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Mary Cheney launches polling firm

By Ed O'Keefe

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Mary Cheney, the daughter of former vice president Dick Cheney, is teaming up with other veteran Republican operatives to launch a new polling firm.

Vox Pop Polling says it will be tracking "key races" during the 2014 election cycle and conducting both private and public polling. The firm will be based in Alexandria.

In addition to Cheney, founding partners include Brent Seaborn, [a veteran GOP consultant](#) with a background in micro-targeting and data mining for Republican candidates; Alicia Downs, [another veteran of Republican campaigns](#) who has worked with Seaborn on micro-targeting; Barry Bennett, who once produced [a scathing documentary about Mitt Romney's business background](#) and most recently ran [a super PAC supporting the short-run Senate campaign of Mary Cheney's sister, Liz Cheney](#); Stephen DeMaura, president of [Americans for Job Security](#); and [Frank Sadler](#), a former senior development associate at Koch Industries and adviser to George Allen.

Seaborn said in a statement announcing the firm that "Our goal is to dig below the surface and into the root of the issues that are driving the public political discourse. The Vox Pop team has worked at all levels of politics from local to presidential elections and are leaders in the world of survey research, communications, advanced analytics, statistics, and political campaign management. Our team is committed to putting that knowledge and experience to work to provide the public with unique and timely insights on the American electorate."

Mary Cheney worked for George W. Bush's 2000 and 2004 presidential campaigns and once worked with the GOP group [Republican Unity Coalition](#) that was billed as a gay-straight alliance for Republicans. She [married her long-time partner Heather Poe in 2012](#) in the District and has been an outspoken supporter of gay rights. Most notably, she [publicly criticized her sister Liz Cheney's opposition](#) to same-sex marriage as Liz Cheney campaigned for a Wyoming Senate seat, a campaign that [abruptly ended in January](#).

News of the launch of Vox Pop Polling was [first reported by Politico](#).

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