



Los Angeles Mayor Public Opinion Research Summary

David Binder Research

KEY FINDINGS

A recent survey of likely June primary voters in Los Angeles (and a few who already cast ballots) shows that Congresswoman Karen Bass is in a strong position, despite record breaking campaign spending from Rick Caruso.

Karen Bass benefits from being viewed favorably by a majority of voters, and is someone voters trust and who shares their values.

Key findings include:

- ✓ **Karen Bass and Rick Caruso each receive about one-third of the vote from likely June voters.** Karen Bass leads with 34% of the vote, closely followed by Rick Caruso at 32% of the vote. Kevin de León receives 7% of the vote and other candidates receive 5% of the vote, with 17% undecided.
- ✓ **Congresswoman Bass has strong favorability numbers.** A majority – 54% -- of likely voters view Bass favorably, with only 24% viewing her unfavorably. In contrast, Rick Caruso is viewed favorably by 43% and unfavorably by 40%, including a full one-quarter of the electorate who is ‘strongly unfavorable’ towards Rick Caruso.
- ✓ **Karen Bass is viewed much more positively on key attributes, with voters saying Bass is someone with the right experience, is someone they trust, and someone who shares their values.**
 - By a 20% margin over Caruso, voters say Bass has the right experience.
 - By a 17% margin over Caruso, voters say Bass is someone they trust.
 - By a 16% margin over Caruso, voters say Bass is someone who shares their values.
- ✓ **For voters who do not support Bass or Caruso currently, nearly two-thirds say they would support Bass in November.** Only 15% of these voters say they would support Caruso if he were to face Congresswoman Bass in the runoff.

Survey Methodology

David Binder Research (DBR) conducted a survey of 500 voters in the City of Los Angeles, selected based on prior vote history and screened to determine if they are likely to participate in the June 2022 primary election or had already cast a ballot. The survey was conducted between May 12th and 16th, 2022, with a margin of error of $\pm 4.4\%$. Voters were interviewed by cell phone, landline, and online (email and text to web) utilizing information from the voter file, with interviews conducted in English or Spanish (at the preference of the voter).