

— LEIMERT PARK —
KBLA TALK 1580

EST. 2021



KEY FINDINGS

2024 LOS ANGELES COUNTY ELECTION ISSUES SURVEY

500 BLACK/AFRICAN AMERICAN LIKELY VOTERS

FEBRUARY 2024



THE CLEAR PATH

Public Opinion Research

SURVEY METHODOLOGY

SURVEY METHODOLOGY

Sample	500 Black/African American Los Angeles County Likely March 2024 Voters
Fielding Dates	January 20 – 27, 2024
Margin of Error	Full Sample: $\pm 4.37\%$ at the 95% Confidence Level
Data Collection Mode	Online
Weighting and Rounding	Results have been weighted to match the distribution of Black likely voters. All numbers are percentages, and may not sum precisely or to 100% due to rounding.



KEY FINDINGS

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1

Black voters are highly enthusiastic about the March 2024 primary, and a **majority** say they are **following the District Attorney's race closely**.

2

Just over one-in-five Black voters (21%) support incumbent DA George Gascón—however, a **strong plurality disapprove of his performance** as DA and nearly half are undecided in the race.

3

Few have heard much about the other candidates in the race, leaving considerable opportunity to communicate with this key constituency.

KEY FINDINGS

4

Black voters express considerable **concern about the direction of the Los Angeles County—homelessness, housing, and the rising cost of living rank as highly serious problems** facing the region.

5

A majority say they feel less safe than they felt one or two years ago and that crime has increased—a lack of resources and services ranks as the top reason for the increase, along with a decline in moral and family values, job loss and unemployment, and changes in law to reduce punishment for certain crimes.

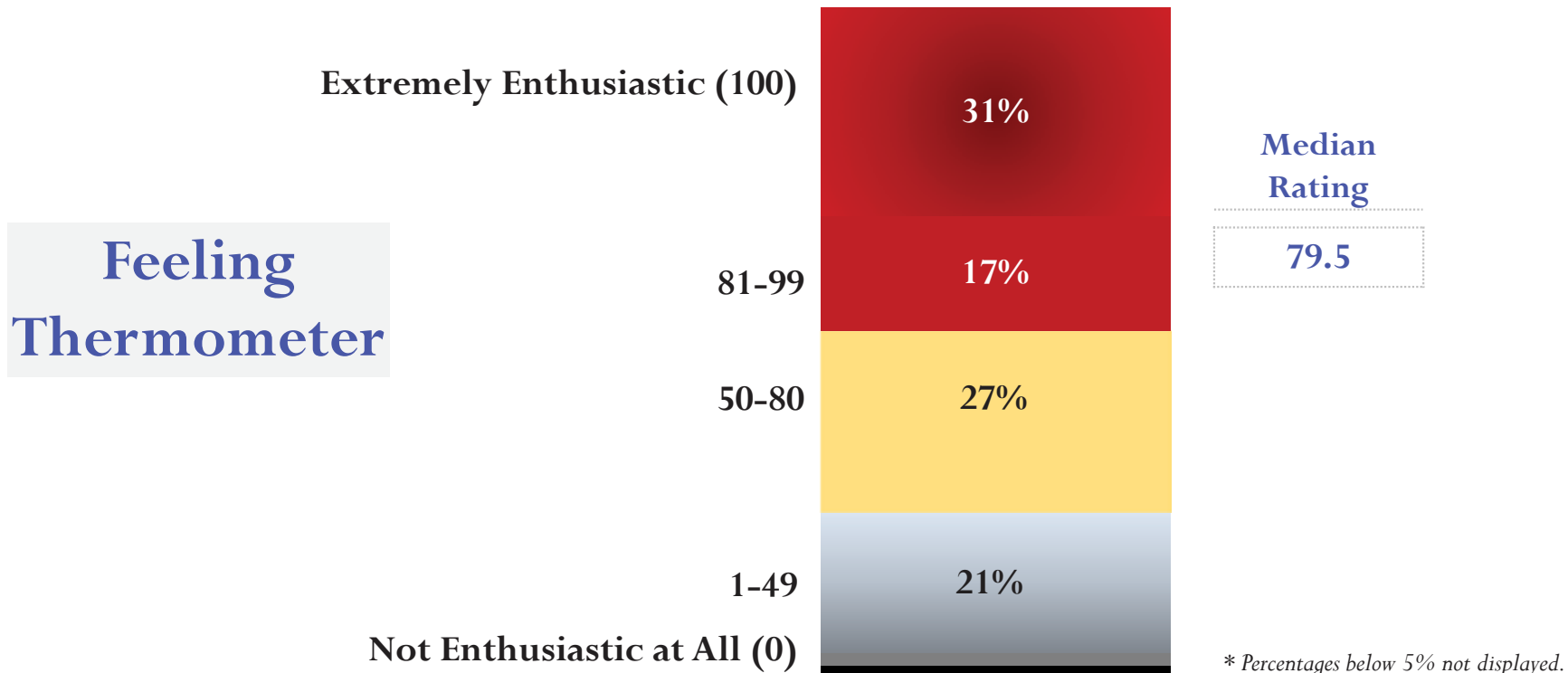
6

Overall, however, a majority of **Black voters** do not believe criminal justice reform has gone far enough and **will be looking for candidates that speak to the complexity of the issues as opposed to a one-size-fits-all approach.**

STATE OF THE RACE

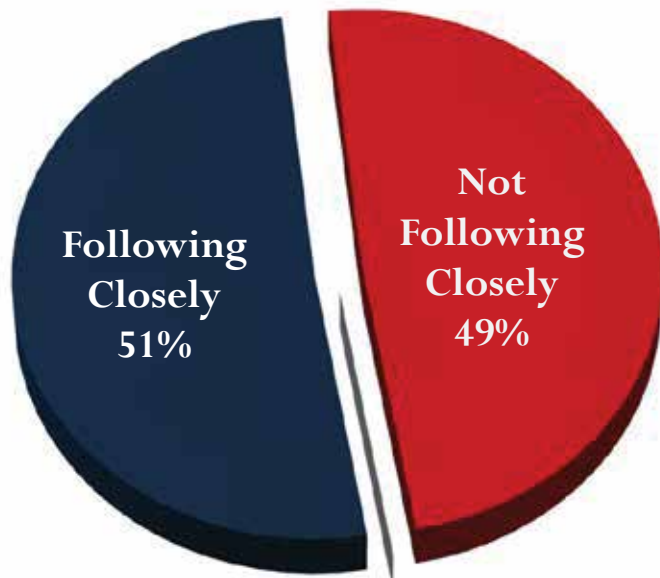
BLACK VOTERS ARE HIGHLY ENTHUSIASTIC ABOUT VOTING IN THE MARCH 2024 PRIMARY

Q: How enthusiastic would you say you are about voting in the upcoming March primary? Please use a scale from 0 to 100 where 0 means “not enthusiastic at all” and 100 means “extremely enthusiastic.*”

