

Crosstabs (Demos, Divisions)

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

October 9, 2024

Targoz Market Research®

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Some federal policymakers have proposed a new tax on unrealized gains, meaning that if the value of assets like stocks or homes increases, you would be taxed on that increase even if you haven't sold the asset or received any actual income. Are you aware of this proposed tax? *	28

Given that unrealized gains refer to the hypothetical increase in the value of assets like stocks or homes that haven't been sold, do you agree it is fair to tax individuals on these hypothetical increases in value? *	29
Driverless car services, such as those provided by companies like Waymo and Cruise, are becoming increasingly common in cities like Los Angeles, Phoenix, and San Francisco. These services offer transportation without a human driver. How familiar are you with the increasing use of driverless cars in these cities? *	30
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Have rising costs and inflation affected how often you dine out at local restaurants, or has your dining out behavior remained the same? *	41
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Would be better at reducing healthcare costs for Americans: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option. *	43
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Would be strong in foreign policy and national security matters: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select	

* Denotes variable with statistically significant findings

the appropriate option. *	45
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Would do a better job of modernizing the nation’s infrastructure, including roads, bridges, and technology: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option. *	48
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* Denotes variable with statistically significant findings

Generally speaking, do you think of yourself as a ? *	56
Would you call yourself a *	57
Would you call yourself a *	58
Do you think of yourself as *	59
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Do you approve or disapprove of the way the Democratic Party is handling its job? (Base: Democrats) *	61
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Which of the following are you? *	64
How many infants and children under 18 years of age live in your household today? *	65
Which of the following best describes your race or ethnicity? *	66
Which of the following best describes your household's total income in 2023 BEFORE taxes? *	67
Which of the following best describes your current education level? *	68
What is your current marital status? *	69
Do you own or rent your home? *	70
Thinking about your religion, are you *	71
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Are you now employed full-time, part-time, self-employed, or not employed? *	73

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Republican Party Column %	57%	57% C	57% C	18%	57%	55%	54%	60%	57%	63% I	57% I	45%	57%	61% K	25%	47% K
Democratic Party Column %	34%	35%	33%	32%	34%	33%	34%	35%	34%	27%	33% G	49% GH	34%	30%	66% JL	35%
Not sure Column %	9%	8%	10%	50% AB	9%	12% F	12% F	6%	9%	10%	10%	6%	9%	9%	9%	18% J

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■ Significant difference within groups: ABCFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Presidential Ballot *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,184	540	639	5	1,184	277	381	527	1,184	438	485	261	1,184	1,007	133	44
Donald Trump, the Republican Party candidate Column %	54%	56%	53%	59%	54%	54%	58% F	51%	54%	63% I	58% I	32%	54%	59% KL	23%	41% K
Kamala Harris, the Democratic Party candidate Column %	35%	33%	36%	41%	35%	39% E	30%	36%	35%	27%	34% G	50% GH	35%	31%	66% JL	37%
Robert F Kennedy Jr , an Independent candidate Column %	5%	3%	7% A	0%	5%	3%	4%	7% DE	5%	2%	3%	15% GH	5%	6% K	1%	4%
Chase Oliver, the Libertarian Party candidate Column %	1%	2% B	0%	0%	1%	1%	1%	1%	1%	2% HI	0%	0%	1%	0%	2% J	10% J
Jill Stein, the Green Party candidate Column %	1%	1% B	0%	0%	1%	0%	0%	1% E	1%	0%	1% G	0%	1%	1%	0%	1%
I'm not sure/Other Column %	4%	5%	4%	0%	4%	3%	7% DF	3%	4%	6%	3%	3%	4%	4%	8% J	8%

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■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Senate Ballot *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,159	532	622	5	1,159	263	369	527	1,159	433	472	254	1,159	990	130	40
Marsha Blackburn, the Republican Party candidate Column %	52%	57% BC	48%	3%	52%	44%	53% D	55% D	52%	63% HI	53% I	31%	52%	56% KL	27%	35%
Gloria Johnson, the Democratic Party candidate Column %	29%	29%	29%	41%	29%	32%	26%	30%	29%	19%	31% G	45% GH	29%	27%	49% JL	28%
Tharon Chandler, an Independent candidate Column %	2%	2%	2%	18%	2%	2%	4% F	1%	2%	3%	2%	2%	2%	1%	5% J	15% JK
Pamela Moses, an Independent candidate Column %	4%	2%	6% A	0%	4%	1%	1%	7% DE	4%	2%	1%	14% GH	4%	4%	3%	4%
Hastina Robinson, an Independent candidate Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
I'm not sure Column %	12%	9%	15% A	37%	12%	20% F	15% F	7%	12%	13% I	14% I	8%	12%	12%	16%	17%

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■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

How often would you say you vote? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Always Column %	49%	54% B	44% B	36%	49%	50% E	41% E	54% E	49%	45%	51%	51%	49%	49%	42%	55%
Nearly always Column %	32%	28% B	36% A	18%	32%	18% D	36% D	38% D	32%	35%	31%	31%	32%	34% K	22% K	22%
Part of the time Column %	11%	9% B	13% A	0%	11%	22% EF	10% F	5% F	11%	11%	12%	9%	11%	9% J	24% JL	9% L
Seldom Column %	4%	4%	4%	9%	4%	5% F	6% F	1% F	4%	6% H	2% H	3%	4%	4%	4%	7%
Never vote Column %	4%	5% B	3% B	37% AB	4%	5% F	6% F	2% F	4%	4%	4%	5%	4%	3% J	8% J	7%

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■ Significant difference within groups: ABDEFHJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

2020 Presidential Ballot *

	Gender				Age Groups				Grand Division				Ethnicity			
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,068	483	584	1	1,068	222	335	511	1,068	394	441	233	1,068	926	104	38
Donald Trump Column %	62%	61%	62%	0%	62%	61%	63%	61%	62%	68% I	63% I	49%	62%	66% KL	26%	47% K
Joe Biden Column %	35%	35%	35%	84%	35%	35%	34%	36%	35%	28%	35% G	48% GH	35%	31%	70% JL	31%
Someone else Column %	3%	3%	3%	16%	3%	4%	3%	3%	3%	4%	2%	3%	3%	2%	4%	22% JK

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■ Significant difference within groups: GHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

On a scale from 1 to 10, how interested are you in the upcoming presidential election this November? A '10' means you are extremely interested, and a '1' means you are not at all interested. Please select any number between 1 and 10. *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55+ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Top 2 Box (9.10)																
Column %	75%	77%	74%	41%	75%	59%	71% D	87% DE	75%	74%	73%	81% GH	75%	78% K	51%	78% K
1 Not interested at all																
Column %	3%	3%	2%	37% AB	3%	4% F	4% F	1%	3%	3%	2%	3%	3%	2%	7% J	8%
2																
Column %	1%	1%	0%	0%	1%	0%	0%	1%	1%	2%	0%	0%	1%	1%	0%	0%
3																
Column %	0%	0%	1%	0%	0%	1% F	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%
4																
Column %	1%	1%	1%	18%	1%	3% F	1%	0%	1%	0%	2% G	1%	1%	1%	1%	1%
5																
Column %	5%	4%	6%	3%	5%	7% F	8% F	2%	5%	7% I	5%	3%	5%	5%	11% J	4%
6																
Column %	3%	4%	3%	0%	3%	8% EF	3% F	1%	3%	3%	3%	3%	3%	3%	9% JL	0%
7																
Column %	4%	4%	4%	0%	4%	8% EF	4%	2%	4%	4%	4%	3%	4%	3%	7% J	3%
8																
Column %	7%	6%	7%	0%	7%	9% F	8%	5%	7%	6%	9%	6%	7%	6%	12% J	3%
9																
Column %	9%	11%	9%	0%	9%	10%	11%	8%	9%	13% HI	7%	7%	9%	9%	11%	8%
10 Very Interested																
Column %	66%	66%	65%	41%	66%	49%	60% D	78% DE	66%	61%	65%	74% GH	66%	69% K	40%	70% K
Not Sure																
Column %	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

If Joe Biden was still running in the 2024 presidential race, who would you be most likely to vote for? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Joe Biden, the Democratic Party candidate Column %	27%	26%	27%	32%	27%	28%	24%	29%	27%	19%	26% G	41% GH	27%	24%	51% JL	22%
Donald Trump, the Republican Party candidate Column %	55%	57%	54%	41%	55%	57%	59% F	52%	55%	63% I	59% I	35%	55%	59% KL	30%	43%
Robert F Kennedy Jr , an Independent candidate Column %	7%	5%	9% A	27% A	7%	5%	5%	10% DE	7%	5%	5%	15% GH	7%	8% K	3%	5%
Chase Oliver, the Libertarian Party candidate Column %	1%	2% B	0%	0%	1%	1%	1%	1%	1%	2% H	0%	0%	1%	1%	2%	9% J
Cornel West, an Independent candidate Column %	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	7%
Jill Stein, the Green Party candidate Column %	1%	2% B	1%	0%	1%	0%	2%	2%	1%	1%	3% GI	0%	1%	1%	3%	1%
I'm not sure Column %	5%	3%	7% A	0%	5%	4%	7%	5%	5%	8% HI	3%	4%	5%	5%	5%	13% JK
I wouldn't vote Column %	2%	3%	2%	0%	2%	5% EF	1%	1%	2%	1%	3%	3%	2%	2%	5% J	1%

