



Secretary of State Results

POLLING METHODOLOGY

For this poll, a sample of likely households for an automated poll was chosen from the population registered to vote in the state of Louisiana, and there were 800 completed responses.

The survey was conducted September 20-22. The margin of error, with a 95% confidence interval, was 3.5%. The demographic breakdown of the respondents was 68-28% white/black (4% “other”), while the party registration of respondents was 47-36% Democratic/Republican (17% Independents). The geographic breakdown of the respondents was as follows: 5% from Alexandria, 19% from Baton Rouge, 14% 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

Do you believe that Governor John Bel Edwards deserves to be re-elected ?

| | |
|------------------|------------|
| Yes | 43% |
| No | 37% |
| Undecided | 20% |

If the special election for Secretary of State were held today, which candidate would you support? (Party affiliations of candidates mentioned, and ballot order rotated)

| | |
|------------------------------|------------|
| Fontenot Free (Dem) | 22% |
| Stokes (Rep) | 11% |
| Edmonds (Rep) | 11% |
| Collins-Greenup (Dem) | 4% |
| Ardoin (Rep) | 3% |
| Cloud (Rep) | 2% |
| Crowe (Rep) | 1% |
| Other candidate | 1% |
| Undecided | 46% |

And to ensure that our survey responses are most accurate, are you male or female?

| | |
|---------------|------------|
| Female | 55% |
| Male | 44% |

SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for the Edmonds campaign for Secretary of State. There are two main takeaways from this poll: (1) Governor Edwards re-election prospects are not assured given his softening re-elect numbers, (2) the poll numbers show that Secretary of State Kyle Ardoin has not been helped by allegations of bid rigging.

The ongoing battles between Democratic Governor Edwards and the Republican Legislature have taken a toll on his approval ratings, with only a 43-37% plurality believing he deserves to be re-elected. Republicans are 65-16% against his re-election, as are white Independents (48-29% against). Only white Democrats (58-25%) are keeping him afloat. There is also a regional divide: in the Baton Rouge/New Orleans media markets, his re-elect numbers are 51-29%; in the rest of the state, his re-elect numbers are 46-34% negative. There is a modest 13-point gender gap on this issue (women favor his re-election 43-31%, while men are 44-43% opposed).

The Secretary of State's race was also ballot tested, and the poll shows this is a three-person race: Fontenot-Free has a commanding lead in the Democratic "swim lane", while Reps. Edmonds and Stokes are statistically tied for second place. No other candidate polls more than 4%, and the high (46%) undecided vote share is essentially unchanged since the July poll. However, the bid rigging allegations could not have come at a worse time for Secretary Ardoin (i.e., after his last-minute entry into the race), and he is not in the top tier of candidates.

CROSSTABS

Re-elect Governor Edwards

| | | Race Name | | | Total |
|------------------|-------------|-----------|-------|-------|-------|
| | | Black | Other | White | |
| Edwards Re-elect | 1 Yes | 70% | 60% | 30% | 43% |
| | 2 No | 6% | 29% | 50% | 37% |
| | 3 Undecided | 24% | 11% | 19% | 20% |
| Total | | 100% | 100% | 100% | 100% |

| | | Party | | | Total |
|------------------|-------------|-------|-------|------|-------|
| | | DEM | OTHER | REP | |
| Edwards Re-elect | 1 Yes | 65% | 39% | 16% | 43% |
| | 2 No | 14% | 40% | 65% | 37% |
| | 3 Undecided | 21% | 21% | 19% | 20% |
| Total | | 100% | 100% | 100% | 100% |

| | | Gender | | Total |
|------------------|-------------|--------|----------|-------|
| | | 1 Male | 2 Female | |
| Edwards Re-elect | 1 Yes | 43% | 43% | 43% |
| | 2 No | 44% | 31% | 37% |
| | 3 Undecided | 13% | 27% | 20% |
| Total | | 100% | 100% | 100% |

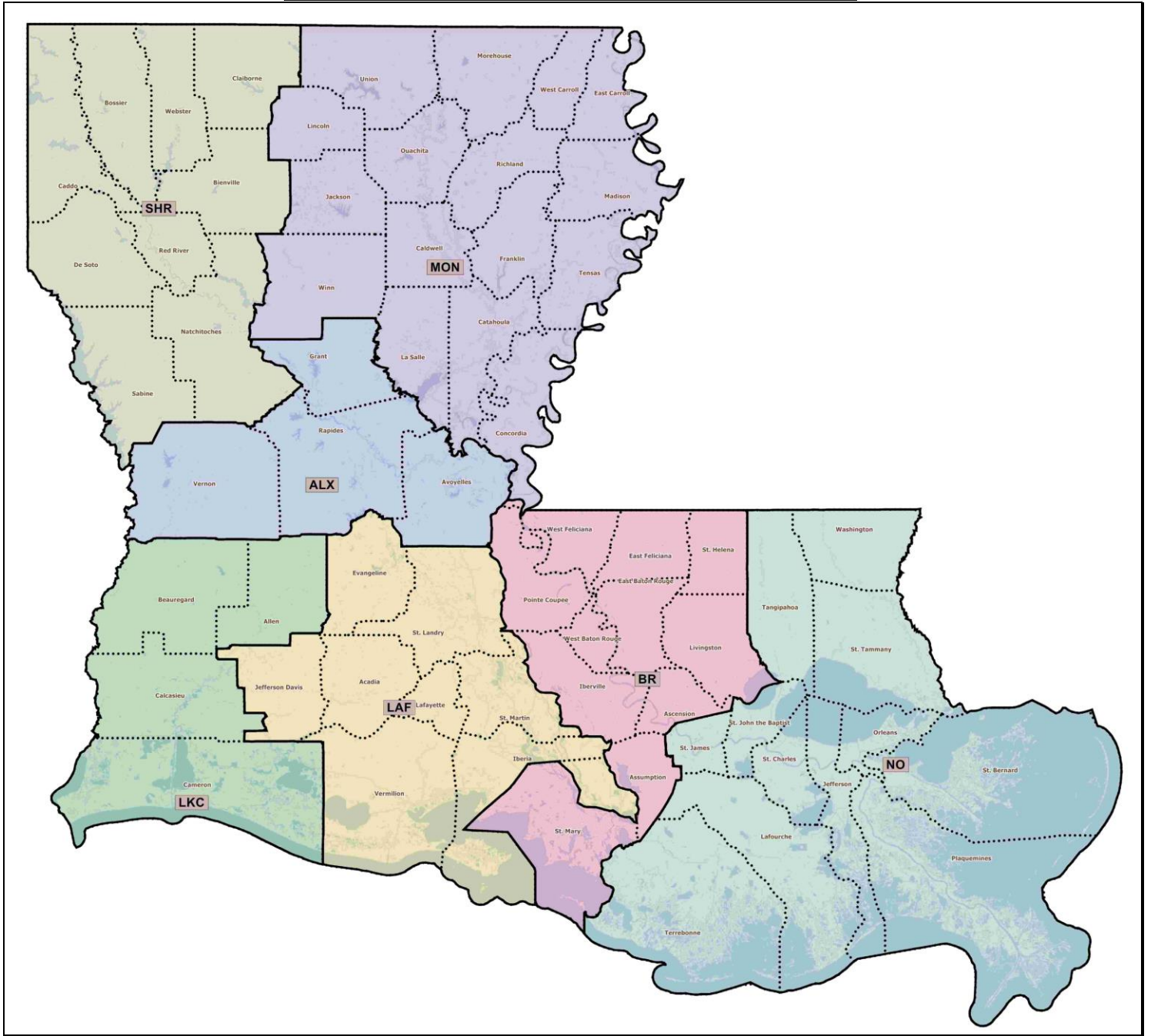
Ballot test (Secretary of State)

| | | Race Name | | | |
|--------------|-------------------|-----------|-------|-------|-------|
| | | Black | Other | White | Total |
| Ballot (SOS) | 1 Ardoin | 0% | | 4% | 3% |
| | 2 Cloud | 1% | 3% | 2% | 2% |
| | 3 Collins-Greenup | 11% | | 1% | 4% |
| | 4 Crowe | | 3% | 1% | 1% |
| | 5 Edmonds | 3% | 6% | 14% | 11% |
| | 6 Fontenot Free | 43% | 37% | 12% | 22% |
| | 7 Stokes | 3% | 17% | 15% | 11% |
| | 8 Other candidate | | 3% | 1% | 1% |
| | 9 Undecided | 39% | 31% | 50% | 46% |
| Total | | 100% | 100% | 100% | 100% |

| | | Party | | | |
|--------------|-------------------|-------|-------|------|-------|
| | | DEM | OTHER | REP | Total |
| Ballot (SOS) | 1 Ardoin | 2% | | 5% | 3% |
| | 2 Cloud | 1% | 1% | 2% | 2% |
| | 3 Collins-Greenup | 6% | 3% | 0% | 4% |
| | 4 Crowe | 1% | 1% | 2% | 1% |
| | 5 Edmonds | 6% | 10% | 16% | 11% |
| | 6 Fontenot Free | 39% | 18% | 2% | 22% |
| | 7 Stokes | 5% | 13% | 18% | 11% |
| | 8 Other candidate | 1% | | 1% | 1% |
| | 9 Undecided | 38% | 53% | 53% | 46% |
| Total | | 100% | 100% | 100% | 100% |

| | | Gender | | |
|--------------|-------------------|--------|----------|-------|
| | | 1 Male | 2 Female | Total |
| Ballot (SOS) | 1 Ardoin | 3% | 2% | 3% |
| | 2 Cloud | 1% | 2% | 2% |
| | 3 Collins-Greenup | 4% | 3% | 4% |
| | 4 Crowe | 1% | 1% | 1% |
| | 5 Edmonds | 16% | 6% | 11% |
| | 6 Fontenot Free | 21% | 23% | 22% |
| | 7 Stokes | 11% | 11% | 11% |
| | 8 Other candidate | 1% | 1% | 1% |
| | 9 Undecided | 42% | 50% | 46% |
| 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)