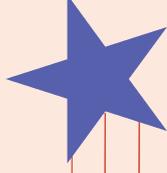




New York City 2025 Mayoral Election



By Group 4: Priya, Samuray, Margherita, and Robin



CANDIDATE OVERVIEW



Andrew Cuomo
Independent



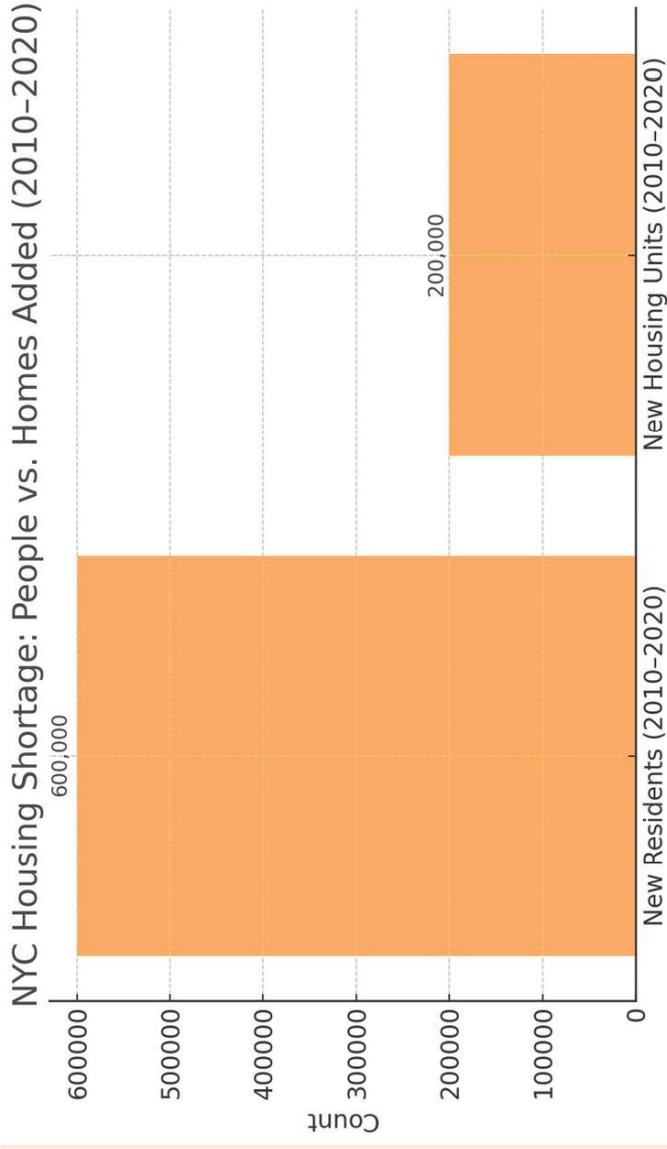
Zohran Mamdani
Democrat



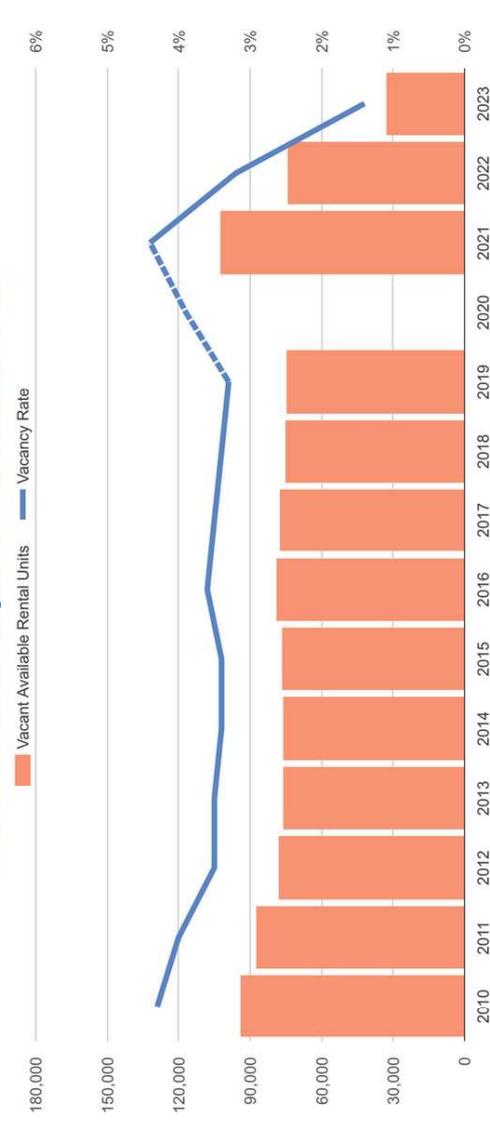
Curtis Sliwa
Republican

HOUSING SHORTAGE

- Far more residents are coming into New York without enough homes being added.
- Rental vacancy rate reached 1.41% in 2023, the lowest of the decade.
- Anything below 5% is considered as a housing emergency.

