

NBC News/Marist Poll  
September 2018  
Tennessee Questionnaire

Residents: n=940 MOE +/-4.0%  
Registered Voters: n=730 MOE +/-4.5%  
Likely Voters: n=538 MOE +/-5.1%  
Totals may not add to 100% due to rounding.  
Screener

<Marist Poll Introduction> Are you 18 years of age or older?

Do you consider your permanent home address to be in Tennessee?

Which county in Tennessee do you live in?

Are you registered to vote at your current address in Tennessee?

HH SELECTION – LANDLINE FRAME ONLY

GENDER GUESS

		Tennessee Adults Column %	Tennessee Registered Voters Column %	Tennessee Likely Voters Column %
TRUDP105. Do you approve or disapprove of the job Donald Trump is doing as president?	Approve	45%	45%	47%
	Disapprove	40%	43%	43%
	Unsure	15%	12%	10%
TRUDP105R. Do you approve or disapprove of the job Donald Trump is doing as president? [And, would you say you strongly approve/disapprove of the job he is doing or just approve/disapprove?]	Strongly approve	28%	29%	32%
	Approve	17%	16%	16%
	Disapprove	8%	7%	5%
	Strongly disapprove	32%	36%	38%
	Unsure	15%	12%	10%
TRUD020R. Overall, do you have a favorable or an unfavorable impression of Donald Trump?	Favorable	45%	44%	46%
	Unfavorable	45%	47%	47%
	Unsure-Never Heard	10%	8%	7%
USCNGSNBC1. Now, knowing it is a long way off, what is your preference for the outcome of this November's congressional elections: [Asked of Registered Voters]	A Congress controlled by Republicans		48%	50%
	A Congress controlled by Democrats		37%	38%
	Unsure		14%	12%
CGIMPT18. Do you think November's election for Congress is very important, important, not very important, or not important at all? [Asked of Registered Voters]	Very important		72%	77%
	Important		24%	20%
	Not very important		2%	1%
	Not important at all		1%	1%
	Unsure		1%	1%
USCNGS01. If November's election for Congress were held today, which party's candidate are you more likely to vote for in your district: [Asked of Registered Voters]	Democrat		41%	42%
	Republican		49%	50%
	Vol: Neither		2%	2%
	Undecided		8%	6%
SNWLNS18. If November's election for U.S. Senate in Tennessee were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]: [Asked of Registered Voters]	Phil Bredesen, the Democrat		48%	48%
	Marsha Blackburn, the Republican		44%	46%
	Other		<1%	<1%
	Undecided		7%	5%
STSSN18. Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day? [Asked of Registered Voters with a Candidate Preference for U.S. Senate]	Strongly support		63%	66%
	Somewhat support		25%	23%
	Might vote differently		10%	9%
	Unsure		2%	1%

		Tennessee Adults Column %	Tennessee Registered Voters Column %	Tennessee Likely Voters Column %
<b>GVWLS18. If November's election for governor in Tennessee were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]: [Asked of Registered Voters]</b>	Karl Dean, the Democrat		39%	40%
	Bill Lee, the Republican		51%	53%
	Other		1%	1%
	Undecided		9%	7%
<b>STSGV18. Would you say that you strongly support &lt;candidate&gt;, somewhat support &lt;candidate&gt;, or do you think that you might vote differently on Election Day? [Asked of Registered Voters with a Candidate Preference for Governor]</b>	Strongly support		57%	62%
	Somewhat support		31%	28%
	Might vote differently		10%	9%
	Unsure		2%	2%
<b>BREP020R. Overall, do you have a favorable or an unfavorable impression of Phil Bredesen?</b>	Favorable	52%	59%	61%
	Unfavorable	20%	22%	22%
	Unsure-Never Heard	29%	19%	17%
<b>BLAM020R. Overall, do you have a favorable or an unfavorable impression of Marsha Blackburn?</b>	Favorable	37%	44%	46%
	Unfavorable	32%	36%	36%
	Unsure-Never Heard	30%	20%	17%
<b>DEAK020R. Overall, do you have a favorable or an unfavorable impression of Karl Dean?</b>	Favorable	35%	41%	42%
	Unfavorable	21%	25%	25%
	Unsure-Never Heard	43%	34%	32%
<b>LEEB020R. Overall, do you have a favorable or an unfavorable impression of Bill Lee?</b>	Favorable	43%	51%	53%
	Unfavorable	18%	21%	21%
	Unsure-Never Heard	39%	29%	26%
<b>CNGVTISS1R. Now, let me list some issues that may factor into deciding your vote for Congress in November. Please tell me which one of these items you think will be the most important factor in deciding your vote. [Asked of Registered Voters]</b>	The economy and jobs		27%	27%
	Health care		21%	20%
	Immigration		13%	13%
	Federal taxes and spending		9%	9%
	Guns		7%	7%
	Foreign policy and terrorism		7%	7%
	Abortion		7%	7%
	Vol. All equally		7%	7%
	Vol. None		1%	<1%
	Other		<1%	<1%
	Unsure		1%	1%
<b>CNGVTISS2R. And, which of these issues will be the second most important factor in deciding your vote? [Asked of Registered Voters; Exclude first choice]</b>	Federal taxes and spending		19%	18%
	Health care		18%	18%
	The economy and jobs		17%	17%
	Immigration		14%	15%
	Foreign policy and terrorism		12%	12%
	Guns		10%	10%
	Abortion		7%	7%
	Vol. All equally		1%	1%
	Vol. None		<1%	<1%
	Other		1%	1%
	Unsure		1%	1%
<b>CGVTMSG1. Will your vote for Congress in November 2018 be a vote to send a message that we need: [Asked of Registered Voters]</b>	More Democrats to be a check and balance to Donald Trump		48%	48%
	More Republicans who will help Donald Trump pass his agenda		44%	46%
	Vol: Sending a different message		2%	2%
	Vol: Not sending a message		1%	1%
	Unsure		5%	4%

		Tennessee Adults	Tennessee Registered Voters	Tennessee Likely Voters
		Column %	Column %	Column %
<b>TARIMECO1. Do you think raising tariffs and barriers to imports from other countries will do more to:</b>	<b>Protect American jobs and help the U.S. economy</b>	28%	28%	30%
	<b>Raise the costs of consumer goods and hurt the U.S. economy</b>	39%	41%	43%
	<b>Or, will it not have much impact one way or the other on the U.S. economy?</b>	16%	17%	15%
	<b>Vol. Mixed, some of both</b>	5%	5%	5%
	<b>Unsure</b>	12%	9%	7%

**Nature of the Sample: NBC News/Marist Tennessee Poll of 940 Adults**

This survey of 940 adults was conducted August 25th through August 28th, 2018 by The Marist Poll sponsored and funded in partnership with NBC News. Adults 18 years of age and older residing in the state of Tennessee were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Tennessee from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from Survey Sampling International. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 4.0$  percentage points. There are 730 registered voters. The results for this subset are statistically significant within  $\pm 4.5$  percentage points. There are 538 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the November 2018 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within  $\pm 5.1$  percentage points. The error margin was adjusted for sample weights and increases for cross-tabulations.

[For nature of the sample and additional tables, please visit The Marist Poll](#)