Crosstabs (Swifties, K-12, Sports Betting)
Beacon Poll of Tennessee March 15 to April 2, 2024 MOE +/- 2.77%

April 4, 2024

Targoz Market Research®

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* Denotes variable with statistically significant findings

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* 63

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* 64

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* 65

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* 66

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* 68

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* 70

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* 71

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* 72

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* 73

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* 75

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* 76

* Denotes variable with statistically significant findings

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

Who did you vote for in the 2020 election?
*

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Donald Trump											
Count	670	**190**	**456**	**24**	670	**319**	**279**	**73**	670	**146**	**524**
Column %	56%	**43%**	**67%**	**35%**	56%	**53%**	**61%**	**52%**	56%	**48%**	**59%**
Row %	100%	**28%**	**68%**	**4%**	100%	**48%**	**42%**	**11%**	100%	**22%**	**78%**
				AC			**DF**				**G**
Joe Biden											
Count	383	**210**	**148**	**25**	383	**218**	**127**	**38**	383	**119**	**265**
Column %	32%	**47%**	**22%**	**37%**	32%	**36%**	**28%**	**27%**	32%	**39%**	**30%**
Row %	100%	**55%**	**39%**	**6%**	100%	**57%**	**33%**	**10%**	100%	**31%**	**69%**
		B		**B**		**EF**				**H**	
Someone else											
Count	53	**16**	31	**6**	53	27	18	7	53	8	44
Column %	4%	**4%**	4%	**9%**	4%	4%	4%	5%	4%	3%	5%
Row %	100%	**30%**	58%	**12%**	100%	51%	35%	14%	100%	16%	84%
				A							
I did not vote											
Count	91	**28**	**49**	**14**	91	**38**	**30**	**23**	91	29	61
Column %	8%	**6%**	**7%**	**20%**	8%	**6%**	**7%**	**16%**	8%	10%	7%
Row %	100%	**31%**	**54%**	**15%**	100%	**42%**	**33%**	**25%**	100%	32%	68%
				AB				**DE**			

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%

Presidential Ballot 2020 *

	Total	**Are you a Taylor Swift fan?**			Total	**Satisfaction With K-12 Education In Tennessee**			Total	**Currently Participates In Sports Betting**	
		Yes, I'm a fan **A**	**No, I'm not a fan** **B**	**I am not sure** **C**		**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**		**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
Sample Size	1,106	416	635	55	1,106	564	424	118	1,106	274	833
Donald Trump											
Count	670	**190**	**456**	**24**	670	**319**	**279**	73	670	**146**	**524**
Column %	61%	**46%**	**72%**	**43%**	61%	**57%**	**66%**	62%	61%	**54%**	**63%**
Row %	100%	**28%**	**68%**	**4%**	100%	**48%**	**42%**	11%	100%	**22%**	**78%**
				AC			**D**				**G**
Joe Biden											
Count	383	**210**	**148**	**25**	383	**218**	**127**	38	383	**119**	**265**
Column %	35%	**50%**	**23%**	**46%**	35%	**39%**	**30%**	32%	35%	**43%**	**32%**
Row %	100%	**55%**	**39%**	**6%**	100%	**57%**	**33%**	10%	100%	**31%**	**69%**
		B		**B**		**E**					**H**
Someone else											
Count	53	**16**	**31**	**6**	53	27	18	7	53	8	44
Column %	5%	**4%**	**5%**	**11%**	5%	5%	4%	6%	5%	3%	5%
Row %	100%	**30%**	**58%**	**12%**	100%	51%	35%	14%	100%	16%	84%
				AB							

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: ABCDEGH

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

How often would you say you vote?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	**Yes, I'm a fan** **A**	**No, I'm not a fan** **B**	**I am not sure** **C**	**Total**	**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**	**Total**	**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Always											
Count	529	208	289	32	529	**249**	**222**	57	529	140	388
Column %	44%	47%	42%	46%	44%	**41%**	**49%**	40%	44%	46%	43%
Row %	100%	39%	55%	6%	100%	**47%**	**42%**	11%	100%	27%	73%
							D				
Nearly Always											
Count	446	170	255	21	446	**252**	**147**	47	446	99	346
Column %	37%	38%	37%	30%	37%	**42%**	**32%**	33%	37%	33%	39%
Row %	100%	38%	57%	5%	100%	**57%**	**33%**	10%	100%	22%	78%
						E					
Part of The Time											
Count	129	40	82	7	129	**56**	**61**	12	129	41	88
Column %	11%	9%	12%	10%	11%	**9%**	**14%**	8%	11%	13%	10%
Row %	100%	31%	63%	5%	100%	**43%**	**48%**	9%	100%	31%	69%
							D				
Seldom											
Count	66	23	37	6	66	**31**	**15**	**20**	66	17	49
Column %	6%	5%	5%	9%	6%	**5%**	**3%**	**14%**	6%	6%	5%
Row %	100%	35%	56%	9%	100%	**47%**	**22%**	**30%**	100%	25%	75%
								DE			
Never Vote											
Count	28	**3**	**22**	3	28	13	9	6	28	6	22
Column %	2%	**1%**	**3%**	4%	2%	2%	2%	4%	2%	2%	2%
Row %	100%	**12%**	**78%**	10%	100%	48%	32%	20%	100%	22%	78%
			A								

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: ADE**

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 *

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Satisfied											
Count	300	**158**	**124**	18	300	**102**	**180**	**18**	300	**104**	**196**
Column %	25%	**36%**	**18%**	26%	25%	**17%**	**40%**	**12%**	25%	**34%**	**22%**
Row %	100%	**53%**	**41%**	6%	100%	**34%**	**60%**	**6%**	100%	**35%**	**65%**
		B					DF				H
Total Dissatisfied											
Count	876	**272**	**557**	**47**	876	**496**	**272**	**108**	876	**195**	**681**
Column %	73%	**61%**	**81%**	**69%**	73%	**82%**	**60%**	**77%**	73%	**64%**	**76%**
Row %	100%	**31%**	**64%**	**5%**	100%	**57%**	**31%**	**12%**	100%	**22%**	**78%**
			AC			E		E			G
Very Satisfied											
Count	121	**73**	**45**	**2**	121	**34**	**83**	**3**	121	**63**	**57**
Column %	10%	**17%**	**7%**	**3%**	10%	**6%**	**18%**	**2%**	10%	**21%**	**6%**
Row %	100%	**61%**	**38%**	**2%**	100%	**28%**	**69%**	**3%**	100%	**53%**	**47%**
		BC					DF				H
Somewhat Satisfied											
Count	179	**85**	**79**	**16**	179	**68**	**97**	**14**	179	40	139
Column %	15%	**19%**	**12%**	**23%**	15%	**11%**	**21%**	**10%**	15%	13%	16%
Row %	100%	**47%**	**44%**	**9%**	100%	**38%**	**54%**	**8%**	100%	23%	77%
		B		B			DF				
Somewhat Dissatisfied											
Count	356	**110**	**220**	**26**	356	**196**	**119**	41	356	92	264
Column %	30%	**25%**	**32%**	**38%**	30%	**33%**	**26%**	29%	30%	31%	29%
Row %	100%	**31%**	**62%**	**7%**	100%	**55%**	**33%**	12%	100%	26%	74%
			A	A		E					
Very Dissatisfied											
Count	520	**162**	**337**	**21**	520	**301**	**153**	**66**	520	**102**	**418**
Column %	43%	**37%**	**49%**	**31%**	43%	**50%**	**34%**	**47%**	43%	**34%**	**47%**
Row %	100%	**31%**	**65%**	**4%**	100%	**58%**	**29%**	**13%**	100%	**20%**	**80%**
			AC			E		E			G
Not Sure											
Count	21	**14**	**3**	**4**	21	**3**	**2**	**16**	21	4	17
Column %	2%	**3%**	**0%**	**5%**	2%	**1%**	**0%**	**11%**	2%	1%	2%
Row %	100%	**67%**	**15%**	**18%**	100%	**16%**	**10%**	**74%**	100%	21%	79%
		B		B				DE			

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%

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

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	**Yes, I'm a fan** **A**	**No, I'm not a fan** **B**	**I am not sure** **C**	**Total**	**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**	**Total**	**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Satisfied											
Count	629	**215**	**386**	**28**	629	**230**	**339**	**60**	629	172	457
Column %	53%	**48%**	**56%**	**41%**	53%	**38%**	**75%**	**43%**	53%	57%	51%
Row %	100%	**34%**	**61%**	**4%**	100%	**37%**	**54%**	**10%**	100%	27%	73%
				AC			**DF**				
Total Dissatisfied											
Count	544	**220**	**287**	37	544	**371**	**114**	**59**	544	131	413
Column %	45%	**50%**	**42%**	54%	45%	**62%**	**25%**	**42%**	45%	43%	46%
Row %	100%	**40%**	**53%**	7%	100%	**68%**	**21%**	**11%**	100%	24%	76%
		B				**EF**		**E**			
Very Satisfied											
Count	177	**64**	**109**	**4**	177	**44**	**126**	**7**	177	50	127
Column %	15%	**14%**	**16%**	**5%**	15%	**7%**	**28%**	**5%**	15%	16%	14%
Row %	100%	**36%**	**62%**	**2%**	100%	**25%**	**71%**	**4%**	100%	28%	72%
		C	**C**				**DF**				
Somewhat Satisfied											
Count	452	**150**	**277**	24	452	**186**	**213**	53	452	122	330
Column %	38%	**34%**	**40%**	36%	38%	**31%**	**47%**	38%	38%	40%	37%
Row %	100%	**33%**	**61%**	5%	100%	**41%**	**47%**	12%	100%	27%	73%
			A				**D**				
Somewhat Dissatisfied											
Count	337	113	205	19	337	**218**	**85**	**34**	337	88	249
Column %	28%	25%	30%	29%	28%	**36%**	**19%**	**24%**	28%	29%	28%
Row %	100%	34%	61%	6%	100%	**65%**	**25%**	**10%**	100%	26%	74%
						EF					
Very Dissatisfied											
Count	207	**107**	**82**	**17**	207	**153**	**29**	**25**	207	43	164
Column %	17%	**24%**	**12%**	**25%**	17%	**25%**	**6%**	**18%**	17%	14%	18%
Row %	100%	**52%**	**40%**	**8%**	100%	**74%**	**14%**	**12%**	100%	21%	79%
		B		**B**		**E**		**E**			
Not Sure											
Count	24	9	11	4	24	**1**	**1**	**22**	24	**0**	**24**
Column %	2%	2%	2%	5%	2%	**0%**	**0%**	**15%**	2%	**0%**	**3%**
Row %	100%	39%	46%	15%	100%	**6%**	**4%**	**90%**	100%	**2%**	**98%**
								DE			**G**

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%

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

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Satisfied											
Count	454	**203**	**231**	**20**	454	**0**	**454**	**0**	454	**147**	**307**
Column %	38%	**46%**	**34%**	**30%**	38%	**0%**	**100%**	**0%**	38%	**49%**	**34%**
Row %	100%	**45%**	**51%**	**4%**	100%	**0%**	**100%**	**0%**	100%	**32%**	**68%**
			BC				DF				H
Total Dissatisfied											
Count	602	**202**	**368**	32	602	**602**	**0**	**0**	602	**128**	**474**
Column %	50%	**45%**	**54%**	48%	50%	**100%**	**0%**	**0%**	50%	**42%**	**53%**
Row %	100%	**33%**	**61%**	5%	100%	**100%**	**0%**	**0%**	100%	**21%**	**79%**
			A			EF					G
Very Satisfied											
Count	106	**64**	**36**	5	106	**0**	**106**	**0**	106	**52**	**53**
Column %	9%	**14%**	**5%**	8%	9%	**0%**	**23%**	**0%**	9%	**17%**	**6%**
Row %	100%	**61%**	**34%**	5%	100%	**0%**	**100%**	**0%**	100%	**50%**	**50%**
		B					DF				H
Somewhat Satisfied											
Count	349	139	195	15	349	**0**	**349**	**0**	349	95	254
Column %	29%	31%	28%	22%	29%	**0%**	**77%**	**0%**	29%	31%	28%
Row %	100%	40%	56%	4%	100%	**0%**	**100%**	**0%**	100%	27%	73%
							DF				
Somewhat Dissatisfied											
Count	386	135	229	22	386	**386**	**0**	**0**	386	104	282
Column %	32%	30%	33%	32%	32%	**64%**	**0%**	**0%**	32%	34%	31%
Row %	100%	35%	59%	6%	100%	**100%**	**0%**	**0%**	100%	27%	73%
						EF					
Very Dissatisfied											
Count	216	**67**	**139**	11	216	**216**	**0**	**0**	216	**24**	**192**
Column %	18%	**15%**	**20%**	16%	18%	**36%**	**0%**	**0%**	18%	**8%**	**21%**
Row %	100%	**31%**	**64%**	5%	100%	**100%**	**0%**	**0%**	100%	**11%**	**89%**
			A			EF					G
Not Sure											
Count	141	**40**	**86**	**15**	141	**0**	**0**	**141**	141	27	113
Column %	12%	**9%**	**13%**	**22%**	12%	**0%**	**0%**	**100%**	12%	9%	13%
Row %	100%	**28%**	**61%**	**11%**	100%	**0%**	**0%**	**100%**	100%	19%	81%
				AB				DE			

