



Statewide Poll Results

Trump 45%, Clinton 38% (5% third party, 12% undecided)

Campbell 23%, Kennedy 16%, Fleming 15%, Boustany 14%, Fayard 9% (7% others, 16% undecided)

Campbell 25%, Fleming 16%, Kennedy 16%, Boustany 16%, Fayard 10% (8% others, 10% undecided)

POLLING METHODOLOGY

JMC Analytics and Polling was commissioned by the Fleming campaign to conduct this poll. A sample of likely households for a “hybrid” automated (for landlines)/live (for cell phones) poll where 85% of the phone numbers were landlines and 15% of the phone numbers were cell phones was chosen from the population of registered Louisiana voters, with 800 completed responses to four poll questions.

The survey was conducted October 11-15. The margin of error, with a 95% confidence interval, was 3.5%. The demographic breakdown of the respondents was 67-29% white/black, while the party registration of respondents was 47-33% Democratic/Republican (21% Independents). 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, 5% from the Lake Charles media market, 9% from the Monroe media market, 35% 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)

	OCT	SEPT	JULY
Trump	45%	45%	49%
Clinton	38%	35%	34%
Johnson	4%	6%	6%
Stein	1%	2%	1%
Undecided	12%	13%	11%

Question 2: If the election for US Senate were held today, which candidate would you support? (Party affiliations of candidates mentioned)

	OCT	SEPT	JULY
Campbell	23.4%	15%	15%
Kennedy	15.5%	11%	18%
Fleming	14.5%	14%	8%
Boustany	14.4%	15%	16%
Fayard	9.4%	12%	8%
Duke	2.6%	3%	N/A
Maness	2.4%	4%	5%
Landrieu	N/A	N/A	4%
Other candidate	1.9%	1%	1%
Undecided	16.0%	25%	25%

Question 3: (Only if undecided is selected for the previous question) Given that you are undecided, which candidate are you leaning towards supporting? (Party affiliations of candidates mentioned)

	OCT	SEPT
Campbell	24.6%	17%
Fleming	16.3%	15%
Kennedy	15.9%	13%
Boustany	15.8%	17%
Fayard	10.3%	12%
Duke	2.8%	4%
Maness	2.6%	4%
Other candidate	2.0%	2%
Undecided	9.9%	16%

Question 4: And finally, to ensure that our survey responses are most accurate, are you male or female?

	OCT	SEPT
Female	55%	55%
Male	45%	45%

SUMMARY POINTS

- **Four candidates now have a viable path to the December runoff.** Democrat Foster Campbell essentially has clinched one of the runoff spots, while Republicans John Fleming, John Kennedy, and Charles Boustany are competing for the second runoff spot;
- **Foster Campbell is essentially a lock for the runoff** because his lead among black voters has expanded from 33-24% to 48-18% over Fayard; if undecided “leaners” are included, his lead among this demographic expands to 52-18%;
- Of the Republican candidates, only John Kennedy and John Fleming have seen growth since the last poll, and **for the first time of the 2016 election cycle, Fleming has catapulted into second place (behind Foster Campbell) if leaners are included;**
- **John Fleming is well positioned to make the runoff because (for the first time this election cycle) he is “winning the Republican primary” with a 27-25% lead over Kennedy among Republicans (21% support Boustany).** If undecided “leaners” are included, Fleming’s lead expands to a 30-25% lead over Kennedy (23% are for Boustany);
- Furthermore, since the July poll, Charles Boustany has seen his support steadily erode from 16 to 14%, while Rob Maness’ support has declined from 5 to 2% and has now fallen behind David Duke;
- Donald Trump has a seven point (45-38%) lead in Louisiana, with a 79-5% lead over Clinton among registered Republicans, while Clinton has a 80-4% lead among black voters.

CROSSTABS

Question 1 – Ballot Test (President)

		Race Name			Total
		Black	Other	White	
Ballot (President)	1 Clinton	80%	50%	19%	38%
	2 Johnson	3%	9%	5%	4%
	3 Stein	0%		1%	1%
	4 Trump	4%	16%	64%	45%
	5 Undecided	13%	25%	11%	12%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (President)	1 Clinton	65%	31%	5%	38%
	2 Johnson	3%	2%	7%	4%
	3 Stein	1%	1%	1%	1%
	4 Trump	18%	51%	79%	45%
	5 Undecided	14%	15%	8%	12%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (President)	1 Clinton	33%	42%	38%
	2 Johnson	5%	4%	4%
	3 Stein	1%	1%	1%
	4 Trump	50%	40%	45%
	5 Undecided	11%	13%	12%
Total		100%	100%	100%

Question 2 – Ballot Test (US Senate)

		Race Name			Total
		Black	Other	White	
Ballot (Senate)	1 Boustany	6%	3%	19%	14%
	2 Campbell	48%	22%	13%	23%
	3 Duke	2%		3%	3%
	4 Fayard	18%	13%	6%	9%
	5 Fleming	3%	16%	19%	15%
	6 Kennedy	3%	13%	21%	16%
	7 Maness	0%		3%	2%
	8 Other candidate	3%	3%	1%	2%
	9 Undecided	16%	31%	15%	16%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Senate)	1 Boustany	10%	13%	21%	14%
	2 Campbell	40%	16%	4%	23%
	3 Duke	2%	5%	2%	3%
	4 Fayard	14%	13%	1%	9%
	5 Fleming	7%	12%	27%	15%
	6 Kennedy	10%	14%	25%	16%
	7 Maness	1%	2%	4%	2%
	8 Other candidate	2%	1%	2%	2%
	9 Undecided	13%	23%	15%	16%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (Senate)	1 Boustany	16%	13%	14%
	2 Campbell	21%	25%	23%
	3 Duke	2%	3%	3%
	4 Fayard	10%	9%	9%
	5 Fleming	15%	14%	15%
	6 Kennedy	17%	15%	16%
	7 Maness	2%	3%	2%
	8 Other candidate	2%	2%	2%
	9 Undecided	15%	17%	16%
Total		100%	100%	100%

