

the polling company, inc./WomanTrend
on behalf of
Citizens United Political Victory Fund

Statewide Survey of
505 Likely GOP Primary LVs in Mississippi

Field Dates: May 14-15, 2014

Margin of Error: ±4.4%

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)

2. As you may know, on June 3rd the Republican Party will hold a primary election to select its nominee for United States Senator from Mississippi. Have you already voted or will you...?

85% DEFINITELY VOTE IN THE REPUBLICAN PRIMARY
8% PROBABLY VOTE IN THE REPUBLICAN PRIMARY

8% ALREADY VOTED IN THE REPUBLICAN PRIMARY

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

10% 18-34
12% 35-44
19% 45-54
25% 55-64
33% 65+

1% REFUSED (VOL.)

4. Gender (RECORDED BY OBSERVATION)

50% MALE
50% FEMALE

5. Region¹

21%	NORTHEAST
15%	NORTHWEST
35%	SOUTHEAST
29%	SOUTHWEST

NAME RECOGNITION AND FAVORABILITY RATINGS

Switching topics slightly for a moment, I am going to 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 FAVORABLE/UNFAVORABLE): And do you have a STRONGLY (favorable/unfavorable) opinion of that person, or just a SOMEWHAT (favorable/unfavorable) opinion of that person?

6. Thad Cochran

56%	<u>TOTAL FAVORABLE (NET)</u>
34%	STRONGLY FAVORABLE
23%	SOMEWHAT FAVORABLE
31%	<u>TOTAL UNFAVORABLE (NET)</u>
9%	SOMEWHAT UNFAVORABLE
22%	STRONGLY UNFAVORABLE
8%	<u>HEARD OF/NO OPINION</u>
2%	<u>NEVER HEARD OF</u>
1%	DO NOT KNOW (VOL.)
1%	REFUSED (VOL.)

¹ **NORTHEAST:** Alcorn, Benton, Calhoun, Chickasaw, Choctaw, Clay, Itawamba, Lafayette, Lee, Lowndes, Marshall, Monroe, Noxubee, Oktibbeha, Pontotoc, Prentiss, Tippah, Tishomingo, Union, Webster, Winston, Yalobusha
NORTHWEST: Attala, Bolivar, Carroll, Coahoma, DeSoto, Grenada, Holmes, Humphreys, Issaquena, Leflore, Montgomery, Panola, Quitman, Sharkey, Sunflower, Tallahatchie, Tate, Tunica, Washington
SOUTHEAST: Clarke, Covington, Forrest, George, Greene, Hancock, Harrison, Jackson, Jasper, Jefferson Davis, Jones, Kemper, Lamar, Lauderdale, Marion, Neshoba, Newton, Pearl River, Perry, Stone, Wayne
SOUTHWEST: Adams, Amite, Claiborne, Copiah, Franklin, Hinds, Jefferson, Lawrence, Leake, Lincoln, Madison, Pike, Rankin, Scott, Simpson, Smith, Walthall, Warren, Wilkinson, Yazoo

7. Chris McDaniel

49%	<u>TOTAL FAVORABLE (NET)</u>
29%	STRONGLY FAVORABLE
19%	SOMEWHAT FAVORABLE
19%	<u>TOTAL UNFAVORABLE (NET)</u>
5%	SOMEWHAT UNFAVORABLE
14%	STRONGLY UNFAVORABLE
19%	<u>HEARD OF/NO OPINION</u>
11%	<u>NEVER HEARD OF</u>
2%	DO NOT KNOW (VOL.)
*	REFUSED (VOL.)

8. Tom Carey

4%	<u>TOTAL FAVORABLE (NET)</u>
1%	STRONGLY FAVORABLE
3%	SOMEWHAT FAVORABLE
5%	<u>TOTAL UNFAVORABLE (NET)</u>
1%	SOMEWHAT UNFAVORABLE
3%	STRONGLY UNFAVORABLE
19%	<u>HEARD OF/NO OPINION</u>
68%	<u>NEVER HEARD OF</u>
4%	DO NOT KNOW (VOL.)
*	REFUSED (VOL.)

BALLOT TESTS

9. If the Republican primary for U.S. Senator were held tomorrow, would you vote for (ROTATED) Chris McDaniel, Tom Carey, 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?)

43% **TOTAL CHRIS MCDANIEL (NET)**
30% DEFINITELY CHRIS MCDANIEL
10% PROBABLY CHRIS MCDANIEL
3% LEAN CHRIS MCDANIEL

39% **TOTAL THAD COCHRAN (NET)**
29% DEFINITELY THAD COCHRAN
7% PROBABLY THAD COCHRAN
3% LEAN THAD COCHRAN

3% **TOTAL TOM CAREY (NET)**
1% DEFINITELY TOM CAREY
2% PROBABLY TOM CAREY
* LEAN TOM CAREY

12% **HARD UNDECIDED/NEITHER/DO NOT KNOW (VOL.)**
3% REFUSED (VOL.)

ADDITIONAL DEMOGRAPHICS

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

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

91%	CAUCASIAN OR WHITE
2%	AFRICAN-AMERICAN OR BLACK
2%	NATIVE AMERICAN
1%	HISPANIC OR LATINO
1%	MULTI-RACIAL OR OTHER (VOL.)
*	ASIAN OR PACIFIC ISLANDER/NATIVE AMERICAN (VOL.)
*	DO NOT KNOW (VOL.)
3%	REFUSED (VOL.)

11. 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?)]

77% TOTAL CONSERVATIVE (NET)

56%	VERY CONSERVATIVE
21%	SOMEWHAT CONSERVATIVE

16% MODERATE

1% TOTAL LIBERAL (NET)

*	SOMEWHAT LIBERAL
1%	VERY LIBERAL

1% LIBERTARIAN

5%	DO NOT KNOW/REFUSED (VOL.)
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12. 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?")

76%	<u>TOTAL REPUBLICAN (NET)</u>
12%	TEA PARTY REPUBLICAN
44%	STRONG REPUBLICAN
10%	NOT-SO-STRONG REPUBLICAN
10%	INDEPENDENT LEANING REPUBLICAN
16%	<u>INDEPENDENT</u>
2%	<u>TOTAL DEMOCRAT (NET)</u>
1%	INDEPENDENT LEANING DEMOCRAT
1%	NOT-SO-STRONG DEMOCRAT
*	STRONG DEMOCRAT
1%	OTHER (VOL.)
2%	DO NOT KNOW (VOL.)
3%	REFUSED (VOL.)