



# Louisiana Political Survey

March 6<sup>th</sup>, 2015

MOE=+/-2.4%

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# Survey Findings:



Our statewide poll of 1,655 participants was conducted on March 5, 2015, and has a margin of error of +/-2.4%.

The poll was conducted as voters and the press have begun to focus on this fall's statewide races in Louisiana. Before this poll, no public poll had been completed since two of the gubernatorial candidates began paid media buys or since several public debates were held in that race. Previous polls have included other candidates for governor who have not announced and did not participate in any debate. The poll also measured the Lieutenant Governor, Attorney General and Commissioner of Insurance race, which are beginning to become active.



# Survey Findings:

## **POLITICAL ENVIRONMENT**

- The Louisiana political environment is cynical, to say the least. Currently 30% of the electorate believe Louisiana is headed in the right direction while 70% believe it's headed in the wrong direction.
- Incumbent Republican Governor Bobby Jindal currently has a 63% disapproval rating.
- In a head-to-head race for Governor, with a generic Democrat candidate vs. a generic Republican, the Republican candidate ONLY leads by six points, 53% Republican to 47% Democrat. That is far closer than any recent major statewide elections.
- This is a much different environment at the state level than we saw during the November 2014 federal election cycle in Louisiana. If a three-point swing were to occur on the generic ballot (certainly possible with Republicans in charge of an upcoming legislative session featuring a \$1.6 billion deficit next month), the two generic candidates would be dead even.

# Survey Findings:



## GOVERNOR

- The race for Governor is increasingly shaping up to be a David Vitter vs. John Bel Edwards run-off as no candidates are close enough to 50%.
- Currently Vitter is leading with 35% (23% definitely/12% probably) followed by Edwards at 33% (16% definitely/17% probably).
- Jay Dardenne is running third with 15% (8% definitely/7% probably), while Scott Angelle trails with 7% (3% definitely/4% probably). 11 % remain undecided.
- Edwards' radio buy seems to be consolidating African American support (68% Edwards/13% undecided).
- Despite a reported 200 television buy, Angelle remains in mid single digits.

# Survey Findings:



## **LIEUTENANT GOVERNOR**

- This appears to be developing into a tight race for a run-off against Kip Holden. Currently Holden is leading at 33%, while John Young and Billy Nungesser are around the margin of error for second--Nungesser at 23% and Young at 20%.