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

	Total	**Are you a Taylor Swift fan?**			Total	**Satisfaction With K-12 Education In Tennessee**			Total	**Currently Participates In Sports Betting**	
		Yes, I'm a fan A	**No, I'm not a fan** B	**I am not sure** C		**Very or Somewhat Dissatisfied** D	**Very or Somewhat Satisfied** E	**Not Sure** F		**Yes, Regularly or Occasionally** G	**No or Not Sure** H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Approve											
Count	570	209	335	26	570	**213**	**301**	**56**	570	**173**	**397**
Column %	48%	47%	49%	38%	48%	**35%**	**66%**	**39%**	48%	**57%**	**44%**
Row %	100%	37%	59%	5%	100%	**37%**	**53%**	**10%**	100%	**30%**	**70%**
							DF				**H**
Total Disapprove											
Count	336	**144**	**176**	16	336	**232**	**80**	**24**	336	75	261
Column %	28%	**32%**	**26%**	24%	28%	**39%**	**18%**	**17%**	28%	25%	29%
Row %	100%	**43%**	**52%**	5%	100%	**69%**	**24%**	**7%**	100%	22%	78%
		B				**EF**					
Approve strongly											
Count	205	71	127	7	205	**58**	**132**	**15**	205	62	143
Column %	17%	16%	19%	10%	17%	**10%**	**29%**	**10%**	17%	21%	16%
Row %	100%	35%	62%	3%	100%	**29%**	**64%**	**7%**	100%	30%	70%
							DF				
Approve somewhat											
Count	364	137	208	20	364	**154**	**169**	41	364	**110**	**254**
Column %	30%	31%	30%	29%	30%	**26%**	**37%**	29%	30%	**36%**	**28%**
Row %	100%	38%	57%	5%	100%	**42%**	**46%**	11%	100%	**30%**	**70%**
						D					**H**
Neither approve nor disapprove											
Count	209	**64**	128	**17**	209	**118**	**63**	28	209	**41**	**167**
Column %	17%	**14%**	19%	**25%**	17%	**20%**	**14%**	20%	17%	**14%**	**19%**
Row %	100%	**31%**	61%	**8%**	100%	**56%**	**30%**	13%	100%	**20%**	**80%**
				A		**E**					**G**
Disapprove somewhat											
Count	147	47	**96**	**4**	147	**98**	**45**	**3**	147	29	118
Column %	12%	11%	**14%**	**5%**	12%	**16%**	**10%**	**2%**	12%	10%	13%
Row %	100%	32%	**65%**	**3%**	100%	**67%**	**31%**	**2%**	100%	20%	80%
			C			**EF**	**F**				
Disapprove strongly											
Count	189	**97**	**80**	12	189	**134**	**35**	**21**	189	46	144
Column %	16%	**22%**	**12%**	18%	16%	**22%**	**8%**	**15%**	16%	15%	16%
Row %	100%	**51%**	**42%**	7%	100%	**71%**	**18%**	**11%**	100%	24%	76%
		B				**EF**		**E**			

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

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Not Sure											
Count	83	**27**	46	**9**	83	**39**	**10**	**33**	83	14	69
Column %	7%	**6%**	7%	**13%**	7%	**7%**	**2%**	**23%**	7%	5%	8%
Row %	100%	**33%**	56%	**11%**	100%	**48%**	**13%**	**40%**	100%	17%	83%
				A		**E**		**DE**			

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

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Approve											
Count	485	**148**	**317**	**20**	485	**198**	**237**	**49**	485	132	352
Column %	41%	**33%**	**46%**	**29%**	41%	**33%**	**52%**	**35%**	41%	44%	39%
Row %	100%	**31%**	**65%**	**4%**	100%	**41%**	**49%**	**10%**	100%	27%	73%
			AC				**DF**				
Total Disapprove											
Count	330	**143**	**166**	21	330	**186**	**115**	**29**	330	**69**	**261**
Column %	28%	**32%**	**24%**	31%	28%	**31%**	**25%**	**20%**	28%	**23%**	**29%**
Row %	100%	**43%**	**50%**	6%	100%	**56%**	**35%**	**9%**	100%	**21%**	**79%**
			B			**EF**					**G**
Approve strongly											
Count	212	**53**	**152**	**7**	212	**72**	**112**	**28**	212	43	169
Column %	18%	**12%**	**22%**	**10%**	18%	**12%**	**25%**	**20%**	18%	14%	19%
Row %	100%	**25%**	**72%**	**3%**	100%	**34%**	**53%**	**13%**	100%	20%	80%
			AC				**D**	**D**			
Approve somewhat											
Count	273	95	164	13	273	**126**	**125**	**22**	273	**89**	**184**
Column %	23%	21%	24%	19%	23%	**21%**	**28%**	**15%**	23%	**29%**	**21%**
Row %	100%	35%	60%	5%	100%	**46%**	**46%**	**8%**	100%	**33%**	**67%**
							DF			**H**	
Neither approve nor disapprove											
Count	269	101	154	15	269	143	90	37	269	70	199
Column %	23%	23%	22%	21%	23%	24%	20%	26%	23%	23%	22%
Row %	100%	37%	57%	5%	100%	53%	33%	14%	100%	26%	74%
Disapprove somewhat											
Count	113	48	59	6	113	**55**	**57**	**2**	113	**40**	**74**
Column %	9%	11%	9%	9%	9%	**9%**	**13%**	**1%**	9%	**13%**	**8%**
Row %	100%	42%	52%	5%	100%	**48%**	**50%**	**1%**	100%	**35%**	**65%**
						F	**F**			**H**	
Disapprove strongly											
Count	217	**95**	**106**	15	217	**132**	**58**	27	217	**29**	**187**
Column %	18%	**21%**	**16%**	22%	18%	**22%**	**13%**	19%	18%	**10%**	**21%**
Row %	100%	**44%**	**49%**	7%	100%	**61%**	**27%**	12%	100%	**14%**	**86%**
		B	**49%**			**E**					**G**

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

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	**Yes, I'm a fan** **A**	**No, I'm not a fan** **B**	**I am not sure** **C**	**Total**	**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**	**Total**	**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
Not Sure											
Count	113	**52**	**48**	**13**	113	**75**	**12**	**26**	113	31	82
Column %	9%	**12%**	**7%**	**19%**	9%	**12%**	**3%**	**19%**	9%	10%	9%
Row %	100%	**46%**	**43%**	**11%**	100%	**66%**	**11%**	**23%**	100%	27%	73%
		B		**B**		**E**		**E**			

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

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Approve											
Count	410	**117**	**273**	20	410	**148**	**223**	**40**	410	**123**	**287**
Column %	34%	**26%**	**40%**	30%	34%	**25%**	**49%**	**28%**	34%	**40%**	**32%**
Row %	100%	**28%**	**67%**	5%	100%	**36%**	**54%**	**10%**	100%	**30%**	**70%**
			A				DF				H
Total Disapprove											
Count	249	107	131	11	249	**150**	**72**	27	249	51	197
Column %	21%	24%	19%	16%	21%	**25%**	**16%**	19%	21%	17%	22%
Row %	100%	43%	53%	4%	100%	**60%**	**29%**	11%	100%	21%	79%
						E					
Approve strongly											
Count	151	**46**	**99**	5	151	**53**	**82**	**15**	151	37	113
Column %	13%	**10%**	**15%**	7%	13%	**9%**	**18%**	**11%**	13%	12%	13%
Row %	100%	**31%**	**66%**	3%	100%	**35%**	**54%**	**10%**	100%	25%	75%
			A				DF				
Approve somewhat											
Count	259	**70**	**174**	15	259	**94**	**141**	**24**	259	**85**	**174**
Column %	22%	**16%**	**25%**	23%	22%	**16%**	**31%**	**17%**	22%	**28%**	**19%**
Row %	100%	**27%**	**67%**	6%	100%	**36%**	**54%**	**9%**	100%	**33%**	**67%**
			A				DF				H
Neither approve nor disapprove											
Count	368	144	202	22	368	**211**	**133**	**24**	368	**79**	**289**
Column %	31%	32%	29%	32%	31%	**35%**	**29%**	**17%**	31%	**26%**	**32%**
Row %	100%	39%	55%	6%	100%	**57%**	**36%**	**7%**	100%	**21%**	**79%**
						EF	F				G
Disapprove somewhat											
Count	97	36	58	3	97	**61**	**29**	**7**	97	21	76
Column %	8%	8%	8%	5%	8%	**10%**	**6%**	**5%**	8%	7%	8%
Row %	100%	37%	60%	4%	100%	**63%**	**30%**	**7%**	100%	22%	78%
						EF					
Disapprove strongly											
Count	152	**71**	**74**	7	152	**89**	**43**	21	152	30	122
Column %	13%	**16%**	**11%**	11%	13%	**15%**	**9%**	15%	13%	10%	14%
Row %	100%	**47%**	**48%**	5%	100%	**58%**	**28%**	14%	100%	20%	80%
		B				E					

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: ABDEFGH

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

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

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Not Sure											
Count	171	**77**	**78**	**15**	171	**93**	**27**	**50**	171	50	121
Column %	14%	**17%**	**11%**	**23%**	14%	**16%**	**6%**	**35%**	14%	16%	14%
Row %	100%	**45%**	**46%**	**9%**	100%	**55%**	**16%**	**29%**	100%	29%	71%
		B		**B**		**E**		**DE**			

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇　**Significant difference within groups: ABDEFGH**

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

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

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Booming or Growing											
Count	288	**165**	**109**	**14**	288	**126**	**149**	**13**	288	**119**	**169**
Column %	24%	**37%**	**16%**	**20%**	24%	**21%**	**33%**	**9%**	24%	**39%**	**19%**
Row %	100%	**57%**	**38%**	**5%**	100%	**44%**	**52%**	**4%**	100%	**41%**	**59%**
		BC				**F**	**DF**				**H**
Total Slowing or in Recession											
Count	542	**169**	**354**	**19**	542	**306**	**186**	**51**	542	**112**	**430**
Column %	45%	**38%**	**52%**	**28%**	45%	**51%**	**41%**	**36%**	45%	**37%**	**48%**
Row %	100%	**31%**	**65%**	**4%**	100%	**56%**	**34%**	**9%**	100%	**21%**	**79%**
			AC			**EF**					**G**
Booming											
Count	55	**41**	**12**	**2**	55	**15**	**39**	**1**	55	**31**	**24**
Column %	5%	**9%**	**2%**	**3%**	5%	**2%**	**9%**	**1%**	5%	**10%**	**3%**
Row %	100%	**74%**	**23%**	**3%**	100%	**27%**	**71%**	**2%**	100%	**56%**	**44%**
		BC					**DF**				**H**
Growing, but not booming											
Count	233	**125**	**96**	12	233	**111**	**110**	**11**	233	**88**	**145**
Column %	19%	**28%**	**14%**	18%	19%	**18%**	**24%**	**8%**	19%	**29%**	**16%**
Row %	100%	**54%**	**41%**	5%	100%	**48%**	**47%**	**5%**	100%	**38%**	**62%**
		B				**F**	**DF**				**H**
Holding steady											
Count	229	81	131	17	229	118	78	33	229	65	164
Column %	19%	18%	19%	25%	19%	20%	17%	24%	19%	22%	18%
Row %	100%	35%	57%	7%	100%	51%	34%	15%	100%	29%	71%
Slowing, but not in recession											
Count	318	108	**198**	**11**	318	**160**	**133**	**24**	318	77	241
Column %	27%	24%	**29%**	**17%**	27%	**27%**	**29%**	**17%**	27%	25%	27%
Row %	100%	34%	**62%**	**4%**	100%	**50%**	**42%**	**8%**	100%	24%	76%
			C			**F**	**F**				
In recession											
Count	224	**61**	**155**	**8**	224	**146**	**52**	**26**	224	**34**	**190**
Column %	19%	**14%**	**23%**	**11%**	19%	**24%**	**11%**	**18%**	19%	**11%**	**21%**
Row %	100%	**27%**	**69%**	**3%**	100%	**65%**	**23%**	**12%**	100%	**15%**	**85%**
			AC			**E**		**E**			**G**

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%

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

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
I'm not sure											
Count	138	**29**	**91**	**18**	138	**52**	**42**	**44**	138	**7**	**131**
Column %	12%	**6%**	**13%**	**26%**	12%	**9%**	**9%**	**31%**	12%	**2%**	**15%**
Row %	100%	**21%**	**66%**	**13%**	100%	**38%**	**30%**	**32%**	100%	**5%**	**95%**
			A	**AB**				**DE**			**G**

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%

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

	Total	**Are you a Taylor Swift fan?**			**Total**	**Satisfaction With K-12 Education In Tennessee**			**Total**	**Currently Participates In Sports Betting**	
		Yes, I'm a fan **A**	**No, I'm not a fan** **B**	**I am not sure** **C**		**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**		**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Better Off											
Count	252	**133**	**115**	**5**	252	**113**	**126**	**14**	252	**86**	**166**
Column %	21%	**30%**	**17%**	**7%**	21%	**19%**	**28%**	**10%**	21%	**28%**	**19%**
Row %	100%	**53%** BC	**45%** C	**2%**	100%	**45%** F	**50%** DF	**5%**	100%	**34%** H	**66%**
Total Worse Off											
Count	528	**153**	**347**	28	528	**302**	**148**	**78**	528	**95**	**433**
Column %	44%	**34%**	**51%**	41%	44%	**50%**	**33%**	**56%**	44%	**31%**	**48%**
Row %	100%	**29%**	**66%** A	5%	100%	**57%** E	**28%**	**15%** E	100%	**18%**	**82%** G
A lot better off											
Count	53	26	25	2	53	**31**	**20**	**2**	53	18	35
Column %	4%	6%	4%	3%	4%	**5%**	**4%**	**1%**	4%	6%	4%
Row %	100%	49%	47%	4%	100%	**59%** F	**38%** F	**3%**	100%	34%	66%
Somewhat better off											
Count	199	**107**	**89**	**3**	199	**82**	**106**	**12**	199	**68**	**131**
Column %	17%	**24%**	**13%**	**4%**	17%	**14%**	**23%**	**9%**	17%	**22%**	**15%**
Row %	100%	**54%** BC	**45%** C	**1%**	100%	**41%**	**53%** DF	**6%**	100%	**34%** H	**66%**
About the same											
Count	416	**158**	**223**	**35**	416	**186**	**181**	49	416	**122**	**294**
Column %	35%	**36%**	**33%**	**52%**	35%	**31%**	**40%**	35%	35%	**40%**	**33%**
Row %	100%	**38%**	**53%**	**8%** AB	100%	**45%**	**43%** D	12%	100%	**29%** H	**71%**
Somewhat worse off											
Count	348	**104**	**229**	15	348	**192**	**103**	**53**	348	**73**	**274**
Column %	29%	**23%**	**33%**	22%	29%	**32%**	**23%**	**38%**	29%	**24%**	**31%**
Row %	100%	**30%**	**66%** A	4%	100%	**55%** E	**30%**	**15%** E	100%	**21%**	**79%** G
A lot worse off											
Count	181	**49**	**119**	13	181	**111**	**45**	**25**	181	**22**	**159**
Column %	15%	**11%**	**17%**	19%	15%	**18%**	**10%**	**18%**	15%	**7%**	**18%**
Row %	100%	**27%**	**66%** A	7%	100%	**61%** E	**25%**	**14%** E	100%	**12%**	**88%** G

