Marginals (Likely Voters)
Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

July 6, 2024

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^{*} Denotes variable with statistically significant findings

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In which two areas has your household felt the most signifi cant impact of infl ation? (Please select your top two choices) All Mentions *

^{*} Denotes variable with statistically significant findings

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^{*} Denotes variable with statistically significant findings

54 Have you or someone you know been a victim of crime in the past year? 55 How would you rate the effectiveness of local law enforcement in dealing with crime? 56 Which type of crime are you most concerned about in your community? (Select One) 57 58 In general, are you satisfied or dissatisfied with: The reliability of public utilities (electricity, water, gas) in your area * In general, are you satisfied or dissatisfied with: The cost of public utilities (electricity, water, gas) in your area * 59 Have you experienced any significant disruptions or outages in public utilities (electricity, water, gas) in the past year? * 60 Do you believe your local government is doing enough to maintain and improve public utilities? 61 In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Fixing and maintaining roads or highways to make them smoother * 62 In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Making roads safer * 63 In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving buses, trains, and 64 other public transportation options to make them easier to use * In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving water and sewer 65 services to ensure clean drinking water and efficient waste management * In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving utility services like electricity, gas, and water to make them more reliable * 66 In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving utility services like 67 electricity, gas, and water to make them more affordable * In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Expanding access to highspeed broadband internet access * 68 In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Building new school facilities for K-12 public education * 69 In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving and maintaining

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What specific high-speed broadband internet access issue needs the most attention? Base: Broadband is Top, High, or Moderate Priority *	71
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*	72
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Which of the following are you?	
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*	75
Which of the following best describes your race or ethnicity?	
*	76
Which of the following best describes your household's total income in 2023 BEFORE taxes?	
*	77
Which of the following best describes your current education level?	
*	78
What is your current marital status?	
*	79
Do you own or rent your home?	
*	80
Thinking about your religion, are you	
*	81
Would you describe yourself as a 'born-again' or evangelical Christian?	
	82
Are you now employed full-time, part-time, self-employed, or not employed?	
*	83

^{*} Denotes variable with statistically significant findings

If the election for Congress were held today, which party's candidate would you vote for?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Republican Party Column %	53%	56% B	39%
Democratic Party Column %	34%	35%	33%
Not sure Column %	12%	9%	28% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

2024 Presidential Ballot *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,152	962	190
Donald Trump Column %	55%	58% B	40%
Joe Biden Column %	28%	28%	25%
Robert F. Kennedy Jr. Column %	7%	5%	16% A
Other candidate or not sure Column %	11%	9%	19% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

If the 2024 election for President were held today and it was between the following candidates, who would you vote for?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Donald Trump, the Republican Party candidate Column %	53%	57% B	34%
Joe Biden, the Democratic Party candidate Column %	26%	28% B	21%
Robert F. Kennedy Jr., an Independent candidate Column %	7%	5%	13% A
Chase Oliver, the Libertarian Party candidate Column %	1%	1%	0%
Cornel West, an Independent candidate Column %	1%	0%	2% A
Jill Stein, the Green Party candidate Column %	0%	0%	1%
I'm not sure Column %	8%	7%	13% A
I wouldn't vote Column %	4%	1%	15% A

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Significant difference within groups: AB

Who would you prefer as Donald Trump's Vice President? Base: 2024 Trump Voter *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	631	554	77
Nikki Haley Column %	14%	13%	20%
Vivek Ramaswamy Column %	9%	9% B	3%
Sarah Huckabee Sanders Column %	8%	9%	4%
Marco Rubio Column %	7%	8%	4%
JD Vance Column %	7%	7%	8%
Tim Scott Column %	6%	6%	9%
Tulsi Gabbard Column %	5%	5%	2%
Doug Burgum Column %	3%	3%	2%
Elise Stefanik Column %	3%	3%	0%
Other (please specify) Column %	6%	6%	4%
Not sure Column %	33%	31%	44% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

2024 Senate Ballot (Johnson) *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,124	944	180
Marsha Blackburn, the Republican Column %	49%	52% B	34%
Gloria Johnson, the Democrat Column %	32%	32%	33%
Undecided Column %	19%	16%	33% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

If the election for Senate were held today, would you vote for Marsha Blackburn or Gloria Johnson? *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Marsha Blackburn, the Republican Column %	46%	51% B	27%
Gloria Johnson, the Democrat Column %	30%	30%	27%
I'm not sure Column %	18%	16%	26% A
I wouldn't vote Column %	6%	3%	19% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

