

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,099 Louisiana Adults

This survey of 1,099 adults was conducted October 27th through October 30th, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of Louisiana were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Louisiana from ASDE Survey Sampler, Inc. Respondents in the household were selected by asking for the youngest male. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within ± 3.0 percentage points. There are 961 registered voters. The results for this subset are statistically significant within ± 3.2 percentage points. There are 630 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the November 2014 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.9 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - Louisiana

		Louisiana Adults	Louisiana Registered Voters	Louisiana Likely Voters
		Col %	Col %	Col %
Louisiana Adults		100%		
Louisiana Registered Voters		87%	100%	
Louisiana Likely Voters		57%	66%	100%
Early Voters		n/a	16%	25%
Party Registration	Democrat	n/a	45%	46%
	Republican	n/a	29%	31%
	Independent	n/a	26%	23%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	36%	36%
	Republican	n/a	29%	30%
	Independent	n/a	33%	31%
	Other	n/a	3%	2%
Political Ideology	Very liberal	n/a	4%	3%
	Liberal	n/a	12%	10%
	Moderate	n/a	30%	30%
	Conservative	n/a	37%	38%
	Very conservative	n/a	17%	19%
Past Participation**	Yes	n/a	84%	90%
	No	n/a	16%	10%
Gender	Men	48%	47%	47%
	Women	52%	53%	53%
Age	Under 45	48%	44%	37%
	45 or older	52%	56%	63%
Age	18 to 29	23%	20%	14%
	30 to 44	25%	24%	22%
	45 to 59	28%	30%	33%
	60 or older	24%	27%	31%
Race	White	63%	63%	63%
	African American	30%	30%	29%
	Latino	4%	4%	4%
	Other	3%	3%	3%
Region	North/Central	26%	25%	25%
	Cajun Country	27%	28%	27%
	Baton Rouge/East Acadiana	16%	17%	18%
	Southeast	23%	22%	23%
	Orleans Parish (New Orleans)	8%	8%	8%
Household Income	Less than \$75,000	74%	72%	70%
	\$75,000 or more	26%	28%	30%
Education	Not college graduate	70%	67%	64%
	College graduate	30%	33%	36%
Marital Status	Married	46%	48%	52%
	Not married	54%	52%	48%
Marital Status and Gender	Married men	23%	24%	26%
	Not married men	23%	21%	19%
	Married women	23%	24%	25%
	Not married women	31%	30%	29%
Interview Type	Landline	51%	54%	59%
	Cell Phone	49%	46%	41%

NBC News/Marist Poll Louisiana Adults. Interviews conducted October 27th through October 30th, 2014, n=1099 MOE +/- 3.0 percentage points.

Louisiana Registered Voters: n=961 MOE +/- 3.2 percentage points. Louisiana Likely Voters: n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Likely Voters

		Louisiana Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Louisiana Likely Voters		39%	57%	4%
Party Identification	Democrat	75%	19%	6%
	Republican	3%	96%	0%
	Independent	33%	60%	7%
Political Ideology	Very liberal-Liberal	76%	16%	8%
	Moderate	44%	48%	8%
	Conservative-Very conservative	26%	73%	2%
Household Income	Less than \$75,000	47%	48%	5%
	\$75,000 or more	29%	69%	2%
Education	Not college graduate	38%	57%	5%
	College graduate	37%	60%	3%
Race	White	15%	81%	4%
	African American	88%	6%	6%
Age	18 to 29	47%	47%	6%
	30 to 44	45%	53%	3%
	45 to 59	32%	63%	6%
	60 or older	38%	58%	4%
Gender	Men	35%	62%	3%
	Women	42%	52%	6%
Marital Status	Married	29%	67%	4%
	Not married	47%	47%	5%
Marital Status and Gender	Married men	27%	71%	1%
	Not married men	41%	55%	4%
	Married women	31%	63%	6%
	Not married women	51%	43%	6%
	Interview Type	Landline	36%	60%
	Cell Phone	43%	52%	5%

NBC News/Marist Poll Louisiana Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Louisiana Likely Voters				
		Louisiana tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early				
		Mary Landrieu, a Democrat	Bill Cassidy, a Republican	Rob Maness, a Republican	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Louisiana Likely Voters		44%	36%	15%	1%	4%
Early Voters		54%	30%	13%	2%	0%
Yet to Vote		41%	38%	16%	0%	5%
Party Identification	Democrat	86%	6%	4%	1%	3%
	Republican	6%	71%	22%	0%	1%
	Independent	38%	33%	20%	1%	8%
Political Ideology	Very liberal-Liberal	86%	4%	4%	0%	6%
	Moderate	55%	27%	15%	0%	3%
	Conservative-Very conservative	26%	50%	19%	1%	3%
Intensity of Support	Strongly support	52%	33%	15%	0%	0%
	Somewhat support	36%	50%	14%	0%	0%
	Might vote differently	41%	31%	28%	0%	0%
Top Issue	Job creation	50%	36%	11%	0%	4%
	Health care	44%	39%	14%	1%	2%
	Social Security and Medicare	62%	22%	10%	1%	5%
	Breaking gridlock in Washington	43%	36%	19%	0%	2%
Household Income	Less than \$75,000	54%	28%	14%	1%	3%
	\$75,000 or more	30%	49%	18%	0%	3%
Education	Not college graduate	45%	33%	17%	1%	4%
	College graduate	40%	43%	13%	0%	4%
Race	White	24%	51%	21%	1%	4%
	African American	88%	5%	3%	1%	3%
Age	18 to 29	37%	47%	11%	0%	6%
	30 to 44	46%	34%	13%	2%	4%
	45 to 59	42%	37%	18%	0%	3%
	60 or older	47%	33%	15%	1%	4%
Gender	Men	39%	41%	16%	0%	3%
	Women	48%	31%	14%	1%	5%
Marital Status	Married	34%	43%	19%	0%	4%
	Not married	53%	30%	12%	1%	4%
Marital Status and Gender	Married men	32%	46%	21%	0%	2%
	Not married men	45%	39%	12%	0%	4%
	Married women	37%	39%	17%	1%	6%
	Not married women	58%	24%	12%	2%	4%
	Interview Type	Landline	43%	35%	17%	0%
	Cell Phone	45%	37%	13%	1%	5%

NBC News/Marist Poll Louisiana Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Louisiana Likely Voters with a Candidate Preference for U.S. Senate including Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Louisiana Likely Voters with a Candidate Preference for U.S. Senate including Early Voters		63%	29%	7%	1%
Party Identification	Democrat	75%	19%	6%	1%
	Republican	63%	31%	5%	1%
	Independent	52%	39%	8%	1%
Political Ideology	Very liberal-Liberal	71%	23%	6%	0%
	Moderate	55%	35%	9%	1%
	Conservative-Very conservative	66%	28%	6%	1%
Support for U.S. Senate in Louisiana	Mary Landrieu	71%	23%	6%	0%
	Bill Cassidy	55%	39%	6%	1%
	Rob Maness	60%	26%	12%	2%
Household Income	Less than \$75,000	65%	26%	8%	1%
	\$75,000 or more	61%	36%	3%	0%
Education	Not college graduate	64%	27%	8%	1%
	College graduate	62%	33%	4%	0%
Race	White	59%	33%	7%	1%
	African American	72%	21%	6%	1%
Age	Under 45	57%	31%	11%	0%
	45 or older	67%	28%	4%	1%
Gender	Men	65%	28%	6%	0%
	Women	62%	30%	7%	1%
Marital Status	Married	63%	31%	5%	1%
	Not married	65%	26%	9%	1%
Marital Status and Gender	Married men	67%	29%	3%	1%
	Not married men	64%	25%	10%	0%
	Married women	59%	34%	7%	0%
	Not married women	65%	26%	8%	2%
Interview Type	Landline	66%	29%	5%	1%
	Cell Phone	60%	30%	9%	1%

NBC News/Marist Poll Louisiana Likely Voters with a Candidate Preference including Early Voters. Interviews conducted October 27th through October 30th, 2014, n=539 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Likely Voters

		Louisiana Likely Voters			
		Louisiana run-off tossup for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Mary Landrieu, the Democrat	Bill Cassidy, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Louisiana Likely Voters		45%	50%	1%	5%
Party Identification	Democrat	88%	9%	0%	3%
	Republican	7%	91%	1%	1%
	Independent	35%	54%	1%	9%
Political Ideology	Very liberal-Liberal	87%	7%	1%	4%
	Moderate	56%	37%	0%	6%
	Conservative-Very conservative	28%	68%	1%	3%
Household Income	Less than \$75,000	56%	40%	1%	3%
	\$75,000 or more	31%	66%	0%	3%
Education	Not college graduate	47%	48%	1%	4%
	College graduate	40%	55%	1%	4%
Race	White	24%	72%	1%	3%
	African American	90%	6%	0%	5%
Age	18 to 29	40%	54%	0%	5%
	30 to 44	47%	47%	1%	5%
	45 to 59	41%	54%	1%	4%
	60 or older	49%	47%	1%	4%
Gender	Men	39%	58%	1%	3%
	Women	50%	43%	1%	6%
Marital Status	Married	35%	60%	1%	4%
	Not married	55%	40%	1%	5%
Marital Status and Gender	Married men	32%	65%	1%	2%
	Not married men	44%	52%	1%	3%
	Married women	37%	55%	2%	6%
	Not married women	62%	32%	1%	6%
	Interview Type	Landline	44%	50%	1%
	Cell Phone	46%	50%	1%	3%

NBC News/Marist Poll Louisiana Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Likely Voters

		Louisiana Likely Voters			
		Louisiana run-off tossup for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Mary Landrieu, the Democrat	Rob Maness, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Louisiana Likely Voters		46%	50%	1%	4%
Party Identification	Democrat	86%	12%	0%	2%
	Republican	11%	88%	0%	1%
	Independent	38%	53%	1%	8%
Political Ideology	Very liberal-Liberal	86%	8%	1%	4%
	Moderate	57%	39%	1%	4%
	Conservative-Very conservative	31%	66%	1%	3%
Household Income	Less than \$75,000	56%	41%	0%	3%
	\$75,000 or more	34%	63%	1%	2%
Education	Not college graduate	48%	48%	1%	3%
	College graduate	41%	54%	0%	5%
Race	White	26%	71%	1%	2%
	African American	90%	5%	0%	5%
Age	18 to 29	46%	47%	1%	5%
	30 to 44	49%	45%	0%	7%
	45 to 59	42%	55%	0%	2%
	60 or older	48%	49%	0%	2%
Gender	Men	41%	56%	0%	3%
	Women	50%	44%	1%	5%
Marital Status	Married	37%	59%	1%	3%
	Not married	55%	41%	0%	4%
Marital Status and Gender	Married men	34%	65%	0%	1%
	Not married men	48%	48%	0%	4%
	Married women	40%	53%	2%	4%
	Not married women	59%	36%	0%	5%
	Interview Type	Landline	44%	51%	0%
	Cell Phone	48%	47%	1%	4%

NBC News/Marist Poll Louisiana Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Louisiana Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Bill Cassidy?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Louisiana Likely Voters		45%	41%	2%	12%
Party Identification	Democrat	11%	71%	3%	16%
	Republican	82%	12%	1%	5%
	Independent	49%	37%	2%	13%
Political Ideology	Very liberal-Liberal	11%	74%	3%	12%
	Moderate	34%	50%	0%	16%
	Conservative-Very conservative	60%	29%	2%	9%
Household Income	Less than \$75,000	38%	47%	3%	12%
	\$75,000 or more	59%	34%	0%	7%
Education	Not college graduate	41%	44%	2%	13%
	College graduate	53%	36%	1%	10%
Race	White	62%	27%	1%	9%
	African American	11%	71%	3%	16%
Age	18 to 29	52%	30%	1%	16%
	30 to 44	47%	42%	2%	9%
	45 to 59	46%	43%	1%	10%
	60 or older	41%	43%	3%	13%
Gender	Men	51%	37%	1%	11%
	Women	40%	45%	2%	13%
Marital Status	Married	53%	35%	1%	11%
	Not married	37%	48%	3%	12%
Marital Status and Gender	Married men	57%	35%	0%	8%
	Not married men	46%	38%	2%	14%
	Married women	50%	34%	1%	14%
	Not married women	32%	55%	4%	10%
Interview Type	Landline	47%	42%	2%	10%
	Cell Phone	43%	40%	1%	15%

NBC News/Marist Poll Louisiana Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Louisiana Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Mary Landrieu?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Louisiana Likely Voters		44%	50%	<1%	5%
Party Identification	Democrat	83%	13%	0%	4%
	Republican	11%	86%	0%	3%
	Independent	36%	56%	0%	8%
Political Ideology	Very liberal-Liberal	85%	8%	0%	7%
	Moderate	52%	40%	0%	8%
	Conservative-Very conservative	31%	66%	0%	2%
Household Income	Less than \$75,000	53%	42%	0%	5%
	\$75,000 or more	35%	64%	0%	2%
Education	Not college graduate	45%	49%	0%	6%
	College graduate	42%	53%	0%	5%
Race	White	25%	70%	0%	4%
	African American	87%	7%	0%	7%
Age	18 to 29	34%	48%	1%	17%
	30 to 44	48%	47%	0%	5%
	45 to 59	42%	56%	0%	2%
	60 or older	49%	48%	0%	3%
Gender	Men	39%	57%	0%	4%
	Women	49%	45%	0%	6%
Marital Status	Married	37%	58%	0%	4%
	Not married	51%	42%	0%	6%
Marital Status and Gender	Married men	35%	63%	0%	2%
	Not married men	43%	50%	0%	7%
	Married women	40%	53%	1%	6%
	Not married women	57%	37%	0%	6%
	Interview Type	Landline	45%	51%	0%
	Cell Phone	44%	49%	0%	7%

NBC News/Marist Poll Louisiana Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Likely Voters

		Louisiana Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Rob Maness?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Louisiana Likely Voters		40%	22%	11%	26%
Party Identification	Democrat	18%	35%	15%	32%
	Republican	62%	12%	7%	20%
	Independent	47%	19%	10%	24%
Political Ideology	Very liberal-Liberal	20%	38%	13%	29%
	Moderate	32%	25%	11%	33%
	Conservative-Very conservative	50%	18%	10%	22%
Household Income	Less than \$75,000	36%	24%	13%	26%
	\$75,000 or more	51%	23%	4%	22%
Education	Not college graduate	39%	22%	13%	26%
	College graduate	43%	24%	7%	26%
Race	White	53%	15%	9%	23%
	African American	11%	40%	14%	35%
Age	18 to 29	34%	27%	8%	31%
	30 to 44	36%	25%	12%	28%
	45 to 59	48%	22%	10%	21%
	60 or older	38%	20%	14%	28%
Gender	Men	48%	21%	7%	23%
	Women	34%	23%	14%	29%
Marital Status	Married	45%	22%	9%	24%
	Not married	35%	23%	14%	28%
Marital Status and Gender	Married men	51%	21%	6%	21%
	Not married men	45%	22%	9%	24%
	Married women	38%	24%	11%	26%
	Not married women	29%	23%	17%	31%
	Interview Type	Landline	43%	23%	12%
	Cell Phone	37%	21%	9%	33%

NBC News/Marist Poll Louisiana Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Likely Voters

Louisiana Likely Voters													
Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:													
		Job creation and economic growth	Social Security and Medicare	Health care	Breaking the partisan gridlock in Washington to get things done	The deficit and government spending	Military action against ISIS, the Islamic State in Iraq and Syria	Immigration	Looking out for the interests of women	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Louisiana Likely Voters		19%	17%	17%	14%	7%	6%	6%	3%	0%	7%	2%	2%
Party Identification	Democrat	19%	27%	19%	7%	1%	7%	3%	4%	0%	7%	2%	4%
	Republican	18%	11%	17%	15%	11%	8%	9%	1%	1%	7%	1%	0%
	Independent	20%	11%	12%	22%	10%	5%	6%	3%	0%	7%	3%	1%
Political Ideology	Very liberal-Liberal	28%	19%	17%	17%	2%	5%	1%	2%	0%	5%	2%	2%
	Moderate	23%	16%	14%	18%	4%	8%	5%	3%	0%	5%	2%	1%
	Conservative-Very conservative	14%	18%	18%	12%	11%	6%	7%	2%	0%	8%	2%	2%
Household Income	Less than \$75,000	16%	22%	16%	15%	5%	5%	5%	4%	0%	6%	2%	2%
	\$75,000 or more	23%	7%	18%	16%	10%	8%	8%	2%	0%	6%	2%	1%
Education	Not college graduate	14%	23%	16%	11%	6%	7%	7%	2%	0%	8%	3%	2%
	College graduate	27%	9%	19%	19%	9%	5%	4%	3%	0%	4%	1%	1%
Race	White	17%	15%	16%	16%	9%	8%	7%	1%	1%	7%	2%	1%
	African American	21%	24%	19%	9%	2%	4%	3%	6%	0%	6%	2%	4%
	Other	20%	18%	14%	11%	8%	3%	10%	3%	0%	9%	2%	2%
Age	18 to 29	24%	10%	17%	5%	5%	10%	14%	8%	0%	5%	2%	1%
	30 to 44	29%	8%	16%	15%	8%	6%	5%	2%	0%	6%	2%	2%
	45 to 59	16%	15%	20%	15%	8%	6%	5%	3%	0%	9%	3%	1%
	60 or older	11%	31%	13%	16%	6%	6%	4%	1%	1%	6%	1%	3%
Gender	Men	21%	14%	13%	18%	9%	5%	9%	2%	0%	7%	2%	1%
	Women	17%	20%	20%	10%	6%	7%	4%	4%	1%	7%	2%	2%
Marital Status	Married	19%	14%	16%	18%	11%	6%	6%	2%	0%	6%	2%	1%
	Not married	19%	22%	18%	11%	4%	6%	6%	3%	1%	7%	2%	2%
Marital Status and Gender	Married men	19%	14%	12%	19%	13%	4%	8%	1%	0%	6%	1%	1%
	Not married men	23%	15%	15%	17%	4%	7%	9%	1%	0%	6%	2%	1%
	Married women	18%	15%	19%	16%	8%	9%	4%	3%	0%	7%	3%	0%
	Not married women	16%	26%	20%	6%	4%	6%	3%	5%	1%	7%	2%	4%
Interview Type	Landline	19%	21%	15%	14%	8%	6%	5%	2%	0%	5%	2%	2%
	Cell Phone	18%	12%	19%	13%	6%	7%	7%	4%	1%	10%	2%	2%

NBC News/Marist Poll Louisiana Likely Voters. Interviews conducted October 27th through October 30th, 2014, n=630 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Adults & Registered Voters

		Louisiana Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Louisiana Adults		39%	55%	6%
Louisiana Registered Voters		39%	55%	6%
Party Identification^	Democrat	74%	20%	6%
	Republican	6%	93%	1%
	Independent	34%	57%	8%
Political Ideology^	Very liberal-Liberal	71%	22%	7%
	Moderate	44%	48%	8%
	Conservative-Very conservative	25%	71%	3%
Region	North/Central	37%	56%	6%
	Cajun Country	35%	59%	5%
	Baton Rouge/East Acadiana	47%	45%	8%
	Southeast	29%	66%	5%
	Orleans Parish (New Orleans)	71%	19%	10%
Household Income	Less than \$75,000	44%	48%	8%
	\$75,000 or more	31%	67%	2%
Education	Not college graduate	39%	54%	6%
	College graduate	38%	57%	6%
Race	White	15%	79%	6%
	African American	88%	6%	6%
Age	18 to 29	46%	42%	12%
	30 to 44	43%	54%	3%
	45 to 59	32%	62%	6%
	60 or older	39%	56%	5%
Gender	Men	37%	57%	6%
	Women	42%	52%	6%
Marital Status	Married	30%	66%	4%
	Not married	46%	46%	8%
Marital Status and Gender	Married men	27%	70%	3%
	Not married men	43%	48%	9%
	Married women	32%	63%	5%
	Not married women	48%	44%	7%
	Interview Type	Landline	35%	60%
	Cell Phone	44%	48%	8%

NBC News/Marist Poll Louisiana Adults. Interviews conducted October 27th through October 30th, 2014, n=1099 MOE +/- 3.0 percentage points.

^Louisiana Registered Voters: n=961 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Adults & Registered Voters

		Louisiana Registered Voters				
		Louisiana tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early				
		Mary Landrieu, a Democrat	Bill Cassidy, a Republican	Rob Maness, a Republican	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Louisiana Registered Voters		42%	35%	15%	1%	6%
Party Identification	Democrat	85%	6%	3%	1%	4%
	Republican	7%	70%	22%	0%	1%
	Independent	35%	33%	20%	1%	11%
Political Ideology	Very liberal-Liberal	82%	5%	6%	0%	6%
	Moderate	52%	29%	15%	0%	4%
	Conservative-Very conservative	25%	49%	18%	2%	6%
Intensity of Support	Strongly support	53%	32%	15%	0%	0%
	Somewhat support	37%	48%	15%	0%	0%
	Might vote differently	37%	39%	24%	0%	0%
Top Issue	Job creation	50%	33%	11%	0%	6%
	Health care	41%	37%	16%	1%	6%
	Social Security and Medicare	60%	24%	10%	0%	5%
	Breaking gridlock in Washington	41%	37%	17%	0%	5%
Region	North/Central	41%	36%	15%	1%	7%
	Cajun Country	41%	36%	16%	1%	6%
	Baton Rouge/East Acadiana	44%	42%	11%	0%	2%
	Southeast	36%	32%	22%	2%	8%
	Orleans Parish (New Orleans)	64%	25%	2%	0%	9%
Household Income	Less than \$75,000	51%	28%	14%	1%	5%
	\$75,000 or more	31%	48%	17%	0%	4%
Education	Not college graduate	43%	32%	17%	1%	6%
	College graduate	39%	43%	12%	0%	6%
Race	White	23%	50%	20%	1%	6%
	African American	84%	6%	4%	1%	5%
Age	18 to 29	35%	42%	12%	0%	11%
	30 to 44	44%	35%	13%	2%	5%
	45 to 59	41%	36%	18%	1%	4%
	60 or older	48%	32%	15%	1%	5%
Gender	Men	38%	38%	17%	0%	7%
	Women	46%	32%	14%	2%	6%
Marital Status	Married	34%	41%	18%	1%	5%
	Not married	50%	30%	12%	1%	7%
Marital Status and Gender	Married men	32%	44%	21%	0%	4%
	Not married men	42%	35%	13%	0%	10%
	Married women	36%	39%	16%	2%	7%
	Not married women	55%	26%	12%	1%	5%
Interview Type	Landline	42%	35%	17%	0%	5%
	Cell Phone	43%	35%	12%	1%	8%

NBC News/Marist Poll Louisiana Registered Voters. Interviews conducted October 27th through October 30th, 2014, n=961 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		Louisiana Voters with a Candidate Preference for U.S. Senate including Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Louisiana Voters with a Candidate Preference for U.S. Senate including Early Voters		60%	32%	8%	1%
Party Identification	Democrat	73%	19%	7%	0%
	Republican	58%	36%	5%	1%
	Independent	47%	41%	11%	1%
Political Ideology	Very liberal-Liberal	62%	32%	7%	0%
	Moderate	51%	37%	11%	1%
	Conservative-Very conservative	63%	29%	7%	1%
Support for U.S. Senate in Louisiana	Mary Landrieu	69%	25%	6%	0%
	Bill Cassidy	50%	41%	8%	1%
	Rob Maness	55%	30%	12%	2%
Region	North/Central	56%	32%	12%	1%
	Cajun Country	58%	31%	11%	0%
	Baton Rouge/East Acadiana	60%	33%	6%	1%
	Southeast	60%	34%	5%	1%
	Orleans Parish (New Orleans)	73%	27%	0%	0%
Household Income	Less than \$75,000	61%	28%	10%	1%
	\$75,000 or more	58%	38%	3%	0%
Education	Not college graduate	59%	31%	9%	1%
	College graduate	61%	33%	5%	0%
Race	White	54%	37%	8%	1%
	African American	69%	23%	6%	1%
Age	18 to 29	42%	44%	14%	0%
	30 to 44	58%	30%	12%	1%
	45 to 59	56%	40%	5%	0%
	60 or older	77%	17%	5%	2%
Gender	Men	62%	31%	7%	1%
	Women	57%	33%	9%	1%
Marital Status	Married	62%	31%	6%	1%
	Not married	58%	32%	10%	1%
Marital Status and Gender	Married men	66%	29%	4%	1%
	Not married men	58%	32%	10%	0%
	Married women	57%	34%	9%	0%
	Not married women	59%	31%	9%	1%
	Interview Type	Landline	63%	30%	7%
	Cell Phone	55%	35%	9%	1%

NBC News/Marist Poll Louisiana Registered Voters with a Candidate Preference including Early Voters. Interviews conducted October 27th through October 30th, 2014, n=803 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Adults & Registered Voters

		Louisiana Registered Voters			
		Louisiana run-off tossup for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Mary Landrieu, the Democrat	Bill Cassidy, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Louisiana Registered Voters		44%	49%	2%	6%
Party Identification	Democrat	87%	9%	1%	3%
	Republican	8%	90%	1%	1%
	Independent	33%	54%	2%	11%
Political Ideology	Very liberal-Liberal	80%	13%	2%	5%
	Moderate	54%	39%	1%	6%
	Conservative-Very conservative	27%	67%	2%	4%
Region	North/Central	41%	51%	2%	6%
	Cajun Country	44%	50%	2%	4%
	Baton Rouge/East Acadiana	46%	49%	1%	3%
	Southeast	37%	53%	2%	8%
	Orleans Parish (New Orleans)	63%	27%	0%	9%
Household Income	Less than \$75,000	52%	41%	2%	5%
	\$75,000 or more	31%	66%	0%	3%
Education	Not college graduate	45%	47%	2%	6%
	College graduate	39%	54%	0%	6%
Race	White	24%	70%	2%	4%
	African American	86%	7%	1%	6%
Age	18 to 29	38%	50%	2%	11%
	30 to 44	45%	48%	2%	4%
	45 to 59	41%	53%	1%	5%
	60 or older	50%	45%	1%	4%
Gender	Men	38%	55%	1%	6%
	Women	49%	43%	2%	6%
Marital Status	Married	35%	59%	2%	5%
	Not married	51%	41%	1%	7%
Marital Status and Gender	Married men	32%	63%	1%	3%
	Not married men	40%	50%	2%	9%
	Married women	37%	54%	3%	6%
	Not married women	60%	34%	1%	5%
Interview Type	Landline	43%	50%	1%	5%
	Cell Phone	45%	47%	2%	6%

NBC News/Marist Poll Louisiana Registered Voters. Interviews conducted October 27th through October 30th, 2014, n=961 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		Louisiana Registered Voters			
		Louisiana run-off tossup for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Mary Landrieu, the Democrat	Rob Maness, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Louisiana Registered Voters		46%	47%	1%	5%
Party Identification	Democrat	86%	12%	0%	2%
	Republican	15%	84%	1%	1%
	Independent	37%	51%	2%	10%
Political Ideology	Very liberal-Liberal	85%	9%	2%	4%
	Moderate	56%	40%	1%	4%
	Conservative-Very conservative	31%	63%	1%	5%
Region	North/Central	42%	52%	0%	6%
	Cajun Country	44%	52%	1%	4%
	Baton Rouge/East Acadiana	52%	40%	3%	4%
	Southeast	40%	53%	1%	6%
	Orleans Parish (New Orleans)	74%	17%	0%	10%
Household Income	Less than \$75,000	55%	40%	1%	5%
	\$75,000 or more	36%	61%	1%	3%
Education	Not college graduate	48%	46%	1%	4%
	College graduate	42%	51%	0%	7%
Race	White	28%	67%	2%	4%
	African American	88%	6%	0%	6%
Age	18 to 29	46%	41%	1%	11%
	30 to 44	49%	43%	2%	6%
	45 to 59	43%	54%	0%	3%
	60 or older	49%	48%	0%	3%
Gender	Men	41%	53%	0%	6%
	Women	51%	42%	2%	5%
Marital Status	Married	38%	57%	2%	3%
	Not married	54%	39%	0%	7%
Marital Status and Gender	Married men	34%	63%	1%	3%
	Not married men	46%	44%	0%	10%
	Married women	42%	51%	3%	4%
	Not married women	60%	35%	0%	4%
	Interview Type	Landline	45%	50%	1%
	Cell Phone	48%	43%	2%	7%

NBC News/Marist Poll Louisiana Registered Voters. Interviews conducted October 27th through October 30th, 2014, n=961 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		Louisiana Adults			
		Overall, do you have a favorable or an unfavorable impression of Bill Cassidy?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Louisiana Adults		41%	40%	5%	14%
Louisiana Registered Voters		43%	42%	2%	13%
Party Identification [^]	Democrat	11%	69%	3%	16%
	Republican	79%	14%	1%	6%
	Independent	48%	37%	1%	14%
Political Ideology [^]	Very liberal-Liberal	12%	73%	4%	11%
	Moderate	36%	48%	1%	15%
	Conservative-Very conservative	58%	30%	2%	10%
Region	North/Central	42%	33%	6%	20%
	Cajun Country	43%	42%	4%	12%
	Baton Rouge/East Acadiana	43%	43%	3%	10%
	Southeast	45%	37%	5%	13%
	Orleans Parish (New Orleans)	18%	62%	5%	15%
Household Income	Less than \$75,000	36%	45%	5%	14%
	\$75,000 or more	57%	33%	1%	9%
Education	Not college graduate	37%	41%	6%	15%
	College graduate	51%	36%	2%	11%
Race	White	56%	29%	3%	12%
	African American	11%	65%	7%	18%
Age	18 to 29	41%	29%	8%	23%
	30 to 44	43%	42%	4%	12%
	45 to 59	43%	44%	3%	10%
	60 or older	38%	44%	4%	14%
Gender	Men	45%	37%	5%	13%
	Women	37%	43%	4%	15%
Marital Status	Married	50%	37%	2%	12%
	Not married	35%	43%	7%	15%
Marital Status and Gender	Married men	53%	38%	1%	8%
	Not married men	40%	34%	9%	17%
	Married women	46%	35%	2%	16%
	Not married women	31%	49%	6%	14%
Interview Type	Landline	44%	42%	4%	10%
	Cell Phone	37%	38%	5%	19%

NBC News/Marist Poll Louisiana Adults. Interviews conducted October 27th through October 30th, 2014, n=1099 MOE +/- 3.0 percentage points.

[^]Louisiana Registered Voters: n=961 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Adults & Registered Voters

		Louisiana Adults			
		Overall, do you have a favorable or an unfavorable impression of Mary Landrieu?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Louisiana Adults		42%	48%	1%	8%
Louisiana Registered Voters		43%	50%	0%	7%
Party Identification^	Democrat	81%	14%	0%	5%
	Republican	13%	84%	0%	3%
	Independent	35%	56%	0%	9%
Political Ideology^	Very liberal-Liberal	80%	11%	0%	8%
	Moderate	50%	42%	0%	8%
	Conservative-Very conservative	30%	66%	0%	3%
Region	North/Central	40%	49%	2%	9%
	Cajun Country	38%	54%	1%	7%
	Baton Rouge/East Acadiana	49%	46%	0%	5%
	Southeast	35%	53%	1%	11%
	Orleans Parish (New Orleans)	68%	19%	0%	13%
Household Income	Less than \$75,000	47%	43%	1%	9%
	\$75,000 or more	36%	62%	0%	1%
Education	Not college graduate	42%	47%	2%	10%
	College graduate	42%	53%	0%	5%
Race	White	25%	67%	1%	7%
	African American	78%	10%	1%	11%
Age	18 to 29	32%	45%	3%	21%
	30 to 44	44%	48%	1%	7%
	45 to 59	42%	54%	0%	3%
	60 or older	49%	47%	0%	4%
Gender	Men	39%	53%	1%	7%
	Women	45%	44%	1%	10%
Marital Status	Married	38%	56%	1%	5%
	Not married	45%	42%	1%	11%
Marital Status and Gender	Married men	36%	61%	1%	2%
	Not married men	41%	46%	2%	11%
	Married women	40%	51%	1%	8%
	Not married women	49%	39%	1%	11%
	Interview Type	Landline	43%	52%	1%
	Cell Phone	41%	45%	1%	13%

NBC News/Marist Poll Louisiana Adults. Interviews conducted October 27th through October 30th, 2014, n=1099 MOE +/- 3.0 percentage points.

^Louisiana Registered Voters: n=961 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Adults & Registered Voters

		Louisiana Adults			
		Overall, do you have a favorable or an unfavorable impression of Rob Maness?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Louisiana Adults		35%	23%	17%	26%
Louisiana Registered Voters		38%	23%	12%	26%
Party Identification^	Democrat	17%	34%	16%	33%
	Republican	59%	14%	7%	20%
	Independent	44%	22%	10%	23%
Political Ideology^	Very liberal-Liberal	21%	39%	14%	27%
	Moderate	31%	25%	12%	32%
	Conservative-Very conservative	48%	20%	11%	21%
Region	North/Central	35%	17%	19%	28%
	Cajun Country	35%	24%	17%	24%
	Baton Rouge/East Acadiana	31%	29%	16%	24%
	Southeast	40%	21%	15%	24%
	Orleans Parish (New Orleans)	29%	26%	16%	29%
Household Income	Less than \$75,000	31%	25%	19%	25%
	\$75,000 or more	47%	23%	8%	22%
Education	Not college graduate	33%	22%	20%	25%
	College graduate	39%	24%	11%	26%
Race	White	46%	16%	16%	23%
	African American	10%	38%	19%	33%
Age	18 to 29	24%	25%	21%	30%
	30 to 44	33%	25%	18%	25%
	45 to 59	44%	22%	13%	21%
	60 or older	35%	19%	18%	27%
Gender	Men	41%	21%	14%	24%
	Women	30%	24%	19%	27%
Marital Status	Married	41%	23%	14%	22%
	Not married	30%	23%	20%	28%
Marital Status and Gender	Married men	47%	21%	11%	20%
	Not married men	34%	22%	18%	26%
	Married women	34%	25%	17%	24%
	Not married women	26%	24%	21%	29%
	Interview Type	Landline	39%	23%	17%
	Cell Phone	30%	22%	17%	31%

NBC News/Marist Poll Louisiana Adults. Interviews conducted October 27th through October 30th, 2014, n=1099 MOE +/- 3.0 percentage points.

^Louisiana Registered Voters: n=961 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Louisiana Tables of Adults & Registered Voters

Louisiana Registered Voters

Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:

		Job creation and economic growth	Health care	Social Security and Medicare	Breaking the partisan gridlock in Washington to get things done	The deficit and government spending	Military action against ISIS, the Islamic State in Iraq and Syria	Immigration	Looking out for the interests of women	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Louisiana Registered Voters		19%	18%	17%	13%	7%	6%	6%	3%	1%	6%	2%	1%
Party Identification	Democrat	20%	18%	28%	7%	1%	6%	3%	4%	0%	8%	3%	3%
	Republican	17%	18%	12%	15%	10%	8%	9%	2%	1%	7%	1%	0%
	Independent	21%	16%	9%	20%	11%	5%	6%	2%	1%	5%	2%	1%
Political Ideology	Very liberal-Liberal	26%	18%	18%	15%	2%	6%	2%	4%	1%	4%	3%	2%
	Moderate	22%	15%	14%	18%	5%	8%	5%	3%	0%	5%	3%	1%
	Conservative-Very conservative	15%	19%	19%	11%	10%	5%	7%	2%	1%	7%	2%	1%
Region	North/Central	14%	16%	16%	14%	9%	6%	7%	5%	0%	6%	4%	2%
	Cajun Country	17%	17%	16%	15%	8%	7%	7%	3%	0%	7%	2%	1%
	Baton Rouge/East Acadiana	15%	18%	20%	13%	7%	8%	7%	1%	0%	8%	1%	1%
	Southeast	19%	22%	18%	13%	5%	4%	5%	3%	2%	7%	2%	1%
	Orleans Parish (New Orleans)	44%	13%	16%	6%	4%	5%	1%	5%	2%	0%	2%	1%
Household Income	Less than \$75,000	17%	18%	21%	14%	5%	5%	5%	4%	0%	5%	3%	2%
	\$75,000 or more	22%	18%	6%	17%	10%	8%	8%	2%	0%	6%	2%	1%
Education	Not college graduate	15%	17%	21%	11%	6%	7%	7%	3%	1%	7%	3%	2%
	College graduate	27%	19%	10%	19%	9%	5%	3%	3%	0%	4%	1%	1%
Race	White	17%	17%	14%	16%	9%	8%	6%	2%	1%	6%	2%	1%
	African American	22%	20%	24%	8%	2%	4%	3%	5%	0%	6%	3%	3%
	Other	21%	14%	19%	10%	8%	3%	12%	3%	0%	7%	1%	3%
Age	18 to 29	24%	17%	8%	7%	4%	9%	13%	9%	0%	5%	3%	1%
	30 to 44	26%	19%	10%	15%	8%	5%	5%	2%	1%	6%	2%	1%
	45 to 59	16%	21%	15%	14%	8%	6%	5%	3%	0%	8%	3%	1%
	60 or older	11%	13%	32%	16%	6%	6%	4%	1%	1%	6%	1%	3%
Gender	Men	21%	13%	14%	18%	9%	5%	9%	2%	0%	6%	2%	1%
	Women	16%	21%	20%	9%	5%	7%	4%	4%	1%	7%	3%	2%
Marital Status	Married	18%	16%	14%	16%	10%	6%	6%	2%	1%	7%	2%	1%
	Not married	19%	19%	20%	11%	4%	6%	6%	4%	1%	6%	3%	2%
Marital Status and Gender	Married men	19%	12%	14%	19%	14%	4%	8%	1%	0%	6%	1%	1%
	Not married men	24%	15%	15%	18%	4%	6%	9%	2%	0%	4%	2%	1%
	Married women	17%	20%	14%	14%	7%	8%	4%	3%	1%	7%	3%	1%
	Not married women	16%	22%	24%	6%	4%	6%	4%	5%	1%	7%	3%	3%
Interview Type	Landline	18%	17%	21%	14%	9%	6%	5%	2%	0%	5%	2%	2%
	Cell Phone	19%	19%	13%	13%	5%	6%	7%	5%	1%	8%	3%	1%

NBC News/Marist Poll Louisiana Registered Voters. Interviews conducted October 27th through October 30th, 2014, n=961 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.