

Crosstabs (Urban, Home Ownership, Education)

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

July 6, 2024

Targoz Market Research®

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* Denotes variable with statistically significant findings

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* Denotes variable with statistically significant findings

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Republican Party Column %	53%	47%	56% A	53%	58% D	41%	53%	48%	56% E
Democratic Party Column %	34%	43% B	30%	34%	31%	42% C	34%	45% F	30%
Not sure Column %	12%	10%	14%	12%	11%	17% C	12%	7%	15% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

2024 Presidential Ballot *

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,152	356	796	1,152	859	293	1,152	347	805
Donald Trump Column %	55%	49%	57% A	55%	58% D	44%	55%	45%	59% E
Joe Biden Column %	28%	38% B	23%	28%	27%	28%	28%	43% F	21%
Robert F. Kennedy Jr. Column %	7%	5%	8%	7%	5%	13% C	7%	5%	8%
Other candidate or not sure Column %	11%	8%	12% A	11%	9%	15% C	11%	7%	13% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Donald Trump, the Republican Party candidate									
Column %	53%	46%	56% A	53%	57% D	40%	53%	45%	56% E
Joe Biden, the Democratic Party candidate									
Column %	26%	35% B	22%	26%	27%	25%	26%	43% F	20%
Robert F. Kennedy Jr., an Independent candidate									
Column %	7%	5%	7%	7%	5%	11% C	7%	5%	7%
Chase Oliver, the Libertarian Party candidate									
Column %	1%	0%	1% A	1%	0%	3% C	1%	1%	1%
Cornel West, an Independent candidate									
Column %	1%	0%	1%	1%	1%	1%	1%	1%	1%
Jill Stein, the Green Party candidate									
Column %	0%	0%	1%	0%	0%	0%	0%	0%	1%
I'm not sure									
Column %	8%	7%	9%	8%	8%	9%	8%	5%	10% E
I wouldn't vote									
Column %	4%	6% B	3%	4%	2%	10% C	4%	0%	5% E

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■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	631	175	456	631	501	130	631	156	474
Nikki Haley Column %	14%	7%	17% A	14%	16% D	5%	14%	18%	13%
Vivek Ramaswamy Column %	9%	5%	10%	9%	9%	7%	9%	6%	9%
Sarah Huckabee Sanders Column %	8%	8%	8%	8%	8%	7%	8%	10%	7%
Marco Rubio Column %	7%	12% B	5%	7%	8% D	2%	7%	9%	7%
JD Vance Column %	7%	4%	8%	7%	6%	9%	7%	5%	8%
Tim Scott Column %	6%	6%	6%	6%	6%	8%	6%	8%	6%
Tulsi Gabbard Column %	5%	2%	6% A	5%	5%	3%	5%	16% F	1%
Doug Burgum Column %	3%	1%	4%	3%	3%	1%	3%	6% F	2%
Elise Stefanik Column %	3%	9% B	0%	3%	2%	3%	3%	0%	3% E
Other (please specify) Column %	6%	18% B	1%	6%	7% D	1%	6%	9%	5%
Not sure Column %	33%	28%	35%	33%	28%	52% C	33%	13%	39% E

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■ Significant difference within groups: ABCDEF

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

2024 Senate Ballot (Johnson) *

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,124	335	789	1,124	848	275	1,124	344	780
Marsha Blackburn, the Republican Column %	49%	44%	52% A	49%	58% D	24%	49%	47%	50%
Gloria Johnson, the Democrat Column %	32%	40% B	28%	32%	30%	37% C	32%	43% F	27%
Undecided Column %	19%	16%	20%	19%	12%	39% C	19%	10%	23% E

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■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Marsha Blackburn, the Republican Column %	46%	38%	50% A	46%	56% D	20%	46%	46%	46%
Gloria Johnson, the Democrat Column %	30%	36% B	27%	30%	29%	31%	30%	43% F	25%
I'm not sure Column %	18%	14%	19% A	18%	12%	33% C	18%	10%	21% E
I wouldn't vote Column %	6%	12% B	4%	6%	3%	15% C	6%	1%	8% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

2024 Senate Ballot (Bradshaw) *

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,124	332	792	1,124	854	270	1,124	347	778
Marsha Blackburn, the Republican Column %	51%	42%	54% A	51%	56% D	33%	51%	46%	53% E
Marquita Bradshaw, the Democrat Column %	33%	41% B	29%	33%	31%	39% C	33%	47% F	26%
Undecided Column %	17%	17%	17%	17%	13%	28% C	17%	7%	21% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Marsha Blackburn, the Republican Column %	47%	37%	52% A	47%	55% D	28%	47%	46%	48%
Marquita Bradshaw, the Democrat Column %	31%	36% B	28%	31%	30%	32%	31%	47% F	24%
I'm not sure Column %	16%	15%	16%	16%	13%	23% C	16%	7%	19% E
I wouldn't vote Column %	6%	13% B	3%	6%	2%	17% C	6%	0%	9% E

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■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Yes Column %	57%	52%	59% A	57%	58%	53%	57%	53%	59%
No Column %	32%	35%	30%	32%	31%	34%	32%	39% F	28%
Don't know Column %	12%	13%	11%	12%	11%	13%	12%	8%	13% E

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■ Significant difference within groups: AEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Guilty of a felony Column %	38%	41%	37%	38%	37%	40%	38%	49% F	34%
Not guilty of a felony Column %	41%	30% A	47% A	41%	43%	37%	41%	38%	43%
Don't know Column %	21%	29% B	17%	21%	20%	23%	21%	13%	24% E

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■ Significant difference within groups: ABEF

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Much more likely to vote for him Column %	25%	22%	26%	25%	29% D	15%	25%	23%	26%
Somewhat more likely to vote for him Column %	7%	7%	7%	7%	8%	6%	7%	2% E	9%
No impact on my vote Column %	39%	34%	41% A	39%	37%	44% C	39%	45% F	36%
Somewhat less likely to vote for him Column %	3%	3%	3%	3%	3%	4%	3%	3%	3%
Much less likely to vote for him Column %	21%	27% B	18%	21%	19%	24%	21%	26% F	19%
Don't know Column %	6%	6%	5%	6%	5%	8% C	6%	1%	8% E

