Marginals (Likely Voters)

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

October 22, 2023

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* Denotes variable with statistically significant findings

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Are you registered to vote at your present address in Tennessee?

		Likely Voters	
	Total	**Likely Voter A**	**Other B**
Sample Size	1,181	875	306
Yes Column %	100%	100%	100%

How often would you say you vote? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Always Column %	44%	**59%** B	**0%**
Nearly Always Column %	30%	**41%** B	**0%**
Never Vote Column %	4%	**0%**	**14%** A
Part of The Time Column %	15%	**0%**	**57%** A
Seldom Column %	8%	**0%**	**29%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: AB

In general, are you satisfied or dissatisfied with the way things are going in: The United States *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total Satisfied Column %	25%	**27%** B	**18%**
Very Satisfied Column %	7%	7%	5%
Somewhat Satisfied Column %	18%	**20%** B	**13%**
Somewhat Dissatisfied Column %	28%	**25%**	**34%** A
Very Dissatisfied Column %	43%	44%	40%
Total Dissastisfed Column %	71%	69%	74%
Not Sure Column %	5%	**3%**	**8%** A

In general, are you satisfied or dissatisfied with the way things are going in: The State of Tennessee *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total Satisfied Column %	56%	**60%** B	**44%**
Very Satisfied Column %	20%	**23%** B	**12%**
Somewhat Satisfied Column %	36%	37%	31%
Somewhat Dissatisfied Column %	21%	20%	24%
Very Dissatisfied Column %	17%	16%	19%
Total Dissastisfed Column %	38%	**36%**	**43%** A
Not Sure Column %	7%	**4%**	**14%** A

* Denotes variable with statistically significant findings

  Significant difference within groups: AB

In general, are you satisfied or dissatisfied with the way things are going in: K-12 Public Education In Tennessee *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total Satisfied Column %	42%	**44%** B	**33%**
Very Satisfied Column %	10%	**11%** B	**5%**
Somewhat Satisfied Column %	32%	33%	28%
Somewhat Dissatisfied Column %	27%	**32%** B	**14%**
Very Dissatisfied Column %	14%	13%	18%
Total Dissastisfed Column %	42%	**45%** B	**32%**
Not Sure Column %	17%	**11%**	**35%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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　Significant difference within groups: AB

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As you and your family plan for the next year, are you doing so expecting the U.S. economy to be... *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Booming or growing Column %	11%	10%	11%
Booming Column %	1%	1%	1%
Growing, but not booming Column %	10%	9%	10%
Holding steady Column %	18%	17%	20%
Slowing, but not in recession Column %	23%	**27% B**	**12%**
In recession Column %	38%	**36%**	**44% A**
Slowing or in recession Column %	61%	**63% B**	**56%**
I'm not sure Column %	10%	9%	13%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

How would you rate the job Governor Bill Lee is doing? Would you say that you... *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total approve Column %	47%	**54%** B	**25%**
Approve strongly Column %	15%	**18%** B	**6%**
Approve somewhat Column %	32%	**36%** B	**19%**
Neither approve nor disapprove Column %	21%	**18%**	**28%** A
Disapprove somewhat Column %	14%	**12%**	**21%** A
Disapprove strongly Column %	11%	**12%** B	**7%**
Total disapprove Column %	25%	24%	28%
Not sure Column %	8%	**4%**	**19%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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  Significant difference within groups: AB

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How would you rate your interest in college football? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
I'm an avid fan and follow the sport closely Column %	25%	**31%** B	**7%**
I watch games occasionally or socially Column %	34%	35%	32%
I'm aware of it, but I don't watch games Column %	16%	**13%**	**26%** A
I have no interest in college football Column %	25%	**22%**	**35%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: AB

Do you have a favorite college football team that plays in the Southeastern Conference (SEC)? *

Base: Interest In College Football

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	694	575	119
Yes Column %	75%	**78%** B	**56%**
No Column %	23%	**19%**	**42%** A
Not sure Column %	3%	3%	2%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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▪ **Significant difference within groups: AB**

Who is your favorite college football team? *

Base: Interest In College Football & Follows SEC Team

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	517	450	67
Tennessee Volunteers Column %	74%	73%	78%
Alabama Crimson Tide Column %	7%	8% B	1%
Auburn Tigers Column %	1%	1%	1%
Florida Gators Column %	4%	3%	11% A
Georgia Bulldogs Column %	4%	4%	0%
Kentucky Wildcats Column %	2%	1%	4%
LSU Tigers Column %	1%	2%	1%
Mississippi State Bulldogs Column %	1%	1%	0%
Missouri Tigers Column %	0%	0%	0%
Ole Miss Rebels Column %	3%	3%	2%
South Carolina Gamecocks Column %	0%	0%	0%
Arkansas Razorbacks Column %	1%	1%	0%
Texas A&M Aggies Column %	1%	1%	0%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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☐ **Significant difference within groups: AB**

Who is your favorite college football team? *

Base: Interest In College Football & Follows SEC Team

		Likely Voters	
	Total	Likely Voter A	Other B
Vanderbilt Commodores Column %	2%	2%	0%
Not sure Column %	0%	0%	0%

Based on your personal experiences and perceptions, which SEC college football team's fan base do you find the most annoying or obnoxious? *

Base: Interest In College Football

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	675	558	117
Alabama Crimson Tide Column %	30%	29%	34%
Florida Gators Column %	18%	17%	25%
Tennessee Volunteers Column %	18%	**19%** **B**	**10%**
Auburn Tigers Column %	1%	1%	0%
Georgia Bulldogs Column %	6%	**7%** **B**	**2%**
Kentucky Wildcats Column %	1%	1%	0%
LSU Tigers Column %	1%	1%	1%
Mississippi State Bulldogs Column %	0%	0%	0%
Missouri Tigers Column %	0%	0%	0%
Ole Miss Rebels Column %	5%	**6%** **B**	**1%**
South Carolina Gamecocks Column %	2%	2%	0%
Arkansas Razorbacks Column %	0%	0%	0%
Texas A&M Aggies Column %	1%	1%	3%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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▪ **Significant difference within groups: AB**

Based on your personal experiences and perceptions, which SEC college football team's fan base do you find the most annoying or obnoxious? *

Base: Interest In College Football

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Vanderbilt Commodores Column %	0%	1%	0%
Not sure Column %	16%	**14%**	**24%** **A**

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Considering the recent discussions surrounding the construction of new sports facilities, such as the Titans stadium in Nashville, the Lookouts stadium in Chattanooga, or the Smokies stadium in Knoxville, how do you feel about the use of tax dollars to subsidize these projects? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total support Column %	35%	36%	33%
Strongly support: I believe it's a good investment and benefits the community Column %	17%	**16%**	**21%** A
Somewhat support: I think there are potential benefits, but it should be approached with caution Column %	18%	**20%** B	**12%**
Neutral: I neither support nor oppose using tax dollars for this purpose Column %	22%	**20%**	**28%** A
Somewhat oppose: I have concerns about this use of tax dollars, though I see some potential benefits Column %	13%	**16%** B	**4%**
Strongly oppose: I do not believe tax dollars should be used for sports stadium construction Column %	22%	23%	19%
Total oppose Column %	34%	**39%** B	**23%**
I'm not sure Column %	8%	**5%**	**16%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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Recently, the NCAA (the organization regulating college sports in the United States) began allowing college athletes to profit from their name, image, or likeness (N-I-L). This means college athletes can now make money from social media, endorsements, autograph signings, and other financial opportunities. Do you approve or disapprove of the NCAA's decision to allow college athletes to make money from their N-I-L? *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total approve Column %	52%	**47%**	**64%** A
Strongly approve Column %	26%	**23%**	**34%** A
Somewhat approve Column %	26%	**24%**	**30%** A
Neither approve nor disapprove Column %	21%	22%	18%
Somewhat disapprove Column %	9%	**12%** B	**3%**
Strongly disapprove Column %	9%	**11%** B	**5%**
Total disapprove Column %	19%	**23%** B	**7%**
I'm not sure Column %	8%	8%	11%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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█ **Significant difference within groups: AB**

Would you support or oppose allowing licensed pharmacists to diagnose and treat certain common illnesses in Tennessee, such as the flu or strep throat? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total support Column %	57%	**60%** B	**48%**
Strongly support: I believe pharmacists have the expertise, and it would increase access to care Column %	24%	**27%** B	**18%**
Somewhat support: It might be beneficial, especially in areas with limited healthcare access, but there should be strict guidelines Column %	33%	34%	30%
Neutral: I don't have a strong opinion on this matter Column %	16%	17%	16%
Somewhat oppose: I have concerns about this approach, even though I recognize it could offer convenience for some Column %	12%	**11%**	**16%** A
Strongly oppose: Diagnosis and treatment should remain with doctors and specialized medical professionals Column %	14%	**12%**	**20%** A
Total oppose Column %	26%	**23%**	**36%** A

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    Significant difference within groups: AB

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Suppose licensed pharmacists were allowed to diagnose and treat certain common illnesses, such as the flu or strep throat. Would you consider visiting your pharmacy for this service instead of a doctor or urgent care clinic? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total (Definitely or probably) Column %	54%	**58%** B	**40%**
Definitely Column %	23%	**26%** B	**14%**
Probably Column %	30%	**32%** B	**26%**
Probably not Column %	13%	12%	15%
Definitely not Column %	15%	**12%**	**23%** A
Total (Definitely or probably not) Column %	27%	**24%**	**38%** A
I'm not sure Column %	19%	18%	22%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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    Significant difference within groups: AB

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If the cost to visit a licensed pharmacist for diagnosis and treatment of certain common illnesses was significantly lower than visiting a doctor or urgent care clinic, would you consider using this service? *

Base: Would not use

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	324	208	116
Total would use Column %	11%	**8%**	**17%** A
Definitely would use Column %	4%	**1%**	**9%** A
Probably would use Column %	7%	7%	8%
Probably would not use Column %	31%	**35%** B	**24%**
Definitely would not use Column %	26%	**32%** B	**14%**
Total would not use Column %	57%	**67%** B	**38%**
I'm not sure Column %	32%	**25%**	**45%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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■ **Significant difference within groups: AB**

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Who or what do you primarily blame for the high healthcare costs in the United States? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Government regulations and policies Column %	24%	26%	21%
Insurance companies Column %	23%	22%	27%
Pharmaceutical companies Column %	13%	14%	10%
Patients overuse of services or not engaging in preventative care Column %	7%	**8% B**	**4%**
Malpractice lawsuits Column %	5%	**7% B**	**0%**
Hospitals Column %	2%	1%	3%
Doctors, nurses, and other healthcare providers Column %	5%	**4%**	**8% A**
Other factors: (Please specifiy) Column %	5%	**6% B**	**2%**
I'm unsure or don't have enough information Column %	15%	**12%**	**24% A**

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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▢ **Significant difference within groups: AB**

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In Tennessee, healthcare providers need government permission to open new hospitals or clinics and add certain services in many areas. How would you feel about reforming or changing this requirement? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total support Column %	45%	**50%** B	**31%**
Strongly support this reform Column %	19%	**22%** B	**9%**
Somewhat support this reform Column %	26%	**28%** B	**22%**
Neutral Column %	29%	29%	32%
Somewhat oppose this reform Column %	8%	**6%**	**15%** A
Strongly oppose this reform Column %	5%	**3%**	**8%** A
Total oppose Column %	13%	**9%**	**23%** A
I'm unsure or need more information Column %	12%	12%	14%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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◻ **Significant difference within groups: AB**

How would you describe your experience and use of telemedicine (i.e., receiving medical care or consultations via phone or video)? *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
I use telemedicine regularly and find it beneficial Column %	11%	10%	13%
I have used telemedicine a few times and had a positive experience Column %	20%	**23%** **B**	**15%**
I have used telemedicine a few times but prefer in-person visits Column %	15%	**19%** **B**	**5%**
I have heard of telemedicine but have never used it Column %	37%	37%	37%
I am unfamiliar with telemedicine Column %	16%	**12%**	**29%** **A**
Other (please specify): Column %	0%	0%	1%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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  Significant difference within groups: AB

How interested are you in trying telemedicine (i.e., receiving medical care or consultations via phone or video) in the future? *

Base: Never Used Telemedicine

		Likely Voters	
	Total	**Likely Voter A**	**Other B**
Sample Size	630	427	203
Total interested Column %	26%	**29% B**	**20%**
Very interested Column %	5%	4%	6%
Somewhat interested Column %	21%	**24% B**	**14%**
Not very interested Column %	30%	**33% B**	**24%**
Not interested at all Column %	33%	**27%**	**46% A**
Total uninterested Column %	63%	**60%**	**70% A**
I'm not sure Column %	11%	11%	10%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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▪ **Significant difference within groups: AB**

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How would you rate the following healthcare services in your area of Tennessee? Hospitals *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total (Excellent or above average) Column %	39%	**41%** B	**32%**
Excellent Column %	15%	**17%** B	**9%**
Above Average Column %	24%	24%	23%
Average Column %	37%	**40%** B	**25%**
Below Average Column %	16%	**12%**	**26%** A
Very Poor Column %	7%	**6%**	**10%** A
Total (Below average or very poor) Column %	23%	**18%**	**37%** A
Not Sure Column %	2%	**1%**	**6%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: AB**

How would you rate the following healthcare services in your area of Tennessee? Doctor offices or clinics *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total (Excellent or above average) Column %	36%	**41%** B	**20%**
Excellent Column %	12%	13%	10%
Above Average Column %	24%	**29%** B	**11%**
Average Column %	48%	47%	51%
Below Average Column %	10%	**8%**	**16%** A
Very Poor Column %	3%	**2%**	**7%** A
Total (Below average or very poor) Column %	14%	**11%**	**23%** A
Not Sure Column %	2%	**1%**	**6%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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⬜ **Significant difference within groups: AB**

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How would you rate the following healthcare services in your area of Tennessee? Pharmacies *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total (Excellent or above average) Column %	41%	**44%** B	**34%**
Excellent Column %	14%	14%	14%
Above Average Column %	27%	**29%** B	**20%**
Average Column %	46%	**43%**	**51%** A
Below Average Column %	7%	**8%** B	**4%**
Very Poor Column %	5%	**4%**	**7%** A
Total (Below average or very poor) Column %	12%	12%	11%
Not Sure Column %	1%	**1%**	**4%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: AB**

How would you rate the following healthcare services in your area of Tennessee? Mental health services *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total (Excellent or above average) Column %	12%	13%	12%
Excellent Column %	5%	6%	4%
Above Average Column %	7%	7%	8%
Average Column %	26%	28%	23%
Below Average Column %	14%	15%	13%
Very Poor Column %	15%	**12%**	**24%** A
Total (Below average or very poor) Column %	29%	**26%**	**38%** A
Not Sure Column %	32%	33%	28%

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How would you rate the following healthcare services in your area of Tennessee? Dental services *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total (Excellent or above average) Column %	36%	**40%** B	**25%**
Excellent Column %	14%	15%	11%
Above Average Column %	22%	**25%** B	**14%**
Average Column %	40%	**42%** B	**34%**
Below Average Column %	10%	**6%**	**20%** A
Very Poor Column %	8%	**7%**	**13%** A
Total (Below average or very poor) Column %	18%	**13%**	**33%** A
Not Sure Column %	6%	5%	8%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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█ **Significant difference within groups: AB**

How would you rate the following healthcare services in your area of Tennessee? Physical rehabilitation services *

	Total	Likely Voters	
		Likely Voter A	Other B
Sample Size	1,181	875	306
Total (Excellent or above average) Column %	35%	**39%** B	**23%**
Excellent Column %	12%	**13%** B	**7%**
Above Average Column %	23%	**25%** B	**16%**
Average Column %	35%	**32%**	**44%** A
Below Average Column %	8%	**9%** B	**4%**
Very Poor Column %	3%	**2%**	**7%** A
Total (Below average or very poor) Column %	11%	11%	11%
Not Sure Column %	19%	18%	22%

How would you rate the following healthcare services in your area of Tennessee? Long-term care, such as nursing or assisted living facilities *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total (Excellent or above average) Column %	18%	**20% B**	**14%**
Excellent Column %	9%	**11% B**	**3%**
Above Average Column %	10%	9%	12%
Average Column %	26%	**28% B**	**22%**
Below Average Column %	14%	14%	15%
Very Poor Column %	14%	13%	16%
Total (Below average or very poor) Column %	28%	28%	31%
Not Sure Column %	27%	**25%**	**33% A**

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

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Do you agree or disagree with the following statements other residents have made about their area of Tennessee? I avoid or cannot afford to see a doctor out of concern for the cost of potential diagnosis and treatment *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total agree Column %	45%	**41%**	**57%** A
Agree Strongly Column %	16%	15%	20%
Agree Somewhat Column %	29%	**26%**	**37%** A
Neither Agree or Disagree Column %	18%	17%	22%
Disagree Somewhat Column %	11%	**13%** B	**3%**
Strongly Disagree Column %	24%	**27%** B	**15%**
Total disagree Column %	34%	**40%** B	**18%**
Not Sure Column %	2%	2%	3%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: AB**

Do you agree or disagree with the following statements other residents have made about their area of Tennessee? I forego or delay healthcare visits because I cannot find a doctor or other provider in my area *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total agree Column %	30%	**27%**	**39%** A
Agree Strongly Column %	11%	**13%** B	**3%**
Agree Somewhat Column %	19%	**14%**	**36%** A
Neither Agree or Disagree Column %	20%	20%	20%
Disagree Somewhat Column %	18%	**20%** B	**12%**
Strongly Disagree Column %	29%	**32%** B	**20%**
Total disagree Column %	47%	**52%** B	**32%**
Not Sure Column %	3%	**1%**	**9%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: AB**

Do you agree or disagree with the following statements other residents have made about their area of Tennessee? Mental illness and general mental health struggles among kids and teenagers are a big problem in my area of Tennessee *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total agree Column %	67%	**66%**	**72%** **A**
Agree Strongly Column %	31%	31%	32%
Agree Somewhat Column %	36%	35%	40%
Neither Agree or Disagree Column %	12%	12%	10%
Disagree Somewhat Column %	5%	**5%** **B**	**2%**
Strongly Disagree Column %	3%	**2%**	**6%** **A**
Total disagree Column %	7%	7%	8%
Not Sure Column %	14%	**15%** **B**	**9%**

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

Do you agree or disagree with the following statements other residents have made about their area of Tennessee? I believe there are insufficient resources or programs to address drug and opioid abuse in my area *

		Likely Voters	
	Total	**Likely Voter A**	**Other B**
Sample Size	1,181	875	306
Total agree Column %	59%	58%	60%
Agree Strongly Column %	29%	29%	27%
Agree Somewhat Column %	30%	29%	33%
Neither Agree or Disagree Column %	15%	**12%**	**21%** A
Disagree Somewhat Column %	8%	**9%** B	**3%**
Strongly Disagree Column %	5%	**4%**	**7%** A
Total disagree Column %	12%	13%	10%
Not Sure Column %	14%	**16%** B	**9%**

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

▦ **Significant difference within groups: AB**

Do you agree or disagree with the following statements other residents have made about their area of Tennessee? There are not enough preventive health programs, like screenings and vaccinations, in my area *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total agree Column %	32%	**33%** **B**	**27%**
Agree Strongly Column %	13%	**15%** **B**	**8%**
Agree Somewhat Column %	19%	19%	20%
Neither Agree or Disagree Column %	31%	**28%**	**39%** **A**
Disagree Somewhat Column %	17%	**20%** **B**	**9%**
Strongly Disagree Column %	14%	**12%**	**20%** **A**
Total disagree Column %	31%	32%	29%
Not Sure Column %	6%	7%	6%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

   Significant difference within groups: AB

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

We are interested in how frequently individuals rely on social media platforms for specific health-related information. For each of the following purposes, please select the option that best describes your usage of social media (Facebook, Instagram, TikTok, etc.) for: Seeking reliable health information *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total (Frequently or occasionally) Column %	29%	**27%**	**34%** A
Frequently Column %	10%	10%	11%
Occasionally Column %	19%	**17%**	**24%** A
Rarely Column %	25%	**21%**	**35%** A
Never Column %	42%	**48%** B	**25%**
Total (Rarely or never) Column %	67%	**69%** B	**60%**
Not Sure Column %	5%	4%	6%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: AB**

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

We are interested in how frequently individuals rely on social media platforms for specific health-related information. For each of the following purposes, please select the option that best describes your usage of social media (Facebook, Instagram, TikTok, etc.) for: Evaluating new treatment options *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total (Frequently or occasionally) Column %	32%	**30%**	**39%** **A**
Frequently Column %	8%	**7%**	**11%** **A**
Occasionally Column %	24%	23%	28%
Rarely Column %	25%	23%	28%
Never Column %	35%	**40%** **B**	**18%**
Total (Rarely or never) Column %	59%	**64%** **B**	**47%**
Not Sure Column %	8%	**6%**	**15%** **A**

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

◻ **Significant difference within groups: AB**

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

We are interested in how frequently individuals rely on social media platforms for specific health-related information. For each of the following purposes, please select the option that best describes your usage of social media (Facebook, Instagram, TikTok, etc.) for: Researching medication side effects *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total (Frequently or occasionally) Column %	43%	43%	41%
Frequently Column %	20%	20%	20%
Occasionally Column %	23%	23%	21%
Rarely Column %	20%	**14%**	**35%** **A**
Never Column %	33%	**38%** **B**	**19%**
Total (Rarely or never) Column %	53%	52%	54%
Not Sure Column %	5%	4%	6%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

We are interested in how frequently individuals rely on social media platforms for specific health-related information. For each of the following purposes, please select the option that best describes your usage of social media (Facebook, Instagram, TikTok, etc.) for: Fact-checking information from your doctor or other healthcare professionals *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total (Frequently or occasionally) Column %	36%	**32%**	**49%** A
Frequently Column %	10%	10%	11%
Occasionally Column %	26%	**22%**	**38%** A
Rarely Column %	21%	21%	24%
Never Column %	38%	**43%** B	**22%**
Total (Rarely or never) Column %	59%	**64%** B	**45%**
Not Sure Column %	5%	4%	6%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

