

Schoen Cooperman Research  
 2021 NYC Democratic Primary Tracking Survey  
 Fieldwork conducted June 10 – 13, 2021

<b>Screening Questions</b>
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**June 14**

1) What is your age?

18-29	13%
30-39	15%
40-49	17%
50-64	30%
65 or older	25%

2) Are you registered to vote in New York City?

Yes	100%
No [END]	--

3) Do you or any of your family members work in financial services, telecommunications, advertising or public relations, news media, technology, marketing or market research, politics or political campaigns or government?

Financial services	4%
Telecommunications	2%
Advertising or public relations [END]	--
News media [END]	--
Technology	5%
Marketing or market research [END]	--
Politics or political campaigns [END]	--
Government [END]	--
You or any of your family members do not work in these fields	90%

4) With which party are you registered to vote?

Republican [END]	--
Democrat	100%
Independent [END]	--
Some other political party [END]	--
Not sure [END]	--

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5) How likely are you to vote in the June 2021 Democratic Primary election for Mayor of New York City?

Absolutely certain	65%
Very likely	35%
Possibly [END]	--
Not very likely [END]	--
Not at all likely [END]	--

**VOTING TENDENCIES**

6) Generally speaking, do you tend to vote in all, most, some or few primary elections in New York City?

All	46%
Most	36%
Some	12%
I have never voted in a primary election in New York City before	3%
Not sure	3%

7) How important do you believe it is to vote in the June 2021 Democratic Primary election for Mayor of New York City?

TOTAL IMPORTANT	100%
TOTAL NOT IMPORTANT	--
Very important	83%
Somewhat important	17%
Not very important	--
Not important at all	--
Not sure	--

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**Favorability & Job Approval**

**Intro:** Here is a short list of people in the news. For each, please indicate if you have a favorable or unfavorable impression of them.

**June 14**

8) Bill de Blasio

TOTAL FAVORABLE	42%
TOTAL UNFAVORABLE	52%
Very favorable	16%
Somewhat favorable	26%
Somewhat unfavorable	20%
Very unfavorable	32%
Not sure	6%

9) Eric Adams

TOTAL FAVORABLE	69%
TOTAL UNFAVORABLE	21%
Very favorable	34%
Somewhat favorable	35%
Somewhat unfavorable	12%
Very unfavorable	9%
Not sure	10%

10) Andrew Yang

TOTAL FAVORABLE	64%
TOTAL UNFAVORABLE	27%
Very favorable	30%
Somewhat favorable	34%
Somewhat unfavorable	14%
Very unfavorable	13%
Not sure	9%

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11) Scott Stringer

TOTAL FAVORABLE	55%
TOTAL UNFAVORABLE	32%
Very favorable	21%
Somewhat favorable	34%
Somewhat unfavorable	20%
Very unfavorable	12%
Not sure	13%

12) Maya Wiley

TOTAL FAVORABLE	61%
TOTAL UNFAVORABLE	24%
Very favorable	31%
Somewhat favorable	30%
Somewhat unfavorable	11%
Very unfavorable	13%
Not sure	15%

13) Kathryn Garcia

TOTAL FAVORABLE	66%
TOTAL UNFAVORABLE	16%
Very favorable	27%
Somewhat favorable	39%
Somewhat unfavorable	9%
Very unfavorable	7%
Not sure	18%

14) Ray McGuire

TOTAL FAVORABLE	54%
TOTAL UNFAVORABLE	20%
Very favorable	17%
Somewhat favorable	37%
Somewhat unfavorable	12%
Very unfavorable	8%
Not sure	26%

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15)Shaun Donovan

TOTAL FAVORABLE	56%
TOTAL UNFAVORABLE	23%
Very favorable	18%
Somewhat favorable	38%
Somewhat unfavorable	14%
Very unfavorable	9%
Not sure	21%

16)Dianne Morales

TOTAL FAVORABLE	49%
TOTAL UNFAVORABLE	22%
Very favorable	15%
Somewhat favorable	34%
Somewhat unfavorable	13%
Very unfavorable	9%
Not sure	29%

17)Alexandria Ocasio-Cortez

TOTAL FAVORABLE	66%
TOTAL UNFAVORABLE	25%
Very favorable	36%
Somewhat favorable	30%
Somewhat unfavorable	10%
Very unfavorable	15%
Not sure	9%

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**Horseshoe & Candidate Preference**

**MAYORAL PRIMARY**

18) This month, there will be a Democratic primary election for Mayor of New York City. From the following list of candidates, who would be your top choice?

