Marginals Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

July 4, 2023

Targoz Market Research®

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

	Total
Sample Size	1,114
Total Very or Somewhat Satisfied Column %	26%
Very Satisfied Column %	8%
Somewhat Satisfied Column %	18%
Somewhat Dissatisfied Column %	34%
Very Dissatisfied Column %	36%
Total Very or Somewhat Dissatisfied Column %	70%
Not Sure Column %	4%

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

	Total
Sample Size	1,086
Total Very or Somewhat Satisfied Column %	58%
Very Satisfied Column %	22%
Somewhat Satisfied Column %	35%
Somewhat Dissatisfied Column %	26%
Very Dissatisfied Column %	13%
Total Very or Somewhat Dissatisfied Column %	39%
Not Sure Column %	3%

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

	Total
Sample Size	1,106
Total Very or Somewhat Satisfied Column %	36%
Very Satisfied Column %	12%
Somewhat Satisfied Column %	24%
Somewhat Dissatisfied Column %	30%
Very Dissatisfied Column %	26%
Total Very or Somewhat Dissatisfied Column %	56%
Not Sure Column %	8%

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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...

	Total
Sample Size	1,120
Total Booming or Growing Column %	17%
Booming Column %	3%
Growing, but not booming Column %	14%
Holding steady Column %	14%
Slowing, but not in recession Column %	31%
In recession Column %	30%
Total Slowing or In Recession Column %	61%
I'm not sure Column %	8%

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Generated on July 4, 2023

Compared to a year ago, would you say that you and your family are economically...

	Total
Sample Size	1,120
Total A Lot or Somewhat Better Off Column %	22%
A lot better off Column %	9%
Somewhat better off Column %	13%
About the same Column %	39%
Somewhat worse off Column %	28%
A lot worse off Column %	11%
Total A Lot or Somewhat Worse Off Column %	39%

How frequently do concerns about your rent or mortgage payments affect your daily life?

	Total
Sample Size	1,120
Total Every or Almost Every Day Column %	20%
Every day Column %	7%
Almost every day Column %	13%
Sometimes Column %	33%
Rarely Column %	17%
Never Column %	30%
Total Rarely or Never Column %	46%

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How do you feel about the following statement: Generally speaking, the way state government runs in Tennessee serves as a good model for other states to follow?

	Total
Sample Size	1,120
Total Strongly or Somewhat Agree Column %	53%
Strongly agree Column %	24%
Somewhat agree Column %	29%
Somewhat disagree Column %	21%
Strongly disagree Column %	19%
Total Strongly or Somewhat Disagree Column %	40%
Not sure Column %	7%

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The Tennessee legislature recently adjourned for the year. How would you rate the job the Tennessee Legislature is doing? Would you say that you...

	Total
Sample Size	1,120
Total Strongly or Somewhat Approve Column %	42%
Approve strongly Column %	12%
Approve somewhat Column %	30%
Neither approve nor disapprove Column %	28%
Disapprove somewhat Column %	16%
Disapprove strongly Column %	14%
Total Strongly or Somewhat Disapprove Column %	30%

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Have you chosen not to purchase a product or service or told someone else not to purchase a product or service made by a particular company because the company's actions or policies conflicted with your values or beliefs?

Total
1,120
41%
15%
44%

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Do you think companies should take a stand on important social and political issues?

	Total
Sample Size	1,120
Total Yes Column %	49%
Yes, always Column %	12%
Yes, sometimes Column %	37%
No, not typically Column %	28%
No, never Column %	18%
Total No Column %	46%
I'm not sure Column %	5%

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Have you ever consumed Bud Light?

	Total
Sample Size	1,120
Yes	
Column %	59%
Νο	
Column %	40%
Not sure	
Column %	1%

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Do you currently drink Bud Light? (Base: Has consumed in the past)

	Total
Sample Size	665
Yes Column %	38%
No Column %	
Column %	62%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Did you stop drinking Bud Light because of their recent marketing campaign? (Base: Not currently consuming Bud Light)

	Total
Sample Size	413
Yes	
Column %	22%
No	
Column %	77%
Not sure	
Column %	1%

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Would you consider drinking it again in the future? (Base: Stopped because of campaign)

	Total
Sample Size	91
Yes	
Column %	23%
Νο	
Column %	53%
Not sure	
Column %	24%

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Earlier this year, Tennessee Republicans voted to expel Democrat Reps. Justin Jones from Nashville and Justin Pearson from Memphis after they broke House rules by protesting for gun control on the House floor. Do you approve or disapprove of their expulsion from the legislature?

	Total
Sample Size	1,120
Total Strongly or Somewhat Approve Column %	39%
Strongly approve Column %	24%
Somewhat approve Column %	15%
Neither approve nor disapprove Column %	17%
Somewhat disapprove Column %	11%
Strongly disapprove Column %	28%
Total Strongly or Somewhat Disapprove Column %	39%
I'm not sure Column %	6%

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Under Tennessee's existing Education Savings Account program, families of eligible K-12 students can use a portion of their per-pupil funding on certain educational expenses such as private school tuition, tutoring, educational therapy, or other educational purposes. This program already exists in some counties. Would you support or oppose expanding this program to all counties in Tennessee?

	Total
Sample Size	1,120
Total Strongly or Somewhat Support Column %	69%
Strongly support Column %	40%
Somewhat support Column %	30%
Somewhat oppose Column %	5%
Strongly oppose Column %	11%
Total Strongly or Somewhat Oppose Column %	17%
I'm not sure Column %	14%

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Charter schools are public schools that are not governed by a local school board, but by an independent board of directors. While they are subject to the same academic requirements as traditional public schools, they can design their own classrooms, culture, and teaching methods. Public charter schools already exist in some counties. Would you support or oppose expanding charter schools to all counties?

	Total
Sample Size	1,120
Total Strongly or Somewhat Support Column %	64%
Strongly support Column %	32%
Somewhat support Column %	33%
Somewhat oppose Column %	13%
Strongly oppose Column %	9%
Total Strongly or Somewhat Oppose Column %	23%
I'm not sure Column %	13%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

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

	Total
Sample Size	1,120
Definitely Column %	74%
Probably Column %	13%
Maybe Column %	11%
Probably not Column %	1%
Definitely not Column %	0%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

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

	Total
Sample Size	1,104
Republican Column %	45%
Democrat Column %	32%
Neither Column %	9%
Don't know Column %	14%

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

	Total
Sample Size	356
Joe Biden Column %	63%
Robert F. Kennedy Jr. Column %	7%
Marianne Williamson Column %	2%
Other Column %	2%
I'm not sure Column %	26%

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

	Total
Unweighted Sample Size	521
Donald Trump Column %	61%
Ron DeSantis Column %	12%
Mike Pence Column %	8%
Tim Scott Column %	1%
Vivek Ramaswamy Column %	1%
Less Than 1% Of The Vote (Nikki Haley, Chris Christie, Larry Elder, Asa Hutchinson, Doug Burgum)	
Column %	8%
I'm not sure Column %	9%

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Trial Heat: (Trump vs Biden) Here is a list of general election matchups for President- please indicate whom you would vote for if the election were today. To start- If the Presidential Election were held today, would you vote for Joe Biden or Donald Trump?

	Total
Unweighted Sample Size	1,046
Donald Trump Count Column %	574 54%
Joe Biden Count Column %	364 34%
Undecided Count Column %	117 11%

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Here is a list of general election matchups for President- please indicate whom you would vote for if the election were today. To start- If the Presidential Election were held today, would you vote for Joe Biden or Donald Trump?

	Total
Sample Size	1,120
Donald Trump Column %	51%
Joe Biden Column %	32%
I'm not sure Column %	10%
I wouldn't vote Column %	6%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Trail Heat (DeSantis vs Biden) What about Joe Biden or Ron DeSantis?

	Total
Unweighted Sample Size	970
Ron DeSantis Count Column %	513 52%
Joe Biden Count Column %	355 36%
Undecided Count Column %	109 11%

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What about Joe Biden or Ron DeSantis?

	Total
Sample Size	1,120
Ron DeSantis Column %	46%
Joe Biden Column %	32%
I'm not sure Column %	10%
I wouldn't vote Column %	13%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

As you may know, some have called for the U.S. government to ban the social media platform TikTok whose parent company is based in China. Would you approve or disapprove of preventing TikTok from operating on people's phones and devices in the U.S.?