We are interested in how frequently individuals rely on social media platforms for specific health-related information. For each of the following purposes, please select the option that best describes your usage of social media (Facebook, Instagram, TikTok, etc.) for: Checking reviews of doctors or healthcare professionals *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total (Frequently or occasionally) Column %	48%	**46%**	**55%** A
Frequently Column %	16%	15%	17%
Occasionally Column %	33%	**31%**	**38%** A
Rarely Column %	18%	19%	17%
Never Column %	28%	**30%** B	**21%**
Total (Rarely or never) Column %	46%	**49%** B	**38%**
Not Sure Column %	6%	6%	6%

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

We are interested in how frequently individuals rely on social media platforms for specific health-related information. For each of the following purposes, please select the option that best describes your usage of social media (Facebook, Instagram, TikTok, etc.) for: Seeking mental health advice *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Total (Frequently or occasionally) Column %	28%	**23%**	**41%** **A**
Frequently Column %	13%	**10%**	**20%** **A**
Occasionally Column %	15%	**12%**	**21%** **A**
Rarely Column %	18%	17%	22%
Never Column %	45%	**51%** **B**	**28%**
Total (Rarely or never) Column %	64%	**68%** **B**	**50%**
Not Sure Column %	9%	9%	9%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

We are interested in how frequently individuals rely on social media platforms for specific health-related information. For each of the following purposes, please select the option that best describes your usage of social media (Facebook, Instagram, TikTok, etc.) for: Finding support groups or communities *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Total (Frequently or occasionally) Column %	33%	**30%**	**42%** A
Frequently Column %	14%	**10%**	**26%** A
Occasionally Column %	19%	20%	16%
Rarely Column %	21%	20%	22%
Never Column %	37%	**41%** B	**26%**
Total (Rarely or never) Column %	57%	**61%** B	**47%**
Not Sure Column %	9%	9%	10%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

As new variants of COVID-19 emerge, there is potential for a nationwide mask mandate. How would you approach wearing a mask if such a mandate were implemented? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
I would consistently wear a mask as mandated in all situations Column %	34%	**36% B**	**29%**
I would only wear a mask in places where it's strictly enforced (e.g., on an airplane, at the doctor's office) Column %	38%	38%	39%
I would choose not to wear a mask despite the mandate Column %	19%	19%	17%
I'm unsure, or it would depend on the specific circumstances Column %	9%	**7%**	**14% A**

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

In 2024, there will be a statewide primary election for President and other offices. How likely are you to vote in this election? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Definitely Column %	67%	**80%** B	**29%**
Probably Column %	13%	**9%**	**26%** A
Maybe Column %	14%	**9%**	**29%** A
Probably not Column %	3%	**1%**	**9%** A
Definitely not Column %	3%	**1%**	**7%** A

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

Are you more likely to vote in the Democratic or Republican Presidential primary? *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,109	852	257
Republican Column %	44%	**49%** B	**26%**
Democrat Column %	24%	**26%** B	**18%**
Neither Column %	13%	**11%**	**20%** A
Don't know Column %	19%	**14%**	**36%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

◻ **Significant difference within groups: AB**

Among these candidates, who would you most likely vote for in the Republican primary for President in 2024?

Base: Republican Primary Voter

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	484	417	67
Donald Trump Column %	64%	63%	66%
Ron DeSantis Column %	16%	16%	13%
Nikki Haley Column %	3%	3%	0%
Mike Pence Column %	2%	2%	5%
Tim Scott Column %	0%	0%	1%
Vivek Ramaswamy Column %	3%	3%	4%
Asa Hutchinson Column %	0%	0%	0%
Chris Christie Column %	0%	0%	0%
Doug Burgum Column %	0%	0%	0%
I'm not sure Column %	10%	10%	11%
Other Column %	2%	2%	0%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

Among these candidates, who would you most likely vote for in the Democrat primary in 2024?

Base: Democrat Primary Voter

	Likely Voters		
	Total	Likely Voter A	Other B
Sample Size	270	224	46
Joe Biden Column %	75%	74%	80%
Robert F. Kennedy Jr. Column %	9%	10%	5%
Marianne Williamson Column %	3%	2%	3%
Other Column %	3%	4%	0%
I'm not sure Column %	10%	10%	12%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

Presidential Trial Ballot (Two Way Race) *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,075	835	241
Donald Trump Column %	59%	61%	55%
Joe Biden Column %	29%	30% B	23%
I'm not sure Column %	12%	9%	22% A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

Trial Ballot (Kennedy) *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,164	872	292
Donald Trump, the Republican candidate Column %	46%	**48%** B	**38%**
Joe Biden, the Democratic candidate Column %	18%	**23%** B	**5%**
Robert F. Kennedy Jr., the Independent candidate Column %	22%	**19%**	**30%** A
Undecided Column %	14%	**10%**	**27%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

　　　Significant difference within groups: AB

Trial Ballot (Manchin) *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,118	844	273
Donald Trump, the Republican candidate Column %	52%	53%	47%
Joe Biden, the Democratic candidate Column %	21%	23%	18%
Joe Manchin, the Independent candidate Column %	5%	**6%** **B**	**3%**
Undecided Column %	22%	**18%**	**32%** **A**

Senate General Ballot (Bradshaw) *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,070	824	246
Marsha Blackburn Column %	43%	**48%** B	**27%**
Marquita Bradshaw Column %	32%	**36%** B	**21%**
Undecided Column %	25%	**17%**	**52%** A

Senate General Ballot (Johnson) *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,100	850	249
Marsha Blackburn Column %	43%	**49%** B	**25%**
Gloria Johnson Column %	27%	**29%** B	**22%**
Undecided Column %	30%	**23%**	**53%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

▪ **Significant difference within groups: AB**

Do you believe there should be maximum age limits for elected officials, meaning they cannot hold office after reaching a certain age?

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Yes, there should be age limits Column %	80%	81%	76%
No, there should not be age limits Column %	20%	19%	24%

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

Would you support or oppose a proposal to set a maximum age of 75 for the position of President of the U.S.? *

Base: Believes in age limits

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	941	708	233
Strongly support Column %	50%	52%	46%
Somewhat support Column %	24%	25%	20%
Neither support nor oppose Column %	12%	9%	21% A
Somewhat oppose Column %	2%	3%	1%
Strongly oppose Column %	5%	3%	12% A
I'm not sure Column %	6%	8% B	1%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

Generally speaking, do you think of yourself as a ? *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Republican Column %	43%	**48%** **B**	**30%**
Independent Column %	29%	**27%**	**36%** **A**
Democrat Column %	24%	23%	25%
Something else Column %	4%	**2%**	**9%** **A**

Would you call yourself a: *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	510	418	92
Strong Republican Column %	70%	**75%** B	**48%**
Not a Very Strong Republican Column %	30%	**25%**	**52%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: AB**

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

Would you call yourself a... *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	278	202	76
Strong Democrat Column %	72%	**81%** **B**	**48%**
Not a Very Strong Democrat Column %	28%	**19%**	**52%** **A**

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

Do you think of yourself as.. *

Base: Independent

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	393	255	138
Closer to the Republican Party Column %	25%	**21%**	**32%** **A**
Closer to the Democratic Party Column %	22%	**27%** **B**	**11%**
Strictly an Independent Column %	53%	52%	57%

Who did you vote for in the 2020 election? *

	Total	Likely Voters	
		Likely Voter **A**	**Other** **B**
Sample Size	1,181	875	306
Donald Trump Column %	53%	**58%** **B**	**39%**
Joe Biden Column %	32%	**34%** **B**	**27%**
Someone else Column %	3%	**4%** **B**	**1%**
I did not vote Column %	11%	**4%**	**33%** **A**

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

☐ **Significant difference within groups: AB**

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

What is your age? *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
18 to 24 Column %	8%	**6%**	**16%** A
25 to 34 Column %	16%	**13%**	**24%** A
35 to 44 Column %	16%	17%	13%
45 to 64 Column %	33%	33%	34%
65+ Column %	27%	**31%** B	**13%**

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: AB**

Thinking about your general approach to issues, do you consider yourself to be... *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Very conservative Column %	19%	**23%** B	**8%**
Somewhat conservative Column %	22%	21%	25%
Moderate Column %	32%	**27%**	**46%** A
Somewhat liberal Column %	11%	**13%** B	**6%**
Very liberal Column %	6%	5%	6%
Not Sure Column %	11%	12%	9%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: AB**

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

Gender: Which of the following are you? *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Male Column %	45%	46%	42%
Female Column %	54%	54%	55%
Other/Non-binary Column %	1%	**0%**	**3%** **A**

* Denotes variable with statistically significant findings

Significant difference within groups: A

How many infants and children under 18 years of age live in your *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
1 to 2 Column %	19%	20%	16%
3 or more Column %	7%	8%	5%
None Column %	74%	**72%**	**79%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

