

**GREENBERG QUINLAN ROSNER** RESEARCH

PUBLIC OPINION STRATEGIES



June 21, 2009

# Los Angeles Times

Citywide Survey Results

**Los Angeles Times**

**June 10-16, 2009**

**1500 Registered Voters**



## The survey

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This survey was conducted by Greenberg Quinlan Rosner in conjunction with Public Opinion Strategies for the Los Angeles Times.

These findings are based on a citywide telephone survey of 1500 registered voters (210 African American respondents, 207 unweighted; 390 Latino respondents, 502 unweighted; 210 respondents reached on cell phone, 234 unweighted) conducted June 10-16, 2009. The survey has a margin of error of +/- 2.5 percent.

- May 2005 data from *Los Angeles Times* city poll of 3,236 Los Angeles adults conducted May 2-8, 2005. Data presented from the 2,176 registered voters within the sample.
- February 2005 data from *Los Angeles Times* city poll of 2,525 Los Angeles adults conducted February 21-27, 2005. Data presented from the 1,636 registered voters within the sample.
- Early February 2005 data from *Los Angeles Times* city poll of 2,045 Los Angeles adults conducted January 26 through February 3, 2005. Data presented from the 1,454 registered voters within the sample.



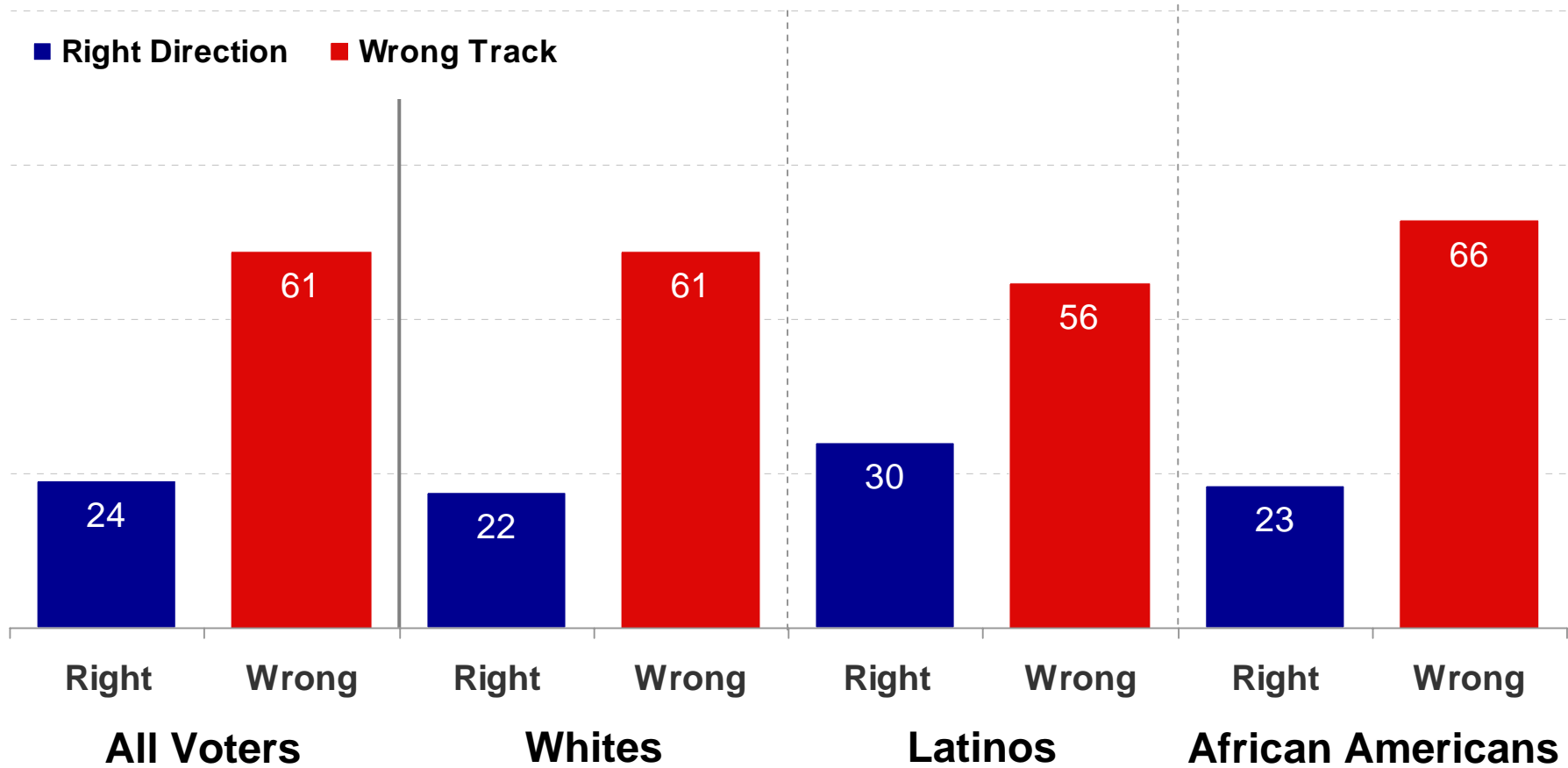
# Status of the City and State

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## Los Angeles on the wrong track

*And now, generally speaking, do you think that things in the city of Los Angeles are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*

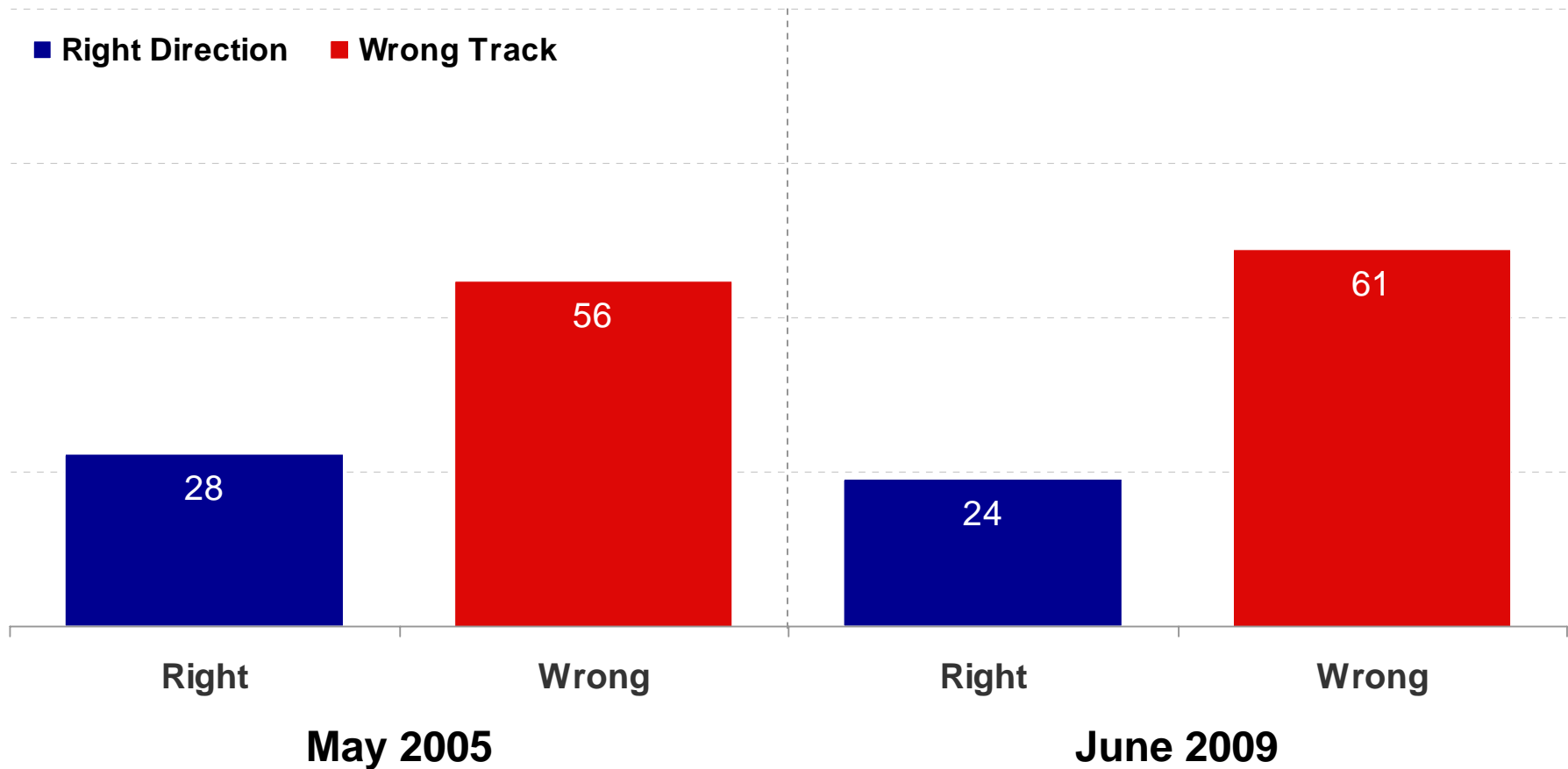




## Pessimism higher 4 years later

*And now, generally speaking, do you think that things in the city of Los Angeles are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*

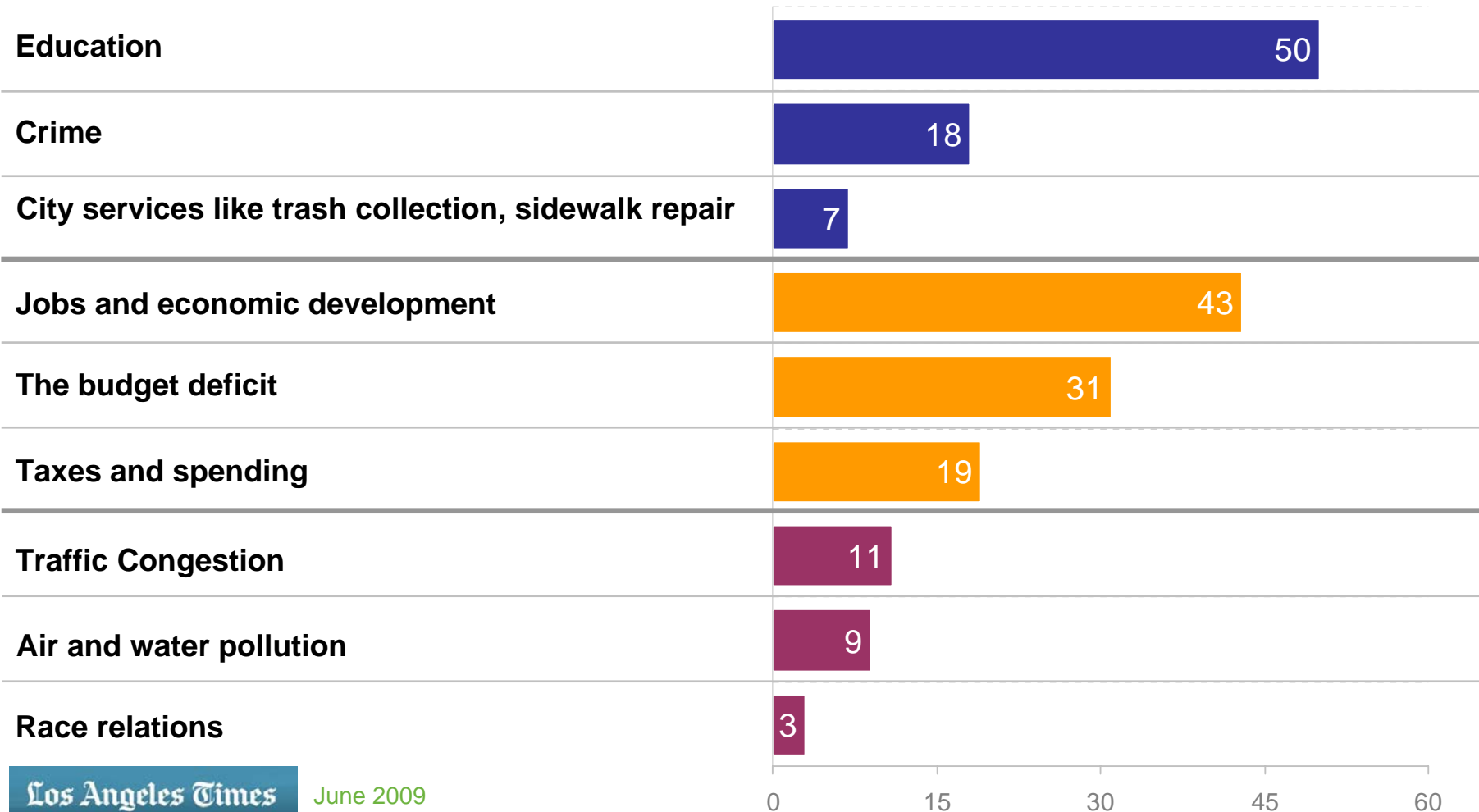
■ Right Direction ■ Wrong Track





## Civic services and economics top Angelenos' concerns

*Now, I am going to read you a list of concerns that people have. Please tell me which TWO of these you think the mayor and city government of Los Angeles should be paying the most attention to.*

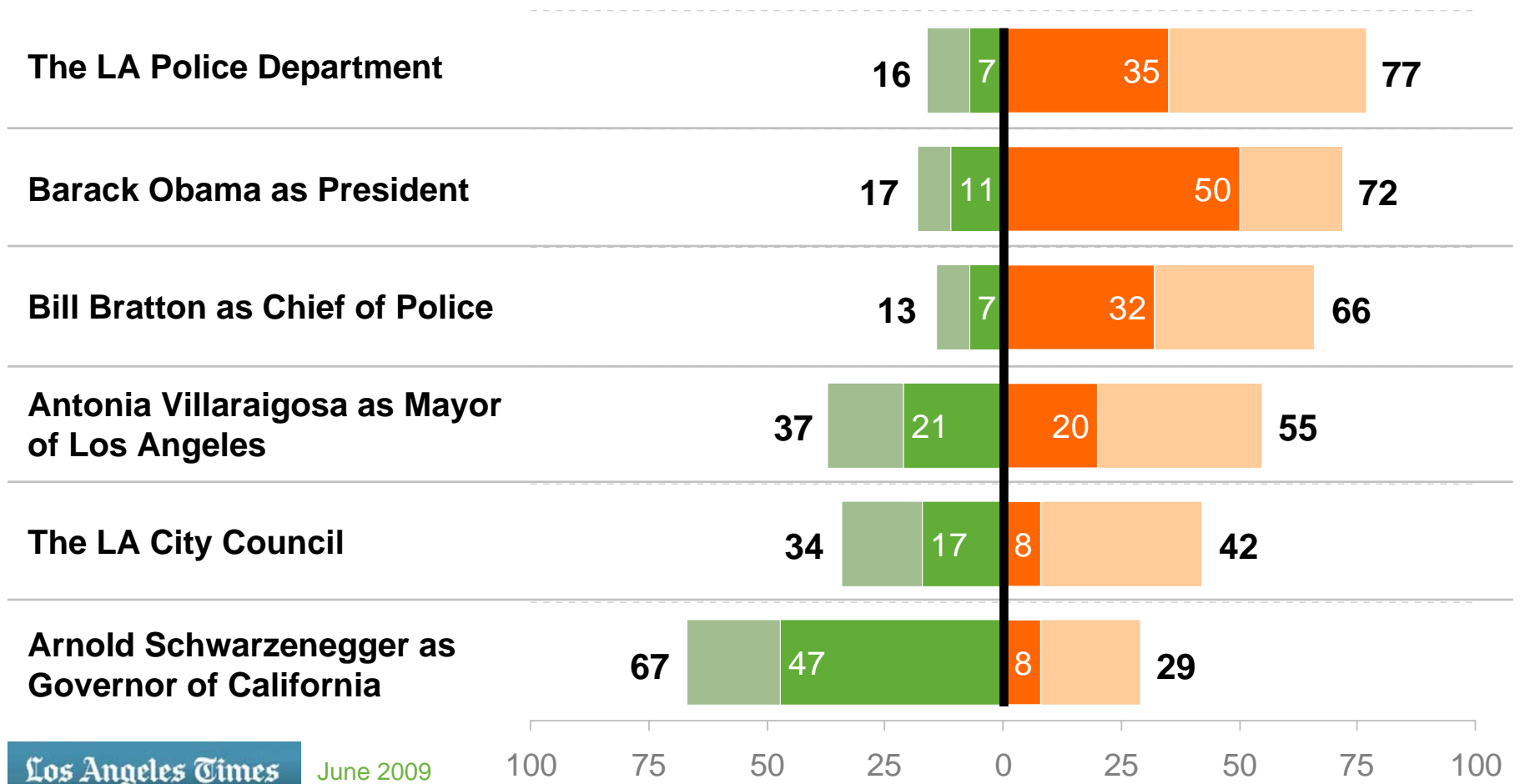




# LAPD, Obama highly approved, Schwarzenegger struggles

Do you approve or disapprove of the job being done by...

