

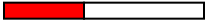



LOUISIANA RUN-OFF
 SURVEY RESEARCH REPORT
 NOVEMBER 13 & 16, 2015
 OVERALL RESULTS



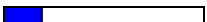
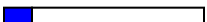
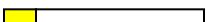
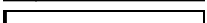


QUESTION 1. HOW LIKELY ARE YOU TO VOTE IN THE NOVEMBER 21ST RUN-OFF ELECTION FOR GOVERNOR AND OTHER STATEWIDE OFFICES:

	#	%	
1. DEFINITELY VOTING	433	87	
2. PROBABLY VOTING	67	13	
TOTAL	500		

QUESTION 2. NIGHT. BY OBSERVATION

	#	%	
5. NIGHT 5	200	40	
6. NIGHT 6	300	60	
TOTAL	500		

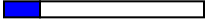
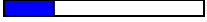
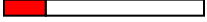

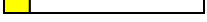
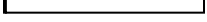


QUESTION 3. JOHN BEL EDWARDS

	#	%	
1. STRONGLY FAVORABLE	122	24	
2. SOMEWHAT FAVORABLE	127	25	
3. SOMEWHAT UNFAVORABLE	94	19	
4. STRONGLY UNFAVORABLE	72	14	
5. NO OPINION	79	16	
6. NOT AWARE	6	1	
TOTAL	500		
FAVORABLE	249	50%	
UNFAVORABLE	166	33%	
NET FAVORABLE	83	17%	
FAVOR : UNFAVOR	1.5:1		

NOTES: EDWARDS DECLINED 44% TO 41% FRIDAY TO MONEY AMONG FAVORABLES AND INCREASED 39% TO 41% UNFAVORABLES. EDWARDS 41% FAVORABLE AND 47% UNFAVORABLE EVANGELICALS. EDWARDS 43% FAVORABLE AND 41% UNFAVORABLE AMONG WHITE SENIORS 65 PLUS. ALL WHITES ENTIRE SAMPLE EDWARDS 43% FAVORABLE AND 41% UNFAVORABLE. PREVIOUSLY EDWARDS NOT DOING AS WELL WITH WHITE MEN BUT NOW 45% FAVORABLE AND 41% UNFAVORABLE.

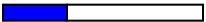


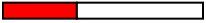

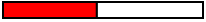
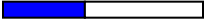
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QUESTION 4. DAVID VITTER

	#	%	
1. STRONGLY FAVORABLE	89	18	
2. SOMEWHAT FAVORABLE	124	25	
3. SOMEWHAT UNFAVORABLE	104	21	
4. STRONGLY UNFAVORABLE	115	23	
5. NO OPINION	63	13	
6. NOT AWARE	5	1	
TOTAL	500		
FAVORABLE	212	42%	
UNFAVORABLE	219	44%	
NET FAVORABLE	-7	-1%	
FAVOR : UNFAVOR		1:1.0	

NOTES: VITTER INCREASED 49% TO 51% FAVORABLE WITH WHITES BETWEEN FRIDAY AND MONDAY AND 40% TO 37% UNFAVORABLES. VITTER IMPROVED FAVORABLES AMONG WHITE INDEPENDENTS AND HAS 8% HIGHER FAVORABLE THAN UNFAVORABLE AMONG WHITE EVANGELICALS. WITH WHITES VITTER 55% FAVORABLES AND 35% UNFAVORABLE MEN AND 45% FAVORABLE AND 42% UNFAVORABLE WOMEN.

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%	39%	32%	
2. LEAN VITTER			9	
3. LEAN EDWARDS			10	
4. EDWARDS	51	54	37	
98. NOT SURE	8*	7*	12	
EDWARDS	51%	54%	47%	
VITTER	41	39	41	

NOTES: AMONG WHITES VITTER GAINED 3% FROM FRIDAY TO MONDAY AND EDWARDS GAINED 1% BOTH CANDIDATES DO THE SAME IN VOTE FROM FAVORABLES BUT VITTER STILL GETS DOUBLE THE VOTE COMPARED TO EDWARDS FROM VITTER'S UNFAVORABLE AND NO OPINION VOTES. REPUBLICANS VOTING PARTY EVEN IF THEY DON'T LIKE THE CANDIDATE. EDWARDS DOES MUCH BETTER AMONG WHITE REPUBLICANS THAN VITTER AMONG DEMOCRATS. WHITE EVANGELICALS NOW VITTER 49% AND EDWARDS 46%, A MAJOR CHANGE FROM A WEEK AGO BUT SMALL SUB-SAMPLE SIZE. WHITE SENIORS 65 PLUS VITTER 51% AND EDWARDS 44%. LITTLE DIFFERENCE BASED ON GENDER WITH WHITES.

