



NY1-Marist Poll

Blizzard of Poor Public Opinion: Bloomberg Approval Rating at All-Time Low

*** Complete Tables for Poll Appended ***

EMBARGOED UNTIL 7 P.M. on Thursday, January 6, 2011

Contact: Lee M. Miringoff
Barbara L. Carvalho
Mary E. Azzoli
Marist College
845.575.5050

This NY1-Marist Poll Reports:

New York City Mayor Michael Bloomberg took a lot of heat over how the city handled the December 26th blizzard, and his approval rating reflects the firestorm of controversy. In fact, Bloomberg's approval rating is at its lowest point -- 37% -- since taking office. Included here are 11% who say he is doing an excellent job in office and 26% who report he is doing a good one. 34% rate his performance as fair while 26% believe he is doing a poor job. Only 3% are unsure.

When Marist last asked this question in its October survey, half of registered voters -- 50% -- gave Bloomberg high marks. At that time, 14% said he was doing an excellent job, and 36% reported he was doing a good one. 30% thought his performance was fair, and 15% believed the mayor was doing a poor job. Five percent were unsure.

Looking at the boroughs, a majority of voters in Manhattan -- 55% -- approve of Mayor Bloomberg's job performance while fewer voters in the other boroughs share this view. 39% in the Bronx, 36% in Queens and Staten Island, and 24% in Brooklyn give the mayor high marks. In Marist's previous survey, 58% of those in Manhattan, 48% of voters in the Bronx, 48% in Queens and Staten Island, and 46% in Brooklyn thought Bloomberg was doing well in office.

"Mayor Bloomberg clearly will need a big shovel if he wants to dig himself out of this political storm, and it looks like the next opportunity is heading his way," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion.

Key Findings:

- When it comes to **how Bloomberg handled the snow removal** from the recent storm, 21% of adults in New York City approve while more than seven in ten -- 71% - - disapprove. Just 7% are unsure. Regardless of borough, residents are displeased

with Bloomberg's handling of the situation. Residents in Brooklyn (78%) and in Queens and Staten Island (71%) are most dissatisfied. 69% in the Bronx and 63% in Manhattan are also unhappy with the mayor's performance during and after the blizzard.

- The **New York City Department of Sanitation does not fare better**. 21% of city residents approve of how the DSNY handled the snow removal while 72% disapprove. Seven percent are unsure. Again, disapproval spans borough boundaries. More adults residing in Brooklyn (77%) and in Queens and Staten Island (72%) feel this way compared with those in the Bronx (69%) and Manhattan (68%).
- Nearly four in ten residents -- 37% -- think **Bloomberg learned a lot** from the recent snowstorm. 26% believe he learned a little, and 28% say he took away nothing at all from the experience. Nine percent are unsure.
- The storm has had a slight impact on **Bloomberg's legacy**. Almost four in ten voters -- 39% -- think he will leave behind a positive legacy. Included here are 12% of voters who report the mayor will be remembered as one of the city's best mayors and 27% who say he will be considered an above average mayor in New York City's history. 35% think Bloomberg will be thought of as an average mayor. However, 15% think his legacy will be below average, and 10% report he will be perceived as one of the city's worst mayors. In Marist's August survey, 46% thought the mayor's legacy would be positive, either one of the best or above average.

Expectations for Black as Schools Chancellor?

Former media executive Cathie Black is the city's new schools chancellor, and most New Yorkers don't have high expectations for her. In fact, a notable 28% are unsure. 25% think Black will do a fair job, and 16% say she will perform poorly. Three in ten residents citywide -- 30% -- say Black will do either an excellent or good job in the position. Included here are 4% who report she will excel and 26% who believe she will do a good job.

Majority Say NYC Needs a New Compass

Since Bloomberg's tenure as mayor, this is the first time a majority of registered voters in the city -- 53% -- report that the Big Apple is moving in the wrong direction. However, 38% think it is traveling along the right path. Nine percent are unsure.

When Marist last asked this question in October, 47% said the city was pointed in the wrong direction, 40% thought it was on the proper trajectory, and 13%, at the time, were unsure.

NY1-Marist Poll NYC Tables

January 6, 2011

How the Survey was Conducted

Nature of the Sample: New York City Poll of 600 Adults

This survey of 600 adults was conducted on January 5th, 2011. Adults 18 years of age and older residing in the five boroughs of New York City were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the city. The exchanges were selected to ensure that each borough was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 4.0 percentage points. There are 439 registered voters. The results for this subset are statistically significant within ± 5.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: NYC Adults

| Nature of the Sample - NYC Adults | | |
|--|---------------------------------|-------------|
| | | NYC Adults |
| | | Col % |
| NYC Adults | | 100% |
| Registered Voters | | 73% |
| NYC Borough | Bronx | 15% |
| | Brooklyn | 30% |
| | Manhattan | 21% |
| | Queens and Staten Island | 34% |
| Household Income | Less than \$50,000 | 53% |
| | \$50,000 or more | 47% |
| Race | White | 34% |
| | African American | 24% |
| | Latino | 28% |
| | Other | 14% |
| Generation | Millennials | 25% |
| | Gen X | 25% |
| | Baby Boomers | 33% |
| | Silent-Greatest | 17% |
| Age | Under 45 | 48% |
| | 45 or older | 52% |
| Gender | Men | 48% |
| | Women | 52% |
| Households with children under 18 | Household with children | 53% |
| | No children in household | 47% |
| Interview Type | Landline | 74% |
| | Cell Phone | 26% |

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

Nature of the Sample: NYC Registered Voters

| Nature of the Sample - NYC Registered Voters | | |
|--|-------------------------------------|-----------------------------|
| | | NYC Registered Voters |
| | | Col % |
| NYC Registered Voters | | 100% |
| Party Registration | Democrat | 64% |
| | Republican | 13% |
| | Non-enrolled | 21% |
| | Other | 2% |
| NYC Borough | Bronx | 16% |
| | Brooklyn | 30% |
| | Manhattan | 22% |
| | Queens and Staten Island | 32% |
| Household Income | Less than \$50,000 | 50% |
| | \$50,000 or more | 50% |
| Race | White | 40% |
| | African American | 25% |
| | Latino | 23% |
| | Other | 12% |
| Generation | Millennials | 17% |
| | Gen X | 25% |
| | Baby Boomers | 36% |
| | Silent-Greatest | 22% |
| Age | Under 45 | 40% |
| | 45 or older | 60% |
| Gender | Men | 48% |
| | Women | 52% |
| Households with children under 18 | Household with children | 50% |
| | No children in household | 50% |
| Interview Type | Landline | 81% |
| | Cell Phone | 19% |

NY1-Marist Poll NYC Registered Voters: Interviews conducted January 5th, 2011, N=439 MOE +/- 5%. Totals may not add to 100 due to rounding.

Bloomberg Approval Rating

Asked of NYC Registered Voters:

Question Wording: Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor?

| | | NYC Registered Voters | | | | |
|-----------------------------------|--------------------------|--|-------|-------|-------|------------------------|
| | | Would you rate the job Mayor Michael Bloomberg is doing in office as excellent, good, fair, or poor? | | | | |
| | | Excellent | Good | Fair | Poor | Unsure- Never Heard |
| | | Row % | Row % | Row % | Row % | Row % |
| NYC Registered Voters | | 11% | 26% | 34% | 26% | 3% |
| Party Registration | Democrat | 10% | 25% | 34% | 28% | 2% |
| | Republican | 13% | 35% | 22% | 25% | 5% |
| | Non-enrolled | 16% | 24% | 36% | 21% | 4% |
| NYC Borough | Bronx | 6% | 33% | 39% | 18% | 5% |
| | Brooklyn | 8% | 16% | 37% | 34% | 4% |
| | Manhattan | 21% | 34% | 28% | 16% | <1% |
| | Queens and Staten Island | 10% | 26% | 32% | 29% | 3% |
| Household Income | Less than \$50,000 | 7% | 26% | 30% | 36% | 2% |
| | \$50,000 or more | 14% | 27% | 39% | 18% | 2% |
| Race | White | 15% | 31% | 30% | 23% | 2% |
| | African American | 3% | 20% | 42% | 29% | 6% |
| | Latino | 13% | 26% | 30% | 28% | 3% |
| Generation | Millennials | 5% | 21% | 43% | 27% | 4% |
| | Gen X | 14% | 24% | 32% | 27% | 3% |
| | Baby Boomers | 13% | 27% | 33% | 24% | 4% |
| | Silent-Greatest | 12% | 27% | 30% | 29% | 2% |
| Age | Under 45 | 11% | 24% | 37% | 26% | 3% |
| | 45 or older | 12% | 26% | 32% | 27% | 3% |
| Gender | Men | 10% | 26% | 35% | 25% | 3% |
| | Women | 12% | 26% | 33% | 26% | 3% |
| Households with children under 18 | Household with children | 9% | 25% | 36% | 28% | 1% |
| | No children in household | 11% | 26% | 33% | 25% | 5% |
| Interview Type | Landline | 11% | 24% | 35% | 26% | 4% |
| | Cell Phone | 13% | 33% | 29% | 24% | 2% |

NY1-Marist Poll NYC Registered Voters: Interviews conducted January 5th, 2011, N=439 MOE +/- 5%. Totals may not add to 100 due to rounding.