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■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

In your opinion, who do you think will win the 2024 Presidential election? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump, the Republican Party candidate Column %	49%	53% B	46%	50%	49%	51%	55% F	44%	49%	55% I	54% I	31%	49%	53% K	24%	43% K
Kamala Harris, the Democratic Party candidate Column %	40%	36%	42% A	50%	40%	41%	35%	42% E	40%	28%	38% G	62% GH	40%	37%	64% JL	35%
I'm not sure Column %	11%	10%	12%	0%	11%	8%	10%	13% D	11%	17% HI	9%	7%	11%	11%	12%	22% J

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■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Which Vice-Presidential candidate do you prefer? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
J D Vance, the Republican Party Vice-Presidential candidate Column %	50%	55% B	45%	41%	50%	48%	50%	51%	50%	57% I	53% I	32%	50%	54% K	21%	44% K
Tim Walz, the Democratic Party Vice-Presidential candidate Column %	37%	32%	41% A	41%	37%	36%	32%	41% E	37%	27%	33% G	60% GH	37%	34%	61% JL	28%
No preference Column %	10%	11%	9%	18%	10%	11%	12% F	7%	10%	11% I	10%	6%	10%	9%	12%	21% J
I'm not sure Column %	4%	2%	5% A	0%	4%	5% F	6% F	1%	4%	5% I	4%	2%	4%	3%	6%	6%

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■ Significant difference within groups: ABEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Regardless of who you plan to vote for, how would you describe the political views of Senator Marsha Blackburn? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Too conservative Column %	27%	25%	29%	32%	27%	23%	23%	33% DE	27%	25%	26%	32% G	27%	26%	31%	33%
Not conservative enough Column %	19%	27% B	12%	3%	19%	13%	20% D	21% D	19%	14%	15%	33% GH	19%	18%	21%	26%
Not too far either way Column %	32%	32%	32%	46%	32%	25%	32%	36% D	32%	35% I	35% I	22%	32%	34% K	23%	24%
I'm not sure Column %	22%	16%	27% A	18%	22%	39% EF	25% F	11%	22%	26% I	24% I	12%	22%	22%	25%	18%

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■ Significant difference within groups: ABDEFGHIK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Regardless of who you plan to vote for, how would you describe the political views of Gloria Johnson, the Democratic Party candidate for Senate? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Too liberal or progressive Column %	31%	39% B	24%	3%	31%	29%	28%	34% E	31%	33% I	35% I	20%	31%	31%	25%	40%
Not liberal or progressive enough Column %	8%	10% B	6%	41% AB	8%	18% EF	9% F	2%	8%	7%	8%	10%	8%	5%	25% J	18% J
Not too far either way Column %	28%	25%	30%	55%	28%	16%	26% D	36% DE	28%	22%	22%	46% GH	28%	29% L	22%	15%
I'm not sure Column %	33%	26%	40% A	0%	33%	37% F	37% F	29%	33%	38% I	35% I	23%	33%	34%	28%	27%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would you be more or less likely to vote for a candidate who supports school choice policies, which allow parents to choose their child’s school (public, private, charter, or home school) using public funding? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male	Female	Other/ Non-binary	Total	18 to 34	35 to 54	55^	Total	East Tennessee	Middle Tennessee	West Tennessee	Total	White	Black	Other/Prefer not to answer
	A	B	C	D	E	F	G	H	I	J	K	L				
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Much or Somewhat more likely) Column %	56%	66% B	49% B	31%	56%	64% F	59% F	50% F	56%	56%	55%	61%	56%	54% J	67% J	72% J
Much more likely Column %	29%	36% B	23% B	31%	29%	28%	25% E	32% E	29%	20% G	33% G	37% G	29%	28%	35%	40%
Somewhat more likely Column %	28%	30%	26%	0%	28%	36% F	34% F	18% F	28%	36% HI	22% I	24% I	28%	27%	32%	32%
Neither more nor less likely Column %	21%	18% A	24% A	0%	21%	13% D	24% D	24% D	21%	22% I	26% I	10% I	21%	22% L	15%	6% L
Somewhat less likely Column %	5%	5%	6%	0%	5%	8% E	3% E	6% E	5%	6%	6%	5%	5%	5%	9%	2%
Much less likely Column %	11%	6% A	15% A	69% AB	11%	6% E	7% E	17% DE	11%	9% G	8% G	20% GH	11%	12% K	4% K	12%
Total (Much or Somewhat less likely) Column %	17%	11% A	21% A	69% AB	17%	15% E	9% E	23% DE	17%	15% G	14% G	24% GH	17%	17%	13%	14%
I’m not sure Column %	6%	5%	7%	0%	6%	8% F	8% F	3% F	6%	7%	6%	5%	6%	6%	4%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Very or Somewhat Satisfied) Column %	26%	27%	24%	32%	26%	29% E	22%	27%	26%	19%	28% G	33% G	26%	26%	29%	16%
Very Satisfied Column %	10%	16% B	4%	0%	10%	12%	8%	9%	10%	3%	10% G	19% GH	10%	9%	12%	8%
Somewhat Satisfied Column %	16%	11%	20% A	32%	16%	17%	14%	17%	16%	16%	18%	13%	16%	16%	17%	8%
Somewhat Dissatisfied Column %	29%	31%	27%	0%	29%	31% F	32% F	25%	29%	31%	28%	27%	29%	27%	42% J	35%
Very Dissatisfied Column %	45%	42%	47%	68%	45%	39%	45%	48% D	45%	49% I	43%	40%	45%	47% K	28%	43% K
Total (Very or Somewhat Dissatisfied) Column %	73%	72%	74%	68%	73%	70%	77% D	72%	73%	80% HI	71%	67%	73%	74%	70%	79%
Not Sure Column %	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	5%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Very or Somewhat Satisfied) Column %	52%	61% B	45%	91% B	52%	48%	49%	58% DE	52%	56%	50%	50%	52%	54% K	41%	48%
Very Satisfied Column %	15%	19% B	11%	0%	15%	21% EF	11%	13%	15%	13%	18% GI	10%	15%	15%	11%	12%
Somewhat Satisfied Column %	38%	42% B	34%	91% AB	38%	27%	37% D	44% DE	38%	43% H	32%	40% H	38%	39% K	29%	36%
Somewhat Dissatisfied Column %	27%	23%	31% A	0%	27%	29% F	30% F	23%	27%	27%	30% I	21%	27%	26%	32%	18%
Very Dissatisfied Column %	18%	13%	22% A	9%	18%	18%	18%	18%	18%	14%	17%	27% GH	18%	18%	20%	21%
Total (Very or Somewhat Dissatisfied) Column %	45%	36%	53% AC	9%	45%	47%	49% F	41%	45%	41%	47%	48% G	45%	44%	52%	40%
Not Sure Column %	3%	3%	2%	0%	3%	5% F	2%	2%	3%	3%	3%	1%	3%	2%	7% J	13% J

