How the Survey was Conducted

Nature of the Sample: WSJ/NBC 4 NY/Marist Poll of 785 New York City Adults

This survey of 785 New York City adults was conducted February 27th through March 4th, 2014 by The Marist Poll sponsored in partnership with *The Wall Street Journal* and NBC 4 New York. Adults 18 years of age and older residing in New York City were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the city from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each borough was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and borough. Respondents in the household were selected by asking for the youngest male. Interviews were conducted in English or Spanish. Results for adults are statistically significant within ±3.5 percentage points. There are 586 registered voters. Results for this subset are statistically significant within ±4.0 percentage points. The error margin increases for crosstabulations.

Nature of the Sample - New York City

		NYC Adults	NYC Registered Voters
		Col %	Col %
NYC Adults		100%	
NYC Registered Voters		75%	100%
Party Registration	Democrat	n/a	67%
	Republican	n/a	11%
	Independent	n/a	21%
	Other	n/a	1%
Political Ideology	Liberal	n/a	31%
	Moderate	n/a	48%
	Conservative	n/a	21%
NYC Borough	Bronx	16%	16%
	Brooklyn	30%	30%
	Manhattan	21%	20%
	Queens	28%	28%
	Staten Island	5%	5%
Income	Less than \$50,000	51%	46%
	\$50,000 or more	49%	54%
Race	White	36%	39%
	African American	22%	22%
	Latino	27%	25%
	Asian	13%	12%
	Other	2%	2%
Age	18 to 29	24%	17%
	30 to 44	29%	28%
	45 to 59	23%	27%
	60 or older	24%	28%
Age	Under 45	53%	45%
	45 or older	47%	55%
Education	Not college graduate	53%	49%
	College graduate	47%	51%
Gender	Men	47%	46%
	Women	53%	54%
Interview Type	Landline	61%	67%
	Cell Phone	39%	33%

WSJ/NBC 4 NY/Marist Poll NYC Adults: Interviews conducted February 27th through March 4th, 2014, n=785 MOE +/- 3.5 percentage points. NYC Registered Voters: n=586 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

NYC Registered Voters

Would you rate the job Mayor Bill de Blasio is doing in office as excellent, good, fair, or poor?

		Excellent	Good	Fair	Poor	Unsure-Never Heard
	•	Row %	Row %	Row %	Row %	Row %
NYC Registered Voter	r'S	10%	29%	37%	20%	5%
Party Registration	Democrat	11%	35%	36%	13%	4%
	Republican	7%	16%	35%	42%	1%
	Non-enrolled	6%	19%	44%	27%	5%
Political Ideology	Liberal	14%	35%	32%	17%	2%
	Moderate	9%	26%	41%	19%	5%
	Conservative	6%	32%	31%	27%	5%
NYC Borough	Bronx	15%	29%	33%	19%	3%
	Brooklyn	8%	35%	37%	14%	6%
	Manhattan	9%	21%	36%	26%	8%
	Queens and Staten Island	9%	27%	40%	22%	2%
Income	Less than \$50,000	8%	35%	38%	15%	4%
	\$50,000 or more	10%	26%	35%	24%	4%
Race	White	7%	23%	34%	30%	5%
	African American	16%	34%	40%	7%	3%
	Latino	9%	36%	32%	19%	4%
Education	Not college graduate	10%	35%	37%	14%	5%
	College graduate	9%	24%	36%	26%	5%
Age	Under 45	9%	26%	45%	17%	3%
	45 or older	10%	32%	31%	22%	5%
Age	18 to 29	3%	31%	45%	16%	4%
	30 to 44	13%	22%	44%	18%	3%
	45 to 59	10%	29%	33%	22%	5%
	60 or older	9%	35%	28%	23%	5%
Gender	Men	12%	30%	34%	20%	4%
	Women	8%	28%	40%	19%	5%
Interview Type	Landline	10%	29%	34%	23%	4%
	Cell Phone	9%	30%	44%	13%	5%

NYC Registered Voters

Overall, do you have a favorable or an unfavorable impression of Bill de Blasio?

