



DISCOVER THE ANSWERS YOU'VE BEEN SEARCHING FOR

MEMORANDUM

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TO: American Pulse's Polling Club Community
FROM: Dustin Olson, American Pulse Research & Polling
DATE: March 25, 2026
SUBJECT: Strategic Insights: Louisiana US Senate Republican Primary & Runoff

*"You can call the dogs in, wet the fire, and leave the house. The hunt's over."
— James Carville, CNN Election Night, 2008*

This survey and analysis of the Louisiana Republican U.S. Senate Primary are brought to you by our [Polling Club](#), whose support makes independent research like this possible. Members receive early and extensive access to our findings and help shape the topics we test in states across the country.

OVERVIEW

American Pulse's latest statewide survey of likely Republican primary voters in Louisiana provides a clear snapshot of a race that is rapidly taking shape, but not yet decided. With multiple candidates competing and no one approaching a majority, the race is all but guaranteed to go to a runoff.

What makes this survey particularly important is not just where the race stands today, but where it is going. The data shows meaningful movement between the initial and informed ballot, and that movement is not random. It is directional, driven by a single dominant factor.

METHODOLOGY

- **Survey Methodology:** Multimodal with Live Telephone Interview & Text-to-Web
- **Sample Size:** N=455 Likely Republican Primary Voters
- **Margin of Error:** +/- 4.6% at a 95% Confidence Level
- **Weighting:** Minimally weighted by Age, Gender, Highest Education Level, Race, and Media Market

THE BIG PICTURE

This race is headed to a runoff. The real contest is not who leads today, but who advances, and who can consolidate support in a second round.

At this moment, the data points to a likely runoff between Julia Letlow and John Fleming, with Letlow holding the stronger position. This is the most competitive of the possible runoff matchups.

The more striking development, however, is the collapse of incumbent Senator Bill Cassidy, who not only trails the field but lacks a viable path to recovery, even if he makes the runoff. Making the runoff would actually only highlight his lack of support, leading to a massive loss against either Letlow or Fleming.

Following are the Big Picture strategic insights we gleaned from this survey...

STRATEGIC INSIGHT #1

This Race Is Headed to a Runoff—And Today It's Letlow vs. Fleming

No candidate approaches a majority, making a runoff highly likely

- Initial Ballot:
 - Julia Letlow: 30.5%
 - John Fleming: 24.5%
 - Bill Cassidy: 20.5%
- In a head-to-head runoff:
 - Letlow: 36.7%
 - Fleming: 33.9%
 - 29.4% undecided

Implication: The race is not about winning outright—it's about securing a runoff position. Right now, that lane runs through Letlow and Fleming, with Letlow entering the runoff in the stronger position.

STRATEGIC INSIGHT #2

Cassidy Has Effectively Collapsed

Cassidy is not just trailing. He is structurally locked out.

- Net favorability: -22.1%
- Total unfavorable: 54.8%, including 37.1% very unfavorable
- Initial ballot: 20.5% (3rd place)
- Firmness of Support is weakest in the field:
 - "Very firm": 43.4% (lowest of all candidates)

Runoff reality:

- Loses to Letlow: **54.2%** → **24.1%**



- Loses to Fleming: **49.4%** → **29.2%**

Implication: His support is fairly soft, with some of his voters open to move. Even if he makes the runoff, the data shows he gets decisively defeated, especially against Letlow.

STRATEGIC INSIGHT #3

Letlow Opens a 15.2 Point Lead on the Informed Ballot

The trajectory of the race right now is clear. This is not random movement. When voters receive only one piece of information, the race breaks toward Letlow, not toward the field.

- Letlow increases from 30.5% → 39.2%
- Fleming: 24.0%
- Cassidy declines to 18.0%
- This movement occurs after introducing only one new piece of information:
 - 👉 President Trump's endorsement

Implication: Only a monumental scorched-earth campaign against Letlow could possibly change the trajectory of this race and that would simply result in a Fleming versus Cassidy runoff, and a Fleming victory.

STRATEGIC INSIGHT #4

Trump's Endorsement Is All Upside With No Real Downside

President Trump's endorsement does not hurt with any meaningful segment of the electorate, and it actively consolidates support. Surprisingly, it even helps with some Cassidy voters.

- 52.8% say they are more likely to support a Trump-endorsed candidate
- Only 6.9% say less likely
- Even among Cassidy voters:
 - Positive and negative impact is nearly split
 - Net effect is neutral to positive
- With Voters "Much More Likely" to vote for someone endorsed by Trump, Letlow support soars, jumping 21 points
 - Q17 "Much More Likely" on Initial Ballot: 49.9%
 - Q17 "Much More Likely" on Informed Ballot: 71.2%

Implication: In a Make America Great Again-dominant primary, this is a decisive advantage.

STRATEGIC INSIGHT #5

Letlow Has the Most Loyal Support

Letlow is gaining support while maintaining loyalty—rare in a multi-candidate field.



To better uncover this dynamic, we asked voters whether their current choice is “*very firm and will not change*” or could still shift, giving us a read on how durable their support actually is.

- “*Very Firm And Will Not Change*” Support (initial ballot):
 - Letlow: 58%
 - Fleming: 49.6%
 - Cassidy: 43.4%
- Letlow maintains the highest total firmness even after gaining new voters on the Informed Ballot
- Fleming has the strongest net favorability (+34.5%), likely because he’s not yet fully defined or attacked
- Cassidy’s supporters are the least engaged and most open to shifting support

Implication: At this stage, Letlow is both growing and holding. Fleming is mostly holding, while he remains fairly viable.

A FEW ADDITIONAL OBSERVATIONS

John Kennedy's popularity at home exceeds that of most politicians in their states

- Stands as one of the most popular political figures within his party in the state and, around the country, for that matter, with a **net favorability of +85.2%**
- He even surpasses President Trump in the intensity of support
- That’s unusual—rarely does a statewide figure outperform the president within a Republican primary electorate

Cable Television dominates the Republican Primary electorate, Radio fades

- Voters rely primarily on Cable TV, with 35.2% citing it, while 28.4% say social media, and 24.4% say broadcast TV
- At 10.9%, Radio continues to fade as a meaningful driver

Electorate Is overwhelmingly MAGA-aligned

- A majority (54%) identify as “Make America Great Again Republicans,” compared to just 22% saying “Establishment or Traditional Republicans,” defining the contours of the race and the weight of Trump alignment

Cassidy lacks a core coalition

- Cassidy’s support is split almost evenly between MAGA Republicans (35.8%) and Establishment Republicans (36.8%), leaving him with a shaky base and helping explain the movement in the informed ballot

THE BOTTOM LINE:

Runoff Ahead As Letlow Leads the Field & Cassidy Collapses

This race is moving toward a runoff—and moving toward Julia Letlow.



The incumbent has effectively collapsed and lacks a path to recovery. The contest is consolidating around Letlow and Fleming, with Letlow holding the advantage on both trajectory and coalition strength.

As voters become more informed, the race is not tightening—it is breaking in a clear direction.