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Very or Somewhat Satisfied) Column %	42%	50% B	36%	3%	42%	38%	43%	44%	42%	41%	42%	45%	42%	43%	40%	37%
Very Satisfied Column %	8%	11% B	6%	0%	8%	15% EF	9% F	3%	8%	7%	10% I	5%	8%	7%	14% JL	2%
Somewhat Satisfied Column %	34%	40% B	30%	3%	34%	23%	34% D	40% D	34%	34%	32%	40% H	34%	35% K	26%	35%
Somewhat Dissatisfied Column %	27%	25%	28%	55%	27%	28%	29%	25%	27%	33% I	27% I	18%	27%	27%	29%	21%
Very Dissatisfied Column %	23%	19%	26% A	41%	23%	26% E	20%	24%	23%	20%	21%	30% GH	23%	23%	22%	30%
Total (Very or Somewhat Dissatisfied) Column %	50%	45%	54% A	97% A	50%	55%	48%	49%	50%	53%	49%	48%	50%	50%	52%	52%
Not Sure Column %	8%	5%	10% A	0%	8%	7%	9%	7%	8%	6%	9%	8%	8%	7%	8%	12%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Do you approve or disapprove of the way Governor Bill Lee is handling his job? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Strongly or Somewhat approve) Column %	53%	58% BC	50%	3%	53%	44%	56% D	56% D	53%	61% I	56% I	35%	53%	57% K	27%	59% K
Strongly approve Column %	21%	25% B	18%	0%	21%	16%	17%	27% DE	21%	22% I	23% I	16%	21%	24% KL	7%	1%
Somewhat approve Column %	32%	33%	32%	3%	32%	28%	39% DF	29%	32%	39% HI	33% I	19%	32%	33% K	20%	58% JK
Somewhat disapprove Column %	23%	24%	22%	46%	23%	24%	19%	26% E	23%	16%	20%	40% GH	23%	23%	28%	26%
Strongly disapprove Column %	15%	11%	18% A	32%	15%	17%	16%	13%	15%	14%	15%	16%	15%	13%	32% JL	11%
Total (Strongly or Somewhat disapprove) Column %	38%	35%	40%	79%	38%	41%	35%	39%	38%	30%	35%	56% GH	38%	35%	60% JL	37%
No opinion Column %	9%	6%	11% A	18%	9%	15% EF	9% F	5%	9%	9%	9%	9%	9%	8%	13%	4%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Do you approve or disapprove of the way Senator Marsha Blackburn is handling her job? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Strongly or Somewhat approve) Column %	53%	56% C	51% C	9%	53%	42%	53% D	59% D	53%	55% I	55% I	45%	53%	56% K	35%	41%
Strongly approve Column %	25%	26%	25%	0%	25%	15%	18%	36% DE	25%	22%	27% G	27%	25%	28% K	7%	23% K
Somewhat approve Column %	28%	30%	26%	9%	28%	27%	35% DF	23%	28%	33% I	28% I	18%	28%	28%	28%	18%
Somewhat disapprove Column %	13%	14%	12%	3%	13%	16% F	17% F	9%	13%	16% H	11%	12%	13%	12%	16%	25% J
Strongly disapprove Column %	22%	22%	21%	69% AB	22%	16%	19%	28% DE	22%	18%	20%	33% GH	22%	21%	33% J	20%
Total (Strongly or Somewhat disapprove) Column %	35%	37%	33%	73% B	35%	32%	36%	36%	35%	34%	30%	45% GH	35%	33%	49% J	44%
No opinion Column %	12%	8%	16% A	18%	12%	26% EF	11% F	5%	12%	11%	15%	10%	12%	12%	16%	15%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Do you approve or disapprove of the way Senator Bill Hagerty is handling his job? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non- binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Strongly or Somewhat approve) Column %	50%	55% BC	47%	3%	50%	35%	46% D	62% DE	50%	48%	48%	59% GH	50%	55% K	19%	45% K
Strongly approve Column %	18%	17%	19%	0%	18%	12%	13%	25% DE	18%	16%	19%	20%	18%	20% KL	7%	3%
Somewhat approve Column %	32%	38% B	28%	3%	32%	24%	33% D	36% D	32%	33%	29%	39% H	32%	35% K	12%	42% K
Somewhat disapprove Column %	14%	16%	12%	0%	14%	17% F	17% F	10%	14%	14%	16% I	10%	14%	12%	26% J	17%
Strongly disapprove Column %	13%	13%	12%	69% AB	13%	17% E	11%	12%	13%	13%	12%	15%	13%	11%	23% J	16%
Total (Strongly or Somewhat disapprove) Column %	27%	29%	25%	69% AB	27%	34% F	28%	23%	27%	27%	28%	24%	27%	24%	50% J	34%
No opinion Column %	23%	16%	29% A	27%	23%	31% F	26% F	16%	23%	24% I	24% I	17%	23%	22%	31% J	21%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Do you approve or disapprove of the way the Supreme Court of the United States is handling its job? *

	Gender				Age Groups				Grand Division				Ethnicity			
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Strongly or Somewhat approve) Column %	49%	54% BC	45% B	3% C	49%	41% D	41% E	59% DE	49%	40% G	51% G	61% GH	49%	50% K	35% K	62% K
Strongly approve Column %	14%	22% B	8% B	0%	14%	15%	12%	16%	14%	13% G	18% GI	9% I	14%	14% J	11% K	27% JK
Somewhat approve Column %	35%	33%	36%	3%	35%	26% D	29% E	43% DE	35%	27% G	32% H	51% GH	35%	36% K	24% K	36%
Somewhat disapprove Column %	23%	23%	24%	9%	23%	26% F	31% F	16% F	23%	33% HI	20% I	13% I	23%	23%	26%	14%
Strongly disapprove Column %	21%	18% A	23% A	69% AB	21%	22%	19%	22%	21%	19%	22%	22%	21%	19% J	33% J	21%
Total (Strongly or Somewhat disapprove) Column %	44%	41% A	47% A	79%	44%	48% F	50% F	38% F	44%	52% HI	42% I	35% I	44%	43% J	59% JL	35% L
No opinion Column %	7%	5% A	8% A	18%	7%	11% F	9% F	3% F	7%	8%	7%	4%	7%	7%	6%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Do you support or oppose President Biden’s proposal to implement term limits for Supreme Court justices? *

	Gender				Age Groups				Grand Division				Ethnicity			
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Strongly or Somewhat support) Column %	48%	47%	50%	41%	48%	45%	44%	53% DE	48%	40%	49% G	62% GH	48%	47%	62% JL	35%
Strongly support Column %	28%	29%	27%	32%	28%	26%	21%	34% DE	28%	20%	24%	48% GH	28%	28% L	32% L	12%
Somewhat support Column %	21%	19%	22%	9%	21%	19%	24%	19%	21%	20%	24% I	15%	21%	19%	29% J	23%
Somewhat oppose Column %	13%	12%	14%	18%	13%	19% F	15% F	9%	13%	15% I	14% I	8%	13%	14%	13%	6%
Strongly oppose Column %	30%	35% B	26%	3%	30%	25%	29%	34% D	30%	37% HI	28%	24%	30%	31% K	16%	52% JK
Total (Strongly or Somewhat oppose) Column %	44%	48% B	40%	21%	44%	43%	44%	43%	44%	52% HI	42% I	32%	44%	45% K	29%	58% K
No opinion Column %	8%	5%	10% A	37% A	8%	12% F	12% F	3%	8%	8%	9%	5%	8%	8%	9%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Which of the following statements best reflects your view on tariffs? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Tariffs are a necessary tool to protect American-made products, even if they temporarily raise costs Column %	41%	41%	41%	45%	41%	31% D	40% D	47% DE	41%	38%	42%	44%	41%	41%	36%	43%
Tariffs are essentially taxes that increase the cost of goods for consumers and can worsen inflation Column %	39%	46% B	33%	18%	39%	48% EF	38%	36%	39%	40%	39%	38%	39%	39%	45% L	27%
I'm not sure Column %	20%	13%	26% A	37%	20%	21%	23% F	18%	20%	22%	20%	18%	20%	20%	19%	31%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Overall, how do you feel about labor unions and the role they play in today's workforce? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Very or Somewhat favorable) Column %	45%	46%	43%	79%	45%	51% F	46%	40%	45%	43%	44%	48%	45%	44%	49%	45%
Very favorable Column %	17%	17%	17%	79% AB	17%	28% EF	16%	12%	17%	16%	19%	17%	17%	16%	26% J	26%
Somewhat favorable Column %	27%	29%	26%	0%	27%	23%	31% D	28%	27%	27%	26%	31%	27%	29%	22%	19%
Neutral Column %	29%	26%	31%	3%	29%	31%	30%	27%	29%	29%	25%	36% H	29%	29%	32%	22%
Somewhat unfavorable Column %	13%	17% B	10%	0%	13%	7%	9%	19% DE	13%	14% I	15% I	8%	13%	14% K	3%	10%
Very unfavorable Column %	10%	9%	10%	0%	10%	6%	9%	13% D	10%	9% I	14% GI	4%	10%	10%	8%	16%
Total (Very or Somewhat unfavorable) Column %	23%	26% B	20%	0%	23%	13%	18%	32% DE	23%	23% I	29% GI	12%	23%	24% K	11%	27% K
I'm not sure Column %	4%	2%	5% A	18%	4%	6% F	5% F	1%	4%	5%	2%	5%	4%	3%	9% J	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Some federal policymakers have proposed a new tax on unrealized gains, meaning that if the value of assets like stocks or homes increases, you would be taxed on that increase even if you haven't sold the asset or received any actual income. Are you aware of this proposed tax? *

