

POLL REPORT: LETLOW, GRAVES STATISTICALLY TIED IN HYPOTHETICAL LA-5 SHOWDOWN

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Poll conducted May 24-26, 2024 among 375 registered likely voters throughout Louisiana's newly-drawn 5th Congressional District. Responses were collected via Interactive Voice Response (IVR) and Text-To-Web (TTW). Maximum margin of error of $\pm 5.2\%$. Poll commissioned and conducted by Victory Insights.





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Executive Summary

After a widely-celebrated victory in October of 2023, it did not take much time for new Louisiana Governor Jeff Landry to flex his political muscle by attempting to take out a fellow member of his party. When Louisiana's new congressional maps were drawn, one Pelican State lawmaker was upset to see his old district chopped up and fundamentally reshaped, going from a safe red haven to a hostile left-leaning environment. That lawmaker was Garret Graves, and politicians in Louisiana and beyond have been wondering what his next move will be. One enticing option he's likely mulling is challenging incumbent Congresswoman Julia Letlow, in a neighboring district that now overlaps heavily with his old district. But could Graves actually challenge his Republican colleague – and have a shot to win?

In short, yes. In our hypothetical polling, Graves (35%) falls within the margin of error of Letlow (38%), trailing by only 2.6%. His competitiveness is due to two main factors:

1. **Dominance in his old district.** Graves leads Letlow by 55 points among voters who live in areas that were previously part of his district. Even though these areas make up a minority of the district, his dominance there gives him a major boost in the overall ballot.
2. **Outperforming Letlow among non-Republicans.** Although Letlow leads Graves by 20 points among Republicans, Graves leads by 10 and 18 points among Democrats and nonpartisans, respectively.

We also asked voters to share their opinions on all of the prospective candidates for LA-5, as well as Landry, President Joe Biden, and former President Trump. Unsurprisingly, Biden is widely disliked by the electorate, while Trump is the most broadly liked. Graves and Letlow aren't quite as well-known as Trump, Biden, or Landry, but those who *do* know the two members of Congress tend to rate them more positively than any of the other three.

Graves has either already made a decision on his plans or is actively making the decision as we speak. As we all watch and wait, we hope that this poll report provides a helpful framework for understanding the tough decisions that lie ahead.

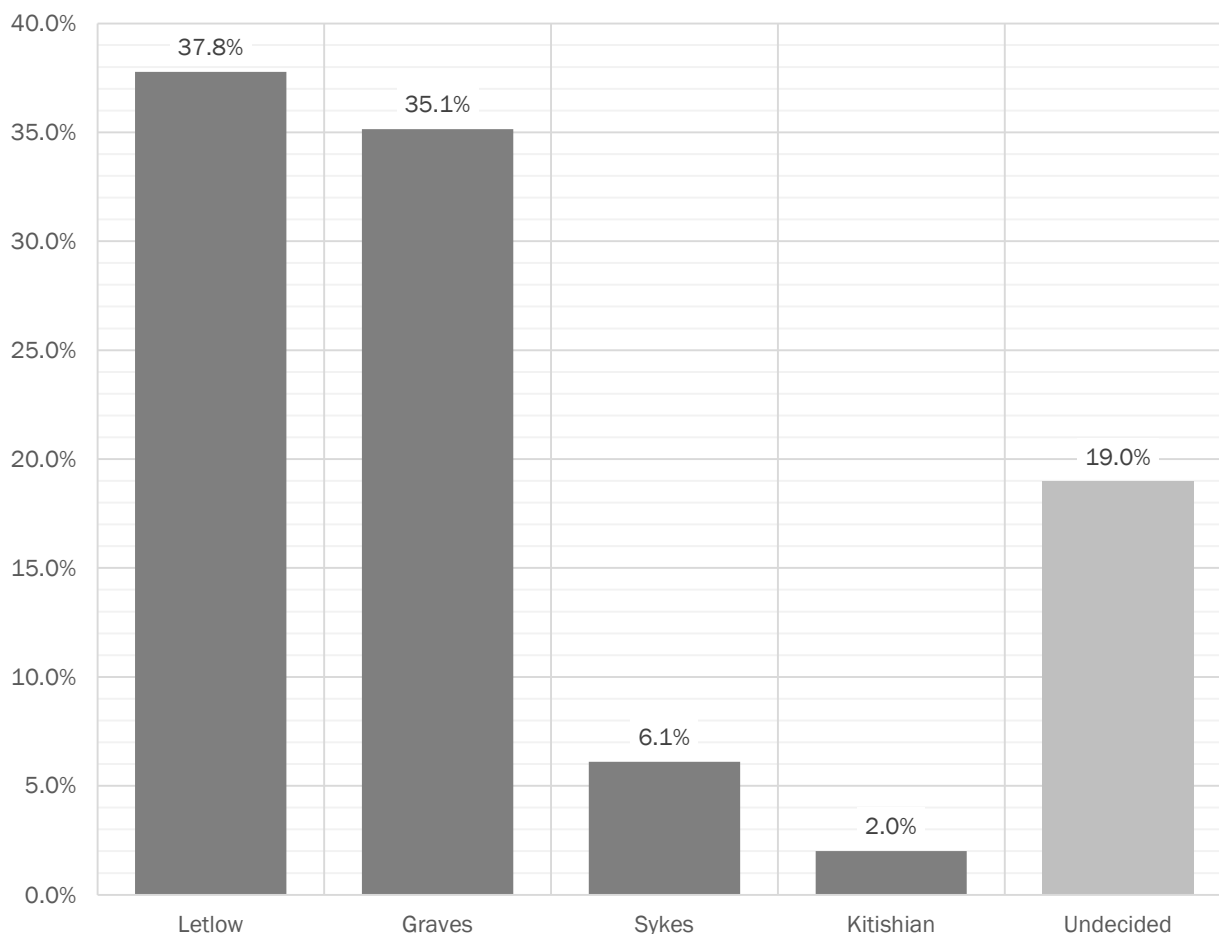
Read on to learn more.