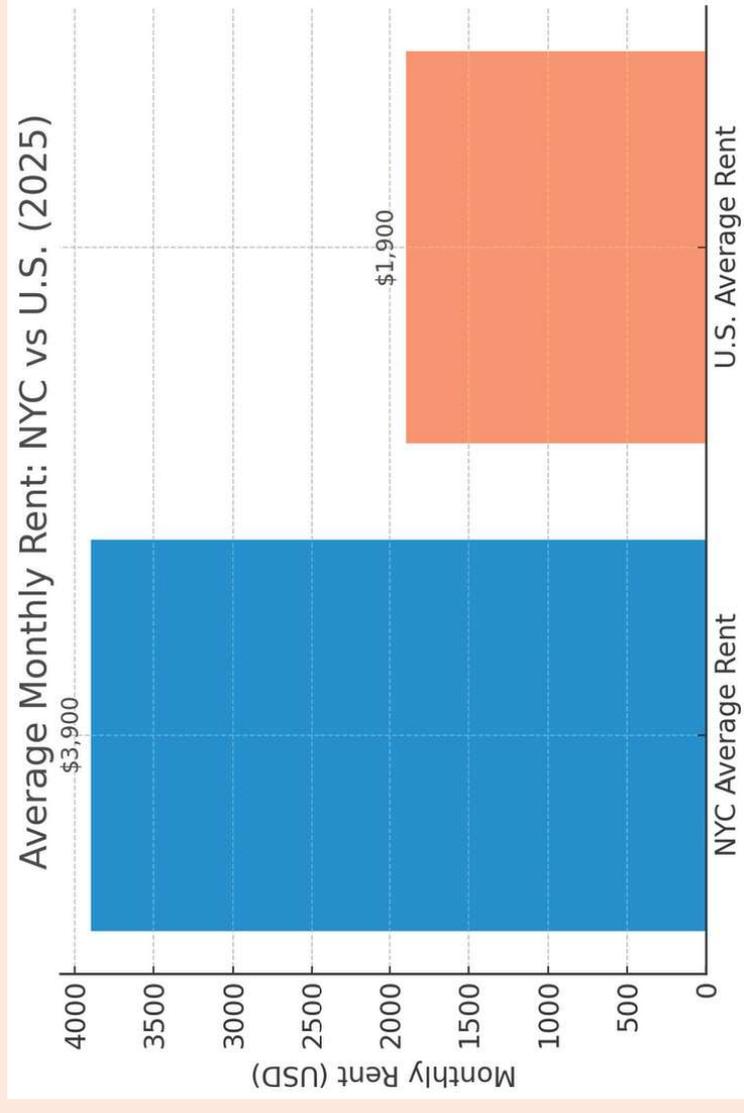


Rental Vacancy Rate
Total Number and Percentage of Rental Units Available for Rent



COST OF RENTING

- Median household income in New York is \$75,000.
- This means half of renters in New York spend over 30% of their income on rent.
- This is enough to classify it as a 'rent burden'.



COST OF LIVING

- New York is at 184 on the cost of living index, with the average US city at 100.
- This means for every \$100 spent on living in the average US city, it will cost New Yorkers \$184 for the same.
- Cost of Groceries is approximately 25% more in New York than the average US city.
- Dining out is roughly 35% - 40% more expensive.



COST OF TRANSPORTATION

- New York unlimited bus and metro card costs \$132 per month.
- Commuter rail can cost \$400 - \$600 per month.
- Gas and insurance for cars is 20% higher than the average US city.
- Congestion charge coming into effect in 2026, costing \$9 - \$15 per day.



