

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL
information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH
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Mississippi Still Divided Over Senate Race

Raleigh, N.C. – It has been three weeks since voters in Mississippi gave incumbent Senator Thad Cochran a victory over State Senator Chris McDaniel in a runoff election but voters are still deeply divided over the general election with no candidate receiving more than 40% support in the latest PPP poll.

Cochran has the most statewide support, in a Senate race featuring Cochran, Democrat Travis Childers and Reform candidate Shawn O’Hara Cochran leads with 40/24/5. However in this race 31% of the electorate, apparent McDaniel supporters, are undecided. In a race where McDaniel replaces Cochran as the Republican nominee Childers narrowly leads the race over McDaniel 37/36/4 with 24% of the electorate undecided. Cochran is shown to still win handily, but the results showcase the deep divisions in the state. Only 39% of Republicans in Mississippi approve of Cochran while 51% have a favorable opinion of McDaniel. Continuing the trend from the primary Democrats across Mississippi continue to support Cochran, 58% of Democrats approve of Cochran and 31% of Democrats say they would vote for Cochran over Childers in the general election.

Exactly 50% of statewide voters believe that McDaniel should concede the primary, but 44% of Republicans believe that McDaniel was the real winner of the runoff election. Additionally 39% of Republicans think that McDaniel should not concede the race to Cochran. The poll also revealed several interesting demographic results. Cochran enjoys vast African American support with a 59% approval among African American voters in Mississippi. In the general election 37% of African American voters said they would support Cochran compared to 36% for Childers, 3% for O’Hara and 25% undecided.

“The general election in Mississippi doesn’t look like much of a contest,” said Dean Debnam, President of Public Policy Polling. “There are Republicans with reservations about Thad Cochran but he makes up for that with his unusually strong support from black voters. Chris McDaniel supporters aren’t ready to let it go yet though.”

PPP surveyed 691 Mississippi voters overall and 501 Republican primary voters from July 10th to 13th. The margin of error for the overall sample is +/-3.7% and for the Republican primary voters it’s +/-4.4%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



Mississippi Survey Results

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

Approve 39%
Disapprove..... 54%
Not sure 7%

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

Approve 47%
Disapprove..... 37%
Not sure 16%

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

Favorable..... 26%
Unfavorable 27%
Not sure 47%

Q4 Do you have a favorable or unfavorable opinion of Chris McDaniel?

Favorable..... 29%
Unfavorable 53%
Not sure 18%

Q5 If the candidates for U.S. Senate this fall were Republican Thad Cochran, Democrat Travis Childers, and Reform Party candidate Shawn O'Hara, who would you vote for?

Thad Cochran..... 40%
Travis Childers..... 24%
Shawn O'Hara 5%
Undecided..... 31%

Q6 *Horse race, with O'Hara supporters asked whether they lean Cochran or Childers*

Thad Cochran 41%
Travis Childers..... 26%
Not sure 33%

Q7 If the candidates for U.S. Senate this fall were Republican Chris McDaniel, Democrat Travis Childers, and Reform Party candidate Shawn O'Hara, who would you vote for?

Chris McDaniel 36%
Travis Childers..... 37%
Shawn O'Hara 4%
Not sure 23%

Q8 Who do you think rightfully won the Republican nomination for the Senate: Thad Cochran or Chris McDaniel?

Thad Cochran..... 58%
Chris McDaniel 29%
Not sure 13%

Q9 Do you think that Chris McDaniel should concede the Republican runoff for Senate, or not?

Think he should 50%
Think he should not 35%
Not sure 15%

Q10 Would you rather Mississippi continue its current open primary system, where voters can choose which party's primary to vote in, or switch to a closed primary system where voters would have to register with a party to vote in its primary?

Rather continue the open primary system 66%
Rather move to a closed primary..... 21%
Not sure 13%

Q11 Do you have a favorable or unfavorable opinion of Haley Barbour?

Favorable..... 36%
Unfavorable 42%
Not sure 22%





Q12 In the last presidential election, did you vote for Barack Obama or Mitt Romney?

<i>Barack Obama</i>	42%
<i>Mitt Romney</i>	50%
<i>Someone else / Don't remember</i>	8%

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

<i>Very liberal</i>	10%
<i>Somewhat liberal</i>	14%
<i>Moderate</i>	26%
<i>Somewhat conservative</i>	25%
<i>Very conservative</i>	26%

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

<i>Woman</i>	54%
<i>Man</i>	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.

<i>Democrat</i>	39%
<i>Republican</i>	43%
<i>Independent / Other</i>	19%

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

<i>White</i>	60%
<i>African-American</i>	34%
<i>Other</i>	6%

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.

