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Tennessee Statewide
Survey of Likely General Election Voters

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 ±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.

Additional Data

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.
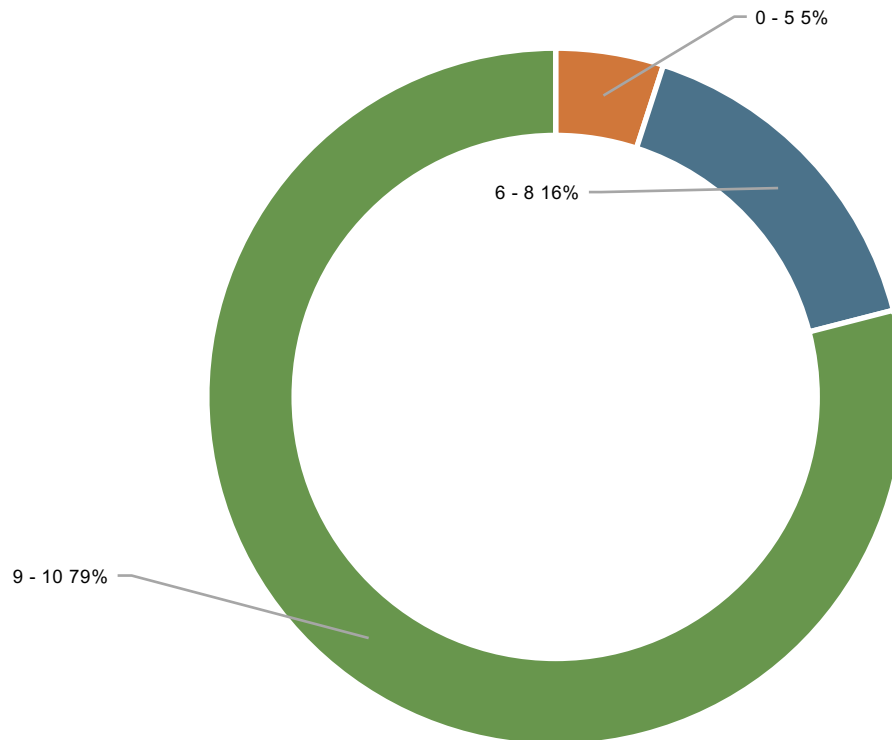
Geo Groupings – Based on Congressional District

Memphis	Nashville	Chattanooga / Cookeville	Knoxville
TN8	TN5	TN3	TN1
TN9	TN7	TN4	TN2
		TN6	

Voter Intensity

Pie chart:
- 0 - 5: 5%
- 6 - 8: 16%
- 9 - 10: 79%

	0-5	6-8	9-10
Generic Repub.	3%	18%	79%
Generic Dem.	7%	13%	80%
Trump Fav	2%	17%	81%
Trump Unfav	10%	14%	76%
Lee Unfav	5%	15%	81%
Dean Unfav	4%	14%	82%
Blackburn Unfav	7%	17%	76%
Bredesen Unfav	2%	17%	81%
Gov - Lee	4%	16%	80%
Gov - Dean	7%	11%	82%
US Sen. - Blackburn	1%	18%	80%
US Sen. - Bredesen	9%	12%	79%
Men	5%	16%	79%
Women	6%	15%	79%
Under 50	8%	25%	67%
Over 50	4%	11%	85%
GOP	5%	16%	79%
Indep	3%	13%	83%
Dem	6%	15%	79%
Memphis	3%	15%	82%
Nashville	3%	17%	80%
Chattanooga/Cookeville	5%	16%	79%
Knoxville	10%	15%	75%

Generic Ballot

Undecided 3%

Democratic 39%

Republican 56%

Lean Democratic 1%

Lean Republican 1%
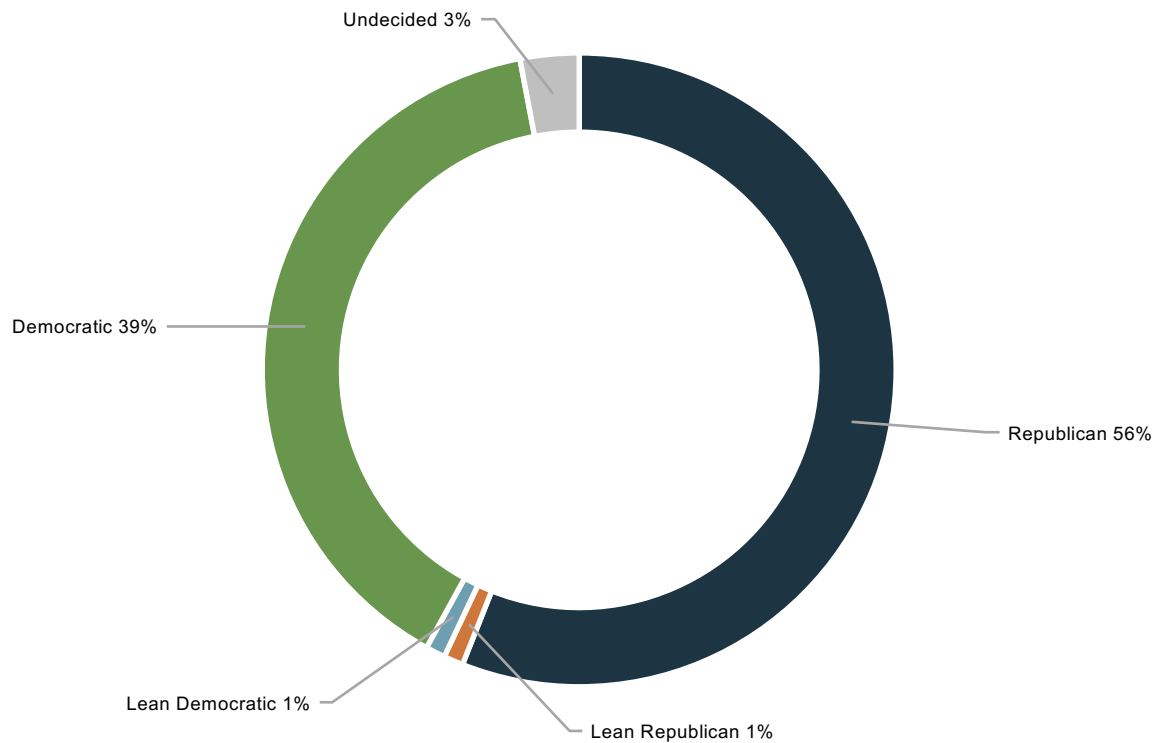
	GOP	DEM
0 - 5 Intensity	31%	56%
6 - 8 Intensity	65%	33%
9 - 10 Intensity	58%	40%
Trump Fav	87%	10%
Trump Unfav	15%	82%
Lee Unfav	16%	81%
Dean Unfav	80%	18%
Blackburn Unfav	22%	75%
Bredesen Unfav	90%	8%
Gov - Lee	89%	9%
Gov - Dean	8%	91%
US Sen. - Blackburn	95%	2%
US Sen. - Bredesen	16%	82%
Men	62%	33%
Women	54%	44%
Under 50	57%	41%
Over 50	58%	39%
GOP	77%	21%
Indep	72%	26%
Dem	16%	81%
Memphis	56%	41%
Nashville	55%	45%
Chattanooga/Cookeville	58%	38%
Knoxville	60%	35%

