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New York City Latino Voters Analysis of Survey Findings



Lake Research Partners

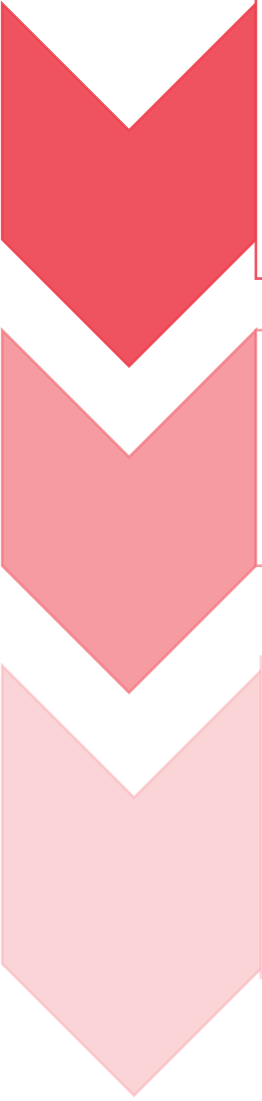
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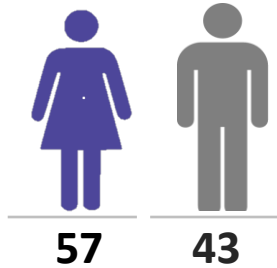
Celinda Lake
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Survey Methodology

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- Lake Research Partners designed and administered this survey via live phone interviews and text to online methodology. The survey reached 600 Latino registered voters in New York City and was conducted in English and Spanish. The survey was conducted September 25 - October 1, 2025. The margin of error of this survey is +/-4.0% and larger for subgroups.
 - Telephone numbers for the sample were generated from a file of registered voters. The data were weighted slightly by gender, age, region, education level, turnout history, family heritage and partisanship.
 - In interpreting survey results, all sample surveys are subject to possible sampling error—that is, the results of a survey may differ from those that would be obtained if all Latino registered voters were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a question. For example, if a response to a given question which all base respondents answered was 50%, we could be sure that in 95% of all samples of 600 drawn from the same universe of Latino registered voters, the results would fall within plus or minus 4.0% of this percentage, or between 46.0% and 54.0%.

Profile of Latino Voters in New York City

GENDER



EDUCATION

High School or Less	33	65
Post-H.S. / Some College	32	Non-college
College Graduate	23	
Post-Graduate	11	

PARTY ID

Democrat	60
Independent /Not sure	20
Republican	15

FAMILY HERITAGE

Puerto Rico	37
Dominican Republic	25
South America	17
Mexico	10
United States	10
Central America	7
Spain	4
Cuba	3

IDEOLOGY

Liberal	33
Progressive	13
Conservative	16
Moderate	30

PARTY REGISTRATION

Democrat	68
Unaffiliated /Other	24
Republican	8

AGE

Under 30	17	
30-39	20	
40-49	16	48
50-64	23	50
65+	25	years+

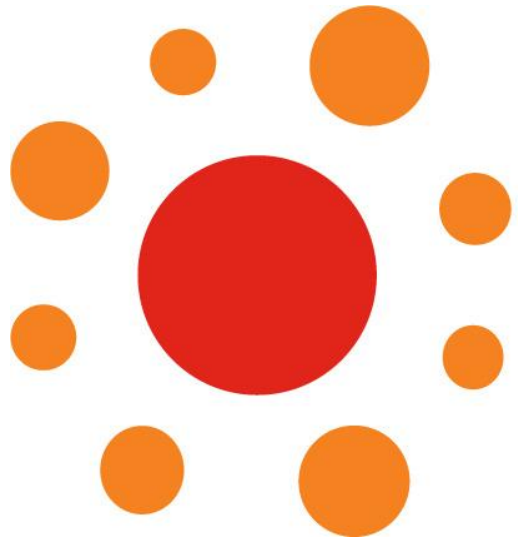
BOROUGH

Bronx	31
Brooklyn	20
Manhattan	20
Queens	25
Staten Island	4

Key Findings

- **Latino New Yorkers look poised to be a crucial piece in Zohran Mamdani's coalition in the upcoming New York City mayoral election, giving him nearly half of their vote, while Andrew Cuomo is a distant second and Curtis Sliwa is a distant third.** Thirteen percent of Latino registered voters remain undecided.
- **Mamdani leads both of his main opponents on every metric in this poll among Latino New Yorkers.** He has substantially better favorability numbers than Cuomo and Sliwa. A plurality or majority of voters prefer Mamdani on every issue area and trait in this survey relative to his opponents, including in areas where many may expect him to lead, such as "standing up for immigrants," areas that many may expect his opponents to lead, such as "handling crime and public safety," and traits that are often key indicators as to who voters think who is the right person to lead, such as "sharing my values."
- **Latino voters are highly dissatisfied with the direction they see New York City moving. Their major concerns they want their next mayor to concentrate on are the cost of living and inflation, crime and public safety and housing costs and affordability.**
 - Latino voters have a pessimistic outlook on their income, savings, and jobs prospects, with two-thirds saying they are concerned that these things will get worse.
- Latino New Yorkers have a large set of priorities they want the city to fund, **but the top two priorities are "expanding employment and investing in good-paying jobs" and "affordable housing."**
- Latino voters support a wide range of progressive initiatives for New York City. **Chief among them are "building more affordable housing throughout the city," "investing in citywide mental health programs and crisis response," "making it faster, easier, and cheaper to start and run a small business in New York City" and "raising the minimum wage."**
- **The most popular leader tested who is not running for mayor is Letitia James. A slim plurality of Latino voters are favorable towards Kathy Hochul. Latino New Yorkers are overwhelmingly unfavorable towards Donald Trump and Eric Adams.**

