



Louisiana Governor Results

POLLING METHODOLOGY

For this poll, a sample of likely households was chosen from the population registered to vote in the state of Louisiana for a “hybrid” automated (for landlines)/live (for cell phones) poll, where 72% of the phone numbers were landlines and 28% of the phone numbers were cell phones. There were 650 completed responses to seven poll questions.

The survey was conducted April 25-27 and 29. The margin of error, with a 95% confidence interval, was 3.8%. The demographic breakdown of the respondents was 66-29% white/black (5% “other”), while the party registration of respondents was 43-35% Democratic/Republican (21% Independents). The geographic breakdown of the respondents was as follows: 6% from Alexandria, 20% from Baton Rouge, 14% from Lafayette, 5% from Lake Charles, 8% from Monroe, 35% 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: Do you approve or disapprove of the job performance of President Donald Trump ?

Approve	54%
Disapprove	37%
No Opinion	9%

Question 2: If the election for Governor were held today, which candidate would you support ?

Edwards	38%
Abraham	23%
Rispon	7%
Undecided	32%

Question 3: If the runoff election for Governor were held today, which candidate would you support ?

Edwards	40%
Abraham	36%
Undecided	24%

Question 4: If the runoff election for Governor were held today, which candidate would you support ?

Edwards	41%
Rispon	28%
Undecided	31%

Question 5: Do you believe that Governor John Bel Edwards has been good or bad for Louisiana’s business climate ?

Good	39%
Bad	35%
Undecided	26%

Question 6: To ensure that our survey responses are most accurate, I have two demographic questions. First, are you male or female?

Female	55%
Male	45%

Question 7: And what is your age?

18-34	10%
35-54	31%
55-64	25%
65 and older	34%

SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for Harris, Deville & Associates. There are three main takeaways from this poll: (1) President Trump remains popular in Louisiana (although there has been some erosion in his support), (2) Governor Edwards faces a challenging re-election that will likely go into a runoff, and (3) respondents are split on whether Governor Edwards has been good or bad for Louisiana's business climate.

In 2016, Louisiana strongly supported President Trump by a 20 point margin (58-38%) at the same time as he was winning with 46% of the national popular vote. The most recent average of his job approval numbers (according to Realclearpolitics.com) shows him with a 43% job approval/53% disapproval. Similarly, he has seen some (but not substantial) slippage in his popularity here in Louisiana, where his job approval is 54-37%. There is strong polarization present: Republicans (by an 88-8% margin) nearly unanimously approve, while black voters (by a 75-9% margin) are about as strongly opposed.

The real dichotomy regarding support for/opposition against the President comes from three data points: geography, gender, and age. The urban/rural divide present nationally to some extent is present in Louisiana as well: the Baton Rouge/New Orleans media markets give him a narrower 50-39% approval, while the remaining media markets approve of his job performance 59-34%. There is also a noticeable 27 point gender gap: men approve of President Trump's performance 63-31%, while women voters give him a much narrower 47-42% approval. Age of the respondent is also a factor, as those between 18 and 34 years old disapprove of his performance 52-44%, while those 35 years old and older approve 55-35%.

While John Bel Edwards was elected governor in 2015 in a 56-44% near landslide, his ballot test numbers are nowhere near that strong this year. When you consider that neither of his two declared Republican opponents (Ralph Abraham and Eddie Rispone) has begun to spend money on mass media, Governor Edwards is not only well below 50%, but his support number (regardless of the ballot configuration) hovers around 40%, which (especially with minor candidates who will jump into the race by the conclusion of qualifying) almost guarantees that the race will go to a runoff.

More specifically, when analyzing these three ballot test combinations (Edwards/Abraham/Rispone, Edwards/Abraham, and Edwards/Rispone), a fairly inelastic electorate is apparent. Overall, Governor Edwards' support ranges from 38% in a three way race to 41% against Rispone. His (Edwards') Republican support ranges from 14-17%, his black support is between 71-75%, his white Democratic support is between 40-45%, and his white Independent support is between 27-31%.

