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To: Jason Redmond, Director
Make Louisiana Proud PAC

From: Survey USA

Date: December 9, 2015

Subject: **Louisiana Look-Ahead: Republican Treasurer John Kennedy Outpolls Other Republicans in 2016 Louisiana U.S. Senate Race; Advances to Runoff; Favorability Outstrips Opponents By More Than 2:1 Margin**

Likely voters in the 2016 United States Senate Contest in Louisiana hold broadly favorable views of Republican State Treasurer John Kennedy, who performs strongly statewide and among primary voters of all ideological stripes, according to SurveyUSA research conducted for the Make Louisiana Proud Political Action Committee.

55% of voters have a favorable opinion of Kennedy; 12% an unfavorable opinion; 33% have no opinion.

Subtracting unfavorability from favorability yields “Net Favorability.” Kennedy holds a +43 Net Favorability rating, which is strong across the board: +53 among Republicans, +45 among Independents, and +31 among Democrats. Kennedy’s strong net favorability is 2 ½ times as great as the candidate with the next-best numbers, and 14 times as great as his closest primary opponent:

	Favorable	Unfavorable	Net Favorability
State Treasurer John Kennedy	55%	12%	+43
Retired Colonel Rob Maness	39%	13%	+17
Congressman Charles Boustany	27%	18%	+9
Public Service Commissioner Scott Angelle	34%	26%	+8
Congressman John Fleming	23%	19%	+4
Public Service Commissioner Foster Campbell	25%	22%	+3

In a primary election for United States Senate held today, Campbell takes 23% of the vote, Kennedy 21% – a result within the survey’s +/- 4.1% theoretical margin of sampling error. Other candidates trail significantly:

Louisiana will vote for a United States Senator next November. If the election for U.S. Senate were today, and these were the candidates on the ballot, for whom would you vote? (names rotated):

Foster Campbell (D)	23%
John Kennedy (R)	21%
Scott Angelle (R)	12%
Charles Boustany (R)	10%
Rob Maness (R)	9%
John Fleming (R)	6%

Kennedy, who uniquely in this field holds statewide office, shows broad support throughout Louisiana and leads his nearest Republican opponent, Scott Angelle, by 9 points. *(Continued...)*

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Among white voters, Kennedy leads all opponents by a margin of nearly 2:1. Among the oldest and typically most reliable voters, Kennedy leads other Republicans by more than 2:1. Kennedy leads among Republicans, among Independents, and among those Democrats who do not vote for Campbell; Kennedy leads among those who describe themselves as very conservative and conservative.

Statement of methodology:

