

STATEMENT OF METHODOLOGY

On behalf of the Center for Asian Americans United for Self Empowerment, Hispanas Organized for Political Equality, and the Los Angeles Urban League, and in partnership with *The Los Angeles Times*, Strategies 360 conducted a mixed-mode survey of 1,005 registered voters representative of the Los Angeles (city) electorate.

Interviews were conducted between November 28th and December 12th, 2022 using a combination of live landline phones, live cell phones, SMS-to-web, email, and online panel interviews to ensure greater coverage of the population sampled.

The survey included a citywide base sample of 400 interviews, supplemented by oversamples of the Latino, Asian Pacific American (APA), and African American communities to ensure at least 250 unweighted interviews among each group. Respondents were offered the opportunity to take the survey in English or Spanish.

Quotas were assigned and the sample was balanced on gender, age, education, race, party registration, region, and the mayoral vote to accurately reflect demographic characteristics of the Los Angeles electorate and each of the Latino, APA, and African American communities per data from the California Secretary of State, Los Angeles Registrar of voters, U.S. Census, and several distinct voter files. Overall, the sample is 58% Democratic, 13% Republican, and 29% NPP/Other by party registration.

The margin of error for the total sample of 1,005 interviews is $\pm 3.1\%$ at the 95% confidence interval. The margin of error for the 400 base interviews in the city of Los Angeles is $\pm 4.9\%$ at the 95% confidence level, while the samples of 250 Latino voters and 250 African American voters each carry a margin of error of $\pm 6.2\%$ at the 95% confidence level. The margin error for the 257 APA interviews is $\pm 6.1\%$ at the 95% confidence interval. Margin of error is higher for subsamples. Other sources of error not accounted for by the stated statistical margin of error include, but are not limited to, question wording, question order, coverage bias, and response bias.