



Memo

To:

From: Greg Rigamer

Date: June 2, 2024

Subject: LA Congressional District 6 Survey

Background

BDPC, LLC interviewed five hundred registered voters May 30 through June 1, 2024, in Louisiana Congressional District 6 to evaluate the viability of candidates who have expressed an interest in running for this office.

Key Finding

Louisiana State Senator Cleo Fields is in a dominant position among the candidates evaluated.

Substantiation

By far, Senator Fields has the highest name recognition (88%) and most favorable image (49%) of the candidates evaluated. U.S. Representative Garret Graves was second with 65% name recognition and a 27% favorability rating. Senator Gerald Boudreaux and Elbert Guillory are unknown to a significant percent of the voters 52% and 44%, respectively.

In an initial trial heat, Senator Fields was the choice of 38% of the voters followed by Representative Graves at 19%, Former Senator Guillory at 8%, and Senator Boudreaux at 7%. Twenty-six percent of the voters were undecided. Senator Fields ran first among African Americans with 57% and Representative Graves was the choice of 37% of the white voters surveyed. Only 23% of AA voters were undecided on the initial ballot compared to 29% of the white voters surveyed. As expected, Representative Grave was the first choice among Republicans (46%) and Senator Fields was at 56% among Democrats.

Positive/factual messages were tested to better acquaint respondents with the candidates followed by an “informed ballot. Once again, Senator Fields led the field with 42% followed by Representative Graves 20%, Former Senator Guillory 10%, and Senator Boudreaux 10%. Undecided voters dropped to 18%. Senator Fields had the expressed support of 63% of the AA and 18% of the white respondents compared to Representative Graves’ 6% support among AA and 37% of the white respondents. Senator Fields led in the three major Geographic areas of District 6 with a strong showing in the Northwest (51%) and Southeast (48%) Parishes. While he led in the Central Parishes with 29%, Senator Boudreaux (18%) and former Senator Guillory (18%) had a better showing here as it is their home turf. Representative Graves was the strongest in the Southeast (32%), followed by Central (13%) and Northwest (8%).



Memo

Conclusion

Senator Fields is in a dominant position in this race. If the field is as evaluated herein or if additional candidates enter the race, there may well be runoff in December. If Representative Graves enters the race, he would be the opponent to Senator Fields in a runoff. The turnout in the November election will be about 70% compared to a much lower turnout in December (30%). That said, the extent of Senator Fields' lead both geographically and demographically suggests his ultimate victory is likely.

Attachments

- Map of LA Congressional District 6 - MAP LA CD 6 2024.pdf
- Topline Survey Report - 1_LA_CD06_Topline_Report_060124.pdf
- Crosstab Survey Report - 2_LA_CD06_Crosstab_Report_060124.pdf