



Crosstab workbook — Tennessee Governor SMS Poll — Northeast TN: Greene, Washington, Sullivan, Carter, Johnson counties



Sponsor: Hatley for Governor (David Hatley campaign) · Conducted by GOTV Polling (FullPAC, Inc. · GOTV.com) · Field: October 17, 2026 · Base: classified SMS replies, n=762 · Released October 19, 2026

NORTHEAST TN: GREENE, WASHINGTON, SULLIVAN, CARTER, JOHNSON COUNTIES — UNWEIGHTED SELF-SELECTED SMS REPLIES (weighted columns: county/age/sex raking only). Not a probability sample. Margin of error ± 3.6 percentage points (n=762, 95% confidence).

1. Base: 762 classified respondents whose texted voter record is in Greene, Washington, Sullivan, Carter or Johnson County, rebuilt from the message logs (earliest classifiable reply per phone). See 'Count reconciliation' for replies a looser rule would add.
2. Banner: Total | County | Age | Sex | County tier | County 2024 Trump share band (only tiers/bands present in the five counties are shown). Column letters are labels only; NO significance testing. Age and sex only where the texted voter record carries them (age 719, sex 480 of 762); records from a list texted to ages 18-24 are placed in 18-24 (assumed). County for all (voter county or inferred from Tennessee voter age targets and a national sex target (no county-level targets documented)).
3. Columns with unweighted n < 50 are suppressed ('*'). Columns with n 50-99 are shaded as low base.
4. Table 1 = UNWEIGHTED. Table 2 = weighted ONLY to county (all), age and sex (where known) by respondent-level raking; Kish design effect 1.13, effective n 675. Not weighted to party, race, education or 2024 vote — not in the data.
5. Known bias: Green 54.2% of Blackburn+Green replies vs Harris 22.9% of the 2024 two-party vote in these five counties; within counties replies run a median 29.4 pts more Democratic (4 counties with ≥ 30 B+G replies). Demographic weighting does not correct it.
6. Exact-duplicate log rows (21) were dropped before the county filter. Small base: county n = Sullivan 297, Washington 248, Greene 109, Carter 87, Johnson 21. Johnson (n<50) is suppressed in the crosstabs; Carter (n<100) is shaded as a low base. Weighting uses Tennessee voter age targets and a national sex target (no county-level targets documented).
7. Margin of error: ± 3.6 percentage points (n=762, 95% confidence), simple-random-sample formula at p=50%. The sample is self-selected with a documented partisan non-response skew, which the margin of error does not capture.
8. No individual voter data. Aggregates only. Precinct tab: respondent addresses geocoded (US Census batch geocoder) to TIGER/Line 2020 VTDs; 733 of 762 respondents placed in a VTD of their record county (23 not geocoded, 6 fell outside their record county). Respondents with fewer than 10 respondents are suppressed ('*').
9. Compliance: 818 phones in these counties sent opt-out language (rebuilt) vs 762 respondents.
10. Final release edition. Regenerate with /workspace/poll_5county/pipeline/build_5county_final.py.



Sample profile (respondents vs weighting targets)



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Variable	Category	Unweighted n	Unweighted %	Target %	Weighted %	known_n
Sex	Female	345	50.7	52.5	52.5	680
Sex	Male	335	49.3	47.5	47.5	680
Age	18-34	90	12.5	19.8	19.8	719
Age	35-44	105	14.6	15	15	719
Age	45-64	247	34.4	35.2	35.2	719
Age	65+	277	38.5	30	30	719
Within 18-34 (voter-record ag18-24		6	11.8	31.3	31.3	51
Within 18-34 (voter-record ag25-34		45	88.2	68.7	68.7	51
County	Greene	109	14.3	15.2	15.2	762
County	Washington	248	32.5	30.6	30.6	762
County	Sullivan	297	39	37.3	37.3	762
County	Carter	87	11.4	12.5	12.5	762
County	Johnson	21	2.8	4.3	4.3	762
County tier	Mid-size (6-15)	545	71.5	67.9	67.9	762
County tier	Smaller/rural (16-95)	217	28.5	32.1	32.1	762

Targets: county = 50% 2022 Governor + 50% 2024 President certified county vote totals (TN Secretary of State); age = average of TN voters by age, Nov 2022 and Nov 2024 (Census CPS via KFF); sex = 52.5% female (national 2022 CPS figure, an assumption). Party, race, education and 2024 vote recall are not in the data and are not weighted.



