Survey of Likely General Election Voters <35

Tennessee Statewide

Conducted October 13-14, 2018

n=414 | ±4.80

A. How likely are you to vote in the November 6th elections for US Senate, Congress, and governor out of the following options?

	Freq.	%
Definitely voting	314	75.9%
Probably voting	74	17.9%
Probably not voting	26	6.2%
Total	414	100.0%

2. Generally speaking, would you say things in Tennessee are headed in the right direction or off on the wrong track?

	Freq.	%	Lower MoE %	Upper MoE %
Right direction	155	37.5%	32.8%	42.1%
Wrong track	150	36.1%	31.4%	40.8%
No opinion	109	26.4%	22.1%	30.7%
Total	414	100.0%	100.0%	100.0%

3. If the elections were held today, and you had to make a decision, would you be voting mostly for Republican or Democratic candidates?

	Freq.	%	Lower MoE %	Upper MoE %
Republican candidates	169	40.9%	36.1%	45.7%
Democratic candidates	203	49.1%	44.2%	53.9%
Unsure	42	10.0%	7.1%	13.0%
Total	414	100.0%	100.0%	100.0%

4-7. Do you have a favorable or unfavorable opinion of the following individuals?

	Favorable	Very fav	Unfavorable	Very unfav	No Opinion	Never Heard Of	Total
Donald Trump	**41.8%**	26.7%	**54.3%**	50.2%	3.7%	0.3%	100.0%
	173	111	**225**	208	15	1	414
Phil Bredesen	**51.1%**	21.4%	**33.7%**	19.6%	12.3%	2.8%	100.0%
	212	88	**140**	81	51	12	414
Marsha Blackburn	**36.8%**	17.6%	**52.2%**	43.4%	8.9%	2.1%	100.0%
	152	73	**216**	180	37	9	414
Taylor Swift	**41.1%**	15.2%	**28.6%**	19.6%	28.9%	1.3%	100.0%
	170	63	**119**	81	120	6	414

8. If the election of US Senate race were held today, and you had to make a choice, would you vote for Phil Bredesen, the Democrat; Marsha Blackburn, the Republican; or a third-party candidate?

	Freq.	%	Lower MoE %	Upper MoE %
Phil Bredesen	208	50.2%	45.3%	55.0%
Marsha Blackburn	149	36.1%	31.4%	40.7%
A third-party candidate	14	3.5%	1.7%	5.2%
Undecided	42	10.3%	7.3%	13.2%
Total	414	100.0%	100.0%	100.0%

Thinking about the last two weeks…

9. How much have you seen, read, or heard about Taylor Swift's endorsement of a candidate running for US Senate in Tennessee?

	Freq.	%	Lower MoE %	Upper MoE %
A lot	72	17.5%	13.8%	21.2%
A fair amount	163	39.5%	34.7%	44.2%
Very little	103	24.8%	20.6%	29.0%
Nothing at all	69	16.8%	13.1%	20.4%
Unsure	6	1.5%	0.3%	2.7%
Total	414	100.0%	100.0%	100.0%

10. Has Taylor Swift's endorsement of Phil Bredesen influenced who you will support in the race for US Senate?

	Freq.	%	Lower MoE %	Upper MoE %
Yes, I will now vote for Phil Bredesen	17	5.1%	2.6%	7.5%
Yes, I will now vote for Marsha Blackburn	20	5.9%	3.5%	8.4%
No, my vote has not changed	292	86.3%	82.6%	90.0%
Other	5	1.4%	0.0%	2.7%
Unsure	4	1.3%	0.2%	2.4%
Total	338	100.0%	100.0%	100.0%

11. If you knew Phil Bredesen was endorsed by Taylor Swift, would you be more or less likely to support him for US Senate?

	Freq.	%	Lower MoE %	Upper MoE %
More likely	**2**	**3.0%**	**-1.2%**	**7.1%**
Much more likely	2	3.0%	-1.2%	7.1%
Less likely	**11**	**14.5%**	**6.4%**	**22.5%**
Somewhat less likely	2	2.4%	-0.9%	5.8%
Much less likely	9	12.0%	4.5%	19.5%
Makes no difference	55	72.4%	61.9%	82.8%
Unsure	8	10.2%	2.9%	17.4%
Total	76	100.0%	100.0%	100.0%

12. How many Taylor Swift concerts have you attended?

	Freq.	%	Lower MoE %	Upper MoE %
1	34	8.1%	5.5%	10.7%
2 - 3	19	4.7%	2.6%	6.7%
4 - 5	3	0.8%	0.0%	1.7%
6 or more	4	1.1%	0.0%	2.1%
I have never attended a Taylor Swift concert	344	83.1%	79.5%	86.8%
Unsure	9	2.2%	0.8%	3.6%
Total	414	100.0%	100.0%	100.0%

D1. Gender

	Freq.	%
Female	229	55.4%
Male	185	44.7%
Total	414	100.0%

D2. What age range do you fall within?

	Freq.	%
18 - 25	108	26.1%
26 - 34	306	73.9%
Total	414	100.0%

D3. Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

	Freq.	%
Republican	101	24.5%
Independent	74	17.8%
Democrat	99	24.0%
Unsure / Refused	140	33.8%
Total	414	100.0%

D4. Which of the following sources do you rely on to stay up-to-date on news and current events…

	Freq.	%
Internet	169	40.8%
Social media	93	22.4%
Radio/Podcast	57	13.7%
TV	55	13.3%
Newspaper/Printed Media	26	6.3%
Unsure	14	3.5%
Total	414	100.0%

D5.   Congressional District

	Freq.	%
East	**117**	**28.2%**
1	31	7.6%
2	45	10.9%
3	40	9.8%
Central	**135**	**32.6%**
4	38	9.3%
5	69	16.6%
6	28	6.7%
West	**162**	**39.2%**
7	53	12.7%
8	61	14.7%
9	49	11.7%
Total	414	100.0%

METHODOLOGY

This probabilistic survey was conducted October 13-14, 2018, with 414 likely general election voters under 35 years of age. It has a margin of error of ±4.80%. Responses were gathered by sending an SMS message with a unique link to an online survey. The online survey platform utilized specific quota groups to ensure a representative sample based on age, gender, geography, and party. This survey was weighted to a likely general election voter universe under the age of 35.

ABOUT THE FIRM

Cygnal is a Montgomery, Ala.-based polling and research firm that has conducted more than 750 survey research projects in 42 states. Our team nailed both the 2014 and 2016 election cycles, correctly predicting Trump's margin in Florida and his win in Wisconsin. Campaigns, corporations, associations, national committees, and state organizations rely on Cygnal to gather reliable, affordable polling data in state-wide, congressional, legislative, and local geographies