Congressional Ballot

Three candidates are currently filed for the LA-5 seat: Republicans Julia Letlow and Dany Kitishian, as well as Green Party member Rivule Sykes. We added potential contender Garret Graves (another Republican) to the mix and asked voters who they would most likely vote for if the election were held today. This section dives deep into the results of this question.

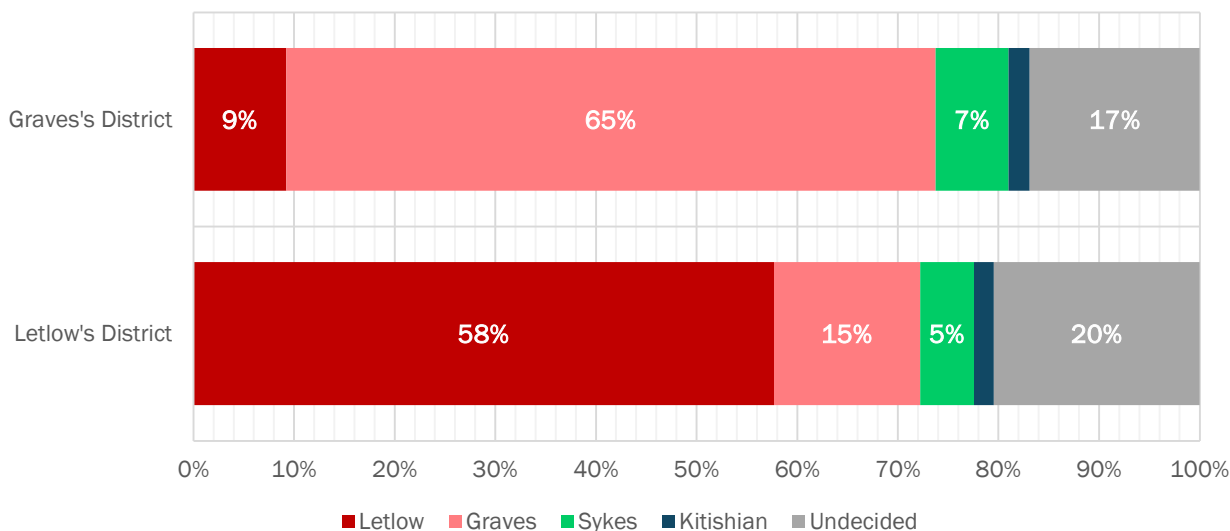
Overall Ballot

The chart below displays the topline results. Letlow and Graves clearly stand head and shoulders above the rest of the field. With only 2.6 percentage points separating the two leaders, Letlow's tiny lead is clearly within the poll's margin of error, which means Letlow and Graves are statistically tied. After running 10,000 simulations of the election using our proprietary 10KSim software, Letlow won just under 80% of simulations and Graves won the other 20% of simulations (if the election were held today). Nevertheless, a significant 19% of the electorate remains undecided, Sykes takes another 6% of the vote, and Kitishian scoops up the remaining 2%.