IMAGE TESTS

Image Tests – Overall

Legend: Very favorable | Somewhat favorable | Somewhat unfavorable | Very unfavorable | No opinion | Never heard of

Categories (top to bottom): Trump, Dean, Lee, Bredesen, Blackburn

X-axis: 0%, 25%, 50%, 75%, 100%
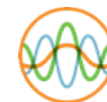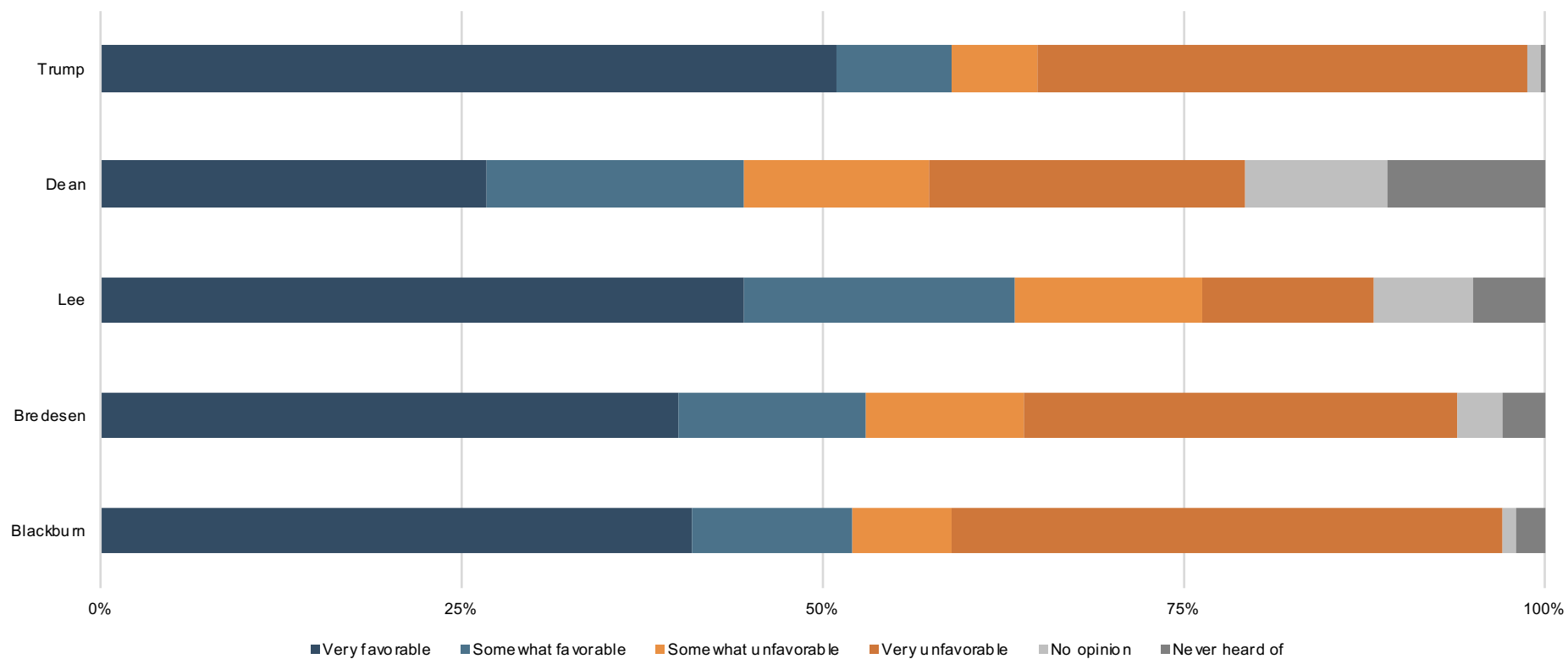
Image Test – Trump
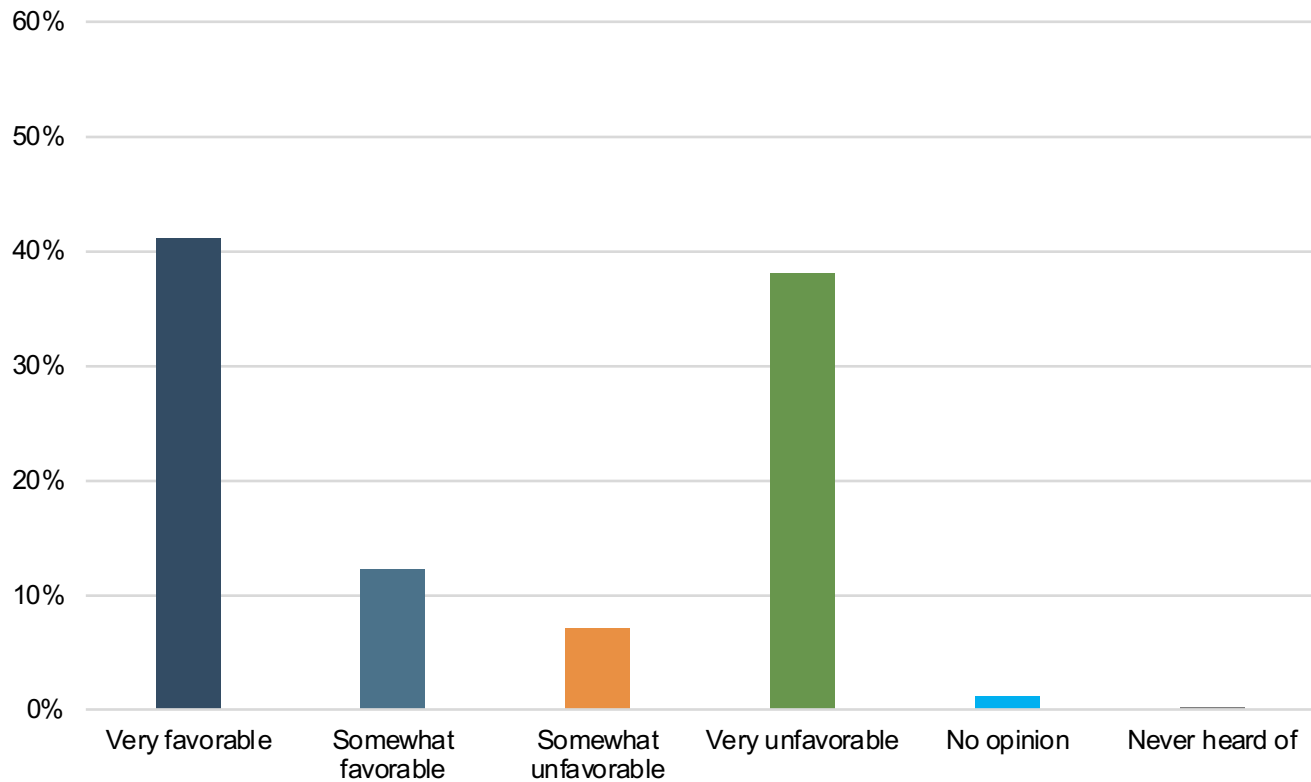
	Fav	Unfav
0 - 5 Intensity	27%	73%
6 - 8 Intensity	64%	36%
9 - 10 Intensity	60%	39%
Generic Repub	89%	10%
Generic Dem	16%	83%
Lee Unfav	21%	79%
Dean Unfav	59%	22%
Blackburn Unfav	13%	70%
Bredesen Unfav	63%	11%
Gov - Lee	87%	13%
Gov - Dean	16%	83%
US Sen. - Blackburn	92%	8%
US Sen. - Bredesen	22%	77%
Men	64%	35%
Women	55%	44%
Under 50	55%	44%
Over 50	61%	38%
GOP	76%	23%
Indep	77%	23%
Dem	19%	80%
Memphis	66%	34%
Nashville	51%	46%
Chattanooga/Cookeville	60%	39%
Knoxville	60%	40%

