

FOR IMMEDIATE RELEASE · October 19, 2026 · Contact: Campaign Communications, Hatley for Governor, (423) 398-8749, press@hatleyforgovernor.com

Northeast Tennessee Text Poll: Hatley at 36% Among 762 Self-Selected Respondents in Five Counties; Hatley says the momentum in Northeast TN is spreading fast with huge turnouts at all of his Tennessee wide rallies.

AMONG 762 TEXT RESPONDENTS IN FIVE NORTHEAST TENNESSEE COUNTIES (UNWEIGHTED): HATLEY 36.4%, GREEN 29.5%, BLACKBURN 24.9%, PINKSTON 1.2%; 4.6% UNSURE

WEIGHTED TO COUNTY, AGE AND SEX ONLY: HATLEY 36.4%, GREEN 31.6%, BLACKBURN 22.9%

HATLEY BY COUNTY AMONG RESPONDENTS: SULLIVAN 37.7% (N=297); WASHINGTON 34.3% (N=248); GREENE 29.4% (N=109); CARTER 47.1% (N=87); JOHNSON: 21 REPLIES, TOO FEW TO SHOW A PERCENTAGE (FEWER THAN 30)

RESPONDENTS SKEW DEMOCRATIC: GREEN 54.2% OF BLACKBURN+GREEN REPLIES VS HARRIS 22.9% OF THE 2024 TWO-PARTY VOTE IN THESE COUNTIES — SMALL, SELF-SELECTED SAMPLE; RESULTS ARE NOT A FORECAST

JOHNSON CITY, Tenn. / October 19, 2026: Hatley for Governor today released Northeast Tennessee results from its text-message poll: **762** voter-file contacts in Greene, Washington, Sullivan, Carter and Johnson counties replied to a one-question text survey sent on **October 17, 2026** by GOTV Polling (FullPAC, Inc., GOTV.com) with analysis by GOTV Intel. The poll was commissioned and paid for by Hatley for Governor, the campaign committee of gubernatorial candidate David Hatley.

Among respondents in the five counties, 36.4% chose David Hatley, 29.5% Jerri Green (D), 24.9% Marsha Blackburn (R) and 1.2% Lauren Pinkston; 0.8% chose another candidate, 4.6% were unsure and 2.6% said they won't vote (unweighted). The poll asked one question, vote choice for Governor. Toplines, crosstabs and key results are available at gotvpolling.com/polls/hatley-northeast-tn-2026-10-19.

How to read these results. These are replies from 762 people in Greene, Washington, Sullivan, Carter and Johnson counties who chose to answer a one-question text message. 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 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.

"This clarifies what we are seeing across this state: people want change," said David Hatley. "I'm grateful for every single voter who trusts me with their support, and I don't take one of them for granted. Nobody handed us 36% across these five counties. We earned it, from 29.4% in Greene County to 47.1% in Carter County. That's what happens when you show up and ask people for their vote."

"Marsha Blackburn has been in Congress since 2003. She no longer takes real questions from her constituents, and she believes she's entitled to the Governor's office," the Hatley for Governor campaign said. "Incumbents have every advantage. If she had done even a C-level job, she'd be at 60% in the polls. Among the people who answered this poll in these five counties, she's at 22.9%."

"David Hatley is a UNIFIER. The DC Ruling Class tells you elections are zero-sum because for them, they are," the campaign said. "They have no real grassroots support, so for them winning is about who hits the hardest. When a candidate gets everyday Americans to a political event after a hard day's work, that's a sign he's expanding the electorate."

"Tennessee voters should ask themselves why corporations would spend close to \$5 million attacking David Hatley if he had no shot," the campaign said. "There's a deeply American way to ask these questions and hear from the candidates directly. It's called a DEBATE, and it's October 27th."

THE GOVERNOR'S RACE AMONG TEXT RESPONDENTS (FIVE NORTHEAST TENNESSEE COUNTIES)

- Unweighted: Hatley 36.4% (277), Green 29.5% (225), Blackburn 24.9% (190), Pinkston 1.2% (9), Other 0.8% (6), Unsure 4.6% (35), Won't vote 2.6% (20); total 762.
- Weighted to county, age and sex only (not party or past vote): Hatley 36.4%, Green 31.6%, Blackburn 22.9%, Pinkston 1.3%, Unsure 4.3%.
- The question did not offer a leaner follow-up or a certainty question, so soft support cannot be measured from this poll.

