

Methodology and Disclosure Statement: Tennessee Governor SMS Poll, Statewide, October 25 and 26, 2026

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). Export timestamps treated as UTC.
Population	Tennessee registered voters with a matched mobile phone on the voter file (city, ZIP, sex and age fields); statewide.
Sample design	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.
Mode	Automated text-message (SMS) survey with a reply-by-number question; English only. No web, IVR or live interviewing.
Screening / likely voters	None. Registration and likelihood to vote were not asked; every respondent who gave a valid answer is included.
Question wording (exact)	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 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.
Weighting	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.
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.
Known bias	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.
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.
Geography	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.
Contact for methodology questions	Hector@GOTV.com; 781.518.8534

Topline (five categories)

Response	n	Unweighted %	Weighted % (county/age/sex)
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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	100.00	100.00

Additional weighting analysis (scenario, for reference)

Response	2022 Governor basis	2024 President basis
Marsha Blackburn	42.99	42.08
Jerri Green	21.67	22.58
David Hatley	26.47	26.47
Lauren Pinkston	2.96	2.96
Undecided	5.91	5.91
Total	100.00	100.00

Links

Full results: <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

Crosstabs (XLSX): https://gotvpolling.com/hatley-poll/files/Hatley_Poll_Crosstabs_2026-10-25_26.xlsx

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

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