

How the Survey was Conducted

Nature of the Sample: WSJ/NBC 4 NY/Marist Poll of 1,305 New York City Adults

This survey of 1,305 New York City adults was conducted October 6th through October 8th, 2013 by The Marist Poll sponsored in partnership with *The Wall Street Journal* and NBC 4 New York. Adults 18 years of age and older residing in New York City were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the city from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each borough was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and borough. Interviews were conducted in English or Spanish. Respondents in the household were selected by asking for the youngest male. Results for adults are statistically significant within ± 2.7 percentage points. There are 969 registered voters. Results for this subset are statistically significant within ± 3.1 percentage points. There are 495 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the 2013 election for mayor based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 4.4 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - New York City

		NYC Adults	NYC Registered Voters	NYC Likely Voters
		Col %	Col %	Col %
NYC Adults		100%		
NYC Registered Voters		74%	100%	
NYC Likely Voters		38%	51%	100%
Party Registration	Democrat	n/a	67%	66%
	Republican	n/a	12%	14%
	Independent	n/a	21%	19%
	Other	n/a	1%	1%
Political Ideology	Liberal	n/a	34%	34%
	Moderate	n/a	43%	46%
	Conservative	n/a	23%	20%
White Liberal		n/a	13%	15%
NYC Borough	Bronx	16%	15%	13%
	Brooklyn	30%	30%	28%
	Manhattan	21%	22%	26%
	Queens	28%	28%	25%
	Staten Island	5%	5%	7%
Income	Less than \$50,000	51%	46%	39%
	\$50,000 or more	49%	54%	61%
Race	White	35%	40%	47%
	African American	22%	22%	20%
	Latino	27%	24%	21%
	Asian	14%	13%	11%
	Other	2%	2%	2%
Age	18 to 29	24%	18%	13%
	30 to 44	29%	27%	26%
	45 to 59	23%	26%	29%
	60 or older	24%	29%	33%
Age	Under 45	53%	45%	38%
	45 or older	47%	55%	62%
Religion	Protestant	23%	25%	24%
	Catholic	36%	34%	34%
	Jewish	12%	15%	17%
	Other	11%	11%	9%
	No Religion	18%	16%	16%
White Catholics		13%	14%	16%
Education	Not college graduate	51%	46%	39%
	College graduate	49%	54%	61%
Union Household		23%	26%	29%
Gender	Men	47%	47%	47%
	Women	53%	53%	53%
Interview Type	Landline	63%	68%	73%
	Cell Phone	37%	32%	27%

WSJ/NBC 4 NY/Marist Poll NYC Adults: Interviews conducted October 6th through October 8th, 2013, n=1305 MOE +/- 2.7 percentage points. NYC Registered Voters: n=969 MOE +/- 3.1 percentage points. NYC Likely Voters: n=495 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

		NYC Likely Voters				
		NYC election for mayor including those who are undecided yet leaning toward a candidate or voted absentee				
		Bill de Blasio, the Democratic party candidate	Joe Lhota, the Republican party candidate	Adolfo Carrion, the Independence party candidate	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
NYC Likely Voters		67%	23%	2%	1%	7%
Party Registration	Democrat	82%	13%	1%	1%	3%
	Republican	16%	69%	1%	1%	12%
	Non-enrolled	58%	21%	7%	0%	13%
Political Ideology	Liberal	90%	5%	1%	1%	3%
	Moderate	65%	26%	2%	1%	7%
	Conservative	38%	50%	3%	1%	8%
White liberal		89%	6%	0%	1%	4%
Intensity of Support	Strongly support	76%	24%	1%	0%	0%
	Somewhat support	72%	25%	3%	0%	0%
	Might vote differently	51%	43%	6%	0%	0%
Bloomberg Policies	Continue	48%	41%	2%	0%	8%
	New direction	77%	14%	2%	1%	5%
Bloomberg Approval Rating	Excellent-Good	59%	31%	2%	0%	8%
	Fair-Poor	77%	15%	2%	1%	5%
NYC Borough	Bronx	73%	17%	4%	0%	5%
	Brooklyn	68%	23%	1%	1%	7%
	Manhattan	67%	23%	2%	0%	7%
	Queens and Staten Island	64%	25%	2%	2%	7%
Income	Less than \$50,000	74%	17%	2%	1%	6%
	\$50,000 or more	65%	26%	2%	1%	6%
Race	White	57%	33%	2%	1%	7%
	African American	89%	4%	1%	1%	5%
	Latino	76%	14%	2%	1%	7%
Religion	Protestant	77%	14%	3%	1%	6%
	Catholic	61%	31%	2%	0%	5%
	Jewish	61%	26%	2%	2%	9%
White Catholics		45%	47%	2%	1%	5%
Education	Not college graduate	70%	21%	2%	1%	7%
	College graduate	66%	24%	2%	1%	7%
Age	Under 45	68%	20%	2%	1%	9%
	45 or older	68%	24%	2%	1%	4%
Gender	Men	65%	24%	3%	1%	7%
	Women	69%	22%	1%	1%	7%
Union Household		73%	17%	2%	1%	8%
Interview Type	Landline	66%	24%	2%	1%	6%
	Cell Phone	69%	18%	2%	1%	10%

