

Crosstabs (Demos, Divisions)

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

April 3, 2024

Targoz Market Research®

Table of contents

Who did you vote for in the 2020 election? *	6
Presidential Ballot 2020 *	7
How often would you say you vote? *	8
In general, are you satisfied or dissatisfied with the way things are going in: The United States *	9
In general, are you satisfied or dissatisfied with the way things are going in: The State of Tennessee *	10
In general, are you satisfied or dissatisfied with the way things are going in: K-12 Public Education In Tennessee *	11
How would you rate the job Governor Bill Lee is doing? Would you say that you... *	12
How would you rate the job Senator Marsha Blackburn is doing? Would you say that you... *	13
How would you rate the job Senator Bill Hagerty is doing? Would you say that you... *	14
As you and your family plan for the next year, are you doing so expecting the U.S. economy to be... *	15
Compared to a year ago, would you say that you and your family are economically... *	16
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. *	17
Tennessee’s business tax, also known as a ‘gross receipts’ tax, applies to any business income over \$100,000. This tax is based on total revenue rather than profit, meaning it’s payable regardless of whether a business is profitable or not. Considering this, how do you believe the tax should be adjusted? *	18
Regarding the regulation of individuals and businesses in Tennessee, which of the following statements best aligns with your view? *	19

When the state government has a budget surplus, which of the following actions do you believe it should take? Please select the option that best aligns with your view. *	21
Thinking about your current economic situation, do you believe you have sufficient opportunities for financial stability and growth? *	22
Based on your personal experience, what is the most significant barrier you face in achieving financial stability and growth? [Base: No, sufficient opportunities for financial stability and growth] *	23
How do you believe the increasing use of Artificial Intelligence (AI) will impact the economy and job market? *	25
What is your overall view on the current tax system in the U.S.? *	26
How should tax policy be adjusted to better serve the country? *	27
Recently, the United Auto Workers (UAW) union has been active in efforts to unionize workers at the Volkswagen plant in Chattanooga and the future Ford plant in West Tennessee. How do you view the UAW’s unionization efforts? *	28
How satisfied are you with the government’s efforts to repair potholes? *	30
In August 2024, there will be statewide primary elections for the U.S. Senate, the U.S. House of Representatives, and other offices. How likely are you to vote in this election? *	31
Are you more likely to vote in the Democratic or Republican Presidential primary? *	32
Ballot Senate Democrat Primary *	33
Among these candidates, who would you most likely vote for in the Democratic primary for Senate in 2024? *	34
Senate Ballot (Blackburn vs Johnson) *	35
Here is a list of general election matchups for Senate. Please indicate whom you would vote for if the election were today. To start- If the Election for Senate were held today, would you vote for Marsha Blackburn or Gloria Johnson? *	36
Senate Ballot (Blackburn vs Bradshaw) *	37
What if the candidates were Marsha Blackburn or Marquita Bradshaw? *	38

Presidential Ballot (Trump vs Biden) *	39
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? *	40
What if the candidates were Joe Biden, Donald Trump, or Robert F. Kennedy Jr. as an Independent candidate?	
*	41
Presidential Ballot (Trump, Biden, Kennedy) *	42
Are you a Taylor Swift fan?	
*	43
If Taylor Swift chose to endorse a candidate in the Presidential or Senate race in Tennessee, what impact would that have on your vote? [Base: Swift Fan] *	44
Do you participate in sports betting?	
*	45
What is your overall opinion on the legality and practice of sports betting?	
*	46
With the rise of freelancing and independent contracting, particularly in industries such as music in Nashville, there has been significant debate over employment classification. A recent rule issued by the Biden Administration aims to reclassify many independent contractors as employees. Do you support or oppose this move? *	47
Do you believe that freelancers and independent contractors should have the right to choose their employment status without government intervention? *	48
Which of the following statements best reflects your view on capitalism and socialism? Please select one option that most closely aligns with your opinion. For the purposes of this question, 'capitalism' refers to an economic system based on private ownership and free markets, while 'socialism' refers to an economic system where the means of production are owned and controlled collectively or by the government to ensure equal distribution of wealth. *	49
Generally speaking, do you think of yourself as a ...?	
*	51
Would you call yourself a...	
*	52
Would you call yourself a...	
*	53

* Denotes variable with statistically significant findings

Do you think of yourself as...	54
* Thinking about your general approach to issues, do you consider yourself to be...	55
* What is your age?	56
* Which of the following are you?	57
* How many infants and children under 18 years of age live in your household today?	58
* Which of the following best describes your race or ethnicity?	59
* Which of the following best describes your household's total income in 2023 BEFORE taxes?	60
* Which of the following best describes your current education level?	61
* What is your current marital status?	62
* Do you own or rent your home?	63
* In the last 12 months, have you experienced an increase in your rent?	64
* Thinking about your religion, are you...	65
* Would you describe yourself as a 'born-again' or evangelical Christian?	67
* Are you now employed full-time, part-time, self-employed, or not employed?	68

* Denotes variable with statistically significant findings

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Who did you vote for in the 2020 election?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Donald Trump Column %	56%	58% C	55% C	0%	56%	52% D	60% D	55%	56%	62% H	54%	56%	60% K	55% K	44%	56%	63% MN	52%	51%
Joe Biden Column %	32%	30%	33%	76% AB	32%	29%	27%	37% DE	32%	23%	35% G	32%	28%	37% I	39% I	32%	25%	37% L	35% L
Someone else Column %	4%	4%	4%	22%	4%	6%	5%	3%	4%	5%	4%	4%	3%	5%	7% I	4%	2%	5% L	6% L
I did not vote Column %	8%	8%	8%	2%	8%	14% EF	8% F	4%	8%	10% H	7%	8%	9% J	3%	10% J	8%	9% M	6%	8%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Presidential Ballot 2020 *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,106	504	597	6	1,106	248	352	506	1,106	292	814	1,106	625	297	184	1,106	409	443	254
Donald Trump Column %	61%	62% C	60% C	0%	61%	60%	65% F	58%	61%	69% H	58%	61%	66% JK	57%	49%	61%	69% MN	56%	55%
Joe Biden Column %	35%	33%	36%	78% A	35%	33%	30%	39% E	35%	26%	38% G	35%	30%	38% I	43% I	35%	28%	39% L	38% L
Someone else Column %	5%	5%	5%	22%	5%	7% F	5%	4%	5%	6%	4%	5%	4%	5%	8% I	5%	3%	5%	7% L

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

How often would you say you vote?

