



Mississippi Senate Republican Primary Poll Results

May 27-28, 2014

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

| | |
|-----------------|-----|
| Very likely | 97% |
| Somewhat likely | 3% |

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

| | |
|-------------|-----|
| Favorable | 52% |
| Unfavorable | 36% |
| Not sure | 12% |

Chris McDaniel

| | |
|-------------|-----|
| Favorable | 43% |
| Unfavorable | 39% |
| Not sure | 18% |

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

| | |
|----------|-----|
| Cochran | 45% |
| McDaniel | 40% |
| Not sure | 15% |

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

| | |
|----------|-----|
| Yes | 88% |
| No | 7% |
| Not sure | 5% |

(‘Yes’ respondents only to prior question)

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

| | |
|-------------|-----|
| Favorable | 45% |
| Unfavorable | 39% |
| Not sure | 17% |

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

| | |
|----------|-----|
| Yes | 83% |
| No | 10% |
| Not sure | 7% |

(‘Yes’ respondents only to prior question)

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

| | |
|-------------|-----|
| Favorable | 37% |
| Unfavorable | 50% |
| Not sure | 13% |

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

| | |
|----------|-----|
| Yes | 89% |
| No | 9% |
| Not sure | 2% |

(‘Yes’ respondents only to prior question)

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?

| | |
|---------------|-----|
| More likely | 28% |
| Less likely | 41% |
| No difference | 28% |
| Not sure | 3% |

Q: Do you support the goals and ideals of the Tea Party?

| | |
|----------|-----|
| Yes | 55% |
| No | 21% |
| Not sure | 24% |

Demographics:

Media Market

| | |
|----------------------------|-----|
| BILOXI-GULFPORT | 9% |
| COLUMBUS-TUPELO-WEST POINT | 26% |
| GREENWOOD-GREENVILLE | 3% |
| HATTIESBURG-LAUREL | 9% |
| JACKSON, MS | 25% |
| MEMPHIS | 21% |
| MERIDIAN | 7% |
| NEW ORLEANS | 1% |

Gender

| | |
|--------|-----|
| Female | 50% |
| Male | 50% |

Age

| | |
|--------------|-----|
| 18-45 | 11% |
| 46-65 | 31% |
| 66 and older | 58% |

Party Affiliation

| | |
|------------------------------|-----|
| Republican | 74% |
| Democrat | 3% |
| Independent or anything else | 24% |

Ideology

| | |
|-----------------------|-----|
| Very Conservative | 63% |
| Somewhat Conservative | 30% |
| Moderate | 7% |
| Not sure | 1% |

METHODOLOGY:

The sample size for the survey is 599 likely Republican primary voters and the margin of error is +/-4.0%. The Interactive Voice Response (IVR) automated telephone survey was conducted May 27-28, 2014 by Harper Polling. The total percentages for responses may not equal 100% due to rounding.