



NY1-Marist Poll

2013 NYC Mayoral Field Competitive...

Quinn, Markowitz Lead the Pack

*** Complete Tables for Poll Appended ***

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This NY1-Marist Poll Reports:

According to this NY1-Marist Poll, if the 2013 Democratic primary for mayor in New York City were held today, City Council Speaker Christine Quinn would receive 20% of the vote while 16% would cast their ballot for Brooklyn Borough President Marty Markowitz. Former New York City Comptroller Bill Thompson is within striking distance with the support of 12% of Democrats. In this hypothetical contest, 10% are behind current Comptroller John Liu, 7% back Public Advocate Bill de Blasio, and Manhattan Borough President Scott Stringer takes 6% of the vote. Publisher Tom Allon garners just 2%, and one in four Democrats -- 25% -- are undecided.

"With twenty-five percent of Democrats undecided and the field lacking a dominant top tier of candidates, this is a campaign story still to be told," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "Those looking to succeed Mayor Bloomberg might welcome his support. But, if the numbers hold, don't expect anyone to make his endorsement the centerpiece of their campaign."

In NY1-Marist's July survey, 16% of Democratic voters supported Quinn, 15% backed Thompson, and 14% were for Markowitz. Nine percent, at the time, were behind Liu, 7% said they would vote for de Blasio, and 6% thought they would cast their ballot for Stringer. Only 1% backed Allon, and 32% were undecided.

If Brooklyn Borough President Marty Markowitz decides not to run for the office, Quinn and Thompson are neck and neck. Without Markowitz, 22% of Democrats are for Quinn followed closely by Thompson with 18%. John Liu receives 12%, Bill de Blasio nets 10%, and Scott Stringer garners 7% of the vote. Two percent back Tom Allon, and 28% are undecided.

What kind of influence could an endorsement by Mayor Michael Bloomberg have on a mayoral candidate? Nearly half of registered voters in New York City consider it the kiss of death. 48% report an endorsement by Bloomberg would make them less likely to vote for a candidate, 30% think it would make them more likely to vote for one, and 15% say it makes no difference to their vote. Only 8% are unsure.

Nearly half of Democratic voters citywide -- 47% -- report an endorsement by Bloomberg would make them less likely to vote for a candidate. 29% say it would make them more likely to support a candidate, and 17% think it would not make a difference. Six percent are unsure.

How the Survey was Conducted

Nature of the Sample: New York City Poll of 827 Adults

This survey of 827 New York City adults was conducted on September 20th through September 22nd, 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 623 registered voters and 403 registered Democrats. The results for each of these subsets are statistically significant within ± 4.5 and ± 5.0 percentage points, respectively. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - NYC Adults		
		NYC Adults
		Col %
NYC Adults		100%
NYC Registered Voters		75%
NYC Borough	Bronx	15%
	Brooklyn	30%
	Manhattan	21%
	Queens and Staten Island	34%
Income	Less than \$50,000	52%
	\$50,000 or more	48%
Race	White	35%
	African American	24%
	Latino	28%
	Other	13%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	26%
	Gen X (31-46)	26%
	Baby Boomers (47-65)	31%
	Silent-Greatest (Over 65)	17%
Age	Under 45	48%
	45 or older	52%
Gender	Men	48%
	Women	52%
Interview Type	Landline	79%
	Cell Phone	21%

NY1-Marist Poll NYC Adults: Interviews conducted September 20th through September 22nd, 2011, N=827 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	67%
	Republican	11%
	Non-enrolled	20%
	Other	1%
Political Ideology	Liberal	37%
	Moderate	36%
	Conservative	27%
NYC Borough	Bronx	14%
	Brooklyn	30%
	Manhattan	22%
	Queens and Staten Island	34%
Income	Less than \$50,000	48%
	\$50,000 or more	52%
Race	White	39%
	African American	23%
	Latino	26%
	Other	12%
Race	White	39%
	Non White	61%
Generation	Millennials (18-30)	20%
	Gen X (31-46)	25%
	Baby Boomers (47-65)	36%
	Silent-Greatest (Over 65)	19%
Age	Under 45	41%
	45 or older	59%
Gender	Men	47%
	Women	53%
Interview Type	Landline	82%
	Cell Phone	18%

Marist Poll NYC Registered Voters: Interviews conducted September 20th through September 22nd, 2011, N=623 MOE +/- 4%. Totals may not add to 100 due to rounding.