	Gender				Age Groups				Grand Division				Ethnicity			
	Total	Male A	Female B	Other/ Non- binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Yes Column %	40%	46% B	34%	36%	40%	34%	34%	47% DE	40%	33%	37%	56% GH	40%	41% K	26%	56% K
No Column %	51%	45%	56% A	37%	51%	56% F	55% F	45%	51%	57% I	53% I	37%	51%	50%	62% JL	38%
I'm not sure Column %	9%	9%	9%	27%	9%	10%	10%	8%	9%	10%	10%	7%	9%	9%	12%	6%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Given that unrealized gains refer to the hypothetical increase in the value of assets like stocks or homes that haven't been sold, do you agree it is fair to tax individuals on these hypothetical increases in value? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male	Female	Other/ Non-binary	Total	18 to 34	35 to 54	55^	Total	East Tennessee	Middle Tennessee	West Tennessee	Total	White	Black	Other/ Prefer not to answer
	A	B	C	D	E	F	G	H	I	J	K	L				
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Strongly agree or agree)																
Column %	13%	18% B	9% B	0%	13%	29% EF	15% F	2% F	13%	13%	13%	12%	13%	10% J	28% J	19%
Strongly agree																
Column %	4%	5% B	3% B	0%	4%	11% EF	4% F	1% F	4%	4%	5%	3%	4%	3% JL	10% JL	0% JL
Agree																
Column %	9%	12% B	6% B	0%	9%	19% EF	12% F	1% F	9%	9%	8%	10%	9%	7% J	18% J	19% J
Neutral																
Column %	14%	10% A	17% A	50% AB	14%	21% F	21% F	5% F	14%	14%	13%	14%	14%	13% J	22% J	17%
Disagree																
Column %	18%	16% A	20%	46% A	18%	16%	20%	18%	18%	22% I	18% I	11% I	18%	18% L	21% L	5% L
Strongly disagree																
Column %	50%	54% BC	48% BC	3% BC	50%	28% D	39% D	71% DE	50%	46% G	52%	56% G	50%	54% K	19% K	56% K
Total (Strongly disagree or disagree)																
Column %	69%	70%	68%	50%	69%	44% D	59% D	89% DE	69%	68%	70%	67%	69%	73% K	40% K	62% K
I'm not sure																
Column %	5%	2% A	7% A	0%	5%	6%	5%	4%	5%	5%	4%	6%	5%	4% JL	10% JL	2% JL

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Driverless car services, such as those provided by companies like Waymo and Cruise, are becoming increasingly common in cities like Los Angeles, Phoenix, and San Francisco. These services offer transportation without a human driver. How familiar are you with the increasing use of driverless cars in these cities? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Very or somewhat familiar) Column %	48%	60% B	39%	63%	48%	59% EF	50% F	42%	48%	42%	46%	65% GH	48%	46%	61% J	61%
Very familiar Column %	10%	13% B	8%	36%	10%	18% F	14% F	3%	10%	7%	12% G	11%	10%	8%	21% J	15%
Somewhat familiar Column %	38%	47% B	31%	27%	38%	40%	36%	39%	38%	34%	34%	54% GH	38%	38%	40%	46%
Not very familiar Column %	32%	26%	38% A	37%	32%	28%	31%	36% D	32%	35% I	35% I	23%	32%	34% K	22%	24%
Not familiar at all Column %	19%	15%	23% A	0%	19%	13%	20% D	22% D	19%	23% I	19% I	13%	19%	20%	17%	15%
Total (Not familiar at all or not very familiar) Column %	52%	40%	61% A	37%	52%	41%	50% D	58% DE	52%	58% I	54% I	35%	52%	54% K	39%	39%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Considering that driverless cars operate without a human driver and are now available in several major cities, how comfortable would you be using a driverless car service like Waymo or Cruise in the near future? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male	Female	Other/ Non-binary	Total	18 to 34	35 to 54	55^	Total	East Tennessee	Middle Tennessee	West Tennessee	Total	White	Black	Other/ Prefer not to answer
	A	B	C	D	E	F	G	H	I	J	K	L				
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Very or somewhat comfortable) Column %	16%	23% B	10% B	0%	16%	31% EF	20% F	5% F	16%	16%	17%	12%	16%	13% J	27% J	35% J
Very comfortable Column %	5%	8% B	2% B	0%	5%	11% F	7% F	0% F	5%	2% G	7% G	6% G	5%	5%	4%	10%
Somewhat comfortable Column %	11%	15% B	8% B	0%	11%	20% EF	13% F	5% F	11%	14% I	11%	7% G	11%	9% J	23% J	25% J
Neither comfortable nor uncomfortable Column %	7%	8%	7%	0%	7%	10% F	11% F	4% F	7%	6%	8%	9%	7%	6% J	16% J	14% J
Somewhat uncomfortable Column %	22%	20% B	23% B	64% AB	22%	19%	21%	24%	22%	21%	22%	23%	22%	22%	21%	12%
Very uncomfortable Column %	52%	46% A	58% A	36%	52%	36% D	46% D	66% DE	52%	54%	51%	53%	52%	56% KL	30% J	38% J
Total (Very or somewhat uncomfortable) Column %	74%	66% A	81% A	100%	74%	55% D	66% D	90% DE	74%	75%	72%	76%	74%	78% KL	51% J	50% J
I'm not sure Column %	3%	3%	2%	0%	3%	5% F	3%	1% F	3%	3%	3%	3%	3%	2% J	6% J	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Local newspaper: How much do you trust the following types of media to report the news accurately and fairly? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Trust a great deal or trust somewhat) Column %	55%	51%	58% A	63%	55%	54%	54%	55%	55%	52%	50%	67% GH	55%	54%	58%	55%
Trust a great deal Column %	17%	19%	15%	18%	17%	19%	13%	18% E	17%	12%	15%	28% GH	17%	15%	29% J	17%
Trust somewhat Column %	38%	32%	43% A	45%	38%	36%	41%	37%	38%	40%	36%	40%	38%	39% K	29%	38%
Neither trust nor distrust Column %	19%	20%	19%	0%	19%	21%	19%	18%	19%	19%	21%	15%	19%	20%	17%	12%
Distrust somewhat Column %	19%	22% B	16%	0%	19%	16%	21%	18%	19%	24% HI	18% I	12%	19%	18%	19%	27%
Distrust a great deal Column %	5%	5%	5%	37% AB	5%	7%	4%	5%	5%	2%	8% GI	4%	5%	5%	5%	3%
Total (Distrust a great deal or distrust somewhat) Column %	24%	27% B	21%	37%	24%	23%	25%	23%	24%	26% I	26% I	16%	24%	24%	23%	29%
I'm not sure Column %	2%	2%	3%	0%	2%	2%	2%	3%	2%	2%	3%	1%	2%	2%	3%	4%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Local network TV news: How much do you trust the following types of media to report the news accurately and fairly? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Trust a great deal or trust somewhat) Column %	59%	57% C	61% C	9%	59%	60%	57%	60%	59%	61% H	51%	70% GH	59%	58%	65%	51%
Trust a great deal Column %	21%	22%	20%	0%	21%	16%	15%	28% DE	21%	13%	15%	45% GH	21%	21%	23% L	10%
Trust somewhat Column %	38%	35%	41% A	9%	38%	43% F	42% F	32%	38%	48% HI	36% I	25%	38%	37%	42%	41%
Neither trust nor distrust Column %	16%	16%	16%	37%	16%	15%	17%	17%	16%	15%	17%	16%	16%	16%	16%	22%
Distrust somewhat Column %	15%	18% B	12%	50% AB	15%	13%	17%	15%	15%	18% I	17% I	7%	15%	15%	10%	24% K
Distrust a great deal Column %	9%	7%	10%	3%	9%	11%	8%	9%	9%	6%	14% GI	5%	9%	10% L	6%	2%
Total (Distrust a great deal or distrust somewhat) Column %	24%	26%	23%	54%	24%	24%	26%	23%	24%	24% I	31% GI	13%	24%	25% K	16%	26%
I'm not sure Column %	1%	1%	0%	0%	1%	1% F	1%	0%	1%	0%	1%	1%	1%	0%	3% J	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

National cable TV news: How much do you trust the following types of media to report the news accurately and fairly? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Trust a great deal or trust somewhat) Column %	38%	40%	37%	0%	38%	44% F	40% F	33%	38%	38%	34% H	45% H	38%	36%	51% J	37%
Trust a great deal Column %	9%	8%	11%	0%	9%	9%	12% F	8%	9%	7%	10%	11%	9%	8%	22% J	12%
Trust somewhat Column %	28%	32% B	26%	0%	28%	35% F	28%	25%	28%	30% H	24%	33% H	28%	28%	29%	25%
Neither trust nor distrust Column %	18%	14%	21% A	50% A	18%	17%	18%	19%	18%	16%	15%	28% GH	18%	17%	26% J	18%
Distrust somewhat Column %	21%	24%	19%	0%	21%	20%	22%	22%	21%	25% I	22% I	15%	21%	22% K	14%	30% K
Distrust a great deal Column %	21%	22%	21%	50%	21%	15%	20%	26% DE	21%	20% I	28% GI	11%	21%	23% K	8%	16%
Total (Distrust a great deal or distrust somewhat) Column %	43%	46%	40%	50%	43%	36%	41%	48% D	43%	45% I	49% I	27%	43%	45% K	22%	45% K
I'm not sure Column %	1%	1%	2% A	0%	1%	3% EF	1%	1%	1%	1%	2%	0%	1%	2%	1%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Local radio news station: How much do you trust the following types of media to report the news accurately and fairly? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Trust a great deal or trust somewhat) Column %	55%	57% C	53% C	18%	55%	58%	54%	53%	55%	55%	52% H	60% H	55%	54%	57%	49%
Trust a great deal Column %	12%	13%	11%	0%	12%	13%	15% F	9%	12%	11%	12%	13%	12%	11%	18% JL	6%
Trust somewhat Column %	43%	44%	42%	18%	43%	45%	39%	44%	43%	44%	39% H	47% H	43%	43%	39%	42%
Neither trust nor distrust Column %	23%	22%	23%	36%	23%	22%	20%	25%	23%	23%	20% H	28% H	23%	23%	22%	25%
Distrust somewhat Column %	15%	16%	15%	9%	15%	9%	18% D	17% D	15%	17% I	18% I	8%	15%	16%	11%	19%
Distrust a great deal Column %	6%	4%	7% A	37% AB	6%	9% F	6% F	4%	6%	4%	9% GI	3%	6%	6%	7%	2%
Total (Distrust a great deal or distrust somewhat) Column %	21%	19%	22%	46%	21%	17%	24% D	21%	21%	20% I	27% GI	11%	21%	21%	18%	20%
I'm not sure Column %	2%	2%	2%	0%	2%	3%	2%	1%	2%	2%	2%	2%	2%	1%	4% J	5%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDFGHIJL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

