

How the Survey was Conducted

Nature of the Sample: NBC 4 NY/WSJ/Marist Poll of 1,354 New York City Adults

This survey of 1,354 New York City adults was conducted October 29th through November 1st, 2013 by The Marist Poll sponsored in partnership with NBC 4 New York and *The Wall Street Journal*. 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 1,046 registered voters. Results for this subset are statistically significant within ± 3.0 percentage points. There are 530 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 ± 4.3 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		77%	100%	
NYC Likely Voters		39%	51%	100%
Party Registration	Democrat	n/a	65%	67%
	Republican	n/a	12%	13%
	Independent	n/a	23%	19%
	Other	n/a	1%	1%
Political Ideology	Liberal	n/a	32%	33%
	Moderate	n/a	46%	46%
	Conservative	n/a	22%	21%
White liberal		n/a	13%	16%
NYC Borough	Bronx	16%	15%	13%
	Brooklyn	30%	29%	28%
	Manhattan	21%	23%	25%
	Queens	28%	27%	25%
	Staten Island	5%	6%	7%
Income	Less than \$50,000	51%	47%	42%
	\$50,000 or more	49%	53%	58%
Race	White	37%	41%	49%
	African American	22%	22%	22%
	Latino	27%	24%	21%
	Asian	12%	11%	7%
	Other	2%	2%	2%
Age	18 to 29	23%	17%	10%
	30 to 44	31%	31%	30%
	45 to 59	22%	24%	26%
	60 or older	24%	28%	34%
Age	Under 45	54%	48%	40%
	45 or older	46%	52%	60%
Religion	Protestant	24%	23%	23%
	Catholic	34%	35%	34%
	Jewish	14%	15%	18%
	Other	11%	9%	8%
	No Religion	18%	18%	16%
White Catholics		12%	14%	17%
Education	Not college graduate	55%	50%	44%
	College graduate	45%	50%	56%
Union Household		23%	25%	29%
Gender	Men	47%	47%	47%
	Women	53%	53%	53%
Interview Type	Landline	62%	68%	73%
	Cell Phone	38%	32%	27%

NBC 4 NY/WSJ/Marist Poll NYC Adults: Interviews conducted October 29th through November 1st, 2013, n=1354 MOE +/- 2.7 percentage points. NYC Registered Voters: N=1046 MOE +/- 3.0 percentage points. NYC Likely Voters: n=530 MOE +/- 4.3 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		65%	24%	4%	1%	6%
Party Registration	Democrat	79%	14%	2%	1%	5%
	Republican	21%	71%	3%	0%	5%
	Non-enrolled	50%	29%	11%	2%	8%
Interview Conducted	Pre-debate	65%	24%	4%	1%	6%
	Post-debate	65%	24%	3%	1%	7%
Political Ideology	Liberal	85%	7%	3%	1%	4%
	Moderate	63%	26%	5%	1%	6%
	Conservative	39%	51%	3%	0%	6%
White liberal		82%	10%	2%	2%	5%
Intensity of Support	Strongly support	75%	23%	2%	0%	0%
	Somewhat support	65%	30%	5%	0%	0%
	Might vote differently	46%	40%	14%	0%	0%
Bloomberg Policies	Continue	45%	43%	3%	1%	8%
	New direction	76%	15%	4%	1%	5%
Bloomberg Approval Rating	Excellent-Good	59%	30%	3%	0%	7%
	Fair-Poor	72%	18%	4%	1%	5%
NYC Borough	Bronx	71%	15%	8%	1%	4%
	Brooklyn	58%	31%	3%	1%	7%
	Manhattan	76%	15%	1%	1%	7%
	Queens and Staten Island	60%	28%	4%	1%	7%
Income	Less than \$50,000	75%	13%	4%	1%	7%
	\$50,000 or more	60%	32%	3%	1%	5%
Race	White	53%	39%	2%	1%	5%
	African American	90%	2%	2%	1%	6%
	Latino	72%	10%	9%	1%	8%
Religion	Protestant	79%	10%	3%	0%	7%
	Catholic	57%	32%	5%	1%	6%
	Jewish	56%	38%	1%	1%	4%
White Catholics		40%	54%	1%	0%	4%
Education	Not college graduate	67%	21%	4%	0%	8%
	College graduate	64%	27%	3%	1%	5%
Age	Under 45	61%	28%	5%	0%	6%
	45 or older	69%	22%	3%	1%	5%
Gender	Men	62%	27%	4%	1%	7%
	Women	68%	22%	4%	1%	6%
Union Household		70%	20%	4%	1%	6%
Interview Type	Landline	64%	27%	4%	1%	5%
	Cell Phone	69%	16%	3%	1%	10%

NBC 4 NY/WSJ/Marist Poll NYC Likely Voters: Interviews conducted October 29th through November 1st, 2013, n=530 MOE +/- 4.3 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		61%	30%	8%	1%
Choice in Election for Mayor	Bill de Blasio	65%	28%	5%	2%
	Joe Lhota	54%	34%	12%	0%
Political Ideology	Liberal	66%	28%	6%	0%
	Moderate	55%	36%	8%	1%
	Conservative	64%	24%	11%	1%
Income	Less than \$50,000	64%	27%	7%	3%
	\$50,000 or more	62%	31%	7%	0%
Race	White	56%	37%	6%	1%
	African American	74%	23%	2%	1%
	Latino	62%	21%	16%	0%
Education	Not college graduate	62%	29%	7%	2%
	College graduate	60%	31%	8%	1%
Age	Under 45	57%	31%	9%	2%
	45 or older	63%	29%	7%	1%
Gender	Men	62%	28%	8%	2%
	Women	61%	31%	7%	1%
Union Household		67%	23%	8%	1%
Interview Type	Landline	62%	30%	8%	1%
	Cell Phone	59%	30%	8%	2%

NBC 4 NY/WSJ/Marist Poll NYC Likely Voters with a Candidate Preference for Mayor: Interviews conducted October 29th through November 1st, 2013, n=447 MOE +/- 4.6 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		63%	21%	5%	1%	9%
NYC Likely Voters		65%	24%	4%	1%	6%
Party Registration	Democrat	77%	12%	3%	1%	7%
	Republican	24%	67%	3%	0%	6%
	Non-enrolled	48%	25%	12%	3%	12%
Interview Conducted	Pre-debate	63%	21%	5%	2%	9%
	Post-debate	63%	21%	5%	1%	10%
Political Ideology	Liberal	81%	7%	4%	2%	6%
	Moderate	62%	22%	6%	1%	9%
	Conservative	41%	45%	4%	1%	9%
White Liberal		79%	10%	2%	2%	7%
Intensity of Support	Strongly support	77%	21%	2%	0%	0%
	Somewhat support	68%	25%	7%	0%	0%
	Might vote differently	47%	39%	14%	0%	0%
Bloomberg Policies	Continue	46%	38%	5%	2%	10%
	New direction	71%	14%	5%	1%	8%
Bloomberg Approval Rating	Excellent-Good	59%	27%	4%	1%	9%
	Fair-Poor	67%	17%	5%	2%	9%
NYC Borough	Bronx	69%	11%	12%	1%	7%
	Brooklyn	58%	28%	4%	1%	9%
	Manhattan	71%	16%	2%	2%	9%
	Queens and Staten Island	60%	23%	5%	1%	11%
Income	Less than \$50,000	71%	13%	5%	1%	10%
	\$50,000 or more	59%	29%	4%	2%	6%
Race	White	51%	38%	3%	2%	7%
	African American	81%	4%	4%	2%	10%
	Latino	69%	9%	9%	2%	11%
Religion	Protestant	72%	10%	5%	1%	12%
	Catholic	58%	27%	6%	2%	8%
	Jewish	52%	38%	1%	2%	7%
White Catholics		40%	51%	2%	1%	5%
Education	Not college graduate	64%	18%	6%	1%	12%
	College graduate	63%	26%	3%	2%	7%
Age	Under 45	59%	22%	6%	1%	12%
	45 or older	68%	21%	4%	2%	6%
Age	18 to 29	60%	17%	8%	2%	13%
	30 to 44	59%	24%	6%	0%	11%
	45 to 59	67%	19%	4%	3%	7%
	60 or older	68%	24%	3%	1%	4%
Gender	Men	62%	24%	5%	1%	9%
	Women	64%	19%	5%	2%	10%
Union Household		69%	18%	6%	1%	6%
Interview Type	Landline	63%	25%	5%	1%	6%
	Cell Phone	64%	13%	5%	2%	16%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 percentage points. NYC Likely Voters: n=530 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters		
		Regardless of whom you support, who do you think will win the election for New York City mayor:		
		Bill de Blasio	Joe Lhota	Unsure
		Row %	Row %	Row %
NYC Registered Voters		83%	8%	9%
Party Registration	Democrat	86%	5%	9%
	Republican	83%	8%	9%
	Non-enrolled	78%	14%	8%
Choice in Election for Mayor	Bill de Blasio	93%	3%	3%
	Joe Lhota	81%	16%	3%
Political Ideology	Liberal	89%	6%	5%
	Moderate	83%	8%	9%
	Conservative	78%	11%	11%
NYC Borough	Bronx	82%	8%	10%
	Brooklyn	84%	6%	10%
	Manhattan	84%	7%	9%
	Queens and Staten Island	80%	10%	9%
Income	Less than \$50,000	79%	9%	12%
	\$50,000 or more	88%	7%	5%
Race	White	88%	7%	6%
	African American	83%	7%	10%
	Latino	77%	9%	15%
Religion	Protestant	84%	7%	9%
	Catholic	83%	9%	9%
	Jewish	87%	5%	8%
Education	Not college graduate	78%	10%	12%
	College graduate	89%	6%	5%
Age	Under 45	77%	11%	12%
	45 or older	87%	5%	7%
Age	18 to 29	67%	17%	16%
	30 to 44	83%	8%	9%
	45 to 59	88%	5%	7%
	60 or older	87%	6%	7%
Gender	Men	84%	10%	5%
	Women	81%	6%	13%
Union Household		91%	3%	6%
Interview Type	Landline	87%	6%	7%
	Cell Phone	74%	12%	14%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 percentage points. 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		64%	26%	10%
NYC Likely Voters		68%	25%	7%
Party Registration	Democrat	74%	17%	8%
	Republican	38%	57%	4%
	Non-enrolled	53%	33%	14%
Political Ideology	Liberal	79%	15%	6%
	Moderate	65%	25%	10%
	Conservative	42%	46%	13%
NYC Borough	Bronx	70%	19%	11%
	Brooklyn	58%	32%	10%
	Manhattan	67%	23%	10%
	Queens and Staten Island	65%	25%	10%
Income	Less than \$50,000	69%	18%	13%
	\$50,000 or more	64%	30%	6%
Race	White	54%	39%	8%
	African American	78%	9%	12%
	Latino	70%	16%	14%
Religion	Protestant	75%	14%	11%
	Catholic	57%	34%	9%
	Jewish	53%	40%	7%
Education	Not college graduate	63%	24%	14%
	College graduate	65%	28%	7%
Age	Under 45	59%	27%	14%
	45 or older	69%	25%	6%
Age	18 to 29	56%	27%	17%
	30 to 44	60%	27%	13%
	45 to 59	70%	22%	7%
	60 or older	67%	28%	5%
Gender	Men	64%	26%	10%
	Women	64%	25%	11%
Union Household		70%	26%	4%
Interview Type	Landline	65%	28%	7%
	Cell Phone	62%	20%	18%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 percentage points. NYC Likely Voters: n=530 MOE +/- 4.3 percentage points. 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%	47%	21%
NYC Likely Voters		35%	48%	17%
Party Registration	Democrat	25%	54%	21%
	Republican	66%	30%	4%
	Non-enrolled	35%	38%	27%
Political Ideology	Liberal	21%	63%	16%
	Moderate	35%	42%	23%
	Conservative	48%	34%	18%
NYC Borough	Bronx	26%	51%	23%
	Brooklyn	38%	43%	19%
	Manhattan	29%	49%	21%
	Queens and Staten Island	32%	46%	22%
Income	Less than \$50,000	25%	46%	29%
	\$50,000 or more	39%	48%	13%
Race	White	47%	42%	11%
	African American	14%	57%	29%
	Latino	21%	48%	31%
Religion	Protestant	24%	51%	25%
	Catholic	37%	41%	22%
	Jewish	45%	45%	10%
Education	Not college graduate	29%	44%	27%
	College graduate	36%	50%	14%
Age	Under 45	31%	44%	25%
	45 or older	35%	49%	17%
Age	18 to 29	31%	40%	29%
	30 to 44	31%	46%	23%
	45 to 59	34%	49%	17%
	60 or older	35%	49%	16%
Gender	Men	35%	46%	19%
	Women	30%	47%	23%
Union Household		27%	58%	15%
Interview Type	Landline	37%	48%	15%
	Cell Phone	24%	42%	34%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 percentage points. NYC Likely Voters: n=530 MOE +/- 4.3 percentage points. 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		66%	18%	15%
Party Registration	Democrat	75%	12%	13%
	Republican	35%	49%	16%
	Non-enrolled	61%	21%	18%
Political Ideology	Liberal	80%	10%	11%
	Moderate	68%	17%	15%
	Conservative	46%	36%	18%
NYC Borough	Bronx	70%	16%	14%
	Brooklyn	62%	23%	15%
	Manhattan	70%	13%	17%
	Queens and Staten Island	66%	19%	15%
Income	Less than \$50,000	70%	15%	16%
	\$50,000 or more	67%	21%	12%
Race	White	57%	29%	14%
	African American	82%	7%	11%
	Latino	70%	11%	19%
Religion	Protestant	76%	11%	13%
	Catholic	63%	23%	14%
	Jewish	56%	28%	16%
Education	Not college graduate	65%	18%	17%
	College graduate	68%	19%	13%
Age	Under 45	64%	18%	17%
	45 or older	69%	19%	12%
Age	18 to 29	55%	21%	23%
	30 to 44	69%	17%	14%
	45 to 59	72%	17%	10%
	60 or older	65%	21%	14%
Gender	Men	66%	20%	14%
	Women	66%	17%	17%
Union Household		74%	17%	9%
Interview Type	Landline	67%	21%	11%
	Cell Phone	65%	12%	23%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 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		48%	32%	19%
Party Registration	Democrat	59%	24%	18%
	Republican	18%	75%	7%
	Non-enrolled	38%	37%	25%
Political Ideology	Liberal	63%	19%	18%
	Moderate	46%	35%	19%
	Conservative	32%	52%	16%
NYC Borough	Bronx	59%	24%	17%
	Brooklyn	44%	38%	17%
	Manhattan	50%	26%	24%
	Queens and Staten Island	46%	35%	19%
Income	Less than \$50,000	57%	24%	19%
	\$50,000 or more	44%	41%	15%
Race	White	36%	50%	14%
	African American	66%	13%	21%
	Latino	60%	20%	20%
Religion	Protestant	64%	18%	18%
	Catholic	42%	42%	16%
	Jewish	39%	47%	15%
Education	Not college graduate	52%	27%	22%
	College graduate	46%	38%	16%
Age	Under 45	46%	32%	22%
	45 or older	51%	34%	16%
Age	18 to 29	41%	29%	30%
	30 to 44	49%	34%	17%
	45 to 59	51%	34%	15%
	60 or older	51%	33%	16%
Gender	Men	46%	37%	17%
	Women	50%	28%	21%
Union Household		56%	30%	14%
Interview Type	Landline	49%	36%	15%
	Cell Phone	47%	25%	29%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 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		29%	4%	56%	11%
Party Registration	Democrat	22%	4%	64%	10%
	Republican	66%	3%	27%	5%
	Non-enrolled	31%	7%	49%	13%
Political Ideology	Liberal	14%	5%	74%	7%
	Moderate	32%	3%	54%	11%
	Conservative	49%	6%	35%	11%
NYC Borough	Bronx	22%	7%	61%	10%
	Brooklyn	32%	3%	54%	11%
	Manhattan	28%	3%	57%	12%
	Queens and Staten Island	30%	5%	53%	12%
Income	Less than \$50,000	19%	4%	62%	15%
	\$50,000 or more	37%	4%	53%	6%
Race	White	44%	4%	45%	7%
	African American	13%	2%	71%	14%
	Latino	16%	8%	61%	15%
Religion	Protestant	20%	5%	64%	11%
	Catholic	35%	6%	50%	10%
	Jewish	47%	1%	44%	8%
Education	Not college graduate	23%	4%	57%	15%
	College graduate	35%	4%	54%	7%
Age	Under 45	27%	4%	55%	14%
	45 or older	31%	4%	57%	8%
Age	18 to 29	22%	6%	54%	18%
	30 to 44	29%	3%	56%	11%
	45 to 59	29%	4%	59%	9%
	60 or older	32%	4%	56%	8%
	Union Household	30%	3%	65%	2%
Interview Type	Landline	32%	3%	57%	8%
	Cell Phone	22%	6%	53%	19%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC 4 NY/WSJ/Marist Poll NYC Tables

		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%	35%	34%	23%
Party Registration	Democrat	9%	41%	27%	23%
	Republican	7%	15%	70%	8%
	Non-enrolled	7%	32%	36%	24%
Political Ideology	Liberal	6%	53%	23%	18%
	Moderate	9%	36%	33%	22%
	Conservative	10%	13%	57%	20%
NYC Borough	Bronx	9%	31%	32%	28%
	Brooklyn	6%	32%	38%	23%
	Manhattan	5%	46%	28%	21%
	Queens and Staten Island	11%	33%	34%	22%
Income	Less than \$50,000	10%	32%	29%	28%
	\$50,000 or more	6%	40%	38%	15%
Race	White	5%	37%	47%	11%
	African American	11%	40%	17%	31%
	Latino	9%	30%	27%	34%
Religion	Protestant	10%	34%	27%	29%
	Catholic	9%	29%	40%	22%
	Jewish	6%	37%	46%	12%
Education	Not college graduate	9%	29%	33%	29%
	College graduate	7%	43%	35%	15%
Age	Under 45	7%	31%	35%	27%
	45 or older	9%	40%	34%	18%
Age	18 to 29	9%	27%	33%	31%
	30 to 44	6%	34%	36%	24%
	45 to 59	10%	40%	32%	19%
	60 or older	8%	40%	35%	17%
Gender	Men	9%	36%	35%	20%
	Women	7%	35%	32%	26%
Union Household		7%	42%	33%	18%
Interview Type	Landline	7%	38%	37%	18%
	Cell Phone	10%	31%	27%	33%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 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		31%	64%	6%
Party Registration	Democrat	28%	66%	7%
	Republican	51%	45%	4%
	Non-enrolled	30%	67%	2%
Political Ideology	Liberal	23%	71%	7%
	Moderate	35%	61%	4%
	Conservative	35%	60%	6%
NYC Borough	Bronx	28%	65%	7%
	Brooklyn	28%	68%	4%
	Manhattan	29%	61%	10%
	Queens and Staten Island	35%	61%	4%
Income	Less than \$50,000	21%	75%	4%
	\$50,000 or more	40%	55%	5%
Race	White	41%	53%	6%
	African American	15%	78%	7%
	Latino	23%	72%	5%
Religion	Protestant	21%	73%	7%
	Catholic	35%	62%	4%
	Jewish	41%	53%	6%
Education	Not college graduate	24%	71%	5%
