

Marginals

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

August 28, 2026

Targoz Market Research®

Table of contents

The United States: In general, are you satisfied or dissatisfied with the way things are going in each of the following? *	5
The State of Tennessee: In general, are you satisfied or dissatisfied with the way things are going in each of the following? *	6
K-12 public education in Tennessee: In general, are you satisfied or dissatisfied with the way things are going in each of the following? *	7
Do you approve or disapprove of the way the Tennessee State Legislature is handling its job? *	8
Do you approve or disapprove of the way Donald Trump is handling his job as president? *	9
Compared with six months ago, would you say your life is more affordable, less affordable, or about the same today? *	10
The federal government: How much do you trust or distrust each of the following levels of government? *	11
The Tennessee State Government: How much do you trust or distrust each of the following levels of government? *	12
Your local city or county government: How much do you trust or distrust each of the following levels of government? *	13
Do you approve or disapprove of the general public having access to artificial intelligence tools such as ChatGPT, Gemini, or Copilot? *	14
How often do you personally use artificial intelligence tools? *	15
Considering the increased use of artificial intelligence in daily life, are you... *	16
What excites you the most about the use of artificial intelligence? *	17
What concerns you the most about the use of artificial intelligence? *	18
Thinking about the effect of artificial intelligence on jobs, which of the following do you think is most likely to happen over the next ten years? *	19
Are you currently employed full-time, part-time, self-employed, unemployed, retired, or a student? *	20
How concerned are you that artificial intelligence could eliminate your current job within the next five years? [Base: Currently employed] *	21
How confident are you that you can distinguish between content created by artificial intelligence and content created by a person? *	22
Compared with one year ago, are you now more or less confident in your ability to distinguish between content created by artificial intelligence and content created by a person? *	23
Which statement best reflects your view on the use of artificial intelligence in healthcare? *	24
Which statement best reflects your view on the use of artificial intelligence in K-12 schools? *	25
Before today, how much had you heard or read about data centers? *	26
To the best of your knowledge, how long have facilities now commonly called data centers existed? *	27
To the best of your knowledge, about how many data centers currently operate in Tennessee? *	28
What is your biggest concern, if any, about data centers? *	29

Some people say more data centers should be built in the United States so sensitive personal and financial data are stored under U.S. laws and oversight. Others say more data centers should be built in other countries to avoid local impacts on electricity, water, and land. Which comes closer to your view? *	30
Which approach should be used to regulate artificial intelligence in the United States? *	31
Tennessee recently enacted a law that generally prohibits cities and electric utilities from paying or absorbing the cost of electrical infrastructure built specifically to serve large data centers. Do you support or oppose this policy? *	32
Currently, 38 states offer dedicated tax incentives to attract data centers. Do you support or oppose Tennessee offering tax incentives to attract data centers? *	33
Should the same rule requiring companies to cover project-specific electrical infrastructure costs apply to all large corporations locating or expanding in Tennessee, not just data centers? *	34
Nashville has been selected to host the Super Bowl in 2030. Overall, do you think hosting the Super Bowl will be a good thing or a bad thing for Nashville and Tennessee? *	35
Nashville officials and the local host committee expect to spend approximately \$60 million to host the 2030 Super Bowl, with much of the public portion expected to come from tourism-related tax revenue. Do you support or oppose this spending? *	36
Generally speaking, do you think of yourself as a...? *	37
Would you call yourself a... [Base: Republican] *	38
Would you call yourself a... [Base: Democrat] *	39
Do you think of yourself as... [Base: Independent] *	40
2024 Presidential Ballot *	41
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? *	42
Gov. Ballot: If the election for Governor of Tennessee were held today, who would you vote for? [ROTATE FIRST TWO] *	43
Which of the following independent candidates for Governor would you be most likely to vote for? [Base: Would vote independent for Governor] *	44
Sen. Ballot: If the election for U.S. Senator were held today, who would you vote for if the candidates were...? [ROTATE] *	46
Which of the following independent candidates for Senator would you be most likely to vote for? [Base: Would vote independent for Senator] *	47
Generic Ballot: If the November 2026 election for the U.S. House of Representatives were held today, would you vote for...? [ROTATE] *	48
Thinking ahead to the 2028 presidential election, which party's primary would you be most likely to vote in? *	49
If the 2028 Republican presidential primary were held today, for whom would you vote? [Base: Republican primary voter] *	50
If the 2028 Democratic presidential primary were held today, for whom would you vote? [Base: Democratic primary voter] *	51

During the heat of summer, which statement best describes what you usually do at home? *	52
Age Group *	53
Thinking about your general approach to issues, do you consider yourself to be... *	54
How many infants and children under 18 years of age live in your household today?	55
Which of the following best describes your race or ethnicity? *	56
Which of the following best describes your household's total income in 2025 BEFORE taxes? *	57
Which of the following best describes your current education level? *	58
What is your current marital status? *	59
Do you own or rent your home? *	60
Thinking about your religion, are you... *	61
Would you describe yourself as a 'born-again' or evangelical Christian? [Base: Protestant] *	62

