

City of Los Angeles Likely Voter TRACKING Survey

- Report on Results -

February 20, 2017



Opinion Research on
Elections and Public Policy

Probolsky Research
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City of Los Angeles - Likely Voter Survey

Report on results

From Thursday, February 16 through Sunday, February 19, 2017 Probolsky Research conducted a telephone survey of likely voters within the City of Los Angeles.

A total of 300 voters were surveyed. A survey of this size yields a margin of error of +/-5.8% with a confidence level of 95%. Interviews were conducted with voters on both landline and mobile phones (46% were completed on mobile phones) and were offered in English and Spanish languages.

Our sample was developed from voter files originally compiled by the Los Angeles County Registrar-Recorder. Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the demographic composition of the universe being researched.

Probolsky Research specializes in opinion research on behalf of business, government, non-profit and special interest clients.



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Survey Results



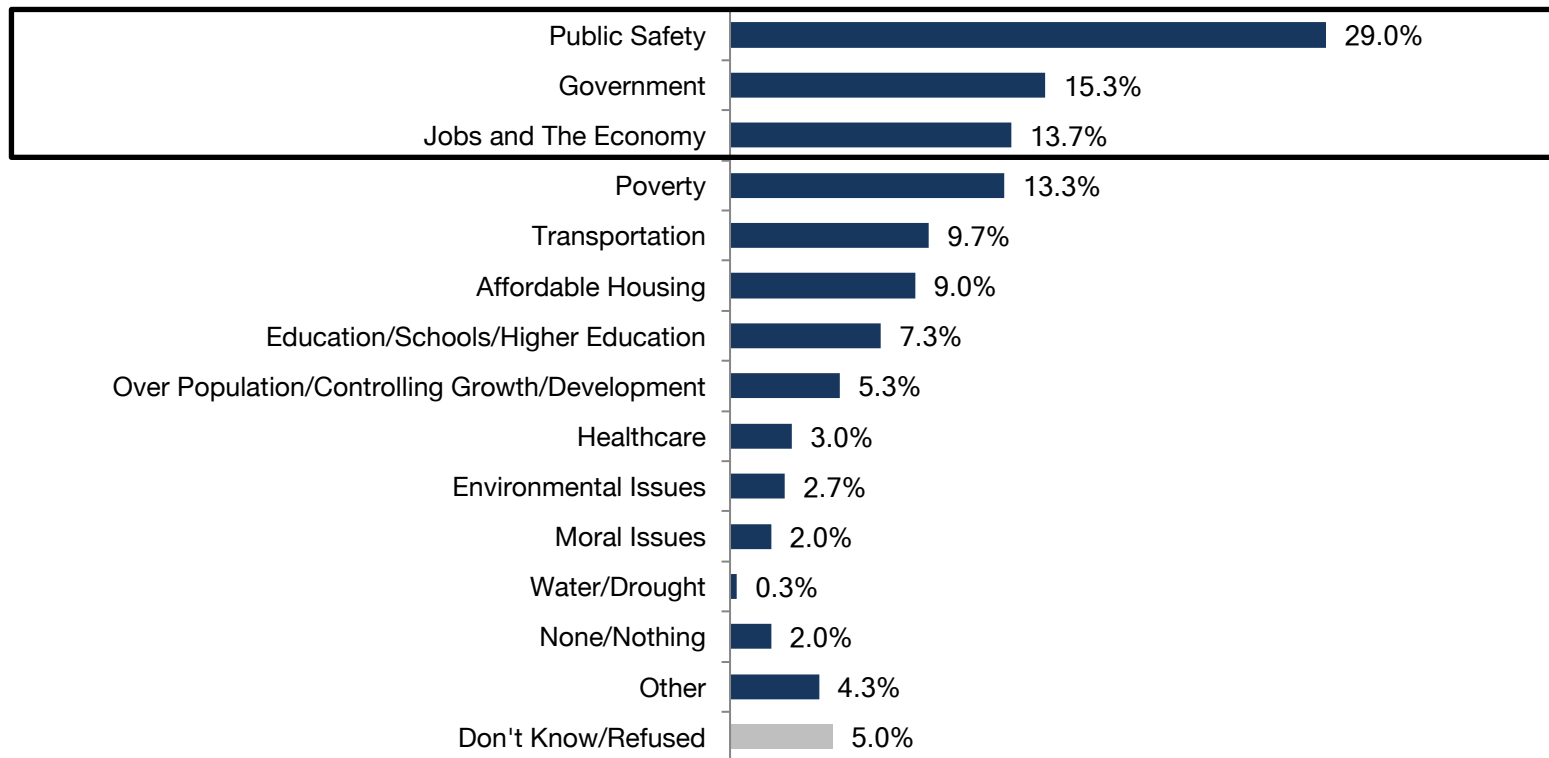
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Public Safety is the Top Issue of Concern

