



UNITE NY

New York Statewide Survey

August 2025

About Embold Research

Fast. Accurate. Affordable.

Who We Are



Embold Research is the nonpartisan business unit of Change Research, launched in 2021. We have a fresh take on public opinion measurement and we help leaders better understand Americans' wants and needs. Our team brings expertise in methodological innovation, research design, public opinion, and strategic consulting.

Our Unique Approach



All of our surveys are completed online, but we do **not** use panels! We recruit new participants for every poll using targeted online advertisements on websites and social media platforms, and using SMS text-to-web.

Our Products



In addition to custom polling, we offer:

- ***Magnify*** AI targeting (custom modeling)
- ***Voices*** qualitative research (in-depth interviews and text-based chats)
- ***ReSpark*** Renewable energy project viability and tracking (standardized and cost-effective polling)

METHODOLOGY

On behalf of Unite NY, Embold Research surveyed 2,121 registered voters in New York to further research into voters’ perceptions of the current state of New York politics, and to measure the strength and actionability of support for potential election reforms in the state.



Survey n=2,121 registered voters in New York, from August 13-19, 2025



Respondents were recruited via dynamic online sampling to obtain a sample reflective of the population.



Post-stratification performed on age, gender, race/ethnicity, education, region, and 2024 presidential vote.



The modeled margin of error is 2.5%

SAMPLE OVERVIEW



53% Women
46% Men
2% Other



62% White
12% Black
12% Hispanic
9% AAPI
5% Other



51% Self-ID democrat
36% Self-ID republican
13% Self-ID independent



24% 18-34
24% 35-49
24% 50-64
28% 65+



15% High school or less
23% Some college, no degree
17% Associate's degree
24% Bachelor's degree
20% Graduate degree



11% Hudson Valley
10% Long Island
34% New York City
45% Rest of New York

KEY FINDINGS

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In the face of political dissatisfaction, voters show widespread and bipartisan support for a variety of election reforms, including term limits, citizen ballots, and changes to the primary election system.

01

New York voters are largely negative toward the state's current political system and top political players, prompting a majority (56%) to consider leaving the state for political reasons.

02

Most voters feel they should be playing a major role in determining state decision making, and report high levels of vote frequency and civic engagement.

03

There is a strong and sustained appetite for election reform, with particularly overwhelming support for term limits on state officials (84% support each).

04

In advance of the 2026 election for New York Governor, Incumbent Kathy Hochul maintains a slight lead (+6) in a race against Elise Stefanik.

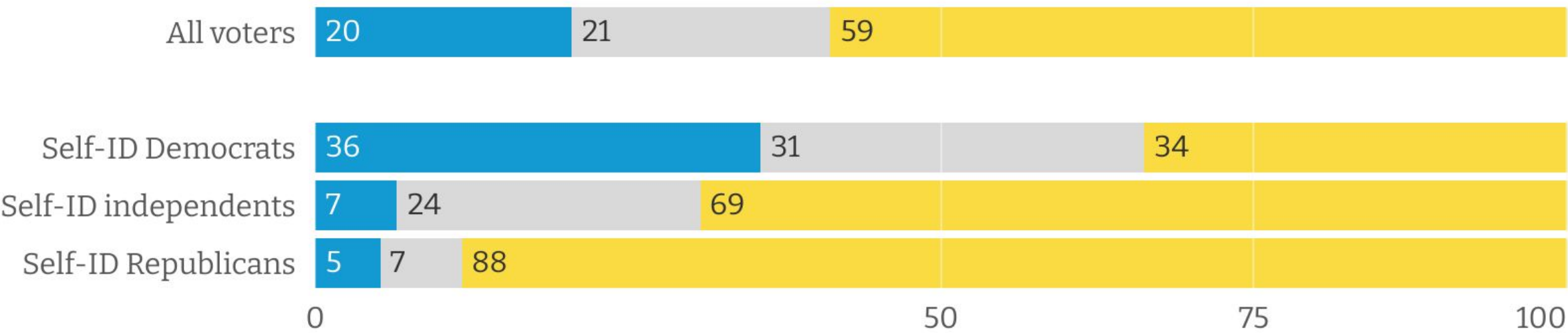
STATE OF POLITICS IN
NEW YORK



A majority of New Yorkers feel that the state is headed off on the wrong track.

Q: How would you say things are going in New York state these days? Are they going in the right direction, or are they off on the wrong track?

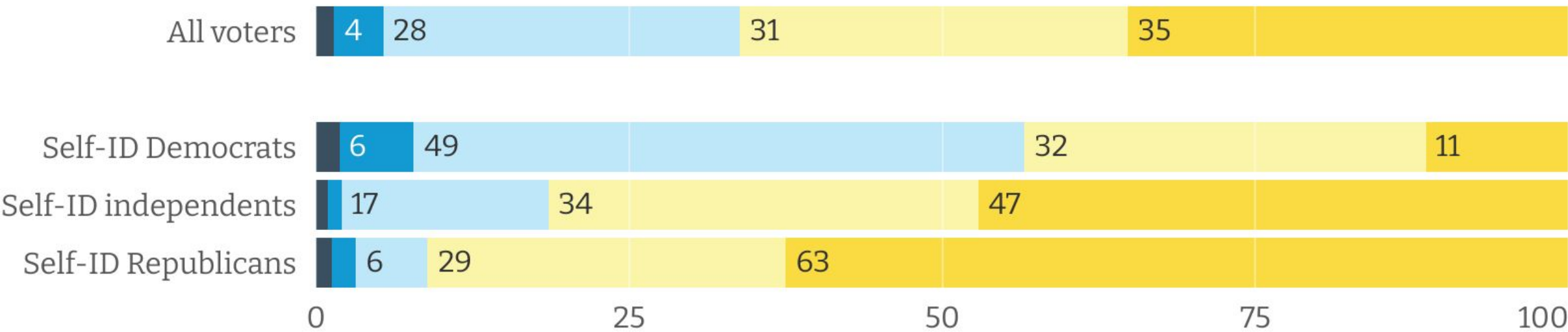
● Right direction ● Not sure ● Wrong track



Voters are not confident in the health of New York’s political system.

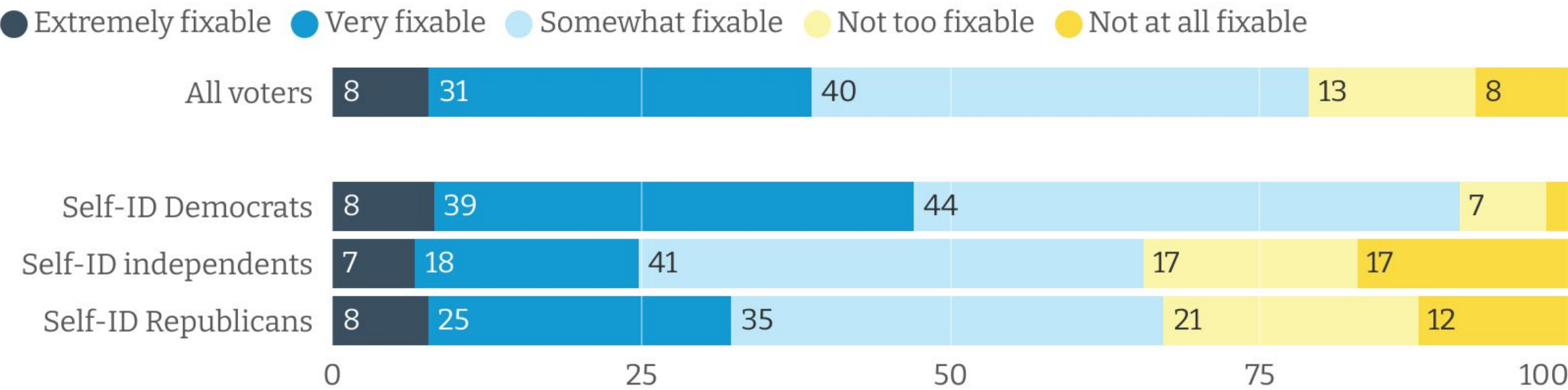
Q: In your opinion, how healthy is the political system in New York?

