

## Self Perception Poll

(n=400 San Diego County Adults, Weighted to Age from 2000 U.S. Census)

Hi this 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	19.3%
North City	24.8
South Burbs	12.3
East Burbs	11.5
North Burbs	14.3
North Coastal	11.9
East County	6.0

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Q2. About how long have you lived in San Diego County?

<3 Years	7.8%
3-5 Years	11.9
6-10 Years	13.8
11-20 Years	21.7
21+ Years	44.7

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Now I'd like to ask you a few questions about the City of San Diego itself . . .

Q3. Do you have a favorable or unfavorable impression of San Diego?

Very Favorable	68.3%	Favorable	87.7%
Somewhat Favorable	19.4	Unfavorable	6.9
Somewhat Unfavorable	4.0		
Very Unfavorable	2.9		
Neutral ( <i>Not read</i> )	4.0		
Unsure ( <i>Not read</i> )	1.3		

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Q4. In one or two words, what is San Diego's best attribute?

Weather/Climate	59.4%
Coastline/Beaches/Ocean	10.1
People/Culture	6.2
Tourism/Attraction	5.9
Location	4.7
Beauty	2.8
Business/Economic	1.9
Environment	1.9
Downtown	1.1
Schools	0.9
Quality of Life	0.9
Other	1.8
Don't Know/Unsure	2.4

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Q5. In one or two words, what is San Diego's worst attribute?

Traffic	23.7%
Growth/Congestion/Overcrowding	17.7
Affordable Housing	11.1
Cost of Living	9.6
Government Incompetent/Politics	7.2
Crime/Drugs/Gangs	3.6
People	3.3
Jobs/Economy/Employment	2.9
Immigration	2.8
Homeless	2.1
Infrastructure	2.0
Location	1.6
Weather	1.4
Environment	1.2
Other	1.6
Nothing	4.7
Don't Know/Unsure	3.3

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Q6. Under former Mayor Pete Wilson San Diego adopted the slogan “America’s Finest City.” Do you think the “America’s Finest City” motto currently fits San Diego or does it not fit San Diego? (If respondent says “Does not fit,” interviewer asked, “Does San Diego fall far short or only a little short?”)

Fits San Diego	57.1%	Fits San Diego	57.1%
Far Short	14.9	Does Not Fit	35.8
Only a Little Short	20.9		
Unsure ( <i>Not read</i> )	7.0		

Q7. Here are the opinions of three San Diegans, Smith, Jones and Nelson. Please tell me which one comes closest to your own. (*Opinions were rotated.*)

Smith says: San Diego has the potential to develop into a world-class city and we should pursue that.

Jones says: San Diego is not a world class city but that is fine with me.

Nelson says San Diego is already a world class city.

Who’s opinion comes closest to your own?

Smith Strongly	24.4%		
Smith Somewhat	17.9		
Jones Somewhat	11.6	Smith	42.3%
Jones Strongly	11.1	Jones	22.7
Nelson Somewhat	12.8	Nelson	30.6
Nelson Strongly	17.8		
Neither/All ( <i>Not read</i> )	1.1		
Unsure ( <i>Not read</i> )	3.5		

Now I'd like to ask you a few demographic questions to make sure we have a representative sample . . .

Q8. When it comes to social issues and politics do you consider yourself to be . . .

Very Liberal	12.6%		
Somewhat Liberal	23.1	Liberal	35.7%
In Between/Unsure ( <i>Not read</i> )	16.1	In Between/Unsure	16.1
Somewhat Conservative	27.6	Conservative	48.2
Very Conservative	20.6		

Q9. Are you registered to vote as a . . .

Republican	36.4%
Democratic	25.4
Other Party/Non-Partisan	20.7
Not Registered	17.4

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Q10. And is your family's ethnic heritage mainly . . .

White	60.1%
Hispanic	18.3
African-American	1.2
Asian	3.8
Native-American	0.9
Mixed Race	11.1
Something Else	2.5
Refused ( <i>Not read</i> )	2.1

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*(Of Non-Hispanic, n=347)*

Q11. And are either of your parents Hispanic?

Yes	10.0%
No	90.0

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*(Collapsed Ethnicity with Language and Heritage)*

White	59.4%
Hispanic/English Speaking	19.5
Hispanic/Spanish Speaking	6.8
Mixed Race	6.6
Other Ethnicity	7.7

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Q12. And please stop me when I reach the category closest to your household's total annual income . . .

Less than \$20,000	4.9%
\$20 to 40,000	18.1
\$40 to 60,000	21.5
\$60 to 80,000	12.2
\$80 to 100,000	12.6
\$100 to 150,000	10.6
More than \$150,000	5.9
Refused ( <i>Not read</i> )	14.0

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Thanks for your time and your opinion counts.

Q13. Gender (*By Observation*)

Male	46.3%
Female	53.7

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Q14. Age (*from sample for Listed and asked for RDD*)

18-34	36.4%
35-44	21.9
45-54	16.9
55-64	9.8
65-74	7.6
75+	7.4

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### **How the KPBS/Competitive Edge Research Poll Was Conducted**

The survey was conducted in English and Spanish by professional telephone interviewers on September 7th and 8th and contains 400 responses. Qualified respondents were limited to adults residing in San Diego County. Residents with unlisted telephone numbers are included in the sample. A blended sampling technique, which combines listed and random digit dial (RDD) sampling methodologies, was used. It gives every County resident an equal chance of participating while increasing the accuracy of the voter data. The RDD sample was provided by ASDE Survey Sampler, and the listed sample was provided by Political Data.

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 11.0, 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 400 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 September 2004.