

Crosstabs: (Demographics)

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

August 4, 2025

Targoz Market Research®

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Do you support or oppose U.S. involvement in foreign conflicts, such as the recent tensions and war in the Middle East involving Iran? *	22
The One Big Beautiful Bill Act, signed into law on July 4, 2025, includes provisions for permanent tax cuts from the Tax Cuts and Jobs Act, increased funding for immigration enforcement, and reforms to Medicaid such as stricter eligibility verification, work requirements for certain adult beneficiaries, and measures projected to reduce federal spending by over \$1 trillion. Overall, do you approve or disapprove of this Act? *	23

As part of the One Big Beautiful Bill Act, federal spending on Medicaid is projected to decline by over \$1 trillion due to stricter eligibility requirements and work requirements for able-bodied adults, which analysts estimate could result in about 10.5 million people nationwide losing coverage by 2034. Do you approve or oppose these changes? *	24
Zohran Mamdani, a self-described democratic socialist and New York State Assembly member, is running for Mayor of New York City and has faced criticism for his views on issues like wealth redistribution and limiting billionaires. Do you think the election of a democratic socialist mayor in a major U.S. city like New York would be good or bad for the country overall? *	25
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Thinking about your general approach to issues, do you consider yourself to be... *	42
Which of the following are you? *	43
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Which of the following best describes your race or ethnicity? *	45
Which of the following best describes your household's total income in 2024 BEFORE taxes? *	46
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What is your current marital status? *	48
Do you own or rent your home? *	49
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Beacon Poll of Tennessee Registered Voters July 27 to August 1, 2025 MOE +/- 2.77%

How often would you say you vote? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Always Column %	57%	62% B	53% B	0%	57%	58%	50%	57%	52% F	60% F	58%	38%	57%	38% J	44% K	50% J	67% JKL	61% JKL	65% JKL
Nearly always Column %	30%	29%	30%	34%	30%	30%	29%	30%	27% F	28%	33% F	53% F	30%	32% M	30% M	30% M	21% M	32% M	32% M
Part of the time Column %	7%	3% A	10% A	66%	7%	6% D	11% D	7%	8%	8% H	5% H	0%	7%	14% MNO	15% MNO	11% NO	6% O	2% O	2% O
Seldom Column %	4%	4%	4%	0%	4%	4%	4%	4%	8% GH	2% GH	2% GH	3%	4%	3%	5% O	7% O	6% O	3%	1% O
Never vote Column %	3%	2%	3%	0%	3%	2% D	5% D	3%	5% GH	1% GH	1% GH	6%	3%	14% KLMNO	6% MNO	2% MNO	0% MNO	1% MNO	0% MNO

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDFGHJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total satisfied Column %	54%	62% B	46% B	53%	54%	56% E	41% E	54%	48% F	54%	58% F	61%	54%	41% J	48% K	52% L	62% JKLO	59% JK	53% J
Very satisfied Column %	17%	22% B	12% B	53%	17%	16%	20%	17%	15%	20%	15%	26%	17%	23% N	22% N	17% N	19% N	7% N	16% N
Somewhat satisfied Column %	37%	40% B	34% B	0%	37%	40% E	21% E	37%	33% F	35% G	43% FG	34%	37%	18% J	26% K	35% J	43% JK	52% JKLO	37% JK
Somewhat dissatisfied Column %	19%	14% A	23% A	0%	19%	19%	21%	19%	21% H	20%	15% H	13%	19%	22%	21%	17%	17%	16%	21%
Very dissatisfied Column %	26%	23% A	29% A	47%	26%	25% D	36% D	26%	29%	25%	26%	26%	26%	33% M	30% M	30% M	19% M	25%	26%
Total dissatisfied Column %	45%	38% A	52% A	47%	45%	43% D	57% D	45%	50% H	45%	41% H	39%	45%	55% MN	51% MN	47% M	36% M	41% M	46% M
Not sure Column %	1%	0% A	2% A	0%	1%	1%	3%	1%	2%	1%	1%	0%	1%	4% KLNO	0% K	1% L	2%	0% N	1% O

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■ Significant difference within groups: ABDEFGHJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total satisfied Column %	64%	71% B	58% B	53%	64%	67% E	47% E	64%	62%	64%	65%	61%	64%	42% J	54% K	58% J	73% JKL	67% JK	72% JKL
Very satisfied Column %	21%	29% B	14% B	53%	21%	21%	22%	21%	19% F	19% G	26% FG	15%	21%	23%	20%	21%	22%	19%	23%
Somewhat satisfied Column %	43%	42%	43%	0%	43%	46% E	26% E	43%	43%	45%	39%	46%	43%	19% J	35% J	37% J	51% JKL	48% JKL	49% JKL
Somewhat dissatisfied Column %	19%	14% A	24% A	34%	19%	17% D	31% D	19%	20%	21%	17%	32%	19%	30% LMO	31% LMNO	19% L	13% JKL	21% MO	13% O
Very dissatisfied Column %	16%	13% A	18% A	13%	16%	15%	18%	16%	16%	14%	18%	4%	16%	22% MN	14%	21% MN	13% M	13% N	15%
Total dissatisfied Column %	35%	28% A	41% A	47%	35%	32% D	49% D	35%	35%	35%	35%	36%	35%	52% MNO	45% MNO	40% MO	26% M	33% NO	28% O
Not sure Column %	1%	1%	1%	0%	1%	1% D	3% D	1%	3% GH	1% G	0% H	3%	1%	6% KMNO	1% K	2% L	1% M	0% N	0% O

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■ Significant difference within groups: ABDEFGHJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total satisfied Column %	52%	58% B	46% B	53%	52%	52%	49%	52%	50% F	47% G	59% FG	35%	52%	40% J	57% JN	53% J	57% JN	46% N	51%
Very satisfied Column %	14%	17% B	11% B	53%	14%	13% D	21% D	14%	12%	14%	16%	26%	14%	24% LNO	24% LNO	13% NO	23% LNO	6% N	6% O
Somewhat satisfied Column %	37%	41% B	35% B	0%	37%	39% E	27% E	37%	38% I	32% G	43% GI	9% I	37%	16% J	33% J	41% J	34% J	40% J	46% JKM
Somewhat dissatisfied Column %	24%	22%	26%	34%	24%	23%	26%	24%	27% H	25%	19% H	26%	24%	28% O	25% O	25% O	23% O	33% MO	16% O
Very dissatisfied Column %	15%	13% A	17% A	0%	15%	15%	17%	15%	13%	17%	15%	22%	15%	21% N	13%	18%	15%	12% N	16%
Total dissatisfied Column %	39%	34% A	43% A	34%	39%	38%	43%	39%	40%	42% H	34% H	47%	39%	49% MO	38%	43% O	37% O	44% O	32% O
Not sure Column %	10%	7% A	11% A	13%	10%	10%	8%	10%	10%	12% H	7% H	17% H	10%	11% L	5% K	4% L	6% M	10% L	17% KLMN

