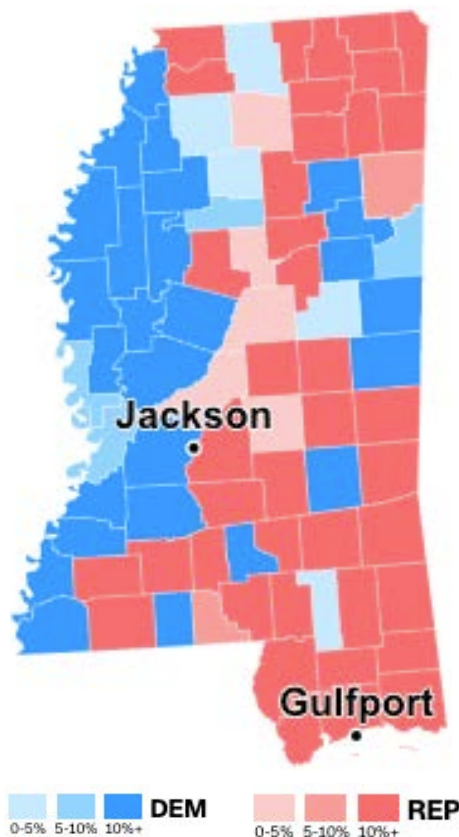


MISSISSIPPI: A 30,000 FOOT VIEW



In electoral terms, Mississippi is divided into four key regions: The reliably blue Mississippi Delta, on the state's western border hugging the Mississippi River, along with the broader 2nd Congressional District which extends to the Gulf Coast; the northern region, bordering Memphis, which includes significant areas like DeSoto County, which is showing a trend away from Republican dominance. For example, in DeSoto County, Trump's victory margin decreased from 67% - 31% in 2016, to 61% - 37% in 2020, and then to 57% - 41% for Tate Reeves in 2023. This region also encompasses the notable Golden Triangle. The central part of the state includes Madison, Ridgeland, and the capital city of Jackson; the Pine Belt which includes Forrest, and finally the Gulf Coast which includes Hancock, Harrison, and Jackson Counties.

MISSISSIPPI BREAKDOWN:

The upcoming 2024 Senate election in Mississippi presents an unprecedented opportunity for Democratic candidates challenging the state's traditional alignment of the Republican party. Recent elections have shown a consistent decline in Republican vote share: from 57.9% in 2016 to 54.1% in 2020, and further to 50.9% in the 2023 gubernatorial race – the narrowest margin since 1999. The presence of Donald Trump on the ballot is expected to drive high voter turnout, a trend generally beneficial to Democrats. This effect is particularly significant in Mississippi, which boasts the highest proportion of African Americans (nearly 40%) in the nation. With projections indicating robust Democratic and Independent voter engagement in the 2024 presidential election, the dynamics in Mississippi will significantly shift in favor of the Democratic Senate candidate.

2023 Gubernatorial Race

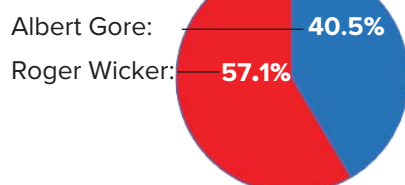
Brandon Presley: 47.7%

Tate Reeves: 50.9%

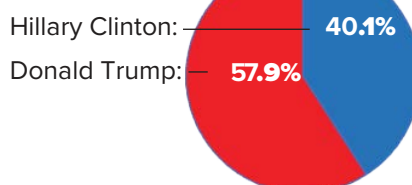
Other: 1.4%

2012, 2016, AND 2020 "ON-YEAR" ELECTION RESULTS IN MISSISSIPPI:

2012



2016



2020

