



Louisiana

In Louisiana, interviews with 1,013 adult Americans conducted by telephone by ORC International on September 22-25, 2014. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points. The Louisiana sample also includes 866 interviews among registered voters (plus or minus 3.5 percentage points) and 610 interviews among likely voters (plus or minus 4 percentage points). In Louisiana, 710 interviews were conducted among landline respondents and 303 interviews among cell phone respondents.

FOR RELEASE: SUNDAY, SEPTEMBER 28 AT 8:30 AM

- Now thinking ahead to the general election, as you may know, in the election for U.S. Senate which will be held in November, there are nine candidates running, including several who belong to the same party. If the general election for U.S. Senate were held today and the candidates were the Democrat, Mary Landrieu, and the Republicans, Bill Cassidy and Rob Maness, who would you be more likely to vote for? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Landrieu</u>	<u>Cassidy</u>	<u>Maness</u>	<u>Other (vol.)</u>	<u>Neither (vol.)</u>	<u>No opinion</u>
<u>Likely Voters</u>						
Sept. 22-25, 2014	43%	40%	9%	4%	*	4%
<u>Registered Voters</u>						
Sept. 22-25, 2014	45%	35%	8%	6%	1%	4%

If no candidate gets more than fifty percent of the vote in November, Louisiana will hold a run-off election for U.S. Senate in December between the two candidates with the most votes in November.

- If that run-off election for U.S. Senate were held today and the candidates were Mary Landrieu, the Democrat, and Bill Cassidy, the Republican, who would you be more likely to vote for? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Landrieu</u>	<u>Cassidy</u>	<u>No opinion</u>
<u>Likely Voters</u>			
Sept. 22-25, 2014	47%	50%	3%
<u>Registered Voters</u>			
Sept. 22-25, 2014	51%	45%	4%

- If that run-off election for U.S. Senate were held today and the candidates were Mary Landrieu, the Democrat, and Rob Maness, the Republican, who would you be more likely to vote for? (IF UNSURE:) As of today, who do you lean more toward? (RANDOM ORDER)

	<u>Landrieu</u>	<u>Maness</u>	<u>No opinion</u>
<u>Likely Voters</u>			
Sept. 22-25, 2014	48%	48%	4%
<u>Registered Voters</u>			
Sept. 22-25, 2014	53%	42%	5%

4. Do you approve or disapprove of the way Barack Obama is handling his job as president?

	<u>Approve</u>	<u>Disapprove</u>	<u>No opinion</u>
<u>Likely Voters</u> Sept. 22-25, 2014	37%	61%	3%
<u>Registered Voters</u> Sept. 22-25, 2014	40%	57%	3%
<u>All Respondents</u> Sept. 22-25, 2014	40%	56%	5%

METHODOLOGY

In Louisiana, a total of 1,013 adults were interviewed by telephone. All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect statewide Census figures for gender, race, age, education and region of the state. Registered voters were asked questions about their likelihood of voting, past voting behavior, and interest in the campaign; based on the answers to those questions, 610 respondents were classified as likely voters. Among those likely voters, 31% described themselves as Democrats, 36% described themselves as Independents, and 33% described themselves as Republicans.

In the Louisiana crosstabs, the state regions are composed of the following parishes: the "North/Central" region is composed of Beauregard, Bienville, Bossier, Caddo, Caldwell, Catahoula, Claiborne, Concordia, De Soto, East Carroll, Franklin, Grant, Jackson, LaSalle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Rapides, Red River, Richland, Sabine, Tensas, Union, Vernon, Webster, West Carroll and Winn parishes; the "Cajun Country" region is composed of Acadia, Allen, Assumption, Avoyelles, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, Lafourche, St. Charles, St. Landry, St. Martin, St. Mary, Terrebonne and Vermilion parishes; the "Baton Rouge/E. Acadiana" region is composed of Ascension, East Baton Rouge, East Feliciana, Iberville, Pointe Coupee, St. Helena, St. James, St. John, West Baton Rouge and West Feliciana parishes; the "Southeast" region is composed of Jefferson, Livingston, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington parishes; and the "New Orleans" region is composed of Orleans Parish.

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/- 8.5 percentage points or less. Some subgroups represent too small a share of the population of Louisiana to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups but results for groups with a sampling error larger than +/-8.5 percentage points are not displayed.

