



LOUISIANA STATEWIDE SURVEY

SURVEY RESEARCH REPORT

Verne Kennedy, Ph.D.

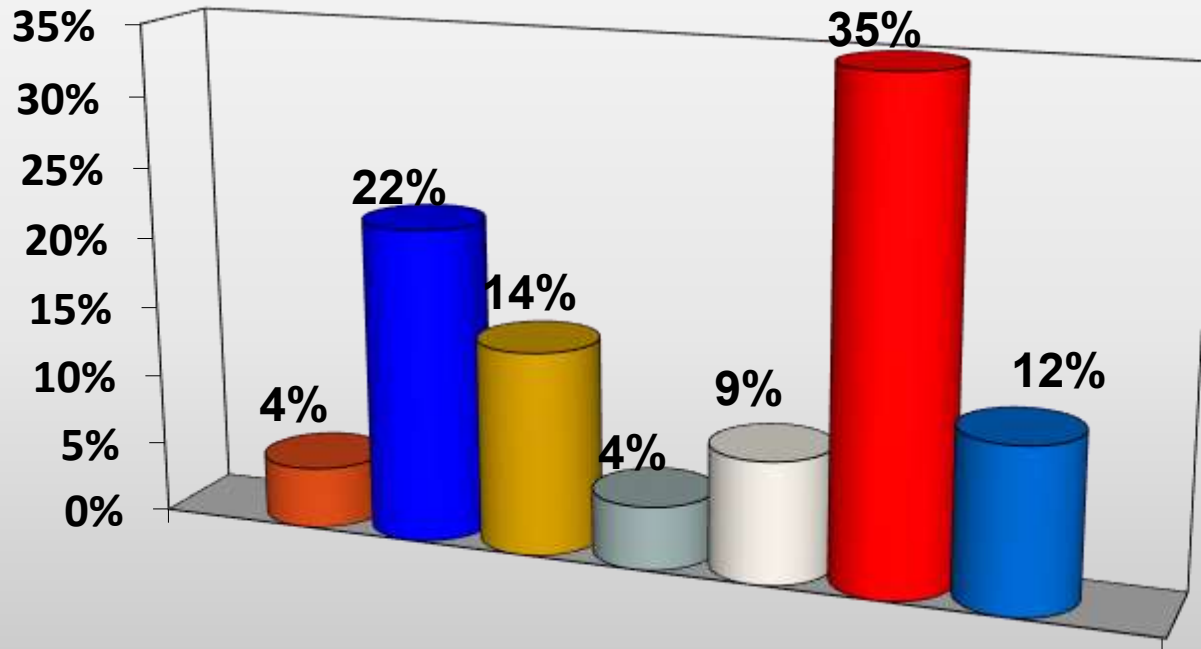
April 25, 2019

**362 Gulf Breeze Pkwy
Suite 106
Gulf Breeze, FL 32561**

LOUISIANA SURVEY DEMOGRAPHICS

- The April 2019 statewide survey was based on a sample of 600 active voters and provides a statistical error factor of 4.1% at the .95 level of confidence.
- All interviews were conducted by phone with trained and experienced interviewers and the sample included 53% of all interviews conducted on cell phones.
- Dr. Verne Kennedy, MRI president and senior analyst was project manager, developed the questionnaire, directed sample selection, examined demographics for goodness of fit with the active voter population in Louisiana and analyzed survey results.

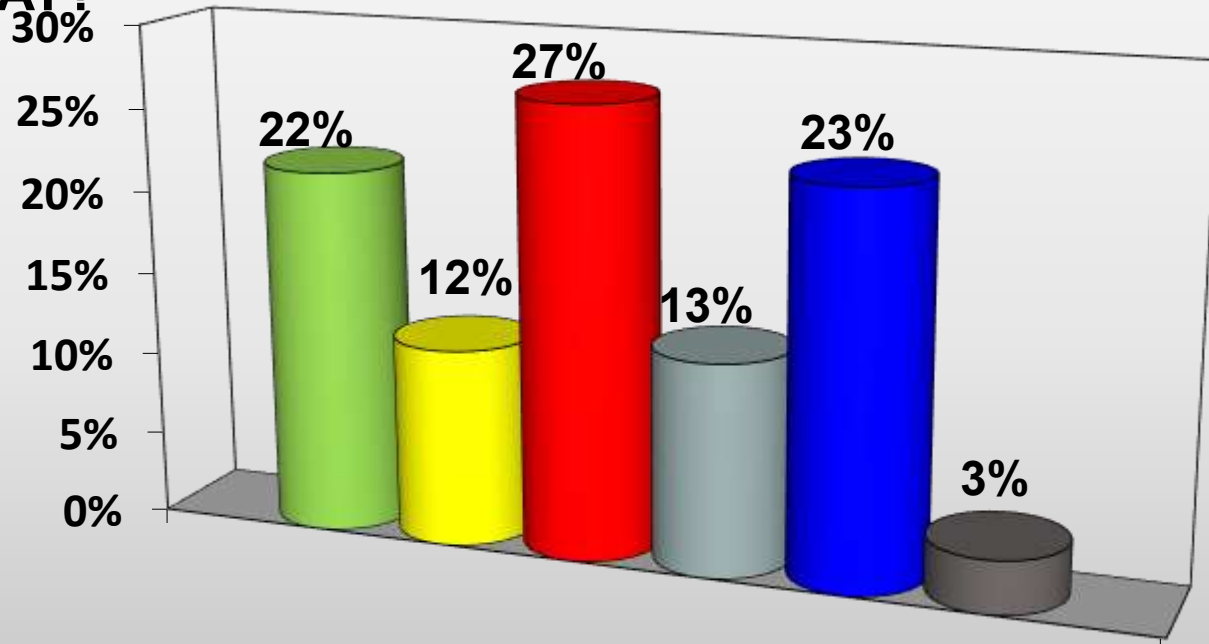
DMA – MEDIA DISTRICTS IN LOUISIANA



APRIL 2019

- | | | | |
|-----------------|-------------|------------|--------------|
| ALEXANDRIA | BATON ROUGE | LAFAYETTE | LAKE CHARLES |
| MONROE ELDORADO | NEW ORLEANS | SHREVEPORT | |

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?



Total D 34% R 36%

■ DEMOCRAT

■ INDEPENDENT DEMOCRAT

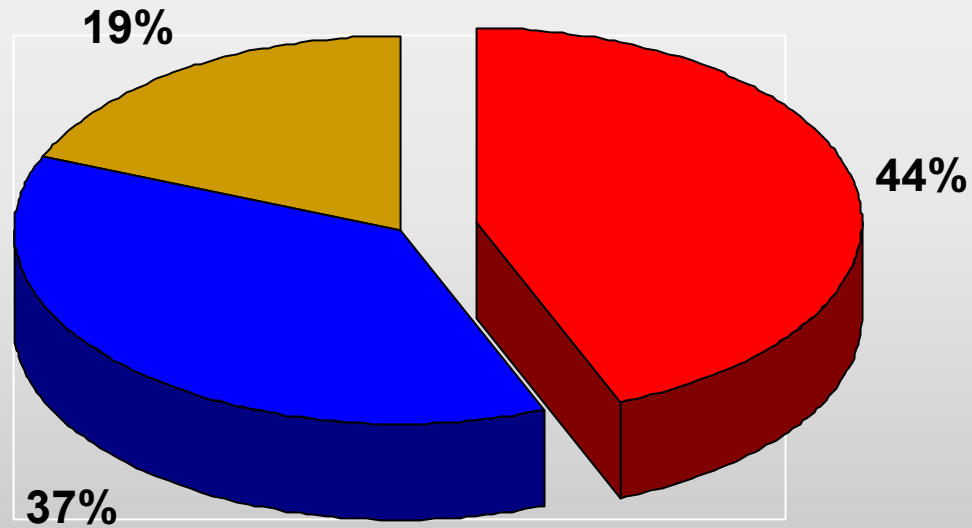
■ INDEPENDENT

■ INDEPENDENT REPUBLICAN

■ REPUBLICAN

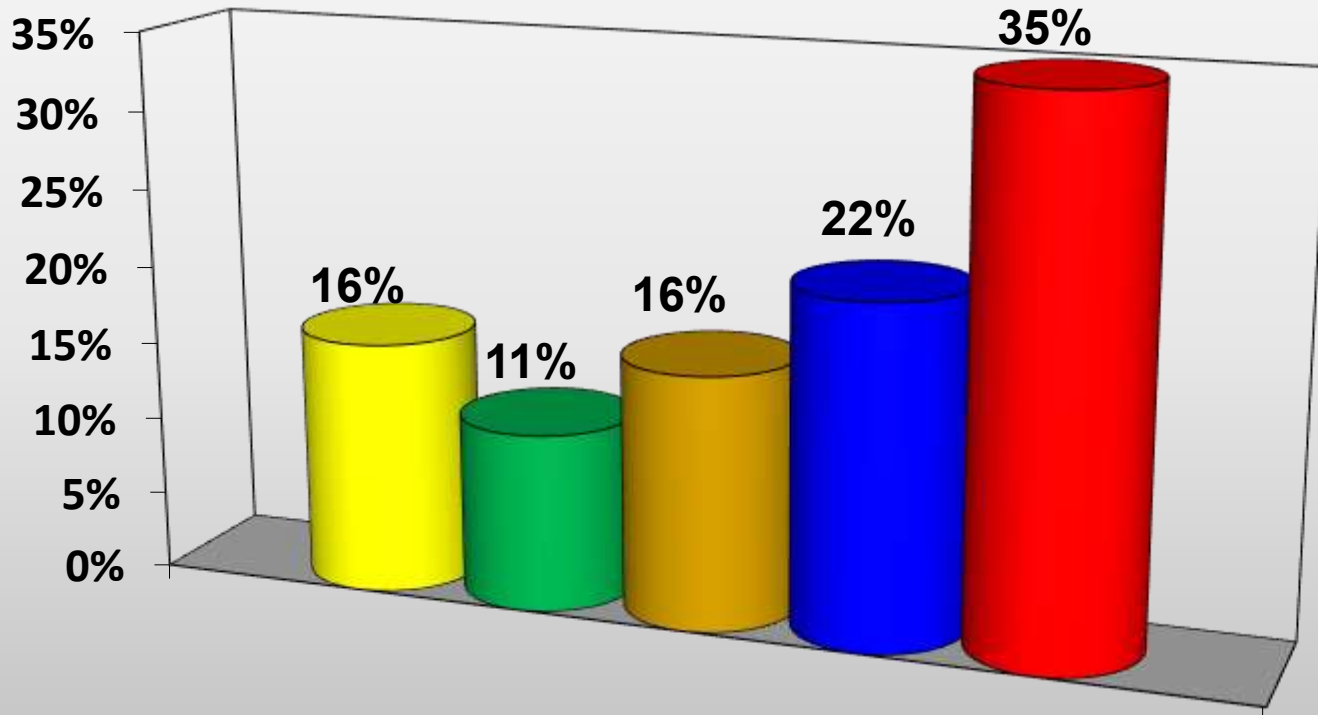
■ NOT SURE

ACTUAL VOTER REGISTRATION



■ DEM ■ REP ■ UNAFFIL.

AGE

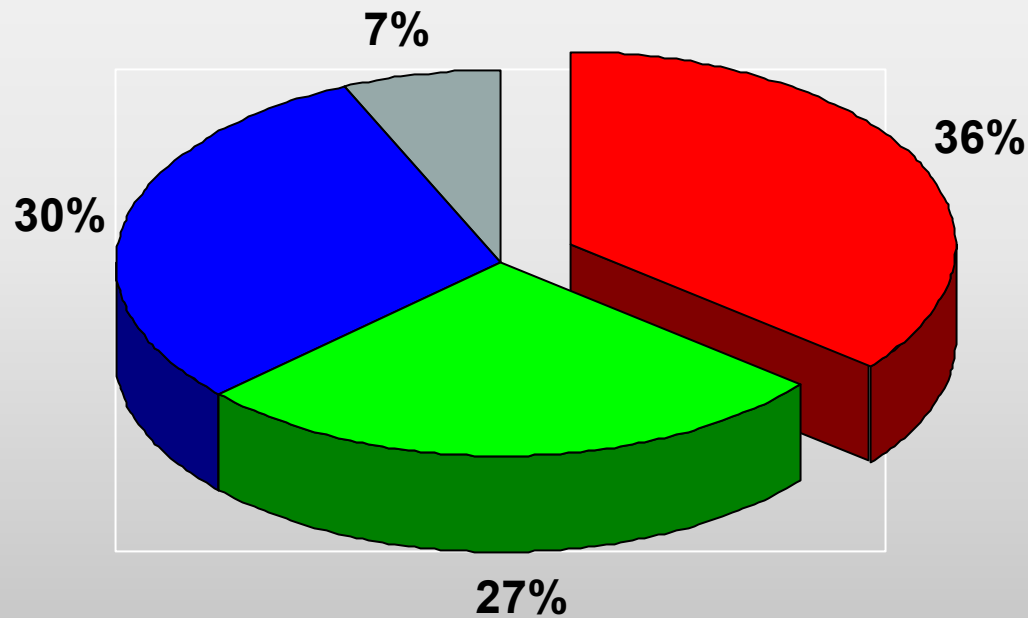


APRIL 2019



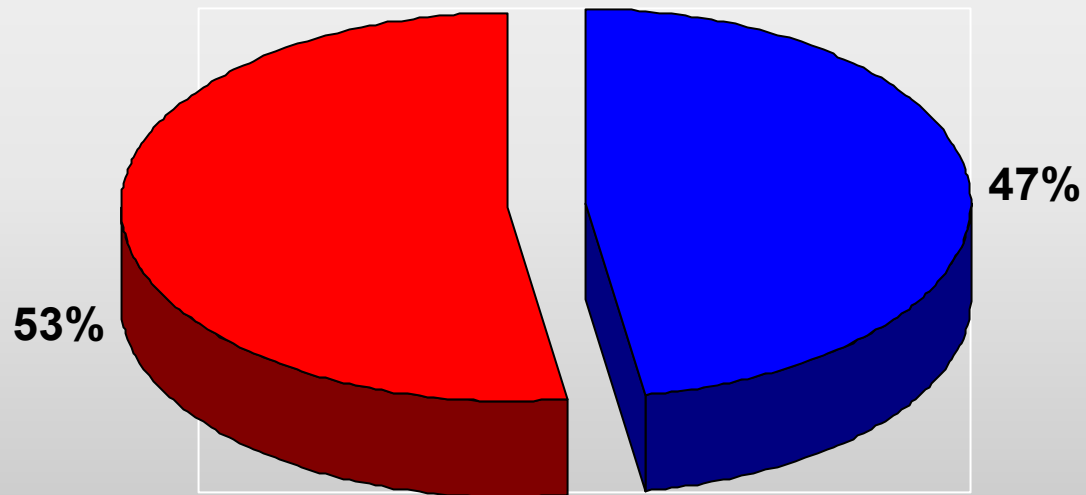
DO YOU CONSIDER YOURSELF A BORN-AGAIN OR EVANGELICAL CHRISTIAN? (IF YES, ASK...) IN A TYPICAL MONTH, HOW MANY TIMES DO YOU GO TO CHURCH?

21% ACTIVE WHITE EVANGELICAL CHRISTIANS

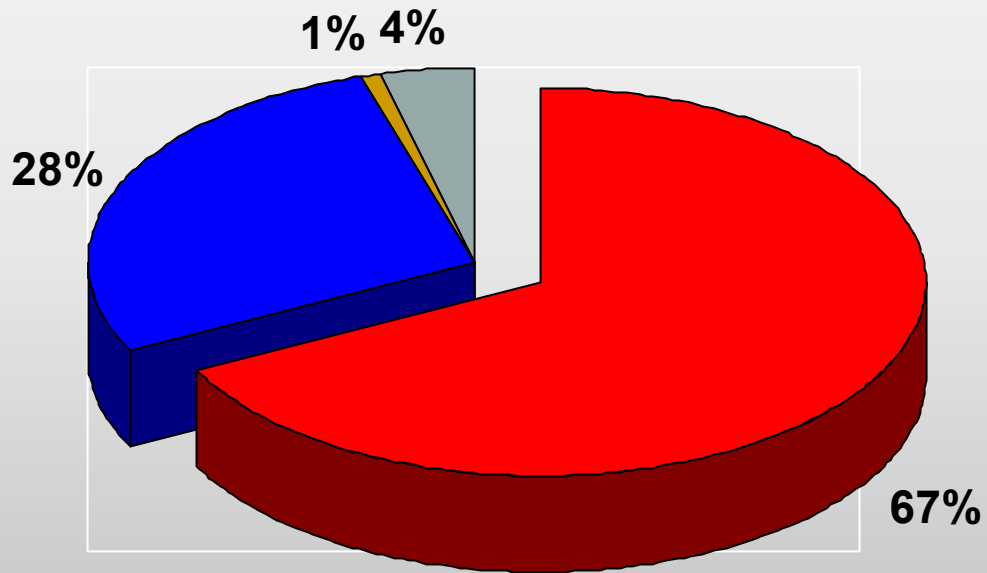


■ NO EVANG. ■ EVAN./<4 ■ EVAN./>4 ■ NOT SURE

GENDER

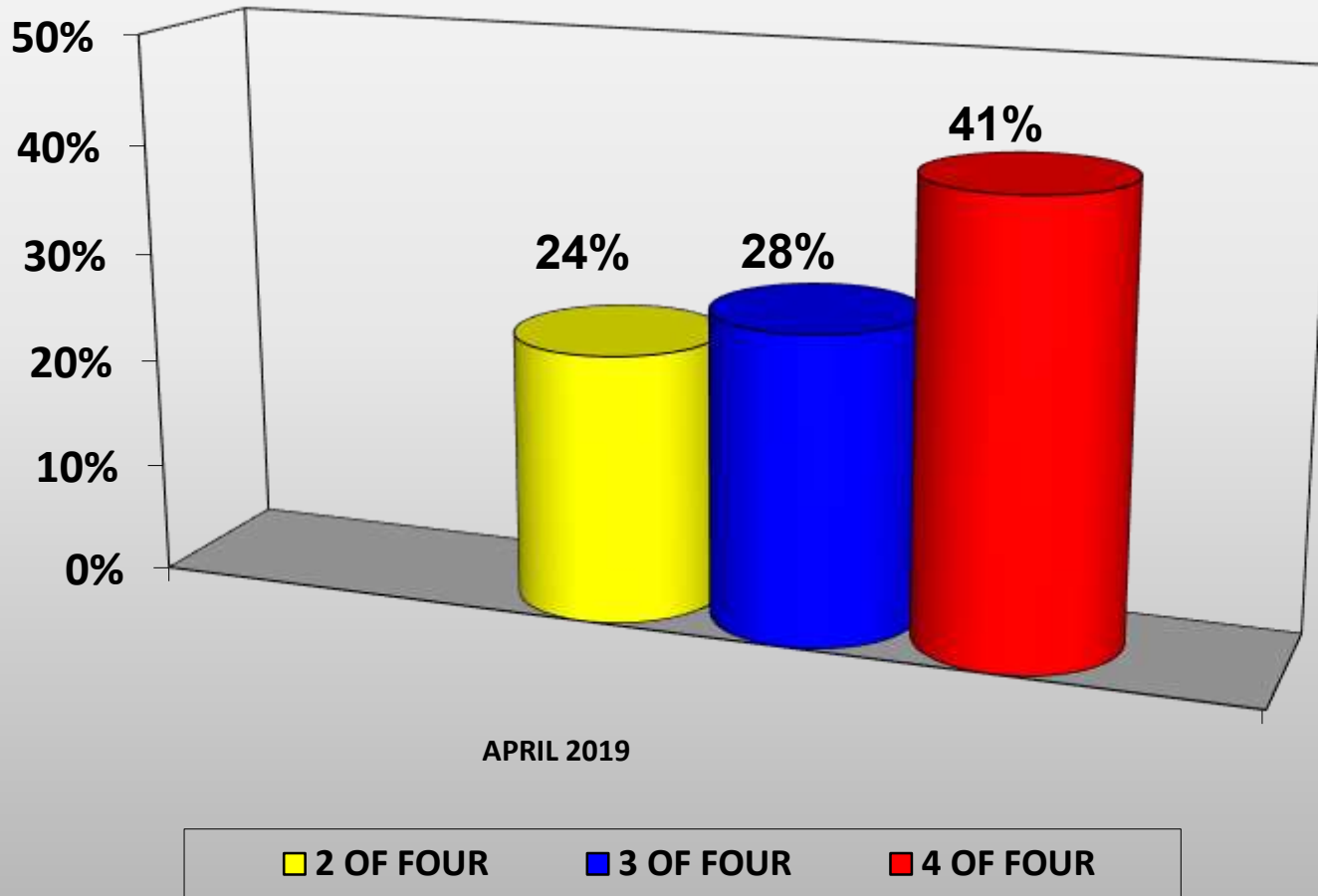


ETHNICITY

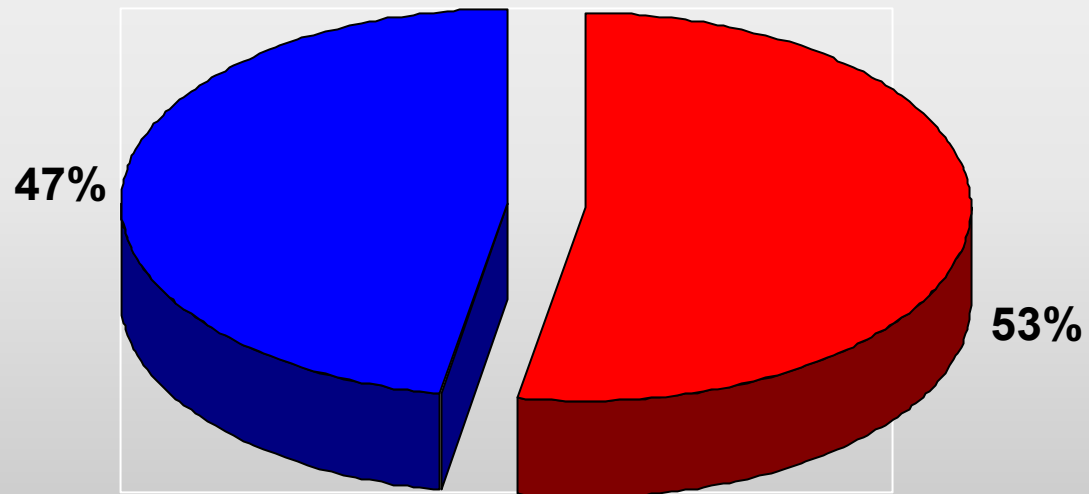


■ CAUCASIAN ■ AFRICAN AMERICAN ■ HISPANIC ■ OTHER

VOTING HISTORY IN RECENT STATEWIDE ELECTIONS



CELL PHONE INTERVIEWS



SURVEY STATISTICS

- Demographic characteristics of the 600 active voters interviewed agrees with known and verifiable data concerning these Louisiana voters.
- A major finding in the survey is confirmation of how voter association with political parties has changed in Louisiana. A similar statewide survey conducted by MRI in early December 2015 following the Gubernatorial Run-Off had 45% Republicans, 34% Democrats, and 21% completely Independents. This survey received 36% Republican, 34% Democrat, and 27% completely Independent. Louisiana is not now a Republican state but rather a Swing state.

SURVEY STATISTICS - 2

- Older voters, especially those 65 years and older represent at least a third of all voting in a Gubernatorial Election.
- Active Born-again or Evangelical Christians voters are still a major force in Louisiana elections with 30% of respondents saying they consider themselves to be Born-again or Evangelical Christians and go to church four or more times monthly. Among White voters 31% meet this description compared to 29% of Black voters. Given the tendency of Blacks to vote heavily Democrat, this means that **21% of active voters** are White Evangelical Christians.

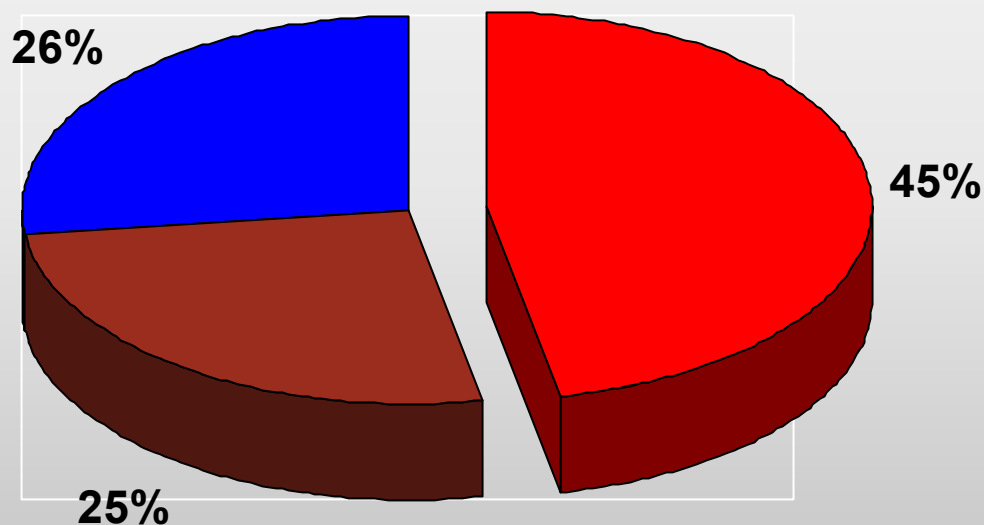
SURVEY STATISTICS - 3

- More women typically vote than men for at least two major reasons. First, women live longer so there are more of them. Second, among White voters 51% were men and 49% were women. Among **Black voters, 62% women and 38% men.**
- A significant issue in the survey research industry is the ability to reach and conduct **cell phone interviews.** This survey contained **53%** of all interviews completed on cell phones. Nationally, about half of all households no longer have a landline.

SURVEY RESULTS

- Following are results of the survey. In addition to these results Dr. Kennedy has full crosstabulation tables comparing how respondents answering each question answered all other questions.
- The conclusion of this report summarizes key Kennedy finding.

WOULD YOU SAY THINGS IN LOUISIANA ARE MOVING IN THE RIGHT TRACK AND GETTING BETTER, OR OFF ON THE WRONG TRACK AND GETTING WORSE?

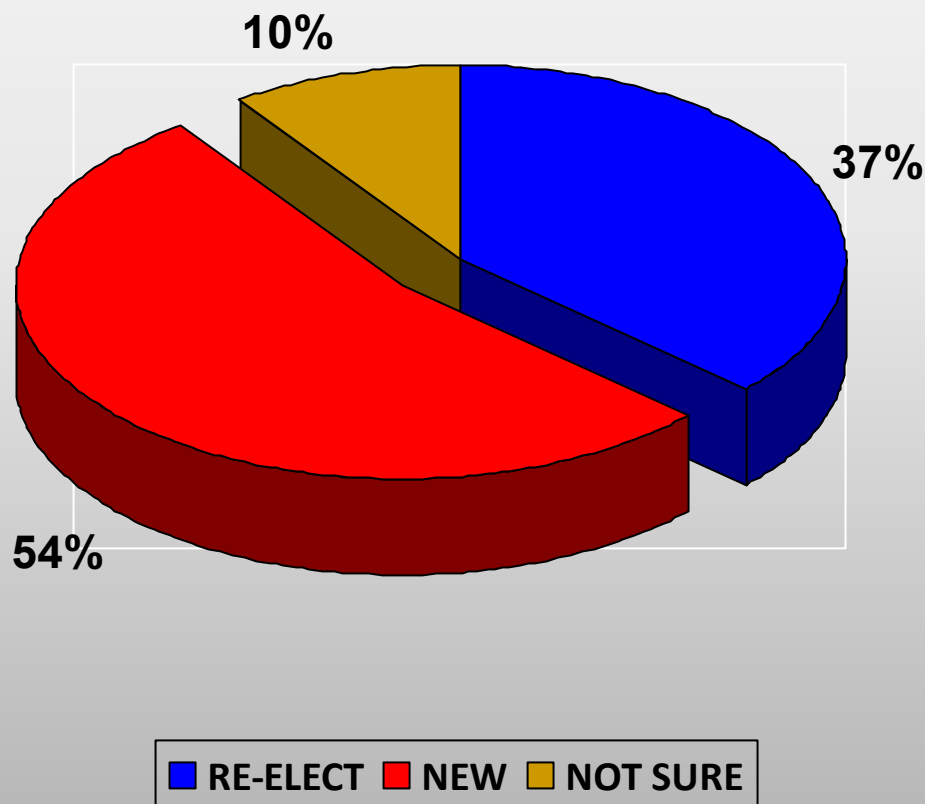


■ WRONG TRACK ■ SAME ■ RIGHT TRACK

DIRECTION OF VOTERS

- MRI has used the right/wrong direction question in surveys since 1980. **No Louisiana statewide survey** conducted since then has shown the high **wrong track response of 45%** with only 26% saying right track.
- Voter pessimism in Louisiana is evident in all demographic characteristics. Although some minor differences exist for certain demographics, **no group in Louisiana can be considered optimistic.**

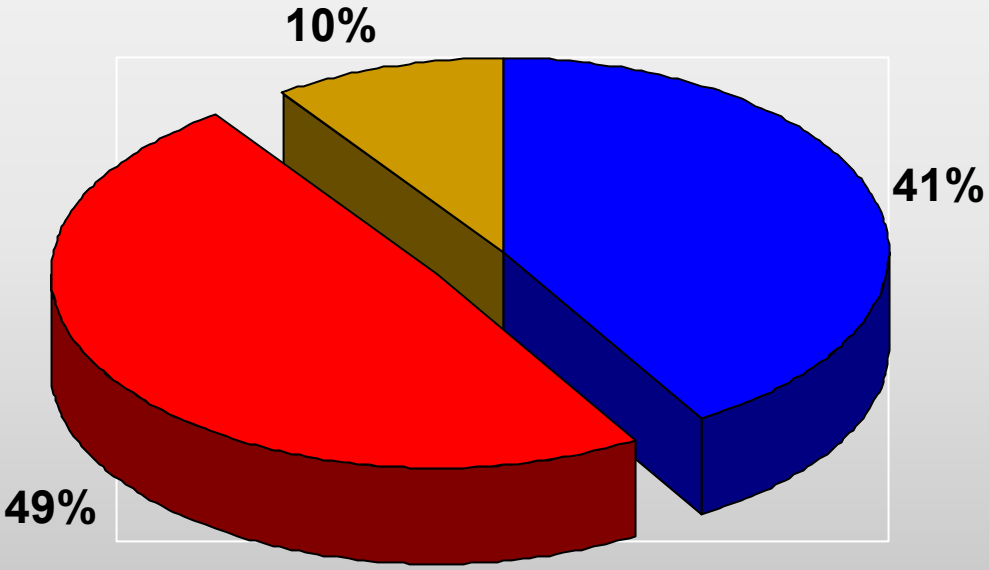
IF THE 2020 PRESIDENTIAL ELECTION WERE HELD TODAY, DO YOU WANT TO SEE DONALD TRUMP RE-ELECTED OR WOULD YOU PREFER SOMEONE ELSE AS PRESIDENT?



RE-ELECT QUESTION

- This basic re-elect question has proven to be one of the best indicators of an incumbents chances for re-election. Incumbents with 50% or higher re-elect select are generally re-elected. Those with re-elect results between 40% and 49% have about a 50% probability of re-election depending on the quality of the opponent and his or her campaign. With only 37% re-elect. When Buddy Roemer was seeking re-election in 1991, he had 33% re-elect in a May survey and Kennedy predicted that Roemer would not make the Run-Off which would be between Edwards and Duke.

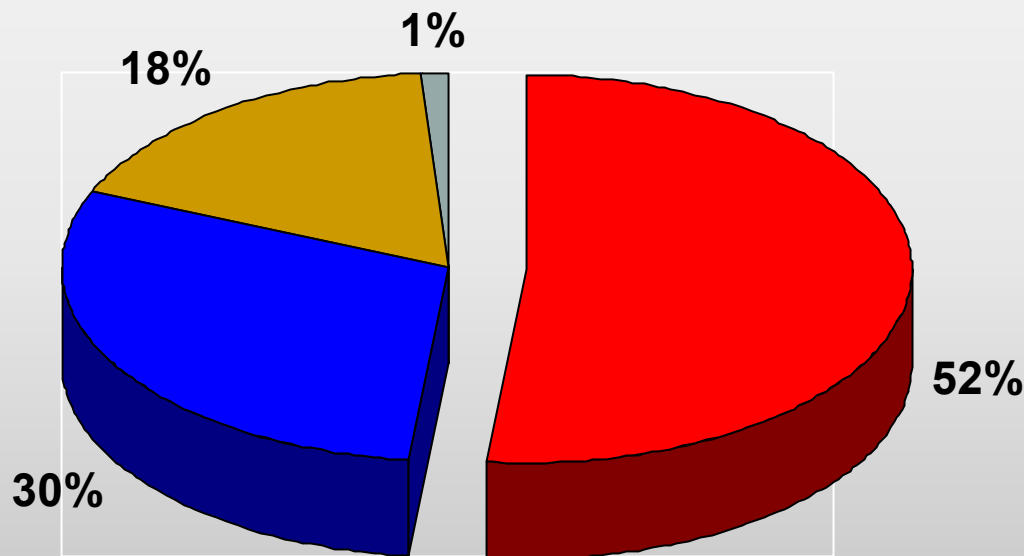
DO YOU FAVOR OR OPPOSE A WALL ON THE US-MEXICO BORDER THAT PRESIDENT TRUMP WANTS TO BUILD?



FAVOR OPPOSE NOT SURE

DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF JOHN BEL EDWARDS?

TOTAL 99% FAVORABLE 52% UNFAVORABLE 30% RATIO 1.7:1



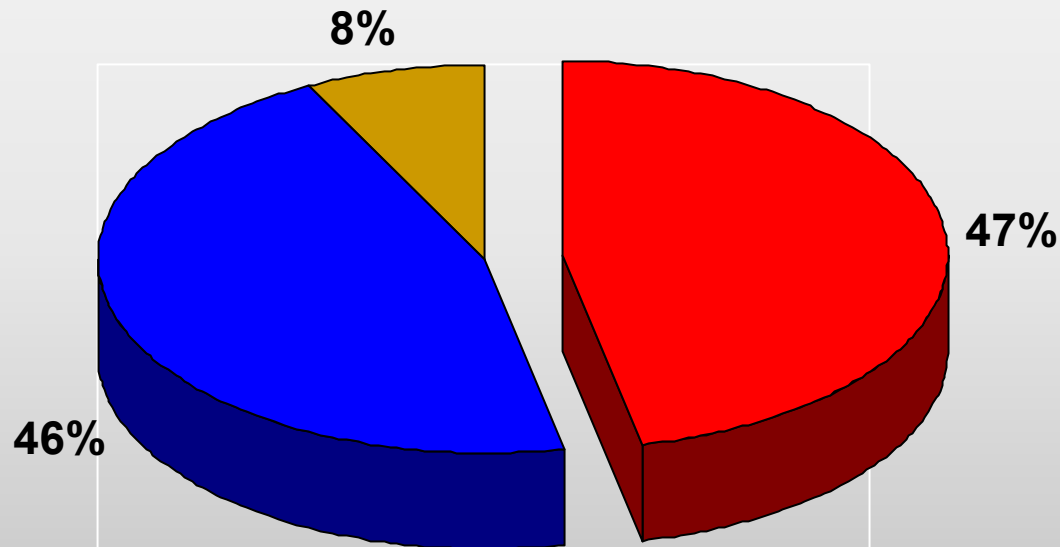
FAVORABLE UNFAVORABLE NO OPINION NOT AWARE

EDWARDS OPINION RESULTS

- With only a favorable to unfavorable ratio of 1.7:1 John Bel Edwards could be in trouble in the upcoming election. As typical, he does better with Blacks, women, and to some degree with younger voters.
- One thing to point out however is that in most questions related to Edwards his Black vote is under represented compared to actual elections where 90% typically vote Democrat.

DO YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF DONALD TRUMP?

FAVORABLE 46% UNFAVORABLE 46% RATIO 1.0:1

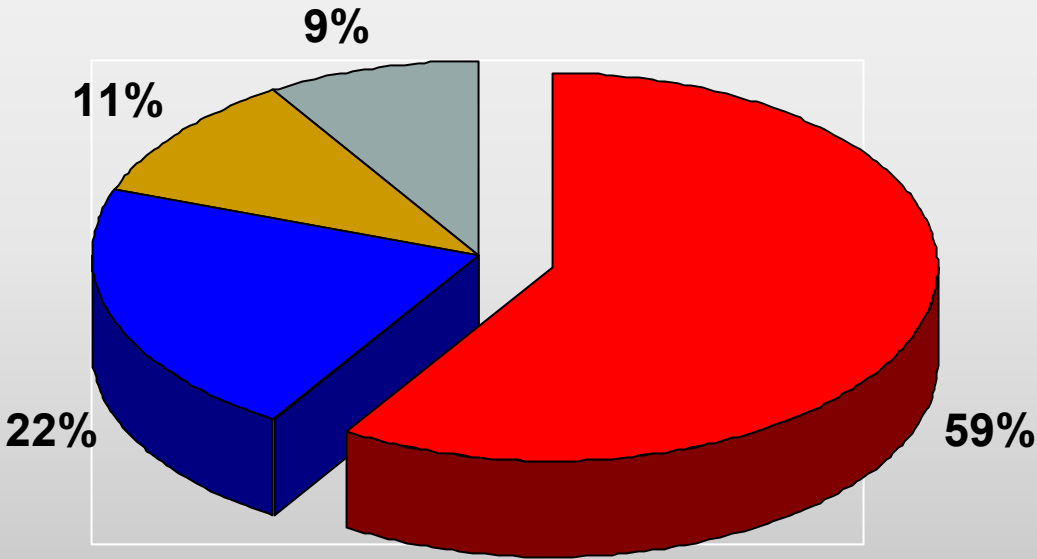


FAVORABLE UNFAVORABLE NO OPINION

TRUMP RE-ELECT QUESTION

- President Donald Trump with a favorable to unfavorable ratio of 1.0:1, as seen in the re-elect question earlier, **could be in trouble even in Louisiana** depending on the Democrat candidate. **NO WAY TO FORECAST**

ARE YOU SATISFIED OR DISSATISFIED WITH CONGRESS IN WASHINGTON, INCLUDING BOTH THE US SENATE AND THE US HOUSE OF REPRESENTATIVES?

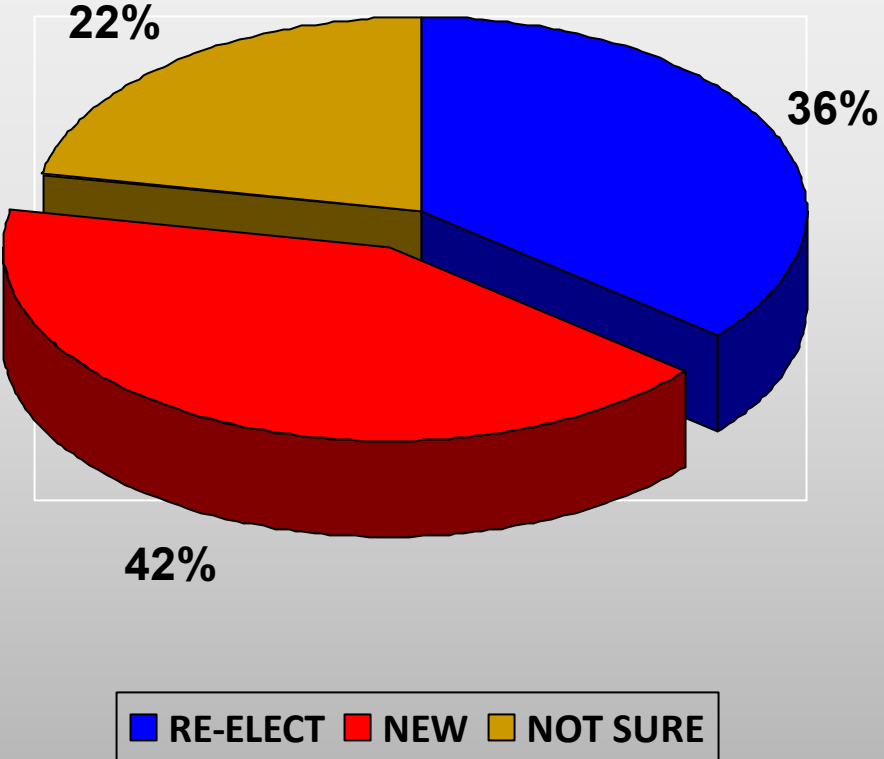


■ DISSATISFIED ■ NEITHER ■ SATISFIED ■ NOT SURE

CONGRESS SATISFACTION

- Kennedy has conducted well over **3,000 surveys** nationwide looking at voter satisfaction with incumbents in a wide range of offices. He has never seen a survey giving Congress or anyone, public body or official, an **11% satisfied** response with 59% dissatisfied.

IF THE GUBERNATORIAL ELECTION WAS HELD TODAY, WOULD YOU WANT TO SEE JOHN BEL EDWARDS RE-ELECTED OR PREFER SOMEONE NEW AS GOVERNOR?



EDWARDS RE-ELECTION

- Much like incumbent Donald Trump, John Bel Edwards received bad news in the basic re-election question with only 36% wanting to re-elect him and 42% preferring someone new.
- However, Edwards Black support is under represented by 10% to 12% total vote. If Edwards has strong and viable opposition, he still has at least a 50% probability of re-election.
- However, as seen in the upcoming slides the two Republicans in the race do not provide the popularity or strength to seriously challenge Edwards at this time.

EDWARDS RE-ELECTION - 2

- The 45% of wrong track voters favor Edwards re-election by 29% with 56% wanting someone new. Right track voters replied re-elect 53% and someone new 25%.
- Re-elect responses are highly correlated to a voter political party identification. Solid Democrats were 73% re-elect and solid Republicans 67% someone new.
- Edwards does better among Evangelical Christians than most Democrats with 40% saying re-elect and 46% saying someone new, better than responses from all voters.

EDWARDS RE-ELECTION - 3

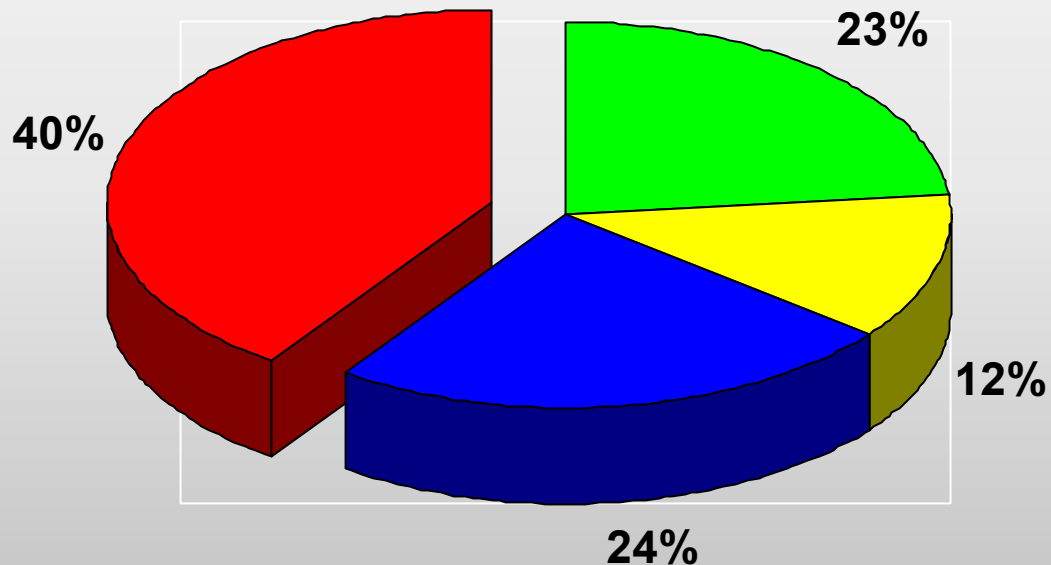
- White voters responded 44% someone new and 32% re-elect compared to Black voters 47% re-elect and 35% someone new which as discussed earlier under represents election day expectations.

CANDIDATE AWARENESS & OPINION

- The survey examined name recognition called awareness and provides a ratio of favorable to unfavorable opinion for voters with awareness of the candidate.
- The opinion ratio displays the number of those with a favorable opinion for each voter with an unfavorable opinion. Candidates with lower than a **2.5:1 ratio**, meaning only 2.5 favorable for each 1 unfavorable, seldom win elections.
- Candidates with strong favorable opinion ratios generally have a ratio of 4.0:1, although ratios of 3.0:1 are considered acceptable.

RALPH ABRAHAM

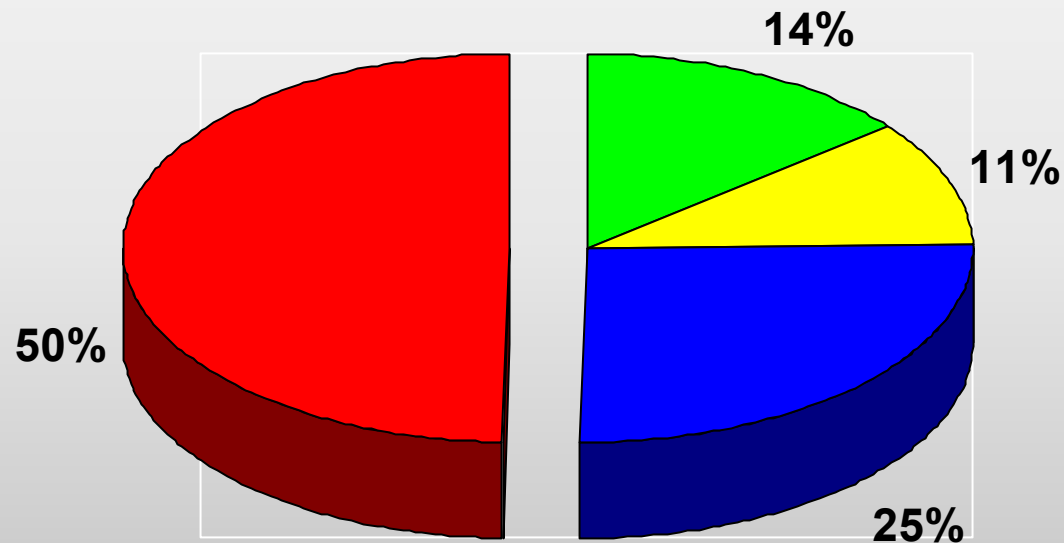
TOTAL 60% FAVORABLE 23% UNFAVORABLE 12% RATIO 1.9:1



■ FAVORABLE ■ UNFAVORABLE ■ NO OPINION ■ NOT AWARE

EDDIE RISPONE

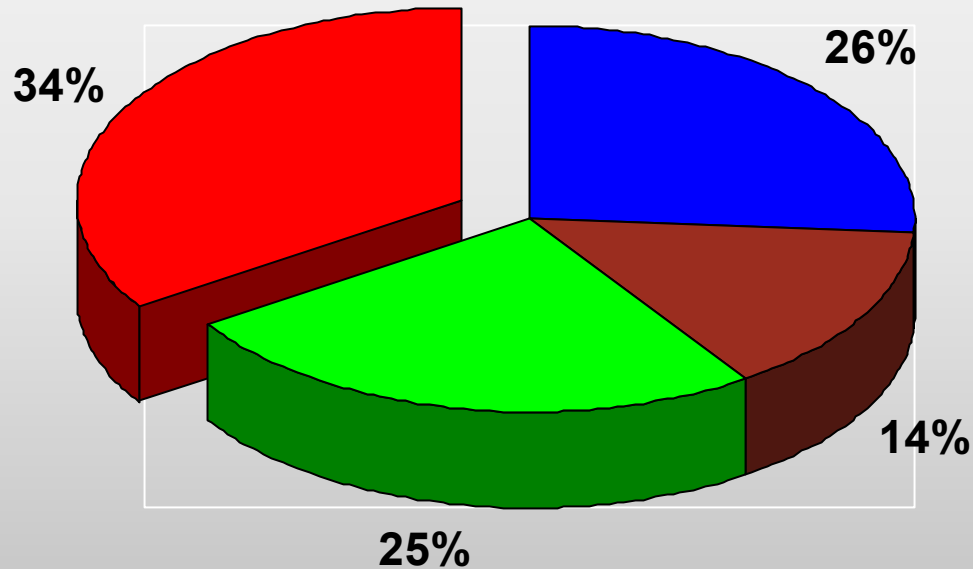
TOTAL 50% FAVORABLE 14% UNFAVORABLE 10% RATIO 1.4:1



■ FAVORABLE ■ UNFAVORABLE ■ NO OPINION ■ NOT AWARE

STEVE SCALISE

TOTAL 66% FAVORABLE 26% UNFAVORABLE 14% RATIO 1.8:1

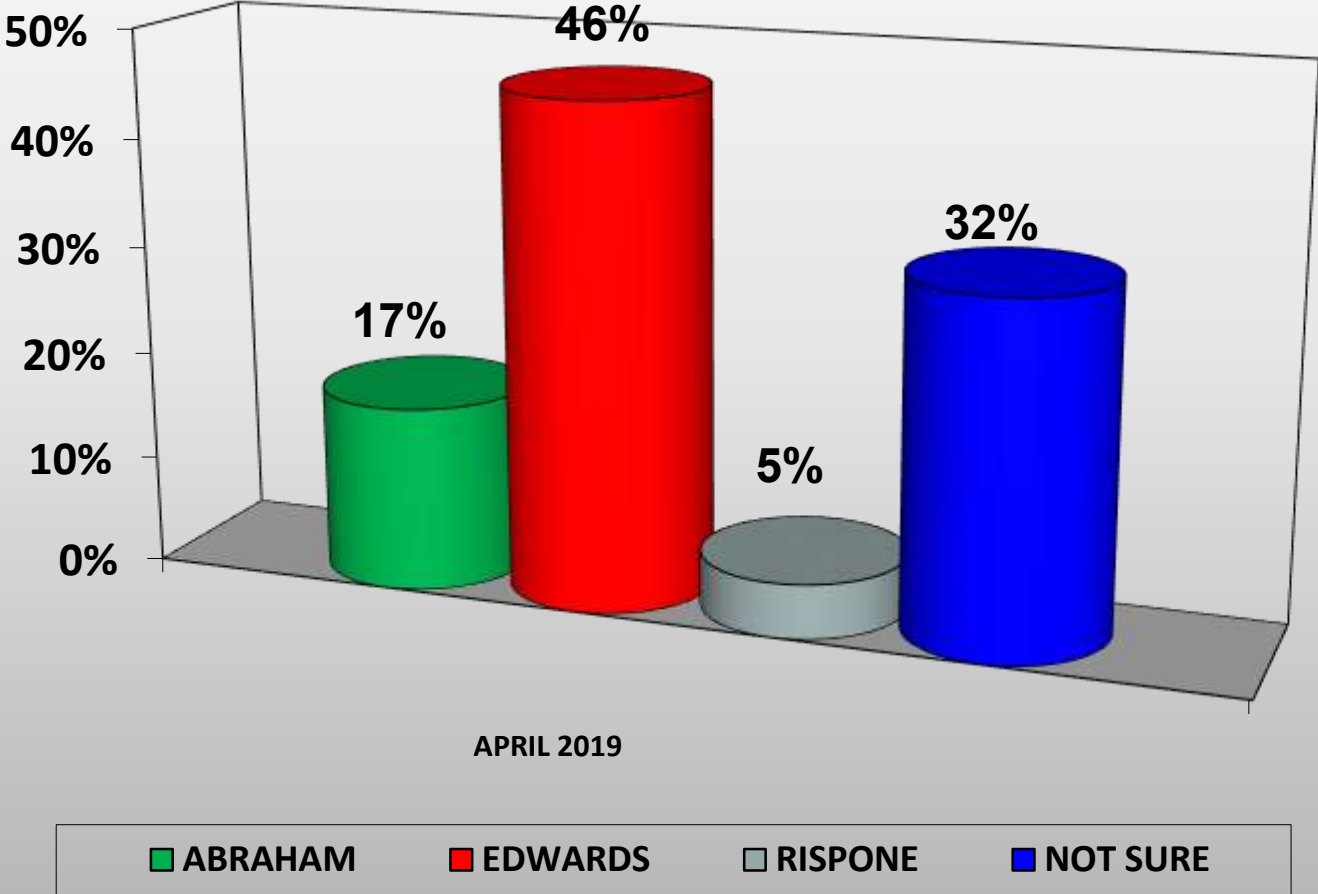


■ FAVORABLE ■ UNFAVORABLE ■ NO OPINION ■ NOT AWARE

CANDIDATE NAME RECOGNITION

- Of three possible opponents tested for name recognition, Steve Scalise was best known with 66% followed by Ralph Abraham 60%, and Eddie Rispone 50%.
- None of the three candidates did well in opinion ratios ranging from the highest: Abraham 1.9:1, Scalise 1.8:1, and Rispone 1.4:1.

AS YOU MAY KNOW, LOUISIANA WILL HOLD ELECTIONS FOR GOVERNOR AND OTHER STATEWIDE AND LOCAL OFFICIALS THIS YEAR. IF THE ELECTION FOR GOVERNOR WERE HELD TODAY, WHICH OF THE FOLLOWING WOULD YOU FAVOR: THE REPUBLICANS ARE RALPH ABRAHAM AND EDDIE RISPONE. JOHN BEL EDWARDS IS A DEMOCRAT.



ELECTION FOR GOVERNOR

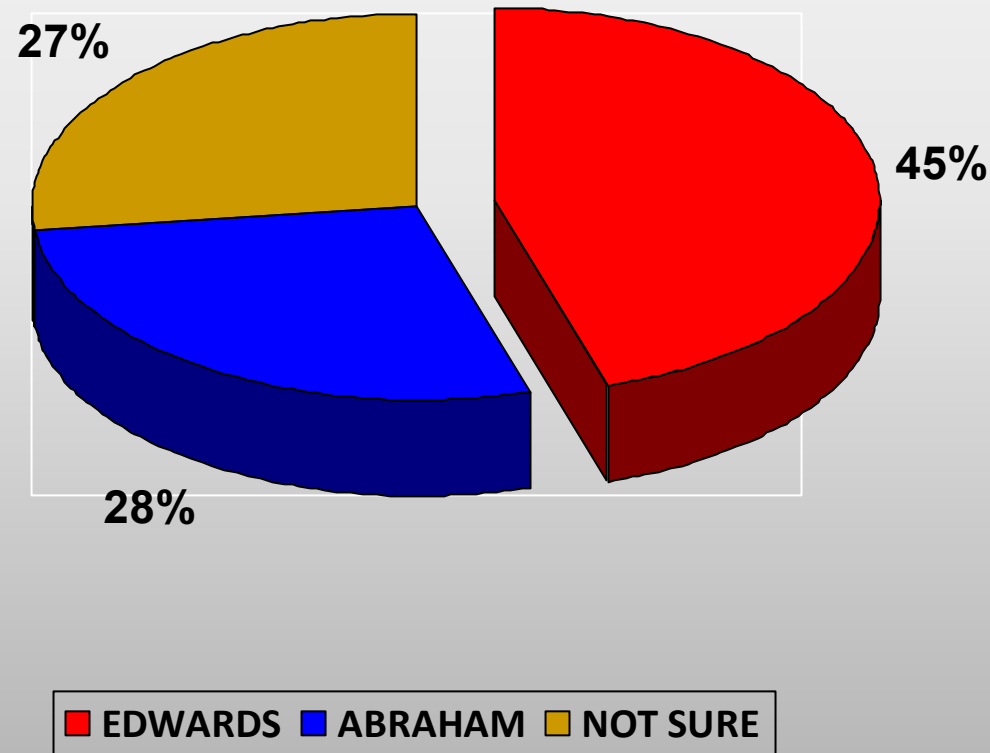
- A Primary Election held at the time the survey was conducted would have undoubtedly **resulted in Edwards' re-election without a Run-Off.**
- Edwards' strength in the Primary ballot is mainly due to the **weakness of his opponents.** It is significant that 31% of voters were undecided which is generally bad news for the incumbent.
- Among Black voters **Edwards received 49% when he can expect about 90% in actual voting giving him as much as 12% higher.** White voters provided Edwards 40% vote.
- **Blacks adjusted would give Edwards 56% to 58% vote.**

ELECTION FOR GOVERNOR - 2

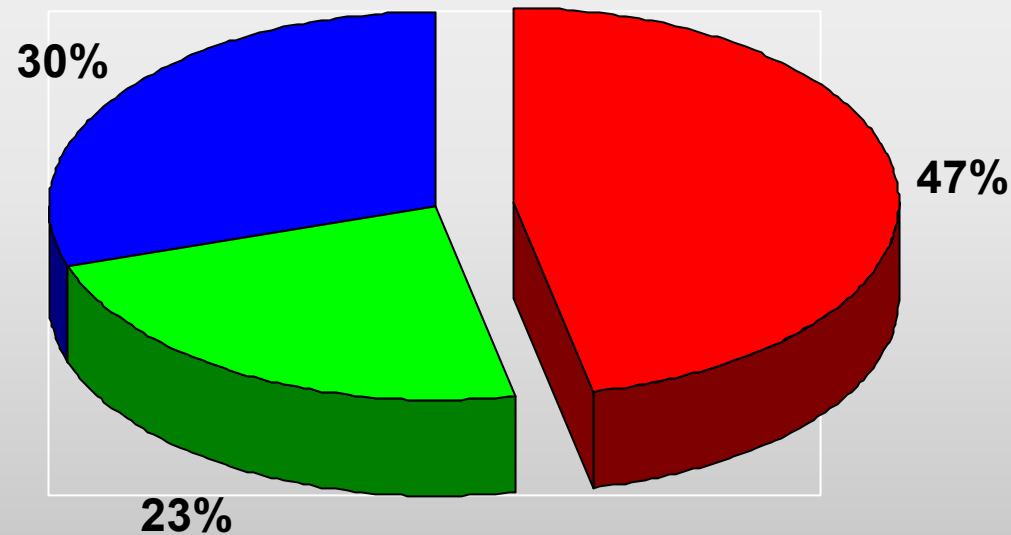
- Even though Edwards received 52% favorable opinion, only 67% of those voted for him.
- Among solid Democrats Edwards received 82% and Independent Democrats 55%. Solid Republicans gave him only 12%, and Independent Republicans 20%, and total Independent 41%.
- Edwards received 41% Evangelical Christian vote.
- White voters provided Edwards 40% vote.
- With 32% undecided, Edwards should get at least 25% of that vote, representing about 8% of all votes.

IN THE RUN-OFF ELECTION FOR GOVERNOR, A NUMBER OF POSSIBILITIES EXIST. WHICH CANDIDATE WOULD YOU FAVOR IN EACH OF THE FOLLOWING?

BETWEEN: DEMOCRAT JOHN BEL EDWARDS AND REPUBLICAN RALPH ABRAHAM?

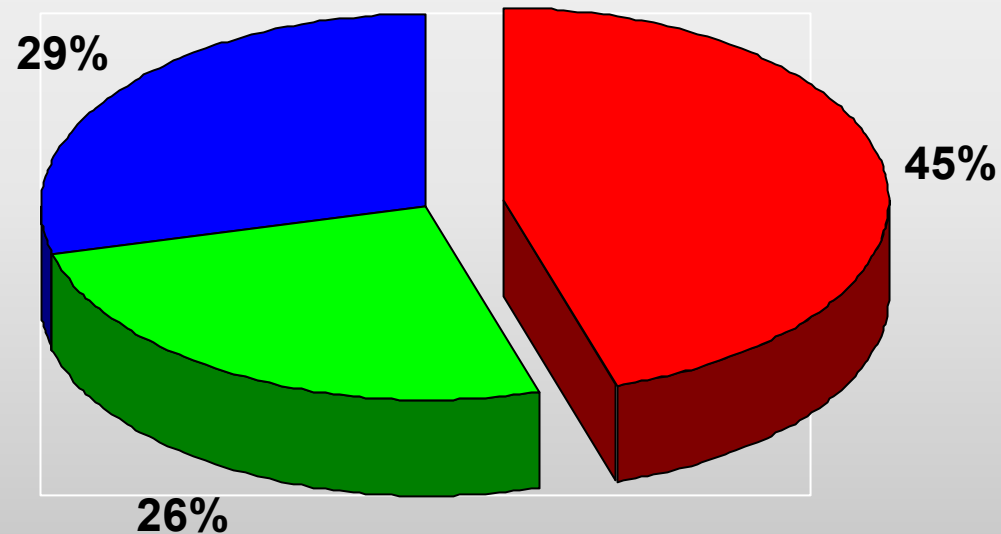


BETWEEN: DEMOCRAT JOHN BEL EDWARDS AND REPUBLICAN EDDIE RISPONE?



■ EDWARDS ■ RISPONE ■ NOT SURE

BETWEEN: DEMOCRAT JOHN BEL EDWARDS AND REPUBLICAN STEVE SCALISE?

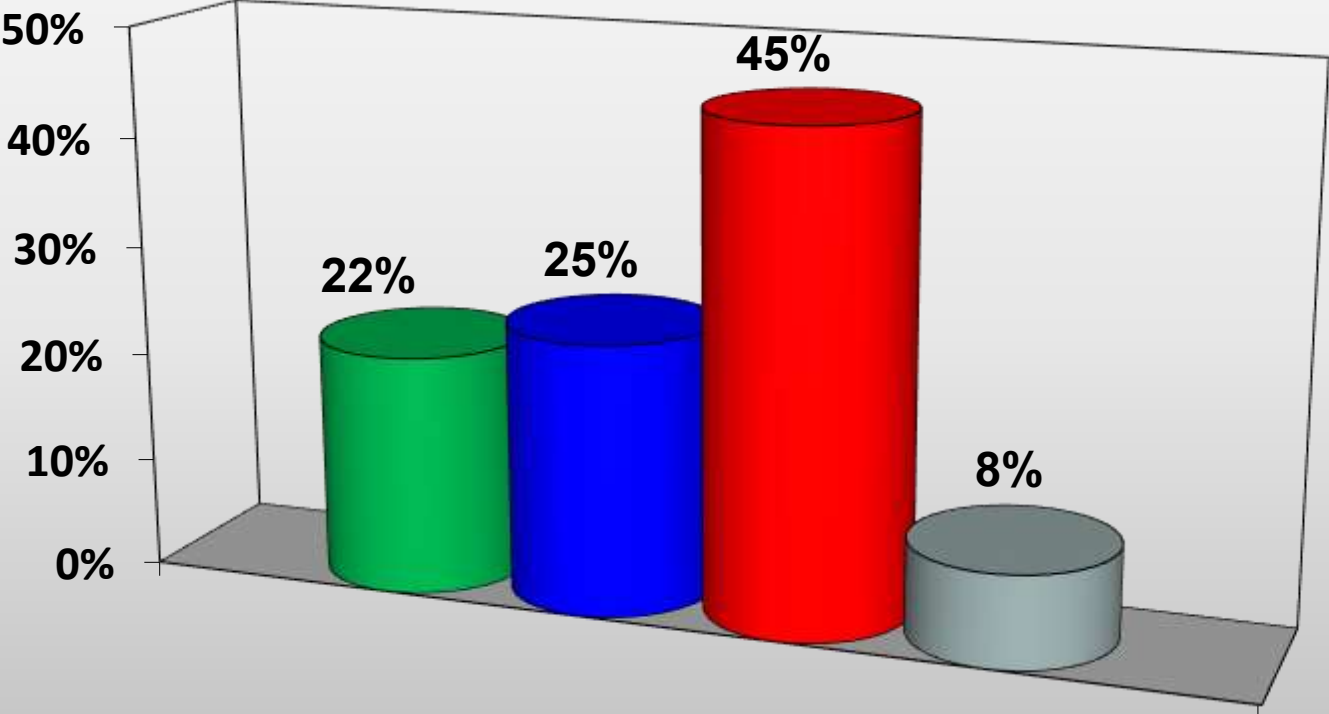


EDWARDS SCALISE NOT SURE

BETWEEN EDWARDS & SCALISE

- **Regardless** of the name recognition and opinion ratio for the three Republican candidates, **Governor Edwards support ranged from 45% to 47%.**
- Undecided voters ranged from 27% to 30%.
- Demographic voting patterns for Edwards as well as the Republicans were consistent by political party identification, ethnic background, and voter gender.
- **Compared the actual election expectations, Edwards would do about 8% better in Run-Offs than in the survey because of higher Black vote than expressed in the survey.**

WHEN IT COMES TO YOUR VOTE FOR GOVERNOR, WOULD YOU ONLY VOTE FOR A REPUBLICAN, ONLY VOTE FOR A DEMOCRAT, OR WILLING TO VOTE FOR A CANDIDATE REGARDLESS OF THE POLITICAL PARTY?



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POLITICAL PARTY INFLUENCE

- Only amongst solid Democrats and solid Republicans did voters say they would follow party lines at about 70% for each. Independent Democrats, Independent Republicans, and particularly completely Independent voters were likely be guided by the candidate rather than any political party preference.
- The survey indicated that active Evangelical voters which in the past could almost always be counted on for Republican candidates against a Democrat are more independent now. Evangelical voters responded 38% based on the candidate, 29% for the Republican, and 27% for the Democrat.

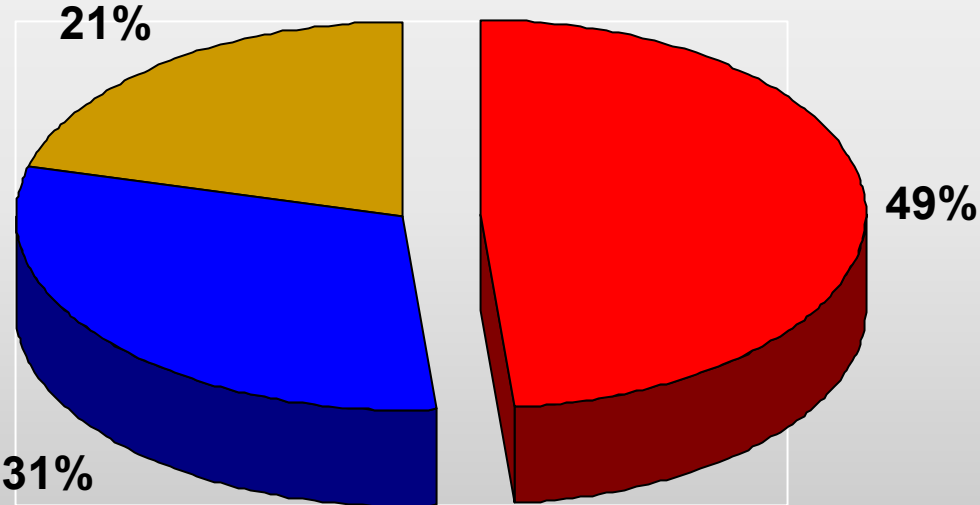
POLITICAL PARTY INFLUENCE - 2

- White voters responded 47% candidate, 25% Republican, and 19% Democrat. Even though 40% of African-Americans said candidate, history indicates that is not likely to happen. Rather, Blacks will vote about 90% Democrat.

STATEMENTS ABOUT EDWARDS

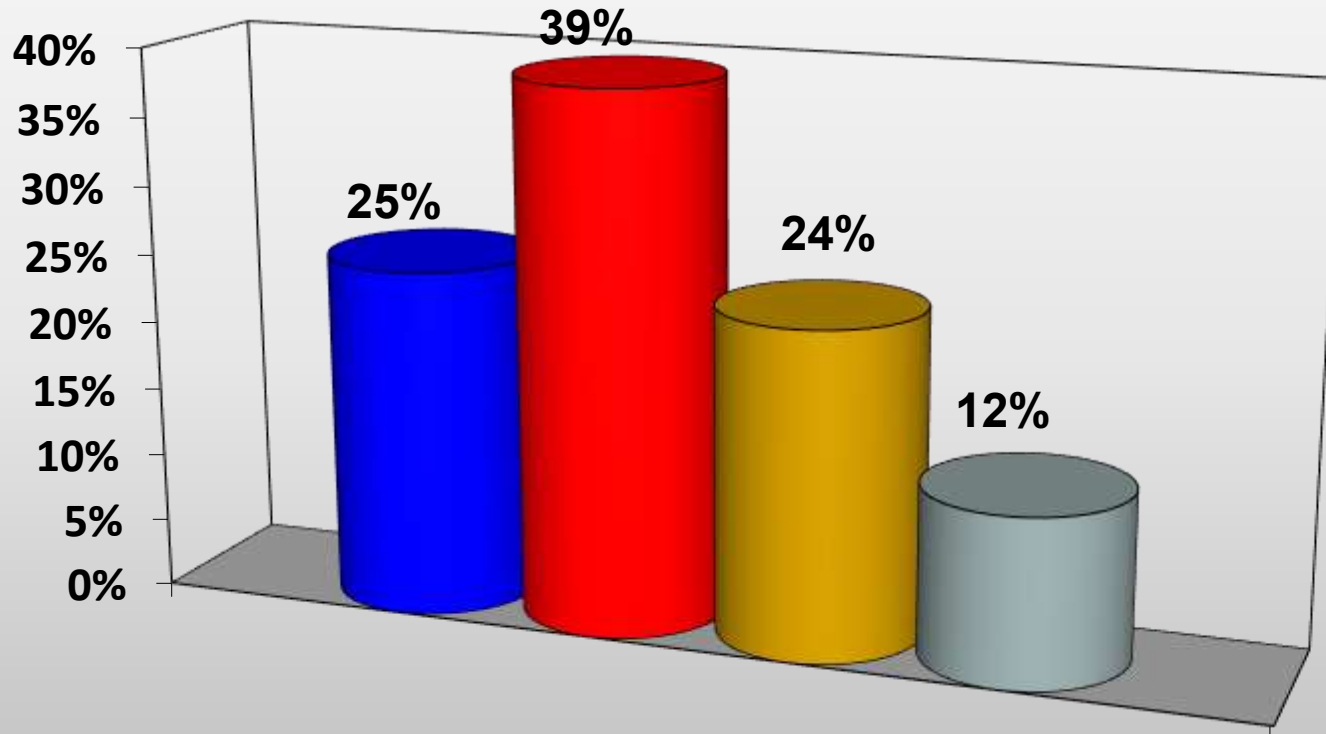
- The survey tested statements about Edwards to see if any might impact the elections. Statements were asked in random order to avoid order bias.

DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? GOVERNOR JOHN BEL EDWARDS IS A DEMOCRAT, BUT BECAUSE HE IS PRO-LIFE, PRO-GUN, AND A CHRISTIAN, MANY REPUBLICANS AND INDEPENDENTS ARE MORE LIKELY TO VOTE FOR HIM.



■ AGREE ■ DISAGREE ■ NOT SURE

JOHN BEL EDWARDS INHERITED A ONE-BILLION-DOLLAR DEFICIT WHEN TAKING OFFICE. HE WAS WRONG TO RAISE TAXES. INSTEAD HE SHOULD HAVE MADE SIGNIFICANT CUTBACKS LOWERING STATE SPENDING SO LOUISIANA WOULD BE NOT BE OPERATING WITH ITS LARGE DEFICIENT. DO YOU FEEL STRONGLY ABOUT THAT?



APRIL 2019



EDWARDS STATEMENTS

- None of the statements concerning Edwards have potential to significantly lower his support at this time.

SURVEY CONCLUSIONS

- Dr. Verne Kennedy's research firm MRI completed a Louisiana statewide survey of 600 voters in April, 2019. The sample provides a statistical error factor of 4.1% at a .95 level of confidence. All surveys were conducted by telephone including 53% on cell phones.
- This survey confirmed a major shift in voter association with political parties in Louisiana. Whereas Louisiana for a number of years could be considered a Republican state, that is no longer necessarily the case. Now Louisiana is more of a Swing state.

SURVEY CONCLUSIONS -2

- Focusing on the Gubernatorial Election all candidates tested had relatively low ratios of favorable to unfavorable opinion. Typically, candidates need a ratio of 2.5:1 to be considered very viable. No candidate tested measured that high. Ratios were: Edwards 1.7:1, Abraham 1.9:1, Rispone 1.4:1, and Scalise 1.8:1.
- In a basic re-elect question asking voters if they want to see John Bel Edwards re-elected or prefer someone new as Governor, Edwards received only 36% compared to 42% for someone new. Of course, as discussed earlier in this report Edwards' Black support as a Democrat is under represented by about 12% total vote. **Re-elect 56% at least**

SURVEY CONCLUSIONS - 3

- In a Primary Election results were Edwards 46%, Abraham 17%, Rispone 5%, and not sure 32%. However, only 49% of Blacks said vote Edwards when in an actual election against Republicans he should expect closer to 90% giving him 11% to 12% higher support than indicated. Although things could change with campaigning, Edwards would win a Primary Election with no Run-Off if held at the time this survey was conducted. **Edwards 56% to 60% including undecided**
- In the event of a Run-Off election, results were Edwards 45%, Abraham 28%, and undecided 27%. In another option, results were Edwards 47%, Rispone 23%, and undecided 30%. In Scalise results were Edwards 45%, Scalise 26%, and undecided 29%. Compared to Run-Off results, **Blacks can be expected to vote for Edwards about 8% higher than survey results show.**

SURVEY CONCLUSIONS - 4

- Current analysis of voter opinion regarding Louisiana's upcoming Gubernatorial Election's indicate that **the two announced Republican candidates have a little chance of defeating John Bel Edwards.** Edwards has at least a 50% chance, based upon current results, of winning the election in the Primary without a Run-Off. If a Run-Off is necessary, Edwards should easily defeat the announced Republican candidates unless significant difference occurs because of their campaigns.