

How the Survey was Conducted

Nature of the Sample: NBC 4 NY/Marist Poll of 1,137 New York City Adults

This survey of 1,137 New York City adults was conducted October 3rd and October 4th, 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 ± 2.9 percentage points. There are 857 registered voters. Results for this subset are statistically significant within ± 3.3 percentage points. There are 428 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 ± 4.7 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	71%	73%
	Republican	n/a	11%	11%
	Independent	n/a	18%	15%
	Other	n/a	1%	1%
Political Ideology	Liberal	n/a	41%	43%
	Moderate	n/a	36%	35%
	Conservative	n/a	23%	22%
Past Participation*	Yes	n/a	74%	86%
	No	n/a	26%	14%
NYC Borough	Bronx	16%	15%	15%
	Brooklyn	30%	31%	33%
	Manhattan	21%	22%	24%
	Queens	28%	27%	23%
	Staten Island	5%	6%	4%
Household Income	Less than \$50,000	49%	44%	40%
	\$50,000 or more	51%	56%	60%
Race	White	36%	40%	43%
	African American	22%	22%	24%
	Latino	27%	23%	20%
	Other	15%	14%	13%
Age	18 to 29	24%	20%	14%
	30 to 44	29%	26%	25%
	45 to 59	24%	27%	31%
	60 or older	22%	26%	30%
Age	Under 45	53%	46%	39%
	45 or older	47%	54%	61%
Education	Not college graduate	55%	49%	42%
	College graduate	45%	51%	58%
Gender	Men	47%	45%	43%
	Women	53%	55%	57%
Interview Type	Landline	44%	52%	56%
	Cell Phone	56%	48%	44%

NBC 4 NY/Marist Poll NYC Adults: Interviews conducted October 3rd and October 4th, 2017, n=1137 MOE +/- 2.9 percentage points. NYC Registered Voters: n=857 MOE +/- 3.3 percentage points. NYC Likely Voters: n=428 MOE +/-4.7 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 Tables of Adults and Registered Voters

		NYC Registered Voters				
		Would you rate the job Mayor Bill de Blasio 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		7%	35%	29%	23%	5%
Party Registration	Democrat	9%	38%	32%	16%	5%
	Republican	2%	12%	17%	67%	2%
	Non-enrolled	3%	32%	28%	30%	8%
Political Ideology	Liberal	8%	43%	35%	11%	4%
	Moderate	6%	35%	25%	28%	5%
	Conservative	8%	23%	27%	39%	3%
NYC Borough	Bronx	11%	30%	34%	19%	7%
	Brooklyn	8%	36%	29%	23%	4%
	Manhattan	4%	35%	38%	16%	7%
	Queens and Staten Island	7%	35%	22%	31%	4%
Household Income	Less than \$50,000	9%	41%	26%	17%	7%
	\$50,000 or more	7%	32%	30%	27%	3%
Race	White	3%	26%	29%	38%	4%
	African American	13%	45%	32%	6%	5%
	Latino	8%	34%	30%	21%	7%
Education	Not college graduate	9%	32%	29%	23%	6%
	College graduate	6%	37%	30%	24%	4%
Age	Under 45	6%	38%	32%	20%	5%
	45 or older	8%	33%	27%	27%	5%
Age	18 to 29	6%	34%	41%	14%	5%
	30 to 44	6%	40%	24%	25%	4%
	45 to 59	8%	29%	30%	30%	3%
	60 or older	9%	36%	24%	24%	7%
Gender	Men	7%	33%	29%	27%	4%
	Women	8%	36%	30%	21%	6%
Interview Type	Landline	9%	34%	27%	25%	6%
	Cell Phone	6%	36%	32%	22%	5%

NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 3rd and October 4th, 2017, n=857 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NYC Registered Voters							
Would you rate the job Mayor Bill de Blasio is doing in office as excellent, good, fair, or poor?							
	Excellent/ Good	Fair/ Poor	Excellent Row %	Good Row %	Fair Row %	Poor Row %	Unsure- Never Heard Row %
October 2017	42%	52%	7%	35%	29%	23%	5%
September 2017	44%	51%	11%	33%	31%	20%	5%
March 2017	39%	58%	10%	29%	36%	22%	4%
October 2016	40%	56%	9%	31%	34%	22%	3%
April 2016	35%	62%	8%	27%	34%	28%	3%
November 2015	38%	58%	6%	32%	36%	22%	4%
May 2015	44%	52%	8%	36%	34%	18%	3%
March 2014	39%	57%	10%	29%	37%	20%	5%

