

# **MILLSAPS COLLEGE**

## **Polling Summary**

### **Key Issues to Voters**

- Respondents list fighting crime and street repairs as the top two issues for the next mayor of Jackson. African Americans were more likely to rank fighting crime as the top response while white voters listed street repairs as the top priority. Job creation and economic development, ranked third overall but African Americans considered it a higher priority than whites. Water and sewer line repairs, the fourth choice overall, was more important to white voters than African Americans.

### **Candidate Support**

- None of the nine candidates is likely to receive a majority on May 2<sup>nd</sup> and Chokwe A. Lumumba leads the field with 29%. Robert Graham and John Horhn are essentially tied for second, with incumbent Tony Yarber in single digits. With 17% undecided, the last few days of campaigning will determine which two candidates are in the runoff.
  - Lumumba has a very solid base of African American support—more than one in three—and most of his supporters are unlikely to change their minds. Among undecided voters who are leaning toward a candidate Lumumba is the first choice. Lumumba leads in five of the seven wards across the city and is the most popular candidate among younger voters by a 2:1 margin.
  - Horhn was the clear favorite among white voters (35%) but with less support among African Americans (14%). His support is the softest among the leading candidates, with 45% saying they are still considering other candidates. Horhn leads by wide margins in Wards One and Seven.
  - Graham's support by race was more balanced with 21% among African Americans and 18% among whites. About two thirds of Graham's support is solid—voters are not considering other candidates. Graham is in second place in all but Ward 7.

### **Hypothetical Runoff Match Ups**

- In hypothetical runoff match ups among the top three candidates in this poll, we find that Lumumba has a 9% lead over Horhn and a 10% lead over Graham. About one fifth of voters are undecided about those match ups in a runoff. A potential Graham-Horhn runoff is a dead heat at this time with a more than three in ten undecided.

(more)

### **The Undecided Voter**

- When we combine the “soft support” among all candidates with the undecided vote, we find that more than four in ten voters are still considering their options with less than five days before the election.
- The primary difference between undecided voters and those with clear choices is age: one in four younger voters are still deciding.

### **The Unknowns**

- The most recent campaign finance reports show that both Horhn and Graham are raising and spending much more on their campaign than Lumumba. The media logs confirm that Lumumba’s budget for TV and radio pales in comparison to the other two leading candidates. We expect the one-sided spending to have an impact.
- The dynamics of a crowded field also make this race less predictable. It is common for initial support for those candidates not considered among the top tier to migrate to one of the leading candidates late in the race. Lumumba is more likely a “second choice” among African American voters than Horhn or Graham. Rarely is an incumbent so far from the lead but we find that Mayor Yarber’s supporters were largely unwavering.
- The candidates’ voter turnout organizations will have a large role in determining the order of finish in the Democratic primary and polls cannot measure this factor. Converting supporters to voters at the polls is the key for securing a spot in the runoff.

This survey was conducted April 26-27, 2017 using both live operator interviewers and IVR automated surveys. The total sample of likely Jackson voters was 767 for a margin of error of +/-3.5%. The survey has a 32% mobile phone response component. We utilized previous municipal election voting patterns to weight the survey by ethnicity, gender and age. (71% African American, 22% White, 8% other. 60% female; 39% age 65+, 25% age 55 to 64; 16% age 45 to 54; 16% age 45 to 54 and 20% under age 44%) We did not weight results by ward. IVR surveys collect keypad responses to survey questions and are limited to land lines. IVRs’ reduce interviewer bias as respondent hears the same questions read the same way. Independent analyses from leading national publications such as the WSJ, AAOPR, Pew Research Center and the National Council on Public Polls concur that properly administered IVR surveys have accuracy levels comparable to live interviewer surveys.

**Chism Strategies** is a survey research and consulting firm with offices in Jackson, Atlanta and Washington, D.C. The company serves clients across the USA at the federal, state, and local government levels as well as clients in Canada and Australia. Brad Chism is an alumnus of the Millsaps College Political Science Department, where he earned a Rhodes Scholarship.

**Which issue should be top priority for the Mayor?**

Fighting crime	34.5%
Repairing our streets	30.9%
Creating jobs	13.9%
Repairing water and sewer lines	13.7%
Other	7.0%
<b>Grand Total</b>	<b>100.0%</b>

**Which candidate do you support?**

Chokwe A. Lumumba	29.1%
Robert Graham	20.0%
John Horhn	18.9%
Undecided	17.0%
Tony Yarber	6.7%
Ronnie Crudup, Jr.	4.5%
Sidney Gladney	1.5%
Jessie Jones	1.3%
Monroe Jackson	0.7%
Brian Reynolds	0.1%
<b>Grand Total</b>	<b>100.0%</b>

**(For Undecideds) Toward which candidate are you leaning?**

Undecided	67.7%
Chokwe A. Lumumba	13.2%
Robert Graham	7.0%
Tony Yarber	5.3%
John Horhn	5.1%
Ronnie Crudup, Jr.	1.6%
<b>Grand Total</b>	<b>100.0%</b>

**(For Supporters) Are you still considering other candidates?**

Mind is made up	59.6%
Still considering other candidates	40.4%
<b>Grand Total</b>	<b>100.0%</b>

**If there were a runoff between John Horhn and Chokwe A. Lumumba, which candidate would you support?**

Chokwe A. Lumumba	43.7%
John Horhn	34.7%
Undecided	21.6%
<b>Grand Total</b>	<b>100.0%</b>

**If there were a runoff between Robert Graham and Chokwe A. Lumumba, which candidate would you support?**

Chokwe A. Lumumba	45.1%
Robert Graham	35.4%
Undecided	19.5%
<b>Grand Total</b>	<b>100.0%</b>

**If there were a runoff between Robert Graham and John Hohn, which candidate would you support?**

John Hohn	35.5%
Robert Graham	33.9%
Undecided	30.6%
<b>Grand Total</b>	<b>100.0%</b>

**Gender**

Female	59.5%
Male	40.5%
<b>Grand Total</b>	<b>100.0%</b>

**Ethnicity**

African-American	71.0%
White	22.0%
Other	5.7%
Hispanic/Latino	1.3%
<b>Grand Total</b>	<b>100.0%</b>

Age Range	
18 to 44	20.0%
45 to 54	16.3%
55 to 64	24.9%
65 or older	38.9%
Grand Total	100.0%

Responses by Ward	
Ward	%
1	17.6%
2	18.9%
3	15.1%
4	15.7%
5	13.1%
6	9.9%
7	9.7%
Grand Total	100.0%

