

LOS ANGELES TIMES POLL ALERT

Villaraigosa With Double Digit Lead

With a little more than a month to go before the Los Angeles mayoral runoff election, Mayor James K. Hahn is having a hard time convincing L.A. voters that he deserves another chance to be mayor, according to a new Los Angeles Times Poll. Almost two-thirds of likely voters believe the city would be better off moving in a new direction rather than continuing with the mayor's policies, while a sizable plurality give the mayor a negative job rating. They also don't think Hahn is a strong leader. Among the issues that the voters want the next mayor to address as his top priority – crime, education and traffic congestion – they believe City Councilman Antonio Villaraigosa is the candidate for the job. (Although Hahn wins this issue over Villaraigosa when it come to which candidate is best in holding down crime.)

These two candidates are in a rematch of the 2001 election in which Hahn beat Villaraigosa by seven points. However, this election is not a cookie cutter replica of that election. This poll indicates that Hahn cannot replicate the fragile coalition of whites, blacks, whites living in the Valley, conservatives and Republicans that he put together four years ago.

When Hahn ran for mayor the first time, he was in politics for two decades (City Attorney for 16 years and City Controller for four years) and had his father's (Kenneth Hahn) legacy to lean on. He had almost the full support of the African-American community, with most of its community and church leaders endorsing him. Villaraigosa was a former assembly speaker with strong ties to liberal organizations and the unions. He had strong support in the Latino community. Hahn went on the attack in 2001 to dissuade voters from voting for Villaraigosa by running a commercial stating that the city councilman wrote a letter to President Clinton asking him to pardon Mr. Vignali, a drug dealer (the commercial was a grainy black and white ad showing a crack pipe and dope). He attempted to weaken his opponent on leadership and honesty. Many consider that ad to have been devastating to the Villaraigosa campaign. They didn't respond fast enough and the rest is history. Now, fast forward to the current runoff election. It is more about Hahn's incumbency, including investigations into his administration for giving city contracts in exchange for campaign contributions. In addition to these problems, some Valley voters are still angry about Hahn's successful anti-secession campaign. Hahn barely made it to the runoff (24%) and his strength in the black community has dwindled dramatically. Villaraigosa, on the other hand, received the most votes in March with 33% of the vote. He is a more known candidate in this election than he was in 2001, and he is a very popular figure among the diverse groups in the city. His favorability rating is 14 points higher than Hahn's (64% to 50%), while Hahn's negatives are almost double his challenger's (44% to 24%).

The results of the survey do not bode well for an incumbent mayor. Hahn's unpopularity is reflected in the horserace question. Majorities or large pluralities of most demographic subgroups support Villaraigosa, except for the majority of conservatives, Republicans and conservative Republican voters who are behind

Hahn. Before the primary, the L.A. Democratic Party did not endorse any of the five candidates running for mayor. Interestingly, they are now endorsing Villaraigosa over the incumbent Hahn. The poll shows that 63% of Democratic voters are supporting Hahn's opponent, while less than three in 10 are backing the mayor. Independents and voters registered in a minor party are also backing Villaraigosa over Hahn, although by a smaller margin (45% to 36%). If the May 17th runoff were held today, Villaraigosa would trounce Hahn by 18 points (53% to 35%) with 12% undecided. However, each candidate's voters are strongly behind their candidate. At least four out of five voters of each candidate said they are certain they will vote for their candidate. But, 14% said they could wind up voting for the other candidate or 3% said they weren't sure of their choice. There is, however, a glimmer of hope for Hahn. Looked at another way, nearly three in 10 (27%) of likely voters either were undecided in their choice for mayor or could vote for the other candidate.

In the March primary, Bob Hertzberg received 22% of the vote, Bernard Parks received 13% and Richard Alarcon had 4% of the vote. Who will these voters support? Both mayoral candidates have to tread lightly when trying to pick up the losing candidates' voters in order not to alienate their own natural base of supporters. Both candidates will have to position themselves as the more centrist candidate, that is strong on crime and makes the hard choices. Hahn is constantly mentioning Chief of Police William Bratton, who is a popular figure in the city (in a Times January poll, more than three-quarters of likely voters approved of the chief's job performance) which helps him among white voters and Republicans in the city who cite that as Hahn's best accomplishment. Yet, Hahn walks a tightrope on this issue because it also reminds black voters of Hahn's firing of Parks. (In the same January poll, 43% of black voters said they would be less likely to vote for Hahn because of the Parks' firing.)

Villaraigosa is not giving up courting any group even if it appears they may not be a fan of his. He is courting Republicans with help from the endorsement of former L.A. Mayor Richard Riordan. Riordan's endorsement helps the councilman because it gives Republicans permission to vote for Villaraigosa, considered very liberal. This poll shows that Hahn is getting 54% of the Republican vote and 53% of the conservative vote with Villaraigosa getting about a third of the vote from each of these groups. Hahn and Villaraigosa are both wooing the Hertzberg voters. His supporters were almost all white and a majority of his voters also lived in the Valley. This poll found that Villaraigosa has the support of a majority of the Hertzberg voters, while less than three in 10 are voting for Hahn. Still, 20% are undecided. In 2001, the Times exit poll showed that Hahn beat Villaraigosa among white voters in the Valley by 66% to 34%. Now the reverse is true – Villaraigosa is beating Hahn in this group by 53% to 34%. Also, 95% of the Villaraigosa voters in the primary are going to vote for him today, while 82% of the Hahn primary voters said they would support him in this election.

Another important voting bloc for Hahn is the black community. In the same exit poll in 2001, Hahn received 80% of the black vote. This time around, he is having a hard time with black voters. One of the reasons for this is his decision not to reappoint Parks to a second term as police chief. The community felt betrayed. In March 2002, a Times poll showed that almost two-thirds of black voters believed that Hahn said he would consider Parks for a second term only to get the support of the black community. And most black voters believed Hahn's decision not to reappoint Parks was for political gain. More recently, a January Times poll showed that 43% of black likely voters said they would be less likely to vote for the mayor because of this issue.