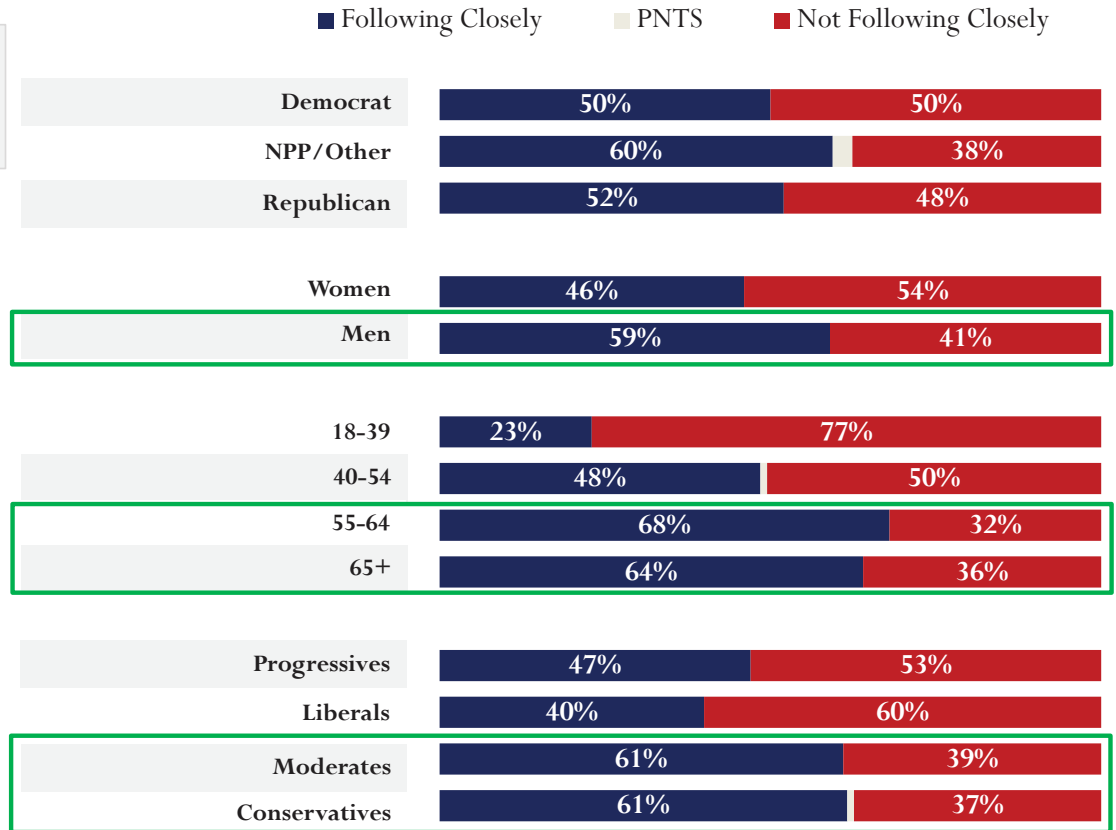


A MAJORITY OF BLACK VOTERS ARE CLOSELY FOLLOWING THE DISTRICT ATTORNEY RACE

Q: How closely are you following the Los Angeles County District Attorney race that will be held as part of the 2024 March primary elections?*



Prefer not to answer <1%

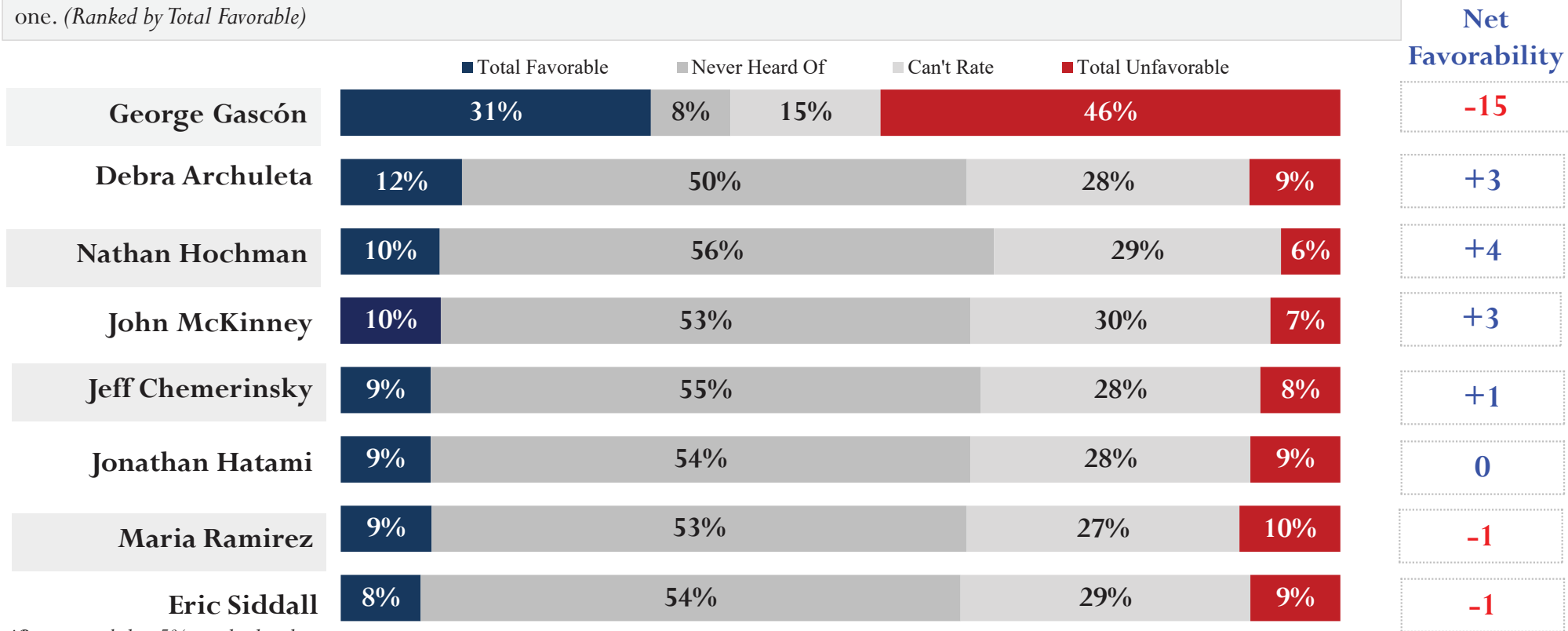


* Percentages below 5% not displayed.

NEARLY HALF HAVE AN UNFAVORABLE VIEW OF GASCÓN

CHALLENGERS ARE LARGELY UNKNOWN

Q: Listed below are the names of people active in public life. Please indicate whether you have a favorable or unfavorable opinion of each one. (Ranked by Total Favorable)



*Percentages below 5% not displayed.

