



LOUISIANA STATEWIDE U.S. SENATE SURVEY

SURVEY RESEARCH REPORT

OCTOBER 18-20, 2016

VERNE KENNEDY Ph.D.

362 Gulf Breeze Pkwy

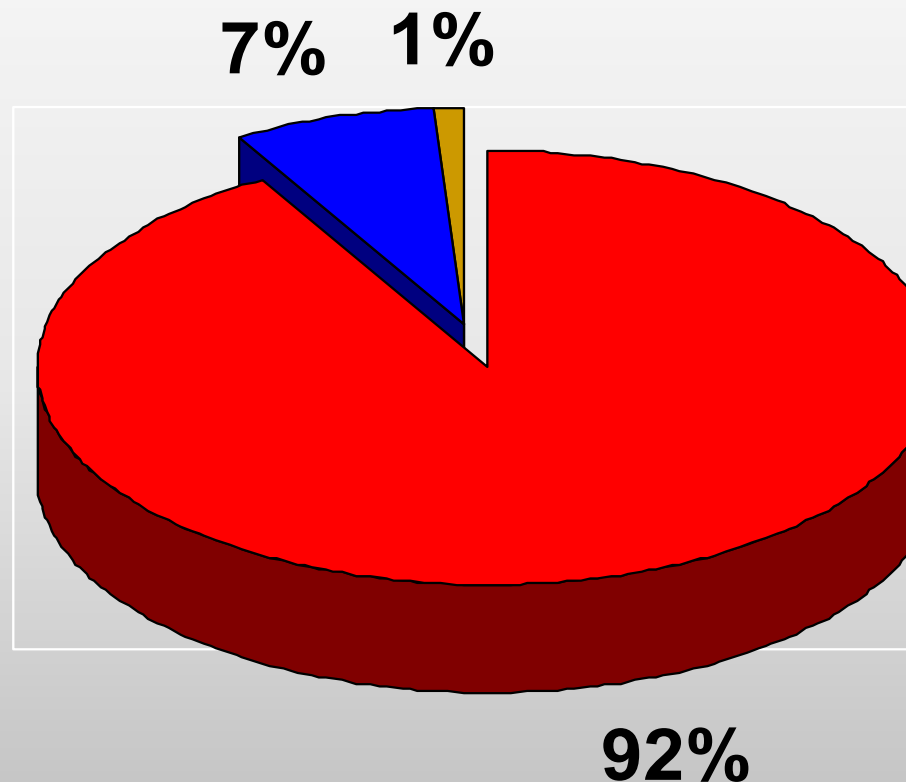
Suite 106

Gulf Breeze, FL 32561

SURVEY STATISTICS

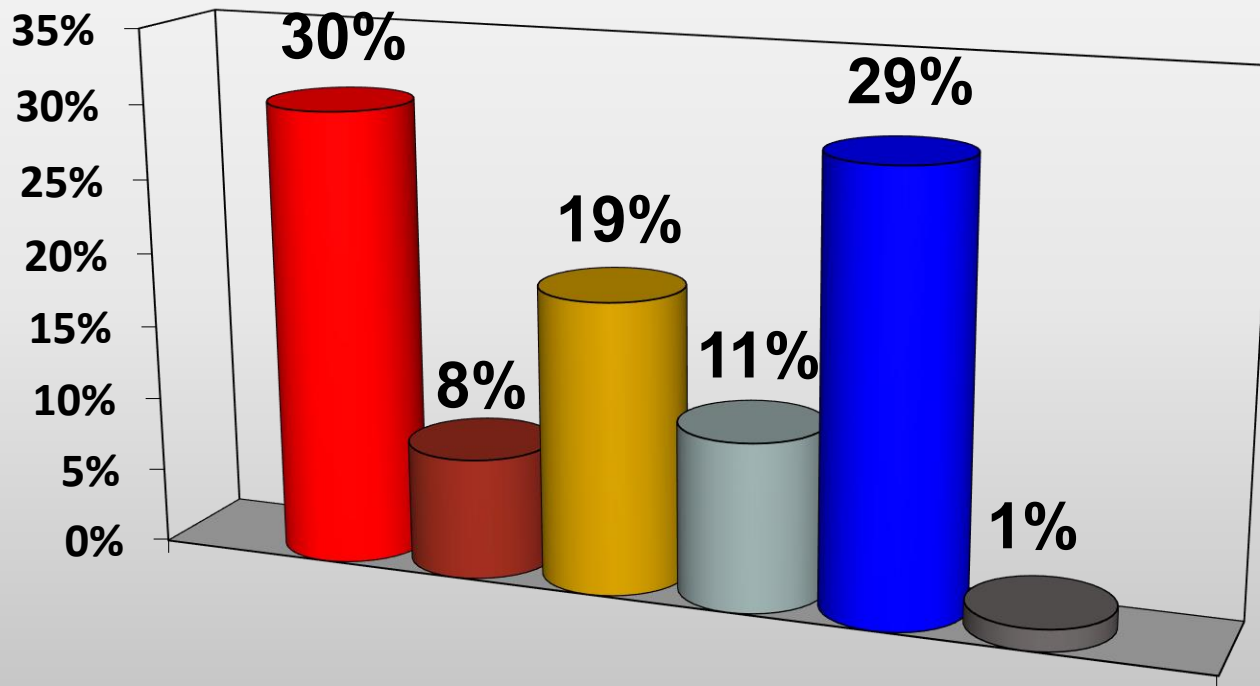
- Field dates September 27-30 and October 17 -19, 2016
- Telephone surveys with live interviewers calling both land lines and cell phones
- Sample size 600 likely voters each survey
- Error factor 4% @ .95 confidence level
- Project manager Verne Kennedy

HOW LIKELY ARE YOU TO VOTE IN THE NOVEMBER ELECTION FOR PRESIDENT AND THE U.S. STATE SENATE?



■ DEFINITE ■ PROBABLY ■ PROBABLY NOT ■ COULD CHANGE MIND

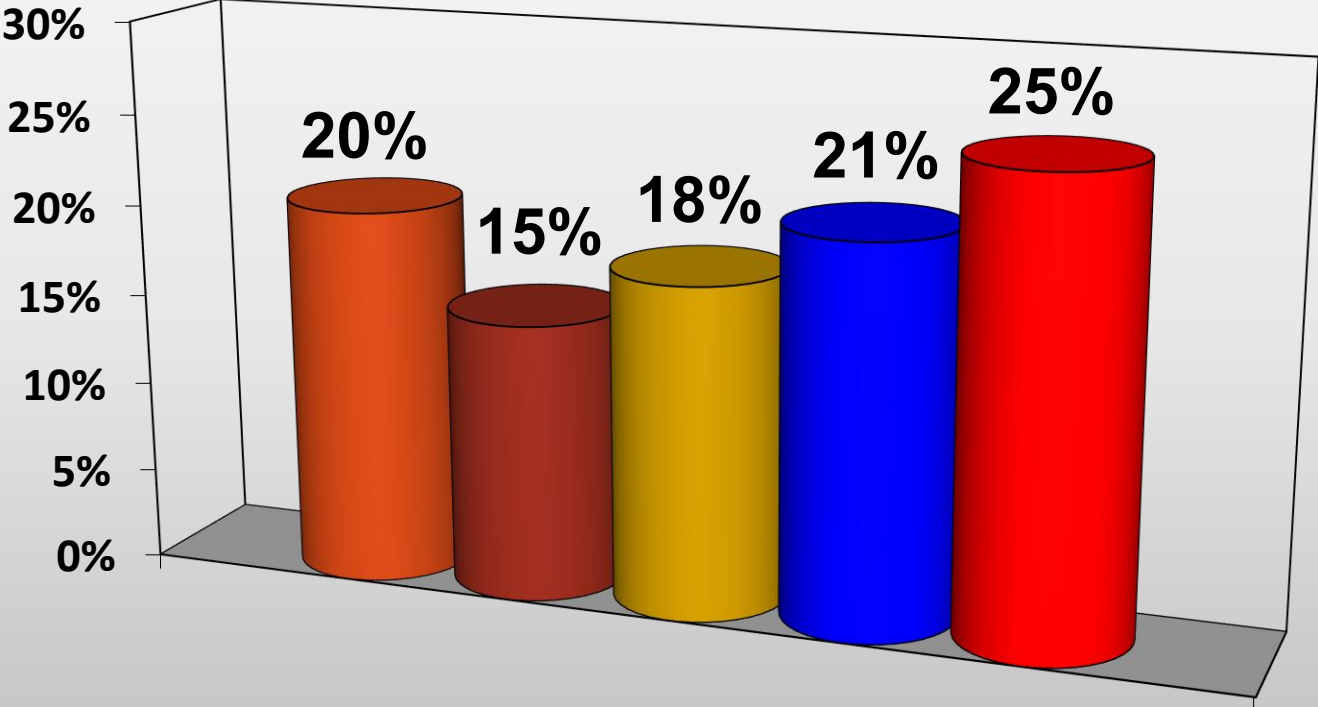
REGARDLESS OF HOW YOU ARE REGISTERED TO VOTE, DO YOU THINK OF YOURSELF AS A REPUBLICAN, A DEMOCRAT, OR AN INDEPENDENT? (IF INDEPENDENT, ASK...) DO YOU LEAN MORE TOWARD THINKING OF YOURSELF AS A REPUBLICAN OR A DEMOCRAT?



REPUBLICAN 40% DEMOCRAT 38%

■ DEMOCRAT ■ INDEPENDENT DEM ■ INDEPENDENT ■ INDEPENDENT REP ■ REPUBLICAN ■ NOT SURE

AGE

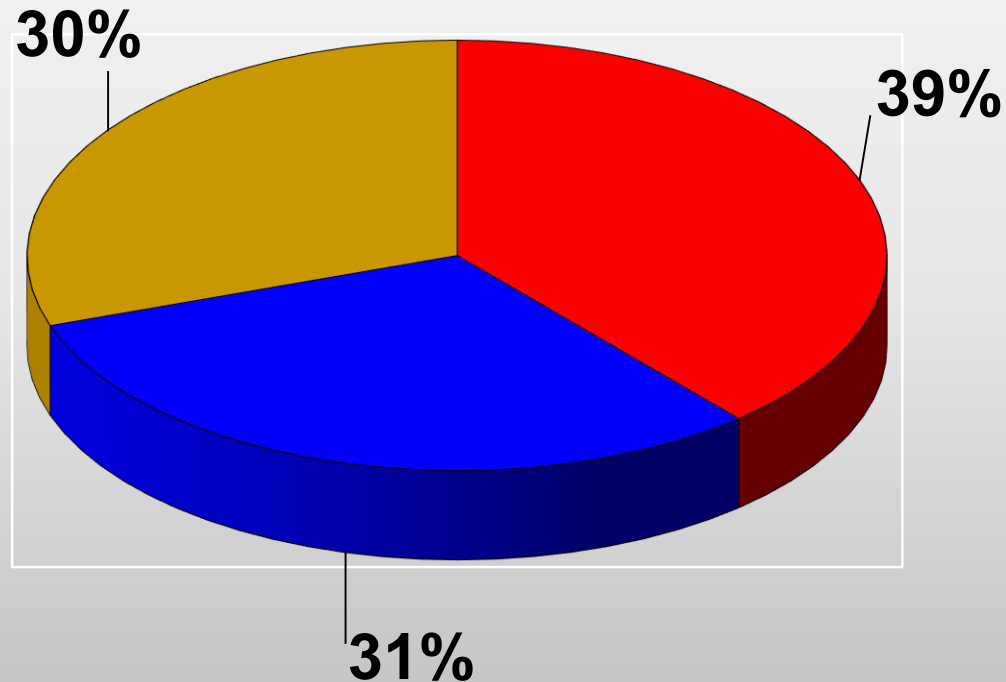


OCTOBER 2016



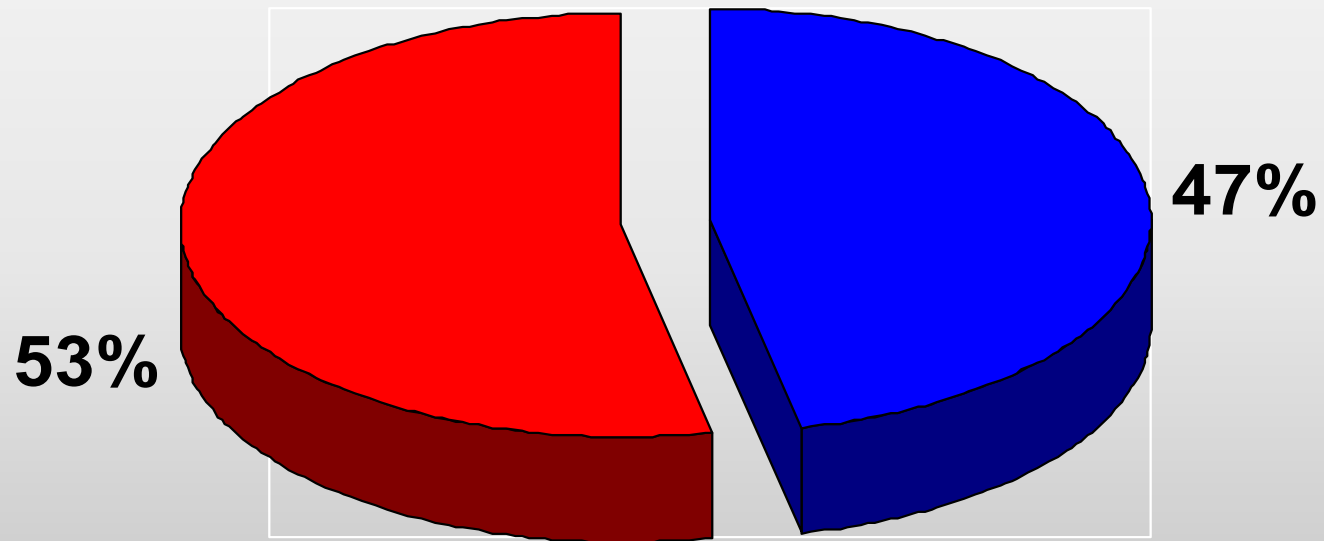
DO YOU CONSIDER YOURSELF A BORN-AGAIN OR EVANGELICAL CHRISTIAN? (IF YES, ASK...) IN A TYPICAL MONTH, HOW MANY TIMES DO YOU GO TO CHURCH?

WHITE EVANGELICALS ARE 20% OF ALL VOTERS

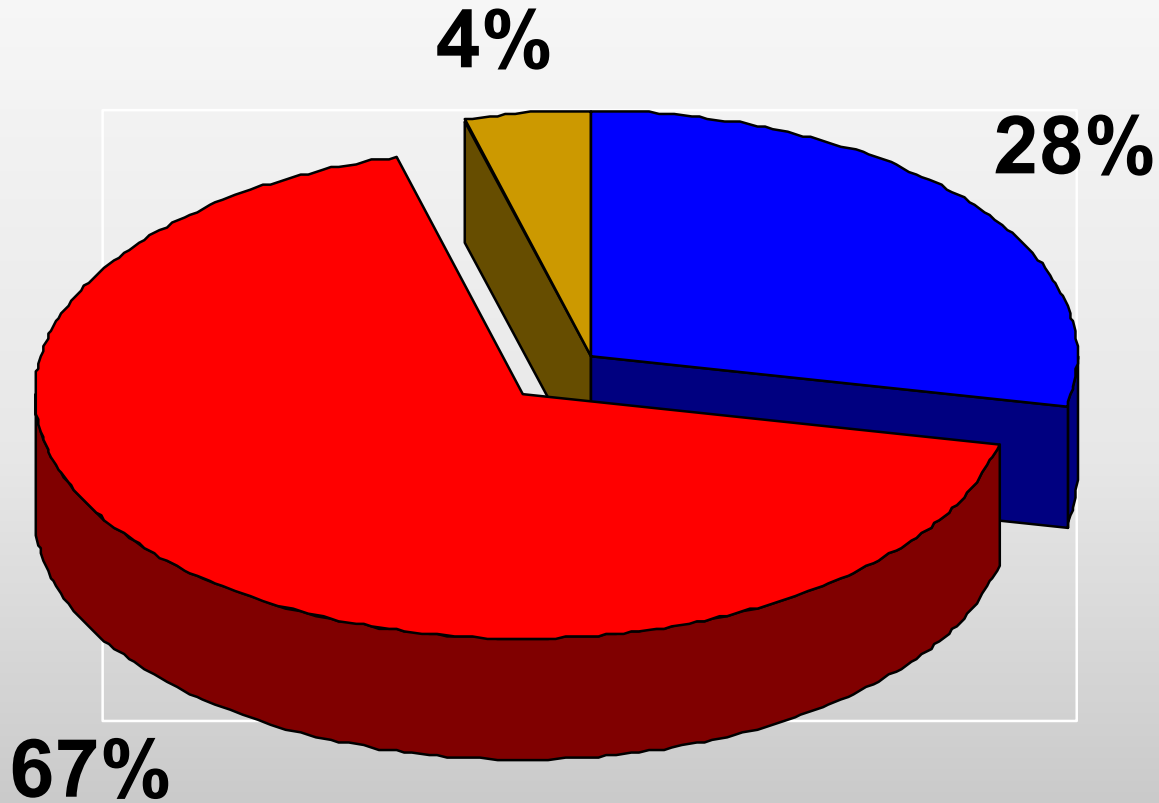


■ NO **■ <4 TIMES** **■ >4 TIMES**

GENDER

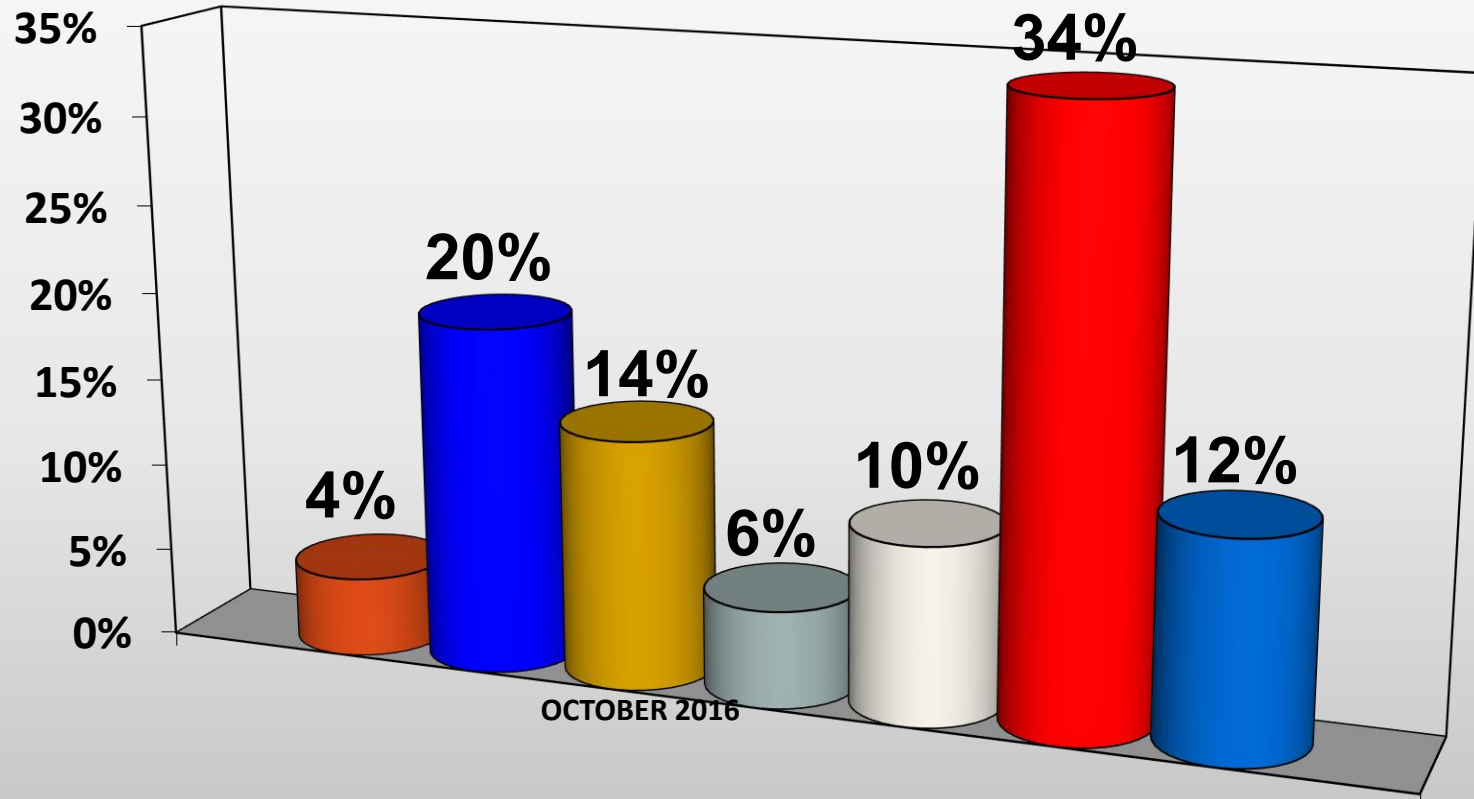


ETHNICITY



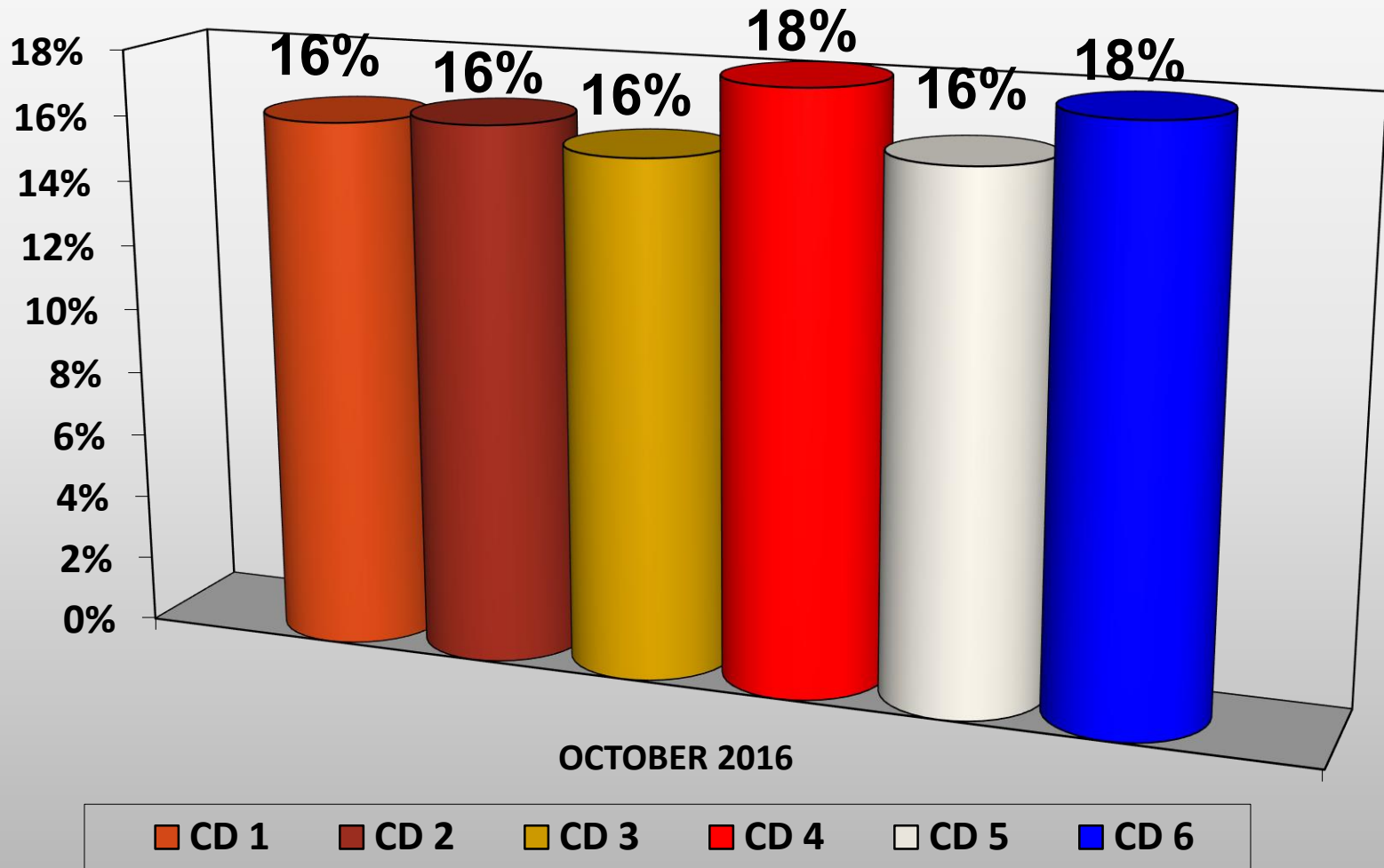
■ AFRICAN AMERICAN ■ ETHNIC MAJORITY ■ OTHER

MEDIA AREAS FOR LOUISIANA (DMAS)

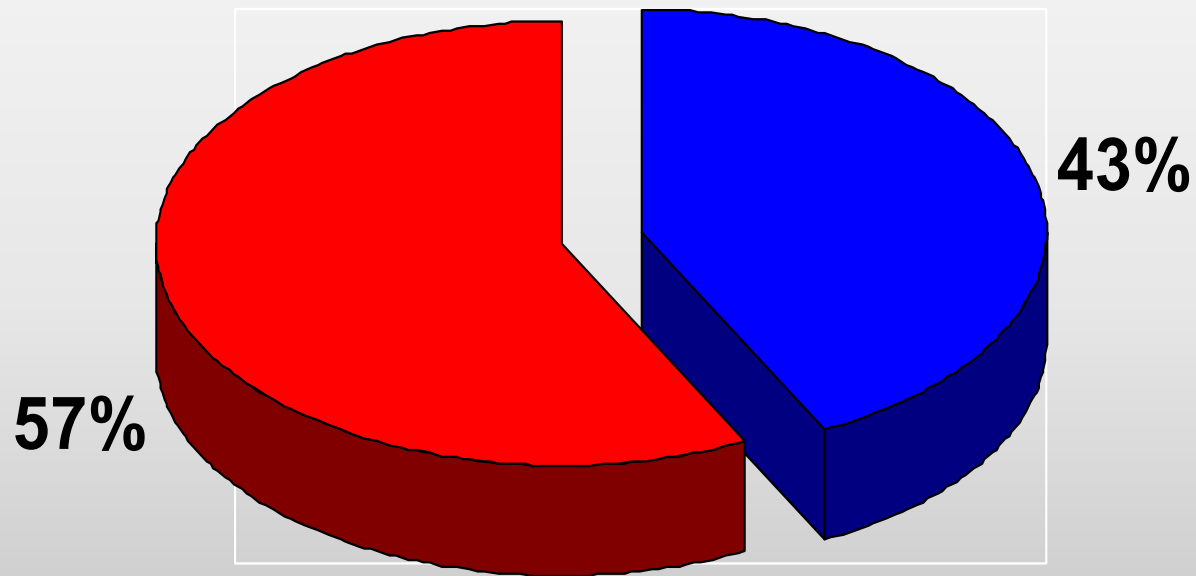


- ALEXANDRIA
- BATON ROUGE
- LAFAYETTE
- LAKE CHARLES
- MONROE EL DORADO
- NEW ORLEANS
- SHREVEPORT

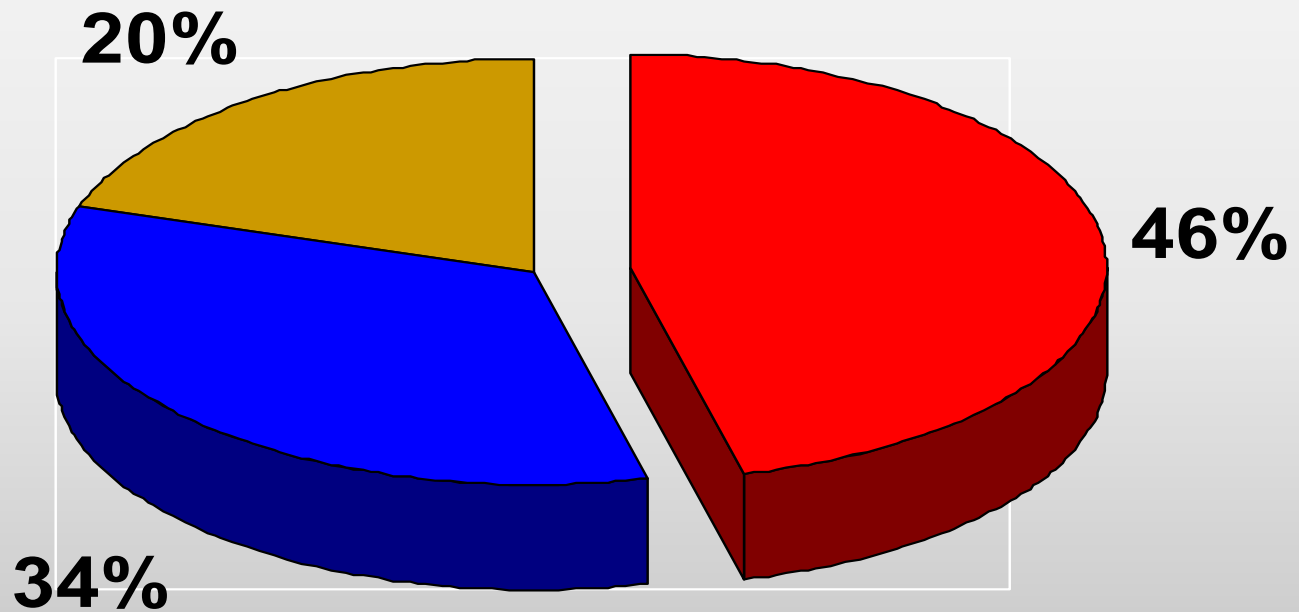
CONGRESSIONAL DISTRICTS



CELL PHONES

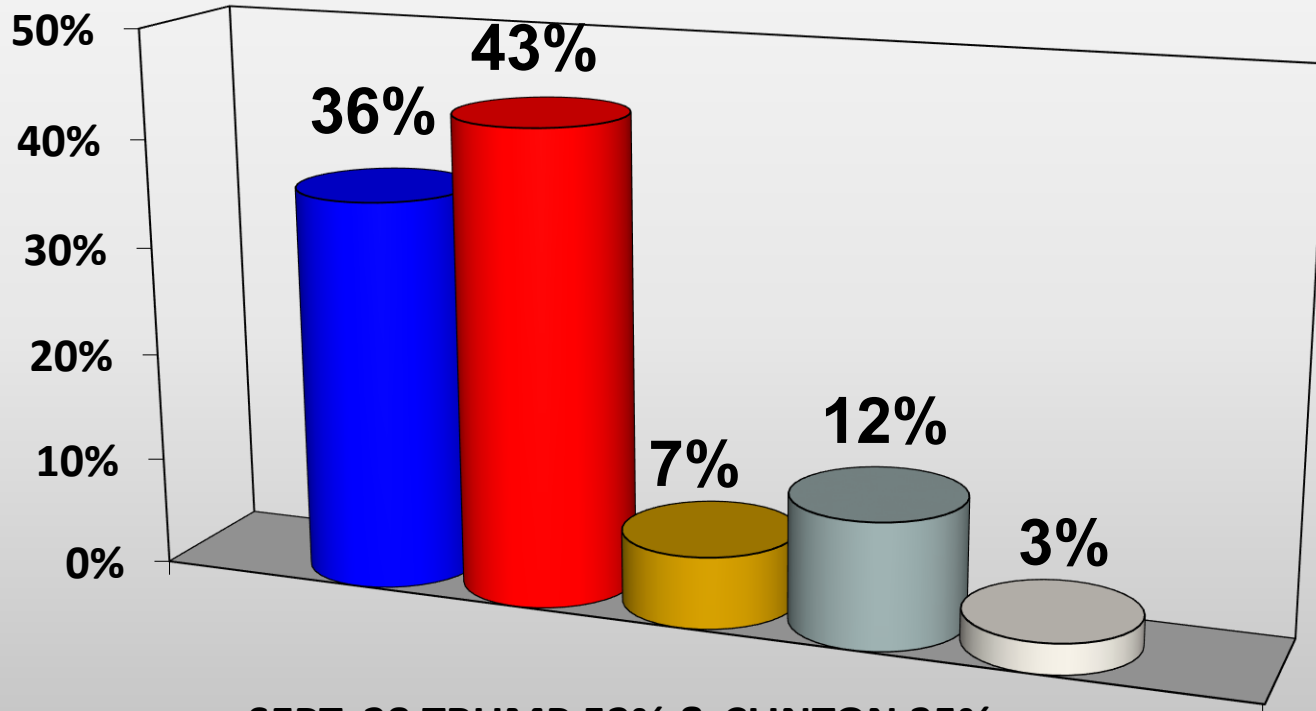


AFFILIATION AS REGISTERED



■ DEMOCRAT ■ REPUBLICAN ■ UNAFFILIATED

IN THE PRESIDENTIAL ELECTION DO YOU FAVOR: HILLARY CLINTON, THE DEMOCRAT, OR DONALD TRUMP, THE REPUBLICAN?

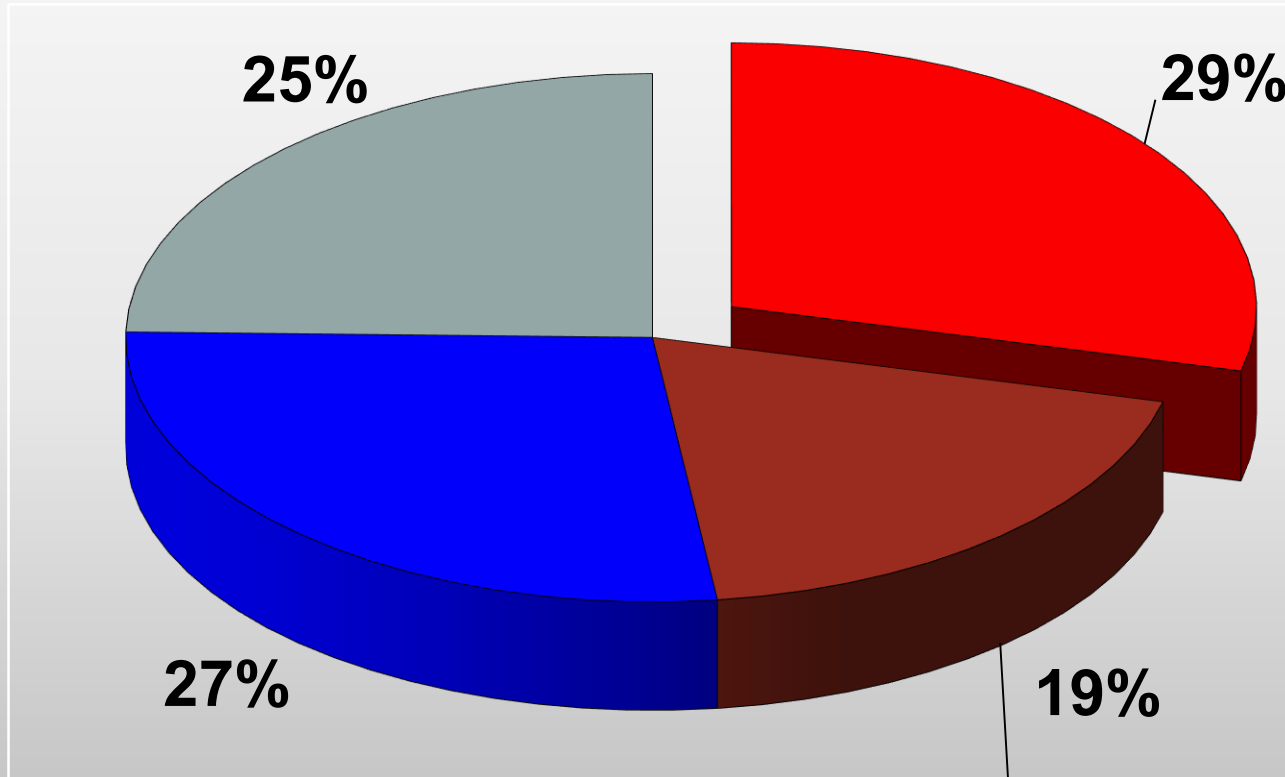


SEPT. 28 TRUMP 52% & CLINTON 35%.

