



**Bloomberg's Approval Rating
Voters' Views on Mosque Near Ground Zero
Bloomberg's Legacy**

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

Bloomberg Approval Rating Below 50% for First Time in Five Years

New York City Mayor Michael Bloomberg's approval rating has taken a turn for the worse. 49% of registered New York City voters think Bloomberg is doing either an excellent or good job in office. This is the mayor's lowest approval rating since Marist's June 2005 survey when the same proportion of the city's electorate -- 49% -- gave him high marks.

"Chief executives often find third terms difficult, and the current economic climate is not making it any easier for Bloomberg," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "Right now, New York City voters are divided about the job the mayor is doing."

The 49% who currently affirm Bloomberg's governing include 13% who say he is doing an excellent job, and 36% who think he is doing a good one. 33% rate the mayor as fair, 16% report he is doing poorly, and 2% are unsure.

When Marist last asked this question in April, 56% gave the mayor above average marks, 29% thought he was doing an average job, and 13% reported he was falling short. 2%, at the time, were unsure.

Bloomberg's support has declined among Democrats and voters not enrolled in any party. 47% of Democrats report Bloomberg is doing either an excellent or good job as mayor compared with 56% who said the same in April. A similar drop has occurred among non-enrolled voters. While 48% of these voters applaud Bloomberg's job now, 56% thought that way four months ago. However, support for the mayor among members of the city's GOP is consistent. 55% approve of the job he is currently doing. The same proportion held this view in Marist's April survey.

There has been a drop in the mayor's approval rating across the five boroughs. 48% of registered voters in Brooklyn now say the mayor is doing an excellent or good job, down from 55% in April. 56% of voters in Manhattan currently approve of Bloomberg's job

performance, a drop of 6 percentage points from four months ago when 62% shared this belief. In the Bronx, Bloomberg's approval rating has fallen 5 percentage points. 39% think the mayor is doing an above average job compared with 44% in April. And, in Queens and Staten Island, 48% say Bloomberg is doing either an excellent or good job as mayor. In Marist's April survey, 54% held that view.

Majority of NYC Voters Oppose Mosque Near WTC Site... Half Call It "Offensive"

Mayor Bloomberg's staunch defense of building an Islamic community center and prayer space near the World Trade Center site has come under scrutiny. A majority of voters in New York City disagree with the mayor's position on the issue. 53% oppose constructing the mosque two blocks from Ground Zero while 34% favor its development. 13% are unsure.

Republicans are expressing the most dissatisfaction with the new structure. 74% oppose building a cultural center which includes a place of worship while just 16% of the city's GOP support the move. Half of Democrats and 52% of non-enrolled voters think the mosque should not be erected while 38% and 35%, respectively, believe it should.

Voters were also asked whether building the Islamic community and prayer space helps people better understand Islam and the Muslim religion or if it offends the memory of the victims of the September 11th attacks and their families. Half say it is disrespectful of those who were killed. About one-third -- 34% -- believe it will facilitate cultural understanding.

68% of Republicans believe the mosque is offensive to those who died in the terrorist attacks while 20% believe it will foster understanding about Islam. 47% of Democrats think the center insults the victims and their families compared with 37% of those who see the mosque as a move toward tolerance. The same proportions of non-enrolled voters -- 47% and 37%, respectively -- share these opinions.

Voters More Divided About Direction of the City

When thinking about New York City in general, 47% think the city is moving in the wrong direction while 44% say it is on the right path. 9% are unsure. When Marist last asked this question in its April 27th survey, more voters thought the city was traveling along the wrong road than the right one. At that time, 48% reported the city was charting the wrong course while 41% thought it was on track. 11% were unsure.

Plurality of Voters View Bloomberg Legacy as Positive

Not quite halfway through his third term, what could all of this mean for the mayor's legacy? Despite his slipping approval rating and recent controversy, a plurality of registered voters -- 46% -- expect Bloomberg to leave behind a positive legacy when he vacates City Hall in 2013. This includes 12% who think he will be remembered as one of New York City's best mayors and 34% who believe he will be viewed as an above average mayor. 38% say Bloomberg's legacy will be average while 11% report he will be remembered as a below average mayor. Just 5% of registered New York City voters think Bloomberg will be categorized as one of the worst mayors in the city's history.

Bloomberg Headed to the White House? Not According to NYC Voters

What should Bloomberg's next political step be? City voters know what it should *not* be. Nearly seven in ten registered voters -- 69% -- don't think the mayor should seek the presidency in 2012. 21%, however, think he should make a run for the Oval Office, and 10% are unsure.

