



## Statewide Poll Results

### POLLING METHODOLOGY

- Likely voters in Louisiana, conducted December 17-19, 2023 (3.8% MOE with 95% confidence interval)
- Sample size: 650 (70% cell phones (texted), 30% landlines/cells (live dialed) - “hybrid” poll)
- Race/party: 66% white, 28% black, 5% “Other”/39% Democratic, 38% Republican, 23% Independents
- Gender: 52% female, 48% male
- Geography (Nielsen media market): Alexandria 5%, Baton Rouge 21%, Lafayette 14%, Lake Charles 5%, Monroe 8%, New Orleans 36%, Shreveport 11% (*Explanation is graphically depicted in Exhibit A*).

### POLL RESULTS

Question 1: What issue facing Louisiana is most important to you?

<b>Cost of homeowners/car insurance</b>	<b>26%</b>
<b>Education and healthcare</b>	<b>16%</b>
<b>Crime</b>	<b>14%</b>
<b>Taxes and spending</b>	<b>11% (TIE)</b>
<b>Inflation</b>	<b>11% (TIE)</b>
<b>Social issues like abortion</b>	<b>8%</b>
<b>Maintaining roads and bridges</b>	<b>5%</b>
<b>Preserving 2nd Amendment rights</b>	<b>4%</b>
<b>Left Blank</b>	<b>5%</b>

Question 2: Louisiana currently runs its primaries under an open primary system, where candidates (regardless of party) run on the same primary and general election ballot, and where all eligible voters can participate. Do you favor or oppose this current method of electing public officials?

<b>Strongly Favor</b>	<b>27%</b>
<b>Favor</b>	<b>38%</b>
<b>Oppose</b>	<b>9%</b>
<b>Strongly Oppose</b>	<b>11%</b>
<b>Undecided</b>	<b>15%</b>

Question 3: There have been proposals to change Louisiana from an open primary to a closed primary system, which would have separate party primaries and runoffs that would be open only to registered members of that political party. Do you favor or oppose this proposed method of electing public officials?

<b>Strongly Favor</b>	<b>14%</b>
<b>Favor</b>	<b>12%</b>
<b>Oppose</b>	<b>25%</b>
<b>Strongly Oppose</b>	<b>31%</b>
<b>Undecided</b>	<b>18%</b>

Question 4: Do you agree or disagree that anyone elected to public office in Louisiana should be elected with at least 50% of the vote?

<b>Strongly Agree</b>	<b>51%</b>
<b>Agree</b>	<b>33%</b>
<b>Disagree</b>	<b>5%</b>
<b>Strongly Disagree</b>	<b>2%</b>
<b>No Opinion</b>	<b>9%</b>

Question 5: If you knew that a closed primary system would cost taxpayers at least \$5.6 million more dollars each election cycle, would that make you more or less likely to support changing to a closed primary system?

<b>More Likely</b>	<b>10%</b>
<b>Less Likely</b>	<b>60%</b>
<b>No Difference</b>	<b>30%</b>

Question 6: If you knew that a closed primary system would cost taxpayers at least \$28 million more dollars over the next decade, would that make you more or less likely to support changing to a closed primary system?

<b>More Likely</b>	<b>8%</b>
<b>Less Likely</b>	<b>60%</b>
<b>No Difference</b>	<b>32%</b>

*Note: The last time closed primaries were considered, the Secretary of State estimate of the additional costs was \$28 million dollars. The estimate since then has increased to unofficially \$80-90 million.*

Question 7: If you could choose how you would spend that \$28 million additional dollars over the next decade, how would you spend it?

<b>Infrastructure (roads/bridges)</b>	<b>47%</b>
<b>As a rebate to taxpayers</b>	<b>19%</b>
<b>Hiring more police officers</b>	<b>17%</b>
<b>Improvements to the levee system</b>	<b>5%</b>
<b>Conducting more elections</b>	<b>3%</b>
<b>Unsure/Don't Know/Left Blank</b>	<b>9%</b>

Question 8: If you knew that a closed primary system would only be open to voters who are registered members of that political party, would that make you more or less likely to support a closed primary system?

