

**FOR IMMEDIATE RELEASE**

**August 25, 2010**

**INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)**

**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Vitter Has Majority Support Over Melancon**

**Raleigh, N.C.** – Despite recognizing his personal failings, Louisiana voters continue to give Republican Senator David Vitter one of the highest approval ratings of any senator PPP has polled this year. Vitter is also still favored for re-election over Democrat Charlie Melancon, leading 51-41 among likely voters. He led 46-37 among registered voters the last time PPP polled the race in June.

In a much more conservative and Republican electorate compared to two months ago, 53% now approve of Vitter's job performance, with 41% disapproving. In June, the figure was 45-43. While the proportion of independents has decreased significantly in that time, they now approve, 65-33, after disapproving, 48-40, previously. Melancon's personal favorability, only 29-34 in June, is now 26-48. Independents liked him by a 37-30 margin then, but dislike him now, 31-41. Republicans have moved severely from 18-44 to 8-69.

Despite these trends, Melancon has treaded water in the horse race by significantly boosting his support among his own party members, from 56% in June to 77% now. But Vitter still gets a worrisome 17% of Democrats. He has also upped his support among the GOP, from 76% to 86%, and independents now prefer him, 48-38, after favoring Melancon, 40-37, in June.

By a 44-21 margin, voters do not view Vitter as a good model of Christian living; of Melancon, they say that only 23-21. 32% say Melancon is a better representative of Christian values, to 22% who say Vitter. And Louisianans, 22-17, would prefer their daughters be married to Melancon over Vitter.

“If even voters who see him as a better role model than David Vitter still prefer Vitter, Charlie Melancon is going to have a very difficult time closing this persistent gap between now and November,” said Dean Debnam, President of Public Policy Polling.

PPP surveyed 403 likely Louisiana voters on August 21<sup>st</sup> and 22<sup>nd</sup>. The margin of error for the survey is +/-4.9%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



## Louisiana Survey Results

**Q1** Do you approve or disapprove of President Barack Obama's job performance?

*Approve* ..... 35%  
*Disapprove*..... 61%  
*Not sure* ..... 5%

**Q2** Do you approve or disapprove of Senator Mary Landrieu's job performance?

*Approve* ..... 41%  
*Disapprove*..... 53%  
*Not sure* ..... 7%

**Q3** Do you approve or disapprove of Senator David Vitter's job performance?

*Approve* ..... 53% *Not sure* ..... 6%  
*Disapprove*..... 41%

**Q4** Do you have a favorable or unfavorable opinion of Charlie Melancon?

*Favorable*..... 26%  
*Unfavorable* ..... 48%  
*Not sure* ..... 26%

**Q5** Do you have a favorable or unfavorable opinion of Chet Traylor?

*Favorable*..... 11%  
*Unfavorable* ..... 25%  
*Not sure* ..... 64%

**Q6** If the candidates for US Senate this fall were Democrat Charlie Melancon and Republican David Vitter, who would you vote for?

*Charlie Melancon*..... 41%  
*David Vitter* ..... 51%  
*Undecided*..... 8%

**Q7** If the candidates for US Senate this fall were Democrat Charlie Melancon and Republican Chet Traylor, who would you vote for?

*Charlie Melancon*..... 40%  
*Chet Traylor* ..... 39%  
*Undecided*..... 21%

**Q8** Would you say that Charlie Melancon is or is not a good model of Christian living?

*Is a good Christian model* ..... 21%  
*Is not a good Christian model* ..... 23%  
*Not sure* ..... 56%

**Q9** Would you say that David Vitter is or is not a good model of Christian living?

*Is a good Christian model* ..... 21%  
*Is not a good Christian model* ..... 44%  
*Not sure* ..... 35%

**Q10** Who do you think is a better representative of Christian values: Charlie Melancon or David Vitter?

*Charlie Melancon*..... 32%  
*David Vitter* ..... 22%  
*Not sure* ..... 45%

**Q11** Hypothetically speaking, if you had a daughter, would you rather she was married to Charlie Melancon or David Vitter?

*Charlie Melancon*..... 24%  
*David Vitter* ..... 17%  
*Wouldn't want daughter married to any politician*..... 55%  
*Not sure* ..... 4%

**Q12** Who did you vote for president in 2008?

*John McCain*..... 57%  
*Barack Obama*..... 37%  
*Someone else/Don't remember* ..... 6%





**Q13** Would you describe yourself as a liberal, moderate, or conservative?

*Liberal*..... 14%  
*Moderate*..... 36%  
*Conservative*..... 50%

**Q14** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 56%  
*Man*..... 44%

**Q15** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat* ..... 44%  
*Republican*..... 45%  
*Independent/Other*..... 11%

**Q16** If you are white, press 1. If African-American, press 2. If other, press 3.

*White* ..... 71%  
*African-American* ..... 25%  
*Other*..... 4%

**Q17** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29*..... 10%  
*30 to 45*..... 22%  
*46 to 65*..... 44%  
*Older than 65*..... 25%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Obama Approval</b>				
<b>Approve</b>	35%	3%	87%	9%
<b>Disapprove</b>	61%	94%	8%	69%
<b>Not sure</b>	5%	3%	5%	22%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Landrieu Approval</b>				
<b>Approve</b>	41%	14%	80%	53%
<b>Disapprove</b>	53%	79%	15%	36%
<b>Not sure</b>	7%	7%	5%	11%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Vitter Approval</b>				
<b>Approve</b>	53%	75%	19%	60%
<b>Disapprove</b>	41%	20%	74%	33%
<b>Not sure</b>	6%	6%	8%	7%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Melancon Favorability</b>				
<b>Favorable</b>	26%	10%	49%	32%
<b>Unfavorable</b>	48%	67%	21%	37%
<b>Not sure</b>	26%	23%	30%	32%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Traylor Favorability</b>				
<b>Favorable</b>	11%	11%	12%	3%
<b>Unfavorable</b>	25%	25%	25%	19%
<b>Not sure</b>	64%	64%	63%	78%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Vitter/Melancon</b>				
<b>Charlie Melancon</b>	41%	9%	89%	35%
<b>David Vitter</b>	51%	81%	8%	49%
<b>Undecided</b>	8%	10%	3%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Traylor/Melancon</b>				
<b>Charlie Melancon</b>	40%	10%	86%	38%
<b>Chet Traylor</b>	39%	64%	5%	14%
<b>Undecided</b>	21%	26%	9%	48%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Melancon Christian Model</b>				
<b>Is a good Christian model</b>	21%	14%	31%	25%
<b>Is not a good Christian model</b>	23%	34%	9%	6%
<b>Not sure</b>	56%	52%	59%	70%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Vitter Christian Model</b>				
Is a good Christian model	21%	28%	9%	23%
Is not a good Christian model	44%	35%	60%	33%
Not sure	35%	38%	31%	44%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Better Christian Values</b>				
Charlie Melancon	32%	15%	59%	28%
David Vitter	22%	33%	9%	2%
Not sure	45%	52%	32%	70%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Daughter Married to Melancon/Vitter</b>				
Charlie Melancon	24%	11%	45%	23%
David Vitter	17%	26%	5%	11%
Wouldn't want daughter married to any politician	55%	61%	45%	56%
Not sure	4%	2%	5%	10%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama Approval</b>				
Approve	35%	81%	47%	12%
Disapprove	61%	14%	48%	83%
Not sure	5%	4%	5%	4%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Landrieu Approval</b>				
<b>Approve</b>	41%	85%	54%	19%
<b>Disapprove</b>	53%	12%	37%	75%
<b>Not sure</b>	7%	3%	10%	5%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Vitter Approval</b>				
<b>Approve</b>	53%	22%	41%	70%
<b>Disapprove</b>	41%	70%	52%	24%
<b>Not sure</b>	6%	9%	7%	6%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Melancon Favorability</b>				
<b>Favorable</b>	26%	49%	36%	12%
<b>Unfavorable</b>	48%	25%	37%	62%
<b>Not sure</b>	26%	27%	27%	25%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Traylor Favorability</b>				
<b>Favorable</b>	11%	10%	15%	8%
<b>Unfavorable</b>	25%	21%	22%	28%
<b>Not sure</b>	64%	69%	63%	64%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Vitter/Melancon</b>				
Charlie Melancon	41%	84%	58%	16%
David Vitter	51%	7%	38%	73%
Undecided	8%	8%	4%	10%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Traylor/Melancon</b>				
Charlie Melancon	40%	84%	58%	15%
Chet Traylor	39%	4%	29%	56%
Undecided	21%	11%	13%	29%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Melancon Christian Model</b>				
Is a good Christian model	21%	40%	31%	9%
Is not a good Christian model	23%	7%	20%	30%
Not sure	56%	54%	49%	61%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Vitter Christian Model</b>				
Is a good Christian model	21%	13%	17%	26%
Is not a good Christian model	44%	54%	60%	29%
Not sure	35%	33%	23%	45%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Better Christian Values</b>				
<b>Charlie Melancon</b>	32%	60%	45%	16%
<b>David Vitter</b>	22%	4%	20%	29%
<b>Not sure</b>	45%	37%	35%	55%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Daughter Married to Melancon/Vitter</b>				
<b>Charlie Melancon</b>	24%	41%	33%	13%
<b>David Vitter</b>	17%	4%	12%	25%
<b>Wouldn't want daughter married to any politician</b>	55%	52%	51%	58%
<b>Not sure</b>	4%	3%	4%	4%

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
<b>Approve</b>	35%	36%	32%
<b>Disapprove</b>	61%	59%	62%
<b>Not sure</b>	5%	4%	5%

	Base	Gender	
		Woman	Man
<b>Landrieu Approval</b>			
<b>Approve</b>	41%	44%	37%
<b>Disapprove</b>	53%	49%	57%
<b>Not sure</b>	7%	7%	6%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Vitter Approval</b>			
<b>Approve</b>	53%	52%	55%
<b>Disapprove</b>	41%	41%	40%
<b>Not sure</b>	6%	7%	6%

	Base	Gender	
		Woman	Man
<b>Melancon Favorability</b>			
<b>Favorable</b>	26%	27%	25%
<b>Unfavorable</b>	48%	44%	53%
<b>Not sure</b>	26%	30%	22%

	Base	Gender	
		Woman	Man
<b>Traylor Favorability</b>			
<b>Favorable</b>	11%	8%	14%
<b>Unfavorable</b>	25%	21%	29%
<b>Not sure</b>	64%	71%	57%

	Base	Gender	
		Woman	Man
<b>Vitter/Melancon</b>			
<b>Charlie Melancon</b>	41%	43%	37%
<b>David Vitter</b>	51%	49%	55%
<b>Undecided</b>	8%	8%	7%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Traylor/Melancon</b>			
<b>Charlie Melancon</b>	40%	43%	37%
<b>Chet Traylor</b>	39%	36%	42%
<b>Undecided</b>	21%	21%	20%

	Base	Gender	
		Woman	Man
<b>Melancon Christian Model</b>			
<b>Is a good Christian model</b>	21%	22%	21%
<b>Is not a good Christian model</b>	23%	18%	30%
<b>Not sure</b>	56%	61%	49%

	Base	Gender	
		Woman	Man
<b>Vitter Christian Model</b>			
<b>Is a good Christian model</b>	21%	20%	22%
<b>Is not a good Christian model</b>	44%	42%	47%
<b>Not sure</b>	35%	39%	31%

	Base	Gender	
		Woman	Man
<b>Better Christian Values</b>			
<b>Charlie Melancon</b>	32%	33%	32%
<b>David Vitter</b>	22%	18%	27%
<b>Not sure</b>	45%	49%	41%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Daughter Married to Melancon/Vitter</b>			
Charlie Melancon	24%	20%	30%
David Vitter	17%	16%	19%
Wouldn't want daughter married to any politician	55%	59%	49%
Not sure	4%	5%	2%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Obama Approval</b>				
Approve	35%	69%	4%	26%
Disapprove	61%	24%	95%	65%
Not sure	5%	7%	1%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Landrieu Approval</b>				
Approve	41%	70%	14%	38%
Disapprove	53%	25%	79%	53%
Not sure	7%	5%	7%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Vitter Approval</b>				
Approve	53%	23%	78%	65%
Disapprove	41%	69%	16%	33%
Not sure	6%	8%	6%	2%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Melancon Favorability</b>				
<b>Favorable</b>	26%	43%	8%	31%
<b>Unfavorable</b>	48%	28%	69%	41%
<b>Not sure</b>	26%	29%	23%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Traylor Favorability</b>				
<b>Favorable</b>	11%	10%	12%	11%
<b>Unfavorable</b>	25%	27%	25%	14%
<b>Not sure</b>	64%	63%	64%	75%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Vitter/Melancon</b>				
<b>Charlie Melancon</b>	41%	77%	7%	38%
<b>David Vitter</b>	51%	17%	86%	48%
<b>Undecided</b>	8%	7%	7%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Traylor/Melancon</b>				
<b>Charlie Melancon</b>	40%	74%	8%	40%
<b>Chet Traylor</b>	39%	13%	65%	34%
<b>Undecided</b>	21%	13%	28%	26%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Melancon Christian Model</b>				
Is a good Christian model	21%	30%	11%	28%
Is not a good Christian model	23%	13%	35%	15%
Not sure	56%	57%	54%	58%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Vitter Christian Model</b>				
Is a good Christian model	21%	7%	32%	28%
Is not a good Christian model	44%	58%	30%	48%
Not sure	35%	35%	38%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Better Christian Values</b>				
Charlie Melancon	32%	54%	12%	34%
David Vitter	22%	8%	37%	18%
Not sure	45%	39%	51%	48%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Daughter Married to Melancon/Vitter</b>				
Charlie Melancon	24%	42%	8%	22%
David Vitter	17%	6%	28%	16%
Wouldn't want daughter married to any politician	55%	48%	62%	51%
Not sure	4%	4%	2%	11%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Obama Approval</b>				
<b>Approve</b>	35%	18%	83%	32%
<b>Disapprove</b>	61%	77%	13%	61%
<b>Not sure</b>	5%	5%	4%	7%

	Base	Race		
		White	African-American	Other
<b>Landrieu Approval</b>				
<b>Approve</b>	41%	28%	79%	29%
<b>Disapprove</b>	53%	65%	17%	64%
<b>Not sure</b>	7%	7%	4%	7%

	Base	Race		
		White	African-American	Other
<b>Vitter Approval</b>				
<b>Approve</b>	53%	61%	30%	50%
<b>Disapprove</b>	41%	34%	60%	43%
<b>Not sure</b>	6%	5%	11%	7%

	Base	Race		
		White	African-American	Other
<b>Melancon Favorability</b>				
<b>Favorable</b>	26%	23%	36%	14%
<b>Unfavorable</b>	48%	56%	26%	46%
<b>Not sure</b>	26%	21%	38%	39%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Traylor Favorability</b>				
Favorable	11%	10%	13%	7%
Unfavorable	25%	25%	28%	7%
Not sure	64%	65%	60%	86%

	Base	Race		
		White	African-American	Other
<b>Vitter/Melancon</b>				
Charlie Melancon	41%	24%	89%	25%
David Vitter	51%	67%	9%	46%
Undecided	8%	9%	2%	29%

	Base	Race		
		White	African-American	Other
<b>Traylor/Melancon</b>				
Charlie Melancon	40%	25%	87%	18%
Chet Traylor	39%	50%	6%	43%
Undecided	21%	25%	6%	39%

	Base	Race		
		White	African-American	Other
<b>Melancon Christian Model</b>				
Is a good Christian model	21%	21%	23%	14%
Is not a good Christian model	23%	27%	13%	25%
Not sure	56%	52%	64%	61%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Vitter Christian Model</b>				
Is a good Christian model	21%	22%	17%	14%
Is not a good Christian model	44%	42%	47%	54%
Not sure	35%	35%	36%	32%

	Base	Race		
		White	African-American	Other
<b>Better Christian Values</b>				
Charlie Melancon	32%	25%	53%	29%
David Vitter	22%	26%	11%	25%
Not sure	45%	49%	36%	46%

	Base	Race		
		White	African-American	Other
<b>Daughter Married to Melancon/Vitter</b>				
Charlie Melancon	24%	20%	36%	25%
David Vitter	17%	20%	9%	14%
Wouldn't want daughter married to any politician	55%	57%	49%	43%
Not sure	4%	2%	6%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
Approve	35%	46%	27%	38%	30%
Disapprove	61%	46%	73%	57%	63%
Not sure	5%	9%	-	5%	7%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Landrieu Approval</b>					
<b>Approve</b>	41%	53%	32%	44%	38%
<b>Disapprove</b>	53%	40%	61%	49%	55%
<b>Not sure</b>	7%	7%	7%	7%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Vitter Approval</b>					
<b>Approve</b>	53%	42%	51%	53%	59%
<b>Disapprove</b>	41%	44%	41%	44%	32%
<b>Not sure</b>	6%	14%	7%	3%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Melancon Favorability</b>					
<b>Favorable</b>	26%	40%	18%	27%	25%
<b>Unfavorable</b>	48%	34%	52%	47%	51%
<b>Not sure</b>	26%	26%	30%	26%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Traylor Favorability</b>					
<b>Favorable</b>	11%	17%	9%	12%	8%
<b>Unfavorable</b>	25%	27%	22%	27%	22%
<b>Not sure</b>	64%	56%	69%	61%	70%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Vitter/Melancon</b>					
Charlie Melancon	41%	61%	31%	44%	36%
David Vitter	51%	35%	62%	48%	54%
Undecided	8%	4%	7%	8%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Traylor/Melancon</b>					
Charlie Melancon	40%	52%	34%	43%	35%
Chet Traylor	39%	32%	43%	37%	40%
Undecided	21%	16%	22%	19%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Melancon Christian Model</b>					
Is a good Christian model	21%	40%	16%	21%	18%
Is not a good Christian model	23%	17%	25%	21%	27%
Not sure	56%	42%	58%	58%	55%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Vitter Christian Model</b>					
Is a good Christian model	21%	32%	24%	16%	21%
Is not a good Christian model	44%	39%	42%	49%	39%
Not sure	35%	29%	34%	35%	40%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Better Christian Values</b>					
<b>Charlie Melancon</b>	<b>32%</b>	45%	28%	34%	29%
<b>David Vitter</b>	<b>22%</b>	20%	20%	22%	25%
<b>Not sure</b>	<b>45%</b>	36%	52%	44%	47%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Daughter Married to Melancon/Vitter</b>					
<b>Charlie Melancon</b>	<b>24%</b>	34%	20%	25%	24%
<b>David Vitter</b>	<b>17%</b>	19%	19%	16%	17%
<b>Wouldn't want daughter married to any politician</b>	<b>55%</b>	45%	54%	57%	55%
<b>Not sure</b>	<b>4%</b>	2%	7%	2%	4%

