

# CHISM STRATEGIES

— ADVOCACY & ELECTIONS —

To: Espy Campaign  
From: Brad Chism  
Date: 3/29/2018  
Re: Initial Survey Results

Our January 2018 survey of the state's Democratic voters found that Mike Espy enjoys a very high name ID (85%) and approval ratings (net+ 57%) for one who left office in 1994.<sup>1</sup>

Our late March 2018 survey of likely 2018 general election voters shows Espy begins his first campaign in 25 years with a solid foundation<sup>2</sup>:

94% Name ID

44% approval rating, including 33% of white voters who approve

+18% net approval, including +2% net approval among white voters

## Mike Espy Approval Ratings

<u>Group</u>	<u>Approve</u>	<u>Disapprove</u>	<u>Unsure</u>	<u>Name ID</u>	<u>Net Positive</u>
Overall	44%	26%	24%	94%	+18
White Voters	33%	31%	30%	94%	+2
White Women	34%	26%	34%	95%	+8
Whites <35	33%	22%	44%	100%	+11

In this survey conducted in the days immediately after the appointment of Cindy Hyde-Smith as US Senator, Mike Espy leads in a three-way race that includes Hyde-Smith and State Senator Chris McDaniel and is getting almost one in five white votes. These numbers understate Espy's eventual strength among African American votes, who give Espy only 63% in this early survey. Historical vote patterns in Mississippi suggest he will secure 95%+ African American support against Hyde Smith and McDaniel.

<u>Candidate</u>	<u>Overall%</u>	<u>White Voters</u>	<u>Whites &lt; 35</u>
Espy	34%	18%	26%
Hyde-Smith	27%	39%	7%
McDaniel	21%	28%	41%
Undecided	18%	15%	26%

## Electoral Math

<u>African Americans % of Nov Turnout</u>	<u>Required % Other Vote</u>
33% (2016 Turnout)	28%
35% (Registered Voters)	26%
37% (BVAP)	24%
39% (Doug Jones-level over performance)	22%

<sup>1</sup> N = 878 1/26/2018; MOE = 3.3%+/-; 40% mobile phones; weighted to 73% African American (Democratic primary voters)

<sup>2</sup> N = 603, 3/27/2018; MOE = 4.00 +/-; 36% mobile phones weighted to 35% African American (General election voters)