April 3, 2024

Targoz Market Research®

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<sup>\*</sup> Denotes variable with statistically significant findings

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 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] \* 22 How do you believe the increasing use of Artificial Intelligence (AI) will impact the economy and job market? 23 What is your overall view on the current tax system in the U.S.? 24 How should tax policy be adjusted to better serve the country? 25 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 26 plant in West Tennessee. How do you view the UAW's unionization efforts? \* How satisfied are you with the government's efforts to repair potholes? 27 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? \* 28 Are you more likely to vote in the Democratic or Republican Presidential primary? 29 Ballot Senate Democrat Primary \* 30 Among these candidates, who would you most likely vote for in the Democratic primary for Senate in 2024? 31 32 Senate Ballot (Blackburn vs Johnson) \* 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? \* 33 34 Senate Ballot (Blackburn vs Bradshaw) \* What if the candidates were Marsha Blackburn or Marquita Bradshaw? 35

<sup>\*</sup> Denotes variable with statistically significant findings

36 Presidential Ballot (Trump vs Biden) \* Here is a list of general election matchups for President. Please indicate whom you would vote for if the election were today. To start- If the Presidential 37 Election were held today, would you vote for Joe Biden or Donald Trump? \* What if the candidates were Joe Biden, Donald Trump, or Robert F. Kennedy Jr. as an Independent candidate? 38 39 Presidential Ballot (Trump, Biden, Kennedy) \* Are you a Taylor Swift fan? 40 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) \* 41 Do you participate in sports betting? 42 What is your overall opinion on the legality and practice of sports betting? 43 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? \* 44 Do you believe that freelancers and independent contractors should have the right to choose their employment status without government intervention? \* 45 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. \* 46 Generally speaking, do you think of yourself as a ...? 47 Would you call yourself a... 48 Would you call yourself a...

49

<sup>\*</sup> Denotes variable with statistically significant findings

Do you think of yourself as... 50 Thinking about your general approach to issues, do you consider yourself to be... 51 What is your age? 52 Which of the following are you? 53 How many infants and children under 18 years of age live in your household today? 54 Which of the following best describes your race or ethnicity? 55 Which of the following best describes your household's total income in 2023 BEFORE taxes? 56 Which of the following best describes your current education level? 57 What is your current marital status? 58 Do you own or rent your home? 59 In the last 12 months, have you experienced an increase in your rent? 60 Thinking about your religion, are you... 61 Would you describe yourself as a 'born-again' or evangelical Christian? 62 Are you now employed full-time, part-time, self-employed, or not employed?

63

<sup>\*</sup> Denotes variable with statistically significant findings

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Who did you vote for in the 2020 election?

	Likely Voter		
Other B	Likely Voter A	Total	
223	974	1,197	Sample Size
46%	58% B	56%	<b>Donald Trump</b> Column %
17%	36% B	32%	<b>Joe Biden</b> Column %
5%	4%	4%	Someone else Column %
32%	2%	8%	I did not vote Column %

<sup>\*</sup> Denotes variable with statistically significant findings

## Presidential Ballot 2020 \*

	Likely Voter		
Other B	Likely Voter A	Total	
152	954	1,106	Sample Size
68%	59%		<b>Donald Trump</b> Column %
24%	36% B		<b>Joe Biden</b> Column %
8% A	4%	5%	Someone else Column %

Generated on April 3, 2024

How often would you say you vote?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Always</b> Column %		54% B	0%
<b>Nearly Always</b> Column %		46% B	0%
Part of The Time Column %		0%	58% A
<b>Seldom</b> Column %		0%	30% A
<b>Never Vote</b> Column %		0%	13% A

<sup>\*</sup> Denotes variable with statistically significant findings

Generated on April 3, 2024

In general, are you satisfied or dissatisfied with the way things are going in: The United States  $\ensuremath{^{\ast}}$ 

