Crosstabs (2026 Election)

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

November 4, 2026

Targoz Market Research®

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Capitalism generally relies on private ownership and markets to allocate goods and services, while socialism generally gives government or collective institutions a larger role in owning or controlling parts of the economy. Which statement comes closest to your view? * 10

Do you agree or disagree with the following statement: My local government (city, county, school district, etc.) spends property tax revenue wisely * 11

Tennessee does not currently have a statewide cap that sets a maximum property tax rate for all counties and municipalities. Which approach comes closest to your view? * 12

Should there be a limit on how much property taxes can increase each year in Tennessee, with voter approval required for any increase above that limit? * 13

Suppose your state legislator supported a statewide cap on local property tax increases. Would that make you more likely or less likely to vote for that legislator, or would it make no difference? * 14

In general, do you support or oppose the U.S. imposing tariffs on imported goods? * 15

Which of the following statements comes closer to your view of tariffs, even if neither is exactly right? * 16

How have tariffs on imported goods affected you or your family? * 17

Make America Healthy Again, or MAHA, is an agenda promoted by the Trump administration and U.S. Health and Human Services Secretary Robert F. Kennedy Jr. that focuses on reducing chronic disease, including through food, nutrition, environmental health, and health policy. Based on what you know, do you support or oppose MAHA? * 18

When it comes to reducing chronic disease and improving Americans' health, which statement best reflects your view of the government's role? * 19

Sugar-sweetened soda: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health effects? * 20

Candy: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health effects? * 21

Foods containing certain synthetic food dyes: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health effects? * 22

Foods made with seed oils: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health

* Denotes variable with statistically significant findings

effects? * 23
Foods made with chemically bleached flour: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health effects? * 24
Foods made with chemically bleached flour: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? * 25
Foods made with seed oils: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? * 26
Candy: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? * 27
Foods containing certain synthetic food dyes: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? * 28
Sugar-sweetened soda: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? * 29
Do you support or oppose requiring food manufacturers to clearly identify ingredients derived from major food allergens, such as soybeans, on food labels, even when those ingredients have been highly refined and are exempt from current federal allergen-labeling requirements? * 30
In general, do you agree or disagree with the practice of Tennessee using tax dollars or tax incentives to attract businesses to the state? * 31
A professional sports team stadium: Do you support or oppose Tennessee using state tax incentives for each of the following? * 32
A large, out-of-state corporation relocating to or expanding in Tennessee: Do you support or oppose Tennessee using state tax incentives for each of the following? * 33
A film or television production made in Tennessee: Do you support or oppose Tennessee using state tax incentives for each of the following? * 34
What is the main reason you oppose using tax incentives to attract businesses to Tennessee? * 35
Some Tennessee communities use automatic license plate reader cameras, including systems sold by Flock Safety, that photograph license plates and record the time and location of passing vehicles. Do you support or oppose the use of these cameras by law enforcement in your community? * 36
Locating stolen vehicles or missing people: Would you support or oppose law enforcement using license plate reader data for each of the following purposes? * 37
Investigating violent crimes after they occur: Would you support or oppose law enforcement using license plate reader data for each of the following purposes? * 38
Enforcing traffic or parking violations: Would you support or oppose law enforcement using license plate reader data for each of the following purposes? *

* Denotes variable with statistically significant findings

39
General patrol or monitoring without a specific investigation: Would you support or oppose law enforcement using license plate reader data for each of the following purposes? * 40
Should police be required to obtain a warrant before accessing historical location data from license plate reader systems to track where a vehicle has been over time? * 41
Should local law enforcement be allowed to share license plate reader data with other law enforcement agencies, including federal agencies such as ICE or the DEA? * 42
First-degree murder is the most serious murder charge. It generally applies to intentional killings planned in advance. Do you support or oppose the death penalty for individuals convicted of first-degree murder in Tennessee? * 43
Which of the following best reflects your main reason for opposing the death penalty? * 44
Which of the following best reflects your main reason for supporting the death penalty? * 45
Before taking this survey, were you aware that Tennessee recently attempted to carry out an execution that was halted after the lethal injection process did not result in the inmate's death? * 46
Has the recent failed execution attempt made you more supportive of the death penalty in Tennessee, less supportive, or has it not changed your view? * 47
Generally speaking, do you think of yourself as a...? * 48
Would you call yourself a strong Republican or not a very strong Republican? * 49
Would you call yourself a strong Democrat or not a very strong Democrat? * 50
Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or strictly independent? * 51
Who did you vote for in the 2024 Presidential election? * 52
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Which of the following is your favorite Dolly Parton song? * 55
Do you support or oppose renaming Nashville International Airport in honor of Dolly Parton? * 56
What is your favorite Thanksgiving dinner side dish? * 57
Age Group * 58
Thinking about your general approach to issues, do you consider yourself to be...? * 59
Which of the following are you? * 60

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How many infants and children under 18 years of age live in your household today? * 61
Which of the following best describes your race or ethnicity? * 62
Which of the following best describes your household's total income in 2025 BEFORE taxes? * 63
Which of the following best describes your current education level? * 64
What is your current marital status? * 65
Do you own or rent your home? * 66
Thinking about your religion, are you...? * 67
Would you describe yourself as a 'born-again' or evangelical Christian? * 69
Are you now employed full-time, part-time, self-employed, or not employed? * 70

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Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

		Final Governor Ballot						Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Satisfied Column %	48%	**75% BCDE**	**21%**	**46% B**	**32%**	**21%**	-	48%	**70% HI**	**21%**	**15%**	-
Very satisfied Column %	20%	**30% BC**	**11%**	**11%**	29%	7%	-	20%	**28% HI**	**11%**	**1%**	-
Somewhat satisfied Column %	28%	**45% BDE**	**10%**	**35% BD**	**3%**	**14%**	-	28%	**42% HI**	**11%**	**14%**	-
Somewhat dissatisfied Column %	18%	**19%**	**17%**	**18%**	**46% ABC**	22%	-	18%	**21% H**	**14%**	**33% H**	-
Very dissatisfied Column %	34%	**6%**	**63% ACD**	**36% A**	**21%**	**57% A**	-	34%	**10%**	**64% G**	**52% G**	-
Disatisfied Column %	52%	**25%**	**79% AC**	**54% A**	**68% A**	**79% A**	-	52%	**30%**	**78% G**	**85% G**	-
No opinion Column %	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-

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Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters 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? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Satisfied Column %	57%	**84% BCE**	**30%**	**55% B**	**72% B**	**38%**	-	57%	**79% HI**	**30%**	**43%**	-
Very satisfied Column %	25%	**41% BCE**	**9%**	**16% B**	**39% BC**	**8%**	-	25%	**37% HI**	**10%**	**3%**	-
Somewhat satisfied Column %	33%	**43% B**	**21%**	**39% B**	33%	30%	-	33%	**42% H**	**20%**	**40% H**	-
Somewhat dissatisfied Column %	21%	**10%**	**31% A**	**28% A**	9%	**34% A**	-	21%	**14%**	**29% G**	21%	-
Very dissatisfied Column %	21%	**6%**	**39% AC**	**18% A**	**18% A**	**29% A**	-	21%	**7%**	**40% G**	**36% G**	-
Disatisfied Column %	42%	**15%**	**70% ACD**	**45% A**	**28%**	**62% A**	-	42%	**20%**	**69% G**	**57% G**	-
No opinion Column %	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-

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

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Satisfied Column %	47%	**63% BCDE**	**34%**	**37%**	**35%**	**26%**	-	47%	**58% HI**	**34%**	**33%**	-
Very satisfied Column %	15%	**23% BCDE**	**9%**	**8%**	**0%**	**4%**	-	15%	**22% HI**	**8%**	**1%**	-
Somewhat satisfied Column %	32%	**40% BC**	**25%**	**29%**	35%	22%	-	32%	**37% H**	**26%**	32%	-
Somewhat dissatisfied Column %	20%	**14%**	**23% A**	**34% AB**	17%	24%	-	20%	**16%**	**25% G**	27%	-
Very dissatisfied Column %	22%	**10%**	**34% AC**	**12%**	**45% AC**	**34% AC**	-	22%	**13%**	**32% G**	**28% G**	-
Disatisfied Column %	42%	**25%**	**57% AC**	**46% A**	**62% A**	**59% A**	-	42%	**29%**	**57% G**	**54% G**	-
No opinion Column %	11%	**13% B**	**8%**	**17% B**	3%	15%	-	11%	**13% H**	**9%**	13%	-

