



Statewide Poll Results

Edwards 47%, Vitter 43% (10% undecided)

Edwards 49%, Vitter 44% (7% undecided – leaners included)

Refugee crisis helps Vitter 40-36% (24% said it didn't affect vote)

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 614 completed responses to five poll questions.

The survey was conducted November 19. The margin of error, with a 95% confidence interval, was 3.9%. The demographic breakdown of the respondents was 67-29% white/black, while the party registration of respondents was 49-33% Democratic (19% Independents) – *the primary electorate was 69-28% white/black and 51-33% Democratic (16% Independents)*. The geographic breakdown of the respondents (which in this case was media markets) was as follows: 6% from Alexandria, 20% from Baton Rouge, 14% from Lafayette, 6% from Lake Charles, 9% from Monroe, 34% 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)

	CURRENT	PREVIOUS
Edwards	47%	51%
Vitter	43%	35%
Undecided	10%	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)

	CURRENT	PREVIOUS
Edwards	49%	54%
Vitter	44%	38%
Undecided	7%	8%

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

	CURRENT	PREVIOUS
Nungesser	51%	45%
Holden	30%	34%
Undecided	19%	21%

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

	CURRENT	PREVIOUS
Landry	45%	46%
Caldwell	27%	25%
Undecided	28%	29%

Question 5: And finally, has the Syrian refugee crisis made you likely to vote for John Bel Edwards or David Vitter for governor?

Vitter	40%
Edwards	36%
Hasn't affected vote	24%

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 both for Nexstar on the statewide races between October 28-31, as well as an independently conducted poll earlier this week. This poll (which JMC again conducted independently) is a final evaluation of where the race stands the day before the runoff.

Fieldwork for this automated poll was conducted on November 19, and on the ballot test, the race has tightened: Democrat John Bel Edwards' lead has shrunk to four points (47-43%) – the last poll by JMC showed Rep. Edwards with a 16 point (51-35%) lead. Republicans have gone from 71-18% to 76-17% for Vitter - a six point swing. Rep. Edwards' numbers among white Democrats and white Independents have also noticeably shifted: white Democrats went from 55-30% to 47-40% for Edwards (an 18 point swing), while white Independents have shifted from 44-32% Edwards to 57-33% for Vitter (a 36 point shift). While this has been occurring, blacks remain solidly behind Rep. Edwards (his 88-3% showing is nearly identical to the 87-3% showing in the last poll).

From a geographic standpoint, Vitter has made gains in all but (curiously) the Alexandria media market, and the “urban/rural split” is even more noticeable now. In the two media markets (Baton Rouge and New Orleans) representing just over half of the vote, Edwards' lead has shrunk from 56-33% to 49-40% (Cassidy carried these media markets 51-49% over Landrieu in the 2014 runoff). Outside of those two media markets, an Edwards' lead of 46-38% in the last poll is now a 48-44% Vitter lead (Cassidy carried these media markets 62-38%).

When undecideds are asked who they are leaning towards supporting, the “leaners” tilt slightly towards Edwards: his four point lead expands to five points (49-44%) over Vitter. The basic partisan patterns remain the same: blacks coalesce even more behind Edwards (favoring him 93-3%), while Republicans further unite behind Vitter (he leads 78-17%). Undecided white Democrats/Independents move to Edwards, as he slightly increases his lead among white Democrats to 49-41%, while among white Independents, he trims Vitter's 57-33% lead to 57-35%. Geographically, the “blue wall” of Baton Rouge and New Orleans is 52-41% for Edwards, while in the rest of the state, Vitter's lead narrows to 48-46%.

We also cross-referenced the poll results against those poll respondents who voted in the primary, and the results were similar: 48-44% for Edwards, and 50-44% Edwards if leaners are included. Early voters were an estimated 51-44% for Edwards (52-44% with leaners included), which means that those who haven't yet voted were 46-44% for Edwards (49-44% if leaners are included).

Given that the Syrian refugee issue has been a last minute development, we wanted to test its possible impact on the runoff election. While on the surface, it has only benefitted David Vitter 40-36%, a closer examination of the data reveals some polarization: Republicans by a 69-10% margin said they were more likely to vote for Vitter, while blacks by a 76-5% margin said they were more likely to vote for Edwards. Vitter reaped a noticeable benefit from white Independents, however, with respondents by a 50-22% margin favoring Vitter, while white Democrats said by a 37-31% margin they were more likely to vote for Vitter.