2024 Senate Ballot (Bradshaw) *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,124	942	182
Marsha Blackburn, the Republican Column %	51%	54% B	35%
Marquita Bradshaw, the Democrat Column %	33%	33%	32%
Undecided Column %	17%	14%	33% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

If the election for Senate were held today, would you vote for Marsha Blackburn or Marquita Bradshaw? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Marsha Blackburn, the Republican Column %	47%	52% B	29%
Marquita Bradshaw, the Democrat Column %	31%	32%	26%
I'm not sure Column %	16%	13%	27% A
I wouldn't vote Column %	6%	3%	19% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

As you may know, Donald Trump was found guilty on all 34 counts in his trial related to falsifying business records regarding a payment made to Stormy Daniels before the 2016 election. Do you think the charges against Donald Trump in this case were politically motivated? *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Yes Column %	57%	60% B	44%
No Column %	32%	30%	37%
Don't know Column %	12%	10%	19% A

^{*} Denotes variable with statistically significant findings

Do you believe Donald Trump is guilty of a felony related to this case?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Guilty of a felony Column %	38%	36%	45% A
Not guilty of a felony Column %	41%	45% B	27%
Don't know Column %	21%	19%	28% A

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Significant difference within groups: AB

How does the outcome of Donald Trump's trial related to falsifying business records infl uence your likelihood of voting for him for President? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Much more likely to vote for him Column %	25%	26%	22%
Somewhat more likely to vote for him Column %	7%	8%	5%
No impact on my vote Column %	39%	40%	33%
Somewhat less likely to vote for him Column %	3%	2%	6% A
Much less likely to vote for him Column %	21%	20%	24%
Don't know Column %	6%	4%	11% A

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2020 Presidential Ballot

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,097	959	138
Donald Trump Column %	60%	60%	61%
Joe Biden Column %	35%	35%	35%
Someone Else Column %	4%	4%	4%

Who did you vote for in the 2020 election?

	Likely Voter		
Other B	Likely Voter A	Total	
224	976	1,200	Sample Size
37%	59% B	55%	Donald Trump Column %
22%	35% B	32%	Joe Biden Column %
2%	4%	4%	Someone else Column %
38% A	2%	9%	I did not vote Column %

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Democrat Column %	30%	31%	25%
Independent Column %	24%	20%	41% A
Republican Column %	43%	46% B	32%
Something else Column %	3%	4%	2%

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Would you call yourself a...

	Likely Voter		
Other B	Likely Voter A	Total	
72	444	516	Sample Size
52%	78% B		Strong Republican Column %
48% A	22%		Not a very strong Republican Column %

^{*} Denotes variable with statistically significant findings

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Would you call yourself a...

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	360	304	56
Strong Democrat Column %	56%	59% B	39%
Not a very strong Democrat Column %	44%	41%	61% A

^{*} Denotes variable with statistically significant findings

 $\mathop{\mathrm{Do}}_{*} \; \mathsf{you} \; \mathsf{think} \; \mathsf{of} \; \mathsf{yourself} \; \mathsf{as}...$

	Likely Voter		
Other B	Likely Voter A	Total	
96	228	324	Sample Size
19%	38% B	32%	Closer to the Republican Party Column %
12%	22% B	19%	Closer to the Democratic Party Column %
69% A	40%		Strictly an independent Column %

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Significant difference within groups: AB

How often would you say you vote?

	Likely Voter		*
	Likely Voter A	Total	
6 224	976	1,200	Sample Size
	59% B	48%	Always Column %
	41% B	33%	Nearly always Column %
62% A	0%	12%	Part of the time Column %
6 18% A	0%	3%	Seldom Column %
6 20% A	0%	4%	Never vote Column %

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Do you approve or disapprove of the way the Republican Party is handling its job?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	516	444	72
Total Approve Column %	78%	79%	70%
Total Disapprove Column %	17%	17%	20%
Strongly approve Column %	26%	24%	38% A
Somewhat approve Column %	52%	55% B	33%
Somewhat disapprove Column %	10%	9%	15%
Strongly disapprove Column %	7%	8%	5%
No opinion Column %	5%	4%	10% A

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Significant difference within groups: AB

