



TN-08

REPUBLICAN PRIMARY ELECTION

2016

Survey conducted February 29 through March 1, 2016. 686 likely 2016 Republican Primary Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2016 Republican Primary Election. Margin of Error is +/- 3.5% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



Q: In your opinion, what is the most important issue facing Congress?

Terrorism and national security: 29%
Jobs and the economy: 20%
Illegal immigration: 11%
Border security: 9%
Taxes: 5%
Spending and debt: 5%
Family values: 4%
Education: 3%
Healthcare: 3%
Transportation: 1%
Not sure: 9%

Q: What is your opinion of Brian Kelsey?

Favorable: 19%
Unfavorable: 12%
No opinion: 36%
Never heard of: 32%

Q: What is your opinion of David Kustoff?

Favorable: 17%
Unfavorable: 9%
No opinion: 36%
Never heard of: 37%

Q: What is your opinion of Mark Luttrell?

Favorable: 43%
Unfavorable: 5%
No opinion: 29%
Never heard of: 22%

Q: What is your opinion of George Flinn?

Favorable: 22%
Unfavorable: 25%
No opinion: 34%
Never heard of: 19%



Q: What is your opinion of Tom Leatherwood?

Favorable: 28%
Unfavorable: 10%
No opinion: 37%
Never heard of: 25%

Q: What is your opinion of Steve Basar?

Favorable: 5%
Unfavorable: 9%
No opinion: 43%
Never heard of: 44%

Q: What is your opinion of Mark Norris?

Favorable: 26%
Unfavorable: 8%
No opinion: 34%
Never heard of: 32%

Q: If the candidates in the Republican primary election for United States Congress were Brian Kelsey, David Kustoff, Mark Luttrell, George Flinn, Tom Leatherwood and Steve Basar, for whom would you vote?.

Mark Luttrell: 26%
George Flinn: 11%
Brian Kelsey: 9%
David Kustoff: 8%
Tom Leatherwood: 7%
Steve Basar: 1%
Undecided: 38%



Q1: In your opinion, what is the most important issue facing Congress?

BY STATE SENATE

Column %	SD 24	SD 26	SD 27	SD 30	SD 31	SD 32	SD 33
Terrorism	26%	53%	24%	16%	33%	25%	62%
Jobs	26%	15%	21%	38%	20%	17%	0%
Illegal immigration	13%	8%	12%	10%	8%	13%	0%
Border security	9%	8%	6%	10%	12%	8%	0%
Taxes	4%	4%	1%	0%	7%	6%	38%
Spending	5%	2%	11%	0%	5%	5%	0%
Family values	3%	0%	4%	9%	2%	5%	0%
Education	6%	2%	5%	0%	3%	2%	0%
Healthcare	2%	0%	7%	6%	4%	2%	0%
Transportation	0%	1%	0%	0%	1%	2%	0%
Not sure	7%	8%	9%	11%	6%	14%	0%

BY DMA

Column %	Jackson, TN	Memphis, TN	Nashville, TN	Paducah et al, KY-MO-IL
Terrorism	27%	31%	35%	13%
Jobs	25%	18%	23%	27%
Illegal immigration	13%	11%	11%	5%
Border security	6%	9%	13%	12%
Taxes	1%	6%	3%	11%
Spending	7%	5%	8%	7%
Family values	2%	4%	7%	8%
Education	4%	3%	0%	7%
Healthcare	6%	3%	0%	2%
Transportation	0%	1%	0%	0%
Not sure	9%	10%	0%	8%



Q: In your opinion, what is the most important issue facing Congress? (CONTINUED)

BY GENDER

Column %	Female	Male
Terrorism	29%	29%
Jobs	17%	24%
Illegal immigration	8%	14%
Border security	12%	5%
Taxes	5%	5%
Spending	4%	6%
Family values	5%	2%
Education	5%	2%
Healthcare	5%	2%
Transportation	0%	2%
Not sure	10%	9%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Terrorism	25%	16%	27%	33%	28%
Jobs	0%	14%	18%	26%	15%
Illegal immigration	5%	13%	11%	10%	13%
Border security	22%	13%	11%	6%	9%
Taxes	0%	14%	14%	2%	3%
Spending	16%	0%	4%	5%	6%
Family values	0%	10%	2%	3%	5%
Education	8%	6%	2%	2%	6%
Healthcare	8%	9%	0%	4%	2%
Transportation	0%	0%	4%	0%	1%
Not sure	16%	6%	6%	9%	12%



