Ballot Crosstabs: (Party, Ideology, Region)

Beacon Poll of Tennessee Registered Voters July 27 to August 1, 2025 MOE +/- 2.77%

August 7, 2025

Targoz Market Research®

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* Denotes variable with statistically significant findings

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

	Total	Party			Total	Grand Division			Total	Ideology Grouped		
		Republican A	Democrat B	Independent/Other C		East Tennessee D	Middle Tennessee E	West Tennessee F		Conservative G	Moderate/Other H	Liberal I
Sample Size	1,200	672	336	192	1,200	444	492	264	1,200	573	331	296
Democrat Column %	28%	0%	100% AC	0%	28%	21%	29% D	38% DE	28%	6%	30% G	69% GH
Independent Column %	15%	0%	0%	94% AB	15%	18% E	13%	14%	15%	7%	33% GI	10%
Republican Column %	56%	100% BC	0%	0%	56%	60% F	57% F	47%	56%	87% HI	34% I	21%
Something else: Column %	1%	0%	0%	6% AB	1%	1%	2%	1%	1%	0%	3% G	1%

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▢ **Significant difference within groups: ABCDEFGHI**

2024 Ballot *

	Party				Grand Division				Ideology Grouped			
	Total	**Republican A**	**Democrat B**	**Independent/Other C**	**Total**	**East Tennessee D**	**Middle Tennessee E**	**West Tennessee F**	**Total**	**Conservative G**	**Moderate/Other H**	**Liberal I**
Sample Size	1,134	655	321	159	1,134	412	470	252	1,134	549	295	291
Donald Trump Column %	63%	**94% BC**	**9%**	**47% B**	63%	**70% F**	**64% F**	**52%**	63%	**91% HI**	**51% I**	**23%**
Kamala Harris Column %	33%	**5%**	**86% AC**	**40% A**	33%	**25%**	**33% D**	**44% DE**	33%	**7%**	**39% G**	**74% GH**
Other Column %	4%	**1%**	**5% A**	**12% AB**	4%	5%	3%	4%	4%	**1%**	**10% GI**	**2%**

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How likely are you to vote in Tennessee's gubernatorial primary election next August? *

		Party				Grand Division				Ideology Grouped		
	Total	Republican A	Democrat B	Independent/Other C	Total	East Tennessee D	Middle Tennessee E	West Tennessee F	Total	Conservative G	Moderate/Other H	Liberal I
Sample Size	1,200	672	336	192	1,200	444	492	264	1,200	573	331	296
Very likely Column %	66%	**72%** BC	**65%** C	**50%**	66%	**63%**	**69%** D	66%	66%	**74%** H	**49%**	**71%** H
Somewhat likely Column %	18%	18%	17%	22%	18%	**16%**	18%	**23%** D	18%	17%	21%	17%
Not very likely Column %	6%	**4%**	**10%** A	7%	6%	**9%** F	6%	**4%**	6%	**3%**	**14%** GI	**5%**
Not at all likely Column %	2%	**1%**	**3%**	**6%** AB	2%	3%	2%	2%	2%	**1%**	**4%** G	2%
I'm not sure Column %	7%	**4%**	**6%**	**15%** AB	7%	**10%** EF	**5%**	**5%**	7%	**4%**	**12%** GI	**5%**

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Which party's primary election are you most likely to vote in? Would you choose either the Republican or Democratic primary? [Base: Likely primary voter]
*

		Party				Grand Division				Ideology Grouped		
	Total	Republican A	Democrat B	Independent/Other C	Total	East Tennessee D	Middle Tennessee E	West Tennessee F	Total	Conservative G	Moderate/Other H	Liberal I
Sample Size	1,018	604	276	138	1,018	350	430	237	1,018	523	232	263
Republican primary Column %	62%	**95%** BC	**5%**	**27%** B	62%	**70%** EF	**63%** F	**47%**	62%	**88%** HI	**46%** I	**23%**
Democratic primary Column %	28%	**1%**	**88%** AC	**27%** A	28%	**20%**	**28%** D	**40%** DE	28%	**6%**	**29%** G	**71%** GH
I'm not sure which primary I would choose Column %	9%	**3%**	**7%** A	**40%** AB	9%	8%	8%	11%	9%	**5%**	**23%** GI	**6%**
I would not vote in either primary Column %	1%	**1%**	**0%**	**5%** AB	1%	1%	0%	2%	1%	1%	2%	0%

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2026 Primary Ballot: Although the 2026 Republican primary election for governor of Tennessee is still far off and not all potential candidates have announced their intentions to run, suppose the election were being held today, and the candidates were Congressman John Rose and Senator Marsha Blackburn. For whom would you vote? [ROTATE] [Base: Republican primary voter] *

		Party				Grand Division				Ideology Grouped		
	Total	Republican A	Democrat B	Independent/Other C	Total	East Tennessee D	Middle Tennessee E	West Tennessee F	Total	Conservative G	Moderate/Other H	Liberal I
Sample Size	623	571	14	38	623	243	271	109	623	459	105	60
Senator Marsha Blackburn Column %	66%	**68%** C	**92%** C	**38%**	66%	**61%**	69%	**72%** D	66%	**74%** HI	**45%**	**46%**
Congressman John Rose Column %	14%	**14%**	**3%**	**28%** AB	14%	**18%** E	**11%**	14%	14%	**9%**	**32%** G	**28%** G
Undecided Column %	19%	**19%**	**4%**	**34%** AB	19%	21%	20%	14%	19%	17%	23%	26%

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Beacon Poll of Tennessee Registered Voters July 27 to August 1, 2025 MOE +/- 2.77%

2026 Ballot Blackburn: Although the 2026 general election for governor of Tennessee is still far off and not all potential candidates have announced their intentions to run, suppose the election were being held today and the candidates were Senator Marsha Blackburn, the Republican nominee, and a Democratic nominee. For whom would you vote? [ROTATE] *

	Total	Party Republican A	Party Democrat B	Party Independent/Other C	Total	Grand Division East Tennessee D	Grand Division Middle Tennessee E	Grand Division West Tennessee F	Total	Ideology Grouped Conservative G	Ideology Grouped Moderate/Other H	Ideology Grouped Liberal I
Sample Size	1,173	657	330	186	1,173	429	488	256	1,173	565	317	291
Senator Marsha Blackburn (Republican) Column %	51%	**81%** BC	**6%**	**22%** B	51%	53%	52%	46%	51%	**80%** HI	**29%** I	**17%**
Democratic nominee Column %	32%	**4%**	**83%** AC	**40%** A	32%	**25%**	**33%** D	**41%** DE	32%	**8%**	**36%** G	**73%** GH
Undecided Column %	17%	**15%**	**11%**	**38%** AB	17%	**22%** EF	**15%**	**13%**	17%	**11%**	**34%** GI	**10%**

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2026 Ballot Rose: Using the same hypothetical scenario for the 2026 general election for governor of Tennessee, suppose the candidates were instead Congressman John Rose, the Republican nominee, and a Democratic nominee. For whom would you vote? [ROTATE] *

	Total	**Party** Republican A	Democrat B	Independent/Other C	Total	**Grand Division** East Tennessee D	Middle Tennessee E	West Tennessee F	Total	**Ideology Grouped** Conservative G	Moderate /Other H	Liberal I
Sample Size	1,167	651	331	185	1,167	430	486	250	1,167	562	319	285
Congressman John Rose (Republican) Column %	49%	81% BC	3%	21% B	49%	52% F	50%	43%	49%	77% HI	27% I	20%
Democratic nominee Column %	30%	1%	88% AC	30% A	30%	25%	30%	40% DE	30%	7%	35% G	71% GH
Undecided Column %	21%	18% B	10%	49% AB	21%	23%	20%	18%	21%	16% I	38% GI	9%

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