



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 63% of the phone numbers were landlines and 37% of the phone numbers were cell phones. There were 550 completed responses to six poll questions.

The survey was conducted September 19-21. The margin of error, with a 95% confidence interval, was 4.2%. The demographic breakdown of the respondents was 67-29% white/black (4% “other”), while the party registration of respondents was 45-35% Democratic/Republican (20% Independents). The geographic breakdown of the respondents was as follows: 5% from Alexandria, 20% from Baton Rouge, 14% from Lafayette, 6% from Lake Charles, 8% from Monroe, 35% 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)

Edwards (Dem)	46%
Rispono (Rep)	21%
Abraham (Rep)	18%
Dantzler (Dem)	2%
Landrieu (Ind)	1%
Landry (Rep)	<1%
Undecided	12%

Question 2: (Only if “undecided” selected for previous question) Given that you are undecided, which candidate are you leaning towards supporting? (Party affiliations of candidates mentioned)

Edwards (Dem)	48%
Rispono (Rep)	22%
Abraham (Rep)	20%
Dantzler (Dem)	2%
Landrieu (Ind)	1%
Landry (Rep)	1%
Undecided	7%

Question 3: If the election for Insurance Commissioner were held today, which candidate would you support? (Note: both candidates are Republicans, so party affiliation was not mentioned)

Donelon (Rep)	22%
Temple (Rep)	20%
Undecided	58%

Question 4: Do you believe there should be cost controls for prescription drugs?

Yes	69%
No	9%
Undecided	22%

Question 5: Do you believe that radiologists, anesthesiologists, or pathologists should be able to charge you more for not being in your health insurance plan network?

Yes	7%
No	76%
Undecided	17%

Question 6: To ensure that our survey responses are most accurate, are you male or female?

Female	55%
Male	45%

SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for the Louisiana Association of Health Plans. There are three main takeaways from this poll: (1) in the past week, the basic contours of the race have shifted, (2) Governor Edwards' has added to his lead, while a late surge towards Rispone has enabled him to move past Congressman Ralph Abraham, and (3) the pool of undecideds is shrinking.

Governor Edwards has, with the benefit of white and black Democrats' "coming home", moved closer to the 50% mark needed to avoid a runoff, while fellow Democrat Omar Dantzler still polls at 2%. More specifically, in the last week, Governor Edwards' share of the black vote has risen from 69 to 78% (80% if undecided "leaners" are included). Similarly, his share of white Democrats has increased from 47 to 60% (62% if undecided "leaners" are included), and he's holding his own among both white Independents (33% last week and 34% in this poll whether or not "leaners" are included) and Republicans (17% last week, 16% in this poll/19% if "leaners" are included)

Also last week, Eddie Rispone surged from 16 to 21% (22% if "leaners" are included), while Congressman Ralph Abraham fell from 24 to 18% (20% if "leaners" are included). Where the numbers have shifted is among Republicans and white Independents. Last week, Abraham held a 41-30% lead over Rispone among Republicans. Those numbers have reversed, and now the Republican vote favors Rispone 38-34% over Abraham (39-36% if "leaners" are included). Similarly, white Independents favored Abraham 30-14% over Rispone last week; Rispone now leads among this demographic 26-15% (29-19% if "leaners" are included).

The nature of the governor's race has since 2015 been split by geography: in 2015, Governor Edwards performed strongly for a Democrat in the Baton Rouge, New Orleans, and Lake Charles media markets, garnering 59% of the vote there, while getting 51% in the rest of the state. Since 2015, his vote share in Baton Rouge/New Orleans/Lake Charles has only fallen from 59 to 55% ("leaners" are included), while outside those three areas, his 51% has plunged to 38%. **That 13 point plunge is why he is facing the legitimate possibility of a runoff.**

Can Governor Edwards win in the first primary? While the data didn't show this to be a possibility last week, it is in the realm of possibility now: if you combine Governor Edwards' 48% ("leaners" included) with undecided African-Americans (2% of the electorate), the sum total of those two items puts him precisely at 50% before taking into account any vote loss from Dantzler's candidacy. Meanwhile, the combined Republican vote, when combined with undecided Republicans, represents 43% of the electorate.

Who are the undecideds ? Last week, 35% of undecideds were African-American and 22% were Republican. Now that blacks and white Democrats “came home” last week, 22% of undecideds are African-American (29% if “leaners” are included) and 31% are Republican (21% if “leaners” are included).

The Insurance Commissioner’s race also seems to be a cliffhanger, as incumbent “Jim” Donelon has a narrow two point lead (22-20%) over Tim Temple, and an overwhelming 58% are undecided.

In conclusion, both the Governor’s and the Insurance Commissioner’s races will go down to the wire: for the Governor’s race, there are two questions: (1) whether there will be a runoff and, (2) in the event of a runoff, which Republican will be facing Governor Edwards. For the Insurance Commissioner’s race, an upset by Tim Temple is a possibility as well.

CROSSTABS

Question 1 – Ballot (Governor)

		Race Name			
		Black	Other	White	Total
Ballot (Governor)	1 Abraham	4%	12%	25%	18%
	2 Dantzler	3%	4%	1%	2%
	3 Edwards	78%	50%	32%	46%
	4 Landrieu	3%		0%	1%
	5 Landry			1%	0%
	6 Rispone	4%	19%	28%	21%
	7 Undecided	9%	15%	13%	12%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot (Governor)	1 Abraham	8%	14%	34%	18%
	2 Dantzler	2%	2%	1%	2%
	3 Edwards	73%	38%	16%	46%
	4 Landrieu	2%	1%		1%
	5 Landry		2%		0%
	6 Rispone	7%	21%	38%	21%
	7 Undecided	9%	22%	11%	12%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Ballot (Governor)	1 Abraham	20%	12%	16%	18%
	2 Dantzler	2%		1%	2%
	3 Edwards	46%	52%	39%	46%
	4 Landrieu	0%	2%	3%	1%
	5 Landry	0%	1%		0%
	6 Rispone	22%	19%	15%	21%
	7 Undecided	9%	13%	27%	12%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Ballot (Governor)	1 Abraham	50%	9%	19%	13%	30%	13%	26%	18%
	2 Dantzler	4%	1%	1%	3%	2%	1%	3%	2%
	3 Edwards	29%	49%	39%	47%	37%	55%	35%	46%
	4 Landrieu				3%		2%		1%
	5 Landry						1%		0%
	6 Rispone	11%	28%	23%	13%	22%	16%	27%	21%
	7 Undecided	7%	14%	17%	22%	9%	11%	8%	12%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	Total
Ballot (Governor)	1 Abraham	21%	13%	18%
	2 Dantzler	2%	0%	2%
	3 Edwards	48%	43%	46%
	4 Landrieu	1%	1%	1%
	5 Landry	0%	0%	0%
	6 Rispone	20%	22%	21%
	7 Undecided	8%	19%	12%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	Total
Ballot (Governor)	1 Abraham	19%	17%	18%
	2 Dantzler	2%	2%	2%
	3 Edwards	43%	49%	46%
	4 Landrieu	0%	1%	1%
	5 Landry	1%		0%
	6 Rispone	25%	18%	21%
	7 Undecided	10%	14%	12%
Total		100%	100%	100%

Question 2 – Ballot (Governor, leaners included)

		Race Name			Total
		Black	Other	White	
Ballot (Governor, leaners included)	1 Abraham	4%	12%	27%	20%
	2 Dantzler	3%	4%	2%	2%
	3 Edwards	80%	54%	34%	48%
	4 Landrieu	3%		0%	1%
	5 Landry			1%	1%
	6 Rispone	4%	19%	30%	22%
	7 Undecided	7%	12%	7%	7%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Governor, leaners included)	1 Abraham	8%	17%	36%	20%
	2 Dantzler	3%	2%	1%	2%
	3 Edwards	75%	39%	19%	48%
	4 Landrieu	2%	1%		1%
	5 Landry		2%	1%	1%
	6 Rispone	7%	23%	39%	22%
	7 Undecided	5%	17%	4%	7%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Governor, leaners included)	1 Abraham	21%	13%	17%	20%
	2 Dantzler	3%	1%	1%	2%
	3 Edwards	48%	52%	43%	48%
	4 Landrieu	0%	2%	3%	1%
	5 Landry	1%	1%		1%
	6 Rispone	23%	19%	15%	22%
	7 Undecided	3%	11%	21%	7%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Ballot (Governor, leaners included)	1 Abraham	50%	10%	23%	19%	33%	14%	26%	20%
	2 Dantzler	4%	2%	3%	3%	2%	2%	3%	2%
	3 Edwards	29%	51%	40%	53%	39%	57%	37%	48%
	4 Landrieu				3%		2%		1%
	5 Landry						1%	2%	1%
	6 Rispone	11%	31%	25%	13%	24%	16%	27%	22%
	7 Undecided	7%	6%	9%	9%	2%	8%	5%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Ballot (Governor, leaners included)	1 Abraham	23%	14%	20%
	2 Dantzler	3%	0%	2%
	3 Edwards	50%	45%	48%
	4 Landrieu	1%	1%	1%
	5 Landry	1%	0%	1%
	6 Rispone	21%	22%	22%
	7 Undecided	2%	15%	7%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	Total
Ballot (Governor, leaners included)	1 Abraham	21%	19%	20%
	2 Dantzler	2%	2%	2%
	3 Edwards	44%	51%	48%
	4 Landrieu	0%	1%	1%
	5 Landry	1%	0%	1%
	6 Rispone	25%	19%	22%
	7 Undecided	6%	8%	7%
Total		100%	100%	100%

