

# 2022 TENNESSEE POLICY INSIDERS SURVEY

SEPTEMBER 22, 2022



## KEY TAKEAWAYS

- The Tennessee Journal and The Tennessean top the list of most frequently read news sources.
- The Beacon Center and the Tennessee Chamber hold top spots for their work being “regularly” or “often” seen or heard among policy insiders.
- Tennessee Farm Bureau and the NRA have the highest level of perceived influence, followed by the Tennessee Chamber, NFIB, and the Tennessee Hospital Association.

### For media or other inquiries:

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## About the Tennessee Policy Insiders Survey

Capitol Resources, LLC, in conjunction with Arc Insights, conducted this study to understand the news sources and perceptions of key organizations among Tennessee policy insiders. Our hope is that it provides valuable insight into which sources of information have the greatest exposure and perceived influence on the state policy making process. This survey was conducted independent from any of the organizations that were included in this survey.

## About Us

Capitol Resources, LLC offers the full spectrum of lobbying and public affairs services expected by our diverse array of clients. Our clients include Fortune 500 companies, small businesses, mission-driven nonprofits, and key trade associations. We have a strong, experienced lobbying team with offices in Tennessee, Louisiana, Mississippi, Alabama, Georgia, Florida, West Virginia, Texas, South Carolina, and Washington, D.C. In Tennessee, **Adam Nickas** brings more than 15 years of political experience to Capitol Resources where he specializes in government relations and communication strategies on a broad spectrum of public policy issues. Prior to joining Capitol Resources in 2013, Adam served as Executive Director and Political Director for the Tennessee Republican Party.

[www.capitolresourcesllc.com](http://www.capitolresourcesllc.com)

Arc Insights, a subsidiary of Capitol Resources, is a full-service research and consulting firm that provides opinion insights to shape public affairs campaigns, policy development, and corporate brand strategy. Arc Insights is led by **Nicholas Thompson**, a researcher with 15 years of experience serving political, non-profit, and corporate clients. His experience in opinion research includes roles with The Tarrance Group, a political research firm, Stand Together, a major non-profit, and as a member of the White House staff during the George W. Bush Administration.

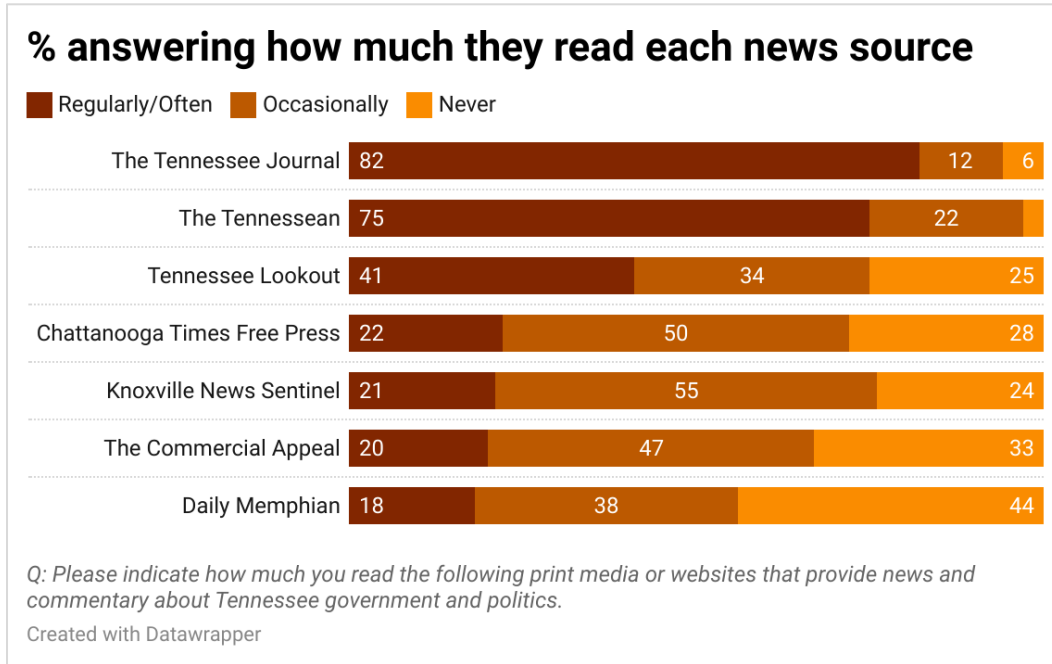
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## How We Conducted the Survey

