



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 70% of the phone numbers were landlines and 30% of the phone numbers were cell phones. There were 600 completed responses to 5 poll questions.

The survey was conducted November 12-13. The margin of error, with a 95% confidence interval, was 4.0%. The demographic breakdown of the respondents was 66-29.5% 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, 21% 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 support or oppose the impeachment inquiry that Democrats have begun against President Trump ?

	CURRENT	PREVIOUS
Support	37%	36%
Oppose	54%	54%
No Opinion	9%	10%

Question 2: If the runoff election for Governor were held today, which candidate would you support? (Party affiliations of candidates mentioned)

	CURRENT	PREVIOUS
Rispono (Rep)	45.5%	46%
Edwards (Dem)	45%	48%
Undecided	9%	6%

Question 3: (Only if “undecided” selected for previous question) Given that you are undecided in the governor’s race, which candidate are you leaning towards supporting? (Party affiliations of candidates mentioned)

	CURRENT	PREVIOUS
Edwards (Dem)	46.5%	50%
Rispono (Rep)	46%	47%
Undecided	7%	4%

Question 4: And in the race for governor, did you vote for one of the four candidates who did not make the runoff?

	CURRENT	PREVIOUS
Yes	20%	23%
No	65%	66%
Do not recall/refuse to answer	9%	8%
Didn't vote in primary	6%	4%

Question 5: And for demographic purposes, are you male or female?

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

SUMMARY

JMC Analytics and Polling independently conducted this poll. On the eve of the runoff election, there are two takeaways: (1) the race has tightened, and (2) the outcome of this race will be determined by turnout intensity.

The basic contours of the race have remained constant throughout the runoff: black voters are solidly in Governor Edwards' corner (87-7% lead over Risponne if undecided "leaners" are included, compared to 88-8% in the last poll). White Democrats favor Edwards 59-37% (60-37% in the last poll). Risponne leads and has gained some strength (but does not dominate) among white Independents: 59-34% (56-38% in the last poll). Among Republicans, Risponne's support remains solid: 79-11% (79-17% in the last poll). Furthermore, there is (with "leaners" included) an 18 point gender gap (down from 21 points in the last poll): women favor Governor Edwards 50-42%, while men favor Risponne 52-42%.

Given that the undecided percentage is 9% (somewhat higher than 6% in the last poll), this has been an election where turnout matters a lot more than persuasion, particularly now that early voting (which in the runoff was more favorable to the Democrats) has concluded. Assuming that overall turnout by demographic group is identical to what it was in the primary, Risponne needs 87% of the vote that supported one of the "also rans" in the primary. Risponne's getting 62% of that vote is keeping him from attaining 50% of the vote.

On the impeachment inquiry, Louisiana voters remain strongly against it 54-37%, which is similar to the 54-36% opposition in the last poll.

In conclusion, the Governor's race will go down to the wire, and the ultimate result is now dependent on partisan and/or racial turnout on Election Day.

CROSSTABS

Question 1 – Support/oppose impeachment inquiry

		Race Name			
		Black	Other	White	Total
Trump Impeachment	1 Support	68%	32%	23%	37%
	2 Oppose	12%	60%	73%	54%
	3 No Opinion	20%	8%	4%	9%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Trump Impeachment	1 Support	63%	29%	8%	37%
	2 Oppose	24%	60%	89%	54%
	3 No Opinion	13%	11%	3%	9%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Trump Impeachment	1 Support	38%	31%	36%	37%
	2 Oppose	54%	57%	54%	54%
	3 No Opinion	8%	12%	10%	9%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Trump Impeachment	1 Support	21%	45%	21%	29%	26%	46%	31%	37%
	2 Oppose	62%	49%	69%	65%	60%	48%	54%	54%
	3 No Opinion	17%	6%	10%	6%	14%	7%	15%	9%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Trump Impeachment	1 Support	38%	33%	37%
	2 Oppose	51%	62%	54%
	3 No Opinion	11%	6%	9%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Trump Impeachment	1 Support	34%	39%	37%
	2 Oppose	59%	50%	54%
	3 No Opinion	7%	11%	9%
Total		100%	100%	100%

Question 2 – Ballot (Governor)

		Race Name			Total
		Black	Other	White	
Ballot (Governor)	1 Edwards	86%	40%	27%	45%
	2 Rispone	6%	52%	63%	46%
	3 Undecided	7%	8%	10%	9%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Governor)	1 Edwards	76%	39%	10%	45%
	2 Rispone	18%	50%	78%	46%
	3 Undecided	6%	11%	12%	9%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Governor)	1 Edwards	48%	36%	40%	45%
	2 Rispone	44%	54%	44%	46%
	3 Undecided	8%	10%	16%	9%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Ballot (Governor)	1 Edwards	45%	54%	27%	29%	38%	51%	44%	45%
	2 Rispone	52%	35%	60%	58%	54%	41%	47%	46%
	3 Undecided	3%	10%	12%	13%	8%	8%	8%	9%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	
Ballot (Governor)	1 Edwards	49%	36%	45%
	2 Rispone	44%	50%	46%
	3 Undecided	7%	15%	9%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (Governor)	1 Edwards	41%	48%	45%
	2 Rispone	51%	41%	46%
	3 Undecided	8%	10%	9%
Total		100%	100%	100%

		Vote for other candidate				Total
		1 Yes	2 No	3 Do not recall/refuse	4 Didn't vote in primary	
Ballot (Governor)	1 Edwards	29%	51%	47%	35%	45%
	2 Rispone	61%	44%	25%	38%	46%
	3 Undecided	10%	5%	27%	26%	9%
Total		100%	100%	100%	100%	100%

