

# CHISM STRATEGIES

== ADVOCACY & ELECTIONS ==

**To:** Interested Parties  
**From:** Brad Chism  
**Re:** Public Opinion on Rural Broadband Access in Mississippi  
**Date:** September 27<sup>th</sup>, 2018

Chism Strategies conducted a statewide survey of voters in mid-September on the issue of expanding rural broadband service in Mississippi. We posed the following question:

*Currently state law allows only cable and telephone companies to provide high speed internet service in Mississippi and many areas lack internet service. There is a proposal to change the law to allow electric power associations to provide high speed internet to their customers across the state.*

## Results

Voters we surveyed overwhelmingly support allowing electric power associations to provide high speed internet to their customers.

- 77% of respondents say they would support such a change, while just 7% say they would oppose it.
- No demographic group polled below 50% on this question.
- Among subgroups
  - Support is strongest among white voters (81% support-6% oppose).
  - People with a bachelor's degree or higher (83%-7%) are the most likely to favor this change
  - Republicans (80%-6%) show the strongest support for those with partisan leanings.
  - Younger adults ages 18-44 (88%-7%) overwhelmingly support this change.

## Survey Methodology

The survey of 646 voters included 35% respondents from mobile phones and the remainder from land lines. The margin of error is +/- 3.86%. Respondents were weighted by age, race and gender to reflect 2018 general election turnout.

## About Chism Strategies

Our research and advocacy firm is headquartered in Jackson, MS with offices in Atlanta, Memphis and Washington, DC. This year we have served candidates and organizations in 36 states on campaigns ranging from city council to US Senate. We are working on public policy initiatives in more than a dozen states. We conducted this research at our own expense. For more information contact Brad Chism at [brad@chismstrategies.com](mailto:brad@chismstrategies.com) or 601.918.4563.

## Weighted Toplines

Q. Currently state law allows only cable and telephone companies to provide high speed internet service in Mississippi and many areas lack internet service. There is a proposal to change the law to allow electric power associations to provide high speed internet to their customers across the state. Do you support or oppose this change in law?

<b>Q12 Internet</b>	<b>%</b>
1 Support	77%
2 Oppose	7%
3 Unsure	16%
<b>Grand Total</b>	<b>100%</b>

Please tell us your age range.

<b>Q Age</b>	<b>%</b>
1 18 to 34	13%
2 35 to 44	19%
3 45 to 54	20%
4 55 to 64	23%
5 65 and older	25%
<b>Grand Total</b>	<b>100%</b>

Please tell us your ethnicity.

<b>Q Ethnicity</b>	<b>%</b>
1 African American or black	35%
2 Asian American	1%
3 Non-Hispanic white	61%
4 Hispanic or Latino	0%
5 Some other ethnicity not mentioned here	3%
<b>Grand Total</b>	<b>100%</b>

Please tell us your gender.

<b>Q0 Gender</b>	<b>%</b>
1 Male	45%
2 Female	55%
3 Nonbinary	1%
<b>Grand Total</b>	<b>100%</b>

Please tell us your educational attainment.

<b>Q Educational Attainment</b>	<b>%</b>
---------------------------------	----------

1 Less than a high school education	4%
2 High school graduate	18%
3 Attended college but did not graduate	21%
4 Graduated from two-year college	13%
5 Graduated from four-year college	22%
6 Obtained an advanced degree	22%
<b>Grand Total</b>	<b>100%</b>

How would you describe your partisan affiliation when you vote?	
<b>Q Partisan Affiliation</b>	<b>%</b>
1 Strong Republican	33%
2 Lean Republican	16%
3 Neither Democrat nor Republican	16%
4 Lean Democrat	10%
5 Strong Democrat	26%
<b>Grand Total</b>	<b>100%</b>

Congressional District	
<b>CD</b>	<b>%</b>
1	22%
2	23%
3	34%
4	22%
<b>Grand Total</b>	<b>100%</b>

**Crosstabs**

Please tell us your age range.

%	Age				
	1 18 to 34	2 35 to 44	3 45 to 54	4 55 to 64	5 65 and older
<b>Q Internet</b>					
1 Support	93%	85%	71%	73%	68%
2 Oppose	4%	9%	11%	6%	8%
3 Unsure	4%	6%	18%	21%	24%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Please tell us your ethnicity.

%	Ethnicity				
	1 African American or black	2 Asian American	3 Non-Hispanic white	4 Hispanic or Latino	5 Some other ethnicity not mentioned here
<b>Q Internet</b>					
1 Support	66%	50%	81%	83%	69%
2 Oppose	8%	21%	6%	0%	11%
3 Unsure	27%	29%	13%	17%	20%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Please tell us your gender

%	Gender		
	1 Male	2 Female	3 Unsure
<b>Q Internet</b>			
1 Support	78%	71%	56%
2 Oppose	8%	7%	22%
3 Unsure	14%	22%	22%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Please tell us your level of education.

%	Educational Attainment					
	1 Less than a high school education	2 High school graduate	3 Attended college but did not graduate	4 Graduated from two-year college	5 Graduated from four-year college	6 Obtained an advanced degree
Internet						
1 Support	54%	60%	74%	77%	84%	82%
2 Oppose	11%	10%	6%	7%	5%	8%
3 Unsure	36%	30%	20%	16%	10%	9%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Please tell us your level of education.

%	Educational Attainment					
	1 Less than a high school education	2 High school graduate	3 Attended college but did not graduate	4 Graduated from two-year college	5 Graduated from four-year college	6 Obtained an advanced degree
Internet						
1 Support	54%	60%	74%	77%	84%	82%
2 Oppose	11%	10%	6%	7%	5%	8%
3 Unsure	36%	30%	20%	16%	10%	9%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Congressional District

%	CD			
	1	2	3	4
Internet				
1 Support	71%	68%	77%	81%
2 Oppose	6%	8%	7%	9%
3 Unsure	23%	24%	17%	10%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>