## Survey Memorandum

| TO: | Team Cassidy |
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| FR: | John Diez/Magellan Strategies BR (jdiez@magellanbr.com) |
| DT: | November 13th, 2014 |
| RE: | $11 / 12 / 2014$ Louisiana US Senate Statewide Survey Results |

## I. Cassidy holds a 16 point lead (Cassidy 56.6\%/Landrieu 40.5\%).

II. Despite her big lead among African-Americans (88.8\% Landrieu/7.2\% Cassidy), AfricanAmericans have only represented 30 plus percent of the electorate twice in the past 14 years: 2008 (30\%) and 2012 (31\%).

Though exit polling has projected the African-American percent of the electorate on November 4th to have been $30 \%$, exit polling has been slightly off in the past. In 2010, exit polling projected the AfricanAmerican percent of the electorate to be $24 \%$. However, based on records from the Secretary of State,

African-American's represented $27 \%$ of the electorate in 2010. Based on a review of the current Louisiana voter file, which has up-dated vote history for 80\% of the voters who participated in the 2014 primary election, African-American represented $28 \%$ of the electorate.
III. The political environment will greatly limit Landrieu's growth potential. Sixty-two percent of voters disapprove of President Obama's job performance, while $62 \%$ also believe that a Republican majority in the US Senate would best represent people like them.

## I．Cassidy holds a 16 point lead（Cassidy 56．6\％／Landrieu 40．5\％）．

If the elections were being held today，for whom would you vote if the candidates were Bill Cassidy，Republican and Mary Landrieu， Democrat？

November 12th， 2014 Survey CASSIDY＋16\％

November 4 ${ }^{\text {th }}, 2014$ Election Results Combined Republican 56\％ Combined Democrat 43\％


II. Despite her big lead among African-Americans (88.8\% Landrieu/7.2\% Cassidy), African-Americans have only represented 30 plus percent of the electorate twice in the past 14 years: 2008 (30\%) and 2012 (31\%).

POE= Percent of Electorate on Election Day


II. Augmenting Landrieu's problem is the dramatic decline in the percent of white Democrats. In her last run-off election, 2002, white Democrats represented 37\% of the electorate on election day. Since 2008, on average white Democrats have only represented $28 \%$ of the electorate in major statewide elections.


## III. The political environment will greatly limit Landrieu's growth potential.

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

And thinking about which political party has a majority in the US Senate...in your opinion are people like you better represented by a US Senate with a Republican majority or a US Senate with a Democratic majority?


## III. Despite a 16 point Democrat registration advantage, $62 \%$ of the electorate thinks the Republican Party best represents their political point of view.

Regardless of how you feel today, with which party are you registered to vote?


And regardless of your party registration, which party best represents your political point of view?


回 REPUBLICAN ■ DEMOCRAT

## LOUISIANA STATEWIDE TOPLINES

MAGELLAN ID\#:LASTW-111214
Sample Size=1,917n;+/- 2.2\%
Field Date: 11/12/14

1. And thinking about the up-coming elections for the US Senate. How likely are you to vote in these elections?

| ALWAYS VOTE | $93.6 \%$ |
| :--- | ---: |
| VOTE MOST OF THE TIME | $4.8 \%$ |
| VOTE SOME OF THE TIME | $1.6 \%$ |

Thinking now about issues that are facing the country today...
2. Among the following list of (4) issues, which do you think is the top priority that the CONGRESS and US SENATE should be addressing the most aggressively
REPEALING AND REPLACING OBAMACARE ..... 31.6\%
PROTECTING THE US FROM FUTURE TERRORIST ATTACKS ..... 18.3\%
SECURING OUR BORDERS AND ADDRESSING THE ILLEGAL IMMIGRATION PROBLEM ..... 16.5\%
REDUCING THE NATIONAL DEBT AND SIZE OF GOVERNMENT ..... 14.3\%
UNDECIDED ..... 10.8\%
NONE OF THE ABOVE ..... 8.5\%

Thinking now about the up-coming election for US Senate...
3. If the elections were being held today, for whom would you vote if the candidates were Bill Cassidy, Republican, Mary Landrieu, Democrat?

| BILL CASSIDY | $56.6 \%$ |
| :--- | ---: |
| MARY LANDRIEU | $40.5 \%$ |
| UNDECIDED | $2.9 \%$ |
|  |  |
| (CASSIDY-LANDRIEU) | $16.1 \%$ |

Thinking now about people active in government...
4. Do you have a favorable or unfavorable opinion of MARY LANDRIEU?

| FAVORABLE | $36.8 \%$ |
| :--- | ---: |
| UNFAVORABLE | $56.7 \%$ |
| HEARD, NO OPINION | $5.7 \%$ |
| NEVER HEARD | $0.8 \%$ |


| (TOT FAV-TOT UNFAV) | $-19.9 \%$ |
| :--- | ---: |
| NAME ID | $99.2 \%$ |
| HARD ID | $93.5 \%$ |

5. Do you have a favorable or unfavorable opinion of BILL CASSIDY?

| FAVORABLE | $46.6 \%$ |
| :--- | ---: |
| UNFAVORABLE | $38.0 \%$ |
| HEARD, NO OPINION | $12.7 \%$ |
| NEVER HEARD | $2.7 \%$ |
|  |  |
| (TOT FAV-TOT UNFAV) | $8.6 \%$ |
| NAME ID | $97.3 \%$ |
| HARD ID | $84.7 \%$ |

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

| APPROVE | $32.3 \%$ |
| :--- | ---: |
| DISAPPROVE | $62.1 \%$ |
| UNDECIDED | $5.5 \%$ |
|  |  |
| (APPROVE-DISAPPROVE) | $-29.8 \%$ |

7. And thinking about which political party has a majority in the US Senate...in your opinion are people like you better represented by a US Senate with a Republican majority or a US Senate with a Democratic majority?

| REPUBLICAN MAJORITY | $62.1 \%$ |
| :--- | :--- |
| DEMOCRAT MAJORITY | $37.9 \%$ |
| (GOP-DEM) | $24.1 \%$ |

8. These last few questions are for statistical purposes only. Are you male or female?

| MALE | $45.0 \%$ |
| :--- | :--- |
| FEMALE | $55.0 \%$ |

9. Regardless of how you feel today, with which party are you registered to vote?

| REPUBLICAN | $34.8 \%$ |
| :--- | :--- |
| DEMOCRAT | $50.6 \%$ |
| INDEPENDENT | $14.6 \%$ |

10. And regardless of your party registration, which party best represents your political point of view?

| REPUBLICAN | $62.2 \%$ |
| :--- | :--- |
| DEMOCRAT | $37.8 \%$ |
|  |  |
| (GOP-DEM) | $24.3 \%$ |

11. And thinking about fiscal issues like taxes and spending ... using a scale of 1 to 9 , with 1 being very liberal and 9 being very conservative, how would you rate your personal political views on fiscal issues.

| 1-LIBERAL | $8.6 \%$ |
| :--- | ---: |
| 2 | $5.1 \%$ |
| 3 | $4.8 \%$ |
| 4 | $3.9 \%$ |
| 5 | $21.0 \%$ |
| 6 | $4.9 \%$ |
| 7 | $10.1 \%$ |
| 8 | $11.8 \%$ |
| 9-CONSERVATIVE | $29.8 \%$ |

12. And thinking about social issues like abortion and same sex marriage ... using a scale of 1 to 9 , with 1 being very liberal and 9 being very conservative, how would you rate your personal political views on social issues.

| 1-LIBERAL | $16.3 \%$ |
| :--- | ---: |
| 2 | $5.5 \%$ |
| 3 | $3.5 \%$ |
| 4 | $3.3 \%$ |
| 5 | $11.3 \%$ |
| 6 | $3.6 \%$ |
| 7 | $6.0 \%$ |
| 8 | $7.7 \%$ |
| $9-C O N S E R V A T I V E ~$ | $42.8 \%$ |

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

| $18-34$ | $12.9 \%$ |
| :--- | :--- |
| $35-44$ | $14.3 \%$ |
| $45-54$ | $21.2 \%$ |
| $55-64$ | $23.8 \%$ |
| 65 PLUS | $27.8 \%$ |

14. For statistical purposes only, what is your race?

| WHITE | $69.1 \%$ |
| :--- | ---: |
| BLACK | $27.1 \%$ |
| HISPANIC | $0.8 \%$ |
| OTHER | $3.0 \%$ |

