

### KPBS/CERC Beach Poll

(n=407, adult English-speaking residents, weighted to Age and Area)

Hello, my name is \_\_\_\_\_ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County to ask your opinion on local issues. We are not selling anything. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking . . .

Q1. What is your zipcode?

|               |       |
|---------------|-------|
| South City    | 14.8% |
| North City    | 24.8  |
| South Burbs   | 9.7   |
| East Burbs    | 14.6  |
| North Burbs   | 14.3  |
| North Coastal | 13.1  |
| East County   | 8.7   |

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Now I'd like to ask you a few questions about beaches in San Diego County . . .

Q2. In a typical year, how often do you go? On average do you go . . .

|                         |      |              |       |
|-------------------------|------|--------------|-------|
| Once a Day              | 3.4% | Frequently   | 51.3% |
| Once or Twice per Week  | 17.3 |              |       |
| Once or Twice per Month | 30.6 |              |       |
| Once or Twice per Year  | 27.2 |              |       |
| Less than Once per Year | 10.4 |              |       |
| Never                   | 11.0 | Infrequently | 48.6  |

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Q3. Compared to ten years ago do you now go to the beach more often or less often?

|                                    |       |                      |       |
|------------------------------------|-------|----------------------|-------|
| Much More Often                    | 15.2% | More Often           | 27.4% |
| Somewhat More Often                | 12.2  |                      |       |
| Somewhat Less Often                | 22.0  |                      |       |
| Much Less Often                    | 33.1  | Less Often           | 55.1  |
| <10 Years/Much More Often          | 0.6   | <10 Years/More Often | 1.3   |
| <10 Years/Somewhat More Often      | 0.7   |                      |       |
| <10 Years/Somewhat Less Often      | 1.3   |                      |       |
| <10 Years/Much Less Often          | 3.7   | <10 Years/Less Often | 5.0   |
| Does Not Apply ( <i>Not Read</i> ) | 7.8   |                      |       |
| Unsure/Varies ( <i>Not Read</i> )  | 3.5   |                      |       |

(Combined)

|                                    |       |            |       |
|------------------------------------|-------|------------|-------|
| Much More Often                    | 15.8% | More Often | 28.7% |
| Somewhat More Often                | 12.9  |            |       |
| Somewhat Less Often                | 23.3  |            |       |
| Much Less Often                    | 36.8  | Less Often | 60.1  |
| Does Not Apply ( <i>Not Read</i> ) | 7.8   |            |       |
| Unsure/Varies ( <i>Not Read</i> )  | 3.5   |            |       |

Q4. What is the main thing you go to the beach to do?

|                            |       |
|----------------------------|-------|
| Walk or Run                | 23.1% |
| Take Kids                  | 18.3  |
| Socialize                  | 15.7  |
| Swim                       | 11.3  |
| Sunbathe                   | 8.9   |
| Surf                       | 6.7   |
| Boating                    | 1.9   |
| Fish                       | 0.7   |
| Other ( <i>Not Read</i> )  | 8.4   |
| Varies ( <i>Not Read</i> ) | 5.0   |

Q5. How would you rate the beaches in San Diego County? Would you say they are generally . . .

|                            |       |          |       |
|----------------------------|-------|----------|-------|
| Excellent                  | 19.5% | Positive | 75.7% |
| Good                       | 56.2  |          |       |
| Only Fair                  | 16.5  |          |       |
| Poor                       | 3.2   | Negative | 19.7  |
| Varies ( <i>Not Read</i> ) | 1.2   |          |       |
| Unsure ( <i>Not Read</i> ) | 3.4   |          |       |

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(Of Split A, n=95)

Q6a. How concerned are you about crime at the beach? Are you . . .

|                                       |      |                     |       |
|---------------------------------------|------|---------------------|-------|
| So Concerned That You Don't Go at All | 0.0% | Lessens Beach Usage | 11.3% |
| Concerned So You Go Less Often        | 11.3 |                     |       |
| Concerned but You Go Anyway           | 20.1 |                     |       |
| Not at All Concerned                  | 64.0 | No Effect           | 84.1  |
| Varies by Beach or time of Year       | 4.7  |                     |       |

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(Of Split B, n=110)

Q6b. How concerned are you about sun exposure at the beach? Are you . . .

|                                                     |      |                     |       |
|-----------------------------------------------------|------|---------------------|-------|
| So Concerned That You Don't Go at All               | 6.2% | Lessens Beach Usage | 14.5% |
| Concerned So You Go Less Often                      | 8.3  |                     |       |
| Concerned but You Go Anyway                         | 31.4 |                     |       |
| Not at All Concerned                                | 52.4 | No Effect           | 83.8  |
| Varies by Beach or Time of Year ( <i>Not Read</i> ) | 1.7  |                     |       |

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(Of Split C, n=93)