HATLEY BY COUNTY AMONG RESPONDENTS

- By county: Sullivan 37.7% (n=297); Washington 34.3% (n=248); Greene 29.4% (n=109); Carter 47.1% (n=87); Johnson: 21 replies, too few to show a percentage (fewer than 30).
- By county size (rank among Tennessee's 95 counties by 2024 vote total): mid-size counties (Washington, Sullivan) 36.1% (n=545); smaller/rural counties (Greene, Carter, Johnson) 36.9% (n=217).
- By county partisanship: counties Trump won with 65-75% in 2024 (Washington) 34.3% (n=248); counties Trump won with 75%+ in 2024 (Greene, Sullivan, Carter, Johnson) 37.4% (n=514).
- County subsamples are small (n=21-297); differences between counties may not be meaningful.

WHO RESPONDED

- By sex (where the voter record includes sex): women 32.5% Hatley / 33.3% Green / 24.6% Blackburn (n=345); men 40.3% / 24.8% / 25.7% (n=335).

- By age (where known), Hatley: 18–34 40.0% (n=90), 35–49 41.5% (n=159), 50–64 38.9% (n=193), 65+ 31.0% (n=277).
- Voters 18–34 are 12.5% of respondents with a known age against a 19.8% weighting target (Tennessee voter age target; no county-level age targets), so younger voters remain under-represented.

"So here's our ask: bring your friends and family to the polls," the campaign said. "Your vote MATTERS, and change is possible. The DC elite is scared, and they're telling you it doesn't matter. IT DOES."

"Hatley for Governor runs on the oldest play in Tennessee politics: find the people who believe in you, one at a time, and make sure every one of them votes," the campaign said. "Our list is growing by the hour."

Downloads: [Key Results deck \(PDF\)](#) · [Crosstabs \(XLSX\)](#) · [Methodology and disclosure statement](#) · County map: gotvpolling.com/polls/hatley-northeast-tn-2026-10-19/map_county_hatley_share.png

Methodology

This text-message poll was conducted October 17, 2026 (texts sent 9:30 AM–4:26 PM PT / 11:30 AM–6:26 PM CT, for texts to these five counties) by GOTV Polling (FullPAC, Inc., GOTV.com). Text-message invitations were sent to voter-file phone lists in multiple sends on the same day. A single question ("For whom do you plan to vote for Governor in November?", with seven numbered options in fixed order) was sent; in Greene, Washington, Sullivan, Carter and Johnson counties it went to 30,158 phone numbers on voter-file records, of which the platform logged 28,553 as delivered. 1,815 of those phones replied, and 762 gave a reply that could be classified as one of the seven options, a response rate of 2.7% of phones logged as delivered on October 17. Each phone is counted once, using its earliest classifiable reply. County is the county on the texted voter record (inferred from ZIP and city for 39 respondents whose list lacked a county field). Respondents chose whether to answer, so this is a self-selected, non-probability sample. Results are shown unweighted and weighted to county, age and sex only. Party, race, education and 2024 vote were not collected and are not weighted. Margin of error: ± 3.6 percentage points (n=762, 95% confidence). Full disclosure: Methodology and Disclosure Statement

gotvpolling.com/polls/hatley-northeast-tn-2026-10-19/TN_Gov_SMS_Poll_Methodology_Disclosure_5County_FINAL.pdf.

AI disclosure: GOTV AI uses proprietary first-party data, along with agents and systems powered by SpaceX AI, Anthropic, and OpenAI.

About Hatley for Governor

David Hatley is an independent candidate for Governor of Tennessee and a lifelong Tennessean who has spent thirty years building businesses and creating jobs. Born and raised in Elizabethton in Carter County, Hatley grew up without advantage or inheritance. He started his first business at age twelve and opened his first retail store at eighteen. Over the next three decades, he built nine companies, created 750 Tennessee jobs and grew his manufacturing operations to 740,000 square feet, all on American soil; his flagship company became the number one hot tub manufacturer in the United States, and he never moved a single job overseas. His platform, Elevate Tennessee, is built on four pillars: economic growth through manufacturing, workforce development from the ground up, fiscal responsibility without political theater, and leading with compassion to improve the quality of life for all Tennesseans. He is married to Deborah and is the father of Storm, Hudson, Branson and Channing. Learn more at hatleyforgovernor.com.

Conducted by GOTV Polling (FullPAC, Inc. · GOTV.com) · Paid for by Hatley for Governor, Joe Cronin, Treasurer. · GOTV AI uses proprietary first-party data, along with agents and systems powered by SpaceX AI, Anthropic, and OpenAI.



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