



## 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 10 poll questions.

The survey was conducted October 24-26. The margin of error, with a 95% confidence interval, was 4.0%. The demographic breakdown of the respondents was 69-29% 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, 20% from Baton Rouge, 14% from Lafayette, 6% from Lake Charles, 9% from Monroe, 34% 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 runoff election for Governor were held today, which candidate would you support? (Party affiliations of candidates mentioned)

<b>Edwards (Dem)</b>	<b>48%</b>
<b>Rispone (Rep)</b>	<b>46%</b>
<b>Undecided</b>	<b>6%</b>

Question 2: (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)

<b>Edwards (Dem)</b>	<b>50%</b>
<b>Rispone (Rep)</b>	<b>47%</b>
<b>Undecided</b>	<b>4%</b>

Question 3: And in the race for governor, did you vote for one of the candidates who did not make the runoff?

<b>Yes</b>	<b>23%</b>
<b>No</b>	<b>66%</b>
<b>Do not recall/refuse to answer</b>	<b>8%</b>
<b>Didn’t vote in primary</b>	<b>4%</b>

Question 4: If the runoff election for secretary of state were held today, which candidate would you support? (Party affiliations of candidates mentioned)

<b>Ardoine (Rep)</b>	<b>48%</b>
<b>Collins-Greenup (Dem)</b>	<b>32%</b>
<b>Undecided</b>	<b>20%</b>

Question 5: Do you overall approve or disapprove of the job performance of President Trump ?

<b>Approve</b>	<b>52%</b>
<b>Disapprove</b>	<b>41%</b>
<b>No Opinion</b>	<b>8%</b>

Question 6: Do you support or oppose the impeachment inquiry that Democrats have begun against President Trump ?

<b>Support</b>	<b>36%</b>
<b>Oppose</b>	<b>54%</b>
<b>No Opinion</b>	<b>10%</b>

Question 7: Governor Edwards is attempting to tie Eddie Rispone to what he describes as the “failed policies” of former Governor Bobby Jindal. Given this messaging from the Edwards campaign, who are you more likely to support in the runoff race for Governor? (Party affiliations of candidates mentioned)

<b>Edwards (Dem)</b>	<b>46%</b>
<b>Rispone (Rep)</b>	<b>45%</b>
<b>No Difference</b>	<b>10%</b>

Question 8: President Trump recently described Governor John Bel Edwards as a “liberal democrat governor” who will “raise your taxes, kill your jobs, and taking your money from open borders extremists.” Given this messaging from the Rispone campaign, who are you more likely to support in the runoff race for Governor? (Party affiliations of candidates mentioned)

<b>Edwards (Dem)</b>	<b>45%</b>
<b>Rispone (Rep)</b>	<b>45%</b>
<b>No Difference</b>	<b>10%</b>

Question 9: And finally, Senator Bill Cassidy is up for re-election next year. If the election were held today, would you support or oppose his re-election ?

<b>Support</b>	<b>40%</b>
<b>Oppose</b>	<b>24%</b>
<b>Undecided</b>	<b>36%</b>

Question 10: And for demographic purposes, are you male or female?

<b>Female</b>	<b>55%</b>
<b>Male</b>	<b>45%</b>

## **SUMMARY**

JMC Analytics and Polling was commissioned to conduct this poll for Nexstar Communications. Two weeks into the runoff, there are two takeaways from this poll: (1) Governor Edwards has a narrow lead over Eddie Rispone within the margin of error, and (2) this outcome of this race will be determined more by turnout than by persuasion.

The basic contours of the race haven't changed since the last poll: black voters are solidly in Governor Edwards' corner (85-8% lead over Rispone/88-8% if undecided "leaners" are included). White Democrats favor Edwards 59-37%/60-37% with "leaners" included. Rispone leads (but does not dominate) among white Independents: 54-38%/56-38% with "leaners" included. And while Rispone has strong support from Republicans, it's not unanimous support, and that lack of unanimous support is making the race competitive in this Republican trending state: Rispone leads 79-16%/79-17% with "leaners" included. Furthermore, there is (with "leaners" included) a 21 point gender gap: women favor Governor Edwards 54-42%, while men favor Rispone 53-44%.

Given that the undecided percentage is down to 6% (4% if "leaners" are excluded), this is now an election where turnout matters a lot more than persuasion, particularly with early voting less than a week away. Assuming that turnout by demographic group is identical to what it was in the primary, Rispone needs 87% of the vote that supported one of the "also ran" in the primary. Rispone's getting 63% of the "also ran" vote thus far is why he's running behind Governor Edwards. However, a second factor marginally benefits Rispone: black turnout in the primary was somewhat below recent historical norms, while Republicans were more energized. **If the poll results were recalculated to mirror the demographic breakdown of the primary electorate (28% black, 37% Republican, 20% white Democrat, and 14% white Independent), the ballot test with "leaners" included would be 49-47% for Edwards instead of 50-47%.**

As further evidence of the lessened importance of persuasion at this point in the runoff, respondents were read campaign messaging used both by the Edwards and Rispone campaigns, then they were asked who they would vote for. Results from those messages were nearly identical (46-45% Edwards after reading off the Edwards ad, and 45-45% Edwards after reading the Rispone ad).

In the Secretary of State's race (the only other statewide race to have a runoff), Republican incumbent Kyle Ardoin has a 48-32% lead over Democrat Gwen Collins-Greenup (who he also faced last year in a special election). Since 17% of Republicans are undecided, that vote alone would put him over 50%, and you still have 22% of white Democrats and 18% of white Independents who are undecided. In other words, Secretary of State Ardoin shouldn't have any trouble winning the runoff.

President Trump's support remains relatively strong in Louisiana: not only is his job approval 52-41%, but the Democratic led impeachment inquiry is opposed 54-36%.

In conclusion, the Governor's race goes down to the wire, and the ultimate result is almost entirely dependent on partisan and/or racial turnout both during early voting and on Election Day.

## CROSSTABS

### Question 1 – Ballot (Governor)

		Race Name			Total
		Black	Other	White	
Ballot (Governor)	1 Edwards	85%	47%	32%	48%
	2 Rispone	8%	35%	63%	46%
	3 Undecided	7%	18%	5%	6%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Governor)	1 Edwards	76%	42%	16%	48%
	2 Rispone	19%	48%	79%	46%
	3 Undecided	5%	10%	5%	6%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Governor)	1 Edwards	49%	55%	37%	48%
	2 Rispone	47%	41%	47%	46%
	3 Undecided	4%	5%	16%	6%
Total		100%	100%	100%	100%

		Region						Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	
Ballot (Governor)	1 Edwards	40%	49%	39%	50%	40%	56%	48%
	2 Rispone	57%	44%	56%	50%	52%	35%	46%
	3 Undecided	3%	7%	5%		8%	9%	1%
Total		100%	100%	100%	100%	100%	100%	100%

		Cell Phone			Total
		Landline	Cell		
Ballot (Governor)	1 Edwards	47%	50%	48%	
	2 Rispone	49%	40%	46%	
	3 Undecided	4%	10%	6%	
Total		100%	100%	100%	

		Gender		
		1 Male	2 Female	Total
Ballot (Governor)	1 Edwards	43%	52%	48%
	2 Rispone	51%	42%	46%
	3 Undecided	5%	7%	6%
Total		100%	100%	100%

		Primary vote (Governor)			
		1 Yes	2 No	3 Don't recall/refuse	4 Didn't vote in primary
Ballot (Governor)	1 Edwards	32%	55%	39%	32% 48%
	2 Rispone	63%	41%	48%	23% 46%
	3 Undecided	5%	3%	13%	45% 6%
Total		100%	100%	100%	100% 100%

Question 2 – Ballot (Governor, leaners included)

		Race Name			
		Black	Other	White	Total
Ballot (Governor, leaners included)	1 Edwards	88%	59%	33%	50%
	2 Rispone	8%	41%	63%	47%
	3 Undecided	3%		4%	4%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot (Governor, leaners included)	1 Edwards	78%	43%	17%	50%
	2 Rispone	19%	51%	79%	47%
	3 Undecided	3%	7%	4%	4%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Ballot (Governor, leaners included)	1 Edwards	50%	58%	42%	50%
	2 Rispone	48%	42%	47%	47%
	3 Undecided	3%		11%	4%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Ballot (Governor, leaners included)	1 Edwards	40%	51%	40%	50%	44%	58%	42%	50%
	2 Rispone	60%	46%	56%	50%	52%	35%	58%	47%
	3 Undecided		3%	4%		4%	7%		4%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Ballot (Governor, leaners included)	1 Edwards	48%	51%	50%
	2 Rispone	49%	42%	47%
	3 Undecided	2%	7%	4%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot (Governor, leaners included)	1 Edwards	44%	54%	50%
	2 Rispone	53%	42%	47%
	3 Undecided	4%	4%	4%
Total		100%	100%	100%

		Primary vote (Governor)			
		1 Yes	2 No	3 Don't recall/refuse	4 Didn't vote in primary
Ballot (Governor, leaners included)	1 Edwards	32%	57%	43%	41%
	2 Rispone	63%	42%	48%	27%
	3 Undecided	4%	2%	9%	32%
Total		100%	100%	100%	100%

#### Question 4 – Runoff Ballot (Secretary of state)

		Race Name			
		Black	Other	White	Total
Ballot (Secretary of State)	1 Ardoin	8%	29%	66%	48%
	2 Collins-Greenup	71%	35%	16%	32%
	3 Undecided	21%	35%	18%	20%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot (Secretary of State)	1 Ardoin	22%	53%	79%	48%
	2 Collins-Greenup	57%	25%	4%	32%
	3 Undecided	21%	22%	17%	20%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Ballot (Secretary of State)	1 Ardoin	50%	41%	47%	48%
	2 Collins-Greenup	32%	36%	28%	32%
	3 Undecided	17%	23%	25%	20%
Total		100%	100%	100%	100%

		Region						Total
		Baton	Lake	New	Orleans	Shreveport	Charles	
Ballot (Secretary of State)	1 Ardoin	57%	49%	56%	56%	52%	41%	49% 48%
	2 Collins-Greenup	23%	33%	23%	29%	25%	38%	35% 32%
	3 Undecided	20%	18%	21%	15%	23%	20%	17% 20%
Total		100%	100%	100%	100%	100%	100%	100% 100%

		Cell Phone			Total
		Landline	Cell	Total	
Ballot (Secretary of State)	1 Ardoin	51%	43%	48%	
	2 Collins-Greenup	30%	36%	32%	
	3 Undecided	19%	21%	20%	
Total		100%	100%	100%	

		Gender			Total
		1 Male	2 Female		
Ballot (Secretary of State)	1 Ardoin	54%	44%		48%
	2 Collins-Greenup	30%	34%		32%
	3 Undecided	16%	22%		20%
Total		100%	100%		100%

*Question 5 – Trump job approval*

		Race Name			
		Black	Other	White	Total
Trump approval	1 Approve	12%	41%	69%	52%
	2 Disapprove	78%	41%	25%	41%
	3 No Opinion	10%	18%	6%	8%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Trump approval	1 Approve	25%	56%	83%	52%
	2 Disapprove	66%	38%	10%	41%
	3 No Opinion	9%	7%	7%	8%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Trump approval	1 Approve	52%	43%	59%	52%
	2 Disapprove	41%	50%	30%	41%
	3 No Opinion	7%	7%	11%	8%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Trump approval	1 Approve	70%	48%	60%	59%	56%	42%	61%	52%
	2 Disapprove	30%	45%	35%	26%	35%	49%	32%	41%
	3 No Opinion		7%	6%	15%	10%	9%	7%	8%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone			
		Landline	Cell	Total	
Trump approval	1 Approve	53%	49%	52%	
	2 Disapprove	39%	43%	41%	
	3 No Opinion	7%	8%	8%	
Total		100%	100%	100%	

	Gender			Total
	1 Male	2 Female		
Trump approval	1 Approve	57%	47%	52%
	2 Disapprove	36%	45%	41%
	3 No Opinion	7%	8%	8%
Total		100%	100%	100%

Question 6 – Support/oppose impeachment inquiry

	Race Name			Total	
	Black	Other	White		
Impeachment inquiry	1 Support	66%	41%	22%	36%
	2 Oppose	15%	41%	71%	54%
	3 No Opinion	19%	18%	6%	10%
Total		100%	100%	100%	100%

	Party			Total	
	DEM	OTHER	REP		
Impeachment inquiry	1 Support	57%	33%	9%	36%
	2 Oppose	27%	58%	87%	54%
	3 No Opinion	16%	9%	4%	10%
Total		100%	100%	100%	100%

	Voter Likelihood			Total	
	Chronic	Likely	Unlikely		
Impeachment inquiry	1 Support	37%	42%	24%	36%
	2 Oppose	54%	47%	61%	54%
	3 No Opinion	9%	12%	15%	10%
Total		100%	100%	100%	100%

	Alexandria	Region					New Orleans	Shreveport	Total
		Baton Rouge	Lafayette	Lake Charles	Monroe				
Impeachment inquiry	1 Support	23%	39%	30%	29%	31%	41%	32%	36%
	2 Oppose	67%	53%	61%	62%	60%	46%	60%	54%
	3 No Opinion	10%	7%	10%	9%	10%	14%	8%	10%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Impeachment inquiry	1 Support	35%	36%	36%
	2 Oppose	56%	50%	54%
	3 No Opinion	9%	13%	10%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Impeachment inquiry	1 Support	31%	39%	36%
	2 Oppose	60%	50%	54%
	3 No Opinion	10%	11%	10%
Total		100%	100%	100%

*Question 7 – Governor Edwards campaign messaging*

		Race Name			Total
		Black	Other	White	
Edwards messaging	1 Edwards	83%	53%	30%	46%
	2 Response	9%	29%	61%	45%
	3 No Difference	9%	18%	10%	10%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Edwards messaging	1 Edwards	72%	39%	15%	46%
	2 Response	19%	46%	77%	45%
	3 No Difference	9%	15%	8%	10%
Total		100%	100%	100%	100%

		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Edwards messaging	1 Edwards	46%	55%	35%	46%
	2 Response	47%	38%	43%	45%
	3 No Difference	7%	7%	22%	10%
Total		100%	100%	100%	100%

		Region							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Edwards messaging	1 Edwards	37%	48%	36%	50%	38%	53%	39%	46%
	2 Rispone	60%	43%	56%	47%	54%	33%	54%	45%
	3 No Difference	3%	9%	8%	3%	8%	14%	7%	10%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Edwards messaging	1 Edwards	46%	45%	46%
	2 Rispone	49%	37%	45%
	3 No Difference	5%	18%	10%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Edwards messaging	1 Edwards	40%	50%	46%
	2 Rispone	51%	40%	45%
	3 No Difference	10%	10%	10%
Total		100%	100%	100%

### *Question 8 – Rispone campaign messaging*

		Race Name				
		Black	Other	White	Total	
Rispone messaging	1 Edwards	81%	53%	30%	45%	
	2 Rispone	7%	35%	61%	45%	
	3 No Difference	12%	12%	9%	10%	
Total		100%	100%	100%	100%	

		Party				
		DEM	OTHER	REP	Total	
Rispone messaging	1 Edwards	73%	36%	15%	45%	
	2 Rispone	18%	48%	77%	45%	
	3 No Difference	9%	17%	8%	10%	
Total		100%	100%	100%	100%	

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Rispone messaging	1 Edwards	47%	49%	36%	45%
	2 Rispone	47%	38%	42%	45%
	3 No Difference	7%	13%	22%	10%
Total		100%	100%	100%	100%

		Region						
		Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Rispone messaging	1 Edwards	40%	48%	39%	47%	40%	50%	38% 45%
	2 Rispone	57%	45%	55%	50%	50%	33%	56% 45%
	3 No Difference	3%	7%	6%	3%	10%	17%	7% 10%
Total		100%	100%	100%	100%	100%	100%	100% 100%

		Cell Phone			
		Landline	Cell	Total	
Rispone messaging	1 Edwards	45%	46%	45%	
	2 Rispone	48%	38%	45%	
	3 No Difference	7%	16%	10%	
Total		100%	100%	100%	

		Gender			
		1 Male	2 Female	Total	
Rispone messaging	1 Edwards	40%	50%	45%	
	2 Rispone	49%	41%	45%	
	3 No Difference	11%	9%	10%	
Total		100%	100%	100%	

#### Question 9 – Senator Cassidy re-elect

		Race Name			
		Black	Other	White	Total
Senator Cassidy re-elect	1 Support	18%	47%	48%	40%
	2 Oppose	41%	18%	18%	24%
	3 Undecided	41%	35%	34%	36%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Senator Cassidy re-elect	1 Support	27%	38%	57%	40%
	2 Oppose	36%	23%	9%	24%
	3 Undecided	37%	39%	33%	36%
Total		100%	100%	100%	100%

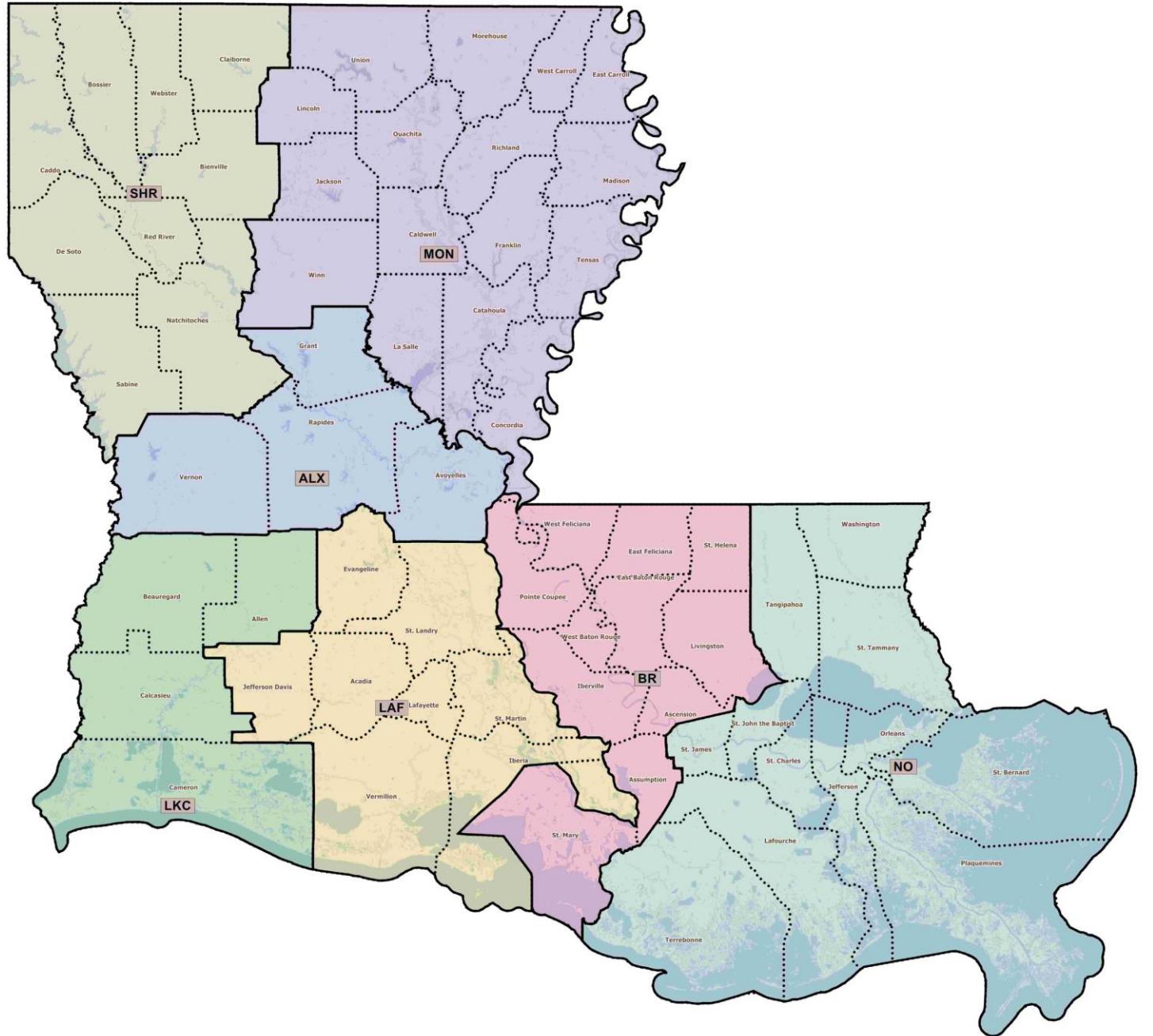
		Voter Likelihood			Total
		Chronic	Likely	Unlikely	
Senator Cassidy re-elect	1 Support	44%	24%	33%	40%
	2 Oppose	25%	27%	19%	24%
	3 Undecided	30%	49%	48%	36%
Total		100%	100%	100%	100%

		Region						Total
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	
Senator Cassidy re-elect	1 Support	47%	47%	39%	41%	33%	36%	39%
	2 Oppose	23%	27%	20%	18%	21%	28%	21%
	3 Undecided	30%	26%	40%	41%	46%	36%	40%
Total		100%	100%	100%	100%	100%	100%	100%

		Cell Phone			Total
		Landline	Cell	Total	
Senator Cassidy re-elect	1 Support	44%	31%	40%	
	2 Oppose	25%	23%	24%	
	3 Undecided	30%	47%	36%	
Total		100%	100%	100%	

		Gender			Total
		1 Male	2 Female	Total	
Senator Cassidy re-elect	1 Support	44%	36%	40%	
	2 Oppose	24%	25%	24%	
	3 Undecided	32%	39%	36%	
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)