<b>More Likely</b>	<b>21%</b>
<b>Less Likely</b>	<b>50%</b>
<b>No Difference</b>	<b>29%</b>

Question 9: If you knew that a closed primary system would only be open to voters who are registered members of that political party, thus preventing 820 thousand voters from participating, would that make you more or less likely to support a closed primary system?

<b>More Likely</b>	<b>16%</b>
<b>Less Likely</b>	<b>58%</b>
<b>No Difference</b>	<b>26%</b>

Question 10: Would you be more or less likely to support a closed primary system if you knew that most voters would have to vote up to three times each election cycle?

<b>More Likely</b>	<b>13%</b>
<b>Less Likely</b>	<b>53%</b>
<b>No Difference</b>	<b>34%</b>

Question 11: Would you be more or less likely to support an elected official who supports changing from the current open primary system to a closed primary system?

<b>More Likely</b>	<b>20%</b>
<b>Less Likely</b>	<b>54%</b>
<b>No Difference</b>	<b>26%</b>

Question 12: And to ensure that the survey is accurate, are you male or female?

<b>Female</b>	<b>52%</b>
<b>Male</b>	<b>48%</b>

## **SUMMARY**

JMC Analytics and Polling was commissioned to conduct this poll for a private subscriber. There are three main takeaways from this poll: (1) Louisiana's open primary system is overwhelmingly favored, (2) there is minimal appetite for changing to a closed primary, and (3) an absolute majority of voters would be less likely to favor an elected official who wants to change from the current open primary system.

Louisiana's open primary system has been around since the 1970s, and it is strongly supported by a comfortable 65% majority of voters. Support percentages are similar across the demographic spectrum – **even Republican respondents favor this system 65-19%**.

When asked about whether there is any desire to change to a closed primary system, the numbers are almost exactly the opposite of those who favor the current open primary system – voters by a solid 56-26% margin **oppose** changing to a closed primary system. Opposition percentages are similar across the demographic spectrum – **even Republican respondents oppose changing to this system 48-33%**.

Support for the current open primary system is strong enough that any attempt to change to a closed primary would be met with disapproval from an absolute majority of voters: respondents by a 54-20% margin would be less likely to support an elected official who wants to change to a closed primary system, with similar negative percentages across the demographic spectrum.

In summary, Louisiana's open primary system is overwhelmingly popular, with minimal appetite for change.

## CROSSTABS

### Question 1 – Most Important Issue

		Race Name			
		Black	Other	White	Total
Important Issue	01-Taxes/spending	10%	14%	12%	11%
	02-Homeowners/car ins cost	25%	14%	27%	26%
	03-Inflation	10%	9%	12%	11%
	04-Crime	15%	11%	15%	14%
	05-Education/Healthcare	18%	31%	13%	16%
	06-2A rights	2%		5%	4%
	07-Social issues	8%	11%	7%	8%
	08-Maintain roads/bridges	3%	9%	6%	5%
	09-Left Blank	9%		3%	5%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

		Party			
		DEM	OTHER	REP	Total
Important Issue	01-Taxes/spending	9%	7%	17%	11%
	02-Homeowners/car ins cost	23%	28%	27%	26%
	03-Inflation	9%	9%	15%	11%
	04-Crime	11%	14%	18%	14%
	05-Education/Healthcare	23%	20%	6%	16%
	06-2A rights	2%	2%	7%	4%
	07-Social issues	11%	9%	3%	8%
	08-Maintain roads/bridges	5%	5%	6%	5%
	09-Left Blank	6%	6%	3%	5%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Important Issue	01-Taxes/spending	10%	9%	19%	19%	14%	9%	7%	11%
	02-Homeowners/car ins cost	19%	25%	27%	13%	24%	31%	17%	26%
	03-Inflation	16%	10%	11%	22%	16%	9%	13%	11%
	04-Crime	16%	14%	10%	13%	16%	14%	23%	14%
	05-Education/Healthcare	10%	17%	12%	13%	14%	20%	10%	16%
	06-2A rights	6%	4%	4%	6%	6%	3%	3%	4%
	07-Social issues	3%	9%	7%	6%	2%	8%	11%	8%
	08-Maintain roads/bridges	10%	7%	7%	6%	4%	2%	8%	5%
	09-Left Blank	10%	6%	3%	3%	6%	3%	8%	5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

		Gender		Total
		01-Male	02-Female	Total
Important Issue	01-Taxes/spending	16%	7%	11%
	02-Homeowners/car ins cost	26%	25%	26%
	03-Inflation	9%	13%	11%
	04-Crime	15%	14%	14%
	05-Education/Healthcare	13%	18%	16%
	06-2A rights	7%	1%	4%
	07-Social issues	5%	10%	8%
	08-Maintain roads/bridges	7%	4%	5%
	09-Left Blank	3%	7%	5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	

***Question 2 – Support/oppose open primary system***

		Race Name			Total
		Black	Other	White	Total
Support/Oppose Open Primary	01-Strongly Favor	26%	31%	27%	27%
	02-Favor	38%	34%	38%	38%
	03-Oppose	11%	6%	9%	9%
	04-Strongly Oppose	9%	14%	12%	11%
	05-Undecided	17%	14%	14%	15%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	

		Party			Total
		DEM	OTHER	REP	
Support/Opnose Open Primary	01-Strongly Favor	22%	37%	25%	27%
	02-Favor	41%	28%	40%	38%
	03-Oppose	10%	9%	8%	9%
	04-Strongly Oppose	12%	11%	11%	11%
	05-Uncecided	16%	15%	15%	15%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Support/Opnose Open Primary	01-Strongly Favor	32%	28%	24%	38%	22%	24%	34%	27%
	02-Favor	42%	35%	35%	41%	41%	38%	38%	38%
	03-Oppose	3%	8%	7%	6%	8%	12%	8%	9%
	04-Strongly Oppose	16%	11%	18%	9%	10%	9%	10%	11%
	05-Uncecided	6%	18%	15%	6%	20%	17%	10%	15%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		01-Male	02-Female	
Support/Opnose Open Primary	01-Strongly Favor	29%	25%	27%
	02-Favor	33%	42%	38%
	03-Oppose	10%	9%	9%
	04-Strongly Oppose	15%	8%	11%
	05-Uncecided	13%	17%	15%
Total		100%	100%	100%

*Question 3 – Support/opnose changing to closed primary system*

		Race Name			Total
		Black	Other	White	
Change To Closed Primary	01-Strongly Favor	14%	20%	14%	14%
	02-Favor	10%	6%	14%	12%
	03-Oppose	27%	23%	24%	25%
	04-Strongly Oppose	34%	31%	29%	31%
	05-Uncecided	15%	20%	19%	18%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Change To Closed Primary	01-Strongly Favor	15%	8%	17%	14%
	02-Favor	11%	10%	16%	12%
	03-Oppose	24%	25%	25%	25%
	04-Strongly Oppose	31%	44%	23%	31%
	05-Uncecided	19%	13%	19%	18%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Change To Closed Primary	01-Strongly Favor	19%	10%	22%	16%	14%	12%	15%	14%
	02-Favor	3%	16%	11%	16%	12%	14%	7%	12%
	03-Oppose	23%	24%	30%	16%	24%	25%	25%	25%
	04-Strongly Oppose	32%	31%	24%	41%	24%	30%	42%	31%
	05-Uncecided	23%	18%	13%	13%	27%	20%	10%	18%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Change To Closed Primary	01-Strongly Favor	20%	9%	14%
	02-Favor	12%	13%	12%
	03-Oppose	23%	26%	25%
	04-Strongly Oppose	30%	32%	31%
	05-Uncecided	16%	20%	18%
Total		100%	100%	100%