	Total
Sample Size	1,120
Total Strongly or Somewhat Approve Column %	56%
Strongly approve Column %	33%
Somewhat approve Column %	23%
Neither approve nor disapprove Column %	15%
Somewhat Disapprove Column %	12%
Strongly disapprove Column %	13%
Total Strongly or Somewhat Disapprove Column %	25%
I'm not sure Column %	4%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

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.

	Total
Sample Size	1,118
Total Strongly or Somewhat Agree Column %	38%
Strongly Agree Column %	18%
Agree Column %	20%
Neither or Unsure Column %	16%
Disagree Column %	23%
Strongly Disagree Column %	23%
Total Strongly or Somewhat Disagree Column %	46%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Do you agree or disagree with the following statements other residents have made about their area of Tennessee? More private and public education opportunities are needed in K-12 education in Tennessee because kids are different, and a one-size-fits-all learning environment doesn't work for all kids.

	Total
Sample Size	1,112
Total Strongly or Somewhat Agree Column %	77%
Strongly Agree Column %	37%
Agree Column %	40%
Neither or Unsure Column %	14%
Disagree Column %	6%
Strongly Disagree Column %	3%
Total Strongly or Somewhat Disagree Column %	9%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Do you agree or disagree with the following statements other residents have made about their area of Tennessee? We should encourage all students to attend a four-year college in order for them to have a successful career.

	Total
Sample Size	1,120
Total Strongly or Somewhat Agree Column %	32%
Strongly Agree Column %	15%
Agree Column %	17%
Neither or Unsure Column %	22%
Disagree Column %	29%
Strongly Disagree Column %	17%
Total Strongly or Somewhat Disagree Column %	46%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Do you agree or disagree with the following statements other residents have made about their area of Tennessee? The climate at universities and colleges prevent some people from saying things they believe because others might find it offensive.

	Total
Sample Size	1,109
Total Strongly or Somewhat Agree Column %	63%
Strongly Agree Column %	31%
Agree Column %	32%
Neither or Unsure Column %	25%
Disagree Column %	8%
Strongly Disagree Column %	4%
Total Strongly or Somewhat Disagree Column %	12%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Do you believe that in the next 20 years, most traditional jobs (such as doctors, lawyers, teachers, etc.) could be substantially replaced by AI and automation technologies?

	Total
Sample Size	1,120
Yes	
Column %	31%
No	
Column %	47%
Not sure	
Column %	22%

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

	Total
Sample Size	1,120
Republican Column %	40%
Democrat Column %	31%
Independent Column %	26%
Something else Column %	3%

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Would you call yourself a...

	Total
Sample Size	450
Strong Republican Column %	71%
Not a Very Strong Republican Column %	29%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Would you call yourself a...

	Total
Sample Size	342
Strong Democrat Column %	67%
Not a Very Strong Democrat Column %	33%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Do you think of yourself as...

	Total
Sample Size	328
Closer to the Democratic Party Column %	25%
Closer to the Republican Party Column %	23%
Strictly an Independent Column %	52%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Ballot: 2020 Presidential Election "Who did you vote for in the 2020 election?

	Total
Unweighted Sample Size	999
Donald Trump Count Column %	569 57%
Joe Biden Count Column %	378 38%
Someone Else Count Column %	49 5%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Who did you vote for in the 2020 election?

	Total
Sample Size	1,120
Donald Trump Column %	51%
Joe Biden Column %	34%
Someone else Column %	4%
I did not vote Column %	11%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

How much have you heard about Trump being indicted on seven criminal charges in the special counsel's classified documents probe?

	Total
Sample Size	1,120
A lot	
Column %	60%
A little	
Column %	33%
Nothing	
Column %	7%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Do you approve or disapprove of the decision to indict Trump?

	Total
Sample Size	1,046
Total Strongly or Somewhat Approve Column %	43%
Strongly approve Column %	30%
Somewhat approve Column %	13%
Neither approve nor disapprove Column %	11%
Somewhat disapprove Column %	10%
Strongly disapprove Column %	33%
Total Strongly or Somewhat Disapprove Column %	44%
I'm not sure Column %	3%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

What is your age?

