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Interviews: 614 voters
 Dates: October 26-28, 2009

FINAL

Study #9701d
 New York City Mayor Survey
 October 26-28, 2009

47 Male
 53 Female

Please note: all results are shown as percentages unless otherwise stated.

1a. First, does anyone in this household work for a radio station, a television station, a newspaper, an advertising agency, or a market research firm?

No	100	CONTINUE
Yes	-	TERMINATE
Not sure	-	

1b. And does anyone in this household work actively in politics for a political party or as a campaign worker?

No	100	CONTINUE
Yes.....	-	TERMINATE
Not sure	-	

2a. Are you currently registered to vote at this address?

Yes, registered.....	100	CONTINUE
No, not registered	-	TERMINATE
Not sure	-	

2b. Are you registered to vote as a Democrat, a Republican, or as something else?

Democrat	76
Republican.....	10
Other party.....	6
Unaffiliated.....	6
Not sure	2

2c. Thinking back on the different state and local elections in which you have been eligible to vote in the past few years, would you say that you have voted in all these elections, most of them, about half of them, or fewer than half of these elections?

All of them	51	
Most of them	46	CONTINUE
About half of them.....	3	
Fewer than half of them	-	TERMINATE
Was not eligible/too young to vote (VOL).....	-	CONTINUE
Not sure	-	TERMINATE

3. What are the chances that you will vote in next month's general election for mayor and other citywide offices? Are you certain to vote in that election, quite likely to vote, just somewhat likely to vote, or not that likely to vote in next month's general election for mayor and other citywide offices?

Certain to vote.....	82	CONTINUE
Quite likely to vote.....	18	
Just somewhat likely to vote	-	
Not that likely to vote.....	-	TERMINATE
Not sure	-	

4a/b. The choice in the general election for mayor next month is between Bill Thompson, running on the Democratic and Working Family Party lines, and Michael Bloomberg, running on the Republican and Independence Party lines. If the election were today, would you vote for Bill Thompson or Michael Bloomberg? (IF "NOT SURE," ASK:) Well, if you had to say right now, do you lean more toward Bill Thompson or more toward Michael Bloomberg?

Bill Thompson	33	
Bill Thompson (lean)	5	CONTINUE
Michael Bloomberg	41	
Michael Bloomberg (lean)	4	
Not sure	17	Skip to Q.5

CERTAIN TO VOTE	
Bill Thompson.....	37
Bill Thompson (lean).....	4
Michael Bloomberg.....	40
Michael Bloomberg (lean).....	4
Not sure.....	15

(ASK ONLY OF RESPONDENTS WHO SAY BLOOMBERG IN Q.4a/b.)

4c. Would you say that you strongly support Michael Bloomberg for reelection, or do you have some doubts and reservations about supporting him for reelection?

Bloomberg Voters	
Strongly support	70
Have some doubts and reservations.....	28
Not sure.....	2

(ASK ONLY OF RESPONDENTS WHO SAY BLOOMBERG IN Q.4a/b.)

4d. And would you say your mind is made up to vote for Michael Bloomberg, or would you still consider voting for Bill Thompson as you hear more about him?

Bloomberg Voters	
Mind is made up to vote for Bloomberg	76
Would still consider voting for Thompson	20
Not sure.....	4

5. Would you say that your overall feelings about **(READ ITEM)** are very positive, somewhat positive, neutral, somewhat negative, or very negative?

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>
Michael Bloomberg	23	30	19	15	11	2
Bill Thompson	11	25	39	11	5	9

6. Thinking about just the past few weeks, have the things you have heard and seen recently about **(READ ITEM)** made you feel more favorable toward him or less favorable toward him?

	<u>More Favorable</u>	<u>Less Favorable</u>	<u>Some Of Both/Neither/ No Difference (VOL)</u>	<u>Have Not Heard/Seen Much (VOL)</u>	<u>Not Sure</u>
Michael Bloomberg.....	22	31	36	7	4
Bill Thompson.....	28	22	33	11	6

7a. Thinking back over the past few weeks, what have you seen or heard that has made you feel more favorable or less favorable toward Michael Bloomberg?

(PROBE:) What have you seen or heard that has made you more likely to support Michael Bloomberg for reelection?

(PROBE:) What have you seen or heard that has given you doubts or concerns about supporting Michael Bloomberg for reelection? *

Net Favorable Impressions	35%
Good job, good record, experienced, qualified	17
Agree with his stand on education	5
Like him, happy with him, voting for him	3
Agree with his stand on issues, his views, policies	2
New York is safer, crime is down	1
Net Unfavorable Impressions	50%
Shouldn't be running for 3rd term/changed the law/want term limits	20
Running a negative campaign	6
Spending too much money on his campaign, ads	5
Disagree with his stand on education	5
Only cares about the rich, not for the average New Yorker	5
Don't know; no response	23%

* Asked of one-half the respondents (FORM A).

7b. Thinking back over the past few weeks, what have you seen or heard that has made you more feel favorable or less favorable toward Bill Thompson?

(PROBE:) What have you seen or heard that has made you more likely to support Bill Thompson for mayor?

(PROBE:) What have you seen or heard that has given you doubts or concerns about supporting Bill Thompson for mayor? **

Net Favorable Impressions	27%
Other criticisms of Mayor Bloomberg	5
Cares about the middle class, cares about the people	3
Good job, good record, good candidate	3
Agree with his stand on education	2
Agree with his stand on issues, his views	2
Net Unfavorable Impressions	33%
Poor record with Board of Education	8
Disagree with his views on taxes	7
Running a dirty campaign, attacking Bloomberg	5
Poor job, poor record, no accomplishments	3
Won't be a good mayor/not strong/not able/not qualified/inexperienced	3
Not well known, not visible, need to know more, more information	6
Has seen ads, commercials, flyers	3
Don't know; no response	32%

** Asked of one-half the respondents (FORM B).

8. Now I'm going to mention a few more issues. For each one, please tell me whether you think Bill Thompson or Michael Bloomberg would be better on that issue. If you think that both would be equally good or that neither one would be good on a particular issue, please just say so.

