





MARKET RESEARCH INSIGHT

LOUISIANA RUN-OFF
 SURVEY RESEARCH REPORT
 NOVEMBER 2015 JOB NUMBER:
 OVERALL RESULTS

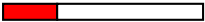

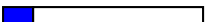
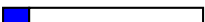
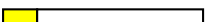
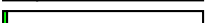


QUESTION 1. HOW LIKELY ARE YOU TO VOTE IN THE NOVEMBER 21ST RUN-OFF
 ELECTION FOR GOVERNOR AND OTHER STATEWIDE OFFICES:

	#	%	
1. DEFINITELY VOTING	523	87	
2. PROBABLY VOTING	77	13	
TOTAL	600		

QUESTION 2. NIGHT. BY OBSERVATION

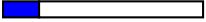
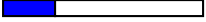
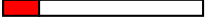

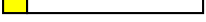
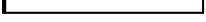
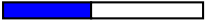

	#	%	
1. NIGHT 1	300	50	
2. NIGHT 2	300	50	
TOTAL	600		

QUESTION 3. JOHN BEL EDWARDS

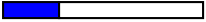
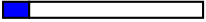





	#	%	
1. STRONGLY FAVORABLE	161	27	
2. SOMEWHAT FAVORABLE	164	27	
3. SOMEWHAT UNFAVORABLE	90	15	
4. STRONGLY UNFAVORABLE	75	13	
5. NO OPINION	99	17	
6. NOT AWARE	9	2	
TOTAL	600		
FAVORABLE	326	54%	
UNFAVORABLE	166	28%	
NET FAVORABLE	160	27%	
FAVOR : UNFAVOR	2.0:1		

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QUESTION 4. DAVID VITTER

	#	%	
1. STRONGLY FAVORABLE	107	18	
2. SOMEWHAT FAVORABLE	157	26	
3. SOMEWHAT UNFAVORABLE	109	18	
4. STRONGLY UNFAVORABLE	147	24	
5. NO OPINION	74	12	
6. NOT AWARE	6	1	
TOTAL		600	
FAVORABLE	264	44%	
UNFAVORABLE	256	43%	
NET FAVORABLE	8	1%	
FAVOR : UNFAVOR		1.0:1	

QUESTION 5. TWO CANDIDATES EMERGED FROM LAST SATURDAY'S PRIMARY ELECTION FOR GOVERNOR. IF THE NOVEMBER 21ST RUN-OFF ELECTION WERE HELD TODAY, WOULD YOU VOTE FOR: JOHN BEL EDWARDS, A DEMOCRAT OR DAVID VITTER, A REPUBLICAN? IF NOT SURE/REFUSED... EVEN THOUGH YOU ARE UNDECIDED ABOUT YOUR VOTE FOR GOVERNOR, ARE YOU LEANING TOWARD: JOHN BEL EDWARDS, A DEMOCRAT OR DAVID VITTER, A REPUBLICAN?

	ADJUSTED 20% AA	ADJUSTED 26% AA	UNADJUSTED	
1. VITTER	41%	38%	28%	
2. LEAN VITTER			13	
3. LEAN EDWARDS			13	
4. EDWARDS	48	52	34	
98. UNDECIDED	11*	10*	12	
*All white voters				
EDWARDS	48%	52%	48%	
VITTER	41%	38%	41%	

Note: At 26% African American, when white undecided are adjusted proportionally to what each candidate received among whites results are Edwards 56% and Vitter 44%. However with 20% African American results using same procedure are Edwards 53% and Vitter 47%. Low African American participation at 20% would probably give Edwards a 6% lead compared to 12% with 26% African Americans.

Since the October 27-28 survey, Vitter has improved his vote by almost 2% over 11 days. With another 11 days to go if this trend continues Vitter should improve his vote by another 2% giving Edwards with 26% African American vote an 8% lead and with 20% African American participation Edwards with a 2% lead.

Although only based on 300 samples each night, Edwards fell 10% among white voters from Monday to Tuesday and Vitter gained 8%. We did have a larger black population Monday night than Tuesday and that could explain all or part of the difference. I do not know when the Vitter ad aired or when the Vitter with family ad aired. One or both of those ads could have made a difference. We continue tracking with 200 voters daily so within two days we should know if the change between Monday and Tuesday is real or not. I do know that Edwards lost his lead with independent white voters and is now tied with Vitter; whereas he had a 6% lead in the October 27-28 survey.

I am of the opinion as expressed earlier that Vitter's hard negative attacks on Angelle and Dardenne plus news about private investigators tailing the other candidates and big donors heavily involved in the other campaigns has caused voters to lose credibility so he will have a difficult time getting out ads that voters believe. Vitter's only hope is for the Edwards campaign to make one or more major mistakes. Edwards going on hard attacks when all he has to do is run out the clock could give Vitter the opportunity he needs.

I am still of the opinion that Vitter has a better campaign team than Edwards, and in the Unlikely event Vitter wins it will because of the quality of each candidate's campaign team. The ad from the Edward's own campaign instead of a PAC concerning Vitter's missed vote honoring patriots while taking a call from a prostitute was unwise and not needed for voters who are turned off by the Primary campaign attacks as seen by the low election turnout. Even for the Runoff we had 21% of voters who participated in the 2011 and 2014 elections say they were not going to vote in the runoff.

