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STRATEGIES BR

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LOUISIANANS READY FOR A NEW U.S. SENATOR

Less Than 40% of Likely Voters Believe Landrieu Deserves Reelection

Baton Rouge, La. – Magellan Strategies BR’s most recent statewide Louisiana survey results indicate that U.S. Senator Mary Landrieu’s reelection campaign faces an uphill climb. Louisiana’s senior Senator will be seeking a fourth term on the November 2014 ballot. When asked if Landrieu had performed her job well enough to deserve reelection, only 39% of likely midterm voters agreed that she had (33% definitely reelect), while 51% felt that it is time to give a new person a chance (37% definitely new person).

“It appears that Mary Landrieu will be in for the fight of her political life next year,” said John Diez, Jr., Principal of Magellan Strategies BR. “Her close association with and support of some of the more unpopular policies of President Obama along with the continuing Republican lean of the state are strong currents working against her.”

Landrieu’s weak reelection support repeats survey results from a Magellan Strategies BR survey released last fall. The October 2012 poll also found that over 50% of respondents would prefer a new candidate over Landrieu with only 33% definitely supporting her reelection.

The latest survey found that Louisianans continue to be most concerned about the economy and job creation (34%), national debt and government spending (27%), and health care (26%). According to respondents, Landrieu’s support of tax increases, Obamacare, and former Secretary of the Interior Ken Salazar, who instituted the oil drilling moratorium, further erode her base of support.

Magellan Strategies BR surveyed 1,800 likely Louisiana voters between July 29th and July 30th, 2013. The margin of error was 2.3% at a 95% confidence interval. This survey was not authorized or paid for by any campaign or political organization. The survey was conducted using automated telephone technology.

Survey toplines are included below.

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Louisiana Statewide Survey

MAGELLAN ID#: LASTW_0713
Field Date: 07/29-30/13

Sample Size = 1,800n; +/- 2.3%

Q 1. How likely are you to vote in the 2014 elections for Congress and United States Senate in the fall of next year?

EXTREMELY LIKELY TO VOTE	91.0%
VERY LIKELY TO VOTE	6.0%
SOMEWHAT LIKELY TO VOTE	3.0%

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

Q 2. Among the following list of 5 issues, which do you think is the top priority that the federal government and Congress should be addressing the most aggressively? Please listen to all options before making your choice.

THE ECONOMY AND JOBS	33.9%
NATIONAL DEBT AND GOVERNMENT SPENDING	26.8%
HEALTH CARE	25.9%
ILLEGAL IMMIGRATION	8.0%
NATIONAL SECURITY AND DOMESTIC TERRORISM	5.4%

Q 3/5. If the election for U.S Senate were being held today, and all you knew about the two candidates was that one was a Democrat and the other was a Republican, for whom would you vote?

TOTAL REPUBLICAN	44.7%
TOTAL DEMOCRAT	39.1%
DEFINITELY REPUBLICAN	32.3%
PROBABLY REPUBLICAN	12.5%
PROBABLY DEMOCRAT	8.8%
DEFINITELY DEMOCRAT	30.2%
UNDECIDED	16.2%



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And changing topics for a second...

Q 6/8. Do you believe that Mary Landrieu has performed her job as US Senator well enough to deserve to be reelected or do you think it is time to give a new person a chance?

TOTAL REELECT	39.2%
TOTAL NEW PERSON	50.6%
DEFINITELY REELECT	33.3%
PROBABLY REELECT	5.9%
PROBABLY NEW PERSON	13.8%
DEFINITELY NEW PERSON	36.7%
DEPENDS	4.8%
UNDECIDED	5.5%

Now I am going to read you some more information about Mary Landrieu's positions on various issues. After hearing each statement, please tell me if you are more likely to support her, less likely to support her, or if it makes no difference in your opinion...

Q 9. Mary Landrieu recently voted to support immigration reform legislation that offers amnesty to illegal aliens.

MORE LIKELY	28.1%
LESS LIKELY	50.1%
NO DIFFERENCE	15.4%
UNDECIDED	6.4%

Q 10. Mary Landrieu has voted to raise taxes on Louisiana families by over 2500 dollars a year in order to pay for the more than 10 trillion dollars of debt that the government has rung up while she's been in office.

MORE LIKELY	17.9%
LESS LIKELY	62.3%
NO DIFFERENCE	11.2%
UNDECIDED	8.6%



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Q 11. Mary Landrieu has voted in support of President Obama's agenda more the 95% of the time.

MORE LIKELY	33.6%
LESS LIKELY	55.0%
NO DIFFERENCE	7.4%
UNDECIDED	4.0%

Q 12. Mary Landrieu cast the deciding vote in support of Obamacare which in some states has increased insurance premiums by 88% for people who buy their own health insurance.

MORE LIKELY	28.9%
LESS LIKELY	59.7%
NO DIFFERENCE	6.2%
UNDECIDED	5.2%

Q 13. Mary Landrieu supported President Obama's nominee for Secretary of Interior - the very same Obama bureaucrat that instituted the moratorium on oil drilling which cost Louisiana over 1.2 billion dollars and more than 4,700 jobs.

MORE LIKELY	25.6%
LESS LIKELY	58.1%
NO DIFFERENCE	10.3%
UNDECIDED	6.0%

Now that you have heard some more information...

Q 14. Do you believe that Mary Landrieu has performed her job well enough to deserve to be reelected or do you think it is time to give a new person a chance?

REELECT	31.4%
NEW PERSON	59.3%
DEPENDS	4.2%
UNDECIDED	5.1%

Q 15. These last few questions are for statistical purposes only. Press 1 if you are male or 2 if you are female.

MALE	46.0%
FEMALE	54.0%



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Q 16. Regardless of how you feel today, with which party are you registered to vote?

REPUBLICAN	29.5%
DEMOCRAT	58.0%
INDEPENDENT /OTHER	12.5%

Q 17. Regardless of your party registration, which party do you feel best represents your political point of view?

REPUBLICAN	41.6%
DEMOCRAT	40.7%
INDEPENDENT/OTHER	17.7%

Q 18. Which of the following age group applies to you?

18-34	5.0%
35-44	12.0%
45-54	24.0%
55-64	26.0%
65 PLUS	33.0%

Q 19. For statistical purposes only, to what racial or ethnic group do you belong?

WHITE	69.9%
BLACK OR AFRICAN AMERICAN	28.0%
HISPANIC OR LATINO	0.5%
SOME OTHER ETHNIC GROUP	1.6%

