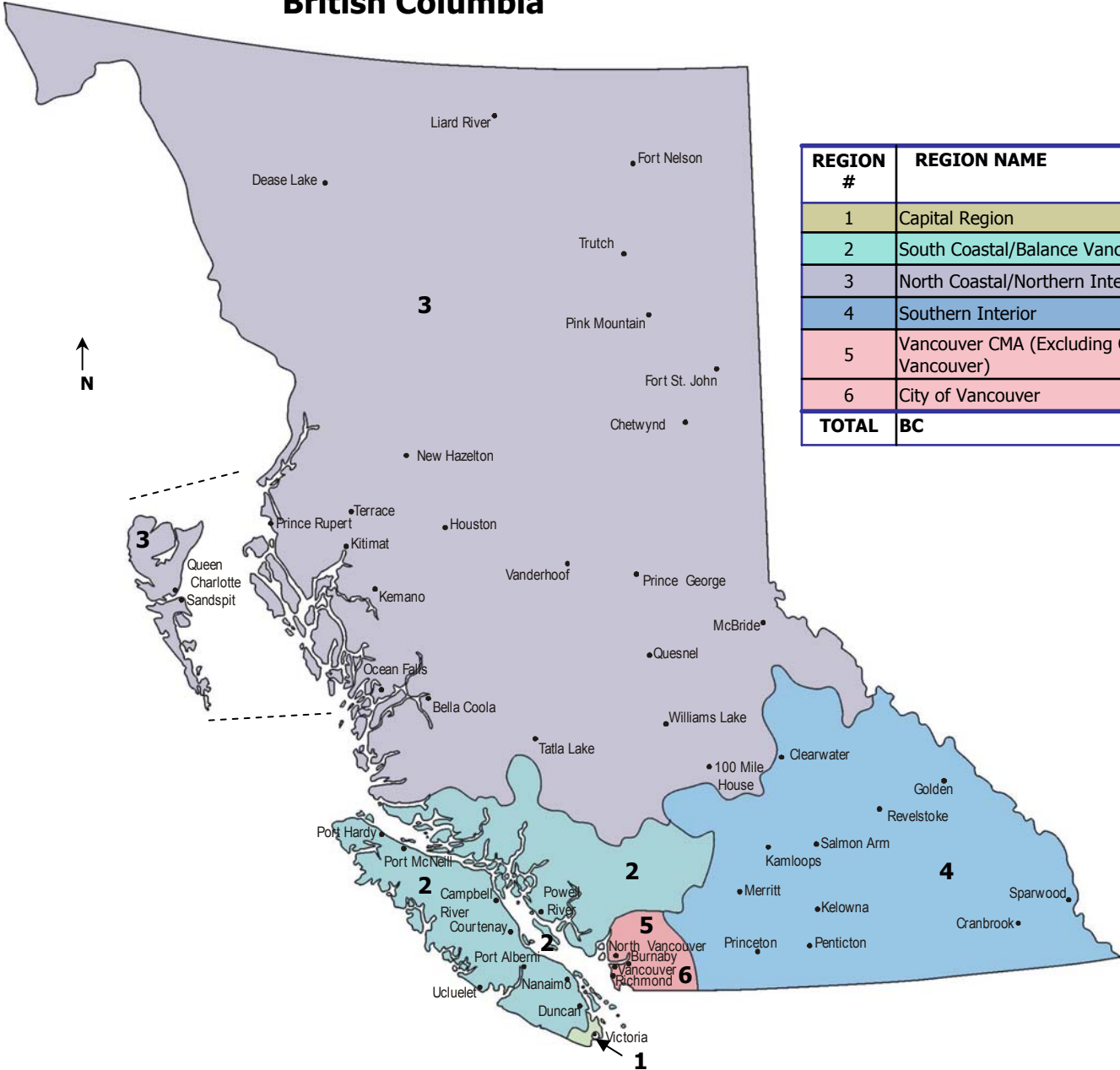
## ➤ Introduction

- 852 telephone interviews with BC adults, 18 years and over
- Margin of error:  $\pm 3.4\%$  at 95% confidence level in the most conservative case; 6 percentage point spread required between measures
- Industry-standard, multi-stage random selection techniques employed
- Regional quotas ensure the population is represented according to its actual distribution
- At tabulation stage, weighting adjustments bring basic characteristics of age, gender and region into their correct known proportions based on Statistics Canada population figures
- Interviewing conducted May 30<sup>th</sup> to June 10<sup>th</sup>, 2007

# British Columbia



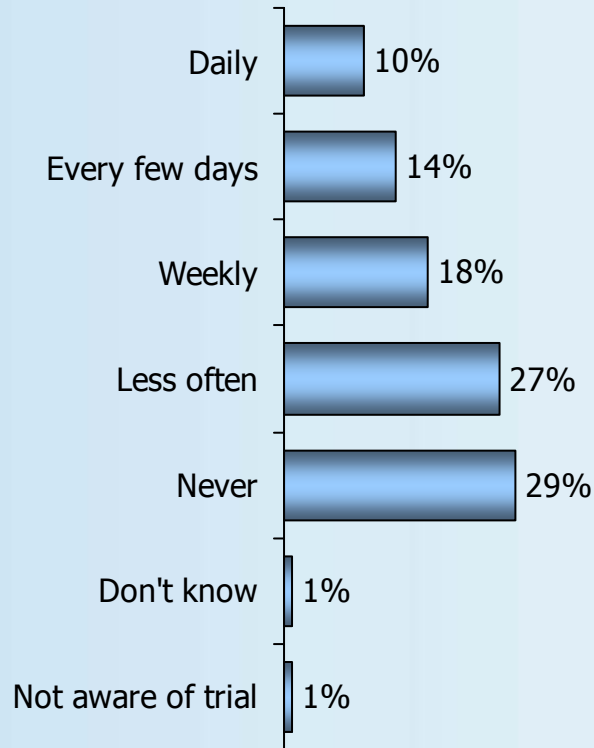
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| REGION #     | REGION NAME                                 | % OF POPULATION | SAMPLE SIZE (n) |
|--------------|---|-----------------|-----------------|
| 1            | Capital Region                              | 8.7%            | 70              |
| 2            | South Coastal/Balance Vancouver Island      | 10.6%           | 85              |
| 3            | North Coastal/Northern Interior             | 7.9%            | 63              |
| 4            | Southern Interior                           | 21.4%           | 173             |
| 5            | Vancouver CMA (Excluding City of Vancouver) | 36.4%           | 293             |
| 6            | City of Vancouver                           | 15.0%           | 121             |
| <b>TOTAL</b> | <b>BC</b>                                   | <b>100%</b>     | <b>800</b>      |



