

**To: Interested Parties**

**From: MarblePort Polling, Ethan Zorfas**

**Date: March 18<sup>th</sup>, 2015**

**Re: First Poll Released, LA Governors Poll: Vitter 34%, Bel Edwards 31%, Dardenne 14%, Angelle 7%, Undecided 14%**

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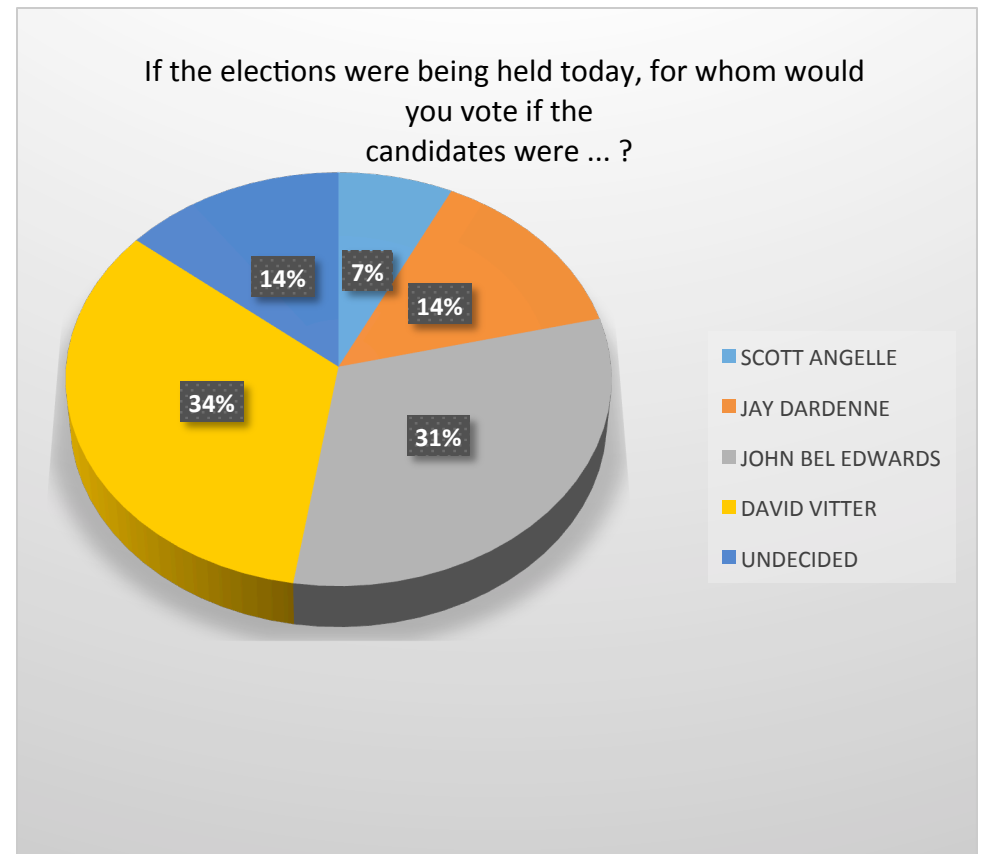
**Methodology:** The survey was conducted Monday March 17<sup>th</sup>, 2015. In total, 1071 interviews among likely voters were completed. A survey of this size has a margin of error of +/-2.99%.

## **RACE FOR GOVERNOR**

With seven months to go, the race for Governor is solidifying into a Republican versus Democrat run-off. Currently, Republican US Senator David Vitter leads with 33.5% while Democrat State Legislator John Bel Edwards follows in a close second with 31.3%. Jay Dardenne and Scott Angelle trail with 14% and 7.2% respectively.

## **VITTER**

As has been the case in other public polling, the crux of Vitter's support is among Republicans where he leads his nearest GOP opponent by 42 points (Vitter 58.3%/Dardenne 16.6%/Scott Angelle 8.5%). When compared to



Vitter's other GOP opponents he also enjoys a comfortable 27 point lead among white voters and 19 point lead among white independents.

### **JOHN BEL EDWARDS**

As the only Democrat, Edwards is currently getting 64% of the African-American vote, which has the potential to increase as election day nears. John Bel Edwards has room to grow among white Democrats and white independents where Mary Landrieu couldn't with Obama as a backstop. He currently leads the field among white Democrats (Edwards 32%/Vitter 27%/Dardenne 19%/Angelle 8%/undecided 13%) and white independents (Edwards 37%/Vitter 28%/Dardenne 13%/Angelle 3%/undecided 13%). Edwards has long been a vocal critic of Jindal's administration, and as the environment shifts this could prove profitable. Currently, 72% of white Democrats and 75% of white independents disapprove of the job Jindal is doing.

### **JAY DARDENNE**

If anything can be said about Dardenne, it is consistency. His base of support in the vote rich Baton Rouge media market anchors his support and consistently contributes to his polling in the mid-teens. However, because the Baton Rouge media market is politically, economically and demographically diverse, Dardenne will have to work hard to grow in his geographical base. In the Baton Rouge media market, Edwards leads with 31%, followed by Vitter with 26%, Dardenne with 25% and Scott Angelle with 3%.

### **SCOTT ANGELLE**

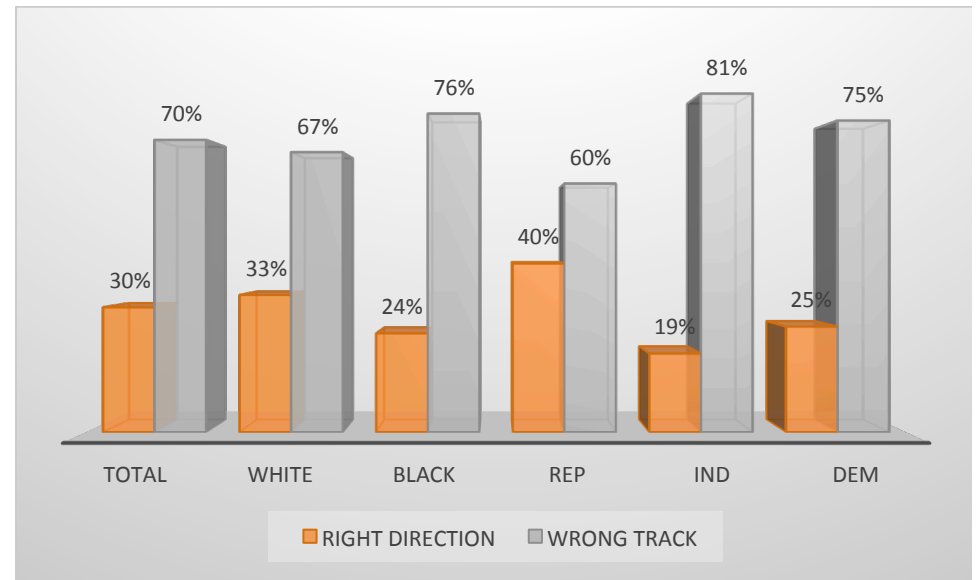
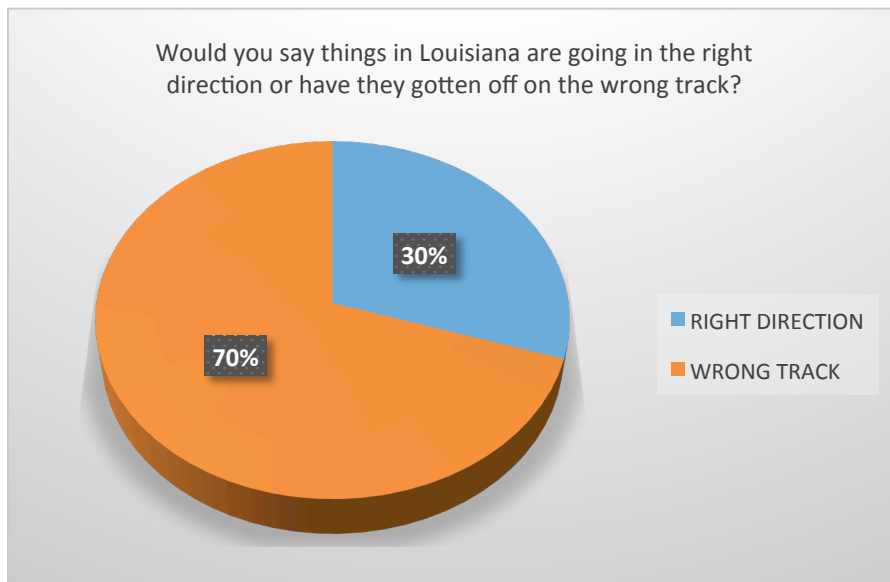
Angelle, who recently placed a \$200,000 targeted television buy in the Lafayette, Lake Charles and Alexandria media markets, has witnessed modest growth in these regions. Like Dardenne, Angelle will also have his work cut out for him within his geographical base. By running strong among Democratic voters, Edwards is polling just 1.5 points behind Angelle while Vitter currently has the lead in the Lafayette media market (Vitter 29%/Angelle 25%/Edwards 23%/Dardenne 9%/undecided 15%). Nonetheless, Angelle's lack of support in the other major media markets keeps him in single digits statewide (Shreveport 1%/New Orleans 3%/Baton Rouge 3%).

## POLITICAL ENVIRONMENT

Overall, Democrats are benefiting from a much improved political environment when compared to the 2014 US Senate elections. In close races, this should help Democrat candidates up and down the ballot.

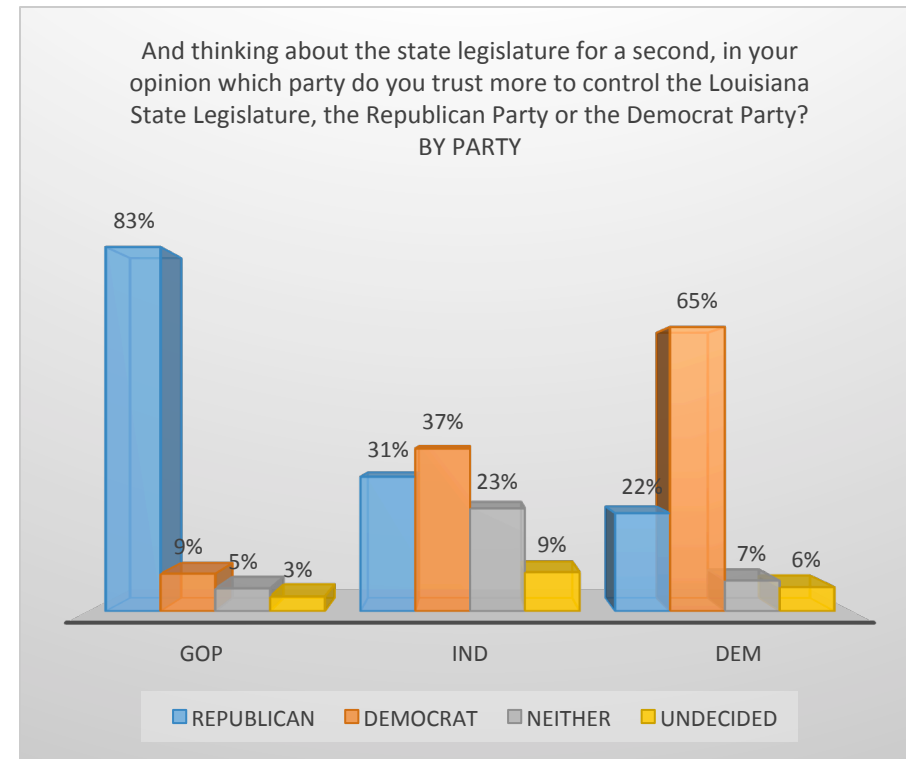
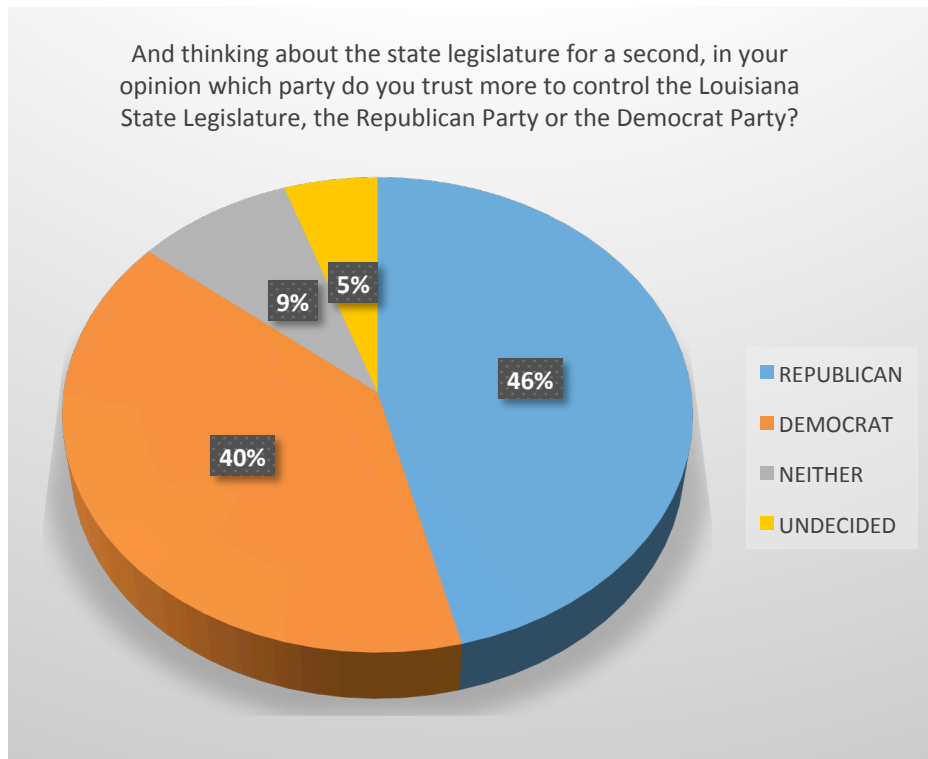
### MOOD

Incumbents beware. An overwhelmingly large majority of voters believe Louisiana is off on the wrong track (30% Right Direction/70% Wrong Track). Voters' dissatisfaction is across the board. Considering Republicans are in control of all statewide offices and the state legislature, this could provide an opportunity for Democrats to make gains, just as it allowed Republicans to make gains at the federal level in 2014. In October and November of 2014, similar wrong track numbers (25-71) played out with Obama and Harry Reid as the backstop.



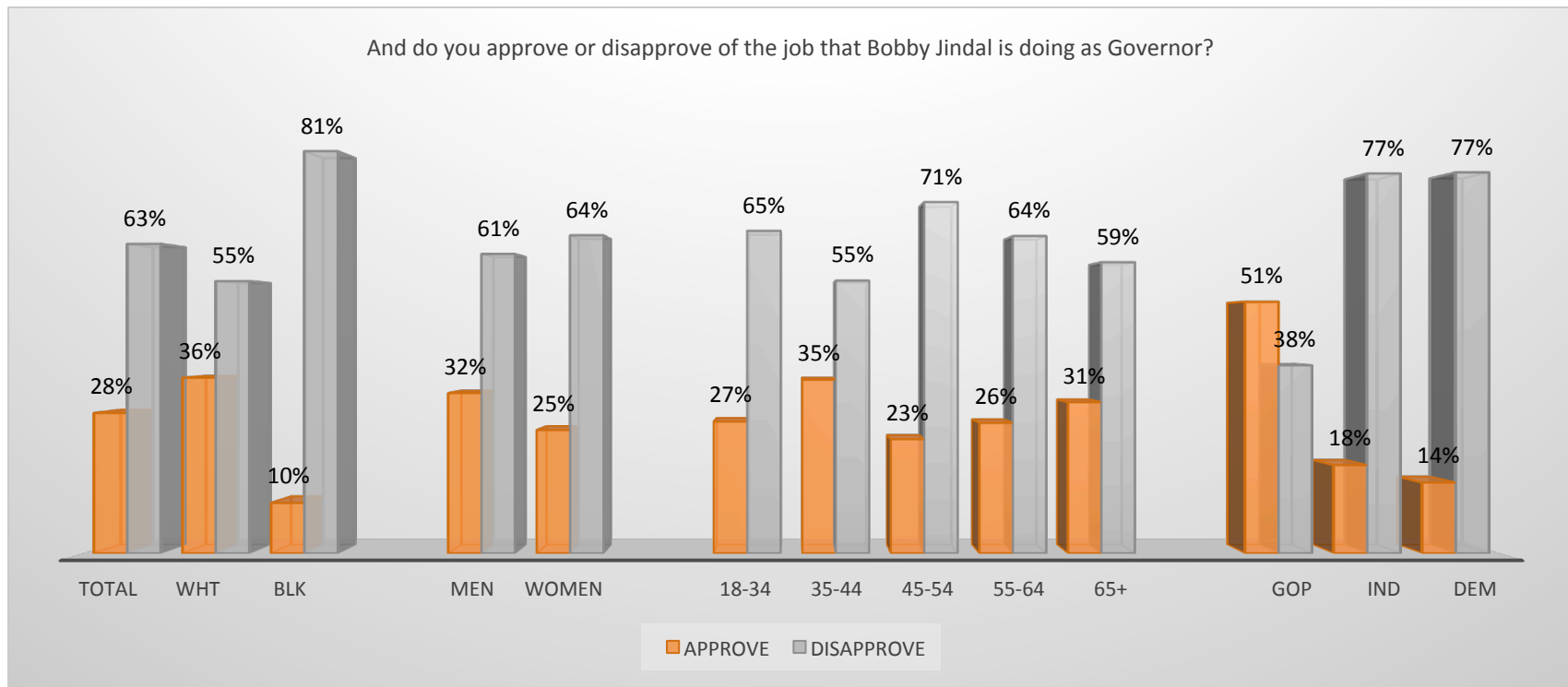
## TRUST

When asked which party voters trust most to be in control of the state legislature, only 6 points separates Republicans from Democrats (46% Republican/40% Democrat/14% undecided or neither). Among independent voters, more voters trust Democrats to control the state legislature than Republicans. Again, when compared to the 2014 US Senate election, this could potentially be the biggest difference relative to the political environment. In October and November of 2014, Louisiana voters consistently favored Republicans controlling Congress by 20 points (55% GOP/35% Dem).



## JINDAL'S JOB APPROVAL

With Jindal's job approval at only 28%, the up-coming election cycle could become a referendum on Jindal's administration and policies (28% approve/63% disapprove/9% undecided). With the exception of Republican voters (51% approve/38% disapprove/11% undecided), Jindal's approval numbers have taken on water. More important for Democrats is the fact that Jindal's job approval is particularly low among key voting segments Democrats need in order to become a viable party statewide: white Democrats (20% approve/72% disapprove/8% undecided) and white Independents (20% approve/75% disapprove/5% undecided). Depending on how the up-coming session plays out, how often each legislator votes with Governor Jindal could potentially become the theme in many State Representative and State Senate elections, just as we saw occur with Obama in the 2014 election cycle nationwide.



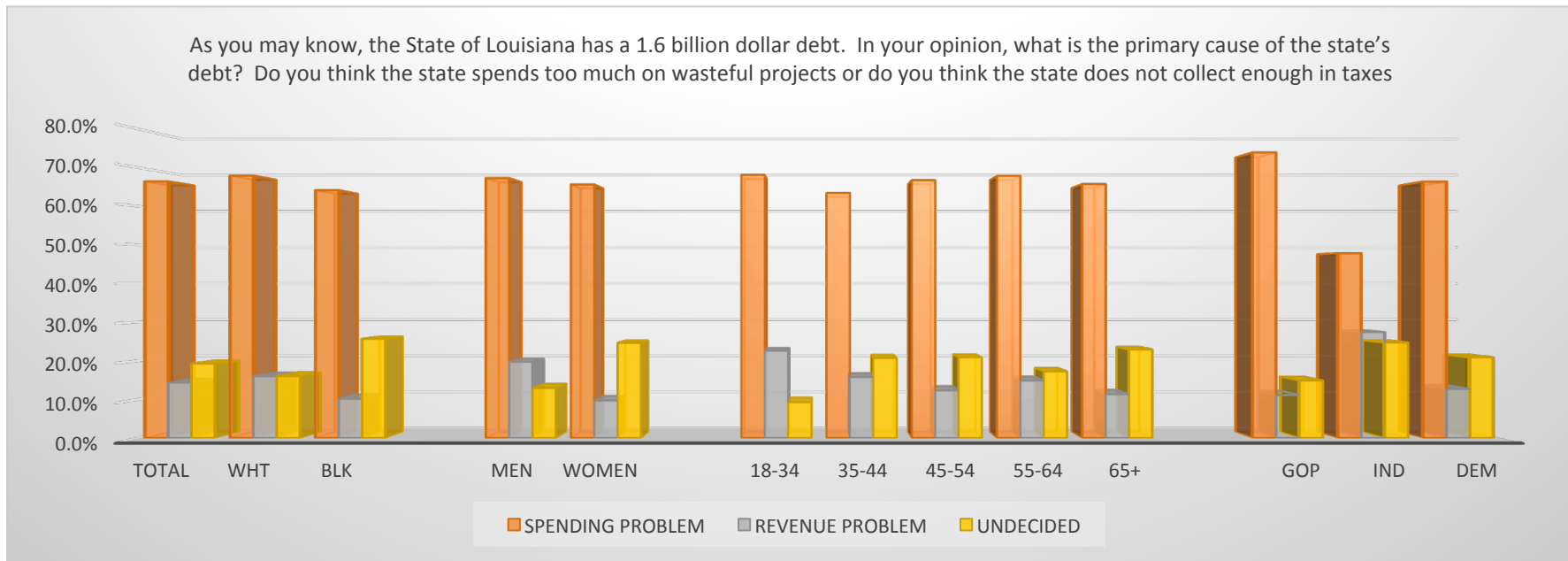
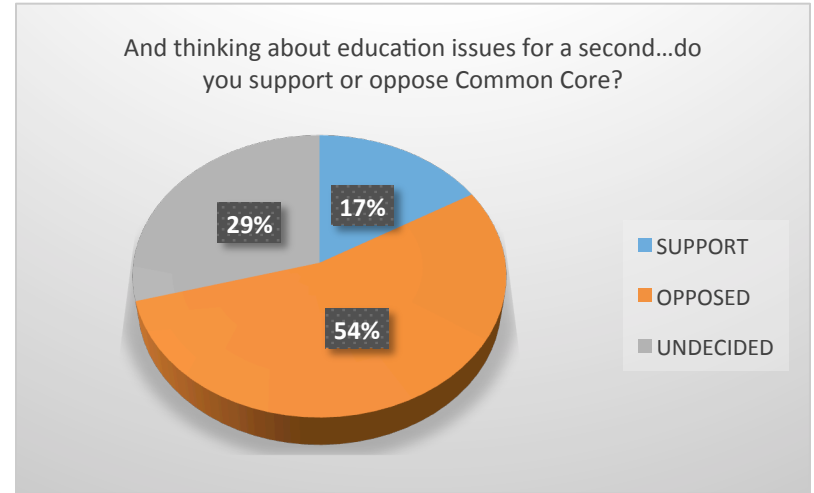
## ISSUES

### COMMON CORE

Common Core remains largely unpopular (16% support/54% oppose/29% undecided). Among key demographics, support only exceeds 20% among African-Americans (21% support/42% oppose/38% undecided).

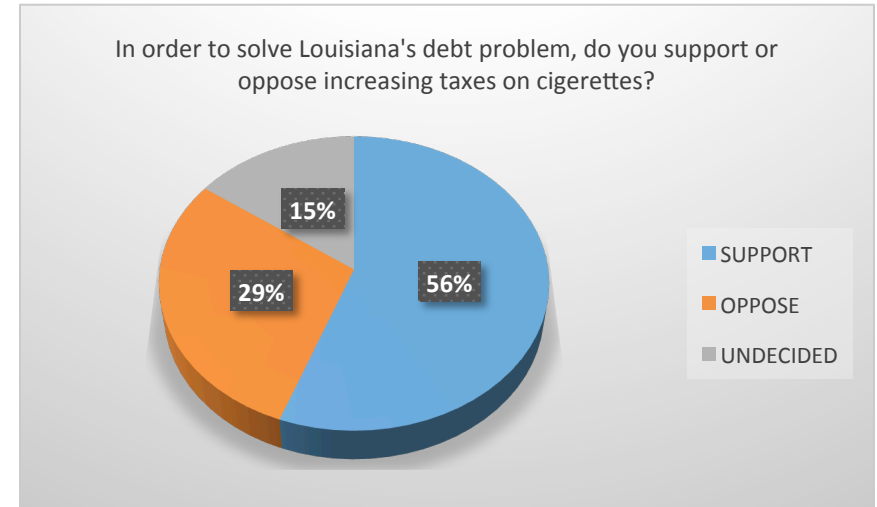
### STATE DEFICIT

Opinion is largely unified when it comes to voters perceptions as to what caused the state's 1.6 billion dollar deficit. Sixty-six percent believe that state spends too much on wasteful projects while only 14% believe that the state does not collect enough revenue. This sentiment is wide spread across all demographics.



## CIGARETTE TAX

Despite the fact that voters by in large do not believe the state has a revenue problem, 56% would support a tax increase on cigarettes, while 29% would oppose and 15% remain undecided. Support for a tax increase on cigarettes is higher among whites (61% support/26% oppose/13% undecided) than African-American voters (41% support/37% oppose/22% undecided). Surprisingly, Republicans are by far the most supportive (67% support/25% oppose/8% undecided) followed by white independents (59% support/26% oppose/16% undecided).



In order to solve Louisiana's debt problem, do you support or oppose increasing taxes on cigarettes?

