



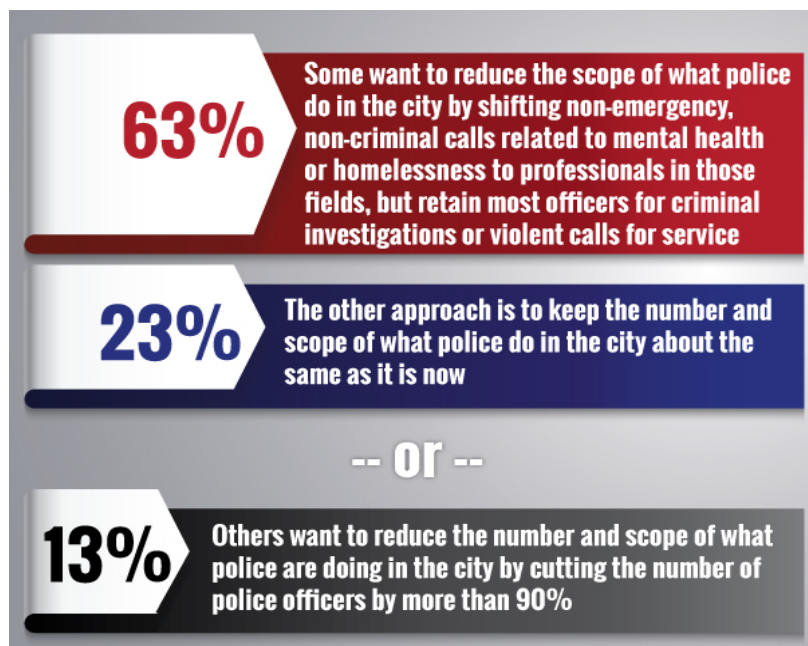
**TO:** Interested Parties  
**FROM:** Lori Weigel & Kathryn Hahne / New Bridge Strategy  
**RE:** City of Los Angeles Survey Key Findings  
**DATE:** August 10, 2020

---

New Bridge Strategy completed a survey of 500 registered voters throughout the City of Los Angeles regarding their views of law enforcement in their area as well as public safety issues and potential solutions.<sup>1</sup> The survey demonstrates that almost nine-in-ten overwhelmingly reject the proposal to cut the number of police officers by more than 90%, as proposed in the “People’s Budget LA”.

Specific key findings include:

- **Voters are interested in shifting non-criminal calls to professionals in the mental health or homeless fields, but still maintaining most police officers.** We asked survey respondents which one of the following approaches they would prefer the City take when it comes to policing. As the graph illustrates, more than three-in-five prefer an option to reduce the scope of what police do while still retaining most officers for criminal investigations and calls for service that involve violent crimes.



Pluralities of every single sub-group examined opt for reduce the scope of what police do while still retaining most officers, including...

---

<sup>1</sup> **Methodology:** New Bridge Strategy conducted a survey among N=500 registered voters across the City of Los Angeles via online interviews and live telephone interviews (both cellphones and landlines). Interviews were conducted July 17-22, 2020 and were distributed proportionally across the City. Quotas were also set for key demographic sub-groups, such as gender and age. The credibility interval (analogous to margin of error) is +5.0% for the overall sample. The credibility interval will vary for sub-groups.

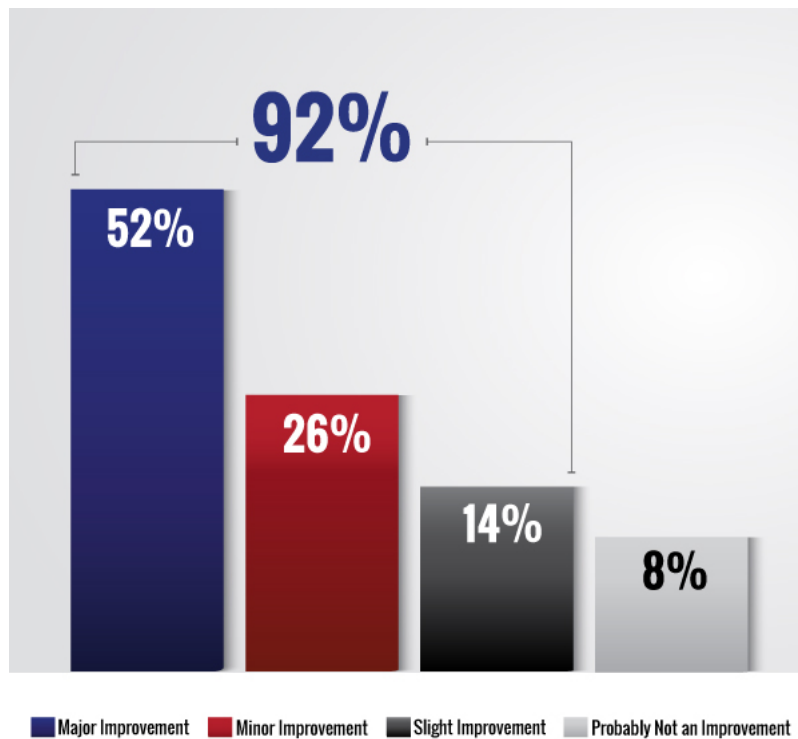
- 63% of men and 64% of women;
  - 61% of white voters, and 72% of Latinx; and 62% of African American voters;
  - 62% of 18-34 year olds, 68% of 35-44 year olds, 69% of 45-54 year olds, 66% of 55-64 year olds and 55% of 65+ voters;
  - 50% of Republicans, 59% of independents, and 68% of Democrats; and
  - 74% of West Valley voters, 58% of East Valley voters, 65% of West Side/Hills voters, 74% of East LA voters, 61% of South LA Voters, and 58% of Downtown voters.
- **City of Los Angeles voters are overwhelmingly supportive of suggested reforms to improve policing and public safety in the City.** We asked respondents to tell us whether each reform was something they would support or oppose.

As the graph illustrates, there is immense support for each one of these policies; so much so that a majority express strong support for every single one. In fact, for the top four policies, more than seven-in-ten city residents strongly support those policies being implemented.

Moreover, support for these policies is broad based and widespread. Overwhelming majorities of every single sub-group express support for these policies, including residents of all ethnic backgrounds, every age group, every partisan affiliation, and throughout the City.



- Nearly all voters (92%) believe implementing these reforms will improve the system. Over half (52%) say they will be a “major” improvement.



Voters with a post-graduate education (60% major improvement) as well as Democrats (58%) and liberals (61%) are especially likely to believe this will lead to a major improvement. Hispanic voters (60% major improvement) and African American voters (50%) are also encouraged by the potential impact of these proposed policies.

When asked which one or two policies should be the most important to implement first, voters say training and mental health support policies would be the most major improvement, specifically:

- Frequent crisis intervention and de-escalation training/training on when to use force
- More training (and retraining) and education (general)
- Require mental health evaluations for officers and candidates/more mental health support for officers