



# 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 opens up a huge lead over Democratic challenger Ferrer:** Michael Bloomberg outdistances his Democratic opponent former Bronx Borough President Fernando Ferrer by 27 points. This is an increase of 12 points in the mayor’s lead since a similar poll conducted two weeks ago. The mayor receives the support of 59% of city voters likely to vote in November compared with 32% 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
<b>Likely Voters</b>				
October 2005	<b>59%</b>	<b>32%</b>	<b>1%</b>	<b>8%</b>
Likely w/ leaners	61%	33%	1%	5%
September 2005	53%	38%	1%	8%
<b>Registered Voters</b>				
October 2005	<b>56%</b>	<b>33%</b>	<b>2%</b>	<b>9%</b>
September 2005	50%	37%	2%	11%
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%

	Michael Bloomberg Republican	Fernando Ferrer Democrat	Thomas Ognibene Conservative	Undecided
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:** Republican Bloomberg leads Democrat Ferrer among Democrats likely to vote this fall, 50% to 42%. Only 8% of likely Democratic voters are undecided. Mayor Bloomberg also receives substantial support among African American voters and has made inroads among Latino voters.

**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
<b>Likely Voters</b>	59%	32%	1%	8%
<b>Party</b>				
Democrat	50%	42%	<1%	8%
Republican	90%	6%	1%	3%
Non-enrolled	68%	18%	2%	12%
<b>Race</b>				
White	71%	21%	1%	7%
African American	53%	37%	<1%	10%
Latino	42%	47%	<1%	11%

- Strong support for mayor's decision to go public with subway terror alert:** 84% of registered voters agree with Mayor Bloomberg's decision to go public last week with the possible threat to the city's subways.

**Question Wording:** Should Mayor Bloomberg have made the recent information about a possible terror attack on the New York City subways public or not?

<b>Registered Voters</b>	Yes	No	Unsure
October 2005	84%	13%	3%

- Mayor receives high marks for his handling of security from voters:** 81% of registered voters approve of the job the mayor has done keeping the city secure from terror attacks an increase of 10 points from a similar poll conducted two weeks ago. A majority of voters also give the mayor a “thumbs up” on his handling of crime, race relations, economic development, jobs, and the public schools.

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

<b>Registered Voters</b>	Approve	Disapprove	Unsure
<b>Crime</b>			
October 2005	<b>83%</b>	<b>14%</b>	<b>3%</b>
September 2005	79%	19%	2%
<b>Security against terror attack</b>			
October 2005	<b>81%</b>	<b>14%</b>	<b>5%</b>
September 2005	71%	22%	7%
<b>Economic development</b>			
October 2005	<b>65%</b>	<b>29%</b>	<b>6%</b>
September 2005	59%	35%	6%
<b>Race relations</b>			
October 2005	<b>61%</b>	<b>29%</b>	<b>10%</b>
September 2005	64%	28%	8%
<b>Public schools</b>			
October 2005	<b>58%</b>	<b>37%</b>	<b>5%</b>
September 2005	51%	45%	4%
<b>Jobs</b>			
October 2005	<b>51%</b>	<b>41%</b>	<b>8%</b>
September 2005	53%	41%	6%
<b>Health care</b>			
October 2005	<b>48%</b>	<b>36%</b>	<b>16%</b>
September 2005	38%	45%	17%
<b>Housing</b>			
October 2005	<b>40%</b>	<b>44%</b>	<b>16%</b>
September 2005	39%	51%	10%

- Voters view Mayor Bloomberg as better able to handle security from terrorism:** 74% of New York City’s registered voters think Michael Bloomberg is more likely than Fernando Ferrer as mayor to do a better job handling security from terrorism. Voters also have more confidence in Mayor Bloomberg to run the city well, to better represent New York City in Albany and Washington, to be steady and consistent on issues, to move the city forward in the next four years, to be a better leader for New York, and to unify the city

and get it working together. A majority of city voters also believe Bloomberg would be more likely than Ferrer to understand the problems facing the city and represent all five boroughs. Voters are more divided over who is likely to care about people like themselves.

**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
Better handle security against terrorism	74%	13%	13%
Run city government well	68%	22%	10%
Better represent NYC in Albany & DC	66%	24%	10%
Be steady and consistent on issues	65%	23%	12%
Move NYC forward in the next 4 years	65%	24%	11%
Be a better leader for New York	65%	26%	9%
Unify the city and get it working together	61%	29%	10%
Understand the problems facing NYC	56%	33%	11%
Better represent all five boroughs	56%	35%	9%
Care more about people like yourself	46%	39%	15%

- 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. 22% say they somewhat support their choice, and only 9% say they might vote differently on Election Day. Two percent are unsure. 71% of Mayor Bloomberg’s supporters say they are strongly committed to him compared with 60% 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
<b>October 2005</b>	67%	22%	9%	2%
Michael Bloomberg	71%	20%	8%	1%
Fernando Ferrer	60%	24%	12%	4%

- Bloomberg viewed positively by city voters:** Over two-thirds of New York City's registered voters, 69%, have a favorable view of Michael Bloomberg. Voters are more divided in their impression of Fernando Ferrer. 46% have a positive view of Ferrer, and 40% do not. 14% are unsure how to rate him.

