

## FINAL LOUISIANA OCTOBER TOPLINES

**Area Code:**

(N=500)	n	%
North/Central -----	127	25.40
Southwest -----	105	21.00
Baton Rouge Area -----	138	27.60
New Orleans Area-----	130	26.00

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{INSERT QUOTAS}

**INTRO SECTION>**

Hello, my name is \_\_\_\_\_ and I am conducting a survey for Suffolk University and USA TODAY and I would like to get your opinions on some questions about the upcoming election in Louisiana. Would you be willing to spend five minutes answering some brief questions? (quota – youngest in that household). Are you currently registered to vote?

(N=500)	n	%
Male-----	242	48.40
Female-----	258	51.60

S2 Thank You. How likely are you to vote in the Louisiana election on November 4<sup>th</sup> for U.S. Senate – very likely, somewhat likely, not very likely, or not at all likely? Or have you already voted?

(N=500)	n	%
Very Likely -----	436	87.20
Already Voted -----	64	12.80

1. Do you think of yourself as a Democrat, Republican, no party/Independent?

(N=500)	n	%
Democrat -----	174	34.80
Republican -----	198	39.60
No Party/Other -----	120	24.00
Refused -----	8	1.60

1A. Are you currently registered as a Democrat, Republican, no party/Independent, or something else?

(N=500)	n	%
Democrat -----	215	43.00
Republican -----	171	34.20
No Party/Other -----	114	22.80

2. What is your age category?

(N=500)	n	%
18-25 YRS -----	11	2.20
26-35 YRS -----	82	16.40
36-45 YRS -----	97	19.40
46-55 YRS -----	97	19.40
56-65 YRS -----	88	17.60
66-75 YRS -----	65	13.00
OVER 75 YRS -----	52	10.40
Refused -----	8	1.60

3. Which of the following best describes your race or ethnicity?

(N=500)	n	%
White/Caucasian -----	345	69.00
African-American -----	138	27.60
Asian-----	3	0.60
American Indian -----	4	0.80
Hispanic/ Latino -----	7	1.40
Other-----	2	0.40
Undecided-----	0	0.00
Refused-----	1	0.20

4. Thinking back to the 2012 election, did you vote for Barack Obama, Mitt Romney, someone else, or did you not vote in the presidential election?

(N=500)	n	%
Barack Obama -----	172	34.40
Mitt Romney -----	250	50.00
Someone else -----	42	8.40
Did not vote -----	19	3.80
Undecided-----	7	1.40
Refused-----	10	2.00

{FOR 4.1}

5. Today, do you feel good about voting for Barack Obama or do you regret voting for Barack Obama?

(N=172)	n	%
Feel Good -----	147	85.47
Regret -----	10	5.81
Undecided-----	15	8.72
Refused-----	0	0.00

6. Do you approve or disapprove of the job that Barack Obama is doing as president?

(N=500)	n	%
Approve -----	159	31.80
Disapprove -----	300	60.00
Undecided-----	41	8.20
Refused-----	0	0.00

7. Do you approve or disapprove of the job Mary Landrieu {Lan-Drew} is doing as U.S. Senator?

(N=500)	n	%
Approve -----	191	38.20
Disapprove -----	272	54.40
Undecided-----	36	7.20
Refused-----	1	0.20

Great, I am going to read you a list of individuals in state and national politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Barack Obama. Is your opinion of Barack Obama generally favorable or generally unfavorable? (RANDOMIZE 9-14)

(N=500)	<u>NEVER HEARD</u>	<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>HOF/UNDECIDED</u>
8. Barack Obama	0 0.00	180 36.00	297 59.40	23 4.60
9. Hillary Clinton	2 0.40	192 38.40	270 54.00	36 7.20
10. Mary Landrieu	7 1.40	190 38.00	270 54.00	33 6.60
11. Bill Cassidy	25 5.00	192 38.40	178 35.60	105 21.00
12. Rob Maness	172 34.40	113 22.60	71 14.20	144 28.80
13. Bobby Jindal	6 1.20	216 43.20	236 47.20	42 8.40
14. U.S. Congress	1 0.20	96 19.20	318 63.60	85 17.00

15. For U.S. Senate there are eight candidates listed on your ballot in the following order...(READ NAMES WITH PARTY - AND FOLLOW): At this point for whom will you vote or lean toward – Ables, Cassidy, Clements, Landrieu, Maness, McMorris, Senegal, or Waymire?

(N=500)	n	%
Wayne Ables – DEMOCRAT -----	4	0.80
Bill Cassidy – REPUBLICAN -----	174	34.80
Thomas Clements – REPUBLICAN -----	4	0.80
Mary Landrieu – DEMOCRAT -----	182	36.40
Rob Maness – REPUBLICAN-----	56	11.20
Brannon Lee McMorris – LIBERTARIAN-----	3	0.60
Vallian Senegal – DEMOCRAT-----	1	0.20
William Waymire, Jr. – DEMOCRAT -----	1	0.20
Undecided-----	71	14.20
Refused-----	4	0.80

{For Voters other than Landrieu or Cassidy}  
(15.1, 15.3, 15.5-15.10)

16. What if the choice was between Cassidy-Republican or Landrieu-Democrat?

(N=144)	n	%
Bill Cassidy – REPUBLICAN -----	66	45.83
Mary Landrieu – DEMOCRAT -----	21	14.58
Undecided-----	57	39.58
Refused-----	0	0.00



**{Q15 / 16 COMBINED, Landrieu vs Cassidy}**

(N=500)	n	%
Bill Cassidy – REPUBLICAN-----	240	48.00
Mary Landrieu – DEMOCRAT -----	203	40.60
Undecided-----	57	11.40

17. How important is Senator Landrieu’s position as chairman of the Energy and Natural Resources Committee in deciding who will get your vote – very important, somewhat important, not very important, or not at all important?

(N=500)	n	%
Very important-----	179	35.80
Somewhat important-----	88	17.60
Not very important-----	67	13.40
Not at all important-----	146	29.20
Undecided-----	20	4.00
Refused-----	0	0.00

18. Who has run the more negative campaign – (ROTATE) Cassidy or Landrieu?

(N=500)	n	%
Bill Cassidy-----	174	34.80
Mary Landrieu-----	167	33.40
Undecided-----	156	31.20
Refused-----	3	0.60

19. If there was a runoff election for the U.S. Senate in December, would you definitely vote, probably vote, are the chances 50/50, or would you probably not vote?

(N=500)	n	%
Would definitely vote-----	423	84.60
Would probably vote-----	43	8.60
Chances are 50/50-----	13	2.60
Would probably not vote-----	14	2.80
Undecided-----	7	1.40
Refused-----	0	0.00

20. Thinking about the 2015 Governor’s race, if the candidates were (READ NAMES WITH PARTY - AND FOLLOW): At this point for whom will you vote or lean toward – Angelle, Dardenne, Bel Edwards, Landrieu, or Vitter?

(N=500)	n	%
Scott Angelle - REPUBLICAN-----	15	3.00
Jay Dardenne – REPUBLICAN-----	49	9.80
John Bel Edwards – DEMOCRAT -----	19	3.80
Mitch Landrieu – DEMOCRAT -----	113	22.60
David Vitter – REPUBLICAN -----	158	31.60
Undecided-----	142	28.40
Refused-----	4	0.80

21. Do you support the Common Core education standards in Louisiana classrooms?

(N=500)	n	%
Yes-----	128	25.60
No-----	267	53.40
Undecided-----	104	20.80
Refused-----	1	0.20

22. Do you support the practice of oil and gas production through the process of hydraulic fracturing, known as fracking?

(N=500)	n	%
Yes -----	239	47.80
No -----	135	27.00
Undecided-----	124	24.80
Refused-----	2	0.40

23. What is the most important issue when casting your vote for Congress this year: (RANDOMIZE) jobs, healthcare, federal budget deficit, education, security/terrorism, energy policy, and immigration...?