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

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Agree											
Count	581	**186**	**367**	28	581	**240**	**291**	**50**	581	**175**	**406**
Column %	49%	**42%**	**54%**	42%	49%	**40%**	**64%**	**36%**	49%	**58%**	**45%**
Row %	100%	**32%**	**63%**	5%	100%	**41%**	**50%**	**9%**	100%	**30%**	**70%**
			A				DF			H	
Total Disagree											
Count	380	**186**	**163**	**31**	380	**247**	**91**	**42**	380	92	288
Column %	32%	**42%**	**24%**	**45%**	32%	**41%**	**20%**	**30%**	32%	30%	32%
Row %	100%	**49%**	**43%**	**8%**	100%	**65%**	**24%**	**11%**	100%	24%	76%
		B		B		EF		E			
Strongly agree											
Count	167	**86**	**75**	**6**	167	**61**	**95**	**11**	167	**64**	**102**
Column %	14%	**19%**	**11%**	**9%**	14%	**10%**	**21%**	**8%**	14%	**21%**	**11%**
Row %	100%	**52%**	**45%**	**3%**	100%	**37%**	**57%**	**7%**	100%	**39%**	**61%**
		BC					DF			H	
Somewhat agree											
Count	414	**100**	**292**	23	414	**179**	**197**	**39**	414	111	304
Column %	35%	**22%**	**43%**	33%	35%	**30%**	**43%**	**28%**	35%	37%	34%
Row %	100%	**24%**	**71%**	5%	100%	**43%**	**47%**	**9%**	100%	27%	73%
			A				DF				
Not sure											
Count	236	**73**	**155**	9	236	**115**	**72**	**49**	236	**36**	**200**
Column %	20%	**16%**	**23%**	13%	20%	**19%**	**16%**	**35%**	20%	**12%**	**22%**
Row %	100%	**31%**	**65%**	4%	100%	**49%**	**31%**	**21%**	100%	**15%**	**85%**
			A					DE			G
Somewhat disagree											
Count	182	78	92	12	182	**116**	**53**	**13**	182	**33**	**148**
Column %	15%	18%	13%	18%	15%	**19%**	**12%**	**9%**	15%	**11%**	**17%**
Row %	100%	43%	50%	7%	100%	**64%**	**29%**	**7%**	100%	**18%**	**82%**
						EF					G
Strongly disagree											
Count	198	**108**	**71**	**19**	198	**131**	**38**	**29**	198	59	139
Column %	17%	**24%**	**10%**	**27%**	17%	**22%**	**8%**	**20%**	17%	19%	16%
Row %	100%	**55%**	**36%**	**9%**	100%	**66%**	**19%**	**14%**	100%	30%	70%
		B		B		E		E			

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%

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? *

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Reduced for smaller businesses to support their growth											
Count	431	**142**	**260**	29	431	**191**	**203**	**36**	431	113	318
Column %	36%	**32%**	**38%**	42%	36%	**32%**	**45%**	**26%**	36%	37%	36%
Row %	100%	**33%**	**60%**	7%	100%	**44%**	**47%**	**8%**	100%	26%	74%
			A				**DF**				
Left unchanged											
Count	186	**92**	**90**	**4**	186	**103**	**71**	**12**	186	**81**	**106**
Column %	16%	**21%**	**13%**	**6%**	16%	**17%**	**16%**	**9%**	16%	**27%**	**12%**
Row %	100%	**49%**	**49%**	**2%**	100%	**55%**	**38%**	**7%**	100%	**43%**	**57%**
		BC				**F**	**F**			**H**	
Reduced for all businesses to encourage economic activity											
Count	184	58	115	11	184	**104**	67	**13**	184	40	144
Column %	15%	13%	17%	17%	15%	**17%**	15%	**9%**	15%	13%	16%
Row %	100%	31%	63%	6%	100%	**56%**	36%	**7%**	100%	22%	78%
						F					
Increased to provide more public services											
Count	100	**51**	**48**	**1**	100	**41**	**55**	**3**	100	26	74
Column %	8%	**12%**	**7%**	**1%**	8%	**7%**	**12%**	**2%**	8%	9%	8%
Row %	100%	**52%**	**48%**	**1%**	100%	**41%**	**55%**	**3%**	100%	26%	74%
		BC	**C**			**F**	**DF**				
Eliminated altogether to improve the business environment in the state											
Count	89	**26**	54	**9**	89	**53**	**21**	**15**	89	19	70
Column %	7%	**6%**	8%	**13%**	7%	**9%**	**5%**	**10%**	7%	6%	8%
Row %	100%	**30%**	61%	**10%**	100%	**60%**	**24%**	**16%**	100%	21%	79%
				A		**E**		**E**			
I'm not sure											
Count	207	76	117	14	207	**109**	**37**	**61**	207	**25**	**183**
Column %	17%	17%	17%	21%	17%	**18%**	**8%**	**43%**	17%	**8%**	**20%**
Row %	100%	37%	56%	7%	100%	**53%**	**18%**	**30%**	100%	**12%**	**88%**
						E		**DE**			**G**

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? *

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
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											
Count	332	**138**	**171**	23	332	181	116	36	332	92	241
Column %	28%	**31%**	**25%**	34%	28%	30%	25%	26%	28%	30%	27%
Row %	100%	**41%** B	**52%**	7%	100%	54%	35%	11%	100%	28%	72%
Tennessee should reduce regulations to encourage economic freedom and innovation, as current levels of regulation are too burdensome for individuals and businesses											
Count	329	**93**	**216**	20	329	**191**	**121**	**17**	329	93	236
Column %	27%	**21%**	**32%**	29%	27%	**32%**	**27%**	**12%**	27%	31%	26%
Row %	100%	**28%**	**66%** A	6%	100%	**58%** F	**37%** F	**5%**	100%	28%	72%
Tennessee should maintain its current level of regulations, as they balance economic activity with necessary protections for public health and safety											
Count	188	**56**	**127**	**4**	188	**76**	**98**	**14**	188	48	140
Column %	16%	**13%**	**19%**	**6%**	16%	**13%**	**22%**	**10%**	16%	16%	16%
Row %	100%	**30%**	**68%** AC	**2%**	100%	**41%**	**52%** DF	**7%**	100%	26%	74%
Tennessee should increase regulations to better protect public health and safety, even if it means imposing additional burdens on businesses											
Count	136	**70**	**64**	**3**	136	**79**	**51**	**6**	136	42	94
Column %	11%	**16%**	**9%**	**4%**	11%	**13%**	**11%**	**4%**	11%	14%	10%
Row %	100%	**51%** BC	**47%**	**2%**	100%	**58%** F	**38%** F	**4%**	100%	31%	69%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: ABCDEFG

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

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	**No, I'm not a fan** B	**I am not sure** C		**Very or Somewhat Dissatisfied** D	**Very or Somewhat Satisfied** E	**Not Sure** F		**Yes, Regularly or Occasionally** G	**No or Not Sure** H
I'm not sure											
Count	212	88	**106**	**18**	212	**75**	**69**	**68**	212	**27**	**184**
Column %	18%	20%	**15%**	**26%**	18%	**12%**	**15%**	**48%**	18%	**9%**	**21%**
Row %	100%	41%	**50%**	**8%**	100%	**35%**	**33%**	**32%**	100%	**13%**	**87%**
			B					**DE**			**G**

■ **Significant difference within groups: ABCDEFG**

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. *

	Are you a Taylor Swift fan?				**Satisfaction With K-12 Education In Tennessee**				**Currently Participates In Sports Betting**		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Cut or eliminate taxes to return the surplus revenue to taxpayers											
Count	322	113	**200**	**10**	322	166	127	29	322	**58**	**264**
Column %	27%	25%	**29%**	**15%**	27%	28%	28%	21%	27%	**19%**	**30%**
Row %	100%	35%	**62%**	**3%**	100%	51%	40%	9%	100%	**18%**	**82%**
			C								**G**
Deposit the surplus revenue into the state's rainy-day fund or savings account, preparing for future financial uncertainties or downturns											
Count	287	**89**	**176**	**23**	287	133	119	35	287	**54**	**234**
Column %	24%	**20%**	**26%**	**33%**	24%	22%	26%	25%	24%	**18%**	**26%**
Row %	100%	**31%**	**61%**	**8%**	100%	46%	41%	12%	100%	**19%**	**81%**
			A	**A**							**G**
Expand access to existing government programs, enhancing the reach and effectiveness of services currently provided to citizens											
Count	268	**131**	**127**	**10**	268	**142**	**108**	**17**	268	**105**	**163**
Column %	22%	**29%**	**19%**	**14%**	22%	**24%**	**24%**	**12%**	22%	**35%**	**18%**
Row %	100%	**49%**	**47%**	**4%**	100%	**53%**	**40%**	**6%**	100%	**39%**	**61%**
		BC				**F**	**F**			**H**	
Launch new government programs aimed at addressing unmet needs or emerging challenges within the state											
Count	195	76	108	12	195	**107**	74	**14**	195	**63**	**132**
Column %	16%	17%	16%	17%	16%	**18%**	16%	**10%**	16%	**21%**	**15%**
Row %	100%	39%	55%	6%	100%	**55%**	38%	**7%**	100%	**32%**	**68%**
						F				**H**	
I'm not sure											
Count	125	**36**	**74**	**14**	125	**54**	**26**	**46**	125	23	101
Column %	10%	**8%**	**11%**	**21%**	10%	**9%**	**6%**	**32%**	10%	8%	11%
Row %	100%	**29%**	**60%**	**11%**	100%	**43%**	**20%**	**37%**	100%	19%	81%
				AB		**E**		**DE**			

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%

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

	Total	**Are you a Taylor Swift fan?**			Total	**Satisfaction With K-12 Education In Tennessee**			Total	**Currently Participates In Sports Betting**	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Yes Count Column % Row %	482 40% 100%	**224** **50%** **47%** **B**	**229** **33%** **48%**	28 42% 6%	482 40% 100%	**199** **33%** **41%** **F**	**249** **55%** **52%** **DF**	**34** **24%** **7%**	482 40% 100%	**153** **50%** **32%**	**329** **37%** **68%** **H**
No Count Column % Row %	501 42% 100%	176 40% 35%	299 44% 60%	26 38% 5%	501 42% 100%	**285** **47%** **57%** **E**	**146** **32%** **29%**	**70** **49%** **14%** **E**	501 42% 100%	117 39% 23%	383 43% 77%
I'm not sure Count Column % Row %	215 18% 100%	**44** **10%** **21%**	**157** **23%** **73%** **A**	**14** **20%** **6%** **A**	215 18% 100%	**118** **20%** **55%** **E**	**59** **13%** **28%**	**38** **27%** **18%** **E**	215 18% 100%	**33** **11%** **15%**	**182** **20%** **85%** **G**

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: ABDEFGH

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] *

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	501	176	299	26	501	285	146	70	501	117	383
High healthcare costs not covered by insurance or employer											
Count	134	39	91	4	134	68	38	27	134	22	112
Column %	27%	22%	30%	16%	27%	24%	26%	39%	27%	19%	29%
Row %	100%	29%	68%	3%	100%	51%	28%	20%	100%	16%	84%
								DE			G
High cost or lack of available housing near my workplace											
Count	87	25	61	2	87	45	29	13	87	29	58
Column %	17%	14%	20%	7%	17%	16%	20%	19%	17%	25%	15%
Row %	100%	28%	70%	2%	100%	52%	33%	15%	100%	34%	66%
										H	
Limited availability of full-time jobs that match my skills and interests											
Count	75	33	41	1	75	48	23	3	75	25	50
Column %	15%	19%	14%	2%	15%	17%	16%	5%	15%	21%	13%
Row %	100%	45%	55%	1%	100%	64%	31%	4%	100%	34%	66%
		C				F	F			H	
Educational or training requirements for desired jobs that I do not meet											
Count	30	2	24	5	30	16	11	4	30	5	25
Column %	6%	1%	8%	18%	6%	5%	7%	6%	6%	4%	7%
Row %	100%	6%	78%	16%	100%	52%	35%	13%	100%	16%	84%
			A	A							
Lack of reliable transportation to and from work											
Count	31	16	9	6	31	21	4	6	31	9	22
Column %	6%	9%	3%	23%	6%	7%	3%	8%	6%	8%	6%
Row %	100%	52%	29%	19%	100%	69%	12%	19%	100%	30%	70%
		B		AB		E					

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%

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] *

	Total	**Are you a Taylor Swift fan?**			Total	**Satisfaction With K-12 Education In Tennessee**			Total	**Currently Participates In Sports Betting**	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Facing discrimination or bias in job seeking or at the workplace											
Count	16	7	7	2	16	11	5	0	16	8	7
Column %	3%	4%	2%	6%	3%	4%	3%	0%	3%	7%	2%
Row %	100%	43%	47%	10%	100%	68%	30%	1%	100%	54% H	46%
Difficulty finding affordable child care to enable me to work											
Count	14	8	6	0	14	**13**	**1**	0	14	7	7
Column %	3%	5%	2%	0%	3%	**5%**	**1%**	0%	3%	6%	2%
Row %	100%	58%	42%	0%	100%	**93%** E	**7%**	0%	100%	52% H	48%
Other (please specify)											
Count	73	31	36	6	73	42	23	8	73	8	65
Column %	15%	18%	12%	21%	15%	15%	16%	11%	15%	7%	17%
Row %	100%	43%	50%	8%	100%	58%	31%	11%	100%	11%	89% G
I'm not sure											
Count	41	15	24	2	41	20	13	8	41	3	38
Column %	8%	8%	8%	7%	8%	7%	9%	12%	8%	2%	10%
Row %	100%	36%	59%	4%	100%	50%	31%	20%	100%	7%	93% G

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

	Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Positively, by creating new job opportunities and boosting economic growth											
Count	137	**70**	**58**	9	137	**38**	**94**	**6**	137	**86**	**52**
Column %	11%	**16%**	**8%**	13%	11%	**6%**	**21%**	**4%**	11%	**28%**	**6%**
Row %	100%	**51%** B	**42%**	7%	100%	**27%**	**68%** DF	**4%**	100%	**62%** H	**38%**
Negatively, by leading to job losses and increasing inequality											
Count	362	**96**	**245**	21	362	**208**	**132**	**22**	362	**59**	**303**
Column %	30%	**22%**	**36%**	31%	30%	**35%**	**29%**	**15%**	30%	**19%**	**34%**
Row %	100%	**27%**	**68%** A	6%	100%	**58%** F	**36%** F	**6%**	100%	**16%**	**84%** G
It will have both positive and negative impacts											
Count	565	**249**	**287**	**29**	565	**315**	**191**	**60**	565	144	421
Column %	47%	**56%**	**42%**	**43%**	47%	**52%**	**42%**	**42%**	47%	48%	47%
Row %	100%	**44%** BC	**51%**	**5%**	100%	**56%** EF	**34%**	**11%**	100%	26%	74%
I'm not sure											
Count	133	**29**	**94**	9	133	**41**	**38**	**54**	133	**14**	**119**
Column %	11%	**7%**	**14%**	13%	11%	**7%**	**8%**	**38%**	11%	**5%**	**13%**
Row %	100%	**22%**	**71%** A	7% A	100%	**31%**	**29%**	**40%** DE	100%	**10%**	**90%** G