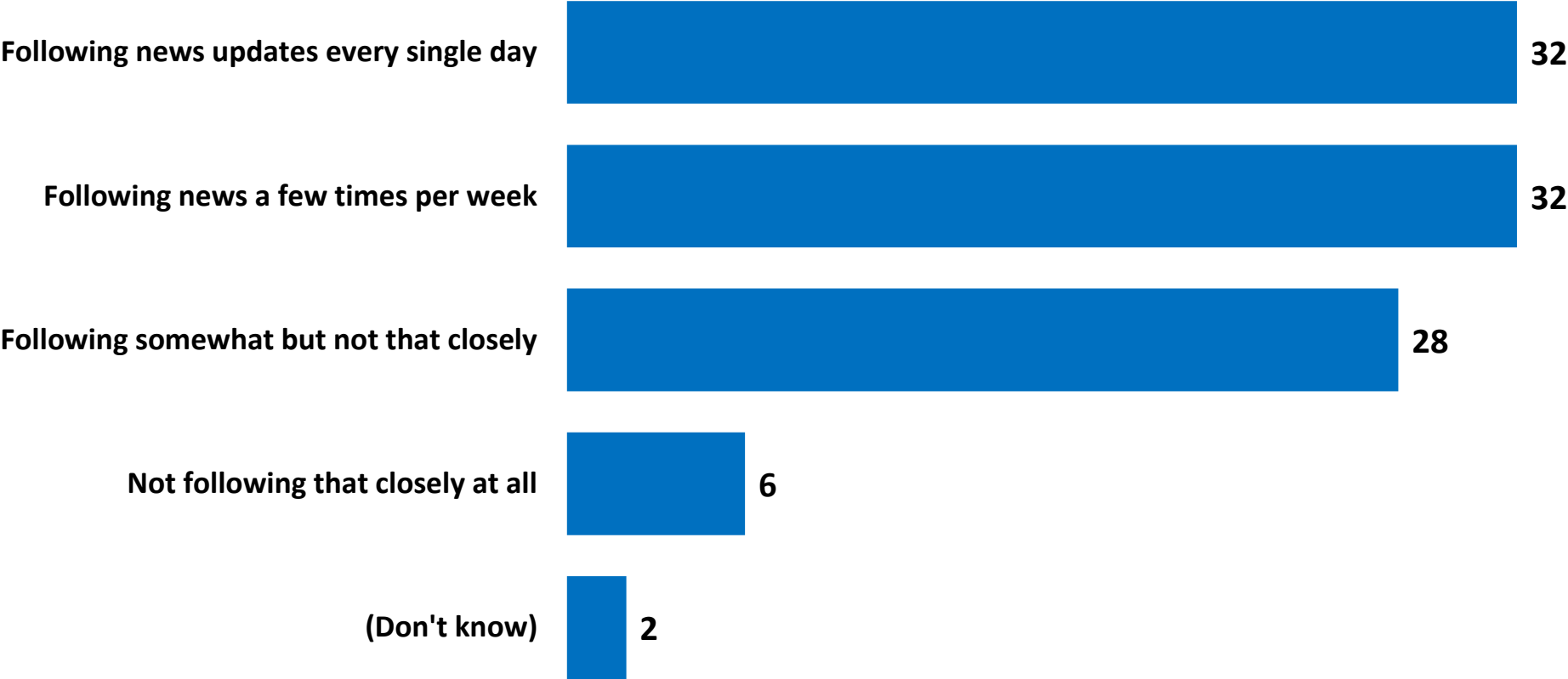
The Election for New York City Mayor



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Q8 – Following News and Information Related to the Mayoral Election

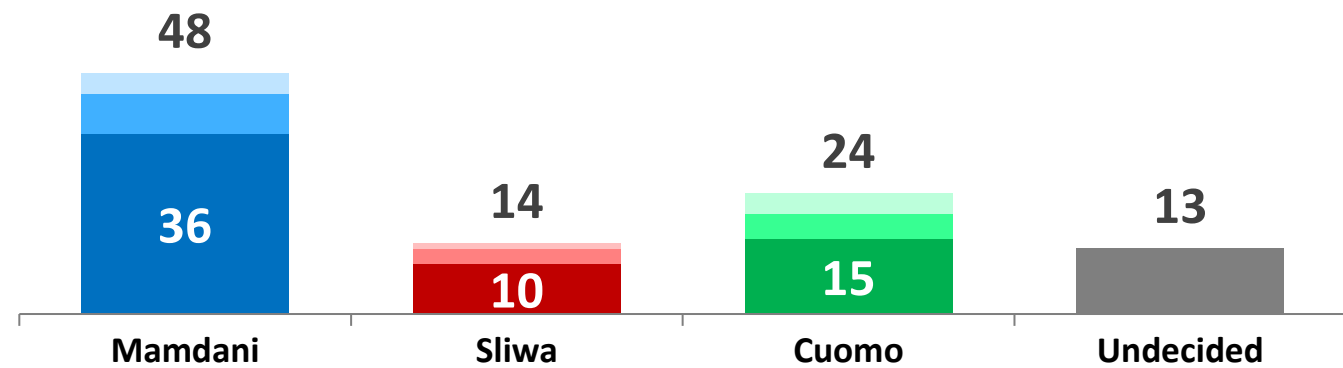
Latino New Yorkers are paying attention to news about the mayoral election. Nearly two-thirds are following news updates related to the 2025 New York City Mayor election at least a few times per week, with half of that number saying they do so daily.



Q8: How closely have you been following news and information related to the 2025 New York City Mayor election?

Q10 – Mayoral Vote

Zohran Mamdani is the clear leader among Latino voters in the vote for mayor. He leads across most demographic groups, with the major exceptions being Republicans — who are supporting Curtis Sliwa — and independents — who are narrowly favoring Andrew Cuomo. Moderates are divided between the candidates while Mamdani is running up the score among liberals and progressives.

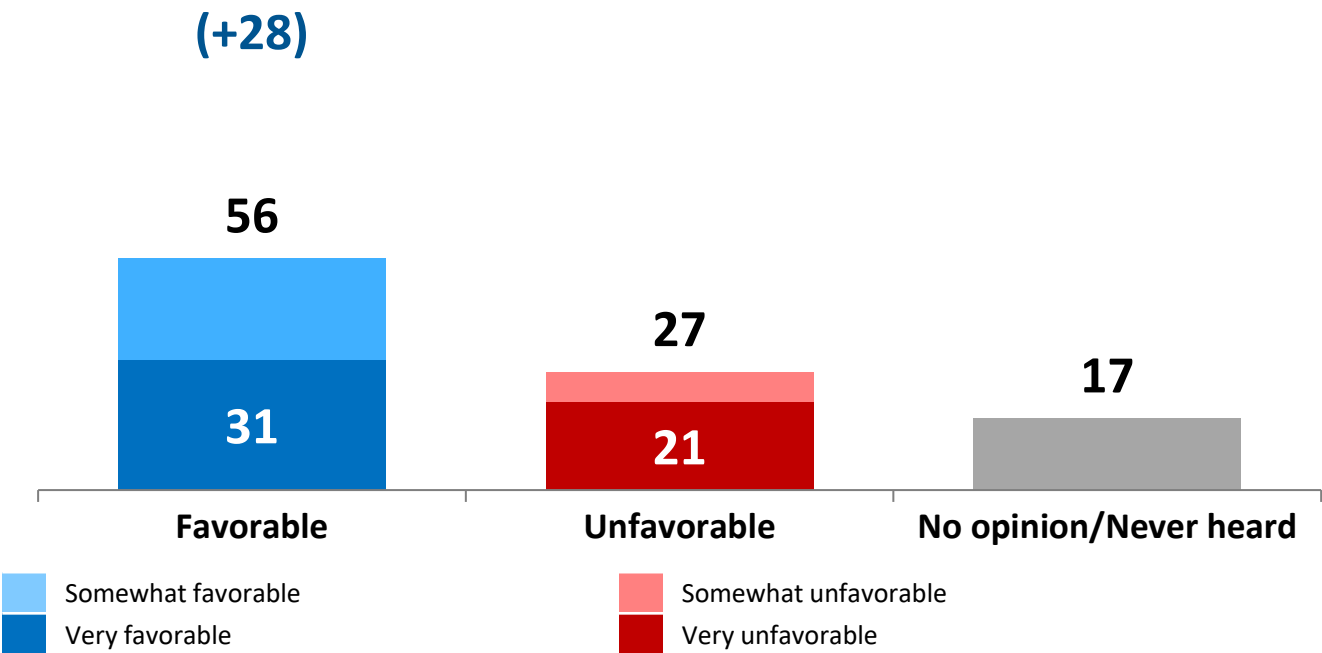


	Mamdani	Sliwa	Cuomo	Undecided
Total	48	14	24	13
Non-College Men	51	14	20	12
Non-College Women	41	13	25	17
College Men	51	19	22	8
College Women	56	11	26	8
18 - 49	55	12	17	12
50 - 64	37	17	36	9
65+	43	13	26	17
Democratic ID	66	3	20	11
Indep/DK ID	24	14	36	19
Republican ID	10	54	22	12
Puerto Rican	44	12	32	9
Dominican	50	15	21	13
South American	59	9	21	11
Liberal	71	2	18	8
Progressive	82	2	10	5
Conservative	14	42	29	13
Moderate	31	15	31	20
Bronx	45	14	24	15
Brooklyn	45	14	29	11
Manhattan	54	11	18	14
Queens	51	13	23	12

Q10: If the election for New York City mayor were held today and the candidates were: {RANDOMIZE} _Democrat Zohran Mamdani, _Republican Curtis Sliwa, _independent Andrew Cuomo and _independent Eric Adams, for whom would you vote or are you undecided?
* Adams voters were re-interviewed after he dropped out.

Q9d – Zohran Mamdani Favorability

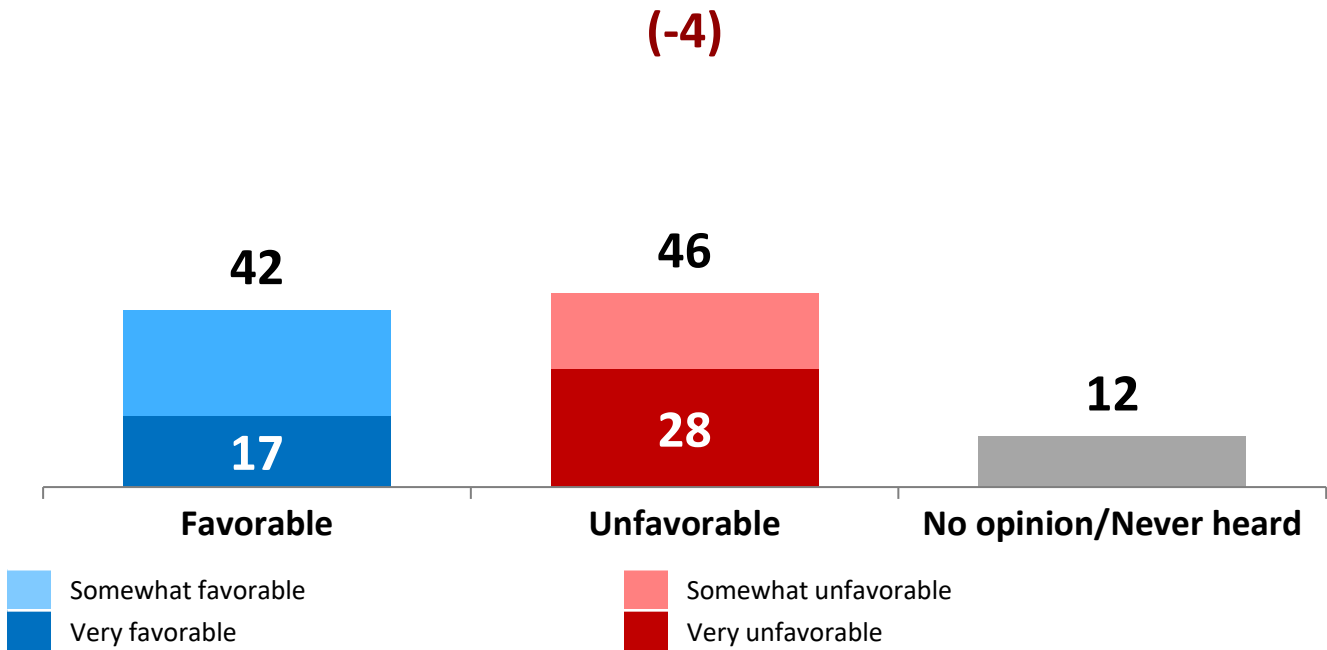
Majorities of Latino voters have a positive opinion of Zohran Mamdani. Latino voters are net-favorable towards him across gender, education, age and family heritage lines. Mamdani is most popular among Democrats, liberals and progressives, while independents are more divided on him, and Republicans are solidly unfavorable towards him.



	Favorable	Unfavorable	NO/NH
Total	56	27	17
Non-College Men	55	32	12
Non-College Women	49	26	24
College Men	58	35	7
College Women	68	17	16
18 - 49	62	25	13
50 - 64	43	33	24
65+	54	27	18
Democratic ID	74	14	12
Indep/DK ID	36	37	27
Republican ID	11	73	16
Puerto Rican	49	31	20
Dominican	56	23	21
South American	68	26	7
Liberal	79	9	12
Progressive	88	10	2
Conservative	13	70	17
Moderate	42	31	27
Bronx	55	28	17
Brooklyn	53	26	20
Manhattan	60	25	16
Queens	57	25	18

Q9e – Andrew Cuomo Favorability

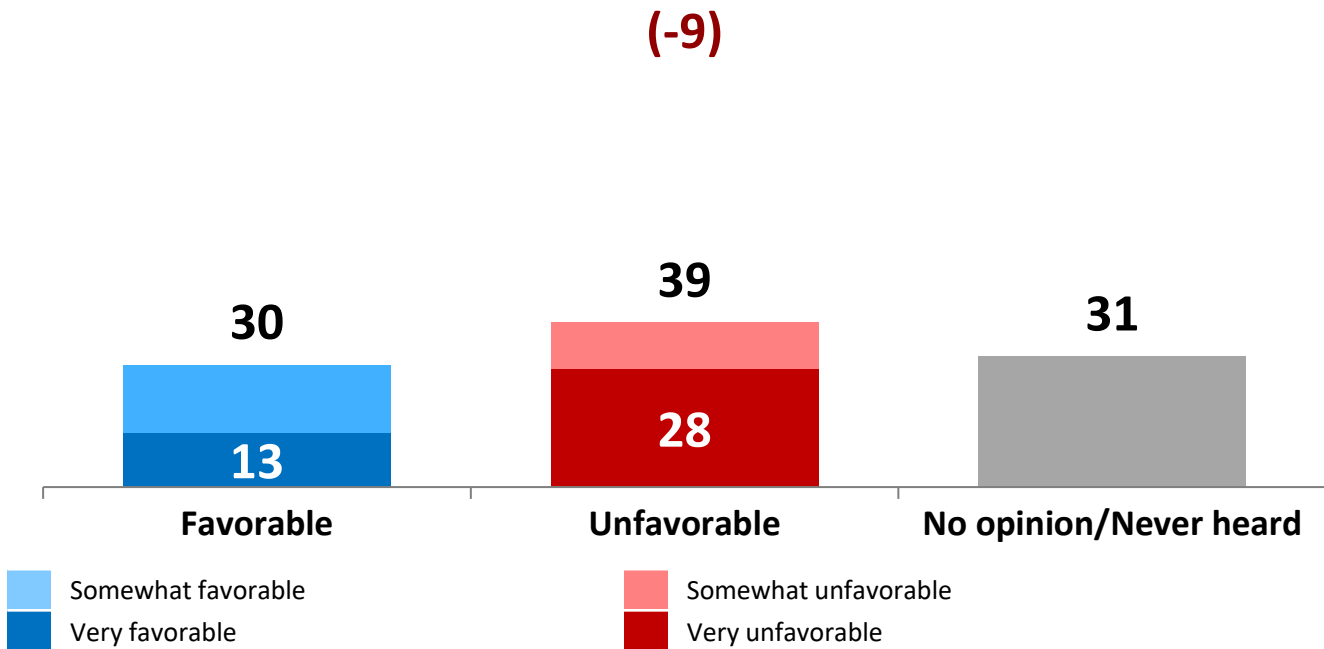
Andrew Cuomo is underwater among Latino New Yorkers—regardless of their self-described partisanship. He is weakest among younger and progressive Latinos, as well as those of South American descent. Cuomo is strongest—relatively speaking—among older voters and those of Puerto Rican descent.