(N=500)	n	%
Jobs-----	101	20.20
Healthcare-----	98	19.60
Federal budget deficit -----	55	11.00
Education-----	71	14.20
Security/terrorism-----	55	11.00
Energy Policy-----	20	4.00
Immigration -----	41	8.20
Other (Write-in) -----	21	4.20
Undecided-----	38	7.60
Refused-----	0	0.00

24. Thinking about Congress, if the elections were today, would you vote for/lean toward (ROTATE) the Republican candidate or the Democratic candidate for Congress in your district?

(N=500)	n	%
Republican -----	275	55.00
Democratic-----	173	34.60
Undecided-----	50	10.00
Refused-----	2	0.40

25. Do you think of your vote for Congress as a vote for Obama, as a vote against Obama, or isn't he much of a factor in your vote?

(N=500)	n	%
For Obama-----	91	18.20
Against Obama -----	182	36.40
He's not a factor -----	208	41.60
Don't Know/Refused-----	19	3.80

26. Will the issue of which party controls Congress be a factor in your vote for Congress this year?

(N=500)	n	%
Yes -----	302	60.40
No -----	166	33.20
Undecided-----	31	6.20
Refused-----	1	0.20

27. Regarding the threat of the Ebola virus, do you think that the news media has under reported the threat of Ebola, over reported it, or is the coverage just about right?

(N=500)	n	%
Under reported -----	91	18.20
Over reported-----	144	28.80
Just about right-----	231	46.20
Undecided-----	32	6.40
Refused-----	2	0.40

28. Do you trust the federal government to handle the Ebola crisis?

(N=500)	n	%
Yes -----	182	36.40
No -----	294	58.80
Undecided-----	23	4.60
Refused -----	1	0.20

29. Overall, do you feel that the Affordable Care Act signed into law in 2010, sometimes called Obamacare, is generally good for Louisiana or generally bad?

(N=500)	n	%
Generally Good -----	145	29.00
Generally Bad -----	309	61.80
Undecided-----	43	8.60
Refused -----	3	0.60

30. Should Louisiana reverse course, and accept the Medicaid eligibility expansion called for in the Affordable Care Act?

(N=500)	n	%
Yes -----	205	41.00
No -----	193	38.60
Undecided-----	99	19.80
Refused -----	3	0.60

31. Over the past two years do you feel that the state of the economy in Louisiana has, in general, improved, stayed the same or has it gotten worse?

(N=500)	n	%
Improved-----	196	39.20
Stayed The Same -----	135	27.00
Gotten Worse-----	156	31.20
Undecided-----	12	2.40
Refused -----	1	0.20

**These final five questions will help us classify your answers with others taking the survey.**

32. Has anyone in your household ever served in the U.S. military?

(N=500)	n	%
Yes -----	242	48.40
No -----	256	51.20
Undecided-----	1	0.20
Refused -----	1	0.20

33. Does anyone in your household belong to a labor union?

(N=500)	n	%
Yes -----	67	13.40
No -----	430	86.00
Undecided-----	1	0.20
Refused -----	2	0.40

34. When it comes to politics, what TV News Network or commentary source do you trust the most (randomize) ABC, NBC, CBS, Fox NEWS, CNN, MSNBC, C-SPAN, COMEDY Central?

(N=500)	n	%
ABC-----	28	5.60
CBS-----	52	10.40
CNN-----	75	15.00
C-SPAN-----	5	1.00
COMEDY Central-----	11	2.20
Fox NEWS-----	163	32.60
MSNBC-----	30	6.00
NBC-----	25	5.00
Undecided-----	68	13.60
Refused-----	43	8.60

35. What is your annual household income (READ)?

(N=500)	n	%
Under \$60,000 per year-----	180	36.00
Under \$100,000 per year-----	117	23.40
Under \$140,000 per year-----	44	8.80
\$140,000 or OVER-----	53	10.60
Undecided-----	37	7.40
Refused-----	69	13.80

36. How important is religion in your life (READ)?

(N=500)	n	%
Very important-----	403	80.60
Somewhat important-----	65	13.00
Not very important-----	14	2.80
Not at all important-----	14	2.80
Undecided-----	2	0.40
Refused-----	2	0.40

37. Are you willing to be interviewed by a USA Today reporter for an upcoming article, please give me your name and verify best phone number?

(N=500)	n	%
Yes-----	164	32.80
No-----	336	67.20