

## **Rybak Enjoys Lead in 2005 Minneapolis Mayor Race**

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**Incumbent Mayor R. T. Rybak enjoys a 9 point advantage among likely voters over his challenger, Hennepin County Commissioner Peter McLaughlin (44% to 35%).** This is the finding of the Humphrey Institute's Center for the Study of Politics and Governance poll conducted of 371 likely voters who live within the city limits of Minneapolis between October 17 and 29, 2005. The Mayor's lead exceeds the margin of error (plus or minus 5.1 percentage points). (The results can be found on line at: [http://www.hhh.umn.edu/centers/cspg/elections\\_2005.html](http://www.hhh.umn.edu/centers/cspg/elections_2005.html))

### **Minneapolis Likely Voters**

<b>Rybak</b>	<b>McLaughlin</b>	<b>Don't Know/ Other</b>
44%	35%	21%

### **Rybak Benefits from Good Feelings About Minneapolis**

Mayor Rybak's advantage rests on a favorable view of the City. **Fifty-eight percent of voters believe the City is heading in the "right direction" and the Mayor holds a large 49 percentage point advantage over his challenger among these voters.** Fifty-six percent of voters approve of the way Rybak is handling his job as Mayor of Minneapolis, and he enjoys a 63 percentage point advantage over McLaughlin among these voters. A similar story can be told among voters who approve of the Mayor's handling of economic development, race relations, and housing.

**Rybak Advantage: Good Feelings About Minneapolis (Likely Voters)**

	<b>Total</b>	<b>Rybak</b>	<b>McLaughlin</b>	<b>Don't Know/ Other</b>
<b>Direction of City</b>				
Right Direction	58%	66%	17%	17%
Wrong Track	42%	16%	61%	24%
<b>RYBAK APPROVAL</b>				
<b>Handling his job as Mayor</b>				
Approve	56%	73%	10%	17%
Disapprove	36%	5%	73%	22%
Don't Know/Neither	8%	14%	36%	50%
<b>Handling Economic Development</b>				
Approve	58%	67%	16%	18%
Disapprove	33%	9%	67%	24%
Don't Know/Neither	10%	24%	38%	38%
<b>Handling Race Relations</b>				
Approve	56%	63%	20%	18%
Disapprove	29%	16%	63%	21%
Don't Know/Neither	15%	28%	36%	36%
<b>Handling Housing</b>				
Approve	52%	66%	15%	19%
Disapprove	35%	15%	64%	21%
Don't Know/Neither	12%	33%	33%	33%
<b>Handling Crime</b>				
Approve	50%	71%	14%	15%
Disapprove	43%	14%	61%	26%
Don't Know/Neither	7%	35%	23%	42%

Crime offers the most striking results: Only 50% approve of the Mayor's performance but he enjoys a 57 percentage point advantage over McLaughlin among these voters. Although McLaughlin has based his campaign on recent increases in violent crime, most voters still do not disapprove of the Mayor's performance on this issue.

Rybak is also benefiting from a commanding 18 point lead among women (49% to 31%). This is particularly significant because women in our sample appear more likely to vote than men (56% versus 44%).

**Rybak’s Advantage Among Women (Likely Voters)**

	<b>Total</b>	<b>Rybak</b>	<b>McLaughlin</b>	<b>Don't Know/ Other</b>
Female	56%	49%	31%	21%
Male	44%	38%	40%	22%

**McLaughlin’s Hope Rides on Undecided Voters**

**The biggest hope for Commissioner McLaughlin lies in winning over the 1 out of 5 likely voters (21%) who are still undecided a week before November 8<sup>th</sup>.** Typically, voters who are waffling close to Election Day are hesitating because of concerns about the incumbent; most usually cast their ballot for the challenger when they step into the voting booth.

**The New DFL?**

The Minneapolis race shows signs of the continuing evolution of the DFL Party in Minneapolis. The traditional DFL coalition is no longer a powerhouse in Minneapolis. **The base of McLaughlin’s campaign has been organized labor and, indeed, he enjoys a commanding 16 percentage point advantage over the Mayor among likely voters who are union members (49% to 33%). The problem for the Commissioner is that only 27% of Minneapolis likely voters are union members.** Among non-union members (73% of likely voters), the Mayor is far ahead (48% to 30%).

**Labor Vote Not Enough to Carry McLaughlin (Likely Voters)**

	<b>Total</b>	<b>Rybak</b>	<b>McLaughlin</b>	<b>Don't Know/ Other</b>
Union Member	27%	33%	49%	18%
Not Member of Union	73%	48%	30%	23%

What is particularly interesting about the Minneapolis race is that **Rybak's strength is coming from Democratic voters and not Republican and Independent voters (as was expected)**. The Mayor's reelection campaign has faced stiff opposition within his own party -- the DFL convention this summer refused to endorse him and he has faced continued opposition from parts of the DFL party. A week from Election Day, however, the Mayor holds a 14 percentage point advantage among Democrats (48% to 34%); he trails McLaughlin among Republicans and, especially, independents.

**Democrats Support Rybak while Republicans and Independents Back McLaughlin**  
(Likely Voters)

	<b>Total</b>	<b>Rybak</b>	<b>McLaughlin</b>	<b>Don't Know/ Other</b>
Republicans	11%	35%	41%	24%
Independents	9%	27%	47%	27%
Democrats	80%	48%	34%	19%

## **About the Survey**

The survey was designed by the Center for the Study of Politics and Governance and its 2005 Elections Project in the Hubert H. Humphrey Institute at the University of Minnesota. The Center, the 2005 Elections Project, and the Humphrey Institute are non-partisan academic institutions that are committed to rigorous research, quality teaching, and engaged service. The Center's Elections Project has conducted a number of studies in 2004 and 2005 focusing on state and national elections in the Upper Midwest including policy briefs, analyses of election returns and public opinion, and voter registration efforts. More information can be found at its website:  
[http://www.hhh.umn.edu/centers/cspg/elections\\_2005.html](http://www.hhh.umn.edu/centers/cspg/elections_2005.html)

The research team was Lawrence R. Jacobs (Director) and Joanne M. Miller. We would like to acknowledge the support of Dean J. Brian Atwood and the superb research assistance of Melanie Burns.

The survey was fielded by the Center for Survey Research and Analysis at the University of Connecticut, which has extensive national and state experience conducting non-partisan surveys on politics and government policy.

The sample of telephone exchanges called was randomly selected by a computer from a list of active residential exchanges within the city of Minneapolis. Within each exchange, random digits were added to form a complete telephone number, thus permitting access to both listed and unlisted numbers. Within each household, one adult was selected to be the respondent for the survey.

The survey was conducted by telephone with a total of 884 adults within the city limits of Minneapolis between October 17 and 29, 2005. The results, though, have been weighted to reflect different probabilities of selection based on the number of adults in a household and the number of telephone lines reaching the household. Results were also weighted to reflect the demographic characteristics of Minneapolis based on sex, age, education, and race. Likely voters are estimated based on responses to questions which assign probabilities of voting based on self-reported likelihood of voting, voter registration, past voting behavior, and interest in the election. These weightings produced a sample of 371 likely voters; our results are based on this sample.

In theory, in 19 cases out of 20 the results based on the samples in Minneapolis will differ by no more than 5.1 percentage points in either direction from what would have been obtained by seeking out all adults in these states. For smaller subgroups the margin of sampling error is larger.

In addition to sampling error, the practical difficulties of conducting any survey of public opinion may introduce other sources of error into the poll. Variations in the wording and order of questions, for example, may lead to somewhat different results.

## Minneapolis Mayoral Survey Questionnaire

Hello, my name is \$I and I'm calling from the Center for Survey Research and Analysis at the University of Connecticut. We are conducting a survey on the Minneapolis mayoral (Pronounced May-Oral) election. May I please speak to the adult in this household, age 18 or older, who has had the most recent birthday?

