Survey of Likely General Election Voters

Tennessee Statewide

Conducted October 26-27, 2018

n=497 | ±4.40

A. How likely are you to vote – or have you already voted – in the November 6th General election for Governor and Congress out of the following options?

	Freq.	%
Already voted	228	46.0%
Definitely voting	238	47.9%
Probably voting	30	6.1%
Total	497	100.0%

2. On a scale of 0 to 10, how would you rate your interest in the November 6th general election, with 0 meaning not interested at all and 10 meaning extremely interested?

	Freq.	%	Lower MoE %	Upper MoE %
9 -10	393	79.1%	75.2%	83.0%
6 - 8	78	15.7%	12.2%	19.2%
0 - 5	26	5.2%	3.0%	7.4%
Total	497	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.	%	D+2	D+4
Republican Total	**285**	**57.3%**	**56.1%**	**54.9%**
Republican	278	56.0%	54.9%	53.7%
Lean Republican	7	1.3%	1.3%	1.2%
Democratic Total	**196**	**39.5%**	**40.7%**	**41.9%**
Lean Democratic	5	1.0%	1.0%	1.0%
Democratic	192	38.5%	39.7%	40.9%
Don't know / Refused	16	3.1%	3.2%	3.2%
Total	497	100.0%	100.0%	100.0%

4. - 8. Do you have a favorable or unfavorable opinion of:

	Favorable	Very fav	Unfavorable	Very unfav	No opinion	Never heard of	Total
Donald Trump	**59.2%**	51.4%	**40.0%**	34.3%	0.6%	0.2%	100.0%
	294	256	**199**	170	3	1	497
Karl Dean	**44.6%**	26.8%	**34.8%**	21.5%	10.1%	10.5%	100.0%
	221	133	**173**	107	50	52	497
Bill Lee	**63.8%**	45.2%	**24.2%**	11.5%	6.7%	5.3%	100.0%
	317	225	**120**	57	33	26	497
Phil Bredesen	**53.0%**	40.1%	**41.1%**	30.2%	3.2%	2.7%	100.0%
	264	199	**204**	150	16	13	497
Marsha Blackburn	**52.0%**	41.0%	**45.4%**	38.2%	1.0%	1.6%	100.0%
	259	204	**225**	190	5	8	497

Thinking again about the upcoming general elections…

9. If the election for Governor were held today, and you had to make a choice, would you vote for Bill Lee, the Republican; Karl Dean, the Democrat; or a third-party candidate?

	Freq.	%	D+2	D+4
Bill Lee	**291**	**58.5%**	**57.3%**	**56.2%**
Bill Lee - definitely	240	48.3%	47.3%	46.3%
Bill Lee - probably	51	10.2%	10.0%	9.9%
Karl Dean	**179**	**36.1%**	**37.2%**	**38.4%**
Karl Dean- definitely	136	27.4%	28.4%	29.3%
Karl Dean - probably	43	8.7%	8.8%	9.0%
A third-party candidate	**17**	**3.4%**	**3.4%**	**3.4%**
A third-party candidate - definitely	9	1.7%	1.8%	1.8%
A third-party candidate - probably	8	1.7%	1.7%	1.6%
Undecided	10	2.0%	2.0%	2.1%
Total	497	100.0%	100.0%	100.0%

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

	Freq.	%	D+2	D+4
Republican Marsha Blackburn	**251**	**50.5%**	**49.5%**	**48.5%**
Definitely Republican Marsha Blackburn	232	46.6%	45.6%	44.6%
Probably Republican Marsha Blackburn	20	3.9%	3.9%	3.9%
Democrat Phil Bredesen	**222**	**44.7%**	**45.7%**	**46.7%**
Definitely Democrat Phil Bredesen	191	38.5%	39.5%	40.4%
Probably Democrat Phil Bredesen	31	6.2%	6.2%	6.3%
A third-party candidate	**6**	**1.1%**	**1.1%**	**1.1%**
Definitely a third-party candidate	6	1.1%	1.1%	1.1%
Undecided	18	3.7%	3.7%	3.7%
Total	497	100.0%	100.0%	100.0%

11. Which of the following statements best describes how President Trump's actions influence your support of local Republican candidates?

