

the polling company, inc./WomanTrend  
on behalf of

**Citizens United Political Victory Fund**

**Statewide Telephone Survey among 501 Likely GOP Runoff Voters in Mississippi**

**TOPLINE**

Field Dates: June 12-13, 2014  
Margin of Error: ±4.4%

**\*\*PLEASE NOTE: Response categories may not equal 100% due to rounding\*\***

**SCREENER**

1. Are you currently 18 years of age or older and currently registered to vote here in Mississippi, registered to vote in a different state, or not registered to vote at all?

100% REGISTERED TO VOTE IN MISSISSIPPI (CONTINUED)  
- REGISTERED IN A DIFFERENT STATE (**TERMINATED**)  
- NOT REGISTERED AT ALL (**TERMINATED**)  
- DO NOT KNOW/REFUSED (**TERMINATED**)

2. As you may recall, on Tuesday, June 3, there were Primary elections to select the Republican and Democratic nominees for U.S. Congress and other statewide offices in Mississippi. Thinking back to those elections, did you...

94% VOTE IN THE REPUBLICAN PRIMARY (CONTINUED)  
6% VOTE IN THE DEMOCRATIC PRIMARY (**TERMINATED**)  
- NOT VOTE IN EITHER THE REPUBLICAN OR DEMOCRATIC  
PRIMARY (SKIPPED NEXT)  
- DO NOT KNOW/CANNOT RECALL (NOT READ) (**TERMINATED**)

3. And, for whom did you vote in the Republican Primary for U.S. Senate on June 3?  
(READ AND ROTATED)

51% CHRIS MCDANIEL  
42% THAD COCHRAN  
\* TOM CAREY  
\* DO NOT RECALL (NOT READ)  
7% REFUSED (NOT READ)

4. On Tuesday, June 24, there will be a runoff election to decide the Republican Party's nominee for U.S. Senate. Nothing else is on the ballot. Only people who did not vote in the Democratic primary are eligible to vote in this runoff. Eligible voters can vote in-person absentee beginning this Saturday, June 14 or at the polls on Tuesday June 24.

At this time, do you plan to... (READ CHOICES)

- 93% DEFINITELY VOTE IN THE RUNOFF
- 7% PROBABLY VOTE IN THE RUNOFF
- NOT SURE YET (**TERMINATED**)
- PROBABLY NOT VOTE BASED ON THE CANDIDATES RUNNING AND THE ISSUES BEING DISCUSSED (**TERMINATED**)
- PROBABLY NOT VOTE BECAUSE I WILL NOT HAVE THE TIME (**TERMINATED**)
- DEFINITELY NOT VOTE (**TERMINATED**)
- DO NOT KNOW (NOT READ) (**TERMINATED**)
- REFUSED (NOT READ) (**TERMINATED**)

5. Which of the following describes you..(**TERMINATED IF YES TO ANY**)

- I AM NOT INTERESTED IN THAD COCHRAN OR CHRIS MCDANIEL
  - I DO NOT CARE WHO WINS THE REPUBLICAN PARTY RUNOFF FOR U.S. SENATE
  - I AM TOO BUSY WITH WORK, FAMILY, OR SCHOOL TO VOTE IN THE REPUBLICAN PRIMARY FOR U.S. SENATE
- 100% NONE OF THE ABOVE (CONTINUED) (NOT READ)

6. Into which of the following broad categories does your age fall? (READ CATEGORIES)

- 3% 18-24
- 8% 25-34
- 13% 35-44
- 19% 45-54
- 25% 55-64
- 33% 65+
- \* REFUSED (NOT READ)

7. Gender (RECORDED BY OBSERVATION)

- 49% MALE
- 51% FEMALE

8. Region (RECORDED FROM SAMPLE BY COUNTY)

- 42% SOUTHEAST
- 27% SOUTHWEST
- 15% NORTHEAST
- 15% NORTHWEST

## **NAME RECOGNITION AND FAVORABILITY RATINGS**

I now will read you the names of a few people. After I read each name, first please tell me if you have heard of that person, and then tell me if you have a favorable or unfavorable opinion of that person. If you have no opinion of a person, or have never heard of a particular person, just tell me and we'll move on. (RANDOMIZED NAMES)

(ASKED OF FAVORABLE/UNFAVORABLE): And do you have a STRONGLY (favorable/unfavorable) opinion of that person, or just a SOMEWHAT (favorable/unfavorable) opinion of that person?

### 9. Thad (THad, not Tad) Cochran

#### **55% TOTAL FAVORABLE**

34% STRONGLY FAVORABLE  
21% SOMEWHAT FAVORABLE

#### **37% TOTAL UNFAVORABLE**

14% SOMEWHAT UNFAVORABLE  
23% STRONGLY UNFAVORABLE

6% HEARD OF/NO OPINION  
\* NEVER HEARD OF  
1% DO NOT KNOW (NOT READ)  
\* REFUSED (NOT READ)

### 10. Chris McDaniel

#### **62% TOTAL FAVORABLE**

39% STRONGLY FAVORABLE  
23% SOMEWHAT FAVORABLE

#### **28% TOTAL UNFAVORABLE**

9% SOMEWHAT UNFAVORABLE  
19% STRONGLY UNFAVORABLE

7% HEARD OF/NO OPINION  
1% NEVER HEARD OF  
2% DO NOT KNOW (NOT READ)  
\* REFUSED (NOT READ)

## **HEAD-to-HEAD BALLOT TEST**

11. In the June 24th runoff to select the Republican Party's nominee for U.S. Senator, do you plan to vote for (ROTATED) Chris McDaniel or Thad Cochran?

(PROBED THOSE WHO SAY CANDIDATE NAME: And would that be DEFINITELY or PROBABLY vote for [CANDIDATE NAME]?)

(PROBED THOSE WHO SAY "UNDECIDED" OR "DO NOT KNOW": Toward which candidate do you lean?)

### **52% TOTAL MCDANIEL**

47% DEFINITELY CHRIS MCDANIEL (CONTINUED)  
3% PROBABLY CHRIS MCDANIEL (CONTINUED)  
1% LEAN CHRIS MCDANIEL (CONTINUED)

### **40% TOTAL COCHRAN**

37% DEFINITELY THAD COCHRAN (CONTINUED)  
3% PROBABLY THAD COCHRAN (CONTINUED)  
\* LEAN THAD COCHRAN (CONTINUED)  
  
4% HARD UNDECIDED/NEITHER/DO NOT KNOW (NOT READ)  
(SKIPPED NEXT)  
4% REFUSED (NOT READ) (SKIPPED NEXT)

12. Are you certain about voting for Chris McDaniel, or might you still change your mind?

93% CERTAIN  
7% MIGHT CHANGE MIND  
\* DO NOT KNOW/NOT SURE (NOT READ)  
\* REFUSED (NOT READ)

Are you certain about voting for Thad Cochran, or might you still change your mind?

93% CERTAIN  
6% MIGHT CHANGE MIND  
1% DO NOT KNOW/NOT SURE (NOT READ)

13. And, regardless of how you might vote, whom do you think will win the runoff election: (ROTATED) Chris McDaniel or Thad Cochran? (PROBED IF CANDIDATE NAMED: And would that be DEFINITELY or PROBABLY McDaniel/Cochran?)

**49% TOTAL CHRIS MCDANIEL**

30% DEFINITELY CHRIS MCDANIEL

19% PROBABLY CHRIS MCDANIEL

**26% TOTAL THAD COCHRAN**

12% PROBABLY THAD COCHRAN

14% DEFINITELY THAD COCHRAN

24% UNDECIDED/DO NOT KNOW (NOT READ)

1% REFUSED (NOT READ)

## **ADDITIONAL DEMOGRAPHICS**

Wrapping up, we just have a few more questions for statistical purposes...

14. Which of the following best describes your racial background...? (READ AND ROTATED)

- 94% CAUCASIAN OR WHITE
- 1% HISPANIC OR LATINO
- 1% NATIVE AMERICAN
- 1% MULTI-RACIAL OR OTHER (NOT READ)
- \* AFRICAN-AMERICAN OR BLACK
- \* ASIAN OR PACIFIC ISLANDER/NATIVE AMERICAN (NOT READ)
  
- \* DO NOT KNOW (NOT READ)
- 3% REFUSED (NOT READ)

15. Thinking for a moment about your social, economic, and political views...Do you consider yourself to be (ROTATED) a conservative, moderate or liberal...?

[IF CONSERVATIVE/LIBERAL, ASKED] And would you consider yourself to be VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal?)

### **79% TOTAL CONSERVATIVE**

- 53% VERY CONSERVATIVE
- 26% SOMEWHAT CONSERVATIVE

13% MODERATE

### **2% TOTAL LIBERAL**

- 1% SOMEWHAT LIBERAL
- 1% VERY LIBERAL

1% LIBERTARIAN

5% DO NOT KNOW/REFUSED (NOT READ)

16. In politics today, do you consider yourself to be a... (ROTATED) Republican, Independent or Democrat? (IF REPUBLICAN, ASKED: "Do you consider yourself a Tea Party Republican?") (IF REPUBLICAN OR DEMOCRAT, ASKED: "Are you a strong (Republican/Democrat) or a not-so-strong (Republican/Democrat)?" (IF "INDEPENDENT" ASKED: "Which way do you lean, or usually vote, the Democratic or Republican Party?")

**67% TOTAL REPUBLICAN**

14% TEA PARTY REPUBLICAN  
43% STRONG REPUBLICAN  
11% NOT-SO-STRONG REPUBLICAN  
13% INDEPENDENT LEANING REPUBLICAN  
  
11% INDEPENDENT

**2% TOTAL DEMOCRAT**

\* INDEPENDENT LEANING DEMOCRAT  
1% NOT-SO-STRONG DEMOCRAT  
1% STRONG DEMOCRAT  
  
1% OTHER (NOT READ)  
3% DO NOT KNOW (NOT READ)  
3% REFUSED (NOT READ)