WSJ/NBC 4 NY/Marist Poll NYC Likely Voters: Interviews conducted October 6th through October 8th, 2013, n=495 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

		NYC Likely Voters with a Candidate Preference			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
NYC Likely Voters with a Candidate Preference		54%	36%	9%	2%
Choice in Election for Mayor	Bill de Blasio	56%	36%	6%	2%
	Joe Lhota	49%	35%	15%	1%
Political Ideology	Liberal	62%	31%	6%	1%
	Moderate	48%	42%	10%	0%
	Conservative	56%	28%	14%	2%
Income	Less than \$50,000	58%	30%	12%	1%
	\$50,000 or more	52%	39%	8%	0%
Race	White	51%	39%	9%	1%
	African American	66%	26%	8%	0%
	Latino	54%	33%	11%	2%
Education	Not college graduate	53%	32%	11%	3%
	College graduate	54%	38%	8%	0%
Age	Under 45	43%	44%	11%	2%
	45 or older	58%	32%	8%	1%
Gender	Men	56%	33%	9%	2%
	Women	51%	38%	9%	1%
Union Household		52%	43%	6%	0%
Interview Type	Landline	54%	36%	9%	1%
	Cell Phone	52%	36%	9%	3%

WSJ/NBC 4 NY/Marist Poll NYC Likely Voters with a Candidate Preference for Mayor: Interviews conducted October 6th through October 8th, 2013, n=407 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters				
		NYC election for mayor including those who are undecided yet leaning toward a candidate or voted absentee				
		Bill de Blasio, the Democratic party candidate	Joe Lhota, the Republican party candidate	Adolfo Carrion, the Independence party candidate	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		66%	20%	3%	2%	9%
NYC Likely Voters		67%	23%	2%	1%	7%
Party Registration	Democrat	81%	11%	1%	2%	5%
	Republican	16%	66%	2%	3%	13%
	Non-enrolled	57%	19%	7%	1%	16%
Political Ideology	Liberal	85%	5%	3%	1%	6%
	Moderate	65%	23%	3%	2%	8%
	Conservative	43%	40%	3%	2%	12%
White liberal		83%	6%	1%	2%	7%
Intensity of Support	Strongly support	78%	22%	1%	0%	0%
	Somewhat support	73%	22%	5%	0%	0%
	Might vote differently	54%	40%	6%	0%	0%
Bloomberg Policies	Continue	49%	37%	4%	1%	9%
	New direction	75%	13%	3%	2%	8%
Bloomberg Approval Rating	Excellent-Good	58%	28%	3%	1%	9%
	Fair-Poor	74%	13%	4%	2%	7%
NYC Borough	Bronx	72%	14%	5%	2%	7%
	Brooklyn	66%	21%	3%	2%	9%
	Manhattan	67%	22%	2%	1%	8%
	Queens and Staten Island	64%	20%	3%	3%	10%
Income	Less than \$50,000	71%	16%	3%	2%	8%
	\$50,000 or more	64%	24%	3%	2%	8%
Race	White	55%	30%	3%	2%	9%
	African American	84%	4%	3%	2%	7%
	Latino	73%	13%	3%	1%	10%
Religion	Protestant	75%	12%	3%	2%	8%
	Catholic	61%	26%	3%	1%	9%
	Jewish	59%	26%	2%	3%	10%
White Catholics		42%	44%	3%	2%	9%
Education	Not college graduate	67%	17%	3%	2%	10%
	College graduate	66%	21%	3%	2%	8%
Age	Under 45	66%	18%	4%	2%	10%
	45 or older	68%	21%	3%	2%	7%
Age	18 to 29	65%	17%	5%	1%	12%
	30 to 44	67%	18%	4%	2%	9%
	45 to 59	72%	18%	3%	1%	6%
	60 or older	63%	25%	2%	2%	7%
	Gender		63%	21%	4%	2%
	Men	69%	19%	2%	2%	8%
Union Household		69%	15%	4%	2%	11%
Interview Type	Landline	66%	21%	4%	2%	8%
	Cell Phone	67%	18%	2%	1%	12%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969 MOE +/- 3.1 percentage points. NYC Likely Voters: n=495 MOE +/- 4.4. Totals may not add to 100% due to rounding.

		NYC Registered Voters	NYC Likely Voters
		Col %	Col %
NYC full ballot for mayor including those who are undecided yet leaning toward a candidate or voted absentee	Bill de Blasio	63%	64%
	Joe Lhota	17%	21%
	Adolfo Carrion	2%	2%
	Jack Hidary	1%	1%
	Michael Greys	1%	1%
	Erick Salgado	1%	<1%
	Anthony Gronowicz	1%	<1%
	James McMillian	<1%	<1%
	Michael Sanchez	<1%	<1%
	Randy Credico	<1%	<1%
	Dan Fein	<1%	<1%
	Joseph Melaragno	<1%	<1%
	Sam Sloan	<1%	<1%
	Michael Dilger	<1%	<1%
	Carl Person	<1%	<1%
	Other	2%	1%
Undecided	11%	8%	

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969 MOE +/- 3.1 percentage points. NYC Likely Voters: n=495 MOE +/- 4.4. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Overall, do you have a favorable or an unfavorable impression of Bill de Blasio?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
NYC Registered Voters		65%	23%	12%
NYC Likely Voters		68%	22%	9%
Party Registration	Democrat	75%	15%	10%
	Republican	27%	60%	12%
	Non-enrolled	60%	24%	16%
Political Ideology	Liberal	83%	11%	6%
	Moderate	67%	22%	11%
	Conservative	41%	44%	15%
NYC Borough	Bronx	62%	23%	15%
	Brooklyn	67%	23%	10%
	Manhattan	69%	21%	9%
	Queens and Staten Island	62%	24%	14%
Income	Less than \$50,000	67%	21%	13%
	\$50,000 or more	68%	24%	8%
Race	White	59%	31%	10%
	African American	76%	14%	10%
	Latino	68%	18%	14%
Religion	Protestant	69%	16%	15%
	Catholic	59%	28%	13%
	Jewish	65%	27%	8%
Education	Not college graduate	61%	24%	14%
	College graduate	70%	21%	9%
Age	Under 45	65%	21%	14%
	45 or older	66%	24%	10%
Age	18 to 29	61%	20%	19%
	30 to 44	67%	22%	11%
	45 to 59	68%	23%	9%
	60 or older	64%	26%	11%
Gender	Men	64%	24%	12%
	Women	66%	22%	12%
Union Household		70%	19%	11%
Interview Type	Landline	65%	25%	10%
	Cell Phone	67%	18%	16%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969
MOE +/- 3.1 percentage points. NYC Likely Voters: n=495 MOE +/- 4.4. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Overall, do you have a favorable or an unfavorable impression of Joe Lhota?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
NYC Registered Voters		32%	43%	25%
NYC Likely Voters		36%	43%	21%
Party Registration	Democrat	25%	48%	26%
	Republican	65%	12%	23%
	Non-enrolled	32%	43%	24%
Political Ideology	Liberal	22%	53%	25%
	Moderate	36%	42%	23%
	Conservative	43%	33%	24%
NYC Borough	Bronx	18%	55%	27%
	Brooklyn	34%	38%	28%
	Manhattan	40%	40%	20%
	Queens and Staten Island	31%	43%	26%
Income	Less than \$50,000	27%	43%	29%
	\$50,000 or more	37%	45%	18%
Race	White	46%	36%	18%
	African American	17%	52%	32%
	Latino	26%	48%	26%
Religion	Protestant	20%	48%	32%
	Catholic	40%	38%	22%
	Jewish	43%	38%	19%
Education	Not college graduate	25%	45%	30%
	College graduate	38%	41%	20%
Age	Under 45	28%	43%	29%
	45 or older	35%	43%	23%
Age	18 to 29	27%	41%	31%
	30 to 44	29%	43%	28%
	45 to 59	30%	47%	23%
	60 or older	39%	39%	23%
Gender	Men	35%	42%	23%
	Women	29%	43%	28%
Union Household		26%	52%	22%
Interview Type	Landline	35%	44%	21%
	Cell Phone	24%	41%	35%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969
MOE +/- 3.1 percentage points. NYC Likely Voters: n=495 MOE +/- 4.4. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Which candidate for mayor is better able to make New York City more affordable for the average family:		
		Bill de Blasio	Joe Lhota	Unsure
		Row %	Row %	Row %
NYC Registered Voters		67%	19%	14%
Political Ideology	Liberal	81%	7%	12%
	Moderate	71%	16%	13%
	Conservative	44%	43%	13%
NYC Borough	Bronx	65%	20%	15%
	Brooklyn	75%	16%	9%
	Manhattan	67%	21%	12%
	Queens and Staten Island	59%	21%	19%
Income	Less than \$50,000	71%	18%	11%
	\$50,000 or more	66%	19%	15%
Race	White	59%	29%	12%
	African American	85%	6%	9%
	Latino	70%	16%	14%
Education	Not college graduate	69%	20%	12%
	College graduate	66%	18%	15%
Age	Under 45	66%	21%	13%
	45 or older	69%	18%	13%
Age	18 to 29	61%	24%	16%
	30 to 44	69%	19%	12%
	45 to 59	80%	13%	7%
	60 or older	58%	23%	19%
Gender	Men	59%	25%	16%
	Women	73%	15%	12%
Union Household		74%	15%	11%
Interview Type	Landline	69%	20%	11%
	Cell Phone	62%	18%	20%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters Split Sample: Interviews conducted October 6th through October 8th, 2013, n=493 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Which candidate for mayor is more likely to improve the city's public schools:		
		Bill de Blasio	Joe Lhota	Unsure
		Row %	Row %	Row %
NYC Registered Voters		65%	19%	16%
Political Ideology	Liberal	82%	7%	11%
	Moderate	65%	20%	14%
	Conservative	44%	35%	21%
NYC Borough	Bronx	69%	17%	14%
	Brooklyn	67%	21%	12%
	Manhattan	59%	23%	18%
	Queens and Staten Island	64%	17%	19%
Income	Less than \$50,000	69%	16%	15%
	\$50,000 or more	63%	23%	14%
Race	White	53%	30%	17%
	African American	81%	7%	12%
	Latino	71%	16%	14%
Education	Not college graduate	67%	19%	15%
	College graduate	64%	20%	17%
Age	Under 45	63%	19%	18%
	45 or older	67%	20%	14%
Age	18 to 29	57%	20%	23%
	30 to 44	66%	18%	15%
	45 to 59	76%	16%	8%
	60 or older	58%	23%	19%
Gender	Men	56%	27%	17%
	Women	71%	14%	15%
Union Household		71%	18%	11%
Interview Type	Landline	66%	21%	13%
	Cell Phone	62%	16%	22%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters Split Sample: Interviews conducted October 6th through October 8th, 2013, n=493 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Which candidate for mayor will better unite the city:		
		Bill de Blasio	Joe Lhota	Unsure
		Row %	Row %	Row %
NYC Registered Voters		63%	21%	16%
Political Ideology	Liberal	80%	12%	8%
	Moderate	64%	23%	13%
	Conservative	47%	37%	16%
NYC Borough	Bronx	61%	24%	15%
	Brooklyn	65%	17%	18%
	Manhattan	69%	19%	12%
	Queens and Staten Island	59%	24%	16%
Income	Less than \$50,000	68%	17%	15%
	\$50,000 or more	63%	24%	13%
Race	White	58%	27%	15%
	African American	74%	11%	15%
	Latino	70%	18%	12%
Education	Not college graduate	59%	22%	19%
	College graduate	68%	20%	12%
Age	Under 45	64%	20%	15%
	45 or older	64%	21%	15%
Age	18 to 29	59%	23%	18%
	30 to 44	68%	19%	13%
	45 to 59	64%	22%	14%
	60 or older	63%	21%	16%
Gender	Men	63%	22%	15%
	Women	64%	20%	16%
Union Household		67%	12%	21%
Interview Type	Landline	66%	20%	14%
	Cell Phone	59%	23%	19%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters Split Sample: Interviews conducted October 6th through October 8th, 2013, n=476 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Which candidate for mayor has the experience to manage the city:		
		Bill de Blasio	Joe Lhota	Unsure
		Row %	Row %	Row %
NYC Registered Voters		53%	29%	18%
Political Ideology	Liberal	70%	17%	13%
	Moderate	53%	36%	11%
	Conservative	35%	44%	21%
NYC Borough	Bronx	61%	23%	16%
	Brooklyn	57%	25%	19%
	Manhattan	48%	33%	19%
	Queens and Staten Island	50%	33%	17%
Income	Less than \$50,000	58%	25%	17%
	\$50,000 or more	51%	33%	16%
Race	White	44%	39%	17%
	African American	68%	19%	13%
	Latino	64%	18%	18%
Education	Not college graduate	51%	26%	23%
	College graduate	55%	32%	13%
Age	Under 45	53%	26%	21%
	45 or older	54%	30%	15%
Age	18 to 29	47%	29%	24%
	30 to 44	57%	24%	19%
	45 to 59	59%	29%	12%
	60 or older	50%	32%	18%
Gender	Men	50%	32%	18%
	Women	56%	26%	18%
Union Household		56%	21%	23%
Interview Type	Landline	55%	30%	15%
	Cell Phone	48%	27%	24%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters Split Sample: Interviews conducted October 6th through October 8th, 2013, n=476 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Which candidate for mayor is more likely to keep crime down:		
		Bill de Blasio	Joe Lhota	Unsure
		Row %	Row %	Row %
NYC Registered Voters		52%	31%	17%
Political Ideology	Liberal	72%	17%	11%
	Moderate	50%	33%	17%
	Conservative	33%	46%	21%
NYC Borough	Bronx	56%	24%	19%
	Brooklyn	52%	33%	15%
	Manhattan	53%	32%	15%
	Queens and Staten Island	50%	30%	20%
Income	Less than \$50,000	62%	22%	16%
	\$50,000 or more	45%	39%	16%
Race	White	41%	47%	12%
	African American	65%	13%	22%
	Latino	58%	25%	17%
Education	Not college graduate	59%	25%	16%
	College graduate	47%	35%	18%
Age	Under 45	52%	30%	18%
	45 or older	53%	31%	16%
Age	18 to 29	59%	21%	20%
	30 to 44	48%	36%	17%
	45 to 59	62%	25%	14%
	60 or older	45%	36%	18%
Gender	Men	45%	38%	16%
	Women	57%	25%	18%
Union Household		54%	34%	12%
Interview Type	Landline	53%	32%	15%
	Cell Phone	51%	28%	22%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters Split Sample: Interviews conducted October 6th through October 8th, 2013, n=493 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Which candidate for mayor is better able to handle the city's finances:		
		Bill de Blasio	Joe Lhota	Unsure
		Row %	Row %	Row %
NYC Registered Voters		49%	33%	19%
Political Ideology	Liberal	70%	19%	11%
	Moderate	45%	43%	12%
	Conservative	33%	41%	26%
NYC Borough	Bronx	56%	25%	19%
	Brooklyn	48%	32%	20%
	Manhattan	47%	38%	15%
	Queens and Staten Island	46%	34%	20%
Income	Less than \$50,000	55%	25%	20%
	\$50,000 or more	44%	40%	16%
Race	White	38%	46%	15%
	African American	66%	17%	17%
	Latino	57%	21%	22%
Education	Not college graduate	48%	28%	24%
	College graduate	50%	37%	13%
Age	Under 45	47%	32%	21%
	45 or older	49%	34%	17%
Age	18 to 29	46%	31%	23%
	30 to 44	48%	33%	19%
	45 to 59	53%	32%	15%
	60 or older	46%	35%	19%
Gender	Men	47%	34%	19%
	Women	50%	32%	18%
Union Household		57%	21%	22%
Interview Type	Landline	49%	33%	17%
	Cell Phone	47%	31%	22%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters Split Sample: Interviews conducted October 6th through October 8th, 2013, n=476 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters			
		Do you think Bill de Blasio is too liberal, too conservative, or about right?'			
		Too liberal	Too conservative	About right	Unsure
		Row %	Row %	Row %	Row %
NYC Registered Voters		24%	3%	59%	14%
Party Registration	Democrat	17%	4%	69%	10%
	Republican	59%	2%	24%	14%
	Non-enrolled	23%	1%	55%	20%
Political Ideology	Liberal	12%	2%	78%	9%
	Moderate	29%	3%	58%	11%
	Conservative	37%	4%	39%	19%
NYC Borough	Bronx	16%	3%	68%	13%
	Brooklyn	23%	2%	61%	14%
	Manhattan	22%	3%	63%	12%
	Queens and Staten Island	29%	4%	52%	16%
Income	Less than \$50,000	18%	3%	65%	14%
	\$50,000 or more	30%	3%	56%	11%
Race	White	39%	2%	49%	10%
	African American	7%	3%	78%	12%
	Latino	16%	5%	63%	16%
Religion	Protestant	19%	2%	67%	12%
	Catholic	31%	4%	52%	13%
	Jewish	31%	3%	58%	9%
Education	Not college graduate	19%	4%	62%	15%
	College graduate	28%	2%	58%	12%
Age	Under 45	21%	3%	61%	15%
	45 or older	27%	3%	58%	12%
Age	18 to 29	14%	3%	64%	18%
	30 to 44	25%	3%	59%	14%
	45 to 59	22%	4%	65%	9%
	60 or older	30%	3%	52%	15%
Gender	Men	27%	2%	56%	15%
	Women	21%	3%	62%	13%
Union Household		20%	2%	64%	13%
Interview Type	Landline	28%	3%	58%	12%
	Cell Phone	15%	4%	64%	17%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters			
		Do you think Joe Lhota is too liberal, too conservative, or about right?			
		Too liberal	Too conservative	About right	Unsure
		Row %	Row %	Row %	Row %
NYC Registered Voters		8%	31%	35%	26%
Party Registration	Democrat	8%	37%	29%	26%
	Republican	4%	13%	66%	17%
	Non-enrolled	7%	26%	35%	32%
Political Ideology	Liberal	4%	48%	24%	24%
	Moderate	7%	30%	38%	25%
	Conservative	16%	12%	50%	22%
NYC Borough	Bronx	10%	27%	35%	28%
	Brooklyn	9%	27%	33%	31%
	Manhattan	7%	39%	35%	19%
	Queens and Staten Island	6%	31%	37%	26%
Income	Less than \$50,000	12%	23%	35%	30%
	\$50,000 or more	5%	39%	35%	20%
Race	White	5%	36%	43%	16%
	African American	11%	31%	26%	32%
	Latino	11%	29%	31%	29%
Religion	Protestant	10%	29%	27%	33%
	Catholic	8%	27%	41%	24%
	Jewish	7%	42%	36%	15%
Education	Not college graduate	12%	25%	33%	31%
	College graduate	4%	37%	37%	22%
Age	Under 45	8%	24%	41%	28%
	45 or older	8%	38%	31%	24%
Age	18 to 29	7%	16%	45%	32%
	30 to 44	9%	29%	38%	25%
	45 to 59	8%	41%	30%	22%
	60 or older	8%	35%	31%	26%
Gender	Men	8%	33%	36%	22%
	Women	7%	29%	34%	29%
Union Household		4%	40%	30%	26%
Interview Type	Landline	8%	33%	36%	23%
	Cell Phone	8%	26%	32%	33%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters			
		Bill de Blasio went on his honeymoon to Cuba and supported the Sandinistas in Nicaragua. Does this make you more likely to support Bill de Blasio for mayor, less likely to support Bill de Blasio for mayor, or does it not make any difference to you?			
		More likely	Less likely	Makes no difference	Unsure
		Row %	Row %	Row %	Row %
NYC Registered Voters		8%	16%	72%	4%
Party Registration	Democrat	9%	12%	75%	4%
	Republican	2%	39%	55%	4%
	Non-enrolled	11%	15%	68%	6%
Political Ideology	Liberal	13%	10%	76%	1%
	Moderate	5%	17%	73%	5%
	Conservative	8%	24%	63%	5%
NYC Borough	Bronx	8%	13%	75%	4%
	Brooklyn	8%	13%	74%	4%
	Manhattan	9%	17%	72%	2%
	Queens and Staten Island	8%	19%	68%	5%
Income	Less than \$50,000	11%	15%	69%	4%
	\$50,000 or more	6%	17%	73%	4%
Race	White	5%	25%	67%	3%
	African American	9%	3%	82%	6%
	Latino	13%	14%	70%	4%
Religion	Protestant	11%	9%	74%	6%
	Catholic	5%	21%	70%	3%
	Jewish	4%	20%	74%	2%
Education	Not college graduate	8%	15%	71%	6%
	College graduate	8%	16%	73%	3%
Age	Under 45	9%	11%	75%	4%
	45 or older	7%	20%	69%	4%
Age	18 to 29	14%	5%	78%	4%
	30 to 44	6%	16%	74%	4%
	45 to 59	9%	18%	69%	4%
	60 or older	5%	22%	69%	5%
	Gender	Men	8%	17%	71%
	Women	8%	15%	72%	5%
Union Household		9%	11%	76%	4%
Interview Type	Landline	5%	19%	72%	3%
	Cell Phone	15%	8%	71%	6%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		From what you have read, seen, or heard about Joe Lhota, the Republican candidate for mayor, would you describe him as independent from the national Republican Party on most issues or not independent from the national Republican Party on most issues?		
		He is independent from the national Republican Party on most issues	He is not independent from the national Republican Party on most issues	You are unsure where he stands on most issues
		Row %	Row %	Row %
NYC Registered Voters		36%	40%	24%
Party Registration	Democrat	35%	44%	22%
	Republican	48%	30%	22%
	Non-enrolled	34%	40%	26%
Political Ideology	Liberal	37%	47%	16%
	Moderate	34%	44%	22%
	Conservative	42%	28%	29%
NYC Borough	Bronx	33%	39%	28%
	Brooklyn	37%	36%	27%
	Manhattan	41%	43%	16%
	Queens and Staten Island	33%	43%	24%
Income	Less than \$50,000	33%	41%	26%
	\$50,000 or more	40%	41%	18%
Race	White	43%	37%	19%
	African American	26%	46%	28%
	Latino	33%	43%	24%
Religion	Protestant	23%	49%	28%
	Catholic	39%	40%	21%
	Jewish	42%	37%	21%
Education	Not college graduate	35%	38%	27%
	College graduate	37%	43%	20%
Age	Under 45	37%	40%	23%
	45 or older	35%	41%	23%
Age	18 to 29	36%	42%	22%
	30 to 44	38%	39%	23%
	45 to 59	32%	46%	22%
	60 or older	38%	37%	24%
Gender	Men	40%	43%	17%
	Women	33%	38%	29%
Union Household		36%	43%	21%
Interview Type	Landline	38%	40%	22%
	Cell Phone	33%	41%	27%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969
MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters*			
		Does the fact that Joe Lhota is <independent from the national Republican Party/ not independent from the national Republican Party/unsure where he stands> make you more likely or less likely to support him for mayor or does it not make any difference?			
		More likely	Less likely	No difference	Unsure
		Row %	Row %	Row %	Row %
NYC Registered Voters*		19%	24%	53%	4%
Party Registration	Democrat	18%	29%	50%	3%
	Republican	27%	8%	62%	3%
	Non-enrolled	21%	22%	52%	5%
Political Ideology	Liberal	18%	30%	50%	3%
	Moderate	22%	26%	49%	4%
	Conservative	18%	15%	62%	5%
Joe Lhota and the National Republican Party	Independent on most issues	42%	6%	51%	0%
	Not independent on most issues	6%	39%	54%	1%
	Unsure where he stands on most issues	5%	27%	52%	15%
NYC Borough	Bronx	10%	28%	56%	5%
	Brooklyn	19%	24%	53%	4%
	Manhattan	23%	28%	46%	3%
	Queens and Staten Island	20%	21%	55%	4%
Income	Less than \$50,000	15%	24%	55%	6%
	\$50,000 or more	23%	26%	49%	2%
Race	White	24%	22%	51%	2%
	African American	8%	31%	56%	5%
	Latino	20%	26%	48%	6%
Religion	Protestant	12%	28%	54%	5%
	Catholic	17%	22%	55%	5%
	Jewish	28%	25%	45%	3%
Education	Not college graduate	16%	22%	57%	6%
	College graduate	21%	27%	50%	2%
Age	Under 45	20%	24%	51%	5%
	45 or older	18%	25%	54%	3%
Age	18 to 29	15%	22%	59%	4%
	30 to 44	23%	26%	46%	5%
	45 to 59	16%	28%	53%	3%
	60 or older	19%	22%	56%	3%
Gender	Men	23%	22%	52%	3%
	Women	15%	27%	53%	5%
Union Household		20%	27%	50%	3%
Interview Type	Landline	17%	25%	54%	3%
	Cell Phone	22%	22%	50%	6%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=925 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

*This question was not asked of those who refused to answer the question: From what you have read, seen, or heard about Joe Lhota, the Republican candidate for mayor, would you describe him as independent from the national Republican Party on most issues or not independent from the national Republican Party on most issues?

		NYC Registered Voters			
		Does former New York City Mayor Rudy Giuliani's endorsement of Joe Lhota the Republican candidate for New York City mayor this year, make you more likely or less likely to vote for Joe Lhota?			
		More likely	Less likely	No difference	Unsure
		Row %	Row %	Row %	Row %
NYC Registered Voters		31%	47%	18%	3%
Party Registration	Democrat	22%	57%	18%	3%
	Republican	72%	8%	18%	2%
	Non-enrolled	35%	42%	20%	3%
Political Ideology	Liberal	15%	65%	17%	2%
	Moderate	33%	44%	21%	3%
	Conservative	56%	29%	12%	3%
NYC Borough	Bronx	27%	52%	14%	7%
	Brooklyn	32%	49%	16%	3%
	Manhattan	28%	48%	23%	1%
	Queens and Staten Island	36%	42%	19%	3%
Income	Less than \$50,000	34%	46%	16%	4%
	\$50,000 or more	29%	51%	18%	2%
Race	White	39%	41%	18%	2%
	African American	11%	69%	15%	5%
	Latino	34%	43%	20%	3%
Religion	Protestant	25%	58%	15%	2%
	Catholic	38%	38%	22%	3%
	Jewish	38%	43%	17%	2%
Education	Not college graduate	34%	47%	15%	4%
	College graduate	29%	48%	21%	2%
Age	Under 45	38%	42%	17%	3%
	45 or older	26%	51%	19%	3%
Age	18 to 29	44%	39%	15%	1%
	30 to 44	34%	44%	19%	4%
	45 to 59	23%	54%	20%	3%
	60 or older	29%	48%	19%	4%
Gender	Men	36%	43%	17%	4%
	Women	27%	50%	19%	3%
Union Household		26%	53%	17%	4%
Interview Type	Landline	31%	48%	18%	3%
	Cell Phone	32%	45%	19%	4%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Do you think the next mayor should:		
		Continue Michael Bloomberg's policies	Move the city in a different direction	Unsure
		Row %	Row %	Row %
NYC Registered Voters		29%	66%	6%
Party Registration	Democrat	25%	70%	5%
	Republican	41%	56%	3%
	Non-enrolled	31%	62%	7%
Political Ideology	Liberal	24%	70%	6%
	Moderate	32%	63%	5%
	Conservative	29%	66%	5%
NYC Borough	Bronx	28%	67%	6%
	Brooklyn	27%	69%	5%
	Manhattan	36%	58%	6%
	Queens and Staten Island	26%	68%	6%
Income	Less than \$50,000	23%	72%	5%
	\$50,000 or more	33%	62%	5%
Race	White	38%	55%	7%
	African American	13%	85%	2%
	Latino	26%	67%	6%
Religion	Protestant	23%	74%	4%
	Catholic	33%	61%	6%
	Jewish	38%	54%	7%
Education	Not college graduate	24%	72%	4%
	College graduate	32%	61%	7%
Age	Under 45	26%	68%	5%
	45 or older	30%	64%	5%
Age	18 to 29	20%	75%	4%
	30 to 44	30%	63%	6%
	45 to 59	25%	72%	3%
	60 or older	35%	57%	8%
Gender	Men	32%	64%	4%
	Women	26%	68%	7%
Union Household		25%	70%	6%
Interview Type	Landline	31%	64%	5%
	Cell Phone	23%	70%	7%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969
MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