We surveyed 289 adults who are involved in Tennessee policy making, including registered lobbyists, consultants, elected and appointed officials from the executive and legislative branches, government staffers, and organization leaders. The survey was conducted online from August 16-September 16, 2022.

## WHERE INSIDERS GET THEIR NEWS

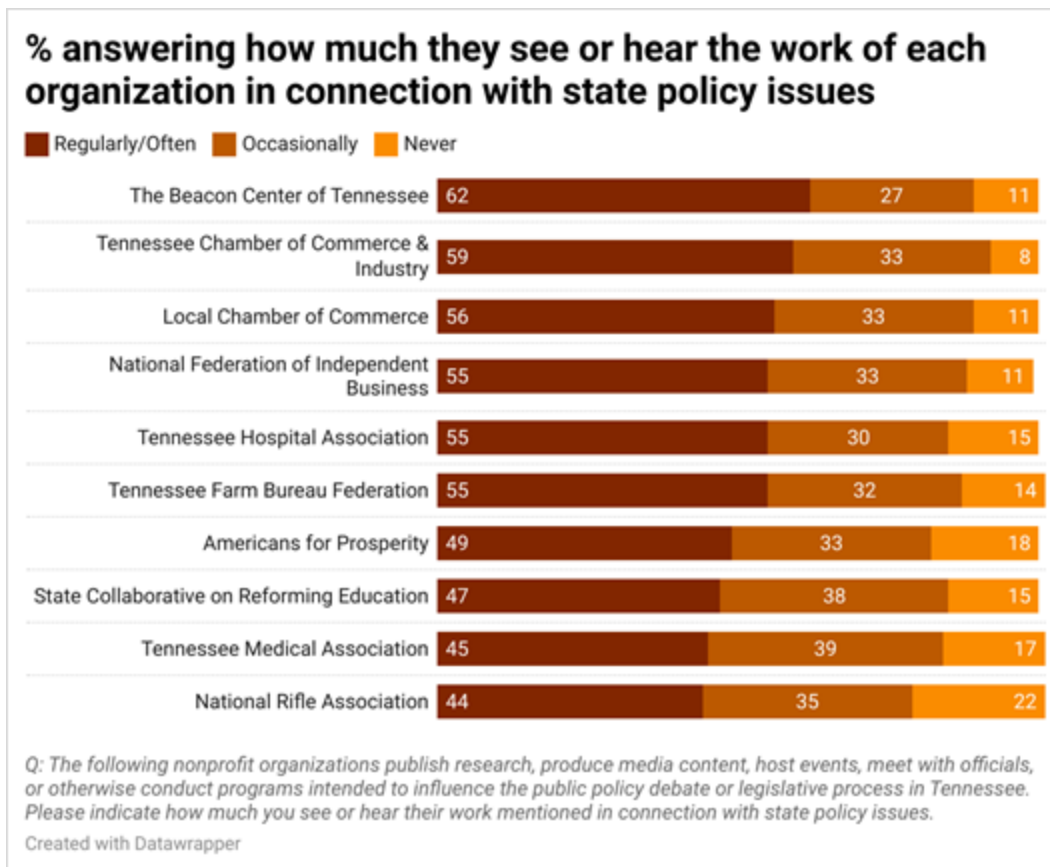
Tennessee policy insiders report reading The Tennessee Journal most often (82%), followed by The Tennessean (75%). Relative newcomer Tennessee Lookout is read regularly or often by 41% of respondents.