ONE-IN-FIVE BLACK LIKELY VOTERS SUPPORT DA GEORGE GASCON HOWEVER, NEARLY HALF ARE UNDECIDED ON THE INITIAL VOTE

Q: In March, there will be a primary election for Los Angeles County District Attorney. If the election were held today, who would you vote for out of the following candidates? (Ranked by Total Vote)



George Gascón



21%



Debra Archuleta



6%



Jonathan Hatami



4%

Some Other Candidate: 11%

Undecided: 48%

GASCÓN LEADS A CROWDED FIELD

NONE OF HIS CHALLENGERS GARNER SIGNIFICANT SUPPORT

George Gascón	21%
Debra Archuleta	6%
Jonathan Hatami	4%
John McKinney	2%
Jeff Chemerinsky	2%
Nathan Hochman	2%
Craig Mitchell	2%
Eric Siddall	1%
Maria Ramirez	1%
David S. Milton	1%

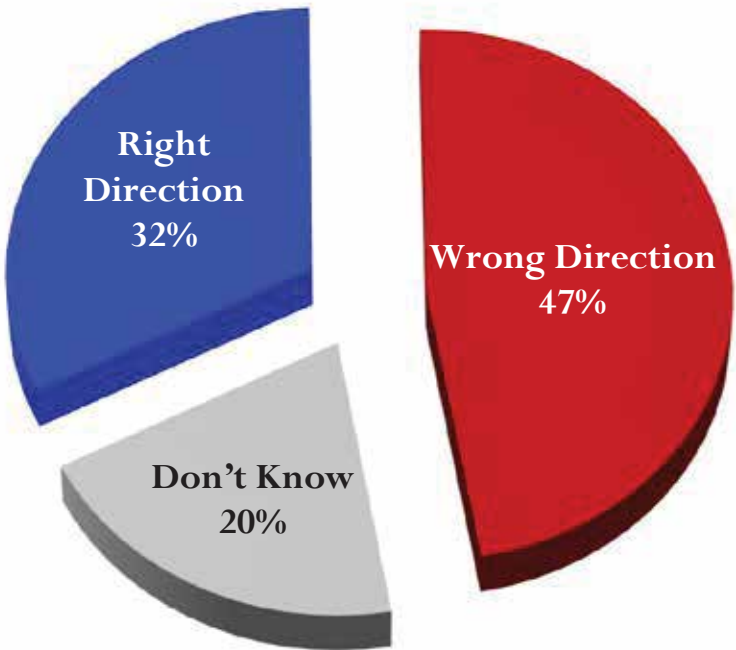
GASCÓN SUPPORTERS

	Percentage of Support for Gascón (%)
All Black Likely Voters	21%
Progressives	36%
City of Los Angeles Voters	30%
Voters who have not been a victim of property crime	27%
Men	25%
Liberals	25%

MOOD OF THE ELECTORATE

NEARLY HALF BELIEVE THE COUNTY IS HEADED IN THE WRONG DIRECTION

Q: Do you feel that things in Los Angeles County are generally going in the right direction or are they going in the wrong direction?

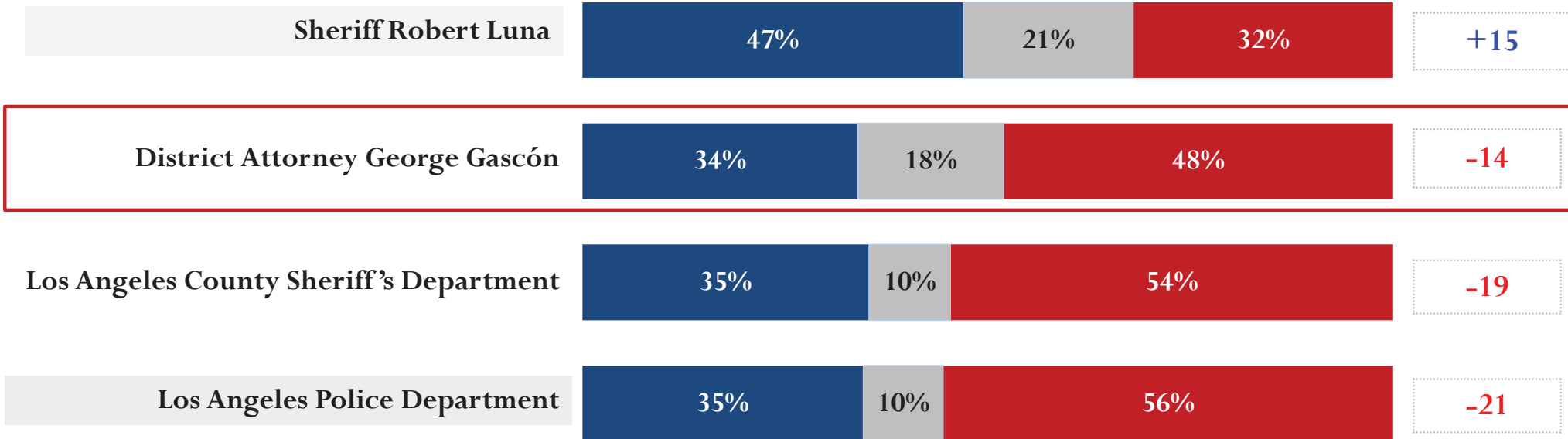


NEARLY HALF OF BLACK VOTERS DISAPPROVE OF GASCÓN'S JOB PERFORMANCE

Q: Do you approve or disapprove of the way the following people are handling their job of serving the public? (Ranked by Net Approval Rating)

■ Total Approve ■ Total Never Heard of / Don't Know ■ Total Disapprove

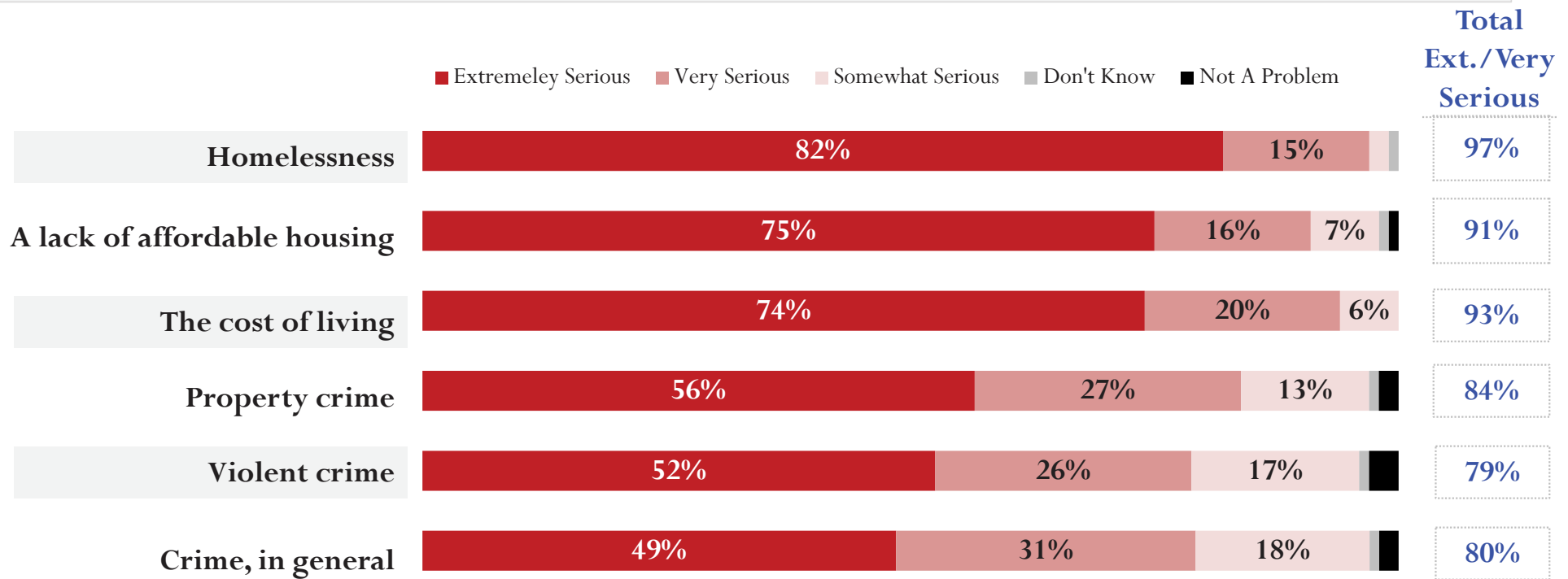
Net Approval



HOMELESSNESS RANKS AS THE TOP CONCERN

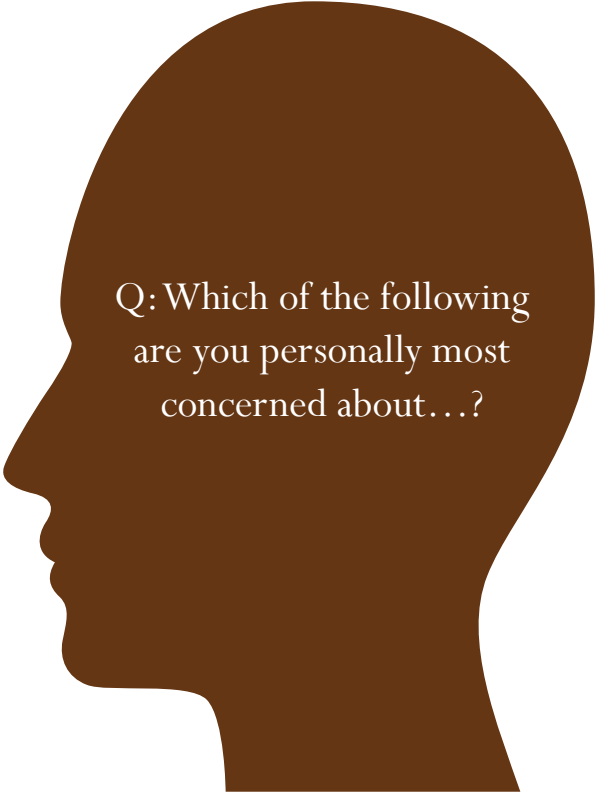
FOUR-IN-FIVE VOTERS SEE HOMELESSNESS AS AN EXTREMELY SERIOUS PROBLEM

Q: Listed below are a few issues some people say may be problems facing Los Angeles County. For each one, please indicate whether you believe it is a problem or not and to what extent. *(Ranked by Extremely Serious)*

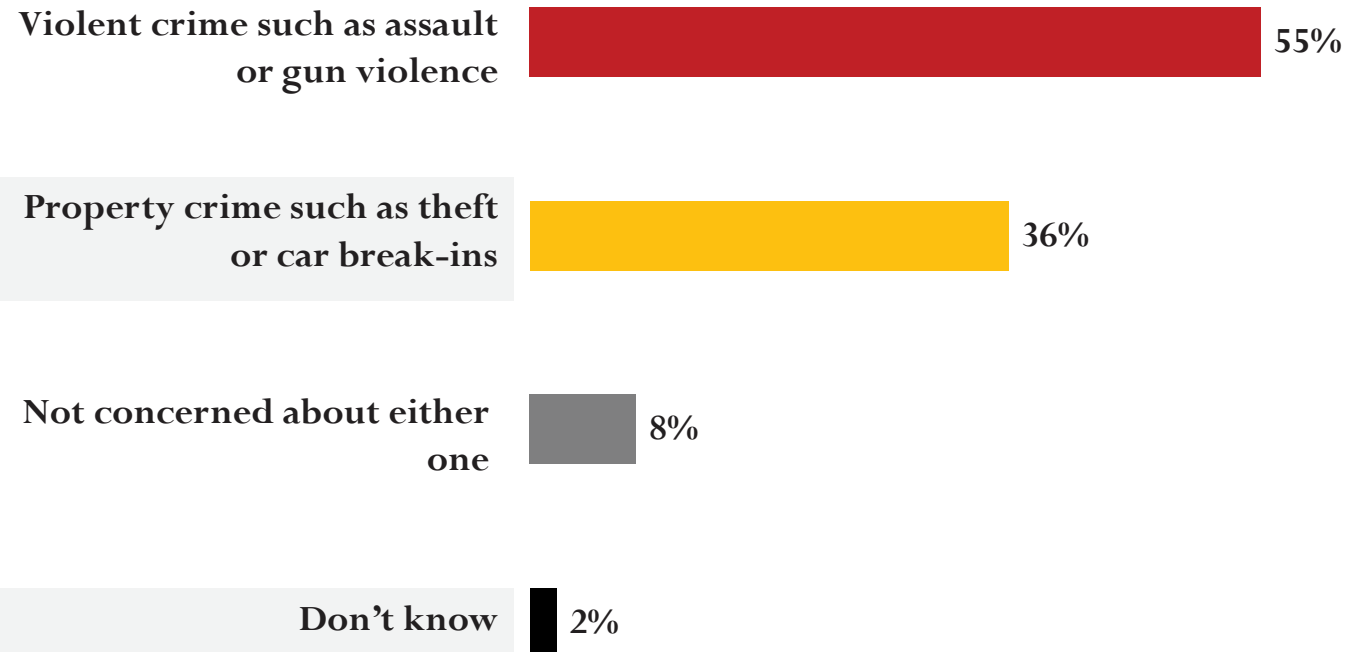


* Percentages below 5% not displayed.