Little has changed since Marist's April survey. At that time, 71% of voters said Bloomberg should abandon any presidential aspirations he may have, 20% thought a Bloomberg run was a good idea, and 9% were unsure.

Voters Kibosh Spitzer Mayoralty

Mayor Bloomberg's political future isn't the only one voters in New York City are weighing in on. 64% say former New York Governor Eliot Spitzer should not run for mayor of New York City in 2013. 27% disagree and think he should. 9% are unsure.

In Marist's April 14th survey, similar proportions held these views. 66% reported Spitzer should forget about being mayor while 24% wanted to see him campaign. 10% were unsure.

With a favorability rating of 34%, it shouldn't be a surprise that voters don't want candidate Spitzer. In fact, nearly half of voters -- 48% -- have an *unfavorable* impression of Spitzer. 18% are unsure.

Majority Oppose Taylor Bid...Nearly a Quarter Unsure

Recent media reports have raised an interesting question in New York City's political circles. Will Diana Taylor, former New York State Superintendent of Banks and long-time companion to Mayor Bloomberg, run for mayor in her own right? If Taylor is considering a bid, there's something she should know. A majority of New York City voters don't want her to throw her hat into the ring. When asked if she should run in 2013, 56% say they do not want her to try to succeed Mayor Bloomberg while 20% want her to become a candidate. A notable 24%, however, say they are unsure.

Taylor still needs to be introduced to New York City voters. Looking at Taylor's favorability rating among the city's electorate, 76% have either never heard of her or are unsure how to rate her. Only 13% view Taylor favorably while 11% have a negative impression of her.

Nature of the Sample: 809 New York City Residents

This survey of 809 New York City residents was conducted July 28th through August 5th, 2010. Residents 18 years of age and older were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the city. The exchanges were selected to ensure that each borough was represented in proportion to its population. Interviews were conducted in both English and Spanish. Results are statistically significant at $\pm 3.5\%$. There are 696 Registered Voters. The results for this subset are statistically significant at ± 4.0 . The error margin increases for cross-tabulations.

Marist Poll August 2010 NYC Tables

		Registered Voters				
		Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?				
		Excellent	Good	Fair	Poor	Unsure- Never Heard
		Row %	Row %	Row %	Row %	Row %
Registered Voters		13%	36%	33%	16%	2%
Party Registration	Democrat	10%	37%	34%	17%	2%
	Republican	22%	33%	26%	18%	1%
	Non-enrolled	12%	36%	36%	14%	2%
Political Ideology	Liberal	9%	44%	31%	15%	0%
	Moderate	14%	38%	36%	10%	1%
	Conservative	15%	26%	33%	22%	3%
Gender	Men	12%	34%	35%	18%	2%
	Women	13%	38%	33%	14%	2%
Race	White	14%	40%	31%	13%	2%
	African American	6%	37%	41%	14%	3%
	Latino	14%	34%	32%	18%	3%
Religion	Protestant	12%	33%	37%	17%	1%
	Catholic	14%	37%	32%	15%	3%
	Jewish	16%	42%	24%	15%	2%
White Catholics	White Catholics	11%	35%	39%	15%	0%
	All Else	13%	37%	32%	15%	3%
Age	Under 45	11%	35%	38%	13%	2%
	45 or older	13%	37%	31%	18%	1%
Education	Not college graduate	12%	34%	33%	18%	4%
	College graduate	14%	39%	34%	14%	0%
Household Income	Less than \$50,000	13%	28%	37%	19%	4%
	\$50,000 or more	14%	41%	32%	13%	0%
NYC Borough	Bronx	7%	32%	40%	16%	4%
	Brooklyn	12%	36%	33%	17%	3%
	Manhattan	14%	42%	27%	17%	0%
	Queens and Staten Island	14%	34%	35%	14%	2%

August 2010 Marist Poll New York City Registered Voters "N=696 MOE +/- 4%". Totals may not add to 100 due to rounding.