	Favorable	Unfavorable	NO/NH
Total	42	46	12
Non-College Men	36	53	12
Non-College Women	43	39	18
College Men	46	49	5
College Women	44	51	5
18 - 49	34	56	10
50 - 64	50	35	16
65+	51	35	14
Democratic ID	45	48	7
Indep/DK ID	39	38	23
Republican ID	37	45	19
Puerto Rican	52	38	10
Dominican	35	51	14
South American	33	57	10
Liberal	43	50	7
Progressive	33	64	3
Conservative	37	42	21
Moderate	46	38	16
Bronx	41	46	13
Brooklyn	40	40	20
Manhattan	41	50	9
Queens	39	51	10

Q9f – Curtis Sliwa Favorability

Curtis Sliwa has the lowest profile of the three main candidates for mayor. Most Republican Latino voters know who he is and are favorable towards him, while Democrats are solidly unfavorable towards him. Moderates, voters in Manhattan and non-college women are divided in their opinions of Sliwa.

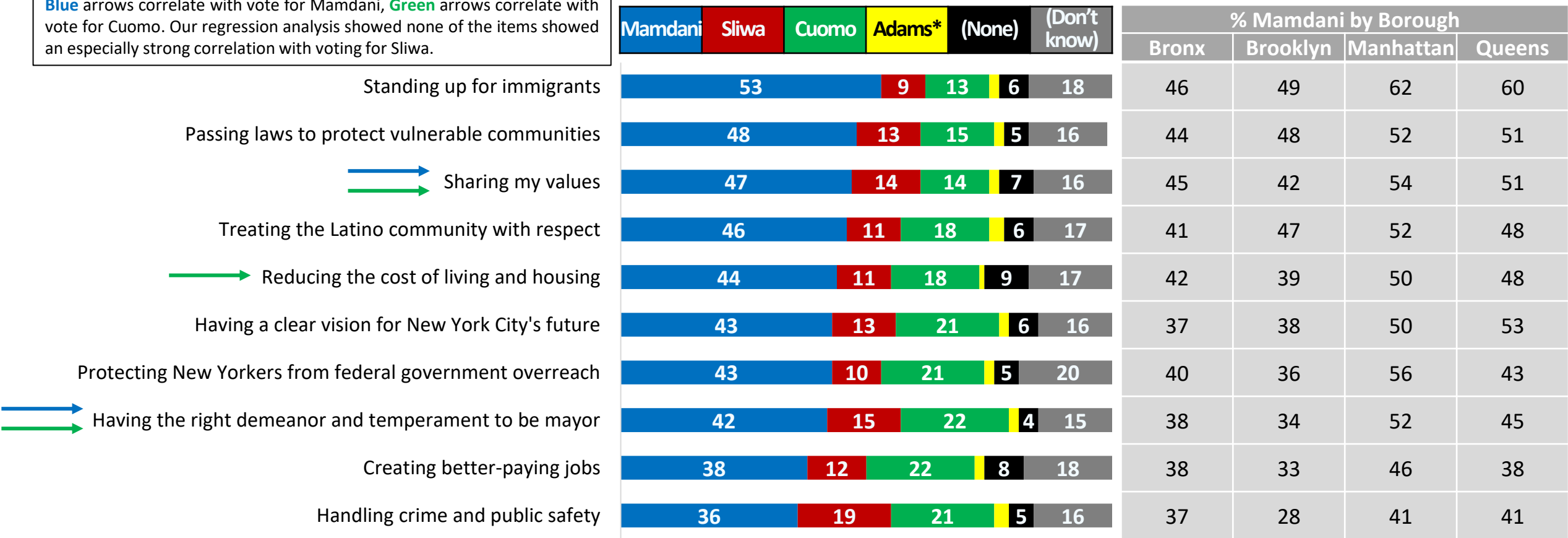


	Favorable	Unfavorable	NO/NH
Total	30	39	31
Non-College Men	33	40	27
Non-College Women	32	31	37
College Men	38	51	11
College Women	16	47	38
18 - 49	23	44	32
50 - 64	36	32	32
65+	38	36	27
Democratic ID	21	51	28
Indep/DK ID	37	29	34
Republican ID	65	7	28
Puerto Rican	35	38	26
Dominican	22	38	40
South American	28	40	32
Liberal	16	55	29
Progressive	17	53	30
Conservative	61	9	30
Moderate	33	33	34
Bronx	31	39	30
Brooklyn	19	47	33
Manhattan	35	35	30
Queens	29	38	33

Q12 – Trust Most on Various Issues

Pluralities of Latino voters trust Mamdani more than the other candidates on every issue explored in this study, with the exception of “standing up for immigrants,” where a majority of Latino voters trusts him more. His strengths include “sharing my values,” “reducing the cost of living and housing,” “having a clear vision for New York City’s future,” “creating better-paying jobs” and “handling crime and public safety.” Regression analysis indicates that seeing Mamdani as “sharing my values” or “having the right demeanor and temperament to be mayor” predict most to supporting him for mayor.

Blue arrows correlate with vote for Mamdani, Green arrows correlate with vote for Cuomo. Our regression analysis showed none of the items showed an especially strong correlation with voting for Sliwa.

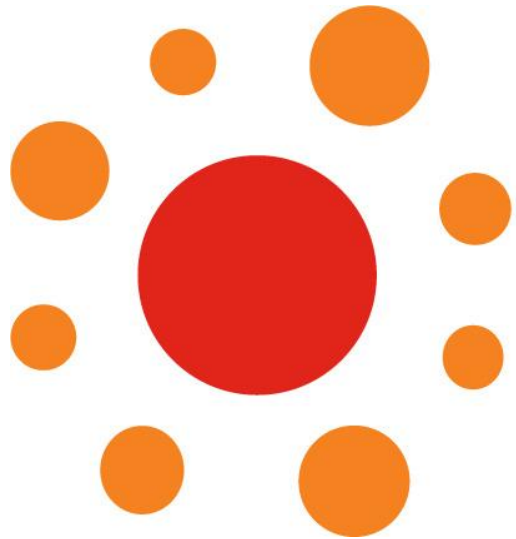


*Adams given as option before he dropped out.

Q12: Next, I’m going to ask you about some different issues. For each one, please tell me who you would trust most on that issue: {RANDOMIZE} _Zohran Mamdani, _Curtis Sliwa, _Andrew Cuomo OR _Eric Adams?

ALL RESPONDENTS

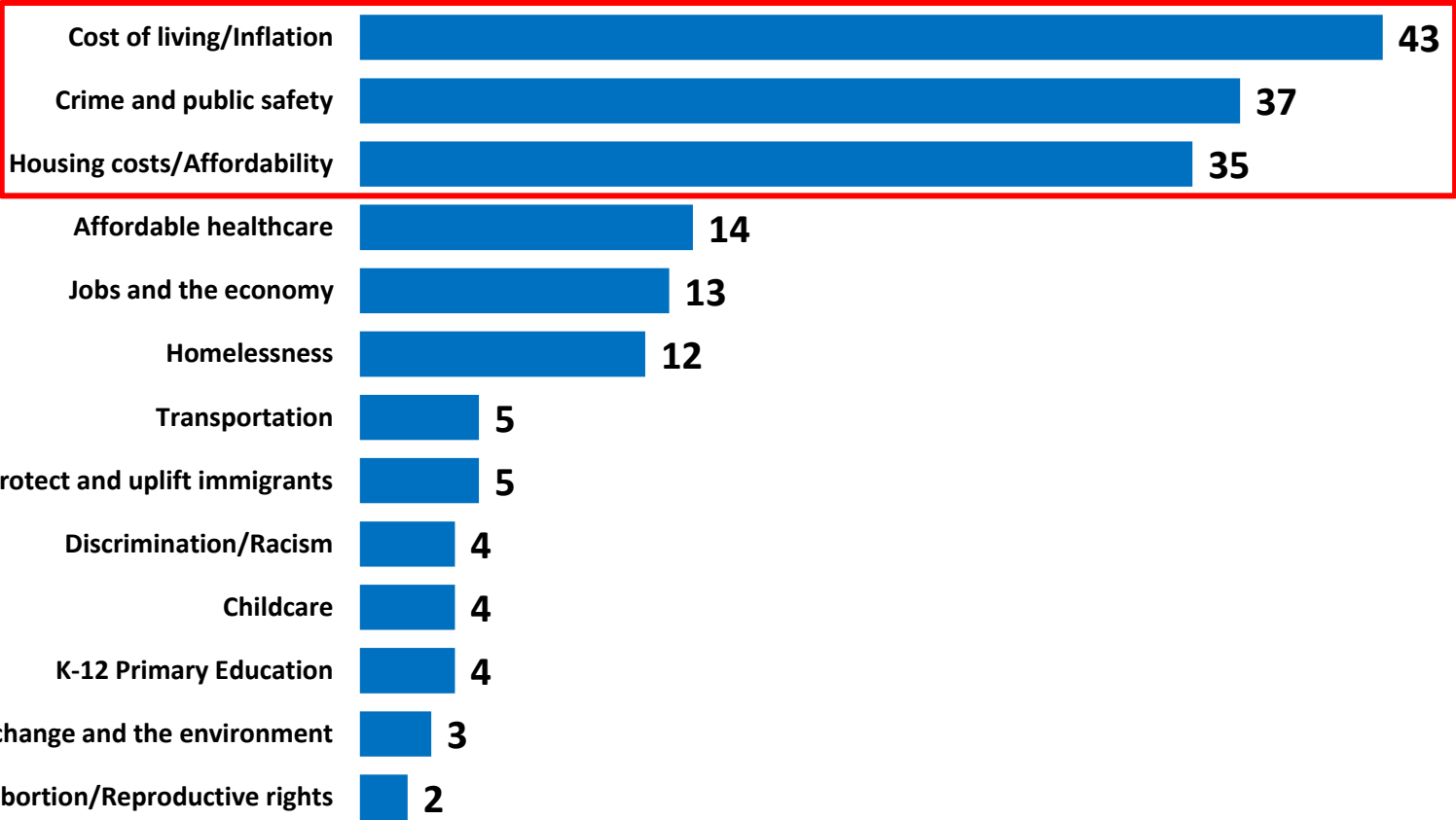
Latino Registered Voters' Priorities



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Q5 – Issues for Mayor to Focus On

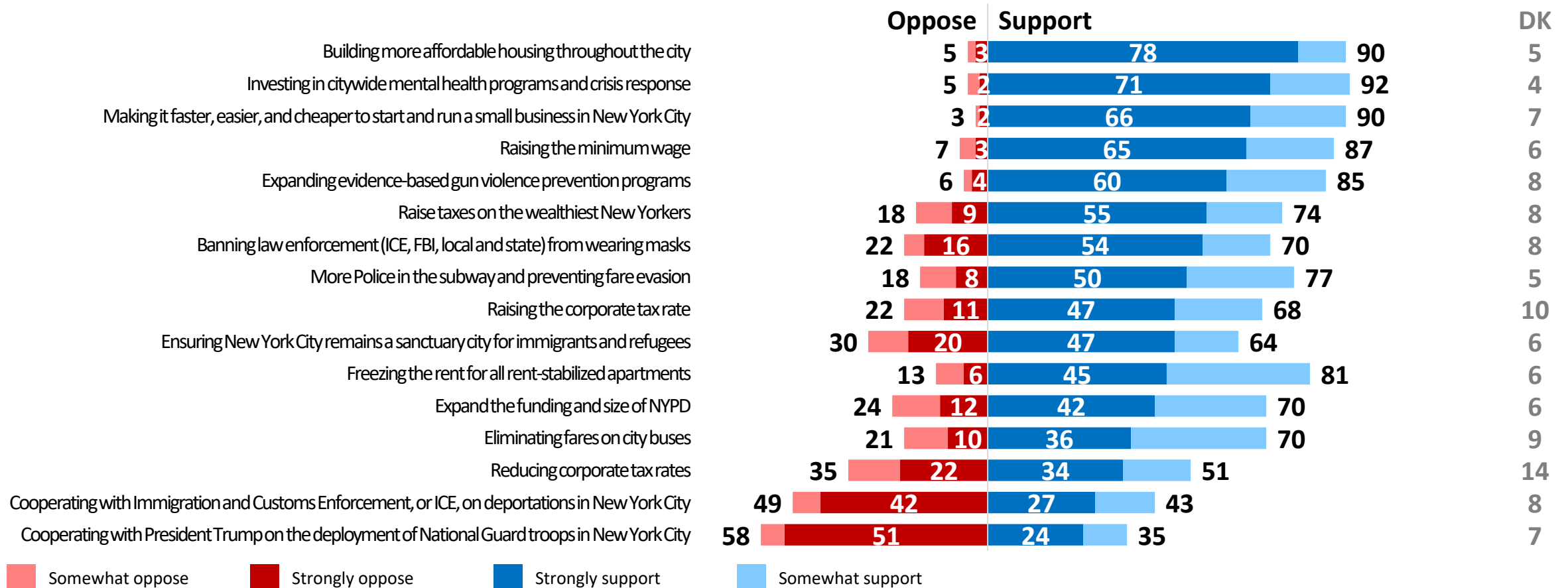
Latino voters in New York City most want their next mayor to focus on the cost of living, crime and housing costs.



Q5: Of the following issues, which one or two are most important for your mayor to focus on?

Q13 – Support for Policy Proposals

Of all the proposals made by the various mayoral candidates, “building more affordable housing throughout the city” is the most popular amongst Latino voters. Latino New Yorkers also strongly support investing in mental health programs and crisis response, making it easier to start and run a business, and expanding gun violence prevention programs. Freezing rent for rent-stabilized apartments and eliminating fares on city buses have widespread support but more limited intensity. A plurality opposes cooperating with ICE on deportations — a figure that jumps nearly 10 points when Trump’s name is invoked in the question language.



All items split sampled.

Q13: Now I will read you some proposals the mayoral candidates have made. Please tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following.

ALL RESPONDENTS

Q13 – Support for Policy Proposals

The most popular proposals boast majority *strong* support across the board, even among conservative Latino voters. Democrats, Dominicans and Latino voters under 50 are disproportionately likely to support ensuring NYC remains a sanctuary city. Voters 50 and over and conservatives disproportionately support having more police on the subway and preventing fare evasion. Conservative Latino voters (approximately 16% of the Latino electorate) are the only group that supports cooperating with ICE and with Trump on National Guard troops in NYC.

