



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 65% of the phone numbers were landlines and 35% of the phone numbers were cell phones. There were 600 completed responses to five poll questions.

The survey was conducted October 3-5. The margin of error, with a 95% confidence interval, was 4.0%. The demographic breakdown of the respondents was 68-29% white/black (3% “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, 21% from Baton Rouge, 14% from Lafayette, 5% from Lake Charles, 8% from Monroe, 36% 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 election for Governor were held today, which candidate would you support? (Party affiliations of candidates mentioned)

	CURRENT	PREVIOUS
Edwards (Dem)	45%	46%
Rispono (Rep)	20%	21%
Abraham (Rep)	19%	18%
Dantzler (Dem)	2%	2%
Landrieu (Ind)	1%	1%
Landry (Rep)	<1%	<1%
Undecided	14%	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)

	CURRENT	PREVIOUS
Edwards (Dem)	47%	48%
Rispono (Rep)	22%	22%
Abraham (Rep)	19%	20%
Dantzler (Dem)	2%	2%
Landrieu (Ind)	1%	1%
Landry (Rep)	1%	1%
Undecided	8%	7%

Question 3: Are you willing to pay more for health insurance or prescriptions at the pharmacy so that local and independent pharmacists can stay in business?

Yes	21%
No	47%
Undecided	32%

Question 4: Should your employer and your insurance health plan be allowed to reward you for using lower cost pharmacy locations, including mail order pharmacies?

Yes	51%
No	16%
Undecided	33%

Question 5: To ensure that our survey responses are most accurate, are you male or female?

	CURRENT	PREVIOUS
Female	55%	55%
Male	45%	45%

SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for the Louisiana Association of Health Plans. There are two main takeaways from this poll: (1) since the last poll (released on September 22), the basic contours of the Governor’s race have not changed, (2) the undecided percentage is largely unchanged.

There are three “legs” to Governor Edwards’ lead in the polls, although he remains short of the 50% needed to win outright on October 12: (1) His share of the black vote continues to solidify, going from 78 to 82% (86% if undecided “leaners” are included), (2) he has maintained his strength among white Democrats: 60% support in the last poll, now 59% (whether or not “leaners” are included), (3) he has gained support among white Independents (34% support in the last poll, now 38%/43% if “leaners” are included). His support among Republicans has dropped from 16% to 10% (11% with “leaners” included), which suggests that Republicans (like blacks) are returning to their partisan home.

On the Republican side, Eddie Rispone maintains a narrow lead over Congressman Ralph Abraham: his 38-34% showing among Republicans in the last poll is now 36-34% (38-35% if “leaners” are included). Similarly, his lead over Abraham among white Independents (26-15% in the last poll) is now 23-13% (29-14% with “leaners” included).

The nature of the governor’s race has, like in 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. This split is similar in this poll, although a softening of Governor Edwards’ showing in Baton Rouge/New Orleans/Lake Charles from 55% in the last poll to 51% has been offset by an increase in his support in the rest of the state from 38 to 42%.

Can Governor Edwards win in the first primary? Polling and election data paint a contradictory picture: if you combine Governor Edwards’ 47% (“leaners” included) with undecided African-Americans (1% of the electorate), the sum total of those two items equals 48% of the vote: what’s keeping him from 50% is black Democrat Omar Dantzler’s 2% showing. Meanwhile, the combined Republican vote (when supplemented with undecided Republicans) represents 45% of the electorate. Governor Edwards’ challenge is this: this poll uses a sample that is 29% black and 45% Democratic. With the conclusion of in person early voting, we know that the actual early vote of 374,190 (the second highest early vote EVER in Louisiana) was only 25% black/43% Democratic. If this demographic breakdown were to repeat itself on Election Day, **the poll results as they stand today would**

actually show Governor Edwards (with “leaners” included) only leading Rispone 43-23%, with 21% for Abraham, 2% for Dantzler, 2% for Landrieu and Landry combined, and 9% undecided. Furthermore, it’s worth keeping in mind that in the 2015 primary, the demographic composition of the Election Day vote was only marginally more Democratic than the early vote.

