METHODOLOGY

On behalf of Forward Tennessee, Embold Research surveyed 866 registered voters in Tennessee from January 24-29, 2024.

We used the following sources to recruit respondents:
- *targeted advertisements using the Meta advertising platform (617 respondents)*
- *SMS text messages (249 respondents)*

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted likely voters nationwide. Those who indicated that they were not currently looking for work or expected to be looking for work in the next twelve months were terminated. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented. The survey was conducted in English.

The survey was conducted online by Embold Research. Post-stratification was performed on age, gender, education, ethnicity, region, and 2020 presidential vote. Weighting parameters were based on the demographic composition of adults in Tennessee, obtained from census data.

The modeled margin of error* for this survey is 3.6%, which uses effective sample sizes** that adjust for the design effect of weighting.

* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).

(1) https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/
(2) Kish, Leslie. Survey Sampling, 1965.

REPORTED QUESTIONS

1. Are you:
   - Male
   - Female
   - Other

2. In what year were you born?

3. In what ZIP code do you currently live?

4a. What is your race?
   - White/Caucasian
   - Hispanic or Latino/a
   - Asian / Pacific Islander
   - American Indian or Alaska Native
   - Black or African American
   - Something else (please specify)

     4b. [If did not select Hispanic/Latino] Are you from a Hispanic, Latino/a or Spanish-speaking background?
        - Yes
        - No

5. What is the highest level of education you have completed?
   - High school diploma or less
   - Some college, but no degree
   - Associate's degree, or two-year college degree
   - Bachelor's degree, or four-year college degree
   - Graduate degree

6a. Are you registered to vote in Tennessee?
   - Yes
   - No [TERMINATE]
   - Not sure [TERMINATE]

6b. Generally speaking, do you think of yourself as a: [RANDOMIZE]
   - Democrat
   - Republican
   - Independent/Other

     [If independent]
     6c. Do you consider yourself closer to:
        - The Democrats
        - The Republicans
        - Neither

[If Democrat/Republican]
6d. Do you consider yourself a:
- Strong [Democrat/Republican]
- Not so strong [Democrat/Republican]

7. How did you vote in the 2020 election for President or for some reason were you unable to vote?
- Joe Biden, the Democrat
- Donald Trump, the Republican
- Jo Jorgensen, the Libertarian
- Not registered/Too young/Ineligible
- Did not vote

8. How would you say things in the following areas are going? Are they going in the right direction, or are they off on the wrong track? [RANDOMIZE]
[Right direction | Wrong track]
- Your city, village, or town
- Tennessee
- The country
- American democracy

9. [MARCH 2022] Regardless of who you voted for, who do you think won the 2020 presidential election? [FLIP]
- Joe Biden
- Donald Trump
- Not sure

10. Which of the following comes closest to your views on the events of January 6th, 2021, even if neither is exactly right? As a reminder, on January 6th, protestors attacked the US Capitol building in an attempt to prevent the certification of the 2020 Presidential Election results. [FLIP]
- The events of January 6th, 2021 were a legitimate form of political discourse
- The events of January 6th, 2021 were an insurrection

11. As you may or may not know, in November of this past year, Governor Bill Lee proposed the Education Freedom Scholarship Act in order to establish state-wide school choice. Under this proposal, public tax dollars would be used to cover tuition costs at private schools, which are not required to serve all students.

Do you support or oppose the Education Freedom Scholarship Act?
- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Not sure

12. If President Trump is convicted of a felony by a jury of his peers, would it make you more or less likely to vote for him for president in 2024?
- Much more likely to vote for him

- Somewhat more likely to vote for him
- Somewhat less likely to vote for him
- Much less likely to vote for him
- Not sure

13. Do you think the numerous indictments President Trump is facing are: [FLIP]
- Serious criminal charges made by prosecutors following the law
- Politically motivated charges made by his opponents
- Not sure

14. Which of the following best describes your views: [FLIP]
- Federally elected officials should hold annual in-person town halls. Town halls are an essential way to keep officials accessible and accountable to their constituents.
- Federally elected officials do not need to host annual in-person town halls. Voters have plenty of other ways to reach out to their officials and hold them accountable.
- Not sure

15. Tennessee lawmakers are proposing the Contraceptive Freedom Act, which is a bill that would protect the right to access contraceptives, such as birth control pills, condoms and IUDs.

Do you support or oppose the Contraceptive Freedom Act?
- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Not sure

16. Where do you get your news? Choose all that apply. [RANDOMIZE]
- Fox
- CNN
- MSNBC
- Network TV news (ABC, CBS, NBC)
- Newsmax
- One America News Network (OAN)
- Local TV news
- Local newspapers
- NY Times
- NPR
- Talk radio
- Podcasts
- Facebook
- Twitter
- Other (please specify)