

## THE KNOXVILLE MAYORAL CONTEST

### Information about and involvement in the campaign

*“Knoxville is holding an election for mayor this year. How much attention would you say you have paid to the campaign to this point--a great deal of attention, some attention, not much attention, or none at all?”*

GREAT DEAL	21.9%
SOME	42.9%
NOT MUCH	25.6%
NONE AT ALL	9.6%
<b>N</b>	<b>429</b>

*“How likely is it you will vote in the election for mayor—very likely, somewhat likely, not at all likely, or are you not sure yet?”*

VERY LIKELY	64.6%
SOMEWHAT LIKELY	14.1%
NOT AT ALL LIKELY	10.1%
NOT SURE	11.3%
<b>N</b>	<b>426</b>

*“Can you recall the names of any of the candidates running for mayor?”*  
*“What names do you recall?” (PROBE AFTER EACH ONE)*

YES	59.3%
NO	38.6%
NOT SURE	2.1%
<b>N</b>	<b>428</b>

We identified respondents who, although they said they could recall at least one candidate’s name, were not able to give usable responses. Combining these respondents with those who said “No” and “Not Sure” to the recall question, the actual distribution is:

YES	56.6%
NO	43.4%
<b>N</b>	<b>428</b>

Of those who said “Yes”, 234, or 96.3%, were able to name at least one candidate running for mayor. Put another way, 54.5% of the 429 Knoxville respondents were able to name at least one candidate for Mayor.

*“If the election for mayor were held tomorrow, who would you vote for, Bill Haslam or Madeline Rogero (ROTATE), some other candidate (PROBE), or have you not made up your mind yet?”*

The following results are based on all respondents:

**MAYORAL PREFERENCES  
REGISTERED VOTERS**

BILL HASLAM	26.7%
MADELINE ROGERO	22.2%
GEORGE HAMILTON (NOT READ)	0%
BOYCE MCCALL (NOT READ)	0%
OTHER	2.0%
UNDECIDED	49.1%
<b>N</b>	<b>405</b>

Note, first, that if we just look at Haslam and Rogero supporters, the spread is about 55%-45% in favor of Haslam. Note, second, that Hamilton and McCall were not mentioned by any respondents, although eight respondents did respond “Other”. Hamilton and McCall are dropped for all remaining analyses. Note, third, the very high number (even for this early in the campaign) of undecided respondents. One possible explanation for the fact that almost half say they are undecided is that some of the “undecideds” will not actually vote, but do not want to say so. On the other hand, some supporters of Haslam and Rogero might not end up voting.

To control, at least partially, for these possibilities, we looked at the mayoral preferences for those respondents who said they were “Very Likely” or “Somewhat Likely” to vote:

**MAYORAL PREFERENCES  
“VERY” AND “SOMEWHAT” LIKELY VOTERS**

BILL HASLAM	31.8%
MADELINE ROGERO	24.6%
OTHER	1.2%
UNDECIDED	42.4%
<b>N</b>	<b>321</b>

This does reduce the number of undecideds, and increases the percentages of respondents expressing support for Haslam and Rogero. Moreover, the spread between

Haslam and Rogero remain fairly stable. If we just look at Haslam vs. Rogero, the edge for Haslam is now 56%- 44%, compared to 55%-45%, just a one percentage point swing.

Another control we can impose is to look just at those respondents who indicated they voted in the last mayoral race, in 1999. This would yield a smaller, but more “hard-core” group of likely voters. The following is the distribution of mayoral vote choice in 2003 for those who said they were “Very Likely” or “Somewhat Likely” to vote, **and** who indicated they voted in the 1999 mayoral race:

**MAYORAL PREFERENCES  
“VERY” & “SOMEWHAT” LIKELY VOTERS  
AND 1999 MAYORAL VOTERS**

BILL HASLAM	35.0%
MADELINE ROGERO	27.8%
OTHER	1.7%
UNDECIDED	35.6%
<b>N</b>	<b>180</b>

With all of these filters, the spread between the two major candidates is remarkably stable, with Haslam enjoying a 56%-44% edge over Rogero. Again, for the in-depth analyses to follow, there appear to be no reasons not to rely on the full sample of respondents.

**Who Supported Haslam and Rogero?**

In the following tables we deal with Haslam and Rogero supporters only. Those who indicated support for some other candidate, as well as those who said explicitly they would not vote, are excluded from these analyses. Undecideds are included, however.

**MAYORAL PREFERENCES BY AREA OF RESIDENCE  
AND PARTY IDENTIFICATION**

<i>Preference</i>	<b>All Voters</b>	<b>North</b>	<b>South</b>	<b>East</b>	<b>West</b>	<b>Dem.</b>	<b>Rep.</b>	<b>Ind.</b>
<b>Haslam</b>	27.2%	26.3 %	24.5 %	17.0 %	33.1%	17.8 %	47.7%	19.8%
<b>Rogero</b>	22.7%	28.3%	26.5 %	24.5 %	13.2%	33.9%	7.0%	27.4%
<b>Undecided</b>	50.1%	45.4%	49.0 %	58.5 %	53.7%	48.3%	45.3%	52.8%
<b>N</b>	<b>397</b>	<b>152</b>	<b>49</b>	<b>53</b>	<b>136</b>	<b>118</b>	<b>128</b>	<b>106</b>

### MAYORAL PREFERENCES BY EDUCATION

<i>Preference</i>	<b>All Voters</b>	<b>High School or Less</b>	<b>Some College</b>	<b>College Degree</b>	<b>Graduate/Prof. Degree</b>
<b>Haslam</b>	27.2%	21.0 %	25.2%	36.0 %	26.7%
<b>Rogero</b>	22.7%	12.0%	22.8%	24.3%	36.7%
<b>Undecided</b>	50.1%	68.0%	52.0%	39.6%	36.7%
<b>N</b>	<b>397</b>	<b>101</b>	<b>123</b>	<b>111</b>	<b>60</b>

### MAYORAL PREFERENCES BY INCOME

<i>Preference</i>	<b>All Voters</b>	<b>Under \$15,000</b>	<b>\$15-\$25,000</b>	<b>\$25-\$35,000</b>	<b>\$35-\$50,000</b>	<b>\$50-\$65,000</b>	<b>Over \$65,000</b>
<b>Haslam</b>	27.2%	18.5 %	20.0%	41.3 %	31.3%	22.7 %	31.9%
<b>Rogero</b>	22.7%	20.4%	25.0%	23.8%	23.4%	20.5%	25.0%
<b>Undecided</b>	50.1%	61.1%	55.0%	34.9%	45.3%	56.8%	43.1%
<b>N</b>	<b>397</b>	<b>54</b>	<b>60</b>	<b>63</b>	<b>64</b>	<b>44</b>	<b>72</b>

### MAYORAL PREFERENCES BY AGE

<i>Preference</i>	<b>All Voters</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65 and over</b>
<b>Haslam</b>	27.2%	4.3 %	26.8%	23.4 %	31.0%	23.5 %	34.4%
<b>Rogero</b>	22.7%	17.4%	13.4%	23.4%	21.4%	27.5%	27.5%
<b>Undecided</b>	50.1%	78.3%	59.8%	53.1%	47.6%	49.0%	49.0%
<b>N</b>	<b>397</b>	<b>23</b>	<b>82</b>	<b>64</b>	<b>84</b>	<b>51</b>	<b>90</b>

### MAYORAL PREFERENCES BY GENDER, RACE AND HOME OWNERSHIP

<i>Preference</i>	<b>All Voters</b>	<b>Male</b>	<b>Female</b>	<b>Black</b>	<b>White</b>	<b>Other</b>	<b>Own Home</b>	<b>Rent Home</b>
<b>Haslam</b>	27.2%	30.5%	25.1%	16.7 %	28.7%	11.1%	30.4 %	20.3%
<b>Rogero</b>	22.7%	24.7%	21.4%	11.1%	22.9%	44.4%	22.5%	22.9%
<b>Undecided</b>	50.1%	44.8%	53.5%	72.2%	48.4%	44.4%	47.1%	56.8%
<b>N</b>	<b>397</b>	<b>154</b>	<b>243</b>	<b>36</b>	<b>349</b>	<b>9</b>	<b>276</b>	<b>118</b>

**2003 MAYORAL PREFERENCES BY  
1999 MAYORAL PREFERENCES**

<i>Preference</i>	<b>All Voters</b>	<b>V. Ashe</b>	<b>R. Tyree</b>	<b>D. Mayfield</b>
<b>Haslam</b>	27.2%	37.1%	34.5%	25.0 %
<b>Rogero</b>	22.7%	19.6%	37.9%	42.9%
<b>Undecided</b>	50.1%	43.3%	27.6%	32.1%
<b>N</b>	<b>397</b>	<b>97</b>	<b>29</b>	<b>28</b>