## ➤ How Often Access Information About the Trial

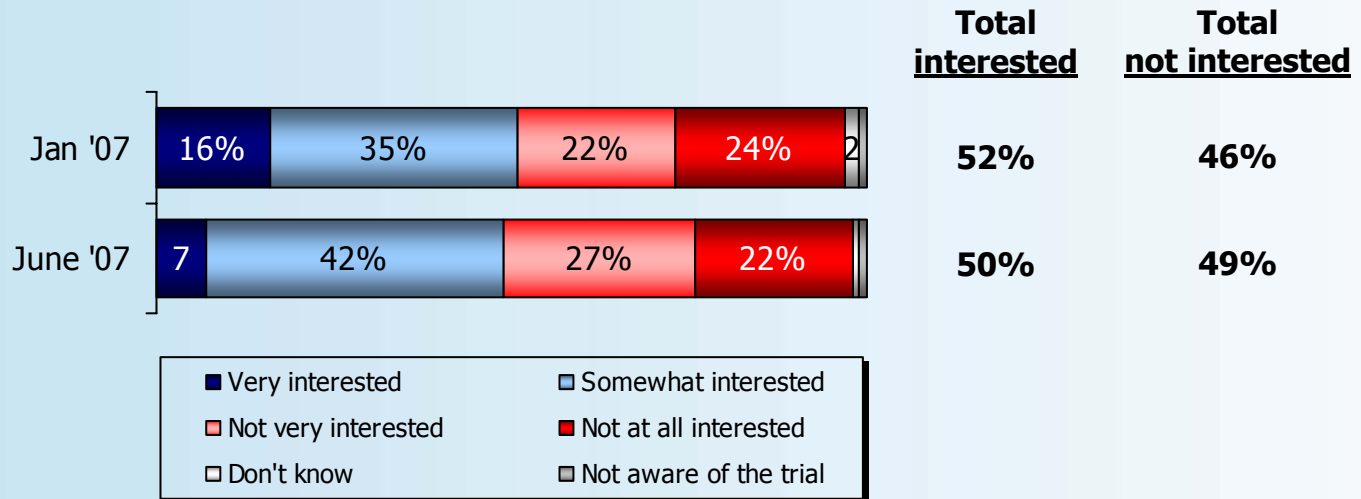


*Base: Total June '07 (n=852)*

*Q.1) The Pickton trial for the murders of 6 women began 6 months ago. How often do you access information about the trial?*



## ➤ Level of Interest in Robert Pickton Trial



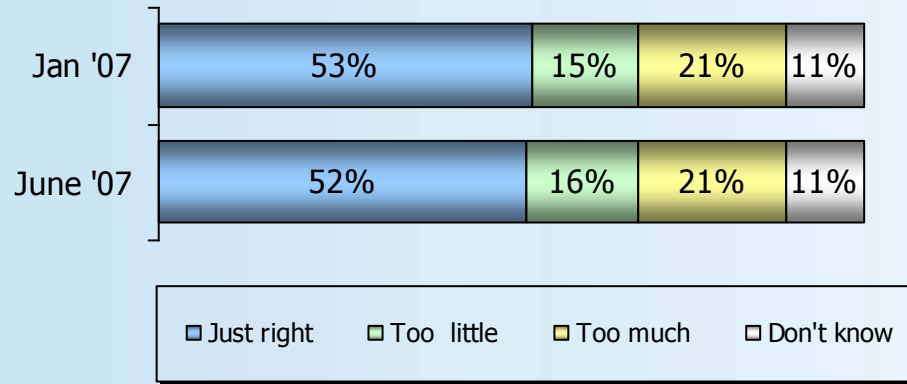
Base: Total Jan '07 (n=806), June '07 (n=852)

Jan '07: Q.1) The criminal trial against Robert Pickton for the murders of 6 women begins in January. How interested are you in the details of the trial?

June '07: Q.2) How would you describe your interest in the details of the trial?



## ➤ Amount of Media Coverage in Relation to Importance of Case

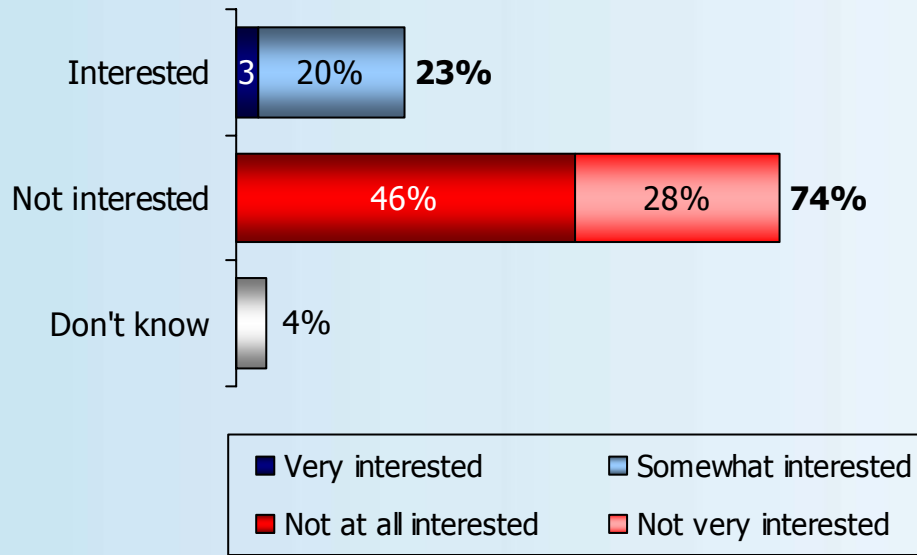


*Base: Total aware of trial Jan '07 (n=795), June '07 (n=847)*

*Q.3) How much detail and coverage do you think the media has been providing in relationship to the importance of the case?*



## ➤ Interest in Other Types of Information Related to the Trial



Base: Total aware of trial June '07 (n=847)

Q.4) New kinds of content on the trial are available on the internet, including commentary from sex trade workers and blogs from average citizens. How would you describe your interest in this type of information related to the trial?