 $D_{\underline{x}}$ you approve or disapprove of the way the Democratic Party is handling its job?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	360	304	56
Total Approve Column %	63%	65%	53%
Total Disapprove Column %	29%	27%	41% A
Strongly approve Column %	25%	28% B	11%
Somewhat approve Column %	38%	37%	42%
Somewhat disapprove Column %	24%	24%	26%
Strongly disapprove Column %	5%	3%	15% A
No opinion Column %	7%	8%	5%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Satisfied Column %	51%	56% B	33%
Total Dissatisfied Column %	47%	43%	65% A
Very Satisfied Column %	14%	15%	13%
Somewhat Satisfied Column %	37%	41% B	20%
Somewhat Dissatisfied Column %	29%	25%	46% A
Very Dissatisfied Column %	18%	18%	18%
Not Sure Column %	2%	2%	3%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Satisfied Column %	22%	24% B	13%
Total Dissatisfied Column %	75%	73%	83% A
Very Satisfied Column %	7%	8%	5%
Somewhat Satisfied Column %	15%	17% B	8%
Somewhat Dissatisfied Column %	32%	30%	45% A
Very Dissatisfied Column %	42%	43%	38%
Not Sure Column %	3%	3%	3%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Satisfied Column %	40%	42% B	31%
Total Dissatisfied Column %	50%	49%	53%
Very Satisfied Column %	11%	10%	11%
Somewhat Satisfied Column %	29%	31% B	21%
Somewhat Dissatisfied Column %	30%	32% B	20%
Very Dissatisfied Column %	20%	17%	32% A
Not Sure Column %	10%	9%	16% A

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Significant difference within groups: AB

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Booming/Growing Column %	21%	22% B	14%
Total Slowing/Recession Column %	49%	47%	61% A
Booming Column %	2%	2%	3%
Growing, but not booming Column %	19%	21% B	11%
Holding steady Column %	17%	17%	15%
Slowing, but not in recession Column %	24%	25%	20%
In recession Column %	25%	21%	41% A
I'm not sure Column %	13%	14%	11%

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Significant difference within groups: AB

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total A Lot/Somewhat Better Off Column %	13%	13%	16%
Total A Lot/Somewhat Worse Off Column %	51%	50%	55%
A lot better off Column %	4%	4%	7%
Somewhat better off Column %	9%	9%	9%
About the same Column %	36%	37% B	29%
Somewhat worse off Column %	33%	33%	32%
A lot worse off Column %	18%	17%	23% A

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Every/Almost Every Day Column %	25%	24%	32% A
Total Never/Rarely Column %	45%	49% B	29%
Never Column %	29%	32% B	15%
Rarely Column %	16%	17%	13%
Sometimes Column %	30%	27%	40% A
Almost every day Column %	14%	13%	18%
Every day Column %	11%	11%	13%

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Significant difference within groups: AB

Do you approve or disapprove of the way the Tennessee State Legislature is handling its job?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Approve Column %	43%	49% B	17%
Total Disapprove Column %	47%	42%	68% A
Strongly approve Column %	8%	8%	5%
Somewhat approve Column %	35%	41% B	12%
Somewhat disapprove Column %	26%	24%	36% A
Strongly disapprove Column %	21%	18%	32% A
No opinion Column %	11%	10%	15% A

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Significant difference within groups: AB

Do you support using state tax dollars to fund the construction of a new stadium for a Major League Baseball team in Nashville? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Strongly/Somewhat Support Column %	27%	27%	28%
Total Strongly/Somewhat Oppose Column %	58%	58%	57%
Strongly support Column %	5%	5%	7%
Somewhat support Column %	22%	22%	21%
Somewhat oppose Column %	24%	26% B	15%
Strongly oppose Column %	34%	32%	42% A
Not sure Column %	14%	14%	14%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Do you believe the American Dream is still alive today?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Strongly/Somewhat Believe Column %	47%	53% B	21%
Total Strongly/Somewhat Disbelieve Column %	49%	44%	69% A
Strongly believe Column %	11%	12%	7%
Somewhat believe Column %	36%	41% B	13%
Somewhat disbelieve Column %	22%	21%	30% A
Strongly disbelieve Column %	26%	23%	40% A
No opinion Column %	5%	3%	10% A

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Significant difference within groups: AB

Do you believe political correctness has led to a decline in the quality of comedy, movies, and TV shows?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Strongly/Somewhat Believe Column %	62%	64% B	52%
Total Strongly/Somewhat Disabelieve Column %	23%	22%	31% A
Strongly believe Column %	41%	44% B	29%
Somewhat believe Column %	21%	21%	23%
Somewhat disbelieve Column %	15%	12%	27% A
Strongly disbelieve Column %	9%	10% B	4%
No opinion Column %	15%	14%	18%

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How big of a problem do you think inflation (rising prices) is in the United States today?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Very big problem Column %	57%	56%	60%
Big problem Column %	23%	23%	22%
Moderate problem Column %	14%	15%	12%
Small problem Column %	4%	4%	4%
Not a problem at all Column %	1%	1%	2%

