



CYGNAL

Survey of Likely Nonpartisan Primary Voters

Los Angeles, California

May 15 - 18, 2026 | n=500 | $\pm 4.38\%$

The Read

Five findings that decide June 2 — anchored to the May survey (n=500)

25%

Pratt informed ballot share

Pratt closes from 22 to 25 on the informed ballot and ties Bass at 25-25; Raman 19; Undecided 16.

-14

Bass H2H margin over Pratt

In a head-to-head, Bass leads Pratt 47-33 with 20% undecided; fractured field is what makes the multi-way ballot close.

58%

City wrong-track sentiment

30% right direction vs 58% wrong-track (net -28); Bass owns this as incumbent, Pratt consumes it as challenger.

9%

Pro-Pratt: Palisades Survivor - Marginal Message Lift

Wildfire identity is the single highest-impact persuasion lever; Outsider Reform and Public Safety tie for second at 5.

+12

NE Valley net Pratt-Bass swing

After messaging, the NE Valley moves Pratt 19→26 and Bass 21→17 — largest geographic movement in the survey.

The Battlefield

Where the LA Mayor primary stands on the closing stretch of the mayoral campaign

1

Pratt closes from 22 to 25 on the informed ballot; Bass flat at 25; Raman 18 to 19.

Pratt gains +3 net while Bass stays flat. Undecideds drop from 19% to 16%. Raman is the binding constraint on Pratt's path to the top-two runoff.

2

In a Pratt-Bass head-to-head, Bass leads 47-33 with 20% undecided.

The H2H gap doubles compared to the multi-way ballot because Bass picks up Raman and other not-Pratt votes when the field collapses; Pratt's opening is the fragmented opposition.

3

City direction sits at 30% right / 58% wrong-track, a net -28 environment.

Among Independents the gap widens to net -38; inside Pratt's LCA Coalition it is net -94. The wrong-track number is Pratt's structural opening but Raman shares access to it.

4

Cost of Living, Homelessness, and City Corruption top the issue stack at 22 / 17 / 13.

Pratt's strongest issue ownership lane is City Corruption; the closing economic argument must translate across all three LCA segments because Cost of Living wins in the Bass and Raman blocs.

5

Pro-Pratt: Palisades Survivor delivers a 9% Cygnal Message Score, nearly double the next-best message.

Outsider Reform and Public Safety tie at 5%; on the contrast side, Anti-Bass: Crime & Homelessness leads at 4% while Budget Mismanagement and Palisades Fire underperform.

The Field

Image landscape across the five candidates tested

1

Trump and Newsom anchor the polarization extremes; Bass, Pratt, and Raman all hover near zero net.

Trump runs net -50; Newsom +14. Bass, Pratt, and Raman all live within ± 5 of zero — three underwater candidates in a wrong-track city.

2

Pratt holds net -12 image with 28% definition gap remaining.

Pratt's 30% favorable / 42% unfavorable is comparable to Bass (-20) and Raman (-6). The closing window is about defining the change candidate, not unwinding entrenched perceptions.

3

Bass's image is structurally fragile: net -20 with 93% definition saturation.

There is essentially no rebuild room for Bass — she cannot raise her own ceiling with paid media, only contrast her opponents down. That structurally favors a Pratt closing campaign anchored in change.

4

Raman holds the highest net image at -6 with the largest still-undefined share (35% no opinion + never heard).

Raman has the most upside and the most downside; the closing question for Pratt is whether her undefined share gets defined as the Democratic alternative or as a niche progressive.

The Audiences

Where the persuadable share lives in the closing days

1

Pratt's Locked-In Coalition (27%) is fully baked; no persuasion runway remains.

97% wrong-track, 65% Trump fav, 84% Pratt fav. Pratt holds 78% initial / 80% informed inside this bloc — closing-week priority is GOTV, not persuasion.

2

The 46% Bass Coalition is the persuasion battleground.

73% Democratic, 24% currently undecided on the initial ballot. Pratt sits at 15% favorable here; this is where every point of Pratt growth comes from in the closing window.

3

The Raman Progressive Wing (27%) is structurally Pratt-hostile.

0% Pratt favorable, 74% Pratt unfavorable, 56% Raman favorable. Treat this segment as a structural ceiling — do not contest, do not antagonize.

4

Independents and Men are the highest-yield cross-segment audiences.