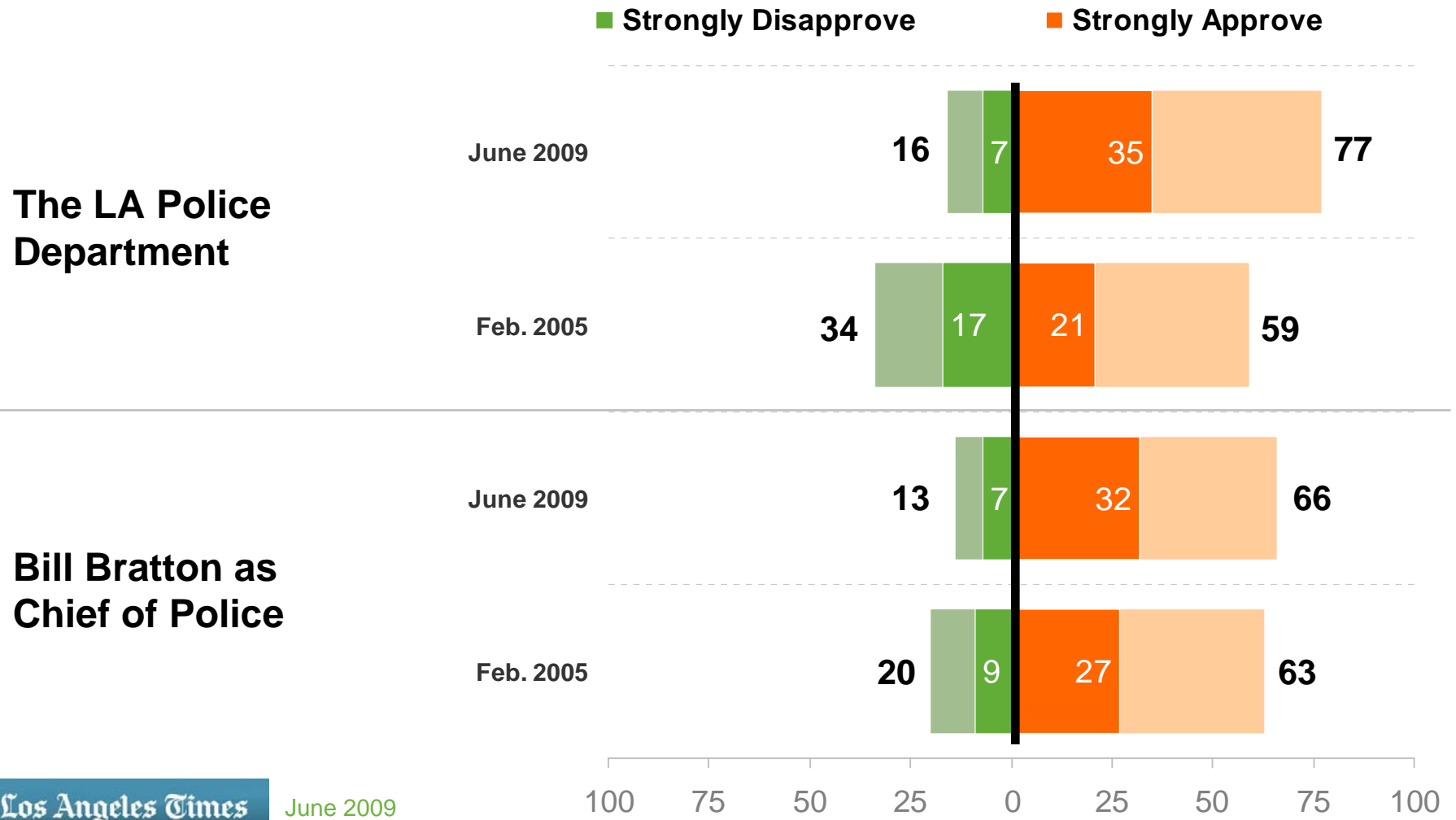
■ Strongly Disapprove      ■ Strongly Approve





# LAPD, Bratton approval on rise since 2005

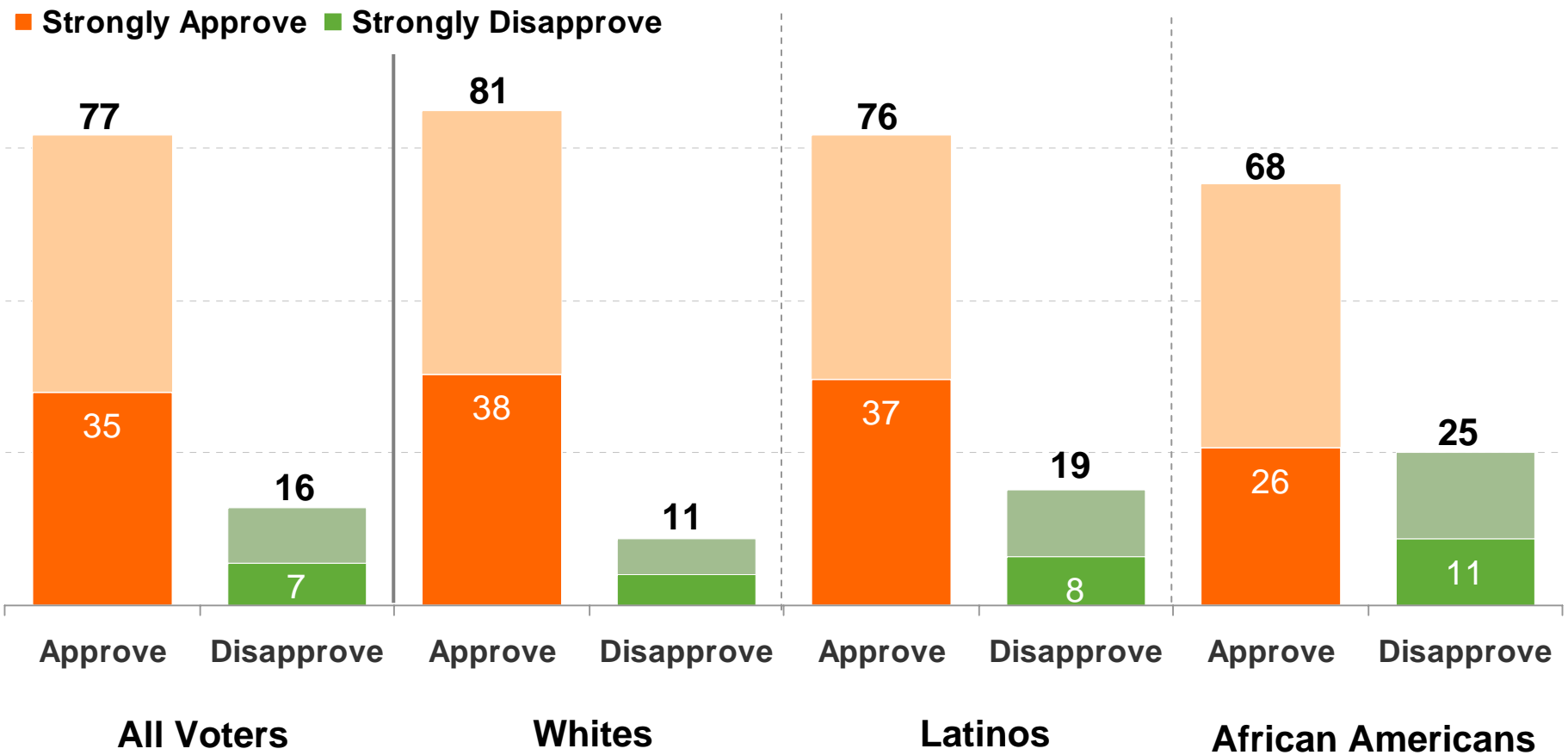
*Do you approve or disapprove of the job being done by...*





## LAPD approval extremely high across ethnic groups

*Do you approve or disapprove of the job being done by... the Los Angeles Police Department?*

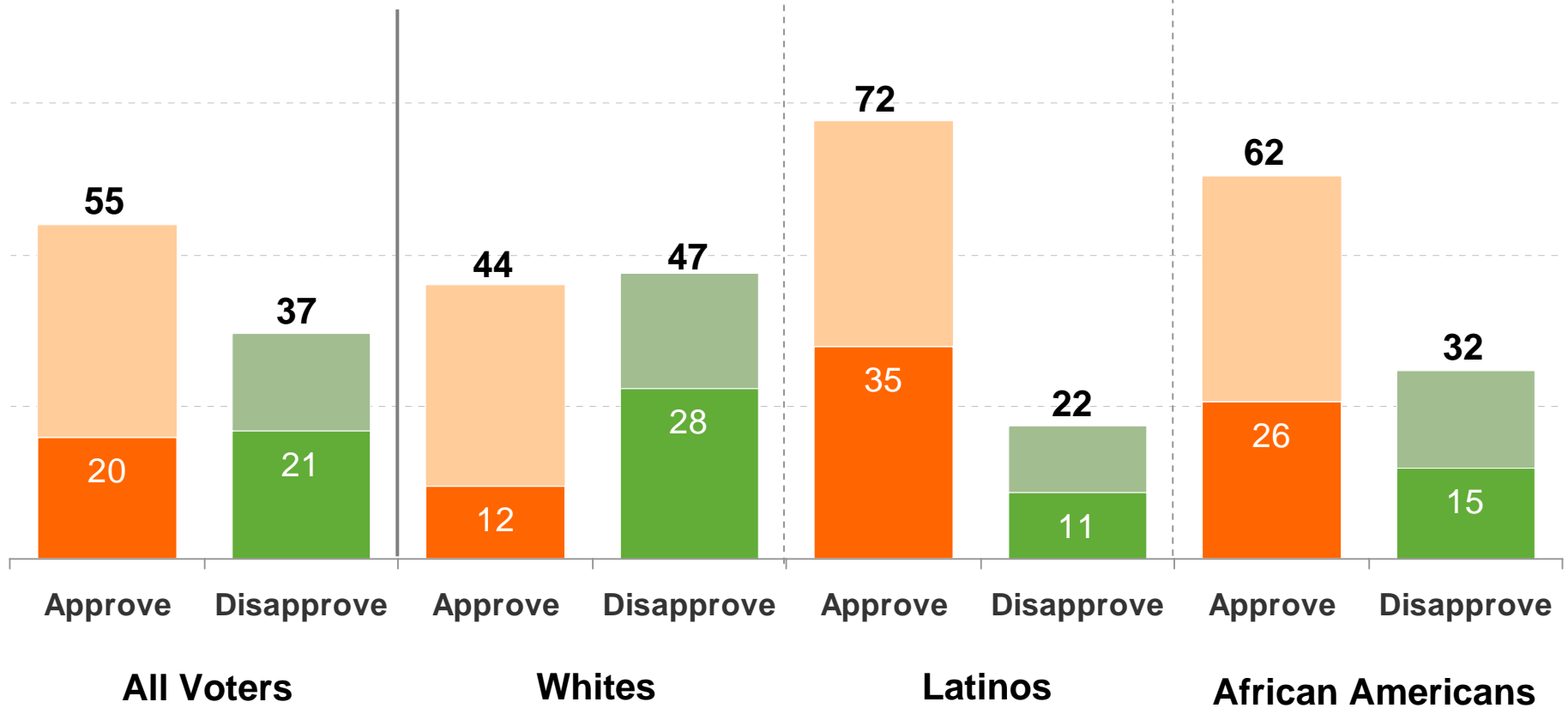




## Villaraigosa's approval strongest among Latinos

*Do you approve or disapprove of the job being done by... Antonio Villaraigosa as Los Angeles Mayor?*

■ Strongly Approve 
 ■ Strongly Disapprove

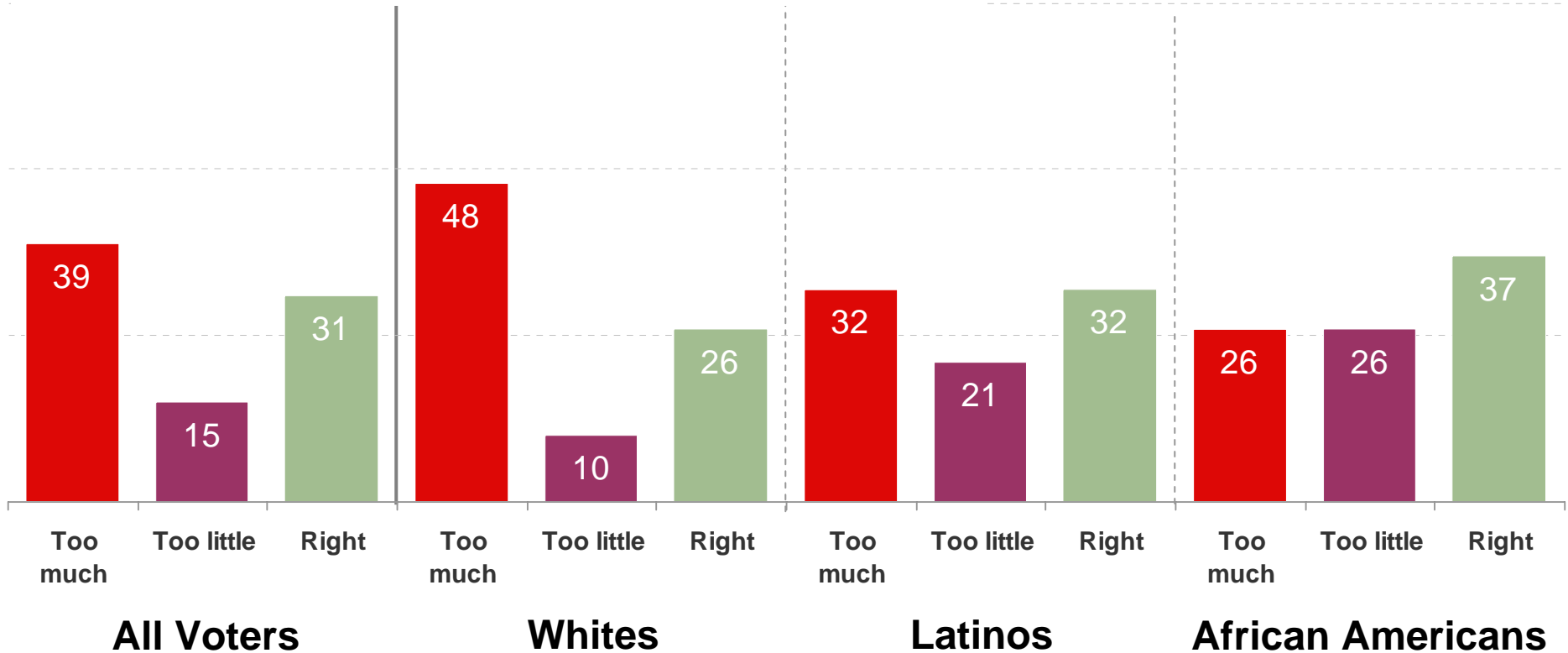




## City employee unions have too much influence

*Now I'd like to ask you something a little different. How would you rate the level of influence that city employee unions have on the city government? Would you say that those unions have too much influence, too little influence or about the right amount of influence over the city government?*

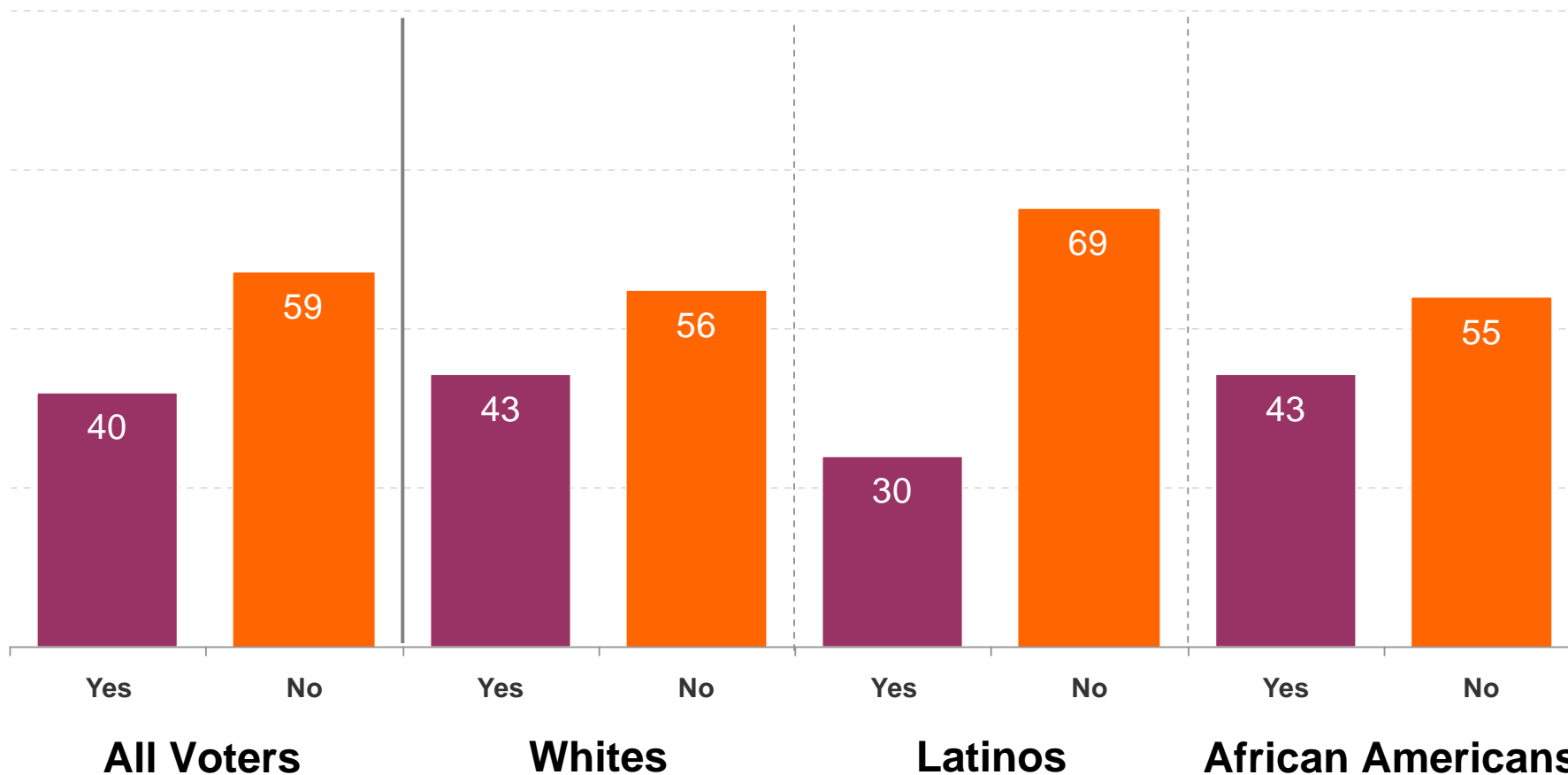
■ Too much influence ■ Too little influence ■ About right amount





