



**VANDERBILT UNIVERSITY
TENNESSEE MIDTERM RACE 2018
TOPLINE RESULTS**

Total n=800 Tennessee registered voters ages 18+¹
Margin of Error: ± 4.9 percentage points for results based on Total [N=800]
Field Dates: October 8-13, 2018
Interview language: English only

INTRODUCTION:

Hello, my name is ____ and I'm calling on behalf of Vanderbilt University. This is not a sales call. We're conducting a brief survey about important issues. This call may be monitored or recorded for quality assurance.

[READ IF NECESSARY: We're not selling anything; We're just doing an opinion poll on interesting subjects for research purposes only.]

[READ IF NECESSARY: I am calling from SSRS, a national research firm, on behalf of Vanderbilt University]

RBS LANDLINE:

LLS1. May I please speak with the YOUNGEST [RANDOMIZE: (MALE / FEMALE)], age 18 or older, who is now at home? [READ IF NECESSARY: Your phone number has been randomly selected to complete the survey. We are not selling anything.]

LLS2. [IF NO (MALE/FEMALE), ASK:] Then may I please speak with the YOUNGEST [RANDOMIZE: (FEMALE / MALE)], age 18 or older, who is now at home?

RBS CELL:

CPAGE. Just to confirm... What is your age? [CONTINUE IF 18 OR OLDER]

CPAGEREF. [IF CPAGE=DON'T KNOW OR REFUSED:] Keeping in mind that this is a completely confidential survey... Could you please tell me if you are under 18, 18 to 29, 30 to 34, 35 to 44, 45 to 54, 55 to 64, or 65 or older? [CONTINUE IF 18 OR OLDER]

CP52. I know I am calling you on a cell phone. If you are now driving a car or doing any activity requiring your full attention, I need to call you back later.

¹ Beginning in May 2015, polls used sample from the list of registered voters in Tennessee. All previous polls used RDD methodology with landline and cell phone samples.





MAIN SCREENING INTERVIEW (LANDLINE AND CELL)

[READ TO ALL:] Just for background purposes...

RSTATE. What state do you currently live in? [CONTINUE IF TENNESSEE]

RCOUNTY. And in what county do you live? [IF DK/REFUSED OR IF NECESSARY, PROBE ONCE: "This question helps us to accurately determine what part of the state people who complete the survey live in and is used only for classification purposes. You cannot be contacted based on this information."] [CONTINUE]

REGIST. These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far? [CONTINUE IF REGISTERED VOTER]

TREND INFORMATION

May 2018 trends are from the Vanderbilt University "Tennessee Poll Spring 2018" conducted under the direction of SSRS from April 26-May 8, 2018 among 1,400 registered voters in Tennessee, reached on either a landline or cell phone.

December 2017 trends are from the Vanderbilt University "Tennessee Poll Fall 2017" conducted under the direction of SSRS from November 16-December 5, 2017 among 1,013 registered voters in Tennessee, reached on either a landline or cell phone.

May 2017 trends are from the Vanderbilt University "Tennessee Poll Spring 2017" conducted under the direction of Princeton Survey Research Associates International (PSRAI) from May 4-15, 2017 among 1,005 registered voters in Tennessee, reached on either a landline or cell phone.

November 2016 trends are from the Vanderbilt University "Tennessee Poll Fall 2016" conducted under the direction of Princeton Survey Research Associates International (PSRAI) from November 14-29, 2016 among 1,005 registered voters in Tennessee, reached on either a landline or cell phone.

October 2016 trends are from the Vanderbilt University "2016 Presidential Poll" conducted under the direction of Princeton Survey Research Associates International (PSRAI) from September 19-October 2, 2016 among 1,000 registered voters in Tennessee, reached on either a landline or cell phone.

May 2016 trends are from the Vanderbilt University "Tennessee Poll Spring 2016" conducted under the direction of Princeton Survey Research Associates International (PSRAI) from April 25-May 11, 2016 among 1,001 registered voters in Tennessee, reached on either a landline or cell phone.

November 2015 trends are from the Vanderbilt University "Tennessee Poll Fall 2015" conducted under the direction of Princeton Survey Research Associates International (PSRAI) from November 11-23, 2015 among 1,013 registered voters in Tennessee, reached on either a landline or cell phone.





May 2015 trends are from the Vanderbilt University “Tennessee Poll Spring 2015” conducted under the direction of Princeton Survey Research Associates International (PSRAI) from April 23-May 9, 2015 among 1,001 registered voters in Tennessee, reached on either a landline or cell phone.

November 2014 trends are from the Vanderbilt University “Tennessee Poll Fall 2014” conducted under the direction of Princeton Survey Research Associates International (PSRAI) from November 10-20, 2014 among 1,201 Tennessee adults age 18+, including 989 registered voters, reached on either a landline or cell phone.

May 2014 trends are from the Vanderbilt University “Tennessee Poll Spring 2014” conducted under the direction of Princeton Survey Research Associates International (PSRAI) from April 28-May 14, 2014 among 1,505 Tennessee adults age 18+, including 1,245 registered voters, reached on either a landline or cell phone.

December 2013 trends are from the Vanderbilt University “Tennessee Legislature Poll” conducted under the direction of Princeton Survey Research Associates International (PSRAI) from November 20-December 5, 2013 among 1,002 Tennessee adults age 18+, including 860 registered voters, reached on either a landline or cell phone.

May 2013 trends are from the Vanderbilt University “End of Legislative Session 2013 Poll” conducted under the direction of Princeton Survey Research Associates International (PSRAI) from May 6-13, 2013 among 1,000 Tennessee adults age 18+, including 863 registered voters, reached on either a landline or cell phone.

December 2012 trends are from the Vanderbilt University “Tennessee Looks to 2013 Poll” conducted under the direction of Princeton Survey Research Associates International (PSRAI) from November 27-December 9, 2012 among 1,001 Tennessee adults age 18+, including 893 registered voters, reached on either a landline or cell phone.

May 2012 trends are from the Vanderbilt University “2012 Tennessee Legislature Poll” conducted under the direction of Princeton Survey Research Associates International (PSRAI) from May 2-9, 2012 among 1,002 Tennessee adults age 18+, including 826 registered voters, reached on either a landline or cell phone.

February 2012 trends are from the Vanderbilt University “2012 Tennessee Presidential Primaries Survey” conducted under the direction of Princeton Survey Research Associates International (PSRAI) from February 16-22, 2012 among 1,508 registered voters in Tennessee, reached on either a landline or cell phone.

Notes: Because percentages are rounded, they may not total 100%.

An asterisk () indicates less than 0.5%.*

Trends are based on all Registered voters unless otherwise indicated.



MAIN INTERVIEW

SVOTE18F1. [ASK HALF SAMPLE (FORM 1):] If the 2018 election for U.S. Senate were held today and the candidates were (Phil Bredesen) and (Marsha Blackburn), who would you vote for? [ROTATE OPTIONS IN PARENTHESES]

SVOTE18F2. [ASK HALF SAMPLE (FORM 2):] If the 2018 election for U.S. Senate were held today and the candidates were (Phil Bredesen, the Democrat) and (Marsha Blackburn, the Republican), who would you vote for? [ROTATE OPTIONS IN PARENTHESES]

OCT 2018
RVS

44	Phil Bredesen (D)
43	Marsha Blackburn (R)
1	(VOL.) Some other candidate
2	(VOL.) None/Would not vote
8	(VOL.) Don't know
2	(VOL.) Refused

SVOTE18b. What are the chances that you will vote for [INSERT NAME]? Are you absolutely certain you will vote for that candidate, mostly certain, ae chances about 50-50, or less than that?²

OCT 2018
RVS

44	Phil Bredesen (D)
32	Absolutely certain
7	Mostly certain
3	Chances are 50/50
2	Chances are less than that
*	(VOL.) DK/Refused
43	Marsha Blackburn (R)
29	Absolutely certain
8	Mostly certain
5	Chances are 50/50
*	Chances are less than that
*	(VOL.) DK/Refused
1	(VOL.) Some other candidate
*	Absolutely certain
*	Mostly certain
*	Chances are 50/50
0	Chances are less than that
*	(VOL.) DK/Refused
2	(VOL.) None/Would not vote
8	(VOL.) Don't know
2	(VOL.) Refused

² Question was asked of those who chose a candidate in SVOTE18.

GVOTE18F1. [ASK HALF SAMPLE (FORM 1):] If the 2018 election for Tennessee Governor were held today and the candidates were (Karl Dean) and (Bill Lee), who would you vote for? [ROTATE OPTIONS IN PARENTHESES]

GVOTE18F2. [ASK HALF SAMPLE (FORM 2):] If the 2018 election for Tennessee Governor were held today and the candidates were (Karl Dean, the Democrat) and (Bill Lee, the Republican), who would you vote for? [ROTATE OPTIONS IN PARENTHESES]

OCT 2018
RVS

37	Karl Dean (D)
48	Bill Lee (R)
*	(VOL.) Some other candidate
2	(VOL.) None/Would not vote
12	(VOL.) Don't know
1	(VOL.) Refused

GVOTE18b. What are the chances that you will vote for [INSERT NAME]? Are you absolutely certain you will vote for that candidate, mostly certain, ae chances about 50-50, or less than that?³

OCT 2018
RVS

37	Karl Dean (D)
24	Absolutely certain
7	Mostly certain
4	Chances are 50/50
1	Chances are less than that
0	(VOL.) DK/Refused
48	Bill Lee (R)
32	Absolutely certain
9	Mostly certain
6	Chances are 50/50
*	Chances are less than that
*	(VOL.) DK/Refused
*	(VOL.) Some other candidate
*	Absolutely certain
*	Mostly certain
*	Chances are 50/50
0	Chances are less than that
*	(VOL.) DK/Refused
2	(VOL.) None/Would not vote
12	(VOL.) Don't know
1	(VOL.) Refused

³ Question was asked of those who chose a candidate in GVOTE18.

Q1. I'd like your views on some government organizations and elected officials. As I read each, please tell me if you approve or disapprove of how each is handling their job. (First,) Do you approve or disapprove of [INSERT ITEMS; RANDOMIZE]?⁴

	APPROVE	DIS- APPROVE	(VOL.) NEED TO WAIT AND SEE / TOO EARLY TO TELL	(VOL.) DK ⁵	(VOL.) REF ⁶
a. The job Donald Trump is doing as President					
October 2018 RVs ⁷	55	42	1	2	1
May 2018 RVs	53	44	1	2	1
December 2017 RVs	48	47	1	3	1
May 2017 RVs	52	42	3	3	1
<u>OBAMA TRENDS:</u>					
November 2016 RVs	40	57	*	2	*
May 2016 RVs	41	56	1	2	*
November 2015 RVs	36	62	*	1	1
May 2015 RVs	35	60	*	4	*
November 2014 RVs	34	63	*	3	1
May 2014 RVs	39	57	1	3	1
December 2013 RVs	28	69	1	2	*
May 2013 RVs	40	56	1	3	1
December 2012 RVs	45	51	1	2	1
May 2012 RVs	42	55	*	2	1
February 2012 RVs	41	53	1	4	2

Q1 continued...

⁴ February 2012 question wording was slightly different: "I'd like your views on some government officials. As I read each, please tell me if you approve or disapprove of how each is handling their job. (First,) Do you approve or disapprove of [INSERT ITEMS IN ORDER]?"

⁵ The abbreviation DK stands for "Don't know"

⁶ The abbreviation REF stands for "Refused"

⁷ The abbreviation RVs stands for "Registered voters"



Q1 continued...

	APPROVE	DIS- APPROVE	(VOL.) NEED TO WAIT AND SEE / TOO EARLY TO TELL	(VOL.) DK	(VOL.) REF
b. The job Bill Haslam is doing as Governor					
October 2018 RVs	63	23	5	8	*
May 2018 RVs	66	26	1	7	*
December 2017 RVs	63	24	2	11	1
May 2017 RVs	61	29	1	8	*
November 2016 RVs	68	21	1	10	*
May 2016 RVs	63	28	2	6	1
November 2015 RVs	65	25	3	6	1
May 2015 RVs	67	21	2	10	*
November 2014 RVs	70	23	1	5	1
May 2014 RVs	58	31	2	9	2
December 2013 RVs	61	27	4	7	1
May 2013 RVs	63	23	2	11	1
December 2012 RVs	68	19	2	9	1
May 2012 RVs	64	22	2	10	1
February 2012 RVs	61	21	3	13	1

Q2. All in all, do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?

OCT 2018 RVS	
47	Right track
48	Wrong track
4	(VOL.) Don't know
1	(VOL.) Refused

[READ TO ALL:] Next...

SCALE. On a scale of 10 to 1, please rate your chance of voting in the upcoming November election. If 10 represents a person who definitely will vote and 1 represents a person who definitely will NOT vote, where on this scale of 10 to 1 would you place yourself?

OCT 2018	
RVS	
3	1 - Definitely will not vote
*	2
*	3
0	4
2	5
1	6
1	7
4	8
5	9
83	10 - Definitely will vote
*	(VOL.) Don't know
0	(VOL.) Refused

Q3. Which one would you say plays a larger role in your vote for U.S. Senate in Tennessee: how your decision (affects the country as a whole) or how your decision (affects the state of Tennessee)?
[ROTATE OPTIONS IN PARENTHESES]

[IF BOTH EQUALLY/NEITHER/DK/REFUSED, PROBE: "If you had to choose, which ONE plays a larger role in your vote for U.S. Senate?]

[IF DON'T PLAN TO VOTE, PROBE: "If you had to choose, which ONE would play a larger role in your vote for U.S. Senate?]

OCT 2018	
RVS	
64	How your decision affects the country
33	How your decision affects Tennessee
3	(VOL.) Don't know
*	(VOL.) Refused

[READ TO ALL:] On a different subject...

PARTY. Generally speaking, do you usually think of yourself as a: [READ]

OCT 2018	
RVS	
25	Democrat
30	Republican
34	Independent
8	Something else
1	(VOL.) Don't know
1	(VOL.) Refused

PTYSTRDEM. Would you call yourself a Strong Democrat or Not a strong Democrat? [READ IF NECESSARY: Whatever strong means to you.]

BASED ON REGISTERED VOTERS WHO SELF-IDENTIFY AS DEMOCRATS [N=203]

OCT 2018	
RVS	
82	Strong Democrat
16	Not a Strong Democrat
2	(VOL.) Don't know
*	(VOL.) Refused

PTYSTRREP. Would you call yourself a Strong Republican or Not a strong Republican? [READ IF NECESSARY: Whatever strong means to you.]

BASED ON REGISTERED VOTERS WHO SELF-IDENTIFY AS REPUBLICANS [N=319]

OCT 2018	
RVS	
67	Strong Republican
32	Not a Strong Republican
1	(VOL.) Don't know
1	(VOL.) Refused

PARTY. Generally speaking, do you usually think of yourself as a Democrat, Republican, Independent or something else?

PARTYLN2. [IF INDEPENDENT/SOMETHING ELSE/DK/REFUSED, ASK:] Do you think of yourself as closer to the Republican Party, Democratic Party, or neither?

OCT 2018	
RVS	
33	Democrat / Lean Democrat
48	Republican / Lean Republican
19	Neither
*	(VOL.) Don't know/Refused

IDEO5. How would you generally describe your views on most political matters? Are you: [READ AND RANDOMIZE HALF 1-5 / HALF 5-1]

OCT 2018	
RVS	
13	Very conservative
33	Conservative
35	Moderate
13	Liberal
4	Very liberal
2	(VOL.) Don't know
1	(VOL.) Refused

THE REMAINING DEMOGRAPHIC QUESTIONS AND QUESTIONS QL1, QL1A, QC1 ARE NOT REPORTED IN THIS TOPLINE.

THANK AND END INTERVIEW: THANK YOU again for sharing your thoughts and opinions! Have a nice rest of the day. [READ IF NECESSARY: This survey is being conducted by the Center for the Study of Democratic Institutions at Vanderbilt University. If you have any questions about the survey, please feel free to contact CSDI at (XXX) XXX-XXXX.]