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CDP_TN_BRUSHFIRE SURVEY_MQ_180215
U.S. SENATE
TENNESSEE
LIKELY VOTERS AND REPUBLICAN PRIMARY VOTERS
FEBRUARY 13-15, 2018

SAMPLE:

n=500 Likely Voters with an oversample sufficient to achieve n=401 RPVs
 MoE=±4.4% for LVs
 MoE=±4.9% for RPVs
 36% Cell Phone Interviews for LV
 32% RPV Cell Phone Interviews for RPV

INTRODUCTION: Good evening. May I please speak with NAME FROM FILE? My name is _____ and I'm calling from WPA Intelligence, a national public opinion firm. This evening we're conducting a short scientific survey in Tennessee and we'd like to get your opinions. We're not selling anything and your individual responses will be completely confidential.

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an active participant with any political campaign?
 1. Yes TERMINATE
 2. No/All other 100%

2. Thinking about the November 2018 general elections for U.S. Senate and various state and local offices, how likely is it that you will vote in these elections? Would you say it is... ROTATE TOP TO BOTTOM, BOTTOM TO TOP
 1. Definitely plan to vote 72%
 2. Probably plan to vote 20%
 3. It's fifty-fifty 8%
 4. Probably plan not to vote TERMINATE
 5. Definitely plan not to vote TERMINATE
 6. DK/Refused DNR TERMINATE

3. Now, thinking about the August 2018 primary election for the United States Senate and various state and local offices, how likely is it that your will vote in the August 2018 primary elections? Would you say it is... ROTATE TOP TO BOTTOM, BOTTOM TO TOP
 1. Very likely 78%
 2. Somewhat likely 11%
 3. Fifty-fifty 5%
 4. Not very likely 4%
 5. Not at all likely 1%
 6. Don't Know/Refused DNR 1%



4. As you may know, in Tennessee voters may choose to vote in either the **ROTATE** Republican or Democratic **END ROTATION** primary but not vote in both. In which primary do you plan to vote in, the **ROTATE** Republican or Democratic **END ROTATION** primary?

1.	Republican.....	58%
2.	Democratic	31%
3.	Not sure/Haven't decided yet	7%
4.	Neither	2%
5.	Don't Know/Refused DNR	2%

5. Thinking about the direction the United States is headed today, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?

	LVs		RPVs	
	Dec 2017	Feb 2018	Dec 2017	Feb 2018
1. Right direction	34%	45%	61%	71%
2. Unsure/DK/Refused DNR	14%	13%	16%	12%
3. Wrong track	52%	43%	23%	17%

Now I am going to read you a list of names of people active in politics. After I read each one, please tell me if you have a favorable or unfavorable impression of that person. If I read you one you have never heard of, just tell me and we'll move on to the next person.

IF FAVORABLE/UNFAVORABLE, ASK:

And, would you say you have a VERY (favorable/unfavorable) impression of that person, or just SOMEWHAT?

The (first/next) one is...**RANDOMIZE**

			Total Fav	Very Fav	Smwt Fav	No Opinion	Never heard of	Smwt Unfav	Very Unfav	Total Unfav	
				1.	2.	3.	4.	5.	6.		
6.	Marsha Blackburn	LVs	Dec 2017	32%	19%	13%	23%	22%	7%	16%	23%
			Feb 2018	40%	25%	15%	18%	16%	7%	19%	26%
		RPVs	Dec 2017	53%	37%	16%	22%	14%	6%	5%	11%
			Feb 2018	60%	41%	19%	18%	13%	4%	6%	10%
7.	Bob Corker	LVs	Feb 2018	43%	17%	26%	13%	7%	15%	23%	37%
		RPVs	Feb 2018	41%	18%	22%	8%	4%	17%	30%	47%
8.	Phil Bredesen	LVs	Dec 2017	45%	24%	21%	23%	20%	5%	8%	13%
			Feb 2018	46%	25%	21%	18%	20%	8%	9%	17%
		RPVs	Dec 2017	37%	18%	19%	23%	18%	9%	13%	22%
			Feb 2018	33%	13%	19%	18%	23%	13%	13%	26%

IF RPV, READ LEAD IN

Now thinking about the primary election for U.S. Senate...