Marist Poll NYC Registered Voters

		NYC Registered 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	Sal Albanese, the Reform Party candidate	Michael Tolkin, the Smart Cities Party candidate	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
NYC Registered Voters		55%	15%	5%	5%	2%	1%	17%
Past Participation*	Yes	55%	16%	5%	5%	1%	1%	17%
	No	57%	12%	4%	4%	3%	1%	18%
Intensity of Support	Strongly support	74%	19%	4%	3%	1%	0%	0%
	Somewhat support	65%	19%	7%	8%	1%	0%	0%
	Might vote differently	58%	19%	12%	6%	5%	0%	0%
Party Registration	Democrat	68%	9%	3%	4%	1%	1%	13%
	Republican	12%	58%	14%	3%	3%	0%	10%
	Non-enrolled	36%	17%	7%	8%	3%	1%	27%
Political Ideology	Liberal	70%	4%	3%	5%	1%	1%	16%
	Moderate	53%	20%	6%	6%	1%	1%	15%
	Conservative	39%	30%	10%	4%	2%	1%	15%
NYC Borough	Bronx	60%	11%	5%	6%	2%	3%	13%
	Brooklyn	60%	13%	4%	5%	2%	0%	16%
	Manhattan	58%	12%	3%	4%	0%	1%	22%
	Queens and Staten Island	48%	22%	7%	4%	2%	1%	16%
Household Income	Less than \$50,000	61%	10%	4%	4%	2%	1%	18%
	\$50,000 or more	56%	19%	6%	6%	1%	1%	11%
Race	White	39%	30%	5%	6%	1%	1%	18%
	African American	82%	2%	2%	1%	1%	0%	12%
	Latino	57%	7%	8%	7%	3%	2%	16%
Education	Not college graduate	56%	13%	5%	5%	2%	1%	18%
	College graduate	57%	17%	5%	5%	1%	1%	14%
Age	Under 45	59%	11%	5%	4%	2%	1%	18%
	45 or older	53%	19%	5%	6%	1%	1%	14%
Age	18 to 29	59%	11%	4%	4%	3%	0%	19%
	30 to 44	59%	11%	6%	3%	1%	1%	18%
	45 to 59	50%	23%	5%	5%	2%	2%	14%
	60 or older	56%	16%	5%	7%	0%	1%	15%
	Gender	Men	53%	19%	6%	5%	3%	1%
	Women	57%	12%	4%	5%	0%	1%	19%
Interview Type	Landline	52%	17%	5%	5%	1%	1%	19%
	Cell Phone	59%	13%	5%	5%	2%	1%	15%

NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 3rd and October 4th, 2017, n=857 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

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

		NYC Registered Voters with a Candidate Preference			
		Would you say that 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 Registered Voters with a Candidate Preference		47%	38%	13%	2%
De Blasio Supporters		51%	36%	11%	2%
Malliotakis Supporters		45%	37%	13%	5%
Party Registration	Democrat	48%	39%	11%	1%
	Republican	52%	33%	9%	5%
	Non-enrolled	35%	43%	20%	2%
Political Ideology	Liberal	42%	45%	12%	2%
	Moderate	48%	36%	14%	2%
	Conservative	54%	32%	13%	2%
NYC Borough	Bronx	47%	38%	14%	1%
	Brooklyn	55%	32%	11%	2%
	Manhattan	35%	49%	13%	2%
	Queens and Staten Island	46%	37%	14%	3%
Household Income	Less than \$50,000	52%	29%	16%	3%
	\$50,000 or more	42%	45%	11%	1%
Race	White	41%	47%	10%	2%
	African American	63%	26%	9%	2%
	Latino	44%	40%	16%	1%
Education	Not college graduate	51%	32%	14%	3%
	College graduate	43%	44%	11%	2%
Age	Under 45	40%	41%	18%	1%
	45 or older	53%	35%	9%	3%
Age	18 to 29	30%	45%	23%	2%
	30 to 44	48%	38%	14%	0%
	45 to 59	50%	39%	9%	3%
	60 or older	56%	32%	9%	4%
	Gender	Men	44%	41%	14%
	Women	50%	36%	12%	3%
Interview Type	Landline	53%	35%	9%	3%
	Cell Phone	41%	41%	16%	2%

