



WNBC/Marist Poll

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New York City Race for Mayor

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All references must be sourced WNBC/Marist Poll

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This WNBC/Marist Poll reports:

- **Bloomberg has comfortable lead over Ferrer in race for mayor:** Michael Bloomberg holds a strong lead in his bid for a second term as New York City’s mayor against his Democratic opponent, former Bronx Borough President Fernando Ferrer. The mayor receives the support of 53% of city voters likely to vote in November compared with 38% for Ferrer. One percent of likely voters plan to support Conservative Party candidate Thomas Ognibene, and 8% are undecided.

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

	Michael Bloomberg Republican	Fernando Ferrer Democrat	Thomas Ognibene Conservative	Undecided
September 2005				
Likely Voters	53%	38%	1%	8%
Registered Voters	50%	37%	2%	11%
Registered Voters				
August 2005	52%	36%	n.a.	12%
July 2005	52%	36%	n.a.	12%
June 10, 2005	45%	46%	n.a.	9%
June 2, 2005	49%	40%	n.a.	11%
April 2005	51%	38%	n.a.	11%
March 2005	42%	49%	n.a.	9%
December 2004	39%	51%	n.a.	10%
September 2004	43%	47%	n.a.	10%
April 2004	41%	48%	n.a.	11%

- Behind the numbers:** Despite calls for party unity among Democratic Party leaders, Republican Bloomberg actually edges Democrat Ferrer 49% to 44% among Democrats likely to vote this fall. Only 7% of likely Democratic voters are undecided. Mayor Bloomberg also receives substantial support among African American voters, a group Fernando Ferrer needs to bring back into the Democratic fold. In fact, compared with the exit poll conducted in 2001, Bloomberg has doubled his support among African American voters from 25% four years ago to 50% in today's poll.

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

	Michael Bloomberg Republican	Fernando Ferrer Democrat	Thomas Ognibene Conservative	Undecided
Likely Voters	53%	38%	1%	8%
Party				
Democrat	49%	44%	<1%	7%
Republican	70%	20%	4%	6%
Non-enrolled	51%	30%	<1%	19%
Race				
White	64%	27%	3%	6%
African American	50%	42%	<1%	8%
Latino	33%	62%	<1%	5%

	Michael Bloomberg Republican	Mark Green Democrat	Alan Hevesi Liberal	Other
2001 Exit Poll				
African American	25%	71%	1%	3%

- Many voters strongly support their choice for mayor:** 67% of likely voters who have a preference in the race for mayor are firmly committed to their candidate. 23% say they somewhat support their choice, and only 9% say they might vote differently on Election Day. One percent is unsure. 72% of Mayor Bloomberg's supporters say they are strongly committed to him compared with 62% of Fernando Ferrer's supporters who say they are strongly committed to their choice.

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 Election Day?

Likely Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
September 2005	67%	23%	9%	1%
Michael Bloomberg	72%	22%	6%	<1%
Fernando Ferrer	62%	24%	13%	1%

- **Bloomberg and Ferrer are viewed positively by city voters:** A majority of New York City’s registered voters, 64%, have a favorable view of Michael Bloomberg, and 53% have a favorable impression of Fernando Ferrer.

Question Wording: In general, do you have a favorable or an unfavorable impression of Michael Bloomberg/Fernando Ferrer?

Registered Voters	Favorable	Unfavorable	Unsure/Never Heard
Michael Bloomberg	64%	30%	6%
Fernando Ferrer	53%	32%	15%

- **One on One:** A majority of New York City’s registered voters including those from different racial backgrounds, think Michael Bloomberg is more likely than Fernando Ferrer as mayor to run the city well, better represent New York City in Albany and Washington, be a better leader for New York, and unify the city and get it working together. A majority of city voters also believe Bloomberg would be more likely than Ferrer to move the city forward in the next four years and understand the problems facing the city. But a majority of Latino voters believe Fernando Ferrer is more likely to move the city forward if elected mayor, and both African American and Latino voters divide over who better understands the city’s problems. There is also a racial divide on two other issues. Many white voters think Mayor Bloomberg is more likely to represent all five boroughs and care about people like themselves compared with African American and Latino voters who are more likely to think Fernando Ferrer will.