*Question 4 – Support/oppose being elected with at least 50% of the vote*

		Race Name			Total
		Black	Other	White	
Win with 50%	01-Strongly Agree	42%	46%	55%	51%
	02-Agree	34%	49%	32%	33%
	03-Disagree	6%	3%	5%	5%
	04-Strongly Disagree	4%		1%	2%
	05-No Opinion	14%	3%	7%	9%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Win with 50%	01-Strongly Agree	43%	59%	54%	51%
	02-Agree	35%	30%	32%	33%
	03-Disagree	6%	2%	6%	5%
	04-Strongly Disagree	4%		1%	2%
	05-No Opinion	12%	8%	6%	9%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Win with 50%	01-Strongly Agree	65%	46%	54%	56%	49%	50%	52%	51%
	02-Agree	26%	38%	32%	34%	27%	34%	30%	33%
	03-Disagree	3%	5%	3%		16%	4%	6%	5%
	04-Strongly Disagree		1%	2%	3%		2%	4%	2%
	05-No Opinion	6%	10%	9%	6%	8%	10%	8%	9%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		01-Male	02-Female	
Win with 50%	01-Strongly Agree	59%	44%	51%
	02-Agree	29%	37%	33%
	03-Disagree	5%	5%	5%
	04-Strongly Disagree	2%	2%	2%
	05-No Opinion	6%	12%	9%
Total		100%	100%	100%

*Question 5 – \$5.6 million cost/election cycle for closed primary*

		Race Name			Total
		Black	Other	White	
\$5.6M cost	01-More Likely	12%		10%	10%
	02-Less Likely	60%	57%	61%	60%
	03-No Difference	28%	43%	29%	30%
Total		100%	100%	100%	100%



		Party			
		DEM	OTHER	REP	Total
\$5.6M cost	01-More Likely	10%	5%	12%	10%
	02-Less Likely	57%	64%	63%	60%
	03-No Difference	33%	31%	26%	30%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
\$5.6M cost	01-More Likely	29%	9%	10%	16%	14%	7%	7%	10%
	02-Less Likely	55%	63%	61%	63%	61%	57%	69%	60%
	03-No Difference	16%	29%	30%	22%	25%	36%	24%	30%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
\$5.6M cost	01-More Likely	11%	8%	10%
	02-Less Likely	56%	65%	60%
	03-No Difference	33%	27%	30%
Total		100%	100%	100%

*Question 6 – \$28 million cost/decade for closed primary*

		Race Name			
		Black	Other	White	Total
\$28M cost	01-More Likely	13%	6%	7%	8%
	02-Less Likely	60%	54%	61%	60%
	03-No Difference	28%	40%	32%	32%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
\$28M cost	01-More Likely	11%	3%	9%	8%
	02-Less Likely	55%	66%	62%	60%
	03-No Difference	35%	31%	29%	32%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
\$28M cost	01-More Likely	23%	8%	5%	9%	12%	8%	7%	8%
	02-Less Likely	61%	64%	56%	56%	57%	58%	68%	60%
	03-No Difference	16%	28%	38%	34%	31%	34%	25%	32%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
\$28M cost	01-More Likely	10%	7%	8%
	02-Less Likely	56%	64%	60%
	03-No Difference	35%	29%	32%
Total		100%	100%	100%

*Question 7 – How to spend \$28 million*

		Race Name			Total
		Black	Other	White	
Spend \$28M	01-Hire more police	14%	23%	18%	17%
	02-Roads/bridges	39%	40%	51%	47%
	03-Improve levee system	7%	9%	3%	5%
	04-Taxpayer rebate	24%	14%	17%	19%
	05-Conduct more elections	3%	6%	3%	3%
	06-Unsure/Don't know	14%	9%	7%	9%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Spend \$28M	01-Hire more police	14%	14%	23%	17%
	02-Roads/bridges	46%	54%	44%	47%
	03-Improve levee system	6%	3%	4%	5%
	04-Taxpayer rebate	19%	20%	19%	19%
	05-Conduct more elections	4%	3%	2%	3%
	06-Unsure/Don't know	12%	6%	8%	9%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Spend	01-Hire more police	29%	16%	9%	9%	6%	21%	24%	17%
\$28M	02-Roads/bridges	52%	50%	54%	56%	45%	39%	52%	47%
	03-Improve levee system		3%	4%			9%	3%	5%
	04-Taxpayer rebate	13%	17%	19%	22%	31%	21%	11%	19%
	05-Conduct more elections		4%	4%		6%	3%	3%	3%
	06-Unsure/Don't know	6%	10%	10%	13%	12%	8%	7%	9%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

