

Mississippi Statewide Survey

N=607 Registered Voters | MoE = +/- 3.98%
77% Online, 23% Text-To-Web

N=407 Likely Republican Primary Voters | MoE = +/- 4.86%
42% Online, 58% Text-To-Web

January 15-20, 2025

yes.
every kid.
foundation.

Key Findings

- ✓ **Mississippians support school choice and letting parents make decisions.** Seven-in-ten Mississippi voters support school choice, including 40% who *strongly* support it. Only 17% of voters oppose. Support is being driven by likely Republican primary voters (79%).

Support jumps by double-digits to 81% – with *strongly* support jumping to 55% – when Mississippians are informed that school choice allows parents, instead of the government, to choose the best school for their child. Fully, 90% of likely Republican primary voters support letting parents choose the best school for their child.

- ✓ **By a 3:1 margin, voters support mandatory district participation in a statewide open enrollment program.** Roughly three-quarters (73%) of voters and 78% of likely Republican primary voters support the legislature passing a law allowing all children in Mississippi to access any public school in the state. A significant 43% and 47% of each audience, respectively, *strongly* support this.

Moreover, near equal amounts of both audiences – 68% of voters and 72% of likely Republican primary voters – support making it mandatory for all districts to participate in a statewide program. A majority of voters (55%) and likely Republican primary voters (59%) would be more likely to vote for a lawmaker who supported mandatory participation, while only 21% and 20% of each audience, respectively, would be less likely.

- ✓ **Statewide demand for expanding the state’s ESA program to all families.** Not only do 66% of Mississippi voters and 76% of likely Republican primary voters support Education Savings Accounts, but both audiences believe they should be expanded to all families across the state:
 - 72% of voters and 84% of likely Republican primary voters believe they should be available to all families across the state rather than limited to low-income families.
 - 74% of voters and 80% of likely Republican primary voters believe they should be available to all families across the state rather than limited to families in D or F rated districts.
- ✓ **Voters strongly support a refundable income tax credit.** Sixty-seven percent of voters in the state, as well as 75% of likely Republican primary voters, support enacting a refundable income tax credit in Mississippi, 48 and 61 percentage points, respectively, higher than those who oppose.

Survey Data

* denotes a result less than 0.5%.

Due to rounding, some figures may be higher or lower by less than one-half of one percent.

“REG” reflects data from the n607 registered voter audience; “PRIM” reflects data from the n407 likely Republican primary voter audience.

1. In which state do you live?

<u>REG</u>	<u>PRIM</u>	
100%	100%	Mississippi

2. In which county in Mississippi do you live? *DMA SHOWN*

<u>REG</u>	<u>PRIM</u>	
1%	1%	Baton Rouge
13%	12%	Biloxi-Gulfport
18%	19%	Columbus-Tupelo-West Point-Houston
5%	1%	Greenwood-Greenville
9%	14%	Hattiesburg-Laurel
31%	31%	Jackson
14%	13%	Memphis
5%	4%	Meridian
1%	2%	Mobile-Pensacola (Ft. Walton Beach)
3%	4%	New Orleans

3. Are you registered to vote in Mississippi?

<u>REG</u>	<u>PRIM</u>	
100%	100%	Yes

4. In politics today, do you consider yourself a Republican, a Democrat, or something else?

<u>REG</u>	<u>PRIM</u>	
47%	95%	TOTAL REPUBLICAN
35%	2%	TOTAL DEMOCRAT
30%	72%	Strong Republican
6%	9%	Not-so-strong Republican
11%	13%	Lean towards the Republicans
12%	3%	Something else
8%	1%	Lean towards the Democrats
4%	--	Not-so-strong Democrat
24%	1%	Strong Democrat
5%	*	Don't know

5. Although the next election for governor of Mississippi is a few years away, how likely are you to vote in this election?

<u>REG</u>	<u>PRIM</u>	
89%	100%	TOTAL LIKELY
7%	--	TOTAL NOT LIKELY
75%	93%	Very likely
14%	7%	Somewhat likely
4%	--	Not too likely
3%	--	Not at all likely
4%	--	Don't know

6. And, how likely are you to vote in the primary election for governor of Mississippi?

<u>REG</u>	<u>PRIM</u>	
89%	100%	TOTAL LIKELY
7%	--	TOTAL NOT LIKELY
75%	93%	Very likely
14%	7%	Somewhat likely
5%	--	Not too likely
3%	--	Not at all likely
4%	--	Don't know

[ASKED OF N=540 VOTERS WHO PLAN TO VOTE IN THE PRIMARY ELECTION FOR GOVERNOR]

7. Although it's a few years away, do you plan to vote in the Republican or Democratic primary for governor of Mississippi?

<u>REG</u>	<u>PRIM</u>	
45%	100%	Republican primary
36%	--	Democratic primary
5%	--	Other
14%	--	Don't know

8. In which age range do you fall?

<u>REG</u>	<u>PRIM</u>	
4%	1%	18-24
13%	5%	25-34
13%	9%	35-44
22%	15%	45-54
21%	23%	55-64
28%	46%	65 or older

9. What do you consider to be your gender?

<u>REG</u>	<u>PRIM</u>	
53%	50%	Female
47%	49%	Male
*	1%	Other

10. Which of the following best describes your racial or ethnic identity? *Select all that apply.*

<u>REG</u>	<u>PRIM</u>	
63%	82%	White
33%	15%	Black or African American
2%	1%	Native American or Alaska Native
1%	2%	Hispanic or Latino
1%	--	Asian or Asian American
--	--	Native Hawaiian or Pacific Islander
*	*	Other
3%	2%	Prefer not to say

Now, thinking about Mississippi...

The following are a few names of people and organizations in Mississippi. For each one, please indicate if you have a favorable or an unfavorable opinion of that person or organization.

REG	TOTAL FAVORABLE	TOTAL UNFAVORABLE	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Never heard of	Don't know
11. Tate Reeves	50%	41%	20%	30%	15%	26%	2%	7%
12. Delbert Hosemann	41%	23%	12%	29%	15%	8%	18%	18%
13. Jason White	20%	11%	6%	14%	7%	4%	45%	25%
14. John Witcher	22%	13%	7%	15%	9%	4%	40%	25%
15. David Grady Hardigree	17%	11%	5%	11%	8%	3%	47%	25%
16. Brandon Presley	43%	18%	15%	28%	11%	7%	19%	20%
17. Mississippi State Legislature	56%	28%	17%	39%	17%	11%	2%	14%

PRIM	TOTAL FAVORABLE	TOTAL UNFAVORABLE	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Never heard of	Don't know
11. Tate Reeves	74%	22%	36%	38%	13%	9%	*	3%
12. Delbert Hosemann	54%	24%	21%	34%	14%	10%	8%	14%
13. Jason White	23%	6%	8%	15%	5%	1%	38%	32%
14. John Witcher	24%	8%	7%	16%	7%	1%	34%	35%
15. David Grady Hardigree	13%	5%	4%	10%	4%	1%	47%	35%
16. Brandon Presley	34%	26%	11%	23%	17%	10%	13%	27%
17. Mississippi State Legislature	72%	18%	19%	53%	13%	5%	1%	9%

Moving on...

18. Do you support or oppose school choice?

REG	PRIM	
70%	79%	TOTAL SUPPORT
17%	14%	TOTAL OPPOSE
40%	50%	Strongly support
30%	29%	Somewhat support
11%	9%	Somewhat oppose
6%	5%	Strongly oppose
13%	7%	Don't know

19. Do you support or oppose school choice, where the parent, instead of the government, is allowed to choose the best school for their child?

<u>REG</u>	<u>PRIM</u>	
81%	90%	TOTAL SUPPORT
15%	9%	TOTAL OPPOSE
55%	68%	Strongly support
26%	22%	Somewhat support
8%	5%	Somewhat oppose
7%	4%	Strongly oppose
4%	1%	Don't know

20. As you may know, students in Mississippi are assigned to a public school based on their home address. Would you support or oppose the state legislature passing a law that would allow children in Mississippi to access any public school in the state?

<u>REG</u>	<u>PRIM</u>	
73%	78%	TOTAL SUPPORT
20%	18%	TOTAL OPPOSE
43%	47%	Strongly support
30%	31%	Somewhat support
11%	12%	Somewhat oppose
9%	6%	Strongly oppose
7%	4%	Don't know

21. Now, as you may know, Mississippi allows some students to transfer to different school districts. However, each district is allowed to voluntarily choose if they want to participate, meaning not all students are able to attend the school that they think is best for them. Knowing this, do you support or oppose making it mandatory for all districts to participate and allow students to attend the school they think is best for them?

<u>REG</u>	<u>PRIM</u>	
68%	72%	TOTAL SUPPORT
23%	22%	TOTAL OPPOSE
36%	39%	Strongly support
31%	33%	Somewhat support
15%	15%	Somewhat oppose
8%	6%	Strongly oppose
9%	7%	Don't know

22. Would you be more or less likely to vote for your legislator if they supported making it mandatory for all districts to participate and allow all students in Mississippi to attend the school they think is best for them?

<u>REG</u>	<u>PRIM</u>	
55%	59%	TOTAL MORE LIKELY
21%	20%	TOTAL LESS LIKELY
31%	33%	Much more likely
24%	25%	Somewhat more likely
10%	11%	Somewhat less likely
11%	9%	Much less likely
16%	15%	No difference in likelihood
8%	6%	Don't know

23. As you may know, an Education Savings Account, also known as an ESA, allows families to use the state funding that would have gone to their child's public school to instead access the education that best meets their child's needs. Families can spend this money on private school tuition, online education programs, tutoring, curriculum, therapies, and other direct education needs of their child. Knowing this, would you say you support or oppose ESAs?

<u>REG</u>	<u>PRIM</u>	
66%	76%	TOTAL SUPPORT
24%	16%	TOTAL OPPOSE
35%	44%	Strongly support
32%	32%	Somewhat support
12%	8%	Somewhat oppose
12%	8%	Strongly oppose
10%	8%	Don't know

24. If Education Savings Accounts are expanded in Mississippi, do you believe they should be limited to low-income families or available to all families across the state?

<u>REG</u>	<u>PRIM</u>	
72%	84%	Available to all families
19%	10%	Limited to low-income families
8%	5%	Don't know

25. If Education Savings Accounts are expanded in Mississippi, do you believe they should be limited to families in D or F rated districts or available to all families across the state?

<u>REG</u>	<u>PRIM</u>	
74%	80%	Available to all families
15%	10%	Limited to families in D or F rated districts
12%	10%	Don't know

26. Thinking about education tax credits, would you support or oppose a refundable income tax credit, where Mississippi families would receive their tax dollars back to use for education expenses such as private school tuition, online education programs, tutoring, curriculum, therapies, and other direct education needs of their children?

<u>REG</u>	<u>PRIM</u>	
67%	75%	TOTAL SUPPORT
19%	14%	TOTAL OPPOSE
37%	41%	Strongly support
30%	34%	Somewhat support
9%	7%	Somewhat oppose
9%	7%	Strongly oppose
14%	11%	Don't know

27. As you may be aware, states throughout the south – including our neighbors Louisiana, Arkansas, Tennessee, and Alabama – are passing and expanding education reforms that give families more options and flexibility to educate their children. Does knowing this make you more or less supportive of Mississippi passing similar education reforms?

<u>REG</u>	<u>PRIM</u>	
63%	72%	TOTAL MORE SUPPORTIVE
12%	5%	TOTAL LESS SUPPORTIVE
33%	41%	Much more supportive
30%	31%	Somewhat more supportive
6%	2%	Somewhat less supportive
6%	3%	Much less supportive
17%	19%	No difference
8%	5%	Don't know

Now, just a few more questions for demographic purposes only...

28. What is the highest level of education you have completed?

<u>REG</u>	<u>PRIM</u>	
4%	1%	No high school diploma
22%	16%	High school diploma or equivalent
18%	27%	Some college but no degree
7%	7%	Technical or vocational degree/credential
14%	12%	Associate's degree
20%	22%	Bachelor's degree
14%	14%	Advanced degree (such as Master's, Professional, or Doctorate)
1%	1%	Prefer not to say

29. What is your household's total annual income before taxes?

<u>REG</u>	<u>PRIM</u>	
21%	9%	Under \$25,000
26%	17%	\$25,000 - \$49,999
17%	18%	\$50,000 - \$74,999
12%	15%	\$75,000 - \$99,999
7%	10%	\$100,000 - \$124,999
5%	8%	\$125,000 - \$149,999
8%	12%	\$150,000 or more
5%	10%	Prefer not to say

30. Are you the parent or legal guardian of a child in your household under the age of eighteen?

<u>REG</u>	<u>PRIM</u>	
60%	73%	No
39%	27%	Yes
1%	*	Don't know

31. Overall, would you describe your views as...?

<u>REG</u>	<u>PRIM</u>	
48%	82%	TOTAL CONSERVATIVE
17%	2%	TOTAL LIBERAL
27%	51%	Very conservative
20%	31%	Somewhat conservative
27%	12%	Moderate
8%	1%	Somewhat liberal
9%	1%	Very liberal
3%	2%	Other/Something else
5%	2%	Don't know

32. Thinking back to the presidential election, regardless of how you feel today, for whom did you vote?

<u>REG</u>	<u>PRIM</u>	
49%	92%	Donald Trump, the Republican
33%	1%	Kamala Harris, the Democrat
3%	1%	Someone else
7%	2%	Did not vote
8%	3%	Prefer not to say

Recalculated:

<u>REG</u>	<u>PRIM</u>	
57%	97%	Trump
39%	2%	Harris