
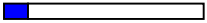


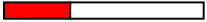
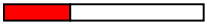

# MARKET RESEARCH INSIGHT

LOUISIANA RUN-OFF  
 SURVEY RESEARCH REPORT  
 NOVEMBER 16-18, 2015 900 SAMPLE  
 OVERALL RESULTS WITH 300 PWE NIGHT


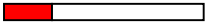
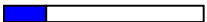
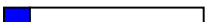
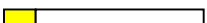
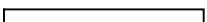

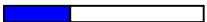
QUESTION 1. HOW LIKELY ARE YOU TO VOTE IN THE NOVEMBER 21ST RUN-OFF  
 ELECTION FOR GOVERNOR AND OTHER STATEWIDE OFFICES:

	#	%	
1. DEFINITELY VOTING	796	88	
2. PROBABLY VOTING	104	12	
TOTAL	900		

QUESTION 2. NIGHT. BY OBSERVATION


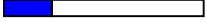
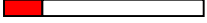
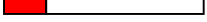
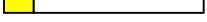
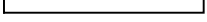
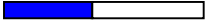

	#	%	
6. NIGHT 6	301	33	
7. NIGHT 7	299	33	
8. NIGHT 8	300	33	
TOTAL	900		

QUESTION 3. JOHN BEL EDWARDS

	#	%	
1. STRONGLY FAVORABLE	228	25	
2. SOMEWHAT FAVORABLE	220	24	
3. SOMEWHAT UNFAVORABLE	187	21	
4. STRONGLY UNFAVORABLE	113	13	
5. NO OPINION	148	16	
6. NOT AWARE	4	0	
TOTAL	900		
FAVORABLE	448	50%	
UNFAVORABLE	300	33%	
NET FAVORABLE	148	16%	
FAVOR : UNFAVOR	1.5:1		

LOUISIANA RUN-OFF  
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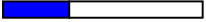
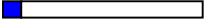
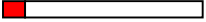
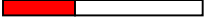


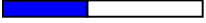
QUESTION 4. DAVID VITTER

	#	%	
1. STRONGLY FAVORABLE	178	20	
2. SOMEWHAT FAVORABLE	218	24	
3. SOMEWHAT UNFAVORABLE	175	19	
4. STRONGLY UNFAVORABLE	186	21	
5. NO OPINION	139	15	
6. NOT AWARE	4	0	
TOTAL		900	
FAVORABLE	396	44%	
UNFAVORABLE	361	40%	
NET FAVORABLE	35	4%	
FAVOR : UNFAVOR		1.1:1	

NOTES: VITTER CONTINUES TO HAVE HIGH UNFAVORABLES OF 40% WITH ONLY 4% HIGHER FAVORABLE. EDWARDS HAS 50% FAVORABLE WITH 33% UNFAVORABLE FOR A NET DIFFERENCE OF 16% COMPARED TO 4% FOR VITTER. VITTER'S FAVORABLES ARE IN A SLOW DECLINE AND EDWARDS SHOW IMPROVE OF AT LEAST 1% PER DAY IN THE THREE DAYS.

QUESTION 5.

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	ADJUSTED 30%AA	UNADJUSTED	
1. VITTER	43%	40%	39%	33%	
2. LEAN VITTER				9	
3. LEAN EDWARDS				11	
4. EDWARDS	49	52	54	36	
98. NOT SURE	7%	8*	7*	11	
EDWARDS	49%	52%	54%	47%	
VITTER	43	40	39	42%	

NOTES: WHITES FOR THREE DAYS 900 SAMPLE 26% AA VITTER 52% EDWARDS 38%. FOR MONDAY 300 SAMPLE VITTER 51%, TUESDAY 51, AND WEDNESDY 52%. EDWARDS ALL WHITES MONDAY 40%, TUESDAY 37%, AND WEDNESDAY 39%. NO MAJOR MOVEMENTS AMONG WHITE EXCEPT VITTER GAINING AN AVERAGE OF ALMOST ONE-HALF PERCENT AMONG WHITES PER NIGHT WITH ONLY TWO NIGHTS TO GO. AT 26% AA FACTORING IN UNDECIDED WHITES RACE IS ABOUT EDWARDS 55% AND VITTER 45%. IF HIGHER THAN 26% AA TURNOUT THE DIFFERENCE WIDDENS IN EDWARDS' FAVOR. NO MAJOR CHANGES IN DEMOGRAPHIC SUPPORT AMONG WHITES. ALTHOUGH BOTH MAINTAIN STRONG WHITE SUPPORT WITH PARTY VOTERS, EDWARDS LEADS VITTER 46% TO 36% AMONG INDEPENDENTS AND THEY ARE ONLY SEPARATED BY 1% AMONG WHITE 65 YEARS PLUS.



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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	ADJUSTED 30%AA	UNADJUSTED	
1. HOLDEN	38%	42%	44%	28%	
2. LEAN HOLDEN				7	
3. LEAN NUNGESSER				10	
4. NUNGESSER	51	49	47	43	
98. NOT SURE	11*	9*	8*	13	
NUNGESSER	51%	49%	47%	53%	
HOLDEN	38	42	44	34	

NOTES: HOLDEN DID INCREASE HIS WHITE VOTE 6% FOR THE 300 SAMPLE WEDNESDAY BUT OTHERWISE THINGS REMAINED ABOUT THE SAME AND A 300 SAMPLE HAS ALMOST A 6% ERROR FACTOR.

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	228	26	
2. LEAN CALDWELL	94	11	
3. LEAN LANDRY	98	11	
4. LANDRY	305	35	
98. NOT SURE	156	18	
LANDRY	403	46%	
CALDWELL	322	37%	

NOTES: LANDRY CONTINUES TO LEAD AMONG WHITES BUT LANDRY LOST 5% WEDNESDAY BUT AGAIN WITH A 300 SAMPLE. CALDWELL LEADS LANDRY ALMOST TWO TO ONE WITH BLACKS. THE ONLY THING THAT COULD REVERSE AT THIS TIME IS CALDWELL GETTING ALMOST 80% OF A LARGE BLACK PARTICIPATION OF ABOUT 30%. THAT COMBINED WITH 37% OF WHITES WOULD GIVE CALDWELL OVER 50% IF COMBINED WITH 37% PLUS OF WHITES. CALDWELL IS CURRENTLY 34% AMONG WHITES WITH 15% UNDECIDED WHICH WOULD EASILY PUSH HIM ABOVE 37%.

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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	257	29	
2. INDEPENDENT DEMOCRAT	79	9	
3. COMPLETELY INDEPENDENT	172	19	
4. INDEPENDENT REPUBLICAN	90	10	
5. REPUBLICAN	302	34	
TOTAL	900		
REPUBLICAN	392	44%	
DEMOCRAT	336	37%	
NET REPUBLICAN	56	7%	
REP : DEM		1.2:1	

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?



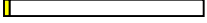
	#	%	
1. NOT EVANGELICAL/BORN-AGAIN C	286	33	
2. EVANGELICAL CHRISTIAN <4 TIM	330	38	
3. EVANGELICAL CHRISTIAN/>4 TIM	246	28	
98. NOT SURE	13	1	
99. REFUSED	25		
TOTAL	900		

QUESTION 10. AGE




	#	%	
1. 18-34	72	8	
2. 35-44	106	12	
3. 45-54	206	23	
4. 55-64	192	21	
5. 65+	324	36	
TOTAL	900		

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QUESTION 11. ETHNICITY

	#	%	
1. AFRICAN-AMERICAN	205	23	
2. ETHNIC MAJORITY (WHITE)	672	75	
3. HISPANIC	23	3	
TOTAL	900		


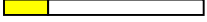
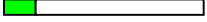
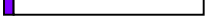

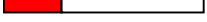

QUESTION 12. AFFILIATION

	#	%	
1. DEMOCRAT	455	51	
2. REPUBLICAN	325	36	
3. UNAFFILIATED	120	13	
TOTAL	900		

QUESTION 13. GENDER

	#	%	
1. MALE	428	48	
2. FEMALE	472	52	
TOTAL	900		

QUESTION 14. DMA

	#	%	
1. ALEXANDRIA	58	6	
2. BATON ROUGE	201	22	
3. LAFAYETTE	145	16	
4. LAKE CHARLES	43	5	
5. MONROE-EL DORADO	97	11	
6. NEW ORLEANS	260	29	
7. SHREVEPORT	96	11	
TOTAL	900		

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QUESTION 15. CELL PHONES

	#	%
1. YES	181	20
2. NO	719	80
TOTAL	900	