Bar chart categories: Very favorable, Somewhat favorable, Somewhat unfavorable, Very unfavorable, No opinion, Never heard of

Image Test – Lee
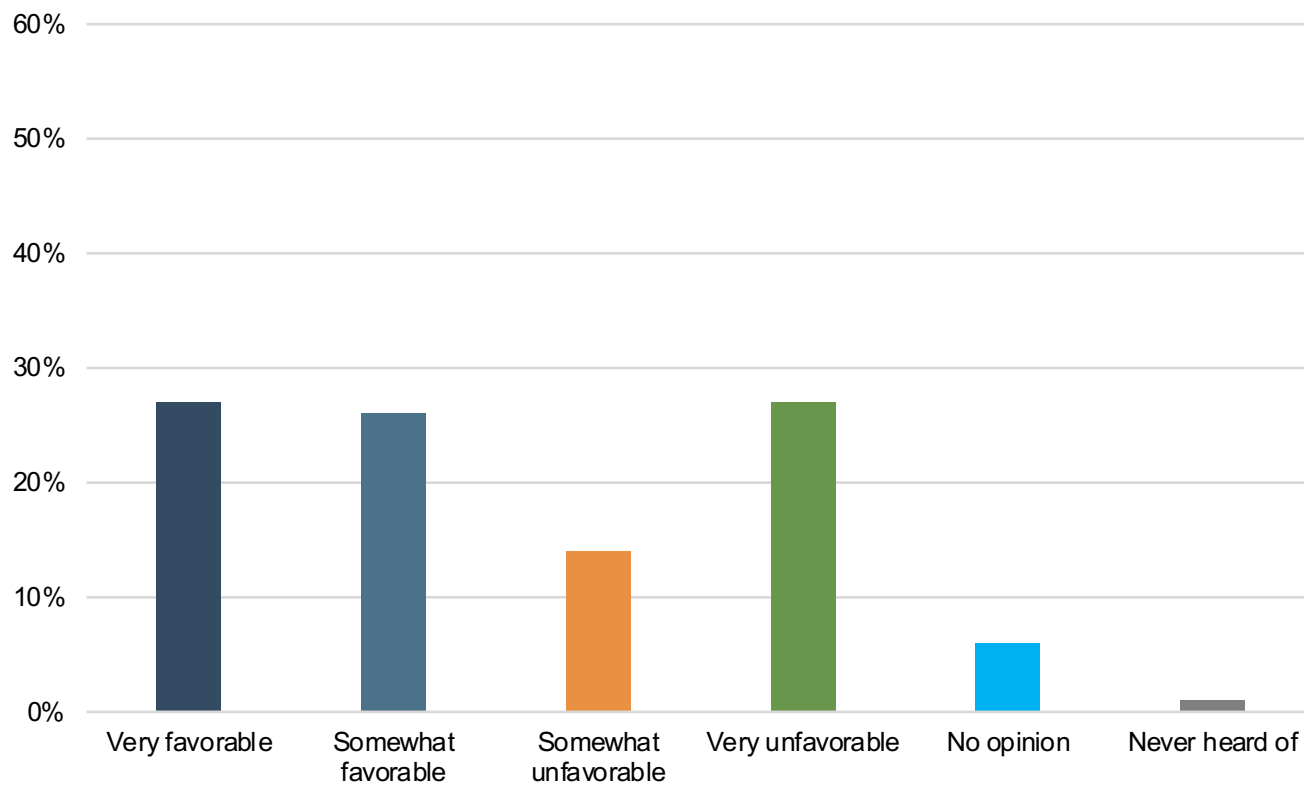
	Fav	Unfav
0 - 5 Intensity	60%	22%
6 - 8 Intensity	66%	23%
9 - 10 Intensity	64%	25%
Generic Repub	87%	7%
Generic Dem	30%	50%
Trump Fav	85%	9%
Trump Unfav	34%	48%
Dean Unfav	41%	13%
Blackburn Unfav	8%	44%
Bredesen Unfav	37%	9%
Gov - Lee	86%	8%
Gov - Dean	29%	51%
US Sen. - Blackburn	88%	7%
US Sen. - Bredesen	38%	44%
Men	69%	23%
Women	60%	25%
Under 50	62%	25%
Over 50	65%	24%
GOP	76%	16%
Indep	76%	15%
Dem	36%	45%
Memphis	59%	23%
Nashville	66%	26%
Chattanooga/Cookeville	65%	24%
Knoxville	63%	24%

