



## Statewide Poll Results

### POLLING METHODOLOGY

- Likely voters in Louisiana, conducted February 19-21, 2024 (3.8% MOE with 95% confidence interval)
- Sample size: 660 (75% cell phones (texted), 25% landlines/cells (live dialed) - “hybrid” poll)
- Race/party: 67% white, 29% black, 4% “Other”/39% Democratic, 38% Republican, 23% Independents
- Gender: 53% female, 47% male
- Geography (Nielsen media market): Alexandria 5%, Baton Rouge 20%, Lafayette 15%, Lake Charles 5%, Monroe 9%, New Orleans 35%, Shreveport 11% (*Explanation is graphically depicted in Exhibit A*).

### POLL RESULTS

Question 1: Louisiana currently runs its elections under an open primary system, where candidates regardless of party run on the same primary ballot. The Legislature recently changed the law to put several categories of elected officials under a closed primary system. How familiar are you with the recent changes to the open primary system made by the Legislature?

<b>Very Familiar</b>	<b>17%</b>
<b>Somewhat Familiar</b>	<b>30%</b>
<b>Not Familiar</b>	<b>48%</b>
<b>Unsure</b>	<b>5%</b>

Question 2: If you knew that (according to the Secretary of State’s office) moving to a partial closed primary system would cost taxpayers up to \$135 million more dollars over the next decade, would that make you more or less likely to support the change to a partial closed primary system?

<b>More Likely</b>	<b>8%</b>
<b>Less Likely</b>	<b>72%</b>
<b>No Difference</b>	<b>20%</b>

Question 3: If you could choose how you would spend that \$135 million additional dollars over the next decade, how would you spend it?

<b>Education/healthcare</b>	<b>27%</b>
<b>Lowering homeowners insurance costs</b>	<b>25%</b>
<b>Infrastructure (roads/bridges)</b>	<b>19%</b>
<b>Hiring more police officers</b>	<b>10%</b>
<b>Reducing income taxes</b>	<b>8%</b>
<b>Reducing sales taxes</b>	<b>5%</b>
<b>Conducting extra closed primary elections for specific offices</b>	<b>3%</b>
<b>Unsure/Don’t Know/Left Blank</b>	<b>3%</b>

Question 4: If you knew that “small parties” such as Independents and Libertarians would not be allowed to vote in a party primary or runoff (thus disenfranchising 160K voters), would that make you more or less likely to support the change to a partial closed primary system?

<b>More Likely</b>	<b>12%</b>
<b>Less Likely</b>	<b>64%</b>
<b>No Difference</b>	<b>24%</b>

Question 5: If you knew that a separate primary and runoff would be set up starting in the spring of 2026 to accommodate the less than 1% of Louisiana’s elected officials who would be impacted by this change to a closed primary, would that make you more or less likely to support the change to a closed primary system?

<b>More Likely</b>	<b>12%</b>
<b>Less Likely</b>	<b>61%</b>
<b>No Difference</b>	<b>27%</b>

Question 6: Would you be more or less likely to support a legislator who supported changing the law to put several categories of elected officials under a closed primary system?

	<b>CURRENT</b>	<b>PREVIOUS</b>
<b>More Likely</b>	<b>15%</b>	<b>20%</b>
<b>Less Likely</b>	<b>60%</b>	<b>54%</b>
<b>No Difference</b>	<b>25%</b>	<b>26%</b>

Question 7: With what you have heard about the cost of changing to a closed primary system and the disenfranchisement of 160K voters, do you agree or disagree with the Legislature’s changing the law from an open to a partial closed primary system?

	<b>CURRENT</b>	<b>PREVIOUS</b>
<b>Strongly Agree</b>	<b>7%</b>	<b>14%</b>
<b>Agree</b>	<b>9%</b>	<b>12%</b>
<b>Disagree</b>	<b>21%</b>	<b>25%</b>
<b>Strongly Disagree</b>	<b>48%</b>	<b>31%</b>
<b>Undecided</b>	<b>15%</b>	<b>18%</b>

Question 8: And to ensure that the survey is accurate, are you male or female?

<b>Female</b>	<b>53%</b>
<b>Male</b>	<b>47%</b>

## **SUMMARY**

JMC Analytics and Polling was commissioned to conduct this poll for a private subscriber. There are two main takeaways from this poll: (1) changing to closed primaries remains unpopular, and (2) closed primaries have become LESS popular since the January 2024 special session.

All aspects of changes made to the open primary system that were message tested were unpopular, whether the subject was its \$135 million additional cost (72-8% less likely to support the change), the disenfranchisement of “small party” registrants (64-12% less likely), or the fact that only 1% of elected officials would be impacted (61-12% less likely).

Also with noting: the basic concept of changing to a partially closed primary system remains unpopular and has gotten more so since December (69-16% disagreement, compared to 56-26% in December) while voters would be by a 60-15% margin less likely to support a legislator who voted for the changes (that number was 54-20% against

re-election in December). **This despite the fact that only 47% are even aware that the law was changed in the special session (48% are unaware, and 5% are unsure).**

In summary, support for the changes to Louisiana’s open primary system is minimal, and the unpopularity of the concept has increased since the previous poll.

## CROSSTABS

### Question 1 – Familiarity with law change

		Race Name			
		Black	Other	White	Total
Familiarity	01-Very Familiar	18%	3%	18%	17%
	02-Somewhat Familiar	38%	28%	27%	30%
	03-Not Familiar	39%	59%	51%	48%
	04-Unsure	6%	10%	4%	5%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Familiarity	01-Very Familiar	17%	22%	15%	17%
	02-Somewhat Familiar	34%	29%	26%	30%
	03-Not Familiar	44%	42%	55%	48%
	04-Unsure	4%	8%	4%	5%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Familiarity	01-Very Familiar	13%	21%	21%	17%	12%	19%	9%	17%
	02-Somewhat Familiar	32%	36%	29%	14%	35%	25%	36%	30%
	03-Not Familiar	48%	38%	48%	66%	47%	50%	50%	48%
	04-Unsure	6%	5%	2%	3%	7%	6%	4%	5%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Familiarity	01-Very Familiar	24%	12%	17%
	02-Somewhat Familiar	26%	33%	30%
	03-Not Familiar	45%	51%	48%
	04-Unsure	5%	5%	5%
Total		100%	100%	100%

Question 2 – \$135 million cost

		Race Name			
		Black	Other	White	Total
Cost	01-More Likely	6%	14%	8%	8%
	02-Less Likely	76%	62%	71%	72%
	03-No Difference	18%	24%	21%	20%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Cost	01-More Likely	7%	3%	11%	8%
	02-Less Likely	76%	78%	64%	72%
	03-No Difference	17%	18%	25%	20%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Cost	01-More Likely	10%	6%	11%	11%	12%	6%	7%	8%
	02-Less Likely	77%	68%	68%	83%	73%	73%	74%	72%
	03-No Difference	13%	26%	21%	6%	15%	22%	19%	20%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Cost	01-More Likely	9%	7%	8%
	02-Less Likely	69%	74%	72%
	03-No Difference	22%	19%	20%
Total		100%	100%	100%

Question 3 – How to spend \$135 million

		Race Name			
		Black	Other	White	Total
How To Spend	01-Lowering Homeowner/insurance costs	27%	21%	25%	25%
	02-Education/Healthcare	42%	24%	21%	27%
	03-Roads/bridges	14%	14%	22%	19%
	04-Reducing sales taxes	4%	3%	5%	5%
	05-Reducing income taxes	3%	14%	10%	8%
	06-Hire more police	5%	17%	11%	10%
	07-Extra elections	3%	3%	3%	3%
	08-Unsure	2%	3%	3%	3%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
How To Spend	01-Lowering Homeowner/insurance costs	26%	27%	24%	25%
	02-Education/Healthcare	42%	23%	15%	27%
	03-Roads/bridges	17%	20%	22%	19%
	04-Reducing sales taxes	3%	5%	6%	5%
	05-Reducing income taxes	2%	12%	12%	8%
	06-Hire more police	6%	6%	15%	10%
	07-Extra elections	3%	3%	2%	3%
	08-Unsure	1%	4%	4%	3%
Total		100%	100%	100%	100%

		Region							
		Alexan dria	Baton Rouge	Lafayet te	Lake Charles	Monroe	New Orleans	Shreveport	Total
How To Spend	01-Lowering Homeowner/insurance costs	16%	22%	24%	20%	27%	33%	18%	25%
	02-Education/Healthcare	32%	26%	29%	29%	28%	28%	23%	27%
	03-Roads/bridges	16%	21%	16%	31%	28%	13%	28%	19%
	04-Reducing sales taxes	13%	6%	7%	3%	3%	3%	1%	5%
	05-Reducing income taxes	6%	10%	13%	6%	3%	6%	11%	8%
	06-Hire more police	6%	10%	8%	3%	7%	10%	15%	10%
	07-Extra elections	3%	2%	2%		2%	5%		3%
	08-Unsure	6%	3%		9%	2%	3%	4%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		01-Male	02-Female	
How To Spend	01-Lowering Homeowner/insurance costs	24%	27%	25%
	02-Education/Healthcare	22%	32%	27%
	03-Roads/bridges	24%	15%	19%
	04-Reducing sales taxes	4%	5%	5%
	05-Reducing income taxes	9%	7%	8%
	06-Hire more police	10%	9%	10%
	07-Extra elections	3%	2%	3%
	08-Unsure	4%	2%	3%
Total		100%	100%	100%

*Question 4 – Disenfranchise small parties*

		Race Name			Total
		Black	Other	White	
Small Parties	01-More Likely	10%	14%	13%	12%
	02-Less Likely	71%	59%	62%	64%
	03-No Difference	19%	28%	25%	24%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Small Parties	01-More Likely	11%	10%	14%	12%
	02-Less Likely	72%	72%	52%	64%
	03-No Difference	17%	18%	34%	24%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Small Parties	01-More Likely	10%	9%	18%	11%	22%	9%	12%	12%
	02-Less Likely	61%	68%	64%	71%	58%	63%	66%	64%
	03-No Difference	29%	23%	19%	17%	20%	28%	22%	24%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Small Parties	01-More Likely	14%	10%	12%
	02-Less Likely	63%	66%	64%
	03-No Difference	23%	24%	24%
Total		100%	100%	100%

*Question 5 – 1% of elected officials impacted*

		Race Name			
		Black	Other	White	Total
1% Impact	01-More Likely	14%	17%	12%	12%
	02-Less Likely	67%	66%	58%	61%
	03-No Difference	19%	17%	31%	27%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
1% Impact	01-More Likely	12%	8%	15%	12%
	02-Less Likely	67%	67%	50%	61%
	03-No Difference	21%	24%	34%	27%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
1% Impact	01-More Likely	16%	11%	16%	14%	13%	10%	14%	12%
	02-Less Likely	55%	59%	55%	63%	67%	61%	68%	61%
	03-No Difference	29%	30%	29%	23%	20%	29%	19%	27%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
1% Impact	01-More Likely	14%	11%	12%
	02-Less Likely	58%	63%	61%
	03-No Difference	28%	26%	27%
Total		100%	100%	100%

Question 6 – More/less likely to support official wanting to change to closed primary

		Race Name			
		Black	Other	White	Total
More/Less Likely To Support	01-More Likely	15%	14%	16%	15%
	02-Less Likely	67%	62%	57%	60%
	03-No Difference	18%	24%	27%	25%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
More/Less Likely To Support	01-More Likely	16%	9%	18%	15%
	02-Less Likely	64%	71%	49%	60%
	03-No Difference	20%	20%	32%	25%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
More/Less Likely To Support	01-More Likely	19%	13%	20%	6%	15%	17%	15%	15%
	02-Less Likely	52%	60%	53%	69%	60%	60%	68%	60%
	03-No Difference	29%	27%	28%	26%	25%	23%	18%	25%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
More/Less Likely To Support	01-More Likely	20%	12%	15%
	02-Less Likely	56%	64%	60%
	03-No Difference	24%	25%	25%
Total		100%	100%	100%

Question 7 – Agree/disagree with law change

		Race Name			
		Black	Other	White	Total
Agree/Disagree	01-Strongly Agree	4%	7%	8%	7%
	02-Agree	4%	10%	11%	9%
	03-Disagree	21%	21%	21%	21%
	04-Strongly Disagree	56%	41%	45%	48%
	05-Undecided	15%	21%	15%	15%
Total		100%	100%	100%	100%

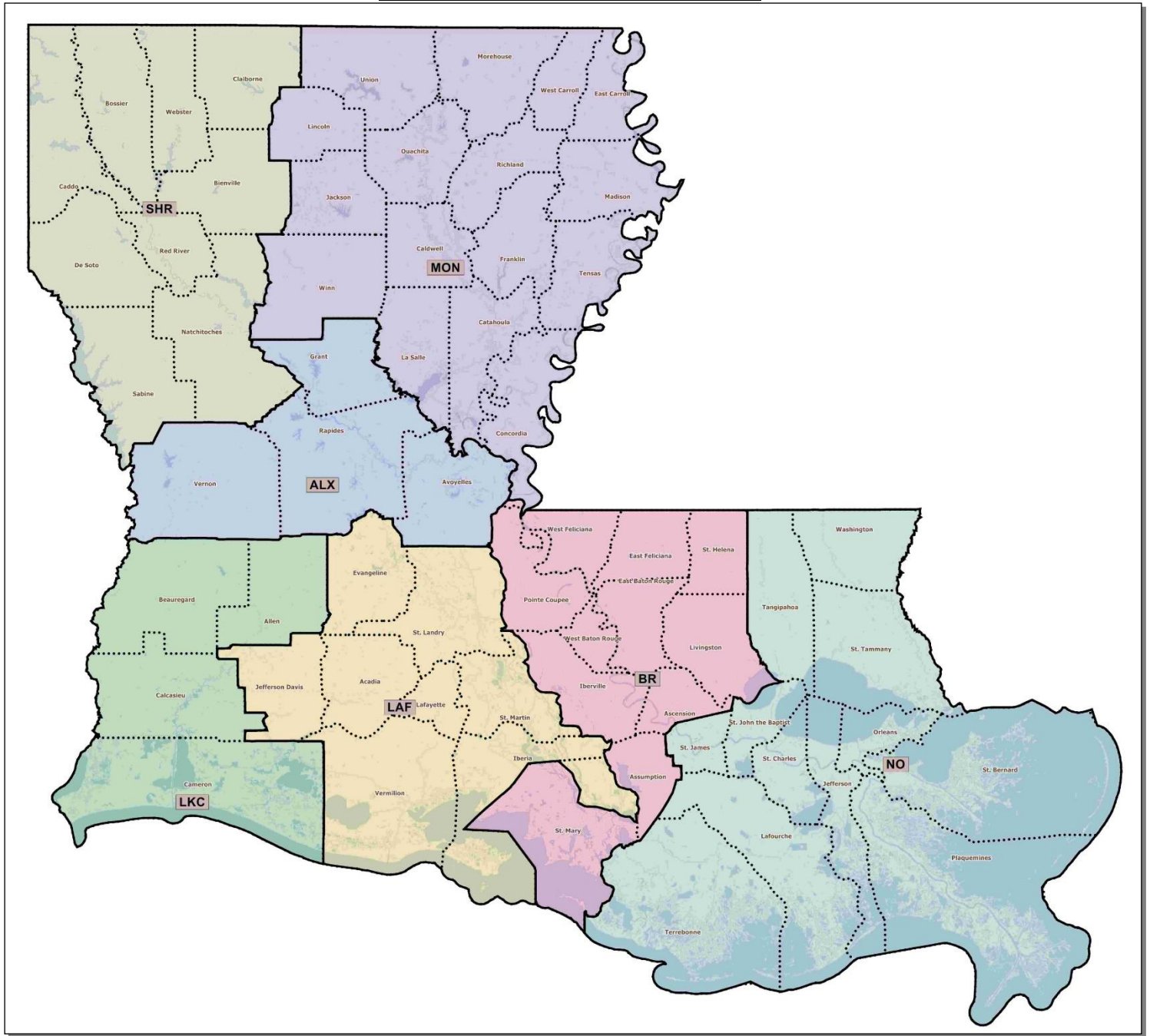


		Party			Total
		DEM	OTHER	REP	
Agree/Disagree	01-Strongly Agree	5%	5%	10%	7%
	02-Agree	5%	5%	15%	9%
	03-Disagree	20%	20%	23%	21%
	04-Strongly Disagree	58%	54%	34%	48%
	05-Undecided	12%	18%	17%	15%
Total		100%	100%	100%	100%

		Region							Total
		Alexandr ia	Baton Rouge	Lafayett e	Lake Charles	Monroe	New Orleans	Shreveport	
Agree/ Disagree	01-Strongly Agree	6%	7%	8%	3%	3%	7%	8%	7%
	02-Agree	19%	10%	10%	6%	7%	8%	5%	9%
	03-Disagree	29%	20%	19%	20%	27%	20%	23%	21%
	04-Strongly Disagree	42%	45%	42%	54%	43%	52%	53%	48%
	05-Undecided	3%	18%	21%	17%	20%	13%	11%	15%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		01-Male	02-Female	
Agree/Disagree	01-Strongly Agree	9%	5%	7%
	02-Agree	10%	7%	9%
	03-Disagree	21%	22%	21%
	04-Strongly Disagree	47%	49%	48%
	05-Undecided	13%	17%	15%
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)