

Crosstabs: (Party, Ideology, Region)

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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| Which of the following statements best reflects your view on tariffs? * | 18 |
| How have tariffs on imported goods impacted you or your family? * | 19 |
| 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? * | 20 |
| 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? * | 21 |
| 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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| What do you usually call the bugs that light up at night during the summer? * | 27 |
| 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? * | 28 |
| What is your view on Name, Image, and Likeness (NIL) rules that allow college athletes to earn money from endorsements while in school? * | 29 |
| 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? * | 30 |
| Generally speaking, do you think of yourself as a... ? * | 31 |
| Would you call yourself a...[Base: Republican] * | 32 |
| Would you call yourself a...[Base: Democrat] * | 33 |
| Do you think of yourself as...[Base: Independent or Other] * | 34 |
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| How likely are you to vote in Tennessee's gubernatorial primary election next August? * | 36 |
| 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] * | 37 |
| 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] * | 38 |
| 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] * | 39 |

| | |
|--|----|
| 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] * | 40 |
| Age Group * | 41 |
| Thinking about your general approach to issues, do you consider yourself to be... * | 42 |
| Which of the following are you? * | 43 |
| How many infants and children under 18 years of age live in your household today? * | 44 |
| 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 |
| Which of the following best describes your current education level? * | 47 |
| What is your current marital status? * | 48 |
| Do you own or rent your home? * | 49 |
| Thinking about your religion, are you... * | 50 |
| Would you describe yourself as a 'born-again' or evangelical Christian? [Base: Protestant] * | 51 |
| Are you now employed full-time, part-time, self-employed, or not employed? * | 52 |

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

How often would you say you vote? *

| | 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 |
| Always Column % | 57% | 63% BC | 51% | 43% | 57% | 51% | 61% D | 59% D | 57% | 65% HI | 43% | 57% H |
| Nearly always Column % | 30% | 26% | 38% A | 29% | 30% | 31% | 30% | 28% | 30% | 26% | 33% G | 33% G |
| Part of the time Column % | 7% | 6% | 6% | 13% AB | 7% | 9% E | 5% | 8% | 7% | 5% | 12% GI | 6% |
| Seldom Column % | 4% | 3% | 1% | 12% AB | 4% | 6% EF | 3% | 2% | 4% | 3% | 7% GI | 1% |
| Never vote Column % | 3% | 2% | 3% | 3% | 3% | 3% E | 1% | 3% | 3% | 1% | 5% G | 3% G |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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: *

| | 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 |
| Total satisfied Column % | 54% | 74% BC | 18% | 43% B | 54% | 58% E | 49% | 54% | 54% | 71% HI | 49% I | 26% |
| Very satisfied Column % | 17% | 23% BC | 8% | 11% | 17% | 18% | 14% | 19% | 17% | 23% HI | 11% | 10% |
| Somewhat satisfied Column % | 37% | 51% BC | 10% | 32% B | 37% | 40% | 35% | 35% | 37% | 47% HI | 38% I | 15% |
| Somewhat dissatisfied Column % | 19% | 17% | 22% | 22% | 19% | 18% | 22% F | 15% | 19% | 21% I | 22% I | 11% |
| Very dissatisfied Column % | 26% | 9% | 57% AC | 34% A | 26% | 23% | 28% | 30% D | 26% | 8% | 27% G | 62% GH |
| Total dissatisfied Column % | 45% | 26% | 79% AC | 56% A | 45% | 41% | 49% D | 45% | 45% | 29% | 49% G | 72% GH |
| Not sure Column % | 1% | 0% | 3% A | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 2% G | 2% G |

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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: *

| | 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 |
| Total satisfied Column % | 64% | 82% BC | 33% | 54% B | 64% | 66% | 61% | 65% | 64% | 84% HI | 57% I | 33% |
| Very satisfied Column % | 21% | 30% BC | 7% | 14% B | 21% | 21% | 22% | 21% | 21% | 30% HI | 15% I | 10% |
| Somewhat satisfied Column % | 43% | 52% BC | 25% | 40% B | 43% | 45% | 39% | 45% | 43% | 53% HI | 42% I | 23% |
| Somewhat dissatisfied Column % | 19% | 14% | 29% A | 21% A | 19% | 18% | 21% | 19% | 19% | 14% | 26% G | 23% G |
| Very dissatisfied Column % | 16% | 3% | 37% AC | 21% A | 16% | 15% | 17% | 14% | 16% | 2% | 15% G | 43% GH |
| Total dissatisfied Column % | 35% | 18% | 66% AC | 42% A | 35% | 33% | 39% | 33% | 35% | 16% | 41% G | 66% GH |
| Not sure Column % | 1% | 1% | 1% | 3% A | 1% | 1% | 1% | 1% | 1% | 0% | 2% G | 2% |

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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: *

| | 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 |
| Total satisfied Column % | 52% | 60% BC | 39% | 42% | 52% | 55% | 50% | 49% | 52% | 60% HI | 49% I | 37% |
| Very satisfied Column % | 14% | 18% B | 7% | 13% B | 14% | 17% E | 12% | 13% | 14% | 15% | 12% | 14% |
| Somewhat satisfied Column % | 37% | 42% BC | 32% | 29% | 37% | 38% | 38% | 36% | 37% | 45% HI | 37% I | 23% |
| Somewhat dissatisfied Column % | 24% | 21% | 28% A | 27% | 24% | 21% | 26% | 24% | 24% | 21% | 23% | 30% GH |
| Very dissatisfied Column % | 15% | 10% | 23% A | 20% A | 15% | 15% | 14% | 18% | 15% | 9% | 18% G | 24% GH |
| Total dissatisfied Column % | 39% | 31% A | 51% A | 47% A | 39% | 36% | 40% | 42% | 39% | 30% G | 41% G | 55% GH |
| Not sure Column % | 10% | 9% | 10% | 11% | 10% | 9% | 11% | 9% | 10% | 10% | 10% | 8% |

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 Significant difference within groups: ABCEGHI

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? *

| | 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 |
| Total approve Column % | 55% | 74% BC | 21% | 43% B | 55% | 59% E | 48% | 59% E | 55% | 75% HI | 47% I | 24% |
| Strongly approve Column % | 15% | 22% BC | 5% | 6% | 15% | 17% | 13% | 14% | 15% | 23% HI | 7% | 8% |
| Somewhat approve Column % | 40% | 52% BC | 16% | 37% B | 40% | 42% E | 35% | 45% E | 40% | 52% HI | 39% I | 17% |
| Somewhat disapprove Column % | 21% | 16% | 29% A | 26% A | 21% | 18% | 24% D | 21% | 21% | 16% | 27% G | 24% G |
| Strongly disapprove Column % | 17% | 3% | 43% AC | 21% A | 17% | 15% | 20% D | 16% | 17% | 4% | 15% G | 46% GH |
| Total disapprove Column % | 38% | 19% | 73% AC | 47% A | 38% | 32% | 44% D | 38% | 38% | 19% | 42% G | 70% GH |
| No opinion Column % | 7% | 7% | 6% | 10% | 7% | 9% F | 8% F | 3% | 7% | 6% | 11% GI | 5% |

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

| | 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 |
| Total approve Column % | 59% | 88% BC | 11% | 44% B | 59% | 61% | 60% | 56% | 59% | 85% HI | 46% I | 26% |
| Strongly approve Column % | 33% | 52% BC | 3% | 16% B | 33% | 39% EF | 28% | 30% | 33% | 50% HI | 22% I | 12% |
| Somewhat approve Column % | 27% | 35% B | 8% | 28% B | 27% | 22% | 31% D | 26% | 27% | 35% HI | 25% I | 14% |
| Somewhat disapprove Column % | 9% | 6% | 10% A | 15% A | 9% | 13% EF | 6% | 7% | 9% | 6% | 17% GI | 6% |
| Strongly disapprove Column % | 30% | 5% | 77% AC | 37% A | 30% | 23% | 33% D | 36% D | 30% | 9% | 34% G | 66% GH |
| Total disapprove Column % | 39% | 11% | 87% AC | 51% A | 39% | 37% | 39% | 43% | 39% | 15% | 51% G | 72% GH |
| No opinion Column % | 2% | 1% | 2% | 4% A | 2% | 2% | 2% | 1% | 2% | 1% | 3% G | 2% |

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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? *

| | 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 |
| Property taxes are a valid revenue source, but should be limited | | | | | | | | | | | | |
| Column % | 42% | 40% | 49% AC | 38% | 42% | 38% | 47% D | 42% | 42% | 42% | 37% | 49% GH |
| Property taxes should be eliminated | | | | | | | | | | | | |
| Column % | 28% | 34% BC | 15% | 26% B | 28% | 28% | 28% | 27% | 28% | 34% I | 28% I | 16% |
| Property taxes are necessary for funding local government services | | | | | | | | | | | | |
| Column % | 21% | 18% | 26% A | 21% | 21% | 23% E | 16% | 25% E | 21% | 17% | 21% | 27% G |
| I'm not sure | | | | | | | | | | | | |
| Column % | 9% | 8% | 10% | 14% A | 9% | 11% F | 10% | 6% | 9% | 7% | 15% GI | 8% |

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■ Significant difference within groups: ABCDEFGHI

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

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

| | 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 |
| Local government officials should set rates, but significant increases should require voter approval via referendum | | | | | | | | | | | | |
| Column % | 46% | 47% | 47% | 40% | 46% | 44% | 47% | 45% | 46% | 49% H | 38% | 49% H |
| Property tax rates should never increase once set | | | | | | | | | | | | |
| Column % | 31% | 34% B | 25% | 31% | 31% | 35% F | 31% F | 24% | 31% | 32% I | 35% I | 24% |
| Local government officials (e.g., city council or county commission) should set property tax rates | | | | | | | | | | | | |
| Column % | 12% | 12% | 12% | 10% | 12% | 7% | 11% D | 19% DE | 12% | 10% | 10% | 17% GH |
| I'm not sure | | | | | | | | | | | | |
| Column % | 12% | 8% | 16% A | 19% A | 12% | 13% | 11% | 12% | 12% | 9% | 18% GI | 10% |

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■ Significant difference within groups: ABDEFGHI

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? *

| | 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 |
| Hurt local communities Column % | 62% | 66% BC | 58% | 54% | 62% | 65% F | 70% F | 42% | 62% | 66% I | 60% | 55% |
| Help local communities Column % | 15% | 15% | 16% | 16% | 15% | 13% | 12% | 24% DE | 15% | 13% | 16% | 19% G |
| Have no significant impact Column % | 9% | 10% | 8% | 8% | 9% | 6% | 6% | 17% DE | 9% | 10% | 9% | 7% |
| I'm not sure Column % | 14% | 10% | 18% A | 21% A | 14% | 16% E | 11% | 17% E | 14% | 11% | 15% | 18% G |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGI

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

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

| | 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 |
| Less money for other expenses | | | | | | | | | | | | |
| Column % | 35% | 37% B | 30% | 37% | 35% | 38% | 34% | 33% | 35% | 33% | 39% G | 36% |
| Higher monthly housing costs | | | | | | | | | | | | |
| Column % | 29% | 26% | 38% AC | 24% | 29% | 28% | 29% | 29% | 29% | 26% | 31% | 33% G |
| Impact on retirement or fixed income | | | | | | | | | | | | |
| Column % | 19% | 20% | 15% | 24% B | 19% | 21% | 17% | 21% | 19% | 24% HI | 16% | 14% |
| I have no concerns about increases | | | | | | | | | | | | |
| Column % | 8% | 7% | 9% | 8% | 8% | 8% | 7% | 9% | 8% | 8% | 9% | 8% |
| Reduced property values | | | | | | | | | | | | |
| Column % | 6% | 6% | 7% | 5% | 6% | 4% | 8% D | 7% D | 6% | 6% | 5% | 8% |
| Other (please specify) | | | | | | | | | | | | |
| Column % | 2% | 3% B | 0% | 1% | 2% | 0% | 4% DF | 1% | 2% | 4% HI | 0% | 0% |

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■ Significant difference within groups: ABCDFGHI

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

| | 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 |
| Cut spending in non-essential areas | | | | | | | | | | | | |
| Column % | 41% | 43% C | 41% | 32% | 41% | 41% | 41% | 41% | 41% | 41% I | 48% I | 33% |
| Reduce government waste | | | | | | | | | | | | |
| Column % | 37% | 40% B | 29% | 39% B | 37% | 36% | 40% | 34% | 37% | 44% HI | 29% | 32% |
| Explore alternative revenue sources (e.g., sales or wheel taxes) | | | | | | | | | | | | |
| Column % | 18% | 13% | 25% A | 21% A | 18% | 18% | 16% | 20% | 18% | 12% | 17% G | 28% GH |
| Increase property taxes to maintain government services | | | | | | | | | | | | |
| Column % | 3% | 2% | 3% | 6% A | 3% | 3% | 2% | 5% E | 3% | 2% | 3% | 4% |
| Other (please specify) | | | | | | | | | | | | |
| Column % | 1% | 0% | 3% A | 3% A | 1% | 1% | 2% | 1% | 1% | 1% | 2% G | 2% |

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■ Significant difference within groups: ABCEGHI

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? *

| | 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 |
| Total more likely Column % | 56% | 63% BC | 45% | 48% | 56% | 56% | 55% | 56% | 56% | 61% HI | 53% | 48% |
| Much more likely Column % | 25% | 34% BC | 11% | 19% B | 25% | 26% | 25% | 25% | 25% | 33% HI | 17% | 20% |
| Somewhat more likely Column % | 30% | 29% | 34% | 29% | 30% | 30% | 29% | 31% | 30% | 28% | 36% GI | 28% |
| No difference Column % | 20% | 16% | 27% A | 21% | 20% | 23% F | 19% | 16% | 20% | 16% | 24% G | 24% G |
| Somewhat less likely Column % | 8% | 9% | 6% | 11% | 8% | 9% | 8% | 8% | 8% | 10% I | 8% | 6% |
| Much less likely Column % | 6% | 5% | 9% A | 7% | 6% | 5% | 7% | 7% | 6% | 6% | 3% | 11% GH |
| Total less likely Column % | 15% | 13% | 16% | 18% | 15% | 14% | 15% | 15% | 15% | 16% H | 11% | 17% H |
| I'm not sure Column % | 10% | 8% | 12% A | 13% A | 10% | 6% | 12% D | 13% D | 10% | 8% | 12% G | 12% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDFGHI

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? *

| | 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 |
| Yes Column % | 11% | 12% | 9% | 10% | 11% | 9% | 11% | 14% D | 11% | 11% | 12% | 11% |
| No Column % | 76% | 77% C | 76% | 70% | 76% | 78% | 76% | 72% | 76% | 78% H | 72% | 75% |
| I'm not sure Column % | 13% | 10% | 15% A | 20% A | 13% | 13% | 13% | 13% | 13% | 11% | 16% G | 14% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDGH

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? *

| | 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 |
| Tariffs are essentially taxes that increase the cost of goods for consumers and can worsen inflation | | | | | | | | | | | | |
| Column % | 45% | 28% | 75% AC | 53% A | 45% | 44% | 46% | 45% | 45% | 27% | 52% G | 71% GH |
| Tariffs are a necessary tool to protect American-made products, even if they temporarily raise costs | | | | | | | | | | | | |
| Column % | 44% | 62% BC | 16% | 32% B | 44% | 46% | 43% | 43% | 44% | 66% HI | 28% I | 20% |
| I'm not sure | | | | | | | | | | | | |
| Column % | 11% | 11% | 8% | 16% B | 11% | 10% | 10% | 12% | 11% | 7% | 19% GI | 9% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCGHI

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? *

| | 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 |
| Negatively, such as through higher prices for everyday goods | | | | | | | | | | | | |
| Column % | 47% | 31% | 76% AC | 51% A | 47% | 47% | 50% F | 41% | 47% | 31% | 55% G | 68% GH |
| No noticeable impact | | | | | | | | | | | | |
| Column % | 31% | 44% BC | 10% | 28% B | 31% | 34% | 29% | 31% | 31% | 45% HI | 26% I | 12% |
| Positively, such as through job protection or lower competition for American products | | | | | | | | | | | | |
| Column % | 16% | 21% BC | 8% | 10% | 16% | 11% | 17% D | 22% D | 16% | 21% HI | 9% | 14% |
| I'm not sure | | | | | | | | | | | | |
| Column % | 6% | 4% | 6% | 11% A | 6% | 8% | 5% | 6% | 6% | 4% | 10% G | 7% G |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDFGHI

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? *

| | 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 |
| Total approve Column % | 65% | 87% BC | 29% | 52% B | 65% | 66% | 65% | 65% | 65% | 89% HI | 53% I | 33% |
| Strongly approve Column % | 51% | 73% BC | 14% | 38% B | 51% | 55% F | 51% | 45% | 51% | 76% HI | 34% I | 21% |
| Somewhat approve Column % | 14% | 14% | 15% | 15% | 14% | 11% | 14% | 20% D | 14% | 13% | 19% GI | 11% |
| Somewhat disapprove Column % | 10% | 4% | 21% AC | 11% A | 10% | 11% | 9% | 10% | 10% | 3% | 16% G | 16% G |
| Strongly disapprove Column % | 16% | 3% | 39% AC | 21% A | 16% | 14% | 17% | 17% | 16% | 4% | 14% G | 41% GH |
| Total disapprove Column % | 26% | 7% | 60% AC | 32% A | 26% | 26% | 26% | 27% | 26% | 8% | 30% G | 57% GH |
| I'm not sure Column % | 9% | 6% | 11% A | 16% A | 9% | 9% | 9% | 8% | 9% | 3% | 17% GI | 10% G |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDFGHI

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? *

| | 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 |
| Total agree Column % | 56% | 58% B | 52% | 56% | 56% | 54% | 52% | 66% DE | 56% | 57% | 52% | 59% |
| Strongly agree Column % | 29% | 32% B | 26% | 27% | 29% | 27% | 27% | 37% DE | 29% | 31% | 27% | 29% |
| Somewhat agree Column % | 27% | 26% | 26% | 29% | 27% | 27% | 25% | 29% | 27% | 26% | 24% | 30% |
| Somewhat disagree Column % | 15% | 18% BC | 12% | 9% | 15% | 18% F | 13% | 12% | 15% | 17% I | 15% I | 9% |
| Strongly disagree Column % | 15% | 10% | 26% AC | 14% | 15% | 15% | 19% F | 10% | 15% | 11% | 16% G | 23% GH |
| Total disagree Column % | 30% | 28% | 38% AC | 23% | 30% | 32% F | 32% F | 22% | 30% | 28% | 32% | 31% |
| I'm not sure Column % | 14% | 14% | 10% | 21% AB | 14% | 13% | 16% | 12% | 14% | 15% I | 16% I | 10% |

* Denotes variable with statistically significant findings

 Significant difference within groups: ABCDEFGHI

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? *

| | 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 |
| Total support Column % | 42% | 52% BC | 26% | 30% | 42% | 42% | 42% | 40% | 42% | 56% HI | 31% | 26% |
| Strongly support Column % | 13% | 20% BC | 5% | 4% | 13% | 11% | 14% | 15% | 13% | 20% HI | 4% | 10% H |
| Somewhat support Column % | 28% | 33% B | 21% | 26% | 28% | 31% | 27% | 25% | 28% | 36% HI | 26% I | 16% |
| Somewhat oppose Column % | 27% | 22% | 37% AC | 25% | 27% | 27% | 28% | 24% | 27% | 19% | 33% G | 34% G |
| Strongly oppose Column % | 20% | 15% | 27% A | 21% | 20% | 17% | 18% | 26% DE | 20% | 15% | 21% G | 27% G |
| Total oppose Column % | 46% | 37% | 65% AC | 46% A | 46% | 44% | 46% | 50% | 46% | 34% | 54% G | 62% GH |
| I'm not sure Column % | 12% | 10% | 9% | 24% AB | 12% | 14% | 12% | 10% | 12% | 10% | 16% G | 12% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEGHI

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? *

| | 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 |
| Total approve Column % | 57% | 81% BC | 15% | 45% B | 57% | 57% | 58% | 53% | 57% | 81% HI | 44% I | 23% |
| Strongly approve Column % | 28% | 44% BC | 5% | 15% B | 28% | 31% | 26% | 27% | 28% | 42% HI | 19% I | 12% |
| Somewhat approve Column % | 28% | 37% B | 9% | 30% B | 28% | 26% | 31% | 26% | 28% | 39% HI | 25% I | 11% |
| Somewhat disapprove Column % | 10% | 7% | 15% A | 11% | 10% | 10% | 9% | 11% | 10% | 7% | 11% | 13% G |
| Strongly disapprove Column % | 25% | 5% | 63% AC | 28% A | 25% | 23% | 25% | 28% | 25% | 7% | 27% G | 56% GH |
| Total disapprove Column % | 34% | 11% | 77% AC | 39% A | 34% | 32% | 33% | 39% | 34% | 14% | 37% G | 69% GH |
| I'm not sure Column % | 9% | 8% | 8% | 16% AB | 9% | 10% | 9% | 8% | 9% | 5% | 19% GI | 7% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCGHI

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? *

| | 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 |
| Total approve Column % | 48% | 69% BC | 12% | 35% B | 48% | 46% | 52% F | 42% | 48% | 72% HI | 30% I | 19% |
| Strongly approve Column % | 25% | 40% BC | 2% | 13% B | 25% | 24% | 25% | 28% | 25% | 43% HI | 9% | 8% |
| Somewhat approve Column % | 23% | 29% B | 10% | 22% B | 23% | 22% F | 27% F | 15% | 23% | 29% HI | 22% I | 11% |
| Somewhat oppose Column % | 14% | 13% | 17% | 17% | 14% | 12% | 15% | 18% D | 14% | 10% | 22% GI | 14% |
| Strongly oppose Column % | 27% | 11% | 59% AC | 27% A | 27% | 27% | 26% | 29% | 27% | 9% | 29% G | 59% GH |
| Total oppose Column % | 41% | 23% | 76% AC | 44% A | 41% | 39% | 41% | 47% D | 41% | 19% | 51% G | 73% GH |
| I'm not sure Column % | 11% | 8% | 11% A | 21% AB | 11% | 15% E | 7% | 10% | 11% | 8% | 18% GI | 8% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

| | 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 |
| Total good | | | | | | | | | | | | |
| Column % | 33% | 19% | 60% AC | 33% A | 33% | 27% | 34% D | 40% D | 33% | 18% | 31% G | 63% GH |
| Very good | | | | | | | | | | | | |
| Column % | 16% | 10% | 30% AC | 11% | 16% | 14% | 18% | 15% | 16% | 8% | 10% | 38% GH |
| Somewhat good | | | | | | | | | | | | |
| Column % | 17% | 9% | 30% AC | 21% A | 17% | 13% | 16% | 25% DE | 17% | 9% | 21% G | 26% G |
| Somewhat bad | | | | | | | | | | | | |
| Column % | 14% | 16% | 13% | 12% | 14% | 18% E | 11% | 13% | 14% | 14% | 20% GI | 10% |
| Very bad | | | | | | | | | | | | |
| Column % | 33% | 48% BC | 10% | 21% B | 33% | 35% | 32% | 31% | 33% | 55% HI | 17% I | 7% |
| Total bad | | | | | | | | | | | | |
| Column % | 47% | 63% BC | 23% | 34% B | 47% | 53% EF | 43% | 44% | 47% | 69% HI | 37% I | 17% |
| No impact on the country overall | | | | | | | | | | | | |
| Column % | 5% | 4% | 6% | 8% A | 5% | 5% | 5% | 5% | 5% | 4% | 8% G | 5% |
| I'm not sure | | | | | | | | | | | | |
| Column % | 15% | 13% | 11% | 26% AB | 15% | 14% | 17% F | 11% | 15% | 10% | 24% GI | 15% G |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

| | 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 |
| Total fair Column % | 44% | 50% BC | 32% | 42% B | 44% | 41% | 46% | 43% | 44% | 49% I | 42% | 36% |
| Completely fair Column % | 18% | 22% B | 12% | 18% | 18% | 16% | 21% D | 18% | 18% | 20% I | 21% I | 13% |
| Somewhat fair Column % | 25% | 28% B | 21% | 24% | 25% | 26% | 26% | 25% | 25% | 29% H | 21% | 23% |
| Neither fair nor unfair Column % | 16% | 18% B | 13% | 14% | 16% | 15% | 18% F | 13% | 16% | 18% | 14% | 14% |
| Somewhat unfair Column % | 16% | 11% | 27% AC | 15% | 16% | 17% | 16% | 14% | 16% | 12% | 17% G | 21% G |
| Completely unfair Column % | 10% | 8% | 19% AC | 6% | 10% | 7% | 6% | 24% DE | 10% | 9% | 8% | 16% GH |
| Total unfair Column % | 26% | 18% | 45% AC | 21% | 26% | 24% | 22% | 38% DE | 26% | 21% | 25% | 37% GH |
| I'm not sure Column % | 14% | 13% | 10% | 24% AB | 14% | 19% EF | 14% F | 6% | 14% | 12% | 18% G | 14% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

| | 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 |
| Lightning bugs Column % | 59% | 65% BC | 51% | 52% | 59% | 52% | 64% D | 61% D | 59% | 62% I | 59% | 53% |
| Both interchangeably Column % | 21% | 17% | 27% A | 26% A | 21% | 25% E | 18% | 21% | 21% | 21% | 20% | 23% |
| Fireflies Column % | 18% | 18% | 20% | 14% | 18% | 20% | 17% | 16% | 18% | 17% | 15% | 22% H |
| Something else (please specify) Column % | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| I'm not sure Column % | 2% | 1% | 2% A | 8% AB | 2% | 4% E | 1% | 2% | 2% | 0% | 6% GI | 2% G |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEGHI

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? *

| | 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 |
| Total approve Column % | 37% | 35% | 41% | 33% | 37% | 29% | 42% D | 40% D | 37% | 34% | 34% | 45% GH |
| Strongly approve Column % | 15% | 14% | 18% | 12% | 15% | 11% | 17% D | 16% | 15% | 15% | 12% | 18% H |
| Somewhat approve Column % | 22% | 21% | 23% | 21% | 22% | 18% | 24% D | 23% | 22% | 19% | 22% | 27% G |
| Somewhat disapprove Column % | 16% | 18% | 15% | 13% | 16% | 17% | 16% | 17% | 16% | 17% | 19% I | 12% |
| Strongly disapprove Column % | 17% | 18% | 15% | 16% | 17% | 23% EF | 15% | 12% | 17% | 19% I | 16% | 13% |
| Total disapprove Column % | 33% | 36% C | 30% | 28% | 33% | 39% EF | 30% | 29% | 33% | 37% I | 35% I | 26% |
| I'm not sure Column % | 30% | 28% | 28% | 39% AB | 30% | 31% | 28% | 31% | 30% | 30% | 31% | 29% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

| | 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 |
| Total good Column % | 50% | 47% | 61% AC | 44% | 50% | 43% | 51% D | 62% DE | 50% | 45% | 48% | 64% GH |
| NIL rules are good for college sports and athletes Column % | 14% | 12% | 19% AC | 11% | 14% | 11% | 13% | 19% DE | 14% | 10% | 12% | 22% GH |
| NIL rules are mostly good, but need some reforms Column % | 37% | 35% | 42% AC | 33% | 37% | 32% | 38% | 44% D | 37% | 35% | 36% | 42% G |
| NIL rules are mostly bad and harm college sports Column % | 16% | 18% B | 11% | 16% | 16% | 18% | 15% | 14% | 16% | 19% HI | 14% | 12% |
| NIL rules are bad and should be eliminated Column % | 13% | 14% B | 10% | 16% B | 13% | 16% F | 13% | 10% | 13% | 16% I | 16% I | 6% |
| Total bad Column % | 29% | 33% B | 21% | 32% B | 29% | 34% EF | 27% | 24% | 29% | 35% I | 30% I | 18% |
| I'm not sure Column % | 20% | 20% | 18% | 24% | 20% | 23% F | 22% F | 13% | 20% | 20% | 23% | 18% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

| | 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 |
| Total more likely Column % | 26% | 37% BC | 10% | 16% B | 26% | 26% | 25% | 30% | 26% | 34% HI | 19% | 19% |
| Much more likely to support Column % | 15% | 24% BC | 1% | 5% B | 15% | 15% | 14% | 14% | 15% | 22% HI | 7% | 10% |
| Somewhat more likely to support Column % | 12% | 13% | 9% | 12% | 12% | 11% | 10% | 15% E | 12% | 13% | 13% | 8% |
| No difference/Does not affect my support Column % | 34% | 46% BC | 15% | 22% B | 34% | 35% | 35% | 30% | 34% | 47% HI | 25% I | 17% |
| Somewhat less likely to support Column % | 7% | 5% | 7% | 12% A | 7% | 8% | 6% | 5% | 7% | 6% | 11% GI | 4% |
| Much less likely to support Column % | 26% | 5% | 64% AC | 33% A | 26% | 21% | 28% D | 30% D | 26% | 9% | 29% G | 55% GH |
| Total less likely Column % | 33% | 10% | 70% AC | 45% A | 33% | 29% | 34% | 35% | 33% | 15% | 40% G | 59% GH |
| I'm not sure Column % | 7% | 6% | 4% | 17% AB | 7% | 10% EF | 6% | 5% | 7% | 4% | 16% GI | 5% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

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

| | 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 |
| 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% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

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

| | 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 | 672 | 672 | - | - | 672 | 268 | 280 | 124 | 672 | 497 | 113 | 62 |
| Strong Republican Column % | 70% | 70% | - | - | 70% | 73% | 68% | 66% | 70% | 72% H | 50% | 88% GH |
| Not a very strong Republican Column % | 30% | 30% | - | - | 30% | 27% | 32% | 34% | 30% | 28% I | 50% GI | 12% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: GHI

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

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

| | 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 | 336 | - | 336 | - | 336 | 94 | 141 | 101 | 336 | 33 | 99 | 204 |
| Strong Democrat Column % | 64% | - | 64% | - | 64% | 51% | 69% D | 68% D | 64% | 69% H | 37% | 76% H |
| Not a very strong Democrat Column % | 36% | - | 36% | - | 36% | 49% EF | 31% | 32% | 36% | 31% | 63% GI | 24% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHI

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] *

| | 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 | 192 | - | - | 192 | 192 | 82 | 72 | 38 | 192 | 43 | 119 | 31 |
| Closer to the Republican Party Column % | 27% | - | - | 27% | 27% | 26% | 26% | 30% | 27% | 55% HI | 20% | 11% |
| Closer to the Democratic Party Column % | 25% | - | - | 25% | 25% | 24% | 23% | 34% | 25% | 10% | 21% | 63% GH |
| Strictly an Independent Column % | 48% | - | - | 48% | 48% | 50% | 52% | 36% | 48% | 35% | 58% GI | 26% |

* Denotes variable with statistically significant findings


■ Significant difference within groups: GHI

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

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% |

* Denotes variable with statistically significant findings

 Significant difference within groups: ABCDEFGHI

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? *

| | 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% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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]

| | 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% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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] *

| | 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% |

* Denotes variable with statistically significant findings

 Significant difference within groups: ABCDEGHI

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] *

| | 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 | 1,173 | 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% |

* Denotes variable with statistically significant findings


■ Significant difference within groups: ABCDEFGHI

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] *

| | 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 | 1,167 | 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% |

* Denotes variable with statistically significant findings

 Significant difference within groups: ABCDEFGHI

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

Age Group *

| | 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 |
| 18 to 24 Column % | 8% | 4% | 15% A | 11% A | 8% | 9% | 6% | 10% | 8% | 3% | 13% G | 11% G |
| 25 to 34 Column % | 16% | 15% | 19% | 14% | 16% | 15% | 15% | 19% | 16% | 13% | 17% | 21% G |
| 35 to 44 Column % | 16% | 16% | 16% | 17% | 16% | 17% | 17% | 13% | 16% | 12% | 19% G | 20% G |
| 45 to 54 Column % | 16% | 18% B | 10% | 19% B | 16% | 17% | 17% | 12% | 16% | 16% | 18% | 14% |
| 55 to 64 Column % | 17% | 17% | 18% | 14% | 17% | 17% | 14% | 23% E | 17% | 19% | 16% | 15% |
| 65 or older Column % | 27% | 30% B | 22% | 25% | 27% | 26% | 30% F | 23% | 27% | 37% HI | 17% | 19% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEFGHI

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... *

| | 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 liberal Column % | 12% | 5% | 28% AC | 6% | 12% | 9% | 14% D | 13% | 12% | 0% | 0% | 48% GH |
| Somewhat liberal Column % | 13% | 4% | 32% AC | 10% A | 13% | 11% | 14% | 15% | 13% | 0% | 0% | 52% GH |
| Moderate Column % | 25% | 15% | 27% A | 55% AB | 25% | 28% E | 22% | 25% | 25% | 0% | 90% GI | 0% |
| Somewhat conservative Column % | 24% | 33% BC | 9% | 18% B | 24% | 21% | 25% | 26% | 24% | 50% HI | 0% | 0% |
| Very conservative Column % | 24% | 41% BC | 1% | 5% B | 24% | 28% F | 23% | 19% | 24% | 50% HI | 0% | 0% |
| Not sure Column % | 3% | 2% | 2% | 7% AB | 3% | 4% | 3% | 2% | 3% | 0% | 10% GI | 0% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

Which of the following are you? *

| | 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 |
| Male Column % | 46% | 52% B | 33% | 47% B | 46% | 44% | 45% | 51% | 46% | 53% HI | 39% | 39% |
| Female Column % | 54% | 48% | 67% AC | 52% | 54% | 56% | 55% | 49% | 54% | 47% | 61% G | 60% G |
| Other/Non-binary Column % | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |

* Denotes variable with statistically significant findings

 Significant difference within groups: ABCGHI

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? *

| | 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 |
| None Column % | 70% | 67% | 77% AC | 67% | 70% | 67% | 71% | 71% | 70% | 72% H | 65% | 70% |
| 1 to 2 Column % | 25% | 26% B | 20% | 28% B | 25% | 26% | 24% | 24% | 25% | 23% | 29% G | 25% |
| 3 or more Column % | 5% | 7% B | 3% | 4% | 5% | 7% | 5% | 4% | 5% | 6% | 6% | 5% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCGH

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? *

| | 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 |
| White, non-Hispanic Column % | 84% | 93% BC | 69% | 81% B | 84% | 94% EF | 86% F | 63% | 84% | 91% HI | 80% | 74% |
| Black or African American Column % | 12% | 4% | 26% AC | 12% A | 12% | 3% | 10% D | 29% DE | 12% | 5% | 15% G | 21% G |
| Asian Column % | 1% | 0% | 1% | 3% A | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% |
| Hispanic Column % | 2% | 2% | 3% | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 2% |
| Other Column % | 1% | 1% | 2% | 1% | 1% | 0% | 0% | 4% DE | 1% | 1% | 0% | 2% |
| Prefer not to answer Column % | 0% | 0% | 0% | 2% A | 0% | 0% | 1% | 0% | 0% | 0% | 1% G | 0% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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? *

| | 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 |
| < \$15,000 Column % | 6% | 6% | 5% | 7% | 6% | 8% E | 4% | 5% | 6% | 6% | 6% | 5% |
| \$15,000-\$24,999 Column % | 5% | 3% | 8% A | 6% | 5% | 8% E | 3% | 4% | 5% | 3% | 10% GI | 3% |
| \$25,000-\$34,999 Column % | 7% | 8% | 6% | 6% | 7% | 8% | 5% | 8% | 7% | 7% | 6% | 9% |
| \$35,000-\$49,999 Column % | 14% | 13% | 17% | 11% | 14% | 12% | 16% | 14% | 14% | 13% | 15% | 14% |
| \$50,000-\$74,999 Column % | 19% | 21% B | 16% | 15% | 19% | 19% | 20% | 16% | 19% | 21% H | 15% | 19% |
| \$75,000-\$99,999 Column % | 17% | 17% | 17% | 16% | 17% | 15% | 18% | 19% | 17% | 18% H | 12% | 20% H |
| \$100,000-\$124,999 Column % | 12% | 12% | 9% | 18% AB | 12% | 11% | 13% | 11% | 12% | 14% | 11% | 10% |
| \$125,000-\$149,999 Column % | 8% | 5% | 14% AC | 8% | 8% | 8% | 7% | 10% | 8% | 5% | 12% G | 10% G |
| \$150,000-\$199,999 Column % | 5% | 5% | 5% | 6% | 5% | 4% | 4% | 8% DE | 5% | 3% | 6% | 7% G |
| \$200,000 and over Column % | 6% | 9% BC | 2% | 4% | 6% | 6% | 7% | 4% | 6% | 9% HI | 4% | 2% |
| Not sure Column % | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 0% | 1% | 0% | 2% GI | 1% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEGHI

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? *

| | 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 |
| Some high school or less Column % | 10% | 12% B | 6% | 10% | 10% | 14% EF | 9% | 6% | 10% | 11% I | 10% | 7% |
| High school graduate Column % | 31% | 34% C | 28% | 26% | 31% | 29% | 35% F | 26% | 31% | 29% | 41% GI | 24% |
| Associate degree (Two-year post-secondary degree) Column % | 8% | 7% | 11% A | 7% | 8% | 8% | 6% | 12% E | 8% | 8% | 6% | 9% |
| Some college but no degree Column % | 20% | 17% | 22% | 25% A | 20% | 22% | 17% | 22% | 20% | 18% | 21% | 23% |
| Bachelors degree Column % | 20% | 21% | 16% | 23% | 20% | 21% | 20% | 18% | 20% | 23% H | 15% | 20% |
| Masters or professional degree Column % | 9% | 8% | 13% AC | 6% | 9% | 6% | 10% D | 13% D | 9% | 9% | 5% | 13% GH |
| Doctoral degree Column % | 2% | 1% | 3% A | 3% A | 2% | 1% | 2% | 4% D | 2% | 2% | 2% | 3% |
| Prefer not to say Column % | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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

What is your current marital status? *

| | 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 |
| Married Column % | 54% | 61% B | 37% | 57% B | 54% | 53% | 55% | 52% | 54% | 65% HI | 46% | 40% |
| Widowed Column % | 5% | 3% | 8% A | 7% A | 5% | 6% | 5% | 4% | 5% | 3% | 6% G | 8% G |
| Divorced Column % | 9% | 10% | 7% | 7% | 9% | 12% E | 6% | 9% | 9% | 8% | 10% | 8% |
| Separated Column % | 1% | 1% | 2% | 4% A | 1% | 1% | 2% | 2% | 1% | 1% | 2% G | 2% G |
| Never married Column % | 23% | 18% | 37% AC | 16% | 23% | 21% | 22% | 28% | 23% | 17% | 28% G | 30% G |
| Prefer not to say Column % | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| Living with partner Column % | 8% | 8% | 9% | 8% | 8% | 8% | 9% | 6% | 8% | 6% | 7% | 12% GH |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCEGHI

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

Do you own or rent your home? *

| | Party | | | | Grand Division | | | | 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 |
| Own Column % | 71% | 74% B | 65% | 71% | 71% | 69% | 73% | 71% | 71% | 78% HI | 66% | 63% |
| Rent Column % | 29% | 26% | 35% A | 29% | 29% | 31% | 27% | 29% | 29% | 22% | 34% G | 37% G |

* Denotes variable with statistically significant findings

 Significant difference within groups: ABGHI

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

Thinking about your religion, are you... *

| | 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 |
| Protestant Column % | 42% | 49% BC | 35% | 29% | 42% | 37% | 45% D | 42% | 42% | 58% HI | 27% | 25% |
| Roman Catholic Column % | 9% | 11% B | 6% | 11% B | 9% | 7% | 10% | 12% D | 9% | 10% | 9% | 9% |
| Mormon Column % | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 1% G | 0% |
| Orthodox (e.g., Greek or Russian Orthodox) Column % | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 0% | 1% | 1% | 3% G | 1% |
| Jewish Column % | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 3% GH |
| Muslim Column % | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Buddhist Column % | 1% | 0% | 3% A | 1% A | 1% | 1% | 2% | 0% | 1% | 0% | 0% | 3% GH |
| Hindu Column % | 0% | 0% | 0% | 1% A | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Atheist Column % | 3% | 1% | 8% A | 4% A | 3% | 4% E | 2% | 4% E | 3% | 0% | 3% G | 9% GH |
| Agnostic Column % | 4% | 1% | 10% A | 7% A | 4% | 5% | 5% | 3% | 4% | 2% | 2% | 13% GH |
| Something else Column % | 25% | 27% | 22% | 25% | 25% | 30% EF | 22% | 21% | 25% | 20% | 33% GI | 25% |
| Nothing in particular Column % | 12% | 10% | 14% | 18% A | 12% | 11% | 11% | 15% | 12% | 7% | 21% GI | 12% G |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI

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] *

| | 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 | 498 | 326 | 117 | 55 | 498 | 166 | 222 | 110 | 498 | 332 | 90 | 75 |
| Yes Column % | 72% | 80% BC | 51% | 65% | 72% | 75% | 71% | 70% | 72% | 81% HI | 59% | 48% |
| No Column % | 28% | 20% | 49% A | 35% A | 28% | 25% | 29% | 30% | 28% | 19% | 41% G | 52% G |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCGHI

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? *

| | 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 |
| Full-time Column % | 44% | 40% | 53% AC | 41% | 44% | 41% | 42% | 52% DE | 44% | 38% | 48% G | 51% G |
| Part-time Column % | 12% | 11% | 16% A | 10% | 12% | 14% F | 12% | 8% | 12% | 9% | 12% | 18% GH |
| Self-employed Column % | 5% | 5% | 3% | 8% B | 5% | 4% | 7% | 4% | 5% | 4% | 9% GI | 3% |
| Not employed Column % | 14% | 15% | 12% | 15% | 14% | 16% | 14% | 12% | 14% | 15% | 15% | 12% |
| Retired Column % | 24% | 29% B | 16% | 25% B | 24% | 25% | 24% | 23% | 24% | 33% HI | 16% | 16% |
| Don't know Column % | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHI