



Tennessee Statewide Poll Results

POLLING METHODOLOGY

For this poll, a sample of likely households was chosen from the population registered to vote in the state of Tennessee for a “hybrid” automated (for landlines)/live (for cell phones) poll, where 79% of the phone numbers were landlines and 21% of the phone numbers were cell phones. There were 500 completed responses to 12 poll questions.

The survey was conducted July 18-21. The margin of error, with a 95% confidence interval, was 4.4%. The demographic breakdown of the respondents was 96-2% white/black (2% “other”), while the geographic breakdown of the respondents was as follows: 45% from eastern Tennessee, 37% from middle Tennessee, and 18% from western Tennessee (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

Question 1: Do you plan to vote in the August 2 Republican primary?

Yes	71%
No	17%
Undecided	13%

Question 2: (Only if “Yes” or “Undecided” is selected for Question #1) Do you approve or disapprove of the job performance of President Donald Trump?

Approve	74%
Disapprove	16%
No Opinion	10%

Question 3: If the Republican primary for Governor were held today, which candidate would you support?

Lee	26%
Boyd	20%
Black	19%
Harwell	16%
Marceaux	1%
White	<1%
Undecided	17%

Question 4: (Only if undecided selected for previous question) Given that you are undecided, which candidate are you leaning towards supporting?

Lee	27%
Boyd	23%
Black	21%
Harwell	18%
Marceaux	1%
White	<1%
Undecided	11%

Question 5: Do you have a favorable or unfavorable opinion of Diane Black?

Favorable	30%
Unfavorable	45%
No Opinion	23%
Never Heard	2%

Question 6: Do you have a favorable or unfavorable opinion of Randy Boyd?

Favorable	39%
Unfavorable	31%
No Opinion	27%
Never Heard	3%

Question 7: Do you have a favorable or unfavorable opinion of Beth Harwell?

Favorable	39%
Unfavorable	18%
No Opinion	34%
Never Heard	9%

Question 8: Do you have a favorable or unfavorable opinion of Bill Lee?

Favorable	52%
Unfavorable	17%
No Opinion	27%
Never Heard	4%

Question 9: What type of Republican would you classify yourself as?

Trump Republican	36%
Traditional Republican	25%
Libertarian	9%
Social conservative	7%
TEA Partier	5%
Undecided	19%

Question 10: Would you describe yourself as an evangelical Christian?

Yes	69%
No	22%
Undecided	9%

Question 11: To ensure that our survey responses are most accurate, are you male or female?

Female	52%
Male	48%

Question 12: And for demographic purposes, what is your age?

18-34	7%
35-54	24%
55-64	21%
65 years old or over	48%

SUMMARY

JMC Analytics and Polling independently conducted this poll for the Tennessee Republican primary for Governor. There are two main takeaways from this poll: (1) Donald Trump remains popular among Tennessee Republicans, and (2) with the primary less than two weeks away (and as of yesterday, 160,653 have early voted in the Republican primary), Bill Lee leads in the race, and the other three major contenders are not far behind, although his “lead” is at the periphery of the margin of error, depending on whether undecided “leaners” are included.

Among Republicans, Donald Trump remains popular with overwhelming support across the board, although support is not so one-sided both among self-described “traditional Republicans” and those who do not describe themselves as Evangelical Christians.

In the Governor’s race, Bill Lee is currently out front, while Randy Boyd has a small lead over Diane Black for second place, although the point spread between Boyd, Black, or Harwell is not substantial. Lee has a fairly broad base of support, although self-described “Trump Republicans” favor Black over Boyd or Lee by an eight point margin if leaners are included. From a geographic and GOP factional perspective, Lee is (relatively speaking) the strongest in middle Tennessee; he narrowly leads in Eastern Tennessee and narrowly trails in Western Tennessee, although in each region, his lead/poll deficit is within the margin of error. This is a race with a respectable amount of voter engagement: 17% (11% if leaners are included) are undecided.