QA. Do you currently live in Minneapolis?

Yes

No [TERMINATE]

Don't know [TERMINATE]

Refused [TERMINATE]

QB. Will you vote in the upcoming election for mayor, or do you usually wait for more important elections to cast your vote?

Will vote/probably vote

Not vote/wait [SKIP TO Q21]

Don't know [SKIP TO Q21]

Refused [SKIP TO Q21]

Q1. Are you currently registered to vote in Minneapolis?

Yes ..... 01

No..... 02

Plan to register (vol).....

Don't Know ..... 98

Refused ..... 99

Q2. How Interested in the upcoming Mayoral election are you: very, somewhat, not very, or not at all interested?

Very..... 01

Somewhat..... 02

Not Very..... 03

Not at All..... 04

Don't Know ..... 98

Refused ..... 99

Q3. How likely is it that you will vote in the election for the mayor of Minneapolis? Would you say you definitely will vote, probably will vote, probably won't vote or definitely won't vote in the November general election?

Definitely will .....	01
Probably will .....	02
Probably won't .....	03
Definitely won't.....	
Don't Know .....	
Refused .....	

Q4. Suppose that the election for Mayor in Minneapolis were being held today. Would you vote for R.T. Rybak (Pronounced Rye – Back) or Peter McLaughlin (Pronounced Mic-Lawf-Lin) (Rotate order of candidates):

R.T. Rybak .....	01
Peter McLaughlin.....	02
Don't Know (vol) .....	98
Refused (vol).....	99

Q5. All in all, do you think things in Minneapolis are generally headed in the right direction, or do you feel that things are off on the wrong track?

Right direction .....	01
Wrong track .....	02
Don't Know (vol) .....	98
Refused (vol).....	99

Q6. Do you approve or disapprove of the way Mayor R.T. Rybak (Pronounced Rye – Back) is handling his job as Mayor of Minneapolis? (Probe: Approve/Disapprove strongly or somewhat?)

Approve strongly .....	01
Approve somewhat .....	02
Disapprove strongly .....	03
Disapprove somewhat.....	04
Neither approve nor disapprove (vol).....	97
Don't Know (vol) .....	98
Refused (vol).....	99

Q7. Do you approve or disapprove of the way Mayor R.T. Rybak (Pronounced Rye – Back) is handling economic development in the city of Minneapolis? (Probe: Approve/Disapprove strongly or somewhat?)

Approve strongly .....	01
Approve somewhat .....	02
Disapprove strongly .....	03
Disapprove somewhat .....	04
Neither approve nor disapprove (vol) .....	97
Don't Know (vol) .....	98
Refused (vol).....	99

Q8. Do you approve or disapprove of the way Mayor R.T. Rybak (Pronounced Rye – Back) is handling race relations in the city of Minneapolis? (Probe: Approve/Disapprove strongly or somewhat?)

Approve strongly .....	01
Approve somewhat .....	02
Disapprove strongly .....	03
Disapprove somewhat .....	04
Neither approve nor disapprove (vol) .....	97
Don't Know (vol) .....	98
Refused (vol).....	99

Q9. Do you approve or disapprove of the way Mayor R.T. Rybak (Pronounced Rye – Back) is handling housing in the city of Minneapolis? (Probe: Approve/Disapprove strongly or somewhat?)

Approve strongly .....	01
Approve somewhat .....	02
Disapprove strongly .....	03
Disapprove somewhat .....	04
Neither approve nor disapprove (vol) .....	97
Don't Know (vol) .....	98
Refused (vol).....	99

Q10. Do you approve or disapprove of the way Mayor R.T. Rybak (Pronounced Rye – Back) is handling crime in the city of Minneapolis? (Probe: Approve/Disapprove strongly or somewhat?)

Approve strongly .....	01
Approve somewhat .....	02
Disapprove strongly .....	03
Disapprove somewhat .....	04
Neither approve nor disapprove (vol) .....	97
Don't Know (vol) .....	98
Refused (vol).....	99

Q11I. Now, I'd like to ask you some questions about the diversity of income levels in your neighborhood – that is, the mix of lower, middle, and upper income families.

Q11. How diverse is your neighborhood in terms of the incomes that people earn – is it extremely diverse, very diverse, somewhat diverse, not too diverse, or not at all diverse?

Extremely diverse .....	01
Very diverse .....	02
Somewhat diverse .....	03
Not too diverse.....	04
Not at all diverse .....	05
Don't Know (vol) .....	98
Refused (vol).....	99

Q12. Some people think that having a diversity of incomes is important to the health of a neighborhood. Others think having a neighborhood with a diversity of incomes is not important. What about you? How important is it to the health of the neighborhood you live in to have people with diverse incomes living there – extremely important, very important, somewhat important, not too important, or not at all important?

Extremely important .....	01
Very important .....	02
Somewhat important .....	03
Not too important.....	04
Not at all important .....	05
Don't Know (vol) .....	98
Refused (vol).....	99

Q13. Should the city of Minneapolis do more or less to promote income diversity within its neighborhoods? (Probe: A lot or A little More/Less)

A lot more .....	01
A little more .....	02
A little less .....	02
A lot less .....	01
Neither more nor less (vol) .....	97
Don't Know (vol) .....	98
Refused (vol).....	99

Q14I. Next, I'd like to ask you now about the racial diversity of your neighborhood -- that is, the mix of blacks, whites, Asians, Hispanics, and others.

Q14. How racially diverse is your neighborhood – is it extremely diverse, very diverse, somewhat diverse, not too diverse, or not at all diverse?

Extremely diverse .....	01
Very diverse .....	02
Somewhat diverse .....	03
Not too diverse.....	04
Not at all diverse .....	05
Don't Know (vol) .....	98
Refused (vol).....	99

Q15. Some people think that having a diversity of races is important to the health of a neighborhood. Others think having a diversity of races is not important. What about you? How important is it to the health of the neighborhood you live in to have racial diversity – extremely important, very important, somewhat important, not too important, or not at all important?

Extremely important .....	01
Very important .....	02
Somewhat important .....	03
Not too important.....	04
Not at all important .....	05
Don't Know (vol) .....	98
Refused (vol).....	99

Q16. Should the city of Minneapolis do more or less to promote racial diversity within its neighborhoods? (Probe: A lot or A little More/Less)

A lot more .....	01
A little more .....	02
A little less .....	02
A lot less .....	01
Neither more nor less (vol) .....	97
Don't Know (vol) .....	98
Refused (vol).....	99

Q17. Which is more important to the health of the city of Minneapolis: Promoting neighborhoods that have people with a diversity of incomes living in them or promoting neighborhoods that have people with a diversity of races living in them?

Promoting a diversity of incomes .....	01
Promoting a diversity of races .....	02
Both equally important (vol).....	96
Neither important (vol) .....	97
Don't Know (vol) .....	98
Refused (vol).....	99

Q18I. Lastly, we have some questions for classification purposes only. First . . .

Q18. Thinking back to 2001...Did you vote in the 2001 election for mayor between R.T. Rybak (Pronounced Rye – Back) and Sharon Sayles Belton (Pronounced Sales...Bell – Tun) or did something come up that kept you from getting to the polls that day? [ROTATE]

Voted.....	01
Did not vote.....	02
Don't Know .....	98
Refused .....	99

Q19. Thinking back to 2004...Did you vote in the 2004 presidential election between George W. Bush and John Kerry or did something come up that kept you from getting to the polls that day? [ROTATE]

Voted.....	01
Did not vote.....	02
Don't Know .....	98
Refused .....	99

Q20. Thinking about all of the elections that have been held in your community over the last several years, including local elections for school board members and budget issues, how many would you say you have voted in? Would that be all of them, almost all of them, most of them, some of them, a few of them, or none of them?

