



NY1-Marist Poll

Blizzard of Poor Public Opinion: Bloomberg Approval Rating at All-Time Low

*** Complete Tables for Poll Appended ***

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This NY1-Marist Poll Reports:

New York City Mayor Michael Bloomberg took a lot of heat over how the city handled the December 26th blizzard, and his approval rating reflects the firestorm of controversy. In fact, Bloomberg's approval rating is at its lowest point -- 37% -- since taking office. Included here are 11% who say he is doing an excellent job in office and 26% who report he is doing a good one. 34% rate his performance as fair while 26% believe he is doing a poor job. Only 3% are unsure.

When Marist last asked this question in its October survey, half of registered voters -- 50% -- gave Bloomberg high marks. At that time, 14% said he was doing an excellent job, and 36% reported he was doing a good one. 30% thought his performance was fair, and 15% believed the mayor was doing a poor job. Five percent were unsure.

Looking at the boroughs, a majority of voters in Manhattan -- 55% -- approve of Mayor Bloomberg's job performance while fewer voters in the other boroughs share this view. 39% in the Bronx, 36% in Queens and Staten Island, and 24% in Brooklyn give the mayor high marks. In Marist's previous survey, 58% of those in Manhattan, 48% of voters in the Bronx, 48% in Queens and Staten Island, and 46% in Brooklyn thought Bloomberg was doing well in office.

"Mayor Bloomberg clearly will need a big shovel if he wants to dig himself out of this political storm, and it looks like the next opportunity is heading his way," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion.

Key Findings:

- When it comes to **how Bloomberg handled the snow removal** from the recent storm, 21% of adults in New York City approve while more than seven in ten -- 71% - - disapprove. Just 7% are unsure. Regardless of borough, residents are displeased

with Bloomberg's handling of the situation. Residents in Brooklyn (78%) and in Queens and Staten Island (71%) are most dissatisfied. 69% in the Bronx and 63% in Manhattan are also unhappy with the mayor's performance during and after the blizzard.

- The **New York City Department of Sanitation does not fare better**. 21% of city residents approve of how the DSNY handled the snow removal while 72% disapprove. Seven percent are unsure. Again, disapproval spans borough boundaries. More adults residing in Brooklyn (77%) and in Queens and Staten Island (72%) feel this way compared with those in the Bronx (69%) and Manhattan (68%).
- Nearly four in ten residents -- 37% -- think **Bloomberg learned a lot** from the recent snowstorm. 26% believe he learned a little, and 28% say he took away nothing at all from the experience. Nine percent are unsure.
- The storm has had a slight impact on **Bloomberg's legacy**. Almost four in ten voters -- 39% -- think he will leave behind a positive legacy. Included here are 12% of voters who report the mayor will be remembered as one of the city's best mayors and 27% who say he will be considered an above average mayor in New York City's history. 35% think Bloomberg will be thought of as an average mayor. However, 15% think his legacy will be below average, and 10% report he will be perceived as one of the city's worst mayors. In Marist's August survey, 46% thought the mayor's legacy would be positive, either one of the best or above average.

Expectations for Black as Schools Chancellor?

Former media executive Cathie Black is the city's new schools chancellor, and most New Yorkers don't have high expectations for her. In fact, a notable 28% are unsure. 25% think Black will do a fair job, and 16% say she will perform poorly. Three in ten residents citywide -- 30% -- say Black will do either an excellent or good job in the position. Included here are 4% who report she will excel and 26% who believe she will do a good job.

Majority Say NYC Needs a New Compass

Since Bloomberg's tenure as mayor, this is the first time a majority of registered voters in the city -- 53% -- report that the Big Apple is moving in the wrong direction. However, 38% think it is traveling along the right path. Nine percent are unsure.

When Marist last asked this question in October, 47% said the city was pointed in the wrong direction, 40% thought it was on the proper trajectory, and 13%, at the time, were unsure.

