



*Trusted Perspective
Innovative Data
Superior Results*

TO: CLUB FOR GROWTH
FROM: BRYON ALLEN
SUBJECT: TENNESSEE SENATE SURVEY RESULTS
DATE: JANUARY 16, 2018

Our most recent poll in Tennessee shows that not only is conservative reformer Marsha Blackburn expanding a commanding lead over Stephen Fincher in the Republican primary, she would also be substantially ahead of ten-year incumbent Bob Corker were he in the race.

Marsha Blackburn holds a commanding lead over Stephen Fincher

- **Marsha Blackburn leads Fincher by 53 points on a head-to-head ballot**
 - 66% Blackburn
 - 13% Fincher
 - 21% Undecided
- **Blackburn has built strong and positive statewide name ID with Republican primary voters.**
 - 64% Favorable
 - 12% Unfavorable
 - 88% Total Name ID
- **Blackburn's strong showing isn't just a matter of name ID.**
 - Blackburn leads by 44 points among voters who have heard of both candidates.
 - She leads by 40 among those with opinions of both.

Blackburn also would lead ten-year retiring Senator Bob Corker by 38 points.

- **In a hypothetical match-up with the retiring Senator, Blackburn has the support of more than three-in-five primary voters.**
 - 63% Blackburn
 - 25% Corker
 - 12% Undecided
- **Corker's image among Republican primary voters is net-negative.**
 - 44% Favorable
 - 50% Unfavorable

WASHINGTON D.C.
202-470-6300
324 Second Street, SE
Washington, DC
20003

OKLAHOMA CITY
405-286-6500
1319 Classen Drive
Oklahoma City, Oklahoma
73103

AUSTIN
202-470-6300
600 Congress, Suite 16127
Austin, Texas
78701

DENVER
303-748-1140
627 S. Corona Street
Denver, Colorado
80209

wpaintel.com

Research Design

WPA Intelligence conducted a study of $n = 502$ likely Republican primary voters in Tennessee. The survey was administered using live telephone interviews January 14-15, 2018. The study has a margin of error $\pm 4.4\%$ at the 95% confidence level.

Respondents were selected based on a random sample of likely Republican primary voters drawn using Proportionate Probability Sampling (PPS). The sample for this survey was stratified based on geography, age, gender, educational attainment, and ethnicity. This methodology allows us to reduce post-survey “weighting” which can reduce the reliability of survey results.