

POLLING MEMO

TO: All Interested Parties
FROM: David Wolfson, DecipherAi
DATE: Friday, January 24th
RE: LA County/LA City Polling on Wildfires Government Response

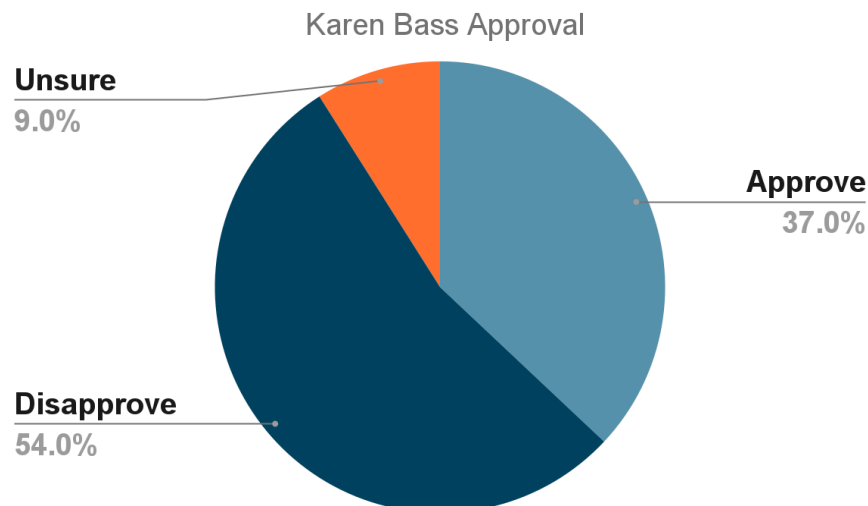
Poll: LA Mayor Bass Blamed for Wildfire Failures

Voters Want New Leadership

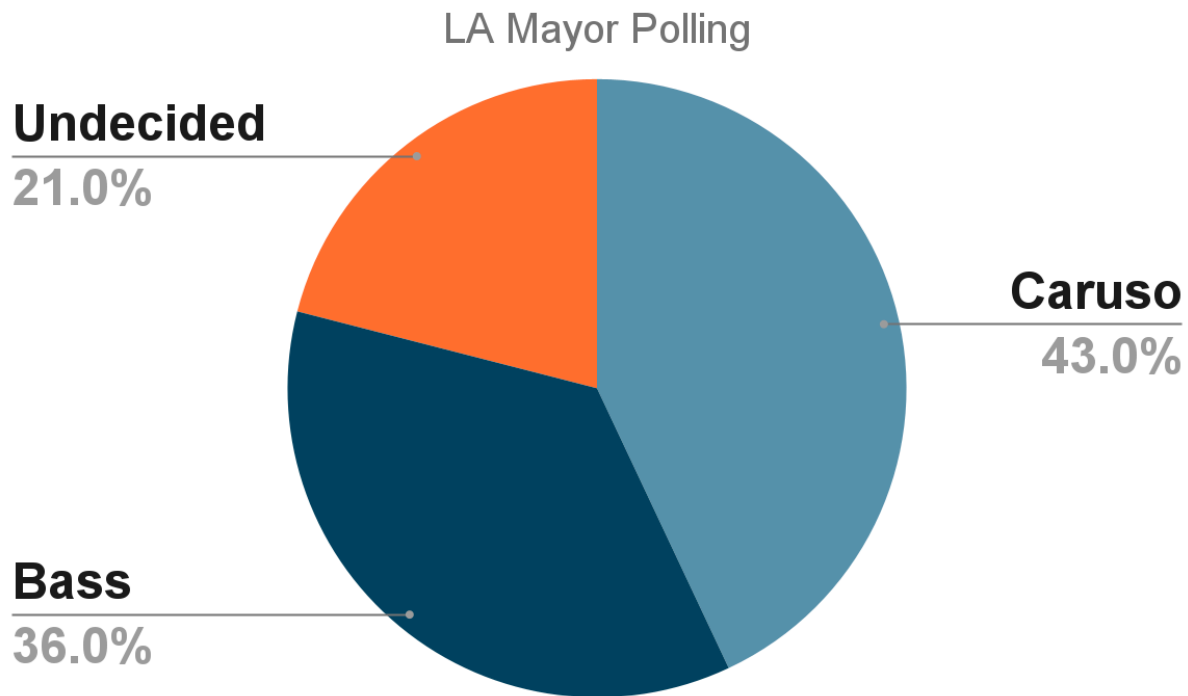
Caruso v. Bass Ballot

- Recent polling was conducted by Pollster David Wolfson of likely voters in Los Angeles County & LA City over January 19th to 22nd.
- Notably, most LA City voters disapprove of the job Mayor Bass is doing in handling the fires by a 17-point margin. Governor Newsom is looked on more favorably, with LA County/City voters showing no appetite to recall him.
- In a simulated General Election 2026 Ballot of likely LA City voters of Rick Caruso v. Karen Bass for Mayor, Caruso is now beating Bass by 7 pts.

Do you approve or disapprove of how Los Angeles Mayor Karen Bass is handling the wildfires in Los Angeles?



If the 2026 Election for Los Angeles City Mayor were held today, for whom would you most likely cast your vote? If you are still undecided on who to vote for, please select undecided.

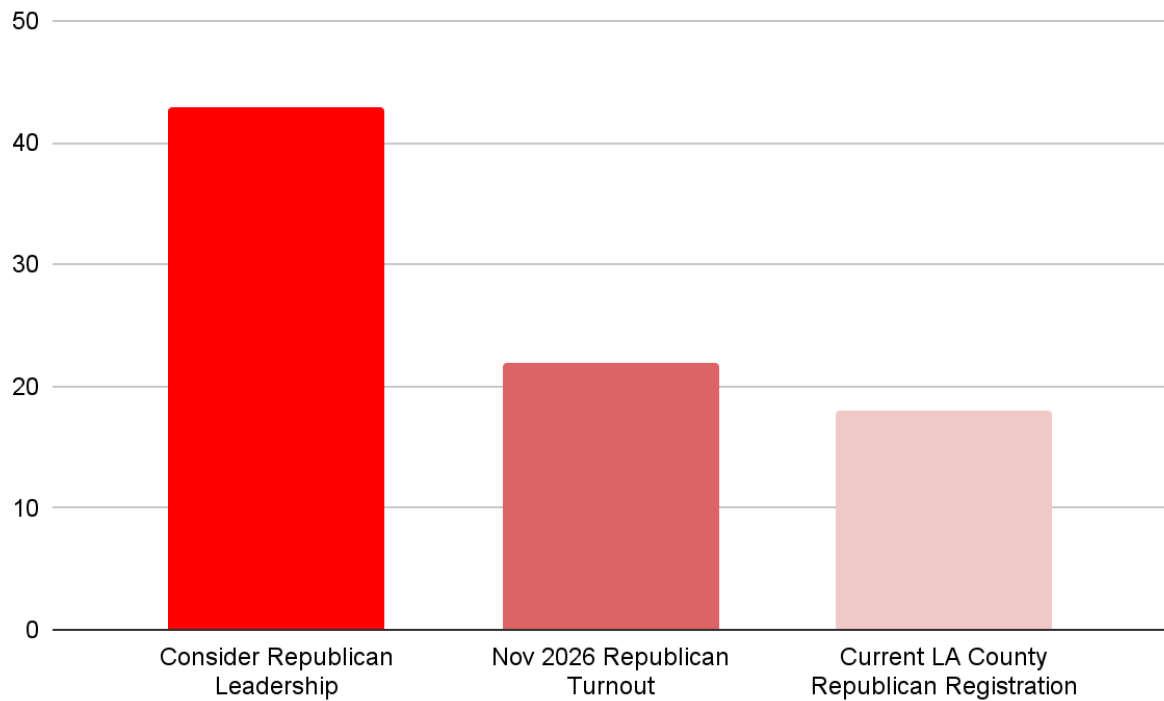
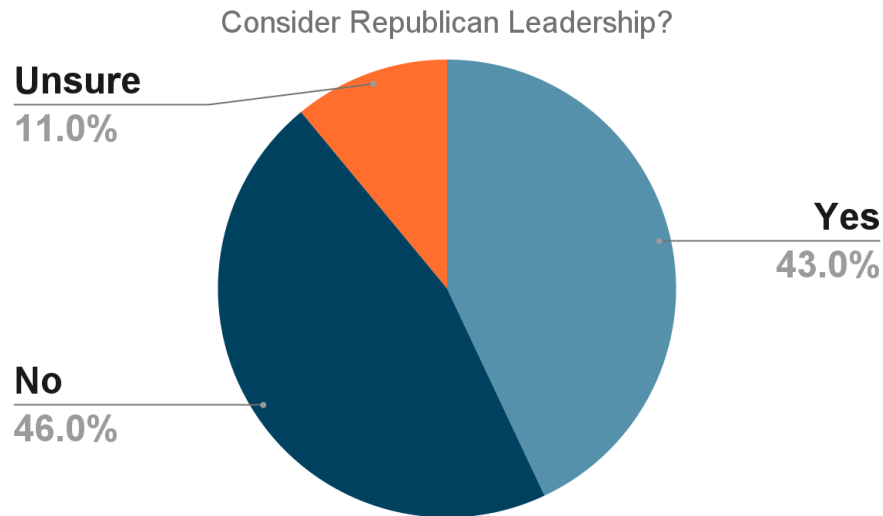


“Rather than follow predictable partisan patterns, voters in LA are fed up with failure and are demanding more competence from their elected officials,” said Owen Brennan, President of Madison McQueen. “Clearly there is an opportunity for new leadership, new ideas, and new direction for Los Angeles.”

Across LA County, most voters say fire hydrants running dry should be cause for political leaders to lose their jobs. Voters also blamed one-party rule for the lack of sufficient water storage.

In the poll, 43% of likely voters would consider Republican leadership in Los Angeles County in the future, significantly outperforming Republican Party registration or predicted electoral turnout.

Given everything you now know, would you now consider Republican leadership in LA County and/or the City of Los Angeles?





Decipher Ai

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The polling was conducted across Los Angeles County, with a subset of responses within the City of Los Angeles. The survey had a 95% Confidence Level, 3% standard margin of error, and n=1134 completed responses in Los Angeles County. In the City of Los Angeles, the survey had 95% Confidence Level, 4% margin of error and n=431.

The poll was sponsored by Madison McQueen, a Los Angeles based media firm that has elected Assembly Members, State Senators and Members of Congress throughout California. David Wolfson, a Pollster and Faculty Lecturer at Columbia University's Political Analytics Graduate Program, completed the poll over a four day timeframe via SMS/Text to Web.