The primary once again proved that black voters were an important part of the voter mix. To show solidarity for Parks and disappointment in Hahn, blacks voted in significant numbers for the former police chief. Fifty-four percent of blacks voted for Parks, while 23% voted for Hahn and 15% supported Villaraigosa. Will they find their way back to Hahn or will they vote for his opponent? So far, it doesn't

appear they will come back to the Hahn column. The current poll shows that 52% of the voters who supported Parks are now supporting Villaraigosa, while about a third are backing the mayor. Most of the black leaders are supporting Villaraigosa – Parks, U.S. Representative Maxine Waters, LA County Supervisor Yvonne Brathwaite Burke, former LA Laker and businessman Earvin “Magic” Johnson, and Rev. Cecil Murray to name a few. In a Los Angeles Times article written by Michael Finnegan, Maxine Waters may have summed up the feelings of the black community by saying: “The mayor failed to live up to the legacy of his late father, Kenneth Hahn, a South L.A. political icon who was a county supervisor for 40 years. Jimmy Hahn is not Kenny Hahn” said Waters, a longtime ally of the mayor’s family. “We gave him a chance and he failed. And so, we’re moving on.”

Latinos have become a dominant force in local politics as their registration figures increase. They have made up 22% of the electorate in the last two elections (March primary and 2001 runoff). In this current poll, Latino share of the electorate is 24%. Hahn is doing better among Latinos than he did four years ago. In the current poll, three-fifths of Latino voters give their support to Villaraigosa, while a third back Hahn. Four years ago, the Times exit poll showed that four out of five Latino voters backed Villaraigosa and 18% supported Hahn.

Jewish voters are also a very potent voting bloc. The share of the Jewish electorate in the 2001 runoff was 18%. In this current poll it is 15%. In 2001, Jews overall gave Hahn more of their vote than to Villaraigosa (54%-46%). But the Jewish vote was split along geographical lines -- among Westside Jewish voters, Villaraigosa beat Hahn by eight points; in the Valley, it was the opposite, with Hahn beating his opponent by 14 points. In the March primary, 47% of Jews voted for Hertzberg, 27% for Villaraigosa and 17% for Hahn. The Jews living on the Westside split their vote between Villaraigosa and Hertzberg, while the Jews in the San Fernando Valley strongly supported Hertzberg. The tide has changed since 2001, now, 62% of Jewish voters back Villaraigosa, compared to 26% for Hahn. (There are not enough Jews on the Westside or in the Valley to analyze in this poll.)

Villaraigosa beats Hahn in the four major geographical areas of the city. More than half of the Westside voters support Villaraigosa, while 33% would support Hahn; 54% of voters in the San Fernando Valley back the challenger, while 34% would support the incumbent; half of the voters in the central part of the city (which includes areas from Hollywood to Pico Union to San Pedro) support Villaraigosa and 40% are behind the mayor; more than three out of five voters in the southern part of the city also support the challenger, while 27% support Hahn.

Union members are also another interesting group. Hahn received the endorsement of most of the union leaders in the city, yet only a third of union members back Hahn, while 56% support his opponent.

Not surprisingly, more than two-thirds of liberals support Villaraigosa, while a quarter back the incumbent. Half of voters who describe themselves as middle-of-the-road (or moderates) said they will vote for Villaraigosa, while 35% support Hahn.

Voters who are highly educated or with less than a college degree are voting for the city councilman, as are all income groups from low income to the highly affluent. A plurality of whites living on the Westside and a majority of whites in the San Fernando Valley are also voting for Villaraigosa. There are no differences between voters living in the East and West Valley. A majority in each area are supporting Villaraigosa with roughly a third standing behind Hahn.

-- Analysis of this section by Susan H. Pinkus

The Voters, The Election, and The City

Optimism about the direction Los Angeles is heading continues to slip. Only 30% of likely voters saw the city as heading in the right direction and fully 55% said it is seriously off on the wrong track. This is a small bump downward from the just under half who said that the city was heading in the wrong direction in a Times Poll survey taken before the election last month. And these figures are an even bigger slip downward from four years ago when a May 2001 Times poll taken two weeks before the June mayoral runoff found a plurality of voters feeling that the city was headed in the right direction.

Hahn is just barely benefiting from the optimism of those who see the city doing well. Fifty-one percent of those who think the city is headed in the right direction backed the incumbent for a second term while 40% chose his challenger. But two-thirds of those who saw the city headed in the wrong direction look to Villaraigosa for change with only a quarter willing to give Hahn another term to work things out.

With five weeks to go, the mayoral runoff election has yet to get into full swing and the survey did not find a high level of voter interest. Only about four in 10 voters said they were very interested in following the mayoral campaign. This could change, of course, as the candidates pour money into advertising and the campaigns heat up as election day gets close.

The low level of voter interest points to a chance that the runoff between Hahn and Villaraigosa could be decided by fewer than three out of 10 eligible Angelenos. Only 26% of the city's registered voters went to the polls last month. Four years ago, nearly half of likely voters in a late May Times pre-election poll said that they were avidly following the campaign. In the actual election that followed, 38% of registered voters turned out to vote, a percentage only four points higher than the 34% of registered voters that had gone to the polls the previous April. So, unless something happens to spark some excitement among voters, they may very well stay home again in droves on May 17th.

James K. Hahn, Candidate for Re-Election

Citywide, 44% of voters approved of the job Hahn has done as mayor, while 49% disapproved. Approval of Hahn reached a peak of 59% to 36% among Latinos, who may not be voting for him, but who still gave him very good marks for the job he's done over the last four years. In contrast, majorities of black (52% to 36%) and white (54% to 40%) voters gave him negative marks.

Hahn also was rated better by Republicans (52% approval to 45% disapproval) than by independents (35% to 56%). Democrats gave him a fairly close 43% approval to 49% disapproval, dividing along ideological lines between the liberal Democrats who disapproved of his job by 54% to 37% and the moderate and conservative party members who approved 52% to 39%.