Topline (total classified respondents)



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Q1 For whom do you plan to vote for Governor in November? (SMS; options listed in fixed order 1–7, not rotated)

Response	Unweighted n	Unweighted %	Weighted % (county/age/sex only)
Marsha Blackburn (R)	190	24.9	22.9
David Hatley	277	36.4	36.4
Jerri Green (D)	225	29.5	31.6
Lauren Pinkston	9	1.2	1.3
Other	6	0.8	0.7
Unsure	35	4.6	4.3
Won't vote	20	2.6	2.8
Classified respondents, five counties	762		
Weighted base	762		



Rebuilt count — five counties (earliest classifiable reply per phone)



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Response	Five counties (rebuilt) n	Five counties %
Blackburn	190	24.9
Hatley	277	36.4
Green	225	29.5
Pinkston	9	1.2
Other	6	0.8
Unsure	35	4.6
Won't vote	20	2.6
Total	762	100

Five counties: phones with no reply our rule accepts, by what a looser keyword rule would read them as

Reply type (phones with no reply our rule can classify)	Blackburn	Hatley	Green	Pinkston	Other	Unsure	Won't vote	Total
Bare option word ("unsure", "other")	0	0	0	0	0	2	0	2
Digit plus other words (e.g. "3 green", "2 or 3")	6	2	3	0	2	1	1	15
Misspelled name (e.g. "Jerry Green")	1	0	1	0	0	0	0	2
Negation (e.g. "not Marsha", "anyone but Marsha")	10	0	1	0	0	0	0	11
Other text containing a name/option word (e.g. "already voted for ...")	10	4	10	1	0	0	0	25
Tapback/reaction quoting the question (e.g. "Liked ...1. Marsha Blackburn..")	11	0	0	0	0	0	0	11
All phones a loose classifier would add	38	6	15	1	2	3	1	66

Pct columns are percentages of each column's total.



Crosstabs — Northeast TN 5 counties — banner: Total | County | Age | Sex | County tier |
County Trump-2024 band



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Total	County					Age				Sex		County tier		County 2024 Trump share	
Total	Greene	Washington	Sullivan	Carter	Johnson	18-34	35-49	50-64	65+	Female	Male	Mid-size (6-15)	Smaller/rural (16-95)	Trump 65-75%	Trump 75%+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)

Table 1
Q1 For whom do you plan to vote for Governor in November? — UNWEIGHTED

Base: classified SMS respondents (one per phone). Unweighted.

Unweighted Base	762	109	248	297	87	21	90	159	193	277	345	335	545	217	248	514
Weighted Base	762	109	248	297	87	21	90	159	193	277	345	335	545	217	248	514
Marsha Blackburn (R)	190	26	63	72	23	*	10	17	52	96	85	86	135	55	63	127
col %	24.9%	23.9%	25.4%	24.2%	26.4%	*	11.1%	10.7%	26.9%	34.7%	24.6%	25.7%	24.8%	25.3%	25.4%	24.7%
David Hatley	277	32	85	112	41	*	36	66	75	86	112	135	197	80	85	192
col %	36.4%	29.4%	34.3%	37.7%	47.1%	*	40.0%	41.5%	38.9%	31.0%	32.5%	40.3%	36.1%	36.9%	34.3%	37.4%
Jerri Green (D)	225	36	81	84	19	*	34	61	52	67	115	83	165	60	81	144
col %	29.5%	33.0%	32.7%	28.3%	21.8%	*	37.8%	38.4%	26.9%	24.2%	33.3%	24.8%	30.3%	27.6%	32.7%	28.0%
Lauren Pinkston	9	1	2	5	1	*	3	2	1	2	3	4	7	2	2	7
col %	1.2%	0.9%	0.8%	1.7%	1.1%	*	3.3%	1.3%	0.5%	0.7%	0.9%	1.2%	1.3%	0.9%	0.8%	1.4%
Other	6	0	3	3	0	*	1	0	2	3	3	3	6	0	3	3
col %	0.8%	0.0%	1.2%	1.0%	0.0%	*	1.1%	0.0%	1.0%	1.1%	0.9%	0.9%	1.1%	0.0%	1.2%	0.6%
Unsure	35	9	9	14	1	*	2	4	8	19	18	14	23	12	9	26
col %	4.6%	8.3%	3.6%	4.7%	1.1%	*	2.2%	2.5%	4.1%	6.9%	5.2%	4.2%	4.2%	5.5%	3.6%	5.1%
Won't vote	20	5	5	7	2	*	4	9	3	4	9	10	12	8	5	15
col %	2.6%	4.6%	2.0%	2.4%	2.3%	*	4.4%	5.7%	1.6%	1.4%	2.6%	3.0%	2.2%	3.7%	2.0%	2.9%
NET: any named candidate (1-4)	701	95	231	273	84	*	83	146	180	251	315	308	504	197	231	470
col %	92.0%	87.2%	93.1%	91.9%	96.6%	*	92.2%	91.8%	93.3%	90.6%	91.3%	91.9%	92.5%	90.8%	93.1%	91.4%
Sigma	100%	100%	100%	100%	100%	*	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 2
Q1 For whom do you plan to vote for Governor in November? — WEIGHTED TO COUNTY/AGE/SEX ONLY

