

MASON-DIXON MISSISSIPPI POLL[®]
APRIL 2015

ANALYSIS

By: J. Bradford Coker, Managing Director
 Mason-Dixon Polling & Research, Inc.
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GOVERNOR BRYANT SOLID RE-ELECTION FAVORITE

Republican Phil Bryant appears to be a safe bet for re-election in November. Statewide, Bryant holds commanding leads over each of his potential Democratic opponents – topping Vickie Slater by a 61%-30% margin and Valerie Short by 63%-28%.

Mississippi voters simply like the way Bryant is running the state. Overall, 72% approve of his job performance and only 20% disapprove. Such popularity is almost impossible for a challenger to overcome, barring some major unforeseen event or scandal.

QUESTION: If the 2015 general election for governor were held today, for whom would you vote if the candidates were: Vicki Slater the Democrat, Phil Bryant the Republican, Shawn O'Hara of the Reform Party?



SLATER

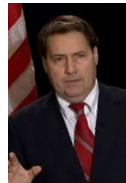
BRYANT

O'HARA

UNDECIDED

| | <u>SLATER</u> | <u>BRYANT</u> | <u>O'HARA</u> | <u>UNDECIDED</u> |
|------------------------|----------------------|----------------------|----------------------|-------------------------|
| STATE | 30% | 61% | 2% | 7% |
| <u>SEX</u> | <u>SLATER</u> | <u>BRYANT</u> | <u>O'HARA</u> | <u>UNDECIDED</u> |
| Men | 24% | 65% | 1% | 10% |
| Women | 36% | 58% | 2% | 4% |
| <u>RACE</u> | <u>SLATER</u> | <u>BRYANT</u> | <u>O'HARA</u> | <u>UNDECIDED</u> |
| White | 12% | 80% | 2% | 6% |
| Black | 72% | 18% | 1% | 9% |
| <u>PARTY ID</u> | <u>SLATER</u> | <u>BRYANT</u> | <u>O'HARA</u> | <u>UNDECIDED</u> |
| Democrat | 74% | 17% | 2% | 7% |
| Republican | 3% | 92% | 1% | 4% |
| Independent | 19% | 61% | 3% | 17% |

QUESTION: If the 2015 general election for governor were held today, for whom would you vote if the candidates were: Valerie Short the Democrat, Phil Bryant the Republican, or Shawn O’Hara of the Reform Party?



SHORT

BRYANT

O’HARA

UNDECIDED

| | | | | |
|------------------------|---------------------|----------------------|----------------------|-------------------------|
| STATE | 28% | 63% | 3% | 6% |
| <u>SEX</u> | <u>SHORT</u> | <u>BRYANT</u> | <u>O’HARA</u> | <u>UNDECIDED</u> |
| Men | 20% | 69% | 3% | 8% |
| Women | 35% | 57% | 3% | 5% |
| <u>RACE</u> | <u>SHORT</u> | <u>BRYANT</u> | <u>O’HARA</u> | <u>UNDECIDED</u> |
| White | 7% | 83% | 4% | 6% |
| Black | 78% | 15% | 1% | 6% |
| <u>PARTY ID</u> | <u>SHORT</u> | <u>BRYANT</u> | <u>O’HARA</u> | <u>UNDECIDED</u> |
| Democrat | 70% | 19% | 4% | 7% |
| Republican | 2% | 94% | 1% | 3% |
| Independent | 17% | 65% | 6% | 12% |

QUESTION: Do you approve or disapprove of Phil Bryant’s job performance as governor?

| | | | |
|------------------------|-----------------------|--------------------------|------------------------|
| | <u>APPROVE</u> | <u>DISAPPROVE</u> | <u>NOT SURE</u> |
| STATE | 72% | 20% | 8% |
| <u>SEX</u> | <u>APPROVE</u> | <u>DISAPPROVE</u> | <u>NOT SURE</u> |
| Men | 74% | 19% | 7% |
| Women | 71% | 21% | 8% |
| <u>RACE</u> | <u>APPROVE</u> | <u>DISAPPROVE</u> | <u>NOT SURE</u> |
| White | 83% | 14% | 3% |
| Black | 47% | 33% | 20% |
| <u>PARTY ID</u> | <u>APPROVE</u> | <u>DISAPPROVE</u> | <u>NOT SURE</u> |
| Democrat | 41% | 40% | 19% |
| Republican | 96% | 3% | 1% |
| Independent | 67% | 25% | 8% |

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from April 21 through April 23, 2015. A total of 625 registered Mississippi voters were interviewed statewide by telephone.

Those interviewed on land-lines were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized in order to ensure an accurate reflection of the state. Those interviewed on cell phones were selected from a list of working cell phone numbers. Quotas were assigned to reflect voter registration 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 racial grouping.

DEMOGRAPHICS

PARTY REGISTRATION:

| | |
|-----------------------------|------------------|
| Democrat | 212 (34%) |
| Republican | 298 (48%) |
| Independent or Other | 115 (18%) |

AGE:

| | |
|----------------|-------------------|
| 18-34 | 85 (14%) |
| 35-49 | 174 (28%) |
| 50-64 | 202 (32%) |
| 65+ | 162 (26%) |
| Refused | 2 (<1%) |

RACE/ETHNICITY:

| | |
|-------------------------------|------------------|
| White/Caucasian | 418 (67%) |
| Black/African American | 190 (30%) |
| Other/Refused | 17 (3%) |

SEX:

| | |
|---------------|------------------|
| Male | 303 (48%) |
| Female | 322 (52%) |

REGION:

| | |
|-----------------------------------|------------------|
| 1st Congressional District | 157 (25%) |
| 2nd Congressional District | 152 (24%) |
| 3rd Congressional District | 156 (25%) |
| 4th Congressional District | 160 (26%) |