



**FROM:** Titus Bond

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**RE:** Key Poll Findings – Louisiana State Treasurer Special Election Survey

Survey conducted October 2 through October 3, 2017. 864 likely 2017 Special Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2017 Special Election. Margin of Error is +/- 3.4% with a 95% level of confidence. Totals do not always equal 100% due to rounding.

**John Schroder remains the leading Republican in the special election for Louisiana State Treasurer. The Democrat, Derick Edwards leads all contenders as the Republican candidates are currently splitting the vote.**

**Schroder leads his closest Republican opponent by four points. 27% of voters remain undecided.**

**Q:** Candidates in the 2017 Special Election for State Treasurer are Republican John Schroder, Republican Angele Davis, Republican Neil Riser and Democrat Derick Edwards. If the election were held today, for whom would you vote? [ROTATE]

John Schroder: 19%

Neil Riser: 15%

Angele Davis: 12%

Derick Edwards: 28%

Undecided: 27%

**Schroder, a Jefferson parish native, claims the New Orleans Media Market as a strength. Schroder leads the next closest Republican in the New Orleans Media Market by 15 points. The New Orleans Media Market is expected to account for close to 40% of the total special election electorate.**

**Conversely, despite being from north Louisiana, the next closest Republican, Neil Riser, does not claim a strong base of support in his home area. Riser only leads other Republican candidates in the Shreveport Media Market by two points and only claims 17% of the ballot share in the Shreveport Media Market.**

**Schroder also claims a base of support in other key demographics. Schroder leads amongst Conservatives by nine points. He is also the leading Republican candidate amongst both women and men. Schroder leads Riser by four points amongst women and is the leading Republican by five points amongst men.**

**The next ten days of TV buys and money will dictate which Republican will move on. Schroder possesses the financial resources to continue running up the score in key media markets. Due to his current ballot strength and available resources, we expect Schroder to have a high ceiling of support.**