

# UMR Omnibus Results

June 2009

# David Bain's Retrial Guilty or Not Guilty?

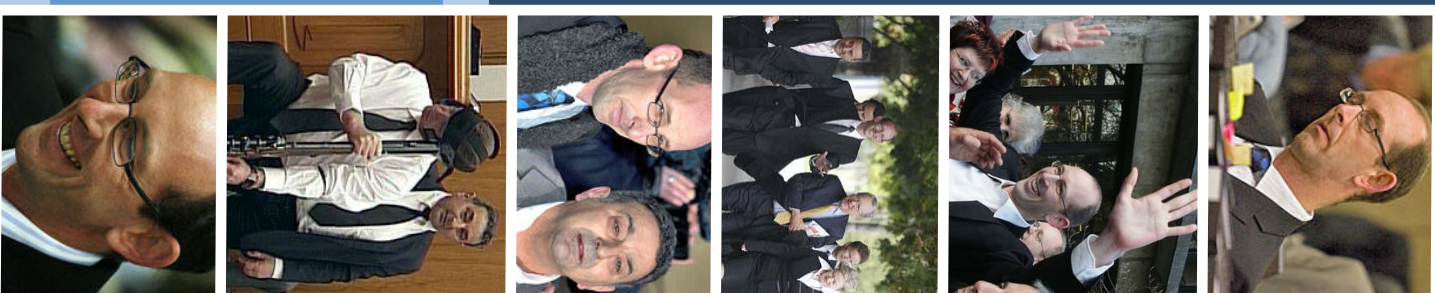


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# Methodology



- This report is based on questions included in UMR Research's fortnightly omnibus survey. This is a telephone survey of a nationally representative sample of New Zealanders aged 18 years or over.
- Fieldwork was conducted from the 18<sup>th</sup> to 22<sup>nd</sup> June 2009 at UMR Research's national interview facility in Auckland.
- The sample size is n=750. The margin of error for a 50% figure at the '95% confidence level' is  $\pm 3.6\%$ .

# Key findings



- More New Zealanders now think David Bain is guilty compared to 2 weeks ago after the verdict was announced.
  - When the verdict was announced on June 5th, a substantial majority of New Zealanders thought he was not guilty for murdering his family in Dunedin in 1994.
    - In the survey conducted that weekend, 62% thought he was not guilty, while 23% thought he was guilty. 15% were unsure.
  - However, in the weeks after the verdict, there has been a lot of media coverage on evidence and testimonies that were excluded from the retrial for various reasons. Results from the latest survey show this has had a significant impact on people's opinions.
    - 47% now think he is not guilty, down 15%.
    - 29% think he is guilty, up 6%.
    - 24% are unsure, up 9%.
  - When we first asked New Zealanders for their opinion back in 2002, opinions were fairly even, with 40% considering David Bain's not guilty and 33% considering he's guilty.