Strongly support	Total	Gender		Edu./Gender			Age			Party ID		Heritage		Ideology			Region			
		Men	Women	Non-Coll. Men	Non-Coll. Women	Coll. Women	18-49	50-64	65+	Dem.	Indep/DK	PR	DR	Lib./Prog.	Cons.	Mod.	Bronx	Brooklyn	Manhattan	Queens
Building more affordable housing throughout the city	78	83	75	80	73	80	79	70	85	86	79	80	80	90	67	70	75	84	81	78
Investing in citywide mental health programs and crisis response	71	75	69	72	65	78	75	68	68	79	67	74	87	81	65	61	58	74	83	76
Making it faster, easier, and cheaper to start and run a small business in NYC	66	73	61	74	59	64	62	74	68	75	60	67	68	74	59	65	60	69	67	73
Raising the minimum wage	65	59	69	62	69	70	61	64	73	69	63	56	60	77	55	54	62	73	64	64
Expanding evidence-based gun violence prevention programs	60	60	60	59	54	74	58	57	66	68	52	57	57	77	38	51	54	71	53	67
Raise taxes on the wealthiest New Yorkers	55	52	57	48	51	68	62	45	49	68	43	53	56	78	30	37	50	50	58	67
Banning law enforcement (ICE, FBI, local and state) from wearing masks	54	58	50	58	50	50	53	51	58	64	52	58	45	69	15	55	50	72	40	56
More Police in the subway and preventing fare evasion	50	52	48	53	45	55	39	61	62	46	44	59	41	39	71	56	53	50	42	48
Raising the corporate tax rate	47	53	42	52	35	56	50	41	46	57	39	39	51	62	29	39	39	49	46	61
Ensuring NYC remains a sanctuary city for immigrants and refugees	47	49	46	44	39	59	54	41	40	67	20	39	51	69	15	37	37	47	43	65
Freezing the rent for all rent-stabilized apartments	45	42	48	44	45	54	46	33	55	53	39	44	42	57	22	38	42	44	55	45
Expand the funding and size of NYPD	42	44	41	47	47	29	35	49	49	35	45	46	46	29	79	46	40	51	44	34
Eliminating fares on city buses	36	29	42	29	42	42	34	26	48	40	35	30	35	45	27	25	35	42	38	33
Reducing corporate tax rates	34	33	35	28	37	31	28	34	47	35	35	28	27	35	36	34	27	29	35	44
Cooperating with ICE, on deportations in NYC	27	38	19	34	19	20	26	26	32	18	30	31	18	16	61	28	33	28	23	26
Cooperating with Pres. Trump on the deployment of National Guard troops in NYC	24	23	25	25	28	18	23	20	30	13	26	27	21	15	62	21	18	29	32	18

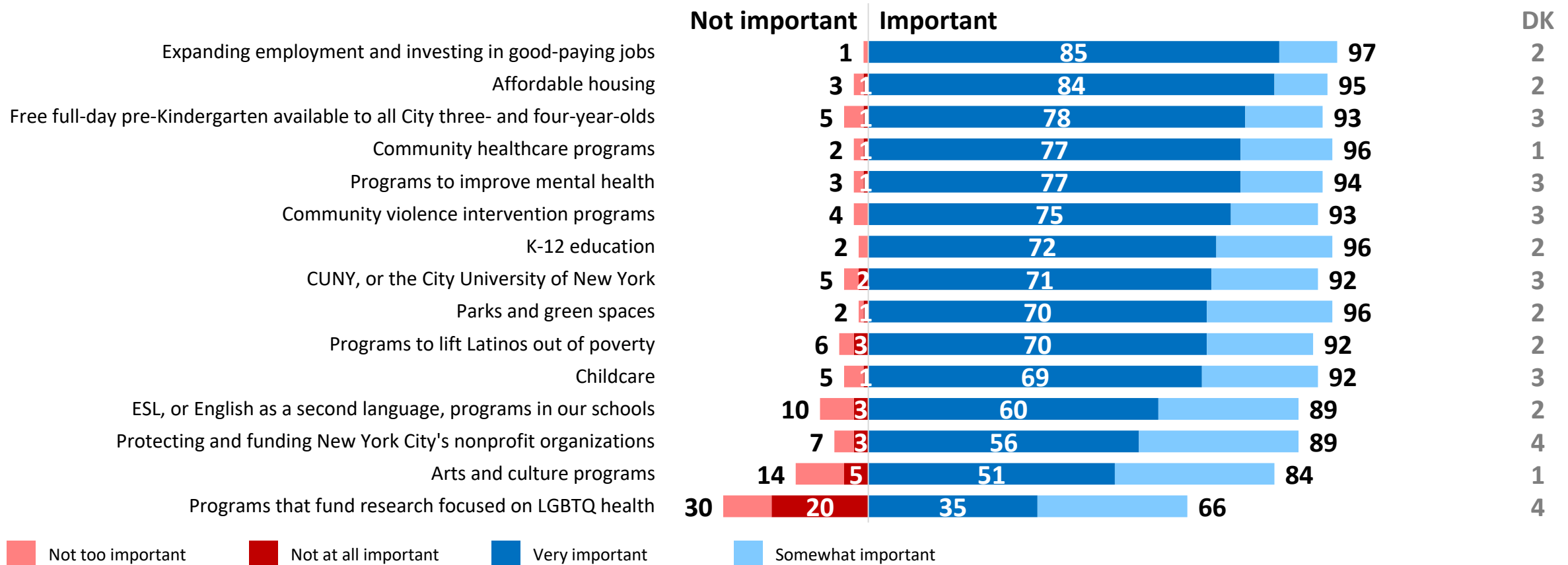
All items split sampled.

Q13: Now I will read you some proposals the mayoral candidates have made. Please tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following.

ALL RESPONDENTS

Q14 – Importance of New York City Government Investment

Latino New Yorkers have no shortage of initiatives they believe city government should invest in. Expanding employment and investing in good-paying jobs is the most popular priority, but close behind are affordable housing, free full-day pre-K, community healthcare and mental health programs, and community violence intervention programs. The only area with some pushback is programs that fund research focused on LGBTQ health, but even this has a supermajority of overall support.



All items split sampled except “Programs to lift Latinos out of poverty.”

Q14: Next I will read you a list of things some people have said it is important that the New York City government funds. Please tell me if you think it is very important, somewhat important, not too important or not at all important that the New York City government funds each of the following.

ALL RESPONDENTS

Q14 – Importance of New York City Government Investment

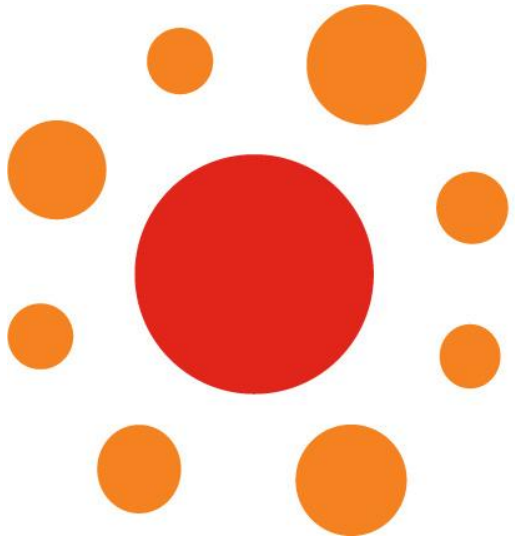
Voters across the board have a relatively consistent set of priorities for the city government to fund. Programs to improve mental health are a disproportionately important priority among 50-64-year-olds and liberal/progressive voters. Programs that fund research focused on LGBTQ health are an especially low priority for non-Democrats and conservative and moderate voters. Programs to lift Latinos out of poverty is a top priority in Brooklyn. Childcare is a high priority among women and men alike.

