



WNBC/Marist Poll

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New York City Race for Mayor

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All references must be sourced WNBC/Marist Poll

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This WNBC/Marist Poll reports:

- **Bloomberg has a formidable lead over Ferrer:** As the campaign enters its final weekend, Michael Bloomberg has a 34 point lead over Fernando Ferrer. Among New York City voters likely to vote next week, the mayor receives 64% compared with 30% for Ferrer. Three percent of likely voters plan to support Conservative Party candidate Thomas Ognibene, and 3% are undecided.

Question Wording: If the November election for mayor in New York City were held today, whom would you support if the candidates are:

	Michael Bloomberg Republican	Fernando Ferrer Democrat	Thomas Ognibene Conservative	Undecided
Likely Voters				
November 4, 2005	64%	30%	3%	3%
w/ leaners	65%	30%	3%	2%
November 1, 2005	62%	31%	3%	4%
October 2005	59%	32%	1%	8%
September 2005	53%	38%	1%	8%
Registered Voters				
November 4, 2005	62%	31%	3%	4%
November 1, 2005	59%	31%	3%	7%
October 2005	56%	33%	2%	9%
September 2005	50%	37%	2%	11%
August 2005	52%	36%	n.a.	12%
July 2005	52%	36%	n.a.	12%
June 10, 2005	45%	46%	n.a.	9%
June 2, 2005	49%	40%	n.a.	11%

	Michael Bloomberg Republican	Fernando Ferrer Democrat	Thomas Ognibene Conservative	Undecided
April 2005	51%	38%	n.a.	11%
March 2005	42%	49%	n.a.	9%
December 2004	39%	51%	n.a.	10%
September 2004	43%	47%	n.a.	10%
April 2004	41%	48%	n.a.	11%

- Most voters strongly support their choice for mayor:** 72% of likely voters who have a preference in the race for mayor are firmly committed to their choice. 19% say they somewhat support their choice, and only 7% say they might vote differently on Election Day. Two percent are unsure. 78% of Mayor Bloomberg’s supporters say they are firmly committed to him compared with 59% of Fernando Ferrer’s supporters who say they are firmly committed to their choice.

Question Wording: Would you say that you strongly support (candidate name), somewhat support (candidate name), or do you think that you might vote differently on Election Day?

Likely Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
November 4, 2005	72%	19%	7%	2%
Michael Bloomberg	78%	17%	4%	1%
Fernando Ferrer	59%	25%	13%	3%
November 1, 2005	69%	23%	7%	1%
Michael Bloomberg	74%	23%	2%	1%
Fernando Ferrer	60%	22%	15%	3%
October 2005	67%	22%	9%	2%
Michael Bloomberg	71%	20%	8%	1%
Fernando Ferrer	60%	24%	12%	4%

- Most voters say they like Mike:** 72% of New York City’s registered voters have a favorable impression of Michael Bloomberg. For the first time in the campaign for mayor, more voters have an unfavorable view of Fernando Ferrer than have a favorable one. 48% of registered voters have a negative impression of Ferrer compared with 42% who have a positive view of him. 10% are unsure how to rate him.

Question Wording: In general, do you have a favorable or an unfavorable impression of Michael Bloomberg/Fernando Ferrer?

Registered Voters	Favorable	Unfavorable	Unsure/ Never Heard
Michael Bloomberg			
November 4, 2005	72%	26%	2%
November 1, 2005	71%	24%	5%
October 2005	69%	27%	4%
September 2005	64%	30%	6%
Fernando Ferrer			
November 4, 2005	42%	48%	10%
November 1, 2005	45%	41%	14%
October 2005	46%	40%	14%
September 2005	53%	32%	15%

- **Voters think the city is headed in the right direction:** 69% of registered voters believe New York City is moving in the right direction. 26% of registered voters think the city is moving in the wrong direction.

Question Wording: In general, thinking about the way things are going in New York City, do you feel things are going in the right direction or that things are going in the wrong direction?

