



NY1-Marist Poll

Bloomberg's Approval Rating Stagnates

*** Complete Tables for Poll Appended ***

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This NY1-Marist Poll Reports:

New York City Mayor Michael Bloomberg continues to struggle in the court of public opinion. Bloomberg's job approval rating stands at 39% among registered voters citywide. And, while the mayor has improved on the issues of education and the budget, he still has a long way to go to win over the city's electorate. A majority of voters -- 54% -- *still* disapprove of how Bloomberg is handling the city's public schools. And, they are lukewarm about his handling of the city's budget. Not surprisingly, 51% of voters also think New York City is headed in the wrong direction.

Looking at the mayor's job approval rating, almost four in ten registered voters in New York City -- 39% -- give Bloomberg positive marks. This includes 8% who think Bloomberg is doing an excellent job in office and 31% who report he is doing a good one. Slightly more than one-third of voters -- 35% -- say he is doing a fair job while 23% believe he is performing poorly. Only 4% are unsure how to rate the mayor.

When NY1-Marist last reported Bloomberg's job approval rating in March, 40% praised the mayor. 38% marked him as "fair," and 21% gave Bloomberg failing grades. At that time, just 1% was unsure how to rate him.

"Roughly one and a half years into his third term as mayor, it is not surprising that New Yorkers' views of Bloomberg's job performance are pretty much set," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion.

There has been little change on this question among Democrats. 37% of Democrats in New York City now think Bloomberg is doing either an excellent or good job in office. In late March, 41% held this view. Among Republicans, 39% currently give the mayor high marks. 44% shared this opinion in March. The news is somewhat better among non-enrolled voters. More non-enrolled voters now believe the mayor is doing well in office. 40% of

these voters give the mayor a “thumbs-up” while 32% did so in NY1-Marist’s previous survey.

Throughout the five boroughs, Bloomberg’s job approval rating has remained mostly consistent since the previous poll. A majority of voters in Manhattan -- 55% -- praise Bloomberg’s time in office. In March, 59% thought this to be the case. In Queens and Staten Island, 37% approve of how the mayor is doing his job. This compares with 35% who held this view in NY1-Marist’s previous survey. 32% of those in Brooklyn applaud Bloomberg’s job performance while 35% did so a few months back. And, in the Bronx, 31% currently give Bloomberg above average marks. In March, 36% did the same.

Better But Not Good Grades for Bloomberg’s Handling of Schools

A majority of registered voters in New York City -- 54% -- disapprove of how Mayor Bloomberg is handling the city’s public schools. 36%, however, approve, and 10% are unsure. Bloomberg has improved somewhat on this issue. In NY1-Marist’s previous survey, prior to former New York City Schools Chancellor Cathie Black’s dismissal, 65% disapproved of the mayor’s approach while 27% approved. Eight percent, at the time, were unsure.

The perception of Bloomberg’s handling of education in New York City has improved regardless of political party. 41% of Republicans, 38% of non-enrolled voters, and 35% of Democrats now give the mayor a gold star when it comes to his handling of the public schools while 36%, 30%, and 24%, respectively, held these views in March.

The Great Budgetary Divide

When it comes to Bloomberg’s handling of the city’s budget, voters divide. 46% of registered voters disapprove of how the mayor is addressing the issue while 43% approve. 11% are unsure.

Mayor Bloomberg has made some inroads with voters on this issue. A majority -- 56% -- disapproved of the mayor’s approach in NY1-Marist’s March survey. 38%, at that time, approved, and 6% were unsure.

Democrats and non-enrolled voters are the key. 48% of Democrats and 39% of those not enrolled in any party now disapprove of how Bloomberg is handling the city’s budget. In March, 58% and 53%, respectively, shared this view. Among Republicans, a majority -- 53% -- are dissatisfied with Mayor Bloomberg on this issue. This compares with 47% who felt this way in March.

Direction of New York City Still Off the Track, Says Majority

A slim majority of New York City registered voters -- 51% -- thinks the city is moving in the wrong direction. Four in ten -- 40% -- believe the Big Apple is traveling along the correct path, and 9% are unsure.