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Satisfied</b> Column %	25%	24%	30%
<b>Total Dissatisfied</b> Column %	73%	74% B	68%
<b>Very Satisfied</b> Column %	10%	9%	14% A
Somewhat Satisfied Column %	15%	15%	16%
Somewhat Dissatisfied Column %	30%	29%	34%
<b>Very Dissatisfied</b> Column %	43%	46% B	34%
<b>Not Sure</b> Column %	2%	2%	2%

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

Generated on April 3, 2024

In general, are you satisfied or dissatisfied with the way things are going in: The State of Tennessee  $\ensuremath{^*}$ 

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Satisfied</b> Column %	53%	53%	51%
<b>Total Dissatisfied</b> Column %	45%	45%	46%
<b>Very Satisfied</b> Column %	15%	16% B	9%
Somewhat Satisfied Column %	38%	37%	41%
Somewhat Dissatisfied Column %	28%	27%	32%
Very Dissatisfied Column %	17%	18%	14%
Not Sure Column %	2%	2%	3%

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

In general, are you satisfied or dissatisfied with the way things are going in: K-12 Public Education In Tennessee  $^{\ast}$ 

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Satisfied</b> Column %	38%	38%	38%
<b>Total Dissatisfied</b> Column %	50%	51%	45%
<b>Very Satisfied</b> Column %	9%	9%	6%
Somewhat Satisfied Column %	29%	29%	32%
Somewhat Dissatisfied Column %	32%	33%	30%
<b>Very Dissatisfied</b> Column %	18%	19%	15%
<b>Not Sure</b> Column %	12%	11%	17% A

<sup>\*</sup> Denotes variable with statistically significant findings

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Approve</b> Column %	48%	51% B	34%
<b>Total Disapprove</b> Column %	28%	30% B	18%
Approve strongly Column %	17%	18%	14%
Approve somewhat Column %	30%	33% B	19%
Neither approve nor disapprove Column %	17%	14%	33% A
<b>Disapprove somewhat</b> Column %	12%	13% B	7%
<b>Disapprove strongly</b> Column %	16%	17% B	11%
<b>Not Sure</b> Column %	7%	5%	15% A

<sup>\*</sup> Denotes variable with statistically significant findings

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Approve</b> Column %	41%	43% B	30%
<b>Total Disapprove</b> Column %	28%	29% B	21%
<b>Approve strongly</b> Column %	18%	19%	14%
Approve somewhat Column %	23%	24% B	17%
Neither approve nor disapprove Column %	23%	20%	35% A
<b>Disapprove somewhat</b> Column %	9%	10%	9%
<b>Disapprove strongly</b> Column %	18%	20% B	11%
<b>Not Sure</b> Column %	9%	8%	14% A

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Approve</b> Column %	34%	36% B	26%
<b>Total Disapprove</b> Column %	21%	22%	17%
Approve strongly Column %	13%	13% B	9%
Approve somewhat Column %	22%	23%	17%
Neither approve nor disapprove Column %	31%	29%	40% A
<b>Disapprove somewhat</b> Column %	8%	8%	9%
<b>Disapprove strongly</b> Column %	13%	14% B	8%
<b>Not Sure</b> Column %	14%	14%	17%

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Booming or Growing</b> Column %	24%	25% B	19%
Total Slowing or in Recession Column %	45%	47% B	37%
<b>Booming</b> Column %	5%	5% B	1%
<b>Growing, but not booming</b> Column %	19%	20%	17%
Holding steady Column %	19%	19%	20%
<b>Slowing, but not in recession</b> Column %	27%	28% B	20%
In recession Column %	19%	19%	17%
<b>I'm not sure</b> Column %	12%	9%	24% A

<sup>\*</sup> Denotes variable with statistically significant findings

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Better Off</b> Column %	21%	20%	27% A
<b>Total Worse Off</b> Column %	44%	45%	42%
A lot better off Column %	4%	4%	4%
Somewhat better off Column %	17%	15%	23% A
<b>About the same</b> Column %	35%	36%	31%
Somewhat worse off Column %	29%	30%	25%
A lot worse off Column %	15%	15%	17%