Image Test – Dean
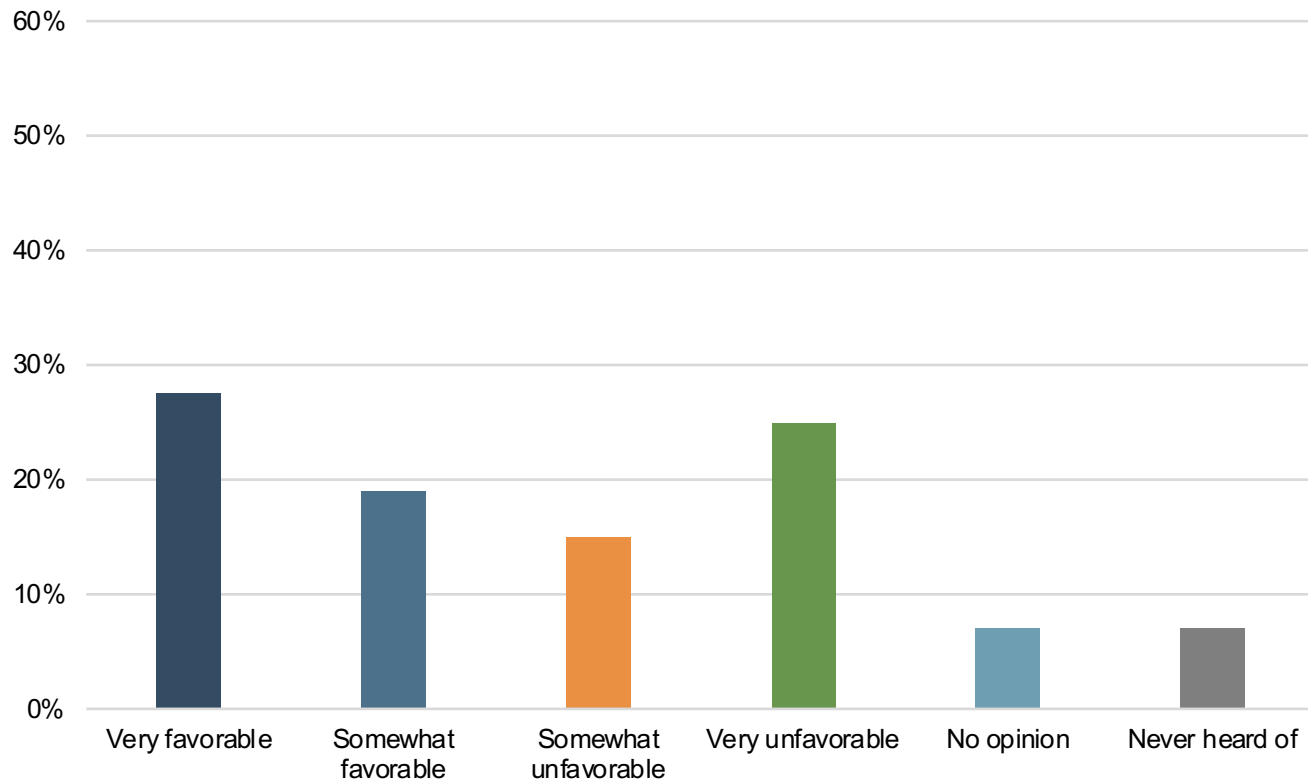
	Fav	Unfav
0 - 5 Intensity	52%	24%
6 - 8 Intensity	40%	31%
9 - 10 Intensity	45%	36%
Generic Repub	27%	48%
Generic Dem	70%	15%
Trump Fav	30%	46%
Trump Unfav	66%	19%
Lee Unfav	45%	18%
Blackburn Unfav	51%	18%
Bredesen Unfav	19%	58%
Gov - Lee	27%	48%
Gov - Dean	73%	14%
US Sen. - Blackburn	23%	54%
US Sen. - Bredesen	70%	15%
Men	38%	44%
Women	50%	28%
Under 50	45%	35%
Over 50	44%	34%
GOP	33%	44%
Indep	27%	43%
Dem	72%	15%
Memphis	43%	34%
Nashville	54%	34%
Chattanooga/Cookeville	45%	38%
Knoxville	36%	31%

Image Test – Blackburn
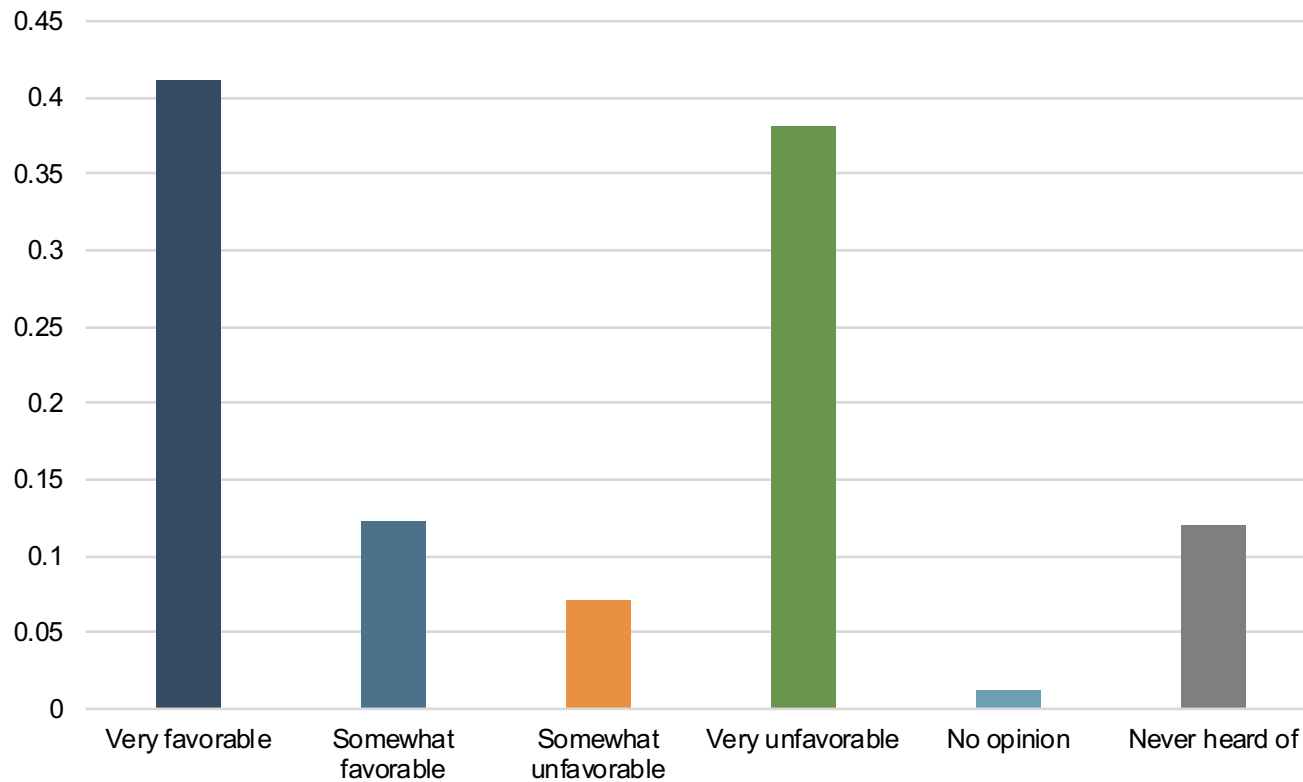
	Fav	Unfav
0 - 5 Intensity	30%	61%
6 - 8 Intensity	47%	50%
9 - 10 Intensity	54%	43%
Generic Repub	82%	17%
Generic Dem	9%	87%
Trump Fav	76%	23%
Trump Unfav	17%	80%
Lee Unfav	28%	82%
Dean Unfav	67%	24%
Bredesen Unfav	70%	15%
Gov - Lee	78%	21%
Gov - Dean	11%	84%
US Sen. - Blackburn	89%	11%
US Sen. - Bredesen	14%	82%
Men	60%	38%
Women	46%	51%
Under 50	47%	50%
Over 50	55%	43%
GOP	67%	31%
Indep	59%	39%
Dem	22%	76%
Memphis	53%	46%
Nashville	50%	46%
Chattanooga/Cookeville	52%	46%
Knoxville	53%	43%

