

Survey of Registered Republicans for Louisiana Presidential Primary

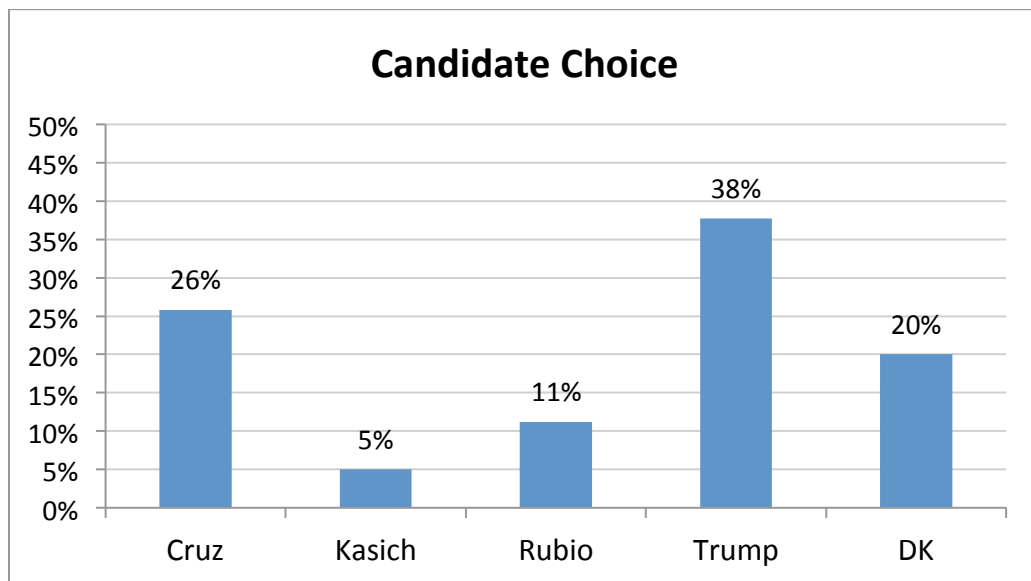
The University of New Orleans' Survey Research Center sponsored an automated telephone survey of active registered Republican voters in Louisiana Wednesday March 2, 2016. The sample for the survey was randomly selected from all active registered Republicans in the state. The respondent sample of 1,874 yields a 2.26% margin of error at a 95% level of confidence. The sample matches the gender, age, race, and regional parameters from the voter file obtained from the Louisiana Secretary of State.

This survey is a departure from the Survey Research Center's traditional live telephone polling. The Center and its researchers desire to explore new and developing technology for data collection methods as they become available.

With the Louisiana Presidential Primary approaching, Dr. Edward Chervenak and Graduate Research Assistant Tony Licciardi constructed the survey, since no polls on the state's presidential primary have been released since last fall when Dr. Ben Carson was leading the GOP field.

The survey's telephone calls were conducted on Wednesday with the anticipation of a thinning GOP field in the wake of the results from Super Tuesday's primaries and caucuses. Ben Carson's name was removed from the survey after he announced that he had no real path to victory.

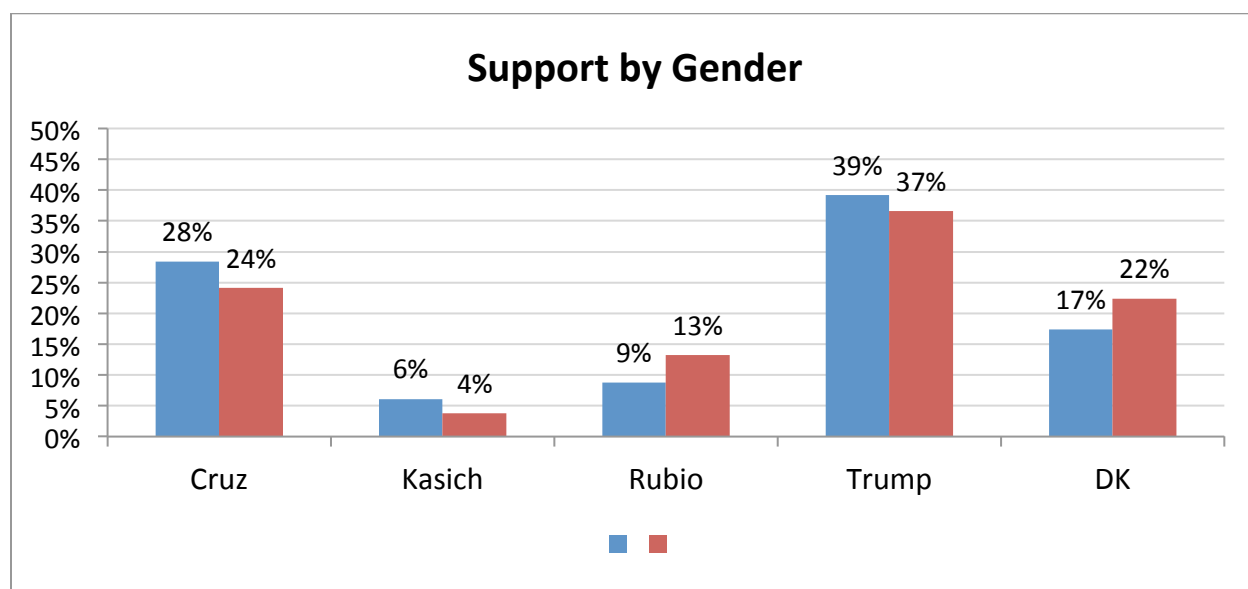
The survey was comprised of five questions/topics: Early Voting, Election Day Voting, Candidate Choice, Gender, and Age.



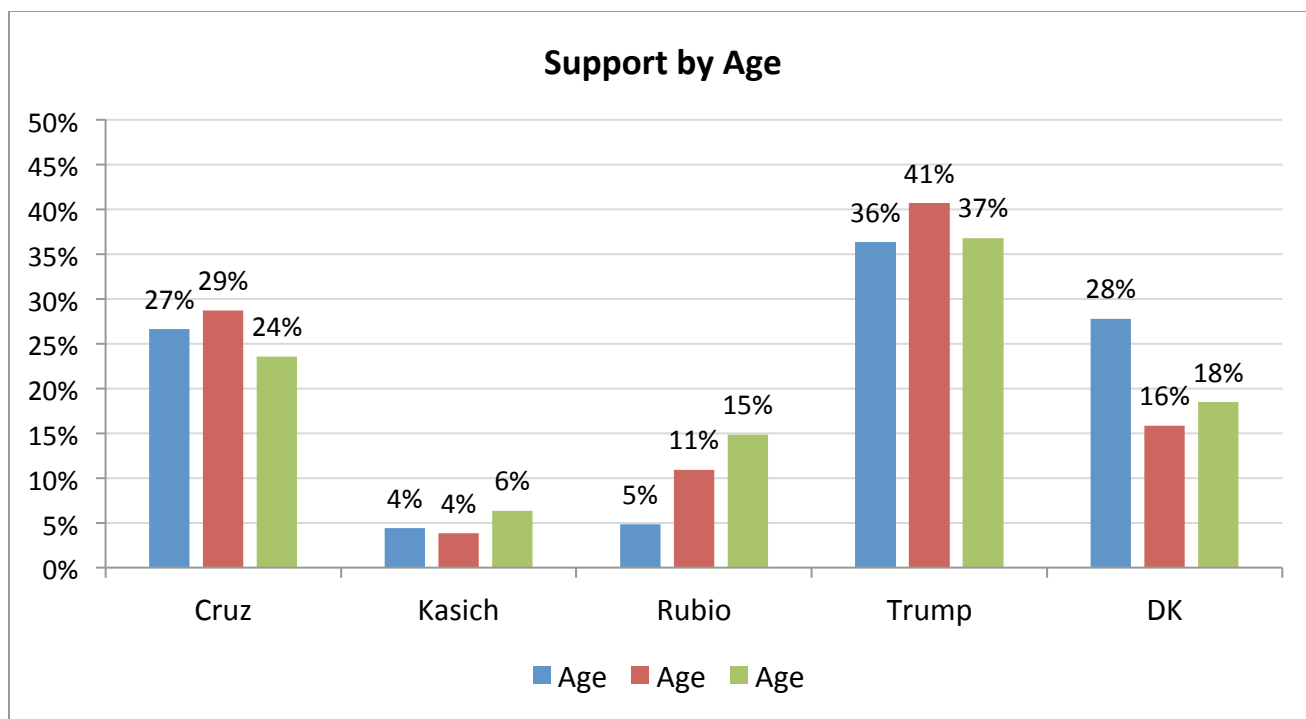
When asked to select from the Republican candidates, most chose Donald Trump. He enjoys a double digit lead over the second-place finisher, Ted Cruz. Marco Rubio came in at 11 percent and John Kasich was in single-digits. One-in-five of Republican registered voters reported they were undecided.

Candidate	District 1	District 2	District 3	District 4	District 5	District 6
Cruz	22%	25%	31%	26%	26%	26%
Kasich	4%	6%	4%	4%	4%	8%
Rubio	10%	12%	12%	13%	12%	10%
Trump	43%	41%	34%	33%	40%	36%
DK	21%	17%	20%	24%	18%	19%

Vote support from Trump was found across the state. He garnered his strongest support in District 1 (Suburban New Orleans parishes and the Northshore). He did nearly as well in District 2 and in District 5. Although he received more support than any other candidate in District 3 (Southwest Louisiana), it's also the district where he received his lowest level of support. Nearly one-quarter of registered Republicans in District 3 were undecided.



Trump also enjoyed a plurality of support from both men and women. Rubio was the only candidate to receive greater support from women than from men. Women were also more likely than men to report they were undecided on whom to support in the primary.



Trump received the most support across the three age categories. He garnered the most support from registered Republicans age 35 to 54, the age category typically associated with peak earning years. Rubio, who is considered to be the Republican who will lead the conservative movement for the Millennial generation, did very poorly with the youngest age group. The oldest registered Republicans were three more times likely than youngest age category to support Rubio. Over one-quarter of the youngest registered Republicans were undecided.

Candidate	Voted Early	Vote on Saturday
Cruz	22%	29%
Kasich	8%	4%
Rubio	13%	12%
Trump	55%	38%
DK		17%

Among those who reported they had voted early, Trump carried over one-half of their vote, far ahead of the second-place finisher, Ted Cruz. As for the respondents who stated they would be voting on Saturday, Trump again leads the pack. He enjoys a 9 point advantage over Cruz. However, 17 percent said they still had not made up their mind on who they supported in the primary.

Appendix

LA Republican Presidential Primary Survey Script- 3/2/2016

This is a confidential survey of registered Republican voters in Louisiana. The survey takes less than one minute. Here is the first question:

- 1. Did you Early Vote for the Presidential Primary Election?**
Press 1 for Yes
Press 2 for No
(If 1 go to Q3, If 2 go to Q2)
- 2. Do you plan to vote this Saturday March 5th in the Presidential Primary?**
Press 1 for Yes
Press 2 for No
Press 3 for Don't know
- 3. Who do you support in the Presidential Primary?**
For Ted Cruz Press 1
For John Kasich Press 2
For Marco Rubio Press 3
For Donald Trump Press 4
For Don't Know Press 5
- 4. Are you male or female?**
Press 1 for Male
Press 2 for Female
- 5. This is the last question. What is your age?**
If you are between 18-34 Press 1
If you are between 35-54 Press 2
If you are 55 or older Press 3

Thank you for taking the poll.