*

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Always Column %	44%	45%	43%	60%	44%	27%	46% D	52% D	44%	46%	44%	44%	45% K	52% IK	29%	44%	42%	47%	43%
Nearly Always Column %	37%	37%	38%	16%	37%	39% E	32%	40% E	37%	26%	42% G	37%	36%	40%	37%	35%	35%	44% LM	
Part of The Time Column %	11%	12%	10%	0%	11%	14% F	15% F	6%	11%	17% H	8%	11%	12% J	6%	14% J	11%	16% MN	9%	6%
Seldom Column %	6%	4%	7% A	24%	6%	12% EF	6% F	2%	6%	7%	5%	6%	5% J	2%	11% IJ	6%	4%	7% L	5%
Never Vote Column %	2%	2%	3%	0%	2%	8% EF	1%	0%	2%	4% H	2%	2%	1%	0%	9% IJ	2%	3%	2%	2%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ADEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Satisfied Column %	25%	27%	24%	0%	25%	28% F	29% F	20%	25%	32% H	23%	25%	28% K	23% K	16%	25%	17%	34% LN	23%
Total Dissatisfied Column %	73%	72%	74%	78%	73%	71% F	68% F	78% DE	73%	66% G	76% G	73%	70%	74%	82% IJ	73%	81% M	65%	76% M
Very Satisfied Column %	10%	11%	10%	0%	10%	12% F	16% F	5%	10%	17% H	7%	10%	14% JK	4%	7%	10%	7%	12% L	11%
Somewhat Satisfied Column %	15%	17%	14%	0%	15%	16%	13%	15%	15%	14%	15%	15%	15% K	20% K	9%	15%	10%	21% LN	12%
Somewhat Dissatisfied Column %	30%	30%	29%	58%	30%	32%	28%	30%	30%	30%	30%	30%	31%	29%	26%	30%	28%	30%	32%
Very Dissatisfied Column %	43%	42%	45%	20%	43%	40%	40%	48% DE	43%	36%	46% G	43%	39%	45%	56% IJ	43%	53% MN	35%	43% M
Not Sure Column %	2%	1%	2% A	22%	2%	1%	3% D	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	1%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ADEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Satisfied Column %	53%	60% BC	47%	0%	53%	46%	56% D	54%	53%	56%	51%	53%	57% K	54% K	34%	53%	55%	53%	48%
Total Dissatisfied Column %	45%	38%	51% A	100% A	45%	53% EF	43%	43%	45%	44%	46%	45%	41%	42%	64% IJ	45%	44%	44%	50%
Very Satisfied Column %	15%	18% B	13%	0%	15%	12%	15%	16%	15%	19% H	13%	15%	15% K	19% K	8%	15%	15%	15%	14%
Somewhat Satisfied Column %	38%	43% B	34%	0%	38%	34%	40%	38%	38%	37%	38%	38%	43% JK	35% K	26%	38%	40%	38%	34%
Somewhat Dissatisfied Column %	28%	22%	33% A	2%	28%	30%	26%	29%	28%	29%	28%	28%	27%	29%	29%	28%	24%	30%	32% L
Very Dissatisfied Column %	17%	16%	17%	98% AB	17%	23% F	17%	14%	17%	15%	18%	17%	14%	13%	35% IJ	17%	19%	15%	18%
Not Sure Column %	2%	1%	3%	0%	2%	1%	1%	3% D	2%	0%	3% G	2%	1%	4% I	2%	2%	1%	3%	2%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Satisfied Column %	38%	44% B	33%	38%	38%	37%	38%	38%	38%	43% H	36%	38%	38% K	44% K	28%	38%	33%	47% LN	30%
Total Dissatisfied Column %	50%	47%	53% A	62%	50%	56% F	51%	46%	50%	47%	51%	50%	52% J	41%	57% J	50%	52% M	40%	64% LM
Very Satisfied Column %	9%	10%	7%	22%	9%	8%	11%	8%	9%	15% H	6%	9%	10%	7%	6%	9%	8%	12% LN	6%
Somewhat Satisfied Column %	29%	34% B	25%	16%	29%	29%	28%	30%	29%	28%	30%	29%	28%	36% IK	22%	29%	26%	36% LN	23%
Somewhat Dissatisfied Column %	32%	35%	30%	60%	32%	39% EF	28%	32%	32%	30%	33%	32%	34% J	26%	36% J	32%	38% M	23%	38% M
Very Dissatisfied Column %	18%	12%	24% A	2%	18%	17%	23% F	15%	18%	17%	18%	18%	18%	15%	21%	18%	15%	17%	26% LM
Not Sure Column %	12%	9%	14% A	0%	12%	6%	10%	16% DE	12%	10%	12%	12%	9%	15% I	15% I	12%	14% N	13% N	6%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Approve	48%	51% BC	45%	0%	48%	36% D	51% D	51% D	48%	49%	47%	48%	51% K	53% K	27%	48%	49%	49% N	42%
Total Disapprove	28%	28%	28%	78% AB	28%	27%	26%	30%	28%	20%	31% G	28%	23%	36% I	33% I	28%	28%	30%	24%
Approve strongly	17%	20% B	15%	0%	17%	10%	18% D	20% D	17%	19%	16%	17%	16% K	25% IK	8%	17%	23% MN	14%	14%
Approve somewhat	30%	31%	30%	0%	30%	26%	33% D	31%	30%	30%	31%	30%	35% JK	28% K	19%	30%	27%	36% LN	28%
Neither approve nor disapprove	17%	18%	17%	0%	17%	31% EF	18% F	10%	17%	25% H	15%	17%	21% J	6%	21% J	17%	16%	15%	25% LM
Disapprove somewhat	12%	10%	14% A	0%	12%	9%	13%	14% D	12%	10%	13%	12%	12%	16% K	9%	12%	9%	13% L	15% L
Disapprove strongly	16%	18% B	13%	78% AB	16%	18%	13%	17%	16%	10%	18% G	16%	12%	20% I	24% I	16%	19% N	17% N	9%
Not Sure	7%	3%	10% A	22%	7%	6%	4%	9% E	7%	7%	7%	7%	5%	5%	18% IJ	7%	7%	5%	9% M

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

How would you rate the job Senator Marsha Blackburn is doing? Would you say that you...

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Approve	41%	46% B	37%	0%	41%	27%	42% D	47% D	41%	46% H	38%	41%	40% K	51% IK	25%	41%	46% MN	39%	34%
Total Disapprove	28%	27%	28%	76% AB	28%	23%	27%	31% D	28%	23%	29% G	28%	26% K	37% IK	18%	28%	21%	39% LN	19%
Approve strongly	18%	19%	17%	0%	18%	10%	14%	24% DE	18%	15%	19%	18%	13%	33% IK	11%	18%	22% MN	16%	13%
Approve somewhat	23%	27% B	20%	0%	23%	16%	28% DF	22% D	23%	31% H	20%	23%	28% JK	18%	14%	23%	24%	23%	21%
Neither approve nor disapprove	23%	20%	25% A	2%	23%	34% EF	26% F	14%	23%	25%	21%	23%	27% J	6%	32% J	23%	18%	18%	36% LM
Disapprove somewhat	9%	10%	9%	0%	9%	11%	10%	8%	9%	8%	10%	9%	11% K	9%	5%	9%	5%	15% LN	7%
Disapprove strongly	18%	16%	19%	76% AB	18%	11%	17%	23% DE	18%	15%	19%	18%	15%	28% IK	13%	18%	16%	24% LN	12%
Not Sure	9%	8%	11%	22%	9%	17% EF	5%	9% E	9%	5%	11% G	9%	6%	6%	25% IJ	9%	14% M	4%	12% M

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

How would you rate the job Senator Bill Hagerty is doing? Would you say that you...

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Approve Column %	34%	40% B	30%	0%	34%	29% D	31% E	39% DE	34%	36%	34%	34%	33% K	49% IK	18%	34%	38% N	35% N	28%
Total Disapprove Column %	21%	19%	22%	76% AB	21%	14% D	25% D	21% D	21%	18%	22%	21%	20%	26% K	15%	21%	20% N	27% LN	12%
Approve strongly Column %	13%	15% B	11%	0%	13%	9% D	6%	19% DE	13%	9% G	14% G	13%	9% K	26% IK	4%	13%	16% M	9%	13%
Approve somewhat Column %	22%	25% B	19%	0%	22%	19%	25%	20%	22%	26% H	20%	22%	23% K	23% K	14%	22%	21% N	26% N	15%
Neither approve nor disapprove Column %	31%	30%	32%	0%	31%	37% F	34% F	25%	31%	35% H	29%	31%	37% J	17%	30% J	31%	26%	28%	43% LM
Disapprove somewhat Column %	8%	8%	8%	0%	8%	7%	11% F	7%	8%	11% H	7%	8%	9%	8%	5%	8%	7%	11% LN	6%
Disapprove strongly Column %	13%	11%	14%	76% AB	13%	7% D	14% D	15% D	13%	7% G	15% G	13%	11%	18% IK	10%	13%	13% N	17% N	6%
Not Sure Column %	14%	11%	17% A	24%	14%	20% EF	10%	14% E	14%	11%	15%	14%	10%	8%	37% IJ	14%	17% M	10%	18% M