In which two areas has your household felt the most signifi cant impact of infl ation? (Please select your top two choices) All Mentions *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,131	921	210
Groceries % Valid Cases	85%	85%	85%
Gasoline % Valid Cases	37%	42% B	14%
Housing/Rent % Valid Cases	26%	25%	32% A
Utilities (electric, gas or water) % Valid Cases	22%	20%	33% A
Healthcare % Valid Cases	18%	18%	18%
Education % Valid Cases	3%	3%	2%
Entertainment % Valid Cases	7%	6%	9%
Other (please specify) % Valid Cases	2%	1%	7% A

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What actions have you taken in response to infl ation? (Select all that apply) All Mentions $\mbox{*}$

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Cut back on non-essential spending % Valid Cases	68%	69%	63%
Delayed major purchases % Valid Cases	48%	47%	50%
Increased savings % Valid Cases	11%	11%	11%
Taken on additional work % Valid Cases	22%	19%	36% A
Withdrawn money from or tapped into savings work % Valid Cases	27%	26%	30%
Borrowed money or used credit more frequently % Valid Cases	31%	30%	35%
No actions taken % Valid Cases	9%	9% B	5%
Other (please specify) % Valid Cases	1%	0%	1%

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 $\ensuremath{\text{\text{How}}}$ would you describe the current cost of housing or rent in your area?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Very/Somewhat Affordable Column %	23%	25% B	15%
Total Very/Somewhat Unaffordable Column %	72%	71%	79% A
Very affordable Column %	2%	3% B	1%
Somewhat affordable Column %	20%	22% B	15%
Somewhat unaffordable Column %	34%	35% B	26%
Very unaffordable Column %	39%	35%	54% A
No opinion Column %	5%	5%	5%

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Has the cost of housing in your area increased, decreased, or stayed the same over the past year?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Significantly/Somewhat Increased Column %	84%	85%	81%
Significantly/Somewhat Decreased Column %	3%	3%	7% A
Increased significantly Column %	50%	50%	49%
Increased somewhat Column %	34%	35%	32%
Stayed the same Column %	8%	9% B	5%
Decreased somewhat Column %	3%	2%	6% A
Decreased significantly Column %	1%	1%	0%
No opinion Column %	4%	3%	8% A

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Significant difference within groups: AB

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

How much of a financial burden is your current housing cost or rent?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Significant/Severe Burden Column %	23%	20%	34% A
Total Slight/No Burden At All Column %	52%	54% B	41%
No burden at all Column %	29%	33% B	15%
Slight burden Column %	22%	22%	26%
Moderate burden Column %	26%	26%	25%
Significant burden Column %	16%	14%	23% A
Severe burden Column %	7%	6%	10% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

Have you considered moving due to housing costs in the past year?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Considered Moving Column %	36%	33%	49% A
Yes, within the same area Column %	10%	11% B	5%
Yes, to a different area in Tennessee Column %	13%	11%	22% A
Yes, to a different state Column %	13%	11%	22% A
No Column %	64%	67% B	51%

 $[\]ensuremath{^{*}}$ Denotes variable with statistically significant findings

Significant difference within groups: AB

Do you support local government efforts to increase affordable housing through zoning reforms?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Strongly/Somewhat Support Column %	44%	45% B	37%
Total Strongly/Somewhat Oppose Column %	15%	15%	15%
Strongly support Column %	19%	20%	16%
Somewhat support Column %	25%	25%	22%
Neutral Column %	41%	40%	48% A
Somewhat oppose Column %	8%	9% B	4%
Strongly oppose Column %	7%	6%	11% A

 $[\]ensuremath{^{*}}$ Denotes variable with statistically significant findings

Significant difference within groups: AB

What concerns, if any, do you have about policies to increase affordable housing? (Select all that apply) All Mentions *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Impact on property values % Valid Cases	44%	47% B	33%
Increased density and congestion % Valid Cases	38%	39%	37%
The strain on local infrastructure and services % Valid Cases	33%	35% B	27%
Potential changes to community character % Valid Cases	34%	35%	31%
Effectiveness of policy implementation % Valid Cases	37%	38%	33%
Other (please specify) % Valid Cases	2%	3%	2%
I have no concerns about policies to increase affordable housing % Valid Cases	12%	11%	13%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: B

Should local governments be allowed to use taxpayer money to hire contract lobbyists to lobby state and federal gover... *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Yes Column %	5%	5% B	2%
No Column %	72%	75% B	57%
Not sure Column %	24%	20%	42% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Do you feel that sufficient well-paying job opportunities are available in your area of Tennessee?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Yes Column %	55%	60% B	36%
No Column %	45%	40%	64% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

