



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**September 20, 2010
DAVID FLAHERTY 303-861-8585**

**DAVID VITTER LEADS CHARLIE MELANCON BY 18 POINTS, 52% TO 34%
CHARLIE MELANCON IMAGE RATING UPSIDE DOWN: 28% FAV, 46% UNFAV
OBAMA JOB APPROVAL: 33% APPROVE / 61% DISAPPROVE
TOP FEDERAL ISSUE PRIORITIES AMONG LOUISIANA VOTERS:
ECONOMY AND JOBS 40%, DEBT AND SPENDING 20%**

Louisville, CO – In Louisiana, Senator David Vitter maintains an 18 point lead over Congressman Charlie Melancon, 52% to 34%, based on an automated survey fielded September 19th of likely general election voters. Among white voters, David Vitter leads by 44 points (66% Vitter/22% Melancon). Among Republican voters, David Vitter leads by 81 points (86% Vitter/5% Melancon), and among independent voters, David Vitter leads by 28 points (52% Vitter/24% Melancon). Charlie Melancon’s strongest base of support is among African American voters, where he leads by 65 points (73% Melancon/8% Vitter). Among Democrat voters, Charlie Melancon leads David Vitter by 17 points (51% Melancon/34% Vitter). The following table shows the ballot by voter subgroups.

Louisiana US Senate Ballot Test, September 20th

	TOTAL	WHT	BLK	REP	DEM	IND
<i>(VITTER-MELANCON)</i>	18.2%	44.3%	-64.4%	80.4%	-17.6%	28.3%
VITTER	51.9%	65.9%	8.2%	85.8%	33.6%	52.3%
MELANCON	33.7%	21.6%	72.6%	5.4%	51.2%	24.0%
HAYES	2.1%	2.1%	2.0%	1.6%	1.4%	6.2%
MCSHANN	0.6%	0.3%	1.1%	0.6%	0.0%	3.2%
WOOTON	0.8%	0.5%	1.2%	0.3%	1.1%	0.6%
BROWN	0.6%	0.4%	1.1%	0.3%	0.2%	2.9%
SPEARS	0.8%	0.2%	2.7%	0.6%	1.1%	0.0%
UNDECIDED	9.5%	8.9%	11.1%	5.5%	11.3%	10.8%

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample was randomly drawn from a Louisiana voter file. The response data is weighted to reflect past voting demographics from several general election cycles. The 1,232 interviews were conducted on Sunday evening, September 19th. This survey has a margin of error of 2.8% at the 95 percent confidence interval.

The survey topline results and crosstabs are included in this document and can be downloaded at www.MagellanStrategies.com under the "Survey Archives" section of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585 or dflaherty@magellanstrategies.com.

About Magellan Data and Mapping Strategies

Magellan CEO David Flaherty has extensive experience in survey research, and applying political data and technology to political campaign decision making gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in influencing public opinion. The Magellan team has extensive knowledge constructing and building voter registration databases, performing data analysis, applying GIS mapping technology, conducting quantitative live and automated survey research, predictive modeling analysis, and redistricting technology. Visit our website at MagellanStrategies.com for more information.



LA U.S. Senate Statewide Survey

MAGELLAN ID#: LASTW_091910

Sample Size = 1,232n; +/- 2.8%

Field Date: 09/19/2010

T1. How likely are you to vote in the elections for Congress and US Senate this November?

EXTREMELY LIKELY	88.3%
VERY LIKELY	9.2%
SOMEWHAT LIKELY	2.5%

Thinking now about issues that are facing the country today...

T2. Among the following list of 6 issues, which do you think is the top priority that the federal government and Congress should be addressing the most aggressively?

ECONOMY AND JOBS	39.9%
NATL DEBT AND GOVT SPENDING	19.5%
HEALTH CARE	10.3%
MORATORIUM ON DRILLING	8.1%
IMMIGRATION	5.9%
NATL SECURITY AND DOMESTIC TERRORISM	4.2%
UNDECIDED	12.2%

And thinking now about people active in government...

T3. Do you have a favorable or unfavorable opinion of David Vitter?

FAVORABLE	48.8%
UNFAVORABLE	37.3%
HEARD OF, NO OPINION	13.2%
NEVER HEARD OF	0.7%

T4. Do you have a favorable or unfavorable opinion of Charlie Melancon?

FAVORABLE	27.9%
UNFAVORABLE	45.5%
HEARD OF, NO OPINION	23.8%
NEVER HEARD OF	2.9%

T5. And do you approve or disapprove of the job President Obama is doing as president?

APPROVE	32.9%
DISAPPROVE	60.7%
UNSURE NO OPINION	6.5%

Thinking now about the November election for U.S. Senate and Congress...

T6. If the election was being held today, for whom would you vote if the candidates were David Vitter, Republican, Charlie Melancon, Democrat, Randall Hayes, Libertarian, William McShann, Reform Party, Ernest Wooton , Michael Brown, No Party or Mike Spears?

VITTER	51.9%
MELANCON	33.7%
HAYES	2.1%
MCSHANN	0.6%
WOOTON	0.8%
BROWN	0.6%
SPEARS	0.8%
UNDECIDED	9.5%



The following questions are for statistical purposes only.

T7. Which of the following age group applies to you?

18-34	9.7%
35-44	12.8%
45-54	23.1%
55-64	23.3%
65+	31.1%

T8. Regardless of how you feel today, with which party are you registered to vote?

REPUBLICAN	30.3%
DEMOCRAT	56.4%
INDEPENDENT	13.3%

T9. Are you male or female?

MALE	44.0%
FEMALE	56.0%

T10. What is your race?

WHITE	74.0%
BLACK OR AFRICAN AMERICAN	23.0%
HISPANIC OR LATINO	0.5%
OTHER	2.5%



LOUISIANA STATEWIDE, SEPT. 19, 2010 (LASTW_091910)

Table 1-1

1. How likely are you to vote in the elections for Congress and U.S. Senate this November?

	RACE										GENDER					AGE							PARTY							CD															
	TOTAL		WHT		BLK		MALE		FE-MALE		IND		18-44		45-54		55-64		65+		REP		DEM		CD 1		CD 2		CD 3		CD 4		CD 5		CD 6		CD 7								
TOTAL	1231	911	283	542	689	373	694	164	277	284	286	383	193	132	185	164	183	188	186	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
EXTREMELY LIKELY	1087	832	224	485	602	351	586	150	250	245	260	332	184	114	159	142	161	165	161	88.3	91.3	79.3	89.6	87.3	94.1	84.4	91.3	90.0	86.2	90.8	86.6	95.4	86.4	86.2	86.9	142	159	161	165	161	86.6				
VERY LIKELY	113	52	55	45	68	16	87	10	22	34	20	38	6	14	18	16	19	20	20	9.2	5.7	19.5	8.3	9.9	4.4	12.5	6.1	7.9	11.9	6.8	9.9	2.9	10.8	9.9	10.0	10.2	10.7	10.6	10.6	10.6	10.6	10.6	10.6		
SOMEWHAT LIKELY	31	28	3	11	20	6	21	4	6	6	7	13	3	4	7	5	4	3	5	2.5	3.0	1.2	2.1	2.9	1.6	3.0	2.6	2.1	1.9	2.3	3.4	1.6	2.8	3.9	3.1	3.1	2.3	1.5	2.3	1.5	2.8	2.8	2.8	2.8	2.8

LOUISIANA STATEWIDE, SEPT. 19, 2010 (LASTW_091910)

Table 3-1

And thinking now about people active in government...

3. Do you have a favorable or unfavorable opinion of David Vitter?

	RACE				GENDER				PARTY			AGE							CD						
	TOTAL	WHT	BLK	MALE	FE-MALE	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7								
TOTAL	1231	911	283	542	689	164	277	284	286	383	193	132	185	164	183	188	186								
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
(TOT FAV-TOT UNFAV)	141	292	-151	109	33	229	-112	18	32	83	70	-54	41	43	30	-13	24								
	11.5	32.1	-53.4	20.0	4.8	61.3	-16.1	6.3	11.1	21.6	36.1	-40.7	22.5	26.1	16.6	-6.9	12.7								
FAVORABLE	600	552	32	302	298	82	122	133	137	209	123	29	100	87	95	71	94								
	48.8	60.6	11.4	55.8	43.3	77.1	33.2	46.8	47.8	54.5	63.8	22.4	54.3	53.4	51.7	37.6	50.8								
UNFAVORABLE	459	260	183	194	265	57	113	115	105	126	54	83	59	45	64	84	71								
	37.3	28.5	64.8	35.7	38.5	15.8	40.8	40.4	36.7	32.8	27.8	63.0	31.8	27.3	35.1	44.5	38.0								
HEARD OF, NO OPINION	163	97	62	42	121	23	41	32	42	47	16	15	25	29	23	34	20								
	13.2	10.6	21.8	7.7	17.5	6.2	14.8	11.4	14.6	12.4	8.4	11.3	13.6	17.6	12.7	18.0	11.0								
NEVER HEARD OF	9	2	6	4	5	3	1	4	3	1	4	1	1	3	1	1	0.3								
	0.7	0.2	2.0	0.8	0.7	0.8	0.5	1.4	0.9	0.3	3.3	0.4	1.6	0.5	0.5	0.3	0.3								

LOUISIANA STATEWIDE, SEPT. 19, 2010 (LASTW_091910)

Table 4-1

4. Do you have a favorable or unfavorable opinion of Charile Melancon?

	RACE		GENDER		PARTY			AGE							CD						
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7		
TOTAL	1231	911	283	542	689	373	694	164	277	284	286	383	193	132	185	164	183	188	186		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
(TOT FAV-TOT UNFAV)	-217	-251	46	-144	-72	-208	54	-63	-33	-75	-38	-70	-30	37	-63	-42	-42	-23	-54		
	-17.6	-27.5	16.1	-26.7	-10.5	-55.8	7.8	-38.3	-11.8	-26.6	-13.4	-18.3	-15.4	27.9	-34.1	-25.6	-23.0	-12.0	-29.0		
FAVORABLE	343	224	112	153	190	39	269	34	86	68	88	102	59	62	47	26	40	59	48		
	27.9	24.6	39.4	28.3	27.6	10.6	38.8	21.0	31.0	23.8	30.7	26.6	30.7	47.4	25.6	16.1	22.0	31.5	25.9		
UNFAVORABLE	560	475	66	298	262	248	215	97	119	143	126	172	89	26	110	68	83	82	102		
	45.5	52.1	23.3	55.0	38.0	66.4	31.0	59.3	42.8	50.4	44.1	44.8	46.1	19.5	59.7	41.7	45.0	43.5	54.9		
HEARD OF, NO OPINION	293	196	87	84	209	78	185	29	57	68	66	102	44	41	27	52	49	45	34		
	23.8	21.5	30.9	15.5	30.3	21.0	26.6	17.9	20.6	23.9	23.1	26.5	22.8	30.9	14.7	31.9	26.8	23.8	18.5		
NEVER HEARD OF	35	16	18	7	29	7	25	3	16	5	6	8	1	3		17	11	2	1		
	2.9	1.7	6.3	1.2	4.1	2.0	3.6	1.8	5.6	1.9	2.1	2.1	0.4	2.2		10.2	6.2	1.2	0.7		

LOUISIANA STATEWIDE, SEPT. 19, 2010 (LASTW_091910)

Table 6-1

Thinking now about the November election for U.S. Senate and Congress...

6. If the election was being held today, for whom would you vote if the candidates were David Vitter, Republican, Charlie Melancon, Democrat, Randall Hayes, Libertarian, William McShann, Reform Party, Ernest Wooton, Michael Brown, No Party or Mike Spears?

	RACE				GENDER				PARTY				AGE				CD			
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7	
TOTAL	1231	911	283	542	689	373	694	164	277	284	286	383	193	132	185	164	183	188	186	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
(VITTER-MELANCON)	224	404	-182	146	78	300	-122	46	1	55	46	122	82	-57	57	52	44	10	37	
	18.2	44.3	-64.4	26.9	11.3	80.4	-17.6	28.4	0.5	19.3	16.0	31.8	42.4	-43.6	31.1	31.6	24.2	5.1	19.7	
VITTER	639	600	23	308	331	320	233	86	116	148	147	228	124	31	111	93	91	87	100	
	51.9	65.9	8.2	56.8	48.1	85.8	33.6	52.3	41.8	52.0	51.4	59.4	64.2	23.9	60.4	57.0	49.8	46.0	54.0	
MELANCON	415	197	206	162	253	20	356	39	115	93	101	106	42	89	54	42	47	77	64	
	33.7	21.6	72.6	29.8	36.7	5.4	51.2	24.0	41.3	32.8	35.4	27.6	21.9	67.5	29.3	25.4	25.6	40.9	34.4	
HAYES	26	19	6	16	10	6	10	10	12	5	6	3	5	2	2	2	6	5	2	
	2.1	2.1	2.0	3.0	1.4	1.6	1.4	6.2	4.3	1.8	2.0	0.8	2.8	1.7	1.1	1.5	3.5	2.7	1.3	
MCSHANN	7	3	3	4	3	2	2	5	1	3	2	1	2	1	1	4	4	1	1	
	0.6	0.3	1.1	0.8	0.4	0.6	0.6	3.2	0.5	1.1	0.6	0.3	1.2	0.6	1.9	1.9	1.9	0.3	0.3	
WOOTON	10	5	4	4	6	1	8	1	2	1	3	3	2	2	5	2	2	2	2	
	0.8	0.5	1.2	0.7	0.9	0.3	1.1	0.6	0.9	0.5	1.0	0.8	1.3	2.8	2.8	1.2	1.2	1.2	1.2	
BROWN	7	4	3	3	5	1	2	5	3	2	1	1	1	1	1	1	3	1	4	
	0.6	0.4	1.1	0.5	0.7	0.3	0.2	2.9	1.1	0.8	0.3	0.3	0.3	0.6	0.4	1.4	0.3	1.9	1.9	
SPEARS	10	2	8	1	9	2	8	5	5	3	2	2	1	1	5	2	2	1	1	
	0.8	0.2	2.7	0.1	1.3	0.6	1.1	1.8	1.8	1.2	0.4	0.3	0.3	1.0	3.0	1.2	1.2	0.5	0.5	
UNDECIDED	117	81	31	45	72	21	79	18	23	31	23	39	16	7	12	21	32	15	14	
	9.5	8.9	11.1	8.3	10.5	5.5	11.3	10.8	8.3	11.1	8.1	10.3	8.3	5.4	6.4	12.7	17.7	7.7	7.7	

LOUISIANA STATEWIDE, SEPT. 19, 2010 (LASTW_091910)

Table 7-1

The following questions are for statistical purposes only.

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

	RACE				GENDER			PARTY			AGE							CD						
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7					
TOTAL	1231	911	283	542	689	373	694	164	277	284	286	383	193	132	185	164	183	188	186					
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
18-34	120	63	51	58	61	25	71	23	120				9	10	9	23	20	20	30					
	9.7	6.9	18.1	10.8	8.9	6.8	10.3	14.1	43.2				4.6	7.4	4.9	14.3	10.7	10.4	15.9					
35-44	158	112	43	63	95	50	81	26	158				33	14	25	15	19	21	31					
	12.8	12.3	15.2	11.6	13.8	13.5	11.7	15.8	56.8				16.9	10.3	13.6	8.9	10.4	11.3	16.8					
45-54	284	199	68	141	143	95	142	47		284			42	33	56	33	36	44	41					
	23.1	21.9	23.9	26.1	20.7	25.6	20.4	28.4		100.0			21.5	24.7	30.3	20.2	19.7	23.2	22.1					
55-64	286	218	62	120	167	78	173	35			286		47	36	44	29	50	48	33					
	23.3	23.9	21.7	22.1	24.2	20.8	25.0	21.5			100.0		24.1	27.3	23.6	17.7	27.4	25.5	17.8					
65+	383	319	60	160	224	124	226	33				383	63	40	51	64	58	56	51					
	31.1	35.0	21.0	29.5	32.4	33.3	32.6	20.2				100.0	32.8	30.4	27.7	39.0	31.9	29.6	27.4					

LOUISIANA STATEWIDE, SEPT. 19, 2010 (LASTW_091910)

Table 8-1

8. Regardless of how you feel today, with which party are you registered to vote?

	RACE			GENDER			PARTY			AGE							CD						
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7				
TOTAL	1231 100.0	911 100.0	283 100.0	542 100.0	689 100.0	373 100.0	694 100.0	164 100.0	277 100.0	284 100.0	286 100.0	383 100.0	193 100.0	132 100.0	185 100.0	164 100.0	183 100.0	188 100.0	186 100.0				
REPUBLICAN	373 30.3	356 39.0	11 4.0	179 33.0	194 28.2	373 100.0			76 27.3	95 33.6	78 27.2	124 32.4	83 42.9	21 15.9	49 26.4	57 34.7	56 30.3	57 30.3	51 27.3				
DEMOCRAT	694 56.4	437 48.0	241 85.3	275 50.7	420 60.9		694 100.0		153 55.1	142 50.0	173 60.6	226 59.0	84 43.4	96 72.7	108 58.7	89 54.3	102 55.6	115 61.1	100 54.0				
INDEPENDENT	164 13.3	118 13.0	30 10.7	88 16.3	76 11.0			164 100.0	49 17.7	47 16.4	35 12.3	33 8.6	26 13.7	15 11.4	27 14.9	18 11.0	26 14.1	16 8.6	35 18.7				

LOUISIANA STATEWIDE, SEPT. 19, 2010 (LASTW_091910)

Table 9-1

9. Are you male or female?

	RACE			GENDER			PARTY			AGE							CD						
	TOTAL	WHT	BLK	MALE	FE- MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7				
TOTAL	1231 100.0	911 100.0	283 100.0	542 100.0	689 100.0	373 100.0	694 100.0	164 100.0	277 100.0	284 100.0	286 100.0	383 100.0	193 100.0	132 100.0	185 100.0	164 100.0	183 100.0	188 100.0	186 100.0				
MALE	542 44.0	444 48.7	78 27.7	542 100.0		179 47.9	275 39.6	88 53.9	121 43.7	141 49.7	120 41.7	160 41.7	106 54.8	58 44.4	68 36.8	70 42.7	77 41.8	81 43.2	82 43.9				
FEMALE	689 56.0	467 51.3	205 72.3		689 100.0	194 52.1	420 60.4	76 46.1	156 56.3	143 50.3	167 58.3	224 58.3	87 45.2	73 55.6	117 63.2	94 57.3	107 58.2	107 56.8	104 56.1				

LOUISIANA STATEWIDE, SEPT. 19, 2010 (LASTW_091910)

Table 10-1

10. What is your race?

	RACE			GENDER		PARTY			AGE							CD						
	TOTAL	WHT	BLK	MALE	FE-MALE	REP	DEM	IND	18-44	45-54	55-64	65+	CD 1	CD 2	CD 3	CD 4	CD 5	CD 6	CD 7			
TOTAL	1231 100.0	911 100.0	283 100.0	542 100.0	689 100.0	373 100.0	694 100.0	164 100.0	277 100.0	284 100.0	286 100.0	383 100.0	193 100.0	132 100.0	185 100.0	164 100.0	183 100.0	188 100.0	186 100.0			
WHITE	911 74.0	911 100.0		444 81.9	467 67.8	356 95.4	437 62.9	118 72.2	175 63.1	199 70.2	218 76.2	319 83.1	179 92.5	61 46.6	146 78.9	120 73.1	135 73.8	132 70.0	138 74.5			
BLACK OR AFRICAN AMERICAN	283 23.0		283 100.0	78 14.5	205 29.7	11 3.1	241 34.8	30 18.5	94 34.0	68 23.9	62 21.5	60 15.5	6 3.3	65 49.5	34 18.3	39 23.6	45 24.4	53 28.1	41 22.3			
HISPANIC OR LATINO	6 0.5			5 0.9	2 0.2	2 0.5	2 0.3	2 1.3	1 0.2	4 1.5	1 0.2	1 0.2	1 1.4	0.3 0.3	3 1.4		1 0.4					
OTHER	31 2.5			15 2.8	16 2.3	4 1.1	14 2.0	13 8.0	8 2.7	13 4.5	6 2.1	4 1.2	5 2.8	5 3.7	3 1.5	5 3.4	2 1.4	4 1.9	6 3.3			

