



TOPLINE & METHODOLOGY

Ipsos NYC Mayoral Primary Poll: June

Conducted by Ipsos using KnowledgePanel®
A survey of NYC Residents (ages 18+)

Interview dates: June 10-17, 2021

Number of interviews: 2,924

Number of interviews among Democratic likely voters: 702

Credibility interval: +/-2.8 percentage points at the 95% confidence level

Credibility interval among likely Democratic primary voters: +/- 5.7

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:

1. Which of the following do you consider to be the main problems facing New York today? You may select up to three.

	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Crime or violence	50%	46	39	55%	46	39
Affordable housing	31%	31	28	35%	45	37
COVID-19/coronavirus	30%	30	49	30%	32	51
Racial injustice	20%	20	23	23%	25	27
Gun control	22%	20	16	26%	20	21
Unemployment	19%	19	21	16%	15	18
Taxes	16%	14	14	13%	13	11
Police reform	10%	12	9	17%	18	11
Education	13%	11	12	11%	12	12
Healthcare	11%	11	11	9%	11	12
Transportation/infrastructure	9%	11	10	17%	18	14
Opioid or drug addiction	8%	10	8	4%	7	7
Climate change/natural disasters	5%	7	7	7%	11	8
Immigration	5%	6	6	4%	3	4
Other	1%	3	2	2%	3	3
None of these	5%	5	2	1%	2	2
Skipped	0%	-	*	0%	-	-



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

	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Yes, registered to vote at my current address	80%	79	74	100%	100	100
No, not registered to vote at my current address	20%	21	25	-	-	-
Skipped		*	*		-	-

3. [If registered to vote] What political party are you registered with?

Base: Registered to vote	Total (n=)	5/17-31 (n=2,885)	4/1-15 (n=2,955)	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Democratic party	65%	64	63	99%	99	99
Republican party	13%	14	13	-	-	-
Conservative party	1%	1	2	-	-	-
Working Families party	2%	2	1	1%	1	1
No party affiliation	19%	18	21	-	-	-
Skipped	65%	*	*	-	-	-

4. How likely are you to vote in the citywide **Democratic primary** election for mayor, comptroller, and other offices this month*? *Question text changed from “in June” or “this June” for first wave, to “next month” for second wave, to “this month” for this wave, where applicable

Base: Registered to vote	Total (n=)	5/17-31 (n=2,885)	4/1-15 (n=2,955)	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
1 – Completely certain I will not vote	13%	13	11	-	-	-
2	2%	1	3	-	-	-
3	2%	2	2	-	-	-
4	2%	2	2	-	-	-
5	6%	6	7	-	-	-
6	5%	4	5	-	1	*
7	6%	5	9	1%	1	5
8	10%	9	11	7%	6	10
9	9%	8	8	11%	9	14
10 – Completely certain I will vote	36%	41	33	80%	83	71
Don't know	10%	10	9	-	-	-
Skipped	-	-	*	-	-	-
Mean	7.3	7.4	7.1	9.7	9.7	9.5

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5. As you may know, New Yorkers will use a new system to vote in primary and special elections called ranked-choice voting, starting with this year's citywide primary election this month. How familiar, if at all, are you with ranked-choice voting?

	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very familiar	24%	16	11	43%	32	20
Somewhat familiar	35%	29	25	45%	40	33
Not very familiar	15%	20	24	7%	13	18
Have heard of it, but that's it	14%	15	16	3%	8	12
Have not heard of it	12%	19	24	2%	6	17
Skipped	0%	*	*	0%	*	-
Total familiar (net)	59%	46	36	87%	72	53
Total heard of (net)	88%	81	75	98%	94	83

6. Regardless of your plans to vote in the upcoming citywide primary election for mayor, comptroller, and other offices this month, how comfortable, if at all, are you with using ranked-choice voting?