Image Test – Bredesen
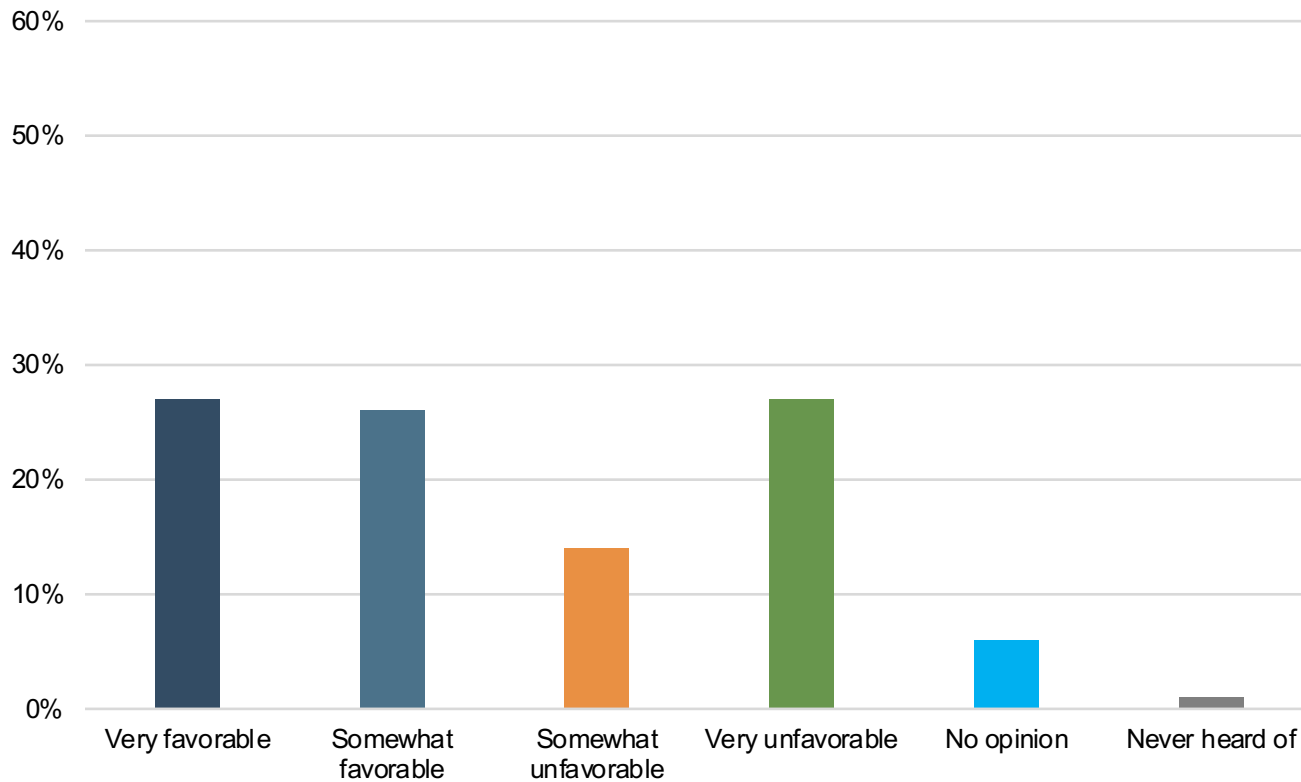
	Fav	Unfav
0 - 5 Intensity	65%	19%
6 - 8 Intensity	52%	45%
9 - 10 Intensity	52%	42%
Generic Repub	30%	64%
Generic Dem	86%	8%
Trump Fav	33%	61%
Trump Unfav	84%	12%
Lee Unfav	54%	15%
Dean Unfav	22%	69%
Blackburn Unfav	67%	14%
Gov - Lee	32%	61%
Gov - Dean	85%	10%
US Sen. - Blackburn	23%	71%
US Sen. - Bredesen	87%	8%
Men	49%	46%
Women	56%	37%
Under 50	51%	42%
Over 50	54%	41%
GOP	41%	52%
Indep	40%	47%
Dem	80%	17%
Memphis	52%	43%
Nashville	56%	39%
Chattanooga/Cookeville	53%	44%
Knoxville	51%	38%

BALLOT TESTS

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Gubernatorial Ballot

Def Lee 48%
Prob Lee 10%
Prob Dean 9%
Def Dean 27%
3rd Party 3%
Undecided 2%
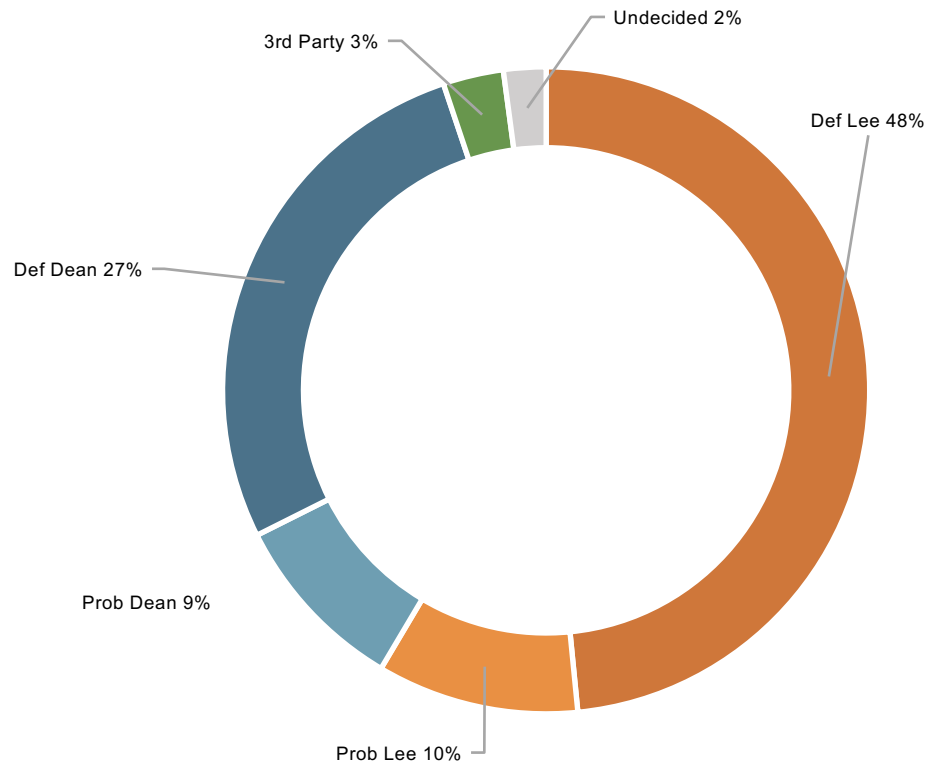
	Lee	Dean	3rd Party	Und
0 - 5 Intensity	41%	46%	10%	3%
6 - 8 Intensity	61%	26%	8%	5%
9 - 10 Intensity	59%	37%	2%	1%
Generic Repub.	90%	5%	3%	2%
Generic Dem.	13%	83%	4%	0%
Trump Fav	86%	10%	2%	2%
Trump Unfav	18%	75%	6%	2%
Lee Unfav	18%	76%	4%	1%
Dean Unfav	80%	14%	5%	1%
Blackburn Unfav	27%	67%	4%	2%
Bredesen Unfav	87%	9%	3%	1%
Gov - Lee	100%	0%	0%	0%
Gov - Dean	0%	100%	0%	0%
US Sen. - Blackburn	91%	5%	3%	2%
US Sen. - Bredesen	23%	72%	4%	1%
Men	60%	33%	4%	3%
Women	57%	39%	3%	2%
Under 50	59%	38%	3%	1%
Over 50	58%	35%	4%	3%
GOP	76%	19%	4%	1%
Indep	78%	17%	4%	1%
Dem	17%	77%	3%	3%
Memphis	61%	36%	2%	1%
Nashville	56%	39%	3%	2%
Chattanooga/Cookeville	57%	36%	5%	2%
Knoxville	61%	33%	4%	3%