NBC 4 NY/Marist Poll NYC Registered Voters with a Candidate Preference: Interviews conducted October 3rd and October 4th, 2017, n=633 MOE +/- 3.9 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		46%	43%	11%
Party Registration	Democrat	52%	38%	10%
	Republican	23%	71%	6%
	Non-enrolled	39%	48%	13%
Political Ideology	Liberal	57%	31%	11%
	Moderate	45%	47%	8%
	Conservative	36%	53%	11%
NYC Borough	Bronx	45%	45%	9%
	Brooklyn	48%	41%	11%
	Manhattan	48%	43%	9%
	Queens and Staten Island	43%	44%	13%
Household Income	Less than \$50,000	48%	37%	15%
	\$50,000 or more	48%	45%	7%
Race	White	39%	52%	9%
	African American	62%	25%	13%
	Latino	41%	52%	7%
Education	Not college graduate	42%	45%	12%
	College graduate	51%	40%	9%
Age	Under 45	49%	41%	10%
	45 or older	43%	45%	12%
Age	18 to 29	61%	33%	6%
	30 to 44	41%	47%	13%
	45 to 59	41%	50%	9%
	60 or older	45%	40%	15%
Gender	Men	47%	43%	10%
	Women	45%	43%	12%
Interview Type	Landline	40%	46%	14%
	Cell Phone	52%	40%	8%

NBC 4 NY/Marist Poll NYC Registered Voters: Interviews conducted October 3rd and October 4th, 2017, n=857 MOE +/- 3.3 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
October 2017	46%	43%	11%
September 2017	47%	43%	10%
March 2017	49%	43%	8%
October 2016	48%	43%	9%
April 2016	43%	51%	7%
November 2015	38%	55%	7%
May 2015	45%	49%	7%
March 2014	53%	42%	5%
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 NYC Registered Voters

NBC 4 NY/Marist Poll Tables of Adults and Registered Voters

		NYC Adults			
		Overall, since Bill de Blasio became mayor, would you say New York City is:			
		Less			
		More affordable	affordable	About the same	Unsure
		Row %	Row %	Row %	Row %
NYC Adults		10%	38%	48%	5%
NYC Registered Voters		8%	40%	49%	3%
Party Registration^	Democrat	7%	36%	54%	3%
	Republican	5%	54%	38%	3%
	Non-enrolled	8%	46%	43%	3%
Political Ideology^	Liberal	8%	42%	48%	3%
	Moderate	7%	37%	53%	3%
	Conservative	9%	43%	45%	3%
NYC Borough	Bronx	10%	28%	56%	6%
	Brooklyn	7%	42%	47%	3%
	Manhattan	7%	46%	41%	6%
	Queens and Staten Island	13%	33%	49%	5%
Household Income	Less than \$50,000	14%	28%	53%	5%
	\$50,000 or more	4%	47%	45%	4%
Race	White	4%	46%	44%	5%
	African American	14%	29%	54%	3%
	Latino	16%	33%	48%	4%
Education	Not college graduate	14%	31%	50%	5%
	College graduate	4%	46%	45%	4%
Age	Under 45	11%	38%	46%	5%
	45 or older	8%	38%	50%	5%
Age	18 to 29	12%	34%	48%	6%
	30 to 44	10%	41%	44%	4%
	45 to 59	7%	40%	50%	4%
	60 or older	9%	36%	50%	5%
	Gender	Men	8%	41%	47%
	Women	11%	35%	49%	5%
Interview Type	Landline	10%	40%	47%	4%
	Cell Phone	10%	36%	49%	6%

NBC 4 NY/Marist Poll NYC Adults: Interviews conducted October 3rd and October 4th, 2017, n=1137 MOE +/- 2.9 percentage points.

^NBC 4 NY/Marist Poll NYC Registered Voters, n=857 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NYC Registered Voters				
Overall, since Bill de Blasio became mayor, would you say New York City is:				
	More affordable	Less affordable	About the same	Unsure
	Row %	Row %	Row %	Row %
October 2017	10%	38%	48%	5%
September 2017	11%	37%	49%	3%

Marist Poll NYC Registered Voters