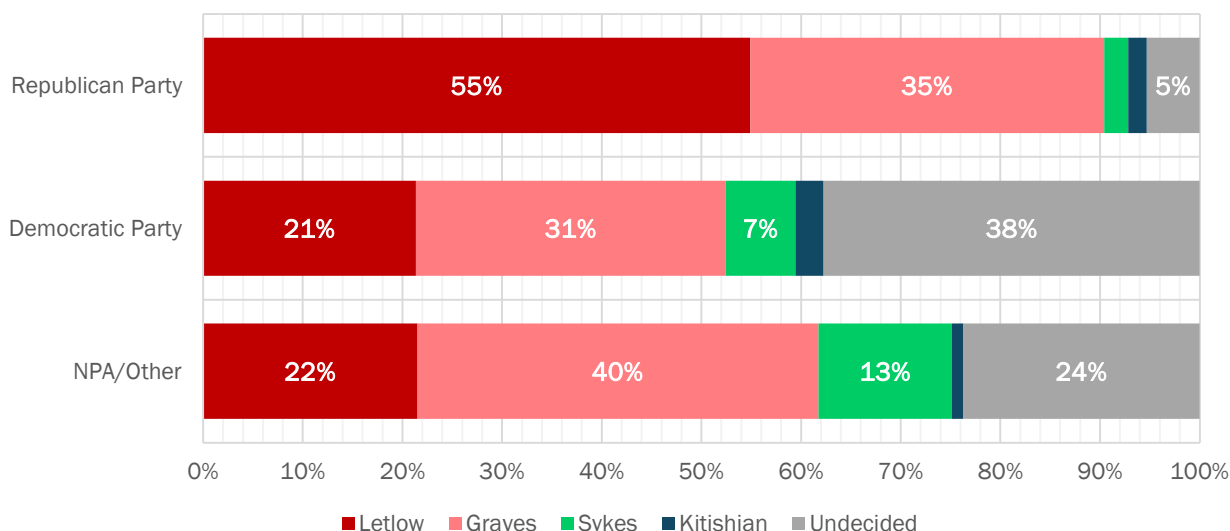
Ballot by Prior Congressional District

The chart below breaks down the ballot results based on which congressional district each voter was previously a part of. (Note: a small number of voters in the new LA-5 were not previously a part of Graves' nor Letlow's districts. These voters were excluded from the chart below.) While both Graves and Letlow dominate their respective districts, some interesting insights can be extracted from this data.



Ballot by Party Affiliation

The chart below breaks down the ballot results by party affiliation. Letlow leads Graves by a whopping 20% among Republicans, but Graves has a 10% lead among Democrats and an 18% lead among nonpartisans. Interestingly, Republicans have largely made up their minds about who they'll support, while Democrats and nonpartisans have much higher proportions of undecided voters.

