



NY1-Marist Poll

Bounce in Bloomberg's Approval Rating

*** Complete Tables for Poll Appended ***

For Immediate Release: Tuesday, September 27, 2011

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This NY1-Marist Poll Reports:

New York City Mayor Michael Bloomberg's **job approval rating** may be on an upswing. According to this NY1-Marist Poll, 46% of registered voters citywide think Bloomberg is doing either an excellent or good job in office. Included here are 10% who report he is doing an excellent job and 36% who say he is doing a good one. More than one-third of voters -- 35% -- rate the mayor's job performance as fair while 18% believe he is performing poorly. Two percent are unsure.

Bloomberg's approval rating has been hovering around 40% since March. When NY1-Marist last reported this question in early August, 39% gave Bloomberg high marks, 35% thought he was doing a fair job, and 23% said his performance was subpar. Four percent, at that time, were unsure.

"For Mayor Bloomberg, the change is in his overall approval rating, not in his handling of the city budget, the direction of the city, or how New Yorkers think they will remember his years in office," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "The mayor's role in the observance of the 10th anniversary of 9/11 and his handling of Hurricane Irene may be responsible for the uptick in his standing."

By party:

- There has been an increase in the proportion of **Republican voters** who approve of Bloomberg's job performance. Nearly half -- 48% -- give him high marks while 39% did so in August.
- Among **Democrats**, 46% approve of how Bloomberg is doing in office, up from 37% last month.
- 42% of **non-enrolled** voters citywide applaud Bloomberg's job performance while 40% did so in NY1-Marist's previous survey.

By Borough:

- Bloomberg enjoys a bump in his approval rating in all of the boroughs except for Manhattan.
 - There has been a 17 percentage point increase in the proportion of **Bronx** voters who think the mayor is doing well in office. 48% give Bloomberg above average marks now while 31% did so in August.
 - In **Queens and Staten Island**, Mayor Bloomberg's approval rating stands at 47%, a 10 percentage point increase from last month when 37% of these voters shared this view.
 - 38% of voters in **Brooklyn** think Bloomberg is doing either an excellent or good job in office. This an increase of six percentage points from NY1-Marist's previous poll when 32% thought this way.
 - In **Manhattan**, half of voters -- 50% -- give the mayor kudos while 55% did the same last month.

Voters citywide divide about Mayor Bloomberg's **handling of the city's budget**. 46% approve of his performance on this issue while 46% disapprove. Eight percent are unsure. This is little changed from August when 43% gave the mayor a thumbs-up, 46% disapproved of how he is dealing with the budget, and 11%, at the time, were unsure.

Majority Views City as Moving in the Wrong Direction

52% of registered voters think New York City needs its course corrected while 42% say it is moving in the right direction. Six percent are unsure. Little has changed on this question since NY1-Marist last reported it in August. At that time, 51% believed the city was moving in the wrong direction, 40% said it was proceeding in the right one, and 9%, at the time, were unsure.

Bloomberg's Legacy Status Quo

How will Mayor Michael Bloomberg be remembered once his third term ends? 41% of registered voters say he will be remembered in a positive light. This includes 9% who think he will be thought of as one of the city's best mayors and 32% who say he will be recalled as an above average one. 41% believe his legacy will be average while 12% report he will be considered a below average mayor, and 6% say he will be remembered as one of the worst mayors in New York City history.

Voters' views toward the mayor's legacy are consistent. In August, 38% said Bloomberg would be fondly recalled as either one of the Big Apple's best mayors or an above average one. 39% believed he wouldn't be thought of as anything special, 12% reported he would be recalled as a below average mayor, and 11% said he will be remembered as one of the worst.

How the Survey was Conducted

Nature of the Sample: New York City Poll of 827 Adults

This survey of 827 New York City adults was conducted on September 20th through September 22nd, 2011. Adults 18 years of age and older residing in the five boroughs of New York City were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the city. The exchanges were selected to ensure that each borough was represented in proportion to its population. 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. Results are statistically significant within ± 3.5 percentage points. There are 623 registered voters. The results for this subset are statistically significant within ± 4.5 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - NYC Adults		
		NYC Adults
		Col %
NYC Adults		100%
NYC Registered Voters		75%
NYC Borough	Bronx	15%
	Brooklyn	30%
	Manhattan	21%
	Queens and Staten Island	34%
Income	Less than \$50,000	52%
	\$50,000 or more	48%
Race	White	35%
	African American	24%
	Latino	28%
	Other	13%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	26%
	Gen X (31-46)	26%
	Baby Boomers (47-65)	31%
	Silent-Greatest (Over 65)	17%
Age	Under 45	48%
	45 or older	52%
Gender	Men	48%
	Women	52%
Interview Type	Landline	79%
	Cell Phone	21%

NY1-Marist Poll NYC Adults: Interviews conducted September 20th through September 22nd, 2011, N=827 MOE +/- 3.5%. Totals may not add to 100 due to rounding.

