METHODOLOGY

Change Research surveyed 822 likely Democratic primary voters in New York City from June 11-14.

We used the following sources to recruit respondents:
- *targeted advertisements on Facebook*
- *targeted advertisements on Instagram*
- *text messages sent, via the echo19 platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data*

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted all adults living in New York City. Those who indicated that they were not likely to vote in the June 2021 Democratic primary, or who were not eligible, were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by New Generation of Leadership and conducted online by Change Research. Post-stratification was performed on age, gender, education, race/ethnicity, and borough. Weighting parameters were based on the demographic composition of Democratic primary voters who have voted in any recent Democratic primary in the city, obtained from the voter file. That is, if a given age bracket or gender group represented x% of past Democratic primary voters in recent elections on the voter file, then that same group would be weighted to x% in this survey."

The modeled margin of error* for this survey is 3.6%, which uses effective sample sizes** that adjust for the design effect of weighting.

* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation (2).

(1) https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/
(2) Kish, Leslie. Survey Sampling, 1965.

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REPORTED QUESTIONS

1. Are you male or female?
   - Male
   - Female

2. In what year were you born?

3. In what ZIP code do you currently live?

4a. What is your race?
   - White/Caucasian
   - Hispanic or Latino/a
   - Asian / Pacific Islander
   - American Indian or Alaska Native
   - Black or African American
   - Other (please specify)

4b. [If did not select Hispanic/Latino] Are you from a Hispanic, Latino/a or Spanish-speaking background?
   - Yes
   - No

5. What is the highest level of education you have completed?
   - High school diploma or less
   - Some college, but no degree
   - Associate's degree, or two-year college degree
   - Bachelor's degree, or four-year college degree
   - Graduate degree

6. Are you registered to vote in New York City?
   - Yes
   - No [Terminate]
   - Not sure [Terminate]

7a. Generally speaking, do you think of yourself as a: [Randomize]
   - Democrat
   - Republican
   - Independent/Other

7b. [If Independent/Other] Do you consider yourself closer to:
   - The Democrats
   - The Republicans
   - Neither

7c. [If Democrat/Republican] Do you consider yourself a:
   - Strong [Democrat/Republican]
   - Not so strong [Democrat/Republican]

8. Regardless of what you think of the political parties, which party are you registered to vote with?
   - The Democratic Party
   - The Republican Party [Terminate]
   - Registered to vote, but not with a political party [Terminate if party ID is not weak/strong Dem]
   - Some other political party [TEXT BOX]

9. How did you vote in the 2020 election for President, or for some reason were you unable to vote?
   - Joe Biden, the Democrat
   - Donald Trump, the Republican
   - Jo Jorgensen, the Libertarian
   - Did not vote
   - Not registered/Too young/Ineligible

10a. Do you plan to vote in the June 2021 primary election for Mayor and other local offices?
   - I already voted

- Yes, definitely
- Yes, probably
- Maybe (50-50)
- No, probably not [Terminate]
- No, definitely not [Terminate]

10b. [IF HAVEN'T ALREADY VOTED] Do you think you will most likely:
- Vote in the Democratic primary
- Vote in the Republican primary [Terminate]
- Vote in another party's primary [Terminate]
- Not sure [Terminate]

10c. [IF HAVE ALREADY VOTED] Did you:
- Vote in the Democratic primary
- Vote in the Republican primary [Terminate]
- Vote in another party's primary [Terminate]
- Not sure [Terminate]

11. How favorable are your feelings about the following candidates for Mayor in New York? [Randomize list]
[FOR EACH: Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable | Never heard of them]
- Dianne Morales
- Scott M. Stringer
- Raymond J. McGuire
- Maya Wiley
- Kathryn Garcia
- Eric Adams
- Shaun Donovan
- Andrew Yang

12a. If the Democratic primary election for Mayor of New York City were held today, who would be your first choice? If you already voted, please indicate who you ranked as your first choice.
- Aaron Foldenauer
- Dianne Morales
- Scott M. Stringer
- Raymond J. McGuire
- Maya Wiley
- Paperboy Prince
- Art Chang
- Kathryn Garcia
- Eric Adams
- Isaac Wright Jr.
- Shaun Donovan
- Andrew Yang
- Joycelyn Taylor
- Not sure

12b. [IF NOT SURE] If you had to choose, who would be your first choice?
- Aaron Foldenauer
- Dianne Morales
- Scott M. Stringer
- Raymond J. McGuire
- Maya Wiley
- Paperboy Prince
- Art Chang
- Kathryn Garcia
- Eric Adams
- Isaac Wright Jr.
- Shaun Donovan
- Andrew Yang
- Joycelyn Taylor
- Not sure
- Would not vote

13. [IF FIRST CHOICE SELECTED] And who would be your second choice? If you already voted, please indicate who you ranked as your second choice.
[Include all candidates except first choice]

14. [IF SECOND CHOICE SELECTED] And who would be your third choice? If you already voted, please indicate who you ranked as your third choice.
[Include all candidates except first and second choices]

15. [IF THIRD CHOICE SELECTED] And who would be your fourth choice? If you already voted, please indicate who you ranked as your fourth choice.
[Include all candidates except first three choices]

16. [IF FOURTH CHOICE SELECTED] And who would be your fifth choice? If you already voted, please indicate who you ranked as your fifth choice.
[Include all candidates except first four choices]

[Randomize 17, 18, 19]

17. How well does each of the following describe Kathryn Garcia? [Randomize list]
[FOR EACH: Very well | Somewhat well | Not too well | Not at all]
   ● Ready on day 1 to handle the job of Mayor
   ● Qualified to handle a crisis
   ● Electable
   ● Has a real shot of becoming the Mayor
   ● Actually knows what it's like to live and raise a family in NYC
   ● Appeals to a broad range of New Yorkers

18. How well does each of the following describe Maya Wiley? [Randomize list]
[FOR EACH: Very well | Somewhat well | Not too well | Not at all]
   ● Ready on day 1 to handle the job of Mayor
   ● Qualified to handle a crisis
   ● Electable
   ● Has a real shot of becoming the Mayor
   ● Actually knows what it's like to live and raise a family in NYC
   ● Appeals to a broad range of New Yorkers

19. How well does each of the following describe Eric Adams? [Randomize list]
[FOR EACH: Very well | Somewhat well | Not too well | Not at all]
   ● Ready on day 1 to handle the job of Mayor
   ● Qualified to handle a crisis

20. How important is it to you that the next Mayor of New York City spent most of the past year living in New York City?
   ● Very important
   ● Somewhat important
   ● Not that important
   ● Not at all important