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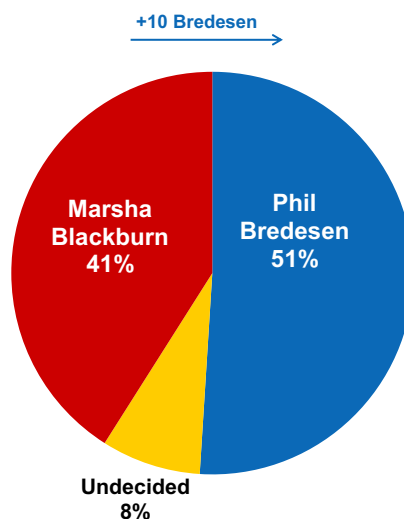www.hartresearch.com

TO: **Bredesen for Senate**

FROM: **Garin-Hart-Yang Research Group**

DATE: **April 20, 2018**

RE: **Recent Statewide Survey**

Between April 9 and 11, 2018, Garin-Hart-Yang interviewed a representative sample of 601 likely general election voters on both landlines and cell phones. The survey, which has a margin of error of $\pm$4%, is reflective of Tennessee's demographic, geographic, and political trends; for example, the party self-identification among our survey respondents is 31% Democratic, 44% Republican. The following presents the key survey findings.

Phil Bredesen holds a double digit advantage over Marsha Blackburn, and importantly has crossed the "majority" mark in support.

Trial Heat for US Senator

+10 Bredesen →

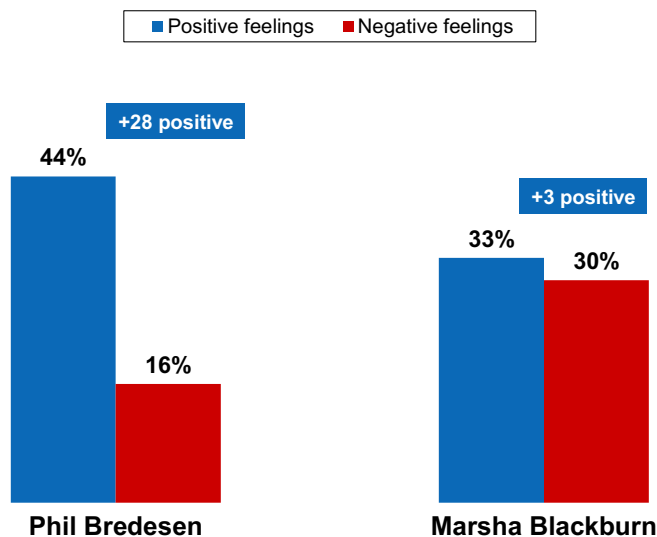Marsha Blackburn 41%

Phil Bredesen 51%

Undecided 8%

Our survey data suggests that, not surprisingly given the polarization in American politics today, the Tennessee electorate is "settled" in to their Senate choices even this far out from November, meaning there is a low amount of persuadable voters. First, just 8% of Tennessee voters say they are undecided in the Senate election, and BOTH Bredesen (91% committed support) and Blackburn (91% committed support) voters are locked into supporting their respective candidates.

Phil Bredesen holds the lead over Blackburn due largely to the bipartisan leadership he brought to his two terms as governor, which voters clearly remember and embrace in the 2018 U.S. Senate election. For example, he leads by a strong 53%-34% margin among Independents, and Bredesen earns a notable share (19%) of the Republican vote, which speaks to his ability to earn support across party lines even in these polarized times.

Indeed, despite the Republican nature of our sample, Tennessee voters' ability to look beyond partisanship with regard to Governor Bredesen is notable. Again, bearing in mind that the poll sample is Republican, consider these feeling thermometer ratings among the electorate:

Feelings Toward Candidates

■ Positive feelings ■ Negative feelings

+28 positive

44%

16%

Phil Bredesen

+3 positive

33%

30%

Marsha Blackburn

We mentioned earlier the Governor's solid lead among Independent voters, which is largely due to Phil Bredesen's ratings among this key group running positive by BETTER than a three to one ratio, while Blackburn's image is more polarizing with this group at 27% positive, and 27% negative.

Finally, it is evident that Phil Bredesen benefits from the stark "Tennessee versus Washington" distinction, with voters seeming to make NO partisan distinction when it comes to the latter. When Tennesseans are asked to rate his tenure as governor, Phil Bredesen receives POSITIVE marks from a majority of voters, with just 5% rating his performance as "poor." Congresswoman Blackburn, by contrast, has a job performance rating that is underwater at 33% positive and 42% negative.

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In summary, Phil Bredesen's re-introduction to Tennessee voters has been successful because he already started the 2018 campaign with strong credibility on providing honest, bipartisanship leadership, which is in many ways the perfect contrast with his opponent—a hyper-partisan 15-year member of Congress. Thus, despite the difficult partisan terrain in Tennessee, the polling data shows that Phil Bredesen remains in a strong position to be elected U.S. Senator.