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total satisfied Column %	40%	48% B	33%	40%	61% DE	16%	28% D
Very satisfied Column %	14%	19% B	8%	14%	20% DE	6%	9%
Somewhat satisfied Column %	27%	29%	25%	27%	40% DE	10%	19% D
Somewhat dissatisfied Column %	25%	19%	31% A	25%	28% D	19%	25%
Very dissatisfied Column %	32%	33%	32%	32%	9%	64% CE	43% C
Total dissatisfied Column %	57%	52% A	63% A	57%	37%	83% CE	68% C
No opinion Column %	2%	0%	4% A	2%	3%	1%	4% D

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total satisfied Column %	57%	59%	54%	57%	77% DE	32%	45% D
Very satisfied Column %	19%	26% B	12%	19%	26% DE	11%	15%
Somewhat satisfied Column %	38%	33%	42% A	38%	52% DE	20%	30% D
Somewhat dissatisfied Column %	22%	17%	27% A	22%	12%	34% C	27% C
Very dissatisfied Column %	19%	22% B	15%	19%	8%	33% CE	24% C
Total dissatisfied Column %	41%	40%	42%	41%	21%	67% CE	51% C
No opinion Column %	3%	1%	4% A	3%	2%	1%	4% D

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total satisfied Column %	40%	43% B	37%	40%	48% DE	31%	35%
Very satisfied Column %	8%	10% B	6%	8%	10% E	7%	6%
Somewhat satisfied Column %	32%	33%	31%	32%	38% DE	24%	29%
Somewhat dissatisfied Column %	28%	22%	34% A	28%	24%	30%	33% C
Very dissatisfied Column %	19%	22% B	16%	19%	11%	31% CE	20% C
Total dissatisfied Column %	46%	43%	50% A	46%	35%	60% C	53% C
No opinion Column %	13%	13%	13%	13%	17% DE	8%	11%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total approve Column %	47%	53% B	40%	47%	70% DE	16%	36% D
Strongly approve Column %	11%	18% B	4%	11%	16% DE	5%	9% D
Somewhat approve Column %	36%	35%	37%	36%	55% DE	12%	26% D
Somewhat disapprove Column %	26%	20%	32% A	26%	18%	35% C	31% C
Strongly disapprove Column %	19%	23% B	16%	19%	5%	42% CE	22% C
Total disapprove Column %	45%	43%	48%	45%	23%	77% CE	53% C
No opinion Column %	8%	4%	12% A	8%	6%	7%	11% CD

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Do you approve or disapprove of the way Donald Trump is handling his job as president? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total approve Column %	48%	54% B	42%	48%	79% DE	10%	32% D
Strongly approve Column %	21%	31% B	11%	21%	38% DE	3%	11% D
Somewhat approve Column %	27%	24%	31% A	27%	42% DE	7%	22% D
Somewhat disapprove Column %	11%	6%	15% A	11%	12% D	6%	13% D
Strongly disapprove Column %	40%	39%	41%	40%	8%	84% CE	52% C
Total disapprove Column %	51%	45%	56% A	51%	20%	90% CE	65% C
No opinion Column %	1%	0%	2% A	1%	1%	0%	3% CD

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Compared with six months ago, would you say your life is more affordable, less affordable, or about the same today? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total more affordable Column %	14%	15%	12%	14%	20% DE	9%	8%
Much more affordable Column %	4%	6% B	2%	4%	7% DE	2%	1%
Somewhat more affordable Column %	10%	9%	10%	10%	12% DE	8%	7%
About the same Column %	30%	30%	29%	30%	38% DE	16%	28% D
Somewhat less affordable Column %	27%	27%	27%	27%	26%	27%	28%
Much less affordable Column %	29%	28%	31%	29%	16%	47% CE	36% C
Total less affordable Column %	56%	55%	58%	56%	42%	75% CE	64% C
I'm not sure Column %	0%	0%	1%	0%	1%	0%	1%

* Denotes variable with statistically significant findings

 Significant difference within groups: BCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

The federal government: How much do you trust or distrust each of the following levels of government? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total trust Column %	26%	31% B	20%	26%	37% DE	13%	18%
Trust completely Column %	4%	5% B	3%	4%	6% E	3%	2%
Trust somewhat Column %	22%	26% B	17%	22%	31% DE	10%	16% D
Neither trust nor distrust Column %	15%	12%	18% A	15%	20% DE	8%	12%
Distrust somewhat Column %	29%	27%	31%	29%	29%	32%	26%
Distrust completely Column %	29%	30%	29%	29%	13%	46% C	41% C
Total distrust Column %	59%	57%	60%	59%	43%	78% CE	68% C
I'm not sure Column %	1%	0%	2% A	1%	1%	0%	3% CD

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

The Tennessee State Government: How much do you trust or distrust each of the following levels of government? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total trust Column %	40%	47% B	32%	40%	58% DE	15%	32% D
Trust completely Column %	7%	11% B	3%	7%	11% DE	5%	2%
Trust somewhat Column %	33%	36% B	29%	33%	47% DE	10%	29% D
Neither trust nor distrust Column %	19%	13%	26% A	19%	21%	19%	17%
Distrust somewhat Column %	24%	22%	27%	24%	15%	37% CE	28% C
Distrust completely Column %	15%	18% B	13%	15%	6%	27% CE	21% C
Total distrust Column %	40%	40%	39%	40%	21%	64% CE	49% C
I'm not sure Column %	1%	0%	2% A	1%	1%	2%	3% C

