

Area	GOP Vote Dole	Dem Vote Clinton	Ind Vote Perot	Total Vote	GOP %	Dem %	Ind %	Rem %	Plurality/Win	%of Marg	%St Tot	
TENNESSEE												
CLINTON WINS												
U.S. President, 1996												
Total for State	863,530	909,146	105,918	1,894,105*	45.6	48.0	5.6	0.8	45,616	d	2.4	100.0

DMAs, MEDIA MARKETS for 2000

Tri - Cities, TN - VA - KY	82,998	57,129	10,997	152,430*	54.4	37.5	7.2	0.9	25,869	R	16.9	8.0
Knoxville, TN - KY	185,905	161,233	23,308	374,571*	49.6	43.0	6.2	1.1	24,672	r	6.6	19.8
Chattanooga, TN - GA - NC	93,229	81,994	12,537	189,237*	49.3	43.3	6.6	0.8	11,235	r	6.0	10.0
Paducah - Cape Girardeau - Harrisburg, KY - Jackson, TN	9,521	13,156	1,915	24,733*	38.5	53.2	7.7	0.6	3,635	D	14.7	1.3
Memphis, TN - AR- MS - MO	27,096	24,838	2,667	54,813*	49.4	45.3	4.9	0.4	2,258	r	4.1	2.9
Nashville, TN - KY	176,292	226,368	12,820	417,996*	42.2	54.2	3.1	0.6	50,076	D	12.0	22.1
Huntsville - Decatur - Florence, AL - TN	281,223	338,493	40,590	665,928*	42.2	50.8	6.1	0.8	57,270	D	8.6	35.2
	7,266	5,935	1,084	14,397*	50.5	41.2	7.5	0.8	1,331	R	9.3	0.8

SUMMARY OF UNITS WON

1a. Won by Dole for Republicans:	5	Lowest %	38.5	Paducah - Cape Girardeau - Harr	Highest %	54.4	Tri - Cities, TN - VA - KY
1b. Won by Clinton for Democrats:	3	Lowest %	37.5	Tri - Cities, TN - VA - KY	Highest %	54.2	Memphis, TN - AR- MS - MO
1c. Won by Perot for Others:	0	Lowest %	3.1	Memphis, TN - AR- MS - MO	Highest %	7.7	Paducah - Cape Girardeau - Harr

ISRs, INTERNAL STATE REGIONS

Delta Country	221,288	277,118	19,286	520,717*	42.5	53.2	3.7	0.6	55,830	D	10.7	27.5
Heartland	251,433	289,902	34,131	580,351*	43.3	50.0	5.9	0.8	38,469	D	6.7	30.6
Plateaus & Valleys	132,309	132,772	19,981	287,439*	46.0	46.2	7.0	0.8	463	d	0.2	15.2
Mountainous East	174,243	151,465	21,407	351,014*	49.6	43.2	6.1	1.1	22,778	r	6.4	18.5
First Frontier	84,257	57,889	11,113	154,584*	54.5	37.4	7.2	0.9	26,368	R	17.1	8.2

SUMMARY OF UNITS WON

1a. Won by Dole for Republicans:	2	Lowest %	42.5	Delta Country	Highest %	54.5	First Frontier
1b. Won by Clinton for Democrats:	3	Lowest %	37.4	First Frontier	Highest %	53.2	Delta Country
1c. Won by Perot for Others:	0	Lowest %	3.7	Delta Country	Highest %	7.2	First Frontier

GMRs, METRO GROUPS for 1999

Nashville Metro	181,648	202,517	22,194	410,071*	44.3	49.4	5.4	0.9	20,869	d	5.1	21.6
Memphis Metro	148,306	190,914	9,522	350,950*	42.3	54.4	2.7	0.6	42,608	D	12.1	18.5
Knoxville Metro	123,211	104,411	13,699	244,178*	50.5	42.8	5.6	1.2	18,800	R	7.7	12.9
Other Metro	161,240	133,745	19,323	316,768*	50.9	42.2	6.1	0.8	27,495	R	8.7	16.7
Non Metro	249,125	277,559	41,180	572,138*	43.5	48.5	7.2	0.7	28,434	d	5.0	30.2

SUMMARY OF UNITS WON

1a. Won by Dole for Republicans:	2	Lowest %	42.3	Memphis Metro	Highest %	50.9	Other Metro
1b. Won by Clinton for Democrats:	3	Lowest %	42.2	Other Metro	Highest %	54.4	Memphis Metro
1c. Won by Perot for Others:	0	Lowest %	2.7	Memphis Metro	Highest %	7.2	Non Metro