Question Wording: Do you think Michael Bloomberg or Fernando Ferrer is more likely to do each of the following as mayor:

Registered Voters	Bloomberg	Ferrer	Unsure
Run city government well	63%	28%	9%
White	73%	19%	8%
African American	62%	30%	8%
Latino	53%	42%	5%
Better represent NYC in Albany & DC	63%	29%	8%
White	70%	21%	9%
African American	57%	37%	6%
Latino	55%	42%	3%
Be a better leader for New York	57%	30%	13%
White	66%	23%	11%
African American	51%	33%	16%
Latino	49%	43%	8%
Unify the city and get it working together	54%	34%	12%
White	59%	31%	10%
African American	52%	37%	11%
Latino	51%	40%	9%
Move NYC forward in the next 4 years	53%	31%	16%
White	63%	24%	13%
African American	55%	28%	17%
Latino	39%	54%	7%
Understand the problems facing NYC	52%	36%	12%
White	58%	30%	12%
African American	46%	44%	10%
Latino	42%	43%	15%
Better represent all five boroughs	48%	42%	10%
White	58%	30%	12%
African American	42%	49%	9%
Latino	41%	55%	4%
Care more about people like yourself	38%	46%	16%
White	47%	35%	18%
African American	27%	58%	15%
Latino	32%	59%	9%

- **Voters think Mayor Bloomberg is likely to be re-elected in November:** Regardless of the candidate they support, 78% of voters believe Mayor Bloomberg is likely to win a second term in November.

Question Wording: Regardless of whom you are planning to vote for, who do you think will win the election for mayor:

Registered Voters	Bloomberg	Ferrer	Unsure
September 2005	78%	14%	8%

- **Voters think the city is moving in the right direction:** 64% of registered voters believe New York City is headed in the right direction, including 61% of Democrats. 28% of registered voters think the city is headed 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?

Registered Voters	Right Direction	Wrong Direction	Unsure
September 2005	64%	28%	8%
August 2005	60%	31%	9%
Party			
Democrat	61%	31%	8%
Republican	78%	17%	5%
Non-enrolled	63%	30%	7%
Race			
White	71%	22%	7%
African American	62%	31%	7%
Latino	55%	39%	6%
July 2005	62%	29%	9%
June 2005	54%	37%	9%

- **And the age old question...are you better off than four years ago?** Many city voters see improvements over the past four years in crime, security against terrorism, and the public schools. Although a majority of voters think race relations are about the same since 2001, among those who see a change, many more believe race relations have improved than think they have declined. When it comes to the quality of city life, even though 48% of registered voters think things have remained the same, those who feel there has been a change in the last four years divide over whether that change has been good or bad. Similarly, when voters assess their own personal finances, 47% believe things have remained the same. But, voters who don't think their finances have remained constant divide fairly evenly on whether they have gotten better or gotten worse. Finally, there is no real consensus on how the city's economy has fared in the past four years. 38% of voters believe it has gotten worse, 32% believe it has gotten better, and 30% think it has remained about the same.

Question Wording: Compared with four years ago in New York City, please tell me if the following are better, worse, or about the same:

Registered Voters	Better	Worse	Same
The problem of crime	50%	12%	38%
White	55%	8%	37%
African American	48%	16%	36%
Latino	50%	17%	33%
Security against terrorism	48%	12%	40%
White	45%	10%	45%
African American	42%	15%	43%
Latino	59%	7%	34%
The public schools	40%	27%	33%
White	36%	29%	35%
African American	41%	23%	36%
Latino	49%	29%	22%
Race relations	32%	12%	56%
White	32%	12%	56%
African American	35%	14%	51%
Latino	29%	11%	60%
The quality of life	28%	24%	48%
White	27%	22%	51%
African American	37%	23%	40%
Latino	20%	32%	48%
Your own family finances	26%	27%	47%
White	31%	27%	42%
African American	29%	22%	49%
Latino	15%	33%	52%
The economy	32%	38%	30%
White	35%	37%	28%
African American	26%	41%	33%
Latino	29%	40%	31%

- Mayor’s job rating from voters at highest point:** For the second time in three months, Mayor Michael Bloomberg’s job approval rating, his combined excellent and good scores, has reached its highest point. 61% of registered voters, including a majority of white, African American, and Latino voters, rate the mayor as doing either an excellent or good job. This tops his previous high of 58% which he achieved just this past July.

