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MASON-DIXON® MISSISSIPPI POLL



JANUARY 2019 – PART I

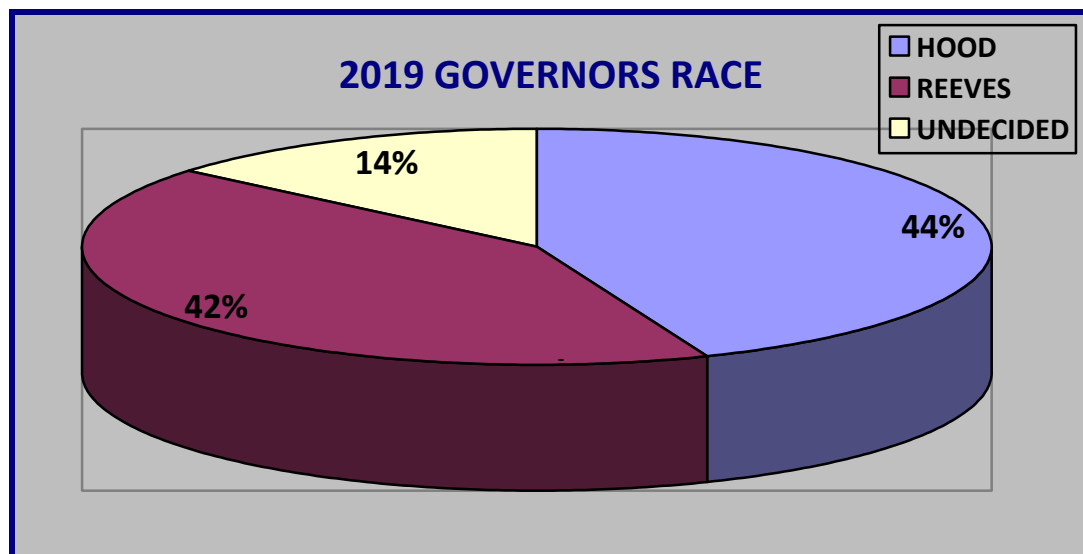
Polling in Mississippi since 1987

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HOOD HOLDING ON TO NARROW LEAD OVER REEVES IMPACT OF INDEPENDENT WALLER RUN NOT YET CERTAIN

Democrat Jim Hood still holds a slim lead over Republican Tate Reeves in what currently appears to be the most likely gubernatorial general election match-up. Statewide, 44% of voters currently support Hood, while 42% back Reeves and 14% are undecided.

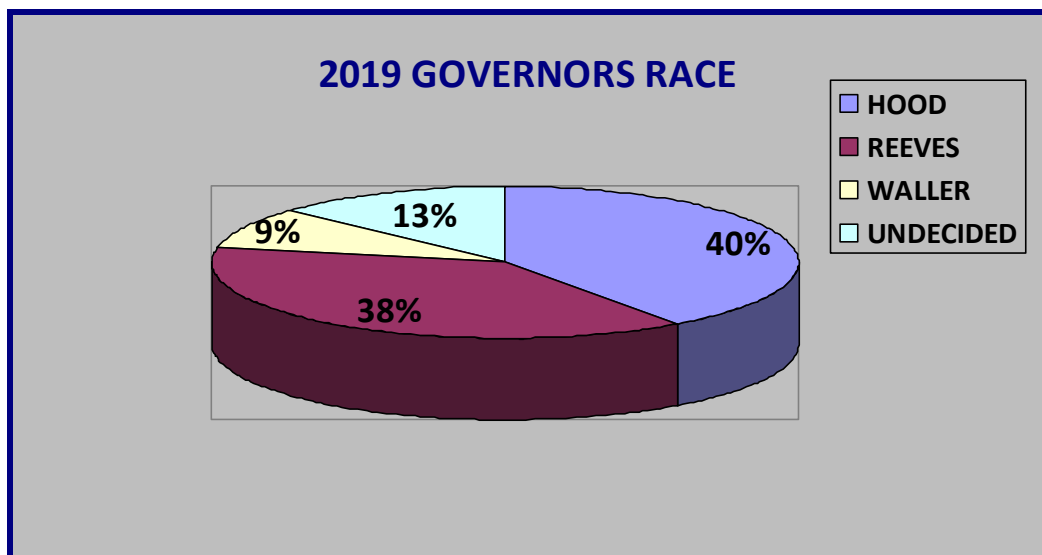


However, the race has steadily tightened over the past year. Hood held a six-point advantage in December 2017 and a five-point lead last April. Additionally, Hood's edge could simply be the product of his current 11% statewide name recognition advantage (91%-80%).

<u>2019 GOVERNOR VOTE</u>	<u>HOOD</u>	<u>REEVES</u>	<u>UNDECIDED</u>
December 2017	43%	37%	20%
April 2018	44%	39%	17%
January 2019	44%	42%	14%

There is speculation that retired state Supreme Court Justice Bill Waller, Jr. is considering a run for governor, possibly as an independent candidate. While Waller is a Republican, his father was elected to the governor's office as a Democrat. He could generate cross-party appeal, but if he does not win the question becomes how much support will he generate from each side? It could prove to be the deciding factor that swings the outcome in a close race.

Currently, a Waller candidacy does not tip the balance in favor of one candidate or the other. In a three-way race, Hood maintains his two-point lead over Reeves (40%-38%), Waller draws 9% of the vote and 13% are undecided.



Meanwhile in the Republican primary, among the currently announced GOP candidates for Governor and Attorney General, Reeves holds a commanding lead over Robert Foster (62%-9%) and Lynn Fitch has a comfortable advantage over Mark Baker (45%-17%).

STATEWIDE NAME RECOGNITION

Do you recognize the name _____?

(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Jim Hood	38%	13%	40%	9%
Tate Reeves	29%	15%	36%	20%
Bill Waller, Jr.	12%	3%	33%	52%

QUESTION: If the 2019 general election for governor were held today, for whom would you vote if the candidates were Jim Hood, the Democrat and Tate Reeves, the Republican?

	<u>HOOD</u>	<u>REEVES</u>	<u>UNDECIDED</u>
STATE	44%	42%	14%

<u>REGION</u>	<u>HOOD</u>	<u>REEVES</u>	<u>UNDECIDED</u>
Northern Mississippi	40%	47%	13%
The Delta	65%	20%	15%
Eastern Mississippi	41%	46%	13%
Jackson Metro	48%	39%	13%
Southern Mississippi	38%	44%	18%
Gulf Coast	36%	51%	13%

<u>SEX</u>	<u>HOOD</u>	<u>REEVES</u>	<u>UNDECIDED</u>
Men	40%	46%	14%
Women	47%	39%	14%

<u>AGE</u>	<u>HOOD</u>	<u>REEVES</u>	<u>UNDECIDED</u>
<50	46%	36%	18%
50+	43%	46%	11%

<u>RACE</u>	<u>HOOD</u>	<u>REEVES</u>	<u>UNDECIDED</u>
White	23%	62%	15%
Black	85%	3%	12%

<u>PARTY IDENTIFICATION</u>	<u>HOOD</u>	<u>REEVES</u>	<u>UNDECIDED</u>
Democrat	87%	6%	7%
Republican	12%	73%	15%
Independent	44%	31%	25%

QUESTION: If the 2019 general election for governor were held today, for whom would you vote if the candidates were Jim Hood, the Democrat, Tate Reeves, the Republican and Bill Waller, Jr. an Independent?

	<u>HOOD</u>	<u>REEVES</u>	<u>WALLER</u>	<u>UNDECIDED</u>
STATE	40%	38%	9%	13%

<u>REGION</u>	<u>HOOD</u>	<u>REEVES</u>	<u>WALLER</u>	<u>UNDECIDED</u>
Northern Mississippi	37%	46%	5%	12%
The Delta	59%	18%	10%	13%
Eastern Mississippi	37%	41%	11%	11%
Jackson Metro	42%	31%	13%	14%
Southern Mississippi	35%	45%	8%	12%
Gulf Coast	33%	43%	8%	16%

<u>SEX</u>	<u>HOOD</u>	<u>REEVES</u>	<u>WALLER</u>	<u>UNDECIDED</u>
Men	36%	42%	8%	14%
Women	43%	34%	10%	13%

<u>AGE</u>	<u>HOOD</u>	<u>REEVES</u>	<u>WALLER</u>	<u>UNDECIDED</u>
<50	44%	33%	3%	20%
50+	37%	42%	13%	8%

<u>RACE</u>	<u>HOOD</u>	<u>REEVES</u>	<u>WALLER</u>	<u>UNDECIDED</u>
White	17%	57%	10%	16%
Black	84%	2%	7%	7%

<u>PARTY IDENTIFICATION</u>	<u>HOOD</u>	<u>REEVES</u>	<u>WALLER</u>	<u>UNDECIDED</u>
Democrat	83%	2%	7%	8%
Republican	8%	69%	9%	14%
Independent	39%	27%	15%	19%

***** 400 LIKELY REPUBLICAN PRIMARY VOTERS *****

QUESTION: If the 2019 Republican primary for governor were held today, for whom would you vote if the candidates were: (ORDER ROTATED)

Tate Reeves	62%
Robert Foster	9%
Undecided (NOT READ)	29%

QUESTION: If the 2019 Republican primary for attorney general were held today, for whom would you vote if the candidates were: (ORDER ROTATED)

Lynn Fitch	45%
Mark Baker	17%
Undecided (NOT READ)	38%

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from January 30 through February 1, 2019. A total of 625 registered Mississippi voters were interviewed statewide by telephone. All said they vote regularly in state elections.

Those interviewed were randomly selected from a phone-matched Mississippi voter registration list that included both land-line and cell phone numbers. Quotas were assigned to reflect voter turnout by county.

The margin for error, according to standards customarily used by statisticians, is no more than ± 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or age grouping.

This survey also included an over-sample of 400 likely Republican primary voters. The margin for error on these results is ± 5 percentage points.

DEMOGRAPHICS

PARTY IDENTIFICATION:

Democrat	220 (35%)
Republican	292 (47%)
Independent or Other	113 (18%)

AGE:

18-34	100 (16%)
35-49	156 (25%)
50-64	194 (31%)
65+	168 (27%)
Refused	7 (1%)

RACE:

White/Caucasian	394 (63%)
Black/African American	208 (33%)
Other/Refused	23 (4%)

SEX:

Male	293 (47%)
Female	332 (53%)

REGION:

Northern Mississippi	130 (21%)
The Delta	80 (13%)
Eastern Mississippi	100 (16%)
Jackson Metro	120 (19%)
Southern Mississippi	100 (16%)
Gulf Coast	95 (15%)

MISSISSIPPI POLL REGIONS

NORTHERN MISSISSIPPI: Voters in DeSoto, Marshall, Yalobusha, Lafayette, Calhoun, Pontotoc, Chickasaw, Monroe, Itawamba, Lee, Prentiss, Union, Benton, Tippah, Alcorn and Tishomingo counties.

THE DELTA: Voters in Tate, Panola, Coahoma, Tunica, Quitman, Bolivar, Tallahatchie, Sunflower, Leflore, Grenada, Carroll, Holmes, Humphreys, Washington, Sharkey, Yazoo, Issaquena and Warren counties.

EASTERN MISSISSIPPI: Voters in Clay, Lowndes, Oktibbeha, Choctaw, Webster, Montgomery, Attala, Leake, Scott, Smith, Jasper, Clark, Newton, Lauderdale, Neshoba, Kemper, Winston and Noxubee counties.

JACKSON METRO: Voters in Hinds, Rankin, Madison, Copiah and Simpson counties.

SOUTHERN MISSISSIPPI: Voters in Claiborne, Jefferson, Adams, Wilkinson, Franklin, Amite, Lincoln, Pike, Lawrence, Walthall, Jefferson Davis, Marion, Covington, Jones, Wayne, Lamar, Forrest, Perry, Greene, George, Pearl River and Stone counties.

GULF COAST: Voters in Hancock, Harrison and Jackson counties.