

KPBS/CERC Winter 2004 SD County Poll
(n=404 San Diego County Adults, 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	15.1%
North City	24.2
South Burbs	10.0
East Burbs	14.8
North Burbs	13.8
North Coastal	13.1
East County	8.9

Now I'm going to ask you a few questions related to the Chargers football team . . .

Q2. How much of a Chargers fan are you? Are you a . . .

Big Fan	26.9%		
Casual Fan	34.9	Fan	61.8%
Not a Fan at All	33.4	Not a Fan	33.4
Varies/Depends on Season(<i>Not Read</i>)	4.8		

Q3. Please tell me whether you know anything about the Chargers' ownership and, if so, whether your impression of them is favorable or unfavorable?

Know, Very Favorable	10.4%		
Know, Somewhat Favorable	16.9	Favorable	27.3%
Know, Somewhat Unfavorable	11.7	Unfavorable	24.0
Know, Very Unfavorable	12.3		
Know, Unsure	9.5		
Do Not Know Anything	39.3		

Q4. When it comes to making charitable and civic contributions to the local community, do you think the San Diego Chargers are contributing . . .

A Lot	19.6%		
Some	40.7		
Not Much	9.8	A Lot/Some	60.3%
Nothing at All	6.2	Not Much/Nothing	16.0
Unsure (<i>Not Read</i>)	23.7		

Q5. There has been discussion about building a new stadium in which the Chargers would play for the next 30 years. The Chargers' plan is for the City to re-zone the current site so the team could pay for a Super Bowl-quality stadium to replace Qualcomm stadium and develop housing, shops, offices and a park there. The City would donate the land for the development and use some of the development's tax proceeds to build infrastructure in the area. The City would own the stadium. Do you approve or disapprove of this plan?

Approve, Strongly	23.6%		
Approve, Somewhat	23.1	Approve	46.7%
Disapprove, Somewhat	14.6	Disapprove	41.3
Disapprove, Strongly	26.7		
Unsure (<i>Not Read</i>)	11.9		

Q6. If the Chargers were to move to the Los Angeles area in the next few years, would you be happy or unhappy or would it make no difference to you? (*Options were rotated.*)

Very Happy	9.0%		
Somewhat Happy	3.3	Happy	12.3%
No Difference	43.7		
Somewhat Unhappy	12.9	Unhappy	41.6
Very Unhappy	28.7		
Unsure (<i>Not Read</i>)	2.3		

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

Q17. Do you . . .

Own	67.2%
Rent	32.1
Refused (<i>Not Read</i>)	0.8

. . . your residence?

Q18. And when it comes to politics and social issues are you generally . . .

Very Conservative	18.1%		
Somewhat Conservative	33.3	Conservative	51.4%
Somewhat Liberal	19.5	Liberal	29.0
Very Liberal	9.5		
In Between (<i>Not read</i>)	13.9		
Unsure (<i>Not Read</i>)	5.6		

Q19. What was your age on your last birthday?

18-24	14.8%
25-34	20.7
35-44	21.7
45-54	16.8
55-64	9.9
65-74	7.9
75 and Over	6.9
Age Not Reported	1.2

Q20. And please stop me when I reach the category closest to your annual household income . . .

Under \$20,000	6.8%
\$20 to 40,000	16.4
\$40 to 60,000	18.7
\$60 to 80,000	18.0
\$80 to 100,000	9.0
\$100 to \$150,000	9.1
Over \$150,000	6.5
Unsure (<i>Not Read</i>)	15.6

Thanks for your time and your opinion counts, goodbye.

Q21. Gender (*By Observation*)

Male	47.3%
Female	52.7

How the KPBS/Competitive Edge Research Poll Was Conducted

The survey was conducted in English by professional telephone interviewers on December 6th, 7th and 8th and contains 404 responses. Qualified respondents were limited to 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 and Scientific Telephone Samples.

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 404 responses is analyzed. The maximum margin of sampling error for the countywide subset of 350 voters is 5.2%.

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 December 2004.