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**DE BLASIO CLOSE TO 40% IN NEW YORK CITY MAYORAL RACE,
QUINNIPIAC UNIVERSITY POLL FINDS;
QUINN, THOMPSON IN BATTLE FOR SECOND PLACE**

With 13 days until the primary election, Public Advocate Bill de Blasio surges ahead of the Democratic pack for New York City mayor with 36 percent of likely voters, close to the 40 percent threshold needed to avoid a runoff, according to a Quinnipiac University poll released today.

City Council Speaker Christine Quinn is at 21 percent, with 20 percent for former City Comptroller William Thompson, the independent Quinnipiac (KWIN-uh-pe-ack) University poll finds. Former U.S. Rep. Anthony Weiner has 8 percent of likely Democratic primary voters, with 6 percent for City Comptroller John Liu, 1 percent for former Council member Sal Albanese and 8 percent undecided.

This compares to the results of an August 13 Quinnipiac University poll which showed de Blasio at 30 percent, with 24 percent for Quinn and 22 percent for Thompson.

In possible Democratic primary runoff matchups:

- De Blasio tops Quinn 59 – 30 percent;
- De Blasio leads Thompson 52 – 36 percent;
- Thompson bests Quinn 57 – 33 percent.

“Talk about breaking out of the pack! Public Advocate Bill de Blasio, in fourth place just five weeks ago, is edging up on the magic 40 percent needed to avoid a Democratic primary runoff. And if there is a runoff, he clobbers Council Speaker Christine Quinn or former Comptroller and 2009 Democratic challenger William Thompson,” said Maurice Carroll, director of the Quinnipiac University Polling Institute.

“De Blasio takes a big lead into the final turn. Let’s see how he does in the home stretch.”

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New York City needs to take a new direction from three-term Mayor Michael Bloomberg, 65 percent of likely Democratic voters say, while 25 percent say continue in the direction in which Bloomberg has been leading.

Democratic likely primary voters list the qualities which will most decide their vote:

- 30 percent want a strong leader;
- 26 percent want someone who understands their problems;
- 19 percent want someone with new ideas;
- 18 percent want someone with the right experience.

De Blasio leads by wide margins among those who want a candidate who understands them and who has new ideas and ties Quinn among those who want a strong leader. Quinn leads among those who want a candidate with the right experience.

Thompson and de Blasio lead on enthusiasm: 36 percent of Thompson backers are “very enthusiastic” and 52 percent say they definitely will vote for him. Among de Blasio backers, 36 percent are “very enthusiastic” and 52 percent say they definitely will vote for him. For Quinn, 25 percent are “very enthusiastic” and 37 percent say they definitely will vote for her.

Among all Democratic likely voters, 31 percent say there is a “good chance” they’ll change their mind in the next 13 days.

A gender gap is opening as de Blasio gets 43 percent of men and 30 percent of women, while Quinn gets 18 percent of men and 25 percent of women, with Thompson taking 18 percent of men and 21 percent of women. Black voters go 34 percent for de Blasio, 25 percent for Thompson and 15 percent for Quinn. White voters go 38 percent for de Blasio, 28 percent for Quinn and 18 percent for Thompson.

