

NBC 4 NY/WSJ/Marist Poll  
New York City Registered Voters

April 2016

## How the Survey was Conducted

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### Nature of the Sample: NBC 4 NY/WSJ/Marist New York Poll of 2,679 Adults

This survey of 2,679 adults was conducted April 10<sup>th</sup> through April 13<sup>th</sup>, 2016 by The Marist Poll sponsored and funded in partnership with NBC 4 New York and *The Wall Street Journal*. Adults 18 years of age and older residing in the state of New York were contacted on landline or mobile numbers and interviewed in English or Spanish by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of New York from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. Both samples were matched by telephone number to a voter registration list for the state. Voter information was appended to each matched case. Assistance was provided by Luce Research for data collection. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 5-year estimates for age, gender, income, and region except for race, which is from the 2010 census. Results are statistically significant within  $\pm 1.9$  percentage points. There are 2,260 registered voters. The results for this subset are statistically significant within  $\pm 2.1$  percentage points. There are 544 voters in the potential Republican primary electorate. The potential Republican primary electorate in New York includes all registered Republicans. There are 1,065 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in New York includes all registered Democrats. The results for these subsets are statistically significant within  $\pm 4.2$  percentage points and  $\pm 3.0$  percentage points, respectively. There are 313 likely Republican primary voters and 591 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 New York Republican/Democratic Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for these subsets are statistically significant within  $\pm 5.5$  percentage points and  $\pm 4.0$  percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

NBC 4 NY/WSJ/Marist Poll New York Tables of NYC Registered Voters

Nature of the Sample - New York

		NYC Adults	NYC Registered Voters
		Col %	Col %
NYC Adults		100%	
New York Registered Voters		79%	100%
Party Registration	Democrat	n/a	71%
	Republican	n/a	11%
	Independent	n/a	18%
	Other	n/a	1%
Party Identification	Democrat	n/a	61%
	Republican	n/a	11%
	Independent	n/a	27%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	15%
	Liberal	n/a	31%
	Moderate	n/a	34%
	Conservative	n/a	16%
	Very conservative	n/a	6%
Tea Party Supporters		n/a	13%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	57%	50%
	45 or older	43%	50%
Age	18 to 29	27%	23%
	30 to 44	30%	28%
	45 to 59	22%	25%
	60 or older	21%	25%
Race	White	37%	41%
	African American	22%	23%
	Latino	27%	26%
	Other	13%	11%
Region	New York City	100%	100%
Household Income	Less than \$50,000	49%	47%
	\$50,000 or more	51%	53%
Education	Not college graduate	54%	51%
	College graduate	46%	49%
Marital Status	Married	38%	40%
	Not married	62%	60%
Evangelical Christian	Yes	21%	20%
	No	79%	80%
White Evangelical Christians		2%	2%
Religiosity	Practice a Religion	44%	43%
	Does not Practice a Religion	56%	57%
Religion	Protestant	26%	24%
	Catholic	42%	43%
	Jewish	17%	18%
	No Religion	16%	15%
U.S. Military Veteran	Yes	6%	6%
	No	94%	94%
Union Household	Yes	21%	24%
	No	79%	76%
Interview Type	Landline	45%	50%
	Cell Phone	55%	50%

NBC 4 NY/WSJ/Marist Poll New York City Adults. Interviews conducted April 10th through April 13th, 2016, n=1152 MOE +/- 2.9 percentage points. New York City Registered Voters: n=767 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

Would you rate the job Mayor Bill de Blasio is doing in office as excellent, good, fair, or poor?

		Excellent	Good	Fair	Poor	Unsure
Registered Voters	New York City Registered Voters	8%	27%	34%	28%	3%
Party Identification	Democrat	10%	33%	37%	17%	2%
	Republican	3%	10%	16%	71%	1%
	Independent	5%	19%	35%	34%	6%
Political Ideology	Very liberal-Liberal	12%	31%	34%	20%	4%
	Moderate	4%	23%	36%	33%	4%
	Conservative-Very conservative	8%	22%	28%	41%	0%
Tea Party Support	Tea Party Supporters	13%	14%	23%	47%	2%
Household Income	Less than \$50,000	11%	31%	34%	20%	4%
	\$50,000 or more	6%	24%	33%	34%	2%
Education	Not college graduate	11%	27%	32%	27%	4%
	College graduate	6%	26%	35%	31%	3%
Race	White	5%	22%	28%	42%	2%
	African American	11%	38%	36%	13%	3%
	Latino	10%	26%	39%	22%	3%
Age	18 to 29	8%	28%	42%	18%	4%
	30 to 44	6%	22%	31%	35%	5%
	45 to 59	11%	27%	30%	30%	3%
	60 or older	8%	30%	31%	30%	1%
Age	Under 45	7%	25%	36%	27%	5%
	45 or older	9%	29%	30%	30%	2%
Gender	Men	9%	25%	31%	32%	3%
	Women	8%	28%	36%	25%	3%
Marital Status	Married	9%	24%	27%	36%	3%
	Not married	7%	27%	38%	24%	3%
Religiosity	Practice a Religion	11%	28%	29%	28%	3%
	Does not Practice a Religion	6%	25%	37%	29%	3%
Religion	Protestant	8%	39%	35%	15%	2%
	Catholic	8%	21%	36%	34%	1%
	Jewish	6%	21%	31%	39%	4%
U.S. Military Veteran	Yes	8%	27%	21%	41%	2%
	No	8%	26%	35%	28%	3%
Union Household	Yes	10%	27%	28%	33%	2%
	No	8%	26%	35%	27%	3%
Interview Type	Landline	7%	29%	31%	32%	1%
	Cell Phone	9%	24%	37%	25%	5%

NBC 4 NY/WSJ/Marist Poll New York City Registered Voters. Interviews conducted April 10th through April 13th, 2016, n=767 MOE +/- 3.5 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 %
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 New York City Registered Voters

NBC 4 NY/WSJ/Marist Poll New York Tables of 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
Registered Voters	New York City Registered Voters	43%	51%	7%
Party Identification	Democrat	50%	44%	6%
	Republican	19%	79%	3%
	Independent	36%	55%	8%
Political Ideology	Very liberal-Liberal	53%	42%	5%
	Moderate	37%	57%	6%
	Conservative-Very conservative	33%	62%	6%
Tea Party Support	Tea Party Supporters	35%	63%	2%
Household Income	Less than \$50,000	44%	48%	8%
	\$50,000 or more	43%	52%	5%
Education	Not college graduate	41%	51%	9%
	College graduate	44%	51%	5%
Race	White	39%	55%	6%
	African American	50%	44%	6%
	Latino	39%	56%	5%
Age	18 to 29	50%	41%	9%
	30 to 44	37%	58%	5%
	45 to 59	41%	56%	3%
	60 or older	44%	47%	9%
Age	Under 45	43%	50%	7%
	45 or older	42%	51%	6%
Gender	Men	47%	47%	6%
	Women	38%	54%	8%
Marital Status	Married	39%	53%	7%
	Not married	44%	50%	6%
Religiosity	Practice a Religion	45%	49%	6%
	Does not Practice a Religion	41%	52%	7%
Religion	Protestant	55%	40%	5%
	Catholic	35%	61%	4%
	Jewish	34%	55%	10%
U.S. Military Veteran	Yes	53%	39%	7%
	No	42%	52%	7%
Union Household	Yes	42%	53%	6%
	No	43%	50%	7%
Interview Type	Landline	41%	52%	7%
	Cell Phone	45%	49%	6%

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## 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
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%

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