**June 14**

<u>Candidate</u>	<u>LOW TURNOUT</u>	<u>MEDIUM TURNOUT</u>	<u>HIGH TURNOUT/ ALL LIKELY VOTERS</u>
Eric Adams	23%	23%	22%
Andrew Yang	15%	17%	18%
Maya Wiley	18%	16%	16%
Kathryn Garcia	16%	16%	14%
Scott Stringer	11%	9%	9%
Shaun Donovan	6%	6%	6%
Dianne Morales	2%	3%	4%
Ray McGuire	4%	4%	4%
Other	--	--	--
None	--	--	--
Not sure	5%	6%	7%

19) Okay, and who would be your second choice for Mayor?

	<b>June 14</b>
Eric Adams	16%
Andrew Yang	16%
Maya Wiley	15%
Kathryn Garcia	11%
Shaun Donovan	10%
Scott Stringer	8%
Dianne Morales	7%
Ray McGuire	6%
Other	1%
None	4%
Not sure	6%

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20) Lastly, who would be your third choice for Mayor?

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Eric Adams	16%
Andrew Yang	13%
Kathryn Garcia	12%
Scott Stringer	11%
Maya Wiley	10%
Shaun Donovan	9%
Ray McGuire	9%
Dianne Morales	7%
Other	--
None	5%
Not sure	8%

<b>ALL LIKELY VOTERS / HIGH TURNOUT RANKED CHOICE VOTE SIMULATION</b>							
<b>Candidate</b>	<b>Round 1</b>	<b>Round 2</b>	<b>Round 3</b>	<b>Round 4</b>	<b>Round 5</b>	<b>Round 6</b>	<b>Round 7</b>
Adams	24%	24%	24%	26%	31%	40%	55%
Yang	19%	20%	22%	24%	26%	32%	45%
Wiley	17%	18%	19%	21%	23%	28%	--
Garcia	15%	16%	17%	18%	20%	--	--
Stringer	9%	10%	10%	11%	--	--	--
Donovan	7%	7%	8%	--	--	--	--
McGuire	5%	5%	--	--	--	--	--
Morales	4%	--	--	--	--	--	--

<b>LOW TURNOUT RANKED CHOICE VOTE SIMULATION</b>							
<b>Candidate</b>	<b>Round 1</b>	<b>Round 2</b>	<b>Round 3</b>	<b>Round 4</b>	<b>Round 5</b>	<b>Round 6</b>	<b>Round 7</b>
Adams	24%	24%	26%	29%	34%	43%	60%
Wiley	19%	20%	21%	22%	24%	29%	40%
Yang	16%	16%	17%	18%	21%	28%	--
Garcia	17%	17%	17%	18%	21%	--	--
Stringer	12%	12%	12%	13%	--	--	--
Donovan	6%	6%	7%	--	--	--	--
McGuire	4%	5%	--	--	--	--	--
Morales	2%	--	--	--	--	--	--

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21) Okay, and is there anyone that you would not vote for?

	<b>June 14</b>
Maya Wiley	13%
Andrew Yang	12%
Scott Stringer	9%
Kathryn Garcia	7%
Dianne Morales	6%
Eric Adams	6%
Shaun Donovan	5%
Ray McGuire	5%
No, there is not	18%
Not sure	19%

**NYC COMPTROLLER**

22) This month, there will also be a Democratic primary for Comptroller of New York City. From the following list of candidates, who would be your top choice for Comptroller?

	<b>June 14</b>
Corey Johnson	21%
Brad Lander	13%
Michelle Caruso-Cabrera	11%
Kevin Parker	7%
Reshma Patel	7%
Brian Benjamin	6%
David Weprin	6%
Zach Iscol	3%
Other	1%
None	2%
Not sure	23%

23) Okay, and who would be your second choice for Comptroller?