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%

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

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
It places too much burden on specific groups and needs reform											
Count	524	193	303	28	524	247	218	59	524	147	377
Column %	44%	43%	44%	41%	44%	41%	48%	42%	44%	49%	42%
Row %	100%	37%	58%	5%	100%	47%	42%	11%	100%	28%	72%
							D				
It is not efficient in collecting and using tax revenue											
Count	354	104	226	23	354	214	114	25	354	63	291
Column %	30%	23%	33%	34%	30%	36%	25%	18%	30%	21%	33%
Row %	100%	29%	64%	7%	100%	61%	32%	7%	100%	18%	82%
			A				EF				G
It is fair and effectively supports public services											
Count	162	82	76	4	162	72	77	13	162	79	83
Column %	14%	18%	11%	5%	14%	12%	17%	9%	14%	26%	9%
Row %	100%	50%	47%	2%	100%	45%	48%	8%	100%	49%	51%
			BC					DF			H
I'm not sure											
Count	158	66	79	13	158	68	45	44	158	15	143
Column %	13%	15%	12%	19%	13%	11%	10%	31%	13%	5%	16%
Row %	100%	42%	50%	8%	100%	43%	29%	28%	100%	9%	91%
								DE			G

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?
*

	Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	**Yes, I'm a fan A**	**No, I'm not a fan B**	**I am not sure C**	**Total**	**Very or Somewhat Dissatisfied D**	**Very or Somewhat Satisfied E**	**Not Sure F**	**Total**	**Yes, Regularly or Occasionally G**	**No or Not Sure H**
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Lower taxes for all to stimulate economic activity											
Count	434	**153**	**269**	**12**	434	216	169	50	434	102	332
Column %	36%	**35%**	**39%**	**17%**	36%	36%	37%	35%	36%	34%	37%
Row %	100%	**35%**	**62%**	**3%**	100%	50%	39%	11%	100%	23%	77%
		C	**C**								
Increase taxes on higher income earners to support wealth redistribution											
Count	316	**143**	**154**	18	316	**184**	**115**	**17**	316	90	226
Column %	26%	**32%**	**23%**	27%	26%	**31%**	**25%**	**12%**	26%	30%	25%
Row %	100%	**45%**	**49%**	6%	100%	**58%**	**36%**	**5%**	100%	28%	72%
		B				**F**	**F**				
Simplify the tax code to reduce compliance costs and confusion											
Count	226	**58**	**149**	**18**	226	109	88	29	226	**43**	**183**
Column %	19%	**13%**	**22%**	**26%**	19%	18%	19%	21%	19%	**14%**	**20%**
Row %	100%	**26%**	**66%**	**8%**	100%	48%	39%	13%	100%	**19%**	**81%**
			A	**A**							**G**
Increase spending on public services, even if it means raising taxes											
Count	41	14	24	3	41	**12**	**27**	**2**	41	**28**	**13**
Column %	3%	3%	4%	4%	3%	**2%**	**6%**	**1%**	3%	**9%**	**2%**
Row %	100%	35%	59%	7%	100%	**30%**	**66%**	**5%**	100%	**67%**	**33%**
							DF			**H**	
No changes are needed; the current system balances needs effectively											
Count	42	10	28	4	42	**11**	**29**	**2**	42	14	28
Column %	3%	2%	4%	6%	3%	**2%**	**6%**	**1%**	3%	5%	3%
Row %	100%	23%	68%	9%	100%	**28%**	**69%**	**4%**	100%	34%	66%
							DF				
Other (please specify)											
Count	39	15	21	3	39	22	13	5	39	8	31
Column %	3%	3%	3%	5%	3%	4%	3%	3%	3%	3%	3%
Row %	100%	38%	54%	9%	100%	56%	33%	12%	100%	22%	78%

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?
*

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
I'm not sure											
Count	99	51	38	10	99	48	14	37	99	18	81
Column %	8%	11%	6%	15%	8%	8%	3%	27%	8%	6%	9%
Row %	100%	51%	38%	10%	100%	48%	14%	38%	100%	19%	81%
		B		B		E		DE			

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%

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? *

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Favorable											
Count	521	**218**	**268**	**35**	521	**268**	**227**	**26**	521	**156**	**366**
Column %	44%	**49%**	**39%**	**52%**	44%	**45%**	**50%**	**19%**	44%	**51%**	**41%**
Row %	100%	**42%**	**51%**	**7%**	100%	**51%**	**44%**	**5%**	100%	**30%**	**70%**
		B		**B**		**F**	**F**				**H**
Total Unfavorable											
Count	229	80	141	9	229	**134**	**72**	23	229	57	172
Column %	19%	18%	21%	13%	19%	**22%**	**16%**	16%	19%	19%	19%
Row %	100%	35%	61%	4%	100%	**59%**	**31%**	10%	100%	25%	75%
						E					
Very favorably: I believe these efforts will improve working conditions and workers' rights											
Count	266	101	150	15	266	**142**	**106**	**18**	266	70	196
Column %	22%	23%	22%	21%	22%	**24%**	**23%**	**13%**	22%	23%	22%
Row %	100%	38%	56%	6%	100%	**53%**	**40%**	**7%**	100%	26%	74%
						F	**F**				
Somewhat favorably: I see some benefits in these efforts, but I also have reservations											
Count	256	**116**	**118**	**21**	256	**126**	**122**	**8**	256	**85**	**170**
Column %	21%	**26%**	**17%**	**30%**	21%	**21%**	**27%**	**6%**	21%	**28%**	**19%**
Row %	100%	**46%**	**46%**	**8%**	100%	**49%**	**48%**	**3%**	100%	**33%**	**67%**
		B		**B**		**F**	**DF**			**H**	
Neutral: I don't have a strong opinion either way											
Count	249	86	151	12	249	**109**	**113**	28	249	69	181
Column %	21%	19%	22%	18%	21%	**18%**	**25%**	20%	21%	23%	20%
Row %	100%	35%	61%	5%	100%	**44%**	**45%**	11%	100%	28%	72%
							D				

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%

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? *

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Somewhat unfavorably: I am concerned these efforts could have negative implications for the economy or the automotive industry											
Count	126	54	67	6	126	72	38	16	126	47	79
Column %	11%	12%	10%	9%	11%	12%	8%	11%	11%	15%	9%
Row %	100%	43%	53%	5%	100%	57%	31%	12%	100%	37%	63%
										H	
Very unfavorably: I believe these efforts will harm working conditions, the economy, and the automotive industry											
Count	103	26	74	3	103	62	33	8	103	10	93
Column %	9%	6%	11%	4%	9%	10%	7%	5%	9%	3%	10%
Row %	100%	25%	72%	3%	100%	60%	32%	7%	100%	10%	90%
			AC								G
I'm not sure											
Count	197	61	124	12	197	91	42	64	197	22	175
Column %	16%	14%	18%	17%	16%	15%	9%	45%	16%	7%	20%
Row %	100%	31%	63%	6%	100%	46%	21%	32%	100%	11%	89%
			A				E	DE			G

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

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Satisfied											
Count	312	124	170	17	312	**120**	**168**	**24**	312	84	228
Column %	26%	28%	25%	25%	26%	**20%**	**37%**	**17%**	26%	28%	26%
Row %	100%	40%	55%	6%	100%	**39%**	**54%**	**8%**	100%	27%	73%
							DF				
Total Dissatisfied											
Count	842	308	**493**	**41**	842	**463**	**278**	**100**	842	216	625
Column %	70%	69%	**72%**	**60%**	70%	**77%**	**61%**	**71%**	70%	71%	70%
Row %	100%	37%	**59%**	**5%**	100%	**55%**	**33%**	**12%**	100%	26%	74%
			C			E		E			
Very satisfied											
Count	48	**26**	**22**	0	48	23	**23**	**1**	48	**19**	**28**
Column %	4%	**6%**	**3%**	0%	4%	4%	**5%**	**1%**	4%	**6%**	**3%**
Row %	100%	**54%**	**46%**	0%	100%	48%	**48%**	**3%**	100%	**41%**	**59%**
		B					F				H
Somewhat satisfied											
Count	264	98	149	17	264	**97**	**145**	**22**	264	64	200
Column %	22%	22%	22%	25%	22%	**16%**	**32%**	**16%**	22%	21%	22%
Row %	100%	37%	56%	7%	100%	**37%**	**55%**	**9%**	100%	24%	76%
							DF				
Somewhat dissatisfied											
Count	380	130	227	23	380	184	145	50	380	92	287
Column %	32%	29%	33%	33%	32%	31%	32%	35%	32%	30%	32%
Row %	100%	34%	60%	6%	100%	49%	38%	13%	100%	24%	76%
Very dissatisfied											
Count	462	**178**	266	**18**	462	**279**	**133**	**50**	462	124	338
Column %	39%	**40%**	39%	**27%**	39%	**46%**	**29%**	**36%**	39%	41%	38%
Row %	100%	**39%**	57%	**4%**	100%	**60%**	**29%**	**11%**	100%	27%	73%
		C				EF					
I'm not sure											
Count	44	**12**	**21**	**10**	44	**19**	**8**	**17**	44	**3**	**41**
Column %	4%	**3%**	**3%**	**15%**	4%	**3%**	**2%**	**12%**	4%	**1%**	**5%**
Row %	100%	**28%**	**49%**	**23%**	100%	**43%**	**19%**	**38%**	100%	**6%**	**94%**
				AB				DE			G

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%

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? *

	Total	**Are you a Taylor Swift fan?**			Total	**Satisfaction With K-12 Education In Tennessee**			Total	**Currently Participates In Sports Betting**	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Definitely not											
Count	29	**12**	**12**	**5**	29	16	7	6	29	9	20
Column %	2%	**3%**	**2%**	**7%**	2%	3%	2%	4%	2%	3%	2%
Row %	100%	**41%**	**41%**	**17%**	100%	55%	26%	20%	100%	32%	68%
				AB							
Probably not											
Count	84	33	47	5	84	35	35	14	84	**40**	**45**
Column %	7%	7%	7%	7%	7%	6%	8%	10%	7%	**13%**	**5%**
Row %	100%	39%	55%	6%	100%	41%	42%	17%	100%	**47%**	**53%**
										H	
Maybe											
Count	185	61	116	8	185	82	76	27	185	**58**	**127**
Column %	15%	14%	17%	11%	15%	14%	17%	19%	15%	**19%**	**14%**
Row %	100%	33%	63%	4%	100%	44%	41%	14%	100%	**31%**	**69%**
										H	
Probably											
Count	225	73	141	12	225	**134**	**79**	**13**	225	52	173
Column %	19%	16%	21%	17%	19%	**22%**	**17%**	**9%**	19%	17%	19%
Row %	100%	32%	62%	5%	100%	**59%**	**35%**	**6%**	100%	23%	77%
						EF	F				
Definitely											
Count	673	265	369	39	673	335	257	81	673	**144**	**530**
Column %	56%	60%	54%	57%	56%	56%	57%	58%	56%	**47%**	**59%**
Row %	100%	39%	55%	6%	100%	50%	38%	12%	100%	**21%**	**79%**
											G

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: ABEFGH**

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?
*

	Total	Are you a Taylor Swift fan?			**Total**	Satisfaction With K-12 Education In Tennessee			**Total**	Currently Participates In Sports Betting	
		Yes, I'm a fan A	**No, I'm not a fan B**	**I am not sure C**		**Very or Somewhat Dissatisfied D**	**Very or Somewhat Satisfied E**	**Not Sure F**		**Yes, Regularly or Occasionally G**	**No or Not Sure H**
Sample Size	1,084	400	626	58	1,084	551	412	121	1,084	254	830
Democrat											
Count	320	**180**	**121**	**18**	320	**176**	**123**	**21**	320	**95**	**224**
Column %	29%	**45%**	**19%**	**31%**	29%	**32%**	**30%**	**17%**	29%	**38%**	**27%**
Row %	100%	**56%**	**38%**	**6%**	100%	**55%**	**38%**	**7%**	100%	**30%**	**70%**
		BC		**B**		**F**	**F**				**H**
Republican											
Count	550	**150**	**371**	**30**	550	272	212	66	550	**113**	**436**
Column %	51%	**37%**	**59%**	**51%**	51%	49%	51%	55%	51%	**45%**	**53%**
Row %	100%	**27%**	**67%**	**5%**	100%	49%	39%	12%	100%	**21%**	**79%**
			A	**A**							**G**
Neither											
Count	94	28	60	6	94	**41**	**46**	7	94	**33**	**61**
Column %	9%	7%	10%	10%	9%	**7%**	**11%**	6%	9%	**13%**	**7%**
Row %	100%	30%	64%	6%	100%	**43%**	**49%**	8%	100%	**35%**	**65%**
							D				**H**
Don't know											
Count	120	42	74	5	120	**63**	**31**	**26**	120	**12**	**108**
Column %	11%	10%	12%	8%	11%	**11%**	**8%**	**22%**	11%	**5%**	**13%**
Row %	100%	35%	62%	4%	100%	**52%**	**26%**	**22%**	100%	**10%**	**90%**
								DE			**G**

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%

Ballot Senate Democrat Primary *

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	319	180	121	18	319	176	123	21	319	95	224
Gloria Johnson											
Count	112	65	39	8	112	55	50	7	112	33	79
Column %	35%	36%	32%	44%	35%	31%	41%	31%	35%	34%	35%
Row %	100%	58%	35%	7%	100%	49%	45%	6%	100%	29%	71%
Marquita Bradshaw											
Count	23	13	7	3	23	**7**	**13**	4	23	8	15
Column %	7%	7%	6%	19%	7%	**4%**	**10%**	17%	7%	9%	7%
Row %	100%	55%	31%	14%	100%	**30%**	**54%**	16%	100%	36%	64%
							D				
Civil Miller-Watkins											
Count	5	1	4	0	5	**0**	**5**	0	5	1	4
Column %	2%	1%	3%	0%	2%	**0%**	**4%**	0%	2%	1%	2%
Row %	100%	27%	73%	0%	100%	**0%**	**100%**	0%	100%	27%	73%
							D				
Dylan Fain											
Count	7	**1**	**6**	0	7	2	5	0	7	**5**	**2**
Column %	2%	**1%**	**5%**	0%	2%	1%	4%	0%	2%	**5%**	**1%**
Row %	100%	**13%**	**87%**	0%	100%	23%	77%	0%	100%	**72%**	**28%**
			A							**H**	
Not Sure or Undecided											
Count	172	100	65	7	172	**112**	**49**	11	172	48	124
Column %	54%	56%	54%	38%	54%	**64%**	**40%**	52%	54%	50%	55%
Row %	100%	58%	38%	4%	100%	**65%**	**29%**	6%	100%	28%	72%
						E					