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Do you approve or disapprove of the way Tennessee Governor Bill Lee is handling his job? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Approve Column %	56%	**87% BCDE**	**24%**	**55% B**	**47%**	**48% B**	-	56%	**82% HI**	**24%**	**53% H**	-
Strongly approve Column %	22%	**37% BCD**	**7%**	**19% B**	**5%**	**46% BCD**	-	22%	**35% HI**	**6%**	**14%**	-
Somewhat approve Column %	34%	**50% BCE**	**18%**	**35% BE**	**42% BE**	**2%**	-	34%	**46% H**	**18%**	**38% H**	-
Somewhat disapprove Column %	17%	**8%**	**26% A**	**23% A**	14%	16%	-	17%	**11%**	**25% G**	**25% G**	-
Strongly disapprove Column %	24%	**3%**	**46% AC**	**22% A**	**39% A**	**22% A**	-	24%	**6%**	**47% GI**	**21% G**	-
Disapprove Column %	41%	**11%**	**72% ACE**	**45% A**	**53% A**	**38% A**	-	41%	**17%**	**72% GI**	**46% G**	-
No opinion Column %	3%	**2%**	3%	**0%**	0%	**14% AC**	-	3%	**2%**	**4% G**	2%	-

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Capitalism generally relies on private ownership and markets to allocate goods and services, while socialism generally gives government or collective institutions a larger role in owning or controlling parts of the economy. Which statement comes closest to your view? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
I strongly prefer capitalism Column %	40%	**61% BCDE**	**20%**	**37% BD**	**3%**	**15%**	-	40%	**58% HI**	**19%**	**16%**	-
I somewhat prefer capitalism, but believe government should play a larger role in regulation and the social safety net than it does now Column %	26%	**23%**	**28% E**	**39% ABE**	**44% E**	**4%**	-	26%	24%	29%	28%	-
I somewhat prefer socialism, but believe private ownership and markets should still play an important role Column %	18%	**7%**	**31% AC**	**5%**	**13%**	**48% ACD**	-	18%	**7%**	**31% G**	**32% G**	-
I strongly prefer socialism Column %	5%	**2%**	**8% AC**	**0%**	0%	8%	-	5%	**2%**	**8% G**	4%	-
I'm not sure Column %	11%	**8%**	**12% A**	**18% A**	**40% AB**	**24% A**	-	11%	**9%**	**14% G**	19%	-

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Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Do you agree or disagree with the following statement: My local government (city, county, school district, etc.) spends property tax revenue wisely *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Agree Column %	43%	**54% BCD**	**33%**	**35%**	**19%**	31%	-	43%	**50% HI**	**34%**	**23%**	-
Strongly agree Column %	11%	**18% BC**	**6%**	**5%**	0%	3%	-	11%	**15% HI**	**6%**	**0%**	-
Somewhat agree Column %	32%	**36% B**	**28%**	31%	19%	28%	-	32%	**35% H**	**28%**	23%	-
Somewhat disagree Column %	31%	**22%**	**39% A**	**32% A**	33%	24%	-	31%	**25%**	**37% G**	41%	-
Strongly disagree Column %	18%	**14%**	**20% A**	**26% A**	**48% AB**	**38% A**	-	18%	**15%**	**22% G**	**33% G**	-
Disagree Column %	49%	**37%**	**59% A**	**58% A**	**81% A**	**62% A**	-	49%	**41%**	**59% G**	**74% G**	-
I'm not sure Column %	8%	9%	8%	7%	0%	7%	-	8%	9%	7%	3%	-

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Significant difference within groups: ABCDGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Tennessee does not currently have a statewide cap that sets a maximum property tax rate for all counties and municipalities. Which approach comes closest to your view? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
The state should establish a statewide cap on local property tax rates Column %	40%	**41% D**	**37% D**	**52% BD**	**14%**	35%	-	40%	**43% H**	**37%**	30%	-
The state should set some limits or requirements, while local governments retain flexibility over property tax rates Column %	31%	**27%**	**35% AC**	**22%**	**55% AC**	39%	-	31%	**26%**	**35% G**	**52% G**	-
Local governments should decide property tax rates without a statewide cap Column %	17%	19%	16%	13%	2%	12%	-	17%	18%	16%	5%	-
I'm not sure Column %	12%	12%	11%	14%	29%	14%	-	12%	13%	12%	12%	-

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Significant difference within groups: ABCDGH

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Should there be a limit on how much property taxes can increase each year in Tennessee, with voter approval required for any increase above that limit? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Yes Column %	91%	**91% DE**	**92% DE**	86%	**69%**	**76%**	-	91%	**92% I**	**90% I**	**58%**	-
No Column %	6%	**4%**	**5%**	**13% AB**	7%	**20% A**	-	6%	**5%**	**7%**	**21% GH**	-
I'm not sure Column %	4%	**4%**	**3%**	**1%**	**24% ABC**	4%	-	4%	**3%**	**3%**	**20% GH**	-

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Significant difference within groups: ABCDEGHI

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Suppose your state legislator supported a statewide cap on local property tax increases. Would that make you more likely or less likely to vote for that legislator, or would it make no difference? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
More likely Column %	68%	**75% BDE**	**61%**	**73% BD**	**45%**	**49%**	-	68%	**74% HI**	**61% I**	**40%**	-
Much more likely Column %	30%	**37% BC**	**24%**	**25%**	32%	27%	-	30%	**37% HI**	**22% I**	**3%**	-
Somewhat more likely Column %	38%	**38% D**	**38% D**	**47% D**	**13%**	22%	-	38%	38%	39%	37%	-
It would make no difference Column %	18%	**15% C**	**24% AC**	**5%**	**46% AC**	13%	-	18%	**14%**	**23% G**	**38% G**	-
Somewhat less likely Column %	4%	**1%**	**5% A**	**9% A**	3%	0%	-	4%	**2%**	**6% G**	0%	-
Much less likely Column %	2%	**1%**	**4% A**	3%	0%	0%	-	2%	2%	3%	1%	-
Less likely Column %	6%	**2%**	**8% A**	**12% A**	3%	0%	-	6%	**4%**	**9% G**	1%	-
I'm not sure Column %	8%	**8%**	**6%**	**10%**	**5%**	**38% ABCD**	-	8%	**8%**	**7%**	**21% GH**	-

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Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

In general, do you support or oppose the U.S. imposing tariffs on imported goods? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	51%	**81% BCDE**	**22%**	**42% B**	**41%**	**27%**	-	51%	**76% HI**	**19%**	**25%**	-
Strongly support Column %	22%	**38% BCE**	**6%**	**18% B**	**29% B**	**7%**	-	22%	**36% HI**	**5%**	**9%**	-
Somewhat support Column %	29%	**43% BCD**	**16%**	**24% B**	**12%**	20%	-	29%	**40% HI**	**15%**	**16%**	-
Somewhat oppose Column %	19%	**10%**	**24% A**	**34% AB**	**47% AB**	15%	-	19%	**14%**	**24% G**	**35% G**	-
Strongly oppose Column %	27%	**5%**	**51% ACD**	**18% A**	**12%**	**49% ACD**	-	27%	**5%**	**54% G**	**40% G**	-
Oppose Column %	45%	**15%**	**75% AC**	**52% A**	**59% A**	**64% A**	-	45%	**19%**	**78% G**	**75% G**	-
I'm not sure Column %	4%	4%	3%	5%	0%	8%	-	4%	5%	3%	0%	-

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Significant difference within groups: ABCDEGHI

