PULSE of the PRIMARY
2021 NYC MAYOR'S RACE

Key Findings
May 2021
2021 NYC Mayoral Race: Timeline of key dates

- **PULSE of the PRIMARY (January 20-25)**
  - CFB filing deadline (Jan 15)

- **PULSE of the PRIMARY (March 15-18)**
  - Petitioning starts (March 2)
  - SEIU 1199 endorses Wiley (Feb 19)
  - Lindsey Boylan Cuomo allegations
  - CFB filing deadline & matching funds disbursed (March 15)
  - Petitioning ends (March 29)

- **PULSE of the PRIMARY (May 15-19)**
  - Matching funds disbursement (April 15)
  - Certification deadline (April 26)
  - CFB filing deadline (May 21)
  - New York Post endorses Adams (May 10)
  - NY Daily News endorses Garcia (May 16)
  - First televised debate (May 13)
  - New York Times endorses Garcia (May 10)

**Timeline Events**

- **January**
  - Jan 6: Yang campaign launch
  - Presidential inauguration

- **February**
  - First TV ads aired for Donovan & McGuire (Feb 9)

- **March**
  - SEIU 1199 endorses Wiley (Feb 19)
  - Lindsey Boylan Cuomo allegations

- **April**
  - New Yorkers age 16+ eligible for vaccine (April 6)
  - New York Post endorses Adams (May 10)
  - NY Daily News endorses Garcia (May 16)

- **May**
  - Jean Kim Stringer allegations
  - First televised debate (May 13)
  - New York Times endorses Garcia (May 10)

- **June**
  - Start of Early Voting (June 12)
  - Election Day (June 22)
Methodology

On behalf of Fontas Advisors, Core Decision Analytics (CODA) conducted N=800 live telephone interviews (landline & cell) from Saturday May 15 – Wednesday May 19, 2021 among NYC Democratic Primary election likely voters.

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.

Volunteered responses indicated by “(Vol.)”.

Some percentages may add to more or less than 100% due to rounding.

Full poll results available at PulseOfThePrimary.com

Where relevant, tracked findings reflect the following previous Fontas/CODA Pulse of the Primary studies:

- March 15-18: N=800 live telephone interviews among NYC Democratic Primary likely voters
- January 20-25: N=842 online interviews among NYC Democratic Primary likely voters
Insights On
CANDIDATE AWARENESS
All eight major candidates have +50% name ID

I would like to read you the names of some of the people who will be on the ballot in the June Democratic primary for mayor. Please tell me if this is someone you have heard of, or not.
Several candidates have experienced dramatic rise in “Name ID”: Garcia (+26), McGuire & Morales (+24), Donovan (+21).
Insights On
THE STATE OF THE RACE
Entering the final stretch, here's the state of the race: (Direct comparison of March ⇒ May)

**March**
- Andrew Yang: 16%
- Eric Adams: 10%
- Maya Wiley: 6%
- Scott Stringer: 5%
- Ray McGuire: 4%
- Shaun Donovan: 2%
- Kathryn Garcia: 2%
- Dianne Morales: 2%
- Someone else: 1%
- Undecided: 50%

**May**
- Andrew Yang: 8%
- Eric Adams: 13%
- Maya Wiley: 5%
- Scott Stringer: 4%
- Ray McGuire: 2%
- Shaun Donovan: 2%
- Kathryn Garcia: 8%
- Dianne Morales: 7%
- Someone else: 1%
- Undecided: 50%

**QUESTION TEXT**: Please tell me which of these would you vote for as your first choice if the election were held today, or are you undecided?

**NOTE**: Some percentages may add to more or less than 100% due to rounding.
A deeper-dive under the hood to understand the horserace

Please tell me which of these would you vote for as your first choice if the election were held today, or are you undecided?

Do you think you would DEFINITELY or PROBABLY vote for [X] as your first choice?

FOLLOWUP IF UNDECIDED

I know you said you are undecided for first choice, though which candidate – if any – do you lean towards?

NOTE: Some percentages may add to more or less than 100% due to rounding.
Entering the final stretch, here’s the state of the race:

Please tell me which of these would you vote for as your first choice if the election were held today, or are you undecided? [INCLUDING FOLLOWUP: I know you said you are undecided for first choice, though which candidate – if any – do you lean towards?]

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Vote %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eric Adams</td>
<td>18%</td>
</tr>
<tr>
<td>Andrew Yang</td>
<td>13%</td>
</tr>
<tr>
<td>Kathryn Garcia</td>
<td>11%</td>
</tr>
<tr>
<td>Maya Wiley</td>
<td>9%</td>
</tr>
<tr>
<td>Dianne Morales</td>
<td>9%</td>
</tr>
<tr>
<td>Scott Stringer</td>
<td>7%</td>
</tr>
<tr>
<td>Ray McGuire</td>
<td>4%</td>
</tr>
<tr>
<td>Shaun Donovan</td>
<td>4%</td>
</tr>
<tr>
<td>Someone else</td>
<td>1%</td>
</tr>
<tr>
<td>True Undecided</td>
<td>26%</td>
</tr>
</tbody>
</table>

NOTE: Some percentages may add to more or less than 100% due to rounding.
The leading contenders each have noticeable advantages across key demographics: gender, age, race, and boro.

Please tell me which of these would you vote for as your first choice if the election were held today, or are you undecided? (INCLUDING FOLLOWUP: I know you said you are undecided for first choice, though which candidate – if any – do you lean towards?)

<table>
<thead>
<tr>
<th>All NYC Dem Primary Likely Voters (%)</th>
<th>Gender</th>
<th>Age</th>
<th>Race</th>
<th>Boro</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>M</td>
<td>F</td>
<td>18-34</td>
<td>35-49</td>
</tr>
<tr>
<td>Eric Adams 18</td>
<td>18</td>
<td>18</td>
<td>10</td>
<td>17</td>
</tr>
<tr>
<td>Andrew Yang 13</td>
<td>13</td>
<td>13</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>Kathryn Garcia 11</td>
<td>12</td>
<td>10</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Maya Wiley 9</td>
<td>9</td>
<td>10</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Dianne Morales 9</td>
<td>10</td>
<td>8</td>
<td>27</td>
<td>6</td>
</tr>
<tr>
<td>Scott Stringer 7</td>
<td>7</td>
<td>6</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Ray McGuire 4</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Shaun Donovan 4</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Someone else 1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>True Undecided 26</td>
<td>21</td>
<td>29</td>
<td>21</td>
<td>31</td>
</tr>
</tbody>
</table>
With less than a month until the election, the majority of NYC voters are now aware of ranked choice voting.

The upcoming Democratic primary for mayor will use a new system called “ranked choice voting.” How much have you heard, read, or seen recently about “ranked choice voting”?

- **JAN**
  - 12% “A lot”
  - 29% “Some”
  - 24% Just a little
  - 34% Nothing at all

- **MAR**
  - 15% “A lot”
  - 23% “Some”
  - 19% Just a little
  - 41% Nothing at all

- **MAY**
  - 27% “A lot”
  - 30% “Some”
  - 15% Just a little
  - 26% Nothing at all

Overall, 72% have heard, read, or seen “a lot” or “some” or “just a little” recently about RCV.
Nearly 1 in 3 say they plan only pick a “first choice”

As you may know, ranked choice voting means you can rank candidates. This means you can vote not only for your first choice candidate, but also pick a second choice, up to five.

Thinking about the race for mayor, do you plan to rank a second candidate, or do you plan to only vote for your first choice candidate?
Younger, white, Manhattanites much more likely to say they plan to rank more than one candidate for mayor.

Thinking about the race for mayor, do you plan to rank a second candidate, or do you plan to only vote for your first choice candidate?

<table>
<thead>
<tr>
<th>All NYC Dem Primary Likely Voters (%)</th>
<th>Gender</th>
<th>18-34</th>
<th>35-49</th>
<th>50-64</th>
<th>65+</th>
<th>Race</th>
<th>Boro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, will pick a second</td>
<td>57</td>
<td>60</td>
<td>54</td>
<td>71</td>
<td>55</td>
<td>57</td>
<td>45</td>
</tr>
<tr>
<td>No, will only vote for first choice</td>
<td>30</td>
<td>27</td>
<td>31</td>
<td>20</td>
<td>32</td>
<td>31</td>
<td>35</td>
</tr>
<tr>
<td>Don't know / not sure (Vol.)</td>
<td>14</td>
<td>13</td>
<td>14</td>
<td>9</td>
<td>13</td>
<td>12</td>
<td>20</td>
</tr>
</tbody>
</table>
Significant disparities noticeable among who plans to rank versus those who say they might only vote for a first choice

Thinking about the race for mayor, do you plan to rank a second candidate, or do you plan to only vote for your first choice candidate?

<table>
<thead>
<tr>
<th>All NYC Dem Primary Likely Voters (%)</th>
<th>Among the 18% who say Adams 1st choice</th>
<th>Among the 13% who say Yang 1st choice</th>
<th>Among the 11% who say Garcia 1st choice</th>
<th>Among the 9% who say Wiley 1st choice</th>
<th>Among the 9% who say Morales 1st choice</th>
<th>Among the 7% who say Stringer 1st choice</th>
<th>Among the 4% who say McGuire 1st choice</th>
<th>Among the 4% who say Donovan 1st choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, will pick a second</td>
<td>57</td>
<td>50</td>
<td>87</td>
<td>72</td>
<td>74</td>
<td>69</td>
<td>56</td>
<td>40</td>
</tr>
<tr>
<td>No, will only vote for first choice</td>
<td>30</td>
<td>43</td>
<td>43</td>
<td>10</td>
<td>13</td>
<td>21</td>
<td>23</td>
<td>41</td>
</tr>
<tr>
<td>Don't know / not sure (Vol.)</td>
<td>14</td>
<td>9</td>
<td>7</td>
<td>3</td>
<td>15</td>
<td>5</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>
Ranked choice analyses inconclusive, especially given how many uncertain are about 1st choice – let alone 2nd choice

AMONG THOSE WHO SAY THEY WOULD RANK SECOND CHOICE CANDIDATE

AMONG THOSE WHO PLAN TO RANK A SECOND CANDIDATE: Who is your second choice candidate for mayor?

<table>
<thead>
<tr>
<th>AMONG THOSE WHO SAY THEY WOULD RANK SECOND CHOICE CANDIDATE</th>
<th>Among the 18% who say Adams 1st choice</th>
<th>Among the 13% who say Yang 1st choice</th>
<th>Among the 11% who say Garcia 1st choice</th>
<th>Among the 9% who say Wiley 1st choice</th>
<th>Among the 7% who say Morales 1st choice</th>
<th>Among the 7% who say Stringer 1st choice</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>48% say they have a 2nd choice</td>
<td>50% say they have a 2nd choice</td>
<td>87% say they have a 2nd choice</td>
<td>72% say they have a 2nd choice</td>
<td>74% say they have a 2nd choice</td>
<td>69% say they have a 2nd choice</td>
</tr>
<tr>
<td>Eric Adams</td>
<td>N/A</td>
<td>31</td>
<td>17</td>
<td>18</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Andrew Yang</td>
<td>19</td>
<td>N/A</td>
<td>7</td>
<td>12</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Kathryn Garcia</td>
<td>10</td>
<td>10</td>
<td>N/A</td>
<td>13</td>
<td>25</td>
<td>29</td>
</tr>
<tr>
<td>Maya Wiley</td>
<td>8</td>
<td>11</td>
<td>22</td>
<td>N/A</td>
<td>54</td>
<td>13</td>
</tr>
<tr>
<td>Dianne Morales</td>
<td>2</td>
<td>2</td>
<td>14</td>
<td>17</td>
<td>N/A</td>
<td>5</td>
</tr>
<tr>
<td>Scott Stringer</td>
<td>25</td>
<td>8</td>
<td>11</td>
<td>9</td>
<td>3</td>
<td>N/A</td>
</tr>
<tr>
<td>Ray McGuire</td>
<td>13</td>
<td>5</td>
<td>10</td>
<td>16</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Shaun Donovan</td>
<td>8</td>
<td>12</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Undecided / don't know (Vol.)</td>
<td>14</td>
<td>21</td>
<td>17</td>
<td>14</td>
<td>13</td>
<td>16</td>
</tr>
</tbody>
</table>
Pulse of the Primary is a three-part polling series examining the 2021 Democratic primary for NYC mayor. Sponsored by Fontas Advisors, these polls are independent and not affiliated with any candidate campaign nor any independent expenditure effort for or against a particular candidate.