Bloomberg Handling of Snow Removal

Asked of NYC Adults:

Question Wording: Do you approve or disapprove of how Mayor Michael Bloomberg handled the snow removal from the recent storm?

| | | NYC Adults | | |
|-----------------------------------|--------------------------|---|------------|--------|
| | | Do you approve or disapprove of how Mayor Michael Bloomberg handled the snow removal from the recent storm? | | |
| | | Approve | Disapprove | Unsure |
| | | Row % | Row % | Row % |
| NYC Adults | | 21% | 71% | 7% |
| NYC Registered Voters | | 21% | 72% | 7% |
| Party Registration | Democrat | 18% | 75% | 7% |
| | Republican | 31% | 69% | <1% |
| | Non-enrolled | 22% | 67% | 11% |
| NYC Borough | Bronx | 21% | 69% | 9% |
| | Brooklyn | 18% | 78% | 4% |
| | Manhattan | 27% | 63% | 10% |
| | Queens and Staten Island | 20% | 71% | 8% |
| Household Income | Less than \$50,000 | 19% | 73% | 8% |
| | \$50,000 or more | 21% | 72% | 7% |
| Race | White | 21% | 70% | 10% |
| | African American | 17% | 76% | 7% |
| | Latino | 23% | 73% | 4% |
| Generation | Millennials | 23% | 72% | 5% |
| | Gen X | 19% | 75% | 7% |
| | Baby Boomers | 23% | 70% | 7% |
| | Silent-Greatest | 18% | 72% | 9% |
| Age | Under 45 | 21% | 73% | 6% |
| | 45 or older | 21% | 70% | 8% |
| Gender | Men | 23% | 70% | 7% |
| | Women | 20% | 73% | 7% |
| Households with children under 18 | Household with children | 21% | 74% | 5% |
| | No children in household | 21% | 69% | 9% |
| Interview Type | Landline | 21% | 73% | 6% |
| | Cell Phone | 23% | 67% | 10% |

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

NYC Department of Sanitation Handling of Snow Removal

Asked of NYC Adults:

Question Wording: Do you approve or disapprove of how the New York City Department of Sanitation handled the snow removal from the recent storm?

| | | NYC Adults | | |
|-----------------------------------|--------------------------|--|------------|--------|
| | | Do you approve or disapprove of how the New York City Department of Sanitation handled the snow removal from the recent storm? | | |
| | | Approve | Disapprove | Unsure |
| | | Row % | Row % | Row % |
| NYC Adults | | 21% | 72% | 7% |
| NYC Registered Voters | | 21% | 73% | 6% |
| Party Registration | Democrat | 22% | 72% | 6% |
| | Republican | 23% | 73% | 3% |
| | Non-enrolled | 16% | 73% | 10% |
| NYC Borough | Bronx | 26% | 69% | 5% |
| | Brooklyn | 17% | 77% | 6% |
| | Manhattan | 21% | 68% | 11% |
| | Queens and Staten Island | 22% | 72% | 6% |
| Household Income | Less than \$50,000 | 22% | 72% | 6% |
| | \$50,000 or more | 18% | 75% | 7% |
| Race | White | 18% | 73% | 9% |
| | African American | 18% | 75% | 7% |
| | Latino | 25% | 72% | 3% |
| Generation | Millennials | 24% | 72% | 4% |
| | Gen X | 18% | 74% | 8% |
| | Baby Boomers | 24% | 71% | 5% |
| | Silent-Greatest | 16% | 75% | 9% |
| Age | Under 45 | 21% | 73% | 6% |
| | 45 or older | 21% | 72% | 7% |
| Gender | Men | 24% | 69% | 7% |
| | Women | 18% | 75% | 7% |
| Households with children under 18 | Household with children | 23% | 73% | 4% |
| | No children in household | 20% | 72% | 9% |
| Interview Type | Landline | 20% | 74% | 6% |
| | Cell Phone | 24% | 68% | 8% |

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

Lessons Learned from Snow Storm - Bloomberg

Asked of NYC Adults:

Question Wording: Do you think Mayor Michael Bloomberg learned a lot, a little, or nothing at all from the recent snow storm?