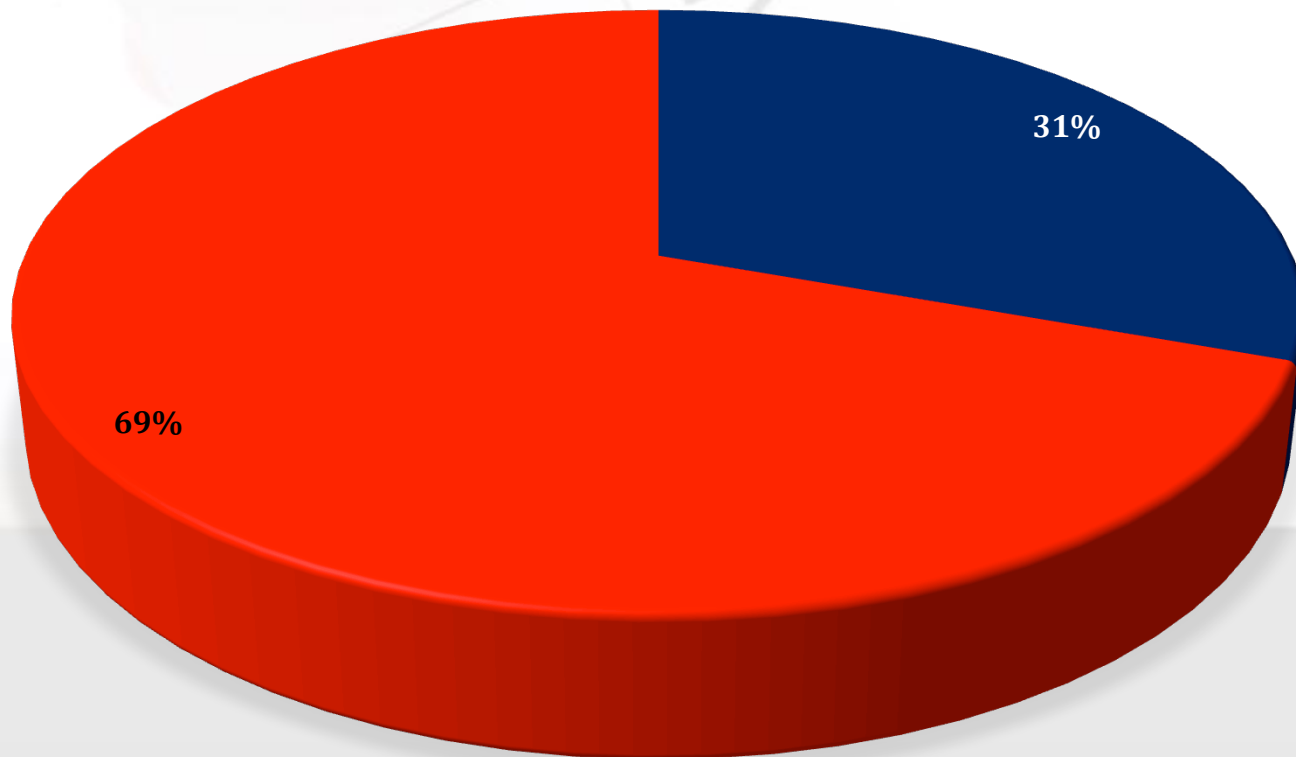
## **ATTORNEY GENERAL**

- Currently the incumbent, Republican Buddy Caldwell, is dead even with potential Democrat candidate Jacque Roy, both at 30%. Republican Jeff Landry is at 20%, while 20% remain undecided.

## **INSURANCE COMMISSIONER**

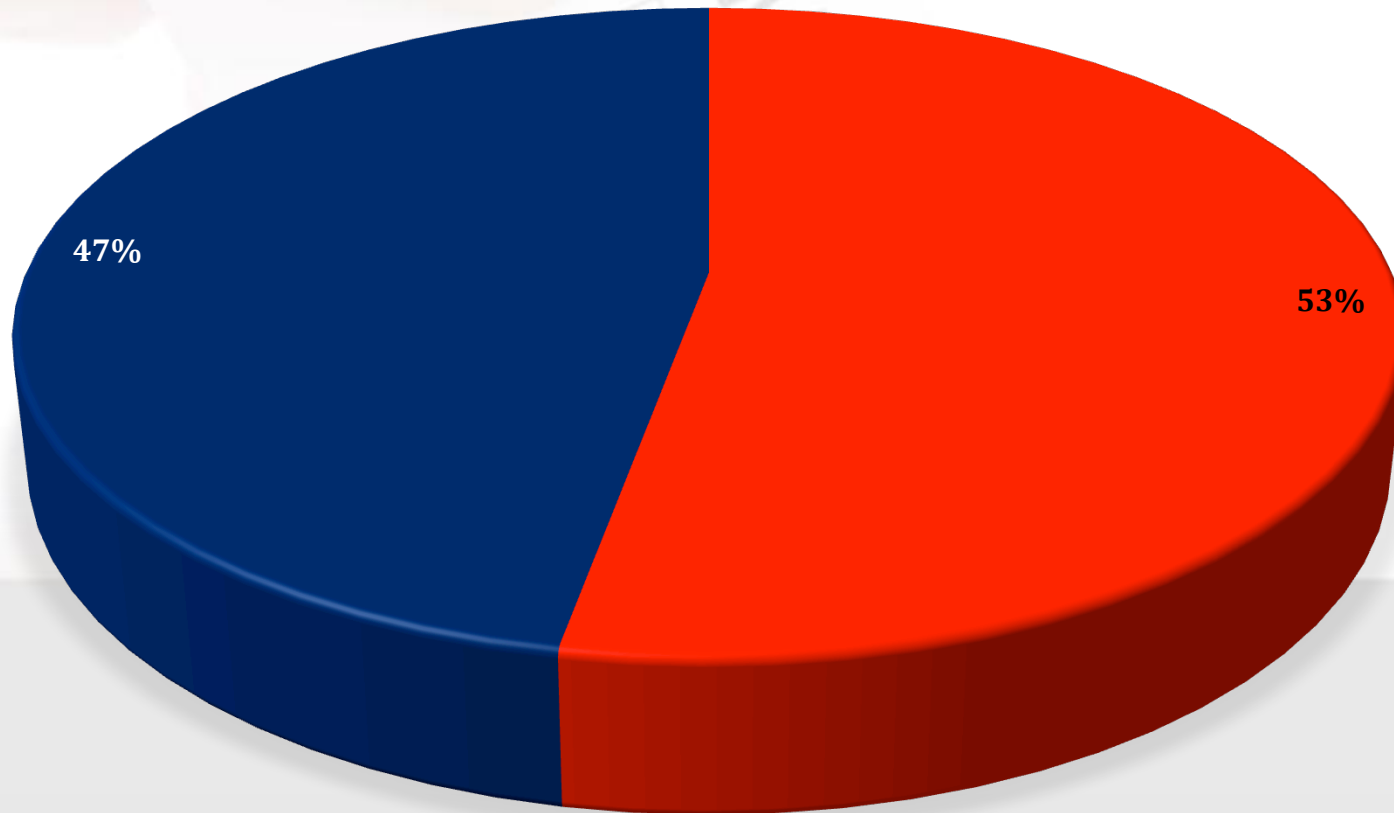
- Republican incumbent Jim Donelon (45%) remains in good shape and has a healthy lead over recently announced opponent Republican Matt Parker (13%). 41 % are undecided.

