

How the Survey was Conducted

Nature of the Sample: WSJ/NBC 4 NY/Marist Poll of 905 New York City Adults

This survey of 905 New York City adults was conducted December 16th through December 18th, 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. Respondents in the household were selected by asking for the youngest male. Interviews were conducted in English or Spanish. Results for adults are statistically significant within ± 3.3 percentage points. There are 706 registered voters. Results for this subset are statistically significant within ± 3.7 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - New York City

		NYC Adults	NYC Registered Voters
		Col %	Col %
NYC Adults		100%	
NYC Registered Voters		78%	100%
Party Registration	Democrat	n/a	70%
	Republican	n/a	11%
	Independent	n/a	18%
	Other	n/a	1%
Political Ideology	Liberal	n/a	38%
	Moderate	n/a	37%
	Conservative	n/a	25%
NYC Borough	Bronx	16%	16%
	Brooklyn	30%	30%
	Manhattan	21%	21%
	Queens	28%	28%
	Staten Island	5%	5%
Income	Less than \$50,000	51%	48%
	\$50,000 or more	49%	52%
Race	White	37%	40%
	African American	22%	21%
	Latino	27%	27%
	Asian	13%	10%
	Other	2%	2%
Age	18 to 29	23%	21%
	30 to 44	30%	27%
	45 to 59	23%	25%
	60 or older	24%	28%
Age	Under 45	53%	47%
	45 or older	47%	53%
Education	Not college graduate	58%	55%
	College graduate	42%	45%
Gender	Men	47%	47%
	Women	53%	53%
Interview Type	Landline	67%	72%
	Cell Phone	33%	28%

WSJ/NBC 4 NY/Marist Poll NYC Adults: Interviews conducted December 16th through December 18th, 2013, n=905 MOE +/- 3.3 percentage points. NYC Registered Voters: N=706 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters				
		Which one of the following emotions best describes how you feel about Bill de Blasio as New York City mayor:				
		Hopeful	Content	Disappointed	Angry	Unsure
		Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		66%	14%	11%	2%	7%
Party Registration	Democrat	72%	15%	7%	1%	5%
	Republican	43%	4%	40%	7%	7%
	Non-enrolled	64%	20%	8%	2%	5%
Political Ideology	Liberal	71%	19%	4%	1%	6%
	Moderate	69%	14%	13%	1%	3%
	Conservative	55%	12%	19%	6%	8%
NYC Borough	Bronx	64%	18%	7%	3%	8%
	Brooklyn	71%	14%	7%	2%	6%
	Manhattan	67%	14%	10%	3%	6%
	Queens and Staten Island	62%	11%	17%	2%	8%
Income	Less than \$50,000	66%	17%	9%	1%	7%
	\$50,000 or more	67%	11%	14%	4%	4%
Race	White	64%	10%	17%	4%	5%
	African American	80%	11%	3%	0%	7%
	Latino	61%	20%	9%	1%	9%
Education	Not college graduate	66%	16%	9%	2%	8%
	College graduate	68%	12%	14%	2%	4%
Age	Under 45	62%	20%	9%	1%	7%
	45 or older	71%	8%	13%	3%	6%
Age	18 to 29	52%	28%	9%	2%	10%
	30 to 44	70%	15%	9%	1%	5%
	45 to 59	71%	11%	11%	4%	4%
	60 or older	72%	5%	14%	2%	7%
Gender	Men	63%	14%	13%	2%	8%
	Women	68%	14%	10%	2%	6%
Interview Type	Landline	65%	11%	13%	2%	8%
	Cell Phone	68%	21%	5%	1%	5%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted December 16th through December 18th, 2013, n=706 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

