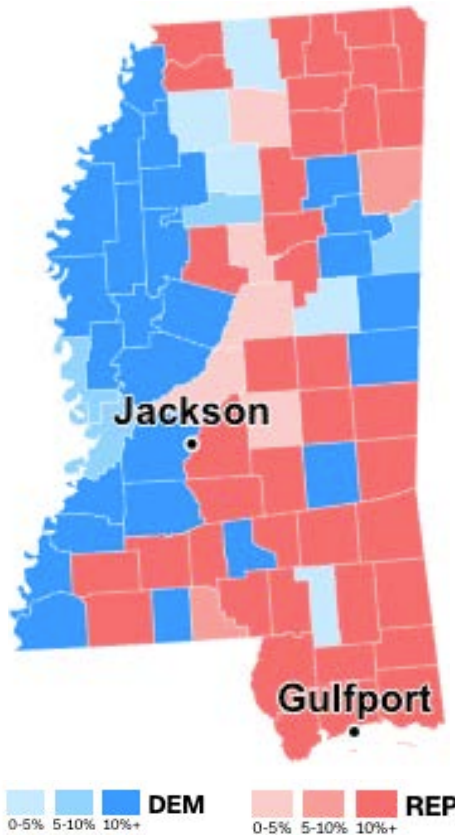


# MISSISSIPPI: A 30,000 FOOT VIEW

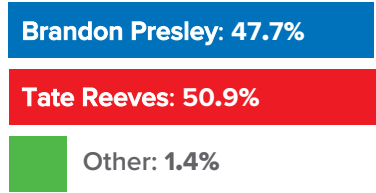


In electoral terms, Mississippi is divided into four key regions: The reliably blue Mississippi Delta, on the state's western border hugging the Mississippi River, along with the broader 2nd Congressional District which extends to the Gulf Coast; the northern region, bordering Memphis, which includes 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



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