Q 2. Would you say things in LOUISIANA are going in the right direction or have they gotten off on the wrong track?



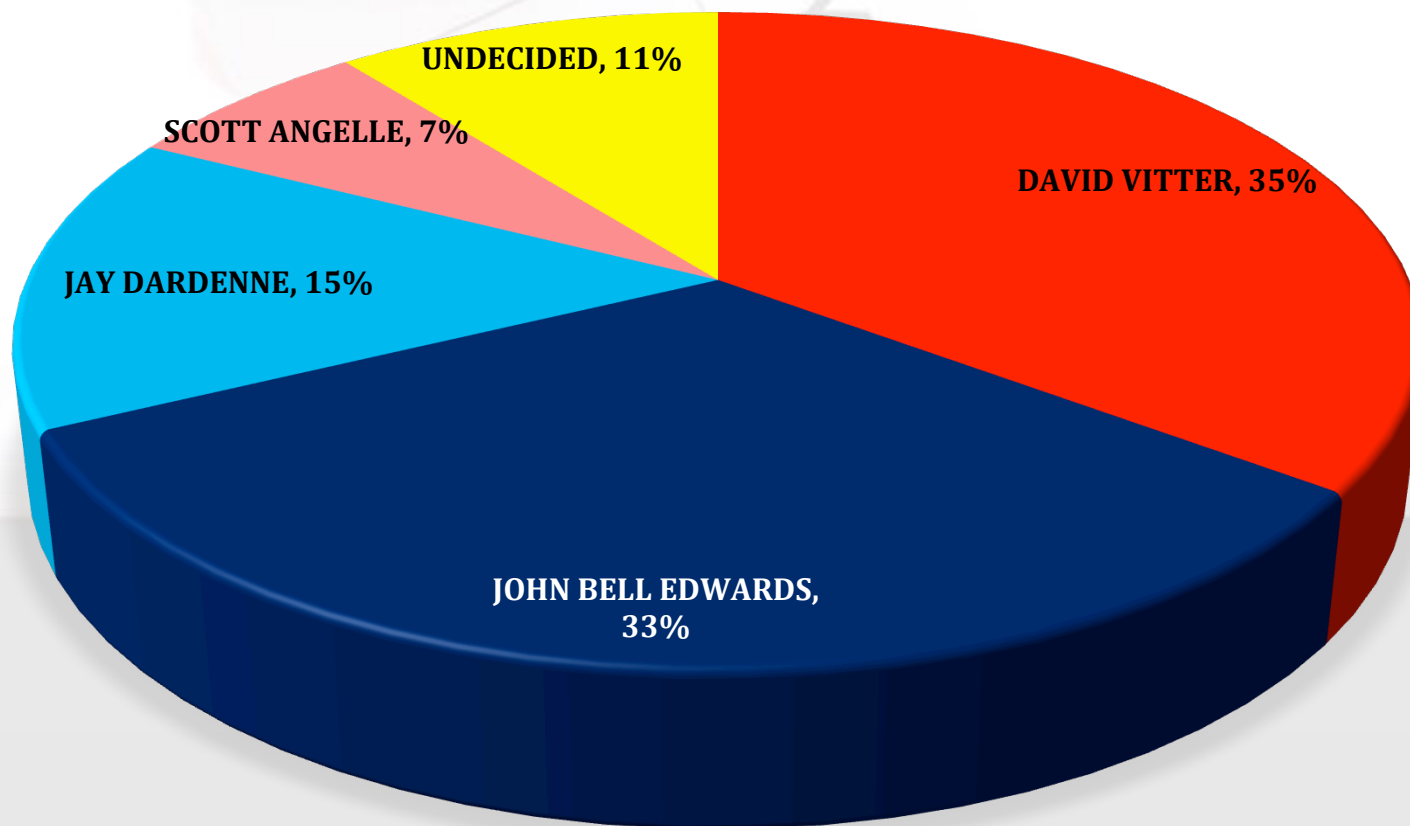
■ RIGHT DIRECTION ■ WRONG TRACK

Q 3. If the election for GOVERNOR was being held today, and all you knew about the two candidates was that one was a Republican and the other was a Democrat, for whom would you vote?



