
THE TARRANCE GROUP

MEMORANDUM

TO: Fincher for Congress

FROM: Brian Tringali
B.J. Martino

DATE: April 12, 2010

RE: Key Findings from a Survey of Republican Voter Attitudes in
The 8th Congressional District of Tennessee

The Tarrance Group is pleased to present the findings from a survey of likely Republican Primary voter attitudes in Tennessee CD 8. All respondents interviewed in this study were part of a fully representative sample of N=401 registered "likely" Republican primary voters. The margin of error for the sample is +/- 4.9% in 19 of 20 cases. The surveys were conducted on April 5-6, 2010.

Executive Summary

In the Republican primary race for the open seat in Tennessee's western Eighth Congressional District, Stephen Fincher has a significant advantage on the ballot, with fully 40% of likely Republican primary voters saying they would vote for him.

The other candidates are running well behind. Ron Kirkland is back at 17% on the ballot, with George Flinn at only 7%, and all other candidates within the margin of error of zero. Just under a third of the primary electorate say they are undecided.

Tennessee CD 8 Republican Primary Ballot Test

<u>Fincher</u>	<u>Kirkland</u>	<u>Flinn</u>	<u>All Others*</u>	<u>Undecided</u>
40%	17%	7%	4%	32%

Fincher extends his lead among those Republicans with the most consistent track record of voting in primaries. Among voters who have voted in all three of the previous Republican primaries, Fincher leads his nearest competitor, 57% to only 13% for Kirkland, with all others in single digits.

Furthermore, Fincher's lead grows among those voters who have heard of both he and Kirkland. Of the nearly 4 in 10 voters (37%) who have heard of both Fincher and Kirkland, Fincher extends his lead, to 66% Fincher and 20% Kirkland.

* Other names tested were Randy Smith and Bennie Watts.

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