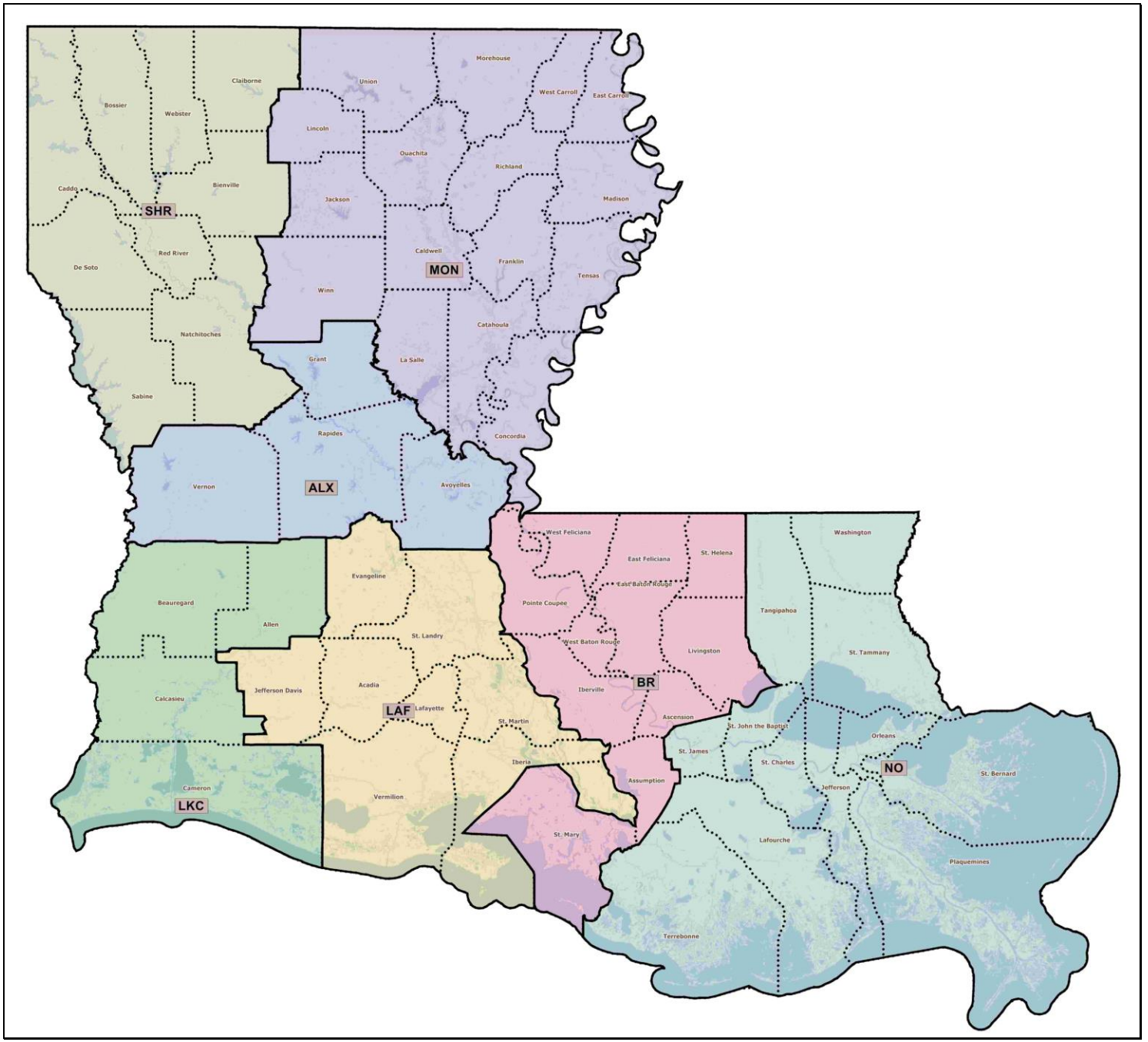
Question 3 – Ballot Test (US Senate – leaners included)

		Race Name			Total
		Black	Other	White	
Ballot (Senate - leaners)	1 Boustany	7%	3%	20%	16%
	2 Campbell	52%	22%	13%	25%
	3 Duke	2%		3%	3%
	4 Fayard	18%	16%	6%	10%
	5 Fleming	3%	19%	22%	16%
	6 Kennedy	3%	13%	22%	16%
	7 Maness	0%		4%	3%
	8 Other candidate	3%	6%	1%	2%
	9 Undecided	11%	22%	9%	10%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Senate - leaners)	1 Boustany	12%	13%	23%	16%
	2 Campbell	42%	16%	5%	25%
	3 Duke	2%	5%	2%	3%
	4 Fayard	15%	15%	1%	10%
	5 Fleming	7%	16%	30%	16%
	6 Kennedy	10%	14%	25%	16%
	7 Maness	1%	3%	5%	3%
	8 Other candidate	2%	1%	2%	2%
	9 Undecided	9%	15%	8%	10%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (Senate - leaners)	1 Boustany	17%	14%	16%
	2 Campbell	23%	26%	25%
	3 Duke	2%	3%	3%
	4 Fayard	10%	10%	10%
	5 Fleming	17%	16%	16%
	6 Kennedy	17%	15%	16%
	7 Maness	2%	3%	3%
	8 Other candidate	2%	2%	2%
	9 Undecided	9%	11%	10%
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)