National talk radio: How much do you trust the following types of media to report the news accurately and fairly? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Trust a great deal or trust somewhat) Column %	37%	36%	37%	45%	37%	34%	39%	36%	37%	25%	36% G	58% GH	37%	36%	43%	30%
Trust a great deal Column %	6%	7%	6%	0%	6%	7%	7%	5%	6%	5%	9% GI	4%	6%	6%	10%	9%
Trust somewhat Column %	30%	29%	31%	45%	30%	28%	31%	31%	30%	20%	27% G	54% GH	30%	30%	34%	21%
Neither trust nor distrust Column %	23%	21%	25%	0%	23%	31% F	26% F	17%	23%	21%	26%	22%	23%	22%	28%	35% J
Distrust somewhat Column %	22%	23%	21%	18%	22%	21%	21%	24%	22%	32% HI	19% I	12%	22%	23%	16%	23%
Distrust a great deal Column %	15%	17%	14%	37%	15%	9%	12%	21% DE	15%	19% I	17% I	7%	15%	16% K	8%	10%
Total (Distrust a great deal or distrust somewhat) Column %	38%	40%	35%	55%	38%	31%	33%	45% DE	38%	51% HI	36% I	19%	38%	40% K	24%	32%
I'm not sure Column %	3%	3%	3%	0%	3%	4%	3%	2%	3%	4% I	2%	1%	3%	2%	5%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Local talk radio: How much do you trust the following types of media to report the news accurately and fairly? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Trust a great deal or trust somewhat) Column %	46%	48%	45%	3%	46%	43%	48%	47%	46%	38%	45% G	62% GH	46%	47% L	44%	28%
Trust a great deal Column %	10%	7%	13% A	0%	10%	8%	9%	13%	10%	5%	11% G	19% GH	10%	10%	13%	4%
Trust somewhat Column %	36%	41% B	32%	3%	36%	35%	39%	34%	36%	33%	34%	43% GH	36%	37%	31%	24%
Neither trust nor distrust Column %	29%	28%	29%	32%	29%	32%	28%	27%	29%	33% HI	27%	24%	29%	28%	25%	42% K
Distrust somewhat Column %	16%	16%	15%	18%	16%	16%	13%	18% E	16%	18% I	17% I	11%	16%	14%	25% J	25%
Distrust a great deal Column %	6%	4%	7% A	46% AB	6%	4%	7%	6%	6%	7% I	6% I	3%	6%	6%	3%	5%
Total (Distrust a great deal or distrust somewhat) Column %	22%	21%	22%	64% AB	22%	20%	20%	24%	22%	25% I	23% I	14%	22%	21%	27%	30%
I'm not sure Column %	3%	3%	3%	0%	3%	5% F	3%	2%	3%	3% I	5% I	1%	3%	3%	3%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Online media outlets: How much do you trust the following types of media to report the news accurately and fairly? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Trust a great deal or trust somewhat) Column %	19%	20%	19%	18%	19%	24% F	22% F	15%	19%	17%	20%	22%	19%	16%	36% J	33% J
Trust a great deal Column %	3%	3%	3%	0%	3%	5% F	2%	2%	3%	2%	3%	4%	3%	3%	7% J	0%
Trust somewhat Column %	16%	17%	16%	18%	16%	19% F	20% F	12%	16%	16%	16%	17%	16%	14%	29% J	33% J
Neither trust nor distrust Column %	27%	24%	29% A	36%	27%	33% EF	24%	25%	27%	26%	25%	31%	27%	27%	22%	24%
Distrust somewhat Column %	32%	34%	31%	9%	32%	24%	31%	37% DE	32%	34%	31%	31%	32%	34% K	22%	32%
Distrust a great deal Column %	20%	22%	18%	37%	20%	15%	21%	22% D	20%	22% I	22% I	13%	20%	21% L	17% L	5%
Total (Distrust a great deal or distrust somewhat) Column %	52%	55% B	49%	46%	52%	39%	52% D	59% DE	52%	56% I	53% I	44%	52%	54% KL	39%	38%
I'm not sure Column %	2%	1%	3%	0%	2%	3% F	2%	1%	2%	1%	3%	3%	2%	2%	3%	5%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Social media: How much do you trust the following types of media to report the news accurately and fairly? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Trust a great deal or trust somewhat) Column %	17%	18%	15%	0%	17%	23% F	21% F	10%	17%	13%	19% G	17%	17%	13%	41% JL	21%
Trust a great deal Column %	4%	5% B	3%	0%	4%	10% EF	4% F	1%	4%	5%	3%	3%	4%	2%	16% JL	2%
Trust somewhat Column %	13%	13%	13%	0%	13%	13%	17% F	10%	13%	8%	16% G	14% G	13%	11%	25% J	19%
Neither trust nor distrust Column %	18%	16%	19%	0%	18%	20%	18%	16%	18%	18%	19%	15%	18%	17%	20%	27%
Distrust somewhat Column %	32%	31%	33%	54%	32%	36%	31%	31%	32%	35% H	28%	34%	32%	33%	29%	23%
Distrust a great deal Column %	33%	34%	32%	37%	33%	21%	30% D	42% DE	33%	33%	33%	34%	33%	36% K	10%	28% K
Total (Distrust a great deal or distrust somewhat) Column %	65%	65%	65%	91%	65%	56%	61%	73% DE	65%	68% H	61%	68%	65%	69% KL	39%	51%
I'm not sure Column %	1%	0%	1%	9%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDEFGHJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

What is your opinion on Pumpkin Spice Lattes? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Love or like them)																
Column %	33%	34%	32%	32%	33%	50% EF	38% F	20%	33%	29%	35% G	35%	33%	33%	38%	29%
Love them – they’re a favorite fall treat																
Column %	11%	11%	11%	32%	11%	18% F	13% F	5%	11%	9%	13%	10%	11%	10%	18% J	17%
Like them – enjoy occasionally																
Column %	22%	23%	21%	0%	22%	32% EF	25% F	15%	22%	20%	23%	25%	22%	23%	20%	12%
Neutral – don’t feel strongly either way																
Column %	13%	14%	12%	21%	13%	12%	14%	13%	13%	15%	13%	10%	13%	12%	15%	24% J
Dislike them – not a fan																
Column %	20%	18%	21%	46% A	20%	13%	21% D	22% D	20%	23%	18%	18%	20%	20%	21%	12%
Hate them – avoid at all costs																
Column %	12%	9%	15% A	0%	12%	8%	14% D	13% D	12%	12% I	15% I	7%	12%	13% K	4%	12% K
Total (Hate or dislike them)																
Column %	32%	27%	36% A	46%	32%	21%	36% D	35% D	32%	35% I	33% I	25%	32%	33% K	24%	23%
I’ve never tried one																
Column %	21%	23%	20%	0%	21%	15%	11%	31% DE	21%	20%	18%	29% GH	21%	21%	23%	23%
Not sure																
Column %	1%	2% B	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Have rising costs and inflation affected how often you dine out at local restaurants, or has your dining out behavior remained the same? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Yes, I dine out less often than before Column %	64%	61%	66% A	50%	64%	66%	65%	62%	64%	61%	63%	71% GH	64%	65%	60%	54%
No, I dine out as much as before Column %	25%	29% B	22%	0%	25%	26%	25%	26%	25%	27%	26%	21%	25%	25%	26%	39% J
I never dined out much and still don't Column %	9%	8%	11%	32%	9%	7%	9%	11%	9%	11%	8%	8%	9%	9%	12%	7%
I'm not sure Column %	2%	2% B	1%	18%	2%	1%	2%	2%	2%	1%	3% I	1%	2%	2%	2%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABGHIJ

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would manage an economic crisis effectively: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option. *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	59%	60% C	58% C	3%	59%	51% D	61% D	61% D	59%	66% HI	57% I	49%	59%	63% K	26%	52% K
Kamala Harris Column %	30%	29%	32%	32%	30%	34% E	26%	31%	30%	23%	30% G	44% GH	30%	27%	55% JL	30%
Neither Column %	6%	5%	5%	64% AB	6%	6%	7% F	4%	6%	7% I	6%	3%	6%	5%	10% J	13% J
I'm not sure Column %	6%	6%	5%	0%	6%	8% F	6%	4%	6%	5%	7%	5%	6%	5%	9%	5%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would be better at reducing healthcare costs for Americans: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option.*

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	45%	46%	44%	3%	45%	48% F	49% F	40%	45%	50% I	50% I	26%	45%	48% K	20%	41% K
Kamala Harris Column %	37%	38%	37%	50%	37%	40% E	32%	40% E	37%	33%	35%	50% GH	37%	34%	65% JL	34%
Neither Column %	14%	11% A	16% A	46% AB	14%	6% D	14% D	17% D	14%	14%	10%	21% GH	14%	14%	11%	16%
I'm not sure Column %	4%	5%	4%	0%	4%	5%	5%	3%	4%	4%	5%	3%	4%	4%	5%	9%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would handle natural disaster response and recovery well: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option.*

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	55%	56% C	55% C	3%	55%	50% D	56%	57% D	55%	61% I	55% I	45%	55%	60% KL	21%	42% K
Kamala Harris Column %	34%	33%	35%	41%	34%	37%	30%	36%	34%	29%	32%	46% GH	34%	31%	62% JL	29%
Neither Column %	6%	7%	5%	55% AB	6%	7%	8% F	4%	6%	6%	8% I	4%	6%	5%	10% J	22% JK
I'm not sure Column %	5%	4%	6%	0%	5%	6%	6%	4%	5%	4%	5%	6%	5%	5%	7%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would be strong in foreign policy and national security matters: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option.*

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	61%	62% C	61% C	3%	61%	62%	62%	61%	61%	66% I	63% I	50%	61%	66% KL	31%	51% K
Kamala Harris Column %	26%	21% A	30% A	32%	26%	24%	27%	26%	26%	24%	26%	28%	26%	23% JL	49% JL	30%
Neither Column %	8%	12% B	4%	46% AB	8%	6%	7%	10% D	8%	5%	6%	17% GH	8%	7%	11%	14%
I'm not sure Column %	5%	5%	4%	18%	5%	8% EF	4%	3%	5%	4%	5%	5%	5%	4%	9% J	5%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would be better at managing inflation and keeping the cost of living under control: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option. *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	60%	60%	61%	21%	60%	62%	59%	60%	60%	66% I	63% I	46%	60%	66% KL	24%	48% K
Kamala Harris Column %	28%	27%	29%	32%	28%	25%	27%	30%	28%	19%	28% G	43% GH	28%	24%	56% JL	29%
Neither Column %	8%	9%	6%	46% AB	8%	7%	9%	6%	8%	9%	6%	8%	8%	6%	15% J	17% J
I'm not sure Column %	4%	5%	4%	0%	4%	5%	5%	3%	4%	6%	3%	4%	4%	4%	6%	6%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would show empathy and connect with the American people: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option.*

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	46%	49% B	43%	3%	46%	47%	50% F	42%	46%	53% I	48% I	28%	46%	49% K	18%	41% K
Kamala Harris Column %	42%	39%	45% A	32%	42%	44% E	35%	47% E	42%	33%	39% G	64% GH	42%	40%	67% JL	32%
Neither Column %	7%	8%	6%	64% AB	7%	5%	9% D	8%	7%	9%	7%	6%	7%	7%	12% J	17% J
I'm not sure Column %	5%	4%	5%	0%	5%	5%	6%	4%	5%	5% I	6% I	1%	5%	4%	4%	10%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would do a better job of modernizing the nation’s infrastructure, including roads, bridges, and technology: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option. *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	55%	57% C	54% C	3%	55%	53%	56%	56%	55%	61% HI	55% I	46%	55%	60% KL	26%	44% K
Kamala Harris Column %	31%	31%	31%	32%	31%	35% E	26%	32%	31%	24%	29%	46% GH	31%	27%	58% JL	29%
Neither Column %	6%	6%	5%	37% AB	6%	3%	8% DF	5%	6%	5%	8% I	3%	6%	5%	8%	12% J
I’m not sure Column %	8%	6%	10% A	27% A	8%	8%	9%	8%	8%	9%	9%	5%	8%	8%	8%	16%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would be better at supporting small businesses and entrepreneurship: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option.*

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	52%	57% BC	48%	13%	52%	47%	58% DF	50%	52%	61% HI	54% I	32%	52%	56% K	21%	43% K
Kamala Harris Column %	35%	34%	35%	32%	35%	42% E	27%	36% E	35%	24%	37% G	49% GH	35%	31%	62% JL	31%
Neither Column %	8%	4% A	11% A	55% AB	8%	5% D	10% D	9% D	8%	8% H	4%	16% GH	8%	8%	11%	12%
I'm not sure Column %	5%	4%	6%	0%	5%	6%	5%	5%	5%	6%	5%	4%	5%	5%	5%	14% J

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would defend constitutional rights and freedoms: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option. *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	57%	57% C	56% C	3%	57%	52%	58%	58%	57%	63% I	57% I	45%	57%	62% K	21%	50% K
Kamala Harris Column %	35%	33%	36%	59%	35%	35%	31%	37%	35%	27%	34% G	48% GH	35%	31%	62% JL	32%
Neither Column %	6%	7% B	4%	37% B	6%	7%	7%	5%	6%	7%	6%	4%	6%	5%	12% J	11%
I'm not sure Column %	3%	3%	3%	0%	3%	7% F	3% F	1%	3%	3%	3%	2%	3%	3%	5%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would protect Social Security and Medicare: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option. *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	48%	50%	46%	31%	48%	46%	53% F	45%	48%	53% I	53% I	29%	48%	52% K	20%	41% K
Kamala Harris Column %	37%	36%	38%	32%	37%	41% E	32%	38%	37%	32%	34%	50% GH	37%	33%	69% JL	30%
Neither Column %	11%	10%	11%	37%	11%	5%	10% D	15% DE	11%	10%	8%	17% GH	11%	11%	6%	21% JK
I'm not sure Column %	5%	4%	5%	0%	5%	8% F	5% F	2%	5%	5%	5%	4%	5%	4%	5%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would reduce government spending: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option. *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	53%	52% C	54% C	13%	53%	49%	52%	55%	53%	58% I	54% I	42%	53%	58% KL	22%	39% K
Kamala Harris Column %	26%	26%	25%	18%	26%	31% F	24%	24%	26%	17%	25% G	40% GH	26%	22%	56% JL	18%
Neither Column %	16%	17%	14%	69% AB	16%	12%	17%	17%	16%	19% I	15%	12%	16%	15%	15%	29% JK
I'm not sure Column %	6%	5%	7%	0%	6%	8% F	6%	4%	6%	5%	6%	7%	6%	5%	7%	13% J

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would best avoid unnecessary military conflicts and keep the U S out of wars: Thinking about Donald Trump and Kamala Harris on various leadership qualities and capabilities, please select the candidate you believe best fits the description. If you believe neither candidate fits the description or are unsure, please select the appropriate option. *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Donald Trump Column %	51%	53% C	50%	3%	51%	51%	56% F	48%	51%	57% I	56% I	32%	51%	55% K	25%	51% K
Kamala Harris Column %	34%	34%	35%	27%	34%	32%	28%	40% DE	34%	25%	31% G	57% GH	34%	33% L	54% JL	14%
Neither Column %	10%	10%	9%	69% AB	10%	11%	11%	8%	10%	12% I	9%	7%	10%	9%	13%	23% J
I'm not sure Column %	5%	3%	6% A	0%	5%	6% F	6%	3%	5%	6%	4%	4%	5%	4%	8%	12% J

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Did you watch or listen to the first presidential debate between Vice President Kamala Harris and former President Donald Trump, either live or in full afterward? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male	Female	Other/ Non-binary	Total	18 to 34	35 to 54	55^	Total	East Tennessee	Middle Tennessee	West Tennessee	Total	White	Black	Other/ Prefer not to answer
	A	B	C	D	E	F	G	H	I	J	K	L				
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Yes, I watched or listened to it live Column %	51%	55% B	47%	36%	51%	34% D	49% D	60% DE	51%	42%	49% G	69% GH	51%	52% K	37%	51%
Yes, I watched or listened to a recording Column %	14%	15%	13%	0%	14%	26% EF	13% F	7%	14%	16% I	14% I	8%	14%	11%	29% J	26% J
No, but I followed news coverage or read summaries Column %	25%	20%	29% A	46%	25%	27%	25%	24%	25%	29% I	27% I	15%	25%	26%	23%	15%
No, I did not follow the debate at all Column %	11%	10%	11%	18%	11%	13% F	13% F	8%	11%	13% I	10%	7%	11%	11%	10%	8%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

