

KPBS/CERC Spring 2005 Public Art Poll
(n=424 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	14.8%
North City	23.9
South Burbs	10.1
East Burbs	15.0
North Burbs	14.0
North Coastal	13.3
East County	8.9

Q2. Now I'm going to ask you what you think about the performing and visual arts -- that is theater, music, dance and visual art. First, how many times in the last year, if ever, did you attend one of those events?

Never	34.6%
Once or Twice	26.1
Three to Five Times	22.8
Five to 10 Times	8.6
11 to 20 Times	4.4
More than 20 Times	2.7
Unsure/Can't Recall (<i>Not Read</i>)	0.7

Please tell me whether you agree or disagree with the following statements:

Q3. The arts improve the quality of life in the community.

Strongly Agree	64.8%	Agree	89.5%
Somewhat Agree	24.7		
Somewhat Disagree	5.4	Disagree	8.3
Strongly Disagree	2.9		
Unsure (<i>Not Read</i>)	2.2		

Q4. The arts improve the academic performance of children.

Strongly Agree	70.2%	Agree	91.2%
Somewhat Agree	21.0		
Somewhat Disagree	4.0	Disagree	5.8
Strongly Disagree	1.8		
Unsure (<i>Not Read</i>)	3.0		

Q5. In the past year have you . . .

Volunteered Your Time	9.3%
Donated Money to an Arts Organization	14.8
Neither	63.7
Both (<i>Not Read</i>)	9.9
Unsure (<i>Not Read</i>)	2.3

Q6. Some people have discussed raising local taxes to support arts activities and facilities throughout the County. Would you be willing to pay five dollars more in local taxes if the money went directly to the arts or not?

Willing to Pay, Definitely	34.6%	Willing	56.8%
Willing to Pay, Probably	22.2		
Not Willing to Pay, Probably	9.8	Not Willing	35.3
Not Willing to Pay, Definitely	25.5		
Unsure (<i>Not Read</i>)	7.9		

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

Q7. For one reason or another not everyone is registered to vote. How about you?
Are you registered to vote at this address or not?

Yes	77.9%
No	21.7
Refused (<i>Not Read</i>)	0.4

Q8. And when it comes to politics and social issues are you generally . . .

Very Conservative	15.3%	Conservative	50.1%
Somewhat Conservative	34.8		
Somewhat Liberal	18.7	Liberal	29.4
Very Liberal	10.7		
In Between (<i>Not Read</i>)	18.3		
Unsure (<i>Not Read</i>)	1.2		
Refused (<i>Not Read</i>)	1.0		

Q9. 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

Q10. And please stop me when I reach the category closest to your annual household income . .

Under \$20,000	8.4%
\$20 to 40,000	20.6
\$40 to 60,000	17.9
\$60 to 80,000	12.6
\$80 to 100,000	11.0
\$100 to 150,000	7.7
Over \$150,000	4.0
Refused (<i>Not Read</i>)	17.7

Thanks for your time and your opinion counts, goodbye.

Q11. Gender (*By observation*)

Male	47.8%
Female	52.2

How the KPBS/Competitive Edge Research Poll Was Conducted

The survey was conducted in English by professional telephone interviewers on March 7th, 8th, and 9th and contains 424 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 11.5, 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 4.8% 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 424 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 March 2005.