Vitter’s late movement has arguably helped Billy Nungesser, who is the Republican candidate for Lt. Governor, as he has moved into a 51-30% lead. Republicans are solidly (81-10%) behind him (his 71 point margin is 12 points greater than the 59 point margin Vitter has among Republicans in the ballot test). Similarly, Nungesser has a 68-16% lead among white Independents and a 51-27% lead among white Democrats. Curiously, blacks still are not as solidly behind Holden as they are behind John Bel Edwards: his 63-9% showing is a 25 point drop from Edwards’ showing, and probably remains a function of his limited statewide media exposure. In fact, the only media market where he is competitive is the Baton Rouge media market, where Holden is well known.

In the attorney general’s race, the race has tightened a little, as Attorney General Caldwell has resumed his media buys. Still, Republican challenger “Jeff” Landry has a 45-27% lead over the incumbent. Landry’s base is Republicans, where he has a strong 59-21% lead. Landry also has a 54-26% lead among white Democrats and a 53-25% lead among white Independents. Blacks are for Caldwell by a 35-20% margin (45% are undecided).

In conclusion, the race has tightened substantially; the question is whether that will make the difference with (1) the election’s being tomorrow, and (2) the fact that as of last night, 267,983 early/absentee votes were cast largely before the Syrian refugee crisis.

CROSSTABS

Question 1 – Governor (ballot test)

		Race Name			Total
		Black	Other	White	
Ballot (Governor)	1 Edwards	88%	35%	30%	47%
	2 Vitter	3%	48%	61%	43%
	3 Undecided	9%	17%	10%	10%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Governor)	1 Edwards	70%	39%	17%	47%
	2 Vitter	19%	50%	76%	43%
	3 Undecided	11%	11%	7%	10%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Governor)	1 Edwards	46%	46%	51%	47%
	2 Vitter	44%	44%	39%	43%
	3 Undecided	10%	9%	10%	10%
Total		100%	100%	100%	100%

		Region						Total	
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans		Shreveport
Ballot (Governor)	1 Edwards	53%	49%	41%	44%	41%	49%	44%	47%
	2 Vitter	44%	42%	49%	44%	54%	39%	44%	43%
	3 Undecided	3%	9%	9%	12%	6%	12%	11%	10%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Question 2 – Governor (leaners)

		Race Name			Total
		Black	Other	White	
Ballot (Governor - Leaners)	1 Edwards	93%	35%	31%	49%
	2 Vitter	3%	52%	62%	44%
	3 Undecided	4%	13%	7%	6%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Governor - Leaners)	1 Edwards	73%	43%	17%	49%
	2 Vitter	20%	50%	78%	44%
	3 Undecided	7%	7%	5%	6%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Governor - Leaners)	1 Edwards	49%	49%	54%	49%
	2 Vitter	45%	45%	39%	44%
	3 Undecided	7%	6%	7%	6%
Total		100%	100%	100%	100%

		Region						Total	
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans		Shreveport
Ballot (Governor - Leaners)	1 Edwards	53%	52%	43%	47%	41%	52%	50%	49%
	2 Vitter	44%	43%	52%	44%	54%	40%	44%	44%
	3 Undecided	3%	5%	6%	9%	6%	8%	6%	6%
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	63%	35%	16%	30%
	2 Nungesser	9%	52%	69%	51%
	3 Undecided	28%	13%	14%	18%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Lt Governor)	1 Holden	47%	25%	10%	30%
	2 Nungesser	28%	59%	81%	51%
	3 Undecided	26%	17%	9%	18%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Lt Governor)	1 Holden	31%	26%	38%	30%
	2 Nungesser	52%	51%	43%	51%
	3 Undecided	17%	23%	20%	18%
Total		100%	100%	100%	100%

		Region						Total	
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans		Shreveport
Ballot (Lt Governor)	1 Holden	21%	42%	30%	24%	28%	26%	34%	30%
	2 Nungesser	56%	44%	54%	47%	52%	56%	46%	51%
	3 Undecided	24%	15%	16%	29%	20%	18%	20%	18%
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	35%	22%	23%	27%
	2 Landry	20%	35%	57%	45%
	3 Undecided	45%	43%	20%	28%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Atty Gen)	1 Caldwell	30%	27%	21%	27%
	2 Landry	35%	48%	59%	45%
	3 Undecided	35%	25%	20%	28%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Atty Gen)	1 Caldwell	28%	25%	23%	27%
	2 Landry	46%	42%	46%	45%
	3 Undecided	26%	33%	31%	28%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Ballot (Atty Gen)	1 Caldwell	24%	31%	30%	18%	41%	22%	23%	27%
	2 Landry	56%	41%	49%	38%	41%	44%	54%	45%
	3 Undecided	21%	27%	21%	44%	19%	34%	23%	28%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Question 5 – Syrian refugee crisis

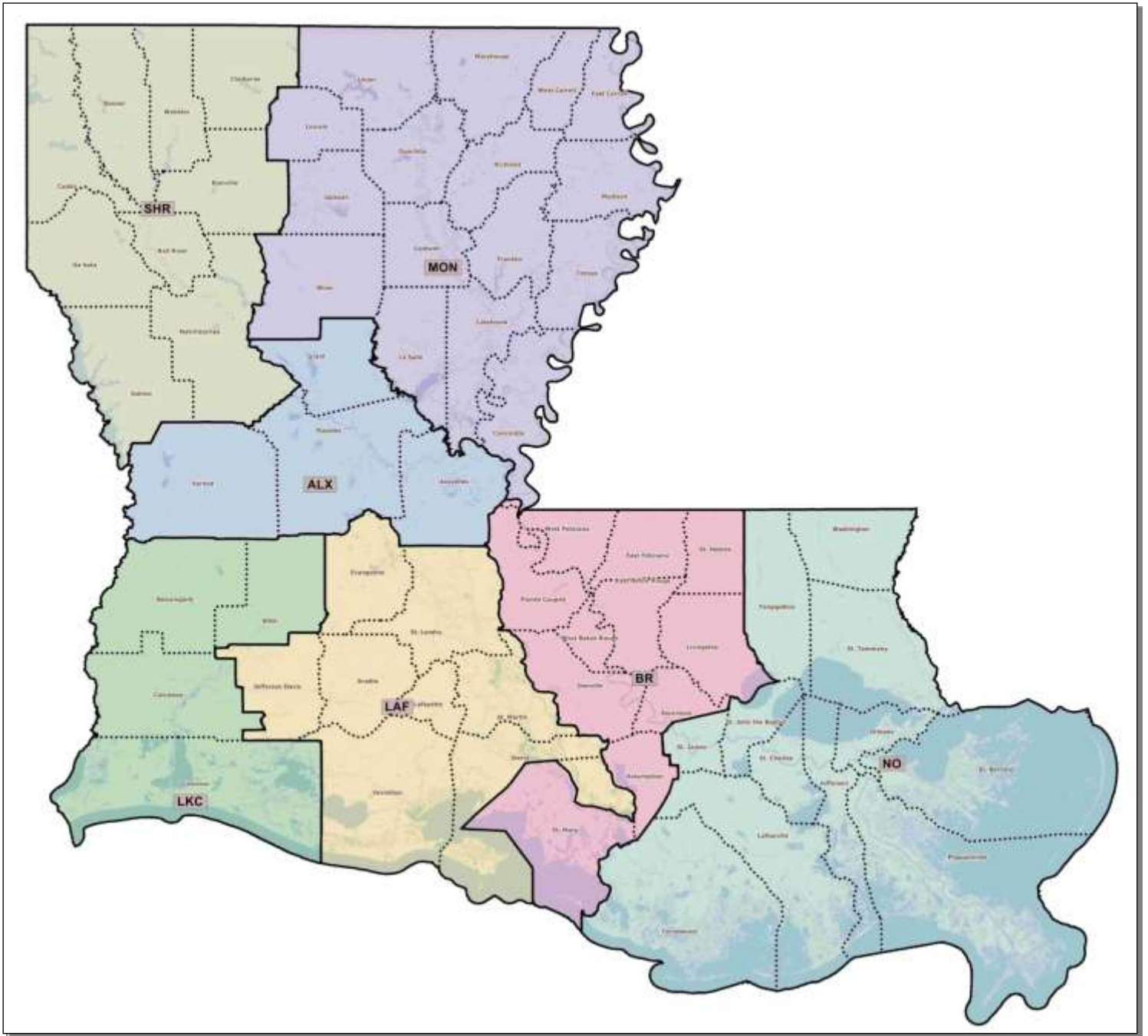
		Race Name			Total
		Black	Other	White	
Syrian Refugee Crisis	1 Edwards	76%	22%	19%	36%
	2 Vitter	5%	48%	55%	40%
	3 Not affected vote	20%	30%	26%	24%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Syrian Refugee Crisis	1 Edwards	55%	29%	10%	36%
	2 Vitter	19%	45%	69%	40%
	3 Not affected vote	26%	26%	20%	24%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Syrian Refugee Crisis	1 Edwards	36%	32%	36%	36%
	2 Vitter	41%	42%	34%	40%
	3 Not affected vote	23%	26%	30%	24%
Total		100%	100%	100%	100%

		Region						Total	
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans		Shreveport
Syrian Refugee Crisis	1 Edwards	38%	38%	34%	29%	33%	36%	34%	36%
	2 Vitter	44%	43%	38%	35%	48%	39%	36%	40%
	3 Not affected vote	18%	19%	28%	35%	19%	24%	30%	24%
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)