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Which of the following statements comes closer to your view of tariffs, even if neither is exactly right? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Tariffs are a useful tool to protect American industries and jobs Column %	30%	**50% BCE**	**8%**	**29% B**	**61% BCE**	**12%**	-	30%	**46% H**	**9%**	**28% H**	-
Tariffs function like taxes on imported goods and raise prices for consumers Column %	37%	**19%**	**60% ACDE**	**31% A**	**10%**	**22%**	-	37%	**20%**	**60% GI**	**23%**	-
Both statements are equally true Column %	22%	**23%**	**20%**	**23%**	29%	**54% ABC**	-	22%	**24% H**	**19%**	**40% H**	-
Neither statement comes close to my view Column %	6%	**3%**	**9% A**	**12% A**	0%	5%	-	6%	**4%**	**9% G**	8%	-
I'm not sure Column %	4%	**5% B**	**3%**	5%	0%	7%	-	4%	**6% H**	**3%**	1%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Mostly negatively, such as through higher prices for everyday goods Column %	47%	**21%**	**73% ACDE**	**62% A**	**38%**	**41%**	-	47%	**26%**	**75% GI**	**48% G**	-
No noticeable impact Column %	26%	**43% BCD**	**12%**	**11%**	**5%**	27%	-	26%	**38% HI**	**11%**	**11%**	-
Mostly positively, such as through job protection or less competition from imported products Column %	11%	**15% B**	**6%**	**11% B**	**54% ABCE**	**4%**	-	11%	**14% H**	**7%**	**21% H**	-
A mix of positive and negative effects Column %	12%	**16% B**	**8%**	**14% B**	3%	23%	-	12%	**17% H**	**6%**	17%	-
I'm not sure Column %	3%	**5% BC**	**2%**	**1%**	0%	5%	-	3%	**5% H**	**1%**	3%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Make America Healthy Again, or MAHA, is an agenda promoted by the Trump administration and U.S. Health and Human Services Secretary Robert F. Kennedy Jr. that focuses on reducing chronic disease, including through food, nutrition, environmental health, and health policy. Based on what you know, do you support or oppose MAHA? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	58%	**87% BCDE**	**29%**	**52% B**	**58% B**	**42%**	-	58%	**83% HI**	**26%**	**44%**	-
Strongly support Column %	31%	**55% BC**	**9%**	**12%**	**51% BC**	**40% BC**	-	31%	**49% HI**	**8%**	**23% H**	-
Somewhat support Column %	27%	**33% BDE**	**20%**	**40% BDE**	**7%**	**3%**	-	27%	**34% H**	**18%**	21%	-
Neither support nor oppose Column %	11%	**6%**	**14% A**	**23% AB**	**32% AB**	14%	-	11%	**8%**	**16% G**	17%	-
Somewhat oppose Column %	8%	**1%**	**14% A**	**10% A**	**0%**	**34% ABCD**	-	8%	**2%**	**14% G**	**30% GH**	-
Strongly oppose Column %	19%	**2%**	**40% ACDE**	**7% A**	**10%**	**2%**	-	19%	**2%**	**41% GI**	**8%**	-
Oppose Column %	27%	**3%**	**54% ACD**	**18% A**	**10%**	**36% A**	-	27%	**4%**	**55% G**	**38% G**	-
I'm not sure Column %	4%	4%	**3%**	**8% B**	0%	7%	-	4%	5%	3%	1%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

When it comes to reducing chronic disease and improving Americans' health, which statement best reflects your view of the government's role? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Government should take the lead in reforming food, health, and scientific systems Column %	25%	26%	23%	27%	32%	19%	-	25%	**28% H**	**21%**	20%	-
Government, private industry, and individuals should share responsibility Column %	38%	**42% BCE**	**36% E**	**32% E**	18%	**5%**	-	38%	41%	36%	24%	-
Government should play a limited role, while private industry and individuals take the lead Column %	21%	19%	22%	20%	38%	36%	-	21%	**18%**	**24% G**	29%	-
Government should not play a role in directing these changes Column %	11%	**6%**	**14% A**	**14% A**	**7%**	**33% ABD**	-	11%	**7%**	**15% G**	**21% G**	-
I'm not sure Column %	6%	7%	4%	7%	5%	7%	-	6%	7%	4%	5%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Sugar-sweetened soda: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health effects? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	37%	**45% BCD**	**30%**	**32%**	**14%**	**46% D**	-	37%	**43% H**	**30%**	32%	-
Strongly support Column %	17%	**26% BCD**	**9%**	**14%**	**5%**	9%	-	17%	**25% HI**	**8%**	**6%**	-
Somewhat support Column %	20%	19%	21%	18%	8%	37%	-	20%	18%	22%	26%	-
Somewhat oppose Column %	26%	**20%**	**30% A**	**40% A**	25%	27%	-	26%	**23%**	**31% G**	35%	-
Strongly oppose Column %	31%	**29%**	**34% C**	**23%**	**62% ABC**	26%	-	31%	29%	34%	31%	-
Oppose Column %	58%	**49%**	**65% A**	**63% A**	**86% ABCE**	**54%**	-	58%	**52%**	**65% G**	67%	-
I'm not sure Column %	5%	6%	5%	5%	0%	0%	-	5%	5%	5%	1%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Candy: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health effects? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	30%	**36% BC**	**25%**	**20%**	37%	15%	-	30%	**35% H**	**23%**	31%	-
Strongly support Column %	14%	**18% B**	**11%**	16%	5%	12%	-	14%	**18% H**	**10%**	8%	-
Somewhat support Column %	15%	**18% C**	**14% C**	**4%**	**33% BC**	3%	-	15%	**17% H**	**13%**	23%	-
Somewhat oppose Column %	27%	28%	27%	26%	37%	9%	-	27%	27%	28%	19%	-
Strongly oppose Column %	39%	**29%**	**47% A**	**54% AD**	**25%**	**69% AD**	-	39%	**33%**	**47% G**	48%	-
Oppose Column %	66%	**57%**	**73% A**	**80% A**	63%	78%	-	66%	**60%**	**75% G**	67%	-
I'm not sure Column %	4%	**7% BC**	**2%**	**0%**	0%	7%	-	4%	**5% H**	**2%**	3%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Foods containing certain synthetic food dyes: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health effects? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	61%	**68% BC**	**56%**	**48%**	48%	51%	-	61%	**66% H**	**54%**	49%	-
Strongly support Column %	34%	**43% BC**	**26%**	**25%**	29%	43%	-	34%	**41% H**	**25%**	36%	-
Somewhat support Column %	27%	26%	30%	23%	18%	8%	-	27%	25%	29%	13%	-
Somewhat oppose Column %	17%	**12%**	**20% A**	**34% ABE**	**39% AE**	**0%**	-	17%	**14%**	**21% G**	**29% G**	-
Strongly oppose Column %	18%	**16%**	**20%**	**15%**	14%	**42% ABC**	-	18%	**16%**	**20% G**	22%	-
Oppose Column %	35%	**28%**	**40% A**	**48% A**	**52% A**	42%	-	35%	**29%**	**42% G**	**51% G**	-
I'm not sure Column %	4%	4%	4%	4%	0%	7%	-	4%	4%	4%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCEGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Foods made with seed oils: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health effects? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	39%	**45% BC**	**34%**	**33%**	48%	22%	-	39%	**44% H**	**34%**	27%	-
Strongly support Column %	18%	**25% BC**	**11%**	**11%**	29%	11%	-	18%	**24% HI**	**10%**	**2%**	-
Somewhat support Column %	22%	20%	24%	22%	19%	11%	-	22%	20%	24%	25%	-
Somewhat oppose Column %	25%	**24%**	**23%**	**44% AB**	27%	21%	-	25%	26%	23%	29%	-
Strongly oppose Column %	23%	**18%**	**31% AC**	**12%**	25%	29%	-	23%	**17%**	**30% G**	27%	-
Oppose Column %	48%	**41%**	**54% A**	**55% A**	52%	50%	-	48%	**43%**	**54% G**	56%	-
I'm not sure Column %	13%	13%	12%	12%	0%	28%	-	13%	13%	12%	18%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Foods made with chemically bleached flour: Do you support or oppose government having the authority to ban the sale of each of the following because of potential health effects? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	57%	**64% BC**	**53% C**	**34%**	**79% BC**	**71% C**	-	57%	**62% H**	**50%**	61%	-
Strongly support Column %	29%	**35% BC**	**25% C**	**12%**	**39% C**	**33% C**	-	29%	**33% H**	**24%**	20%	-
Somewhat support Column %	28%	29%	28%	21%	40%	38%	-	28%	29%	27%	41%	-
Somewhat oppose Column %	19%	**18%**	**18%**	**37% ABDE**	**3%**	**0%**	-	19%	20%	19%	11%	-
Strongly oppose Column %	19%	**12%**	**23% A**	**25% A**	15%	27%	-	19%	**13%**	**25% G**	26%	-
Oppose Column %	38%	**30%**	**41% A**	**63% ABDE**	**18%**	**27%**	-	38%	**33%**	**43% G**	38%	-
I'm not sure Column %	6%	6%	6%	4%	3%	2%	-	6%	5%	6%	2%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Foods made with chemically bleached flour: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	48%	**57% BC**	**42% C**	**31%**	40%	38%	-	48%	**52% H**	**42%**	45%	-
Strongly support Column %	24%	**33% BCDE**	**17%**	**13%**	**0%**	**13%**	-	24%	**30% HI**	**17%**	**12%**	-
Somewhat support Column %	24%	24%	25%	18%	40%	26%	-	24%	23%	25%	32%	-
Somewhat oppose Column %	21%	**19%**	**21%**	**31% AB**	21%	35%	-	21%	22%	19%	34%	-
Strongly oppose Column %	22%	**13%**	**30% A**	**26% A**	**39% A**	14%	-	22%	**14%**	**32% G**	14%	-
Oppose Column %	43%	**32%**	**51% A**	**57% A**	**60% A**	49%	-	43%	**36%**	**51% G**	48%	-
I'm not sure Column %	9%	**11% B**	**7%**	12%	0%	13%	-	9%	**11% H**	**7%**	7%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Foods made with seed oils: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	42%	**51% BC**	**37%**	**30%**	26%	35%	-	42%	**47% H**	**37%**	43%	-
Strongly support Column %	20%	**29% BD**	**12%**	**19% B**	**0%**	24%	-	20%	**27% H**	**12%**	12%	-
Somewhat support Column %	22%	**22% C**	**25% C**	**11%**	26%	11%	-	22%	**20%**	**25% G**	31%	-
Somewhat oppose Column %	23%	**19%**	**25% A**	**33% A**	32%	20%	-	23%	23%	23%	22%	-
Strongly oppose Column %	20%	**12%**	**27% A**	**23% A**	**38% A**	22%	-	20%	**13%**	**29% G**	21%	-
Oppose Column %	43%	**31%**	**52% A**	**56% A**	**71% A**	42%	-	43%	**36%**	**52% G**	42%	-
I'm not sure Column %	15%	**18% B**	**11%**	14%	3%	23%	-	15%	**17% H**	**11%**	14%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Candy: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	50%	**62% BCD**	**40%**	**38%**	**21%**	50%	-	50%	**57% HI**	**42%**	**28%**	-
Strongly support Column %	28%	**40% BC**	**18%**	**21%**	17%	23%	-	28%	**37% HI**	**17%**	**10%**	-
Somewhat support Column %	22%	**22% D**	**23% D**	17%	**4%**	28%	-	22%	20%	24%	18%	-
Somewhat oppose Column %	19%	**16%**	**22% A**	**24% A**	**37% A**	21%	-	19%	**18%**	**20%**	**47% GH**	-
Strongly oppose Column %	26%	**17%**	**34% A**	**34% A**	**42% A**	29%	-	26%	**20%**	**34% G**	25%	-
Oppose Column %	45%	**33%**	**55% A**	**58% A**	**79% A**	50%	-	45%	**38%**	**54% G**	**72% G**	-
I'm not sure Column %	5%	5%	5%	4%	0%	0%	-	5%	5%	4%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Foods containing certain synthetic food dyes: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	51%	**60% BCD**	**46% C**	**32%**	**25%**	**72% CD**	-	51%	**56% H**	**45%**	53%	-
Strongly support Column %	27%	**33% BCD**	**22% D**	**22%**	**0%**	**64% ABCD**	-	27%	**33% H**	**20%**	32%	-
Somewhat support Column %	24%	**26% C**	**24% C**	**10%**	25%	8%	-	24%	23%	26%	21%	-
Somewhat oppose Column %	20%	**18%**	**19%**	**36% ABE**	21%	**3%**	-	20%	21%	18%	26%	-
Strongly oppose Column %	22%	**15%**	**28% A**	**24% A**	**45% A**	18%	-	22%	**15%**	**31% G**	16%	-
Oppose Column %	42%	**32%**	**48% AE**	**60% ABE**	**67% A**	**20%**	-	42%	**36%**	**49% G**	42%	-
I'm not sure Column %	7%	8%	6%	8%	8%	7%	-	7%	8%	6%	5%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Sugar-sweetened soda: What about people receiving benefits through public assistance programs? Do you support or oppose prohibiting those benefits from being used to purchase each of the following? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	53%	**64% BCD**	**45% D**	**47% D**	**7%**	**55% D**	-	53%	**60% HI**	**46%**	**38%**	-
Strongly support Column %	26%	**38% BCD**	**15%**	**26% BD**	**2%**	21%	-	26%	**35% H**	**15%**	17%	-
Somewhat support Column %	27%	**26% D**	**29% D**	20%	**5%**	**34% D**	-	27%	**25%**	**30% G**	21%	-
Somewhat oppose Column %	20%	**18%**	**21% E**	**27% AE**	**45% ABE**	**2%**	-	20%	20%	21%	28%	-
Strongly oppose Column %	22%	**13%**	**30% A**	**22% A**	**47% AC**	20%	-	22%	**15%**	**30% G**	22%	-
Oppose Column %	42%	**31%**	**51% AE**	**49% A**	**93% ABCE**	**22%**	-	42%	**35%**	**51% G**	51%	-
I'm not sure Column %	5%	**5%**	**4%**	5%	0%	**23% AB**	-	5%	5%	4%	12%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Do you support or oppose requiring food manufacturers to clearly identify ingredients derived from major food allergens, such as soybeans, on food labels, even when those ingredients have been highly refined and are exempt from current federal allergen-labeling requirements? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	83%	**86% C**	**84% C**	**65%**	93%	74%	-	83%	82%	85%	79%	-
Strongly support Column %	59%	**59% C**	**63% C**	**37%**	49%	57%	-	59%	58%	61%	48%	-
Somewhat support Column %	24%	**26% B**	**21%**	28%	**43% B**	17%	-	24%	24%	24%	31%	-
Somewhat oppose Column %	8%	**6%**	**7%**	**24% AB**	3%	7%	-	8%	9%	7%	9%	-
Strongly oppose Column %	4%	**4%**	**4%**	7%	4%	**19% AB**	-	4%	4%	5%	12%	-
Oppose Column %	12%	**10%**	**11%**	**31% AB**	7%	26%	-	12%	13%	11%	20%	-
I'm not sure Column %	4%	4%	5%	4%	0%	0%	-	4%	5%	4%	1%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABC

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

In general, do you agree or disagree with the practice of Tennessee using tax dollars or tax incentives to attract businesses to the state? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Agree Column %	49%	**65% BCDE**	**35%**	**42%**	**38%**	**25%**	-	49%	**61% HI**	**36% I**	**17%**	-
Strongly agree Column %	16%	**26% BCD**	**8%**	**11%**	**0%**	8%	-	16%	**23% HI**	**9%**	**3%**	-
Somewhat agree Column %	33%	**39% B**	**27%**	31%	38%	17%	-	33%	**38% HI**	**27%**	**13%**	-
Somewhat disagree Column %	16%	**7%**	**23% A**	**32% AB**	**44% A**	8%	-	16%	**11%**	**22% G**	**29% G**	-
Strongly disagree Column %	14%	**11%**	**16% A**	**19% A**	4%	21%	-	14%	12%	15%	23%	-
Disagree Column %	30%	**17%**	**38% A**	**52% AB**	**48% A**	28%	-	30%	**24%**	**37% G**	**52% G**	-
It depends on the project Column %	16%	**13% C**	**22% AC**	**4%**	15%	**39% AC**	-	16%	**11%**	**22% G**	**28% G**	-
I'm not sure Column %	5%	**5% C**	4%	**2%**	0%	7%	-	5%	5%	5%	3%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

A professional sports team stadium: Do you support or oppose Tennessee using state tax incentives for each of the following? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	40%	**45% BCD**	**37%**	**30%**	**19%**	28%	-	40%	**42% I**	**38% I**	**15%**	-
Strongly support Column %	15%	**19% BC**	**11%**	**9%**	14%	28%	-	15%	**18% HI**	**11%**	**0%**	-
Somewhat support Column %	25%	**26% DE**	**26% DE**	21%	**5%**	**0%**	-	25%	24%	27%	14%	-
Somewhat oppose Column %	24%	**24% D**	**24% D**	**31% D**	**5%**	9%	-	24%	25%	24%	10%	-
Strongly oppose Column %	32%	**26%**	**36% A**	**37% A**	**73% ABC**	**55% A**	-	32%	**29%**	**34%**	**70% GH**	-
Oppose Column %	56%	**50%**	**59% A**	**68% A**	78%	64%	-	56%	**54%**	**58%**	**80% GH**	-
I'm not sure Column %	4%	5%	3%	2%	3%	7%	-	4%	4%	4%	6%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