Q: In your opinion, what is the most important issue facing Congress? (CONTINUED)

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Terrorism	30%	27%	14%
Jobs	19%	25%	25%
Illegal immigration	13%	6%	2%
Border security	9%	7%	7%
Taxes	5%	5%	0%
Spending	4%	8%	23%
Family values	5%	0%	2%
Education	3%	3%	14%
Healthcare	3%	4%	0%
Transportation	1%	1%	0%
Not sure	8%	15%	12%



Q: What is your opinion of Brian Kelsey?

BY STATE SENATE

Column %	SD 24	SD 26	SD 27	SD 30	SD 31	SD 32	SD 33
Favorable	9%	12%	5%	21%	38%	20%	0%
Unfavorable	8%	18%	12%	20%	14%	12%	0%
No opinion	35%	46%	34%	48%	28%	39%	62%
Never heard of	48%	25%	50%	11%	19%	28%	38%

BY DMA

Column %	Jackson, TN	Memphis, TN	Nashville, TN	Paducah et al, KY-MO-IL
Favorable	9%	24%	0%	5%
Unfavorable	5%	14%	15%	20%
No opinion	33%	37%	47%	28%
Never heard of	52%	26%	37%	46%

BY GENDER

Column %	Female	Male
Favorable	17%	21%
Unfavorable	7%	18%
No opinion	39%	34%
Never heard of	37%	27%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	0%	21%	10%	23%	18%
Unfavorable	23%	23%	13%	12%	8%
No opinion	43%	23%	46%	32%	41%
Never heard of	33%	33%	31%	32%	33%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	21%	15%	8%
Unfavorable	8%	27%	29%
No opinion	38%	30%	45%
Never heard of	34%	29%	19%



Q: What is your opinion of David Kustoff?

BY STATE SENATE

Column %	SD 24	SD 26	SD 27	SD 30	SD 31	SD 32	SD 33
Favorable	4%	15%	6%	17%	35%	18%	0%
Unfavorable	8%	19%	4%	16%	7%	11%	0%
No opinion	31%	43%	34%	55%	32%	40%	62%
Never heard of	58%	23%	57%	11%	25%	30%	38%

BY DMA

Column %	Jackson, TN	Memphis, TN	Nashville, TN	Paducah et al, KY-MO-IL
Favorable	5%	22%	0%	1%
Unfavorable	2%	11%	4%	17%
No opinion	35%	38%	52%	18%
Never heard of	58%	29%	44%	64%

BY GENDER

Column %	Female	Male
Favorable	12%	22%
Unfavorable	4%	15%
No opinion	42%	31%
Never heard of	42%	32%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	8%	7%	6%	22%	17%
Unfavorable	16%	25%	8%	8%	7%
No opinion	30%	22%	40%	36%	39%
Never heard of	46%	46%	46%	33%	37%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	17%	19%	5%
Unfavorable	7%	18%	5%
No opinion	36%	33%	77%
Never heard of	40%	30%	13%



Q: What is your opinion of Mark Luttrell?

BY STATE SENATE

Column %	SD 24	SD 26	SD 27	SD 30	SD 31	SD 32	SD 33
Favorable	21%	38%	14%	62%	65%	55%	38%
Unfavorable	2%	13%	8%	2%	4%	5%	0%
No opinion	27%	36%	35%	26%	28%	28%	0%
Never heard of	50%	13%	44%	9%	3%	12%	62%

BY DMA

Column %	Jackson, TN	Memphis, TN	Nashville, TN	Paducah et al, KY-MO-IL
Favorable	18%	54%	3%	23%
Unfavorable	4%	6%	4%	0%
No opinion	38%	29%	27%	12%
Never heard of	41%	11%	66%	65%

BY GENDER

Column %	Female	Male
Favorable	37%	50%
Unfavorable	4%	6%
No opinion	33%	25%
Never heard of	26%	19%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	43%	36%	46%	46%	38%
Unfavorable	0%	10%	0%	7%	5%
No opinion	39%	23%	35%	25%	34%
Never heard of	18%	31%	19%	22%	23%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	41%	54%	29%
Unfavorable	5%	6%	8%
No opinion	31%	21%	41%
Never heard of	23%	19%	23%



Q: What is your opinion of George Flinn?

BY STATE SENATE

Column %	SD 24	SD 26	SD 27	SD 30	SD 31	SD 32	SD 33
Favorable	19%	18%	20%	39%	21%	25%	0%
Unfavorable	11%	37%	14%	26%	34%	29%	0%
No opinion	29%	39%	28%	35%	37%	37%	38%
Never heard of	41%	6%	38%	0%	8%	10%	62%

BY DMA

Column %	Jackson, TN	Memphis, TN	Nashville, TN	Paducah et al, KY-MO-IL
Favorable	23%	23%	0%	21%
Unfavorable	10%	30%	14%	15%
No opinion	29%	37%	27%	22%
Never heard of	39%	10%	59%	42%

BY GENDER

Column %	Female	Male
Favorable	20%	24%
Unfavorable	17%	34%
No opinion	42%	26%
Never heard of	22%	16%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	28%	32%	13%	22%	23%
Unfavorable	16%	20%	27%	29%	19%
No opinion	40%	30%	43%	31%	35%
Never heard of	16%	19%	18%	18%	23%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	24%	16%	20%
Unfavorable	21%	36%	32%
No opinion	36%	30%	28%
Never heard of	19%	17%	19%



Q: What is your opinion of Tom Leatherwood?

BY STATE SENATE

Column %	SD 24	SD 26	SD 27	SD 30	SD 31	SD 32	SD 33
Favorable	5%	28%	6%	23%	33%	48%	62%
Unfavorable	7%	25%	8%	16%	11%	8%	0%
No opinion	31%	38%	31%	61%	49%	32%	38%
Never heard of	56%	10%	55%	0%	6%	11%	0%

BY DMA

Column %	Jackson, TN	Memphis, TN	Nashville, TN	Paducah et al, KY-MO-IL
Favorable	7%	38%	0%	0%
Unfavorable	3%	12%	4%	18%
No opinion	36%	39%	26%	23%
Never heard of	54%	11%	70%	59%

BY GENDER

Column %	Female	Male
Favorable	25%	32%
Unfavorable	4%	17%
No opinion	44%	29%
Never heard of	27%	22%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	28%	29%	22%	30%	29%
Unfavorable	16%	25%	8%	10%	7%
No opinion	32%	21%	39%	38%	39%
Never heard of	24%	25%	32%	22%	25%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	29%	27%	25%
Unfavorable	8%	18%	21%
No opinion	38%	34%	27%
Never heard of	26%	21%	27%



Q: What is your opinion of Steve Basar?

BY STATE SENATE

Column %	SD 24	SD 26	SD 27	SD 30	SD 31	SD 32	SD 33
Favorable	5%	5%	1%	2%	12%	2%	0%
Unfavorable	6%	12%	6%	19%	11%	9%	0%
No opinion	24%	59%	26%	70%	50%	50%	62%
Never heard of	64%	25%	68%	9%	27%	40%	38%

BY DMA

Column %	Jackson, TN	Memphis, TN	Nashville, TN	Paducah et al, KY-MO-IL
Favorable	4%	5%	0%	5%
Unfavorable	2%	10%	7%	13%
No opinion	29%	50%	23%	12%
Never heard of	65%	34%	70%	70%

BY GENDER

Column %	Female	Male
Favorable	3%	6%
Unfavorable	4%	13%
No opinion	44%	41%
Never heard of	49%	39%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	0%	4%	0%	6%	6%
Unfavorable	16%	20%	8%	8%	6%
No opinion	43%	21%	48%	42%	46%
Never heard of	41%	55%	45%	44%	41%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	4%	7%	2%
Unfavorable	6%	16%	21%
No opinion	44%	39%	43%
Never heard of	46%	37%	34%



Q: What is your opinion of Mark Norris?