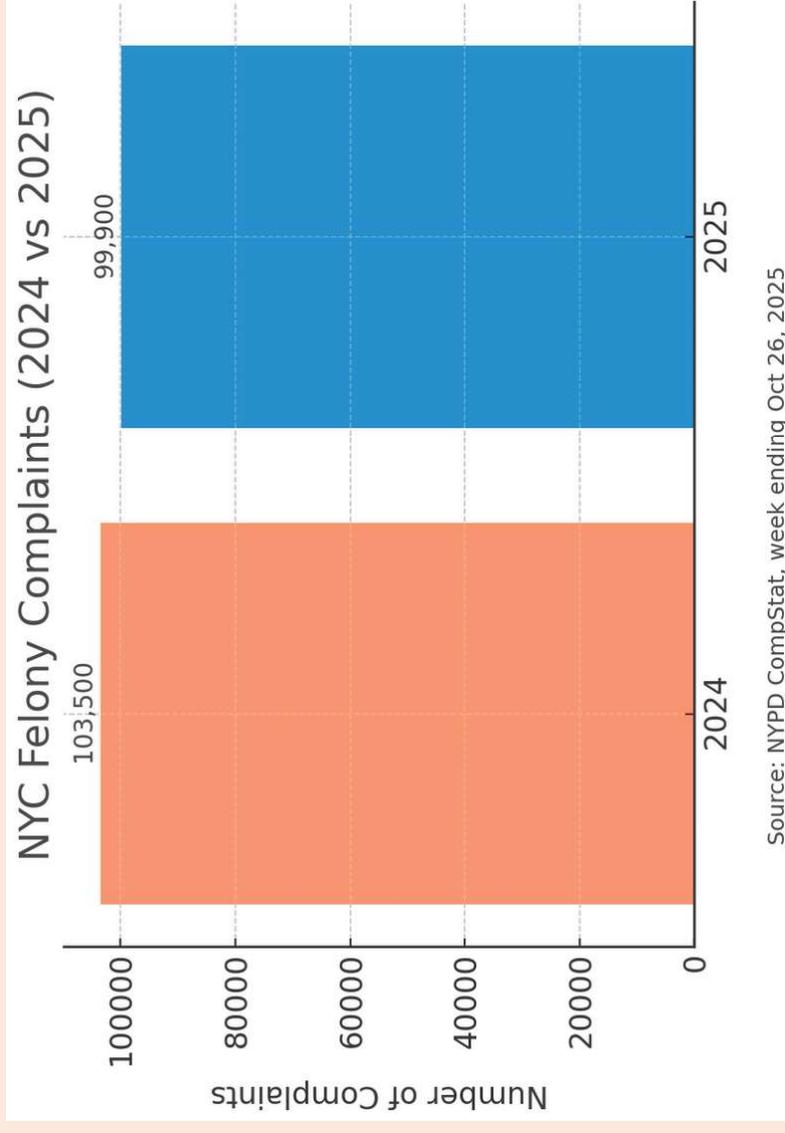
COST OF CHILDCARE

- New York has the most expensive childcare market in the US.
- Infant childcare costs between \$2,200 and \$2,500.
- Toddler childcare costs between \$1,800 and \$2,200.
- Many families spend around 30% of income on childcare alone.



SAFETY IN NEW YORK

- New York has lower crime rates in 2025 than 2024.
- Shootings down 22%, transit crimes down 8%.
- Voters still feel unsafe due to a rise in homelessness, mental health issues and drug use.
- Car and retail theft still on the rise.



ZOHRAN MAMDANI

Socialist Policy Proposals

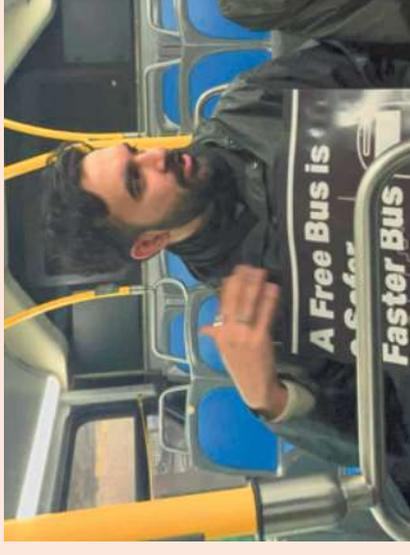
1 Rent freezes

2 Free bus access

3 City-run grocery stores

4 Universal child care

5 Millionaire Tax





SUCCESES OF THE MEDIA CAMPAIGN

- Participatory quality
- Authentic and emotionally-catchy videos
- Community narrative
- Representation of communities
- Cultural and relational intervention
- Political response to already existing narratives





Political risks

- Significant implications for the Democratic establishment → **Symbolic ripple effect?**
- Further deepening of polarization between the Republican party under Donald Trump and the Democrats.