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Booming or Growing																			
Column %	24%	27% B	22%	0%	24%	32% EF	21%	22%	24%	31% H	21%	24%	25%	21%	26%	24%	24%	27% N	19%
Total Slowing or in Recession																			
Column %	45%	44%	46%	78%	45%	35%	51% D	47% D	45%	40%	47% G	45%	48% K	49% K	31%	45%	50% M	40%	46%
Booming																			
Column %	5%	4%	5%	0%	5%	7% F	4%	4%	5%	12% H	2%	5%	6%	3%	3%	5%	2%	6% L	6% L
Growing, but not booming																			
Column %	19%	23% B	17%	0%	19%	25% EF	17%	18%	19%	20%	19%	19%	19%	18%	22%	19%	22% N	21% N	14%
Holding steady																			
Column %	19%	22%	17%	0%	19%	24% F	18%	18%	19%	20%	19%	19%	21%	18%	16%	19%	13%	22% L	24% L
Slowing, but not in recession																			
Column %	27%	26%	27%	0%	27%	16%	27% D	32% D	27%	21%	29% G	27%	29% K	32% K	11%	27%	28%	26%	25%
In recession																			
Column %	19%	18%	19%	78% AB	19%	19%	24% F	15%	19%	19%	19%	19%	19%	17%	20%	19%	22% M	14%	21% M
I'm not sure																			
Column %	12%	7%	15% A	22%	12%	9%	10%	14%	12%	9%	12%	12%	7%	12% I	27% IJ	12%	13%	11%	10%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Better Off Column %	21%	24% B	19%	2%	21%	31% EF	21% F	15%	21%	34% H	16%	21%	24% J	15%	19%	21%	19%	24%	20%
Total Worse Off Column %	44%	40%	47% A	98% AB	44%	39%	44%	47% D	44%	40%	46%	44%	45%	40%	47%	44%	44%	43%	47%
A lot better off Column %	4%	5%	4%	0%	4%	9% EF	3%	3%	4%	8% H	3%	4%	5%	3%	6%	4%	6% N	4%	3%
Somewhat better off Column %	17%	19%	15%	2%	17%	22% F	19% F	12%	17%	26% H	13%	17%	20% JK	12%	13%	17%	13%	20% L	17%
About the same Column %	35%	36%	34%	0%	35%	29%	34%	38% D	35%	26%	38% G	35%	31%	45% IK	34%	35%	37%	34%	33%
Somewhat worse off Column %	29%	28%	30%	2%	29%	23%	25%	35% DE	29%	23%	31% G	29%	30%	28%	27%	29%	29%	32% N	24%
A lot worse off Column %	15%	12%	17% A	97% AB	15%	16%	19% F	12%	15%	17%	14%	15%	15%	12%	21% IJ	15%	15%	11%	23% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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. *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Agree Column %	49%	50%	47%	0%	49%	46%	53%	47%	49%	56% H	46%	49%	53% K	48% K	34%	49%	53% M	45%	49%
Total Disagree Column %	32%	31%	32%	100% AB	32%	35%	29%	32%	32%	28%	33%	32%	26%	37% I	42% I	32%	30%	36% LN	26%
Strongly agree Column %	14%	14%	14%	0%	14%	11%	14%	16% D	14%	17% H	13%	14%	15% K	17% K	6%	14%	18% N	14% N	7%
Somewhat agree Column %	35%	36%	33%	0%	35%	36%	39% F	31%	35%	39%	33%	35%	38% JK	31%	28%	35%	35%	31%	41% M
Not sure Column %	20%	19%	21%	0%	20%	19%	18%	22%	20%	16%	21% G	20%	20% J	15%	25% J	20%	17%	19%	25% L
Somewhat disagree Column %	15%	15%	15%	2%	15%	14%	16%	15%	15%	16%	15%	15%	15%	18%	12%	15%	12%	17% L	18% L
Strongly disagree Column %	17%	15%	17%	98% AB	17%	21% E	13%	17%	17%	13%	18% G	17%	11%	20% I	30% IJ	17%	19% N	19% N	9%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Tennessee’s business tax, also known as a ‘gross receipts’ tax, applies to any business income over \$100,000. This tax is based on total revenue rather than profit, meaning it’s payable regardless of whether a business is profitable or not. Considering this, how do you believe the tax should be adjusted? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Reduced for smaller businesses to support their growth																			
Column %	36%	37%	35%	24%	36%	30% D	35%	40% D	36%	39%	35%	36%	37% K	43% K	22%	36%	37% N	40% N	28%
Left unchanged																			
Column %	16%	21% B	11%	0%	16%	21% F	16%	13%	16%	18%	15%	16%	15%	13%	22% IJ	16%	15%	14%	18%
Reduced for all businesses to encourage economic activity																			
Column %	15%	17%	14%	0%	15%	18%	13%	16%	15%	12%	17%	15%	17% J	11%	17%	15%	15%	12%	21% LM
Increased to provide more public services																			
Column %	8%	7%	9%	58% AB	8%	13% F	9% F	5%	8%	9%	8%	8%	10% K	7%	5%	8%	8%	10%	6%
Eliminated altogether to improve the business environment in the state																			
Column %	7%	9%	6%	0%	7%	6%	6%	9%	7%	6%	8%	7%	8% K	10% K	2%	7%	8%	8% N	5%
I’m not sure																			
Column %	17%	10%	24% A	18%	17%	13%	20% D	18%	17%	16%	18%	17%	13%	16%	33% IJ	17%	16%	15%	22% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDFIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Regarding the regulation of individuals and businesses in Tennessee, which of the following statements best aligns with your view? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Tennessee should selectively adjust regulations, reducing them in areas where they stifle economic growth and increasing them where public health and safety are at risk																			
Column %	28%	25%	30%	18%	28%	26%	24%	31% E	28%	23%	29% G	28%	32% K	28% K	15%	28%	26%	32% N	25%
Tennessee should reduce regulations to encourage economic freedom and innovation, as current levels of regulation are too burdensome for individuals and businesses																			
Column %	27%	37% B	19%	22%	27%	35% EF	26%	24%	27%	28%	27%	27%	25%	27%	35% I	27%	33% M	20%	31% M
Tennessee should maintain its current level of regulations, as they balance economic activity with necessary protections for public health and safety																			
Column %	16%	19% B	13%	0%	16%	15%	16%	15%	16%	17%	15%	16%	18% K	16% K	8%	16%	15%	17%	15%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Regarding the regulation of individuals and businesses in Tennessee, which of the following statements best aligns with your view? *

	Which of the following are you?			Age Groups			Children At Home (Under 18)			Employment			Grand Division						
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Tennessee should increase regulations to better protect public health and safety, even if it means imposing additional burdens on businesses Column %	11%	12%	10%	60% AB	11%	14% F	14% F	8%	11%	13%	11%	11%	13%	9%	9%	11%	9%	14% L	10%
I'm not sure Column %	18%	6%	27% A	0%	18%	9%	19% D	21% D	18%	19%	17%	18%	12%	19% I	33% IJ	18%	17%	18%	19%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

When the state government has a budget surplus, which of the following actions do you believe it should take? Please select the option that best aligns with your view. *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Cut or eliminate taxes to return the surplus revenue to taxpayers																			
Column %	27%	28%	27%	0%	27%	18%	31% ^D	29% ^D	27%	21%	29% ^G	27%	30% ^K	27% ^K	17%	27%	29%	25%	27%
Deposit the surplus revenue into the state's rainy-day fund or savings account, preparing for future financial uncertainties or downturns																			
Column %	24%	26%	23%	0%	24%	19%	18%	31% ^{DE}	24%	20%	25%	24%	19%	39% ^{IK}	18%	24%	19%	29% ^L	25% ^L
Expand access to existing government programs, enhancing the reach and effectiveness of services currently provided to citizens																			
Column %	22%	26% ^B	19%	78% ^{AB}	22%	31% ^F	25% ^F	15%	22%	23%	22%	22%	23% ^J	16%	29% ^J	22%	25% ^N	22%	19%
Launch new government programs aimed at addressing unmet needs or emerging challenges within the state																			
Column %	16%	16%	16%	0%	16%	23% ^{EF}	15%	13%	16%	24% ^H	13%	16%	19% ^{JK}	13%	11%	16%	12%	18% ^L	20% ^L
I'm not sure																			
Column %	10%	4%	16% ^A	22%	10%	8%	11%	11%	10%	12%	10%	10%	9% ^J	4%	24% ^{IJ}	10%	15% ^{MN}	7%	9%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Thinking about your current economic situation, do you believe you have sufficient opportunities for financial stability and growth? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Yes Column %	40%	49% B	34%	0%	40%	45% E	34%	42% E	40%	47% H	38%	40%	40% K	50% IK	27%	40%	38%	45% LN	35%
No Column %	42%	31%	51% A	42%	42%	40%	51% DF	36%	42%	41%	42%	42%	43% J	29%	55% IJ	42%	38%	43%	46%
I'm not sure Column %	18%	21% B	15%	58% B	18%	15%	15%	22% DE	18%	13%	20% G	18%	17%	20%	17%	18%	23% M	12%	19% M

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Based on your personal experience, what is the most significant barrier you face in achieving financial stability and growth? [Base: No, sufficient opportunities for financial stability and growth] *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	501	168	330	3	501	115	196	190	501	132	369	501	298	90	113	501	173	202	126
High healthcare costs not covered by insurance or employer Column %	27%	18%	31% A	0%	27%	9%	26% D	39% DE	27%	16%	31% G	27%	25%	28%	31%	27%	27%	29%	23%
High cost or lack of available housing near my workplace Column %	17%	25% B	13%	4%	17%	34% EF	16% F	9%	17%	19%	17%	17%	20%	12%	14%	17%	18% N	24% N	7%
Limited availability of full-time jobs that match my skills and interests Column %	15%	9%	18% A	39%	15%	15% F	24% F	5%	15%	9%	17% G	15%	17% J	8%	14%	15%	7%	18% L	22% L
Educational or training requirements for desired jobs that I do not meet Column %	6%	10% B	4%	4%	6%	11% E	3%	6%	6%	7%	6%	6%	7%	5%	5%	6%	8% M	4%	7%
Lack of reliable transportation to and from work Column %	6%	7%	6%	0%	6%	5%	4%	9%	6%	8%	6%	6%	4%	5%	12% I	6%	5%	3%	13% LM
Facing discrimination or bias in job seeking or at the workplace Column %	3%	6% B	1%	52%	3%	7% F	2%	2%	3%	6%	2%	3%	4%	1%	2%	3%	3%	4%	2%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Based on your personal experience, what is the most significant barrier you face in achieving financial stability and growth? [Base: No, sufficient opportunities for financial stability and growth] *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Difficulty finding affordable child care to enable me to work																			
Column %	3%	1%	4%	0%	3%	1%	7%	0%	3%	11%	0%	3%	5%	0%	0%	3%	7%	1%	0%
Other (please specify)																			
Column %	15%	13%	16%	1%	15%	17%	12%	15%	15%	20%	13%	15%	12%	21%	16%	15%	19%	11%	15%
I'm not sure																			
Column %	8%	11%	7%	0%	8%	1%	6%	15%	8%	5%	9%	8%	6%	17%	7%	8%	7%	7%	11%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

How do you believe the increasing use of Artificial Intelligence (AI) will impact the economy and job market?

