

MS STW Senate GE Benchmark Assessment

April 8-12, 2026

N=500 Likely Mississippi 2026 GE Voters (225N Phone + 275N TTW)

		Apr 12, 2026	Jun 22, 2025
		N=500	N=500
Q9. When thinking about elections for U.S. Senate, are you more likely to vote for:	Democratic candidates	34%	31%
	Republican candidates	47%	49%
	[VOL] Depends	17%	16%
	[VOL] Neither	1%	1%
	[VOL] Don't know	1%	3%

		1st Choice	1st/2nd Combined
Q10/11. Which of the following do you feel is the most important issue that Congress should make a top priority?	Jobs and the economy	8%	18%
	Inflation and the cost of living	17%	33%
	Gas prices	2%	4%
	Threats to democracy	12%	16%
	Gun violence	1%	2%
	Crime and public safety	3%	6%
	National security	10%	15%
	Wars in the Middle East	2%	5%
	Immigration	8%	14%
	Health care	5%	12%
	Education	1%	3%
	Abortion rights	1%	2%
	Social Security, Medicare and Medicaid	7%	17%
	Taxes	1%	5%
	Government spending and debt	6%	16%
Government corruption	15%	27%	
[VOL] Don't know	2%	3%	

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Q12. Here are some people active in politics. Please indicate whether you have a very favorable opinion, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion of each. If you don't recognize them, just indicate that.

Q12_1. Donald Trump	Very Fav	40%	43%
	Somewhat Fav	14%	12%
	Total Fav	55%	55%
	Somewhat Unfav	2%	5%
	Very Unfav	41%	37%
	Total Unfav	43%	43%
	Name ID	97%	98%
	Can't Rate	3%	2%
Q12_2. Tate Reeves	Very Fav	14%	15%
	Somewhat Fav	29%	33%
	Total Fav	43%	48%
	Somewhat Unfav	15%	14%
	Very Unfav	37%	36%
	Total Unfav	52%	50%
	Name ID	95%	98%
	Can't Rate	5%	2%
Q12_3. Cindy Hyde-Smith	Very Fav	13%	17%
	Somewhat Fav	23%	27%
	Total Fav	35%	44%
	Somewhat Unfav	13%	12%
	Very Unfav	42%	34%
	Total Unfav	55%	45%
	Name ID	90%	90%
	Can't Rate	10%	10%
Q12_4. Scott Colom	Very Fav	17%	4%
	Somewhat Fav	11%	6%
	Total Fav	28%	10%
	Somewhat Unfav	6%	5%
	Very Unfav	10%	7%
	Total Unfav	15%	12%
	Name ID	43%	22%
	Can't Rate	57%	78%
Q12_5. Ty Pinkins	Very Fav	4%	
	Somewhat Fav	10%	
	Total Fav	14%	
	Somewhat Unfav	5%	
	Very Unfav	6%	
	Total Unfav	11%	
	Name ID	25%	
	Can't Rate	75%	

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Q13. It's a long way off, but if the election for U.S. Senate were held today, which of the following is the closest to what you would do? Would you...	Definitely vote to re-elect Cindy Hyde-Smith	16%	16%
	Probably vote to re-elect Cindy Hyde-Smith	17%	22%
	Total Vote to Re-elect Cindy Hyde-Smith	33%	38%
	Probably vote for someone else	13%	12%
	Definitely vote for someone else	40%	34%
	Total Vote for Someone Else	53%	46%
	[VOL] Undecided	14%	16%
Q14/15. If the election for U.S. Senate were held today for whom would you vote?	Democrat Scott Colom	36%	35%
	Lean Colom	3%	3%
	Total Colom	39%	38%
	Republican Cindy Hyde-Smith	39%	48%
	Lean Hyde-Smith	3%	3%
	Total Hyde-Smith	42%	51%
	Independent Ty Pinkins	3%	N/A
	Lean Pinkins	3%	N/A
Total Pinkins	6%	N/A	
[VOL] Undecided	14%	11%	
Q14-17. If the election for U.S. Senate were held today for whom would you vote if the candidates were only: [ALLOCATED]	Democrat Scott Colom	40%	
	Lean Colom	3%	
	Total Colom	44%	
	Republican Cindy Hyde-Smith	43%	
	Lean Hyde-Smith	4%	
	Total Hyde-Smith	47%	
[VOL] Undecided	9%		

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Q18. Do you support or oppose ending the war in Iran to stabilize oil prices, even if the military objectives have not been achieved?	Strongly support	40%	
	Somewhat support	11%	
	Total Support	51%	
	Somewhat oppose	16%	
	Strongly oppose	29%	
	Total Oppose	44%	
	[VOL] Don't know	5%	
Q19. As you may know the Pentagon is seeking an additional \$200 billion in funding for the war in Iran. Do you support or oppose the U.S. Congress approving that spending?	Strongly support	29%	
	Somewhat support	15%	
	Total Support	45%	
	Somewhat oppose	8%	
	Strongly oppose	42%	
	Total Oppose	50%	
	[VOL] Don't know	5%	

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Now here is some information about potential candidates running for U.S. Senate:

Scott Colom, a Democrat, is a seventh-generation Mississippian who is dedicated to justice, having served as a prosecutor and judge. As District Attorney, he put violent criminals behind bars to make our state safer. As Senator, he will put partisan fights aside and work with both parties to get results for Mississippi families. Colom will fight to lower costs for families, save Mississippi hospitals, and work to bring good paying jobs back to the state.

Cindy Hyde-Smith, a Republican, is the first woman elected to represent Mississippi in the U.S. Senate. In office, she has been a committed advocate for conservative principles. Hyde-Smith will continue to fight to protect the life of the unborn, protect our borders and stop illegal immigration, and preserve 2nd Amendment rights to protect families.

Ty Pinkins, an Independent, is a proud son of the Mississippi Delta and a decorated Army veteran who served in the White House under both Republican and Democratic Presidents.

Q20/21. After this information, if the election for U.S. Senate were held today, for whom would you vote?	Democrat Scott Colom	41%
	Lean Colom	0%
	Total Colom	41%
	Republican Cindy Hyde-Smith	37%
	Lean Hyde-Smith	0%
	Total Hyde-Smith	38%
	Independent Ty Pinkins	11%
	Lean Pinkins	1%
	Total Pinkins	12%
	[VOL] Undecided	9%

Q20-23. And if the election for U.S. Senate were held today for whom would you vote if the candidates were only: [ALLOCATED]	Democrat Scott Colom	45%
	Lean Colom	1%
	Total Colom	46%
	Republican Cindy Hyde-Smith	43%
	Lean Hyde-Smith	2%
	Total Hyde-Smith	45%
	[VOL] Undecided	10%

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Q25. Here are some statements supporters might make about Scott Colom. After each, please indicate whether it is a very convincing, somewhat convincing, not too convincing, or not at all convincing reason to support Scott Colom.

Q25_1. [BROKEN] Washington is broken because career politicians put themselves ahead of the people they were elected to serve. Scott Colom will fight to change that—championing strict term limits, banning politicians from trading stocks, and shutting down the backroom deals that let lobbyists write the rules. Colom says it's time to make government work for Mississippi families, not out-of-touch politicians.	Very convincing	34%
	Somewhat convincing	24%
	Not too convincing	9%
	Not at all convincing	24%
	[VOL] Don't know	9%
Q25_2. [BIPARTISAN] Scott Colom believes that making life better for Mississippi families should never be a partisan issue, but too many politicians in both parties would rather score political points than solve problems. He is ready to work with anyone—Republicans, Democrats, and Independents alike—to get things done for the people.	Very convincing	31%
	Somewhat convincing	26%
	Not too convincing	12%
	Not at all convincing	22%
	[VOL] Don't know	9%
Q25_3. [JUDGE] Scott Colom's nomination to serve as a federal judge was backed by both Democrats and Republicans, including leaders like U.S. Senator Roger Wicker and former Governors Haley Barbour and Phil Bryant. Yet Cindy Hyde-Smith blocked Scott Colom from even having a hearing. Colom is a common sense leader who is ready to work across party lines to help Mississippi.	Very convincing	33%
	Somewhat convincing	22%
	Not too convincing	12%
	Not at all convincing	22%
	[VOL] Don't know	11%

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Q30. Here are some statements that opponents might say about Cindy Hyde-Smith. After each, please indicate whether that statement raises very serious concerns, serious concerns, minor concerns, or no real concerns for you about Cindy Hyde-Smith.

<p>Q30_1. [COSTS] Cindy Hyde-Smith has stood by while Washington has pushed costs higher. Mississippi families are struggling with the cost of everything from food to clothing, toys, and electronics. But when the price of beef skyrocketed, Cindy Hyde-Smith said folks struggling due to the price increase “have so many proteins to choose from.” Mississippians need a leader who will fight for the people, not an out of touch, career politician like Hyde-Smith.</p>	Very serious concerns	45%
	Serious concerns	16%
	Minor concerns	13%
	No real concerns	21%
	[VOL] Don't know	5%
<p>Q30_2. [TARIFFS] Cindy Hyde-Smith voted to extend the tariffs that are driving up inflation and costing families thousands. The non-partisan Tax Foundation released a study showing that the tariffs cost households \$1,000 last year and will cost them another \$1,300 this year.</p>	Very serious concerns	44%
	Serious concerns	10%
	Minor concerns	12%
	No real concerns	29%
	[VOL] Don't know	4%
<p>Q30_3. [AG W/ SOYBEANS] Hyde-Smith has failed to protect Mississippi’s agriculture industry from foreign nations. Farmers are the backbone of our economy, but retaliatory tariffs from China have drastically reduced the demand for soybeans. But Cindy Hyde-Smith hasn't tried to fix things or even held a hearing despite being a member of the U.S. Senate Agriculture Committee. [SPLIT A]</p>	Very serious concerns	47%
	Serious concerns	16%
	Minor concerns	14%
	No real concerns	18%
	[VOL] Don't know	5%
<p>Q30_4. [AG W/ CATTLE] Hyde-Smith has failed to protect Mississippi’s agriculture industry from foreign nations. Cattle ranches are the backbone of our economy, but the federal government's move to quadruple beef imports from Argentina could destroy the industry and leave thousands unemployed. But Cindy Hyde-Smith hasn't tried to fix things or even held a hearing despite being a member of the U.S. Senate Agriculture Committee and a cattle rancher herself. [SPLIT B]</p>	Very serious concerns	49%
	Serious concerns	15%
	Minor concerns	11%
	No real concerns	20%
	[VOL] Don't know	6%

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Q30_5. [NOTHING] After nearly a decade in office, Cindy Hyde-Smith has not introduced a single piece of legislation that has become law even with total Republican control in Washington. The cost of food, housing and health care are all soaring out of control but Hyde-Smith is more concerned with voting against banning stock trading for Senators in industries they influence. Mississippians need a U.S. Senator who will actually do their job and get things done to help the people instead of helping politicians get richer.	Very serious concerns	46%	
	Serious concerns	14%	
	Minor concerns	13%	
	No real concerns	21%	
	[VOL] Don't know	6%	
Q30_6. [SELF-INTERESTED] Cindy Hyde-Smith is out for herself and her wealthy donors, not hard-working families. She took thousands of dollars from someone convicted in the largest corruption scandal in state history where \$100 million was stolen from funding meant for schools and job training. Instead of standing up to the rich - including her powerful donors, like Brett Favre - Hyde-Smith is doing their bidding in Washington by giving billionaires a record tax cut, while making the largest cuts to Medicaid in history and cutting funding for Mississippi's hospitals.	Very serious concerns	49%	
	Serious concerns	12%	
	Minor concerns	9%	
	No real concerns	21%	
	[VOL] Don't know	8%	
Q30_7. [HEALTH CARE] Cindy Hyde-Smith has voted to boost health insurance and drug industries profits at the expense of Mississippians. She's voted to more than triple premiums on people and small businesses who buy their health insurance through the private market, let insurers deny coverage to people with pre-existing conditions, and let them jack up prices on life saving prescription drugs, like insulin. [SPLIT A]	Very serious concerns	53%	
	Serious concerns	14%	
	Minor concerns	9%	
	No real concerns	17%	
	[VOL] Don't know	7%	
Q30_8. [MEDICAID] Cindy Hyde-Smith voted to kick more than 140,000 Mississippians who rely on Medicaid off their health care, including families with children and seniors, to pay for a tax cut for the ultra-wealthy. And her vote could force more than half of rural hospitals in Mississippi to close, cutting off access to health care for thousands of Mississippians. [SPLIT B]	Very serious concerns	49%	
	Serious concerns	8%	
	Minor concerns	12%	
	No real concerns	25%	
	[VOL] Don't know	6%	

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<p>Q30_9. [ARGENTINA BAILOUT] Cindy Hyde-Smith turned her back on Mississippi farmers when the U.S. government sent \$20 billion to bail out Argentina. This taxpayer-funded bailout allowed Argentina to undercut American farmers in the global market. Mississippi farmers need a Senator who puts their interests first and fights to protect agriculture in our state.</p>	Very serious concerns	48%	
	Serious concerns	15%	
	Minor concerns	13%	
	No real concerns	18%	
	[VOL] Don't know	7%	
<p>Q30_10. [IVF] When the U.S. Senate voted to protect IVF—the fertility treatment that helps thousands of Mississippi families have children—Cindy Hyde-Smith voted no. She voted to block the bill and sided with extremists who want to make IVF illegal, putting the dreams of Mississippi families at risk. Mississippians deserve a Senator who fights for their right to have children, not one who votes to take that right away.</p>	Very serious concerns	40%	
	Serious concerns	17%	
	Minor concerns	13%	
	No real concerns	22%	
	[VOL] Don't know	9%	
<p>Q30_11. [DATA CENTERS] With the cost of living already too high, Cindy Hyde-Smith supports building costly data centers that will jack up Mississippi's utility rates and threaten local water reserves, forcing families to pay double or even triple digit rate hikes and hurting our farm and agriculture industries. She refuses to protect Mississippi families from massive rate increases and she is doing nothing to stop data centers from taking over Mississippi farmland and small communities.</p>	Very serious concerns	47%	
	Serious concerns	15%	
	Minor concerns	11%	
	No real concerns	22%	
	[VOL] Don't know	6%	

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		After SC Pos Only	After CHS Neg Only	After Both
After this information, if the election for U.S. Senate were held today, for whom would you vote?	Democrat Scott Colom	42%	42%	43%
	Lean Colom	1%	1%	2%
	Total Colom	43%	42%	44%
	Republican Cindy Hyde-Smith	37%	32%	33%
	Lean Hyde-Smith	0%	1%	1%
	Total Hyde-Smith	37%	33%	34%
	Independent Ty Pinkins	7%	11%	9%
	Lean Pinkins	1%	1%	1%
	Total Pinkins	8%	12%	9%
	[VOL] Undecided	13%	13%	13%
And if the election for U.S. Senate were held today for whom would you vote if the candidates were only: [ALLOCATED]	Democrat Scott Colom	45%	46%	46%
	Lean Colom	3%	2%	2%
	Total Colom	48%	48%	47%
	Republican Cindy Hyde-Smith	39%	37%	36%
	Lean Hyde-Smith	1%	3%	2%
	Total Hyde-Smith	41%	40%	38%
	[VOL] Undecided	11%	12%	15%

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Q35. Regardless of how you plan to vote, what is the best reason to oppose Cindy Hyde-Smith? **[OPEN-ENDED]**
[MULTIPLE RESPONSES ACCEPTED]

Not For the People of Mississippi	21%
Too Aligned with Trump / MAGA	12%
Ineffective / No Accomplishment in Office	10%
Self-Serving / For the Rich (Establishment Ties)	9%
General Dislike / Doesn't Align with Values (Everything)	8%
Corrupt / Poor Character (Liar)	7%
Need New Leadership / Fresh Perspective (Term Limits)	7%
Racist / "Public Hanging" Remark	4%
Not Loyal Enough to Trump / RINO	4%
TOTAL NEGATIVE	63%
No Reason to Oppose Her / Support Hyde-Smith	25%
Other	4%
Don't Know / Undecided / Refused	10%

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QUESTIONS FOR CLASSIFICATION PURPOSES

Q36. Gender	Man	44%
	Woman	56%
Q37. Age	18-34	12%
	35-49	24%
	50-64	32%
	65+	32%
	[VOL] Refused	0%
Q5. What was the last year of education you completed?	1st-11th grade	1%
	High school graduate	20%
	Vocational or technical school	9%
	Some college, but no degree	21%
	Associate degree	20%
	4-year college graduate or bachelor's degree	19%
	Graduate school or advanced degree	9%
	[VOL] Refuse to say	1%
Q6. Voting is by secret ballot, and you can be assured this survey is confidential. Your individual answers will not be seen by anyone. In the November 2024 election for President, did you vote for..? [ALLOCATED]	Kamala Harris	40%
	Donald Trump	59%
	Unallocated	1%
Q7/8. Race	White or Caucasian	62%
	Black or African American	34%
	Hispanic or Latino	2%
	Asian American or Pacific Islander	0%
	[VOL] Mixed Race	1%
	[VOL] Other	0%
	[VOL] Don't Know	1%

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Q38-41. Party Self-ID	Strong Democrat	26%	
	Not so strong Democrat	6%	
	Indep / lean Democrat	6%	
	Strong Republican	35%	
	Not so strong Republican	7%	
	Indep / lean Republican	8%	
	Independent	4%	
	[VOL] Other	7%	
	[VOL] Don't Know	2%	
Q42. Do you consider yourself more of a supporter of: [ASKED IF 'REPUBLICAN' IN Q38-41; N=250]	MAGA, or Make America Great Again	57%	
	The Republican Party	34%	
	Don't know	8%	
Q43. Which of the following currently best describes you?	Protestant (such as Baptist, Methodist, Presbyterian, Lutheran, Non-Denominational, Pentecostal, Episcopalian, Reformed, Church of Christ, etc.)	74%	
	Roman Catholic	6%	
	Latter Day Saints, LDS, Mormon	0%	
	Orthodox (such as Greek, Russian or some other Orthodox Church)	0%	
	Other Christian Denomination	8%	
	Jewish	0%	
	Muslim	0%	
	Buddhist	0%	
	Hindu	0%	
	Atheist	1%	
	Agnostic	2%	
	Other	6%	
	[VOL] Don't Know	3%	
Q44. Do you consider yourself Evangelical or a born-again Christian? [ASKED IF 'CHRISTIAN' OR 'OTHER' IN Q43; N=472]	Yes	71%	
	No	22%	
	[VOL] Don't know	7%	

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Q62. Congressional District	1	25%	
	2	24%	
	3	28%	
	4	22%	
Q64. Media Market	Baton Rouge LA	1%	
	Biloxi Gulfport MS	11%	
	Columbus MS	17%	
	Greenwood Greenville MS	6%	
	Hattiesburg Laurel MS	10%	
	Jackson MS	33%	
	Memphis TN	14%	
	Meridian MS	5%	
	Mobile AL Pensacola FL	0%	
New Orleans LA	3%		
Q65. Region	Capital Region	20%	
	East Central Mississippi	8%	
	Golden Triangle	6%	
	Gulf Coast	14%	
	North Mississippi	15%	
	Pine Belt	11%	
	Southwest Mississippi	7%	
The Delta	19%		

****Due to rounding, "totals" of the individual components may differ by +/-1.**