

LA'S POLITICAL CALCULUS

A BRIEF TUTORIAL BY THE @LATDATADESK



**THE DATA DESK IS A TEAM OF REPORTERS AND
PROGRAMMERS IN #DTLA**



WE TURN DATABASES INTO NEWS

**HOW DID WE END
UP WITH THESE
TWO?**



MARCH 5 PRIMARY

1



ERIC GARCETTI
121,930 VOTES

33.1%

2



WENDY GREUEL
106,748 VOTES

29.0%

3



KEVIN JAMES
60,154 VOTES

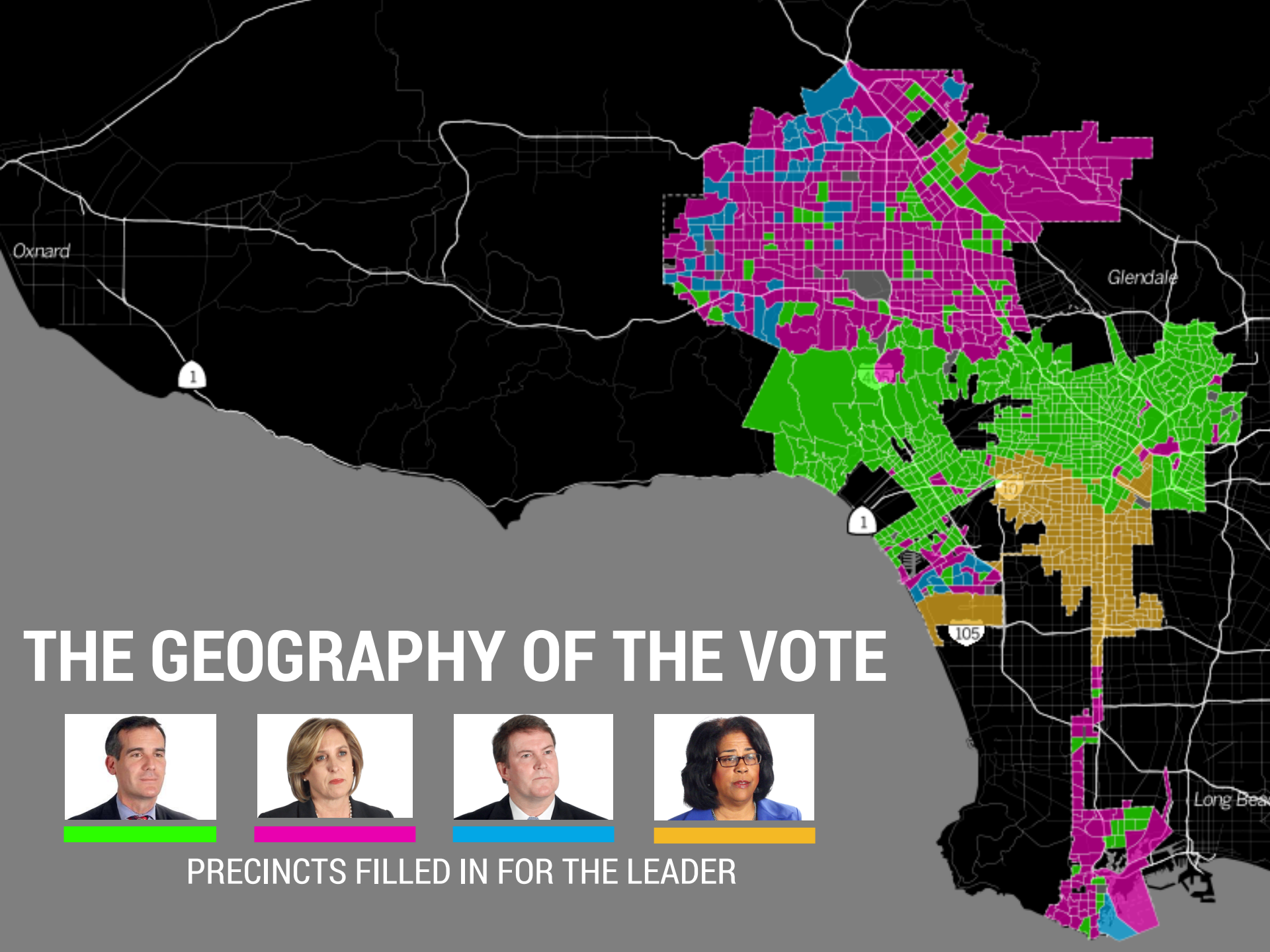
16.3%

4



JAN PERRY
58,472 VOTES

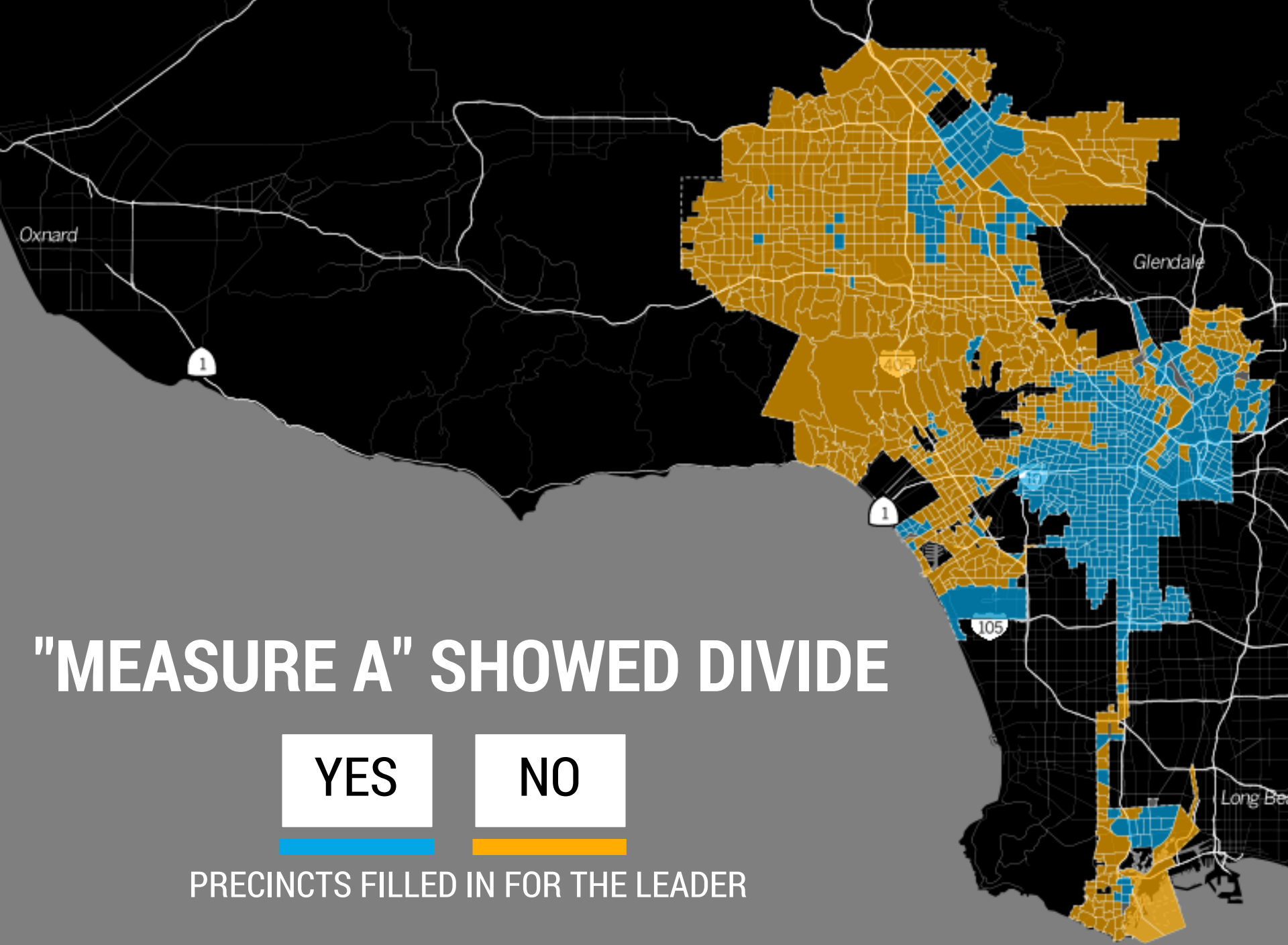
15.9%



THE GEOGRAPHY OF THE VOTE



PRECINCTS FILLED IN FOR THE LEADER



"MEASURE A" SHOWED DIVIDE

YES

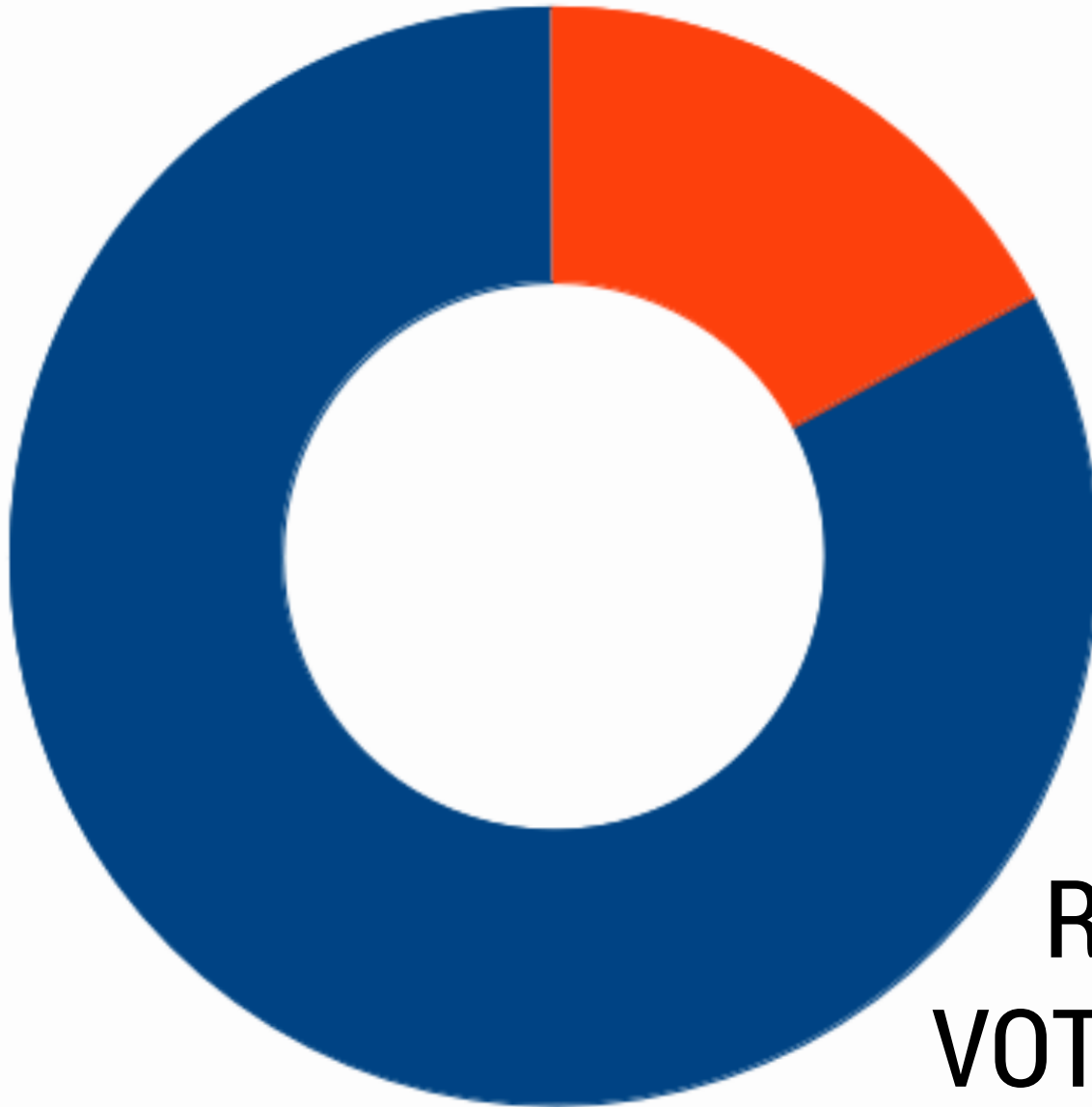
NO

PRECINCTS FILLED IN FOR THE LEADER

CHECK YOUR HOOD

<http://www.latimes.com/mayormap>

MOST PEOPLE DIDN'T VOTE



**20.8% OF
REGISTERED
VOTERS VOTED**

RIDICULOUS!





**THIS WON'T STOP.
WHO CAN I BLAME?**

PEOPLE LIKE THIS MAN...



PEOPLE LIKE THIS MAN...

