

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

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
James Hahn	15.2	14.1	19.4	46.8
Antonio Villaraigosa	34.6	69.1	22.9	16.9
Bob Hertzberg	38.4	3.4	2.9	14.3
Bernard Parks	4.8	1.6	51.4	13.0
Richard Alarcon	2.5	10.0	1.1	5.2
Someone else	4.6	1.9	2.9	3.9

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Today	16.0	11.5	11.8	23.1
Yesterday	6.3	4.7	5.1	5.1
Over the weekend	5.8	4.7	9.0	7.7
Last week	19.0	15.0	15.7	7.7
Late February	11.0	8.4	5.1	10.3
Early February	15.8	19.6	9.6	10.3
Before then	26.3	36.1	43.8	35.9

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
James Hahn	16.1	21.1	18.2	18.4
Antonio Villaraigosa	27.2	22.7	34.1	26.3
Bob Hertzberg	24.6	7.9	10.0	19.7
Bernard Parks	10.6	11.0	20.6	7.9
Richard Alarcon	8.6	29.3	5.3	6.6
Someone else	13.0	7.9	11.8	21.1

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
James Hahn	17.0	17.7	12.1	10.7
Antonio Villaraigosa	10.7	15.8	13.9	13.3
Bob Hertzberg	7.6	7.4	11.5	9.3
Bernard Parks	14.4	15.1	14.5	17.3
Richard Alarcon	19.8	20.9	13.3	17.3
Someone else	30.6	23.2	34.9	32.0

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 ]

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Education	42.8	66.2	40.2	46.8
Jobs/The economy	14.1	21.2	30.9	27.7
Crime/Gangs	21.5	29.8	46.4	23.4
Improving the LAPD	15.8	9.3	13.4	19.1
The environment	10.3	11.3	5.2	**
Race relations	2.9	4.6	8.2	6.4
Growth/Traffic	32.2	12.6	7.2	21.3
Illegal immigration	8.0	5.3	6.2	2.1
Homelessness/Poverty	9.6	4.0	5.2	**
Taxes	2.9	4.6	5.2	6.4
Affordable housing	6.1	9.9	7.2	6.4
None of the above	9.0	3.3	2.1	6.4

6. What do you like most about your mayoral candidate?

[ You may select up to two ]

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Has experience to be mayor	27.7	31.1	32.0	40.4
Can bring people together	22.5	20.5	23.7	8.5
Thinks like me on the issues	29.9	11.9	13.4	19.1
Has clear vision for the future	19.6	17.2	17.5	8.5
Understands multicultural LA	17.4	26.5	17.5	21.3
Has honesty and integrity	18.3	15.9	23.7	12.8
Can get things done	19.0	6.0	8.2	14.9
Knows my part of the city	5.8	7.9	11.3	8.5
Cares about people like me	4.8	16.6	9.3	12.8
Can handle a crisis	3.5	4.0	4.1	6.4
He shares my race/ethnicity	0.6	7.9	6.2	**
None of the above	6.8	2.6	3.1	6.4

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Going in the right direction	51.6	50.0	47.1	56.8
Seriously off on wrong track	48.4	50.0	52.9	43.2

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Very well	3.8	11.9	1.1	1.3
Fairly well	69.3	40.4	57.1	65.4
Fairly badly	24.7	32.6	31.6	29.5
Very badly	3.3	15.1	10.2	3.9

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Very secure	26.8	15.7	15.8	12.7
Fairly secure	58.2	42.1	56.5	63.3
Fairly shaky	11.3	25.8	17.0	17.7
Very shaky	3.8	16.4	10.7	6.3

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Very important	3.5	47.4	6.3	12.7
Somewhat important	15.3	24.2	12.0	20.3
Not very important	27.4	12.4	18.3	15.2
Not important at all	53.8	16.1	63.4	51.9

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
James Hahn	28.4	17.5	30.7	53.9
Antonio Villaraigosa	58.5	75.7	51.7	30.8
Don't know	13.1	6.9	17.6	15.4

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Bob Hertzberg	46.7	10.0	13.8	42.9
Antonio Villaraigosa	42.6	82.8	61.5	40.3
Don't know	10.7	7.2	24.7	16.9

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Gotten better	18.0	21.0	9.8	19.7
Gotten worse	14.4	23.2	34.1	22.4
Stayed about the same	67.6	55.8	56.1	57.9

14. N/A

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?

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Much better	5.3	37.4	17.1	7.9
Somewhat better	23.4	37.7	38.6	30.3
No difference	68.5	22.3	40.9	57.9
Worse	2.8	2.5	3.4	4.0

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Strongly approve	5.1	14.1	7.4	14.1
Somewhat approve	35.4	41.0	37.5	53.9
Somewhat disapprove	40.4	28.5	37.5	24.4
Strongly disapprove	19.2	16.4	17.6	7.7

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Yes	37.8	28.0	28.8	51.3
No	38.8	36.9	46.3	24.4
Don't Know	23.4	35.1	24.9	24.4

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
James Hahn	49.2	25.9	58.4	63.6
Antonio Villaraigosa	32.8	56.2	26.0	15.6
Did not vote	18.0	18.0	15.6	20.8

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
In Favor	29.6	22.8	15.0	8.2
Against	58.4	45.9	67.7	61.6
Did not vote	12.0	31.4	17.4	30.1

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Picked Wrong Name	18.6	18.2	19.9	20.9
Rocky Delgadillo	68.7	55.1	53.5	58.9
Said "Don't Know"	12.7	27.7	27.6	19.2

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Republicans	91.2	75.3	77.5	83.3
Democrats	7.1	18.4	18.5	9.7
Both	**	4.1	2.3	6.9
Neither	1.5	2.2	1.7	**

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
More power	47.2	40.6	42.5	25.7
Less power	8.6	9.6	9.8	12.2
About the same	28.3	31.6	33.9	35.1
Don't know	15.9	18.2	13.8	27.0

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

	<u>WHT</u>	<u>LAT</u>	<u>BLK</u>	<u>ASN</u>
Yes	44.7	32.1	33.5	37.2
No	49.8	58.6	59.8	53.9
Don't Know	5.6	9.4	6.7	9.0