		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
		Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		12%	33%	34%	18%	2%
Party Registration	Democrat	11%	34%	36%	18%	2%
	Republican	21%	39%	26%	14%	0%
	Non-enrolled	14%	28%	34%	20%	4%
Political Ideology	Liberal	13%	33%	36%	17%	2%
	Moderate	16%	32%	33%	18%	2%
	Conservative	7%	38%	33%	19%	4%
NYC Borough	Bronx	8%	32%	41%	16%	3%
	Brooklyn	9%	30%	36%	21%	3%
	Manhattan	22%	36%	26%	13%	2%
	Queens and Staten Island	11%	34%	34%	20%	2%
Income	Less than \$50,000	9%	30%	38%	20%	3%
	\$50,000 or more	14%	37%	32%	16%	1%
Race	White	18%	40%	25%	16%	1%
	African American	4%	22%	45%	26%	3%
	Latino	10%	31%	38%	18%	3%
Religion	Protestant	8%	29%	37%	23%	3%
	Catholic	13%	35%	33%	18%	1%
	Jewish	18%	39%	24%	17%	2%
Education	Not college graduate	10%	29%	35%	22%	4%
	College graduate	14%	36%	34%	14%	1%
Age	Under 45	11%	27%	41%	19%	3%
	45 or older	13%	38%	29%	18%	2%
Age	18 to 29	9%	21%	47%	18%	5%
	30 to 44	12%	31%	36%	20%	1%
	45 to 59	9%	37%	35%	17%	1%
	60 or older	16%	39%	23%	19%	2%
Gender	Men	15%	30%	35%	17%	2%
	Women	10%	36%	33%	19%	2%
Union Household		9%	29%	36%	26%	1%
Interview Type	Landline	14%	35%	32%	18%	1%
	Cell Phone	8%	31%	38%	19%	5%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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	Excellent	Good	Fair	Poor	Unsure
October 11, 2013	45%	52%	12%	33%	34%	18%	2%
September 18, 2013	42%	55%	9%	33%	33%	22%	2%
September 2013	46%	52%	14%	32%	33%	19%	3%
August 2013	44%	52%	11%	33%	31%	21%	5%
July 2013	46%	49%	13%	33%	28%	21%	5%
June 2013	49%	48%	11%	38%	31%	17%	3%
May 2013	48%	49%	12%	36%	30%	19%	3%
April 2013	46%	53%	12%	34%	32%	21%	1%
February 2013	50%	48%	13%	37%	32%	16%	2%
November 2012	50%	49%	15%	35%	33%	16%	1%
October 2012	45%	52%	10%	35%	32%	20%	3%
June 2012	45%	49%	9%	36%	29%	20%	6%
April 2012	44%	55%	12%	32%	33%	22%	1%
September 2011	46%	53%	10%	36%	35%	18%	2%
August 2011	39%	58%	8%	31%	35%	23%	4%
March 2011	40%	59%	9%	31%	38%	21%	1%
February 2011	44%	55%	10%	34%	29%	26%	1%
January 6, 2011	37%	60%	11%	26%	34%	26%	3%
October 20, 2010	50%	45%	14%	36%	30%	15%	5%
September 10, 2010	49%	49%	11%	38%	31%	18%	2%
August 10, 2010	49%	49%	13%	36%	33%	16%	2%
April 13, 2010	56%	42%	13%	43%	29%	13%	2%
October 30, 2009	54%	45%	14%	40%	33%	12%	1%
October 22, 2009	58%	41%	17%	41%	30%	11%	1%
September 21, 2009	59%	40%	17%	42%	29%	11%	1%
July 8, 2009	58%	40%	15%	43%	27%	13%	2%
May 13, 2009	59%	39%	13%	46%	25%	14%	2%
February 20, 2009	52%	47%	14%	38%	32%	15%	1%
November 2008	59%	39%	21%	38%	28%	11%	2%
October 2008	68%	32%	29%	39%	21%	11%	<1%
February 2008	66%	31%	22%	44%	25%	6%	3%
July 2007	66%	30%	21%	45%	22%	8%	4%
March 2006	65%	34%	20%	45%	24%	10%	1%
November 4, 2005	63%	37%	17%	46%	28%	9%	<1%
November 1, 2005	64%	35%	19%	45%	28%	7%	1%
October 2005	65%	34%	22%	43%	27%	7%	1%
September 2005	61%	38%	15%	46%	30%	8%	1%
August 2005	53%	46%	14%	39%	34%	12%	1%
July 2005	58%	39%	15%	43%	27%	12%	3%
June 10, 2005	49%	50%	11%	38%	35%	15%	1%
June 2, 2005	55%	44%	12%	43%	32%	12%	1%
April 2005	48%	51%	8%	40%	35%	16%	1%
March 2005	43%	55%	8%	35%	34%	21%	2%
December 2004	46%	53%	6%	40%	35%	18%	1%
September 2004	42%	56%	7%	35%	35%	21%	2%
April 2004	40%	57%	7%	33%	38%	19%	3%
March 2002	50%	35%	8%	42%	29%	6%	15%
Marist Poll New York City Registered Voters							

		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		46%	46%	8%
Party Registration	Democrat	46%	46%	8%
	Republican	45%	45%	11%
	Non-enrolled	50%	42%	7%
Political Ideology	Liberal	50%	42%	8%
	Moderate	44%	48%	8%
	Conservative	44%	47%	9%
NYC Borough	Bronx	42%	52%	6%
	Brooklyn	42%	47%	11%
	Manhattan	55%	37%	7%
	Queens and Staten Island	45%	47%	8%
Income	Less than \$50,000	45%	47%	8%
	\$50,000 or more	49%	44%	7%
Race	White	50%	42%	8%
	African American	34%	56%	9%
	Latino	46%	44%	10%
Religion	Protestant	42%	51%	8%
	Catholic	46%	44%	10%
	Jewish	53%	40%	8%
Education	Not college graduate	41%	50%	10%
	College graduate	50%	43%	7%
Age	Under 45	44%	47%	8%
	45 or older	47%	45%	8%
Age	18 to 29	42%	48%	10%
	30 to 44	46%	47%	7%
	45 to 59	44%	49%	7%
	60 or older	50%	41%	8%
Gender	Men	48%	42%	10%
	Women	44%	49%	7%
Union Household		38%	55%	8%
Interview Type	Landline	46%	48%	6%
	Cell Phone	46%	41%	13%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 6th through October 8th, 2013, n=969
MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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
October 11, 2013	46%	46%	8%
September 18, 2013	46%	43%	11%
September 2013	47%	43%	10%
August 2013	46%	40%	14%
July 2013	51%	35%	14%
June 2013	52%	37%	11%
May 2013	52%	37%	11%
April 2013	55%	38%	7%
February 2013	55%	36%	8%
November 2012	61%	31%	7%
October 2012	51%	38%	10%
April 2012	52%	42%	6%
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			