When testing the favorability of the top four contenders, all have over 90% name recognition. Bill Lee’s numbers are the strongest (52-17% favorability ratio). Beth Harwell also has a respectable 39-18% favorability ratio. Randy Boyd’s favorability ratio is 39-31%, while Diane Black is “underwater” 45-30%.

In summary, Bill Lee has a lead (but not a secure one) in the primary race for Governor, while the remaining three major candidates are statistically neck and neck with a relatively low undecided percentage less than two weeks from the primary.

CROSSTABS

Question 2 – Trump approval

		Race Name			
		Black	Other	White	Total
Trump Approval	1 Approve	50%	78%	75%	74%
	2 Disapprove	30%	11%	15%	16%
	3 No Opinion	20%	11%	10%	10%
Total		100%	100%	100%	100%

		Voter Score (Last Four Primary Elections)					
		0	1	2	3	4	Total
Trump Approval	1 Approve	75%	70%	74%	74%	75%	74%
	2 Disapprove	13%	20%	16%	16%	15%	16%
	3 No Opinion	13%	10%	10%	10%	10%	10%
Total		100%	100%	100%	100%	100%	100%

		Region			Total
		Eastern TN	Middle TN	Western TN	
Trump	1 Approve	72%	75%	78%	74%
Approval	2 Disapprove	17%	14%	15%	16%
	3 No Opinion	11%	11%	7%	10%
Total		100%	100%	100%	100%

		Cell Phone		Total
		False	True	
Trump	1 Approve	76%	69%	74%
Approval	2 Disapprove	15%	18%	16%
	3 No Opinion	9%	13%	10%
Total		100%	100%	100%

		Type Republican						Total
		1 Trump Republican	2 Traditional Republican	3 Libertarian	4 Social Conservative	5 TEA Partier	6 Undecided	
Trump	1 Approve	96%	67%	55%	67%	92%	52%	74%
Approval	2 Disapprove	2%	19%	27%	27%		31%	16%
	3 No Opinion	3%	14%	18%	6%	8%	17%	10%
Total		100%	100%	100%	100%	100%	100%	100%

		Evangelical Christian?			Total
		1 Yes	2 No	3 Undecided	
Trump	1 Approve	82%	57%	62%	74%
Approval	2 Disapprove	10%	31%	23%	16%
	3 No Opinion	9%	12%	15%	10%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Trump	1 Approve	80%	69%	74%
Approval	2 Disapprove	14%	17%	16%
	3 No Opinion	6%	14%	10%
Total		100%	100%	100%

		Age Range				
		1 18-34	2 35-54	3 55-64	4 65 above	Total
Trump	1 Approve	61%	67%	80%	77%	74%
Approval	2 Disapprove	30%	18%	10%	15%	16%
	3 No Opinion	9%	15%	9%	8%	10%
Total		100%	100%	100%	100%	100%

Question 3 – Governor (GOP primary ballot test)

		Race Name			
		Black	Other	White	Total
Ballot	1 Black			20%	19%
(Governor)	2 Boyd	20%	22%	20%	20%
	3 Harwell		22%	17%	16%
	4 Lee	20%	33%	26%	26%
	5 Marceaux			1%	1%
	6 White			0%	0%
	7 Undecided	60%	22%	16%	17%
	Total		100%	100%	100%

		Voter Score (Last Four Primary Elections)					
		0	1	2	3	4	Total
Ballot	1 Black	31%	33%	20%	11%	20%	19%
(Governor)	2 Boyd	25%	8%	27%	23%	17%	20%
	3 Harwell		23%	6%	13%	24%	16%
	4 Lee	25%	20%	25%	29%	27%	26%
	5 Marceaux			1%	1%	0%	1%
	6 White			1%			0%
	7 Undecided	19%	18%	20%	23%	12%	17%
	Total		100%	100%	100%	100%	100%

		Region			
		Eastern TN	Middle TN	Western TN	Total
Ballot (Governor)	1 Black	17%	21%	19%	19%
	2 Boyd	21%	18%	24%	20%
	3 Harwell	16%	17%	15%	16%
	4 Lee	26%	27%	24%	26%
	5 Marceaux	0%	1%		1%
	6 White		1%		0%
	7 Undecided	18%	15%	18%	17%
Total		100%	100%	100%	100%

		Cell Phone		
		False	True	Total
Ballot (Governor)	1 Black	20%	15%	19%
	2 Boyd	20%	22%	20%
	3 Harwell	18%	9%	16%
	4 Lee	27%	23%	26%
	5 Marceaux	1%		1%
	6 White	0%		0%
	7 Undecided	13%	31%	17%
Total		100%	100%	100%

		Type Republican						
		1 Trump Republican	2 Traditional Republican	3 Libertarian	4 Social Conservative	5 TEA Partier	6 Undecided	Total
Ballot (Governor)	1 Black	31%	13%	5%	21%	21%	11%	19%
	2 Boyd	22%	24%	20%	18%	4%	18%	20%
	3 Harwell	13%	17%	34%	9%	13%	18%	16%
	4 Lee	24%	30%	23%	36%	33%	22%	26%
	5 Marceaux	1%	1%	2%				1%
	6 White						4%	0%
	7 Undecided	10%	16%	16%	15%	25%	31%	17%
Total		100%	100%	100%	100%	100%	100%	100%

		Evangelical Christian?			
		1 Yes	2 No	3 Undecided	Total
Ballot (Governor)	1 Black	20%	15%	23%	19%
	2 Boyd	22%	18%	13%	20%
	3 Harwell	15%	23%	13%	16%
	4 Lee	27%	21%	32%	26%
	5 Marceaux	1%			1%
	6 White	0%			0%
	7 Undecided	15%	23%	19%	17%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot (Governor)	1 Black	21%	17%	19%
	2 Boyd	21%	20%	20%
	3 Harwell	17%	16%	16%
	4 Lee	24%	28%	26%
	5 Marceaux	1%	0%	1%
	6 White	0%		0%
	7 Undecided	15%	19%	17%
Total		100%	100%	100%

		Age Range				
		1 18-34	2 35-54	3 55-64	4 65 above	Total
Ballot (Governor)	1 Black	3%	13%	29%	20%	19%
	2 Boyd	21%	18%	17%	23%	20%
	3 Harwell	12%	12%	19%	18%	16%
	4 Lee	30%	31%	26%	23%	26%
	5 Marceaux	3%			1%	1%
	6 White		1%			0%
	7 Undecided	30%	24%	9%	15%	17%
Total		100%	100%	100%	100%	100%

Question 4 – Governor (GOP primary ballot test - leaners)

		Race Name			Total
		Black	Other	White	
Ballot (Governor with leaners)	1 Black			22%	21%
	2 Boyd	30%	22%	22%	23%
	3 Harwell		22%	18%	18%
	4 Lee	30%	33%	27%	27%
	5 Marceaux			1%	1%
	6 White			0%	0%
	7 Undecided	40%	22%	10%	11%
Total		100%	100%	100%	100%

		Voter Score (Last Four Primary Elections)					Total
		0	1	2	3	4	
Ballot (Governor with leaners)	1 Black	31%	33%	21%	13%	22%	21%
	2 Boyd	31%	8%	30%	26%	19%	23%
	3 Harwell		25%	10%	14%	25%	18%
	4 Lee	25%	20%	26%	30%	28%	27%
	5 Marceaux			2%	1%	0%	1%
	6 White			1%			0%
	7 Undecided	13%	15%	11%	17%	7%	11%
Total		100%	100%	100%	100%	100%	100%

		Region			Total
		Eastern TN	Middle TN	Western TN	
Ballot (Governor with leaners)	1 Black	19%	24%	19%	21%
	2 Boyd	24%	19%	27%	23%
	3 Harwell	17%	20%	15%	18%
	4 Lee	27%	28%	25%	27%
	5 Marceaux	0%	2%		1%
	6 White		1%		0%
	7 Undecided	12%	7%	14%	11%
Total		100%	100%	100%	100%

