



STATEMENT OF METHODOLOGY

On behalf of the *Los Angeles Times*, Strategies 360 conducted a mixed-mode survey of 400 registered voters, representative of the Los Angeles City Council District 14 electorate.

Interviews were conducted between January 10th and 16th, 2023 using a combination of live cell phones, live landline phones, and SMS-to-web interviews to ensure greater coverage of the population sampled. Respondents were offered the opportunity to take the survey in English or Spanish.

A registration-based sample was provided by Political Data, Inc. Quotas were assigned and the sample was balanced on gender, age, education, race, party registration, vote history, and geographic region. Weights were developed and assigned to accurately reflect demographic characteristics of the City Council District 14 electorate per data from the Los Angeles City Clerk, Los Angeles County Registrar of Voters, U.S. Census, and several distinct voter files. Overall, the sample is 62% Democratic, 9% Republican, and 29% NPP/Other by party registration.

The margin of error for the total sample of 400 interviews is $\pm 4.9\%$ at the 95% confidence interval. Margin of error is higher for subsamples. Other sources of error not accounted for by the statistical margin of error include, but are not limited to, question wording, question order, coverage bias, and response bias.