NY1-Marist Poll NYC Tables

January 6, 2011

How the Survey was Conducted

Nature of the Sample: New York City Poll of 600 Adults

This survey of 600 adults was conducted on January 5th, 2011. Adults 18 years of age and older residing in the five boroughs of New York City 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. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 4.0 percentage points. There are 439 registered voters. The results for this subset are statistically significant within ± 5.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: NYC Adults

Nature of the Sample - NYC Adults		
		NYC Adults
		Col %
NYC Adults		100%
Registered Voters		73%
NYC Borough	Bronx	15%
	Brooklyn	30%
	Manhattan	21%
	Queens and Staten Island	34%
Household Income	Less than \$50,000	53%
	\$50,000 or more	47%
Race	White	34%
	African American	24%
	Latino	28%
	Other	14%
Generation	Millennials	25%
	Gen X	25%
	Baby Boomers	33%
	Silent-Greatest	17%
Age	Under 45	48%
	45 or older	52%
Gender	Men	48%
	Women	52%
Households with children under 18	Household with children	53%
	No children in household	47%
Interview Type	Landline	74%
	Cell Phone	26%

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

Nature of the Sample: NYC Registered Voters

Nature of the Sample - NYC Registered Voters		
		NYC Registered Voters
		Col %
NYC Registered Voters		100%
Party Registration	Democrat	64%
	Republican	13%
	Non-enrolled	21%
	Other	2%
NYC Borough	Bronx	16%
	Brooklyn	30%
	Manhattan	22%
	Queens and Staten Island	32%
Household Income	Less than \$50,000	50%
	\$50,000 or more	50%
Race	White	40%
	African American	25%
	Latino	23%
	Other	12%
Generation	Millennials	17%
	Gen X	25%
	Baby Boomers	36%
	Silent-Greatest	22%
Age	Under 45	40%
	45 or older	60%
Gender	Men	48%
	Women	52%
Households with children under 18	Household with children	50%
	No children in household	50%
Interview Type	Landline	81%
	Cell Phone	19%

NY1-Marist Poll NYC Registered Voters: Interviews conducted January 5th, 2011, N=439 MOE +/- 5%. Totals may not add to 100 due to rounding.

Bloomberg Approval Rating

Asked of NYC Registered Voters:

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

		NYC 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 %
NYC Registered Voters		11%	26%	34%	26%	3%
Party Registration	Democrat	10%	25%	34%	28%	2%
	Republican	13%	35%	22%	25%	5%
	Non-enrolled	16%	24%	36%	21%	4%
NYC Borough	Bronx	6%	33%	39%	18%	5%
	Brooklyn	8%	16%	37%	34%	4%
	Manhattan	21%	34%	28%	16%	<1%
	Queens and Staten Island	10%	26%	32%	29%	3%
Household Income	Less than \$50,000	7%	26%	30%	36%	2%
	\$50,000 or more	14%	27%	39%	18%	2%
Race	White	15%	31%	30%	23%	2%
	African American	3%	20%	42%	29%	6%
	Latino	13%	26%	30%	28%	3%
Generation	Millennials	5%	21%	43%	27%	4%
	Gen X	14%	24%	32%	27%	3%
	Baby Boomers	13%	27%	33%	24%	4%
	Silent-Greatest	12%	27%	30%	29%	2%
Age	Under 45	11%	24%	37%	26%	3%
	45 or older	12%	26%	32%	27%	3%
Gender	Men	10%	26%	35%	25%	3%
	Women	12%	26%	33%	26%	3%
Households with children under 18	Household with children	9%	25%	36%	28%	1%
	No children in household	11%	26%	33%	25%	5%
Interview Type	Landline	11%	24%	35%	26%	4%
	Cell Phone	13%	33%	29%	24%	2%

NY1-Marist Poll NYC Registered Voters: Interviews conducted January 5th, 2011, N=439 MOE +/- 5%. Totals may not add to 100 due to rounding.

Bloomberg Handling of Snow Removal

Asked of NYC Adults:

Question Wording: Do you approve or disapprove of how Mayor Michael Bloomberg handled the snow removal from the recent storm?

		NYC Adults		
		Do you approve or disapprove of how Mayor Michael Bloomberg handled the snow removal from the recent storm?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
NYC Adults		21%	71%	7%
NYC Registered Voters		21%	72%	7%
Party Registration	Democrat	18%	75%	7%
	Republican	31%	69%	<1%
	Non-enrolled	22%	67%	11%
NYC Borough	Bronx	21%	69%	9%
	Brooklyn	18%	78%	4%
	Manhattan	27%	63%	10%
	Queens and Staten Island	20%	71%	8%
Household Income	Less than \$50,000	19%	73%	8%
	\$50,000 or more	21%	72%	7%
Race	White	21%	70%	10%
	African American	17%	76%	7%
	Latino	23%	73%	4%
Generation	Millennials	23%	72%	5%
	Gen X	19%	75%	7%
	Baby Boomers	23%	70%	7%
	Silent-Greatest	18%	72%	9%
Age	Under 45	21%	73%	6%
	45 or older	21%	70%	8%
Gender	Men	23%	70%	7%
	Women	20%	73%	7%
Households with children under 18	Household with children	21%	74%	5%
	No children in household	21%	69%	9%
Interview Type	Landline	21%	73%	6%
	Cell Phone	23%	67%	10%