A MAJORITY ARE MORE CONCERNED ABOUT VIOLENT CRIME THAN THEY ARE ABOUT PROPERTY CRIME

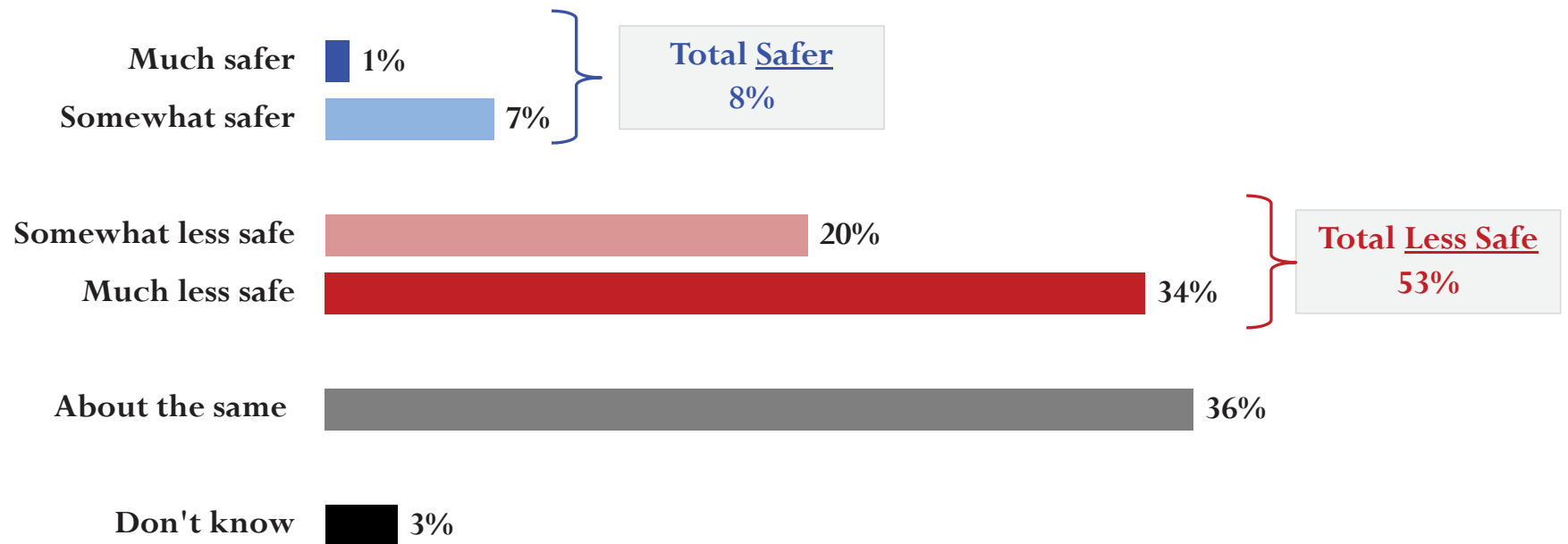


Q: Which of the following are you personally most concerned about...?



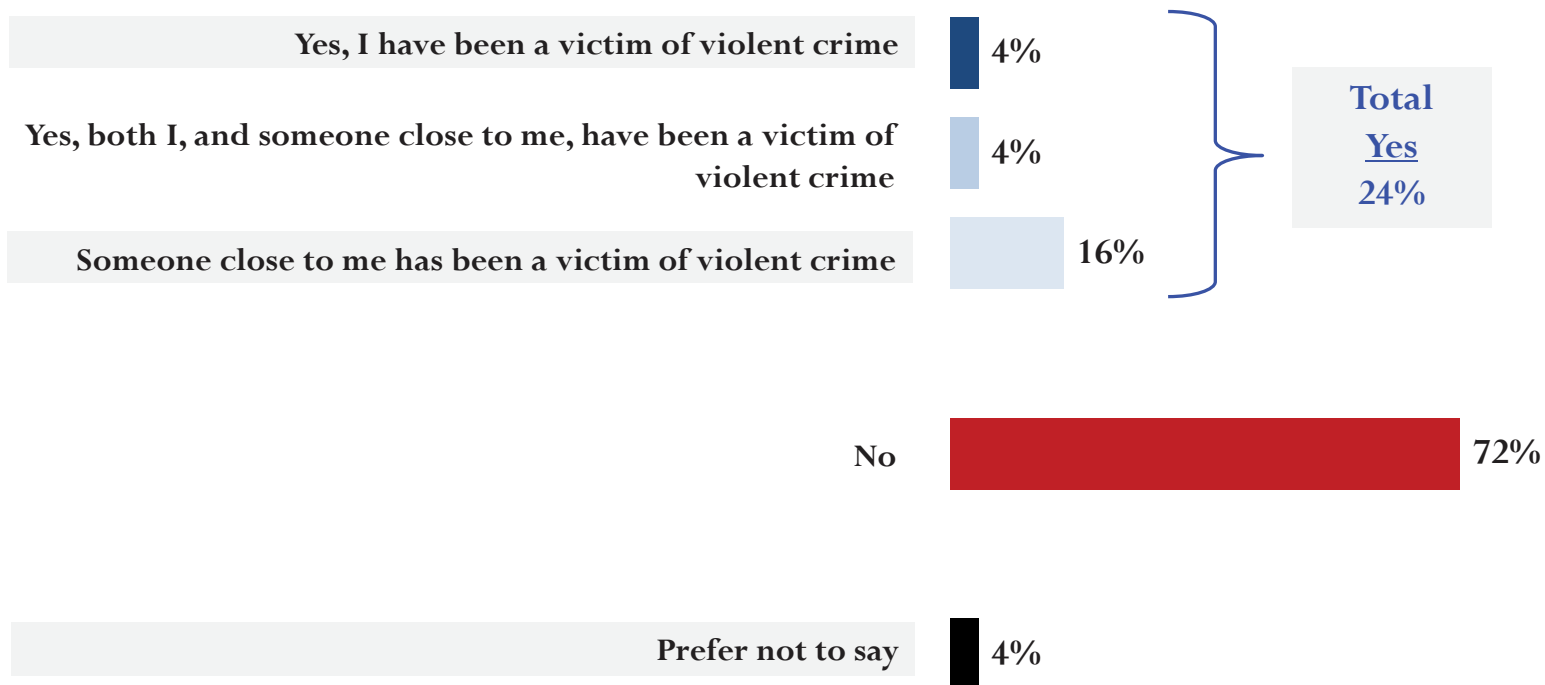
A MAJORITY FEEL LESS SAFE THAN THEY DID A YEAR OR TWO AGO

Q: Would you say you feel safer today in Los Angeles County than you did a year or two ago, or would you say you feel less safe?



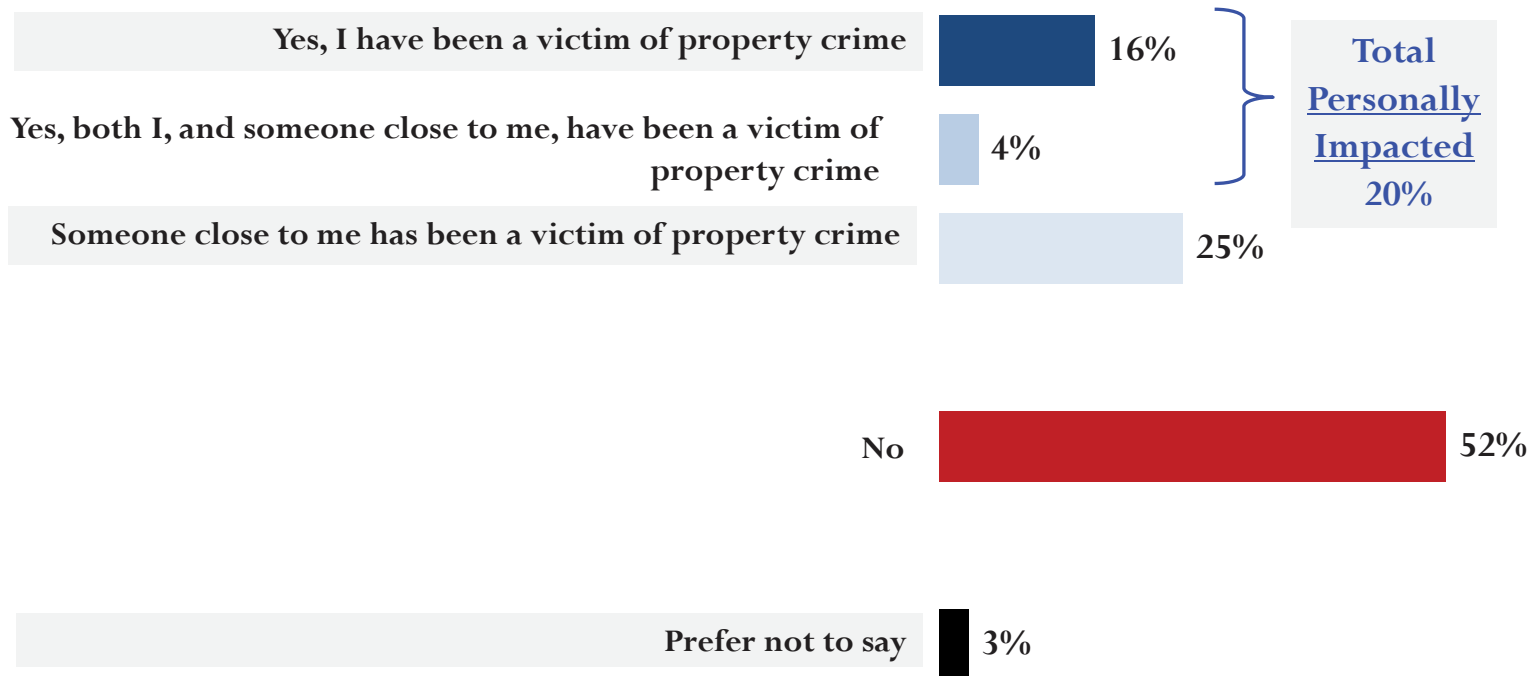
NEARLY 1/4 HAVE BEEN VICTIMS OF VIOLENT CRIME OR HAVE SOMEONE CLOSE TO THEM WHO HAS BEEN A VICTIM

