

Tennessee Governor SMS Poll: Crosstabs (GOTV Polling)

GOTV Polling · Field: October 25 and 26, 2026 · Respondents: valid SMS responses, n=1,196 · Sponsored by Hatley for Governor. Paid for by Hatley for Governor, Joe Cronin, Treasurer.

TENNESSEE STATEWIDE: SELF-SELECTED SMS REPLIES; primary results unweighted, weighted columns use county/age/sex raking only. Not a probability sample. Margin of error ± 2.8 percentage points (n=1,196, 95% confidence; ± 3.6 with design effect).

Tabs: Topline · Crosstabs (unweighted % and weighted %, with unweighted and weighted N) · Counties (30+ respondents) · Sample profile · Data quality · Methodology · 2022-2024 vote weighting (additional weighting analysis).

Vote choice is reported in exactly five categories: Blackburn, Green, Hatley, Pinkston, Undecided. Each column totals exactly 100.00% (two-decimal largest-remainder rounding).

Undecided: 81 of 1,196 respondents. No respondent is dropped.

Groups with fewer than 50 respondents are flagged LOW SAMPLE. Party composition of respondents: 49% Republican, 23% Democrat, 28% Non-Partisan. No party banner; results are not weighted to party. Cumberland County counted in East Tennessee.

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[Full results: https://gotvpolling.com/tn-gov-oct-27-2026](https://gotvpolling.com/tn-gov-oct-27-2026)

[Press release \(PDF\): https://gotvpolling.com/hatley-poll/files/Hatley_Poll_Press_Release_2026-10-26.pdf](https://gotvpolling.com/hatley-poll/files/Hatley_Poll_Press_Release_2026-10-26.pdf)

[Methodology \(PDF\): https://gotvpolling.com/hatley-poll/files/Hatley_Poll_Methodology_2026-10-25_26.pdf](https://gotvpolling.com/hatley-poll/files/Hatley_Poll_Methodology_2026-10-25_26.pdf)

[Crosstabs \(PDF\): https://gotvpolling.com/hatley-poll/files/Hatley_Poll_Crosstabs_2026-10-25_26.pdf](https://gotvpolling.com/hatley-poll/files/Hatley_Poll_Crosstabs_2026-10-25_26.pdf)

Q1. "For TN Governor, who did you vote for or plan to vote for?" 1. Marsha Blackburn 2. David Hatley 3. Jerri Green 4. Lauren Pinkston 5. Undecided

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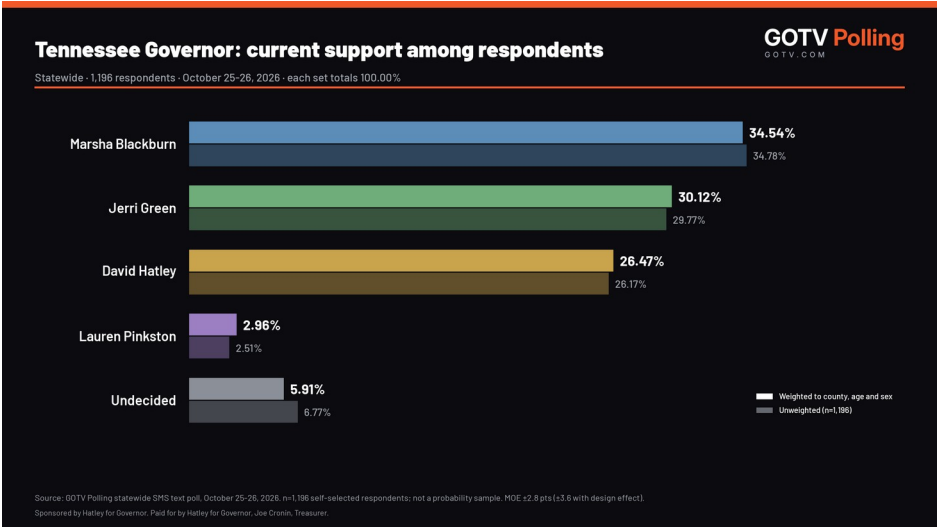
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Response	n	Unweighted %	Weighted %
Marsha Blackburn	416	34.78	34.54
Jerri Green	356	29.77	30.12
David Hatley	313	26.17	26.47
Lauren Pinkston	30	2.51	2.96
Undecided	81	6.77	5.91
Total	1196	100	100

Undecided: 81 of 1,196 respondents. No respondent is dropped. Party composition of respondents: 49% Republican, 23% Democrat, 28% Non-Partisan.