One stumbling block the survey found in Hahn's quest for re-election is that better job approval ratings did not translate into votes. For example, among the voters who gave the mayor positive marks for the job he's done, 63% backed him for mayor, but that is no match for the 77% of those who *didn't* approve of the job he's done who chose his challenger. Latino voters who approved of the job Hahn did split evenly between the two candidates, and less than half of the Democrats who approved backed him.

Despite a vigorous round of Hahn campaign ads touting his work as mayor in the days leading up to the March 8th vote, a large proportion of Angeleno voters still aren't sure what Hahn accomplished during his first term in office. Just under half couldn't name one important success over the past four years.

However, the ads and media appearances clearly did make some impression. Last February, two-thirds of likely voters could not name one Hahn accomplishment.

Among the half that could name a Hahn achievement in this survey, very little consensus emerged about what they might be. Two in 10 voters mentioned Hahn's hiring of William Bratton as police chief, one in 10 mentioned a reduction in crime, and 8% cited Hahn's firing of Bernard Parks. All other accomplishments were mentioned by 6% or less in each case.

Even though a majority of Latino voters gave Hahn a positive job approval rating, 52% of Latinos couldn't point to any particular Hahn accomplishment. His modernization plans for LAX, hiring of Police Chief Bratton, reduction in crime, and blocking the secession of the San Fernando Valley were mentioned by about one in 10 Latino voters each. Twenty-eight percent of Republicans and 27% of whites cited Hahn's hiring of Bratton as his best accomplishment.

Given Mayor Hahn's negative job approval among many segments of the city and the less than indelible impression he's made on the voters, it isn't surprising to find that the majority (65%) of Angeleno likely voters would like Los Angeles to move in a new direction compared to 24% who said that the city is better off because of Hahn's policies. More than eight in 10 of those who are satisfied with Hahn's policies back his candidacy, but 12% are behind Villaraigosa. And among the much larger group who are not satisfied, 72% back Villaraigosa and 15% would like to see Hahn try again.

Voters Rate The Candidates

Ideology

In a runoff between two Democratic candidates who agree on many of the issues, Hahn is the choice of a majority of the ideological right and Villaraigosa that of the left. That alone gives Villaraigosa an edge since most of the Los Angeles electorate consider themselves liberal – in the past two local elections, about seven out of every 10 voters was a Democrat, and almost half of the voters in the Times' exit poll identified themselves as liberal, no matter what party they were in. In the current survey, More than four in 10 likely voters identify as liberal, compared to just under three in 10 each who say they are moderate or conservative.

Just over four in 10 likely voters see Villaraigosa as being to the left of them ideologically. Three in 10 say the same thing of Hahn. Another 37% said Hahn is more conservative than they are, compared to only 11% who said that of Villaraigosa. About three in 10 voters see Villaraigosa as a good match for them ideologically, nearly twice the proportion that who said the same thing of Hahn.

Four in 10 of Hahn's own backers (which includes majorities of Republicans and conservatives) saw him as more liberal than they are, while 24% said he's more conservative and 25% thought their ideologies agreed. Forty-four percent of Villaraigosa's voters (which includes more than six in 10 Democrats and almost seven in 10 liberals) said he is the same as them politically, about a third said he is more liberal and 12% more conservative.

Representing the City

Los Angeles is a diverse city spread over a very large area, each segment having its own issues and needs. When likely voters were asked to choose which candidate they thought would better understand the overall needs of Los Angeles, they picked Villaraigosa over Hahn by twenty points – 47% to 27%. This is a complete reversal from four years ago when 47% of voters in the Times poll in May 2001 said Hahn would better understand L.A. compared to 29% who picked Villaraigosa.

Voters were also asked what ethnic or racial group in the city, if any, would get more attention from Hahn or Villaraigosa if that candidate were elected mayor. In both cases, a majority of voters (66% Hahn and 58% Villaraigosa) said that they would pay equal attention to all groups. Just over one in 10 said Hahn would pay more attention to whites, 4% said blacks, and 17% weren't sure. Three in 10 voters citywide thought Latinos would get extra attention from Villaraigosa as mayor, 1% said whites, and 11% weren't sure.

The survey found little indication that the race of the candidates is a potent underlying issue for the majority of Angeleno voters. For example, despite political tensions between the black community and the Latino community in Los Angeles, black voters (a majority of whom are backing Villaraigosa's candidacy) gave both of the candidates the benefit of the doubt - majorities of black voters said that both Hahn and Villaraigosa would represent all groups equally as mayor. Same for white voters, more than six in 10 of whom said each candidate would be even handed. And non-Latino voters were less likely than Latinos to say that Villaraigosa would pay most attention to that group – 28% of blacks and 29% of whites said that, compared to a third of Latinos. Similarly, six in 10 white voters said that Villaraigosa would be an evenhanded mayor. And two in 10 non-Latinos who said that Villaraigosa would pay more attention to Latinos are backing his candidacy anyway.

Honest, Integrity, and Leadership

In a Times poll taken May 2001, just before the last runoff between these two candidates, voters gave high marks to both candidates for their leadership skills. Just under six in 10 said that Hahn was a strong leader, and 53% said the same of Villaraigosa. In the current survey, voters were less convinced about Hahn's strength of leadership - 44% said that he is a strong leader and 49% said that he is not. Voters, however, gave Villaraigosa credit for being a strong leader by 59% to 23%.

Hahn's reputation for honesty has also suffered, if not as gravely. Four years ago, 72% of voters gave Hahn credit for having the honesty and integrity to serve as mayor, compared to 57% who did so in the current poll. This rating has come up since the primary - Times polls taken in February and March found barely half of the voters giving him credit for this.

Just under four in 10 voters (37%) said Hahn is more closely tied to special interests than is Villaraigosa, while three in 10 said the opposite is true. Just under two in 10 said they are both equally beholden to special interest groups and 3% said neither are.

