

Edgewater Research | My People Vote© statewide survey of likely voters finds Edwards barely ahead of Rispone in Louisiana gubernatorial runoff election

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NEW ORLEANS, LA –Dr. Edward Chervenak former director of the University of New Orleans Survey Research Center and now in private practice at Edgewater Research, teamed up with the My People Vote© campaign app developer Tony Licciardi to conduct a poll on the 2019 Louisiana gubernatorial election.

The survey of 661 likely Louisiana voters with a 3.8% margin of error reveals an extremely tight race. The incumbent Democratic Governor John Bel Edwards has 49.2% support in the survey while his challenger Republican Eddie Rispone is at 48.9%, leaving 2.0% undecided. The survey finds that there are racial, partisan, geographical, and age category cleavages among Louisiana voters' opinions on candidate preference.

A LINK TO THIS SURVEY CAN BE FOUND AT www.MyPeople123.com

EDGEWATER RESEARCH | MY PEOPLE VOTE®

2019 LOUISIANA GUBERNATORIAL RUNOFF

STATEWIDE SURVEY OF LIKELY VOTERS

November 12, 2019

A Louisiana statewide survey of 661 likely voters was conducted on November 11, 2019 by pollsters Dr. Edward Chervenak of Edgewater Research LLC and Tony Licciardi of My People Vote®. Dr. Chervenak is a 20-year veteran pollster of the University of New Orleans Survey Research Center (SRC). Licciardi served as a graduate research assistant in UNO's SRC as a doctoral student and he is the developer of the My People Vote® campaign canvassing app.

The poll gauged who likely voters preferred in the runoff for governor.

A likely voter is defined in this survey as an individual who has voted at least 3 times in the last 5 statewide elections. Survey respondents were asked in an interactive voice response telephone survey (IVR)¹ who they preferred in the upcoming governor's runoff election and what their attitude was about impeachment.² The survey yields a margin of error of +/- 3.8% at a confidence level of 95%.

¹ IVR surveys, also known as "robo-polls" employ an automated, recorded voice to call respondents who are asked to answer questions by punching telephone keys. Advantages of IVR surveys include their low cost, the almost immediate collection of data, and the simple and convenient processing of data. They also reduce interviewer bias to zero by eliminating the live human interviewer. Every survey respondent hears the same question read the same way.

When conducting IVR surveys, pollsters must not rely on all details of a call list. They cannot assume that the details of the person in the file will match the individual who picks up the call. Demographic categories of race, age, gender, and political party identification must be self-reported by the respondent to ensure a valid and accurate analysis.

Ideally, the sample of respondents should reflect the population of interest. Unfortunately, this is usually not the case. One of the problems with telephone surveys is non-response since some people may screen their calls or hang-up when called. This may cause some groups to be over- or under-represented.

Because IVR surveying is prohibited by FCC rules from calling cell phone numbers, only VOIP and home phone numbers can be called. The growing trend of minority and younger households without land lines can result in a coverage error. Residents who are cell phone only who would be eligible to participate are excluded from IVR polls, unless they answer the survey from a home telephone in another home. As such, no reliable conclusions can be drawn from the observed survey data unless the sample has been post-weighted to correct for the lack of representativeness. It is imperative that survey analysts accurately post weight the cases to reflect the demographics of the population of interest. In this instance this sample was post-weighted to reflect gender, age, racial, and regional parameters of the population of likely voters in Louisiana.

² Attitudes are not necessarily fluid on the issue of impeachment. That was borne out in the two surveys. Both surveys found that 55 percent are opposed to impeachment and 41 percent favor it. As such, it was decided not to report the results on the question of impeachment from the November poll even though the question was asked.

GOVERNOR'S ELECTION

The contest to become governor of Louisiana is anticipated to be a very close and competitive election and the results from the two polls presented here bear that out. In the October poll, the incumbent Democrat John Bel Edwards led the challenger Republican Eddie Rispone by a slim margin. The governor was just over 50 percent while Rispone was close behind him at 47 percent. The difference is well within the margin of error for the sample size. A small number of respondents, 3 percent, report they were undecided on which candidate they favored in the election.