		Registered Voters		
		Do you favor or oppose the building of an Islamic community center and prayer space two blocks from the site of the World Trade Center?		
		Favor	Oppose	Unsure
		Row %	Row %	Row %
Registered Voters		34%	53%	13%
Party Registration	Democrat	38%	50%	12%
	Republican	16%	74%	11%
	Non-enrolled	35%	52%	13%
Political Ideology	Liberal	49%	38%	12%
	Moderate	29%	57%	14%
	Conservative	26%	64%	10%
Gender	Men	37%	49%	14%
	Women	31%	57%	12%
Race	White	25%	64%	11%
	African American	38%	46%	16%
	Latino	31%	55%	15%
Religion	Protestant	38%	48%	14%
	Catholic	23%	64%	14%
	Jewish	20%	71%	9%
White Catholics	White Catholics	19%	74%	7%
	All Else	29%	57%	14%
Age	Under 45	43%	44%	14%
	45 or older	29%	60%	11%
Education	Not college graduate	29%	58%	13%
	College graduate	40%	48%	12%
Household Income	Less than \$50,000	30%	55%	15%
	\$50,000 or more	39%	52%	9%
NYC Borough	Bronx	30%	53%	16%
	Brooklyn	31%	61%	9%
	Manhattan	53%	31%	16%
	Queens and Staten Island	28%	60%	12%

August 2010 Marist Poll New York City Registered Voters "N=696 MOE +/- 4%". Totals may not add to 100 due to rounding.

		Registered Voters		
		Which comes closer to your view, building an Islamic community center and prayer space two blocks from the site of the World Trade Center:		
		Helps people better understand the teachings of Islam and the Muslim religion	Offends the memory of the 9-11 victims and their families	Unsure
		Row %	Row %	Row %
Registered Voters		34%	50%	16%
Party Registration	Democrat	37%	47%	16%
	Republican	20%	68%	12%
	Non-enrolled	37%	47%	16%
Political Ideology	Liberal	44%	40%	16%
	Moderate	33%	57%	10%
	Conservative	24%	57%	19%
Gender	Men	43%	42%	15%
	Women	26%	57%	17%
Race	White	25%	63%	11%
	African American	39%	46%	15%
	Latino	32%	45%	23%
Religion	Protestant	38%	45%	17%
	Catholic	24%	59%	16%
	Jewish	19%	67%	14%
White Catholics	White Catholics	19%	77%	4%
	All Else	29%	52%	19%
Age	Under 45	44%	41%	15%
	45 or older	27%	58%	15%
Education	Not college graduate	26%	57%	17%
	College graduate	42%	44%	14%
Household Income	Less than \$50,000	30%	54%	16%
	\$50,000 or more	39%	47%	13%
NYC Borough	Bronx	19%	49%	32%
	Brooklyn	28%	56%	16%
	Manhattan	55%	32%	13%
	Queens and Staten Island	33%	56%	10%

August 2010 Marist Poll New York City Registered Voters "N=696 MOE +/- 4%". Totals may not add to 100 due to rounding.

		Registered Voters		
		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?		
		Right direction	Wrong direction	Unsure
		Row %	Row %	Row %
Registered Voters		44%	47%	9%
Party Registration	Democrat	41%	48%	10%
	Republican	52%	42%	6%
	Non-enrolled	48%	46%	7%
Political Ideology	Liberal	48%	45%	7%
	Moderate	47%	42%	11%
	Conservative	37%	57%	6%
Gender	Men	48%	45%	7%
	Women	41%	49%	10%
Race	White	44%	45%	11%
	African American	35%	56%	9%
	Latino	45%	50%	5%
Religion	Protestant	43%	51%	7%
	Catholic	41%	51%	8%
	Jewish	48%	40%	12%
White Catholics	White Catholics	35%	56%	9%
	All Else	42%	50%	8%
Age	Under 45	49%	44%	7%
	45 or older	42%	49%	10%
Education	Not college graduate	42%	51%	7%
	College graduate	47%	42%	11%
Household Income	Less than \$50,000	40%	52%	8%
	\$50,000 or more	48%	45%	6%
NYC Borough	Bronx	39%	54%	8%
	Brooklyn	42%	45%	12%
	Manhattan	45%	48%	7%
	Queens and Staten Island	48%	46%	7%

August 2010 Marist Poll New York City Registered Voters "N=696 MOE +/- 4%". Totals may not add to 100 due to rounding.

		Registered Voters				
		When Michael Bloomberg finishes his third term as New York City mayor in 2013, do you think he will be remembered as one of the best mayors in New York City history, above average, about average, below average, or as one of the worst mayors in New York City's history?				
		One of the best mayors	Above average	About average	Below average	One of the worst mayors
		Row %	Row %	Row %	Row %	Row %
Registered Voters		12%	34%	38%	11%	5%
Party Registration	Democrat	12%	30%	40%	11%	6%
	Republican	14%	49%	28%	9%	1%
	Non-enrolled	10%	40%	35%	12%	2%
Political Ideology	Liberal	11%	36%	35%	13%	5%
	Moderate	9%	38%	41%	9%	3%
	Conservative	18%	26%	37%	11%	9%
Gender	Men	12%	37%	33%	11%	6%
	Women	12%	30%	42%	11%	4%
Race	White	12%	43%	31%	9%	5%
	African American	18%	23%	44%	12%	3%
	Latino	13%	29%	36%	15%	7%
Religion	Protestant	14%	33%	39%	11%	2%
	Catholic	13%	35%	35%	8%	9%
	Jewish	11%	38%	34%	12%	4%
White Catholics	White Catholics	9%	45%	33%	8%	6%
	All Else	15%	31%	37%	11%	5%
Age	Under 45	14%	32%	38%	12%	4%
	45 or older	12%	33%	38%	11%	6%
Education	Not college graduate	14%	29%	38%	14%	5%
	College graduate	11%	38%	38%	7%	5%
Household Income	Less than \$50,000	13%	26%	42%	13%	6%
	\$50,000 or more	13%	41%	33%	9%	5%
NYC Borough	Bronx	10%	32%	37%	11%	11%
	Brooklyn	17%	28%	39%	12%	4%
	Manhattan	12%	42%	36%	6%	4%
	Queens and Staten Island	10%	34%	39%	13%	4%

August 2010 Marist Poll New York City Registered Voters "N=696 MOE +/- 4%". Totals may not add to 100 due to rounding.

		Registered Voters		
		Do you want Michael Bloomberg to run for president in 2012 or not?		
		Yes	No	Unsure
		Row %	Row %	Row %
Registered Voters		21%	69%	10%
Party Registration	Democrat	18%	72%	9%
	Republican	34%	60%	6%
	Non-enrolled	17%	69%	13%
Political Ideology	Liberal	17%	74%	9%
	Moderate	27%	66%	8%
	Conservative	19%	69%	12%
Gender	Men	21%	68%	11%
	Women	21%	69%	10%
Race	White	20%	70%	10%
	African American	18%	71%	11%
	Latino	21%	64%	15%
Religion	Protestant	20%	68%	12%
	Catholic	21%	69%	9%
	Jewish	22%	65%	12%
White Catholics	White Catholics	17%	78%	5%
	All Else	22%	66%	13%
Age	Under 45	19%	70%	12%
	45 or older	23%	69%	8%
Education	Not college graduate	19%	68%	13%
	College graduate	23%	70%	7%
Household Income	Less than \$50,000	23%	65%	12%
	\$50,000 or more	22%	70%	8%
NYC Borough	Bronx	18%	64%	17%
	Brooklyn	21%	68%	10%
	Manhattan	22%	67%	12%
	Queens and Staten Island	21%	72%	7%

August 2010 Marist Poll New York City Registered Voters "N=696 MOE +/- 4%". Totals may not add to 100 due to rounding.

		Registered Voters		
		Do you want former governor Eliot Spitzer to run for New York City Mayor in 2013, or not?		
		Yes	No	Unsure
		Row %	Row %	Row %
Registered Voters		27%	64%	9%
Party Registration	Democrat	30%	62%	8%
	Republican	18%	76%	7%
	Non-enrolled	26%	64%	9%
Political Ideology	Liberal	29%	65%	6%
	Moderate	30%	60%	10%
	Conservative	24%	70%	6%
Gender	Men	32%	62%	6%
	Women	23%	65%	11%
Race	White	21%	71%	9%
	African American	38%	55%	7%
	Latino	27%	59%	14%
Religion	Protestant	28%	64%	8%
	Catholic	26%	64%	10%
	Jewish	16%	73%	11%
White Catholics	White Catholics	21%	72%	8%
	All Else	26%	63%	11%
Age	Under 45	28%	66%	6%
	45 or older	26%	63%	10%
Education	Not college graduate	28%	61%	10%
	College graduate	26%	67%	7%
Household Income	Less than \$50,000	29%	61%	10%
	\$50,000 or more	26%	68%	6%
NYC Borough	Bronx	23%	66%	11%
	Brooklyn	25%	67%	8%
	Manhattan	23%	67%	10%
	Queens and Staten Island	33%	59%	8%

August 2010 Marist Poll New York City Registered Voters "N=696 MOE +/- 4%". Totals may not add to 100 due to rounding.

		Registered Voters		
		In general, do you have a favorable or an unfavorable impression of Eliot Spitzer?		
		Favorable	Unfavorable	Unsure- Never Heard
		Row %	Row %	Row %
Registered Voters		34%	48%	18%
Party Registration	Democrat	38%	45%	17%
	Republican	33%	50%	17%
	Non-enrolled	25%	60%	15%
Political Ideology	Liberal	33%	52%	15%
	Moderate	36%	47%	17%
	Conservative	32%	47%	21%
Gender	Men	34%	47%	19%
	Women	35%	49%	17%
Race	White	28%	57%	14%
	African American	47%	35%	18%
	Latino	27%	54%	19%
Religion	Protestant	41%	38%	21%
	Catholic	31%	54%	15%
	Jewish	28%	56%	16%
White Catholics	White Catholics	26%	62%	12%
	All Else	36%	46%	18%
Age	Under 45	34%	46%	20%
	45 or older	35%	50%	15%
Education	Not college graduate	33%	47%	20%
	College graduate	37%	49%	14%
Household Income	Less than \$50,000	34%	46%	20%
	\$50,000 or more	39%	49%	12%
NYC Borough	Bronx	36%	42%	22%
	Brooklyn	31%	55%	14%
	Manhattan	33%	46%	21%
	Queens and Staten Island	38%	46%	16%

August 2010 Marist Poll New York City Registered Voters "N=696 MOE +/- 4%". Totals may not add to 100 due to rounding.

		Registered Voters		
		Do you want Diana Taylor, the former New York State Superintendent of Banks and Mayor Bloomberg's companion to run for New York City Mayor in 2013, or not?		
		Yes	No	Unsure
		Row %	Row %	Row %
Registered Voters		20%	56%	24%
Party Registration	Democrat	21%	58%	21%
	Republican	19%	59%	23%
	Non-enrolled	18%	53%	29%
Political Ideology	Liberal	17%	63%	19%
	Moderate	18%	54%	28%
	Conservative	25%	55%	20%
Gender	Men	18%	59%	23%
	Women	21%	54%	24%
Race	White	12%	65%	23%
	African American	22%	57%	21%
	Latino	31%	48%	21%
Religion	Protestant	18%	58%	24%
	Catholic	23%	58%	19%
	Jewish	9%	60%	31%
White Catholics	White Catholics	14%	67%	19%
	All Else	20%	57%	23%
Age	Under 45	28%	47%	25%
	45 or older	15%	63%	22%
Education	Not college graduate	25%	55%	20%
	College graduate	14%	58%	28%
Household Income	Less than \$50,000	23%	57%	20%
	\$50,000 or more	19%	56%	25%
NYC Borough	Bronx	10%	60%	30%
	Brooklyn	21%	56%	23%
	Manhattan	16%	56%	28%
	Queens and Staten Island	26%	56%	19%

August 2010 Marist Poll New York City Registered Voters "N=696 MOE +/- 4%". Totals may not add to 100 due to rounding.

		Registered Voters		
		In general, do you have a favorable or an unfavorable impression of Diana Taylor?		
		Favorable	Unfavorable	Unsure- Never Heard
		Row %	Row %	Row %
Registered Voters		13%	11%	76%
Party Registration	Democrat	15%	10%	75%
	Republican	5%	7%	88%
	Non-enrolled	10%	17%	73%
Political Ideology	Liberal	15%	12%	74%
	Moderate	15%	11%	74%
	Conservative	10%	10%	80%
Gender	Men	13%	10%	77%
	Women	13%	11%	76%
Race	White	11%	10%	79%
	African American	17%	13%	69%
	Latino	13%	12%	75%
Religion	Protestant	16%	6%	78%
	Catholic	13%	14%	73%
	Jewish	12%	8%	80%
White Catholics	White Catholics	13%	13%	75%
	All Else	15%	11%	75%
Age	Under 45	17%	11%	73%
	45 or older	11%	11%	79%
Education	Not college graduate	16%	13%	72%
	College graduate	11%	7%	82%
Household Income	Less than \$50,000	13%	13%	75%
	\$50,000 or more	14%	7%	79%
NYC Borough	Bronx	10%	7%	83%
	Brooklyn	8%	12%	80%
	Manhattan	12%	12%	76%
	Queens and Staten Island	19%	10%	70%

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