Voter Priorities and Issues

Angeleno voters continue to point to three top issues they would like the next mayor to address: education (31%) crime (27%), and traffic congestion (24%). Other issues that came up were immigration problems and the need for more police, with just under one in 10 mentions each.

Hahn voters were equally concerned with education (28%) and crime (28%), while traffic was mentioned by 21%. They were also much more likely to cite immigration issues (14%) than were Villaraigosa voters (4%). Education was cited by more than a third of Villaraigosa's voters, followed by crime and traffic (26% and 27% respectively) in about equal measure.

Education

Concern over the state of the city's public schools runs high in the city. Latino voters put education at the very top (40%) of the list of issues they would want the mayor to address. It comes in second among black and white voters – mentioned by about three in 10 of each of those groups.

Villaraigosa was picked by voters citywide over Hahn by more than two to one - 52% to 23% - as the best candidate to address the problems of the city's public schools. In particular, Villaraigosa's supporters believe in his ability to bring change. More than eight in 10 of them said their candidate was the man for the job, compared to 58% of Hahn's voters. And among those who cited education as a top concern, Villaraigosa led Hahn by 58% to 32% as their choice for mayor.

Crime

Of the top three voter concerns, this is the only one that voters picked Hahn over Villaraigosa as best at solving. The incumbent held a slim seven point edge over Villaraigosa as the candidate who would be best at holding down crime - 40% to 33%. Hahn's voters, who cited crime as often as education as their top concern, do have particular confidence in their candidate on this issue—more than eight in 10 said Hahn would be best at holding down crime, compared to about 57% of Villaraigosa's who said the same thing about him.

However, the good news in this issue for Hahn is limited. In the May pre-election survey four years ago, 53% of likely voters picked Hahn and only 19% picked Villaraigosa on this issue, so voter confidence in Villaraigosa's ability to handle the issue has grown and Villaraigosa still handily wins the vote for mayor among the group in this survey who cite crime as a top concern by 52% to 37%.

Traffic Congestion

Traffic congestion is of particular concern to those living on the Westside and white voters - 35% of whites mentioned it compared to 13% of blacks and 11% of Latinos. Concern about traffic issues reaches particular heights in the crowded Westside with 40% of voters there mentioning it as one of their biggest concerns, compared to 27% in the Valley, 17% in the central city, and 8% in the south.

Voters in all areas give Villaraigosa the edge over Hahn when it comes to doing something about the traffic situation. About four in 10 said Villaraigosa would do the best job, while 25% chose Hahn. Voters who cite this issue as a top concern back Villaraigosa over Hahn for mayor by 59% to 30%.

Overall, Hahn's low job approval, the popularity of his challenger, the continuing inability of voters to name what he accomplished in his first term and the desire for change among the electorate do not paint an optimistic picture for this incumbent mayor embroiled in a difficult battle for re-election to a second term.

-- Analysis of this section by Jill Darling Richardson

Impressions of the Candidates

James Hahn

Likely voters' impressions of Hahn have changed only slightly since the question was asked in a Times poll just before the March 8th election. Down a tick from last month's 53% majority, exactly half of likely voters have a favorable impression of the mayor, while 44% have an unfavorable opinion versus 42% in March.

White voters, who were split 49% to 48% in the March poll, now have an unfavorable impression of Hahn (43% favorable to 54% unfavorable.) While 56% of black voters had a favorable impression of the mayor in the March poll, that number has dropped to 50%. More than two out of five black voters in the current survey had an unfavorable opinion, compared to 35% last month. The 65% to 27% favorable rating among Latinos increased from last month's 55% to 39%. Republicans, split in their impression of Hahn in March, are now showing a 56% favorable impression to 43% unfavorable. Democrats are somewhat split with 49% favorable and 44% unfavorable, down from a favorable rating of 55% to 39% last month.

Though Hahn has been endorsed by most of the unions in Los Angeles, union members are evenly divided 48% each favorable/unfavorable in their opinion of the mayor. The Westside and the Valley are the portions of the city whose voters have negative opinions of Hahn (52% and 54% respectively).

Conversely, voters in central and south Los Angeles have favorable impressions of the mayor (62% and 56% respectively).

When voters who have a favorable opinion of the mayor were asked to state the reason why, 12% said the mayor had done a good job overall; one in ten (10%) cited Hahn's honesty. Nearly one in ten (9%) said that Hahn cares about all Los Angeles communities.

Asked to state reasons why they had an unfavorable impression of Mayor Hahn, nearly one in five (18%) of those who view him unfavorably cited the mayor's dishonesty/lack of integrity. Another 18% said that Hahn hasn't done very much as mayor; almost one in ten (9%) cited that Hahn is not a strong leader or lacks the leadership qualities needed to be a strong leader.

Antonio Villaraigosa

An overwhelming majority of likely voters (64%) reported a favorable impression of mayoral candidate Antonio Villaraigosa, while only 24% of voters gave an unfavorable opinion. Seven in ten Latinos, nearly seven in ten blacks, and just over six in ten whites all give Villaraigosa a positive favorability rating. Republican voters split on the issue, 42% favorable to 43% unfavorable. On the other hand, nearly three in four (74%) Democratic voters have a favorable opinion (16% unfavorable). Voters in all areas of the city have majority favorable ratings of the candidate (Westside, 64%; Valley, 59%; Central, 67%; South, 72%). Even though many unions have endorsed Mayor Hahn, Villaraigosa has a favorable impression among just fewer than seven in ten union members (69% favorable/25% unfavorable).

When voters were asked to give two reasons for their favorable impression, the top mention was honesty (15%), followed by cares about common people (14%), and represents change or is open to new ideas (14%). Just over one in ten (12%) pinpoint his dynamic or charismatic quality as reason for having a positive impression. Also, slightly more than one in ten cited the candidate's clear vision for the future of Los Angeles.

