



Presidential Poll Results

Trump 52%, Clinton 36% (4% third party, 8% undecided)
Trump 55%, Sanders 32% (4% third party, 10% undecided)

POLLING METHODOLOGY

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 likely households residing in the state of Louisiana for an automated poll, and there were 624 completed responses to six poll questions.

The survey was conducted May 5-6. The margin of error, with a 95% confidence interval, was 3.9%. The demographic breakdown of the respondents was 69-28% white/black, while the party registration of respondents was 47-31% Democratic/Republican (22% Independents), and the gender breakdown was 56-44% female/male. The geographic breakdown of the respondents was as follows: 6% from the Alexandria media market, 20% from the Baton Rouge media market, 14% from the Lafayette media market, 6% from the Lake Charles media market, 9% from the Monroe media market, 33% from the New Orleans media market, and 12% from the Shreveport media market (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

Question 1: If the race for President were held today between Donald Trump and Hillary Clinton, which candidate would you support? (Party affiliations of candidates mentioned)

Trump	52%
Clinton	36%
Third Party	4%
Undecided	8%

Question 2: If the race for President were held today between Donald Trump and Bernie Sanders, which candidate would you support? (Party affiliations of candidates mentioned)

Trump	55%
Sanders	32%
Third Party	4%
Undecided	10%

Question 3: Do you approve or disapprove of Hillary Clinton?

Approve	35%
Disapprove	59%
No Opinion	5%
Never Heard	1%

Question 4: Do you approve or disapprove of Donald Trump?

Approve	47%
Disapprove	43%
No Opinion	9%
Never Heard	1%

Question 5: Do you approve or disapprove of Bernie Sanders?

Approve	22%
Disapprove	56%
No Opinion	20%
Never Heard	2%

Question 5: And finally, to ensure that our survey responses are most accurate, are you male or female?

Female	56%
Male	44%

SUMMARY

This poll was recently conducted to gauge voter attitudes about the Presidential race, now that Donald Trump's remaining two opponents have withdrawn from the Republican contest.

While it is true that Donald Trump narrowly carried the Louisiana primary (in which only registered Republicans could participate), Republicans have since then coalesced behind him, which is part of the reason he has a 52-36% lead over Hillary Clinton (4% would support a third party, while 8% are undecided).

In fact, Republican respondents (despite considerable news coverage of local and national Republicans vowing not to support him) support Trump 85-5% over Hillary Clinton (3% favor a third party candidate, while 7% are undecided), while he has 73-17% lead among white Independents and a 53-32% lead among white Democrats. Hillary Clinton's lone base of support is among blacks, where she has an 85-4% lead over Donald Trump.

From a geographic perspective, Trump runs strongly across the state, with insignificant differences in support among Louisiana's media markets: with the exception of the Alexandria media market (where he has a 66-29% lead), his support ranged from 50 to 55%.

It's also worth noting, however, that there was a 22-point gender gap (men favored Trump 58-29%, while he only led 48-41% among women), and Trump's overall favorability rating was only 47-43% (53-36% among men, while he was "underwater" 49-42% among women).

Still, his approval rating was the highest among the three remaining candidates in the race: Hillary Clinton's was 35-59%, while Bernie Sanders' approval/disapproval rating was 22-56%, although this is not surprising considering that Democratic primary voters favored Clinton over Sanders 71-23%.

In conclusion, while there is much news coverage of Trump's weakness among women, Hispanics, and Republicans, he starts off with a healthy lead in Louisiana, which means that Louisiana's eight electoral votes are not likely to be in play this November.

CROSSTABS

Question 1 – Ballot Test (Trump/Clinton)

		Race Name			Total
		Black	Other	White	
Ballot Test (Trump/Clinton)	1 Clinton	85%	43%	16%	36%
	2 Trump	4%	33%	73%	52%
	3 Third Party	1%	10%	5%	4%
	4 Undecided	10%	14%	7%	8%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot Test (Trump/Clinton)	1 Clinton	62%	25%	5%	36%
	2 Trump	26%	62%	85%	52%
	3 Third Party	4%	4%	3%	4%
	4 Undecided	8%	8%	7%	8%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot Test (Trump/Clinton)	1 Clinton	35%	39%	38%	36%
	2 Trump	53%	47%	55%	52%
	3 Third Party	5%	2%		4%
	4 Undecided	7%	11%	7%	8%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Ballot Test (Trump/Clinton)	1 Clinton	29%	37%	29%	35%	38%	38%	40%	36%
	2 Trump	66%	50%	52%	54%	55%	50%	52%	52%
	3 Third Party	6%	3%	4%	5%	4%	3%	4%	4%
	4 Undecided		10%	14%	5%	4%	8%	4%	8%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot Test (Trump/Clinton)	1 Clinton	29%	41%	36%
	2 Trump	58%	48%	52%
	3 Third Party	4%	3%	4%
	4 Undecided	8%	7%	8%
Total		100%	100%	100%

Question 2 – Ballot Test (Trump/Sanders)

		Race Name			Total
		Black	Other	White	
Ballot Test (Trump/Sanders)	1 Sanders	70%	43%	16%	32%
	2 Trump	9%	38%	74%	55%
	3 Third Party	1%	14%	4%	4%
	4 Undecided	20%	5%	6%	10%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot Test (Trump/Sanders)	1 Sanders	53%	24%	5%	32%
	2 Trump	28%	65%	87%	55%
	3 Third Party	4%	4%	4%	4%
	4 Undecided	15%	7%	4%	10%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot Test (Trump/Sanders)	1 Sanders	31%	38%	26%	32%
	2 Trump	56%	46%	55%	55%
	3 Third Party	4%	3%	2%	4%
	4 Undecided	8%	12%	17%	10%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Ballot Test (Trump/Sanders)	1 Sanders	20%	35%	21%	38%	30%	35%	34%	32%
	2 Trump	66%	54%	53%	51%	57%	53%	55%	55%
	3 Third Party	11%	2%	4%	11%	7%	2%	1%	4%
	4 Undecided	3%	9%	21%		5%	10%	10%	10%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot Test (Trump/Sanders)	1 Sanders	28%	35%	32%
	2 Trump	62%	49%	55%
	3 Third Party	3%	4%	4%
	4 Undecided	7%	12%	10%
Total		100%	100%	100%

Question 3 – Clinton approval

		Race Name			Total
		Black	Other	White	
Clinton Approval	1 Approve	86%	33%	14%	35%
	2 Disapprove	7%	67%	80%	59%
	3 No Opinion	6%		4%	5%
	4 Never Heard	1%		1%	1%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Clinton Approval	1 Approve	61%	25%	3%	35%
	2 Disapprove	30%	71%	95%	59%
	3 No Opinion	8%	2%	2%	5%
	4 Never Heard	2%	1%	1%	1%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Clinton Approval	1 Approve	34%	40%	31%	35%
	2 Disapprove	60%	53%	62%	59%
	3 No Opinion	5%	6%	3%	5%
	4 Never Heard	1%	1%	3%	1%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Clinton Approval	1 Approve	26%	39%	30%	32%	36%	36%	34%	35%
	2 Disapprove	71%	57%	61%	65%	55%	56%	63%	59%
	3 No Opinion	3%	2%	8%	3%	9%	5%	3%	5%
	4 Never Heard		2%	1%			2%		1%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Clinton Approval	1 Approve	27%	41%	35%
	2 Disapprove	67%	53%	59%
	3 No Opinion	4%	5%	5%
	4 Never Heard	2%	1%	1%
Total		100%	100%	100%

Question 4 – Trump approval

		Race Name			Total
		Black	Other	White	
Trump Approval	1 Approve	7%	48%	63%	47%
	2 Disapprove	85%	52%	26%	43%
	3 No Opinion	7%		11%	9%
	4 Never Heard	1%		1%	1%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Trump Approval	1 Approve	27%	55%	70%	47%
	2 Disapprove	64%	35%	18%	43%
	3 No Opinion	9%	10%	10%	9%
	4 Never Heard	1%		1%	1%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Trump Approval	1 Approve	47%	42%	52%	47%
	2 Disapprove	43%	47%	38%	43%
	3 No Opinion	9%	9%	10%	9%
	4 Never Heard	0%	2%		1%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Trump Approval	1 Approve	54%	49%	50%	41%	43%	46%	42%	47%
	2 Disapprove	40%	42%	40%	46%	46%	43%	47%	43%
	3 No Opinion	6%	8%	9%	11%	11%	10%	11%	9%
	4 Never Heard		1%	1%	3%		0%		1%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Trump Approval	1 Approve	53%	42%	47%
	2 Disapprove	36%	49%	43%
	3 No Opinion	11%	9%	9%
	4 Never Heard	1%	0%	1%
Total		100%	100%	100%

Question 5 – Sanders approval

		Race Name			Total
		Black	Other	White	
Sanders Approval	1 Approve	37%	24%	15%	22%
	2 Disapprove	28%	57%	68%	56%
	3 No Opinion	31%	14%	15%	20%
	4 Never Heard	4%	5%	2%	2%
Total		100%	100%	100%	100%

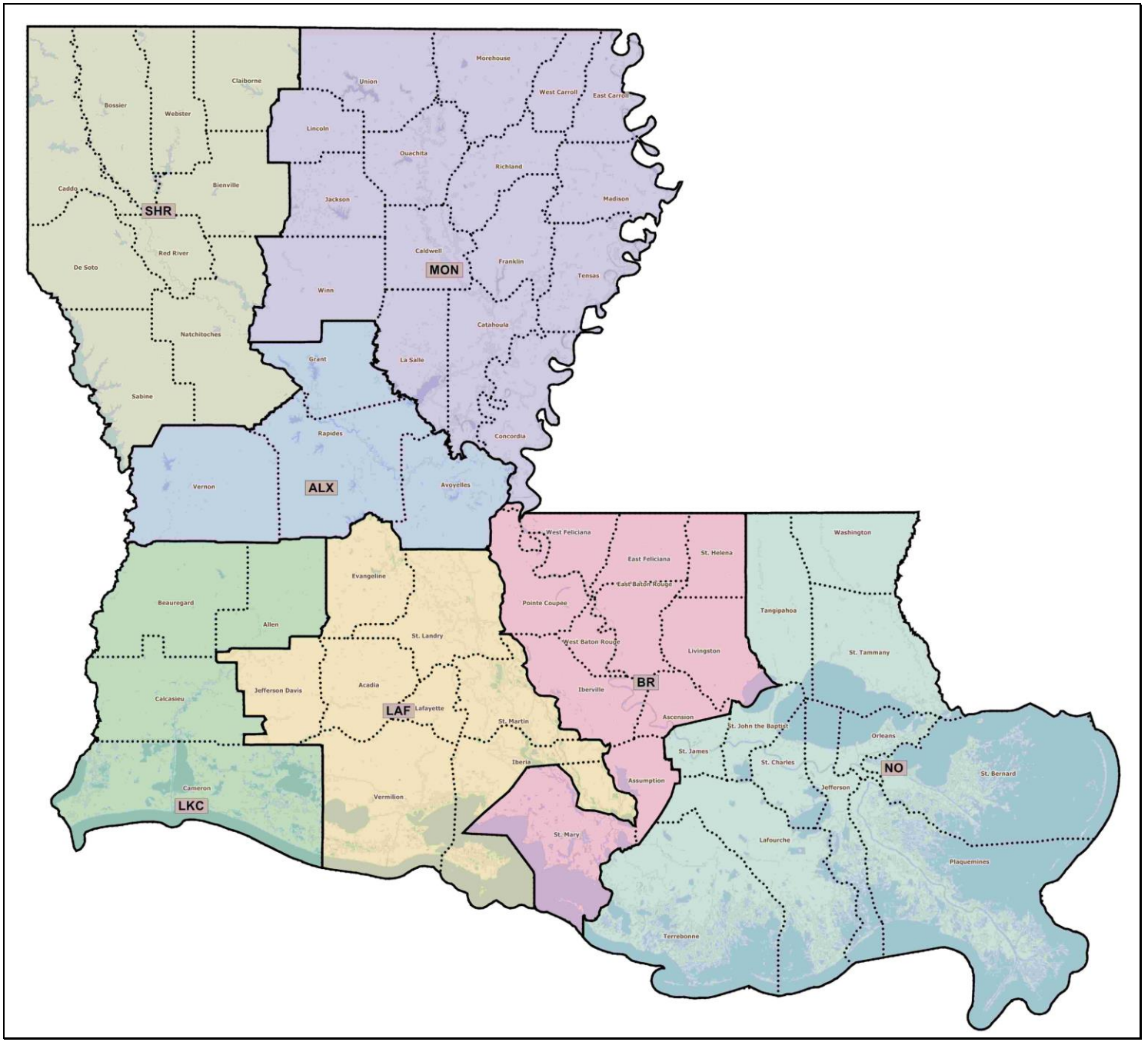
		Party			Total
		DEM	OTHER	REP	
Sanders Approval	1 Approve	34%	19%	5%	22%
	2 Disapprove	38%	61%	80%	56%
	3 No Opinion	24%	18%	15%	20%
	4 Never Heard	4%	1%	1%	2%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Sanders Approval	1 Approve	21%	28%	21%	22%
	2 Disapprove	58%	49%	53%	56%
	3 No Opinion	20%	17%	22%	20%
	4 Never Heard	2%	6%	3%	2%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Sanders Approval	1 Approve	17%	25%	18%	24%	21%	23%	19%	22%
	2 Disapprove	69%	53%	54%	62%	55%	52%	67%	56%
	3 No Opinion	11%	22%	23%	14%	23%	21%	11%	20%
	4 Never Heard	3%		4%			4%	3%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Sanders Approval	1 Approve	25%	20%	22%
	2 Disapprove	61%	52%	56%
	3 No Opinion	13%	25%	20%
	4 Never Heard	1%	3%	2%
Total		100%	100%	100%

Appendix A: Louisiana regions



(ALX=Alexandria media market, BR=Baton Rouge media market, LAF=Lafayette media market, LKC=Lake Charles media market, MON=Monroe media market, NO=New Orleans media market, SHR=Shreveport media market)