Registered Voters	Right Direction	Wrong Direction	Unsure
November 4, 2005	69%	26%	5%
November 1, 2005	68%	23%	9%
October 2005	69%	23%	8%
September 2005	64%	28%	8%
August 2005	60%	31%	9%
July 2005	62%	29%	9%
June 2005	54%	37%	9%

November 4, 2005	Right Direction	Wrong Direction	Unsure
Party			
Democrat	67%	26%	7%
Republican	80%	19%	1%
Non-enrolled	68%	30%	2%
Race			
White	73%	22%	5%
African American	61%	30%	9%
Latino	71%	25%	4%

- **Many voters rate the job Michael Bloomberg is doing as mayor positively:** 63% of registered voters approve of the job Michael Bloomberg is doing as mayor, his combined excellent and good scores.

Question Wording: Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?

Registered Voters	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
November 4, 2005	63%	17%	46%	28%	9%	<1%
November 1, 2005	64%	19%	45%	28%	7%	1%
October 2005	65%	22%	43%	27%	7%	1%
September 2005	61%	15%	46%	30%	8%	1%
August 2005	53%	14%	39%	34%	12%	1%
July 2005	58%	15%	43%	27%	12%	3%
June 10, 2005	49%	11%	38%	35%	15%	1%
June 2, 2005	55%	12%	43%	32%	12%	1%
April 2005	48%	8%	40%	35%	16%	1%
March 2005	43%	8%	35%	34%	21%	2%
December 2004	46%	6%	40%	35%	18%	1%
September 2004	42%	7%	35%	35%	21%	2%
April 2004	40%	7%	33%	38%	19%	3%

Registered Voters November 4, 2005	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
Borough						
Bronx	59%	15%	44%	30%	11%	<1%
Brooklyn	61%	15%	46%	28%	11%	<1%
Manhattan	67%	20%	47%	31%	2%	<1%
Queens	66%	18%	48%	23%	11%	<1%
Staten Island	53%	9%	44%	26%	19%	2%
Party						
Democrat	62%	15%	47%	30%	8%	<1%
Republican	74%	28%	46%	17%	8%	1%
Non-enrolled	58%	15%	43%	28%	14%	<1%
Race						
White	72%	22%	50%	22%	6%	<1%
African American	61%	8%	53%	29%	10%	<1%
Latino	53%	16%	37%	33%	14%	<1%

- **Most voters are not bothered by the mayor's money or political affiliation:** 65% of city voters are not especially bothered by the amount of his own money Mayor Bloomberg is spending on his campaign, although a majority of Ferrer supporters are concerned a great deal about this issue. 69% of registered voters do not think it matters if the mayor of New York City is a Democrat or a Republican. Even a majority of Ferrer voters do not think it matters.

Question Wording: Does the large amount of his own money Michael Bloomberg is spending on his campaign bother you a great deal, a good amount, not very much, or not at all?

	A Great Deal/Good Amount	A Great Deal	A Good Amount	Not Very Much	Not at All
Registered Voters					
November 4, 2005	35%	23%	12%	17%	48%
Bloomberg supporters	19%	6%	13%	21%	60%
Ferrer supporters	64%	53%	11%	10%	26%

Question Wording: Do you think it matters a great deal, a good amount, not very much, or not at all if the mayor of New York City is a Democrat or a Republican?

	A Great Deal/Good Amount	A Great Deal	A Good Amount	Not Very Much	Not at All
Registered Voters					
November 4, 2005	31%	15%	16%	27%	42%
Bloomberg supporters	28%	13%	15%	25%	47%
Ferrer supporters	43%	23%	20%	28%	29%

How the survey was conducted:

This survey was conducted in either English or Spanish on November 1st and 2nd, 2005. 835 registered voters in New York City were interviewed in proportion to the enrollment in each borough and adjusted for turnout in comparable city elections. The results are statistically significant at $\pm 3.5\%$. There are 466 likely voters and the results for this sub-sample are statistically significant at $\pm 4.5\%$. The margin of error increases for cross-tabulations.