## ➤ Distribution of Interviews

|                                | <b><u>Total June '07</u></b><br><b>(852)</b><br><b>%</b> |
|--------------------------------|--|
| <b>Gender</b>                  |  |
| Male                           | 49   |
| Female                         | 52   |
| <b>Age</b>                     |  |
| 18 – 24                        | 12   |
| 25 – 34                        | 17   |
| 35 – 44                        | 22   |
| 45 – 54                        | 20   |
| 55 – 64                        | 13   |
| 65+                            | 18   |
| <b>Region</b>                  |  |
| Capital Region                 | 9  |
| South Coast/ Balance of Island | 11   |
| North Coast/ Interior          | 8  |
| South Interior                 | 21   |
| Balance of Vancouver CMA       | 36   |
| City of Vancouver              | 15   |



# Questionnaire



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June 2007 Omni – Mary Lynn Young  
(A602) n=850 Province Wide + all oversamples  
May 29<sup>th</sup>, 2007  
FINAL Questionnaire

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On another topic.....

1. The Pickton trail for the murders of 6 women began 6 months ago. How often do you access information about the trial? Would you say.....

|   |  |
|---|--|
| Daily                                     |  |
| Every few days                            |  |
| Weekly                                    |  |
| Less Often, or                            |  |
| Never                                     |  |
| NOT AWARE OF TRIAL → SKIP TO NEXT SECTION |  |
| DK / REF                                  |  |

2. How would you describe your interest in the details of the trial? Are you...

|   |  |
|---|--|
| Very interested                                   |  |
| Somewhat interested                               |  |
| Not very interested, or                           |  |
| Not at all interested in the details of the trial |  |
| DK / REF  |  |

3. How much detail and coverage do you think the media has been providing in relationship to the importance of the case? Would you say...

|                |  |
|----------------|--|
| Just right     |  |
| Too little, or |  |
| Too much       |  |
| DK / REF       |  |

4. New kinds of news content on the trial are available on the Internet, including commentary from sex trade workers and blogs from average citizens. How would you describe your interest in this type of information related to the trial? Are you...

|   |  |
|---|--|
| Very interested                                   |  |
| Somewhat interested                               |  |
| Not very interested, or                           |  |
| Not at all interested in this type of information |  |
| DK / REF  |  |



# Computer Tables



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MARKET RESEARCH

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1. THE PICKTON TRIAL FOR THE MURDERS OF 6 WOMEN BEGAN 6 MONTHS AGO. HOW OFTEN DO YOU ACCESS INFORMATION ABOUT THE TRIAL?

|                             | GENDER   |          | AGE         |             |           | HOUSEHOLD COMPOSITION |                    |          | CHILDREN UNDER 18 AT HOME |          | EDUCATION    |           | HOUSEHOLD INCOME |          | EMPLOYED |          |          |
|-----------------------------|----------|----------|-------------|-------------|-----------|-----------------------|--------------------|----------|---------------------------|----------|--------------|-----------|------------------|----------|----------|----------|----------|
|                             | MALE     | FEMALE   | 18-34 YEARS | 35-54 YEARS | 55+ YEARS | SINGLE NO CHILDREN    | COUPLE NO CHILDREN | FAMILY   | YES                       | NO       | H.S. OR LESS | POST H.S. | <5K              | \$5K+    | YES      | NO       |          |
|                             | <u>A</u> | <u>B</u> | <u>C</u>    | <u>D</u>    | <u>E</u>  | <u>F</u>              | <u>G</u>           | <u>H</u> | <u>I</u>                  | <u>J</u> | <u>K</u>     | <u>L</u>  | <u>M</u>         | <u>N</u> | <u>O</u> | <u>P</u> | <u>Q</u> |
| TOTAL INTERVIEWS (ACTUAL)   | 852      | 408      | 444         | 227         | 333       | 291                   | 288                | 242      | 315                       | 264      | 584          | 272       | 578              | 324      | 409      | 523      | 327      |
| TOTAL INTERVIEWS (WEIGHTED) | 852      | 413      | 439         | 243         | 352       | 256                   | 268                | 244      | 334                       | 281      | 568          | 293       | 558              | 322      | 418      | 535      | 314      |
|                             | 100.0    | 100.0    | 100.0       | 100.0       | 100.0     | 100.0                 | 100.0              | 100.0    | 100.0                     | 100.0    | 100.0        | 100.0     | 100.0            | 100.0    | 100.0    | 100.0    | 100.0    |
| DAILY                       | 87       | 49       | 39          | 19          | 27        | 41                    | 30                 | 31       | 25                        | 20       | 67           | 28        | 59               | 33       | 38       | 41       | 46       |
|                             | 10.2     | 11.8     | 8.8         | 7.7         | 7.8       | 16.1                  | 11.3               | 12.9     | 7.4                       | 7.2      | 11.8         | 9.5       | 10.6             | 10.3     | 9.0      | 7.7      | 14.6     |
| EVERY FEW DAYS              | 121      | 64       | 57          | 20          | 44        | 57                    | 46                 | 35       | 36                        | 31       | 89           | 45        | 75               | 49       | 49       | 69       | 51       |
|                             | 14.2     | 15.6     | 12.9        | 8.0         | 12.6      | 22.3                  | 17.2               | 14.5     | 10.9                      | 11.1     | 15.6         | 15.5      | 13.5             | 15.2     | 11.6     | 12.8     | 16.2     |
| WEEKLY                      | 152      | 90       | 63          | 48          | 69        | 35                    | 36                 | 47       | 70                        | 55       | 97           | 50        | 103              | 51       | 94       | 106      | 47       |
|                             | 17.9     | 21.8     | 14.3        | 19.7        | 19.6      | 13.9                  | 13.3               | 19.4     | 20.8                      | 19.7     | 17.1         | 17.0      | 18.4             | 15.7     | 22.4     | 19.8     | 14.9     |
| LESS OFTEN, OR              | 230      | 97       | 133         | 70          | 101       | 58                    | 72                 | 61       | 95                        | 81       | 147          | 91        | 139              | 85       | 115      | 151      | 77       |
|                             | 27.0     | 23.5     | 30.2        | 28.9        | 28.8      | 22.7                  | 27.0               | 25.1     | 28.4                      | 28.8     | 26.0         | 30.9      | 24.9             | 26.3     | 27.4     | 28.3     | 24.5     |
| NEVER                       | 245      | 106      | 140         | 82          | 102       | 60                    | 76                 | 68       | 101                       | 87       | 157          | 73        | 171              | 97       | 118      | 158      | 88       |
|                             | 28.8     | 25.6     | 31.8        | 33.5        | 29.1      | 23.6                  | 28.3               | 27.8     | 30.1                      | 31.0     | 27.7         | 25.0      | 30.6             | 30.2     | 28.1     | 29.5     | 27.9     |
| DON'T KNOW                  | 11       | 6        | 5           | 1           | 7         | 3                     | 3                  | 1        | 7                         | 6        | 5            | 4         | 7                | 4        | 5        | 8        | 3        |
|                             | 1.3      | 1.5      | 1.1         | 0.3         | 2.1       | 1.1                   | 1.1                | 0.3      | 2.1                       | 2.0      | 0.9          | 1.4       | 1.2              | 1.2      | 1.2      | 1.5      | 0.9      |
| NOT AWARE OF TRIAL          | 6        | 1        | 4           | 5           | -         | 1                     | 5                  | -        | 1                         | 1        | 5            | 2         | 3                | 3        | 2        | 2        | 3        |
|                             | 0.6      | 0.3      | 1.0         | 1.9         | -         | 0.3                   | 1.8                | -        | 0.2                       | 0.2      | 0.9          | 0.7       | 0.6              | 1.0      | 0.4      | 0.4      | 1.1      |

