

YouGov Survey: New York Politics



Sample 1098 U.S. adult citizens
Conducted September 29 - October 2, 2025
Margin of Error $\pm 4\%$

1. How much have you heard about the 2025 New York City mayoral election?

| | |
|----------------|-----|
| A lot | 25% |
| A little | 45% |
| Nothing at all | 30% |

2. If you were voting in the 2025 general election for New York City Mayor and these were the candidates, who would you vote for?

| | |
|----------------|-----|
| Zohran Mamdani | 24% |
| Andrew Cuomo | 11% |
| Curtis Sliwa | 13% |
| Other | 3% |
| Not sure | 26% |
| Would not vote | 23% |

3. Do you think it is acceptable or unacceptable for a candidate to lose a primary election and decide to run as an independent in the general election?

| | |
|--------------|-----|
| Acceptable | 45% |
| Unacceptable | 22% |
| Not sure | 32% |

4. If a candidate who you supported in a primary election lost the primary and decided to run as an independent in the general election, would you...?

| | |
|-------------------|-----|
| Vote for them | 43% |
| Not vote for them | 14% |
| Not sure | 43% |

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| | |
|-------------------------------|--|
| Interviewing Dates | September 29 - October 2, 2025 |
| Target population | U.S. Citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens. |
| Weighting | The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.568, with a mean of one and a standard deviation of 0.891. |
| Number of respondents | 1098 |
| Margin of error | ± 4% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 76 questions not reported. |

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1. Heard About New York City Mayoral Election

How much have you heard about the 2025 New York City mayoral election?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|----------------|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| A lot | 25% | 31% | 20% | 26% | 24% | 22% | 31% | 29% | 17% | 20% | * |
| A little | 45% | 47% | 43% | 39% | 45% | 44% | 51% | 43% | 45% | 51% | * |
| Nothing at all | 30% | 22% | 38% | 35% | 32% | 34% | 18% | 28% | 37% | 29% | * |
| Totals | 100% | 100% | 101% | 100% | 101% | 100% | 100% | 100% | 99% | 100% | * |
| Unweighted N | (1,098) | (512) | (586) | (268) | (289) | (323) | (218) | (729) | (132) | (165) | (72) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|----------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Harris | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| A lot | 25% | 26% | 16% | 36% | 29% | 39% | 18% | 28% | 37% | 35% | 22% | 25% | 23% |
| A little | 45% | 49% | 45% | 40% | 54% | 44% | 42% | 49% | 46% | 45% | 46% | 44% | 46% |
| Nothing at all | 30% | 25% | 40% | 24% | 17% | 17% | 40% | 24% | 16% | 20% | 33% | 32% | 31% |
| Totals | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 101% | 99% | 100% | 101% | 101% | 100% |
| Unweighted N | (1,098) | (380) | (411) | (307) | (447) | (393) | (427) | (341) | (228) | (187) | (230) | (426) | (255) |

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2. New York Mayor Hypothetical Vote

If you were voting in the 2025 general election for New York City Mayor and these were the candidates, who would you vote for?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|----------------|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Zohran Mamdani | 24% | 23% | 24% | 30% | 27% | 20% | 20% | 22% | 28% | 24% | * |
| Andrew Cuomo | 11% | 15% | 8% | 9% | 8% | 10% | 18% | 12% | 9% | 9% | * |
| Curtis Sliwa | 13% | 16% | 10% | 8% | 10% | 12% | 22% | 16% | 3% | 11% | * |
| Other | 3% | 4% | 3% | 3% | 2% | 4% | 4% | 4% | 3% | 2% | * |
| Not sure | 26% | 19% | 33% | 29% | 30% | 26% | 19% | 25% | 29% | 33% | * |
| Would not vote | 23% | 23% | 23% | 21% | 23% | 27% | 18% | 21% | 29% | 21% | * |
| Totals | 100% | 100% | 101% | 100% | 100% | 99% | 101% | 100% | 101% | 100% | * |
| Unweighted N | (1,095) | (511) | (584) | (267) | (288) | (322) | (218) | (727) | (132) | (164) | (72) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|----------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Harris | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Zohran Mamdani | 24% | 50% | 20% | 1% | 54% | 4% | 17% | 29% | 26% | 20% | 24% | 19% | 32% |
| Andrew Cuomo | 11% | 10% | 9% | 15% | 10% | 16% | 10% | 12% | 15% | 17% | 8% | 13% | 9% |
| Curtis Sliwa | 13% | 2% | 7% | 31% | 4% | 34% | 9% | 14% | 21% | 17% | 14% | 13% | 9% |
| Other | 3% | 1% | 2% | 7% | 1% | 6% | 5% | 3% | 2% | 2% | 4% | 4% | 3% |
| Not sure | 26% | 24% | 25% | 28% | 24% | 26% | 29% | 25% | 20% | 26% | 23% | 26% | 29% |
| Would not vote | 23% | 13% | 37% | 17% | 6% | 13% | 29% | 16% | 16% | 18% | 27% | 25% | 18% |
| Totals | 100% | 100% | 100% | 99% | 99% | 99% | 99% | 99% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (1,095) | (380) | (409) | (306) | (447) | (391) | (425) | (340) | (228) | (187) | (229) | (425) | (254) |

