

Kennedy leads U.S. Senate race

Results from a statewide poll of 500 likely Louisiana voters
commissioned by Lane Grigsby conducted by Southern Media & Opinion
Research, May 19-23, 2016.

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State Treasurer John Kennedy leads an eight candidate field. Kennedy draws 32% of first choice votes followed by Congressman Charles Boustany with 10%. The other candidates are in single digits with Public Service Commissioner Foster Campbell at 9% and Congressman John Fleming at 5%.

Vote for U.S. Senate (may not total 100% due to rounding)

John Kennedy.....	32%	Rob Maness.....	4%
Charles Boustany ..	10%	Caroline Fayard.....	4%
Foster Campbell	9%	Troy Hebert.....	2%
John Fleming.....	5%	Eric Skrmetta	1%
		Undecided	32%

Taking a look at the likely voters who are undecided, a total of 32% of the sample, the poll shows that there are certain demographic groupings which are heavily undecided. This helps explain why the two Democratic contenders, Campbell and Fayard, are in single digits.

Democrats — 42% undecided	Republicans — 21% undecided
Blacks — 52% undecided	Whites — 25% undecided
Cong. Dist. 2 — 42% undecided	Cong. Dist. 6 — 26% undecided

John Kennedy has far more name recognition than the other candidates included in the poll. While only 13% of the voters did not express an impression of Kennedy, the percent of voters not expressing an impression of the other candidates ranged from a low of 43% for Foster Campbell to a high of 67% for Eric Skrmetta.

Voter impression of the candidates (may not total 100% due to rounding)

Charles Boustany—32% favorable /19% unfavorable/49% not familiar
Foster Campbell—32% favorable /26% unfavorable/43% not familiar
Caroline Fayard—21% favorable /21% unfavorable/58% not familiar
John Fleming—29% favorable /18% unfavorable/53% not familiar
Troy Hebert—22% favorable /24% unfavorable/53% not familiar
John Kennedy—62% favorable /25% unfavorable/13% not familiar
Rob Maness—31% favorable /19% unfavorable/50% not familiar
Eric Skrmetta—14% favorable /19% unfavorable/67% not familiar

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Louisiana Statewide Poll

May 2016

ABOUT THE POLL

This statewide poll was developed and conducted by Southern Media & Opinion Research, Inc., and paid for by Lane Grigsby.

Interviews for this statewide poll were completed by telephone with 500 likely Louisiana voters from Thursday, May 19, through Monday, May 23, 2016.

The overall margin of error for the statewide statistics obtained from the survey data is not greater than plus or minus 4.4 percentage points at the 95% level of confidence. In other words, there is a 95% certainty that the statistics presented from the results obtained on this survey of 500 likely voters statewide will not be more than 4.4 percentage points above or below the figure that would be obtained if all of the likely voters in the state would have been interviewed.

The sample error may be larger for subgroup responses based on attitudinal, demographic and geographic variables such as area, age, etc. There are other sources of potential error which cannot be calculated including question wording and order of question presentation.

Telephone numbers were selected at random from a sample frame of telephone numbers for likely Louisiana voter households. Both landline and cellular telephone numbers were included in the sample.

Respondents were assigned to one of four geographic areas based on their parish of residence. The four geographic areas along with the parishes comprising those areas are:

New Orleans metropolitan area, (includes Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany and Washington parishes); **Florida-River Parishes**, (includes Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. James, Tangipahoa, West Baton Rouge and West Feliciana parishes); **Acadiana-southwest**, (includes Acadia, Allen, Avoyelles, Beauregard, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, Lafourche, St. Landry, St. Martin, St. Mary, Terrebonne and Vermilion parishes); **North Louisiana**, (includes Bienville, Bossier, Caddo, Caldwell, Catahoula, Claiborne, Concordia, DeSoto, East Carroll, Franklin, Grant, Jackson, LaSalle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Rapides, Red River, Richland, Sabine, Tensas, Union, Vernon, Webster, West Carroll and Winn parishes).

A statistical weighting procedure was employed to normalize the sample to the likely voter population based on voter age category and political party affiliation.

The percentages shown in the tables are weighted. Counts within tables are unweighted counts. The count of cases used in computation of subset statistics (using the format $n=xxx$) presented under the relevant crosstabulation tables are unweighted counts of cases used to generate the statistics in those tables.