

MEMORANDUM

TO: Eduardo Castell, Bill Thompson for Mayor Campaign
FROM: Geoff Garin, Garin Hart Yang Research Group
DATE: October 29, 2009
RE: Results Of New Tracking Poll

While our polling last week showed the race for mayor moving in Michael Bloomberg's favor, there has been a significant shift this week and the race has moved again toward Bill Thompson.

In a survey of 614 New Yorkers who are likely to vote in Tuesday's election for mayor, the vote overall is Bloomberg 46%, Thompson 38%, undecided 17%. Among those who say they are certain to vote (305 in total in the sample), Thompson trails by just three points (Bloomberg 44%, Thompson 41%). The race has tightened in all five boroughs.

These results are based on a sample in which 26% of voters are African American and 19% are Latino. Certain voters are 25% African American and 18% Hispanic.

Among the overall sample, the vote is:

Whites: 59% to 28% for Bloomberg
African Americans: 53% to 25% for Thompson
Hispanics: 43% to 40% for Thompson, a big shift from last week, and the first time we have had Thompson leading with Hispanics.

The undecided voters are disproportionately minorities, which favors Thompson. Among undecided voters, 61% STRONGLY agree that Bloomberg was wrong to overturn term limits, and 64% agree that Bloomberg has had his chance as mayor and that eight years is enough.

In a question that is an important indicator of trends and campaign dynamics, a plurality of voters say what they are hearing lately makes them less favorable to Bloomberg (by 31% to 22%), including pluralities of whites, soft Bloomberg voters, and undecided voters. Bill Thompson had a negative dynamic on this measure last week, but now he has a slight positive plurality saying they have become more favorable to him, by 28% to 22%.

Bottom line: If we can turn out our voters and if the undecideds, who are clearly unhappy with Bloomberg, move our way on Tuesday, Bill Thompson can overcome Bloomberg's massive spending and pull off one of the great upset victories in New York's history.

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 $\pm 4.0\%$ for the full sample of 614 respondents, and is higher for subgroups of the sample.