

**KPBS/CERC Spring 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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Now, switching to another topic . . .

Q2. Is the quality of life in San Diego County . . .

Terrific	16.0%
Very Good	33.7
Good	31.1
Only Fair	10.4
Poor or	3.6
Terrible	1.7
Unsure/Varies Too Much to Say	3.4
<i>(Not read)</i>	

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Q3. Over the last few years do you think the quality of life in San Diego County has improved or gotten worse?

Improved Greatly	6.1%
Improved Somewhat	16.0
Stayed the Same <i>(Not read)</i>	18.2
Gotten Worse Somewhat	36.7
Gotten a Great Deal Worse	14.6
Unsure/Varies Too Much to Say	8.5
<i>(Not read)</i>	

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Q4. And during the next few years do you think the quality of life in San Diego County will improve or get worse?

Improve Greatly	6.6%
Improve Somewhat	23.5
Stayed the Same ( <i>Not read</i> )	10.9
Get Worse Somewhat	30.8
Get a Great Deal Worse	16.0
Unsure/Varies Too Much to Say ( <i>Not read</i> )	12.1

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Q5. What is the main thing, if anything, which threatens the quality of life in your area?

Traffic Congestion/Roads	28.6%
Affordable Housing/Cost of Living	13.8
Building/Growth/Development	9.7
Too Many People/Density	8.0
Crime/Drugs/Gangs	5.6
Pollution/Environment	5.3
Poor Economy/Lack of Jobs	5.1
High Taxes/Bad Government	2.7
Poor Education/Schools/Youth	1.9
Other	8.0
Nothing	7.0
Unsure/Everything	4.1

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Q6. What's the second thing, if anything, which threatens the quality of life in your area?

Traffic Congestion/Roads	13.3%
Affordable Housing/Cost of Living	10.9
Too Many People/Density	8.0
Pollution/Environment	7.8
Building/Growth/Development	7.3
Poor Economy/Lack of Jobs	6.3
High Taxes/Bad Government	3.9
Crime/Drugs/Gangs	3.6
Poor Education/Schools/Youth	2.2
Other	10.2
Nothing	20.1
Unsure/Everything	6.3

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Q5 and Q6 Combined	Traffic Congestion/Roads	41.9%
	Affordable Housing/Cost of Living	24.7
	Building/Growth/Development	17.0
	Too Many People/Density	16.0
	Pollution/Environment	13.1
	Poor Economy/Lack of Jobs	11.4
	Crime/Drugs/Gangs	9.2
	High Taxes/Bad Government	6.6
	Poor Education/Schools/Youth	4.1
	Other	18.2
	Nothing	27.1
	Unsure/Everything	10.4

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Q7. 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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Q8. 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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Q9. 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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Q10. 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.

Q11. Gender ( <i>By Observation</i> )	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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