

Crosstabs (Party, Voting History)

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

April 3, 2024

Targoz Market Research®

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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
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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. *	20
Thinking about your current economic situation, do you believe you have sufficient opportunities for financial stability and growth? *	21
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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? *	27
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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? *	29
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What if the candidates were Joe Biden, Donald Trump, or Robert F. Kennedy Jr. as an Independent candidate?	
*	39
Presidential Ballot (Trump, Biden, Kennedy) *	40
Are you a Taylor Swift fan?	
*	41
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] *	
	42
Do you participate in sports betting?	
*	43
What is your overall opinion on the legality and practice of sports betting?	
*	44
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? *	45
Do you believe that freelancers and independent contractors should have the right to choose their employment status without government intervention? *	
46	
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. *	47
Generally speaking, do you think of yourself as a ...?	
*	48
Would you call yourself a...	
*	49
Would you call yourself a...	
*	50

* Denotes variable with statistically significant findings

Do you think of yourself as...	51
* Thinking about your general approach to issues, do you consider yourself to be...	52
* What is your age?	53
* Which of the following are you?	54
* How many infants and children under 18 years of age live in your household today?	55
* Which of the following best describes your race or ethnicity?	56
* Which of the following best describes your household's total income in 2023 BEFORE taxes?	57
* Which of the following best describes your current education level?	58
* What is your current marital status?	59
* Do you own or rent your home?	60
* In the last 12 months, have you experienced an increase in your rent?	61
* Thinking about your religion, are you...	62
* Would you describe yourself as a 'born-again' or evangelical Christian?	63
* Are you now employed full-time, part-time, self-employed, or not employed?	64

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

Who did you vote for in the 2020 election?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Donald Trump Column %	56%	58% B	46%	56%	89% DE	10%	51% D	56%	100% G	0%	56%	61% I	0%
Joe Biden Column %	32%	36% B	17%	32%	5%	83% CE	25% C	32%	0%	73% F	32%	35% I	0%
Someone else Column %	4%	4%	5%	4%	1%	2%	10% CD	4%	0%	10% F	4%	5% I	0%
I did not vote Column %	8%	2%	32% A	8%	4%	5%	14% CD	8%	0%	17% F	8%	0%	100% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Presidential Ballot 2020 *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,106	954	152	1,106	470	296	341	1,106	670	436	1,106	1,106	-
Donald Trump Column %	61%	59%	68%	61%	93% DE	11%	59% D	61%	100% G	0%	61%	61%	-
Joe Biden Column %	35%	36% B	24%	35%	6%	87% CE	29% C	35%	0%	88% F	35%	35%	-
Someone else Column %	5%	4%	8% A	5%	2%	2%	11% CD	5%	0%	12% F	5%	5%	-

Weight Variable = Weight, Confidence Level = 95%

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■ Significant difference within groups: ABCDEFG

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

How often would you say you vote?

*

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Always Column %	44%	54% B	0%	44%	53% E	47% E	31%	44%	48% G	40%	44%	47% I	8%
Nearly Always Column %	37%	46% B	0%	37%	29%	40% C	45% C	37%	37%	38%	37%	39% I	14%
Part of The Time Column %	11%	0%	58% A	11%	12%	9%	12%	11%	10%	11%	11%	9%	34% H
Seldom Column %	6%	0%	30% A	6%	3%	3%	11% CD	6%	3%	8% F	6%	3%	31% H
Never Vote Column %	2%	0%	13% A	2%	3%	1%	3%	2%	2%	3%	2%	2%	12% H

Weight Variable = Weight, Confidence Level = 95%

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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 *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Satisfied Column %	25%	24%	30%	25%	13%	39% CE	28% C	25%	17%	35% F	25%	25%	21%
Total Dissatisfied Column %	73%	74% B	68%	73%	85% DE	58%	70% D	73%	82% G	62%	73%	73%	77%
Very Satisfied Column %	10%	9%	14% A	10%	6%	15% C	12% C	10%	8%	13% F	10%	10%	9%
Somewhat Satisfied Column %	15%	15%	16%	15%	8%	25% CE	16% C	15%	9%	23% F	15%	15%	12%
Somewhat Dissatisfied Column %	30%	29%	34%	30%	31% E	33% E	25%	30%	27%	33% F	30%	29%	37%
Very Dissatisfied Column %	43%	46% B	34%	43%	54% DE	25%	45% D	43%	55% G	29%	43%	44%	41%
Not Sure Column %	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%

Weight Variable = Weight, Confidence Level = 95%

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■ Significant difference within groups: ABCDEFG

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 *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Satisfied Column %	53%	53%	51%	53%	65% DE	38%	48% D	53%	68% G	33%	53%	54% I	36%
Total Dissatisfied Column %	45%	45%	46%	45%	34%	59% CE	49% C	45%	31%	64% F	45%	44%	60% H
Very Satisfied Column %	15%	16% B	9%	15%	16%	15%	13%	15%	18% G	11%	15%	15%	11%
Somewhat Satisfied Column %	38%	37%	41%	38%	49% DE	24%	35% D	38%	50% G	22%	38%	39% I	25%
Somewhat Dissatisfied Column %	28%	27%	32%	28%	24%	29%	32% C	28%	23%	34% F	28%	28%	33%
Very Dissatisfied Column %	17%	18%	14%	17%	10%	30% CE	17% C	17%	8%	29% F	17%	16%	27% H
Not Sure Column %	2%	2%	3%	2%	1%	3% C	3%	2%	1%	3% F	2%	2%	4%

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■ Significant difference within groups: BCDEFGHI

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 *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Satisfied Column %	38%	38%	38%	38%	43% E	39% E	31%	38%	42% G	33%	38%	38%	33%
Total Dissatisfied Column %	50%	51%	45%	50%	45%	50%	57% C	50%	48%	54% F	50%	51%	42%
Very Satisfied Column %	9%	9%	6%	9%	8%	10%	9%	9%	8%	10%	9%	9%	10%
Somewhat Satisfied Column %	29%	29%	32%	29%	35% E	29% E	22%	29%	33% G	24%	29%	30%	23%
Somewhat Dissatisfied Column %	32%	33%	30%	32%	29%	39% CE	31%	32%	30%	35%	32%	32%	34%
Very Dissatisfied Column %	18%	19%	15%	18%	16% D	11%	26% CD	18%	17%	19%	18%	19% I	7%
Not Sure Column %	12%	11%	17% A	12%	12%	11%	12%	12%	11%	13%	12%	11%	25% H

Weight Variable = Weight, Confidence Level = 95%

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

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Approve Column %	48%	51% B	34% B	48%	67% DE	28% DE	40% D	48%	63% G	28% G	48%	48%	39%
Total Disapprove Column %	28%	30% B	18% B	28%	11% D	52% CE	31% C	28%	14% F	46% F	28%	28%	23%
Approve strongly Column %	17%	18%	14%	17%	24% DE	11% DE	13% D	17%	22% G	10% G	17%	17%	18%
Approve somewhat Column %	30%	33% B	19% B	30%	42% DE	17% DE	27% D	30%	41% G	17% G	30%	31% I	21% I
Neither approve nor disapprove Column %	17%	14% B	33% A	17%	19% D	9% CE	23% D	17%	20% G	14% G	17%	17%	20%
Disapprove somewhat Column %	12%	13% B	7% B	12%	9% D	15% C	14% C	12%	10% F	15% F	12%	13%	9%
Disapprove strongly Column %	16%	17% B	11% B	16%	2% D	37% CE	17% C	16%	4% F	31% F	16%	16%	14%
Not Sure Column %	7%	5% B	15% A	7%	4% D	12% CE	7% C	7%	3% F	12% F	7%	6% H	18% H

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

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Approve Column %	41%	43% B	30%	41%	59% DE	17%	36% D	41%	58% G	18%	41%	41%	35%
Total Disapprove Column %	28%	29% B	21%	28%	10%	53% CE	29% C	28%	11%	49% F	28%	28%	19%
Approve strongly Column %	18%	19%	14%	18%	26% DE	9%	14%	18%	25% G	9%	18%	18%	13%
Approve somewhat Column %	23%	24% B	17%	23%	34% DE	7%	22% D	23%	33% G	9%	23%	23%	22%
Neither approve nor disapprove Column %	23%	20%	35% A	23%	24% D	12%	28% D	23%	26% G	18%	23%	22%	31%
Disapprove somewhat Column %	9%	10%	9%	9%	6%	14% C	10% C	9%	7%	13% F	9%	10%	8%
Disapprove strongly Column %	18%	20% B	11%	18%	4%	39% CE	19% C	18%	4%	36% F	18%	19%	11%
Not Sure Column %	9%	8%	14% A	9%	6%	19% CE	7%	9%	5%	15% F	9%	9%	15%

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

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Approve Column %	34%	36% B	26%	34%	48% DE	21%	28% D	34%	45% G	20%	34%	35% I	23%
Total Disapprove Column %	21%	22%	17%	21%	5%	42% CE	24% C	21%	7%	38% F	21%	22% I	11%
Approve strongly Column %	13%	13% B	9%	13%	16% DE	9%	11%	13%	18% G	6%	13%	13%	10%
Approve somewhat Column %	22%	23%	17%	22%	31% DE	12%	17% D	22%	28% G	14%	22%	22% I	13%
Neither approve nor disapprove Column %	31%	29%	40% A	31%	36% D	13%	37% D	31%	39% G	20%	31%	30%	37%
Disapprove somewhat Column %	8%	8%	9%	8%	3%	12% C	11% C	8%	5%	12% F	8%	8%	7%
Disapprove strongly Column %	13%	14% B	8%	13%	2%	29% CE	13% C	13%	2%	26% F	13%	13% I	4%
Not Sure Column %	14%	14%	17%	14%	11%	24% CE	11%	14%	8%	22% F	14%	13%	28% H

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

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Booming or Growing Column %	24%	25% B	19%	24%	19%	38% CE	19%	24%	15%	36% F	24%	24%	22%
Total Slowing or in Recession Column %	45%	47% B	37%	45%	52% D	28%	50% D	45%	57% G	30%	45%	46% I	34%
Booming Column %	5%	5% B	1%	5%	3%	8% C	4%	5%	3%	7% F	5%	4%	7%
Growing, but not booming Column %	19%	20%	17%	19%	17%	30% CE	14%	19%	12%	29% F	19%	20%	15%
Holding steady Column %	19%	19%	20%	19%	18%	24% CE	17%	19%	17%	22% F	19%	19%	20%
Slowing, but not in recession Column %	27%	28% B	20%	27%	28% D	20%	30% D	27%	32% G	20%	27%	27%	19%
In recession Column %	19%	19%	17%	19%	24% D	8%	20% D	19%	25% G	10%	19%	19%	15%
I'm not sure Column %	12%	9%	24% A	12%	11%	9%	14%	12%	12%	11%	12%	10%	24% H

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

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Better Off Column %	21%	20%	27% A	21%	16%	29% CE	22% C	21%	17%	26% F	21%	21%	24%
Total Worse Off Column %	44%	45%	42%	44%	56% D	18%	50% D	44%	58% G	27%	44%	45%	38%
A lot better off Column %	4%	4%	4%	4%	3%	7% CE	4%	4%	3%	6% F	4%	4%	7%
Somewhat better off Column %	17%	15%	23% A	17%	12%	21% C	18% C	17%	14%	20% F	17%	17%	17%
About the same Column %	35%	36%	31%	35%	28%	53% CE	28%	35%	26%	46% F	35%	35%	37%
Somewhat worse off Column %	29%	30%	25%	29%	40% DE	11%	30% D	29%	39% G	16%	29%	30%	21%
A lot worse off Column %	15%	15%	17%	15%	16% D	7%	20% D	15%	18% G	11%	15%	15%	17%

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■ Significant difference within groups: ACDEFG