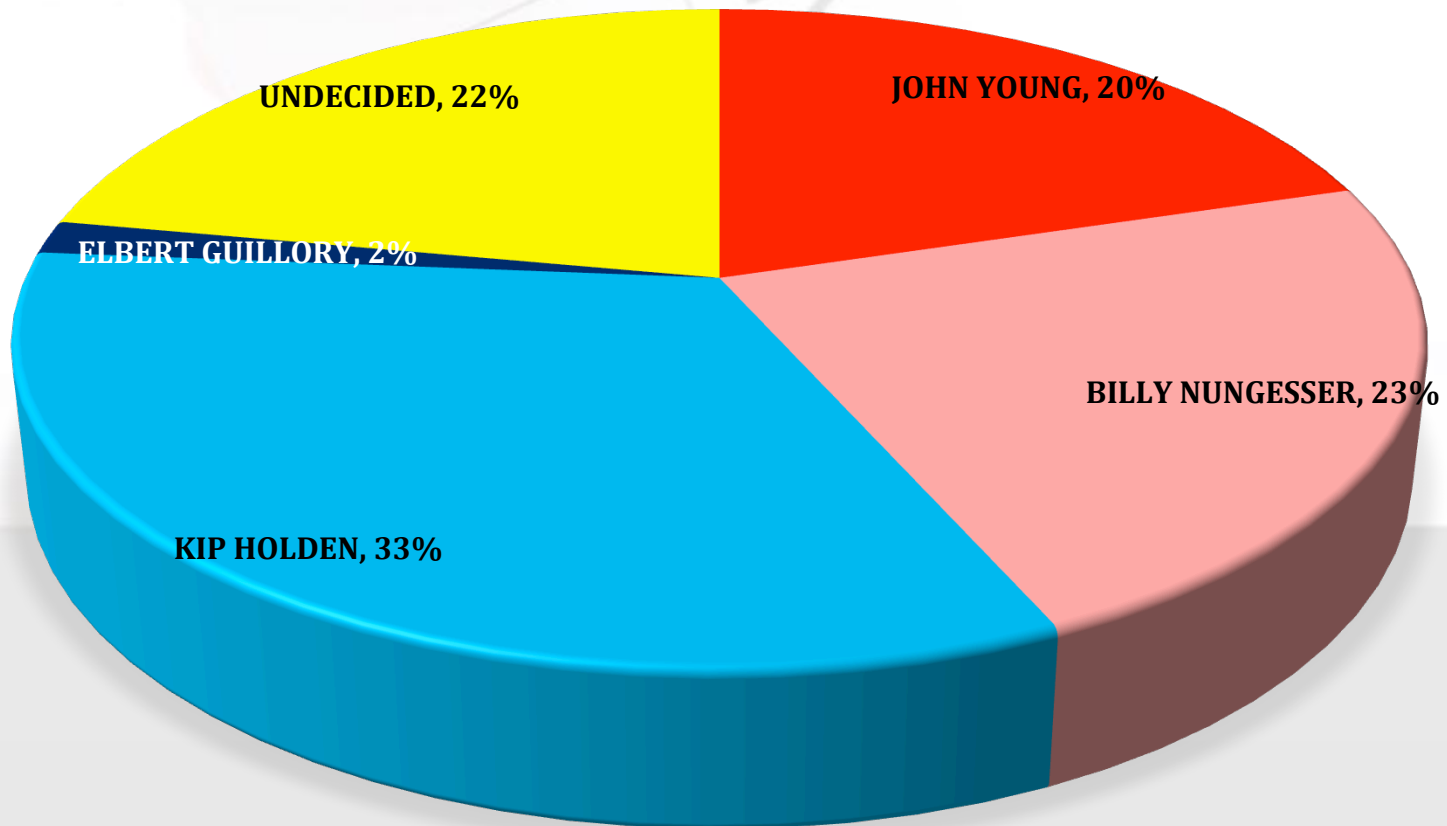
■ REPUBLICAN ■ DEMOCRAT

Q 4. If the elections were being held today, for whom would you vote if the candidates were Republican, David Vitter; Democrat , John Bel Edwards; Republican, Jay Dardenne; or Republican, Scott Angelle?

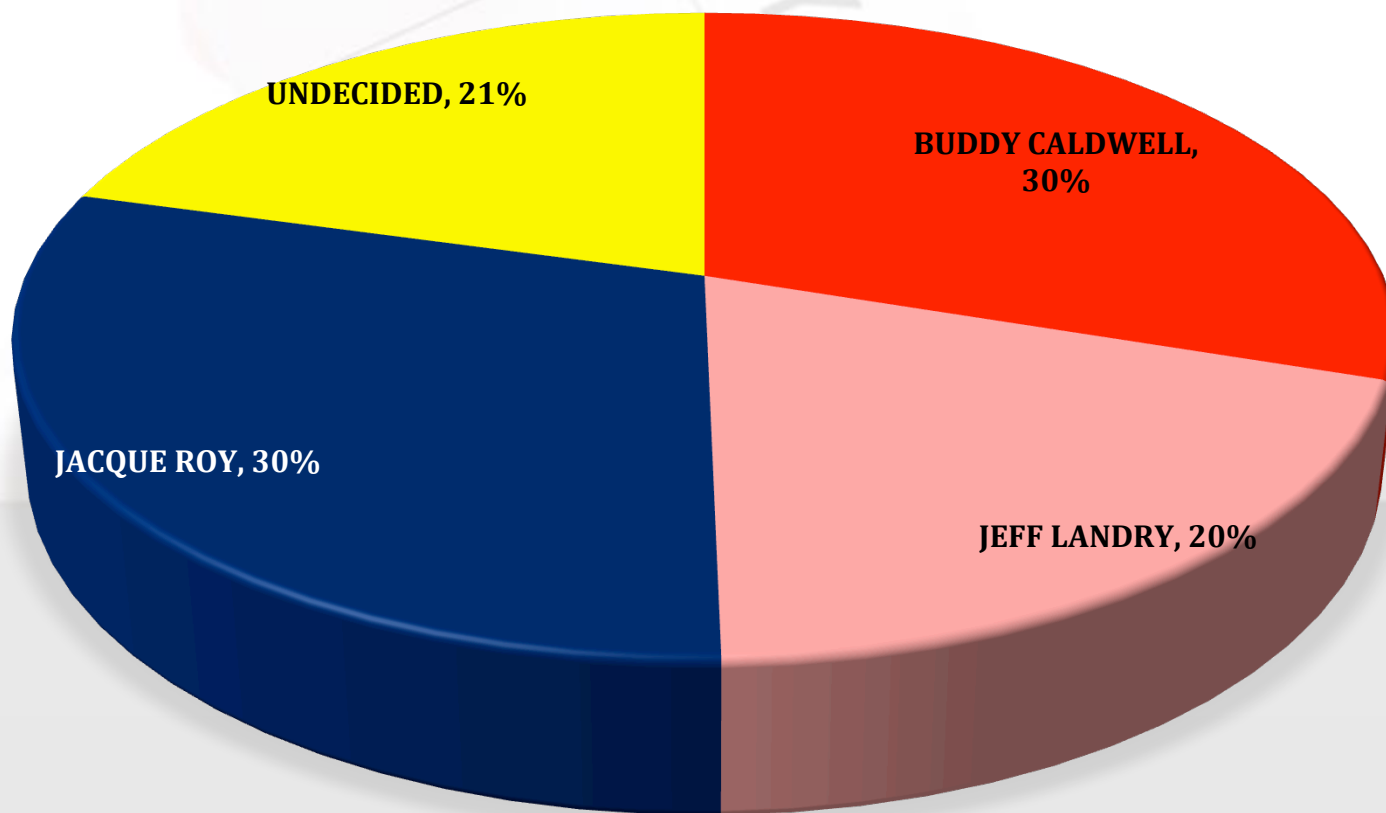




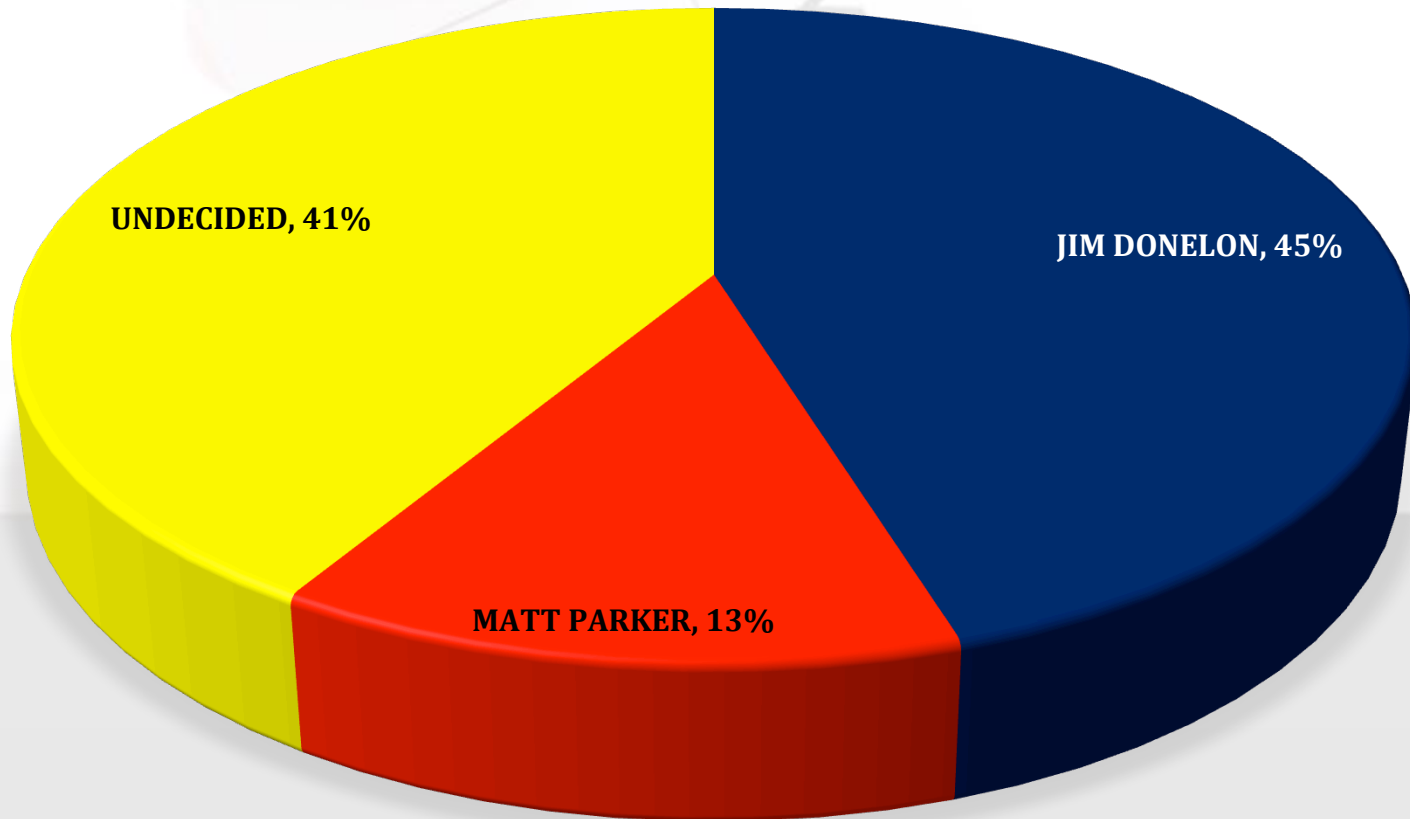
Q 9. And if the election for Lieutenant Governor were being held today for whom would you vote if the candidates were Republican John Young, Republican Billy Nungesser and Democrat Kip Holden?



