



Mississippi Poll Results

Wicker 38%, McDaniel 20% (42% undecided)

Wicker 38%, Reeves 15% (47% undecided)

POLLING METHODOLOGY

For this poll, a landline sample of likely households (based on recent primary participation) for an automated poll was chosen from the population registered to vote in the state of Mississippi, and there were 500 completed responses to 13 poll questions.

The survey was conducted February 15-17. The margin of error, with a 95% confidence interval, was 4.4%. The demographic breakdown of the respondents was 82-16% white/black, while the geographic breakdown (as defined by Nielsen Designated Market Area, or DMA) of the respondents was as follows: 35% from Central MS, 16% from Metro Jackson, 34% from northern MS, and 15% from southern MS (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

Question 1: Do you plan to vote in the Republican US Senate primary on June 5?

Yes	53%
No	24%
Undecided	23%

Note: Only those who selected “yes” or “undecided” were allowed to take the rest of the survey

Question 2: Do you approve or disapprove of the job performance of President Donald Trump?

Approve	78%
Disapprove	15%
Undecided	7%

Question 3: If the Republican primary for US Senate were held today, which candidate would you support?

Wicker	38%
McDaniel	20%
Undecided	42%

Question 4: If the Republican primary for US Senate were held today, which candidate would you support?

Wicker	38%
Reeves	15%
Undecided	47%

Question 5: Do you have a favorable or unfavorable opinion of Roger Wicker?

Favorable	43%
Unfavorable	22%
No Opinion	28%
Never Heard	7%

Question 6: Do you have a favorable or unfavorable opinion of Chris McDaniel?

Favorable	28%
Unfavorable	23%
No Opinion	38%
Never Heard	11%

Question 7: Do you have a favorable or unfavorable opinion of Tate Reeves?

Favorable	31%
Unfavorable	17%
No Opinion	39%
Never Heard	13%

Question 8: If the Republican primary for Governor were held today, which candidate would you support?

Reeves	21%
Fitch	12%
Undecided	67%

Question 9: What issue is most important to you?

Economic Issues	55%
Immigration	25%
Social Issues	12%
None of these	8%

Question 10: Would you describe yourself as an evangelical Christian?

Yes	72%
No	15%
Undecided	13%

Question 11: And how would you describe yourself ideologically?

Very conservative	46%
Somewhat conservative	30%
Moderate	13%
Liberal	3%
Don't know	8%

Question 12: To ensure that our survey responses are most accurate, are you male or female?

Female	56%
Male	44%

Question 13: And for demographic purposes, what is your age?

18-34	2%
35-54	17%
55-64	29%
65 or older	53%

SUMMARY

JMC Analytics and Polling conducted this poll for the Mississippi Senate (and Gubernatorial) Republican primary. There are three main takeaways from this poll: (1) Senator Roger Wicker is in respectable shape (but is not invulnerable), (2) the Governor's race is wide open on the Republican side, and (3) Economic issues by far are most important to the Mississippi Republican electorate.

Among the Republican electorate, President Trump's job approval rating was tested, and it remains solid at 78-15%. Underneath this solid rating, it's still interesting to note that there is a 21 point gender gap, as well as a 48 point gap in approval between evangelicals and non-evangelicals.

Senator Wicker was then ballot tested against two potential primary opponents. Under either matchup, he has solid (18 points over McDaniel, 23 points over Reeves) leads, but over 40% are undecided in either scenario. What does work in Senator Wicker's favor is that his ballot test numbers are noticeably better among chronic voters (49-24% lead over McDaniel and a 58-12% lead over Reeves).

And while all three Republicans have good name recognition (93% for Wicker, 89% for McDaniel, and 87% for Reeves), it certainly doesn't hurt Senator Wicker that he has a respectable 43-22% favorability/unfavorability rating (it's 28-23% for McDaniel and 31-17% for Reeves).

The governor's race (on the Republican side) was also tested, and while Lt Governor Tate Reeves has a 21-12% lead over State Treasurer Lynn Fitch, 67% are undecided.

A solid 55% of the Republican electorate rates economic issues (taxes/spending/job creation) as most important, while 25% say immigration is, while social issues (abortion/gay marriage) are only important to 12% (even among evangelicals, only 15% say social issues are most important).

In summary, Senator Roger Wicker in good electoral shape, although he does have to do some work to further strengthen his electoral position to deter any would be challengers.

CROSSTABS

Question 2 – Trump job approval

		Race Name			
		Black	Other	White	Total
Trump job	1 Approve	47%	100%	83%	78%
approval	2 Disapprove	42%		11%	15%
	3 No Opinion	10%		6%	7%
Total		100%	100%	100%	100%

		Voter Score (Last four primaries)					
		0	1	2	3	4	Total
Trump job approval	1 Approve	77%	65%	73%	83%	85%	78%
	2 Disapprove	11%	24%	18%	13%	12%	15%
	3 No Opinion	11%	11%	9%	4%	3%	7%
Total		100%	100%	100%	100%	100%	100%

		Region				
		Central	Central - Jackson	North	South	Total
Trump job approval	1 Approve	81%	70%	80%	76%	78%
	2 Disapprove	15%	19%	13%	16%	15%
	3 No Opinion	4%	11%	7%	8%	7%
Total		100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Trump job approval	1 Approve	85%	73%	78%
	2 Disapprove	10%	19%	15%
	3 No Opinion	4%	9%	7%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
Trump job approval	1 Approve	75%	88%	76%	77%	78%
	2 Disapprove	25%	10%	18%	15%	15%
	3 No Opinion		2%	6%	8%	7%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Trump job approval	1 Approve	84%	62%	64%	78%
	2 Disapprove	9%	35%	23%	15%
	3 No Opinion	6%	3%	13%	7%
Total		100%	100%	100%	100%

		Ideology					Total
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Don't Know	
Trump job approval	1 Approve	93%	81%	57%	19%	38%	78%
	2 Disapprove	4%	10%	38%	81%	33%	15%
	3 No Opinion	2%	9%	5%		29%	7%
Total		100%	100%	100%	100%	100%	100%

Question 3 – US Senate Ballot (Wicker/McDaniel)

		Race Name			Total
		Black	Other	White	
US Senate	1 McDaniel	13%	21%	22%	20%
Ballot	2 Wicker	27%	36%	40%	38%
(Wicker/McDaniel)	3 Undecided	60%	43%	38%	42%
Total		100%	100%	100%	100%

		Voter Score (Last four primaries)					Total
		0	1	2	3	4	
US Senate	1 McDaniel	11%	14%	16%	25%	24%	20%
Ballot	2 Wicker	37%	16%	34%	42%	49%	38%
(Wicker/McDaniel)	3 Undecided	51%	70%	50%	32%	27%	42%
Total		100%	100%	100%	100%	100%	100%

		Region				Total
		Central	Central - Jackson	North	South	
US Senate	1 McDaniel	27%	15%	18%	16%	20%
Ballot	2 Wicker	33%	38%	43%	37%	38%
(Wicker/McDaniel)	3 Undecided	40%	47%	39%	47%	42%
Total		100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
US Senate	1 McDaniel	25%	17%	20%
Ballot	2 Wicker	42%	35%	38%
(Wicker/ McDaniel)	3 Undecided	33%	49%	42%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
US Senate	1 McDaniel	50%	27%	22%	17%	20%
Ballot	2 Wicker	13%	33%	33%	43%	38%
(Wicker/ McDaniel)	3 Undecided	38%	41%	46%	40%	42%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
US Senate	1 McDaniel	21%	16%	19%	20%
Ballot	2 Wicker	41%	35%	23%	38%
(Wicker/ McDaniel)	3 Undecided	37%	49%	58%	42%
Total		100%	100%	100%	100%

		Ideology					
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Don't Know	Total
US Senate	1 McDaniel	31%	12%	17%		2%	20%
Ballot	2 Wicker	38%	49%	32%	25%	12%	38%
(Wicker/ McDaniel)	3 Undecided	31%	39%	51%	75%	86%	42%
Total		100%	100%	100%	100%	100%	100%

Question 4 – US Senate Ballot (Wicker/Reeves)

		Race Name			
		Black	Other	White	Total
US Senate	1 Reeves	6%	29%	17%	15%
Ballot	2 Wicker	28%	21%	40%	38%
(Wicker/ Reeves)	3 Undecided	65%	50%	43%	47%
Total		100%	100%	100%	100%