	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very comfortable	27%	22	14	41%	34	21
Somewhat comfortable	44%	43	46	43%	46	50
Not very comfortable	19%	24	27	11%	14	21
Not comfortable at all	11%	12	13	5%	6	7
Skipped	0%	1	1	0%	-	-
Total comfortable (net)	70%	64	60	85%	80	72
Total not comfortable (net)	29%	35	39	15%	20	28

7. 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	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Andrew Yang	64%	63	55	86%	85	77
Eric Adams	56%	48	39	83%	73	53
Scott Stringer	51%	51	42	80%	77	61
Kathryn Garcia	42%	36	25	67%	54	29
Maya Wiley	41%	30	26	65%	52	36
Shaun Donovan	38%	31	27	61%	50	35
Ray McGuire	35%	31	26	56%	50	32
Dianne Morales	28%	24	22	46%	35	25

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

Maya Wiley	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very familiar	16%	10	9	29%	20	12
Somewhat familiar	25%	20	18	36%	31	24
Not very familiar	19%	21	20	20%	22	18
Have heard of them, but that's it	16%	15	14	11%	12	15
Have not heard of them	24%	33	39	5%	15	30
Skipped	0%	*	*	0%	-	*
<i>Total familiar (net)</i>	41%	30	26	65%	52	36
<i>Total heard of (net)</i>	76%	67	60	96%	85	69

Eric Adams	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very familiar	26%	21	14	43%	37	21
Somewhat familiar	29%	27	25	40%	36	32
Not very familiar	13%	16	17	7%	13	12
Have heard of them, but that's it	13%	14	14	8%	7	12
Have not heard of them	18%	22	29	2%	7	22
Skipped	1%	*	*	0%	-	*
<i>Total familiar (net)</i>	56%	48	39	83%	73	53
<i>Total heard of (net)</i>	82%	78	70	98%	93	77

Shaun Donovan	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very familiar	12%	9	8	23%	17	10
Somewhat familiar	26%	23	20	38%	32	25
Not very familiar	22%	23	21	21%	26	20
Have heard of them, but that's it	17%	19	17	14%	14	17
Have not heard of them	23%	27	35	5%	10	27
Skipped	0%	*	*	0%	-	*
<i>Total familiar (net)</i>	38%	31	27	61%	50	35
<i>Total heard of (net)</i>	77%	73	65	96%	90	73

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

Dianne Morales	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very familiar	9%	7	6	16%	11	8
Somewhat familiar	19%	17	16	30%	24	17
Not very familiar	26%	22	22	29%	24	22
Have heard of them, but that's it	16%	18	14	14%	20	15
Have not heard of them	30%	36	43	10%	21	39
Skipped	0%	*	*	0%	*	-
<i>Total familiar (net)</i>	28%	24	22	46%	35	25
<i>Total heard of (net)</i>	69%	64	57	90%	79	61

Kathryn Garcia	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very familiar	15%	12	6	24%	19	8
Somewhat familiar	27%	24	19	43%	35	22
Not very familiar	21%	20	22	21%	21	23
Have heard of them, but that's it	16%	16	13	10%	13	11
Have not heard of them	21%	28	40	2%	12	37
Skipped	0%	*	*	0%	*	*
<i>Total familiar (net)</i>	42%	36	25	67%	54	29
<i>Total heard of (net)</i>	79%	72	60	98%	88	63

Andrew Yang	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very familiar	30%	27	22	45%	42	33
Somewhat familiar	34%	36	34	40%	43	44
Not very familiar	11%	12	15	8%	8	10
Have heard of them, but that's it	14%	13	16	4%	7	9
Have not heard of them	12%	11	13	2%	1	4
Skipped	0%	*	*	0%	*	*
<i>Total familiar (net)</i>	64%	63	55	86%	85	77
<i>Total heard of (net)</i>	88%	89	87	98%	99	96

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

Ray McGuire	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very familiar	12%	8	7	22%	14	9
Somewhat familiar	22%	23	19	34%	36	24
Not very familiar	23%	23	21	25%	23	22
Have heard of them, but that's it	16%	18	16	11%	14	17
Have not heard of them	27%	28	36	8%	13	28
Skipped	0%	*	*	0%	*	*
<i>Total familiar (net)</i>	35%	31	26	56%	50	32
<i>Total heard of (net)</i>	73%	71	63	92%	87	72

