



To: Treasurer John Kennedy
From: Whit Ayres and Jon McHenry
Date: January 19, 2015
Re: Results of Annual Statewide Survey

Our annual statewide survey for you was conducted January 10, 12, and 13, 2015, with 600 registered voters, and has a margin of error of plus-or-minus 4.0 percent. The results show you with the highest favorable-to-unfavorable ratio of any potential candidate tested. The highlights of the survey are:

- 1. You hold an eight-to-one favorable to unfavorable ratio.** Consistent with previous results, your 46 to 6 percent favorable to unfavorable rating compares favorably to those of Mitch Landrieu (47 to 21 percent), David Vitter (40 to 28 percent), and Jay Dardenne (31 to 7 percent). No other tested candidate surpasses 20 percent favorable.
- 2. Senator Vitter leads a potential gubernatorial contest.** Vitter leads with 24 percent to 20 percent for John Bel Edwards, 13 percent for you, 10 percent for Dardenne, and 2 percent for Scott Angelle, with 32 percent undecided. Asked about voters' second choice, you and Dardenne split the second-choice vote with 22 percent each compared to 15 percent for Vitter, 10 percent for Edwards, and 5 percent for Angelle.
- 3. You lead a potential attorney general contest.** You hold a 23 to 18 percent lead over Alexandria mayor Jacques Roy, with Attorney General Buddy Caldwell third (17 percent) and former congressman Jeff Landry fourth (10 percent). You are the preferred second choice with 27 percent to 19 percent for Caldwell, 18 percent for Landry, and 8 percent for Roy.
- 4. You are the leading Republican in a potential U.S. Senate contest, should Vitter win the gubernatorial contest.** Mitch Landrieu leads with 39 percent, which as we have seen is the base Democratic vote, followed by you at 18 percent, Congressman Charles Boustany at 13 percent, and Congressman John Fleming at 7 percent. On the second-choice ballot, you are preferred by voters supporting each of the other candidates, and lead the second-choice ballot with 33 percent to 13 percent for Fleming, 10 percent for Landrieu, and 9 percent for Boustany.

Your favorable rating, combined with these ballot test results, show a continued statewide strength that leaves you well-positioned to win in 2015 or 2016, whether you choose to run for reelection or for another statewide office.

**EXPLORATORY SURVEY OF LOUISIANA REGISTERED VOTERS
JANUARY 10, 12, AND 13, 2015**

Hello, may I please speak with Mr./Ms. _____? Mr./Ms. _____, this is _____ with SSI, a public opinion research company. We're talking with people in Louisiana today for just a few minutes about some political issues. We are not trying to sell anything, your answers are completely confidential, and we would really appreciate your cooperation. (DO NOT PAUSE)

FOR CELL PHONE SAMPLE:

CELL 1. Have I reached you on a cell phone?

YES.....1 GO TO Q. CELL 2
NO2 GO TO Q. A

CELL 2. Are you in a place right now where you can safely take the survey?

YES.....1 GO TO Q. A
NO2 CALLBACK
NOT WILLING TO TAKE SURVEY3 THANK AND CLOSE
DON'T KNOW/REFUSED4 THANK AND CLOSE

A. Our information indicates that you are registered to vote in Louisiana. Is that correct?

YES.....1 GO TO Q. B
NO2 THANK AND CLOSE

B. Are you registered to vote in Louisiana as (ROTATE: a Republican, a Democrat, or another party)?

REPUBLICAN 31% GO TO Q. C
DEMOCRAT 48% GO TO Q. C
OTHER/INDEPENDENT 21% GO TO Q. C
DON'T KNOW/REFUSED THANK AND CLOSE

C. Does anyone in this household work for a radio station, a television station, a newspaper, an advertising agency, or a market research firm?

YES.....1 THANK AND CLOSE
NO2 GO TO Q. D
DON'T KNOW/REFUSED3 THANK AND CLOSE

D. And does anyone in this household work actively in politics for a political party or as a campaign worker?

YES.....1 THANK AND CLOSE
NO2 GO TO Q. 1
DON'T KNOW/REFUSED3 THANK AND CLOSE

Note: Percentages may not equal 100 percent due to rounding.
Results are based on 600 respondents, with a margin of error of plus-or-minus 4.0 percent.

Name IDs

I would like to read you a list of names of people and have you tell me, for each one, whether you've heard of that person and, if so, whether you have a favorable or unfavorable opinion of them. If you haven't heard of the person, just say so: (RANDOMIZE)

IF FAVORABLE/UNFAVORABLE, ASK: Would that be very (favorable/unfavorable), or just somewhat (favorable/unfavorable)?

	<i>VERY FAV</i>	<i>SMWHT FAV</i>	<i>SMWHT UNFAV</i>	<i>VERY UNFAV</i>	<i>NO OPINION</i>	<i>NEVER HEARD OF</i>
1. Scott Angelle AHN ZJELL'	1%	5%	2%	1%	7%	84%
	6%		3%			
2. Charles Boustany BOO STAN' NEE	8%	9%	3%	3%	10%	67%
	17%		6%			
3. Buddy Caldwell	5%	15%	5%	2%	20%	53%
	20%		7%			
4. Jay Dardenne DARR' DENN	9%	22%	5%	2%	19%	43%
	31%		7%			
5. John Bel Edwards	3%	7%	4%	3%	11%	72%
	10%		7%			
6. John Fleming	3%	8%	3%	3%	8%	76%
	11%		6%			
7. John Kennedy	19%	27%	5%	1%	22%	26%
	46%		6%			
8. Mitch Landrieu LANN' DREW	19%	28%	9%	12%	14%	18%
	47%		21%			
9. Jeff Landry	4%	11%	2%	2%	15%	66%
	15%		4%			
10. Jacques Roy	1%	3%	2%	1%	5%	89%
	4%		3%			
11. David Vitter	17%	23%	13%	15%	14%	18%
	40%		28%			

Note: Percentages may not equal 100 percent due to rounding.
Results are based on 600 respondents, with a margin of error of plus-or-minus 4.0 percent.

Gubernatorial Ballot Tests

12. If the election for Governor were being held today and the candidates were (ROTATE: Scott Angelle, a Republican; Jay Dardenne, a Republican; John Bel Edwards, a Democrat; John Kennedy, a Republican; and David Vitter, a Republican) for which candidate would you vote?

ANGELLE	2%
DARDENNE.....	10%
EDWARDS.....	20%
KENNEDY	13%
VITTER.....	24%
UNDECIDED	32%

13. Who would be your second choice? If the election for Governor were being held today and the candidates were (ROTATE AND ELIMINATE CHOICE FROM PREVIOUS QUESTION: Scott Angelle, a Republican, Jay Dardenne, a Republican, John Bel Edwards, a Democrat, John Kennedy, a Republican, and David Vitter, a Republican), for which candidate would you vote?

ANGELLE	5%
DARDENNE.....	22%
EDWARDS.....	10%
KENNEDY	22%
VITTER.....	15%
UNDECIDED	27%

Note: Results are based on 411 respondents who name a first choice in the gubernatorial ballot.

Note: Percentages may not equal 100 percent due to rounding.
Results are based on 600 respondents, with a margin of error of plus-or-minus 4.0 percent.

Attorney General Ballot Test

14. If the election for Attorney General were being held today and the candidates were (ROTATE: Buddy Caldwell, a Republican; John Kennedy, a Republican; Jeff Landry, a Republican; and Jacques Roy, a Democrat) for which candidate would you vote?

CALDWELL.....	17%
KENNEDY	23%
LANDRY	10%
ROY	18%
UNDECIDED	32%

15. Who would be your second choice? If the election for Attorney General were being held today and the candidates were (ROTATE AND ELIMINATE CHOICE FROM PREVIOUS QUESTION: Buddy Caldwell, a Republican; John Kennedy, a Republican; Jeff Landry, a Republican; and Jacques Roy, a Democrat), for which candidate would you vote?

CALDWELL.....	19%
KENNEDY	27%
LANDRY	18%
ROY	8%
UNDECIDED	28%

Note: Results are based on 407 respondents who name a first choice in the attorney general ballot.

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Results are based on 600 respondents, with a margin of error of plus-or-minus 4.0 percent.

U.S. Senate Ballot Tests

16. If David Vitter gets elected Governor, then there will be a new Senator elected in 2016. If that election for U.S. Senate were being held today and the candidates were (ROTATE: Charles Boustany, a Republican; John Fleming, a Republican; John Kennedy, a Republican; and Mitch Landrieu, a Democrat) for which candidate would you vote?

BOUSTANY	13%
FLEMING	7%
KENNEDY	18%
LANDRIEU	39%
UNDECIDED	23%

17. Who would be your second choice? If the election for U.S. Senate were being held today and the candidates were (ROTATE AND ELIMINATE CHOICE FROM PREVIOUS QUESTION: Charles Boustany, a Republican; John Fleming, a Republican; John Kennedy, a Republican; and Mitch Landrieu, a Democrat), for which candidate would you vote?

BOUSTANY	9%
FLEMING	13%
KENNEDY	33%
LANDRIEU	10%
UNDECIDED	34%

Note: Results are based on 461 respondents who name a first choice in the senatorial ballot.

Demographics

Now I have a few questions just for statistical purposes.

D1. And regardless of how you are registered to vote, in politics today, do you normally think of yourself as (ROTATE: a Republican, an independent, or a Democrat)?

IF "REP" OR "DEM", ASK:	STRONG REP.....	19%
Would you consider yourself a strong or	NOT-SO-STRONG REP.....	6%
a not-so-strong Republican/Democrat?	IND LEAN REP	18%
	IND/NO PREF	12%
IF "IND," ASK:	IND LEAN DEM	9%
Do you think of yourself as closer to the	NOT-SO-STRONG DEM	8%
(ROTATE: Republican or Democratic	STRONG DEM	23%
Party)?	REFUSED	6%

Note: Percentages may not equal 100 percent due to rounding.
Results are based on 600 respondents, with a margin of error of plus-or-minus 4.0 percent.

D2. When thinking about politics today, do you normally consider yourself to be (ROTATE: very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal)?

VERY CONSERVATIVE.....	22%
SOMEWHAT CONSERVATIVE	30%
MODERATE	24%
SOMEWHAT LIBERAL	11%
VERY LIBERAL	7%
DON'T KNOW/REFUSED	8%

D3. Would you call yourself an evangelical or born-again Christian, or not?

YES.....	54%
NO	37%
DON'T KNOW/REFUSED	10%

D4. Would you please stop me when I read the correct category for your age?

18 TO 29.....	10%
30 TO 49.....	31%
50 TO 64.....	38%
65 OR OLDER	21%
REFUSED	0%

D5. What is the last year of education you completed?

LESS THAN HIGH SCHOOL.....	5%
HIGH SCHOOL GRADUATE	27%
SOME COLLEGE	26%
COLLEGE GRADUATE	25%
POST COLLEGE	13%
REFUSED (DO NOT READ).....	4%

D6. Are you from a Hispanic or Spanish-speaking background?

IF NO, ASK: What would you say is your main race: white, African American, Asian, or something else?

YES/HISPANIC	1%
NO/WHITE	69%
NO/BLACK/AFRICAN AMERICAN.....	27%
NO/ASIAN	0%
NO/OTHER	3%
REFUSED	1%

D7. Gender: (from observation)

MALE.....	46%
FEMALE	54%

Those are all the questions I have. Thank you very much for sharing your opinions with us.

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D8. PARISH FIPS:

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