



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%