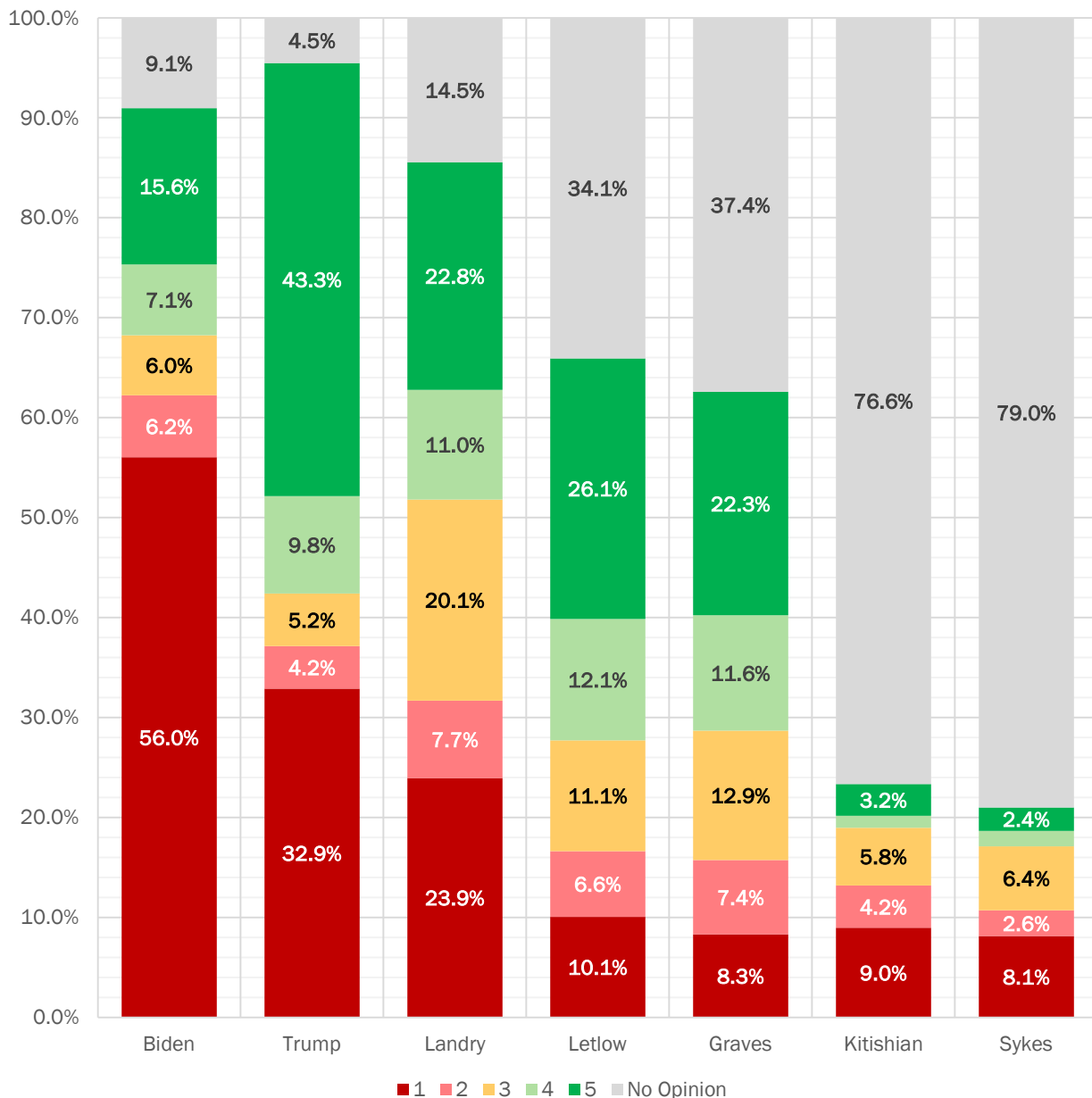


Favorability

We asked respondents to rate Biden, Trump, Landry, and all of the prospective LA-5 candidates on a scale from 1 to 5, with 1 being extremely negative, and 5 being extremely positive. Respondents could also indicate that they have no opinion of the person/entity in question. This section analyzes the results of those questions.

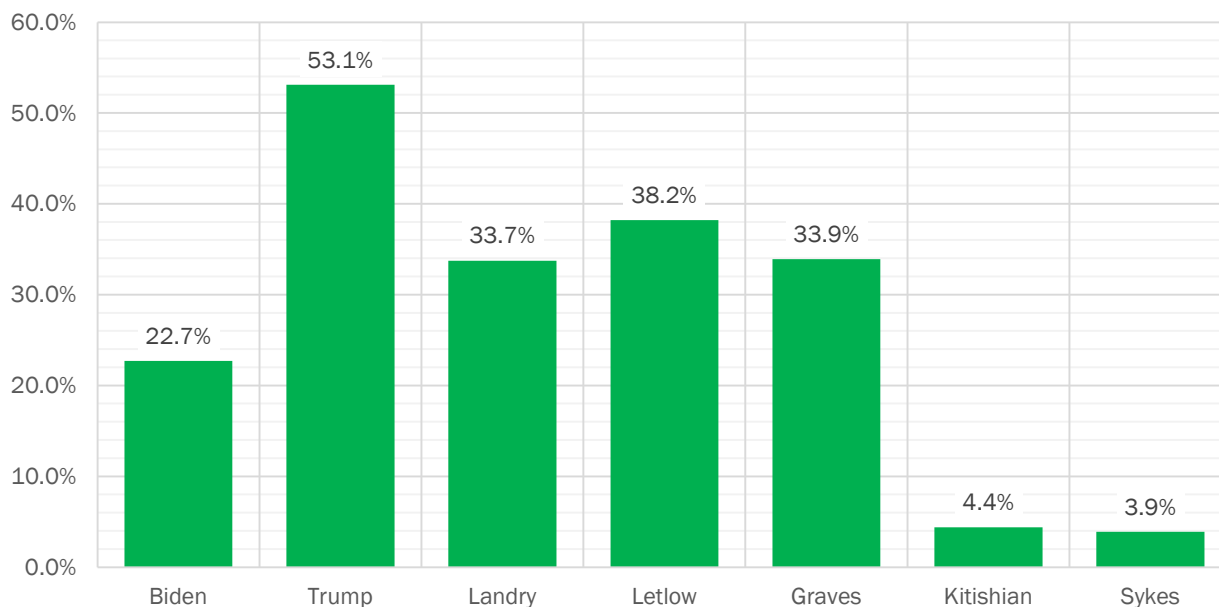
Overall Favorability

The chart below shows the overall results of the favorability questions. We'll look at these numbers from several different angles on the next two pages.



