



Statewide Poll Results

Edwards 51%, Vitter 35% (13% undecided)

Edwards 54%, Vitter 38% (8% undecided)

POLLING METHODOLOGY

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 likely households statewide for an automated poll, and there were 635 completed responses to six poll questions.

The survey was conducted November 14 and 16. The margin of error, with a 95% confidence interval, was 3.9%. The demographic breakdown of the respondents was 68-29% white/black, while the party registration of respondents was 50-32% Democratic (18% Independents) – *the primary electorate was 69-28% white/black and 51-33% Democratic (16% Independents)*. The geographic (which in this case was media markets) breakdown of the respondents was as follows: 6% from Alexandria, 20% from Baton Rouge, 15% from Lafayette, 5% from Lake Charles, 9% from Monroe, 33% from New Orleans, and 11% 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: If the election for Governor were held today, which candidate would you support? (Party affiliations of candidates mentioned)

Edwards	51%
Vitter	35%
Undecided	13%

Question 2: (Only if “undecided” is selected for the previous question) Given that you are undecided, which candidate are you leaning towards supporting? (Party affiliations of candidates mentioned)

Edwards	54%
Vitter	38%
Undecided	8%

Question 3: If the election for Lt. Governor were held today, which candidate would you support? (Party affiliations of candidates mentioned)

Nungesser	45%
Holden	34%
Undecided	21%

Question 4: If the election for attorney general were held today, which candidate would you support? (Party affiliations of candidates mentioned)

Landry	46%
Caldwell	25%
Undecided	29%

Question 5: A recent ad by John Bel Edwards said that David Vitter “chose prostitutes over patriots.” Did this ad make you more or less likely to vote for John Bel Edwards?

More Likely	28%
Less Likely	32%
No Difference	34%
Never Saw Ad	6%

Question 6: And finally, a recent ad by David Vitter said that he failed his family and that Louisiana has fallen on hard times. Did this ad make you more or less likely to vote for David Vitter?

More Likely	29%
Less Likely	25%
No Difference	38%
Never Saw Ad	7%

POLL SUMMARY

In the October 24 primary, Democratic representative John Bel Edwards led the field with 40% of the vote in a 39% turnout race. He faces Republican U.S. Senator David Vitter, who finished second with 23% of the vote. Running a close third was Republican Public Service Commissioner Scott Angelle, who received 19% of the vote, while Republican Lt. Governor Jay Dardenne finished fourth with 15% (five other candidates in the aggregate received 3% of the vote). JMC had conducted a poll for Nexstar on the statewide races between October 28-31, and this poll (which JMC conducted independently) reevaluates where the race stands with less than a week to go before the runoff.

Fieldwork for this automated poll was conducted on November 14 and 16, and in the ballot test, the race has tightened a bit since late October, although Democrat John Bel Edwards maintains a 16 point (51-35%) lead in the polls (the last JMC Analytics poll showed Edwards with a 52-32% lead). The race has tightened a bit in the last two weeks due to two factors: (1) Republicans have come home to Senator Vitter – he had a 60-25% lead in late October; that lead is now 71-18% (an 18 point swing among his voter base), and (2) Rep. Edwards’ lead among white Democrats has weakened a bit from 61-24% to 55-30% (in other words, a negative 12 point swing from Edwards). The numbers barely moved among white Independents: Edwards had a 45-35% lead in the last poll, while in yesterday’s poll, it was 44-32%. It’s also worth noting that while Republicans have returned to the fold for Vitter, blacks have similarly coalesced behind Rep. Edwards (they were 80-6% for Edwards in the Nexstar poll and 87-3% for him yesterday).

From a geographic standpoint, Vitter has made gains in all but the New Orleans media market, which has enabled him to strengthen his lead in the Alexandria media market, pull into a narrow lead in Monroe, and pull within the margin of error in the Shreveport media market. Conversely, Rep. Edwards has since the last poll lost support in all but the Alexandria, Lafayette, and New Orleans media markets.

Senator Vitter’s challenge is this: in the two media markets (Baton Rouge and New Orleans) representing just over half of the vote, Edwards has a 56-33% lead, while Cassidy carried these media markets 51-49% over Landrieu in the 2014 runoff. Outside of those two media markets, Edwards’ lead is 46-38%, while Cassidy carried these media markets 62-38%.

When undecideds are asked who they are leaning towards supporting, the “leaners” are evenly divided, but Edwards maintains his 16 point lead (54-38%) over Vitter. The basic partisan patterns remain the same: blacks coalesce even further behind Edwards (favoring him 90-4%), while Republicans further unite behind Vitter (he leads 75-19%). White Democrats still strongly favor Edwards 57-32% with leaners included, while Edwards maintains a 49-37% plurality lead among white Independents. It’s worth noting that the “blue wall” of Baton

Rouge and New Orleans remains strong for Edwards 59-36%, while Edwards has a somewhat narrower 48-41% lead in the rest of the state.

Given that both candidates have run ads that are a departure from the norm this election cycle (Edwards ran an ad specifically mentioning Senator Vitter’s 2007 prostitution scandal, while Vitter admitted “failing his family”, we wanted to see what affect these ads had. Edwards’ ad was viewed slightly more negatively, although you had some polarization: blacks were more likely to vote for Edwards by a 44-11% margin, while Republicans by a 54-17% margin were less likely. White Democrats (32-26% less likely) and white Independents (29-23% less likely) mildly disliked the ads, but even greater percentages of either group (38% of white Democrats and 35% of white Independents) said it made no difference in their vote.

The opposite was the case for Senator Vitter’s ad: while it only made people by a 29-25% margin more likely to vote for him, Republicans by a 50-10% margin were more likely to vote for Vitter, while blacks were 41-11% less likely. White Democrats mildly disliked the ad 28-20% (although 45% said it didn’t affect their vote), while white Independents were more likely by a 34-22% margin to vote for Vitter, although 35% said it wouldn’t affect their vote.

We also polled the other statewide races also on the runoff ballot. In the Lt. Governor’s race, Republican “Billy” Nungesser has a 45-34% lead over Democrat “Kip” Holden, and he has a 74-11% lead among Republicans, a 47-31% lead among white Democrats, and a 52-26% lead among white Independents. Curiously, blacks are not as solidly behind Holden as they are behind John Bel Edwards: his 66-9% showing is a 24 point drop, and probably is a function of his limited statewide media exposure. In fact, the Baton Rouge media market (where Holden is well known) is the only one in the state where Holden leads. Nungesser leads everywhere else - even in New Orleans, where he has a 51-32% lead over Holden.

In the attorney general’s race, Republican challenger “Jeff” Landry has a 46-25% lead over Republican incumbent “Buddy” Caldwell. Landry’s base is Republicans, where he has a strong 62-25% lead. Landry also has a 39-27% lead among white Independents, while the vote is more closely divided among white Democrats (42-35% Landry). Blacks are 33-18% for Landry, although 49% of this voter bloc is undecided with less than a week until the runoff.

In conclusion, while Edwards’ lead in the Governor’s race has narrowed, his support in the larger urban areas and among white Democrats/white Independents has kept him solidly in the lead. The election is still five days away, however, and it will be interesting to see what strategy each candidate has to move voters in the final week.

CROSSTABS

Question 1 – Governor (ballot test)

		Race Name			Total
		Black	Other	White	
Ballot (Governor)	1 Edwards	87%	65%	36%	51%
	2 Vitter	3%	29%	50%	35%
	3 Undecided	10%	6%	15%	13%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Governor)	1 Edwards	73%	51%	18%	51%
	2 Vitter	15%	29%	71%	35%
	3 Undecided	12%	20%	11%	13%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Governor)	1 Edwards	49%	53%	68%	51%
	2 Vitter	39%	30%	18%	35%
	3 Undecided	12%	17%	14%	13%
Total		100%	100%	100%	100%

		Region						Total	
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans		Shreveport
Ballot (Governor)	1 Edwards	35%	58%	53%	47%	43%	55%	45%	51%
	2 Vitter	43%	33%	31%	32%	45%	33%	41%	35%
	3 Undecided	22%	9%	16%	21%	12%	12%	14%	13%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Question 2 – Governor (leaners)

		Race Name			Total
		Black	Other	White	
Ballot (Governor - Leaners)	1 Edwards	90%	71%	38%	54%
	2 Vitter	4%	29%	53%	38%
	3 Undecided	6%		9%	8%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Governor - Leaners)	1 Edwards	76%	56%	19%	54%
	2 Vitter	16%	32%	75%	38%
	3 Undecided	8%	11%	6%	8%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Governor - Leaners)	1 Edwards	50%	57%	75%	54%
	2 Vitter	42%	33%	20%	38%
	3 Undecided	8%	10%	6%	8%
Total		100%	100%	100%	100%

		Region						Total	
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans		Shreveport
Ballot (Governor - Leainers)	1 Edwards	35%	61%	55%	50%	45%	58%	48%	54%
	2 Vitter	43%	35%	33%	32%	50%	36%	45%	38%
	3 Undecided	22%	4%	12%	18%	5%	6%	7%	8%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Question 3 – Lt Governor (ballot test)

		Race Name			Total
		Black	Other	White	
Ballot (Lt Governor)	1 Holden	66%	35%	20%	34%
	2 Nungesser	9%	47%	61%	45%
	3 Undecided	25%	18%	19%	21%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Lt Governor)	1 Holden	50%	31%	11%	34%
	2 Nungesser	26%	46%	74%	45%
	3 Undecided	23%	24%	16%	21%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Lt Governor)	1 Holden	33%	38%	37%	34%
	2 Nungesser	47%	41%	38%	45%
	3 Undecided	20%	21%	25%	21%
Total		100%	100%	100%	100%

		Region						Total	
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans		Shreveport
Ballot (Lt Governor)	1 Holden	27%	49%	29%	26%	30%	32%	30%	34%
	2 Nungesser	49%	35%	47%	53%	45%	51%	40%	45%
	3 Undecided	24%	16%	24%	21%	25%	17%	30%	21%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Question 4 – Attorney General (ballot test)

		Race Name			Total
		Black	Other	White	
Ballot (Atty Gen)	1 Caldwell	18%	6%	29%	25%
	2 Landry	33%	65%	50%	46%
	3 Undecided	49%	29%	21%	29%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Atty Gen)	1 Caldwell	25%	25%	25%	25%
	2 Landry	38%	38%	62%	46%
	3 Undecided	37%	38%	13%	29%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Atty Gen)	1 Caldwell	26%	19%	27%	25%
	2 Landry	49%	40%	35%	46%
	3 Undecided	25%	41%	38%	29%
Total		100%	100%	100%	100%

		Region						Total	
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans		Shreveport
Ballot (Atty Gen)	1 Caldwell	19%	31%	31%	21%	25%	19%	29%	25%
	2 Landry	54%	45%	44%	47%	47%	45%	44%	46%
	3 Undecided	27%	24%	25%	32%	28%	35%	27%	29%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Question 5 – Edwards ad

		Race Name			Total
		Black	Other	White	
Edwards Ad	1 More Likely	44%	35%	21%	28%
	2 Less Likely	11%	29%	42%	32%
	3 Didnt change vote	38%	35%	32%	34%
	4 Never saw ad	8%		5%	6%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Edwards Ad	1 More Likely	37%	25%	17%	28%
	2 Less Likely	20%	25%	54%	32%
	3 Didnt change vote	37%	39%	26%	34%
	4 Never saw ad	6%	11%	2%	6%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Edwards Ad	1 More Likely	27%	25%	41%	28%
	2 Less Likely	35%	32%	17%	32%
	3 Didnt change vote	33%	37%	32%	34%
	4 Never saw ad	5%	6%	10%	6%
Total		100%	100%	100%	100%

		Region						Total	
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans		Shreveport
Edwards Ad	1 More Likely	16%	26%	37%	26%	20%	31%	29%	28%
	2 Less Likely	38%	32%	28%	35%	40%	31%	33%	32%
	3 Didnt change vote	30%	42%	27%	32%	33%	34%	32%	34%
	4 Never saw ad	16%	1%	9%	6%	7%	4%	7%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Question 6 – Vitter ad

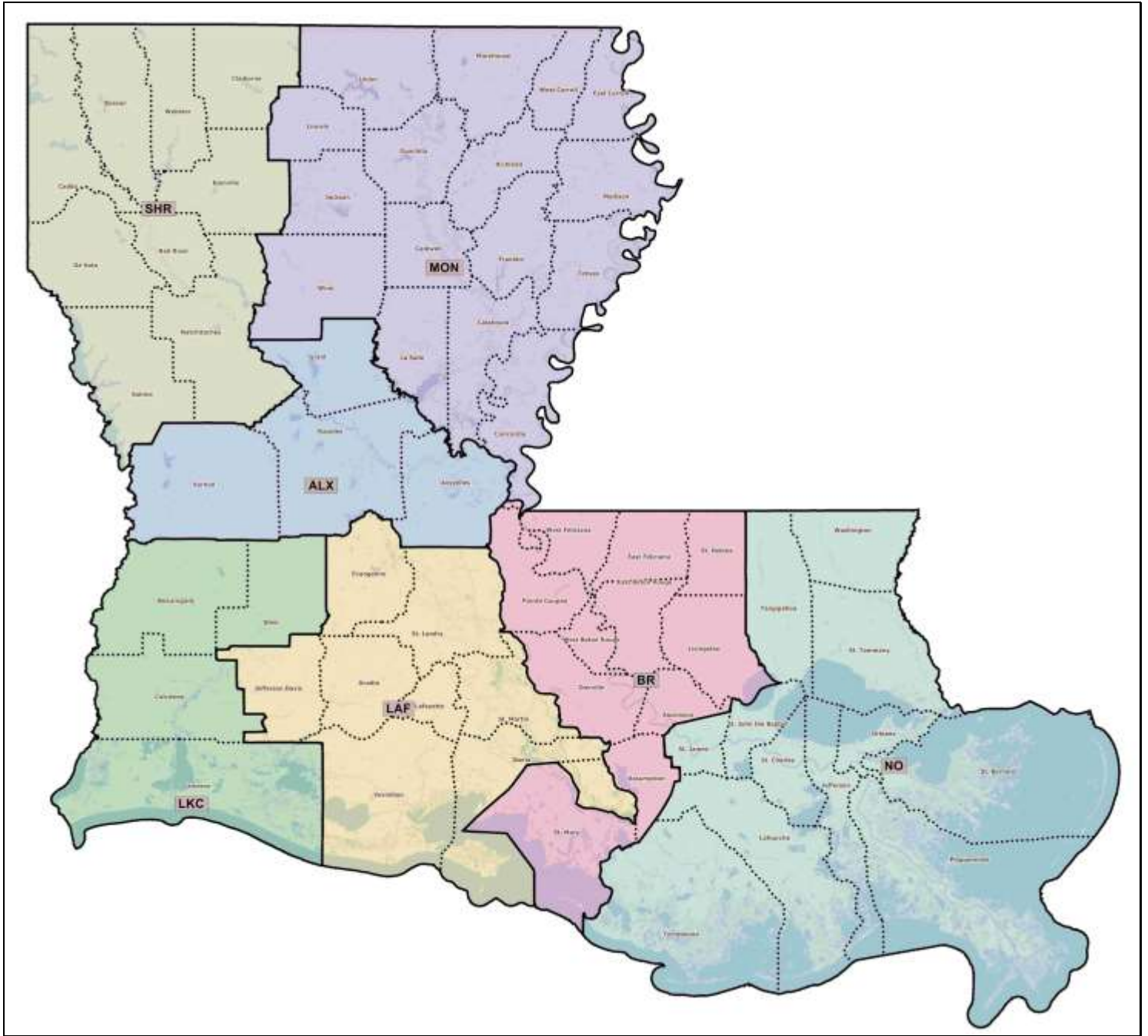
		Race Name			Total
		Black	Other	White	
Vitter Ad	1 More Likely	11%	18%	38%	29%
	2 Less Likely	41%	35%	18%	25%
	3 Didnt change vote	38%	35%	39%	38%
	4 Never saw ad	11%	12%	6%	7%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Vitter Ad	1 More Likely	15%	31%	50%	29%
	2 Less Likely	35%	25%	10%	25%
	3 Didnt change vote	41%	35%	36%	38%
	4 Never saw ad	9%	9%	4%	7%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Vitter Ad	1 More Likely	32%	22%	24%	29%
	2 Less Likely	22%	30%	35%	25%
	3 Didnt change vote	39%	39%	34%	38%
	4 Never saw ad	7%	10%	7%	7%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Vitter Ad	1 More Likely	30%	25%	34%	29%	28%	26%	38%	29%
	2 Less Likely	27%	30%	23%	26%	20%	27%	16%	25%
	3 Didnt change vote	32%	40%	34%	32%	40%	42%	37%	38%
	4 Never saw ad	11%	5%	9%	12%	12%	5%	8%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Appendix A: Statewide regions



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