<i>18 to 29</i>	12%
<i>30 to 45</i>	20%
<i>46 to 65</i>	45%
<i>Older than 65</i>	23%

Q18 Mode

<i>Phone</i>	80%
<i>Internet</i>	20%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Obama Approval				
Approve	39%	86%	3%	16%
Disapprove	54%	5%	96%	48%
Not sure	7%	9%	1%	36%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Cochran Approval				
Approve	47%	60%	39%	31%
Disapprove	37%	20%	53%	24%
Not sure	16%	21%	8%	45%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Childers Favorability				
Favorable	26%	41%	15%	12%
Unfavorable	27%	19%	37%	7%
Not sure	47%	40%	48%	82%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
McDaniel Favorability				
Favorable	29%	5%	52%	16%
Unfavorable	53%	72%	39%	34%
Not sure	18%	22%	9%	50%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Cochran/Childers/O'Hara				
Thad Cochran	40%	33%	47%	31%
Travis Childers	24%	43%	9%	14%
Shawn O'Hara	5%	2%	8%	9%
Undecided	31%	22%	36%	47%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
O'Hara Leanners				
Thad Cochran	41%	33%	49%	36%
Travis Childers	26%	43%	13%	15%
Not sure	33%	24%	38%	49%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
McDaniel/Childers/O'Hara				
Chris McDaniel	36%	7%	63%	18%
Travis Childers	37%	66%	15%	24%
Shawn O'Hara	4%	4%	4%	8%
Not sure	23%	23%	19%	51%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Who Won the Runoff?				
Thad Cochran	58%	76%	47%	43%
Chris McDaniel	29%	11%	45%	19%
Not sure	13%	14%	8%	38%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Should McDaniel Concede?				
Think he should	50%	53%	49%	36%
Think he should not	35%	31%	42%	20%
Not sure	15%	16%	10%	44%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Continue Open Primary or Move to Closed One?				
Rather continue the open primary system	66%	78%	54%	76%
Rather move to a closed primary	21%	7%	35%	7%
Not sure	13%	15%	11%	17%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Barbour Favorability				
Favorable	36%	20%	52%	24%
Unfavorable	42%	55%	34%	29%
Not sure	22%	26%	15%	48%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	39%	82%	79%	45%	21%	11%
Disapprove	54%	13%	15%	39%	74%	87%
Not sure	7%	5%	5%	16%	5%	2%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran Approval						
Approve	47%	60%	61%	47%	49%	32%
Disapprove	37%	31%	12%	28%	38%	59%
Not sure	16%	9%	26%	25%	14%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Childers Favorability						
Favorable	26%	53%	39%	30%	21%	9%
Unfavorable	27%	22%	24%	16%	26%	41%
Not sure	47%	24%	38%	55%	52%	50%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McDaniel Favorability						
Favorable	29%	13%	11%	15%	34%	55%
Unfavorable	53%	75%	74%	53%	51%	33%
Not sure	18%	12%	15%	31%	16%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran/Childers/O'Hara						
Thad Cochran	40%	31%	39%	38%	48%	37%
Travis Childers	24%	45%	46%	27%	14%	9%
Shawn O'Hara	5%	5%	3%	2%	8%	8%
Undecided	31%	19%	12%	33%	30%	46%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
O'Hara Leaners						
Thad Cochran	41%	36%	39%	39%	49%	40%
Travis Childers	26%	45%	49%	28%	17%	12%
Not sure	33%	19%	12%	33%	34%	48%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McDaniel/Childers/O'Hara						
Chris McDaniel	36%	18%	10%	20%	42%	67%
Travis Childers	37%	62%	71%	44%	26%	12%
Shawn O'Hara	4%	9%	5%	3%	5%	2%
Not sure	23%	11%	14%	33%	26%	19%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Who Won the Runoff?						
Thad Cochran	58%	69%	75%	61%	59%	43%
Chris McDaniel	29%	25%	9%	20%	31%	47%
Not sure	13%	7%	16%	19%	10%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Should McDaniel Concede?						
Think he should	50%	42%	62%	53%	57%	36%
Think he should not	35%	43%	25%	24%	33%	52%
Not sure	15%	15%	13%	23%	10%	12%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Continue Open Primary or Move to Closed One?						
Rather continue the open primary system	66%	63%	77%	83%	66%	43%
Rather move to a closed primary	21%	18%	10%	7%	22%	42%
Not sure	13%	19%	12%	10%	13%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Barbour Favorability						
Favorable	36%	18%	20%	34%	53%	37%
Unfavorable	42%	72%	58%	33%	32%	40%
Not sure	22%	10%	22%	33%	15%	23%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	39%	42%	36%
Disapprove	54%	50%	58%
Not sure	7%	8%	6%