	Total
Sample Size	1,120
18 to 24 Column %	8%
25 to 34 Column %	16%
35 to 44 Column %	16%
45 to 64 Column %	33%
65+ Column %	27%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

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

	Total
Sample Size	1,120
Total Very or Somewhat Conservative Column %	41%
Very conservative Column %	22%
Somewhat conservative Column %	19%
Moderate Column %	23%
Somewhat liberal Column %	21%
Very liberal Column %	9%
Total Very or Somewhat Liberal Column %	29%
Not Sure Column %	6%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Which of the following are you?

	Total
Sample Size	1,120
Male	
Column %	45%
Female	
Column %	54%
Other/Non-binary	
Column %	1%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

How many infants and children under 18 years of age live in your household today?

	Total
Sample Size	1,120
1 to 2 Column %	29%
3 or more Column %	8%
None Column %	63%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Income Groups

	Total
Sample Size	1,120
Less Than \$50,000 Column %	31%
\$50,000 - \$99,999 Column %	35%
\$100,000 or More Column %	30%
Not Sure Column %	5%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Which of the following best describes your household's total income in 2022 BEFORE taxes?

	Total
Sample Size	1,120
< \$15,000 Column %	6%
\$15,000-\$24,999 Column %	5%
\$25,000-\$34,999 Column %	7%
\$35,000-\$49,999 Column %	13%
\$50,000-\$74,999 Column %	18%
\$75,000-\$99,999 Column %	16%
\$100,000-\$124,999 Column %	11%
\$125,000-\$149,999 Column %	8%
\$150,000-\$199,999 Column %	5%
\$200,000 and over Column %	6%
Not sure Column %	5%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Which of the following best describes your race or ethnicity?

	Total
Sample Size	1,120
White Non-Hispanic Column %	73%
Black or African American Column %	9%
Hispanic Column %	1%
Asian Column %	1%
Other Column %	14%
Prefer not to say Column %	2%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Education Groups

	Total
Sample Size	1,120
College Degree Column %	29%
Without College Degree or Prefer Not To Say Column %	71%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Which of the following best describes your current education level?

	Total
Sample Size	1,120
Some high school or less Column %	14%
High school graduate Column %	41%
Associate's degree (Two-year post-secondary degree) Column %	8%
Some college but no degree Column %	7%
Bachelor's degree Column %	20%
Master's or professional degree Column %	8%
Doctorate degree Column %	1%
Prefer not to say Column %	1%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

What is your current marital status?

	Total
Sample Size	1,120
Married Column %	57%
Living with partner Column %	13%
Divorced Column %	7%
Never married Column %	15%
Separated Column %	2%
Widowed Column %	5%
Prefer not to say Column %	1%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Do you own or rent your home?

	Total
Sample Size	1,120
Own	
Column %	72%
Rent Column %	28%
Column %	28%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Thinking about your religion, are you...

	Total
Sample Size	1,120
Agnostic Column %	2%
Atheist Column %	
Buddhist Column %	
Hindu Column %	
Jewish Column %	
Mormon Column %	
Muslim Column %	
Orthodox (e.g. Greek or Russian Orthodox) Column %	
Protestant Column %	
Roman Catholic Column %	
Something else Column %	
Nothing in particular Column %	

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

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

	Total
Sample Size	396
Yes	
Column %	64%
No	
No Column %	36%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

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

	Total
Sample Size	1,120
Full-time Column %	44%
Self-employed Column %	6%
Part-time Column %	10%
Not employed Column %	13%
Retired Column %	26%
Don't know Column %	1%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Which best describes your current work location?

	Total
Sample Size	488
Working on-site, traveling to and from work Column %	89%
Working from home but always have Column %	7%
Temporarily or permanently working from home due to the pandemic Column %	4%

Beacon Poll of Tennessee June 14 to 22, 2023 MOE +/- 2.87%

Division

	Total
Sample Size	1,120
East Tennessee Column %	37%
Middle Tennessee Column %	41%
West Tennessee Column %	22%