TO:	INTERESTED PARTIES
FROM:	AMANDA IOVINO, MATT KNEE
SUBJECT:	KEY FINDINGS – LOS ANGELES COUNTY DISTRICT ATTORNEY GENERAL ELECTION SURVEY
DATE:	MARCH 29, 2024

A new poll by WPA Intelligence conducted on behalf of Nathan Hochman for District Attorney found likely general election voters in Los Angeles County put Hochman in a great position to unseat George Gascon as Los Angeles County District Attorney. Voters believe Gascon has failed the community on public safety and are ready for a new District Attorney.

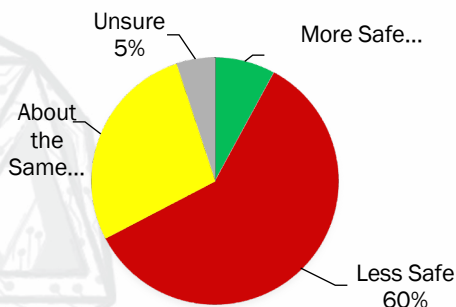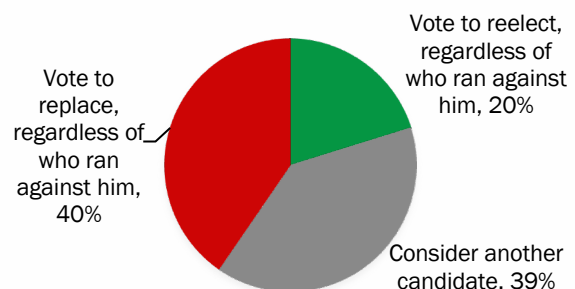### While Gascon Holds a Name ID Advantage, Hochman Has a Better Net Image

George Gascon's image is 18% Favorable, 47% unfavorable (-29 net favorable), Hochman's net favorable rating is +9 (20% favorable, 11% unfavorable) with 44% of general election voters not yet having heard of Hochman.

Image	Favorable	Unfavorable	Name ID
Hochman	20%	11%	56%
Gascon	18%	47%	85%

Gascon's image is net negative across the board, it is even net negative among registered Democrats likely to vote in November (24% favorable, 37% unfavorable).

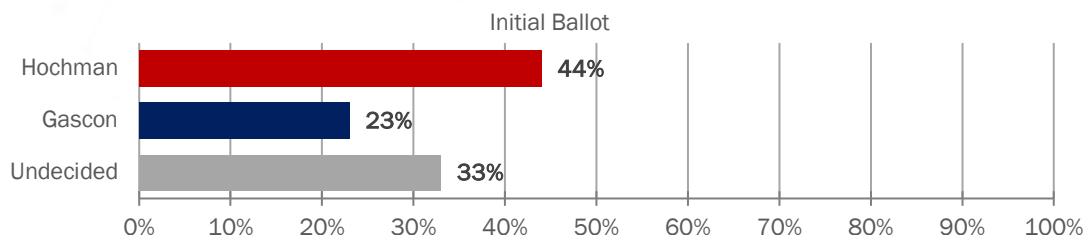### Los Angeles County Voters Don't Feel Safe, and Gascon's Fate Hangs in the Balance

When asked their opinion of re-electing George Gascon as District Attorney, a plurality, (40%) said they would vote to replace George Gascon regardless of who ran against him. Another 39% of voters said they would consider another candidate for the election. Only 20% were committed to re-electing Gascon.

Vote to reelect, regardless of who ran against him, 20%

Vote to replace, regardless of who ran against him, 40%

Consider another candidate, 39%

Unsure 5%

More Safe...

About the Same...

Less Safe 60%

Voters' frustration and dissatisfaction with Gascon can be boiled down to a simple point: public safety. When asked if they felt more or less safe than they did a few years ago, a considerable 60% of those surveys feel they are less safe, while 28% feel about the same. Fewer than one in ten feel more safe today than they felt a few years ago.

Hochman Starts the General Election with Significant Lead

Hochman is starting in a strong position heading into the general election. When asked how they would vote on the ballot, Hochman received nearly twice as much support as Gascon (44% to 23%) with 33% still undecided.

Initial Ballot

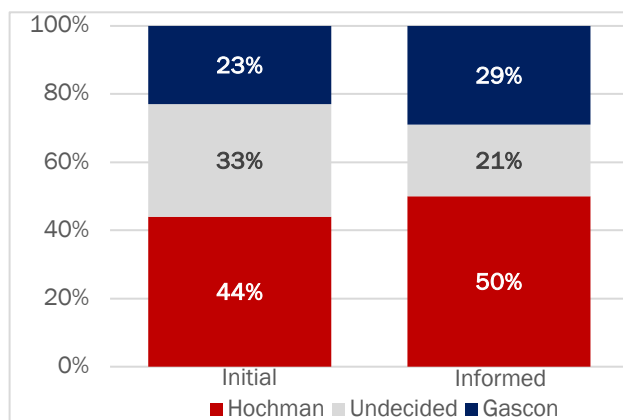|	
Hochman	44%
Gascon	23%
Undecided	33%

- Hochman leads by 23-points among Independents (44%-21%), and only trails by 3% among Registered Democrats (29%-32%).
- Hochman also leads among Latino voters (40%-19%), and Asian voters (47%-15%).

Hochman Holds Lead Over Gascon After Anti-Hochman Messaging

Gascon is already trying to consolidate his base through tying Hochman to Donald Trump and "Republican tough on crime tactics that will bring back the mass incarceration policies of the 1990s."

However, when we tested Gascon's messaging, Hochman's support did not decrease and a simple rebuttal message that Hochman is an "independent with broad support who rejects the extremes…" was enough for Hochman to reach 50% on the ballot.

	Initial	Informed
Gascon	23%	29%
Undecided	33%	21%
Hochman	44%	50%

Bottom Line: Hochman is Currently in An Excellent Position to Become the Next District Attorney

Voters see Nathan Hochman as a clear alternative to George Gascon and his extreme policies that have left Los Angeles County less safe.

Even Gascon's desperate attempts to tie Hochman to Donald Trump do not sway voters away from Hochman. While Gascon starts with a significant (negative) name ID advantage over Hochman, Hochman is the candidate in an excellent position to take advantage of voters' deep dissatisfaction with Gascon.

Methodology

WPAi selected a random sample of voters from the Los Angeles County voter file screened for their likeliness to vote in the 2024 General election. Respondents were contacted online using a combination of interactive voice response and SMS text messages linking to an online survey. The sample for this survey was stratified based on geography, age, gender, partisanship, educational attainment, and ethnicity to ensure a representative sample. Data was collected March 24-26, 2024. The study has a sample size of n=817 likely voters with a margin of error of ±3.4% in 95 out of 100 cases.