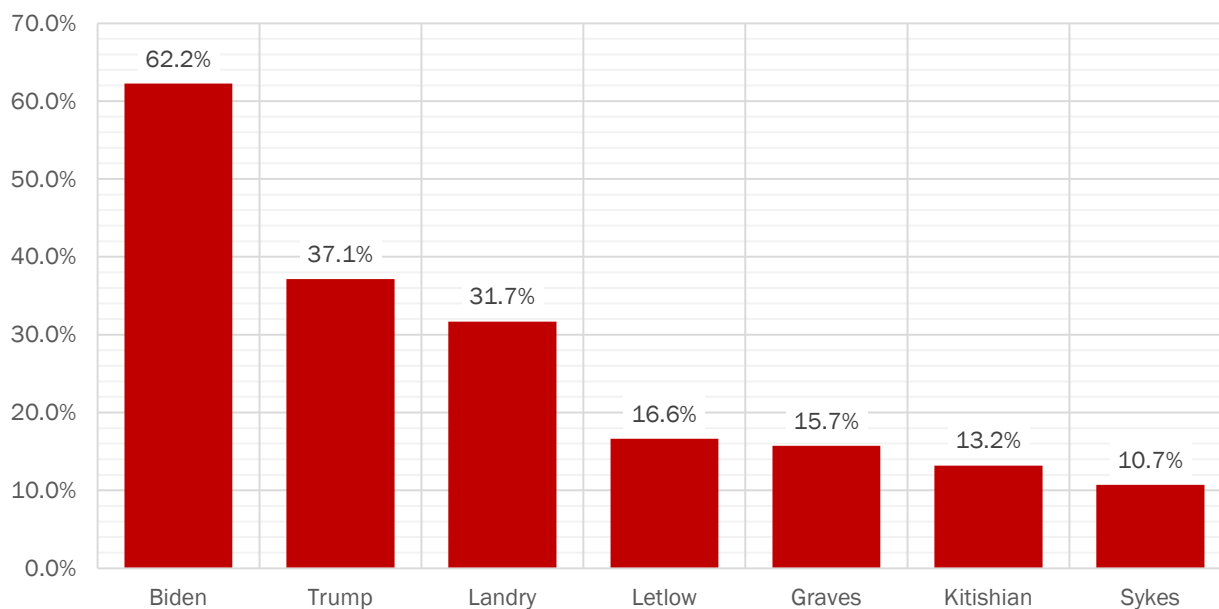
Positive Name ID

The chart below shows the percentage of the electorate that has a positive opinion (rating of 4 or 5) of each candidate. Trump has the highest Positive Name ID with 53%, while Letlow (38%), Graves (34%), and Landry (34%) make up the next tier. Biden has 23% Positive Name ID, and the other two candidates remain in the low single digits.



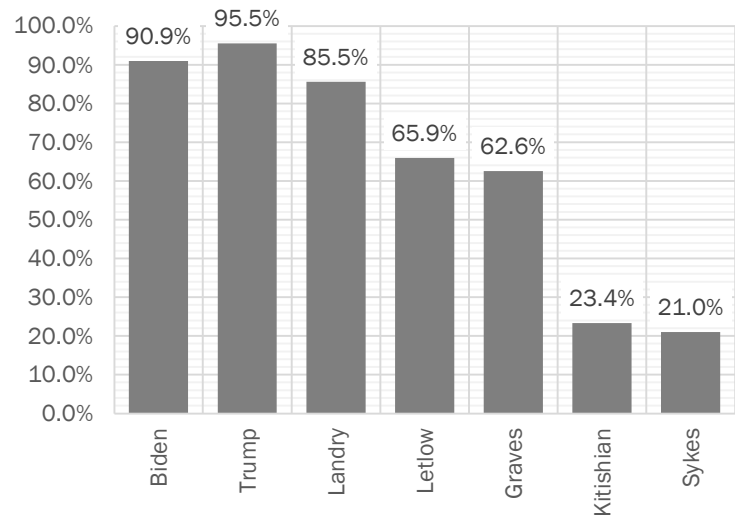
Negative Name ID

The chart below shows the percentage of the electorate that has a negative opinion (rating of 1 or 2) of each candidate. Biden is in a league of his own, with 62% of voters holding a negative opinion of him. Trump is next with 37%, while Landry comes in 3rd with 32%. Letlow and Graves are in the mid-teens, while Kitishian and Sykes are in the low double digits.