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

NYC Department of Sanitation Handling of Snow Removal

Asked of NYC Adults:

Question Wording: Do you approve or disapprove of how the New York City Department of Sanitation handled the snow removal from the recent storm?

		NYC Adults		
		Do you approve or disapprove of how the New York City Department of Sanitation handled the snow removal from the recent storm?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
NYC Adults		21%	72%	7%
NYC Registered Voters		21%	73%	6%
Party Registration	Democrat	22%	72%	6%
	Republican	23%	73%	3%
	Non-enrolled	16%	73%	10%
NYC Borough	Bronx	26%	69%	5%
	Brooklyn	17%	77%	6%
	Manhattan	21%	68%	11%
	Queens and Staten Island	22%	72%	6%
Household Income	Less than \$50,000	22%	72%	6%
	\$50,000 or more	18%	75%	7%
Race	White	18%	73%	9%
	African American	18%	75%	7%
	Latino	25%	72%	3%
Generation	Millennials	24%	72%	4%
	Gen X	18%	74%	8%
	Baby Boomers	24%	71%	5%
	Silent-Greatest	16%	75%	9%
Age	Under 45	21%	73%	6%
	45 or older	21%	72%	7%
Gender	Men	24%	69%	7%
	Women	18%	75%	7%
Households with children under 18	Household with children	23%	73%	4%
	No children in household	20%	72%	9%
Interview Type	Landline	20%	74%	6%
	Cell Phone	24%	68%	8%

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

Lessons Learned from Snow Storm - Bloomberg

Asked of NYC Adults:

Question Wording: Do you think Mayor Michael Bloomberg learned a lot, a little, or nothing at all from the recent snow storm?

		NYC Adults			
		Do you think Mayor Michael Bloomberg learned a lot, a little, or nothing at all from the recent snow storm?			
		A lot	A little	Nothing at all	Unsure
		Row %	Row %	Row %	Row %
NYC Adults		37%	26%	28%	9%
NYC Registered Voters		39%	25%	27%	9%
Party Registration	Democrat	37%	29%	28%	7%
	Republican	47%	20%	22%	11%
	Non-enrolled	38%	20%	32%	11%
NYC Borough	Bronx	38%	21%	34%	6%
	Brooklyn	32%	26%	33%	8%
	Manhattan	42%	30%	20%	8%
	Queens and Staten Island	37%	26%	27%	10%
Household Income	Less than \$50,000	42%	21%	31%	7%
	\$50,000 or more	31%	31%	29%	9%
Race	White	37%	28%	25%	10%
	African American	39%	24%	32%	4%
	Latino	36%	23%	34%	7%
Generation	Millennials	29%	30%	35%	7%
	Gen X	37%	23%	31%	8%
	Baby Boomers	43%	27%	22%	7%
	Silent-Greatest	40%	23%	27%	11%
Age	Under 45	32%	27%	33%	8%
	45 or older	43%	25%	24%	8%
Gender	Men	36%	27%	27%	10%
	Women	38%	25%	29%	7%
Households with children under 18	Household with children	35%	23%	35%	7%
	No children in household	33%	30%	27%	10%
Interview Type	Landline	38%	26%	28%	7%
	Cell Phone	34%	25%	28%	13%

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

Bloomberg's Legacy

Asked of NYC Registered Voters:

Question Wording: 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?

