



Where Strategy Meets Science

To: Build With Strength
 From: Brenda Gianiny
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 Date: February 9, 2017
 RE: Los Angeles Voter Poll

Methodology

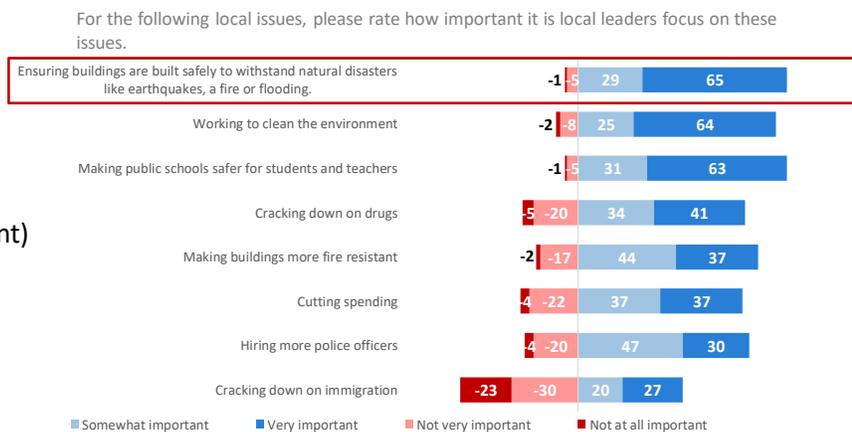
Axis Research conducted a poll of 501 registered voters within the city limits of Los Angeles, California. All interviews were conducted online Monday, February 6th through Wednesday, February 8th. Voters included in the study are representative of the electorate in Los Angeles in terms of age, partisan affiliation, gender and race.

The margin of error on these finding is $\pm 4.47\%$.

Summary of Findings

Los Angeles Voters are clear about their priorities for local leaders. The most important issue for local leaders to focus on – even higher than focusing on making public schools safer for students and teachers – is “ensuring buildings are built safely to withstand natural disasters like earthquakes, a fire or flooding” (95% important). Large majorities of all major demographic groups tested say it’s “VERY important” that local leaders focus on ensuring buildings are built safely, with importance the highest among:

- African Americans (75% VERY important)
- Women (73% VERY important)
- Democrats (73% VERY important)
- Hispanics (71% VERY important)
- Lower income households (71% VERY important)
- Seniors (70% VERY important)





The other two priorities rising to the top with LA voters are “making public schools safer for students and teachers” (94% important), and “working to clean the environment” (90% important). These three priorities make up the first tier of issues voters would like local leaders and elected officials to focus on.

Given these issue priorities, it’s no surprise that Los Angeles voters are overwhelming supportive of a proposal that would “improve the fire resistance of buildings and eliminate light-framed, combustible construction”. Over

nine-in-ten voters (91%) say they would support such a proposal, with nearly half (47%) STRONGLY supportive.

Support for a proposal to improve the fire resistance of buildings and eliminate light-framed, combustible construction crosses party lines, with 83% of Republicans

supporting, 85% of Independents, and 95% of Democrats. Also absent are gender divides (87% of men support and 94% of women), as well as income divides (94% of lower income households support compared to 87% of upper income households).

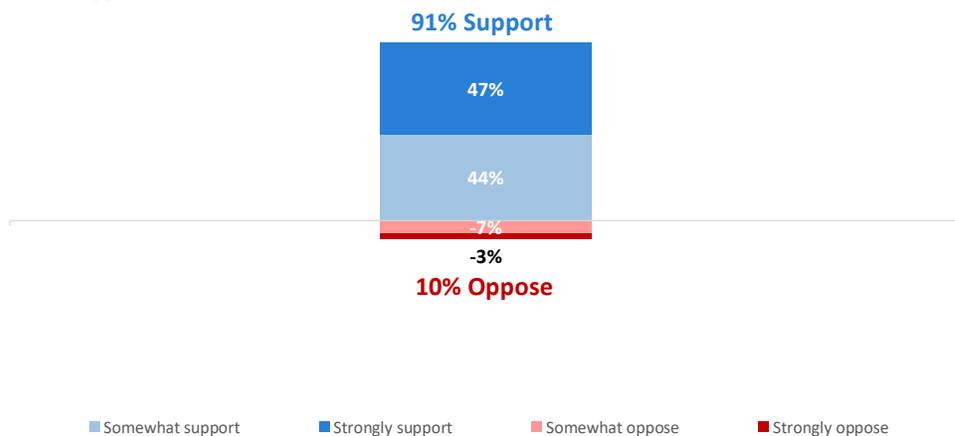
The ordinance is supported because LA voters want City Council to pass new regulations that:

- Keep firefighters safe from collapsing buildings during a fire (95%)
- New ordinances for fire safety in apartment buildings, condos and hotels (92%)
- Require higher quality materials in new construction (91%)
- Ordinances so buildings last longer (90%)
- Requiring concrete or steel in new apartment buildings instead of wood framing (88%).

These are the issues driving voters to support City Council passing a proposal that would improve fire resistance of buildings and eliminate light-framed, combustible construction.

Voters are clear in which material they believe to be the safest for new construction. When presented with a statement from both the concrete industry and the wood industry, voters are much more likely (by a 17-point margin) to agree concrete is safe. A majority (59%) agree that concrete is “just safer...

The city of Los Angeles is considering a proposal to improve the fire resistance of buildings and eliminate light-framed, combustible construction. Overall, do you support or oppose this ordinance?



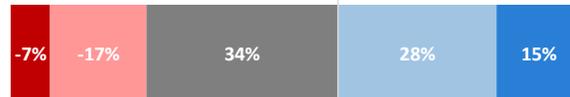


and the people inside will be safer. In contrast, just 42% agree with wood “there is less chance the structure will collapse”.

Concrete buildings are just safer during a catastrophe, be it a fire, earthquake, or flood; the building and the people inside will be safer.



Since wood buildings tend to have numerous nail connections, and therefore more load paths, there is less chance the structure will collapse.



As shown throughout these results, voters in Los Angeles want new apartment buildings, small office buildings and schools in the area to be:

- Strong enough to withstand a natural disaster (97%)
- Fire resistant (95%)
- Not collapse during a fire (94%)
- Energy efficient (94%)

And voters are willing to support a new proposal in the city to accomplish these goals.