Very important	Total	Gender		Edu./Gender			Age			PartyID		Heritage		Ideology			Region			
		Men	Women	Non-Coll. Men	Non-Coll. Women	Coll. Women	18 - 49	50 - 64	65+	Dem.	Indep/DK	PR	DR	Lib./Prog.	Cons.	Mod.	Bronx	Brooklyn	Manhattan	Queens
Expanding employment and investing in good-paying jobs	85	81	89	83	88	92	89	77	85	89	84	88	87	90	80	81	86	90	80	85
Affordable housing	84	85	83	85	82	85	85	81	83	83	93	87	74	86	76	82	79	85	86	86
Free full-day pre-K available to all City 3 and 4-year-olds	78	74	80	73	81	80	79	71	81	83	72	75	80	83	68	74	73	79	74	84
Community healthcare programs	77	78	76	78	75	78	76	70	85	83	73	76	80	86	72	66	74	76	73	83
Programs to improve mental health	77	78	76	76	73	82	75	82	76	81	79	82	71	84	62	68	74	80	82	76
Community violence intervention programs	75	76	74	76	69	86	74	79	74	78	78	81	74	80	59	73	77	78	77	74
K-12 education	72	76	69	78	64	81	74	72	67	71	68	75	74	73	76	63	73	71	76	70
CUNY, or the City University of New York	71	72	70	69	66	78	75	64	69	76	66	71	76	79	60	63	66	71	70	75
Parks and green spaces	70	69	70	68	68	75	70	61	77	71	78	69	66	72	60	76	68	75	71	69
Programs to lift Latinos out of poverty	70	69	71	72	68	76	71	62	74	77	60	75	66	76	60	63	63	85	75	67
Childcare	69	68	69	71	63	82	73	58	70	69	71	66	64	72	65	61	76	72	64	59
ESL programs in our schools	60	56	62	57	57	73	60	57	61	63	55	60	55	65	55	52	54	58	65	68
Protecting and funding NYC's nonprofit organizations	56	55	57	59	57	55	52	56	64	59	66	62	50	63	42	49	56	64	51	51
Arts and culture programs	51	46	54	46	53	57	56	38	52	53	47	52	50	56	45	47	48	62	44	52
Programs that fund research focused on LGBTQ health	35	38	33	40	31	37	39	26	36	48	15	33	45	46	30	26	29	47	26	46

All items split sampled except “Programs to lift Latinos out of poverty.”

Q14: Next I will read you a list of things some people have said it is important that the New York City government funds. Please tell me if you think it is very important, somewhat important, not too important or not at all important that the New York City government funds each of the following.

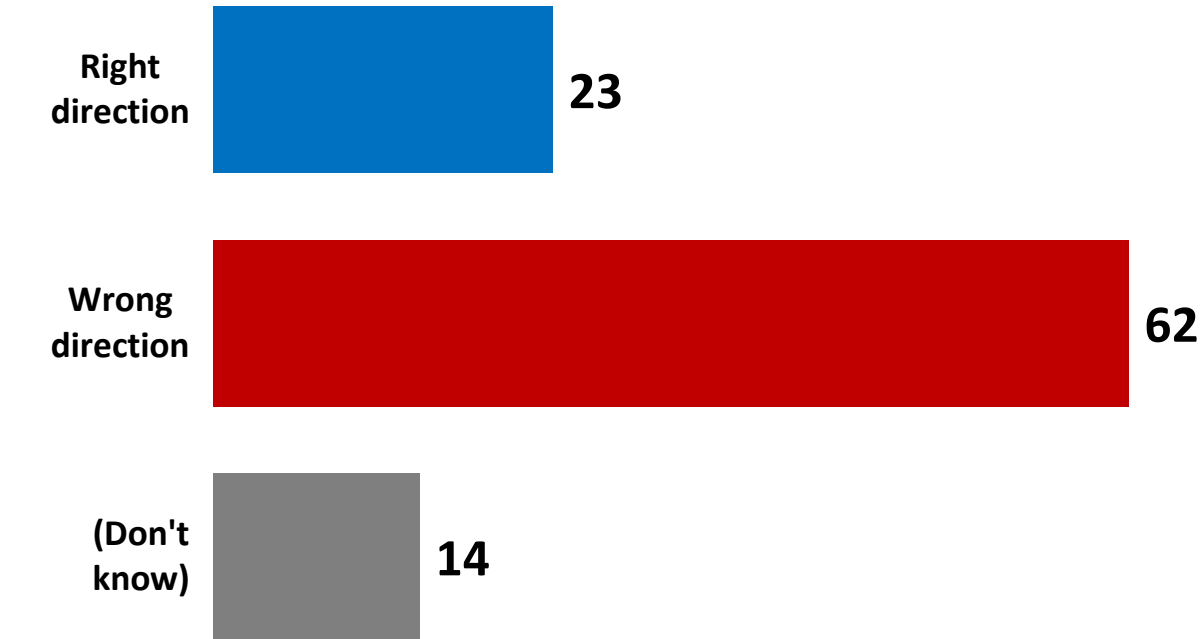
Perceptions of the Political Scene



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Q4 – New York City Direction

Latino voters are highly dissatisfied with the direction they see New York City moving. This trend holds true across the board, regardless of self-identified partisanship.

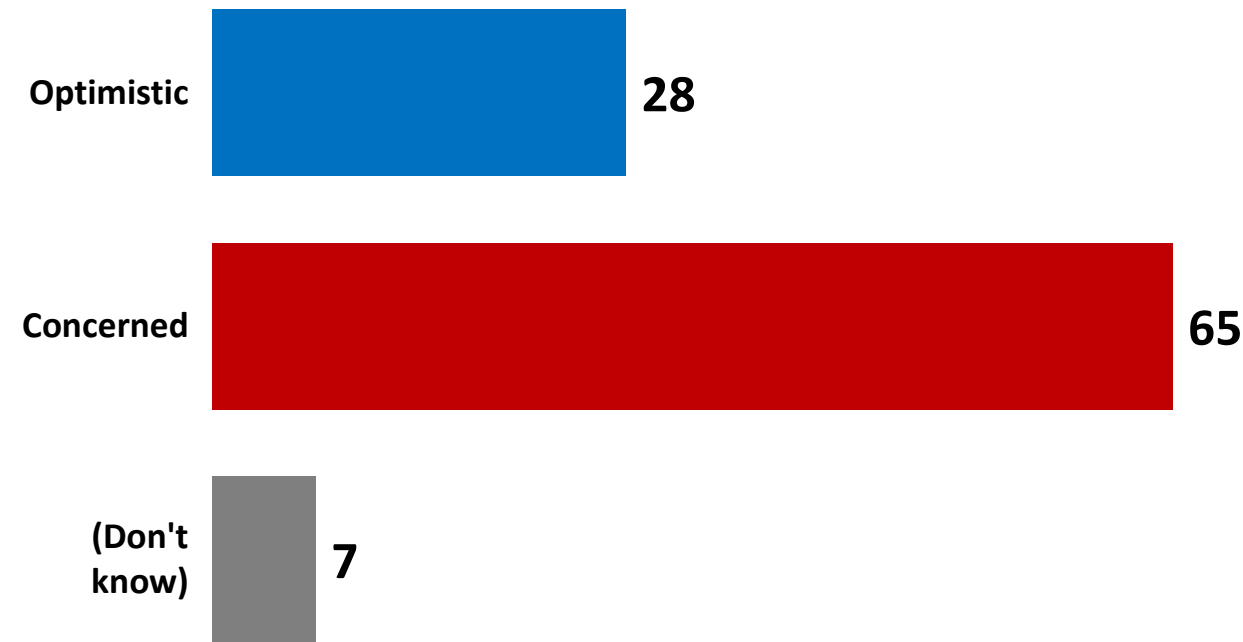


	Right direction	Wrong direction	(Don't know)
Democratic ID	27	59	14
Indep/DK ID	17	63	20
Republican ID	17	75	8

Q4: Overall, would you say that things in New York City are headed in the right direction or in the wrong direction?

Q11 – Feelings about Family’s Income, Savings, and Jobs over the Next Few Years

Latino voters’ concern about their own financial wellbeing over the next few years is likely a major part of their pessimistic outlook on the direction of the city. Across the political spectrum, Latino voters are concerned about their family’s income, savings and jobs over the next few years.

