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The Race for New York City Mayor Bloomberg's Approval Rating

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

Bloomberg Has 15 Percentage Point Lead Over Thompson Among Likely Voters

The race for New York City mayor is in the homestretch, and if today were Election Day, Mayor Michael Bloomberg would handily win a third term. Bloomberg currently leads Democratic challenger Bill Thompson -- 53% to 38% -- among likely voters including those who are undecided yet leaning toward a candidate. Bloomberg's lead among likely voters is consistent with the results of a Marist survey last week when Bloomberg received 52% to Thompson's 36%.

Looking at political party, 45% of likely Democratic voters report they will back Bloomberg on Tuesday while 47% say they will support Thompson. On the Republican side, 74% of likely GOP voters are behind Bloomberg compared with 17% for Thompson. 60% of non-enrolled voters back Bloomberg, and 27% say they will cast their ballot for Thompson.

Among registered voters citywide, Bloomberg leads Thompson, 48% to 37%, a difference of 11 percentage points. Last week, Bloomberg garnered 47% of registered voters' support while Thompson received 38%, a gap of 9 percentage points.

Three-Quarters of Likely Voters Strongly Committed to Candidate

75% of likely voters citywide say they will not waver when it comes to their choice of candidate. An additional 20% report, regardless of whom they are planning to support, they are somewhat committed to their pick, and just 4% say they might change their minds before Tuesday.

The proportion of likely voters who strongly back their choice of candidate has grown since Marist last asked voters about their intensity of support. Last week, 65% said they will definitely not change their vote come Election Day. At that time, 26% were somewhat behind their candidate, and 8% reported they might change their vote.

Both Bloomberg and Thompson currently enjoy firm backing from their respective supporters. 77% of Bloomberg's supporters and 73% of Thompson's backers say they are

firmly committed to their candidate. Last week, those proportions were 71% for Bloomberg and 57% for Thompson.

A Tale of Two Candidates' Favorability Ratings

Mayor Bloomberg's favorability rating is on solid ground. 61% of registered voters say they have a positive view of the mayor while 32% of voters report they have an unflattering opinion of the mayor. These proportions are little changed from Marist's previous poll when 63% rated the mayor favorably and 33% had a negative perception of him.

Bill Thompson's favorability ratings have also not changed significantly since last week. 44% of voters maintain a positive impression of the comptroller, and 31% hold him in a negative light. 25% say they are either unsure how to rate him or have never heard of him. Last time, 47% viewed Thompson favorably, 33% held a negative impression of him, and 20% were unsure how to rate him.

Voters Care About Term Limits, But Does It Make a Difference?

Mayor Bloomberg's action to extend term limits from two to three terms is not a deciding factor for 45% of voters. Although a large proportion of voters -- 43% -- says it makes them less likely to vote for the mayor, this number has not grown through the course of the campaign. 9% report his action will make them more likely to vote for him.

Bloomberg's Approval Rating at 54%

A majority of New York City registered voters -- 54% -- think Mayor Michael Bloomberg is doing either an excellent or good job in office. 45%, on the other hand, say he is doing either a fair or poor job. The mayor's job approval rating has inched down for the first time since February. When Marist asked about Bloomberg's job performance last week, 58% gave him high marks.

Democrats are the difference in the mayor's lower approval rating. 51% of Democrats now say he is doing either an excellent or good job in office. In Marist's previous survey, 60% of Democrats held this view. Among New York City's GOP, 69% of registered Republicans think Bloomberg is doing an above average job as mayor. He received the same rating when Marist asked this question last week. When it comes to non-enrolled voters citywide, 55% approve of Mayor Bloomberg's job performance. Last week, half of non-enrolled voters approved of his job performance.

Voters also believe the city is on the right path. 56% say the city is moving in the right direction while 34% report it's travelling along the wrong course. Similar proportions of the electorate held these views last week.

Nature of the Sample: 974 New York City Registered Voters

This survey of 974 New York City registered voters, including 524 likely voters, was conducted on October 26th through October 28th, 2009. Registered voters were interviewed by telephone in proportion to the voter registration in each borough in New York City and adjusted for turnout in city elections. Telephone numbers were selected based upon a list of telephone exchanges from throughout the city. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Interviews were conducted in both English and Spanish. Results for registered voters are statistically significant at $\pm 3.5\%$; likely voters are statistically significant at $\pm 4.5\%$. The error margin increases for cross-tabulations.

Marist Poll October 30th 2009

NYC Registered Voter Tables

		Likely Voters			
		Matchup NYC Mayor Race 2009 including Absentee and Leaners			
		Michael Bloomberg, the Republican candidate	Bill Thompson, the Democratic candidate	Other	Undecided
		Row %	Row %	Row %	Row %
Likely Voters		53%	38%	4%	5%
Party Registration	Democrat	45%	47%	3%	5%
	Republican	74%	17%	3%	6%
	Non-enrolled	60%	27%	11%	3%
Political Ideology	Liberal	38%	51%	3%	8%
	Moderate	56%	35%	6%	4%
	Conservative	71%	25%	3%	1%
Gender	Men	51%	38%	4%	7%
	Women	54%	39%	4%	4%
Race	White	67%	30%	3%	1%
	African American	30%	53%	6%	11%
	Latino	54%	36%	5%	6%
Religion	Protestant	49%	38%	3%	10%
	Catholic	59%	33%	5%	3%
	Jewish	68%	29%	2%	1%
White Catholics	White Catholics	67%	26%	4%	2%
Age	Under 45	50%	39%	5%	6%
	45 or older	56%	37%	4%	4%
Education	Not college graduate	52%	40%	5%	3%
	College graduate	53%	38%	3%	6%
Household Income	Less than \$50,000	47%	43%	3%	7%
	\$50,000 or more	54%	40%	4%	1%
NYC Borough	Bronx	44%	44%	3%	9%
	Kings	50%	41%	4%	5%
	New York	54%	38%	3%	5%
	Queens	54%	36%	5%	5%
	Richmond	67%	24%	8%	0%

Marist Poll New York City Likely Voters with Absentee and Leaners "N=524 MOE +/- 4.5%". Totals may not add to 100 due to rounding.

		Registered Voters			
		Matchup NYC Mayor Race 2009			
		Michael Bloomberg, the Republican candidate	Bill Thompson, the Democratic candidate	Other	Undecided
		Row %	Row %	Row %	Row %
Registered Voters		48%	37%	2%	13%
Party Registration	Democrat	43%	43%	2%	13%
	Republican	73%	17%	2%	7%
	Non-enrolled	48%	31%	5%	16%
Political Ideology	Liberal	43%	45%	1%	11%
	Moderate	48%	34%	2%	16%
	Conservative	56%	31%	3%	10%
Gender	Men	50%	35%	3%	12%
	Women	45%	38%	2%	15%
Race	White	61%	29%	2%	8%
	African American	30%	51%	2%	17%
	Latino	45%	31%	2%	22%
Religion	Protestant	40%	39%	2%	19%
	Catholic	50%	34%	2%	14%
	Jewish	66%	25%	3%	7%
White Catholics	White Catholics	57%	30%	3%	10%
Age	Under 45	50%	35%	1%	14%
	45 or older	47%	39%	3%	12%
Education	Not college graduate	46%	38%	2%	13%
	College graduate	50%	35%	2%	14%
Household Income	Less than \$50,000	40%	42%	2%	16%
	\$50,000 or more	51%	36%	1%	11%
NYC Borough	Bronx	35%	38%	3%	25%
	Kings	44%	41%	3%	13%
	New York	52%	39%	1%	8%
	Queens	53%	33%	3%	11%
	Richmond	58%	23%	2%	18%
Marist Poll New York City Registered Voters "N=974 MOE +/- 3.5%". Totals may not add to 100 due to rounding.					