	<b>June 14</b>
Corey Johnson	15%
Michelle Caruso-Cabrera	14%
David Weprin	10%
Brad Lander	10%
Kevin Parker	9%
Brian Benjamin	9%
Reshma Patel	6%
Zach Iscol	4%
None	6%
Not sure	17%

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24) Lastly, who would be your third choice for Comptroller?

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Brad Lander	16%
Corey Johnson	12%
Michelle Caruso-Cabrera	11%
Brian Benjamin	11%
Reshma Patel	9%
Kevin Parker	8%
Zach Iscol	7%
David Weprin	6%
Other	1%
None	3%
Not sure	16%

<b>ALL LIKELY VOTERS / HIGH TURNOUT RANKED CHOICE VOTE SIMULATION</b>							
<b><u>Candidate</u></b>	<b><u>Round 1</u></b>	<b><u>Round 2</u></b>	<b><u>Round 3</u></b>	<b><u>Round 4</u></b>	<b><u>Round 5</u></b>	<b><u>Round 6</u></b>	<b><u>Round 7</u></b>
Johnson	29%	29%	32%	36%	40%	46%	61%
Lander	18%	19%	20%	21%	24%	28%	39%
Caruso-Cabrera	15%	15%	16%	19%	21%	26%	--
Parker	9%	10%	12%	13%	15%	--	--
Benjamin	8%	9%	10%	11%	--	--	--
Patel	9%	10%	10%	--	--	--	--
Weprin	8%	8%	--	--	--	--	--
Iscol	4%	--	--	--	--	--	--

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<b>Issue Analysis</b>
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25) Thinking about the issues facing New York City, what do you believe is the most important issue for the next Mayor to address? **[OPEN ENDED WITH PRECODES]**

	<b>June 14</b>
Reducing crime	27%
Racial and social justice	13%
Preventing gun violence	13%
Creating more affordable housing	10%
Addressing homelessness	8%
Creating jobs	8%
Criminal justice and police reform	7%
Helping small businesses reopen/recover from the coronavirus	7%
Affordable healthcare	7%
Creating a fairer and more equitable economy	6%
Lowering taxes	5%
Improving K-12 education and schools	5%
Defunding the police	5%
Improving public transit like buses and the subway	5%
Distributing the coronavirus vaccine	5%
Managing the city's finances and addressing budget deficits	5%
Raising taxes on the wealthy	4%
Attracting new businesses and companies to NYC	4%
Infrastructure like roads and bridge	3%
Eliminating cash bail	3%
Implementing a Green New Deal	2%
Reducing traffic	1%
Other [SPECIFY]	1%
Not sure	1%

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**Candidate Associations**

**June 14**

26) Which Democratic candidate for Mayor do you believe will do the best job **reducing crime** in New York City?

Eric Adams	33%
Andrew Yang	12%
Maya Wiley	10%
Scott Stringer	9%
Shaun Donovan	7%
Kathryn Garcia	4%
Ray McGuire	4%
Dianne Morales	2%
Other [SPECIFY]	--
None	--
Not sure	19%

27) Which Democratic candidate for Mayor do you believe will do the best job **reforming the police department?**

Eric Adams	27%
Maya Wiley	14%
Andrew Yang	13%
Kathryn Garcia	9%
Scott Stringer	8%
Shaun Donovan	5%
Ray McGuire	4%
Dianne Morales	2%
Other [SPECIFY]	--
None	4%
Not sure	14%

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28) Which Democratic candidate for Mayor do you believe will do the best job **creating jobs** in New York City?

Andrew Yang	21%
Eric Adams	15%
Maya Wiley	12%
Kathryn Garcia	10%
Scott Stringer	9%
Ray McGuire	6%
Shaun Donovan	6%
Dianne Morales	2%
Other [SPECIFY]	--
None	1%
Not sure	18%

29) Which Democratic candidate for Mayor do you believe will do the best job **creating more affordable housing** in New York City?

Andrew Yang	17%
Kathryn Garcia	14%
Eric Adams	14%
Maya Wiley	11%
Scott Stringer	10%
Shaun Donovan	8%
Dianne Morales	5%
Ray McGuire	4%
Other [SPECIFY]	--
None	3%
Not sure	14%

30) Which Democratic candidate for Mayor do you believe will do the best job **leading the city forward and leading the recovery from the coronavirus?**

Eric Adams	22%
Andrew Yang	13%
Kathryn Garcia	10%
Maya Wiley	10%
Scott Stringer	7%
Dianne Morales	7%
Shaun Donovan	6%
Ray McGuire	4%
Other [SPECIFY]	--
None	1%
Not sure	20%

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31) Which candidate do you believe is the **most qualified** to be Mayor?

Eric Adams	23%
Andrew Yang	15%
Kathryn Garcia	15%
Maya Wiley	12%
Scott Stringer	11%
Shaun Donovan	6%
Ray McGuire	4%
Dianne Morales	2%
Other [SPECIFY]	--
None	3%
Not sure	9%

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<b>Media Awareness</b>
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**June 14**

32) Have you seen any ads recently on TV or online about Eric Adams' campaign for Mayor?

Yes	70%
No	22%
Not sure	8%

33) [IF YES] What was the most memorable part about the ad or ads that you saw about Eric Adams?

He was a New York Police Department officer	27%
He is fighting for police reform/fought for reform as an officer	16%
He was assaulted by police officers as a young person	16%
Adams is ready to lead/be Mayor	14%
He is Brooklyn Borough President	13%
Adams will take on violent crime	13%
Adams will get guns off the streets	13%
He is Black/African-American	10%
Adams will be a blue-collar Mayor	8%
Adams is fighting to end inequality	8%
Black/African-American women talking about his platform and experience	7%
Adams will rebuild our economy	6%
Adams will create more affordable housing	6%
Adams is leading the recovery from covid and will bring New York back	5%
He was a State Senator	2%
Endorsed by Ruben Diaz, Jr.	2%
Other [SPECIFY]	--
Not sure	7%

34) [IF YES] Do the ad or ads that you have seen about Eric Adams make you more likely to vote for him in the Democratic Primary for Mayor, less likely to vote for him, or have no impact on your vote?

TOTAL MORE LIKELY	62%
TOTAL LESS LIKELY	9%

Much more likely to vote for Adams	30%
Somewhat more likely to vote for Adams	32%
Somewhat less likely to vote for Adams	5%
Much less likely to vote for Adams	4%
No impact on my vote	24%
Not sure	5%

**Impact of Alexandria Ocasio-Cortez Endorsement**

35) **Maya Wiley** was recently endorsed by **Alexandria-Ocasio Cortez** for Mayor in the Democratic Primary.

Does this make you more likely to vote for Wiley in the Democratic Primary for Mayor, less likely to vote for her, or have no impact on your vote?

**June 14**

TOTAL MORE LIKELY	48%
TOTAL LESS LIKELY	22%
Much more likely to vote for her	21%
Somewhat more likely to vote for her	27%
Somewhat less likely to vote for her	7%
Much less likely to vote for her	15%
No impact on my vote	24%
Not sure	6%

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**Demographics**

**June 14**

36) In which Borough do you live?

Brooklyn	32%
Manhattan	28%
Queens	21%
The Bronx	15%
Staten Island	4%

37) What is your gender?

Man	46%
Woman	54%
Other	--

38) What is your racial or ethnic background?

White or Caucasian	40%
Black or African-American	31%
Hispanic	21%
Asian	7%
Other	1%

39) What is your religion?

Catholic	29%
Protestant	23%
Jewish	11%
Atheist or Agnostic	10%
Evangelical	3%
Muslim	3%
Other	7%
None	12%
Not sure	2%

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40) Do you consider yourself:

A Democratic socialist	23%
A progressive Democrat	17%
A liberal Democrat	17%
A moderate Democrat	31%
A conservative Democrat	8%
Other	2%
Not sure	2%

41) What is the highest level of education you have completed?

Some high school or less	2%
High school graduate	16%
Some college	28%
College graduate	27%
Some graduate school	4%
Graduate degree	20%
Technical school	3%
Refused	--

42) Which of the following ranges best describes your annual income?

Less than \$20,000	11%
\$20,000 to \$40,000	17%
\$40,000 to \$60,000	17%
\$60,000 to \$80,000	12%
\$80,000 to \$100,000	13%
\$100,000 to \$150,000	15%
\$150,000 to \$200,000	7%
More than \$200,000	6%
Not sure	2%