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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	37%	41%	27%	
2. LEAN HOLDEN			6	
3. LEAN NUNGESSER			8	
4. NUNGESSER	48	46	43	
98. NOT SURE	14*	12*	17	
NUNGESSER	48%	46%	51%	
HOLDEN	37	41	33	

NOTES; NUNGESSER MAINTAINS 5% LEAD AT 26% AA BUT IF BLACK TURNOUT IS 30% NUNGESSER COULD BE IN TROUBLE. ALL WHITES 60% NUNGESSER AND 23% HOLDEN. NUNGESSER MUST INCREASE WHITE VOTE TO AT LEAST 67% AND WITH 12% WHITE UNDECIDED THAT SHOULD ADD 6% TO NUNGESSER VOTE IF ALL GO TO POLLS. IF AA TURNOUT GOES TO 30% NUNGESSER IS PROBABLY IN TROUBLE BASED ON CURRENT FIGURES.



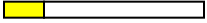

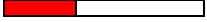

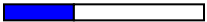
QUESTION 7. IN A RUN-OFF ELECTION FOR ATTORNEY GENERAL HELD TODAY, WOULD YOU VOTE FOR: BUDDY CALDWELL, A REPUBLICAN OR JEFF LANDRY, A REPUBLICAN? IF NOT SURE/REFUSED... EVEN THOUGH YOU ARE UNDECIDED ABOUT YOUR VOTE FOR ATTORNEY GENERAL, ARE YOU LEANING TOWARD: BUDDY CALDWELL, A REPUBLICAN OR JEFF LANDRY,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

	#	%	
1. CALDWELL	127	26	
2. LEAN CALDWELL	43	9	
3. LEAN LANDRY	40	8	
4. LANDRY	176	36	
98. NOT SURE	103	21	
CALDWELL	170	35%	
LANDRY	217	44%	

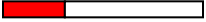



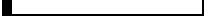
NOTES: STILL STUDYING WHAT IS HAPPENING IN ATTORNEY GENERAL BUT FRIDAY TO MONDAY CALDWELL 39% TO 33% AND LANDRY 42% TO 49%. REPUBLICANS MOVING STRONGLY LANDRY ALL WHITE AGE GROUPS MOVING LANDRY. WHITE INDEPENDENTS LANDRY 54% AND CALDWELL 44%. OBVIOUSLY SOMETHING MAJOR HAS HAPPENED IN THIS RACE. NEED TO GET REPORT FROM MEMBERS AS TO MEDIA AND NEWS EVENTS.

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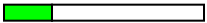

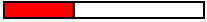
QUESTION 8. REGARDLESS OF HOW YOU ARE REGISTERED TO VOTE, DO YOU THINK OF YOURSELF AS A REPUBLICAN, A DEMOCRAT, OR AN INDEPENDENT? (IF INDEPENDENT, ASK...) DO YOU LEAN MORE TOWARD THINKING OF YOURSELF AS A REPUBLICAN OR A DEMOCRAT?

	#	%	
1. DEMOCRAT	130	26	
2. INDEPENDENT DEMOCRAT	46	9	
3. COMPLETELY INDEPENDENT	99	20	
4. INDEPENDENT REPUBLICAN	47	9	
5. REPUBLICAN	179	36	
TOTAL	500		
REPUBLICAN	226	45%	
DEMOCRAT	175	35%	

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?

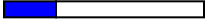


	#	%	
1. NOT EVANGELICAL/BORN-AGAIN C	152	31	
2. EVANGELICAL CHRISTIAN <4 TIM	167	35	
3. EVANGELICAL CHRISTIAN/>4 TIM	155	32	
98. NOT SURE	9	2	
99. REFUSED	17		
TOTAL	500		

QUESTION 10. AGE


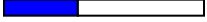

	#	%	
1. 18-34	37	7	
2. 35-44	62	12	
3. 45-54	121	24	
4. 55-64	106	21	
5. 65+	175	35	
TOTAL	500		

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QUESTION 11. ETHNICITY

	#	%	
1. AFRICAN-AMERICAN	129	26	
2. ETHNIC MAJORITY (WHITE)	363	73	
4. OTHER	8	2	
TOTAL	500		

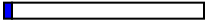
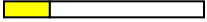


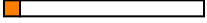
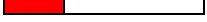

QUESTION 12. AFFILIATION

	#	%	
1. DEMOCRAT	245	49	
2. REPUBLICAN	185	37	
3. UNAFFILIATED	70	14	
TOTAL	500		

QUESTION 13. GENDER

	#	%	
1. MALE	250	50	
2. FEMALE	250	50	
TOTAL	500		

QUESTION 14. DMA

	#	%	
1. ALEXANDRIA	22	4	
2. BATON ROUGE	113	23	
3. LAFAYETTE	84	17	
4. LAKE CHARLES	33	7	
5. MONROE-EL DORADO	39	8	
6. NEW ORLEANS	149	30	
7. SHREVEPORT	61	12	
TOTAL	500		

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QUESTION 15. CELL PHONES

	#	%
1. YES	100	20
2. NO	400	80
TOTAL	500	