All .....	01
Almost all.....	02
Most .....	03
Some .....	04
A few.....	05
None.....	06
Don't Know .....	98
Refused .....	99

Q21. In what year were you born? (RECORD 4 DIGITS)

Don't Know .....	9998
Refused .....	9999

Q22 What is the highest grade of school or year of college you have completed and gotten credit for?

Grade school or less (0-8).....	01
Some high school (9-11).....	02
High school (12).....	03
Some college (1-3 years).....	04
College graduate (4 years).....	05
Post graduate (Masters or Doctorate).....	06
Don't Know.....	98
Refused	

Q23 What racial or ethnic group would you most identify yourself with? African American, Asian, Hispanic, Native American, White, or some other group?

African American.....	01
Asian.....	02
Hispanic.....	03
Native American.....	04
White.....	05
Some other group (SPECIFY).....	80
Don't Know.....	98
Refused.....	99

Q24. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent, or what?

Republican.....	01	
Democrat.....	02	
Independent.....	03	=> Q24B
Something else (SPECIFY).....	80	=> Q24B
Don't Know.....	98	=> Q24B
Refused.....	99	=> Q24B

Q24A. Would you call yourself a strong or not very strong <Q24>?

Strong.....	01	=> Q25
Not very strong.....	02	=> Q25
Don't Know.....	98	=> Q25
Refused.....	99	=> Q25

Q24B. Do you think of yourself as closer to the Republican Party or Democratic Party or neither? Republican Party.....

Republican Party.....	01
Democratic Party.....	02
Neither (vol.).....	03
Don't Know.....	98
Refused.....	99

[IF QB=2, 98, 99 SKIP TO Q31]

Q26. Do you or does someone in your household belong to a labor union?

Yes ..... 01  
No..... 02  
Don't Know ..... 98  
Refused ..... 99

Q27. Were you born in the United States?

Yes ..... 01  
No..... 02  
Don't Know ..... 98  
Refused ..... 99

Q28. Do you rent or own your current residence?

Rent..... 01  
Own..... 02  
Don't Know ..... 98  
Refused ..... 99

Q29. How many years have you lived at your current address? (RECORD 2 DIGITS. ROUND TO NEAREST YEAR.)

Less than 6 months..... 00  
Don't Know ..... 98  
Refused ..... 99

Q30 For classification purposes only, is the total yearly income of all the members of your family now living at home less than \$40,000 or is it \$40,000 or more?

Less than \$40,000 ..... 01  
\$40,000 or more ..... 02     => Q30B  
Don't Know ..... 98     => Q31  
Refused ..... 99     => Q31

Q30A. Is it... (READ CHOICES 1-4)?

Under \$10,000..... 01     => Q31  
\$10,000 to less than \$20,000..... 02     => Q31  
\$20,000 to less than \$30,000..... 03     => Q31  
\$30,000 to less than \$40,000..... 04     => Q31  
Don't Know ..... 98     => Q31  
Refused ..... 99     => Q31

Q30B. Is it...(READ CHOICES 1-4)?	
\$40,000 to less than \$50,000.....	01
\$50,000 to less than \$60,000.....	02
\$60,000 to less than \$70,000.....	03
\$70,000 or more .....	04
Don't Know .....	98
Refused .....	99

Q31. How many adults live in this household who are 18 years old or older including yourself?

1.....	01
2.....	02
3.....	03
4.....	04
5.....	05
6.....	06
7 or more .....	07
Don't Know .....	98
Refused .....	99

Q32. How many children live in this household who are 17 years old or younger?

0.....	00
1.....	01
2.....	02
3.....	03
4.....	04
5.....	05
6.....	06
7 or more .....	07
Don't Know .....	98
Refused .....	99

Q33. How many phone numbers do you have in your household that are connected to phones that can be answered by a person, excluding cell phones?

1.....	01
2.....	02
3.....	03
4.....	04
5.....	05
6.....	06
7 or more .....	07
Don't Know .....	98
Refused .....	99

Q34. (RECORD GENDER. DO NOT ASK)

Male ..... 01

Female..... 02

THANK: Thank you for taking the time to complete this survey. Your cooperation is appreciated.