Extremely healthy Very healthy Somewhat healthy Not too healthy Not at all healthy



Still, those who believe that the current system isn't healthy tend to believe that the system is fixable to some degree.

Q: How fixable, if at all, do you think the New York political system's problems are?*



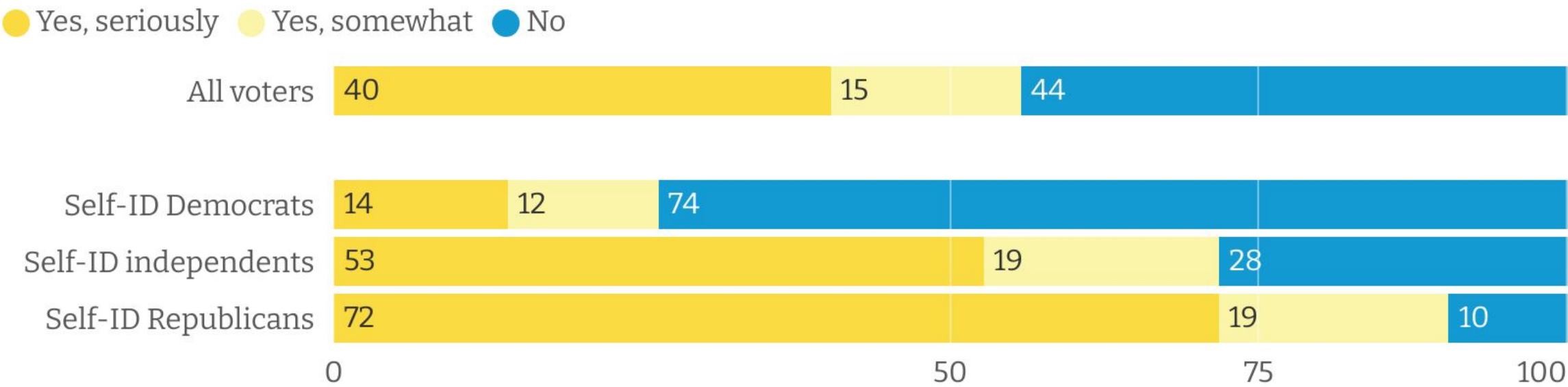
* Asked only of voters who do NOT say that New York's Political system is "extremely healthy"



A majority of New Yorkers have considered leaving the state because of the political environment, including 40% who have seriously considered leaving.

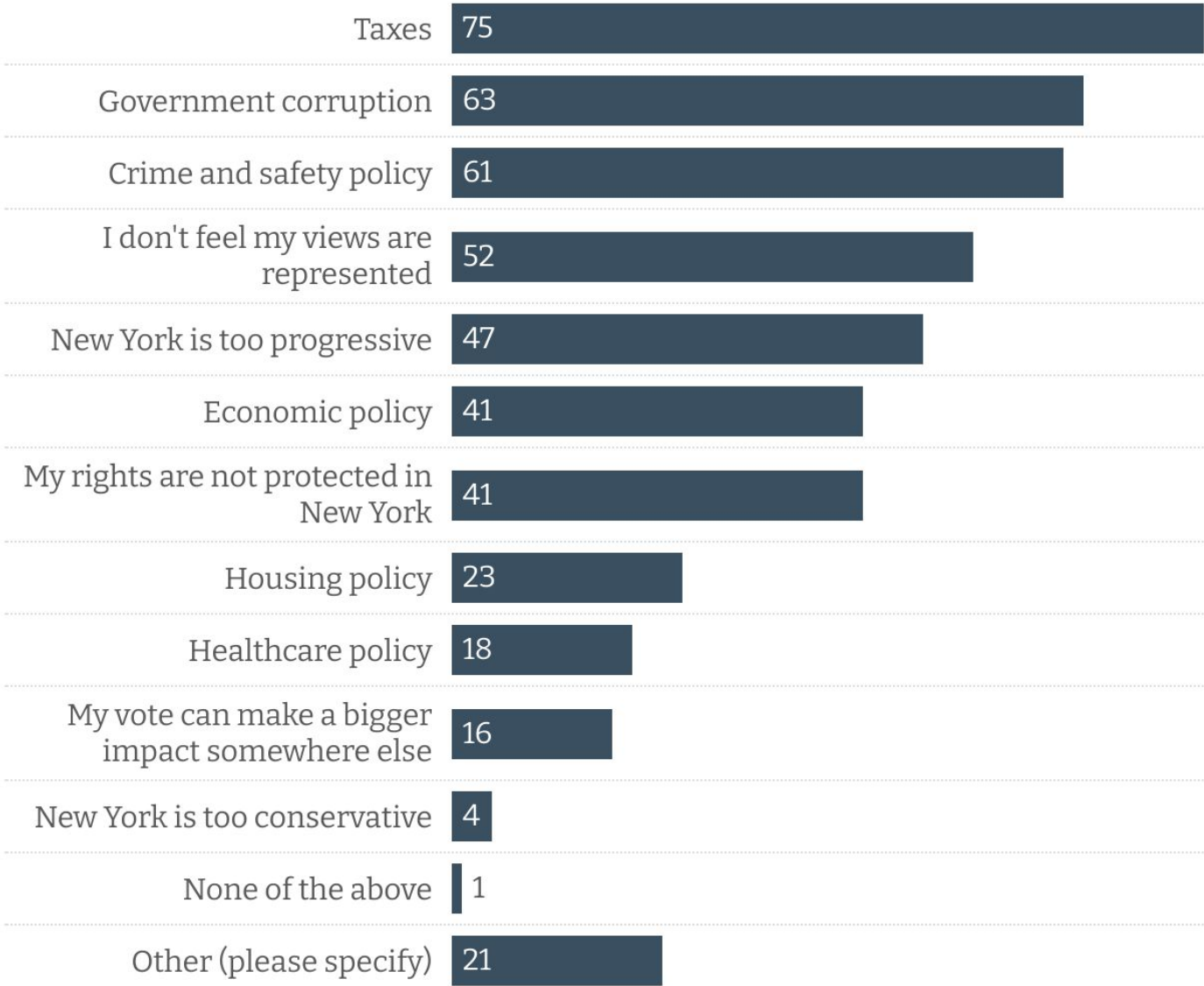
Those in New York City are more likely to want to stay (52%) compared to the rest of the state.

Q: In the last 12 months, have you thought about moving away from New York because of the political or policy environment?