# 40 percent of voters have seriously considered leaving L.A.

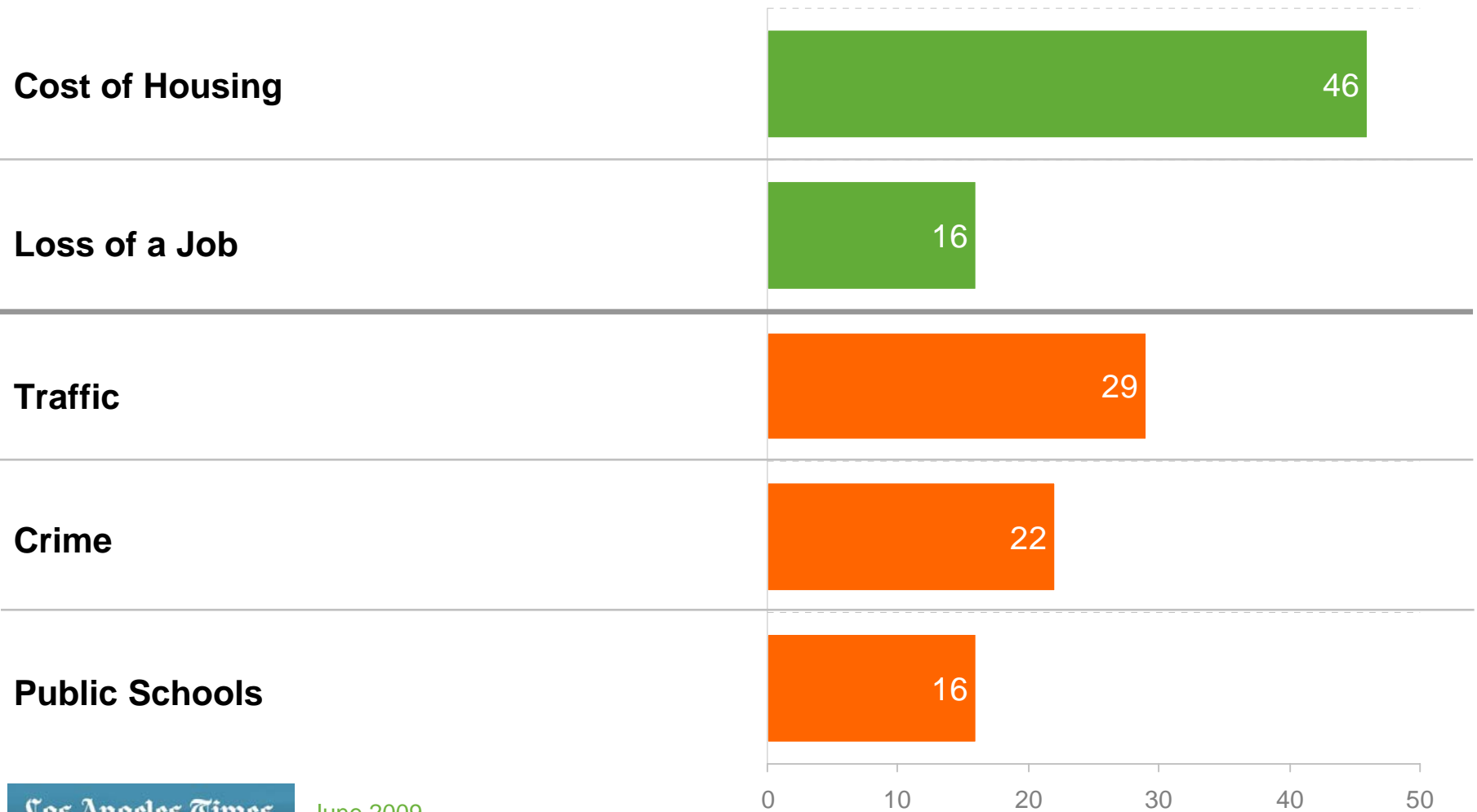
*In the last couple of years have you seriously thought about moving out of Los Angeles to another town or city?*





## Cost of housing key component to thoughts of leaving

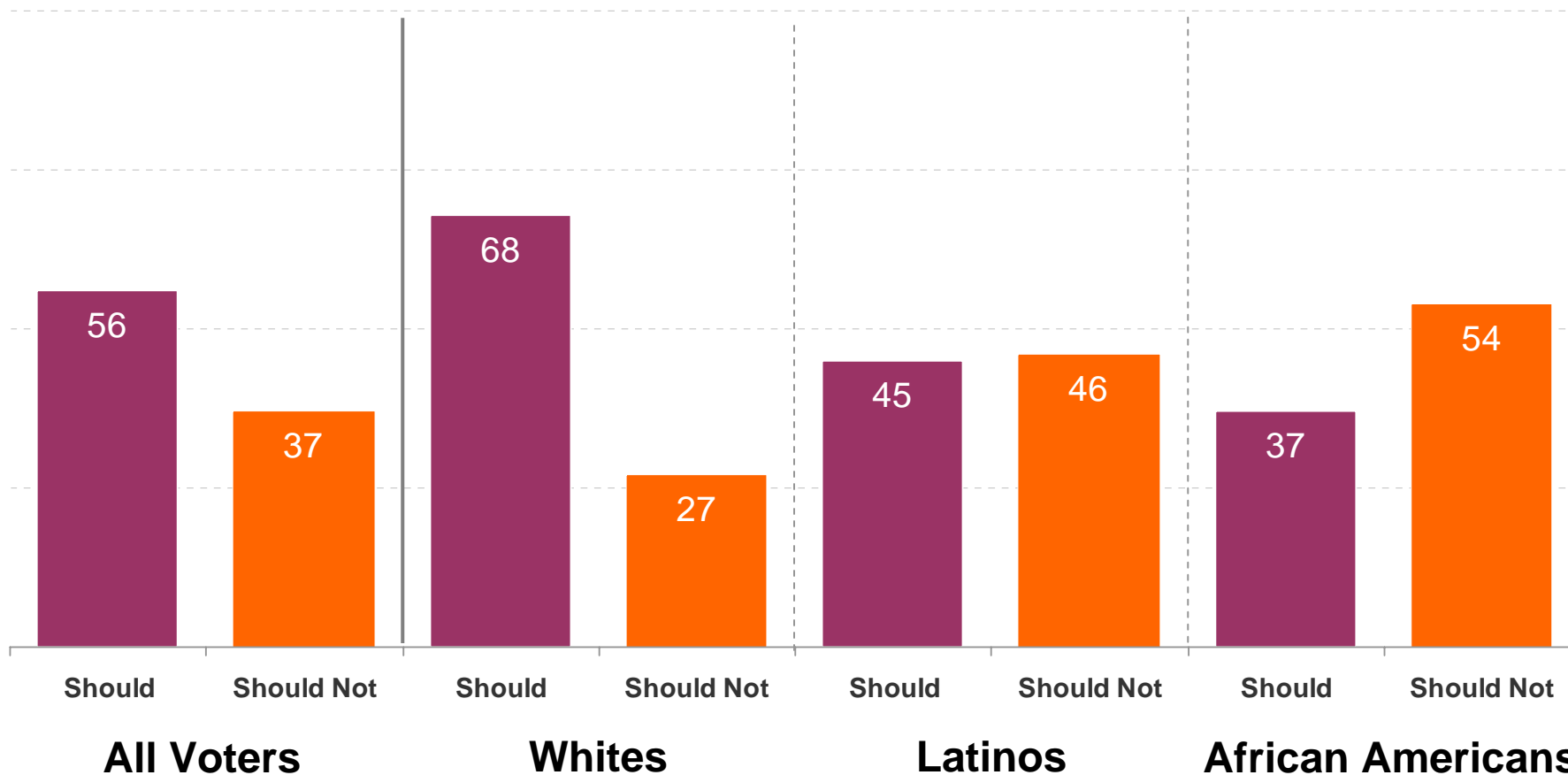
Please tell me which TWO, if any, of the following caused you to most think about leaving Los Angeles





## African Americans against same-sex marriage, Latinos divided

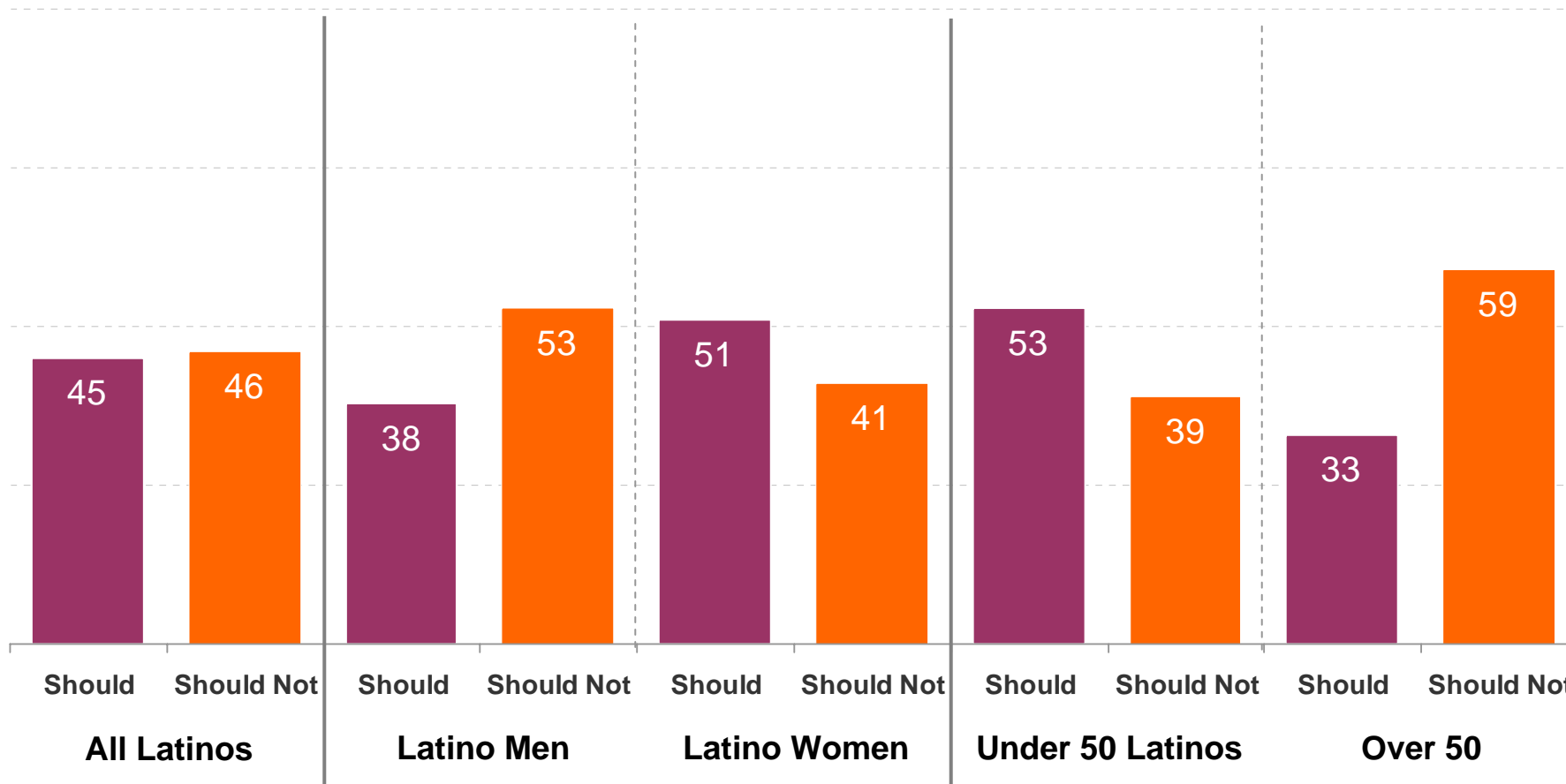
*Do you think marriages between same-sex couples should or should not be recognized by the law as valid?*





## Division in Latino community over support of same-sex marriage

*Do you think marriages between same-sex couples should or should not be recognized by the law as valid?*





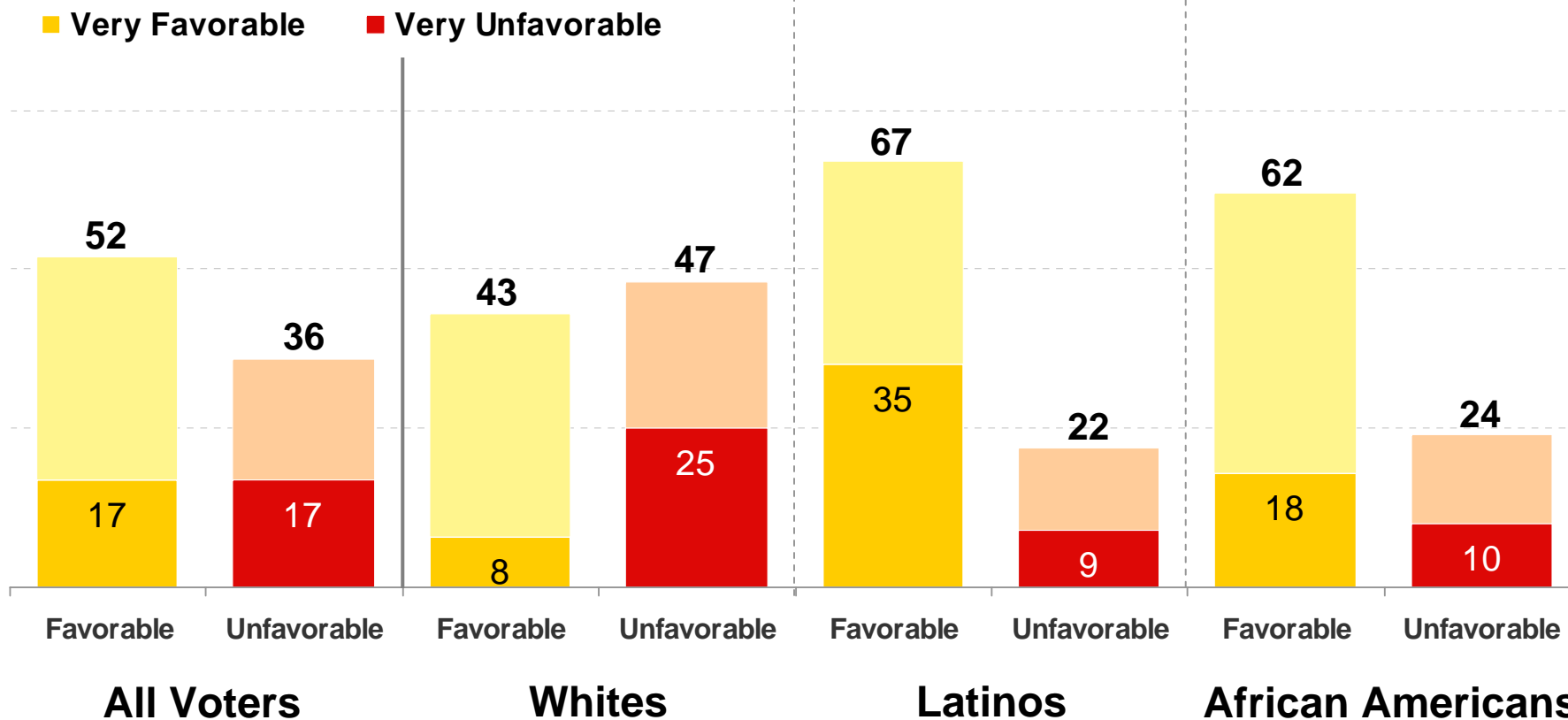
# Position of the Mayor

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## Villaraigosa viewed favorably, very favorably among Latinos

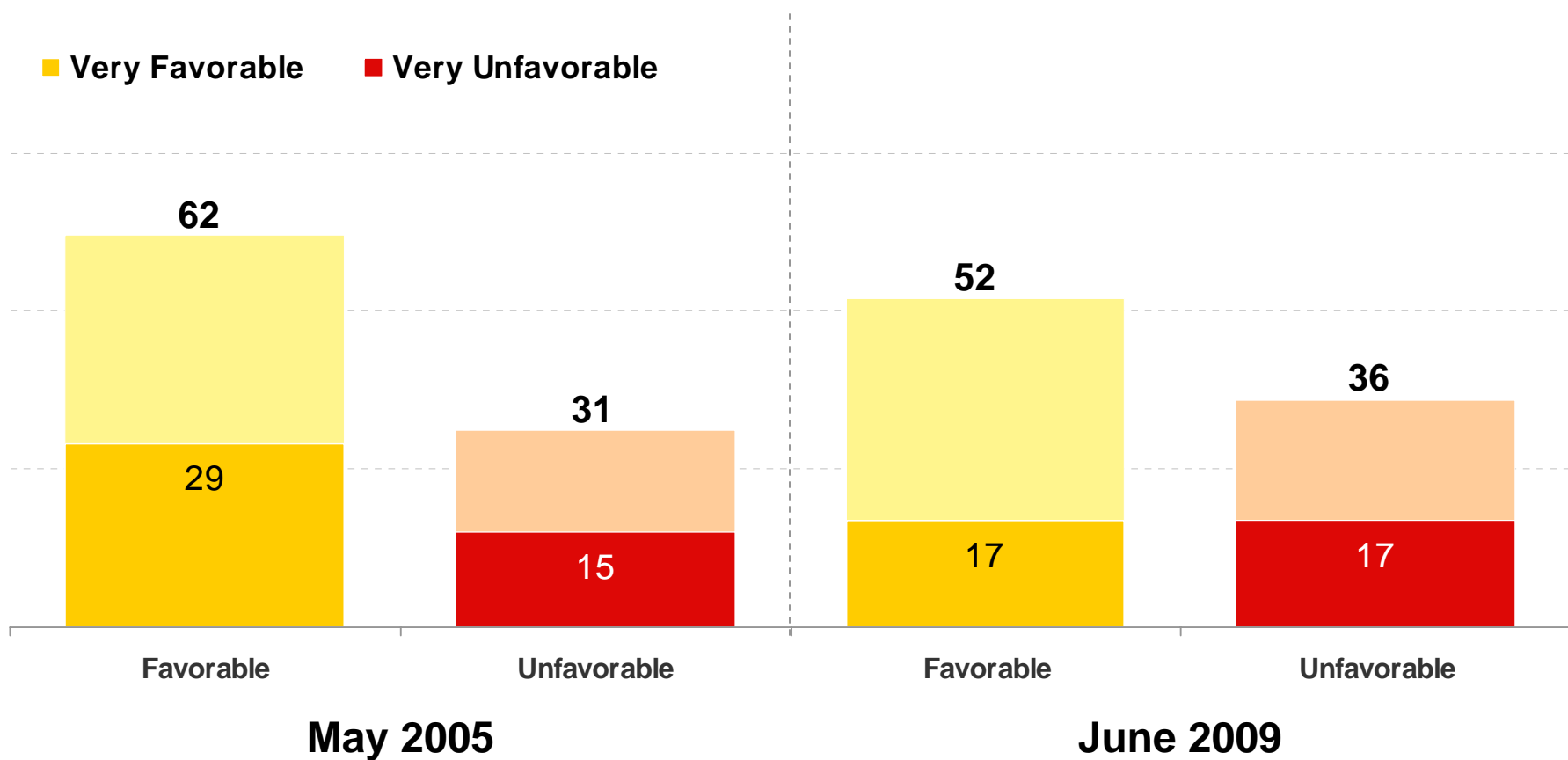
*What is your impression of Antonio Villaraigosa? As of today, is it very favorable, somewhat favorable, somewhat unfavorable, very unfavorable -- or haven't you heard enough about him to say?*





## Villaraigosa favorability down since first running for election

*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?*

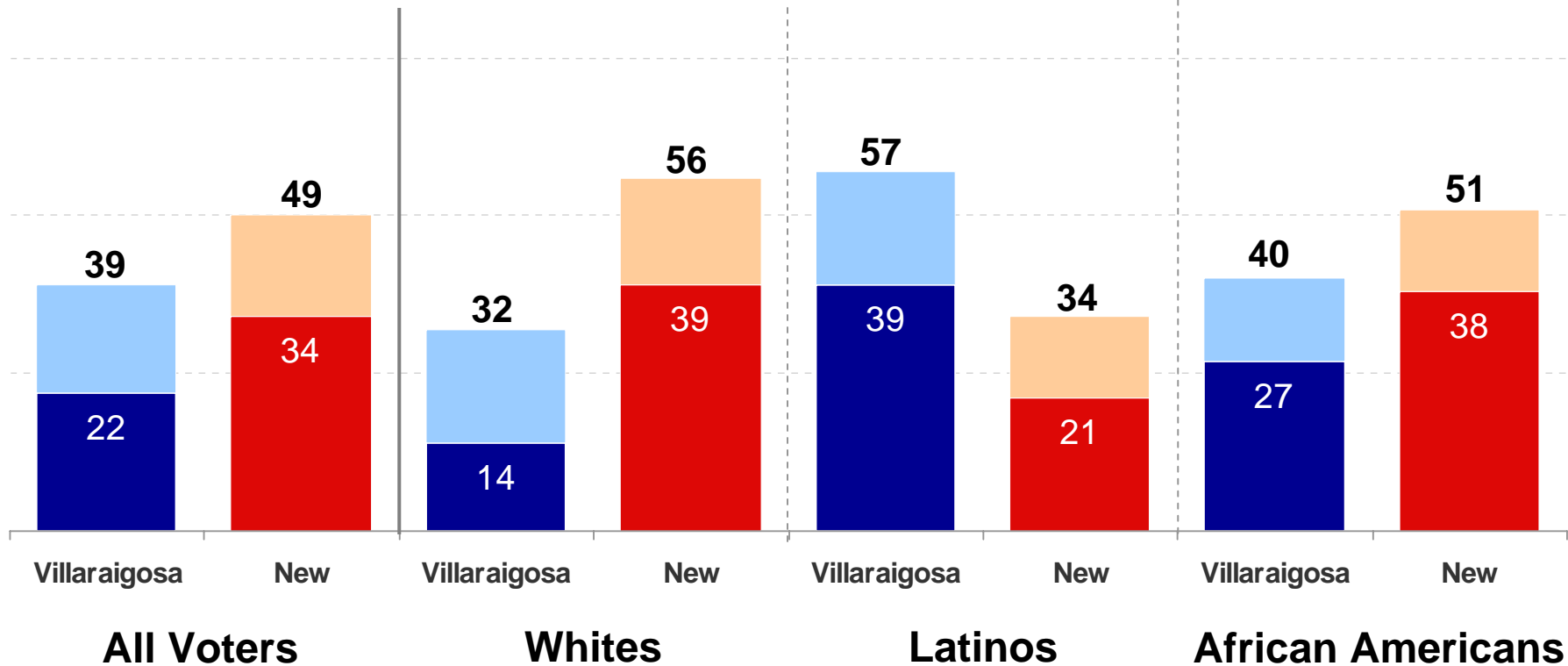




## Should go in new direction from the mayor's

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

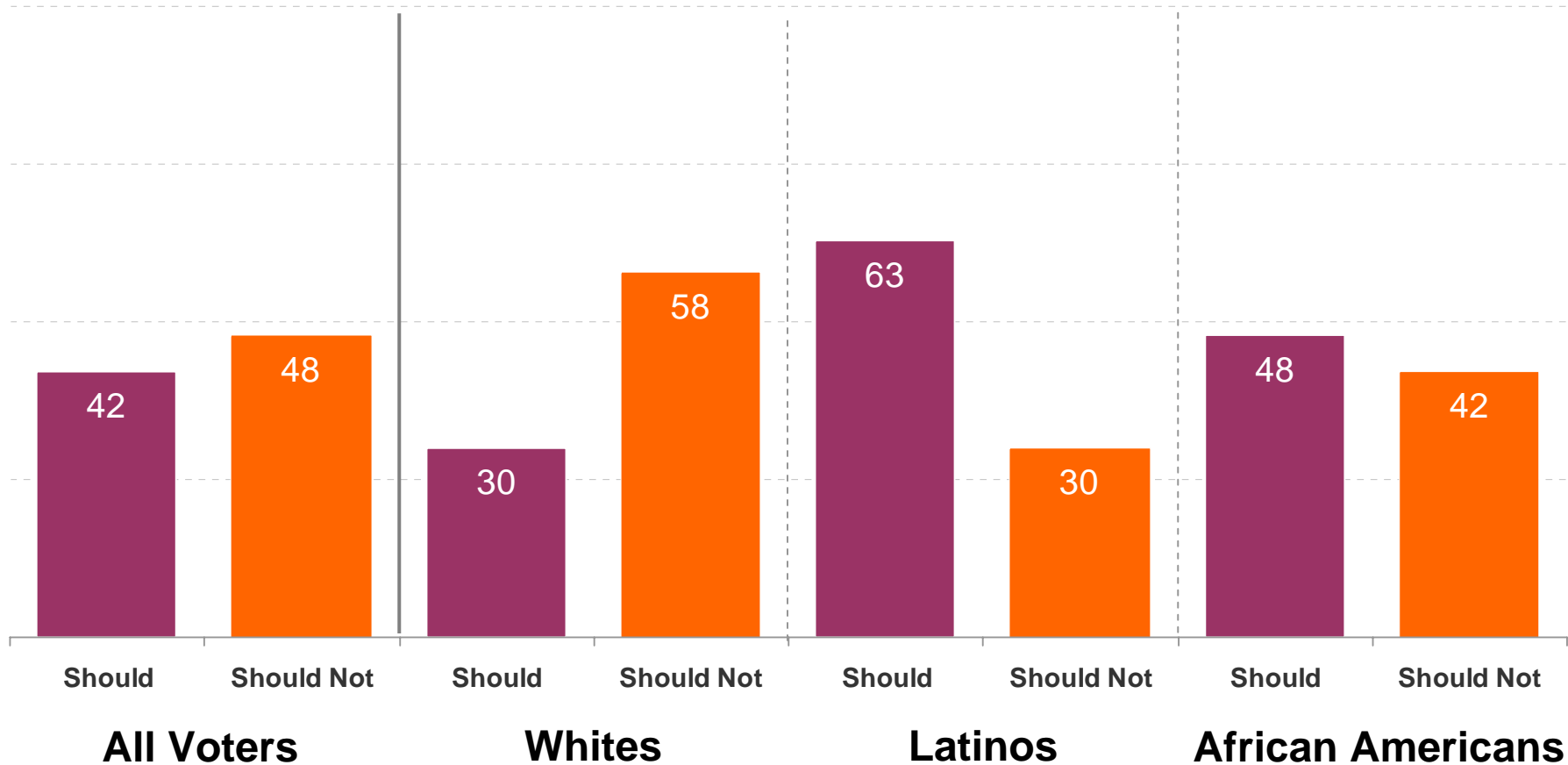
■ Villaraigosa Direction Strongly ■ New Direction Strongly





## Only Latinos supportive of Villaraigosa gubernatorial candidacy

*As you may have heard, Mayor Antonio Villaraigosa is considering running for governor of California. In your opinion, do you think Mayor Villaraigosa SHOULD run for governor, or SHOULD NOT run for governor?*

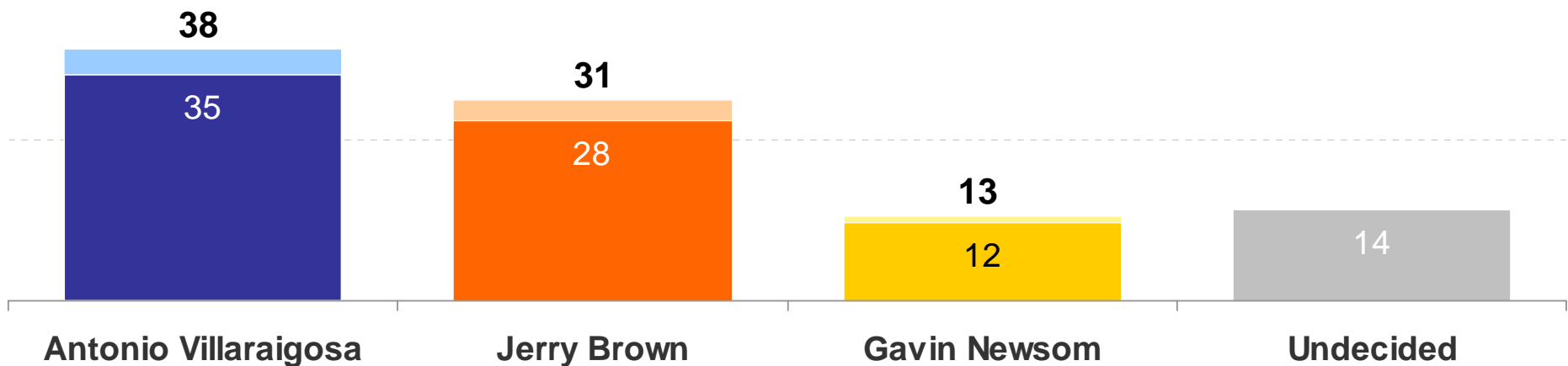




## Eligible Democratic primary voters narrowly favor Villaraigosa for nomination

*I know it is a long way off, but thinking about the Democratic primary for governor in 2010, if the Democratic primary election for governor were held today and the candidates were Antonio Villaraigosa, Gavin Newsom and Jerry Brown, for whom would you vote?*

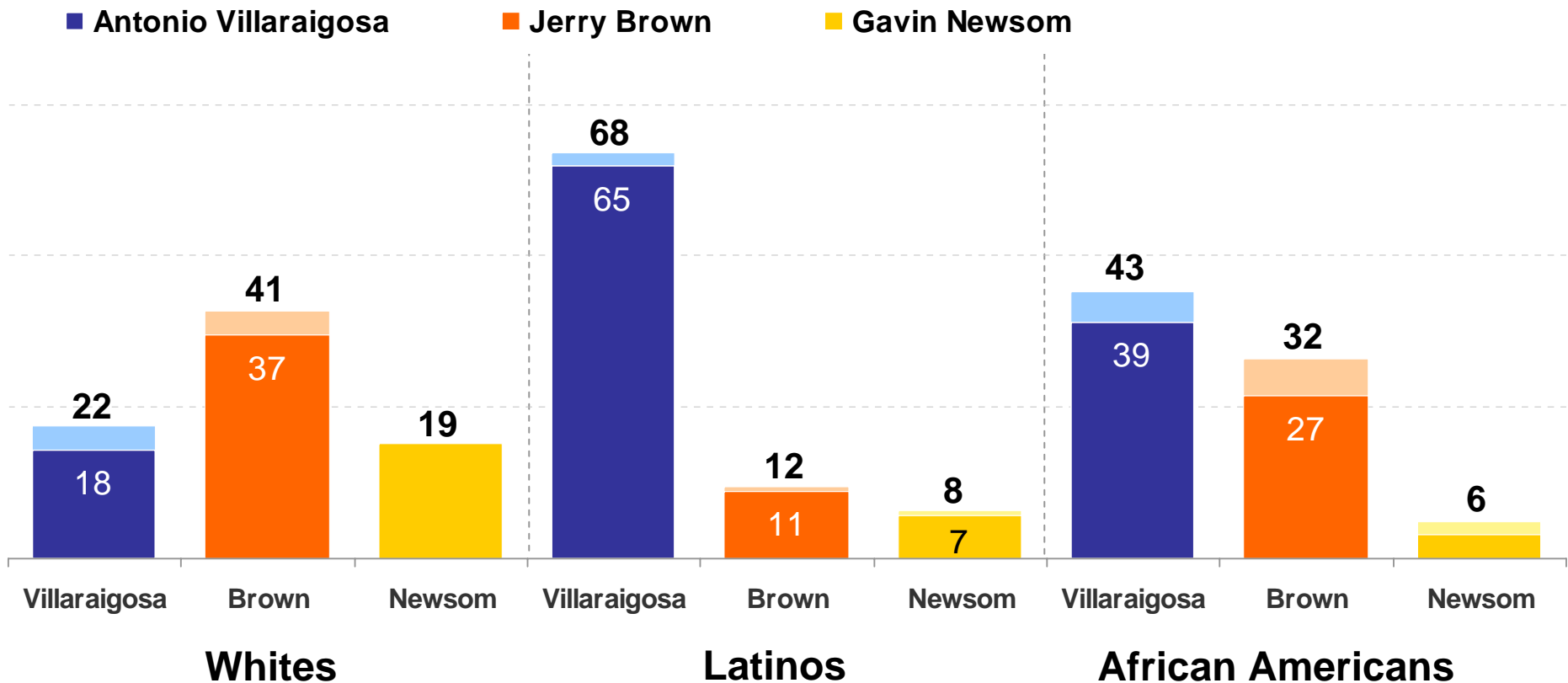
■ Antonio Villaraigosa ■ Jerry Brown ■ Gavin Newsom ■ Undecided





## Latino Democratic primary voters strongly for Villaraigosa

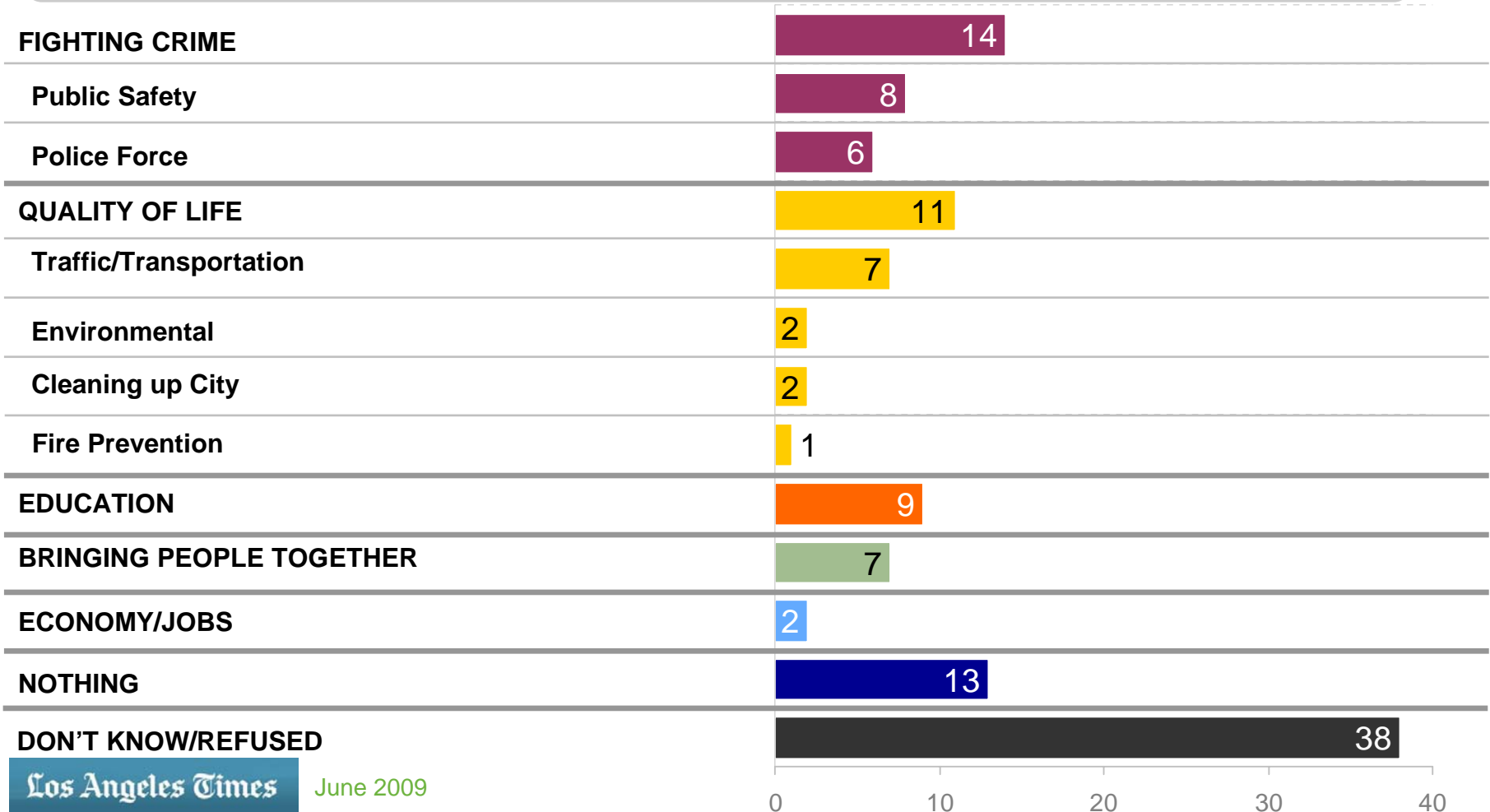
*I know it is a long way off, but thinking about the Democratic primary for governor in 2010, if the Democratic primary election for governor were held today and the candidates were Antonio Villaraigosa, Gavin Newsom and Jerry Brown, for whom would you vote?*





