Glossary of Campaign Terms

Unenrolled/Independent - a voter is not affiliated with a political party

Constituency - Group of people, voters, with a shared interest living in your district.

Target - The voters you focus on in your campaign

Base - the people you know will vote for you-but they must be reminded

"Swing" - undecided voters that you need to persuade.

Turnout - number of voters who turn out to vote in an election.

% Turnout - percentage of registered voters who voted in an election.

Voter I.D. - Voter identification. A system of identifying which voters will vote for you and which will not and who remains undecided. Voter I.D. is done through phone canvassing, door knocking, one-on-one conversations, etc.

> 1's = Supporters
>
> 2's = Probable Supporters
>
> 3's = Undecided
>
> 4's = Voting for opponent

G.O.T.V. - **G**et **O**ut **T**he **V**ote. This describes efforts taken by the campaign to turnout voters who have said they will support your candidate.

Direct Mail - a piece of campaign literature sent to a group of voters. It can either be targeted (sent to voters who share a common interest) or general (sent to everyone in the district)

House parties - events (sometimes fundraisers) that gather neighbors and friends together to introduce and gain support for a candidate.

Canvassing - going door to door to introduce and persuade voters to vote for your candidate.

Visibility - Handheld signs that volunteers hold on the street.

Literature Drop - A group of volunteers leave flyers at the doors of homes.

women leaders for a democratic future

HOW TO FIND ELECTION RESULTS

1. **Visit www.sos.la.gov**

2. **See "Elections & Voting" tab**

3. **Click "Get Election Information"**

4. **Click "Find Results & Statistics" from the bar on the left hand side**

5. **From there, you can:**
   a. View Graphical Election Results
   b. See Voter Registration Statistics
   c. Early Voting Statistics
   d. Post-Election Turnout Statistics

   Statistics and Metrics available on this site:
   - Voter breakdown by race, registered party & gender
   - Voter turnout breakdown (the percentage of registered voters who voted) by race, registered party & gender
   - Elections results breakdown by parish, district, precinct
   - Early voting breakdown by parish, district, precinct
   - Scroll to the bottom of the page to find the download results button which allows you to download all election results by district, parish & precinct.
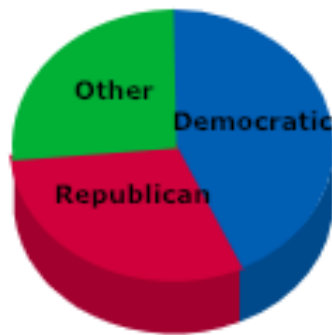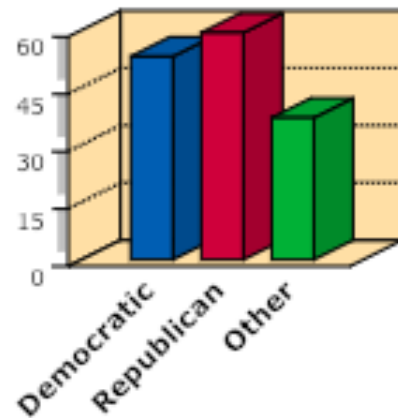
Secretary of State

Metric [Party ⬍]

