LOS ANGELES TIMES POLL ALERT

LA City Exit Poll March 8, 2005

Guide to Column Headings

ALL All voters ALA Richard Alarcon voters HAH James K. Hahn voters HER Bob Hertzberg voters PAR Bernard C. Parks voters VIL Antonio R. Villaraigosa voters DEM Democrats IND Independents REP Republicans Whites WHT BLK Blacks LAT Latinos ASI Asians WES Westside SFV San Fernando Valley Central Los Angeles (City of LA, including east of Beverly Hills and North of 10 FWY) CEN SOU Southern Los Angeles (City of LA, including south of the 10 FWY and San Pedro)

Note

- '-' indicates less than 0.5%

E. In the election for mayor, for whom did you vote?

	<u>ALL</u>
Richard Alarcon	4
James Hahn	24
Bob Hertzberg	22
Bernard C. Parks	13
Antonio R. Villaraigosa	33
Someone else	4

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

Weekend/Later (Net) Yesterday/today Weekend Earlier (Net)	ALL 27 19 8 73	ALA 40 26 14 60	HAH 30 22 8 70	HER 26 18 8 74	PAR 24 19 5 76	VIL 24 17 7 76	DEM 26 19 7 74	IND 28 16 12 72	REP 27 20 7 73
Weekend/Later (Net) Yesterday/today Weekend Earlier (Net)	WHT 29 20 9 71	BLK 23 17 6 77	LAT 25 18 7 75	ASI 26 18 8 74	WES 33 25 8 67	SFV 27 18 9 73	CEN 25 18 7 75	SOU 23 17 7 77	

G. What did you like most about your mayoral candidate? (Up to two replies accepted)

Has experience to be mayor Thinks like me on the issues Has a clear vision for the future Has honesty and integrity Can bring people together Cares about my part of the city Can get things done Will energize the city None of the above	ALL 29 25 18 18 15 14 12 12 5	ALA 16 28 24 32 11 12 6 8 7	HAH 69 14 11 15 8 9 11 2 4	HER 9 36 27 9 7 21 18 20 7	PAR 19 14 14 44 18 16 12 4 5	VIL 22 26 19 14 25 12 10 18	DEM 31 23 19 18 16 14 12 12 4	IND 25 27 18 20 11 13 12 13 8	REP 28 30 18 22 8 13 12 9
Has experience to be mayor Thinks like me on the issues Has a clear vision for the future Has honesty and integrity Can bring people together Cares about my part of the city Can get things done Will energize the city None of the above	WHT 26 31 19 18 12 13 13 16 6	BLK 30 18 15 25 20 17 10 9	LAT 32 19 23 14 16 15 11 8 3	ASI 42 14 15 22 16 7 7 9	WES 29 28 20 18 11 7 13 15 8	SFV 26 28 19 18 13 17 13 12 5	CEN 32 23 17 18 18 10 11 14 5	SOU 34 16 19 20 17 18 9 5 3	

H. Which of these general issues—if any—were most important to you in deciding how you would vote for mayor today? (Up to two replies accepted)

Education Jobs/The economy Crime/Gangs Ethics in city government Growth/Traffic issues The environment Illegal immigration Race relations Homelessness/Poverty Affordable housing Taxes None of the above	ALL 35 28 24 19 17 8 8 6 5 5 5	ALA 34 36 12 32 12 9 5 - 13 4 5 2	HAH 28 32 32 11 13 7 5 4 5 4	HER 36 20 20 22 36 7 12 - 3 3 8 5	PAR 25 27 41 22 6 5 4 14 6 4 5 5 5	VIL 44 31 18 17 13 11 4 8 8 6 2 4	DEM 38 30 25 17 15 8 4 7 7 5 4 5	IND 32 23 23 21 24 8 12 4 5 6 5 6	REP 25 24 24 23 21 6 19 1 2 2 11 6
Education Jobs/The economy Crime/Gangs Ethics in city government Growth/Traffic issues The environment Illegal immigration Race relations Homelessness/Poverty Affordable housing Taxes None of the above	WHT 32 23 20 24 26 10 10 3 5 4 6 6	BLK 32 34 35 12 5 4 4 14 7 7 7 4 6	LAT 44 34 27 12 7 5 6 5 4 2	ASI 23 24 32 15 10 9 7 8 5 5 7	WES 31 26 16 19 25 13 9 7 5 4 4 8	SFV 35 25 23 24 21 7 11 4 5 4 6 4	CEN 35 30 24 15 16 9 5 6 6 6 6 5 6	SOU 37 33 36 12 3 4 10 5 5 3 5	

