

Slingshot Strategies TWU Topline
738 Monthly Central Park Goers in NYC, September 29 – October 5, 2025
Percentages may not sum to 100 due to rounding. MOE ± 4.4

SCREENING QUESTIONS

1) Are you 18 or older?

Yes, I am 18 or older	100%
No, I am under 18 [TERMINATE]	-

2) What is your age?

18-24	10%
25-34	25%
35-44	29%
45-54	15%
55-64	10%
65+	10%

3) Are you currently registered to vote in New York State?

Yes, as a Republican	22%
Yes, as a Democrat	55%
Yes, as a member of the Working Families Party	1%
Yes, with a different political party	-
Yes, as an independent or unaffiliated voter	18%
No, I am not registered to vote in New York State	2%
Not sure	2%

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4) Which county do you live in?
[DROPDOWN]

Bronx County (The Bronx)	14%
Kings County (Brooklyn)	19%
New York County (Manhattan)	52%
Queens County (Queens)	13%
Richmond County (Staten Island)	2%

5) How often do you typically visit Central Park?

Every day	5%
A few times a week	25%
A few times a month	44%
About once a month	26%
A few times a year [TERMINATE]	-
Rarely [TERMINATE]	-
Never [TERMINATE]	-
Not sure [TERMINATE]	-

CENTRAL PARK SENTIMENT QUESTIONS

6) When you think of Central Park, which of the following words or phrases come to mind? [RANK TOP 2]

Peaceful	33%
Fun	14%
Historic	29%
Iconic	30%
Crowded	3%
Relaxing	38%
Safe	8%
Family-friendly	21%
Tourist location	18%
Other	1%
Not sure	-

7) How important is Central Park to the overall quality of life in New York City?

NET IMPORTANT	+97
TOTAL IMPORTANT	98%
TOTAL NOT IMPORTANT	1%
Very important	78%
Somewhat important	20%
Not that important	1%
Not important at all	-
Not sure	1%

HORSE-DRAWN CARRIAGES GENERAL QUESTIONS
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8) Have you ever taken a horse-drawn carriage ride in Central Park?

Yes	39%
No	60%
Not sure	1%

9) Has one of your friends or family members ever taken a horse-drawn carriage ride in Central Park?

Yes	52%
No	32%
Not sure	15%

10) When you go to Central Park, do you enjoy seeing the horses giving carriage rides in the park?

Yes	59%
No	32%
Not sure	9%

11) Horse-drawn carriage rides have been a part of Central Park since the day it opened. Some people see them as an iconic tradition, and part of what makes the park such a special place in New York, while providing good jobs. Others see horse-drawn carriages as outdated, unsafe, or inhumane.

Do you support or oppose continuing horse-drawn carriage rides in and around Central Park?

NET SUPPORT	+20
TOTAL SUPPORT	57%
TOTAL OPPOSE	37%

Strongly support	32%
Somewhat support	25%
Somewhat oppose	20%
Strongly oppose	17%
Not sure	6%

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- 12) Central Park was designed by Fredrick Law Olmsted in the 1850s specifically for leisurely horse-carriage rides, so people could escape the hustle and bustle of the city, and so the drivers would “animate the landscape” of Central Park for those walking through it Which of the following best describes your view of horse-drawn carriages in Central Park today?

They are part of a timeless tradition in Central Park which should be preserved	60%
They are outdated and no longer belong in the park	30%
Not sure	10%

- 13) Do you agree or disagree with the following statement: Horse-drawn carriages add beauty and charm to Central Park, helping make it a unique place for both New Yorkers and tourists.

NET AGREE	+47
TOTAL AGREE	70%
TOTAL DISAGREE	23%

Strongly agree	36%
Somewhat agree	34%
Somewhat disagree	13%
Strongly disagree	10%
Not sure	6%

- 14) How important do you feel horse-drawn carriages are to preserving Central Park’s character and history?

NET IMPORTANT	+35
TOTAL IMPORTANT	65%
TOTAL NOT IMPORTANT	30%

Very important	37%
Somewhat important	28%
Not that important	19%
Not important at all	11%
Not sure	5%

RYDER'S LAW INFORMED TEST

Now you're going to hear some information about the current debate in New York City regarding horse-drawn carriages.

The City Council is considering a piece of legislation called *Ryder's Law*, which would phase out the horse-carriage industry by June 1, 2026. In support of this effort, Mayor Eric Adams recently signed Executive Order 56, directing city agencies to prepare for the end of the horse-carriage industry. Supporters of Ryder's Law say that horse-drawn carriages are unsafe and inhumane, arguing that the practice is outdated in a busy, modern city. Opponents of the bill say that the horses are well cared for, with regular veterinary oversight and rest periods. They also argue that the continued existence of horse-drawn carriages creates good paying union jobs, and supports working families in New York. Opponents of the ban believe that the City is trying to eliminate the industry to benefit real estate developers who want to build luxury apartments where the stables are currently located on the west side of Manhattan.

