

FOR IMMEDIATE RELEASE

August 25, 2010

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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 21st and 22nd. 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
Obama Approval				
Approve	35%	3%	87%	9%
Disapprove	61%	94%	8%	69%
Not sure	5%	3%	5%	22%

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

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

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





Crosstabs

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

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

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

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





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Vitter Christian Model				
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
Better Christian Values				
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
Daughter Married to Melancon/Vitter				
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
Obama Approval				
Approve	35%	81%	47%	12%
Disapprove	61%	14%	48%	83%
Not sure	5%	4%	5%	4%





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

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

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

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

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





Crosstabs

	Base	Gender	
		Woman	Man
Daughter Married to Melancon/Vitter			
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
Obama Approval				
Approve	35%	69%	4%	26%
Disapprove	61%	24%	95%	65%
Not sure	5%	7%	1%	9%

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

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





Crosstabs

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

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

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

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





Crosstabs

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

	Base	Party		
		Democrat	Republican	Independent/Other
Daughter Married to Melancon/Vitter				
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
Obama Approval				
Approve	35%	18%	83%	32%
Disapprove	61%	77%	13%	61%
Not sure	5%	5%	4%	7%

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

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

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





Crosstabs

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

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

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

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

	Base	Race		
		White	African-American	Other
Daughter Married to Melancon/Vitter				
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
Obama Approval					
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
Landrieu Approval					
Approve	41%	53%	32%	44%	38%
Disapprove	53%	40%	61%	49%	55%
Not sure	7%	7%	7%	7%	6%

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

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

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





Crosstabs

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

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

