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MEMORANDUM

DATE: March 28, 2023
TO: War Room Strategies
FROM: Robert Cahaly, The Trafalgar Group
SUBJECT: Mississippi Public Service Commission (North) GOP Primary Poll

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The survey of 1062 respondents (margin of error of 2.99%) from a pool of likely 2023 GOP primary election voters, based on our proprietary selection and turnout models was conducted from March 11-16. Participants were contacted via phone, text, email and other digital platforms to ensure the poll takers comfort and anonymity resulting in the fullest participation and most honest answers.

The ballot test, as expected, shows a majority of voters to be undecided (57.8%). Brown or leaning toward him reaches 25.1%, Gunasekara (or leaning) is at 6.0%, and Newman (or leaning) at 11.1%. At this early point in a campaign a ballot test is a reflection of raw name recognition and not necessarily an informed choice among the candidates. However name recognition is very important because in a race like this many voters may never pay very much attention.

CONCLUSION – Brown demonstrates the most early strength in this race based on name recognition alone. At this point it seems clear that Brown's existing name recognition in his district and his early efforts to build his name in other places are working. As long as Brown has enough resources to continue doing what he's doing currently and draw contrasts with opponents, he is in a very favorable position to win.

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The Lesson of Trafalgar:

Superior strategy, innovative tactics, and bold leadership can prevail even over larger numbers and greater resources.

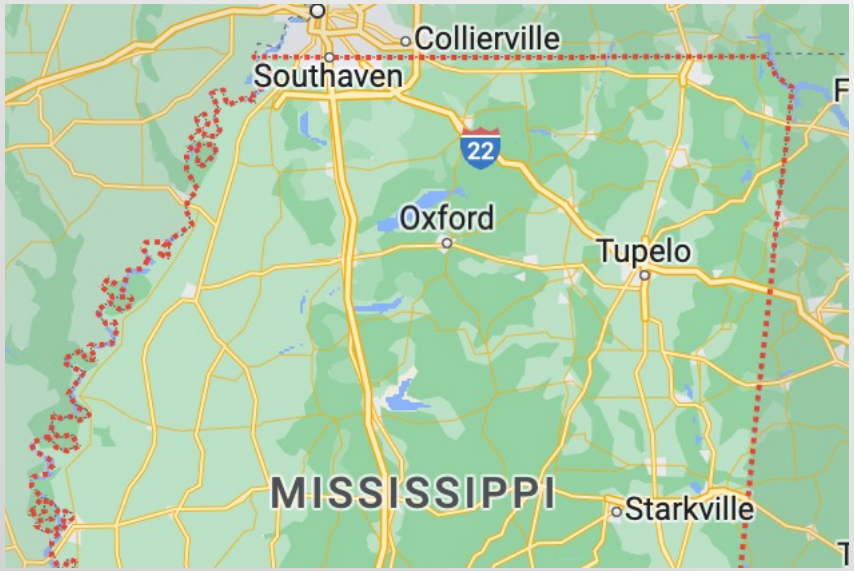
Mississippi PSC (North) GOP Primary Survey