		Cell Phone		Total
		False	True	
Ballot (Governor with leaners)	1 Black	21%	18%	21%
	2 Boyd	22%	24%	23%
	3 Harwell	20%	9%	18%
	4 Lee	28%	24%	27%
	5 Marceaux	1%		1%
	6 White	0%		0%
	7 Undecided	7%	25%	11%
Total		100%	100%	100%

		Type Republican						Total
		1 Trump Republican	2 Traditional Republican	3 Libertarian	4 Social Conservative	5 TEA Partier	6 Undecided	
Ballot (Governor with leaners)	1 Black	33%	14%	5%	27%	21%	13%	21%
	2 Boyd	25%	25%	25%	18%	4%	21%	23%
	3 Harwell	13%	19%	36%	9%	13%	20%	18%
	4 Lee	25%	31%	23%	36%	33%	23%	27%
	5 Marceaux	1%	1%	5%				1%
	6 White					4%		0%
	7 Undecided	3%	10%	7%	9%	25%	24%	11%
Total		100%	100%	100%	100%	100%	100%	100%

		Evangelical Christian?			Total
		1 Yes	2 No	3 Undecided	
Ballot (Governor with leaners)	1 Black	22%	16%	26%	21%
	2 Boyd	25%	18%	17%	23%
	3 Harwell	16%	25%	13%	18%
	4 Lee	28%	21%	32%	27%
	5 Marceaux	1%	1%		1%
	6 White	0%			0%
	7 Undecided	8%	18%	13%	11%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (Governor with leaners)	1 Black	22%	19%	21%
	2 Boyd	22%	23%	23%
	3 Harwell	19%	17%	18%
	4 Lee	25%	29%	27%
	5 Marceaux	1%	0%	1%
	6 White	0%		0%
	7 Undecided	10%	12%	11%
Total		100%	100%	100%

		Age Range				Total
		1 18-34	2 35-54	3 55-64	4 65 above	
Ballot (Governor with leaners)	1 Black	3%	16%	29%	22%	21%
	2 Boyd	27%	19%	18%	26%	23%
	3 Harwell	12%	12%	21%	20%	18%
	4 Lee	33%	31%	26%	24%	27%
	5 Marceaux	3%	1%		1%	1%
	6 White		1%			0%
	7 Undecided	21%	20%	6%	7%	11%
Total		100%	100%	100%	100%	100%

Question 5 – Black Approval

		Race Name			Total
		Black	Other	White	
Black favorability	1 Favorable	10%	33%	30%	30%
	2 Unfavorable	50%	56%	45%	45%
	3 No Opinion	40%	11%	23%	23%
	4 Never Heard			2%	2%
Total		100%	100%	100%	100%

		Voter Score (Last Four Primary Elections)					Total
		0	1	2	3	4	
Black favorability	1 Favorable	38%	48%	30%	21%	31%	30%
	2 Unfavorable	56%	45%	40%	44%	48%	45%
	3 No Opinion		8%	30%	31%	20%	23%
	4 Never Heard	6%		1%	4%	2%	2%
Total		100%	100%	100%	100%	100%	100%

		Region			
		Eastern TN	Middle TN	Western TN	Total
Black favorability	1 Favorable	28%	33%	28%	30%
	2 Unfavorable	45%	44%	45%	45%
	3 No Opinion	24%	21%	23%	23%
	4 Never Heard	2%	1%	3%	2%
Total		100%	100%	100%	100%

		Cell Phone		
		False	True	Total
Black favorability	1 Favorable	31%	26%	30%
	2 Unfavorable	47%	37%	45%
	3 No Opinion	20%	34%	23%
	4 Never Heard	2%	4%	2%
Total		100%	100%	100%

		Type Republican						
		1 Trump Republican	2 Traditional Republican	3 Libertarian	4 Social Conservative	5 TEA Partier	6 Undecided	Total
Black favorability	1 Favorable	43%	25%	16%	27%	42%	17%	30%
	2 Unfavorable	31%	56%	68%	33%	33%	52%	45%
	3 No Opinion	25%	17%	16%	33%	21%	28%	23%
	4 Never Heard	1%	2%		6%	4%	3%	2%
Total		100%	100%	100%	100%	100%	100%	100%