| | | NYC Adults | | | |
|-----------------------------------|--------------------------|---|----------|----------------|--------|
| | | Do you think Mayor Michael Bloomberg learned a lot, a little, or nothing at all from the recent snow storm? | | | |
| | | A lot | A little | Nothing at all | Unsure |
| | | Row % | Row % | Row % | Row % |
| NYC Adults | | 37% | 26% | 28% | 9% |
| NYC Registered Voters | | 39% | 25% | 27% | 9% |
| Party Registration | Democrat | 37% | 29% | 28% | 7% |
| | Republican | 47% | 20% | 22% | 11% |
| | Non-enrolled | 38% | 20% | 32% | 11% |
| NYC Borough | Bronx | 38% | 21% | 34% | 6% |
| | Brooklyn | 32% | 26% | 33% | 8% |
| | Manhattan | 42% | 30% | 20% | 8% |
| | Queens and Staten Island | 37% | 26% | 27% | 10% |
| Household Income | Less than \$50,000 | 42% | 21% | 31% | 7% |
| | \$50,000 or more | 31% | 31% | 29% | 9% |
| Race | White | 37% | 28% | 25% | 10% |
| | African American | 39% | 24% | 32% | 4% |
| | Latino | 36% | 23% | 34% | 7% |
| Generation | Millennials | 29% | 30% | 35% | 7% |
| | Gen X | 37% | 23% | 31% | 8% |
| | Baby Boomers | 43% | 27% | 22% | 7% |
| | Silent-Greatest | 40% | 23% | 27% | 11% |
| Age | Under 45 | 32% | 27% | 33% | 8% |
| | 45 or older | 43% | 25% | 24% | 8% |
| Gender | Men | 36% | 27% | 27% | 10% |
| | Women | 38% | 25% | 29% | 7% |
| Households with children under 18 | Household with children | 35% | 23% | 35% | 7% |
| | No children in household | 33% | 30% | 27% | 10% |
| Interview Type | Landline | 38% | 26% | 28% | 7% |
| | Cell Phone | 34% | 25% | 28% | 13% |

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

Bloomberg's Legacy

Asked of NYC Registered Voters:

Question Wording: When Michael Bloomberg finishes his third term as New York City mayor in 2013, do you think he will be remembered as one of the best mayors in New York City history, above average, about average, below average, or as one of the worst mayors in New York City's history?

| | | NYC Registered Voters | | | | |
|-----------------------------------|--------------------------|--|---------------|---------------|---------------|-------------------------|
| | | When Michael Bloomberg finishes his third term as New York City mayor in 2013, do you think he will be remembered as one of the best mayors in New York City history, above average, about average, below average, or as one of the worst mayors in New York City's history? | | | | |
| | | One of the best mayors | Above average | About average | Below average | One of the worst mayors |
| | | Row % | Row % | Row % | Row % | Row % |
| NYC Registered Voters | | 12% | 27% | 35% | 15% | 10% |
| Party Registration | Democrat | 11% | 25% | 37% | 17% | 10% |
| | Republican | 18% | 38% | 22% | 10% | 11% |
| | Non-enrolled | 9% | 34% | 35% | 10% | 11% |
| NYC Borough | Bronx | 10% | 28% | 39% | 14% | 10% |
| | Brooklyn | 12% | 22% | 34% | 22% | 10% |
| | Manhattan | 19% | 31% | 33% | 11% | 6% |
| | Queens and Staten Island | 9% | 31% | 36% | 12% | 13% |
| Household Income | Less than \$50,000 | 10% | 24% | 33% | 20% | 12% |
| | \$50,000 or more | 15% | 34% | 31% | 12% | 8% |
| Race | White | 14% | 37% | 31% | 9% | 9% |
| | African American | 10% | 13% | 47% | 19% | 11% |
| | Latino | 14% | 26% | 36% | 17% | 7% |
| Generation | Millennials | 6% | 24% | 38% | 20% | 11% |
| | Gen X | 17% | 28% | 32% | 17% | 7% |
| | Baby Boomers | 12% | 30% | 37% | 14% | 8% |
| | Silent-Greatest | 14% | 27% | 30% | 14% | 15% |
| Age | Under 45 | 13% | 26% | 36% | 17% | 7% |
| | 45 or older | 12% | 28% | 33% | 15% | 11% |
| Gender | Men | 13% | 28% | 35% | 15% | 9% |
| | Women | 12% | 27% | 35% | 16% | 11% |
| Households with children under 18 | Household with children | 12% | 33% | 27% | 18% | 10% |
| | No children in household | 11% | 21% | 42% | 15% | 10% |
| Interview Type | Landline | 12% | 26% | 36% | 15% | 11% |
| | Cell Phone | 14% | 32% | 33% | 18% | 3% |

NY1-Marist Poll NYC Registered Voters: Interviews conducted January 5th, 2011, N=439 MOE +/- 5%. Totals may not add to 100 due to rounding.

Expectations for Cathie Black as Schools Chancellor

Asked of NYC Adults:

Question Wording: From what you have read or heard, do you expect Cathie Black to do an excellent, good, fair, or poor job as New York City Schools Chancellor?

| | | NYC Adults | | | | |
|-----------------------------------|--------------------------|---|-------|-------|-------|--------|
| | | From what you have read or heard, do you expect Cathie Black to do an excellent, good, fair, or poor job as New York City Schools Chancellor? | | | | |
| | | Excellent | Good | Fair | Poor | Unsure |
| | | Row % | Row % | Row % | Row % | Row % |
| NYC Adults | | 4% | 26% | 25% | 16% | 28% |
| NYC Registered Voters | | 4% | 29% | 25% | 16% | 26% |
| Party Registration | Democrat | 3% | 26% | 31% | 15% | 25% |
| | Republican | 10% | 31% | 20% | 15% | 24% |
| | Non-enrolled | 5% | 35% | 22% | 14% | 24% |
| NYC Borough | Bronx | 6% | 33% | 17% | 25% | 19% |
| | Brooklyn | 3% | 22% | 26% | 18% | 30% |
| | Manhattan | 6% | 29% | 26% | 10% | 29% |
| | Queens and Staten Island | 3% | 26% | 28% | 15% | 29% |
| Household Income | Less than \$50,000 | 4% | 31% | 24% | 15% | 28% |
| | \$50,000 or more | 3% | 20% | 34% | 17% | 25% |
| Race | White | 5% | 23% | 27% | 17% | 28% |
| | African American | 4% | 27% | 30% | 16% | 24% |
| | Latino | 4% | 25% | 29% | 18% | 23% |
| Generation | Millennials | 2% | 23% | 31% | 19% | 24% |
| | Gen X | 4% | 26% | 28% | 13% | 29% |
| | Baby Boomers | 4% | 28% | 24% | 18% | 27% |
| | Silent-Greatest | 7% | 25% | 20% | 15% | 33% |
| Age | Under 45 | 3% | 25% | 29% | 16% | 27% |
| | 45 or older | 5% | 26% | 23% | 17% | 29% |
| Gender | Men | 4% | 24% | 25% | 16% | 32% |
| | Women | 5% | 29% | 26% | 16% | 24% |
| Households with children under 18 | Household with children | 3% | 26% | 32% | 17% | 22% |
| | No children in household | 4% | 26% | 23% | 17% | 31% |
| Interview Type | Landline | 4% | 27% | 24% | 17% | 27% |
| | Cell Phone | 5% | 23% | 28% | 14% | 29% |

NY1-Marist Poll NYC Adults: Interviews conducted January 5th, 2011, N=600 MOE +/- 4%. Totals may not add to 100 due to rounding.

Direction of New York City

Asked of NYC Registered Voters:

Question Wording: 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?

| | | 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 |
| | | Row % | Row % | Row % |
| NYC Registered Voters | | 38% | 53% | 9% |
| Party Registration | Democrat | 36% | 56% | 9% |
| | Republican | 32% | 58% | 10% |
| | Non-enrolled | 45% | 47% | 8% |
| NYC Borough | Bronx | 40% | 49% | 11% |
| | Brooklyn | 29% | 62% | 9% |
| | Manhattan | 47% | 46% | 8% |
| | Queens and Staten Island | 39% | 53% | 8% |
| Household Income | Less than \$50,000 | 33% | 62% | 6% |
| | \$50,000 or more | 45% | 49% | 6% |
| Race | White | 44% | 47% | 9% |
| | African American | 27% | 62% | 11% |
| | Latino | 38% | 54% | 8% |
| Generation | Millennials | 40% | 56% | 4% |
| | Gen X | 38% | 50% | 12% |
| | Baby Boomers | 38% | 56% | 6% |
| | Silent-Greatest | 33% | 52% | 15% |
| Age | Under 45 | 40% | 51% | 9% |
| | 45 or older | 36% | 55% | 9% |
| Gender | Men | 43% | 48% | 9% |
| | Women | 34% | 57% | 9% |
| Households with children under 18 | Household with children | 40% | 55% | 5% |
| | No children in household | 35% | 54% | 11% |
| Interview Type | Landline | 37% | 55% | 9% |
| | Cell Phone | 44% | 46% | 10% |

Marist Poll NYC Registered Voters: Interviews conducted January 5th, 2011, N=439 MOE +/- 5%. Totals may not add to 100 due to rounding.