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

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

	Total	Likely Voters
COVID-19/coronavirus	49	51
Crime or violence	39	39
Affordable housing	28	37
Racial injustice	23	27
Unemployment	21	18
Gun control	16	21
Taxes	14	11
Education	12	12
Healthcare	11	12
Transportation/infrastructure	10	14
Police reform	9	11
Opioid or drug addiction	8	7
Climate change/natural disasters	7	8
Immigration	6	4
Other	2	3
None of these	2	2
Skipped	*	-

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	*	-

TOPLINE & METHODOLOGY

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*

6. 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 in June. How familiar, if at all, are you with ranked-choice voting?

	Total	Likely Voters
Very familiar	11	20
Somewhat familiar	25	33
Not very familiar	24	18
Have heard of it, but that's it	16	12
Have not heard of it	24	17
Skipped	*	-
Total familiar (net)	*36*	*53*
Total heard of (net)	*75*	*83*

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

	Total	Likely Voters
Very comfortable	14	21
Somewhat comfortable	46	50
Not very comfortable	27	21
Not comfortable at all	13	7
Skipped	1	-
Total comfortable (net)	*60*	*72*
Total not comfortable (net)	*39*	*28*

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

4. 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*

TOPLINE & METHODOLOGY

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*

TOPLINE & METHODOLOGY

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	-

GAME CHANGERS

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	-

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

14. 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	Likely Voters
Stopping the spread of COVID-19	40	42
Crime and public safety	35	32
Reopening NYC businesses and the local economy	29	34
Affordable housing	21	23
Racial injustice	18	19
Homelessness	16	15
Education/schooling	13	12
Transportation/infrastructure	7	8
Other	1	1
Skipped	*	-

14a. Which candidate for mayor do you think would be best able to handle the following issues?

Stopping the spread of COVID-19	Likely Voters
Andrew Yang	21
Scott Stringer	9
Eric Adams	7
Maya Wiley	6
Shaun Donovan	6
Kathryn Garcia	5
Ray McGuire	5
Dianne Morales	4
None of the above	3
Don't know	34
Skipped	*

Reopening NYC businesses and the local economy	Likely Voters
Andrew Yang	27
Scott Stringer	12
Eric Adams	8
Shaun Donovan	7
Ray McGuire	7
Kathryn Garcia	4
Maya Wiley	4
Dianne Morales	3
None of the above	1
Don't know	26
Skipped	*

GAME CHANGERS

TOPLINE & METHODOLOGY

14a. Which candidate for mayor do you think would be best able to handle the following issues?

Education/schooling	Likely Voters
Andrew Yang	19
Maya Wiley	9
Scott Stringer	9
Eric Adams	8
Shaun Donovan	8
Kathryn Garcia	6
Dianne Morales	5
Ray McGuire	4
None of the above	2
Don't know	31
Skipped	*

Homelessness	Likely Voters
Andrew Yang	17
Scott Stringer	11
Eric Adams	9
Shaun Donovan	7
Maya Wiley	6
Kathryn Garcia	6
Ray McGuire	5
Dianne Morales	4
None of the above	2
Don't know	31
Skipped	*

Crime and public safety	Likely Voters
Eric Adams	17
Andrew Yang	17
Scott Stringer	11
Maya Wiley	6
Ray McGuire	6
Kathryn Garcia	5
Shaun Donovan	4
Dianne Morales	4
None of the above	2
Don't know	29
Skipped	*

TOPLINE & METHODOLOGY

15. How important, if at all, are the following traits for New York City's next mayor to have?

Has managerial experience	Total	Likely Voters
Very important	52	60
Somewhat important	36	34
Not very important	8	5
Not at all important	4	1
Skipped	*	*
Total important (net)	*88*	*94*
Total not important (net)	*12*	*6*

Has government experience	Total	Likely Voters
Very important	45	49
Somewhat important	39	42
Not very important	12	9
Not at all important	3	1
Skipped	*	-
Total important (net)	*84*	*91*
Total not important (net)	*15*	*9*

