

To: Interested Parties

From: Brent Seaborn and Rich Hill

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Subject: Leveraging Tunnl's proprietary AI modeling to predict election outcomes in New York City

BACKGROUND

Tunnl is an AI-powered industry leader in data intelligence that unites research, targeting, insights, and measurement. Our proprietary AI tool, named **Tommy**, compresses thousands of pieces of information about individuals to create a detailed profile for understanding preferences and predicting behaviors.

Our organizational roots are in public affairs, and we are closely engaged in understanding how upcoming elections can affect the ever-changing regulatory environment for our client partners. This year, we are leveraging Tommy to forecast election outcomes in two of the country's most closely watched 2025 races: the New York City mayoral race and the New Jersey gubernatorial contest that take place on November 4th, 2025.

In New York City, we're modeling a three-way mayoral race between Democrat Zohran Mamdani, Republican Curtis Sliwa, and Independent Andrew Cuomo. In New Jersey, we're examining an open-seat gubernatorial race between Democrat Mikie Sherrill and Republican Jack Ciattarelli. These markets offer not only high electoral stakes, but also diverse electorates and complex candidate dynamics – making them ideal test beds to refine our turnout modeling and prediction capabilities heading into 2026.

Our approach integrates survey data, historical turnout patterns, modeled enthusiasm and motivation, and Tommy's voter-level behavioral profiles to simulate various turnout scenarios and forecast likely outcomes. In this memo, we provide topline insights into the New York City election and takeaways from our predictive model.

NEW YORK CITY PREDICTION

New York City will hold its mayoral election on November 4th, 2025. The race follows incumbent Democrat Eric Adams's decision not to seek re-election as a Democrat, instead briefly pursuing an independent campaign before withdrawing. The Democratic nominee is State Assemblymember Zohran Mamdani, who won the party's primary on June 24th by defeating former Governor Andrew Cuomo. After losing the Democratic primary, Cuomo continued his campaign as an independent. On the Republican side, Curtis Sliwa, who previously ran for mayor in 2021, secured his party's nomination once again, setting up a competitive three-way race for control of City Hall.

Election Prediction

<i>Zohran Mamdani (D)</i>	<i>Andrew Cuomo (I)</i>	<i>Curtis Sliwa (R)</i>
42.4%	32.4%	25.5%

Voter Insights

- While all three bases show high turnout intent, Mamdani voters (83%) trail Cuomo and Sliwa voters (both 86%) slightly in likelihood to vote.
- Mamdani voters have a net +44% motivation compared to the last election (48% more motivated + 6% already voted – 10% less motivated), ahead of Sliwa (+42%) and Cuomo voters (+33%). And Mamdani voters have a net +35% enthusiasm compared to the last election (48% more enthusiastic – 13% less enthusiastic), ahead of Sliwa voters (+24%) or Cuomo voters (+13%).
- Mamdani is uniquely polarizing: his base sees him as a reformer focused on fairness (62%), while over half of Cuomo (50%) and Sliwa (56%) voters say he's too far left. **See appendix table.**

Issue Insights

- Each candidate's base is animated by sharply divergent issue priorities – a dynamic that reinforces candidate alignment and limits crossover appeal.
- When looking at Top Issues, Mamdani voters think Housing and Rent Control (77%), Reproductive Healthcare Access (74%), Clean Energy and Energy Costs (67%), and Protecting Transgender Rights (43%) are Very Important at a higher rate than supporters of other candidates, showing how his messaging is aligning with his voter base.
- Sliwa voters think Securing the Border (66%) and Backing the Police (78%) are Very Important.
- Cuomo voters do not have a top issue that is significantly more important to them compared to supporters of both other candidates.
- Supporters for all three candidates believe Jobs and the Economy, and Education are Very Important at similar rates, as these topics are not differentiators across candidates.

<i>Issue</i>	<i>Zohran Mamdani (D)</i>	<i>Andrew Cuomo (I)</i>	<i>Curtis Sliwa (R)</i>
Free speech and protecting personal rights.	80%	80%	72%
Jobs and the economy.	79%	82%	79%
Expanding affordable housing and rent control.	77%	60%	43%
Education and schools.	76%	73%	73%
Protecting access to reproductive healthcare.	74%	67%	45%
Ensuring election integrity – preventing fraud, cyberattacks, and ensuring accurate vote counts.	70%	77%	75%
Promoting clean energy, lowering energy costs, and adjusting energy regulation.	67%	60%	44%
Protecting transgender rights.	43%	31%	19%
Backing the police and cracking down on crime.	42%	69%	78%
Securing the border and deporting illegal immigrants.	24%	39%	66%

*Top Issues are those rated “Very Important” by respondents. **Bolded** indicates significant difference in importance when compared to supporters of **both** other candidates.*

Election Turnout Forecast

Our model project builds on historical voting patterns and incorporates both current enthusiasm indicators and early vote activity. The projection also accounts for the more competitive landscape of this year's three-way mayoral contest, which is generating stronger voter interest than the largely one-sided 2021 race—resulting in an expected uptick from roughly 23.4% in 2021, 25.5% in 2017, and 26.0% in 2013.

In addition to higher overall engagement, we anticipate larger vote shares among younger voters (ages 18–34), women, Hispanics, high school graduates, and post-graduates compared to 2021. Early enthusiasm and participation trends within these groups suggest a more energized and diverse electorate shaping this year's contest.

Between the start and end of October, we saw declines in support for Sliwa of about 7 points. As a result, Cuomo gained ground on Mamdani in most demos— particularly amongst educated and higher Income voters, along with some notable gains with Renters, younger voters, and 65–74 Voters. Mamdani saw his best gains with voters 18–24, the less educated, and minority voters.

METHODOLOGY

The New York City Mayoral Election survey was conducted by Tunnl using mixed mode data collection methods among a sample of 4,098 New York City Registered Voters. Fieldwork was conducted between October 8, 2025 and October 29, 2025. The sample was stratified by sex, age, and race/ethnicity to ensure representativeness, and responses were weighted to align with key demographic benchmarks, including sex, age, race/ethnicity, region/borough, voter registration, party ID, and vote history. The margin of error for the full sample is ±1.5 percentage points.

ABOUT TUNNL

Tunnl is leveraging AI to erase the boundaries between insights, audiences, and outcomes to ensure every piece of intelligence can be acted on. We serve brands, agencies, and advocacy groups — organizations navigating core communication campaigns, corporate reputation, and complex regulatory landscapes. For more information, visit tunnldata.com. If you have follow-up questions or would like to schedule an interview with someone at Tunnl please email Sam Zaleski at szaleski@tunnldata.com.

APPENDIX TABLE: PERCEPTIONS OF MAMDANI BY CANDIDATE SUPPORT

<i>Likely Voters</i>	<i>Mamdani is part of a new movement challenging the corrupt democrat establishment in New York politics</i>	<i>Mamdani is focused on making the city fairer and more affordable for ordinary people</i>	<i>Mamdani is too far left for New York City</i>
Zohran Mamdani (D)	20%	62%	5%
Andrew Cuomo (I)	8%	17%	50%
Curtis Sliwa (R)	12%	18%	56%