

July 3, 2015

**To: Interested Parties**  
**Fr: John Anzalone and Kevin Akins**  
**Re: Summary of Polling in Nashville, TN**

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Despite being vastly outspent by self-funders, a recent internal poll finds Metro Councilmember Megan Barry with a strong popularity rating and holding firm to a second-place position among a crowded field of candidates. As she continues to acquire sufficient resources to broadcast her message, Barry is in a strong position to make the run-off to become the first female Mayor of Music City.

**Megan Barry is well positioned to make the run-off.**

- Internal campaign polling shows Megan Barry trailing only Bill Freeman in the race for Mayor. The current vote stands at 21% Freeman / 16% Barry / 13% Gentry / 11% Fox / 9% Rebrovick / 8% Bone / 3% Kane / 18% undecided. Barry's 16% vote share is a +5 point increase from April internal polling. In-line with publicly released polling in June, Barry continues to hold the second position in the race for Mayor.
- As voters learn about the candidates for Mayor, Megan Barry is their top choice. Barry leads the field among voters who can rate every mayoral candidate. Barry also has a strong, loyal coalition of supporters to bring to the polls including Democrats and progressive voters. Given that the Nashville electorate is largely Democratic and a majority of voters consider themselves progressive, Barry's lead among these voters speaks volumes. She has successfully assembled a group of supporters that is unique among other mayoral candidates.
- Megan's personal popularity (51% favorable / 26% unfavorable / 23% can't rate) is strong, at a 2:1 favorable ratio. And her 23% *very favorable* rating is as high or higher than any other candidate. Barry has continued to build on her citywide name id and is a known, liked candidate to a majority of Nashville voters.

**Despite millions spent, many others have little to show.**

- Charles Robert Bone and Linda Eskind Rebrovick continue to register in the single digits, despite significant self-funding and large television buys. Both Bone (64% name id / 8% vote share) and Rebrovick (69% name id / 9% vote share) are known by a majority of voters but are unable to translate their awareness into a significant vote share. It is difficult to see either Bone or Rebrovick's path to a run-off, unless they significantly change the dynamics of the race.
- Bill Freeman only garners one-fifth of the current vote, despite spending over a million dollars on paid communications. His lack of momentum since releasing his own internal polling in May could reflect a stalemate for the self-funding candidate.

Megan Barry continues to stand on strong footing in this multi-candidate race and is uniquely positioned to make the run-off for Mayor. The crowded field is sorting itself and Barry is clearly a top-tier candidate with strong popularity and a dedicated vote coalition to boost her candidacy.

<p>Anzalone Liszt Grove Research conducted N=500 live telephone interviews on landlines and cellphones with likely August 2015 voters in Nashville, Tennessee. Interviews were conducted between June 28 – July 1, 2015. Respondents were selected at random, with interviews apportioned geographically based on past voter turnout. Expected margin of sampling error is <math>\pm 4.4\%</math> with a 95% confidence level.</p>
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