Among voters who are thinking about leaving the state for political reasons, taxes, government corruption, and crime and safety policy are top motivators.

*Q: Which of the following best describes why you have considered leaving New York? Please select all that apply.**



* Asked only of voters who have considered leaving New York for political reasons in the past 12 months

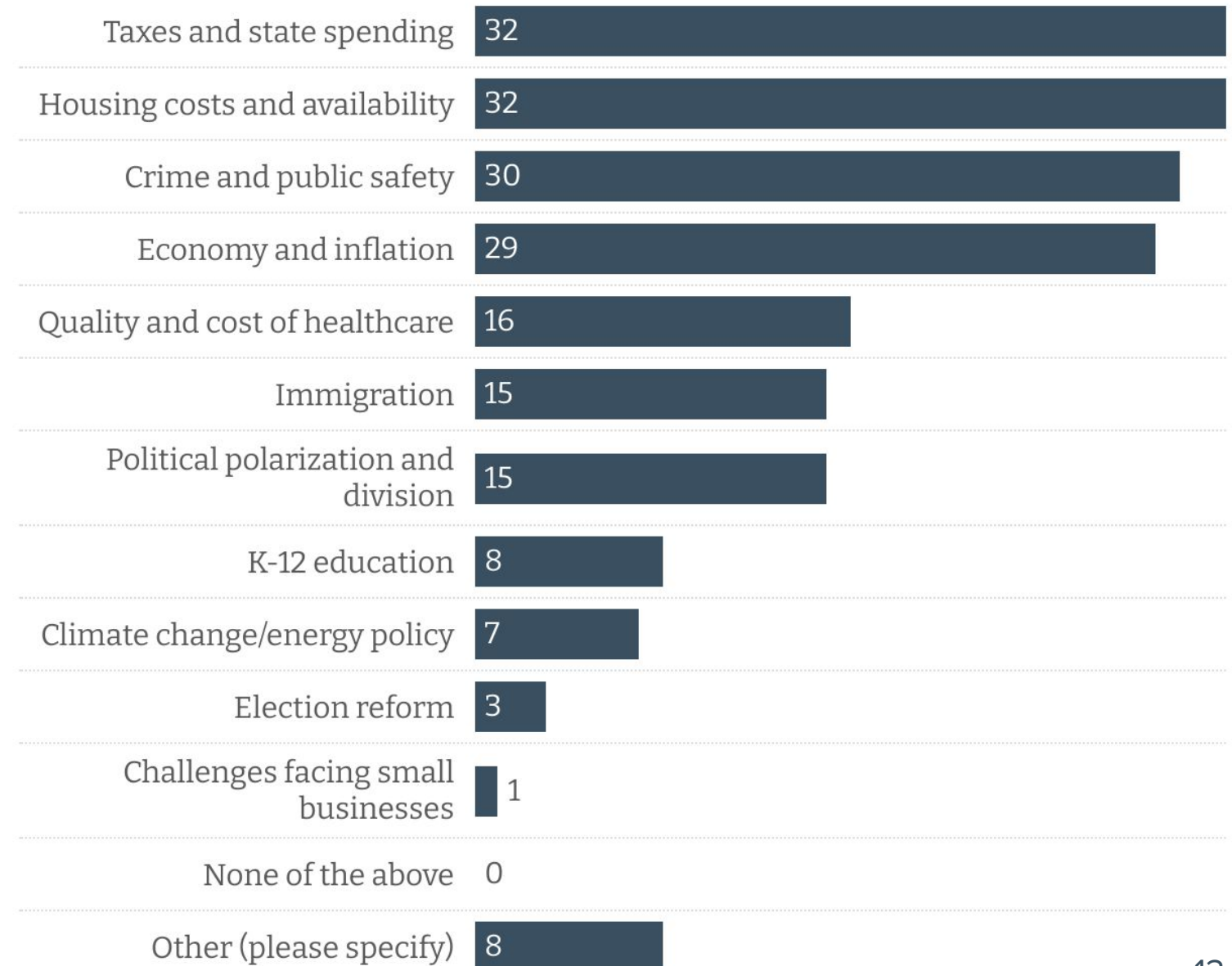


TOP ISSUES



New York voters are most likely to consider taxes and state spending, as well as housing to be some of the most important issues facing state residents.

Q: Which of the following do you see as the most important issues facing New York state residents today? Please select up to TWO.



Top issues vary by age cohort, race, partisan identity, and region.

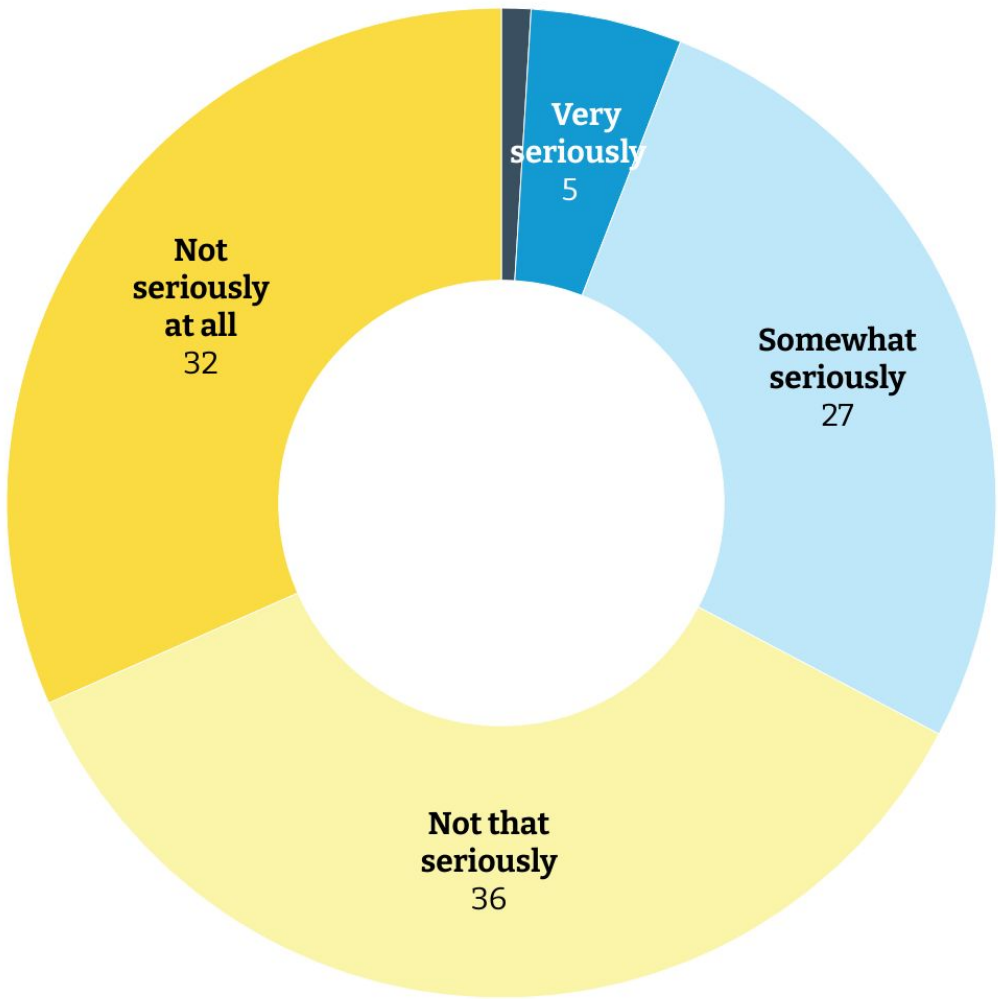
Taxes and state Spending (32%)	Housing costs and availability (32%)	Crime and Public Safety (30%)
Taxes and State spending is the top rated issue among men (37%), white voters (35%), Republicans (51%), and voters in Long Island (42%) and Upstate New York (41%).	Housing costs and availability is the top rated issue among under 35 (46%), Hispanic (42%) and Black voters (55%), Democrats (46%), and those who live in New York City (46%).	While not the most commonly selected issue for most groups, crime and public safety was selected especially highly by voters of color (36%), Republicans (45%), and voters in New York City (39%).



