



Current Louisiana Polling

Results for September 5 - 9, 2014

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Executive Summary

Winter Springs, Fla. – Continued disapproval numbers for President Obama and several state-wide races too close to call highlight a recent Gravis Marketing poll completed in the State of Louisiana. From September 5 – 9th, Gravis Marketing, a nonpartisan research firm based on Winter Springs, Florida conducted a random survey of 426 registered voters in Louisiana regarding current or potential election matchups. The poll was conducted in conjunction with TownHall.com and used IVR technology and Gravis Marketing Online Panels to inquire to the current pulse of Federal and Statewide political issues by registered voters in Louisiana. The poll has a margin of error of $\pm 5\%$.

Federal Politics Recap

The Gravis Marketing / Townhall.com poll began by asking 426 registered voters about their likelihood of voting in the upcoming November 4th, 2014 general election. A large majority of 73% stated they were very likely to vote in the upcoming mid-term election, while 19% were 'likely and 8% indicated they were somewhat likely to vote. The voters were then asked about whether or not they approve or disapprove of President Obama's job performance. As in weeks past, the President's job approval rating continues to drop, as 58% of voters in Louisiana disapprove of the President's performance as Commander in Chief, 37% currently approve of his job performance while only 5% were unsure.

The voters were then asked about potential match-ups to replace the President in 2016. When asked to choose between Republican Rand Paul and Democrat Hillary Clinton, 45% would currently support the Republican Senator from Kentucky Rand Paul, 44% would cast their votes for the former Secretary of Defense Hillary Clinton while 10% are currently unsure as to whom they would cast their vote. When asked about supporting Clinton or former Florida Gov. Jeb Bush, 48% would currently support the Republican Bush, 43% would cast a vote for Clinton while 9% remain unsure at this point.

The 426 registered voters in Louisiana were then asked about potential solutions to current economic issues; "Given the choice, would you rather see Congress: 1) raise the minimum wage, 2) cut the payroll tax for all working Americans, or 3) increase tax credits for some low-income Americans." The majority of those polled; 50% believe that cutting the payroll tax for all working Americans would be a good start, 39% indicated that raising the minimum wage would be their choice, while only 9% believe increased entitlement spending by increasing tax credits for some low-income Americans would be smart. 2% were unsure.

State of Louisiana Politics Recap



Gravis Marketing is a non-partisan research firm headquartered in Florida. Gravis Marketing is the recipient of the 2013 American Association of Political Consultants award for 2012 Presidential Primary domestic and international phone calls.

The scope of the Gravis Marketing / TownHall.com poll then shifted to State-wide politics, as voters were asked "If the election for Senate was held today and the candidates were Republican Bill Cassidy, Republican Rob Maness, and Democrat Mary Landrieu, whom would you vote for?" The Democrat Landrieu received the majority support with 43%, Cassidy received 30% of the potential vote, while the other Republican candidate Maness captured 14% of the opinion. 9% of those polled were unsure and 3% said they were uncertain. However, when asked to choose between Cassidy and Landrieu, the Republican and Democratic candidates were tied at 45% per – while 10% remain undecided at this point.

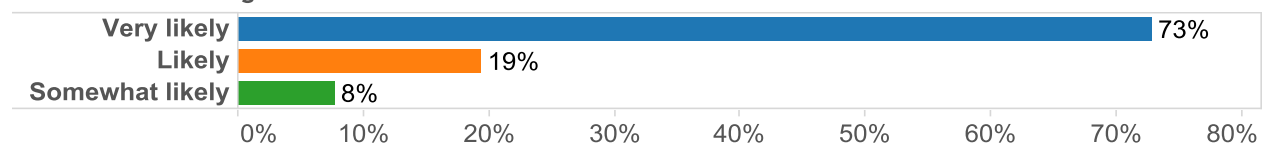
The voters were then asked about their opinion for the State of Louisiana Governor race; "If the election for Governor were held today and the candidates were Republican David Vitter and Democrat Mitch Landrieu, whom would you vote for?" The Republican garnered 46% of the potential vote, while Landrieu captured 44% of those polled. 11% of the registered voters were 'unsure'.

About Gravis Marketing

Established in 2010 by co-founder Doug Kaplan, Gravis Marketing is a non-partisan research firm headquartered in Winter Springs, Florida. Gravis Marketing was the recipient of the 2013 American Association of Political Consultants Award for 2012 Presidential Primary domestic and international phone calls. To learn more about Gravis Marketing and review previous State and Federal polling data, please visit their website @ <http://www.GravisMarketing.com>.

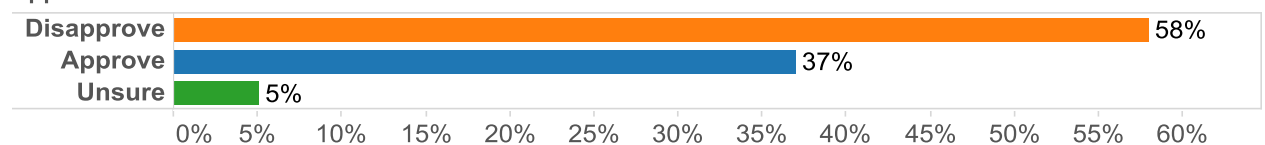
How likely are you to vote in the general election on November 4 2014?

Likelihood of Voting



Do approve or disapprove of President Obama's job performance?

Approval of Obama

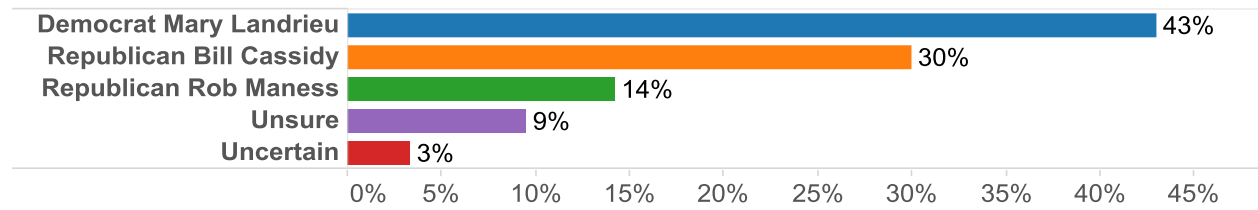


If the election for Senate were held today and the candidates were Republican Bill Cassidy, Republican Rob Maness, and Democrat Mary Landrieu, whom would you vote for?

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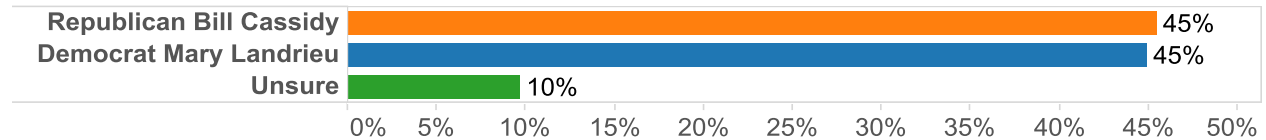
Senate1



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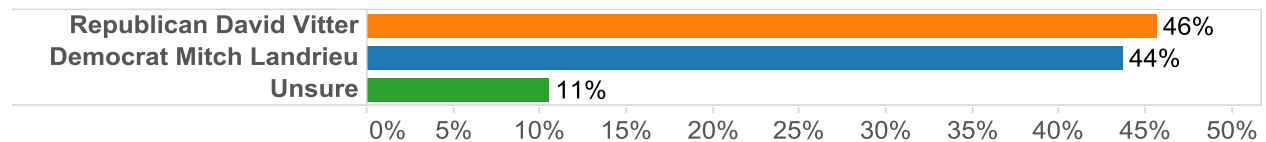
If the election for Senate were held today and the candidates were Republican Bill Cassidy and Democrat Mary Landrieu, whom would you vote for?

Senate2



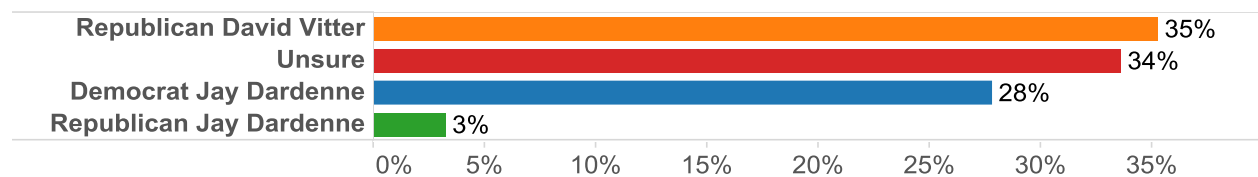
If the election for Governor were held today and the candidates were Republican David Vitter and Democrat Mitch Landrieu, whom would you vote for?

Governor1



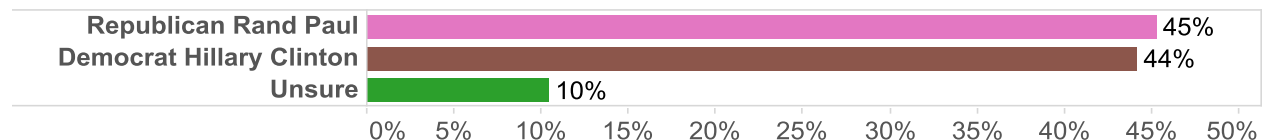
If the election for Governor were held today and the candidates were Republican David Vitter and Republican Jay Dardenne, whom would you vote for?

Governor2



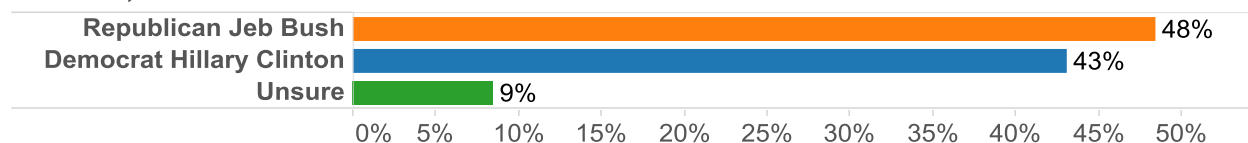
If the election for President were held today and the candidates were Republican Rand Paul and Democrat Hillary Clinton, whom would you vote for?

President, Paul or Clinton



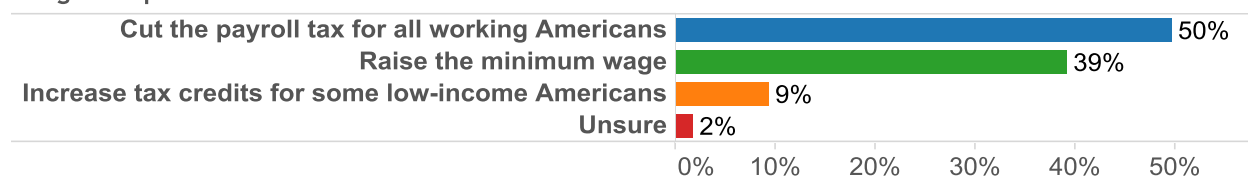
If the election for President were held today and the candidates were Republican Jeb Bush and Democrat Hillary Clinton, whom would you vote for?

President, Bush or Clinton



Given the choice, would you rather see Congress: 1) raise the minimum wage, 2) cut the payroll tax for all working Americans, or 3) increase tax credits for some low-income Americans.

Congress Options

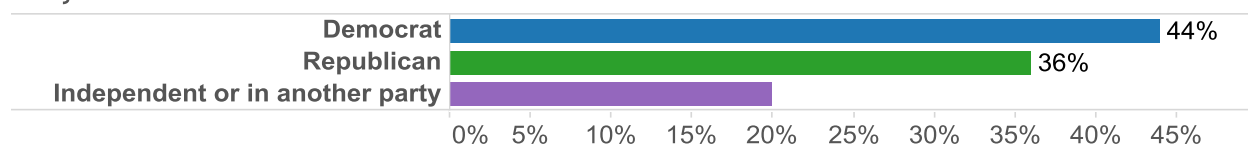


With regard to the shooting of Michael Brown in Ferguson, Missouri, do you think the police officer was justified or at fault?

The following questions are for demographic purposes.

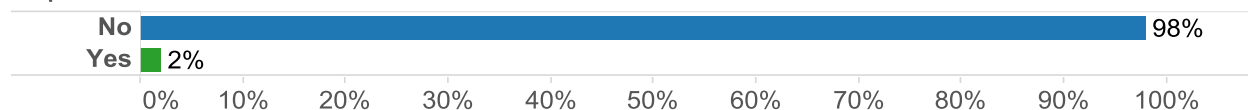
What is your political party affiliation?

Party



Are you or is a member of your immediate family from a Latino, Hispanic or Spanish speaking background?

Hispanic

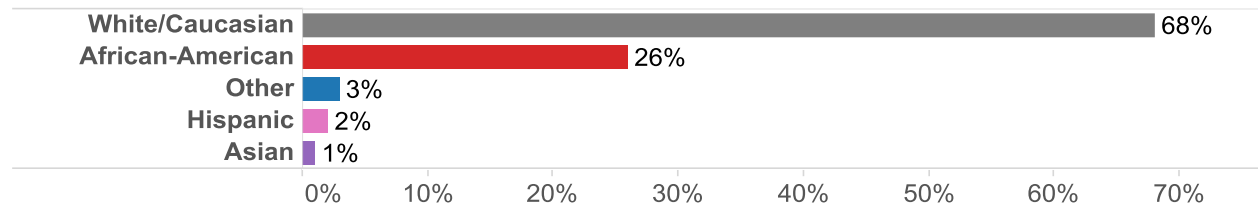


What race do you identify yourself as?



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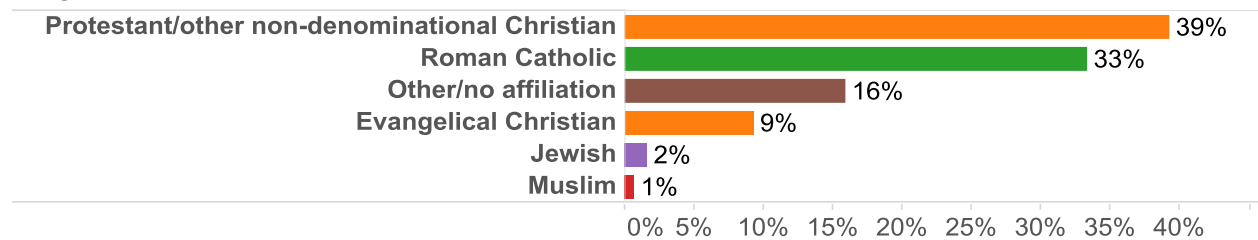
Race



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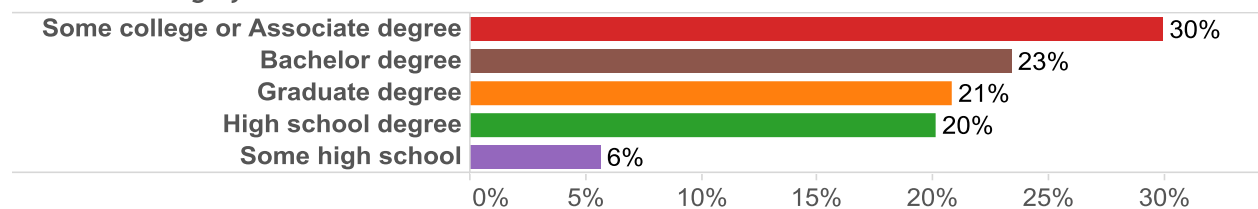
Which of the following best represents your religious affiliation?

Religious affiliation



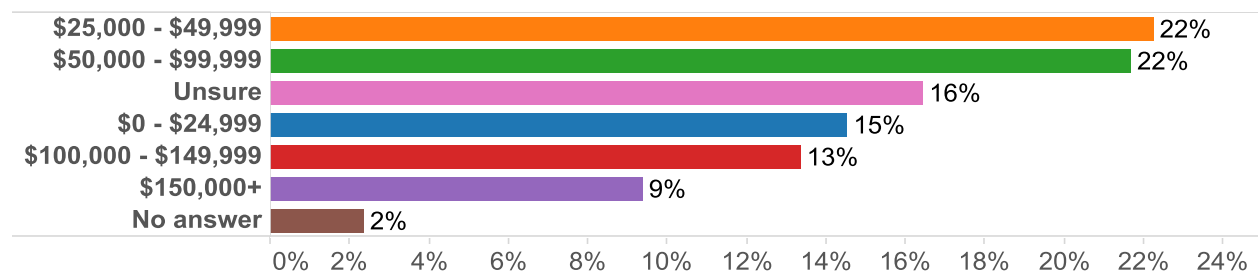
What is the highest level of education you have completed?

Education category



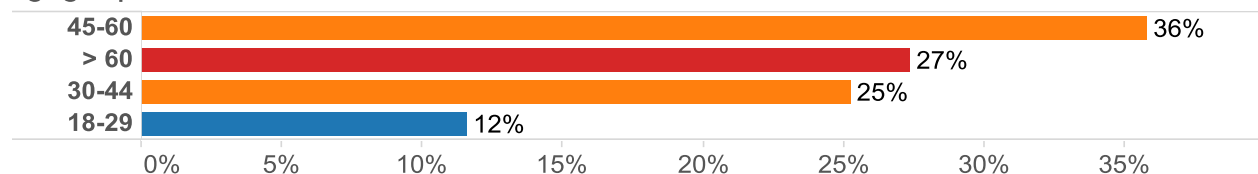
What is your household income level?

Household Income



How old are you?

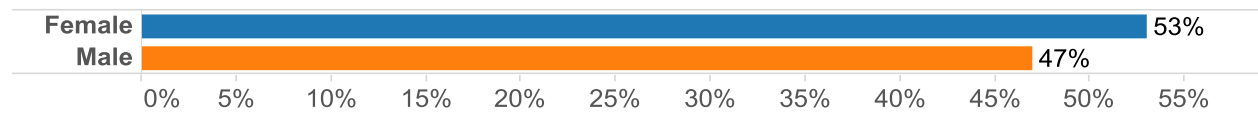
Age group



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What is your gender?

Gender



Note: the polls were conducted using IVR technology and online results.