		NYC 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 %
NYC Registered Voters		12%	27%	35%	15%	10%
Party Registration	Democrat	11%	25%	37%	17%	10%
	Republican	18%	38%	22%	10%	11%
	Non-enrolled	9%	34%	35%	10%	11%
NYC Borough	Bronx	10%	28%	39%	14%	10%
	Brooklyn	12%	22%	34%	22%	10%
	Manhattan	19%	31%	33%	11%	6%
	Queens and Staten Island	9%	31%	36%	12%	13%
Household Income	Less than \$50,000	10%	24%	33%	20%	12%
	\$50,000 or more	15%	34%	31%	12%	8%
Race	White	14%	37%	31%	9%	9%
	African American	10%	13%	47%	19%	11%
	Latino	14%	26%	36%	17%	7%
Generation	Millennials	6%	24%	38%	20%	11%
	Gen X	17%	28%	32%	17%	7%
	Baby Boomers	12%	30%	37%	14%	8%
	Silent-Greatest	14%	27%	30%	14%	15%
Age	Under 45	13%	26%	36%	17%	7%
	45 or older	12%	28%	33%	15%	11%
Gender	Men	13%	28%	35%	15%	9%
	Women	12%	27%	35%	16%	11%
Households with children under 18	Household with children	12%	33%	27%	18%	10%
	No children in household	11%	21%	42%	15%	10%
Interview Type	Landline	12%	26%	36%	15%	11%
	Cell Phone	14%	32%	33%	18%	3%

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Expectations for Cathie Black as Schools Chancellor

Asked of NYC Adults:

Question Wording: From what you have read or heard, do you expect Cathie Black to do an excellent, good, fair, or poor job as New York City Schools Chancellor?

		NYC Adults				
		From what you have read or heard, do you expect Cathie Black to do an excellent, good, fair, or poor job as New York City Schools Chancellor?				
		Excellent	Good	Fair	Poor	Unsure
		Row %	Row %	Row %	Row %	Row %
NYC Adults		4%	26%	25%	16%	28%
NYC Registered Voters		4%	29%	25%	16%	26%
Party Registration	Democrat	3%	26%	31%	15%	25%
	Republican	10%	31%	20%	15%	24%
	Non-enrolled	5%	35%	22%	14%	24%
NYC Borough	Bronx	6%	33%	17%	25%	19%
	Brooklyn	3%	22%	26%	18%	30%
	Manhattan	6%	29%	26%	10%	29%
	Queens and Staten Island	3%	26%	28%	15%	29%
Household Income	Less than \$50,000	4%	31%	24%	15%	28%
	\$50,000 or more	3%	20%	34%	17%	25%
Race	White	5%	23%	27%	17%	28%
	African American	4%	27%	30%	16%	24%
	Latino	4%	25%	29%	18%	23%
Generation	Millennials	2%	23%	31%	19%	24%
	Gen X	4%	26%	28%	13%	29%
	Baby Boomers	4%	28%	24%	18%	27%
	Silent-Greatest	7%	25%	20%	15%	33%
Age	Under 45	3%	25%	29%	16%	27%
	45 or older	5%	26%	23%	17%	29%
Gender	Men	4%	24%	25%	16%	32%
	Women	5%	29%	26%	16%	24%
Households with children under 18	Household with children	3%	26%	32%	17%	22%
	No children in household	4%	26%	23%	17%	31%
Interview Type	Landline	4%	27%	24%	17%	27%
	Cell Phone	5%	23%	28%	14%	29%

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

Direction of New York City

Asked of NYC Registered Voters:

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?

		NYC 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 %
NYC Registered Voters		38%	53%	9%
Party Registration	Democrat	36%	56%	9%
	Republican	32%	58%	10%
	Non-enrolled	45%	47%	8%
NYC Borough	Bronx	40%	49%	11%
	Brooklyn	29%	62%	9%
	Manhattan	47%	46%	8%
	Queens and Staten Island	39%	53%	8%
Household Income	Less than \$50,000	33%	62%	6%
	\$50,000 or more	45%	49%	6%
Race	White	44%	47%	9%
	African American	27%	62%	11%
	Latino	38%	54%	8%
Generation	Millennials	40%	56%	4%
	Gen X	38%	50%	12%
	Baby Boomers	38%	56%	6%
	Silent-Greatest	33%	52%	15%
Age	Under 45	40%	51%	9%
	45 or older	36%	55%	9%
Gender	Men	43%	48%	9%
	Women	34%	57%	9%
Households with children under 18	Household with children	40%	55%	5%
	No children in household	35%	54%	11%
Interview Type	Landline	37%	55%	9%
	Cell Phone	44%	46%	10%

Marist Poll NYC Registered Voters: Interviews conducted January 5th, 2011, N=439 MOE +/- 5%. Totals may not add to 100 due to rounding.