Among those voters who had an unfavorable impression of Villaraigosa, the top responses were: his dishonesty (27%), beholden to special interests (17%), and his inconsistencies on the issues (11%).

-- Analysis of this section by Patrick McAlearney

Results from the Times Poll LA City Poll

April 5-11, 2005

Guide to Column Headings

Among all likely voters:

LV All Likely voters
DEM Democrats
REP Republicans
WHT Whites
BLK Blacks
LAT Latinos
WES Westside
SFV San Fernando Valley
CEN Central Los Angeles (City of LA, including east of Beverly Hills and North of 10 FWY)
SOU Southern Los Angeles (City of LA, including south of the 10 FWY and San Pedro)

Note

-All results are among likely voters in the city of Los Angeles.
-(Vol.) indicates a voluntarily response
- ‘-‘ indicates less than 0.5%

Q1. Do you think things in the city of Los Angeles are generally going in the right direction or are they seriously off on the wrong track?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Right direction	30	32	28	31	22	36	27	25	41	30
On the wrong track	55	55	54	54	65	52	59	60	42	57
Don't know	15	13	18	15	13	12	14	15	17	13

Q4. What one issue or problem do you think should be the next mayor's top priority? Is there another issue or problem that you think should be at the top of the next mayor's priority list? (UP TO TWO REPLIES ACCEPTED) (TOP RESPONSES ARE SHOWN)

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Education	31	33	24	29	29	40	29	32	32	27
Crime	27	27	25	22	38	29	22	21	32	38
Traffic congestion	24	25	22	35	13	11	40	27	17	8
More police	9	7	15	11	9	8	10	9	8	11
Immigrants/Illegal aliens	9	7	14	11	7	5	3	13	7	4

(ORDER OF CANDIDATES IS ROTATED)

Q5. If the May 17th runoff for mayor of the city of Los Angeles were being held today and the candidates were: Los Angeles Mayor James Kenneth Hahn and Los Angeles City Council member Antonio R. Villaraigosa, for whom would you vote: Hahn or Villaraigosa? (INCLUDES LEANERS)

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
James Hahn	35	27	54	35	32	33	33	34	40	27
Antonio R. Villaraigosa	53	63	34	52	52	61	52	54	50	61
Other (Vol.)	—	—	—	—	—	—	1	—	—	—
Don't know	12	10	12	13	16	6	14	12	10	12

(ASKED OF VOTERS WHO MENTIONED A CANDIDATE)

Q6. Are you certain you're going to vote for that candidate, or is it possible that you might end up voting for the other candidate?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Certain	83	87	80	81	82	85	83	80	86	88
Might vote for other candidate	14	12	17	16	15	12	13	17	12	11
Don't know	3	1	3	3	3	3	4	3	2	1

Among Hahn/Villaraigosa voters:

	<u>Hahn</u>	<u>Villaraigosa</u>
Certain	80	85
Might vote for other candidate	18	12
Don't know	2	3

(ASKED OF REGISTERED VOTERS)

Q7. Do you approve or disapprove of the way James Hahn is handling his job as mayor of Los Angeles? (IF APPROVE OR DISAPPROVE) Do you (approve/disapprove) strongly or (approve/disapprove) somewhat?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Approve (Net)	44	43	52	40	36	59	34	37	60	43
Approve strongly	14	14	17	11	12	21	8	9	23	17
Approve somewhat	30	29	35	29	24	38	26	28	38	25
Disapprove (Net)	49	49	45	54	52	36	52	57	35	49
Disapprove somewhat	26	27	20	30	25	20	31	29	20	23
Disapprove strongly	23	22	25	24	27	16	21	28	14	26
Don't know	7	8	3	6	12	5	14	6	5	8

Regardless of which candidate for mayor you happen to prefer right now, generally speaking, which candidate, if either, do you think would do the better job handling the following issues: James Hahn or Antonio Villaraigosa? If you think neither of them or both of them would do the better job, you can say that, too. For example:

(ORDER OF NEXT FIVE QUESTIONS AND CANDIDATES IS ROTATED)

Q8. Which candidate for mayor do you think would do the better job holding down crime: James Hahn or Antonio Villaraigosa?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
James Hahn	40	31	60	43	30	36	36	37	49	31
Antonio R. Villaraigosa	33	40	23	25	42	47	29	34	30	42
Neither (Vol.)	8	8	9	10	8	5	10	11	3	9
Both(Vol.)	10	12	2	11	5	8	16	9	10	7
Don't know	9	9	6	11	15	4	9	9	8	11

Q9. Who do you think better understands the needs of the city of Los Angeles: James Hahn or Antonio Villaraigosa?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
James Hahn	27	22	40	31	27	19	28	28	26	25
Antonio R. Villaraigosa	47	55	28	44	44	54	43	46	48	51
Neither (Vol.)	6	5	8	6	8	4	4	10	2	5
Both(Vol.)	14	13	14	11	12	19	17	11	18	12
Don't know	6	5	10	8	9	4	8	5	6	7

Q10. Which candidate for mayor do you think would do the better job improving traffic and transportation issues: James Hahn or Antonio Villaraigosa?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
James Hahn	25	20	35	22	32	29	24	22	29	29
Antonio R. Villaraigosa	39	48	24	38	36	46	41	38	42	37
Neither (Vol.)	14	12	19	17	17	6	12	15	16	11
Both(Vol.)	5	5	3	4	2	8	3	5	3	9
Don't know	17	15	19	19	13	11	20	20	10	14

Q11. Which candidate for mayor do you think would do the better job improving the city's public schools: James Hahn or Antonio Villaraigosa?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
James Hahn	23	20	37	19	24	25	21	19	31	23
Antonio R. Villaraigosa	52	60	35	50	53	59	50	52	52	56
Neither (Vol.)	13	9	18	17	8	9	17	19	6	7
Both(Vol.)	4	4	2	4	5	4	3	4	3	6
Don't know	8	7	8	10	10	3	9	6	8	8

