



# Ground Zereaux Mayoral Poll Report

## Day 1 Findings – New Orleans 2025 Mayoral Race

Date: July 23, 2025

Sample Size: 297 respondents

Source: Ground Zereaux Public Polling Initiative

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### 1. Overall Polling Results

If the election were held today:

- Royce Duplessis leads significantly with 55% of the total vote (163 votes).
  - Helena Moreno follows with 18% (54 votes).
  - Oliver Thomas ranks third at 16% (48 votes).
  - Ricky Twiggs surprises with 9% (26 votes).
  - Arthur Hunter receives 2% (5 votes).
  - Tyrell Morris was disqualified and not listed on the final ballot.
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### 2. Voter Demographics

- Political Affiliation:
  - Democrat: 76%
  - Independent: 21%
  - Republican: 3%
- Age Breakdown:
  - 41–50: 33%
  - 36–40: 21%

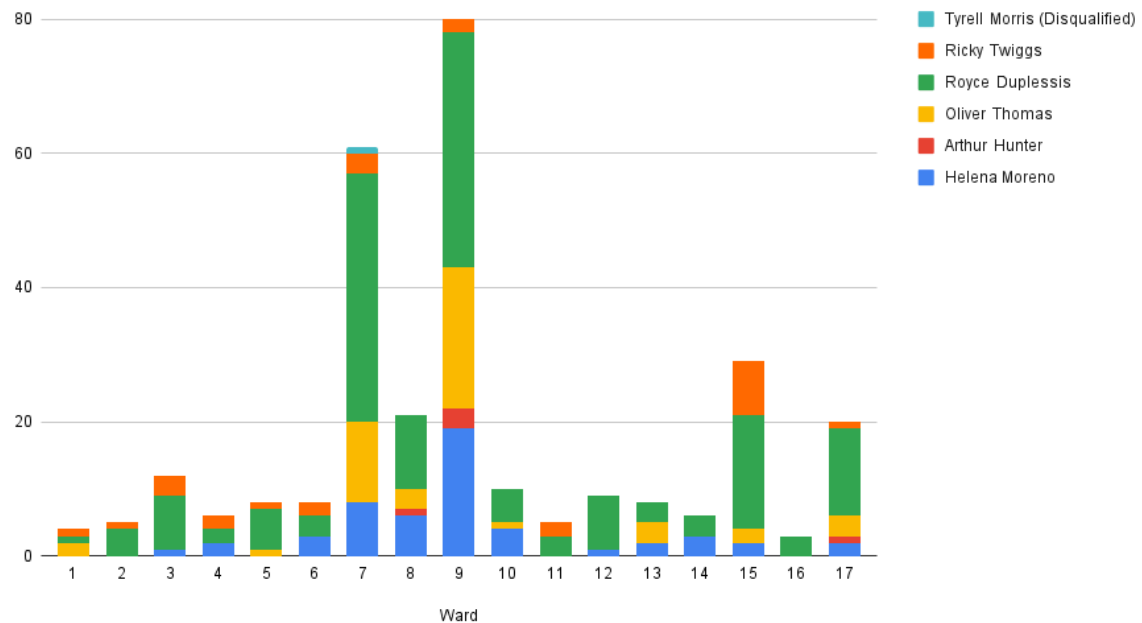


- 30–35: 14%
    - 60+: 12%
    - 18–24: 7%
  - Campaign Engagement:
    - 53% have previously participated in a political campaign.
  - Voting Likelihood:
    - 97% say they are “Very Likely” to vote in the October 11 election.
  - Top Voter Issues (Multi-Selection):
    - Infrastructure (roads, drainage): 20%
    - Economic Development & Jobs: 19%
    - Crime & Public Safety: 19%
    - Affordable Housing: 15%
    - Education: 14%.
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### 3. Ward-Level Results

Polls by Ward



#### Duplessis Dominance

Royce Duplessis is the leading candidate in 12 out of 17 wards, including:

- Ward 9: Most responses (80 total) – Duplessis won 43.75%
- Ward 7: Major swing ward – Duplessis led with 60.66%
- Ward 15 & 17: Strong leads over multiple challengers

#### Moreno Performance

- Leads only in Ward 4 (33.3%), Ward 6 (37.5%), and Ward 14 (50%)
- Faces challenges converting name recognition into dominance on the ground

#### Oliver Thomas

- Leads in Ward 1 (tied at 50%) and Ward 13 (37.5%)
- Still competitive in mid-density areas



## Ricky Twiggs

- Strongest surprise showing in Ward 15 (8 votes), totaling 9% citywide
  - May be siphoning younger or protest votes from traditional candidates
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## Key Takeaways

### Ward Trends

- Wards 7 and 9 are shaping up as the 2025 battlegrounds—both are dense, culturally influential, and split across generational lines.
- Duplessis' dominance in outer and inner wards suggests cross-demographic appeal.

### Electability Snapshot

- The combined 73% support for Duplessis, Moreno, and Thomas points to a heavily name-driven early race.
  - Twiggs' near-double-digit showing warrants closer media attention, especially among anti-establishment voters.
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Prepared by Ground Zereaux | For full poll results, visit [www.groundzereaux.com](http://www.groundzereaux.com)