



Public Service Commission Poll Results

Trump 53%, Clinton 31% (6% third party, 11% undecided)

Werner 23%, Francis 20%, Owens 4% (52% undecided)

POLLING METHODOLOGY

A sample of likely households was taken of registered voters in Public Service Commission District 4 for a “hybrid” automated (for landlines)/live (for cell phones) poll where 78% of the phone numbers were landlines and 22% of the phone numbers were cell phones. There were 665 completed responses to four poll questions.

The survey was commissioned by the Francis campaign and was conducted September 22-24. The margin of error, with a 95% confidence interval, was 3.8%. The demographic breakdown of the respondents was 75-23% white/black, while the party registration of respondents was 47-31% Democratic/Republican (22% Independents). The geographic breakdown of the respondents was as follows: 26% from the Alexandria media market, 40% from the Lafayette media market, 29% from the Lake Charles media market, and 5% from three Central Louisiana parishes in the Monroe/Shreveport media markets (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

Question 1: If the race for President were held today between Donald Trump and Hillary Clinton, which candidate would you support? (Party affiliations of candidates mentioned)

	CURRENT	AUGUST	JULY
Trump	53%	56%	58%
Clinton	31%	30%	27%
Johnson	5%	4%	4%
Stein	1%	1%	0%
Undecided	11%	10%	10%

Question 2: If the election for Public Service Commissioner were held today, which candidate would you support? (Party affiliations of candidates mentioned)

	CURRENT	AUGUST	JULY
Werner	23%	23%	18%
Francis	20%	16%	10%
Owens	4%	5%	4%
Richmond	N/A	N/A	2%
Undecided	52%	57%	65%

Question 3: If the runoff election for Public Service Commissioner were held between Mike Francis and Mary Werner, which candidate would you support? (Party affiliations of candidates mentioned)

Francis	48%
Werner	31%
Undecided	21%

Question 4: If the runoff election for Public Service Commissioner were held between Reldon Owens and Mary Werner, which candidate would you support? (Party affiliations of candidates mentioned)

Owens	35%
Werner	34%
Undecided	32%

SUMMARY POINTS

- Since the last poll, Mike Francis was the only candidate to move up in the polls;
- Reldon Owens’ recent endorsements have failed to create any perceptible movement in the polls, and among Republicans, his 3:1 deficit against fellow Republican Mike Francis has widened to 4:1;
- A recent “War Room Report” from LABI to its members analyzed the PSC race, but it misrepresented the electoral strengths and weaknesses of Mike Francis and Reldon Owens in two ways:
 - “*The Democrat (sic) party is coming off a huge 2015 gubernatorial victory and could add another win for the party by gaining a large public service commissioner (sic) seat in December.*” Actually, in this poll (the third one JMC Analytics and Polling has conducted in this race), both Mike Francis and Reldon Owens (the two Republicans in the race) were separately tested against Democrat Mary Werner and found that in a Francis/Werner runoff. Mike Francis had a 48-31% lead, while Reldon Owens had a statistically insignificant 35-34% lead. **In other words, Reldon Owens did and does not electorally bring anything to the table, and given his weak poll performance, his continued presence in the race may force an unnecessary runoff in December;**
 - “*We are expecting to see the democrat (sic), Werner, make the runoff with one of the two republicans (sic). Francis had a tough outing in his last election when candidate Jay Dardenne hurt him with a hard hitting 30 second TV.*”: Again, LABI fails to tell the complete story – the 2006 Secretary of State’s race was in fact quite competitive: Republican Jay Dardenne led with 30% and carried 16 parishes. Democrat Francis Heitmeier ran second with 28% and carried 18 parishes, while Republican Mike Francis finished a close third with 26% and carried 30 parishes –**more than the number of parishes carried by either Dardenne or Heitmeier.** Furthermore, LABI neglected to tell its members that in the parishes comprising the current configuration of PSC District 4, Mike Francis carried 15 of the 17 parishes in the district and ran first with 39%, followed by Heitmeier with 28% and Dardenne with 19%. **In other words, Mike Francis was the clear favorite of the voters of PSC District 4 (which is where he is running) in that crowded (seven candidates were running) field.**

CROSSTABS

Question 1 – Ballot Test (President)

		Race Name			Total
		Black	Other	White	
Ballot Test (President)	1 Clinton	74%	15%	19%	31%
	2 Johnson	3%	8%	5%	5%
	3 Stein	1%		1%	1%
	4 Trump	8%	54%	66%	53%
	5 Undecided	15%	23%	9%	11%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot Test (President)	1 Clinton	49%	27%	6%	31%
	2 Johnson	4%	5%	6%	5%
	3 Stein	2%	1%		1%
	4 Trump	34%	52%	82%	53%
	5 Undecided	12%	16%	5%	11%
Total		100%	100%	100%	100%

Question 2 – Ballot Test (PSC)

		Race Name			Total
		Black	Other	White	
Ballot Test (PSC)	1 Francis	3%	23%	25%	20%
	2 Owens	2%		5%	4%
	3 Werner	54%	15%	14%	23%
	4 Undecided	41%	62%	55%	52%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot Test (PSC)	1 Francis	12%	19%	35%	20%
	2 Owens	3%	3%	8%	4%
	3 Werner	38%	19%	4%	23%
	4 Undecided	48%	59%	54%	52%
Total		100%	100%	100%	100%

Question 3 – Ballot Test (PSC – Francis/Werner)

		Race Name			Total
		Black	Other	White	
Ballot Test (PSC - Francis/Werner)	1 Francis	9%	46%	60%	48%
	2 Werner	67%	15%	20%	31%
	3 Undecided	24%	38%	20%	21%
Total		100%	100%	100%	100%

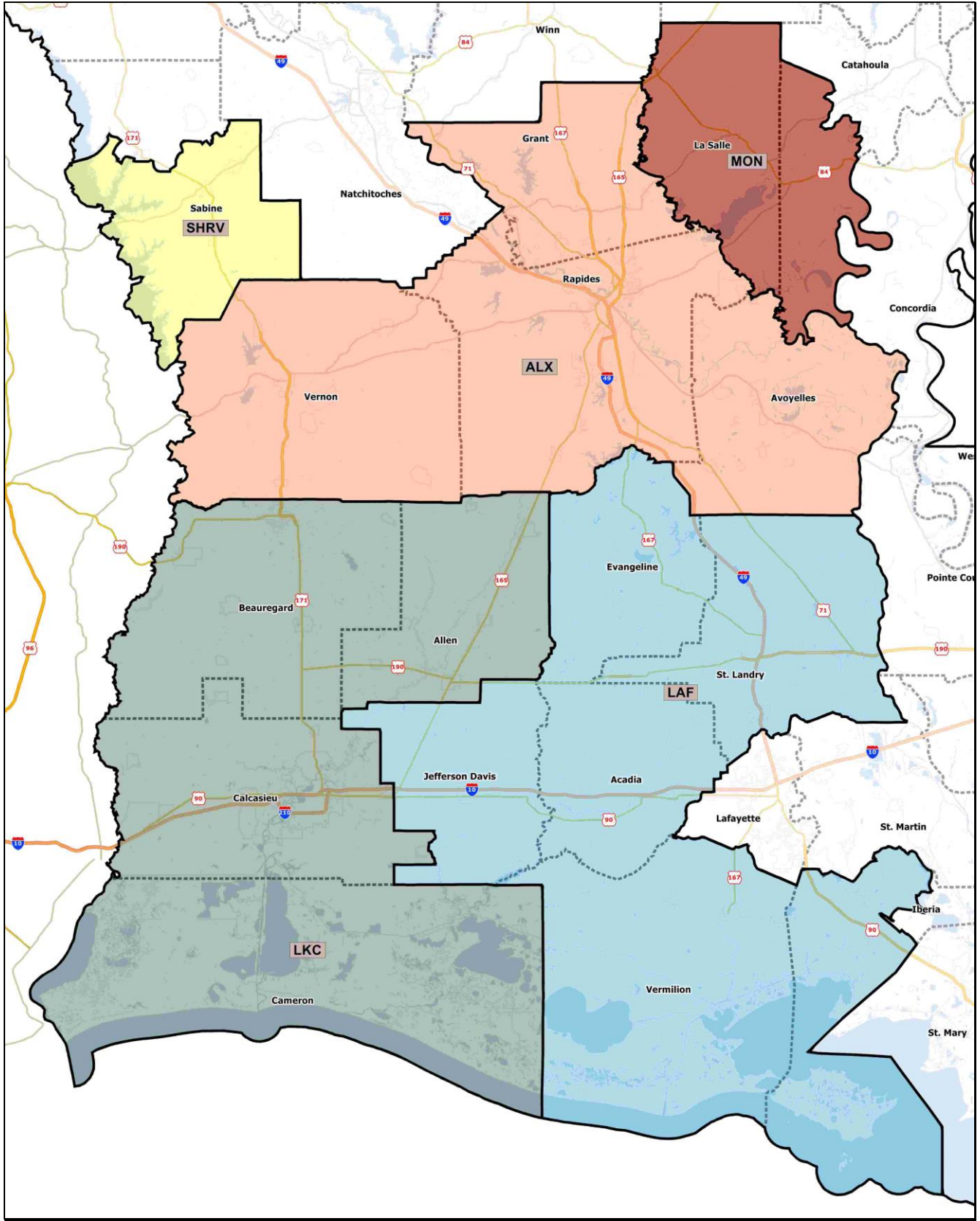
		Party			Total
		DEM	OTHER	REP	
Ballot Test (PSC - Francis/Werner)	1 Francis	29%	40%	83%	48%
	2 Werner	48%	27%	8%	31%
	3 Undecided	23%	33%	9%	21%
Total		100%	100%	100%	100%

Question 4 – Ballot Test (PSC – Owens/Werner)

		Race Name			Total
		Black	Other	White	
Ballot Test (PSC - Owens/Werner)	1 Owens	7%	23%	43%	35%
	2 Werner	67%	15%	24%	34%
	3 Undecided	26%	62%	32%	32%
Total		100%	100%	100%	100%

		Party			Total
		DEM	OTHER	REP	
Ballot Test (PSC - Owens/Werner)	1 Owens	18%	29%	65%	35%
	2 Werner	52%	30%	9%	34%
	3 Undecided	30%	41%	26%	32%
Total		100%	100%	100%	100%

Appendix A: PSC District 4 regions



(ALX=Alexandria media market, LAF=Lafayette media market, LKC=Lake Charles media market, MON=Monroe media market, SHR=Shreveport media market)