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Significant difference within groups: ABDEFGHIJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total approve Column %	55%	67% B	44% B	53%	55%	57% E	41% E	55%	51% F	53% G	60% FG	41%	55%	42% J	47% K	49% L	60% JKL	62% JKL	59% JKL
Strongly approve Column %	15%	19% B	11% B	53%	15%	15%	15%	15%	14%	13%	17%	0%	15%	10%	17% L	10% L	16%	17% L	15%
Somewhat approve Column %	40%	48% B	33% B	0%	40%	42% E	26% E	40%	37%	40%	43%	41%	40%	31% J	29% K	39% K	44% JK	45% JK	44% JK
Somewhat disapprove Column %	21%	15% A	26% A	34%	21%	19% D	32% D	21%	22%	23%	19%	14%	21%	23% O	31% LMO	22% O	21% O	22% O	14% O
Strongly disapprove Column %	17%	15%	19%	13%	17%	17%	20%	17%	17%	16%	18%	16%	17%	22% MN	16%	23% MN	13% O	13% O	18%
Total disapprove Column %	38%	30% A	45% A	47%	38%	36% D	52% D	38%	39%	39%	37%	30%	38%	46% MO	47% MNO	45% MNO	33% O	35% O	32% O
No opinion Column %	7%	3% A	11% A	0%	7%	7%	7%	7%	10% H	8% H	3% H	29% FGH	7%	13% N	7%	6%	7%	3% N	9% N

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■ Significant difference within groups: ABDEFGHJKLMNO

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Do you approve or disapprove of the job Donald Trump is doing as President? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total approve Column %	59%	68% B	52% B	53%	59%	63% E	40% E	59%	53% F	66% FH	58% H	52%	59%	36% J	55% J	62% J	64% J	61% J	64% JK
Strongly approve Column %	33%	39% B	27% B	53%	33%	36% E	18% E	33%	32%	36%	30%	31%	33%	15% J	32% J	31% J	37% J	30% J	39% JN
Somewhat approve Column %	27%	28%	25%	0%	27%	28%	22%	27%	22% F	30% F	28% F	21%	27%	21%	23%	30%	26%	31%	26%
Somewhat disapprove Column %	9%	7%	10%	0%	9%	9%	9%	9%	14% GH	5% G	9% G	12%	9%	14% KO	6% M	9%	12% O	11% O	5% O
Strongly disapprove Column %	30%	25% A	35% A	47%	30%	27% D	48% D	30%	32%	28%	31%	26%	30%	42% LMNO	36% M	29% L	23% M	28% N	29% O
Total disapprove Column %	39%	32% A	45% A	47%	39%	36% D	57% D	39%	45% G	33% G	40% G	38%	39%	56% KLMNO	43% M	37% L	35% M	39% N	35% O
No opinion Column %	2%	0% A	3% A	0%	2%	1%	3%	2%	2%	1%	2%	10%	2%	8% KLMNO	2% M	1% L	1% M	0% N	1% O

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■ Significant difference within groups: ABDEFGHJKLMNO

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

Do you believe property taxes are necessary for funding public services, or should they be eliminated? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White, non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Property taxes are a valid revenue source, but should be limited																			
Column %	42%	42%	43%	47%	42%	42%	43%	42%	35%	48% F	44% F	61% F	42%	36%	43%	43%	37%	39%	49% JMN
Property taxes should be eliminated																			
Column %	28%	33% B	24%	0%	28%	28%	27%	28%	31%	28%	25%	16%	28%	18%	35% JNO	35% JNO	34% JO	25%	19%
Property taxes are necessary for funding local government services																			
Column %	21%	22%	19%	53%	21%	21%	17%	21%	19%	18%	26% FGI	0%	21%	21%	16%	15%	16%	29% KLM	25% KLM
I'm not sure																			
Column %	9%	3%	14% A	0%	9%	9%	13%	9%	16% GH	7%	5%	23% H	9%	25% KLMN O	7%	7%	13% KLNO	7%	7%

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■ Significant difference within groups: ABFGHIJKLMNO

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Which option best aligns with your view on how property tax rates should be determined? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Local government officials should set rates, but significant increases should require voter approval via referendum																			
Column %	46%	48%	44%	100%	46%	48% E	32%	46%	35%	53% FI	50% FI	17%	46%	42%	35%	41%	40%	54% KLM	54% JKLM
Property tax rates should never increase once set																			
Column %	31%	31%	31%	0%	31%	31%	30%	31%	37% GH	29%	27%	22%	31%	33%	34% NO	37% NO	42% NO	24%	24%
Local government officials (e.g., city council or county commission) should set property tax rates																			
Column %	12%	14% B	10%	0%	12%	10%	20% D	12%	12%	8%	14% G	16%	12%	10%	23% JLMNO	12%	9%	7%	10%
I'm not sure																			
Column %	12%	7%	16% A	0%	12%	10%	19% D	12%	16% GH	10%	8%	45% FGH	12%	15%	8%	10%	10%	15% K	12%

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■ Significant difference within groups: ABDEFGHIJKLMNO

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

Recent property tax increases include 26% in Nashville, 26% in Bartlett, and 24% in Kingsport, among other Tennessee cities. Do you think these increases will help or hurt these communities? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Hurt local communities																			
Column %	62%	62%	62%	47%	62%	65% E	45%	62%	61%	65%	59%	79%	62%	59%	58%	66%	68% KN	57%	62%
Help local communities																			
Column %	15%	18% B	13%	53%	15%	13%	26% D	15%	13%	15%	18%	0%	15%	13%	22% MO	16%	11%	19% MO	11%
Have no significant impact																			
Column %	9%	11% B	7%	0%	9%	8%	12%	9%	9%	9%	8%	5%	9%	10% N	13% LN	7%	7%	3%	11% N
I'm not sure																			
Column %	14%	9%	18% A	0%	14%	13%	17%	14%	17% G	11%	15%	16%	14%	18% K	6%	10%	13% K	20% KL	16% KL

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■ Significant difference within groups: ABDEGKLMNO

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If property taxes increase, what would be your primary concern for you or your family? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White, non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Less money for other expenses Column %	35%	32%	38%	87%	35%	36%	32%	35%	35%	38%	33%	30%	35%	27%	43% JO	38% O	37%	37%	30%
Higher monthly housing costs Column %	29%	29%	29%	13%	29%	27%	37% D	29%	28%	30%	29%	29%	29%	43% NO	32% O	34% O	33% O	32% O	16%
Impact on retirement or fixed income Column %	19%	19%	20%	0%	19%	20%	15%	19%	20%	18%	20%	37%	19%	6%	10%	13%	16% J	24% JKLM	32% JKLM
I have no concerns about increases Column %	8%	9%	7%	0%	8%	8%	8%	8%	9% G	5%	11% G	0%	8%	10% MN	6%	10% MN	4%	4%	13% KMN
Reduced property values Column %	6%	10% B	3%	0%	6%	6%	8%	6%	8%	4%	7%	3%	6%	13% LNO	9% LNO	4%	10% LNO	2%	4%
Other (please specify) Column %	2%	0%	3% A	0%	2%	2% E	0%	2%	0%	4% FH	1%	0%	2%	0%	0%	1%	0%	0%	6% JKLM N

