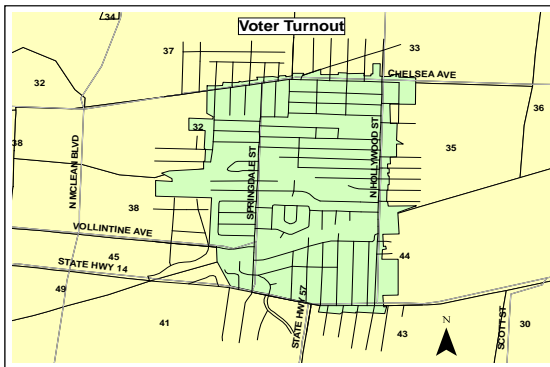


Voter Turnout in Hollywood Springdale: Voices of African-American Citizens

Problem Statement

Hollywood Springdale has experienced low voter turnout from its population over the past mayoral elections. To better understand this trend, this study focuses on voting behavior and the relationship between political officials and constituents through the usage of interviews and surveys.

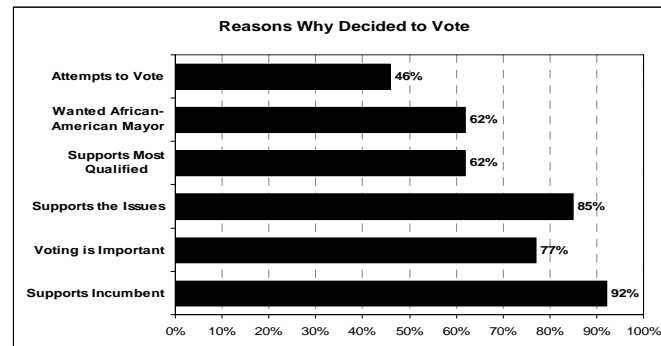


Data Collection

Research involved thirty interviews with residents of the Hollywood Springdale neighborhood. Interviews focused on the 2007 mayoral election with questions related to reasons for voting and not voting, political interest, candidate support and voter confidence.

Rhodes College
Undergraduate Research
Symposium Presentation
April 25, 2008

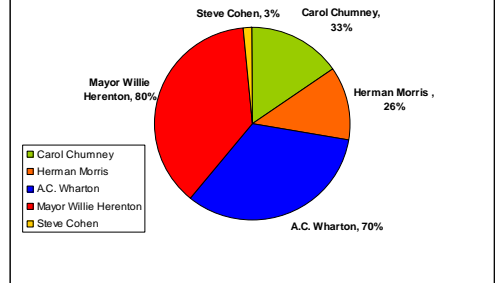
Nicholas Threlkeld



Survey Responses

1. "I feel that I have a responsibility to vote in every election."
2. "I feel that by voting my community will be better represented."
3. "I have problems every time I try to register to vote. It's just too much of a hassle."
4. "I am just not concerned with politics in Memphis. Most officials are corrupt so, there is no need to vote for them."
5. "I don't think my one vote will make that much of a difference in the election."
6. "Mayor Herenton has the support of all the people so there is no need for me to vote."

Positive Impact of Candidates in the Community



Findings

- Hollywood Springdale experienced an average voter turnout of 39% for the 2007 mayoral election.
- In support of Mayor Herenton, 80% of respondents believed he would better help resolve issues in their community.
- Reasons for not voting, 27% of respondents stated that they were "too busy" to vote. This was followed by 23% of respondents who were not interested in local politics at all.
- Concerning confidence in the voting system, 50% of respondents felt that their vote would not make a significant difference.

Niemi, Richard G. "Why Is Voter Turnout Low". *Controversies in Voting Behavior*

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