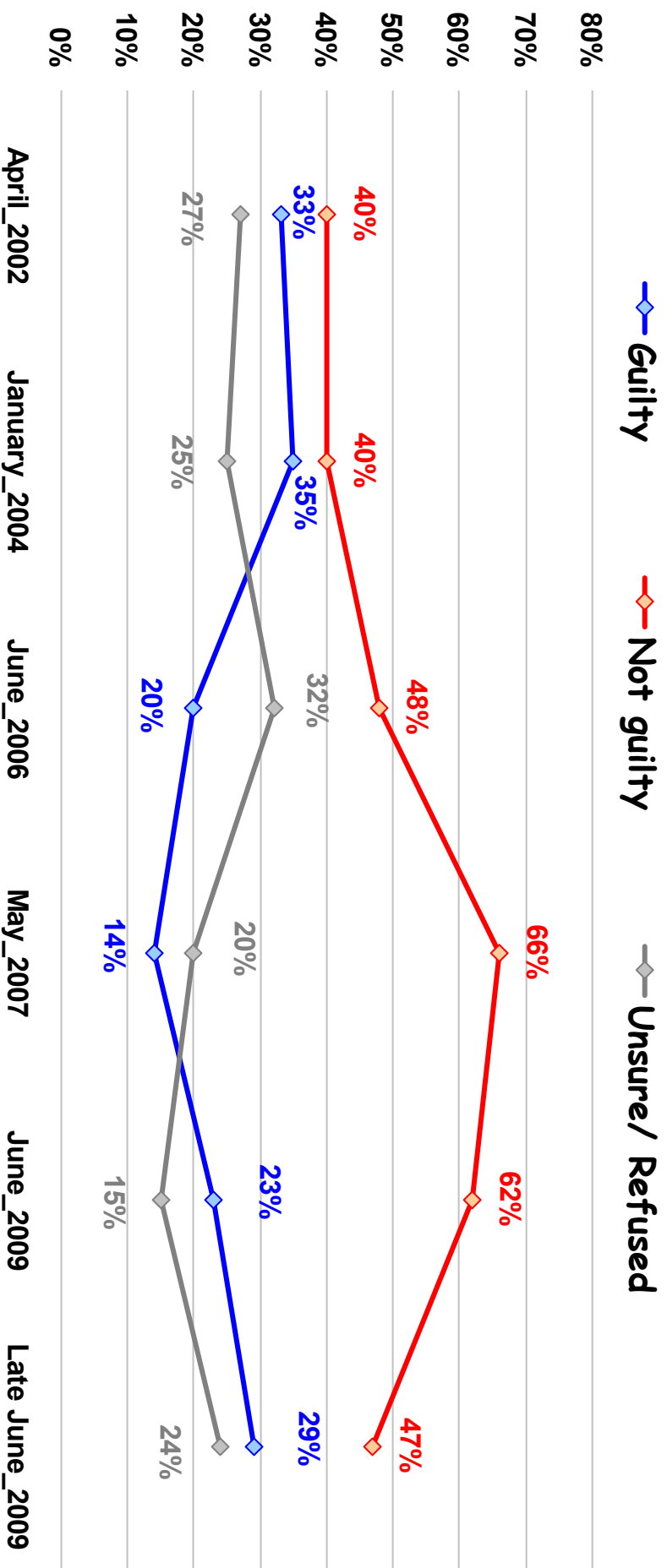
# Key findings cont'd

- There was strong support for compensation from those who think Bain is not guilty.
  - A substantial majority of 79% believe he should receive compensation of around \$1.5 million for the time he spent in jail.
  - Regionally, people from Christchurch were most likely to support a compensation payout (86% said 'yes') compared to their counterparts in Auckland (76%) and Wellington (69%).
- Over the course of the retrial, the level of media interest increased.
  - When the trial began in March, 45% of New Zealanders said they were following the story closely in the news, i.e. they gave a 1 or 2 rating on a 1-5 scale where 1 means 'followed very closely'.
  - This proportion increased to 54% in May, then peaked at 61% in June when the not guilty verdict was announced.
  - After the verdict, most of the media attention was focused on the evidence and testimonies that were not included in the retrial. 50% of New Zealanders followed this closely.
- The retrial, and the following stories on excluded testimonies, were not as closely followed as other David Bain stories in recent history.
  - The retrial had a peak following of 61%. The issues afterwards were followed by 50%. These are lower compared to:
    - The Christchurch High Court granting bail in 2007, which was followed by 73% of New Zealanders.
    - The announcement there was to be a retrial, which was followed by 63%.
  - All the Bain stories are relatively low compared to the blockbuster stories such as the London Bombings and the Victorian bushfires, which were followed by around 80%.

# Bain: Guilty or Not Guilty

There have been some high profile court cases in the last few years. While you will not have had access to all the information a jury gets, from what you have read, seen, heard or feel about the case do you think it is more likely the following are guilty or not guilty?

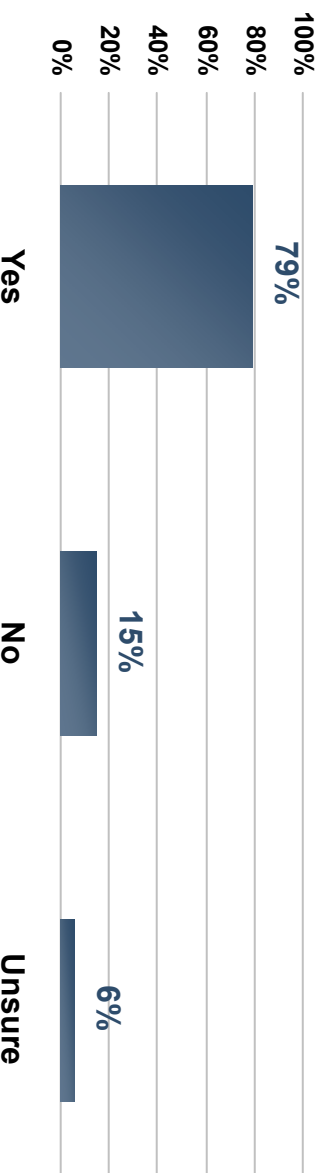
David Bain for the murder of his family in Dunedin



