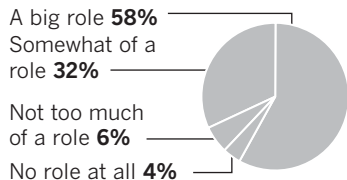


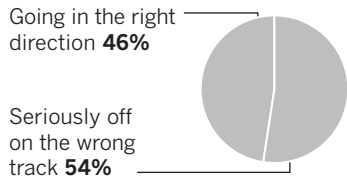
What voters liked about their candidates

Asked of all voters:

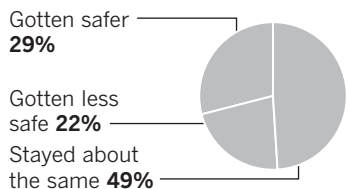
Q. How much of a role did the candidates' honesty and integrity play in your choice for mayor today?



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



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



Supporters cite a range of reasons for selecting their candidates:

Q. What do you like most about your mayoral candidate?*

* Top two mentions in multiple-response question

Q. Which issues were most important to you in deciding how you would vote for mayor?*

* Top two mentions in multiple-response question

Q. When did you make up your mind about who to vote for mayor?



Richard Alarcon

Has honesty and integrity 32%

Thinks like me on the issues 28%

Jobs/the economy 36%

Education 34%

Monday/Tuesday 26%

Over the weekend 14%

Earlier 60%



James K. Hahn

Has experience to be mayor 69%

Has honesty and integrity 15%

Crime/gangs 32%

Jobs/the economy 32%

Monday/Tuesday 22%

Over the weekend 8%

Earlier 70%



Bob Hertzberg

Thinks like me on the issues 36%

Has a clear vision for the future 27%

Education 36%

Growth/traffic issues 36%

Monday/Tuesday 18%

Over the weekend 8%

Earlier 74%



Bernard C. Parks

Has honesty and integrity 44%

Has experience to be mayor 19%

Crime/gangs 41%

Jobs/the economy 27%

Monday/Tuesday 19%

Over the weekend 5%

Earlier 76%



Antonio R. Villaraigosa

Thinks like me on the issues 26%

Can bring people together 25%

Education 44%

Jobs/the economy 31%

Monday/Tuesday 17%

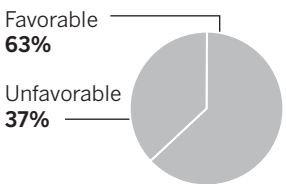
Over the weekend 7%

Earlier 76%

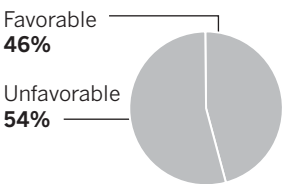
Asked of all voters:

Q. What is your impression of:

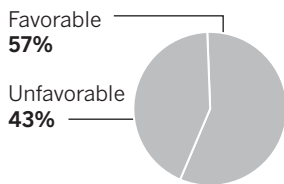
Richard Alarcon



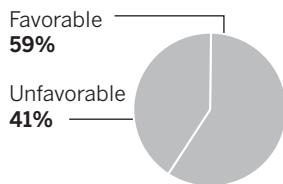
James K. Hahn



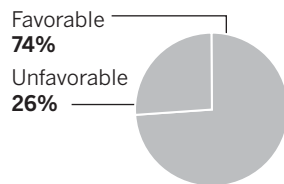
Bob Hertzberg



Bernard C. Parks



Antonio R. Villaraigosa



How the poll was conducted: The Los Angeles Times Poll interviewed 2,789 voters as they left 50 polling places throughout 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 interviewer and actual returns, including absentee votes, were used to adjust the sample slightly. Questionnaires were available to voters in English and Spanish. Interviews at the precinct 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.

Notes: Numbers based on preliminary results. Numbers may not total 100% where all responses are not shown.

Source: Los Angeles Times Exit Poll