



JMCEL’s “Pulse of Louisiana” Poll

67% favor term limits (8% opposed)

Business candidates preferred 48-12% over trial lawyer candidates

Republican legislative candidates preferred 43-35%

Projected GOP pickup of 8 in the House and 1 in the Senate

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 19,324 likely Louisiana households for an automated poll, and 489 responded to one or more of three poll questions. We chose a “likely voter” model because we believe this will best approximate the 2011 electorate.

The survey was conducted June 28-July 2. The margin of error, with a 95% confidence interval, was 4.38%. The racial breakdown of the electorate was 71-28% white. This demographic breakdown closely approximates the 2010 electorate (27% African-American), and we believe it is the most reasonable model to use for this year’s electorate.

POLL RESULTS

Question 1: Do you favor term limits for state legislators?

Yes	67%
No	8%
Undecided	25%

Question 2: Would you vote for a legislative candidate backed by trial lawyers or business interests?

Business Interests 48%
Trial Lawyers 12%
Undecided 40%

Question 3: Would you vote for a Democratic or a Republican legislative candidate ?

Republican 43%
Democrat 35%
Undecided 21%

CROSSTABS

Question 1 – Term Limits

By Race			
Description	White	Other	Black
Yes	75%	43%	47%
No	7%	0%	12%
Undecided	18%	57%	40%

By Party Registration			
Description	Democrat	Republican	Other
Yes	61%	75%	73%
No	9%	8%	5%
Undecided	29%	17%	23%

By Voter Likelihood			
Description	Registered	Likely	Chronic
Yes	69%	64%	67%
No	6%	7%	9%
Undecided	25%	28%	24%

By Region (See Appendix A for map)				
Description	New Orleans	Baton Rouge	Bayou/ Acadiana	North/ Central
Yes	65%	66%	68%	67%
No	9%	8%	7%	10%
Undecided	26%	25%	25%	23%

Comments:

- Term limits have broad appeal if you're looking at voter likelihood and geographic region. Only with African-American voters is support for term limits under 50%, although even within this demographic, support of term limits outpaces those opposed by a 4:1 ratio.

Question 2 – Trial Lawyer vs. Business

By Race			
Description	White	Other	Black
Business	55%	63%	26%
Trial Lawyer	9%	25%	19%
Undecided	35%	13%	55%

By Party Registration			
Description	Democrat	Republican	Other
Business	40%	68%	36%
Trial Lawyer	16%	5%	13%
Undecided	44%	27%	51%

By Voter Likelihood			
Description	Registered	Likely	Chronic
Business	29%	52%	49%
Trial Lawyer	10%	14%	12%
Undecided	60%	34%	39%

By Region (See Appendix A for map)				
Description	New Orleans	Baton Rouge	Bayou/ Acadiana	North/ Central
Business	40%	51%	47%	54%
Trial Lawyer	14%	10%	10%	14%
Undecided	46%	38%	43%	32%

Comments:

- Business backed candidates have broad appeal like term limits do, although if you look through the prism of party registration or voter likelihood, there is mild polarization on the issue. However, trial lawyer backed candidates are not affirmatively popular with any demographic group;
- Curiously, while Republicans favor business backed candidates 68-5%, the numbers are not significantly different with white Democrats (50-12% for business candidates) or white Independents (36-13% for business candidates);
- Business backed candidates show the strongest appeal in North/Central Louisiana, which means in legislative races in that part of the state, that distinction would have the greatest potency.

Question 3 – Democrat vs. Republican legislative candidate

By Race			
Description	White	Other	Black
Democratic	21%	13%	76%
Republican	57%	50%	5%
Undecided	22%	38%	18%

By Party Registration			
Description	Democrat	Republican	Other
Democratic	53%	6%	21%
Republican	26%	79%	41%
Undecided	20%	15%	38%

By Voter Likelihood			
Description	Registered	Likely	Chronic
Democratic	38%	31%	36%
Republican	29%	48%	44%
Undecided	33%	21%	20%

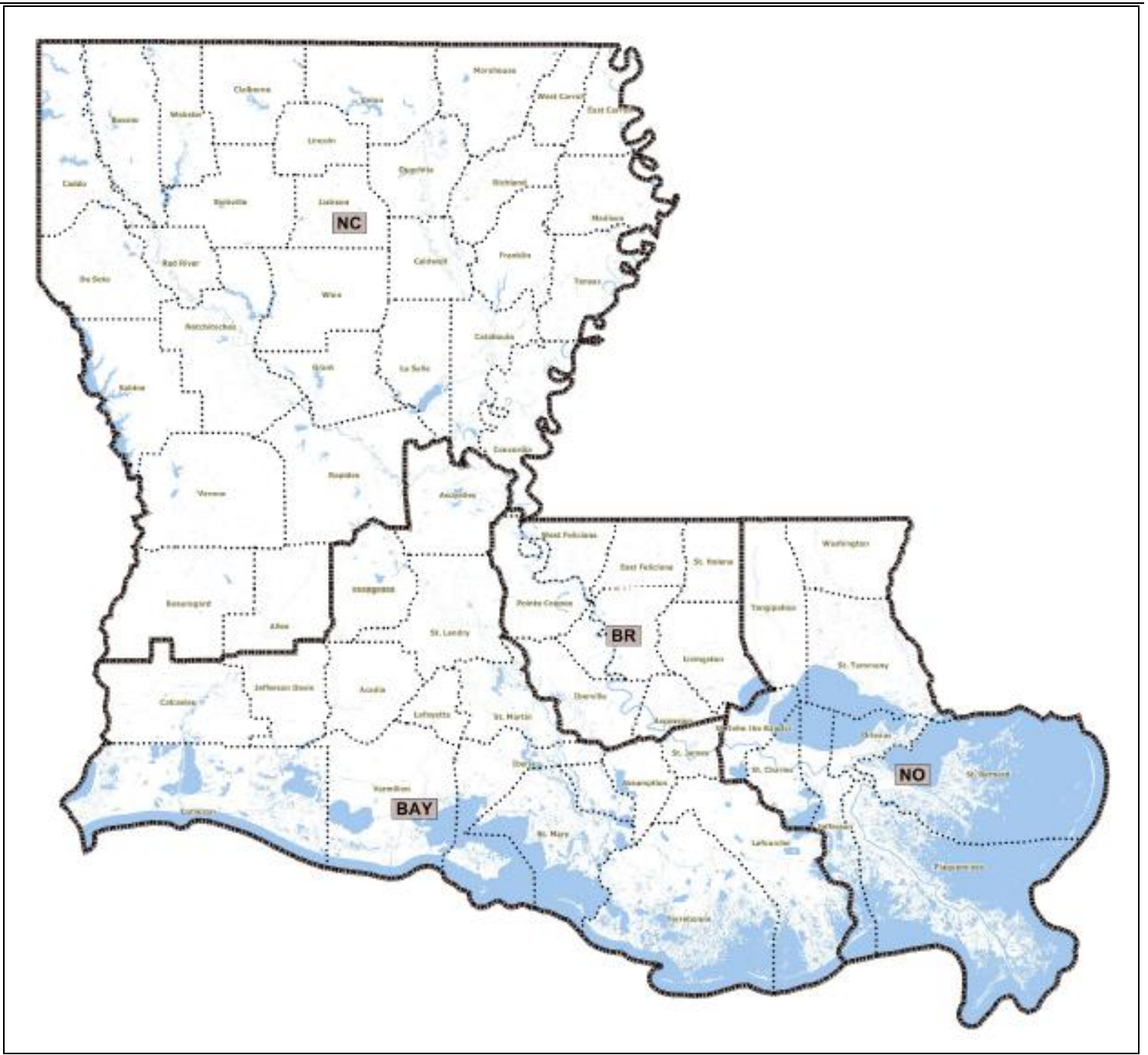
By Region (See Appendix A for map)				
Description	New Orleans	Baton Rouge	Bayou/ Acadiana	North/ Central
Democratic	40%	33%	32%	36%
Republican	38%	48%	47%	44%
Undecided	23%	20%	21%	20%

Comments:

- This is an issue where we expected some polarization. And the 8 point preference for Republican legislative candidates is even more dramatic when you notice that Republicans have a nearly 3 to 1 preference among white voters;
- If you look at white Democratic/Independent voters, white Democrats would vote for a Republican legislative candidate by a 41-36% margin. With white Independents, that preference is an even more definite 45-18%;
- The universe of this poll includes more Democratic leaning “Presidential” voters (i.e., those who only vote in Presidential elections). If you were to restrict the survey to those who typically vote in an off year elections like the statewide elections this year, the population of likely + chronic voters (i.e., excluding “registered” voters as defined on the first page of this survey) shows a 45-35% Republican preference;
- Voters prefer Republican legislative candidates in every region except New Orleans. This is not surprising in light of our first “Pulse of Louisiana” poll that showed significantly stronger support for President Obama and Senator Landrieu in this part of the state;
- If you were to allocate all of the African-American undecideds to the Democratic column and split the white and “other” undecideds equally between Democrats and Republicans, you’d be looking at a 52-48% preference for GOP legislative candidates;

- What does this 52% GOP preference mean in terms of the likely size of the GOP legislative delegation after the fall elections? If we look only at the raw numbers (Note: we're not considering the quality of the candidates or "game changing" events that would impact the results), even though John Kennedy received 46% of the vote in his 2008 race against Mary Landrieu, he received absolute majorities in 70 out of 144 legislative districts (51 in the House and 19 in the Senate). When David Vitter was re-elected with 57% of the statewide vote last year, he carried 99 legislative districts (72 in the House and 27 in the Senate). Given these numbers, a 52% GOP statewide vote roughly equates to the GOP winning **63 House seats** (a pickup of 8 seats) and **23 Senate seats** (a pickup of 1 seat).

Appendix A: Regions of Louisiana



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