	Base	Gender	
		Woman	Man
Cochran Approval			
Approve	47%	45%	50%
Disapprove	37%	35%	38%
Not sure	16%	20%	12%

	Base	Gender	
		Woman	Man
Childers Favorability			
Favorable	26%	22%	30%
Unfavorable	27%	23%	30%
Not sure	47%	54%	40%

	Base	Gender	
		Woman	Man
McDaniel Favorability			
Favorable	29%	28%	31%
Unfavorable	53%	50%	55%
Not sure	18%	21%	14%

	Base	Gender	
		Woman	Man
Cochran/Childers/O'Hara			
Thad Cochran	40%	38%	42%
Travis Childers	24%	24%	23%
Shawn O'Hara	5%	5%	6%
Undecided	31%	33%	29%

	Base	Gender	
		Woman	Man
O'Hara Leaners			
Thad Cochran	41%	40%	43%
Travis Childers	26%	26%	26%
Not sure	33%	35%	31%





	Base	Gender	
		Woman	Man
McDaniel/Childers/O'-Hara			
Chris McDaniel	36%	32%	40%
Travis Childers	37%	38%	36%
Shawn O'Hara	4%	4%	5%
Not sure	23%	27%	19%

	Base	Gender	
		Woman	Man
Who Won the Runoff?			
Thad Cochran	58%	58%	59%
Chris McDaniel	29%	27%	30%
Not sure	13%	15%	11%

	Base	Gender	
		Woman	Man
Should McDaniel Concede?			
Think he should	50%	47%	53%
Think he should not	35%	36%	34%
Not sure	15%	17%	13%

	Base	Gender	
		Woman	Man
Continue Open Primary or Move to Closed One?			
Rather continue the open primary system	66%	66%	65%
Rather move to a closed primary	21%	19%	24%
Not sure	13%	15%	11%

	Base	Gender	
		Woman	Man
Barbour Favorability			
Favorable	36%	32%	40%
Unfavorable	42%	42%	42%
Not sure	22%	26%	18%

	Base	Party		
		Democrat	Republican	Independent / Other
Obama Approval				
Approve	39%	82%	5%	26%
Disapprove	54%	11%	93%	53%
Not sure	7%	7%	2%	21%





	Base	Party		
		Democrat	Republican	Independent / Other
Cochran Approval				
Approve	47%	58%	39%	42%
Disapprove	37%	22%	52%	34%
Not sure	16%	20%	9%	25%

	Base	Party		
		Democrat	Republican	Independent / Other
Childers Favorability				
Favorable	26%	39%	14%	26%
Unfavorable	27%	18%	37%	22%
Not sure	47%	43%	49%	52%

	Base	Party		
		Democrat	Republican	Independent / Other
McDaniel Favorability				
Favorable	29%	6%	51%	28%
Unfavorable	53%	69%	39%	51%
Not sure	18%	25%	10%	21%

	Base	Party		
		Democrat	Republican	Independent / Other
Cochran/Childers/O'Hara				
Thad Cochran	40%	31%	48%	37%
Travis Childers	24%	46%	6%	18%
Shawn O'Hara	5%	2%	8%	6%
Undecided	31%	21%	37%	39%

	Base	Party		
		Democrat	Republican	Independent / Other
O'Hara Leaners				
Thad Cochran	41%	32%	51%	39%
Travis Childers	26%	46%	10%	20%
Not sure	33%	22%	39%	41%

	Base	Party		
		Democrat	Republican	Independent / Other
McDaniel/Childers/O'Hara				
Chris McDaniel	36%	8%	62%	32%
Travis Childers	37%	64%	15%	33%
Shawn O'Hara	4%	5%	2%	8%
Not sure	23%	24%	21%	28%





	Base	Party		
		Democrat	Republican	Independent / Other
Who Won the Runoff?				
Thad Cochran	58%	73%	47%	54%
Chris McDaniel	29%	12%	44%	27%
Not sure	13%	14%	9%	19%

	Base	Party		
		Democrat	Republican	Independent / Other
Should McDaniel Concede?				
Think he should	50%	51%	50%	46%
Think he should not	35%	33%	39%	32%
Not sure	15%	16%	11%	21%

	Base	Party		
		Democrat	Republican	Independent / Other
Continue Open Primary or Move to Closed One?				
Rather continue the open primary system	66%	74%	54%	76%
Rather move to a closed primary	21%	10%	34%	14%
Not sure	13%	16%	12%	9%

	Base	Party		
		Democrat	Republican	Independent / Other
Barbour Favorability				
Favorable	36%	21%	51%	34%
Unfavorable	42%	53%	34%	39%
Not sure	22%	26%	16%	27%

	Base	Race		
		White	African-American	Other
Obama Approval				
Approve	39%	16%	79%	36%
Disapprove	54%	79%	10%	57%
Not sure	7%	5%	11%	6%

	Base	Race		
		White	African-American	Other
Cochran Approval				
Approve	47%	40%	59%	52%
Disapprove	37%	46%	20%	38%
Not sure	16%	15%	21%	10%





	Base	Race		
		White	African-American	Other
Childers Favorability				
Favorable	26%	21%	33%	31%
Unfavorable	27%	30%	22%	20%
Not sure	47%	49%	45%	49%

	Base	Race		
		White	African-American	Other
McDaniel Favorability				
Favorable	29%	43%	5%	31%
Unfavorable	53%	43%	69%	55%
Not sure	18%	14%	26%	14%

	Base	Race		
		White	African-American	Other
Cochran/Childers/O'Hara				
Thad Cochran	40%	42%	37%	32%
Travis Childers	24%	17%	36%	28%
Shawn O'Hara	5%	7%	3%	5%
Undecided	31%	34%	25%	35%

	Base	Race		
		White	African-American	Other
O'Hara Leaners				
Thad Cochran	41%	44%	38%	35%
Travis Childers	26%	20%	36%	28%
Not sure	33%	36%	26%	37%

	Base	Race		
		White	African-American	Other
McDaniel/Childers/O'Hara				
Chris McDaniel	36%	52%	9%	27%
Travis Childers	37%	25%	57%	39%
Shawn O'Hara	4%	3%	6%	6%
Not sure	23%	20%	28%	28%

	Base	Race		
		White	African-American	Other
Who Won the Runoff?				
Thad Cochran	58%	51%	71%	60%
Chris McDaniel	29%	37%	13%	27%
Not sure	13%	12%	16%	13%





	Base	Race		
		White	African-American	Other
Should McDaniel Concede?				
Think he should	50%	51%	48%	48%
Think he should not	35%	37%	32%	42%
Not sure	15%	13%	20%	10%

	Base	Race		
		White	African-American	Other
Continue Open Primary or Move to Closed One?				
Rather continue the open primary system	66%	59%	77%	70%
Rather move to a closed primary	21%	28%	9%	18%
Not sure	13%	13%	14%	12%

	Base	Race		
		White	African-American	Other
Barbour Favorability				
Favorable	36%	45%	18%	44%
Unfavorable	42%	38%	50%	42%
Not sure	22%	17%	32%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	39%	43%	35%	44%	29%
Disapprove	54%	38%	51%	52%	69%
Not sure	7%	19%	14%	4%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cochran Approval					
Approve	47%	32%	41%	51%	51%
Disapprove	37%	36%	37%	35%	40%
Not sure	16%	32%	22%	13%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Childers Favorability					
Favorable	26%	22%	20%	32%	22%
Unfavorable	27%	20%	22%	27%	35%
Not sure	47%	58%	58%	42%	44%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McDaniel Favorability					
Favorable	29%	22%	23%	30%	37%
Unfavorable	53%	46%	49%	57%	51%
Not sure	18%	32%	27%	13%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cochran/Childers/O'Hara					
Thad Cochran	40%	37%	35%	39%	47%
Travis Childers	24%	24%	23%	26%	19%
Shawn O'Hara	5%	6%	4%	6%	5%
Undecided	31%	32%	38%	29%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
O'Hara Leaners					
Thad Cochran	41%	42%	35%	41%	49%
Travis Childers	26%	26%	26%	28%	21%
Not sure	33%	32%	39%	32%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McDaniel/Childers/O'Hara					
Chris McDaniel	36%	24%	31%	37%	43%
Travis Childers	37%	37%	33%	43%	29%
Shawn O'Hara	4%	8%	4%	2%	6%
Not sure	23%	32%	32%	17%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Who Won the Runoff?					
Thad Cochran	58%	55%	47%	64%	59%
Chris McDaniel	29%	30%	32%	25%	32%
Not sure	13%	15%	20%	11%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Should McDaniel Concede?					
Think he should	50%	39%	49%	52%	51%
Think he should not	35%	34%	26%	39%	38%
Not sure	15%	27%	25%	9%	11%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Continue Open Primary or Move to Closed One?					
Rather continue the open primary system	66%	68%	60%	72%	59%
Rather move to a closed primary	21%	20%	21%	19%	27%
Not sure	13%	12%	20%	9%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Barbour Favorability					
Favorable	36%	19%	38%	36%	43%
Unfavorable	42%	53%	38%	44%	36%
Not sure	22%	28%	24%	20%	21%

	Base	Mode	
		Phone	Internet
Obama Approval			
Approve	39%	40%	33%
Disapprove	54%	58%	39%
Not sure	7%	2%	27%

	Base	Mode	
		Phone	Internet
Cochran Approval			
Approve	47%	52%	27%
Disapprove	37%	37%	34%
Not sure	16%	11%	39%

	Base	Mode	
		Phone	Internet
Childers Favorability			
Favorable	26%	29%	14%
Unfavorable	27%	30%	11%
Not sure	47%	41%	75%

	Base	Mode	
		Phone	Internet
McDaniel Favorability			
Favorable	29%	32%	20%
Unfavorable	53%	57%	35%
Not sure	18%	11%	45%





	Base	Mode	
		Phone	Internet
Cochran/Childers/O'Hara			
Thad Cochran	40%	43%	28%
Travis Childers	24%	25%	19%
Shawn O'Hara	5%	5%	6%
Undecided	31%	27%	47%

	Base	Mode	
		Phone	Internet
O'Hara Leaners			
Thad Cochran	41%	44%	30%
Travis Childers	26%	27%	21%
Not sure	33%	29%	48%

	Base	Mode	
		Phone	Internet
McDaniel/Childers/O'Hara			
Chris McDaniel	36%	40%	20%
Travis Childers	37%	39%	27%
Shawn O'Hara	4%	3%	7%
Not sure	23%	18%	45%

	Base	Mode	
		Phone	Internet
Who Won the Runoff?			
Thad Cochran	58%	63%	42%
Chris McDaniel	29%	29%	28%
Not sure	13%	9%	30%

	Base	Mode	
		Phone	Internet
Should McDaniel Concede?			
Think he should	50%	53%	37%
Think he should not	35%	38%	26%
Not sure	15%	9%	37%

	Base	Mode	
		Phone	Internet
Continue Open Primary or Move to Closed One?			
Rather continue the open primary system	66%	65%	68%
Rather move to a closed primary	21%	22%	16%
Not sure	13%	12%	15%



	Base	Mode	
		Phone	Internet
Barbour Favorability			
Favorable	36%	39%	24%
Unfavorable	42%	43%	40%
Not sure	22%	18%	37%



Mississippi Survey Results

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

Approve 47%
Disapprove..... 44%
Not sure 9%

Q2 Do you have a favorable or unfavorable opinion of Chris McDaniel?

Favorable..... 46%
Unfavorable 46%
Not sure 9%

Q3 Who do you think rightfully won the Republican nomination for the Senate: Thad Cochran or Chris McDaniel?

Thad Cochran..... 54%
Chris McDaniel 40%
Not sure..... 6%

Q4 Do you think that Chris McDaniel should concede the Republican runoff for Senate, or not?

Think he should 52%
Think he should not 39%
Not sure 10%

Q5 Would you rather Mississippi continue its current open primary system, where voters can choose which party's primary to vote in, or switch to a closed primary system where voters would have to register with a party to vote in its primary?

Rather continue the open primary system 60%
Rather move to a closed primary 28%
Not sure 12%

Q6 Did you vote in the Republican runoff election for U.S. Senate?

Yes 100%
No..... 0%

Q7 (Asked only of runoff voters:) Who did you vote for in the Republican runoff for Senate?

Thad Cochran..... 52%
Chris McDaniel 48%

Q8 (Asked only of runoff voters:) Regardless of who you voted for last month, if the Republican runoff for Senate was today, would you vote for Thad Cochran or Chris McDaniel?

Thad Cochran..... 51%
Chris McDaniel 46%
Not sure..... 3%

Q9 Do you consider yourself prouder of your Southern heritage or your American heritage?

Your Southern heritage..... 35%
Your American heritage 60%
Not sure 5%

Q10 If there were another Civil War today, would you side with the Confederate States of America or the United States of America?

The Confederate States..... 29%
The United States..... 50%
Not sure..... 21%

Q11 Do you support or oppose the South seceding from the United States and forming its own country?

Support 16%
Oppose 63%
Not sure 21%

Q12 In the last presidential election, did you vote for Barack Obama or Mitt Romney?

Barack Obama..... 19%
Mitt Romney..... 75%
Someone else / Don't remember 6%





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

<i>Very liberal</i>	7%
<i>Somewhat liberal</i>	8%
<i>Moderate</i>	17%
<i>Somewhat conservative</i>	31%
<i>Very conservative</i>	37%

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

<i>Woman</i>	51%
<i>Man</i>	49%

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.

<i>Democrat</i>	15%
<i>Republican</i>	66%
<i>Independent / Other</i>	18%

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

<i>White</i>	84%
<i>African-American</i>	10%
<i>Other</i>	6%

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.

<i>18 to 29</i>	10%
<i>30 to 45</i>	24%
<i>46 to 65</i>	30%
<i>Older than 65</i>	36%





	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Cochran Approval			
Approve	47%	84%	8%
Disapprove	44%	8%	84%
Not sure	8%	9%	8%

	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
McDaniel Favorability			
Favorable	46%	8%	87%
Unfavorable	46%	83%	7%
Not sure	8%	10%	6%

	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Who Won the Runoff?			
Thad Cochran	54%	95%	10%
Chris McDaniel	40%	3%	81%
Not sure	5%	2%	8%

	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Should McDaniel Concede?			
Think he should	52%	74%	28%
Think he should not	39%	17%	63%
Not sure	9%	9%	9%

	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Continue Open Primary or Move to Closed One?			
Rather continue the open primary system	60%	83%	34%
Rather move to a closed primary	28%	8%	49%
Not sure	12%	8%	16%

	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Voted in Runoff?			
Yes	100%	100%	100%





	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Runoff Vote			
Thad Cochran	52%	100%	-
Chris McDaniel	48%	-	100%

	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Runoff Re-vote			
Thad Cochran	52%	94%	5%
Chris McDaniel	46%	4%	92%
Not sure	3%	2%	3%

	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Prouder of Southern or American Heritage?			
Your Southern heritage	35%	32%	38%
Your American heritage	61%	63%	58%
Not sure	5%	6%	4%

	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Allegiance in 2nd Civil War			
The Confederate States	29%	22%	37%
The United States	50%	61%	38%
Not sure	21%	17%	25%

	Base	Runoff Vote	
		Thad Cochran	Chris McDaniel
Support/Oppose Southern Secession			
Support	15%	10%	20%
Oppose	64%	73%	53%
Not sure	21%	17%	26%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Cochran Approval				
Approve	47%	75%	42%	28%
Disapprove	44%	12%	52%	50%
Not sure	9%	12%	7%	23%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
McDaniel Favorability				
Favorable	46%	11%	55%	40%
Unfavorable	46%	79%	38%	41%
Not sure	9%	10%	7%	19%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Who Won the Runoff?				
Thad Cochran	54%	84%	47%	48%
Chris McDaniel	40%	13%	47%	40%
Not sure	6%	3%	6%	12%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Should McDaniel Concede?				
Think he should	52%	66%	48%	47%
Think he should not	39%	25%	42%	34%
Not sure	10%	9%	9%	19%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Continue Open Primary or Move to Closed One?				
Rather continue the open primary system	60%	83%	53%	74%
Rather move to a closed primary	28%	5%	35%	14%
Not sure	12%	12%	12%	12%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Voted in Runoff?				
Yes	100%	100%	100%	100%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Runoff Vote				
Thad Cochran	52%	83%	44%	52%
Chris McDaniel	48%	17%	56%	48%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Runoff Re-vote				
Thad Cochran	51%	86%	43%	45%
Chris McDaniel	46%	10%	54%	47%
Not sure	3%	4%	3%	8%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Prouder of Southern or American Heritage?				
Your Southern heritage	35%	23%	38%	44%
Your American heritage	60%	68%	59%	39%
Not sure	5%	9%	3%	17%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Allegiance in 2nd Civil War				
The Confederate States	29%	7%	36%	15%
The United States	50%	88%	40%	43%
Not sure	21%	5%	24%	41%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Support/Oppose Southern Secession				
Support	16%	12%	16%	23%
Oppose	63%	74%	62%	39%
Not sure	21%	13%	22%	39%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cochran Approval						
Approve	47%	59%	62%	60%	50%	34%
Disapprove	44%	30%	9%	30%	43%	62%
Not sure	9%	11%	29%	10%	7%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McDaniel Favorability						
Favorable	46%	24%	24%	32%	44%	62%
Unfavorable	46%	65%	69%	62%	45%	30%
Not sure	9%	11%	7%	6%	11%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Who Won the Runoff?						
Thad Cochran	54%	66%	79%	67%	55%	39%
Chris McDaniel	40%	32%	18%	28%	39%	54%
Not sure	6%	2%	3%	4%	7%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Should McDaniel Concede?						
Think he should	52%	61%	76%	64%	52%	39%
Think he should not	39%	23%	13%	29%	38%	52%
Not sure	10%	16%	11%	6%	10%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Continue Open Primary or Move to Closed One?						
Rather continue the open primary system	60%	74%	89%	77%	57%	45%
Rather move to a closed primary	28%	18%	8%	10%	26%	46%
Not sure	12%	7%	4%	13%	17%	10%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Voted in Runoff?						
Yes	100%	100%	100%	100%	100%	100%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Runoff Vote						
Thad Cochran	52%	79%	71%	69%	53%	34%
Chris McDaniel	48%	21%	29%	31%	47%	66%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Runoff Re-vote						
Thad Cochran	51%	77%	79%	65%	52%	32%
Chris McDaniel	46%	20%	18%	32%	47%	62%
Not sure	3%	4%	3%	4%	1%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Prouder of Southern or American Heritage?						
Your Southern heritage	35%	21%	25%	48%	34%	35%
Your American heritage	60%	67%	67%	48%	61%	61%
Not sure	5%	13%	9%	4%	4%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Allegiance in 2nd Civil War						
The Confederate States	29%	8%	4%	13%	33%	44%
The United States	50%	85%	84%	66%	42%	34%
Not sure	21%	7%	12%	21%	26%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Support/Oppose Southern Secession						
Support	16%	22%	8%	5%	16%	22%
Oppose	63%	67%	84%	72%	61%	55%
Not sure	21%	11%	9%	24%	23%	23%

	Base	Gender	
		Woman	Man
Cochran Approval			
Approve	47%	47%	48%
Disapprove	44%	42%	46%
Not sure	9%	11%	6%

	Base	Gender	
		Woman	Man
McDaniel Favorability			
Favorable	46%	44%	48%
Unfavorable	46%	43%	49%
Not sure	9%	13%	4%





	Base	Gender	
		Woman	Man
Who Won the Runoff?			
Thad Cochran	54%	54%	54%
Chris McDaniel	40%	38%	42%
Not sure	6%	8%	4%

	Base	Gender	
		Woman	Man
Should McDaniel Concede?			
Think he should	52%	53%	51%
Think he should not	39%	34%	43%
Not sure	10%	13%	6%

	Base	Gender	
		Woman	Man
Continue Open Primary or Move to Closed One?			
Rather continue the open primary system	60%	60%	59%
Rather move to a closed primary	28%	26%	31%
Not sure	12%	14%	10%

	Base	Gender	
		Woman	Man
Voted in Runoff?			
Yes	100%	100%	100%

	Base	Gender	
		Woman	Man
Runoff Vote			
Thad Cochran	52%	53%	51%
Chris McDaniel	48%	47%	49%

	Base	Gender	
		Woman	Man
Runoff Re-vote			
Thad Cochran	51%	51%	50%
Chris McDaniel	46%	44%	48%
Not sure	3%	5%	2%





	Base	Gender	
		Woman	Man
Prouder of Southern or American Heritage?			
Your Southern heritage	35%	32%	39%
Your American heritage	60%	61%	58%
Not sure	5%	7%	3%

	Base	Gender	
		Woman	Man
Allegiance in 2nd Civil War			
The Confederate States	29%	20%	39%
The United States	50%	58%	40%
Not sure	21%	22%	21%

	Base	Gender	
		Woman	Man
Support/Oppose Southern Secession			
Support	16%	15%	17%
Oppose	63%	60%	67%
Not sure	21%	26%	17%

	Base	Party		
		Democrat	Republican	Independent / Other
Cochran Approval				
Approve	47%	70%	44%	40%
Disapprove	44%	19%	50%	45%
Not sure	9%	10%	6%	15%

	Base	Party		
		Democrat	Republican	Independent / Other
McDaniel Favorability				
Favorable	46%	13%	53%	47%
Unfavorable	46%	68%	40%	49%
Not sure	9%	18%	8%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
Who Won the Runoff?				
Thad Cochran	54%	76%	49%	53%
Chris McDaniel	40%	19%	45%	41%
Not sure	6%	5%	6%	6%





	Base	Party		
		Democrat	Republican	Independent / Other
Should McDaniel Concede?				
Think he should	52%	60%	52%	44%
Think he should not	39%	27%	39%	47%
Not sure	10%	13%	9%	8%

	Base	Party		
		Democrat	Republican	Independent / Other
Continue Open Primary or Move to Closed One?				
Rather continue the open primary system	60%	72%	54%	70%
Rather move to a closed primary	28%	11%	34%	23%
Not sure	12%	17%	12%	8%

	Base	Party		
		Democrat	Republican	Independent / Other
Voted in Runoff?				
Yes	100%	100%	100%	100%

	Base	Party		
		Democrat	Republican	Independent / Other
Runoff Vote				
Thad Cochran	52%	76%	46%	55%
Chris McDaniel	48%	24%	54%	45%

	Base	Party		
		Democrat	Republican	Independent / Other
Runoff Re-vote				
Thad Cochran	51%	76%	45%	52%
Chris McDaniel	46%	17%	52%	44%
Not sure	3%	7%	3%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
Prouder of Southern or American Heritage?				
Your Southern heritage	35%	28%	38%	31%
Your American heritage	60%	63%	58%	62%
Not sure	5%	9%	3%	8%





	Base	Party		
		Democrat	Republican	Independent / Other
Allegiance in 2nd Civil War				
The Confederate States	29%	9%	37%	18%
The United States	50%	82%	41%	51%
Not sure	21%	9%	21%	31%

	Base	Party		
		Democrat	Republican	Independent / Other
Support/Oppose Southern Secession				
Support	16%	18%	17%	10%
Oppose	63%	63%	63%	65%
Not sure	21%	20%	21%	25%

	Base	Race		
		White	African-American	Other
Cochran Approval				
Approve	47%	44%	75%	45%
Disapprove	44%	47%	18%	49%
Not sure	9%	9%	6%	6%

	Base	Race		
		White	African-American	Other
McDaniel Favorability				
Favorable	46%	49%	10%	50%
Unfavorable	46%	43%	68%	46%
Not sure	9%	7%	22%	4%

	Base	Race		
		White	African-American	Other
Who Won the Runoff?				
Thad Cochran	54%	52%	74%	53%
Chris McDaniel	40%	42%	21%	39%
Not sure	6%	6%	5%	8%

	Base	Race		
		White	African-American	Other
Should McDaniel Concede?				
Think he should	52%	52%	48%	48%
Think he should not	39%	38%	34%	48%
Not sure	10%	9%	18%	4%





	Base	Race		
		White	African-American	Other
Continue Open Primary or Move to Closed One?				
Rather continue the open primary system	60%	59%	71%	58%
Rather move to a closed primary	28%	30%	12%	30%
Not sure	12%	11%	16%	12%

	Base	Race		
		White	African-American	Other
Voted in Runoff?				
Yes	100%	100%	100%	100%

	Base	Race		
		White	African-American	Other
Runoff Vote				
Thad Cochran	52%	49%	77%	58%
Chris McDaniel	48%	51%	23%	42%

	Base	Race		
		White	African-American	Other
Runoff Re-vote				
Thad Cochran	51%	48%	73%	50%
Chris McDaniel	46%	49%	19%	47%
Not sure	3%	3%	8%	2%

	Base	Race		
		White	African-American	Other
Prouder of Southern or American Heritage?				
Your Southern heritage	35%	37%	25%	29%
Your American heritage	60%	58%	70%	58%
Not sure	5%	4%	5%	13%

	Base	Race		
		White	African-American	Other
Allegiance in 2nd Civil War				
The Confederate States	29%	33%	2%	22%
The United States	50%	44%	90%	57%
Not sure	21%	23%	8%	21%





	Base	Race		
		White	African-American	Other
Support/Oppose Southern Secession				
Support	16%	16%	17%	15%
Oppose	63%	64%	63%	52%
Not sure	21%	20%	20%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cochran Approval					
Approve	47%	37%	50%	48%	48%
Disapprove	44%	50%	40%	45%	45%
Not sure	9%	13%	10%	8%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McDaniel Favorability					
Favorable	46%	36%	48%	46%	46%
Unfavorable	46%	43%	46%	49%	45%
Not sure	9%	21%	6%	6%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Who Won the Runoff?					
Thad Cochran	54%	53%	50%	58%	54%
Chris McDaniel	40%	43%	46%	36%	39%
Not sure	6%	3%	4%	6%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Should McDaniel Concede?					
Think he should	52%	41%	56%	51%	53%
Think he should not	39%	34%	34%	43%	39%
Not sure	10%	26%	10%	6%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Continue Open Primary or Move to Closed One?					
Rather continue the open primary system	60%	55%	61%	64%	56%
Rather move to a closed primary	28%	34%	24%	27%	31%
Not sure	12%	11%	15%	9%	13%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Voted in Runoff?					
Yes	100%	100%	100%	100%	100%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Runoff Vote					
Thad Cochran	52%	58%	46%	52%	55%
Chris McDaniel	48%	42%	54%	48%	45%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Runoff Re-vote					
Thad Cochran	51%	59%	50%	49%	51%
Chris McDaniel	46%	37%	46%	49%	45%
Not sure	3%	4%	4%	3%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Prouder of Southern or American Heritage?					
Your Southern heritage	35%	40%	42%	34%	31%
Your American heritage	60%	57%	54%	59%	65%
Not sure	5%	3%	4%	7%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Allegiance in 2nd Civil War					
The Confederate States	29%	36%	19%	25%	38%
The United States	50%	47%	65%	54%	37%
Not sure	21%	17%	17%	21%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Support/Oppose Southern Secession					
Support	16%	43%	10%	13%	13%
Oppose	63%	40%	66%	67%	65%
Not sure	21%	17%	24%	21%	21%