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Your local city or county government: How much do you trust or distrust each of the following levels of government? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total trust Column %	41%	50% B	33%	41%	53% DE	28%	34%
Trust completely Column %	7%	11% B	4%	7%	8%	7%	7%
Trust somewhat Column %	34%	39% B	28%	34%	45% DE	21%	27%
Neither trust nor distrust Column %	19%	15%	23% A	19%	18%	18%	21%
Distrust somewhat Column %	25%	21%	29% A	25%	20%	38% CE	22%
Distrust completely Column %	12%	13%	11%	12%	6%	16% C	20% C
Total distrust Column %	37%	34%	40% A	37%	26%	54% CE	42% C
I'm not sure Column %	2%	1%	4% A	2%	3% D	1%	3% D

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Do you approve or disapprove of the general public having access to artificial intelligence tools such as ChatGPT, Gemini, or Copilot? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total approve Column %	54%	57% B	51%	54%	56% D	47%	57% D
Strongly approve Column %	20%	26% B	15%	20%	21%	19%	21%
Somewhat approve Column %	34%	31%	36%	34%	35% D	28%	36% D
Somewhat disapprove Column %	21%	17%	25% A	21%	21%	19%	21%
Strongly disapprove Column %	13%	13%	13%	13%	9%	17% C	15% C
Total disapprove Column %	34%	29%	38% A	34%	30%	37%	36%
I'm not sure Column %	13%	14%	11%	13%	14% E	16% E	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

How often do you personally use artificial intelligence tools? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Almost constantly Column %	8%	10% B	5%	8%	10% E	7%	4%
Several times a day Column %	18%	21% B	15%	18%	17%	16%	21%
About once a day Column %	13%	11%	15% A	13%	14% D	9%	15% D
Less than once a day but at least several times a week Column %	19%	16%	22% A	19%	20%	16%	20%
Less often Column %	24%	23%	25%	24%	20%	33% CE	22%
Never Column %	18%	19%	18%	18%	19%	19%	17%

* Denotes variable with statistically significant findings

 Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Considering the increased use of artificial intelligence in daily life, are you... *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
More excited than concerned about its use Column %	15%	15%	15%	15%	21% DE	13% E	7%
More concerned than excited about its use Column %	40%	40%	39%	40%	34%	48% C	43% C
Equally excited and concerned about its use Column %	28%	29%	27%	28%	27%	21%	37% CD
Neither excited nor concerned Column %	12%	11%	14%	12%	13%	13%	11%
I'm not sure Column %	4%	4%	4%	4%	5%	5%	3%

* Denotes variable with statistically significant findings

 Significant difference within groups: CDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

What excites you the most about the use of artificial intelligence? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Greater convenience in daily life Column %	22%	17%	26% A	22%	24% D	14%	25% D
Technological advances that could improve quality of life Column %	16%	19% B	13%	16%	15%	17%	17%
Advances in healthcare and medicine Column %	16%	23% B	9%	16%	15%	16%	17%
New tools for students and teachers Column %	7%	3%	11% A	7%	7%	8%	5%
Increased productivity at work Column %	7%	7%	6%	7%	9% D	5%	6%
Something else: (Please specify) Column %	1%	1%	1%	1%	0%	1%	1%
Nothing about artificial intelligence excites me Column %	26%	25%	28%	26%	25%	31% CE	24%
I'm not sure Column %	6%	5%	6%	6%	5%	7%	5%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

What concerns you the most about the use of artificial intelligence? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
The spread of misinformation or realistic fake content							
Column %	24%	26% B	21%	24%	25%	24%	21%
People becoming too dependent on it or losing critical-thinking skills							
Column %	23%	21%	24%	23%	23% D	17%	28% D
Its impact on jobs							
Column %	14%	13%	15%	14%	12%	16%	15%
The security and privacy of personal information							
Column %	18%	18%	19%	18%	21% E	20% E	12%
Its environmental or energy impact							
Column %	8%	10% B	6%	8%	5%	8% C	13% C
Bias or unfair decisions made by artificial intelligence systems							
Column %	7%	7%	6%	7%	6%	9% E	5%
Something else: (Please specify)							
Column %	2%	2%	1%	2%	1%	1%	3%
Nothing about artificial intelligence concerns me							
Column %	3%	2%	5% A	3%	4% E	2%	2%
I'm not sure							
Column %	2%	2%	3%	2%	2%	2%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Thinking about the effect of artificial intelligence on jobs, which of the following do you think is most likely to happen over the next ten years? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Artificial intelligence will eliminate more jobs than it creates							
Column %	53%	55%	52%	53%	51%	60% CE	51%
Artificial intelligence will primarily help people perform their existing jobs better							
Column %	12%	10%	14% A	12%	14% E	12%	9%
Artificial intelligence will create more new jobs than it eliminates							
Column %	7%	8% B	5%	7%	7%	8%	6%
The positive and negative effects will be about equal							
Column %	19%	21%	17%	19%	19% D	10%	27% CD
I'm not sure							
Column %	9%	6%	12% A	9%	10%	10%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Are you currently employed full-time, part-time, self-employed, unemployed, retired, or a student? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Employed full-time Column %	41%	42%	40%	41%	41%	37%	45% D
Employed part-time Column %	9%	8%	9%	9%	9%	8%	9%
Self-employed Column %	7%	6%	8%	7%	4%	6%	14% CD
Not employed Column %	13%	5%	21% A	13%	12%	18% CE	11%
Retired Column %	28%	37% B	19%	28%	33% E	28% E	18%
Student Column %	2%	1%	3% A	2%	2%	2%	3%
I'm not sure Column %	0%	0%	1% A	0%	0%	2% CE	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