In your opinion, who do you think performed better in the first presidential debate between Vice President Kamala Harris and former President Donald Trump? (Base: Watched, listened, or followed debate news coverage) *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,071	491	575	4	1,071	251	334	486	1,071	385	442	245	1,071	908	122	41
Kamala Harris Column %	45%	45%	45%	39%	45%	42%	39%	51%	45%	38%	41%	64%	45%	42%	66%	46%
Donald Trump Column %	38%	41%	36%	15%	38%	45%	45%	31%	38%	40%	44%	25%	38%	41%	21%	36%
Neither Column %	11%	7%	15%	0%	11%	6%	14%	12%	11%	14%	11%	8%	11%	12%	9%	14%
Both equally Column %	4%	6%	2%	45%	4%	5%	2%	5%	4%	5%	4%	2%	4%	4%	4%	3%
Not sure Column %	1%	1%	1%	0%	1%	2%	1%	2%	1%	3%	0%	1%	1%	1%	0%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Democrat Column %	29%	29%	29%	0%	29%	34% E	27%	28%	29%	18%	29% G	48% GH	29%	24%	63% JL	37% J
Independent Column %	15%	16%	13%	68% AB	15%	11%	17% D	16%	15%	18% I	16% I	9%	15%	15%	13%	30% JK
Republican Column %	52%	50%	54% C	0%	52%	47%	51%	55% D	52%	60% HI	50% I	41%	52%	57% KL	21%	24%
Something else Column %	4%	5%	3%	32% AB	4%	8% F	5% F	1%	4%	4%	5% I	2%	4%	4%	3%	8%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would you call yourself a *

	Gender				Age Groups				Grand Division				Ethnicity			
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	624	275	349	-	624	136	196	292	624	268	246	109	624	585	28	11
Strong Republican Column %	69%	67%	71%	-	69%	68%	64%	74%	69%	67%	70%	73%	69%	68%	91%	76%
Not a Very Strong Republican Column %	31%	33%	29%	-	31%	32%	36%	26%	31%	33%	30%	27%	31%	32%	9%	24%

* Denotes variable with statistically significant findings

■ Significant difference within groups: EFJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would you call yourself a *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	348	158	190	-	348	99	103	146	348	79	143	126	348	246	86	16
Strong Democrat Column %	65%	67%	63%	-	65%	57%	60%	73%	65%	44%	68%	75%	65%	66%	66%	36%
Not a Very Strong Democrat Column %	35%	33%	37%	-	35%	43%	40%	27%	35%	56%	32%	25%	35%	34%	34%	64%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Do you think of yourself as *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	228	114	109	5	228	53	85	90	228	97	102	28	228	189	22	17
Closer to the Republican Party Column %	45%	52%	40%	21%	45%	41%	37%	57% E	45%	38%	55% G	35%	45%	47% K	20%	66% K
Closer to the Democratic Party Column %	23%	19%	27%	41%	23%	25%	29% F	16%	23%	27%	20%	24%	23%	24% L	30% L	6%
Strictly an Independent Column %	31%	29%	33%	37%	31%	34%	34%	27%	31%	35%	25%	41%	31%	30%	50% J	28%

* Denotes variable with statistically significant findings

■ Significant difference within groups: EFGJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Do you approve or disapprove of the way the Republican Party is handling its job? (Base: Republicans) *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	624	275	349	-	624	136	196	292	624	268	246	109	624	585	28	11
Total (Strongly or Somewhat approve) Column %	77%	75%	79%	-	77%	75%	82%	75%	77%	72%	75%	94% GH	77%	78% L	65%	47%
Strongly approve Column %	27%	28%	27%	-	27%	41% F	31% F	18%	27%	34% H	21%	25%	27%	27%	26%	28%
Somewhat approve Column %	50%	47%	52%	-	50%	34%	50% D	57% D	50%	38%	54% G	69% GH	50%	51%	39%	19%
Somewhat disapprove Column %	14%	18% B	10%	-	14%	15%	13%	14%	14%	20% HI	10%	4%	14%	12%	26% J	44% J
Strongly disapprove Column %	5%	6%	4%	-	5%	2%	3%	7% D	5%	5% I	6% I	1%	5%	5%	7%	0%
Total (Strongly or Somewhat disapprove) Column %	18%	24% B	14%	-	18%	17%	16%	21%	18%	25% HI	17% I	5%	18%	17%	33% J	44%
No opinion Column %	5%	1%	7% A	-	5%	8% E	2%	4%	5%	3%	8% GI	1%	5%	5%	2%	9%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Do you approve or disapprove of the way the Democratic Party is handling its job? (Base: Democrats) *

	Gender				Age Groups				Grand Division				Ethnicity			
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	348	158	190	-	348	99	103	146	348	79	143	126	348	246	86	16
Total (Strongly or Somewhat approve) Column %	71%	56%	83% A	-	71%	72%	81% F	62%	71%	71% I	82% I	56%	71%	71%	73%	53%
Strongly approve Column %	27%	24%	29%	-	27%	28%	29%	24%	27%	24%	34% I	19%	27%	27% L	29% L	0%
Somewhat approve Column %	44%	32%	54% A	-	44%	44%	52% F	39%	44%	47%	48%	37%	44%	44%	44%	53%
Somewhat disapprove Column %	24%	39% B	11%	-	24%	20%	16%	31% E	24%	24% H	9%	39% GH	24%	24%	17%	47% JK
Strongly disapprove Column %	3%	5%	2%	-	3%	1%	3%	5% D	3%	1%	6% I	1%	3%	4%	2%	0%
Total (Strongly or Somewhat disapprove) Column %	27%	43% B	13%	-	27%	21%	18%	36% DE	27%	25%	15%	40% GH	27%	28%	19%	47% K
No opinion Column %	3%	1%	5% A	-	3%	7% EF	1%	1%	3%	4%	2%	3%	3%	1%	8% J	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

What is your age? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
18 to 24 Column %	8%	9%	7%	32% B	8%	33% EF	0%	0%	8%	6%	9%	10%	8%	6%	19% J	10%
25 to 34 Column %	16%	15%	17%	9%	16%	67% EF	0%	0%	16%	13%	21% GI	11%	16%	14%	28% J	16%
35 to 44 Column %	16%	18%	15%	0%	16%	0%	50% DF	0%	16%	18% I	16%	12%	16%	16%	20%	15%
45 to 54 Column %	16%	15%	17%	55% AB	16%	0%	50% DF	0%	16%	20% HI	14%	13%	16%	16%	15%	15%
55 to 64 Column %	17%	11%	22% A	3%	17%	0%	0%	39% DE	17%	14%	17%	22% G	17%	18% K	8%	19% K
65 or older Column %	27%	32% B	23%	0%	27%	0%	0%	61% DE	27%	28%	23%	32% H	27%	29% K	10%	25% K

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Total (Very or somewhat liberal) Column %	23%	23%	23%	97% AB	23%	24%	24%	22%	23%	18%	21%	37% GH	23%	21%	36% J	32%
Very liberal Column %	6%	6%	5%	32% AB	6%	11% EF	5%	3%	6%	4%	5%	9% G	6%	4%	14% J	10%
Somewhat liberal Column %	18%	17%	17%	64% AB	18%	14%	19%	19% D	18%	14%	15%	28% GH	18%	17%	22%	22%
Moderate Column %	29%	24%	33% A	0%	29%	32% F	35% F	23%	29%	31% I	30%	24%	29%	28%	40% J	24%
Somewhat conservative Column %	24%	27%	22%	3%	24%	17%	23%	29% DE	24%	26%	22%	26%	24%	26% K	11%	24% K
Very conservative Column %	19%	22% B	16%	0%	19%	19%	16%	21% E	19%	21% I	22% I	11%	19%	20% K	10%	19%
Total (Very or somewhat conservative) Column %	43%	49% B	39%	3%	43%	36%	38%	51% DE	43%	46% I	44% I	36%	43%	46% K	21%	43% K
Not Sure Column %	5%	4%	5%	0%	5%	7% E	3%	4%	5%	5%	6%	3%	5%	5%	3%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Which of the following are you? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Male Column %	46%	100% BC	0%	0%	46%	46%	46%	45%	46%	46%	43%	48%	46%	44%	57% J	49%
Female Column %	54%	0%	100% AC	0%	54%	53%	53%	55%	54%	54%	56%	51%	54%	56% K	42%	49%
Other/Non-binary Column %	0%	0%	0%	100% AB	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
None Column %	63%	64%	63%	21%	63%	52% E	43%	85% DE	63%	65%	63%	61%	63%	64%	58%	70%
1 to 2 Column %	30%	31%	29%	41%	30%	36% F	48% DF	13%	30%	30%	27%	35% H	30%	30%	29%	29%
3 or more Column %	7%	5%	8% A	37% A	7%	12% F	9% F	2%	7%	5%	10% GI	4%	7%	6%	12% JL	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ADEFGHIJL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
White Column %	85%	82% A	88% A	69%	85%	73% D	84% D	92% DE	85%	91% I	88% I	69%	85%	100% KL	0%	0%
Black or African American Column %	11%	14% B	9%	18%	11%	22% EF	12% F	4%	11%	6%	8%	26% GH	11%	0%	100% JL	0%
Asian Column %	1%	1%	1%	9%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	27% JK
Hispanic Column %	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	2% G	1%	1%	0%	0%	27% JK
Other Column %	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	0%	27% JK
Prefer not to answer Column %	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	18% JK

