



**MUSIC CITY
RESEARCH**

Poll Results

Metro Nashville Election
Private Poll (n=502)

July 5-6, 2023



Do you plan to vote in the August election that includes races for mayor, vice mayor, and Metro Council?

92% Yes, definitely
5% Yes, probably
3% Maybe (50-50)

How did you vote in the 2020 election for President, or for some reason were you unable to vote?

63% Yes, definitely
33% Yes, probably
2% Maybe (50-50)
0% No, probably not
2% No, definitely not

If the election for Mayor were held today, who would you vote for?

7% Heidi Campbell
4% Jim Gingrich
3% Sharon W. Hurt
20% Freddie O'Connell
13% Alice Rolli
3% Vivian Wilhoite
15% Matthew A. Wiltshire
6% Jeff Yarbro
4% Another candidate
26% I'm not sure



With leaners, If the election for Mayor were held today, who would you vote for?

8% Heidi Campbell
6% Jim Gingrich
4% Sharon W. Hurt
22% Freddie O'Connell
13% Alice Rolli
4% Vivian Wilhoite
17% Matthew A. Wiltshire
7% Jeff Yarbrow
6% Another candidate
14% I'm not sure

Campbell Voters: Who is your second choice in the election for Mayor?

high margin of error

11% Jim Gingrich
6% Sharon W. Hurt
17% Freddie O'Connell
0% Alice Rolli
7% Vivian Wilhoite
10% Matthew A. Wiltshire
24% Jeff Yarbrow
0% Another candidate
24% I'm not sure

Gingrich Voters: Who is your second choice in the election for Mayor?

high margin of error

7% Heidi Campbell
3% Sharon W. Hurt
5% Freddie O'Connell
5% Alice Rolli
8% Vivian Wilhoite
25% Matthew A. Wiltshire
16% Jeff Yarbrow
3% Another candidate
27% I'm not sure



Hurt Voters: Who is your second choice in the election for Mayor?
high margin of error

10% Heidi Campbell
5% Jim Gingrich
21% Freddie O'Connell
0% Alice Rolli
36% Vivian Wilhoite
0% Matthew A. Wiltshire
3% Jeff Yarbro
0% Another candidate
25% I'm not sure

O'Connell Voters: Who is your second choice in the election for Mayor?
high margin of error

23% Heidi Campbell
3% Jim Gingrich
3% Sharon W. Hurt
3% Alice Rolli
3% Vivian Wilhoite
10% Matthew A. Wiltshire
28% Jeff Yarbro
0% Another candidate
27% I'm not sure

Rolli Voters: Who is your second choice in the election for Mayor?
high margin of error

0% Heidi Campbell
11% Jim Gingrich
0% Sharon W. Hurt
5% Freddie O'Connell
2% Vivian Wilhoite
15% Matthew A. Wiltshire
1% Jeff Yarbro
9% Another candidate
57% I'm not sure



Wilhoite Voters: Who is your second choice in the election for Mayor?
high margin of error

25% Heidi Campbell
11% Jim Gingrich
16% Sharon W. Hurt
3% Freddie O'Connell
0% Alice Rolli
6% Matthew A. Wiltshire
0% Jeff Yarbro
0% Another candidate
38% I'm not sure

Wiltshire Voters: Who is your second choice in the election for Mayor?
high margin of error

7% Heidi Campbell
15% Jim Gingrich
3% Sharon W. Hurt
22% Freddie O'Connell
10% Alice Rolli
8% Vivian Wilhoite
13% Jeff Yarbro
3% Another candidate
19% I'm not sure

Yarbro Voters: Who is your second choice in the election for Mayor?
high margin of error

22% Heidi Campbell
7% Jim Gingrich
0% Sharon W. Hurt
32% Freddie O'Connell
0% Alice Rolli
0% Vivian Wilhoite
20% Matthew A. Wiltshire
0% Another candidate
19% I'm not sure



Runoff: Heidi Campbell vs. Freddie O'Connell

20% Heidi Campbell
38% Freddie O'Connell
42% I'm not sure

Runoff: Alice Rolli vs. Matthew A. Wiltshire

20% Alice Rolli
41% Matthew A. Wiltshire
38% I'm not sure

Runoff: Heidi Campbell vs. Jeff Yarbro

22% Heidi Campbell
35% Jeff Yarbro
43% I'm not sure

Runoff: Freddie O'Connell vs. Alice Rolli

42% Freddie O'Connell
24% Alice Rolli
34% I'm not sure

Runoff: Matthew A. Wiltshire vs. Jeff Yarbro

31% Matthew A. Wiltshire
30% Jeff Yarbro
39% I'm not sure

Runoff: Heidi Campbell vs. Alice Rolli

40% Heidi Campbell
24% Alice Rolli
36% I'm not sure



Runoff: Freddie O'Connell vs. Jeff Yarbro

33% Freddie O'Connell
25% Jeff Yarbro
41% I'm not sure

Runoff: Heidi Campbell vs. Matthew A. Wiltshire

26% Heidi Campbell
35% Matthew A. Wiltshire
39% I'm not sure

Runoff: Alice Rolli vs. Jeff Yarbro

23% Alice Rolli
43% Jeff Yarbro
34% I'm not sure

Runoff: Freddie O'Connell vs. Matthew A. Wiltshire

31% Freddie O'Connell
28% Matthew A. Wiltshire
40% I'm not sure

Runoff: Sharon W. Hurt vs. Alice Rolli

28% Sharon W. Hurt
26% Alice Rolli
46% I'm not sure



Do you have a positive view or negative view of Heidi Campbell?

17% Very positive
19% Somewhat positive
24% Neutral
10% Somewhat negative
18% Very negative
11% Haven't heard of this candidate

Favorable/Unfavorable: 36/28 (8)
Intensity: -1

Do you have a positive view or negative view of Jim Gingrich?

6% Very positive
20% Somewhat positive
36% Neutral
16% Somewhat negative
15% Very negative
9% Haven't heard of this candidate

Favorable/Unfavorable: 26/31 (-5)
Intensity: -9

Do you have a positive view or negative view of Sharon Hurt?

10% Very positive
10% Somewhat positive
35% Neutral
13% Somewhat negative
8% Very negative
23% Haven't heard of this candidate

Favorable/Unfavorable: 20/21 (-1)
Intensity: 2



Do you have a positive view or negative view of Freddie O'Connell?

26% Very positive
16% Somewhat positive
24% Neutral
9% Somewhat negative
11% Very negative
15% Haven't heard of this candidate

Favorable/Unfavorable: 42/20 (22)
Intensity: 15

Do you have a positive view or negative view of Alice Rolli?

15% Very positive
7% Somewhat positive
29% Neutral
9% Somewhat negative
17% Very negative
23% Haven't heard of this candidate

Favorable/Unfavorable: 22/26 (-4)
Intensity: -2

Do you have a positive view or negative view of Vivian Wilhoite?

11% Very positive
11% Somewhat positive
35% Neutral
12% Somewhat negative
12% Very negative
19% Haven't heard of this candidate

Favorable/Unfavorable: 22/24 (-2)
Intensity: -1



Do you have a positive view or negative view of Matt Wiltshire?

17% Very positive
25% Somewhat positive
30% Neutral
8% Somewhat negative
10% Very negative
11% Haven't heard of this candidate

Favorable/Unfavorable: 42/18 (24)
Intensity: 7

Do you have a positive view or negative view of Jeff Yarbro?

18% Very positive
27% Somewhat positive
29% Neutral
9% Somewhat negative
7% Very negative
10% Haven't heard of this candidate

Favorable/Unfavorable: 45/16 (29)
Intensity: 11

If the election for Vice Mayor were held today, who would you vote for?

15% Angie Henderson
37% Jim Shulman
48% I'm not sure



If the election for Metro Council At-Large were held today, who would you vote for? You may choose up to 5 candidates OR select "None of the Above."

19% Burkley Allen
5% Tony Chapman
13% Chris Cheng
7% Chris Crofton
2% Stephen Downs
12% Quin Evans-Segall
6% Ronnie E. Greer, Sr
6% Arnold Hayes
2% Brian Hellwig
12% Olivia Hill
8% Yolanda Hockett
15% Howard Jones
6% Marcia Masulla
19% Delishia Danielle Porterfield
12% Russ Pulley
3% Gilbert Ramirez
4% Indrani Ray
29% Zulfat "Z" Suara
15% Jeff Syracuse
3% Deloris "D.D." Vandivort
3% Jonathan Williamson
33% None of the above

Lastly, a few questions for demographic purposes only. What is your gender?

43% Male
55% Female
2% Other/prefer not to say

Age

10% 18-34
21% 35-49
32% 50-64
36% 65+



In what ZIP code do you currently live?

9% 37211
8% 37221
8% 37013
7% 37205
5% 37215
5% 37207
5% 37214
6% 37076
4% 37206
4% 37209
4% 37115
3% 37216
3% 37072

What is the highest level of education you have completed?

4% High school diploma or less
15% Some college, but no degree
10% Associate's degree, or two-year college degree
36% Bachelor's degree, or four-year college degree
34% Graduate degree

What is your race?

73% White or Caucasian
0% Hispanic or Latino/a
22% Black or African American
0% Asian or Pacific Islander
0% American Indian or Alaska Native
5% More than one or Other



Generally speaking, do you think of yourself as a:

51% Democrat
25% Republican
23% Independent/Other

With leaners, do you think of yourself as a:

60% Democrat
33% Republican
7% Independent/Other