Q: In the last two years, have you, or has anyone close to you, been a victim of violent crime in Los Angeles County?



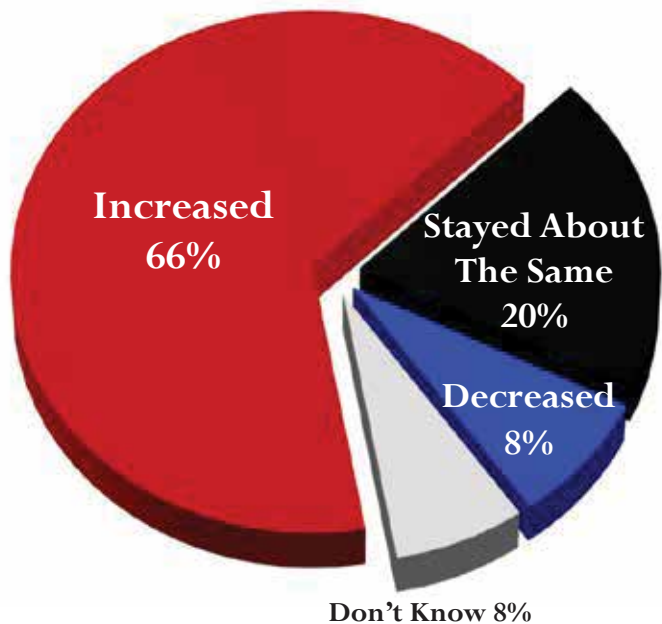
ONE-IN FIVE BLACK VOTERS HAVE PERSONALLY BEEN VICTIMS OF PROPERTY CRIME IN THE LAST TWO YEARS

Q: In the last two years, have you, or has anyone close to you, been a victim of property crime in Los Angeles County?

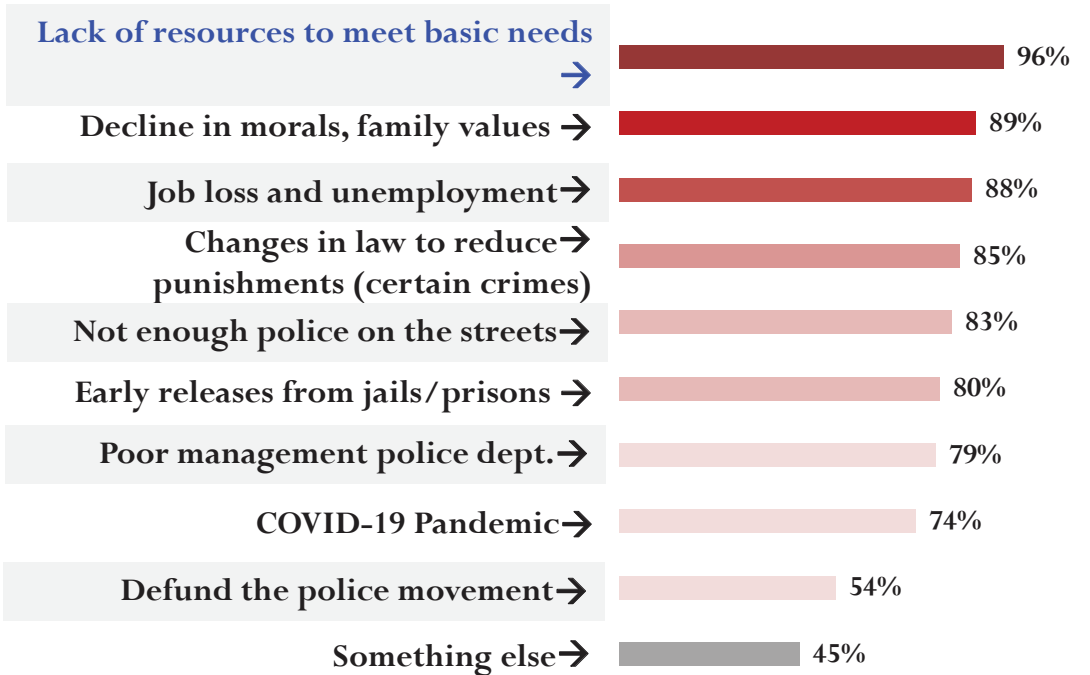


THERE IS NEAR UNIVERSAL CONSENSUS THAT A LACK OF RESOURCES HAS CONTRIBUTED TO INCREASED CRIME

Q: In your opinion, has crime in Los Angeles County increased, decreased, or stayed the same in the last year?



Q: Thinking about crime in general, do you think any of the following have been a major or minor reason for the increase in crime? (Ranked by Total Major / Minor Reason)



A MAJORITY REJECT THE NOTION THAT CRIMINAL JUSTICE REFORM HAS GONE TOO FAR

Q: Do you think recent efforts to reform the criminal justice system in Los Angeles County have gone too far, have not gone far enough, or have they been about right?

Have Recent Efforts To Reform The Criminal Justice System Gone Too Far?



* Don't Know: 13%

REACTIONS TO CANDIDATE PROFILES

CANDIDATE PROFILE: GEORGE GASCÓN

Q: Based on this description, would you say you have a favorable or unfavorable opinion of George Gascón?