US Senate Ballot

3rd Party 1%
Undecided 4%
Def Blackburn 47%
Def Bredesen 39%
Prob Bredesen 6%
Prob Blackburn 4%
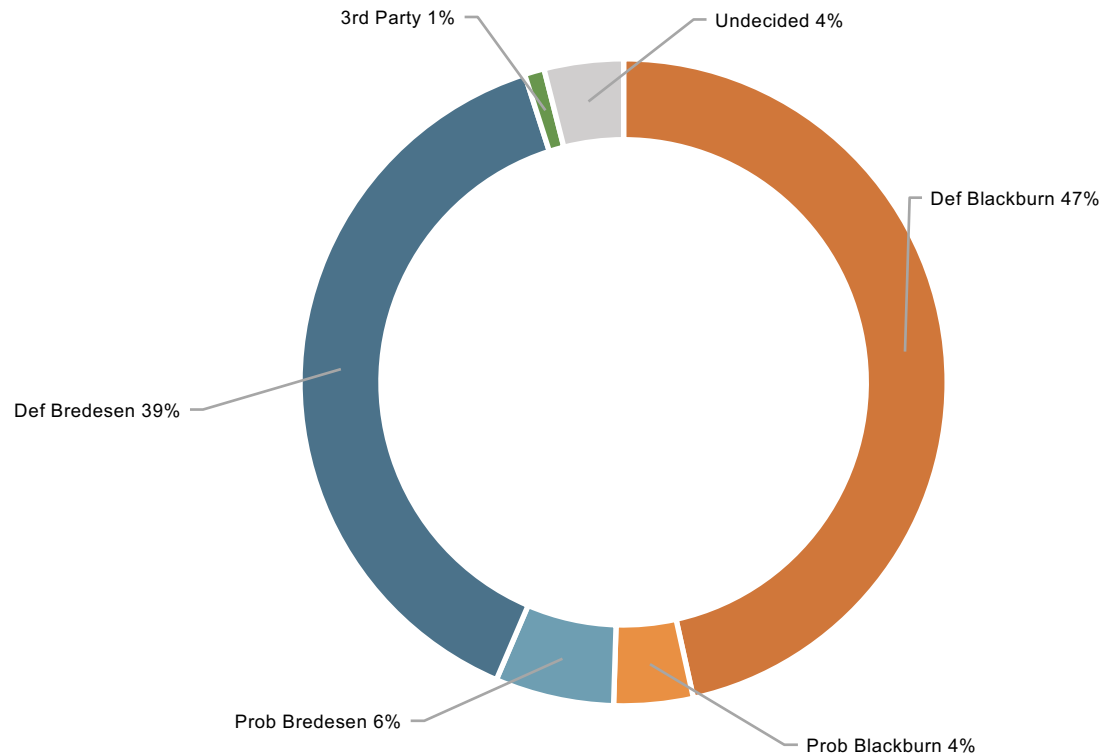
	Blackburn	Bredesen	3rd Party	Und
0 - 5 Intensity	13%	77%	10%	0%
6 - 8 Intensity	59%	33%	1%	7%
9 - 10 Intensity	51%	45%	1%	3%
Generic Repub.	84%	13%	0%	3%
Generic Dem.	3%	92%	2%	3%
Trump Fav	78%	16%	1%	5%
Trump Unfav	10%	86%	2%	2%
Lee Unfav	15%	81%	2%	1%
Dean Unfav	79%	19%	1%	2%
Blackburn Unfav	12%	80%	2%	5%
Bredesen Unfav	87%	9%	0%	3%
Gov - Lee	78%	17%	0%	4%
Gov - Dean	7%	89%	3%	1%
US Sen. - Blackburn	100%	0%	0%	0%
US Sen. - Bredesen	0%	100%	0%	0%
Men	60%	37%	1%	2%
Women	43%	51%	1%	5%
Under 50	49%	48%	1%	2%
Over 50	52%	43%	1%	4%
GOP	67%	28%	1%	3%
Indep	61%	38%	0%	1%
Dem	14%	80%	1%	4%
Memphis	50%	43%	2%	5%
Nashville	49%	49%	0%	2%
Chattanooga/Cookeville	50%	46%	1%	3%
Knoxville	54%	39%	1%	5%

