

How the Survey was Conducted

Nature of the Sample: NBC 4 NY/Marist Poll of 1,195 New York City Adults

This survey of 1,195 New York City adults was conducted September 13th through September 17th, 2017 by The Marist Poll sponsored and funded in partnership with NBC 4 New York. Adults 18 years of age and older residing in New York City were interviewed in English or Spanish by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the city from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from ASDE Survey Sampler, Inc. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. The samples were then combined and balanced to reflect the 2013 American Community Survey 5-year estimates for age, gender, income, and borough, except for race, which is from the 2010 census. Results for adults are statistically significant within ± 2.8 percentage points. There are 898 registered voters. Results for this subset are statistically significant within ± 3.3 percentage points. There are 451 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2017 election for New York City mayor based upon their chance of vote, interest in the election, and past election participation. Results for this subset are statistically significant within ± 4.6 percentage points. The error margin was not adjusted for sample weights and 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		75%	100%	
NYC Likely Voters		38%	50%	100%
Party Registration	Democrat	n/a	67%	71%
	Republican	n/a	12%	12%
	Independent	n/a	19%	15%
	Other	n/a	1%	1%
Political Ideology	Liberal	n/a	37%	41%
	Moderate	n/a	38%	36%
	Conservative	n/a	25%	23%
Past Participation*	Yes	n/a	74%	85%
	No	n/a	26%	15%
NYC Borough	Bronx	16%	17%	15%
	Brooklyn	30%	30%	33%
	Manhattan	21%	21%	24%
	Queens	28%	27%	23%
	Staten Island	5%	6%	4%
Household Income	Less than \$50,000	49%	46%	42%
	\$50,000 or more	51%	54%	58%
Race	White	36%	38%	41%
	African American	22%	24%	26%
	Latino	27%	24%	20%
	Other	15%	14%	13%
Age	18 to 29	25%	20%	11%
	30 to 44	28%	28%	28%
	45 to 59	24%	26%	30%
	60 or older	22%	27%	31%
Age	Under 45	54%	47%	39%
	45 or older	46%	53%	61%
Education	Not college graduate	50%	47%	42%
	College graduate	50%	53%	58%
Gender	Men	47%	46%	43%
	Women	53%	54%	57%
Interview Type	Landline	41%	48%	53%
	Cell Phone	59%	52%	47%

NBC 4 NY/Marist Poll NYC Adults: Interviews conducted September 13th through September 17th, 2017, n=1195 MOE +/- 2.8 percentage points. NYC Registered Voters: n=898 MOE +/- 3.3 percentage points. NYC Likely Voters: n=451 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

*Past participation refers to previous participation in an election for NYC mayor.

NBC 4 NY/Marist Poll NYC Tables of Likely Voters

		NYC Likely Voters				
		If November's election for mayor in New York City were held today, whom would you support if the candidates are: [including those who are undecided yet leaning toward a candidate]				
		Bill de Blasio, the Democrat	Nicole Malliotakis, the Republican	Bo Dietl, an independent	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
NYC Likely Voters		65%	18%	8%	2%	7%
Intensity of Support	Strongly support	80%	15%	4%	0%	0%
	Somewhat support	68%	22%	10%	0%	0%
Political Ideology	Liberal	83%	5%	6%	1%	5%
	Moderate	56%	25%	11%	1%	7%
	Conservative	43%	36%	11%	2%	8%
Household Income	Less than \$50,000	70%	13%	7%	2%	8%
	\$50,000 or more	62%	22%	9%	1%	5%
Race	White	49%	29%	11%	1%	9%
	African American	83%	4%	6%	2%	5%
	Latino	69%	14%	9%	0%	8%
Education	Not college graduate	67%	16%	9%	1%	7%
	College graduate	63%	21%	8%	2%	6%
Age	Under 45	65%	17%	10%	1%	7%
	45 or older	65%	19%	8%	2%	7%
Gender	Men	58%	23%	11%	2%	6%
	Women	70%	15%	6%	2%	8%
Interview Type	Landline	64%	19%	8%	1%	8%
	Cell Phone	66%	17%	9%	2%	6%

NBC 4 NY/Marist Poll NYC Likely Voters: Interviews conducted September 13th through September 17th, 2017, n= 451 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

NBC 4 NY/Marist Poll NYC Tables of Likely Voters

		NYC Likely Voters with a Candidate Preference			
		Would you say you strongly support <candidate>, somewhat support <candidate>, or do you think 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		55%	31%	11%	4%
De Blasio Supporters		61%	29%	7%	3%
Malliotakis Supporters		45%	36%	12%	7%
Political Ideology	Liberal	54%	32%	10%	3%
	Moderate	50%	37%	11%	2%
	Conservative	63%	24%	9%	5%
Household Income	Less than \$50,000	59%	25%	12%	3%
	\$50,000 or more	53%	34%	10%	3%
Race	White	49%	37%	10%	5%
	African American	65%	24%	7%	4%
	Latino	58%	25%	15%	2%
Education	Not college graduate	61%	26%	11%	3%
	College graduate	50%	36%	10%	4%
Age	Under 45	46%	36%	13%	4%
	45 or older	61%	27%	9%	3%
Gender	Men	55%	32%	12%	2%
	Women	56%	29%	10%	5%
Interview Type	Landline	58%	29%	8%	4%
	Cell Phone	52%	32%	13%	3%

NBC 4 NY/Marist Poll NYC Likely Voters with a Candidate Preference: Interviews conducted September 13th through September 17th, 2017, n= 378
 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.