A large, out-of-state corporation relocating to or expanding in Tennessee: Do you support or oppose Tennessee using state tax incentives for each of the following? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	56%	**69% BC**	**46%**	**40%**	45%	54%	-	56%	**65% HI**	**45%**	**37%**	-
Strongly support Column %	21%	**26% BC**	**16%**	**12%**	**34% C**	25%	-	21%	**26% H**	**14%**	12%	-
Somewhat support Column %	35%	**42% BCD**	**31%**	**28%**	**10%**	29%	-	35%	**39% H**	**31%**	25%	-
Somewhat oppose Column %	21%	**16%**	**24% A**	**30% A**	28%	8%	-	21%	**18%**	**24% G**	33%	-
Strongly oppose Column %	17%	**8%**	**25% AD**	**25% AD**	**6%**	**26% A**	-	17%	**10%**	**26% G**	17%	-
Oppose Column %	38%	**24%**	**49% A**	**55% A**	34%	35%	-	38%	**28%**	**50% G**	**50% G**	-
I'm not sure Column %	6%	7%	**4%**	**5%**	**21% BC**	11%	-	6%	7%	5%	13%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

A film or television production made in Tennessee: Do you support or oppose Tennessee using state tax incentives for each of the following? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	53%	**60% BCE**	**50% CE**	**34%**	53%	**20%**	-	53%	**56% HI**	**50% I**	**27%**	-
Strongly support Column %	19%	**25% BC**	**14%**	**14%**	**34% B**	12%	-	19%	**23% HI**	**14%**	**6%**	-
Somewhat support Column %	34%	**36% CE**	**37% CE**	**20%**	19%	**8%**	-	34%	33%	36%	21%	-
Somewhat oppose Column %	18%	**15%**	**19%**	**25% A**	**40% AB**	26%	-	18%	**16%**	**20% G**	27%	-
Strongly oppose Column %	21%	**16%**	**23% AD**	**34% ABD**	**4%**	**47% ABD**	-	21%	**20%**	**22%**	**41% GH**	-
Oppose Column %	39%	**32%**	**42% A**	**59% AB**	44%	**73% AB**	-	39%	**36%**	**42% G**	**68% GH**	-
I'm not sure Column %	8%	8%	8%	7%	3%	7%	-	8%	8%	8%	4%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

What is the main reason you oppose using tax incentives to attract businesses to Tennessee? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	255	66	133	33	5	7	11	255	86	133	18	18
It is not an appropriate role of government Column %	6%	**3%**	**7%**	**5%**	**45% ABC**	6%	-	6%	**3%**	**7%**	**39% GH**	-
Government should not choose which businesses receive financial advantages Column %	26%	**39% BC**	**26% C**	**4%**	21%	0%	-	26%	**32% H**	**21%**	15%	-
Large businesses already receive enough tax advantages Column %	37%	**23%**	**40% A**	**47% A**	34%	**72% A**	-	37%	**29%**	**44% G**	34%	-
Tax dollars should not support companies whose political or social values I disagree with Column %	11%	8%	13%	9%	0%	0%	-	11%	7%	14%	0%	-
These incentives do not provide enough economic benefits to taxpayers Column %	17%	**23% B**	**13%**	24%	0%	9%	-	17%	**23% H**	**12%**	12%	-
Something else: (Please specify) Column %	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-
I'm not sure Column %	3%	**4% B**	**1%**	**11% B**	0%	13%	-	3%	5%	2%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Some Tennessee communities use automatic license plate reader cameras, including systems sold by Flock Safety, that photograph license plates and record the time and location of passing vehicles. Do you support or oppose the use of these cameras by law enforcement in your community? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	42%	**55% BC**	**32%**	**32%**	39%	34%	-	42%	**51% H**	**31%**	**55% H**	-
Strongly support Column %	19%	**25% BD**	**13%**	18%	**0%**	24%	-	19%	**24% H**	**13%**	17%	-
Somewhat support Column %	23%	**30% BC**	**19%**	**14%**	**39% C**	11%	-	23%	**27% H**	**18%**	**38% H**	-
Somewhat oppose Column %	15%	**12%**	**19% AC**	**8%**	7%	15%	-	15%	**11%**	**20% G**	9%	-
Strongly oppose Column %	39%	**29%**	**45% A**	**53% A**	51%	51%	-	39%	**33%**	**46% G**	30%	-
Oppose Column %	54%	**41%**	**64% A**	**61% A**	58%	66%	-	54%	**45%**	**66% GI**	**39%**	-
I'm not sure Column %	4%	4%	4%	6%	3%	0%	-	4%	4%	3%	6%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Locating stolen vehicles or missing people: Would you support or oppose law enforcement using license plate reader data for each of the following purposes? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	80%	**87% BCDE**	**75%**	**67%**	**68%**	**64%**	-	80%	**85% HI**	**75% I**	**47%**	-
Strongly support Column %	47%	**53% BC**	**43%**	**38%**	58%	47%	-	47%	**52% H**	**42%**	32%	-
Somewhat support Column %	32%	**34% D**	32%	29%	**10%**	17%	-	32%	33%	33%	14%	-
Somewhat oppose Column %	8%	7%	9%	**5%**	**21% C**	4%	-	8%	**6%**	**9% G**	**21% G**	-
Strongly oppose Column %	10%	**4%**	**13% A**	**24% AB**	11%	**32% AB**	-	10%	**8%**	**13% G**	**30% GH**	-
Oppose Column %	18%	**11%**	**22% A**	**29% A**	**32% A**	**36% A**	-	18%	**13%**	**22% G**	**51% GH**	-
I'm not sure Column %	2%	2%	3%	4%	0%	0%	-	2%	2%	3%	3%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Investigating violent crimes after they occur: Would you support or oppose law enforcement using license plate reader data for each of the following purposes? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	78%	**81% BC**	**76% C**	**65%**	71%	80%	-	78%	**80% I**	76%	**63%**	-
Strongly support Column %	47%	**54% BC**	**41%**	**39%**	48%	41%	-	47%	**53% H**	**38%**	39%	-
Somewhat support Column %	31%	**27%**	**36% AC**	**26%**	24%	39%	-	31%	**26%**	**37% G**	24%	-
Somewhat oppose Column %	9%	**6%**	**10% A**	**18% AB**	21%	0%	-	9%	**7%**	**11% G**	20%	-
Strongly oppose Column %	10%	11%	9%	13%	7%	20%	-	10%	11%	9%	17%	-
Oppose Column %	20%	**17%**	**19%**	**31% AB**	29%	20%	-	20%	**19%**	**20%**	**37% GH**	-
I'm not sure Column %	3%	**1%**	**4% A**	4%	0%	0%	-	3%	**2%**	**4% G**	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Enforcing traffic or parking violations: Would you support or oppose law enforcement using license plate reader data for each of the following purposes? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	44%	**53% BC**	**37%**	**33%**	47%	26%	-	44%	**48% H**	**39%**	40%	-
Strongly support Column %	19%	**24% BC**	**14%**	**12%**	**39% BC**	25%	-	19%	**23% H**	**14%**	22%	-
Somewhat support Column %	25%	**29% BE**	**23% E**	21%	7%	**1%**	-	25%	25%	25%	18%	-
Somewhat oppose Column %	18%	**15%**	**22% AC**	**12%**	**31% C**	12%	-	18%	**15%**	**22% G**	18%	-
Strongly oppose Column %	32%	**26%**	**35% A**	**51% ABD**	**17%**	**59% AD**	-	32%	30%	34%	43%	-
Oppose Column %	50%	**40%**	**58% A**	**63% A**	48%	**71% A**	-	50%	**45%**	**57% G**	60%	-
I'm not sure Column %	6%	7%	5%	4%	5%	3%	-	6%	7%	4%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

General patrol or monitoring without a specific investigation: Would you support or oppose law enforcement using license plate reader data for each of the following purposes? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	33%	**44% BC**	**23%**	**25%**	**45% B**	29%	-	33%	**41% H**	**23%**	30%	-
Strongly support Column %	15%	**22% BC**	**8%**	**10%**	**29% B**	18%	-	15%	**21% H**	**7%**	10%	-
Somewhat support Column %	18%	**21% B**	**15%**	15%	16%	12%	-	18%	**20% H**	**15%**	20%	-
Somewhat oppose Column %	21%	22%	20%	20%	40%	11%	-	21%	21%	20%	27%	-
Strongly oppose Column %	43%	**32%**	**54% AD**	**50% AD**	**12%**	44%	-	43%	**35%**	**54% GI**	**31%**	-
Oppose Column %	64%	**54%**	**75% A**	**70% A**	52%	55%	-	64%	**56%**	**75% G**	57%	-
I'm not sure Column %	3%	3%	3%	6%	3%	15%	-	3%	**3%**	**3%**	**13% GH**	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Should police be required to obtain a warrant before accessing historical location data from license plate reader systems to track where a vehicle has been over time? *

		Final Governor Ballot						Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Yes, a warrant should be required Column %	72%	**60% D**	**87% ACD**	**68% D**	**31%**	79%	-	72%	**63%**	**86% GI**	**52%**	-
No, a warrant should not be required Column %	16%	**22% BE**	**7%**	**23% BE**	**61% ABCE**	**2%**	-	16%	**21% H**	**8%**	**34% H**	-
I'm not sure Column %	12%	**17% BC**	**6%**	**9%**	8%	19%	-	12%	**16% H**	**6%**	14%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Should local law enforcement be allowed to share license plate reader data with other law enforcement agencies, including federal agencies such as ICE or the DEA? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Yes, they should be allowed to share the data without a warrant or court order Column %	29%	**44% BC**	**14%**	**19%**	**50% BC**	23%	-	29%	**42% H**	**13%**	23%	-
They should be allowed to share the data but only with a warrant or court order Column %	41%	**39%**	**40%**	**53% AB**	38%	31%	-	41%	41%	40%	43%	-
No, they should not be allowed to share the data Column %	25%	**10%**	**42% ACD**	**21% A**	**12%**	**30% A**	-	25%	**11%**	**43% G**	**25% G**	-
I'm not sure Column %	5%	6%	4%	7%	0%	15%	-	5%	**7% H**	**4%**	10%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

First-degree murder is the most serious murder charge. It generally applies to intentional killings planned in advance. Do you support or oppose the death penalty for individuals convicted of first-degree murder in Tennessee? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	72%	**87% BCE**	**56%**	**72% B**	76%	**65%**	-	72%	**84% H**	**56%**	**77% H**	-
Strongly support Column %	46%	**61% BC**	**30%**	**41% B**	39%	**56% B**	-	46%	**59% H**	**28%**	**50% H**	-
Somewhat support Column %	26%	25%	26%	31%	37%	9%	-	26%	25%	28%	27%	-
Somewhat oppose Column %	10%	**5%**	**15% A**	**14% A**	10%	3%	-	10%	**7%**	**15% G**	4%	-
Strongly oppose Column %	12%	**4%**	**22% AC**	**10% A**	10%	11%	-	12%	**5%**	**22% G**	5%	-
Oppose Column %	23%	**10%**	**36% AC**	**24% A**	21%	15%	-	23%	**12%**	**37% GI**	**9%**	-
I'm not sure Column %	6%	**3%**	**8% A**	**4%**	3%	**21% AC**	-	6%	**4%**	**7% G**	13%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Which of the following best reflects your main reason for opposing the death penalty? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	202	32	135	18	6	4	7	202	37	147	6	12
Moral or religious objections to capital punishment itself Column %	21%	17%	22%	22%	16%	16%	-	21%	16%	23%	13%	-
The risk of executing an innocent person Column %	24%	**36% C**	**24% C**	**0%**	0%	0%	-	24%	26%	23%	0%	-
Concerns about whether the death penalty is applied fairly, including differences in mental illness, circumstances, or sentences received by co-defendants Column %	20%	**12%**	**17%**	**56% AB**	50%	22%	-	20%	26%	18%	9%	-
I do not believe the death penalty deters crime Column %	19%	**19%**	**19%**	**17%**	34%	**61% ABC**	-	19%	**16%**	**20%**	**78% GH**	-
The financial cost of death penalty cases is too high Column %	5%	4%	6%	0%	0%	0%	-	5%	3%	5%	0%	-
Something else: (Please specify) Column %	7%	**0%**	**9% A**	0%	0%	0%	-	7%	5%	7%	0%	-
I'm not sure Column %	5%	**12% B**	**3%**	4%	0%	0%	-	5%	8%	4%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Which of the following best reflects your main reason for supporting the death penalty? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	620	327	194	60	8	9	22	620	353	210	27	30
Some crimes are severe enough that death is the appropriate punishment Column %	35%	**30%**	**44% ACD**	**29%**	**10%**	39%	-	35%	**29%**	**45% G**	28%	-
It provides justice for victims and their families Column %	21%	**24% C**	**20% C**	**10%**	0%	3%	-	21%	22%	18%	19%	-
It helps deter others from committing murder Column %	13%	**17% BC**	**11% C**	**3%**	0%	13%	-	13%	**15% H**	**10%**	0%	-
It ensures that dangerous offenders can never harm anyone again Column %	30%	**28%**	**24%**	**53% AB**	**90% ABC**	45%	-	30%	31%	**25%**	**50% H**	-
Something else: (Please specify) Column %	1%	**2% B**	**0%**	**3% B**	0%	0%	-	1%	1%	1%	4%	-
I'm not sure Column %	0%	**0%**	**0%**	**3% AB**	0%	0%	-	0%	0%	1%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Before taking this survey, were you aware that Tennessee recently attempted to carry out an execution that was halted after the lethal injection process did not result in the inmate's death? *

		Final Governor Ballot						Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Yes Column %	84%	**82%**	**88% ADE**	84%	**67%**	**69%**	-	84%	**84% I**	**85% I**	**62%**	-
No Column %	11%	**11%**	**10%**	**9%**	**33% ABC**	20%	-	11%	**9%**	**12%**	**34% GH**	-
I'm not sure Column %	5%	**7% B**	**2%**	**7% B**	0%	11%	-	5%	**7% H**	**3%**	4%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Has the recent failed execution attempt made you more supportive of the death penalty in Tennessee, less supportive, or has it not changed your view? *

		Final Governor Ballot						Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
More supportive Column %	25%	**33% B**	**15%**	**28% B**	33%	**53% BC**	-	25%	**33% H**	**15%**	**32% H**	-
Much more supportive Column %	15%	**20% B**	**9%**	**16% B**	**29% B**	**35% B**	-	15%	**21% H**	**8%**	19%	-
Somewhat more supportive Column %	10%	**13% B**	**6%**	**11% B**	4%	18%	-	10%	**12% H**	**6%**	13%	-
It has not changed my view Column %	46%	**48% E**	**45% E**	**51% E**	44%	**13%**	-	46%	48%	45%	44%	-
Somewhat less supportive Column %	13%	**10%**	**15% A**	15%	11%	3%	-	13%	**11%**	**16% G**	7%	-
Much less supportive Column %	13%	**6%**	**23% AC**	**2%**	12%	11%	-	13%	**5%**	**23% GI**	**3%**	-
Less supportive Column %	26%	**16%**	**38% AC**	**18%**	23%	14%	-	26%	**16%**	**39% GI**	**11%**	-
I'm not sure Column %	3%	**3%**	**2%**	**4%**	0%	**21% ABC**	-	3%	3%	**2%**	**13% H**	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Democrat Column %	33%	**6%**	**69% ACDE**	**6%**	**3%**	**19%**	-	33%	**6%**	**69% GI**	**13%**	-
Independent Column %	19%	**9%**	**25% A**	**30% A**	**59% ABC**	**32% A**	-	19%	**12%**	**25% G**	**58% GH**	-
Republican Column %	47%	**83% BCDE**	**6%**	**63% B**	**38% B**	**50% B**	-	47%	**81% HI**	**5%**	**29% H**	-
Something else: (Please specify) Column %	1%	1%	1%	1%	0%	0%	-	1%	1%	1%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Would you call yourself a strong Republican or not a very strong Republican? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	383	308	20	33	4	4	14	383	337	25	7	14
Strong Republican Column %	78%	**82% BC**	**45%**	**67% B**	76%	69%	-	78%	**80% H**	**48%**	48%	-
Not a very strong Republican Column %	22%	**18%**	**55% AC**	**33% A**	24%	31%	-	22%	**20%**	**52% G**	52%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Would you call yourself a strong Democrat or not a very strong Democrat? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	284	18	243	10	2	4	7	284	9	255	8	12
Strong Democrat Column %	70%	**15%**	**76% A**	51%	0%	32%	-	70%	**25%**	**75% GI**	**22%**	-
Not a very strong Democrat Column %	30%	**85% B**	**24%**	49%	100%	68%	-	30%	**75% H**	**25%**	**78% H**	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or strictly independent? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	216	52	94	37	9	7	17	216	62	106	20	28
Closer to the Republican Party Column %	26%	**70% BCD**	**8%**	**22% B**	**0%**	55%	-	26%	**56% HI**	**6%**	**26%**	-
Closer to the Democratic Party Column %	38%	**8%**	**56% ACE**	**23%**	**47% A**	**0%**	-	38%	**12%**	**55% G**	**38% G**	-
Strictly independent Column %	36%	**22%**	**36%**	**55% AB**	**53% A**	45%	-	36%	32%	39%	36%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Who did you vote for in the 2024 Presidential election? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Kamala Harris Column %	36%	**6%**	**71% ACDE**	**14% A**	**25% A**	**38% AC**	-	36%	**7%**	**72% GI**	**43% G**	-
Donald Trump Column %	55%	**92% BCDE**	**14%**	**66% B**	**62% B**	**50% B**	-	55%	**88% HI**	**13%**	**47% H**	-
Someone else Column %	3%	**1%**	**2%**	**13% AB**	13%	3%	-	3%	3%	2%	9%	-
I did not vote Column %	6%	**0%**	**12% A**	**7% A**	0%	10%	-	6%	**2%**	**12% G**	2%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Final Governor Ballot *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Marsha Blackburn, the Republican candidate Column %	46%	**100% BCDE**	**0%**	**0%**	**0%**	**0%**	-	46%	**80% HI**	**3%**	**8%**	-
Jerri Green, the Democratic candidate Column %	43%	**0%**	**100% ACDE**	**0%**	**0%**	**0%**	-	43%	**7%**	**91% GI**	**19%**	-
David Hatley, the Independent candidate Column %	9%	**0%**	**0%**	**100% ABDE**	**0%**	**0%**	-	9%	**12% H**	**5%**	14%	-
Lauren Pinkston, the Independent candidate Column %	1%	**0%**	**0%**	**0%**	**100% ABCE**	**0%**	-	1%	**1%**	**1%**	**24% GH**	-
Someone else Column %	1%	**0%**	**0%**	**0%**	**0%**	**100% ABCD**	-	1%	**1%**	**1%**	**34% GH**	-
I'm not sure / Would not vote Column %	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Final Senate Ballot *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Bill Hagerty, the Republican candidate Column %	55%	**96% BCDE**	**9%**	**75% BDE**	**34% B**	**28% B**	-	55%	**100% HI**	**0%**	**0%**	-
Marquita Bradshaw, the Democratic candidate Column %	43%	**3%**	**91% ACDE**	**22% A**	**26% A**	**19% A**	-	43%	**0%**	**100% GI**	**0%**	-
Someone else Column %	2%	**0%**	**1%**	**3% A**	**40% ABC**	**52% ABC**	-	2%	**0%**	**0%**	**100% GH**	-
I'm not sure / Would not vote Column %	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Which of the following is your favorite Dolly Parton song? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Jolene Column %	21%	**21%**	23%	**15%**	7%	**42% AC**	-	21%	19%	23%	28%	-
9 to 5 Column %	16%	**13%**	**20% A**	13%	6%	3%	-	16%	**13%**	**19% G**	18%	-
I Will Always Love You Column %	29%	**30% E**	29%	27%	16%	**9%**	-	29%	**30% I**	28%	**10%**	-
Coat of Many Colors Column %	9%	**10% B**	**6%**	**16% B**	0%	**28% B**	-	9%	**12% H**	**5%**	6%	-
Islands in the Stream Column %	8%	**11% BC**	**4%**	**4%**	**42% ABCE**	**0%**	-	8%	**10% H**	**4%**	7%	-
Here You Come Again Column %	6%	**4%**	**7% A**	**5%**	**21% AC**	0%	-	6%	**4%**	**8% G**	14%	-
Another song: (Please specify) Column %	2%	2%	2%	0%	3%	0%	-	2%	1%	2%	3%	-
I do not have a favorite Dolly Parton song Column %	10%	**9%**	**9%**	**20% AB**	5%	17%	-	10%	10%	10%	14%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Do you support or oppose renaming Nashville International Airport in honor of Dolly Parton? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Support Column %	81%	**75% DE**	**90% ACDE**	**79% DE**	**51%**	**48%**	-	81%	**78% I**	**87% GI**	**57%**	-
Strongly support Column %	58%	**51%**	**68% ACD**	**52%**	**37%**	46%	-	58%	**54% I**	**64% GI**	**29%**	-
Somewhat support Column %	23%	**24% E**	**22% E**	**27% E**	14%	**3%**	-	23%	23%	22%	29%	-
Somewhat oppose Column %	8%	**12% B**	**4%**	**6%**	**39% ABC**	**20% B**	-	8%	**11% H**	**4%**	**25% GH**	-
Strongly oppose Column %	4%	**6% B**	**1%**	**7% B**	4%	**26% ABC**	-	4%	**5% H**	**2%**	**13% H**	-
Oppose Column %	12%	**17% B**	**5%**	**13% B**	**43% ABC**	**47% ABC**	-	12%	**16% H**	**7%**	**38% GH**	-
I'm not sure Column %	6%	8%	5%	9%	6%	5%	-	6%	6%	7%	4%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

What is your favorite Thanksgiving dinner side dish? *

		Final Governor Ballot						Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Mashed potatoes Column %	14%	15%	13%	10%	13%	13%	-	14%	15%	11%	17%	-
Green bean casserole Column %	10%	10%	10%	8%	0%	15%	-	10%	9%	11%	13%	-
Macaroni and cheese Column %	18%	**12%**	**23% A**	18%	18%	**38% A**	-	18%	**14%**	**22% G**	**36% G**	-
Stuffing or dressing Column %	36%	**44% BE**	**29%**	34%	29%	**16%**	-	36%	**40% H**	**32%**	28%	-
Sweet potato casserole Column %	17%	**13%**	**21% A**	16%	**33% A**	17%	-	17%	**16% I**	**19% I**	**4%**	-
Another side dish: (Please specify) Column %	2%	**1%**	2%	**5% A**	8%	0%	-	2%	2%	2%	3%	-
I do not have a favorite Column %	3%	4%	**2%**	**8% B**	0%	0%	-	3%	4%	2%	0%	-
Not sure Column %	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Age Group *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
18 to 24 Column %	8%	**4%**	**12% AC**	**3%**	**26% AC**	**31% ABC**	-	8%	**4%**	**11% G**	**38% GH**	-
25 to 34 Column %	16%	**11%**	**21% A**	16%	14%	20%	-	16%	**13%**	**20% G**	22%	-
35 to 44 Column %	16%	15%	**19% C**	**8%**	2%	9%	-	16%	**13%**	**20% G**	13%	-
45 to 54 Column %	16%	18%	14%	17%	16%	0%	-	16%	**18% H**	**14%**	9%	-
55 to 64 Column %	17%	**21% B**	**13%**	18%	**36% B**	10%	-	17%	**21% H**	**13%**	9%	-
65+ Column %	27%	**31% BD**	**21%**	**38% BD**	**5%**	30%	-	27%	**31% HI**	**22%**	**9%**	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

		Final Governor Ballot						Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Very liberal Column %	12%	**3%**	**22% ACD**	**10% A**	**3%**	7%	-	12%	**5%**	**22% GI**	**4%**	-
Somewhat liberal Column %	19%	**8%**	**33% ACD**	**6%**	**7%**	17%	-	19%	**7%**	**33% GI**	**8%**	-
Moderate Column %	28%	**17%**	**36% A**	**41% A**	37%	**37% A**	-	28%	**20%**	**37% G**	**59% GH**	-
Somewhat conservative Column %	17%	**28% BC**	**6%**	**12% B**	**23% B**	19%	-	17%	**26% H**	**5%**	**19% H**	-
Very conservative Column %	24%	**43% BC**	**2%**	**29% B**	**29% B**	**20% B**	-	24%	**41% HI**	**2%**	**10%**	-
I'm not sure Column %	0%	0%	1%	1%	0%	0%	-	0%	0%	1%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Which of the following are you? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Male Column %	45%	**50% BCD**	**43%**	**35%**	**20%**	37%	-	45%	47%	43%	35%	-
Female Column %	54%	**50%**	**56%**	**65% A**	**80% AB**	63%	-	54%	53%	55%	65%	-
Other/Non-binary Column %	1%	**0%**	**1% A**	0%	0%	0%	-	1%	**0%**	**2% G**	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDG

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
None Column %	68%	**66%**	**67%**	**78% AB**	82%	64%	-	68%	69%	66%	69%	-
1 to 2 Column %	29%	29%	**31% C**	**21%**	18%	30%	-	29%	27%	31%	31%	-
3 or more Column %	3%	**5% B**	**2%**	1%	0%	6%	-	3%	4%	3%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABC

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
White, non-Hispanic Column %	82%	**89% BE**	**74%**	**88% BE**	83%	**53%**	-	82%	**91% HI**	**71%**	**64%**	-
Black or African American Column %	12%	**4%**	**20% AC**	**7%**	**17% A**	**40% AC**	-	12%	**3%**	**22% G**	**33% G**	-
Asian Column %	1%	**1%**	**2% A**	0%	0%	0%	-	1%	**1%**	**2% G**	0%	-
Hispanic Column %	4%	4%	3%	4%	0%	0%	-	4%	4%	3%	0%	-
Other Column %	1%	2%	1%	1%	0%	0%	-	1%	1%	1%	3%	-
Prefer not to say Column %	0%	**0%**	1%	0%	0%	**7% A**	-	0%	**0%**	**1% G**	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Less than $15,000 Column %	6%	**4%**	**8% A**	6%	7%	6%	-	6%	**4%**	**8% G**	8%	-
$15,000-$24,999 Column %	5%	**3%**	**6% A**	**9% A**	4%	13%	-	5%	**4%**	**7% G**	4%	-
$25,000-$34,999 Column %	7%	**5%**	**6%**	**19% AB**	8%	9%	-	7%	8%	6%	5%	-
$35,000-$49,999 Column %	14%	14%	14%	13%	29%	9%	-	14%	13%	15%	13%	-
$50,000-$74,999 Column %	19%	**14%**	**24% A**	18%	**32% A**	24%	-	19%	**16%**	**22% G**	**38% G**	-
$75,000-$99,999 Column %	17%	**20% BC**	**16%**	**9%**	0%	17%	-	17%	18%	16%	8%	-
$100,000-$124,999 Column %	12%	13%	11%	10%	10%	21%	-	12%	11%	12%	24%	-
$125,000-$149,999 Column %	8%	**11% B**	**6%**	5%	0%	0%	-	8%	9%	7%	0%	-
$150,000-$199,999 Column %	5%	5%	**6% C**	**2%**	0%	0%	-	5%	6%	4%	0%	-
$200,000 and over Column %	6%	**10% B**	**2%**	**9% B**	10%	0%	-	6%	**9% H**	**2%**	0%	-
Not sure Column %	1%	1%	1%	0%	0%	0%	-	1%	1%	1%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Some high school or less Column %	10%	**10%**	**8%**	**24% ABE**	0%	**0%**	-	10%	11%	10%	0%	-
High school graduate Column %	32%	**35% BC**	**29%**	**24%**	**59% BC**	**54% BC**	-	32%	**32%**	**31%**	**54% GH**	-
Associate degree (Two-year post-secondary degree) Column %	8%	7%	8%	10%	12%	18%	-	8%	8%	8%	5%	-
Some college but no degree Column %	20%	**18%**	**24% A**	15%	15%	19%	-	20%	18%	22%	22%	-
Bachelor's degree Column %	19%	18%	**22% CDE**	**12%**	**4%**	**6%**	-	19%	19%	20%	16%	-
Master's or professional degree Column %	9%	9%	9%	8%	0%	4%	-	9%	9%	9%	1%	-
Doctoral degree Column %	2%	**2% B**	**1%**	**6% AB**	10%	0%	-	2%	**3% H**	**1%**	2%	-
Prefer not to say Column %	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

What is your current marital status? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Married Column %	48%	**60% BCDE**	**37%**	**48% BE**	**29%**	**14%**	-	48%	**58% HI**	**36%**	**28%**	-
Widowed Column %	8%	**9% B**	**5%**	**13% B**	5%	0%	-	8%	**9% H**	**5%**	3%	-
Divorced Column %	11%	**8%**	**14% A**	**17% A**	6%	18%	-	11%	**9%**	**15% G**	1%	-
Separated Column %	3%	**5% BC**	**2%**	**1%**	0%	**17% ABC**	-	3%	**4% H**	**2%**	1%	-
Never married Column %	24%	**17%**	**33% AC**	**13%**	**42% AC**	**51% AC**	-	24%	**17%**	**32% G**	**58% GH**	-
Prefer not to say Column %	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-
Living with a partner Column %	6%	**2%**	**9% A**	**8% A**	**18% A**	0%	-	6%	**2%**	**10% G**	10%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Do you own or rent your home? *

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Own Column %	74%	**81% BE**	**66%**	**80% BE**	**86% BE**	**45%**	-	74%	**82% HI**	**64%**	**59%**	-
Rent Column %	26%	**19%**	**34% ACD**	**20%**	**14%**	**55% ACD**	-	26%	**18%**	**36% G**	**41% G**	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Thinking about your religion, are you...? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Protestant Column %	40%	**49% BD**	**29%**	**45% BD**	**9%**	34%	-	40%	**50% HI**	**27%**	**22%**	-
Roman Catholic Column %	11%	11%	10%	13%	21%	2%	-	11%	11%	**10%**	**24% H**	-
Mormon Column %	0%	0%	0%	2%	0%	0%	-	0%	1%	0%	0%	-
Orthodox (e.g., Greek or Russian Orthodox) Column %	3%	**5% BC**	**1%**	**0%**	0%	0%	-	3%	**4% H**	**1%**	0%	-
Jewish Column %	1%	1%	2%	1%	0%	0%	-	1%	1%	2%	2%	-
Muslim Column %	1%	1%	1%	2%	0%	0%	-	1%	1%	1%	0%	-
Buddhist Column %	1%	0%	2%	1%	0%	0%	-	1%	1%	1%	0%	-
Hindu Column %	0%	1%	0%	0%	0%	0%	-	0%	0%	0%	0%	-
Atheist Column %	5%	**3%**	**9% AC**	**1%**	10%	0%	-	5%	**2%**	**9% G**	6%	-
Agnostic Column %	4%	**2%**	**7% AC**	**1%**	5%	**15% AC**	-	4%	**2%**	**7% G**	12%	-
Something else Column %	18%	**19%**	**17%**	**12%**	**49% ABCE**	**11%**	-	18%	18%	18%	11%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

Thinking about your religion, are you...? *

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Nothing in particular Column %	16%	**8%**	**22% AD**	**22% A**	**5%**	**37% AD**	-	16%	**10%**	**23% G**	**24% G**	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCDEGHI

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

	Final Governor Ballot							Final Senate Ballot				
	Total	Marsha Blackburn, the Republican candidate A	Jerri Green, the Democratic candidate B	David Hatley, the Independent candidate C	Lauren Pinkston, the Independent candidate D	Someone else E	I'm not sure / Would not vote F	Total	Bill Hagerty, the Republican candidate G	Marquita Bradshaw, the Democratic candidate H	Someone else I	I'm not sure / Would not vote J
Unweighted Sample Size	364	190	125	34	2	3	10	364	214	126	9	15
Yes Column %	70%	**79% B**	**52%**	**81% B**	100%	51%	-	70%	**80% H**	**48%**	79%	-
No Column %	30%	**21%**	**48% AC**	**19%**	0%	49%	-	30%	**20%**	**52% G**	21%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABCGH

Beacon Poll Oct. 24 to Nov. 3, 2026, 1,200 Registered Voters MOE +/- 2.77%

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

	Final Governor Ballot							Final Senate Ballot				
	Total	**Marsha Blackburn, the Republican candidate A**	**Jerri Green, the Democratic candidate B**	**David Hatley, the Independent candidate C**	**Lauren Pinkston, the Independent candidate D**	**Someone else E**	**I'm not sure / Would not vote F**	**Total**	**Bill Hagerty, the Republican candidate G**	**Marquita Bradshaw, the Democratic candidate H**	**Someone else I**	**I'm not sure / Would not vote J**
Unweighted Sample Size	883	378	357	80	15	15	38	883	408	386	35	54
Full-time Column %	46%	47%	46%	44%	21%	41%	-	46%	47%	46%	40%	-
Part-time Column %	8%	6%	10%	6%	8%	10%	-	8%	**6%**	**10% G**	7%	-
Self-employed Column %	6%	**4%**	**7% A**	5%	10%	**19% A**	-	6%	**4%**	**7% G**	**17% G**	-
Not employed Column %	11%	10%	12%	8%	24%	22%	-	11%	**11%**	**11%**	**28% GH**	-
Retired Column %	29%	**32% BE**	**25%**	**38% BE**	37%	**8%**	-	29%	**32% HI**	**26% I**	**8%**	-
Don't know Column %	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	-

* Denotes variable with statistically significant findings

Significant difference within groups: ABEGHI

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

Weight Variable = Weight, Confidence Level = 95%