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VOTERS GET TO BREAK THE TIE

Bloomy poll-vaults into dead heat on last day

By TOM TOPOUSIS

The mayoral race has turned into a dead heat as Mike Bloomberg rides Mayor Giuliani's coattails to new popularity while Mark Green's favorable rating nose-dives, according to a poll released yesterday.

In a stunning last-minute surge by Bloomberg, he and Green each have the backing of 42 percent of the likely voters surveyed in the Quinnipiac University survey — a far cry from the 16-point lead held by Green less than two weeks ago.

Only 29 percent of the 611 likely voters questioned through Sunday said they have a favorable opinion of Green.

That's a dramatic 10-point drop in Green's favorability rating compared to a Quinnipiac poll released Oct. 24.

Green's popularity is withering in the face of a massive flood of nearly 'round-the-clock negative TV ads from Bloomberg.

One ad that Bloomberg has been airing frequently even tapped negative comments about Green from prominent Democrats who have endorsed him.

Bloomberg, the Republican, was seen more favorably than Green, with 39 percent of voters reporting a high opinion of the billionaire media mogul.

It's a dead heat

42% BLOOMBERG — Undecided 15% — GREEN 42%

Favorable vs. Unfavorable rating
Bloomberg: 39% vs. 20%
Green: 29% vs. 27%

VOTING BY RACE
Whites
Bloomberg: 49%
Green: 37%

Blacks
Bloomberg: 20%
Green: 58%

Hispanics
Bloomberg: 46%
Green: 42%

VOTING BY RELIGION
Catholics
Bloomberg: 58%
Green: 33%

Jews
Bloomberg: 46%
Green: 39%

VOTING BY SEX
Men
Bloomberg: 53%
Green: 35%

Women
Bloomberg: 33%
Green: 47%

VOTING BY PARTY
Democrats
Bloomberg: 23%
Green 64%

Republicans
Bloomberg: 93%
Green: 2%

Independents
Bloomberg: 49%
Green: 25%

(Source: Quinnipiac University poll of 611 New York City voters)

That's up by 4 points compared with the last poll and is likely due, at least in part, to Giuliani's support.

The survey showed that 15 percent of voters remain undecided, a significant number at this late stage of the contest.

"The good news for Bloomberg is that he's moving in the right direction," said poll director Maurice Carroll.

"The good news for Green is that 15 percent are undecided, and most of them are Democrats."

Bloomberg has spent more than $40 million of his personal fortune on a massive ad campaign that has blanketed the airwaves, including a spate of expensive TV ads during the World Series.

"I watched the World Series, and I saw Bloomberg more than I saw the Yankees," Carroll quipped of the 30-second ads that cost $105,000 a pop. "Money talks."

In more potential trouble for Green, the new poll also found that fewer Democrats and minorities were likely to vote today than during the past two mayoral races.

Just 54 percent of Democrats expect to vote, compared with 61 percent in 1997.

That's could be a big boost for Bloomberg in a city where Democrats outnumber Republicans 5-1.

Doug Muzzio, a public-affairs professor at Baruch College, said that given the overwhelming number of Democrats in the city, the general election typically would have gone handily to Green.

"The dynamic in this election has changed dramatically," Muzzio said.

"It's total war in a way we've never seen before."

Black voters are among Green's strongest supporters, with 58 percent saying they're voting for the Democrat compared with 20 percent backing Bloomberg, the poll shows.

But Bloomberg leads among whites and Hispanics.

White voters support the Republican by 49 percent to 37 percent. And Hispanics, perhaps alienated by the bitter runoff between Green and Fernando Ferrer, back Bloomberg 46 percent to 42 percent.

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