BY STATE SENATE

Column %	SD 24	SD 26	SD 27	SD 30	SD 31	SD 32	SD 33
Favorable	4%	29%	7%	6%	35%	43%	0%
Unfavorable	7%	18%	3%	9%	8%	7%	0%
No opinion	30%	37%	27%	80%	39%	32%	100%
Never heard of	59%	16%	62%	5%	19%	18%	0%

BY DMA

Column %	Jackson, TN	Memphis, TN	Nashville, TN	Paducah et al, KY-MO-IL
Favorable	4%	36%	0%	0%
Unfavorable	1%	9%	4%	16%
No opinion	32%	36%	36%	20%
Never heard of	64%	19%	59%	64%

BY GENDER

Column %	Female	Male
Favorable	21%	32%
Unfavorable	4%	12%
No opinion	42%	26%
Never heard of	34%	30%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Favorable	18%	13%	23%	33%	21%
Unfavorable	24%	20%	6%	6%	5%
No opinion	30%	13%	35%	33%	40%
Never heard of	29%	54%	36%	28%	33%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Favorable	27%	28%	10%
Unfavorable	5%	18%	9%
No opinion	36%	26%	35%
Never heard of	33%	28%	45%



Q: If the candidates in the Republican primary election for United States Congress were Brian Kelsey, David Kustoff, Mark Luttrell, George Flinn, Tom Leatherwood and Steve Basar, for whom would you vote?

BY STATE SENATE

Column %	SD 24	SD 26	SD 27	SD 30	SD 31	SD 32	SD 33
Mark Luttrell	11%	24%	10%	46%	39%	34%	38%
George Flinn	15%	11%	12%	6%	9%	8%	0%
Brian Kelsey	10%	11%	4%	6%	14%	6%	62%
David Kustoff	0%	12%	10%	9%	14%	7%	0%
Tom Leatherwood	1%	11%	3%	2%	9%	10%	0%
Steve Basar	1%	1%	1%	0%	1%	0%	0%
Undecided	61%	30%	59%	30%	13%	35%	0%

BY DMA

Column %	Jackson, TN	Memphis, TN	Nashville, TN	Paducah et al, KY-MO-IL
Mark Luttrell	12%	33%	3%	11%
George Flinn	16%	9%	0%	16%
Brian Kelsey	5%	9%	11%	11%
David Kustoff	2%	11%	0%	3%
Tom Leatherwood	2%	9%	0%	0%
Steve Basar	0%	0%	7%	0%
Undecided	62%	28%	80%	58%

BY GENDER

Column %	Female	Male
Mark Luttrell	26%	27%
George Flinn	9%	13%
Brian Kelsey	7%	10%
David Kustoff	7%	10%
Tom Leatherwood	7%	8%
Steve Basar	1%	0%
Undecided	44%	32%



Q: If the candidates in the Republican primary election for United States Congress were Brian Kelsey, David Kustoff, Mark Luttrell, George Flinn, Tom Leatherwood and Steve Basar, for whom would you vote? (CONTINUED)

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Mark Luttrell	19%	25%	30%	28%	23%
George Flinn	28%	16%	13%	8%	10%
Brian Kelsey	0%	13%	4%	11%	8%
David Kustoff	16%	13%	2%	9%	7%
Tom Leatherwood	8%	4%	5%	8%	7%
Steve Basar	0%	0%	0%	1%	1%
Undecided	29%	28%	46%	36%	43%

BY IDEOLOGY

Column %	Conservative	Moderate	Liberal
Mark Luttrell	23%	42%	20%
George Flinn	12%	8%	6%
Brian Kelsey	10%	5%	13%
David Kustoff	9%	6%	8%
Tom Leatherwood	8%	4%	11%
Steve Basar	1%	0%	0%
Undecided	39%	35%	42%



DEMOGRAPHICS

STATE SENATE

	%
SD 24	19%
SD 26	9%
SD 27	15%
SD 30	2%
SD 31	21%
SD 32	33%
SD 33	0%

DMA

	%
Jackson, TN	19%
Memphis, TN	71%
Nashville, TN	3%
Paducah et al, KY-MO-IL	7%

GENDER

	%
Female	51%
Male	49%

AGE

	%
18-29	4%
30-39	7%
40-49	15%
50-69	48%
70+	26%

IDEOLOGY

	%
Conservative	76%
Moderate	21%
Liberal	3%