# TOPLINE & METHODOLOGY

*NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.*

*NOTE: \* = less than 0.5%, - = no respondents*

**Annotated Questionnaire:**

S3. Which borough do you live in?

|  | Total | Likely Voters |
|---|---|---|
| The Bronx | 16 | 16 |
| Brooklyn | 30 | 28 |
| Manhattan | 21 | 26 |
| Queens | 27 | 26 |
| Staten Island | 5 | 4 |
| Skipped | - | - |

S4. Do you have children in the following age groups in your household?

|  | Total | Likely Voters |
|---|---|---|
| Under 5 years old | 9 | 10 |
| 5 to 12 years old | 18 | 18 |
| 13 to 17 years old | 12 | 15 |
| 18 or older | 24 | 24 |
| I do not have any children in my household | 49 | 49 |
| Skipped | * | * |

# TOPLINE & METHODOLOGY

QUESTION 1 WITHHELD FOR FUTURE RELEASE

2.  Are you currently registered to vote in New York City, or not?

| | Total | Likely Voters |
|---|---|---|
| Yes, registered to vote at my current address | 74 | 100 |
| No, not registered to vote at my current address | 25 | - |
| Skipped | * | - |

3.  Do you plan to register to vote in New York City before the citywide **primary elections** for mayor, comptroller, and other offices, taking place this June?

| Base: Not registered to vote | Total (n=733) | Likely Voters |
|---|---|---|
| Yes | 25 | - |
| No | 75 | - |
| Skipped | * | - |

4. **[If registered to vote]** What political party are you registered with? **[If plan to register to vote]** What political party do you plan to register with?

| Base: Registered to vote/plan to register to vote | Total (n=2,955) | Likely Voters |
|---|---|---|
| Democratic party | 63 | 99 |
| Republican party | 13 | - |
| Conservative party | 2 | - |
| Working Families party | 1 | 1 |
| No party affiliation | 21 | - |
| Skipped | * | - |

5. How likely are you to vote in the citywide **Democratic primary** election for mayor, comptroller, and other offices this June?

| Base: Registered to vote/plan to registered to vote | Total (n=2,955) | Likely Voters |
|---|---|---|
| 1 – Completely certain I will not vote | 11 | - |
| 2 | 3 | - |
| 3 | 2 | - |
| 4 | 2 | - |
| 5 | 7 | - |
| 6 | 5 | * |
| 7 | 9 | 5 |
| 8 | 11 | 10 |
| 9 | 8 | 14 |
| 10 – Completely certain I will vote | 33 | 71 |
| Don't know | 9 | - |
| Skipped | * | - |
| *Mean* | *7.1* | *9.5* |

QUESTIONS 6-7 WITHHELD FOR FUTURE RELEASE

8. How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

| Total Familiar (Very + Somewhat) Summary | Total | Likely Voters |
|---|---|---|
| Andrew Yang | 55 | 77 |
| Scott Stringer | 42 | 61 |
| Eric Adams | 39 | 53 |
| Shaun Donovan | 27 | 35 |
| Maya Wiley | 26 | 36 |
| Ray McGuire | 26 | 32 |
| Kathryn Garcia | 25 | 29 |
| Dianne Morales | 22 | 25 |

# TOPLINE & METHODOLOGY

8. How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

| Maya Wiley | Total | Likely Voters |
|---|---|---|
| Very familiar | 9 | 12 |
| Somewhat familiar | 18 | 24 |
| Not very familiar | 20 | 18 |
| Have heard of them, but that's it | 14 | 15 |
| Have not heard of them | 39 | 30 |
| Skipped | * | * |
| *Total familiar (net)* | *26* | *36* |
| *Total heard of (net)* | *60* | *69* |

| Eric Adams | Total | Likely Voters |
|---|---|---|
| Very familiar | 14 | 21 |
| Somewhat familiar | 25 | 32 |
| Not very familiar | 17 | 12 |
| Have heard of them, but that's it | 14 | 12 |
| Have not heard of them | 29 | 22 |
| Skipped | * | * |
| *Total familiar (net)* | *39* | *53* |
| *Total heard of (net)* | *70* | *77* |

| Shaun Donovan | Total | Likely Voters |
|---|---|---|
| Very familiar | 8 | 10 |
| Somewhat familiar | 20 | 25 |
| Not very familiar | 21 | 20 |
| Have heard of them, but that's it | 17 | 17 |
| Have not heard of them | 35 | 27 |
| Skipped | * | * |
| *Total familiar (net)* | *27* | *35* |
| *Total heard of (net)* | *65* | *73* |

| Dianne Morales | Total | Likely Voters |
|---|---|---|
| Very familiar | 6 | 8 |
| Somewhat familiar | 16 | 17 |
| Not very familiar | 22 | 22 |
| Have heard of them, but that's it | 14 | 15 |
| Have not heard of them | 43 | 39 |
| Skipped | * | - |
| *Total familiar (net)* | *22* | *25* |
| *Total heard of (net)* | *57* | *61* |

8. How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

| Kathryn Garcia | Total | Likely Voters |
|---|---|---|
| Very familiar | 6 | 8 |
| Somewhat familiar | 19 | 22 |
| Not very familiar | 22 | 23 |
| Have heard of them, but that's it | 13 | 11 |
| Have not heard of them | 40 | 37 |
| Skipped | * | * |
| *Total familiar (net)* | *25* | *29* |
| *Total heard of (net)* | *60* | *63* |

| Andrew Yang | Total | Likely Voters |
|---|---|---|
| Very familiar | 22 | 33 |
| Somewhat familiar | 34 | 44 |
| Not very familiar | 15 | 10 |
| Have heard of them, but that's it | 16 | 9 |
| Have not heard of them | 13 | 4 |
| Skipped | * | * |
| *Total familiar (net)* | *55* | *77* |
| *Total heard of (net)* | *87* | *96* |

| Ray McGuire | Total | Likely Voters |
|---|---|---|
| Very familiar | 7 | 9 |
| Somewhat familiar | 19 | 24 |
| Not very familiar | 21 | 22 |
| Have heard of them, but that's it | 16 | 17 |
| Have not heard of them | 36 | 28 |
| Skipped | * | * |
| *Total familiar (net)* | *26* | *32* |
| *Total heard of (net)* | *63* | *72* |

8. How familiar are you with the following public figures, taking into account all the ways you may have heard about them?

| Scott Stringer | Total | Likely Voters |
|---|---|---|
| Very familiar | 15 | 26 |
| Somewhat familiar | 27 | 35 |
| Not very familiar | 18 | 13 |
| Have heard of them, but that's it | 14 | 13 |
| Have not heard of them | 26 | 13 |
| Skipped | * | * |
| *Total familiar (net)* | *42* | *61* |
| *Total heard of (net)* | *74* | *87* |

9. Thinking about the **Democratic primary election** for mayor this June, if the Democratic primary were held today and you had to **rank your top five choices** from the following list, for whom would you vote? Please **rank up to five candidates** in order, with 1 being your first choice and 5 being your fifth choice. You may rank-order as many as five candidates by typing numbers 1-5 next to their names.

| Maya Wiley | Likely Voters |
|---|---|
| 1 First choice | 8 |
| 2 | 8 |
| 3 | 10 |
| 4 | 8 |
| 5 Fifth choice | 7 |
| Don't know | 21 |
| Wil not Vote | * |
| Did not select | 37 |
| Skipped | - |

| Eric Adams | Likely Voters |
|---|---|
| 1 First choice | 13 |
| 2 | 11 |
| 3 | 10 |
| 4 | 8 |
| 5 Fifth choice | 8 |
| Don't know | 21 |
| Wil not Vote | * |
| Did not select | 28 |
| Skipped | - |

9. Thinking about the **Democratic primary election** for mayor this June, if the Democratic primary were held today and you had to **rank your top five choices** from the following list, for whom would you vote? Please **rank up to five candidates** in order, with 1 being your first choice and 5 being your fifth choice. You may rank-order as many as five candidates by typing numbers 1-5 next to their names.

| Shaun Donovan | Likely Voters |
|---|---|
| 1 First choice | 5 |
| 2 | 9 |
| 3 | 8 |
| 4 | 9 |
| 5 Fifth choice | 10 |
| Don't know | 21 |
| Wil not Vote | * |
| Did not select | 37 |
| Skipped | - |

| Dianne Morales | Likely Voters |
|---|---|
| 1 First choice | 5 |
| 2 | 7 |
| 3 | 6 |
| 4 | 7 |
| 5 Fifth choice | 9 |
| Don't know | 21 |
| Wil not Vote | * |
| Did not select | 45 |
| Skipped | - |

| Kathryn Garcia | Likely Voters |
|---|---|
| 1 First choice | 5 |
| 2 | 8 |
| 3 | 8 |
| 4 | 8 |
| 5 Fifth choice | 8 |
| Don't know | 21 |
| Wil not Vote | * |
| Did not select | 43 |
| Skipped | - |

9. Thinking about the **Democratic primary election** for mayor this June, if the Democratic primary were held today and you had to **rank your top five choices** from the following list, for whom would you vote? Please **rank up to five candidates** in order, with 1 being your first choice and 5 being your fifth choice. You may rank-order as many as five candidates by typing numbers 1-5 next to their names.

| Andrew Yang | Likely Voters |
| --- | --- |
| 1 First choice | 23 |
| 2 | 15 |
| 3 | 7 |
| 4 | 8 |
| 5 Fifth choice | 5 |
| Don't know | 21 |
| Wil not Vote | * |
| Did not select | 21 |
| Skipped | - |

| Ray McGuire | Likely Voters |
| --- | --- |
| 1 First choice | 6 |
| 2 | 6 |
| 3 | 10 |
| 4 | 7 |
| 5 Fifth choice | 8 |
| Don't know | 21 |
| Wil not Vote | * |
| Did not select | 43 |
| Skipped | - |

| Scott Stringer | Likely Voters |
| --- | --- |
| 1 First choice | 14 |
| 2 | 14 |
| 3 | 12 |
| 4 | 8 |
| 5 Fifth choice | 6 |
| Don't know | 21 |
| Wil not Vote | * |
| Did not select | 24 |
| Skipped | - |

# TOPLINE & METHODOLOGY

10. Thinking again about the candidates running in this year's Democratic primary election for mayor, if the election were held today, who would be your first-choice candidate?

|  | Likely Voters |
|---|---|
| Andrew Yang | 22 |
| Eric Adams | 13 |
| Scott Stringer | 11 |
| Ray McGuire | 6 |
| Shaun Donovan | 6 |
| Dianne Morales | 5 |
| Maya Wiley | 7 |
| Kathryn Garcia | 4 |
| Other | * |
| Don't know | 26 |
| Will not vote | * |
| Skipped | - |

11. And if the election were held today, who would be your second-choice candidate?

|  | Likely Voters |
|---|---|
| Scott Stringer | 14 |
| Andrew Yang | 13 |
| Eric Adams | 10 |
| Shaun Donovan | 7 |
| Maya Wiley | 9 |
| Kathryn Garcia | 7 |
| Ray McGuire | 4 |
| Dianne Morales | 6 |
| Other | * |
| Don't know | 29 |
| Will not vote | 1 |
| Skipped | - |

10/11. **First/Second Choice Summary**
Thinking again about the candidates running in this year's Democratic primary election for mayor, if the election were held today, who would be your first-choice candidate? / And if the election were held today, who would be your second-choice candidate?

| *Summary Table of Top 2 Choices* | Likely Voters |
|---|---|
| Andrew Yang | 35 |
| Scott Stringer | 25 |
| Eric Adams | 24 |
| Maya Wiley | 16 |
| Shaun Donovan | 12 |
| Kathryn Garcia | 11 |
| Dianne Morales | 11 |
| Ray McGuire | 10 |
| Other | * |
| Don't know | 29 |
| Will not vote | 1 |
| Skipped | - |

12. You listed **[Response from Q10]** as your first choice in the Democratic primary election for mayor of New York City. How certain are you that you will vote for **[Response from Q10]** in the Democratic primary election this June?

| *Base: Registered to vote/plan to registered to vote AND selected a response in Q10* | Likely Voters (n=795) |
|---|---|
| Very certain | 43 |
| Somewhat certain | 44 |
| Not very certain | 11 |
| Not certain at all | 2 |
| Skipped | - |
| *Total certain (net)* | *87* |
| *Total not certain (net)* | *13* |

13. Thinking now about the Democratic primary election for New York City comptroller this June, if the election were held today, who would be your first-choice candidate?

| | Likely Voters |
|---|---|
| Corey Johnson | 14 |
| Michelle Caruso-Cabrera | 9 |
| Brian Benjamin | 6 |
| David Weprin | 7 |
| Kevin Parker | 7 |
| Brad Lander | 4 |
| Zach Iscol | 2 |
| Other | * |
| Don't know | 50 |
| Will not vote | 1 |
| Skipped | - |

# TOPLINE & METHODOLOGY

QUESTIONS 14-21 WITHHELD FOR FUTURE RELEASE

22. Do you consider yourself a Democrat, a Republican, an independent or none of these?

| | Total | Likely Voters |
|---|---|---|
| Democrat | 54 | 94 |
| Republican | 13 | 2 |
| Independent | 18 | 4 |
| None of these | 16 | - |
| Skipped | * | - |

22/23/24/25. **Full party ID scale.**
Do you consider yourself a Democrat, a Republican, an independent or none of these? / Do you think of yourself as closer to the Democratic or Republican party? / Do you consider yourself to be a strong Democrat or a moderate Democrat? / Do you consider yourself to be a strong Republican or a moderate Republican?

| | Total | Likely Voters |
|---|---|---|
| Democrat | 63 | 97 |
| Strong Democrat | 25 | 51 |
| Moderate Democrat | 29 | 42 |
| Closer to Democratic party | 9 | 3 |
| Democrat (unspecified) | * | - |
| Republican | 16 | 2 |
| Strong Republican | 5 | - |
| Moderate Republican | 8 | 2 |
| Closer to Republican party | 3 | * |
| Republican (unspecified) | - | - |
| Not closer to either | 21 | 1 |
| Skipped | - | - |

26. Do you consider yourself to be …?

| Base: Democrat or lean Democrat | Total (n=2,204) | Likely Voters (n=971) |
|---|---|---|
| More progressive/left leaning than the Democratic Party | 20 | 22 |
| Generally in line with the Democratic Party | 57 | 59 |
| More centrist or conservative than the Democratic Party | 19 | 18 |
| Other | 3 | 1 |
| Skipped | * | * |

27. Did you happen to vote in any of these other elections?

| Base: Registered to vote | Total (n=2,726) | Likely Voters |
|---|---|---|
| 2009 NYC mayoral primary election | 29 | 55 |
| 2010 midterm congressional election (local congressperson) | 26 | 47 |
| 2012 presidential election (Obama vs. Romney) | 53 | 79 |
| 2013 NYC mayoral primary election | 32 | 59 |
| 2014 midterm congressional election (local congressperson) | 32 | 56 |
| 2016 presidential election (Clinton vs. Trump) | 60 | 93 |
| 2017 NYC mayoral primary election | 39 | 74 |
| 2018 midterm congressional election (local congressperson) | 42 | 75 |
| 2020 presidential election (Biden vs. Trump) | 79 | 98 |
| None of these | 8 | - |
| Skipped | * | - |

# TOPLINE & METHODOLOGY

## About the Study

This Spectrum News NY1/Ipsos NYC mayoral primary poll was conducted April 1 to April 15th, 2021, by Ipsos using the KnowledgePanel®, supplemented by the SSRS Probability Panel, the Ipsos opt-in iSay panel and panel partners. This poll is based on a representative sample of 3,459 residents of the 5 New York City boroughs age 18 or older. 522 completes came from Ipsos's KnowledgePanel®, 133 from SSRS and 2,804 from opt-in sample.

The study was conducted in both English and Spanish. The data were weighted to adjust for gender by age, race/ethnicity, education, NYC borough/county, and household income. The demographic benchmarks came from 2014-2018 American Community Survey (ACS) 5-year file from the US Census Bureau. Additional adjustments were included for the sample that supplemented KnowledgePanel to reduce biases known to be associated with non-probability sample, including amount of television watching, time spent on the internet, frequency of expressing political opinions online, and likelihood of being an early adopter of new products and technology. Benchmarks for these additional weighting variables were from the weighted KnowledgePanel sample. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, and Hispanic)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Household Income (Under $25,000, $25,000-$49,999, $50,000-$74,999, $75,000-$99,999, $100,000-$149,999, $150,000+)
- FIPS Code/County (Bronx, Kings, New York, Queens, Richmond)
- Language dominance (English Dominant Hispanic, Bilingual or Spanish Dominant Hispanic, Non-Hispanic)
- Amount of television watching (less than 3 hours per day or 3 or more hours per day)
- Time spent online for personal use (Less than 10 hours per week or 10 or more hours per week)
- Frequency of posting pollical opinions online (Never or less than once a month or more often)
- Being first among friends to try new products (Not at all/Somewhat and A lot/Completely)

The credibility interval, a measure of precision used for Ipsos' online polls, for the entire sample is plus or minus 2.5 percentage points at the 95% confidence level, for results based on the entire sample of adults. Among likely voters, the credibility interval is plus or minus 4.7 percentage points at the 95% confidence level. The credibility interval takes into account the design effect, which was 2.33 for all adults and 2.33 among likely voters. The credibility interval is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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## About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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