		Favorable	Unfavorable	Unsure-Never Heard
	•	Row %	Row %	Row %
NYC Registered Vote	rs	59%	33%	8%
Party Registration	Democrat	66%	26%	8%
	Republican	40%	56%	4%
	Non-enrolled	50%	41%	10%
Political Ideology	Liberal	69%	25%	6%
	Moderate	61%	31%	8%
	Conservative	50%	44%	6%
NYC Borough	Bronx	58%	30%	12%
	Brooklyn	67%	24%	9%
	Manhattan	55%	39%	6%
	Queens and Staten Island	55%	38%	7%
Income	Less than \$50,000	62%	26%	12%
	\$50,000 or more	57%	37%	6%
Race	White	49%	44%	6%
	African American	78%	16%	6%
	Latino	55%	33%	12%
Education	Not college graduate	65%	25%	10%
	College graduate	56%	38%	6%
Age	Under 45	60%	31%	9%
	45 or older	58%	34%	8%
Age	18 to 29	53%	34%	13%
	30 to 44	64%	29%	7%
	45 to 59	58%	35%	7%
	60 or older	59%	32%	9%
Gender	Men	61%	33%	6%
	Women	57%	32%	11%
Interview Type	Landline	56%	36%	8%
	Cell Phone	66%	26%	8%

NYC Registered Voters

Do you agree or disagree with the statement: Mayor Bill de Blasio cares about people like you?

	_	Agree	Disagree	Unsure
		Row %	Row %	Row %
NYC Registered Vote	rs	65%	31%	4%
Political Ideology	Liberal	74%	24%	2%
	Moderate	67%	30%	3%
	Conservative	55%	42%	3%
NYC Borough	Bronx	68%	29%	3%
	Brooklyn	72%	24%	4%
	Manhattan	59%	34%	7%
	Queens and Staten Island	62%	35%	3%
Income	Less than \$50,000	71%	25%	4%
	\$50,000 or more	62%	35%	3%
Race	White	51%	45%	4%
	African American	86%	10%	4%
	Latino	66%	30%	4%
Education	Not college graduate	72%	25%	3%
	College graduate	61%	35%	4%
Age	Under 45	70%	29%	1%
	45 or older	61%	33%	5%
Age	18 to 29	72%	25%	4%
	30 to 44	69%	31%	0%
	45 to 59	57%	39%	4%
	60 or older	66%	28%	7%
Gender	Men	64%	32%	4%
	Women	67%	29%	4%
Interview Type	Landline	62%	33%	5%
	Cell Phone	71%	26%	3%

NYC Registered Voters

Do you agree or disagree with the statement: Mayor Bill de Blasio is fulfilling campaign promises?

		Agree	Disagree	Unsure
		Row %	Row %	Row %
NYC Registered Vote	ers	63%	25%	11%
Political Ideology	Liberal	66%	24%	10%
	Moderate	62%	27%	11%
	Conservative	68%	25%	8%
NYC Borough	Bronx	62%	31%	6%
	Brooklyn	67%	19%	14%
	Manhattan	62%	24%	14%
	Queens and Staten Island	61%	28%	10%
Income	Less than \$50,000	64%	24%	11%
	\$50,000 or more	66%	25%	9%
Race	White	57%	31%	12%
	African American	72%	15%	13%
	Latino	61%	29%	10%
Education	Not college graduate	64%	25%	11%
	College graduate	64%	26%	10%
Age	Under 45	63%	26%	11%
	45 or older	62%	26%	12%
Age	18 to 29	64%	29%	7%
	30 to 44	63%	23%	14%
	45 to 59	63%	25%	12%
	60 or older	61%	27%	12%
Gender	Men	64%	25%	11%
	Women	63%	25%	11%
Interview Type	Landline	61%	27%	12%
	Cell Phone	69%	22%	9%

NYC Registered Voters

Do you agree or disagree with the statement: Mayor Bill de Blasio can unify the city and get it working together?

	_	Agree	Disagree	Unsure
	-	Row %	Row %	Row %
NYC Registered Vote	ers	59%	34%	7%
Political Ideology	Liberal	64%	29%	7%
	Moderate	60%	34%	7%
	Conservative	53%	43%	4%
NYC Borough	Bronx	68%	29%	3%
	Brooklyn	62%	30%	8%
	Manhattan	43%	46%	11%
	Queens and Staten Island	60%	34%	6%
Income	Less than \$50,000	67%	27%	6%
	\$50,000 or more	53%	41%	6%
Race	White	42%	51%	8%
	African American	79%	14%	7%
	Latino	64%	29%	6%
Education	Not college graduate	70%	25%	5%
	College graduate	49%	42%	8%
Age	Under 45	63%	31%	5%
	45 or older	55%	37%	8%
Age	18 to 29	65%	30%	4%
	30 to 44	62%	32%	6%
	45 to 59	55%	40%	5%
	60 or older	55%	35%	10%
Gender	Men	58%	33%	9%
	Women	59%	35%	6%
Interview Type	Landline	54%	38%	8%
	Cell Phone	69%	26%	5%

NYC Registered Voters

Do you agree or disagree with the statement: Mayor Bill de Blasio is a good leader for New York City?