Party composition of respondents

Party	% of respondents
Republican	49
Democrat	23
Non-Partisan	28
Total	100



Q1. Vote choice for Governor by group

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Group	Total	Grand Division	Grand Division	Grand Division	Age	Age	Age	Age	Sex	Sex	County tier	County tier	County tier	County 2024 Trump share	County 2024 Trump share	County 2024 Trump share	County 2024 Trump share
Category	Total	East	Middle	West	18-34	35-49	50-64	65+	Female	Male	Big-5 metro	Mid-size (6-15)	Smaller/rural (16-95)	Trump <50%	Trump 50-65%	Trump 65-75%	Trump 75%+
Unweighted N	1196	511	489	196	97	307	407	385	595	601	503	337	356	260	305	258	373
Weighted N	1196	449.8	503.3	243	237.3	269.8	330.7	358.2	627.9	568.1	471	298.1	426.9	258.3	266.4	265.4	405.8
Sample flag																	
UNWEIGHTED %																	
Blackburn	34.78	33.66	36.19	34.19	20.62	23.78	33.91	48.05	32.1	37.44	33.2	32.94	38.76	31.54	35.74	34.88	36.19
Green	29.77	29.55	29.65	30.61	42.27	40.72	26.04	21.82	31.77	27.79	37.77	26.41	21.63	38.46	35.08	26.36	21.72
Hatley	26.17	28.77	23.93	25	25.77	23.45	30.47	23.9	25.21	27.12	20.87	30.27	29.78	21.54	20.33	27.52	33.24
Pinkston	2.51	1.76	3.07	3.06	8.25	4.56	1.23	0.78	3.36	1.66	2.39	3.26	1.97	2.31	2.29	2.33	2.95
Undecided	6.77	6.26	7.16	7.14	3.09	7.49	8.35	5.45	7.56	5.99	5.77	7.12	7.86	6.15	6.56	8.91	5.9
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED % (county/age/sex)																	
Blackburn	34.54	36.97	33.73	31.69	20.97	22.88	35.31	51.58	30.97	38.47	31.53	29.84	41.13	28.73	35.75	32.94	38.48
Green	30.12	29.17	30.91	30.25	37.52	41.76	25.72	20.53	32.89	27.06	39.91	28.87	20.2	40.59	37.45	27.42	20.41
Hatley	26.47	26.85	25.91	26.96	31.86	23.16	29.57	22.54	25.59	27.46	20.38	32.31	29.12	22	18.5	29.98	32.26
Pinkston	2.96	1.68	3.23	4.77	7.52	4.37	1.11	0.59	4.2	1.59	2.6	3.4	3.05	2.68	2.29	2.62	3.81
Undecided	5.91	5.33	6.22	6.33	2.13	7.83	8.29	4.76	6.35	5.42	5.58	5.58	6.5	6	6.01	7.04	5.04
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Undecided: 81 of 1,196 respondents. No respondent is dropped.

Vote choice by county: counties with 30+ respondents (unweighted)

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County	Grand Division	n	Blackburn %	Green %	Hatley %	Pinkston %	Undecided %
Davidson	Middle	138	31.16	41.31	20.29	3.62	3.62
Shelby	West	121	31.4	35.54	23.14	0.83	9.09
Knox	East	112	35.71	36.61	18.75	1.79	7.14
Hamilton	East	82	30.49	40.24	21.95	2.44	4.88
Williamson	Middle	60	48.33	21.67	18.33	3.34	8.33
Rutherford	Middle	50	42	32	20	4	2
Sullivan	East	48	22.92	14.58	52.08	6.25	4.17
Washington	East	45	31.11	22.22	37.78	0	8.89
Montgomery	Middle	42	33.33	28.57	23.81	2.38	11.91
Sumner	Middle	31	25.81	32.26	29.03	0	12.9

73 counties with 1-29 respondents and 12 counties with none are not reported individually; they are included in all statewide and group results.