Q12. Which candidate for mayor do you think is more closely tied to special interest groups: James Hahn or Antonio Villaraigosa?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
James Hahn	37	41	26	44	46	20	49	36	32	34
Antonio R. Villaraigosa	30	26	40	21	26	54	17	25	42	37
Neither (Vol.)	3	4	1	2	2	4	3	4	3	1
Both(Vol.)	18	17	22	21	14	11	20	24	12	13
Don't know	12	12	11	12	12	11	11	11	11	15

(ORDER OF THE NEXT TWO QUESTIONS IS ROTATED)

Q13. Do you think James Hahn is a strong leader, or not?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Yes	44	44	48	37	39	60	38	38	53	53
No	49	47	46	56	47	33	57	56	37	38
Don't know	7	9	6	7	14	7	5	6	10	9

Q14. Do you think Antonio Villaraigosa is a strong leader, or not?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Yes	59	69	39	56	54	66	61	54	65	64
No	23	15	37	25	16	24	23	25	22	16
Don't know	18	16	24	19	30	10	16	21	13	20

(ORDER OF NEXT TWO QUESTIONS IS ROTATED)

Q15. Do you think James Hahn has the honesty and integrity to serve as mayor of Los Angeles, or not?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Yes	57	58	64	56	45	68	52	51	72	53
No	31	29	28	32	42	23	32	37	21	33
Don't know	12	13	8	12	13	9	16	12	7	14

Q16. Do you think Antonio Villaraigosa has the honesty and integrity to serve as mayor of Los Angeles, or not?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Yes	64	71	47	64	66	64	65	61	67	64
No	20	14	35	20	16	23	18	23	17	18
Don't know	16	15	18	16	18	13	17	16	16	18

Q17. Generally speaking, do you think the city of Los Angeles is better off because of James Hahn's policies and should continue in the direction he has set, or do you think Los Angeles is not better off and needs to move in a new direction?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Continue policies of Hahn	<u>24</u>	<u>20</u>	<u>37</u>	<u>23</u>	<u>21</u>	<u>28</u>	<u>22</u>	<u>19</u>	<u>35</u>	<u>21</u>
Needs a new direction	<u>65</u>	<u>69</u>	<u>54</u>	<u>70</u>	<u>71</u>	<u>61</u>	<u>66</u>	<u>73</u>	<u>50</u>	<u>71</u>
Don't know	<u>11</u>	<u>11</u>	<u>9</u>	<u>7</u>	<u>8</u>	<u>11</u>	<u>12</u>	<u>8</u>	<u>15</u>	<u>8</u>

(NEXT TWO QUESTIONS ARE ROTATED)

Q18. Do you think James Hahn is more liberal or more conservative than you are on most political matters, or does Hahn think the same way you do on most political matters? (IF LIBERAL OR CONSERVATIVE) Is he much more (liberal/conservative) than you or only somewhat more (liberal/conservative)?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
More liberal (Net)	<u>30</u>	<u>21</u>	<u>56</u>	<u>30</u>	<u>21</u>	<u>40</u>	<u>25</u>	<u>32</u>	<u>33</u>	<u>30</u>
Much more liberal	<u>11</u>	<u>6</u>	<u>22</u>	<u>12</u>	<u>10</u>	<u>8</u>	<u>4</u>	<u>16</u>	<u>6</u>	<u>12</u>
Somewhat more liberal	<u>20</u>	<u>15</u>	<u>34</u>	<u>19</u>	<u>11</u>	<u>32</u>	<u>21</u>	<u>16</u>	<u>27</u>	<u>18</u>
More conservative (Net)	<u>37</u>	<u>44</u>	<u>19</u>	<u>39</u>	<u>44</u>	<u>30</u>	<u>41</u>	<u>34</u>	<u>40</u>	<u>34</u>
Somewhat more conservative	<u>29</u>	<u>32</u>	<u>17</u>	<u>31</u>	<u>29</u>	<u>22</u>	<u>34</u>	<u>28</u>	<u>30</u>	<u>22</u>
Much more conservative	<u>8</u>	<u>11</u>	<u>2</u>	<u>7</u>	<u>15</u>	<u>8</u>	<u>8</u>	<u>5</u>	<u>10</u>	<u>13</u>
Thinks the same way as me	<u>16</u>	<u>19</u>	<u>13</u>	<u>17</u>	<u>16</u>	<u>14</u>	<u>19</u>	<u>14</u>	<u>15</u>	<u>18</u>
Don't know	<u>17</u>	<u>16</u>	<u>12</u>	<u>14</u>	<u>19</u>	<u>16</u>	<u>15</u>	<u>20</u>	<u>12</u>	<u>18</u>

Q19. Do you think Antonio Villaraigosa is more liberal or more conservative than you are on most political matters, or does Villaraigosa think the same way you do on most political matters? (IF LIBERAL OR CONSERVATIVE) Is he much more (liberal/conservative) than you or only somewhat more (liberal/ conservative)?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
More liberal (Net)	<u>43</u>	<u>33</u>	<u>67</u>	<u>46</u>	<u>24</u>	<u>52</u>	<u>33</u>	<u>45</u>	<u>50</u>	<u>36</u>
Much more liberal	<u>24</u>	<u>16</u>	<u>46</u>	<u>24</u>	<u>13</u>	<u>33</u>	<u>15</u>	<u>27</u>	<u>27</u>	<u>20</u>
Somewhat more liberal	<u>19</u>	<u>17</u>	<u>21</u>	<u>22</u>	<u>10</u>	<u>19</u>	<u>19</u>	<u>18</u>	<u>23</u>	<u>15</u>
More conservative (Net)	<u>11</u>	<u>13</u>	<u>6</u>	<u>9</u>	<u>15</u>	<u>14</u>	<u>13</u>	<u>13</u>	<u>8</u>	<u>12</u>
Somewhat more conservative	<u>8</u>	<u>9</u>	<u>5</u>	<u>7</u>	<u>11</u>	<u>10</u>	<u>9</u>	<u>10</u>	<u>5</u>	<u>9</u>
Much more conservative	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
Thinks same way as me	<u>29</u>	<u>35</u>	<u>13</u>	<u>30</u>	<u>32</u>	<u>23</u>	<u>36</u>	<u>26</u>	<u>29</u>	<u>26</u>
Don't know	<u>17</u>	<u>19</u>	<u>14</u>	<u>15</u>	<u>29</u>	<u>11</u>	<u>18</u>	<u>16</u>	<u>13</u>	<u>26</u>