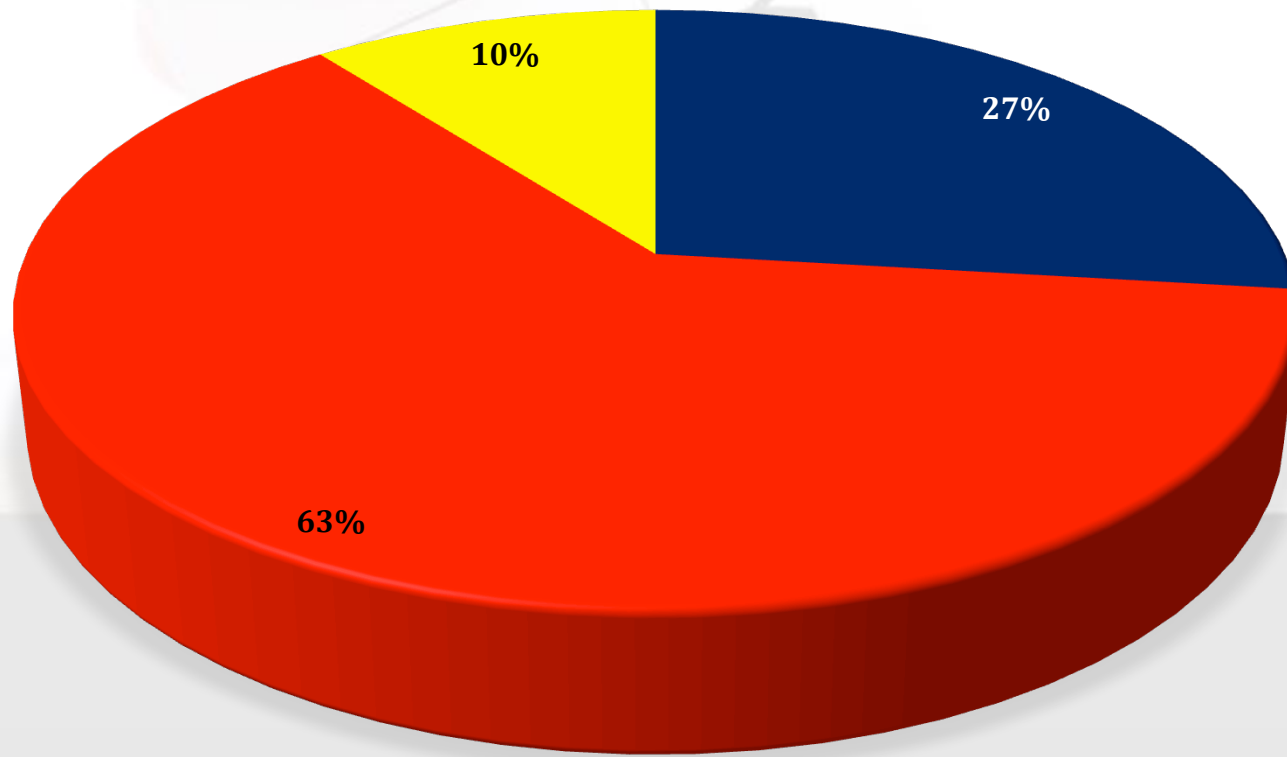
Q 10. And if the election for Attorney General was being held today for whom would you vote if the candidates were Republican Buddy Caldwell, Republican Jeff Landry and Democrat Jacque Roy?