Nature of the Sample: Registered Voters

Nature of the Sample - NYC Registered Voters		
		NYC Registered Voters
		Col %
NYC Registered Voters		100%
Party Registration	Democrat	67%
	Republican	11%
	Non-enrolled	20%
	Other	1%
Political Ideology	Liberal	37%
	Moderate	36%
	Conservative	27%
NYC Borough	Bronx	14%
	Brooklyn	30%
	Manhattan	22%
	Queens and Staten Island	34%
Income	Less than \$50,000	48%
	\$50,000 or more	52%
Race	White	39%
	African American	23%
	Latino	26%
	Other	12%
Race	White	39%
	Non White	61%
Generation	Millennials (18-30)	20%
	Gen X (31-46)	25%
	Baby Boomers (47-65)	36%
	Silent-Greatest (Over 65)	19%
Age	Under 45	41%
	45 or older	59%
Gender	Men	47%
	Women	53%
Interview Type	Landline	82%
	Cell Phone	18%

Marist Poll NYC Registered Voters: Interviews conducted September 20th through September 22nd, 2011, N=623 MOE +/- 4%. Totals may not add to 100 due to rounding.

Mayor Michael Bloomberg Approval Rating

Asked of NYC Registered Voters:

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

		NYC 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- Never Heard
		Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		10%	36%	35%	18%	2%
Party Registration	Democrat	9%	37%	34%	18%	2%
	Republican	14%	34%	37%	15%	<1%
	Non-enrolled	8%	34%	35%	19%	4%
NYC Borough	Bronx	5%	43%	41%	11%	<1%
	Brooklyn	7%	31%	38%	19%	4%
	Manhattan	14%	36%	27%	18%	4%
	Queens and Staten Island	11%	36%	33%	19%	1%
Income	Less than \$50,000	7%	36%	38%	15%	4%
	\$50,000 or more	12%	36%	30%	20%	1%
Race	White	12%	36%	31%	19%	1%
	African American	5%	33%	42%	17%	4%
	Latino	9%	36%	36%	18%	2%
Religion	Protestant	8%	37%	38%	15%	2%
	Catholic	8%	33%	35%	21%	3%
	Jewish	14%	34%	33%	18%	1%
Education	Not college graduate	8%	35%	40%	15%	2%
	College graduate	11%	37%	29%	21%	3%
Age	Under 45	7%	35%	38%	17%	4%
	45 or older	12%	36%	32%	18%	1%
Generation	Millennials (18-30)	8%	34%	43%	9%	6%
	Gen X (31-46)	8%	36%	32%	22%	2%
	Baby Boomers (47-65)	11%	29%	34%	25%	1%
	Silent-Greatest (Over 65)	11%	47%	30%	8%	4%
Gender	Men	10%	38%	32%	17%	3%
	Women	9%	34%	37%	18%	2%
Households with children under 18	Household with children	7%	36%	34%	22%	1%
	No children in household	11%	35%	35%	15%	3%
Interview Type	Landline	9%	37%	34%	18%	2%
	Cell Phone	11%	29%	38%	17%	5%

NY1-Marist Poll NYC Registered Voters: Interviews conducted September 20th through September 22nd, 2011, N=623
MOE +/- 4%. Totals may not add to 100 due to rounding.

Mayor Michael Bloomberg Approval Rating Over Time

Asked of NYC Registered Voters:

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

New York City 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
September 2011	10%	36%	35%	18%	2%
August 2011	8%	31%	35%	23%	4%
March 2011	9%	31%	38%	21%	1%
February 2011	10%	34%	29%	26%	1%
January 6, 2011	11%	26%	34%	26%	3%
October 20, 2010	14%	36%	30%	15%	5%
September 10, 2010	11%	38%	31%	18%	2%
August 10, 2010	13%	36%	33%	16%	2%
April 13, 2010	13%	43%	29%	13%	2%
October 30, 2009	14%	40%	33%	12%	1%
October 22, 2009	17%	41%	30%	11%	1%
September 21, 2009	17%	42%	29%	11%	1%
July 8, 2009	15%	43%	27%	13%	2%
May 13, 2009	13%	46%	25%	14%	2%
February 20, 2009	14%	38%	32%	15%	1%
November 2008	21%	38%	28%	11%	2%
October 2008	29%	39%	21%	11%	<1%
February 2008	22%	44%	25%	6%	3%
July 2007	21%	45%	22%	8%	4%
March 2006	20%	45%	24%	10%	1%
November 4, 2005	17%	46%	28%	9%	<1%
November 1, 2005	19%	45%	28%	7%	1%
October 2005	22%	43%	27%	7%	1%
September 2005	15%	46%	30%	8%	1%
August 2005	14%	39%	34%	12%	1%
July 2005	15%	43%	27%	12%	3%
June 10, 2005	11%	38%	35%	15%	1%
June 2, 2005	12%	43%	32%	12%	1%
April 2005	8%	40%	35%	16%	1%
March 2005	8%	35%	34%	21%	2%
December 2004	6%	40%	35%	18%	1%
September 2004	7%	35%	35%	21%	2%
April 2004	7%	33%	38%	19%	3%
March 2002	8%	42%	29%	6%	15%

Marist Poll New York City Registered Voters

Bloomberg on the City's Budget

Asked of NYC Registered Voters:

Question Wording: Do you approve or disapprove of how Mayor Michael Bloomberg is handling the city's budget?

		NYC Registered Voters		
		Do you approve or disapprove of how Mayor Michael Bloomberg is handling the city's budget?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
NYC Registered Voters		46%	46%	8%
Party Registration	Democrat	48%	43%	9%
	Republican	47%	51%	2%
	Non-enrolled	43%	50%	7%
NYC Borough	Bronx	39%	54%	7%
	Brooklyn	40%	50%	10%
	Manhattan	56%	35%	9%
	Queens and Staten Island	48%	46%	6%
Income	Less than \$50,000	40%	51%	9%
	\$50,000 or more	51%	44%	5%
Race	White	52%	40%	8%
	African American	42%	49%	9%
	Latino	37%	55%	7%
Religion	Protestant	48%	44%	8%
	Catholic	43%	51%	6%
	Jewish	47%	41%	12%
Education	Not college graduate	41%	49%	10%
	College graduate	53%	42%	5%
Age	Under 45	43%	49%	8%
	45 or older	49%	44%	7%
Generation	Millennials (18-30)	44%	43%	13%
	Gen X (31-46)	42%	54%	4%
	Baby Boomers (47-65)	44%	49%	6%
	Silent-Greatest (Over 65)	58%	32%	10%
Gender	Men	51%	44%	5%
	Women	42%	47%	11%
Households with children under 18	Household with children	42%	50%	8%
	No children in household	48%	44%	8%
Interview Type	Landline	47%	45%	8%
	Cell Phone	43%	51%	6%

NY1-Marist Poll NYC Registered Voters: Interviews conducted September 20th through September 22nd, 2011, N=623 MOE +/- 4%. Totals may not add to 100 due to rounding.

Bloomberg on the City's Budget Over Time

Asked of NYC Registered Voters:

Question Wording: Do you approve or disapprove of how Mayor Michael Bloomberg is handling the city's budget?

	New York City Registered Voters		
	Do you approve or disapprove of how Mayor Michael Bloomberg is handling the city's budget?		
	Approve	Disapprove	Unsure
	Row %	Row %	Row %
September 2011	46%	46%	8%
August 2011	43%	46%	11%
March 2011	38%	56%	6%
July 2009	49%	41%	10%

Marist Poll New York City Registered Voters

New York City Direction

Asked of NYC Registered Voters:

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 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 %
NYC Registered Voters		42%	52%	6%
Party Registration	Democrat	44%	50%	5%
	Republican	35%	60%	5%
	Non-enrolled	42%	54%	4%
NYC Borough	Bronx	46%	50%	4%
	Brooklyn	36%	55%	8%
	Manhattan	51%	45%	5%
	Queens and Staten Island	39%	56%	5%
Income	Less than \$50,000	39%	56%	6%
	\$50,000 or more	45%	51%	4%
Race	White	42%	51%	7%
	African American	40%	52%	8%
	Latino	46%	52%	2%
Religion	Protestant	40%	54%	6%
	Catholic	43%	53%	4%
	Jewish	41%	49%	10%
Education	Not college graduate	40%	54%	5%
	College graduate	43%	51%	6%
Age	Under 45	48%	48%	3%
	45 or older	38%	54%	8%
Generation	Millennials (18-30)	50%	44%	5%
	Gen X (31-46)	47%	50%	2%
	Baby Boomers (47-65)	33%	61%	6%
	Silent-Greatest (Over 65)	45%	44%	12%
Gender	Men	47%	49%	4%
	Women	37%	55%	8%
Households with children under 18	Household with children	43%	52%	5%
	No children in household	41%	53%	6%
Interview Type	Landline	41%	53%	6%
	Cell Phone	46%	49%	4%

NY1-Marist Poll NYC Registered Voters: Interviews conducted September 20th through September 22nd, 2011, N=623 MOE +/- 4%. Totals may not add to 100 due to rounding.