And finally, who are the undecideds ? In the last poll, 29% of undecideds (“leaners” included) are African-American and 21% are Republican. Now only 14% are African-American while 55% are Republican. In other words, Governor Edwards has come close to hitting his ceiling, given his existing patterns of support.

In conclusion, the Governor’s race will go down to the wire, with two questions: (1) whether there will be a runoff and, (2) in the event of a runoff, which Republican will face Governor Edwards.

CROSSTABS

Question 1 – Ballot (Governor)

		Race Name			
		Black	Other	White	Total
Ballot (Governor)	1 Abraham	2%	15%	26%	19%
	2 Dantzler	3%		1%	2%
	3 Edwards	82%	30%	29%	45%
	4 Landrieu	1%	5%	1%	1%
	5 Landry	1%		0%	0%
	6 Rispone	2%	20%	27%	20%
	7 Undecided	10%	30%	15%	14%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot (Governor)	1 Abraham	9%	12%	34%	19%
	2 Dantzler	3%	1%	1%	2%
	3 Edwards	73%	42%	10%	45%
	4 Landrieu		3%	0%	1%
	5 Landry	1%			0%
	6 Rispone	7%	19%	36%	20%
	7 Undecided	8%	24%	17%	14%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Ballot (Governor)	1 Abraham	23%	13%	6%	19%
	2 Dantzler	2%	2%	1%	2%
	3 Edwards	45%	48%	39%	45%
	4 Landrieu	1%	2%	1%	1%
	5 Landry	1%			0%
	6 Rispone	19%	23%	17%	20%
	7 Undecided	11%	13%	35%	14%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Ballot (Governor)	1 Abraham	40%	14%	22%	20%	35%	13%	17%	19%
	2 Dantzler	7%	2%				2%	4%	2%
	3 Edwards	33%	43%	44%	37%	43%	52%	36%	45%
	4 Landrieu	3%	1%		3%		1%		1%
	5 Landry		1%				0%		0%
	6 Rispone	17%	28%	18%	27%	6%	16%	26%	20%
	7 Undecided		12%	16%	13%	16%	16%	16%	14%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Ballot (Governor)	1 Abraham	21%	14%	19%
	2 Dantzler	2%	1%	2%
	3 Edwards	47%	40%	45%
	4 Landrieu	1%	1%	1%
	5 Landry	0%	0%	0%
	6 Rispone	21%	18%	20%
	7 Undecided	8%	26%	14%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	Total
Ballot (Governor)	1 Abraham	21%	17%	19%
	2 Dantzler	1%	2%	2%
	3 Edwards	39%	49%	45%
	4 Landrieu	1%	1%	1%
	5 Landry	1%		0%
	6 Rispone	21%	19%	20%
	7 Undecided	16%	13%	14%
Total		100%	100%	100%

Question 2 – Ballot (Governor, leaners included)