Unique to LA and LA County, concern over poverty is relatively high

Question: What is the most important issue facing your community today?



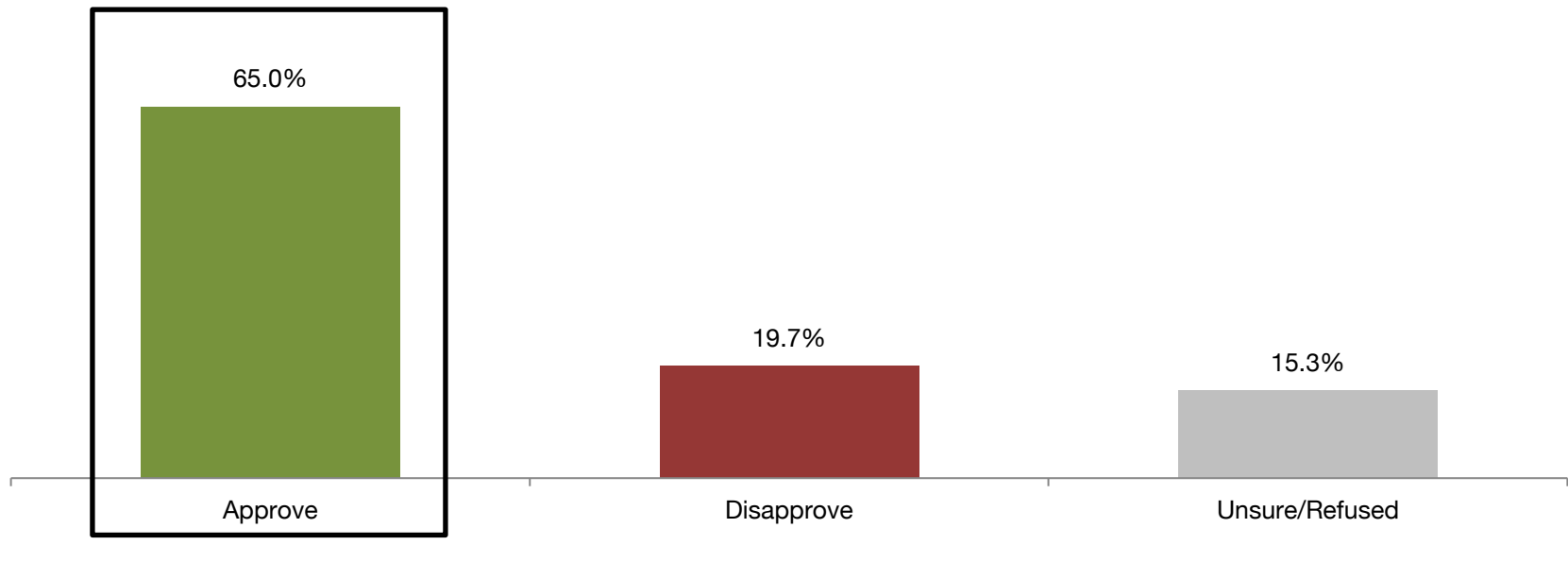
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Mayor Garcetti has High Approval Rating

Less than 20% disapprove of his job performance

Question: Do you approve or disapprove of the job that Los Angeles Mayor Eric Garcetti is doing?