		Voter Score (Last four primaries)					
		0	1	2	3	4	Total
US Senate	1 Reeves	14%	8%	16%	17%	12%	15%
Ballot	2 Wicker	29%	19%	33%	42%	58%	38%
(Wicker/ Reeves)	3 Undecided	57%	73%	51%	41%	31%	47%
Total		100%	100%	100%	100%	100%	100%

		Region				
		Central	Central - Jackson	North	South	Total
US Senate	1 Reeves	18%	12%	14%	14%	15%
Ballot	2 Wicker	34%	37%	40%	45%	38%
(Wicker/ Reeves)	3 Undecided	48%	51%	46%	41%	47%
Total		100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
US Senate	1 Reeves	17%	14%	15%
Ballot	2 Wicker	45%	33%	38%
(Wicker/ Reeves)	3 Undecided	38%	53%	47%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
US Senate	1 Reeves	38%	22%	16%	12%	15%
Ballot	2 Wicker		35%	40%	39%	38%
(Wicker/ Reeves)	3 Undecided	63%	43%	44%	48%	47%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
US Senate	1 Reeves	17%	10%	11%	15%
Ballot	2 Wicker	41%	34%	27%	38%
(Wicker/ Reeves)	3 Undecided	42%	56%	63%	47%
Total		100%	100%	100%	100%

		Ideology					Total
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Don't Know	
US Senate	1 Reeves	20%	14%	16%	6%		15%
Ballot	2 Wicker	41%	43%	33%	13%	19%	38%
(Wicker/ Reeves)	3 Undecided	39%	43%	51%	81%	81%	47%
Total		100%	100%	100%	100%	100%	100%

Question 5 – Wicker Favorability

		Race Name			
		Black	Other	White	Total
Wicker	1 Favorable	28%	29%	46%	43%
Favorability	2 Unfavorable	23%	29%	22%	22%
	3 No Opinion	35%	36%	26%	28%
	4 Never Heard	14%	7%	6%	7%
Total		100%	100%	100%	100%

		Voter Score (Last four primaries)					Total
		0	1	2	3	4	
Wicker	1 Favorable	34%	27%	37%	49%	54%	43%
Favorability	2 Unfavorable	23%	27%	23%	23%	17%	22%
	3 No Opinion	34%	27%	30%	25%	25%	28%
	4 Never Heard	9%	19%	11%	3%	3%	7%
Total		100%	100%	100%	100%	100%	100%

		Region				Total
		Central	Central - Jackson	North	South	
Wicker	1 Favorable	40%	47%	43%	45%	43%
Favorability	2 Unfavorable	26%	17%	26%	13%	22%
	3 No Opinion	26%	26%	27%	36%	28%
	4 Never Heard	9%	10%	4%	7%	7%
Total		100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Wicker	1 Favorable	48%	39%	43%
Favorability	2 Unfavorable	26%	19%	22%
	3 No Opinion	22%	32%	28%
	4 Never Heard	4%	9%	7%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
Wicker	1 Favorable	38%	45%	38%	46%	43%
Favorability	2 Unfavorable	50%	28%	23%	20%	22%
	3 No Opinion	13%	22%	33%	27%	28%
	4 Never Heard		6%	7%	8%	7%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Wicker	1 Favorable	46%	43%	28%	43%
Favorability	2 Unfavorable	21%	29%	22%	22%
	3 No Opinion	28%	23%	33%	28%
	4 Never Heard	6%	5%	17%	7%
Total		100%	100%	100%	100%

		Ideology					
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Don't Know	Total
Wicker	1 Favorable	46%	50%	40%	19%	14%	43%
Favorability	2 Unfavorable	25%	21%	19%	50%	12%	22%
	3 No Opinion	25%	25%	32%	25%	45%	28%
	4 Never Heard	4%	4%	10%	6%	29%	7%
Total		100%	100%	100%	100%	100%	100%

Question 6 – McDaniel Favorability

		Race Name			
		Black	Other	White	Total
McDaniel	1 Favorable	22%	36%	29%	28%
Favorability	2 Unfavorable	23%	7%	23%	23%
	3 No Opinion	41%	36%	38%	38%
	4 Never Heard	14%	21%	10%	11%
Total		100%	100%	100%	100%

		Voter Score (Last four primaries)					
		0	1	2	3	4	Total
McDaniel	1 Favorable	23%	24%	27%	30%	29%	28%
Favorability	2 Unfavorable	14%	24%	20%	25%	25%	23%
	3 No Opinion	49%	41%	39%	36%	37%	38%
	4 Never Heard	14%	11%	13%	9%	8%	11%
Total		100%	100%	100%	100%	100%	100%

		Region				
		Central	Central - Jackson	North	South	Total
McDaniel	1 Favorable	35%	31%	22%	22%	28%
Favorability	2 Unfavorable	22%	28%	20%	24%	23%
	3 No Opinion	32%	33%	48%	38%	38%
	4 Never Heard	11%	7%	11%	16%	11%
Total		100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
McDaniel	1 Favorable	33%	24%	28%
Favorability	2 Unfavorable	28%	19%	23%
	3 No Opinion	32%	44%	38%
	4 Never Heard	8%	14%	11%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	
McDaniel	1 Favorable	50%	36%	28%	25%	28%
Favorability	2 Unfavorable	38%	20%	20%	24%	23%
	3 No Opinion	13%	34%	40%	40%	38%
	4 Never Heard		10%	12%	11%	11%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
McDaniel	1 Favorable	29%	26%	23%	28%
Favorability	2 Unfavorable	20%	40%	16%	23%
	3 No Opinion	41%	29%	34%	38%
	4 Never Heard	9%	5%	27%	11%
Total		100%	100%	100%	100%

		Ideology					Total
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Don't Know	
McDaniel	1 Favorable	40%	21%	22%	6%	2%	28%
Favorability	2 Unfavorable	18%	28%	27%	38%	12%	23%
	3 No Opinion	34%	40%	41%	50%	48%	38%
	4 Never Heard	7%	10%	10%	6%	38%	11%
Total		100%	100%	100%	100%	100%	100%

Question 7 - Reeves Favorability

		Race Name			Total
		Black	Other	White	
Reeves	1 Favorable	17%	43%	34%	31%
Favorability	2 Unfavorable	18%	7%	17%	17%
	3 No Opinion	54%	36%	36%	39%
	4 Never Heard	12%	14%	13%	13%
Total		100%	100%	100%	100%

		Voter Score (Last four primaries)					
		0	1	2	3	4	Total
Reeves	1 Favorable	31%	16%	26%	37%	36%	31%
Favorability	2 Unfavorable	17%	24%	19%	15%	15%	17%
	3 No Opinion	46%	38%	40%	38%	37%	39%
	4 Never Heard	6%	22%	15%	10%	12%	13%
Total		100%	100%	100%	100%	100%	100%

		Region				
		Central	Central - Jackson	North	South	Total
Reeves	1 Favorable	36%	32%	29%	25%	31%
Favorability	2 Unfavorable	21%	27%	13%	9%	17%
	3 No Opinion	33%	32%	45%	47%	39%
	4 Never Heard	10%	9%	14%	18%	13%
Total		100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Reeves	1 Favorable	34%	29%	31%
Favorability	2 Unfavorable	22%	14%	17%
	3 No Opinion	34%	43%	39%
	4 Never Heard	10%	14%	13%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
Reeves	1 Favorable	38%	40%	24%	32%	31%
Favorability	2 Unfavorable	25%	20%	17%	16%	17%
	3 No Opinion	38%	29%	46%	38%	39%
	4 Never Heard		11%	14%	13%	13%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Reeves	1 Favorable	34%	26%	22%	31%
Favorability	2 Unfavorable	16%	27%	11%	17%
	3 No Opinion	41%	30%	39%	39%
	4 Never Heard	9%	17%	28%	13%
Total		100%	100%	100%	100%

		Ideology					Total
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Don't Know	
Reeves	1 Favorable	35%	38%	27%	6%	5%	31%
Favorability	2 Unfavorable	16%	19%	17%	50%	5%	17%
	3 No Opinion	38%	36%	38%	44%	52%	39%
	4 Never Heard	11%	7%	17%		38%	13%
Total		100%	100%	100%	100%	100%	100%

Question 8 – Governor Ballot

		Race Name			Total
		Black	Other	White	
Governor	1 Fitch	12%	7%	13%	12%
Ballot	2 Reeves	14%	36%	21%	21%
	3 Undecided	74%	57%	66%	67%
Total		100%	100%	100%	100%

		Voter Score (Last four primaries)					Total
		0	1	2	3	4	
Governor	1 Fitch	14%	8%	9%	14%	17%	12%
Ballot	2 Reeves	17%	16%	15%	26%	25%	21%
	3 Undecided	69%	76%	76%	61%	58%	67%
Total		100%	100%	100%	100%	100%	100%

		Region				Total
		Central	Central - Jackson	North	South	
Governor	1 Fitch	14%	16%	11%	5%	12%
Ballot	2 Reeves	26%	26%	15%	16%	21%
	3 Undecided	60%	58%	74%	79%	67%
Total		100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Governor	1 Fitch	12%	12%	12%
Ballot	2 Reeves	24%	18%	21%
	3 Undecided	64%	70%	67%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	
Governor	1 Fitch	25%	17%	13%	10%	12%
Ballot	2 Reeves	25%	29%	15%	21%	21%
	3 Undecided	50%	54%	72%	69%	67%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Governor	1 Fitch	12%	14%	9%	12%
Ballot	2 Reeves	22%	17%	17%	21%
	3 Undecided	66%	69%	73%	67%
Total		100%	100%	100%	100%

		Ideology					Total
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Don't Know	
Governor	1 Fitch	14%	11%	11%	19%	7%	12%
Ballot	2 Reeves	23%	23%	19%	6%	5%	21%
	3 Undecided	63%	66%	70%	75%	88%	67%
Total		100%	100%	100%	100%	100%	100%

Question 9 – Important Issue

		Race Name			Total
		Black	Other	White	
Important issue	1 Economic Issues	59%	43%	54%	55%
	2 Social issues	9%	21%	13%	12%
	3 Immigration	17%	36%	26%	25%
	4 None of these	15%		7%	8%
Total		100%	100%	100%	100%

		Voter Score (Last four primaries)					Total
		0	1	2	3	4	
Important issue	1 Economic Issues	49%	46%	52%	61%	51%	55%
	2 Social issues	14%	19%	12%	11%	14%	12%
	3 Immigration	31%	24%	26%	23%	27%	25%
	4 None of these	6%	11%	11%	6%	8%	8%
Total		100%	100%	100%	100%	100%	100%

		Region				
		Central	Central - Jackson	North	South	Total
Important issue	1 Economic Issues	53%	56%	57%	53%	55%
	2 Social issues	13%	7%	14%	12%	12%
	3 Immigration	25%	30%	21%	29%	25%
	4 None of these	9%	7%	9%	7%	8%
Total		100%	100%	100%	100%	100%

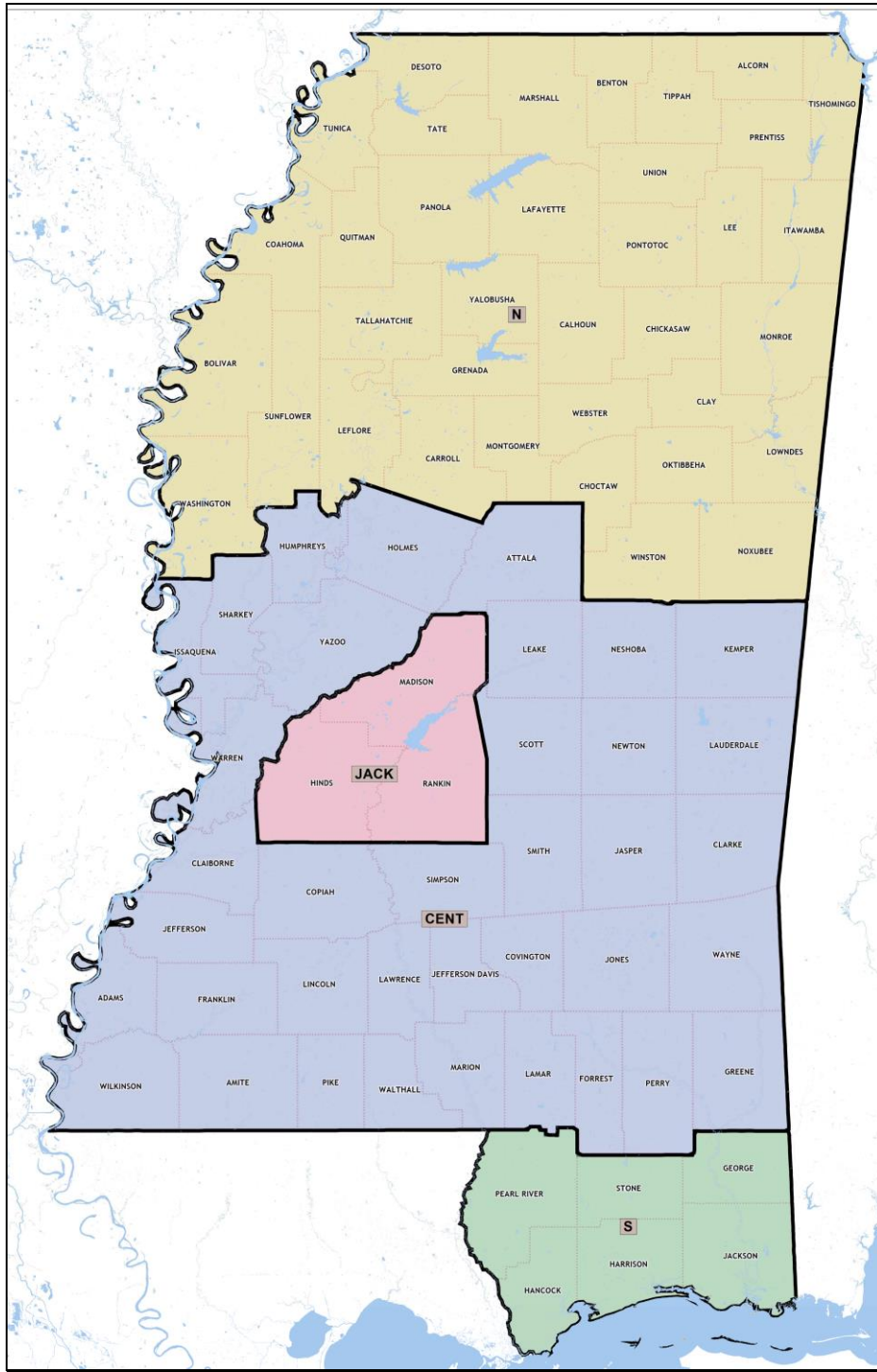
		Gender		
		1 Male	2 Female	Total
Important issue	1 Economic Issues	52%	57%	55%
	2 Social issues	10%	14%	12%
	3 Immigration	26%	24%	25%
	4 None of these	12%	5%	8%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
Important issue	1 Economic Issues	50%	52%	56%	55%	55%
	2 Social issues	25%	16%	10%	12%	12%
	3 Immigration	25%	25%	25%	25%	25%
	4 None of these		7%	8%	9%	8%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Important issue	1 Economic Issues	56%	49%	55%	55%
	2 Social issues	15%	6%	2%	12%
	3 Immigration	24%	32%	23%	25%
	4 None of these	5%	12%	20%	8%
Total		100%	100%	100%	100%

		Ideology					
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Don't Know	Total
Important issue	1 Economic Issues	50%	63%	59%	56%	43%	55%
	2 Social issues	17%	11%	5%	6%	7%	12%
	3 Immigration	27%	23%	29%	19%	21%	25%
	4 None of these	7%	4%	8%	19%	29%	8%
Total		100%	100%	100%	100%	100%	100%

Appendix A: Mississippi regions



(Central=Central MS, JACK = Metro Jackson, N=Northern MS, S=Southern MS)

Note: The following media markets were aggregated for reporting purposes: (1) Memphis TN, Columbus/Tupelo, and Greenwood/Greenville were aggregated into northern MS, (2) Jackson, Meridian, Hattiesburg/Laurel, Mobile AL, and Baton Rouge LA were aggregated into Central MS, with Hinds, Madison, and Rankin Counties separately carved out, and (3) Biloxi and New Orleans LA were aggregated into Southern MS.