		Gender		
		01-Male	02-Female	Total
Spend \$28M	01-Hire more police	17%	17%	17%
	02-Roads/bridges	48%	45%	47%
	03-Improve levee system	4%	5%	5%
	04-Taxpayer rebate	22%	17%	19%
	05-Conduct more elections	3%	3%	3%
	06-Unsure/Don't know	5%	13%	9%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>

*Question 8 – Closed primary only open to party's registered voters*

		Race Name			Total
		Black	Other	White	Total
Open to party's voters	01-More Likely	17%	20%	23%	21%
	02-Less Likely	56%	46%	48%	50%
	03-No Difference	27%	34%	29%	29%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

		Party			Total
		DEM	OTHER	REP	Total
Open to party's voters	01-More Likely	18%	11%	30%	21%
	02-Less Likely	54%	58%	41%	50%
	03-No Difference	28%	31%	29%	29%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Open to party's voters	01-More Likely	23%	21%	27%	19%	24%	19%	20%	21%
	02-Less Likely	52%	49%	47%	56%	47%	49%	55%	50%
	03-No Difference	26%	30%	27%	25%	29%	31%	25%	29%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		01-Male	02-Female	Total
Open to party's voters	01-More Likely	26%	17%	21%
	02-Less Likely	44%	56%	50%
	03-No Difference	31%	28%	29%
Total		100%	100%	100%

*Question 9 – Closed primary only open to party's registered voters (disenfranchising 820K voters)*

		Race Name			Total
		Black	Other	White	Total
Open to party's voters 820K	01-More Likely	11%	14%	18%	16%
	02-Less Likely	65%	57%	54%	58%
	03-No Difference	24%	29%	27%	26%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	Total
Open to party's voters 820K	01-More Likely	10%	8%	27%	16%
	02-Less Likely	63%	67%	46%	58%
	03-No Difference	27%	25%	27%	26%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Open to party's voters 820K	01-More Likely	23%	14%	21%	22%	18%	14%	14%	16%
	02-Less Likely	52%	57%	54%	59%	55%	58%	65%	58%
	03-No Difference	26%	29%	24%	19%	27%	29%	21%	26%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		01-Male	02-Female	
Open to party voters 820K	01-More Likely	22%	10%	16%
	02-Less Likely	49%	65%	58%
	03-No Difference	29%	24%	26%
Total		100%	100%	100%

*Question 10 – Voting up to three times/election cycle*

		Race Name			Total
		Black	Other	White	
Voting 3 times	01-More Likely	15%	9%	13%	13%
	02-Less Likely	53%	31%	54%	53%
	03-No Difference	32%	60%	33%	34%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Voting 3 times	01-More Likely	12%	7%	18%	13%
	02-Less Likely	52%	58%	50%	53%
	03-No Difference	37%	35%	31%	34%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Voting 3 times	01-More Likely	16%	15%	17%	13%	14%	9%	15%	13%
	02-Less Likely	58%	49%	45%	72%	49%	54%	58%	53%
	03-No Difference	26%	36%	38%	16%	37%	37%	27%	34%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		01-Male	02-Female	
Voting 3 times	01-More Likely	16%	10%	13%
	02-Less Likely	46%	59%	53%
	03-No Difference	38%	31%	34%
Total		100%	100%	100%

Question 11 – More/less likely to support official wanting to change to closed primary