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHJKLMNO

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

What is the best way for local leaders to address budget shortfalls without overburdening homeowners and renters? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Cut spending in non-essential areas																			
Column %	41%	39%	42%	53%	41%	41%	38%	41%	40%	42%	41%	21%	41%	46%	41%	37%	47% LO	41%	37%
Reduce government waste																			
Column %	37%	38%	36%	0%	37%	39% E	24% D	37%	39%	37%	34%	34%	37%	27% O	28% O	31% MNO	32% O	40% JK	50% JKLMN
Explore alternative revenue sources (e.g., sales or wheel taxes)																			
Column %	18%	17%	18%	47%	18%	16% D	28% D	18%	16%	18%	18%	30%	18%	22% O	22% O	26% MNO	16% O	16% O	11% O
Increase property taxes to maintain government services																			
Column %	3%	4%	2%	0%	3%	2% D	8% D	3%	3%	2% G	4% G	3%	3%	4% O	8% NO	3% O	3% O	1% O	0% O
Other (please specify)																			
Column %	1%	1%	2%	0%	1%	1%	2%	1%	1%	1%	2%	12%	1%	0%	1%	2%	2%	1%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEGJKLMNO

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

Suppose a candidate for the Tennessee state legislature supports a complete ban on all property taxes in the state. Would that make you more likely to vote for them, less likely, or would it make no difference? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total more likely Column %	56%	63% B	50%	13%	56%	55%	56%	56%	56% I	60% HI	51%	29%	56%	51%	68% JNO	66% JNO	60% NO	46%	47%
Much more likely Column %	25%	33% B	19%	0%	25%	25%	26%	25%	25%	30% H	21%	10%	25%	15%	30% JN	23%	30% JN	18%	28% JN
Somewhat more likely Column %	30%	30%	31%	13%	30%	30%	30%	30%	31%	30%	31%	19%	30%	36% O	38% NO	42% MNO	30% O	28% O	18%
No difference Column %	20%	17%	22%	53%	20%	19%	27% D	20%	23% G	16%	22% G	33% G	20%	23%	15%	20%	20%	23% K	20%
Somewhat less likely Column %	8%	10%	7%	34%	8%	9%	6%	8%	7%	9%	9%	12%	8%	9%	9%	5%	5%	9%	12% LM
Much less likely Column %	6%	8% B	5%	0%	6%	7%	4%	6%	5%	4%	10% FG	0%	6%	5%	3%	3%	8% KL	8% KL	9% KL
Total less likely Column %	15%	18% B	12%	34%	15%	16% E	9%	15%	12%	13%	19% FG	12%	15%	14%	12%	7%	13%	17% L	20% KLM
I'm not sure Column %	10%	2%	17% A	0%	10%	10%	9%	10%	10%	11%	8%	26% FGH	10%	12% K	5%	7%	7%	14% KLM	13% KLM

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Yes Column %	11%	15% B	8%	53%	11%	10%	17% D	11%	9%	8%	18% FG	0%	11%	11% O	24% JLMN O	10% O	13% O	8%	4%
No Column %	76%	77%	75%	47%	76%	77% E	67%	76%	76%	78%	72%	82%	76%	66%	61%	72% K	73% K	80% JK	89% JKLM N
I'm not sure Column %	13%	8%	17% A	0%	13%	13%	16%	13%	15%	14%	10%	18%	13%	22% NO	15% O	18% O	14% O	12%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Tariffs are essentially taxes that increase the cost of goods for consumers and can worsen inflation																			
Column %	45%	42%	47%	47%	45%	43%	58% D	45%	47%	42%	46%	59%	45%	64% LMNO	54% LNO	42%	45%	36%	41%
Tariffs are a necessary tool to protect American-made products, even if they temporarily raise costs																			
Column %	44%	52% B	37%	53%	44%	46% E	33%	44%	38%	49% FI	46% F	24%	44%	26%	39% J	40% J	39% J	55% JKLM	52% JKLM
I'm not sure																			
Column %	11%	6%	15% A	0%	11%	11%	9%	11%	15% GH	9%	8%	17%	11%	10%	8%	18% KNO	16% KNO	9%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMNO

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

How have tariffs on imported goods impacted you or your family? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Negatively, such as through higher prices for everyday goods																			
Column %	47%	39%	53% A	47%	47%	47%	47%	47%	48%	47%	44%	66%	47%	56% LO	54% LO	42%	44%	45%	45%
No noticeable impact																			
Column %	31%	35% B	29%	0%	31%	33% E	21%	31%	30%	32%	33%	27%	31%	15%	19%	33% JK	30% JK	33% JK	43% JKLM N
Positively, such as through job protection or lower competition for American products																			
Column %	16%	23% B	10%	53%	16%	14%	23% D	16%	14%	18%	15%	0%	16%	20% O	24% NO	18% O	21% NO	13% O	7%
I'm not sure																			
Column %	6%	4%	8% A	0%	6%	5%	9%	6%	8% G	3%	8% G	7%	6%	9% K	3%	7%	5%	9% K	5%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEGJKLMNO

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

The U.S. Supreme Court recently upheld Tennessee's law banning certain medical treatments, such as puberty blockers and hormone therapy, for transgender minors in the case of United States v. Skrmetti. Do you approve or disapprove of this Supreme Court decision? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White, non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total approve Column %	65%	73% B	59% B	53%	65%	67% E	54% E	65%	60% F	70% F	64%	66%	65%	42% J	65% J	64% J	65% J	68% J	72% J
Strongly approve Column %	51%	59% B	44% B	0%	51%	54% E	36% E	51%	47% F	57% FHI	49% F	31% I	51%	24% J	42% J	49% J	52% JK	51% J	64% JKLMN
Somewhat approve Column %	14%	14%	15%	53%	14%	14%	18%	14%	13% F	14% F	16% F	35% FGH	14%	17% O	23% LMO	14% O	12% O	17% O	8% O
Somewhat disapprove Column %	10%	8% A	12% A	0%	10%	9% D	15% D	10%	14% GH	8% G	9% G	10%	10%	21% LMNO	15% LO	6% L	9% M	12% O	6% O
Strongly disapprove Column %	16%	15%	17%	34%	16%	15%	19%	16%	13% F	15%	20% F	14%	16%	26% KMNO	13% K	21% KM	11% M	14% N	15% O
Total disapprove Column %	26%	22% A	29% A	34%	26%	25% D	34% D	26%	27%	23%	29%	24%	26%	47% KLMNO	28% M	27% L	20% M	26% N	21% O
I'm not sure Column %	9%	5% A	12% A	13%	9%	8% D	13% D	9%	13% GH	7% G	7% G	10%	9%	11%	6% K	9%	15% KNO	6% N	7% O

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEFGHIJKLMNO

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

Tennessee's Education Freedom Scholarship (EFS) program allows eligible families to use public funds for private school tuition and other education expenses. This year, approximately 40,000 families applied for the program, but due to a cap, only 20,000 will be able to participate. Do you think the cap on the number of families using these scholarships should be lifted so that all eligible families who applied can participate? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total agree Column %	56%	64% B	49%	100%	56%	53%	71% D	56%	53%	60% F	54%	67%	56%	60% O	66% LNO	54%	60% O	55%	48%
Strongly agree Column %	29%	34% B	26%	66%	29%	28%	39% D	29%	29%	31%	28%	12%	29%	33% O	33% O	31% O	41% LNO	24%	22%
Somewhat agree Column %	27%	31% B	23%	34%	27%	26%	31%	27%	24%	29%	26%	55% FH	27%	28%	33% LM	23%	19%	31% M	26%
Somewhat disagree Column %	15%	9%	19% A	0%	15%	16% E	10%	15%	11%	17% F	16% F	4%	15%	24% KMO	13%	15% M	8%	16% M	15% M
Strongly disagree Column %	15%	15%	15%	0%	15%	16% E	10%	15%	14%	11%	21% FG	10%	15%	4%	13% J	18% J	12% J	12% J	21% JKMN
Total disagree Column %	30%	25%	34% A	0%	30%	32% E	20%	30%	24%	29%	37% FG	14%	30%	28%	26%	34% M	20%	29% M	37% KM
I'm not sure Column %	14%	11%	17% A	0%	14%	15% E	9%	14%	22% GH	11%	9%	19%	14%	11%	8%	12%	20% KL	16% K	16% K