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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. *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Agree Column %	49%	50% B	40% B	49%	65% DE	28% D	44% D	49%	67% G	25% G	49%	50% I	31% I
Total Disagree Column %	32%	32%	31%	32%	13% D	61% CE	32% C	32%	14% F	54% F	32%	32%	31%
Strongly agree Column %	14%	15% B	8% B	14%	14%	11%	16%	14%	17% G	10% G	14%	14%	12%
Somewhat agree Column %	35%	35%	32%	35%	50% DE	17% D	29% D	35%	50% G	15% G	35%	36% I	19% I
Not sure Column %	20%	18% B	29% A	20%	23% D	10% D	24% D	20%	19%	20%	20%	18% H	38% H
Somewhat disagree Column %	15%	15%	16%	15%	11% D	18% C	18% C	15%	11% F	20% F	15%	16%	10%
Strongly disagree Column %	17%	17%	15%	17%	2% D	43% CE	14% C	17%	3% F	34% F	17%	16%	21%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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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? *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Reduced for smaller businesses to support their growth Column %	36%	36%	36%	36%	36%	35%	37%	36%	37%	34%	36%	36%	31%
Left unchanged Column %	16%	16%	15%	16%	18% E	19% E	10%	16%	14%	18%	16%	15%	18%
Reduced for all businesses to encourage economic activity Column %	15%	16%	12%	15%	17% D	8%	19% D	15%	21% G	9%	15%	16%	12%
Increased to provide more public services Column %	8%	9%	7%	8%	5%	15% CE	7%	8%	5%	13% F	8%	8%	9%
Eliminated altogether to improve the business environment in the state Column %	7%	8% B	4%	7%	8%	8%	6%	7%	7%	8%	7%	8%	3%
I’m not sure Column %	17%	16%	25% A	17%	16%	15%	21% D	17%	16%	19%	17%	16%	27% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGH

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? *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
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%	28%	26%	28%	24%	29%	32% C	28%	25%	31% F	28%	28%	26%
Tennessee should reduce regulations to encourage economic freedom and innovation, as current levels of regulation are too burdensome for individuals and businesses													
Column %	27%	28%	26%	27%	32% DE	23%	25%	27%	32% G	22%	27%	29% I	13%
Tennessee should maintain its current level of regulations, as they balance economic activity with necessary protections for public health and safety													
Column %	16%	16%	14%	16%	20% DE	11%	14%	16%	19% G	12%	16%	16%	18%
Tennessee should increase regulations to better protect public health and safety, even if it means imposing additional burdens on businesses													
Column %	11%	12%	9%	11%	7%	16% C	13% C	11%	8%	15% F	11%	11%	12%
I'm not sure													
Column %	18%	16%	25% A	18%	18%	20%	16%	18%	16%	20%	18%	17%	31% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDEFGHI

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. *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Cut or eliminate taxes to return the surplus revenue to taxpayers Column %	27%	28% B	21%	27%	29% D	22%	28%	27%	33% G	20%	27%	28% I	16%
Deposit the surplus revenue into the state's rainy-day fund or savings account, preparing for future financial uncertainties or downturns Column %	24%	26% B	17%	24%	30% DE	16%	24% D	24%	26% G	21%	24%	24%	22%
Expand access to existing government programs, enhancing the reach and effectiveness of services currently provided to citizens Column %	22%	23%	20%	22%	16%	34% CE	21%	22%	16%	31% F	22%	22%	22%
Launch new government programs aimed at addressing unmet needs or emerging challenges within the state Column %	16%	16%	17%	16%	14%	19% C	17%	16%	16%	17%	16%	16%	17%
I'm not sure Column %	10%	7%	25% A	10%	11%	9%	11%	10%	9%	12%	10%	9%	23% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Yes Column %	40%	42% B	34%	40%	40% E	55% CE	29%	40%	34%	48% F	40%	40%	43%
No Column %	42%	40%	48% A	42%	43% D	29%	51% CD	42%	47% G	36%	42%	42%	44%
I'm not sure Column %	18%	18%	17%	18%	17%	16%	21%	18%	20%	16%	18%	18%	13%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFG

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] *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	501	393	108	501	212	89	201	501	312	189	501	461	40
High healthcare costs not covered by insurance or employer Column %	27%	26%	28%	27%	29%	24%	25%	27%	30% G	21%	27%	26%	32%
High cost or lack of available housing near my workplace Column %	17%	18%	16%	17%	19%	19%	15%	17%	19%	15%	17%	18%	16%
Limited availability of full-time jobs that match my skills and interests Column %	15%	15%	13%	15%	8%	23% C	19% C	15%	11%	21% F	15%	16%	6%
Educational or training requirements for desired jobs that I do not meet Column %	6%	6%	6%	6%	6%	5%	7%	6%	5%	8%	6%	6%	12%
Lack of reliable transportation to and from work Column %	6%	5%	12% A	6%	7%	4%	7%	6%	4%	10% F	6%	6%	12%
Facing discrimination or bias in job seeking or at the workplace Column %	3%	2%	8% A	3%	3%	3%	4%	3%	3%	4%	3%	3%	1%
Difficulty finding affordable child care to enable me to work Column %	3%	2%	5%	3%	4%	6% E	1%	3%	3%	3%	3%	3%	0%
Other (please specify) Column %	15%	17% B	8%	15%	17%	9%	15%	15%	17%	11%	15%	15%	14%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCEFG

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] *

	Likely Voter			Party Affiliation			Trump Voter (2020)			Voted in 2020			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
I'm not sure Column %	8%	9%	4%	8%	8%	8%	8%	8%	9%	7%	8%	8%	6%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCEFG

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?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Positively, by creating new job opportunities and boosting economic growth Column %	11%	12%	11%	11%	11%	13%	11%	11%	10%	13%	11%	12%	7%
Negatively, by leading to job losses and increasing inequality Column %	30%	31%	28%	30%	37% DE	19%	30% D	30%	40% G	18%	30%	30%	27%
It will have both positive and negative impacts Column %	47%	48%	44%	47%	40%	56% C	49% C	47%	39%	58% F	47%	47%	48%
I'm not sure Column %	11%	10%	17% A	11%	11%	12%	10%	11%	11%	11%	11%	11%	18% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDEFGH

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.?