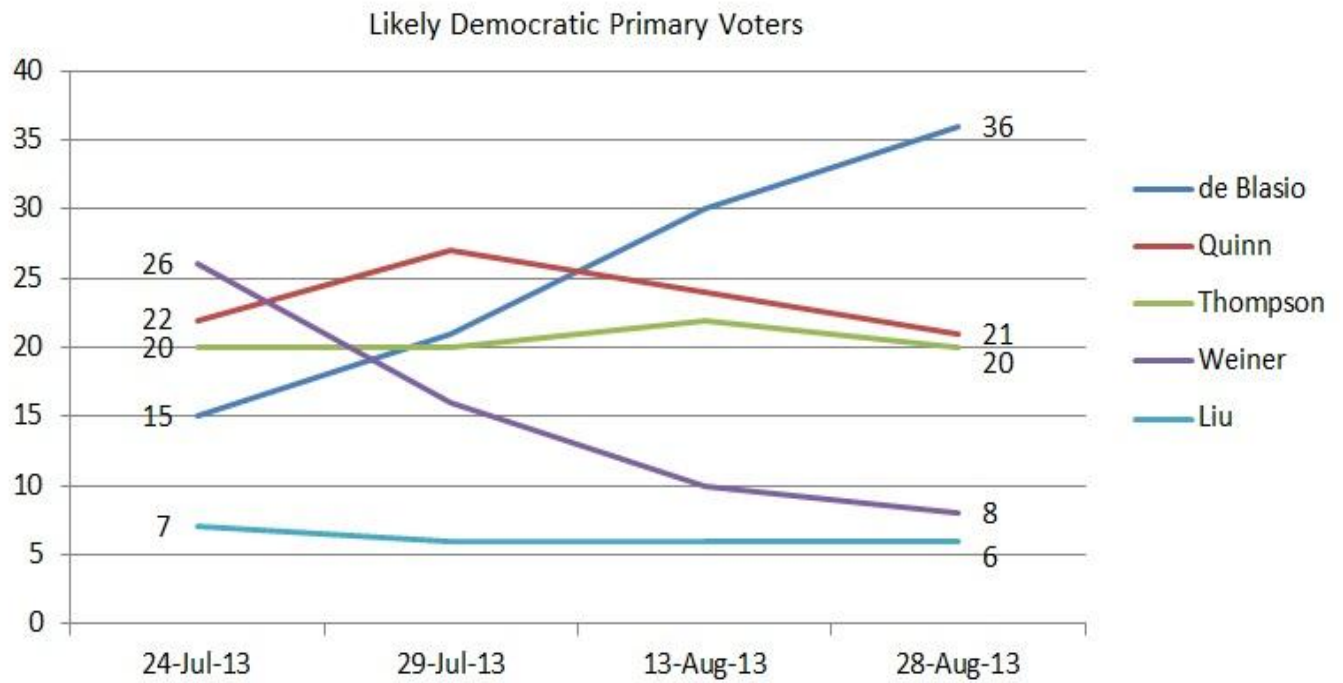
“The political cliché, that the most liberal candidate wins the Democratic primary in New York, seems to be alive and well,” Carroll said. “New ideas, like his tax-the-rich proposal, win big for de Blasio. Voters seem to be getting bored with Mayor Michael Bloomberg. Almost two thirds want a new direction by the next mayor.”

From August 22 – 27, Quinnipiac University surveyed 602 likely Democratic primary voters with a margin of error of +/- 4 percentage points. Live interviewers call land lines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Colorado, Iowa and the nation as a public service and for research.

For more information, visit <http://www.quinnipiac.edu/polling>, or call (203) 582-5201, or follow us on [Twitter](#).

**If the Democratic primary for Mayor were being held today
and the candidates were ..., for whom would you vote?**



Quinnipiac University Polling Institute

1. If the Democratic primary for Mayor were being held today, and the candidates were John Liu, Christine Quinn, Bill Thompson, Bill de Blasio, Anthony Weiner and Sal Albanese, for whom would you vote? (If undecided) As of today, do you lean more toward Liu, Quinn, Thompson, de Blasio, Weiner or Albanese? (Table includes leaners)

LIKELY DEMOCRATIC PRIMARY VOTERS.....									
	Tot	Men	Wom	Wht	Blk	AGE IN YRS <50	50+	COLLEGE DEG Yes	No
Liu	6%	6%	7%	4%	5%	9%	5%	5%	8%
Quinn	21	18	25	28	15	21	22	24	19
Thompson	20	18	21	18	25	21	19	19	21
de Blasio	36	43	30	38	34	35	36	41	31
Weiner	8	7	8	5	9	10	7	4	13
Albanese	1	1	-	1	-	1	-	1	-
SMONE ELSE (VOL)	-	-	-	-	-	-	-	-	-
DK/NA	8	7	9	7	12	3	10	7	8

POLITICAL PHILOSOPHY					
	LIBERAL.....	Mod/ Very SmWht	Con	PARTYID Strong	DEMS..... NotStrong
Liu	6%	7%	7%	6%	6%
Quinn	22	19	22	22	26
Thompson	13	23	21	17	20
de Blasio	50	42	29	40	25
Weiner	4	5	10	7	13
Albanese	-	-	1	-	1
SMONE ELSE (VOL)	-	-	-	-	-
DK/NA	4	3	9	7	9

DIRECTION Q11.....			MOST IMPORTANT QUALITY Q10			
New Direction		Same Direction	Right Exp	Undst Prob	New Ideas	Strng Leadr
Liu	8%	5%	13%	6%	9%	2%
Quinn	14	38	35	14	9	29
Thompson	23	17	17	20	22	20
de Blasio	42	22	23	46	42	29
Weiner	8	9	7	6	11	10
Albanese	-	3	1	1	-	1
SMONE ELSE (VOL)	-	1	1	-	-	-
DK/NA	7	7	4	6	7	8

TREND: If the Democratic primary for Mayor were being held today, and the candidates were John Liu, Christine Quinn, Bill Thompson, Bill de Blasio, Anthony Weiner and Sal Albanese, for whom would you vote? (If undecided) As of today, do you lean more toward Liu, Quinn, Thompson, de Blasio, Weiner or Albanese? (Table includes leaners)

LIKELY DEMOCRATIC PRIMARY VOTERS				
	Aug 28 2013	Aug 13 2013	Jul 29 2013	Jul 24 2013
Liu	6	6	6	7
Quinn	21	24	27	22
Thompson	20	22	20	20
de Blasio	36	30	21	15
Weiner	8	10	16	26
Albanese	1	1	2	1
SMONE ELSE (VOL)	-	-	-	-
DK/NA	8	7	7	8

1a. (If candidate chosen q1) Will you definitely vote for (Candidate of choice q1), or is there a chance you could change your mind and vote for another of the candidates?
 IF CHANGE MIND: Would you say there's a good chance you'll change your mind, or would you say it's pretty unlikely?

LIKELY DEMOCRATIC PRIMARY VOTERS				
CANDIDATE CHOSEN Q1.....				
	CANDIDATE OF CHOICE Q1			
	Tot	Quinn Thompsn deBlasio		
Def vote for cand	49%	37%	52%	52%
Unlikely to change	15	11	16	16
Good chance change	31	47	26	27
DK/NA	6	5	7	5

TREND: (If candidate chosen) Will you definitely vote for (Candidate of choice), or is there a chance you could change your mind and vote for another of the candidates?
 IF CHANGE MIND: Would you say there's a good chance you'll change your mind, or would you say it's pretty unlikely?

LIKELY DEMOCRATIC PRIMARY VOTERS			
	Aug 28	Aug 13	Jul 24
	2013	2013	2013
Def vote for cand	49	46	45
Unlikely to change	15	16	14
Good chance change	31	34	35
DK/NA	6	4	6

1b. (If candidate chosen q1) Would you say you are very enthusiastic about supporting (Candidate chosen), somewhat enthusiastic, not so enthusiastic, or not enthusiastic at all?

LIKELY DEMOCRATIC PRIMARY VOTERS				
CANDIDATE CHOSEN Q1.....				
	CANDIDATE OF CHOICE Q1			
	Tot	Quinn Thompsn deBlasio		
Very enthusiastic	33%	25%	36%	36%
Smwht enthusiastic	53	55	55	53
Not so enthusiastic	9	11	7	7
Not enthus at all	4	5	1	3
DK/NA	1	3	1	-

TREND: (If candidate chosen) Would you say you are very enthusiastic about supporting (Candidate of choice), somewhat enthusiastic, not so enthusiastic, or not enthusiastic at all?

LIKELY DEMOCRATIC PRIMARY VOTERS			
	Aug 28	Aug 13	Jul 24
	2013	2013	2013
Very enthusiastic	33	30	27
Somewht enthusiastic	53	55	57
Not so enthusiastic	9	11	10
Not enthus at all	4	4	4
DK/NA	1	1	2

1c. (If candidate chosen q1) Who is your second choice?

	LIKELY DEMOCRATIC PRIMARY VOTERS			
	CANDIDATE CHOSEN Q1.....			
	CANDIDATE OF CHOICE Q1			
	Tot	Quinn	Thompsn	deBlasio
Liu	6%	3%	7%	9%
Quinn	14	-	17	20
Thompson	23	22	-	39
de Blasio	26	48	50	-
Weiner	9	10	2	14
Albanese	1	1	1	2
SMONE ELSE (VOL)	2	2	3	1
DK/NA	18	14	20	15

2. Are there any candidates in the Democratic primary for Mayor that you would definitely not vote for under any circumstances? IF YES: Who is that? (Totals may add up to more than 100% because multiple responses were allowed)

	LIKELY DEMOCRATIC PRIMARY VOTERS				
	Tot	Men	Wom	Wht	Blk
Liu	17%	16%	17%	20%	7%
Quinn	29	31	27	26	33
Thompson	6	8	4	6	5
de Blasio	6	7	5	8	2
Weiner	47	41	51	60	36
Albanese	8	11	6	10	5
Other	2	2	3	2	-
No-one	16	18	15	12	22
DK/NA	7	6	7	2	11

TREND: Are there any candidates in the Democratic primary for Mayor that you would definitely not vote for under any circumstances? IF YES: Who is that? (Totals may add up to more than 100% because multiple responses were allowed)

	LIKELY DEMOCRATIC PRIMARY VOTERS		
	Aug 28	Aug 13	Jul 24
	2013	2013	2013
Liu	17	15	18
Quinn	29	24	31
Thompson	6	5	5
de Blasio	6	3	7
Weiner	47	51	28
Albanese	8	5	8
Other	2	1	1
No-one	16	14	24
DK/NA	7	10	9

3. (INTRO Q3-5: If none of the candidates in the Democratic primary for mayor gets 40% of the vote, there is a run-off election between the two candidates with the most votes.) If there is a run-off in the Democratic primary for mayor, and the candidates are Bill de Blasio and Christine Quinn, for whom would you vote? (If undecided) If the runoff were today, would you lean more toward de Blasio or Quinn? (Table includes leaners)

	LIKELY DEMOCRATIC PRIMARY VOTERS.....								
	Tot	Men	Wom	Wht	Blk	AGE IN YRS <50	50+	COLLEGE DEG Yes No	
de Blasio	59%	61%	56%	55%	66%	56%	60%	59%	58%
Quinn	30	28	32	36	24	34	29	32	29
WLDN'T VOTE (VOL)	3	4	2	3	1	3	3	2	4
DK/NA	8	7	9	6	9	7	8	6	10

	POLITICAL PHILOSOPHY				
	LIBERAL.....	Mod/ SmWht	Con	PARTYID Strong	DEMS..... NotStrong
de Blasio	64%	68%	53%	61%	48%
Quinn	31	28	32	29	39
WLDN'T VOTE (VOL)	-	-	5	2	5
DK/NA	5	4	10	8	7

	DIRECTION Q11.....		MOST IMPORTANT QUALITY Q10			
	New Direction	Same Direction	Right Exp	Undst Prob	New Ideas	Strng Leadr
de Blasio	71%	31%	45%	71%	77%	46%
Quinn	20	54	48	21	16	39
WLDN'T VOTE (VOL)	1	7	4	1	1	4
DK/NA	8	7	4	6	6	11

TREND: (INTRO: If none of the candidates in the Democratic primary for mayor gets 40% of the vote, there is a run-off election between the two candidates with the most votes.) If there is a run-off in the Democratic primary for mayor, and the candidates are Bill de Blasio and Christine Quinn, for whom would you vote? (If undecided) If the runoff were today, would you lean more toward de Blasio or Quinn? (Table includes leaners)

	LIKELY DEMOCRATIC PRIMARY VOTERS	
	Aug 28 2013	Aug 13 2013
de Blasio	59	54
Quinn	30	38
WLDN'T VOTE (VOL)	3	3
DK/NA	8	5

4. If there is a run-off in the Democratic primary for mayor, and the candidates are Bill de Blasio and Bill Thompson, for whom would you vote? (If undecided) If the runoff were today, would you lean more toward de Blasio or Thompson? (Table includes leaners)

	LIKELY DEMOCRATIC PRIMARY VOTERS.....						AGE IN YRS		COLLEGE DEG	
	Tot	Men	Wom	Wht	Blk		<50	50+	Yes	No
de Blasio	52%	53%	52%	58%	42%		52%	53%	59%	46%
Thompson	36	34	38	33	47		37	35	34	38
WLDN'T VOTE (VOL)	2	3	2	2	1		2	2	2	3
DK/NA	9	11	8	6	11		9	10	6	13

	POLITICAL PHILOSOPHY				
	LIBERAL.....	Mod/	PARTYID DEMS.....		
	Very	SmWht	Con	Strong	NotStrong
de Blasio	67%	56%	47%	58%	44%
Thompson	26	33	41	32	39
WLDN'T VOTE (VOL)	1	-	4	1	5
DK/NA	7	11	8	9	11

	DIRECTION Q11.....		MOST IMPORTANT QUALITY Q10			
	New	Same	Right	Undst	New	Strng
	Direction	Direction	Exp	Prob	Ideas	Leadr
de Blasio	54%	46%	48%	56%	58%	51%
Thompson	36	42	42	35	36	36
WLDN'T VOTE (VOL)	-	7	4	-	1	3
DK/NA	11	5	7	8	5	10

TREND: If there is a run-off in the Democratic primary for mayor, and the candidates are Bill de Blasio and Bill Thompson, for whom would you vote? (If undecided) If the runoff were today, would you lean more toward de Blasio or Thompson? (Table includes leaners)

	LIKELY DEMOCRATIC PRIMARY VOTERS	
	Aug 28	Aug 13
	2013	2013
de Blasio	52	50
Thompson	36	41
WLDN'T VOTE (VOL)	2	2
DK/NA	9	7

5. If there is a run-off in the Democratic primary for mayor, and the candidates are Christine Quinn and Bill Thompson, for whom would you vote? (If undecided) If the runoff were today, would you lean more toward Quinn or Thompson? (Table includes leaners)

	LIKELY DEMOCRATIC PRIMARY VOTERS.....					AGE IN YRS		COLLEGE DEG	
	Tot	Men	Wom	Wht	Blk	<50	50+	Yes	No
Quinn	33%	29%	36%	44%	18%	36%	31%	38%	27%
Thompson	57	58	56	48	71	57	57	54	61
WLDN'T VOTE (VOL)	3	4	1	2	1	3	2	2	4
DK/NA	8	9	7	6	10	4	10	6	9

	POLITICAL PHILOSOPHY				
	LIBERAL.....	Mod/	PARTYID	DEMS.....	
	Very	SmWht	Con	Strong	NotStrong
Quinn	40%	36%	30%	34%	37%
Thompson	53	58	59	58	49
WLDN'T VOTE (VOL)	1	2	4	1	7
DK/NA	6	5	8	7	7

	DIRECTION Q11.....		MOST IMPORTANT QUALITY Q10			
	New	Same	Right	Undst	New	Strng
	Direction	Direction	Exp	Prob	Ideas	Leadr
Quinn	22%	56%	47%	25%	19%	41%
Thompson	69	33	43	68	75	49
WLDN'T VOTE (VOL)	1	6	4	1	2	3
DK/NA	8	5	6	6	4	7

TREND: If there is a run-off in the Democratic primary for mayor, and the candidates are Christine Quinn and Bill Thompson, for whom would you vote? (If undecided) If the runoff were today, would you lean more toward Quinn or Thompson? (Table includes leaners)

	LIKELY DEMOCRATIC PRIMARY VOTERS			
	Aug 28	Aug 13	Jul 29	Jul 24
	2013	2013	2013	2013
Quinn	33	41	40	42
Thompson	57	51	50	51
WLDN'T VOTE (VOL)	3	3	2	2
DK/NA	8	6	7	5

7. Have you personally been contacted by a representative of the Thompson campaign, either by phone, in-person, or online asking you for your support, or not?

	LIKELY DEMOCRATIC PRIMARY VOTERS			
	CANDIDATE CHOSEN Q1.....			
	CANDIDATE OF CHOICE Q1			
	Tot	Quinn	Thompsn	deBlasio
Yes	16%	10%	35%	11%
No	82	87	63	86
DK/NA	2	4	2	2

8. Have you personally been contacted by a representative of the Quinn campaign, either by phone, in-person, or online asking you for your support, or not?

LIKELY DEMOCRATIC PRIMARY VOTERS				
CANDIDATE CHOSEN Q1.....				
CANDIDATE OF CHOICE Q1				
	Tot	Quinn	Thompsn	deBlasio
Yes	20%	25%	26%	19%
No	77	73	71	78
DK/NA	3	2	3	3

9. Have you personally been contacted by a representative of the De Blasio campaign, either by phone, in-person, or online asking you for your support, or not?

LIKELY DEMOCRATIC PRIMARY VOTERS				
CANDIDATE CHOSEN Q1.....				
CANDIDATE OF CHOICE Q1				
	Tot	Quinn	Thompsn	deBlasio
Yes	17%	11%	21%	19%
No	80	86	77	80
DK/NA	2	3	2	1

10. Which of these is the most important personal quality in deciding your vote in the Democratic primary for Mayor? Is it someone who has the right experience, someone who understands your problems, someone who has new ideas, or someone who is a strong leader?

LIKELY DEMOCRATIC PRIMARY VOTERS.....									
	Tot	Men	Wom	Wht	Blk	AGE IN YRS		COLLEGE DEG	
						<50	50+	Yes	No
Right experience	18%	19%	18%	20%	19%	19%	17%	21%	15%
Understands problems	26	30	23	24	26	28	25	28	25
Has new ideas	19	21	16	19	21	18	19	17	20
Strong leader	30	25	35	29	32	30	31	28	33
DK/NA	7	5	8	8	2	5	8	7	7

	POLITICAL PHILOSOPHY				
	LIBERAL.....	Mod/	PARTYID	DEMS.....	
	Very	SmWht	Con	Strong	NotStrong
Right experience	19%	25%	16%	20%	17%
Understands problems	24	36	22	28	22
Has new ideas	24	16	18	16	24
Strong leader	26	20	36	31	32
DK/NA	7	3	7	5	5

DIRECTION Q11.....		
	New	Same
	Direction	Direction
Right experience	14%	28%
Understands problems	32	16
Has new ideas	21	13
Strong leader	26	40
DK/NA	6	3

11. Which comes closer to your point of view, would you say the city needs to take a new direction from Mike Bloomberg's, or the city should continue in the direction in which Mike Bloomberg has been leading?

	LIKELY DEMOCRATIC PRIMARY VOTERS.....					AGE IN YRS		COLLEGE DEG	
	Tot	Men	Wom	Wht	Blk	<50	50+	Yes	No
New direction	65%	65%	65%	53%	86%	65%	65%	60%	70%
Bloomberg direction	25	28	23	35	9	28	24	29	20
BOTH (VOL)	6	5	7	6	5	6	7	7	5
DK/NA	4	2	5	5	-	2	5	3	5

	POLITICAL PHILOSOPHY				
	LIBERAL.....	Mod/	PARTYID	DEMS.....	
	Very	SmWht	Con	Strong	NotStrong
New direction	65%	67%	63%	68%	58%
Bloomberg direction	23	17	31	20	35
BOTH (VOL)	9	12	3	6	6
DK/NA	3	4	4	5	1

	MOST IMPORTANT QUALITY Q10			
	Right	Undst	New	Strng
	Exp	Prob	Ideas	Lead
New direction	51%	79%	74%	55%
Bloomberg direction	39	15	17	33
BOTH (VOL)	5	4	7	8
DK/NA	6	2	2	3

12. If a candidate for Mayor is a Boston Red Sox fan, are you more likely to vote for that candidate, less likely to vote for that candidate, or doesn't it make a difference?

	LIKELY DEMOCRATIC PRIMARY VOTERS				
	Tot	Men	Wom	Wht	Blk
More likely	2%	3%	2%	3%	1%
Less likely	8	10	6	7	6
No difference	88	86	90	87	91
DK/NA	2	2	3	3	2