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

1. THE PICKTON TRIAL FOR THE MURDERS OF 6 WOMEN BEGAN 6 MONTHS AGO. HOW OFTEN DO YOU ACCESS INFORMATION ABOUT THE TRIAL?

|                             | GVRD         |                    |                           |                      | OUTSIDE GVRD          |                        |                                 |                               |                           |
|-----------------------------|--------------|--------------------|---------------------------|----------------------|-----------------------|------------------------|---------------------------------|-------------------------------|---------------------------|
|                             | TOTAL<br>A   | TOTAL<br>GVRD<br>B | CITY OF<br>VANCOUVER<br>C | REST OF<br>GVRD<br>D | TOTAL<br>OUTSIDE<br>E | CAPITAL<br>REGION<br>F | SOUTH COAST<br>BAL. ISLAND<br>G | NORTH COAST<br>/INTERIOR<br>H | SOUTHERN<br>INTERIOR<br>I |
| TOTAL INTERVIEWS (ACTUAL)   | 852          | 509                | 150                       | 359                  | 343                   | 144                    | 52                              | 39                            | 108                       |
| TOTAL INTERVIEWS (WEIGHTED) | 852<br>100.0 | 438<br>100.0       | 128<br>100.0              | 310<br>100.0         | 414<br>100.0          | 74<br>100.0            | 90<br>100.0                     | 67<br>100.0                   | 182<br>100.0              |
| DAILY                       | 87<br>10.2   | 56<br>12.7 E       | 14<br>10.9                | 42<br>13.5 HI        | 31<br>7.6             | 5<br>6.9               | 11<br>11.6                      | 3<br>4.9                      | 13<br>6.9                 |
| EVERY FEW DAYS              | 121<br>14.2  | 63<br>14.3         | 20<br>15.6                | 43<br>13.8           | 58<br>14.0            | 7<br>10.1              | 15<br>17.1                      | 7<br>10.2                     | 28<br>15.5                |
| WEEKLY                      | 152<br>17.9  | 84<br>19.2         | 26<br>20.2                | 58<br>18.9           | 68<br>16.5            | 12<br>16.0             | 14<br>15.7                      | 14<br>21.0                    | 28<br>15.4                |
| LESS OFTEN, OR              | 230<br>27.0  | 100<br>22.8        | 31<br>24.2                | 69<br>22.3           | 130<br>31.3 B         | 20<br>26.3             | 21<br>23.6                      | 20<br>30.2                    | 69<br>37.7 CDG            |
| NEVER                       | 245<br>28.8  | 128<br>29.2        | 34<br>26.2                | 94<br>30.5 I         | 117<br>28.4           | 27<br>37.0 I           | 27<br>30.3                      | 23<br>33.8                    | 40<br>21.9                |
| DON'T KNOW                  | 11<br>1.3    | 5<br>1.1           | 2<br>1.9                  | 2<br>0.7             | 6<br>1.5              | 3<br>3.7 D             | -                               | -                             | 3<br>1.9                  |
| NOT AWARE OF TRIAL          | 6<br>0.6     | 3<br>0.6           | 1<br>1.1                  | 1<br>0.4             | 3<br>0.7              | -                      | 2<br>1.7                        | -                             | 1<br>0.8                  |

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI  
 Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

