



**TO** Interested Parties

**FROM** John Fairbank, Richard Bernard and Rick Sklarz  
FM3 Research

**RE:** Los Angeles County District Attorney Survey Results

**DATE** November 6, 2023

A survey<sup>1</sup> of Los Angeles County voters who are likely to cast a ballot in the March 2024 primary election shows incumbent George Gascón to be incredibly weak. The survey also finds that in a crowded field of unknown challengers, Prosecutor Eric Siddall stands out as a strong contender. As Figure 1 shows, fewer than two in ten voters support Gascón’s reelection initially (16%) and after hearing a positive statement about him (15%), and it should also be noted that LA County voters rate him unfavorably by more than a two to one margin (24% favorable vs. 53% unfavorable). Among the rest of the field, Eric Siddall is the only candidate who is able to increase his level of support beyond single digits after voters received statements of similar length that provided positive information about each candidate. (The statements were based on publicly available information provided on the candidates’ campaign websites.)

**Figure 1: March Primary Election Vote for Los Angeles County District Attorney**

Candidate	Initial Vote	Vote After Positive Candidate Statements
George Gascón	16%	15%
<b><i>Eric Siddall</i></b>	<b>6%</b>	<b>11%</b>
Jeff Chemerinsky	6%	7%
John McKinney	6%	8%
Debra Archuleta	5%	6%
Jonathan Hatami	5%	6%
Maria Ramirez	3%	5%
Nathan Hochman	3%	5%
Craig Mitchell	3%	3%
Undecided	45%	34%

<sup>1</sup> **Survey Methodology:** From, October 18-23, 2023, FM3 conducted a survey of 634 Los Angeles County voters likely to cast a ballot in the March 2024 Primary Election. Respondents were contacted via text messaging, email and telephones and interviews were conducted online and via landline and cell/mobile telephone by live interviewers. Interviews were conducted in English and Spanish. The sample margin of error for the results is +/-4.0% at the 95% confidence level; the margin of error for population subgroups will be higher. Due to rounding, some percentages may not sum to 100%.

**Eric Siddall is a strong general election candidate who would likely defeat George Gascón in a head-to-head matchup.** As **Figure 2** shows, LA County voters prefer Siddall by a 25-point margin, putting him ahead of the incumbent by more than two to one (48% to 23%). These findings further suggest that Eric Siddall is a strong candidate for District Attorney and would hold a significant advantage over Gascón in a general election.

**Figure 2: Eric Siddall vs. George Gascón General Election Vote for Los Angeles County District Attorney**

Candidate	Percentage
Eric Siddall	48%
George Gascón	23%
Undecided	29%

In sum, this survey shows Eric Siddall to be well-positioned for the LA County District Attorney March primary election. In a large field of candidates that includes an incumbent that most voters regard negatively and do not support, Siddall’s profile distinguishes him. These results suggest that with sufficient resources to communicate with voters and conduct public outreach, Eric Siddall will be a strong candidate in the March primary election and would be the favorite to win a general election against Gascón.