



NORTH STAR
OPINION RESEARCH

**To: Steve Smith, Finance Chairman
Alexander for Senate**

**From: Whit Ayres, President
North Star Opinion Research**

Date: August 26, 2013

Re: Senator Alexander's Standing Among Republican Primary Voters

Our firm conducted a survey of 600 likely Republican primary voters in Tennessee from August 19 to 22, 2013, using live interviewers. The results show that Senator Alexander remains a remarkably popular public official, while his announced and potential opponents are little known or completely unknown to Tennessee Republican primary voters. Following are highlights of that survey.

- 1. By a nearly three-to-one margin, Tennessee Republican primary voters approve of Senator Lamar Alexander's job performance.** Alexander's job approval stands at 69 to 24 percent statewide among all primary voters.
- 2. Key subgroups give Senator Alexander high job performance ratings:**
 - Strong Republicans approve by 74 to 21 percent.
 - Evangelical Christians approve by 70 to 24 percent.
 - Very conservative voters approve by 58 to 35 percent.
 - Strong Tea Party supporters approve by 57 to 41 percent.
- 3. Senator Alexander holds strong leads against announced and potential opponents.** Alexander leads Tim Burchett by 62 to 23 percent, leads Joe Carr by 64 to 22 percent, leads Kevin Kookegy by 69 to 15 percent, and leads Brenda Lenard by 69 to 16 percent.

Senator Lamar Alexander remains in a very strong position to win the Republican nomination for U.S. Senate next year.