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Cochran in serious danger of losing primary

Raleigh, N.C. – PPP's new Mississippi Senate poll finds Thad Cochran in serious danger of losing the Republican primary if he seeks another term next year. 55% of GOP primary voters say they would prefer a 'more conservative' alternative to Cochran, compared to just 35% who say they support the long time Senator. And although Cochran still leads primary challenger Chris McDaniel 44/38, much of that lead is attributable to his higher name recognition. Among the 50% of primary voters who have heard of McDaniel, whether they like him or not, Cochran trails his challenger 60/29.

Cochran's approval numbers with Republican voters have dropped precipitously over the last two years. In November of 2011 we found him with a 74/14 approval spread with them, but that's declined now to 45/42. Unsurprisingly Cochran's problems are coming with the furthest right segment of his party. Among voters describing themselves as 'very conservative' he has just a 34/55 approval spread, trails McDaniel 51/32 head to head, and loses out to a generic 'more conservative' alternative 74/22.

If Cochran is the Republican nominee for the Senate next year the seat likely won't be competitive. He actually has a positive approval rating with Democrats at 44/40 and that crossover support would make him close to unbeatable in a general election. He leads Travis Childers, who has actually floated the possibility of running, 50/33 in a head to head. He's also up 50/37 on Ronnie Musgrove and 45/43 on Jim Hood in hypothetical contests.

If McDaniel is the Republican nominee though it looks like there's at least some chance at a competitive race forming. He leads both Childers (41/38) and Musgrove (44/41) by just 3 points in head to heads and actually trails Hood by a couple points at 43/41. McDaniel just doesn't have the same kind of support across party lines that Cochran does.

“Thad Cochran’s in pretty serious danger of losing the primary next year,” said Dean Debnam, President of Public Policy Polling. “Conservatives have really soured on him over the last couple years and are ready for someone new.”

PPP surveyed 502 Mississippi voters, including an oversample of 422 Republican primary voters, from November 15th to 17th. The margin of error for the overall survey is +/- 4.4% and for the Republican primary part it's +/-4.8%. PPP's surveys are conducted through automated telephone interviews.





Mississippi Survey Results

Q1 Do you approve or disapprove of President Barack Obama's job performance?

Approve 42%
Disapprove..... 55%
Not sure 3%

Q2 Do you approve or disapprove of Senator Thad Cochran's job performance?

Approve 44%
Disapprove..... 40%
Not sure 16%

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

Favorable..... 20%
Unfavorable 33%
Not sure 47%

Q4 Do you have a favorable or unfavorable opinion of Jim Hood?

Favorable..... 47%
Unfavorable 29%
Not sure 24%

Q5 Do you have a favorable or unfavorable opinion of Delbert Hosemann?

Favorable..... 42%
Unfavorable 26%
Not sure 33%

Q6 Do you have a favorable or unfavorable opinion of Chris McDaniel?

Favorable..... 19%
Unfavorable 31%
Not sure 50%

Q7 Do you have a favorable or unfavorable opinion of Ronnie Musgrove?

Favorable..... 41%
Unfavorable 40%
Not sure 19%

Q8 If the candidates for Senate next year were Republican Thad Cochran and Democrat Travis Childers, who would you vote for?

Thad Cochran..... 50%
Travis Childers..... 33%
Not sure 17%

Q9 If the candidates for Senate next year were Republican Thad Cochran and Democrat Jim Hood, who would you vote for?

Thad Cochran..... 45%
Jim Hood..... 43%
Not sure 12%

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

Thad Cochran..... 50%
Ronnie Musgrove..... 37%
Not sure 13%

Q11 If the candidates for Senate next year were Republican Delbert Hosemann and Democrat Travis Childers, who would you vote for?

Delbert Hosemann..... 46%
Travis Childers..... 36%
Not sure 19%





Q12 If the candidates for Senate next year were Republican Delbert Hosemann and Democrat Jim Hood, who would you vote for?

Delbert Hosemann..... 42%
Jim Hood..... 41%
Not sure 17%

Q13 If the candidates for Senate next year were Republican Delbert Hosemann and Democrat Ronnie Musgrove, who would you vote for?