Q6c. How concerned are you about over crowding at the beach? Are you . . .

|                                                     |      |                     |       |
|-----------------------------------------------------|------|---------------------|-------|
| So Concerned That You Don't Go at All               | 3.7% | Lessens Beach Usage | 29.7% |
| Concerned So You Go Less Often                      | 26.0 |                     |       |
| Concerned but You Go Anyway                         | 26.8 |                     |       |
| Not at All Concerned                                | 39.9 | No Effect           | 66.7  |
| Varies by Beach or Time of Year ( <i>Not Read</i> ) | 3.6  |                     |       |

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(Of Split D, n=109)

Q6d. How concerned are you about ocean pollution at the beach? Are you . . .

|                                                     |      |                     |       |
|-----------------------------------------------------|------|---------------------|-------|
| So Concerned That You Don't Go at All               | 8.4% | Lessens Beach Usage | 23.2% |
| Concerned So You Go Less Often                      | 14.8 |                     |       |
| Concerned but You Go Anyway                         | 50.5 |                     |       |
| Not at All Concerned                                | 19.6 | No Effect           | 70.1  |
| Varies by Beach or Time of Year ( <i>Not Read</i> ) | 6.7  |                     |       |

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Thanks. Now I have just a few demographic questions to make sure we get a representative sample.

Q7. For one reason or another not everyone is registered to vote. How about you?  
Are you registered to vote at this address or not?

|                             |       |
|-----------------------------|-------|
| Yes                         | 77.1% |
| No                          | 22.6  |
| Refused ( <i>Not Read</i> ) | 0.2   |

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Q8. And when it comes to politics and social issues are you generally . . .

|                                |       |              |       |
|--------------------------------|-------|--------------|-------|
| Very Conservative              | 16.9% | Conservative | 50.8% |
| Somewhat Conservative          | 33.9  |              |       |
| Somewhat Liberal               | 18.5  |              |       |
| Very Liberal                   | 13.9  | Liberal      | 32.4  |
| In Between ( <i>Not Read</i> ) | 11.9  |              |       |
| Unsure ( <i>Not Read</i> )     | 3.6   |              |       |
| Refused ( <i>Not Read</i> )    | 1.3   |              |       |

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Q9. What was your age on your last birthday?

|         |       |
|---------|-------|
| 18-24   | 14.6% |
| 25-34   | 20.4  |
| 35-44   | 21.4  |
| 45-54   | 16.5  |
| 55-64   | 9.7   |
| 65-74   | 7.8   |
| 75+     | 6.8   |
| Refused | 2.9   |

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Q10. And please stop me when I reach the category closest to your annual household income . .

|                             |       |
|-----------------------------|-------|
| Under \$20,000              | 10.9% |
| \$20 to 40,000              | 19.3  |
| \$40 to 60,000              | 18.9  |
| \$60 to 80,000              | 12.0  |
| \$80 to 100,000             | 8.2   |
| \$100 to 150,000            | 10.3  |
| Over \$150,000              | 6.9   |
| Refused ( <i>Not Read</i> ) | 13.4  |

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Thanks for your time and your opinion counts, goodbye.

Q11. Gender (*By Observation*)

|        |       |
|--------|-------|
| Male   | 47.0% |
| Female | 53.0  |

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Q12. City/Non-City (Based on Zip Code)

|          |       |
|----------|-------|
| City     | 41.0% |
| Non-City | 59.0  |

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## **How the KPBS/Competitive Edge Research Poll Was Conducted**

The survey was conducted in English by professional telephone interviewers on June 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> and contains 407 responses. Qualified respondents were limited to English-speaking adults residing in San Diego County. Residents with unlisted telephone numbers are included in the sample. The RDD sample was provided by ASDE Survey Sampler.

Verification procedures were followed and no surveys were rejected in the process. Editing, coding, computer processing and tabulation of the data were done at Competitive Edge's office in San Diego. The computer tabulations were produced using SPSSPC+ version 12.0, a statistical package copyrighted by SPSS, Inc.

The confidence level associated with samples of this type is such that, with a question where the respondents answer 50% "yes" and 50% "no," 95% of the time the results are within plus or minus 4.9% of the true value, where true value refers to the results obtained if it were possible to interview every possible qualified respondent. The degree of error is reduced when responses have larger (e.g. 60%-40%, 70%-30%, etc.) percentage differences. Conversely, the margin of error is increased somewhat when a subset of the entire 407 responses is analyzed.

In addition to error introduced by sampling variability, there are many other possible sources of bias such as how the question is worded, the question sequence, or individual interviewer techniques. Competitive Edge does everything in its power to minimize these potential sources of bias.

A survey of this type is a good measure of current attitudes that may change over time. This survey should not necessarily serve as an unqualified predictor of events, but as an indicator as to the situation in early June 2005.