



McLaughlin & Associates

TO: Angele Davis for State Treasurer Campaign Team

FROM: Jim McLaughlin & Rob Schmidt

RE: Louisiana Statewide Survey Results

Date: July 25th, 2017

Survey Summary:

The October special primary election for State Treasurer is competitive, but not yet fully defined on the Republican side. Angele Davis is in a statistical tie for second place and is well-positioned to become the consensus Republican candidate.

- ✓ *On the ballot for State Treasurer, Republican Angele Davis receives 11% of the vote, compared to 11% for Neil Riser and 13% for John Schroder. As the lone Democrat in the race, Derrick Edwards receives 36%, with 29% undecided.*

Now, thinking ahead for a moment to the special primary election for Louisiana State Treasurer, if that election were held today among the following candidates, for whom would you vote?

(Candidates Rotated)

	Total
Angele Davis, a Republican candidate	11%
Derrick Edwards, a Democratic candidate	36%
Neil Riser, a Republican candidate	11%
John Schroder, a Republican candidate	13%
Undecided	29%

- ✓ *Voters were then given various statements about Angele Davis' background, including her experience in the private sector as a small businesswoman, in state government as a budget official and her philanthropic and charitable work as a private citizen. After voters heard these statements (both favorable and unfavorable), Davis emerged as the clearly preferred candidate among Republicans.*

Key Takeaways:

With less than three months until the special primary election, Angele Davis, who just recently announced her candidacy and has never run for political office, is already running even with her two Republican opponents who currently hold elected office. This is an encouraging sign for Davis, considering that State Senator Neil Riser, who announced his candidacy almost seven months ago, has been in the Louisiana Senate for over a decade and has unsuccessfully run for Congress and Representative John Schroder has been quietly running for State Treasurer for a couple of years. This race is certainly fluid, but with the proper resources, Angele Davis has the ability to consolidate Republicans and advance to the November runoff.

Methodology: McLaughlin & Associates conducted a survey of 500 likely October 2017 special primary voters in the state of Louisiana from July 18th to 20th, 2017. All interviews were administered via telephone by professional interviewers. Interview selection was random and interviews were stratified by parish, race, age, gender and party to correlate with actual voter turnout from previous statewide primary elections. To increase coverage, 35% of the interviews were conducted on cell phones. This poll of 500 likely special primary voters has an accuracy of +/- 4.5% at a 95% confidence interval. The error margin increases for cross-tabulations. Totals may not add up to exactly 100% due to rounding.

###

919 Prince Street * Alexandria, Virginia 22314 * Phone: 703-518-4445 * FAX: 703-518-4447
566 South Route 303 * Blauvelt, NY 10913 * Phone: 845-365-2000 * FAX: 845-365-2008