FINAL RESULTS: Los Angeles County Voter Survey
Sample Size: n=800 likely November 2024 voters
Margin of Error: ± 3.5% for the whole sample
Interview Dates: February 7-13, 2024
Methodology: Hybrid: phone, text-to-web, E-mail
Respondents: Likely November 2024 voters

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Results may not add to 100 due to rounding.

SCREENING

Do you prefer to complete this survey in Spanish or English?

English	91
Spanish	9

1. **IF CELL PHONE:** Are you in a safe place where you can take a survey over your cell phone?

Yes	100

2. Are you employed as a news reporter, an elected official, staff to an elected official, or as a high-level employee of local government?

No	100

3. In November, there will be an election in which voters will vote for President, Senate, Congress, and for state and local offices. How likely are you to vote in that election, using a scale of 0 to 10, where 10 means you will definitely vote and 0 means you will definitely not vote?

5	2
6	1
7	2
8	3
9	3
10	90

11. Now you will (see/hear) a description of a measure that may appear on the ballot in Los Angeles County in November. Please (tell me/indicate) how you would vote on this measure.

> HOMELESSNESS SERVICES AND AFFORDABLE HOUSING TRANSACTIONS AND USE TAX ORDINANCE.
>
> To fund homelessness programs, including mental health care, substance abuse treatment, affordable housing, rental subsidies, job counseling, and services for vulnerable populations including homeless families, veterans, abused women, seniors, and disabled persons; shall a measure repealing a 1/4 percent sales tax and replacing it with a 1/2 percent sales tax providing approximately $1.2 billion annually, with audits, citizens' oversight, until ended by voters, be adopted?

IF YES OR NO: Will you definitely vote YES/NO, or could you still change your mind?
IF UNDECIDED: Do you lean more towards yes or no?

Yes, definitely	39
Yes, might change mind	15
Undecided, lean yes	6
Totally undecided	5
Undecided, lean no	3
No, might change mind	8
No, definitely	23
Would not vote	2
TOTAL YES	**60**
TOTAL NO	**34**

Next, I will read some areas that could be goals of this ballot measure. For each one, please tell me whether this potential goal is extremely important, very important, somewhat important, or not important at all as a part of this ballot measure.

		Extremely	Very	Somewhat	Not At All	Don't Know	Total Important
14.	**SPLIT A**: Building more affordable housing.	49	24	15	10	2	**72**
15.	**SPLIT B**: Preserving existing affordable housing.	49	29	13	7	2	**78**
16.	Increasing temporary housing like motel rooms and tiny homes.	26	25	26	19	4	**50**
17.	**SPLIT A**: Increasing substance abuse treatment for those experiencing homelessness.	45	30	15	9	2	**74**
18.	**SPLIT B**: Increasing mental health treatment for those experiencing homelessness.	54	29	11	6	1	**82**
19.	Housing people currently living in street encampments	46	30	15	7	2	**76**
20.	Preventing people from losing their housing through rental assistance, legal assistance, and other measures	38	29	20	11	2	**67**
21.	**SPLIT A**: Reducing red tape and barriers to getting affordable housing and housing for the homeless built	39	27	20	11	3	**66**
22.	**SPLIT B**: Reducing the cost of building affordable housing and housing for the homeless	46	32	13	7	2	**77**
23.	Providing funding for each of LA County's 88 cities to combat homelessness in their local communities.	35	34	16	10	4	**69**
24.	**SPLIT A**: Reducing the burden on local emergency rooms.	42	31	18	6	3	**74**
25.	**SPLIT B**: Reducing the burden on firefighters and paramedics	31	35	18	6	9	**66**
26.	Stopping County Jail from serving as our biggest homeless shelter.	36	26	18	15	6	**62**
27.	**SPLIT A**: Creating pathways out of poverty through good paying jobs in the construction industry with local hire and training for LA county residents.	46	28	16	8	2	**74**
28.	**SPLIT B**: Raising standards for workers in the direct services industry to ensure that those who service the unhoused are not at risk of becoming homeless themselves.	32	31	22	11	3	**63**

First/Next (I am going to read / please read) some statements from people who support this Los Angeles County ballot measure. For each statement, please (tell me/ indicate) if it is a very convincing, somewhat convincing, not very convincing, or not at all convincing reason to support this ballot measure. If you think the statement is false, just indicate so.