Sample profile (respondents vs weighting targets)

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Variable	Category	Unweigh ted n	Unweigh ted %	Target %	Weighte d %
Sex	Female	595	49.75	52.5	52.5
Sex	Male	601	50.25	47.5	47.5
Age	18-34	97	8.11	19.84	19.84
Age	35-44	195	16.3	14.98	14.98
Age	45-64	519	43.39	35.22	35.22
Age	65+	385	32.19	29.95	29.95
Within 18-34 (voter-record age only)	18-24	10	10.31	31.25	31.25
Within 18-34 (voter-record age only)	25-34	87	89.69	68.75	68.75
Grand Division	East	511	42.73	37.8	37.61
Grand Division	Middle	489	40.89	42.25	42.08
Grand Division	West	196	16.39	19.95	20.31
County tier	Big-5 metr	503	42.06	38.54	39.38
County tier	Mid-size (6	337	28.18	24.39	24.93
County tier	Smaller/ru	356	29.77	37.06	35.69

Data quality

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Check	Result	Note
Exact duplicate rows	1	Dropped (one repeated row in the October 26 export)
County field	Oct 25: not in export · Oct 26: from voter record	Oct 25 assigned from ZIP + city (modal county); Oct 26 matched by voter ID; all respondents assigned; Cumberland counted in East
Party / Voter ID / Grand Division fields	Oct 25: not in export · Oct 26: in export	Party composition of respondents: 49% Republican, 23% Democrat, 28% Non-Partisan. No party banner; results not weighted to party.
Conflicting answers	13	Earliest kept
Respondents who also sent opt-out language	30	Kept (same rule)
Multi-number replies (e.g. "1 and 2", "2 or 3")	13	Not classified (ambiguous)
Replies window	October 25, 2026, 3:15-4:14 PM PT (5:15-6:14 PM CT); October 26, 2026, 1:09-3:11 PM PT (3:09-5:11 PM CT)	

Methodology summary

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Item	Detail
Conducted by	GOTV Polling (FullPAC, Inc.; GOTV.com); analysis by GOTV Intel.
Sponsor	Hatley for Governor. Paid for by Hatley for Governor, Joe Cronin, Treasurer.
Disclosure	The poll was sponsored and paid for by Hatley for Governor, the campaign committee of David Hatley, independent candidate for Governor. GOTV Polling conducted the fieldwork and analysis as a paid vendor. GOTV AI uses proprietary first-party data, along with agents and systems powered by SpaceX AI, Anthropic, and OpenAI.
Field dates	October 25 and 26, 2026. Replies received October 25, 3:15-4:14 PM PT (5:15-6:14 PM CT) and October 26, 1:09-3:11 PM PT (3:09-5:11 PM CT).
Population	Export timestamps treated as UTC.
Sample design	Tennessee registered voters with a matched mobile phone on the voter file (city, ZIP, sex and age fields); statewide.
Mode	Non-probability. Respondents self-select by replying. On October 26 the sample was expanded to include additional registered voters, selected to improve geographic and demographic balance, and additional responses collected that day are combined with the October 25 responses. A phone counts once across both days (earliest valid reply kept); October 26 recipients excluded anyone who had already replied.
Screening / likely voters	Automated text-message (SMS) survey with a reply-by-number question; English only. No web, IVR or live interviewing.
	None. Registration and likelihood to vote were not asked; every respondent who gave a valid answer is included.
	For TN Governor, who did you vote for or plan to vote for?
	1. Marsha Blackburn
	2. David Hatley
	3. Jerri Green
	4. Lauren Pinkston
	5. Undecided
Question wording (exact)	Reply 1-5. STOP to END
Question order / options	Single question with five options in fixed numeric order (not rotated): 1. Marsha Blackburn, 2. David Hatley, 3. Jerri Green, 4. Lauren Pinkston, 5. Undecided.
Reporting categories (five buckets)	All results are reported in five categories, matching the five answer options: Blackburn, Green, Hatley, Pinkston and Undecided. Undecided: 81 of 1,196 respondents. No respondent is dropped. Percentages are shown to two decimals using largest-remainder rounding so each column totals exactly 100.00%.
Sample composition (party)	Party composition of respondents: 49% Republican, 23% Democrat, 28% Non-Partisan. Results are not weighted to party.
Sample size	1,196 classified respondents in 83 of 95 counties; 10 counties have 30+ replies. Grand Division (Cumberland County counted in East Tennessee): East 511, Middle 489, West 196. Respondents with out-of-state area codes are included (cell numbers often keep their original area code after a move), with county from the Tennessee voter record.

Counting rule	One respondent per phone across both days, the earliest inbound message that classifies to an answer (exact digit on the list shown that day; digit followed by a matching option word; an unambiguous candidate name; or 'undecided'). Exact-duplicate log rows (1) dropped. 13 phones gave conflicting answers (earliest kept); 30 respondents also sent opt-out language. Respondent-level raking to county (50% 2022 Governor + 50% 2024 President certified turnout, TN SOS), age (18-34/35-44/45-64/65+, and 18-24 vs 25-34; Tennessee electorate by age, Census CPS Nov 2022/2024 via KFF) and sex (52.5% female, national CPS assumption). Age and sex known for all 1,196 respondents (October 26 age from the voter record where the export was blank). Not weighted to party, race, education or 2024 vote. Additional weighting analysis: the crosstabs include a tab that also adjusts the Blackburn and Green split in each Grand Division to 2022 Governor and 2024 President county results; it is shown for reference and the primary results remain unweighted.
Weighting	
Design effect	Kish DEFF 1.61; effective n 745 of 1,196; weights 0.33-10.42 (untrimmed).
Margin of error	±2.8 percentage points (n=1,196, 95% confidence; $1.96 \times \sqrt{(0.25/n)}$); ±3.6 with the design effect. Respondents self-selected, so the margin of error covers sampling error only and does not capture self-selection or coverage error; total error can be much larger. These are replies from 1,196 people across Tennessee who chose to answer a one-question text message; they are self-selected and are not a representative probability sample of the Tennessee electorate. Respondents were 49% Republican, 23% Democrat and 28% Non-Partisan. Results are weighted to county, age and sex only; they are not weighted to party or past vote. Weighted results: Blackburn 34.54%, Green 30.12%, Hatley 26.47%, Pinkston 2.96% and Undecided 5.91%. Margin of error: ±2.8 percentage points (n=1,196, 95% confidence; ±3.6 with the weighting design effect). The margin of error reflects sampling error only and does not capture non-sampling error such as self-selection or coverage. The figures describe respondents and are not a prediction of the election.
Known bias	
Opt-outs (compliance)	541 respondents' phones sent opt-out language (broad keyword list) and are excluded from further contact; 30 of them had also given a valid answer, which is kept.
Ballot coverage	The question named four candidates (Blackburn, Hatley, Green, Pinkston) plus Undecided. 11 additional qualified candidates were not named, and Hatley and Pinkston were shown without the Independent designation. The October 25 export has no county field; county was assigned from the voter-record ZIP code and city (modal county among voter-file records with the same ZIP/city). October 26 county comes from the matched voter record. Cumberland County is counted in East Tennessee. Precinct (VTD) maps were not produced.
Geography	
Contact for methodology questions	Hector@GOTV.com; 781.518.8534

ADDITIONAL WEIGHTING ANALYSIS: 2022 Governor and 2024 President county results

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Weighted to 2022 Governor county results

Response	Total	East	Middle	West
Marsha Blackburn	42.99	48.56	41.18	36.41
Jerri Green	21.67	17.58	23.47	25.53
David Hatley	26.47	26.85	25.9	26.96
Lauren Pinkston	2.96	1.68	3.23	4.77
Undecided	5.91	5.33	6.22	6.33
Total	100	100	100	100

Weighted to 2024 President county results

Response	Total	East	Middle	West
Marsha Blackburn	42.08	47.77	41.13	33.52
Jerri Green	22.58	18.37	23.52	28.42
David Hatley	26.47	26.85	25.9	26.96
Lauren Pinkston	2.96	1.68	3.23	4.77
Undecided	5.91	5.33	6.22	6.33
Total	100	100	100	100