Q 11. And if the elections for Commissioner of Insurance was being held today for whom would you vote if the candidates were Republican Jim Donelon or Republican Matt Parker?



Q 12. And do you approve or disapprove of the job that Bobby Jindal is doing as Governor?

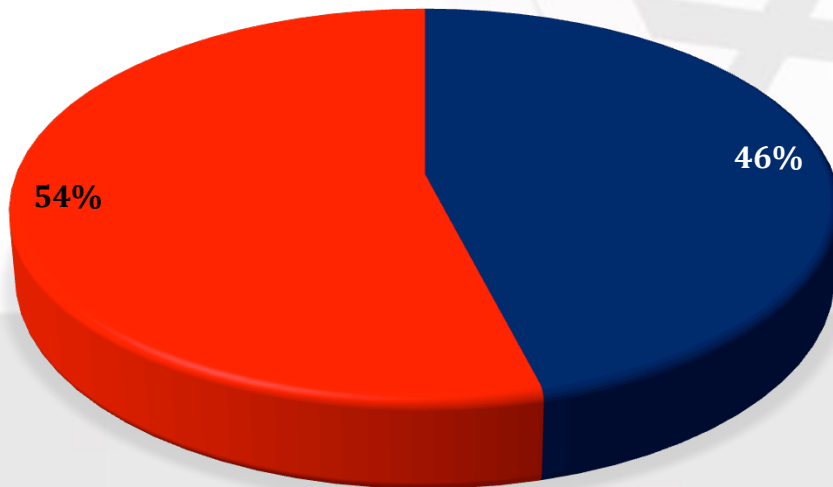


■ APPROVE ■ DISAPPROVE ■ UNDECIDED

# Survey Demographics

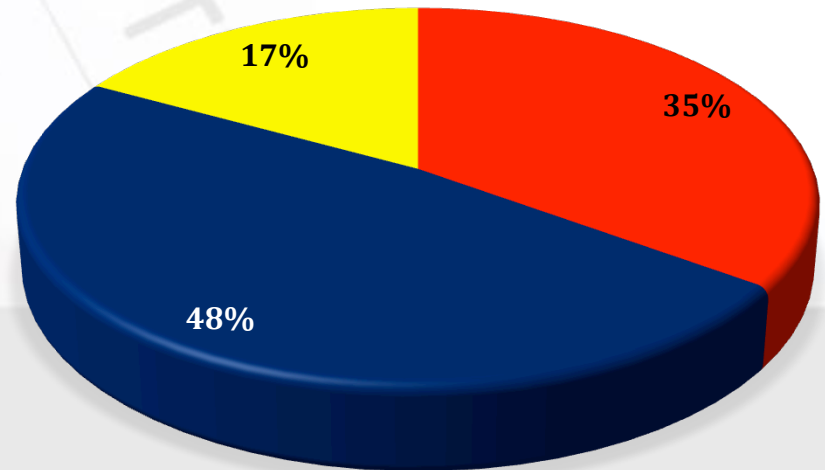


Q 13. Are you male or female?



■ MALE ■ FEMALE

Q14-16. Regardless of how you feel today, with which party are you registered to vote?

