The Tennessee Poll Methodology Statement

The Tennessee Poll is conducted by the Applied Social Research Lab (ASRL) at East Tennessee State University. It is important to note that this particular Tennessee Poll (poll #5) was fielded during the COVID-19 pandemic. Though ASRL maintains an active computer- assisted telephone interviewing (CATI) lab for research purposes, the phone lab was closed due to state regulations during this time. Braun Research Inc. had capabilities and utilized secure remote calling with their live phone interviewers during this time so in addition to acquiring the sample, they also completed the interviews. Phone numbers were drawn from a dual frame RDD sample of cell phone and landline numbers. All interviews were completed between April 22, 2020 and May 1, 2020.

The final sample includes a total of 618 completed interviews, 188 were completed by landline (30.4% percent) and 430 were completed by cell phone (69.6% percent). Sixty-four percent of the total sample have no landline at their residence and therefore would be excluded from any chance of inclusion without the cell phone sample frame. Though the majority of respondents who completed the survey did so via cell phone, our sample reflects national estimates for wireless household usage in Tennessee.

When calling landline phones, respondents within households were selected by asking first for the youngest male adult in the household. If the youngest male was not available, the interviewer would make an attempt to find the best time to reach the target individual. If there was no male in the household, the interviewer would request to speak to the youngest female. The within household selection is designed to compensate for known biases in landline samples that result in underrepresentation of males and individuals under 30 years of age.

For cell phones, interviewers spoke with the individual answering the phone provided that the individual met the screening criteria (over the age of 18 and a resident of Tennessee). Respondents reached via cell phone were asked if they were in a safe place to conduct the interview; interviewers would call back any cell phone respondent who was not in a safe place (e.g. driving a vehicle) when initially reached.

The final data are weighted by age, education, gender, and race to adjust for differential response rates in order to assure that the data are as representative of the state's actual adult population as closely as possible.

The margin of error for a sample of 618 is +/- 3.9 percentage points at the 95% confidence level for the entire sample. Any subpopulation analysis entails a greater margin of error. See table 1 for subpopulation margin of error. While sampling error is only one possible source of survey error, all reasonable precautions have been taken to reduce total survey error.

The Tennessee Poll Spring 2020
Sampling Error at the 95% Confidence Level

	Sampling Error	Sample Size	Population
Total sample	3.9%	618	6829174

	Sampling Error	Sample Size	Population
Gender			
Male	5.7%	293	244,834
Female	5.4%	325	257,666
Party Affiliation			
Democrat (with leaners)	7.3%	182	2,007,777
Republican (with leaners)	5.9%	279	3,079,957
Independent	8.9%	122	1,345,347
Generation			
Gen Z	13.0%	57	619,812
Millennials	8.1%	146	1,348,179
Gen X	7.2%	183	1,297,003
Boomers	6.4%	232	1,995,641
Age			
18-34	7.8%	159	1,534,595
35-54	6.8%	210	1,284,716
55 and older	6.2%	249	1,595,023
Race			
White	4.5%	481	4,984,848
Black	10.2%	92	1,137,801
Other	16.3%	36	647,361
Education			
HS diploma or less	8.0%	150	2,333,912
Some college or associates	6.7%	211	1,587,848
Bachelors degree or higher	6.2%	246	1,338,875
Income			
Under $50,000	6.1%	260	976,177
$50,000 - $100,000	7.2%	186	801,767
Over $100,000	9.3%	112	567,484
Tennessee Grand Divisions			
East Tennessee	6.5%	226	2,465,332
Middle Tennessee	6.3%	242	2,752,157
West Tennessee	8.0%	150	1,598,027

*An earlier version of the methodology statement and sampling error table did not have error reports for the grand divisions. This table corrects that omission. Additionally, the education demographic variable has been collapsed into three categories from four and the sampling error calculations have been adjusted.

For more information about this study or about the Applied Social Research Lab (ASRL) at East Tennessee State University, please visit us on the web at www.etsu.edu/asrl. You may also contact the Director of ASRL, Dr. Kelly N. Foster, at fosterkn@etsu.edu or by phone 423-439-4374

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