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: ADEH**

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?
*

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	320	180	121	18	320	176	123	21	320	95	224
Gloria Johnson											
Count	112	65	39	8	112	55	50	7	112	33	79
Column %	35%	36%	32%	44%	35%	31%	41%	31%	35%	34%	35%
Row %	100%	58%	35%	7%	100%	49%	45%	6%	100%	29%	71%
Marquita Bradshaw											
Count	23	13	7	3	23	**7**	**13**	4	23	8	15
Column %	7%	7%	6%	19%	7%	**4%**	**10%**	17%	7%	9%	7%
Row %	100%	55%	31%	14%	100%	**30%**	**54%** D	16%	100%	36%	64%
Civil Miller-Watkins											
Count	5	1	4	0	5	**0**	**5**	0	5	1	4
Column %	2%	1%	3%	0%	2%	**0%**	**4%**	0%	2%	1%	2%
Row %	100%	27%	73%	0%	100%	**0%**	**100%** D	0%	100%	27%	73%
Dylan Fain											
Count	7	**1**	**6**	0	7	2	5	0	7	**5**	**2**
Column %	2%	**1%**	**5%**	0%	2%	1%	4%	0%	2%	**5%**	**1%**
Row %	100%	**13%**	**87%** A	0%	100%	23%	77%	0%	100%	**72%** H	**28%**
I'm not sure											
Count	172	100	65	7	172	**112**	**49**	11	172	48	124
Column %	54%	56%	54%	38%	54%	**64%**	**40%**	52%	54%	50%	55%
Row %	100%	58%	38%	4%	100%	**65%** E	**29%**	6%	100%	28%	72%
I wouldn't vote											
Count	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Row %	100%	0%	100%	0%	100%	100%	0%	0%	100%	0%	100%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: ADEH**

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

Senate Ballot (Blackburn vs Johnson) *

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,137	426	649	61	1,137	581	442	113	1,137	287	850
Marsha Blackburn Count Column % Row %	500 44% 100%	**156** **37%** **31%**	**324** **50%** **65%** AC	**20** **33%** **4%**	500 44% 100%	**231** **40%** **46%**	**214** **48%** **43%** D	56 49% 11%	500 44% 100%	127 44% 25%	374 44% 75%
Gloria Johnson Count Column % Row %	307 27% 100%	**160** **37%** **52%** B	**129** **20%** **42%**	18 30% 6%	307 27% 100%	162 28% 53%	121 27% 39%	25 22% 8%	307 27% 100%	**102** **36%** **33%** H	**205** **24%** **67%**
Not Sure or Undecided Count Column % Row %	329 29% 100%	110 26% 33%	196 30% 60%	23 37% 7%	329 29% 100%	**188** **32%** **57%** E	**108** **24%** **33%**	33 29% 10%	329 29% 100%	**58** **20%** **18%**	**271** **32%** **82%** G

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: ABCDEGH**

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? *

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Marsha Blackburn											
Count	500	**156**	**324**	**20**	500	**231**	**214**	56	500	127	374
Column %	42%	**35%**	**47%**	**30%**	42%	**38%**	**47%**	40%	42%	42%	42%
Row %	100%	**31%**	**65%**	**4%**	100%	**46%**	**43%**	11%	100%	25%	75%
				AC			D				
Gloria Johnson											
Count	307	**160**	**129**	18	307	**162**	**121**	**25**	307	**102**	**205**
Column %	26%	**36%**	**19%**	27%	26%	**27%**	**27%**	**17%**	26%	**34%**	**23%**
Row %	100%	**52%**	**42%**	6%	100%	**53%**	**39%**	**8%**	100%	**33%**	**67%**
		B				F	F			H	
I'm not sure											
Count	329	110	196	23	329	**188**	**108**	33	329	**58**	**271**
Column %	27%	25%	29%	33%	27%	**31%**	**24%**	23%	27%	**19%**	**30%**
Row %	100%	33%	60%	7%	100%	**57%**	**33%**	10%	100%	**18%**	**82%**
						E					G
I wouldn't vote											
Count	60	**18**	36	**7**	60	**21**	**12**	**27**	60	16	45
Column %	5%	**4%**	5%	**10%**	5%	**3%**	**3%**	**20%**	5%	5%	5%
Row %	100%	**30%**	59%	**11%**	100%	**35%**	**20%**	**45%**	100%	26%	74%
				A				DE			

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%

Senate Ballot (Blackburn vs Bradshaw) *

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,136	427	648	61	1,136	576	446	115	1,136	287	849
Marsha Blackburn											
Count	514	**160**	**332**	**22**	514	**234**	**224**	56	514	131	383
Column %	45%	**38%**	**51%**	**36%**	45%	**41%**	**50%**	49%	45%	46%	45%
Row %	100%	**31%**	**65%**	**4%**	100%	**46%**	**44%**	11%	100%	26%	74%
			AC				D				
Marquita Bradshaw											
Count	236	**110**	**109**	**17**	236	116	**105**	**15**	236	**76**	**160**
Column %	21%	**26%**	**17%**	**28%**	21%	20%	**23%**	**13%**	21%	**26%**	**19%**
Row %	100%	**46%**	**46%**	**7%**	100%	49%	**44%**	**6%**	100%	**32%**	**68%**
		B		B			F				H
Not Sure or Undecided											
Count	386	157	207	22	386	**226**	**117**	**44**	386	**80**	**306**
Column %	34%	37%	32%	36%	34%	**39%**	**26%**	**38%**	34%	**28%**	**36%**
Row %	100%	41%	54%	6%	100%	**58%**	**30%**	**11%**	100%	**21%**	**79%**
						E	E				G

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

What if the candidates were Marsha Blackburn or Marquita Bradshaw?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Marsha Blackburn											
Count	514	**160**	**332**	**22**	514	**234**	**224**	**56**	514	131	383
Column %	43%	**36%**	**48%**	**32%**	43%	**39%**	**49%**	**40%**	43%	43%	43%
Row %	100%	**31%**	**65%**	**4%**	100%	**46%**	**44%**	**11%**	100%	26%	74%
			AC				DF				
Marquita Bradshaw											
Count	236	**110**	**109**	17	236	**116**	**105**	**15**	236	**76**	**160**
Column %	20%	**25%**	**16%**	25%	20%	**19%**	**23%**	**10%**	20%	**25%**	**18%**
Row %	100%	**46%**	**46%**	7%	100%	**49%**	**44%**	**6%**	100%	**32%**	**68%**
		B				F	F				H
I'm not sure											
Count	386	157	207	22	386	**226**	**117**	44	386	**80**	**306**
Column %	32%	35%	30%	33%	32%	**37%**	**26%**	31%	32%	**27%**	**34%**
Row %	100%	41%	54%	6%	100%	**58%**	**30%**	11%	100%	**21%**	**79%**
						E					G
I wouldn't vote											
Count	61	**17**	36	**7**	61	**26**	**9**	**26**	61	15	45
Column %	5%	**4%**	5%	**10%**	5%	**4%**	**2%**	**19%**	5%	5%	5%
Row %	100%	**29%**	60%	**11%**	100%	**42%**	**14%**	**43%**	100%	26%	74%
				A		E		DE			

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%

Presidential Ballot (Trump vs Biden) *

	Total	Are you a Taylor Swift fan? Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Satisfaction With K-12 Education In Tennessee Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Currently Participates In Sports Betting Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,139	428	652	58	1,139	570	440	129	1,139	293	846
Donald Trump											
Count	684	**189**	**467**	**28**	684	**324**	**279**	81	684	163	521
Column %	60%	**44%**	**72%**	**48%**	60%	**57%**	**63%**	63%	60%	56%	62%
Row %	100%	**28%**	**68%**	**4%**	100%	**47%**	**41%**	12%	100%	24%	76%
			AC				D				
Joe Biden											
Count	348	**199**	**124**	**25**	348	179	132	37	348	**118**	**230**
Column %	31%	**47%**	**19%**	**43%**	31%	31%	30%	29%	31%	**40%**	**27%**
Row %	100%	**57%**	**36%**	**7%**	100%	51%	38%	11%	100%	**34%**	**66%**
		B		B							H
Not Sure or Undecided											
Count	107	40	61	6	107	**67**	**29**	11	107	**11**	**96**
Column %	9%	9%	9%	9%	9%	**12%**	**7%**	9%	9%	**4%**	**11%**
Row %	100%	38%	57%	5%	100%	**62%**	**27%**	10%	100%	**11%**	**89%**
						E					G

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: ABCDEGH**

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? *

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Donald Trump											
Count	684	**189**	**467**	**28**	684	**324**	**279**	81	684	163	521
Column %	57%	**42%**	**68%**	**41%**	57%	**54%**	**61%**	58%	57%	54%	58%
Row %	100%	**28%**	**68%**	**4%**	100%	**47%**	**41%**	12%	100%	24%	76%
				AC			D				
Joe Biden											
Count	348	**199**	**124**	**25**	348	179	132	37	348	**118**	**230**
Column %	29%	**45%**	**18%**	**37%**	29%	30%	29%	26%	29%	**39%**	**26%**
Row %	100%	**57%**	**36%**	**7%**	100%	51%	38%	11%	100%	**34%**	**66%**
		B		B						H	
I'm not sure											
Count	107	40	61	6	107	**67**	**29**	11	107	**11**	**96**
Column %	9%	9%	9%	8%	9%	**11%**	**6%**	8%	9%	**4%**	**11%**
Row %	100%	38%	57%	5%	100%	**62%**	**27%**	10%	100%	**11%**	**89%**
						E					G
I wouldn't vote											
Count	58	**16**	**32**	**10**	58	32	**14**	**12**	58	10	48
Column %	5%	**4%**	**5%**	**14%**	5%	5%	**3%**	**8%**	5%	3%	5%
Row %	100%	**28%**	**56%**	**17%**	100%	55%	**24%**	**21%**	100%	17%	83%
				AB				E			

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▮ **Significant difference within groups: ABCDEGH**

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?
*

	Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Donald Trump, the Republican candidate											
Count	569	**150**	**397**	**22**	569	**260**	**233**	**76**	569	137	433
Column %	48%	**34%**	**58%**	**33%**	48%	**43%**	**51%**	**54%**	48%	45%	48%
Row %	100%	**26%**	**70%**	**4%**	100%	**46%**	**41%**	**13%**	100%	24%	76%
			AC				D	D			
Joe Biden, the Democratic candidate											
Count	293	**170**	**102**	**22**	293	136	121	36	293	**94**	**199**
Column %	25%	**38%**	**15%**	**32%**	25%	23%	27%	26%	25%	**31%**	**22%**
Row %	100%	**58%**	**35%**	**7%**	100%	47%	41%	12%	100%	**32%**	**68%**
		B		B							H
Robert F. Kennedy Jr., the Independent candidate											
Count	192	82	101	9	192	**109**	**74**	**10**	192	53	139
Column %	16%	18%	15%	14%	16%	**18%**	**16%**	**7%**	16%	18%	16%
Row %	100%	42%	53%	5%	100%	**57%**	**38%**	**5%**	100%	28%	72%
						F	F				
I'm not sure											
Count	121	42	71	8	121	**85**	**24**	12	121	**15**	**106**
Column %	10%	9%	10%	12%	10%	**14%**	**5%**	8%	10%	**5%**	**12%**
Row %	100%	34%	59%	7%	100%	**70%**	**20%**	10%	100%	**13%**	**87%**
						E					G
I wouldn't vote											
Count	21	**1**	**13**	**7**	21	**11**	**2**	**8**	21	3	17
Column %	2%	**0%**	**2%**	**10%**	2%	**2%**	**0%**	**5%**	2%	1%	2%
Row %	100%	**4%**	**64%**	**32%**	100%	**54%**	**10%**	**36%**	100%	16%	84%
			A	AB		E		DE			

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%

Presidential Ballot (Trump, Biden, Kennedy) *

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	**Yes, I'm a fan** **A**	**No, I'm not a fan** **B**	**I am not sure** **C**	**Total**	**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**	**Total**	**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
Sample Size	1,176	443	671	62	1,176	591	452	133	1,176	300	877
Donald Trump, the Republican candidate											
Count	569	**150**	**397**	**22**	569	**260**	**233**	**76**	569	137	433
Column %	48%	**34%**	**59%**	**36%**	48%	**44%**	**52%**	**57%**	48%	46%	49%
Row %	100%	**26%**	**70%** **AC**	**4%**	100%	**46%**	**41%** **D**	**13%** **D**	100%	24%	76%
Joe Biden, the Democratic candidate											
Count	293	**170**	**102**	**22**	293	136	121	36	293	**94**	**199**
Column %	25%	**38%**	**15%**	**35%**	25%	23%	27%	27%	25%	**32%**	**23%**
Row %	100%	**58%** **B**	**35%**	**7%** **B**	100%	47%	41%	12%	100%	**32%**	**68%** **H**
Robert F. Kennedy Jr., the Independent candidate											
Count	192	82	101	9	192	**109**	**74**	**10**	192	53	139
Column %	16%	18%	15%	15%	16%	**18%**	**16%**	**7%**	16%	18%	16%
Row %	100%	42%	53%	5%	100%	**57%** **F**	**38%** **F**	**5%**	100%	28%	72%
Not Sure or Undecided											
Count	121	42	71	8	121	**85**	**24**	12	121	**15**	**106**
Column %	10%	9%	11%	13%	10%	**14%**	**5%**	9%	10%	**5%**	**12%**
Row %	100%	34%	59%	7%	100%	**70%** **E**	**20%**	10%	100%	**13%**	**87%** **G**

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%

Are you a Taylor Swift fan?
*

		Are you a Taylor Swift fan?			Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Yes, I'm a fan Count Column % Row %	444 37% 100%	**444 100% 100% BC**	**0 0% 0%**	**0 0% 0%**	444 37% 100%	**202 33% 45%**	**203 45% 46% DF**	**40 28% 9%**	444 37% 100%	**170 56% 38% H**	**274 31% 62%**
No, I'm not a fan Count Column % Row %	685 57% 100%	**0 0% 0%**	**685 100% 100% AC**	**0 0% 0%**	685 57% 100%	**368 61% 54% E**	**231 51% 34%**	**86 61% 13% E**	685 57% 100%	**112 37% 16%**	**572 64% 84% G**
I am not sure Count Column % Row %	68 6% 100%	**0 0% 0%**	**0 0% 0%**	**68 100% 100% AB**	68 6% 100%	**32 5% 48%**	**20 4% 30%**	**15 11% 22% DE**	68 6% 100%	20 7% 30%	48 5% 70%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: ABCDEFGH