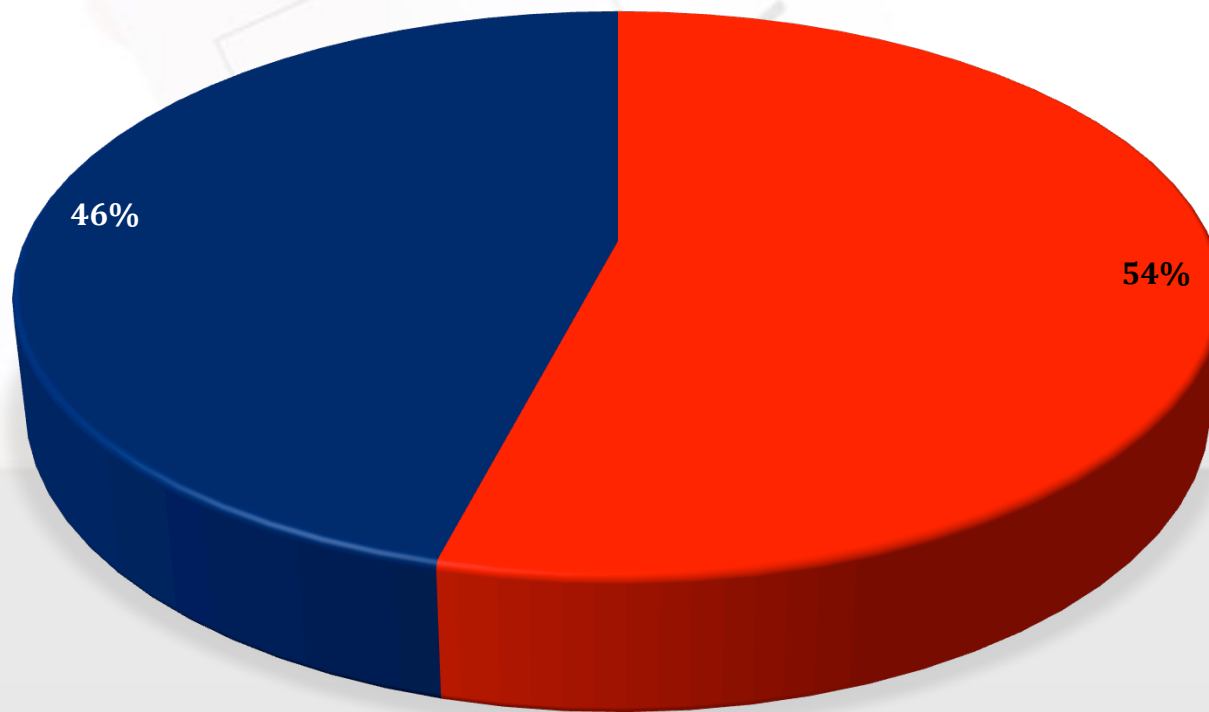


■ REPUBLICAN ■ DEMOCRAT ■ INDEPENDENT

# Survey Demographics



Q 17. And regardless of you party registration, which party best represents your political point of view?

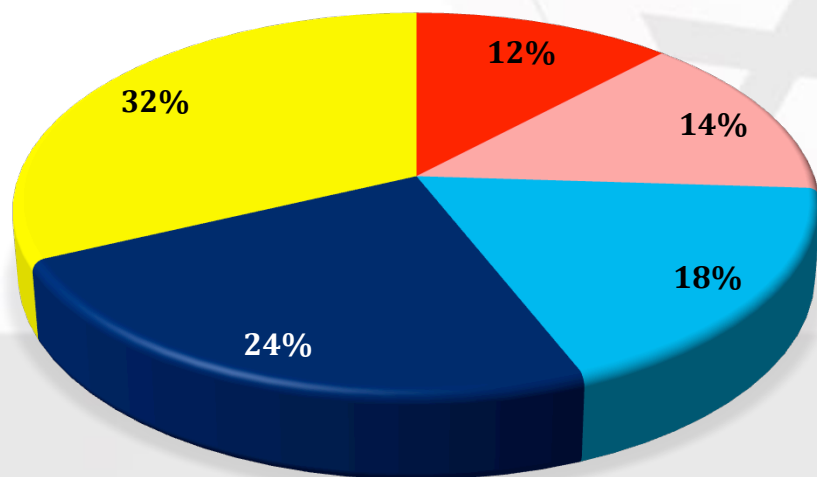


■ REPUBLICAN ■ DEMOCRAT

# Survey Demographics

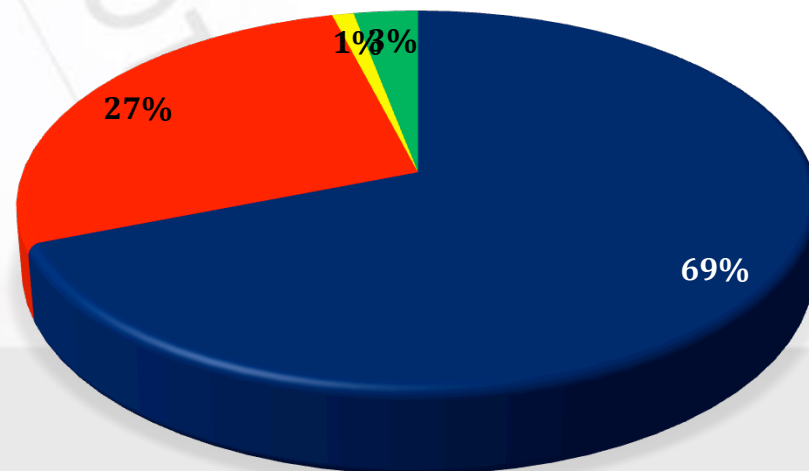


Q 18. Which of the following age group applies to you?



■ 18-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65 PLUS

Q 19. For statistical purposes only, what is your race?



■ WHITE ■ BLACK ■ HISPANIC ■ OTHER