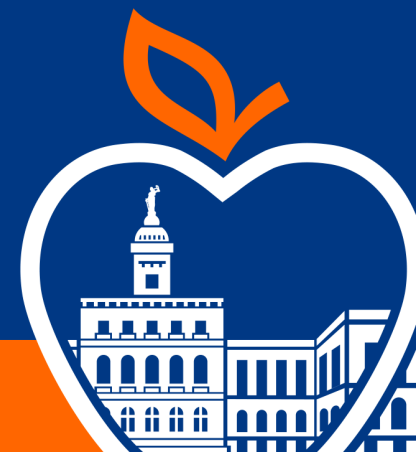


PULSE of the PRIMARY

2021 NYC MAYOR'S RACE



Presented by



Poll Report

March 2021

About Pulse of the Primary

Pulse of the Primary: 2021 NYC Mayor's Race is a recurring series of quantitative likely voter surveys providing insights on the Democratic primary election for mayor. Sponsored by Fontas Advisors and Core Decision Analytics, the three-part poll series takes an independent look at the race as well as key issues on the minds of New York City voters.

Visit PulseOfThePrimary.com for the latest reports, analysis, and to subscribe to receive updates.

Methodology

On behalf of Fontas Advisors, Core Decision Analytics (CODA) conducted N=800 live telephone interviews (landline & cell) among New York City Democratic primary likely voters from March 15-18, 2021. Interviews were sampled from the NYC voter file and all likely voters interviewed had to say they are registered to vote as a Democrat in one of the five boroughs and that they will "definitely" or "probably" vote in the June primary. The overall margin of error is +/-3.46% at the 95% confidence interval and higher for subgroups.

Where applicable, tracked findings reflect the January Pulse of the Primary study, conducted online from January 20-25, 2021 among N=842 New York City Democratic primary likely voters.

NOTE: This Poll Report contains all questions in the March survey presented in the order in which they were asked (with the exception of screens and demographics which are at the end of the report for ease of review). Findings in certain tables are displayed ranked based on results; however, when appropriate to do so, certain choices in the survey (such as candidate names) were presented in a randomized rotation in an effort to minimize order bias. Some percentages may add to more or less than 100% due to rounding and where applicable volunteered responses are denoted by "(Vol.)".

About Fontas Advisors

Fontas Advisors is a boutique government affairs consultancy focused on the New York metropolitan area. Leveraging our strong knowledge of city and state administrations combined with our robust network honed over decades over experience, we drive results by serving the next-generation needs of corporations, nonprofits, and trade associations. Learn more at fontasadvisors.com

About Core Decision Analytics

Core Decision Analytics (CODA) provides actionable opinion insights and cutting-edge data analytics programs grounded in trustworthy quantitative, qualitative, and advanced analytics methods. CODA leverages decades of experience in over 20 countries on behalf of governments, campaigns, business organizations, associations, and corporate clients. Learn more at coredecision.com

PULSE of the PRIMARY

2021 NYC MAYOR'S RACE



1. Generally speaking, would you say things in New York City are...

NYC Democratic Primary Likely Voters (%)	
Headed in the right direction	52
Headed down the wrong track	34
Don't know / not sure (Vol.)	14

2. Thinking about the upcoming election for New York City mayor, how important is the following issue to you?

NYC Democratic Primary Likely Voters (%)	EXTREMELY+VERY IMPORTANT	Extremely important	Very important	Somewhat important	Only a little important	Not at all important	Don't know / not sure (Vol.)
Vaccine distribution and stopping the spread of COVID-19	91	60	31	5	1	2	1
Improving public education	88	50	38	9	2	1	1
Creating new jobs and opportunities	86	44	42	12	1	1	1
Homelessness	85	45	40	11	2	1	1
Healthcare, not including COVID-19	84	46	38	12	2	1	1
Crime and safety	83	45	38	14	2	1	0
Re-opening businesses and the economy	83	39	44	14	1	1	2
Police reform	78	45	33	13	3	4	2
Climate change	78	41	37	15	1	4	2
Increasing the supply of housing	76	41	35	17	3	3	2
Improving public transportation	76	34	42	19	3	1	1

3. It has been one year since COVID-19 pandemic disrupted life and society in New York City. Thinking ahead to March 2022, one year from now, do you think things in New York City will be...

NYC Democratic Primary Likely Voters (%)	
Better than things were prior to the pandemic	37
Back to the way things were before the pandemic	21
About the same as things are today	25
Worse than now	9
Don't know / not sure (Vol.)	7



4. In the next election, New Yorkers will use a new system called “ranked choice voting.” How much have you heard, read, or seen recently about “ranked choice voting”?

NYC Democratic Primary Likely Voters (%)	MARCH	JANUARY
A lot	15	12
Some	23	29
Not much	19	24
Nothing at all	41	34
Don't know / not sure (Vol.)	2	n/a

5. I would like to read you the names of some of the people who might be on the ballot in the June Democratic primary for mayor. Please tell me if this is someone you have heard of, or not.

AWARENESS	MARCH			JANUARY “Yes, heard of”
	Yes, heard of	No, not heard of	Don't know / not sure (Vol.)	
Andrew Yang	85	14	1	84
Scott Stringer	64	36	0	66
Eric Adams	62	37	1	60
Shaun Donovan	44	55	1	33
Maya Wiley	42	58	1	33
Ray McGuire	38	60	1	25
Kathryn Garcia	29	71	0	33
Dianne Morales	27	72	1	25

6. If the Democratic Primary for mayor were held today and the following candidates were running, who would you vote for?

FIRST CHOICE	MARCH (NAME ONLY)	JANUARY* (NAME + DESCRIPTION)
Andrew Yang	16	28 Andrew Yang, entrepreneur and former Democratic presidential primary candidate
Eric Adams	10	17 Eric Adams, Brooklyn Borough President
Maya Wiley	6	8 Maya Wiley, lawyer and civil rights activist
Scott Stringer	5	13 Scott Stringer, NYC Comptroller
Ray McGuire	4	2 Ray McGuire, finance executive
Shaun Donovan	2	8 Shaun Donovan, Obama administration official
Kathryn Garcia	2	2 Kathryn Garcia, former NYC Sanitation Commissioner
Dianne Morales	2	2 Dianne Morales, non-profit executive
Someone else	1	*
Undecided	50	19 Undecided / Don't know

*NOTE REGARDING TRACKING: January survey choices included ‘name and description’ for each candidate. January candidate list also included “Zach Iscol, non-profit executive and former Marine” (1%). JANUARY QUESTION WORDING: “If the Democratic Primary election for mayor of New York City were held today and you had to choose from one of the following, which would you vote for?”



7. **ONLY AMONG THE 50% OF LIKELY VOTERS WHO INDICATE A CANDIDATE PREFERENCE:**
 Do you think you would DEFINITELY or PROBABLY vote for [CANDIDATE] as your first choice?

STRENGTH OF SUPPORT	ONLY AMONG THOSE WHO INDICATE A CANDIDATE PREFERENCE (%)							
	Among the 16% who say Yang (1 st choice)	Among the 10% who say Adams (1 st choice)	Among the 6% who say Wiley (1 st choice)	Among the 5% who say Stringer (1 st choice)	Among the 4% who say McGuire (1 st choice)	Among the 2% who say Donovan (1 st choice)	Among the 2% who say Garcia (1 st choice)	Among the 2% who say Morales (1 st choice)
Definitely	48	60	52	40	28	46	31	42
Probably	49	38	38	52	66	54	59	58
Don't know / not sure (Vol.)	3	2	11	7	6	0	10	0

8. **ONLY AMONG THE 50% OF LIKELY VOTERS WHO INDICATE A CANDIDATE PREFERENCE:**
 And if you could have a second choice candidate for mayor, who would you vote for? If you only have a first choice candidate OR if you are undecided, just say so. Here again are the names of the candidates.

SECOND CHOICE	ONLY AMONG THOSE WHO INDICATE A CANDIDATE PREFERENCE (%)							
	Among the 16% who say Yang (1 st choice)	Among the 10% who say Adams (1 st choice)	Among the 6% who say Wiley (1 st choice)	Among the 5% who say Stringer (1 st choice)	Among the 4% who say McGuire (1 st choice)	Among the 2% who say Donovan (1 st choice)	Among the 2% who say Garcia (1 st choice)	Among the 2% who say Morales (1 st choice)
Andrew Yang	n/a	21	21	14	26	0	17	0
Eric Adams	14	n/a	12	9	29	14	0	6
Maya Wiley	8	9	n/a	11	3	13	5	29
Scott Stringer	9	14	7	n/a	7	11	22	32
Ray McGuire	1	7	5	2	n/a	11	10	0
Shaun Donovan	5	5	7	6	10	n/a	10	0
Kathryn Garcia	3	8	8	4	5	5	n/a	12
Dianne Morales	2	0	4	13	0	5	5	n/a
I only have a first choice candidate	8	9	2	0	10	10	0	0
I am undecided about a second choice	51	28	33	41	9	30	30	22



DEMOGRAPHICS

9. Which of the following ranges includes your age? Just stop me when I get to the right one.

NYC Democratic Primary Likely Voters (%)	
18-34	23
35-49	24
50-64	26
65 and over	27
Don't know / prefer not to answer (Vol.)	0

10. Are you yourself of Hispanic or Latino origin or descent, such as Puerto Rican, Dominican, Mexican, or some other Latin American or Spanish background?

NYC Democratic Primary Likely Voters (%)	
Yes	20
No	79
Don't know / prefer not to answer (Vol.)	1

11. **AMONG THE 80% WHO SAY THEY ARE NOT HISPANIC / LATINO:** What is your race?

NYC Democratic Primary Likely Voters (%)	
White	45
African American / Black	41
Asian	6
Something else	2
Hispanic / Latino (Vol.)	0
Don't know / prefer not to answer (Vol.)	5

12. **RACE / ETHNICITY (CODED BASED ON RESPONSES TO PRIOR QUESTIONS)**

NYC Democratic Primary Likely Voters (%)	
WHITE (NON-HISPANIC)	36
BLACK (NON-HISPANIC)	33
HISPANIC / LATINO	20
ASIAN	5
OTHER	6

13. What is your gender?

NYC Democratic Primary Likely Voters (%)	
Male	39
Female	61
Other (Vol.)	0
Don't know / prefer not to answer (Vol.)	1



NYC DEMOCRATIC PRIMARY LIKELY VOTER SCREENS

14. Are you currently registered to vote in New York City?

NYC Democratic Primary Likely Voters (%)	
Yes	100
No	*
Don't know / unsure	*

*By definition, all had to say they are currently registered to vote in New York

15. With which political party are you currently registered?

NYC Democratic Primary Likely Voters (%)	
Democratic Party	100
Republican Party	*
Independent or not affiliated with any party	*
Other	*
None	*
Don't know / not sure	*

*By definition, all had to say they registered as a Democrat

16. This June, there will be a New York City Democratic primary election for Mayor and other offices. How likely are you to vote in that election? Will you...

NYC Democratic Primary Likely Voters (%)	
Definitely vote	79
Probably vote	21
Might or might not vote	*
Probably not vote	*
Definitely not vote	*
Don't know / prefer not to answer (Vol.)	*

*By definition, all had to say they will "definitely" or "probably" vote

17. What borough of New York City are you currently registered to vote?

NYC Democratic Primary Likely Voters (%)	
Bronx	16
Brooklyn	33
Manhattan	25
Queens	23
Staten Island	3
Other / don't know / not sure (Vol.)	*

*By definition, all had to say that they are registered to vote in one of the five boroughs