What are the biggest barriers to accessing well-paying jobs in your community? (Select all that apply) All Mentions Base: Believes sufficient well-paying job opportunities are not available in their area of Tennessee *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	534	391	143
Lack of local job opportunities % Valid Cases	67%	70% B	59%
Insufficient education or training programs % Valid Cases	29%	30%	27%
Limited transportation options % Valid Cases	33%	37% B	23%
Commuting distance from your home % Valid Cases	40%	43% B	33%
High competition for available jobs % Valid Cases	40%	42%	35%
Discrimination (e.g., age, gender, race) % Valid Cases	20%	20%	19%
Insufficient childcare services % Valid Cases	25%	24%	29%
Poor home internet connectivity for remote or hybrid jobs % Valid Cases	16%	15%	19%
Other (please specify) % Valid Cases	4%	4%	5%
None % Valid Cases	3%	3%	4%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: B

How affordable is childcare for working families in your community?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Very/Somewhat Affordable Column %	17%	18% B	12%
Total Very/Somewhat Unaffordable Column %	56%	55%	57%
Very affordable Column %	2%	2% B	0%
Somewhat affordable Column %	15%	16%	12%
Somewhat unaffordable Column %	30%	30%	29%
Very unaffordable Column %	26%	25%	28%
Not sure Column %	27%	26%	31%

 $[\]ensuremath{^{*}}$ Denotes variable with statistically significant findings

Significant difference within groups: B

Is access to reliable high-speed broadband internet available at your home?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Yes Column %	85%	88% B	71%
No Column %	15%	12%	29% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

How would you rate the affordability of high-speed broadband internet in your area?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,020	861	160
Total Very/Somewhat Affordable Column %	71%	74% B	56%
Total Very/Somewhat Unaffordable Column %	28%	26%	41% A
Very affordable Column %	15%	16%	11%
Somewhat affordable Column %	56%	57% B	45%
Somewhat unaffordable Column %	24%	22%	38% A
Very unaffordable Column %	4%	4%	3%
Not sure Column %	1%	1%	3% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

What is the biggest issue you face with high-speed broadband internet? (Select one)

•		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Cost of service Column %	37%	37%	38%
Speed and reliability Column %	19%	20% B	12%
Availability in my area Column %	10%	8%	20% A
Customer service Column %	6%	7% B	2%
Other (please specify) Column %	3%	1%	12% A
No Issues Column %	24%	26% B	16%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

How important is broadband access for your household's daily activities (e.g., work, education, entertainment)?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Important Column %	93%	96% B	78%
Very important Column %	49%	51% B	41%
Important Column %	26%	27% B	20%
Somewhat important Column %	18%	19%	17%
Not important Column %	4%	2%	13% A
No opinion Column %	3%	2%	8% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

How concerned are you about crime in your community?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Very/Somewhat Concerned Column %	56%	61% B	38%
Total Not/Not Very Concerned Column %	41%	38%	54% A
Very concerned Column %	20%	21%	17%
Somewhat concerned Column %	37%	40% B	21%
Not very concerned Column %	29%	28%	31%
Not concerned at all Column %	12%	10%	23% A
No opinion Column %	2%	1%	8% A

 $[\]ensuremath{^{*}}$ Denotes variable with statistically significant findings

Significant difference within groups: AB

Have you or someone you know been a victim of crime in the past year?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Yes Column %	31%	29%	41% A
No Column %	69%	71% B	59%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

How would you rate the effectiveness of local law enforcement in dealing with crime?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Very/Somewhat Effective Column %	61%	65% B	43%
Total Very/Somewhat Ineffective Column %	31%	28%	46% A
Very effective Column %	18%	20% B	11%
Somewhat effective Column %	43%	45% B	31%
Somewhat ineffective Column %	21%	21%	25%
Very ineffective Column %	10%	8%	21% A
No opinion Column %	8%	7%	11% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Which type of crime are you most concerned about in your community? (Select One)

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Drug-related crime Column %	32%	33%	28%
Violent crime Column %	26%	27%	24%
Property crime Column %	23%	25% B	18%
Cybercrime Column %	6%	7% B	2%
Shoplifting Column %	3%	3%	2%
Other (please specify) Column %	5%	2%	18% A
No opinion Column %	4%	3%	8% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

In general, are you satisfied or dissatisfied with: The reliability of public utilities (electricity, water,gas) in your area *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Very/Somewhat Satisfied Column %	72%	75% B	60%
Total Very/Somewhat Dissatisfied Column %	14%	14%	15%
Very Satisfied Column %	27%	29% B	20%
Somewhat Satisfied Column %	45%	47% B	39%
Not Sure or Neutral Column %	13%	10%	26% A
Somewhat Dissatisfied Column %	12%	12%	12%
Very Dissatisfied Column %	2%	2%	3%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