**JUST LESS
INTERESTING**





THEY AIN'T FREE



KABC-TV GLENDALE
500 CIRCLE SEVEN DRIVE
GLENDALE CA 91201

DATE: 01-28-2013 PAGE: 2 of 5

BUYING TIME - 6205
ATTN: KATHRYN WELSH
650 MASSACHUSETTS AVENUE NW
ATTN: SUITE # 210
WASHINGTON DC 20001

[illegible]

\$1,120



TONIGHT 11PM
EYEWITNESS NEWS



JEOPARDY!

www.jeopardy.com

\$1,600





\$8,000

YOUR FRIENDS AND NEIGHBORS



CAN GIVE UP TO A LIMIT

\$1,300



PER PERSON

\$1,300

\$1,300



PER ELECTION

\$1,300

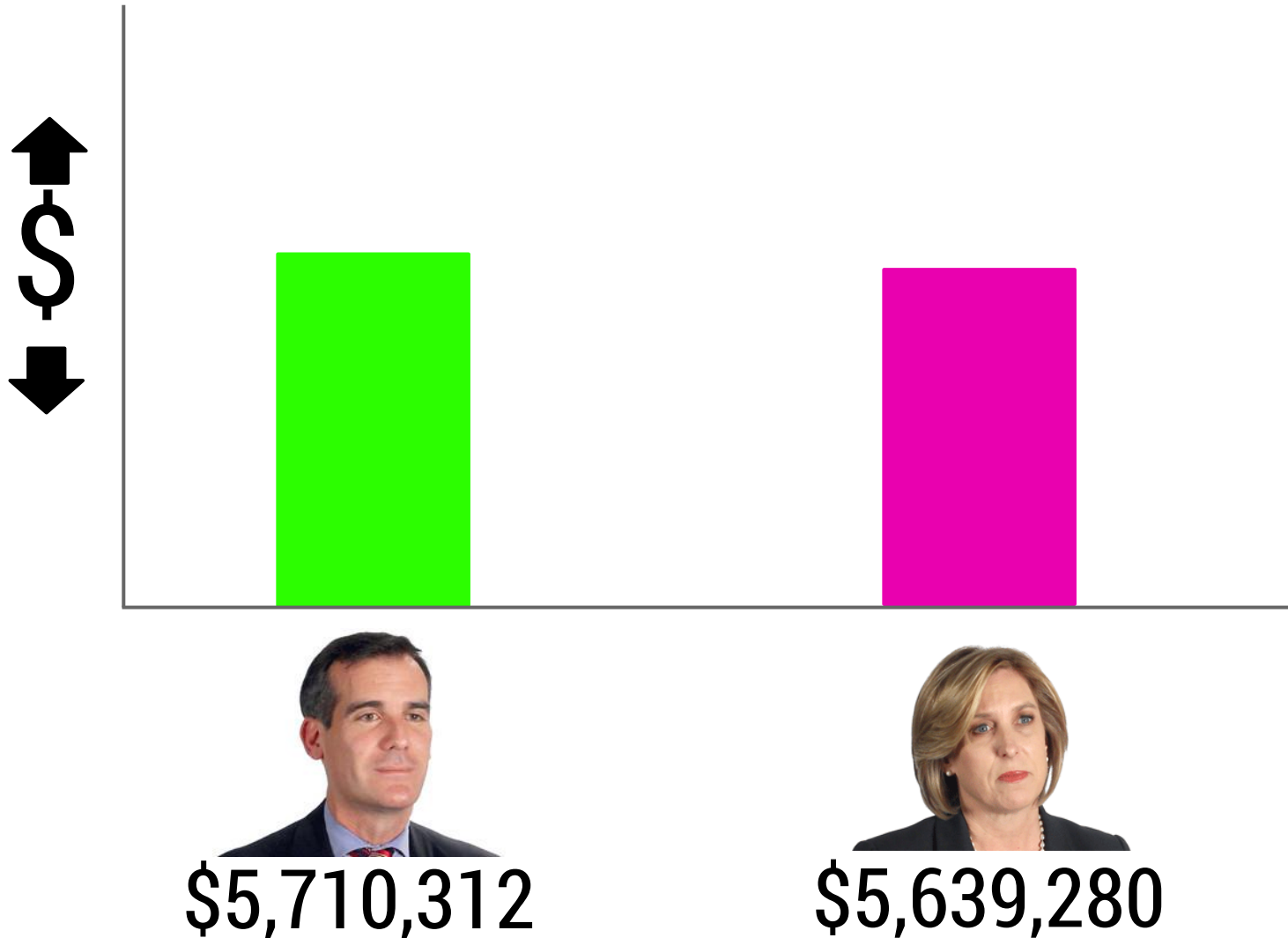
\$1,300

\$1,300

\$1,300



NECK AND NECK?





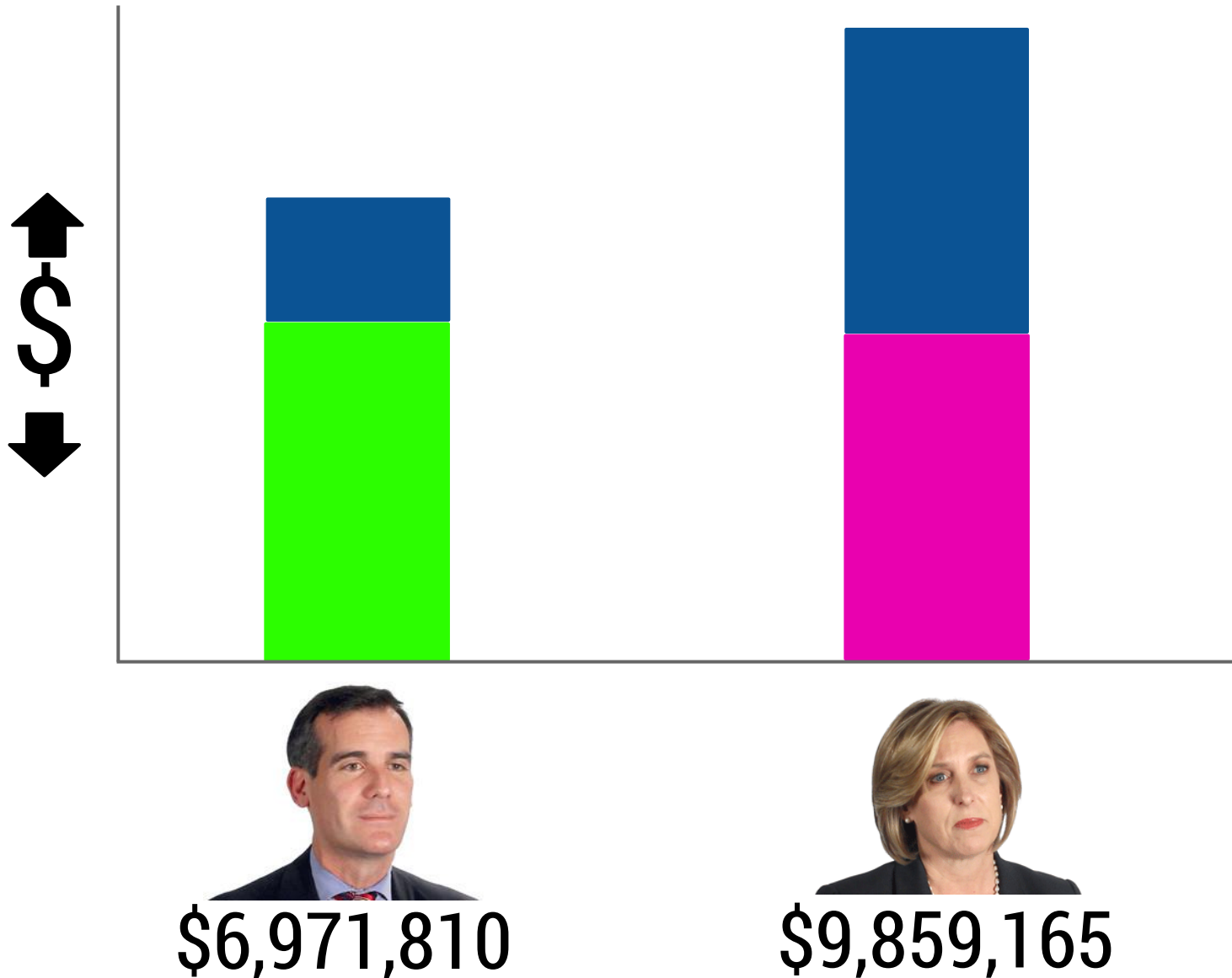
NOT SO FAST!