IF RPV; ROTATE AND ASK Q9 & Q10

9. If the Republican primary election for U.S. Senate were held today, for whom would you vote if the candidates were... **RANDOMIZE**

- Marsha Blackburn
- Stephen Fincher
- Bob Corker
- ...or...
- Someone else

IF (CHOICE), ASK:

And would you **DEFINITELY** vote for (CHOICE) or just **PROBABLY**?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

	TOTAL BLACKBURN	40%
	TOTAL FINCHER	4%
	TOTAL CORKER	22%
1.	Definitely Blackburn	31%
2.	Probably Blackburn	7%
3.	Lean Blackburn	1%
4.	Definitely Fincher	3%
5.	Probably Fincher	1%
6.	Lean Fincher	<1%
7.	Definitely Corker	13%
8.	Probably Corker	8%
9.	Lean Corker	1%
10.	Someone else (Please specify)	6%
11.	Hard Undecided/DK/Refused DNR	27%

10. If the Republican primary election for U.S. Senate were held today, for whom would you vote if the candidates were... **RANDOMIZE**

Marsha Blackburn

...or...

Bob Corker

IF (CHOICE), ASK:

And would you DEFINITELY vote for (CHOICE) or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

	TOTAL BLACKBURN	55%
	TOTAL CORKER	26%
1.	Definitely Blackburn	45%
2.	Probably Blackburn	8%
3.	Lean Blackburn	2%
4.	Hard Undecided/DK/Refused DNR	19%
5.	Lean Corker	1%
6.	Probably Corker	9%
7.	Definitely Corker	15%

Now thinking about the general election for U.S. Senate...

ROTATE Q11 & Q12

11. And, if the general election for U.S. Senate were held today, for whom would you vote if the candidates were... **ROTATE**

Martha Blackburn, Republican
 ...and...
 Phil Bredesen, Democrat

IF CHOICE, ASK:

And would you DEFINITELY vote for (choice) or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

	<u>Lvs</u>		<u>RVs</u>	
	<u>Dec</u>	<u>Feb</u>	<u>Dec</u>	<u>Feb</u>
	2017	2018	2017	2018
TOTAL BLACKBURN	43%	44%	69%	70%
TOTAL BREDESEN	34%	39%	11%	13%
1. Definitely Blackburn	30%	31%	51%	57%
2. Probably Blackburn	12%	11%	17%	12%
3. Lean Blackburn	1%	2%	1%	2%
4. Hard Undecided/DK/Refused DNR	23%	17%	19%	17%
5. Lean Bredesen	3%	2%	2%	1%
6. Probably Bredesen	6%	8%	3%	4%
7. Definitely Bredesen	26%	29%	7%	7%

12. And, if the general election for U.S. Senate were held today, for whom would you vote if the candidates were... **ROTATE**

Bob Corker, Republican
 ...and...
 Phil Bredesen, Democrat

IF CHOICE, ASK:

And would you DEFINITELY vote for (choice) or just PROBABLY?

IF UNDECIDED/NOT SURE, ASK

If you had to choose today, who would you lean toward (repeat candidates)?

	<u>LVs</u>	<u>RPVs</u>
TOTAL CORKER	35%	48%
TOTAL BREDESEN	44%	21%
1. Definitely Corker	22%	32%
2. Probably Corker	10%	11%
3. Lean Corker	3%	5%
4. Hard Undecided/DK/Refused DNR	21%	31%
5. Lean Bredesen	5%	5%
6. Probably Bredesen	12%	7%
7. Definitely Bredesen	28%	9%

Now, I have just a few more questions for demographic purposes only....

13. In politics today, do you usually think of yourself as a **ROTATE** Republican, Independent, or Democrat?

IF REPUBLICAN/DEMOCRAT, ASK:

Do you think of yourself as a STRONG (Republican/Democrat) or NOT-SO-STRONG (Republican/Democrat)?

