



Louisiana Public Opinion Survey Results Secretary of State Special Election

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 1,000 completed responses.

The survey was conducted May 29-30. The margin of error, with a 95% confidence interval, was 3.1%. The demographic breakdown of the respondents was 68-29% white/black (3% “other”), while the party registration of respondents was 50-35% Democratic/Republican (15% Independents), and the gender breakdown was 55-45% female/male. The geographic breakdown of the respondents was as follows: 6% from Alexandria, 20% from Baton Rouge, 13% from Lafayette, 5% from Lake Charles, 9% from Monroe, 35% from New Orleans, and 13% 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: How would you rate the job performance of President Donald Trump?

Approve	56%
Disapprove	35%
Undecided	9%

Question 2: If the special election for Secretary of State were held today, which candidate would you support?
(Candidate names read off in alphabetical (i.e., ballot) order. These results also include undecided leaners)

Renee Fontenot Free (Dem)	18%
Angele Davis (Rep)	16%
A.G. Crowe (Rep)	10%
Paul Hollis (Rep)	8%
Walt Leger (Dem)	7%
Julie Stokes (Rep)	6%
Mary Leach Werner (Dem)	4%
Undecided	32%

Note: Mary Leach Werner announced she would not be a candidate shortly after survey completed. See “Summary” section below for additional detail.

SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for a group of several subscribers. There are three main takeaways from this poll: (1) voters give varying levels of approval to its statewide officials, (2) Donald Trump remains popular in Louisiana, and (3) there are several surprises regarding how actual and potential candidates placed in the special election race for Secretary of State.

Despite more challenging approval ratings nationally, President Trump remains strongly popular in Louisiana, despite a polarized electorate. His overall 56-35% approval rating isn't much different than the 58-38% margin by which he carried the state in the 2016 Presidential election. While he has near unanimous (88-7%) support from Republicans, he also has strong approval both from white Independents (71-24%) and white Democrats (59-31%), despite a near unanimous 75-10% disapproval from African-Americans. And even with a 13-point gender gap (men approve 60-32%, while his approval among women is 53-38%), the biggest difference in support is when examining Louisiana through the lens of an "urban/rural split." The "urban" media markets of Baton Rouge and New Orleans only favored him 53-43% in the Presidential race; his approval there in this poll is 50-40%. He carried the rest of the state 64-33%, and his approval rating is a nearly identical 63-29%.

The Secretary of State's race is wide open at this point, with 32% undecided (undecided "leaners" are included). Of the Democrats who were ballot tested, Renee Fontenot Free leads with 18%, which is more than double what Speaker Pro-Tem Walt Leger's 7%. Her lead is anchored by strong numbers in the African-American community, with 46% support. She even outpolls Speaker Pro-Tem Walt Leger 20-18% in Orleans Parish.

The survey was conducted before Mary Leach Werner announced she was not running for Secretary of State. When asked to give their second choice among the field, 31% of her supporters chose fellow Democrat Renee Fontenot Free, 27% are undecided, 15% chose Walt Leger, 12% Angele Davis, 8% chose A.G. Crowe, and 8% chose Julie Stokes.

On the Republican side, former Commissioner of Administration Angele Davis retains favorable name recognition from her coming within 10K votes of making the runoff for Treasurer last fall: she finishes second with 16%. Anchoring her lead is a 24% showing among Republicans, as well as double digit showings in the overwhelming majority of the state's media markets. Former state senator A.G. Crowe is not far behind in third place with 10% and is similarly competitive among Republicans with 14%. He also has a 24% showing in his home parish of St Tammany Parish. Rep Hollis is closely behind just outside of the margin of error.

Two other Republicans were ballot tested: state representative Julie Stokes of Kenner and Paul Hollis of Mandeville, with Hollis having an 8-6% lead over Stokes – probably because he gets double digit support in Monroe and Alexandria. Rep. Stokes, on the other hand, doesn't exceed 9% in any region, and trails Paul Hollis within the margin of error in Jefferson Parish.

In summary, the initial test of the Secretary of State's race shows that race wide open.

CROSSTABS

Question 1 – Trump approval

		Race Name			
		Black	Other	White	Total
Trump approval	1 Strongly Approve	7%	32%	66%	48%
	2 Approve	3%	4%	10%	8%
	3 Disapprove	19%	7%	3%	7%
	4 Strongly Disapprove	56%	46%	15%	27%
	5 Undecided	15%	11%	7%	9%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Trump approval	1 Strongly Approve	24%	52%	80%	48%
	2 Approve	7%	10%	8%	8%
	3 Disapprove	12%	6%	1%	7%
	4 Strongly Disapprove	43%	25%	6%	27%
	5 Undecided	13%	6%	5%	9%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Trump approval	1 Strongly Approve	53%	44%	48%
	2 Approve	7%	9%	8%
	3 Disapprove	6%	9%	7%
	4 Strongly Disapprove	26%	29%	27%
	5 Undecided	9%	9%	9%
Total		100%	100%	100%

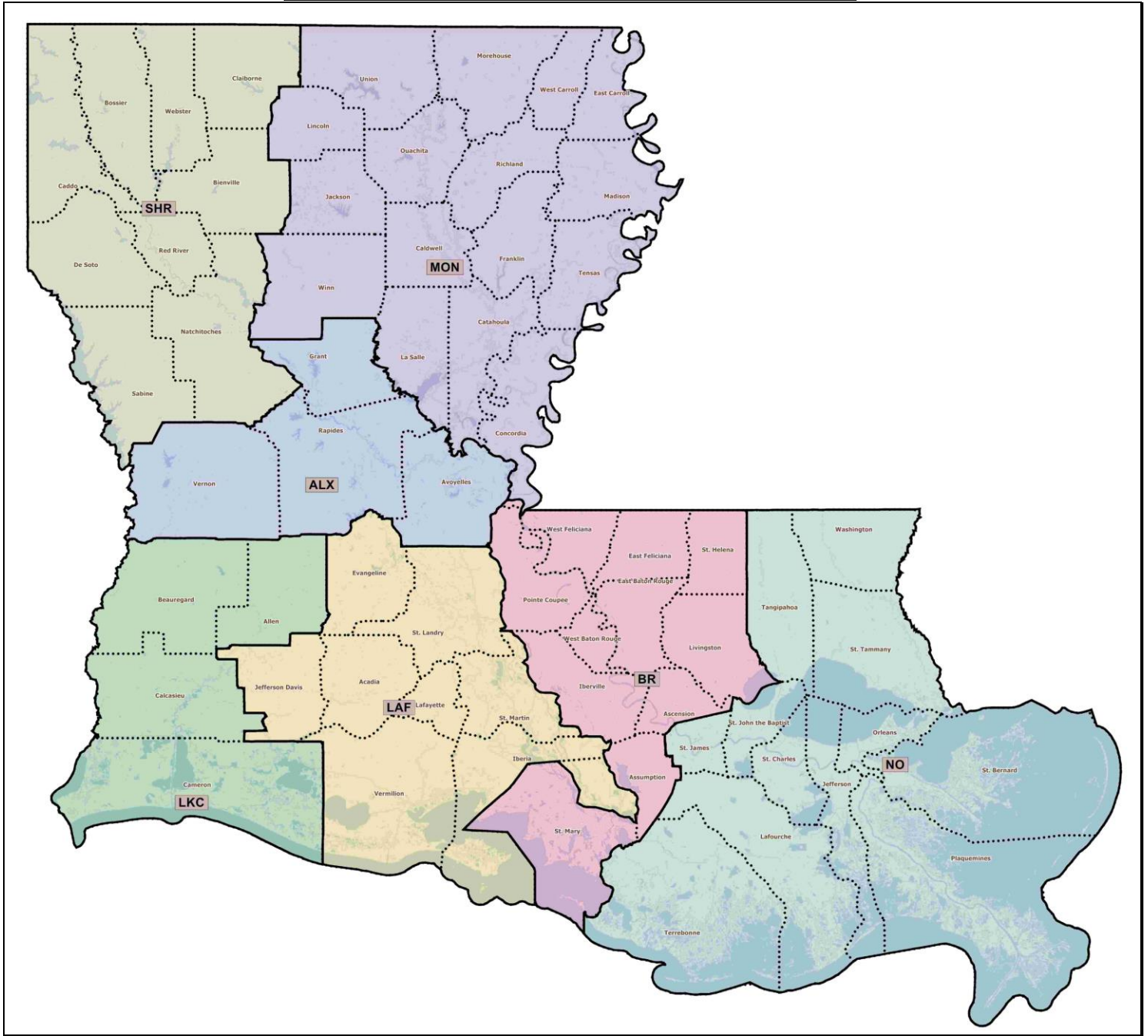
Question 2 – Ballot test with leaners (Secretary of State)

		Race Name			Total
		Black	Other	White	
Ballot (Secretary of State w leaners)	1 Crowe	3%	7%	13%	10%
	2 Davis	6%	14%	20%	16%
	3 Free	46%	21%	5%	18%
	4 Hollis	1%		10%	8%
	5 Leger	10%	7%	5%	7%
	6 Stokes	2%	4%	8%	6%
	7 Werner	6%	11%	3%	4%
	8 Undecided	26%	36%	34%	32%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Secretary of State w leaners)	1 Crowe	7%	12%	14%	10%
	2 Davis	10%	15%	24%	16%
	3 Free	31%	12%	1%	18%
	4 Hollis	4%	9%	12%	8%
	5 Leger	10%	8%	2%	7%
	6 Stokes	4%	9%	8%	6%
	7 Werner	7%	1%	2%	4%
	8 Undecided	27%	35%	37%	32%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (Secretary of State w leaners)	1 Crowe	12%	9%	10%
	2 Davis	17%	15%	16%
	3 Free	16%	19%	18%
	4 Hollis	9%	6%	8%
	5 Leger	10%	4%	7%
	6 Stokes	8%	5%	6%
	7 Werner	4%	5%	4%
	8 Undecided	24%	38%	32%
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)