More than 2 in 3 voters believe that the state legislature is not taking their top issues seriously.

Q: How seriously do you think the New York state legislature is taking the top issues in your community?

- Extremely seriously
- Very seriously
- Somewhat seriously
- Not that seriously
- Not seriously at all



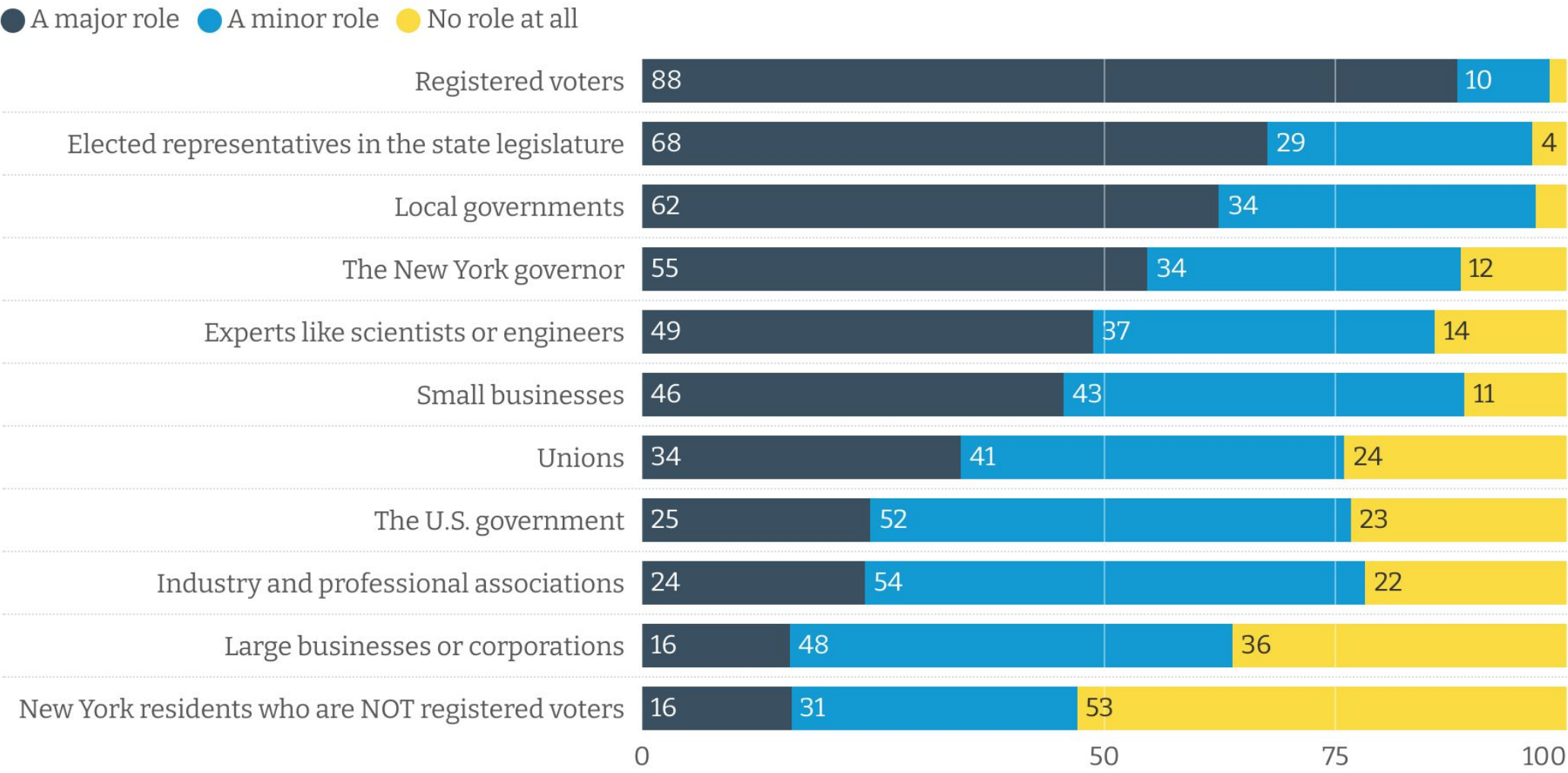
DECISION MAKING AND CIVIC

PARTICIPATION

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Voters see themselves and their local and state officials as the key players in state-level political decision making.

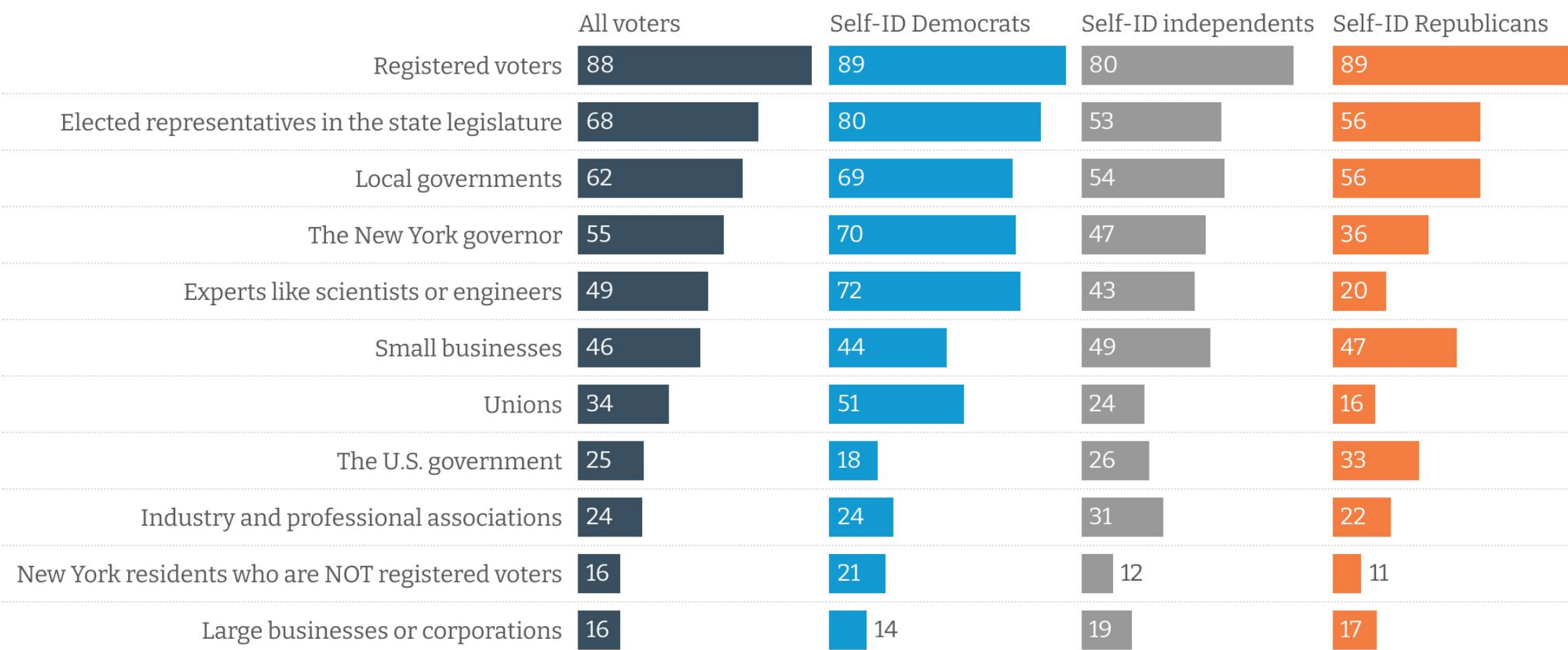
Q: How much of a role should each of the following play in decision-making around state laws in New York?