	-	Agree	Disagree	Unsure
	-	Row %	Row %	Row %
NYC Registered Vote	ers	58%	33%	9%
Political Ideology	Liberal	66%	27%	7%
	Moderate	58%	34%	8%
	Conservative	54%	41%	5%
NYC Borough	Bronx	64%	27%	9%
	Brooklyn	63%	27%	10%
	Manhattan	51%	39%	10%
	Queens and Staten Island	55%	37%	7%
Income	Less than \$50,000	64%	27%	9%
	\$50,000 or more	54%	39%	7%
Race	White	46%	47%	6%
	African American	79%	11%	11%
	Latino	57%	33%	9%
Education	Not college graduate	64%	27%	8%
	College graduate	54%	38%	8%
Age	Under 45	61%	33%	6%
	45 or older	55%	34%	11%
Age	18 to 29	64%	32%	4%
	30 to 44	59%	33%	8%
	45 to 59	52%	38%	10%
	60 or older	58%	31%	11%
Gender	Men	58%	34%	8%
	Women	58%	32%	10%
Interview Type	Landline	56%	35%	9%
	Cell Phone	63%	30%	8%

NYC Registered Voters

Is Bill de Blasio meeting your expectations, exceeding your expectations, or falling below your expectations as New York City mayor?

		Meeting	Exceeding	Falling below	
		expectations	expectations	expectations	Unsure
		Row %	Row %	Row %	Row %
NYC Registered Voters	S	48%	6%	35%	11%
Political Ideology	Liberal	54%	5%	33%	8%
	Moderate	52%	6%	32%	10%
	Conservative	39%	8%	45%	8%
NYC Borough	Bronx	54%	4%	31%	10%
	Brooklyn	52%	4%	34%	10%
	Manhattan	44%	6%	31%	19%
	Queens and Staten Island	44%	9%	39%	8%
Income	Less than \$50,000	49%	8%	32%	11%
	\$50,000 or more	51%	4%	37%	8%
Race	White	39%	5%	45%	10%
	African American	63%	6%	22%	9%
	Latino	48%	9%	30%	13%
Education	Not college graduate	53%	8%	29%	10%
	College graduate	46%	4%	40%	10%
Age	Under 45	51%	5%	37%	7%
	45 or older	46%	7%	33%	14%
Age	18 to 29	55%	5%	35%	4%
	30 to 44	48%	5%	38%	8%
	45 to 59	51%	6%	34%	9%
	60 or older	41%	7%	32%	20%
Gender	Men	50%	7%	33%	11%
	Women	46%	6%	36%	12%
Interview Type	Landline	42%	7%	38%	14%
	Cell Phone	61%	5%	28%	7%

		NYC Registered Voters			
		Do you thi	ink Bill de Blasio as ma	yor is changing New	York City:
		For the better	For the worse	Not at all	Unsure
		Row %	Row %	Row %	Row %
NYC Registered Vote	ers	43%	20%	25%	12%
Political Ideology	Liberal	52%	15%	24%	9%
	Moderate	42%	18%	29%	11%
	Conservative	38%	36%	16%	10%
NYC Borough	Bronx	44%	12%	30%	14%
	Brooklyn	45%	17%	27%	12%
	Manhattan	39%	27%	22%	12%
	Queens and Staten Island	42%	22%	24%	13%
Income	Less than \$50,000	48%	12%	27%	13%
	\$50,000 or more	40%	27%	26%	8%
Race	White	30%	33%	28%	9%
	African American	66%	5%	16%	14%
	Latino	44%	15%	24%	17%
Education	Not college graduate	49%	12%	25%	14%
	College graduate	39%	28%	24%	9%
Age	Under 45	43%	16%	33%	8%
	45 or older	42%	23%	20%	16%
Age	18 to 29	50%	9%	37%	4%
	30 to 44	38%	21%	30%	10%
	45 to 59	43%	24%	21%	12%
	60 or older	40%	22%	19%	20%
Gender	Men	45%	20%	23%	11%
	Women	40%	20%	27%	14%
Interview Type	Landline	40%	24%	24%	13%
	Cell Phone	48%	12%	28%	12%

