



Reporting Names of Accused Sex Trade Participants







Lethbridge Public Opinion Study – Winter 2010

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Methodology

-  **Population** The city of Lethbridge has a total population of 85,492 residents (2009 municipal census) approximately 80.1% of which are 18 years of age or older (68,988). A total of 41,967 Lethbridge residents are male (49.1%) while 43,525 are female (50.9%). South Lethbridge is home to 30,168 residents (35.3%) while the rapidly expanding west side is now home to 30,489 residents (35.7%). There are 24,835 north Lethbridge residents (29.0%). Coaldale has a total population of 6,943 residents (2009 Census).
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods in the winter of 2010. Students interviewed 888 adult Lethbridge and Coaldale residents by telephone on February 6 – 8, 2010 under the supervision of School of Liberal Arts faculty members Faron Ellis, PhD and Marda Schindeler, MA. Telephone numbers were selected from a sample drawn from InfoCanada directories. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes for samples from previous Lethbridge and Alberta Public Opinion Studies can be obtained by visiting the CSRL web pages at: www.lethbridgecollege.ab.ca/go/csrl
-  **Representativeness** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender, age and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of ± 3.27 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, the margin of error is ± 3.5 percentage points, 19 times out of 20 for the Lethbridge subsample and ± 8.8 percentage points for the Coaldale subsample.
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre and applications developed by the Open Source Learning Lab. We thank Dr. James Manis and the OSLI for their efforts in working with us to establish and maintain the IB Commons Call Centre.
-  **Sponsorship** These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at Lethbridge College. This particular set of question was derived from the research interests of College students and faculty.

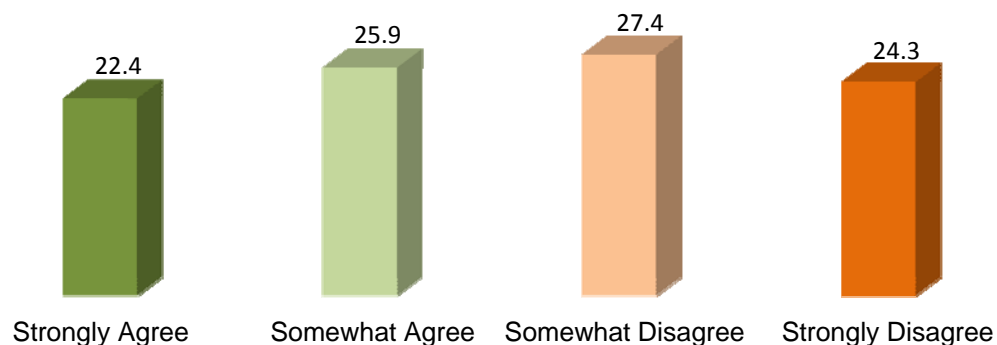
Reporting Names of Accused Sex Trade Participants (%)

- Opinion is sharply divided as to whether or not people charged with communicating for the purposes of prostitution should have their names publicized in the media prior to them being convicted in court. Overall, a slim majority of Lethbridge residents (52.0%) disagree with publicizing names prior to convictions while a slight majority of Coaldale residents (52.6%) agree (52.6%).
- Support and opposition is also rather polarized on this issue with substantial pluralities of residents either strongly in agreement (22.4%) or strongly opposed (24.3%).

Report Names of Accused (%)	Lethbridge n=767 ($\pm 3.5\%$)	Coaldale n=121 ($\pm 8.8\%$)	All Respondents n=888 ($\pm 3.3\%$)
Strongly Agree	22.3	23.6	22.4
Somewhat Agree	25.7	29.0	25.9
Somewhat Disagree	27.3	28.2	27.4
Strongly Disagree	24.7	19.2	24.3

Report Names of Accused (%)	Lethbridge n=767 ($\pm 3.5\%$)	Coaldale n=121 ($\pm 8.8\%$)	All Respondents n=888 ($\pm 3.3\%$)
Agree	48.0	52.6	48.3
Disagree	52.0	47.4	51.7

Note: Due to rounding, proportions may not total exactly 100%



Reporting Names of Accused Sex Trade Participants (%)

- Men (45.3%) are slightly less supportive than are women (51.3%).
- Residents with the least amount of formal education (54.5%) are more supportive than are other educational groups.
- Seniors are more supportive (58.6%) than are other age groups.
- The least religious are much less supportive (39.9%) than are the more religious.
- Majorities of provincial Progressive Conservative (57.5%) and Wildrose Alliance voters (52.4%) are supportive while majorities of provincial Liberal (62.7%) and NDP supporters (58.0%) are opposed.
- Similarly, a majority of federal Conservative voters (57.0%) are supportive while a majority of federal Liberal supporters (58.5%) are opposed. Federal NDP voters are more split on the issue (only 51.8% support) than are their provincial counterparts.
- Although gender and age each have moderate, independent impacts on opinion on this issue, when age is analyzed while controlling for gender, some interesting patterns emerge. For example, support increases as age increase amongst women, with a significant majority of young female residents (64.5%) opposed but a substantial majority of elderly females (72.4%) supportive. The pattern runs in the opposite direction for men with young men most supportive (57.6%) and men in other age groups considerably less supportive.

