



New Yorkers Rate Mayor Bloomberg

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This Marist College Institute for Public Opinion poll reports:

- **Campaign 2005 for mayor:** Former Bronx Borough President Fernando Ferrer leads Michael Bloomberg among New York City's registered voters in a hypothetical contest for the 2005 race for mayor. Ferrer receives the support of 51% of the city's registered voters compared with 39% for Mayor Bloomberg. Mayor Bloomberg is closely matched with potential rivals Manhattan Borough President C. Virginia Fields and Council Speaker Gifford Miller. He leads Congressman Anthony Weiner and Councilman Charles Barron.

Question Wording: If the 2005 election for mayor in New York City were held today, whom would you support if the candidates are:

Registered Voters	Michael Bloomberg, the Republican	Fernando Ferrer, the Democrat	Undecided
December 2004	39%	51%	10%
September 2004	43%	47%	10%
April 2004	41%	48%	11%

Registered Voters	Michael Bloomberg, the Republican	C. Virginia Fields, the Democrat	Undecided
December 2004	44%	44%	12%

Registered Voters	Michael Bloomberg, the Republican	Gifford Miller, the Democrat	Undecided
December 2004	42%	40%	18%

Registered Voters	Michael Bloomberg, the Republican	Anthony Weiner, the Democrat	Undecided
December 2004	44%	39%	17%

Registered Voters	Michael Bloomberg, the Republican	Charles Barron, the Democrat	Undecided
December 2004	44%	38%	18%

- **Time for a change?** Although Mayor Bloomberg begins his re-election campaign with a sizeable base of support, a majority of New York City voters believe it is time for a change. 42% of voters think Mayor Bloomberg deserves re-election, and 53% think it is time to elect someone else. 5% are unsure.

Question Wording: Overall, do you think Mayor Bloomberg deserves to be re-elected mayor or is it time to elect someone else?

Registered Voters	Deserves Re-election	Time to Elect Someone Else	Unsure
December 2004	42%	53%	5%

- **Mayor Bloomberg's job performance rating:** Mayor Michael Bloomberg's approval rating is 46% among New York City's registered voters, statistically inching upward from earlier this year. Mayor Bloomberg's support is higher in Staten Island, Manhattan, and the Bronx than it is in Brooklyn and Queens. White voters are more likely to rate the mayor positively than are African American or Latino voters.

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

Registered Voters	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
December 2004	46%	6%	40%	35%	18%	1%
September 2004	42%	7%	35%	35%	21%	2%
April 2004	40%	7%	33%	38%	19%	3%
Borough						
Bronx	50%	3%	47%	26%	24%	<1%
Brooklyn	42%	5%	37%	36%	21%	1%
Manhattan	50%	10%	40%	38%	9%	3%
Queens	43%	7%	36%	38%	18%	1%
Staten Island	52%	<1%	52%	31%	17%	<1%

Registered Voters	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
Party						
Democrat	45%	6%	39%	37%	17%	1%
Republican	54%	6%	48%	32%	13%	1%
Non-enrolled	39%	5%	34%	32%	27%	2%
Race						
White	52%	8%	44%	31%	16%	1%
African American	36%	4%	32%	43%	20%	1%
Latino	37%	2%	35%	37%	24%	2%

- Voters rate the mayor on specific issues:** Most New York City voters approve of the mayor's handling of security against a terror attack. The mayor also receives high marks from voters for his handling of crime and race relations. New York voters divide over Mayor Bloomberg's handling of economic development in the city. A majority of voters disapprove of his handling of city taxes, the city's budget, the public schools, public transportation, unemployment, poverty, and the contracts with the city's employee labor unions.

Question Wording: Do you approve or disapprove of how Mayor Michael Bloomberg is handling each of the following:

Registered Voters	Approve	Disapprove	Unsure
Security against a terror attack	65%	28%	7%
Crime	61%	33%	6%
Race relations	56%	30%	14%
Economic development	44%	47%	9%
Taxes	40%	51%	9%
The city's budget	38%	52%	10%
The public schools	38%	57%	5%
Public transportation	36%	55%	9%
Unemployment	35%	51%	14%
Poverty	23%	65%	12%
Contracts with city employee labor unions	22%	59%	19%

- Voters' perceptions of the mayor:** Many New York City voters think Mayor Bloomberg is working hard at his job, fights for the city, understands the city's problems, and is a good leader for New York. But voters divide over whether he can unify the city, and a majority feels he does not care about people like themselves.