	Likely Voter			Party Affiliation			Trump Voter (2020)			Voted in 2020			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
It places too much burden on specific groups and needs reform Column %	44%	43%	45%	44%	54% DE	37%	37%	44%	45%	42%	44%	43%	56% H
It is not efficient in collecting and using tax revenue Column %	30%	31% B	22%	30%	28% D	17%	42% CD	30%	34% G	24%	30%	30%	22%
It is fair and effectively supports public services Column %	14%	12%	18% A	14%	9%	21% CE	13%	14%	11%	17% F	14%	14%	9%
I'm not sure Column %	13%	13%	15%	13%	9%	25% CE	9%	13%	10%	18% F	13%	13%	14%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGH

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

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

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Lower taxes for all to stimulate economic activity Column %	36%	38% B	27%	36%	43% D	18%	42% D	36%	49% G	20%	36%	37% I	25%
Increase taxes on higher income earners to support wealth redistribution Column %	26%	26%	28%	26%	16%	46% CE	23% C	26%	15%	41% F	26%	26%	27%
Simplify the tax code to reduce compliance costs and confusion Column %	19%	19%	18%	19%	24% DE	11%	19% D	19%	20%	17%	19%	19%	22%
Increase spending on public services, even if it means raising taxes Column %	3%	3%	6% A	3%	3%	3%	4%	3%	3%	4%	3%	3%	7%
No changes are needed; the current system balances needs effectively Column %	3%	4%	2%	3%	3%	8% CE	1%	3%	4%	2%	3%	4%	2%
Other (please specify) Column %	3%	4%	2%	3%	5% D	2%	3%	3%	4% G	2%	3%	3%	1%
I'm not sure Column %	8%	6%	18% A	8%	6%	12% C	9%	8%	4%	14% F	8%	8%	16% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Favorable Column %	44%	45%	38%	44%	32%	55% C	49% C	44%	35%	55% F	44%	44%	42%
Total Unfavorable Column %	19%	20% B	14%	19%	24% DE	13%	17%	19%	24% G	13%	19%	20% I	9%
Very favorably: I believe these efforts will improve working conditions and workers' rights Column %	22%	23% B	17%	22%	13%	31% C	26% C	22%	15%	31% F	22%	22%	28%
Somewhat favorably: I see some benefits in these efforts, but I also have reservations Column %	21%	21%	21%	21%	19%	24%	22%	21%	20%	23%	21%	22%	14%
Neutral: I don't have a strong opinion either way Column %	21%	21%	21%	21%	27% DE	13%	19% D	21%	24% G	17%	21%	21%	22%
Somewhat unfavorably: I am concerned these efforts could have negative implications for the economy or the automotive industry Column %	11%	11%	9%	11%	13% E	10%	8%	11%	12%	9%	11%	11%	8%
Very unfavorably: I believe these efforts will harm working conditions, the economy, and the automotive industry Column %	9%	9% B	5%	9%	11% D	4%	9% D	9%	13% G	4%	9%	9% I	1%
I'm not sure Column %	16%	14%	28% A	16%	17%	18%	14%	16%	17%	16%	16%	16%	27% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Satisfied Column %	26%	26%	25%	26%	26%	21%	30% D	26%	26%	26%	26%	25%	35%
Total Dissatisfied Column %	70%	71%	68%	70%	72% E	73%	66%	70%	71%	69%	70%	72% I	55%
Very satisfied Column %	4%	4%	2%	4%	2%	5% C	5% C	4%	3%	6% F	4%	4%	7%
Somewhat satisfied Column %	22%	22%	23%	22%	23% D	16%	25% D	22%	24%	20%	22%	22%	28%
Somewhat dissatisfied Column %	32%	33%	27%	32%	35% D	27%	32%	32%	33%	30%	32%	32%	24%
Very dissatisfied Column %	39%	38%	41%	39%	37%	46% CE	35%	39%	38%	39%	39%	39%	31%
I’m not sure Column %	4%	3%	8% A	4%	2%	6% C	3%	4%	3%	5%	4%	3%	10% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDEFHI

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? *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Definitely not Column %	2%	1%	7% A	2%	2%	1%	5% CD	2%	1%	4% F	2%	1%	18% H
Probably not Column %	7%	4%	21% A	7%	8%	7%	6%	7%	7%	7%	7%	7%	13% H
Maybe Column %	15%	8%	48% A	15%	13%	11%	21% CD	15%	12%	19% F	15%	13%	42% H
Probably Column %	19%	21% B	11%	19%	17%	18%	21%	19%	19%	18%	19%	19% I	11%
Definitely Column %	56%	66% B	12%	56%	60% E	62% E	47%	56%	60% G	52%	56%	60% I	16%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,084	924	160	1,084	445	286	353	1,084	612	471	1,084	1,021	63
Democrat Column %	29%	31%	24%	29%	1%	87% CE	18% C	29%	3%	64% F	29%	30%	24%
Republican Column %	51%	54% B	30%	51%	93% DE	6%	33% D	51%	80% G	12%	51%	52% I	26%
Neither Column %	9%	7%	18% A	9%	2%	1%	23% CD	9%	7%	11% F	9%	8%	21% H
Don't know Column %	11%	8%	28% A	11%	3%	6%	25% CD	11%	10%	12%	11%	10%	29% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Ballot Senate Democrat Primary *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	319	282	38	319	6	249	65	319	18	302	319	304	15
Gloria Johnson Column %	35%	38% B	16%	35%	0%	38%	26%	35%	19%	36%	35%	36% I	7%
Marquita Bradshaw Column %	7%	7%	9%	7%	0%	9%	2%	7%	0%	8%	7%	7%	10%
Civil Miller-Watkins Column %	2%	2%	0%	2%	0%	2%	0%	2%	24% G	0%	2%	2%	0%
Dylan Fain Column %	2%	1%	11% A	2%	62% DE	1%	3%	2%	1%	2%	2%	2%	10%
Not Sure or Undecided Column %	54%	52%	64%	54%	38%	50%	69% D	54%	56%	54%	54%	53%	73%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEGI

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?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	320	282	38	320	6	249	65	320	18	302	320	304	15
Gloria Johnson Column %	35%	38% B	16%	35%	0%	38%	26%	35%	19%	36%	35%	36% I	7%
Marquita Bradshaw Column %	7%	7%	9%	7%	0%	9%	2%	7%	0%	8%	7%	7%	10%
Civil Miller-Watkins Column %	2%	2%	0%	2%	0%	2%	0%	2%	24% G	0%	2%	2%	0%
Dylan Fain Column %	2%	1%	11% A	2%	62% DE	1%	3%	2%	1%	2%	2%	2%	10%
I'm not sure Column %	54%	52%	64%	54%	38%	50%	69% D	54%	56%	54%	54%	53%	73%
I wouldn't vote Column %	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: ABDEGI

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

Senate Ballot (Blackburn vs Johnson) *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,137	955	181	1,137	479	295	362	1,137	649	487	1,137	1,068	69
Marsha Blackburn Column %	44%	45%	41%	44%	65% DE	17%	39% D	44%	61% G	22%	44%	44%	47%
Gloria Johnson Column %	27%	29% B	17%	27%	7%	63% CE	25% C	27%	8%	52% F	27%	28% I	14%
Not Sure or Undecided Column %	29%	26%	42% A	29%	29% D	20%	36% CD	29%	31% G	26%	29%	28%	38%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGI

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? *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Marsha Blackburn Column %	42%	44% B	33%	42%	63% DE	16%	36% D	42%	59% G	20%	42%	42%	36%
Gloria Johnson Column %	26%	28% B	14%	26%	6%	60% CE	23% C	26%	8%	48% F	26%	27% I	11%
I'm not sure Column %	27%	26%	34% A	27%	28% D	19%	33% D	27%	30% G	24%	27%	27%	29%
I wouldn't vote Column %	5%	2%	19% A	5%	2%	5% C	8% C	5%	3%	8% F	5%	3%	24% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Senate Ballot (Blackburn vs Bradshaw) *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,136	947	189	1,136	482	294	359	1,136	652	484	1,136	1,067	70
Marsha Blackburn Column %	45%	46%	42%	45%	67% DE	17%	39% D	45%	62% G	22%	45%	45%	44%
Marquita Bradshaw Column %	21%	22%	16%	21%	6%	50% CE	17% C	21%	7%	40% F	21%	21%	12%
Not Sure or Undecided Column %	34%	32%	42% A	34%	27%	33%	44% CD	34%	31%	38% F	34%	33%	43%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDEFG

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

What if the candidates were Marsha Blackburn or Marquita Bradshaw?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Marsha Blackburn Column %	43%	45% B	35%	43%	66% DE	16%	35% D	43%	61% G	20%	43%	44%	34%
Marquita Bradshaw Column %	20%	21% B	14%	20%	6%	47% CE	16% C	20%	6%	37% F	20%	21% I	9%
I'm not sure Column %	32%	32%	36%	32%	27%	31%	40% CD	32%	30%	35%	32%	32%	33%
I wouldn't vote Column %	5%	3%	15% A	5%	2%	5% C	9% C	5%	3%	8% F	5%	4%	23% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Presidential Ballot (Trump vs Biden) *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,139	938	201	1,139	485	299	355	1,139	666	473	1,139	1,067	72
Donald Trump Column %	60%	58%	71% A	60%	89% DE	15%	58% D	60%	90% G	17%	60%	60%	65%
Joe Biden Column %	31%	33% B	21%	31%	5%	77% CE	26% C	31%	3%	70% F	31%	31% I	19%
Not Sure or Undecided Column %	9%	10%	8%	9%	6%	7%	15% CD	9%	7%	13% F	9%	9%	16% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Donald Trump Column %	57%	55%	64% A	57%	88% DE	14%	52% D	57%	90% G	16%	57%	58%	51%
Joe Biden Column %	29%	31% B	19%	29%	5%	74% CE	24% C	29%	3%	63% F	29%	30% I	15%
I'm not sure Column %	9%	9%	7%	9%	6%	7%	14% CD	9%	7%	11% F	9%	9%	13%
I wouldn't vote Column %	5%	4%	10% A	5%	1%	4% C	10% CD	5%	1%	10% F	5%	4%	21% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Donald Trump, the Republican candidate Column %	48%	47%	48%	48%	80% DE	10%	37% D	48%	79% G	8%	48%	49% I	33%
Joe Biden, the Democratic candidate Column %	25%	28% B	10%	25%	3%	68% CE	18% C	25%	1%	54% F	25%	26% I	12%
Robert F. Kennedy Jr., the Independent candidate Column %	16%	15%	22% A	16%	9%	17% C	24% CD	16%	10%	23% F	16%	15%	29% H
I'm not sure Column %	10%	10%	12%	10%	8% D	4%	18% CD	10%	9%	11%	10%	10%	12%
I wouldn't vote Column %	2%	0%	7% A	2%	0%	1%	4% CD	2%	0%	4% F	2%	1%	14% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Presidential Ballot (Trump, Biden, Kennedy) *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,176	970	206	1,176	490	308	379	1,176	670	507	1,176	1,098	78
Donald Trump, the Republican candidate Column %	48%	48%	52%	48%	80% DE	10%	38% D	48%	79% G	8%	48%	49%	39%
Joe Biden, the Democratic candidate Column %	25%	28% B	11%	25%	3%	69% CE	18% C	25%	1%	56% F	25%	26% I	14%
Robert F. Kennedy Jr., the Independent candidate Column %	16%	15%	24% A	16%	9%	17% C	25% CD	16%	10%	24% F	16%	15%	34% H
Not Sure or Undecided Column %	10%	10%	13%	10%	8% D	4%	19% CD	10%	9%	12%	10%	10%	14%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Are you a Taylor Swift fan?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Yes, I'm a fan Column %	37%	39% B	30%	37%	30%	55% CE	33%	37%	28%	48% F	37%	38%	31%
No, I'm not a fan Column %	57%	56%	63%	57%	66% D	40%	60% D	57%	68% G	43%	57%	57%	54%
I am not sure Column %	6%	5%	7%	6%	5%	6%	7%	6%	4%	8% F	6%	5%	15% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGH

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] *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	444	378	67	444	146	170	129	444	190	254	444	416	28
It would make me more likely to vote for the candidate she endorses Column %	12%	14% B	3%	12%	8%	14%	15%	12%	13%	11%	12%	13%	3%
It would make me less likely to vote for the candidate she endorses Column %	5%	3%	16% A	5%	8% D	2%	7%	5%	7%	4%	5%	4%	28% H
It would not influence my decision Column %	81%	81%	80%	81%	80%	83%	78%	81%	77%	83%	81%	81%	68%
I am not sure Column %	2%	2%	1%	2%	4%	1%	1%	2%	3% G	1%	2%	2%	1%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDGH

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

Do you participate in sports betting?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Yes Column %	25%	25%	28%	25%	25%	33% CE	20%	25%	22%	30% F	25%	25%	32%
Total No Column %	74%	75%	69%	74%	75% D	65%	79% D	74%	77% G	70%	74%	74%	66%
Yes, regularly Column %	9%	8%	12% A	9%	7%	13% CE	7%	9%	6%	12% F	9%	8%	13%
Yes, occasionally Column %	17%	17%	16%	17%	17%	20% E	13%	17%	16%	18%	17%	17%	19%
No, but I used to Column %	9%	9%	9%	9%	8%	7%	11%	9%	8%	9%	9%	9%	5%
No, I have never participated Column %	65%	66%	60%	65%	67% D	58%	68% D	65%	69% G	60%	65%	65%	61%
I am not sure Column %	1%	0%	3% A	1%	0%	2% C	1%	1%	1%	0%	1%	1%	2%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDEFG

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?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Support Column %	42%	42%	42%	42%	37%	44%	46% C	42%	37%	48% F	42%	42%	39%
Total Oppose Column %	19%	19%	17%	19%	17%	20%	20%	19%	21%	16%	19%	19%	18%
I fully support it and believe it should be legal Column %	25%	25%	26%	25%	22%	25%	28% C	25%	21%	30% F	25%	25%	28%
I somewhat support it but believe there should be strict regulations Column %	17%	17%	16%	17%	15%	18%	18%	17%	16%	17%	17%	17%	10%
I am neutral or have mixed feelings about it Column %	28%	28%	32%	28%	35% DE	24%	24%	28%	32% G	24%	28%	28%	33%
I somewhat oppose it and think it should be limited Column %	9%	9%	9%	9%	6%	9%	12% C	9%	8%	10%	9%	9%	5%
I am firmly against it and believe it should be illegal Column %	10%	10%	8%	10%	11%	11%	8%	10%	13% G	7%	10%	10%	14%
I am not sure Column %	11%	11%	9%	11%	11%	13%	10%	11%	11%	12%	11%	11%	10%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEFG

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? *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Total Support Column %	29%	28%	34%	29%	24%	44% CE	25%	29%	20%	41% F	29%	30%	25%
Total Oppose Column %	36%	39% B	26%	36%	44% D	17%	42% D	36%	47% G	23%	36%	37%	32%
Strongly support Column %	11%	11%	12%	11%	6%	25% CE	8%	11%	4%	20% F	11%	11%	18% H
Somewhat support Column %	18%	17%	22%	18%	18%	19%	17%	18%	16%	20% F	18%	19% I	7%
Somewhat oppose Column %	17%	16%	17%	17%	19% D	11%	18% D	17%	19% G	14%	17%	16%	22%
Strongly oppose Column %	20%	22% B	9%	20%	25% D	6%	25% D	20%	28% G	9%	20%	20% I	10%
I am not sure Column %	34%	33%	40% A	34%	33%	39%	33%	34%	33%	37%	34%	34%	42%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Yes, it should be entirely up to the individual													
Column %	51%	55% B	34%	51%	54% D	44%	53% D	51%	58% G	41%	51%	51%	48%
No, the government should ensure workers' protections													
Column %	11%	10%	17% A	11%	12%	13%	9%	11%	10%	12%	11%	11%	8%
There should be guidelines but with significant flexibility													
Column %	26%	26%	29%	26%	25%	25%	30%	26%	23%	30% F	26%	27%	22%
I am not sure													
Column %	12%	10%	20% A	12%	10%	18% CE	9%	12%	8%	17% F	12%	11%	22% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGH

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. *

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
I strongly prefer capitalism as it promotes individual freedom and economic growth													
Column %	41%	45% B	22%	41%	50% D	19%	46% D	41%	55% G	23%	41%	42% I	21%
I somewhat prefer capitalism, but I believe there should be more regulations and social safety nets													
Column %	17%	16%	19%	17%	20% E	16%	14%	17%	16%	18%	17%	17% I	9%
I have mixed feelings, seeing both benefits and drawbacks to capitalism and socialism													
Column %	18%	19%	16%	18%	13%	28% CE	17%	18%	12%	26% F	18%	17%	27% H
I somewhat prefer socialism, as it aims for a more equitable distribution of wealth, though I recognize potential challenges													
Column %	5%	5%	8%	5%	3%	9% C	6% C	5%	3%	9% F	5%	5%	9%
I strongly prefer socialism because it seeks to ensure equality and social welfare for all													
Column %	4%	4%	4%	4%	1%	11% CE	2% C	4%	2%	7% F	4%	4%	2%
I am not sure													
Column %	15%	11%	32% A	15%	14%	18%	15%	15%	12%	18% F	15%	14%	31% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEFGHI

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

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

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Democrat Column %	26%	28% B	17%	26%	0%	100% CE	0%	26%	5%	53% F	26%	27% I	17%
Independent Column %	29%	27%	40% A	29%	0%	0%	88% CD	29%	25%	34% F	29%	27%	54% H
Republican Column %	41%	41%	39%	41%	100% DE	0%	0%	41%	65% G	10%	41%	42% I	23%
Something else: Column %	4%	4%	4%	4%	0%	0%	12% CD	4%	5% G	3%	4%	4%	6%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Would you call yourself a...

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	491	404	87	491	491	-	-	491	437	54	491	470	21
Strong Republican Column %	69%	72% B	57%	69%	69%	-	-	69%	72% G	40%	69%	70% I	34%
Not a Very Strong Republican Column %	31%	28%	43% A	31%	31%	-	-	31%	28%	60% F	31%	30%	66% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: A B F G H I

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

Would you call yourself a...

	Likely Voter			Party Affiliation			Trump Voter (2020)			Voted in 2020			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	311	273	38	311	-	311	-	311	32	279	311	296	15
Strong Democrat Column %	64%	63%	67%	64%	-	64%	-	64%	42%	66% F	64%	65% I	37%
Not a Very Strong Democrat Column %	36%	37%	33%	36%	-	36%	-	36%	58% G	34%	36%	35%	63% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: FGHI

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

Do you think of yourself as...

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	395	298	97	395	-	-	395	395	201	194	395	341	54
Closer to the Republican Party													
Column %	35%	39% B	22%	35%	-	-	35%	35%	52% G	16%	35%	38% I	11%
Closer to the Democratic Party													
Column %	23%	22%	25%	23%	-	-	23%	23%	12%	34% F	23%	21%	33%
Strictly an Independent													
Column %	43%	40%	52% A	43%	-	-	43%	43%	36%	50% F	43%	41%	56% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABFGHI

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...

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Very liberal Column %	5%	5%	8% A	5%	1%	16% CE	3% C	5%	2%	10% F	5%	5%	4%
Somewhat liberal Column %	16%	17% B	10%	16%	5%	42% CE	8% C	16%	4%	30% F	16%	16%	11%
Moderate Column %	31%	28%	44% A	31%	19%	26% C	50% CD	31%	26%	38% F	31%	30%	49% H
Somewhat conservative Column %	23%	25% B	14%	23%	35% DE	11%	18% D	23%	29% G	15%	23%	23%	21%
Very conservative Column %	20%	22% B	13%	20%	37% DE	2%	13% D	20%	34% G	3%	20%	21% I	3%
Not Sure Column %	5%	4%	10% A	5%	3%	3%	8% CD	5%	6%	4%	5%	4%	11% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

What is your age?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
18 to 24 Column %	8%	5%	23% A	8%	10% D	4%	8% D	8%	8%	8%	8%	7%	21% H
25 to 34 Column %	16%	15%	20%	16%	13%	18% C	19% C	16%	14%	18%	16%	16%	22%
35 to 44 Column %	16%	15%	22% A	16%	14%	18%	17%	16%	17%	15%	16%	16%	10%
45 to 54 Column %	16%	16%	15%	16%	19% D	11%	17% D	16%	17%	14%	16%	15%	24% H
55 to 64 Column %	17%	18% B	11%	17%	21% E	16%	13%	17%	17%	17%	17%	17%	13%
65+ Column %	27%	31% B	9%	27%	24%	34% CE	26%	27%	26%	28%	27%	28% I	10%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEHI

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

Which of the following are you?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Male													
Column %	46%	46%	44%	46%	46%	46%	45%	46%	47%	44%	46%	46%	45%
Female													
Column %	54%	54%	56%	54%	54%	53%	54%	54%	53%	55%	54%	54%	55%
Other/Non-binary													
Column %	0%	0%	1%	0%	0%	1%	1%	0%	0%	1% F	0%	1%	0%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: F

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?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
None Column %	73%	76% B	58%	73%	70%	79% CE	72%	73%	70%	76% F	73%	74% I	63%
1 to 2 Column %	24%	22%	34% A	24%	27% D	17%	26% D	24%	28% G	19%	24%	23%	33% H
3 or more Column %	3%	2%	8% A	3%	3%	4%	3%	3%	2%	5% F	3%	3%	4%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Which of the following best describes your race or ethnicity?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
White, Non-Hispanic Column %	86%	88% B	79% C	86%	95% DE	77% F	83% G	86%	95% H	75% I	86%	87% J	71% K
Black or African American Column %	11%	10%	14%	11%	4% L	22% M	11% N	11%	3% O	21% P	11%	10% Q	20% R
Asian Column %	0%	0% S	2% T	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%
Hispanic Column %	1%	1%	2%	1%	1%	1%	2%	1%	0% U	2% V	1%	1%	2%
Other Column %	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say Column %	1%	1% W	3% X	1%	0% Y	0% Z	3% AA	1%	1%	2%	1%	1% AB	6% AC

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEFGHI

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?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
< \$15,000 Column %	6%	3%	19% A	6%	7%	4%	7%	6%	5%	8%	6%	6%	11%
\$15,000-\$24,999 Column %	5%	4%	9% A	5%	6%	4%	4%	5%	5%	5%	5%	4%	9% H
\$25,000-\$34,999 Column %	7%	6%	11% A	7%	5%	8%	8% C	7%	6%	7%	7%	7%	8%
\$35,000-\$49,999 Column %	13%	12%	20% A	13%	13%	10%	16% D	13%	12%	15%	13%	12%	25% H
\$50,000-\$74,999 Column %	19%	21% B	11%	19%	14%	19%	24% C	19%	19%	19%	19%	19%	20%
\$75,000-\$99,999 Column %	16%	18% B	10%	16%	14%	26% CE	13%	16%	16%	17%	16%	17%	14%
\$100,000-\$124,999 Column %	12%	12%	10%	12%	17% DE	6%	9%	12%	15% G	8%	12%	12%	6%
\$125,000-\$149,999 Column %	8%	9% B	4%	8%	11% E	7%	4%	8%	8%	7%	8%	8% I	2%
\$150,000-\$199,999 Column %	5%	6% B	2%	5%	5%	5%	5%	5%	5%	6%	5%	6% I	1%
\$200,000 and over Column %	7%	8% B	3%	7%	7%	6%	7%	7%	8% G	5%	7%	7% I	0%
Not sure Column %	2%	2%	2%	2%	1%	4% CE	1%	2%	1%	3%	2%	2%	3%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

