For Immediate Release
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The San Fernando Valley Independence Committee and the Hollywood Independence Committee released the following statement in regards to today’s LA Times poll:

“This poll shows what we have known all along—that we are in a historic battle for the hearts and minds of all voters. We are confident that we will win this battle because we have the facts and issues on our side,” said Laurette Healey, Co-Chair of the San Fernando Valley Independence Committee.

“Although we respect the LA Times poll, we feel that their methodology is not as accurate as our own poll. An important distinction is that our sampling methodology takes into account voter turnout. The LA Times poll is based on population, where the Valley is only one third of the city. In reality the Valley typically represents 50% of ballots cast in citywide elections.

“We are confident that when voters have the real facts – not just the spin of the downtown power brokers – they will choose independence. Our poll shows that voters agree with us on the key issues and that we are well positioned to win,” Healey added. “People in Los Angeles are in favor of local control and understand that a more manageable government is a more accountable government. We will be encouraging voters to read all information available, listen to all sides and not simply buy into the arguments of those who are using the influence of their elected positions to attempt to sway public opinion for the sake of their own power,”

Gene La Pietra, president and founder of Hollywood VOTE and the Hollywood Independence Committee said, “Yesterday, we were delighted to announce the endorsement of an independent Hollywood by Lt. Gov. Cruz Bustamante, the highest-ranking Latino official in the country.

“We are sure that, had this poll been conducted after the announcement of the Lt. Governor’s support, the numbers would have looked very different. To use a Laker’s analogy, this is only the first quarter of this game,” said La Pietra. “We have three more quarters in which to win this thing, and we’re going to do it.”

Information on the recent poll conducted on behalf of the San Fernando Independence Committee and the Hollywood Independence Committee by Stephen M. Kinney of Public Opinion Strategies is attached.
To: Those Who May Be Interested  
From: Stephen M. Kinney  
Date: July 2, 2002  
Subject: San Fernando Valley and Hollywood Cityhood Campaign Survey Results

Today's Los Angeles Times contains the results of a poll on creating independent cities in the San Fernando Valley and Hollywood. The findings in this poll are not consistent with the findings of our own polling on this issue. The different findings is most likely is attributable to different polling methodologies. The LA Times methodology is to utilize random digit dialing of adults, and ask them if they are registered to vote or if they intend to register. If these people answer yes to either question, they are included in the sample. Our experience is that many more people say they are registered or intend to register than actually do register to vote or actually vote, thus increasing the number of non-voters in the universe of respondents when utilizing this methodology. Public Opinion Strategies surveys in California utilizing the actual voter file to ensure that only actual registered voters and those who have a history of voting are included in the sample, and that these likely voters can be analyzed. Because we have found a significant discrepancy between those that say they are registered to vote as well as plan to vote and those that are actually registered and do vote we believe our methodology is more precise, and the surveys are more indicative of how the likely electorate views a measure.

A survey was conducted May 30, June 1-6, 2002 among likely general election voters in the City of Los Angeles by Public Opinion Strategies on behalf of Valley Vote and the Hollywood Independence Committee. Six hundred (600) respondents were randomly selected from this particular universe, giving the survey a reliability of a plus or minus 4.0% at a 95% confidence level.

The survey showed that nearly all voters (91%) in the city of Los Angeles are now aware of the upcoming ballot measure to create a new city in the San Fernando Valley. Further, sixty-two percent (62%) of the city’s likely voters said they have heard A LOT about the measure.

The initial ballot test showed the measure with a plurality of support (47%) among city voters. In the proposed new city of the San Fernando Valley (which makes up approximately 40% of the current city), the support was particularly strong with definite supporters outnumbering definite opponents by nearly a 2 to 1 margin. The ballot question was asked in the basic question format likely to be presented to voters in the ballot booth rather than in a voter information format including a fiscal impact statement.

In addition to the strong initial ballot showing, our survey showed that proponents of the cityhood measure have a variety of messages which resonate with Los Angeles voters. The strength of these messages is evidenced by the fact that a second ballot test (administered after voters were informed of the key arguments both for AND against the measure) showed the measure receiving the necessary majority support citywide with support in the San Fernando Valley reaching sixty-four percent (64%) with fifty percent (50%) DEFINITE support.

In summary, the ballot measure to create a new city in the San Fernando Valley is still too close to call, but the “pro” side has an edge due to its effective messages and strong base of support in the proposed new city area.