



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**October 12, 2010
DAVID FLAHERTY 303-861-8585**

**AMONG LIKELY VOTERS SEN. DAVID VITTER LEADS CONG. CHARLIE MELANCON
BY 16 POINTS, 51% TO 35%**

**AMONG INDEPENDENT VOTERS VITTER LEADS BY 26 POINTS, 50% TO 24%
AMONG AFRICAN AMERICANS MELANCON LEADS BY 58 POINTS, 71% TO 12%**

Louisville, CO – Today Magellan Data and Mapping Strategies released a survey of 1,107 likely Louisiana general election voters looking at the U.S. Senate race between incumbent Senator David Vitter and Congressman Charlie Melancon. Among all voters, Senator Vitter maintains a 16 point lead over Congressman Charlie Melancon, 51% to 35%. Sen. Vitter leads among white voters by 43 points (65% Vitter/23% Melancon), among Republican voters by 80 points (86% Vitter/6% Melancon) and among Independent voters by 26 points (50% Vitter/24% Melancon). Charlie Melancon leads among African-American voters by 58 points (71% Melancon/12% Vitter) and among Democrat voters by 21 points (54% Melancon/33% Vitter). The following table shows the US Senate ballot test by major voter subgroup.

	TOTAL	WHT	BLK	REP	DEM	IND
(VITTER-MELANCON)	16.0%	42.5%	-58.3%	80.4%	-20.9%	25.9%
VITTER	51.0%	65.1%	12.3%	86.0%	32.6%	49.5%
MELANCON	35.0%	22.6%	70.6%	5.5%	53.5%	23.6%
HAYES	3.1%	3.2%	2.1%	2.2%	1.9%	10.3%
MCSHANN	0.7%	0.9%	0%	0.8%	0.5%	1.2%
WOOTON	0.6%	0.3%	1.6%	0%	0.9%	0.7%
BROWN	0.7%	0.4%	0.9%	0%	1.2%	0%
SPEARS	0.1%	0.2%	0%	0.4%	0%	0%
UNDECIDED	8.8%	7.3%	12.5%	5.0%	9.4%	14.6%

Survey Methodology

This survey was conducted using automate touch tone technology. The sample for this survey was randomly drawn from a Louisiana voter file. The response data was weighted to reflect past general election voter turnout demographics. The interviews were conducted on Sunday, October 10th, 2010 between 5:30pm and 8:00pm. This survey has a margin of error of +/- 2.9% at the 95% confidence interval.

The survey topline and crosstab results are included in this document. The survey release, toplines and crosstabs can also be downloaded from our website under the "Survey Archives" tab at www.MagellanStrategies.com. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585 or dflaherty@magellanstrategies.com.

About Magellan Data and Mapping Strategies

Magellan CEO David Flaherty has extensive experience applying political data and technology to political and public affairs campaigns throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in influencing public opinion. The Magellan team has extensive knowledge constructing and building voter registration databases, performing political data analysis, applying GIS mapping technology, conducting quantitative live and automated survey research, as well as predictive modeling projects, and redistricting technology. Visit our website at MagellanStrategies.com for more information.





October 12, 2010

MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: LOUISIANA US SENATE SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,107N autodial survey of likely general election voters in Louisiana. The interviews were conducted October 10th, 2010. This survey has a margin of error of +/- 2.9% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, 2004 and 2002 general election cycles.

T1. Are you registered to vote?

Yes.....100%

T2. How likely are you to vote in the November election for US Senate and Congress?

Extremely likely 90%
Very likely..... 7%
Somewhat likely..... 3%

Thinking now about issues that are facing the country today...

T3. Among the following list of 5 issues, which do you think is the top priority that the federal government and Congress should be addressing the most aggressively?

Economy and jobs..... 48%
National debt and government spending..... 19%
Health care 12%
Illegal immigration 7%
National security and domestic terrorism 3%
Undecided..... 11%

Thinking now about people active in Louisiana politics.....

T4. Do you have a favorable or unfavorable opinion of David Vitter?

Favorable 44%
Unfavorable 38%
No opinion..... 16%

Name ID..... 98%
Hard Name ID 82%
Never heard of..... 2%

T5. Do you have a favorable or unfavorable opinion of Charlie Melancon?

Favorable 26%
Unfavorable 48%
No opinion..... 22%

Name ID..... 96%
Hard Name ID 74%
Never heard of..... 4%

T6. And do you approve or disapprove of the job Barack Obama is doing as President?

Approve 34%
Disapprove 58%
Unsure/No opinion 8%

Thinking now about the November election for U.S. Senate and Congress...

T7. If the election was being held today, for whom would you vote if the candidates were David Vitter, Republican, Charlie Melancon, Democrat, Randall Hayes, Libertarian, William McShann, Reform Party, Ernest Wooton, Michael Brown, No Party or Mike Spears?

David Vitter 51%
Charlie Melancon..... 35%
Others..... 5%
Undecided..... 9%



The following questions are for statistical purposes only.

T8. Which of the following age groups applies to you?

18-34.....	10%
35-44.....	13%
45-54.....	23%
55-64.....	23%
65+.....	31%

T9. Are you registered to vote as a Republican, a Democrat or an independent voter?

Total Republican.....	30%
Total Democrat.....	56%
Total independent.....	13%

T10. For statistical purposes, are you a man or a woman?

Female.....	44%
Male.....	56%

T11. For statistical purposes only, what is your race? Press 1 if you are white, Press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you are another ethnic group.

White	72%
Hispanic/Latino	1%
Black/African American.....	25%
Another ethnic group	3%



Table 1-1

2. How likely are you to vote in the elections for Congress and U.S. Senate this November?

	RACE			GENDER			FE-MALE			PARTY							AGE							CD							
	TOTAL	WHT	BLK	MALE	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7
TOTAL	1107 100.0	797 100.0	277 100.0	487 100.0	620 100.0	335 100.0	624 100.0	147 100.0	147 100.0	250 100.0	255 100.0	257 100.0	345 100.0	174 100.0	118 100.0	166 100.0	147 100.0	165 100.0	169 100.0	167 100.0	250 100.0	255 100.0	257 100.0	345 100.0	174 100.0	118 100.0	166 100.0	147 100.0	165 100.0	169 100.0	167 100.0
EXTREMELY LIKELY	992 89.6	729 91.4	234 84.6	442 90.8	550 88.7	310 92.5	544 87.1	138 93.8	138 93.2	233 93.2	233 91.2	230 89.2	297 86.2	154 88.4	103 86.7	142 85.8	134 90.7	153 92.5	152 89.5	156 93.1	233 91.2	233 91.2	230 89.2	297 86.2	154 88.4	103 86.7	142 85.8	134 90.7	153 92.5	152 89.5	156 93.1
VERY LIKELY	80 7.3	46 5.8	32 11.7	35 7.2	45 7.3	16 4.7	58 9.3	7 4.5	8 3.4	8 3.4	14 5.4	20 7.8	38 11.0	14 7.8	10 8.7	18 10.8	11 7.6	10 6.0	11 6.7	6 3.7	14 12.7	14 12.7	20 18.2	38 34.3	14 12.7	10 9.1	18 16.3	11 10.1	10 9.1	11 10.1	6 5.5
SOMEWHAT LIKELY	35 3.1	22 2.8	10 3.7	10 2.0	25 4.0	9 2.7	23 3.7	2 1.7	9 3.4	9 3.4	9 3.4	8 3.0	10 2.8	7 3.9	5 4.6	6 3.4	2 1.7	2 1.5	6 3.8	5 3.3	9 8.1	9 8.1	8 7.3	10 9.1	7 6.4	5 4.6	6 5.5	2 1.8	2 1.8	6 5.5	5 4.6

Table 2-1

Thinking now about issues that are facing the country today...

3. Among the following list of 5 issues, which do you think is the top priority that the federal government and Congress should be addressing the most aggressively?

	RACE					GENDER					PARTY					AGE					CD				
	TOTAL	WHT	BLK	MALE	FE-MALE	TOTAL	WHT	BLK	MALE	FE-MALE	TOTAL	DEM	REP	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7
TOTAL	1107 100.0	797 100.0	277 100.0	487 100.0	620 100.0	335 100.0	624 100.0	147 100.0	250 100.0	255 100.0	257 100.0	345 100.0	174 100.0	118 100.0	166 100.0	147 100.0	165 100.0	169 100.0	147 100.0	118 100.0	166 100.0	147 100.0	165 100.0	169 100.0	167 100.0
ECONOMY AND JOBS	532 48.1	346 43.4	170 61.5	236 48.5	296 47.7	139 41.3	335 53.7	58 39.6	114 45.6	126 49.5	124 48.1	168 48.8	81 46.5	76 64.3	62 37.3	68 46.0	75 45.6	95 56.0	68 46.0	76 64.3	62 37.3	68 46.0	75 45.6	95 56.0	76 45.2
NATL DEBT AND GOVT SPENDING	213 19.3	196 24.6	11 4.0	118 24.2	95 15.3	100 29.9	73 11.8	40 26.9	56 22.5	46 18.1	55 21.3	56 16.3	41 23.6	7 5.8	36 21.4	26 17.8	35 21.3	34 20.1	26 17.8	7 5.8	36 21.4	26 17.8	35 21.3	34 20.1	34 20.6
HEALTH CARE	129 11.6	79 9.9	46 16.6	35 7.2	94 15.1	26 7.8	95 15.2	7 5.0	19 7.7	24 9.5	34 13.2	51 14.8	25 14.5	14 11.6	19 11.6	20 13.8	14 8.2	19 11.4	14 11.6	14 11.6	19 13.8	20 13.8	14 8.2	19 11.4	17 10.3
IMMIGRATION	77 7.0	73 9.1	2 0.8	41 8.4	36 5.8	29 8.7	34 5.5	14 9.4	18 7.1	25 9.6	12 4.5	23 6.7	11 6.2	2 1.4	11 6.7	11 7.3	20 11.9	8 4.9	11 7.3	2 1.4	11 6.7	11 7.3	20 11.9	8 4.9	15 8.9
NATL SECURITY AND DOMESTIC TERRORISM	37 3.3	27 3.4	8 2.9	17 3.4	20 3.3	17 5.0	19 3.1	1 0.6	6 2.2	10 4.0	8 3.1	13 3.8	7 4.1	2 1.3	11 6.3	6 4.1	4 2.5	4 2.3	6 4.1	2 1.3	11 6.3	6 4.1	4 2.5	4 2.3	4 2.1
UNDECIDED	119 10.7	75 9.4	39 14.2	40 8.2	79 12.7	24 7.2	67 10.8	27 18.6	37 14.8	24 9.3	25 9.7	33 9.6	9 5.2	19 15.7	28 16.7	16 10.9	17 10.5	9 5.3	16 10.9	19 15.7	28 16.7	16 10.9	17 10.5	9 5.3	21 12.8

Table 4-1

5. Do you have a favorable or unfavorable opinion of Charlie Melancon?

	RACE		GENDER		PARTY			AGE							CD						
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7		
TOTAL	1107	797	277	487	620	335	624	147	250	255	345	174	118	166	147	165	169	167			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
(TOT FAV-TOT UNFAV)	-240	-274	42	-129	-110	-212	17	-45	-45	-76	-46	-73	-45	9	-53	-32	-15	-48	-56		
	-21.6	-34.4	15.3	-26.6	-17.8	-63.1	2.8	-30.9	-18.0	-17.8	-21.2	-26.0	7.4	-32.2	-21.5	-9.1	-28.1	-33.3			
FAVORABLE	289	172	110	129	160	31	228	30	67	56	76	90	43	52	32	49	42	40			
	26.1	21.5	39.7	26.5	25.8	9.4	36.6	20.1	27.0	21.8	29.6	26.1	24.9	43.7	19.1	21.6	29.7	24.9	23.7		
UNFAVORABLE	529	445	68	259	270	243	211	75	112	131	122	163	88	43	85	63	64	90	95		
	47.8	55.9	24.4	53.1	43.6	72.4	33.8	51.0	45.1	51.4	47.5	47.4	50.9	36.4	51.2	43.1	38.8	53.0	57.0		
HEARD OF, NO OPINION	243	159	78	79	165	52	159	32	53	61	51	79	38	16	41	38	44	36	30		
	22.0	20.0	28.1	16.2	26.6	15.6	25.4	22.0	21.1	23.9	19.6	23.0	21.8	13.8	24.5	26.1	26.5	21.3	18.1		
NEVER HEARD OF	44	20	22	19	25	9	25	10	17	6	8	12	4	7	9	14	8	1	1		
	4.0	2.5	7.8	3.9	4.0	2.5	4.0	6.9	6.8	2.5	3.3	3.5	2.4	6.1	5.2	9.3	5.1	0.7	0.5		

Table 5-1

6. And do you approve or disapprove of the job Barack Obama is doing as president?

	RACE				GENDER				PARTY				AGE							CD						
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7							
TOTAL	1107	797	277	487	620	335	624	147	250	255	345	174	118	166	147	165	169	167								
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
(APPROVE-DISAPPROVE)	-272	-471	201	-139	-133	-283	52	-41	-68	-79	-29	-96	-50	36	-61	-48	-28	-71								
	-24.5	-59.1	72.5	-28.5	-21.4	-84.3	8.4	-27.9	-27.3	-30.9	-11.1	-27.8	-28.9	30.4	-36.6	-29.0	-16.4	-42.5								
APPROVE	370	136	221	153	217	21	308	42	70	81	105	114	55	70	48	50	64	40								
	33.5	17.1	79.9	31.4	35.1	6.3	49.3	28.2	28.2	31.6	40.9	33.1	31.6	59.2	29.0	30.4	37.6	24.2								
DISAPPROVE	642	607	21	292	350	304	256	83	139	159	134	210	105	34	109	93	91	111								
	58.0	76.2	7.4	60.0	56.4	90.6	40.9	56.1	55.5	62.5	52.0	60.9	60.5	28.8	65.5	63.1	54.0	66.7								
UNSURE	93	52	35	41	52	10	60	23	41	14	18	20	14	14	9	17	14	14								
NO OPINION	8.4	6.5	12.6	8.4	8.4	3.0	9.6	15.7	16.2	5.4	7.1	5.9	7.9	12.0	5.5	7.7	10.1	8.4								

Table 6-1

Thinking now about the November election for U.S. Senate and Congress...

7. If the election was being held today, for whom would you vote if the candidates were David Vitter, Republican, Charlie Melancon, Democrat, Randall Hayes, Libertarian, William McShann, Reform Party, Ernest Wooton, Michael Brown, No Party or Mike Spears?

	RACE			GENDER			PARTY			AGE						CD					
	TOTAL	WHT	BLK	MALE	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	
TOTAL	1107 100.0	797 100.0	277 100.0	487 100.0	620 100.0	335 100.0	624 100.0	147 100.0	250 100.0	255 100.0	257 100.0	345 100.0	174 100.0	118 100.0	166 100.0	147 100.0	165 100.0	169 100.0	167 100.0	167 100.0	
(VITTER-MELANCON)	177 16.0	338 42.5	-161 -58.3	114 23.5	63 10.1	80.4 23.5	270 80.4	-131 -20.9	38 25.9	57 22.3	-2 -0.9	61 17.7	41 23.8	-42 -35.3	42 25.1	33 22.1	36 21.8	13 7.7	54 32.4	54 32.4	
VITTER	565 51.0	519 65.1	34 12.3	273 56.1	291 47.0	288 86.0	203 32.6	73 49.5	136 54.5	137 53.5	111 43.0	181 52.6	99 57.0	28 23.3	88 53.2	80 54.4	90 54.3	79 46.6	101 60.5	101 60.5	
MELANCON	387 35.0	180 22.6	195 70.6	159 32.7	228 36.8	19 5.5	334 53.5	35 23.6	75 29.9	80 31.3	113 43.9	120 34.8	58 33.1	69 58.6	47 28.1	47 32.2	54 32.5	66 38.9	47 28.1	47 28.1	
HAYES	35 3.1	26 3.2	6 2.1	18 3.8	16 2.6	7 2.2	12 1.9	15 10.3	10 3.9	11 4.3	7 2.9	6 1.8	5 3.1	2 1.7	8 4.6	3 2.1	5 2.8	5 2.8	7 4.2	7 4.2	
MCSHANN	8 0.7	8 0.9	4 0.7	4 0.6	4 0.6	3 0.8	3 0.5	2 1.2	1 0.6	2 0.8	1 0.3	3 0.9	3 1.6	1 0.8	1 0.8	1 0.8	2 1.3	2 0.3	1 0.5	1 0.5	
WOOTON	7 0.6	2 0.3	4 1.6	6 1.2	1 0.1	6 1.8	1 0.9	4 0.7	4 1.4	1 0.4	1 0.3	1 0.4	1 0.4	1 0.7	1 1.0	1 1.0	4 2.1	4 2.1	1 0.5	1 0.5	
BROWN	7 0.7	4 0.4	3 0.9	4 0.9	3 0.5	7 1.2	7 1.2	3 1.2	3 1.2	1 0.5	1 0.5	2 0.6	2 0.8	1 0.8	1 0.8	2 1.2	2 1.2	1 0.7	3 1.7	3 1.7	
SPEARS	1 0.1	1 0.2	1 0.2	1 0.2	1 0.2	1 0.4	1 0.4	1 0.4	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	1 0.6	
UNDECIDED	97 8.8	58 7.3	35 12.5	22 4.6	75 12.1	17 5.0	59 9.4	22 14.6	21 8.5	22 8.7	23 9.0	31 8.9	8 4.5	19 15.7	22 13.3	15 10.3	13 7.9	14 8.6	6 3.7	6 3.7	

Table 7-1

The following questions are for statistical purposes only.