		Likely Voters			
		Would you say that you strongly support <Candidate> somewhat support him, or do you think that you might vote differently on election day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Likely Voters		75%	20%	4%	1%
Bloomberg Voters		77%	19%	4%	<1%
Thompson Voters		73%	22%	3%	2%
Party Registration	Democrat	73%	21%	5%	1%
	Republican	86%	12%	2%	0%
	Non-enrolled	64%	35%	0%	1%
Political Ideology	Liberal	73%	24%	3%	0%
	Moderate	75%	22%	2%	0%
	Conservative	80%	16%	5%	0%
Gender	Men	78%	18%	2%	1%
	Women	72%	22%	5%	1%
Race	White	70%	27%	2%	1%
	African American	90%	3%	7%	0%
	Latino	82%	13%	5%	0%
Religion	Protestant	76%	19%	5%	1%
	Catholic	81%	14%	4%	0%
	Jewish	68%	28%	4%	0%
White Catholics	White Catholics	78%	21%	1%	0%
Age	Under 45	71%	25%	3%	1%
	45 or older	79%	17%	4%	0%
Education	Not college graduate	77%	17%	4%	1%
	College graduate	72%	25%	2%	0%
Household Income	Less than \$50,000	79%	14%	7%	0%
	\$50,000 or more	74%	23%	1%	1%
NYC Borough	Bronx	71%	19%	8%	2%
	Kings	71%	23%	5%	0%
	New York	77%	20%	2%	1%
	Queens	78%	20%	2%	0%
	Richmond	76%	15%	3%	6%
Marist Poll New York City Likely Voters "N=524 MOE +/- 4.5%". Totals may not add to 100 due to rounding.					

		Registered Voters		
		In general, do you have a favorable or an unfavorable impression of Michael Bloomberg?		
		Favorable	Unfavorable	Unsure-Never heard
		Row %	Row %	Row %
Registered Voters		61%	32%	7%
Party Registration	Democrat	59%	35%	6%
	Republican	77%	22%	1%
	Non-enrolled	62%	29%	8%
Political Ideology	Liberal	58%	35%	7%
	Moderate	62%	32%	5%
	Conservative	69%	25%	6%
Gender	Men	63%	33%	3%
	Women	59%	31%	9%
Race	White	66%	30%	4%
	African American	55%	36%	9%
	Latino	62%	31%	7%
Religion	Protestant	62%	28%	10%
	Catholic	64%	32%	3%
	Jewish	70%	26%	4%
White Catholics	White Catholics	67%	31%	2%
Age	Under 45	63%	31%	6%
	45 or older	61%	33%	6%
Education	Not college graduate	59%	35%	6%
	College graduate	64%	30%	6%
Household Income	Less than \$50,000	59%	34%	7%
	\$50,000 or more	64%	33%	3%
NYC Borough	Bronx	52%	37%	10%
	Kings	55%	37%	8%
	New York	64%	30%	6%
	Queens	70%	26%	3%
	Richmond	64%	32%	4%
Marist Poll New York City Registered Voters "N=974 MOE +/- 3.5%". Totals may not add to 100 due to rounding.				

		Registered Voters		
		In general, do you have a favorable or an unfavorable impression of Bill Thompson?		
		Favorable	Unfavorable	Unsure-Never heard
		Row %	Row %	Row %
Registered Voters		44%	31%	25%
Party Registration	Democrat	49%	27%	24%
	Republican	22%	48%	30%
	Non-enrolled	41%	36%	23%
Political Ideology	Liberal	54%	22%	23%
	Moderate	41%	36%	22%
	Conservative	36%	37%	27%
Gender	Men	46%	34%	20%
	Women	42%	30%	29%
Race	White	37%	38%	25%
	African American	53%	23%	24%
	Latino	43%	31%	26%
Religion	Protestant	49%	28%	24%
	Catholic	38%	37%	25%
	Jewish	33%	36%	30%
White Catholics	White Catholics	39%	40%	21%
Age	Under 45	41%	33%	26%
	45 or older	47%	30%	23%
Education	Not college graduate	41%	33%	26%
	College graduate	48%	31%	22%
Household Income	Less than \$50,000	45%	29%	26%
	\$50,000 or more	46%	35%	20%
NYC Borough	Bronx	37%	38%	25%
	Kings	45%	26%	29%
	New York	48%	31%	21%
	Queens	44%	33%	23%
	Richmond	35%	35%	30%
Marist Poll New York City Registered Voters "N=974 MOE +/- 3.5%". Totals may not add to 100 due to rounding.				