			NYC Registe	NYC Registered Voters			
		Do you think	Bill de Blasio is too liber	al, too conservative, o	or about right?		
		Too liberal	Too conservative	About right	Unsure		
		Row %	Row %	Row %	Row %		
NYC Registered Vote	ers	28%	7%	59%	6%		
Political Ideology	Liberal	16%	6%	74%	4%		
	Moderate	32%	7%	58%	4%		
	Conservative	39%	6%	48%	7%		
NYC Borough	Bronx	16%	16%	64%	4%		
	Brooklyn	22%	8%	65%	5%		
	Manhattan	34%	3%	55%	8%		
	Queens and Staten Island	36%	3%	55%	6%		
Income	Less than \$50,000	21%	12%	61%	6%		
	\$50,000 or more	34%	4%	58%	3%		
Race	White	44%	4%	48%	4%		
	African American	10%	7%	76%	7%		
	Latino	20%	14%	61%	6%		
Education	Not college graduate	18%	9%	67%	7%		
	College graduate	38%	4%	54%	4%		
Age	Under 45	23%	9%	66%	2%		
	45 or older	33%	6%	54%	7%		
Age	18 to 29	13%	15%	67%	5%		
	30 to 44	28%	5%	65%	1%		
	45 to 59	35%	8%	52%	6%		
	60 or older	31%	4%	56%	9%		
Gender	Men	33%	6%	57%	4%		
	Women	24%	8%	62%	7%		
Interview Type	Landline	32%	6%	57%	5%		
	Cell Phone	20%	9%	65%	6%		

NYC Adults

Do you approve or disapprove of how Mayor de Blasio and his administration handled the snow storms this winter?

		Approve	Disapprove	Unsure
	·	Row %	Row %	Row %
NYC Adults		56%	41%	3%
NYC Registered Vot	ers	55%	43%	2%
NYC Borough	Bronx	50%	47%	3%
	Brooklyn	57%	41%	3%
	Manhattan	55%	39%	6%
	Queens and Staten Island	59%	40%	2%
Income	Less than \$50,000	58%	38%	4%
	\$50,000 or more	53%	45%	2%
Race	White	49%	49%	3%
	African American	72%	25%	3%
	Latino	50%	46%	4%
Education	Not college graduate	59%	37%	4%
	College graduate	52%	46%	1%
Age	Under 45	53%	45%	1%
	45 or older	58%	38%	4%
Age	18 to 29	58%	40%	2%
	30 to 44	49%	50%	1%
	45 to 59	56%	41%	3%
	60 or older	60%	34%	6%
Gender	Men	60%	36%	3%
	Women	52%	45%	3%
Interview Type	Landline	54%	42%	4%
	Cell Phone	59%	39%	2%

WSJ/NBC 4 NY/Marist Poll NYC Adults: Interviews conducted February 27th through March 4th, 2014, n=785 MOE +/- 3.5 percentage points. NYC Registered Voters: n=586 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

NYC Adults

Do you approve or disapprove of how Mayor de Blasio and his administration handled school closings during the snow storms this winter?

	_	Approve	Disapprove	Unsure
		Row %	Row %	Row %
NYC Adults		46%	50%	4%
NYC Registered Voters		46%	51%	3%
Children in Household	Yes	50%	50%	0%
Attend NYC Public School	No	45%	50%	5%
NYC Borough	Bronx	42%	56%	2%
	Brooklyn	50%	47%	4%
	Manhattan	53%	40%	7%
	Queens and Staten Island	41%	56%	3%
Income	Less than \$50,000	51%	45%	5%
	\$50,000 or more	41%	56%	3%
Race	White	40%	54%	6%
	African American	55%	43%	2%
	Latino	53%	46%	2%
Education	Not college graduate	49%	47%	4%
	College graduate	42%	54%	4%
Age	Under 45	46%	52%	2%
	45 or older	46%	49%	5%
Age	18 to 29	57%	41%	3%
	30 to 44	36%	61%	2%
	45 to 59	51%	46%	3%
	60 or older	41%	52%	7%
Gender	Men	48%	47%	4%
	Women	45%	52%	3%
Interview Type	Landline	43%	51%	6%
	Cell Phone	51%	47%	1%

WSJ/NBC 4 NY/Marist Poll NYC Adults: Interviews conducted February 27th through March 4th, 2014, n=785 MOE +/- 3.5 percentage points. NYC Registered Voters: n=586 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

NYC Adults

Mayor Bloomberg supported charter schools which do not have as many state regulations as public schools even though charter schools still use some public monies and resources. Mayor de Blasio is making regular public schools a priority and has reversed several decisions made by the Bloomberg administration for charter schools. Do you approve or disapprove of Mayor de Blasio's decision to focus more on public schools over charter schools?

