



METHODOLOGY

Change Research surveyed 1100 likely Democratic primary voters in New York City from May 6-12.

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 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 funded by New York Immigration Coalition and conducted online by Change Research. The survey was part of a larger study that included questions about other topics not included in this report. Post-stratification was performed on age, gender, education, race/ethnicity, and borough. Weighting parameters were based on the demographic composition of likely Democratic primary voters, obtained from the voter file. That is, if a given age bracket or gender group represented x% of past Democratic primary voters in similar 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 3.1%, 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

Are you male or female?

- Male
- Female

In what year were you born?

In what ZIP code do you currently live?

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)

[If did not select Hispanic/Latino] Are you from a Hispanic, Latino/a or Spanish-speaking background?

- Yes
- No

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

Are you registered to vote in New York City?

- Yes
- No [**Terminate**]
- Not sure [**Terminate**]

Generally speaking, do you think of yourself as a: [Randomize]

- Democrat
- Republican
- Independent/Other

[If independent/ no party affiliation]

Do you consider yourself closer to:

- The Democrats
- The Republicans
- Neither

[If Democrat/Republican]

Do you consider yourself a:

- Strong [Democrat/Republican]
- Not so strong [Democrat/Republican]

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]

Do you plan to vote in the June 2021 primary election for Mayor and other local offices?

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

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]

Do you support or oppose expanding voting rights to 900,000 green card holders and those with work authorizations so that they can vote in elections for New York City offices like Mayor and City Council?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Not sure

English Language Learner students and children of Limited English Proficient (LEP) parents make up 37% of all New York City students. Some argue that because they have the highest dropout rate (23%) of any group of NYC students, the Mayor should prioritize academic recovery efforts that support immigrant communities. Others argue that COVID has impacted all students, and no one group should be prioritized. Do you agree or disagree that the Mayor should prioritize academic recovery efforts that support immigrant communities?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Not sure

A program called Connections 2 Care, which was one of the few programs to provide mental health support to low-income immigrants in NYC, was recently discontinued due to the budget crisis resulting from the pandemic. Would you support or oppose the new Mayor in funding this program?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Not sure