

**KPBS/CERC Library Poll (n=412 San Diego County Adults)**

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 zip code?	South City	15.6%
	North City	25.5
	South Burbs	8.0
	East Burbs	14.1
	North Burbs	14.1
	North Coastal	13.1
	East County	9.5

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Q2. Please tell me about how many times in the past year have you personally used or visited a public library in San Diego County?

None	40.4%
1-2 Times	12.8
3-4 Times	10.3
5-9 Times	11.1
10-24 Times	16.3
25+ Times	9.1

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Q3. Please tell me whether you agree or disagree with the following statement . . . Because of the Internet and other new information technologies, libraries will become less important to communities? (*Split A, n=211*)

Agree, Strongly	19.0%
Agree, Somewhat	17.1
Disagree, Somewhat	22.7
Disagree, Strongly	35.1
Unsure ( <i>Not read</i> )	6.2

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Q4. There are many different things which local governments may spend their time and money addressing. When it comes to public libraries do you think your local government should be spending . . .

A Lot	23.1%
Some	51.2
A Little, or	14.3
No Time and Money on Them	5.3
Unsure ( <i>Not read</i> )	6.1

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Q5.	Whether or not you live in the City of San Diego, do you think the City should be spending . . .		
		A Lot	17.5%
		Some	33.0
		A Little, or	10.0
		No Time and Money on . . .	21.4
		Unsure ( <i>Not read</i> )	18.2

. . . building a new main library in the East Village of downtown San Diego

Q6.	San Diego's new main library will be downtown on the trolley line along a promenade linking Balboa Park with the bay. It's a 9-story building with 500-thousand square feet of floor space. And it includes state-of-the-art technology, an outdoor café, an auditorium, and a rooftop space for special functions. Once it is completed, are you likely to use or visit the main library about . . .		
		Once per Week or More	3.4%
		Once or Twice per Month	10.7
		Once or Twice per Year	21.6
		Just Once to Try it Out, or	21.1
		Will You Not Use the Main Library	36.2
		Unsure ( <i>Not read</i> )	7.0

Q7.	Please tell me whether you agree or disagree with the following statement . . . Because of the Internet and other new information technologies, libraries will become less important to communities? ( <i>Split B, n=201</i> )		
		Agree, Strongly	31.3%
		Agree, Somewhat	16.9
		Disagree, Somewhat	19.4
		Disagree, Strongly	24.9
		Unsure ( <i>Not read</i> )	7.5

Q8.	Please tell me whether you agree or disagree with the following statement . . . Because of the Internet and other new information technologies, libraries will become less important to communities? ( <i>Combined</i> )		
		Agree, Strongly	25.0%
		Agree, Somewhat	17.0
		Disagree, Somewhat	21.1
		Disagree, Strongly	30.1
		Unsure ( <i>Not read</i> )	6.8

Q9. Thanks, now just to make sure we have a representative sample . . . When it comes to social issues and politics do you consider yourself to be . . .

Very Liberal	8.3%
Somewhat Liberal	21.6
Somewhat Conservative, or	31.1
Very Conservative	17.0
Somewhere in Between ( <i>Not read</i> )	17.2
Unsure ( <i>Not read</i> )	3.2
Refused ( <i>Not read</i> )	1.7

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Q10. Politically, do you generally consider yourself to be republican or democrat?

Republican	45.4%
Democratic	34.3
Independent/Other ( <i>Not read</i> )	20.2

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Q11. Please stop me when I reach your age category . . .

18 to 24	5.8%
25 to 34	10.7
35 to 44	17.7
45 to 54	18.0
55 to 64	17.5
65 to 74	11.2
75 and Over	15.0
Refused ( <i>Not read</i> )	4.1

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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	7.8%
\$20 to 40,000	17.7
\$40 to 60,000	18.0
\$60 to 80,000	13.8
\$80 to 100,000	9.7
More than \$100,000	15.8
Refused ( <i>Not read</i> )	17.2

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Thanks for your time and your opinion counts, goodbye.

Q13. Gender (*By Observation*)

Male	46.4%
Female	53.6

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Q12. Turnout History ( <i>From sample</i> )	Non Voter	19.4%
	Probable Voter	18.2
	Likely Voter	18.9
	Likeliest Voter	43.4

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