L. If your candidate for mayor were not running today, who would be your second choice?

Richard Alarcon James Hahn Bob Hertzberg Bernard C. Parks Antonio R. Villaraigosa Someone else	ALL 17 15 15 16 29 8	ALA 12 12 14 12 42 8	HAH 11 5 20 19 36 9	HER 9 17 1 17 44 12	PAR 8 24 11 9 38 10	VIL 33 17 21 15 10 4	DEM 19 15 14 15 31 6	IND 15 12 14 18 30 11	REP 11 13 19 17 23 17
Richard Alarcon James Hahn Bob Hertzberg Bernard C. Parks	WHT 12 15 20 14	BLK 7 20 8 23	LAT 36 13 10 12	ASI 14 16 12 12	WES 16 16 17 12	SFV 17 13 16 16	CEN 24 13 18 14	SOU 10 20 7 21	
Antonio R. Villaraigosa Someone else	30	33 9	24 5	38	31 8	29 9	24 7	33 9	

M. What is your impression of Richard Alarcon?

Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	ALL 61 16 45 39 28 11	ALA 98 78 20 2 1	HAH 55 11 44 45 34 11	HER 48 6 42 52 38 14	PAR 48 6 41 52 32 21	VIL 78 23 55 22 17 5	DEM 66 18 48 34 25 9	IND 55 17 37 45 28 18	REP 47 9 38 53 36 17
Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	WHT 57 13 44 43 32 11	BLK 48 7 40 52 34 19	LAT 77 29 48 23 16 7	ASI 69 9 60 31 26 5	WES 60 16 44 40 30	SFV 59 16 42 41 28 14	CEN 69 19 51 31 23 7	SOU 55 13 42 45 31 14	

N. What is your impression of James K. Hahn?

Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	ALL 48 19 29 52 28 24	ALA 39 6 34 61 31 29	HAH 99 66 33 1 1	HER 22 1 21 78 40 38	PAR 32 5 27 68 32 36	VIL 38 5 32 62 38 25	DEM 49 19 30 51 29 22	IND 44 17 27 56 31 25	REP 45 18 27 55 23 32
Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	WHT 43 14 29 57 31 26	BLK 46 20 26 54 25 29	LAT <u>54</u> 21 33 <u>46</u> 25 21	ASI 73 49 24 27 19 8	WES 51 19 32 49 30 19	SFV 41 17 25 59 29	CEN 50 20 30 50 29 21	SOU 57 25 33 43 23 19	

O. What is your impression of Bob Hertzberg?

Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	ALL <u>58</u> 22 36 <u>42</u> 26 16	ALA 43 4 39 57 29 28	HAH 44 40 56 35 21	HER 99 70 29 1 - 1	PAR 38 2 37 62 34 27	VIL 49 9 40 51 34 17	DEM 54 18 36 46 29 17	IND 64 23 42 36 24 11	REP 70 33 37 30 15 15
Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	WHT 67 31 37 33 21	BLK 42 8 34 58 33 25	LAT 47 9 38 53 32 21	ASI 55 17 38 45 30 15	WES 56 19 36 44 33 12	SFV 65 31 34 35 20	<u>CEN</u> <u>56</u> 15 41 44 27	SOU 44 9 35 56 32 24	

P. What is your impression of Bernard C. Parks?

Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	ALL <u>58</u> 20 37 <u>42</u> 27 16	ALA <u>54</u> 9 45 <u>46</u> 27 19	HAH 49 11 38 51 30 21	HER 49 10 39 51 32 19	PAR 97 84 13 3 2 1	VIL 57 11 45 43 30 14	<u>DEM</u> <u>59</u> 22 37 <u>41</u> 27 14	IND <u>54</u> 19 35 <u>46</u> 29 17	REP <u>54</u> 17 37 <u>46</u> 28 18
Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	WHT 50 12 38 50 33 17	BLK 80 54 26 20 12 8	LAT 57 16 41 43 25 18	ASI 59 11 48 41 26 15	WES 48 12 36 52 34 18	SFV 57 18 39 43 27 16	CEN 55 15 40 45 28 17	SOU 73 43 29 27 17	

Q. What is your impression of Antonio R. Villaraigosa?

Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	ALL 71 37 34 29 15	ALA 73 23 50 27 11 16	HAH 58 13 45 42 24 18	HER 57 13 44 43 22 21	PAR 64 15 49 36 19	VIL 98 84 14 2 1	DEM 79 45 34 21 11	IND 63 30 33 37 18 19	REP 48 14 34 52 25 27
Favorable (Net) Very favorable Somewhat favorable Unfavorable (Net) Somewhat unfavorable Very unfavorable	WHT 68 31 37 32 17 15	BLK 72 28 45 28 14 13	LAT 83 66 17 17 7	ASI 68 19 49 32 18 14	WES 71 36 35 29 15	SFV 67 32 35 33 17 16	CEN 74 44 30 26 12 14	SOU 78 42 36 22 12 10	