In general, are you satisfied or dissatisfied with: The cost of public utilities (electricity, water, gas) in your area *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Very/Somewhat Satisfied Column %	40%	44% B	24%
Total Very/Somewhat Dissatisfied Column %	40%	36%	57% A
Very Satisfied Column %	9%	10% B	3%
Somewhat Satisfied Column %	31%	34% B	20%
Not Sure or Neutral Column %	21%	21%	20%
Somewhat Dissatisfied Column %	29%	26%	43% A
Very Dissatisfied Column %	10%	9%	14% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Have you experienced any significant disruptions or outages in public utilities (electricity, water, gas) in the past year? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Yes, frequently Column %	11%	10%	13%
Yes, occasionally Column %	43%	42%	49%
No Column %	46%	48% B	38%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: B

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

Do you believe your local government is doing enough to maintain and improve public utilities?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Yes Column %	35%	36%	30%
No Column %	34%	32%	43% A
Not sure Column %	31%	31%	27%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: A

In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Fixing and maintaining roads or highways to make them smoother *

		Likely Voter	
	Total	Likely Voter	Other B
Sample Size	1,200	976	224
Total Top/High Priority Column %	70%	72% B	59%
Moderate Priority Column %	21%	20%	26% A
Total Low/Not A Priority Column %	6%	5%	13% A
Top Priority Column %	32%	31%	34%
High Priority Column %	38%	41% B	25%
Moderate Priority Column %	21%	20%	26% A
Low Priority Column %	5%	4%	8% A
Not A Priority Column %	1%	1%	5% A
Not Sure Column %	3%	4%	2%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Making roads safer *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Top/High Priority Column %	66%	69% B	54%
Moderate Priority Column %	25%	23%	34% A
Total Low/Not A Priority Column %	6%	6%	8%
Top Priority Column %	31%	30%	31%
High Priority Column %	35%	39% B	22%
Moderate Priority Column %	25%	23%	34% A
Low Priority Column %	6%	5%	7%
Not A Priority Column %	0%	0%	0%
Not Sure Column %	3%	2%	5%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving buses, trains, and other public transportation options to make them easier to use *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Top/High Priority Column %	37%	38%	33%
Moderate Priority Column %	32%	31%	34%
Total Low/Not A Priority Column %	24%	24%	25%
Top Priority Column %	15%	15%	17%
High Priority Column %	22%	23% B	16%
Moderate Priority Column %	32%	31%	34%
Low Priority Column %	12%	11%	17% A
Not A Priority Column %	12%	12%	8%
Not Sure Column %	7%	7%	8%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving water and sewer services to ensure clean drinking water and efficient waste management *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Top/High Priority Column %	62%	63%	59%
Moderate Priority Column %	26%	26%	23%
Total Low/Not A Priority Column %	10%	9%	15% A
Top Priority Column %	28%	29%	25%
High Priority Column %	34%	34%	34%
Moderate Priority Column %	26%	26%	23%
Low Priority Column %	6%	5%	14% A
Not A Priority Column %	3%	4% B	1%
Not Sure Column %	3%	2%	3%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving utility services like electricity, gas, and water to make them more reliable *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Top/High Priority Column %	56%	57%	52%
Moderate Priority Column %	28%	29%	23%
Total Low/Not A Priority Column %	13%	12%	20% A
Top Priority Column %	21%	21%	22%
High Priority Column %	35%	36%	30%
Moderate Priority Column %	28%	29%	23%
Low Priority Column %	12%	10%	19% A
Not A Priority Column %	2%	2%	1%
Not Sure Column %	3%	3%	5%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: A

In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving utility services like electricity, gas, and water to make them more affordable *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Top/High Priority Column %	60%	60%	62%
Moderate Priority Column %	28%	28%	30%
Total Low/Not A Priority Column %	7%	8%	5%
Top Priority Column %	28%	27%	35% A
High Priority Column %	32%	33%	27%
Moderate Priority Column %	28%	28%	30%
Low Priority Column %	6%	7%	4%
Not A Priority Column %	1%	1%	1%
Not Sure Column %	4%	4%	3%

^{*} Denotes variable with statistically significant findings

In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Expanding access to high-speed broadband internet access *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Top/High Priority Column %	44%	47% B	32%
Moderate Priority Column %	34%	32%	44% A
Total Low/Not A Priority Column %	16%	16%	17%
Top Priority Column %	17%	17%	16%
High Priority Column %	27%	30% B	16%
Moderate Priority Column %	34%	32%	44% A
Low Priority Column %	12%	12%	15%
Not A Priority Column %	4%	4%	3%
Not Sure Column %	5%	5%	7%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Building new school facilities for K-12 public education *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Top/High Priority Column %	36%	37%	31%
Moderate Priority Column %	35%	37% B	26%
Total Low/Not A Priority Column %	22%	19%	33% A
Top Priority Column %	11%	11%	9%
High Priority Column %	25%	26%	22%
Moderate Priority Column %	35%	37% B	26%
Low Priority Column %	15%	13%	20% A
Not A Priority Column %	7%	6%	14% A
Not Sure Column %	8%	7%	9%