<sup>\*</sup> Denotes variable with statistically significant findings

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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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Agree</b> Column %	49%	50% B	40%
<b>Total Disagree</b> Column %	32%	32%	31%
<b>Strongly agree</b> Column %	14%	15% B	8%
Somewhat agree Column %	35%	35%	32%
<b>Not sure</b> Column %	20%	18%	29% A
Somewhat disagree Column %	15%	15%	16%
<b>Strongly disagree</b> Column %	17%	17%	15%

<sup>\*</sup> Denotes variable with statistically significant findings

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	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
Reduced for smaller businesses to support their growth Column %	36%	36%	36%
<b>Left unchanged</b> Column %	16%	16%	15%
Reduced for all businesses to encourage economic activity Column %	15%	16%	12%
Increased to provide more public services Column %	8%	9%	7%
Eliminated altogether to improve the business environment in the state Column %	7%	8% B	4%
<b>I'm not sure</b> Column %	17%	16%	25% A

<sup>\*</sup> Denotes variable with statistically significant findings

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

regarding the regulation of individuals and businesses in remessee, which of the following sta			
		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
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%
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%
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%
Tennessee should increase regulations to better protect public health and safety, even if it means imposing additional burdens on businesses  Column %	11%	12%	9%
<b>I'm not sure</b> Column %	18%	16%	25% A

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
Cut or eliminate taxes to return the surplus revenue to taxpayers  Column %	27%	28% B	21%
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%
Expand access to existing government programs, enhancing the reach and effectiveness of services currently provided to citizens  Column %	22%	23%	20%
Launch new government programs aimed at addressing unmet needs or emerging challenges within the state	16%	16%	17%
<b>I'm not sure</b> Column %	10%	7%	25% A

<sup>\*</sup> Denotes variable with statistically significant findings

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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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Yes</b> Column %	40%	42% B	34%
<b>No</b> Column %	42%	40%	48% A
<b>I'm not sure</b> Column %	18%	18%	17%

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		
	Total	Likely Voter A	Other B
Sample Size	501	393	108
High healthcare costs not covered by insurance or employer Column %	27%	26%	28%
High cost or lack of available housing near my workplace Column %	17%	18%	16%
Limited availability of full-time jobs that match my skills and interests Column %	15%	15%	13%
Educational or training requirements for desired jobs that I do not meet  Column %	6%	6%	6%
Lack of reliable transportation to and from work Column %	6%	5%	12% A
Facing discrimination or bias in job seeking or at the workplace  Column %	3%	2%	8% A
Difficulty finding affordable child care to enable me to work Column %	3%	2%	5%
Other (please specify) Column %	15%	17% B	8%
<b>I'm not sure</b> Column %	8%	9%	4%

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
Positively, by creating new job opportunities and boosting economic growth Column %	11%	12%	11%
Negatively, by leading to job losses and increasing inequality  Column %	30%	31%	28%
It will have both positive and negative impacts Column %	47%	48%	44%
<b>I'm not sure</b> Column %	11%	10%	17% A

Marginals (Likely Voters)

Generated on April 3, 2024

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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
It places too much burden on specific groups and needs reform Column %	44%	43%	45%
It is not efficient in collecting and using tax revenue Column %	30%	31% B	22%
It is fair and effectively supports public services Column %	14%	12%	18% A
<b>I'm not sure</b> Column %	13%	13%	15%

<sup>\*</sup> Denotes variable with statistically significant findings

Marginals (Likely Voters)

Generated on April 3, 2024

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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
Lower taxes for all to stimulate economic activity Column %	36%	38% B	27%
Increase taxes on higher income earners to support wealth redistribution Column %	26%	26%	28%
Simplify the tax code to reduce compliance costs and confusion Column %	19%	19%	18%
Increase spending on public services, even if it means raising taxes  Column %	3%	3%	6% A
No changes are needed; the current system balances needs effectively Column %	3%	4%	2%
Other (please specify) Column %	3%	4%	2%
<b>I'm not sure</b> Column %	8%	6%	18% A