Independents move +5 net Pratt-Bass on the informed ballot; Men move +7 net. Male Independents are the highest-density target inside the Bass Coalition.

5

Geography: NE Valley delivers the biggest swing at +12 net.

NE Valley moves Pratt 19→26 and Bass 21→17. NW Valley is the existing base (Pratt 40% informed). Westside is +2 net and a high-propensity early-vote universe.

The Plan

Five ranked actions driven by Cygnal message scores and persuadable audiences

1

Lead the paid program with Pro-Pratt: Palisades Survivor.

AUDIENCE: Independents +5, Men +7, NE Valley +12 net MESSAGE: Wildfire identity + accountability for displaced families
CHANNEL: TV / streaming / mail with personal-story creative

2

Run a single anti-Bass contrast: Crime & Homelessness — not Budget or Palisades Fire.

AUDIENCE: Independent + Female crossover MESSAGE: Encampments + retail theft accountability CHANNEL: TV / mail; pull Budget Mismanagement (0% Cygnal Message Score) and Palisades Fire (1%)

3

Treat the Raman Progressive Wing as a structural ceiling, not a target.

AUDIENCE: 27% segment; 0% Pratt fav, 74% Pratt unfav MESSAGE: No engagement CHANNEL: Avoid; peel soft Raman supporters inside Bass Coalition only

4

Geography: over-index NE Valley, NW Valley, and the Westside.

AUDIENCE: NE Valley +12 (Pratt 19→26) MESSAGE: Hyperlocal wildfire-recovery testimonials CHANNEL: District-targeted digital + mail

5

Rapid-response readiness for the Reality TV attack.

AUDIENCE: Female + Hispanic + Democrat MESSAGE: Palisades-fire recovery work as credibility response CHANNEL: Social + earned media; do not engage Trump Republican attack (Shapley 0%)

LA at 30% Right Direction / 58% Wrong Track; Net -28 Environment Anchors the Change Frame



"Generally speaking, would you say things in the City of Los Angeles are headed in the right direction or off on the wrong track?"

CITY DIRECTION BREAKDOWN

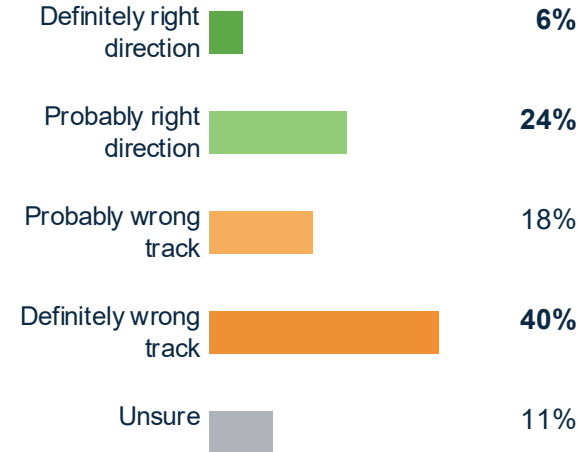
BY AUDIENCE

AUDIENCE

RIGHT DIR

WRONG TRK

NET



AUDIENCE	RIGHT DIR	WRONG TRK	NET
Overall electorate	30%	58%	-28
Male	30%	60%	-30
Female	30%	57%	-27
Under 65	33%	57%	-24
65+	22%	61%	-39
Republicans	15%	82%	-67
Independents	24%	70%	-46
Democrats	37%	47%	-10
White	30%	60%	-30
Hispanic	27%	63%	-36
College+	31%	58%	-27
Non-College	29%	59%	-30

SO WHAT

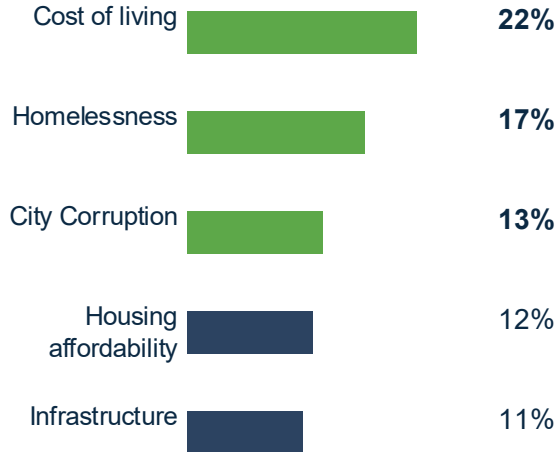
Net -28 right/wrong-track gives Pratt a free change argument. Republicans (-67) and Independents are most disaffected; Pratt's closing economic substance must distinguish his message from both Bass's incumbency and Raman's progressive-reform frame.

Cost of Living 22 and Homelessness 17 Top the Stack; Pratt Owns the City Corruption Lane



"Which one of the following issues is the most important to you when deciding who to vote for in the election for Mayor of Los Angeles?"

TOP-ISSUE DISTRIBUTION (TOP 8)



TOP ISSUE BY AUDIENCE

AUDIENCE	TOP ISSUE	SECOND
Overall electorate	Cost of Living · 22%	Homelessness · 17%
Male	Cost of Living · 19%	Homelessness · 16%
Female	Cost of Living · 26%	Homelessness · 18%
Under 65	Cost of Living · 23%	Homelessness · 15%
65+	Homelessness · 22%	Cost of Living · 21%
Republicans	City Corruption · 26%	Homelessness · 20%
Independents	Cost of Living · 23%	City Corruption · 17%
Democrats	Cost of Living · 25%	Homelessness · 18%
White	Cost of Living · 17%	Homelessness · 17%
Hispanic	Cost of Living · 23%	Homelessness · 21%
College+	Cost of Living · 20%	Homelessness · 16%
Non-College	Cost of Living · 26%	Homelessness · 19%

SO WHAT

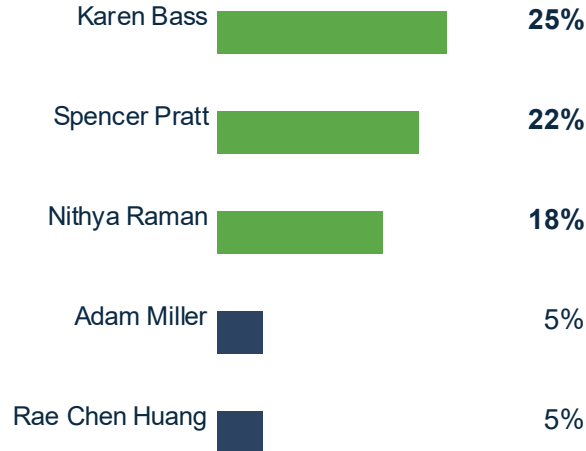
Cost of Living is the universal closing argument for Independents, Democrats, and Under-65. Republicans break for City Corruption — Pratt's strongest ownable lane. Closing media should braid affordability with corruption-accountability framing.

Bass 25, Pratt 22, Raman 18; 19% Undecided



"If the nonpartisan primary election for Los Angeles Mayor were held today, and you had to make a choice, who would you vote for?"

INITIAL BALLOT — TOP NAMES



BALLOT BY AUDIENCE

AUDIENCE	PRATT	BASS	RAMAN	UND
Overall electorate	22%	25%	18%	19%
Male	25%	19%	24%	18%
Female	19%	29%	13%	19%
Under 65	19%	21%	22%	16%
65+	30%	33%	7%	25%
Republicans	71%	5%	8%	10%
Independents	30%	12%	16%	20%
Democrats	7%	36%	22%	19%
White	28%	26%	17%	14%
Hispanic	19%	23%	18%	21%
College+	19%	24%	24%	16%
Non-College	25%	26%	11%	22%

SO WHAT

Pratt dominates Republicans (71%) and leads Independents (30%); Bass holds Democrats (36%), Women, and 65+ voters. Raman draws 22% of Under-65 and is the binding constraint on Pratt's top-two path. Closing target: Male Independents + Under-65.

Pratt Net +2; Bass Net -2; Raman Net +5 — Three Underwater Candidates in a Wrong-Track City



Indicate if you have heard of the person, and whether your opinion is favorable or unfavorable.

	Very Fav	Smt Fav	Smt Unfav	Very Unfav	No Opinion	Never Heard	NET FAV
Trump	14%	9%	6%	67%	4%	1%	-50
Newsom	27%	28%	12%	29%	3%	0%	+14
Bass	11%	25%	21%	35%	5%	2%	-20
Pratt	17%	13%	7%	35%	10%	18%	-12
Raman	9%	20%	12%	23%	15%	20%	-6

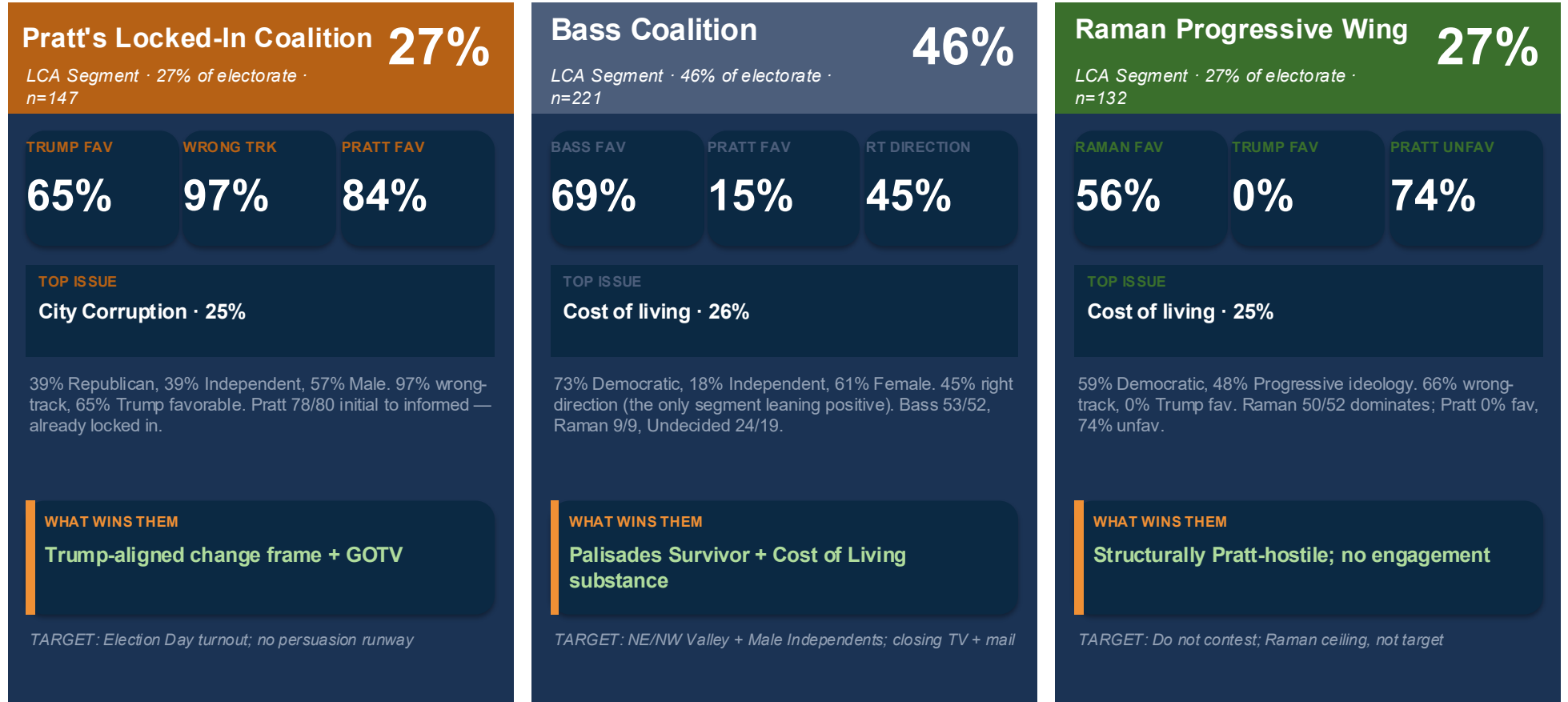
SO WHAT

Trump is the only deeply polarizing figure (net -41); Newsom -16. Bass, Pratt, and Raman all live within ±5 — the race favors whoever consolidates the change argument first.



The Race Lives in the 46% Bass Coalition; Pratt's 27% and Raman's 27% Are Both Baked

LCA segments derived from city direction, top priority, ideology, initial ballot, image, and partisanship.



SO WHAT

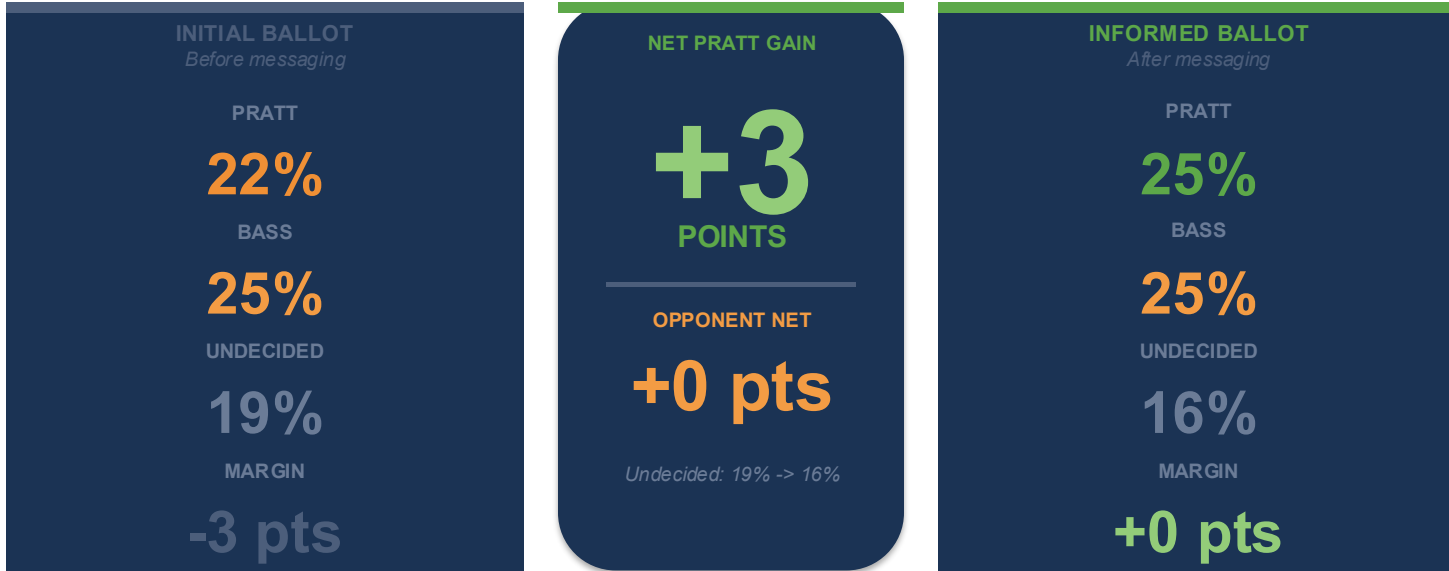
The June 2 race is decided inside the 46% Bass Coalition. Pratt sits at 15% favorable there with 24% currently undecided. Palisades Survivor is the only message that opens that door without antagonizing the Raman wing.

SECTION

Message Effectiveness

Cygnal Message Score persuasiveness, ballot movement, persuadable audiences

Pratt Closes from 22 to 25 (+3); Bass Flat at 25; Race Ties After Exposure



BALLOT DISTRIBUTION - Before vs. After Messaging

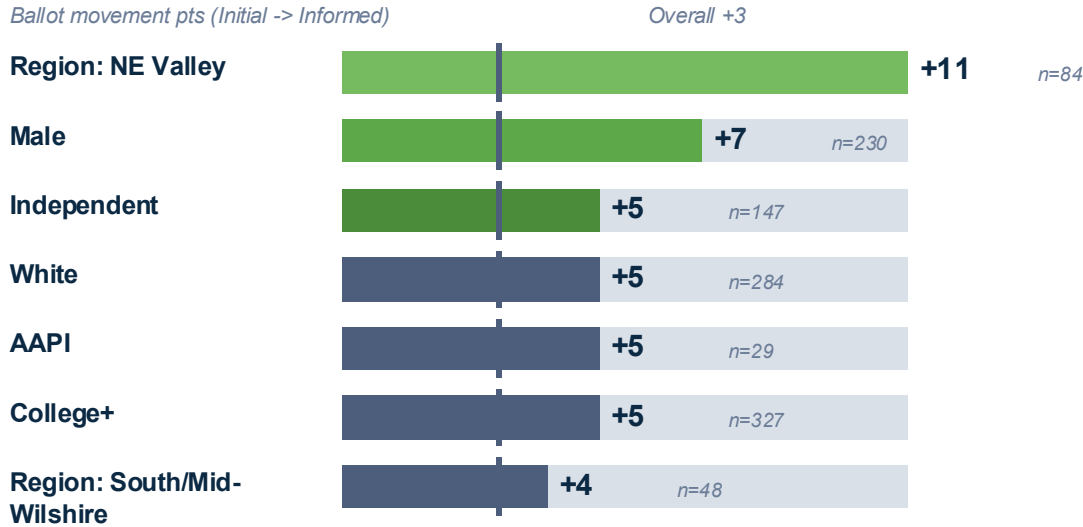
Legend: Pratt (Green), Bass (Orange), Undecided (Grey)



SO WHAT

Pratt gains +3 net on Bass after messaging exposure; the race ties at 25-25 with undecideds dropping from 19 to 16. Raman remains stable at 18-19. The closing five days is about consolidating this +3 swing.

