

To: John Rose for Tennessee
 From: Jim McLaughlin – McLaughlin & Associates
 Re: Tennessee Statewide Survey – Republican Primary Summary
 Date: July 2, 2026

Marsha Blackburn's Campaign for Governor Continues to Crumble

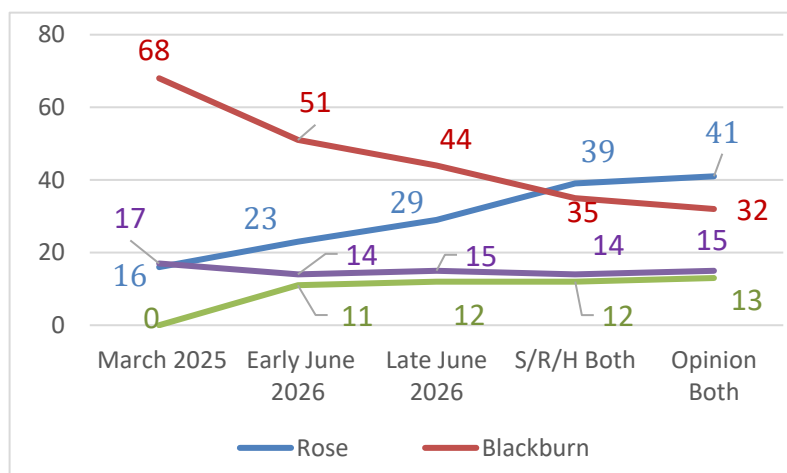
Our latest polling shows that John Rose's campaign continues to build upon its momentum, which is why Marsha Blackburn has gone on the attack.

Key Findings:

Marsha Blackburn is now significantly under 50% on the ballot and voters are looking for an alternative.

- **Only 30% say they'd definitely vote for Blackburn.** Blackburn only garners 44% of voters overall, with John Rose closing in at 29%, while 15% say they are undecided. A NET increase of +13 for Rose, and since last year, John Rose has gained a net of 35 points on the ballot.
- **John Rose now leads with key groups...** including those who have seen, read or heard something about Rose (39%-35%), voters that believe both Blackburn and Rose are Conservatives in their political views (39%-37%), and voters who have an opinion of both Rose and Blackburn (41%-32%). Furthermore, among those with a favorable opinion of Rose, he leads 51%-33%.

	3/19/25	6/5/26	6/30/26	S/R/H Rose	Opin. Both
Marsha Blackburn	68%	51%	44%	35%	32%
John Rose	16%	23%	29%	39%	41%
Monty Fritts	*	11%	12%	12%	13%
Undecided	17%	14%	15%	14%	15%
NET	-52	-28	-15	+4	+9





- **As seen from the very beginning of the campaign, Marsha Blackburn's support is a mile wide and an inch deep.** Blackburn's favorability has dropped by another six points in less than a month, with only 35% now saying they have a very favorable opinion, while her negatives have increased to 34% without any negative ads being run against her.
- **Tennessee GOP Primary Voters are rejecting Blackburn.** Over half of the voters (53%) agree with the statement "Marsha Blackburn is a career politician who has been in political office for over 36 years, and it's time to give someone else a chance to do better as governor.", while only 39% say they disagree.
- **Bottom Line:** With about a month to go, the John Rose campaign seems to be ahead of schedule and is well positioned to win. As the voters learn more, they seem much more likely to support him over Marsha Blackburn in the race for Governor. This survey shows that Marsha Blackburn's vote share and favorability are eroding, while John Rose's momentum builds. Rose's grassroots support and media communications are resonating with Republican Primary voters, and as a result he has been able to improve his vote and show he is the true Trump Conservative, CEO that Tennessee Republican Primary voters want for Governor.

Methodology:

McLaughlin & Associates conducted a survey of 600 likely Republican primary election voters in the state of Tennessee from June 28th – 30th, 2026. A multi-modal approach was employed via live telephone calls and self-administered text messages. The live telephone interviews were conducted by professional interviewers with respondents contacted by both landline phone and cell phone. In the survey, 5% of interviews were completed on traditional landlines, 59% were conducted on cell-phones, and 36% of interviews were conducted via text message. This poll of 600 likely Republican primary election voters has an accuracy of +/- 4.0% at a 95% confidence interval.