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
Total Favorable	1/13/	371	223
Column %	44%	45%	38%
<b>Total Unfavorable</b> Column %	19%	20% B	14%
Very favorably: I believe these efforts will improve working conditions and workers' rights Column %	22%	23%	17%
	22 70	25 % B	17 /0
Somewhat favorably: I see some benefits in these efforts, but I also have reservations  Column %	21%	21%	21%
Neutral: I don't have a strong opinion either way Column %	21%	21%	21%
Somewhat unfavorably: I am concerned these efforts could have negative implications for the economy or the automotive industry Column %	11%	11%	9%
Very unfavorably: I believe these efforts will harm working conditions, the economy, and the automotive industry Column %	9%	9% B	5%
<b>I'm not sure</b> Column %	16%	14%	28% A

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Satisfied</b> Column %	26%	26%	25%
<b>Total Dissatisfied</b> Column %	70%	71%	68%
<b>Very satisfied</b> Column %	4%	4%	2%
Somewhat satisfied Column %	22%	22%	23%
Somewhat dissatisfied Column %	32%	33%	27%
<b>Very dissatisfied</b> Column %	39%	38%	41%
<b>I'm not sure</b> Column %	4%	3%	8% A

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Definitely not</b> Column %	2%	1%	7% A
Probably not Column %	7%	4%	21% A
<b>Maybe</b> Column %	15%	8%	48% A
<b>Probably</b> Column %	19%	21% B	11%
<b>Definitely</b> Column %	56%	66% B	12%

Generated on April 3, 2024

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

Likely Voter			
	Likely Voter A	Total	
160	924	1,084	Sample Size
24%	31%	29%	<b>Democrat</b> Column %
	54% B	51%	<b>Republican</b> Column %
18% A	7%	9%	<b>Neither</b> Column %
28% A	8%	11%	<b>Don't know</b> Column %

<sup>\*</sup> Denotes variable with statistically significant findings

Marginals (Likely Voters)

Generated on April 3, 2024 Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

Ballot Senate Democrat Primary \*

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	319	282	38
<b>Gloria Johnson</b> Column %	35%	38% B	16%
<b>Marquita Bradshaw</b> Column %	7%	7%	9%
<b>Civil Miller-Watkins</b> Column %	2%	2%	0%
<b>Dylan Fain</b> Column %	2%	1%	11% A
Not Sure or Undecided Column %	54%	52%	64%

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	320	282	38
<b>Gloria Johnson</b> Column %	35%	38% B	16%
<b>Marquita Bradshaw</b> Column %	7%	7%	9%
<b>Civil Miller-Watkins</b> Column %	2%	2%	0%
<b>Dylan Fain</b> Column %	2%	1%	11% A
<b>I'm not sure</b> Column %	54%	52%	64%
I wouldn't vote Column %	0%	0%	0%

<sup>\*</sup> Denotes variable with statistically significant findings

Marginals (Likely Voters)

Generated on April 3, 2024

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

Senate Ballot (Blackburn vs Johnson) \*

	Likely Voter		
Other B	Likely Voter A	Total	
181	955	1,137	Sample Size
41%	45%		<b>Marsha Blackburn</b> Column %
17%	29% B	27%	<b>Gloria Johnson</b> Column %
42% A	26%	29%	Not Sure or Undecided Column %

<sup>\*</sup> Denotes variable with statistically significant findings

Generated on April 3, 2024

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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Marsha Blackburn</b> Column %	42%	44% B	33%
<b>Gloria Johnson</b> Column %	26%	28% B	14%
<b>I'm not sure</b> Column %	27%	26%	34% A
<b>I wouldn't vote</b> Column %	5%	2%	19% A

<sup>\*</sup> Denotes variable with statistically significant findings

Marginals (Likely Voters)

Generated on April 3, 2024

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

Senate Ballot (Blackburn vs Bradshaw) \*

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,136	947	189
<b>Marsha Blackburn</b> Column %		46%	42%
<b>Marquita Bradshaw</b> Column %		22%	16%
<b>Not Sure or Undecided</b> Column %	34%	32%	42% A

<sup>\*</sup> Denotes variable with statistically significant findings

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What if the candidates were Marsha Blackburn or Marquita Bradshaw?

