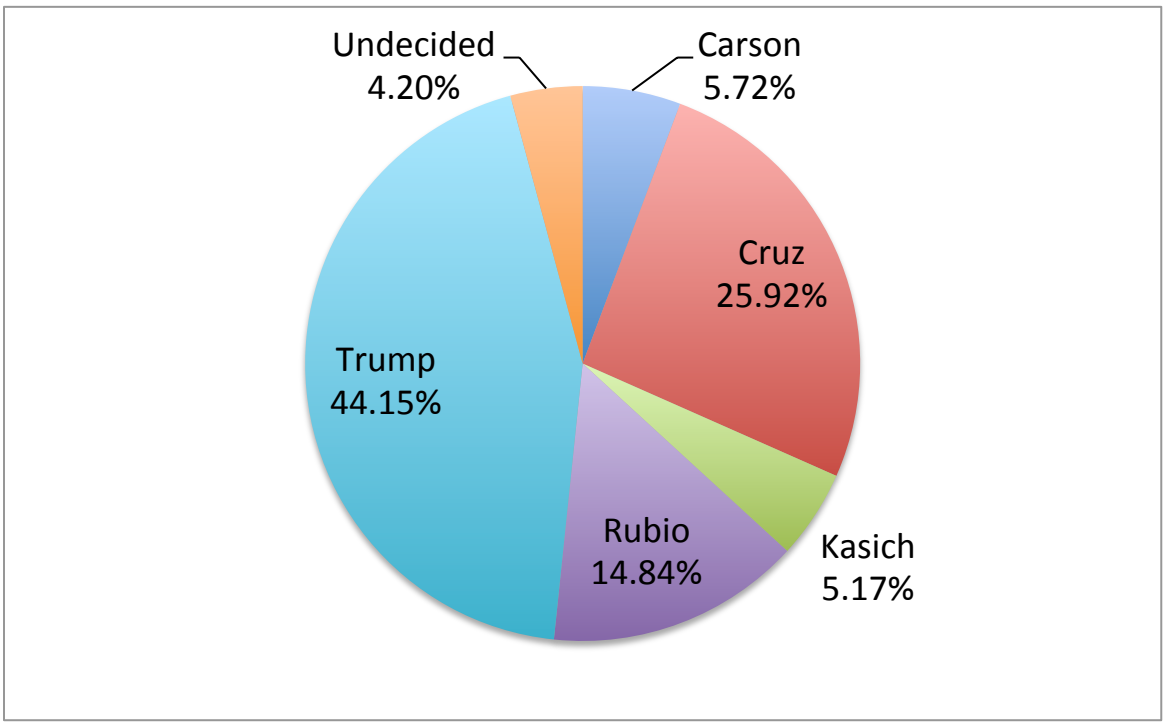
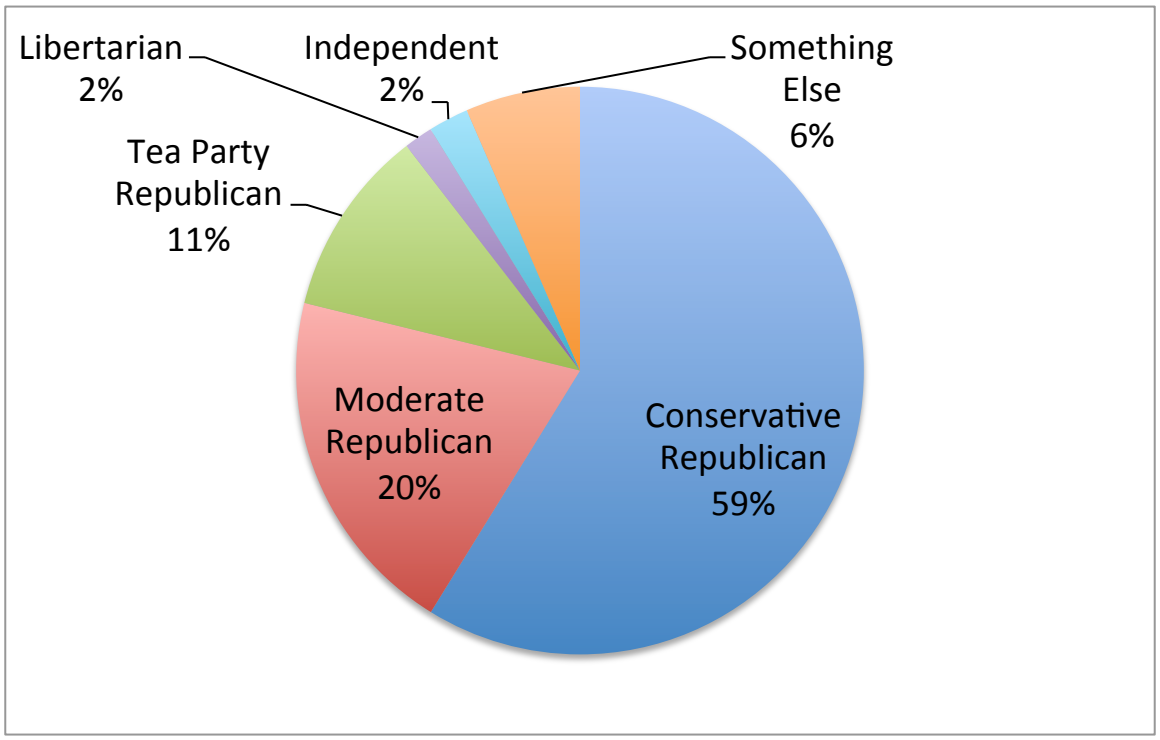
LA Presidential Primary Survey
Conducted 3/1-2
1509 Respondents
Likely Republican Presidential Primary Voters
Margin of Error: +/- 2.73
Response Rate: 3.47%
Confidence: 95%
Response Distribution: 50%

Overall Survey

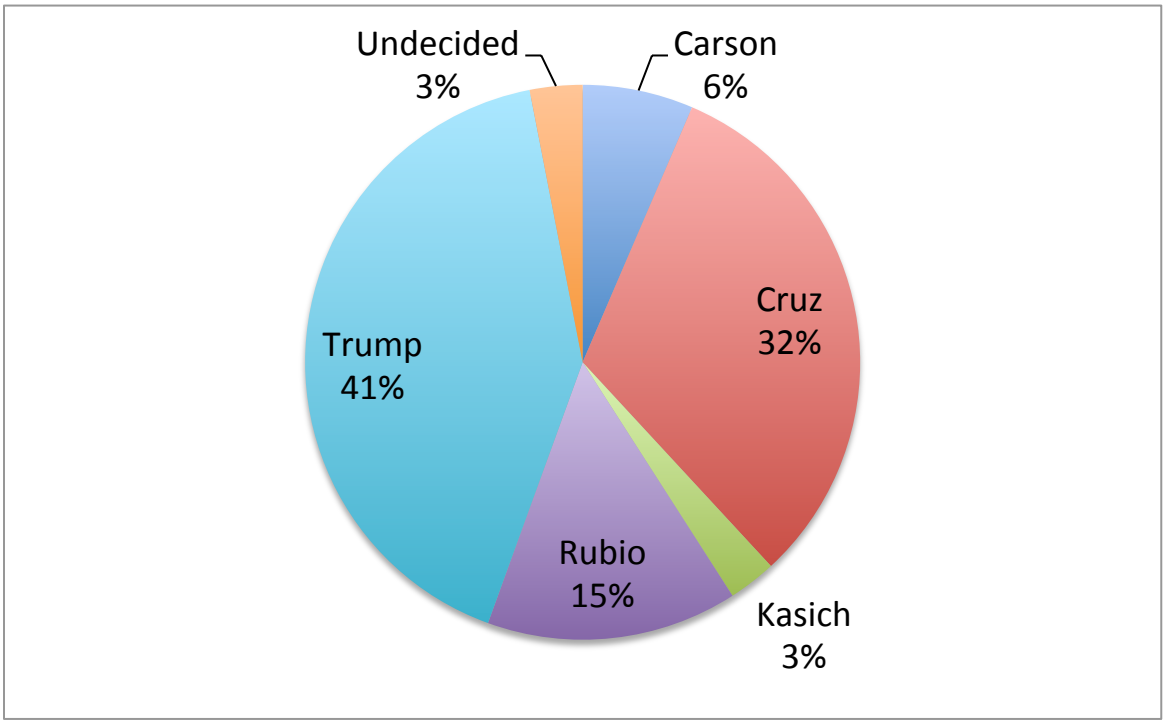
If the election were held today, for whom would you vote?



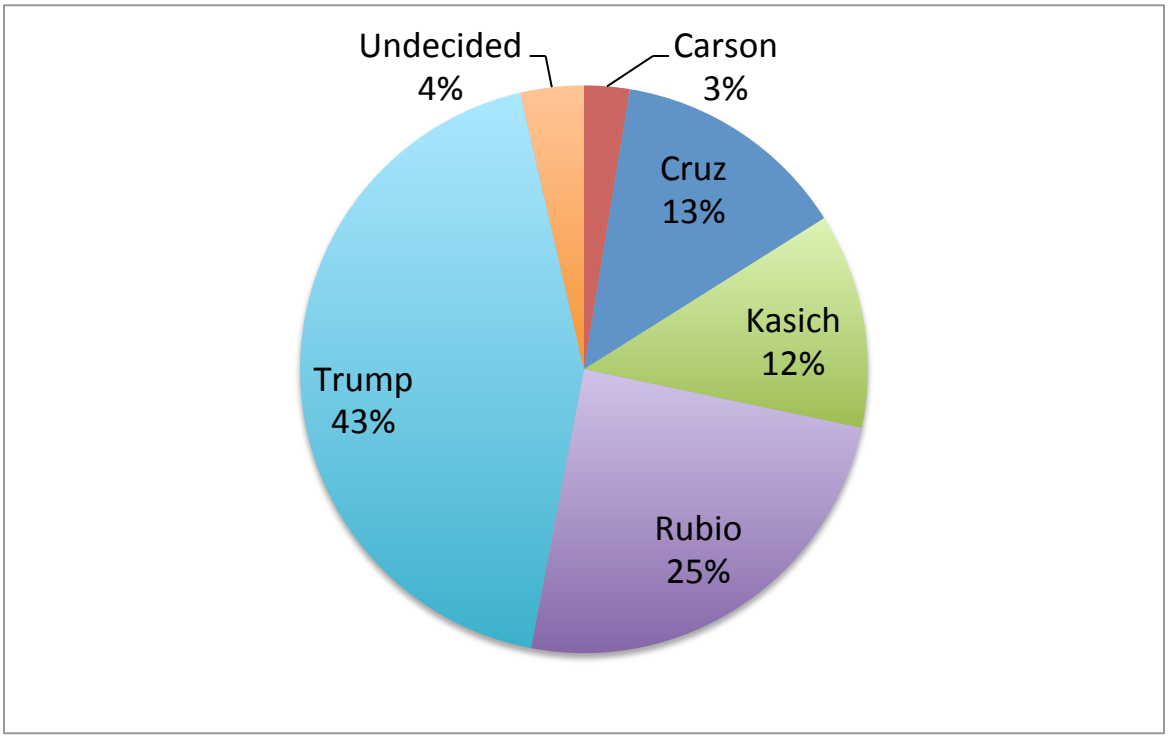
Which of the following do you most identify with?



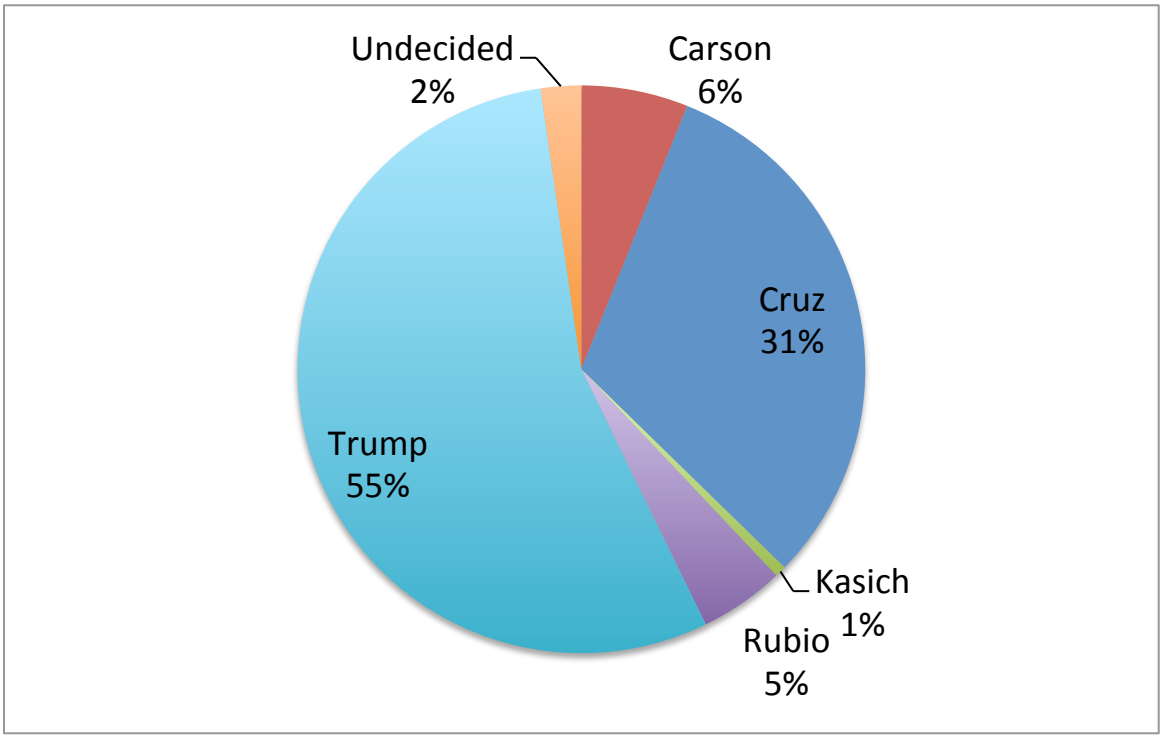
Self-Identified Conservative Republicans



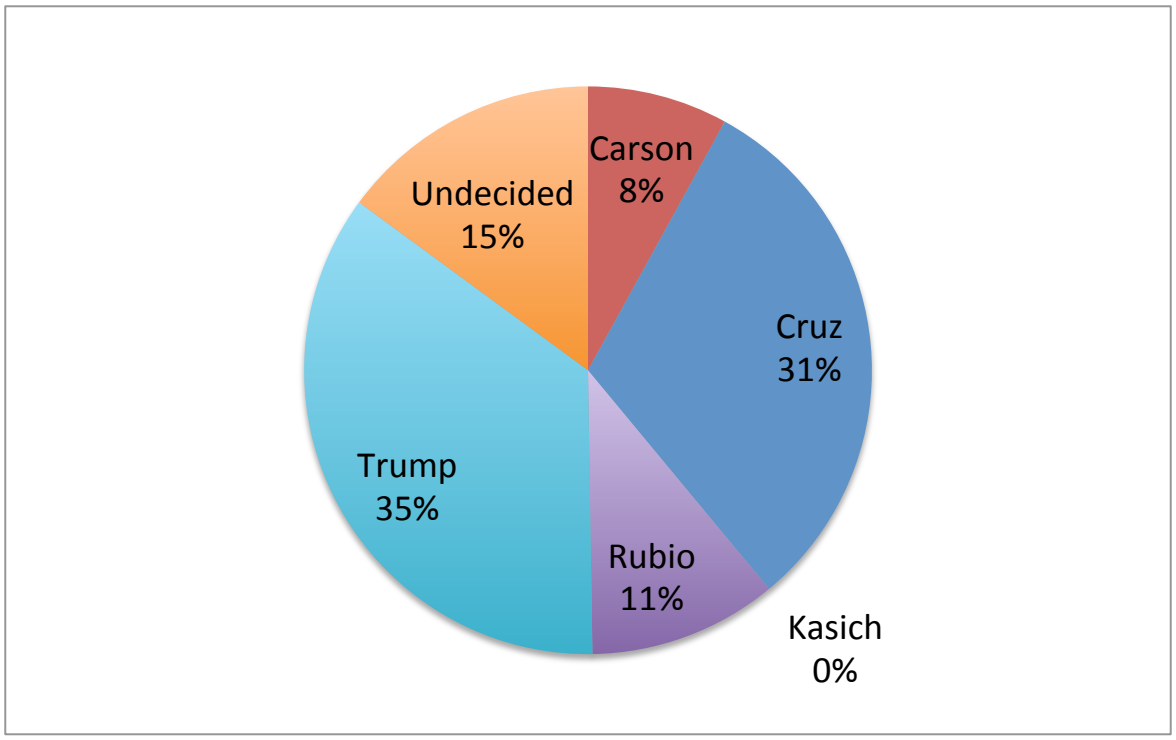
Self-Identified Moderate Republicans



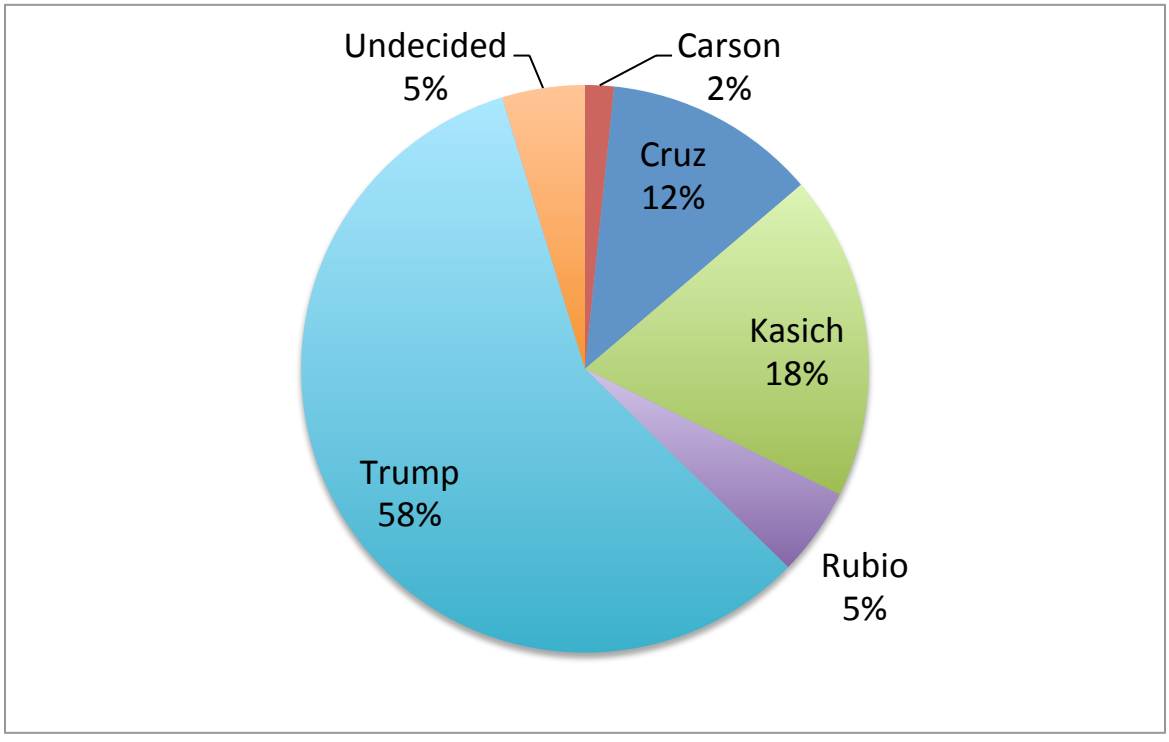
Self-Identified Tea Party Republicans



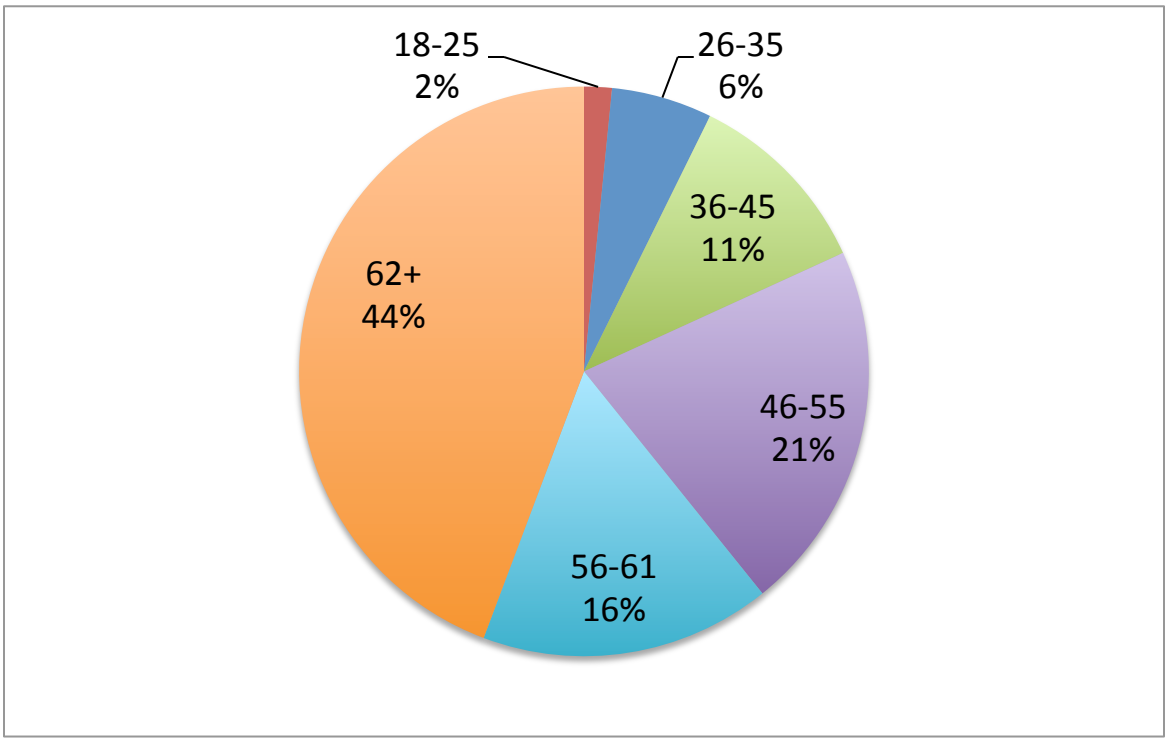
Self-Identified Libertarians



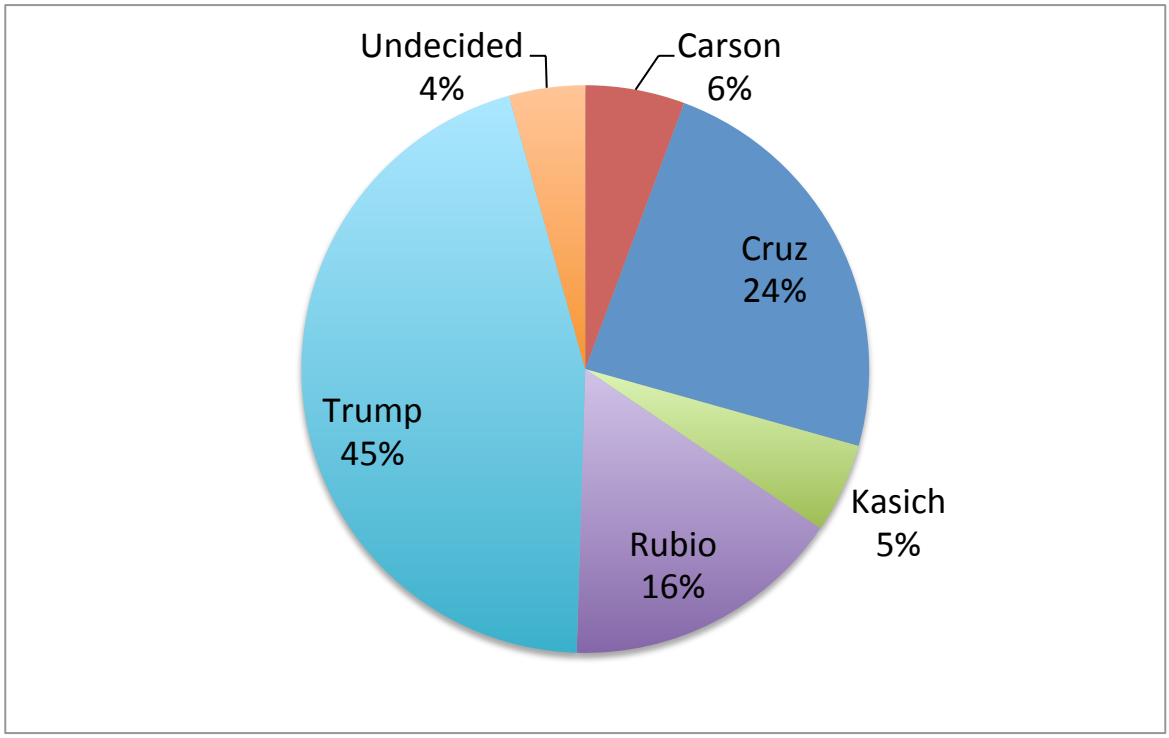
Self-Identified Independents



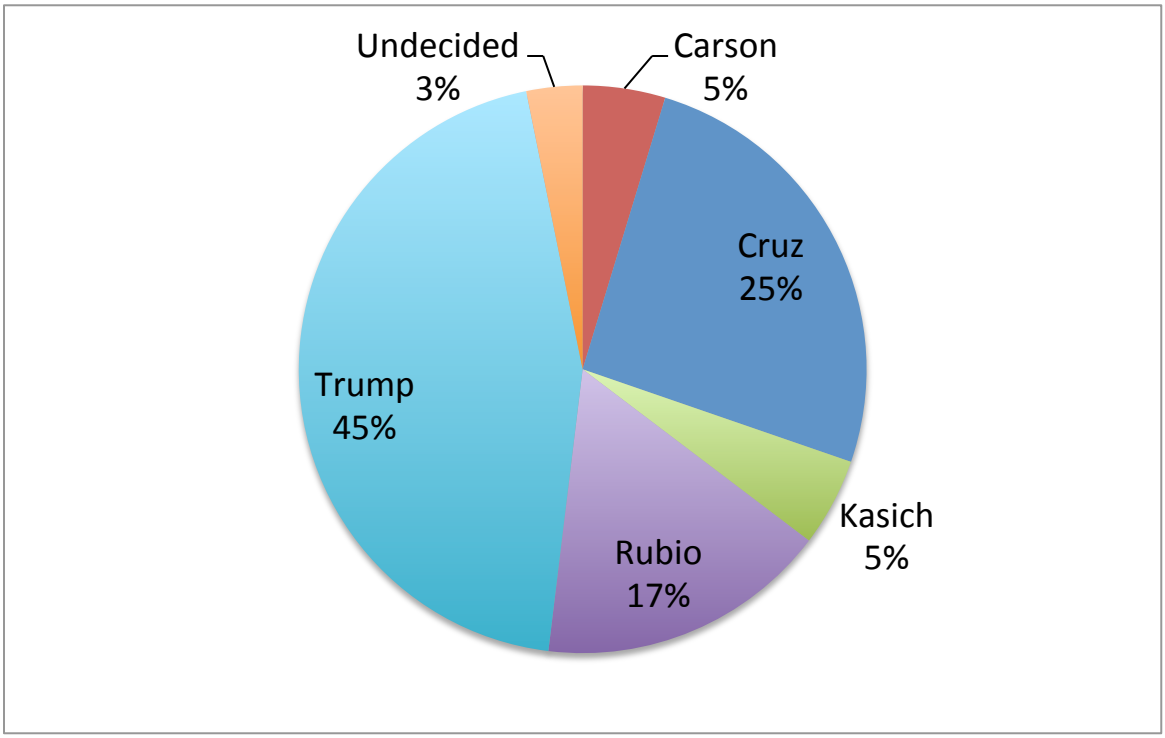
Age Ranges



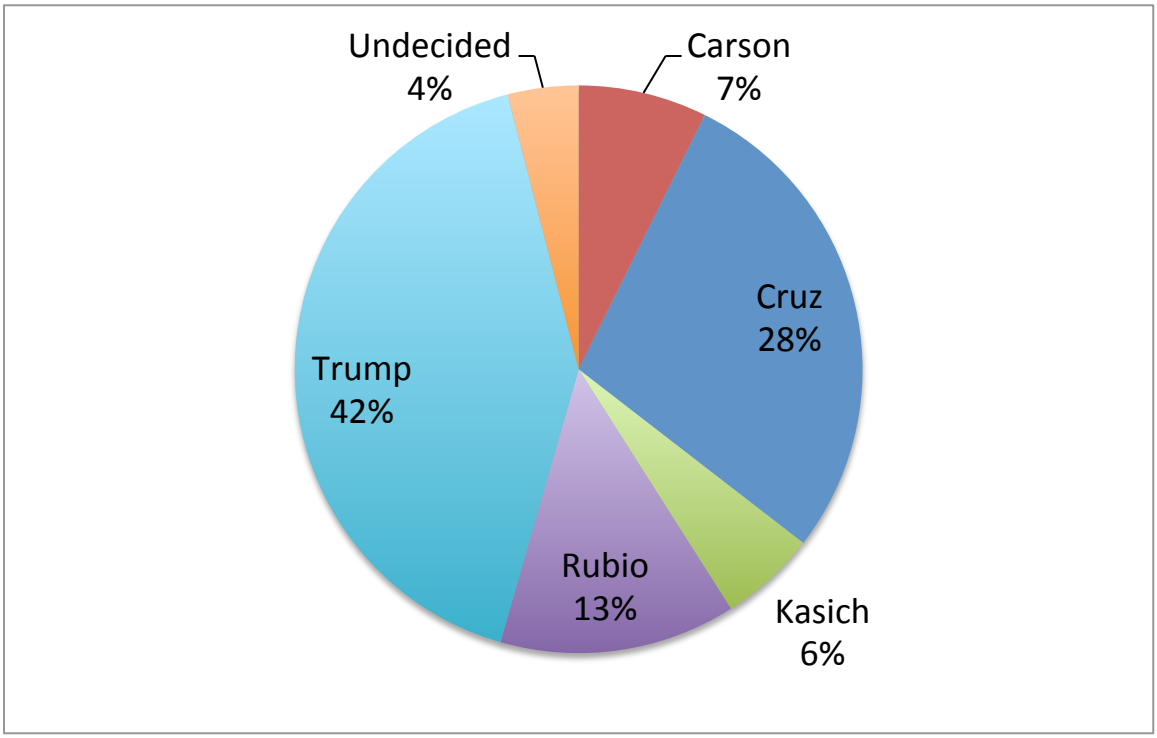
Seniors (62+)



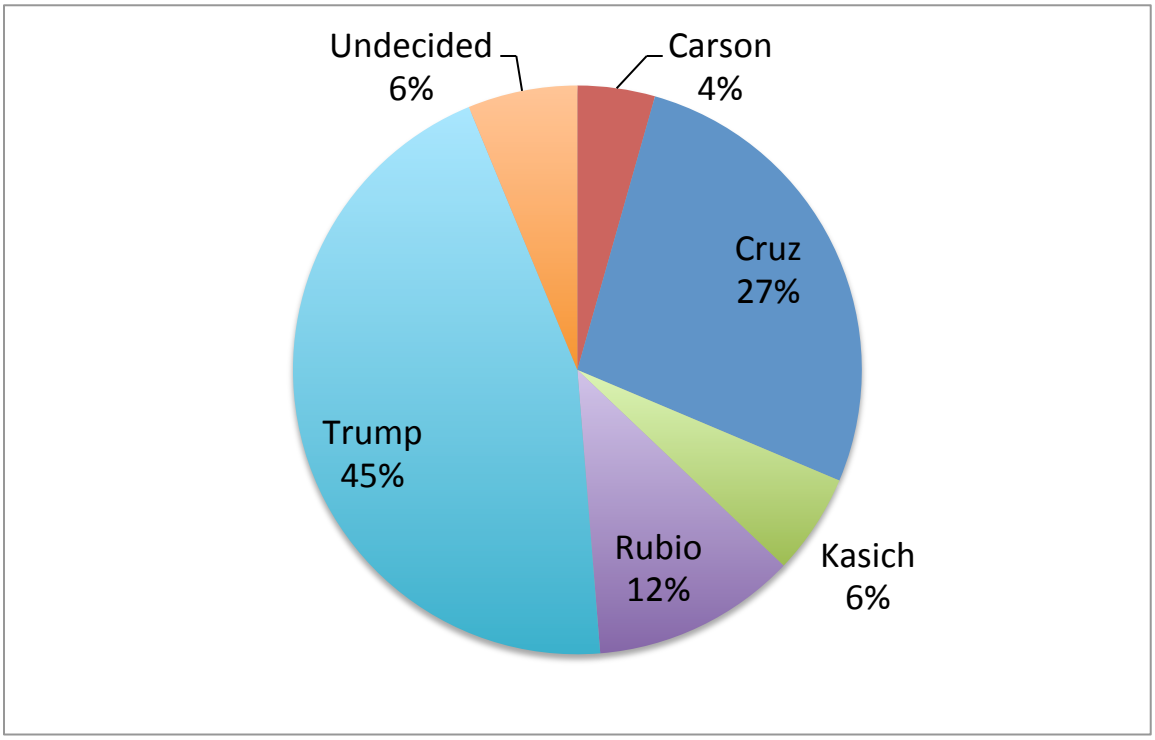
Ages 56-61



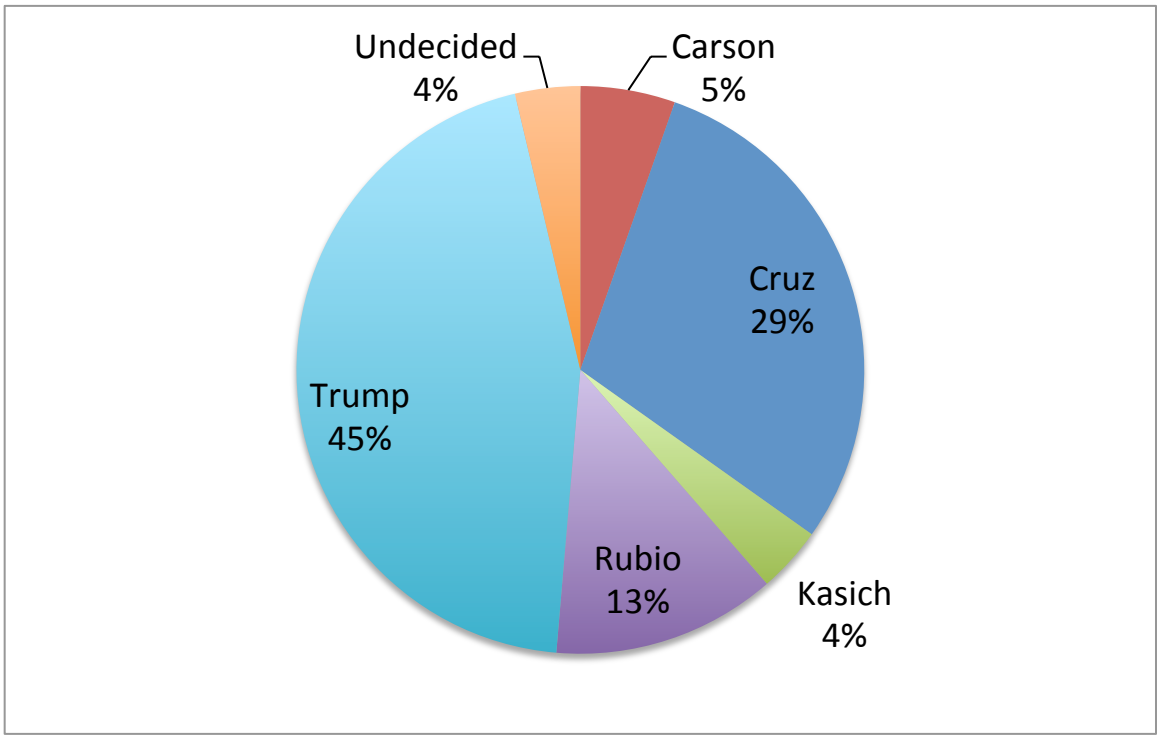
Ages 46-55



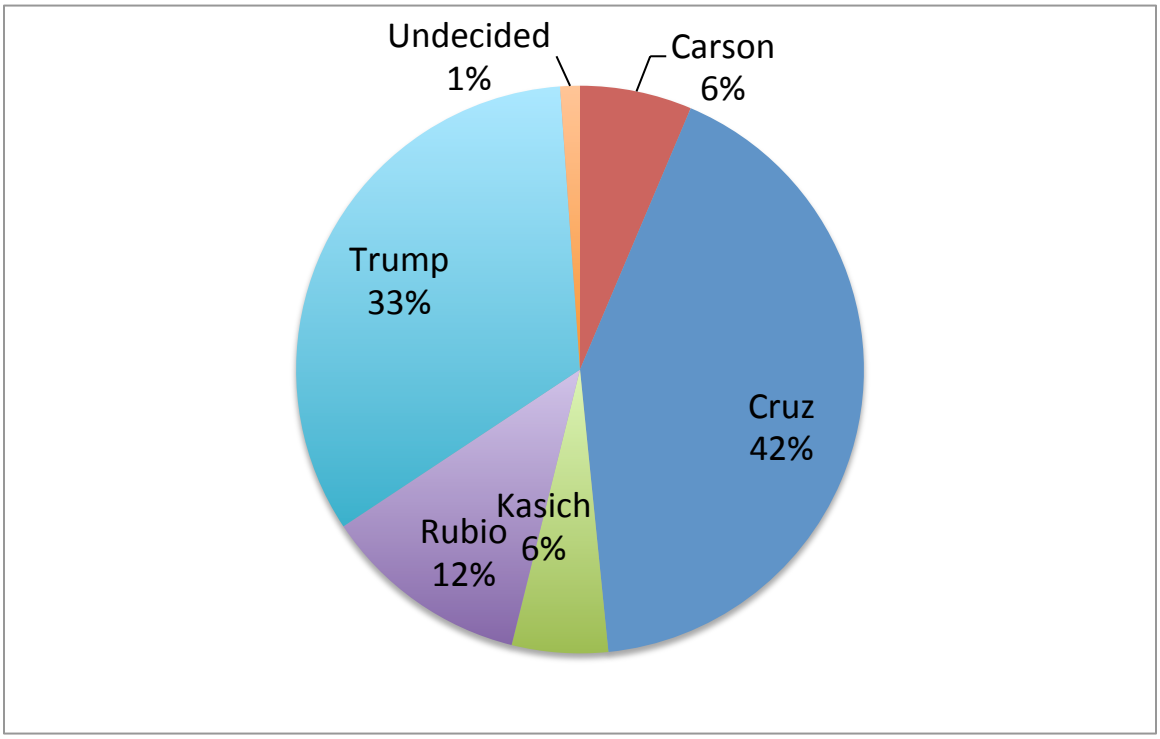
Ages 36-45



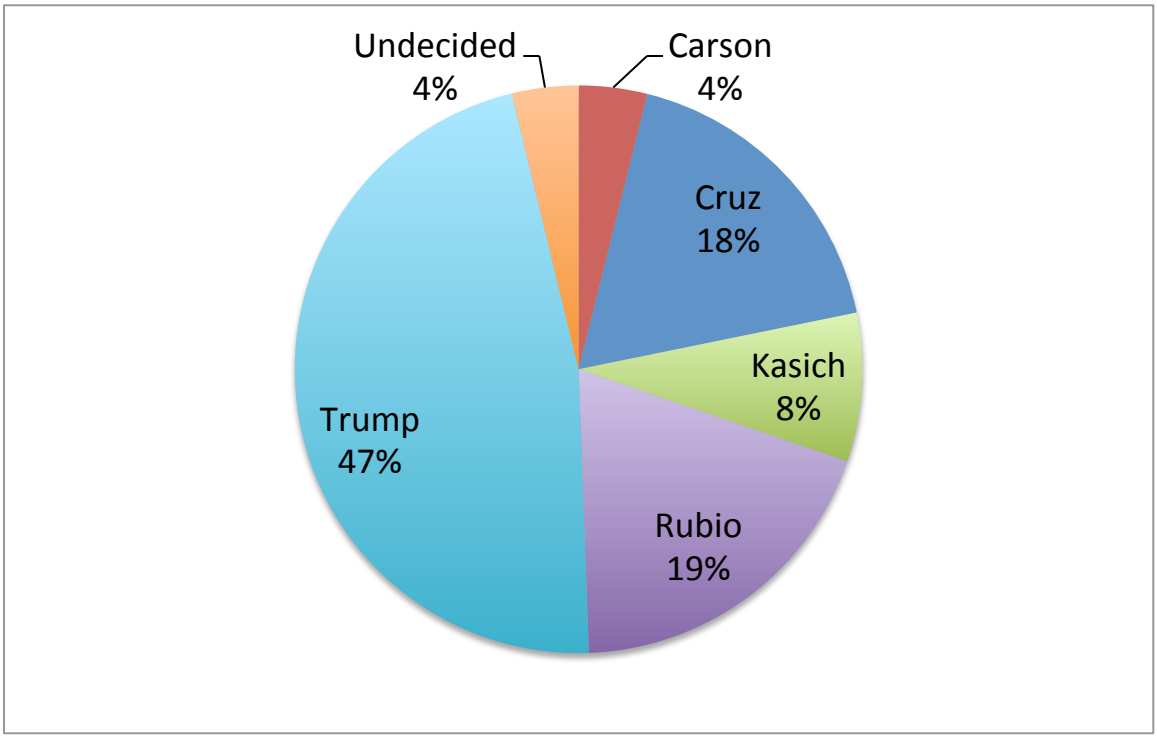
Ages 26-35



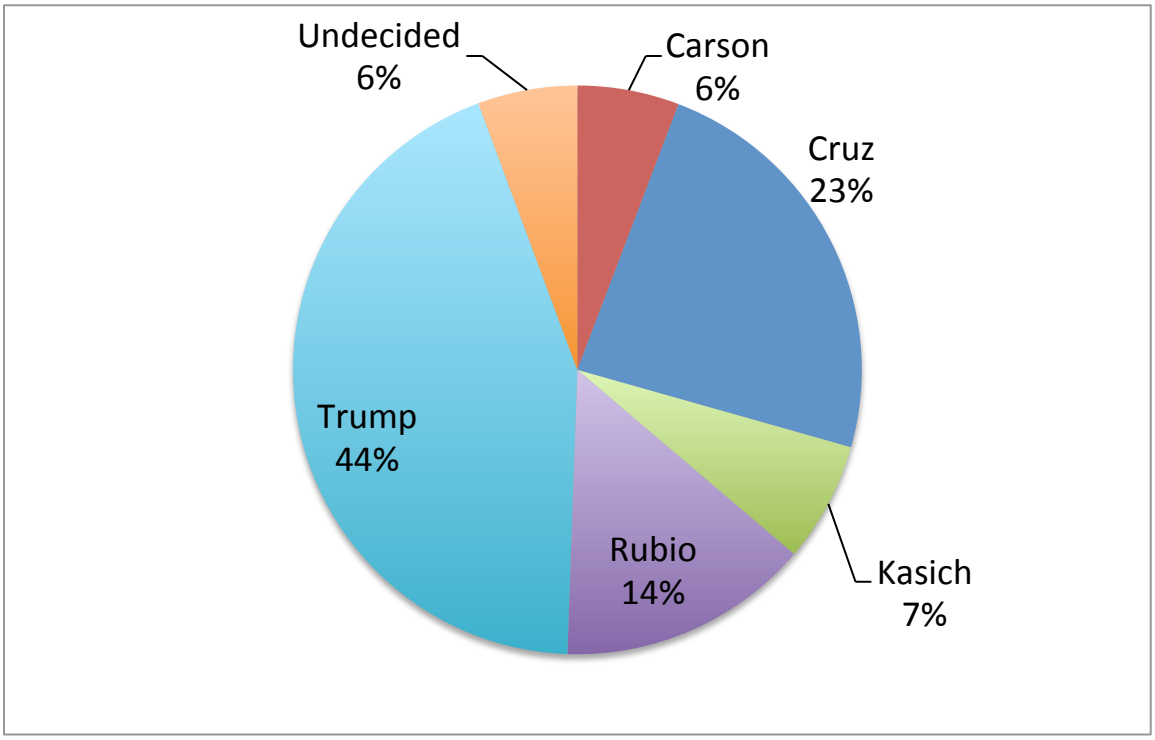
Ages 18-25



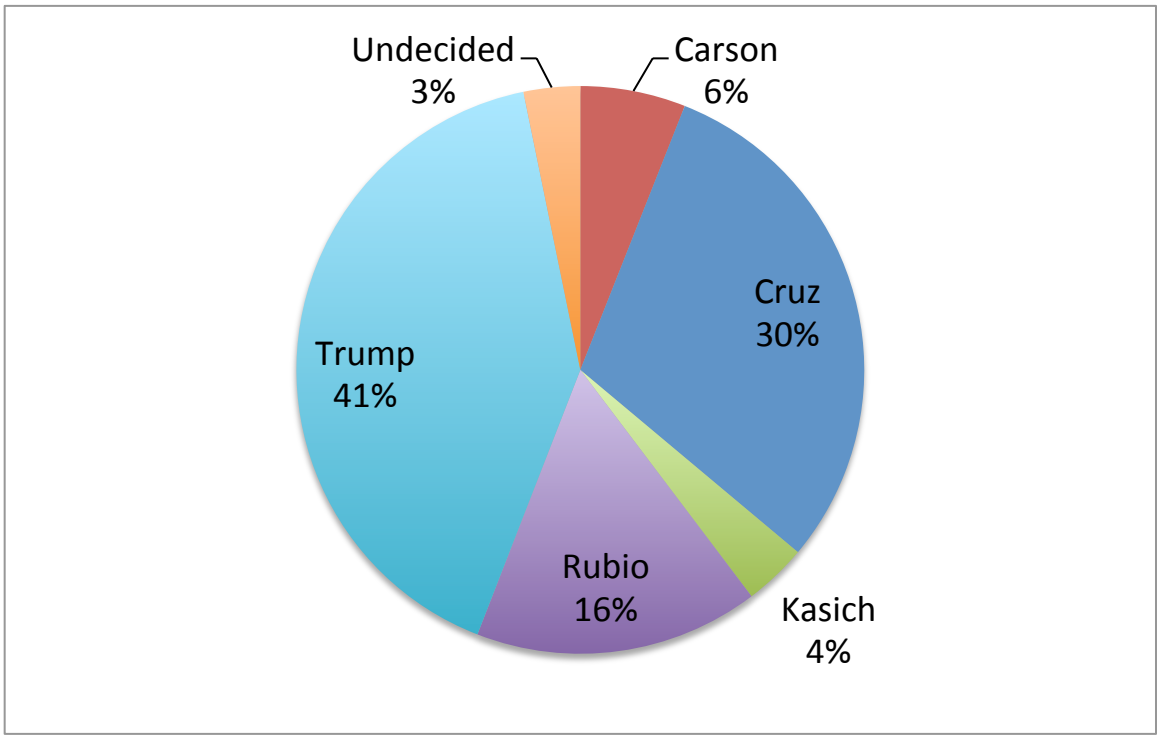
Greater New Orleans



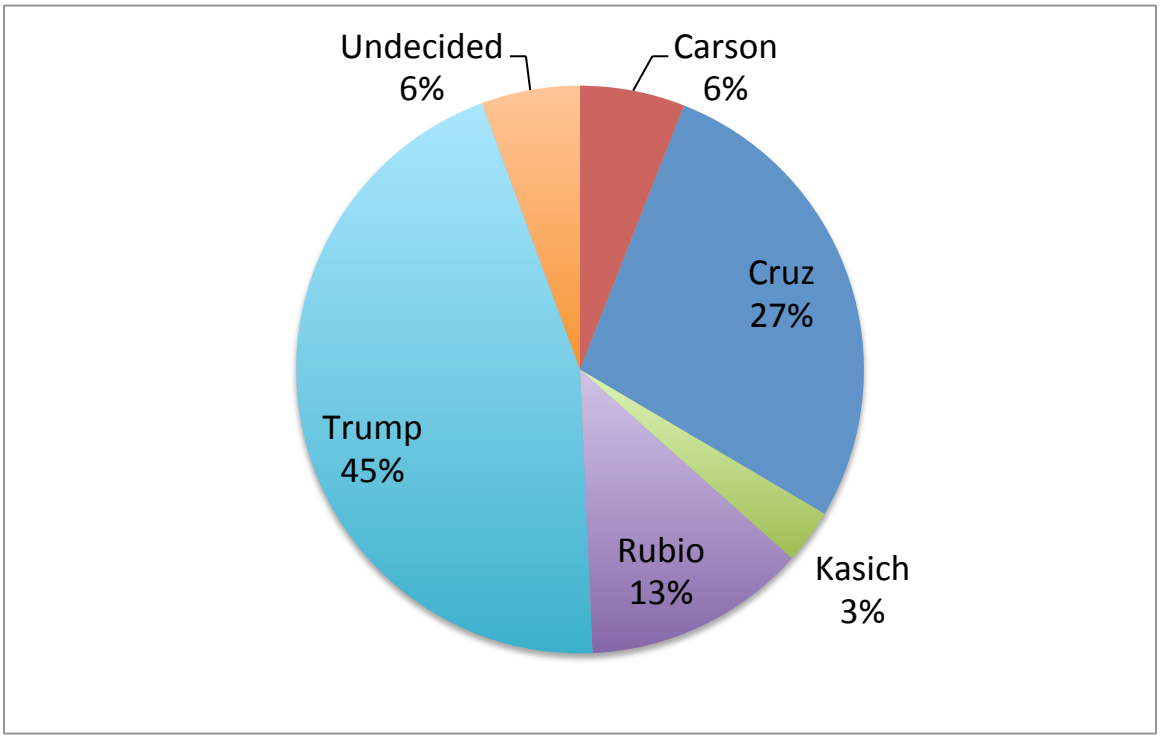
Florida Parishes



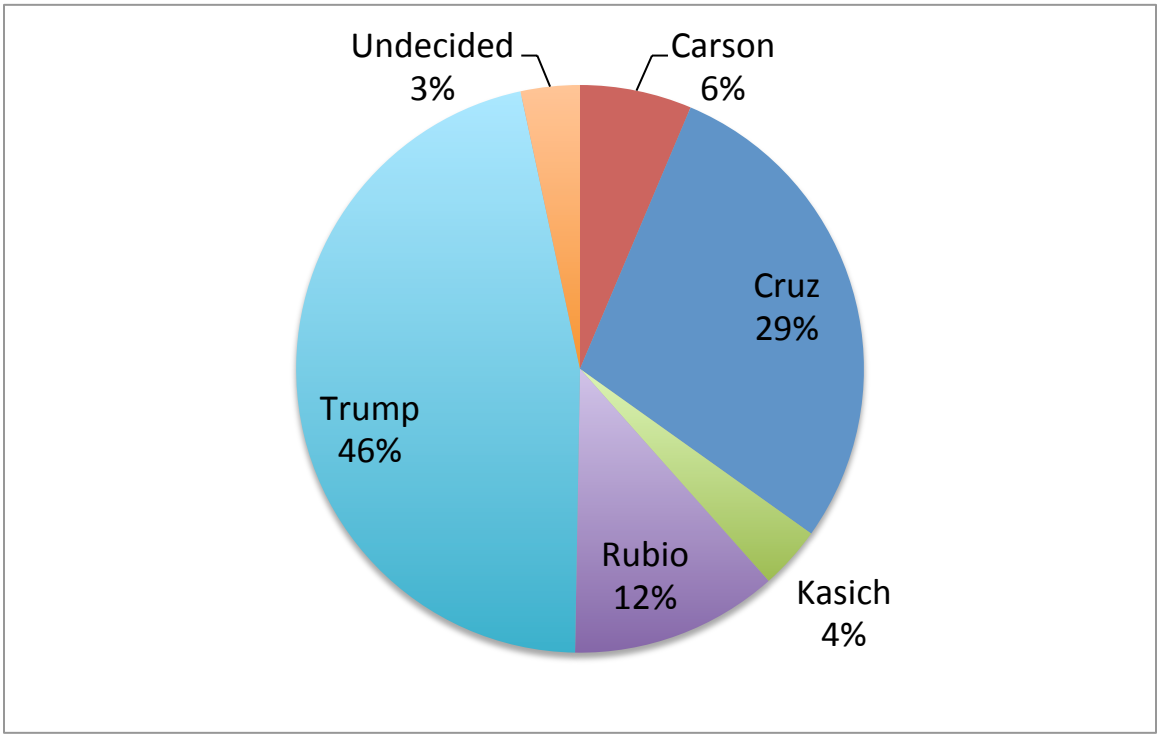
Acadiana



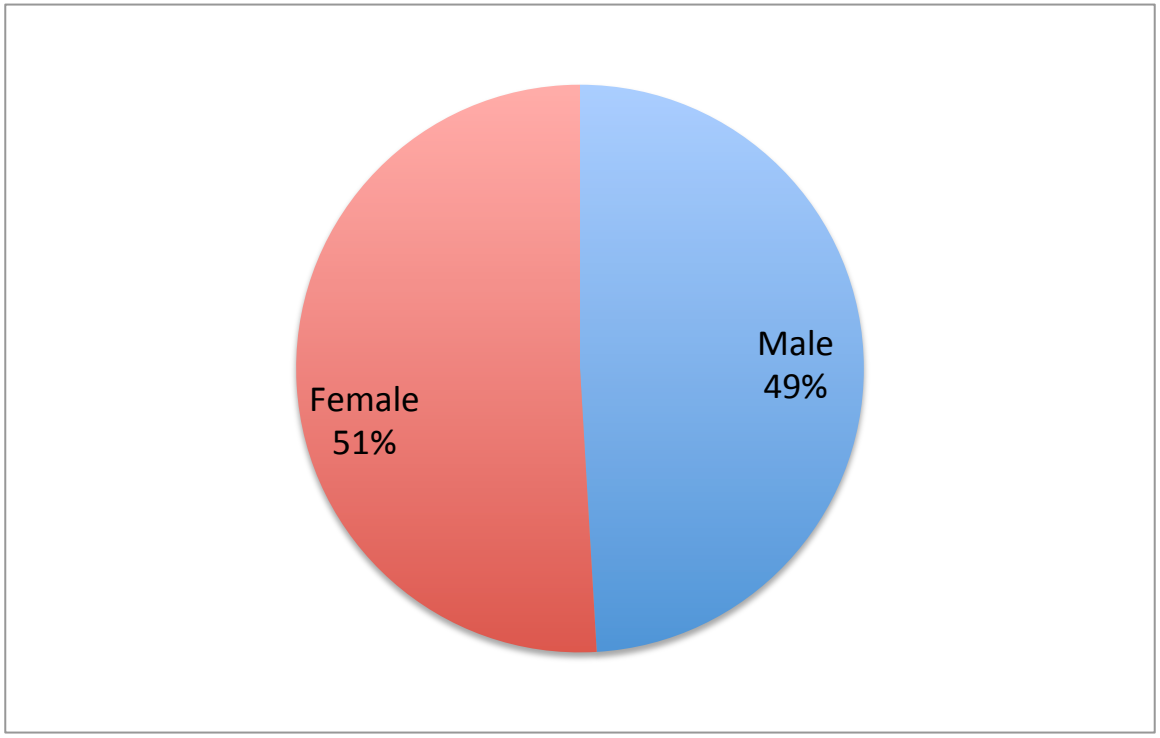
Central LA



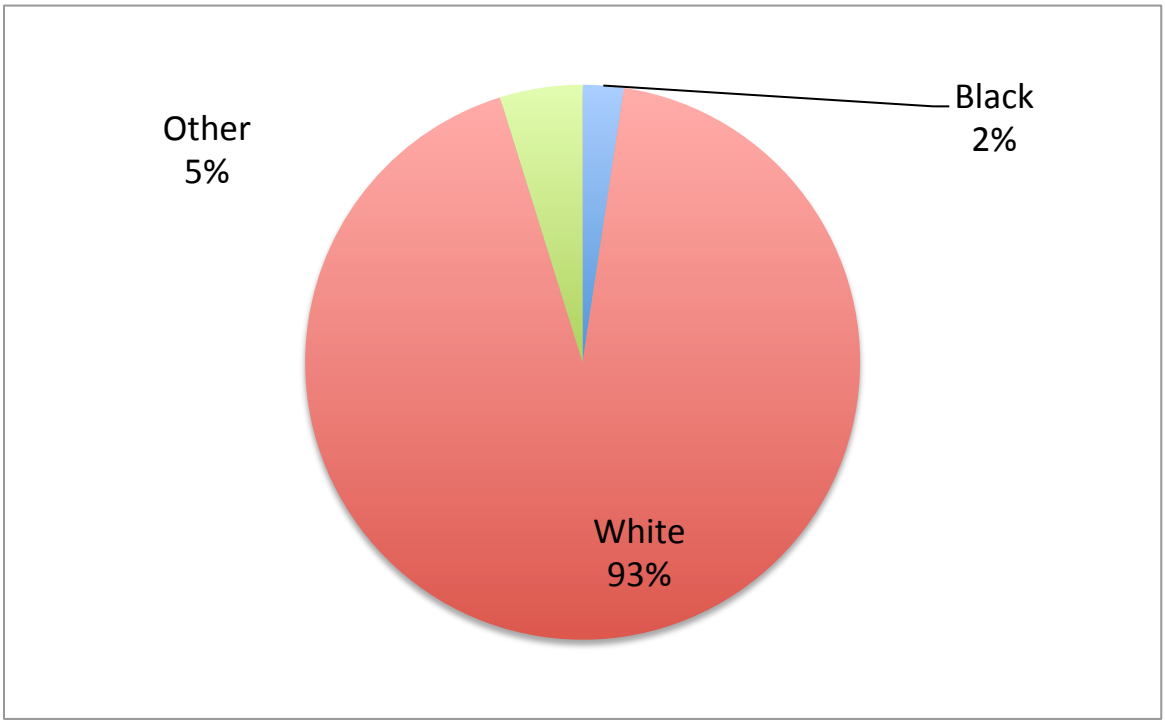
North LA



Self-Identified Gender



Self Identified Race/Ethnicity



Methodology

Likely Republican presidential primary voters were selected at random from a list of registered voters based on party participation and registration date. Household ages and locations were extracted as well from this list. In excess of 65,000 households were called over the duration of the poll. Each household participant was asked to opt-in to the survey if they planned to vote in the 2016 Louisiana Republican Presidential Primary.

Using automated voice response technology allows each participant to hear the questions exactly the same way, from the same voice, spoken with the same tone and nuance. Calls are placed to randomly-selected phone numbers through a stratified process that insures approrpiate geographic representation. These calls were placed from 6:00pm to 8:30pm local time on Tuesday, March 1st though Wednesday, March 2nd.

Survey results undergo a weighting process to ensure the sample is comparable to the demographic breakdown of the 2012 Louisiana Republican Presidential Primary. Final results are based on these weights in order to address non-response bias.

For more information, please contact info@trf-grp.com.

APPENDIX CROSSTABS I

	18-25	26-35	36-45	46-55	56-61	62+	Conservative	Moderate	Tea Party	Libertarian	Independent	Else	Black	White	Other
Carson	6.38%	5.40%	4.40%	7.33%	4.70%	5.67%	6.45%	2.58%	6.09%	8.00%	1.64%	8.95%	13.94%	5.56%	4.70%
Cruz	42.02%	29.43%	26.96%	28.14%	25.59%	23.70%	31.67%	13.48%	31.21%	30.98%	12.12%	7.10%	19.82%	26.03%	26.70%
Kasich	5.47%	3.76%	5.72%	5.50%	5.03%	5.11%	2.79%	12.26%	0.64%	0.00%	18.53%	8.95%	4.94%	5.18%	5.14%
Rubio	11.81%	12.76%	11.63%	13.47%	16.61%	16.01%	14.62%	24.68%	4.83%	10.76%	5.01%	7.58%	5.88%	14.94%	17.36%
Trump	33.20%	44.95%	45.05%	41.53%	44.88%	45.19%	41.39%	43.39%	54.92%	35.32%	57.97%	50.98%	51.34%	44.38%	36.09%
Undecided	1.12%	3.70%	6.23%	4.03%	3.19%	4.33%	3.07%	3.61%	2.30%	14.93%	4.72%	16.44%	4.08%	3.90%	10.01%
18-25	100%	0%	0%	0%	0%	0%	1.69%	1.51%	1.26%	0.00%	4.16%	0.72%	1.87%	1.55%	1.85%
26-35	0%	100%	0%	0%	0%	0%	5.02%	5.19%	5.90%	17.96%	13.01%	7.80%	5.42%	5.62%	7.81%
36-45	0%	0%	100%	0%	0%	0%	9.00%	12.40%	13.10%	24.36%	23.13%	11.71%	12.02%	10.89%	9.95%
46-55	0%	0%	0%	100%	0%	0%	20.51%	21.79%	24.13%	8.44%	12.14%	24.97%	25.93%	20.02%	38.56%
56-61	0%	0%	0%	0%	100%	0%	16.67%	18.34%	13.70%	14.68%	17.79%	14.07%	14.76%	16.69%	13.77%
62+	0%	0%	0%	0%	0%	100%	47.12%	40.78%	41.90%	34.56%	29.76%	40.73%	40.00%	45.22%	28.06%
Conservative	63.21%	51.54%	48.67%	57.28%	59.37%	62.59%	100%	0%	0%	0%	0%	0%	51.16%	59.77%	43.97%
Moderate	19.18%	18.17%	22.84%	20.72%	22.25%	18.45%	0%	100%	0%	0%	0%	0%	11.81%	20.48%	15.46%
Tea Party	8.58%	11.03%	12.89%	12.27%	8.88%	10.13%	0%	0%	100%	0%	0%	0%	15.66%	10.35%	15.02%
Libertarian	0.00%	5.15%	3.68%	0.66%	1.46%	1.28%	0%	0%	0%	100%	0%	0%	1.79%	1.45%	5.25%
Independent	6.06%	5.21%	4.88%	1.32%	2.47%	1.54%	0%	0%	0%	0%	100%	0%	6.57%	2.19%	2.26%
Else	2.98%	8.90%	7.04%	7.75%	5.57%	6.01%	0%	0%	0%	0%	0%	100%	13.02%	5.77%	18.04%
Greater New Orleans	10.49%	15.55%	13.19%	15.58%	20.01%	12.65%	12.36%	20.62%	18.00%	18.26%	11.67%	11.90%	13.04%	14.45%	19.71%
Florida Parishes	30.20%	24.49%	32.31%	26.01%	30.11%	27.55%	25.50%	30.32%	32.80%	31.32%	29.41%	34.77%	36.90%	27.63%	31.39%
Acadiana	32.29%	29.73%	31.61%	30.72%	25.65%	23.05%	27.52%	26.01%	19.99%	30.86%	39.02%	24.80%	25.90%	26.43%	29.20%
Central LA	10.30%	9.68%	7.90%	7.05%	5.97%	7.85%	9.13%	5.42%	5.71%	7.24%	5.35%	3.25%	7.37%	7.70%	4.11%
North LA	16.71%	20.55%	15.00%	20.64%	18.25%	28.90%	25.49%	17.62%	23.51%	12.33%	14.55%	25.29%	16.79%	23.78%	15.60%
Male	47.58%	53.72%	62.09%	48.67%	50.48%	44.97%	48.19%	50.74%	55.15%	67.63%	48.54%	37.28%	63.06%	48.27%	57.31%
Female	52.42%	46.28%	37.91%	51.33%	49.52%	55.03%	51.81%	49.26%	44.85%	32.37%	51.46%	62.72%	36.94%	51.73%	42.69%
Black	2.82%	2.26%	2.63%	2.93%	2.13%	2.15%	2.07%	1.40%	3.48%	2.59%	6.82%	4.75%	100%	0%	0%
White	92%	91.17%	92.96%	88.25%	93.85%	94.80%	94.33%	94.88%	89.76%	81.99%	88.44%	81.95%	0%	100%	0%
Other	5.65%	6.57%	4.41%	8.82%	4.02%	3.05%	3.60%	3.72%	6.76%	15.41%	4.74%	13.30%	0%	0%	100%

APPENDIX CROSSTABS II

	Carson	Cruz	Kasich	Rubio	Trump	Undecided	Male	Female	Greater New Orleans	Florida Parishes	Acadiana	Central LA	North LA
Carson	100%	0%	0%	0%	0%	0%	5.79%	5.65%	3.90%	5.79%	6.00%	5.98%	6.37%
Cruz	0%	100%	0%	0%	0%	0%	27.90%	24.00%	17.90%	23.60%	30.10%	27.50%	28.48%
Kasich	0%	0%	100%	0%	0%	0%	5.33%	5.02%	8.47%	6.82%	3.59%	3.10%	3.58%
Rubio	0%	0%	0%	100%	0%	0%	14.56%	15.12%	19.16%	14.35%	16.21%	12.72%	11.85%
Trump	0%	0%	0%	0%	100%	0%	43.97%	44.32%	46.78%	43.78%	40.88%	45.10%	46.36%
Undecided	0%	0%	0%	0%	0%	100%	2.44%	5.89%	3.79%	5.66%	3.22%	5.60%	3.36%
18-25	1.76%	2.56%	1.67%	1.25%	1.18%	0.42%	1.53%	1.62%	1.13%	1.70%	1.92%	2.16%	1.13%
26-35	5.41%	6.50%	4.16%	4.92%	5.83%	5.05%	6.27%	5.20%	6.07%	5.00%	6.41%	7.37%	5.06%
36-45	8.37%	11.31%	12.03%	8.52%	11.10%	16.13%	13.76%	8.09%	9.77%	12.53%	12.94%	11.42%	7.02%
46-55	27.00%	22.86%	22.39%	19.10%	19.80%	20.20%	20.88%	21.22%	22.35%	19.53%	24.36%	19.73%	18.72%
56-61	13.57%	16.30%	16.04%	18.47%	16.78%	12.53%	16.99%	16.05%	22.52%	17.73%	15.95%	13.11%	12.98%
62+	43.89%	40.48%	43.72%	47.73%	45.31%	45.67%	40.58%	47.82%	38.17%	43.51%	38.43%	46.22%	55.09%
Conservative	66.38%	71.87%	31.72%	57.92%	55.14%	42.92%	57.76%	59.81%	49.56%	53.48%	60.95%	71.40%	64.55%
Moderate	9.04%	10.42%	47.44%	33.29%	19.68%	17.23%	20.71%	19.37%	28.15%	21.66%	19.62%	14.44%	15.20%
Tea Party	11.39%	12.89%	1.33%	3.48%	13.31%	5.86%	12.03%	9.42%	13.13%	12.52%	8.05%	8.13%	10.83%
Libertarian	2.30%	1.96%	0.00%	1.19%	1.31%	5.84%	2.26%	1.04%	2.04%	1.83%	1.91%	1.58%	0.87%
Independent	0.66%	1.07%	8.21%	0.77%	3.01%	2.58%	2.27%	2.32%	1.82%	2.41%	3.37%	1.63%	1.44%
Else	10.23%	1.79%	11.30%	3.33%	7.54%	25.57%	4.96%	8.04%	5.30%	8.10%	6.10%	2.82%	7.11%
Greater New Orleans	10.00%	10.13%	24.01%	18.94%	15.55%	13.24%	14.74%	14.61%	100%	0%	0%	0%	0%
Florida Parishes	28.40%	25.53%	36.98%	27.09%	27.80%	37.79%	26.95%	29.08%	0%	100%	0%	0%	0%
Acadiana	27.86%	30.84%	18.45%	28.99%	24.59%	20.34%	28.83%	24.36%	0%	0%	100%	0%	0%
Central LA	7.87%	7.98%	4.50%	6.44%	7.68%	10.03%	6.99%	8.03%	0%	0%	0%	100%	0%
North LA	25.87%	25.52%	16.05%	18.53%	24.38%	18.60%	22.49%	23.92%	0%	0%	0%	0%	100%
Male	49.67%	52.82%	50.56%	48.12%	48.87%	28.55%	100%	0%	49.29%	47.17%	53.27%	45.60%	47.52%
Female	50.33%	47.18%	49.44%	51.88%	51.13%	71.45%	0%	100%	50.71%	52.83%	46.73%	54.40%	52.48%
Black	5.80%	1.82%	2.27%	0.94%	2.77%	2.31%	3.06%	1.73%	2.12%	3.13%	2.32%	2.33%	1.72%
White	90.23%	93.22%	92.95%	93.42%	93.29%	86.21%	91.31%	94.24%	91.42%	91.47%	92.38%	95.03%	95.04%
Other	3.96%	4.96%	4.78%	5.63%	3.94%	11.48%	5.63%	4.04%	6.47%	5.39%	5.30%	2.63%	3.24%