

**KPBS/CERC Winter 2004 SD County Poll
(n=400 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	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. About how many years have you lived in your neighborhood?

Less Than 3 Years	19.6%
3-5 Years	20.7
6-10 Years	16.9
11-20 Years	24.0
21 or More Years	18.8

Q3. Thinking about people in your neighborhood, generally speaking, would you say that you can trust them a lot, some, only a little, or not at all?

Trust Them a Lot	56.0%		
Trust Them Some	27.0	Some Trust	83.0%
Trust Them Only a Little	8.1	Little/No Trust	14.1
Trust Them Not at All	6.0		
Does Not Apply (<i>Not Read</i>)	1.3		
Unsure (<i>Not Read</i>)	1.5		

Q4. I have some questions about your immediate neighbors. These are the 10 or 20 households that live closest to you. About how often do you talk to or visit with your immediate neighbors . . .

Just about Everyday	22.4%
Several Times a Week	33.2
Several Times a Month	19.2
Once a Month	6.5
Several Times a Year	4.5
Once a Year or Less	6.2
Never	7.4
Unsure (<i>Not Read</i>)	0.5

Q5. In the past two years, have you worked with others to get people in your immediate neighborhood to work together to fix or improve something?

Yes	34.0%
No	63.7
Unsure (<i>Not Read</i>)	2.4

Q6. Would you say your next door neighbors are . . .

Among Some of Your Best Friends	12.3%
Friends but Not Best Friends	30.5
Acquaintances but Not Friends	41.9
Do You Not Know Them	12.9
Unfriendly with You	2.4

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
Age Not Reported	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
Unsure (<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.