Likely Voter			
Other B	Likely Voter A	Total	
223	974	1,197	Sample Size
35%	45% B	43%	<b>Marsha Blackburn</b> Column %
14%	21% B	20%	<b>Marquita Bradshaw</b> Column %
36%	32%	32%	I'm not sure Column %
15%	3%	5%	I wouldn't vote Column %

<sup>\*</sup> Denotes variable with statistically significant findings

Marginals (Likely Voters)

Generated on April 3, 2024

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

Presidential Ballot (Trump vs Biden) \*

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,139	938	201
<b>Donald Trump</b> Column %	60%	58%	71% A
<b>Joe Biden</b> Column %	31%	33% B	21%
Not Sure or Undecided Column %	9%	10%	8%

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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Donald Trump</b> Column %	57%	55%	64% A
<b>Joe Biden</b> Column %	29%	31% B	19%
<b>I'm not sure</b> Column %	9%	9%	7%
<b>I wouldn't vote</b> Column %	5%	4%	10% A

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Donald Trump, the Republican candidate</b> Column %	48%	47%	48%
Joe Biden, the Democratic candidate Column %	25%	28% B	10%
Robert F. Kennedy Jr., the Independent candidate Column %	16%	15%	22% A
<b>I'm not sure</b> Column %	10%	10%	12%
I wouldn't vote Column %	2%	0%	7% A

Generated on April 3, 2024

Presidential Ballot (Trump, Biden, Kennedy) \*

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,176	970	206
Donald Trump, the Republican candidate Column %	48%	48%	52%
Joe Biden, the Democratic candidate Column %	25%	28% B	11%
Robert F. Kennedy Jr., the Independent candidate Column %	16%	15%	24% A
Not Sure or Undecided Column %	10%	10%	13%

<sup>\*</sup> Denotes variable with statistically significant findings

Marginals (Likely Voters)

Generated on April 3, 2024

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

Are you a Taylor Swift fan?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Yes, I'm a fan</b> Column %	37%	39% B	30%
<b>No, I'm not a fan</b> Column %	57%	56%	63%
I am not sure Column %	6%	5%	7%

<sup>\*</sup> Denotes variable with statistically significant findings

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	
	Total	Likely Voter A	Other B
Sample Size	444	378	67
It would make me more likely to vote for the candidate she endorses  Column %	12%	14% B	3%
It would make me less likely to vote for the candidate she endorses  Column %	5%	3%	16% A
It would not influence my decision Column %	81%	81%	80%
I am not sure Column %	2%	2%	1%

Do you participate in sports betting?

·*		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Yes</b> Column %	25%	25%	28%
<b>Total No</b> Column %	74%	75%	69%
<b>Yes, regularly</b> Column %	9%	8%	12% A
Yes, occasionally Column %	17%	17%	16%
No, but I used to Column %	9%	9%	9%
No, I have never participated Column %	65%	66%	60%
I am not sure Column %	1%	0%	3% A

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Support</b> Column %	42%	42%	42%
<b>Total Oppose</b> Column %	19%	19%	17%
I fully support it and believe it should be legal Column %	25%	25%	26%
I somewhat support it but believe there			
should be strict regulations Column %	17%	17%	16%
I am neutral or have mixed feelings about it Column %	28%	28%	32%
I somewhat oppose it and think it should be limited Column %	9%	9%	9%
I am firmly against it and believe it should be illegal Column %	10%	10%	8%
I am not sure Column %	11%	11%	9%