**INDEPENDENT GROUPS
CAN GIVE UNLIMITED AMOUNTS**

AND THEY HAVE



MOSTLY UNIONS FOR GREUEL



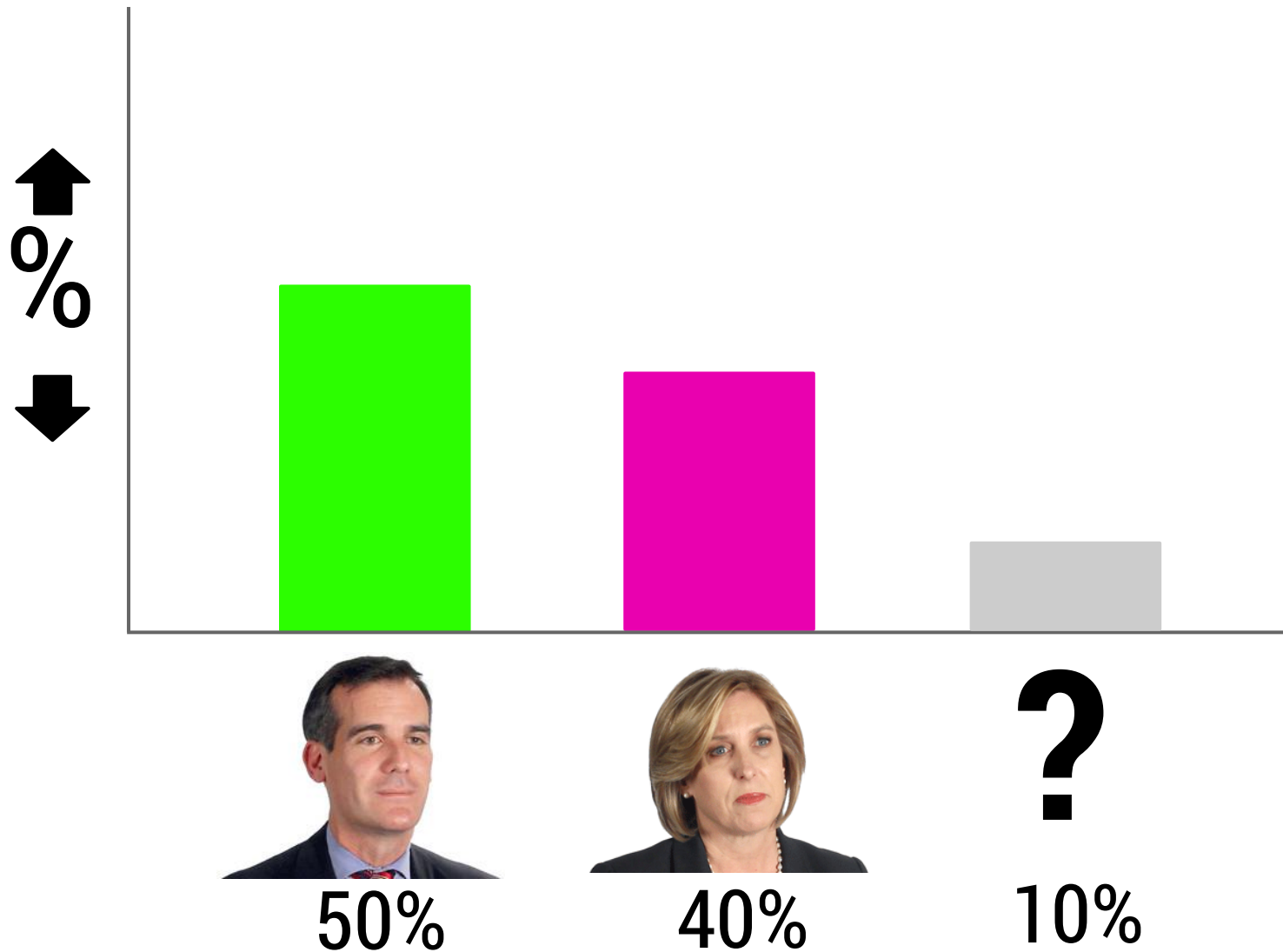
\$3,153,044



ONLY \$12.2 MILLION



STATE OF THE RACE



50%



40%

?

10%

Telephone survey of 500 likely voters, taken Monday through Wednesday. Margin of sampling error of 4.4 percentage points in either direction.



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THE END

