

Sponsor: Hatley for Governor (David Hatley campaign)

NORTHEAST TN: GREENE, WASHINGTON, SULLIVAN, CARTER, JOHNSON COUNTIES

Methodology and Disclosure Statement — Tennessee Governor SMS Poll, October 17, 2026 — Northeast Tennessee: Greene, Washington, Sullivan, Carter, Johnson counties

Released October 19, 2026.

Disclosure items follow the AAPOR Transparency Initiative list. This is a self-selected, non-probability text poll with a documented partisan skew; the reported margin of error (± 3.6 percentage points, $n=762$, 95% confidence) is computed with the simple-random-sample formula and covers sampling error only. This edition reports only respondents whose texted voter record is in Greene, Washington, Sullivan, Carter or Johnson County; every figure below was recomputed from the message logs for that subset.

Item	Disclosure
Sponsor / funder	Hatley for Governor (David Hatley campaign). Paid for by Hatley for Governor, Joe Cronin, Treasurer.
Data collection	GOTV Polling (FullPAC, Inc. · GOTV.com). Analysis: GOTV Intel. SMS sent via the platform's 'Managed Sending' agent from one sending number.
AI disclosure	GOTV AI uses proprietary first-party data, along with agents and systems powered by SpaceX AI, Anthropic, and OpenAI.
Field dates	October 17, 2026. Text-message invitations were sent to voter-file phone lists in multiple sends on the same day. Texts sent 9:30 AM–4:26 PM PT (11:30 AM–6:26 PM CT); replies received through 5:06 PM PT (7:06 PM CT), all on October 17, 2026. Export timestamps are UTC (confirmed). Times shown are for texts to, and replies from, these five counties.
Population	Tennessee voter-file records with a matched mobile phone; this edition is limited to records whose county is Greene, Washington, Sullivan, Carter or Johnson.
Sends	October 17 poll wave, in these five counties: 30,158 texts to 30,158 phones; 1,927 replies. No phone was texted more than once. Part of the texted list was selected to reach voters aged 18–34. October 17 texts by county: Greene 4,670, Washington 9,448, Sullivan 11,243, Carter 3,447, Johnson 1,350. 'Sent' = outbound texts attempted, one per phone; SUCCESS is the platform's delivery status, not a confirmed read.
Supplemental send (October 18)	The final send log (Drive folder 'Hatley Send Log - Oct 17 - 18 2026') also records a supplemental send on October 18, 2026 (texts sent 5:04–5:48 PM PT / 7:04–7:48 PM CT) to 12,265 different phones in these five counties (11,591 logged SUCCESS, 674 FAIL): Greene 1,865, Washington 3,977, Sullivan 4,725, Carter 1,340, Johnson 358 (county from the matched voter-file record; this send's list had no county field). No phone was texted in both sends. Replies to the October 18 send are not included in this release. Across October 17–18, 42,423 phones in the five counties were texted once each (40,144 logged SUCCESS).
Response rate	October 17 only: 762 classified respondents ÷ 28,553 phones logged SUCCESS = 2.67%. No rate is computed for the October 18 send or for both days combined, because October 18 replies are not in these results.

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Sample design	Non-probability. Respondents self-select by replying. No separate sample was drawn for these five counties.
Mode	One outbound SMS with a reply-by-number question; no web survey, IVR or live interviewing. English only.
Screening / likely-voter definition	None. Registration and likelihood to vote were not asked. "Won't vote" was an answer option and is kept in the base.
Sample size	762 classified respondents. By county: Greene 109, Washington 248, Sullivan 297, Carter 87, Johnson 21. Johnson County (n=21) is below the 50-reply crosstab threshold and below the 30-reply county-percentage threshold; Carter (n=87) is a low base (under 100).
Counting rule	One respondent per phone: the earliest inbound message that classifies to an answer (exact digit 1-7; digit followed by a matching option word; or an unambiguous candidate name). Exact-duplicate log rows (21) were dropped before the county filter. 3 phones in these counties gave conflicting answers (earliest kept); 21 respondents also sent opt-out language.
Replies not counted	In these counties, 66 phones sent no reply our rule accepts but do contain a digit or a candidate/option word; a looser rule would read 38 of them as Blackburn (including 11 reactions that quote the whole question and 10 negations such as 'not Marsha'), 6 as Hatley and 15 as Green.
Weighting	Respondent-level raking: county (each county's share of the five-county total of 50% 2022 Governor + 50% 2024 President certified turnout, TN SOS), age (18-34/35-44/45-64/65+, plus 18-24 vs 25-34 among respondents with voter-record age; Tennessee voters by age, Census CPS Nov 2022/Nov 2024 average via KFF — no county-level age targets are documented) and sex (52.5% female, national CPS assumption). Every respondent is weighted on county; age only where known (719; 39 respondents from a list targeted to ages 18-34 placed in 18-34, assumed); sex only where known (680). County source: the voter-record county, inferred from ZIP/city (39), or the vendor county field. Not weighted to party, race, education or 2024 vote (not in data). Using Tennessee-level age and national sex targets for five rural/mid-size counties is an assumption.
Design effect / efficiency	Kish DEFF 1.13; effective n 675 of 762; weights 0.70-4.30 (untrimmed).
Precision / margin of error	Margin of error: ±3.6 percentage points (n=762, 95% confidence). Basis: $1.96 \times \sqrt{0.25 \div 762}$, the standard simple-random-sample formula at p=50%, which gives the largest margin. With this design effect (1.13) it is ±3.8 points. County subsamples: ±5.7 (n=297) to ±21.4 (n=21) points. Respondents self-selected, so this is not a random sample: the margin of error covers sampling error only. It does not capture selection bias, coverage, or the documented within-county partisan skew, so total error can be larger.
Known bias	These are replies from 762 people in Greene, Washington, Sullivan, Carter and Johnson counties who chose to answer a one-question text message; they are self-selected and are not a representative probability sample of voters in these counties. Respondents lean far more Democratic than these counties voted in 2024: Green has 54.2% of Blackburn-plus-Green replies, while Kamala Harris won 22.9% of the 2024 two-party vote in the five counties combined (+31.3 points), and within each county with at least 30 Blackburn-plus-Green replies, replies run a median 29.4 points more Democratic than the county voted in 2024. Weighting to county, age and