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■ Significant difference within groups: ABCDEF

2020 Presidential Ballot *

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,097	346	751	1,097	829	268	1,097	342	756
Donald Trump Column %	60%	54%	63% A	60%	64% D	49%	60%	48%	66% E
Joe Biden Column %	35%	43% B	32%	35%	33%	43% C	35%	48% F	30%
Someone Else Column %	4%	3%	5%	4%	3%	8% C	4%	4%	4%

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■ Significant difference within groups: ABCDEF

Who did you vote for in the 2020 election?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Donald Trump Column %	55%	49%	58% A	55%	61% D	41%	55%	47%	58% E
Joe Biden Column %	32%	39% B	29%	32%	31%	35%	32%	47% F	26%
Someone else Column %	4%	3%	4%	4%	3%	7% C	4%	4%	4%
I did not vote Column %	9%	9%	8%	9%	5%	18% C	9%	2%	11% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Democrat Column %	30%	34% B	28%	30%	27% C	37% C	30%	36% F	27%
Independent Column %	24%	23%	24%	24%	19% C	35% C	24%	17% E	26% E
Republican Column %	43%	36% A	46% A	43%	49% D	26%	43%	43%	43%
Something else Column %	3%	6% B	2%	3%	4%	2%	3%	4%	3%

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■ Significant difference within groups: ABCDEF

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

Would you call yourself a...

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	516	139	377	516	431	85	516	148	368
Strong Republican Column %	74%	75%	74%	74%	78% D	54%	74%	65%	78% E
Not a very strong Republican Column %	26%	25%	26%	26%	22%	46% C	26%	35% F	22%

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■ Significant difference within groups: CDEF

Would you call yourself a...

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	360	131	229	360	240	120	360	127	233
Strong Democrat Column %	56%	65% B	51%	56%	53%	63%	56%	52%	58%
Not a very strong Democrat Column %	44%	35% A	49% A	44%	47%	37%	44%	48%	42%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

Do you think of yourself as...

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	324	111	213	324	204	120	324	73	251
Closer to the Republican Party Column %	32%	20%	39% A	32%	27%	42% C	32%	33%	32%
Closer to the Democratic Party Column %	19%	15%	21%	19%	19%	20%	19%	37% F	14%
Strictly an independent Column %	48%	65% B	39%	48%	54% D	38%	48%	30%	54% E

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■ Significant difference within groups: ABCDEF

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

How often would you say you vote?

*

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Always Column %	48%	53% B	46%	48%	49%	45%	48%	58% F	44%
Nearly always Column %	33%	29%	35% A	33%	36% D	26%	33%	32%	34%
Part of the time Column %	12%	12%	11%	12%	10%	16% C	12%	9%	13% E
Seldom Column %	3%	2%	4% A	3%	3%	6% C	3%	1%	4% E
Never vote Column %	4%	4%	4%	4%	2%	7% C	4%	0%	5% E

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■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	516	139	377	516	431	85	516	148	368
Total Approve Column %	78%	76%	79%	78%	79%	72%	78%	68%	82%
Total Disapprove Column %	17%	23%	15%	17%	17%	17%	17%	29%	13%
Strongly approve Column %	26%	23%	27%	26%	27%	19%	26%	14%	31%
Somewhat approve Column %	52%	52%	52%	52%	52%	53%	52%	54%	51%
Somewhat disapprove Column %	10%	6%	12%	10%	11%	6%	10%	17%	7%
Strongly disapprove Column %	7%	16%	4%	7%	7%	11%	7%	12%	5%
No opinion Column %	5%	2%	5%	5%	3%	11%	5%	3%	5%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	360	131	229	360	240	120	360	127	233
Total Approve Column %	63%	58%	66%	63%	66%	59%	63%	69%	60%
Total Disapprove Column %	29%	30%	29%	29%	28%	31%	29%	21%	33% E
Strongly approve Column %	25%	25%	26%	25%	28%	20%	25%	17%	30% E
Somewhat approve Column %	38%	33%	41%	38%	38%	39%	38%	52% F	30%
Somewhat disapprove Column %	24%	26%	23%	24%	23%	26%	24%	18%	27% E
Strongly disapprove Column %	5%	4%	5%	5%	5%	5%	5%	3%	6%
No opinion Column %	7%	11% B	5%	7%	6%	10%	7%	10%	6%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Satisfied Column %	51%	55%	50%	51%	52%	48%	51%	53%	51%
Total Dissatisfied Column %	47%	43%	49% A	47%	46%	49%	47%	47%	47%
Very Satisfied Column %	14%	20% B	12%	14%	15%	13%	14%	17%	13%
Somewhat Satisfied Column %	37%	35%	38%	37%	38%	35%	37%	36%	37%
Somewhat Dissatisfied Column %	29%	30%	28%	29%	30%	26%	29%	31%	28%
Very Dissatisfied Column %	18%	12%	20% A	18%	16%	22% C	18%	15%	19%
Not Sure Column %	2%	3%	2%	2%	1%	3%	2%	0%	3% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCE

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Satisfied Column %	22%	34% B	17%	22%	20% C	29% C	22%	21%	23%
Total Dissatisfied Column %	75%	63% A	80% A	75%	78% D	68%	75%	77%	74%
Very Satisfied Column %	7%	11% B	6%	7%	7%	9%	7%	6%	8%
Somewhat Satisfied Column %	15%	23% B	11%	15%	13% C	20% C	15%	15%	15%
Somewhat Dissatisfied Column %	32%	29% A	34% A	32%	34% D	28%	32%	31%	33%
Very Dissatisfied Column %	42%	35% A	46% A	42%	43%	40%	42%	46%	41%
Not Sure Column %	3%	3%	3%	3%	3%	3%	3%	3%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCD

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Satisfied Column %	40%	32%	43% A	40%	38%	44%	40%	35%	42% E
Total Dissatisfied Column %	50%	58% B	46%	50%	52% D	43%	50%	58% F	46%
Very Satisfied Column %	11%	14% B	9%	11%	11%	10%	11%	8%	12%
Somewhat Satisfied Column %	29%	18%	35% A	29%	28%	33%	29%	27%	30%
Somewhat Dissatisfied Column %	30%	38% B	26%	30%	32% D	25%	30%	42% F	25%
Very Dissatisfied Column %	20%	20%	20%	20%	20%	18%	20%	16%	21%
Not Sure Column %	10%	10%	10%	10%	9%	13% C	10%	7%	11% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Booming/Growing Column %	21%	23%	20%	21%	20%	22%	21%	20%	21%
Total Slowing/Recession Column %	49%	42%	53% A	49%	49%	49%	49%	45%	51%
Booming Column %	2%	1%	2%	2%	2%	3%	2%	2%	2%
Growing, but not booming Column %	19%	22%	17%	19%	19%	19%	19%	18%	19%
Holding steady Column %	17%	23% B	14%	17%	16%	19%	17%	19%	16%
Slowing, but not in recession Column %	24%	19%	27% A	24%	25%	24%	24%	21%	26%
In recession Column %	25%	23%	26%	25%	25%	25%	25%	24%	25%
I'm not sure Column %	13%	12%	14%	13%	14%	10%	13%	16%	12%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total A Lot/Somewhat Better Off Column %	13%	21% B	10%	13%	13%	15%	13%	15%	13%
Total A Lot/Somewhat Worse Off Column %	51%	45% A	53% A	51%	49%	55%	51%	47%	52%
A lot better off Column %	4%	8% B	2%	4%	3% C	8% C	4%	3%	5%
Somewhat better off Column %	9%	12% B	8%	9%	10% D	6%	9%	12%	8%
About the same Column %	36%	34%	37%	36%	38% D	30%	36%	38%	35%
Somewhat worse off Column %	33%	32%	33%	33%	33%	32%	33%	37% F	31%
A lot worse off Column %	18%	14% A	20% A	18%	16% C	23% C	18%	10%	21% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Every/Almost Every Day Column %	25%	24%	26%	25%	18%	44% C	25%	16%	29% E
Total Never/Rarely Column %	45%	45%	45%	45%	53% D	22%	45%	57% F	40%
Never Column %	29%	32%	28%	29%	36% D	9%	29%	37% F	26%
Rarely Column %	16%	13%	17%	16%	17%	13%	16%	20% F	14%
Sometimes Column %	30%	31%	29%	30%	28%	34% C	30%	27%	31%
Almost every day Column %	14%	19% B	12%	14%	11%	23% C	14%	8%	17% E
Every day Column %	11%	5%	14% A	11%	7%	21% C	11%	8%	12% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Approve Column %	43%	41%	44%	43%	48% D	27%	43%	47%	41%
Total Disapprove Column %	47%	48%	46%	47%	42% C	59%	47%	50%	46%
Strongly approve Column %	8%	10%	7%	8%	9% D	4%	8%	9%	7%
Somewhat approve Column %	35%	31%	37% A	35%	40% D	24%	35%	38%	34%
Somewhat disapprove Column %	26%	25%	27%	26%	22% C	36%	26%	27%	26%
Strongly disapprove Column %	21%	23%	20%	21%	20%	23%	21%	22%	20%
No opinion Column %	11%	12%	10%	11%	9% C	14%	11%	4% E	13%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDE

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Strongly/Somewhat Support Column %	27%	30%	26%	27%	24%	36% C	27%	33% F	25%
Total Strongly/Somewhat Oppose Column %	58%	61%	57%	58%	58%	59%	58%	57%	59%
Strongly support Column %	5%	5%	5%	5%	5%	7%	5%	10% F	3%
Somewhat support Column %	22%	25%	21%	22%	20%	29% C	22%	23%	22%
Somewhat oppose Column %	24%	29% B	21%	24%	26% D	17%	24%	26%	23%
Strongly oppose Column %	34%	32%	36%	34%	32%	41% C	34%	31%	36%
Not sure Column %	14%	9%	17% A	14%	18% D	6%	14%	10%	16% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

Do you believe the American Dream is still alive today?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Strongly/Somewhat Believe Column %	47%	50%	45%	47%	50% D	36%	47%	49%	45%
Total Strongly/Somewhat Disbelieve Column %	49%	47%	49%	49%	45%	58% C	49%	49%	48%
Strongly believe Column %	11%	14% B	9%	11%	11%	10%	11%	13%	10%
Somewhat believe Column %	36%	36%	36%	36%	39% D	27%	36%	36%	36%
Somewhat disbelieve Column %	22%	16%	26% A	22%	21%	25%	22%	32% F	19%
Strongly disbelieve Column %	26%	32% B	24%	26%	24%	33% C	26%	18%	30% E
No opinion Column %	5%	3%	6% A	5%	4%	6%	5%	1%	6% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Strongly/Somewhat Believe Column %	62%	63%	62%	62%	61%	63%	62%	65%	61%
Total Strongly/Somewhat Disbelieve Column %	23%	26%	22%	23%	22%	26%	23%	29% F	21%
Strongly believe Column %	41%	41%	41%	41%	42%	39%	41%	42%	40%
Somewhat believe Column %	21%	22%	21%	21%	20%	25%	21%	23%	21%
Somewhat disbelieve Column %	15%	14%	15%	15%	15%	14%	15%	19% F	13%
Strongly disbelieve Column %	9%	12% B	7%	9%	7%	12% C	9%	10%	8%
No opinion Column %	15%	11%	16% A	15%	16% D	11%	15%	6%	18% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Very big problem Column %	57%	49%	60% A	57%	57%	56%	57%	52%	59% E
Big problem Column %	23%	26%	22%	23%	25% D	19%	23%	26%	22%
Moderate problem Column %	14%	19% B	12%	14%	13%	20% C	14%	14%	15%
Small problem Column %	4%	5%	4%	4%	5%	3%	4%	6%	4%
Not a problem at all Column %	1%	1%	2%	1%	1%	2%	1%	2%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

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

In which two areas has your household felt the most significant impact of inflation? (Please select your top two choices) All Mentions *