		NYC Registered Voters			
		Do you think Bill de Blasio as mayor will change New York City:			
		For the better	For the worse	Not at all	Unsure
		Row %	Row %	Row %	Row %
NYC Registered Voters		58%	14%	13%	15%
Party Registration	Democrat	65%	8%	13%	14%
	Republican	32%	49%	9%	10%
	Non-enrolled	55%	15%	18%	12%
Political Ideology	Liberal	72%	2%	14%	11%
	Moderate	57%	17%	16%	10%
	Conservative	45%	27%	10%	18%
NYC Borough	Bronx	63%	10%	10%	17%
	Brooklyn	65%	10%	14%	11%
	Manhattan	56%	13%	12%	18%
	Queens and Staten Island	51%	20%	14%	15%
Income	Less than \$50,000	64%	10%	12%	14%
	\$50,000 or more	55%	18%	15%	12%
Race	White	49%	21%	15%	14%
	African American	72%	1%	13%	15%
	Latino	65%	7%	11%	17%
Education	Not college graduate	59%	10%	13%	18%
	College graduate	58%	17%	14%	10%
Age	Under 45	58%	14%	15%	14%
	45 or older	61%	12%	12%	15%
Age	18 to 29	54%	9%	19%	18%
	30 to 44	60%	18%	11%	10%
	45 to 59	64%	12%	11%	12%
	60 or older	58%	12%	14%	17%
Gender	Men	57%	18%	12%	13%
	Women	59%	10%	14%	16%
Interview Type	Landline	57%	16%	11%	16%
	Cell Phone	61%	9%	19%	12%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted December 16th through December 18th, 2013, n=706 MOE +/- 3.7 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		56%	20%	23%
Party Registration	Democrat	63%	15%	21%
	Republican	22%	57%	21%
	Non-enrolled	57%	17%	26%
Political Ideology	Liberal	74%	9%	16%
	Moderate	55%	24%	21%
	Conservative	36%	34%	30%
NYC Borough	Bronx	54%	19%	27%
	Brooklyn	64%	15%	20%
	Manhattan	60%	21%	20%
	Queens and Staten Island	47%	26%	27%
Income	Less than \$50,000	58%	15%	27%
	\$50,000 or more	57%	27%	16%
Race	White	53%	27%	20%
	African American	65%	9%	26%
	Latino	54%	21%	26%
Education	Not college graduate	51%	19%	30%
	College graduate	62%	23%	15%
Age	Under 45	55%	18%	27%
	45 or older	59%	21%	20%
Age	18 to 29	49%	18%	33%
	30 to 44	59%	18%	22%
	45 to 59	61%	22%	16%
	60 or older	57%	20%	23%
Gender	Men	53%	23%	24%
	Women	59%	18%	23%
Interview Type	Landline	55%	21%	23%
	Cell Phone	58%	18%	24%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted December 16th through December 18th, 2013, n=706 MOE +/- 3.7 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		21%	4%	61%	14%
Party Registration	Democrat	16%	4%	67%	13%
	Republican	59%	2%	28%	11%
	Non-enrolled	20%	4%	62%	15%
Political Ideology	Liberal	8%	5%	78%	9%
	Moderate	27%	4%	58%	11%
	Conservative	34%	3%	45%	18%
NYC Borough	Bronx	15%	6%	62%	17%
	Brooklyn	20%	4%	62%	14%
	Manhattan	18%	2%	69%	10%
	Queens and Staten Island	27%	4%	53%	16%
Income	Less than \$50,000	16%	6%	64%	14%
	\$50,000 or more	27%	2%	62%	9%
Race	White	31%	2%	56%	12%
	African American	8%	5%	74%	14%
	Latino	14%	8%	60%	18%
Education	Not college graduate	18%	4%	59%	18%
	College graduate	24%	4%	64%	9%
Age	Under 45	18%	4%	62%	16%
	45 or older	23%	4%	61%	13%
Age	18 to 29	18%	5%	57%	21%
	30 to 44	18%	3%	67%	12%
	45 to 59	21%	4%	65%	9%
	60 or older	24%	3%	57%	16%
Gender	Men	23%	4%	57%	16%
	Women	19%	4%	64%	13%
Interview Type	Landline	23%	4%	58%	15%
	Cell Phone	14%	5%	67%	13%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted December 16th through December 18th, 2013, n=706 MOE +/- 3.7 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's wife Chirlane McCray?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
NYC Registered Voters		46%	8%	45%
Party Registration	Democrat	51%	7%	42%
	Republican	28%	12%	60%
	Non-enrolled	49%	9%	42%
Political Ideology	Liberal	62%	6%	33%
	Moderate	47%	9%	44%
	Conservative	28%	12%	60%
NYC Borough	Bronx	49%	10%	40%
	Brooklyn	51%	8%	41%
	Manhattan	53%	6%	41%
	Queens and Staten Island	36%	9%	55%
Income	Less than \$50,000	45%	7%	48%
	\$50,000 or more	48%	9%	42%
Race	White	43%	8%	49%
	African American	50%	9%	41%
	Latino	48%	11%	41%
Education	Not college graduate	43%	10%	46%
	College graduate	51%	6%	44%
Age	Under 45	48%	7%	46%
	45 or older	47%	9%	44%
Age	18 to 29	46%	10%	44%
	30 to 44	49%	4%	47%
	45 to 59	49%	11%	40%
	60 or older	46%	8%	46%
Gender	Men	47%	9%	44%
	Women	46%	8%	47%
Interview Type	Landline	46%	7%	47%
	Cell Phone	46%	11%	42%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted December 16th through December 18th, 2013, n=706 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

		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		51%	36%	13%
Party Registration	Democrat	53%	34%	13%
	Republican	43%	44%	13%
	Non-enrolled	51%	35%	14%
Political Ideology	Liberal	54%	34%	12%
	Moderate	54%	34%	11%
	Conservative	46%	36%	17%
NYC Borough	Bronx	59%	28%	13%
	Brooklyn	50%	40%	9%
	Manhattan	47%	33%	20%
	Queens and Staten Island	50%	37%	13%
Income	Less than \$50,000	49%	36%	15%
	\$50,000 or more	54%	34%	12%
Race	White	52%	33%	15%
	African American	49%	37%	14%
	Latino	47%	40%	13%
Education	Not college graduate	49%	36%	14%
	College graduate	53%	35%	11%
Age	Under 45	53%	35%	11%
	45 or older	50%	36%	14%
Age	18 to 29	57%	32%	11%
	30 to 44	51%	38%	11%
	45 to 59	52%	35%	13%
	60 or older	49%	36%	14%
Gender	Men	54%	34%	12%
	Women	48%	37%	15%
Interview Type	Landline	49%	38%	14%
	Cell Phone	58%	30%	13%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted December 16th through December 18th, 2013, n=706 MOE +/- 3.7 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
December 2013	51%	36%	13%
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			

		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		15%	34%	30%	17%	4%
Party Registration	Democrat	17%	34%	29%	18%	2%
	Republican	15%	44%	29%	12%	1%
	Non-enrolled	10%	31%	33%	17%	8%
Political Ideology	Liberal	15%	35%	31%	16%	3%
	Moderate	18%	33%	29%	18%	2%
	Conservative	13%	36%	32%	14%	4%
NYC Borough	Bronx	14%	29%	32%	20%	5%
	Brooklyn	13%	38%	29%	16%	3%
	Manhattan	22%	33%	26%	14%	5%
	Queens and Staten Island	14%	33%	33%	17%	4%
Income	Less than \$50,000	9%	34%	36%	16%	5%
	\$50,000 or more	20%	36%	26%	17%	1%
Race	White	20%	41%	23%	14%	2%
	African American	10%	27%	42%	19%	3%
	Latino	8%	27%	37%	22%	5%
Education	Not college graduate	11%	32%	34%	17%	6%
	College graduate	20%	36%	26%	17%	1%
Age	Under 45	11%	27%	38%	17%	6%
	45 or older	18%	39%	24%	16%	2%
Age	18 to 29	9%	32%	36%	13%	11%
	30 to 44	12%	24%	40%	21%	3%
	45 to 59	15%	36%	30%	17%	2%
	60 or older	21%	42%	19%	16%	2%
Gender	Men	19%	32%	31%	14%	4%
	Women	12%	35%	29%	19%	4%
Interview Type	Landline	16%	34%	29%	17%	4%
	Cell Phone	15%	33%	33%	14%	5%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted December 16th through December 18th, 2013, n=706 MOE +/- 3.7 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
December 2013	49%	47%	15%	34%	30%	17%	4%
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				
		When Michael Bloomberg finishes his third term as New York City mayor this month, 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		15%	35%	31%	10%	8%
Party Registration	Democrat	17%	33%	33%	9%	8%
	Republican	12%	46%	23%	12%	7%
	Non-enrolled	11%	42%	23%	16%	9%
Political Ideology	Liberal	18%	36%	28%	9%	9%
	Moderate	16%	34%	28%	15%	8%
	Conservative	12%	39%	35%	6%	8%
NYC Borough	Bronx	15%	29%	35%	12%	10%
	Brooklyn	16%	35%	31%	12%	6%
	Manhattan	25%	37%	22%	8%	8%
	Queens and Staten Island	10%	36%	35%	9%	10%
Income	Less than \$50,000	10%	35%	38%	10%	8%
	\$50,000 or more	19%	36%	25%	12%	8%
Race	White	18%	42%	22%	9%	8%
	African American	9%	23%	47%	11%	9%
	Latino	13%	31%	36%	14%	5%
Education	Not college graduate	14%	29%	37%	12%	9%
	College graduate	17%	43%	23%	9%	8%
Age	Under 45	10%	34%	37%	12%	8%
	45 or older	21%	35%	27%	10%	9%
Age	18 to 29	7%	36%	36%	15%	5%
	30 to 44	12%	32%	37%	9%	10%
	45 to 59	18%	34%	27%	11%	10%
	60 or older	23%	35%	26%	8%	7%
Gender	Men	15%	40%	28%	9%	8%
	Women	15%	31%	34%	11%	9%
Interview Type	Landline	16%	36%	29%	10%	9%
	Cell Phone	14%	32%	36%	12%	6%

WSJ/NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted December 16th through December 18th, 2013, n=706 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

	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 %
December 2013	15%	35%	31%	10%	8%
February 2013	11%	33%	37%	12%	8%
November 2012	10%	33%	38%	11%	8%
October 2012	12%	31%	34%	12%	8%
April 2012	10%	29%	39%	13%	9%
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					