NE Valley +12, Men +7, Independents +5 — Closing Media Targets



#1 MOST MOVABLE
Region: NE Valley
+11 n=84 (17% of electorate)

#2
Male
+7 n=230 (46% of electorate)

#3
Independent
+5 n=147 (29% of electorate)

Overall electorate: +3 pts

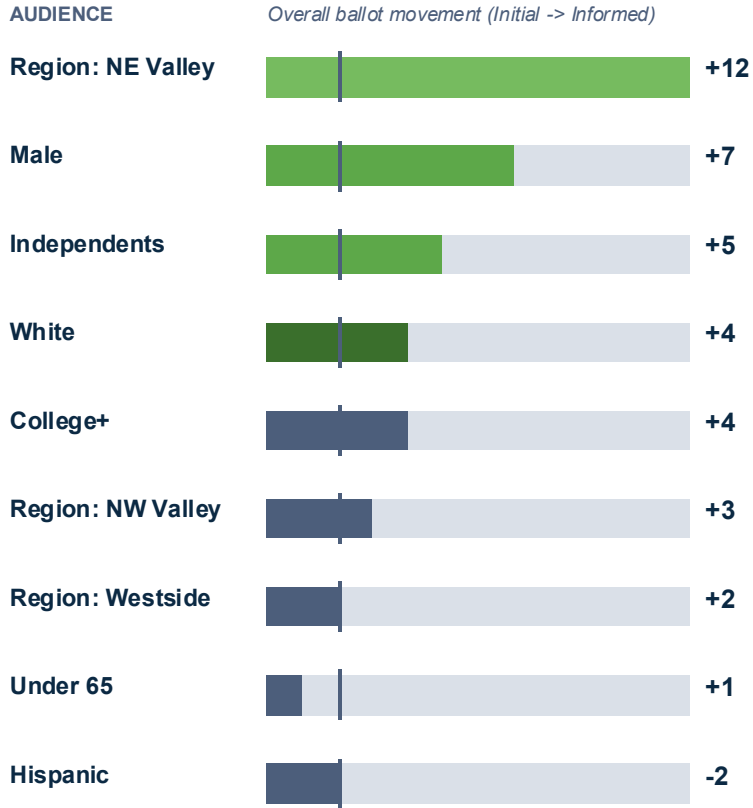
SO WHAT

NE Valley is the biggest persuadable region at +12 net; Men +7, Independents +5. The closing media mix should over-index Male Independents inside the Valley while protecting against Female and Hispanic erosion where Bass gains 2-3 points.



Palisades Survivor Wins Most Movable Audiences; Public Safety Carries NE Valley and Westside

Cygnal Message persuasiveness Score per audience. For each movable subgroup, the message with the largest marginal contribution to Pratt vote probability — controlling for the other messages.



TOP MESSAGE · CYGNAL MESSAGE SCORE WITHIN SUBGROUP

Pro-Pratt: Public Safety	12%
Pro-Pratt: Palisades Survivor	12%
Pro-Pratt: Palisades Survivor	14%
Pro-Pratt: Palisades Survivor	10%
Pro-Pratt: Public Safety	8%
Pro-Pratt: Palisades Survivor	27%
Pro-Pratt: Public Safety	13%
Pro-Pratt: Palisades Survivor	7%
Pro-Pratt: Palisades Survivor	5%

Cygnal Message persuasiveness Score: marginal contribution to Pratt vote probability within each subgroup, controlling for the other messages. Wedge claimed at 5% or higher.

SO WHAT

Palisades Survivor leads in 6 of 9 movable audiences including Male, Independents, White, and NW Valley (Cygnal Message Score 27% — the highest single-audience score in the data). Public Safety wins NE Valley (12%), College+ (8%), and Westside (13%). No anti-Bass message wins any audience once controlled — confirming the anti-Bass attack works best as a single Crime & Homelessness frame layered behind Palisades Survivor, not as a standalone hit.