3. Acceptable for Primary Loser to Run as Independent

Do you think it is acceptable or unacceptable for a candidate to lose a primary election and decide to run as an independent in the general election?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Acceptable | 45% | 52% | 40% | 41% | 48% | 48% | 43% | 48% | 37% | 45% | * |
| Unacceptable | 22% | 20% | 25% | 20% | 23% | 21% | 27% | 21% | 26% | 25% | * |
| Not sure | 32% | 29% | 36% | 39% | 29% | 31% | 30% | 31% | 37% | 30% | * |
| Totals | 99% | 101% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | * |
| Unweighted N | (1,095) | (511) | (584) | (267) | (289) | (321) | (218) | (726) | (132) | (165) | (72) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|--------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Harris | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Acceptable | 45% | 35% | 50% | 50% | 40% | 55% | 43% | 49% | 56% | 51% | 45% | 44% | 44% |
| Unacceptable | 22% | 27% | 18% | 23% | 28% | 24% | 21% | 25% | 17% | 20% | 21% | 24% | 23% |
| Not sure | 32% | 38% | 32% | 27% | 32% | 21% | 36% | 26% | 28% | 29% | 35% | 32% | 32% |
| Totals | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 101% | 100% | 101% | 100% | 99% |
| Unweighted N | (1,095) | (379) | (409) | (307) | (445) | (393) | (426) | (339) | (228) | (187) | (230) | (425) | (253) |

4. Vote for Primary Loser Running as Independent

If a candidate who you supported in a primary election lost the primary and decided to run as an independent in the general election, would you...?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|-------------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Vote for them | 43% | 45% | 41% | 42% | 47% | 39% | 43% | 47% | 39% | 39% | * |
| Not vote for them | 14% | 16% | 12% | 12% | 19% | 13% | 11% | 11% | 17% | 21% | * |
| Not sure | 43% | 39% | 47% | 45% | 33% | 48% | 46% | 42% | 43% | 40% | * |
| Totals | 100% | 100% | 100% | 99% | 99% | 100% | 100% | 100% | 99% | 100% | * |
| Unweighted N | (1,096) | (512) | (584) | (267) | (289) | (322) | (218) | (727) | (132) | (165) | (72) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|-------------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Harris | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Vote for them | 43% | 36% | 40% | 53% | 40% | 56% | 43% | 46% | 47% | 49% | 37% | 45% | 41% |
| Not vote for them | 14% | 19% | 11% | 12% | 18% | 13% | 13% | 14% | 14% | 12% | 15% | 12% | 17% |
| Not sure | 43% | 45% | 49% | 35% | 42% | 31% | 44% | 41% | 39% | 40% | 48% | 43% | 41% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 101% | 100% | 101% | 100% | 100% | 99% |
| Unweighted N | (1,096) | (380) | (411) | (305) | (447) | (391) | (427) | (339) | (228) | (186) | (230) | (425) | (255) |

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| Weighting | The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.568, with a mean of one and a standard deviation of 0.891. |
| Number of respondents | 1098 |
| Margin of error | ± 4% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 76 questions not reported. |