Overall, Democrats are much more likely than Independents or Republicans to want government officials to have major roles in state decision-making

Q: How much of a role should each of the following play in decision-making around state laws in New York?

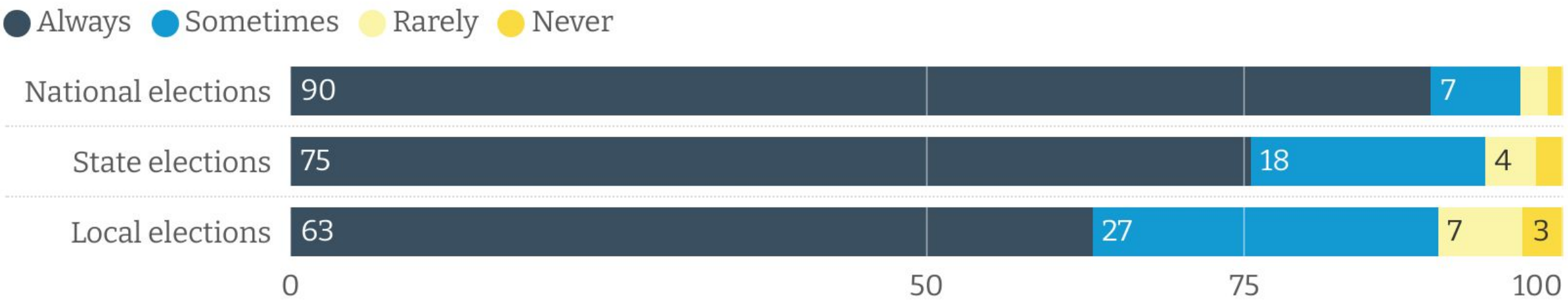
Total "Major role"



Registered voters report high turnout for national elections, but lower turnout for state and local elections.

Voters under 35 are much less likely to regularly turn out to elections compared to their older counterparts - particularly at the local level: less than half (47%) say they always vote in local elections.

Q: Thinking about your voting habits, how often do you vote in...?

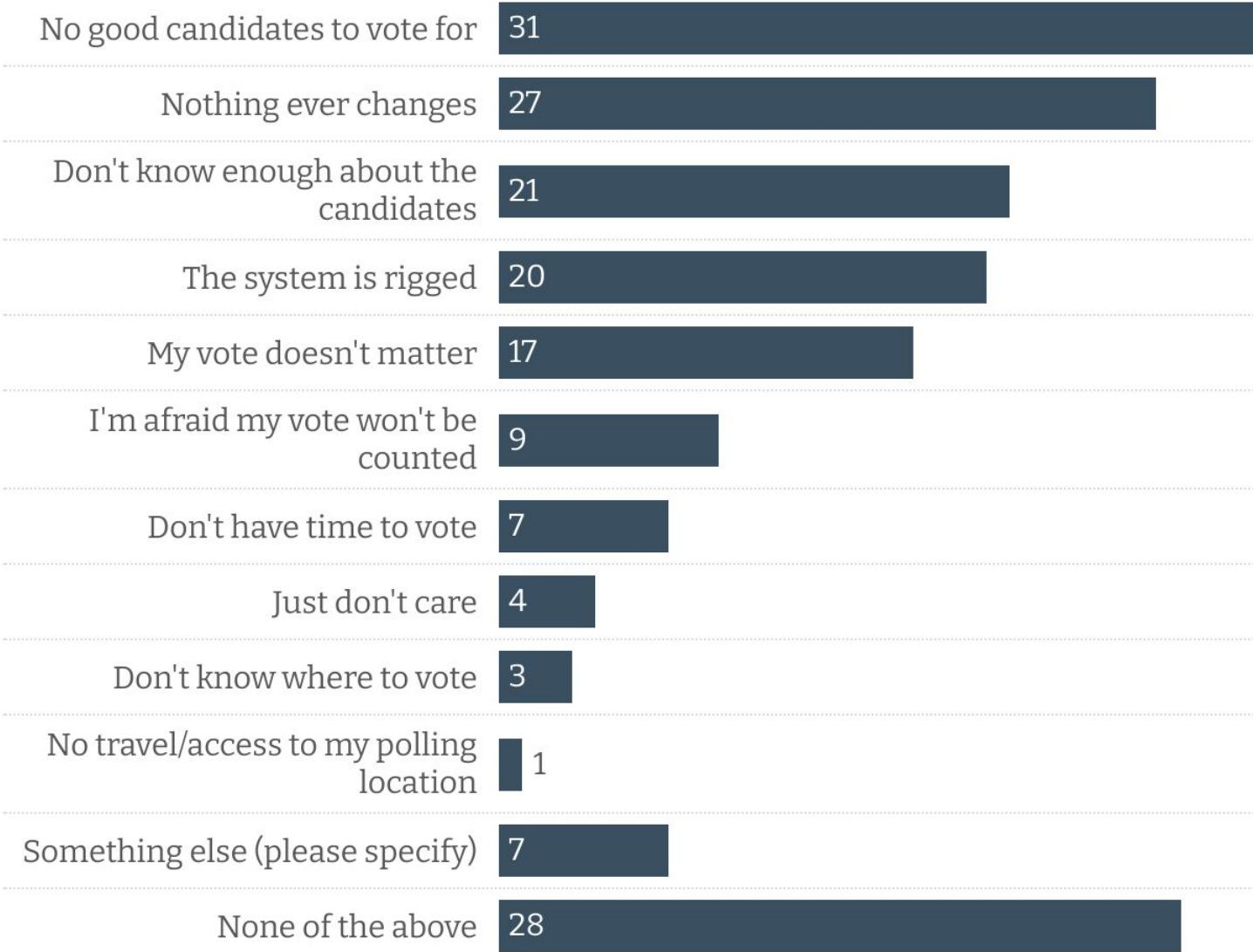


When asked about barriers to voting, voters highlight a lack of good candidates and the feeling that nothing ever changes.