Scott Stringer	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Very familiar	20%	19	15	34%	36	26
Somewhat familiar	32%	32	27	47%	41	35
Not very familiar	15%	16	18	10%	10	13
Have heard of them, but that's it	15%	14	14	8%	9	13
Have not heard of them	19%	20	26	1%	4	13
Skipped	0%	*	*	0%	*	*
<i>Total familiar (net)</i>	51%	51	42	80%	77	61
<i>Total heard of (net)</i>	81%	80	74	99%	96	87

8. Thinking about the **Democratic primary election** for mayor this month, 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 from the list below.*

*In the second wave, "from the list below" was added to question text

Maya Wiley	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
1 First choice	13%	10	8
2	11%	13	8
3	11%	9	10
4	12%	8	8
5 Fifth choice	5%	8	7
Did not select	48%	51	58



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8. Thinking about the **Democratic primary election** for mayor this month, 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 from the list below.

Eric Adams	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
1 First choice	28%	24	13
2	13%	15	11
3	10%	8	10
4	8%	8	8
5 Fifth choice	9%	6	8
Did not select	32%	39	49

Shaun Donovan	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
1 First choice	5%	4	5
2	11%	7	9
3	12%	11	8
4	10%	9	9
5 Fifth choice	12%	12	10
Did not select	50%	57	58

Dianne Morales	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
1 First choice	1%	5	5
2	6%	5	7
3	7%	7	6
4	9%	8	7
5 Fifth choice	12%	9	9
Did not select	64%	66	66

Kathryn Garcia	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
1 First choice	15%	13	5
2	11%	11	8
3	14%	12	8
4	13%	11	8
5 Fifth choice	8%	7	8
Did not select	40%	46	64



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8. Thinking about the **Democratic primary election** for mayor this month, 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 from the list below.

Andrew Yang	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
1 First choice	20%	17	23
2	13%	11	15
3	11%	12	7
4	10%	8	8
5 Fifth choice	8%	7	5
Did not select	39%	45	42

Ray McGuire	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
1 First choice	5%	5	6
2	11%	9	6
3	7%	10	10
4	9%	11	7
5 Fifth choice	10%	8	8
Did not select	58%	58	62

Scott Stringer	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
1 First choice	8%	10	14
2	16%	16	14
3	13%	11	12
4	9%	10	8
5 Fifth choice	10%	8	6
Did not select	45%	44	45

9. 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	5/17-31 Likely Voters	4/1-15 Likely Voters
Eric Adams	27%	22	13
Andrew Yang	20%	16	22
Kathryn Garcia	12%	15	4
Scott Stringer	9%	10	11
Maya Wiley	12%	9	7
Ray McGuire	5%	4	6
Shaun Donovan	4%	3	6
Dianne Morales	2%	5	5
Other	*	*	*
Don't know	7%	16	26

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

	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Scott Stringer	13%	15	14
Eric Adams	15%	14	10
Maya Wiley	11%	12	9
Andrew Yang	12%	11	13
Shaun Donovan	10%	9	7
Kathryn Garcia	12%	9	7
Ray McGuire	11%	7	4
Dianne Morales	7%	3	6
Other	*	*	*
Don't know	10%	20	29

9/10. 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	5/17-31 Likely Voters	4/1-15 Likely Voters
Eric Adams	42%	36	24
Andrew Yang	32%	26	35
Kathryn Garcia	24%	24	11
Maya Wiley	24%	21	16
Scott Stringer	23%	25	25
Ray McGuire	16%	11	10
Shaun Donovan	14%	11	12
Dianne Morales	9%	8	11
Other	*	*	*
Don't know	17%	20	29

11. You listed [**Response from Q9**] 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 Q9**] in the Democratic primary election this month?