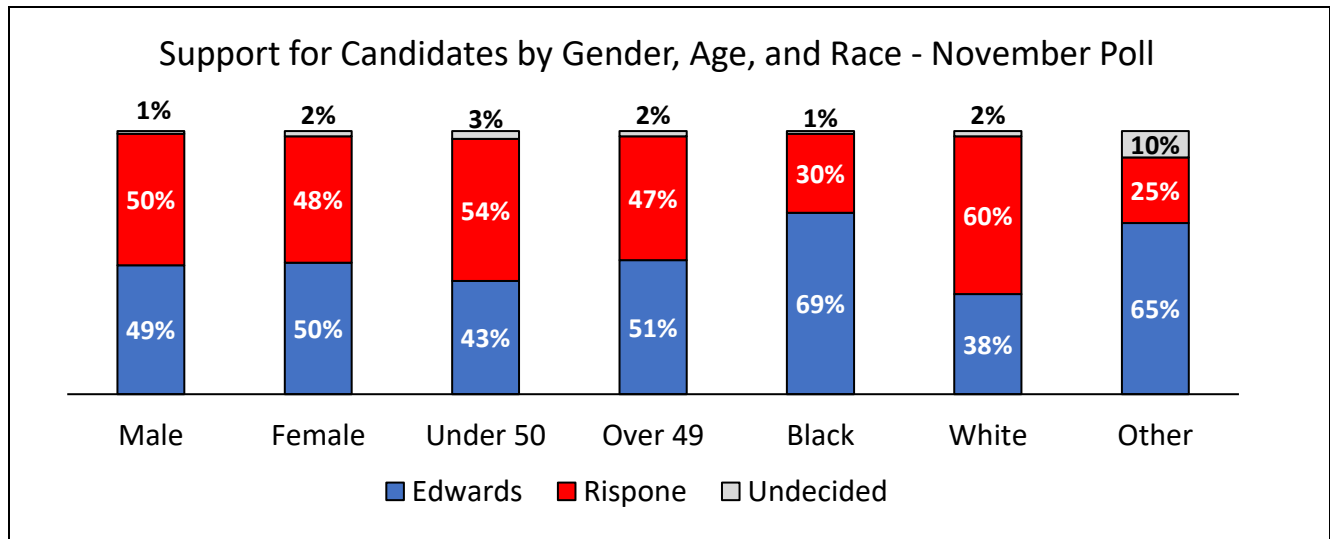
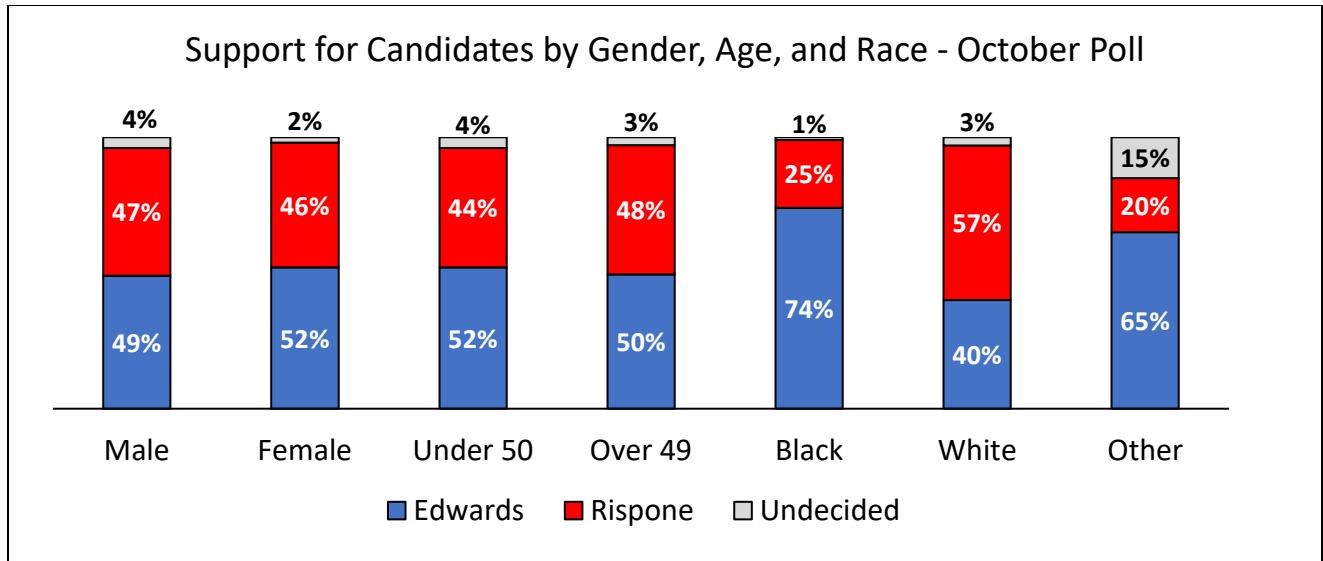
Overall Support for Candidates for Governor – October 20

