

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 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	Sal Albanese, the Reform Party candidate	Michael Tolkin, the Smart Cities Party candidate	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
NYC Likely Voters		58%	16%	5%	5%	1%	1%	15%
Intensity of Support	Strongly support	74%	19%	4%	2%	1%	0%	0%
	Somewhat support	64%	20%	7%	8%	1%	0%	0%
Political Ideology	Liberal	72%	4%	3%	5%	1%	1%	14%
	Moderate	52%	22%	5%	5%	1%	1%	14%
	Conservative	41%	33%	10%	3%	1%	0%	12%
Household Income	Less than \$50,000	66%	9%	4%	3%	2%	0%	16%
	\$50,000 or more	57%	20%	5%	5%	1%	1%	10%
Race	White	41%	31%	5%	5%	1%	1%	16%
	African American	85%	1%	2%	1%	1%	0%	10%
	Latino	55%	9%	8%	8%	3%	1%	17%
Education	Not college graduate	58%	14%	5%	5%	1%	1%	16%
	College graduate	58%	17%	5%	5%	1%	1%	13%
Age	Under 45	62%	10%	6%	3%	2%	0%	17%
	45 or older	55%	20%	5%	6%	1%	1%	13%
Gender	Men	53%	20%	6%	5%	2%	1%	14%
	Women	61%	13%	4%	4%	0%	1%	16%
Interview Type	Landline	55%	17%	5%	5%	1%	1%	16%
	Cell Phone	61%	14%	4%	4%	2%	0%	14%

NBC 4 NY/Marist Poll NYC Likely Voters: Interviews conducted October 3rd and October 4th, 2017, n= 428 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

NBC 4 NY/Marist Poll Tables of Likely Voters

		NYC Likely 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 Likely Voters with a Candidate Preference		53%	35%	10%	2%
De Blasio Supporters		57%	33%	9%	1%
Malliotakis Supporters		50%	37%	9%	4%
Political Ideology	Liberal	46%	44%	8%	2%
	Moderate	53%	33%	12%	2%
	Conservative	61%	25%	12%	2%
Household Income	Less than \$50,000	60%	25%	12%	3%
	\$50,000 or more	47%	42%	10%	1%
Race	White	43%	46%	8%	2%
	Non-white	64%	24%	10%	2%
Education	Not college graduate	62%	26%	9%	3%
	College graduate	46%	43%	10%	1%
Age	Under 45	48%	37%	14%	1%
	45 or older	55%	35%	8%	3%
Gender	Men	50%	40%	9%	1%
	Women	54%	32%	11%	3%
Interview Type	Landline	57%	33%	7%	2%
	Cell Phone	47%	38%	13%	2%

NBC 4 NY/Marist Poll NYC Likely Voters with a Candidate Preference: Interviews conducted October 3rd and October 4th, 2017, n= 330 MOE +/- 5.4 percentage points. Totals may not add to 100% due to rounding.