

October 8, 2026

To: Interested Parties

Fr: Impact Research

Re: **New Poll in LA Mayor's Race Shows Raman Surging to 10-point lead**

New polling of likely 2026 general election voters in the City of Los Angeles shows Nithya Raman with momentum in the final month of the mayoral race, pulling into a 10-point lead as Mayor Karen Bass' popularity plummets. Below are some key takeaways from the poll:

- **Raman leads the mayoral race by 10 points** (43% Raman / 33% Bass / 23% undecided). This marks significant improvement from a month ago, when the race was virtually tied (37% Raman / 38% Bass / 26% undecided). Raman's gains were especially pronounced with Latino voters, who she now leads with by a 22-point margin (48% to 26%).
- **Much of the vote shift is driven by Bass' cratering popularity rating.** Voters today are twice as likely to have unfavorable views of Bass as favorable views (31% favorable / 62% unfavorable). This marks a net 13-point decline since last month (37% favorable / 55% unfavorable).
- **Raman has more growth potential headed into Election Day.** Raman has 77% name ID with room to introduce herself to voters who don't know her yet, while Bass has 92% name ID and voters are more likely to have made their minds up about her. 39% of voters say there is no chance they would vote for Bass. Bass' lower ceiling along with Raman's opportunity to increase her name ID, suggests that Raman can continue to expand her lead in the final weeks.

Findings and recommendations are based on the results of two live phone and text-to-web surveys conducted by Impact Research among likely 2026 general election voters in the City of Los Angeles. The first poll was conducted from August 28th to September 3rd among 700N voters, including a N=600 base sample and a N=100 oversample of Latino voters, and the second from October 2nd to 7th, 2026, among N=773 voters. The margin of error is $\pm 3.7\%$ for the September poll and $\pm 3.5\%$ for the October poll.