

KPBS/CERC Spring 2005 SD County Crime 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

Now I'm going to ask you a few questions about crime . . .

Q2. Would you describe the problem of crime in the area where you live as . . .

Extremely Serious	2.8%	Serious	35.7%
Very Serious	4.6		
Moderately Serious	28.3		
Not Too Serious	41.5	Not Serious	62.7
Not Serious at All	21.2		
Unsure (<i>Not Read</i>)	1.6		

Q3. How much confidence do you have in the ability of the police to protect you from violent crime . . .

A Great Deal	23.5%	Confident	63.5%
Quite a Lot	40.0		
Not Very Much	27.0	Not Confident	32.8
None at All	5.8		
Unsure (<i>Not Read</i>)	3.7		

Q4. Which of the following approaches to lowering the crime rate in the US comes closest to your own view? Do you think . . . (*Approaches were rotated*)

More money and effort should go to attacking the social and economic problems that lead to crime through better education and job training

Or

More money and effort should go to deterring crime by improving law enforcement with more prisons, police and judges?

Attack Social Problems, Strongly	48.8%	Social Problems	62.6%
Attack Social Problems, Somewhat	13.8		
Improve Law Enforcement, Somewhat	6.0	Law Enforcement	21.2
Improve Law Enforcement, Strongly	15.2		
Both (<i>Not Read</i>)	10.2		
Neither (<i>Not Read</i>)	3.6		
Unsure (<i>Not Read</i>)	2.2		

Here are some things people may do because of concern over crime. Please tell me which, if any, of these things you, yourself, do or have done . . .

Q5. Bought a gun for protection of yourself or your home

Yes	18.3%
No	83.7

Q6. Avoid going to certain places or neighborhoods you might otherwise want to go

Yes	53.2%
No	46.8

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.