



POLLING METHODOLOGY

To ensure that polls we conduct for your campaign are most accurate and relevant, it's important to first discuss the types of voter populations on which our polls are conducted:

- ✓ **Registered Voters** – Randomly picking voters from the voter lists and calling them. While this is the least labor intensive, this is also, in our opinion, the least useful – in the 2008 Presidential election, for example, 33% of registered voters in Louisiana did not vote. It doesn't make sense to include these voters in any poll sample!
- ✓ **Likely Voters** – Using predetermined criteria to filter out “unlikely” voters. This criteria is subjective, but in general, those who have never voted or those who, in the pollster's judgment, are highly unlikely to vote, would not be included in a “likely voter” sample.
- ✓ **Chronic Voters** – Using predetermined criteria to filter out “unlikely” and occasional voters. This criteria is even more subjective than the “likely voter” criteria, but in general, those who have not demonstrated a level of consistency in voting would not be included in a “chronic voter” sample.

Our philosophy about which population to use depends on the election, but we are generally comfortable with a “likely voter” model (as opposed to a “registered voter” model) for most elections. That way, we can see which strata of voter (chronic vs likely) we need to reach with get out the vote (GOTV) efforts. For this poll, we chose a sample of 5,754 “likely voter” households for an automated poll, and 576 responded to one or more of three poll questions.

We also wish to emphasize that the racial breakdown of the “likely voter” poll sample was 82-15% white. Those who responded to the poll, however, were 91-7% white. Therefore, where appropriate, we have weighted the survey answers to reflect the racial breakdown of those we believe who will vote in the October primary.

POLLING RESULTS BY QUESTION

(Note: these results were adjusted for race)

Question 1: If the election were held today for the U.S. Senate race, who would you vote for ?

David Vitter	48%
Charlie Melancon	34%
Third Party Candidate	7%
Undecided	11%

Question 2: Do you support the principles of the Tea Party ?

Yes **52%**
No **34%**
Undecided **14%**

Question 3: If the election were held today for the School Board race, who would you vote for ?

Connie Bernard **42%**
Undecided **33%**
Brandon Decuir **10%**
Brian Blackwell **9%**
Eva Kemp-Melder **5%**

CROSSTABS

Description	DEM %	OTHER %	REP %
Connie Bernard	26%	44%	61%
Undecided	36%	36%	30%
Brandon Decuir	16%	9%	2%
Brian Blackwell	16%	5%	2%
Eva Kemp-Melder	7%	6%	4%

Comment: The competition has gained little traction with Democrats or Independents. Firm up support with Republicans, then focus on the Independents.

Description	Black %	Other %	White %
Connie Bernard	9%	44%	48%
Undecided	35%	33%	33%
Brandon Decuir	29%	11%	7%
Brian Blackwell	24%	11%	6%
Eva Kemp-Melder	3%	0%	6%

Comment: Typically, black undecideds are not available for a Republican. However, note that the undecided percentage is evenly dispersed among all races – getting a third of the white undecideds should give you the votes you need to get to 50%

Description	Likely %	Chronic %
Connie Bernard	50%	44%
Undecided	32%	33%
Brandon Decuir	6%	9%
Brian Blackwell	6%	8%
Eva Kemp-Melder	6%	5%

Comment: Chronic voters are more likely to have made their minds up already; it is with likely voters that the aggressive grassroots outreach has paid off. This may be a group you want to focus on for GOTV.