

Area	GOP Vote Jenkins	Dem Vote Landrieu	Ind Vote	Total Vote	GOP %	Dem %	Ind %	Rem %	Plurality/Win	%of Marg	%St Tot
<b>LOUISIANA LANDRIEU WINS U.S. Senate, 1996</b>											
Total for State	847,157	852,945	0	1,700,102	49.8	50.2	0.0	0.0	5,788 D	0.3	100.0

DMAs, MEDIA MARKETS for 2000

Shreveport, LA - AR - OK - TX	90,930	100,288	191,218	47.6	52.4	9,358	D	4.8	11.2
New Orleans, LA - MS	297,233	343,514	640,747	46.4	53.6	46,281	D	7.2	37.7
Monroe - El Dorado, LA - AR	89,839	72,752	162,591	55.3	44.7	17,087	R	10.6	9.6
Lafayette, LA	122,472	100,668	223,140	54.9	45.1	21,804	R	9.8	13.1
Lake Charles, LA	47,288	45,421	92,709	51.0	49.0	1,867	R	2.0	5.5
Alexandria, LA	44,058	39,436	83,494	52.8	47.2	4,622	R	5.6	4.9
Baton Rouge, LA - MS	155,337	150,866	306,203	50.7	49.3	4,471	R	1.4	18.0

SUMMARY OF UNITS WON

1a. Won by Jenkins for Republicans:	5	Lowest %	46.4	New Orleans, LA - MS	Highest %	55.3	Monroe - El Dorado, LA - AR
1b. Won by Landrieu for Democrats:	2	Lowest %	44.7	Monroe - El Dorado, LA - AR	Highest %	53.6	New Orleans, LA - MS

ISRs, INTERNAL STATE REGIONS

Sportman's Paradise	158,140	151,757	309,897	51.0	49.0	6,383	R	2.0	18.2
Crossroads	70,217	61,771	131,988	53.2	46.8	8,446	R	6.4	7.8
Cajun Country	216,301	194,350	410,651	52.7	47.3	21,951	R	5.4	24.2
Plantation Country	143,909	140,924	284,833	50.5	49.5	2,985	R	1.0	16.8
Greater New Orleans	258,590	304,143	562,733	46.0	54.0	45,553	D	8.0	33.1

SUMMARY OF UNITS WON

1a. Won by Jenkins for Republicans:	4	Lowest %	46.0	Greater New Orleans	Highest %	53.2	Crossroads
1b. Won by Landrieu for Democrats:	1	Lowest %	46.8	Crossroads	Highest %	54.0	Greater New Orleans

GMRs, METRO GROUPS for 1999

New Orleans Metro	234,078	284,340	518,418	45.2	54.8	50,262	D	9.6	30.5
Baton Rouge Metro	121,845	111,539	233,384	52.2	47.8	10,306	R	4.4	13.7
Other Metro	275,627	255,138	530,765	51.9	48.1	20,489	R	3.8	31.2
Non Metro	215,607	201,928	417,535	51.6	48.4	13,679	R	3.2	24.6

SUMMARY OF UNITS WON

1a. Won by Jenkins for Republicans:	3	Lowest %	45.2	New Orleans Metro	Highest %	52.2	Baton Rouge Metro
1b. Won by Landrieu for Democrats:	1	Lowest %	47.8	Baton Rouge Metro	Highest %	54.8	New Orleans Metro