15) After hearing this information, do you support or oppose continuing horse-drawn carriage rides in and around Central Park?

NET SUPPORT	+17
TOTAL SUPPORT	54%
TOTAL OPPOSE	37%
Strongly support	26%
Somewhat support	28%
Somewhat oppose	19%
Strongly oppose	18%
Not sure	10%

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16) Do you agree or disagree with the following statement: Ending horse-drawn carriages would take away part of what makes Central Park unique and iconic

NET AGREE	+37
TOTAL AGREE	66%
TOTAL DISAGREE	29%
Strongly agree	32%
Somewhat agree	34%
Somewhat disagree	16%
Strongly disagree	13%
Not sure	4%

17) Do you agree or disagree with the following statement:

Real estate developers should not get to decide whether New Yorkers can continue to enjoy unique traditions like a horse-drawn carriage ride in Central Park.

NET AGREE	+67
TOTAL AGREE	79%
TOTAL DISAGREE	12%
Strongly agree	55%
Somewhat agree	24%
Somewhat disagree	7%
Strongly disagree	5%
Not sure	8%

18) When thinking about the future of horse-drawn carriages in Central Park, which matters most to you?

Protecting union jobs and the livelihoods of the carriage drivers who are immigrant and working-class New Yorkers	50%
Phasing out an outdated practice to improve safety and animal welfare	39%
Not sure	11%

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19) Now that you've heard more about horse-drawn carriages and the campaign to ban them, do you support or oppose banning horse-drawn carriage rides in and around Central Park?

NET SUPPORT	-26
TOTAL SUPPORT	34%
TOTAL OPPOSE	60%
Strongly support	15%
Somewhat support	19%
Somewhat oppose	21%
Strongly oppose	39%
Not sure	7%

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DEMOGRAPHICS

20){Gender}

Man	55%
Woman	45%
Other	-

21){Race}

White or Caucasian	58%
Black or African-American	17%
Hispanic	14%
Asian	4%
Multi-racial	6%
Other	-
Not sure	1%

22)[IF NOT WHITE] How would you describe your heritage?

African	3%
African-American/Black	30%
Bengali	-
Caribbean	8%
Chinese	4%
Colombian	-
Cuban	1%
Dominican	7%
Guyanese	2%
Haitian	2%
Indian	2%
Japanese	1%
Korean	2%
Mexican	3%
Pakistani	-
Puerto Rican	22%
Other [write in]	11%
Not sure	-

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23){Religion}

Protestant Christian (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians)	19%
Evangelical Christian	6%
Orthodox Christian	4%
Catholic	26%
Orthodox Jewish	-
Non-Orthodox Jewish	7%
Muslim	3%
Buddhist	1%
Hindu	1%
Atheist or Agnostic	9%
Other	5%
None	16%
Not sure	2%

24)Do you identify as lesbian, gay, bisexual or transgender?

Yes	11%
No	88%
Not sure	1%

25) Do you consider yourself to be conservative, moderate, or liberal?

Very Conservative	5%
Conservative	12%
Moderate	36%
Liberal	24%
Very Liberal	20%
Not sure	2%

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26) How would you describe your current employment status?

Full time	67%
Part time	11%
Student	4%
Retired	-
Homemaker	2%
Unemployed	7%

27) How would you describe your most recent employment?

Specialty trade skills (construction, plumbing, electrical etc.)	4%
Information services	5%
Transportation or utilities	4%
Financial activities	6%
Professional services in science, technology, math, or engineering	5%
Professional services in business, law, or consulting	5%
Education	8%
Health care	10%
Social services	2%
Government	1%
Administrative or clerical	3%
Security, law enforcement, or military	1%
Arts and entertainment	5%
Personal services, food, or hospitality	6%
Retail or sales	8%
Other [write in]	12%
Not sure	3%

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28)What is the highest level of education you have completed?

Some high school or less	1%
High school graduate	15%
Some college	15%
College graduate	33%
Some graduate school	4%
Graduate degree	32%
Not sure	-

29)Do you live in an urban, suburban or rural area?

Urban	86%
Suburban	9%
Rural	2%
Not sure	2%

30)Do you rent or own the place where you currently live?

Rent	57%
Own	42%
Not sure	1%

31)Is any member of your household a member of a public or private sector union?

Yes, a member of a public-sector union	12%
Yes, a member of a private-sector union	12%
No, no one in my household is a member of any union	68%
Not sure	8%

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32)What is your household's annual income?

You and your household earn less than \$20,000 annually	9%
\$20,000 to \$40,000	12%
\$40,000 to \$60,000	13%
\$60,000 to \$80,000	12%
\$80,000 to \$100,000	11%
\$100,000 to \$150,000	21%
\$150,000 to \$200,000	10%
More than \$200,000	11%
Not sure	1%