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
September 2005	61%	15%	46%	30%	8%	1%
August 2005	53%	14%	39%	34%	12%	1%

Registered Voters	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
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%

Registered Voters September 2005	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
Borough						
Bronx	55%	13%	42%	33%	10%	2%
Brooklyn	55%	15%	40%	35%	9%	1%
Manhattan	69%	20%	49%	24%	6%	1%
Queens	65%	14%	51%	27%	8%	<1%
Staten Island	63%	12%	51%	25%	12%	<1%
Party						
Democrat	58%	14%	44%	33%	8%	1%
Republican	75%	23%	52%	15%	8%	2%
Non-enrolled	58%	13%	45%	34%	8%	<1%
Race						
White	69%	16%	53%	24%	6%	1%
African American	51%	14%	37%	39%	8%	2%
Latino	61%	17%	44%	30%	8%	1%

- **Education still voters' top priority for mayor:** City voters continue to place education at the top of the list of priorities for the mayor. Other priorities voters would like to see on the agenda include jobs, economic development, housing, security from terrorism, poverty and homelessness, taxes, crime, and race relations.

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

Registered Voters	September 2005	August 2005	July 2005	June 2005
Education	26%	27%	28%	30%
Jobs	16%	16%	17%	18%
Economic development	14%	14%	13%	19%
Housing	13%	n.a.	n.a.	n.a.
Security from terrorism	12%	23%	20%	11%
Poverty and homelessness	9%	9%	11%	10%
Taxes	5%	4%	5%	4%
Crime	4%	5%	4%	6%
Ethnic and racial relations	1%	2%	2%	2%

- Voters give the mayor high marks for his handling of crime and security, but not his handling of health care and housing:** Mayor Bloomberg receives his highest ratings from voters for his handling of crime and security against terrorism. 79% of New York City voters approve of the job the mayor has done handling the problem of crime, and 71% think he has done a good job keeping the city secure from terror attacks. A majority of voters also give the mayor a “thumbs up” on his handling of race relations, economic development, jobs, and the public schools. More voters, however, feel the mayor falls short on the issues of health care and housing than approve of his handling of these two city concerns.

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

Registered Voters	Approve	Disapprove	Unsure
Crime	79%	19%	2%
White	85%	15%	<1%
African American	74%	21%	5%
Latino	77%	23%	<1%
Security against terror attack	71%	22%	7%
White	75%	22%	3%
African American	68%	23%	9%
Latino	72%	21%	7%
Race relations	64%	28%	8%
White	71%	22%	7%
African American	54%	36%	10%
Latino	64%	30%	6%
Economic development	59%	35%	6%
White	71%	24%	5%
African American	59%	33%	8%
Latino	46%	48%	6%
Jobs	53%	41%	6%
White	57%	33%	10%
African American	46%	49%	5%
Latino	54%	45%	1%
Public schools	51%	45%	4%
White	52%	45%	3%
African American	49%	45%	6%
Latino	56%	44%	<1%
Health care	38%	45%	17%
White	45%	39%	16%
African American	39%	44%	17%
Latino	33%	52%	15%

Registered Voters	Approve	Disapprove	Unsure
Housing	39%	51%	10%
White	40%	47%	13%
African American	35%	59%	6%
Latino	43%	54%	3%

- Is there a downside?** Most city voters are not especially bothered by the amount of his own money Mayor Bloomberg is spending on his campaign. Similarly, Fernando Ferrer’s comments about Amadou Diallo, which dogged him during the Democratic primary, do not negatively resonate with most voters. However, African American voters do divide on this issue. 42% of African American voters are bothered by Ferrer’s comments, and 44% are not. 14% say they are unsure how they feel.

Question Wording: Does the large amount of his own money Michael Bloomberg is spending on his campaign bother you a great deal, a good amount, not very much, or not at all?

Question Wording: From what you have read or heard, have Fernando Ferrer's comments about the shooting of Amadou Diallo bothered you a great deal, a good amount, not very much, or not at all?

Registered Voters	A Great Deal	A Good Amount	Not Very Much	Not at All	Unsure
Bloomberg’s money	19%	11%	21%	47%	2%
White	18%	12%	25%	44%	1%
African American	20%	8%	18%	52%	2%
Latino	23%	10%	19%	46%	2%
Ferrer’s comments	17%	14%	25%	27%	17%
White	14%	13%	28%	27%	18%
African American	26%	16%	24%	20%	14%
Latino	14%	20%	22%	31%	13%

How the survey was conducted:

This survey was conducted in either English or Spanish on September 20th through 22nd, 2005. 721 registered voters in New York City were interviewed in proportion to the enrollment in each borough and adjusted for turnout in comparable city elections. The results are statistically significant at ±4%. There are 381 likely voters and the results for this sub-sample are statistically significant at ±5%. The margin of error increases for cross-tabulations.