*

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Positively, by creating new job opportunities and boosting economic growth																			
Column %	11%	17% B	7%	0%	11%	16% F	14% F	7%	11%	19% H	9%	11%	16% JK	7%	3%	11%	10%	14%	11%
Negatively, by leading to job losses and increasing inequality																			
Column %	30%	24%	35% A	25%	30%	28%	34%	29%	30%	26%	32% G	30%	29%	30%	33%	30%	29%	28%	36% LM
It will have both positive and negative impacts																			
Column %	47%	52% B	43%	74%	47%	51% E	43%	48%	47%	46%	47%	47%	45%	52%	46%	47%	50%	45%	46%
I'm not sure																			
Column %	11%	7%	15% A	0%	11%	5%	9% D	16% DE	11%	9%	12%	11%	9%	11%	18% IJ	11%	11%	13% N	7%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

What is your overall view on the current tax system in the U.S.?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
It places too much burden on specific groups and needs reform																			
Column %	44%	40%	47%	22%	44%	37%	46%	46%	44%	47%	43%	44%	45%	50%	29%	44%	46%	46%	37%
It is not efficient in collecting and using tax revenue																			
Column %	30%	36%	24%	61%	30%	30%	30%	29%	30%	24%	32%	30%	31%	27%	27%	30%	27%	26%	39%
It is fair and effectively supports public services																			
Column %	14%	16%	11%	0%	14%	25%	15%	6%	14%	19%	12%	14%	13%	8%	23%	14%	14%	16%	9%
I'm not sure																			
Column %	13%	8%	18%	17%	13%	7%	10%	19%	13%	10%	14%	13%	11%	14%	21%	13%	13%	12%	15%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

How should tax policy be adjusted to better serve the country?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Lower taxes for all to stimulate economic activity																			
Column %	36%	33%	39%	24%	36%	35%	37%	37%	36%	37%	36%	36%	42% JK	30%	25%	36%	35%	34%	42% M
Increase taxes on higher income earners to support wealth redistribution																			
Column %	26%	28%	25%	74% AB	26%	30%	25%	26%	26%	25%	27%	26%	20%	33% I	39% I	26%	32% MN	25%	20%
Simplify the tax code to reduce compliance costs and confusion																			
Column %	19%	18%	20%	0%	19%	18%	20%	19%	19%	20%	18%	19%	20% K	21% K	12%	19%	17%	20%	21%
Increase spending on public services, even if it means raising taxes																			
Column %	3%	6% B	2%	2%	3%	7% F	5% F	0%	3%	6% H	2%	3%	5% JK	0%	1%	3%	3%	5%	2%
No changes are needed; the current system balances needs effectively																			
Column %	3%	7% B	1%	0%	3%	3%	2%	5% E	3%	3%	4%	3%	3% K	8% IK	0%	3%	4%	3%	3%
Other (please specify)																			
Column %	3%	6% B	1%	0%	3%	1%	4% D	4% D	3%	3%	3%	3%	4%	4%	1%	3%	3%	4%	3%
I'm not sure																			
Column %	8%	4%	12% A	0%	8%	6%	8%	10%	8%	6%	9%	8%	6%	4%	21% IJ	8%	7%	10%	8%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFHIJKMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Recently, the United Auto Workers (UAW) union has been active in efforts to unionize workers at the Volkswagen plant in Chattanooga and the future Ford plant in West Tennessee. How do you view the UAW's unionization efforts? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Favorable Column %	44%	45%	42%	98% AB	44%	50% F	48% F	37%	44%	44%	43%	44%	50% JK	37%	31%	44%	33%	49% L	51% L
Total Unfavorable Column %	19%	29% B	11%	0%	19%	18% E	11%	25% DE	19%	15%	21% G	19%	15%	28% IK	20%	19%	28% MN	11%	18% M
Very favorably: I believe these efforts will improve working conditions and workers' rights Column %	22%	22%	21%	98% AB	22%	28% F	23%	19%	22%	19%	23%	22%	26% K	21% K	12%	22%	18%	21%	32% LM
Somewhat favorably: I see some benefits in these efforts, but I also have reservations Column %	21%	22%	21%	0%	21%	22%	26% F	18%	21%	25%	20%	21%	24% J	16%	19%	21%	16%	28% LN	19%
Neutral: I don't have a strong opinion either way Column %	21%	18%	24% A	2%	21%	16%	23% D	22%	21%	19%	21%	21%	23% K	21%	15%	21%	21%	24% N	15%
Somewhat unfavorably: I am concerned these efforts could have negative implications for the economy or the automotive industry Column %	11%	16% B	6%	0%	11%	15% E	7%	11%	11%	8%	11%	11%	9%	11%	17% I	11%	18% MN	5%	8%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Recently, the United Auto Workers (UAW) union has been active in efforts to unionize workers at the Volkswagen plant in Chattanooga and the future Ford plant in West Tennessee. How do you view the UAW's unionization efforts? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Very unfavorably: I believe these efforts will harm working conditions, the economy, and the automotive industry Column %	9%	13% B	5%	0%	9%	3% D	4% E	15% F	9%	6%	10%	9%	7% K	17% J	3%	9%	11% M	6%	10% N
I'm not sure Column %	16%	8%	24% A	0%	16%	16%	17%	16%	16%	22% H	14%	16%	12%	14%	34% I	16%	18%	15%	16%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

How satisfied are you with the government’s efforts to repair potholes?

	Which of the following are you?				Age Groups				Children At Home (Under 18)			Employment			Grand Division				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Satisfied																			
Column %	26%	25%	27%	17%	26%	28%	25%	26%	26%	34% H	23%	26%	29% K	23%	21%	26%	28%	25%	25%
Total Dissatisfied																			
Column %	70%	72%	69%	83%	70%	70%	72%	69%	70%	63% G	73% G	70%	68%	73%	75% I	70%	68%	71%	73%
Very satisfied																			
Column %	4%	4%	4%	0%	4%	5%	4%	4%	4%	5%	3%	4%	5% K	3%	2%	4%	5% M	2%	5% M
Somewhat satisfied																			
Column %	22%	21%	23%	17%	22%	23%	21%	22%	22%	28% H	20%	22%	23%	20%	20%	22%	22%	23%	20%
Somewhat dissatisfied																			
Column %	32%	33%	30%	58%	32%	26%	29%	36% DE	32%	24%	35% G	32%	32%	32%	29%	32%	29%	30%	38% LM
Very dissatisfied																			
Column %	39%	38%	39%	25%	39%	43% F	43% F	33%	39%	39%	38%	39%	35%	41%	46% I	39%	39%	41%	35%
I’m not sure																			
Column %	4%	3%	4%	0%	4%	2%	3%	5%	4%	3%	4%	4%	3%	4%	3%	4%	5% N	4%	2%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHIKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

In August 2024, there will be statewide primary elections for the U.S. Senate, the U.S. House of Representatives, and other offices. How likely are you to vote in this election? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Definitely not Column %	2%	2%	3%	0%	2%	3%	3%	2%	2%	4% H	2%	2%	2%	4% I	2%	2%	3%	2%	2%
Probably not Column %	7%	7%	7%	0%	7%	15% EF	6%	4%	7%	10% H	6%	7%	7% J	1%	14% IJ	7%	5%	9% L	6%
Maybe Column %	15%	16%	15%	22%	15%	24% F	18% F	8%	15%	19%	14%	15%	16% J	8%	24% IJ	15%	17%	16%	12%
Probably Column %	19%	17%	20%	2%	19%	22%	17%	19%	19%	24% H	17%	19%	21% K	17%	14%	19%	16%	17%	28% LM
Definitely Column %	56%	58%	55%	76%	56%	35%	57% D	67% DE	56%	43%	61% G	56%	53%	70% IK	46%	56%	59%	56%	52%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: DEFGHIJKLM