^{*} Denotes variable with statistically significant findings

In your opinion, how big of a priority should investment in the following types of infrastructure be in your area of Tennessee? Improving and maintaining existing school facilities for K-12 public education *

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Total Top/High Priority Column %	65%	65%	68%
Moderate Priority Column %	20%	21% B	12%
Total Low/Not A Priority Column %	10%	9%	13%
Top Priority Column %	26%	23%	39% A
High Priority Column %	39%	41% B	29%
Moderate Priority Column %	20%	21% B	12%
Low Priority Column %	8%	7%	12% A
Not A Priority Column %	2%	2%	1%
Not Sure Column %	6%	5%	7%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

What specific high-speed broadband internet access issue needs the most attention? Base: Broadband is Top, High, or Moderate Priority *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	944	774	170
Lowering costs Column %	44%	46% B	36%
Availability in rural areas Column %	26%	22%	41% A
Better reliability Column %	18%	19% B	12%
Increasing internet speed Column %	9%	10%	5%
Other (please specify) Column %	0%	0%	1%
Not sure Column %	4%	3%	6%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

What is your age?

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
18 to 24 Column %	8%	6%	18% A
25 to 34 Column %	16%	10%	40% A
35 to 44 Column %	16%	17%	12%
45 to 54 Column %	16%	16%	15%
55 to 64 Column %	17%	18% B	12%
65+ Column %	27%	32% B	3%

 $[\]ensuremath{^{*}}$ Denotes variable with statistically significant findings

Significant difference within groups: AB

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Very liberal Column %	6%	7% B	3%
Somewhat liberal Column %	17%	16%	18%
Moderate Column %	29%	29%	30%
Somewhat conservative Column %	23%	25% B	14%
Very conservative Column %	20%	21% B	14%
Not Sure Column %	5%	2%	20% A

 $[\]ensuremath{^{*}}$ Denotes variable with statistically significant findings

Which of the following are you?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Male Column %	45%	47%	40%
Female Column %	54%	53%	57%
Other/Non-binary Column %	1%	0%	3% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: A

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
None Column %	70%	71%	68%
1 to 2 Column %	23%	25% B	18%
3 or more Column %	6%	5%	14% A

 $[\]ensuremath{^{*}}$ Denotes variable with statistically significant findings

Which of the following best describes your race or ethnicity?

T	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
White, Non-Hispanic Column %	73%	75% B	64%
Black or African American Column %	10%	9%	12%
Asian Column %	1%	1%	0%
Hispanic Column %	1%	0%	4% A
Other Column %	14%	13%	17%
Prefer not to say Column %	1%	1%	3% A