Where there is more of a separation of support (in addition to racial and partisan lines) is by region. In Baton Rouge/New Orleans/Lake Charles, Edwards' support varies from 44 to 46% (depending on the ballot configuration), while in the rest of the state, his support is a noticeably lower 30-34%, and it is in the opinion of the

pollster that the larger media markets (as well as Lake Charles) have seen a greater degree of economic activity/expansion than the rest of the state has, thus making those regions experiencing economic growth more likely to support the incumbent. Incidentally, a review of the 2015 results revealed a similar split: Baton Rouge/New Orleans/Lake Charles (where 62% of the vote was cast) supported Edwards 59-41%, while the remainder of the state supported Edwards 51-49%. Finally, there is a gender gap which varies from 9 points (Edwards/Rispono) to 18 points (three-way race).

When asked about whether Governor Edwards has helped/hurt Louisiana’s business climate, opinions are closely divided, with polarization by race and party (Republicans and white Independents are pessimistic, blacks and by a narrower margin white Democrats are more optimistic). There is also some geographic polarization, where only Baton Rouge and New Orleans felt he was good for the business climate. Lafayette, Lake Charles, and Monroe were more evenly divided, while Alexandria and Shreveport were noticeably more negative.

In conclusion, the Governor’s race is likely to be closely contested, especially as the summer months approach, and candidates have a limited amount of time to make their case to the voters.

CROSSTABS

Question 1 – President Trump approval

		Race Name			
		Black	Other	White	Total
Trump Approval	1 Approve	9%	43%	74%	54%
	2 Disapprove	75%	54%	18%	37%
	3 No Opinion	16%	3%	7%	9%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Trump Approval	1 Approve	26%	54%	88%	54%
	2 Disapprove	61%	34%	8%	37%
	3 No Opinion	12%	12%	4%	9%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Trump Approval	1 Approve	56%	51%	46%	54%
	2 Disapprove	33%	44%	44%	37%
	3 No Opinion	10%	5%	11%	9%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Trump Approval	1 Approve	75%	52%	57%	57%	57%	48%	57%	54%
	2 Disapprove	20%	35%	35%	40%	34%	41%	37%	37%
	3 No Opinion	5%	13%	8%	3%	9%	11%	7%	9%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell Phone	Total
Trump Approval	1 Approve	58%	44%	54%
	2 Disapprove	32%	48%	37%
	3 No Opinion	10%	8%	9%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Trump Approval	1 Approve	63%	47%	54%
	2 Disapprove	31%	42%	37%
	3 No Opinion	7%	11%	9%
Total		100%	100%	100%

		Age				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and over	Total
Trump Approval	1 Approve	44%	55%	58%	53%	54%
	2 Disapprove	52%	38%	34%	33%	37%
	3 No Opinion	5%	8%	7%	14%	9%
Total		100%	100%	100%	100%	100%

Question 2 – Ballot (Governor – three candidates)

		Race Name			Total
		Black	Other	White	Total
Ballot	1 Abraham	2%	20%	32%	23%
	2 Edwards	71%	43%	24%	38%
	3 Rispone	3%	6%	8%	7%
	4 Undecided	24%	31%	36%	32%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot	1 Abraham	10%	22%	39%	23%
	2 Edwards	62%	32%	14%	38%
	3 Rispone	4%	8%	10%	7%
	4 Undecided	24%	38%	38%	32%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Ballot	1 Abraham	25%	19%	15%	23%
	2 Edwards	39%	42%	33%	38%
	3 Rispone	7%	7%	4%	7%
	4 Undecided	29%	32%	48%	32%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Ballot	1 Abraham	50%	9%	29%	14%	55%	15%	29%	23%
	2 Edwards	20%	40%	35%	43%	28%	46%	32%	38%
	3 Rispone	3%	15%	4%	9%	2%	6%	3%	7%
	4 Undecided	28%	35%	31%	34%	15%	33%	37%	32%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell Phone	Total
Ballot	1 Abraham	27%	12%	23%
	2 Edwards	36%	44%	38%
	3 Rispone	7%	6%	7%
	4 Undecided	30%	38%	32%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot	1 Abraham	28%	18%	23%
	2 Edwards	36%	40%	38%
	3 Rispone	7%	6%	7%
	4 Undecided	29%	35%	32%
Total		100%	100%	100%

		Age				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and over	
Ballot	1 Abraham	20%	20%	22%	26%	23%
	2 Edwards	38%	40%	38%	38%	38%
	3 Rispone	5%	9%	9%	4%	7%
	4 Undecided	38%	31%	30%	33%	32%
Total		100%	100%	100%	100%	100%

Question 3 – Ballot (Governor – Edwards/Abraham)

		Race Name			Total
		Black	Other	White	
Ballot (Edwards/ Abraham)	1 Abraham	5%	31%	49%	36%
	2 Edwards	75%	49%	24%	40%
	3 Undecided	20%	20%	27%	24%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Edwards/Abraham)	1 Abraham	15%	40%	58%	36%
	2 Edwards	63%	35%	14%	40%
	3 Undecided	22%	25%	28%	24%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Edwards/Abraham)	1 Abraham	37%	36%	30%	36%
	2 Edwards	39%	45%	37%	40%
	3 Undecided	24%	20%	33%	24%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Ballot (Edwards/ Abraham)	1 Abraham	55%	25%	42%	34%	58%	30%	37%	36%
	2 Edwards	18%	42%	34%	43%	30%	49%	33%	40%
	3 Undecided	28%	33%	25%	23%	11%	20%	30%	24%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell Phone	
Ballot (Edwards/Abraham)	1 Abraham	37%	31%	36%
	2 Edwards	37%	47%	40%
	3 Undecided	25%	22%	24%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (Edwards/Abraham)	1 Abraham	43%	30%	36%
	2 Edwards	37%	42%	40%
	3 Undecided	20%	28%	24%
Total		100%	100%	100%

		Age				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and over	
Ballot (Edwards/Abraham)	1 Abraham	33%	36%	41%	32%	36%
	2 Edwards	45%	40%	39%	40%	40%
	3 Undecided	21%	25%	20%	28%	24%
Total		100%	100%	100%	100%	100%

Question 4 – Ballot (Governor – Edwards/Rispono)

		Race Name			Total
		Black	Other	White	
Ballot (Edwards/Rispono)	1 Edwards	73%	46%	27%	41%
	2 Rispono	8%	34%	37%	28%
	3 Undecided	20%	20%	36%	31%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Edwards/Rispono)	1 Edwards	62%	39%	17%	41%
	2 Rispono	13%	29%	46%	28%
	3 Undecided	24%	32%	37%	31%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Edwards/Rispon)	1 Edwards	41%	42%	44%	41%
	2 Rispon	28%	28%	29%	28%
	3 Undecided	31%	30%	28%	31%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Ballot (Edwards/Rispon)	1 Edwards	30%	42%	36%	37%	38%	50%	30%	41%
	2 Rispon	28%	29%	30%	20%	17%	30%	32%	28%
	3 Undecided	43%	29%	34%	43%	45%	20%	38%	31%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell Phone	
Ballot (Edwards/Rispon)	1 Edwards	38%	50%	41%
	2 Rispon	28%	27%	28%
	3 Undecided	34%	23%	31%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (Edwards/Rispon)	1 Edwards	40%	42%	41%
	2 Rispon	32%	25%	28%
	3 Undecided	28%	33%	31%
Total		100%	100%	100%

		Age				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and over	
Ballot (Edwards/Rispon)	1 Edwards	45%	45%	36%	40%	41%
	2 Rispon	35%	29%	30%	25%	28%
	3 Undecided	20%	26%	34%	35%	31%
Total		100%	100%	100%	100%	100%

Question 5 – Edwards good/bad for business climate

		Race Name			
		Black	Other	White	Total
Edwards business climate	1 Good	69%	40%	27%	39%
	2 Bad	6%	31%	48%	35%
	3 Undecided	25%	29%	26%	26%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Edwards business climate	1 Good	60%	33%	18%	39%
	2 Bad	16%	37%	56%	35%
	3 Undecided	24%	29%	26%	26%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Edwards business climate	1 Good	40%	39%	38%	39%
	2 Bad	37%	32%	27%	35%
	3 Undecided	23%	29%	35%	26%
Total		100%	100%	100%	100%

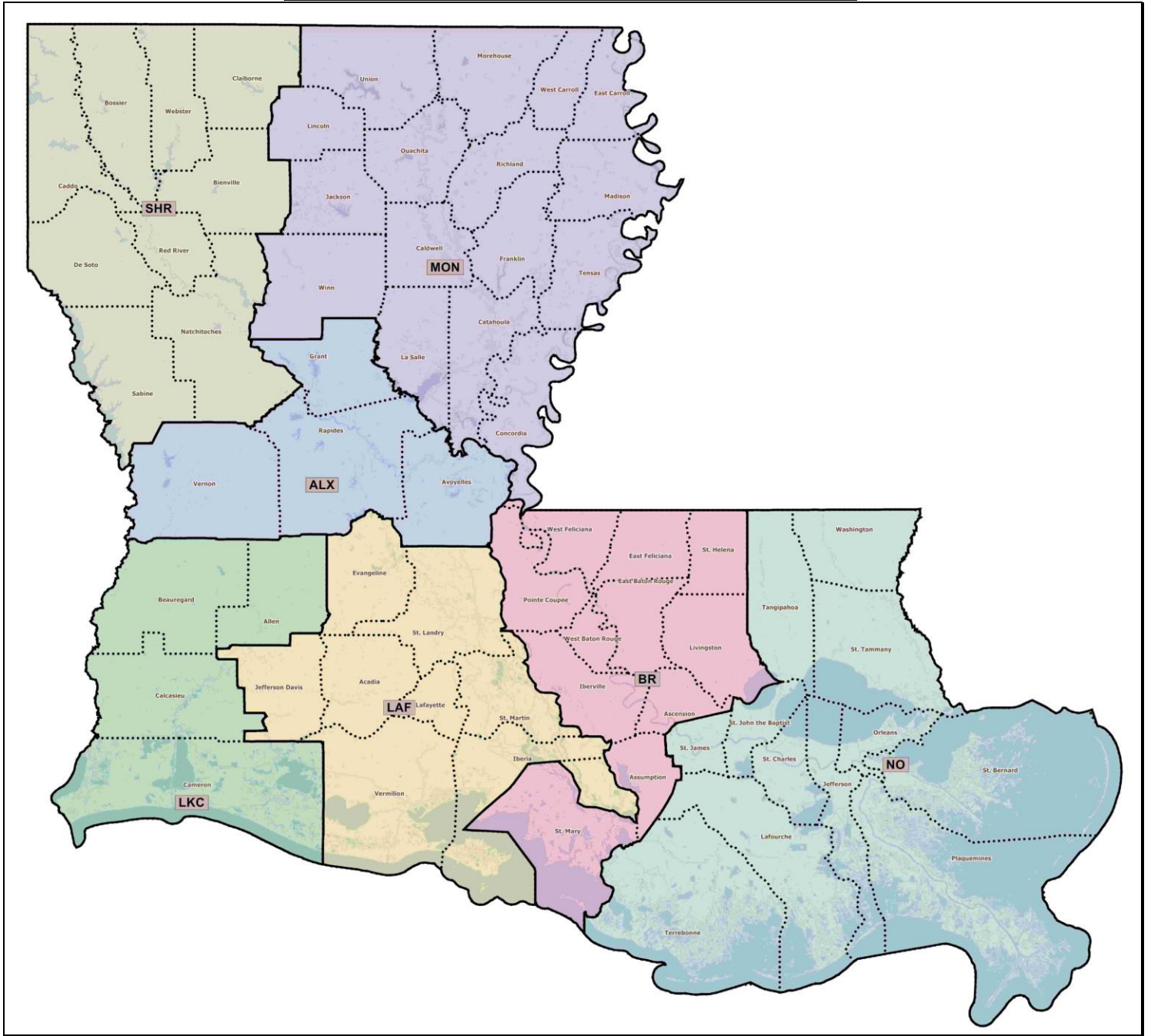
		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Edwards business climate	1 Good	18%	45%	43%	40%	40%	42%	29%	39%
	2 Bad	53%	26%	40%	40%	38%	30%	45%	35%
	3 Undecided	30%	29%	17%	20%	23%	28%	26%	26%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell Phone	Total
Edwards business climate	1 Good	38%	44%	39%
	2 Bad	39%	25%	35%
	3 Undecided	24%	31%	26%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Edwards business climate	1 Good	37%	42%	39%
	2 Bad	40%	31%	35%
	3 Undecided	23%	28%	26%
Total		100%	100%	100%

		Age				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 and over	
Edwards business climate	1 Good	39%	40%	38%	40%	39%
	2 Bad	29%	36%	41%	32%	35%
	3 Undecided	32%	24%	21%	29%	26%
Total		100%	100%	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)