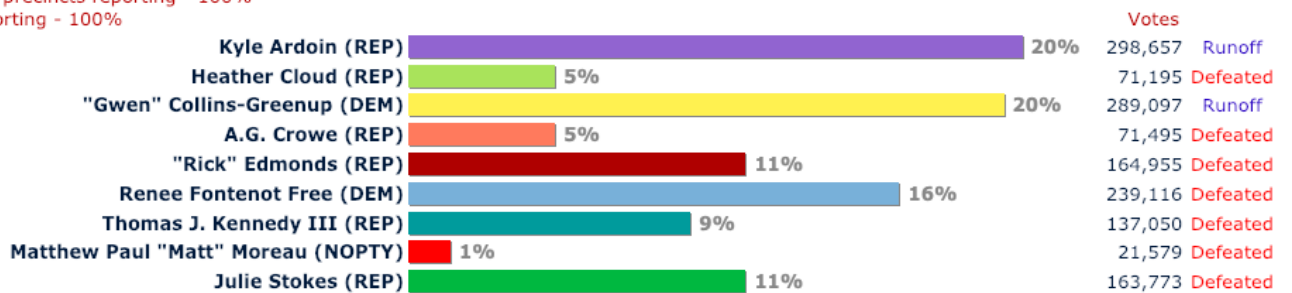| Party	Qualified Voters	%	Voted	Turnout
Democratic	1,293,690	43.2%	687,241	53.1%
Republican	907,956	30.3%	538,737	59.3%
Other	790,514	26.4%	293,427	37.1%
Total	2,992,160	100%	1,519,405	50.8%

Qualified Voters

Turnout

Parish [⬍]

Precinct [⬍]

Secretary of State

Voter Stats | Early Voting | Parish Results

3910 of 3910 precincts reporting - 100%
absentee reporting - 100%

Candidate	%	Votes	Result
Kyle Ardoin (REP)	20%	298,657	Runoff
Heather Cloud (REP)	5%	71,195	Defeated
"Gwen" Collins-Greenup (DEM)	20%	289,097	Runoff
A.G. Crowe (REP)	5%	71,495	Defeated
"Rick" Edmonds (REP)	11%	164,955	Defeated
Renee Fontenot Free (DEM)	16%	239,116	Defeated
Thomas J. Kennedy III (REP)	9%	137,050	Defeated
Matthew Paul "Matt" Moreau (NOPTY)	1%	21,579	Defeated
Julie Stokes (REP)	11%	163,773	Defeated

Turnout: 50.8%   Total: 1,456,917

Results by Parish

Parish [All ⬍]

[Precinct Results]

Acadia Parish

55 of 55 precincts reporting - 100%
absentee reporting - 100%

		Votes
Kyle Ardoin (REP)	32%	6,465
Heather Cloud (REP)	8%	1,615
"Gwen" Collins-Greenup (DEM)	9%	1,835
A.G. Crowe (REP)	4%	732
"Rick" Edmonds (REP)	13%	2,602
Renee Fontenot Free (DEM)	11%	2,116
Thomas J. Kennedy III (REP)	14%	2,814
Matthew Paul "Matt" Moreau (NOPTY)	2%	325
Julie Stokes (REP)	8%	1,549
Turnout: 53.4%		Total: 20,053

Acadia Parish [Change Jurisdiction]

[Party ⬍]

Party	Qualified Voters	%	Voted	Turnout
Democratic	17,742	44.6%	10,017	56.5%
Republican	12,351	31.0%	7,528	61.0%
Other	9,695	24.4%	3,721	38.4%
Total	39,788	100%	21,266	53.4%

Qualified Voters

Other
Democratic
Republican

Turnout

60
45
30
15
0

Democratic   Republican   Other
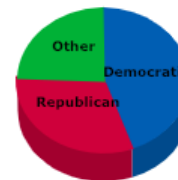
Early Voting

Parish   [All ▲▼]

Acadia Parish

		Votes
Kyle Ardoin (REP)	36%	1,464
Heather Cloud (REP)	7%	297
"Gwen" Collins-Greenup (DEM)	10%	398
A.G. Crowe (REP)	2%	83
"Rick" Edmonds (REP)	8%	339
Renee Fontenot Free (DEM)	11%	440
Thomas J. Kennedy III (REP)	17%	691
Matthew Paul "Matt" Moreau (NOPTY)	1%	59
Julie Stokes (REP)	7%	289
		Total: 4,060

Allen Parish

Download Results   [X]

Select a race and result type from the dropdown menus below, then click the 'Download Race' button.

Race

[Governor ▲▼]

Type

[Parish ▲▼]

[Download Race]

[Download Entire Election]   [Close]