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) *

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	444	444	-	-	444	202	203	40	444	170	274
It would make me more likely to vote for the candidate she endorses											
Count	54	54	-	-	54	**11**	**44**	**0**	54	**30**	**24**
Column %	12%	12%	-	-	12%	**5%**	**21%**	**0%**	12%	**18%**	**9%**
Row %	100%	100%	-	-	100%	**20%**	**80%** DF	**0%**	100%	**56%** H	**44%**
It would make me less likely to vote for the candidate she endorses											
Count	24	24	-	-	24	12	12	0	24	**17**	**6**
Column %	5%	5%	-	-	5%	6%	6%	0%	5%	**10%**	**2%**
Row %	100%	100%	-	-	100%	50%	50%	0%	100%	**74%** H	**26%**
It would not influence my decision											
Count	358	358	-	-	358	**179**	**144**	**35**	358	**118**	**240**
Column %	81%	81%	-	-	81%	**89%**	**71%**	**88%**	81%	**69%**	**88%**
Row %	100%	100%	-	-	100%	**50%** E	**40%**	**10%** E	100%	**33%**	**67%** G
I am not sure											
Count	8	8	-	-	8	**0**	**4**	**5**	8	5	3
Column %	2%	2%	-	-	2%	**0%**	**2%**	**11%**	2%	3%	1%
Row %	100%	100%	-	-	100%	**0%**	**44%**	**56%** DE	100%	58%	42%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇ **Significant difference within groups: DEFGH**

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

Do you participate in sports betting?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	**Yes, I'm a fan** **A**	**No, I'm not a fan** **B**	**I am not sure** **C**	**Total**	**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**	**Total**	**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Yes											
Count	303	**170**	**112**	**20**	303	**128**	**147**	**27**	303	**303**	**0**
Column %	25%	**38%**	**16%**	**30%**	25%	**21%**	**32%**	**19%**	25%	**100%**	**0%**
Row %	100%	**56%** **B**	**37%**	**7%** **B**	100%	**42%**	**49%** **DF**	**9%**	100%	**100%**	**0%** **H**
Total No											
Count	884	**271**	**568**	**45**	884	**468**	**303**	**112**	884	**0**	**884**
Column %	74%	**61%**	**83%**	**66%**	74%	**78%**	**67%**	**80%**	74%	**0%**	**99%**
Row %	100%	**31%**	**64%** **AC**	**5%**	100%	**53%** **E**	**34%**	**13%** **E**	100%	**0%**	**100%** **G**
Yes, regularly											
Count	102	**69**	**30**	**3**	102	**56**	**44**	**2**	102	**102**	**0**
Column %	9%	**15%**	**4%**	**5%**	9%	**9%**	**10%**	**1%**	9%	**34%**	**0%**
Row %	100%	**67%** **BC**	**29%**	**3%**	100%	**55%** **F**	**43%** **F**	**2%**	100%	**100%**	**0%** **H**
Yes, occasionally											
Count	201	**101**	**83**	**17**	201	**72**	**104**	25	201	**201**	**0**
Column %	17%	**23%**	**12%**	**25%**	17%	**12%**	**23%**	18%	17%	**66%**	**0%**
Row %	100%	**50%** **B**	**41%**	**9%** **B**	100%	**36%**	**52%** **D**	13%	100%	**100%**	**0%** **H**
No, but I used to											
Count	106	**27**	**71**	8	106	**68**	**34**	**3**	106	**0**	**106**
Column %	9%	**6%**	**10%**	11%	9%	**11%**	**8%**	**2%**	9%	**0%**	**12%**
Row %	100%	**26%**	**67%** **A**	7%	100%	**65%** **EF**	**33%** **F**	**3%**	100%	**0%**	**100%** **G**
No, I have never participated											
Count	778	**244**	**497**	**37**	778	**400**	**269**	**110**	778	**0**	**778**
Column %	65%	**55%**	**73%**	**55%**	65%	**66%**	**59%**	**78%**	65%	**0%**	**87%**
Row %	100%	**31%**	**64%** **AC**	**5%**	100%	**51%** **E**	**35%**	**14%** **DE**	100%	**0%**	**100%** **G**
I am not sure											
Count	10	**3**	**4**	**3**	10	5	4	1	10	0	10
Column %	1%	**1%**	**1%**	**4%**	1%	1%	1%	1%	1%	0%	1%
Row %	100%	**29%**	**42%**	**29%** **AB**	100%	52%	37%	11%	100%	0%	100%

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%

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

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Support											
Count	499	**227**	**247**	**25**	499	**259**	**205**	**35**	499	**258**	**241**
Column %	42%	**51%**	**36%**	**36%**	42%	**43%**	**45%**	**25%**	42%	**85%**	**27%**
Row %	100%	**46%** BC	**49%**	**5%**	100%	**52%** F	**41%** F	**7%**	100%	**52%** H	**48%**
Total Oppose											
Count	225	**61**	**153**	11	225	115	91	19	225	**7**	**218**
Column %	19%	**14%**	**22%**	16%	19%	19%	20%	14%	19%	**2%**	**24%**
Row %	100%	**27%**	**68%** A	5%	100%	51%	40%	9%	100%	**3%**	**97%** G
I fully support it and believe it should be legal											
Count	297	**140**	**137**	19	297	**157**	**121**	**19**	297	**180**	**117**
Column %	25%	**32%**	**20%**	28%	25%	**26%**	**27%**	**13%**	25%	**60%**	**13%**
Row %	100%	**47%** B	**46%**	7%	100%	**53%** F	**41%** F	**6%**	100%	**61%** H	**39%**
I somewhat support it but believe there should be strict regulations											
Count	202	**87**	109	**6**	202	102	**84**	**16**	202	**78**	**124**
Column %	17%	**20%**	16%	**8%**	17%	17%	**18%**	**11%**	17%	**26%**	**14%**
Row %	100%	**43%** C	54%	**3%**	100%	51%	**41%** F	**8%**	100%	**38%** H	**62%**
I am neutral or have mixed feelings about it											
Count	341	**111**	205	**25**	341	**163**	**120**	**58**	341	**36**	**304**
Column %	28%	**25%**	30%	**37%**	28%	**27%**	**26%**	**41%**	28%	**12%**	**34%**
Row %	100%	**33%**	60%	**7%** A	100%	**48%**	**35%**	**17%** DE	100%	**11%**	**89%** G
I somewhat oppose it and think it should be limited											
Count	105	40	63	3	105	58	41	6	105	**7**	**99**
Column %	9%	9%	9%	5%	9%	10%	9%	5%	9%	**2%**	**11%**
Row %	100%	38%	59%	3%	100%	55%	39%	6%	100%	**6%**	**94%** G

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: ABCDEFGH**

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

	Total	**Are you a Taylor Swift fan?**			Total	**Satisfaction With K-12 Education In Tennessee**			Total	**Currently Participates In Sports Betting**	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
I am firmly against it and believe it should be illegal											
Count	120	**21**	**91**	**8**	120	57	50	13	120	**0**	**120**
Column %	10%	**5%**	**13%**	**12%**	10%	9%	11%	9%	10%	**0%**	**13%**
Row %	100%	**18%**	**76%**	**7%**	100%	47%	42%	11%	100%	**0%**	**100%**
			A	A							G
I am not sure											
Count	133	45	80	7	133	**65**	**38**	**29**	133	**2**	**130**
Column %	11%	10%	12%	11%	11%	**11%**	**8%**	**21%**	11%	**1%**	**15%**
Row %	100%	34%	60%	6%	100%	**49%**	**29%**	**22%**	100%	**2%**	**98%**
								DE			G

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: ABCDEFGH

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? *

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Total Support											
Count	351	**189**	**148**	**15**	351	**153**	**160**	38	351	**151**	**200**
Column %	29%	**43%**	**22%**	**22%**	29%	**25%**	**35%**	27%	29%	**50%**	**22%**
Row %	100%	**54%**	**42%**	**4%**	100%	**44%**	**46%**	11%	100%	**43%**	**57%**
		BC					D			H	
Total Oppose											
Count	434	**121**	**286**	**27**	434	**243**	**152**	**40**	434	**91**	**343**
Column %	36%	**27%**	**42%**	**39%**	36%	**40%**	**33%**	**28%**	36%	**30%**	**38%**
Row %	100%	**28%**	**66%**	**6%**	100%	**56%**	**35%**	**9%**	100%	**21%**	**79%**
			A	A		EF					G
Strongly support											
Count	136	**97**	**35**	**3**	136	61	63	12	136	**80**	**56**
Column %	11%	**22%**	**5%**	**5%**	11%	10%	14%	9%	11%	**26%**	**6%**
Row %	100%	**72%**	**26%**	**2%**	100%	45%	46%	9%	100%	**59%**	**41%**
		BC								H	
Somewhat support											
Count	216	92	113	11	216	**93**	**97**	25	216	**71**	**144**
Column %	18%	21%	16%	17%	18%	**15%**	**21%**	18%	18%	**24%**	**16%**
Row %	100%	42%	52%	5%	100%	**43%**	**45%**	12%	100%	**33%**	**67%**
						D				H	
Somewhat oppose											
Count	199	**57**	**128**	14	199	**119**	**68**	**11**	199	46	153
Column %	17%	**13%**	**19%**	20%	17%	**20%**	**15%**	**8%**	17%	15%	17%
Row %	100%	**29%**	**64%**	7%	100%	**60%**	**34%**	**6%**	100%	23%	77%
			A			EF	F				
Strongly oppose											
Count	235	**65**	**158**	13	235	123	83	29	235	**46**	**190**
Column %	20%	**15%**	**23%**	19%	20%	20%	18%	21%	20%	**15%**	**21%**
Row %	100%	**27%**	**67%**	5%	100%	52%	35%	12%	100%	**19%**	**81%**
			A								G
I am not sure											
Count	412	**134**	**251**	27	412	**206**	**142**	**63**	412	**61**	**351**
Column %	34%	**30%**	**37%**	39%	34%	**34%**	**31%**	**45%**	34%	**20%**	**39%**
Row %	100%	**33%**	**61%**	7%	100%	**50%**	**35%**	**15%**	100%	**15%**	**85%**
			A					DE			G

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%

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

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Yes, it should be entirely up to the individual											
Count	610	**210**	**377**	**22**	610	**315**	**244**	**51**	610	168	442
Column %	51%	**47%**	**55%**	**33%**	51%	**52%**	**54%**	**36%**	51%	55%	49%
Row %	100%	**34%**	**62%**	**4%**	100%	**52%**	**40%**	**8%**	100%	28%	72%
		C	AC			F	F				
No, the government should ensure workers' protections											
Count	131	**66**	**59**	6	131	61	58	12	131	**54**	**77**
Column %	11%	**15%**	**9%**	8%	11%	10%	13%	9%	11%	**18%**	**9%**
Row %	100%	**51%**	**45%**	4%	100%	46%	44%	9%	100%	**41%**	**59%**
		B									H
There should be guidelines but with significant flexibility											
Count	316	119	173	24	316	160	**110**	**46**	316	69	247
Column %	26%	27%	25%	35%	26%	27%	**24%**	**33%**	26%	23%	28%
Row %	100%	38%	55%	8%	100%	51%	**35%**	**15%**	100%	22%	78%
							E				
I am not sure											
Count	140	**49**	**75**	**16**	140	**67**	**42**	**31**	140	**12**	**128**
Column %	12%	**11%**	**11%**	**24%**	12%	**11%**	**9%**	**22%**	12%	**4%**	**14%**
Row %	100%	**35%**	**54%**	**11%**	100%	**48%**	**30%**	**22%**	100%	**9%**	**91%**
				AB				DE			G

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. *

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan A	No, I'm not a fan B	I am not sure C		Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F		Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
I strongly prefer capitalism as it promotes individual freedom and economic growth											
Count	489	**127**	**334**	**29**	489	264	175	50	489	**72**	**417**
Column %	41%	**28%**	**49%**	**43%**	41%	44%	39%	35%	41%	**24%**	**47%**
Row %	100%	**26%**	**68%**	**6%**	100%	54%	36%	10%	100%	**15%**	**85%**
			A	A							G
I somewhat prefer capitalism, but I believe there should be more regulations and social safety nets											
Count	201	81	106	15	201	**74**	**117**	**10**	201	**86**	**115**
Column %	17%	18%	15%	21%	17%	**12%**	**26%**	**7%**	17%	**28%**	**13%**
Row %	100%	40%	52%	7%	100%	**37%**	**58%**	**5%**	100%	**43%**	**57%**
							DF				H
I have mixed feelings, seeing both benefits and drawbacks to capitalism and socialism											
Count	217	**118**	**91**	**8**	217	**135**	**65**	**16**	217	**84**	**132**
Column %	18%	**26%**	**13%**	**12%**	18%	**22%**	**14%**	**11%**	18%	**28%**	**15%**
Row %	100%	**54%**	**42%**	**4%**	100%	**62%**	**30%**	**7%**	100%	**39%**	**61%**
			BC				EF				H
I somewhat prefer socialism, as it aims for a more equitable distribution of wealth, though I recognize potential challenges											
Count	64	30	30	4	64	**47**	**9**	**7**	64	14	49
Column %	5%	7%	4%	6%	5%	**8%**	**2%**	**5%**	5%	5%	6%
Row %	100%	47%	47%	6%	100%	**74%**	**14%**	**12%**	100%	23%	77%
						E		E			
I strongly prefer socialism because it seeks to ensure equality and social welfare for all											
Count	47	**32**	**15**	**1**	47	**13**	**33**	**2**	47	**19**	**28**
Column %	4%	**7%**	**2%**	**1%**	4%	**2%**	**7%**	**2%**	4%	**6%**	**3%**
Row %	100%	**67%**	**32%**	**1%**	100%	**27%**	**69%**	**5%**	100%	**41%**	**59%**
			BC				DF				H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: ABCDEFGH**

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. *

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	**Yes, I'm a fan** **A**	**No, I'm not a fan** **B**	**I am not sure** **C**	**Total**	**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**	**Total**	**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
I am not sure											
Count	179	57	110	12	179	**69**	**55**	**56**	179	**27**	**152**
Column %	15%	13%	16%	18%	15%	**11%**	**12%**	**40%**	15%	**9%**	**17%**
Row %	100%	32%	61%	7%	100%	**38%**	**31%**	**31%**	100%	**15%**	**85%**
								DE			**G**

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

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Democrat											
Count	311	**170**	**123**	18	311	156	122	33	311	**103**	**208**
Column %	26%	**38%**	**18%**	27%	26%	26%	27%	24%	26%	**34%**	**23%**
Row %	100%	**55%** B	**40%**	6%	100%	50%	39%	11%	100%	**33%** H	**67%**
Independent											
Count	347	**108**	**214**	**25**	347	187	118	42	347	**70**	**277**
Column %	29%	**24%**	**31%**	**37%**	29%	31%	26%	30%	29%	**23%**	**31%**
Row %	100%	**31%**	**62%** A	**7%** A	100%	54%	34%	12%	100%	**20%**	**80%** G
Republican											
Count	491	**146**	**322**	**22**	491	**222**	**210**	59	491	121	370
Column %	41%	**33%**	**47%**	**33%**	41%	**37%**	**46%**	42%	41%	40%	41%
Row %	100%	**30%**	**66%** AC	**5%**	100%	**45%**	**43%** D	12%	100%	25%	75%
Something else:											
Count	48	20	25	2	48	**37**	**4**	**6**	48	9	39
Column %	4%	5%	4%	3%	4%	**6%**	**1%**	**5%**	4%	3%	4%
Row %	100%	42%	53%	5%	100%	**78%** E	**9%**	**14%** E	100%	18%	82%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨ **Significant difference within groups: ABCDEGH**

