



2018 | U.S. SENATE ELECTION (TENNESSEE)

Tennessee was marked as ground zero for Republicans and Democrats going into the 2018 election. Following record wins for Republicans in Tennessee, including a landslide victory for Donald Trump, Democrats set their targets on the open U.S. Senate race vacated by Senator Bob Corker with the hope of taking back ground in the Volunteer State.

The Committee to Defend the President mobilized quickly for Congresswoman Marsha Blackburn (R-TN), **spending more than \$1 million in support of her candidacy**—from advertising and polling to opposition research and grassroots outreach. This includes **delivering more than \$170,000 in direct contributions** through our conduit program.



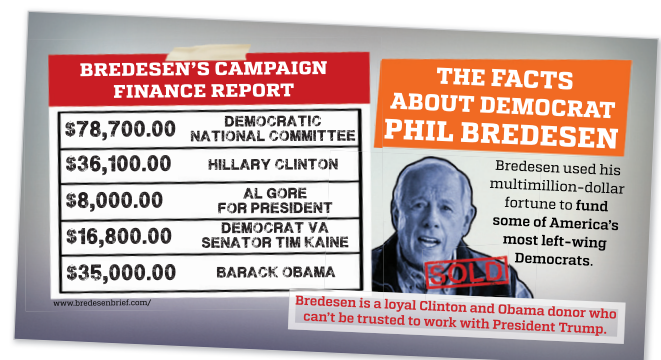
TELEVISION

Investing nearly \$386,000 in TV advertising on local channels, the Committee's ads were **seen by millions of Tennesseans in Nashville, Memphis, Jackson, Knoxville, Chattanooga, and the Tri-Cities area.**



DIGITAL ADVERTISING

Investing \$300,000 in digital advertising on Facebook, YouTube, and other platforms, the Committee **reached more than 1.5 million Tennessee voters and delivered nearly eight million ad views.**



DOOR-KNOCKING

Investing over \$160,000 in grassroots outreach, the Committee **knocked on more than 70,000 doors** in Tennessee, targeting Trump supporters who typically do not vote in off-year elections.



VOTER MAIL

Investing just over \$36,000 in direct mailers, the Committee **reached roughly 90,000 Tennessee households**, praising Blackburn's record and criticizing Bredezen's in print.

COMMITTEE *to* DEFEND *the* PRESIDENT



GOTV CALLS

Investing \$36,000 in phone banking, the Committee ***targeted about 225,000 low-propensity Trump voters*** with automated phone calls once absentee voting began.



OPPOSITION RESEARCH

The Committee ***found key areas of contrast between Blackburn and her opponent, Phil Bredesen***, driving up the positives for the former and the negatives for the latter. These include Bredesen's support for Hillary Clinton and Barack Obama, criticism of President Trump's pro-growth tax cuts, and long history of flip-flopping on Obamacare and other issues, among other findings.



POLLING

Based on the Committee's opposition research, WPA Intelligence ran a benchmark poll of Tennessee voters, finding that Bredesen's support for liberal Democrats and stance on Obamacare were particularly polarizing among the electorate. This survey garnered significant media coverage from *The Tennessean* and other news outlets, and set the stage for future polling.

Learn the **FACTS** about Democrat **Phil Bredesen**

Bredesen used his multimillion-dollar fortune to fund some of America's most left-wing Democrats, including Barack Obama, Hillary Clinton, and Al Gore.

Phil Bredesen's Campaign Finance Report

- **\$78,700.00** to the *Democratic National Committee*
- **\$36,300.00** to *Hillary Clinton*
- **\$2,000** to *Al Gore for President*
- **\$16,800.00** to *Democrat VA Senator Tim Kaine*
- **\$35,000.00** to *Barack Obama*

Bredesen is a loyal Clinton and Obama donor who can't be trusted to work with President Trump.

Source: (<https://www.bredesenbrief.com/>)

The Committee ran three additional internal polls during the campaign to measure the effectiveness of its message:

- The first survey (September 2017) showed that, amongst our targeted Trump-supporting, low-propensity audience, 40.7 percent supported Blackburn and 32.2 percent supported Bredesen, with 26 percent undecided.
- The follow-up survey (October 2017) showed that, while the undecided audience dropped slightly, Blackburn picked up steam from Trump-supporters who were leaning Bredesen. This pushed Blackburn up to 51.2 percent and Bredesen down to 23.9 percent, with 24.9 percent undecided.
- The final survey (February 2018) showed that 80.8 percent of respondents intended on voting, with Blackburn continuing to climb to 57.5 percent support and Bredesen also making up ground with 27.3 percent of the targeted universe.

Even with 15.2 percent undecided, the final poll results clearly show that ***the Committee's program made a significant difference in motivating Tennessee's Trump voters to turn out and vote for Blackburn.***