How concerned are you that artificial intelligence could eliminate your current job within the next five years? [Base: Currently employed] *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	680	345	335	680	303	158	219
Total concerned Column %	33%	36%	30%	33%	28%	39% C	35%
Very concerned Column %	13%	20% B	6%	13%	10%	17% C	15%
Somewhat concerned Column %	19%	15%	24% A	19%	18%	22%	20%
Not very concerned Column %	30%	23%	37% A	30%	33%	29%	26%
Not concerned at all Column %	35%	39% B	31%	35%	37%	29%	38%
Total not concered Column %	65%	62%	68%	65%	70% D	58%	64%
I'm not sure Column %	2%	3%	1%	2%	2%	3%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCD

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

How confident are you that you can distinguish between content created by artificial intelligence and content created by a person? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total confident Column %	52%	53%	50%	52%	48%	52%	58% C
Extremely confident Column %	12%	15% B	9%	12%	13% E	13% E	7%
Somewhat confident Column %	40%	39%	42%	40%	35%	38%	50% CD
Not very confident Column %	32%	30%	34%	32%	34%	31%	29%
Not confident at all Column %	14%	14%	14%	14%	15% E	15%	10%
Total not confident Column %	45%	44%	47%	45%	49% E	46%	39%
I'm not sure Column %	3%	3%	2%	3%	3%	2%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Compared with one year ago, are you now more or less confident in your ability to distinguish between content created by artificial intelligence and content created by a person? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total more confident Column %	31%	33%	30%	31%	31%	33%	30%
Much more confident Column %	12%	15% B	9%	12%	11%	18% CE	9%
Somewhat more confident Column %	19%	17%	21%	19%	20%	15%	21%
About as confident Column %	29%	31%	27%	29%	32% D	22%	29%
Somewhat less confident Column %	22%	20%	25% A	22%	20%	23%	24%
Much less confident Column %	14%	13%	15%	14%	11%	19% C	14%
Total less confident Column %	36%	33%	40% A	36%	31%	43% C	39% C
I'm not sure Column %	4%	4%	4%	4%	6% DE	1%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Which statement best reflects your view on the use of artificial intelligence in healthcare? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Artificial intelligence should be allowed in healthcare with clear limits and human oversight because it offers benefits but also creates risks Column %	55%	60% B	50%	55%	53%	51%	62% CD
Artificial intelligence should not be used in healthcare because the risks are too great Column %	29%	23%	36% A	29%	28%	36% CE	25%
Artificial intelligence should be broadly used in healthcare because it can improve access, safety, and affordability Column %	10%	13% B	8%	10%	12%	9%	9%
I'm not sure Column %	6%	5%	7%	6%	8% D	4%	5%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Which statement best reflects your view on the use of artificial intelligence in K-12 schools? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Artificial intelligence should not be used in K-12 classrooms because the risks are too great Column %	42%	43%	40%	42%	39%	49% CE	39%
Artificial intelligence should be allowed in K-12 schools with clear limits and teacher oversight, so it does not replace student learning Column %	40%	40%	41%	40%	43% D	30%	45% D
Artificial intelligence should be broadly used in K-12 schools because it can improve education and assist teachers Column %	11%	11%	10%	11%	10%	14% E	8%
I'm not sure Column %	7%	6%	9%	7%	7%	7%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Before today, how much had you heard or read about data centers? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
A lot Column %	26%	37% B	14%	26%	20%	30% C	33% C
Some Column %	47%	43%	51% A	47%	44%	49%	51% C
Only a little Column %	21%	18%	25% A	21%	30% DE	16%	12%
Nothing at all Column %	6%	2%	10% A	6%	7%	5%	4%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

To the best of your knowledge, how long have facilities now commonly called data centers existed? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Within the past 5 years Column %	38%	43% B	34%	38%	37%	40%	39%
Within the past 25 years Column %	20%	18%	23% A	20%	15%	24% C	26% C
Within the past 50 years Column %	7%	7%	6%	7%	8% D	4%	7%
More than 50 years Column %	4%	5% B	2%	4%	2%	3%	7% CD
I'm not sure Column %	31%	27%	35% A	31%	37% DE	30% E	22%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

To the best of your knowledge, about how many data centers currently operate in Tennessee? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Fewer than 10 Column %	18%	20% B	15%	18%	13%	18% C	24% C
10 to 25 Column %	17%	17%	18%	17%	20% E	17%	11%
26 to 50 Column %	8%	11% B	5%	8%	5%	8%	12% C
More than 50 Column %	7%	8%	5%	7%	4%	8% C	10% C
I'm not sure Column %	51%	45%	57% A	51%	57% DE	49%	43%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

What is your biggest concern, if any, about data centers? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Their impact on electricity costs and electric reliability for other ratepayers							
Column %	24%	27% B	21%	24%	25%	22%	25%
Water use or other environmental impacts							
Column %	19%	19%	19%	19%	17%	23% C	18%
Data privacy or security							
Column %	14%	12%	15%	14%	13%	15%	15%
Health or safety impacts on nearby communities							
Column %	13%	15% B	11%	13%	9%	15% C	19% C
The amount of land they require							
Column %	5%	4%	6%	5%	7% E	5%	3%
Their role in the rapid expansion of artificial intelligence							
Column %	5%	6%	4%	5%	5%	6%	4%
The limited number of permanent jobs they may create							
Column %	5%	3%	6% A	5%	6% DE	3%	3%
Noise							
Column %	3%	3%	3%	3%	4% D	1%	2%
Something else: (Please specify)							
Column %	2%	1%	2%	2%	1%	1%	3%
I do not have any concerns about data centers							
Column %	6%	6%	6%	6%	8% E	5%	4%
I'm not sure							
Column %	5%	4%	7% A	5%	6%	5%	4%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Some people say more data centers should be built in the United States so sensitive personal and financial data are stored under U.S. laws and oversight. Others say more data centers should be built in other countries to avoid local impacts on electricity, water, and land. Which comes closer to your view? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Additional data-center capacity should be located in the United States so Americans' sensitive personal and financial information is protected under U.S. laws and oversight Column %	35%	39% B	30%	35%	44% DE	27%	27%
More data centers should be built in other countries, even if some American data are stored abroad Column %	10%	9%	11%	10%	8%	11%	12% C
Neither statement comes close to my view Column %	41%	43%	39%	41%	31%	52% C	47% C
I'm not sure Column %	14%	8%	20% A	14%	17% D	10%	13%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Which approach should be used to regulate artificial intelligence in the United States? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
One set of national rules that applies in every state							
Column %	32%	30%	33%	32%	30%	34%	33%
National minimum standards, with states allowed to establish additional protections							
Column %	29%	30%	28%	29%	30%	28%	29%
Each state should establish its own rules							
Column %	17%	20% B	15%	17%	22% D	11%	16%
Artificial intelligence companies should primarily regulate themselves							
Column %	5%	6% B	4%	5%	4%	7%	4%
Government should not regulate artificial intelligence							
Column %	7%	6%	8%	7%	7%	10% E	5%
I'm not sure							
Column %	10%	7%	13% A	10%	8%	10%	13% C

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Tennessee recently enacted a law that generally prohibits cities and electric utilities from paying or absorbing the cost of electrical infrastructure built specifically to serve large data centers. Do you support or oppose this policy? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total support Column %	70%	75% B	65%	70%	71%	69%	69%
Strongly support Column %	40%	48% B	32%	40%	38%	40%	45% C
Somewhat support Column %	30%	27%	32% A	30%	33% E	29%	24%
Somewhat oppose Column %	9%	8%	11% A	9%	9%	10%	9%
Strongly oppose Column %	5%	5%	6%	5%	3%	6%	8% C
Total oppose Column %	15%	12%	17% A	15%	13%	16%	17%
I'm not sure Column %	15%	13%	18% A	15%	16%	15%	15%

* Denotes variable with statistically significant findings

 Significant difference within groups: ABCE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Currently, 38 states offer dedicated tax incentives to attract data centers. Do you support or oppose Tennessee offering tax incentives to attract data centers? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total support Column %	27%	31% B	23%	27%	34% DE	20%	21%
Strongly support Column %	5%	8% B	2%	5%	6%	4%	3%
Somewhat support Column %	22%	23%	21%	22%	28% DE	16%	17%
Somewhat oppose Column %	26%	22%	30% A	26%	27%	25%	24%
Strongly oppose Column %	35%	38% B	32%	35%	26%	45% C	40% C
Total oppose Column %	61%	60%	62%	61%	53%	70% C	64% C
I'm not sure Column %	13%	10%	16% A	13%	13%	9%	15% D

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Should the same rule requiring companies to cover project-specific electrical infrastructure costs apply to all large corporations locating or expanding in Tennessee, not just data centers? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total yes Column %	72%	77% B	66%	72%	69%	75%	74%
Definitely yes Column %	31%	42% B	20%	31%	26%	44% CE	29%
Probably yes Column %	41%	35%	46% A	41%	43% D	31%	45% D
Probably no Column %	9%	8%	10%	9%	12% DE	6%	6%
Definitely no Column %	3%	2%	4% A	3%	2%	2%	6% CD
Total no Column %	12%	10%	14% A	12%	14% D	9%	12%
I'm not sure Column %	16%	13%	20% A	16%	17%	16%	14%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Nashville has been selected to host the Super Bowl in 2030. Overall, do you think hosting the Super Bowl will be a good thing or a bad thing for Nashville and Tennessee? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total good thing Column %	83%	84%	82%	83%	86% E	86% E	75%
A very good thing Column %	44%	50% B	38%	44%	46%	45%	40%
A somewhat good thing Column %	39%	34%	43% A	39%	40%	41%	34%
A somewhat bad thing Column %	7%	8%	6%	7%	6%	6%	9%
A very bad thing Column %	4%	4%	3%	4%	2%	6% C	4%
Total bad thing Column %	11%	12% B	9%	11%	9%	12%	13%
I'm not sure Column %	7%	4%	10% A	7%	6% D	2%	12% CD

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Nashville officials and the local host committee expect to spend approximately \$60 million to host the 2030 Super Bowl, with much of the public portion expected to come from tourism-related tax revenue. Do you support or oppose this spending? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Total support Column %	62%	68% B	57%	62%	66% E	62%	57%
Strongly support Column %	22%	29% B	15%	22%	24%	23%	18%
Somewhat support Column %	40%	39%	42%	40%	42%	39%	39%
Somewhat oppose Column %	16%	13%	18% A	16%	17%	17%	13%
Strongly oppose Column %	12%	12%	11%	12%	9%	14% C	15% C
Total oppose Column %	27%	25%	30%	27%	25%	31%	27%
I'm not sure Column %	10%	7%	13% A	10%	9%	7%	16% CD

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Democrat Column %	26%	27%	25%	26%	0%	100% CE	0%
Independent Column %	26%	24%	28%	26%	0%	0%	96% CD
Republican Column %	47%	49%	45%	47%	100% DE	0%	0%
Something else: Column %	1%	0%	2% A	1%	0%	0%	4% CD

* Denotes variable with statistically significant findings

■ Significant difference within groups: ACDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	564	299	265	564	564	-	-
Strong Republican Column %	66%	80% B	51%	66%	66%	-	-
Not a very strong Republican Column %	34%	20%	49% A	34%	34%	-	-

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	312	164	148	312	-	312	-
Strong Democrat Column %	68%	82% B	52%	68%	-	68%	-
Not a very strong Democrat Column %	32%	18%	48% A	32%	-	32%	-

* Denotes variable with statistically significant findings

 Significant difference within groups: AB

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	324	147	177	324	-	-	324
Closer to the Republican Party Column %	31%	42% B	22%	31%	-	-	31%
Closer to the Democratic Party Column %	29%	29%	30%	29%	-	-	29%
Strictly independent Column %	40%	29%	48% A	40%	-	-	40%

* Denotes variable with statistically significant findings

 Significant difference within groups: AB

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

2024 Presidential Ballot *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,062	593	469	1,062	540	283	239
Donald Trump Column %	62%	62%	61%	62%	96% DE	3%	53% D
Kamala Harris Column %	35%	35%	35%	35%	1%	96% CE	39% C
Someone else Column %	3%	3%	4%	3%	2%	1%	8% CD

* Denotes variable with statistically significant findings

 Significant difference within groups: CDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
9-10 Column %	51%	100% B	0%	51%	53% E	53%	45%
1, not at all interested Column %	6%	0%	11% A	6%	2%	5% C	12% CD
2 Column %	3%	0%	6% A	3%	2% E	7% CE	0%
3 Column %	2%	0%	4% A	2%	2%	1%	3%
4 Column %	2%	0%	4% A	2%	2% E	3% E	1%
5 Column %	8%	0%	16% A	8%	8%	6%	10% D
6 Column %	7%	0%	15% A	7%	7%	8%	7%
7 Column %	9%	0%	18% A	9%	9%	9%	8%
8 Column %	13%	0%	27% A	13%	16% D	9%	14% D
9 Column %	11%	22% B	0%	11%	14% DE	8%	9%
10, very interested Column %	40%	78% B	0%	40%	39%	45% E	36%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Gov. Ballot: If the election for Governor of Tennessee were held today, who would you vote for? [ROTATE FIRST TWO] *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,149	601	548	1,149	558	303	289
Marsha Blackburn, the Republican candidate Column %	46%	55% B	37%	46%	79% DE	5%	27% D
Jerri Green, the Democratic candidate Column %	33%	34%	31%	33%	3%	87% CE	33% C
An independent candidate Column %	8%	7%	8%	8%	5%	3%	18% CD
Undecided Column %	14%	4%	24% A	14%	13% D	5%	23% CD

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Which of the following independent candidates for Governor would you be most likely to vote for? [Base: Would vote independent for Governor] *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	87	41	46	87	26	10	51
Lauren Pinkston Column %	14%	15%	14%	14%	25%	0%	12%
David Hatley Column %	13%	12%	14%	13%	25% E	29% E	4% E
Dean Brewer Column %	2%	1%	3%	2%	0%	8%	2%
Charles Van Morgan Column %	5%	8%	2%	5%	6%	16%	2%
Eddie Lee Murphy Column %	5%	4%	5%	5%	1%	0%	7%
Victor L. Scoggin Column %	1%	2%	0%	1%	0%	2%	1%
L. Webb Taylor Column %	4%	4%	4%	4%	3%	0%	5%
Ray Brown Column %	3%	5%	2%	3%	7%	0%	2%
Dave Seeman Column %	8%	3%	12%	8%	5%	0%	11%
Karl Knox Smithson Column %	3%	2%	4%	3%	0%	4%	4%
Wendell Jackson Column %	3%	3%	2%	3%	5%	0%	2%
Robert C. Vick Column %	1%	1%	1%	1%	1%	0%	1%
Misam Abidi Column %	0%	0%	0%	0%	0%	0%	0%

* Denotes variable with statistically significant findings

 Significant difference within groups: E

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Which of the following independent candidates for Governor would you be most likely to vote for? [Base: Would vote independent for Govenor] *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Someone else Column %	4%	3%	6%	4%	2%	4%	5%
I'm not sure Column %	33%	38%	29%	33%	20%	29%	41%
I would not vote Column %	1%	0%	3%	1%	0%	8%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: E

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Sen. Ballot: If the election for U.S. Senator were held today, who would you vote for if the candidates were...? [ROTATE] *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,157	607	549	1,157	558	310	289
Bill Hagerty, the Republican candidate Column %	51%	58% B	43%	51%	87% DE	4%	31% D
Marquita Bradshaw, the Democratic candidate Column %	31%	33%	29%	31%	3%	85% CE	30% C
An independent candidate Column %	6%	5%	7%	6%	1%	4% C	17% CD
Undecided Column %	12%	4%	20% A	12%	9%	7%	21% CD

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Which of the following independent candidates for Senator would you be most likely to vote for? [Base: Would vote independent for Senator] *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	69	32	37	69	6	12	50
David Sutman, Jr. Column %	16%	23%	10%	16%	0%	19%	17%
James William Macon III Column %	6%	5%	6%	6%	0%	0%	8%
Jeremy Dean Hearn Column %	5%	0%	9%	5%	0%	7%	5%
Robert Jones Column %	4%	1%	6%	4%	4%	0%	5%
Yoshi D. Matthews Column %	7%	0%	13%	7%	0%	0%	10%
Tharon Chandler Column %	2%	1%	2%	2%	0%	0%	2%
Catherine Barcel "Barcy" Whitson Column %	1%	2%	0%	1%	0%	3%	0%
Andrew Gerena Column %	1%	2%	0%	1%	0%	0%	1%
Someone else Column %	11%	19%	5%	11%	53% E	21%	4%
I'm not sure Column %	48%	47%	48%	48%	43%	50%	47%
I would not vote Column %	0%	1%	0%	0%	0%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: E

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Generic Ballot: If the November 2026 election for the U.S. House of Representatives were held today, would you vote for...? [ROTATE] *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,165	608	558	1,165	560	311	294
The Republican candidate Column %	50%	55% B	44%	50%	90% DE	0%	26% D
The Democratic candidate Column %	33%	34%	31%	33%	1%	90% CE	31% C
Someone else Column %	3%	1%	4% A	3%	0%	1%	8% CD
Undecided Column %	15%	10%	22% A	15%	9%	9%	35% CD

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Thinking ahead to the 2028 presidential election, which party's primary would you be most likely to vote in? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Republican primary Column %	51%	57% B	45%	51%	91% DE	1%	28% D
Democratic primary Column %	32%	34%	31%	32%	1%	93% CE	28% C
I'm not sure which primary I would choose Column %	12%	8%	16% A	12%	8%	6%	25% CD
I would not vote in either primary Column %	6%	2%	9% A	6%	0%	1%	19% CD

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

If the 2028 Republican presidential primary were held today, for whom would you vote? [Base: Republican primary voter] *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	608	345	263	608	514	3	91
JD Vance Column %	56%	56%	56%	56%	58% E	47%	45%
Marco Rubio Column %	22%	24%	19%	22%	21%	9%	27%
Ron DeSantis Column %	11%	14% B	7%	11%	11%	0%	10%
Someone else: (Please specify) Column %	1%	1%	0%	1%	1%	0%	2%
I'm not sure Column %	10%	5%	17% A	10%	9%	44% C	16% C

* Denotes variable with statistically significant findings

 Significant difference within groups: ABCE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

If the 2028 Democratic presidential primary were held today, for whom would you vote? [Base: Democratic primary voter] *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	385	204	181	385	5	290	90
Kamala Harris Column %	30%	22%	39% A	30%	18%	31%	27%
Gavin Newsom Column %	18%	25% B	9%	18%	21%	20%	12%
Pete Buttigieg Column %	11%	16% B	5%	11%	0%	11%	12%
Alexandria Ocasio-Cortez Column %	10%	12%	9%	10%	4%	9%	15%
Mark Kelly Column %	8%	5%	11% A	8%	4%	8%	7%
Jon Ossoff Column %	6%	8%	4%	6%	24%	7% E	1%
Josh Shapiro Column %	2%	3%	1%	2%	0%	2%	3%
Someone else: (Please specify) Column %	0%	0%	0%	0%	0%	0%	0%
I'm not sure Column %	15%	9%	22% A	15%	30%	12%	24% D

* Denotes variable with statistically significant findings

Significant difference within groups: ABDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

During the heat of summer, which statement best describes what you usually do at home? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
I set the air conditioning below 72 degrees because staying cool is worth the additional cost							
Column %	24%	21%	27% A	24%	25% E	26% E	19%
I keep the air conditioning at 72 degrees or higher to save money, even if the house feels warmer							
Column %	44%	47%	41%	44%	44%	44%	44%
It depends on the day or situation							
Column %	30%	31%	29%	30%	30%	29%	32%
I do not have or control the air conditioning where I live							
Column %	2%	2%	3%	2%	1%	2%	5% CD

* Denotes variable with statistically significant findings

 Significant difference within groups: ACDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Age Group *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
18 to 24 Column %	8%	5%	12% A	8%	5%	6%	15% CD
25 to 34 Column %	16%	13%	19% A	16%	11%	21% C	20% C
35 to 44 Column %	16%	14%	18% A	16%	16%	16%	16%
45 to 54 Column %	16%	12%	20% A	16%	17%	17%	14%
55 to 64 Column %	17%	19% B	14%	17%	20% DE	13%	15%
65+ Column %	27%	36% B	18%	27%	30% E	28% E	21%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Very liberal Column %	8%	12% B	5%	8%	3%	23% CE	3%
Somewhat liberal Column %	14%	15%	13%	14%	4%	32% CE	17% C
Moderate Column %	29%	24%	35% A	29%	16%	34% C	47% CD
Somewhat conservative Column %	23%	19%	26% A	23%	34% DE	5%	21% D
Very conservative Column %	22%	29% B	15%	22%	41% DE	4%	7%
I'm not sure Column %	3%	1%	6% A	3%	2%	3%	6% CD