■ CLINTON ■ TRUMP ■ NEITHER ■ UNDECIDED ■ NOT SURE

CHARLES BOUSTANY

TOTAL 75% RATIO 1.8:1



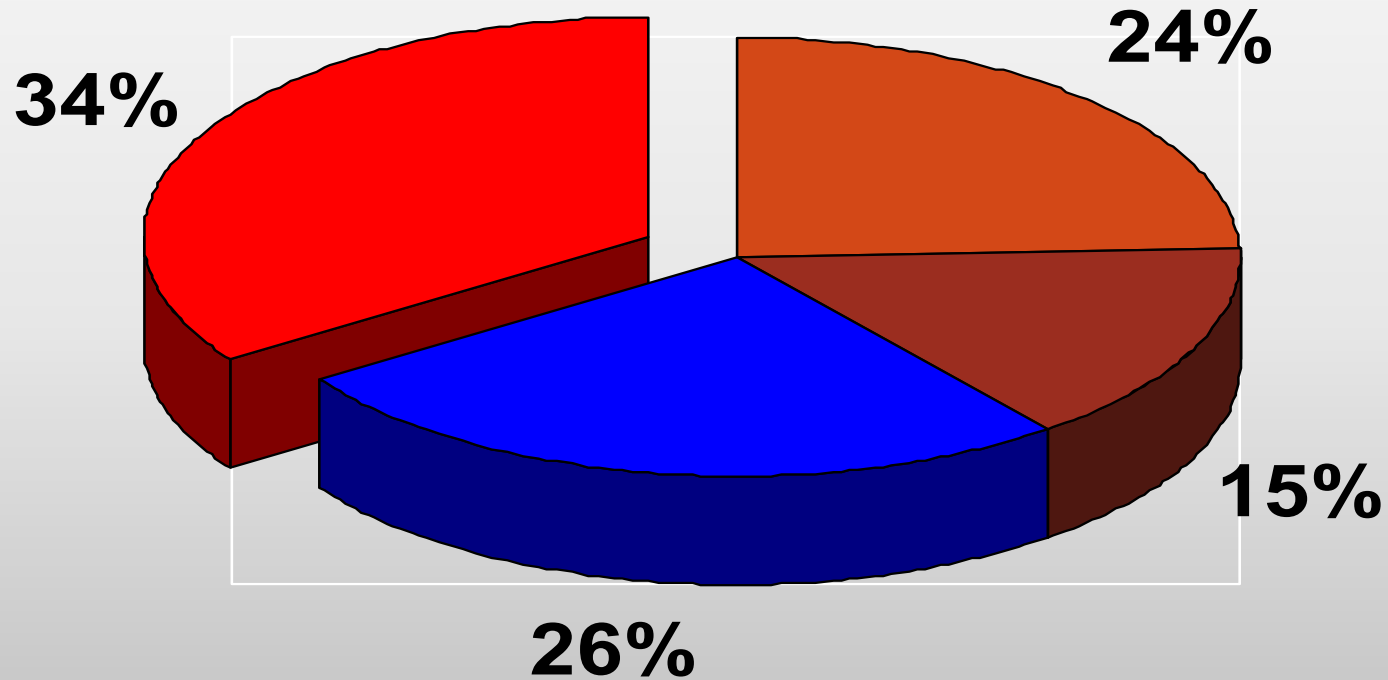
■ FAVORABLE ■ UNFAVORABLE ■ NO OPINION ■ NOT AWARE

CHARLES BOUSTANY AWARENESS

	SEPT.	OCT.
TOTAL RECOGNITION	63%	75%
FAVORABLE	24%	29%
UNFAVORABLE	13%	19%
NET FAVORABLE	11%	10%
FAVOR : UNFAVOR	1.8:1	1.5:1

FOSTER CAMPBELL

TOTAL 66% RATIO 1.7:1



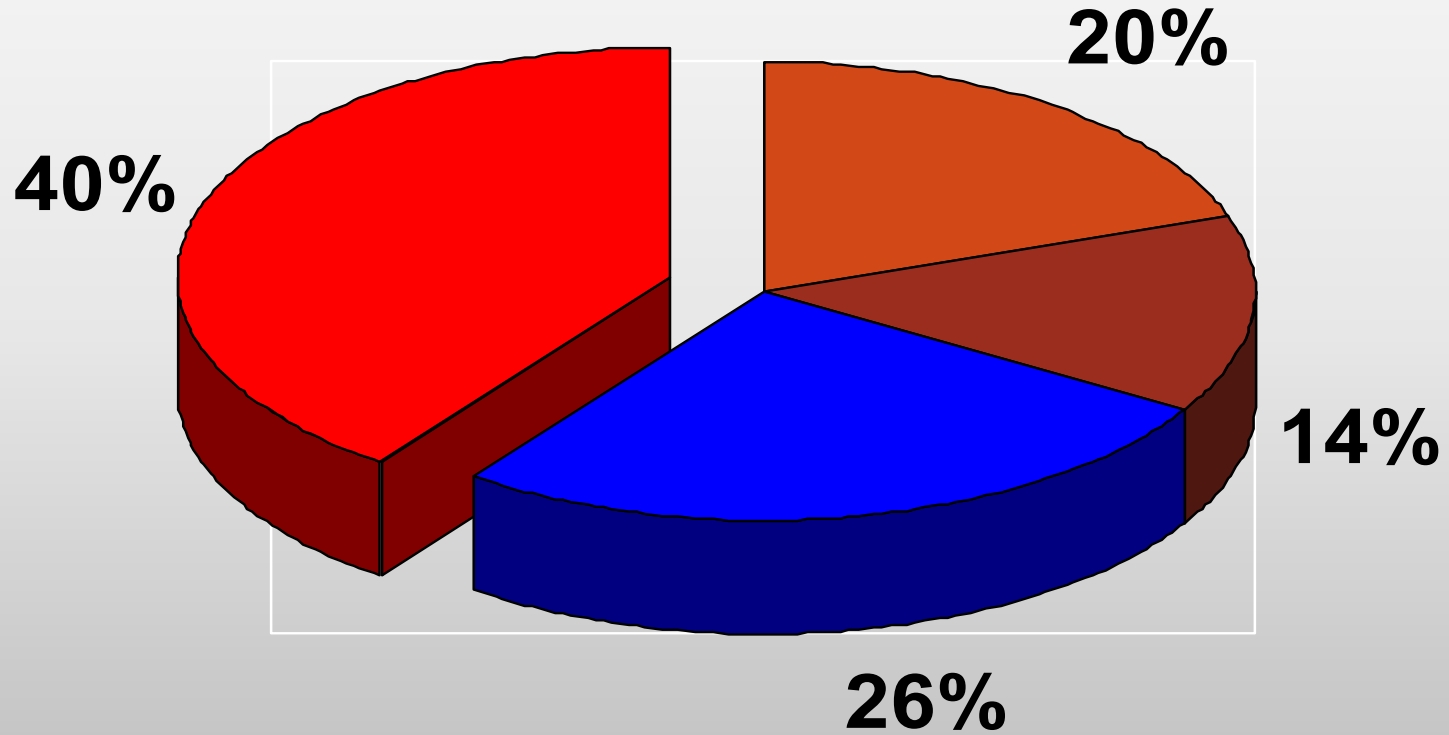
FAVORABLE UNFAVORABLE NO OPINION NOT AWARE

FOSTER CAMPBELL AWARENESS

	SEPT.	OCT.
TOTAL RECOGNITION	60%	66%
FAVORABLE	20%	24%
UNFAVORABLE	10%	15%
NET FAVORABLE	10%	10%
FAVOR : UNFAVOR	2.0:1	1.7:1

CAROLINE FAYARD

TOTAL 60% RATIO 1.4:1



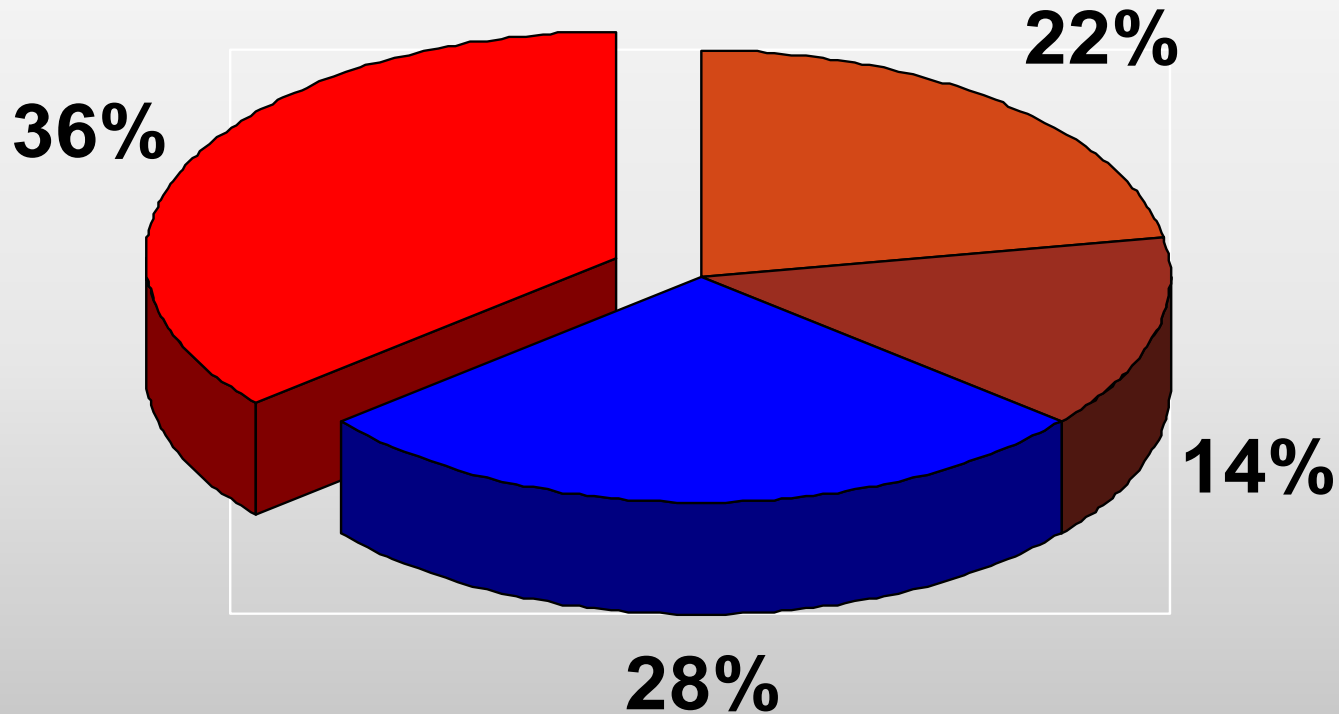
FAVORABLE UNFAVORABLE NO OPINION NOT AWARE

CAROLINE FAYARD AWARENESS

	SEPT.	OCT.
TOTAL RECOGNITION	43%	60%
FAVORABLE	13%	20%
UNFAVORABLE	7%	14%
NET FAVORABLE	6%	6%
FAVOR : UNFAVOR	1.9:1	1.4:1

JOHN FLEMING

TOTAL 64% RATIO 1.6:1



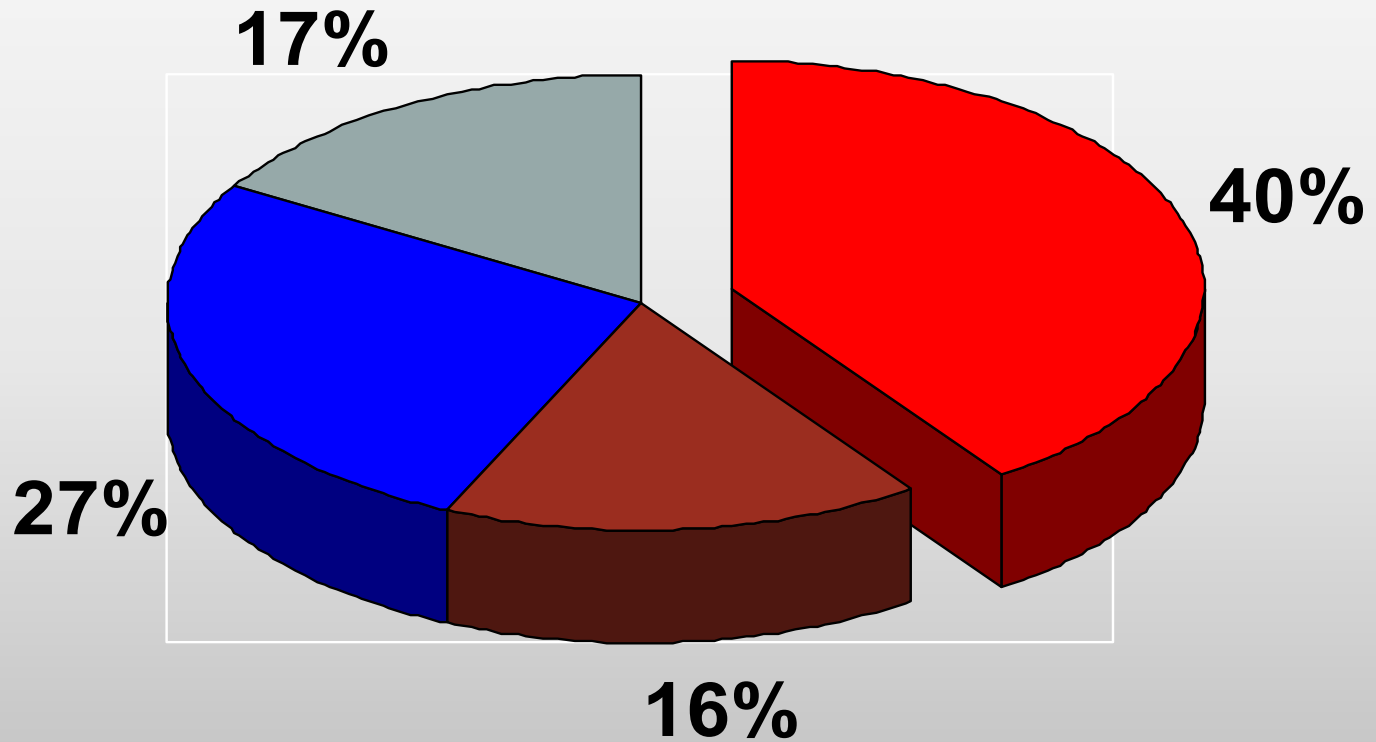
FAVORABLE UNFAVORABLE NO OPINION NOT AWARE

JOHN FLEMING AWARENESS

	SEPT.	OCT.
TOTAL RECOGNITION	64%	64%
FAVORABLE	24%	22%
UNFAVORABLE	13%	14%
NET FAVORABLE	12%	8%
FAVOR : UNFAVOR	1.9:1	1.6:1

JOHN KENNEDY

TOTAL 83% RATIO 2.5:1



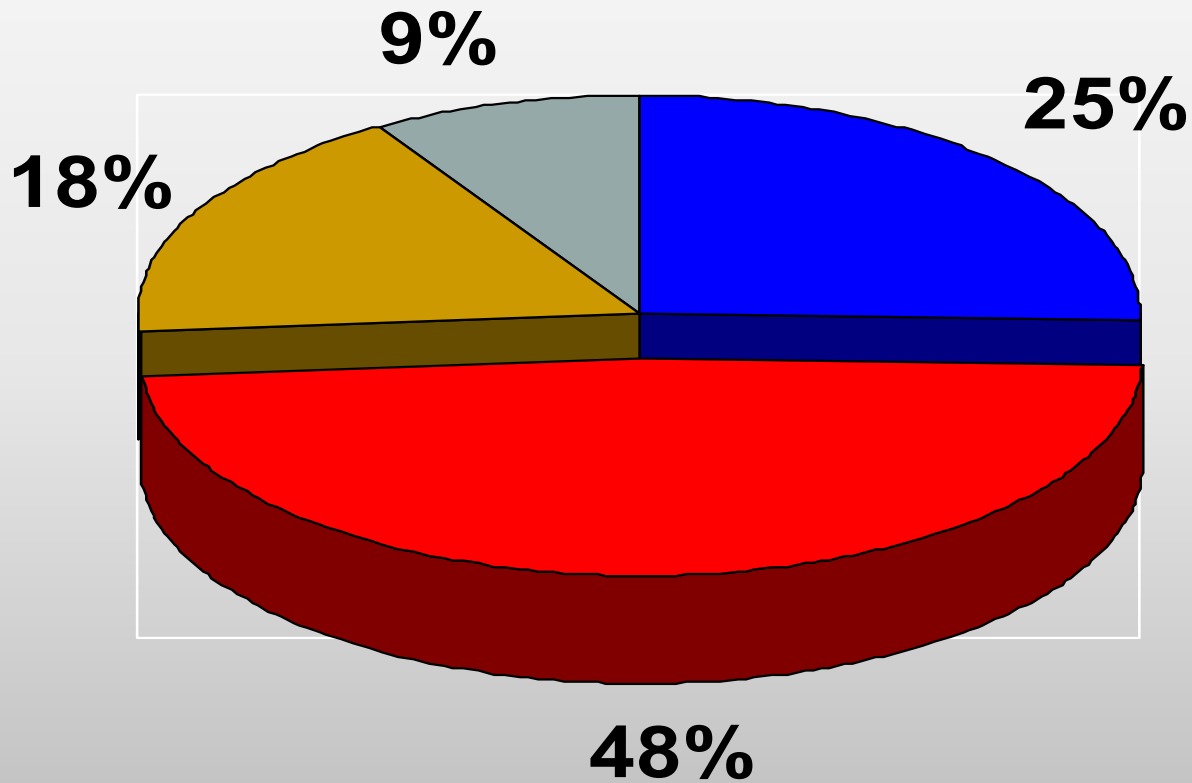
FAVORABLE UNFAVORABLE NO OPINION NOT AWARE

JOHN KENNEDY AWARENESS

	SEPT.	OCT.
TOTAL RECOGNITION	86%	83%
FAVORABLE	50%	40%
UNFAVORABLE	14%	16%
NET FAVORABLE	36%	24%
FAVOR : UNFAVOR	3.6:1	2.5:1

DAVID VITTER

TOTAL 91% RATIO 1:1.9

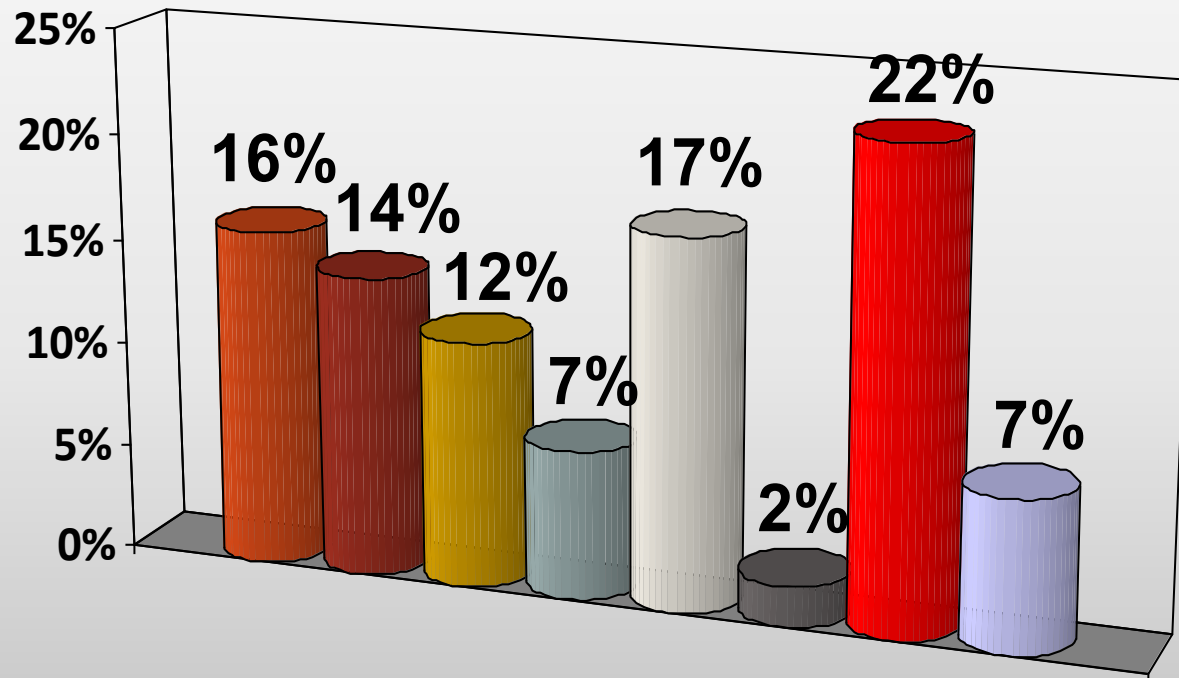


FAVORABLE UNFAVORABLE NO OPINION NOT AWARE

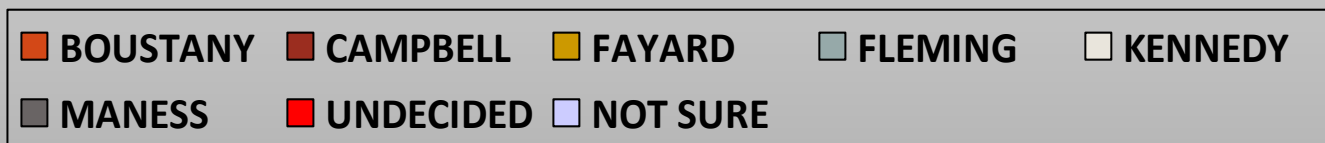
CANDIDATE AWARENESS RESULTS

- **Candidate name recognition changes: Boustany +12%; Campbell +6%; Fayard +17%; Fleming 0%; Kennedy -3%.**
- **As the campaigns heats up, all candidates had lowered favorable to unfavorable opinion ratios with Kennedy losing most because of a 10% decline in favorable opinion followed by Fayard due to a 7% increase in unfavorable opinion plus a 17% increase in overall awareness.**
- **Kennedy with 83% awareness and Boustany with 75% awareness are best known candidates.**
- **Because some of David Vitter's governor's campaign staff are working for senate candidates, Vitter awareness and opinion were including in the survey.**

LOUISIANA WILL HOLD AN ELECTIONS FOR U.S. SENATOR IN NOVEMBER. TWENTY-FOUR PEOPLE ARE ON THE BALLOT FOR SENATOR. IF THE ELECTION FOR U.S. SENATOR WAS TODAY WHICH CANDIDATE WOULD YOU FAVOR?



OCTOBER 2016



U.S. SENATE BALLOT

	SEPT.	OCT.
BOUSTANY (R)	12%	16%
CAMPBELL (D)	10	14
FAYARD (D)	11	12
FLEMING (R)	10	7
KENNEDY (R)	18	17
MANESS (R)	4	2

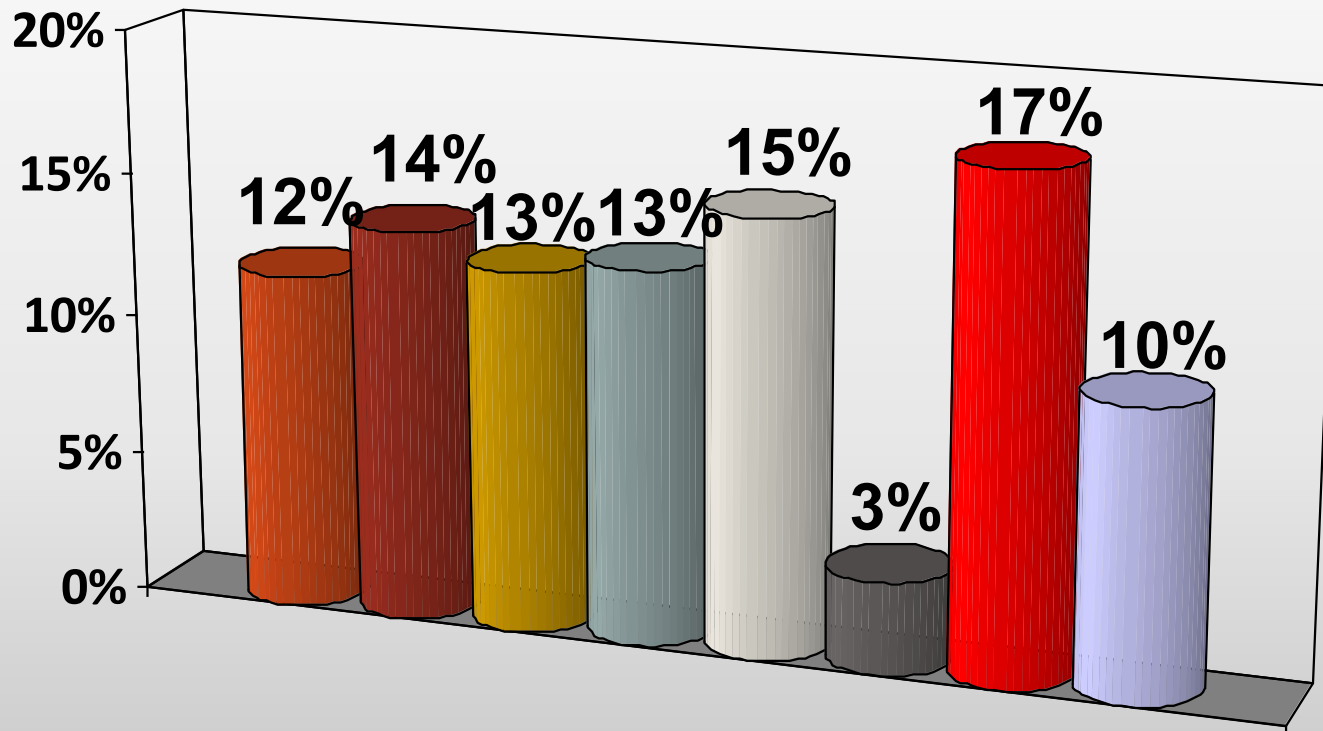
SENATE BALLOT ANALYSIS

- In the past month, Boustany vote went from 12% to 16% and Campbell from 10% to 14% vote. Fleming lost vote from 10% to 7% probably due to unfavorable publicity on someone close to his campaign offering another candidate money to get out of the race.
- Clinton voters favored Campbell 33% and Fayard 29%. Trump voters favored Kennedy 29%, Boustany 28%, and Fleming 12%.
- A good gauge of candidate appeal is the percent of favorable opinion voting for them: Boustany 45%, Fayard 45%, Campbell 40%, Kennedy 37% & Fleming 26%.
- Among definite Republicans, Boustany 31%, Kennedy 25%, and Fleming 13%.

SENATE BALLOT ANALYSIS

- **Among definite Democrats: Campbell 32% and Fayard 24%.**
- **White voters: Kennedy 23%, Boustany 19%, Campbell 10%, and Fleming 9%.**
- **African Americans: Campbell 24% and Fayard 23%.**
- **Boustany runs first in Lafayette and Lake Charles and Kennedy first in other DMA's except Shreveport where Campbell does best.**
- **Kennedy still has a significant gender gap with 21% from men and only 14% from women. Only other candidates with gender gaps are Campbell 17% men and 12% women and Fayard 16% women and 6% men.**
- **The New Orleans with 34% of all Louisiana voters is likely to determine the primary outcome. Kennedy has 19% and Boustany 9% with Campbell and Fayard about 15% each.**

WHICH CANDIDATE WOULD BE YOUR SECOND CHOICE FOR U.S. SENATOR?



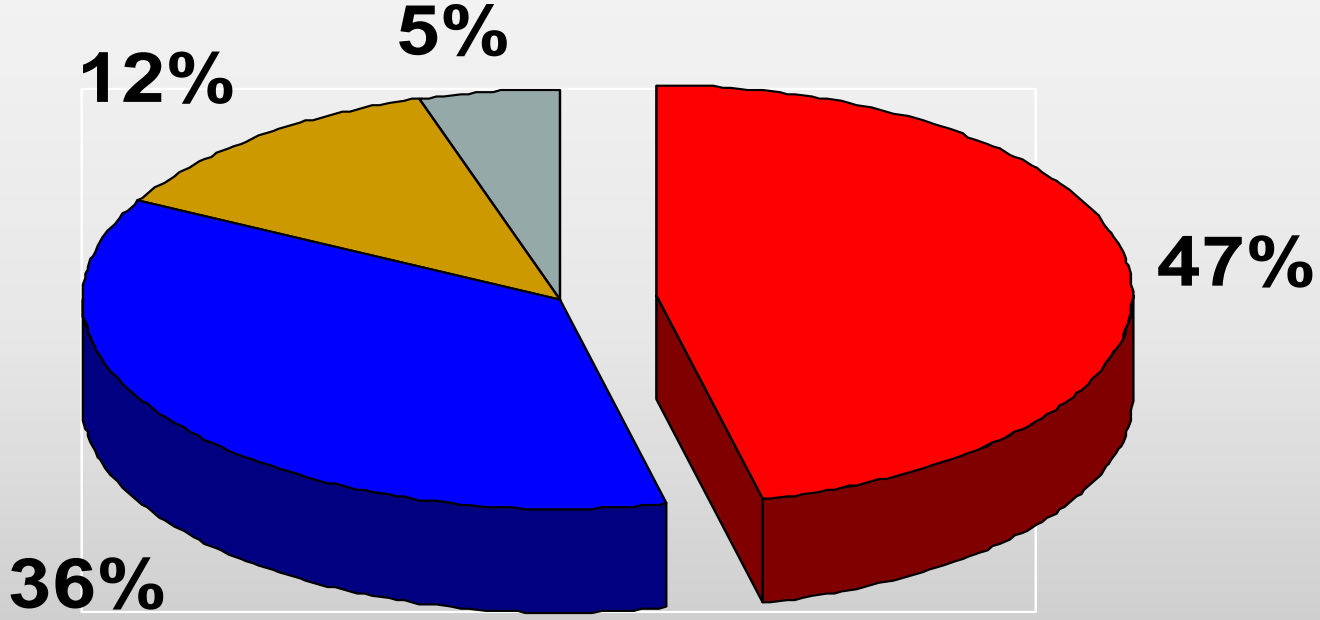
OCTOBER 2016



SECOND CHOICE VOTES

- **In the final two weeks of primary campaigning it is important to understand how votes would shift from current choice to another candidate if candidates lose vote from negative press or opposition attacks.**
- **As expected, Boustany' s vote would go primarily to Kennedy and Fleming.**
- **Campbell's vote to Fayard, and Fayard' s vote to Campbell.**
- **Fleming's vote strongly to Kennedy followed by Boustany**
- **Kennedy's vote strongly to Fleming followed by Boustany.**

**IN A RUN-OFF ELECTION FOR U.S. SENATOR WOULD YOU FAVOR:
ONE OF THE REPUBLICANS CHARLES BOUSTANY, JOHN
FLEMING, OR JOHN KENNEDY OR ONE OF THE DEMOCRATS
CAROLINE FAYARD OR FOSTER CAMPBELL?**

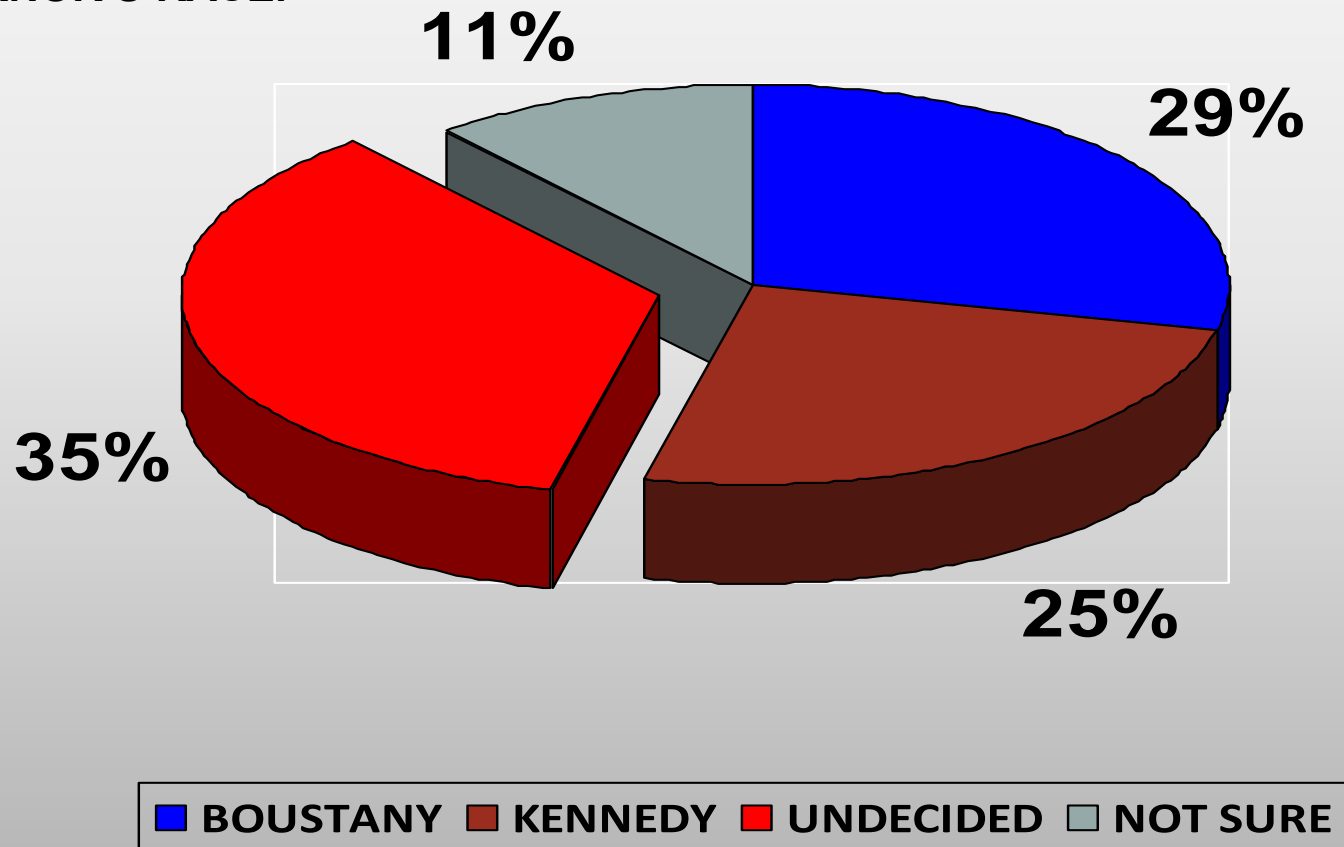


■ REPUBLICAN ■ DEMOCRAT ■ UNDECIDED ■ NOT SURE

SENATE RUN-OFF

- **The senate run-off has slightly higher probability of being between two Republicans than one Republican and one Democrat.**
- **If between a Republican and Democrat, the Republican is almost guaranteed a win unless the Republican somehow, which is unlikely, increases significantly in unfavorable opinion.**
- **A run-off between two Republicans would most likely be between Kennedy and Boustany and current survey results show that either can win.**
- **A run-off between Kennedy and Boustany would have very low Democratic vote and high Republican vote. In the primary balloting Boustany received 31% and Kennedy 25% of definite Republicans, but Kennedy did better among Independents and Democrats.**

SOME OF DAVID VITTER'S 2015 CAMPAIGN STAFF ARE RUNNING JOHN KENNEDY'S SENATE CAMPAIGN WHILE VITTER'S FORMER CAMPAIGN MANAGER IS IN CHARGE OF A PAC RUNNING TV ADS ATTACKING CHARLES BOUSTANY AND JOHN FLEMING. VOTERS SEEING ATTACK ADS AGAINST BOUSTANY AND FLEMING DON'T KNOW JOHN KENNEDY INITIALLY FUNDED THE PAC RUNNING THESE ADS WHICH ARE THE SAME ADS VITTER USED AGAINST OTHER REPUBLICANS IN THE 2015 GOVERNOR'S RACE.



SURVEY CONCLUSIONS

- **The presidential campaign is impacting Louisiana where Trump with a 17% lead in late September now has a 7% advantage. This has changed self party identification giving Republicans a 4% advantage several weeks ago to a 2% advantage in this survey. This has increased the likelihood that we could have a Republican vs Democrat run-off.**
- **Based on current results, a two Republican run-off would almost certainly be Kennedy and Boustany.**
- **A Republican vs Democrat run-off gives Kennedy or Boustany an almost definite win. In a Republican vs Democrat run-off Campbell currently has an advantage over Fayard. However, Black vote could easily shift giving the advantage to Fayard.**