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,131	359	772	1,131	821	310	1,131	320	810
Groceries % Valid Cases	85%	76%	89% A	85%	90% D	71%	85%	90% F	83%
Gasoline % Valid Cases	37%	32%	39% A	37%	41% D	25%	37%	38%	37%
Housing/Rent % Valid Cases	26%	28%	25%	26%	14%	59% C	26%	25%	26%
Utilities (electric, gas or water) % Valid Cases	22%	31% B	18%	22%	21%	26%	22%	16%	25% E
Healthcare % Valid Cases	18%	17%	19%	18%	22% D	9%	18%	14%	20% E
Education % Valid Cases	3%	4%	2%	3%	2%	4% C	3%	3%	2%
Entertainment % Valid Cases	7%	12% B	5%	7%	7%	6%	7%	10% F	6%
Other (please specify) % Valid Cases	2%	1%	3%	2%	3%	0%	2%	4% F	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

What actions have you taken in response to inflation? (Select all that apply) All Mentions *

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Cut back on non-essential spending % Valid Cases	68%	68%	68%	68%	72% D	59%	68%	72%	67%
Delayed major purchases % Valid Cases	48%	54% B	44%	48%	51% D	39%	48%	51%	46%
Increased savings % Valid Cases	11%	16% B	9%	11%	12%	9%	11%	10%	12%
Taken on additional work % Valid Cases	22%	26% B	20%	22%	16%	37% C	22%	21%	22%
Withdrawn money from or tapped into savings work % Valid Cases	27%	24%	28%	27%	26%	28%	27%	27%	26%
Borrowed money or used credit more frequently % Valid Cases	31%	21%	35% A	31%	31%	31%	31%	28%	32%
No actions taken % Valid Cases	9%	7%	10%	9%	9%	7%	9%	13% F	7%
Other (please specify) % Valid Cases	1%	0%	1%	1%	0%	1%	1%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDF

How would you describe the current cost of housing or rent in your area?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Very/Somewhat Affordable Column %	23%	27% B	21%	23%	23%	23%	23%	29% F	21%
Total Very/Somewhat Unaffordable Column %	72%	67% A	75%	72%	71%	75%	72%	69%	74%
Very affordable Column %	2%	2%	3%	2%	3% D	1%	2%	4% F	2%
Somewhat affordable Column %	20%	25% B	18%	20%	20%	22%	20%	24% F	19%
Somewhat unaffordable Column %	34%	29% A	35%	34%	35%	29%	34%	39% F	31%
Very unaffordable Column %	39%	38%	39%	39%	36% C	46%	39%	30%	42% E
No opinion Column %	5%	6%	4%	5%	6% D	2%	5%	2%	6% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Significantly/Somewhat Increased Column %	84%	83%	85%	84%	85%	83%	84%	84%	85%
Significantly/Somewhat Decreased Column %	3%	3%	3%	3%	2%	6% C	3%	2%	4%
Increased significantly Column %	50%	53%	49%	50%	47%	59% C	50%	44%	52% E
Increased somewhat Column %	34%	30%	36%	34%	38% D	24%	34%	40% F	32%
Stayed the same Column %	8%	7%	9%	8%	8%	9%	8%	11% F	7%
Decreased somewhat Column %	3%	3%	2%	3%	2%	5% C	3%	0%	4% E
Decreased significantly Column %	1%	0%	1%	1%	1%	0%	1%	2% F	0%
No opinion Column %	4%	7% B	3%	4%	5%	3%	4%	2%	5% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEF

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

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

*

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Significant/Severe Burden Column %	23%	16%	26% A	23%	16%	40% C	23%	17%	25% E
Total Slight/No Burden At All Column %	52%	56% B	50%	52%	58% D	34%	52%	65% F	46%
No burden at all Column %	29%	32%	28%	29%	37% D	7%	29%	36% F	26%
Slight burden Column %	22%	24%	22%	22%	21%	27% C	22%	29% F	20%
Moderate burden Column %	26%	27%	25%	26%	26%	26%	26%	18%	29% E
Significant burden Column %	16%	8%	20% A	16%	13%	24% C	16%	15%	16%
Severe burden Column %	7%	9%	6%	7%	3%	16% C	7%	2%	8% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

*

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Considered Moving Column %	36%	45% B	32%	36%	22% C	73% C	36%	25% E	40% E
Yes, within the same area Column %	10%	15% B	8%	10%	5% C	23% C	10%	8%	11%
Yes, to a different area in Tennessee Column %	13%	14%	12%	13%	7% C	29% C	13%	6% E	16% E
Yes, to a different state Column %	13%	16% B	12%	13%	10% C	21% C	13%	11%	14%
No Column %	64%	55% A	68% A	64%	78% D	27%	64%	75% F	60%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

*

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Strongly/Somewhat Support Column %	44%	49% B	41%	44%	41% C	51% C	44%	46%	43%
Total Strongly/Somewhat Oppose Column %	15%	13%	16%	15%	17% D	9%	15%	21% F	13%
Strongly support Column %	19%	27% B	15%	19%	14% C	34% C	19%	19%	19%
Somewhat support Column %	25%	22%	26%	25%	27% D	18%	25%	27%	24%
Neutral Column %	41%	38%	43%	41%	42%	39%	41%	33%	45% E
Somewhat oppose Column %	8%	6%	8%	8%	9% D	5%	8%	11% F	6%
Strongly oppose Column %	7%	6%	8%	7%	8% D	4%	7%	9%	6%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Impact on property values % Valid Cases	44%	43%	45%	44%	49% D	33%	44%	43%	45%
Increased density and congestion % Valid Cases	38%	39%	38%	38%	41% D	32%	38%	47% F	35%
The strain on local infrastructure and services % Valid Cases	33%	40% B	30%	33%	34%	32%	33%	39% F	31%
Potential changes to community character % Valid Cases	34%	39% B	32%	34%	30%	47% C	34%	34%	35%
Effectiveness of policy implementation % Valid Cases	37%	32%	39% A	37%	34%	45% C	37%	46% F	33%
Other (please specify) % Valid Cases	2%	3%	2%	2%	1%	6% C	2%	3%	2%
I have no concerns about policies to increase affordable housing % Valid Cases	12%	9%	13%	12%	11%	12%	12%	8%	13% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Yes Column %	5%	7% B	3%	5%	4%	6%	5%	6%	4%
No Column %	72%	73%	71%	72%	71%	73%	72%	69%	73%
Not sure Column %	24%	20% A	25% A	24%	25%	21%	24%	26%	23%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Yes Column %	55%	60%	54%	55%	58% D	48%	55%	64% F	52%
No Column %	45%	40%	46%	45%	42%	52% C	45%	36%	48% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	534	154	380	534	365	169	534	126	408
Lack of local job opportunities % Valid Cases	67%	66%	67%	67%	72% D	56%	67%	72%	65%
Insufficient education or training programs % Valid Cases	29%	41% B	25%	29%	24%	42% C	29%	17%	33% E
Limited transportation options % Valid Cases	33%	33%	34%	33%	32%	36%	33%	35%	33%
Commuting distance from your home % Valid Cases	40%	43%	39%	40%	33%	55% C	40%	27%	44% E
High competition for available jobs % Valid Cases	40%	29%	44% A	40%	41%	38%	40%	36%	41%
Discrimination (e.g., age, gender, race) % Valid Cases	20%	30% B	16%	20%	16%	28% C	20%	18%	20%
Insufficient childcare services % Valid Cases	25%	22%	26%	25%	31% D	12%	25%	32%	23%
Poor home internet connectivity for remote or hybrid jobs % Valid Cases	16%	10%	19% A	16%	17%	14%	16%	14%	17%
Other (please specify) % Valid Cases	4%	2%	5%	4%	3%	6%	4%	5%	4%
None % Valid Cases	3%	2%	4%	3%	3%	2%	3%	3%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

How affordable is childcare for working families in your community?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Very/Somewhat Affordable Column %	17%	23% B	14%	17%	17%	18%	17%	18%	16%
Total Very/Somewhat Unaffordable Column %	56%	57%	55%	56%	57%	52%	56%	49% E	59% E
Very affordable Column %	2%	2%	1%	2%	2%	1%	2%	2%	1%
Somewhat affordable Column %	15%	21% B	13%	15%	14%	17%	15%	16%	15%
Somewhat unaffordable Column %	30%	38% B	26%	30%	32% D	23%	30%	29%	30%
Very unaffordable Column %	26%	19%	29% A	26%	25%	29%	26%	20%	28% E
Not sure Column %	27%	21%	30% A	27%	26%	30%	27%	33% F	25%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Yes Column %	85%	85%	85%	85%	85%	84%	85%	88% F	84%
No Column %	15%	15%	15%	15%	15%	16%	15%	12%	16% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: EF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,020	325	695	1,020	746	274	1,020	307	713
Total Very/Somewhat Affordable Column %	71%	69%	72%	71%	71%	70%	71%	79% F	67%
Total Very/Somewhat Unaffordable Column %	28%	30%	27%	28%	28%	28%	28%	20%	32% E
Very affordable Column %	15%	18%	14%	15%	10%	30% C	15%	14%	16%
Somewhat affordable Column %	56%	50%	58% A	56%	61% D	40%	56%	65% F	51%
Somewhat unaffordable Column %	24%	28%	22%	24%	23%	26%	24%	17%	27% E
Very unaffordable Column %	4%	2%	5%	4%	5% D	2%	4%	3%	4%
Not sure Column %	1%	1%	1%	1%	1%	2%	1%	1%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDEF

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Cost of service Column %	37%	35%	39%	37%	40% D	30%	37%	38%	37%
Speed and reliability Column %	19%	21%	18%	19%	20%	17%	19%	20%	18%
Availability in my area Column %	10%	7%	12% A	10%	10%	12%	10%	9%	11%
Customer service Column %	6%	6%	6%	6%	6%	7%	6%	8%	5%
Other (please specify) Column %	3%	5%	3%	3%	4%	2%	3%	1%	4% E
No Issues Column %	24%	26%	23%	24%	21%	33% C	24%	26%	24%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDE

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

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

*

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Important Column %	93%	93%	93%	93%	94% D	91%	93%	94%	93%
Very important Column %	49%	55% B	46%	49%	47%	54% C	49%	55% F	46%
Important Column %	26%	18%	29% A	26%	28% D	20%	26%	24%	26%
Somewhat important Column %	18%	20%	18%	18%	19%	16%	18%	14%	20% E
Not important Column %	4%	5%	4%	4%	4%	5%	4%	5%	4%
No opinion Column %	3%	2%	3%	3%	2%	5% C	3%	1%	4% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

How concerned are you about crime in your community?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Very/Somewhat Concerned Column %	56%	55%	57%	56%	57%	56%	56%	53%	58%
Total Not/Not Very Concerned Column %	41%	41%	41%	41%	43%	38%	41%	47% F	39%
Very concerned Column %	20%	22%	19%	20%	20%	19%	20%	20%	20%
Somewhat concerned Column %	37%	33%	38%	37%	36%	37%	37%	33%	38%
Not very concerned Column %	29%	28%	29%	29%	30%	25%	29%	34% F	27%
Not concerned at all Column %	12%	13%	12%	12%	12%	13%	12%	13%	12%
No opinion Column %	2%	4% B	2%	2%	1%	6% C	2%	0%	3% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCEF

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

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

*

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Yes Column %	31%	40% B	27%	31%	27% C	42% C	31%	30%	32%
No Column %	69%	60% A	73% A	69%	73% D	58%	69%	70%	68%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCD

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Very/Somewhat Effective Column %	61%	54%	64% A	61%	64% D	52%	61%	66% F	59%
Total Very/Somewhat Ineffective Column %	31%	42% B	26%	31%	28%	40% C	31%	28%	33%
Very effective Column %	18%	21%	17%	18%	18%	20%	18%	18%	18%
Somewhat effective Column %	43%	34%	47% A	43%	47% D	32%	43%	48% F	40%
Somewhat ineffective Column %	21%	31% B	17%	21%	17%	32% C	21%	16%	23% E
Very ineffective Column %	10%	12%	9%	10%	11%	8%	10%	12%	9%
No opinion Column %	8%	3%	10% A	8%	7%	8%	8%	5%	9% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Drug-related crime Column %	32%	24%	36% A	32%	34% D	27%	32%	28%	34%
Violent crime Column %	26%	37% B	21%	26%	22%	39% C	26%	20%	29% E
Property crime Column %	23%	27%	22%	23%	26% D	17%	23%	33% F	20%
Cybercrime Column %	6%	5%	6%	6%	6%	6%	6%	7%	5%
Shoplifting Column %	3%	5% B	2%	3%	3%	3%	3%	3%	3%
Other (please specify) Column %	5%	1%	7% A	5%	6%	4%	5%	5%	5%
No opinion Column %	4%	2%	5% A	4%	4%	5%	4%	5%	4%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Very/Somewhat Satisfied Column %	72%	72%	73%	72%	76% D	64%	72%	76%	71%
Total Very/Somewhat Dissatisfied Column %	14%	13%	15%	14%	14%	16%	14%	16%	14%
Very Satisfied Column %	27%	29%	26%	27%	30% D	21%	27%	34% F	24%
Somewhat Satisfied Column %	45%	43%	46%	45%	46%	44%	45%	42%	47%
Not Sure or Neutral Column %	13%	15%	12%	13%	10%	20% C	13%	8%	15% E
Somewhat Dissatisfied Column %	12%	11%	13%	12%	12%	13%	12%	15%	11%
Very Dissatisfied Column %	2%	3%	2%	2%	2%	3%	2%	1%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEF

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Very/Somewhat Satisfied Column %	40%	39%	40%	40%	44% D	29%	40%	54% F	34%
Total Very/Somewhat Dissatisfied Column %	40%	38%	40%	40%	36%	49% C	40%	28%	44% E
Very Satisfied Column %	9%	10%	8%	9%	9%	9%	9%	8%	9%
Somewhat Satisfied Column %	31%	28%	33%	31%	35% D	21%	31%	45% F	25%
Not Sure or Neutral Column %	21%	24%	19%	21%	20%	21%	21%	18%	21%
Somewhat Dissatisfied Column %	29%	26%	31%	29%	25%	40% C	29%	23%	32% E
Very Dissatisfied Column %	10%	12%	10%	10%	11%	10%	10%	5%	13% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Yes, frequently Column %	11%	12%	10%	11%	9%	15% C	11%	11%	11%
Yes, occasionally Column %	43%	39%	45% A	43%	42%	48% C	43%	34%	47% E
No Column %	46%	49%	45%	46%	49% D	37%	46%	56% F	42%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Yes Column %	35%	45% B	31%	35%	34%	39%	35%	44% F	32%
No Column %	34%	33%	35%	34%	35%	33%	34%	32%	35%
Not sure Column %	31%	23% A	34% A	31%	32%	28%	31%	24%	33% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Top/High Priority Column %	70%	62%	73% A	70%	70%	67%	70%	64%	72% E
Moderate Priority Column %	21%	25% B	19%	21%	19%	24% C	21%	23%	20%
Total Low/Not A Priority Column %	6%	6%	6%	6%	7%	5%	6%	11% F	4%
Top Priority Column %	32%	33%	31%	32%	30%	36% C	32%	28%	33% E
High Priority Column %	38%	29%	42% A	38%	41% D	30%	38%	36%	39%
Moderate Priority Column %	21%	25% B	19%	21%	19%	24% C	21%	23%	20%
Low Priority Column %	5%	3%	6%	5%	6% D	3%	5%	11% F	3%
Not A Priority Column %	1%	3% B	1%	1%	1%	3% C	1%	1%	2%
Not Sure Column %	3%	7% B	2%	3%	4%	3%	3%	2%	4%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Top/High Priority Column %	66%	61%	68% A	66%	66%	66%	66%	70%	64%
Moderate Priority Column %	25%	29% B	23%	25%	25%	26%	25%	23%	26%
Total Low/Not A Priority Column %	6%	7%	6%	6%	6%	5%	6%	4%	7%
Top Priority Column %	31%	30%	31%	31%	28%	39% C	31%	28%	32%
High Priority Column %	35%	31%	38% A	35%	38% D	27%	35%	42% F	33%
Moderate Priority Column %	25%	29% B	23%	25%	25%	26%	25%	23%	26%
Low Priority Column %	6%	6%	5%	6%	6%	4%	6%	4%	6%
Not A Priority Column %	0%	0%	0%	0%	0%	1%	0%	0%	0%
Not Sure Column %	3%	3%	3%	3%	3%	3%	3%	2%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Top/High Priority Column %	37%	36%	37%	37%	34%	45% C	37%	43% F	34%
Moderate Priority Column %	32%	28%	34% A	32%	31%	33%	32%	21%	36% E
Total Low/Not A Priority Column %	24%	24%	24%	24%	27% D	16%	24%	29% F	22%
Top Priority Column %	15%	18%	14%	15%	14%	19% C	15%	20% F	13%
High Priority Column %	22%	19%	23%	22%	20%	26% C	22%	24%	21%
Moderate Priority Column %	32%	28%	34% A	32%	31%	33%	32%	21%	36% E
Low Priority Column %	12%	8%	14% A	12%	14% D	8%	12%	15%	11%
Not A Priority Column %	12%	16% B	10%	12%	13% D	8%	12%	14%	11%
Not Sure Column %	7%	12% B	5%	7%	8%	6%	7%	7%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Top/High Priority Column %	62%	60%	63%	62%	59%	69% C	62%	58%	64% E
Moderate Priority Column %	26%	24%	26%	26%	27% D	22%	26%	27%	25%
Total Low/Not A Priority Column %	10%	14% B	8%	10%	11% D	7%	10%	12%	9%
Top Priority Column %	28%	23%	30% A	28%	25%	35% C	28%	24%	30%
High Priority Column %	34%	36%	33%	34%	34%	34%	34%	33%	34%
Moderate Priority Column %	26%	24%	26%	26%	27% D	22%	26%	27%	25%
Low Priority Column %	6%	7%	6%	6%	7%	6%	6%	10% F	5%
Not A Priority Column %	3%	7% B	2%	3%	4% D	1%	3%	2%	4%
Not Sure Column %	3%	3%	2%	3%	3%	3%	3%	4%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Top/High Priority Column %	56%	59%	54%	56%	54%	60%	56%	43%	61% E
Moderate Priority Column %	28%	21%	31% A	28%	28%	28%	28%	40% F	23%
Total Low/Not A Priority Column %	13%	17% B	12%	13%	15%	10%	13%	15%	13%
Top Priority Column %	21%	24%	20%	21%	20%	24%	21%	18%	22%
High Priority Column %	35%	35%	35%	35%	35%	35%	35%	25%	39% E
Moderate Priority Column %	28%	21%	31% A	28%	28%	28%	28%	40% F	23%
Low Priority Column %	12%	15% B	10%	12%	13%	9%	12%	13%	11%
Not A Priority Column %	2%	2%	2%	2%	2%	2%	2%	2%	2%
Not Sure Column %	3%	3%	3%	3%	3%	2%	3%	2%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Top/High Priority Column %	60%	59%	61%	60%	57%	69% C	60%	43%	68% E
Moderate Priority Column %	28%	28%	28%	28%	30% D	22%	28%	47% F	20%
Total Low/Not A Priority Column %	7%	6%	8%	7%	8%	6%	7%	8%	7%
Top Priority Column %	28%	29%	28%	28%	28%	30%	28%	14%	34% E
High Priority Column %	32%	30%	33%	32%	30%	39% C	32%	29%	34%
Moderate Priority Column %	28%	28%	28%	28%	30% D	22%	28%	47% F	20%
Low Priority Column %	6%	4%	7% A	6%	7% D	3%	6%	7%	6%
Not A Priority Column %	1%	2%	1%	1%	1%	3% C	1%	1%	1%
Not Sure Column %	4%	7% B	3%	4%	5%	2%	4%	2%	5% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Top/High Priority Column %	44%	46%	43%	44%	45%	43%	44%	39%	46% E
Moderate Priority Column %	34%	27%	38% A	34%	34%	34%	34%	37%	33%
Total Low/Not A Priority Column %	16%	19%	15%	16%	16%	18%	16%	22% F	14%
Top Priority Column %	17%	19%	16%	17%	14%	25% C	17%	12%	19% E
High Priority Column %	27%	27%	27%	27%	31% D	17%	27%	28%	27%
Moderate Priority Column %	34%	27%	38% A	34%	34%	34%	34%	37%	33%
Low Priority Column %	12%	13%	12%	12%	12%	14%	12%	17% F	10%
Not A Priority Column %	4%	6% B	3%	4%	4%	4%	4%	5%	3%
Not Sure Column %	5%	8% B	4%	5%	5%	5%	5%	2%	6% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Top/High Priority Column %	36%	38%	35%	36%	32%	46% C	36%	36%	36%
Moderate Priority Column %	35%	33%	36%	35%	36%	31%	35%	37%	34%
Total Low/Not A Priority Column %	22%	18%	23%	22%	24% D	16%	22%	20%	22%
Top Priority Column %	11%	14% B	9%	11%	8%	18% C	11%	11%	10%
High Priority Column %	25%	24%	26%	25%	24%	29%	25%	25%	25%
Moderate Priority Column %	35%	33%	36%	35%	36%	31%	35%	37%	34%
Low Priority Column %	15%	13%	15%	15%	17% D	7%	15%	16%	14%
Not A Priority Column %	7%	6%	8%	7%	7%	8%	7%	4%	8% E
Not Sure Column %	8%	11% B	6%	8%	8%	6%	8%	6%	8%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDE

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Total Top/High Priority Column %	65%	66%	65%	65%	64%	68%	65%	62%	67%
Moderate Priority Column %	20%	17%	21%	20%	19%	21%	20%	27% F	17%
Total Low/Not A Priority Column %	10%	11%	9%	10%	11% D	7%	10%	7%	11%
Top Priority Column %	26%	26%	26%	26%	25%	29%	26%	25%	27%
High Priority Column %	39%	39%	39%	39%	39%	39%	39%	37%	40%
Moderate Priority Column %	20%	17%	21%	20%	19%	21%	20%	27% F	17%
Low Priority Column %	8%	9%	7%	8%	8%	6%	8%	5%	9% E
Not A Priority Column %	2%	3%	1%	2%	2% D	1%	2%	2%	2%
Not Sure Column %	6%	6%	5%	6%	6%	4%	6%	4%	6%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	944	278	666	944	694	250	944	264	680
Lowering costs Column %	44%	48%	42%	44%	47% D	37%	44%	36%	47% E
Availability in rural areas Column %	26%	22%	27%	26%	24%	31% C	26%	27%	25%
Better reliability Column %	18%	15%	19%	18%	18%	16%	18%	19%	17%
Increasing internet speed Column %	9%	12% B	8%	9%	8%	12% C	9%	12% F	8%
Other (please specify) Column %	0%	0%	0%	0%	0%	0%	0%	1%	0%
Not sure Column %	4%	3%	4%	4%	4%	4%	4%	5%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEF

What is your age?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
18 to 24 Column %	8%	12% B	6%	8%	3% C	21% C	8%	4% E	10% E
25 to 34 Column %	16%	15%	16%	16%	15%	18%	16%	15%	17%
35 to 44 Column %	16%	22% B	13%	16%	12% C	26% C	16%	11% E	18% E
45 to 54 Column %	16%	18%	15%	16%	16%	16%	16%	18%	15%
55 to 64 Column %	17%	14%	18%	17%	19% D	11%	17%	17%	17%
65+ Column %	27%	19% A	31% A	27%	34% D	8%	27%	35% F	24%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Very liberal Column %	6%	9% B	5%	6%	5% C	9% C	6%	8%	5%
Somewhat liberal Column %	17%	15%	17%	17%	18%	14%	17%	22% F	14%
Moderate Column %	29%	41% B	24%	29%	26% C	37% C	29%	24%	31% E
Somewhat conservative Column %	23%	12%	28% A	23%	23%	21%	23%	25%	22%
Very conservative Column %	20%	19%	20%	20%	23% D	10%	20%	20%	20%
Not Sure Column %	5%	4%	6%	5%	4%	8% C	5%	1%	7% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

Which of the following are you?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Male Column %	45%	55% B	41%	45%	45%	47%	45%	42%	47%
Female Column %	54%	45%	58% A	54%	55%	51%	54%	58%	52%
Other/Non-binary Column %	1%	0%	1%	1%	0%	2% C	1%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABC

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

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

*

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
None Column %	70%	74% B	68%	70%	75% D	58%	70%	76% F	68%
1 to 2 Column %	23%	23%	24%	23%	18%	37% C	23%	16%	26% E
3 or more Column %	6%	3%	8% A	6%	7%	4%	6%	8%	6%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

Which of the following best describes your race or ethnicity?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
White, Non-Hispanic Column %	73%	57%	80% A	73%	81% D	51%	73%	77% F	71%
Black or African American Column %	10%	17% B	6%	10%	6%	21% C	10%	5%	12% E
Asian Column %	1%	2% B	1%	1%	1%	1%	1%	2%	1%
Hispanic Column %	1%	3% B	0%	1%	0%	4% C	1%	0%	1% E
Other Column %	14%	20% B	11%	14%	11%	22% C	14%	15%	14%
Prefer not to say Column %	1%	1%	1%	1%	1%	2%	1%	1%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
< \$15,000 Column %	6%	4%	7%	6%	5%	9% C	6%	0%	9% E
\$15,000-\$24,999 Column %	5%	7% B	4%	5%	4%	8% C	5%	0%	7% E
\$25,000-\$34,999 Column %	7%	9%	6%	7%	4%	15% C	7%	1%	9% E
\$35,000-\$49,999 Column %	13%	15%	12%	13%	10%	20% C	13%	5%	16% E
\$50,000-\$74,999 Column %	19%	16%	20%	19%	16%	24% C	19%	7%	23% E
\$75,000-\$99,999 Column %	16%	10%	19% A	16%	20% D	7%	16%	17%	16%
\$100,000-\$124,999 Column %	11%	17% B	9%	11%	14% D	4%	11%	23% F	7%
\$125,000-\$149,999 Column %	8%	9%	7%	8%	10% D	1%	8%	15% F	5%
\$150,000-\$199,999 Column %	5%	4%	6%	5%	7% D	1%	5%	16% F	1%
\$200,000 and over Column %	6%	4%	7%	6%	7% D	3%	6%	13% F	3%
Not sure Column %	4%	5%	4%	4%	3%	7% C	4%	4%	4%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

Which of the following best describes your current education level?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Some high school or less Column %	15%	13%	16%	15%	12%	22% C	15%	0%	21% E
High school graduate Column %	40%	39%	41%	40%	36%	51% C	40%	0%	56% E
Associate's degree (Two-year post-secondary degree) Column %	8%	8%	8%	8%	8%	7%	8%	0%	11% E
Some college but no degree Column %	7%	8%	6%	7%	8%	5%	7%	0%	10% E
Bachelor's degree Column %	20%	23%	19%	20%	24% D	10%	20%	69% F	0%
Master's or professional degree Column %	8%	6%	9%	8%	10% D	2%	8%	28% F	0%
Doctorate degree Column %	1%	1%	1%	1%	1% D	0%	1%	3% F	0%
Prefer not to say Column %	1%	1%	1%	1%	1%	2%	1%	0%	1% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEF

What is your current marital status?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Never married Column %	19%	30% B	14%	19%	12%	37% C	19%	8%	23% E
Married Column %	53%	43% A	57% A	53%	62% D	27%	53%	63% F	49%
Separated Column %	2%	0% A	2% A	2%	2%	1%	2%	0%	2% E
Widowed Column %	6%	5%	6%	6%	6%	6%	6%	4%	7%
Divorced Column %	9%	10%	8%	9%	8%	12% C	9%	7%	9%
Living with partner Column %	11%	10%	11%	11%	10%	13%	11%	17% F	8%
Prefer not to say Column %	1%	1%	2%	1%	1%	4% C	1%	1%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

Do you own or rent your home?

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Own Column %	73%	65%	76% A	73%	100% D	0%	73%	88% F	67%
Rent Column %	27%	35% B	24%	27%	0%	100% C	27%	12%	33% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

Thinking about your religion, are you...

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Protestant Column %	36%	38%	36%	36%	43% D	18%	36%	48% F	32%
Roman Catholic Column %	9%	7%	10% A	9%	9%	8%	9%	14% F	7%
Mormon Column %	0%	0%	1%	0%	0%	1%	0%	0%	1%
Orthodox (e.g. Greek or Russian Orthodox) Column %	1%	1%	0%	1%	0%	2% C	1%	0%	1%
Jewish Column %	1%	0%	1%	1%	1%	0%	1%	2% F	0%
Muslim Column %	0%	0%	0%	0%	0%	0%	0%	1%	0%
Buddhist Column %	0%	1% B	0%	0%	0%	0%	0%	0%	0%
Hindu Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%
Atheist Column %	3%	4%	2%	3%	2%	4%	3%	3%	3%
Agnostic Column %	1%	2%	1%	1%	1%	2%	1%	3% F	1%
Something else Column %	29%	29%	29%	29%	23%	44% C	29%	14%	35% E
Nothing in particular Column %	19%	18%	19%	19%	18%	21%	19%	14%	21% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	438	146	292	438	380	58	438	167	271
Yes Column %	61%	54%	65% A	61%	61%	59%	61%	53%	66% E
No Column %	39%	46% B	35%	39%	39%	41%	39%	47% F	34%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEF

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

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

	Urban/Exurban			Do you own or rent your home?			Education Group		
	Total	Urban (Shelby, Davidson, Hamilton, Knox) A	Exurban B	Total	Own C	Rent D	Total	College Degree E	Other F
Sample Size	1,200	381	819	1,200	875	325	1,200	348	852
Full-time Column %	43%	48% B	41%	43%	41%	48% C	43%	52% F	39%
Part-time Column %	6%	7%	6%	6%	6%	9%	6%	6%	7%
Self-employed Column %	9%	12% B	7%	9%	8%	9%	9%	4%	11% E
Not employed Column %	10%	14% B	8%	10%	9%	12%	10%	4%	13% E
Retired Column %	28%	18%	32% A	28%	32% D	15%	28%	34% F	25%
Other Column %	4%	1%	5% A	4%	3%	7% C	4%	0%	6% E

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

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

*

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF