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TENNESSEE STATEWIDE PUBLIC POLL – MEMORANDUM

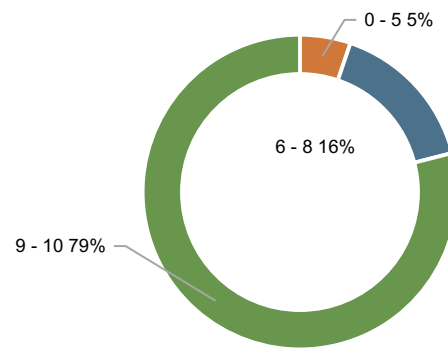
DATE: Wednesday, October 31, 2018
TO: Interested Parties
FROM: Brent Buchanan, President & Josh Pendergrass, Director, Client Strategy
RE: Key Findings: Survey of TN Likely General Election Voters

Cygna has completed a thorough statistical review of our recent public survey and identified the following key findings, analysis of public opinion, and awareness of upcoming political races and issues in Tennessee. The information below was gathered through a phone survey of likely general election voters conducted October 26 – 26, 2018. This survey has a sample size of n497 and a margin of error of $\pm 4.40\%$ at a 95% confidence interval.

INTENSITY OF INTEREST

We asked voters how interested they are in the November 6th general election on a scale of 0 to 10, 0 being not interested and 10 being extremely interested.

- Of those surveyed 79% rated their interest in the election as either a 9 or a 10, indicating a very high voter interest in the 2018 midterms.
- This is underscored by 46% saying they have already voted and 48% saying they will definitely vote.
- 79% of both women and men fall in the high interest range.
- 81% of voters who have a favorable opinion of President Trump and 76% of voters who have an unfavorable opinion of the president fall in the high interest range.
- 79% of both Republicans and Democrats and 83% of Independents are in the high interest range.



GENERIC BALLOT

- Republicans lead the generic ballot 57%-40 (net R+17), outperforming the national average (D+8) by 25 points.
- 77% of Republicans and 81% of Democrats prefer a candidate of their own party.
- On the generic ballot Independents favored republicans 72%-26%.
- 87% of voters who chose a generic Republican have a favorable opinion of President Trump. 82% of those who chose a generic Democrat have an unfavorable opinion of the president.

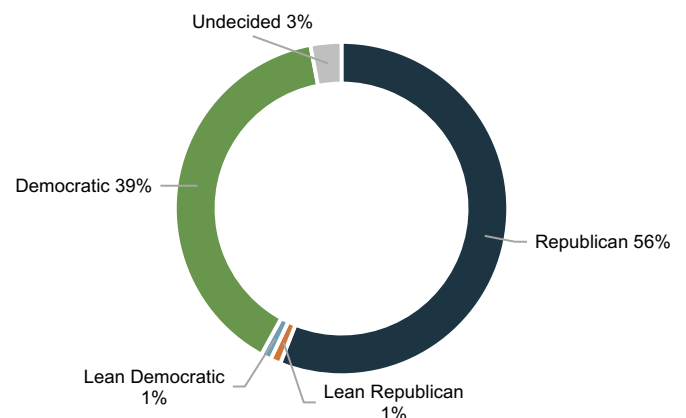
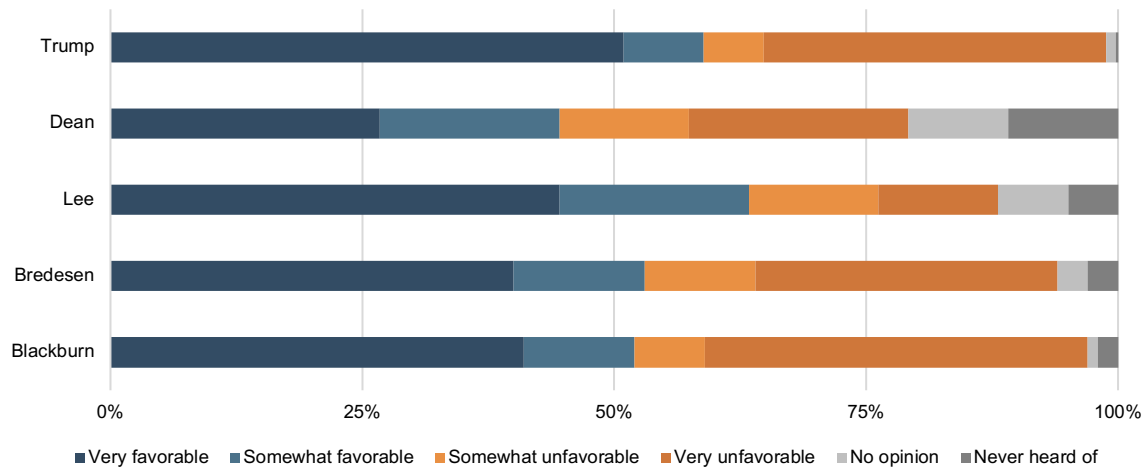


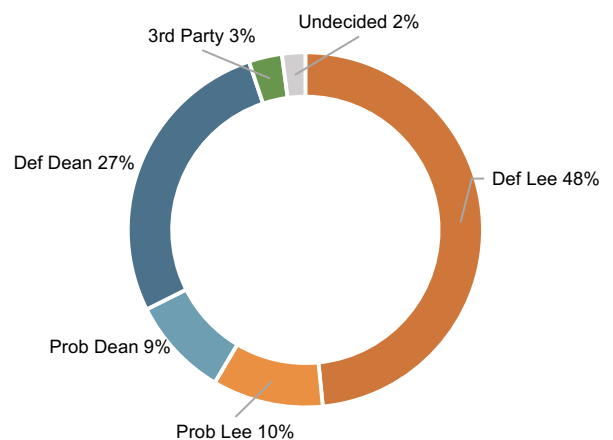
IMAGE TESTS



- Tennesseans have a generally positive opinion of President Trump with 59% having a favorable opinion and 40% having an unfavorable opinion (net +19), significantly better than the national average of net -11.
- Voters' opinions of the president fall largely along party lines with 76% of Republicans having a favorable opinion and 80% of Democrats having an unfavorable opinion.
- Democratic gubernatorial candidate Karl Dean has a net favorability of +10, 45% favorable to 35% unfavorable, while 21% have either no opinion of or have never heard of Dean.
- 78% of liberals and 57% of moderates have a favorable opinion of Dean.
- Republican gubernatorial candidate Bill Lee has a net favorability of +40, 64% favorable to 24% unfavorable, while only 12% have either no opinion of or have never heard of Lee.
- 84% of conservatives and 48% of moderates have a favorable opinion of Lee.
- Lee has a net +60 favorability with Independents.
- Democratic US Senate Candidate Phil Bredeesen has a net favorability of +12, 53% favorable to 41% unfavorable.
- Moderates at 75% and liberals at 92% have a favorable opinion of Bredeesen.
- Republican US Senate Candidate Marsha Blackburn has a net favorability of +6, 52% favorable to 46% unfavorable.
- 77% of conservatives have a favorable view of Blackburn, while her net favorability with moderates is a net -48.

GUBERNATORIAL BALLOT

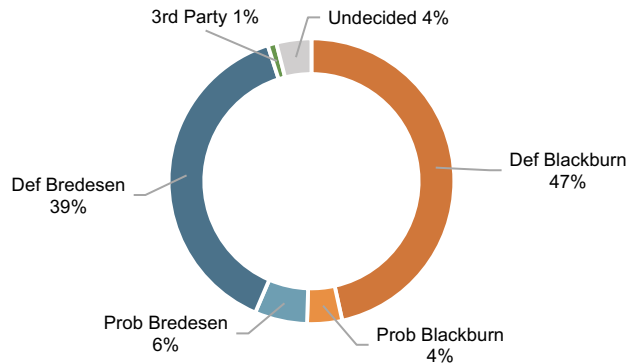
- Bill Lee leads Karl Dean on the Tennessee Gubernatorial Ballot, well outside the margin of error, at 59%-36%. 2% remain undecided.
- Lee slightly overperforms the generic ballot (+3), while Dean underperforms the generic ballot (-5).
- Lee retains 76% of Republican voters, while 19% of Republicans prefer Dean.
- Dean retains 77% of Democratic voters, while 18% of Democrats prefer Lee.
- 78% of Independents prefer Lee over Dean.
- Women prefer Lee 57%-39% and men prefer the Republican 60%-33%.



- 91% of those who favor Blackburn in the Senate race favor Lee in the gubernatorial race, 23% of those who favor Bredesen choose Lee.
- Only 78% of those who favor Lee on the gubernatorial ballot also favor Blackburn on the Senate ballot.

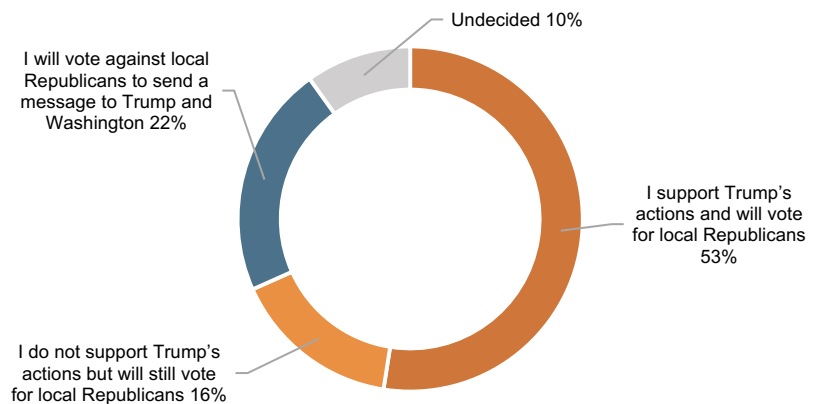
US SENATE BALLOT

- Marsha Blackburn leads Phil Bredesen on the US Senate Ballot 51%-45%, outside the margin of error, 2% of voters remain undecided.
- Blackburn underperforms the generic ballot (-6), while Bredesen over performs the generic ballot (+5).
- Blackburn only retains 67% of Republican voters, while 29% of Republicans prefer Bredesen.
- Bredesen retains 80% of Democratic voters, while 14% prefer Blackburn.
- 61% of Independents choose Blackburn, 38% choose Bredesen.
- Of those voters who have already voted 50% support Blackburn and 44% Bredesen.
- 78% of voters with a favorable opinion of President Trump support Blackburn, while 10% of those with a negative opinion support the Republican candidate.
- 86% of voters with an unfavorable opinion of President Trump support Bredesen, while 16% with a favorable opinion support the Democrat candidate.
- 74% of voters who say they want to send a message to the president and to Washington prefer Bredesen.
- 74% of voters who say they do not support President Trump's actions but will still support local Republican candidates prefer Bredesen, 21% support Blackburn.
- 86% of voters who say they support the president's action prefer Blackburn, 12% support Bredesen.
- Men prefer Blackburn over Bredesen 60%-37%. Women prefer Bredesen over Blackburn 51%-43%.
- 78% of those who favor Lee in the gubernatorial race favor Blackburn, while 17% of those who favor Lee choose Bredesen.
- Blackburn pulls 80% of conservatives, while Bredesen earns 73% of moderates and 95% of liberals.
- 12% of voters who say they support President Trump's actions and will vote for local Republicans prefer Bredesen, 86% prefer Blackburn.



TRUMP IMPACT ON VOTE

- Trump's popularity in Tennessee appears to have a positive effect for Republican. 69% of voters say they will support local Republicans either because of their support of, or despite their dislike of the president.
- Only 22% of the vote is an anger or protest vote against the president.
- Supporters of the president are more likely to vote for Republican candidates than those who do not support the



president are to vote for Democratic candidates.

- 82% of voters who support President Trump prefer a generic Republican.
- 71% of Republicans, 15% of Democrats, and 60% of Independents say they will vote for local Republican candidates because of their support for the president.
- 55% of Democrats say they will vote against local Republicans to send a message to the president.
- 48% of women and 58% of men say they support the president and will vote for Republicans.
- 79% of conservatives say they support the president's actions and will vote for Republicans, while 10% say they do not support the president but will still vote for local Republicans.
- 83% of voters who wish to send a message with their vote choose the Democrat on the gubernatorial ballot while 93% of voters who wish to send a message with their vote choose the Democrat on the US Senate Ballot.

METHODOLOGY

This probabilistic live telephone survey was conducted October 26 – 27, 2018, with 497 likely general election voters. It has a margin of error of $\pm 4.40\%$. Interviews were conducted by live professional agents calling landline and cell phones. Landline phone interviews constitute 70% of the sample, while 30% were conducted by cell phone, each based on the voter file for the state. This survey was weighted to a likely general election voter universe.

ACCESS TO COMPLETE SMART TABLES & CROSSTABS

Cygnal clients may request a complete copy of the Smart Tables (statistically-significant crosstabs) and full crosstabs at no charge. Anyone else may purchase the data for \$875. Email info@cygn.al for more details.

ABOUT THE FIRM

[Cygnal](#) is a Montgomery, Ala.-based polling and research firm that has conducted more than 780 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 and survey data in state-wide, congressional, legislative, and local geographies.