March 2023

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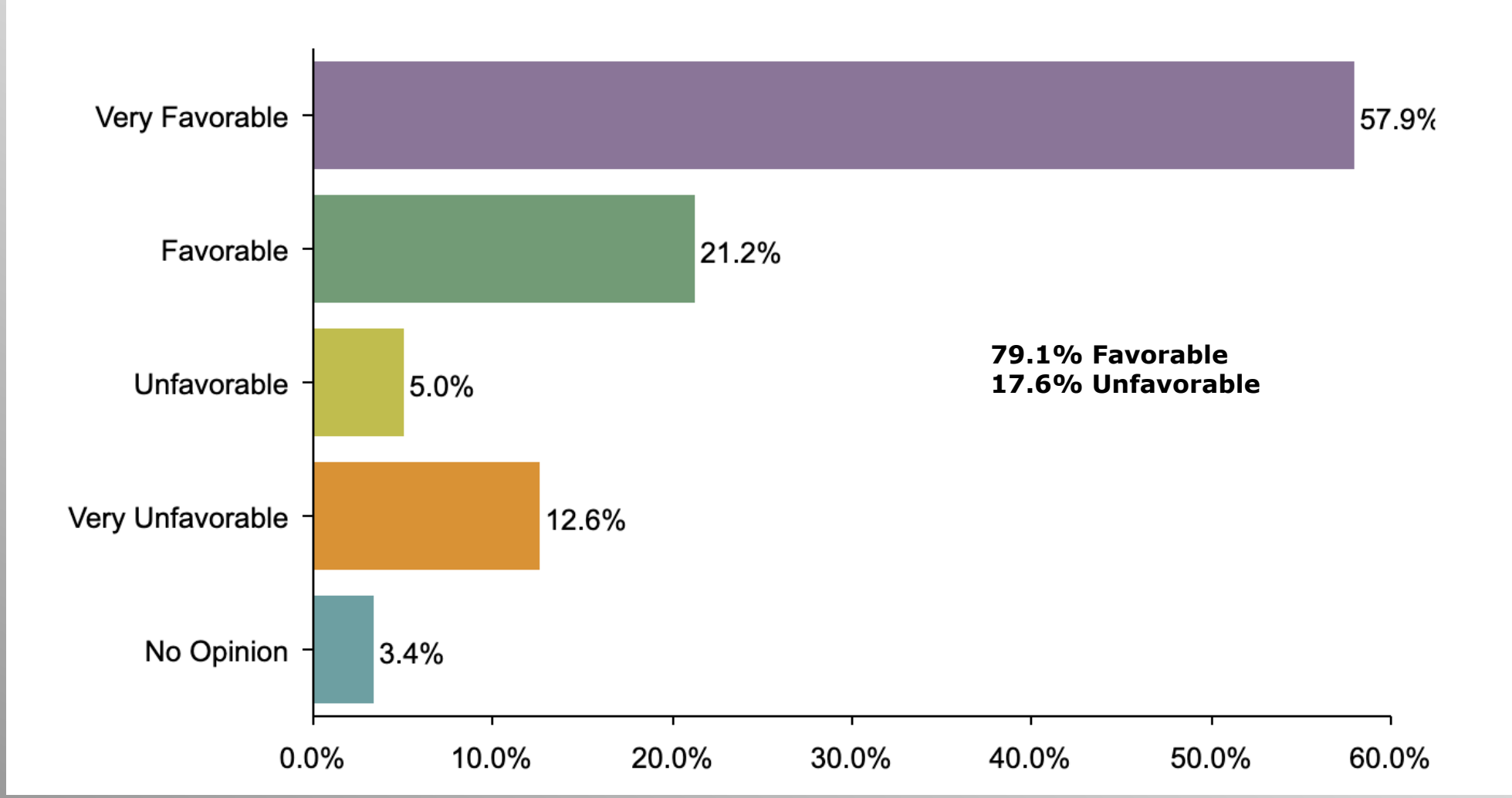
MS PSC GOP Survey

- Conducted 03/11/23 - 03/16/23
- 1062 Respondents
- Likely GOP Primary Voters
- Response Rate: 2.12%
- Margin of Error: 2.99%
- Confidence: 95%
- Response Distribution: 50%
- Methodology: TheTrafalgarGroup.org/Polling-Methodology



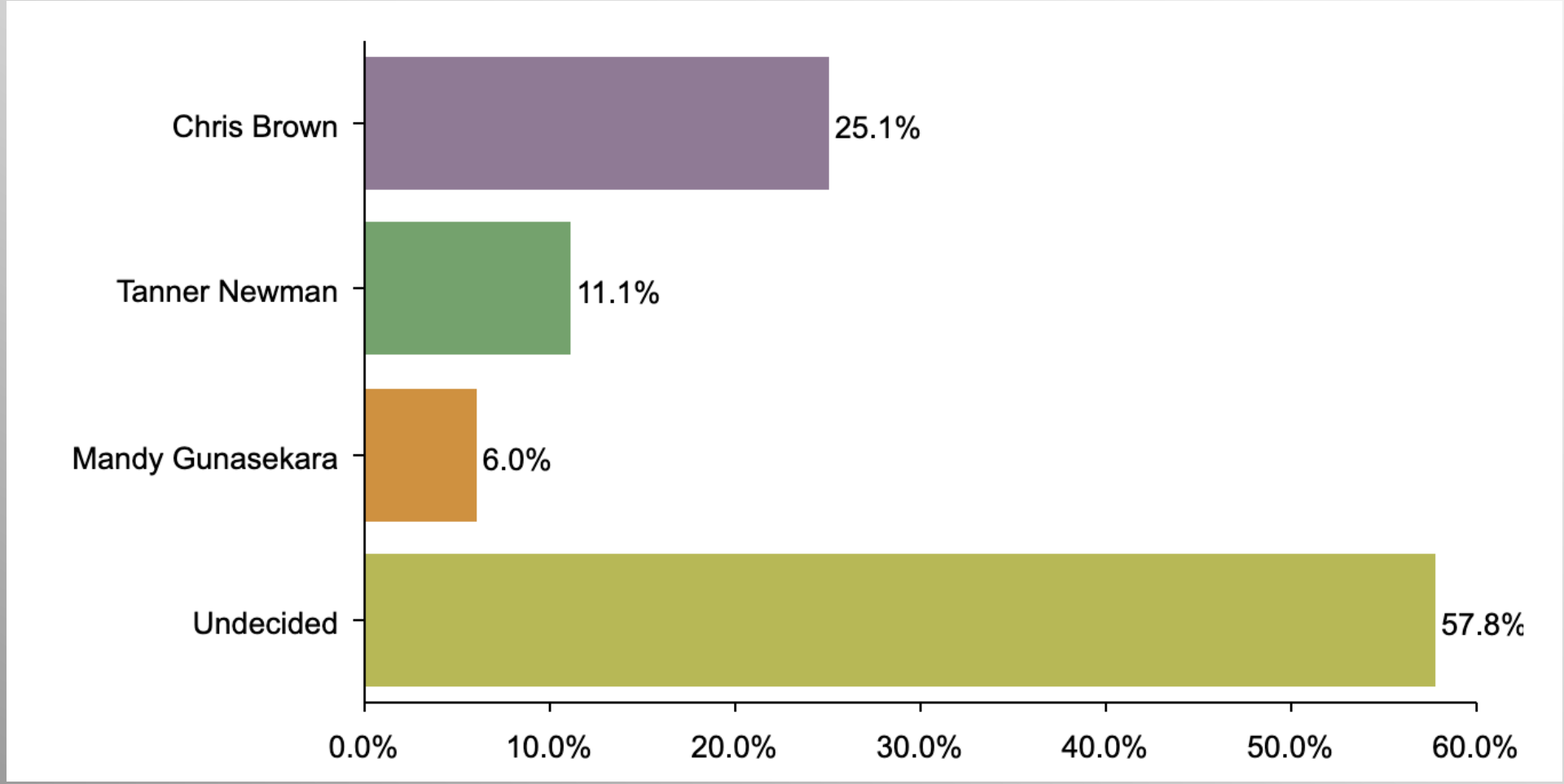
MS PSC GOP – Trump Approval

What best describes your opinion of Donald Trump?

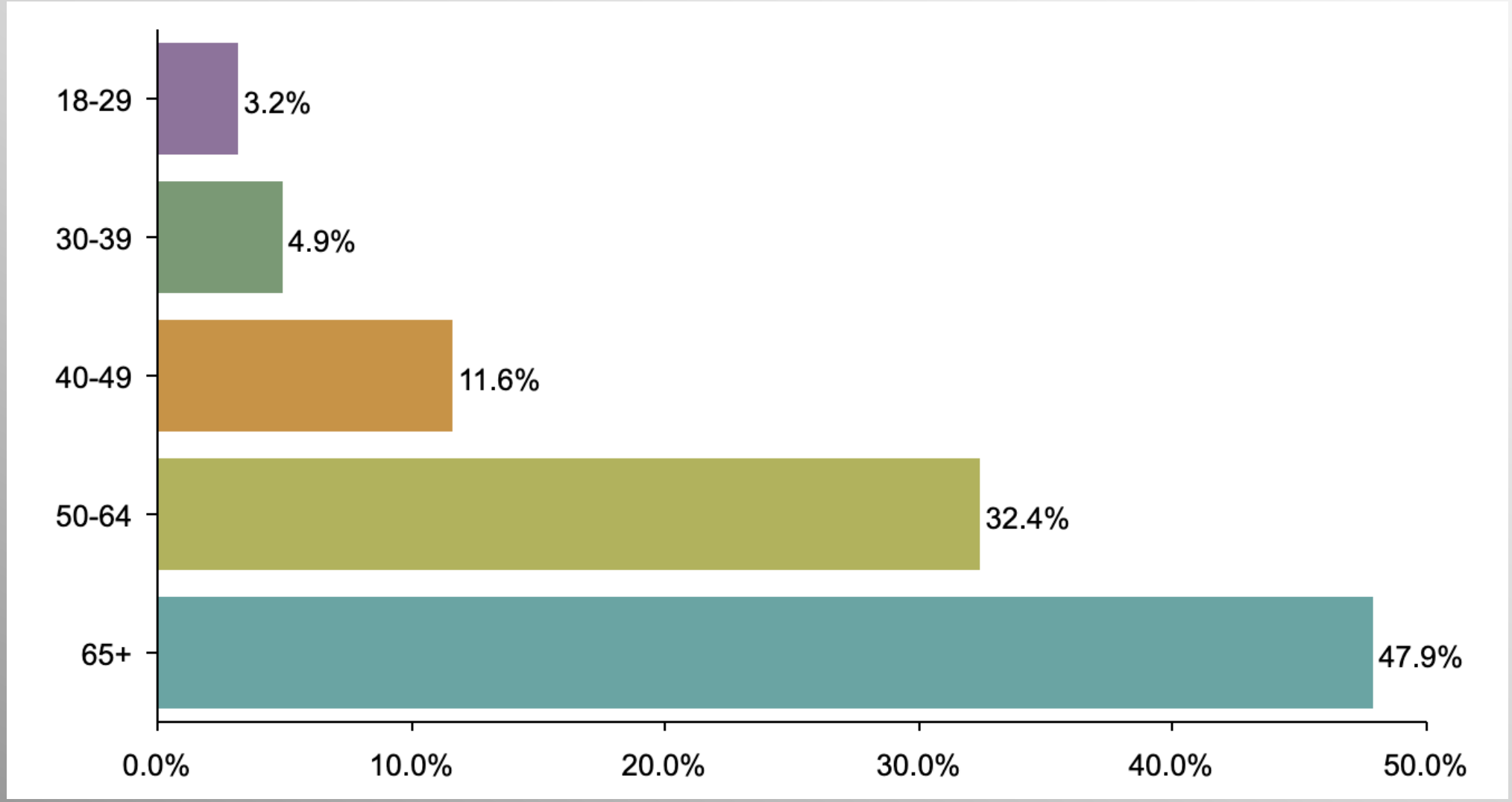


MS PSC GOP – Ballot Test

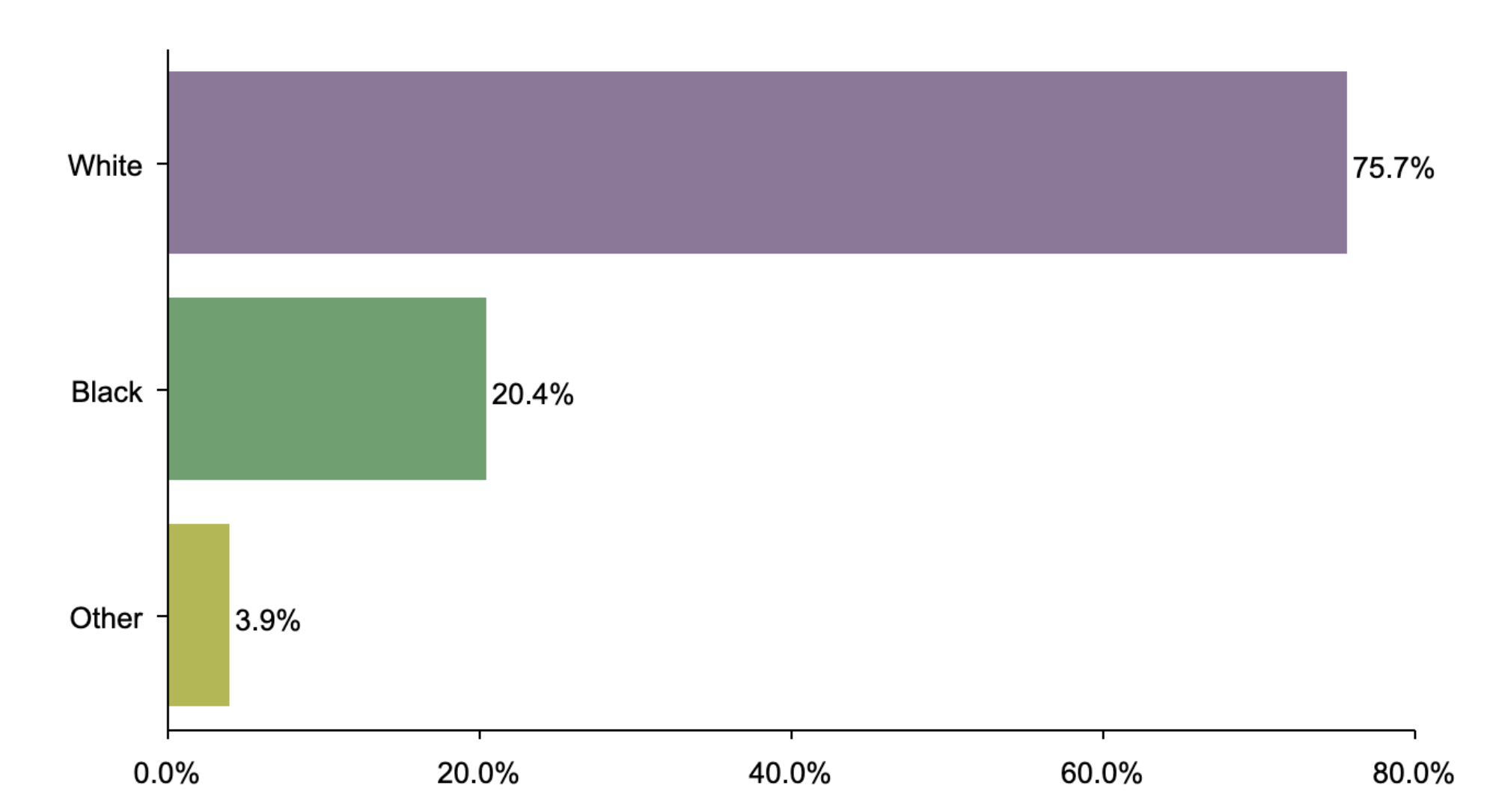
If the Republican primary for Public Service Commissioner (North District) were held today, for whom would you vote?



Age Participation



Ethnicity Participation



Gender Participation

