



## **Survey Memorandum**

TO: Team Cassidy

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), African-Americans 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 African-American 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.

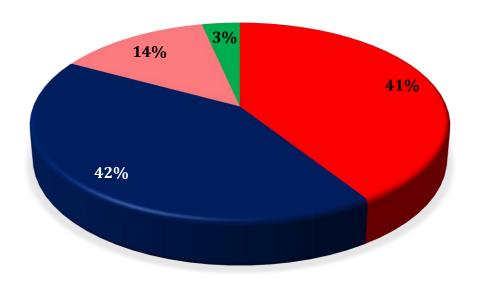
## I. Cassidy holds a 16 point lead (Cassidy 56.6%/Landrieu 40.5%).

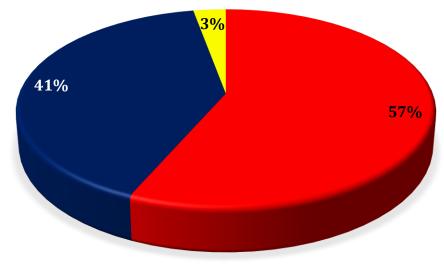
November 4<sup>th</sup>, 2014 Election Results
Combined Republican 56%
Combined Democrat 43%

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%





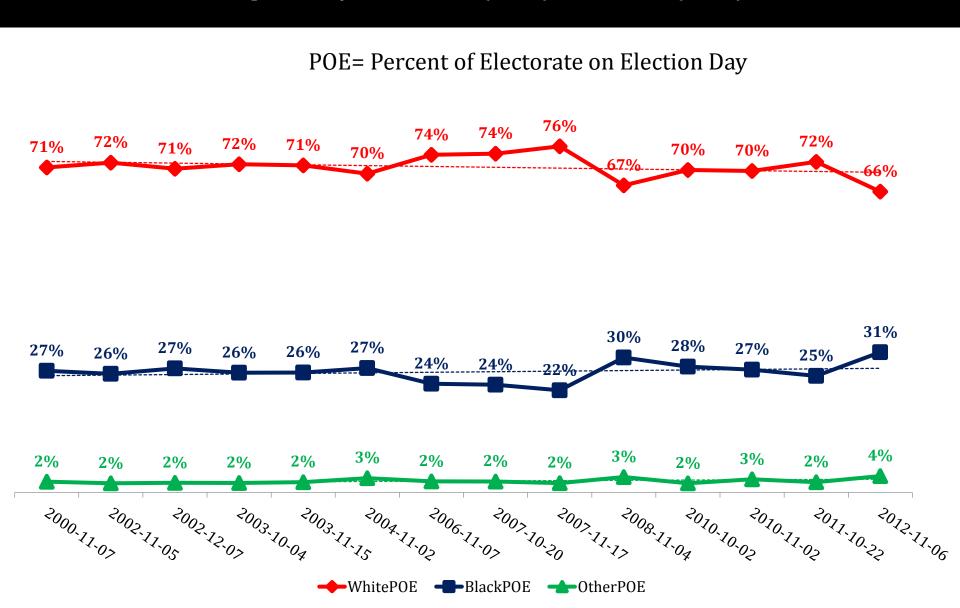
■ CASSIDY ■ LANDRIEU ■ MANESS ■ OTHERS

■ BILL CASSIDY ■ MAR

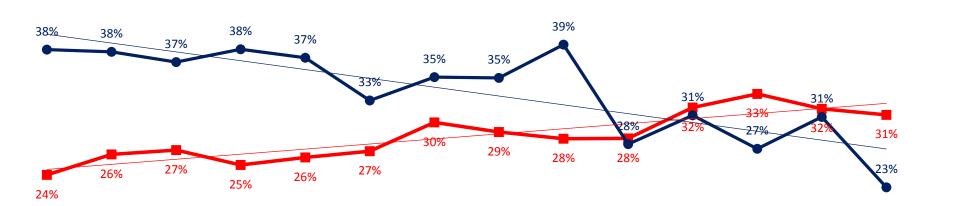
■ MARY LANDRIEU

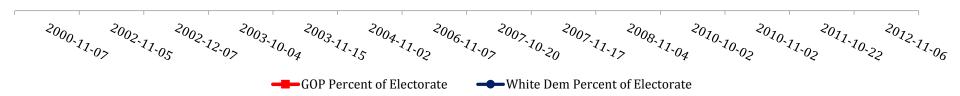
**■ UNDECIDED** 

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%).



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.

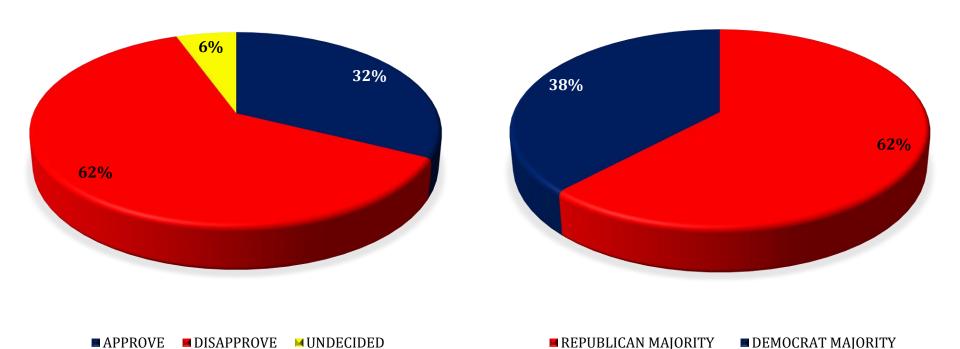




## III. The political environment will greatly limit Landrieu's growth potential.

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

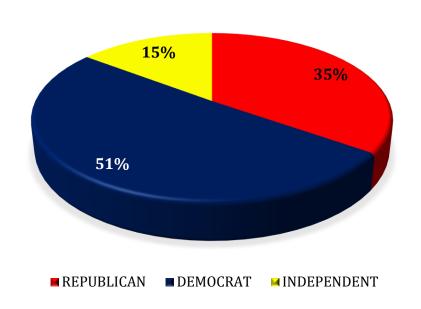
And thinking about which political party has a majority in the US Senate...in your opinion are people like you better represented by a US Senate with a Republican majority or a US Senate with a Democratic majority?

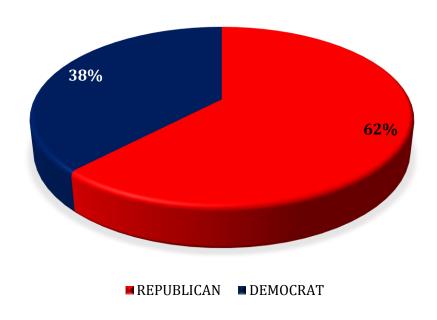


III. Despite a 16 point Democrat registration advantage, 62% of the electorate thinks the Republican Party best represents their political point of view.

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?







## 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%

Magellan ID#: LASTW-111214 Field Dates: 11/12/14 +/-2.2%,1,917n

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-CONSERVATIVE	42.8%

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

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

WHITE	69.1%
BLACK	27.1%
HISPANIC	0.8%
OTHER	3.0%