		Very	Some-what	Not Very	Not At All	Is False	Don't Know	Total Convinc-ing
29.	**[EXPERTS]** This measure was developed by homelessness service providers, mental health and substance abuse treatment professionals, and affordable housing non-profits and academic experts – not politicians. That's why it will improve how LA County addresses our homelessness crisis.	34	31	13	15	4	4	**65**
30.	**[ACCOUNTABILITY]** This measure has groundbreaking new accountability provisions that legally require programs that receive funding to meet specific goals of reducing homelessness, with strict government and citizen oversight and annual published audits of all spending. That way, funds go to programs that actually make a difference, and not to programs that fall short.	31	32	14	11	6	5	**64**

Next, I will read some types of people who might speak out about this ballot measure. For each one, please tell me whether you would be very interested, somewhat interested, slightly interested, or not at all interested in hearing their opinions on this ballot measure.

		Extremely	Very	Somewhat	Not At All	Don't Know	Total Important
46. .	Someone who has experienced homelessness	29	27	26	16	3	**56**
47.	A fire department paramedic who treats homeless patients	22	33	28	15	1	**56**
48.	Someone who provides services to the homeless	25	30	28	15	2	**55**
49.	An expert in substance abuse treatment	23	32	27	16	2	**55**
50.	An expert in mental health treatment	23	36	23	15	2	**60**
51.	A construction worker who builds affordable housing	13	19	31	33	3	**32**

DEMOGRAPHICS

52. First, what is your age?

Under 35	27
35-44	18
45-54	15
55-64	16
65+	25
Prefer not to say	0

53. What is your gender?

Female	53
Male	47
Other	0

54. Which of the following ethnic groups describes you?

Latino, Hispanic, or Mexican American	33
White or Caucasian	41
Black or African American	8
Asian American or Pacific Islander	11
Native American	1
Middle Eastern or North African	2
A combination of these (SPECIFY: _____)	1
Something else (SPECIFY: _____)	<1
Prefer not to say	4

55. **IF ASIAN AMERICAN / PACIFIC ISLANDER:** Are you…? **(n=89)**

Chinese	32
Filipino	23
Vietnamese	3
Japanese	4
Korean	9
South Asian	8
Southeast Asian	6
Pacific Islander	5
Other (Specify: _____)	7
Prefer not to say	3

56. Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?

Own	48
Rent	38
Live with family	9
Do not have stable housing	3
Other (Specify: _____)	1
Prefer not to say	1

57. Have you or a family member ever undergone a period of time in which they were living without shelter – either in a vehicle or on the streets?

Yes	29
No	70
Prefer not to say	1

58. Do you have children under the age of 18 living at home?

Yes	23
No	75
Prefer not to say	2

59. When it comes to political issues, do you consider yourself progressive, liberal, moderate, or conservative?

Progressive	23
Liberal	24
Moderate	27
Conservative	21
Don't know	6

60. In politics, as of today, do you consider yourself a Republican, a Democrat or an independent?
IF DEM / REP: Is that strong or not so strong?

Democrat, strong	32	→51%
Democrat, not strong	18	
Republican, strong	10	→17%
Republican, not strong	6	
Independent	23	
Other party (Specify: _____)	<1	
No party	7	
Don't know	2	

61. What best describes your educational background?

High school degree or less	9
Some college or associate degree	43
Technical school or vocational degree	5
Bachelor's degree	22
Post graduate degree	21
Prefer not to say	1

62. Which of the following best describes your total household income before taxes for the year 2023?

Under $25,000	12
$25,000 to just under $50,000	11
$50,000 to just under $75,000	11
$75,000 to just under $100,000	13
$100,000 to just under $150,000	18
$150,000 to just under $250,000	13
$250,000 or more	9
Don't know	2
Prefer not to say	11

63. For whom did you vote in the 2020 election for President, or did you skip that election?

Donald Trump, Republican	19
Joe Biden, Democrat	63
Jo Jorgensen, Libertarian	2
Howie Hawkins, Green	<1
Someone else	5
Did not vote	9
Not eligible to vote	2

64. In California, all registered voters are mailed a ballot about 30 days before election day. Which of the following best describes when you typically fill out your ballot?

Within a few days of receiving it in the mail	22
In the week or two before election day	36
A few days before election day	20
On election day itself	18
Prefer not to say	3

65. RECORD PARTY:

DEMOCRAT	55
REPUBLICAN	18
NO PARTY PREFERENCE	22
MINOR PARTY	5