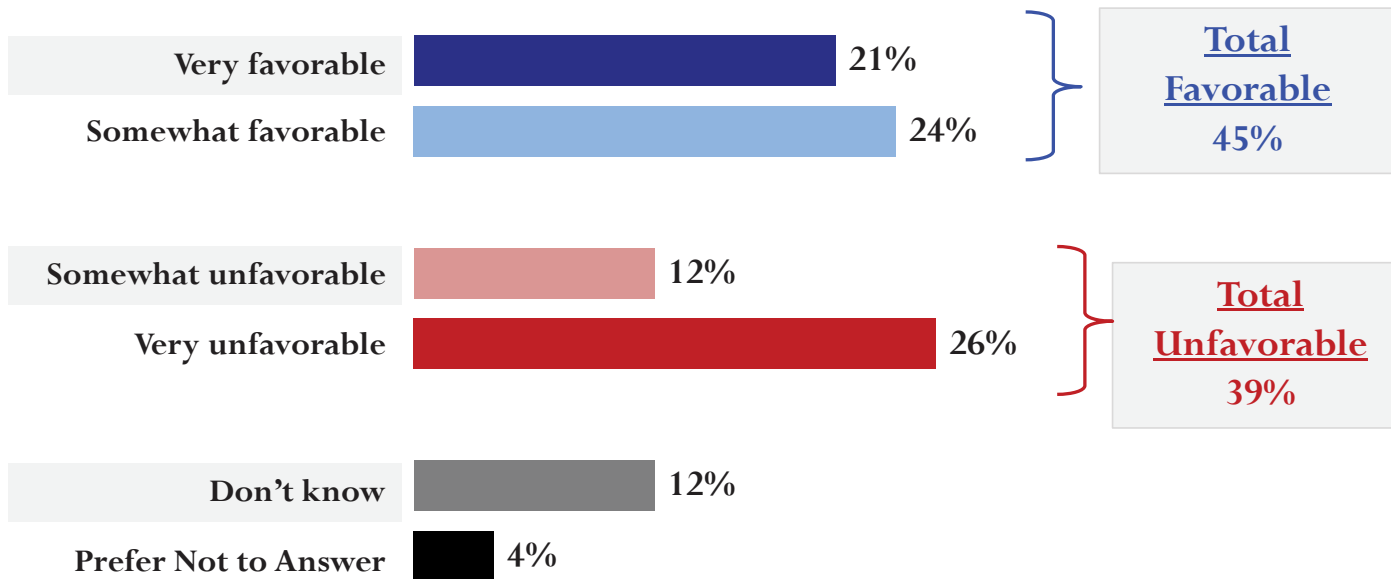


George Gascón was elected District Attorney of Los Angeles County in 2020. In this role, he has made a commitment to reforming the criminal justice system, reducing racial disparities, and ending mass incarceration. As DA, he has enacted a number of reforms, including dropping some, but not all sentencing enhancements, eliminating cash bail, and aggressively prosecuting police officers for excessive use of force. He has been endorsed by Congresswoman Sydney Kamlager-Dove, Assembly members Reggie Jones Sawyers and Tina McKinnor, and the Los Angeles County Democratic Party, among others.

MOST VIEW GASCÓN FAVORABLY

HOWEVER, ROUGHLY 2 IN 5 HAVE AN UNFAVORABLE REACTION

Q: Based on this description, would you say you have a favorable or unfavorable opinion of George Gascón?



CANDIDATE PROFILES:

ARCHULETA, CHEMERINSKY, AND HOCHMAN

Q: Based on this description, would you say you have a favorable or unfavorable opinion of...?

Debra Archuleta is a Los Angeles Superior Court Judge and previously served as a Deputy District Attorney for 25 years, where she focused on prosecuting crimes involving murder, rape, gang violence, domestic violence, embezzlement, among others. If elected, Archuleta has vowed to end what she refers to as Gascón’s “catch and release” policy and plans to prosecute violent criminals to the fullest extent of the law. She has been endorsed by the Burbank and Glendale Police Officers’ Associations.

Jeff Chemerinsky is the former Chief of the violent crimes prosecutions unit in the Los Angeles branch of the U.S. Attorney’s office. As District Attorney, Chemerinsky will focus on prosecuting serious crimes such as gun crimes and “smash and grab” robberies, protect LA County’s quality of life, and promote criminal justice reform through alternative sentencing and police accountability. He has been endorsed by LA City Attorney Hydee Feldstein Soto, former LA District Attorney Ira Reiner, and Civil Rights Attorney Connie Rice.

Nathan Hochman currently works as a private practice attorney. Before entering private practice, Hochman served as an Assistant US Attorney and President of the LA Ethics Commission. In 2022, Hochman ran as the Republican nominee for California Attorney General. He has served on numerous charitable boards, including Cedars Sinai Medical Center and the Los Angeles Jewish Community Relations Council. As District Attorney, Hochman plans to reverse Gascón’s policies, prosecute environmental crime, and clear homeless encampments from public spaces. He has been endorsed by former LA County District Attorney Steve Cooley.

CANDIDATE PROFILES:

MCKINNEY, RAMIREZ, AND SIDDALL

Q: Based on this description, would you say you have a favorable or unfavorable opinion of...?

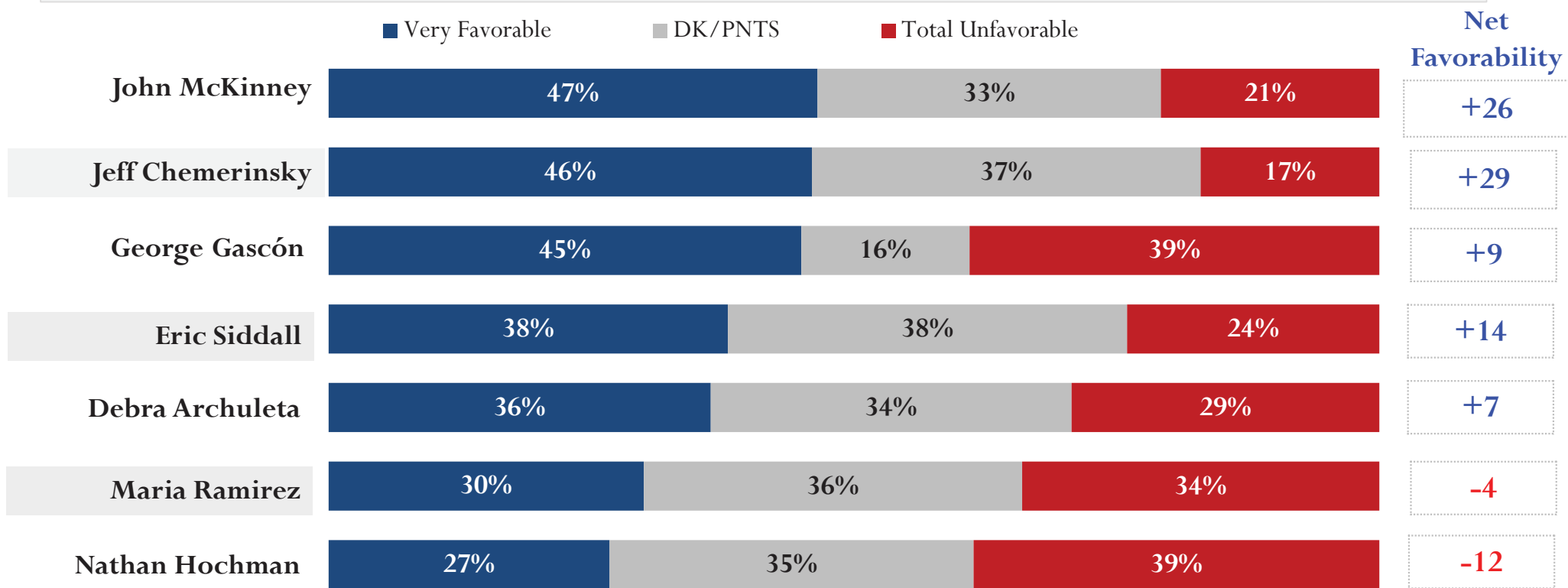
John McKinney is a Deputy District Attorney and has been a prosecutor for 25 years. He is known for leading the prosecution and conviction of the murderer of rapper Nipsey Hussle. If elected, he has vowed to repeal and replace every policy Gascón has enacted and plans to work to repeal Prop. 47. As District Attorney, McKinney will focus on public safety, victims' rights, and implementing a system of proportional justice to criminal justice reform. He has been endorsed by several local police associations and is one of only two African Americans in the District Attorney's race.

