



Jefferson Parish Poll Results

POLLING METHODOLOGY

For this poll, a sample of likely households was chosen from the population registered to vote in Jefferson Parish for a “hybrid” automated (for landlines)/live (for cell phones) poll, where 70% of the phone numbers were landlines and 30% of the phone numbers were cell phones. There were 600 completed responses.

The survey was conducted February 21-23. The margin of error, with a 95% confidence interval, was 4.0%. The demographic breakdown of the respondents was 73-20% white/black (8% “other”), while the party registration of respondents was 42-37% Democratic/Republican (21% Independents). The geographic breakdown of the respondents was as follows: 18% from Parish Council District 1, 22% from Parish Council District 2, 16% from Parish Council District 3, 21% from Parish Council District 4, and 24% from Parish Council District 5 (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

If the election for Parish President were held today, which candidate would you support?

Lee-Sheng	30%
Young	23%
Yenni	14%
Undecided	35%

Would you favor or oppose a property tax increase to make Jefferson Parish teachers’ salaries competitive with neighboring parishes ?

Yes	51%
No	29%
Undecided	20%

And for demographic purposes, are you male or female?

Female	55%
Male	45%

SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for Henry Shane. The main takeaway from this poll is that in the Parish President’s race, Cynthia Lee-Sheng starts off with a noticeable lead (although the undecided percentage is fairly high).

In the Parish President’s race, At Large Councilwoman Cynthia Lee-Sheng has a seven point (30-23%) lead over former Parish President John Young, while President Mike Yenni trails with 14%. Lee-Sheng generally has leads across the board, with particularly strong support both from women (32-19 vs 27-26% among men). The black electorate is wide open, with 48% undecided and a three way race among that demographic.

When asked their opinion about a tax increase to make teachers salaries competitive with neighboring parishes, voters are overwhelmingly in favor: even Republicans are 42-36% for the tax.

In summary, the Parish President's race will be closely fought, although there is a fairly clear front runner this far out.

CROSSTABS

Parish President (ballot test)

		Race Name			
		Black	Other	White	Total
Ballot (Parish President)	1 Lee-Sheng	19%	13%	34%	30%
	2 Young	16%	16%	25%	23%
	3 Yenni	16%	22%	12%	14%
	4 Undecided	48%	49%	29%	35%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot (Parish President)	1 Lee-Sheng	28%	28%	32%	30%
	2 Young	22%	20%	25%	23%
	3 Yenni	16%	12%	12%	14%
	4 Undecided	35%	41%	31%	35%
Total		100%	100%	100%	100%

		Cell Phone?		
		Land	Cell	Total
Ballot (Parish President)	1 Lee-Sheng	33%	21%	30%
	2 Young	24%	19%	23%
	3 Yenni	14%	13%	14%
	4 Undecided	29%	48%	35%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot (Parish President)	1 Lee-Sheng	27%	32%	30%
	2 Young	26%	19%	23%
	3 Yenni	15%	12%	14%
	4 Undecided	32%	36%	35%
Total		100%	100%	100%

Tax increase teacher salaries

		Race Name			
		Black	Other	White	Total
Property Tax	1 Yes	61%	36%	49%	51%
	2 No	19%	36%	32%	29%
	3 Undecided	20%	29%	19%	20%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Property Tax	1 Yes	57%	54%	42%	51%
	2 No	24%	29%	36%	29%
	3 Undecided	20%	17%	22%	20%
Total		100%	100%	100%	100%

		Cell Phone?		
		Land	Cell	Total
Property Tax	1 Yes	47%	59%	51%
	2 No	31%	25%	29%
	3 Undecided	21%	17%	20%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Property Tax	1 Yes	48%	53%	51%
	2 No	36%	24%	29%
	3 Undecided	17%	23%	20%
Total		100%	100%	100%

Appendix A: Jefferson Parish regions