## HOW INSIDERS RATE KEY TENNESSEE ORGANIZATIONS

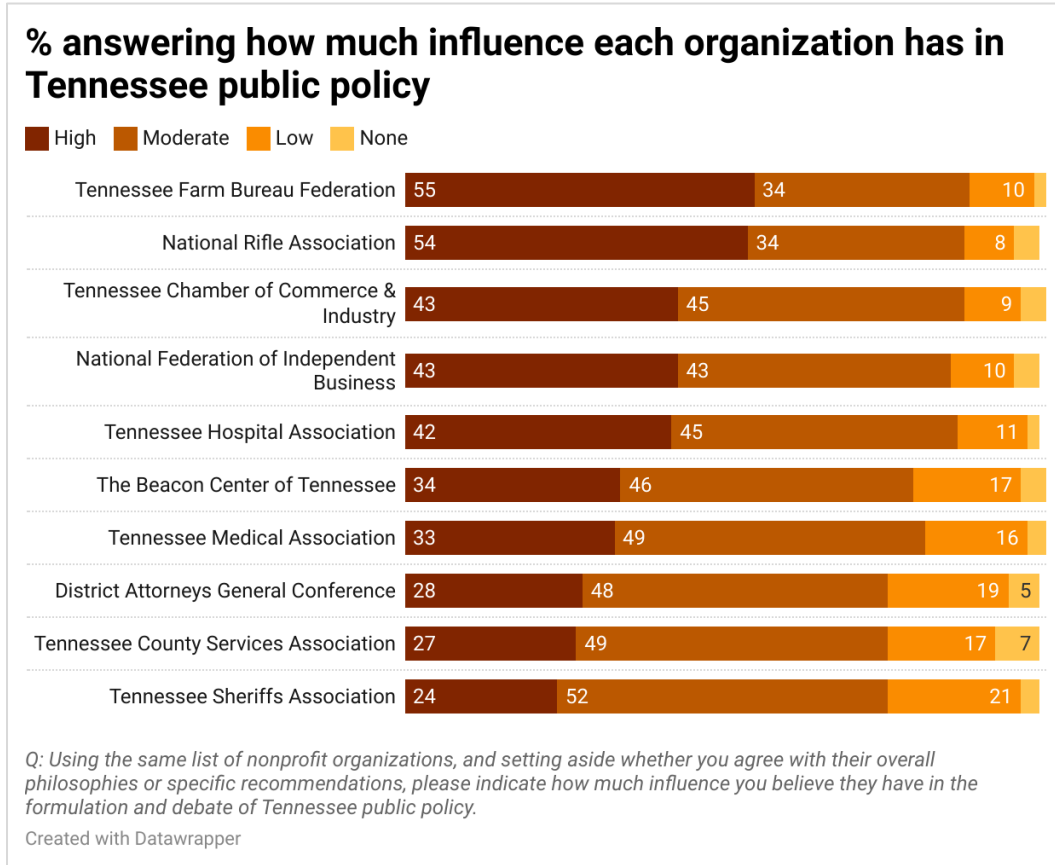
Policy insiders were asked to rate 32 different organizations on two levels: 1) how often they see or hear the work of each organization, and 2) how much influence they believe each organization has. We provide the results of the top ten organizations for each question. The full list of organizations that were rated by respondents is included at the end of this report.

Insiders say that they most often see or hear about The Beacon Center and the Tennessee Chamber of Commerce & Industry.



## HOW INSIDERS RATE KEY TENNESSEE ORGANIZATIONS

Policy insiders say the Tennessee Farm Bureau Federation and the National Rifle Association are most influential to Tennessee public policy.