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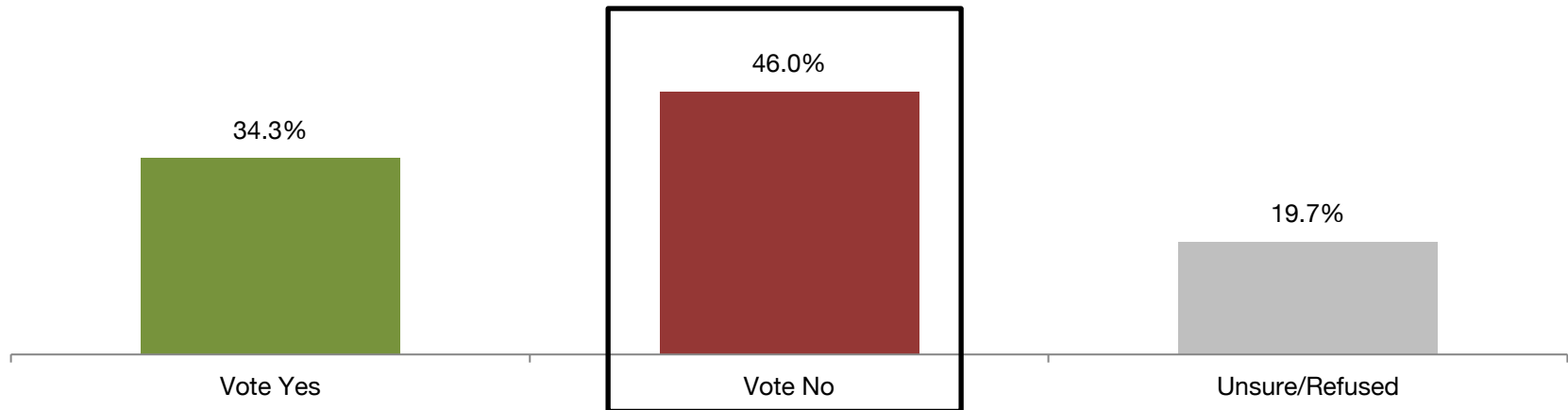
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Measure S Will Likely Lose

The lead for the no vote is sizable at this stage in the election

Question: Measure S is on the March 7 ballot in Los Angeles. Measure S reads: “Shall an ordinance amending City laws related to the General Plan, including to: 1) impose a two-year moratorium on projects seeking General Plan amendments or zone or height-district changes resulting in more intense land use, an increase in density or height, or a loss of zoned open space, agricultural or industrial areas, with exceptions including for affordable housing projects and projects for which vested rights have accrued; 2) prohibit geographic amendments to the General Plan unless the affected area has significant social, economic or physical identity (defined as encompassing an entire community or district plan area, specific plan area, neighborhood council area or at least 15 acres); 3) require systematic, public review of the General Plan every five years; 4) prohibit project applicants from completing environmental impact reports for the City; 5) require the City make findings of General Plan consistency for planning amendments, project approvals and permit decisions; and 6) prohibit certain parking variances; be adopted?”

If an election were held today, would you vote yes, in favor of Measure S, or vote no, against Measure S? If you've already voted, please let me know which way.



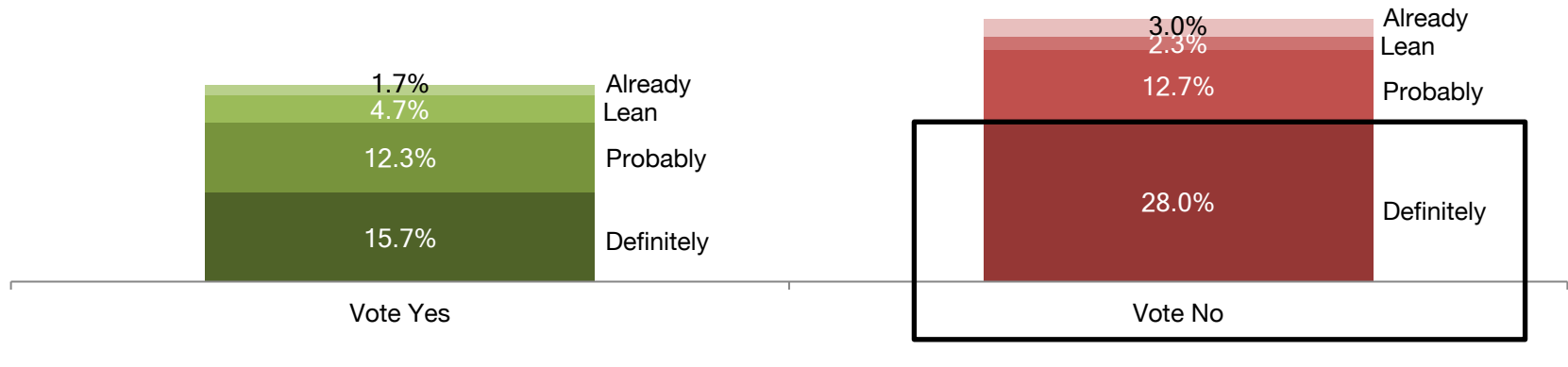
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The Intensity is on the Side of the No Vote

