



CYGNAL

Survey of Likely General Election Voters

Mississippi Statewide

October 1 - 2, 2026 | n=501 | $\pm 4.38\%$

Q1. Top Priority: Which one of the following issues is the most important to you in the election for Mississippi State House of Representatives?

	Freq.	%
Inflation	111	22.2%
Crime and public safety	96	19.1%
Healthcare	74	14.7%
Reducing taxes	68	13.5%
Education	49	9.8%
Redistricting	31	6.1%
Restoring the ballot initiative	28	5.6%
Infrastructure	25	5.0%
Unsure	20	4.0%
Total	501	100.0%

Q2. Vote Method: How do you plan to vote in the November general election for U.S. Congress, Mississippi State Legislature, and other state offices?

	Freq.	%
<u>Vote In-Person On Election Day</u>	<u>392</u>	<u>78.3%</u>
Definitely vote in-person on Election Day	309	61.7%
Probably vote in-person on Election Day	83	16.5%
<u>Vote Absentee By Mail</u>	<u>6</u>	<u>1.2%</u>
Definitely vote absentee by mail	6	1.2%
Probably vote absentee by mail	0	0.0%
<u>Vote Early In-Person</u>	<u>103</u>	<u>20.5%</u>
Definitely vote early in-person	66	13.2%
Probably vote early in-person	37	7.3%
<u>I do NOT plan to vote in the November general election</u>	<u>0</u>	<u>0.0%</u>
Unsure	0	0.0%
Total	501	100.0%

Q3. State Direction: Generally speaking, would you say things in Mississippi are headed in the right direction or off on the wrong track?

	Freq.	%
<u>Right Direction</u>	<u>214</u>	<u>42.8%</u>
Definitely the right direction	37	7.3%
Mostly the right direction	178	35.4%
<u>Wrong Track</u>	<u>228</u>	<u>45.4%</u>
Mostly the wrong track	112	22.3%
Definitely the wrong track	116	23.1%
Unsure	59	11.8%
Total	501	100.0%

Q4. Initial School Choice: Last session, the Mississippi House of Representatives passed legislation creating the Magnolia Student Accounts program, which would let eligible families use a portion of public education funding for approved expenses like private school tuition, tutoring, or transportation. Do you support or oppose this program?

	Freq.	%
<u>Support</u>	<u>206</u>	<u>41.1%</u>
Strongly support	113	22.5%



Somewhat support	93	18.6%
<u>Neither support nor oppose</u>	<u>49</u>	<u>9.7%</u>
<u>Oppose</u>	<u>197</u>	<u>39.2%</u>
Somewhat oppose	66	13.2%
Strongly oppose	131	26.1%
Unsure	50	9.9%
Total	501	100.0%

Q5. Informed School Choice: Supporters point to other states with existing school choice programs, where student test scores have improved in both public and private schools as a result of increased options and competition. Knowing this, do you support or oppose creating a school choice program in Mississippi like the one described in the last question?

	Freq.	%
<u>Support</u>	<u>251</u>	<u>50.1%</u>
Strongly support	126	25.1%
Somewhat support	125	25.0%
<u>Neither support nor oppose</u>	<u>59</u>	<u>11.8%</u>
<u>Oppose</u>	<u>136</u>	<u>27.1%</u>
Somewhat oppose	47	9.4%
Strongly oppose	88	17.7%
Unsure	55	11.0%
Total	501	100.0%

Q6. School Choice Candidate Impact: If a candidate supports school choice in Mississippi, would you be more or less likely to support the candidate?

	Freq.	%
<u>More Likely</u>	<u>211</u>	<u>42.2%</u>
Much more likely	103	20.6%
Somewhat more likely	108	21.5%
<u>Makes no difference</u>	<u>90</u>	<u>18.0%</u>
<u>Less Likely</u>	<u>122</u>	<u>24.4%</u>
Somewhat less likely	54	10.8%
Much less likely	68	13.5%
Unsure	77	15.4%
Total	501	100.0%

Q7. School District Consolidation: Some Mississippi lawmakers are considering consolidating school districts to reduce administrative costs - combining districts that currently each have their own superintendent, central office, and school board into a single district with one superintendent, one central office, and one school board, while keeping local schools open. Do you support or oppose this kind of school district consolidation?

	Freq.	%
<u>Support</u>	<u>185</u>	<u>36.9%</u>
Strongly support	86	17.1%
Somewhat support	99	19.8%
<u>Neither support nor oppose</u>	<u>61</u>	<u>12.2%</u>
<u>Oppose</u>	<u>189</u>	<u>37.8%</u>
Somewhat oppose	75	14.9%



Strongly oppose	115	22.9%
Unsure	66	13.2%
Total	501	100.0%

Q8. Ballot Initiative Restoration: Mississippi voters lost the ability to place laws or constitutional amendments directly on the statewide ballot in 2021, after the state Supreme Court struck down the process on a technicality. Since then, voters have had no way to bypass the Legislature to change state law. Do you support or oppose restoring a ballot initiative process that would let Mississippi voters gather signatures to place proposed laws or constitutional amendments on the statewide ballot?

	Freq.	%
<u>Support</u>	<u>361</u>	<u>72.0%</u>
Strongly support	247	49.2%
Somewhat support	114	22.8%
<u>Neither support nor oppose</u>	<u>39</u>	<u>7.8%</u>
<u>Oppose</u>	<u>40</u>	<u>7.9%</u>
Somewhat oppose	19	3.7%
Strongly oppose	21	4.2%
Unsure	61	12.2%
Total	501	100.0%

Q9. Data Centers: Mississippi has recruited several large data center projects in recent years by offering companies tax exemptions in exchange for jobs and investment. Some residents and officials have raised concerns that these projects could raise electricity costs for everyday Mississippians, while supporters cite job creation and investment in local communities. Do you support or oppose the state continuing to recruit data centers to Mississippi?

	Freq.	%
<u>Support</u>	<u>142</u>	<u>28.3%</u>
Strongly support	49	9.8%
Somewhat support	93	18.5%
<u>Neither support nor oppose</u>	<u>60</u>	<u>11.9%</u>
<u>Oppose</u>	<u>240</u>	<u>47.9%</u>
Somewhat oppose	80	15.9%
Strongly oppose	160	32.0%
Unsure	59	11.8%
Total	501	100.0%

Q10. Property Taxes – All Homesteads: Some Mississippi lawmakers have proposed eliminating property taxes on homestead property - the tax homeowners pay on their primary residence - and offsetting the lost revenue to counties by raising the state sales tax or levying a local option sales tax. Do you support or oppose eliminating property taxes on homestead property in Mississippi?

	Freq.	%
<u>Support</u>	<u>283</u>	<u>56.6%</u>
Strongly support	170	33.9%
Somewhat support	113	22.6%
<u>Neither support nor oppose</u>	<u>46</u>	<u>9.3%</u>
<u>Oppose</u>	<u>123</u>	<u>24.6%</u>
Somewhat oppose	60	11.9%



Strongly oppose	63	12.6%
Unsure	48	9.6%
Total	501	100.0%

Q11. Property Taxes – 65+: Some Mississippi lawmakers have proposed eliminating property taxes on homestead property - the tax homeowners pay on their primary residence - for homeowners age 65 and older, and offsetting the lost revenue to counties by raising the state sales tax or levying a local option sales tax. Do you support or oppose eliminating property taxes on homestead property for Mississippians age 65 and older?

	Freq.	%
<u>Support</u>	<u>352</u>	<u>70.2%</u>
Strongly support	259	51.7%
Somewhat support	92	18.4%
<u>Neither support nor oppose</u>	<u>39</u>	<u>7.7%</u>
<u>Oppose</u>	<u>77</u>	<u>15.3%</u>
Somewhat oppose	30	5.9%
Strongly oppose	47	9.4%
Unsure	34	6.8%
Total	501	100.0%

Q12. Preference for Property Tax Issue: If Mississippi eliminates property taxes on homestead property, the lost revenue to counties would need to be made up in some way. Which of the following would you prefer: raising the statewide sales tax, which is currently 7%, or establishing a local option sales tax that cities and counties could choose to adopt?

	Freq.	%
<u>Raising The Statewide Sales Tax</u>	<u>147</u>	<u>29.3%</u>
Definitely raising the statewide sales tax	48	9.7%
Probably raising the statewide sales tax	98	19.6%
<u>Adopting Local Sales Taxes</u>	<u>173</u>	<u>34.6%</u>
Probably adopting local sales taxes	114	22.7%
Definitely adopting local sales taxes	60	11.9%
Unsure	181	36.2%
Total	501	100.0%

Q13. Property Tax vs. Car Tags: Mississippi lawmakers are considering different ways to reduce taxes on residents. Which of the following would you prefer: eliminating the real property tax on homestead property, or eliminating car tag fees?

	Freq.	%
<u>Eliminating The Real Property Tax</u>	<u>254</u>	<u>50.7%</u>
Definitely eliminating the real property tax	147	29.4%
Probably eliminating the real property tax	107	21.3%
<u>Eliminating Car Tag Fees</u>	<u>178</u>	<u>35.4%</u>
Probably eliminating car tag fees	69	13.9%
Definitely eliminating car tag fees	108	21.6%
Unsure	69	13.9%
Total	501	100.0%



Q14. News Source: What are your primary sources for news? Select up to three options.

	Freq.	%
National broadcast television news (e.g. NBC, ABC, CBS)	158	31.5%
Local broadcast television news	185	36.9%
Cable news (e.g. Fox News, MSNBC / MS NOW, CNN)	166	33.1%
Streaming app(s) (e.g. YouTube TV, Hulu)	47	9.3%
<u>Social Media</u>	<u>203</u>	<u>40.6%</u>
TikTok	38	7.5%
Facebook	129	25.7%
Twitter / X	25	4.9%
YouTube	53	10.5%
Newspaper	61	12.2%
Talk radio	54	10.8%
Podcasts	41	8.2%
AI, like ChatGPT	7	1.4%
News media websites	97	19.4%
Other websites	55	11.0%
Unsure	17	3.4%
Total	501	100.0%

Q15. Gender: Are you female or male?

	Freq.	%
Female	284	56.8%
Male	217	43.2%
Total	501	100.0%

Q16. Age Range: What is your age as of today?

	Freq.	%
<u>Under 55</u>	<u>216</u>	<u>43.1%</u>
18 - 29	29	5.9%
30 - 44	93	18.5%
45 - 54	94	18.7%
<u>55 and Over</u>	<u>285</u>	<u>56.9%</u>
55 - 64	115	22.9%
65+	170	34.0%
Total	501	100.0%

Q17. Partisanship by Response: Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

	Freq.	%
<u>Republican</u>	<u>252</u>	<u>50.4%</u>
Strongly Republican	166	33.2%
Mostly Republican	86	17.2%
<u>Independent</u>	<u>65</u>	<u>12.9%</u>
<u>Democratic</u>	<u>160</u>	<u>31.9%</u>
Mostly Democratic	57	11.5%
Strongly Democratic	102	20.5%
Unsure	24	4.8%
Total	501	100.0%



Q18. Ideology: And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	270	53.9%
Very conservative	161	32.1%
Somewhat conservative	109	21.8%
<u>Moderate</u>	120	23.9%
<u>Liberal</u>	77	15.4%
Somewhat liberal	39	7.8%
Very liberal	38	7.6%
Unsure	34	6.8%
Total	501	100.0%

Q19. Religious Service Attendance: How often do you attend religious services?

	Freq.	%
<u>Regular Church</u>	230	45.9%
Multiple times per week	108	21.5%
Once per week	123	24.5%
<u>Some Church</u>	97	19.4%
2-3 times per month	76	15.2%
Once per month	21	4.2%
<u>A few times per year</u>	85	17.0%
<u>No Church</u>	89	17.7%
Never	63	12.5%
Unsure	26	5.2%
Total	501	100.0%

Q20. Parental Status: Are you the parent or guardian of children aged 18 or under? Select all that apply if you have more than one child in school.

	Freq.	%
<u>Parent/Guardian</u>	151	30.1%
Yes, not yet in school	21	4.1%
Yes, pre-K	8	1.7%
Yes, elementary school	68	13.5%
Yes, middle school	48	9.6%
Yes, high school	64	12.8%
<u>No</u>	347	69.2%
Unsure	3	0.7%
Total	501	100.0%

Q21. Marital Status: What is your current marital status?

	Freq.	%
Single	107	21.4%
Married	265	52.8%
Divorced	61	12.1%
Widowed	51	10.2%
Separated	11	2.2%
Unsure	7	1.4%
Total	501	100.0%



Q22. Housing Status: What is your current housing situation?

	Freq.	%
<u>Homeowner</u>	<u>382</u>	<u>76.2%</u>
Own single family detached house	361	72.1%
Own townhouse or rowhouse	13	2.6%
Own condo or apartment	8	1.6%
<u>Renter</u>	<u>70</u>	<u>14.0%</u>
Rent single family home or townhome	43	8.6%
Rent apartment or condo	27	5.4%
<u>Live with family or friends</u>	<u>32</u>	<u>6.5%</u>
Unsure	17	3.4%
Total	501	100.0%

Q23. Community Type: Do you consider the area where you live to be more rural, small town, suburban, or urban?

	Freq.	%
Rural	214	42.8%
Small town	158	31.5%
Suburban	88	17.6%
Urban	41	8.2%
Total	501	100.0%

Q24. Income by Response: What annual household income range do you fall within out of the following options?

	Freq.	%
Less than \$25,000	63	12.6%
\$25,000 - \$49,999	100	19.9%
\$50,000 - \$74,999	91	18.1%
\$75,000 - \$99,999	61	12.2%
\$100,000 - \$124,999	41	8.1%
\$125,000 - \$199,999	70	13.9%
\$200,000+	32	6.3%
Unsure	44	8.8%
Total	501	100.0%

Q25. Race/Ethnicity: Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	319	63.7%
Asian or Pacific Islander	0	0.0%
Black or African American	152	30.4%
Hispanic or Latino	7	1.3%
Other	14	2.8%
Unsure	9	1.8%
Total	501	100.0%

Q26. 2024 Retro Ballot: Thinking back, who did you vote for in the 2024 election for President?

	Freq.	%
Republican Donald Trump	284	56.6%
Democrat Kamala Harris	173	34.6%
Another candidate	12	2.3%



Did not vote in 2024	13	2.6%
Unsure	19	3.8%
Total	501	100.0%

Q27. Education Level: What's the highest level of education you have completed?

	Freq.	%
<u>No degree</u>	314	62.7%
Some high school	16	3.2%
High school diploma/GED	76	15.2%
Technical Certification	17	3.3%
Some college or Associate's Degree	205	41.0%
<u>At least College</u>	182	36.3%
Four-year undergraduate or Bachelor's Degree	87	17.3%
Graduate degree or further	95	19.0%
Unsure	5	1.1%
Total	501	100.0%

Q28. General Election (X of 4)

	Freq.	%
0 of 4	4	0.7%
1 of 4	52	10.3%
2 of 4	71	14.2%
3 of 4	138	27.5%
4 of 4	237	47.3%
Total	501	100.0%

Q29. Geography

	Freq.	%
CD1	125	25.0%
CD2	126	25.1%
CD3	133	26.6%
CD4	117	23.4%
Total	501	100.0%

Q30. DMA

	Freq.	%
BATON ROUGE	3	0.7%
BILOXI-GULFPORT	55	10.9%
COLUMBUS-TUPELO-WEST POINT	83	16.6%
GREENWOOD-GREENVILLE	25	5.1%
HATTIESBURG-LAUREL	51	10.3%
JACKSON MS	160	32.0%
MEMPHIS	70	14.0%
MERIDIAN	25	4.9%
MOBILE-PENSACOLA (FT WALT)	6	1.2%
NEW ORLEANS	19	3.8%
Unknown	3	0.5%
Total	501	100.0%



Q31. Gender + Age

	Freq.	%
F 18 - 29	17	3.5%
F 30 - 44	57	11.4%
F 45 - 54	53	10.5%
F 55 - 64	63	12.5%
F 65+	94	18.8%
M 18 - 29	12	2.4%
M 30 - 44	36	7.1%
M 45 - 54	41	8.2%
M 55 - 64	52	10.4%
M 65+	76	15.2%
Total	501	100.0%

Q32. Partisanship + Gender

	Freq.	%
F GOP	142	28.4%
M GOP	110	21.9%
F DEM	107	21.4%
M DEM	53	10.6%
F Independent	19	3.7%
M Independent	46	9.2%
Unsure	24	4.8%
Total	501	100.0%

Q33. Race + Gender

	Freq.	%
White Female	174	34.8%
White Male	145	28.9%
Asian Female	0	0.0%
Asian Male	0	0.0%
Black Female	95	18.9%
Black Male	57	11.5%
Hispanic Female	2	0.5%
Hispanic Male	4	0.9%
Other Female	7	1.4%
Other Male	7	1.4%
Unsure	9	1.8%
Total	501	100.0%

Q34. Gender + Education

	Freq.	%
Female At least College	104	20.7%
Female No degree	177	35.4%
Male At least College	78	15.5%
Male No degree	137	27.3%
Unsure	5	1.1%
Total	501	100.0%



Q35. Marital Status + Gender

	Freq.	%
Single Male	48	9.7%
Single Female	59	11.7%
Married Male	131	26.1%
Married Female	134	26.7%
Divorced Male	22	4.4%
Divorced Female	38	7.7%
Widowed Male	9	1.7%
Widowed Female	42	8.5%
Separated Male	4	0.8%
Separated Female	7	1.4%
Unsure	7	1.4%
Total	501	100.0%

Q36. Party + Vote History

	Freq.	%
R 0-2/4	58	11.5%
R 3-4/4	195	38.8%
D 0-2/4	43	8.5%
D 3-4/4	117	23.4%
Independent 0-2/4	15	2.9%
Independent 3-4/4	50	10.0%
Unsure	24	4.8%
Total	501	100.0%

Methodology

This probabilistic survey was conducted October 1 - 2, 2026, with 501 likely general election voters in Mississippi Statewide. It has a margin of error of $\pm 4.38\%$. Known registered voters were interviewed via live phones and SMS. This survey was weighted to a likely general election voter universe.

About the Firm

Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.

