

To: *Hispanic Federation*

From: Celinda Lake, Daniel Gotoff and McCauley Pugh, *Lake Research Partners*

Re: Initial Findings for Latino Registered Voters Survey

Date: October 2<sup>nd</sup>, 2025

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*This memo overviews key topline findings from a survey that Lake Research Partners designed and administered, using live interviews and text-to-online methodology, to 600 Latino Registered Voters in New York City. The survey was conducted from September 25<sup>th</sup> to October 1<sup>st</sup>, 2025. The margin of error for the full sample is +/-4% and larger for subgroups and split sampled questions*

### **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 48% of the vote, followed by Andrew Cuomo at 24% and Curtis Sliwa at 14%.** Thirteen percent are undecided. Even in the unlikely scenario that every undecided Latino voter were to support Cuomo in the end, Mamdani would still win a strong plurality of the Latino vote.
- **Latino voters are highly dissatisfied with the direction they see New York City moving.** Fully 62% believe the city is moving in the wrong direction compared to just 23% who say the city is moving in the right direction, with another 14% unsure.
- **Latino New Yorkers' 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 65% saying they are concerned that these things will get worse.
- **Latino voters see Mamdani as better equipped than either Cuomo or Sliwa to handle the major issues facing New York City.** Solid pluralities, and in some cases majorities, trust Mamdani on every issue tested, but particularly on "standing up for immigrants," "passing laws to protect vulnerable people" and "sharing my values." They also prefer Mamdani over Cuomo on "handling crime and public safety" and "creating better-paying jobs."
- **Latino voters support a wide range of progressive initiatives for New York City. Chief among them are "building more affordable housing throughout the city" (90% support, including 79% strongly support), "investing in citywide mental health programs and crisis response" (92% support, 71% strongly support), "making it faster, easier, and cheaper to start and run a small business in New York City" (90% support, 66% strongly support) and "raising the minimum wage" (87% support, 65% strongly support).**
- **The two priorities Latino New Yorkers most want the city to fund are "expanding employment and investing in good-paying jobs" (85% very important) and "affordable housing" (84% very important).**

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- **Latino New Yorkers are overwhelmingly unfavorable towards Donald Trump. Sixty-nine percent are unfavorable towards him and just 28% are favorable towards him.**

#### **The Upcoming Election for Mayor**

- **Zohran Mamdani leads with 48% support amongst Latino voters in New York City (36% support strongly).** Andrew Cuomo is in second with 24% support (15% support strongly) and Curtis Sliwa follows with 14% support (10% support strongly). Thirteen percent are undecided (even after being pushed) and 2% are voting for someone else.
- **Latino New Yorkers are paying attention to news about the Mayoral Election.** Nearly two-thirds (64%) are following news updates related to the 2025 New York City mayoral election at least a few times per week, including 32% who say they do so daily. Another 28% follow this news somewhat but not that closely, and 6% are not following that closely at all.
- **Zohran Mamdani is popular among Latino New Yorkers, with 2:1 positive-to-negative personal image rating.** Fifty-six percent of Latino voters are favorable towards Zohran Mamdani (including 31% who are very favorable), while 27% are unfavorable towards him, including 21% who are very unfavorable. Ten percent of Latino voters have heard of Mamdani but hold no opinion of him and 7% have never heard of him.
- **Andrew Cuomo and Curtis Sliwa both sport personal image ratings that are underwater among Latino New Yorkers.**
  - Forty-two percent of Latino voters are favorable towards Andrew Cuomo (including 17% who are very favorable), while 46% are unfavorable towards him (including 28% who are very unfavorable). Eleven percent of Latino voters have heard of Cuomo but hold no opinion of him and 1% have never heard of him.
  - Thirty percent of Latino voters are favorable towards Curtis Sliwa (including 13% who are very favorable), while 39% are unfavorable towards him (including 28% who are very unfavorable). Seventeen percent of Latino voters have heard of Sliwa but hold no opinion of him and 14% have never heard of him.
- **Latino voters trust Zohran Mamdani more than the other mayoral candidates to handle every single issue explored in this study.** They favor Mamdani most on “standing up for immigrants” (53% say they trust Mamdani most, 9% saying they trust Sliwa most, 13% saying they trust Cuomo most, 2% saying they trust Adams most, 6% saying they don’t trust any of them and 18% saying they don’t know).
  - Latino New Yorkers are particularly likely to trust Mamdani on “passing laws to protect vulnerable communities” (48% Mamdani, 13% Sliwa, 15% Cuomo, 2% Adams, 5% none and 16% don’t know), “sharing my values” (47% Mamdani, 14% Sliwa, 14% Cuomo, 2% Adams, 7% none and 16% don’t know) and “treating the Latino community with respect” (46% Mamdani, 11% Sliwa, 18% Cuomo, 3% Adams, 6% none and 17% don’t know).
  - A large portion also trust Mamdani the most on “reducing the cost of living and housing” (44% Mamdani, 11% Sliwa, 18% Cuomo, 1% Adams, 9% none and 17% don’t know), “having a clear vision for New York City’s future” (43% Mamdani, 13% Sliwa, 21% Cuomo, 2% Adams, 6% none and 16% don’t know), “protecting New Yorkers from federal government overreach” (43% Mamdani, 10% Sliwa, 21% Cuomo, 2% Adams, 5% none and 20% don’t know) and “having the right demeanor and temperament to