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	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Total Support</b> Column %	29%	28%	34%
<b>Total Oppose</b> Column %	36%	39% B	26%
<b>Strongly support</b> Column %	11%	11%	12%
Somewhat support Column %	18%	17%	22%
Somewhat oppose Column %	17%	16%	17%
<b>Strongly oppose</b> Column %	20%	22% B	9%
<b>I am not sure</b> Column %	34%	33%	40% A

<sup>\*</sup> Denotes variable with statistically significant findings

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
Yes, it should be entirely up to the individual Column %	51%	55% B	34%
No, the government should ensure workers' protections Column %	11%	10%	17% A
There should be guidelines but with significant flexibility Column %	26%	26%	29%
<b>I am not sure</b> Column %	12%	10%	20% A

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	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
I strongly prefer capitalism as it promotes individual freedom and economic growth Column %	41%	45%	22%
I somewhat prefer capitalism, but I believe there should be more regulations and social safety nets Column %	17%	<b>B</b>	19%
I have mixed feelings, seeing both benefits and drawbacks to capitalism and socialism Column %	18%	19%	16%
I somewhat prefer socialism, as it aims for a more equitable distribution of wealth, though I recognize potential challenges Column %	5%	5%	8%
I strongly prefer socialism because it seeks to ensure equality and social welfare for all Column %	4%	4%	4%
I am not sure Column %	15%	11%	32% A

<sup>\*</sup> Denotes variable with statistically significant findings

Marginals (Likely Voters)

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Generally speaking, do you think of yourself as a  $\dots$ ?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Democrat</b> Column %	26%	28% B	17%
<b>Independent</b> Column %	29%	27%	40% A
<b>Republican</b> Column %	41%	41%	39%
Something else: Column %	4%	4%	4%

<sup>\*</sup> Denotes variable with statistically significant findings

Marginals (Likely Voters)

Generated on April 3, 2024

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Would you call yourself a...

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	491	404	87
<b>Strong Republican</b> Column %	69%	72% B	57%
Not a Very Strong Republican Column %	31%	28%	43% A

Would you call yourself a...

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	311	273	38
<b>Strong Democrat</b> Column %	64%	63%	67%
Not a Very Strong Democrat Column %	36%	37%	33%

Marginals (Likely Voters)

Generated on April 3, 2024

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

Do you think of yourself as...

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	395	298	97
Closer to the Republican Party Column %	35%	39% B	22%
Closer to the Democratic Party Column %	23%	22%	25%
Strictly an Independent Column %	43%	40%	52% A

<sup>\*</sup> Denotes variable with statistically significant findings

Generated on April 3, 2024

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Very liberal</b> Column %	5%	5%	8% A
<b>Somewhat liberal</b> Column %	16%	17% B	10%
<b>Moderate</b> Column %	31%	28%	44% A
Somewhat conservative Column %	23%	25% B	14%
<b>Very conservative</b> Column %	20%	22% B	13%
<b>Not Sure</b> Column %	5%	4%	10% A

<sup>\*</sup> Denotes variable with statistically significant findings

What is your age?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>18 to 24</b> Column %	8%	5%	23% A
<b>25 to 34</b> Column %	16%	15%	20%
<b>35 to 44</b> Column %	16%	15%	22% A
<b>45 to 54</b> Column %	16%	16%	15%
<b>55 to 64</b> Column %	17%	18% B	11%
<b>65+</b> Column %	27%	31% B	9%

<sup>\*</sup> Denotes variable with statistically significant findings

Which of the following are you?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Male</b> Column %	46%	46%	44%
<b>Female</b> Column %	54%	54%	56%
Other/Non-binary Column %	0%	0%	1%

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		
Other B	Likely Voter A	Total	
223	974	1,197	Sample Size
58%	76% B		<b>None</b> Column %
34% A	22%		1 to 2 Column %
8% A	2%		<b>3 or more</b> Column %

Marginals (Likely Voters)

Generated on April 3, 2024

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		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>White, Non-Hispanic</b> Column %	86%	88% B	79%
Black or African American Column %	11%	10%	14%
<b>Asian</b> Column %	0%	0%	2% A
<b>Hispanic</b> Column %	1%	1%	2%
<b>Other</b> Column %	0%	0%	1%
<b>Prefer not to say</b> Column %	1%	1%	3% A