Question 3 – Ballot (Insurance Commissioner)

		Race Name			Total
		Black	Other	White	
Ballot (Insurance Commissioner)	1 Donelon	15%	12%	25%	22%
	2 Temple	12%	19%	23%	20%
	3 Undecided	73%	69%	51%	58%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Insurance Commissioner)	1 Donelon	20%	14%	29%	22%
	2 Temple	15%	17%	27%	20%
	3 Undecided	65%	69%	44%	58%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Insurance Commissioner)	1 Donelon	25%	12%	15%	22%
	2 Temple	22%	17%	9%	20%
	3 Undecided	52%	71%	76%	58%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Ballot (Insurance Commissioner)	1 Donelon	36%	17%	29%	22%	30%	19%	18%	22%
	2 Temple	11%	32%	12%	19%	22%	19%	15%	20%
	3 Undecided	54%	51%	60%	59%	48%	62%	68%	58%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	
Ballot (Insurance Commissioner)	1 Donelon	25%	16%	22%
	2 Temple	21%	18%	20%
	3 Undecided	54%	66%	58%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (Insurance Commissioner)	1 Donelon	22%	22%	22%
	2 Temple	20%	20%	20%
	3 Undecided	58%	59%	58%
Total		100%	100%	100%

Question 4 – Cost controls for prescription drugs

		Race Name			Total
		Black	Other	White	
Cost Controls	1 Yes	68%	77%	68%	69%
	2 No	7%	4%	10%	9%
	3 Undecided	25%	19%	21%	22%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Cost Controls	1 Yes	67%	70%	70%	69%
	2 No	8%	6%	12%	9%
	3 Undecided	25%	23%	18%	22%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Cost Controls	1 Yes	65%	73%	83%	69%
	2 No	10%	7%	7%	9%
	3 Undecided	25%	19%	11%	22%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Cost Controls	1 Yes	61%	70%	69%	72%	63%	69%	71%	69%
	2 No	14%	10%	13%	9%	9%	7%	6%	9%
	3 Undecided	25%	20%	18%	19%	28%	24%	23%	22%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	
Cost Controls	1 Yes	61%	82%	69%
	2 No	9%	9%	9%
	3 Undecided	30%	9%	22%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Cost Controls	1 Yes	64%	73%	69%
	2 No	14%	5%	9%
	3 Undecided	23%	22%	22%
Total		100%	100%	100%

Question 5 – Balance Billing

		Race Name			Total
		Black	Other	White	
Balance Billing	1 Yes	4%	4%	8%	7%
	2 No	79%	85%	74%	76%
	3 Undecided	16%	12%	17%	17%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Balance Billing	1 Yes	4%	11%	8%	7%
	2 No	80%	71%	75%	76%
	3 Undecided	16%	18%	17%	17%
Total		100%	100%	100%	100%

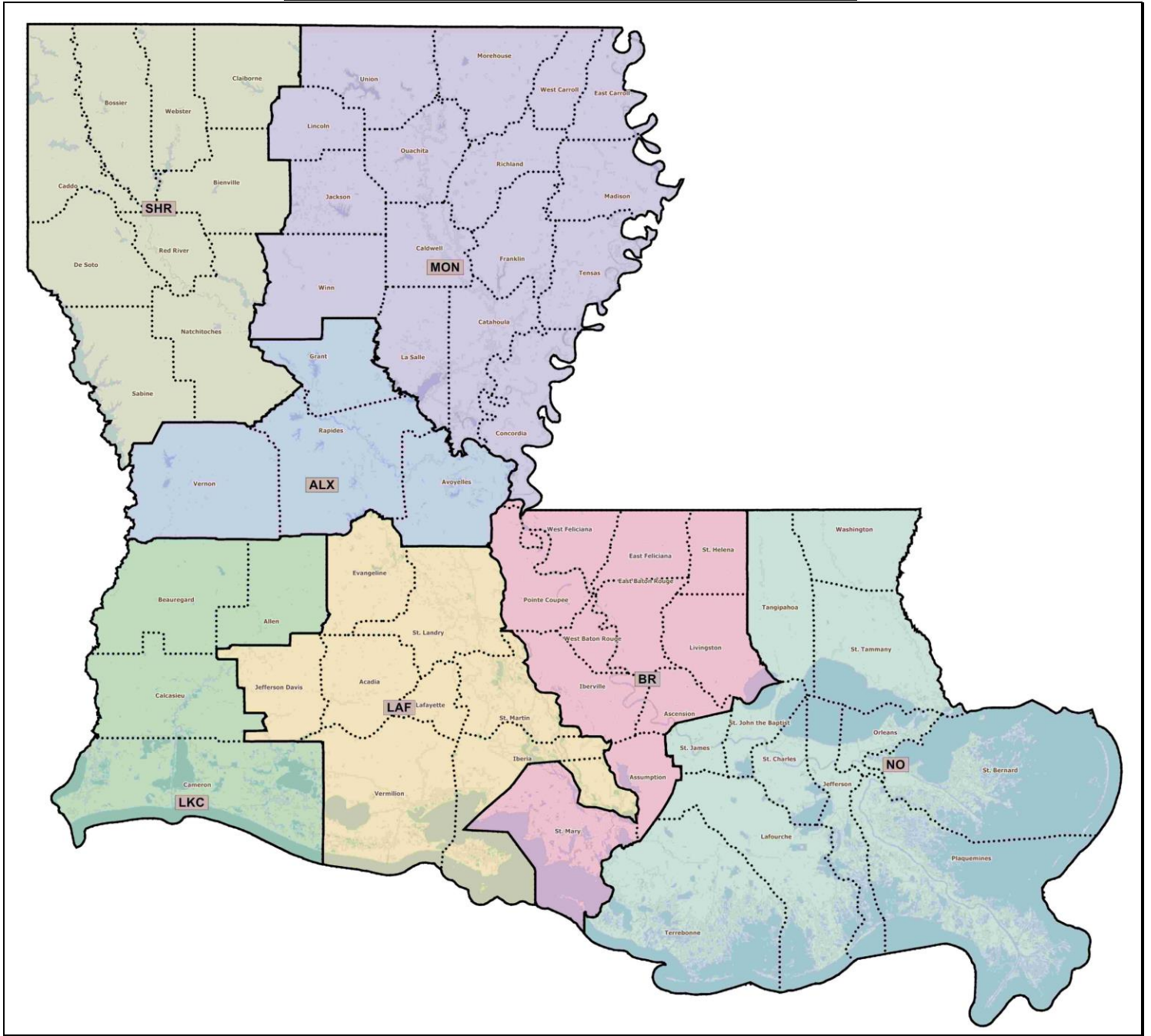
		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Balance Billing	1 Yes	6%	8%	8%	7%
	2 No	76%	75%	80%	76%
	3 Undecided	18%	17%	12%	17%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Balance Billing	1 Yes	4%	8%	12%			8%	5%	7%
	2 No	86%	76%	69%	84%	78%	76%	77%	76%
	3 Undecided	11%	16%	19%	16%	22%	16%	18%	17%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	
Balance Billing	1 Yes	6%	8%	7%
	2 No	75%	78%	76%
	3 Undecided	19%	14%	17%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Balance Billing	1 Yes	8%	6%	7%
	2 No	76%	76%	76%
	3 Undecided	15%	18%	17%
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)