▢   **Significant difference within groups: A**

Which of the following best describes your race or ethnicity? *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
White Non-Hispanic Column %	73%	**75%** **B**	**69%**
Black or African American Column %	9%	**8%**	**12%** **A**
Hispanic Column %	1%	**2%** **B**	**0%**
Asian Column %	1%	0%	1%
Other Column %	14%	14%	15%
Prefer not to say Column %	2%	1%	2%

Which of the following best describes your household's total inc *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
< $15,000 Column %	6%	5%	8%
$15,000-$24,999 Column %	5%	**6%** B	**2%**
$25,000-$34,999 Column %	7%	**8%** B	**4%**
$35,000-$49,999 Column %	13%	**10%**	**21%** A
$50,000-$74,999 Column %	18%	19%	18%
$75,000-$99,999 Column %	16%	16%	18%
$100,000-$124,999 Column %	11%	12%	9%
$125,000-$149,999 Column %	8%	**9%** B	**3%**
$150,000-$199,999 Column %	5%	5%	7%
$200,000 and over Column %	6%	**8%** B	**0%**
Not sure Column %	5%	**3%**	**10%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: AB

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

Which of the following best describes your current education lev *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Some high school or less Column %	15%	**8%**	**34%** **A**
High school graduate Column %	41%	**44%** **B**	**32%**
Associate's degree (Two-year post-secondary degree) Column %	8%	**9%** **B**	**5%**
Some college but no degree Column %	7%	**8%** **B**	**4%**
Bachelor's degree Column %	20%	20%	20%
Master's or professional degree Column %	8%	**10%** **B**	**3%**
Doctorate degree Column %	1%	**2%** **B**	**0%**
Prefer not to say Column %	0%	0%	1%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: AB**

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

What is your current marital status? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Married Column %	55%	**61%** B	**39%**
Never married Column %	21%	**18%**	**31%** A
Divorced Column %	10%	**9%**	**14%** A
Living with partner Column %	6%	**5%**	**11%** A
Widowed Column %	5%	6%	3%
Separated Column %	1%	2%	1%
Prefer not to say Column %	1%	**0%**	**2%** A
Other Column %	0%	0%	0%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: AB**

Beacon Poll of Tennessee Oct. 5 to 16, 2023 MOE +/- 2.79%

Do you own or rent your home? *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Own Column %	70%	**76%** B	**53%**
Rent Column %	30%	**24%**	**47%** A

Thinking about your religion, are you *

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	1,181	875	306
Protestant Column %	35%	**40%** **B**	**20%**
Roman Catholic Column %	9%	8%	11%
Something else Column %	30%	**27%**	**37%** **A**
Nothing in particular Column %	21%	19%	24%
Agnostic Column %	3%	**2%**	**6%** **A**
Atheist Column %	1%	**2%** **B**	**0%**
Orthodox (e.g. Greek or Russian Orthodox) Column %	0%	1%	0%
Buddhist Column %	0%	0%	0%
Hindu Column %	0%	0%	0%
Jewish Column %	1%	1%	0%
Mormon Column %	0%	0%	0%
Muslim Column %	0%	0%	1%

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: AB

Would you describe yourself as a 'born-again' or evangelical Christian? *

Base: Protestant

		Likely Voters	
	Total	**Likely Voter** **A**	**Other** **B**
Sample Size	413	353	60
Yes Column %	69%	**66%**	**86%** **A**
No Column %	31%	**34%** **B**	**14%**

Are you now employed full-time, part-time, self-employed, or not *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	1,181	875	306
Full-time Column %	38%	40%	34%
Self-employed Column %	11%	**7%**	**23%** A
Part-time Column %	6%	**4%**	**10%** A
Retired Column %	26%	**30%** B	**13%**
Not employed Column %	18%	19%	17%
Don't know Column %	1%	**0%**	**3%** A

Weight Variable = Weight (Registered Voters), Confidence Level = 95%

* Denotes variable with statistically significant findings

▢   **Significant difference within groups: AB**

Which best describes your current work location? *

		Likely Voters	
	Total	Likely Voter A	Other B
Sample Size	452	349	103
Working on-site, traveling to and from work Column %	78%	**76%**	**87%** A
Working from home but always have Column %	12%	**15%** B	**1%**
Hybrid model (splitting time between home and on-site) Column %	8%	8%	7%
Temporarily or permanently working from home due to the pandemic Column %	2%	1%	4%