TO: INTERESTED PARTIES  
FROM: CHRIS WILSON, ASHLEE RICH STEPHENSON  
SUBJECT: BLACKBURN LEADING BREDESEN IN RACE FOR TN-SEN  
DATE: JULY 13, 2018

The following memorandum, prepared on behalf of The Committee to Defend the President, highlights ballot test results from a survey conducted by WPA Intelligence in the state of Tennessee among likely 2018 general election voters. Interviews were collected from July 9-11, 2018 among n=551 likely voters. The margin of error is ±4.2%.

In a head to head ballot matchup, Republican Marsha Blackburn leads Democrat Phil Bredesen with a three point advantage in the race for Tennessee’s open U.S. Senate seat (Blackburn 38% - Bredesen 35%). Eleven percent (11%) are undecided who they would vote for if the election were today.

<table>
<thead>
<tr>
<th>July 2018</th>
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<tbody>
<tr>
<td>BLACKBURN</td>
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<tr>
<td>BREDESEN</td>
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<td>UNDECIDED</td>
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Research Design

WPA Intelligence conducted a study of likely voters and Republican primary voters in Tennessee.

WPAi selected a random sample of likely voters from the Tennessee voter file using Proportionate Probability Sampling (PPS). The sample for this survey was stratified based on geography, age, gender, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

WPAi conducted 551 interviews among likely voters via live telephone July 9-11, 2018. The study has a sample size of n=551 likely voters with a margin of error ±4.2% in 95 out of 100 cases for likely voters.
About WPAi

Since 1998, WPAi has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2015-2016 election cycle, 87% of WPAi clients won. WPAi clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPAi has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) have awarded WPAi “Pollies” for our predictive analytics and adaptive sampling techniques along with our political technology application “Leonardo.” In 2018 WPAi won a “Reed Award” from Campaigns and Elections magazine for building an optimized field program using predictive analytics. Recognition awarded to WPAi highlights our continued committed to advanced methodologies that allowed us to buck national polling trends and deliver industry-leading results on behalf of our clients.

In addition to our political and policy research, WPAi has conducted market research for more than 120 United States Fortune 500 corporations, donor research for more than 250 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.