



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 1,100 completed responses to four poll questions.

The survey was conducted August 19 and 21. The margin of error, with a 95% confidence interval, was 3.0%. The demographic breakdown of the respondents was 71-27% white/black, while the party registration of respondents was 48-38% Democratic/Republican (14% Independents). The geographic breakdown of the respondents was as follows: 5% from Alexandria, 21% from Baton Rouge, 13% from Lafayette, 6% from Lake Charles, 9% from Monroe, 34% 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: If the special election for state Treasurer were held today, which candidate would you support? (Party affiliations of candidates mentioned)

Derrick Edwards	25%
Angele Davis	14%
“Neil” Riser	6%
John Schroder	5%
Terry Hughes	2%
Joseph Little	<1%
Undecided	47%

Question 2: (Only if a candidate is selected for the previous question) If the Treasurer's candidate you currently support does not make the runoff, who would be your second choice? (Party affiliations of candidates mentioned)

Derrick Edwards	32%
Angele Davis	19%
“Neil” Riser	9%
Terry Hughes	9%
John Schroder	5%
Joseph Little	3%
Undecided	22%

Question 3: To ensure that our survey responses are most accurate, are you male or female?

Female	56%
Male	44%

Question 4: And finally, what is your religious affiliation?

Catholic	34%
Protestant	29%
Evangelical Protestant	7%
Atheist	1%
Jewish	<1%
Rather not say	28%

SUMMARY

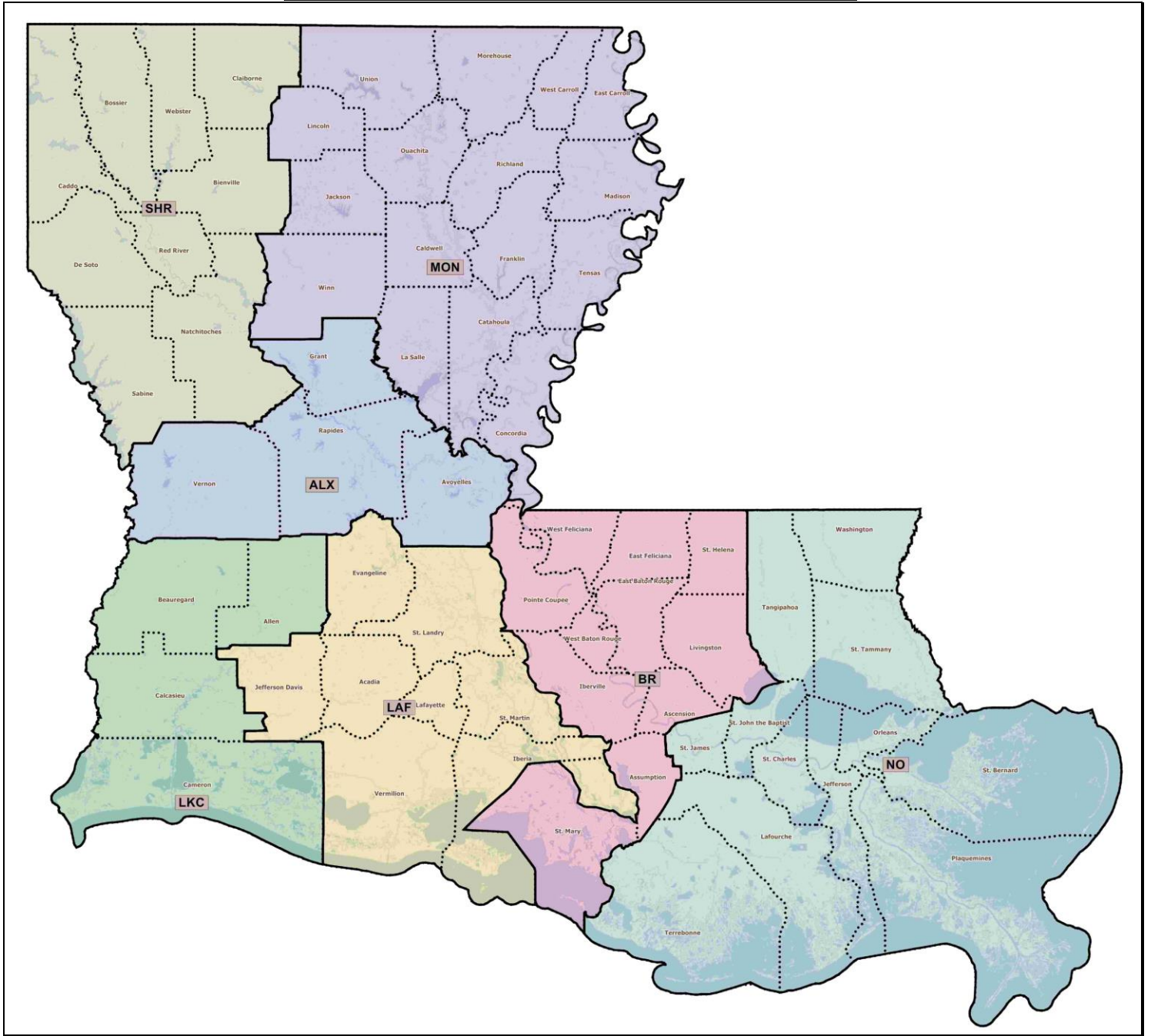
JMC Analytics and Polling was commissioned to conduct this poll for the Angele Davis for Treasurer campaign. There are two main takeaways from this poll: (1) the Democratic base vote continues to consolidate behind Edwards (thus giving him a strong first place showing), and (2) neither Schroder nor Riser has shown any growth since candidate qualifying.

On the initial ballot test, Democrat Derrick Edwards continues to consolidate the Democratic base vote, and leads with 25%. He has 61% support among blacks (another 33% are undecided), 25% support (and a plurality lead) among white Democrats, and 15% support among white Independents. Angele Davis runs second with 14% (leading with 24% among Republicans, leading with 18% among white Independents, and running second behind Edwards with 10% among white Democrats). Neil Riser and John Schroder are neck and neck, with Riser running one point (6-5%) ahead of Schroder. The remaining candidates received 3%, while 47% are undecided.

This is the first poll released that includes all six candidates who are qualified to run for Secretary of State, and this inclusion seems to have contributed towards the stalled momentum of both the Riser and Schroder campaigns since qualifying. Furthermore, when margin of error is considered, the “horse race” results are largely similar to other publicly released polling.

In summary, this is a wide-open race on the Republican side, although Angele Davis has shown more current and future growth potential since candidate qualifying, and Derrick Edwards appears to have a secure spot for the runoff.

Appendix A: Louisiana regions/media markets



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