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,084	495	583	6	1,084	234	352	497	1,084	280	804	1,084	624	289	170	1,084	415	416	253
Democrat Column %	29%	27%	31%	78% AB	29%	32%	26%	31%	29%	24%	31% G	29%	27%	33%	34% I	29%	24%	34% L	30%
Republican Column %	51%	52% C	50%	0%	51%	37%	56% D	53% D	51%	55%	49%	51%	54% K	54% K	34%	51%	57% MN	49%	43%
Neither Column %	9%	12% B	6%	22%	9%	13% EF	8%	7%	9%	10%	8%	9%	9%	8%	8%	9%	8%	8%	11%
Don't know Column %	11%	9%	13% A	0%	11%	17% EF	10%	9%	11%	11%	11%	11%	10% J	5%	24% IJ	11%	10%	9%	16% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Ballot Senate Democrat Primary *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	319	132	183	5	319	75	91	153	319	68	252	319	167	94	59	319	102	142	76
Gloria Johnson Column %	35%	29%	38%	96% AB	35%	12%	40% D	44% D	35%	27%	37%	35%	38% K	45% K	12%	35%	29%	43% LN	27%
Marquita Bradshaw Column %	7%	8%	7%	0%	7%	7%	11%	5%	7%	9%	7%	7%	10% K	6%	2%	7%	3%	6%	15% LM
Civil Miller-Watkins Column %	2%	4% B	0%	0%	2%	7% EF	0%	0%	2%	2%	1%	2%	3%	0%	0%	2%	0%	4%	0%
Dylan Fain Column %	2%	2%	2%	2%	2%	8% F	1%	0%	2%	6% H	1%	2%	2%	0%	5%	2%	2%	4%	0%
Not Sure or Undecided Column %	54%	57% C	53%	2%	54%	66% EF	48%	51%	54%	55%	54%	54%	47%	49%	81% IJ	54%	66% M	43%	57%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	320	132	183	5	320	75	91	153	320	68	252	320	167	94	59	320	102	142	76
Gloria Johnson Column %	35%	29%	38%	96% AB	35%	12%	40% D	44% D	35%	27%	37%	35%	38% K	45% K	12%	35%	29%	43% LN	27%
Marquita Bradshaw Column %	7%	8%	7%	0%	7%	7%	11%	5%	7%	9%	7%	7%	10% K	6%	2%	7%	3%	6%	15% LM
Civil Miller-Watkins Column %	2%	4% B	0%	0%	2%	7% EF	0%	0%	2%	2%	1%	2%	3%	0%	0%	2%	0%	4%	0%
Dylan Fain Column %	2%	2%	2%	2%	2%	8% F	1%	0%	2%	6% H	1%	2%	2%	0%	5%	2%	2%	4%	0%
I'm not sure Column %	54%	57% C	53%	2%	54%	66% EF	48%	51%	54%	55%	53%	54%	47%	49%	81% IJ	54%	66% M	43%	57%
I wouldn't vote Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Senate Ballot (Blackburn vs Johnson) *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,137	521	611	5	1,137	271	357	509	1,137	301	835	1,137	664	295	178	1,137	422	449	265
Marsha Blackburn Column %	44%	50% B	40%	2%	44%	32% D	46% E	49% F	44%	42%	45%	44%	43% K	55% J	30%	44%	50% L	42% M	39% N
Gloria Johnson Column %	27%	27%	27%	96% AB	27%	29%	25%	27%	27%	25%	28%	27%	25%	30%	31%	27%	25% L	34% M	19% N
Not Sure or Undecided Column %	29%	24%	33% A	2%	29%	39% E	29%	24%	29%	33%	28%	29%	32% J	16%	39% J	29%	25% L	25% M	42% N

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Here is a list of general election matchups for Senate. Please indicate whom you would vote for if the election were today. To start- If the Election for Senate were held today, would you vote for Marsha Blackburn or Gloria Johnson? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Marsha Blackburn Column %	42%	47% B	38%	2%	42%	30% D	43% D	47% D	42%	39%	43%	42%	41% K	53% IK	27%	42%	47% MN	40%	38%
Gloria Johnson Column %	26%	25%	25%	74% AB	26%	28%	23%	26%	26%	23%	27%	26%	24%	28%	27%	26%	23%	32% LN	18%
I'm not sure Column %	27%	23%	32% A	2%	27%	36% EF	27%	23%	27%	30%	26%	27%	31% J	15%	34% J	27%	24%	24%	40% LM
I wouldn't vote Column %	5%	4%	5%	22%	5%	6%	7% F	3%	5%	8% H	4%	5%	3%	4%	13% IJ	5%	6%	4%	4%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Senate Ballot (Blackburn vs Bradshaw) *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,136	528	604	5	1,136	272	357	507	1,136	306	830	1,136	656	300	180	1,136	421	453	262
Marsha Blackburn Column %	45%	51% B	41%	2%	45%	34% D	47% E	50% F	45%	47%	45%	45%	45% K	57% IK	27%	45%	52% MN	43%	39%
Marquita Bradshaw Column %	21%	21%	20%	95% AB	21%	17%	21%	23%	21%	20%	21%	21%	20%	25% K	16%	21%	15%	30% LN	15%
Not Sure or Undecided Column %	34%	29%	39% A	3%	34%	50% EF	32%	27%	34%	33%	34%	34%	35% J	18%	58% IJ	34%	33%	28%	47% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

What if the candidates were Marsha Blackburn or Marquita Bradshaw?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Marsha Blackburn Column %	43%	49% B	38%	2%	43%	32% D	44% D	48% D	43%	44%	43%	43%	43% K	56% IK	24%	43%	49% MN	41%	37%
Marquita Bradshaw Column %	20%	20%	19%	74% AB	20%	16%	20%	22% D	20%	19%	20%	20%	19%	24% K	14%	20%	14%	29% LN	14%
I'm not sure Column %	32%	28%	36% A	2%	32%	47% EF	29%	26%	32%	31%	33%	32%	33% J	17%	51% IJ	32%	31%	27%	44% LM
I wouldn't vote Column %	5%	3%	7% A	22%	5%	5%	7% F	4%	5%	6%	5%	5%	4%	2%	12% IJ	5%	7% M	4%	5%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Presidential Ballot (Trump vs Biden) *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,139	519	616	4	1,139	268	369	502	1,139	312	827	1,139	658	288	193	1,139	433	457	249
Donald Trump Column %	60%	64% BC	57%	0%	60%	67% F	64% F	53%	60%	68% H	57%	60%	63% K	59%	52%	60%	69% MN	56%	53%
Joe Biden Column %	31%	30%	31%	100% AB	31%	27%	26%	36% DE	31%	26%	32%	31%	27%	36% I	35% I	31%	24%	39% LN	27%
Not Sure or Undecided Column %	9%	6%	12% A	0%	9%	6%	10% D	11% D	9%	6%	11% G	9%	11% J	4%	12% J	9%	7%	6%	20% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Donald Trump Column %	57%	61% BC	54% C	0%	57%	63% F	61% F	51%	57%	65% H	54%	57%	60% K	56%	49%	57%	66% MN	54%	48%
Joe Biden Column %	29%	28%	30%	61%	29%	25%	25%	34% DE	29%	25%	30%	29%	26%	34% I	34% I	29%	23%	37% LN	24%
I'm not sure Column %	9%	6%	12% A	0%	9%	5%	10% D	10% D	9%	5%	10% G	9%	10% J	4%	12% J	9%	7%	6%	18% LM
I wouldn't vote Column %	5%	5%	5%	39% AB	5%	7%	4%	5%	5%	4%	5%	5%	4%	6%	5%	5%	4%	3%	10% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

What if the candidates were Joe Biden, Donald Trump, or Robert F. Kennedy Jr. as an Independent candidate?

	Which of the following are you?				Age Groups				Children At Home (Under 18)			Employment			Grand Division				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Donald Trump, the Republican candidate																			
Column %	48%	51% BC	45%	0%	48%	45%	49%	48%	48%	52%	46%	48%	49% K	50% K	38%	48%	61% MN	43% N	34%
Joe Biden, the Democratic candidate																			
Column %	25%	26%	23%	60%	25%	20%	21%	30% DE	25%	18%	27% G	25%	21%	31% I	26%	25%	20%	30% LN	23%
Robert F. Kennedy Jr., the Independent candidate																			
Column %	16%	13%	19% A	16%	16%	18%	18%	14%	16%	23% H	13%	16%	18% J	11%	17%	16%	11%	19% L	19% L
I'm not sure																			
Column %	10%	9%	11%	2%	10%	13% F	11%	8%	10%	6%	12% G	10%	11% J	5%	15% J	10%	6%	7%	22% LM
I wouldn't vote																			
Column %	2%	2%	1%	22%	2%	4% EF	1%	1%	2%	2%	2%	2%	1%	1%	4% I	2%	2%	1%	2%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Presidential Ballot (Trump, Biden, Kennedy) *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,176	535	637	5	1,176	276	378	523	1,176	320	856	1,176	679	302	196	1,176	443	463	270
Donald Trump, the Republican candidate																			
Column %	48%	52% B	46%	0%	48%	47%	49%	48%	48%	53%	47%	48%	50% K	51% K	40%	48%	62% MN	43% N	35%
Joe Biden, the Democratic candidate																			
Column %	25%	26%	24%	77% B	25%	21%	21%	30% DE	25%	18%	28% G	25%	21%	32% I	27%	25%	20%	31% LN	23%
Robert F. Kennedy Jr., the Independent candidate																			
Column %	16%	13%	19% A	21%	16%	19%	18%	14%	16%	23% H	14%	16%	18% J	11%	18%	16%	12%	19% L	20% L
Not Sure or Undecided																			
Column %	10%	9%	11%	2%	10%	13% F	11%	8%	10%	6%	12% G	10%	11% J	5%	16% J	10%	6%	7%	23% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Are you a Taylor Swift fan?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Yes, I'm a fan																			
Column %	37%	35%	39%	76%	37%	46% EF	37%	33%	37%	45% H	34%	37%	38% J	28%	47% IJ	37%	32%	44% LN	34%
No, I'm not a fan																			
Column %	57%	58% C	57% C	2%	57%	51%	57%	60% D	57%	50%	60% G	57%	56%	63% IK	51%	57%	62% M	52%	59%
I am not sure																			
Column %	6%	7% B	4%	22%	6%	3%	6%	7% D	6%	5%	6%	6%	6%	9% K	2%	6%	6%	5%	7%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

If Taylor Swift chose to endorse a candidate in the Presidential or Senate race in Tennessee, what impact would that have on your vote? [Base: Swift Fan] *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	444	189	251	5	444	132	141	171	444	146	299	444	262	86	96	444	145	205	94
It would make me more likely to vote for the candidate she endorses																			
Column %	12%	12%	13%	0%	12%	12%	16% F	9%	12%	18% H	9%	12%	15% K	10%	5%	12%	4% L	16% L	15% L
It would make me less likely to vote for the candidate she endorses																			
Column %	5%	9% B	3%	0%	5%	11% F	6% F	0%	5%	13% H	2%	5%	7% K	6% K	0%	5%	4%	6%	5%
It would not influence my decision																			
Column %	81%	78%	82%	100%	81%	77%	72%	91% DE	81%	65%	88% G	81%	75%	83%	94% IJ	81%	88% M	76%	79%
I am not sure																			
Column %	2%	1%	3%	0%	2%	0%	5% DF	0%	2%	4% H	1%	2%	3%	0%	0%	2%	3%	1%	1%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDEFGHIJKLM

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Do you participate in sports betting?

*

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Yes Column %	25%	38% B	15%	0%	25%	44% EF	29% F	13%	25%	40% H	20%	25%	32% J	8%	26% J	25%	25% N	29% N	18%
Total No Column %	74%	62%	84% A	100%	74%	56%	70% D	86% DE	74%	58%	80% G	74%	67%	92% IK	72%	74%	73%	70%	82% LM
Yes, regularly Column %	9%	16% B	3%	0%	9%	26% EF	5% F	1%	9%	14% H	6%	9%	10% J	1%	16% IJ	9%	11% N	8%	6%
Yes, occasionally Column %	17%	22% B	12%	0%	17%	17% F	23% F	12%	17%	26% H	13%	17%	23% JK	8%	10%	17%	14%	22% LN	12%
No, but I used to Column %	9%	11% B	7%	0%	9%	9%	10%	8%	9%	8%	9%	9%	10% J	6%	8%	9%	6%	8%	15% LM
No, I have never participated Column %	65%	51%	76% A	100%	65%	47%	60% D	78% DE	65%	51%	70% G	65%	56%	85% IK	63%	65%	67%	62%	67%
I am not sure Column %	1%	0%	1% A	0%	1%	0%	2% D	1%	1%	2%	1%	1%	1%	0%	2% J	1%	1%	1%	0%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

What is your overall opinion on the legality and practice of sports betting?

*

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Support	42%	53% BC	33%	0%	42%	64% EF	45% F	27%	42%	52% H	38%	42%	48% JK	32%	36%	42%	39%	46% LN	37%
Total Oppose	19%	20%	18%	3%	19%	7%	12% D	30% DE	19%	11%	22% G	19%	14%	34% IK	14%	19%	25% MN	16%	13%
I fully support it and believe it should be legal	25%	33% B	18%	0%	25%	44% EF	27% F	13%	25%	32% H	22%	25%	28% J	16%	28% J	25%	25%	26%	22%
I somewhat support it but believe there should be strict regulations	17%	20% B	14%	0%	17%	21% F	18%	14%	17%	20%	16%	17%	20% K	15% K	8%	17%	14%	20% L	16%
I am neutral or have mixed feelings about it	28%	22%	33% A	58%	28%	22%	29% D	31% D	28%	28%	29%	28%	27%	25%	38% IJ	28%	27%	28%	30%
I somewhat oppose it and think it should be limited	9%	10%	8%	3%	9%	4%	8%	12% DE	9%	6%	10%	9%	8%	11%	8%	9%	11%	7%	8%
I am firmly against it and believe it should be illegal	10%	9%	11%	0%	10%	3%	4%	18% DE	10%	5%	12% G	10%	6%	22% IK	6%	10%	14% MN	9% N	5%
I am not sure	11%	5%	16% A	38% A	11%	6%	14% D	12% D	11%	9%	12%	11%	12%	10%	12%	11%	9%	9%	19% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

With the rise of freelancing and independent contracting, particularly in industries such as music in Nashville, there has been significant debate over employment classification. A recent rule issued by the Biden Administration aims to reclassify many independent contractors as employees. Do you support or oppose this move? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Total Support Column %	29%	33% B	25%	83% AB	29%	46% EF	28% F	21%	29%	39% H	26%	29%	30% J	21%	40% IJ	29%	25%	37% LN	23%
Total Oppose Column %	36%	43% B	31%	0%	36%	27%	38% D	40% D	36%	30%	39% G	36%	40% K	40% K	16%	36%	39%	34%	36%
Strongly support Column %	11%	16% B	7%	82% AB	11%	21% EF	8%	9%	11%	10%	12%	11%	9%	8%	24% IJ	11%	14% N	12% N	7%
Somewhat support Column %	18%	18%	19%	2%	18%	25% F	20% F	13%	18%	29% H	14%	18%	21% J	13%	16%	18%	11%	25% LN	16%
Somewhat oppose Column %	17%	20% B	13%	0%	17%	16%	17%	17%	17%	17%	16%	17%	17% K	22% K	6%	17%	15%	17%	18%
Strongly oppose Column %	20%	23% B	17%	0%	20%	11%	21% D	23% D	20%	13%	22% G	20%	23% K	18% K	10%	20%	23% M	17%	18%
I am not sure Column %	34%	23%	44% A	17%	34%	27%	34%	39% D	34%	31%	36%	34%	30%	38% I	44% I	34%	37% M	28%	41% M