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QUESTION 6. IN A RUN-OFF ELECTION FOR LT. GOVERNOR HELD TODAY, WOULD YOU VOTE FOR: MELVIN "KIP" HOLDEN, A DEMOCRAT OR WILLIAM "BILLY" NUNGESSER, A REPUBLICAN? IF NOT SURE/REFUSED... EVEN THOUGH YOU ARE UNDECIDED ABOUT YOUR VOTE FOR LT. GOVERNOR, ARE YOU LEANING TOWARD: MELVIN "KIP" HOLDEN, A DEMOCRAT OR WILLIAM "BILLY" NUNGESSER, A REPUBLICAN?

	ADJUSTED 20% AA	ADJUSTED 26% AA	UNADJUSTED	
1. HOLDEN	50%	54%	29%	
2. LEAN HOLDEN			11	
3. LEAN NUNGESSER			17	
4. NUNGESSER	38	35	32	
98. UNDECIDED	12*	11*	11	
HOLDEN	50%	54%	48%	
NUNGESSER	38%	35%	40%	

Note: Nungesser faces an uphill battle because white voters are responding 46% Nungesser and 39% Holden which is both unexpected and unprecedented in Louisiana statewide. It is obvious that many white voters do not know that Holden is black


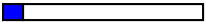
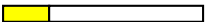

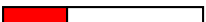

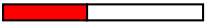

QUESTION 7. IN A RUN-OFF ELECTION FOR ATTORNEY GENERAL HELD TODAY, WOULD YOU VOTE FOR: BUDDY CALDWELL, A REPUBLICAN OR JEFF LANDRY, A REPUBLICAN? IF NOT SURE/REFUSED... EVEN THOUGH YOU ARE UNDECIDED ABOUT YOUR VOTE FOR ATTORNEY GENERAL, ARE YOU LEANING TOWARD: BUDDY CALDWELL, A REPUBLICAN OR JEFF LANDRY, A REPUBLICAN?

	#	%	
1. CALDWELL	180	30	
2. LEAN CALDWELL	76	13	
3. LEAN LANDRY	67	11	
4. LANDRY	142	24	
98. UNDECIDED	128	22	
CALDWELL	256	43%	
LANDRY	210	35%	


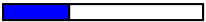
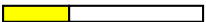

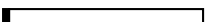
Note: Incumbents usually receive about one third of undecided voters against a strong opponent Which would make the race with 26% African American participation Caldwell 50% and 50%. Caldwell must can do better than the that to win. Caldwell gets 40% of black and 44% of whites and Landry gets 30% of blacks and 38% of whites. Thirty percent of blacks and 18% of whites are undecided.

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QUESTION 8. REGARDLESS OF HOW YOU ARE REGISTERED TO VOTE, DO YOU THINK OF YOURSELF AS A REPUBLICAN, A DEMOCRAT, OR AN INDEPENDENT? (IF INDEPENDENT, ASK...) DO YOU LEAN MORE TOWARD THINKING OF YOURSELF AS A REPUBLICAN OR A DEMOCRAT?

	#	%	
1. DEMOCRAT	147	25	
2. INDEPENDENT DEMOCRAT	57	10	
3. COMPLETELY INDEPENDENT	135	23	
4. INDEPENDENT REPUBLICAN	62	10	
5. REPUBLICAN	191	32	
98. NOT SURE	4	1	
TOTAL	600		
REPUBLICAN	253	42%	
DEMOCRAT	203	34%	

QUESTION 9. DO YOU CONSIDER YOURSELF A BORN-AGAIN OR EVANGELICAL CHRISTIAN? (IF YES, ASK...) IN A TYPICAL MONTH, HOW MANY TIMES DO YOU GO TO CHURCH?

	#	%	
1. NOT EVANGELICAL/BORN-AGAIN CHRISTIAN	189	32	
2. EVANGELICAL CHRISTIAN <4 TIMES MONTHLY	194	33	
3. EVANGELICAL CHRISTIAN />4 TIMES MONTHLY	193	33	
98. NOT SURE	7	1	
99. REFUSED	18		
TOTAL	600		

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QUESTION 10. AGE

	#	%	
1. 18-34	42	7	
2. 35-44	68	11	
3. 45-54	151	25	
4. 55-64	126	21	
5. 65+	212	35	
TOTAL	600		

QUESTION 11. ETHNICITY

	#	%	
1. AFRICAN-AMERICAN	150	25	
2. ETHNIC MAJORITY (WHITE)	438	73	
4. OTHER	12	2	
TOTAL	600		

QUESTION 12. AFFILIATION

	#	%	
1. DEMOCRAT	311	52	
2. REPUBLICAN	207	34	
3. UNAFFILIATED	77	13	
4. OTHER	5	1	
TOTAL	600		

QUESTION 13. GENDER

	#	%	
1. MALE	290	48	
2. FEMALE	310	52	
TOTAL	600		

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QUESTION 14. DMA

	#	%	
1. ALEXANDRIA	38	6	
2. BATON ROUGE	126	21	
3. LAFAYETTE	88	15	
4. LAKE CHARLES	24	4	
5. MONROE-EL DORADO	66	11	
6. NEW ORLEANS	179	30	
7. SHREVEPORT	79	13	
TOTAL	600		

QUESTION 15. CELL PHONES

	#	%	
1. YES	133	22	
2. NO	467	78	
TOTAL	600		