Q20. Thinking back now over the past four years, what would you say is James Hahn's most important accomplishment as mayor of Los Angeles? Is there another accomplishment that is almost as important? (UP TO TWO REPLIES ACCEPTED) (TOP RESPONSES SHOWN)

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Hiring William Bratton as police chief	<u>20</u>	<u>19</u>	<u>28</u>	<u>27</u>	<u>7</u>	<u>10</u>	<u>28</u>	<u>23</u>	<u>17</u>	<u>8</u>
Crime reduction	<u>10</u>	<u>8</u>	<u>12</u>	<u>10</u>	<u>10</u>	<u>9</u>	<u>6</u>	<u>13</u>	<u>8</u>	<u>13</u>
Firing police chief Bernard Parks	<u>8</u>	<u>7</u>	<u>11</u>	<u>8</u>	<u>5</u>	<u>6</u>	<u>6</u>	<u>7</u>	<u>10</u>	<u>6</u>
Nothing in particular	<u>34</u>	<u>37</u>	<u>28</u>	<u>36</u>	<u>35</u>	<u>33</u>	<u>40</u>	<u>34</u>	<u>29</u>	<u>33</u>
Don't know	<u>14</u>	<u>14</u>	<u>10</u>	<u>10</u>	<u>19</u>	<u>19</u>	<u>12</u>	<u>10</u>	<u>16</u>	<u>17</u>

Q21. Generally speaking, do you agree or disagree with the following statement: "It is time Los Angeles had a Latino mayor"? (IF AGREE/DISAGREE) Do you strongly (agree/disagree) with this statement or somewhat (agree/disagree)?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Agree (Net)	<u>42</u>	<u>49</u>	<u>24</u>	<u>37</u>	<u>36</u>	<u>58</u>	<u>44</u>	<u>35</u>	<u>50</u>	<u>44</u>
Strongly agree	<u>23</u>	<u>29</u>	<u>12</u>	<u>16</u>	<u>16</u>	<u>46</u>	<u>19</u>	<u>20</u>	<u>30</u>	<u>28</u>
Somewhat agree	<u>18</u>	<u>21</u>	<u>12</u>	<u>21</u>	<u>19</u>	<u>11</u>	<u>25</u>	<u>15</u>	<u>20</u>	<u>16</u>
Disagree (Net)	<u>43</u>	<u>37</u>	<u>60</u>	<u>46</u>	<u>44</u>	<u>34</u>	<u>40</u>	<u>48</u>	<u>41</u>	<u>39</u>
Somewhat disagree	<u>19</u>	<u>16</u>	<u>24</u>	<u>21</u>	<u>16</u>	<u>18</u>	<u>24</u>	<u>20</u>	<u>14</u>	<u>18</u>
Strongly disagree	<u>25</u>	<u>20</u>	<u>36</u>	<u>25</u>	<u>29</u>	<u>16</u>	<u>16</u>	<u>28</u>	<u>27</u>	<u>21</u>
Don't know	<u>15</u>	<u>14</u>	<u>16</u>	<u>17</u>	<u>20</u>	<u>8</u>	<u>16</u>	<u>17</u>	<u>9</u>	<u>17</u>

Q22. Lots of people don't pay much attention to political campaigns. How about you? So far this year, would you say you have been very interested in following the political campaign for mayor of the city of Los Angeles, or somewhat interested, or somewhat uninterested, or very uninterested in following the political campaign for mayor this year?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Interested (Net)	<u>94</u>	<u>94</u>	<u>95</u>	<u>93</u>	<u>95</u>	<u>98</u>	<u>94</u>	<u>93</u>	<u>95</u>	<u>95</u>
Very interested	<u>41</u>	<u>42</u>	<u>42</u>	<u>37</u>	<u>48</u>	<u>47</u>	<u>39</u>	<u>39</u>	<u>40</u>	<u>49</u>
Somewhat interested	<u>53</u>	<u>52</u>	<u>53</u>	<u>56</u>	<u>47</u>	<u>51</u>	<u>55</u>	<u>54</u>	<u>55</u>	<u>46</u>
Uninterested (Net)	<u>6</u>	<u>6</u>	<u>5</u>	<u>7</u>	<u>4</u>	<u>2</u>	<u>6</u>	<u>7</u>	<u>5</u>	<u>4</u>
Don't know	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>1</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>1</u>

(IMPRESSION QUESTIONS ARE ROTATED AS A SET)

Q29. What is your impression of James Hahn? As of today, is it very favorable, somewhat favorable, somewhat unfavorable, very unfavorable or haven't you heard enough about him to say?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Favorable (Net)	<u>50</u>	<u>49</u>	<u>56</u>	<u>43</u>	<u>50</u>	<u>65</u>	<u>42</u>	<u>42</u>	<u>62</u>	<u>56</u>
Very favorable	<u>16</u>	<u>17</u>	<u>17</u>	<u>10</u>	<u>15</u>	<u>29</u>	<u>13</u>	<u>10</u>	<u>25</u>	<u>21</u>
Somewhat favorable	<u>34</u>	<u>32</u>	<u>39</u>	<u>33</u>	<u>35</u>	<u>36</u>	<u>29</u>	<u>33</u>	<u>37</u>	<u>35</u>
Unfavorable (Net)	<u>44</u>	<u>44</u>	<u>43</u>	<u>54</u>	<u>42</u>	<u>27</u>	<u>52</u>	<u>54</u>	<u>32</u>	<u>33</u>
Somewhat unfavorable	<u>31</u>	<u>31</u>	<u>29</u>	<u>40</u>	<u>24</u>	<u>17</u>	<u>38</u>	<u>36</u>	<u>26</u>	<u>18</u>
Very unfavorable	<u>13</u>	<u>13</u>	<u>14</u>	<u>14</u>	<u>18</u>	<u>10</u>	<u>14</u>	<u>17</u>	<u>6</u>	<u>15</u>
Haven't heard enough	<u>3</u>	<u>4</u>	<u>-</u>	<u>1</u>	<u>4</u>	<u>5</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>7</u>
Don't know	<u>3</u>	<u>3</u>	<u>1</u>	<u>2</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>4</u>

