

Mississippi SW

FINAL

STUDY #18081

THE TARRANCE GROUP LLC

N = 600 registered voters (N=300 online, N=300 TTW)

Field Dates: October 27-30, 2025

Hello, I'm _____ of The Tarrance Group, a national survey research firm. We're talking to people today about public leaders and issues facing us all, and are not selling anything

CP: IS THIS PHONE NUMBER CONNECTED TO A CELL PHONE? **(RECORD MODE)**

RECORD IF TEXT COMPLETE

Yes.....
No / landline
No / text52%
No / online panel.....48%

IF CP = "2", ASK: May I please speak with the youngest (male/female) in the household who is old enough to vote in Mississippi?

IF CP = "1" or "3", ASK:

CP-1. Do you currently live in and are registered to vote in Mississippi?

Yes **(CONTINUE)**

No **(THANK AND TERMINATE)**

IF CP = "1", ASK:

CP-2. For your safety, are you driving right now?

Yes **(SCHEDULE CALL BACK)**

No

ONLINE/TEXT VERSION INSTRUCTIONS

ANYWHERE IT SAYS **(DNR PHONE BLANK TEXT)** IN THE ONLINE/TEXT VERSION, THAT VALUE SHOULD NOT BE LISTED AS A CHOICE THAT IS VISIBLE TO THE RESPONDENT AND THE QUESTION CAN BE LEFT BLANK AND THE RESPONSE CODED AS THE BLANK VALUE OF THAT CHOICE

*** = Less than .5%**

- B. Are you, or is anyone in your household, employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (THANK AND TERMINATE)
No (CONTINUE)

- D1-1. In order to ensure an accurate sample: What is your age, please?
(i.e. Record 48 years old as 0 4 8)
(Record UNSURE/REFUSED AS 9 9 9)

(RECORD AGE)

IF REFUSED, PROMPT: We need at least an age range for statistical purposes only. If I read a list of age ranges, will you tell me which one you fall in?

- D1-2. What is your age, please? (JUST RECORD)
- | | |
|-------------------------------------|-----|
| 18-24 | 5% |
| 25-29 | 3% |
| 30-34 | 3% |
| 35-39 | 5% |
| 40-44 | 9% |
| 45-54 | 20% |
| 55-64 | 22% |
| 65-69 | 14% |
| 70-74 | 11% |
| 75-79 | 5% |
| 80-84 | 3% |
| 85-89 | 1% |
| 90 or over | |
| REFUSE (DNR PHONE BLANK TEXT) | |

- D2. What is your gender?

Male	45%
Female	55%
Other	*

- D3. What do you consider to be your race? Are you white, African-American, Hispanic, Asian, Native American or some other race?

White	69%
Black/African-American	27%
Hispanic/Latino	1%
Asian/Pacific American	1%
Native American	1%
Other	2%
UNSURE/REFUSED (DNR PHONE BLANK TEXT)	*

D4. Which of these statements best describes how you have usually voted in past elections?
(**READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)

Straight Republican	26%
Mostly Republican.....	19%
A few more Republicans than Democrats.....	4%
INDEPENDENT/THE PERSON (DNR PHONE).....	19%
A few more Democrats than Republicans.....	4%
Mostly Democrat	10%
Straight Democrat.....	17%
UNSURE/DK (PHONE DNR PHONE BLANK TEXT)	2%

IF "**D4 = 1-3**" ASK:

D5. Would you say you are more a supporter of the (**ROTATE**) <Make American Great Again (MAGA) movement or Republican Party>? –

Make America Great Again (MAGA) movement.....	61%
Republican Party	38%
UNSURE/DK (PHONE, DNR PHONE BLANK TEXT)	1%

D6. Are you the parent or legal guardian of a child in your household in any of the following groups? –
(**RANDOMIZE**) –Select all that apply

Young child not yet in kindergarten	5%
A child in kindergarten or 1 st grade through 12 th grade.....	22%
A child who has already completed 12 th grade.....	32%
I don't have children.....	42%
UNSURE/DK (DNR PHONE BLANK TEXT)	

Thinking about things in Mississippi--

1. Do you feel things in Mississippi are going in the right direction, or do you feel things have gotten off on the wrong track?

Right direction/strongly.....	15%
Right direction/somewhat	35%
UNSURE (DNR PHONE BLANK TEXT)	2%
Wrong track/somewhat	25%
Wrong track/strongly.....	24%

Now here are the names of several individuals. For each, please indicate whether you have heard of that person, whether you have a favorable or an unfavorable impression of that person or organization. If you do not recognize the name, just say so.

(RANDOMIZE NAMES)		FAVORABLE		UNFAVORABLE		NO	NEVER
		<u>Strng</u>	<u>Smwht</u>	<u>Smwht</u>	<u>Strng</u>	<u>OPIN.</u>	<u>HEARD</u>
2.	Donald Trump	38%	19%	5%	34%	4%	*
3.	Tate Reeves	18%	32%	14%	29%	6%	2%
4.	Delbert Hosemann	11%	23%	15%	12%	18%	20%
5.	Jason White	4%	10%	6%	5%	27%	47%
6.	Andy Gipson	12%	15%	6%	6%	29%	33%
7.	Shad White	13%	15%	8%	8%	24%	32%
8.	Brandon Presley	13%	17%	10%	10%	27%	24%

(END RANDOMIZATION)

Now, thinking specifically about President Donald Trump for a moment --

9. Do you approve or disapprove of the way Donald Trump is handling his job as President?

Approve/strongly..... 36%
 Approve/somewhat..... 23%
 UNSURE (DNR PHONE BLANK TEXT) *
 Disapprove/somewhat 8%
 Disapprove/strongly 34%

Now thinking ahead to the election for governor in November 2027--

10. Although it's a few years away, how likely are you to vote in the 2027 election for governor of Mississippi-- are you extremely likely, very likely, somewhat likely, or not very likely?

Extremely likely 74%
 Very likely 16%
 Somewhat likely 7%
 Not very likely 2%
 NOT AT ALL LIKELY 1%
 UNSURE/DK (DNR PHONE BLANK TEXT)
 WILL NOT VOTE 1%

Still thinking about the gubernatorial election –

11. If the election for governor were being held today, and you had to make a choice, would you be voting for -
- **(ROTATE)** -- • the Republican candidate or • the Democrat candidate?

Republican	43%
Lean Republican	17%
UNDECIDED(DNR PHONE BLANK TEXT).....	1%
Lean Democrat	12%
Democrat	27%

IF "D4 = 1-3"ASK:

Now, thinking ahead to the Republican primary election for governor that will be held in August, 2027 –

12. If the Republican primary election for governor were held today, and you had to make a choice, for which of the following candidates would you probably vote -- **(RANDOMIZE)** –

- Andy Gipson,
- Delbert Hosemann,
- Lynn Fitch,
- Tommy Duff, OR
- Shad White?

Andy Gipson.....	15%
Lean Gipson.....	2%
Delbert Hosemann	13%
Lean Hosemann.....	2%
Lynn Fitch	7%
Lean Fitch.....	2%
Tommy Duff.....	2%
Lean Duff.....	
Shad White	14%
Lean White	1%
OTHER.....	2%
UNDECIDED.....	40%

****ASK OF EVERYONE****

Now thinking about an issue facing Mississippi--

13. Do you feel K-12 education in Mississippi is heading in the right direction, or do you feel things have gotten off on the wrong track?

Right direction/strongly.....	15%
Right direction/somewhat	42%
UNSURE (DNR PHONE BLANK TEXT)	1%
Wrong track/somewhat	28%
Wrong track/strongly.....	14%

14. How important is it that the next governor of Mississippi work to improve K-12 education in the state? Would you say that this is – (ROTATE, FRONT TO BACK, BACK TO FRONT) -- • extremely important, • very important, • somewhat important, or • not at all important – to you, personally?

Extremely important.....	58%
Very important.....	32%
Somewhat important	7%
Not at all important.....	2%
UNSURE/DK (DNR PHONE BLANK TEXT)	2%

15. Do you, yourself, (ROTATE) <support or oppose> parents, instead of government, choosing the best school for their child(ren)?

Support/strongly	58%
Support/somewhat	27%
UNSURE (DNR PHONE BLANK TEXT)	1%
Oppose/somewhat	8%
Oppose/strongly.....	6%

As you may know, an education savings account 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 needs of their child.

16. Knowing this, would you (ROTATE) <support or oppose> education savings accounts?

Support/strongly	39%
Support/somewhat	36%
UNSURE (DNR PHONE BLANK TEXT)	*
Oppose/somewhat	12%
Oppose/strongly.....	12%

17. If education savings accounts are expanded in Mississippi, do you believe they should be **(ROTATE)** <limited to low-income families or available to all families across the state>?
- | | |
|--|-----|
| Limited to low-income families | 25% |
| Available to all families | 75% |
| UNSURE/DK (DNR PHONE DNR PHONE BLANK TEXT)..... | 1% |
-

18. If education savings accounts are expanded in Mississippi, do you believe they should be **(ROTATE)** <limited to families in D or F rated districts or available to all families across the state>?
- | | |
|--|-----|
| Limited to families in D or F rated districts | 20% |
| Available to all families | 76% |
| UNSURE/DK (DNR PHONE DNR PHONE BLANK TEXT)..... | 4% |
-

19. Would you be **(ROTATE)** <more or less likely> to vote for your legislator if your legislator supported expanding education savings accounts to all families in Mississippi?
IF CHOICE IS MADE, ASK: And is that strongly (More Likely/Less Likely) or somewhat (More Likely/Less Likely)?
- | | |
|--|-----|
| More Likely/strongly..... | 33% |
| More Likely/somewhat | 46% |
| UNSURE (DNR PHONE BLANK TEXT) | 1% |
| Less Likely/somewhat..... | 12% |
| Less Likely/strongly | 9% |
-

Thinking specifically about public schools-

20. Students in Mississippi are assigned to a public school based on their home address. Would you **(ROTATE)** <support or oppose> the state legislature passing a law that would allow children in Mississippi to access any public school in the state?
- | | |
|--|-----|
| Support/strongly | 40% |
| Support/somewhat | 36% |
| UNSURE (DNR PHONE BLANK TEXT) | * |
| Oppose/somewhat | 15% |
| Oppose/strongly..... | 10% |
-

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.

21. Knowing this, would you **(ROTATE)** <support or oppose> making all districts participate to allow any student to attend the school they think is best for them?

Support/strongly	36%
Support/somewhat	39%
UNSURE (DNR PHONE BLANK TEXT)	1%
Oppose/somewhat	13%
Oppose/strongly	11%

22. Public schools are usually funded based on the number of students enrolled. If a family decides to have a child attend a different school, should the funding for that child **(ROTATE)** <follow the child to the new school or stay with the school the child leaves>?

Follow the child to the new school	70%
Stay with the school the child leaves	29%
UNSURE/DK (DNR PHONE BLANK TEXT)	1%

23. Some people argue that when funding follows a child to a new school they choose to attend, it makes schools more accountable. Would you **(ROTATE)** <agree or disagree> this makes schools more accountable?

Agree/strongly	35%
Agree/somewhat	42%
UNSURE (DNR PHONE BLANK TEXT)	1%
Disagree/somewhat	17%
Disagree/strongly	5%

24. Do you **(ROTATE)** <support or oppose> increasing accountability within K-12 public schools today by allowing families dissatisfied with their current school to switch to another public school and take their designated funding with them?

Support/strongly	38%
Support/somewhat	39%
UNSURE (DNR PHONE BLANK TEXT)	4%
Oppose/somewhat	11%
Oppose/strongly	8%

25. As you may know, President Donald Trump is a strong supporter of universal school choice, believing every family in the country should be able to use funding to find the best learning environment for their children. Does this make you **(ROTATE)** <more supportive or less supportive> of universal school choice?

More Supportive/strongly	33%
More Supportive/somewhat	33%
UNSURE (DNR PHONE BLANK TEXT)	2%
Less Supportive/somewhat.....	17%
Less Supportive/strongly.....	14%

Now a few questions for statistical purposes only –

- D7. What is the highest level of education you have completed?

Some grade school (1-8)	1%
Some high school (9-11)	2%
Graduated high school (12).....	17%
Technical/vocational (12).....	4%
Some college (13-15)	29%
Graduated college (16)	30%
Graduate/professional school (16 or more)	17%
Unsure/Refused (DNR PHONE BLANK TEXT)	*

- D8. We want to classify people into broad income groups for statistical purposes only. What would you say is your total family income before taxes?

Under \$20,000	13%
\$20,000-\$29,999.....	7%
\$30,000-\$39,999.....	9%
\$40,000-\$49,999.....	8%
\$50,000-\$59,999.....	8%
\$60,000-\$69,999.....	4%
\$70,000-\$79,999.....	10%
\$80,000-\$89,999.....	5%
\$90,000-\$99,999.....	4%
\$100,000-\$149,999.....	16%
\$150,000-\$199,999.....	7%
\$200,000-\$249,999.....	2%
\$250,000-\$299,999.....	1%
\$300,000 and over	2%
I don't know	6%

D9. When thinking about politics and government, do you consider yourself to be...
(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Very conservative.....	28%
Somewhat conservative.....	24%
MODERATE.....	29%
Somewhat liberal.....	10%
Very liberal.....	8%
UNSURE/REFUSED (DNR PHONE BLANK TEXT).....	

Thinking about the election for President that was held last November --

D10. Which candidate for President of the United States did you vote for? Was it -- **(ROTATE)** -- • Donald Trump, or • Kamala Harris?

Donald Trump	61%
Kamala Harris.....	38%
Someone else	*
I did not vote in the election.....	1%
UNSURE/REFUSED (DNR PHONE BLANK TEXT)	*

RECORD ALL FROM SAMPLE