8. Which of the following age group applies to you?

	RACE				GENDER			PARTY			AGE							CD						
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7					
TOTAL	1107 100.0	797 100.0	277 100.0	487 100.0	620 100.0	335 100.0	624 100.0	147 100.0	250 100.0	255 100.0	257 100.0	345 100.0	174 100.0	118 100.0	166 100.0	147 100.0	165 100.0	169 100.0	167 100.0					
18-34	108 9.7	59 7.4	44 15.9	56 11.4	52 8.4	31 9.4	46 7.3	31 20.8	108 43.2				14 8.0	7 6.2	17 10.2	9 6.0	18 10.7	20 12.0	23 13.5					
35-44	142 12.8	104 13.0	34 12.2	66 13.6	75 12.2	51 15.1	68 10.9	23 15.6	142 56.8				24 13.9	14 12.2	16 9.9	26 17.6	18 10.7	21 12.4	22 13.2					
45-54	255 23.1	194 24.4	51 18.5	105 21.5	150 24.3	79 23.6	131 20.9	45 30.8		255 100.0			34 19.6	23 19.2	57 34.2	29 19.4	28 17.0	40 23.9	45 26.7					
55-64	257 23.3	182 22.9	68 24.4	112 23.0	146 23.5	72 21.5	160 25.6	25 17.1			257 100.0		44 25.6	37 31.0	35 20.8	35 23.5	37 22.2	40 23.4	31 18.4					
65+	345 31.1	258 32.3	80 29.0	148 30.5	196 31.7	102 30.5	220 35.2	23 15.6				345 100.0	57 32.9	37 31.5	41 24.9	49 33.5	65 39.3	48 28.2	47 28.1					

Table 9-1

10. Are you male or female?

	RACE			GENDER			PARTY			AGE							CD																				
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7																		
TOTAL	1107	797	277	487	620	335	624	147	250	255	345	174	118	166	147	165	169	167	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
MALE	487	355	118	487		161	251	76	122	105	112	148	80	51	77	69	66	71	74	44.0	44.5	42.7	100.0	47.9	40.2	51.4	48.9	41.1	43.4	43.0	46.1	42.8	46.4	46.9	39.8	41.7	44.2
FEMALE	620	442	158		620	175	374	72	127	150	146	196	94	68	89	78	99	99	93	56.0	55.5	57.3	100.0	52.1	59.8	48.6	51.1	58.9	56.6	57.0	53.9	57.2	53.6	53.1	60.2	58.3	55.8

Table 10-1

11. What is your race?

	RACE			GENDER		PARTY			AGE							CD						
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7			
TOTAL	1107 100.0	797 100.0	277 100.0	487 100.0	620 100.0	335 100.0	624 100.0	147 100.0	250 100.0	255 100.0	257 100.0	345 100.0	174 100.0	118 100.0	166 100.0	147 100.0	165 100.0	169 100.0	167 100.0			
WHITE	797 72.0	797 100.0		355 72.9	442 71.3	325 96.8	366 58.5	107 72.5	163 65.2	194 76.2	182 70.8	258 74.7	137 78.8	53 44.7	128 77.1	102 69.2	125 75.6	123 72.8	129 77.3			
BLACK OR AFRICAN AMERICAN	277 25.0		277 100.0	118 24.3	158 25.6	7 1.9	239 38.3	31 21.2	78 31.1	51 20.1	68 26.2	80 23.3	34 19.7	59 50.0	33 19.9	38 26.1	35 21.0	43 25.6	34 20.2			
HISPANIC OR LATINO	6 0.5			4 0.7	2 0.4	1 0.4	3 0.5	1 0.8	3 1.2	1 0.4	1 0.5	1 0.1		1 0.4		2 1.5	2 1.5		1 0.4			
OTHER	27 2.5			10 2.1	17 2.8	3 0.9	16 2.6	8 5.6	6 2.5	8 3.3	6 2.4	7 2.0	3 1.5	6 4.8	5 2.9	5 3.2	3 1.9	3 1.7	4 2.1			

