



Mississippi Senate Republican Primary Poll Crosstabs

May 27-28, 2014

Q: How likely are you to vote in the June 3rd Republican primary election for United States Senate?

Media Market

	COLUMBUS- TUPELO- WEST POINT	JACKSON	MEMPHIS
Very likely	97.40%	97.28%	96.72%
Somewhat likely	2.60%	2.72%	3.28%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
Very likely	96.60%	97.32%
Somewhat likely	3.40%	2.68%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
Very likely	95.74%	96.74%	97.20%
Somewhat likely	4.26%	3.26%	2.80%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
Very likely	97.65%	86.67%	96.40%
Somewhat likely	2.35%	13.33%	3.60%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
Very likely	96.59%	97.25%	96.85%
Somewhat likely	3.41%	2.75%	3.15%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
Very likely	97.62%	95.60%	94.44%	100.00%
Somewhat likely	2.38%	4.40%	5.56%	0.00%
Total	100.00%	100.00%	100.00%	100.00%

Now, I am going to read you a list of names. Please indicate whether you have a favorable or unfavorable opinion of each.

Thad Cochran**Media Market**

	COLUMBUS- TUPELO- WEST POINT		
	WEST POINT	JACKSON	MEMPHIS
Favorable	61.29%	55.70%	42.74%
Unfavorable	23.23%	34.90%	48.39%
Not sure	15.48%	9.40%	8.87%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
Favorable	51.18%	52.98%
Unfavorable	34.68%	36.75%
Not sure	14.14%	10.26%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
Favorable	59.57%	51.35%	51.52%
Unfavorable	36.17%	39.46%	33.88%
Not sure	4.26%	9.19%	14.60%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
Favorable	54.86%	46.67%	42.14%
Unfavorable	33.33%	33.33%	44.29%
Not sure	11.81%	20.00%	13.57%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
Favorable	34.35%	87.27%	58.02%
Unfavorable	52.38%	10.00%	23.66%
Not sure	13.27%	2.73%	18.32%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
Favorable	44.84%	60.87%	72.97%	50.00%
Unfavorable	45.13%	25.47%	13.51%	0.00%
Not sure	10.03%	13.66%	13.51%	50.00%
Total	100.00%	100.00%	100.00%	100.00%

Chris McDaniel**Media Market**

	COLUMBUS- TUPELO- WEST POINT	JACKSON	MEMPHIS
Favorable	33.55%	38.78%	57.98%
Unfavorable	45.16%	42.18%	26.05%
Not sure	21.29%	19.05%	15.97%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
Favorable	41.30%	44.63%
Unfavorable	36.86%	40.60%
Not sure	21.84%	14.77%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
Favorable	50.00%	49.17%	39.06%
Unfavorable	34.78%	35.91%	41.00%
Not sure	15.22%	14.92%	19.94%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
Favorable	42.96%	28.57%	45.32%
Unfavorable	40.85%	42.86%	31.65%
Not sure	16.20%	28.57%	23.02%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
Favorable	63.45%	11.93%	26.92%
Unfavorable	21.72%	78.90%	40.77%
Not sure	14.83%	9.17%	32.31%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
Favorable	51.93%	34.19%	18.92%	0.00%
Unfavorable	33.23%	44.52%	62.16%	50.00%
Not sure	14.84%	21.29%	18.92%	50.00%
Total	100.00%	100.00%	100.00%	100.00%

Q: If the Republican primary election for Senate were held today, who would you vote for: Thad Cochran or Chris McDaniel?

Media Market

	COLUMBUS- TUPELO- WEST POINT	JACKSON	MEMPHIS
Cochran	50.98%	49.66%	34.68%
McDaniel	27.45%	38.93%	52.42%
Not sure	21.57%	11.41%	12.90%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
Cochran	45.08%	44.33%
McDaniel	39.32%	41.00%
Not sure	15.59%	14.67%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
Cochran	59.57%	40.22%	45.00%
McDaniel	34.04%	44.57%	38.89%
Not sure	6.38%	15.22%	16.11%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
Cochran	48.25%	40.00%	33.09%
McDaniel	39.16%	33.33%	45.32%
Not sure	12.59%	26.67%	21.58%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
Cochran	25.00%	82.73%	52.71%
McDaniel	58.22%	11.82%	27.13%
Not sure	16.78%	5.45%	20.16%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
Cochran	37.57%	54.09%	64.86%	33.33%
McDaniel	48.82%	30.19%	18.92%	0.00%
Not sure	13.61%	15.72%	16.22%	66.67%
Total	100.00%	100.00%	100.00%	100.00%

Q: Have you seen, read or heard anything recently about Thad Cochran?

Media Market

	COLUMBUS- TUPELO- WEST POINT	JACKSON	MEMPHIS
Yes	88.81%	85.82%	90.00%
No	4.20%	8.51%	5.83%
Not sure	6.99%	5.67%	4.17%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
Yes	89.64%	86.32%
No	4.64%	8.77%
Not sure	5.71%	4.91%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
Yes	97.67%	88.83%	86.51%
No	0.00%	9.50%	5.87%
Not sure	2.33%	1.68%	7.62%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
Yes	91.34%	66.67%	82.01%
No	5.45%	26.67%	7.91%
Not sure	3.22%	6.67%	10.07%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
Yes	88.93%	86.92%	87.20%
No	6.92%	6.54%	6.40%
Not sure	4.15%	6.54%	6.40%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
Yes	85.93%	94.90%	89.19%	75.00%
No	9.17%	1.27%	5.41%	0.00%
Not sure	4.89%	3.82%	5.41%	25.00%
Total	100.00%	100.00%	100.00%	100.00%

Q: Has that information given you a more favorable or more unfavorable opinion of Thad Cochran?

Media Market

	COLUMBUS- TUPELO- WEST POINT	JACKSON	MEMPHIS
Favorable	53.03%	47.93%	38.53%
Unfavorable	28.03%	34.71%	46.79%
Not sure	18.94%	17.36%	14.68%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
Favorable	46.09%	43.48%
Unfavorable	38.28%	38.74%
Not sure	15.63%	17.79%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
Favorable	59.52%	39.24%	45.60%
Unfavorable	28.57%	39.87%	39.41%
Not sure	11.90%	20.89%	14.98%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
Favorable	47.64%	40.00%	35.40%
Unfavorable	36.13%	30.00%	47.79%
Not sure	16.23%	30.00%	16.81%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
Favorable	25.67%	81.25%	54.78%
Unfavorable	54.41%	11.46%	24.35%
Not sure	19.92%	7.29%	20.87%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
Favorable	38.36%	50.00%	69.70%	66.67%
Unfavorable	44.86%	30.92%	18.18%	0.00%
Not sure	16.78%	19.08%	12.12%	33.33%
Total	100.00%	100.00%	100.00%	100.00%

Q: Have you seen, read or heard anything recently about Chris McDaniel?

Media Market

	COLUMBUS- TUPELO- WEST POINT	JACKSON	MEMPHIS
Yes	86.99%	79.29%	87.18%
No	5.48%	14.29%	6.84%
Not sure	7.53%	6.43%	5.98%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
Yes	83.21%	82.17%
No	9.64%	10.49%
Not sure	7.14%	7.34%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
Yes	80.00%	85.88%	81.50%
No	10.00%	10.17%	10.12%
Not sure	10.00%	3.95%	8.38%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
Yes	84.07%	53.33%	82.35%
No	9.80%	26.67%	8.82%
Not sure	6.13%	20.00%	8.82%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
Yes	84.19%	87.16%	75.38%
No	8.25%	11.01%	13.08%
Not sure	7.56%	1.83%	11.54%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
Yes	81.79%	85.63%	83.78%	50.00%
No	11.04%	6.88%	10.81%	25.00%
Not sure	7.16%	7.50%	5.41%	25.00%
Total	100.00%	100.00%	100.00%	100.00%

Q: Has that information given you a more favorable or more unfavorable opinion of Chris McDaniel?

Media Market

	COLUMBUS- TUPELO- WEST POINT	JACKSON	MEMPHIS
Favorable	27.91%	31.53%	50.98%
Unfavorable	58.14%	52.25%	35.29%
Not sure	13.95%	16.22%	13.73%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
Favorable	38.30%	35.74%
Unfavorable	48.09%	51.06%
Not sure	13.62%	13.19%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
Favorable	50.00%	37.09%	35.79%
Unfavorable	34.38%	51.66%	50.53%
Not sure	15.63%	11.26%	13.68%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
Favorable	36.13%	12.50%	41.44%
Unfavorable	52.02%	75.00%	41.44%
Not sure	11.85%	12.50%	17.12%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
Favorable	52.02%	12.50%	24.24%
Unfavorable	33.47%	81.25%	56.57%
Not sure	14.52%	6.25%	19.19%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
Favorable	43.17%	30.66%	16.67%	0.00%
Unfavorable	42.45%	56.20%	76.67%	50.00%
Not sure	14.39%	13.14%	6.67%	50.00%
Total	100.00%	100.00%	100.00%	100.00%

Q: Have you seen, read or heard anything about the photographing of Thad Cochran's wife in a nursing home by a political activist?

Media Market

	COLUMBUS- TUPELO- WEST POINT	JACKSON	MEMPHIS
Yes	87.32%	93.43%	84.75%
No	9.15%	5.11%	12.71%
Not sure	3.52%	1.46%	2.54%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
Yes	89.25%	88.53%
No	8.96%	8.60%
Not sure	1.79%	2.87%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
Yes	79.49%	91.81%	88.99%
No	20.51%	7.60%	8.12%
Not sure	0.00%	0.58%	2.90%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
Yes	88.59%	80.00%	90.23%
No	9.43%	20.00%	6.02%
Not sure	1.99%	0.00%	3.76%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
Yes	89.42%	93.58%	83.21%
No	8.87%	4.59%	12.21%
Not sure	1.71%	1.83%	4.58%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
Yes	89.05%	90.00%	91.89%	100.00%
No	9.47%	7.50%	5.41%	0.00%
Not sure	1.48%	2.50%	2.70%	0.00%
Total	100.00%	100.00%	100.00%	100.00%

Q: And have the things you've seen, read or heard made you more likely or less likely to vote for Chris McDaniel in the Republican primary election for Senate?

Media Market

	COLUMBUS- TUPELO- WEST POINT	JACKSON	MEMPHIS
More likely	18.40%	26.19%	34.00%
Less likely	52.80%	41.27%	35.00%
No difference	25.60%	32.54%	31.00%
Not sure	3.20%	0.00%	0.00%
Total	100.00%	100.00%	100.00%

Gender

	Female	Male
More likely	26.34%	29.03%
Less likely	39.51%	43.15%
No difference	31.28%	25.40%
Not sure	2.88%	2.42%
Total	100.00%	100.00%

Age

	18-45	46-65	66 and older
More likely	30.00%	28.66%	27.06%
Less likely	30.00%	43.95%	40.92%
No difference	40.00%	24.20%	29.37%
Not sure	0.00%	3.18%	2.64%
Total	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent or anything else
More likely	27.32%	16.67%	29.66%
Less likely	43.10%	33.33%	36.44%
No difference	27.04%	41.67%	32.20%
Not sure	2.54%	8.33%	1.69%
Total	100.00%	100.00%	100.00%

Tea Party

	Yes	No	Not sure
More likely	39.54%	12.75%	13.89%
Less likely	25.86%	74.51%	44.44%
No difference	31.56%	12.75%	37.96%
Not sure	3.04%	0.00%	3.70%
Total	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Not sure
More likely	33.89%	19.44%	11.76%	0.00%
Less likely	34.55%	49.31%	67.65%	25.00%
No difference	28.57%	29.17%	17.65%	75.00%
Not sure	2.99%	2.08%	2.94%	0.00%
Total	100.00%	100.00%	100.00%	100.00%