Base: Registered to vote/plan to registered to vote AND selected a response in Q9	Likely Voters (n=)	5/17-31 Likely Voters (n=772)	4/1-15 Likely Voters (n=795)
Very certain	60%	55	43
Somewhat certain	36%	40	44
Not very certain	3%	5	11
Not certain at all	1%	*	2
Skipped	0%	-	-
Total certain (net)	96%	95	87
Total not certain (net)	4%	5	13



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

	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Corey Johnson	26%	18	14
Brad Lander	15%	9	4
Michelle Caruso-Cabrera	11%	9	9
Brian Benjamin	7%	5	6
Kevin Parker	6%	6	7
David Weprin	5%	7	7
Zach Iscol	2%	1	2
Other	1*	*	*
Don't know	26%	44	50
Will not vote		*	1
Skipped		-	-

13. Now, for something different. Which of the following do you think is the top priority, or priorities, for New York City's next mayor to address?

	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Crime and public safety	49%	45	35	56%	46	32
Reopening NYC businesses and the local economy	24%	26	29	25%	30	34
Stopping the spread of COVID-19	22%	25	40	22%	24	42
Affordable housing	23%	23	21	24%	30	23
Homelessness	20%	19	16	19%	16	15
Racial injustice	16%	17	18	18%	20	19
Education/schooling	13%	10	13	12%	9	12
Transportation/infrastructure	7%	7	7	8%	9	8



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13a. Which candidate for mayor do you think would be best able to handle the following issues?

Stopping the spread of COVID-19	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Andrew Yang	13%	14	16	16%	14	21
Eric Adams	12%	10	7	20%	14	7
Kathryn Garcia	8%	8	5	11%	15	5
Scott Stringer	6%	6	7	9%	10	9
Maya Wiley	6%	4	5	6%	7	6
Shaun Donovan	4%	4	5	7%	4	6
Ray McGuire	4%	4	6	6%	3	5
Dianne Morales	3%	4	5	3%	3	4
None of the above	8%	8	6	5%	4	3
Don't know	36%	38	37	18%	25	34

Reopening NYC businesses and the local economy	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Andrew Yang	19%	18	20	18%	19	27
Eric Adams	13%	10	8	19%	13	8
Scott Stringer	8%	8	8	13%	12	12
Kathryn Garcia	8%	7	5	10%	11	4
Ray McGuire	6%	6	6	9%	9	7
Maya Wiley	6%	4	4	7%	8	4
Shaun Donovan	5%	4	5	6%	4	7
Dianne Morales	2%	3	5	2%	3	3
None of the above	5%	5	4	1%	1	1
Don't know	30%	33	33	13%	19	26

Education/schooling	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Andrew Yang	15%	15	15	18%	14	19
Eric Adams	13%	10	7	21%	14	8
Maya Wiley	9%	7	6	12%	11	9
Scott Stringer	7%	9	7	9%	12	9
Kathryn Garcia	7%	8	6	8%	13	6
Shaun Donovan	4%	4	6	7%	4	8
Dianne Morales	4%	4	6	4%	4	5
Ray McGuire	3%	4	5	4%	4	4
None of the above	5%	5	5	1%	3	2
Don't know	33%	34	36	14%	21	31



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13a. Which candidate for mayor do you think would be best able to handle the following issues?

Homelessness	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Andrew Yang	13%	12	15	17%	13	17
Eric Adams	13%	11	8	21%	17	9
Kathryn Garcia	8%	8	5	11%	14	6
Maya Wiley	8%	5	6	10%	8	6
Shaun Donovan	6%	6	6	9%	7	7
Scott Stringer	5%	6	7	6%	9	11
Dianne Morales	4%	5	5	3%	4	4
Ray McGuire	4%	5	5	4%	3	5
None of the above	6%	6	5	2%	3	2
Don't know	34%	36	37	15%	22	31

Crime and public safety	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Eric Adams	23%	21	11	39%	33	17
Andrew Yang	13%	13	14	15%	11	17
Maya Wiley	7%	5	6	7%	6	6
Kathryn Garcia	6%	5	5	7%	9	5
Scott Stringer	5%	6	7	5%	7	11
Ray McGuire	5%	5	6	6%	5	6
Shaun Donovan	4%	4	5	3%	3	4
Dianne Morales	3%	4	5	2%	3	4
None of the above	5%	5	5	2%	2	2
Don't know	30%	33	35	13%	19	29

14. Have you already voted in the New York primary election, or do you plan to vote in person, or do you not plan to vote?