Is an outsider/independent from politics	Total	Likely Voters
Very important	20	20
Somewhat important	35	28
Not very important	30	35
Not at all important	14	17
Skipped	*	*
Total important (net)	*56*	*48*
Total not important (net)	*44*	*52*

Shares your values	Total	Likely Voters
Very important	49	59
Somewhat important	38	36
Not very important	9	5
Not at all important	3	1
Skipped	*	-
Total important (net)	*87*	*95*
Total not important (net)	*12*	*5*

TOPLINE & METHODOLOGY

15. How important, if at all, are the following traits for New York City's next mayor to have?

Is a woman	Total	Likely Voters
Very important	10	9
Somewhat important	26	27
Not very important	34	35
Not at all important	30	28
Skipped	*	*
Total important (net)	*35*	*37*
Total not important (net)	*64*	*63*

Is a person of color	Total	Likely Voters
Very important	13	13
Somewhat important	28	31
Not very important	30	31
Not at all important	28	25
Skipped	*	-
Total important (net)	*41*	*44*
Total not important (net)	*59*	*56*

16. Now, please rank the following six traits regarding New York City's next mayor, with 1 being most important and 6 being least important.

Has managerial experience	Total	Likely Voters
1 Most important	22	22
2	32	35
3	22	24
4	11	7
5	7	6
6 Least important	4	3
Skipped	1	2
Ranked 1 or 2 (net)	*54*	*57*
Ranked 5 or 6 (net)	*11*	*10*

Has government experience	Total	Likely Voters
1 Most important	31	30
2	25	27
3	18	20
4	14	12
5	6	7
6 Least important	5	3
Skipped	1	2
Ranked 1 or 2 (net)	*56*	*57*
Ranked 5 or 6 (net)	*11*	*9*

16. Now, please rank the following six traits regarding New York City's next mayor, with 1 being most important and 6 being least important.

Is an outsider/independent from politics	Total	Likely Voters
1 Most important	7	5
2	12	10
3	17	11
4	28	27
5	10	11
6 Least important	23	33
Skipped	2	3
Ranked 1 or 2 (net)	*19*	*15*
Ranked 5 or 6 (net)	*34*	*43*

Shares your values	Total	Likely Voters
1 Most important	27	33
2	18	19
3	25	27
4	16	13
5	7	4
6 Least important	5	3
Skipped	2	2
Ranked 1 or 2 (net)	*46*	*52*
Ranked 5 or 6 (net)	*12*	*7*

Is a woman	Total	Likely Voters
1 Most important	6	3
2	4	3
3	6	6
4	13	18
5	37	35
6 Least important	31	31
Skipped	2	3
Ranked 1 or 2 (net)	*10*	*6*
Ranked 5 or 6 (net)	*68*	*67*

Is a person of color	Total	Likely Voters
1 Most important	6	5
2	7	5
3	9	9
4	16	20
5	31	35
6 Least important	29	23
Skipped	2	3
Ranked 1 or 2 (net)	*13*	*10*
Ranked 5 or 6 (net)	*60*	*58*

17. How much do you agree or disagree with the following statements?

I see a future for myself in New York City	Total	Likely Voters
Strongly agree	29	40
Somewhat agree	37	34
Somewhat disagree	17	12
Strongly disagree	9	7
Don't know	8	6
Skipped	*	*
Total agree (net)	*65*	*74*
Total disagree (net)	*26*	*20*

I feel less safe in my neighborhood compared to a year ago	Total	Likely Voters
Strongly agree	20	17
Somewhat agree	34	32
Somewhat disagree	24	26
Strongly disagree	15	19
Don't know	7	6
Skipped	*	-
Total agree (net)	*54*	*49*
Total disagree (net)	*39*	*45*

I support the legalization of marijuana in New York state	Total	Likely Voters
Strongly agree	28	38
Somewhat agree	23	24
Somewhat disagree	13	13
Strongly disagree	26	19
Don't know	9	7
Skipped	*	-
Total agree (net)	*51*	*62*
Total disagree (net)	*39*	*32*

