To: Interested Parties

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Subject: Message Testing Andrew Cuomo's Record

Date: April 2025

From Tuesday, March 11, 2025 to Saturday, March 15, 2025 1,792 individuals in New York City were exposed to one of six messages or a placebo message to test message impact on their preference for Andrew Cuomo in the Democratic Primary on June 24th.

The test included the following types of questions:

- Demographics (general political ideology/partisanship, education level, and presidential vote)[1]
- After randomized message exposure, participants were asked:
  - Given what you know now, do you plan to vote for Andrew Cuomo in the June 24th
  - Democratic Primary for New York Mayor?
    - Strongly Support
    - Somewhat Support
    - Somewhat Oppose
    - Strongly Oppose

Overall, the messages moved opinion by **+21.9 percentage points**. This is the average message effect. If you showed each person in a room of 100 people a random message from this test, you could persuade roughly 22 of them.

**Message Performance**

| Democratic Primary Preference (Baseline: 36%) | Sexual Harassment | Covid-19 | Tax Breaks | MTA | Trump | Affordability |
|---|---|---|---|---|---|---|
| | +24 | +20 | +21 | +26 | +22 | +18 |

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|---|---|---|---|---|
| 🟥 (-) BACKLASH | 🟨 (-) DIRECTIONAL | ⬜ NO MEASURABLE EFFECT | 🟦 (+) DIRECTIONAL | 🟩 (+) PERSUASIVE |

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[1] The test was not conducted exclusively on registered Democrats but Party ID was asked and is referenced in the results below.

Participants were randomly assigned to see either a placebo message or one of the messages provided:

**"Sexual Harassment"**
The US Department of Justice found that Andrew Cuomo sexually harassed at least thirteen female employees. And because he was Governor when he did so, taxpayers have spent more than $60 million for his legal defense, money even spent dredging up information to humiliate them, including requesting their gynecological records.

**"Covid-19"**
At the height of the COVID-19 crisis in New York, Andrew Cuomo sent sick patients back to nursing homes, resulting in the most nursing home deaths in the country. He then hid the truth from New Yorkers, so he could play the hero and land a $5 million book deal. When it mattered most, Cuomo sacrificed our health and our lives to line his own pockets.

**"Tax Breaks"**
Andrew Cuomo awarded huge tax breaks to his wealthiest donors. He spent billions on corporate giveaways that failed to deliver the promised jobs. New Yorkers saw rents skyrocket while he gave real estate developers huge tax breaks. Cuomo even gave tax breaks to luxury yacht and private plane owners. New York City is still recovering from Cuomo's bad deals.

**"MTA"**
Andrew Cuomo used the MTA as his piggy bank — pulling out funds for his own vanity projects, such as renaming the Tappan Zee Bridge after his father. He even siphoned funds from the MTA to bail out upstate ski resorts. We have Cuomo to thank for a crumbling and dysfunctional MTA.

**"Trump"**
With Trump in the White House, we need someone who will fight for New Yorkers. But in office Andrew Cuomo was just like Donald Trump — cutting services, giving tax breaks to the super wealthy, sexually harassing women, and mishandling the Covid-19 pandemic, resulting in thousands of unnecessary nursing home deaths. Now more than ever we don't need another scandal-ridden mayor.

**"Affordability"**
Andrew Cuomo promised to end the housing crisis, but it only got worse under his leadership. New Yorkers saw rents skyrocket and lost tens of thousands of rent-stabilized units, all while real estate developers got big tax breaks. Cuomo super-charged New York's affordability crisis.

- Overall, **MTA** is the strongest message you tested. It persuaded your target audience on one success question, with a 51% probability to be your best message to persuade people about Democratic Primary Preference.
  - This message is especially persuasive among people in this subgroup: **I don't know/I'm undecided** (Democratic Primary Preference), people in this subgroup: **Undecided (Second Favorite for Mayor),** and **women**.

- Based on these results, six of your messages (Sexual Harassment, Covid-19, Tax Breaks, MTA, Trump, and Affordability) persuaded viewers on Democratic Primary Preference.

**Message Performance Among Democratic Party Id Voters Specifically:**

Given what you know now, do you plan to vote for Andrew Cuomo in the June 24th Democratic Primary for New York Mayor?

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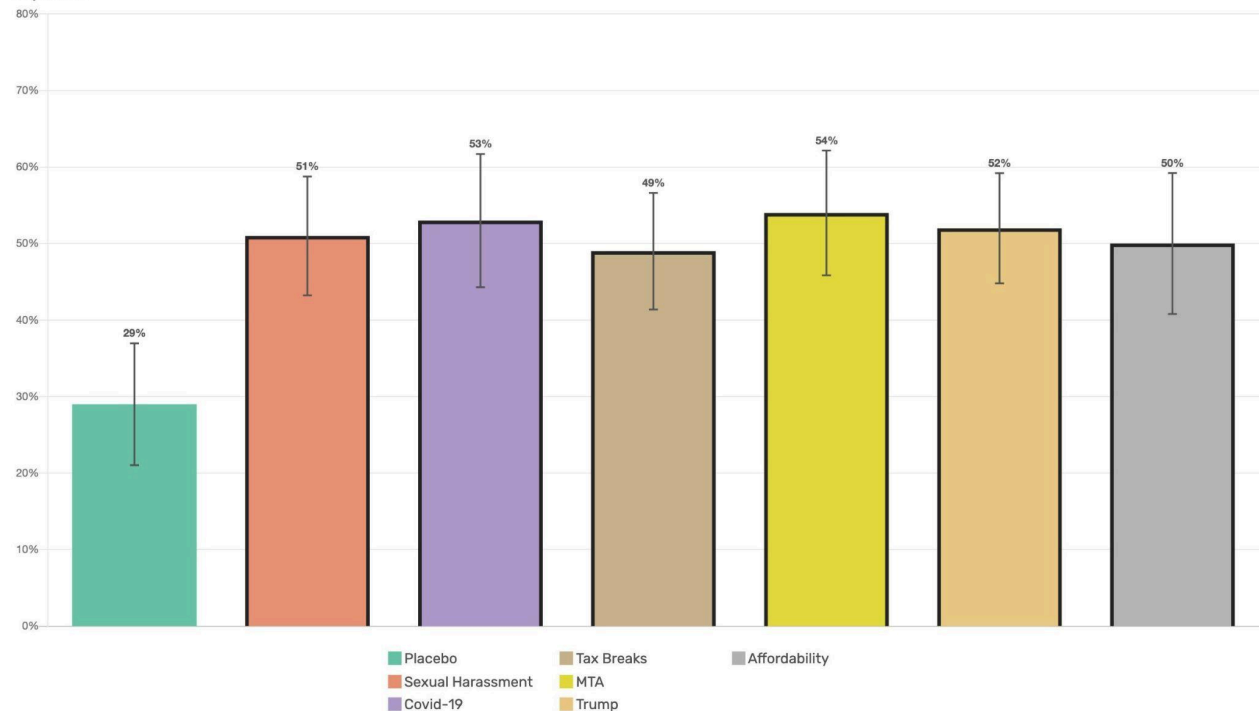


- Using your average message effect as a baseline, people who saw **MTA** were **+1.2 times more likely** to be aligned with your position. If you showed each person in a room of 100 people MTA, you could persuade roughly 26.

- **Tax Breaks** was particularly effective among people in this subgroup: **Andrew Cuomo (Mayoral Favorite).**

- Delivering **Tax Breaks** to people in this subgroup: **Andrew Cuomo (Mayoral Favorite)** is **+1.6 times more effective** than showing your average message to your entire audience.