



## **Louisiana Senate Poll Results**

**Cassidy 53%, Landrieu 38% (9% undecided)**

**Cassidy 55%, Landrieu 40% (5% undecided- leaners included)**

**39-29%: Landrieu didn't use clout effectively (32% undecided)**

### **POLLING METHODOLOGY**

Our philosophy about which population to use depends on the election, but we are generally comfortable with a “likely voter” model (as opposed to a “registered voter” model) for most elections. For this poll, we chose a sample of “minimally likely” households across the state who voted in the November primary for an automated poll, and there were 754 completed responses to three poll questions.

The survey was conducted November 20. The margin of error, with a 95% confidence interval, was 3.6%. The demographic breakdown of the respondents was 69-28% white/black, while the party registration of respondents was 50-34% Democratic (16% Independents) - in the November primary, the racial and party breakdown of those who voted was 68-29% white/black and 49-33% Democratic (18% Independents). The geographic breakdown of the respondents was as follows for each media market: 6% from Alexandria, 20% from Baton Rouge, 13% from Lafayette, 6% from Lake Charles, 7% from Monroe, 34% from New Orleans, and 14% from Shreveport (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

### **POLL RESULTS**

Question 1: If the election for US Senate were held today, which candidate would you support?

<b>Cassidy</b>	<b>53%</b>
<b>Landrieu</b>	<b>38%</b>
<b>Undecided</b>	<b>9%</b>

Question 2: Given that you are undecided, which candidate are you leaning towards supporting? (This question was only asked of those who selected “Undecided” for the previous question)

<b>Cassidy</b>	<b>55%</b>
<b>Landrieu</b>	<b>40%</b>
<b>Undecided</b>	<b>5%</b>

Question 3: Recently, Senator Landrieu failed to get the Keystone pipeline passed by the US Senate. Given that it failed, do you think that she used her clout effectively?

<b>Yes</b>	<b>29%</b>
<b>No</b>	<b>39%</b>
<b>Undecided</b>	<b>32%</b>

# CROSSTABS

## Question 1 – US Senate (ballot test)

<b>By Race</b>			
Description	White	Black	Other
Cassidy	72%	5%	61%
Landrieu	19%	85%	30%
Undecided	9%	10%	9%

<b>By Party Registration</b>			
Description	Democrat	Republican	Other
Cassidy	31%	89%	48%
Landrieu	58%	7%	40%
Undecided	11%	5%	12%

### **Comments:**

- Since the primary, Cassidy has consolidated the Maness vote, as he has a near unanimous 89-7% lead over Landrieu among registered Republicans;
- Similarly, Cassidy has a 58-31% lead with white Democrats and a 56-31% lead among white Independents;
- Senator Landrieu has a similarly one sided 85-5% lead over Cassidy with the black vote. Even allocating black undecideds to her only gets her to 40% of the vote;
- This poll was constructed using the more Democratic electorate that showed up to vote in the November primary. If Democratic intensity weakens in December, such a drop off with disproportionately hurt Sen. Landrieu.

## Question 2 – US Senate (leaners)

<b>By Race</b>			
Description	White	Black	Other
Cassidy	75%	5%	61%
Landrieu	21%	90%	30%
Undecided	4%	5%	9%

<b>By Party Registration</b>			
Description	Democrat	Republican	Other
Cassidy	33%	91%	50%
Landrieu	62%	8%	43%
Undecided	6%	1%	7%

### **Comments:**

- With leaners included, the patterns of support are similar: Cassidy leads 91-8% among Republicans, 60-34% among white Democrats, and 59-34% among white Independents, while the black vote is 90-5% for Landrieu;
- Senator Landrieu is competitive in the more urban New Orleans and Baton Rouge media markets; outside of those two regions, Cassidy has a 60-34% lead.

*Question 3 – Landrieu clout*

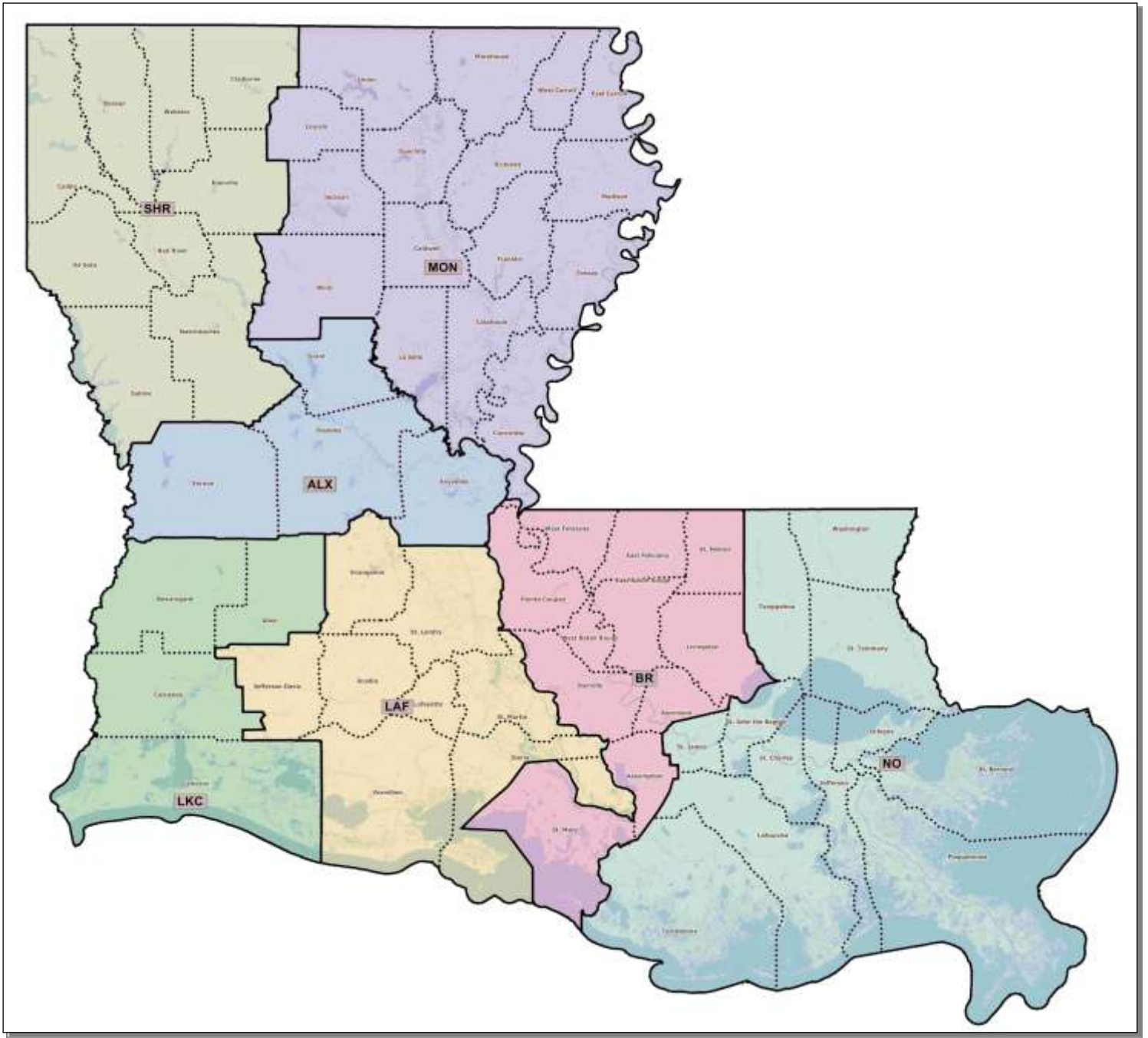
By Race			
Description	White	Black	Other
Yes	20%	53%	17%
No	51%	11%	30%
Undecided	29%	37%	52%

By Party Registration			
Description	Democrat	Republican	Other
Yes	40%	12%	31%
No	26%	60%	38%
Undecided	34%	28%	31%

**Comments:**

- Part of the rationale used by the Landrieu campaign for her re-election was the clout she had accumulated from her three terms as a United States senator;
- Only black voters agree with this assessment, by a 53-11% margin. Republicans are almost as strongly in disagreement, by a 60-12% margin. White Democrats/Independents similarly think she didn't use her clout effectively, but the margins weren't as one sided: White Democrats by a 42-26% margin believed she didn't use her clout effectively, while white Independents had a similar sentiment, by a 42-30% margin;
- If we were to examine perceptions about Senator Landrieu's clout against candidate preferences, here's what we find:
  - Senator Landrieu used her clout effectively: 86-14% Landrieu;
  - Senator Landrieu did not use her clout effectively: 89-9% Cassidy;
  - Undecided about whether Senator Landrieu used her clout effectively: 52-38% Cassidy.

## Appendix A: Louisiana regions



(ALX = Alexandria, BR=Baton Rouge, LAF=Lafayette, LKC=Lake Charles, MON=Monroe, NO=New Orleans, SHR=Shreveport)