## Open end: Villaraigosa's greatest accomplishment is police force

*Now, regardless of whether you believe the city is better off due to Mayor Villaraigosa's policies or not, thinking back over the past four years, what would you say is Antonio Villaraigosa's most important accomplishment as mayor of Los Angeles?*

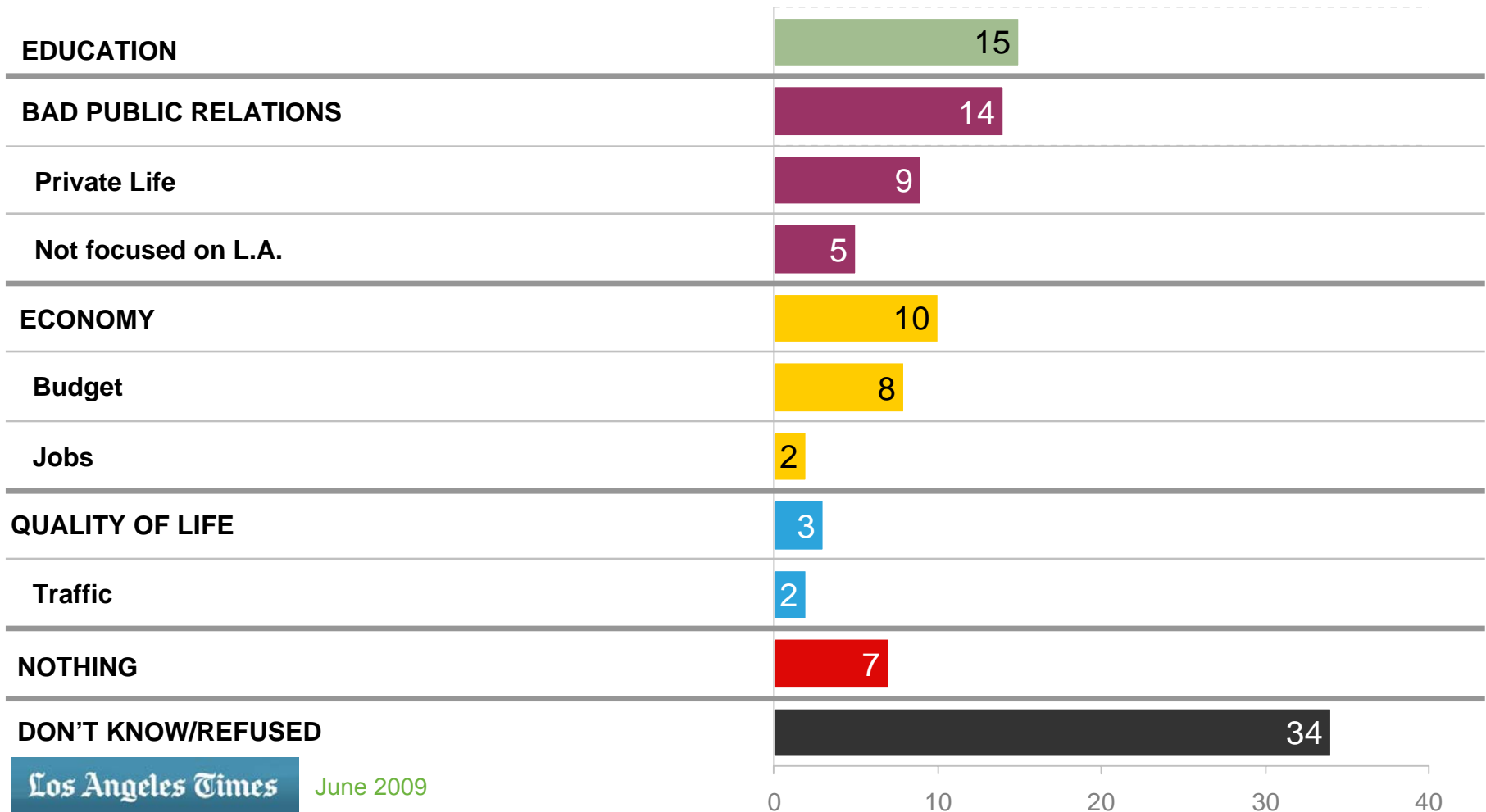






## Open end: Villaraigosa's greatest failing is education, absence

*Now, regardless of whether you believe the city is better off due to Mayor Villaraigosa's policies or not, thinking back over the past four years, what would you say is Antonio Villaraigosa's biggest failure as mayor of Los Angeles?*





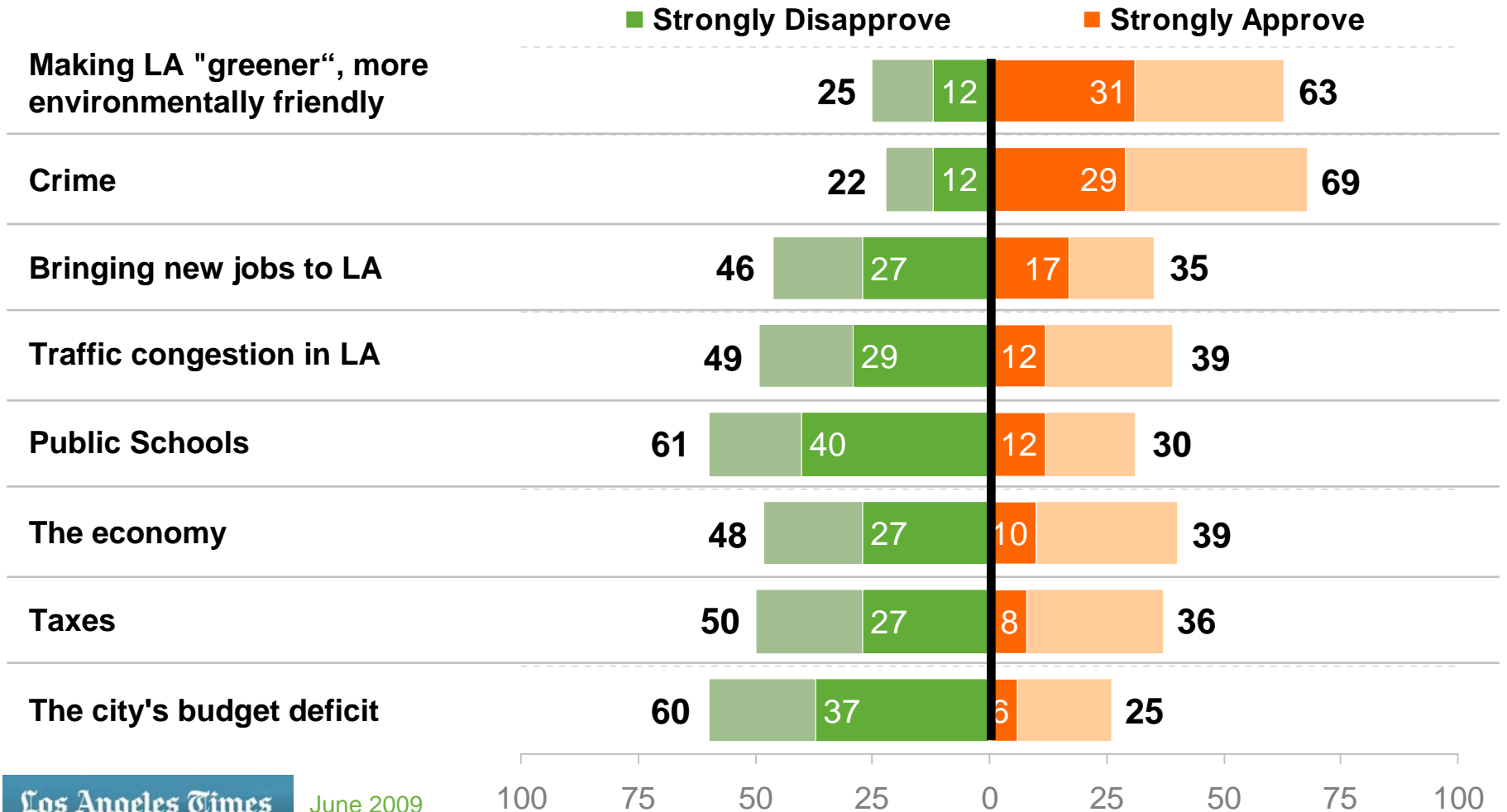
## Villaraigosa's greatest failings

affair budget business control crime  
deficit district education help  
improve jobs life money needs people  
personal problems promises public quality  
reporter school spending system  
taxes teachers traffic wife work worse



# Strong disapproval on Villaraigosa's handling of economy, budget

Now I'm going to read you a list of issues. For each one, I would like you to tell me if you approve or disapprove of the job being done by Mayor Villaraigosa on that issue.

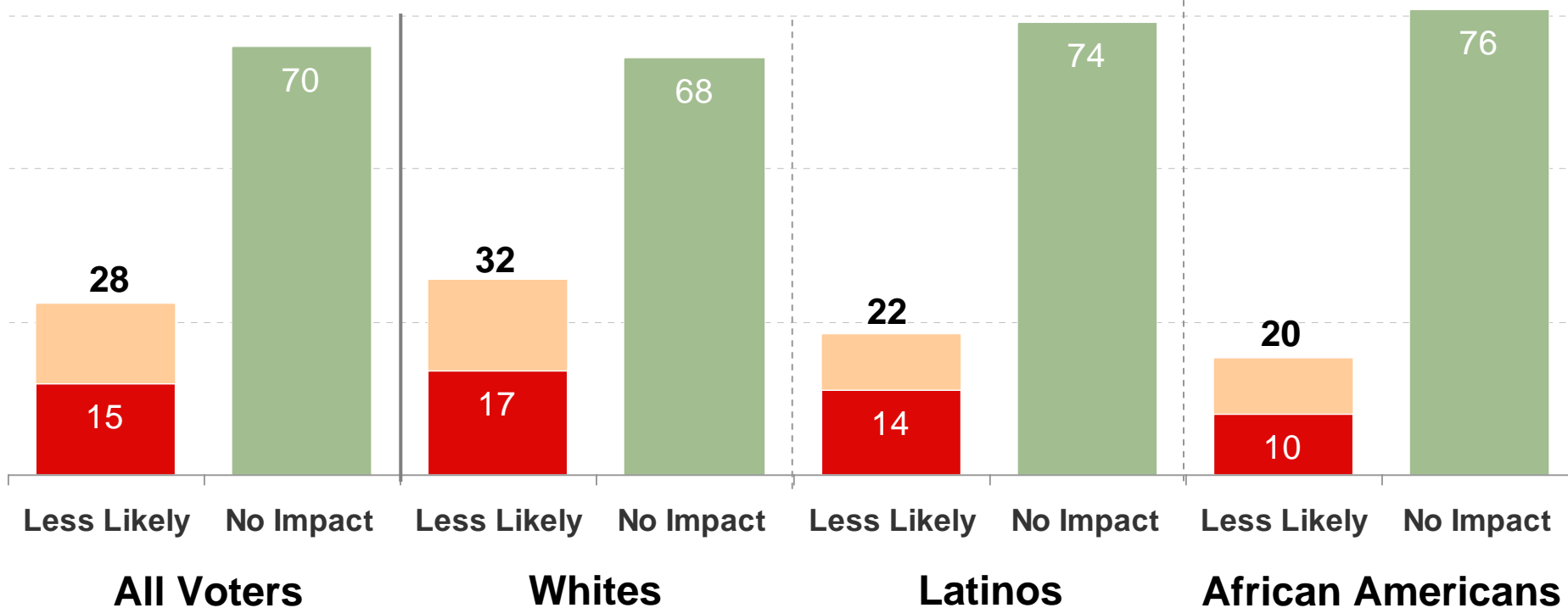




## Affair has little impact on Villaraigosa's future votes

*As you may know, two years ago, Mayor Antonio Villaraigosa confirmed that he had been having an affair with a television newscaster named Mirthala Salinas. Now, please tell me if you feel the Mayor's affair with Salinas is a private matter that has no impact on whether you vote for him in the future, or if the Mayor's affair with Salinas makes you less likely to vote for him in future elections.*

■ Much less likely ■ Somewhat less likely ■ No impact on voter





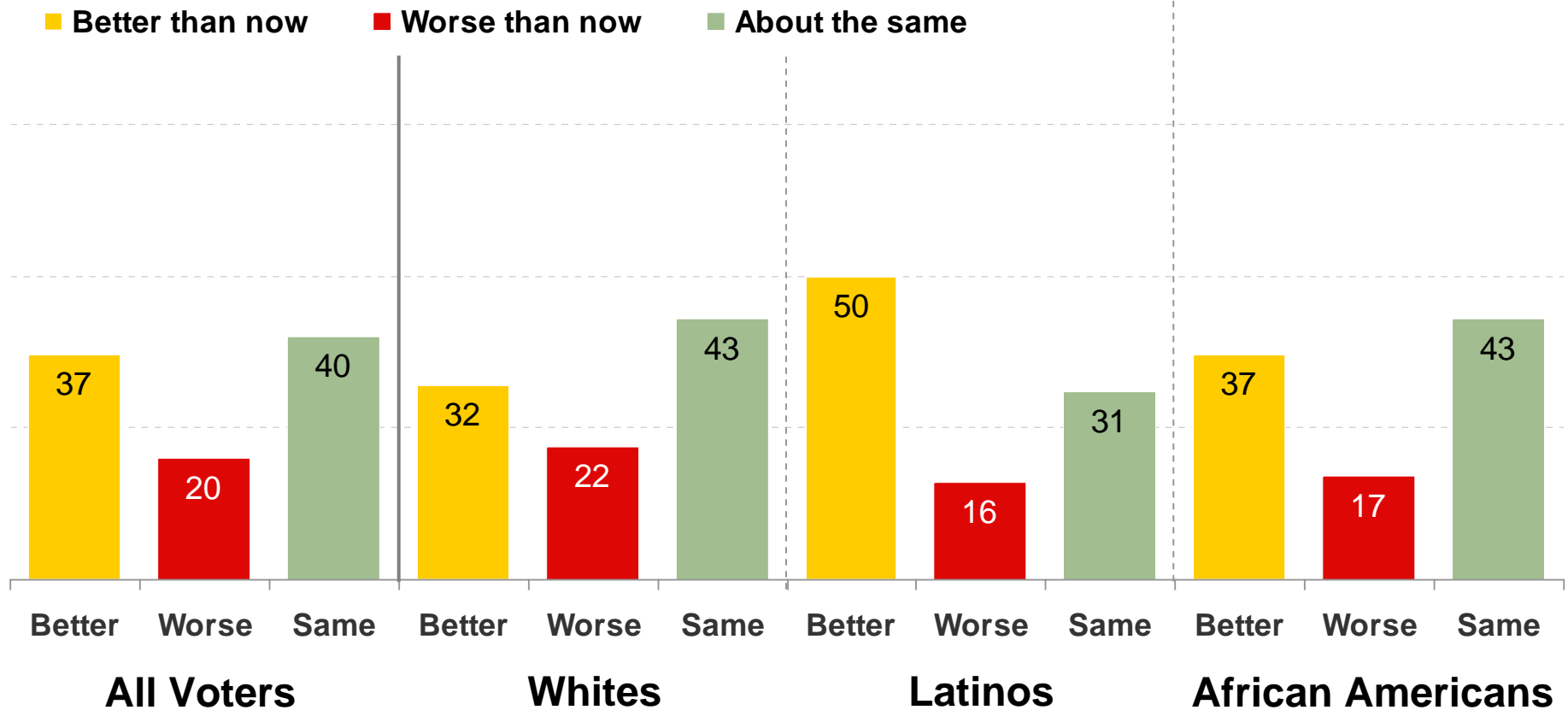
# The City's Economy

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## Optimism for economic improvement especially among Latinos

Six months from now, do you expect Los Angeles' economy will be better than now, worse than now or about the same as now?

