



## Treasurer's Race Poll Results

### POLLING METHODOLOGY

For this poll, a sample of chronic households for an automated poll was chosen from the population registered to vote in the state of Louisiana, and there were 1,050 completed responses to 8 poll questions.

The survey was conducted July 11. The margin of error, with a 95% confidence interval, was 3.0%. The demographic breakdown of the respondents was 70-27% white/black, while the party registration of respondents was 46-37% Democratic/Republican (16% Independents). The geographic breakdown of the respondents was as follows: 5% from Alexandria, 20% from Baton Rouge, 13% from Lafayette, 6% from Lake Charles, 9% from Monroe, 35% from New Orleans, and 12% from Shreveport (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

### POLL RESULTS

Question 1: Do you have a favorable or unfavorable opinion of Former Commissioner of Administration Angele Davis of Baton Rouge?

<b>Favorable</b>	<b>8%</b>
<b>Unfavorable</b>	<b>10%</b>
<b>No Opinion</b>	<b>25%</b>
<b>Never Heard</b>	<b>57%</b>

Question 2: Do you have a favorable or unfavorable opinion of Attorney Derrick Edwards of New Orleans?

<b>Favorable</b>	<b>8%</b>
<b>Unfavorable</b>	<b>14%</b>
<b>No Opinion</b>	<b>19%</b>
<b>Never Heard</b>	<b>59%</b>

Question 3: Do you have a favorable or unfavorable opinion of State Rep. Walt Leger of New Orleans?

<b>Favorable</b>	<b>12%</b>
<b>Unfavorable</b>	<b>16%</b>
<b>No Opinion</b>	<b>25%</b>
<b>Never Heard</b>	<b>48%</b>

Question 4: Do you have a favorable or unfavorable opinion of State Sen. Neil Riser of Caldwell Parish in North Louisiana?

<b>Favorable</b>	<b>10%</b>
<b>Unfavorable</b>	<b>12%</b>
<b>No Opinion</b>	<b>23%</b>
<b>Never Heard</b>	<b>55%</b>

Question 5: Do you have a favorable or unfavorable opinion of Former State Rep. John Schroder of Covington?

<b>Favorable</b>	<b>9%</b>
<b>Unfavorable</b>	<b>9%</b>
<b>No Opinion</b>	<b>25%</b>
<b>Never Heard</b>	<b>57%</b>

Question 6: If the special election for state Treasurer were held today, which candidate would you support?

<b>Leger</b>	<b>18%</b>
<b>Schroder</b>	<b>8%</b>
<b>Riser</b>	<b>7%</b>
<b>Davis</b>	<b>6%</b>
<b>Undecided</b>	<b>60%</b>

Question 7: If the special election for state Treasurer were held today, which candidate would you support?

<b>Edwards</b>	<b>18%</b>
<b>Riser</b>	<b>8%</b>
<b>Schroder</b>	<b>7%</b>
<b>Davis</b>	<b>7%</b>
<b>Undecided</b>	<b>60%</b>

Question 8: And to ensure that our survey responses are most accurate, are you male or female?

<b>Female</b>	<b>56%</b>
<b>Male</b>	<b>44%</b>

## SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for the Accountable Louisiana PAC ([www.AccountableLouisiana.com](http://www.AccountableLouisiana.com)). There are three main takeaways from this poll: (1) None of the candidates have an especially high name recognition with the election three months away, (2) If the Democratic vote unites behind a single Democratic candidate, that vote alone would guarantee a November runoff slot for that candidate, and (3) none of the announced Republican candidates have an electoral advantage right now.

Two different ballot test questions were asked, with the Democratic “candidate” being either Speaker Pro Tempore Walt Leger III or Derrick Edwards. In each instance, the Democratic candidate received 18% of the vote. If this vote were then combined with black undecideds, that would give the Democratic candidate 32% (if Edwards is “the Democratic candidate”) or 35% (if Leger is “the Democratic candidate”). In other words, a guaranteed runoff spot for a Democratic candidate, provided that the Democratic vote doesn’t splinter.

The three announced Republican candidates (Davis, Riser, and Schroder) both show single digit support at this time, with no one having a decisive advantage. Furthermore, the undecided percentage regardless of the Democrat running was 60%. Assuming a united Democratic vote, these three Republican candidates will be fighting for the “other” (as opposed to both) runoff slot(s).

Five name recognition questions were asked of each of the major candidates (and a potential candidate) in the race. While all have relatively low name recognition, the name recognition for House Speaker Pro Tempore Walt Leger III (D-New Orleans) is the highest (52%/66% in the New Orleans media market), while Democratic attorney Derrick Edwards’ name recognition was the lowest (41%). The other declared (Republican) candidates, however, did not have much higher name recognition than Edwards: state senator “Neil” Riser’s was 45%, while higher (85% in Alexandria, 86% in Monroe) in media markets covering the bulk of his state senate district, and in the rest of the state, his name recognition didn’t exceed 46%. Former Commissioner of Administration Angele Davis and

former state representative John Schroder (R-Covington) were tied at 43% name recognition. Angele's name recognition is highest (59%) in the Baton Rouge media market, while curiously Schroder's is highest (48%) in the Baton Rouge market as well.

In summary, this is a wide-open race, although the Republican vote is much more fractured than the Democratic vote is at this point in time.

## CROSSTABS

### *Question 1 – Davis favorability*

		Race Name			
		Black	Other	White	Total
Davis favorability	1 Favorable	7%	12%	8%	8%
	2 Unfavorable	7%	15%	11%	10%
	3 No Opinion	19%	12%	27%	25%
	4 Never Heard	67%	62%	53%	57%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Davis favorability	1 Favorable	8%	6%	8%	8%
	2 Unfavorable	7%	17%	12%	10%
	3 No Opinion	23%	23%	27%	25%
	4 Never Heard	61%	54%	53%	57%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Davis favorability	1 Favorable	4%	14%	10%	12%	9%	5%	3%	8%
	2 Unfavorable	6%	16%	11%	3%	8%	10%	8%	10%
	3 No Opinion	26%	29%	29%	29%	24%	21%	22%	25%
	4 Never Heard	64%	41%	50%	56%	60%	64%	66%	57%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Davis favorability	1 Favorable	11%	6%	8%
	2 Unfavorable	12%	9%	10%
	3 No Opinion	23%	26%	25%
	4 Never Heard	54%	59%	57%
Total		100%	100%	100%

Question 2 – Edwards favorability

		Race Name			
		Black	Other	White	Total
Edwards favorability	1 Favorable	16%	12%	4%	8%
	2 Unfavorable	9%	12%	17%	14%
	3 No Opinion	21%	27%	18%	19%
	4 Never Heard	54%	50%	61%	59%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Edwards favorability	1 Favorable	13%	5%	2%	8%
	2 Unfavorable	9%	16%	20%	14%
	3 No Opinion	21%	20%	17%	19%
	4 Never Heard	57%	59%	61%	59%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Edwards favorability	1 Favorable	2%	8%	7%	10%	7%	8%	10%	8%
	2 Unfavorable	23%	16%	17%	3%	11%	15%	10%	14%
	3 No Opinion	15%	20%	25%	14%	25%	17%	19%	19%
	4 Never Heard	60%	56%	51%	73%	58%	60%	61%	59%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Edwards favorability	1 Favorable	6%	9%	8%
	2 Unfavorable	19%	11%	14%
	3 No Opinion	19%	20%	19%
	4 Never Heard	56%	60%	59%
Total		100%	100%	100%

Question 3 – Leger favorability

		Race Name			
		Black	Other	White	Total
Leger favorability	1 Favorable	11%	4%	13%	12%
	2 Unfavorable	12%	15%	17%	16%
	3 No Opinion	27%	31%	24%	25%
	4 Never Heard	51%	50%	46%	48%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Leger favorability	1 Favorable	13%	12%	11%	12%
	2 Unfavorable	12%	19%	19%	16%
	3 No Opinion	26%	27%	22%	25%
	4 Never Heard	49%	43%	47%	48%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Leger favorability	1 Favorable	6%	10%	8%	3%	5%	22%	3%	12%
	2 Unfavorable	17%	18%	18%	2%	13%	18%	11%	16%
	3 No Opinion	25%	28%	25%	31%	18%	26%	17%	25%
	4 Never Heard	53%	44%	49%	64%	63%	34%	69%	48%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Leger favorability	1 Favorable	15%	10%	12%
	2 Unfavorable	20%	13%	16%
	3 No Opinion	24%	25%	25%
	4 Never Heard	42%	52%	48%
Total		100%	100%	100%

Question 4 – Riser favorability

		Race Name			
		Black	Other	White	Total
Riser favorability	1 Favorable	4%	4%	12%	10%
	2 Unfavorable	13%	12%	11%	12%
	3 No Opinion	21%	23%	24%	23%
	4 Never Heard	62%	62%	53%	55%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Riser favorability	1 Favorable	6%	9%	15%	10%
	2 Unfavorable	12%	15%	9%	12%
	3 No Opinion	22%	27%	22%	23%
	4 Never Heard	59%	49%	54%	55%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Riser favorability	1 Favorable	28%	8%	8%	3%	39%	4%	6%	10%
	2 Unfavorable	11%	12%	11%	2%	21%	10%	15%	12%
	3 No Opinion	45%	22%	25%	19%	26%	18%	25%	23%
	4 Never Heard	15%	58%	56%	76%	14%	67%	54%	55%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Riser favorability	1 Favorable	13%	8%	10%
	2 Unfavorable	13%	10%	12%
	3 No Opinion	22%	24%	23%
	4 Never Heard	52%	58%	55%
Total		100%	100%	100%

Question 5 – Schroder favorability

		Race Name			
		Black	Other	White	Total
Schroder favorability	1 Favorable	4%	8%	11%	9%
	2 Unfavorable	10%	8%	9%	9%
	3 No Opinion	23%	19%	26%	25%
	4 Never Heard	63%	65%	54%	57%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Schroder favorability	1 Favorable	6%	10%	13%	9%
	2 Unfavorable	9%	13%	7%	9%
	3 No Opinion	23%	28%	26%	25%
	4 Never Heard	62%	50%	54%	57%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Schroder favorability	1 Favorable	8%	12%	7%	3%	5%	12%	7%	9%
	2 Unfavorable	2%	11%	11%	3%	10%	8%	11%	9%
	3 No Opinion	34%	25%	27%	14%	28%	25%	20%	25%
	4 Never Heard	57%	52%	56%	80%	57%	54%	63%	57%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Schroder favorability	1 Favorable	10%	8%	9%
	2 Unfavorable	11%	8%	9%
	3 No Opinion	25%	25%	25%
	4 Never Heard	54%	59%	57%
Total		100%	100%	100%

Question 6 – Ballot test 1 (Leger is Dem candidate)

		Race Name			
		Black	Other	White	Total
Ballot Test 1	1 Davis	1%	8%	8%	6%
	2 Leger	34%	19%	12%	18%
	3 Riser	1%	12%	9%	7%
	4 Schroder	3%	8%	10%	8%
	5 Undecided	61%	54%	60%	60%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot Test 1	1 Davis	2%	6%	11%	6%
	2 Leger	31%	12%	5%	18%
	3 Riser	3%	7%	13%	7%
	4 Schroder	4%	6%	14%	8%
	5 Undecided	59%	70%	57%	60%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Ballot Test 1	1 Davis	6%	11%	6%	8%	3%	5%	3%	6%
	2 Leger	13%	17%	21%	20%	11%	23%	11%	18%
	3 Riser	21%	4%	4%		34%	3%	7%	7%
	4 Schroder	8%	5%	9%	5%	4%	10%	10%	8%
	5 Undecided	53%	63%	59%	66%	48%	59%	69%	60%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot Test 1	1 Davis	9%	4%	6%
	2 Leger	19%	18%	18%
	3 Riser	11%	4%	7%
	4 Schroder	8%	8%	8%
	5 Undecided	54%	66%	60%
Total		100%	100%	100%



Question 7 – Ballot test 2 (Edwards is Dem candidate)