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Do you believe that freelancers and independent contractors should have the right to choose their employment status without government intervention? *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Yes, it should be entirely up to the individual																			
Column %	51%	57% B	46% A	22%	51%	51%	54%	49%	51%	51%	51%	51%	54% J	46%	50%	51%	59% M	42%	54% M
No, the government should ensure workers' protections																			
Column %	11%	15% B	8%	2%	11%	17% EF	9%	10%	11%	13%	10%	11%	11%	11%	9%	11%	8%	15% LN	10%
There should be guidelines but with significant flexibility																			
Column %	26%	23%	29% A	60%	26%	28%	26%	26%	26%	27%	26%	26%	26%	28%	25%	26%	22%	33% LN	23%
I am not sure																			
Column %	12%	5%	17% A	16%	12%	4%	12% D	15% D	12%	10%	13%	12%	9%	15% I	17% I	12%	12%	11%	13%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEFIJLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Which of the following statements best reflects your view on capitalism and socialism? Please select one option that most closely aligns with your opinion. For the purposes of this question, 'capitalism' refers to an economic system based on private ownership and free markets, while 'socialism' refers to an economic system where the means of production are owned and controlled collectively or by the government to ensure equal distribution of wealth. *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
I strongly prefer capitalism as it promotes individual freedom and economic growth Column %	41%	47% B	36%	0%	41%	22% D	39% D	52% DE	41%	35%	43% G	41%	37% K	62% IK	22%	41%	37%	36%	55% LM
I somewhat prefer capitalism, but I believe there should be more regulations and social safety nets Column %	17%	21% B	13%	0%	17%	24% EF	15%	15%	17%	19%	16%	17%	19% K	17% K	8%	17%	16% N	22% LN	9%
I have mixed feelings, seeing both benefits and drawbacks to capitalism and socialism Column %	18%	19%	18%	0%	18%	30% EF	18% F	12%	18%	17%	18%	18%	19% J	7%	31% IJ	18%	21% N	17%	15%
I somewhat prefer socialism, as it aims for a more equitable distribution of wealth, though I recognize potential challenges Column %	5%	5%	5%	2%	5%	9% EF	4%	4%	5%	9% H	4%	5%	6%	4%	5%	5%	5%	5%	7%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Which of the following statements best reflects your view on capitalism and socialism? Please select one option that most closely aligns with your opinion. For the purposes of this question, 'capitalism' refers to an economic system based on private ownership and free markets, while 'socialism' refers to an economic system where the means of production are owned and controlled collectively or by the government to ensure equal distribution of wealth. *

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
I strongly prefer socialism because it seeks to ensure equality and social welfare for all Column %	4%	3%	4%	76% AB	4%	5% F	7% F	1%	4%	3%	4%	4%	4%	2%	6% J	4%	3%	7% LN	1%
I am not sure Column %	15%	6%	23% A	22%	15%	10%	18% D	16% D	15%	18%	14%	15%	14% J	8%	28% IJ	15%	18% M	13%	13%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

*

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Democrat Column %	26%	26%	26%	58%	26%	24%	23%	29%	26%	20%	28%	26%	23%	30%	30%	26%	23%	30%	24%
Independent Column %	29%	28%	30%	3%	29%	32%	31%	26%	29%	30%	28%	29%	31%	26%	26%	29%	24%	26%	41%
Republican Column %	41%	41%	41%	0%	41%	39%	42%	41%	41%	46%	39%	41%	41%	42%	40%	41%	46%	40%	34%
Something else: Column %	4%	4%	3%	39%	4%	5%	4%	3%	4%	4%	4%	4%	5%	1%	4%	4%	6%	4%	1%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEGHIJLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Would you call yourself a...

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	491	224	267	-	491	113	161	218	491	149	342	491	281	127	82	491	208	188	94
Strong Republican Column %	69%	67%	70%	-	69%	52% D	79% E	70% D	69%	67%	70%	69%	71% K	73% K	56%	69%	70%	69%	67%
Not a Very Strong Republican Column %	31%	33%	30%	-	31%	48% EF	21%	30%	31%	33%	30%	31%	29%	27%	44% IJ	31%	30%	31%	33%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: DEFIJK

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Would you call yourself a...

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	311	142	166	3	311	68	89	154	311	65	246	311	157	93	61	311	105	140	66
Strong Democrat Column %	64%	63%	64%	100%	64%	67%	72% F	58%	64%	71%	62%	64%	57%	65%	80% IJ	64%	66% N	69% N	49%
Not a Very Strong Democrat Column %	36%	37%	36%	0%	36%	33%	28%	42% E	36%	29%	38%	36%	43% K	35% K	20%	36%	34%	31%	51% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: EFIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Do you think of yourself as...

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	395	179	214	3	395	107	133	155	395	112	283	395	249	86	61	395	138	142	116
Closer to the Republican Party																			
Column %	35%	34%	36%	0%	35%	23% D	46% DF	33% F	35%	29%	37%	35%	39% K	29%	23% K	35%	41%	31%	32%
Closer to the Democratic Party																			
Column %	23%	22%	23%	8%	23%	20%	18% E	29% E	23%	32% H	19% H	23%	18% I	31% I	28%	23%	25%	25%	17%
Strictly an Independent																			
Column %	43%	44%	41%	92%	43%	57% EF	37% E	38% F	43%	39%	44%	43%	42%	40%	49%	43%	34% L	45%	50% L

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFHIKL

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Very liberal Column %	5%	6%	4%	20%	5%	6%	5%	5%	5%	6%	5%	5%	6%	5%	5%	5%	5%	5%	6%
Somewhat liberal Column %	16%	15%	16%	58% AB	16%	23% EF	10%	16% E	16%	16%	15%	16%	11% I	18% I	27% IJ	16%	15%	18%	13%
Moderate Column %	31%	25%	37% A	0%	31%	29%	37% DF	29%	31%	42% H	27%	31%	35% J	20%	34% J	31%	28%	36% LN	28%
Somewhat conservative Column %	23%	28% B	19%	0%	23%	16%	21%	28% DE	23%	18%	25% G	23%	20% K	36% IK	13%	23%	25%	23%	20%
Very conservative Column %	20%	21%	19%	22%	20%	15%	22% D	21%	20%	14%	22% G	20%	22% K	19%	13%	20%	25% M	13%	24% M
Not Sure Column %	5%	4%	5%	0%	5%	10% EF	4%	2%	5%	4%	5%	5%	5% J	2%	7% J	5%	2%	5% L	8% L

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

What is your age?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
18 to 24 Column %	8%	10% B	6%	24%	8%	33% EF	0%	0%	8%	8%	8%	8%	10% J	0%	14% J	8%	6%	11% LN	6%
25 to 34 Column %	16%	20% B	12%	18%	16%	67% EF	0%	0%	16%	26% H	12%	16%	21% J	0%	23% J	16%	16%	15%	19%
35 to 44 Column %	16%	11%	20% A	0%	16%	0%	50% DF	0%	16%	30% H	11%	16%	21% J	2%	20% J	16%	14%	17%	16%
45 to 54 Column %	16%	14%	17%	58% AB	16%	0%	50% DF	0%	16%	22% H	14%	16%	21% JK	5%	14% J	16%	18% M	12%	20% M
55 to 64 Column %	17%	13%	21% A	0%	17%	0%	0%	39% DE	17%	10%	19% G	17%	15%	16%	25% IJ	17%	15%	18%	18%
65+ Column %	27%	31% B	24%	0%	27%	0%	0%	61% DE	27%	4%	36% G	27%	11% K	78% IK	4%	27%	31% N	27%	21%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Which of the following are you?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Male Column %	46%	100% BC	0%	0%	46%	58% EF	36%	45% E	46%	43%	47%	46%	50% K	49% K	25%	46%	48%	42%	48%
Female Column %	54%	0%	100% AC	0%	54%	41%	63% DF	55% D	54%	57%	53%	54%	50%	51%	73% IJ	54%	51%	58% L	52%
Other/Non-binary Column %	0%	0%	0%	100% AB	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	2% IJ	0%	1% M	0%	0%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFIJKLM

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

*

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
None Column %	73%	75%	71%	100%	73%	61%	56%	91%	73%	0%	100%	73%	65%	94%	67%	73%	70%	75%	74%
1 to 2 Column %	24%	24%	25%	0%	24%	33%	39%	8%	24%	88%	0%	24%	31%	5%	28%	24%	26%	23%	23%
3 or more Column %	3%	2%	4%	0%	3%	5%	5%	1%	3%	12%	0%	3%	4%	1%	5%	3%	4%	2%	3%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ADEFGHIJK