- be mayor” (42% Mamdani, 15% Sliwa, 22% Cuomo, 2% Adams, 4% none and 15% don’t know).
- A narrower plurality of Latino voters trust Mamdani the most on “creating better-paying jobs” (38% Mamdani, 12% Sliwa, 22% Cuomo, 2% Adams, 8% none and 18% don’t know) and “handling crime and public safety” (36% Mamdani, 19% Sliwa, 21% Cuomo, 3% Adams, 5% none and 6% don’t know).

### **General Views of the Political Scene**

- **Latino New Yorkers are distressed about the direction of the city and looking for change.** Twenty-three percent of Latino voters think that things in New York City are headed in the right direction, while 62% think they are headed in the wrong direction and 14% say they do not know.
- Meanwhile, just 28% are optimistic that their family’s income, savings, and jobs will get better over the next few years and 65% are concerned that things will get worse. Seven percent don’t know.
- **The top issues that Latino voters think are most important for their mayor to focus on are “cost of living/inflation” (43% top two issue), “crime and public safety” (37% top two issue) and “housing costs/affordability” (35% top two issue).** These are followed by a set of secondary concerns, including “affordable healthcare” (14% top two issue), “jobs and the economy” (13% top two issue) and “homelessness” (12% top two issue).
- **The top issues that Latino voters think is most important affecting our country are “housing costs/affordability” (31% top two issue), “crime and public safety” (30% top two issue) and “jobs and the economy” (24% top two issue).** These are followed by “threats to democracy” (19% top two issue), “affordable healthcare” (14% top two issue), “ICE and National Guard overreach” (14% top two issue) and “gun control” (10% top two issue).
- **Latino voters in New York City are deeply unhappy with the president.** Just 23% are favorable towards Donald Trump (including 15% who are very favorable), while 69% are unfavorable towards him (61% who are very unfavorable). Eight percent of Latino voters offer no opinion of Trump.
- **A slim plurality of Latino voters in New York City is favorable towards the Governor.** Forty-two percent of Latino voters are favorable towards Kathy Hochul (including 11% who are very favorable), while 37% are unfavorable towards her (including 23% who are very unfavorable). Twelve percent of Latino voters have no opinion of Hochul and 9% are unfamiliar with her.
- **New York’s attorney general is popular among Latino New Yorkers.** Forty-two percent of Latino voters are favorable towards Letitia James (including 21% who are very favorable), while 26% are unfavorable towards her (including 17% who are very unfavorable). Sixteen percent of Latino voters have heard of James but hold no opinion of her and 15% have never heard of her.
- **Latino New Yorkers have a positive impression of the Hispanic Federation.** Fifty percent of Latino voters are favorable towards the Hispanic Federation (including 23% who are very favorable), while 6% are unfavorable towards it (including 2% who are very unfavorable).

Nineteen percent of Latino voters have heard of the Federation but lack an opinion of it and 25% have never heard of it.

