



David Binder Research

TO: Interested Parties
FROM: David Binder Research
RE: Los Angeles Supervisorial District 3 Voter Survey
Date: Conducted August 17-23, 2022

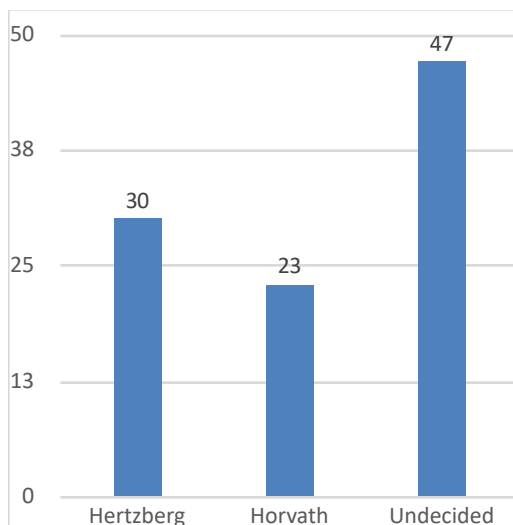
SUMMARY

David Binder Research conducted a recent survey with a sample of 800 likely November 2022 voters in Los Angeles County's 3rd Supervisorial District.

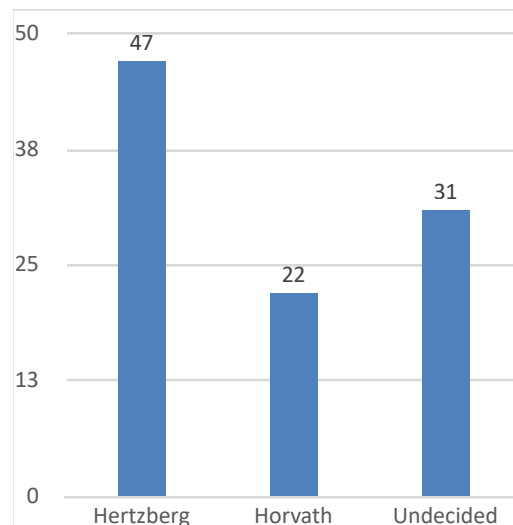
Results show Bob Hertzberg is leading the race over Lindsey Horvath by 7 percentage points at this time and increasing that lead to 25 percentage points after positive and negative messages on both candidates.

Messages from both candidates were taken from campaign communications, public statements, and social media to adequately test communications from both candidates.

Initial Vote



Post Messaging



KEY FINDINGS

PRIMARY ELECTION BRAND AND MESSAGING APPEALS TO GENERAL ELECTION VOTERS:

Hertzberg's message of running to fix the mess in LA County, to be accountable, take responsibility and act decisively to solve homelessness and our mental health crisis is a very compelling message to voters. Notably, his views and plans to help solve the homelessness emergency appeals broadly to voters across the district.

Messages tested included the following language:

Hertzberg knows that the state has shoveled money to LA County, and voters have voted to tax themselves repeatedly to resolve homelessness, but the county has squandered the resources. Now Bob Hertzberg is running for County Supervisor to fix the mess.

Bob Hertzberg knows homelessness is out of control. He says he will take personal responsibility to help solve the homelessness and mental health emergency.

Hertzberg supports the City of LA's initiative to ban homeless encampments 500 feet from schools and day care centers — but says we need a more comprehensive plan countywide to get the unhoused off the streets. Hertzberg will fight to change the law to hold all local governments accountable for providing shelter housing and services and cut red tape by establishing a single governing authority over the county's 88 cities to oversee and coordinate homelessness and ensure effective and immediate solutions.

Significantly, Hertzberg's record on climate and the environment was also a deeply appealing message with voters:

[The Guardian Newspaper](#) called Hertzberg "One of 50 People to Save the Planet." [CBS News](#) said "A Lot of Politicians Talk About Climate Change, Hertzberg is actually doing something about it." He created Los Angeles' first solar manufacturing company and helped pass clean air emission standards.

CONTRAST MESSAGING:

Public Safety:

Hertzberg's record on public safety, reducing crime and his support for investing more in police — is among the strongest messages with likely voters. In contrast, Horvath's record of defunding the police in West Hollywood as well as the fact that she supported and donated to a candidate who declared herself to be a "police abolitionist" were among Horvath's most significant vulnerabilities.

Messages tested included the following language:

Hertzberg created the first DNA crime lab in the country focused on both investigating crime and freeing the innocent. That's why he has been endorsed by every police organization because he is committed to investing in more police officers to improve public safety and ensure that those who commit crimes are arrested.

At a time when crime was skyrocketing in West Hollywood, Horvath voted to defund the police. Horvath was supportive of a City Council candidate who declared herself to be a "police abolitionist," meaning the elimination of police — including those who respond to 911 emergencies.

CONTRAST MESSAGING CONTINUED:

Endorsements:

Notably among all voters, nearly all of Hertzberg's endorsements outperformed Horvath's endorsements as validators. The validators tested included the following:

Hertzberg Supporters

- *Firefighters*
- *Nurses*
- *Local Police*
- *Local businesses*

Horvath Supporters

- *Los Angeles Times*
- *Democratic Party*
- *The incumbent Supervisor*

Abortion Rights

When testing Horvath's messaging and endorsement of Planned Parenthood vs. Bob Hertzberg's legislative record on Planned Parenthood and abortion rights — Hertzberg's record tested a significant 10-points stronger than Horvath's endorsement message.

Messages tested included the following language:

Bob Hertzberg earned a 100% legislative score from Planned Parenthood because he has supported abortion rights and women's rights laws repeatedly in the state legislature. After the Supreme Court overturned Roe v Wade, Hertzberg co-authored a measure that will be on this November's ballot to enshrine abortion rights in the California state Constitution.

Horvath is endorsed by the Planned Parenthood Advocacy Project who says she understands first-hand the importance of comprehensive reproductive health care and access to abortion and has worked tirelessly to ensure services are accessible for residents across West Hollywood, Los Angeles County, and beyond.

CONCLUSION:

Likely voters in the 3rd Supervisorial District have positive impressions of both Hertzberg and Horvath. However, when asked to choose, voters look to Hertzberg's policy positions, experience, depth of knowledge and work ethic – and even after hearing criticisms of both candidates – conclude that Hertzberg is the best candidate to represent the 3rd district on the Board of Supervisors and help move Los Angeles County forward. **Bottom line: Bob Hertzberg is currently leading Lindsey Horvath by 7-points and increases that lead to 25- points after positive and negative messages on both candidates.**

Methodology

David Binder Research conducted 800 online and phone surveys from 17th – 23rd 2022, among registered Los Angeles County Supervisorial District 3 voters likely to vote in November 2022. Participants were contacted via email, text message to their cell number on the voter file, by landline phone, or by cell phone. The survey is subject to a margin of error of $\pm 4.0\%$, and larger among smaller subgroups.