	College graduate	37%	57%	6%
Age	Under 45	28%	68%	5%
	45 or older	35%	60%	6%
Age	18 to 29	23%	74%	3%
	30 to 44	30%	64%	5%
	45 to 59	36%	60%	4%
	60 or older	34%	60%	7%
Gender	Men	36%	59%	5%
	Women	26%	68%	6%
Union Household		25%	71%	3%
Interview Type	Landline	31%	63%	5%
	Cell Phone	30%	64%	6%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 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		13%	34%	29%	20%	3%
Party Registration	Democrat	14%	34%	28%	21%	3%
	Republican	19%	41%	23%	15%	2%
	Non-enrolled	9%	34%	34%	18%	4%
Political Ideology	Liberal	12%	38%	28%	19%	3%
	Moderate	15%	34%	30%	18%	3%
	Conservative	12%	35%	28%	23%	2%
NYC Borough	Bronx	10%	32%	34%	22%	2%
	Brooklyn	9%	32%	30%	26%	4%
	Manhattan	21%	38%	19%	17%	5%
	Queens and Staten Island	13%	36%	33%	16%	3%
Income	Less than \$50,000	7%	30%	34%	24%	4%
	\$50,000 or more	18%	37%	26%	16%	3%
Race	White	17%	42%	21%	19%	1%
	African American	7%	30%	35%	22%	6%
	Latino	9%	25%	39%	23%	3%
Religion	Protestant	11%	29%	36%	19%	4%
	Catholic	14%	37%	29%	18%	3%
	Jewish	15%	40%	22%	22%	1%
Education	Not college graduate	9%	30%	31%	25%	5%
	College graduate	17%	38%	28%	15%	1%
Age	Under 45	9%	31%	32%	22%	6%
	45 or older	17%	38%	26%	18%	1%
Age	18 to 29	5%	26%	30%	23%	16%
	30 to 44	11%	34%	33%	22%	1%
	45 to 59	16%	35%	28%	20%	1%
	60 or older	17%	41%	24%	16%	1%
Gender	Men	15%	33%	28%	20%	3%
	Women	11%	35%	30%	20%	4%
Union Household		9%	34%	30%	26%	1%
Interview Type	Landline	13%	37%	29%	20%	1%
	Cell Phone	13%	29%	29%	21%	8%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 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
November 2013	47%	49%	13%	34%	29%	20%	3%
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		49%	42%	9%
Party Registration	Democrat	49%	42%	9%
	Republican	54%	37%	10%
	Non-enrolled	48%	43%	8%
Political Ideology	Liberal	55%	38%	7%
	Moderate	51%	41%	8%
	Conservative	44%	47%	9%
NYC Borough	Bronx	40%	50%	11%
	Brooklyn	47%	45%	9%
	Manhattan	53%	37%	9%
	Queens and Staten Island	53%	39%	8%
Income	Less than \$50,000	40%	50%	10%
	\$50,000 or more	58%	36%	6%
Race	White	57%	36%	6%
	African American	42%	47%	11%
	Latino	39%	53%	8%
Religion	Protestant	41%	49%	10%
	Catholic	49%	44%	6%
	Jewish	59%	33%	7%
Education	Not college graduate	42%	48%	10%
	College graduate	57%	36%	7%
Age	Under 45	47%	42%	11%
	45 or older	53%	40%	7%
Age	18 to 29	45%	40%	15%
	30 to 44	47%	44%	9%
	45 to 59	51%	43%	6%
	60 or older	53%	38%	8%
Gender	Men	55%	37%	8%
	Women	44%	46%	10%
Union Household		45%	48%	7%
Interview Type	Landline	52%	42%	6%
	Cell Phone	44%	41%	15%

NBC 4 NY/WSJ/Marist Poll NYC Registered Voters: Interviews conducted October 29th through November 1st, 2013, n=1046 MOE +/- 3.0 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
November 2013	49%	42%	9%
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			