R. Do you approve or disapprove of the way James K. Hahn is handling his job as mayor?

Approve (Net) Approve strongly Approve somewhat Disapprove (Net) Disapprove somewhat Disapprove strongly	ALL 45 12 33 55 31 24	ALA 39 2 37 61 33 28	HAH 97 42 55 3 -	HER 17 - 17 83 44 39	PAR 30 3 27 70 32 38	VIL 36 5 31 64 41 23	DEM 47 13 34 53 31 22	IND 39 11 29 61 35 25	REP 41 11 30 59 28 31
Approve (Net) Approve strongly Approve somewhat Disapprove (Net) Disapprove somewhat Disapprove strongly	WHT 39 8 31 61 35 26	BLK 44 12 32 56 29 27	LAT <u>54</u> 18 36 <u>46</u> 26 20	ASI 77 39 38 23 14 9	WES 48 9 39 52 31 21	SFV 39 10 29 61 30 31	<u>CEN</u> <u>48</u> 15 33 <u>52</u> 34 18	SOU <u>54</u> 19 35 <u>46</u> 27 19	

S. Which, if any, of these actions taken by James K. Hahn played a role in your vote for mayor today? (Up to two replies accepted)

	<u>ALL</u>	<u>ALA</u>	<u>HAH</u>	<u>HER</u>	<u>PAR</u>	<u>VIL</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>
Decision to appoint William Bratton to replace Bernard Parks as police chief Campaign against secession of the San Fernando Valley and	28	13	48	8	55	19	30	21	24
Hollywood from the city Neither of these played a role	31 51	35 57	42 32	43 53	19 37	18 67	27 53	33 56	42 44
	<u>WHT</u>	<u>BLK</u>	<u>LAT</u>	<u>ASI</u>	<u>WES</u>	<u>SFV</u>	<u>CEN</u>	<u>SOU</u>	
Decision to appoint William Bratton to replace Bernard Parks as police chief Campaign against secession of the San Fernando Valley and	22	48	25	36	28	23	27	41	
Hollywood from the city Neither of these played a role	37 53	20 39	25 56	25 51	21 62	49 39	19 64	17 48	

T. How much of a role did the candidates' honesty and integrity play in your choice for mayor? did it play:

A big role Somewhat of a role Not too much of a role No role at all	ALL 58 32 6 4	ALA 75 20 4 1	HAH 50 42 4 4	HER 56 33 7 4	PAR 69 20 6 5	VIL 57 33 6 4	DEM 58 33 5 4	IND 55 36 5 4	REP 60 30 6 4
A big role Somewhat of a role Not too much of a role No role at all	WHT 56 35 6 3	BLK 59 30 6 5	LAT 62 29 4 5	ASI 59 30 7 4	WES 53 37 6 4	SFV 62 30 5 3	CEN 54 36 6 4	SOU 60 27 7 6	

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

Going in the right direction Seriously off on the wrong track	ALL 47 53	ALA 33 67	<u>НАН</u> 85 15	HER 29 71	PAR 29 71	<u>VIL</u> 45 55	DEM 49 51	IND 42 58	REP 41 59
Going in the right direction Seriously off on the wrong track	<u>WHT</u> 44 56	BLK 39 61	<u>LAT</u> 53 47	ASI 78 22	<u>WES</u> 50 50	SFV 41 59	<u>CEN</u> 56 44	SOU 48 52	

V. When it comes to crime, do you think over the last four years the city has:

Gotten safer Gotten less safe Stayed about the same	ALL 30 21 49	ALA 18 24 58	HAH 54 10 36	HER 23 23 54	PAR 12 41 47	VIL 28 19 53	DEM 31 21 48	IND 27 15 58	REP 28 25 47
Gotten safer Gotten less safe Stayed about the same	WHT 31 19 50	BLK 19 30 51	<u>LAT</u> 29 24 47	ASI 47 15 38	WES 38 13 49	SFV 25 26 49	CEN 36 16 48	SOU 24 28 48	

EE. Local and federal prosecutors are investigating whether city contracts were awarded for political contributions to Hahn's campaigns. Hahn denies the allegations. These allegations:

Di i i	<u>ALL</u>	<u>ALA</u>	<u>HAH</u>	<u>HER</u>	<u>PAR</u>	<u>VIL</u>	<u>DEM</u>	<u>IND</u>	<u>REP</u>
Played a role in my vote for mayor Did not play a role	43	58	16	55	43	53	43	42	46
in my vote for mayor	57	42	84	45	57	47	57	58	54
Played a role Did not play a role	WHT 47 53	BLK 34 66	<u>LAT</u> 45 55	ASI 43 57	WES 40 60	<u>SFV</u> 49 51	<u>CEN</u> 44 56	SOU 32 68	

Methodology

The Los Angeles Times Poll interviewed 2,789 voters as they left 50 polling places across Los Angeles during voting hours. Precincts were chosen based on the pattern of turnout in past citywide elections. The survey was a self-administered, confidential questionnaire. The margin of sampling error for percentages based on the entire sample is plus or minus 2 percentage points; for some subgroups the error margin may be somewhat higher. Because the survey does not include absentee voters or those who declined to participate when approached, demographic estimates by the interviewers were used to adjust the sample slightly and the sample was weighted to reflect the outcome. Questionnaires were available to voters in English and Spanish. Interviews at the precincts level were conducted by Davis Research of Calabasas. Raphael J. Sonenshein , political scientist at Cal State Fullerton, was a political consultant to the Times Poll.