



**Mississippi Voter Exit Research
Final Report
December 10 2012**

Topline Summary

The State of Mississippi commissioned Edison Research to conduct voter exit research of Mississippi voters for the general election on November 6, 2012. This report contains the results of the Edison Research exit poll which surveyed a total of 5,965 Mississippi voters and was conducted at a sample of 30 polling locations selected randomly throughout the state. To the best of our knowledge this is the largest survey of Election Day voters ever conducted in the State of Mississippi.

A main goal of the survey was to measure the number of Mississippi voters on November 6, 2012 who had one of eight forms of photo identification included in Mississippi's pending voter identification statute. The overall finding is that more than 98% of Mississippi voters reported having at least one of the eight forms of photo identification; less than 1% answered "none of the above" and less than 1% did not check any of the possible responses.

Edison Research conducted the Mississippi exit research at 30 polling locations throughout the state. The polling locations were randomly selected using a stratified probability sampling procedure. All polling locations in the state were given a probability of selection based upon the number of voters who voted at the precincts assigned to those polling locations in the 2008 presidential election. The polling locations were ordered by party vote for president within three geographic regions, and then an interval of selection based upon the total vote in 2008 divided by the number of sample locations (30) was calculated. Using this sampling procedure the 30 polling locations selected in the sample are representative of the distribution of the vote by precinct within each geographic region of the state. The sample was also researched to assure that it represented the distribution of population by race in Mississippi. These are the same sampling procedures that Edison Research has used for the hundreds of state samples that it has selected for conducting exit polls since 1996 including all of the exit polls reported by the National Election Pool since 2003.

On Election Day at each of the 30 polling locations a trained Edison interviewer approached voters as they exited the polling location after they had voted. Each voter was asked to participate in a short self-administered survey. If the voter agreed to participate in the survey, the voter was handed a short questionnaire (included at the end of this document) and asked to mark their answers to the eight questions on the questionnaire. After the voter had filled out the questionnaire themselves, he or she was then instructed to fold the questionnaire and insert it into a locked metal ballot box that had been provided at each location. The responses to the questionnaires were private, anonymous and confidential.

After Election Day the ballot boxes were shipped back to Edison Research where they were unlocked by Edison employees to insure a chain of custody for all completed questionnaires.

Once the questionnaires were opened each questionnaire was entered twice into a data entry system by two different Edison employees. Furthermore, data input quality control was implemented so that incomplete and erroneous data could not be entered; only valid data was accepted. These procedures help to ensure the highest quality of data.

A total of 5,965 questionnaires were completed by Mississippi voters at the 30 sample polling locations. The overall response rate was 47%. Edison interviewers also recorded the gender, race and approximate age of each voter who declined to participate in the survey. This information was used to weight the survey to account for non-response by age, race and gender. The final survey results represent all Election Day voters, not just the voters who participated in the survey, by geography and by age, race, and gender demographic.

It should be noted that this survey only represents Election Day voters in Mississippi. It does not include any surveys from voters who voted before Election Day via absentee voting. According to figures supplied by the Mississippi Secretary of State, 8.3% of votes cast in the November 6, 2012 election were cast by absentee ballot.



With a total sample size of 5,965 voters, the margin of error due to sampling for results from the entire sample is plus or minus 1 or 2% depending upon the number of respondents with the characteristic being measured – see table below. For subgroups the margin of error will be larger depending on the on the characteristic being measured and the number of people who have that characteristic. For characteristics concentrated in only a few precincts the margin of error will be even larger.

For this exit poll the table below lists typical margins of error for given size subgroups for a 95% confidence interval. The values in the table should be added and subtracted from the characteristic's percentage in order to construct an interval. Ninety-five percent of the intervals created this way will contain the value that would be obtained if all voters were interviewed using the same procedures. Other non-sampling factors, including nonresponse, are likely to increase the total error.

Margin of Error Due to Sampling (+/-) for 95% Confidence Interval							
Number of Voters in Base of Percentage							
% Voters with Characteristic	100	101-200	201-500	501-950	951-2350	2351-5250	5251+
5% or 95%	6	5	3	2	2	1	1
15% or 85%	11	7	5	4	3	2	1
25% or 75%	13	9	6	5	3	2	2
50%	15	10	7	5	4	3	2



Voter Profile

The demographic profile of the voters is as follows:

Gender	
Male	45%
Female	55%

Race	
White	60%
Black	38%
All others	2%

Age	
18-24	9%
25-29	9%
30-39	17%
40-49	18%
50-59	20%
60-64	10%
65-74	12%
75 or over	5%

Education	
No high school diploma	7%
High school graduate	30%
Some college or associate degree	32%
College graduate	20%
Postgraduate study	10%

Annual Household income	
Under \$15,000	21%
\$15,000-\$29,999	19%
\$30,000-\$49,999	18%
\$50,000-\$74,999	15%
\$75,000-\$99,999	9%
\$100,000-\$149,999	8%
\$150,000-\$199,999	2%
\$200,000 or more	2%
No response	6%

The demographic profile of Mississippi election day voters in this survey is very close to the demographic profile of all adults 18 years and older provided by the most recent U.S. Census (see Appendix A)



Survey Results

92% of Mississippi voters report having a current and valid Mississippi driver's license

More than nine out of ten Mississippi voters answered in the exit poll that they have a current and valid Mississippi driver's license.

Roughly the same percentage of men (93%) and women (92%) has a current and valid driver's license. There are differences in the percentage with driver's licenses by age, by race and by income.

Race	% with a driver's license
White voters	97%
Black voters	84%

Age	% with a driver's license
18-24	83%
25-29	90%
30-39	92%
40-49	92%
50-59	94%
60-64	95%
65-74	96%
75 or over	91%

Annual Household income	% with a driver's license
Under \$15,000	80%
\$15,000-\$29,999	92%
\$30,000-\$49,999	96%
\$50,000-\$74,999	97%
\$75,000-\$99,999	98%
\$100,000-\$149,999	98%
\$150,000-\$199,999	99%
\$200,000 or more	99%



Over 98% of Mississippi voters have at least one of the eight forms of photo identification

In the exit poll survey voters were asked to mark all of the current and valid forms of photo identification that they current have:

A current and valid Mississippi driver's license	92%
A current and valid identification card with your photograph issued by a branch, department, agency, or entity of the state of Mississippi	45%
A current and valid United States passport	22%
A current and valid government employee identification card with your photograph	13%
A current and valid student identification card with your photograph, issued by an accredited Mississippi college	11%
A current and valid Mississippi license to carry a gun	11%
A current and valid United States military ID card	8%
A current and valid tribal identification card with your photograph	5%

In total, 98% of Mississippi voters answered that they have at least one of these eight forms of photo identification. Thus, approximately three-quarters of those without a driver's license have at least one of the other seven possible forms of photo identification.

More than 99% of white voters report having one of the eight forms of photo identification. More than 97% of black voters report having one of the eight forms of photo identification.

Analyzed by household income, voters in households with incomes greater than \$30,000 (99%) are slightly more like to report having one of the eight forms of photo identification than voters in households with annual incomes less than \$15,000 (97%) or voters in households with annual incomes between \$15,000 and \$30,000 (98%).



Demographic profile of Mississippi voters who do not have one of the eight forms of photo identification

In this survey, a total of 113 voters did not check any of the listed forms of photo identification – 50 voters answered “none of the above” and 63 voters did not check any of the options in the question listing forms of photo identification. Based on these results, we estimate that less than 1.7% of Mississippians who voted on November 6, 2012 do not have a form of photo identification.

The demographic profile of this group of voters in the survey is 55% female and 45% male; 23% are between the ages of 18 and 29; 68% are black and 32% are white; 41% are in households with annual incomes under \$15,000 and an additional 19% are in household with annual incomes between \$15,000 and \$30,000.

More precise analysis of this group is limited by the small number of voters in this survey without one of the forms of photo identification.



Conclusions

The results of this survey of voters provide strong evidence that the number of Mississippi voters with at least one of eight forms of photo identification included in Mississippi's vote identification statute is more than 98% overall. The lowest percentage is among African-American voters in households with annual incomes less than \$30,000 and even among this group the percentage with photo identification is over 97%.

Efforts to identify Mississippi voters who currently do not have photo identification should concentrate on targeting those in households with annual incomes less than \$30,000, younger adults, and African Americans.



**YOUR ANSWERS ARE
CONFIDENTIAL**

[A] Are you:

- 1 Male
- 2 Female

[B] Are you:

- 1 White
- 2 Black
- 3 Hispanic/Latino
- 4 Asian
- 5 American Indian
- 6 Other

**[C] In which age group are
you?**

- 1 18-24
- 2 25-29
- 3 30-39
- 4 40-49
- 5 50-59
- 6 60-64
- 7 65-74
- 8 75 or over

**[D] Please check ALL of the
items on the list below that
you have, even if you are not
carrying that item with you
today.**

- 1 A current and valid
Mississippi driver's license
- 2 A current and valid
identification card with your
photograph issued by a
branch, department,
agency, or entity of
the state of Mississippi
- 3 A current and valid United
States passport
- 4 A current and valid
government employee
identification card with your
photograph
- 5 A current and valid Mississippi
license to carry a gun
- 6 A current and valid tribal
identification card with your
photograph
- 7 A current and valid United
States military ID card
- 8 A current and valid student
identification card with your
photograph, issued by an
accredited Mississippi college
- 9 None of the above

PLEASE TURN THE QUESTIONNAIRE OVER 

Mississippi (G-S-V1-2012)



[E] Please check ALL of the items on the list below that you have, even if you are not carrying that item with you today.

- 1 A Medicare card
- 2 A Medicaid card
- 3 A social security card
- 4 A current utility bill, bank statement, government check, paycheck, or other government document that shows your name and address
- 5 A document showing your date and place of birth
- 6 An expired Mississippi's driver's license or Mississippi-issued ID card
- 7 A voter registration card
- 8 None of the above

[F] How did you get to this voting location today?

- 1 Drove yourself
- 2 Driven by someone else
- 3 Public transportation
- 4 Walked, used a wheelchair, or biked

[G] What was the last grade of school you completed?

- 1 No high school diploma
- 2 High school graduate
- 3 Some college or associate degree
- 4 College graduate
- 5 Postgraduate study

[H] 2011 total family income:

- 1 Under \$15,000
- 2 \$15,000 - \$29,999
- 3 \$30,000 - \$49,999
- 4 \$50,000 - \$74,999
- 5 \$75,000 - \$99,999
- 6 \$100,000 - \$149,999
- 7 \$150,000 - \$199,999
- 8 \$200,000 or more

Please fold questionnaire and put it in the box. Thank you.

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Appendix A

U.S. Census 2010 Mississippi Demographic Profile

Population 18 years and older

Gender

Male	48%
Female	52%

Race

White	58%
Black	37%
All others	5%

Age

18-24	14%
25-29	9%
30-39	17%
40-49	18%
50-59	18%
60-64	8%
65-74	10%
75 or over	8%

Annual Household income

Under \$15,000	20%
\$15,000-\$29,999	21%
\$30,000-\$49,999	21%
\$50,000-\$74,999	17%
\$75,000-\$99,999	10%
\$100,000-\$149,999	7%
\$150,000-\$199,999	2%
\$200,000 or more	2%

Education – Population 25 years and over

No high school diploma	19%
High school graduate	30%
Some college or associate degree	31%
College graduate	13%
Postgraduate study	7%



About Edison Research

Edison Research conducts opinion research, market research and exit polling, providing strategic information for businesses, government agencies and media organizations worldwide. Edison Research has conducted over 3,000 research assignments in 35 countries.

Edison Research has been the sole provider of exit poll information to the six major news organizations -- ABC, CBS, CNN, FOX, NBC and the Associated Press -- since 2003. Edison has conducted exit polls and collected precinct vote returns to project and analyze results for every major primary and the general election in 2004, 2006, 2008, 2010 and 2012. Edison Research also conducted exit polls in 2012 for national elections in Venezuela and the Republic of Georgia.

In addition, Edison Research clients include The New York Times, The Washington Post, National Public Radio, Pandora Internet Radio, Office Media Network, Zenith Optimedia, Activision, St. Jude Children's Research Hospital, AMC Theatres, Arbitron, Country Radio Seminar, Entercom, Emmis Communications, Radio One, Dial Global, Radio Sawa and Krone Hit Radio.

Edison is also the leading provider of consumer exit polling and has conducted face-to-face research in almost every imaginable venue. Edison Research has conducted commercial research at concerts, sporting events, movie theaters, shopping malls, golf courses, restaurants, parking garages, school buses, truck stops, airports, cruise ships, office buildings, conventions and conferences, subway stations, bus stations, museums, health clubs, and medical centers. Edison's network of more than 16,000 experienced interviewers allows it to conduct research in almost any location.