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

		Likely Voters			Party			
		Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size		1,200	609	591	1,200	564	312	324
None	Column %	68%	70%	65%	68%	69%	66%	67%
1 to 2	Column %	27%	25%	30%	27%	25%	28%	30%
3 or more	Column %	5%	6%	5%	5%	6%	6%	4%

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
White, non-Hispanic Column %	84%	83%	85%	84%	92% DE	71%	83% D
Black or African American Column %	11%	10%	12%	11%	3%	25% CE	12% C
Asian Column %	1%	1%	1%	1%	0%	2%	1%
Hispanic Column %	3%	3%	2%	3%	4% E	2%	1%
Other Column %	1%	1%	1%	1%	1%	0%	2%
Prefer not to say Column %	1%	1%	0%	1%	0%	0%	2% C

* Denotes variable with statistically significant findings

 Significant difference within groups: CDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
< \$15,000 Column %	6%	5%	7%	6%	6%	9% E	4%
\$15,000-\$24,999 Column %	5%	3%	7% A	5%	5%	4%	7%
\$25,000-\$34,999 Column %	7%	7%	7%	7%	6%	6%	9%
\$35,000-\$49,999 Column %	14%	14%	14%	14%	16%	13%	11%
\$50,000-\$74,999 Column %	19%	17%	21% A	19%	15%	22% C	23% C
\$75,000-\$99,999 Column %	17%	17%	17%	17%	15%	16%	21% C
\$100,000-\$124,999 Column %	12%	14%	10%	12%	14% E	15% E	5%
\$125,000-\$149,999 Column %	8%	9%	7%	8%	7%	10%	7%
\$150,000-\$199,999 Column %	5%	4%	6%	5%	8% DE	2%	3%
\$200,000 and over Column %	6%	9% B	3%	6%	7% D	3%	8% D
I'm not sure Column %	1%	1%	1%	1%	1%	0%	1%

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Some high school or less Column %	10%	6%	14% A	10%	13% DE	6%	8%
High school graduate Column %	32%	26%	37% A	32%	32%	33%	31%
Associate degree (two-year post-secondary degree) Column %	8%	9%	7%	8%	8%	8%	8%
Some college but no degree Column %	20%	21%	19%	20%	19%	18%	23%
Bachelor's degree Column %	19%	24% B	13%	19%	16%	22% C	21%
Master's or professional degree Column %	9%	11% B	6%	9%	10%	8%	8%
Doctoral degree Column %	2%	2%	2%	2%	2%	3%	1%
Prefer not to say Column %	0%	0%	0%	0%	0%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

What is your current marital status? *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Married Column %	53%	60% B	45%	53%	65% DE	38%	44%
Widowed Column %	4%	6% B	3%	4%	3%	6%	4%
Divorced Column %	12%	11%	13%	12%	9%	16% C	12%
Separated Column %	2%	3%	2%	2%	3%	3%	1%
Never married Column %	22%	16%	29% A	22%	15%	28% C	30% C
Prefer not to say Column %	0%	0%	0%	0%	0%	0%	0%
Living with a partner Column %	7%	5%	8% A	7%	4%	9% C	8% C

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Do you own or rent your home? *

		Likely Voters			Party			
		Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size		1,200	609	591	1,200	564	312	324
Own	Column %	74%	79% B	69%	74%	79% DE	68%	71%
Rent	Column %	26%	21%	31% A	26%	21%	32% C	29% C

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

Thinking about your religion, are you... *

	Likely Voters			Party			
	Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size	1,200	609	591	1,200	564	312	324
Protestant Column %	38%	46% B	29%	38%	49% DE	28%	27%
Roman Catholic Column %	10%	11%	9%	10%	10%	8%	11%
Mormon Column %	1%	1%	1%	1%	0%	3% CE	1%
Orthodox (e.g., Greek or Russian Orthodox) Column %	1%	1%	1%	1%	1%	0%	2%
Jewish Column %	0%	1%	0%	0%	0%	0%	1%
Muslim Column %	2%	2%	2%	2%	2%	3%	2%
Buddhist Column %	1%	1%	1%	1%	0%	1% C	2% C
Hindu Column %	0%	0%	0%	0%	0%	1%	0%
Atheist Column %	4%	4%	3%	4%	0%	10% CE	3% C
Agnostic Column %	5%	6%	4%	5%	3%	6% C	6%
Something else Column %	24%	17%	30% A	24%	22%	23%	27%
Nothing in particular Column %	15%	10%	19% A	15%	12%	18% C	18% C

* Denotes variable with statistically significant findings

 Significant difference within groups: ABCDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

		Likely Voters			Party			
		Total	Likely Voter A	Other B	Total	Republican C	Democrat D	Independent or Other E
Sample Size		453	281	172	453	278	86	89
Yes	Column %	66%	64%	69%	66%	74% DE	47%	58%
No	Column %	34%	36%	31%	34%	26%	53% C	42% C

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDE

Beacon Poll of Tennessee Registered Voters Aug. 15 to 26, 2026 MOE +/- 2.77%

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

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

 **Significant difference within groups: CDE**