



## **JMCEL’s “Pulse of Louisiana” Poll**

**58% would not re-elect President Obama**

**40% would re-elect Senator Landrieu’s (18% undecided)**

**Healthcare reform support hurts Senator Landrieu 46-30%**

### **POLLING METHODOLOGY**

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

- ✓ **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. For this poll, we chose a sample of 9,770 likely Louisiana households for an automated poll, and 645 responded to one or more of three poll questions. We chose a “likely voter” model because we believe this will most closely approximate the 2014 electorate.

The survey was conducted June 13. The margin of error, with a 95% confidence interval, was 3.73%.

### **POLL RESULTS**

**Question 1: Would you vote to re-elect President Barack Obama ?**

<b>Yes</b>	<b>33%</b>
<b>No</b>	<b>58%</b>
<b>Undecided</b>	<b>9%</b>

Question 2: Would you vote to re-elect Senator Mary Landrieu ?

**Yes** 40%  
**No** 42%  
**Undecided** 17%

Question 3: Does Senator Landrieu's support of healthcare reform make you more/less likely to support her ?

**More Likely** 30%  
**Less Likely** 46%  
**No Difference** 24%

**CROSSTABS**

*Question 1 – Obama Re-Election*

<b>By Race</b>			
Description	White	Black	Other
Yes	13%	83%	50%
No	77%	7%	50%
Undecided	9%	10%	0%

<b>By Party Registration</b>			
Description	Democrat	Republican	Other
Yes	47%	8%	36%
No	43%	85%	53%
Undecided	10%	7%	11%

<b>By Voter Likelihood</b>			
Description	Registered	Likely	Chronic
Yes	37%	32%	32%
No	53%	59%	59%
Undecided	10%	9%	10%

<b>By Region (See Appendix A for map)</b>				
Description	New Orleans	Baton Rouge	Bayou/ Acadiana	North/ Central
Yes	39%	29%	29%	31%
No	51%	61%	63%	60%
Undecided	11%	10%	8%	8%

**Comments:**

- The electorate is as polarized as it was in 2008, but with one curious difference: 7% of black respondents would not vote to re-elect President Obama. Since he received close to a unanimous black vote in 2008, if this small defection held up, it would depress his 2012 percentage in Louisiana by about 2%. Whether the defection is more or less than that in 2012 depends on how energized the occasional voters (the ones we classify as “registered”) are in 2012;

- That President Obama’s numbers are relatively strong in Metro New Orleans is not a big surprise: this is one area (especially within the confines of Orleans Parish) where you have a significant white liberal vote (*Note: in 2008, he only lost this area 45-54%*).

Question 2 – Landrieu Re-Election

By Race			
Description	White	Black	Other
Yes	30%	69%	33%
No	53%	13%	33%
Undecided	17%	19%	33%

By Party Registration			
Description	Democrat	Republican	Other
Yes	56%	18%	33%
No	24%	70%	48%
Undecided	21%	12%	19%

By Voter Likelihood			
Description	Registered	Likely	Chronic
Yes	41%	44%	39%
No	38%	43%	43%
Undecided	21%	13%	19%

By Region (See Appendix A for map)				
Description	New Orleans	Baton Rouge	Bayou/ Acadiana	North/ Central
Yes	49%	36%	41%	34%
No	33%	40%	43%	52%
Undecided	18%	23%	16%	14%

**Comments:**

- While 7% of black respondents would not vote to re-elect President Obama, it is also noteworthy that 13% of black respondents would not re-elect Senator Landrieu. This is potentially significant, since in 2008, she clearly benefitted both from a strong black vote for Obama and a near unanimous black vote for her;
- The fact that 21% of registered Democrats are undecided is something that should be of concern to Senator Landrieu (when you narrow the scope to white Democrats, her re-election support is 42-34%, with 24% undecided);
- Even with a high black turnout in 2008, Senator Landrieu was still re-elected by running 12 points ahead of Barack Obama. Her re-elect numbers in this poll are only 7 points ahead of Obama’s;
- Senator Landrieu’s regional strength in New Orleans has largely remained intact; the falloff in her support in the rest of the state relative to 2008 is worth noting, especially in the northern parishes where she has run relatively strongly in the past;
- If you look at Senator Landrieu’s support in 2008 (57-40% in New Orleans, 52-46% in Baton Rouge, 50-48% in Bayou/Acadiana, and 48-50% in North/Central Louisiana), you can see that her re-elect numbers have fallen the most relative to 2008 in Baton Rouge and North/Central Louisiana.

Question 3 – Landrieu Healthcare Vote

<b>By Race</b>			
Description	White	Black	Other
More Likely	20%	56%	40%
Less Likely	57%	15%	40%
No Difference	22%	29%	20%

<b>By Party Registration</b>			
Description	Democrat	Republican	Other
More Likely	42%	13%	22%
Less Likely	30%	71%	48%
No Difference	28%	16%	30%

<b>By Voter Likelihood</b>			
Description	Registered	Likely	Chronic
More Likely	34%	28%	30%
Less Likely	38%	48%	47%
No Difference	28%	24%	23%

<b>By Region</b>				
Description	New Orleans	Baton Rouge	Bayou/ Acadiana	North/ Central
More Likely	35%	32%	28%	25%
Less Likely	38%	53%	45%	50%
No Difference	27%	15%	27%	25%

**Comments:**

- Though Democrats would be more likely to support Senator Landrieu because of her healthcare vote (and Republicans strongly disagree), what is especially noteworthy is that Independents would look less favorably on her healthcare vote by a 2 to 1 margin – Independents make up 23% of registered voters, so the attitudes of this swing bloc can't be ignored;
- Senator Landrieu's election (and subsequent re-elections) has partially depended on a respectable vote from outside of New Orleans. In North Louisiana and Baton Rouge, her support of healthcare reform has resulted in absolute majorities less likely to support for her, and this potential loss of support in those areas could hurt her in 2014.

## Appendix A: Regions of Louisiana



*NC = North/Central Louisiana, BAY – Bayou/Acadiana, BR = Baton Rouge, NO = New Orleans*