2. HOW WOULD YOU DESCRIBE YOUR INTEREST IN THE DETAILS OF THE TRIAL?

|   | GENDER |       |        | AGE         |             |           | HOUSEHOLD COMPOSITION |                    |         | CHILDREN UNDER 18 AT HOME |        | EDUCATION    |           | HOUSEHOLD INCOME |        | EMPLOYED |       |
|---|--------|-------|--------|-------------|-------------|-----------|-----------------------|--------------------|---------|---------------------------|--------|--------------|-----------|------------------|--------|----------|-------|
|   | TOTAL  | MALE  | FEMALE | 18-34 YEARS | 35-54 YEARS | 55+ YEARS | SINGLE NO CHILDREN    | COUPLE NO CHILDREN | FAMILY  | YES                       | NO     | H.S. OR LESS | POST H.S. | <55K             | \$55K+ | YES      | NO    |
|   | A      | B     | C      | D           | E           | F         | G                     | H                  | I       | J                         | K      | L            | M         | N                | O      | P        | Q     |
| TOTAL INTERVIEWS (ACTUAL)                         | 852    | 408   | 444    | 227         | 333         | 291       | 288                   | 242                | 315     | 264                       | 584    | 272          | 578       | 324              | 409    | 523      | 327   |
| TOTAL INTERVIEWS (WEIGHTED)                       | 852    | 413   | 439    | 243         | 352         | 256       | 268                   | 244                | 334     | 281                       | 568    | 293          | 558       | 322              | 418    | 535      | 314   |
|   | 100.0  | 100.0 | 100.0  | 100.0       | 100.0       | 100.0     | 100.0                 | 100.0              | 100.0   | 100.0                     | 100.0  | 100.0        | 100.0     | 100.0            | 100.0  | 100.0    | 100.0 |
| VERY INTERESTED                                   | 63     | 26    | 38     | 13          | 28          | 22        | 22                    | 17                 | 24      | 18                        | 45     | 25           | 39        | 23               | 26     | 32       | 31    |
|   | 7.4    | 6.2   | 8.6    | 5.5         | 7.9         | 8.6       | 8.2                   | 6.9                | 7.3     | 6.4                       | 8.0    | 8.5          | 6.9       | 7.2              | 6.1    | 6.0      | 9.9 P |
| SOMEWHAT INTERESTED                               | 361    | 185   | 176    | 99          | 148         | 113       | 117                   | 114                | 123     | 105                       | 253    | 132          | 229       | 138              | 178    | 231      | 126   |
|   | 42.3   | 44.8  | 40.0   | 40.6        | 42.0        | 44.1      | 43.7                  | 46.9 I             | 37.0    | 37.5                      | 44.5   | 45.0         | 41.0      | 42.9             | 42.5   | 43.3     | 40.2  |
| NOT VERY INTERESTED                               | 227    | 113   | 114    | 84          | 95          | 48        | 72                    | 47                 | 108     | 93                        | 134    | 69           | 157       | 84               | 122    | 153      | 73    |
|   | 26.6   | 27.4  | 25.9   | 34.5        | 26.9 F      | 18.9      | 26.7 H                | 19.2               | 32.4 H  | 33.1 K                    | 23.6   | 23.6         | 28.2      | 26.0             | 29.2   | 28.6     | 23.4  |
| NOT AT ALL INTERESTED IN THE DETAILS OF THE TRIAL | 187    | 86    | 101    | 42          | 76          | 69        | 48                    | 63                 | 75      | 62                        | 124    | 60           | 126       | 72               | 86     | 111      | 77    |
|   | 22.0   | 20.9  | 22.9   | 17.4        | 21.6        | 26.9 D    | 17.9                  | 25.9 G             | 22.5    | 22.1                      | 21.9   | 20.5         | 22.6      | 22.3             | 20.6   | 20.7     | 24.4  |
| DON'T KNOW  | 9      | 2     | 7      | -           | 5           | 3         | 4                     | 3                  | 2       | 2                         | 7      | 5            | 4         | 2                | 5      | 5        | 3     |
|   | 1.0    | 0.4   | 1.6    | -           | 1.5         | 1.3       | 1.6                   | 1.0                | 0.5     | 0.6                       | 1.2    | 1.7          | 0.6       | 0.6              | 1.3    | 1.0      | 1.0   |
| -----   |        |       |        |             |             |           |                       |                    |         |                           |        |              |           |                  |        |          |       |
| TOTAL INTERESTED                                  | 424    | 210   | 213    | 112         | 176         | 135       | 139                   | 131                | 148     | 123                       | 298    | 157          | 267       | 161              | 204    | 264      | 157   |
|   | 49.7   | 51.0  | 48.6   | 46.1        | 50.0        | 52.7      | 51.9                  | 53.8 I             | 44.3    | 43.9                      | 52.4 J | 53.5         | 47.9      | 50.1             | 48.6   | 49.3     | 50.1  |
| TOTAL NOT INTERESTED                              | 414    | 199   | 214    | 126         | 171         | 117       | 120                   | 110                | 184     | 155                       | 258    | 129          | 283       | 156              | 208    | 264      | 150   |
|   | 48.6   | 48.3  | 48.8   | 51.9        | 48.5        | 45.7      | 44.6                  | 45.2               | 55.0 GH | 55.2 K                    | 45.5   | 44.1         | 50.8      | 48.3             | 49.7   | 49.3     | 47.8  |
| NOT AWARE OF TRIAL                                | 6      | 1     | 4      | 5           | -           | 1         | 5                     | -                  | 1       | 1                         | 5      | 2            | 3         | 3                | 2      | 2        | 3     |
|   | 0.6    | 0.3   | 1.0    | 1.9         | -           | 0.3       | 1.8 I                 | -                  | 0.2     | 0.2                       | 0.9    | 0.7          | 0.6       | 1.0              | 0.4    | 0.4      | 1.1   |

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

2. HOW WOULD YOU DESCRIBE YOUR INTEREST IN THE DETAILS OF THE TRIAL?

|  | GVRD         |                    |                           |                      | OUTSIDE GVRD          |                        |                                 |                               |                           |
|--|--------------|--------------------|---------------------------|----------------------|-----------------------|------------------------|---------------------------------|-------------------------------|---------------------------|
|  | TOTAL<br>A   | TOTAL<br>GVRD<br>B | CITY OF<br>VANCOUVER<br>C | REST OF<br>GVRD<br>D | TOTAL<br>OUTSIDE<br>E | CAPITAL<br>REGION<br>F | SOUTH COAST<br>BAL. ISLAND<br>G | NORTH COAST<br>/INTERIOR<br>H | SOUTHERN<br>INTERIOR<br>I |
| TOTAL INTERVIEWS (ACTUAL)                            | 852          | 509                | 150                       | 359                  | 343                   | 144                    | 52                              | 39                            | 108                       |
| TOTAL INTERVIEWS (WEIGHTED)                          | 852<br>100.0 | 438<br>100.0       | 128<br>100.0              | 310<br>100.0         | 414<br>100.0          | 74<br>100.0            | 90<br>100.0                     | 67<br>100.0                   | 182<br>100.0              |
| VERY INTERESTED                                      | 63<br>7.4    | 40<br>9.1          | 12<br>9.6                 | 28<br>8.9            | 24<br>5.7             | 5<br>6.4               | 7<br>8.0                        | 2<br>2.5                      | 10<br>5.4                 |
| SOMEWHAT INTERESTED                                  | 361<br>42.3  | 174<br>39.8        | 61<br>47.7 D              | 113<br>36.6          | 186<br>44.9           | 26<br>35.3             | 39<br>43.0                      | 39<br>58.1 DF                 | 82<br>45.0                |
| NOT VERY INTERESTED                                  | 227<br>26.6  | 116<br>26.5        | 26<br>20.3                | 90<br>29.0           | 111<br>26.8           | 22<br>29.3             | 23<br>25.4                      | 18<br>26.7                    | 48<br>26.5                |
| NOT AT ALL INTERESTED IN THE<br>DETAILS OF THE TRIAL | 187<br>22.0  | 103<br>23.6        | 26<br>20.6                | 77<br>24.9 H         | 84<br>20.2            | 22<br>29.0 H           | 20<br>22.0                      | 8<br>12.6                     | 34<br>18.5                |
| DON'T KNOW   | 9<br>1.0     | 2<br>0.4           | 1<br>0.7                  | 1<br>0.3             | 7<br>1.7              | -                      | -                               | -                             | 7<br>3.8 D                |
| -----  |              |                    |                           |                      |                       |                        |                                 |                               |                           |
| TOTAL INTERESTED                                     | 424<br>49.7  | 214<br>48.9        | 73<br>57.3 DF             | 141<br>45.5          | 210<br>50.6           | 31<br>41.7             | 46<br>51.0                      | 41<br>60.6 DF                 | 92<br>50.4                |
| TOTAL NOT INTERESTED                                 | 414<br>48.6  | 219<br>50.1        | 52<br>40.9                | 167<br>53.9 CH       | 195<br>47.0           | 43<br>58.3 CH          | 43<br>47.3                      | 26<br>39.4                    | 82<br>45.1                |
| NOT AWARE OF TRIAL                                   | 6<br>0.6     | 3<br>0.6           | 1<br>1.1                  | 1<br>0.4             | 3<br>0.7              | -                      | 2<br>1.7                        | -                             | 1<br>0.8                  |

