

Loyola Marymount University Exit Poll Study: March 8, 2005 – FINAL RESULTS

1. In the election for mayor, which candidate did you vote for?

20% James Hahn **39%** Antonio Villaraigosa
22% Bob Hertzberg **12%** Bernard Parks
4% Richard Alarcon **4%** Someone else

2. When did you make up your mind about how to vote for mayor today?

15% Today **6%** Yesterday **6%** Over the weekend
16% Last week **9%** Late February
15% Early February **32%** Before then

3. If your candidate for mayor were not running today, who would be your second choice? [Choose one]

18% James Hahn **27%** Antonio Villaraigosa
18% Bob Hertzberg **12%** Bernard Parks
13% Richard Alarcon **12%** Someone else

4. If your top two choices were not running today, who would be your third choice? [Choose one]

16% James Hahn **13%** Antonio Villaraigosa **9%** Bob Hertzberg
15% Bernard Parks **19%** Richard Alarcon **30%** Someone else

5. Which of the general issues – if any – were most important to you in deciding how you would vote for mayor today?
[You may select up to two]

48% Education **20%** Jobs/The economy
31% Crime/Gangs **12%** Improving the LAPD
7% The environment **4%** Race relations
23% Growth/Traffic **6%** Illegal immigration
7% Homelessness/Poverty **4%** Taxes
7% Affordable housing **6%** None of the above

6. What do you like most about your mayoral candidate?
[You may select up to two]

29% Has experience to be mayor **9%** Cares about people
20% Can bring people together **17%** Honesty and integrity
21% Thinks like me on the issues **14%** Can get things done
19% Has clear vision for the future **4%** Can handle a crisis
19% Understands multicultural LA **8%** Knows my part of city
4% He shares my race/ethnicity **5%** None of the above

7. Do you think things in the city of Los Angeles are generally:

51% Going in the right direction
49% Seriously off on the wrong track

8. Generally speaking, do you think Los Angeles' economy these days is going:

5% Very well **60%** Fairly well **27%** Fairly badly **7%** Very badly

9. Would you describe the state of your own personal finances these days as:

21% Very secure **54%** Fairly secure
16% Fairly shaky **8%** Very shaky

10. How important is it to you that the next mayor of Los Angeles be Latino?

16% Very important **17%** Somewhat important
21% Not very important **46%** Not important at all

11. If no candidate wins more than 50% today, and there is a runoff election between James Hahn and Antonio Villaraigosa on May 17th, who would you vote for?

28% James Hahn **60%** Antonio Villaraigosa **13%** Don't know

12. How about if the runoff election were between Bob Hertzberg and Antonio Villaraigosa? Who would you vote for?

32% Bob Hertzberg **55%** Antonio Villaraigosa
13% Don't know

13. Over the past 4 years, have race relations in the city:

17% Gotten better **21%** Gotten worse **62%** Stayed about same

14. Los Angeles is a diverse city. What percentage of the city do you think each racial or ethnic group accounts for? Just give us your best estimate: [Circle one number per group]

<u>Latino</u>	<u>White</u>	<u>Black</u>	<u>Asian</u>	<u>Other</u>
10%	10%	10%	10%	10%
20%	20%	20%	20%	20%
30%	30%	30%	30%	30%
40%	40%	40%	40%	40%
50%	50%	50%	50%	50%
60%	60%	60%	60%	60%
70%	70%	70%	70%	70%
80%	80%	80%	80%	80%

15. Do you think a candidate of your same racial or ethnic background understands the issues that are important to you better or worse than another candidate would?

15% Much better **30%** Somewhat better
52% No difference **2%** Somewhat worse **1%** Much worse

16. Generally speaking, do you approve or disapprove of the way James Hahn is handling his job as Mayor of Los Angeles?

8% Strongly approve **38%** Somewhat approve
36% Somewhat disapprove **17%** Strongly disapprove

17. Do you think James Hahn has the honesty and integrity to be reelected mayor of Los Angeles?

35% Yes **39%** No **27%** Don't Know

18. If you voted in the 2001 Mayoral runoff election, did you vote for James Hahn or Antonio Villaraigosa?

46% James Hahn **36%** Antonio Villaraigosa **18%** Did not vote

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19. If you voted in the 2002 election, did you vote in favor of San Fernando Valley secession, or did you vote against it?

24% In Favor **57%** Against **19%** Did not vote

20. Do you happen to know the name of the L.A. City Attorney?

3% Bill Lockyer **62%** Rocky Delgadillo **4%** Laura Chick
6% Steve Cooley **6%** Gil Garcetti **19%** Don't Know

21. Which political party currently controls the U.S. Senate?

84% Republicans **12%** Democrats **2%** Both **2%** Neither

22. Los Angeles has a system of neighborhood councils. Compared to the power they have now, do you think they should have:

43% more power **9%** less power
30% about the same **17%** don't know

23. Should the sales tax be increased by one-half a cent to pay for expanded law enforcement in the city of L.A.?

39% Yes **54%** No **7%** Don't Know

Finally, a few questions that are used only for research purposes:

24. What is your race or ethnicity?

50% White, Anglo **24%** Latino or Hispanic
16% Black, African American **7%** Asian American
3% Other

25. What is your gender?

49% Male **51%** Female

26. What is your age group?

14% 18 – 29 **25%** 30 – 44
40% 45 – 64 **21%** 65 and over

27. Where were you born?

83% United States **17%** Another Country

28. What was your total combined household income in 2004 before taxes?

15% Less than \$20,000 **14%** \$20,000 to \$39,999
18% \$40,000 to \$59,999 **12%** \$60,000 to \$79,999
10% \$80,000 to \$100,000 **30%** More than \$100,000

29. What is the highest level of education you completed?

5% Less than High School diploma **9%** High School graduate
24% Some College or Technical School
34% College Graduate **27%** Graduate School

30. Are you, or is anyone in your household a member of a union?

21% Yes, I am **11%** Yes, a member of my household is
68% No

31. What is your religion?

32% Catholic **15%** Protestant **14%** Other Christian
17% Jewish **1%** Muslim **21%** Other

32. Which political party are you currently registered with?

69% Democrat **21%** Republican **7%** Independent
4% Other

33. How would you describe your political ideology or beliefs?

19% Very liberal **34%** Somewhat liberal **28%** Moderate
14% Somewhat conservative **5%** Very conservative

34. How long have you lived in the City of Los Angeles?

1% Less than 1 year **2%** 1 or 2 years **4%** 3 to 5 years
3% 6 to 10 years **89%** More than 10 years

THANK YOU!

Please return this survey to the volunteer who gave it to you.

This poll was conducted by the Center for the Study of Los Angeles at Loyola Marymount University. If you have any questions or comments please visit our website:

- <http://www.lmu.edu/csla> or
- email us at: csla@lmu.edu

To be completed by Loyola Marymount University:

Precinct # _____

Time _____