Voters of color are more likely to feel that there is a lack of good candidates (38%) compared to their white counterparts (27%).



Q: Have any of the following prevented you from voting in a recent election? Select all that apply.*

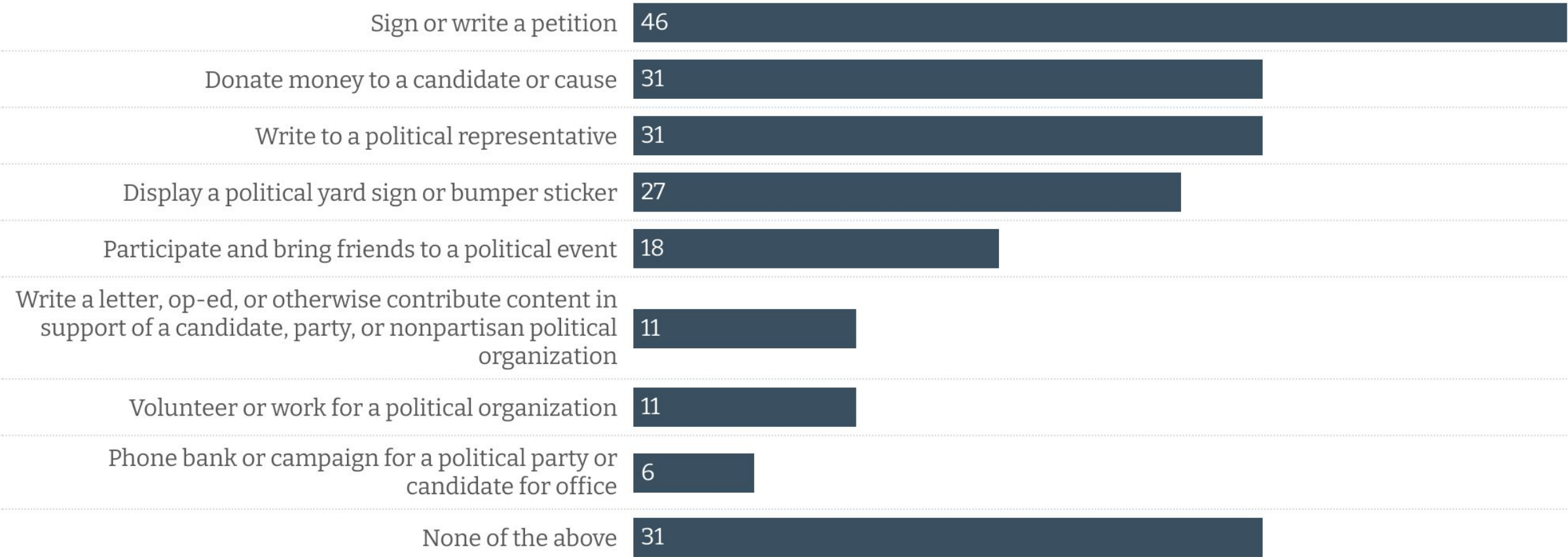


* Asked only of voters who do not "always" vote in national, state, and local elections

Nearly 7 in 10 voters have done at least one form of civic engagement in the past twelve months.

Self-described independent voters (50%), voters of color (36%), and voters in New York City (35%) are the most likely to report that they have not done any of the following civic actions.

Q: Which of the following actions have you done in the past 12 months, if any? Please choose all that apply.



ATTITUDES TOWARD ELECTION

REFORM



A majority of voters believe that New York state should change how it runs its elections at least somewhat....

Q: To what extent, if at all, do you believe New York state should change how it runs elections?

● A lot ● Somewhat ● Very little ● Not at all



...and just over half of voters say they would be more likely to vote for a candidate who promised to pursue election reform

Q: If a candidate running for state or local office promised to pursue election reform (changes in how elections are run) in New York, would you be more or less likely to vote for them?

● Much more likely ● Somewhat more likely ● No difference either way ● Somewhat less likely ● Much less likely



Overall, a majority of New Yorkers support a variety of proposed election reforms.

Term limits for both statewide offices and the state legislature receive the most overwhelming support.

Support for Election Reforms in New York

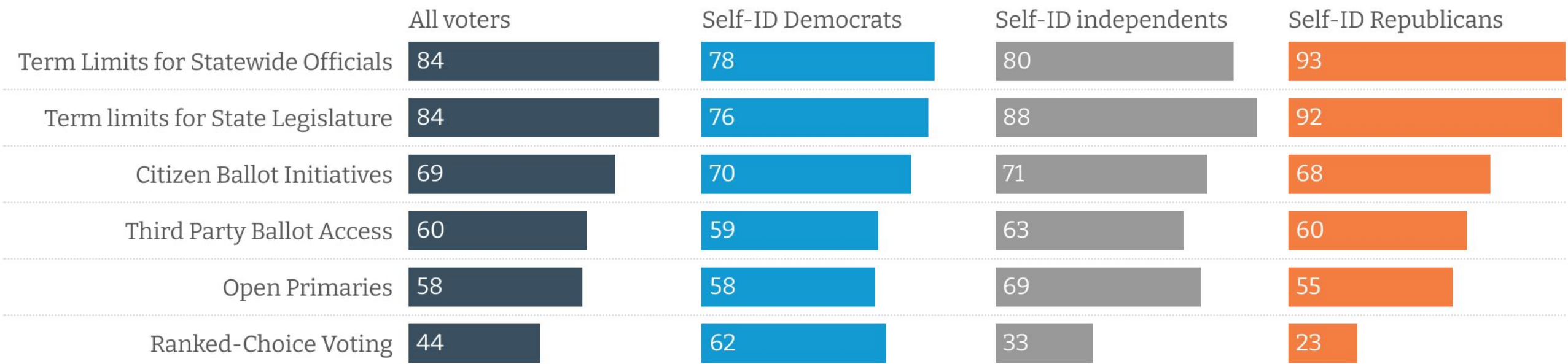


These reforms also receive cross-partisan support:

Ranked Choice Voting wins a majority of self-described Democrats, but fails to garner support across the aisle

Support for Election Reforms by Partisan Identity

Total Support



Top Demographic Groups in Support of Election Reform:

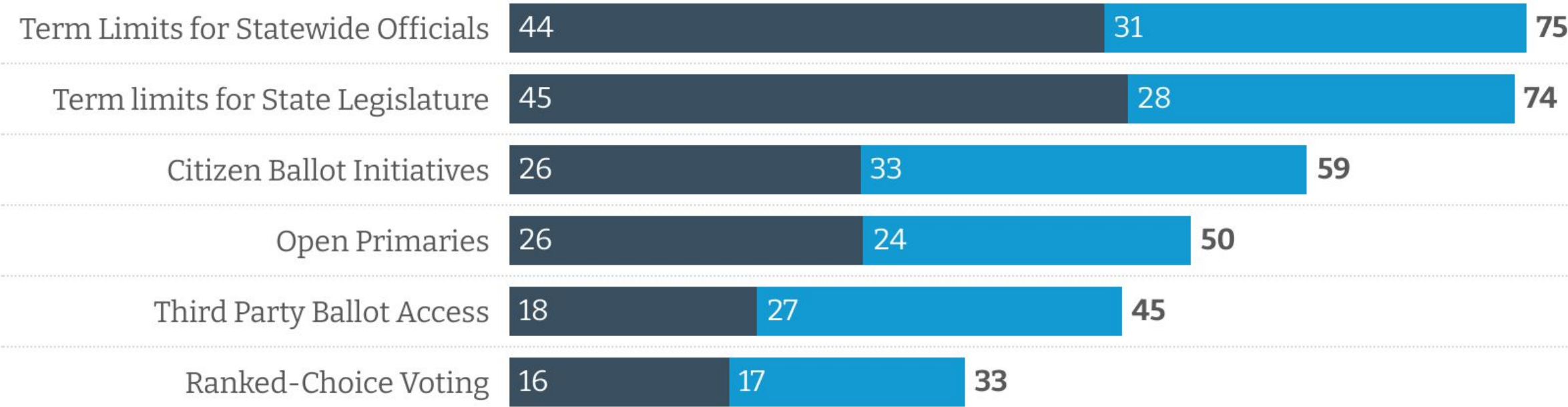
	Term Limits for Statewide Officials (84%)	Term limits for State Legislature (84%)	Citizen Ballot Initiatives (69%)	Third Party Ballot Access (60%)	Open Primaries (58%)	Ranked Choice Voting (44%)
Gender	Men (84%)	Men (84%)	Men (70%)	Men (62%)	Women (64%)	Women (44%)
Race	White (86%)	White (86%)	AAPI (78%)	White (62%)	Black (67%)	AAPI (64%)
Age	50+ (86%)	65+ (87%)	Under 50 (71%)	35-49 and 50-64 (63%)	35-49 (59%)	18-34 (68%)
Education	Non-college (88%)	Non-college (87%)	Non-college (70%)	Non-college (62%)	Non-college (60%)	College+ (52%)



Overall, majorities of voters would be more likely to vote for a candidate who supported election reform.

Q: If a candidate or elected official supported [_____], would you be more or less likely to vote for them?

● Much more likely ● Somewhat more likely



PRIMARY ELECTION

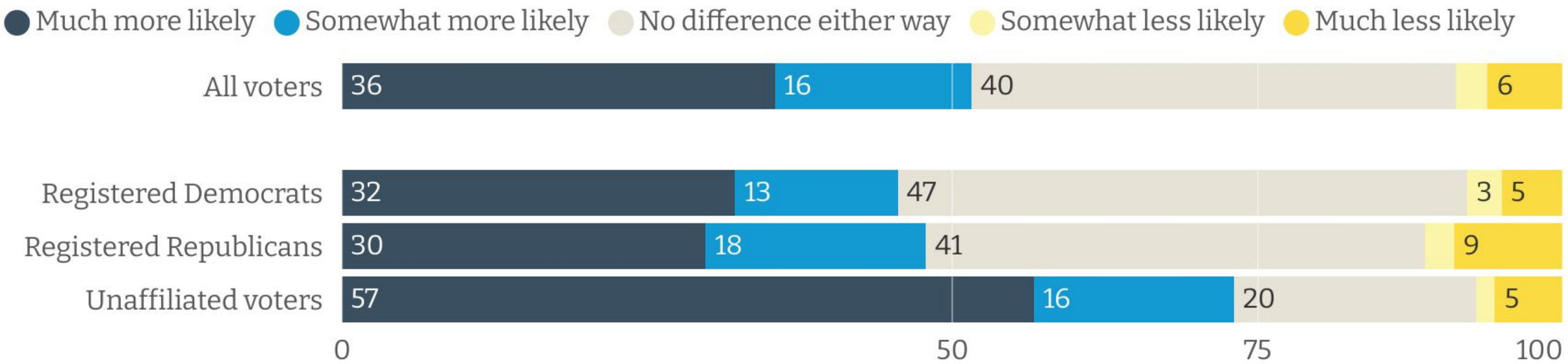
REFORM



A majority of voters say that reforming the primary election system would make them more likely to vote in those elections.

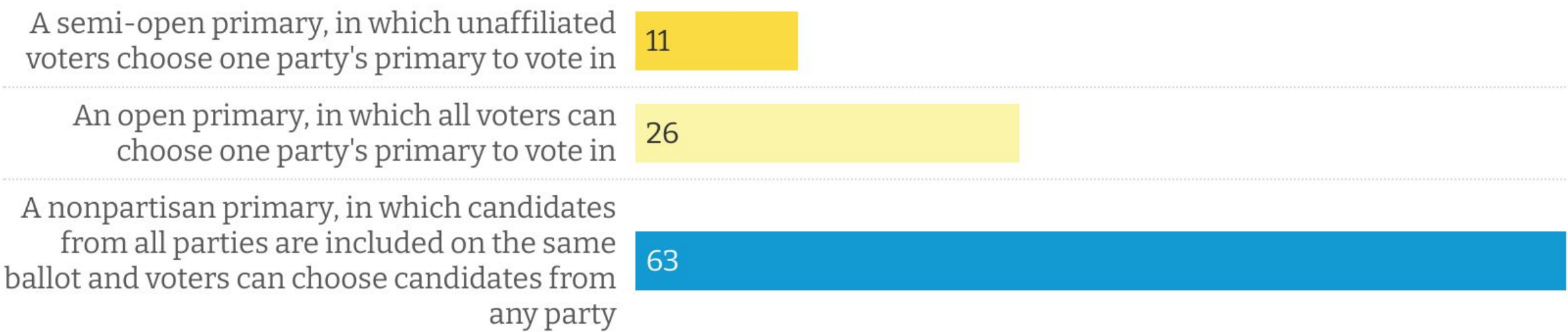
Unaffiliated voters overwhelmingly say that a new primary system would increase their likelihood of voting.

Q: Would you be more or less likely to vote in a primary election if New York adopted a new primary system in which all voters can participate?



A majority of New York voters support reforming primary elections so that all voters can participate, with open primaries being the most preferred system.

*Q: There are two main types of primaries that allow all voters to participate. If you could choose, would you prefer:**



* Asked only of voters who "strongly support" or "somewhat support" adopting a new primary system