		Registered Voters			
		Overall, did Mayor Bloomberg's decision to change term limits from two to three terms make you more likely or less likely to support him for mayor this year? If this issue doesn't make any difference to your vote, please say so.			
		More likely	Less likely	No difference	Unsure
		Row %	Row %	Row %	Row %
Registered Voters		9%	43%	45%	3%
Bloomberg Voters		17%	15%	66%	2%
Thompson Voters		3%	72%	23%	2%
Party Registration	Democrat	9%	48%	40%	3%
	Republican	14%	29%	56%	1%
	Non-enrolled	5%	42%	48%	5%
Political Ideology	Liberal	9%	50%	37%	3%
	Moderate	7%	45%	47%	1%
	Conservative	13%	32%	51%	4%
Gender	Men	7%	42%	48%	3%
	Women	11%	44%	43%	3%
Race	White	9%	42%	48%	1%
	African American	6%	45%	44%	5%
	Latino	16%	37%	45%	3%
Religion	Protestant	5%	46%	45%	3%
	Catholic	16%	37%	43%	4%
	Jewish	6%	34%	59%	2%
White Catholics	White Catholics	16%	42%	41%	1%
Age	Under 45	8%	41%	48%	3%
	45 or older	11%	45%	42%	2%
Education	Not college graduate	9%	37%	51%	2%
	College graduate	7%	52%	38%	3%
Household Income	Less than \$50,000	11%	37%	47%	5%
	\$50,000 or more	7%	51%	42%	1%
NYC Borough	Bronx	13%	44%	38%	5%
	Kings	7%	45%	47%	1%
	New York	12%	43%	42%	3%
	Queens	6%	39%	51%	4%
	Richmond	11%	44%	45%	0%
Marist Poll New York City Registered Voters "N=974 MOE +/- 3.5%". Totals may not add to 100 due to rounding.					

		Registered Voters				
		Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?				
		Excellent	Good	Fair	Poor	Unsure
		Row %	Row %	Row %	Row %	Row %
Registered Voters		14%	40%	33%	12%	1%
Party Registration	Democrat	12%	39%	36%	13%	1%
	Republican	27%	42%	19%	11%	1%
	Non-enrolled	16%	39%	39%	6%	0%
Political Ideology	Liberal	11%	41%	35%	11%	1%
	Moderate	13%	41%	36%	9%	1%
	Conservative	22%	38%	26%	14%	0%
Gender	Men	16%	39%	32%	12%	1%
	Women	14%	41%	34%	11%	1%
Race	White	19%	45%	25%	10%	0%
	African American	8%	30%	44%	17%	2%
	Latino	16%	37%	40%	8%	0%
Religion	Protestant	10%	38%	39%	12%	2%
	Catholic	20%	38%	31%	10%	1%
	Jewish	18%	50%	21%	10%	0%
White Catholics	White Catholics	23%	43%	23%	10%	0%
Age	Under 45	12%	40%	35%	12%	0%
	45 or older	18%	40%	29%	12%	2%
Education	Not college graduate	12%	38%	36%	13%	1%
	College graduate	17%	43%	29%	10%	1%
Household Income	Less than \$50,000	14%	37%	34%	14%	1%
	\$50,000 or more	16%	42%	31%	11%	0%
NYC Borough	Bronx	12%	38%	36%	12%	2%
	Kings	11%	38%	35%	15%	1%
	New York	18%	44%	25%	11%	1%
	Queens	18%	39%	36%	7%	0%
	Richmond	9%	36%	35%	19%	0%
Marist Poll New York City Registered Voters "N=974 MOE +/- 3.5%". Totals may not add to 100 due to rounding.						

		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 %
Registered Voters		56%	34%	10%
Party Registration	Democrat	55%	34%	11%
	Republican	56%	32%	13%
	Non-enrolled	56%	37%	7%
Political Ideology	Liberal	51%	39%	10%
	Moderate	58%	34%	8%
	Conservative	60%	30%	11%
Gender	Men	57%	34%	8%
	Women	54%	34%	12%
Race	White	58%	32%	9%
	African American	54%	38%	9%
	Latino	53%	32%	14%
Religion	Protestant	56%	31%	12%
	Catholic	59%	36%	5%
	Jewish	61%	28%	11%
White Catholics	White Catholics	63%	33%	5%
Age	Under 45	59%	33%	8%
	45 or older	54%	35%	11%
Education	Not college graduate	57%	32%	11%
	College graduate	56%	36%	9%
Household Income	Less than \$50,000	53%	32%	15%
	\$50,000 or more	59%	35%	5%
NYC Borough	Bronx	49%	41%	9%
	Kings	49%	38%	12%
	New York	57%	32%	11%
	Queens	67%	25%	8%
	Richmond	50%	39%	11%
Marist Poll New York City Registered Voters "N=974 MOE +/- 3.5%". Totals may not add to 100 due to rounding.				