Maria Ramirez is a Deputy District Attorney. She has served as a prosecutor for 32 years with a focus on prosecuting gang violence and drug trafficking. Since 2006, Ramirez has served as the President of the Mexican American Bar Association. She has challenged George Gascón's policies not to pursue sentencing enhancements and for failing to try juveniles as adults. As District Attorney she will focus on public safety, restoring accountability, and implement a balanced approach to criminal justice reform.

Eric Siddall is a Deputy District Attorney. He has been a prosecutor for 16 years. He is a former president of the Association of Deputy District Attorneys and a past board member of the Latino Prosecutor's Association. As District Attorney, Siddall is committed to taking down violent street gangs, getting guns off the streets, and putting cop killers, serial rapists, and other dangerous criminals behind bars. He has also committed to working with local agencies and non-profits to address homelessness and plans to direct prosecutors to clear encampments and protect and clean up parks, sidewalks, and other public spaces.

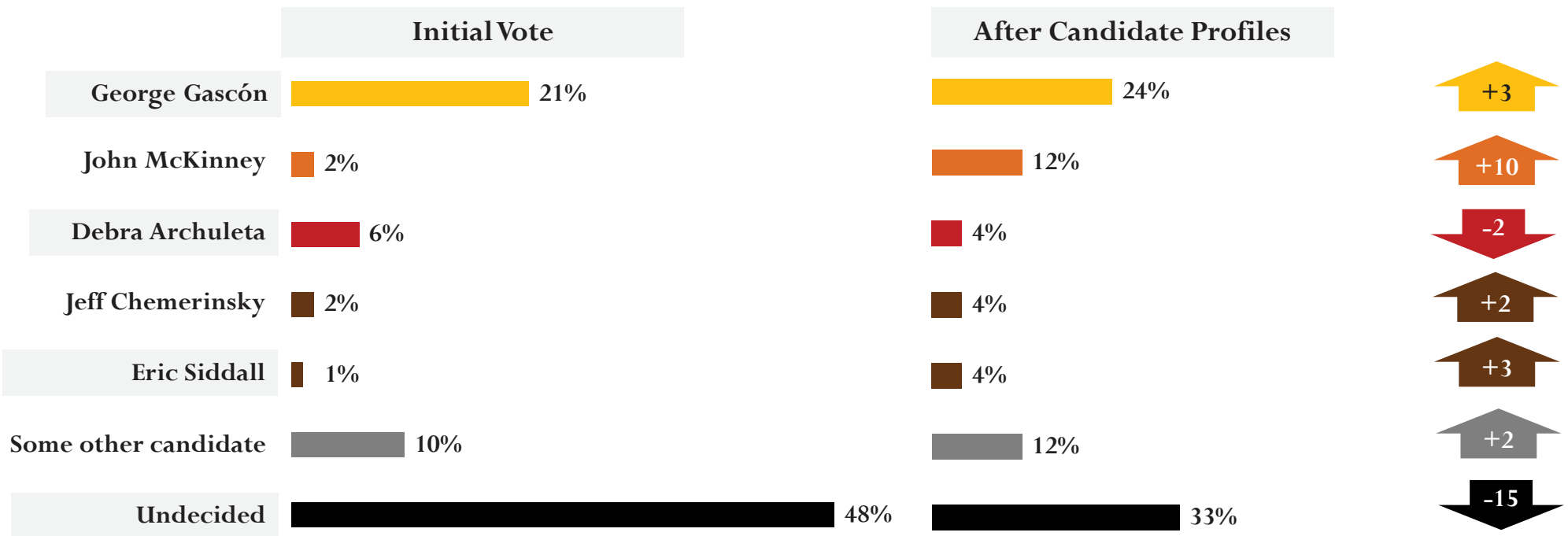
NEARLY HALF OF BLACK VOTERS VIEW MCKINNEY, CHEMERINSKY, AND GASCÓN FAVORABLY AFTER PROFILES

Q: Based on this description, would you say you have a favorable or unfavorable opinion of the following candidates? (Ranked by Very Favorable)



AFTER LEARNING MORE ABOUT SOME OF THE CANDIDATES, JOHN MCKINNEY'S SUPPORT INCREASES 10 POINTS

Q: Now that you have heard more about some of the candidates, let me ask you one final time: If the March primary election for US Senate were held today, who would you vote for if the candidates were*:



* Prefer not to say / will not vote: 9% initial vote, 10% after candidate profiles.

POST-PROFILE VOTE: FULL RESULTS

	<u>Post-Profile Vote</u>	<u>Percent Change From Initial Vote</u>
George Gascón	24%	+2%
John McKinney	12%	+10%
Debra Archuleta	4%	-2%
Jeff Chemerinsky	4%	+2%
Eric Siddall	4%	+3%
Nathan Hochman	3%	+1%
Jonathan Hatami	3%	-1%
Maria Ramirez	3%	+2%
Craig Mitchell	2%	0
David S. Milton	1%	0

STATEMENTS FROM SUPPORTERS AND OPPONENTS OF GASCÓN

Q: Listed below are statements from supporters and opponents of George Gascón's re-election. After reading each one, please indicate which one comes closest to your own opinion, even if neither matches your views exactly.

Supporters of Gascón say that his policies are designed to address the root causes of crime and institutional racism within the criminal justice system. They say that he is the only candidate in the race who has stood up to police unions, called out racism in policing and the criminal justice system, and worked to end the over-criminalization of poor people and people of color.

Opponents of Gascón say his policies have made Los Angeles less safe and that he is unwilling to work with law enforcement to ensure there are consequences for breaking the law. They say this has led to a spike in smash and grab robberies, follow me home murders, and a blatant disregard for victim's rights.

What is your view? Do you agree more with supporters or opponents of George Gascón's re-election?

**Split Sample.*

AFTER MORE INFORMATION—BLACK VOTERS ARE ALMOST EVENLY DIVIDED IN THEIR SUPPORT OF, AND OPPOSITION TO, GASCÓN

Q: Listed below are statements from supporters and opponents of George Gascón’s re-election. After reading each one, please indicate which one comes closest to your own opinion, even if neither matches your views exactly.



Strongly Support



18%

Somewhat Support



20%

Total Agree
With Supporters
38%

Somewhat Oppose



13%

Strongly Oppose



22%

Total Agree
With Opponents
36%

Don't Know



26%



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