



THE TENNESSEE POLL

The Tennessee Poll Methodology Statement

The Tennessee Poll is conducted by the Applied Social Research Lab (ASRL) in the Department of Sociology and Anthropology at East Tennessee State University. ASRL is directed by Dr. Kelly N. Foster, professor of sociology.

The Tennessee Poll is a public opinion poll funded by East Tennessee State University. The mission of The Tennessee Poll is to provide the citizens and governance of Tennessee with neutral, unbiased information on Tennesseans' perceptions of issues that impact their health, education, and quality of life.

The sample acquisition and fielding for the Tennessee Poll was completed by Braun Research Inc. The Tennessee Poll uses a combination of landline and cell phone numbers randomly selected from a list of Tennessee residents aged 18 and older. Braun Research Inc. handled the cell phone sample and conducted the telephone interviews. The interviews took place between 1 p.m. and 8 p.m., with interviewers attempting to reach each respondent up to five times. The study was conducted from July 10, 2024, to July 17, 2024. The average interview lasted 17 minutes.

The final sample consists of 701 completed interviews: 197 via landline (28%), 162 via cell phone (23%), and 342 via Text-to-Web (TTW) (49%). The text-to-web option represents a new modality offered for residents to participate in the Tennessee Poll. The final data are weighted by age, education, sex, income, 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 701 is ± 3.7 percentage points at the 95% confidence level for the entire sample. Any subpopulation analysis entails a greater margin of error. For detailed methodology, margin of error reports, and additional analysis, please visit www.etsu.edu/tnpoll.

In order to contact Tennesseans, both landline and cell phone numbers were drawn randomly from a list of Tennessee residents aged 18+ acquired from the Aristotle sample platform. The sample was then divided into three lists: one for landlines and two for cell phones. The cell phone numbers were randomly distributed between the two cell phone lists. Live dialing began

For more information about the Tennessee Poll please visit www.etsu.edu/tnpoll. You may also contact the director of ASRL, Dr. Kelly N. Foster, at fosterkn@etsu.edu or by phone 423-439-4374

with the landline list and one of the cell phone lists. To comply with FTC requirements, cell phones were manually dialed. The second cell phone list was targeted using a Text-to-Web (TTW) approach.

Midway through the study, completed, terminated, and refused interviews were removed from the sample and set aside. The cell phone sample that had initially been contacted via live dialing was then reprocessed using the TTW approach. Conversely, the cell phone sample that had been initially contacted via TTW was then dialed live, providing respondents the opportunity to participate in the Tennessee Poll either with or without a live interviewer.

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.

Funding & Transparency

Though the project has been internally funded to date, there exists the possibility of outside researchers or organizations being given the option to purchase space for questions on future polls. Should this occur, all funding sources will be noted in the methodology report for that poll.

The Applied Social Research Lab is a member of the Association of Academic Survey Research Organizations (AASRO) and adheres to the reporting requirements of the American Association for Public Opinion Research Transparency Initiative standards in research reporting.

For detailed information on The Tennessee Poll, including methodology and additional analysis, please visit www.etsu.edu/tnpoll.

The Tennessee Poll Summer 2024
Sampling Error at the 95% Confidence Level

	Sampling Error	Sample Size	Population
Total sample	3.7%	701	6829174
	Sampling Error	Sample Size	Population
Gender			
Male	5.3%	336	3353124
Female	5.2%	358	3476050
Party Affiliation			
Democrat (with leaners)	6.8%	209	186663
Republican (with leaners)	5.7%	300	243551
Independent	7.3%	181	76110
Generation			
Gen Z	9.1%	116	2449884
Millennials	7.2%	185	1535720
Gen X	7.7%	161	1335074
Boomers	6.3%	239	1603094
Age			
18-34	6.7%	213	1614757
35-54	6.9%	202	1776937
55 and older	5.8%	286	2122453
Race			
White	4.3%	525	5149760
Black	9.3%	111	1089441
Other	12.8%	59	329639
Education			
HS diploma or less	6.4%	231	305075
Some college or associates	6.6%	222	261059
Bachelors degree or higher	6.2%	246	72446
Income			
Under \$50,000	5.6%	304	1071886
\$50,000 - \$100,000	7.0%	198	835800
Over \$100,000	8.1%	146	805950
Tennessee Grand Divisions			
East Tennessee	6.2%	249	2479366
Middle Tennessee	5.7%	298	2889682
West Tennessee	7.9%	154	1554724
