

City of San Diego Local Issues Survey

(n=504 San Diego City Adults)

Margin of Sampling Error +/- 4.4%

Field dates: June 18-22, 2009

Weighted on Age and Gender

Hi this is _____ with Competitive Edge Research, a national polling firm. We are not selling anything. We are conducting important research on health topics on behalf of health professionals and we're calling the good folks of California to ask your opinion. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking . . .

Q1. Area

	%
South City	49.2
North City	50.8

Q2. What was your age on your last birthday?

	%
18 to 24	9.8
25 to 34	14.6
35 to 44	17.0
45 to 54	21.6
55 to 64	17.8
65 to 74	10.0
75 and over	9.2
Mean age	49.0

Q3. Are you aware or unaware that a seal colony has made their home at the beach at the Children's Pool in La Jolla?

	%
Aware	82.9
Unaware	17.1

Q4. How often, if at all, will you visit the Children's Pool beach in La Jolla this summer? Will you visit it . . .

	%
More than once a week	2.2
Once or twice a month	15.0
Less than once a month	25.4
Or will you not visit it	56.5
Unsure (Not Read)	0.9

Q5. How often, if at all, would you visit the Children's Pool beach in La Jolla this summer if the seals were removed from the beach? Would you visit it . . .

	%
More than once a week	2.7
Once or twice a month	13.9
Less than once a month	18.4
Or will you not visit it	62.9
Unsure (<i>Not Read</i>)	2.0

Q6. Do you believe the City should work to remove the seals from the beach at the Children's Pool or do you believe the City should let the seals stay at the beach at the Children's Pool?

	%
Should remove seals, strongly	15.9
Should remove seals, somewhat	8.6
Let seals stay, somewhat	15.7
Let seals stay, strongly	47.5
Neutral (<i>Not Read</i>)	5.8
Unsure (<i>Not Read</i>)	6.4

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

Q7. On average, how many total hours per week, other than for sending and receiving emails, do you spend going online? Please think about time spent online at home, school, work or any other location where you might access the Internet.

	%
None	16.6
1-5	29.1
6-10	17.7
11-15	7.9
16-20	6.5
20+	19.0
Unsure (<i>not read</i>)	1.4
Refused (<i>not read</i>)	1.7
Mean	13.1

Q8. What is the last level of education you have completed?

	%
Less than a high school diploma	4.4
High school	16.6
Some college	28.6
College degree	28.9
Advanced degree	20.5
Refused (<i>Not Read</i>)	1.0

Q9. And when it comes to social issues and politics do you consider yourself to be . . .

	%
Very liberal	10.5
Somewhat liberal	34.0
Somewhat conservative	32.2
Very conservative	11.8
Somewhere in between (<i>Not Read</i>)	6.1
Unsure (<i>Not Read</i>)	3.1
Refused (<i>Not Read</i>)	2.2

Q10. What is your marital status?

	%
Married	50.7
Single, never married	31.1
Divorced	9.3
Widowed	7.5
Refused (<i>Not Read</i>)	1.4

Q11. And is your ethnic heritage mainly . . .

	%
White	53.8
Hispanic	18.0
African-American	6.7
Asian	9.4
Native-American	1.6
Is it mixed race or	4.8
Something else	3.4
Refused (<i>Not Read</i>)	2.2

Q12. And are either of your parents Hispanic? (*Asked of those who do not consider themselves Hispanic, n=423*)

	%
Yes	4.2
No	93.8
Refused (<i>Not Read</i>)	2.0

Q13. And how often, if ever, do you attend religious services . . .

	%
More than once per week	9.4
About once per week	24.4
About once per month	14.4
Once or twice per year	16.5
Less than once per year	6.1
Or do you not attend religious services	27.8
Refused (<i>Not Read</i>)	1.5

Q14. And please stop me when I reach the category closest to your household's total annual income
 ..

	%
Under \$20,000	15.3
\$20 to 40,000	21.9
\$40 to 60,000	15.2
\$60 to 80,000	9.7
\$80 to 100,000	9.6
\$100,000 to \$150,000	9.2
Over \$150,000	8.8
Refused (Not Read)	10.3

Thanks for your time and your opinion counts, goodbye.

15. GENDER (BY OBSERVATION)

	%
Male	48.9
Female	51.1

16. LANGUAGE

	%
English	93.6
Spanish	6.4

ABOUT THE CERC SURVEY

The survey was conducted June 18th-22nd, 2009 and includes 504 randomly selected adult respondents in the City of San Diego. Final responsibility for all questions and the data collection presented herein rests with CERC. The interviewing was conducted in English and Spanish from CERC's San Diego facility. Professional interviewers were trained specifically for this project. The random digit dial sample was provided by Scientific Telephone Samples of Foothill Ranch, CA. The percentages for age and gender were mathematically adjusted to bring them in line with the proportions found in the base sample.

SAMPLING ERROR

According to statistical theory, the confidence level associated with a sample 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 $\pm 4.4\%$ of the true value in the city of San Diego, 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%) percentage differences.

In addition to error introduced by sampling variability, there are many other possible sources of bias such as how a 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 to the situation in mid-June 2009.

ABOUT COMPETITIVE EDGE RESEARCH & COMMUNICATION

Competitive Edge Research & Communication, Inc. is California's premier polling firm. Established in 1987, the firm provides insight and strategic advice to clients across the state and across the country.