Little has changed on this question since NY1-Marist's March survey. At that time, 53% reported New York City needed a new compass while 42% said the city's trajectory was on target. Five percent, then, were unsure.

Bloomberg's Legacy Remains Intact

Despite Bloomberg's mixed reviews, nearly four in ten voters -- 38% -- believe the mayor will be remembered positively. Included here are 10% who think he will be remembered as one of the city's best mayors and 28% who report he will be thought of as an above average mayor. 39% say his legacy will be about average. 12% believe his name will be synonymous with a below average job, and 11% think Bloomberg will be remembered as one of the worst mayors in New York City's history.

Perceptions of Bloomberg's legacy remain unchanged since March. In the previous poll, 39% reported Bloomberg will leave behind a positive legacy. 37% thought the mayor's contributions would be perceived as about average. 15% reported he would be recalled as a below average leader, and one in ten -- 10% -- predicted Bloomberg would be perceived as one of the city's worst mayors.

How the Survey was Conducted

Nature of the Sample: New York City Poll of 808 Adults

This survey of 808 New York City adults was conducted on July 20th, 2011 through July 27th, 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 ± 3.5 percentage points. There are 632 registered voters. The results for this subset are statistically significant within ± 4.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - NYC Adults		
		NYC Adults
		Col %
NYC Adults		100%
Registered Voters		78%
NYC Borough	Bronx	15%
	Brooklyn	30%
	Manhattan	21%
	Queens and Staten Island	34%
Income	Less than \$50,000	53%
	\$50,000 or more	47%
Race	White	35%
	African American	24%
	Latino	28%
	Other	13%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	24%
	Gen X (31-46)	30%
	Baby Boomers (47-65)	31%
	Silent-Greatest (Over 65)	16%
Age	Under 45	50%
	45 or older	50%
Gender	Men	48%
	Women	52%
Interview Type	Landline	75%
	Cell Phone	25%

NY1-Marist Poll NYC Adults: Interviews conducted July 20th through 27th, 2011, N=808 MOE +/- 3.5%. Totals may not add to 100 due to rounding.

Nature of the Sample: Registered Voters

Nature of the Sample - NYC Registered Voters		
		NYC Registered Voters
		Col %
NYC Registered Voters		100%
Party Registration	Democrat	68%
	Republican	10%
	Non-enrolled	20%
	Other	1%
Political Ideology	Liberal	36%
	Moderate	35%
	Conservative	29%
NYC Borough	Bronx	14%
	Brooklyn	31%
	Manhattan	22%
	Queens and Staten Island	33%
Income	Less than \$50,000	51%
	\$50,000 or more	49%
Race	White	37%
	African American	24%
	Latino	27%
	Other	11%
Race	White	37%
	Non White	63%
Generation	Millennials (18-30)	19%
	Gen X (31-46)	29%
	Baby Boomers (47-65)	33%
	Silent-Greatest (Over 65)	18%
Age	Under 45	45%
	45 or older	55%
Gender	Men	46%
	Women	54%
Interview Type	Landline	79%
	Cell Phone	21%

NY1-Marist Poll NYC Registered Voters: Interviews conducted July 20th through 27th, 2011, N=632 MOE +/- 4%. Totals may not add to 100 due to rounding.

