

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

Q2. Which of the following best describes your connection to the military . . .

I Now Serve in the Military	1.8%
A Household Member Now Serves in the Military	7.8
I Served in the Military in the Past	13.7
A Household Member Served in the Military in the Past	16.3
I Have Other Indirect Ties to the Military	23.6
I Have No Ties to the Military	34.1
Unsure (<i>Not Read</i>)	2.7

Q3. Do you think the military installations and personnel in San Diego County have . . . (*Options were rotated.*)

A Very Big Impact on the Local Economy	60.6%		
A Moderate Impact	24.2	Impact	84.8%
A Minor Impact	8.8	Minor/No Impact	10.7
No Impact at All on the Local Economy	1.9		
Unsure/Depends (<i>Not Read</i>)	4.6		

Q4. As you may know, US policy since the end of the Cold War has been to close unneeded military installations and bases. San Diego County has experienced some closures. If another local military installation is closed, do you think it would . . . *(Options were rotated.)*

Be a Very Serious Problem	36.0%		
Somewhat Serious	34.7	Serious Problem	70.7%
Not Too Serious	13.0	Not Serious	18.9
Not Be a Serious Problem at All	5.9		
Depends on Which/How Many <i>(Not Read)</i>	10.4		

If a local military installation were to close... *(Q5-Q6 were rotated.)*

Q5. Which one of the following would you prefer it be . . . *(Options were rotated.)*

The Marine Corps Recruit Depot in San Diego	13.0%
The Marine Corps Air Station at Miramar	10.7
SPAWAR Research and Development Center	10.5
The Naval Base at Point Loma	9.0
The 32 nd Street Naval Station	8.4
The Naval Air Station at North Island	8.1
Camp Pendleton	3.7
Other <i>(Not Read)</i>	8.6
Unsure <i>(Not Read)</i>	28.1

Q6. Which one of the following would you least like to see closed? *(Options were rotated.)*

Camp Pendleton	36.2
The 32 nd Street Naval Station	10.5
The Marine Corps Air Station at Miramar	9.6
The Naval Air Station at North Island	6.4
SPAWAR Research and Development Center	5.5
The Marine Corps Recruit Depot in San Diego	4.9
The Naval Base at Point Loma	3.5
Other <i>(Not Read)</i>	3.5
Unsure <i>(Not Read)</i>	19.9

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

Q7. Do you . . .

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

. . . your residence?

Q8. 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		

Q9. 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
Refused	1.2

Q10. 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
Refused (<i>Not Read</i>)	15.6

Thanks for your time and your opinion counts, goodbye.

Q11. 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.