	Freq.	%	Lower MoE %	Upper MoE %
Support Local Republicans	**343**	**68.9%**	**64.7%**	**73.2%**
I support Trump's actions and will vote for local Republicans	261	52.5%	47.9%	57.1%
I do not support Trump's actions but will still vote for local Republicans	82	16.4%	12.9%	19.9%

I will vote against local Republicans to send a message to Trump and Washington	**107**	**21.6%**	**17.8%**	**25.4%**
Undecided	47	9.5%	6.8%	12.2%
Total	497	100.0%	100.0%	100.0%

And a final few questions for statistical purposes only…

D1. Gender

	Freq.	**%**
Female	274	55.2%
Male	223	44.8%
Total	497	100.0%

D2. What age range do you fall within?

	Freq.	**%**
Under 50	**172**	**34.5%**
18-34	64	12.8%
35-49	108	21.7%
50 and Over	**325**	**65.5%**
50-64	159	32.0%
65+	166	33.5%
Total	497	100.0%

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

	Freq.	**%**
Republican	290	58.4%
Democratic	150	30.2%
Independent	51	10.3%
Unsure	5	1.0%
Total	497	100.0%

D4. And thinking about your views toward politics and government, would you say you are…

	Freq.	**%**
Conservative	**279**	**56.1%**
Very conservative	174	34.9%
Somewhat conservative	105	21.2%
Moderate	**116**	**23.4%**
Liberal	**92**	**18.6%**

Somewhat liberal	58	11.7%
Very liberal	34	6.9%
Unsure	10	2.0%
Total	497	100.0%

D5. Phone Type

	Freq.	%
Landline	348	70.0%
Cell	149	30.0%
Total	497	100.0%

D6. General Voter Propensity

	Freq.	%
High	281	56.6%
Medium	101	20.3%
Low	97	19.5%
New Registrants	18	3.7%
Total	497	100.0%

D7. General Election Participation Habit – Presidential-years-only, Midterm-years only, Both Presidential & Midterm years

	Freq.	%
Presidential years only	90	18.2%
Midterm years only	9	1.8%
Both Presidential and Midterm years	380	76.4%
New Registrants	18	3.7%
Total	497	100.0%

D8. Congressional District

	Freq.	%
Memphis	**106**	**21.3%**
8	73	14.6%
9	33	6.6%
Nashville	**112**	**22.5%**
5	56	11.2%
7	56	11.3%
Chattanooga/Cookeville	**169**	**33.9%**
3	60	12.1%
4	51	10.3%
6	57	11.5%

	Freq.	**%**
<u>**Knoxville**</u>	<u>**111**</u>	<u>**22.3%**</u>
1	46	9.2%
2	65	13.2%
Total	497	100.0%

D9.   DMA

	Freq.	**%**
Chattanooga	40	8.0%
Huntsvil/Decatur	3	0.7%
Jackson TN	20	4.1%
Knoxville	110	22.1%
Memphis	88	17.7%
Nashville	192	38.7%
Pad/Cape Gir/Har	11	2.3%
Tri-Cities TN/VA	32	6.5%
Total	497	100.0%

D10.   Gender + Age

	Freq.	**%**
F 18-34	33	6.6%
F 35-49	65	13.1%
F 50-64	89	17.9%
F 65+	87	17.6%
M 18-34	31	6.2%
M 35-49	43	8.6%
M 50-64	70	14.0%
M 65+	79	15.9%
Total	497	100.0%

D11.   Ethnicity

	Freq.	**%**
White	413	83.1%
Black	56	11.3%
Hispanic	3	0.6%
Other	25	5.0%
Total	497	100.0%

D12.   Income

	Freq.	**%**
<$25k-$49k	143	28.8%
$50k-$99k	245	49.3%
$100k+	109	21.9%
Total	497	100.0%

D13. Education

	Freq.	%
College	275	55.2%
No College	222	44.8%
Total	497	100.0%

D14. Gender + Education

	Freq.	%
Female College	160	32.1%
Female No College	115	23.1%
Male College	115	23.1%
Male No College	108	21.7%
Total	497	100.0%

D15. Switch Voter: Gubernatorial Race

	Freq.	%
No	475	95.6%
Yes	22	4.4%
Total	497	100.0%

D16. Switch Voter: US Senate Race

	Freq.	%
No	461	92.8%
Yes	36	7.2%
Total	497	100.0%

METHODOLOGY

This probabilistic 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 70.0% of the sample, while 30.0% were conducted by cell phone. This survey was weighted to a likely general election voter universe.

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