SurveyUSA interviewed 600 likely voters from the entire state of Louisiana 12/04/15 through 12/07/15. Voters reachable on a home telephone (71% of likely voters) were interviewed using Registration Based Sample ('RBS' sample, also known as: voter list sample) provided by Aristotle of Washington DC, on their home telephones in the recorded voice of a professional announcer. Voters not reachable on a home telephone (29% of likely voters) were shown a questionnaire on their smart phone, tablet or other electronic device. SurveyUSA opinion research is conducted using a methodology optimized for each particular project. In some cases, this means data is collected 100% by telephone, in some cases, 100% online, and in other cases a blend of the two. For those projects that are conducted "mixed-mode" (or "multi-mode"): Respondents who have a home (landline) telephone are interviewed by phone, sometimes using live interviewers, other times using the recorded voice of a professional announcer. The youngest male is requested on approximately 30% of calls to home phones, the youngest adult is requested on approximately 70% of calls. This method of intra-household selection reduces the potential for age and gender imbalance in the unweighted sample. Re-attempts are made to busy signals, no-answers and answering machines. For surveys using random-digit-dial (RDD) to call landline phones, sample is purchased from SSI of Shelton CT. For surveys using voter-list (RBS) sample to call landline phones, sample is purchased from Aristotle of Washington DC. Respondents who do not use a home telephone are interviewed on an electronic device, which means, for some projects, that call-center employees hand-dial cell phones and interview respondents verbally on the respondent's cell phone, and means, for other projects, that SurveyUSA displays the questions visually on the respondent's phone, tablet, or other device. Sample for respondents who do not use a home telephone is purchased from SSI, from Aristotle, or from one of several other research companies that provide access to cell respondents, such as but not limited to Cint, Instant.ly, TheoremReach and Offerwise. Where meaningful, SurveyUSA indicates the percentage of respondents who use a home phone and the percentage who do not, and crosstabs by this distinction. If sample of adults is drawn from SSI, responses are minimally weighted to U.S. Census targets for gender, age and race. If sample of voters is drawn from Aristotle, responses are minimally weighted to the known demographics of the voter file, which include gender and age but, typically, not race. Target (cell) weighting is used. On questionnaires that ask about political party identification, SurveyUSA may or may not weight to Party ID, depending on client preference. Where necessary, questions and answer choices are rotated to prevent order bias, recency and latency effects. On some studies, certain populations are over-sampled, so that the number of unweighted respondents exceeds the number of weighted respondents. Each individual SurveyUSA release contains the date(s) on which interviews are conducted and a release date. If interviewing for a particular study is conducted in Spanish, or in any other language in addition to English, it will be noted on the specific release. If no notation appears, interviews are conducted in English. Where respondents are filtered, such as adults, filtered to registered voters, in turn filtered to likely voters, SurveyUSA describes the filtering on the specific release. On pre-election polls in geographies with early voting, SurveyUSA may if meaningful differentiate between respondents who have already voted and those who are likely to vote but have not yet done so. If a split-sample was used to compare one version of questionnaire language to another, that will be noted on the particular question, within the questionnaire, with the denotation "split sample." Because of true-random assignment, the number of respondents in the two halves of a split sample may not be exactly equal. For presentation purposes, all results are rounded to whole numbers. This means, that for certain questions, the sum of all of the possible answer choices may

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appear to equal 99% or 101%, and not appear to equal 100%. This is because of rounding. SurveyUSA assigns to each question within the instrument a theoretical margin of sampling error, but such error is useful only in theory. Though commonly cited in the presentation of research results, “sampling error” is only one of many types of error that may influence the outcome of an opinion research study. More practical concerns include the way in which questions are worded and ordered, the inability to contact some, the refusal of others to be interviewed, and the difficulty of translating each questionnaire into all possible languages and dialects. Non-sampling errors cannot be quantified. This statement conforms to the principals of disclosure as recommended by the National Council on Public Polls (NCPP.)

About SurveyUSA:

SurveyUSA is an independent, non-partisan, apolitical research company that conducts opinion surveys for media, academic institutions, commercial clients, non-profits, governments, agencies and elected officials. Nationally renowned statistician Nate Silver [published](#) last year a ranking of opinion pollsters. 337 pollsters were included (every working pollster in the USA). Of the 337 pollsters, SurveyUSA was ranked #4. SurveyUSA’s grade was an “A.” Only 8 polling firms in the country were given a grade of A or A+.

POLLSTER	CALLS CELLPHONE	NCPP/ AAPOR/ ROPER	POLLS ANALYZED	SIMPLE AVERAGE ERROR	SIMPLE +/-	ADVANCED +/-	PREDICTIVE +/-	538 GRADE	BANNED BY NCP	MEAN-REVERTED BIAS
Seizer & Company	●	●	32	4.1	-1.3	-1.5	-1.0	A+		D+0.0
Field Research Corporation (Field Poll)	●	●	23	3.9	-1.6	-2.5	-1.3	A+		R+1.1
Cirelli Associates	●	●	17	3.6	-1.9	-2.0	-1.0	A+		R+0.7
SurveyUSA	○	●	722	4.5	-0.9	-1.0	-0.9	A		R+0.2
Grove Insight	●		29	3.1	-1.7	-2.1	-0.9	A		D+0.5
Blum & Weprin Associates	●		18	4.6	-0.5	-2.8	-0.9	A		R+1.0
Elway Research	●	●	16	4.4	-1.5	-1.9	-0.9	A		D+0.5
National Journal	●	●	12	2.6	-2.4	-2.1	-0.8	A		R+0.2
CNN/Opinion Research Corp.	●	●	72	4.6	-0.7	-0.8	-0.6	A		R+0.6
ABC News/Washington Post	●	●	50	3.1	-1.5	-0.7	-0.7	A		D+0.6
University of Cincinnati (Ohio Poll)	●	●	38	3.7	-1.6	-0.8	-0.6	A		R+1.5
Siena College	●	●	32	5.1	0.0	-0.8	-0.6	A		R+0.8
Monmouth University	●	●	31	4.4	-0.5	-0.5	-0.5	A		R+0.1
NBC News/Wall Street Journal	●	●	23	4.1	-0.8	-0.6	-0.5	A		D+0.5
Ipsos, telephone	●	●	21	3.8	-1.3	-1.2	-0.7	A		D+0.4
Muhlenberg College	●	●	20	2.9	-2.1	-1.2	-0.7	A		R+0.5
GfK Group	●	●	18	3.5	-1.2	-0.8	-0.5	A		R+0.0
Fairleigh Dickinson University (PublicMind)	●	●	17	4.2	-1.1	-1.0	-0.6	A		R+0.0

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The following sort of the same data shows the most prolific pollsters in the country ranked in order of the number of polls they have released. In this view, not only does it snap into focus that SurveyUSA is the most prolific pollster in the USA, but there is not another pollster in the Top 17 with an “A” grade:

POLLSTER	CALLS CELLPHONES	NCPP/ AAPOR/ ROPER	POLLS ANALYZED	SIMPLE AVERAGE ERROR	SIMPLE +/-	ADVANCED +/-	PREDICTIVE +/-	538 GRADE	BANNED BY 538	MEAN-REVERTED BIAS
SurveyUSA	●	●	722	4.5	-0.9	-1.0	-0.9	A		R+0.2
Rasmussen Reports/ Pulse Opinion Research			623	5.3	0.0	+0.3	+0.7	C		R+2.3
Mason-Dixon Polling & Research, Inc.	●		407	5.2	-0.2	-0.5	-0.3	B+		R+1.1
Zogby Analytics, telephone			376	5.4	+0.2	+0.3	+0.7	C		R+0.5
Public Policy Polling			297	4.6	-0.4	-0.4	0.0	B-		R+0.7
Research 2000			279	5.5	+0.2	+0.1	+0.5	F	X	D+1.4
YouGov			230	4.3	-0.2	-0.2	+0.3	C+		R+1.2
American Research Group	●		223	7.3	+0.9	+0.7	+0.8	C-		R+0.1
Quinnipiac University	●	●	133	4.6	-0.7	-0.2	-0.3	B+		R+0.9
TCJ Research			133	6.4	+2.1	+3.0	+2.9	F	X	R+4.5
Strategic Vision, LLC			129	4.0	-0.8	-0.2	+0.3	F	X	R+1.9
Harris Interactive, online		●	126	5.5	+1.9	+1.2	+1.1	D+		R+1.7
Marist College	●	●	99	5.0	-0.5	-0.2	-0.3	B+		R+1.5
InsiderAdvantage			89	8.1	+1.4	+1.2	+1.3	D		D+0.3
Zogby Interactive/JZ Analytics			86	6.5	+1.9	+2.7	+2.5	F		R+1.4
Gallup	●	●	80	4.3	-0.3	+0.8	+0.4	C+		R+0.8
University of New Hampshire	●	●	75	5.4	0.0	+0.1	-0.1	B		D+1.5

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