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
< \$15,000																
Column %	6%	6%	6%	37% AB	6%	7% F	8% F	3%	6%	10% HI	4%	3%	6%	6%	6%	1%
\$15,000-\$24,999																
Column %	5%	4%	6%	0%	5%	4%	5%	5%	5%	5%	4%	6%	5%	4%	9% J	3%
\$25,000-\$34,999																
Column %	7%	6%	8%	0%	7%	5%	5%	9% DE	7%	6%	8%	7%	7%	7%	8%	9%
\$35,000-\$49,999																
Column %	14%	12%	15%	18%	14%	15%	16%	12%	14%	13%	17%	12%	14%	13%	26% JL	9%
\$50,000-\$74,000																
Column %	19%	20%	18%	9%	19%	23% F	18%	17%	19%	19%	22% I	14%	19%	19%	21%	17%
\$75,000-\$99,999																
Column %	17%	20% B	15%	3%	17%	16%	17%	17%	17%	17%	13%	24% GH	17%	17%	11%	27% K
\$100,000-124,999																
Column %	12%	11%	13%	0%	12%	13% E	7%	15% E	12%	10%	11%	18% GH	12%	13% K	4%	6%
\$125,000-\$149,999																
Column %	8%	9%	7%	0%	8%	7%	9%	8%	8%	6%	9%	9%	8%	8%	6%	18% JK
\$150,000-199,999																
Column %	5%	6%	4%	0%	5%	1%	7% D	5% D	5%	4%	7%	3%	5%	6%	3%	0%
\$200,000 and over																
Column %	6%	6%	6%	32% AB	6%	7%	6%	5%	6%	9% HI	5%	3%	6%	6%	4%	2%
Not sure																
Column %	1%	1%	1%	0%	1%	0%	0%	2% DE	1%	0%	2% G	1%	1%	1%	1%	9% JK

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Some high school or less Column %	15%	18% B	12%	37%	15%	8%	13% D	20% DE	15%	14% H	7%	30% GH	15%	16% KL	8%	0%
High school graduate Column %	41%	38%	44% A	0%	41%	55% EF	45% F	30%	41%	36%	47% GI	37%	41%	40%	55% JL	27%
Associates degree (Two-year post-secondary degree) Column %	8%	7%	9%	0%	8%	8%	8%	8%	8%	9%	8%	8%	8%	7%	13% J	16% J
Some college but no degree Column %	7%	7%	6%	45% AB	7%	7%	6%	7%	7%	8%	7%	6%	7%	7%	7%	13%
Bachelors degree Column %	20%	17%	22% A	0%	20%	19%	18%	22%	20%	21% I	24% I	12%	20%	21% K	12%	30% K
Masters or professional degree Column %	8%	11% B	6%	18%	8%	3%	8% D	11% D	8%	11% I	7%	5%	8%	8%	4%	14% K
Doctoral degree Column %	1%	2% B	0%	0%	1%	1%	0%	2% E	1%	1%	0%	2% H	1%	1%	0%	0%
Prefer not to say Column %	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

What is your current marital status? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Married Column %	54%	52% C	57% C	0%	54%	36% D	55% D	64% DE	54%	60% I	54% I	45%	54%	58% K	25%	56% K
Widowed Column %	6%	4% A	8% A	9%	6%	1%	3%	12% DE	6%	7%	6%	5%	6%	7%	4%	4%
Divorced Column %	12%	12%	12%	21%	12%	3% D	13% D	17% D	12%	9%	10%	21% GH	12%	13%	8%	14%
Separated Column %	2%	2%	2%	0%	2%	1%	4% DF	1%	2%	3%	2%	2%	2%	2%	2%	1%
Never married Column %	17%	21% B	12%	69% AB	17%	40% EF	16% F	4%	17%	13%	17%	22% G	17%	13%	44% JL	23% J
Prefer not to say Column %	1%	1%	2%	0%	1%	4% EF	1%	0%	1%	0%	3% G	1%	1%	1%	1%	1%
Living with partner Column %	7%	8%	6%	0%	7%	15% EF	9% F	2%	7%	9% I	7%	4%	7%	6%	17% JL	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Do you own or rent your home? *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Own Column %	70%	72% C	68% C	13%	70%	46% D	66% D	85% DE	70%	73% H	66%	71%	70%	74% K	42%	68% K
Rent Column %	30%	28%	32%	87% AB	30%	54% EF	34% F	15%	30%	27%	34% G	29%	30%	26%	58% JL	32%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Thinking about your religion, are you *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Protestant Column %	39%	40%	39%	9%	39%	19%	29% D	58% DE	39%	37%	36%	50% GH	39%	43% KL	15%	24%
Roman Catholic Column %	10%	11% B	8%	37%	10%	10%	8%	11%	10%	10%	12% I	6%	10%	9%	8%	19% JK
Mormon Column %	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	7% J
Orthodox (e.g. Greek or Russian Orthodox) Column %	0%	1% B	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%
Jewish Column %	2%	2%	3%	0%	2%	1%	2%	3% D	2%	4% I	2% I	0%	2%	2%	1%	3%
Muslim Column %	2%	3% B	1%	0%	2%	2% F	3% F	0%	2%	0%	2% G	2% G	2%	1%	6% J	0%
Buddhist Column %	1%	0%	1%	18%	1%	0%	2% DF	0%	1%	2% HI	0%	0%	1%	1%	1%	0%
Hindu Column %	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Atheist Column %	2%	3% B	2%	0%	2%	5% EF	2%	1%	2%	2%	3%	2%	2%	2%	4%	3%
Agnostic Column %	3%	3%	3%	0%	3%	3%	4%	2%	3%	3%	2%	4%	3%	3% K	0%	11% K
Something else Column %	25%	21%	28% A	36%	25%	36% F	29% F	16%	25%	28% I	24%	20%	25%	22%	44% JL	24%
Nothing in particular Column %	15%	14%	16%	0%	15%	22% F	20% F	8%	15%	14%	17%	15%	15%	15%	20% L	6%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKL

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

Would you describe yourself as a 'born-again' or evangelical Christian? (Base: Protestant) *

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennessee G	Middle Tennessee H	West Tennessee I	Total	White J	Black K	Other/Prefer not to answer L
Sample Size	473	221	252	0	473	55	112	306	473	164	177	131	473	442	20	11
Yes Column %	61%	61%	61%	0%	61%	86% F	76% F	51%	61%	74% I	68% I	33%	61%	60%	74%	55%
No Column %	39%	39%	39%	100%	39%	14%	24%	49% DE	39%	26%	32%	67% GH	39%	40%	26%	45%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHI

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 2024 MOE +/- 2.77%

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

	Gender				Age Groups				Grand Division			Ethnicity				
	Total	Male A	Female B	Other/ Non-binary C	Total	18 to 34 D	35 to 54 E	55^ F	Total	East Tennes see G	Middle Tennes see H	West Tennes see I	Total	White J	Black K	Other/ Prefer not to answer L
Sample Size	1,200	547	648	5	1,200	288	384	528	1,200	444	492	264	1,200	1,020	136	44
Full-time Column %	46%	47%	45%	0%	46%	57% F	62% F	27%	46%	39%	52% G	45%	46%	44%	60% J	49%
Part-time Column %	9%	8%	10%	41% AB	9%	20% EF	8% F	4%	9%	10%	8%	9%	9%	8%	16% J	11%
Self-employed Column %	8%	9%	7%	0%	8%	11% F	13% F	3%	8%	10% I	8%	5%	8%	8%	9%	3%
Not employed Column %	9%	4%	13% A	37% A	9%	10% F	12% F	5%	9%	10% I	9%	5%	9%	9%	5%	11%
Retired Column %	28%	31% B	25%	3%	28%	0%	5% D	60% DE	28%	29% H	23%	35% H	28%	30% K	9%	26% K
Don't know Column %	1%	1%	0%	18%	1%	1% F	1% F	0%	1%	1%	1%	0%	1%	1%	2%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJK

Beacon Poll of Tennessee Sept. 27 to Oct. 8, 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

■ **Significant difference within groups: ABDEFGHIJK**