

June 2007

# Robert Pickton Trial

## Omnibus Survey Results



MUSTEL GROUP  
MARKET RESEARCH



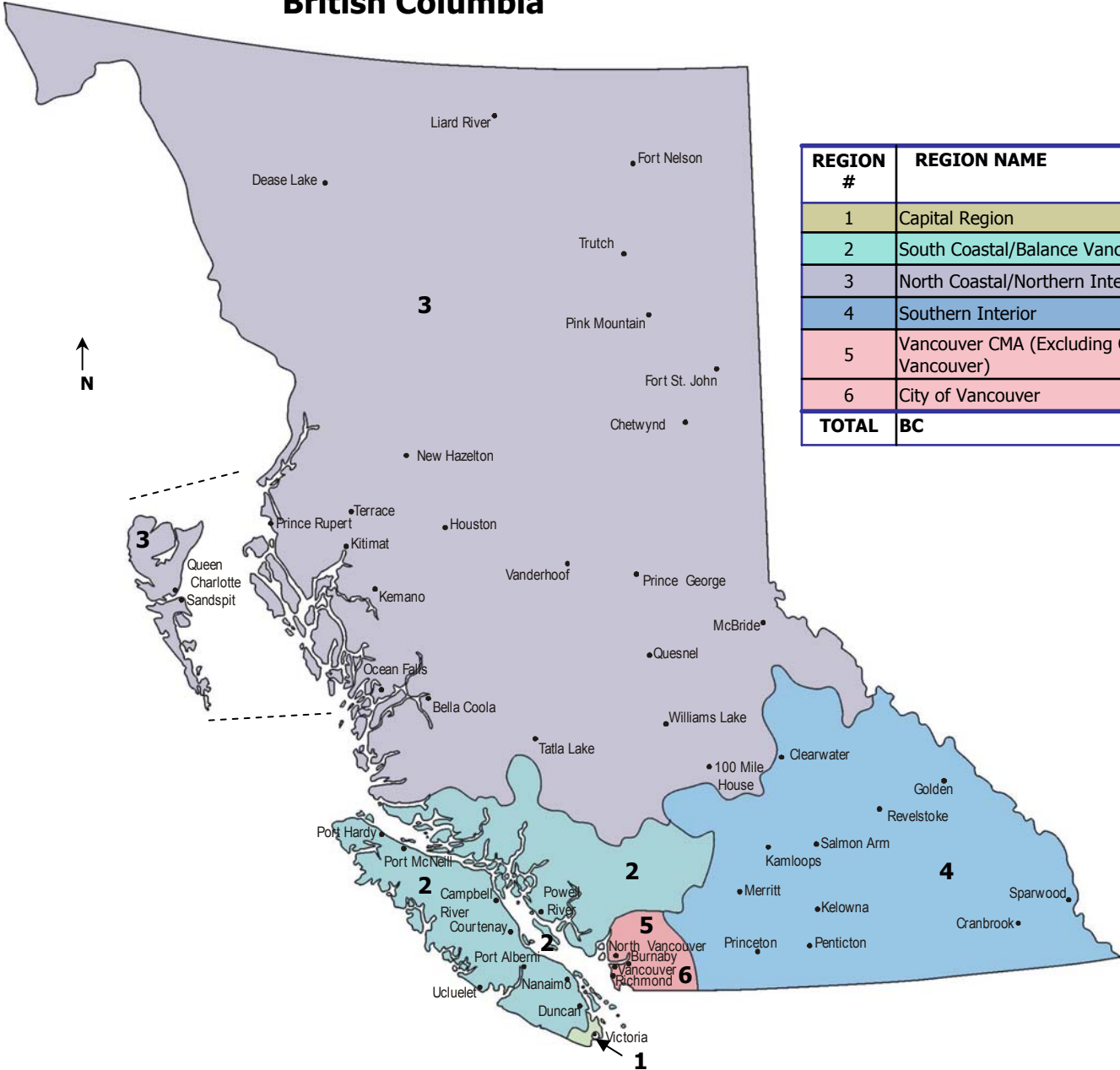
## ➤ Introduction

- 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



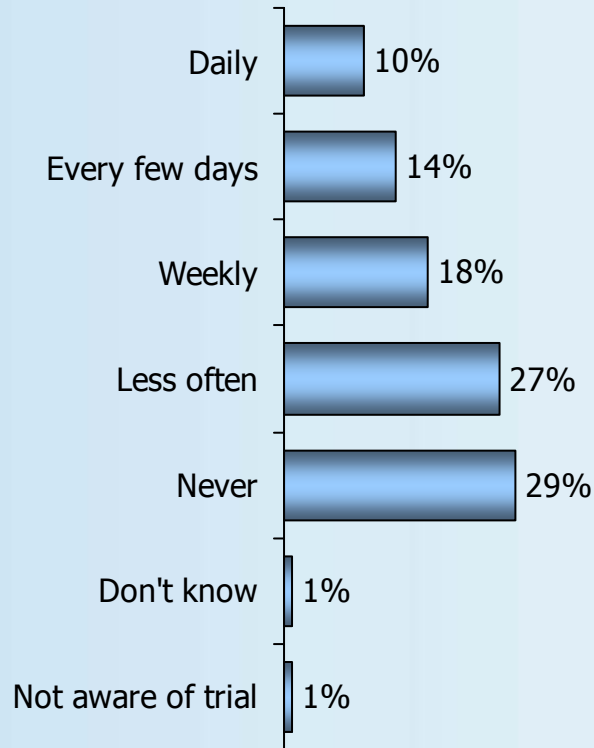
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REGION #	REGION NAME	% OF POPULATION	SAMPLE SIZE (n)
1	Capital Region	8.7%	70
2	South Coastal/Balance Vancouver Island	10.6%	85
3	North Coastal/Northern Interior	7.9%	63
4	Southern Interior	21.4%	173
5	Vancouver CMA (Excluding City of Vancouver)	36.4%	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

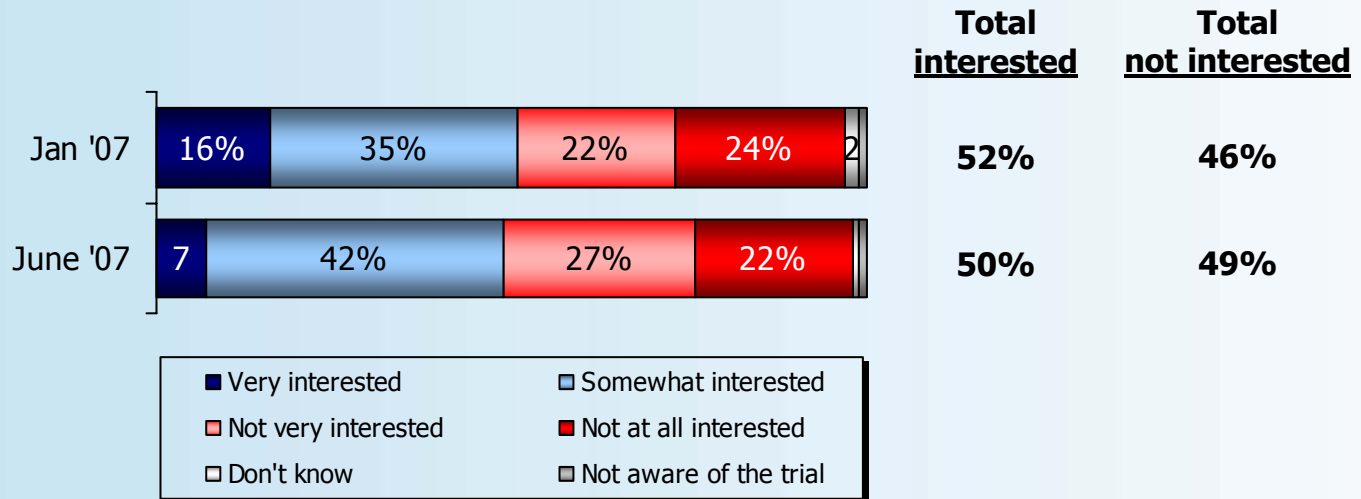


*Base: Total June '07 (n=852)*

*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



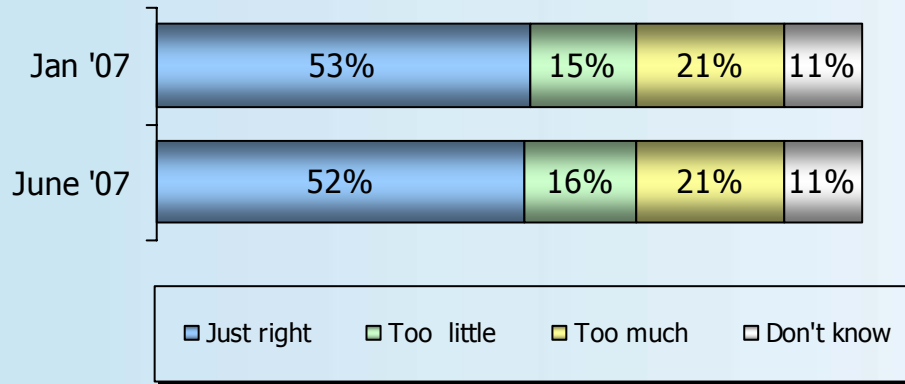
Base: Total Jan '07 (n=806), June '07 (n=852)

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

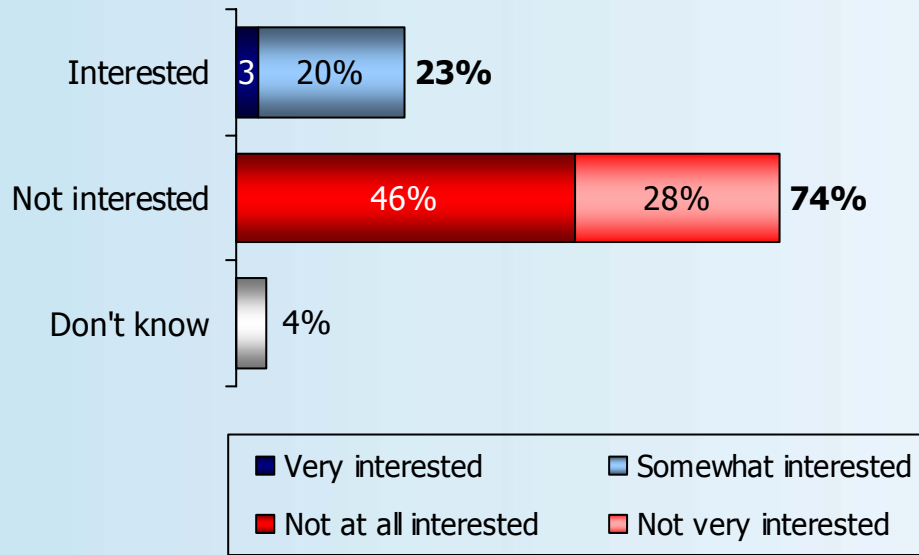


*Base: Total aware of trial Jan '07 (n=795), June '07 (n=847)*

*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> <b>(852)</b> <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



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

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

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 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 A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	847	506	148	358	341	144	51	39	107
TOTAL INTERVIEWS (WEIGHTED)	846 100.0	435 100.0	127 100.0	309 100.0	411 100.0	74 100.0	89 100.0	67 100.0	181 100.0
JUST RIGHT	438 51.7	233 53.4	62 48.9	171 55.3	205 49.9	38 50.9	41 46.6	32 47.9	94 51.9
TOO LITTLE, OR	136 16.0	66 15.2	24 18.8	42 13.8	69 16.8	9 11.6	20 22.9 D	11 16.1	29 16.3
TOO MUCH	180 21.2	99 22.7	30 23.7	69 22.3	81 19.7	17 22.8	13 15.1	14 20.5	37 20.3
DON'T KNOW	94 11.0	38 8.7	11 8.6	27 8.7	56 13.5 B	11 14.7	14 15.3	10 15.5	21 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
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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 A	TOTAL GVRD B	CITY OF VANCOUVER C	REST OF GVRD D	TOTAL OUTSIDE E	CAPITAL REGION F	SOUTH COAST BAL. ISLAND G	NORTH COAST /INTERIOR H	SOUTHERN INTERIOR I
TOTAL INTERVIEWS (ACTUAL)	847	506	148	358	341	144	51	39	107
TOTAL INTERVIEWS (WEIGHTED)	846 100.0	435 100.0	127 100.0	309 100.0	411 100.0	74 100.0	89 100.0	67 100.0	181 100.0
VERY INTERESTED	23 2.8	13 3.0	5 4.1	8 2.5	10 2.5	3 4.7	2 2.2	2 2.5	3 1.8
SOMEWHAT INTERESTED	167 19.7	85 19.6	31 24.9	54 17.5	81 19.8	10 13.4	24 26.7 F	14 20.4	34 18.9
NOT VERY INTERESTED	237 28.0	123 28.3	40 31.6	83 27.0	114 27.6	20 26.9	22 24.9	18 26.1	54 29.8
NOT AT ALL INTERESTED IN THIS TYPE OF INFORMATION	386 45.6	201 46.2	45 35.8	156 50.5 CG	185 44.9	38 50.9 C	34 38.5	31 45.8	82 45.2
DON'T KNOW	34 4.0	12 2.8	5 3.6	8 2.5	21 5.1	3 4.0	7 7.8 D	3 5.1	8 4.3
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TOTAL INTERESTED	190 22.5	98 22.6	37 29.0 D	62 20.0	92 22.3	13 18.1	26 28.9	15 23.0	37 20.6
TOTAL NOT INTERESTED	623 73.6	325 74.5	85 67.4	239 77.4 CG	298 72.5	58 77.8 G	56 63.4	48 72.0	136 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 ACTUAL	TOTAL WEIGHTED
TOTAL INTERVIEWS (ACTUAL)	852	852
TOTAL INTERVIEWS (WEIGHTED)	852 100.0	852 100.0
<b>GENDER</b>		
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MALE	408 47.9	413 48.5
FEMALE	444 52.1	439 51.5
<b>AGE</b>		
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18-24	78 9.2	98 11.5
25-34	149 17.5	145 17.0
35-44	185 21.7	184 21.6
45-54	148 17.4	168 19.7
55-64	120 14.1	106 12.5
65+	171 20.1	149 17.5
REFUSED	1 0.1	1 0.1
<b>REGION</b>		
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CAPITAL REGION	144 16.9	74 8.7
SOUTH COAST/BALANCE OF ISLAND	52 6.1	90 10.6
NORTH COAST/INTERIOR	39 4.6	67 7.9
SOUTH INTERIOR	108 12.7	182 21.4
BALANCE VANCOUVER CMA	359 42.1	310 36.4
CITY OF VANCOUVER	150 17.6	128 15.0