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

Which of the following best describes your current education level?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Some high school or less Column %	15%	12%	28% A	15%	9%	23% CE	16% C	15%	11%	20% F	15%	15%	19%
High school graduate Column %	40%	38%	49% A	40%	47% DE	35%	37%	40%	45% G	35%	40%	39% H	59% H
Associate's degree (Two-year post-secondary degree) Column %	8%	9%	5%	8%	9%	8%	8%	8%	9%	6%	8%	8% I	3%
Some college but no degree Column %	7%	7%	6%	7%	8%	5%	8%	7%	7%	7%	7%	7%	9%
Bachelor's degree Column %	20%	23% B	9%	20%	21% D	14%	24% D	20%	20%	20%	20%	21% I	8%
Master's or professional degree Column %	8%	10% B	1%	8%	7%	13% CE	5%	8%	7%	10% F	8%	9% I	1%
Doctorate degree Column %	1%	1%	0%	1%	0%	1%	1%	1%	1%	2%	1%	1%	0%
Prefer not to say Column %	1%	1%	2%	1%	0%	1%	1% C	1%	1%	1%	1%	1%	0%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

What is your current marital status?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Never married Column %	20%	17%	31% A	20%	13%	28% CE	21% C	20%	14%	26% F	20%	18%	42% H
Married Column %	55%	61% B	28%	55%	62% DE	52%	48%	55%	60% G	48%	55%	57% I	24%
Separated Column %	4%	2%	10% A	4%	4%	3%	4%	4%	2%	5% F	4%	3%	13% H
Widowed Column %	6%	7%	6%	6%	5%	4%	11% CD	6%	6%	7%	6%	6%	9%
Divorced Column %	9%	8%	15% A	9%	11%	9%	8%	9%	11%	8%	9%	10%	8%
Living with partner Column %	5%	5%	8% A	5%	6%	4%	6%	5%	7% G	4%	5%	5%	5%
Prefer not to say Column %	0%	0%	1%	0%	0%	0%	1% C	0%	0%	1% F	0%	0%	0%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Do you own or rent your home?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Own Column %	75%	76% B	69%	75%	83% DE	70%	68%	75%	80% G	68%	75%	76% I	58%
Rent Column %	25%	24% A	31% A	25%	17%	30% C	32% C	25%	20%	32% F	25%	24%	42% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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?

	Likely Voter			Party Affiliation			Trump Voter (2020)			Voted in 2020			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	299	230	69	299	81	92	125	299	131	168	299	261	38
Yes Column %	52%	53%	51%	52%	69% DE	48%	45%	52%	51%	53%	52%	53%	51%
No Column %	41%	41%	41%	41%	29%	49% C	43% C	41%	40%	42%	41%	42%	36%
I am not sure Column %	7%	6%	9%	7%	2%	4%	12% CD	7%	9%	5%	7%	6%	14%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDE

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

Thinking about your religion, are you...

*

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Protestant Column %	34%	38% B	16% B	34%	42% DE	30% DE	28% DE	34%	42% G	24% G	34%	36% I	12% I
Roman Catholic Column %	7%	8% B	3% B	7%	6% DE	6%	10% C	7%	6%	8%	7%	7%	4%
Mormon Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Orthodox (e.g. Greek or Russian Orthodox) Column %	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%
Jewish Column %	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%
Muslim Column %	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Buddhist Column %	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%
Atheist Column %	4%	3% B	6% A	4%	2% DE	8% CE	2% DE	4%	2% G	5% F	4%	4%	4%
Agnostic Column %	4%	5% B	2% B	4%	2% DE	10% CE	3% DE	4%	1% G	9% F	4%	5%	3%
Something else Column %	30%	28% B	40% A	30%	33% D	24% D	31% D	30%	34% G	25% G	30%	29%	38%
Nothing in particular Column %	18%	15% B	31% A	18%	13% DE	19% C	24% C	18%	13% G	25% F	18%	17% H	40% H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

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

	Likely Voter			Party Affiliation			Trump Voter (2020)			Voted in 2020			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	409	374	35	409	207	93	109	409	280	129	409	398	11
Yes Column %	63%	64%	57%	63%	75% D	26%	73% D	63%	73% G	42%	63%	63%	69%
No Column %	37%	36%	43%	37%	25%	74% CE	27%	37%	27%	58% F	37%	37%	31%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEFG

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?

	Likely Voter			Party Affiliation				Trump Voter (2020)			Voted in 2020		
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E	Total	Donald Trump F	Other/Did Not Vote G	Total	Voted in 2020 H	Did Not Vote I
Sample Size	1,197	974	223	1,197	491	311	395	1,197	670	527	1,197	1,106	91
Full-time Column %	42%	44% B	36%	42%	43%	38%	45%	42%	47% G	37%	42%	42%	42%
Part-time Column %	6%	5%	15% A	6%	7%	6%	6%	6%	7%	5%	6%	6%	12% H
Self-employed Column %	9%	9%	7%	9%	7%	6%	12% CD	9%	7%	10%	9%	8%	15% H
Not employed Column %	16%	13%	30% A	16%	17%	18%	14%	16%	13%	21% F	16%	16%	22%
Retired Column %	26%	29% B	11%	26%	26%	30% E	22%	26%	25%	26%	26%	27% I	10%
Don't know Column %	1%	1%	2%	1%	0%	2% C	1% C	1%	1%	1%	1%	1%	0%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEFGHI