

## KPBS/CERC Fall 2005 Cell Phone Poll

(n=401 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	14.6%
North City	24.5
South Burbs	9.7
East Burbs	15.0
North Burbs	14.1
North Coastal	13.4
East County	8.7

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Now I'm going to ask you some questions about cell phones . . .

Q2. Do you currently own a cell phone, or not?

Yes	77.3%
No	22.7

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Q3. About how many people, if any, do you know who no longer own a land line and now rely only on a cell phone?

None	50.3%
1-2	31.2
3+	17.8
Unsure ( <i>Not Read</i> )	0.5
Refused ( <i>Not Read</i> )	0.2

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(Of Cell Phone Owners, n=310)

Q4o. Do you use your cell phone more than you use your land line or your land line more than your cell phone?

Cell Phone Much More	22.8%	Cell Phone More	37.0%
Cell Phone Somewhat More	14.2		
Land Line Somewhat More	17.2		
Land Line Much More	26.6	Land Line More	43.8
Cell Phone Only	1.4		
Land Line Only	0.4		
Half and Half (Not Read)	16.9		
Unsure/Varies (Not Read)	0.5		

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(Of Non-Cell Phone Owners, n=91)

Q4n. Do you intend to get a cell phone within the next . . .

Couple of Years	17.1%
Five Years	0.0
Some Point in the Future	32.2
Never	43.3
Unsure (Not Read)	7.4

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Q5. Would you support or oppose adopting a new law that requires drivers who use cell phones to use a hands-free device?

Support Strongly	62.9%	Support	79.0%
Support Somewhat	16.1		
Oppose Somewhat	5.0		
Oppose Strongly	9.4	Oppose	14.4
Unsure (Not Read)	6.7		

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

Q6. When it comes to politics and social issues are you generally . . .

Very Conservative	11.6%	Conservative	41.2%
Somewhat Conservative	29.6		
Somewhat Liberal	25.2	Liberal	37.4
Very Liberal	12.2		
In Between/Unsure ( <i>Not Read</i> )	20.9		
Refused ( <i>Not Read</i> )	0.9		

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Q7. What was your age on your last birthday?

18-24	15.0%
25-34	21.0
35-44	22.0
45-54	17.0
55-64	10.0
65-74	8.0
75+	7.0

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Q8. And is your family's ethnic heritage mainly . . .

White	57.3%
Hispanic	15.7
African-American	6.1
Asian	3.4
Native-American	2.0
Mixed Race	10.4
Something Else	5.0

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Q9. And please stop me when I reach the category closest to your annual household income. . .

Under \$20,000	8.6%
\$20 to 40,000	18.4
\$40 to 60,000	17.7
\$60 to 80,000	14.7
\$80 to 100,000	8.8
\$100 to 150,000	10.8
Over \$150,000	5.5
Refused ( <i>Not Read</i> )	15.7

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Thanks for your time and your opinion counts, goodbye.

Q10. Gender (*By observation*)

Male	46.7%
Female	53.3

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

The survey was conducted in English by professional telephone interviewers on September 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> and contains 401 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 13.0, 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 401 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 September 2005.