

BOWNE DECISIONQUEST

January 20, 2004 Martha Stewart Survey

Would you say you agree strongly, agree somewhat, disagree somewhat or disagree strongly with the following statements. Let's begin with

	<u>Agree Strongly</u>	<u>Agree Somewhat</u>	<u>Disagree Somewhat</u>	<u>Disagree Strongly</u>	<u>Don't Know</u>
Martha Stewart has done something wrong and deserves to be prosecuted in this case	26% 1	29% 2	13% 3	10% 4	23% dk
Martha Stewart is being prosecuted unfairly in this case because she is a celebrity	14% 1	20% 2	23% 3	25% 4	19% dk

If you were a juror on this case, do you think you would tend to vote that Martha Stewart is...

Guilty	1	28%
Not guilty	2	19%
Don't know	dk	54%

Regardless of your own opinion, do you think that the actual jury in this trial will find Martha Stewart guilty or not guilty? (DO NOT READ LIST. CHECK ONLY ONE RESPONSE.)

Guilty	1	31%
Not guilty	2	29%
Don't know	dk	40%



GENDER EFFECTS

Males were more likely to report following the case closely (15%) than females (8%). Females were more likely to say that they hadn't followed the case closely at all (47%) than males (35%).

Martha Stewart has done something wrong and deserves to be prosecuted. Males were statistically more likely to agree strongly – 23% of females agreed strongly, compared to 29% of men.

Martha Stewart is being prosecuted unfairly because she is a celebrity. Males were more likely to disagree strongly – 20% of females disagreed strongly versus 31% of males. Females were more likely to agree somewhat (23%) than males (16%).

If you were a juror would you tend to vote – Males were more likely to say guilty. 32% of males said guilty versus 24% of females.

How will the actual jury vote? More males think that the actual jury will convict – 38% of males say the result will be guilty versus 25% of females. The not guilty votes weren't different (29% males and 29% females). More females said unsure (47%) than males (33%).

AGE EFFECTS

Younger people (age 18-24) were least likely to have heard about the case (53%) versus 73-79% for older age ranges.

Older people (age 50 and up) were more likely to report following the case closely. The youngest people were more likely to report following the case not closely at all.

The oldest people (age 65+) were least likely to agree that Martha Stewart had done something wrong and deserves to be prosecuted (19% agreed somewhat versus 30-34% of younger people). The oldest people were most likely to strongly disagree with this statement (20% versus 5-10% of younger people).

The oldest respondents (age 65+) were most likely to agree strongly that Martha Stewart is being unfairly prosecuted because she is a celebrity (21% versus 8-13% for those age 18 to 50). The youngest (age 18-24) were most likely to agree somewhat with this statement (35% versus 15-21% for older age ranges).

Younger respondents were more likely than older respondents to say that they would tend to vote guilty in this case (45% of those age 18-24 and 37% of those age 25-34 versus 24% of those age 35-49, 26% of those age 50-



64, and only 18% of those age 65+). Older age ranges were more likely to report being unsure of how they would vote (56-61% versus 32-46% of those in the younger age ranges).

Younger age groups were more likely to report that the actual jury would convict, whereas older age groups were more likely to say that they didn't know what the actual jury would do.

INCOME EFFECTS

Those with incomes less than \$30,000 were least aware of the case in the first place (63% had heard of it) compared to higher income ranges (78-88% awareness)

Those with higher incomes (\$50,000+) were more likely to agree somewhat that Martha Stewart has done something wrong and deserves to be prosecuted (39-40%) versus those reporting less income (22-26% some agreement in lower income ranges).

Those with incomes under \$20,000 were most likely to say that they would tend to vote "not guilty" (34%) versus higher income ranges (10-20% not guilty).

Those with the incomes over \$75,000 were more likely than those with incomes under \$20,000 to say they were not sure how they would vote (57% unsure versus only 41% in the lowest income bracket being unsure).

CENSUS REGION EFFECTS

Those in the northeast reported a higher level of awareness of the case (83%) than those in other parts of the country (67-75%).

Southerners were more likely to say that they would vote "not guilty" (24%) than north easterners (12%).