

SDIPR San Diego City Survey, September '08

(n=520 adult residents)

Margin of Sampling Error +/- 4.4%

Field dates: Sept 12-14

Weighted on Age

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 . . .

What is your zip code?

	%
South City	52.9
North City	47.1

Do you believe the City should make it illegal for smokers to smoke in front of entrances to their work places or not?

	%
Yes, make it illegal	53.7
No, do not make it illegal	39.3
Unsure (<i>Not Read</i>)	6.4
Refused (<i>Not Read</i>)	0.6

Do you believe the City should make it illegal to smoke in outdoor public places that the City owns such as parks and beaches, or not?

	%
Yes, make it illegal	53.5
No, do not make it illegal	40.3
Unsure <i>(Not Read)</i>	5.7
Refused <i>(Not Read)</i>	0.5

Do you believe the City should make it illegal to smoke in a private condo or apartment where the smoker shares a common wall with a neighbor, or not?

	%
Yes, make it illegal	31.6
No, do not make it illegal	61.7
Unsure <i>(Not Read)</i>	5.9
Refused <i>(Not Read)</i>	0.7

Do you believe the City should make it illegal to smoke in a car when there is a child under the age of 18 is in the car, or not?

	%
Yes, make it illegal	70.5
No, do not make it illegal	25.2
Unsure <i>(Not Read)</i>	4.0
Refused <i>(Not Read)</i>	0.2

(the next two questions were rotated)

Just thinking about people who smoke or use tobacco in any way, how harmful, if at all, would you say that is to their health? Would you say it is . . .

	%
Extremely harmful	56.0
Very harmful	27.4
Somewhat harmful	12.2
Not too harmful	1.0
Not at all harmful	0.4
Unsure <i>(Not Read)</i>	2.4
Refused <i>(Not Read)</i>	0.5

How harmful, if at all, would you say repeated exposure to second-hand smoke is to non-smokers? Would you say it is . . .

	%
Extremely harmful	37.5
Very harmful	32.5
Somewhat harmful	19.9
Not too harmful	3.1
Not at all harmful	3.4
Unsure <i>(Not Read)</i>	3.3
Refused <i>(Not Read)</i>	0.4

Have you ever used any form of tobacco products on a regular basis?

	%
Yes	30.5
No	69.5

Now I'm going to ask you a few questions about your usage of tobacco products. We're just looking for honest answers and all your answers are confidential . . . *(the next three questions only asked of those who respond "yes" to prior question, n=172)*

At what age did you first try tobacco products?

	%
Under 13	15.9
13	8.3
14	6.0
15	8.7
16	17.8
17	10.6
18	15.0
19	3.8
20	4.6
Over 20	9.2

Do you currently use any form of tobacco products on a regular basis?

	%
Yes	28.5
No	71.5

Have you ever tried to quit using tobacco products? *(asked of all)*

	%

Yes	75.0
No	25.0

Anyone who has ever tried to quit, (n=125)

All Respondents

Have any close family members of yours ever used any form of tobacco products on a regular basis?

	%
Yes	69.7
No	29.9
Refused (<i>Not Read</i>)	0.4

Have they ever tried to quit using tobacco products? (*Only asked of those who respond "yes" to the above question, n=363*)

	%
Yes	74.0
No	21.9
Refused (<i>Not Read</i>)	4.1

Were they successful? (*Only asked of those who respond "yes" to prior question*)

	%
Yes	68.9
No	26.8
Unsure (<i>Not Read</i>)	3.7
Refused (<i>Not Read</i>)	0.6

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

What is the last level of education you have completed?

	%
Less than a high school diploma	5.7
High school	17.7
Some college	30.5
College degree	27.6
Advanced degree	17.7
Refused (<i>Not Read</i>)	0.9

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

	%
Very liberal	13.7
Somewhat liberal	33.7
Somewhat conservative or	27.7
Very conservative	14.0
Somewhere in between (<i>Not Read</i>)	3.3
Unsure (<i>Not Read</i>)	6.3
Refused (<i>Not Read</i>)	1.3

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

	%
White	46.7
Hispanic	17.5
African-American	7.1
Asian	7.3
Native-American	.8
Is it mixed race or	14.1
Something else	4.7
Refused (<i>Not Read</i>)	1.7

And are either of your parents Hispanic? (Asked of those whose family's ethnic heritage is not Hispanic, n=445)

	%
Yes	9.4
No	89.5
Refused (Not Read)	1.1

Please stop me when I reach your general age category. Is it . . .

	%
18 to 24	19.0
25 to 34	20.7
35 to 44	17.1
45 to 54	20.2
55 to 64	9.3
65 to 74	6.3
75 and over	6.5
Refused (Not Read)	0.8

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

	%
Under \$20,000	14.5
\$20 to 40,000	17.6
\$40 to 60,000	14.0
\$60 to 80,000	11.7
\$80 to 100,000	9.9
\$100,000 to \$150,000	9.3
Over \$150,000	10.1
Refused (Not Read)	12.9

GENDER (BY OBSERVATION)

	%
Male	46.5
Female	53.5

LANGUAGE

	%
English	96.0
Spanish	4.0

