



**To: Steve Smith, Treasurer, Alexander for Senate 2020**  
**From: Whit Ayres, President, North Star Opinion Research**  
**Date: December 10, 2018**  
**Re: Senator Alexander's Ratings Among Tennessee's Republican Voters**

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Our firm conducted a survey of 600 likely 2020 Republican primary voters in Tennessee November 26-29, 2018, with a margin of error of  $\pm 4.00$  percent. The results show that Senator Alexander remains very popular in the Tennessee Republican electorate. The key findings are:

- **Two-thirds of Tennessee's Republican primary voters rate Senator Alexander favorably.** His favorable-to-unfavorable rating is 65 to 22 percent among all Republican primary voters.
- **More than two-thirds of Tennessee's Republican primary voters approve of Lamar Alexander's job performance as Senator.** Sixty-nine percent of Republican primary voters approve of his job performance, and 23 percent disapprove.
- **Approval of Lamar Alexander's job performance as Senator extends across all ideological groups and all three Grand Divisions.** His job performance is 64 to 27 percent support among very conservative Republicans, and 73 to 18 percent among both somewhat conservative and moderate Republicans. His job performance is 67 to 24 percent support in the west, 65 to 25 percent in the middle, and 72 to 18 percent in the east.

Senator Alexander is in a strong position to win the Republican nomination for Senate should he decide to run again in 2020. He is very likely to win the general election as well given the strong Republican leanings of the state and his general election performance in the past. In 2014 his winning percentage was 62 percent, and in 2008 it was 65 percent when he received 1,571,637 votes, the most for any candidate in a statewide election in Tennessee history.