Trump's Influence
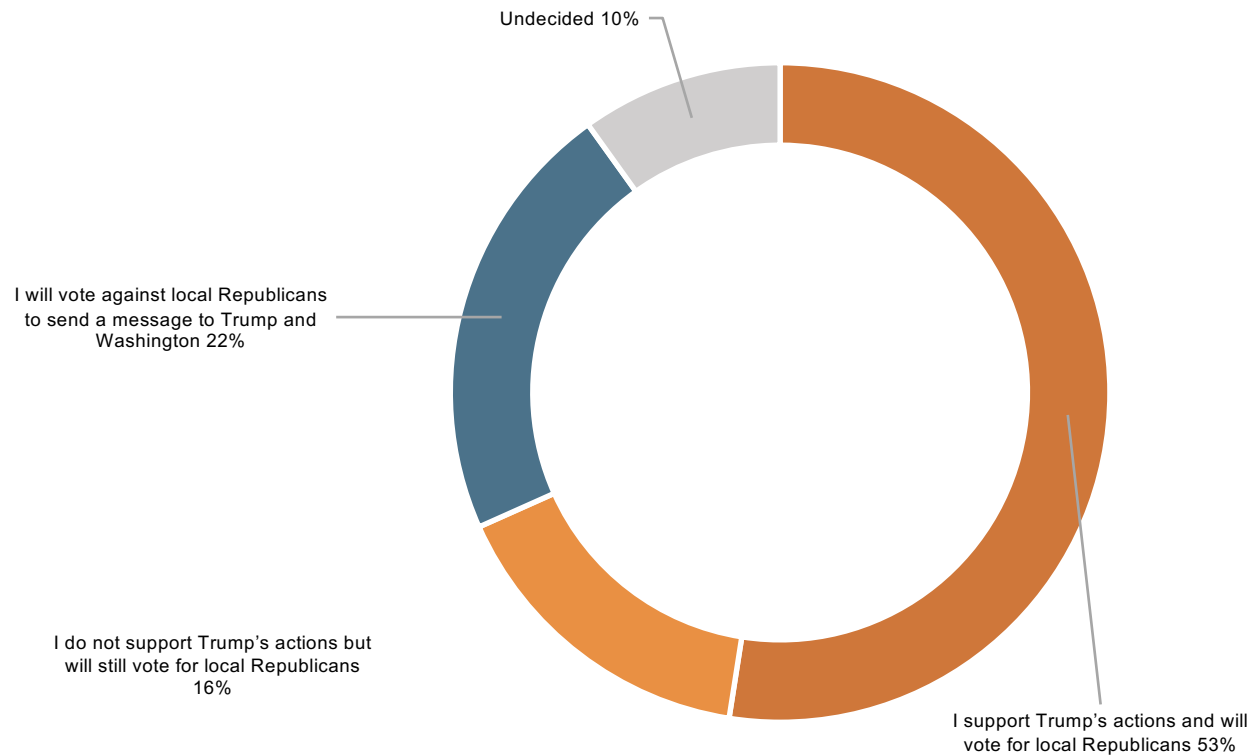
Undecided 10%

I will vote against local Republicans to send a message to Trump and Washington 22%

I do not support Trump's actions but will still vote for local Republicans 16%

I support Trump's actions and will vote for local Republicans 53%

	Support Trump & GOP	Oppose Trump & GOP	Oppose Trump / Support GOP
0 - 5 Intensity	31%	14%	40%
6 - 8 Intensity	52%	17%	22%
9 - 10 Intensity	54%	23%	14%
Generic Repub.	83%	10%	3%
Generic Dem.	10%	27%	50%
Trump Fav	79%	7%	7%
Trump Unfav	14%	44%	31%
Lee Unfav	17%	48%	22%
Dean Unfav	71%	10%	15%
Blackburn Unfav	20%	42%	25%
Bredesen Unfav	82%	6%	8%
Gov - Lee	79%	5%	10%
Gov - Dean	11%	50%	26%
US Sen. - Blackburn	89%	1%	7%
US Sen. - Bredesen	14%	45%	27%
Men	58%	20%	14%
Women	48%	23%	18%
Under 50	50%	21%	19%
Over 50	54%	22%	15%
GOP	71%	6%	14%
Indep	60%	14%	21%
Dem	15%	54%	20%
Memphis	55%	23%	15%
Nashville	49%	27%	9%
Chattanooga/Cookeville	52%	18%	22%
Knoxville	54%	19%	16%

Conclusions

1. Voter enthusiasm is high. More than three-fourths of those surveyed (79%) rate their interest in the election as either a 9 or a 10.

2. Republicans lead the generic ballot 57%-40% (net R+17), outperforming the national average (D+8) by 25 points.

3. Tennesseans have a generally positive opinion of President Trump with 59% having a favorable opinion and 40% having an unfavorable opinion, for a net favorability of +19, significantly better than the national average of net -11.

4. On the gubernatorial ballot, Bill Lee leads Karl Dean 59%-36%.

5. Bill Lee (net +40 fav) is largely known and popular, while Karl Dean (net +10 fav), still remains unknown (NO/NHO 21%).

6. Bill Lee has a net +60 favorability with independents.

7. Down-ballot Republicans should consider aligning themselves closely with Lee in the closing days of the campaign.

Conclusions (cont.)

1. Blackburn (net fav +6) and Bredesen (net fav +12) have significant negatives. Negatives for both (Blackburn 46%, Bredesen 41%) are higher than President Trump's negatives (40%).

2. On the US Senate ballot, Blackburn leads Bredesen 51%-45%.

3. Of those who have already voted, Blackburn leads 50%-44%.

4. Though ahead, Blackburn is struggling to solidify her lead, in part due to her inability to retain partisan support at the same level Lee does on the gubernatorial ticket (67%-76%). Bredesen draws 29% of Republicans and 17% of Lee voters. Only 78% of those who favor Lee on the gubernatorial ballot also favor Blackburn on the Senate ballot.

5. With similar voter-intensity and voter-propensity numbers, a larger turnout doesn't necessarily help either Bredesen or Blackburn.

6. In order for Blackburn to maintain her lead on election day, she needs to sure up her support with core Republicans and increase her support among voters with a favorable opinion of President Trump and of gubernatorial candidate Bill Lee.

Summary of Demographics

AGE	18 - 34	35 - 49	50 - 64	65+
	13%	22%	32%	34%

GENDER	Female	Male
	55%	45%

POLITICAL PARTY	Republican	Independent	Democratic
	58%	10%	30%

ETHNICITY	White	Black	Hispanic	Other
	83%	11%	1%	5%

Summary of Demographics

GEO

Memphis	Nashville	Chattanooga Cookeville	Knoxville
21%	23%	34%	22%

EDUCATION

College	No College
55%	45%

INCOME

<$25k-$49k	$50k-$99k	$100k+
29%	49%	22%

PHONE TYPE

Landline	Cell
70%	30%