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

Would you call yourself a...
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	491	146	322	22	491	222	210	59	491	121	370
Strong Republican											
Count	338	**89**	**234**	15	338	**141**	**153**	44	338	79	259
Column %	69%	**61%**	**72%**	67%	69%	**64%**	**73%**	75%	69%	65%	70%
Row %	100%	**26%**	**69%**	4%	100%	**42%**	**45%**	13%	100%	23%	77%
			A				D				
Not a Very Strong Republican											
Count	153	**56**	**89**	7	153	**80**	**58**	15	153	42	111
Column %	31%	**39%**	**28%**	33%	31%	**36%**	**27%**	25%	31%	35%	30%
Row %	100%	**37%**	**58%**	5%	100%	**53%**	**38%**	10%	100%	27%	73%
		B				E					

* Denotes variable with statistically significant findings

Significant difference within groups: ABDE

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

Would you call yourself a...
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	311	170	123	18	311	156	122	33	311	103	208
Strong Democrat											
Count	199	**134**	**50**	**15**	199	98	79	22	199	**86**	**112**
Column %	64%	**79%**	**40%**	**82%**	64%	63%	65%	66%	64%	**84%**	**54%**
Row %	100%	**68%**	**25%**	**8%**	100%	49%	40%	11%	100%	**43%**	**57%**
			B	B							H
Not a Very Strong Democrat											
Count	112	**35**	**74**	**3**	112	58	43	11	112	**17**	**96**
Column %	36%	**21%**	**60%**	**18%**	36%	37%	35%	34%	36%	**16%**	**46%**
Row %	100%	**32%**	**66%**	**3%**	100%	52%	38%	10%	100%	**15%**	**85%**
			AC								G

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCGH

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

Do you think of yourself as...
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	**Yes, I'm a fan** **A**	**No, I'm not a fan** **B**	**I am not sure** **C**	**Total**	**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**	**Total**	**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
Sample Size	395	129	239	27	395	224	122	49	395	79	316
Closer to the Republican Party											
Count	137	39	91	6	137	83	38	15	137	22	115
Column %	35%	30%	38%	23%	35%	37%	31%	31%	35%	28%	36%
Row %	100%	29%	67%	5%	100%	61%	28%	11%	100%	16%	84%
Closer to the Democratic Party											
Count	89	32	53	4	89	48	32	10	89	**24**	**65**
Column %	23%	25%	22%	16%	23%	21%	26%	19%	23%	**31%**	**21%**
Row %	100%	35%	60%	5%	100%	54%	36%	11%	100%	**27%**	**73%**
											H
Strictly an Independent											
Count	169	58	**94**	**17**	169	93	52	24	169	33	137
Column %	43%	45%	**39%**	**61%**	43%	42%	42%	50%	43%	41%	43%
Row %	100%	34%	**56%**	**10%**	100%	55%	31%	14%	100%	19%	81%
				B							

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: BH**

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...
*

	Total	Are you a Taylor Swift fan?			Total	Satisfaction With K-12 Education In Tennessee			Total	Currently Participates In Sports Betting	
		Yes, I'm a fan **A**	No, I'm not a fan **B**	I am not sure **C**		Very or Somewhat Dissatisfied **D**	Very or Somewhat Satisfied **E**	Not Sure **F**		Yes, Regularly or Occasionally **G**	No or Not Sure **H**
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Very liberal											
Count	64	**37**	**26**	**1**	64	34	24	6	64	17	48
Column %	5%	**8%**	**4%**	**1%**	5%	6%	5%	4%	5%	5%	5%
Row %	100%	**58%** **BC**	**41%**	**1%**	100%	53%	38%	9%	100%	26%	74%
Somewhat liberal											
Count	186	**108**	**65**	**13**	186	107	61	18	186	**73**	**113**
Column %	16%	**24%**	**10%**	**19%**	16%	18%	13%	13%	16%	**24%**	**13%**
Row %	100%	**58%** **B**	**35%**	**7%** **B**	100%	57%	33%	10%	100%	**39%** **H**	**61%**
Moderate											
Count	375	**174**	**188**	**13**	375	186	142	47	375	**117**	**258**
Column %	31%	**39%**	**27%**	**19%**	31%	31%	31%	33%	31%	**38%**	**29%**
Row %	100%	**46%** **BC**	**50%**	**4%**	100%	50%	38%	12%	100%	**31%** **H**	**69%**
Somewhat conservative											
Count	276	**73**	**175**	**27**	276	126	116	34	276	**55**	**221**
Column %	23%	**17%**	**26%**	**40%**	23%	21%	26%	24%	23%	**18%**	**25%**
Row %	100%	**27%**	**63%** **A**	**10%** **AB**	100%	46%	42%	12%	100%	**20%**	**80%** **G**
Very conservative											
Count	239	**44**	**188**	**7**	239	120	96	23	239	**39**	**201**
Column %	20%	**10%**	**28%**	**10%**	20%	20%	21%	16%	20%	**13%**	**22%**
Row %	100%	**18%**	**79%** **AC**	**3%**	100%	50%	40%	10%	100%	**16%**	**84%** **G**
Not Sure											
Count	57	**8**	**42**	**7**	57	30	**14**	**13**	57	**3**	**54**
Column %	5%	**2%**	**6%**	**10%**	5%	5%	**3%**	**9%**	5%	**1%**	**6%**
Row %	100%	**13%**	**74%** **A**	**12%** **A**	100%	53%	**24%**	**22%** **E**	100%	**6%**	**94%** **G**

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▓ **Significant difference within groups: ABCEGH**

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

What is your age?
*

	Are you a Taylor Swift fan?				**Satisfaction With K-12 Education In Tennessee**				**Currently Participates In Sports Betting**		
	Total	**Yes, I'm a fan A**	**No, I'm not a fan B**	**I am not sure C**	**Total**	**Very or Somewhat Dissatisfied D**	**Very or Somewhat Satisfied E**	**Not Sure F**	**Total**	**Yes, Regularly or Occasionally G**	**No or Not Sure H**
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
18 to 24											
Count	96	30	63	3	96	**39**	**51**	**6**	96	**38**	**58**
Column %	8%	7%	9%	5%	8%	**6%**	**11%**	**4%**	8%	**12%**	**6%**
Row %	100%	31%	66%	3%	100%	**41%**	**53%**	**6%**	100%	**39%**	**61%**
							DF				**H**
25 to 34											
Count	192	**102**	**84**	**5**	192	**123**	**56**	**13**	192	**88**	**104**
Column %	16%	**23%**	**12%**	**7%**	16%	**20%**	**12%**	**9%**	16%	**29%**	**12%**
Row %	100%	**53%**	**44%**	**3%**	100%	**64%**	**29%**	**7%**	100%	**46%**	**54%**
		BC				**EF**				**H**	
35 to 44											
Count	192	**82**	**105**	**4**	192	**101**	**78**	**13**	192	**72**	**120**
Column %	16%	**19%**	**15%**	**6%**	16%	**17%**	**17%**	**9%**	16%	**24%**	**13%**
Row %	100%	**43%**	**55%**	**2%**	100%	**53%**	**41%**	**7%**	100%	**37%**	**63%**
		C	**C**			**F**	**F**				**H**
45 to 54											
Count	192	**59**	**114**	**18**	192	95	69	27	192	39	153
Column %	16%	**13%**	**17%**	**27%**	16%	16%	15%	19%	16%	13%	17%
Row %	100%	**31%**	**60%**	**10%**	100%	50%	36%	14%	100%	20%	80%
				AB							
55 to 64											
Count	204	**92**	**100**	12	204	**94**	**73**	**36**	204	49	154
Column %	17%	**21%**	**15%**	18%	17%	**16%**	**16%**	**26%**	17%	16%	17%
Row %	100%	**45%**	**49%**	6%	100%	**46%**	**36%**	**18%**	100%	24%	76%
		B						**DE**			
65+											
Count	323	**80**	**218**	**25**	323	150	127	46	323	**18**	**305**
Column %	27%	**18%**	**32%**	**37%**	27%	25%	28%	33%	27%	**6%**	**34%**
Row %	100%	**25%**	**68%**	**8%**	100%	46%	39%	14%	100%	**6%**	**94%**
			A	**A**							**G**

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 are you?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Male Count Column % Row %	545 46% 100%	**189** **42%** **35%**	317 46% 58%	**39** **58%** **7%** A	545 46% 100%	**254** **42%** **47%**	**239** **53%** **44%** DF	**52** **37%** **9%**	545 46% 100%	**206** **68%** **38%** H	**339** **38%** **62%**
Female Count Column % Row %	646 54% 100%	**251** **57%** **39%** C	**368** **54%** **57%** C	**27** **40%** **4%**	646 54% 100%	**344** **57%** **53%** E	**213** **47%** **33%**	**89** **63%** **14%** E	646 54% 100%	**97** **32%** **15%**	**550** **61%** **85%** G
Other/Non-binary Count Column % Row %	6 0% 100%	**5** **1%** **76%** B	**0** **0%** **2%**	1 2% 22%	6 0% 100%	4 1% 62%	2 1% 38%	0 0% 0%	6 0% 100%	0 0% 0%	6 1% 100%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: ABCDEFGH**

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

	Total	**Yes, I'm a fan** **A**	**No, I'm not a fan** **B**	**I am not sure** **C**	**Total**	**Very or Somewhat Dissatisfied** **D**	**Very or Somewhat Satisfied** **E**	**Not Sure** **F**	**Total**	**Yes, Regularly or Occasionally** **G**	**No or Not Sure** **H**
		Are you a Taylor Swift fan?				**Satisfaction With K-12 Education In Tennessee**				**Currently Participates In Sports Betting**	
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
None Count Column % Row %	871 73% 100%	**299** **67%** **34%**	**521** **76%** **60%** **A**	52 76% 6%	871 73% 100%	449 75% 51%	315 69% 36%	107 76% 12%	871 73% 100%	**172** **57%** **20%**	**699** **78%** **80%** **G**
1 to 2 Count Column % Row %	288 24% 100%	**128** **29%** **44%** **B**	**147** **21%** **51%**	13 19% 5%	288 24% 100%	**129** **21%** **45%**	**125** **28%** **44%** **D**	33 24% 12%	288 24% 100%	**111** **37%** **38%** **H**	**178** **20%** **62%**
3 or more Count Column % Row %	38 3% 100%	18 4% 47%	16 2% 44%	3 5% 9%	38 3% 100%	**24** **4%** **64%** **F**	**14** **3%** **36%** **F**	**0** **0%** **0%**	38 3% 100%	**20** **7%** **54%** **H**	**17** **2%** **46%**

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▨　**Significant difference within groups: ABDFGH**

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

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

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
White, Non-Hispanic											
Count	1,030	386	588	55	1,030	**493**	**409**	**127**	1,030	260	770
Column %	86%	87%	86%	81%	86%	**82%**	**90%**	**90%**	86%	86%	86%
Row %	100%	37%	57%	5%	100%	**48%**	**40%**	**12%**	100%	25%	75%
							D	D			
Black or African American											
Count	132	47	80	5	132	**90**	**34**	**8**	132	35	97
Column %	11%	11%	12%	7%	11%	**15%**	**8%**	**6%**	11%	12%	11%
Row %	100%	36%	61%	3%	100%	**68%**	**26%**	**6%**	100%	26%	74%
						EF					
Asian											
Count	6	2	4	0	6	3	3	0	6	3	3
Column %	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%
Row %	100%	39%	61%	0%	100%	52%	48%	0%	100%	50%	50%
Hispanic											
Count	13	7	4	2	13	7	5	1	13	4	10
Column %	1%	2%	1%	4%	1%	1%	1%	1%	1%	1%	1%
Row %	100%	53%	28%	18%	100%	52%	40%	9%	100%	27%	73%
Other											
Count	2	1	2	0	2	1	1	0	2	1	1
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Row %	100%	28%	69%	3%	100%	29%	57%	14%	100%	44%	56%
Prefer not to say											
Count	13	**1**	**7**	**6**	13	8	**1**	**4**	13	**0**	**13**
Column %	1%	**0%**	**1%**	**8%**	1%	1%	**0%**	**3%**	1%	**0%**	**1%**
Row %	100%	**5%**	**52%**	**43%**	100%	59%	**11%**	**31%**	100%	**3%**	**97%**
				AB				E			G

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

    Significant difference within groups: ABDEFG

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?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
< $15,000											
Count	75	**24**	43	**8**	75	**33**	**25**	**17**	75	**10**	66
Column %	6%	**5%**	6%	**12%**	6%	**5%**	**6%**	**12%**	6%	**3%**	7%
Row %	100%	**32%**	57%	**11%**	100%	**44%**	**34%**	**23%**	100%	**13%**	87%
				A				DE			G
$15,000-$24,999											
Count	56	25	29	3	56	34	18	4	56	10	46
Column %	5%	6%	4%	5%	5%	6%	4%	3%	5%	3%	5%
Row %	100%	44%	51%	5%	100%	60%	32%	8%	100%	18%	82%
$25,000-$34,999											
Count	83	22	54	7	83	46	26	10	83	16	67
Column %	7%	5%	8%	10%	7%	8%	6%	7%	7%	5%	7%
Row %	100%	26%	65%	8%	100%	56%	31%	13%	100%	19%	81%
$35,000-$49,999											
Count	159	**54**	**104**	**2**	159	83	59	17	159	**29**	**130**
Column %	13%	**12%**	**15%**	**3%**	13%	14%	13%	12%	13%	**10%**	**15%**
Row %	100%	**34%**	**65%**	**1%**	100%	52%	37%	11%	100%	**18%**	**82%**
		C	C								G
$50,000-$74,999											
Count	225	79	139	7	225	111	82	32	225	**45**	**180**
Column %	19%	18%	20%	11%	19%	18%	18%	22%	19%	**15%**	**20%**
Row %	100%	35%	62%	3%	100%	49%	37%	14%	100%	**20%**	**80%**
											G
$75,000-$99,999											
Count	198	71	119	8	198	**124**	**65**	**9**	198	**67**	**130**
Column %	16%	16%	17%	11%	16%	**21%**	**14%**	**6%**	16%	**22%**	**15%**
Row %	100%	36%	60%	4%	100%	**63%**	**33%**	**5%**	100%	**34%**	**66%**
						EF	F				H
$100,000-$124,999											
Count	139	**39**	**88**	**12**	139	**50**	**72**	17	139	**47**	**92**
Column %	12%	**9%**	**13%**	**17%**	12%	**8%**	**16%**	12%	12%	**16%**	**10%**
Row %	100%	**28%**	**63%**	**8%**	100%	**36%**	**52%**	12%	100%	**34%**	**66%**
		A	A			D					H

