
SURVEY ANALYSIS

TO: ALAN LANGE, Y'ALL POLITICS
FROM: ROBERT COON
SUBJECT: MS STATEWIDE GOP SURVEY – JANUARY 2021
DATE: 2/3/21



Impact Management Group conducted a statewide public opinion survey among 600 2020 Republican Party Primary voters in the State of Mississippi between January 13-17, 2021. Y'all Politics identified several topics of interest to its readers and those results are included in the following polling analysis document.

Methodology

This statewide public opinion survey has a margin of error of +/- 4.00%. 59.33% of respondents were contacted via cellular telephone, and 40.67% were contacted by landline phone.

Respondents were screened with 100% of respondents identified as having voted in the 2020 Republican Party primary election.

Elected Official Favorability

"I am going to read you some names of different people active in national and Mississippi politics. For each name, please tell me if you have heard of that person or not. If you have heard of them, please tell me whether your impression of that person is strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable (ROTATE)."

The following is a breakdown of favorability ratings, name identification, and the percentage of voters that have heard of the person but have no opinion.

NAME	FAV	UNFAV	NID	H/N
Tate Reeves	64.50%	28.50%	99%	6.00%
Delbert Hosemann	59.17%	18.00%	87%	10.33%
Philip Gunn	30.33%	14.66%	62%	16.50%
The Mississippi Legislature	43.84%	26.33%	92%	21.00%

Tate Reeves has total favorability of 66% among 2020 GOP Primary voters, and 67% among self-identified Republicans. Among self-identified Republicans, Reeves' favorability is 67%. Reeves' favorability is highest among voters 65+ (74%) and 50-64 (61%). Given the large share of the overall GOP primary vote by votes over the age of 50 these age groups give him a solid base of support, though he has plenty of room to grow.

Delbert Hosemann lags Tate Reeves by 5 percentage points in favorability, but his unfavorables are 10 percentage points lower. As with Reeves, Hosemann's highest favorability comes from 65+ (68%) and 50-64 year olds (53%).

Philip Gunn has the third highest favorability of the individuals tested, behind Tate Reeves and Delbert Hosemann at 30%. Gunn's favorability is higher among men (35%) than women (26%), particularly as it relates to those who view him strongly favorable (12% men/6% women).

The Mississippi Legislature has net positive favorability of 17%, however more than 1 in 4 don't have an opinion or have never heard of it. Notably the Governor's favorability exceeds that of the legislature by 21 percentage points. The bulk of favorability comes from those who view the legislature somewhat favorable. Overall and across demographic sub-groups, there are very few who view the legislature with strong favorability.

Reeves Job Approval

"Overall, how would you rate the job that Tate Reeves is doing as Governor?"

<i>Approve</i>	<i>69.50%</i>
<i>Disapprove</i>	<i>28.83%</i>
<i>Undecided/Refused</i>	<i>1.67%</i>

At 70%, Governor Tate Reeves' job approval exceeds that of his favorability among Mississippi GOP primary voters. The fact that Reeves' job approval exceeds his favorability likely demonstrates how some Republican primary voters differentiate between how they view him personally and how they view his job performance. As with his favorability, Reeves' highest support comes from voters 65+ (77%) and 50-64 (66%). Reeves' job approval is 72% to 26% among self-identified Republicans.

Reeves Coronavirus Job Approval

"How would you rate Governor Tate Reeves' handling of the coronavirus - COVID-19 pandemic?"

<i>Approve</i>	71.84%
<i>Disapprove</i>	23.84%
<i>Undecided/Refused</i>	4.33%

On the issue of coronavirus, Reeves gets higher marks than his overall job approval, with disapproval dropping by 5 percentage points. Support for his handling of coronavirus is higher than his overall job approval among all age categories, ideologies, and genders. Intensity of approval is notably higher on this issue, than it is with his overall job performance (31% strongly approve).

State Income Tax Elimination

"Would you support or oppose efforts here in Mississippi to completely eliminate the state income tax?"

<i>Strongly Support</i>	49.17%
<i>Somewhat Support</i>	13.67%
<i>Somewhat Oppose</i>	12.17%
<i>Strongly Oppose</i>	10.67%
<i>Undecided/Refused</i>	14.33%

63% of Mississippi Republican Primary voters support completely eliminating the state income tax, yet nearly a quarter (23%) would oppose it. Support for eliminating the income tax exceeds 60% with 18-34 year olds and 70% with 35-49 and 50-64 year olds. Support is the lowest among voters 65+ (54%), but still reaches a majority. Men supported eliminating the income tax (68%) by 10 percentage points more than women (58%). Geographically, support and intensity were the highest in CD4 (66%).

Teacher Pay – 10%

"In your opinion, should the state of Mississippi increase pay for all K-12 teachers by 10%?"

<i>Yes</i>	70.83%
<i>No</i>	23.67%
<i>Undecided/Refused</i>	5.50%

7 out of 10 Mississippi Republican Primary voters support increasing teacher pay by 10%. Support is higher among 18-34 year olds (89%) and 35-49 year olds (80%) than it is with 50-64 (66%) and 65+ (71%). Very conservative voters support the increase with 68%, lagging somewhat conservative (73%) and moderate GOP primary voters (78%). Support is consistent across income and education lines.

76% of women support increasing teacher pay by 10%, compared to 66% of men.

Teacher Pay – 20%

“In your opinion, should the state of Mississippi increase pay for all K-12 teachers by 20%?”

Yes	33.83%
No	54.17%
Undecided/Refused	12.00%

Raising teacher pay by 20%, instead of 10%, results in a significant drop in support (from 71% to 34%)

and a substantial increase in opposition (+30%). Support drops and opposition rises across all age categories, ideologies, and income levels. At a 20% raise, support fell with women, who previously supported a 10% raise with 76% support, to only 39%. 48% of women oppose a 20% increase.

Demographics

AGE	
18-34	3.00%
35-49	14.83%
50-64	35.83%
65+	46.00%
Refused	0.33%

IDEOLOGY	
Very Conservative	60.50%
Somewhat Conservative	24.83%

RACE	
White	92.00%
Hispanic	1.00%
Black	1.00%
Asian American	0.50%
Native American	1.67%
Other	1.83%
Don't Know/Refused	2.00%
INCOME	

Moderate	11.17%
Somewhat Liberal	0.67%
Very Liberal	0.33%
Don't Know/Refused	2.50%

< \$45,000	25.00%
> \$45,000	62.83%
Don't Know/Refused	12.17%

GENDER	
Male	49.17%
Female	50.83%

COLLEGE GRAD	
Yes	47.83%
No	51.00%
Don't Know/Refused	1.17%

PARTY	
Republican	72.33%
Democrat	0.50%
Independent	18.00%
Something Else	7.33%
Don't Know/Refused	1.83%

GEOGRAPHY	
CD1	28.83%
CD2	11.17%
CD3	28.67%
CD4	31.33%