



**To:** Elect Susan Guidry Campaign Fund  
**From:** Win Partners & Chism Strategies  
**Date:** June 21, 2013  
**Re:** New Orleans City Council "A" Survey

The information on the following pages comes from an IVR survey conducted on June 8-10, 2013 of likely voters in New Orleans City Council District A.

### **Methodology**

The sample size was 554 respondents. We administered the survey using IVR survey technology and recorded responses on 14 questions. We conducted a randomized dial of voter households throughout City Council District A in New Orleans, LA based on the parameters described below. The margin of error is +/- 4.08% at a 95% confidence level.

*Voter Likelihood.* We began with a list of eligible voters in New Orleans District A. We only completed surveys for respondents who confirmed that they were likely to vote in the 2014 New Orleans Municipal Primary election. *Additional Sample Demographics.* We recorded the age, ethnicity, and gender of each respondent based on self-reporting. This sample varies from an ideal cross-section of the electorate: Caucasians comprise 65% of respondents, African American at 25% and 10% other ethnicities. 51% self-identified as Democrats, 18% Republican, and 31% as Independent.

### **Win Partners, LLC**

Win Partners is Louisiana-based political and public affairs firm, specializing in messaging strategy, direct mail and digital marketing. In addition, Win Partners assists clients in developing surveys and providing polling analysis for clients in federal, state and municipal arenas. Win Partners has been at the frontline of reshaping how public advocacy and political campaigns are run.

### **Chism Strategies**

Chism Strategies, formerly Zata3, is award winning, Washington, DC-based voter contact firm with extensive experience in Louisiana. They remain the most-awarded phone firm in the country. Using their IVRs, they've conducted survey research for major campaigns throughout the country, including voter surveys for US Congressman Cedric Richmond (D-New Orleans), and in conjunction with Win Partners for Councilwoman LaToya Cantrell, and Stand for Children PAC in the 2012 Orleans Parish School Board, among many others.

## Councilwoman Susan Guidry's Name Recognition

Councilwoman Susan Guidry has extremely high name recognition throughout her district across all demographic lines. Guidry has an overall name recognition of 77.6% of respondents with 35.9% very familiar and 41.7% somewhat familiar. 62.9% of African American voters are familiar with Guidry (20.2% very familiar and 42.7% somewhat familiar). Her name recognition is even higher with Caucasian voters with a rating of 83.1% (40.1% very familiar and 43.0% somewhat familiar). Among others, 30.4% are very familiar, and the same percentage is somewhat familiar with Councilwoman Guidry. Throughout District A, only 4.3% of respondents had never heard of Susan Guidry.

<b>How familiar are you with Councilwoman Guidry (Demographic Groups)?</b>				
<i>*Total may not equal 100% due to rounding.</i>				
<b>Demographic Groups:</b>	<b>African Americans</b>	<b>Caucasians</b>	<b>Others</b>	<b>TOTAL</b>
1 Very familiar	20.2%	40.1%	30.4%	35.9%
2 Somewhat familiar	42.7%	43.0%	30.4%	41.7%
3 Not familiar	24.7%	14.9%	30.4%	18.1%
4 Never heard	12.4%	2.0%	8.9%	4.3%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Across party lines, Guidry's name recognition remains high. Among Democrats, Guidry has name recognition of 79.6% (35.0% very familiar and 44.6% somewhat familiar). 78.0% of Republicans in District A are familiar with Guidry (38.0% very familiar and 40.0% somewhat familiar). In addition, 74.1% Independents are familiar with their Councilwoman.

<b>How familiar are you with Councilwoman Guidry (Party Identification)?</b>				
<i>*Total may not equal 100% due to rounding.</i>				
<b>Party ID</b>	<b>Democrats</b>	<b>Republicans</b>	<b>Independents</b>	<b>TOTAL</b>
1 Very familiar	35.0%	38.0%	36.2%	35.9%
2 Somewhat familiar	44.6%	40.0%	37.9%	41.7%
3 Not familiar	14.3%	20.0%	23.0%	18.1%
4 Never heard	6.1%	2.0%	2.9%	4.3%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Councilwoman Susan Guidry's Favorability

Not only is Susan Guidry well-recognized, she is also well-liked throughout all segments of the entire district. Overall, 66.4% have a favorable personal opinion of her. Along every racial group, Guidry's



favorability ratings are sky-high. With African Americans, Guidry’s favorability clocked-in at 56.4% (16.7% very favorable and 39.7% somewhat favorable). Guidry’s approval ratings are even higher among Caucasians at 70.0% (28.4% very favorable and 41.6% favorable) with Others mirroring her performance with Caucasians.

Additionally, Susan Guidry’s “heat ratings” (very favorable – very unfavorable), which measures the intensity of voter sentiment, is among the highest we’ve ever tested at +20.4% (27% vf – 6.6% vuf).

<b>Overall, do you approve of the job Councilwoman Guidry has done as your councilwoman? (Demographic Group)?</b>				
<i>*Total may not equal 100% due to rounding.</i>				
<b>Demographic Groups:</b>	<b>African Americans</b>	<b>Caucasians</b>	<b>Others</b>	<b>TOTAL</b>
Very Favorable	16.7%	28.4%	28.4%	27.0%
Somewhat Favorable	39.7%	41.6%	41.6%	39.4%
Somewhat Unfavorable	12.8%	11.0%	11.0%	11.7%
Very Unfavorable	5.1%	6.7%	6.7%	6.6%
No Opinion	25.6%	12.2%	12.2%	15.3%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Across party lines, her favorability rating is also high. Guidry’s favorability among Democrats stands at 74.9%, though she is almost as strong with Republicans (65.3%) and Independents (53.8%).

<b>Overall, do you approve of the job Councilwoman Guidry has done as your councilwoman? (Party Identification)?</b>				
<i>*Total may not equal 100% due to rounding.</i>				
<b>Party ID</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>	<b>TOTAL</b>
Very Favorable	31.6%	25.5%	20.7%	27.0%
Somewhat Favorable	43.3%	39.8%	33.1%	39.4%
Somewhat Unfavorable	8.0%	15.3%	15.4%	11.7%
Very Unfavorable	4.6%	9.2%	8.3%	6.6%
No Opinion	12.5%	10.2%	22.5%	15.3%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### Re-election Prospects: An Overwhelming Favorite

If the election were held today, Susan Guidry would be the overwhelming favorite for re-election. Not only is her name recognition extremely high, those who recognize her have high marks regarding her job performance. Any candidate challenging Guidry will face at least two difficult tasks. First, the challenger will have to increase his or her name recognition in the district to compete with Guidry's almost universal name recognition. Second, the challenger would have to find a way to destroy the high favorables Guidry have built over the past three years. With each passing day, these already daunting tasks will move closer and closer to impossible. There's no doubt about it. Guidry is the odds-on favorite for re-election.