



**NORTH STAR**  
OPINION RESEARCH

**To: Steve Smith, Finance Chairman, Alexander for Senate**  
**From: Whit Ayres, President, North Star Opinion Research**  
**Date: February 11, 2014**  
**Re: Senator Alexander's Ballot Standing Among Republican Primary Voters**

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Our firm conducted a survey of 600 likely Republican primary voters in Tennessee from February 3-6, 2014. The sample was drawn from past Republican primary voters, and all respondents indicated that they are either absolutely certain or very likely to vote in the Republican primary for federal and state offices this year. Calls were conducted using live interviewers, and 37 percent of the interviews were completed on cell phones. Including a substantial proportion of calls completed on cell phones is a critical step for obtaining accurate numbers in this era when so many voters, especially younger voters, no longer use land lines. The margin of error is plus or minus 4.0 percent. Following are highlights of that survey.

- 1. Senator Alexander holds more than a 3-1 lead against his closest primary opponent.** Alexander stands at 62 percent in a head-to-head ballot test, compared to 17 percent for Joe Carr, 2 percent for Brenda Lenard, and 1 percent for Danny Page, with 18 percent undecided.
- 2. Senator Alexander leads his closest opponent overwhelmingly among key subgroups.** Alexander leads Carr among strong Republicans by 69 to 14 percent, among evangelical Christians by 61 to 18 percent, and among very conservative voters by 53 to 23 percent.
- 3. Senator Alexander holds large leads in each Grand Division of the state.** Alexander leads Carr by 56 to 17 percent in the West and 53 to 26 percent in the Middle. He leads Carr by 70 to 11 percent in his home area of East Tennessee, the region that continues to produce about half the Republican primary vote.
- 4. Senator Alexander's favorable-to-unfavorable rating among primary voters is 67 percent to 26 percent, with 5 percent holding no opinion.** Alexander is universally known, with high favorable ratings, while his opponents are either little known or completely unknown. It is not uncommon in polling for about 5 percent of respondents to say they have never heard of even well-known statewide officials. The percentage of Republican primary voters who say they have never heard of Lamar Alexander is 1.6 percent. On the other hand, the percent of likely Republican voters who have never heard of Joe Carr is 70 percent, almost identical to the 73 percent who had never heard of him last August. Ninety-four percent have never heard of Danny Page, and 95 percent have never heard of Brenda Lenard.

This campaign looks essentially the same today as it did last August. Given Senator Alexander's universal name recognition, it will be very difficult for his opponents to move these numbers. Alexander remains in a very strong position to win the Republican nomination for U.S. Senate.