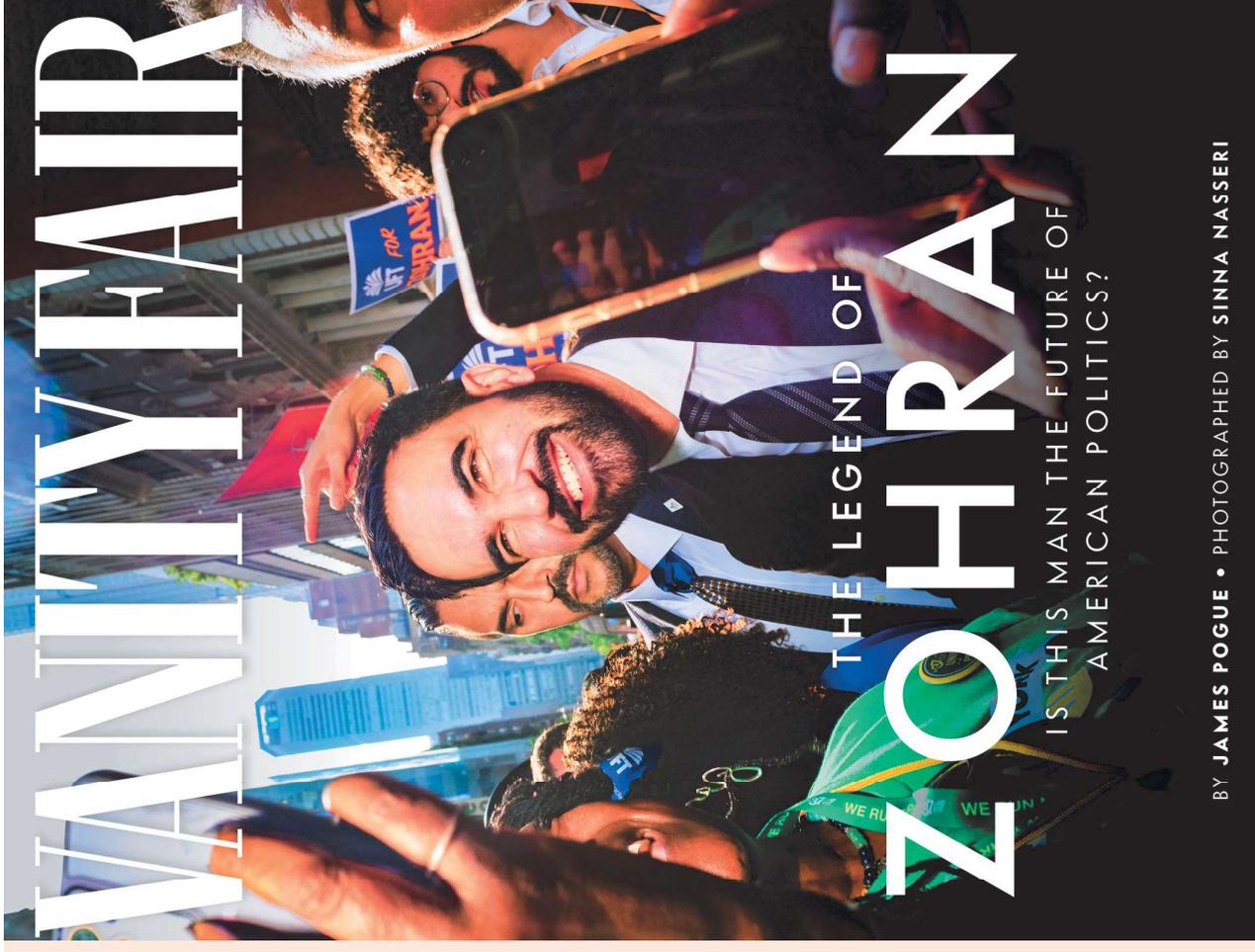
Economic risks

- New York as the heart of global capitalism
- Emphasis on **socialism** and **redistribution of wealth** might discourage (i) private investment; (ii) drive corporate relocation, and impact the competitiveness of NYC.



MORE THAN A MAYORAL ELECTION:

Local elections can amplify national polarization and economic certainty, reshaping risk far beyond city limits.



VANITY FAIR

THE LEGEND OF

ZOHRAAN

IS THIS MAN THE FUTURE OF
AMERICAN POLITICS?

BY JAMES POGUE • PHOTOGRAPHED BY SINNA NASSERI