

KPBS/CERC Hurricane Katrina SD County Poll
(n=401 adult English-speaking residents)

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

Now I'm going to ask you a few questions about the situation surrounding Hurricane Katrina . . .

Q2. How closely have you been following news about Hurricane Katrina and its aftermath in New Orleans and on the Gulf Coast? Would you say . . .

Very Closely	51.7%	Closely	91.3%
Somewhat Closely	39.6		
Not Too Closely	4.6		
Not Closely at All	3.5	Not Closely	8.1
Varies/Unsure (<i>Not Read</i>)	0.5		

(Of Split A, n=201)

Q3a. How would you rate the federal government's overall response to the situation caused by the hurricane and flooding? Would you say it is . . .

Excellent	6.7%	Positive	37.3%
Good	30.6		
Not So Good	16.8		
Poor	17.6	Negative	56.8
Failure	22.4		
Unsure (<i>Not Read</i>)	5.9		

(Of Split B, n=200)

Q3b. How would you rate the overall response by state and local governments in the area to the situation caused by the hurricane and flooding? Would you say it is . . .

Excellent	2.0%	Positive	26.1%
Good	24.1		
Not So Good	30.6		
Poor	24.3	Negative	66.0
Failure	11.1		
Unsure (<i>Not Read</i>)	8.0		

Q4. Do you have any close personal friends or relatives in the Gulf Coast area who were directly affected by the hurricane and flooding, or not?

Yes	23.9%
No	76.1

Q5. We realize that many people have not donated to the hurricane Katrina relief fund. How about you? How much money, if any, or how much in goods, if any, have you donated?

None	49.1%	Mean: \$509
<\$20	10.2	
\$21-50	8.2	
\$51-100	12.5	
\$101-500	13.3	
>\$500	6.7	

(Of Split C, n=185)

Q6c. If you were the Mayor of New Orleans how would you have instructed the police and National Guard to deal with looters of non-essential items right after the hurricane? Would you order them to . . .

Shoot Looters on Sight	15.8%
Arrest Looters and Release Them	31.7
Ignore Looters under the Extreme Circumstances	25.3
Arrest and Detain Looters (<i>Not Read</i>)	7.5
Unsure (<i>Not Read</i>)	19.6

(Of Split D, n=216)

Q6d. If you were the Mayor of San Diego and a natural disaster such as a major earthquake occurred, how would you instruct the police and National Guard to deal with looters of non-essential items right after the earthquake? I would order them to . . .

Shoot Looters on Sight	17.9%
Arrest Looters and Release Them	43.9
Ignore Looters under the Extreme Circumstances	20.6
Arrest and Detain Looters (<i>Not Read</i>)	10.7
Unsure (<i>Not Read</i>)	7.0

Q7. As you may know, gas prices have increased to \$3 a gallon or more in some areas. Which of the following opinions comes closest to your own? (*A and B were rotated.*)

- A. This increase is justified by the drop in oil production caused by the hurricane
- B. Oil companies and gas dealers are taking unfair advantage of the situation
- C. The increase is due to other factors

A, Strongly	5.2%	A	9.7%
A, Somewhat	4.5		
B, Strongly	55.1	B	68.8
B, Somewhat	13.7		
C, Strongly	9.5	C	15.6
C, Somewhat	6.1		
Unsure (<i>Not Read</i>)	6.0		

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

Q17. 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		

Q18. 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

Q19. 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

Q20. 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

Thanks for your time and your opinion counts, goodbye.

Q21. Gender (By Observation)

Male	46.7%
Female	53.3

How the KPBS/Competitive Edge Research Poll Was Conducted

The survey was conducted in English by professional telephone interviewers on September 6th, 7th, and 8th 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.