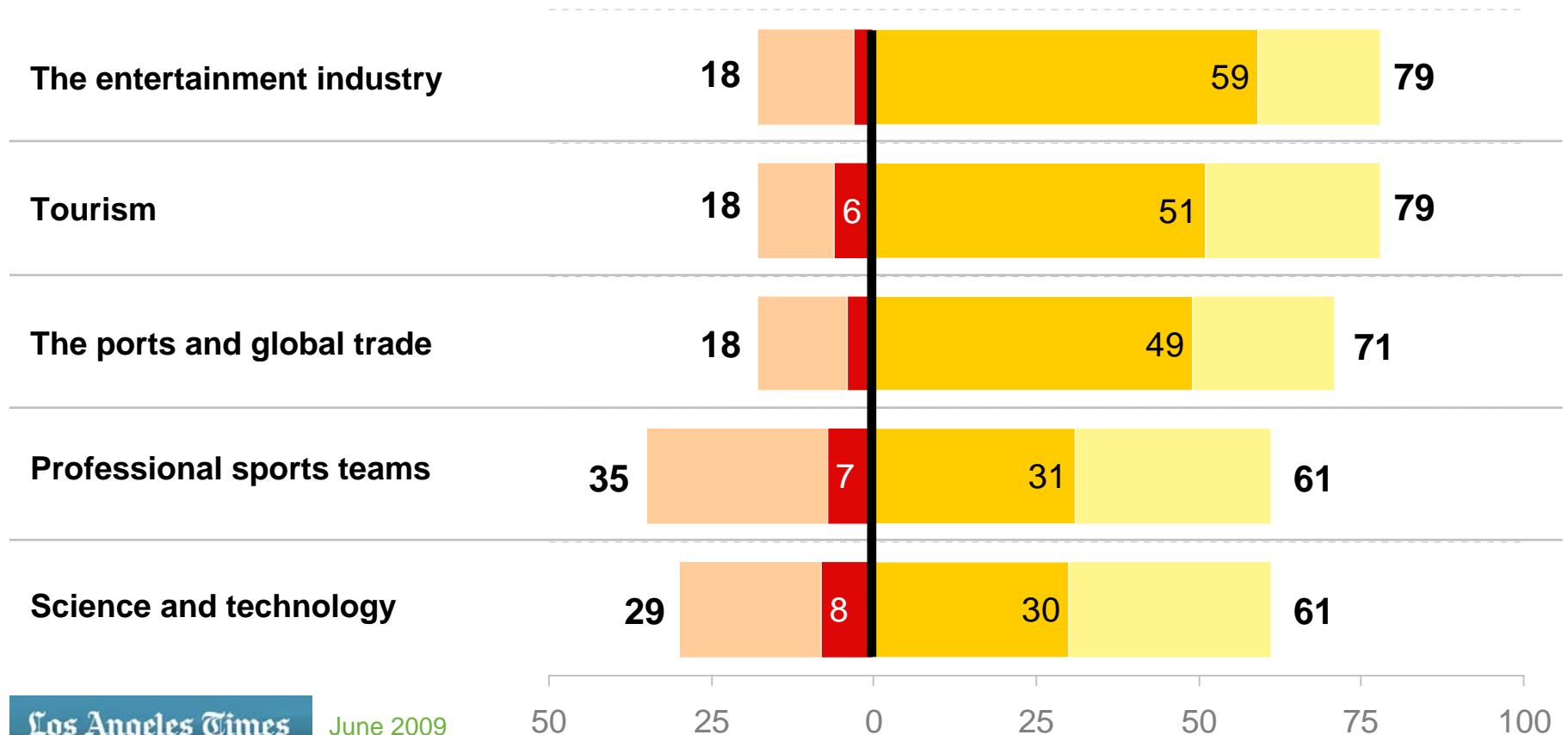




## Entertainment industry contributes a great deal to LA economy

*Now I am going to read you some businesses and industries and for each I'd like you to tell me how much you think that particular business or industry contributes to the Los Angeles economy. Does it contribute a great deal, contribute a good amount, contribute just a little bit or do you feel it does not contribute much at all to Los Angeles' economy.*

■ Does not contribute much at all ■ Contribute a great deal

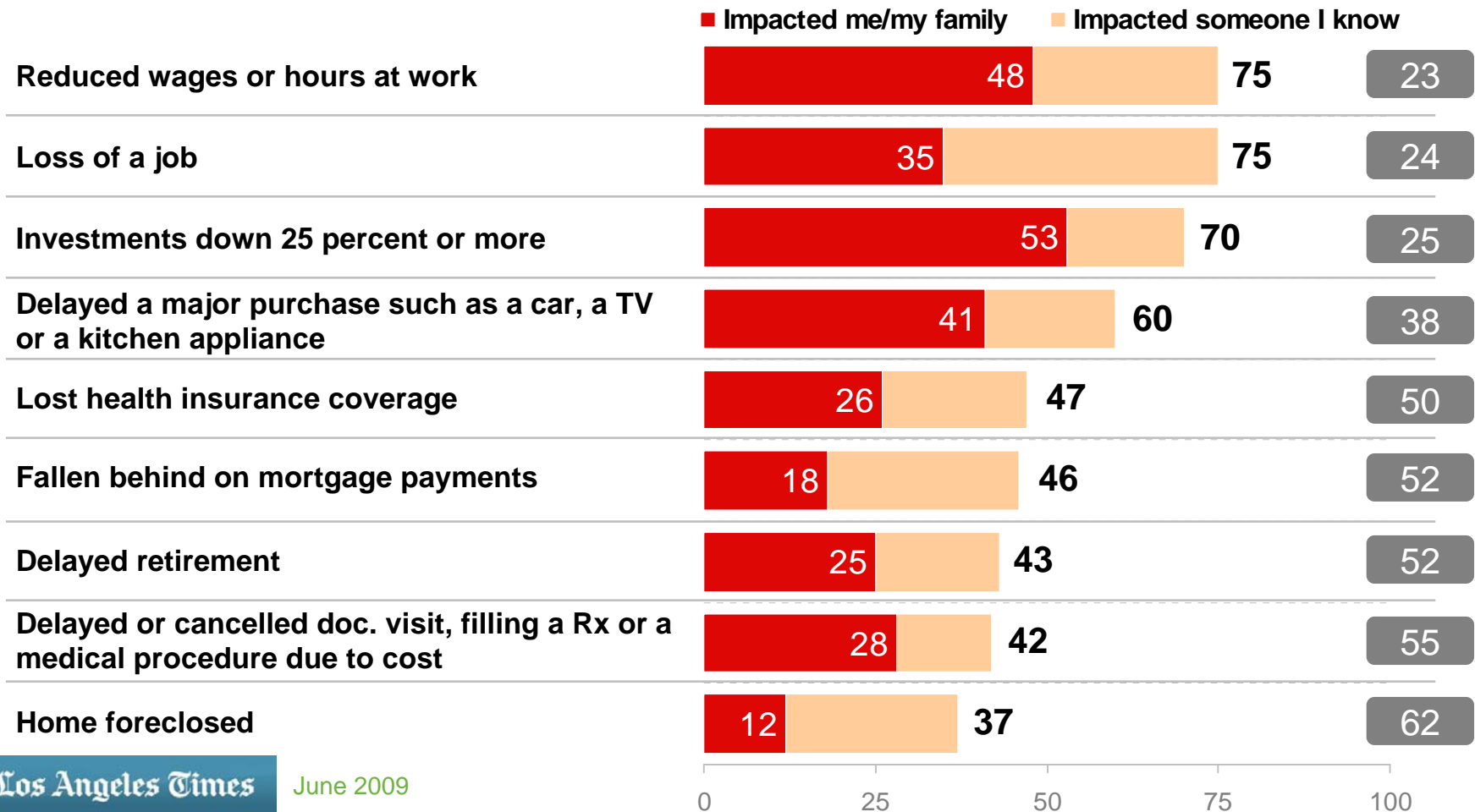




## Impact of economic recession

*I'm going to read you a list of ways in which the economic recession has impacted people. For each one, please tell me if it has impacted you or your family directly in the last year or so, if it has impacted someone you know well, such as a friend, neighbor, or coworker, or if it has not impacted you or anyone you know well.*

**No Impact**

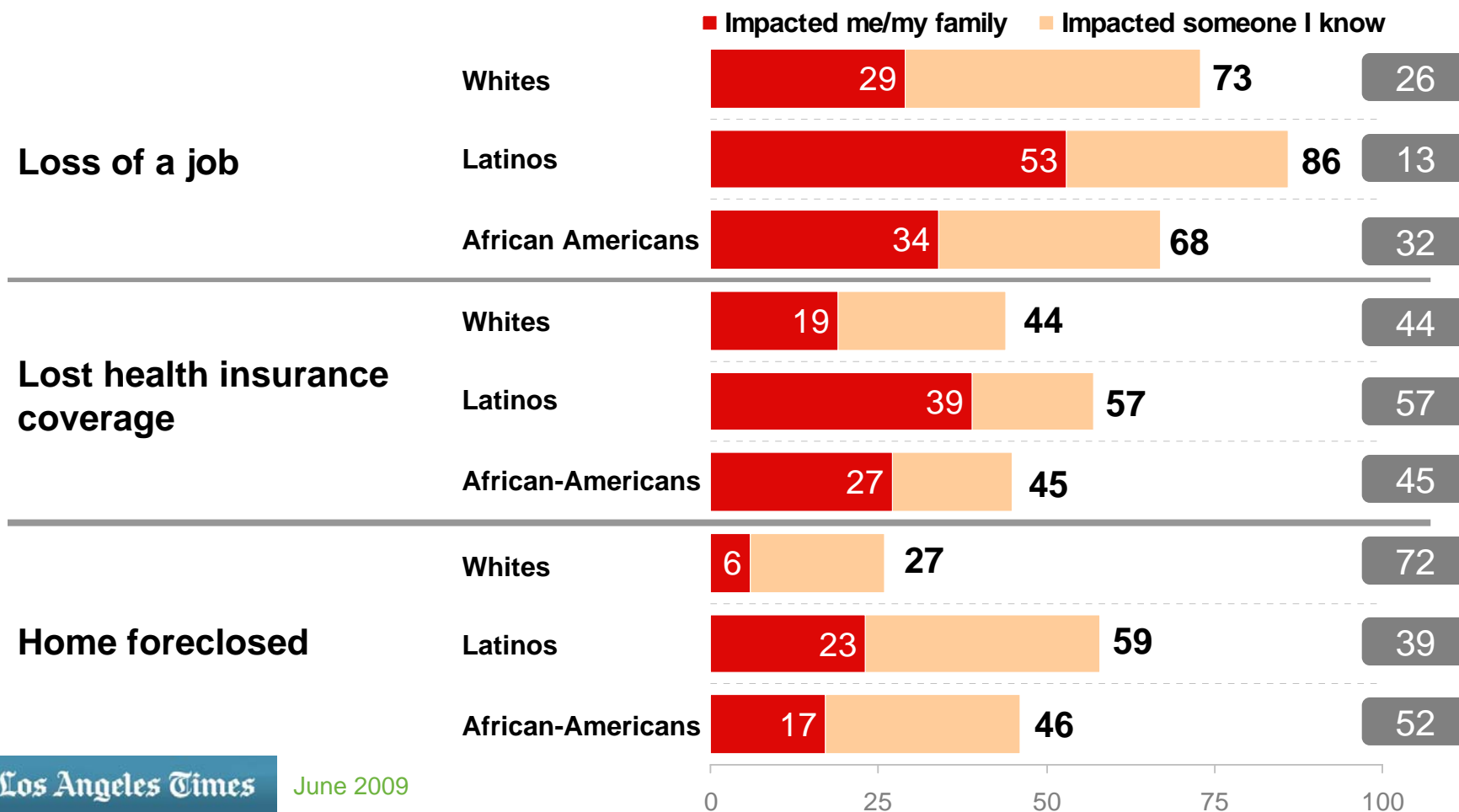




## Elements of recession hit racial groups differently

*I'm going to read you a list of ways in which the economic recession has impacted people. For each one, please tell me if it has impacted you or your family directly in the last year or so, if it has impacted someone you know well, such as a friend, neighbor, or coworker, or if it has not impacted you or anyone you know well.*

No Impact





# The City's Budget

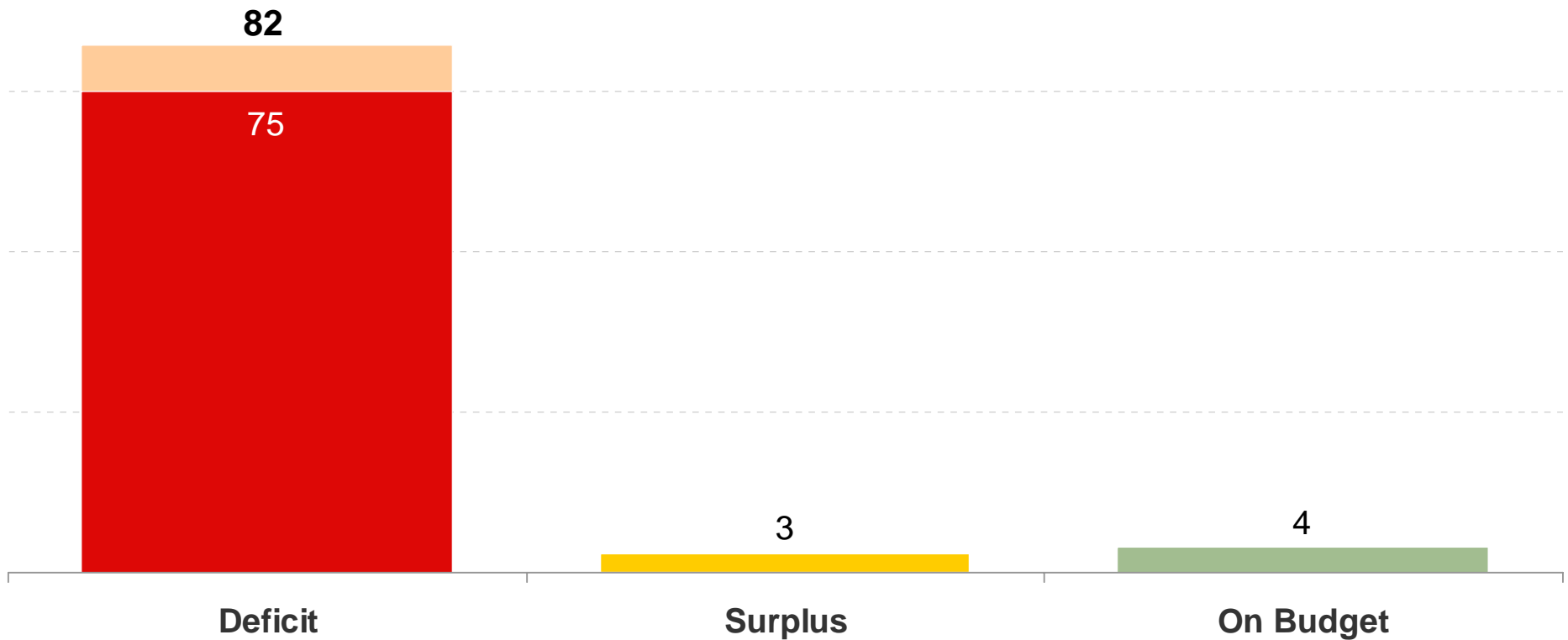
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## Angelenos aware of budget deficit

*Now I'd like to ask you if you feel that the city of Los Angeles is currently running a budget surplus, if the city is currently "on budget" meaning spending as much but not more than it has taken in, or if the city is running a budget deficit?*

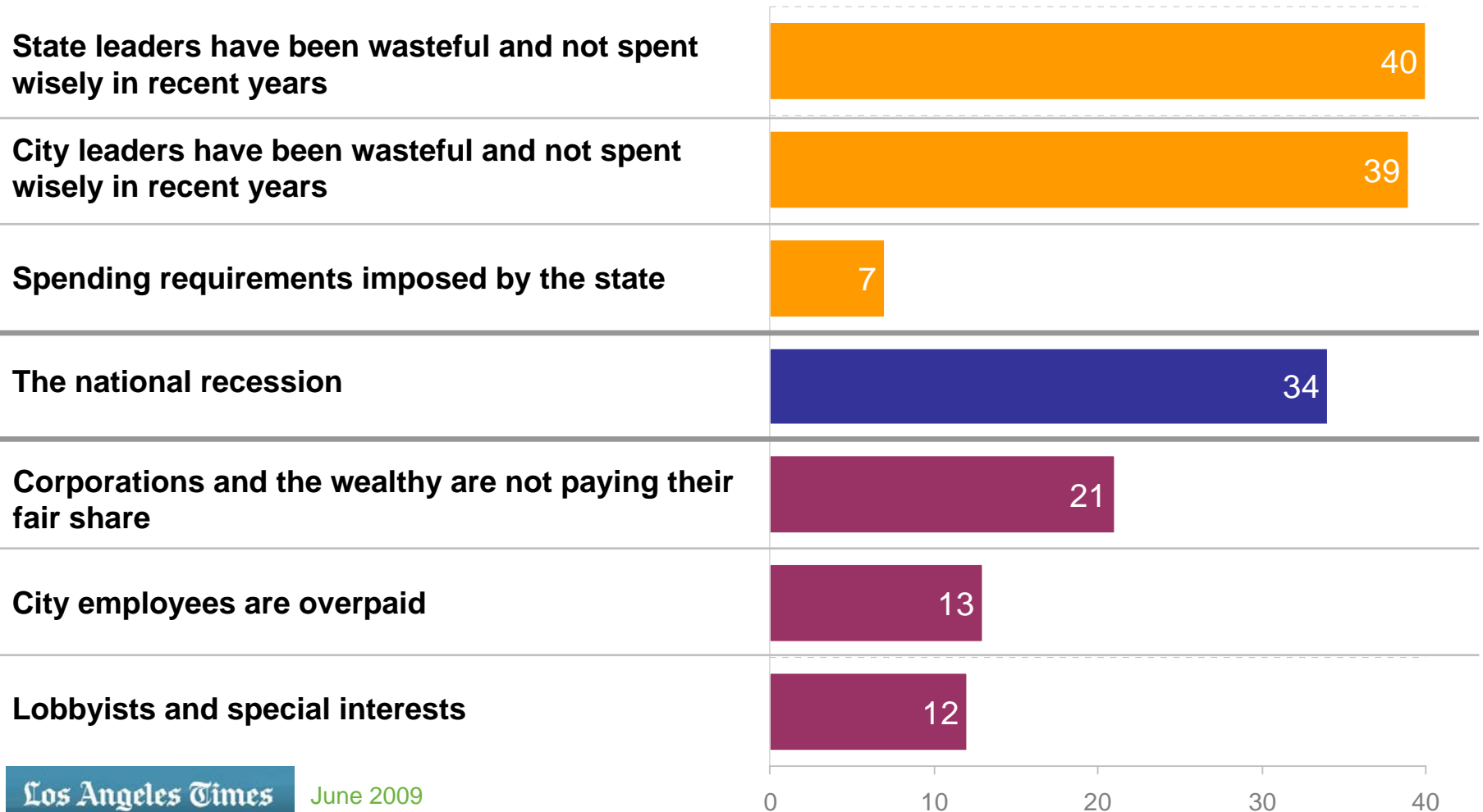
■ Serious Deficit ■ Not Serious Deficit ■ On Budget ■ Running Surplus





## Spending the central cause for the LA budget deficit

*As you may know the city of Los Angeles is facing a 529 million dollar budget deficit in the coming fiscal year. In your own view, which TWO of the following are MOST responsible for Los Angeles' current budget deficit?*