# Compensation?

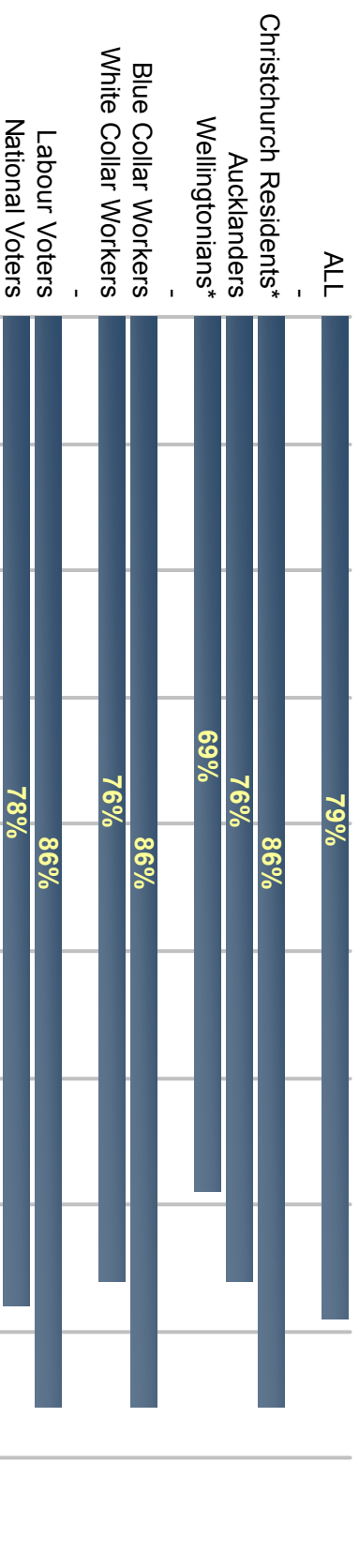


*Do you think David Bain should get compensation of around \$1.5 million for the time he has spent in prison?*



Base: 47% of all respondents, those who think Bain is not guilty.

## Demographic differences for June 2009 ('Yes' only)



\*NB - Sample size less than n=50. Results should be treated as indicative only.

# Media Interest

## Following the Retrial in the News

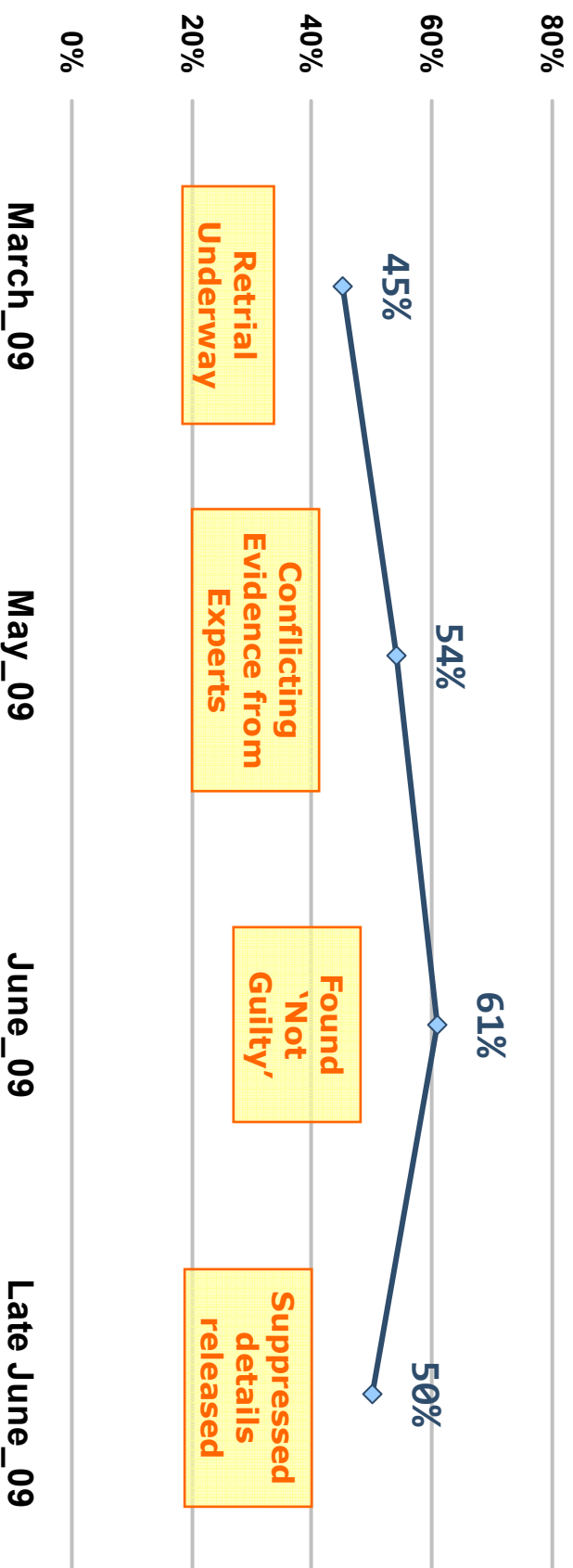


*Using a scale of 1 to 5 where 1 means very closely and 5 means not closely at all, please tell me how closely you are following or have followed these news stories in the last month? If you do not know enough about it just say so.*

Note: Media interest is defined as those following the story closely, i.e. giving a 1 or 2 on the 1-5 scale

### Following the story of "David Bain's retrial"

NB: In the late June survey the story was changed to "issues surrounding withheld evidence and testimonies during Bain's retrial"



# Media Interest Compared to Other News Stories



*Using a scale of 1 to 5 where 1 means very closely and 5 means not closely at all, please tell me how closely you are following or have followed these news stories in the last month? If you do not know enough about it just say so.*

Note: Media interest is defined as those following the story closely, i.e. giving a 1 or 2 on the 1-5 scale

## Compared to the Top 5 most popular news stories PLUS all previous Bain Stories