**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
<b>Michael Bloomberg</b>			
October 2005	<b>69%</b>	<b>27%</b>	<b>4%</b>
September 2005	64%	30%	6%
<b>Fernando Ferrer</b>			
October 2005	<b>46%</b>	<b>40%</b>	<b>14%</b>
September 2005	53%	32%	15%

- Voters overwhelmingly think Mayor Bloomberg is likely to win re-election in November:** Regardless of the candidate they support, 83% 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
October 2005	83%	10%	7%

- Voters think the city is moving in the right direction:** 69% of registered voters believe New York City is headed in the right direction. 23% 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
October 2005	69%	23%	8%
September 2005	64%	28%	8%
August 2005	60%	31%	9%

<b>Registered Voters</b>	Right Direction	Wrong Direction	Unsure
October 2005	69%	23%	8%
<b>Party</b>			
Democrat	67%	25%	8%
Republican	84%	11%	5%
Non-enrolled	63%	28%	9%
<b>Race</b>			
White	77%	16%	7%
African American	67%	26%	7%
Latino	63%	29%	8%
<b>July 2005</b>	62%	29%	9%
<b>June 2005</b>	54%	37%	9%

- Mayor's job rating from voters at highest point...again:** For the third time since July, Mayor Michael Bloomberg's job approval rating, his combined excellent and good scores, has reached its highest point. 65% 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 61% just two weeks ago.

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

<b>Registered Voters</b>	<b>Excellent/ Good</b>	Excellent	Good	Fair	Poor	Unsure
October 2005	<b>65%</b>	22%	43%	27%	7%	1%
September 2005	<b>61%</b>	15%	46%	30%	8%	1%
August 2005	<b>53%</b>	14%	39%	34%	12%	1%
July 2005	<b>58%</b>	15%	43%	27%	12%	3%
June 10, 2005	<b>49%</b>	11%	38%	35%	15%	1%
June 2, 2005	<b>55%</b>	12%	43%	32%	12%	1%
April 2005	<b>48%</b>	8%	40%	35%	16%	1%
March 2005	<b>43%</b>	8%	35%	34%	21%	2%
December 2004	<b>46%</b>	6%	40%	35%	18%	1%
September 2004	<b>42%</b>	7%	35%	35%	21%	2%
April 2004	<b>40%</b>	7%	33%	38%	19%	3%

<b>Registered Voters October 2005</b>	<b>Excellent/ Good</b>	Excellent	Good	Fair	Poor	Unsure
<b>Borough</b>						
Bronx	<b>62%</b>	27%	35%	26%	11%	1%
Brooklyn	<b>63%</b>	18%	45%	29%	7%	1%
Manhattan	<b>67%</b>	19%	48%	27%	5%	1%
Queens	<b>68%</b>	23%	45%	26%	5%	1%
Staten Island	<b>63%</b>	31%	32%	25%	8%	4%

Registered Voters October 2005	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure
<b>Party</b>						
Democrat	<b>63%</b>	19%	44%	30%	7%	<1%
Republican	<b>80%</b>	39%	41%	17%	3%	<1%
Non-enrolled	<b>60%</b>	13%	47%	29%	9%	2%
<b>Race</b>						
White	<b>73%</b>	23%	50%	22%	4%	1%
African American	<b>62%</b>	22%	40%	29%	8%	1%
Latino	<b>54%</b>	16%	38%	36%	10%	<1%

- **Education still voters' number one 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 security from terrorism, jobs, economic development, housing, poverty and homelessness, taxes, crime, and race relations.

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

Registered Voters	October 2005	September 2005	August 2005	July 2005
Education	24%	26%	27%	28%
Security from terrorism	15%	12%	23%	20%
Jobs	15%	16%	16%	17%
Economic development	15%	14%	14%	13%
Housing	12%	13%	n.a.	n.a.
Poverty and homelessness	10%	9%	9%	11%
Taxes	5%	5%	4%	5%
Crime	3%	4%	5%	4%
Ethnic and racial relations	1%	1%	2%	2%

- **Debate at the Apollo:** Most city voters are not especially bothered by Mayor Bloomberg's lack of participation in the first mayoralty debate at the Apollo theatre in Harlem. 64% of registered voters say it did not really bother them that the mayor did not debate. Although a majority of African American voters also are not concerned that the mayor did not attend the debate, 46% are bothered by the fact that the mayor did not participate.

**Question Wording:** Although Mayor Bloomberg has agreed to appear at other debates, the mayor chose not to appear at the first debate at the Apollo Theater in Harlem. Does his choice to not attend the Harlem debate bother 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
<b>October 2005</b>	17%	17%	26%	38%	2%
White	8%	14%	31%	46%	1%
African American	25%	21%	25%	29%	<1%
Latino	24%	19%	21%	35%	1%

- Reverend Sharpton’s endorsement:** 62% of registered voters feel Reverend Sharpton’s endorsement of Fernando Ferrer does not make any difference to their vote. For voters who feel it makes a difference, 30% say it makes them less likely to support Ferrer, including 43% of white voters. 8% of registered voters say it makes them more likely to vote for Ferrer.

**Question Wording:** Does Reverend Al Sharptons's endorsement of Fernando Ferrer make you more likely or less likely to support Fernando Ferrer for mayor, or does it make no difference to you?

Registered Voters	More Likely	Less Likely	No Difference
<b>October 2005</b>	8%	30%	62%
White	2%	43%	55%
African American	11%	14%	75%
Latino	14%	24%	62%

**How the survey was conducted:**

This survey was conducted in either English or Spanish on October 9<sup>th</sup> through 11<sup>th</sup>, 2005. 711 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 390 likely voters and the results for this sub-sample are statistically significant at ±5%. The margin of error increases for cross-tabulations.