



**October 8, 2024**

**To: Interested Parties**

**Fr: LJR Custom Strategies**

**Re: Key Findings from EBR Mayor President Education Poll**

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Democrats for Education Reform Louisiana commissioned a poll from LJR Custom Strategies on education issues within the 2024 East Baton Rouge Parish’s Mayor-President election.

Overall, with crime and public safety and jobs and the economy topping a list of issue priorities for the next mayor, voters indicate that they would overwhelmingly support a candidate who would increase job training opportunities for high school students, as well as a candidate who would work with the public school system to reduce truancy and juvenile crime.

Issues like using city funds to ensure universal access to high quality early childhood education, supporting public charter schools, and understanding the importance of working alongside the EBR Parish Public School System to improve education outcomes across the parish also received broad support from voters.

Key Findings:

- **Voters in EBR Parish are concerned about Crime and public safety, followed by Jobs and the economy.** As in other large cities across the country, crime and public safety tops the list of issues facing East Baton Rouge Parish that concerns voters the most (36%), with Jobs and the economy following in a close second (34%). Partisan breakdown of these responses are split fairly evenly, with 37% of Democrats and 34% of Republicans ranking Crime and public safety first; and 40% of Republicans and 34% of Democrats voicing concerns over Jobs and the economy.
- **There is a clear link between these top concerns and how a candidate would benefit from tying solutions to education issues.** The poll asked voters how likely they would support a candidate across a battery of education-centered issues. A large majority of voters would be “much more likely” to support a candidate who will work with the school system to create city programs and job training opportunities for high school students (70%). 21% of voters would be “more likely” to support that candidate. Moreover, over half of voters would be “much more likely” to support a candidate who will partner with the East Baton Rouge Parish public schools to reduce truancy and address juvenile crime (54%). Over a third of voters would be “more likely” to support that candidate (36%).

These findings are based on the results of a multi-modal poll of likely 2024 general election voters in East Baton Rouge Parish, conducted by LJR Custom Strategies. The sample consists of 500 responses, collected utilizing landline and cellphone interviews between Sept. 30-Oct. 3, 2024. The margin of error for a sample of this size is +/- 4.3 percentage points at the 95% level of confidence.

- **Other education issues like early childhood education, public charter schools, and prioritizing equity also receive broad support.** Unsurprisingly, voters are also interested in supporting a candidate who supports using city funds to ensure universal access to quality early childhood education and child care (32% would be “much more likely, followed by 34% who would be “more likely.”) A candidate who supports public charter schools earns a combined 61% of “much more likely” and “more likely” favor. And, over a third of voters would be “much more likely” to support a candidate who is committed to looking out for the most vulnerable public school students in East Baton Rouge Parish to make sure they have the services and support they need (34%). Nearly two-thirds of voters would be “more likely” to support such a candidate (56%). Again, support for these indicators are evenly split among voters who identify as either a Democrat or Republican.
- **Even just identifying the importance of working alongside the EBR Parish Public School System draws support.** A significant majority of voters are either “much more likely” (37%) or “more likely” (57%) to support a candidate who will work with the East Baton Rouge Parish School Board to keep our schools moving in the right direction. Further, nearly 1-in-4 voters are “much more likely” to support a candidate who understands how improving education can also address issues like crime and the economy (36%). Over half of voters are “more likely” to support such a candidate (55%).

This survey also provides recent data on vote choice:

- **When asked for whom they would vote if Election Day were today, incumbent Mayor-President Sharon Weston Broome leads among the pack of candidates.** Over a third of voters choose Democrat Sharon Weston Broome in an opening vote choice question (34%), followed by Republican Sid Edwards (16%), with Democrat Ted James following in third place (12%). All other candidates receive 5% or less support.
- **When given various runoff scenarios, Mayor-President Broome again leads.** If there is a runoff in December between Democrat Broome and Democrat Ted James, Broome currently leads (37% to James’ 18%). Should there be a runoff between Democrat Broome and Republican Edwards, Broome again leads (43% to Edwards’ 21%).
- **However, nearly a third of likely voters are still undecided.** Across all vote choice questions, at least 20% of respondents are undecided.

Voters are demanding solutions that span across city government and the public school system in East Baton Rouge Parish. Raising awareness about their plans to use the Mayor-President position to lift up EBR public school students could shift undecided voters to a certain candidate’s side.