Nature of the Sample: Democrats

Nature of the Sample - NYC Registered Democrats		
		Democrats
		Col %
Democrats		100%
Political Ideology	Liberal	45%
	Moderate	38%
	Conservative	17%
NYC Borough	Bronx	13%
	Brooklyn	32%
	Manhattan	25%
	Queens and Staten Island	30%
Income	Less than \$50,000	45%
	\$50,000 or more	55%
Race	White	35%
	African American	30%
	Latino	28%
	Other	7%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	18%
	Gen X (31-46)	25%
	Baby Boomers (47-65)	37%
	Silent-Greatest (Over 65)	20%
Age	Under 45	38%
	45 or older	62%
Gender	Men	44%
	Women	56%
Interview Type	Landline	83%
	Cell Phone	17%

Marist Poll NYC Registered Democrats: Interviews conducted September 20th through September 22nd, 2011, N=403 MOE +/- 5%. Totals may not add to 100 due to rounding.

2013 Democratic Primary for Mayor

Asked of NYC Registered Democrats:

Question Wording: If the 2013 Democratic primary for mayor in New York City were held today, whom would you support if the candidates are:

		Democrats							
		If the 2013 Democratic primary for mayor in New York City were held today, whom would you support if the candidates are:							
		Public Advocate Bill de Blasio	Comptroller John Liu	City Council Speaker Christine Quinn	Former City Comptroller Bill Thompson	Manhattan Borough President Scott Stringer	Publisher of Manhattan Media Tom Allon	Brooklyn Borough President Marty Markowitz	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Democrats		7%	10%	20%	12%	6%	2%	16%	25%
NYC Borough	Bronx	4%	6%	22%	15%	8%	1%	4%	39%
	Brooklyn	10%	5%	14%	11%	1%	<1%	32%	26%
	Manhattan	6%	14%	24%	11%	17%	2%	6%	20%
	Queens and Staten Island	7%	14%	24%	13%	2%	3%	13%	23%
Income	Less than \$50,000	10%	8%	20%	15%	5%	2%	15%	25%
	\$50,000 or more	7%	14%	21%	11%	9%	2%	18%	19%
Race	White	10%	7%	31%	4%	8%	<1%	14%	26%
	African American	5%	9%	12%	24%	4%	3%	18%	25%
	Latino	4%	16%	22%	9%	7%	2%	20%	21%
Religion	Protestant	6%	13%	17%	23%	6%	3%	10%	22%
	Catholic	8%	14%	23%	9%	6%	2%	16%	21%
	Jewish	5%	4%	26%	7%	12%	<1%	20%	28%
Education	Not college graduate	7%	9%	18%	12%	4%	3%	17%	30%
	College graduate	8%	13%	23%	12%	9%	<1%	14%	20%
Age	Under 45	10%	9%	25%	11%	5%	2%	14%	23%
	45 or older	5%	12%	18%	13%	7%	1%	18%	26%
Gender	Men	6%	12%	20%	15%	5%	3%	19%	21%
	Women	9%	10%	21%	10%	7%	<1%	15%	29%
Households with children under 18	Household with children	8%	8%	19%	11%	9%	1%	16%	29%
	No children in household	7%	12%	21%	13%	5%	2%	16%	23%
Interview Type	Landline	7%	10%	22%	11%	7%	1%	17%	24%
	Cell Phone	7%	11%	14%	18%	3%	3%	13%	31%

NY1-Marist Poll NYC Registered Democrats: Interviews conducted September 20th through September 22nd, 2011, N=403 MOE +/- 5%. Totals may not add to 100 due to rounding

2013 Democratic Primary for Mayor (without Marty Markowitz)

Asked of NYC Registered Democrats:

Question Wording: If the 2013 Democratic primary for mayor in New York City were held today, whom would you support if the candidates are:

		Democrats						
		If the 2013 Democratic primary for mayor in New York City were held today, whom would you support if the candidates are: [without Brooklyn Borough President Marty Markowitz]						
		Public Advocate Bill de Blasio	Comptroller John Liu	City Council Speaker Christine Quinn	Former City Comptroller Bill Thompson	Manhattan Borough President Scott Stringer	Publisher of Manhattan Media Tom Allon	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Democrats		10%	12%	22%	18%	7%	2%	28%
NYC Borough	Bronx	5%	6%	24%	16%	8%	1%	40%
	Brooklyn	15%	10%	16%	25%	1%	<1%	33%
	Manhattan	6%	14%	25%	14%	18%	2%	21%
	Queens and Staten Island	11%	16%	27%	14%	3%	4%	25%
Income	Less than \$50,000	12%	10%	22%	20%	5%	2%	29%
	\$50,000 or more	11%	15%	24%	18%	9%	2%	21%
Race	White	13%	10%	32%	7%	9%	1%	28%
	African American	6%	10%	15%	32%	4%	3%	30%
	Latino	8%	18%	25%	17%	7%	2%	23%
Religion	Protestant	6%	15%	19%	27%	6%	3%	24%
	Catholic	12%	17%	27%	14%	6%	2%	22%
	Jewish	9%	5%	28%	13%	13%	1%	32%
Education	Not college graduate	10%	11%	21%	18%	4%	3%	34%
	College graduate	11%	15%	25%	16%	10%	<1%	23%
Age	Under 45	11%	11%	27%	16%	5%	2%	27%
	45 or older	9%	14%	20%	19%	8%	1%	29%
Gender	Men	8%	16%	21%	23%	6%	4%	23%
	Women	12%	10%	24%	14%	7%	<1%	33%
Households with children under 18	Household with children	12%	11%	20%	13%	9%	1%	34%
	No children in household	9%	14%	24%	20%	5%	2%	25%
Interview Type	Landline	11%	12%	24%	16%	7%	2%	28%
	Cell Phone	9%	13%	14%	24%	3%	3%	34%

NY1-Marist Poll NYC Registered Democrats: Interviews conducted September 20th through September 22nd, 2011, N=403 MOE +/- 5%. Totals may not add to 100 due to rounding

Impact of Bloomberg Endorsement

Asked of NYC Registered Voters:

Question Wording: If Mayor Bloomberg were to endorse a candidate for New York City mayor in 2013, would you be more likely or less likely to vote for that candidate?

		NYC Registered Voters			
		If Mayor Bloomberg were to endorse a candidate for New York City mayor in 2013, would you be more likely or less likely to vote for that candidate?			
		More likely	Less likely	Would make no difference	Unsure
		Row %	Row %	Row %	Row %
NYC Registered Voters		30%	48%	15%	8%
Party Registration	Democrat	29%	47%	17%	6%
	Republican	33%	44%	9%	14%
	Non-enrolled	28%	52%	10%	10%
NYC Borough	Bronx	26%	50%	16%	8%
	Brooklyn	24%	51%	15%	11%
	Manhattan	39%	42%	15%	5%
	Queens and Staten Island	30%	48%	14%	8%
Income	Less than \$50,000	28%	54%	8%	10%
	\$50,000 or more	30%	45%	19%	6%
Race	White	30%	41%	22%	8%
	African American	29%	56%	7%	9%
	Latino	29%	55%	11%	5%
Religion	Protestant	28%	49%	12%	12%
	Catholic	27%	55%	11%	7%
	Jewish	28%	39%	27%	6%
Education	Not college graduate	29%	52%	8%	11%
	College graduate	31%	42%	21%	5%
Age	Under 45	33%	50%	12%	5%
	45 or older	27%	46%	16%	10%
Generation	Millennials (18-30)	37%	47%	10%	6%
	Gen X (31-46)	30%	51%	15%	3%
	Baby Boomers (47-65)	25%	50%	15%	10%
	Silent-Greatest (Over 65)	30%	39%	18%	13%
Gender	Men	32%	48%	13%	6%
	Women	27%	47%	16%	10%
Households with children under 18	Household with children	28%	48%	16%	8%
	No children in household	30%	48%	14%	8%
Interview Type	Landline	28%	48%	15%	8%
	Cell Phone	36%	48%	8%	7%

NY1-Marist Poll NYC Registered Voters: Interviews conducted September 20th through September 22nd, 2011, N=623 MOE +/- 4%. Totals may not add to 100 due to rounding.