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Edwards | 363 | 50.3 | 50.3 | 50.3 |
| | Rispone | 336 | 46.6 | 46.6 | 96.9 |
| | Undecided | 22 | 3.1 | 3.1 | 100.0 |
| | Total | 722 | 100.0 | 100.0 | |

Overall Support for Candidates for Governor – November 11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Edwards | 325 | 49.2 | 49.2 | 49.2 |
| | Rispone | 323 | 48.9 | 48.9 | 98.0 |
| | Undecided | 13 | 2.0 | 2.0 | 100.0 |
| | Total | 661 | 100.0 | 100.0 | |

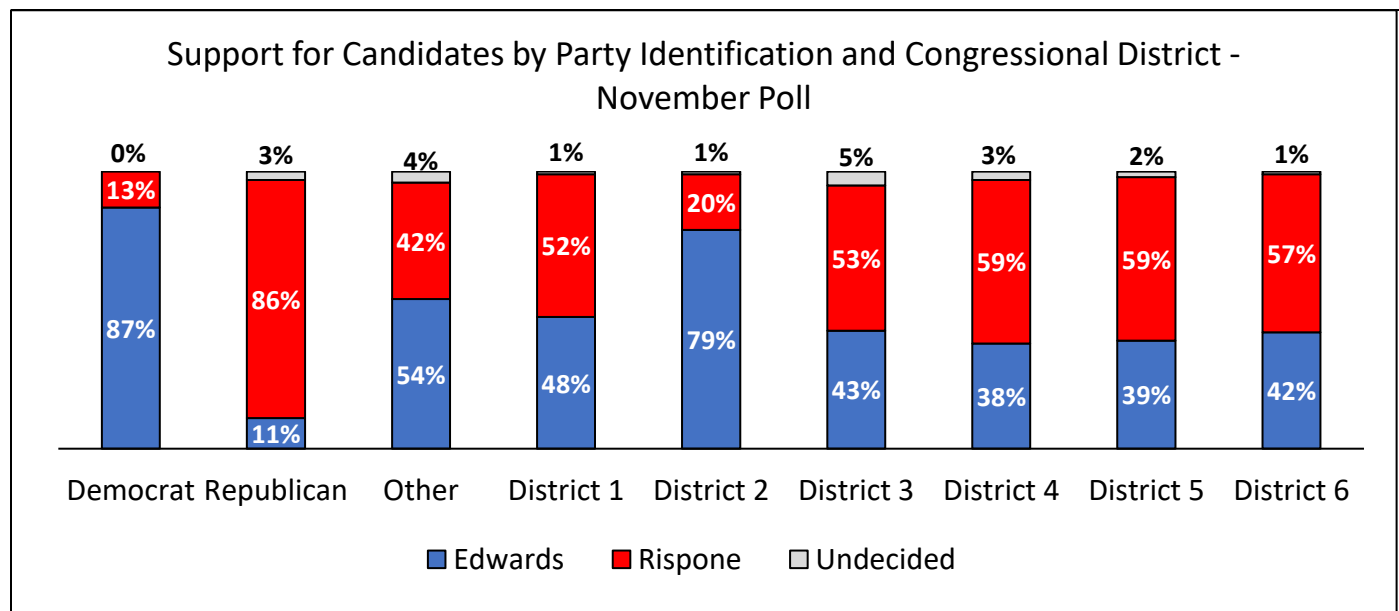
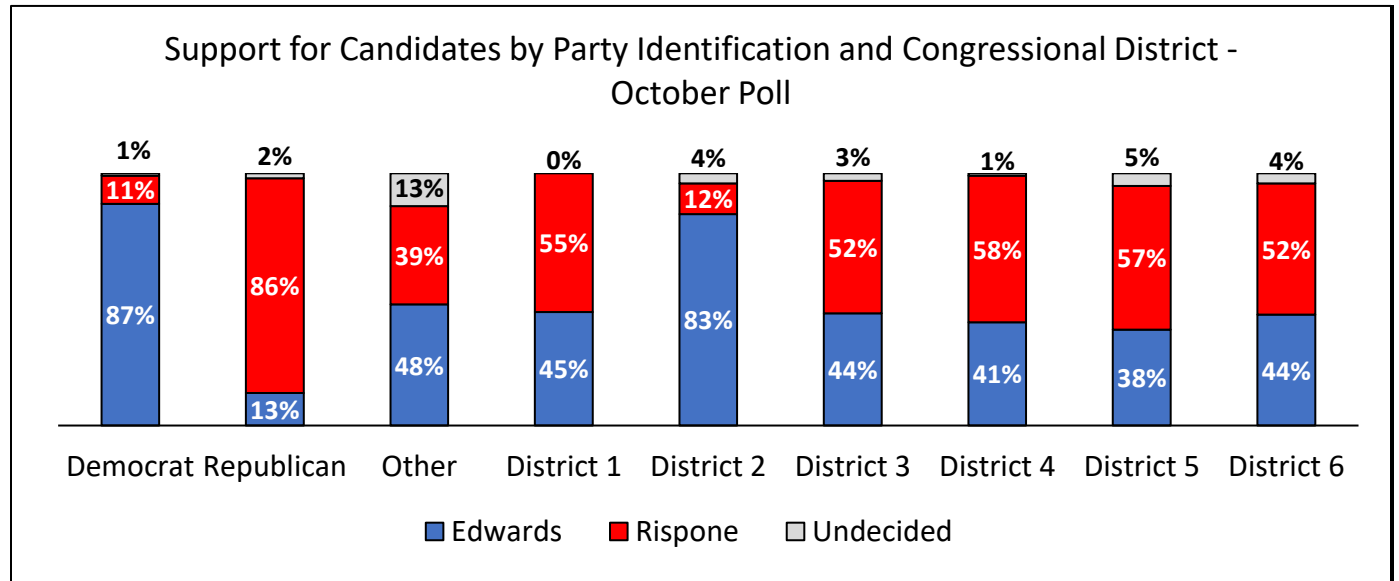
The most recent poll has Edwards falling below majority support and Rispone picking up two points. Those who said they were still undecided dipped a bit from the previous poll. The polls indicate that the electorate is basically split between the two candidates.



Neither poll indicates a gender gap in support for the two candidates. Women and men were equally likely to say they would vote for either of the candidates. In the October poll, males were basically split between the two candidates while females leaned slightly more towards Edwards. Women still prefer Edwards in the November poll, but to smaller degree than they did in the October poll. Rispone picked up 3 percentage points among men in the November poll as the percentage of undecided males fell by the same amount.

Likely voters under the age of 50 were more supportive of Edwards than they were of Rispone in the October poll. However, the numbers have flipped in the most recent poll. Whereas a majority of respondents under the age of 50 in the October poll reported they would vote for Edwards, the most recent poll indicates that a majority of the younger age cohort are now behind Rispone. Older voters were almost evenly divided on who they want to be governor in the November poll. That is basically unchanged from the October poll.

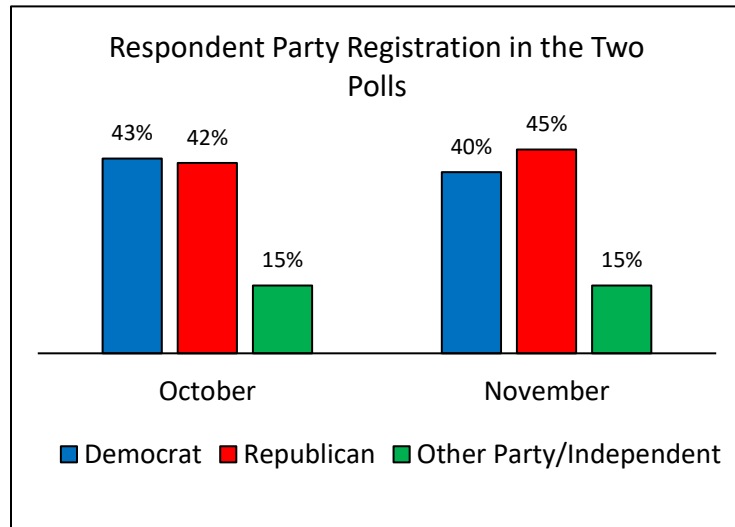
As expected, Edwards fares well with African-American likely voters, who are typically supportive of Democratic candidates. Nonetheless, his support among this important Democratic constituency is down five percentage points in the recent poll. Edwards is also down two percentage points with white respondents while Rispone is up three percentage points with them. Two-thirds of non-black minorities replied they are in the Edwards' camp in both polls. However, they comprise only 3 percent of the likely voter population in the state.



Both polls illustrate that partisanship is shaping preferences in this election. Nearly 9-in-10 Democrats are behind Edwards and a similar amount of Republicans plan on voting for Rispone. Neither candidate should expect any significant partisan crossover vote. Other Party/Independents were more likely to say they will vote for Edwards than for Rispone. While

less than a majority Other Party/Independents said they supported Edwards in October, the November poll shows that a solid majority of these people favor Edwards.

The survey also reveals a regional divergence in support for the two candidates. Edwards is the preferred candidate in the minority-majority second congressional district while Rispone is favored in the remaining five districts. Rispone is strongest in District Four and District Five. Edwards did see some improvement in District One, while his numbers are down a bit in District Two.



One reason there has been a slight shift in favor of Rispone in the November poll is that there are more Republicans and fewer Democrats participating in this survey compared to the October poll. That poll saw an even split in the distribution of Democrats and Republicans. The percentage of Other Party/Independents was the same for both polls. The greater representation of Republicans in the most recent poll helps explain why the numbers have moved in Rispone's direction.

What this indicates is that the race comes down to which candidate gets his voters to the polls. If partisans from one major party are more likely to participate in a survey than partisans from the other major party, that improves their preferred candidate's numbers in that survey. The same could be said for early voting and election day voting. The campaign that most successfully mobilizes their partisan supporters to show up will improve their chances of winning the election.