	Likely Voters
Voted early in person	14%
Voted absentee / by mail	18%
Will vote in person on Election Day	65%
Don't Know	3%



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15. Now, a few final questions for statistical purposes. Have you received a COVID-19 vaccine?

	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Yes, the first dose of two	13%	12	16	10%	11	23
Yes, and am fully vaccinated (two doses, or by a single-dose vaccine)	55%	52	32	72%	70	42
No, but I plan to receive the vaccine as soon as it's available to me	9%	13	28	8%	10	23
No, and I am not sure if I will choose to receive the vaccine	11%	11	14	6%	6	7
No, and I don't plan to receive the vaccine	13%	12	11	5%	3	5
Skipped		*	*		-	-

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

	Total	5/17-31	4/1-15	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
Democrat	56%	57	54	92%	92	94
Republican	14%	13	13	2%	2	2
Independent	17%	17	18	5%	6	4
None of these	14%	13	16	1%	1	-

20. Do you consider yourself to be ...?

Base: Democrat or lean Democrat	Total (n=)	5/17-31 (n=2,269)	4/1-15 (n=2,204)	Likely Voters (n=)	5/17-31 Likely Voters (n=876)	4/1-15 Likely Voters (n=971)
More progressive/left leaning than the Democratic Party	20%	20	20	25%	24	22
Generally in line with the Democratic Party	56%	56	57	53%	52	59
More centrist or conservative than the Democratic Party	22%	21	19	21%	22	18
Other	2%	2	3	1%	1	1
Skipped		*	*		*	*



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

Base: Registered to vote	Total (n=)	5/17-31 (n=2,725)	4/1-15 (n=2,726)	Likely Voters	5/17-31 Likely Voters	4/1-15 Likely Voters
2009 NYC mayoral primary election	30%	33	29	69%	62	55
2010 midterm congressional election (local congressperson)	25%	30	26	59%	59	47
2012 presidential election (Obama vs. Romney)	54%	57	53	87%	83	79
2013 NYC mayoral primary election	32%	36	32	76%	71	59
2014 midterm congressional election (local congressperson)	30%	34	32	72%	68	56
2016 presidential election (Clinton vs. Trump)	60%	64	60	98%	97	93
2017 NYC mayoral primary election	37%	40	39	92%	88	74
2018 midterm congressional election (local congressperson)	36%	42	42	83%	88	75
2020 presidential election (Biden vs. Trump)	75%	80	79	99%	100	98
None of these	12%	10	8	0%	-	-
Skipped		*	*		-	-



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About the Study

This Ipsos NYC mayoral primary poll was conducted June 10-17, 2021, by Ipsos using the KnowledgePanel® and the Ipsos opt-in iSay panel and panel partners. This poll is based on a representative sample of 2,924 residents of the 5 New York City boroughs age 18 or older. 457 completes came from Ipsos' KnowledgePanel® and 2,467 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 the 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 samples, 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 in wave 1. 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 political 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 2.8 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 5.7 percentage points at the 95% confidence level. The credibility interval takes into account the design effect, which was 2.31 for all adults and 2.40 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.

This poll is trended with the wave 1 and 2 Spectrum News NY1/Ipsos NYC mayoral primary poll. Wave 2 was conducted May 17-31, 2021. That poll contained n=3,249 residents of the 5 New York City boroughs and n=906 likely voters. Wave 1 was conducted April 1-15, 2021. That poll contained n=3,459 residents of the 5 New York City boroughs and n=1,000 likely voters.



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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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com