Base: all classified respondents. Raked to county (all), age and sex (where known). NOT weighted to party, race, education or 2024 vote.

Unweighted Base	762	109	248	297	87	21	90	159	193	277	345	335	545	217	248	514
Weighted Base	762	116.2	233.2	284.4	95.5	32.7	142.4	161.9	198.3	214.9	342.8	310.1	517.6	244.4	233.2	528.8
Marsha Blackburn (R)	174.4	25.6	53.3	63.7	23.5	*	13.4	16.9	53.9	74.5	77.7	74.6	117	57.4	53.3	121.2
col %	22.9%	22.0%	22.8%	22.4%	24.6%	*	9.4%	10.5%	27.2%	34.7%	22.7%	24.1%	22.6%	23.5%	22.8%	22.9%
David Hatley	277.7	35.3	79.7	105.2	46.2	*	53	67.1	76.2	66.8	109.3	127.1	184.8	92.9	79.7	198.1
col %	36.4%	30.4%	34.2%	37.0%	48.4%	*	37.2%	41.4%	38.4%	31.1%	31.9%	41.0%	35.7%	38.0%	34.2%	37.5%
Jerri Green (D)	241.2	39.7	83.8	88.2	20.7	*	62.7	62.1	53.4	52.1	123.1	80.7	172	69.2	83.8	157.4
col %	31.6%	34.1%	35.9%	31.0%	21.7%	*	44.1%	38.3%	27.0%	24.3%	35.9%	26.0%	33.2%	28.3%	35.9%	29.8%
Lauren Pinkston	9.5	1.3	1.6	4.9	1.7	*	4.2	2	0.9	1.5	3	3.8	6.6	3	1.6	7.9
col %	1.3%	1.1%	0.7%	1.7%	1.8%	*	2.9%	1.2%	0.5%	0.7%	0.9%	1.2%	1.3%	1.2%	0.7%	1.5%
Other	5.4	0	2.9	2.5	0	*	1.2	0	2	2.1	3.2	2.1	5.4	0	2.9	2.5
col %	0.7%	0.0%	1.2%	0.9%	0.0%	*	0.8%	0.0%	1.0%	1.0%	0.9%	0.7%	1.0%	0.0%	1.2%	0.5%
Unsure	32.8	9.4	7.1	12.4	1.2	*	2.8	4	8.7	14.8	17.1	11.5	19.5	13.2	7.1	25.6
col %	4.3%	8.1%	3.1%	4.3%	1.2%	*	2.0%	2.5%	4.4%	6.9%	5.0%	3.7%	3.8%	5.4%	3.1%	4.8%
Won't vote	21	4.9	4.8	7.6	2.2	*	5	9.8	3.1	3.1	9.3	10.3	12.4	8.6	4.8	16.2
col %	2.8%	4.2%	2.1%	2.7%	2.3%	*	3.5%	6.1%	1.6%	1.5%	2.7%	3.3%	2.4%	3.5%	2.1%	3.1%
NET: any named candidate (1-4)	702.8	101.9	218.3	262	92.1	*	133.4	148.1	184.5	194.9	313.2	286.3	480.3	222.5	218.3	484.5
col %	92.2%	87.7%	93.6%	92.1%	96.4%	*	93.7%	91.4%	93.0%	90.7%	91.4%	92.3%	92.8%	91.0%	93.6%	91.6%
Sigma	100%	100%	100%	100%	100%	*	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* = unweighted n < 50 (suppressed). Shaded = low base (n 50-99). Column letters are labels only; no significance testing.



Results by county (unweighted counts) — five Northeast TN counties



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county	region	tier	delivered	n	participation %	Blackburn	Green	Hatley	Pinkston	Other	Unsure	Won't vote	Blackburn %	Green %	Hatley %	leader (3-way)	trump24 %	harris24 %	Green 2-party %	Harris 2-party %	Green-Harris 2-party gap (pts)	sample share % (of 5 counties)	target share % (of 5 counties)	
Sullivan	East	Mid-size (6-15)	10640	297	2.8	72	84	112	5	3	14	7	24.2	28.3	37.7	Hatley	77	22	53.8	22.2		31.6	39	37.3
Washington	East	Mid-size (6-15)	8976	248	2.8	63	81	85	2	3	9	5	25.4	32.7	34.3	Hatley	69.1	29.6	56.2	30	26.2	32.5	30.6	
Greene	East	Smaller/rural (16-95)	4423	109	2.5	26	36	32	1	0	9	5	23.9	33	29.4	Green	82.3	16.5	58.1	16.7	41.3	14.3	15.2	
Carter	East	Smaller/rural (16-95)	3259	87	2.7	23	19	41	1	0	1	2	26.4	21.8	47.1	Hatley	81.1	17.9	45.2	18.1	27.1	11.4	12.5	
Johnson	East	Smaller/rural (16-95)	1255	21	1.7	6	5	7	0	0	2	1				Hatley	84.3	15		15.1		2.8	4.3	
Total (5 counties)	East		28553	762	2.7	190	225	277	9	6	35	20	24.9	29.5	36.4		76.2	22.7	54.2	22.9	31.3	100	100	

Percentages blank where county n < 30; leader suppressed where three-candidate replies < 10. Gap shown only where Blackburn+Green replies ≥ 30. Counts are raw replies, not estimates of county vote.



Contact and disposition counts — five counties (rebuilt from the SMS message logs)



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Item	Count
Outbound texts logged	30158
of which SUCCESS (platform status; not verified read)	28553
FAIL	1604
other status (queued/created)	1
Unique phones texted	30158
Inbound messages (exact-duplicate rows dropped before the county filter:	1927
Unique inbound sender phones	1815
Classified answer (counted)	762
Opt-out only (no classifiable answer)	797
Other / unclassified text only	256
Classified respondents (counted)	762
also sent opt-out language at some point	21
phones with conflicting answers (earliest kept)	3
Phones sending opt-out language	818
Participation: classified / SUCCESS phones (%)	2.7

Per AAPOR Standard Definitions, no response rate is computed for a non-probability sample; participation is descriptive only.



Texted universe vs respondents, by group



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dimension	group	texted	delivered	respondents	participation % of delivered	share of texted %	share of respondents %
County	Carter	3447	3259	87	2.7	11.4	11.4
County	Greene	4670	4423	109	2.5	15.5	14.3
County	Johnson	1350	1255	21	1.7	4.5	2.8
County	Sullivan	11243	10640	297	2.8	37.3	39
County	Washington	9448	8976	248	2.8	31.3	32.5
County tier	Mid-size (6-15)	20691	19616	545	2.8	68.6	71.5
County tier	Smaller/rural (16-95)	9467	8937	217	2.4	31.4	28.5
Sex	Female	13674	12971	345	2.7	53.2	45.3
Sex	Male	12046	11358	335	2.9	46.8	44
Age	18-34	5761	5568	90	1.6	20.5	11.8
Age	35-49	6205	5934	159	2.7	22.1	20.9
Age	50-64	7597	7210	193	2.7	27	25.3
Age	65+	8551	7921	277	3.5	30.4	36.4



Results by precinct (2020 Census VTDs) — precincts with fewer than 10 respondents suppressed

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County	Precinct (VTD name)	GEOID20	Respondents	Blackburn	Green	Hatley	Pinkston	Other/ Unsure/Won't vote	Blackburn %	Green %	Hatley %	Top choice (B/G/H)
Carter	Central	47019000902	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Court House	47019000906	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Eastside	47019000910	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Elk Mills	47019000914	0 *	*	*	*	*	*				No/insufficient responses
Carter	Gap Creek	47019000917	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Hampton	47019000916	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Happy Valley	47019000901	<10	*	*	*	*	*				No/insufficient responses
Carter	Harold McCormick	47019000912	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	High School	47019000905	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Hunter	47019000908	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Keensburg	47019000907	0 *	*	*	*	*	*				No/insufficient responses
Carter	Little Milligan	47019000913	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Midway	47019000921	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	National Guard Armory	47019000922	<10	*	*	*	*	*				No/insufficient responses
Carter	Range	47019000903	<10	*	*	*	*	*				No/insufficient responses
Carter	Roan Mountain	47019000915	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Siam	47019000909	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Tiger Valley	47019000918	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Unaka	47019000919	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Valley Forge	47019000911	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Carter	Watauga	47019000920	0 *	*	*	*	*	*				No/insufficient responses
Carter	Westside	47019000904	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Baileyton	47059003067	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Camp Creek	47059003052	16	10	2	3	0		1	62.5	12.5	18.8 Blackburn
Greene	Chuckey	47059003073	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Chuckey Doak	47059003072	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Court House	47059003065	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Debusk	47059003059	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Doak	47059003069	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Glenwood	47059003084	<10	*	*	*	*	*				No/insufficient responses
Greene	High School	47059003061	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	McDonald	47059003054	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Middle School	47059003066	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Mosheim	47059003082	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Nolachuckey	47059003053	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Ottway	47059003080	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	South Greene	47059003077	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Greene	Tusculum View	47059003063	<10	*	*	*	*	*				No/insufficient responses
Greene	West Pines	47059003076	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Johnson	1A Laurel	47091004704	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Johnson	1B Cold Springs	47091004708	<10	*	*	*	*	*				No/insufficient responses
Johnson	2 Forge/Shouns	47091004701	0 *	*	*	*	*	*				No/insufficient responses
Johnson	3A Trade	47091004710	<10	*	*	*	*	*				No/insufficient responses
Johnson	3B Neva	47091004703	<10	*	*	*	*	*				No/insufficient responses
Johnson	4A Dry Run	47091004709	<10	*	*	*	*	*				No/insufficient responses
Johnson	4B Butler	47091004702	<10	*	*	*	*	*				No/insufficient responses
Johnson	5 Doe Valley	47091004705	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Johnson	6 Shady	47091004706	<10	*	*	*	*	*				No/insufficient responses
Johnson	7 City	47091004707	<10	*	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Sullivan	10A	47163008522	14	2	5	5	0		2	14.3	35.7	35.7 Tie
Sullivan	10B	47163008505	10	2	1	4	0		3	20	10	40 Hatley

Sullivan	11A	47163008506	22	6	6	9	0	1	27.3	27.3	40.9 Hatley
Sullivan	11B	47163008523	13	2	6	4	0	1	15.4	46.2	30.8 Green
Sullivan	1A	47163008504	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Sullivan	2A	47163008501	15	3	8	3	0	1	20	53.3	20 Green
Sullivan	2B	47163008517	10	2	1	6	0	1	20	10	60 Hatley
Sullivan	2C	47163008516	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Sullivan	3A	47163008503	16	4	7	4	0	1	25	43.8	25 Green
Sullivan	4A	47163008502	24	4	7	8	0	5	16.7	29.2	33.3 Hatley
Sullivan	4B	47163008515	<10	*	*	*	*				No/insufficient responses
Sullivan	4C	47163008514	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Sullivan	5A	47163008513	22	7	6	7	1	1	31.8	27.3	31.8 Tie
Sullivan	5B	47163008512	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Sullivan	5C	47163008507	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Sullivan	6A	47163008520	16	2	5	9	0	0	12.5	31.2	56.2 Hatley
Sullivan	6B	47163008521	12	3	5	4	0	0	25	41.7	33.3 Green
Sullivan	6C	47163008508	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Sullivan	7A	47163008519	13	6	1	6	0	0	46.2	7.7	46.2 Tie
Sullivan	7B	47163008518	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Sullivan	7C	47163008509	<10	*	*	*	*				No/insufficient responses
Sullivan	8A	47163008510	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Sullivan	8B	47163008525	12	2	4	4	1	1	16.7	33.3	33.3 Tie
Sullivan	9A	47163008511	17	2	4	9	1	1	11.8	23.5	52.9 Hatley
Sullivan	9B	47163008524	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Asbury	47179009301	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Boones Creek Central	47179009302	<10	*	*	*	*				No/insufficient responses
Washington	Boones Creek City	47179009304	10	2	4	4	0	0	20	40	40 Tie
Washington	Boones Creek East	47179009305	16	3	4	9	0	0	18.8	25	56.2 Hatley
Washington	Boones Creek West	47179009306	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Bowmantown	47179009307	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Carver	47179009308	<10	*	*	*	*				No/insufficient responses
Washington	Courthouse	47179009309	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Embreeville	47179009310	<10	*	*	*	*				No/insufficient responses
Washington	Fairhaven	47179009311	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Fairmont	47179009312	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Fall Branch	47179009313	<10	*	*	*	*				No/insufficient responses
Washington	Grace City	47179009314	11	2	6	3	0	0	18.2	54.5	27.3 Green
Washington	Grace East	47179009315	0*	*	*	*	*				No/insufficient responses
Washington	Grace West	47179009316	<10	*	*	*	*				No/insufficient responses
Washington	Gray City	47179009317	0*	*	*	*	*				No/insufficient responses
Washington	Gray County	47179009318	21	3	7	10	1	0	14.3	33.3	47.6 Hatley
Washington	Harmony	47179009319	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Henry Johnson 6	47179009320	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Henry Johnson 7	47179009321	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Indian Trail City	47179009322	11	3	3	5	0	0	27.3	27.3	45.5 Hatley
Washington	Keystone	47179009323	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Lake Ridge	47179009324	14	2	4	5	0	3	14.3	28.6	35.7 Hatley
Washington	Lamar	47179009325	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	New Salem	47179009326	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	New Victory	47179009327	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Princeton	47179009328	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	South Central 6	47179009329	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	South Central 7	47179009330	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	South Side	47179009331	11	2	7	2	0	0	18.2	63.6	18.2 Green
Washington	Sulphur Springs	47179009332	13	7	3	3	0	0	53.8	23.1	23.1 Blackburn
Washington	Town Acres City	47179009333	11	2	3	5	0	1	18.2	27.3	45.5 Hatley
Washington	Town Acres County	47179009334	0*	*	*	*	*				No/insufficient responses
Washington	Visitor's Center	47179009335	<10	*	*	*	*				Insufficient sample — Hatley supporter(s) responded
Washington	Woodland	47179009336	11	3	4	3	1	0	27.3	36.4	27.3 Green



Texts sent to voters in the five counties, October 17–18, 2026 (final send log)



Sponsor: Hatley for Governor (David Hatley campaign) · Conducted by GOTV Polling (FullPAC, Inc. · GOTV.com) · Field: October 17, 2026 · Base: classified SMS replies, n=762 · Released October 19, 2026

NORTHEAST TN: GREENE, WASHINGTON, SULLIVAN, CARTER, JOHNSON COUNTIES — UNWEIGHTED SELF-SELECTED SMS REPLIES (weighted columns: county/age/sex raking only). Not a probability sample. Margin of error ±3.6 percentage points (n=762, 95% confidence).

County	Oct 17 texts sent (= phones)	Oct 17 SUCCESS	Oct 17 FAIL	Respondents (Oct 17 replies)	Response % of Oct 17 SUCCESS	Oct 18 texts sent (= phones)	Oct 18 SUCCESS	Oct 18 FAIL	Oct 17–18 texts sent	Oct 17–18 SUCCESS
Greene	4670	4423	247	109	2.5	1865	1759	106	6535	6182
Washington	9448	8976	472	248	2.8	3977	3776	201	13425	12752
Sullivan	11243	10640	603	297	2.8	4725	4470	255	15968	15110
Carter	3447	3259	187	87	2.7	1340	1255	85	4787	4514
Johnson	1350	1255	95	21	1.7	358	331	27	1708	1586
Total (5 counties)	30158	28553	1604	762	2.7	12265	11591	674	42423	40144

Source: final send log, Drive folder 'Hatley Send Log - Oct 17 - 18 2026' (final_send_log_all_fields.csv; outbound messages only). 'Texts sent' = outbound texts attempted; each phone was texted once (texts = unique phones; no phone in both sends). SUCCESS/FAIL = platform delivery status, not a confirmed read. October 17 (the poll wave reported here; three sends, 9:30 AM–4:26 PM PT): county = county on the texted voter record, ZIP/city-inferred where missing (same rule as the respondent counts). Oct 17 totals match the poll's message-log cache exactly; the final log shows 28,552 SUCCESS in these counties (one status changed after the cache). October 18 (supplemental send, 5:04–5:48 PM PT; export timestamps UTC): its list had no county field, so county = matched voter-file county. Replies to this send are NOT in the 762 respondents, so no response rate is shown for October 18 or for both days combined.

Methodology and precision

Sponsor: Hatley for Governor (David Hatley campaign) · Conducted by GOTV Polling (FullPAC, Inc. · GOTV.com) · Field: October 17, 2026 · Base: classified SMS replies, n=762 · Released October 19, 2026

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Item	Disclosure
Geography	Northeast TN: Greene, Washington, Sullivan, Carter, Johnson counties (county on the texted voter record)
Field dates	October 17, 2026 · text invitations sent to voter-file phone lists in multiple sends the same day
N	762 classified respondents (earliest classifiable reply per phone). County n: Sullivan 297, Washington 248, Greene 109, Carter 87, Johnson 21.
Mode	Single-question SMS text poll (reply 1–7), one outbound message; no web survey, no IVR, no screener
Frame	Phone-matched voter-file records supplied to the SMS platform (file source to be confirmed); not a probability sample
Weighting	Primary UNWEIGHTED. Alternate: respondent-level raking to county (all; targets renormalised within the five counties), age (Tennessee voter targets) and sex (national assumption) where known. No county-level age/sex targets documented. No party/race/education/2024-vote weighting (not in data).
DEFF / effective n	1.13 / 675; weights 0.70–4.30, untrimmed
Precision	Margin of error: ±3.6 percentage points (n=762, 95% confidence). Basis: $1.96 \times \sqrt{(0.25 \div 762)}$, the simple-random-sample formula at p=50% (±3.8 with design effect 1.13). County subsamples ±5.7 to ±21.4 pts. Respondents self-selected; the margin of error covers sampling error only, not selection bias or the documented within-county partisan skew.
Known bias	Green 54.2% of Blackburn+Green replies vs Harris 22.9% of 2024 two-party vote in these counties; replies median 29.4 pts more Democratic than 2024 within counties.
Texts sent	Oct 17 poll wave: 30,158 texts to 30,158 phones (28,553 SUCCESS); response 2.67% of SUCCESS. Oct 18 supplemental send: 12,265 texts (11,591 SUCCESS); replies not included. Oct 17–18 total 42,423 texts, one per phone. See 'Texts sent (send log)'.
Opt-outs	818 phones in these counties sent opt-out language (rebuilt) vs 762 respondents — compliance review.
Sponsor	Hatley for Governor (David Hatley campaign). Paid for by Hatley for Governor, Joe Cronin, Treasurer.
Vendor	GOTV Polling (FullPAC, Inc. · GOTV.com); analysis GOTV Intel
AI disclosure	GOTV AI uses proprietary first-party data, along with agents and systems powered by SpaceX AI, Anthropic, and OpenAI.