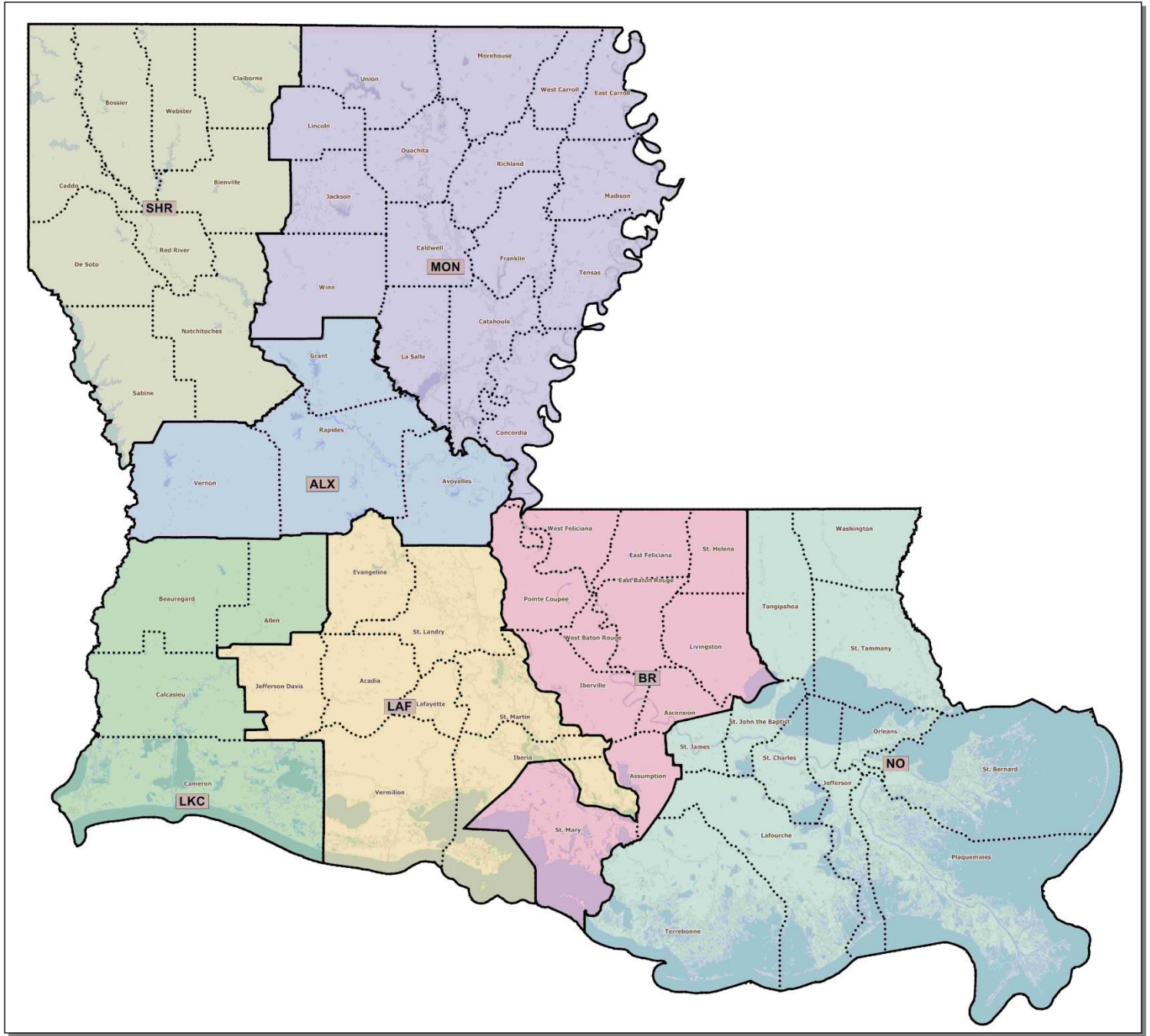
		Race Name			
		Black	Other	White	Total
More/less likely to support official	01-More Likely	17%	29%	20%	20%
	02-Less Likely	60%	43%	53%	54%
	03-No Difference	23%	29%	27%	26%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
More/less likely to support official	01-More Likely	19%	15%	23%	20%
	02-Less Likely	56%	63%	48%	54%
	03-No Difference	25%	22%	29%	26%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
More/less likely to support official	01-More Likely	16%	18%	26%	22%	24%	19%	17%	20%
	02-Less Likely	68%	54%	48%	66%	45%	52%	68%	54%
	03-No Difference	16%	28%	27%	13%	31%	29%	15%	26%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
More/less likely to support official	01-More Likely	25%	15%	20%
	02-Less Likely	52%	57%	54%
	03-No Difference	23%	28%	26%
Total		100%	100%	100%

## Appendix A: Louisiana regions



(ALX=Alexandria, BR=Baton Rouge, LAF=Lafayette, LKC=Lake Charles, MON=Monroe, NO=New Orleans, SHR=Shreveport)