

September 3-5, 2013

503 City of Rochester Likely Democratic Voters, +/-4.4%

Is the City of Rochester on the right track, or is it headed in the wrong direction?												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Right track	70%	85%	39%	69%	70%	64%	74%	80%	55%	77%	64%	69%
Wrong direction	19%	9%	44%	21%	16%	26%	14%	12%	29%	17%	18%	21%
Don't know/No opinion	12%	6%	17%	10%	14%	10%	13%	8%	16%	6%	18%	10%
I'm going to read a series of names of people in public life and I'd like you to tell me whether you have a favorable opinion or an unfavorable opinion of each person I name. [Q2-Q4 ROTATED]												
Q2. Thomas Richards												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Favorable	74%	93%	35%	74%	75%	64%	81%	86%	56%	81%	69%	75%
Unfavorable	17%	3%	50%	18%	16%	26%	12%	8%	32%	12%	20%	17%
Don't know/No opinion	9%	4%	14%	8%	9%	10%	7%	6%	12%	7%	11%	7%
Q3. Lovely Warren												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Favorable	59%	44%	92%	59%	59%	60%	61%	48%	79%	50%	72%	51%
Unfavorable	26%	40%	2%	27%	26%	29%	24%	37%	8%	35%	14%	33%
Don't know/No opinion	15%	17%	7%	15%	15%	11%	15%	14%	12%	15%	14%	16%

YNN/Democrat Chronicle, WHAM-TV (Channel 13), WXXI Public Broadcasting and WDKX-FM (103.9)/Siena College Poll
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Q4. Alex White												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Favorable	31%	31%	32%	35%	27%	30%	32%	32%	31%	23%	35%	32%
Unfavorable	26%	28%	25%	25%	26%	33%	22%	27%	24%	38%	19%	22%
Don't know/No opinion	44%	42%	43%	40%	47%	37%	47%	41%	45%	38%	46%	45%
Q5. How would you rate the job that Thomas Richards is doing as Mayor. Would you rate it as excellent, good, fair, or poor?												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Excellent	23%	34%	3%	26%	21%	13%	28%	32%	8%	36%	17%	19%
Good	46%	54%	24%	42%	49%	43%	49%	52%	37%	41%	47%	50%
Fair	23%	11%	53%	23%	23%	33%	17%	14%	38%	18%	27%	24%
Poor	7%	0%	20%	8%	6%	10%	5%	2%	16%	5%	9%	6%
Don't know/No opinion	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	1%
Q6. Thomas Richards is running for re-election for Mayor this fall, as things stand now, would you vote to re-elect him or would you prefer someone else?												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Re-elect Richards	63%	94%	10%	66%	61%	52%	70%	83%	32%	78%	50%	66%
Prefer someone else	25%	3%	81%	27%	24%	36%	20%	12%	48%	13%	33%	27%
Don't know/No opinion	11%	3%	9%	7%	15%	12%	10%	6%	20%	9%	17%	6%
Q7. If the Democratic primary for Mayor were held today who would you vote for if the candidates were:												
				Gender		Age		Ethnicity		Religion		
	Total			M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Thomas Richards	63%			65%	61%	53%	70%	84%	29%	76%	46%	70%
Lovely Warren	27%			29%	25%	39%	21%	11%	54%	17%	37%	24%
Don't know/No opinion	10%			6%	13%	9%	9%	5%	17%	7%	16%	6%

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Q8. How likely would you say you are to vote for [CANDIDATE NAME]?												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Absolutely certain; there's no chance I will change my mind	65%	66%	64%	73%	58%	58%	72%	68%	62%	69%	62%	65%
Fairly certain; it's unlikely I will change my mind	27%	29%	22%	20%	32%	30%	22%	27%	24%	26%	27%	27%
Not very certain; I very well may change my mind	7%	5%	12%	7%	7%	10%	4%	5%	10%	5%	8%	6%
Not certain at all; there's a good chance I will change my mind	1%	1%	2%	0%	3%	2%	1%	0%	4%	0%	2%	1%
Don't know/No opinion	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q9. What issue would you say is the SINGLE MOST IMPORTANT in your decision of who to vote for in the Democratic Mayoral Primary?												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Crime	18%	16%	26%	21%	16%	21%	17%	14%	25%	19%	22%	14%
Education	28%	20%	40%	19%	35%	30%	27%	25%	32%	23%	31%	29%
Economic development	25%	34%	6%	29%	21%	23%	25%	34%	10%	27%	19%	30%
Jobs	18%	17%	20%	19%	17%	19%	17%	13%	26%	20%	21%	11%
City taxes	4%	5%	3%	3%	5%	3%	4%	5%	2%	5%	1%	7%
Other (specify)	5%	5%	4%	6%	4%	3%	6%	5%	4%	4%	5%	6%
Don't know/No opinion	2%	3%	1%	3%	2%	1%	3%	3%	2%	2%	2%	3%

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Q10. Regardless of which candidate you plan on supporting, which of the candidates do you think is most likely to win the Democratic Primary for Mayor this year?												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Thomas Richards	76%	95%	41%	78%	75%	69%	82%	91%	53%	86%	66%	80%
Lovely Warren	14%	0%	51%	16%	13%	22%	10%	5%	30%	11%	19%	11%
Don't know/No opinion	10%	5%	8%	6%	12%	9%	8%	4%	17%	3%	14%	9%
Q11. As you consider all the candidates running for Mayor of Rochester, are you satisfied with these candidates - Thomas Richards, Lovely Warren and Alex White - or is there someone else you would have preferred to run for Mayor?												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Satisfied with candidates	83%	86%	80%	82%	83%	80%	85%	85%	81%	85%	81%	84%
Preferred someone else	14%	11%	19%	14%	13%	19%	10%	11%	17%	13%	15%	12%
Don't know/No opinion	4%	3%	1%	3%	4%	1%	4%	3%	3%	2%	4%	4%
Q12. Overall today, do you think a Mayor of Rochester is capable of successfully addressing the problems facing Rochester or do you think the problems are too large for any Mayor to address?												
		Vote Choice		Gender		Age		Ethnicity		Religion		
	Total	Richards	Warren	M	F	18-54	55+	White	Afr Amer /Black	Cath	Prot	Other
Mayor is capable of successfully addressing the problems facing Rochester	62%	64%	60%	67%	58%	60%	64%	61%	66%	73%	61%	55%
Problems are too large for any Mayor to address	34%	32%	37%	31%	36%	36%	32%	35%	29%	25%	34%	41%
Don't know/No opinion	4%	4%	3%	2%	6%	4%	4%	4%	5%	2%	5%	4%

Nature of the Sample	
City of Rochester Likely Democratic Voters	
Religion	
Catholic	28%
Protestant	39%
Other	30%
Age	
18 to 54	40%
55 and older	56%
Gender	
Male	47%
Female	53%
Race/Ethnicity	
White	60%
African American/Black	37%