Mayor Michael 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		8%	31%	35%	23%	4%
Party Registration	Democrat	8%	29%	37%	23%	2%
	Republican	9%	30%	26%	29%	5%
	Non-enrolled	6%	34%	34%	21%	5%
NYC Borough	Bronx	10%	21%	31%	33%	5%
	Brooklyn	7%	25%	40%	23%	5%
	Manhattan	10%	45%	34%	9%	1%
	Queens and Staten Island	6%	31%	32%	28%	3%
Income	Less than \$50,000	5%	31%	33%	27%	4%
	\$50,000 or more	10%	32%	34%	21%	3%
Race	White	14%	37%	27%	20%	2%
	African American	2%	26%	46%	18%	9%
	Latino	5%	30%	33%	29%	3%
Religion	Protestant	4%	26%	40%	23%	7%
	Catholic	6%	32%	33%	26%	3%
	Jewish	24%	36%	19%	19%	1%
Education	Not college graduate	6%	30%	36%	22%	6%
	College graduate	10%	33%	33%	23%	1%
Age	Under 45	5%	33%	37%	21%	4%
	45 or older	9%	30%	34%	25%	3%
Generation	Millennials (18-30)	3%	29%	39%	25%	5%
	Gen X (31-46)	7%	35%	35%	20%	3%
	Baby Boomers (47-65)	6%	27%	33%	31%	3%
	Silent-Greatest (Over 65)	14%	35%	34%	15%	2%
Gender	Men	8%	31%	36%	23%	3%
	Women	8%	31%	34%	23%	4%
Households with children under 18	Household with children	9%	29%	35%	23%	5%
	No children in household	7%	33%	35%	23%	3%
Interview Type	Landline	8%	29%	35%	24%	3%
	Cell Phone	7%	37%	33%	18%	5%

NY1-Marist Poll NYC Registered Voters: Interviews conducted July 20th through 27th, 2011, N=632 MOE +/- 4%. Totals may not add to 100 due to rounding.

Mayor Michael Bloomberg Approval Rating Over Time

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?

New York City Registered Voters						
Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?						
	Excellent/Good	Excellent	Good	Fair	Poor	Unsure
August 2011	39%	8%	31%	35%	23%	4%
March 2011	40%	9%	31%	38%	21%	1%
February 2011	44%	10%	34%	29%	26%	1%
January 6, 2011	37%	11%	26%	34%	26%	3%
October 20, 2010	50%	14%	36%	30%	15%	5%
September 10, 2010	49%	11%	38%	31%	18%	2%
August 10, 2010	49%	13%	36%	33%	16%	2%
April 13, 2010	56%	13%	43%	29%	13%	2%
October 30, 2009	54%	14%	40%	33%	12%	1%
October 22, 2009	58%	17%	41%	30%	11%	1%
September 21, 2009	59%	17%	42%	29%	11%	1%
July 8, 2009	58%	15%	43%	27%	13%	2%
May 13, 2009	59%	13%	46%	25%	14%	2%
February 20, 2009	52%	14%	38%	32%	15%	1%
November 2008	59%	21%	38%	28%	11%	2%
October 2008	68%	29%	39%	21%	11%	<1%
February 2008	66%	22%	44%	25%	6%	3%
July 2007	66%	21%	45%	22%	8%	4%
March 2006	65%	20%	45%	24%	10%	1%
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%
March 2002	50%	8%	42%	29%	6%	15%

Marist Poll New York City Registered Voters

Bloomberg on Public Schools

Asked of NYC Registered Voters:

Question Wording: Do you approve or disapprove of how Mayor Michael Bloomberg is handling the public schools?

		NYC Registered Voters		
		Do you approve or disapprove of how Mayor Michael Bloomberg is handling the public schools?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
NYC Registered Voters		36%	54%	10%
Party Registration	Democrat	35%	55%	10%
	Republican	41%	47%	12%
	Non-enrolled	38%	55%	8%
NYC Borough	Bronx	30%	62%	8%
	Brooklyn	36%	55%	10%
	Manhattan	39%	50%	11%
	Queens and Staten Island	38%	52%	10%
Income	Less than \$50,000	31%	61%	8%
	\$50,000 or more	39%	52%	9%
Race	White	39%	49%	12%
	African American	28%	63%	9%
	Latino	39%	56%	5%
Religion	Protestant	32%	59%	8%
	Catholic	39%	53%	8%
	Jewish	49%	31%	20%
Education	Not college graduate	37%	54%	10%
	College graduate	37%	53%	10%
Age	Under 45	38%	54%	8%
	45 or older	35%	55%	10%
Generation	Millennials (18-30)	43%	50%	7%
	Gen X (31-46)	34%	58%	8%
	Baby Boomers (47-65)	33%	58%	9%
	Silent-Greatest (Over 65)	40%	46%	14%
Gender	Men	43%	50%	6%
	Women	30%	57%	13%
Households with children under 18	Household with children	35%	56%	9%
	No children in household	38%	51%	11%
Interview Type	Landline	36%	54%	10%
	Cell Phone	37%	54%	8%

NY1-Marist Poll NYC Registered Voters: Interviews conducted July 20th through 27th, 2011, N=632 MOE +/- 4%. Totals may not add to 100 due to rounding.

Bloomberg on Public Schools Over Time

Asked of NYC Registered Voters:

Question Wording: Do you approve or disapprove of how Mayor Michael Bloomberg is handling the public schools?

	New York City Registered Voters		
	Do you approve or disapprove of how Mayor Michael Bloomberg is handling the public schools?		
	Approve	Disapprove	Unsure
	Row %	Row %	Row %
August 2011	36%	54%	10%
March 2011	27%	65%	8%
July 2009	53%	38%	9%

Marist Poll New York City Registered Voters

Bloomberg on the City's Budget

Asked of NYC Registered Voters:

Question Wording: Do you approve or disapprove of how Mayor Michael Bloomberg is handling the city's budget?

		NYC Registered Voters		
		Do you approve or disapprove of how Mayor Michael Bloomberg is handling the city's budget?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
NYC Registered Voters		43%	46%	11%
Party Registration	Democrat	43%	48%	9%
	Republican	34%	53%	14%
	Non-enrolled	46%	39%	15%
NYC Borough	Bronx	43%	54%	4%
	Brooklyn	37%	50%	13%
	Manhattan	56%	32%	12%
	Queens and Staten Island	40%	49%	11%
Income	Less than \$50,000	35%	52%	13%
	\$50,000 or more	52%	41%	7%
Race	White	53%	38%	9%
	African American	31%	56%	13%
	Latino	42%	49%	9%
Religion	Protestant	38%	52%	10%
	Catholic	42%	49%	8%
	Jewish	66%	25%	9%
Education	Not college graduate	38%	50%	12%
	College graduate	49%	41%	10%
Age	Under 45	38%	50%	12%
	45 or older	46%	43%	11%
Generation	Millennials (18-30)	34%	53%	13%
	Gen X (31-46)	44%	47%	9%
	Baby Boomers (47-65)	40%	49%	10%
	Silent-Greatest (Over 65)	54%	32%	13%
Gender	Men	44%	42%	13%
	Women	42%	49%	9%
Households with children under 18	Household with children	45%	47%	9%
	No children in household	42%	45%	13%
Interview Type	Landline	44%	47%	9%
	Cell Phone	37%	43%	19%

NY1-Marist Poll NYC Registered Voters: Interviews conducted July 20th through 27th, 2011, N=632 MOE +/- 4%. Totals may not add to 100 due to rounding.

Bloomberg on the City's Budget Over Time

Asked of NYC Registered Voters:

Question Wording: **Do you approve or disapprove of how Mayor Michael Bloomberg is handling the city's budget?**

	New York City Registered Voters		
	Do you approve or disapprove of how Mayor Michael Bloomberg is handling the city's budget?		
	Approve	Disapprove	Unsure
	Row %	Row %	Row %
August 2011	43%	46%	11%
March 2011	38%	56%	6%
July 2009	49%	41%	10%