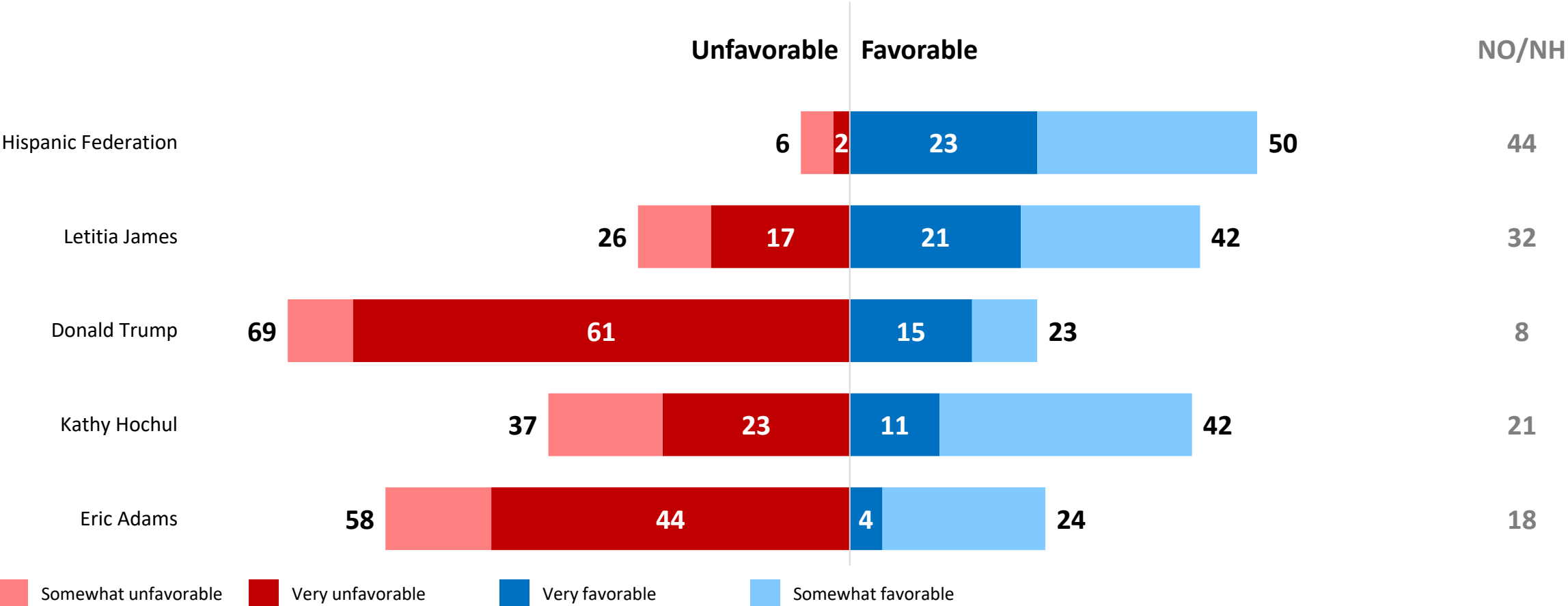


	Optimistic	Concerned	(Don't know)
Democratic ID	30	65	5
Indep/DK ID	23	66	11
Republican ID	34	59	8

Q11: Thinking about your family's income, savings, and jobs over the next few years, which comes closest to your view: {ROTATE}_ I'm optimistic things will get better OR _I'm concerned things will get worse?

Q9 – Favorability towards Key Figures

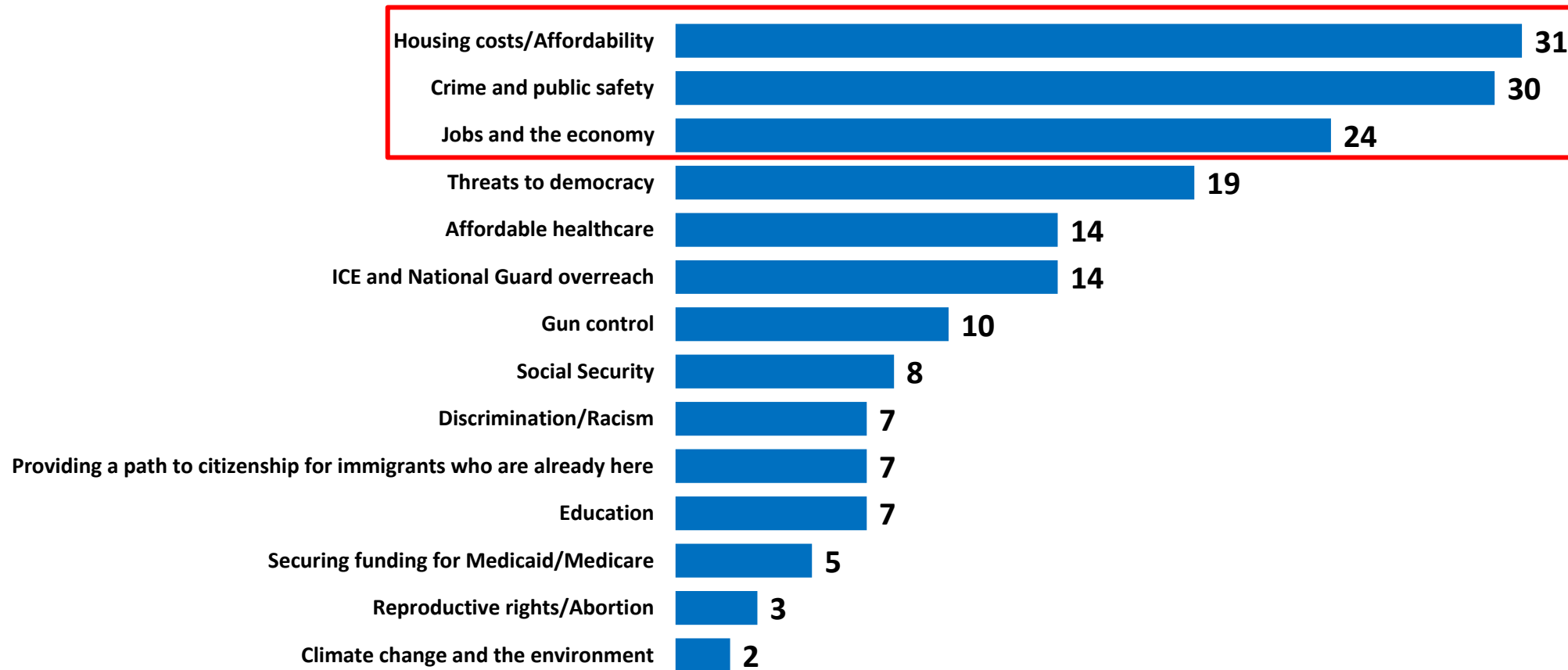
Of the figures in this survey without active campaigns for mayor, Latino voters are solidly net-favorable towards the Hispanic Federation and Letitia James. They are divided—but slightly net-favorable—towards Kathy Hochul (though with relatively limited intensity). They are solidly net-unfavorable towards Eric Adams and even more so towards Donald Trump.



Q9: Now I'd like to ask you about some public figures and groups. For each, please tell me whether you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression. If you have heard of the person or group, but do not know enough to have an opinion, or if you have never heard of them, just say so, and we will move on.

Q6 – National Issues

At the national level, the most important issues to Latino New Yorkers are housing and crime, followed by jobs and the economy. Threats to democracy, affordable healthcare and ICE/National Guard overreach fall in a second tier of concerns.





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