(FOR EACH ITEM, ASK:) Who do you think would be better when it comes to **(READ ITEM)**—Bill Thompson or Michael Bloomberg?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY BILL THOMPSON IS BETTER

	Bill Thompson <u>Better</u>	Michael Bloomberg <u>Better</u>	Both Equally <u>Good</u>	Neither <u>Good</u>	Not <u>Sure</u>
Looking out for the middle class	42	28	12	8	10
Putting the needs of average New Yorkers ahead of Wall Street, developers, and other wealthy interests.....	39	27	11	10	13
Dealing with education and improving the public schools.....	21	52	14	6	7
Dealing with crime and protecting public safety.....	12	52	20	5	11

9. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY STRONGLY OR SOMEWHAT AGREE

	Agree		Disagree		Not <u>Sure</u>
	<u>Strongly</u>	Some- <u>what</u>	Some- <u>what</u>	<u>Strongly</u>	
Michael Bloomberg was wrong to overturn term limits, and on election day we should send a strong message that not even the richest man in New York City is entitled to put himself above democracy and change the rules just to suit himself	48	15	11	20	6
I do not feel that I know enough about Bill Thompson to know whether he would make a good mayor.....	33	28	15	16	8
Michael Bloomberg has had his chance as mayor—eight years is enough	42	17	14	21	6
I trust Bill Thompson to be tough on crime if he is elected mayor.....	26	29	12	10	23
Michael Bloomberg spends too much time looking out for the rich and powerful. We need a mayor who will look out for the rest of us.....	33	20	17	23	7
I trust Michael Bloomberg to look out for people like me	25	26	19	23	7
I worry that if Bill Thompson were elected mayor he would go backward on reforming and improving the public schools.....	16	21	23	20	20

10. From what you have heard, has Barack Obama endorsed Michael Bloomberg, endorsed Bill Thompson, or not made any endorsement that you have heard about?

Endorsed Bloomberg	3
Endorsed Thompson.....	43
Not made any endorsement	40
Not sure	14

Mayoral Vote Among Voters Aware Of Obama's Endorsement Of Thompson	
Bill Thompson.....	41
Bill Thompson (lean).....	4
Michael Bloomberg.....	34
Michael Bloomberg (lean).....	4
Not sure.....	17

11. The White House announced that Barack Obama is supporting Bill Thompson in the election for mayor. Does Barack Obama's endorsement make you much more likely, somewhat more likely, or no more likely to support Bill Thompson for mayor?

Much more likely	13
Somewhat more likely	15
No more likely	64
Less likely (VOL)	3
Not sure.....	5

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. Are you currently employed? (IF "CURRENTLY EMPLOYED," ASK:) What type of work do you do?

(IF "NOT CURRENTLY EMPLOYED," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work?

<u>Currently Employed</u>	
Professional/ manager	23
White-collar worker.....	19
Blue-collar worker.....	8
Farmer, rancher.....	-
<u>Not Currently Employed</u>	
Student.....	3
Homemaker.....	2
Retired.....	31
Unemployed, looking for work	10
Other	-
Not sure.....	4

F2a/b. Are you a member of a labor union? (IF "NO" OR "NOT SURE," ASK:) Is anyone else in this household a member of a labor union?

Labor union member.....	26
Labor union household	10
Nonunion household.....	61
Not sure	3

F3. What is your religion?

Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians).....	25
Catholic	29
Jewish	21
Other	6
None	12
Not sure/refused.....	7

F4. What is the last grade that you completed in school?

Grade school.....	1
Some high school.....	4
High school graduate	19
Some college, no degree	13
Vocational training/2-year college	8
4-year college/bachelor's degree	25
Some postgraduate work, no degree	3
2 or 3 years' postgraduate work/master's degree.....	18
Doctoral/law degree	4
Not sure/refused.....	5

F5a. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

Mostly Democratic	53
Leaning Democratic.....	13
Completely independent.....	15
Leaning Republican.....	5
Mostly Republican	7
Not sure	7

F5b. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative?

Liberal.....	36
Moderate	34
Conservative.....	20
Not sure	10

F6. For statistical purposes only, how old are you? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

18-24	5
25-29	6
30-34	6
35-39	5
40-44	7
45-49	10
50-54	10
55-59	12
60-64	11
65-69	8
70-74	7
75 and over	12
Refused	1

F7. And again, for statistical purposes only, are you from a Hispanic or Spanish-speaking background?

Yes, Hispanic.....	19
No, not Hispanic	80
Not sure/refused	1

F8. To ensure that we have a representative sample, would you please tell me your race—is it white, black, Asian, or something else?

White	53
Black.....	26
Asian.....	2
Other.....	6
Hispanic (VOL)	12
Not sure/refused	1

AREA	
Bronx.....	15
Brooklyn.....	29
Manhattan.....	25
Queens	24
Staten Island.....	7

About The Survey

The sample for this survey was statistically drawn from a list of all New York City voter who voted in the general elections in 2005 or 2006, as well as those who registered to vote after those elections and voted in the 2008. Respondents were further screened to ensure that they intend to vote in next Tuesday's election. The margin of error is ±4.0% for the full sample of 614 respondents, and is higher for subgroups of the sample.