



WNBC/Marist Poll

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All references must be sourced WNBC/Marist Poll

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**New York State Poll
Independent Presidential Candidate Bloomberg?**

This WNBC/Marist Poll reports:

- **Many New York voters like the idea of an independent party candidate for president but don't want New York City Mayor Michael Bloomberg to run for president in 2008:**
60% of registered voters in New York State favor the idea of building a new independent party that would nominate a credible candidate for president.

Question Wording: Do you favor or oppose building a new independent party to run a credible candidate for president?

Registered Voters	Favor	Oppose	Unsure
January 2008	60%	33%	7%

However, only 27% of New York's registered voters want Mayor Bloomberg to run for president this year. Registered voters who are not enrolled in any party are more likely than either Democrats or Republicans to want to see Bloomberg enter the presidential race. Still, only about one-third of non-enrolled voters favor a Bloomberg presidential candidacy.

Question Wording: Do you want New York City Mayor Michael Bloomberg to run for president in 2008 or not?

Registered Voters	Yes	No	Unsure
January 2008	27%	68%	5%
Democrats	27%	68%	5%
Republicans	23%	72%	5%
Non-enrolled	32%	65%	3%

- **Few New York voters think independent candidate Bloomberg would win the White House:** If Mayor Bloomberg were to run for president as an independent candidate, only 12% of registered voters think he is likely to win. Most voters think he would be a long shot.

Question Wording: If Michael Bloomberg were to run for president as an independent candidate this year, do you think he will win, or not?

Registered Voters	Yes	No	Unsure
January 2008	12%	84%	4%

- **New York's electoral votes are not in play for the Republicans with an independent Bloomberg presidential candidacy:** When presented with a matchup between several Republican and Democratic contenders that includes Mayor Bloomberg as an independent candidate, the Democrats continue to lead the state. Democrats Hillary Clinton and Barack Obama would both carry New York State against any of four potential Republican nominees with Bloomberg in the race as an independent candidate. Former Mayor Rudy Giuliani is not the strongest Republican in a three-way matchup in New York. Senator John McCain comes closest to carrying New York for the Republicans. McCain is only single digits behind either Clinton or Obama with Bloomberg in the race. A three-way contest which includes either former Governor Mike Huckabee or former Governor Mitt Romney as the Republican candidate results in an uncontested second place for Bloomberg in November's presidential election in New York.

Question wording: If the 2008 presidential election were held today, whom would you support if the candidates are (Hillary Clinton/Barack Obama, the Democrat, John McCain/Rudy Giuliani/Mitt Romney/Mike Huckabee, the Republican, and Michael Bloomberg, an independent):

Registered Voters	January 2008	Registered Voters	January 2008
Hillary Clinton	39%	Barack Obama	38%
John McCain	33%	John McCain	31%
Michael Bloomberg	24%	Michael Bloomberg	26%
Undecided	4%	Undecided	5%

Registered Voters	January 2008	Registered Voters	January 2008
Hillary Clinton	42%	Barack Obama	43%
Rudy Giuliani	27%	Rudy Giuliani	28%
Michael Bloomberg	27%	Michael Bloomberg	25%
Undecided	4%	Undecided	4%

Registered Voters	January 2008	Registered Voters	January 2008
Hillary Clinton	43%	Barack Obama	44%
Mitt Romney	23%	Mitt Romney	20%
Michael Bloomberg	31%	Michael Bloomberg	29%
Undecided	3%	Undecided	7%

Registered Voters	January 2008	Registered Voters	January 2008
Hillary Clinton	41%	Barack Obama	45%
Mike Huckabee	22%	Mike Huckabee	17%
Michael Bloomberg	33%	Michael Bloomberg	32%
Undecided	4%	Undecided	6%

Nature of the Sample: 505 New York State Registered Voters

This survey was conducted January 3rd through January 5th, 2008. Registered voters were interviewed by telephone in proportion to the voter registration in each county in New York State and adjusted for turnout in statewide elections. The margin of error is $\pm 4.5\%$. The error margin increases for cross-tabulations.