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHJKLMNO

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

Do you support or oppose U.S. involvement in foreign conflicts, such as the recent tensions and war in the Middle East involving Iran? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total support Column %	42%	54% B	32% B	0%	42%	44% E	29% E	42%	38% F	41% I	47% FI	9% I	42%	19% J	38% J	39% J	40% J	43% J	52% JKLM
Strongly support Column %	13%	21% B	7% B	0%	13%	13%	13%	13%	11% F	13%	16% F	0%	13%	7% J	13%	11%	18% JN	8% JN	17% JN
Somewhat support Column %	28%	32% B	25% B	0%	28%	31% E	16% E	28%	27%	27%	31%	9%	28%	12% J	25% J	27% J	22% J	36% JKM	35% JKM
Somewhat oppose Column %	27%	22% A	31% A	34%	27%	26%	31%	27%	27%	28%	24%	46%	27%	37% KO	26% O	27%	31% O	28% O	21% O
Strongly oppose Column %	20%	19%	21%	13%	20%	18% D	27% D	20%	22%	20%	17%	12%	20%	28% MNO	29% LMNO	18% LMNO	14% LMNO	18% LMNO	17% LMNO
Total oppose Column %	46%	40% A	51% A	47%	46%	44% D	58% D	46%	49% H	48%	41% H	58%	46%	65% LMNO	54% O	46% O	45% O	46% O	38% O
I'm not sure Column %	12%	6% A	17% A	53%	12%	12%	13%	12%	13%	11% G	12% GH	33% GH	12%	16% K	8% K	16% K	15% K	11%	11%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMNO

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

The One Big Beautiful Bill Act, signed into law on July 4, 2025, includes provisions for permanent tax cuts from the Tax Cuts and Jobs Act, increased funding for immigration enforcement, and reforms to Medicaid such as stricter eligibility verification, work requirements for certain adult beneficiaries, and measures projected to reduce federal spending by over \$1 trillion. Overall, do you approve or disapprove of this Act? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total approve Column %	57%	67% B	48% B	53%	57%	60% E	40% E	57%	49% F	63% F	57% F	51%	57%	35% J	54% J	52% J	62% JL	55% J	65% JKLN
Strongly approve Column %	28%	36% B	22% B	0%	28%	30% E	20% E	28%	26% I	31% I	28% I	3% I	28%	23% J	20% J	26%	33% K	27%	34% JK
Somewhat approve Column %	28%	31% B	26% B	53%	28%	30% E	20% E	28%	24% F	32% F	29%	48%	28%	12% J	33% J	26% J	29% J	27% J	31% J
Somewhat disapprove Column %	10%	10%	10%	0%	10%	9% D	15% D	10%	12%	9%	8%	4%	10%	18% LMO	15% LO	6% L	9% M	10%	7% O
Strongly disapprove Column %	25%	19% A	29% A	47%	25%	23% D	36% D	25%	25%	22%	27%	22%	25%	23%	27% M	25% M	16% M	29% M	26% M
Total disapprove Column %	34%	29% A	39% A	47%	34%	31% D	50% D	34%	37% G	31% G	36%	26%	34%	41% M	41% LMO	31% L	25% M	39% M	32% O
I'm not sure Column %	9%	5% A	13% A	0%	9%	9%	9%	9%	13% GH	7% G	8% H	23% G	9%	24% KMNO	5% K	17% KNO	13% KNO	6% O	2% O

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMNO

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

As part of the One Big Beautiful Bill Act, federal spending on Medicaid is projected to decline by over \$1 trillion due to stricter eligibility requirements and work requirements for able-bodied adults, which analysts estimate could result in about 10.5 million people nationwide losing coverage by 2034. Do you approve or oppose these changes? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total approve Column %	48%	56% B	41% B	0%	48%	51% E	30% E	48%	41% F	54% F	48%	39%	48%	20% J	39% J	43% J	46% J	47% J	65% N
Strongly approve Column %	25%	32% B	20% B	0%	25%	27% E	15% E	25%	19% F	29% F	27% F	8%	25%	8% J	16% J	18% J	30% JKL	29% JKL	34% JKL
Somewhat approve Column %	23%	24%	21%	0%	23%	24% E	15% E	23%	22%	25%	21%	31%	23%	12% J	23% J	26% JM	16% J	18% J	30% JMN
Somewhat oppose Column %	14%	15%	14%	53%	14%	13% D	22% D	14%	17% G	12% G	15%	26% G	14%	16% O	22% MNO	20% O	14% O	13% O	8% O
Strongly oppose Column %	27%	22% A	31% A	47%	27%	25% D	35% D	27%	27%	26%	28%	22%	27%	33% O	33% LO	23% O	28%	31% O	21% O
Total oppose Column %	41%	36% A	46% A	100%	41%	38% D	57% D	41%	44%	38%	43%	48%	41%	49% O	54% LMNO	42% O	42% O	44% O	29% O
I'm not sure Column %	11%	8% A	14% A	0%	11%	11%	12%	11%	15% GH	8% G	9% G	13%	11%	31% KLMNO	6% O	15% KNO	12% KO	8% O	6% O

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHJKLMNO

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

Zohran Mamdani, a self-described democratic socialist and New York State Assembly member, is running for Mayor of New York City and has faced criticism for his views on issues like wealth redistribution and limiting billionaires. Do you think the election of a democratic socialist mayor in a major U.S. city like New York would be good or bad for the country overall? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non-binary C	Total	White, non-Hispanic D	Non-White /No Answer E	Total	Less than \$50,000 F	\$50,000-\$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total good Column %	33%	31%	34%	47%	33%	28% D	55% D	33%	31% I	33% I	35% I	4%	33%	46% MNO	56% LMNO	38% NO	34% NO	20%	19%
Very good Column %	16%	16%	16%	34%	16%	15% D	22% D	16%	17%	14%	17%	4%	16%	26% NO	28% LNO	17% NO	21% NO	9%	7%
Somewhat good Column %	17%	15%	18%	13%	17%	14% D	33% D	17%	14%	19%	18%	0%	17%	20% NO	29% MNO	21% MNO	12%	11%	12%
Somewhat bad Column %	14%	13%	15%	53%	14%	14%	15%	14%	22% GH	12%	10%	0%	14%	27% KLMNO	15%	11%	16%	11%	13%
Very bad Column %	33%	41% B	26% B	0%	33%	37% E	11%	33%	26%	34% F	38% F	23%	33%	8%	13%	24% JK	31% JK	51% JKLM	47% JKLM
Total bad Column %	47%	54% B	41% B	53%	47%	51% E	27%	47%	48% I	47% I	48% I	23%	47%	35%	28%	35%	46% KL	62% JKLM	60% JKLM
No impact on the country overall Column %	5%	6%	5%	0%	5%	5%	5%	5%	6%	3%	6% G	22% FGH	5%	1%	7% JN	8% JN	4%	2%	6% N
I'm not sure Column %	15%	9%	20% A	0%	15%	15%	13%	15%	15%	17% H	11%	51% FGH	15%	18% K	9%	19% K	16% K	15%	15%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMNO

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

On ESPN's First Take, Stephen A. Smith suggested that NBA players (e.g., Jimmy Butler) avoid playing for the Memphis Grizzlies due to safety concerns in the city. Do you think this is a fair or justified view of Memphis's safety? *

	Gender				Ethnicity			Income					Age Group							
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O	
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324	
Total fair Column %	44%	49% B	39%	0%	44%	44%	41%	44%	41%	40%	51% FGI	20%	44%	46%	43%	50% O	46%	42%	39%	
Completely fair Column %	18%	21% B	16%	0%	18%	19%	14%	18%	17%	15%	24% FG	16%	18%	20%	14%	16%	JKLN O	33% M	14% M	16% M
Somewhat fair Column %	25%	28%	23%	0%	25%	25%	27%	25%	24%	25% I	27% I	4%	25%	25% M	30% M	34% MO	13% M	28% M	24% M	
Neither fair nor unfair Column %	16%	17%	15%	87% AB	16%	16%	15%	16%	17% H	22% H	8%	22%	16%	13%	14%	10%	13%	15%	24% JKLM N	
Somewhat unfair Column %	16%	13%	18% A	13%	16%	16%	14%	16%	13%	15%	19% F	32%	16%	18%	17%	17%	18%	16%	13%	
Completely unfair Column %	10%	12%	10%	0%	10%	9%	19% D	10%	11%	9%	12%	0%	10%	8%	15% LM	7%	5%	16% LMO	10% M	
Total unfair Column %	26%	25%	28%	13%	26%	25%	33% D	26%	24%	25%	31% FG	32%	26%	26%	32% MO	24%	23%	32% O	23%	
I’m not sure Column %	14%	9%	18% A	0%	14%	15%	11%	14%	18% H	13%	11%	26% H	14%	15%	11%	16%	18% K	12%	14%	

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDFGHIJKLMNO

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

What do you usually call the bugs that light up at night during the summer? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Lightning bugs Column %	59%	54% A	63% A	47%	59%	61% E	48%	59%	62% H	61% H	53%	55%	59%	21% J	60% J	53% J	71% JKLN	59% J	66% JL
Both interchangeably Column %	21%	22%	20%	0%	21%	20%	26%	21%	20%	20%	22%	45% FG	21%	34% KLMN O	23% M	20% M	13%	23% M	20% M
Fireflies Column %	18%	22% B	14%	0%	18%	17%	20%	18%	14%	18%	22% F	0%	18%	35% KLMN O	17%	21% O	16%	17%	13%
Something else (please specify) Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I'm not sure Column %	2%	2%	2%	53%	2%	2%	6% D	2%	3% G	1%	3% G	0%	2%	10% KMNO	1%	6% KMNO	0%	1%	1%

* Denotes variable with statistically significant findings

 Significant difference within groups: ABDEFGHJKLMNO

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

Recently, University of Tennessee quarterback Nico Iamaleava transferred to UCLA, reportedly seeking better Name, Image, and Likeness (NIL) opportunities. Do you approve or disapprove of his decision to leave Tennessee? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total approve Column %	37%	38%	36%	34%	37%	35% D	48% D	37%	37%	40%	33%	20%	37%	43% O	54% LMNO	36% O	38% O	33%	26%
Strongly approve Column %	15%	19% B	11%	0%	15%	14%	22% D	15%	16%	12%	17% G	20%	15%	21% LO	15%	10%	24% KLNO	14%	11%
Somewhat approve Column %	22%	18%	25% A	34%	22%	21%	26%	22%	21%	28% FHI	16%	0%	22%	21%	39% JLMNO	27% MO	14%	19%	15%
Somewhat disapprove Column %	16%	18%	15%	13%	16%	17%	13%	16%	14%	16%	20% F	5%	16%	11%	19% L	11%	22% JL	16%	17%
Strongly disapprove Column %	17%	21% B	13%	53%	17%	19% E	9%	17%	15%	16%	19%	31%	17%	21% KM	10%	17% KM	10%	21% KM	21% KM
Total disapprove Column %	33%	39% B	29%	66%	33%	36% E	22%	33%	29%	32%	39% FG	36%	33%	32%	29%	28%	32%	37%	38% KL
I'm not sure Column %	30%	24%	35% A	0%	30%	30%	31%	30%	34%	28%	27%	44%	30%	25%	17%	35% K	30% K	30% K	36% K

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEFGHIJKLMNO

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

What is your view on Name, Image, and Likeness (NIL) rules that allow college athletes to earn money from endorsements while in school? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total good Column %	50%	49%	52%	47%	50%	48%	61% D	50%	49% I	50% I	53% I	21%	50%	53% O	66% JLNO	50% O	63% LNO	43%	38%
NIL rules are good for college sports and athletes Column %	14%	11%	15%	34%	14%	11%	26% D	14%	16%	14%	11%	0%	14%	20% NO	20% NO	14%	16% NO	9%	9%
NIL rules are mostly good, but need some reforms Column %	37%	38%	36%	13%	37%	37%	35%	37%	34%	36%	42% F	21%	37%	33%	46% JLNO	36%	47% JLNO	35%	29%
NIL rules are mostly bad and harm college sports Column %	16%	20% B	12%	53%	16%	16%	16%	16%	13%	15%	20% FG	20%	16%	15%	12%	16%	11%	19% KM	20% KM
NIL rules are bad and should be eliminated Column %	13%	19% B	9%	0%	13%	15% E	6%	13%	10%	15%	15%	24%	13%	14% K	3%	12% K	10% K	22% KLM	17% KM
Total bad Column %	29%	39% B	21%	53%	29%	31% E	23%	29%	23%	29% F	35% F	45%	29%	28% K	15%	28% K	20%	41% JKLM	37% KLM
I'm not sure Column %	20%	12%	27% A	0%	20%	21%	16%	20%	27% GH	21% H	12%	34% H	20%	19%	19%	22%	17%	16%	25% MN

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEFGHIJKLMNO

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

Does the Trump administration's handling of the Jeffrey Epstein files, including the decision not to release additional documents, make you more or less likely to support President Trump and Republican candidates in future elections? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Total more likely Column %	26%	33% B	21% B	0%	26%	25%	31%	26%	26% I	29% I	24%	0%	26%	29% N	34% NO	29% NO	34% NO	19%	20%
Much more likely to support Column %	15%	19% B	12% B	0%	15%	15%	13%	15%	14%	18% H	12%	0%	15%	8%	20% JLN	12%	23% JLNO	10%	14%
Somewhat more likely to support Column %	12%	14% B	9% B	0%	12%	10%	18% D	12%	11%	12%	12%	0%	12%	20% MNO	14% O	17% NO	11%	9%	6%
No difference/Does not affect my support Column %	34%	35%	33%	53%	34%	36% E	22%	34%	30%	35%	36%	35%	34%	23%	21%	27%	34% JK	42% JKL	43% JKL
Somewhat less likely to support Column %	7%	6%	7%	0%	7%	7%	6%	7%	7%	6%	7%	0%	7%	5%	10% O	8%	5%	10% MO	4%
Much less likely to support Column %	26%	21%	30% A	47%	26%	24%	35% D	26%	26%	25%	27%	48%	26%	30% M	27% M	26% M	16%	25% M	31% M
Tota less likely Column %	33%	28%	37% A	47%	33%	31%	41% D	33%	33%	31%	34%	48%	33%	35% M	37% M	33% M	21%	35% M	34% M
I'm not sure Column %	7%	4%	10% A	0%	7%	7%	6%	7%	11% GH	5%	6%	17% GH	7%	14% NO	7% O	11% NO	11% NO	4%	3%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEGHIJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Democrat Column %	28%	20%	35% A	34%	28%	23%	55% D	28%	31%	26%	27%	21%	28%	52% KLMN O	33% MO	27% M	17%	30% M	23%
Independent Column %	15%	16%	14%	66%	15%	14%	18%	15%	15%	13%	17%	31%	15%	19%	13%	16%	18%	12%	14%
Republican Column %	56%	63% B	50%	0%	56%	62% E	26%	56%	54%	60%	54%	49%	56%	25%	53% J	55% J	64% JK	57% J	63% JK
Something else: Column %	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	2% F	0%	1%	4% MO	1%	2%	0%	1%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFJKLMNO

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

Would you call yourself a...[Base: Republican] *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	672	348	324	-	672	623	49	672	206	259	201	6	672	24	101	106	123	115	203
Strong Republican Column %	70%	74% B	66%	-	70%	70%	75%	70%	74% G	64%	73%	71%	70%	83%	73%	65%	75%	70%	67%
Not a very strong Republican Column %	30%	26%	34% A	-	30%	30%	25%	30%	26%	36% F	27%	29%	30%	17%	27%	35%	25%	30%	33%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABFG

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

Would you call yourself a...[Base: Democrat] *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	336	111	224	1	336	231	105	336	120	113	101	2	336	50	64	53	33	62	74
Strong Democrat Column %	64%	74% B	58%	100%	64%	59%	75% D	64%	69%	61%	60%	70%	64%	44%	57%	71% J	78% JK	59%	75% JKN
Not a very strong Democrat Column %	36%	26%	42% A	0%	36%	41% E	25%	36%	31%	39%	40%	30%	36%	56% LMO	43% MO	29%	22%	41% O	25%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEJKLMNO

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

Do you think of yourself as...[Base: Independent or Other] *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other / Non-binary C	Total	White , non-Hispanic D	Non-White / No Answer E	Total	Less than \$50,000 F	\$50,000-\$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	192	90	100	2	192	155	37	192	58	60	70	4	192	22	27	33	36	27	47
Closer to the Republican Party Column %	27%	33%	22%	0%	27%	29%	19%	27%	19%	39% F	24%	0%	27%	31%	32%	24%	24%	35%	21%
Closer to the Democratic Party Column %	25%	20%	29%	100%	25%	24%	33%	25%	21%	24%	30%	38%	25%	37%	41% LM	16%	16%	25%	25%
Strictly an Independent Column %	48%	47%	49%	0%	48%	48%	48%	48%	61% G	37%	46%	62%	48%	32%	28%	60% JK	60% JK	40%	54% K

* Denotes variable with statistically significant findings

■ Significant difference within groups: FGJKLM

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

2024 Ballot *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,134	528	604	3	1,134	957	178	1,134	343	415	365	11	1,134	87	173	179	179	198	318
Donald Trump Column %	63%	70% B	58%	0%	63%	69% E	33%	63%	61%	68%	61%	58%	63%	39%	56% J	67% JK	74% JKN	63% J	66% JK
Kamala Harris Column %	33%	26%	38% A	100%	33%	27%	63% D	33%	34%	29%	36% G	30%	33%	50% LMNO	40% LMO	30%	22%	34% M	31% M
Other Column %	4%	4%	4%	0%	4%	4%	4%	4%	5%	4%	3%	13%	4%	12% KLMN O	4%	3%	4%	2%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEGJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Very likely Column %	66%	70% B	64%	47%	66%	69% E	55%	66%	58%	69% F	72% F	69%	66%	36%	46%	51% J	68% JKL	78% JKLM	89% JKLM N
Somewhat likely Column %	18%	20%	17%	0%	18%	17%	28% D	18%	22% H	17%	16%	22%	18%	23% NO	28% NO	30% MNO	20% O	13% O	7%
Not very likely Column %	6%	5%	8% A	0%	6%	6%	6%	6%	6%	6%	7%	3%	6%	20% LMNO	13% MNO	10% MNO	3%	1%	1%
Not at all likely Column %	2%	2%	3%	53%	2%	2%	5% D	2%	3% H	3%	1%	0%	2%	10% KLMN O	4% O	2% O	2% O	1%	0%
I'm not sure Column %	7%	4%	9% A	0%	7%	7%	7%	7%	10% GH	6%	4%	6%	7%	11% O	9% O	7%	6%	7%	4%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHJKLMNO

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

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]

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,018	491	526	1	1,018	859	159	1,018	308	369	330	11	1,018	57	142	155	169	186	308
Republican primary Column %	62%	68% B	56%	0%	62%	67% E	31%	62%	58%	65%	62%	54%	62%	32%	61% J	56% J	66% J	64% J	67% JL
Democratic primary Column %	28%	24%	32% A	100%	28%	23%	58% D	28%	34% GH	25%	27%	29%	28%	52% KLMN O	33% MO	35% MO	21%	25%	24%
I’m not sure which primary I would choose Column %	9%	7%	11% A	0%	9%	9%	11%	9%	6%	9%	11%	17%	9%	14% K	5%	9%	11%	10%	8%
I would not vote in either primary Column %	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	2%	0%	1%	2%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEGHJKLMNO

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

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] *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	623	330	294	-	623	575	49	623	177	237	204	6	623	18	87	84	112	119	204
Senator Marsha Blackburn Column %	66%	68%	65%	-	66%	67%	58%	66%	69%	64%	67%	39%	66%	17%	41%	60% JK	60% JK	76% JKLM	83% JKLM
Congressman John Rose Column %	14%	18% B	10%	-	14%	14%	21%	14%	15%	13%	16%	21%	14%	36% MNO	29% MNO	20% NO	16% N	5%	9%
Undecided Column %	19%	14%	25% A	-	19%	19%	22%	19%	16%	23%	17%	41%	19%	47% LMNO	30% O	20% O	25% O	19% O	9%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABJKLMNO

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] *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,173	542	628	3	1,173	983	190	1,173	373	420	370	10	1,173	89	188	185	191	202	319
Senator Marsha Blackburn (Republican) Column %	51%	56% B	46% B	0%	51%	55% E	29% E	51%	47%	54%	51%	53%	51%	25% J	44% J	46% J	49% J	59% JKL	61% JKLM
Democratic nominee Column %	32%	27% A	36% A	100%	32%	27% D	56% D	32%	34%	29%	34%	30%	32%	41% MN	40% MNO	32%	26% KNO	28% O	31% O
Undecided Column %	17%	17%	18%	0%	17%	18%	15%	17%	19%	17%	15%	17%	17%	35% KLNO	15% O	22% NO	25% KNO	14% O	8% O

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEJKLMNO

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

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] *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,167	536	627	3	1,167	986	181	1,167	367	422	367	10	1,167	87	184	186	189	198	323
Congressman John Rose (Republican) Column %	49%	59% B	41%	0%	49%	54% E	23%	49%	42%	55% FI	50% F	28%	49%	17%	46% J	45% J	57% JKL	51% J	57% JKL
Democratic nominee Column %	30%	23%	37% A	47%	30%	25%	57% D	30%	34% G	26%	32%	30%	30%	46% LMNO	35% M	32% M	23%	30%	27%
Undecided Column %	21%	18%	22%	53%	21%	21%	20%	21%	24% H	19%	18%	42%	21%	37% KLMNO	20%	23%	21%	18%	16%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMNO

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

Age Group *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
18 to 24 Column %	8%	7%	9%	53%	8%	5%	22% D	8%	11% H	10% H	2%	10%	8%	100% KLMNO	0%	0%	0%	0%	0%
25 to 34 Column %	16%	13%	18% A	13%	16%	15%	23% D	16%	17%	17%	13%	24%	16%	0%	100% JLMNO	0%	0%	0%	0%
35 to 44 Column %	16%	16%	16%	34%	16%	17%	11%	16%	13%	16%	19% F	10%	16%	0%	0%	100% JKMNO	0%	0%	0%
45 to 54 Column %	16%	17%	15%	0%	16%	16%	14%	16%	17% G	11%	21% G	0%	16%	0%	0%	0%	100% JKLNO	0%	0%
55 to 64 Column %	17%	15%	19%	0%	17%	18%	14%	17%	15%	15%	22% FG	9%	17%	0%	0%	0%	0%	100% JKLMO	0%
65 or older Column %	27%	32% B	23%	0%	27%	29% E	15%	27%	27%	31% H	22%	47% H	27%	0%	0%	0%	0%	0%	100% JKLMN

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Very liberal Column %	12%	10%	13%	34%	12%	10%	20% D	12%	12%	14%	10%	4%	12%	18% NO	17% NO	16% NO	15% NO	8%	5%
Somewhat liberal Column %	13%	11%	14%	0%	13%	12%	19% D	13%	12%	13%	13%	10%	13%	17% M	16% M	15% M	7%	14% M	12%
Moderate Column %	25%	22%	27%	66%	25%	24%	31% D	25%	27% G	19%	28% G	45% G	25%	37% KNO	24%	31% O	26% O	25% O	17%
Somewhat conservative Column %	24%	27% B	21%	0%	24%	25% E	14%	24%	22%	29% FHI	21%	0%	24%	7%	20% J	17% J	21% J	24% J	36% JKLM N
Very conservative Column %	24%	28% B	20%	0%	24%	26% E	11%	24%	22%	24%	27%	18%	24%	14%	19%	18%	26% J	28% JKL	30% JKL
Not sure Column %	3%	1%	4% A	0%	3%	3%	4%	3%	5% GH	2%	1%	22% FGH	3%	8% LNO	5% NO	3% O	5% O	1%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMNO

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

Which of the following are you? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other/ Non-binary C	Total	White, non-Hispanic D	Non-White/ No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Male Column %	46%	100% BC	0%	0%	46%	46%	43%	46%	39% F	45% G	55% FHI	24% I	46%	39% J	38% K	47%	48% KM	40% N	54% JKNO
Female Column %	54%	0%	100% AC	0%	54%	54%	56%	54%	60% H	55% H	45% H	76% H	54%	59% O	62% O	53%	52%	60% O	46% O
Other/Non-binary Column %	0%	0%	0%	100% AB	0%	0%	1%	0%	1%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCFGHIJKNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
None Column %	70%	72%	67%	47%	70%	70%	68%	70%	78% GH	69%	62%	65%	70%	78% KLM	44%	37%	56% KL	87% JKLM	99% JKLMN
1 to 2 Column %	25%	23%	27%	0%	25%	24%	28%	25%	18%	25% F	32% F	35%	25%	18% NO	47% JMNO	53% JMNO	34% JNO	10% O	1%
3 or more Column %	5%	5%	6%	53%	5%	6%	4%	5%	4%	6%	6%	0%	5%	4% O	8% NO	10% NO	10% NO	3% O	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: FGHJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White, non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
White, non-Hispanic Column %	84%	85%	83%	47%	84%	100% E	0%	84%	77%	86% F	89% F	83%	84%	55%	77% J	89% JK	86% JK	86% JK	91% JK
Black or African American Column %	12%	12%	11%	0%	12%	0%	73% D	12%	19% GH	10%	6%	6%	12%	33% KLMN O	18% LNO	6%	12% O	9%	6%
Asian Column %	1%	0%	1%	53%	1%	0%	6% D	1%	1%	1%	1%	0%	1%	2%	1%	3% NO	0%	0%	0%
Hispanic Column %	2%	1%	3%	0%	2%	0%	12% D	2%	1%	3% F	2%	0%	2%	8% LMO	3% O	1%	1%	3% O	0%
Other Column %	1%	1%	1%	0%	1%	0%	7% D	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%
Prefer not to answer Column %	0%	0%	1%	0%	0%	0%	3% D	0%	1%	0%	0%	10% H	0%	0%	0%	0%	1%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHJKLMNO

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

Which of the following best describes your household's total income in 2024 BEFORE taxes? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
< \$15,000 Column %	6%	7%	5%	0%	6%	5%	9%	6%	19% GH	0%	0%	0%	6%	10% LO	13% LMNO	3%	6%	4%	4%
\$15,000-\$24,999 Column %	5%	3%	7% A	0%	5%	5%	5%	5%	16% GH	0%	0%	0%	5%	11% KLO	2%	4%	6%	7% K	4%
\$25,000-\$34,999 Column %	7%	6%	8%	53%	7%	7%	10%	7%	22% GH	0%	0%	0%	7%	12% MN	8%	7%	5%	5%	7%
\$35,000-\$49,999 Column %	14%	12%	16% A	13%	14%	12%	23% D	14%	44% GHI	0%	0%	0%	14%	12%	12%	12%	17%	13%	16%
\$50,000-\$74,999 Column %	19%	15%	22% A	34%	19%	20%	14%	19%	0%	53% FHI	0%	0%	19%	19%	21%	15%	14%	15%	25% LMN
\$75,000-\$99,999 Column %	17%	20% B	15%	0%	17%	17%	18%	17%	0%	47% FHI	0%	0%	17%	26% MO	18%	21% M	11%	16%	16%
\$100,000-\$124,999 Column %	12%	14% B	10%	0%	12%	12%	14%	12%	0%	0%	39% FGI	0%	12%	2%	13% J	16% J	13% J	14% J	10% J
\$125,000-\$149,999 Column %	8%	8%	8%	0%	8%	9% E	4%	8%	0%	0%	26% FGI	0%	8%	2%	8% J	11% JM	5%	12% JM	7% J
\$150,000-\$199,999 Column %	5%	7% B	3%	0%	5%	6%	2%	5%	0%	0%	16% FG	0%	5%	6%	2%	5%	10% KLO	6%	3%
\$200,000 and over Column %	6%	7%	5%	0%	6%	7% E	1%	6%	0%	0%	19% FG	0%	6%	0%	2%	6% J	13% JKLO	8% JK	5% J
Not sure Column %	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	100% FGH	1%	1%	1%	1%	0%	1%	2%

* Denotes variable with statistically significant findings

Significant difference within groups: ABDEFGHIJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Some high school or less																			
Column %	10%	9%	11%	0%	10%	10%	8%	10%	17% GH	11% H	2% H	0%	10%	10% N	13% LN	6% N	12% LN	2% N	15% LN
High school graduate																			
Column %	31%	33%	30%	0%	31%	31%	29%	31%	43% GH	28% H	22% H	35%	31%	48% LNO	37% NO	30% O	40% LNO	25% O	22% O
Associate degree (Two-year post-secondary degree)																			
Column %	8%	8%	8%	87% AB	8%	7%	11%	8%	8%	9%	6% H	30% FGH	8%	8%	7%	8%	7%	8%	9%
Some college but no degree																			
Column %	20%	18%	22%	0%	20%	19%	24%	20%	21% H	24% H	14% H	16%	20%	23%	18%	25% M	16% M	23%	18%
Bachelors degree																			
Column %	20%	21%	19%	13%	20%	20%	17%	20%	7% H	19% F	34% FG	14%	20%	8% J	18% J	23% J	15% J	26% JM	22% J
Masters or professional degree																			
Column %	9%	9%	9%	0%	9%	9%	8%	9%	3% H	9% F	16% FG	0%	9%	2% J	5% J	6% J	8% J	15% JKLM	12% JKL
Doctoral degree																			
Column %	2%	3%	1%	0%	2%	2%	3%	2%	0% H	0% H	6% FG	5%	2%	1% J	2% J	2% J	2% J	2% J	2% J
Prefer not to say																			
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0% H	0% H	0% H	0%	0%	0% J	0% J	0% J	0% J	0% J	0% J

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABFGHJKLMNO

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

What is your current marital status? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Married Column %	54%	57% B	51% A	0%	54%	57% E	33% D	54%	30% F	56% G	74% H	66% I	54%	3% J	39% K	57% L	62% M	58% N	68% O
Widowed Column %	5%	3% B	6% A	53%	5%	5%	4%	5%	11% F	2% G	3% H	10%	5%	3% J	0% K	1% L	4% M	5% N	12% O
Divorced Column %	9%	9%	9%	0%	9%	9% E	4% D	9%	13% F	6% G	7% H	0%	9%	1% J	1% K	8% L	14% M	14% N	9% O
Separated Column %	1%	2%	1%	0%	1%	2%	1%	1%	1%	1%	2%	0%	1%	3%	0% K	2%	2%	4% N	0% O
Never married Column %	23%	24%	23%	0%	23%	18% D	47% E	23%	37% F	23% G	8% H	24%	23%	80% J	48% K	20% L	10% M	16% N	5% O
Prefer not to say Column %	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Living with partner Column %	8%	5% B	11% A	47%	8%	8%	10%	8%	7% F	12% G	5% H	0%	8%	9% J	12% K	12% L	7%	3% N	6% O

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHJKLMNO

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

Do you own or rent your home? *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Own Column %	71%	73%	70%	0%	71%	74% E	57%	71%	54%	68% F	92% FGI	64%	71%	42%	53%	66% JK	78% JKL	83% JKL	82% JKL
Rent Column %	29%	27%	30%	100%	29%	26%	43% D	29%	46% GH	32% H	8%	36% H	29%	58% LMNO	47% LMNO	34% MNO	22%	17%	18%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHIJKLMNO

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

Thinking about your religion, are you... *

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Protestant Column %	42%	48% B	36% B	0%	42%	44% E	27% E	42%	34% F	46% F	45% F	25%	42%	14% J	20% K	29% JK	41% JKL	55% JKLM	61% JKLM
Roman Catholic Column %	9%	13% B	6% B	0%	9%	9%	11%	9%	4% F	11% F	13% F	12%	9%	4% J	13% JM	13% JM	4% M	7%	12% JM
Mormon Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%
Orthodox (e g , Greek or Russian Orthodox) Column %	1%	2% B	0% B	53%	1%	1%	2%	1%	1%	1%	2%	10%	1%	3%	2%	1%	2%	1%	1%
Jewish Column %	1%	2%	1%	0%	1%	1%	1%	1%	0% F	1%	2% F	0%	1%	1%	2%	1%	2%	0%	0%
Muslim Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Buddhist Column %	1%	2%	0%	34%	1%	1%	1%	1%	1%	1%	1%	0%	1%	4% KLMN	0% K	1% L	1% M	0% N	1%
Hindu Column %	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Atheist Column %	3%	4%	3%	0%	3%	4%	1%	3%	3%	3%	3%	0%	3%	7% NO	4%	7% MNO	2% M	1% N	1% O
Agnostic Column %	4%	3%	5%	0%	4%	5% E	2% E	4%	5%	4%	5%	4%	4%	7% M	6% M	7% M	2% M	3%	4%
Something else Column %	25%	14% A	34% A	13%	25%	23% D	35% D	25%	34% GH	23% G	18% H	39% H	25%	31% O	30% O	27% O	38% LNO	24% O	11% O
Nothing in particular Column %	12%	12%	13%	0%	12%	11% D	18% D	12%	17% GH	10% G	10% H	10%	12%	26% LMNO	20% MNO	14% O	8% M	8% N	8% O

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHJKLMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	498	262	236	-	498	446	52	498	129	197	168	3	498	13	39	56	80	113	197
Yes Column %	72%	73%	71%	-	72%	72%	67%	72%	78%	71%	69%	49%	72%	43%	68%	69%	76% J	71% J	74% J
No Column %	28%	27%	29%	-	28%	28%	33%	28%	22%	29%	31%	51%	28%	57% MNO	32%	31%	24%	29%	26%

* Denotes variable with statistically significant findings

■ Significant difference within groups: JMNO

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

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

	Gender				Ethnicity			Income					Age Group						
	Total	Male A	Female B	Other /Non- binary C	Total	White , non- Hispanic D	Non- White /No Answer E	Total	Less than \$50,000 F	\$50,000- \$99,999 G	\$100,000 or More H	Not Sure I	Total	18 to 24 J	25 to 34 K	35 to 44 L	45 to 54 M	55 to 64 N	65 or older O
Sample Size	1,200	549	648	3	1,200	1,008	192	1,200	384	432	372	12	1,200	96	192	192	192	204	324
Full-time Column %	44%	50% B	38%	34%	44%	42%	54% D	44%	31%	42% FI	60% FGI	13%	44%	40% O	58% JO	68% JNO	61% JNO	50% O	8%
Part-time Column %	12%	6%	17% A	53%	12%	11%	20% D	12%	16% H	13% H	7%	19%	12%	38% KLMN O	15% LMO	7%	7%	12%	9%
Self-employed Column %	5%	5%	5%	13%	5%	5%	6%	5%	5%	6%	4%	0%	5%	5%	3%	8% K	8% K	4%	4%
Not employed Column %	14%	7%	21% A	0%	14%	15%	12%	14%	23% GH	16% H	4%	20% H	14%	15% O	24% NO	17% O	17% O	11%	8%
Retired Column %	24%	31% B	19%	0%	24%	28% E	7%	24%	24%	24%	25%	47%	24%	0%	0%	1%	7% JKL	22% JKLM	71% JKLM N
Don't know Column %	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJKLMNO