



Statewide Poll Results

POLLING METHODOLOGY

- Likely voters in Louisiana, conducted February 24-26, 2025 (3.5% MOE with 95% confidence interval)
- Sample size: 800 (61% cell phones (texted), 39% landlines/cells (live dialed) - “hybrid” poll)
- Race/party: 67% white, 28% black, 5% “Other”/37% Democratic, 39% Republican, 24% Independents
- Gender: 53% female, 47% male
- Geography (Nielsen media market): Alexandria 5%, Baton Rouge 21%, Lafayette 13%, Lake Charles 6%, Monroe 7%, New Orleans 37%, Shreveport 11% (*Explanation is graphically depicted in Exhibit A*).

POLL RESULTS

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?

	CURRENT	PREVIOUS
Strongly Favor	30%	27%
Favor	41%	38%
Oppose	9%	9%
Strongly Oppose	10%	11%
Undecided	10%	15%

Last year, the legislature modified the open primary system by setting up separate party primaries and runoffs for 28 major offices that would be open only to registered members of that political party and unaffiliated voters. Are you aware that the open primary law has been changed?

Yes, aware	34%
No, unaware	65%
Unsure (NOT READ)	1%

Last year, the legislature modified the open primary system by setting up separate party primaries and runoffs for 28 major offices that would be open only to registered members of that political party and unaffiliated voters. Do you favor or oppose this new method of electing public officials that takes effect in 2026?

Strongly Favor	9%
Favor	17%
Oppose	25%
Strongly Oppose	28%
Undecided	20%

According to a recent news article, a House committee chair noted that legislators are interested in adding all statewide elected officials to the list of offices that would be under a closed primary system, which would be open only to registered members of that political party and unaffiliated voters. Do you favor or oppose having closed primaries for statewide elected officials?

Strongly Favor	8%
Favor	17%
Oppose	26%
Strongly Oppose	33%
Undecided	17%

If the Legislature changed the law to require all elected officials to run under a closed primary system (which would be open only to registered members of that political party and unaffiliated voters), would you favor or oppose having closed primaries for all elected officials?

Strongly Favor	9%
Favor	16%
Oppose	29%
Strongly Oppose	32%
Undecided	15%

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?

	CURRENT	PREVIOUS
More Likely	19%	21%
Less Likely	51%	50%
No Difference	31%	29%

If you knew that a closed primary system creates the possibility of up to ten separate party primaries and/or runoffs only for voters who are registered members of that political party, would that make you more or less likely to support a closed primary system?

More Likely	12%
Less Likely	59%
No Difference	29%

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?

	CURRENT	PREVIOUS
More Likely	12%	13%
Less Likely	62%	53%
No Difference	27%	34%

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?

	CURRENT	PREVIOUS
More Likely	15%	20%
Less Likely	56%	54%
No Difference	30%	26%

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

	CURRENT	PREVIOUS
Female	53%	52%
Male	47%	48%

SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for Unite America. There are four main takeaways from this poll: (1) Louisiana’s open primary system remains overwhelmingly favored, (2) there remains minimal appetite for changing to a closed primary, (3) a small percentage of voters are even AWARE that the open primary system was modified, and (4) an absolute majority of voters would be less likely to favor an elected official who wants to change from the current open primary system.

The current open primary system remains (despite changes in the law) strongly supported by a comfortable majority of voters. Not only is the current system favored 71-19% (which is actually stronger support than the 65-20% in the previous poll), but support percentages are similar across the demographic spectrum – **even Republican respondents favor this system 72-20%.**

When asked about whether there is any desire to change to a closed primary system, the numbers remain strongly negative, as voters by solid margins are opposed to any changes: adding statewide elected officials to the closed primary system is opposed 59-25% margin, while adding ALL elected officials to the closed primary system is opposed by an even greater 61-25% margin. **Even Republicans are still opposed to these changes: 46-39% oppose adding all elected officials, while 42-38% oppose adding statewide elected officials.**

As a parenthetical note, only 34% of respondents are even AWARE that the law was changed, which creates the possibility for substantial confusion about the new rules for the April 2026 primary.

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 56-15% margin would be less likely to support an elected official who wants to change to a closed primary system (the margin of opposition widened a bit relative to the previous poll, when the margin was 54-20% less likely to support such a legislator). On this issue, negative percentages are similar across the demographic spectrum.**

In summary, Louisiana’s open primary system remains overwhelmingly popular, with continued minimal appetite for change.

CROSSTABS

Support/oppose open primary system

		Race Name			
		Black	Other	White	Total
Favor/oppose open primary	01-Strongly Favor	23%	44%	33%	30%
	02-Favor	43%	36%	40%	41%
	03-Oppose	9%		10%	9%
	04-Strongly Oppose	15%	8%	8%	10%
	05-Undecided	10%	13%	10%	10%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Favor/oppose open primary	01-Strongly Favor	28%	35%	30%	30%
	02-Favor	41%	38%	42%	41%
	03-Oppose	10%	7%	10%	9%
	04-Strongly Oppose	11%	10%	10%	10%
	05-Undecided	10%	11%	9%	10%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Favor/oppose open primary	01-Strongly Favor	26%	27%	29%	38%	27%	35%	23%	30%
	02-Favor	44%	43%	37%	48%	37%	39%	42%	41%
	03-Oppose	13%	7%	11%	2%	12%	9%	14%	9%
	04-Strongly Oppose	5%	12%	15%	6%	8%	9%	11%	10%
	05-Undecided	13%	10%	9%	6%	15%	10%	10%	10%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Favor/oppose open primary	01-Strongly Favor	31%	30%	30%
	02-Favor	40%	41%	41%
	03-Oppose	10%	9%	9%
	04-Strongly Oppose	12%	8%	10%
	05-Undecided	8%	12%	10%
Total		100%	100%	100%

Awareness of law change

		Race Name			
		Black	Other	White	Total
Aware law changed	01-Aware	25%	28%	38%	34%
	02-Unaware	72%	72%	61%	65%
	03-Unsure	3%		1%	1%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Aware law changed	01-Aware	33%	37%	34%	34%
	02-Unaware	66%	62%	65%	65%
	03-Unsure	1%	1%	1%	1%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Aware law changed	01-Aware	36%	38%	45%	28%	29%	33%	25%	34%
	02-Unaware	62%	61%	52%	72%	71%	66%	74%	65%
	03-Unsure	3%	1%	3%			1%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		Total
		01-Male	02-Female	
Aware law changed	01-Aware	42%	27%	34%
	02-Unaware	56%	72%	65%
	03-Unsure	2%	1%	1%
Total		100%	100%	100%

Favor/oppose law change

		Race Name			Total
		Black	Other	White	
Favor/oppose law change	01-Strongly Favor	6%	13%	10%	9%
	02-Favor	14%	10%	19%	17%
	03-Oppose	28%	31%	24%	25%
	04-Strongly Oppose	33%	33%	25%	28%
	05-Undecided	19%	13%	21%	20%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Favor/oppose law change	01-Strongly Favor	5%	5%	15%	9%
	02-Favor	12%	12%	26%	17%
	03-Oppose	29%	30%	19%	25%
	04-Strongly Oppose	34%	34%	19%	28%
	05-Undecided	19%	19%	22%	20%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Favor/oppose law change	01-Strongly Favor	10%	9%	14%	10%	7%	7%	13%	9%
	02-Favor	26%	13%	23%	20%	17%	16%	19%	17%
	03-Oppose	28%	30%	19%	20%	24%	26%	24%	25%
	04-Strongly Oppose	15%	29%	25%	34%	25%	33%	16%	28%
	05-Undecided	21%	20%	18%	16%	27%	18%	27%	20%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Favor/oppose law change	01-Strongly Favor	11%	7%	9%
	02-Favor	21%	14%	17%
	03-Oppose	26%	24%	25%
	04-Strongly Oppose	22%	33%	28%
	05-Undecided	19%	21%	20%
Total		100%	100%	100%

Support/oppose closed primaries for statewide elected officials

		Race Name			
		Black	Other	White	Total
Favor/oppose closed primary stwd	01-Strongly Favor	5%	8%	10%	8%
	02-Favor	11%	15%	19%	17%
	03-Oppose	30%	18%	25%	26%
	04-Strongly Oppose	38%	41%	30%	33%
	05-Undecided	17%	18%	17%	17%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Favor/oppose closed primary stwd	01-Strongly Favor	4%	6%	14%	8%
	02-Favor	12%	12%	24%	17%
	03-Oppose	30%	25%	22%	26%
	04-Strongly Oppose	41%	39%	20%	33%
	05-Undecided	14%	18%	19%	17%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Favor/oppose closed primary stwd	01-Strongly Favor	15%	8%	15%	6%	7%	5%	13%	8%
	02-Favor	21%	16%	28%	20%	12%	13%	14%	17%
	03-Oppose	23%	30%	17%	26%	24%	27%	27%	26%
	04-Strongly Oppose	23%	33%	27%	28%	32%	38%	25%	33%
	05-Undecided	18%	13%	14%	20%	25%	17%	20%	17%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Favor/oppose closed primary stwd	01-Strongly Favor	11%	6%	8%
	02-Favor	23%	11%	17%
	03-Oppose	26%	26%	26%
	04-Strongly Oppose	28%	37%	33%
	05-Undecided	13%	20%	17%
Total		100%	100%	100%

Support/oppose closed primaries for all elected officials

		Race Name			
		Black	Other	White	Total
Favor/oppose closed primary ALL	01-Strongly Favor	5%	8%	11%	9%
	02-Favor	15%	10%	16%	16%
	03-Oppose	30%	31%	28%	29%
	04-Strongly Oppose	36%	41%	29%	32%
	05-Undecided	14%	10%	15%	15%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Favor/oppose closed primary ALL	01-Strongly Favor	4%	6%	15%	9%
	02-Favor	10%	11%	24%	16%
	03-Oppose	31%	34%	24%	29%
	04-Strongly Oppose	40%	37%	22%	32%
	05-Undecided	15%	13%	16%	15%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Favor/oppose closed primary ALL	01-Strongly Favor	15%	7%	17%	6%	8%	6%	12%	9%
	02-Favor	15%	18%	21%	14%	14%	13%	18%	16%
	03-Oppose	23%	33%	21%	28%	24%	31%	29%	29%
	04-Strongly Oppose	26%	31%	26%	36%	32%	37%	23%	32%
	05-Undecided	21%	12%	14%	16%	22%	13%	19%	15%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Favor/oppose closed primary ALL	01-Strongly Favor	12%	6%	9%
	02-Favor	19%	13%	16%
	03-Oppose	28%	30%	29%
	04-Strongly Oppose	27%	36%	32%
	05-Undecided	14%	15%	15%
Total		100%	100%	100%

Closed primary only open to party's registered voters

		Race Name			
		Black	Other	White	Total
Only open to registered party members	01-More Likely	11%	18%	22%	19%
	02-Less Likely	59%	54%	47%	51%
	03-No Difference	30%	28%	31%	31%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Only open to registered party members	01-More Likely	11%	11%	31%	19%
	02-Less Likely	60%	61%	36%	51%
	03-No Difference	29%	28%	34%	31%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Only open to registered party members	01-More Likely	26%	16%	30%	18%	19%	15%	20%	19%
	02-Less Likely	41%	54%	34%	54%	54%	57%	46%	51%
	03-No Difference	33%	30%	36%	28%	27%	28%	34%	31%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Only open to registered party members	01-More Likely	25%	13%	19%
	02-Less Likely	44%	57%	51%
	03-No Difference	32%	30%	31%
Total		100%	100%	100%

Up to 10 primaries/runoffs

		Race Name			Total
		Black	Other	White	
Up to 10 primaries	01-More Likely	10%	13%	13%	12%
	02-Less Likely	63%	64%	57%	59%
	03-No Difference	28%	23%	30%	29%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Up to 10 primaries	01-More Likely	8%	10%	17%	12%
	02-Less Likely	65%	69%	47%	59%
	03-No Difference	27%	21%	36%	29%
Total		100%	100%	100%	100%

		Region							Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	
Up to 10 primaries	01-More Likely	18%	12%	19%	14%	7%	9%	14%	12%
	02-Less Likely	51%	62%	41%	56%	63%	67%	51%	59%
	03-No Difference	31%	27%	40%	30%	31%	24%	35%	29%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Up to 10 primaries	01-More Likely	16%	9%	12%
	02-Less Likely	52%	65%	59%
	03-No Difference	32%	26%	29%
Total		100%	100%	100%

Voting up to three times/election cycle

		Race Name			
		Black	Other	White	Total
Vote up to 3 times	01-More Likely	13%	10%	11%	12%
	02-Less Likely	61%	62%	62%	62%
	03-No Difference	27%	28%	27%	27%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Vote up to 3 times	01-More Likely	9%	11%	15%	12%
	02-Less Likely	66%	65%	56%	62%
	03-No Difference	26%	24%	30%	27%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Vote up to 3 times	01-More Likely	26%	11%	16%	6%	8%	10%	13%	12%
	02-Less Likely	46%	65%	50%	72%	56%	67%	56%	62%
	03-No Difference	28%	24%	34%	22%	36%	24%	31%	27%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
Vote up to 3 times	01-More Likely	16%	8%	12%
	02-Less Likely	56%	67%	62%
	03-No Difference	29%	25%	27%
Total		100%	100%	100%

More/less likely to support official wanting to change to closed primary

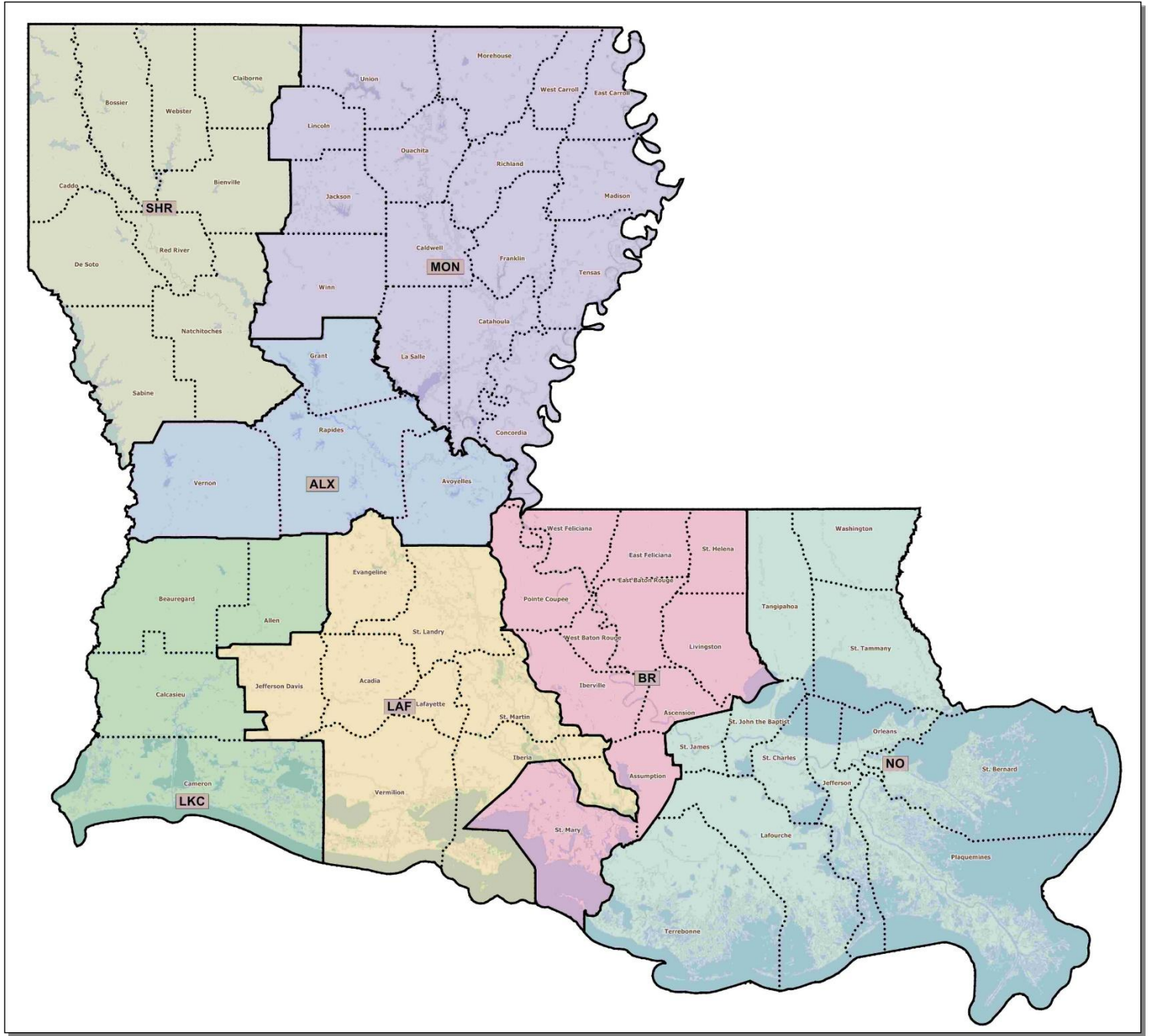
		Race Name			
		Black	Other	White	Total
More/less likely to support elected official	01-More Likely	13%	21%	15%	15%
	02-Less Likely	59%	64%	53%	56%
	03-No Difference	28%	15%	31%	30%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
More/less likely to support elected official	01-More Likely	13%	11%	19%	15%
	02-Less Likely	63%	65%	42%	56%
	03-No Difference	24%	24%	38%	30%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
More/less likely to support elected official	01-More Likely	31%	13%	24%	12%	10%	11%	16%	15%
	02-Less Likely	51%	58%	43%	62%	49%	63%	44%	56%
	03-No Difference	18%	29%	33%	26%	41%	26%	40%	30%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Gender		
		01-Male	02-Female	Total
More/less likely to support elected official	01-More Likely	18%	12%	15%
	02-Less Likely	51%	60%	56%
	03-No Difference	31%	28%	30%
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)