



**POLLING MEMORANDUM**

**TO:** INTERESTED PARTIES  
**FROM:** WPA OPINION RESEARCH  
**SUBJECT:** A MAJORITY OF LIKELY VOTERS IN LOUISIANA SUPPORT THE LOUISIANA MARRIAGE AND CONSCIENCE ACT  
**DATE:** MAY 18, 2015

The following memo highlights the key findings from a social issues survey conducted in Louisiana on behalf of the Family Research Council and the Louisiana Family Forum Action. The survey found that a majority of likely voters in Louisiana support the Louisiana Marriage and Conscience Act by a margin of over two to one, and voters are also more likely to vote to re-elect legislators who support the bill by a margin of two to one. The survey of 500 likely voters was conducted May 14 & 17, 2015. The full sample has a margin of error equal to ±4.4%.

**Louisiana Marriage and Conscience Act**

- **Overall, a majority of likely voters in Louisiana support the Louisiana Marriage and Conscience Act by a margin of over two to one (67% - 25%).**
  - Moreover, likely voters from nearly **all** key demographic groups in Louisiana overwhelmingly support the Louisiana Marriage and Conscience Act:
    - Men ages 18 - 54 support the Louisiana Marriage and Conscience act by a margin of nearly three to one (70% - 25%).
    - While likely voters from all media markets support the Louisiana Marriage and Conscience Act, likely voters from the Alexandria media market are the biggest supporters of the Louisiana Marriage and Conscience Act (84% - 8%).
    - Whites support the Louisiana Marriage and Conscience Act by a margin of three to one (70% - 23%).
    - African Americans support the Louisiana Marriage and Conscience Act by a margin of nearly two to one (59% - 30%).

“Would you support or oppose the Louisiana Marriage Conscience Act?”

<b>Gender-age</b>	<b>Support</b>	<b>Oppose</b>
Men 18-54	70%	25%
Men 55+	71%	24%
Women 18-54	66%	26%
Women 55+	63%	24%
<b>Ethnicity</b>		
White	70%	23%
African American	59%	30%
<b>Party</b>		
Republican	77%	17%
Independent	63%	33%
Democrat	63%	27%
<b>Ideology</b>		
Conservative	86%	8%
Moderate	53%	37%
Liberal	36%	55%

<b>Media Market</b>	<b>Support</b>	<b>Oppose</b>
Alexandria	84%	8%
Baton Rouge	58%	34%
Lafayette	65%	29%
Lake Charles	82%	9%
Monroe	75%	19%
New Orleans	63%	29%
Shreveport	74%	15%

**Likelihood of Voting to Re-Elect Legislators who Support the Louisiana Marriage and Conscience Act**

- The majority of likely voters in Louisiana are more likely to vote to re-elect their legislators if they support the Louisiana Marriage and Conscience Act by a margin of two to one (60% - 27%).
  - Likely voters from nearly all key demographic groups are more likely to vote to re-elect their legislators if they support the Louisiana Marriage and Conscience Act:
    - Men ages 18 – 54 are more likely to support legislators by a margin of two to one (63% - 29%).
    - Likely voters from all political parties are more likely to vote to re-elect their legislators- Republicans by a margin of four to one (70% - 17%), Independents by a margin of nearly two to one (59% - 31%) and Democrats by a margin of 22 points (54% - 32%).
    - While likely voters from all media markets are more likely to vote to re-elect legislators who support the Louisiana Marriage and Conscience Act, likely voters from the Alexandria media market are the most likely to vote to re-elect legislators by a margin of over five to one (71% - 13%).

“And, if you knew that your legislator supports the Louisiana Marriage and Conscience Act, would you be more or less likely to vote to re-elect that legislator?”

<b>Gender-age</b>	<b>More Likely</b>	<b>Less Likely</b>
Men 18-54	63%	29%
Men 55+	66%	24%
Women 18-54	62%	25%
Women 55+	49%	32%
<b>Ethnicity</b>		
White	65%	23%
African American	50%	38%
<b>Party</b>		
Republican	70%	17%
Independent	59%	31%
Democrat	54%	32%
<b>Ideology</b>		
Conservative	77%	11%
Moderate	48%	36%
Liberal	33%	60%

<b>Media Market</b>	<b>More Likely</b>	<b>Less Likely</b>
Alexandria	71%	13%
Baton Rouge	54%	38%
Lafayette	64%	31%
Lake Charles	67%	20%
Monroe	72%	15%
New Orleans	56%	28%
Shreveport	58%	25%

### **Specific Question Wording**

- Q3. Now I am going to read you the language from the Louisiana Marriage and Conscience Act. After I am finished, please tell me if that statement would cause you to be more likely to support or oppose the Louisiana Marriage Conscience Act.

Notwithstanding any other law to the contrary, this state shall not take an adverse action against a person, wholly or partially, on the basis that such person acts in accordance with a sincerely held religious belief or moral conviction that marriage is or should be recognized as the union of one man and one woman.

Based on what you've heard, would you support or oppose the Louisiana Marriage Conscience Act?

And, would you say you strongly (support/oppose) the Louisiana Marriage and Conscience Act or just somewhat?

- Q4. And, if you knew that your legislator supports the Louisiana Marriage and Conscience Act, would you be more or less likely to vote to re-elect that legislator?

And, would you be much (more/less) likely to vote to re-elect that legislator, or just somewhat?

## ***Methodology***

WPA Opinion Research conducted a social issues survey of 500 likely voters in Louisiana on behalf of the Family Research Council and the Louisiana Family Forum Action. Respondents were screened to ensure that they were not a member of the news media, a public relations company, or a political campaign. The sample for this survey was stratified based on gender, age, ethnicity, and geography. This methodology allows us to minimize post-survey “weighting” which can reduce the reliability of survey results. Respondents were contacted by phone via a live telephone operator interview May 14 & 17, 2015. The study has a sample size of 500 likely voters and a margin of error equal to  $\pm 4.4\%$ .

## ***About Wilson Perkins Allen Opinion Research***

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2013-2014 election cycle, 83% of WPA clients won, compared to 62% of GOP candidates in those same states. WPA clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPA has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPA for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In addition to our political and policy research, WPA has conducted market research for more than 110 fortune 500 corporations, donor research for more than 200 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.