Likely Voter

Question 1/1A

Q1. If the general election for U.S. Senate were held today and the candidates were Mary Landrieu, the Democrat, and Bill Cassidy and Rob Maness, the Republicans, who would you be more likely to vote for --

Q1A. As of today, do you lean more toward -- ?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Landrieu, lean Landrieu	43%	44%	42%	23%	85%	24%	23%
Cassidy, lean Cassidy	40%	40%	40%	56%	6%	57%	55%
Maness, lean Maness	9%	8%	9%	11%	4%	9%	12%
Some other candidate	4%	3%	4%	4%	3%	4%	4%
None of the above	*	1%	*	*	*	1%	*
No opinion	4%	3%	5%	5%	2%	5%	5%
Sampling Error	+/-4.0	+/-5.5	+/-5.5	+/-4.5	+/-8.0	+/-6.5	+/-6.5

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Landrieu, lean Landrieu	43%	N/A	N/A	46%	39%	42%	43%
Cassidy, lean Cassidy	40%	N/A	N/A	37%	40%	43%	39%
Maness, lean Maness	9%	N/A	N/A	8%	10%	9%	9%
Some other candidate	4%	N/A	N/A	4%	5%	3%	4%
None of the above	*	N/A	N/A	1%	*	*	*
No opinion	4%	N/A	N/A	4%	6%	3%	5%
Sampling Error	+/-4.0			+/-7.0	+/-6.0	+/-8.5	+/-4.5

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Landrieu, lean Landrieu	43%	55%	36%	48%	39%	52%	36%	42%
Cassidy, lean Cassidy	40%	28%	49%	34%	45%	38%	46%	35%
Maness, lean Maness	9%	8%	8%	9%	9%	6%	11%	9%
Some other candidate	4%	5%	3%	5%	3%	2%	3%	6%
None of the above	*	*	1%	*	*	*	1%	*
No opinion	4%	4%	3%	4%	4%	1%	4%	8%
Sampling Error	+/-4.0	+/-7.5	+/-6.0	+/-7.0	+/-5.0	+/-6.5	+/-6.5	+/-8.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Landrieu, lean Landrieu	43%	84%	40%	7%	N/A	57%	27%
Cassidy, lean Cassidy	40%	7%	40%	72%	N/A	30%	53%
Maness, lean Maness	9%	3%	12%	11%	N/A	6%	12%
Some other candidate	4%	3%	3%	5%	N/A	4%	3%
None of the above	*	*	*	1%	N/A	*	1%
No opinion	4%	3%	4%	5%	N/A	3%	5%
Sampling Error	+/-4.0	+/-7.5	+/-6.5	+/-6.5		+/-7.5	+/-5.5

	Total	North Central	Cajun Cntry	Baton Rouge/ E. Academia	South east	New Orleans
Landrieu, lean Landrieu	43%	39%	34%	N/A	42%	N/A
Cassidy, lean Cassidy	40%	40%	43%	N/A	43%	N/A
Maness, lean Maness	9%	9%	13%	N/A	8%	N/A
Some other candidate	4%	7%	3%	N/A	3%	N/A
None of the above	*	*	1%	N/A	*	N/A
No opinion	4%	6%	5%	N/A	3%	N/A
Sampling Error	+/-4.0	+/-8.0	+/-8.0		+/-8.5	

* percentage less than 1%

Louisiana CNN/ORC International Poll -- September 22 to 25, 2014

Likely Voter

Question 2

Q2a. If that run-off election for U.S. Senate were held today and the candidates were Mary Landrieu, the Democrat, and Bill Cassidy, the Republican, who would you be more likely to vote for --

Q2b. As of today, would you lean more toward -- ?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Landrieu, lean Landrieu	47%	45%	48%	26%	91%	24%	29%
Cassidy, lean Cassidy	50%	51%	49%	71%	6%	73%	68%
Don't know	3%	3%	2%	3%	2%	3%	3%
Sampling Error	+/-4.0	+/-5.5	+/-5.5	+/-4.5	+/-8.0	+/-6.5	+/-6.5

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Landrieu, lean Landrieu	47%	N/A	N/A	49%	40%	49%	45%
Cassidy, lean Cassidy	50%	N/A	N/A	48%	54%	50%	51%
Don't know	3%	N/A	N/A	3%	6%	1%	4%
Sampling Error	+/-4.0			+/-7.0	+/-6.0	+/-8.5	+/-4.5

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Landrieu, lean Landrieu	47%	64%	37%	50%	45%	57%	38%	48%
Cassidy, lean Cassidy	50%	33%	61%	46%	54%	43%	59%	46%
Don't know	3%	3%	2%	5%	2%	1%	3%	6%
Sampling Error	+/-4.0	+/-7.5	+/-6.0	+/-7.0	+/-5.0	+/-6.5	+/-6.5	+/-8.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Landrieu, lean Landrieu	47%	89%	46%	9%	N/A	62%	31%
Cassidy, lean Cassidy	50%	8%	51%	89%	N/A	36%	66%
Don't know	3%	3%	3%	2%	N/A	2%	3%
Sampling Error	+/-4.0	+/-7.5	+/-6.5	+/-6.5		+/-7.5	+/-5.5

	Total	North Central	Cajun Country	Baton Rouge/E. Louisiana	South east	New Orleans
Landrieu, lean Landrieu	47%	46%	37%	N/A	45%	N/A
Cassidy, lean Cassidy	50%	51%	59%	N/A	52%	N/A
Don't know	3%	3%	4%	N/A	3%	N/A
Sampling Error	+/-4.0	+/-8.0	+/-8.0		+/-8.5	

* percentage less than 1%

Likely Voter

Question 3

Q3a. If that run-off election for U.S. Senate were held today and the candidates were Mary Landrieu, the Democrat, and Rob Maness, the Republican, who would you be more likely to vote for --

Q3b. As of today, would you lean more toward -- ?

Base = Likely voters

	Total	Men	Women	White	Non-White	White Men	White Women
Landrieu, lean Landrieu	48%	47%	49%	29%	89%	28%	30%
Maness, lean Maness	48%	50%	46%	67%	9%	69%	64%
Don't know	4%	3%	4%	4%	2%	3%	6%
Sampling Error	+/-4.0	+/-5.5	+/-5.5	+/-4.5	+/-8.0	+/-6.5	+/-6.5

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Landrieu, lean Landrieu	48%	N/A	N/A	48%	40%	53%	44%
Maness, lean Maness	48%	N/A	N/A	48%	56%	44%	52%
Don't know	4%	N/A	N/A	3%	4%	4%	4%
Sampling Error	+/-4.0			+/-7.0	+/-6.0	+/-8.5	+/-4.5

	Total	Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural
Landrieu, lean Landrieu	48%	61%	41%	49%	47%	59%	41%	44%
Maness, lean Maness	48%	37%	55%	47%	50%	38%	55%	53%
Don't know	4%	2%	4%	4%	3%	3%	4%	4%
Sampling Error	+/-4.0	+/-7.5	+/-6.0	+/-7.0	+/-5.0	+/-6.5	+/-6.5	+/-8.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Landrieu, lean Landrieu	48%	88%	48%	11%	N/A	66%	30%
Maness, lean Maness	48%	10%	46%	87%	N/A	30%	67%
Don't know	4%	2%	6%	2%	N/A	4%	3%
Sampling Error	+/-4.0	+/-7.5	+/-6.5	+/-6.5		+/-7.5	+/-5.5

	Total	North Central	Cajun Country	Baton Rouge/E. Louisiana	South east	New Orleans
Landrieu, lean Landrieu	48%	44%	38%	N/A	46%	N/A
Maness, lean Maness	48%	52%	58%	N/A	50%	N/A
Don't know	4%	4%	5%	N/A	4%	N/A
Sampling Error	+/-4.0	+/-8.0	+/-8.0		+/-8.5	

* percentage less than 1%

Louisiana CNN/ORC International Poll -- September 22 to 25, 2014
 Question 4

Do you approve or disapprove of the way Barack Obama is handling his job as president?

Base = Total Sample

	Total	Men	Women	White	Non-White	White Men	White Women		
Approve	40%	39%	40%	17%	76%	18%	17%		
Disapprove	56%	58%	53%	78%	20%	79%	77%		
No opinion	5%	3%	6%	5%	4%	3%	7%		
		18-34	35-49	50-64	65+	Under 50	50 and Older		
Approve	40%	44%	36%	40%	34%	41%	38%		
Disapprove	56%	52%	58%	55%	64%	54%	58%		
No opinion	5%	4%	5%	5%	3%	5%	4%		
		Under \$50K	\$50K or more	No College	Attended College	Urban	Sub-urban	Rural	
Approve	40%	46%	29%	42%	37%	51%	31%	36%	
Disapprove	56%	49%	67%	53%	60%	45%	63%	59%	
No opinion	5%	5%	4%	5%	4%	4%	5%	4%	
		Democrat	Independent	Republican	Liberal	Moderate	Conservative		
Approve	40%	76%	33%	9%	64%	46%	27%		
Disapprove	56%	22%	58%	90%	32%	50%	72%		
No opinion	5%	3%	8%	2%	4%	5%	1%		
		North Central	Cajun Cntry	Baton Rouge/E. Acad-iana	South east	New Orleans			
Approve	40%	37%	27%	52%	37%	N/A			
Disapprove	56%	58%	67%	44%	59%	N/A			
No opinion	5%	5%	6%	4%	4%	N/A			

* percentage less than 1%