



Marist College Institute for Public Opinion

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Mayor Bloomberg and Campaign '05

FOR IMMEDIATE RELEASE

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This Marist College Institute for Public Opinion poll reports:

- **Match-ups for mayor:** Former Bronx Borough President Fernando Ferrer leads Mayor Michael Bloomberg by seven points in the race for mayor among New York City's registered voters. Ferrer receives the support of 49% of the city's registered voters compared with 42% for Mayor Bloomberg. Mayor Bloomberg is closely matched with potential rivals Manhattan Borough President C. Virginia Fields, Council Speaker Gifford Miller, and Congressman Anthony Weiner.

Question Wording: If November's 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
March 2005	42%	49%	9%
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
March 2005	45%	42%	13%
December 2004	44%	44%	12%

Registered Voters	Michael Bloomberg, the Republican	Gifford Miller, the Democrat	Undecided
March 2005	44%	42%	14%
December 2004	42%	40%	18%

Registered Voters	Michael Bloomberg, the Republican	Anthony Weiner, the Democrat	Undecided
March 2005	45%	41%	14%
December 2004	44%	39%	17%

- **Majority would like to elect someone else to city's top job:** 56% of city voters think it's time for a change and would like to see someone other than Michael Bloomberg elected as mayor. 39% of voters think Mayor Bloomberg deserves re-election, and 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
March 2005	39%	56%	5%
December 2004	42%	53%	5%

- **Mayor's job performance rating is sluggish:** Mayor Michael Bloomberg's approval rating is 43% among New York City's registered voters, numerically down but statistically unchanged from the 46% he received in a similar poll conducted in December. There is a significant racial divide. A majority of white voters give the mayor positive scores compared with less than one in three African American or Latino voters who give the mayor a thumbs up.

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
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%
Borough						
Bronx	37%	6%	31%	35%	27%	1%
Brooklyn	36%	5%	31%	36%	27%	1%
Manhattan	49%	12%	37%	33%	16%	2%
Queens	48%	7%	41%	32%	17%	3%
Staten Island	48%	13%	35%	29%	23%	<1%

Registered Voters	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
Party						
Democrat	39%	6%	33%	37%	22%	2%
Republican	55%	13%	42%	27%	18%	<1%
Non-enrolled	45%	8%	37%	30%	24%	1%
Race						
White	54%	11%	43%	30%	15%	1%
African American	29%	2%	27%	42%	27%	2%
Latino	29%	5%	24%	37%	31%	3%

- Education, jobs, and economic development are chief concerns for city voters:** Education is uppermost on voters' minds when thinking about the priorities facing the next mayor. It is followed by jobs, economic development, poverty and homelessness, crime, taxes, and race relations.

Question Wording: Do you think the top priority for the next mayor should be

Registered Voters	March 2005
Education	37%
Jobs	20%
Economic development	18%
Poverty and homelessness	12%
Crime	7%
Taxes	4%
Ethnic and racial relations	2%

- But voters give mayor mixed reviews on his handling of these top issues:** Only 40% of city voters approve of the job the mayor has done with the public schools, and 37% think he has done a good job reducing unemployment in the city. 51% do approve of his handling of economic development in the city but when asked specifically about the West Side stadium project support for the mayor plummets. Most New York City voters do think the mayor has done a good job handling security against a terror attack. The mayor also receives high marks from voters for his handling of crime, and race relations. A majority of voters disapprove of his handling of homelessness, the city's budget, taxes, the issue of same sex marriages in the city, public transportation, the contracts with the city's employee labor unions, and poverty.

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	70%	23%	7%
Crime	69%	27%	4%
Race relations	57%	32%	11%
Economic development	51%	42%	7%
Homelessness	40%	51%	9%
The public schools	40%	53%	7%
The city's budget	39%	51%	10%
Taxes	39%	53%	8%
The issue of same sex marriage in NYC	37%	46%	17%
Unemployment	37%	51%	12%
Public transportation	37%	57%	6%
Contracts with city employee labor unions	34%	47%	19%
The West Side stadium	31%	61%	8%
Poverty	28%	60%	12%

- Working hard but not connecting:** Many New York City voters think Mayor Bloomberg is working hard at his job, fights for the city, and understands the city's problems. But voters divide over whether he's a good leader for New York. A majority do not think he can unify the city or cares 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	70%	29%	1%
Fights for New York City	64%	32%	4%
Understands the problems facing New York City	56%	43%	1%
Is a good leader for New York	50%	47%	3%
Can unify the city and get it working together	43%	52%	5%
Cares about people like you	36%	58%	6%

Will labels count? In a city where one out of three registered voters considers themselves to be liberal, only 18% of New York City's registered voters view the mayor as liberal. Mayor Bloomberg is viewed as moderate by 50% of registered voters and as conservative by 32%. In contrast, 39% see Fernando Ferrer as

politically liberal, 44% see him as moderate, and only 17% view him as conservative.

Question Wording: Politically speaking, do you think Mayor Bloomberg/Fernando Ferrer 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			
March 2005	18%	50%	32%
December 2004	19%	45%	36%
Fernando Ferrer			
March 2005	39%	44%	17%
Registered voters	34%	40%	26%

- 2005 Democratic primary for mayor:** Former Bronx Borough President Fernando Ferrer leads the field of Democratic hopefuls for September’s primary for mayor. Nearly one in five Democrats is undecided.

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

	March 2005	December 2004
Registered Democrats		
Former Bronx Borough President Fernando Ferrer	39%	38%
Manhattan Borough President C. Virginia Fields	21%	13%
Congressman Anthony Weiner	11%	10%
Council Speaker Gifford Miller	10%	11%
Other	n.a.	4%
Undecided	19%	24%

Intensity of support: 41% of registered Democrats are strongly committed to their choice among potential candidates for the Democratic nomination for mayor. 30% say they somewhat support their choice, and 25% 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
March 2005	41%	30%	25%	4%
Fernando Ferrer	48%	24%	24%	4%
C. Virginia Fields	41%	25%	30%	4%
Anthony Weiner	33%	43%	18%	6%
Gifford Miller	22%	48%	28%	2%
December 2004	39%	25%	32%	4%

- **High stakes:** 76% of New York City voters believe it matters a great deal who is elected mayor in November.

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 this November?

Registered Voters	A Great Deal	Somewhat	Not Too Much	Not at All
March 2005	76%	13%	6%	5%
December 2004	77%	14%	5%	4%

- **Not primetime:** 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
March 2005	8%	30%	47%	15%
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 December.

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
March 2005	20%	19%	6%	24%	31%
December 2004	18%	20%	7%	27%	28%
September 2004	15%	19%	7%	28%	31%
April 2004	17%	20%	7%	27%	29%

- **New Yorkers divide over city’s direction:** New Yorkers divide over how things are going in New York City. 47% of city residents feel the city is moving in the right direction. 44% 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
March 2005	47%	44%	9%
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 March 9th, 10th, 14th, and 15th, 2005. 1,012 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 $\pm 3\%$. 775 registered voters in New York City were interviewed in proportion to the enrollment in each borough including 485 Democrats. The results for registered voters are statistically significant at $\pm 3.5\%$, and the results for Democrats are statistically significant at $\pm 4.5\%$. The margin of error increases for cross-tabulations.