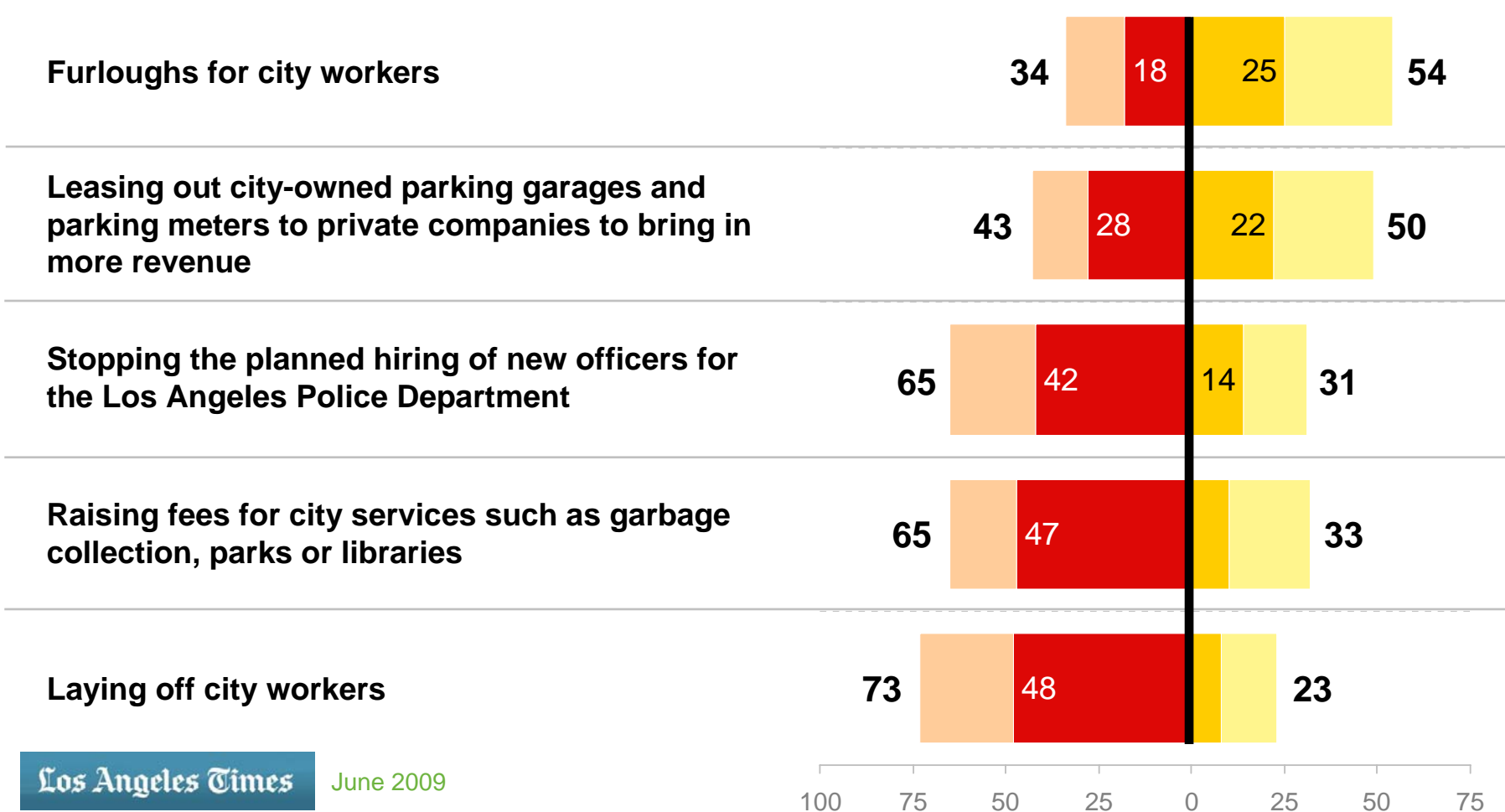




# Ways to close the LA budget deficit

Now I'd like to read you a list of different proposals people in Los Angeles city government are proposing to close the budget deficit. After I read each item, please tell me whether you FAVOR or OPPOSE that proposal.

■ Strongly Oppose    ■ Strongly Favor



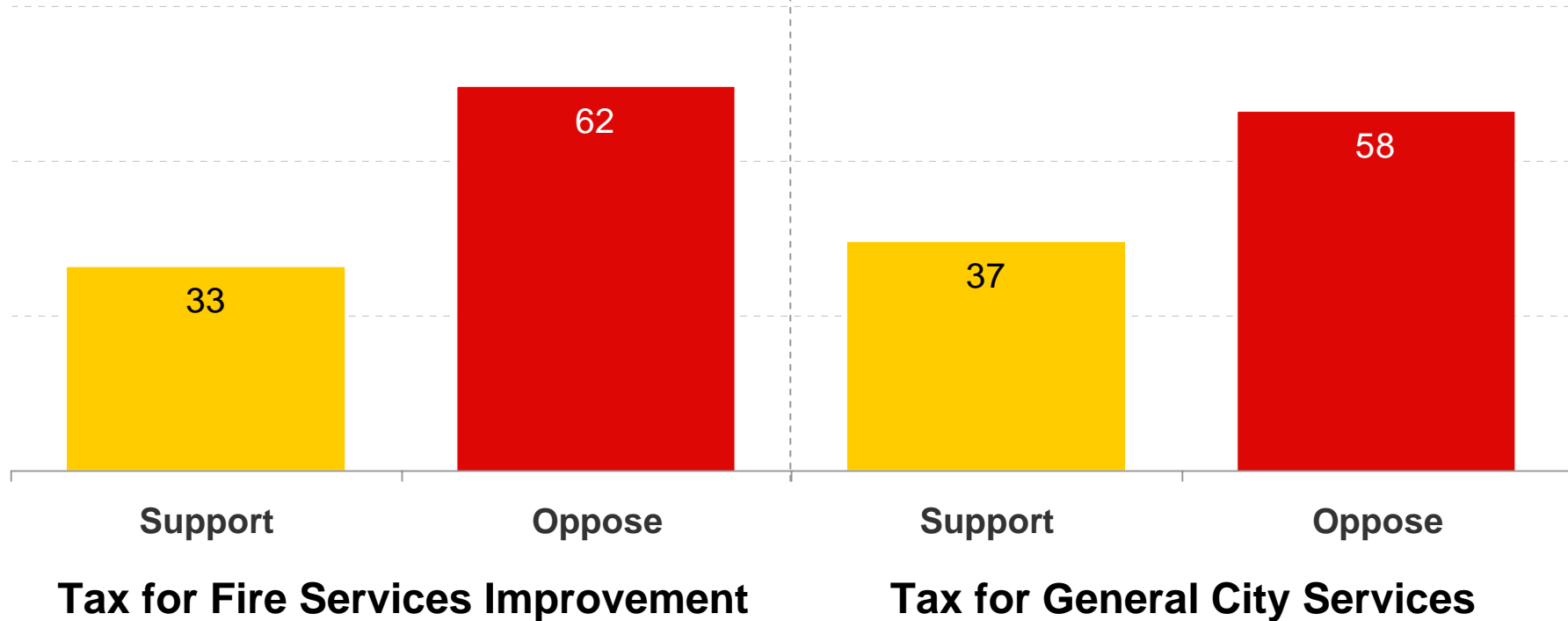


## 6-in-10 oppose additional taxes regardless of purpose

*Please tell me if you would support or oppose a ballot measure that would increase Los Angeles sales or property taxes to **raise revenue to improve fire services.***

*Please tell me if you would support or oppose a ballot measure that would increase Los Angeles sales or property taxes to **raise revenue to improve basic city services such as parks, libraries and street repairs.***

■ Support    ■ Oppose





# Public Education

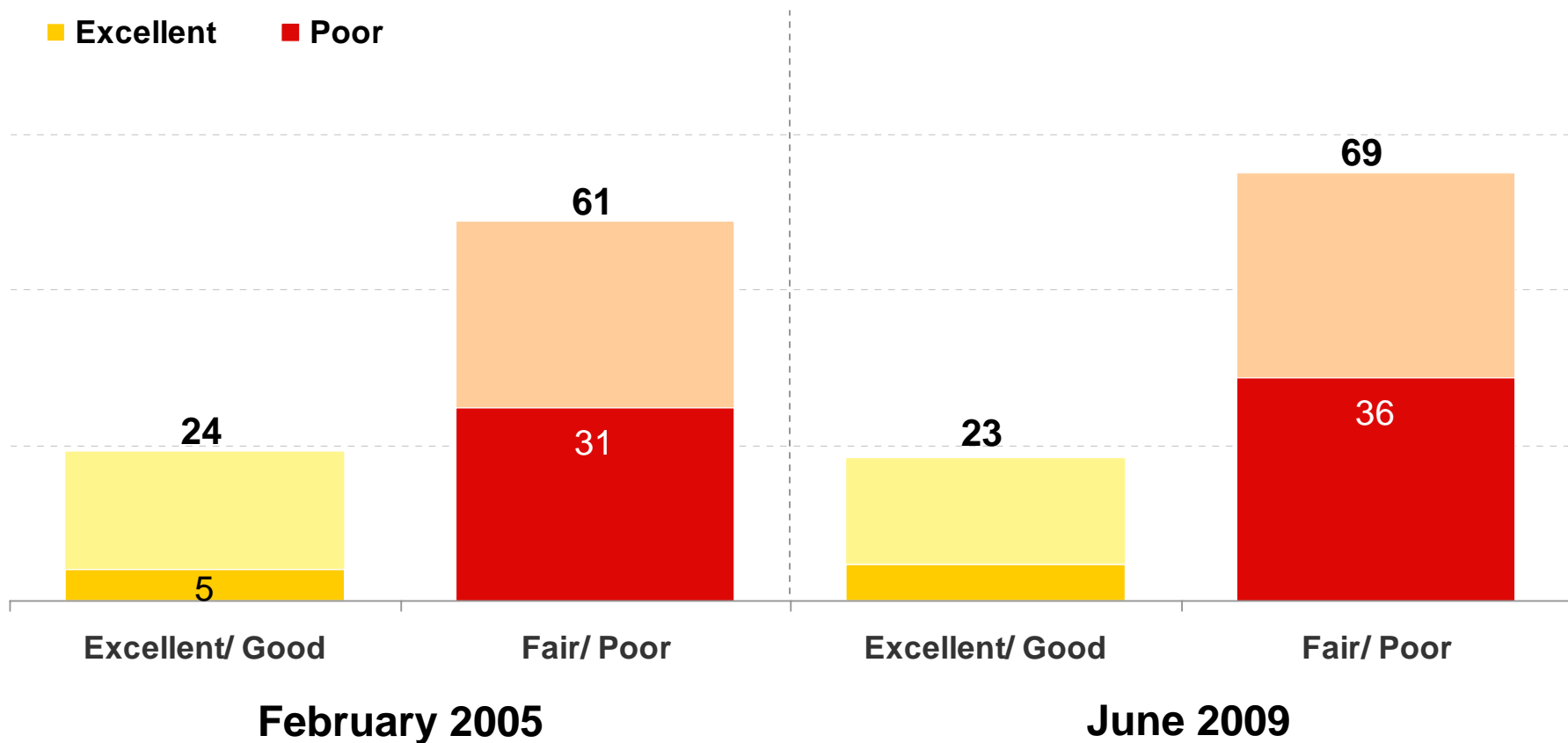
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## City's public school condition changed little since 2005

*In general, how would you rate the overall quality of education at your local public schools today: is it excellent, good, fair or poor?*

■ Excellent ■ Poor



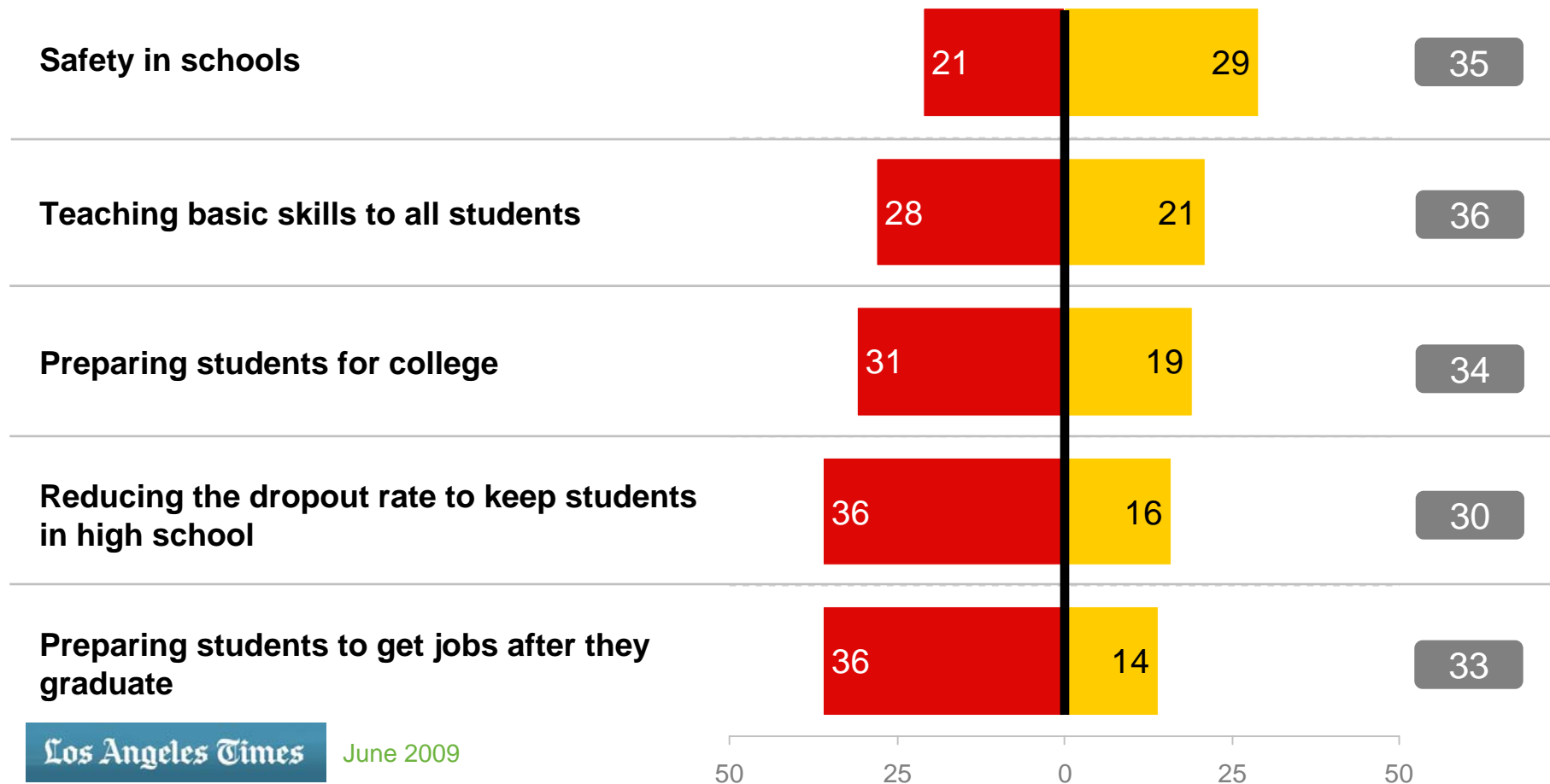


## Safety improving, but 1/3 see schools at status quo

Now I am going to read you different areas in which some people may say the Los Angeles public schools have improved over the past four years and for each I'd like you to tell me, in your opinion, if you feel the Los Angeles public schools have gotten better, gotten worse or stayed about the same in that area.