- **Outgoing Mayor Eric Adams is roundly unpopular among Latino New Yorkers.** Twenty-four percent of Latino voters are favorable towards Eric Adams (including 4% who are very favorable), while 58% are unfavorable towards him (including 44% who are very unfavorable). Fifteen percent of Latino voters lack an opinion of Adams and 3% have never heard of him.

#### Issues and 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 with 90% support (78% strongly).** 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. A plurality opposes cooperating with ICE on deportations, and they are even more opposed to doing so when Trump’s name is invoked in the question language.

| <i>All items split sampled.</i>   | Strongly support | Total Support | Total Oppose | Don’t know |
|---|------------------|---------------|--------------|------------|
| <b>Building more affordable housing throughout the city</b>   | 78               | 90            | 5            | 5          |
| <b>Investing in citywide mental health programs and crisis response</b>                               | 71               | 92            | 5            | 4          |
| <b>Making it faster, easier, and cheaper to start and run a small business in New York City</b>       | 66               | 90            | 3            | 7          |
| <b>Raising the minimum wage</b>   | 65               | 87            | 7            | 6          |
| <b>Expanding evidence-based gun violence prevention programs</b>                                      | 60               | 85            | 6            | 8          |
| <b>Raise taxes on the wealthiest New Yorkers</b>  | 55               | 74            | 18           | 8          |
| <b>Banning law enforcement (ICE, FBI, local and state) from wearing masks</b>                         | 54               | 70            | 22           | 8          |
| <b>More police in the subway and preventing fare evasion</b>  | 50               | 77            | 18           | 5          |
| <b>Raising the corporate tax rate</b>   | 47               | 68            | 22           | 10         |
| <b>Ensuring New York City remains a sanctuary city for immigrants and refugees</b>                    | 47               | 64            | 30           | 6          |
| <b>Freezing the rent for all rent-stabilized apartments</b>   | 45               | 81            | 13           | 6          |
| <b>Expand the funding and size of NYPD</b>  | 42               | 70            | 24           | 6          |
| <b>Eliminating fares on city buses</b>  | 36               | 70            | 21           | 9          |
| <b>Reducing corporate tax rates</b>   | 34               | 51            | 35           | 14         |
| <b>Cooperating with Immigration and Customs Enforcement, or ICE, on deportations in New York City</b> | 27               | 43            | 49           | 8          |
| <b>Cooperating with President Trump on the deployment of National Guard troops in New York City</b>   | 24               | 35            | 58           | 7          |

- Latino New Yorkers believe it is important that the city funds a wide range of public priorities.** “Expanding employment and investing in good-paying jobs” is the most popular priority, with 97% of Latino voters saying it is important to fund, including 85% who say it is very important. Close behind in a top-tier of priorities are affordable housing, free full-day pre-K, community healthcare and mental health programs, and community violence intervention programs.

| <i>All items split sampled except “programs to lift Latinos out of poverty.”</i> | Very Important | Very/<br>Somewhat Important | Not too/ Not at all Important |
|--|----------------|-----------------------------|-------------------------------|
| Expanding employment and investing in good-paying jobs                           | 85             | 97                          | 1                             |
| Affordable housing   | 84             | 95                          | 3                             |
| Free full-day pre-Kindergarten available to all City three- and four-year-olds   | 78             | 93                          | 5                             |
| Community healthcare programs  | 77             | 96                          | 2                             |
| Programs to improve mental health  | 77             | 94                          | 3                             |
| Community violence intervention programs   | 75             | 93                          | 4                             |
| K-12 education   | 72             | 96                          | 2                             |
| CUNY, or the City University of New York   | 71             | 92                          | 5                             |
| Parks and green spaces   | 70             | 96                          | 2                             |
| Programs to lift Latinos out of poverty  | 70             | 92                          | 6                             |
| Childcare  | 69             | 92                          | 5                             |
| ESL, or English as a second language, programs in our schools                    | 60             | 89                          | 10                            |
| Protecting and funding New York City's nonprofit organizations                   | 56             | 89                          | 7                             |
| Arts and culture programs  | 51             | 84                          | 14                            |
| Programs that fund research focused on LGBTQ health                              | 35             | 66                          | 30                            |

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