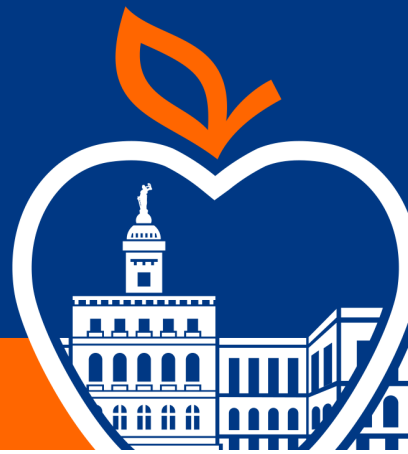


PULSE^{of the} PRIMARY

2021 NYC MAYOR'S RACE



Presented by



Poll Report

February 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

Core Decision Analytics conducted N=842 online interviews among New York City Democratic primary likely voters from January 20-25, 2021. By definition, all likely voters had to say they currently live in one of the five boroughs, are registered to vote as a Democrat, and will "definitely" or "probably" vote in the June primary election for NYC Mayor and other offices.

The overall margin of error is +/-3.38% at the 95% confidence interval.

This report contains all questions in the January 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, 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.

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 of 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

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- We will present you the names of some of the people who might run in the June Democratic primary for mayor. Please indicate if you have heard of this person.

NYC Democratic Primary Likely Voters (%)	Yes – heard of	No – never heard of	Not sure	NO or NOT SURE
Andrew Yang	84	12	4	16
Scott Stringer	66	24	9	33
Eric Adams	60	30	10	40
Kathryn Garcia	33	54	13	67
Shaun Donovan	33	53	15	68
Maya Wiley	33	55	13	68
Ray McGuire	25	61	14	75
Dianne Morales	25	62	13	75
Zach Iscol	12	74	13	87

- Next we will present you some additional information you might hear about each of these candidates for mayor. With this information in mind, how likely are you to consider voting for this candidate?

NYC Democratic Primary Likely Voters (%)	DEF + PROB + MIGHT	DEF + PROB	Definitely would vote for this candidate	Probably would consider	Might or might not consider	Probably not consider	Definitely would not vote for this candidate
Andrew Yang , entrepreneur and former Democratic presidential primary candidate	90	64	24	40	26	6	4
Eric Adams , Brooklyn Borough President	89	50	17	33	39	8	4
Scott Stringer , NYC Comptroller	89	51	15	36	38	9	3
Shaun Donovan , Obama administration official	87	47	14	33	40	10	3
Maya Wiley , lawyer and civil rights activist	85	45	14	31	40	11	5
Kathryn Garcia , former NYC Sanitation Commissioner	81	35	8	27	46	15	4
Dianne Morales , non-profit executive	73	27	6	21	46	21	6
Ray McGuire , finance executive	67	22	5	17	45	24	8
Zach Iscol , non-profit executive and former Marine	70	24	4	20	46	23	7

- 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?

	NYC Democratic Primary Likely Voters (%)
Andrew Yang , entrepreneur and former Democratic presidential primary candidate	28
Eric Adams , Brooklyn Borough President	17
Scott Stringer , NYC Comptroller	13
Shaun Donovan , Obama administration official	8
Maya Wiley , lawyer and civil rights activist	8
Kathryn Garcia , former NYC Sanitation Commissioner	2
Ray McGuire , finance executive	2
Dianne Morales , non-profit executive	2
Zach Iscol , non-profit executive and former Marine	1
Undecided / Don't know	19



4. Which of the following issues is MOST IMPORTANT TO YOU when considering the candidates running in the Democratic primary for NYC mayor?

	NYC Democratic Primary Likely Voters (%)
Preventing the spread of COVID / vaccine distribution	30
Reopening the economy / job creation	19
Crime and safety	16
Healthcare access	9
Housing	7
Homelessness	6
Police reform	6
Education	5
Public transportation	2

5. Voters often consider a variety of attributes when evaluating different candidates for mayor. Thinking about the upcoming election NYC mayor, how important is the following attribute when you consider a potential mayoral candidate? Someone who...

NYC Democratic Primary Likely Voters (%)	Extremely + Very + Somewhat	Extremely + Very	Extremely important	Very important	Somewhat important	Only a little important	Not at all important
Has a detailed plan on an issue you care about	97	87	47	40	10	2	1
Has a broad plan on many issues	96	81	40	41	15	3	1
Has proven experience in government / public sector	95	72	34	38	23	4	2
Has proven experience in business / private sector	77	44	16	28	33	14	9
Has held elected office before	76	39	15	24	37	15	9
Is from similar part of the city as you	47	27	13	14	20	17	35
Comes from similar racial or ethnic background as you	40	20	9	11	20	15	45
Shares my gender	28	16	7	9	12	14	59

6. If you had to choose from just the following, which would you say is the most important attribute when considering a candidate?

	NYC Democratic Primary Likely Voters (%)
Broad plan on many issues	40
Detailed plan on an issue you care about	32
Prior experience	22
Demographically similar to you	6



7. Please indicate how strongly you agree or disagree with the following statement.

NYC Democratic Primary Likely Voters (%)	TOTAL AGREE	TOTAL DISAGREE	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
It's understandable that many people decided to temporarily leave NYC during the peak of the pandemic.	80	20	33	47	14	6
People who temporarily left NYC during the peak of the pandemic had access to resources and abilities not available to most typical New Yorkers.	72	28	33	39	22	6
The pandemic caused a significant negative impact on my household finances.	57	43	26	31	26	17
If I had the ability, I would consider moving out of NYC permanently.	47	53	19	28	24	29
My family would have a better future if we left NYC permanently.	42	58	15	27	31	27
People who temporarily left NYC during the peak of the pandemic made life more difficult for those who did not or could not leave.	39	61	13	26	38	23

8. 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 (%)
A lot	12
Some	29
Not much	24
Nothing at all	34



DEMOGRAPHICS

9. For statistical purposes only, what is your age? (CODED INTO CATEGORIES)

	NYC Democratic Primary Likely Voters (%)
18-34	24
35-49	23
50-64	26
65+	27

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	80

11. (AMONG THOSE WHO SAY THEY ARE NOT HISPANIC / LATINO) What is your race?

	NYC Democratic Primary Likely Voters (%)
African American /Black	41
White / Caucasian	45
Asian	6
Other	8

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	43
Female	57
Other	0



14. Regardless of how you might be registered to vote, do you consider yourself a...

	NYC Democratic Primary Likely Voters (%)
Democrat	94
Republican	1
Independent	4
Something else	0

15. What is the highest level of education that you've had the opportunity to complete?

	NYC Democratic Primary Likely Voters (%)
High school graduate or less	15
Some college but did not finish	17
Two year college degree	11
Four year college degree	34
Post-graduate degree	23

16. For statistical purposes only, which of the following categories best represents your total household income for 2020?

	NYC Democratic Primary Likely Voters (%)
Less than \$20,000	11
\$20,000-\$34,999	11
\$35,000-\$49,999	15
\$50,000-\$74,999	19
\$75,000-\$99,999	15
\$100,000-\$149,999	14
\$150,000 or more	12
Don't know / prefer not to answer	4

17. What county do you live in? (CODED – COUNTY / BOROUGH)

	NYC Democratic Primary Likely Voters (%)
BRONX	16
KINGS (BROOKLYN)	33
NEW YORK (MANHATTAN)	25
QUEENS	23
RICHMOND (STATEN ISLAND)	3
OTHER COUNTY / NOT NYC	*

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



NYC DEMOCRATIC PRIMARY LIKELY VOTER SCREENS

18. Are you currently registered to vote in the state of New York?

	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

19. Are you registered to vote as a...?

	NYC Democratic Primary Likely Voters (%)
Democrat	100
Republican	*
Independent	*
Something else	*
Blank / none of the above	*
Don't know / unsure	*
Prefer not to answer	*

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

20. In June of 2021, there will be a New York City Democratic primary election for Mayor and other elected offices. Thinking about that election, will you...

	NYC Democratic Primary Likely Voters (%)
Definitely vote	84
Probably vote	16
Might or might not vote	*
Probably not vote	*
Definitely not vote	*

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