Question Wording: Do you agree or disagree with each of the following statements about Mayor Michael Bloomberg:

Registered Voters	Agree	Disagree	Unsure
Is working hard as mayor	74%	24%	2%
Fights for New York City	67%	30%	3%
Understands the problems facing New York City	61%	36%	3%
Is a good leader for New York	54%	42%	4%
Can unify the city and get it working together	49%	47%	4%
Cares about people like you	44%	53%	3%

Ideologically speaking: In a city where one out of three registered voters considers themselves to be liberal, only 19% of New York City’s registered voters view the mayor as liberal. Mayor Bloomberg is viewed as moderate by 45% of registered voters and as conservative by 36%.

Question Wording: Politically speaking, do you think Mayor Bloomberg is a liberal, moderate, or a conservative? Politically speaking, do you consider yourself to be a liberal, a moderate, or a conservative?

	Liberal	Moderate	Conservative
Mayor Bloomberg	19%	45%	36%
Registered voters	33%	40%	27%

- **2005 Democratic primary for mayor:** Former Bronx Borough President Fernando Ferrer leads the field of Democratic hopefuls for next year’s primary for mayor. Nearly one in four Democratic voters is undecided.

Question Wording If the 2005 Democratic primary for mayor in New York City were held today, whom would you support if the candidates are:

Registered Democrats	December 2004
Former Bronx Borough President Fernando Ferrer	38%
Manhattan Borough President C. Virginia Fields	13%
Council Speaker Gifford Miller	11%
Congressman Anthony Weiner	10%
Councilman Charles Barron	4%
Undecided	24%

Not committed: Only 39% of registered Democrats are strongly committed to their choice among potential candidates for the Democratic nod for mayor. 25% say they somewhat support their choice, and 32% say they might vote differently on primary day. 4% are unsure.

Question Wording: Would you say that you strongly support (candidate name), somewhat support (candidate name), or do you think that you might vote differently on primary day?

Registered Democrats	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
December 2004	39%	25%	32%	4%

- **Mayors matter:** 77% of New York City voters believe it matters a great deal who is elected mayor next year.

Question Wording: Do you think it matters a great deal, somewhat, not too much, or not at all who is elected mayor of New York City in 2005?

Registered Voters	A Great Deal	Somewhat	Not Too Much	Not at All
December 2004	77%	14%	5%	4%

- **Not connected:** Although voters believe it matters who runs city hall, most are not following the campaign for mayor closely at this time.

Question Wording: Would you say that you are following the campaign for mayor very closely, closely, not very closely, or not at all?

Registered Voters	Very Closely	Closely	Not Very Closely	Not Closely at All
December 2004	11%	31%	44%	14%

- **The quality of city life:** A majority of city residents do not think the overall quality of life in New York City has improved in the past year. These results are statistically unchanged from a similar survey conducted in September.

Question Wording: Thinking about the past year or so, do you feel that the overall quality of life in New York City has gotten better, gotten worse, or remained about the same? (If “remained about the same,” is it a good thing or a bad thing that things have remained the same?)

NYC Residents	Gotten Better	Same Good	Remained the Same	Same Bad	Gotten Worse
December 2004	18%	20%	7%	27%	28%
September 2004	15%	19%	7%	28%	31%
April 2004	17%	20%	7%	27%	29%

- Majority sees city moving in right direction:** For the first time this year a majority of New York City residents feel the city is moving in the right direction. 40% believe it is heading in the wrong direction.

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 Residents	Right Direction	Wrong Direction	Unsure
December 2004	52%	40%	8%
September 2004	48%	45%	7%
April 2004	47%	46%	7%

How the Survey Was Conducted

This survey was conducted on December 8th and 9th, 2004. 701 residents of New York City were interviewed in proportion to the population in each borough. All interviews were conducted by telephone. The results for residents are statistically significant at $\pm 4\%$. 503 registered voters in New York City were interviewed in proportion to the enrollment in each borough. The results for registered voters are statistically significant at $\pm 4.5\%$. The margin of error increases for cross-tabulations.