

To: Interested Parties

From: Kellyanne Conway
the polling company, inc/WomanTrend

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Re: New Poll in NYC Mayoral Race

Simply put, it's Ray's if he wants it.

A new survey of 600 likely voters¹ in New York shows the entrance of Police Commissioner Ray Kelly into the campaign to be the city's next mayor would dramatically shake up the race and catapult him to instant frontrunner status in both the Republican primary and general elections.

As an undeclared candidate that has not spent a single dime, Kelly already edges at two leading Democratic candidates tested in head-to-head match-ups in this survey:

General Election Ballot Tests:

	vs Quinn	vs Thompson
Ray Kelly	41%	40%
Democrat	38%	39%
Undecided	17%	18%

Ray Kelly's Strengths

Ray Kelly's lead is due to his broad-based support in the city, unique among all the current candidates. He has higher name ID (88%) and a higher job approval (63%/34%) and a more positive image (49% fav/19% unfav) than candidates who have spent months and years running.

Kelly's citywide job approval figure is an impressive 63% to 34%, and spans many demographic, geographic and political divides. He is not seen as a partisan. In fact, majorities of Independents (59%) and Democrats (58%) laud Kelly's performance as Police Commissioner.

¹ 400 likely voters in New York City were interviewed, followed by an addition 200 interviews among likely Republican primary voters, for a total of 600 interviews overall and 249 Republican primary interviews.



Ray Kelly Job Approval:

	Excellent/Good	Fair/Poor		Excellent/Good	Fair/Poor
Men	59%	40%	Manhattan	73%	36%
Women	63%	32%	Bronx	55%	42%
Republican	58%	38%	Brooklyn	55%	43%
Independent	59%	39%	Queens	66%	29%
Democratic	85%	16%	S.I.	79%	18%
White	73%	26%	Non-White	52%	44%

Furthermore, his name identification is as high or higher as the two Democratic candidates tested. Only 11% say they are not familiar with the man who has served as Police Commissioner since 2001, while 10% have never heard of Christine Quinn and 23% have never heard of Bill Thompson, who ran for mayor in 2009.

Voters were asked if they had a favorable or unfavorable opinion of the candidates: more voters said they were favorable towards Kelly than anyone else tested (49% favorable to 19% unfavorable), including Mayor Michael Bloomberg, City Council Speaker Christine Quinn and other announced candidates. His support is wide and deep, with a positive image among every age group, ethnicity, income level, and all five boroughs, and even among liberals and Democrats.

Ray Kelly Image:

	Favorable	Unfavorable		Favorable	Unfavorable
Men	45%	27%	Manhattan	45%	36%
Women	48%	17%	Bronx	36%	20%
Republican	72%	13%	Brooklyn	46%	30%
Independent	42%	17%	Queens	49%	13%
Democratic	44%	23%	S.I.	67%	12%
White	58%	19%	Non-White	37%	22%

Ray Kelly is Electable and Ahead on the Ballots

Only 41% of New Yorkers say they're satisfied with the current crop of candidates; a plurality of both Republicans and Democrats say they would like to see someone else run. This is especially true of Republican voters.

This leads to a lead for Kelly on the general election ballot against both Christine Quinn (41% to 38%) and Bill Thompson (40% to 39%).

General Election Ballot Tests by Party:

	Kelly	Quinn		Kelly	Thompson
All NYC Voters	41%	38%		40%	39%
Democrats	33%	46%		35%	45%
Independents	40%	31%		51%	26%
Republicans	77%	15%		66%	23%



Against Quinn, Kelly leads in four of the five boroughs and only trails among women by three points. Against Thompson, Kelly leads in three of the five boroughs and has an edge among both men and women, eliminating the gender gap.

Perhaps most impressive is Ray Kelly's strength among minorities. Kelly has both high approval ratings and a positive image among non-white voters. Building upon that strength, Kelly dramatically outperforms Michael Bloomberg on current job approval among non-white voters and pulls in a higher portion of the non-white vote on the ballot tests in this survey than Mayor Bloomberg did at the ballot box in 2009.

Ray Kelly is also in great position to win the Republican nomination, should he enter the race. On the Republican primary ballot, Kelly leads with over 50% of the vote and is ahead of all other candidates tested. Similarly, 54% of Republican primary voters say that Kelly has the best chance to win in November.

Responses to open-ended questions add depth and descriptiveness to these overall figures. The most popular associations with "Ray Kelly" lead to a straightforward theme: he's "kept us safe", "done his job", "helped lead the city."

Ready to Lead

The Mayor of New York City handles myriad issues. Given recent events, addressing breaches of the public trust from both sides of the aisle will be on the next mayor's to-do list on day one. Here, too, Kelly shines. When asked who has the most experience and best ethics to help clean up corruption and scandals, Kelly received more support (by at least ten points) than any of the other 9 public figures/mayoral candidates, Republican and Democrat, listed.

When informed that crime dropped 40% since he was appointed Commissioner, 62% of voters said that issue alone makes them more likely to vote for Ray Kelly for mayor. Meanwhile, in response to a tough-on-Ray question that read, "As Police Commissioner, Ray Kelly supports the NYPD's 'stop-and-frisk' policy, which has been criticized by opponents who believe the program unfairly targets African-Americans and Latinos", 33% said they'd be more likely to vote for him and 48% less likely based on that fact alone. Like his job approval, a majority of every age group, ethnicity, income level, party, and all five boroughs say the drop in the crime rate would make them more likely to vote Ray Kelly for Mayor.

This survey suggests that a Ray Kelly mayoral candidacy would generate enthusiasm among many New Yorkers, Republicans, Democrats, and Independents alike. His entry would cause a competitive general election contest, and offer voters an opportunity to validate and continue the legacy of the NYPD over the past 10+ years.

As shown by the strong approval of his on-the-job performance and the top-of-mind associations, the Commissioner is not viewed as a politician. Indeed, Ray Kelly enjoys an uncommon advantage on the two questions most often asked in campaign politics: “Who Can Win?” and “Who Can Lead?” Most candidates strive to be seen as either. Mr. Kelly, an unannounced candidate, has already achieved both.

Methodology Statement

the polling company, inc./WomanTrend conducted a survey using live telephone calls from May 22-25, 2013, interviewing a total of 600 likely voters in New York City. An oversample of 200 registered Republican voters likely to participate in the upcoming primary was added to the main sample of 400 likely voters, for a total of 249 Republican interviews. The margin of error for the base survey is +/- 4.85% and for the Republican sample is +/- 6.16%, both at the 95% confidence level. Unlikely most surveys, results were not weighted.