Nearly 2-to-1 say they will definitely vote No over definitely Yes

Question: And would you say that you would definitely vote (for/against) or probably vote (for/against) the measure? Would you say that you lean one way or another?

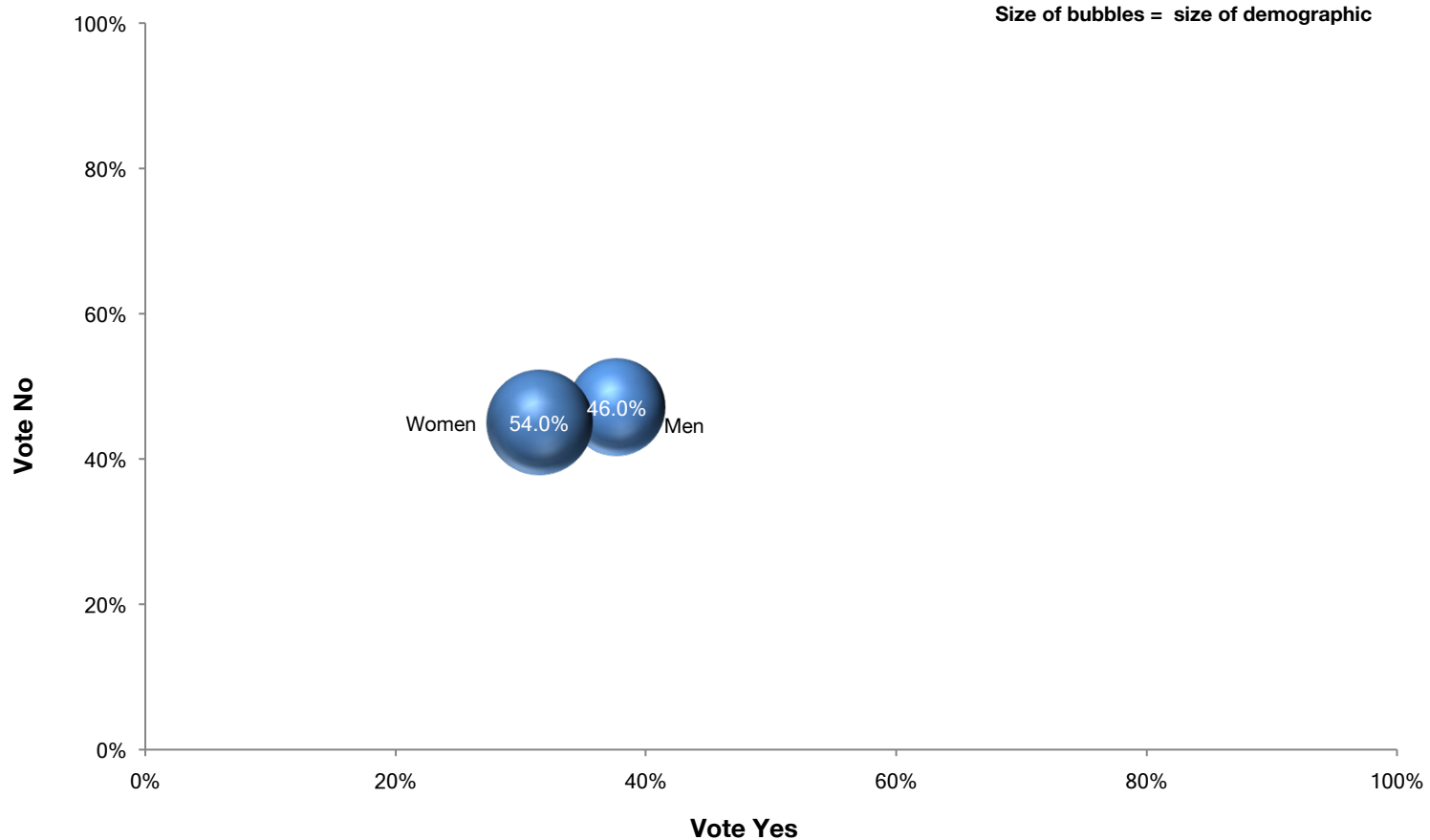


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Women are More Opposed than Men

To Measure S

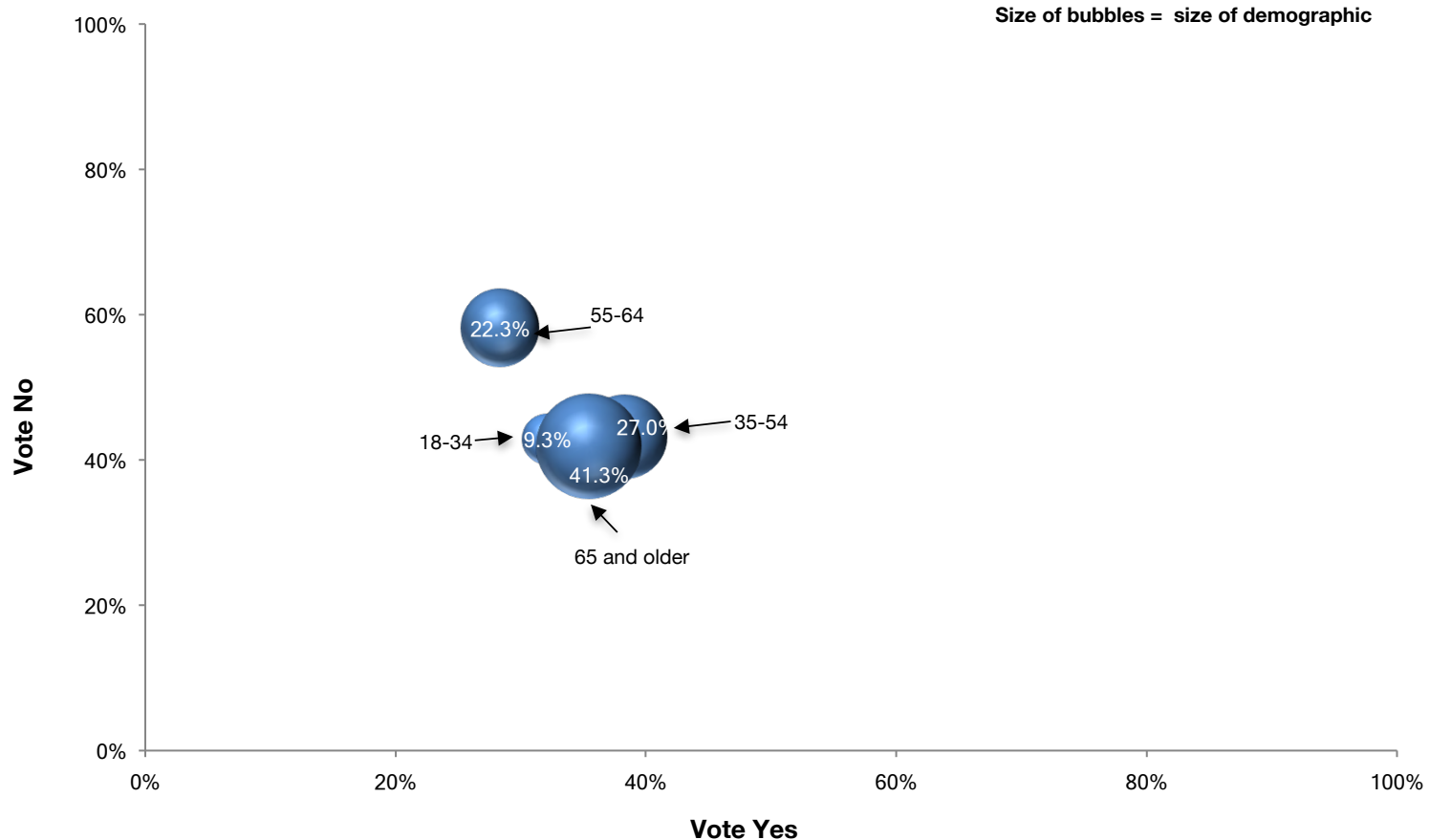


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All Age Groups Oppose Measure S