		Evangelical Christian?			
		1 Yes	2 No	3 Undecided	Total
Black favorability	1 Favorable	32%	23%	32%	30%
	2 Unfavorable	42%	57%	40%	45%
	3 No Opinion	25%	19%	19%	23%
	4 Never Heard	1%	1%	9%	2%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Black favorability	1 Favorable	32%	28%	30%
	2 Unfavorable	49%	41%	45%
	3 No Opinion	17%	29%	23%
	4 Never Heard	2%	2%	2%
Total		100%	100%	100%

		Age Range				Total
		1 18-34	2 35-54	3 55-64	4 65 above	
Black favorability	1 Favorable	9%	23%	40%	32%	30%
	2 Unfavorable	55%	51%	39%	43%	45%
	3 No Opinion	33%	24%	21%	22%	23%
	4 Never Heard	3%	2%		3%	2%
Total		100%	100%	100%	100%	100%

Question 6 – Boyd Approval

		Race Name			Total
		Black	Other	White	
Boyd favorability	1 Favorable	50%	67%	38%	39%
	2 Unfavorable	20%	22%	32%	31%
	3 No Opinion	30%	11%	27%	27%
	4 Never Heard			3%	3%
Total		100%	100%	100%	100%

		Voter Score (Last Four Primary Elections)					Total
		0	1	2	3	4	
Boyd favorability	1 Favorable	31%	25%	45%	43%	37%	39%
	2 Unfavorable	31%	40%	26%	28%	35%	31%
	3 No Opinion	25%	33%	27%	23%	28%	27%
	4 Never Heard	13%	3%	2%	6%	0%	3%
Total		100%	100%	100%	100%	100%	100%

		Region			Total
		Eastern TN	Middle TN	Western TN	
Boyd favorability	1 Favorable	40%	35%	47%	39%
	2 Unfavorable	35%	28%	28%	31%
	3 No Opinion	23%	34%	22%	27%
	4 Never Heard	2%	3%	3%	3%
Total		100%	100%	100%	100%

		Cell Phone		Total
		False	True	
Boyd favorability	1 Favorable	40%	38%	39%
	2 Unfavorable	33%	23%	31%
	3 No Opinion	25%	34%	27%
	4 Never Heard	2%	6%	3%
Total		100%	100%	100%

		Type Republican						Total
		1 Trump Republican	2 Traditional Republican	3 Libertarian	4 Social Conservative	5 TEA Partier	6 Undecided	
Boyd favorability	1 Favorable	43%	43%	34%	42%	33%	30%	39%
	2 Unfavorable	31%	34%	27%	21%	29%	33%	31%
	3 No Opinion	25%	22%	32%	27%	25%	34%	27%
	4 Never Heard	1%	2%	7%	9%	13%	2%	3%
Total		100%	100%	100%	100%	100%	100%	100%

		Evangelical Christian?			Total
		1 Yes	2 No	3 Undecided	
Boyd favorability	1 Favorable	41%	37%	28%	39%
	2 Unfavorable	30%	34%	34%	31%
	3 No Opinion	27%	26%	30%	27%
	4 Never Heard	2%	3%	9%	3%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Boyd favorability	1 Favorable	40%	38%	39%
	2 Unfavorable	34%	29%	31%
	3 No Opinion	22%	31%	27%
	4 Never Heard	3%	2%	3%
Total		100%	100%	100%

		Age Range				Total
		1 18-34	2 35-54	3 55-64	4 65 above	
Boyd favorability	1 Favorable	33%	39%	40%	40%	39%
	2 Unfavorable	27%	27%	36%	32%	31%
	3 No Opinion	24%	33%	23%	26%	27%
	4 Never Heard	15%	2%	1%	2%	3%
Total		100%	100%	100%	100%	100%

Question 7 – Harwell Approval

		Race Name			Total
		Black	Other	White	
Harwell favorability	1 Favorable	10%	56%	39%	39%
	2 Unfavorable	10%	33%	17%	18%
	3 No Opinion	50%		35%	34%
	4 Never Heard	30%	11%	9%	9%
Total		100%	100%	100%	100%

		Voter Score (Last Four Primary Elections)					Total
		0	1	2	3	4	
Harwell favorability	1 Favorable	19%	50%	33%	31%	46%	39%
	2 Unfavorable	19%	18%	14%	19%	19%	18%
	3 No Opinion	44%	25%	42%	39%	29%	34%
	4 Never Heard	19%	8%	12%	11%	6%	9%
Total		100%	100%	100%	100%	100%	100%

		Region			Total
		Eastern TN	Middle TN	Western TN	
Harwell favorability	1 Favorable	38%	40%	41%	39%
	2 Unfavorable	17%	19%	16%	18%
	3 No Opinion	37%	34%	28%	34%
	4 Never Heard	8%	7%	15%	9%
Total		100%	100%	100%	100%

		Cell Phone		Total
		False	True	
Harwell favorability	1 Favorable	43%	25%	39%
	2 Unfavorable	19%	13%	18%
	3 No Opinion	32%	44%	34%
	4 Never Heard	7%	17%	9%
Total		100%	100%	100%

		Type Republican						
		1 Trump	2 Traditional	3 Libertarian	4 Social	5 TEA Partier	6 Undecided	Total
		Republican	Republican		Conservative			
Harwell favorability	1 Favorable	36%	48%	52%	33%	25%	32%	39%
	2 Unfavorable	20%	20%	16%	21%	13%	11%	18%
	3 No Opinion	39%	25%	16%	33%	50%	44%	34%
	4 Never Heard	6%	7%	16%	12%	13%	13%	9%
Total		100%	100%	100%	100%	100%	100%	100%

		Evangelical Christian?			
		1 Yes	2 No	3 Undecided	Total
Harwell favorability	1 Favorable	38%	45%	32%	39%
	2 Unfavorable	17%	17%	19%	18%
	3 No Opinion	36%	29%	32%	34%
	4 Never Heard	8%	9%	17%	9%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Harwell favorability	1 Favorable	44%	35%	39%
	2 Unfavorable	22%	14%	18%
	3 No Opinion	24%	44%	34%
	4 Never Heard	11%	7%	9%
Total		100%	100%	100%

		Age Range				
		1 18-34	2 35-54	3 55-64	4 65 above	Total
Harwell favorability	1 Favorable	30%	28%	42%	44%	39%
	2 Unfavorable	9%	21%	20%	16%	18%
	3 No Opinion	39%	40%	30%	33%	34%
	4 Never Heard	21%	11%	8%	7%	9%
Total		100%	100%	100%	100%	100%

Question 8 – Lee Approval

		Race Name			
		Black	Other	White	Total
Lee favorability	1 Favorable	50%	44%	52%	52%
	2 Unfavorable	10%	22%	17%	17%
	3 No Opinion	30%	22%	27%	27%
	4 Never Heard	10%	11%	4%	4%
Total		100%	100%	100%	100%

		Voter Score (Last Four Primary Elections)					
		0	1	2	3	4	Total
Lee favorability	1 Favorable	38%	38%	53%	50%	56%	52%
	2 Unfavorable	25%	30%	11%	16%	19%	17%
	3 No Opinion	31%	33%	28%	30%	22%	27%
	4 Never Heard	6%		8%	4%	3%	4%
Total		100%	100%	100%	100%	100%	100%

		Region			
		Eastern TN	Middle TN	Western TN	Total
Lee favorability	1 Favorable	54%	51%	48%	52%
	2 Unfavorable	17%	19%	13%	17%
	3 No Opinion	26%	24%	34%	27%
	4 Never Heard	3%	5%	6%	4%
Total		100%	100%	100%	100%

		Cell Phone		
		False	True	Total
Lee favorability	1 Favorable	54%	44%	52%
	2 Unfavorable	18%	13%	17%
	3 No Opinion	26%	30%	27%
	4 Never Heard	2%	13%	4%
Total		100%	100%	100%

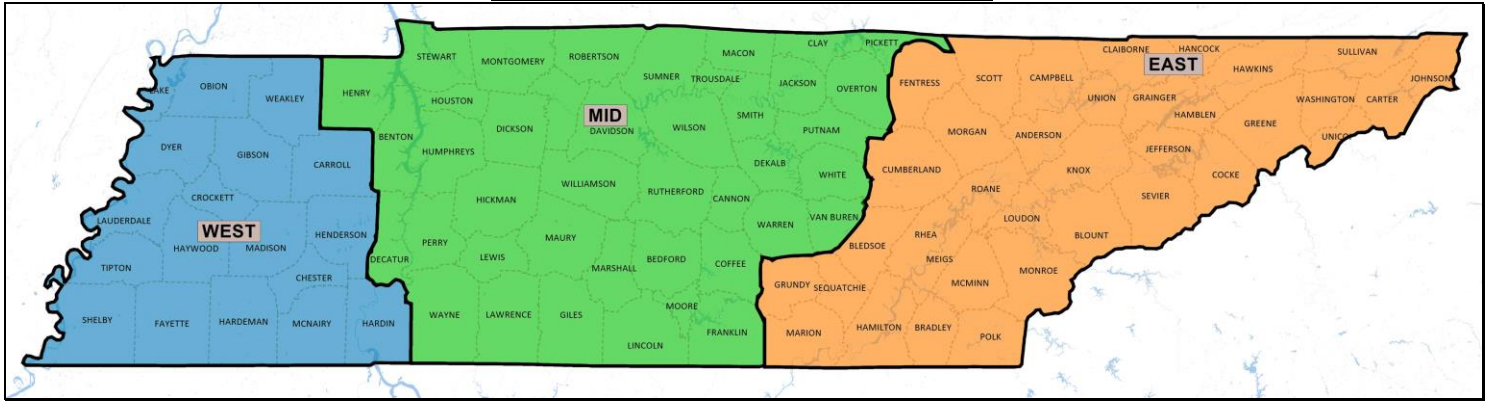
		Type Republican						Total
		1 Trump Republican	2 Traditional Republican	3 Libertarian	4 Social Conservative	5 TEA Partier	6 Undecided	Total
Lee favorability	1 Favorable	47%	59%	50%	58%	50%	50%	52%
	2 Unfavorable	20%	15%	9%	21%	17%	17%	17%
	3 No Opinion	29%	23%	30%	18%	21%	29%	27%
	4 Never Heard	3%	2%	11%	3%	13%	4%	4%
Total		100%	100%	100%	100%	100%	100%	100%

		Evangelical Christian?			Total
		1 Yes	2 No	3 Undecided	Total
Lee favorability	1 Favorable	53%	50%	45%	52%
	2 Unfavorable	15%	21%	26%	17%
	3 No Opinion	28%	23%	26%	27%
	4 Never Heard	4%	6%	4%	4%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	Total
Lee favorability	1 Favorable	51%	53%	52%
	2 Unfavorable	24%	11%	17%
	3 No Opinion	22%	31%	27%
	4 Never Heard	4%	5%	4%
Total		100%	100%	100%

		Age Range				Total
		1 18-34	2 35-54	3 55-64	4 65 above	Total
Lee favorability	1 Favorable	58%	50%	49%	54%	52%
	2 Unfavorable	12%	13%	19%	20%	17%
	3 No Opinion	27%	30%	30%	23%	27%
	4 Never Heard	3%	8%	3%	4%	4%
Total		100%	100%	100%	100%	100%

Appendix A: Tennessee regions



Note: The following media markets were aggregated for reporting purposes: (1) Eastern Tennessee consists of the Tri-Cities (TN and VA), Knoxville, and Chattanooga media markets, (2) Middle Tennessee consists of the Nashville and Huntsville AL media markets, and (3) Western Tennessee consists of the Memphis, Jackson TN, and Paducah KY media markets.