



## Treasurer's Race Poll Results

### POLLING METHODOLOGY

For this poll, a sample of chronic households for an automated poll was chosen from the population registered to vote in the state of Louisiana, and there were 1,000 completed responses.

The survey was conducted September 30 and October 2. The margin of error, with a 95% confidence interval, was 3.1%. The demographic breakdown of the respondents was 71-27% white/black, while the party registration of respondents was 46-38% Democratic/Republican (16% Independents). The geographic breakdown of the respondents was as follows: 5% from Alexandria, 20% from Baton Rouge, 13% from Lafayette, 6% from Lake Charles, 8% from Monroe, 36% from New Orleans, and 13% from Shreveport (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

### POLL RESULTS

If the special election for state Treasurer were held today, which candidate would you support?  
(Party affiliations of candidates mentioned, and undecided "leaners" are included)

<b>Edwards</b>	<b>27%</b>
<b>Davis</b>	<b>21%</b>
<b>Riser</b>	<b>14%</b>
<b>Schroder</b>	<b>13%</b>
<b>Hughes</b>	<b>4%</b>
<b>Little</b>	<b>2%</b>
<b>Undecided</b>	<b>20%</b>

### SUMMARY

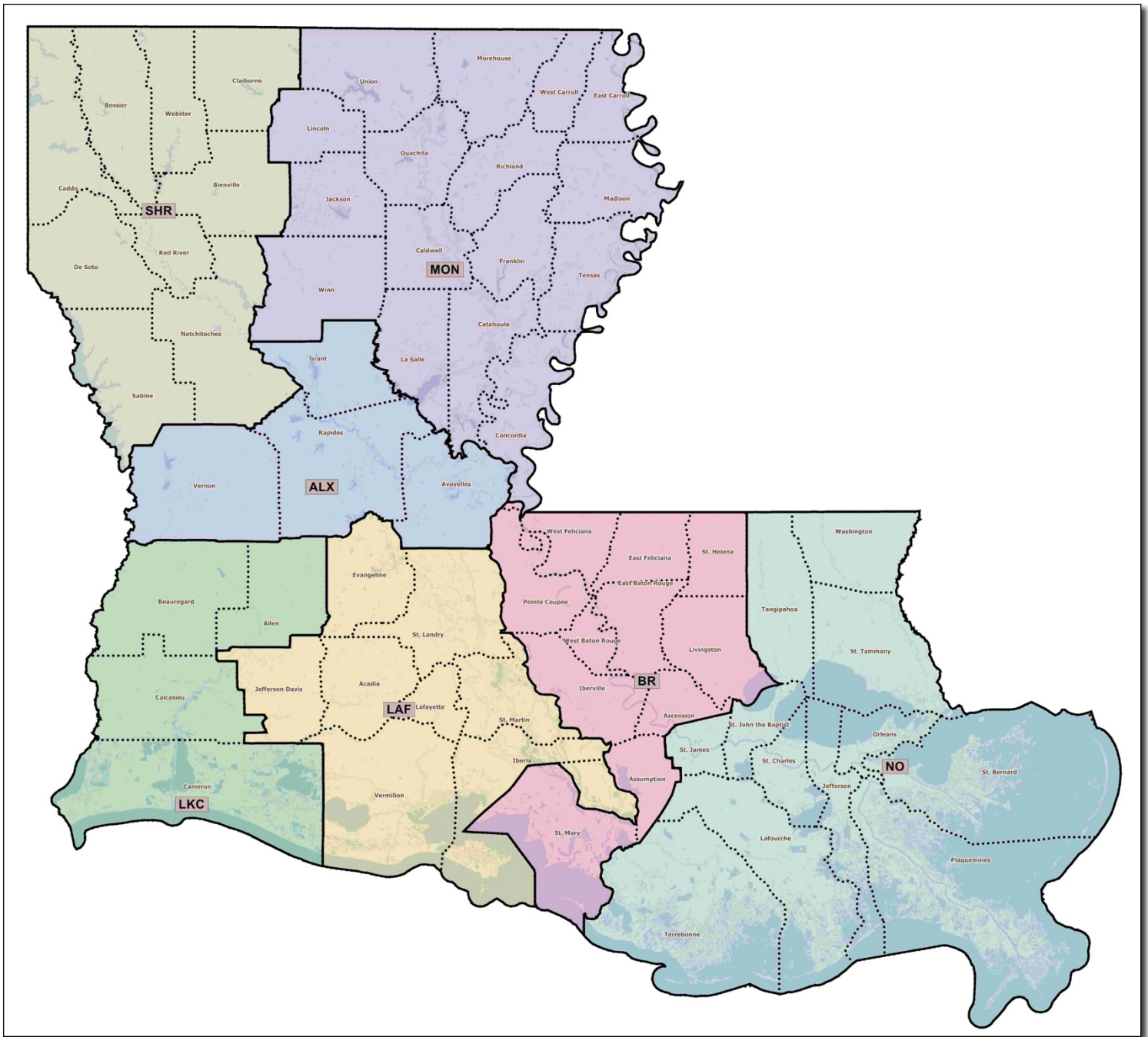
JMC Analytics and Polling was commissioned to conduct this poll for the Davis campaign. There are two main takeaways from this poll: (1) Democrat Derrick Edwards maintains his plurality, and (2) Angele Davis maintains her second-place position, and is the first Republican candidate in the race to break the 20% threshold.

On the initial ballot test, Democrat Derrick Edwards maintains strength among both black voters and white Democrats.

Angele Davis maintains her strength from previous polling at 21% and remains the frontrunner among Republicans, Similarly, she leads with white Independents, and she runs second to Edwards among white Democrats.

In summary, this looks like a Davis/Edwards runoff race.

## Appendix A: Louisiana regions/media markets



(ALX=Alexandria, BR=Baton Rouge, LAF=Lafayette, LKC=Lake Charles, MON=Monroe, NO=New Orleans, SHR=Shreveport)