Those 55-64 are the most opposed

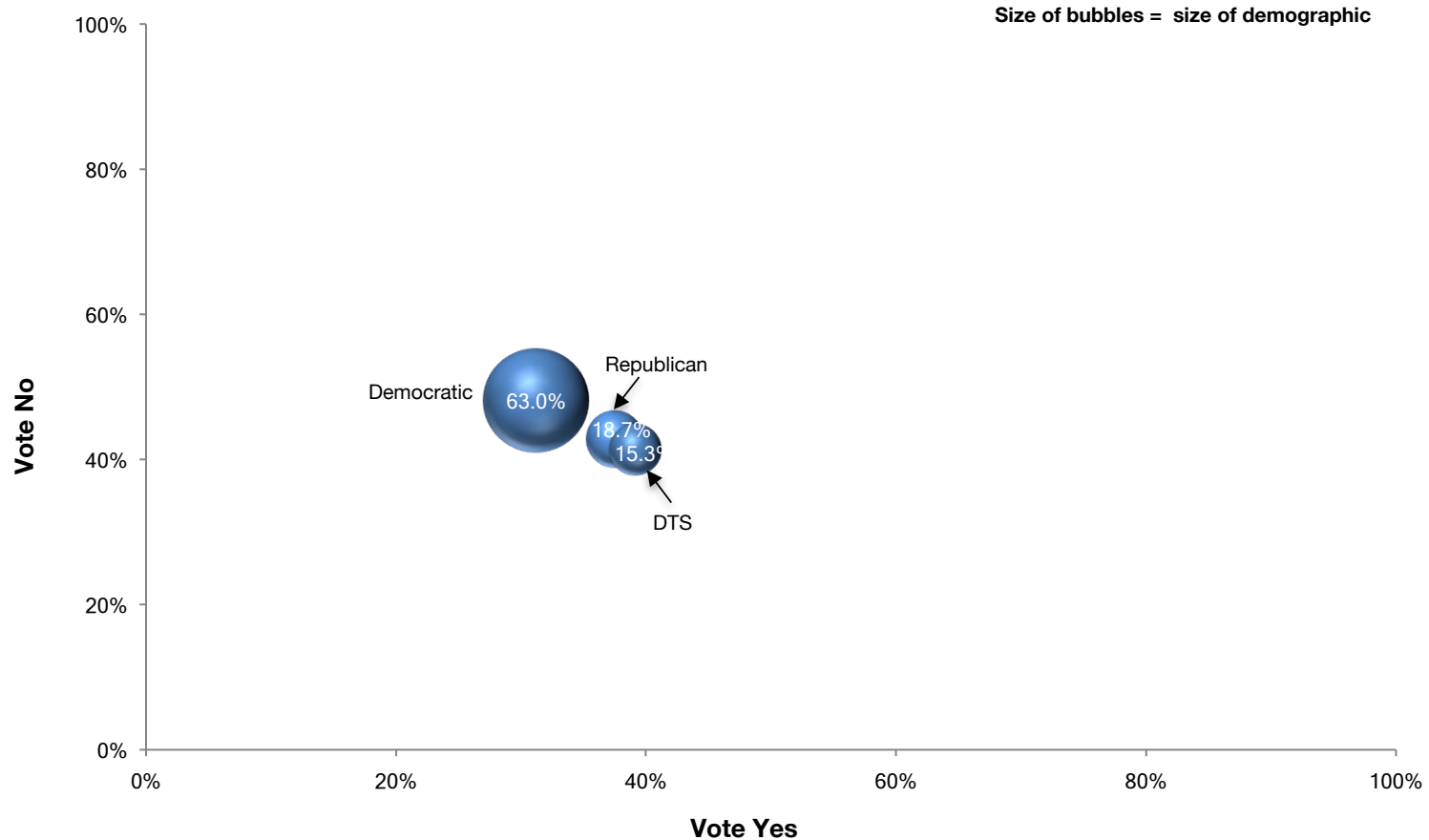


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All Parties are Opposed to Measure S

Democratic voters are the most opposed

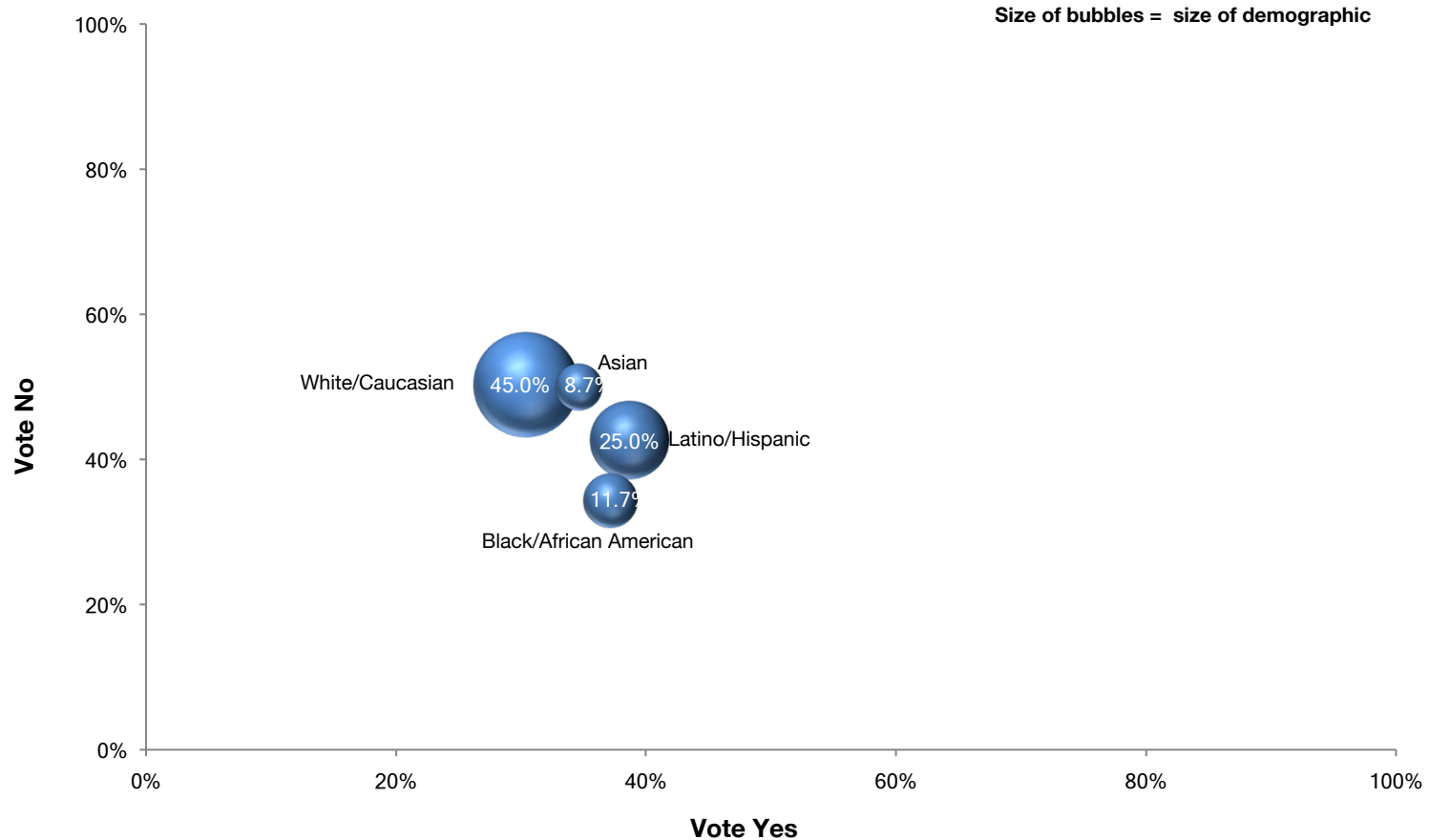


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All Ethnic Groups Oppose Measure S

