






MARKET RESEARCH INSIGHT

LOUISIANA RUN-OFF
SURVEY RESEARCH REPORT
NOVEMBER 11-14, 2015




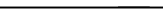
QUESTION 1. HOW LIKELY ARE YOU TO VOTE IN THE
NOVEMBER 21ST RUN-OFF
ELECTION FOR GOVERNOR AND OTHER
STATEWIDE OFFICES:

#	%		
		1. DEFINITELY VOTING	
500	83		
		2. PROBABLY VOTING	
100	17		
		TOTAL	
600			

QUESTION 2. NIGHT. BY OBSERVATION

#	%		
		3. NIGHT 3	
200	33		
		4. NIGHT 4	
200	33		
		5. NIGHT 5	
200	33		
		TOTAL	
600			

QUESTION 3. JOHN BEL EDWARDS

#	%		
		1. STRONGLY FAVORABLE	
127	21		
		2. SOMEWHAT FAVORABLE	
165	28		
		3. SOMEWHAT UNFAVORABLE	
102	17		
		4. STRONGLY UNFAVORABLE	
88	15		

107 18
10 2

5. NO OPINION
6. NOT AWARE

600

TOTAL

292 49%

FAVORABLE

191 32%

UNFAVORABLE

102 17%

NET FAVORABLE

1.5:1

FAVOR : UNFAVOR

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

QUESTION 4. DAVID VITTER

#	%		
101	17	1. STRONGLY FAVORABLE	<input type="text"/>
171	28	2. SOMEWHAT FAVORABLE	<input type="text"/>
123	20	3. SOMEWHAT UNFAVORABLE	<input type="text"/>
120	20	4. STRONGLY UNFAVORABLE	<input type="text"/>
83	14	5. NO OPINION	<input type="text"/>
2	0	6. NOT AWARE	<input type="text"/>
600		TOTAL	
272	45%	FAVORABLE	<input type="text"/>
243	40%	UNFAVORABLE	<input type="text"/>
29	5%	NET FAVORABLE	
1.1:1		FAVOR : UNFAVOR	

NOTES: ALTHOUGH VITTER HAS IMPROVED HIS FAVORABLE TO UNFAVORABLE RATIO, EDWARDS HAS A 17% NET FAVORABLE COMPARED TO VITTER 5%. VITTER RECEIVES 74% FAVORABLE AMONG ALL REPUBLICANS AND 9% LOWER FAVORABLE AND 9% HIGHER UNFAVORABLE WITH WHITE WOMEN COMPARED TO MEN. WITH WHITE EVANGELICALS VITTER HAS 53% FAVORABLE AND 38% UNFAVORABLE.

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	UNADJUSTED		ADJUSTED
26% AA			20% AA
38%	28%	1. VITTER	40%
13		2. LEAN VITTER	
13		3. LEAN EDWARDS	
53	32	4. EDWARDS	50
9*	14	98. NOT SURE	10*
*ALL WHITES			
53%	45%	TOTAL EDWARDS	50%
38	41	TOTAL VITTER	40

NOTES: MONDAY AND TUESDAY WAS A 600 SAMPLE AND
WEDNESDAY THROUGH FRIDAY A 600 SAMPLE
WHICH PROVIDES AN EXCELLENT COMPARISON
OF ANY CANDIDATE MOVEMENT WITH NO OVERLAP
IN THE SAMPLES. BELOW ARE THE RESULTS
FOR MONDAY AND TUESDAY 600 WHICH CAN BE
COMPARED WITH THE ABOVE WEDNESDAY
THROUGH FRIDAY 600.

ADJUSTED	UNADJUSTED		ADJUSTED
26% AA			20% AA
38%	28%	1. VITTER	41%
13		2. LEAN VITTER	
13		3. LEAN EDWARDS	
52	34	4. EDWARDS	48

10* 12 98. UNDECIDED 11*

*All white voters

	EDWARDS	48%	<input type="text"/>
52%	48%		
	VITTER	41%	<input type="text"/>
38%	41%		

WITH AN EXPECTED 26% BLACK PARTICIPATION, AND SOME SAY HIGHER, EDWARDS MOVED FROM 53% TO 52% AND VITTER WENT STAYED AT 38%. OF COURSE VITTER WILL DO SOMEWHAT BETTER WITH WHITE UNDECIDED WHO VOTE GETTING ABOUT 5% COMPARED TO EDWARDS 4% BASED ON NEWEST DATA MAKING THE RACE EDWARDS 57% AND VITTER 43%. IF FEWER UNDECIED WHITES VOTE THE RESULTS WOULD STILL BE EDWARDS 57% AND VITTER 43% BECAUSE OF A SMALLER MAKE UP OF WHITES IN THE ELECTION.

WHITE CROSSTABS SHOW SOME INTERESTING FACTS: EDWARDS MADE A SLOW IMPROVEMENT DURING THE THREE DAY LAST TRACK AND VITTER DECLINED SLIGHTLY; VITTER IS GETTING 77% OF THE 51% OF ACTUAL AND LEANING REPUBLICANS AND EDWARDS IS GETTING 88% OF THE 26% OF ACTUAL AND LEANING WHITE DEMOCRATES WITH EDWARDS GETTING 43% AND VITTER 37% OF THE 23% OF COMPLETELY INDEPENDENT WHITES; OF THE 24% OF ALL VOTERS WHO ARE WHITE EVANGELICANS RESULTS WERE VITTER 53% AND EDWARDS 38%; OF THE 27% OF ALL VOTERS WHO ARE WHITES 65 OR OLDER VITTER 49% AND EDWARDS 44%; VITTER HAS A GENDER GAP OF 5% MORE MEN THAN WOMEN AND EDWARDS 5% MORE WOMEN THAN MEN.

EDWARDS CONTINUES TO HOLD A STRONG LEAD AND HAS OVERCOME WHATEVER HAPPENED BETWEEN THE MONDAY AND TUESDAY NIGHT SAMPLES. WITH ONE WEEK REMAINNG VITTER WILL HAVE A MAYOR TASK TO PASS EDWARDS. AT THIS POINT VITTER MUCH TAKE RISKS TO OVERCOME EDWARDS' ADVANTAGE AND EDWARDS SHOULD CONTINUE TO MONITOR VOTER OPINION AND RUN OUT THE CLOCK TAKENING FEW IF ANY RISKS BUT RUNNING A POSITIVE CAMPAIGN EXCEPT TO RESPOND TO ANY VITTER ATTACKS WHICH MOVE VOTERS.