Delbert Hosemann..... 46%
Ronnie Musgrove..... 38%
Not sure 16%

Q14 If the candidates for Senate next year were Republican Chris McDaniel and Democrat Travis Childers, who would you vote for?

Chris McDaniel 41%
Travis Childers 38%
Not sure 22%

Q15 If the candidates for Senate next year were Republican Chris McDaniel and Democrat Jim Hood, who would you vote for?

Chris McDaniel 41%
Jim Hood..... 43%
Not sure 16%

Q16 If the candidates for Senate next year were Republican Chris McDaniel and Democrat Ronnie Musgrove, who would you vote for?

Chris McDaniel 44%
Ronnie Musgrove..... 41%
Not sure 15%

Q17 In the last presidential election, did you vote for Barack Obama or Mitt Romney?

Barack Obama..... 39%
Mitt Romney..... 51%
Someone else/Don't remember 10%

Q18 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 11%
Somewhat liberal 15%
Moderate..... 23%
Somewhat conservative..... 24%
Very conservative 27%

Q19 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q20 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 37%
Republican..... 43%
Independent/Other..... 20%

Q21 If you are white, press 1. If African-American, press 2. If other, press 3.

White 62%
African-American 32%
Other..... 6%

Q22 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..... 12%
30 to 45..... 20%
46 to 65..... 46%
Older than 65..... 22%





Crosstabs

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Obama Approval				
Approve	42%	90%	5%	42%
Disapprove	55%	6%	93%	54%
Not sure	3%	4%	2%	5%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Cochran Approval				
Approve	44%	49%	43%	26%
Disapprove	40%	40%	39%	49%
Not sure	16%	10%	18%	24%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Childers Favorability				
Favorable	20%	25%	16%	19%
Unfavorable	33%	38%	28%	40%
Not sure	47%	37%	56%	41%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Hood Favorability				
Favorable	47%	62%	37%	42%
Unfavorable	29%	20%	36%	23%
Not sure	24%	18%	27%	35%





Crosstabs

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Hosemann Favorability				
Favorable	42%	28%	54%	37%
Unfavorable	26%	34%	19%	23%
Not sure	33%	38%	27%	40%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
McDaniel Favorability				
Favorable	19%	12%	27%	5%
Unfavorable	31%	47%	20%	26%
Not sure	50%	41%	53%	70%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Musgrove Favorability				
Favorable	41%	60%	28%	34%
Unfavorable	40%	21%	56%	38%
Not sure	19%	19%	17%	28%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Cochran/Childers				
Thad Cochran	50%	26%	72%	30%
Travis Childers	33%	59%	13%	31%
Not sure	17%	15%	15%	39%





Crosstabs

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Cochran/Hood				
Thad Cochran	45%	15%	68%	48%
Jim Hood	43%	77%	20%	29%
Not sure	12%	8%	13%	23%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Cochran/Musgrove				
Thad Cochran	50%	18%	77%	38%
Ronnie Musgrove	37%	70%	10%	39%
Not sure	13%	12%	12%	23%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Hosemann/Childers				
Delbert Hosemann	46%	13%	71%	44%
Travis Childers	36%	68%	12%	30%
Not sure	19%	19%	17%	26%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Hosemann/Hood				
Delbert Hosemann	42%	9%	69%	34%
Jim Hood	41%	78%	14%	38%
Not sure	17%	13%	17%	28%





Crosstabs

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Hosemann/Musgrove				
Delbert Hosemann	46%	11%	74%	35%
Ronnie Musgrove	38%	73%	12%	39%
Not sure	16%	16%	14%	27%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
McDaniel/Childers				
Chris McDaniel	41%	12%	65%	29%
Travis Childers	38%	72%	11%	38%
Not sure	22%	16%	24%	33%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
McDaniel/Hood				
Chris McDaniel	41%	11%	64%	36%
Jim Hood	43%	80%	15%	43%
Not sure	16%	9%	20%	21%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
McDaniel/Musgrove				
Chris McDaniel	44%	10%	71%	38%
Ronnie Musgrove	41%	75%	14%	44%
Not sure	15%	15%	16%	18%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	42%	78%	70%	59%	25%	13%
Disapprove	55%	18%	26%	38%	71%	86%
Not sure	3%	4%	4%	2%	4%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran Approval						
Approve	44%	47%	46%	49%	47%	36%
Disapprove	40%	40%	38%	34%	37%	49%
Not sure	16%	13%	17%	17%	16%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Childers Favorability						
Favorable	20%	46%	19%	17%	13%	17%
Unfavorable	33%	24%	45%	34%	33%	30%
Not sure	47%	30%	35%	49%	55%	53%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hood Favorability						
Favorable	47%	63%	57%	55%	45%	32%
Unfavorable	29%	13%	22%	19%	30%	45%
Not sure	24%	24%	21%	26%	25%	23%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hosemann Favorability						
Favorable	42%	42%	31%	30%	45%	54%
Unfavorable	26%	25%	31%	33%	16%	25%
Not sure	33%	32%	38%	37%	39%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McDaniel Favorability						
Favorable	19%	18%	9%	9%	24%	27%
Unfavorable	31%	43%	42%	36%	24%	23%
Not sure	50%	40%	48%	56%	52%	50%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Musgrove Favorability						
Favorable	41%	59%	55%	46%	36%	26%
Unfavorable	40%	22%	24%	32%	45%	59%
Not sure	19%	18%	20%	23%	20%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran/Childers						
Thad Cochran	50%	32%	33%	42%	60%	64%
Travis Childers	33%	53%	52%	38%	20%	21%
Not sure	17%	16%	15%	19%	21%	15%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran/Hood						
Thad Cochran	45%	32%	23%	29%	57%	65%
Jim Hood	43%	61%	63%	58%	29%	25%
Not sure	12%	7%	14%	13%	13%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran/Musgrove						
Thad Cochran	50%	30%	24%	39%	61%	72%
Ronnie Musgrove	37%	61%	62%	47%	21%	17%
Not sure	13%	9%	14%	14%	18%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hosemann/Childers						
Delbert Hosemann	46%	23%	25%	27%	60%	69%
Travis Childers	36%	59%	55%	51%	17%	19%
Not sure	19%	17%	19%	21%	23%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hosemann/Hood						
Delbert Hosemann	42%	16%	18%	24%	56%	69%
Jim Hood	41%	67%	70%	56%	24%	18%
Not sure	17%	17%	12%	20%	20%	13%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hosemann/Musgrove						
Delbert Hosemann	46%	17%	22%	30%	58%	73%
Ronnie Musgrove	38%	65%	63%	53%	23%	15%
Not sure	16%	18%	15%	17%	19%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McDaniel/Childers						
Chris McDaniel	41%	15%	16%	24%	49%	71%
Travis Childers	38%	66%	67%	51%	21%	14%
Not sure	22%	19%	17%	25%	30%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McDaniel/Hood						
Chris McDaniel	41%	22%	13%	24%	49%	70%
Jim Hood	43%	63%	75%	63%	29%	14%
Not sure	16%	15%	12%	13%	22%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McDaniel/Musgrove						
Chris McDaniel	44%	24%	14%	24%	54%	75%
Ronnie Musgrove	41%	63%	73%	56%	24%	15%
Not sure	15%	13%	12%	19%	21%	10%





Crosstabs

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	42%	48%	34%
Disapprove	55%	49%	62%
Not sure	3%	3%	3%

	Base	Gender	
		Woman	Man
Cochran Approval			
Approve	44%	45%	44%
Disapprove	40%	37%	44%
Not sure	16%	19%	12%

	Base	Gender	
		Woman	Man
Childers Favorability			
Favorable	20%	16%	24%
Unfavorable	33%	30%	37%
Not sure	47%	54%	39%

	Base	Gender	
		Woman	Man
Hood Favorability			
Favorable	47%	48%	47%
Unfavorable	29%	24%	34%
Not sure	24%	28%	19%





Crosstabs

	Base	Gender	
		Woman	Man
Hosemann Favorability			
Favorable	42%	41%	43%
Unfavorable	26%	24%	27%
Not sure	33%	35%	30%

	Base	Gender	
		Woman	Man
McDaniel Favorability			
Favorable	19%	18%	19%
Unfavorable	31%	28%	35%
Not sure	50%	54%	46%

	Base	Gender	
		Woman	Man
Musgrove Favorability			
Favorable	41%	49%	32%
Unfavorable	40%	33%	49%
Not sure	19%	19%	19%

	Base	Gender	
		Woman	Man
Cochran/Childers			
Thad Cochran	50%	47%	54%
Travis Childers	33%	36%	29%
Not sure	17%	17%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Cochran/Hood			
Thad Cochran	45%	40%	52%
Jim Hood	43%	49%	36%
Not sure	12%	11%	12%

	Base	Gender	
		Woman	Man
Cochran/Musgrove			
Thad Cochran	50%	41%	61%
Ronnie Musgrove	37%	43%	28%
Not sure	13%	15%	11%

	Base	Gender	
		Woman	Man
Hosemann/Childers			
Delbert Hosemann	46%	39%	53%
Travis Childers	36%	39%	32%
Not sure	19%	21%	15%

	Base	Gender	
		Woman	Man
Hosemann/Hood			
Delbert Hosemann	42%	36%	49%
Jim Hood	41%	47%	35%
Not sure	17%	17%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Hosemann/Musgrove			
Delbert Hosemann	46%	40%	53%
Ronnie Musgrove	38%	44%	31%
Not sure	16%	16%	16%

	Base	Gender	
		Woman	Man
McDaniel/Childers			
Chris McDaniel	41%	34%	48%
Travis Childers	38%	41%	34%
Not sure	22%	25%	18%

	Base	Gender	
		Woman	Man
McDaniel/Hood			
Chris McDaniel	41%	34%	49%
Jim Hood	43%	49%	37%
Not sure	16%	17%	14%

	Base	Gender	
		Woman	Man
McDaniel/Musgrove			
Chris McDaniel	44%	36%	53%
Ronnie Musgrove	41%	45%	35%
Not sure	15%	18%	12%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	42%	84%	7%	38%
Disapprove	55%	13%	90%	58%
Not sure	3%	3%	2%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
Cochran Approval				
Approve	44%	44%	47%	39%
Disapprove	40%	40%	36%	48%
Not sure	16%	16%	17%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Childers Favorability				
Favorable	20%	26%	17%	13%
Unfavorable	33%	34%	27%	44%
Not sure	47%	40%	56%	43%

	Base	Party		
		Democrat	Republican	Independent/Other
Hood Favorability				
Favorable	47%	64%	32%	49%
Unfavorable	29%	17%	39%	29%
Not sure	24%	19%	29%	23%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Hosemann Favorability				
Favorable	42%	29%	52%	46%
Unfavorable	26%	33%	17%	29%
Not sure	33%	38%	31%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
McDaniel Favorability				
Favorable	19%	11%	26%	16%
Unfavorable	31%	42%	19%	36%
Not sure	50%	47%	54%	48%

	Base	Party		
		Democrat	Republican	Independent/Other
Musgrove Favorability				
Favorable	41%	62%	26%	32%
Unfavorable	40%	20%	55%	46%
Not sure	19%	18%	18%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Cochran/Childers				
Thad Cochran	50%	25%	74%	44%
Travis Childers	33%	61%	12%	25%
Not sure	17%	14%	14%	31%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Cochran/Hood				
Thad Cochran	45%	18%	71%	39%
Jim Hood	43%	75%	19%	35%
Not sure	12%	7%	9%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
Cochran/Musgrove				
Thad Cochran	50%	15%	83%	46%
Ronnie Musgrove	37%	72%	10%	27%
Not sure	13%	13%	8%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
Hosemann/Childers				
Delbert Hosemann	46%	12%	75%	48%
Travis Childers	36%	67%	13%	28%
Not sure	19%	22%	13%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Hosemann/Hood				
Delbert Hosemann	42%	8%	75%	35%
Jim Hood	41%	76%	12%	40%
Not sure	17%	16%	14%	25%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Hosemann/Musgrove				
Delbert Hosemann	46%	10%	79%	40%
Ronnie Musgrove	38%	74%	11%	30%
Not sure	16%	16%	10%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
McDaniel/Childers				
Chris McDaniel	41%	11%	71%	31%
Travis Childers	38%	73%	10%	32%
Not sure	22%	16%	19%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
McDaniel/Hood				
Chris McDaniel	41%	9%	71%	34%
Jim Hood	43%	81%	12%	41%
Not sure	16%	10%	17%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
McDaniel/Musgrove				
Chris McDaniel	44%	8%	77%	39%
Ronnie Musgrove	41%	78%	10%	36%
Not sure	15%	14%	13%	24%





Crosstabs

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	42%	16%	89%	66%
Disapprove	55%	81%	8%	34%
Not sure	3%	3%	3%	-

	Base	Race		
		White	African-American	Other
Cochran Approval				
Approve	44%	46%	43%	30%
Disapprove	40%	37%	43%	58%
Not sure	16%	17%	13%	12%

	Base	Race		
		White	African-American	Other
Childers Favorability				
Favorable	20%	17%	24%	20%
Unfavorable	33%	30%	38%	40%
Not sure	47%	53%	38%	40%

	Base	Race		
		White	African-American	Other
Hood Favorability				
Favorable	47%	41%	61%	43%
Unfavorable	29%	34%	21%	18%
Not sure	24%	26%	18%	39%





Crosstabs

	Base	Race		
		White	African-American	Other
Hosemann Favorability				
Favorable	42%	50%	27%	33%
Unfavorable	26%	21%	33%	32%
Not sure	33%	29%	39%	35%

	Base	Race		
		White	African-American	Other
McDaniel Favorability				
Favorable	19%	22%	13%	15%
Unfavorable	31%	24%	43%	45%
Not sure	50%	55%	44%	40%

	Base	Race		
		White	African-American	Other
Musgrove Favorability				
Favorable	41%	32%	58%	40%
Unfavorable	40%	49%	22%	43%
Not sure	19%	18%	20%	17%

	Base	Race		
		White	African-American	Other
Cochran/Childers				
Thad Cochran	50%	67%	21%	32%
Travis Childers	33%	17%	61%	42%
Not sure	17%	16%	18%	27%





Crosstabs

	Base	Race		
		White	African-American	Other
Cochran/Hood				
Thad Cochran	45%	62%	15%	23%
Jim Hood	43%	25%	75%	61%
Not sure	12%	13%	10%	16%

	Base	Race		
		White	African-American	Other
Cochran/Musgrove				
Thad Cochran	50%	70%	16%	22%
Ronnie Musgrove	37%	17%	70%	55%
Not sure	13%	12%	14%	23%

	Base	Race		
		White	African-American	Other
Hosemann/Childers				
Delbert Hosemann	46%	65%	12%	23%
Travis Childers	36%	17%	68%	57%
Not sure	19%	18%	20%	20%

	Base	Race		
		White	African-American	Other
Hosemann/Hood				
Delbert Hosemann	42%	61%	9%	25%
Jim Hood	41%	21%	79%	53%
Not sure	17%	18%	13%	22%





Crosstabs

	Base	Race		
		White	African-American	Other
Hosemann/Musgrove				
Delbert Hosemann	46%	66%	12%	17%
Ronnie Musgrove	38%	19%	72%	57%
Not sure	16%	15%	16%	27%

	Base	Race		
		White	African-American	Other
McDaniel/Childers				
Chris McDaniel	41%	57%	11%	25%
Travis Childers	38%	18%	73%	56%
Not sure	22%	25%	16%	19%

	Base	Race		
		White	African-American	Other
McDaniel/Hood				
Chris McDaniel	41%	57%	10%	32%
Jim Hood	43%	24%	80%	57%
Not sure	16%	20%	10%	12%

	Base	Race		
		White	African-American	Other
McDaniel/Musgrove				
Chris McDaniel	44%	62%	10%	37%
Ronnie Musgrove	41%	22%	74%	54%
Not sure	15%	16%	16%	10%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	42%	33%	57%	43%	31%
Disapprove	55%	59%	43%	54%	66%
Not sure	3%	7%	-	3%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cochran Approval					
Approve	44%	39%	43%	44%	49%
Disapprove	40%	32%	47%	41%	37%
Not sure	16%	29%	10%	16%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Childers Favorability					
Favorable	20%	18%	22%	20%	17%
Unfavorable	33%	36%	37%	34%	27%
Not sure	47%	46%	41%	46%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hood Favorability					
Favorable	47%	41%	45%	51%	46%
Unfavorable	29%	26%	27%	29%	30%
Not sure	24%	33%	29%	20%	24%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hosemann Favorability					
Favorable	42%	36%	29%	46%	49%
Unfavorable	26%	29%	31%	25%	21%
Not sure	33%	36%	41%	29%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McDaniel Favorability					
Favorable	19%	18%	12%	18%	26%
Unfavorable	31%	25%	37%	32%	28%
Not sure	50%	57%	51%	50%	46%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Musgrove Favorability					
Favorable	41%	50%	33%	44%	38%
Unfavorable	40%	29%	39%	42%	45%
Not sure	19%	21%	29%	15%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cochran/Childers					
Thad Cochran	50%	46%	39%	52%	58%
Travis Childers	33%	21%	49%	33%	24%
Not sure	17%	32%	12%	16%	17%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cochran/Hood					
Thad Cochran	45%	37%	37%	48%	51%
Jim Hood	43%	41%	57%	42%	33%
Not sure	12%	22%	6%	10%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cochran/Musgrove					
Thad Cochran	50%	50%	37%	53%	57%
Ronnie Musgrove	37%	32%	49%	36%	28%
Not sure	13%	18%	14%	11%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hosemann/Childers					
Delbert Hosemann	46%	46%	31%	48%	55%
Travis Childers	36%	36%	45%	37%	24%
Not sure	19%	18%	24%	15%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hosemann/Hood					
Delbert Hosemann	42%	43%	33%	43%	48%
Jim Hood	41%	36%	51%	42%	34%
Not sure	17%	21%	16%	15%	18%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hosemann/Musgrove					
Delbert Hosemann	46%	46%	31%	47%	57%
Ronnie Musgrove	38%	32%	51%	40%	26%
Not sure	16%	21%	18%	13%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McDaniel/Childers					
Chris McDaniel	41%	37%	37%	39%	50%
Travis Childers	38%	33%	45%	42%	26%
Not sure	22%	30%	18%	19%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McDaniel/Hood					
Chris McDaniel	41%	46%	33%	40%	47%
Jim Hood	43%	32%	55%	45%	36%
Not sure	16%	21%	12%	16%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McDaniel/Musgrove					
Chris McDaniel	44%	46%	31%	44%	54%
Ronnie Musgrove	41%	39%	51%	42%	30%
Not sure	15%	14%	18%	14%	16%





Mississippi Survey Results

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

Approve 45%
Disapprove..... 42%
Not sure 13%

Q2 Do you have a favorable or unfavorable opinion of Delbert Hosemann?

Favorable..... 58%
Unfavorable 19%
Not sure 23%

Q3 Do you have a favorable or unfavorable opinion of Chris McDaniel?

Favorable..... 33%
Unfavorable 17%
Not sure 50%

Q4 If the Republican candidates for U.S. Senate were Thad Cochran and Chris McDaniel, who would you vote for?

Thad Cochran..... 44%
Chris McDaniel 38%
Not sure 17%

Q5 Generally speaking, would you like the Republican candidate for Senate next year to be Thad Cochran or someone more conservative than him?

Thad Cochran..... 35%
Someone more conservative 55%
Not sure 10%

Q6 If Thad Cochran retired, who would be your top choice to replace him, given the choices of Gregg Harper, Delbert Hosemann, Chris McDaniel, Alan Nunnelee, Steven Palazzo, Stacey Pickering, and Tate Reeves?

Gregg Harper..... 15%
Delbert Hosemann..... 23%
Chris McDaniel 25%
Alan Nunnelee 8%
Steve Palazzo 13%
Stacey Pickering 5%
Tate Reeves..... 3%
Someone else/Not sure 8%

Q7 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 3%
Somewhat liberal 4%
Moderate..... 15%
Somewhat conservative..... 33%
Very conservative 46%

Q8 If you are a woman, press 1. If a man, press 2.

Woman 45%
Man..... 55%

Q9 If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

18 to 45..... 30%
46 to 65..... 36%
Older than 65..... 34%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran Approval						
Approve	45%	49%	56%	59%	52%	34%
Disapprove	42%	51%	27%	15%	36%	55%
Not sure	13%	-	17%	26%	12%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hosemann Favorability						
Favorable	58%	24%	75%	54%	53%	63%
Unfavorable	19%	21%	9%	13%	19%	21%
Not sure	23%	54%	17%	33%	27%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McDaniel Favorability						
Favorable	33%	18%	36%	19%	28%	42%
Unfavorable	17%	6%	25%	22%	18%	15%
Not sure	50%	77%	39%	59%	54%	43%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran/McDaniel						
Thad Cochran	44%	57%	52%	70%	47%	32%
Chris McDaniel	38%	12%	48%	15%	32%	51%
Not sure	17%	31%	-	15%	21%	16%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran or Someone More Conservative?						
Thad Cochran	35%	45%	48%	56%	41%	22%
Someone more conservative	55%	49%	44%	31%	42%	74%
Not sure	10%	6%	9%	13%	16%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
2014 GOP Sen Preference w/o Cochran						
Gregg Harper	15%	6%	23%	13%	18%	13%
Delbert Hosemann	23%	31%	46%	28%	27%	16%
Chris McDaniel	25%	20%	13%	22%	15%	35%
Alan Nunnelee	8%	-	4%	11%	6%	9%
Steve Palazzo	13%	8%	15%	17%	16%	9%
Stacey Pickering	5%	12%	-	1%	5%	6%
Tate Reeves	3%	23%	-	3%	2%	4%
Someone else/Not sure	8%	-	-	5%	11%	8%

	Base	Gender	
		Woman	Man
Cochran Approval			
Approve	45%	49%	41%
Disapprove	42%	34%	48%
Not sure	13%	17%	11%

	Base	Gender	
		Woman	Man
Hosemann Favorability			
Favorable	58%	58%	58%
Unfavorable	19%	16%	22%
Not sure	23%	26%	21%





Crosstabs

	Base	Gender	
		Woman	Man
McDaniel Favorability			
Favorable	33%	32%	34%
Unfavorable	17%	12%	21%
Not sure	50%	57%	44%

	Base	Gender	
		Woman	Man
Cochran/McDaniel			
Thad Cochran	44%	49%	41%
Chris McDaniel	38%	32%	44%
Not sure	17%	20%	15%

	Base	Gender	
		Woman	Man
Cochran or Someone More Conservative?			
Thad Cochran	35%	38%	32%
Someone more conservative	55%	50%	60%
Not sure	10%	12%	8%

	Base	Gender	
		Woman	Man
2014 GOP Sen Preference w/o Cochran			
Gregg Harper	15%	17%	13%
Delbert Hosemann	23%	28%	19%
Chris McDaniel	25%	25%	25%
Alan Nunnelee	8%	6%	9%
Steve Palazzo	13%	10%	16%
Stacey Pickering	5%	2%	7%
Tate Reeves	3%	4%	3%
Someone else/Not sure	8%	8%	9%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Cochran Approval				
Approve	45%	43%	42%	49%
Disapprove	42%	43%	43%	40%
Not sure	13%	14%	15%	12%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Hosemann Favorability				
Favorable	58%	47%	62%	64%
Unfavorable	19%	31%	13%	15%
Not sure	23%	22%	25%	22%

	Base	Age		
		18 to 45	46 to 65	Older than 65
McDaniel Favorability				
Favorable	33%	35%	32%	33%
Unfavorable	17%	22%	12%	17%
Not sure	50%	43%	56%	49%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Cochran/McDaniel				
Thad Cochran	44%	43%	41%	49%
Chris McDaniel	38%	41%	39%	35%
Not sure	17%	16%	20%	15%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Cochran or Someone More Conservative?				
Thad Cochran	35%	37%	34%	34%
Someone more conservative	55%	53%	56%	57%
Not sure	10%	10%	10%	9%

	Base	Age		
		18 to 45	46 to 65	Older than 65
2014 GOP Sen Preference w/o Cochran				
Gregg Harper	15%	16%	14%	14%
Delbert Hosemann	23%	14%	27%	27%
Chris McDaniel	25%	24%	23%	27%
Alan Nunnelee	8%	8%	9%	6%
Steve Palazzo	13%	14%	13%	12%
Stacey Pickering	5%	8%	3%	5%
Tate Reeves	3%	6%	1%	3%
Someone else/Not sure	8%	8%	10%	6%