White voters oppose it the most

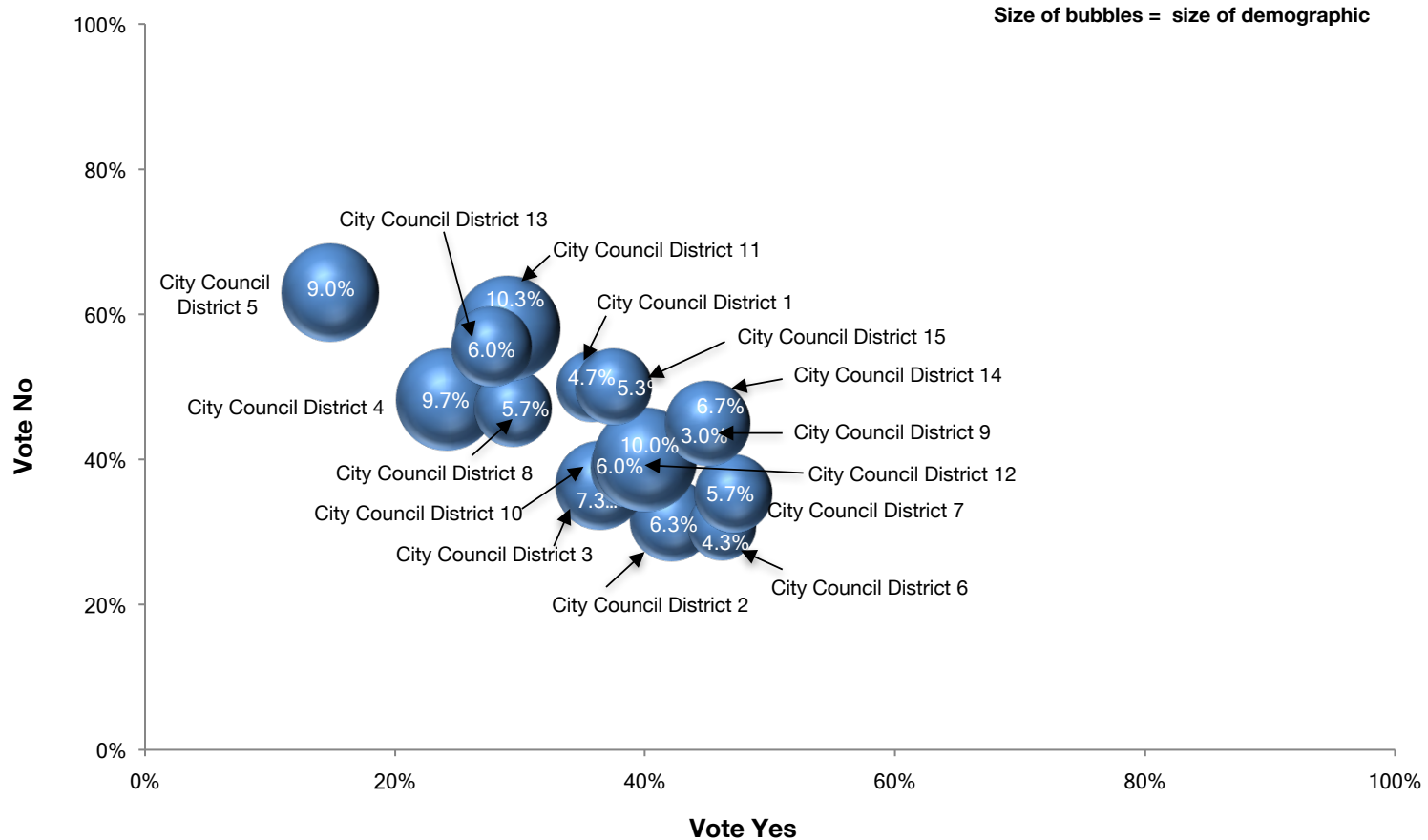


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Council District 5 Opposes Measure S

More than any other Council District



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Thank You.



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