New York City Direction Over Time

Asked of NYC Registered Voters:

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?

New York City 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
September 2011	42%	52%	6%
August 2011	40%	51%	9%
March 2011	42%	53%	5%
February 2011	52%	44%	4%
January 6, 2011	38%	53%	9%
October 20, 2010	40%	47%	13%
September 10, 2010	46%	44%	10%
August 10, 2010	44%	47%	9%
April 27, 2010	41%	48%	11%
April 13, 2010	47%	45%	8%
October 30, 2009	56%	34%	10%
October 22, 2009	58%	33%	9%
September 21, 2009	54%	38%	8%
July 8, 2009	52%	38%	10%
May 13, 2009	53%	40%	7%
February 20, 2009	37%	49%	14%
November 2008	45%	47%	8%
March 2006	64%	30%	6%
November 4, 2005	69%	26%	5%
November 1, 2005	68%	23%	9%
October 2005	69%	23%	8%
September 2005	64%	28%	8%
August 2005	60%	31%	9%
July 2005	62%	29%	9%
June 2005	54%	37%	9%
December 2004	54%	41%	5%
September 2004	51%	43%	6%
Marist Poll New York City Registered Voters			

Bloomberg's Legacy

Asked of NYC Registered Voters:

Question Wording: When Michael Bloomberg finishes his third term as New York City mayor in 2013, do you think he will be remembered as one of the best mayors in New York City history, above average, about average, below average, or as one of the worst mayors in New York City's history?

		NYC Registered Voters				
		When Michael Bloomberg finishes his third term as New York City mayor in 2013, do you think he will be remembered as one of the best mayors in New York City history, above average, about average, below average, or as one of the worst mayors in New York City's history?				
		One of the best mayors	Above average	About average	Below average	One of the worst mayors
		Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		9%	32%	41%	12%	6%
Party Registration	Democrat	10%	32%	42%	11%	5%
	Republican	10%	32%	40%	15%	3%
	Non-enrolled	7%	28%	41%	13%	10%
NYC Borough	Bronx	3%	43%	34%	17%	3%
	Brooklyn	7%	24%	49%	13%	8%
	Manhattan	17%	35%	41%	3%	4%
	Queens and Staten Island	8%	32%	39%	14%	7%
Income	Less than \$50,000	4%	30%	46%	14%	6%
	\$50,000 or more	12%	34%	37%	11%	6%
Race	White	12%	34%	39%	10%	5%
	African American	9%	25%	49%	12%	5%
	Latino	8%	34%	38%	14%	6%
Religion	Protestant	8%	32%	43%	13%	3%
	Catholic	7%	30%	42%	14%	8%
	Jewish	13%	33%	39%	10%	4%
Education	Not college graduate	8%	26%	46%	14%	6%
	College graduate	10%	39%	36%	9%	6%
Age	Under 45	10%	31%	43%	13%	4%
	45 or older	8%	34%	40%	11%	7%
Generation	Millennials (18-30)	9%	34%	46%	9%	2%
	Gen X (31-46)	10%	31%	37%	16%	7%
	Baby Boomers (47-65)	7%	30%	40%	14%	9%
	Silent-Greatest (Over 65)	11%	35%	44%	6%	3%
Gender	Men	10%	35%	35%	13%	7%
	Women	8%	29%	47%	11%	5%
Households with children under 18	Household with children	6%	28%	43%	17%	7%
	No children in household	10%	34%	40%	9%	6%
Interview Type	Landline	9%	30%	41%	13%	6%
	Cell Phone	8%	38%	42%	6%	6%

NY1-Marist Poll NYC Registered Voters: Interviews conducted September 20th through September 22nd, 2011, N=623
MOE +/- 4%. Totals may not add to 100 due to rounding.

Bloomberg's Legacy Over Time

Asked of NYC Registered Voters:

Question Wording: When Michael Bloomberg finishes his third term as New York City mayor in 2013, do you think he will be remembered as one of the best mayors in New York City history, above average, about average, below average, or as one of the worst mayors in New York City's history?

	New York City Registered Voters				
	When Michael Bloomberg finishes his third term as New York City mayor in 2013, do you think he will be remembered as one of the best mayors in New York City history, above average, about average, below average, or as one of the worst mayors in New York City's history?				
	One of the best mayors	Above average	About average	Below average	One of the worst mayors
	Row %	Row %	Row %	Row %	Row %
September 2011	9%	32%	41%	12%	6%
August 2011	10%	28%	39%	12%	11%
March 2011	10%	29%	37%	15%	10%
January 6, 2011	12%	27%	35%	15%	10%
August 10, 2010	12%	34%	38%	11%	5%

Marist Poll New York City Registered Voters