



To: Interested Parties
From: Brad Chism
Date: May 30, 2014 1:30 pm Central
Re: US Senate GOP Primary

Last evening we conducted an IVR survey of likely GOP primary voters in Mississippi. The sample size was 813 completes for a MOE of +/- 3.4%. The weighted candidate support results are noted below. On the next page are highlights from the Undecided voter responses. Tabulations begin on the following pages. The survey instrument follows at the end.

Candidate	Support
Thomas Carey	1.4%
Thad Cochran	44.3%
Chris McDaniel	46.4%
Undecided	7.9%
Total	100.0%

Initial Observations

- **McDaniel's numbers have recovered after the initial drop in the wake of the arrests of campaign supporters.**
 - Our earlier tracking surveys showed McDaniel leading Cochran within the margin of error before the scandal broke.
- **This race is too close to project a winner.**
 - The differences in support numbers are within the margin of error.
 - Because of the significant differentials in candidate support by age group, the turnout mix will impact the final tallies--the younger the mix, the better for McDaniel.
 - Because Mississippi doesn't conduct closed primaries and the Democratic primary is not heavily contested, projecting the ideological mix of the turnout is difficult--the more Democrats who cross over, the better for Cochran.
 - 81% of the remaining Undecideds say that the "scandals" of both camps are equally bad.

Notes:

1. *These surveys include only land line phones.*
2. *These surveys have a three part screen for GOP primary voter participation. We surveyed only phone households with a voter participating in all three of the 2008, 2010 and 2012 GOP primaries. We asked each participant to self identify partisanship and excluded all Democrats and lean-Democrats. We then screened for probability of voting in the GOP June primary.*
3. *The sample is 92% Caucasian. The initial survey tabulations over sample women and older voters. We adjusted for anticipated turnout of 52% women, votes under age 45 at 21% voters; age 45 to 54 at 20%; voters age 55 to 64 at 23% and voters ages 65+ at 36%. The weighted candidate support total at the top of this page reflects these percentages.*
4. *We caution against drawing sweeping conclusions from the subsamples because of the smaller sizes of some of them.*

This information was generated solely at the direction and expense of Chism Strategies without input from any candidate or campaign committee.

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Responses from Undecided Respondents

Volunteer supporters of Senate candidate Chris McDaniel were arrested for entering a nursing home where Senator Cochran's wife now lives, taking pictures and video of her, and posting them on the Internet. Chris McDaniel condemned this act and so far no one has produced evidence that his campaign was involved in planning or staging this act. Overall, how does this information impact the likelihood that you will support Chris McDaniel? Would you be much less likely to support McDaniel, somewhat less likely, or would it have no impact on your decision to support McDaniel?

How does McDaniel story impact how likely you are to support him?	
1 Much less likely	17%
2 Somewhat less likely	17%
3 No impact	67%
Grand Total	100%

Official government records show that Senator Cochran's female executive assistant has traveled with him to 42 different countries at a cost of more than \$150,000 to taxpayers. Cochran has said that he rents a basement apartment from her in the same house where she lives on Capitol Hill in Washington, DC. Senator Cochran insists his relationship with this employee of more than 30 years is entirely professional. Overall, how does this information impact the likelihood that you will support Thad Cochran? Would you be much less likely to support Cochran, somewhat less likely, or would it have no impact on your decision to support Cochran?

How does Cochran story impact how likely you are to support him?	
1 Much less likely	17%
2 Somewhat less likely	24%
3 No impact	60%
Grand Total	100%

There is the McDaniel campaign story involving a volunteer supporter who invaded the privacy of an elderly nursing home patient who is suffering from dementia. And there is the Cochran campaign story of an inappropriate relationship with a female staffer at taxpayer expense. Which is worse from your point of view?

Which story is worse?	
1 McDaniel story	10%
2 Cochran story	10%
3 Equally bad	81%
Grand Total	100%

Now that you've heard about both sets of news stories, please tell us how you plan to vote on Tuesday. Remember the candidates are Thomas Carey, Thad Cochran, and Chris McDaniel. Which of these candidates would you support, or have you decided not to vote for anyone.

After hearing the stories, which candidate will you support?	
1 Thomas Carey	5%
2 Thad Cochran	0%
3 Chris McDaniel	10%
4 Undecided	83%
5 Noone	2%
Grand Total	100%

Unweighted TopLines			
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In politics, how do you describe yourself?

Q01 Party	#	%
3 Completely Independent	109	13%
4 Leaning Republican	195	24%
5 Mostly Republican	515	63%
Grand Total	819	100%

How likely are you to vote in the Republican Primary?

Q02 Vote	#	%
1 Definitely voting	794	97%
2 Probably voting	25	3%
Grand Total	819	100%

What is your age range?

Q03 Age	#	%
1 18 to 35	14	2%
2 36 to 45	31	4%
3 46 to 54	79	10%
4 55 to 64	131	16%
5 65 or older	564	69%
Grand Total	819	100%

What is your ethnicity?

Q04 Ethnicity	#	%
1 Asian	14	2%
2 African American	15	2%
3 Caucasian	756	92%
4 Latino	11	1%
5 Other	23	3%
Grand Total	819	100%

What is your gender?

Q05 Gender	#	%
1 Male	404	49%
2 Female	415	51%
Grand Total	819	100%

If the election were today, which candidate would you support for U.S. Senate?			
Q06 Support		#	%
1	Thomas Carey	9	1%
2	Thad Cochran	391	48%
3	Chris McDaniel	348	42%
4	Undecided	71	9%
Grand Total		819	100%

Q06 Support 1 Thomas Carey			
How certain are you of your support for Thomas Carey?			
Q07 Certainty		#	%
1	Very sure	7	78%
2	Somewhat sure	1	11%
3	Not very sure	1	11%
Grand Total		9	100%

Q06 Support 2 Thad Cochran			
How certain are you of your support for Thad Cochran?			
Q07 Certainty		#	%
1	Very sure	357	91%
2	Somewhat sure	26	7%
3	Not very sure	8	2%
Grand Total		391	100%

Q06 Support 3 Chris McDaniel			
How certain are you of your support for Chris McDaniel?			
Q07 Certainty		#	%
1	Very sure	185	92%
2	Somewhat sure	16	8%
3	Not very sure	1	0%
Grand Total		202	100%

Toward which candidate are you leaning?			
Q08 Leaning		#	%
1	Thomas Carey	2	3%
2	Thad Cochran	13	18%
3	Chris McDaniel	14	20%
4	Undecided	42	59%
Grand Total		71	100%

How does McDaniel story impact how likely you are to support him?			
Q09 McDaniel		#	%
1 Much less likely		109	26%
2 Somewhat less likely		40	10%
3 No impact		266	64%
Grand Total		415	100%

How does Cochran story impact how likely you are to support him?			
Q10 Cochran		#	%
1 Much less likely		88	21%
2 Somewhat less likely		51	12%
3 No impact		276	67%
Grand Total		415	100%

Which story is worse?			
Q11 Worse		#	%
1 McDaniel story		127	31%
2 Cochran story		112	27%
3 Equally bad		176	42%
Grand Total		415	100%

After hearing the stories, which candidate will you support?			
Q12 Follow-up		#	%
1 Thomas Carey		6	1%
2 Thad Cochran		185	45%
3 Chris McDaniel		168	40%
4 Undecided		54	13%
5 Will not support any candidate		2	0%
Grand Total		415	100%

Q06 Support 4 Undecided			
Which story is worse?			
Q11 Worse		#	%
1 McDaniel story		4	10%
2 Cochran story		4	10%
3 Equally bad		34	81%
Grand Total		42	100%

In politics, how do you describe yourself?			
%	Q05 Gender		
Q01 Party	1 Male	2 Female	Grand Total
3 Completely Independent	17%	10%	13%
4 Leaning Republican	25%	23%	24%
5 Mostly Republican	59%	67%	63%
Grand Total	100%	100%	100%

How likely are you to vote in the Republican Primary?			
%	Q05 Gender		
Q02 Vote	1 Male	2 Female	Grand Total
1 Definitely voting	97%	97%	97%
2 Probably voting	3%	3%	3%
Grand Total	100%	100%	100%

If the election were today, which candidate would you support for U.S. Senate?			
%	Q05 Gender		
Q06 Support	1 Male	2 Female	Grand Total
1 Thomas Carey	1%	1%	1%
2 Thad Cochran	47%	48%	48%
3 Chris McDaniel	45%	40%	42%
4 Undecided	7%	10%	9%
Grand Total	100%	100%	100%

Q06 Support 1 Thomas Carey			
How certain are you of your support for Thomas Carey?			
%	Q05 Gender		
Q07 Certainty	1 Male	2 Female	Grand Total
1 Very sure	100%	60%	78%
2 Somewhat sure	0%	20%	11%
3 Not very sure	0%	20%	11%
Grand Total	100%	100%	100%

Q06 Support 2 Thad Cochran			
How certain are you of your support for Thad Cochran?			
%	Q05 Gender		
Q07 Certainty	1 Male	2 Female	Grand Total
1 Very sure	91%	92%	91%
2 Somewhat sure	6%	7%	7%
3 Not very sure	3%	2%	2%

Q06 Support 3 Chris McDaniel			
How certain are you of your support for Chris McDaniel?			
%	Q05 Gender		
Q07 Certainty	1 Male	2 Female	Grand Total
1 Very sure	94%	90%	92%
2 Somewhat sure	5%	10%	8%
3 Not very sure	1%	0%	0%
Grand Total	100%	100%	100%

Toward which candidate are you leaning?			
%	Q05 Gender		
Q08 Leaning	1 Male	2 Female	Grand Total
1 Thomas Carey	13%	11%	11%
2 Thad Cochran	20%	16%	17%
3 Chris McDaniel	20%	21%	21%
4 Undecided	47%	53%	51%
Grand Total	100%	100%	100%

How does McDaniel story impact how likely you are to support him?		
%	Q05 Gender	
Q09 McDaniel	2 Female	Grand Total
1 Much less likely	26%	26%
2 Somewhat less likely	10%	10%
3 No impact	64%	64%
Grand Total	100%	100%

How does Cochran story impact how likely you are to support him?		
%	Q05 Gender	
Q10 Cochran	2 Female	Grand Total
1 Much less likely	21%	21%
2 Somewhat less likely	12%	12%
3 No impact	67%	67%
Grand Total	100%	100%

Which story is worse?		
%	Q05 Gender	
Q11 Worse	2 Female	Grand Total
1 McDaniel story	31%	31%
2 Cochran story	27%	27%
3 Equally bad	42%	42%
Grand Total	100%	100%

After hearing the stories, which candidate will you support?			
%		Q05 Gender <input type="button" value="v"/>	
Q12 Follow-up <input type="button" value="v"/>		2 Female	Grand Total
1 Thomas Carey		1%	1%
2 Thad Cochran		45%	45%
3 Chris McDaniel		40%	40%
4 Undecided		13%	13%
5 Will not support any ca		0%	0%
Grand Total		100%	100%

In politics, how do you describe yourself?						
%	Q03 Age					
Q01 Party	1 18 to 35	2 36 to 45	3 46 to 54	4 55 to 64	5 65 or older	Grand Total
3 Completely Indifferent	14%	26%	22%	13%	12%	13%
4 Leaning Republican	21%	16%	18%	25%	25%	24%
5 Mostly Republican	64%	58%	61%	62%	64%	63%
Grand Total	100%	100%	100%	100%	100%	100%

How likely are you to vote in the Republican Primary?						
%	Q03 Age					
Q02 Vote	1 18 to 35	2 36 to 45	3 46 to 54	4 55 to 64	5 65 or older	Grand Total
1 Definitely voting	100%	97%	96%	99%	96%	97%
2 Probably voting	0%	3%	4%	1%	4%	3%
Grand Total	100%	100%	100%	100%	100%	100%

If the election were today, which candidate would you support for U.S. Senate?						
%	Q03 Age					
Q06 Support	1 18 to 35	2 36 to 45	3 46 to 54	4 55 to 64	5 65 or older	Grand Total
1 Thomas Carey	0%	3%	0%	1%	1%	1%
2 Thad Cochran	50%	35%	39%	40%	51%	48%
3 Chris McDaniel	43%	55%	52%	46%	40%	42%
4 Undecided	7%	6%	9%	14%	8%	9%
Grand Total	100%	100%	100%	100%	100%	100%

Q06 Support 1 Thomas Carey

How certain are you of your support for Thomas Carey?

%	Q03 Age			
Q07 Certainty	2 36 to 45	4 55 to 64	5 65 or older	Grand Total
1 Very sure	0%	100%	86%	78%
2 Somewhat sure	100%	0%	0%	11%
3 Not very sure	0%	0%	14%	11%
Grand Total	100%	100%	100%	100%

Q06 Support		2 Thad Cochran				
How certain are you of your support for Thad Cochran?						
%	Q03 Age					
Q07 Certainty	1 18 to 35	2 36 to 45	3 46 to 54	4 55 to 64	5 65 or older	Grand Total
1 Very sure	100%	91%	90%	96%	90%	91%
2 Somewhat sure	0%	0%	10%	4%	7%	7%
3 Not very sure	0%	9%	0%	0%	2%	2%
Grand Total	100%	100%	100%	100%	100%	100%

Q06 Support		3 Chris McDaniel				
How certain are you of your support for Chris McDaniel?						
%	Q03 Age					
Q07 Certainty	1 18 to 35	2 36 to 45	3 46 to 54	4 55 to 64	5 65 or older	Grand Total
1 Very sure	83%	82%	83%	87%	88%	87%
2 Somewhat sure	17%	18%	15%	13%	10%	12%
3 Not very sure	0%	0%	2%	0%	2%	1%
Grand Total	100%	100%	100%	100%	100%	100%

Toward which candidate are you leaning?						
%	Q03 Age					
Q08 Leaning	1 18 to 35	2 36 to 45	3 46 to 54	4 55 to 64	5 65 or older	Grand Total
1 Thomas Carey	0%	0%	14%	0%	2%	3%
2 Thad Cochran	0%	0%	29%	22%	16%	18%
3 Chris McDaniel	100%	50%	14%	11%	21%	20%
4 Undecided	0%	50%	43%	67%	60%	59%
Grand Total	100%	100%	100%	100%	100%	100%

[Intro] Hello, this is XXXXXXXXX Research, a national survey firm calling with a one minute survey about the US Senate Race in Mississippi. I'd like to ask you a few short questions and get you to use your telephone keypad to respond.

Q1. In politics, would you describe yourself as mostly Democratic, leaning Democratic, completely Independent, leaning Republican, or mostly Republican?

1. Press 1 for Mostly Democratic Go to END CALL
2. Press 2 for Leaning Democratic Go to END CALL
3. Press 3 for Completely Independent GO TO Q2
4. Press 4 for Leaning Republican GO TO Q2
5. Press 5 for Mostly Republican GO TO Q2

Q2. Thanks. How likely are you to vote in the Republican Primary election for US Senate this June? Are you definitely voting in the Republican primary, probably voting, probably not voting, or are you unsure?

1. Press 1 if you are definitely voting in the June Republican Primary for US Senate
2. Press 2 if you will probably vote in the June Republican primary
3. Press 3 if you will probably not vote. Go to END CALL
4. Press 4 if you are unsure. Go to END CALL

Q3. Please tell us your age range.

1. Press 1 if you are 18 to 35 years
2. Press 2 if you are 36 to 45 years
3. Press 3 if you are 46 to 54 years
4. Press 4 if you are 55 to 64 years
5. Or press 5 if you are 65 or older

Q4. For statistical purposes only, please tell us your ethnicity.

1. Press 1 for Asian
2. Press 2 for African American
3. Press 3 for Caucasian or White
4. Press 4 for Latino
5. Press 5 if you are of another ethnic origin not mentioned here.

Q5. For statistical purposes only, please tell us your gender.

1. Press 1 for Male GO TO 6A
2. Press 2 for Female GO TO 6B

Q6A. In the race for US Senate in the Republican primary, the candidates are Thomas Carey, Thad Cochran, and Chris McDaniel. If the election were today which candidate would you support?

1. Press 1 for Thomas Carey GO TO Q7A
2. Press 2 for Thad Cochran GO TO Q7A
3. Press 3 for Chris McDaniel GO TO Q7A
4. Press 4 if you are undecided GO TO Q8A

Q7A. How certain are you of your decision? Would you say you are very sure, somewhat sure, or you are not very sure about your choice?

1. Press 1 for Very sure GO TO END CALL
2. Press 2 for Somewhat sure GO TO END CALL
3. Press 3 for Not very sure GO TO END CALL

Q8A. Which candidate are you leaning towards?

1. Press 1 for Thomas Carey GO TO END CALL
2. Press 2 for Thad Cochran GO TO END CALL
3. Press 3 for Chris McDaniel GO TO END CALL
4. Press 4 if you are undecided GO TO END CALL

Q6B. In the race for US Senate in the Republican primary, the candidates are Thomas Carey, Thad Cochran, and Chris McDaniel. If the election were today which candidate would you support?

1. Press 1 for Thomas Carey GO TO Q7B
2. Press 2 for Thad Cochran GO TO Q7B
3. Press 3 for Chris McDaniel GO TO Q7B
4. Press 4 if you are undecided GO TO Q8B

Q7B. How certain are you of your decision? Would you say you are very sure, somewhat sure, or you are not very sure about your choice?

1. Press 1 for Very sure GO TO Q9
2. Press 2 for Somewhat sure GO TO Q9
3. Press 3 for Not very sure GO TO Q9

Q8B. Which candidate are you leaning towards?

1. Press 1 for Thomas Carey GO TO Q9
2. Press 2 for Thad Cochran GO TO Q9
3. Press 3 for Chris McDaniel GO TO Q9
4. Press 4 if you are undecided GO TO Q9

Q9. Now let me get your opinion on some things that have been in the news a lot lately.

Volunteer supporters of Senate Candidate Chris McDaniel were arrested for entering a nursing home where Senator Cochran's wife now lives, taking pictures and video of her, and posting it on the Internet. Chris McDaniel condemned this act and so far no one has produced evidence that his campaign was involved in planning or staging this act. Overall, how does this information impact the likelihood that you will support Chris McDaniel? Would you be much less likely to support McDaniel, somewhat less likely, or would it have no impact on your decision to support McDaniel?

1. Press 1 for much less likely to support McDaniel
2. Press 2 for somewhat less likely McDaniel
3. Press 3 for no impact on your decision to support McDaniel

Q10. Thanks. Now to another topic. Official government records show that Senator Cochran's female executive assistant has traveled with him to 42 different countries at a cost of more than \$150,000 to taxpayers. Cochran has said that he rents a basement apartment from her in the same house where she lives on Capitol Hill in Washington, DC. Senator Cochran insists his relationship with this employee of more than 30 years is entirely professional. Overall, how does this information impact the likelihood that you will support Thad Cochran? Would you be much less likely to support Cochran, somewhat less likely, or would it have no impact on your decision to support Cochran?

1. Press 1 for much less likely to support Cochran
2. Press 2 for somewhat less likely Cochran
3. Press 3 for no impact on your decision to support Cochran

Q11. Thanks, now I'd like to ask your opinion on which of these situations is worse and causes more doubts about the candidate involved.

There is the McDaniel campaign story involving a volunteer supporter who invaded the privacy of an elderly nursing home patient who is suffering from dementia. And there is the Cochran campaign story of an inappropriate relationship with a female staffer at taxpayer expense.

Which is worse from your point of view?

1. Press 1 if the McDaniel campaign story is worse.
2. Press 2 if the Cochran campaign story is worse.
3. And press 3 if they are equally bad

Q12. Thanks. Now that you've heard about both sets of news stories, please tell us how you plan to vote on Tuesday. Remember the candidates are Thomas Carey, Thad Cochran, and Chris McDaniel. Which of these candidates would you support, or have you decided not to vote for anyone.

1. Press 1 for Thomas Carey
2. Press 2 for Thad Cochran
3. Press 3 for Chris McDaniel
4. Press 4 if you are undecided
5. And press 5 if you have decided you will not vote for any of them on June 3rd.

[END CALL]: This concludes the survey. Thank you for your participation. Goodbye.