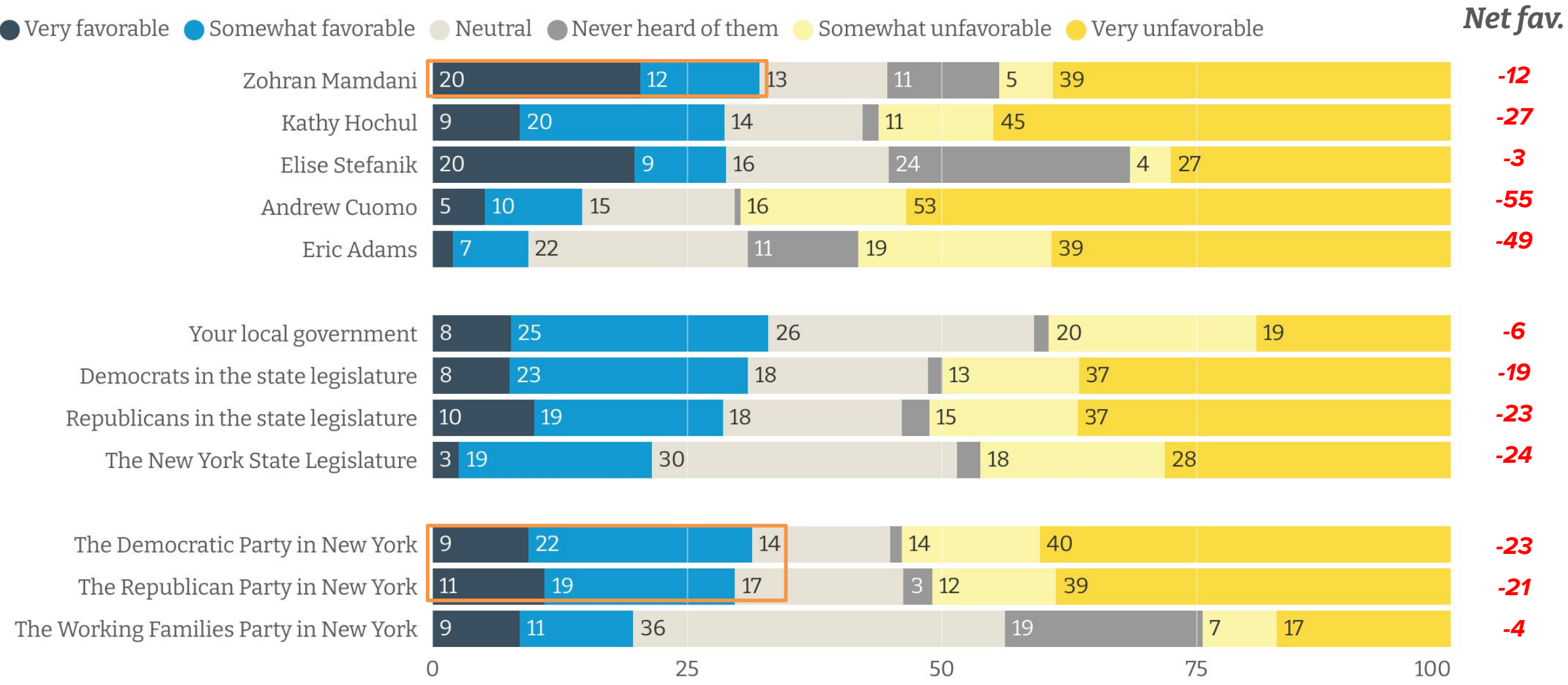
GOVERNMENT SUPPORT

COMPARISON

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Voters are largely unfavorable toward key political figures and institutions.

Q: What is your overall opinion of each of the following?



CANDIDATE

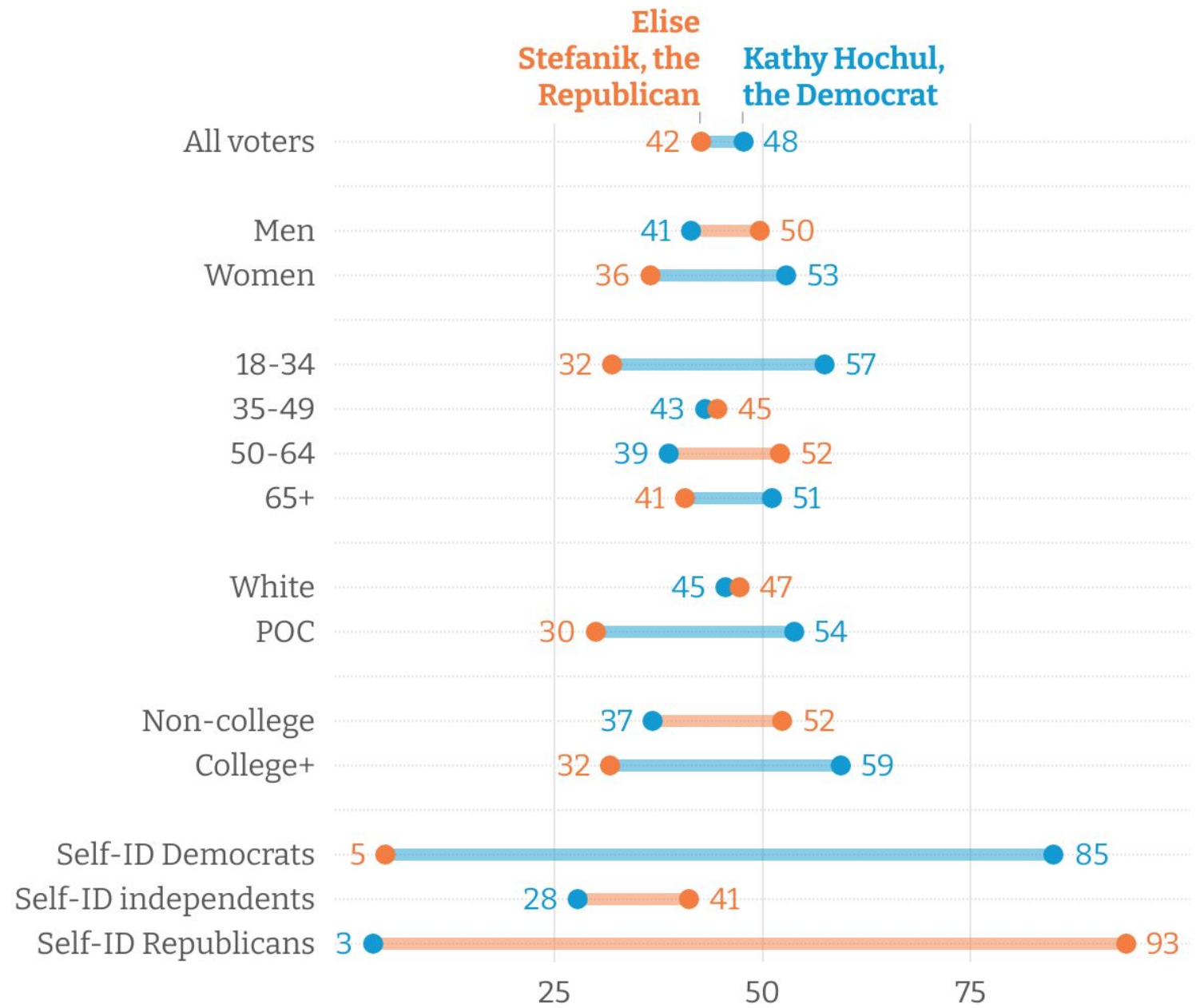
SUPPORT

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In a Governor's race between Hochul and Stefanik, Hochul has a slight lead over her challenger.

Hochul has the strongest lead among women, voters of color, voters under 35, and college educated voters.

Additionally, while Republicans and Democrats largely support their party candidate, nearly a third of Independents (31%) remain undecided.



Conclusion

Reform is sorely needed: New Yorkers across the state, and of all partisan identities, demonstrate acute discontent with the current political landscape in the state. A majority of voters feel the state is headed in the wrong direction, minorities of voters view local and state governments favorably, and voters overwhelmingly feel that their top issues are not being taken seriously.

There is strong, bipartisan support for reform: Through this climate of intense dissatisfaction, there is a strong appetite and will for change. Although few voters deem New York's political system to be "extremely healthy," among those who doubt its health, the majority think that the system is at least somewhat fixable. Moreover, a bipartisan majority of voters support a variety of electoral reforms, and are motivated to vote for a candidate that prioritizes them.

THANK YOU

QUESTIONS?