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Which of the following best describes your race or ethnicity?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
White, Non-Hispanic Column %	86%	85%	87%	76%	86%	80%	89%	87%	86%	86%	86%	86%	83%	93%	86%	86%	94%	89%	67%
Black or African American Column %	11%	12%	10%	2%	11%	16%	9%	10%	11%	10%	11%	11%	14%	5%	10%	11%	3%	8%	28%
Asian Column %	0%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%
Hispanic Column %	1%	1%	1%	0%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Prefer not to say Column %	1%	1%	1%	22%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	3%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Which of the following best describes your household's total income in 2023 BEFORE taxes?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
< \$15,000																			
Column %	6%	3%	9% A	0%	6%	9% F	6%	5%	6%	3%	8% G	6%	3%	5%	22% IJ	6%	5%	6%	9%
\$15,000-\$24,999																			
Column %	5%	3%	6%	18%	5%	6% E	3%	5%	5%	6%	4%	5%	2%	5% I	13% IJ	5%	8% MN	3%	2%
\$25,000-\$34,999																			
Column %	7%	5%	8%	60% AB	7%	7%	7%	7%	7%	8%	6%	7%	5%	10% I	9% I	7%	8%	6%	7%
\$35,000-\$49,999																			
Column %	13%	10%	16% A	0%	13%	14%	10%	15% E	13%	12%	14%	13%	12%	20% IK	8%	13%	10%	16% L	14%
\$50,000-\$74,999																			
Column %	19%	16%	22% A	0%	19%	19%	24% F	15%	19%	15%	20% G	19%	22% K	17%	12%	19%	16%	19%	24% L
\$75,000-\$99,999																			
Column %	16%	23% B	11%	0%	16%	25% EF	10%	17% E	16%	14%	18%	16%	17%	14%	19%	16%	22% MN	13%	13%
\$100,000-\$124,999																			
Column %	12%	16% B	8%	0%	12%	13%	13%	10%	12%	14%	11%	12%	15% JK	8%	5%	12%	12%	13%	10%
\$125,000-\$149,999																			
Column %	8%	8%	7%	0%	8%	4%	11% D	7%	8%	10%	7%	8%	10% J	4%	7%	8%	7%	8%	9%
\$150,000-\$199,999																			
Column %	5%	6%	5%	0%	5%	2%	7% D	6% D	5%	7%	5%	5%	6% K	6% K	1%	5%	3%	5%	9% LM
\$200,000 and over																			
Column %	7%	8%	6%	0%	7%	0%	8% D	10% D	7%	11% H	5%	7%	8% K	10% K	0%	7%	7% N	10% N	3%
Not sure																			
Column %	2%	1%	3% A	22%	2%	1%	0%	4% DE	2%	0%	3% G	2%	2%	2%	3%	2%	3%	2%	1%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Which of the following best describes your current education level?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Some high school or less																			
Column %	15%	11%	18% A	58% AB	15%	23% F	17% F	9%	15%	10%	17% G	15%	10%	8%	42% IJ	15%	18% M	11%	18% M
High school graduate																			
Column %	40%	41%	40%	16%	40%	42%	40%	39%	40%	37%	42%	40%	39%	45%	40%	40%	37%	43%	41%
Associate's degree (Two-year post-secondary degree)																			
Column %	8%	9%	7%	2%	8%	7%	8%	9%	8%	10%	7%	8%	10% K	7%	3%	8%	9%	7%	9%
Some college but no degree																			
Column %	7%	7%	7%	2%	7%	6%	7%	8%	7%	8%	7%	7%	7%	8%	6%	7%	9%	6%	6%
Bachelor's degree																			
Column %	20%	22%	18%	0%	20%	18%	19%	22%	20%	22%	19%	20%	25% JK	18% K	6%	20%	20%	22%	17%
Master's or professional degree																			
Column %	8%	8%	8%	0%	8%	2%	8% D	12% D	8%	12% H	6%	8%	8% K	12% K	1%	8%	6%	10% L	8%
Doctorate degree																			
Column %	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	0%
Prefer not to say																			
Column %	1%	0%	1% A	22%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2% IJ	1%	0%	1%	1%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDFGHIJKLM

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

What is your current marital status?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Never married																			
Column %	20%	26% B	15%	0%	20%	60% EF	8%	6%	20%	12%	23% G	20%	24% J	4%	27% J	20%	18%	19%	22%
Married																			
Column %	55%	54%	56%	58%	55%	22%	61% D	68% DE	55%	57%	54%	55%	53% K	69% IK	40%	55%	53%	55%	57%
Separated																			
Column %	4%	3%	4%	0%	4%	3%	3%	4%	4%	7% H	3%	4%	2%	1%	13% IJ	4%	4%	3%	4%
Widowed																			
Column %	6%	3%	9% A	0%	6%	0%	6% D	11% DE	6%	1%	9% G	6%	4%	13% IK	4%	6%	6%	8%	5%
Divorced																			
Column %	9%	9%	10%	0%	9%	4%	15% DF	9% D	9%	14% H	8%	9%	8%	12%	12%	9%	12% N	9%	6%
Living with partner																			
Column %	5%	5%	5%	20%	5%	11% EF	7% F	1%	5%	10% H	4%	5%	8% JK	1%	4%	5%	6%	6%	5%
Prefer not to say																			
Column %	0%	0%	0%	22%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Do you own or rent your home?

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Own																			
Column %	75%	75%	75%	58%	75%	50% D	78% E	87% F	75%	73%	76%	75%	72% I	91% J	60% K	75%	77%	76%	71%
Rent																			
Column %	25%	25%	25%	42%	25%	50% EF	22% F	13%	25%	27%	24%	25%	28% J	9%	40% IJ	25%	23%	24%	29%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFIJK

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

In the last 12 months, have you experienced an increase in your rent?

*

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	299	134	163	3	299	143	86	71	299	89	211	299	189	29	82	299	106	114	80
Yes Column %	52%	37%	65%	61%	52%	44%	58%	63%	52%	62%	48%	52%	56%	63%	39%	52%	44%	58%	55%
No Column %	41%	62%	24%	39%	41%	55%	30%	28%	41%	38%	42%	41%	38%	22%	54%	41%	53%	30%	42%
I am not sure Column %	7%	1%	11%	0%	7%	1%	13%	10%	7%	0%	9%	7%	5%	14%	7%	7%	3%	12%	3%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Thinking about your religion, are you...

*

	Which of the following are you?				Age Groups				Children At Home (Under 18)			Employment			Grand Division				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Protestant Column %	34%	42% B	28%	0%	34%	12%	26% D	52% DE	34%	22%	39% G	34%	28% K	59% IK	19%	34%	37% N	37% N	25%
Roman Catholic Column %	7%	8%	6%	0%	7%	4%	7%	9% D	7%	10% H	6%	7%	9% K	8% K	1%	7%	4%	9% L	9% L
Mormon Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Orthodox (e.g. Greek or Russian Orthodox) Column %	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Jewish Column %	1%	1% B	0%	0%	1%	2% EF	0%	0%	1%	1% H	0%	1%	1%	0%	0%	1%	0%	0%	1% L
Muslim Column %	1%	1%	0%	0%	1%	2% F	1% F	0%	1%	2%	1%	1%	1% J	0%	0%	1%	0%	2% L	1%
Buddhist Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Hindu Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Atheist Column %	4%	4%	3%	0%	4%	5% F	7% F	1%	4%	5% H	3%	4%	4%	2%	4%	4%	2%	6% LN	2%
Agnostic Column %	4%	7% B	2%	0%	4%	12% EF	2%	3%	4%	3%	5%	4%	2%	4%	14% IJ	4%	9% MN	1%	2%
Something else Column %	30%	22%	36% A	83% AB	30%	42% EF	31% F	23%	30%	36% H	28%	30%	36% J	13%	36% J	30%	31%	27%	32%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Thinking about your religion, are you...

*

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Nothing in particular Column %	18%	12%	23% A	16%	18%	20% F	26% F	12%	18%	20%	18%	18%	18% I	13% J	27% IJ	18%	15% L	17% M	27% LM

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other / Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	409	227	182	-	409	36	98	275	409	71	338	409	191	179	38	409	166	173	70
Yes																			
Column %	63%	64%	63%	-	63%	66%	54%	66% E	63%	66%	63%	63%	66%	63%	53%	63%	67% M	56%	75% M
No																			
Column %	37%	36%	37%	-	37%	34%	46% F	34%	37%	34%	37%	37%	34%	37%	47%	37%	33%	44% LN	25%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: EFLMN

Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

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

	Which of the following are you?				Age Groups			Children At Home (Under 18)			Employment			Grand Division					
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	Child in Home G	Other H	Total	Employed (Self, Fulltime, Parttime) I	Retired J	Other K	Total	East Tennessee L	Middle Tennessee M	West Tennessee N
Sample Size	1,197	545	646	6	1,197	287	383	527	1,197	326	871	1,197	687	306	204	1,197	451	470	276
Full-time Column %	42%	49% B	37%	2%	42%	53% F	66% DF	20%	42%	54% H	38%	42%	74% JK	0%	0%	42%	37%	42%	51% LM
Part-time Column %	6%	6%	7%	24%	6%	12% EF	5%	5%	6%	8%	6%	6%	11% JK	0%	0%	6%	7%	6%	6%
Self-employed Column %	9%	7%	10%	0%	9%	9%	6%	10% E	9%	12% H	7%	9%	15% JK	0%	0%	9%	9%	10%	6%
Not employed Column %	16%	9%	22% A	58% A	16%	25% EF	17% F	11%	16%	20% H	15%	16%	0%	0%	95% IJ	16%	21% MN	13%	14%
Retired Column %	26%	28%	24%	0%	26%	0%	6% D	54% DE	26%	6%	33% G	26%	0%	100% IK	0%	26%	25%	29% N	22%
Don't know Column %	1%	0%	1%	16%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	5% IJ	1%	1%	1%	1%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEFGHIJKLMN