



## **JMCEL's "Pulse of Louisiana" Poll**

**EWE: 42% Yes, 43% No**

**Privatization opposed 35-24% (41% Undecided)**

**"Taxes on the rich" favored 50-36%**

**63%: Keep the homestead exemption the same**

### **POLLING METHODOLOGY**

To ensure that polls we conduct for your campaign are the most accurate and relevant, it's important to first discuss the types of possible voter populations we use to conduct our polls:

- ✓ **Registered Voters** – Randomly picking voters from the voter lists and calling them. While this is the least labor intensive, this is also, in our opinion, the least useful – in the 2008 Presidential election, for example, 33% of registered voters in Louisiana did not vote. It doesn't make sense to include these voters in any poll sample!
- ✓ **Likely Voters** – Using predetermined criteria to filter out "unlikely" voters. This criteria is subjective, but in general, those who have never voted or those who, in the pollster's judgment, are highly unlikely to vote, would not be included in a "likely voter" sample.
- ✓ **Chronic Voters** – Using predetermined criteria to filter out "unlikely" and occasional voters. This criteria is even more subjective than the "likely voter" criteria, but in general, those who have not demonstrated a level of consistency in voting would not be included in a "chronic voter" sample.

Our philosophy about which population to use depends on the election, but we are generally comfortable with a "likely voter" model (as opposed to a "registered voter" model) for most elections. For this poll, we chose a sample of 31,120 "minimally likely" Louisiana households for an automated poll, and 1,037 responded to one or more of four poll questions.

The survey was conducted August 17-19. The margin of error, with a 95% confidence interval, was 3%. The racial breakdown of the electorate was 68-29% white. This demographic breakdown closely approximates the 2008 Presidential electorate, because the last time former Governor Edwards was on the ballot in 1991, you had very high turnout. The geographic breakdown of the respondents was as follows: 18% from the Baton Rouge area, 30% from the New Orleans area, 26% from Bayou/Acadiana, and 27% from North/Central Louisiana (*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: Would you vote for Edwin Edwards if he were allowed to run for public office again?

**Yes**                                **42%**  
**No**                                    **43%**  
**Undecided**                        **15%**

Question 2: Is privatizing state services a good idea?

**Yes**                                    **24%**  
**No**                                    **35%**  
**Undecided**                        **41%**

Question 3: Do you favor increasing taxes on high income individuals ?

**Yes**                                    **50%**  
**No**                                    **36%**  
**Undecided**                        **15%**

Question 4: Should the \$75,000 homestead exemption be kept ?

**Keep it where it is**                **63%**  
**Lower It**                                **15%**  
**Eliminate It**                            **8%**  
**Undecided**                                **14%**

## CROSSTABS

*Question 1 – Vote for Edwards again*

<b>By Race</b>			
Description	White	Black	Other
Yes	31%	67%	30%
No	56%	14%	40%
Undecided	13%	19%	30%

<b>By Party Registration</b>			
Description	Democrat	Republican	Other
Yes	56%	21%	33%
No	29%	67%	49%
Undecided	15%	12%	18%

<b>By Voter Likelihood</b>			
Description	Registered	Likely	Chronic
Yes	46%	42%	41%
No	37%	44%	45%
Undecided	17%	15%	14%

By Region (See Appendix A for Map)				
Description	Baton Rouge	Bayou/ Acadiana	New Orleans	North/ Central
Yes	45%	45%	41%	38%
No	42%	41%	46%	44%
Undecided	13%	14%	13%	18%

**Comments:**

- Former Governor Edwards benefits from a high, but not unanimous, favorability from black respondents. This result with black voters is actually similar (albeit slightly lower) to his performance in the 1987 primary – the one race in his political career that he did not win;
- Edwards’ popularity was further analyzed through the prism of when a respondent registered to vote: a voter’s opinion of him will vary depending on when that person registered to vote. Among voters who registered to vote January 1996 or later (January 1996 was the last month Edwards served as governor), his “re-elect” numbers are **41-45%**, while those who registered to vote before then are split: **42-42%**;
- Another part of Edwards’ enduring strength is his strong showing with white Democrats: his re-elect numbers with that group are 45-42%. However, 27% of white Independents would support him (58% oppose), while 21% of Republican respondents would vote for him again;
- Just as the time a voter started following Louisiana politics determines one’s opinion of the former governor, those least likely to vote (i.e., those who only showed up to vote in the (1983) Edwards/Treen, Edwards/Duke, or Obama/McCain elections) are also more strongly inclined to vote for him. Remove those voters from the equation, and Edwards’ “re-elect” numbers are **41-44%**;
- If you were to look at white voters in each of the regions listed above, his “re-elect” numbers are as follows:
  - Baton Rouge: 28-57%;
  - Bayou/Acadiana: 35-52%;
  - New Orleans: 31-58%;
  - North/Central Louisiana: 29-56%
- Curiously, Edwards’ “re-elect” numbers are nearly identical to Senator Mary Landrieu’s re-elect numbers (40% to re-elect, 42% opposed) in a Pulse poll we conducted in June. That poll can be accessed here: <http://winwithjmc.com/archives/3146>

*Question 2 – Privatization a good idea*

By Race			
Description	White	Black	Other
Yes	27%	15%	25%
No	34%	38%	42%
Undecided	39%	47%	33%

By Party Registration			
Description	Democrat	Republican	Other
Yes	19%	30%	27%
No	39%	29%	37%
Undecided	42%	42%	36%

By Voter Likelihood			
Description	Registered	Likely	Chronic
Yes	21%	26%	24%
No	36%	30%	37%
Undecided	43%	44%	39%

By Region (See Appendix A for Map)				
Description	Baton Rouge	Bayou / Acadiana	New Orleans	North/Central
Yes	24%	25%	22%	24%
No	40%	29%	38%	36%
Undecided	37%	46%	40%	39%

**Comments:**

- Privatization is not a concept that shows much support with any segment of the electorate (even with Republicans). However, the opposition isn't overwhelming either: this is an issue where voters haven't really made up their mind one way or another;
- The concept of privatization does have its strongest opposition in the Baton Rouge area, which is not too surprising, when you consider the prevalence of government institutions (and their associated constituencies) in East Baton Rouge and several surrounding parishes;

*Question 3 – Increase taxes on high income individuals ?*

By Race			
Description	White	Black	Other
Yes	42%	67%	64%
No	44%	16%	23%
Undecided	14%	17%	14%

By Party Registration			
Description	Democrat	Republican	Other
Yes	64%	26%	47%
No	21%	61%	34%
Undecided	15%	13%	19%

By Voter Likelihood			
Description	Registered	Likely	Chronic
Yes	63%	43%	49%
No	26%	41%	35%
Undecided	11%	16%	15%

By Region (See Appendix A for Map)				
Description	Baton Rouge	Bayou / Acadiana	New Orleans	North/ Central
Yes	50%	45%	55%	48%
No	31%	42%	33%	35%
Undecided	19%	12%	13%	17%

**Comments:**

- Increasing taxes on high income individuals is a polarizing issue like the Edwards “re-elect” question is. There is one difference: white voters show significantly more support for “taxing the rich” than they do for Edwards. More specifically, the biggest swing in support for taxing upper income individuals is with white Democrats (they favor Edwards 45-42% while supporting higher taxes for the wealthy 60-25%) and white Independents (they oppose Edwards 27-58%, while supporting higher taxes 45-39%);
- Voters who are least likely to vote (the group we call “registered”) are most supportive of higher taxes. Remove this group, and support for higher taxes on upper income individuals is a slightly lower 47-37%;
- Curiously, support for taxing upper income individuals increases in the larger metropolitan areas.

Question 4 – \$75,000 homestead exemption

By Race			
Description	White	Black	Other
Keep	69%	47%	73%
Lower	12%	23%	5%
Eliminate	8%	10%	5%
Undecided	11%	20%	18%

By Party Registration			
Description	Democrat	Republican	Other
Keep	57%	72%	68%
Lower	17%	11%	13%
Eliminate	10%	6%	6%
Undecided	16%	10%	13%

By Voter Likelihood			
Description	Registered	Likely	Chronic
Keep	45%	65%	67%
Lower	19%	14%	14%
Eliminate	15%	8%	7%
Undecided	21%	13%	13%

By Region (See Appendix A for Map)				
Description	Baton Rouge	Bayou / Acadiana	New Orleans	North/Central
Keep	72%	55%	62%	67%
Lower	8%	18%	15%	15%
Eliminate	5%	11%	9%	7%
Undecided	15%	16%	14%	12%

**Comments:**

- The homestead exemption is an issue which voters treat as a “raising taxes” issue if you look at the patterns of support/opposition. White voters show nearly 70% support for maintaining the exemption, while only 47% of black voters support keeping the homestead exemption where it is;
- White Independents and Republicans are more strongly in favor of maintaining the homestead exemption – over 70% of these constituencies are in favor. 64% of white Democrats favor maintaining the homestead exemption;
- Not too surprisingly, this issue arouses stronger feelings from those who are likely and chronic voters (i.e., those who are more engaged in elections because they proportionately pay more property taxes): remove occasional voters from the respondents, and support for maintaining the homestead exemption increases from 63 to 66%;
- Support for maintaining the homestead exemption is strongest in the Baton Rouge area, which is probably because in recent years, property valuations (and, by implication, the property tax burden) have soared in East Baton Rouge Parish and Livingston Parishes.

## Appendix A: Regions of Louisiana



*NC = North/Central Louisiana, BAY – Bayou/Acadiana, BR = Baton Rouge, NO = New Orleans*