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI  
 Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

3. HOW MUCH DETAIL AND COVERAGE DO YOU THINK THE MEDIA HAS BEEN PROVIDING IN RELATIONSHIP TO THE IMPORTANCE OF THE CASE?  
 BASE: TOTAL AWARE OF TRIAL

|                             | GENDER   |          | AGE         |             |           | HOUSEHOLD COMPOSITION |                    |          | CHILDREN UNDER 18 AT HOME |          | EDUCATION    |           | HOUSHOLD INCOME |          | EMPLOYED |          |          |
|-----------------------------|----------|----------|-------------|-------------|-----------|-----------------------|--------------------|----------|---------------------------|----------|--------------|-----------|-----------------|----------|----------|----------|----------|
|                             | MALE     | FEMALE   | 18-34 YEARS | 35-54 YEARS | 55+ YEARS | SINGLE NO CHILDREN    | COUPLE NO CHILDREN | FAMILY   | YES                       | NO       | H.S. OR LESS | POST H.S. | <55K            | \$55K+   | YES      | NO       |          |
|                             | <u>A</u> | <u>B</u> | <u>C</u>    | <u>D</u>    | <u>E</u>  | <u>F</u>              | <u>G</u>           | <u>H</u> | <u>I</u>                  | <u>J</u> | <u>K</u>     | <u>L</u>  | <u>M</u>        | <u>N</u> | <u>O</u> | <u>P</u> | <u>Q</u> |
| TOTAL INTERVIEWS (ACTUAL)   | 847      | 407      | 440         | 223         | 333       | 290                   | 284                | 242      | 314                       | 263      | 580          | 270       | 575             | 321      | 408      | 521      | 324      |
| TOTAL INTERVIEWS (WEIGHTED) | 846      | 412      | 435         | 239         | 352       | 255                   | 263                | 244      | 333                       | 280      | 563          | 291       | 554             | 319      | 417      | 533      | 311      |
|                             | 100.0    | 100.0    | 100.0       | 100.0       | 100.0     | 100.0                 | 100.0              | 100.0    | 100.0                     | 100.0    | 100.0        | 100.0     | 100.0           | 100.0    | 100.0    | 100.0    | 100.0    |
| JUST RIGHT                  | 438      | 222      | 216         | 123         | 183       | 132                   | 142                | 114      | 176                       | 148      | 287          | 152       | 286             | 156      | 223      | 278      | 157      |
|                             | 51.7     | 54.0     | 49.6        | 51.4        | 52.0      | 51.9                  | 54.1               | 46.7     | 52.9                      | 52.9     | 51.0         | 52.1      | 51.6            | 48.9     | 53.5     | 52.2     | 50.5     |
| TOO LITTLE, OR              | 136      | 60       | 76          | 44          | 54        | 36                    | 44                 | 39       | 53                        | 44       | 92           | 63        | 72              | 62       | 53       | 78       | 58       |
|                             | 16.0     | 14.5     | 17.5        | 18.3        | 15.5      | 14.3                  | 16.6               | 15.8     | 16.0                      | 15.7     | 16.3         | 21.8 M    | 13.0            | 19.4 O   | 12.6     | 14.6     | 18.5     |
| TOO MUCH                    | 180      | 93       | 87          | 43          | 77        | 59                    | 45                 | 65       | 70                        | 59       | 121          | 40        | 139             | 58       | 104      | 113      | 67       |
|                             | 21.2     | 22.5     | 20.0        | 18.2        | 21.9      | 23.2                  | 17.0               | 26.6 G   | 21.0                      | 21.0     | 21.5         | 13.9      | 25.1 L          | 18.2     | 24.9 N   | 21.1     | 21.5     |
| DON'T KNOW                  | 94       | 37       | 56          | 29          | 37        | 27                    | 32                 | 27       | 34                        | 29       | 64           | 36        | 57              | 43       | 37       | 64       | 29       |
|                             | 11.0     | 9.1      | 12.9        | 12.1        | 10.6      | 10.7                  | 12.3               | 10.9     | 10.2                      | 10.4     | 11.3         | 12.2      | 10.3            | 13.5 O   | 8.9      | 12.0     | 9.5      |

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

3. HOW MUCH DETAIL AND COVERAGE DO YOU THINK THE MEDIA HAS BEEN PROVIDING IN RELATIONSHIP TO THE IMPORTANCE OF THE CASE?  
 BASE: TOTAL AWARE OF TRIAL

|                             | GVRD         |                    |                           |                      | OUTSIDE GVRD          |                        |                                 |                               |                           |
|-----------------------------|--------------|--------------------|---------------------------|----------------------|-----------------------|------------------------|---------------------------------|-------------------------------|---------------------------|
|                             | TOTAL<br>A   | TOTAL<br>GVRD<br>B | CITY OF<br>VANCOUVER<br>C | REST OF<br>GVRD<br>D | TOTAL<br>OUTSIDE<br>E | CAPITAL<br>REGION<br>F | SOUTH COAST<br>BAL. ISLAND<br>G | NORTH COAST<br>/INTERIOR<br>H | SOUTHERN<br>INTERIOR<br>I |
| TOTAL INTERVIEWS (ACTUAL)   | 847          | 506                | 148                       | 358                  | 341                   | 144                    | 51                              | 39                            | 107                       |
| TOTAL INTERVIEWS (WEIGHTED) | 846<br>100.0 | 435<br>100.0       | 127<br>100.0              | 309<br>100.0         | 411<br>100.0          | 74<br>100.0            | 89<br>100.0                     | 67<br>100.0                   | 181<br>100.0              |
| JUST RIGHT                  | 438<br>51.7  | 233<br>53.4        | 62<br>48.9                | 171<br>55.3          | 205<br>49.9           | 38<br>50.9             | 41<br>46.6                      | 32<br>47.9                    | 94<br>51.9                |
| TOO LITTLE, OR              | 136<br>16.0  | 66<br>15.2         | 24<br>18.8                | 42<br>13.8           | 69<br>16.8            | 9<br>11.6              | 20<br>22.9 D                    | 11<br>16.1                    | 29<br>16.3                |
| TOO MUCH                    | 180<br>21.2  | 99<br>22.7         | 30<br>23.7                | 69<br>22.3           | 81<br>19.7            | 17<br>22.8             | 13<br>15.1                      | 14<br>20.5                    | 37<br>20.3                |
| DON'T KNOW                  | 94<br>11.0   | 38<br>8.7          | 11<br>8.6                 | 27<br>8.7            | 56<br>13.5 B          | 11<br>14.7             | 14<br>15.3                      | 10<br>15.5                    | 21<br>11.5                |

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI  
 Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

4. NEW KINDS OF NEWS CONTENT ON THE TRIAL ARE AVAILABLE ON THE INTERNET, INCLUDING COMMENTARY FROM SEX TRADE WORKERS AND BLOGS FROM AVERAGE CITIZENS.  
 HOW WOULD YOU DESCRIBE YOUR INTEREST IN THIS TYPE OF INFORMATION RELATED TO THE TRIAL?  
 BASE: TOTAL AWARE OF TRIAL

|   | GENDER   |          | AGE      |             |             | HOUSEHOLD COMPOSITION |                    |                    | CHILDREN UNDER 18 AT HOME |          | EDUCATION |              | HOUSHOLD INCOME |          | EMPLOYED |          |          |
|---|----------|----------|----------|-------------|-------------|-----------------------|--------------------|--------------------|---------------------------|----------|-----------|--------------|-----------------|----------|----------|----------|----------|
|   | TOTAL    | MALE     | FEMALE   | 18-34 YEARS | 35-54 YEARS | 55+ YEARS             | SINGLE NO CHILDREN | COUPLE NO CHILDREN | FAMILY                    | YES      | NO        | H.S. OR LESS | POST H.S.       | <55K     | \$55K+   | YES      | NO       |
|   | <u>A</u> | <u>B</u> | <u>C</u> | <u>D</u>    | <u>E</u>    | <u>F</u>              | <u>G</u>           | <u>H</u>           | <u>I</u>                  | <u>J</u> | <u>K</u>  | <u>L</u>     | <u>M</u>        | <u>N</u> | <u>O</u> | <u>P</u> | <u>Q</u> |
| TOTAL INTERVIEWS (ACTUAL)                         | 847      | 407      | 440      | 223         | 333         | 290                   | 284                | 242                | 314                       | 263      | 580       | 270          | 575             | 321      | 408      | 521      | 324      |
| TOTAL INTERVIEWS (WEIGHTED)                       | 846      | 412      | 435      | 239         | 352         | 255                   | 263                | 244                | 333                       | 280      | 563       | 291          | 554             | 319      | 417      | 533      | 311      |
|   | 100.0    | 100.0    | 100.0    | 100.0       | 100.0       | 100.0                 | 100.0              | 100.0              | 100.0                     | 100.0    | 100.0     | 100.0        | 100.0           | 100.0    | 100.0    | 100.0    | 100.0    |
| VERY INTERESTED                                   | 23       | 10       | 13       | 9           | 9           | 6                     | 11                 | 6                  | 7                         | 5        | 18        | 11           | 12              | 11       | 8        | 16       | 7        |
|   | 2.8      | 2.4      | 3.1      | 3.6         | 2.5         | 2.3                   | 4.0                | 2.4                | 2.0                       | 1.8      | 3.2       | 3.7          | 2.2             | 3.6      | 2.0      | 3.0      | 2.4      |
| SOMEWHAT INTERESTED                               | 167      | 85       | 82       | 57          | 72          | 38                    | 47                 | 40                 | 78                        | 66       | 101       | 61           | 106             | 67       | 79       | 110      | 55       |
|   | 19.7     | 20.7     | 18.8     | 23.9 F      | 20.4        | 14.9                  | 17.7               | 16.4               | 23.4 H                    | 23.6     | 17.9      | 21.1         | 19.1            | 20.9     | 19.1     | 20.7     | 17.7     |
| NOT VERY INTERESTED                               | 237      | 125      | 112      | 87          | 93          | 56                    | 75                 | 60                 | 99                        | 87       | 148       | 81           | 156             | 94       | 116      | 157      | 78       |
|   | 28.0     | 30.4     | 25.7     | 36.6 EF     | 26.5        | 22.1                  | 28.5               | 24.8               | 29.7                      | 31.1     | 26.2      | 27.7         | 28.2            | 29.5     | 27.7     | 29.5     | 25.1     |
| NOT AT ALL INTERESTED IN THIS TYPE OF INFORMATION | 386      | 176      | 210      | 83          | 165         | 138                   | 118                | 123                | 143                       | 116      | 268       | 119          | 266             | 132      | 199      | 232      | 154      |
|   | 45.6     | 42.7     | 48.3     | 34.8        | 47.0 D      | 54.0 D                | 44.7               | 50.5               | 43.0                      | 41.6     | 47.7      | 41.0         | 48.0            | 41.5     | 47.7     | 43.4     | 49.7     |
| DON'T KNOW  | 34       | 16       | 18       | 3           | 13          | 17                    | 13                 | 14                 | 6                         | 5        | 28        | 19           | 14              | 14       | 15       | 17       | 16       |
|   | 4.0      | 3.8      | 4.1      | 1.1         | 3.6         | 6.8 D                 | 5.0 I              | 5.9 I              | 1.8                       | 1.9      | 5.0 J     | 6.5 M        | 2.5             | 4.5      | 3.6      | 3.3      | 5.2      |
| -----   |          |          |          |             |             |                       |                    |                    |                           |          |           |              |                 |          |          |          |          |
| TOTAL INTERESTED                                  | 190      | 95       | 95       | 66          | 81          | 44                    | 57                 | 46                 | 85                        | 71       | 119       | 72           | 118             | 78       | 88       | 126      | 62       |
|   | 22.5     | 23.1     | 21.9     | 27.5 F      | 23.0        | 17.2                  | 21.7               | 18.9               | 25.4                      | 25.4     | 21.1      | 24.8         | 21.3            | 24.5     | 21.0     | 23.7     | 20.1     |
| TOTAL NOT INTERESTED                              | 623      | 301      | 322      | 170         | 259         | 194                   | 193                | 184                | 242                       | 203      | 416       | 200          | 422             | 226      | 314      | 389      | 232      |
|   | 73.6     | 73.1     | 74.0     | 71.3        | 73.5        | 76.1                  | 73.3               | 75.3               | 72.7                      | 72.7     | 73.9      | 68.7         | 76.2 L          | 71.0     | 75.4     | 73.0     | 74.8     |

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GHI JK LM NO PQ

4. NEW KINDS OF NEWS CONTENT ON THE TRIAL ARE AVAILABLE ON THE INTERNET, INCLUDING COMMENTARY FROM SEX TRADE WORKERS AND BLOGS FROM AVERAGE CITIZENS.  
 HOW WOULD YOU DESCRIBE YOUR INTEREST IN THIS TYPE OF INFORMATION RELATED TO THE TRIAL?  
 BASE: TOTAL AWARE OF TRIAL

|  | GVRD         |                    |                           |                      | OUTSIDE GVRD          |                        |                                 |                               |                           |
|--|--------------|--------------------|---------------------------|----------------------|-----------------------|------------------------|---------------------------------|-------------------------------|---------------------------|
|  | TOTAL<br>A   | TOTAL<br>GVRD<br>B | CITY OF<br>VANCOUVER<br>C | REST OF<br>GVRD<br>D | TOTAL<br>OUTSIDE<br>E | CAPITAL<br>REGION<br>F | SOUTH COAST<br>BAL. ISLAND<br>G | NORTH COAST<br>/INTERIOR<br>H | SOUTHERN<br>INTERIOR<br>I |
| TOTAL INTERVIEWS (ACTUAL)                            | 847          | 506                | 148                       | 358                  | 341                   | 144                    | 51                              | 39                            | 107                       |
| TOTAL INTERVIEWS (WEIGHTED)                          | 846<br>100.0 | 435<br>100.0       | 127<br>100.0              | 309<br>100.0         | 411<br>100.0          | 74<br>100.0            | 89<br>100.0                     | 67<br>100.0                   | 181<br>100.0              |
| VERY INTERESTED                                      | 23<br>2.8    | 13<br>3.0          | 5<br>4.1                  | 8<br>2.5             | 10<br>2.5             | 3<br>4.7               | 2<br>2.2                        | 2<br>2.5                      | 3<br>1.8                  |
| SOMEWHAT INTERESTED                                  | 167<br>19.7  | 85<br>19.6         | 31<br>24.9                | 54<br>17.5           | 81<br>19.8            | 10<br>13.4             | 24<br>26.7 F                    | 14<br>20.4                    | 34<br>18.9                |
| NOT VERY INTERESTED                                  | 237<br>28.0  | 123<br>28.3        | 40<br>31.6                | 83<br>27.0           | 114<br>27.6           | 20<br>26.9             | 22<br>24.9                      | 18<br>26.1                    | 54<br>29.8                |
| NOT AT ALL INTERESTED IN THIS<br>TYPE OF INFORMATION | 386<br>45.6  | 201<br>46.2        | 45<br>35.8                | 156<br>50.5 CG       | 185<br>44.9           | 38<br>50.9 C           | 34<br>38.5                      | 31<br>45.8                    | 82<br>45.2                |
| DON'T KNOW   | 34<br>4.0    | 12<br>2.8          | 5<br>3.6                  | 8<br>2.5             | 21<br>5.1             | 3<br>4.0               | 7<br>7.8 D                      | 3<br>5.1                      | 8<br>4.3                  |
| -----  |              |                    |                           |                      |                       |                        |                                 |                               |                           |
| TOTAL INTERESTED                                     | 190<br>22.5  | 98<br>22.6         | 37<br>29.0 D              | 62<br>20.0           | 92<br>22.3            | 13<br>18.1             | 26<br>28.9                      | 15<br>23.0                    | 37<br>20.6                |
| TOTAL NOT INTERESTED                                 | 623<br>73.6  | 325<br>74.5        | 85<br>67.4                | 239<br>77.4 CG       | 298<br>72.5           | 58<br>77.8 G           | 56<br>63.4                      | 48<br>72.0                    | 136<br>75.1 G             |

T-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI  
 Z-TEST A-Z=.95 COLUMNS TESTED= BE CDFGHI

## DISTRIBUTION OF INTERVIEWS: GENDER/ AGE/ REGION

|                                  | TOTAL<br>ACTUAL | TOTAL<br>WEIGHTED |
|----------------------------------|-----------------|-------------------|
| TOTAL INTERVIEWS (ACTUAL)        | 852             | 852               |
| TOTAL INTERVIEWS (WEIGHTED)      | 852<br>100.0    | 852<br>100.0      |
| <b>GENDER</b>                    |                 |                   |
| -----                            |                 |                   |
| MALE                             | 408<br>47.9     | 413<br>48.5       |
| FEMALE                           | 444<br>52.1     | 439<br>51.5       |
| <b>AGE</b>                       |                 |                   |
| ---                              |                 |                   |
| 18-24                            | 78<br>9.2       | 98<br>11.5        |
| 25-34                            | 149<br>17.5     | 145<br>17.0       |
| 35-44                            | 185<br>21.7     | 184<br>21.6       |
| 45-54                            | 148<br>17.4     | 168<br>19.7       |
| 55-64                            | 120<br>14.1     | 106<br>12.5       |
| 65+                              | 171<br>20.1     | 149<br>17.5       |
| REFUSED                          | 1<br>0.1        | 1<br>0.1          |
| <b>REGION</b>                    |                 |                   |
| -----                            |                 |                   |
| CAPITAL REGION                   | 144<br>16.9     | 74<br>8.7         |
| SOUTH COAST/BALANCE OF<br>ISLAND | 52<br>6.1       | 90<br>10.6        |
| NORTH COAST/INTERIOR             | 39<br>4.6       | 67<br>7.9         |
| SOUTH INTERIOR                   | 108<br>12.7     | 182<br>21.4       |
| BALANCE VANCOUVER CMA            | 359<br>42.1     | 310<br>36.4       |
| CITY OF VANCOUVER                | 150<br>17.6     | 128<br>15.0       |