

October 5, 2021

TO: Interested Parties

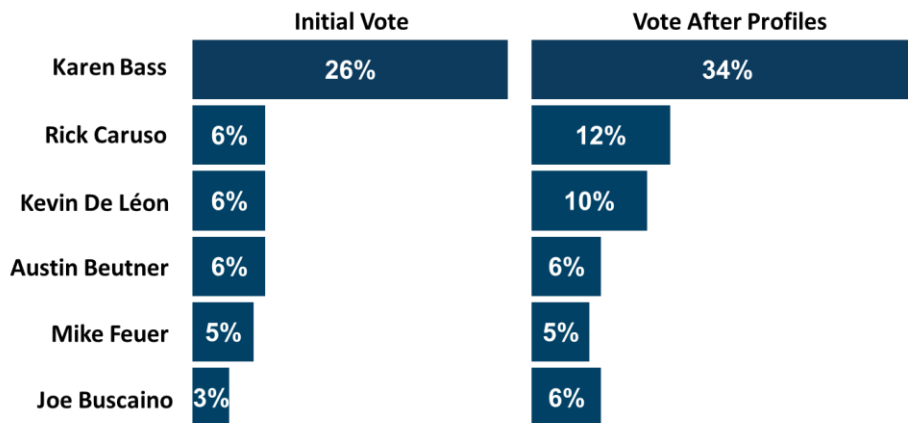
FR: Jonathan Brown

RE: Los Angeles Mayoral Election Voter Research

## Karen Bass in strong position to lead LA Mayoral primary

According to our recent survey of likely 2022 primary voters in the City of Los Angeles, Congresswoman Karen Bass holds several decided advantages over the field and starts the race in a very strong position relative to the other candidates. She is the best known and best liked candidate in the field. Initially, she receives 26% of the vote with a massive 20-point gap between her and the next candidates as shown below. Additionally, after respondents heard brief profiles of each of the candidates, Bass’ lead grows to 22 points as she received more votes from those who were initially undecided.

*Los Angeles Mayoral Primary Ballot Tests*



### Other key findings:

- Bass reaching 34% of the vote after the profiles is significant because the first-place finishers in the open 2005 (Villaraigosa) and 2013 (Garcetti) primaries each received 33% of the vote.
- Bass wins a massive 45% of votes from White Democrats after the profiles – a lead of 33 points over the next highest candidate (De León). Initially, she receives 35% of the White Democratic vote – a 29-point advantage over the field.
- Among Latinos, Bass leads De León by a 2-to-1 margin (28% to 14%) after the profiles. They are statistically tied on the initial vote (Bass leading 16%-14%).
- Bass leads among self-described Progressives, Liberals and Moderates on both votes.
- Candidates currently serving in City government are facing strong political headwinds. Fewer than one-in-three voters believe the City is headed in the right direction (32%) or approve of the City Council’s job performance (31%).
- Karen Bass is uniquely well positioned for this race as a well-known mainstream Democratic figure who is not a part of City government.

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**METHODOLOGY:** Between September 22-25, 2021 Sextant Strategies & Research conducted a multimodal survey among 891 likely March 2022 primary election voters in Los Angeles. Calls were made to both cell phones and land lines and Spanish-language interviews were conducted among respondents who preferred to take the poll in that language. Emails were sent to voters who don’t have phone numbers on the voter file and they were invited to participate online. The estimation error for the results is 3.2%, at the 95% confidence level.