	_	Approve	Disapprove	Unsure
		Row %	Row %	Row %
NYC Adults		60%	34%	6%
NYC Registered Voters		61%	36%	4%
Children in Household	Yes	65%	31%	4%
Attend NYC Public School	No	58%	35%	7%
NYC Borough	Bronx	60%	37%	3%
	Brooklyn	61%	31%	8%
	Manhattan	51%	39%	10%
	Queens and Staten Island	64%	32%	4%
Income	Less than \$50,000	59%	33%	8%
	\$50,000 or more	63%	33%	4%
Race	White	49%	45%	6%
	African American	64%	30%	5%
	Latino	67%	28%	6%
Education	Not college graduate	66%	29%	5%
	College graduate	54%	40%	6%
Age	Under 45	62%	31%	6%
	45 or older	57%	38%	6%
Age	18 to 29	66%	27%	7%
	30 to 44	59%	35%	6%
	45 to 59	56%	39%	5%
	60 or older	57%	36%	6%
Gender	Men	66%	29%	5%
	Women	54%	38%	8%
Interview Type	Landline	54%	40%	6%
	Cell Phone	69%	24%	7%

WSJ/NBC 4 NY/Marist Poll NYC Adults: Interviews conducted February 28th through March 4th, 2014, n=645 MOE +/- 3.9 percentage points. NYC Registered Voters: n=481 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

NYC Registered Voters

Overall, do you have a favorable or an unfavorable impression of Bill de Blasio's wife Chirlane McCray?

		Favorable	Unfavorable	Unsure-Never Heard
	•	Row %	Row %	Row %
NYC Registered Votes	rs	52%	19%	29%
Party Registration	Democrat	59%	16%	25%
	Republican	29%	34%	37%
	Non-enrolled	46%	19%	35%
Political Ideology	Liberal	62%	16%	22%
	Moderate	54%	16%	30%
	Conservative	45%	27%	28%
NYC Borough	Bronx	55%	15%	30%
	Brooklyn	57%	16%	27%
	Manhattan	48%	23%	29%
	Queens and Staten Island	49%	21%	30%
Income	Less than \$50,000	54%	19%	27%
	\$50,000 or more	51%	21%	28%
Race	White	44%	22%	35%
	African American	70%	10%	20%
	Latino	52%	23%	26%
Education	Not college graduate	60%	17%	23%
	College graduate	47%	20%	33%
Age	Under 45	53%	20%	28%
	45 or older	51%	19%	30%
Age	18 to 29	62%	20%	18%
	30 to 44	46%	19%	34%
	45 to 59	53%	20%	28%
	60 or older	50%	17%	33%
Gender	Men	53%	20%	27%
	Women	51%	18%	31%
Interview Type	Landline	49%	20%	31%
	Cell Phone	58%	17%	25%

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		53%	42%	5%
Party Registration	Democrat	60%	36%	4%
	Republican	35%	62%	3%
	Non-enrolled	47%	47%	6%
Political Ideology	Liberal	58%	38%	4%
	Moderate	55%	40%	5%
	Conservative	43%	51%	6%
NYC Borough	Bronx	53%	39%	8%
	Brooklyn	57%	39%	4%
	Manhattan	48%	44%	8%
	Queens and Staten Island	53%	44%	2%
Income	Less than \$50,000	52%	44%	4%
	\$50,000 or more	54%	42%	3%
Race	White	45%	51%	3%
	African American	60%	31%	9%
	Latino	50%	45%	6%
Education	Not college graduate	56%	40%	4%
	College graduate	51%	43%	5%
Age	Under 45	58%	40%	2%
	45 or older	50%	43%	7%
Age	18 to 29	58%	39%	3%
	30 to 44	58%	41%	1%
	45 to 59	48%	47%	4%
	60 or older	52%	39%	9%
Gender	Men	55%	42%	3%
	Women	52%	41%	6%
Interview Type	Landline	52%	43%	5%
	Cell Phone	56%	39%	5%

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
March 2014	53%	42%	5%
December 2013	51%	36%	13%
November 2013	49%	42%	9%
October 11, 2013	46%	46%	8%
September 18, 2013	46%	43%	11%
September 2013	47%	43%	10%
August 2013	46%	40%	14%
July 2013	51%	35%	14%
June 2013	52%	37%	11%
May 2013	52%	37%	11%
April 2013	55%	38%	7%
February 2013	55%	36%	8%
November 2012	61%	31%	7%
October 2012	51%	38%	10%
April 2012	52%	42%	6%
September 2011	42%	52%	6%
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%