

Democrat Primary Ballot Oversample (n=400)
Beacon Poll of Tennessee Registered Voters Apr. 20 to 27, 2026 MOE +/- 4.80%

May 1, 2026

Targoz Market Research®

Table of contents

How likely are you to vote in Tennessee's gubernatorial primary election next August? *	3
Which party's primary election are you most likely to vote in? Would you choose either the Republican or Democratic primary? [BASE: Likely gubernatorial primary election voter]	4
If the 2026 Democratic primary for Tennessee governor were held today, who would you vote for? [BASE: Likely democrat gubernatorial primary voter] *	5
How interested are you in the November general election for governor of Tennessee, using a scale from one to ten, where a ten means that you are very interested and a one means that you are not at all interested? *	6
Age Group *	7
Thinking about your general approach to issues, do you consider yourself to be... *	8
Which of the following are you? *	9
How many infants and children under 18 years of age live in your household today? *	10
Which of the following best describes your race or ethnicity? *	11
Which of the following best describes your household's total income in 2025 BEFORE taxes? *	12
Which of the following best describes your current education level? *	13
What is your current marital status? *	14
Do you own or rent your home? *	15
Thinking about your religion, are you... *	16
Would you describe yourself as a 'born-again' or evangelical Christian?	17
Are you now employed full-time, part-time, self-employed, or not employed? *	18

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

	Gender			Income					Age				State Region			
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Total likely Column %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely Column %	69%	71%	68%	69%	68%	67%	75%	83%	69%	58%	70% G	79% G	69%	64%	74%	67%
Somewhat likely Column %	31%	29%	32%	31%	32%	33%	25%	17%	31%	42% HI	30%	21%	31%	36%	26%	33%
Not very likely Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not at all likely Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total unlikely Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I’m not sure Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: GHI

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

	Gender			Income					Age				State Region			
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Republican primary Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Democratic primary Column %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I'm not sure which primary I would choose Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I would not vote in either primary Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

If the 2026 Democratic primary for Tennessee governor were held today, who would you vote for? [BASE: Likely democrat gubernatorial primary voter] *

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Jerri Green Column %	14%	11%	15%	14%	15% E	16% E	5%	22%	14%	13%	11%	16%	14%	15%	11%	15%
Carnita Atwater Column %	8%	11% B	6%	8%	7%	9%	8%	8%	8%	10%	10%	5%	8%	4%	9%	9%
Tim Cyr Column %	3%	6% B	1%	3%	1%	6% C	2%	0%	3%	6% I	3% I	0%	3%	4%	3%	3%
Adam "Ditch" Kurtz Column %	2%	4% B	0%	2%	2%	2%	1%	0%	2%	4% I	2%	0%	2%	2%	1%	3%
Kevin Lee McCants Column %	11%	19% B	4%	11%	8%	9%	18% CD	9%	11%	16% I	13% I	5%	11%	2%	12% J	16% J
I'm not sure Column %	62%	48%	73% A	62%	66%	58%	66%	61%	62%	51%	60%	74% GH	62%	73% L	63%	54%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEGHIJL

How interested are you in the November general election for governor of Tennessee, using a scale from one to ten, where a ten means that you are very interested and a one means that you are not at all interested? *

	Gender			Total	Income			Refused	Total	Age			Total	State Region		
	Total	Male A	Female B		Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E			18 to 34 G	35 to 54 H	55+ I		East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
1, not at all interested																
Column %	1%	0%	1%	1%	1%	0%	0%	6%	1%	0%	2%	0%	1%	0%	0%	1%
2																
Column %	1%	2%	0%	1%	0%	2%	0%	0%	1%	2%	0%	0%	1%	3%	0%	0%
3																
Column %	1%	1%	2%	1%	1%	1%	3%	0%	1%	0%	4%	1%	1%	3%	1%	1%
4																
Column %	1%	1%	2%	1%	3%	1%	0%	0%	1%	2%	2%	0%	1%	3%	0%	1%
5																
Column %	9%	8%	10%	9%	12%	8%	5%	8%	9%	6%	13% G	9%	9%	13%	8%	8%
6																
Column %	6%	6%	6%	6%	5%	6%	8%	0%	6%	8%	6%	5%	6%	9%	4%	7%
7																
Column %	12%	10%	13%	12%	17% E	12% E	3%	0%	12%	16% I	12%	8%	12%	11%	11%	14%
8																
Column %	16%	17%	15%	16%	14%	16%	20%	9%	16%	15%	16%	16%	16%	10%	19%	17%
9																
Column %	12%	19% B	7%	12%	10%	12%	15%	0%	12%	20% HI	9%	7%	12%	10%	11%	14%
10, very interested																
Column %	41%	38%	44%	41%	37%	42%	46%	77% CD	41%	32%	36%	55% GH	41%	38%	46%	38%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEGHI

Age Group *

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
18 to 24 Column %	12%	9%	14%	12%	11%	14%	9%	0%	12%	36% HI	0%	0%	12%	15% K	5%	18% K
25 to 34 Column %	21%	27% B	17%	21%	15%	31% CE	10%	17%	21%	64% HI	0%	0%	21%	22%	19%	23%
35 to 44 Column %	15%	17%	13%	15%	14%	15%	17%	6%	15%	0%	50% GI	0%	15%	10%	23% JL	9%
45 to 54 Column %	15%	15%	15%	15%	15%	13%	19%	16%	15%	0%	50% GI	0%	15%	12%	13%	20%
55 to 64 Column %	8%	4%	11% A	8%	12% E	7%	4%	0%	8%	0%	0%	22% GH	8%	11% L	9%	4%
65+ Column %	29%	28%	30%	29%	33% D	20%	41% D	61% D	29%	0%	0%	78% GH	29%	30%	31%	25%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEGHIJKL

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

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Very liberal Column %	28%	32%	25%	28%	25%	33%	23%	48%	28%	38% HI	23%	23%	28%	29%	25%	31%
Somewhat liberal Column %	28%	26%	30%	28%	31%	22%	36% D	38%	28%	21%	31%	32% G	28%	31%	31%	23%
Moderate Column %	31%	31%	32%	31%	25%	36% C	32%	8%	31%	28%	34%	32%	31%	28%	31%	33%
Somewhat conservative Column %	6%	6%	6%	6%	11% DE	5%	3%	0%	6%	7%	6%	5%	6%	6%	7%	6%
Very conservative Column %	3%	5%	2%	3%	3%	4%	3%	0%	3%	4%	5%	2%	3%	1%	3%	6% J
Not sure Column %	3%	0%	5% A	3%	6% D	0%	3%	6%	3%	1%	1%	5% G	3%	5%	2%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDEGHIJ

Which of the following are you? *

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Male Column %	43%	100% B	0%	43%	28% C	48% D	55% E	8% F	43%	46%	46%	37%	43%	42%	41%	46%
Female Column %	57%	0%	100% A	57%	72% DE	52%	45%	92% E	57%	54%	54%	63%	57%	58%	59%	54%
Other/Non-binary Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEF

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

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
None Column %	64%	57%	69% A	64%	72% D	58%	63%	100%	64%	45%	49%	93% GH	64%	69%	65%	59%
1 to 2 Column %	34%	41% B	29%	34%	25% C	41% C	35%	0%	34%	53% I	48% I	6%	34%	30%	32%	40%
3 or more Column %	2%	1%	2%	2%	3%	1%	2%	0%	2%	2%	3%	0%	2%	0%	3%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDGH I

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

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
White, non-Hispanic Column %	72%	63% A	79% A	72%	78% F	71%	68%	30%	72%	65%	68%	81% GH	72%	86% L	81% L	51%
Black or African American Column %	23%	30% B	18%	23%	21%	25%	20%	70% CE	23%	30% I	23%	16%	23%	11%	12%	45% JK
Asian Column %	2%	3%	1%	2%	0%	1%	6% CD	0%	2%	2%	5% I	0%	2%	3%	3%	0%
Hispanic Column %	1%	2%	1%	1%	0%	1%	1%	0%	1%	1%	2%	0%	1%	0%	2%	0%
Other Column %	2%	3%	1%	2%	0%	2%	5% C	0%	2%	2%	2%	3%	2%	0%	2%	4%
Prefer not to say Column %	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIJKL

Which of the following best describes your household's total income in 2025 BEFORE taxes? *

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
< \$15,000 Column %	3%	1%	4%	3%	9% DE	0%	0%	0%	3%	3%	4%	3%	3%	1%	3%	5%
\$15,000-\$24,999 Column %	5%	3%	6%	5%	15% DE	0%	0%	0%	5%	3%	4%	7%	5%	6%	4%	5%
\$25,000-\$34,999 Column %	6%	6%	6%	6%	18% DE	0%	0%	0%	6%	4%	4%	9%	6%	8%	7%	4%
\$35,000-\$49,999 Column %	19%	11%	25% A	19%	58% DEF	0%	0%	0%	19%	15%	20%	21%	19%	20%	21%	15%
\$50,000-\$74,999 Column %	23%	26%	21%	23%	0%	52% CE	0%	0%	23%	31% HI	20%	18%	23%	18%	24%	25%
\$75,000-\$99,999 Column %	21%	24%	19%	21%	0%	48% CE	0%	0%	21%	30% I	21%	13%	21%	17%	20%	25%
\$100,000-124,999 Column %	6%	8%	5%	6%	0%	0%	27% CD	0%	6%	5%	6%	7%	6%	6%	5%	8%
\$125,000-\$149,999 Column %	8%	13% B	4%	8%	0%	0%	36% CD	0%	8%	2%	8% G	13% G	8%	10% L	10% L	4%
\$150,000-199,999 Column %	3%	5%	2%	3%	0%	0%	14% CD	0%	3%	1%	5%	3%	3%	1%	3%	4%
\$200,000 and over Column %	5%	3%	7%	5%	0%	0%	23% CD	0%	5%	5%	8%	3%	5%	11% KL	2%	4%
Not sure Column %	1%	0%	2%	1%	0%	0%	0%	100% CDE	1%	1%	1%	2%	1%	1%	1%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIKL

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

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Some high school or less Column %	1%	0%	2%	1%	2%	0%	0%	39% DE	1%	0%	0%	2%	1%	0%	1%	2%
High school graduate Column %	32%	26%	37% A	32%	51% DE	33% E	3%	23%	32%	44% HI	23%	29%	32%	27%	36%	30%
Associate degree (Two-year post-secondary degree) Column %	11%	11%	11%	11%	7%	13%	13%	0%	11%	8%	11%	14%	11%	17% K	6%	12%
Some college but no degree Column %	18%	17%	19%	18%	25% E	17%	12%	0%	18%	19%	17%	18%	18%	20%	14%	22%
Bachelor's degree Column %	28%	31%	26%	28%	12%	29% C	49% CD	30%	28%	27%	34%	24%	28%	31%	33% L	20%
Master's or professional degree Column %	6%	8%	5%	6%	3%	4%	14% CD	0%	6%	2%	10% G	6%	6%	5%	7%	5%
Doctoral degree Column %	4%	8% B	1%	4%	1%	3%	9% CD	8%	4%	0%	5% G	7% G	4%	0%	3%	8% JK
Prefer not to say Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEGHIJKL

What is your current marital status? *

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Married Column %	41%	45%	39%	41%	26%	44%	61%	16%	41%	22%	56%	47%	41%	44%	43%	38%
Widowed Column %	3%	0%	6%	3%	6%	1%	3%	39%	3%	0%	1%	9%	3%	8%	2%	2%
Divorced Column %	12%	6%	17%	12%	21%	9%	5%	0%	12%	4%	8%	23%	12%	15%	10%	12%
Separated Column %	2%	2%	2%	2%	5%	1%	0%	0%	2%	2%	3%	1%	2%	3%	1%	2%
Never married Column %	31%	35%	28%	31%	36%	35%	16%	45%	31%	57%	25%	13%	31%	24%	29%	39%
Prefer not to say Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Living with partner Column %	10%	12%	8%	10%	6%	11%	15%	0%	10%	15%	8%	7%	10%	6%	15%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDEFGHIJKL

Do you own or rent your home? *

	Gender			Total	Income				Total	Age			Total	State Region		
	Total	Male A	Female B		Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F		18 to 34 G	35 to 54 H	55+ I		East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Own Column %	66%	70%	63%	66%	54%	61%	94%	55%	66%	55%	59%	81%	66%	81%	63%	60%
Rent Column %	34%	30%	37%	34%	46%	39%	6%	45%	34%	45%	41%	19%	34%	19%	37%	40%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEFGHIJKL

Thinking about your religion, are you... *

	Gender			Income					Age				State Region			
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Protestant Column %	31%	34%	28%	31%	24%	25%	53% CD	38%	31%	16%	28% G	46% GH	31%	38%	28%	29%
Roman Catholic Column %	12%	13%	11%	12%	13% E	15% E	4%	0%	12%	12%	6% H	16% H	12%	9%	11%	14%
Mormon Column %	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
Orthodox (e.g., Greek or Russian Orthodox) Column %	2%	2%	1%	2%	1%	3%	2%	0%	2%	4% I	1%	0%	2%	1%	2%	2%
Jewish Column %	2%	1%	3%	2%	3%	1%	3%	0%	2%	2%	2%	3%	2%	1%	4% L	0%
Muslim Column %	2%	5% B	0%	2%	1%	3% C	2%	0%	2%	4% I	2%	0%	2%	0%	2%	4%
Buddhist Column %	1%	0%	1%	1%	0%	2%	0%	0%	1%	2%	1%	0%	1%	1%	0%	1%
Hindu Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Atheist Column %	6%	9%	5%	6%	7%	9% E	1%	0%	6%	8%	8%	4%	6%	9% L	8% L	2%
Agnostic Column %	7%	8%	6%	7%	6%	10%	5%	0%	7%	10% I	11% I	2%	7%	10%	6%	7%
Something else Column %	20%	15%	24% A	20%	26% E	18%	15%	15%	20%	21%	28% I	13%	20%	19%	17%	25%
Nothing in particular Column %	17%	12%	20% A	17%	19%	15%	15%	48%	17%	22%	13%	15%	17%	11%	21% J	15%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEGHIJL

Beacon Poll of Tennessee Registered Voters Apr. 20 to 27, 2026 MOE +/- 4.80%

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

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	123	59	64	123	31	44	47	2	123	21	34	68	123	36	47	40
Yes Column %	61%	60%	61%	61%	60%	54%	70%	0%	61%	67%	60%	59%	61%	67%	54%	63%
No Column %	39%	40%	39%	39%	40%	46%	30%	100%	39%	33%	40%	41%	39%	33%	46%	37%

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

	Gender			Income					Age			State Region				
	Total	Male A	Female B	Total	Less than \$50,000 C	\$50,000 to \$99,999 D	\$100,000 or More E	Refused F	Total	18 to 34 G	35 to 54 H	55+ I	Total	East Tennessee J	Middle Tennessee K	West Tennessee L
Sample Size	400	172	228	400	132	176	88	4	400	132	120	148	400	96	168	135
Full-time Column %	46%	55% B	38%	46%	30%	55% CF	52% C	9%	46%	68% I	67% I	9%	46%	40%	47%	48%
Part-time Column %	9%	9%	9%	9%	11% E	12% E	0%	0%	9%	15% HI	5%	6%	9%	8%	7%	12%
Self-employed Column %	6%	3%	8%	6%	8%	4%	6%	8%	6%	6%	6%	5%	6%	4%	4%	9%
Not employed Column %	11%	7%	13% A	11%	16% E	11% E	0%	61% CDE	11%	11%	13%	8%	11%	7%	13%	10%
Retired Column %	29%	25%	31%	29%	35% D	17%	42% D	8%	29%	0%	7% G	72% GH	29%	40% L	29%	20%
Don't know Column %	1%	0%	1%	1%	0%	1%	0%	14%	1%	0%	1%	0%	1%	1%	1%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFGHIL

Democrat Primary Ballot Oversample (n=400)

Generated on May 1, 2026

Beacon Poll of Tennessee Registered Voters Apr. 20 to 27, 2026 MOE +/- 4.80%

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: ABCDEFGHIL