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	sex (the only demographics available, and age and sex only for some respondents) moves Green from 29.5% to 31.6% and Blackburn from 24.9% to 22.9%, and leaves Hatley at 36.4% (36.4% unweighted). Party, race, education and 2024 vote were not collected, so the results cannot be corrected for the partisan skew. The base is small (n=762; county subsamples 21-297), so county and demographic subgroup figures rest on few replies. Margin of error: ± 3.6 percentage points (n=762, 95% confidence). The figures describe respondents only and are not a prediction of the election.
Opt-outs (compliance)	In these five counties, 818 phones sent opt-out language (rebuilt, broad keyword list), compared with 762 who answered. No phone was texted more than once, so no opt-out was re-texted within this poll.
Contact and response	Five counties: outbound texts 30,158; SUCCESS 28,553; FAIL 1,604; other 1. Inbound messages 1,927; inbound phones 1,815: classified 762, opt-out only 797, other/unclassified 256. Participation (classified $\div$ SUCCESS phones) 2.67%. No AAPOR response rate is computed for a non-probability sample.
Ballot coverage	The SMS offered 4 names plus 'Other'; 11 qualified candidates were not named and Hatley/Pinkston were shown without the 'Independent' designation.
External benchmarks (context only)	Context only, as reported by sponsors (from the Sept 25 memo, tier PRESS; not verified here): TargetSmart for Progress Fund, Sept 9-12, n=600: Blackburn 45, Green 36, Hatley 10, Pinkston 2, undecided 7. Beacon Center/Targoz, Aug, n=1,200: Blackburn 55, Green 34 (independents not broken out). 2024 presidential, TN certified: Trump 64.2, Harris 34.5. These cover all of Tennessee; no county-level benchmark polls are available. 2024 presidential, these five counties combined (TN SOS certified): Trump 76.2, Harris 22.7.
Question wording and order	Identical in every send (exact text below). Options in fixed numeric order (not rotated); Blackburn and Green shown with party labels, Hatley and Pinkston without.
Geography	County as above (county on the texted voter record). Precinct maps: respondent street addresses were geocoded with the US Census batch geocoder and assigned to TIGER/Line 2020 voting districts (VTDs; 109 VTDs in the five counties). 739 of 762 respondents geocoded; 733 fell inside a VTD of their record county (6 outside it and 23 not geocoded were left out of precinct figures only). Precincts with fewer than 10 respondents are shown as insufficient sample: 25 of 109 precincts are shown (361 respondents). 2020 VTD lines may differ from current precinct lines. Precinct figures are unweighted descriptions of respondents, not precinct estimates. Geocoded coordinates are not distributed.
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Replies our rule does not count (five counties), by what a looser rule would read them as

Reply type (phones with no reply)	Blackburn	Hatley	Green	Pinkston	Other	Unsure	Won't vote	Total
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our rule can classify)								
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

Weighting targets vs. achieved

Variable / category	Unweighted n	Unweighted % (of known)	Target %	Weighted %
Sex: Female	345	50.7	52.5	52.5
Sex: Male	335	49.3	47.5	47.5
Age: 18-34	90	12.5	19.8	19.8
Age: 35-44	105	14.6	15.0	15.0
Age: 45-64	247	34.4	35.2	35.2
Age: 65+	277	38.5	30.0	30.0
Within 18-34 (voter-record age only): 18-24	6	11.8	31.3	31.3
Within 18-34 (voter-record age only): 25-34	45	88.2	68.7	68.7
County: Greene	109	14.3	15.2	15.2
County: Washington	248	32.5	30.6	30.6
County: Sullivan	297	39.0	37.3	37.3
County: Carter	87	11.4	12.5	12.5
County: Johnson	21	2.8	4.3	4.3
County tier: Mid-size (6-15)	545	71.5	67.9	67.9
County tier:	217	28.5	32.1	32.1



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Smaller/rural (16-95)				
Party / race / education / 2024 vote	not collected	—	—	—

Questionnaire (as sent) and topline — five counties

For whom do you plan to vote for Governor in November?

- 1. Marsha Blackburn for Governor (R)
- 2. David Hatley for Governor
- 3. Jerri Green for Governor (D)
- 4. Lauren Pinkston for Governor
- 5. Other
- 6. Unsure
- 7. Won't vote
- STOP to END

Response	n	Unweighted %	Weighted % (county/age/sex)
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
Total	762	100.0	100.0