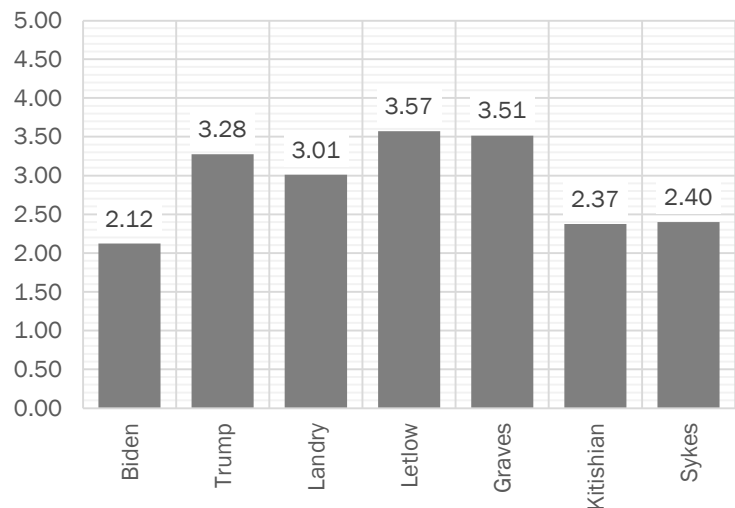
Total Name ID

The chart to the right shows the percentage of the electorate that has *any* opinion of each candidate. Trump and Biden are nearly universally known, while Landry is close behind with 86% Name ID. Letlow and Graves again make up the next tier, each with Name ID values in the mid-60s. Kitishian and Sykes are both known by less than a quarter of the LA-5 electorate.



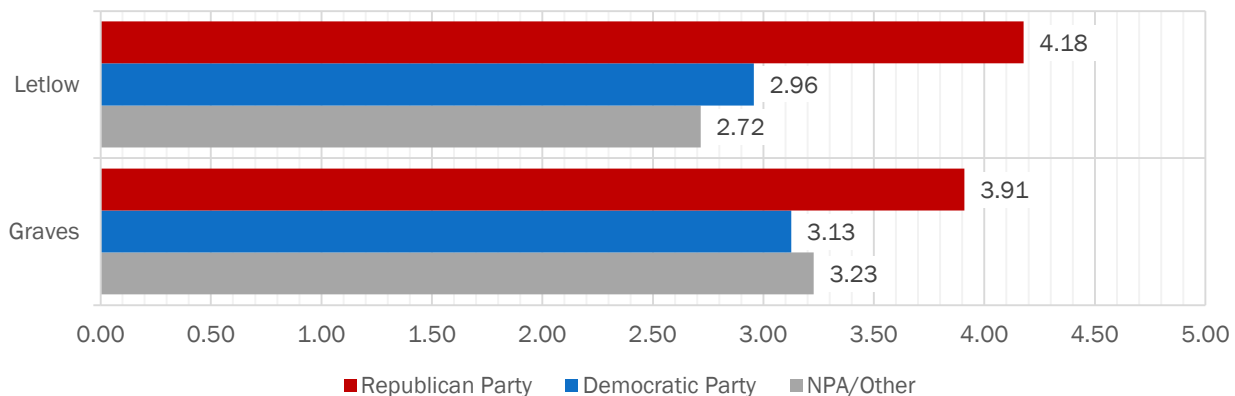
Average Opinionated Rating

The chart to the right shows the average rating received by each candidate, among those that had any opinion of each. This metric approximates likeability. Letlow (3.6) and Graves (3.5) are actually the most likeable candidates, with Trump (3.3) and Landry (3.0) up next. Sykes (2.4) and Kitishian (2.4) are trailed only by Biden (2.1).



Average Rating Comparison by Party Affiliation

The chart below compares Letlow and Graves' Average Opinionated Ratings, broken down by self-identified party affiliation. Letlow outperforms Graves among Republicans, but Graves outperforms Letlow among Democrats and *especially* among nonpartisans.





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