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
< \$15,000 Column %	6%	3%	19% A
<b>\$15,000-\$24,999</b> Column %	5%	4%	9% A
<b>\$25,000-\$34,999</b> Column %	7%	6%	11% A
<b>\$35,000-\$49,999</b> Column %	13%	12%	20% A
<b>\$50,000-\$74,999</b> Column %	19%	21% B	11%
<b>\$75,000-\$99,999</b> Column %	16%	18% B	10%
<b>\$100,000-\$124,999</b> Column %	12%	12%	10%
<b>\$125,000-\$149,999</b> Column %	8%	9% B	4%
<b>\$150,000-\$199,999</b> Column %	5%	6% B	2%
<b>\$200,000 and over</b> Column %	7%	8% B	3%
<b>Not sure</b> Column %	2%	2%	2%

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

Which of the following best describes your current education level?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
Some high school or less Column %	15%	12%	28% A
<b>High school graduate</b> Column %	40%	38%	49% A
Associate's degree (Two-year post-secondary degree)  Column %	8%	9%	5%
Some college but no degree Column %	7%	7%	6%
<b>Bachelor's degree</b> Column %	20%	23% B	9%
Master's or professional degree Column %	8%	10% B	1%
<b>Doctorate degree</b> Column %	1%	1%	0%
<b>Prefer not to say</b> Column %	1%	1%	2%

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

What is your current marital status?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Never married</b> Column %	20%	17%	31% A
<b>Married</b> Column %	55%	61% B	28%
Separated Column %	4%	2%	10% A
<b>Widowed</b> Column %	6%	7%	6%
<b>Divorced</b> Column %	9%	8%	15% A
<b>Living with partner</b> Column %	5%	5%	8% A
Prefer not to say Column %	0%	0%	1%

<sup>\*</sup> Denotes variable with statistically significant findings

Generated on April 3, 2024

Do you own or rent your home?

	Likely Voter		
Other B	Likely Voter A	Total	
223	974	1,197	Sample Size
69%	76% B		<b>Own</b> Column %
31% A	24%		<b>Rent</b> Column %

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		
	Total	Likely Voter A	Other B
Sample Size	299	230	69
<b>Yes</b> Column %	52%	53%	51%
<b>No</b> Column %	41%	41%	41%
I am not sure Column %	7%	6%	9%

Generated on April 3, 2024

Thinking about your religion, are you...

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Protestant</b> Column %	34%	38% B	16%
Roman Catholic Column %	7%	8% B	3%
<b>Mormon</b> Column %	0%	0%	0%
Orthodox (e.g. Greek or Russian Orthodox) Column %	0%	0%	1%
<b>Jewish</b> Column %	1%	1%	0%
<b>Muslim</b> Column %	1%	1%	2%
<b>Buddhist</b> Column %	0%	0%	0%
<b>Hindu</b> Column %	0%	0%	0%
Atheist Column %	4%	3%	6% A
<b>Agnostic</b> Column %	4%	5% B	2%
Something else Column %	30%	28%	40% A
<b>Nothing in particular</b> Column %	18%	15%	31% A

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings

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		
	Total	Likely Voter A	Other B
Sample Size	409	374	35
<b>Yes</b> Column %	63%	64%	57%
<b>No</b> Column %	37%	36%	43%

Generated on April 3, 2024

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,197	974	223
<b>Full-time</b> Column %	42%	44% B	36%
<b>Part-time</b> Column %	6%	5%	15% A
Self-employed Column %	9%	9%	7%
Not employed Column %	16%	13%	30% A
<b>Retired</b> Column %	26%	29% B	11%
<b>Don't know</b> Column %	1%	1%	2%

Weight Variable = Weight, Confidence Level = 95%

<sup>\*</sup> Denotes variable with statistically significant findings