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information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH
OF THE PRESS RELEASE**

Wicker leads comfortably for re-election in Mississippi

Raleigh, N.C. – It was probably never on any Democrat’s list of targets for next year, but the Mississippi Senate race looks out of reach for whichever Democrat agrees to be their sacrificial lamb against freshman Roger Wicker. 56% approve and 23% disapprove of Wicker’s performance, up from 51-23 when PPP last polled the state in March. That ties him for the seventh most popular of 87 sitting senators on which PPP has polled. While Wicker does not match that +33 approval margin in the re-election horse races, he leads any Democrat thrown at him by 13 to 26 points, up from 10 to 18.

Wicker’s closest matchup at this point would be against Attorney General Jim Hood, who was overwhelmingly re-elected yesterday. Wicker tops him by 13 points (52-39), making Hood the only of the five tested opponents who does even a point better than he did in March. Against the others, Wicker has gained. He tops former A.G. Mike Moore by 14 points (53-39), up four from March. Wicker leads former Rep. Gene Taylor by 21 (55-34), up nine. He also leads his 2008 opponent, former Gov. Ronnie Musgrove, by 25 (58-33), up eight from March and 14 or 15 from three years ago. Finally, Wicker leads Rep. Travis Childers by 26 (56-30), up eight.

Wicker fails to match his approval margin because while 26% of Democrats approve of his work (which is actually down from 33% in March), only eight to 16% of them are voting for him. The Democrats actually do a better job at converting GOP disapproval into votes than he does Democratic approval into votes. Only 7% of Wicker’s party dislikes what he is doing in office, but 6-13% of them are pledging for the opposition. Wicker leads with independents by margins of 12 to a whopping 42 points.

“Even if Democrats recruited a first-tier candidate into this race, they’d still start out behind by double digits,” said Dean Debnam, President of Public Policy Polling. “Mississippi just isn’t going to provide a lot of opportunities for the party at the federal level any time soon.”

PPP surveyed 796 likely Mississippi voters from November 4th to 6th. The margin of error for the survey is +/-3.5%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company, but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.



Mississippi Survey Results

Q1 Do you approve or disapprove of Senator Thad Cochran's job performance?

Approve57% Not sure21%
Disapprove.....22%

Q2 Do you approve or disapprove of Senator Roger Wicker's job performance?

Approve56% Not sure21%
Disapprove.....23%

Q3 Do you have a favorable or unfavorable opinion of Travis Childers?

Favorable..... 22%
Unfavorable 23%
Not sure 54%

Q4 Do you have a favorable or unfavorable opinion of Mike Moore?

Favorable..... 29%
Unfavorable 25%
Not sure 46%

Q5 Do you have a favorable or unfavorable opinion of Ronnie Musgrove?

Favorable..... 37%
Unfavorable 38%
Not sure 24%

Q6 Do you have a favorable or unfavorable opinion of Gene Taylor?

Favorable..... 33%
Unfavorable 27%
Not sure 41%

Q7 If the candidates for Senate next year were Democrat Travis Childers and Republican Roger Wicker, who would you vote for?

Travis Childers 30%
Roger Wicker 56%
Undecided..... 13%

Q8 If the candidates for Senate next year were Democrat Jim Hood and Republican Roger Wicker, who would you vote for?

Jim Hood..... 39%
Roger Wicker 52%
Undecided..... 9%

Q9 If the candidates for Senate next year were Democrat Mike Moore and Republican Roger Wicker, who would you vote for?

Mike Moore 39%
Roger Wicker 53%
Undecided..... 8%

Q10 If the candidates for Senate next year were Democrat Ronnie Musgrove and Republican Roger Wicker, who would you vote for?

Ronnie Musgrove..... 33%
Roger Wicker 58%
Undecided..... 9%





Q11 If the candidates for Senate next year were Democrat Gene Taylor and Republican Roger Wicker, who would you vote for?

Gene Taylor 34%
Roger Wicker..... 55%
Undecided..... 11%

Q12 Who did you vote for President in 2008?

John McCain..... 54%
Barack Obama..... 40%
Someone else/Don't remember 6%

Q13 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 12%
Somewhat liberal 10%
Moderate..... 21%
Somewhat conservative..... 25%
Very conservative 32%

Q14 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q15 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 39%
Republican..... 47%
Independent/Other..... 14%

Q16 If you are white, press 1. If African-American, press 2. If other, press 3.

White 66%
African-American 30%
Other..... 3%

Q17 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 16%
30 to 45..... 22%
46 to 65..... 37%
Older than 65..... 25%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Cochran Approval				
Approve	57%	72%	30%	84%
Disapprove	22%	13%	38%	6%
Not sure	21%	15%	32%	10%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Wicker Approval				
Approve	56%	78%	22%	45%
Disapprove	23%	8%	47%	26%
Not sure	21%	15%	31%	29%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Childers Favorability				
Favorable	22%	21%	25%	20%
Unfavorable	23%	24%	24%	18%
Not sure	54%	56%	51%	62%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Moore Favorability				
Favorable	29%	25%	38%	22%
Unfavorable	25%	32%	16%	3%
Not sure	46%	44%	46%	74%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Musgrove Favorability				
Favorable	37%	23%	59%	47%
Unfavorable	38%	53%	16%	19%
Not sure	24%	23%	25%	35%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Taylor Favorability				
Favorable	33%	36%	26%	34%
Unfavorable	27%	27%	27%	20%
Not sure	41%	36%	47%	46%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Childers/Wicker				
Travis Childers	30%	5%	73%	31%
Roger Wicker	56%	85%	10%	44%
Undecided	13%	10%	18%	25%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hood/Wicker				
Jim Hood	39%	13%	84%	40%
Roger Wicker	52%	79%	8%	28%
Undecided	9%	8%	8%	33%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Moore/Wicker				
Mike Moore	39%	13%	85%	37%
Roger Wicker	53%	79%	8%	44%
Undecided	8%	8%	7%	19%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Musgrove/Wicker				
Ronnie Musgrove	33%	6%	82%	28%
Roger Wicker	58%	85%	11%	39%
Undecided	9%	9%	7%	32%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Taylor/Wicker				
Gene Taylor	34%	14%	68%	35%
Roger Wicker	55%	77%	16%	54%
Undecided	11%	8%	16%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran Approval						
Approve	57%	43%	34%	50%	66%	67%
Disapprove	22%	42%	32%	25%	13%	17%
Not sure	21%	15%	34%	25%	20%	16%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Wicker Approval						
Approve	56%	30%	24%	34%	69%	78%
Disapprove	23%	51%	47%	34%	14%	6%
Not sure	21%	19%	29%	33%	16%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Childers Favorability						
Favorable	22%	20%	27%	25%	19%	22%
Unfavorable	23%	33%	19%	16%	25%	27%
Not sure	54%	46%	54%	59%	57%	51%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Moore Favorability						
Favorable	29%	46%	32%	39%	27%	19%
Unfavorable	25%	30%	16%	10%	31%	32%
Not sure	46%	24%	52%	51%	42%	48%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Musgrove Favorability						
Favorable	37%	57%	69%	48%	30%	20%
Unfavorable	38%	29%	12%	19%	46%	57%
Not sure	24%	14%	19%	33%	24%	23%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Taylor Favorability						
Favorable	33%	30%	33%	31%	35%	32%
Unfavorable	27%	35%	29%	22%	25%	28%
Not sure	41%	35%	37%	47%	40%	39%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Childers/Wicker						
Travis Childers	30%	65%	73%	44%	18%	9%
Roger Wicker	56%	26%	19%	32%	70%	81%
Undecided	13%	9%	8%	24%	12%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hood/Wicker						
Jim Hood	39%	87%	76%	62%	25%	13%
Roger Wicker	52%	7%	19%	24%	67%	80%
Undecided	9%	6%	5%	14%	8%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Moore/Wicker						
Mike Moore	39%	80%	80%	65%	21%	13%
Roger Wicker	53%	15%	15%	26%	71%	77%
Undecided	8%	5%	5%	10%	7%	10%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Musgrove/Wicker						
Ronnie Musgrove	33%	62%	83%	55%	19%	8%
Roger Wicker	58%	30%	15%	32%	72%	82%
Undecided	9%	9%	2%	13%	9%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Taylor/Wicker						
Gene Taylor	34%	61%	70%	48%	25%	13%
Roger Wicker	55%	22%	19%	33%	68%	79%
Undecided	11%	18%	11%	19%	7%	8%

	Base	Gender	
		Woman	Man
Cochran Approval			
Approve	57%	50%	65%
Disapprove	22%	21%	23%
Not sure	21%	29%	13%

	Base	Gender	
		Woman	Man
Wicker Approval			
Approve	56%	50%	62%
Disapprove	23%	19%	26%
Not sure	21%	31%	12%





Crosstabs

	Base	Gender	
		Woman	Man
Childers Favorability			
Favorable	22%	19%	26%
Unfavorable	23%	15%	32%
Not sure	54%	66%	42%

	Base	Gender	
		Woman	Man
Moore Favorability			
Favorable	29%	30%	29%
Unfavorable	25%	19%	31%
Not sure	46%	52%	40%

	Base	Gender	
		Woman	Man
Musgrove Favorability			
Favorable	37%	38%	36%
Unfavorable	38%	29%	47%
Not sure	24%	32%	16%

	Base	Gender	
		Woman	Man
Taylor Favorability			
Favorable	33%	27%	38%
Unfavorable	27%	19%	34%
Not sure	41%	53%	28%





Crosstabs

	Base	Gender	
		Woman	Man
Childers/Wicker			
Travis Childers	30%	31%	30%
Roger Wicker	56%	49%	64%
Undecided	13%	21%	6%

	Base	Gender	
		Woman	Man
Hood/Wicker			
Jim Hood	39%	41%	38%
Roger Wicker	52%	44%	59%
Undecided	9%	14%	3%

	Base	Gender	
		Woman	Man
Moore/Wicker			
Mike Moore	39%	41%	36%
Roger Wicker	53%	46%	59%
Undecided	8%	12%	4%

	Base	Gender	
		Woman	Man
Musgrove/Wicker			
Ronnie Musgrove	33%	38%	28%
Roger Wicker	58%	49%	66%
Undecided	9%	13%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Taylor/Wicker			
Gene Taylor	34%	34%	33%
Roger Wicker	55%	50%	60%
Undecided	11%	16%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Cochran Approval				
Approve	57%	36%	74%	53%
Disapprove	22%	30%	14%	26%
Not sure	21%	33%	12%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Wicker Approval				
Approve	56%	26%	80%	48%
Disapprove	23%	43%	7%	25%
Not sure	21%	31%	13%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
Childers Favorability				
Favorable	22%	27%	18%	24%
Unfavorable	23%	24%	23%	22%
Not sure	54%	48%	58%	54%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Moore Favorability				
Favorable	29%	35%	25%	31%
Unfavorable	25%	20%	28%	27%
Not sure	46%	45%	48%	41%

	Base	Party		
		Democrat	Republican	Independent/Other
Musgrove Favorability				
Favorable	37%	57%	25%	30%
Unfavorable	38%	18%	50%	47%
Not sure	24%	24%	25%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Taylor Favorability				
Favorable	33%	28%	37%	28%
Unfavorable	27%	27%	27%	26%
Not sure	41%	45%	36%	46%

	Base	Party		
		Democrat	Republican	Independent/Other
Childers/Wicker				
Travis Childers	30%	71%	6%	16%
Roger Wicker	56%	14%	86%	57%
Undecided	13%	15%	8%	27%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Hood/Wicker				
Jim Hood	39%	84%	13%	28%
Roger Wicker	52%	8%	80%	56%
Undecided	9%	8%	7%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Moore/Wicker				
Mike Moore	39%	82%	11%	37%
Roger Wicker	53%	11%	82%	49%
Undecided	8%	7%	7%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
Musgrove/Wicker				
Ronnie Musgrove	33%	78%	7%	21%
Roger Wicker	58%	13%	85%	63%
Undecided	9%	9%	8%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Taylor/Wicker				
Gene Taylor	34%	71%	13%	21%
Roger Wicker	55%	16%	79%	59%
Undecided	11%	13%	7%	20%





Crosstabs

	Base	Race		
		White	African-American	Other
Cochran Approval				
Approve	57%	68%	34%	31%
Disapprove	22%	16%	35%	34%
Not sure	21%	16%	32%	35%

	Base	Race		
		White	African-American	Other
Wicker Approval				
Approve	56%	68%	25%	45%
Disapprove	23%	15%	42%	29%
Not sure	21%	17%	33%	26%

	Base	Race		
		White	African-American	Other
Childers Favorability				
Favorable	22%	23%	21%	26%
Unfavorable	23%	22%	29%	14%
Not sure	54%	55%	51%	60%

	Base	Race		
		White	African-American	Other
Moore Favorability				
Favorable	29%	28%	35%	16%
Unfavorable	25%	28%	19%	10%
Not sure	46%	44%	47%	74%





Crosstabs

	Base	Race		
		White	African-American	Other
Musgrove Favorability				
Favorable	37%	33%	50%	32%
Unfavorable	38%	45%	22%	28%
Not sure	24%	22%	28%	41%

	Base	Race		
		White	African-American	Other
Taylor Favorability				
Favorable	33%	38%	17%	39%
Unfavorable	27%	26%	31%	15%
Not sure	41%	36%	52%	46%

	Base	Race		
		White	African-American	Other
Childers/Wicker				
Travis Childers	30%	17%	64%	70%
Roger Wicker	56%	72%	17%	26%
Undecided	13%	12%	19%	4%

	Base	Race		
		White	African-American	Other
Hood/Wicker				
Jim Hood	39%	26%	76%	61%
Roger Wicker	52%	66%	13%	25%
Undecided	9%	8%	11%	14%





Crosstabs

	Base	Race		
		White	African-American	Other
Moore/Wicker				
Mike Moore	39%	24%	78%	72%
Roger Wicker	53%	67%	14%	24%
Undecided	8%	9%	8%	4%

	Base	Race		
		White	African-American	Other
Musgrove/Wicker				
Ronnie Musgrove	33%	18%	74%	73%
Roger Wicker	58%	72%	17%	16%
Undecided	9%	9%	9%	11%

	Base	Race		
		White	African-American	Other
Taylor/Wicker				
Gene Taylor	34%	24%	59%	77%
Roger Wicker	55%	67%	20%	23%
Undecided	11%	9%	21%	-

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cochran Approval					
Approve	57%	54%	48%	56%	68%
Disapprove	22%	33%	21%	22%	17%
Not sure	21%	13%	30%	22%	15%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Wicker Approval					
Approve	56%	51%	58%	54%	60%
Disapprove	23%	27%	22%	22%	22%
Not sure	21%	22%	20%	24%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Childers Favorability					
Favorable	22%	22%	21%	23%	22%
Unfavorable	23%	22%	27%	23%	23%
Not sure	54%	56%	52%	54%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Moore Favorability					
Favorable	29%	27%	19%	35%	29%
Unfavorable	25%	27%	29%	24%	22%
Not sure	46%	46%	52%	41%	49%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Musgrove Favorability					
Favorable	37%	47%	38%	35%	35%
Unfavorable	38%	42%	36%	37%	40%
Not sure	24%	11%	26%	28%	25%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Taylor Favorability					
Favorable	33%	38%	22%	32%	39%
Unfavorable	27%	32%	32%	26%	22%
Not sure	41%	29%	46%	42%	39%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Childers/Wicker					
Travis Childers	30%	39%	33%	33%	22%
Roger Wicker	56%	55%	53%	54%	63%
Undecided	13%	6%	14%	13%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hood/Wicker					
Jim Hood	39%	53%	46%	39%	31%
Roger Wicker	52%	41%	48%	52%	59%
Undecided	9%	6%	6%	10%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Moore/Wicker					
Mike Moore	39%	53%	43%	42%	25%
Roger Wicker	53%	47%	49%	50%	63%
Undecided	8%	-	9%	8%	13%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Musgrove/Wicker					
Ronnie Musgrove	33%	39%	36%	33%	28%
Roger Wicker	58%	55%	51%	58%	63%
Undecided	9%	6%	13%	9%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Taylor/Wicker					
Gene Taylor	34%	34%	33%	38%	28%
Roger Wicker	55%	59%	52%	51%	61%
Undecided	11%	6%	15%	11%	11%