SURVEY INSTRUMENT

- "- Who will you vote for, for governor: John Bel Edwards a Democrat or Eddie Rispone a Republican? Press 1 for John Bel Edwards, press 2 for Eddie Rispone, press 3 if you don't know.
- If you support impeachment of President Donald Trump press 1, if you don't, press 2. If you don't know, press 3.
- If you are male press 1. If you are female, press 2
- If you are younger than 50 press 1. If you are older than 49 press 2.
- If you are black press 1. If you are white press 2. If you are something else press 3.
- If you think of yourself as a Democrat press 1, a Republican press 2, something else press 3.
- Thank you for taking the survey."

FREQUENCY TABLES FOR LIKELY VOTERS

Gender – October Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male | 327 | 45.3 | 45.3 | 45.3 |
| | Female | 394 | 54.7 | 54.7 | 100.0 |
| | Total | 722 | 100.0 | 100.0 | |

Gender – November Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male | 297 | 44.9 | 44.9 | 44.9 |
| | Female | 364 | 55.1 | 55.1 | 100.0 |
| | Total | 661 | 100.0 | 100.0 | |

Age – October Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Under 50 | 178 | 24.6 | 24.6 | 24.6 |
| | Older than 49 | 544 | 75.4 | 75.4 | 100.0 |
| | Total | 722 | 100.0 | 100.0 | |

Age – November Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Under 50 | 168 | 25.4 | 25.4 | 25.4 |
| | Older than 49 | 493 | 74.6 | 74.6 | 100.0 |
| | Total | 661 | 100.0 | 100.0 | |

Race – October Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Black | 209 | 29.0 | 29.0 | 29.0 |
| | White | 493 | 68.3 | 68.3 | 97.3 |
| | Other | 20 | 2.7 | 2.7 | 100.0 |
| | Total | 722 | 100.0 | 100.0 | |

Race – November Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------|-----------|---------|---------------|--------------------|
| Valid | Black | 180 | 27.2 | 28.5 | 28.5 |
| | White | 430 | 65.1 | 68.2 | 96.7 |
| | Other | 21 | 3.1 | 3.3 | 100.0 |
| | Total | 631 | 95.4 | 100.0 | |
| Missing | 99 | 31 | 4.6 | | |
| Total | | 661 | 100.0 | | |

Party – October Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|-----------------------|
| Valid | Democrat | 310 | 42.9 | 42.9 | 42.9 |
| | Republican | 303 | 42.0 | 42.0 | 84.9 |
| | Other | 109 | 15.1 | 15.1 | 100.0 |
| | Total | 722 | 100.0 | 100.0 | |

Party – November Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------|-----------|---------|---------------|-----------------------|
| Valid | Democrat | 249 | 37.7 | 39.6 | 39.6 |
| | Republican | 282 | 42.6 | 44.8 | 84.4 |
| | Other | 98 | 14.9 | 15.6 | 100.0 |
| | Total | 629 | 95.2 | 100.0 | |
| Missing | 99 | 32 | 4.8 | | |
| Total | | 661 | 100.0 | | |

Congressional District – October Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|-----------------------|
| Valid | District 1 | 126 | 17.5 | 17.5 | 17.5 |
| | District 2 | 136 | 18.8 | 18.8 | 36.3 |
| | District 3 | 126 | 17.4 | 17.4 | 53.7 |
| | District 4 | 105 | 14.5 | 14.5 | 68.2 |
| | District 5 | 99 | 13.7 | 13.7 | 81.9 |
| | District 6 | 130 | 18.1 | 18.1 | 100.0 |
| | Total | 722 | 100.0 | 100.0 | |

Congressional District – November Poll

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|-----------------------|
| Valid | District 1 | 118 | 17.9 | 17.9 | 17.9 |
| | District 2 | 125 | 18.9 | 18.9 | 36.8 |
| | District 3 | 107 | 16.2 | 16.2 | 53.1 |
| | District 4 | 95 | 14.4 | 14.4 | 67.5 |
| | District 5 | 93 | 14.1 | 14.1 | 81.6 |
| | District 6 | 122 | 18.4 | 18.4 | 100.0 |
| | Total | 661 | 100.0 | 100.0 | |