

# PollSmart MR

MISSISSIPPI GOVERNOR POLL | WWW.POLLSMARTMR.COM

## FOR IMMEDIATE RELEASE

### CONTACT

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### MISSISSIPPI • GOVERNOR POLL • OCTOBER 23, 2019

In the race for Governor, Lt. Gov. Tate Reeves (R) holds a 4-point lead (40% to 36%) over State Attorney General Jim Hood (D) among registered voters. The lead narrows to 3-points among likely voters. When undecided likely voters are pressed to make a choice (Leaners), Reeves is up 1 point (47% to 46%).

	Registered Voters	Likely Voters	Likely Voters w/Leaners
If the Mississippi general election for Governor were held today, would you vote for:			
Jim Hood, the Democrat	36%	44%	46%
Tate Reeves, the Republican	40%	47%	47%
Not Sure or Undecided	24%	9%	7%

### METHODOLOGY

The PollSmart MR online poll was conducted by Targoz Market Research, an independent research company with sample provided by Prodege, a leading market research panel.

Interviews were conducted from October 13, 2019 to October 20, 2019 among a sample of 549 respondents who live in Mississippi and are registered to vote.

The estimated margin of sampling error for registered voters is +/-4.2 at the 95% confidence level. More information about the PollSmartMR polls can be obtained by visiting [www.pollsmartmr.com](http://www.pollsmartmr.com) or [www.targoz.com](http://www.targoz.com).

**PolISmart MR TOPLINES**  
**REGISTERED VOTERS**

1. The general election for Governor in Mississippi is coming up this November. How much attention have you been able to pay to the 2019 general election campaign?
  - a. None at all 11%
  - b. Not very much 21%
  - c. Fair amount 40%
  - d. Great deal 28%
  
2. As of now, do you plan to vote in the 2019 general election for Governor?
  - a. Definitely not (Terminate)
  - b. Probably not (Terminate)
  - c. Maybe 21%
  - d. Probably 15%
  - e. Definitely 60%
  - f. I've already voted 4%
  
3. If the Mississippi general election for Governor were held today, would you vote for: [ROTATE]
  - a. Jim Hood, the Democrat 36%
  - b. Tate Reeves, the Republican 40%
  - c. Not Sure or Undecided 24%
  
4. Which way do you lean? [Base: Undecided]
  - a. Jim Hood, the Democrat 3%
  - b. Tate Reeves, the Republican 12%
  - c. Not Sure or Undecided 85%
  
5. On the ballot for Governor did you vote for: [ROTATE]
  - a. Jim Hood, the Democrat 84%
  - b. Tate Reeves, the Republican 14%
  - c. Not Sure or None of the Above 2%

**PolISmart MR TOPLINES**  
**REGISTERED VOTERS**

6. How important are the following issues in making your decision about who to vote for Governor this year? [ROTATE] (10 Point Scale)

Strongly Agree  
(Top 2 Box Scores 10 to 9)

a. Economy & jobs	<u>71%</u>
b. Government spending	54%
c. Protecting the environment	40%
d. Cutting taxes	56%
e. Healthcare	<u>63%</u>
f. Immigration	53%
g. Abortion	46%
h. Reducing crime	60%
i. Improving education	61%
j. Honesty & integrity in state government	<u>70%</u>

7. What is your age?

a. 18 to 24	10%
b. 25 to 34	15%
c. 35 to 44	16%
d. 45 to 64	37%
e. 65+	22%

8. Generally speaking, do you think of yourself as a ...? [ROTATE]

a. Democrat	37%
b. Independent	16%
c. Republican	44%
d. Something else:	3%

**PollSmart MR TOPLINES**  
**REGISTERED VOTERS**

9. Thinking about your general approach to issues, do you consider yourself to be...
- |                          |     |
|--------------------------|-----|
| a. Very liberal          | 15% |
| b. Somewhat liberal      | 8%  |
| c. Moderate              | 25% |
| d. Somewhat conservative | 17% |
| e. Very conservative     | 28% |
| f. Not sure              | 7%  |
10. Which of the following are you?
- |                                  |     |
|----------------------------------|-----|
| a. Male                          | 45% |
| b. Female                        | 55% |
| c. Other or Prefer Not to Answer | 0%  |
11. Which of the following best describes your race or ethnicity?
- |                              |     |
|------------------------------|-----|
| a. White non-Hispanic        | 60% |
| b. Black or African American | 36% |
| c. Hispanic                  | 1%  |
| d. Other/Prefer not to say   | 3%  |
12. Which of the following best describes your household's total income in 2018 BEFORE taxes?
- |                        |     |
|------------------------|-----|
| a. < \$15,000          | 14% |
| b. \$15,000-\$24,999   | 10% |
| c. \$25,000-\$34,999   | 10% |
| d. \$35,000-\$49,999   | 14% |
| e. \$50,000-\$74,999   | 16% |
| f. \$75,000-\$99,999   | 12% |
| g. \$100,000-\$124,999 | 8%  |
| h. \$125,000-\$149,999 | 5%  |
| i. \$150,000-\$199,999 | 4%  |
| j. \$200,000 and over  | 4%  |
| k. Not sure            | 3%  |

**PollSmart MR TOPLINES**  
**REGISTERED VOTERS**

13. Which of the following best describes your current education level?
- a. Some high school or less 18%
  - b. High school graduate 30%
  - c. Associate's degree (Two-year post-secondary degree) 9%
  - d. Some college but no degree 23%
  - e. Bachelor's degree 13%
  - f. Master's or professional degree 6%
  - g. Doctorate degree 1%
  - h. Prefer not to say 0%
14. What is your current marital status?
- a. Never married 23%
  - b. Married 50%
  - c. Separated 4%
  - d. Widowed 2%
  - e. Divorced 15%
  - f. Living with partner 6%
  - g. Prefer not to say 1%
15. Thinking about your religion, are you...
- a. Protestant 37%
  - b. Roman Catholic 3%
  - c. Jewish 1%
  - d. Atheist 5%
  - e. Agnostic 2%
  - f. Something else/other 27%
  - g. Nothing in particular 25%
16. Would you describe yourself as a 'born-again' or evangelical Christian? [Base: Protestants]
- a. Yes 80%
  - b. No 20%

**PollSmart MR TOPLINES**  
**REGISTERED VOTERS**

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

a. Full-time	39%
b. Part-time	10%
c. Self-employed	9%
d. Not employed	16%
e. Retired	25%
f. Don't know	1%

More polls can be found at [www.pollsmartmr.com](http://www.pollsmartmr.com) or [www.targoz.com](http://www.targoz.com)