Marist Poll New York City Registered Voters

New York City Direction

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		40%	51%	9%
Party Registration	Democrat	41%	52%	7%
	Republican	35%	58%	7%
	Non-enrolled	44%	45%	11%
NYC Borough	Bronx	39%	58%	3%
	Brooklyn	33%	54%	13%
	Manhattan	49%	43%	8%
	Queens and Staten Island	41%	52%	7%
Income	Less than \$50,000	32%	57%	11%
	\$50,000 or more	47%	47%	6%
Race	White	50%	43%	6%
	African American	29%	58%	12%
	Latino	34%	60%	6%
Religion	Protestant	35%	55%	10%
	Catholic	35%	62%	3%
	Jewish	56%	35%	9%
Education	Not college graduate	34%	59%	8%
	College graduate	48%	42%	10%
Age	Under 45	39%	53%	9%
	45 or older	41%	51%	8%
Generation	Millennials (18-30)	42%	50%	9%
	Gen X (31-46)	38%	55%	7%
	Baby Boomers (47-65)	40%	53%	7%
	Silent-Greatest (Over 65)	42%	46%	12%
Gender	Men	45%	47%	7%
	Women	35%	55%	10%
Households with children under 18	Household with children	38%	54%	8%
	No children in household	41%	50%	9%
Interview Type	Landline	42%	51%	7%
	Cell Phone	34%	53%	13%

NY1-Marist Poll NYC Registered Voters: Interviews conducted July 20th through 27th, 2011, N=632 MOE +/- 4%. Totals may not add to 100 due to rounding.

New York City Direction Over Time

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?

New York City 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
August 2011	40%	51%	9%
March 2011	42%	53%	5%
February 2011	52%	44%	4%
January 6, 2011	38%	53%	9%
October 20, 2010	40%	47%	13%
September 10, 2010	46%	44%	10%
August 10, 2010	44%	47%	9%
April 27, 2010	41%	48%	11%
April 13, 2010	47%	45%	8%
October 30, 2009	56%	34%	10%
October 22, 2009	58%	33%	9%
September 21, 2009	54%	38%	8%
July 8, 2009	52%	38%	10%
May 13, 2009	53%	40%	7%
February 20, 2009	37%	49%	14%
November 2008	45%	47%	8%
March 2006	64%	30%	6%
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%
December 2004	54%	41%	5%
September 2004	51%	43%	6%

Marist Poll New York City Registered Voters

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		10%	28%	39%	12%	11%
Party Registration	Democrat	11%	31%	36%	12%	11%
	Republican	12%	19%	38%	17%	13%
	Non-enrolled	4%	25%	47%	12%	12%
NYC Borough	Bronx	9%	25%	39%	13%	14%
	Brooklyn	7%	27%	41%	14%	10%
	Manhattan	17%	40%	33%	7%	2%
	Queens and Staten Island	7%	22%	42%	14%	15%
Income	Less than \$50,000	9%	18%	44%	14%	14%
	\$50,000 or more	8%	37%	34%	11%	10%
Race	White	12%	35%	34%	13%	6%
	African American	7%	21%	46%	12%	14%
	Latino	9%	23%	45%	11%	11%
Religion	Protestant	10%	22%	43%	16%	10%
	Catholic	8%	26%	39%	13%	14%
	Jewish	17%	42%	30%	7%	4%
Education	Not college graduate	7%	22%	43%	15%	13%
	College graduate	12%	35%	34%	10%	9%
Age	Under 45	9%	27%	39%	11%	14%
	45 or older	9%	29%	40%	12%	9%
Generation	Millennials (18-30)	3%	27%	44%	11%	14%
	Gen X (31-46)	13%	28%	36%	11%	12%
	Baby Boomers (47-65)	6%	30%	40%	12%	12%
	Silent-Greatest (Over 65)	15%	27%	40%	14%	4%
Gender	Men	13%	28%	41%	9%	9%
	Women	6%	28%	38%	15%	12%
Households with children under 18	Household with children	9%	31%	38%	11%	12%
	No children in household	11%	26%	40%	13%	10%
Interview Type	Landline	9%	30%	38%	13%	11%
	Cell Phone	10%	21%	47%	12%	11%

NY1-Marist Poll NYC Registered Voters: Interviews conducted July 20th through 27th, 2011, N=632 MOE +/- 4%. Totals may not add to 100 due to rounding.

Bloomberg's Legacy Over Time

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?

New York City 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 %
August 2011	10%	28%	39%	12%	11%
March 2011	10%	29%	37%	15%	10%
January 6, 2011	12%	27%	35%	15%	10%
August 10, 2010	12%	34%	38%	11%	5%

Marist Poll New York City Registered Voters