# PROFILE OF SURVEY RESPONDENTS

## Role in State Government

42% Lobbyist/Consultant  
33% Gov't Staff  
12% Gov't Elected  
9% Nonprofit Staff  
2% Gov't Appointee  
2% Other

## Years Lived in Tennessee

4% 0-5 years  
7% 5-10 years  
12% 10-20 years  
76% 20+ years

## Party Affiliation

61% Republican  
16% Democrat  
16% Independent  
7% Other/None of the above

## Political Ideology

45% Conservative  
7% Liberal  
44% Moderate  
5% Other/None of the Above

## Age

3% 18-24  
19% 25-34  
29% 35-44  
16% 45-54  
19% 55-64  
13% 65+

## Gender

61% Male  
39% Female

## FINAL QUESTIONNAIRE

Q1. Please indicate how much you read the following print media or websites that provide news and commentary about Tennessee government and politics.

a. Regularly | b. Often | c. Occasionally | d. Never

1. Chattanooga Times Free Press
2. The Commercial Appeal
3. The Daily Memphian
4. Knoxville News Sentinel
5. The Tennessean
6. The Tennessee Journal
7. Tennessee Lookout

Q2. The following nonprofit organizations publish research, produce media content, host events, meet with officials, or otherwise conduct programs intended to influence the public policy debate or legislative process in Tennessee. Please indicate **how much you see or hear their work** mentioned in connection with state policy issues.

a. Regularly | b. Often | c. Occasionally | d. Never

- |   |  |
|---|--|
| 1. AARP   | 17. Tennessee Charter School Center  |
| 2. American Civil Liberties Union (ACLU)  | 18. Tennessee County Services Association (County Mayors, Commissioners & Highway Officials) |
| 3. American Federation for Children   | 19. Tennessee Disability Coalition   |
| 4. Americans for Prosperity (AFP)   | 20. Tennessee Eagle Forum  |
| 5. The Beacon Center of Tennessee   | 21. Tennessee Education Association (TEA)  |
| 6. County Officials Association of Tennessee (County Clerks, Trustees, Clerks of Court, Registers of Deeds) | 22. Tennessee Farm Bureau Federation   |
| 7. District Attorneys General Conference  | 23. Tennessee Hospital Association   |
| 8. Local Chamber of Commerce  | 24. Tennessee Immigrants & Refugees Rights Coalition (TIRRC)                                 |
| 9. National Federation of Independent Business (NFIB)   | 25. Tennessee Justice Center   |
| 10. National Rifle Association (NRA)  | 26. Tennessee Medical Association  |
| 11. Professional Educators of Tennessee   | 27. Tennessee Municipal League   |
| 12. Public Defenders Conference   | 28. Tennessee Sheriffs Association   |
| 13. State Collaborative on Reforming Education (SCORE)  | 29. Tennessee State Employees Association (TSEA)   |
| 14. Sycamore Institute  | 30. Tennesseans for Quality Early Education (TQEE)   |
| 15. TennesseeCAN  | 31. Tennesseans for Student Success  |
| 16. Tennessee Chamber of Commerce & Industry  | 32. Think Tennessee  |

Q3. Using the same list of nonprofit organizations, and setting aside whether you agree with their overall philosophies or specific recommendations, please indicate **how much influence you believe they have** in the formulation and debate of Tennessee public policy.

b. High Level | b. Moderate Level | c. Low Level | d. No Influence

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Q4. What best describes your position as it relates to state government?

- a. Gov't Elected
- b. Gov't Appointee
- c. Gov't Staff
- d. Lobbyist/Consultant
- e. Nonprofit Staff
- f. Other



Q5. How many years have you lived in Tennessee?

- a. 0-5 years
- b. 5-10 years
- c. 10-20 years
- d. 20+ years
- e. I don't live in Tennessee

Q6. What do you consider as your party affiliation?

- a. Republican
- b. Democrat
- c. Independent
- d. Other/None of the above

Q7. What do you consider as your political ideology?

- a. Conservative
- b. Liberal
- c. Moderate
- d. Other/None of the above

Q8. What is your age?

- a. 18-24
- b. 25-34
- c. 35-44
- d. 45-54
- e. 55-64
- f. 65+

Q9. Lastly, what is your gender?

- a. Male
- b. Female