 $[\]ensuremath{^{*}}$ Denotes variable with statistically significant findings

Significant difference within groups: AB

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

Total		Likely Voter		
< \$15,000 6% 4% 15% \$15,000-\$24,999 5% 4% 7% \$25,000-\$34,999 7% 6% 8% \$35,000-\$49,999 13% 12% 20% Column % 19% 20% 11% \$50,000-\$74,999 19% 20% 11% \$75,000-\$99,999 16% 15% 21% Column % 16% 15% 21% A \$100,000-\$124,999 11% 13% 3% \$125,000-\$149,999 Column % 8% 8% 7% \$150,000-\$199,999 Column % 5% 6% 1% \$200,000 and over 5% 6% 1%		Total		Other B
Column % 6% 4% 15% A \$15,000-\$24,999 Column % 5% 4% 7% \$25,000-\$34,999 Column % 7% 6% 8% \$35,000-\$49,999 Column % 13% 12% 20% A \$50,000-\$74,999 Column % 19% 20% B \$75,000-\$99,999 Column % 16% 15% 21% A \$100,000-\$124,999 Column % 11% 13% B \$125,000-\$149,999 Column % 8% 8% 7% \$150,000-\$199,999 Column % 8% 8% 7% \$150,000-\$199,999 Column % 5% 6% 1% B	Sample Size	1,200	976	224
Column % 5% 4% 7% \$25,000-\$34,999 Column % 7% 6% 8% \$35,000-\$49,999 Column % 13% 12% 20% A \$50,000-\$74,999 Column % 19% 20% B \$75,000-\$99,999 Column % 16% 15% 21% A \$100,000-\$124,999 Column % 11% 13% B \$125,000-\$149,999 Column % 8% 8% 7% \$150,000-\$199,999 Column % 5% 6% B \$200,000 and over			4%	
Column % 7% 6% 8% \$35,000-\$49,999 Column % 13% 12% 20% A \$50,000-\$74,999 Column % 19% 20% B \$75,000-\$99,999 Column % 16% 15% 21% A \$100,000-\$124,999 Column % 11% 13% B \$125,000-\$149,999 Column % 8% 8% 7% \$150,000-\$199,999 Column % 5% 6% B \$200,000 and over		5%	4%	7%
Column % 13% 12% 20% A \$50,000-\$74,999 Column % 19% 20% B \$11% B \$75,000-\$99,999 Column % 16% 15% 21% A \$100,000-\$124,999 Column % 11% 13% B 3% B \$125,000-\$149,999 Column % 8% 8% 7% \$150,000-\$199,999 Column % 5% 6% B \$200,000 and over		7%	6%	8%
Column % 19% 20% B 11% B \$75,000-\$99,999 Column % 16% 15% 21% A \$100,000-\$124,999 Column % 11% B 3% B \$125,000-\$149,999 Column % 8% 8% 7% \$150,000-\$199,999 Column % 5% 6% B \$200,000 and over		13%	12%	
Column % 16% 15% 21% A \$100,000-\$124,999 Column % 11% 13% B 3% B \$125,000-\$149,999 Column % 8% 8% 7% \$150,000-\$199,999 Column % 5% 6% B \$200,000 and over		19%		11%
Column % 11% 13% B 3% S 125,000-\$149,999 Column % 8% 8% 7% S 150,000-\$199,999 Column % 5% 6% B 1% S 200,000 and over		16%	15%	
Column % 8% 8% 7% \$150,000-\$199,999 Column % 5% 6% B \$200,000 and over		11%		3%
Column % 5% 6% 1% B \$200,000 and over		8%	8%	7%
		5%		1%
			6%	3%
Not sure Column % 4% 4% 4%			4%	4%

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Which of the following best describes your current education level?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Some high school or less Column %	15%	14%	21% A
High school graduate Column %	40%	39%	47% A
Associate's degree (Two-year post-secondary degree) Column %	8%	9% B	3%
Some college but no degree Column %	7%	6%	12% A
Bachelor's degree Column %	20%	23% B	7%
Master's or professional degree Column %	8%	8%	9%
Doctorate degree Column %	1%	1%	0%
Prefer not to say Column %	1%	1%	2% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

What is your current marital status?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Never married Column %	19%	16%	33% A
Married Column %	53%	57% B	35%
Separated Column %	2%	2%	0%
Widowed Column %	6%	7% B	1%
Divorced Column %	9%	9%	8%
Living with partner Column %	11%	9%	17% A
Prefer not to say Column %	1%	1%	5% A

 $[\]ensuremath{^{*}}$ Denotes variable with statistically significant findings

Significant difference within groups: AB

Do you own or rent your home?

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Own Column %	73%	76% B	58%
Rent Column %	27%	24%	42% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Thinking about your religion, are you... *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Protestant Column %	36%	42% B	14%
Roman Catholic Column %	9%	8%	15% A
Mormon Column %	0%	0%	1%
Orthodox (e.g. Greek or Russian Orthodox) Column %	1%	1%	0%
Jewish Column %	1%	1%	0%
Muslim Column %	0%	0%	0%
Buddhist Column %	0%	0%	0%
Hindu Column %	0%	0%	0%
Atheist Column %	3%	3%	2%
Agnostic Column %	1%	1%	1%
Something else Column %	29%	27%	36% A
Nothing in particular Column %	19%	16%	30% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Marginals (Likely Voters)

Generated on July 6, 2024

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

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

		Likely Voter	
	Total	Likely Voter A	Other B
Sample Size	438	406	32
Yes Column %	61%	62%	55%
No Column %	39%	38%	45%

Generated on July 6, 2024

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	976	224
Full-time Column %	43%	43%	42%
Part-time Column %	6%	6%	10% A
Self-employed Column %	9%	9%	8%
Not employed Column %	10%	7%	26% A
Retired Column %	28%	32% B	8%
Other Column %	4%	3%	7% A

^{*} Denotes variable with statistically significant findings

Significant difference within groups: AB

Beacon Poll of Tennessee June 20 to July 1, 2024 MOE +/- 2.77%

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

Weight Variable = Weight, Confidence Level = 95%

^{*} Denotes variable with statistically significant findings