		Race Name			Total
		Black	Other	White	
Ballot (Governor, leaners included)	1 Abraham	2%	15%	27%	19%
	2 Dantzler	4%		1%	2%
	3 Edwards	86%	40%	31%	47%
	4 Landrieu	1%	5%	1%	1%
	5 Landry	1%		0%	1%
	6 Rispone	2%	20%	30%	22%
	7 Undecided	4%	20%	9%	8%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Governor, leaners included)	1 Abraham	9%	13%	35%	19%
	2 Dantzler	3%	1%	1%	2%
	3 Edwards	75%	47%	11%	47%
	4 Landrieu		4%	1%	1%
	5 Landry	1%			1%
	6 Rispone	8%	24%	38%	22%
	7 Undecided	3%	11%	13%	8%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Governor, leaners included)	1 Abraham	23%	14%	6%	19%
	2 Dantzler	2%	2%	1%	2%
	3 Edwards	47%	51%	44%	47%
	4 Landrieu	1%	2%	3%	1%
	5 Landry	1%		1%	1%
	6 Rispone	21%	24%	18%	22%
	7 Undecided	5%	7%	26%	8%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Ballot (Governor, leaners included)	1 Abraham	40%	15%	23%	20%	37%	13%	17%	19%
	2 Dantzler	7%	2%			4%	2%	4%	2%
	3 Edwards	33%	46%	46%	40%	43%	55%	39%	47%
	4 Landrieu	3%	1%		7%		2%		1%
	5 Landry		2%				0%		1%
	6 Rispone	17%	31%	21%	27%	8%	16%	30%	22%
	7 Undecided		3%	10%	7%	8%	12%	9%	8%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Ballot (Governor, leaners included)	1 Abraham	22%	15%	19%
	2 Dantzler	3%	1%	2%
	3 Edwards	49%	44%	47%
	4 Landrieu	1%	2%	1%
	5 Landry	0%	1%	1%
	6 Rispone	23%	19%	22%
	7 Undecided	3%	18%	8%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	Total
Ballot (Governor, leaners included)	1 Abraham	21%	17%	19%
	2 Dantzler	1%	3%	2%
	3 Edwards	42%	52%	47%
	4 Landrieu	2%	1%	1%
	5 Landry	1%		1%
	6 Rispone	22%	21%	22%
	7 Undecided	10%	6%	8%
Total		100%	100%	100%

Question 3 – Increased Premiums/Prescription Costs

		Race Name			
		Black	Other	White	Total
Increased Premiums	1 Yes	16%	20%	24%	21%
	2 No	49%	35%	46%	47%
	3 Undecided	36%	45%	30%	32%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Increased Premiums	1 Yes	17%	25%	25%	21%
	2 No	47%	43%	48%	47%
	3 Undecided	36%	31%	27%	32%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Increased Premiums	1 Yes	19%	22%	30%	21%
	2 No	46%	49%	47%	47%
	3 Undecided	35%	29%	23%	32%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Increased Premiums	1 Yes	20%	26%	23%	17%	18%	22%	14%	21%
	2 No	63%	34%	49%	47%	51%	49%	51%	47%
	3 Undecided	17%	40%	28%	37%	31%	30%	35%	32%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Increased Premiums	1 Yes	17%	29%	21%
	2 No	46%	47%	47%
	3 Undecided	37%	24%	32%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Increased Premiums	1 Yes	22%	21%	21%
	2 No	50%	44%	47%
	3 Undecided	28%	35%	32%
Total		100%	100%	100%

Question 4 – Lower Cost Pharmacy Locations

		Race Name			Total
		Black	Other	White	
Lower Cost Pharmacy	1 Yes	48%	70%	51%	51%
	2 No	15%	20%	16%	16%
	3 Undecided	37%	10%	33%	33%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Lower Cost Pharmacy	1 Yes	51%	56%	48%	51%
	2 No	15%	16%	17%	16%
	3 Undecided	33%	28%	35%	33%
Total		100%	100%	100%	100%

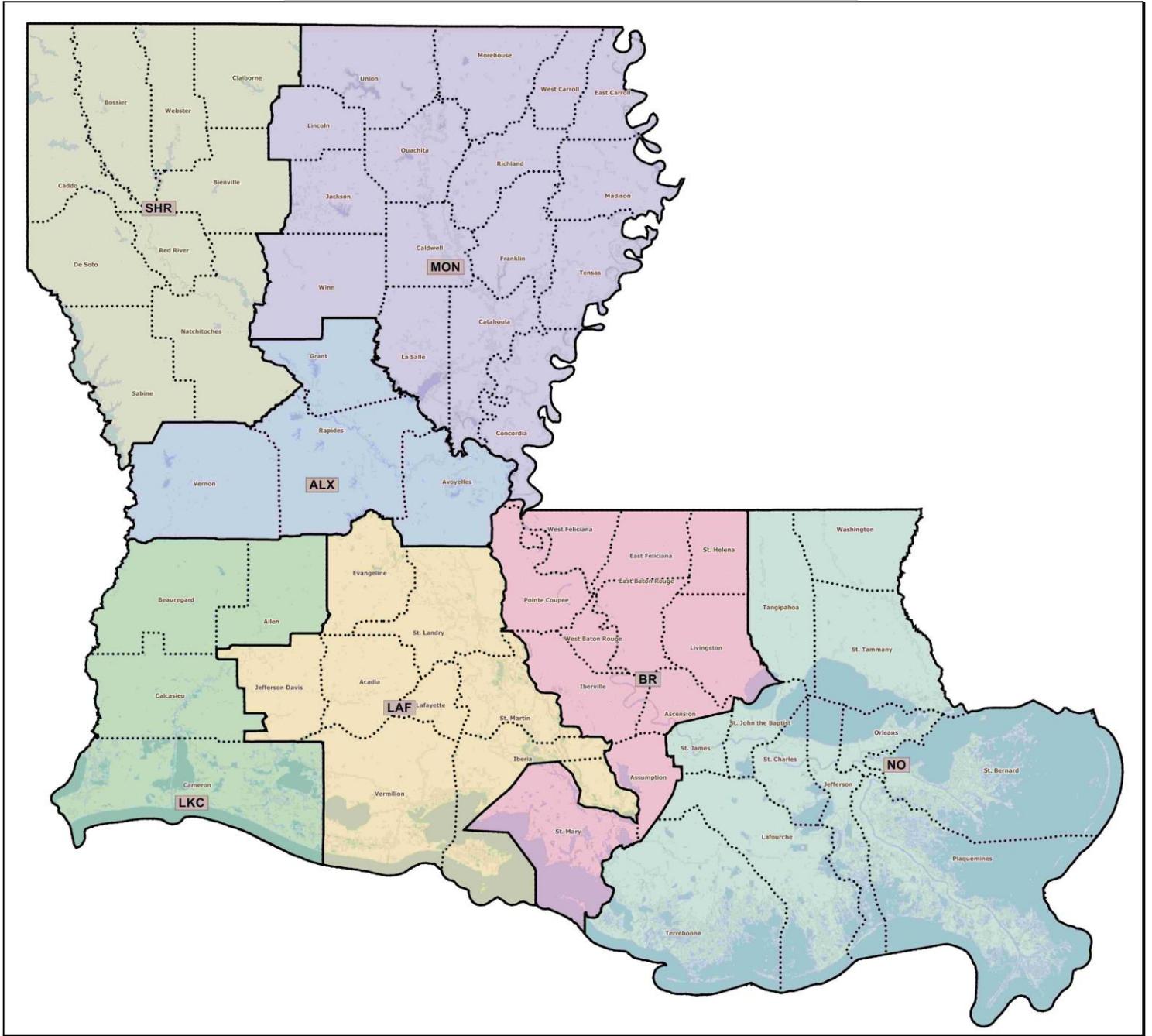
		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Lower Cost Pharmacy	1 Yes	49%	55%	58%	51%
	2 No	16%	17%	14%	16%
	3 Undecided	36%	28%	27%	33%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Lower Cost Pharmacy	1 Yes	43%	53%	52%	47%	37%	55%	51%	51%
	2 No	33%	15%	11%	10%	18%	14%	22%	16%
	3 Undecided	23%	31%	37%	43%	45%	31%	28%	33%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Lower Cost Pharmacy	1 Yes	47%	60%	51%
	2 No	17%	14%	16%
	3 Undecided	37%	27%	33%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Lower Cost Pharmacy	1 Yes	57%	46%	51%
	2 No	14%	17%	16%
	3 Undecided	29%	36%	33%
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)