



## **6<sup>th</sup> Congressional District Poll Results**

**Cassidy 62%, Landrieu 33% (5% undecided – leaners included)**

**Graves 61%, Edwards 35% (4% undecided – leaners included)**

### **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 households in the 6<sup>th</sup> Congressional District who voted in the November primary for an automated poll, and there were 793 completed responses to five poll questions.

The survey was conducted November 17. The margin of error, with a 95% confidence interval, was 3.5%. The demographic breakdown of the respondents was 76-20% white/black, while the party registration of respondents was 42-39% Democratic (19% Independents) - in the November primary, the racial and party breakdown of those who voted was 76-21% white/black and 43-39% Republican (18% Independents). The geographic breakdown of the respondents was as follows: 9% from Ascension Parish, 29% from eastern East Baton Rouge Parish, 19% from southern East Baton Rouge Parish, 19% from the Florida Parishes, 12% from Houma/Thibodaux, 3% from “the Saints”, and 9% from the Westside (*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>60%</b>	<b>(48% in November primary)</b>
<b>Landrieu</b>	<b>31%</b>	<b>(34% in November primary)</b>
<b>Undecided</b>	<b>10%</b>	

Question 2: Given that you are undecided, which candidate are you leaning towards supporting?

<b>Cassidy</b>	<b>62%</b>	<b>(48% in November primary)</b>
<b>Landrieu</b>	<b>33%</b>	<b>(34% in November primary)</b>
<b>Undecided</b>	<b>5%</b>	

Question 3: If the election for US Congress were held today, which candidate would you support?

<b>Graves</b>	<b>59%</b>	<b>(27% in November primary)</b>
<b>Edwards</b>	<b>34%</b>	<b>(30% in November primary)</b>
<b>Undecided</b>	<b>7%</b>	

Question 4: Given that you are undecided, which candidate are you leaning towards supporting?

<b>Graves</b>	<b>61%</b>	<b>(27% in November primary)</b>
<b>Edwards</b>	<b>35%</b>	<b>(30% in November primary)</b>
<b>Undecided</b>	<b>4%</b>	

Question 5: For the upcoming election on December 6, how likely are you to vote?

<b>Election Day</b>	<b>64%</b>
<b>Early Vote</b>	<b>31%</b>
<b>No Plans</b>	<b>1%</b>
<b>Unsure</b>	<b>4%</b>

**CROSSTABS**

*Question 1 – US Senate (ballot test)*

<b>By Race</b>			
Description	White	Black	Other
Cassidy	74%	7%	59%
Landrieu	17%	81%	33%
Undecided	9%	11%	7%

<b>By Party Registration</b>			
Description	Democrat	Republican	Other
Cassidy	32%	88%	63%
Landrieu	56%	5%	27%
Undecided	12%	7%	11%

**Comments:**

- In her 2008 re-election race, Sen. Landrieu received 44% of the district vote, while her Republican opponent John Kennedy received 54%. In the primary, her district support dropped from 44 to 34%;
- Since the primary, Rep. Cassidy has consolidated most of the Maness vote, while Sen. Landrieu has stalled;
- Even allocating all of the black undecideds to Sen. Landrieu only gets her up to 33% of the vote;
- Republicans (by an 88-5% margin) are solidly against Sen. Landrieu. White Democrats favor Cassidy 53-34%, while white Independents favor Cassidy 68-21%.

*Question 2 – US Senate (leaners)*

<b>By Race</b>			
Description	White	Black	Other
Cassidy	77%	7%	59%
Landrieu	19%	86%	33%
Undecided	5%	6%	7%

<b>By Party Registration</b>			
Description	Democrat	Republican	Other
Cassidy	33%	90%	67%
Landrieu	60%	6%	27%
Undecided	6%	3%	6%

**Comments:**

- If undecideds are asked who they are leaning towards supporting, they move equally towards Landrieu and Cassidy;

- The Republican vote becomes as unanimous (90-6%) for Cassidy as the black vote does (by an 86-7% margin) for Landrieu;
- Even allocating all of the black undecideds to Sen. Landrieu (with leaners included) only gets her up to 34% of the vote;
- With leaners included, white Democrats are 55-38% for Cassidy, while white Independents favor him by a 73-21% margin.

*Question 3 – US Congress (ballot test)*

By Race			
Description	White	Black	Other
Edwards	21%	81%	37%
Graves	73%	10%	56%
Undecided	7%	9%	7%

By Party Registration			
Description	Democrat	Republican	Other
Edwards	59%	10%	26%
Graves	33%	86%	61%
Undecided	7%	5%	13%

**Comments:**

- The results in the Congressional race are similar to the Senate race, although Edwards performs slightly better among white Democrats (he only trails 39-53%, while Landrieu trails 34-53%).

*Question 4 – US Congress (leaners)*

By Race			
Description	White	Black	Other
Edwards	22%	85%	37%
Graves	75%	10%	59%
Undecided	3%	5%	4%

By Party Registration			
Description	Democrat	Republican	Other
Edwards	62%	10%	29%
Graves	35%	88%	64%
Undecided	3%	3%	7%

**Comments:**

- With leaners included, Edwards is more competitive among white Democrats (trailing by only 41-55%), but the basic contours of support are similar to the Senate race.

Question 5 – Likelihood to vote

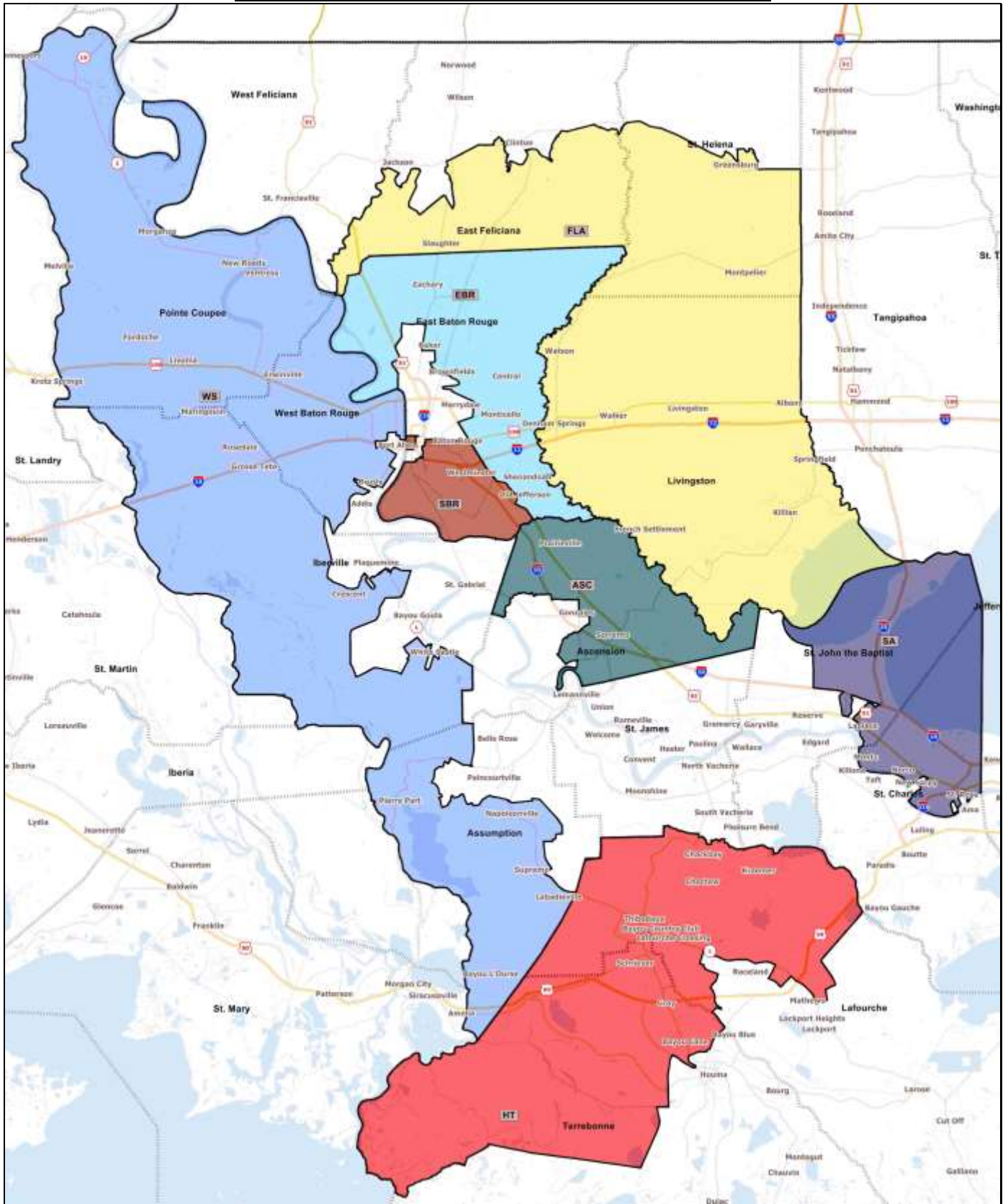
<b>By Race</b>			
Description	White	Black	Other
Early Vote	30%	36%	26%
Election Day	65%	58%	63%
No Plans	1%	1%	0%
Unsure	4%	6%	11%

<b>By Party Registration</b>			
Description	Democrat	Republican	Other
Early Vote	31%	33%	27%
Election Day	62%	63%	69%
No Plans	0%	1%	1%
Unsure	6%	3%	3%

**Comments:**

- When analyzing the “likelihood to vote” question, white voters are more inclined to wait until Election Day to vote than blacks are;
- In the Senate race, if we examine voting preferences (with leaners included), we see that Cassidy’s strongest constituencies are the Election Day voters. Here’s how the results break out by category:
  - Plan to early vote: Cassidy 60%, Landrieu 37%, Undecided 3%
  - Election Day vote: Cassidy 65%, Landrieu 31%, Undecided 4%
  - Not planning to vote: Cassidy 40%, Landrieu 20%, Undecided 40%
  - Unsure: Landrieu 41%, Cassidy 35%, Undecided 24%
- If those who are “not voting” or “unsure” are removed from the sample, the poll results (with leaners included) would be as follows: **Cassidy 63%, Landrieu 33%, Undecided 4%**
- In the Congressional race, if we examine voting preferences (with leaners included), we see that Graves’ strongest constituencies are Election Day voters. Here’s how the results break out by category:
  - Plan to early vote: Graves 57%, Edwards 40%, Undecided 3%
  - Election Day vote: Graves 64%, Edwards 33%, Undecided 3%
  - Not planning to vote: Graves 60%, Edwards 20%, Undecided 20%
  - Unsure: Graves 44%, Edwards 35%, Undecided 21%
- If those who are “not voting” or “unsure” are removed from the sample, the poll results (with leaners included) would be as follows: **Graves 62%, Edwards 35%, Undecided 3%**

## Appendix A: 6<sup>th</sup> Congressional District regions



*(ASC = Ascension Parish, EBR=Eastern EBR Parish, FLA = Florida Parishes, HT= Houma/Thibodaux, SA="The Saints", SBR=Southern EBR Parish, WS=Westside)*