



May 13, 2021

TO: Interested Parties

FR: Ben Greenfield and Lisa Wilson, Change Research

RE: Adams Has Slight Lead Over Yang In Mayoral Race; Garcia Surging Post-Times Endorsement

A new survey of 1422 likely Democratic primary voters in New York City finds Eric Adams with a slight lead over Andrew Yang in the Mayoral race, both in first-choice votes and a ranked choice simulation. But Kathryn Garcia is surging in the wake of her New York Times endorsement: after receiving just 4% of first-choice votes in interviews conducted prior to the endorsement, she is the first choice of 11% of those interviewed in the two full days following the endorsement.

Elsewhere, Jumaane Williams is the overwhelming favorite to win reelection as Public Advocate. And in the Comptroller's race, Corey Johnson leads among those who have made up their mind, but over half of voters still have not decided how they'll vote.

Adams, Yang Leading Mayoral Race, But Garcia Surging

Eric Adams leads narrowly over Andrew Yang in first-choice votes: he is the first choice of 19%, while Yang is at 16%. No other candidate is above 10%; 22% are undecided.

In a ranked-choice simulation, Adams retains a small but significant lead over Yang in every round of vote redistribution. In most rounds, Adams and Yang gain more than any other candidate. The most significant exception is following Dianne Morales's elimination, when Maya Wiley gains 3 percentage points, while Adams and Yang only pick up 1 each -- owing to the fact that Wiley is the second choice of 46% of those who plan to rank Morales first.

NYC Mayoral Primary: Ranked Choice Voting Simulation

	Initial preferences	2nd round	3rd round	4th round	5th round	6th round	7th round	8th round	9th round	10th round
Eric Adams	19	24	24	25	26	27	30	34	41	53
Andrew Yang	16	21	21	21	22	24	28	31	37	47
Scott M. Stringer	9	11	11	11	12	14	15	18	23	
Maya Wiley	7	9	9	10	13	13	15	18		
Kathryn Garcia	7	8	9	9	9	11	12			
Raymond J. McGuire	7	9	9	9	9	11				
Shaun Donovan	7	9	9	9	9					
Dianne Morales	5	6	7	7						
Isaac Wright Jr.	1	1	1							
Paperboy Prince	0	0								
Art Chang	0									
Joycelyn Taylor	0									
Not sure	20									
Would not vote	1									

While Kathryn Garcia is tied for fourth overall, her New York Times endorsement gave her a huge boost as the poll was fielding. Just 4% of the 1004 New Yorkers who took the survey through Monday evening planned to rank her first, but 11% of the 418 who responded since late Monday night planned to. And while 6% of pre-endorsement interviewees planned to rank Garcia second, 10% of those interviewed after the endorsement did.

Much of Garcia’s bump comes from college-educated white voters, 9% of whom planned to rank her first before the endorsement, but 27% of whom do in its aftermath.

Garcia ends up third in a ranked choice simulation of responses from after the endorsement. Yang, whose numbers were slightly higher in the final two days of fielding, loses to Adams in the final round of this simulation by a fraction of a percent.

	Initial preferences	2nd round	3rd round	4th round	5th round	6th round	7th round	8th round	9th round	10th round
Eric Adams	21	26	26	26	26	27	28	31	37	50
Andrew Yang	18	22	22	22	23	25	28	31	37	50
Kathryn Garcia	11	14	14	14	16	17	18	21	26	
Scott M. Stringer	8	10	10	10	11	12	14	17		
Maya Wiley	6	7	7	8	10	11	11			
Raymond J. McGuire	6	7	8	8	8	9				
Shaun Donovan	6	7	7	7	7					
Dianne Morales	5	6	6	6						
Isaac Wright Jr.	1	1	1							
Art Chang	0	0								
Joycelyn Taylor	0									
Not sure	18									
Would not vote	1									

n=418 who responded after 11:59 pm Monday 5/10

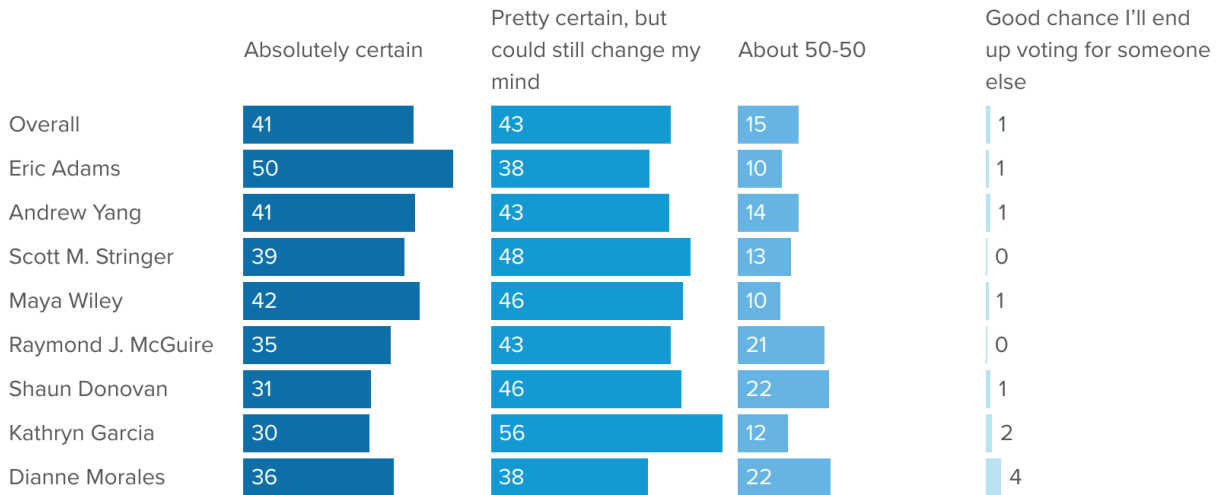
Most Voters Aren't Sure They'll Stick With Their First Choice

More than 1 in 5 voters are still completely undecided about whom they'll rank first.

Even among those who do have a firm first choice, most say they could still change their minds: just 41% say they're absolutely certain about their top pick. Adams voters are the most certain: 50% say there's no chance they'll change their mind.

How certain are you that the first choice you selected will be your first choice?

CHANGE RESEARCH™



Does not include the 22% of likely Democratic primary voters who did not indicate a first choice.

Adams Strongest Among African Americans; Yang's Support Is Broader

While Adams is in the top four among all major racial and ethnic groups, his lead is due primarily to his strength among African American voters: 41% plan to rank him first.

Andrew Yang, meanwhile, is the first choice of 34% of Asian American voters -- higher than his support among any other major demographic group. But he is in first or second place among nearly all gender, age, and racial/ethnic groups, and in all five boroughs.

Voters Making Up Minds Based On Experience, Progressive Credentials, Ideas

Respondents who had a first choice were asked to describe their reasons for selecting that candidate. The responses suggested that voters are drawn to Adams's experience, both in law enforcement and as borough president. By contrast, voters tended to like Yang's ideas -- though many indicated they were simply most familiar with him.

Many voters were interested in selecting the most progressive candidate. This was the top reason voters chose both Morales and Wiley; it was also a key driver of support for Stringer.

Reasons For First Rankings: Top Words For Each Candidate CHANGE RESEARCH™

	Most common	2nd most common	3rd most common
Eric Adams	Experience	Police	Borough
Andrew Yang	Like	Ideas	New
Maya Wiley	Progressive	Woman	Like
Scott Stringer	Experience	Progressive	City
Raymond McGuire	Business	Background	Like
Shaun Donovan	Experience	Obama	Good
Kathryn Garcia	Experience	City	Endorsement
Dianne Morales	Progressive	Policies	Police

Corey Johnson Leads Among Minority Of Voters Who've Made Up Mind In Comptroller Race

In the race for Comptroller, 58% of voters have no preference. Corey Johnson leads among those who do, with 15% to Brad Lander's 7%. Johnson picks up as many or more votes as any other candidate in each round of the ranked choice simulation, ending up with 72% to Lander's 28% in the final round.

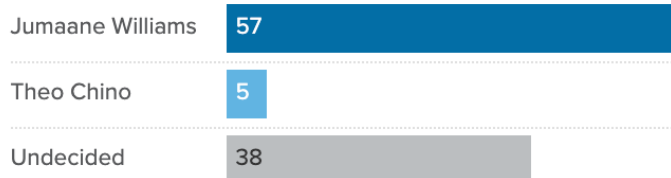
NYC Comptroller: Ranked Choice Voting Simulation

CHANGE RESEARCH™

	Initial preferences	2nd round	3rd round	4th round	5th round	6th round	7th round	8th round	9th round
Corey Johnson	15	35	36	37	38	43	49	57	72
Brad Lander	7	16	16	17	18	18	19	22	28
Michelle Caruso-Cabrera	6	13	14	14	15	17	18	21	
David Weprin	4	11	11	11	12	12	13		
Brian Benjamin	4	9	9	9	9	10			
Kevin Parker	3	7	7	8	8				
Reshma Patel	2	4	4	4					
Zachary Iscol	1	3	3						
Alex K. Pan	0	1							
Terri Lipton	0								
Would not vote	7								
Not sure	51								

In the Public Advocate race, Jumaane Williams has the support of 57% of voters; his opponent, Theo Chino, is at just 5%, while the remaining 38% are undecided.

NYC Public Advocate CHANGE RESEARCH™



A summary of the survey's methodology can be found [here](#).