**Stayed Same**

■ **Gotten Worse**      ■ **Gotten Better**





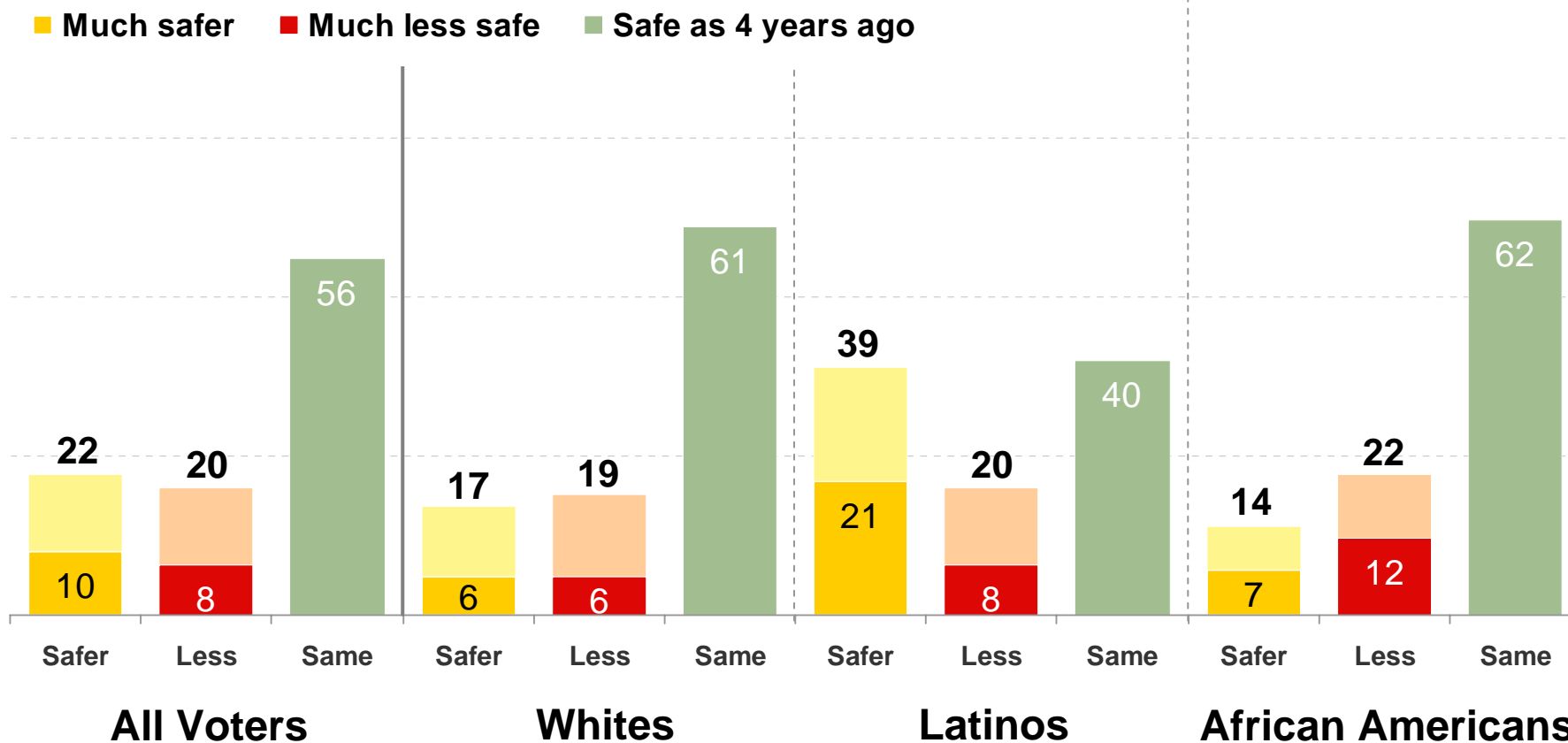
# Public Safety

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## Latinos feel safer; African Americans, whites see status quo

*When it comes to the threat of crime, do you feel safer in your community than you did four years ago, do you feel less safe, or do you feel just about as safe in your community as you did four years ago?*



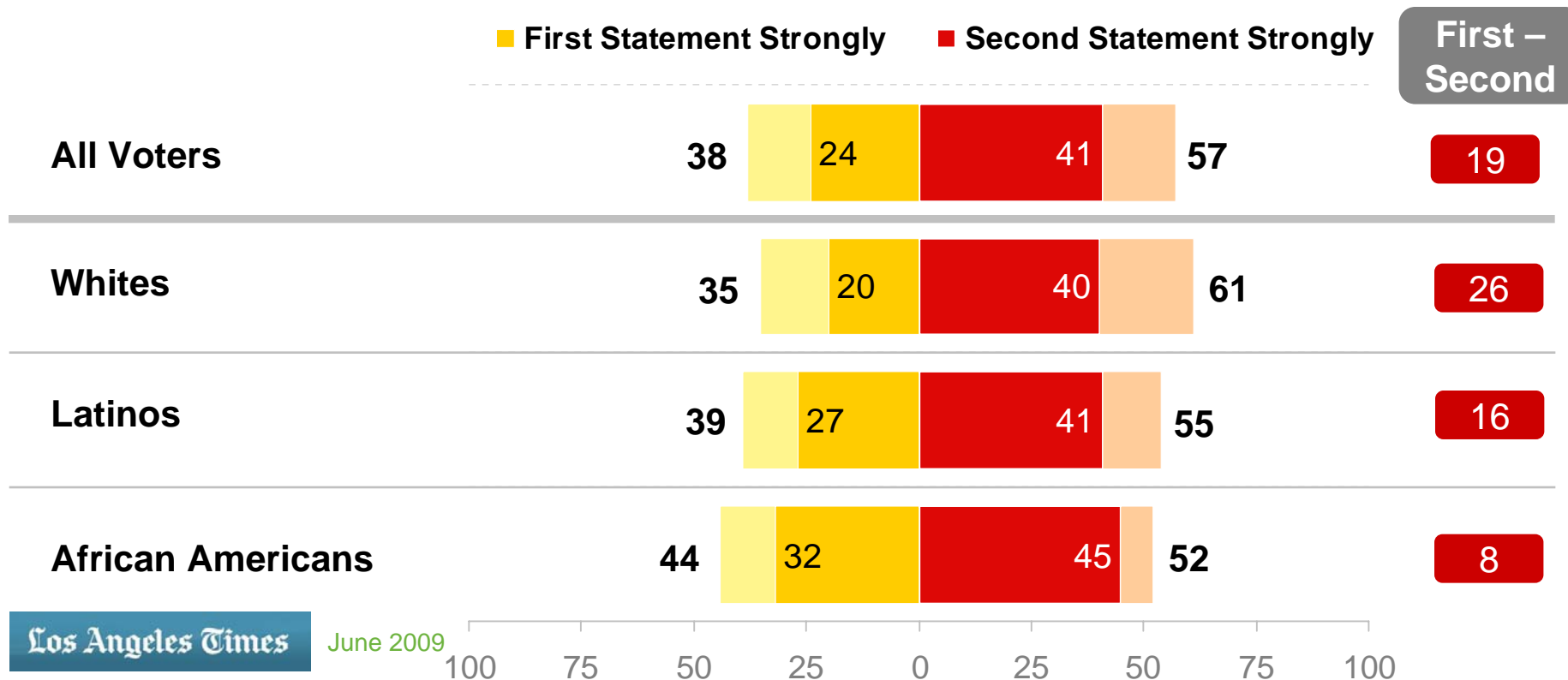


# Strong support behind continuing to increase the police force

Now I'm going to read you some pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

**First Statement:** Some people say that with crime down and the city facing a 529 million dollar budget deficit, continuing to hire another thousand police officers over the next few years does not make sense right now.

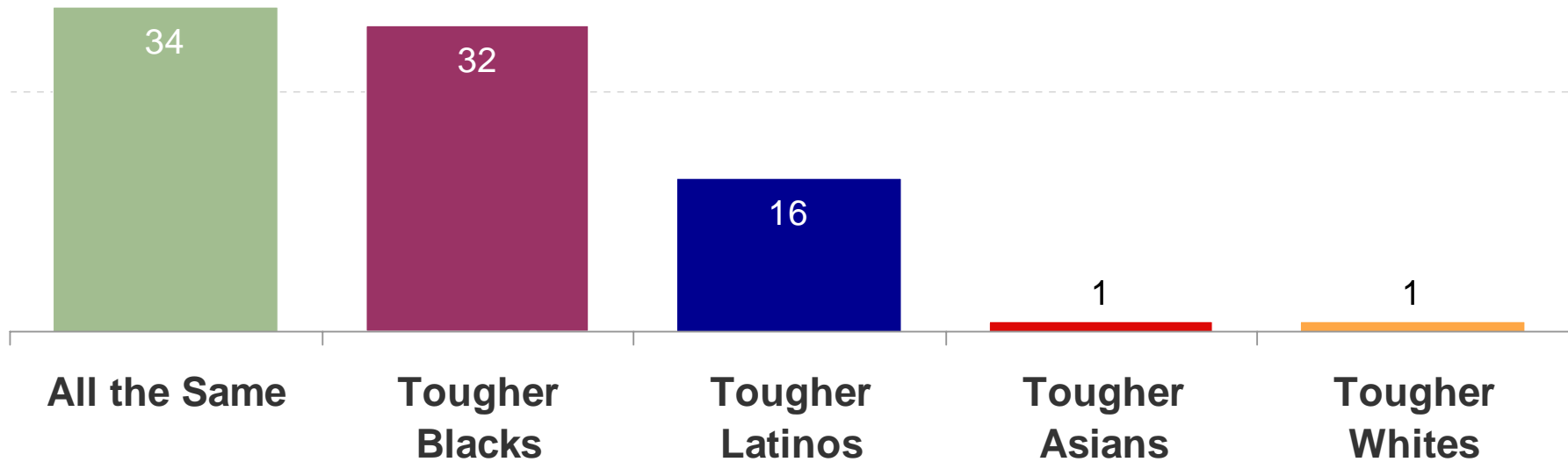
**Second Statement:** Other people say that crime is still a significant issue facing the city and that the Los Angeles Police Department needs to be larger, so we need to complete the plan to increase the force by 1,000 officers to keep our city safe.





## A third say LAPD is tougher on blacks

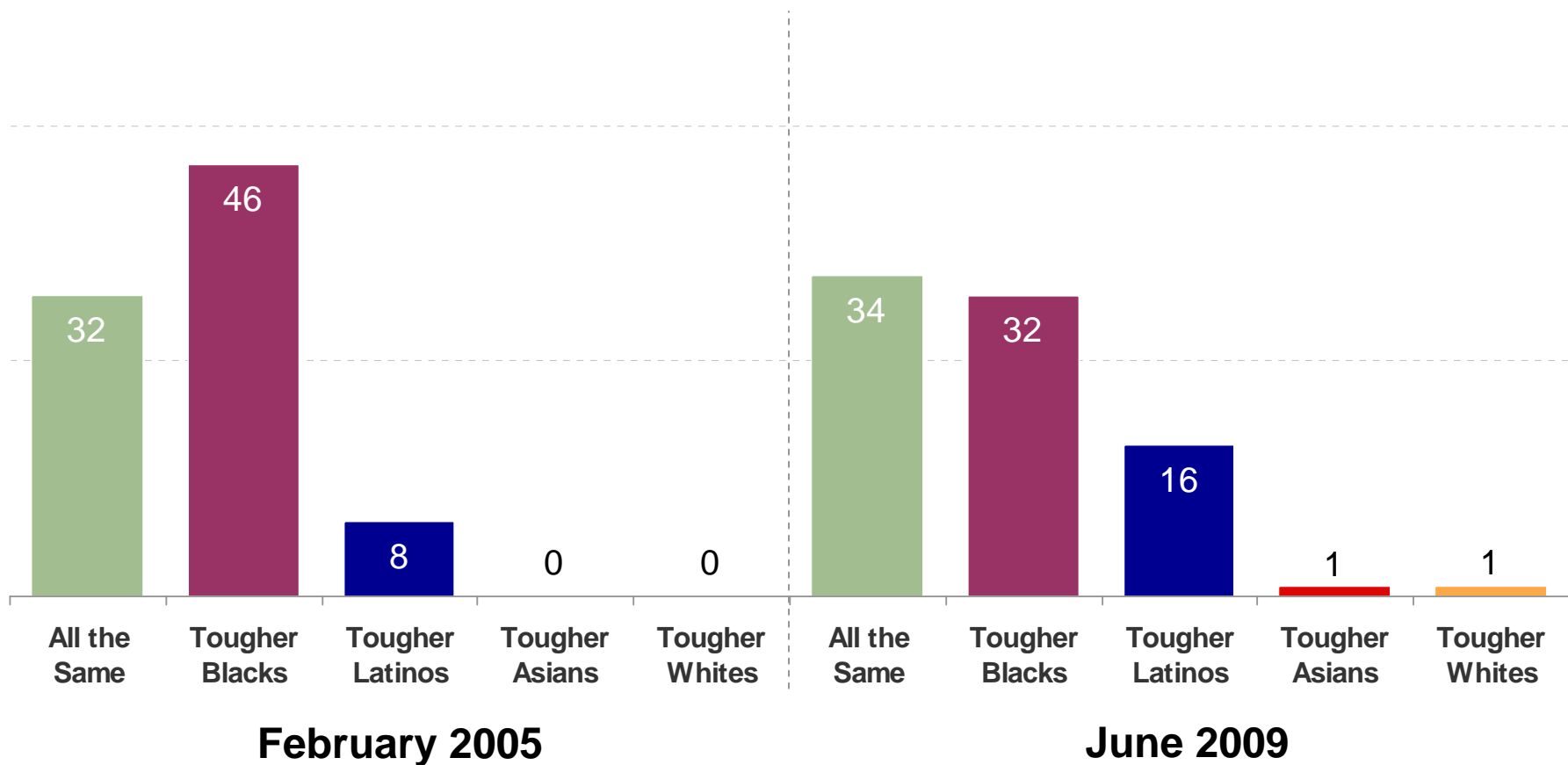
*Generally speaking, do you think the Los Angeles Police Department is tougher on blacks, tougher on Latinos, tougher on Asians, tougher on whites, or do you think the police treat all groups the same way?*





## Since 2005, view LAPD tougher on Latinos increased; blacks decreased

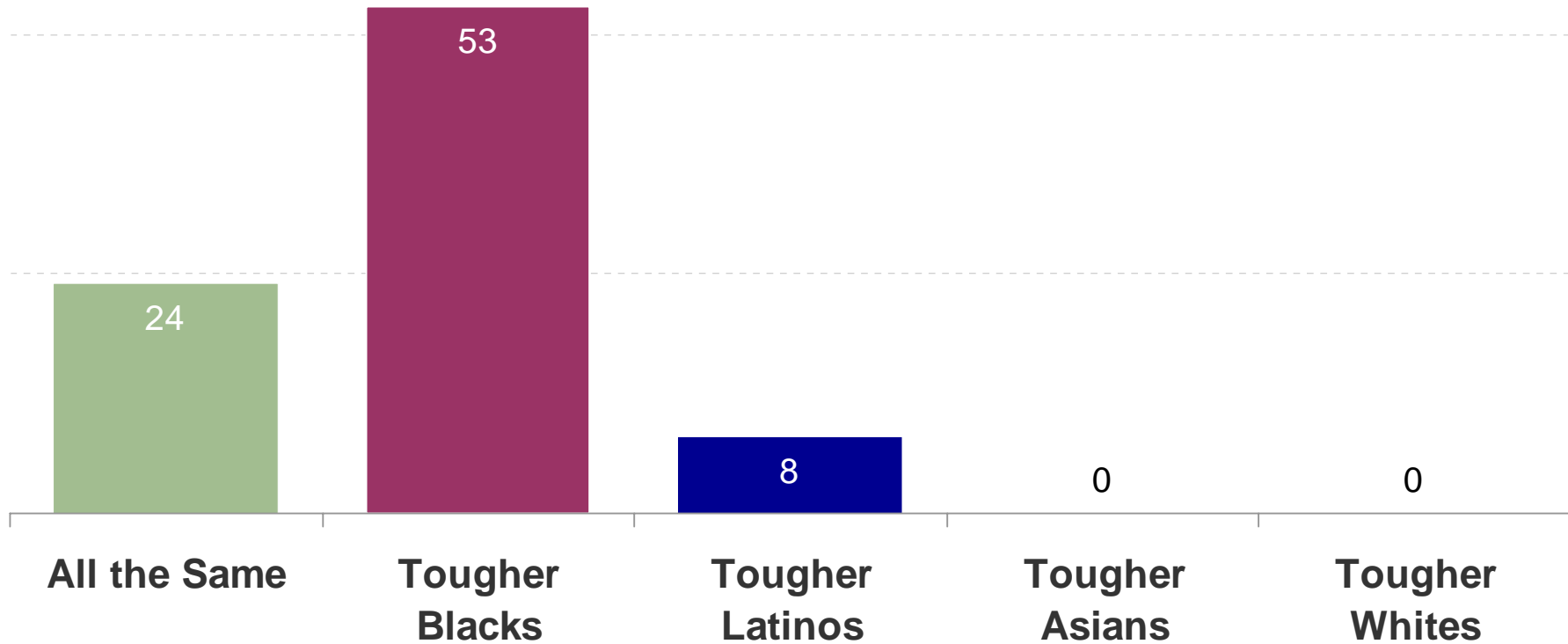
*Generally speaking, do you think the Los Angeles Police Department is tougher on blacks, tougher on Latinos, tougher on Asians, tougher on whites, or do you think the police treat all groups the same way?*





## African Americans see themselves treated tougher by police

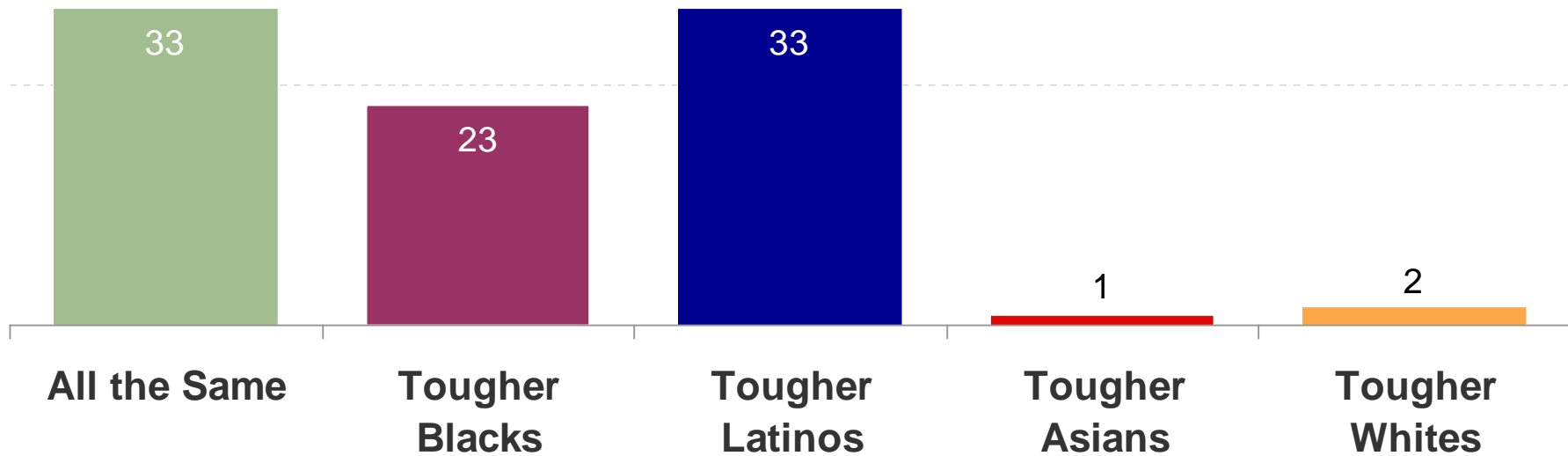
*Generally speaking, do you think the Los Angeles Police Department is tougher on blacks, tougher on Latinos, tougher on Asians, tougher on whites, or do you think the police treat all groups the same way?*





## Latinos see themselves, African Americans treated tougher

*Generally speaking, do you think the Los Angeles Police Department is tougher on blacks, tougher on Latinos, tougher on Asians, tougher on whites, or do you think the police treat all groups the same way?*



# GREENBERG QUINLAN ROSNER RESEARCH

PUBLIC OPINION STRATEGIES



## Los Angeles Times

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