17. How much do you agree or disagree with the following statements?

The NYPD is well-run and managed	Total	Likely Voters
Strongly agree	15	14
Somewhat agree	30	28
Somewhat disagree	29	33
Strongly disagree	18	21
Don't know	8	5
Skipped	*	-
Total agree (net)	*45*	*41*
Total disagree (net)	*46*	*54*

I feel comfortable taking the subway or bus right now	Total	Likely Voters
Strongly agree	17	19
Somewhat agree	33	30
Somewhat disagree	24	25
Strongly disagree	22	23
Don't know	5	3
Skipped	*	*
Total agree (net)	*50*	*49*
Total disagree (net)	*46*	*48*

18. Which of the following comes closest to your opinion, even if neither is exactly right?

	Total	Likely Voters
Money should be diverted from the NYPD to increase capabilities of other social services such as social workers, addiction services, or job training.	32	41
The NYPD budget should be increased to help them increase the number of officers and provide more training to handle all the different things they are asked to do	38	34
The NYPD budget should remain the same	16	17
Don't know	15	8
Skipped	*	-

TOPLINE & METHODOLOGY

19. How much do you agree or disagree with the following statements?

My child is falling behind in school because of COVID-19 **Base: Parents**	Total (n=1,062)	Likely Voters (n=318)
Strongly agree	24	23
Somewhat agree	33	27
Somewhat disagree	23	29
Strongly disagree	18	20
Don't know	2	1
Skipped	-	-
Total agree (net)	*58*	*50*
Total disagree (net)	*41*	*49*

I feel that my child is, or would be, safe attending school in-person **Base: Parents**	Total (n=1,062)	Likely Voters (n=318)
Strongly agree	26	26
Somewhat agree	32	29
Somewhat disagree	20	20
Strongly disagree	16	21
Don't know	5	3
Skipped	*	-
Total agree (net)	*58*	*55*
Total disagree (net)	*36*	*41*

All schools in New York City should reopen now for in-person classes before the current school year ends	Total	Likely Voters
Strongly agree	19	17
Somewhat agree	28	30
Somewhat disagree	24	24
Strongly disagree	17	20
Don't know	12	9
Skipped	*	-
Total agree (net)	*48*	*47*
Total disagree (net)	*41*	*44*

TOPLINE & METHODOLOGY

19. How much do you agree or disagree with the following statements?

The next mayor should eliminate the gifted and talented program for public elementary schools	Total	Likely Voters
Strongly agree	10	11
Somewhat agree	19	14
Somewhat disagree	24	23
Strongly disagree	32	37
Don't know	15	15
Skipped	*	-
Total agree (net)	*29*	*25*
Total disagree (net)	*56*	*60*

The next mayor should eliminate the Specialized High School Admissions Test (SHSAT), the screening test for admission to eight selective high schools	Total	Likely Voters
Strongly agree	15	16
Somewhat agree	24	22
Somewhat disagree	21	22
Strongly disagree	21	22
Don't know	19	18
Skipped	*	*
Total agree (net)	*39*	*38*
Total disagree (net)	*42*	*44*

20. Looking ahead, how do you feel about the future of New York City in general?

	Total	Likely Voters
Very optimistic	16	20
Somewhat optimistic	31	39
Neither optimistic nor pessimistic	26	22
Somewhat pessimistic	15	12
Very pessimistic	8	5
Don't know	5	1
Skipped	*	-
Total optimistic (net)	*47*	*59*
Total pessimistic (net)	*22*	*17*

TOPLINE & METHODOLOGY

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

	Total	Likely Voters
Yes, the first dose of two	16	23
Yes, and am fully vaccinated (two doses, or by a single-dose vaccine)	32	42
No, but I plan to receive the vaccine as soon as it's available to me	28	23
No, and I am not sure if I will choose to receive the vaccine	14	7
No, and I don't plan to receive the vaccine	11	5
Skipped	*	-

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	-	-

TOPLINE & METHODOLOGY

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.

TOPLINE & METHODOLOGY

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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