Male*	18-29	30-44	45-64	65 and older
Agree	57.6	45.7	39.3	44.4
Disagree	42.4	54.3	60.7	55.6
Female*	18-29	30-44	45-64	65 and older
Agree	35.5	52.0	50.8	72.4
Disagree	64.5	48.0	49.2	27.6

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Reporting Names of Accused Sex Trade Participants (%)

Region	Lethbridge	Coaldale	All Residents
Agree	48.0	52.6	48.3
Disagree	52.0	47.4	51.7

Gender*	Male	Female
Agree	45.3	51.3
Disagree	54.7	48.7

Household Income	Under \$40,000	\$40-\$80,000	Over \$800,000
Agree	54.5	48.2	44.4
Disagree	45.5	51.8	55.6

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Agree	59.9	45.7	48.5	42.3
Disagree	40.1	54.3	51.5	57.7

Age*	18-29	30-44	45-64	65 and older
Agree	44.7	48.9	44.3	58.6
Disagree	55.3	51.1	55.7	41.4

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Agree	58.0	52.7	39.9
Disagree	42.0	47.3	60.1

Provincial Vote Intention*	PC	Liberal	NDP	Wildrose Alliance	Undecided
Agree	57.5	37.3	42.0	52.4	49.6
Disagree	42.5	62.7	58.0	47.6	50.4

Federal Vote Intention	Conservative	Liberal	NDP	Green	Undecided
Agree	57.0	41.5	51.8	27.3	42.9
Disagree	43.0	58.5	48.2	72.7	57.1

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Reporting Names of Accused Sex Trade Participants (%)

Region	Lethbridge	Coaldale	All Residents
Strongly Agree	22.3	23.6	22.4
Somewhat Agree	25.7	29.0	25.9
Somewhat Disagree	27.3	28.2	27.4
Strongly Disagree	24.7	19.2	24.3

Gender*	Male	Female
Strongly Agree	17.5	27.1
Somewhat Agree	27.7	24.1
Somewhat Disagree	27.3	27.6
Strongly Disagree	27.5	21.1

Household Income	Under \$40,000	\$40-\$80,000	Over \$800,000
Strongly Agree	22.8	20.4	20.7
Somewhat Agree	31.7	27.8	23.6
Somewhat Disagree	22.2	29.0	29.3
Strongly Disagree	23.4	22.8	26.4

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Strongly Agree	33.1	14.6	26.1	17.2
Somewhat Agree	26.7	31.4	22.2	25.1
Somewhat Disagree	14.0	40.5	27.0	27.3
Strongly Disagree	26.2	13.5	24.8	30.3

Age*	18-29	30-44	45-64	65 and older
Strongly Agree	8.3	25.3	22.3	36.1
Somewhat Agree	36.4	23.7	22.3	22.5
Somewhat Disagree	40.3	25.8	24.7	18.3
Strongly Disagree	15.0	25.3	30.8	23.1

Religious Participation	1-3 per month/more	Several per year	Rarely/never
Strongly Agree	26.1	26.1	18.3
Somewhat Agree	32.1	26.6	21.5
Somewhat Disagree	21.3	25.5	31.3
Strongly Disagree	20.5	21.8	28.9

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.9	South	35.6	Under \$40,000	23.6	H-School/less	21.3	18-29	23.5
Female	51.1	North	29.1	\$40-\$80,000	44.2	Some P-Sec.	21.4	30-44	21.9
		West	35.3	Over \$80,000	32.2	Col-Tech-Grad	26.0	45-64	33.6
						University Grad	31.3	65 or older	21.1

Religious Participation (%)		Federal Vote Intention (%)		Provincial Vote Intention (%)	
2-3/month or more	30.8	Conservative	47.8	PC	29.0
Several/year	22.8	Liberal	19.8	Liberal	22.3
Rarely-never	46.4	NDP	10.2	Wildrose Alliance	20.9
		Green	9.3	NDP	12.4
		Undecided	13.0	Undecided	15.4

Question

People charged with communicating for the purposes of prostitution should have their names publicized in the media prior to them being convicted in court.