	<u>LVs</u>	<u>RPVs</u>
TOTAL REPUBLICAN	40%	69%
TOTAL DEMOCRAT	28%	1%
1. Strong Republican	30%	54%
2. Not-So-Strong Republican	11%	15%
3. Independent/Something Else	27%	28%
4. DK/Refused DNR	4%	2%
5. Not-So-Strong Democrat	6%	<1%
6. Strong Democrat	22%	1%

14. (And,) Would you say you are a **ROTATE** Conservative, a Moderate, or a Liberal **END ROTATION** in your political beliefs?

IF CONSERVATIVE/LIBERAL, ASK:

And, would you say you are VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

	LVs	RVs
TOTAL CONSERVATIVE	50%	76%
TOTAL LIBERAL	15%	4%
1. Very Conservative	33%	57%
2. Somewhat Conservative	17%	19%
3. Moderate	29%	18%
4. DK/Refused DNR	5%	3%
5. Somewhat Liberal	7%	2%
6. Very Liberal	9%	2%

IF RPV; ASK Q15

15. If you had to choose, which of these comes closest to how you would describe yourself politically? **ROTATE**

1. Traditional Republican	29%
2. Tea Party Republican	13%
3. Trump Republican	42%
4. Libertarian Republican	6%
5. None DNR	5%
6. DK/Refused DNR	5%

16. And thinking back to the presidential election in November of 2016, for whom did you vote **ROTATE FIRST**
TWO

Donald Trump, the Republican

Hilary Clinton, the Democrat

...or...

someone else

	LVs	RVs
1. Trump	54%	88%
2. Someone Else	5%	5%
3. Don't Remember/Did not Vote DNR	5%	2%
4. Refused DNR	5%	1%
5. Clinton	31%	4%

17. And, which of the following categories best describes your annual household income? **IF REFUSED INITIALLY SAY:** I understand your hesitation. We use this information for demographic purposes only and do not keep any personal information about you or your family. Which of these broad income categories best describes your annual household income?

	LVs	RPVs
1. Less than \$25,000	11%	9%
2. \$25,000 to less than \$50,000	18%	17%
3. \$50,000 to less than \$75,000	14%	16%
4. \$75,000 to less than \$100,000	11%	12%
5. \$100,000 to less than \$125,000	8%	7%
6. \$125,000 to less than \$150,000	4%	5%
7. More than \$150,000	7%	7%
8. DK/Refused DNR	25%	28%

18. In what year were you born? **RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES**

	LVs	RPVs
1. 18-24	2%	2%
2. 25-34	10%	6%
3. 35-44	16%	12%
4. 45-54	18%	20%
5. 55-64	22%	24%
6. 65-74	17%	21%
7. 75 or over	11%	12%
8. Refused DNR	4%	3%

19. Sex: **BY OBSERVATION**

	LVs	RPVs
1. Male	45%	49%
2. Female	55%	51%

20. Media Market: **PRE-CODE**

	LVs	RPVs
1. Chattanooga	10%	11%
2. Huntsville/Decatur/Florence	1%	1%
3. Jackson	4%	4%
4. Knoxville	20%	24%
5. Memphis	18%	15%
6. Nashville	38%	34%
7. Paducah	1%	1%
8. Tri Cities	8%	10%

21. Vote History: **PRE-CODE**

		<u>LVs</u>	<u>RVs</u>
1.	0 of 4	6%	4%
2.	1 of 4	12%	9%
3.	2 of 4	13%	17%
4.	3 of 4	17%	19%
5.	4 of 4	52%	51%

22. Republican Primary Vote History: **PRE-CODE**
n=

		<u>RVs</u>
1.	0 of 4	24%
2.	1 of 4	21%
3.	2 of 4	21%
4.	3 of 4	14%
5.	4 of 4	21%

23. Interview Method: **PRE-CODE**

		<u>LVs</u>	<u>RVs</u>
1.	Cell	36%	31%
2.	Landline	64%	69%

24. Models: **PRE-CODE**

		<u>LVs</u>	<u>RVs</u>
1.	Cord Cutters	12%	12%
2.	Online Activists	18%	19%
3.	Offline Activists	22%	23%