Question 3 – Ballot (Governor, leaners included)

		Race Name			Total
		Black	Other	White	
Ballot (Governor with leaners)	1 Edwards	87%	40%	29%	47%
	2 Rispone	7%	52%	64%	46%
	3 Undecided	6%	8%	8%	7%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Governor with leaners)	1 Edwards	77%	41%	11%	47%
	2 Rispone	18%	52%	79%	46%
	3 Undecided	5%	7%	10%	7%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Governor with leaners)	1 Edwards	49%	37%	43%	47%
	2 Rispone	45%	54%	45%	46%
	3 Undecided	6%	9%	13%	7%
Total		100%	100%	100%	100%

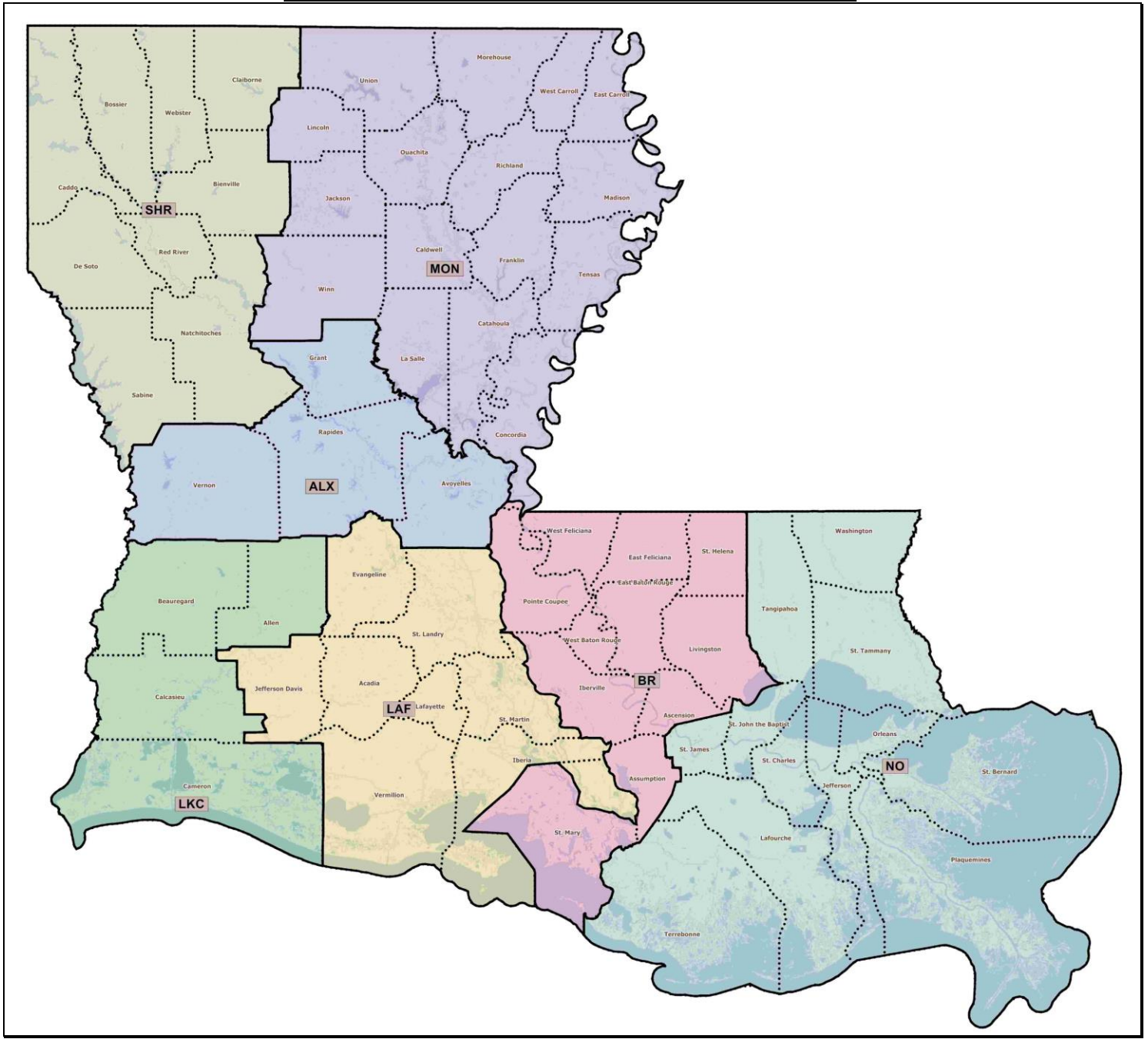
		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Ballot (Governor with leaners)	1 Edwards	45%	54%	30%	32%	40%	52%	46%	47%
	2 Rispone	52%	36%	63%	58%	54%	41%	49%	46%
	3 Undecided	3%	10%	7%	10%	6%	7%	6%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	
Ballot (Governor with leaners)	1 Edwards	51%	37%	47%
	2 Rispone	45%	50%	46%
	3 Undecided	5%	13%	7%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot (Governor with leaners)	1 Edwards	42%	50%	47%
	2 Rispone	52%	42%	46%
	3 Undecided	6%	8%	7%
Total		100%	100%	100%

		Vote for other candidate				Total
		1 Yes	2 No	3 Do not recall/refuse	4 Didn't vote in primary	
Ballot (Governor with leaners)	1 Edwards	29%	52%	49%	41%	47%
	2 Rispone	62%	45%	27%	38%	46%
	3 Undecided	9%	3%	24%	21%	7%
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)