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: ABCDEFGH**

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

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
$125,000-$149,999											
Count	92	56	33	3	92	38	40	15	92	42	50
Column %	8%	13%	5%	5%	8%	6%	9%	10%	8%	14%	6%
Row %	100%	61%	36%	3%	100%	41%	43%	16%	100%	45%	55%
		B									H
$150,000-$199,999											
Count	63	20	34	9	63	38	18	8	63	15	48
Column %	5%	5%	5%	14%	5%	6%	4%	6%	5%	5%	5%
Row %	100%	32%	54%	15%	100%	59%	28%	13%	100%	24%	76%
				AB							
$200,000 and over											
Count	83	51	26	5	83	34	43	6	83	22	61
Column %	7%	12%	4%	8%	7%	6%	9%	4%	7%	7%	7%
Row %	100%	62%	31%	7%	100%	42%	52%	7%	100%	26%	74%
		B					DF				
Not sure											
Count	24	3	17	3	24	12	7	5	24	0	24
Column %	2%	1%	3%	5%	2%	2%	1%	4%	2%	0%	3%
Row %	100%	14%	72%	14%	100%	50%	28%	22%	100%	0%	100%
			A	A							G

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 best describes your current education level?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Some high school or less											
Count	180	80	92	7	180	124	40	16	180	61	119
Column %	15%	18%	13%	11%	15%	21%	9%	11%	15%	20%	13%
Row %	100%	44% B	51%	4%	100%	69% EF	22%	9%	100%	34% H	66%
High school graduate											
Count	482	179	288	14	482	176	232	73	482	116	366
Column %	40%	40%	42%	21%	40%	29%	51%	52%	40%	38%	41%
Row %	100%	37% C	60% C	3%	100%	37%	48% D	15% D	100%	24%	76%
Associate's degree (Two-year post-secondary degree)											
Count	96	21	70	5	96	59	27	10	96	19	77
Column %	8%	5%	10%	7%	8%	10%	6%	7%	8%	6%	9%
Row %	100%	22%	73% A	5%	100%	62% E	28%	10%	100%	19%	81%
Some college but no degree											
Count	84	23	52	9	84	41	26	17	84	15	69
Column %	7%	5%	8%	14%	7%	7%	6%	12%	7%	5%	8%
Row %	100%	27%	62%	11% A	100%	49%	31%	20% DE	100%	18%	82%
Bachelor's degree											
Count	239	86	127	26	239	155	63	22	239	59	181
Column %	20%	19%	19%	38%	20%	26%	14%	15%	20%	19%	20%
Row %	100%	36%	53%	11% AB	100%	65% EF	26%	9%	100%	24%	76%
Master's or professional degree											
Count	96	47	44	5	96	40	55	1	96	30	65
Column %	8%	11%	6%	7%	8%	7%	12%	1%	8%	10%	7%
Row %	100%	49% B	46%	5%	100%	42% F	57% DF	1%	100%	32%	68%
Doctorate degree											
Count	12	4	7	0	12	6	6	0	12	4	8
Column %	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Row %	100%	35%	62%	3%	100%	50%	48%	2%	100%	29%	71%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

  Significant difference within groups: ABCDEFH

Which of the following best describes your current education level?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Prefer not to say											
Count	9	4	4	2	9	**1**	**6**	2	9	0	9
Column %	1%	1%	1%	2%	1%	**0%**	**1%**	1%	1%	0%	1%
Row %	100%	39%	42%	19%	100%	**9%**	**71%**	20%	100%	4%	96%
							D				

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

What is your current marital status?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Never married											
Count	235	**97**	130	**7**	235	**148**	**63**	24	235	**95**	**140**
Column %	20%	**22%**	19%	**11%**	20%	**25%**	**14%**	17%	20%	**31%**	**16%**
Row %	100%	**42%**	55%	**3%**	100%	**63%**	**27%**	10%	100%	**40%**	**60%**
		C				**E**				**H**	
Married											
Count	657	241	379	37	657	**302**	**287**	**68**	657	**135**	**522**
Column %	55%	54%	55%	54%	55%	**50%**	**63%**	**48%**	55%	**45%**	**58%**
Row %	100%	37%	58%	6%	100%	**46%**	**44%**	**10%**	100%	**21%**	**79%**
							DF				**G**
Separated											
Count	45	20	24	1	45	**22**	**11**	**12**	45	10	35
Column %	4%	4%	4%	1%	4%	**4%**	**2%**	**9%**	4%	3%	4%
Row %	100%	44%	54%	2%	100%	**49%**	**24%**	**27%**	100%	22%	78%
								DE			
Widowed											
Count	78	**18**	**50**	**10**	78	**45**	**20**	**13**	78	**2**	**75**
Column %	6%	**4%**	**7%**	**14%**	6%	**7%**	**4%**	**9%**	6%	**1%**	**8%**
Row %	100%	**23%**	**64%**	**12%**	100%	**57%**	**26%**	**16%**	100%	**3%**	**97%**
			A	**AB**		**E**		**E**			**G**
Divorced											
Count	114	36	69	8	114	51	51	12	114	35	79
Column %	9%	8%	10%	12%	9%	8%	11%	8%	9%	11%	9%
Row %	100%	32%	61%	7%	100%	45%	45%	10%	100%	31%	69%
Living with partner											
Count	64	**31**	**29**	4	64	31	21	12	64	**26**	**38**
Column %	5%	**7%**	**4%**	5%	5%	5%	5%	9%	5%	**9%**	**4%**
Row %	100%	**49%**	**46%**	6%	100%	48%	32%	19%	100%	**40%**	**60%**
		B								**H**	
Prefer not to say											
Count	5	1	3	2	5	4	2	0	5	0	5
Column %	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	1%
Row %	100%	15%	54%	32%	100%	70%	30%	0%	100%	0%	100%

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%

Do you own or rent your home?
*

	Total	**Are you a Taylor Swift fan?**			Total	**Satisfaction With K-12 Education In Tennessee**			Total	**Currently Participates In Sports Betting**	
		Yes, I'm a fan **A**	No, I'm not a fan **B**	I am not sure **C**		Very or Somewhat Dissatisfied **D**	Very or Somewhat Satisfied **E**	Not Sure **F**		Yes, Regularly or Occasionally **G**	No or Not Sure **H**
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Own											
Count	898	**315**	**527**	56	898	**419**	**368**	**110**	898	**198**	**699**
Column %	75%	**71%**	**77%**	82%	75%	**70%**	**81%**	**78%**	75%	**66%**	**78%**
Row %	100%	**35%**	**59%**	6%	100%	**47%**	**41%**	**12%**	100%	**22%**	**78%**
			A					D	D			G
Rent											
Count	299	**129**	**158**	12	299	**183**	**86**	**31**	299	**104**	**195**
Column %	25%	**29%**	**23%**	18%	25%	**30%**	**19%**	**22%**	25%	**34%**	**22%**
Row %	100%	**43%**	**53%**	4%	100%	**61%**	**29%**	**10%**	100%	**35%**	**65%**
		B				EF				H	

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▇　**Significant difference within groups: ABDEFGH**

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?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	299	129	158	12	299	183	86	31	299	104	195
Yes Count Column % Row %	157 52% 100%	69 53% 44%	84 53% 54%	4 32% 3%	157 52% 100%	99 54% 63%	45 52% 29%	13 42% 8%	157 52% 100%	47 45% 30%	110 56% 70%
No Count Column % Row %	123 41% 100%	57 44% 47%	62 40% 51%	3 26% 3%	123 41% 100%	74 41% 60%	37 43% 30%	12 39% 10%	123 41% 100%	56 54% 46%	67 34% 54% H
I am not sure Count Column % Row %	20 7% 100%	3 3% 17%	11 7% 57%	5 41% 26% AB	20 7% 100%	9 5% 48%	4 5% 22%	6 19% 30% D	20 7% 100%	1 1% 5%	19 10% 95% G

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%

Thinking about your religion, are you...
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting	
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Protestant											
Count	409	**128**	**256**	25	409	194	160	55	409	**88**	**321**
Column %	34%	**29%**	**37%**	36%	34%	32%	35%	39%	34%	**29%**	**36%**
Row %	100%	**31%**	**63%**	6%	100%	47%	39%	13%	100%	**22%**	**78%**
			A								G
Roman Catholic											
Count	86	**39**	**38**	**9**	86	**39**	**46**	**1**	86	**36**	**50**
Column %	7%	**9%**	**6%**	**13%**	7%	**7%**	**10%**	**1%**	7%	**12%**	**6%**
Row %	100%	**45%**	**44%**	**10%**	100%	**46%**	**53%**	**1%**	100%	**42%**	**58%**
			B		B		F	DF			H
Mormon											
Count	2	1	1	1	2	2	0	0	2	0	2
Column %	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
Row %	100%	25%	22%	53%	100%	96%	0%	4%	100%	0%	100%
Orthodox (e.g. Greek or Russian Orthodox)											
Count	5	2	4	0	5	3	2	0	5	2	3
Column %	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%
Row %	100%	29%	71%	0%	100%	61%	34%	5%	100%	44%	56%
Jewish											
Count	6	2	4	0	6	5	1	0	6	3	3
Column %	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%
Row %	100%	36%	64%	0%	100%	74%	23%	4%	100%	47%	53%
Muslim											
Count	10	**9**	**1**	0	10	7	3	0	10	**6**	**4**
Column %	1%	**2%**	**0%**	0%	1%	1%	1%	0%	1%	**2%**	**0%**
Row %	100%	**89%**	**11%**	0%	100%	69%	31%	0%	100%	**59%**	**41%**
		B								H	
Buddhist											
Count	3	1	2	0	3	1	1	1	3	0	2
Column %	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Row %	100%	42%	58%	0%	100%	36%	29%	35%	100%	17%	83%

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%

Thinking about your religion, are you...
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Hindu											
Count	1	0	1	0	1	1	0	0	1	0	1
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Row %	100%	14%	86%	0%	100%	86%	14%	0%	100%	14%	86%
Atheist											
Count	43	30	12	0	43	12	30	0	43	24	18
Column %	4%	7%	2%	0%	4%	2%	7%	0%	4%	8%	2%
Row %	100%	71% BC	29%	0%	100%	29%	71% DF	0%	100%	57% H	43%
Agnostic											
Count	53	31	16	6	53	37	10	6	53	34	19
Column %	4%	7%	2%	9%	4%	6%	2%	4%	4%	11%	2%
Row %	100%	59% B	30%	11% B	100%	70% E	19%	11%	100%	64% H	36%
Something else											
Count	360	128	218	14	360	186	134	39	360	70	290
Column %	30%	29%	32%	21%	30%	31%	30%	28%	30%	23%	32%
Row %	100%	35%	61%	4%	100%	52%	37%	11%	100%	19%	81% G
Nothing in particular											
Count	219	73	133	13	219	114	67	39	219	39	180
Column %	18%	16%	19%	19%	18%	19%	15%	27%	18%	13%	20%
Row %	100%	33%	61%	6%	100%	52%	30%	18% DE	100%	18%	82% G

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%

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

	Total	**Are you a Taylor Swift fan?** Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	**Satisfaction With K-12 Education In Tennessee** Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	**Currently Participates In Sports Betting** Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	409	128	256	25	409	194	160	55	409	88	321
Yes Count Column % Row %	259 63% 100%	**64** **50%** **25%**	**186** **73%** **72%** **AC**	**10** **39%** **4%**	259 63% 100%	**139** **72%** **54%**	**85** **53%** **33%** **E**	36 66% 14%	259 63% 100%	49 55% 19%	210 66% 81%
No Count Column % Row %	150 37% 100%	**64** **50%** **43%** **B**	**70** **27%** **47%**	**15** **61%** **10%** **B**	150 37% 100%	**55** **28%** **37%**	**76** **47%** **51%** **D**	19 34% 13%	150 37% 100%	39 45% 26%	110 34% 74%

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

▢ **Significant difference within groups: ABCDE**

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?
*

		Are you a Taylor Swift fan?				Satisfaction With K-12 Education In Tennessee				Currently Participates In Sports Betting		
	Total	Yes, I'm a fan A	No, I'm not a fan B	I am not sure C	Total	Very or Somewhat Dissatisfied D	Very or Somewhat Satisfied E	Not Sure F	Total	Yes, Regularly or Occasionally G	No or Not Sure H
Sample Size	1,197	444	685	68	1,197	602	454	141	1,197	303	894
Full-time											
Count	507	190	289	27	507	**262**	**205**	**40**	507	**169**	**338**
Column %	42%	43%	42%	39%	42%	**44%**	**45%**	**28%**	42%	**56%**	**38%**
Row %	100%	38%	57%	5%	100%	**52%**	**40%**	**8%**	100%	**33%**	**67%**
						F	**F**				**H**
Part-time											
Count	78	32	41	4	78	38	31	8	78	21	57
Column %	6%	7%	6%	6%	6%	6%	7%	6%	6%	7%	6%
Row %	100%	41%	53%	6%	100%	49%	40%	10%	100%	27%	73%
Self-employed											
Count	102	40	56	6	102	**58**	**28**	**16**	102	33	69
Column %	9%	9%	8%	9%	9%	**10%**	**6%**	**12%**	9%	11%	8%
Row %	100%	39%	55%	6%	100%	**57%**	**27%**	**16%**	100%	32%	68%
						E		**E**			
Not employed											
Count	194	**92**	**99**	**3**	194	**116**	**51**	**28**	194	52	142
Column %	16%	**21%**	**15%**	**4%**	16%	**19%**	**11%**	**20%**	16%	17%	16%
Row %	100%	**47%**	**51%**	**2%**	100%	**60%**	**26%**	**14%**	100%	27%	73%
		BC	**C**			**E**		**E**			
Retired											
Count	306	**86**	**194**	**26**	306	**126**	**134**	**46**	306	**26**	**280**
Column %	26%	**19%**	**28%**	**38%**	26%	**21%**	**29%**	**33%**	26%	**9%**	**31%**
Row %	100%	**28%**	**63%**	**9%**	100%	**41%**	**44%**	**15%**	100%	**8%**	**92%**
			A	**A**			**D**	**D**			**G**
Don't know											
Count	10	4	4	1	10	**1**	**6**	**3**	10	2	8
Column %	1%	1%	1%	2%	1%	**0%**	**1%**	**2%**	1%	1%	1%
Row %	100%	42%	45%	14%	100%	**9%**	**58%**	**33%**	100%	19%	81%
							D	**D**			

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

　Significant difference within groups: ABCDEFGH