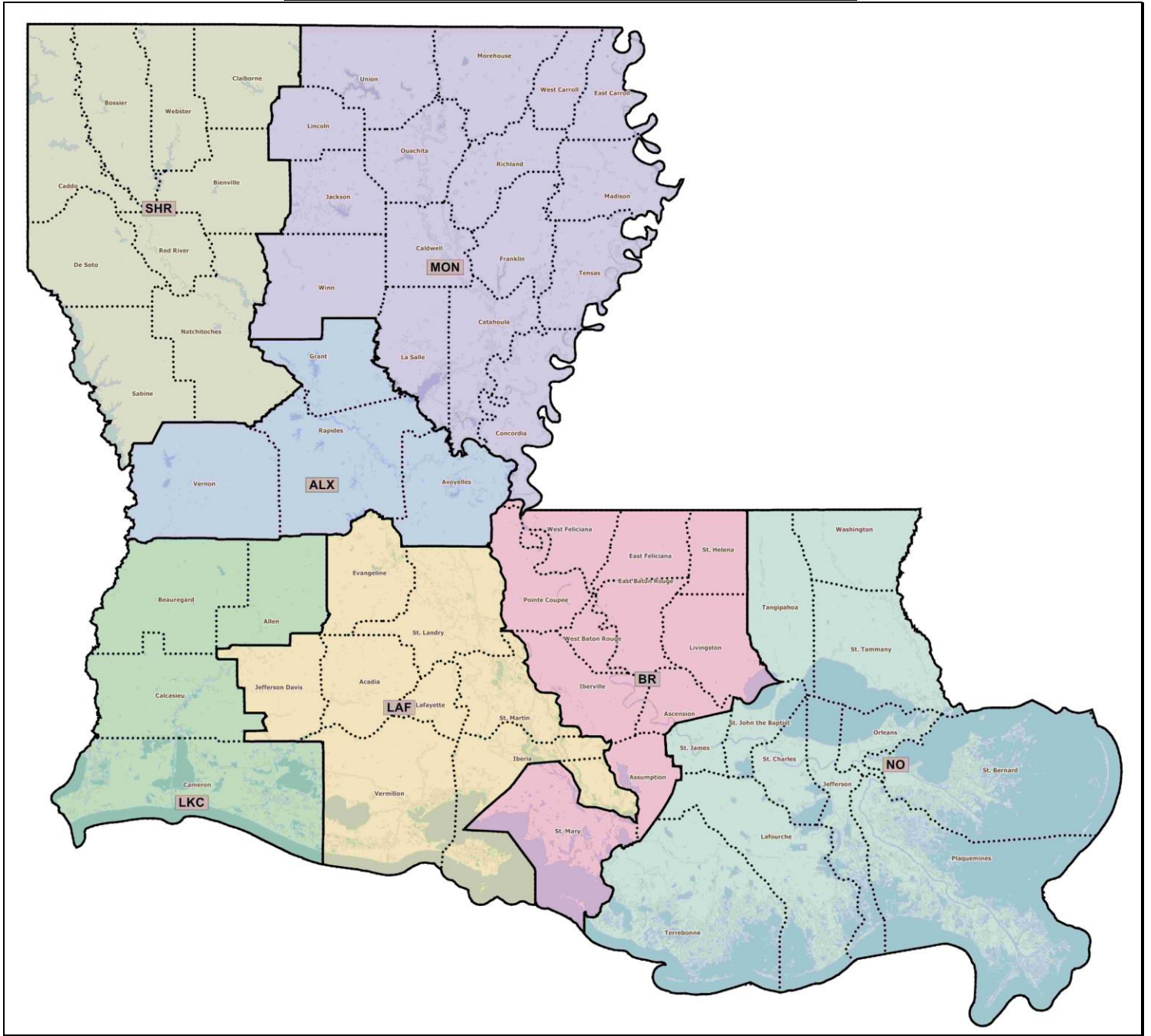
		Race Name			
		Black	Other	White	Total
Ballot Test 2	1 Davis	2%	8%	8%	7%
	2 Edwards	44%	19%	8%	18%
	3 Riser	1%	12%	11%	8%
	4 Schroder	1%	15%	9%	7%
	5 Undecided	52%	46%	63%	60%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot Test 2	1 Davis	3%	6%	11%	7%
	2 Edwards	35%	8%	2%	18%
	3 Riser	3%	6%	16%	8%
	4 Schroder	2%	6%	14%	7%
	5 Undecided	57%	75%	57%	60%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Ballot Test 2	1 Davis	2%	11%	6%	14%	4%	6%	2%	7%
	2 Edwards	19%	19%	24%	25%	11%	17%	15%	18%
	3 Riser	23%	4%	6%	3%	36%	3%	9%	8%
	4 Schroder	11%	5%	9%			10%	8%	7%
	5 Undecided	45%	61%	56%	58%	49%	64%	66%	60%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot Test 2	1 Davis	10%	4%	7%
	2 Edwards	14%	21%	18%
	3 Riser	12%	5%	8%
	4 Schroder	7%	7%	7%
	5 Undecided	57%	62%	60%
Total		100%	100%	100%

## Appendix A: Louisiana regions/media markets



(ALX=Alexandria, BR=Baton Rouge, LAF=Lafayette, LKC=Lake Charles, MON=Monroe, NO=New Orleans, SHR=Shreveport)