



Poll Results

61% oppose (19% support) demolishing/rebuilding downtown library
53-29% support the Baton Rouge Tea Party's efforts
55-24% approval of Mayor-President Holden

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 (28% in East Baton Rouge Parish) 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. For this poll, we chose a sample of 9,989 “likely voter” East Baton Rouge Parish households for an automated poll, and 826 responded to one or more of three poll questions.

This survey was conducted November 15-16. The margin of error, with a 95% confidence interval, was 3.27%.

We also wish to emphasize that the racial breakdown of the “likely voter” poll sample was 57-39% white. Those who responded to the poll, however, were 70-27% white. Therefore, where appropriate, we have weighted the survey answers to reflect the racial breakdown of the population of likely voters in East Baton Rouge Parish.

POLL RESULTS

(Note: results were adjusted for race)

Question 1: Do you approve of the job performance of Mayor President “Kip” Holden ?

Approve 55%
Disapprove 24%
Undecided 22%

Question 2: Do you support the Tea Party’s efforts to increase public awareness of local government?

Favor 53%
Oppose 29%
Undecided 18%

Question 3: The Metro Council is about to vote on a Library Board request to demolish and rebuild the River Center Branch Library, at twice its current size and at a cost of \$22 million dollars. Do you....?

Approve 19%
Disapprove 61%
Undecided 20%

CROSSTABS

Question 1 – Holden Approval

| By Race | | | |
|------------------------|--------------|--------------|--------------|
| Holden Approval | White | Black | Other |
| Approve | 49% | 64% | 54% |
| Disapprove | 28% | 17% | 25% |
| Undecided | 23% | 19% | 21% |

| By Party | | | |
|------------------------|------------|------------|------------|
| Holden Approval | Dem | Rep | Ind |
| Approve | 60% | 42% | 57% |
| Disapprove | 19% | 36% | 18% |
| Undecided | 21% | 22% | 26% |

| By Region (Defined in Appendix A) | | | | | | | | |
|--|--------------|----------------|----------------|------------------------|--------------------------|-------------------|------------------|----------------|
| Holden Approval | Baker | Central | Choctaw | Garden District | Highland /Perkins | Inner City | Southeast | Zachary |
| Approve | 43% | 26% | 46% | 63% | 61% | 61% | 56% | 32% |
| Disapprove | 30% | 52% | 28% | 14% | 19% | 18% | 23% | 41% |
| Undecided | 27% | 22% | 26% | 23% | 20% | 21% | 22% | 27% |

| By Voter Likelihood | | | |
|----------------------------|-------------------|---------------|----------------|
| Holden Approval | Registered | Likely | Chronic |
| Approve | 57% | 58% | 50% |
| Disapprove | 15% | 21% | 28% |
| Undecided | 28% | 21% | 22% |

Comment: Not only is Mayor-President “Kip” Holden’s approval rating above 50%, but he continues to enjoy broad based support, whether you look at the race or party affiliation of the poll respondents. The only areas of weakness for the mayor are with voters in Central and Zachary.

Question 2 – Tea Party support

| By Race | | | |
|-------------------|-------|-------|-------|
| Tea Party Support | White | Black | Other |
| Approve | 66% | 34% | 55% |
| Disapprove | 18% | 45% | 25% |
| Undecided | 16% | 22% | 20% |

| By Party | | | |
|-------------------|-----|-----|-----|
| Tea Party Support | Dem | Rep | Ind |
| Favor | 40% | 78% | 57% |
| Oppose | 38% | 9% | 25% |
| Undecided | 22% | 13% | 18% |

| By Region (Defined in Appendix A) | | | | | | | | |
|-----------------------------------|-------|---------|---------|-----------------|------------------|------------|-----------|---------|
| Tea Party Support | Baker | Central | Choctaw | Garden District | Highland/Perkins | Inner City | Southeast | Zachary |
| Favor | 50% | 68% | 50% | 53% | 59% | 35% | 66% | 63% |
| Oppose | 31% | 12% | 29% | 25% | 26% | 43% | 19% | 20% |
| Undecided | 19% | 20% | 21% | 22% | 16% | 22% | 15% | 17% |

| By Voter Likelihood | | | |
|---------------------|------------|--------|---------|
| Tea Party Support | Registered | Likely | Chronic |
| Favor | 54% | 58% | 57% |
| Oppose | 23% | 25% | 26% |
| Undecided | 23% | 17% | 17% |

Comment: Though the TEA Party is supported more by Republicans/voters in more conservative sections of the parish, the polarization on this issue is not as significant as the “conventional wisdom” would seem to suggest.

Question 3 – Downtown library demolish/rebuild

| By Race | | | |
|--------------------------|-------|-------|-------|
| Demolish/rebuild library | White | Black | Other |
| Approve | 16% | 23% | 21% |
| Disapprove | 67% | 53% | 68% |
| Undecided | 17% | 24% | 11% |

| By Party | | | |
|-------------------------|------------|------------|------------|
| Demolish library | Dem | Rep | Ind |
| Approve | 22% | 11% | 24% |
| Disapprove | 57% | 74% | 57% |
| Undecided | 22% | 15% | 19% |

| By Region (Defined in Appendix A) | | | | | | | | |
|--|--------------|----------------|----------------|------------------------|--------------------------|-------------------|------------------|----------------|
| Demolish library | Baker | Central | Choctaw | Garden District | Highland/ Perkins | Inner City | Southeast | Zachary |
| Approve | 10% | 5% | 16% | 31% | 23% | 25% | 16% | 11% |
| Disapprove | 74% | 77% | 75% | 52% | 59% | 52% | 67% | 63% |
| Undecided | 16% | 19% | 9% | 17% | 19% | 23% | 18% | 26% |

| By Voter Likelihood | | | |
|----------------------------|-------------------|---------------|----------------|
| Demolish library | Registered | Likely | Chronic |
| Approve | 37% | 18% | 15% |
| Disapprove | 39% | 59% | 68% |
| Undecided | 24% | 23% | 16% |

Comment: There is little support for the proposal to demolish/rebuild the library with any demographic group in the parish, although curiously the “low information” registered voter group was evenly split on the issue.

Appendix A: Regions of East Baton Rouge Parish