(ASKED OF VOTERS WHO HAVE A VERY/SOMEWHAT FAVORABLE IMPRESSION OF HAHN)

Q30. Why do you have a favorable impression of James Hahn? Is there another reason? (UP TO TWO REPLIES ACCEPTED) (TOP 6 RESPONSES SHOWN)

	<u>LV</u>
Has done a good job	12
Honest	10
Cares about L.A.	9
Best candidate	8
Calm, stable personality	8
Liked his father	8

(ASKED OF VOTERS WHO HAVE A VERY/SOMEWHAT UNFAVORABLE IMPRESSION OF HAHN)

Q31. Why do you have an unfavorable impression of James Hahn? Is there another reason? (UP TO TWO REPLIES ACCEPTED) (TOP 5 RESPONSES SHOWN)

	<u>LV</u>
Dishonest	18
Hasn't done very much	18
Not a strong leader	9
Beholden to special interests	8
Contracts for contributions	8

(ASKED OF REGISTERED VOTERS)

Q32. What is your impression of Antonio Villaraigosa? As of today, is it very favorable, somewhat favorable, somewhat unfavorable, very unfavorable or haven't you heard enough about him to say?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Favorable (Net)	64	74	42	63	67	70	64	59	67	72
Very favorable	26	35	8	23	27	40	27	23	26	36
Somewhat favor able	38	39	34	40	40	30	38	36	42	36
Unfavorable (Net)	24	16	43	27	13	22	22	28	27	11
Somewhat unfavorable	14	9	22	17	8	9	11	17	13	7
Very unfavorable	10	7	21	10	5	13	11	11	13	4
Haven't heard enough	8	7	12	7	15	5	8	10	4	11
Don't know	4	3	3	3	5	3	6	3	2	6

(ASKED OF VOTERS WHO HAVE A VERY/SOMEWHAT FAVORABLE IMPRESSION)

Q33. Why do you have a favorable impression of Antonio Villaraigosa? Is there another reason? (UP TO TWO REPLIES ACCEPTED) (TOP 5 RESPONSES SHOWN)

	<u>LV</u>
Honest	15
Represents change	14
Cares about common people	14
Dynamic/charismatic	12
Clear vision for the future of L.A.	11

(ASKED OF VOTERS WHO HAVE A VERY/SOMEWHAT UNFAVORABLE IMPRESSION)

Q34. Why do you have an unfavorable impression of Antonio Villaraigosa? Is there another reason? (UP TO TWO REPLIES ACCEPTED) (TOP 5 RESPONSES SHOWN)

	<u>LV</u>
Don't trust him/not honest	27
Beholden to special interests	17
Flip flops	11
Disagree on the issues	8
Vignali pardon-sent letter to Clinton to clear drug dealer	8

(ASKED OF REGISTERED VOTERS) (ORDER OF NEXT TWO QUESTIONS IS ROTATED)

Q35. In your opinion, if James Hahn is reelected, will he pay more attention to whites, or blacks, or Latinos or Asians, or will he give equal attention to all groups?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Whites	12	12	9	11	14	15	11	9	14	19
Blacks	4	3	6	4	2	6	5	4	3	4
Latinos	1	—	4	1	2	1	1	2	1	1
Asians	—	—	—	—	1	—	—	—	—	—
All equally	66	64	70	66	54	72	64	68	68	55
Don't know	17	21	11	18	27	6	19	17	14	21

Q36. In your opinion, if Antonio Villaraigosa is elected as the next mayor, will he pay more attention to whites, or blacks, or Latinos or Asians, or will he give equal attention to all groups?

	<u>LV</u>	<u>DEM</u>	<u>REP</u>	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>
Whites	1	1	—	—	—	2	—	—	2	1
Blacks	—	1	—	1	—	—	—	—	—	—
Latinos	30	24	48	29	28	33	31	27	33	29
Asians	—	—	—	—	—	—	—	—	—	—
All equally	58	64	42	61	52	60	56	59	61	56
Don't know	11	10	10	9	20	5	13	14	4	14

How the Poll Was Conducted

The Times Poll contacted 2,975 adults in the city of Los Angeles by telephone April 5 through 11, 2005. Among them were 2,061 registered voters, of which 781 were deemed likely to vote in the May election. Likely voters were determined by a screening process which included questions on intention to vote, certainty of vote, interest in the campaign, and past voting history. Telephone numbers were chosen from a list of all exchanges in the city, and random digit dialing techniques allowed listed and unlisted numbers to be contacted. Multiple attempts were made to contact each number. Additional African American and Latino voters were contacted in separate random samples to allow more accurate analysis of their subgroups. Adults in the entire sample were weighted slightly to conform with their respective census proportions by sex, ethnicity, age, education, city region, and party registration. The margin of sampling error for likely voters is plus or minus 4 percentage points in either direction. For certain subgroups, the error margin may be somewhat higher. Poll results may also be affected by factors such as question wording and the order in which questions are presented. Interviews in the supplemental samples were conducted by Interviewing Service of America, Van Nuys. While Asian voters were interviewed and are included as part of the overall results in this poll, they are too small a subgroup of the sample to be separately reported. Interviews in all samples were conducted in both English and Spanish.