Executive Summary

The Department of Political Science, in association with Lucid, conducted a statewide opt-in Internet poll to learn about decisions in the November 8, 2016 election and to gauge voter preferences in the upcoming December 10, 2016 runoff election for U.S. Senator.

Louisiana residents 18 years of age and older were solicited online from Lucid's panel of online respondents to participate in an Internet survey. This constitutes a non-probability sample, and as a result it is impossible to calculate a scientific margin of error. Inference from this sample to the population of Louisiana residents is difficult; since respondents self-selected whether or not to respond to the survey, there could be systematic differences in those who chose to complete the survey and those who did not. This could lead to biased estimates on variables/questions of interest.

In order to minimize bias, this sample has been weighted to reflect the age, race, and gender characteristics of the known Louisiana population 18 years and older as documented in the 2015 American Community Survey. Of course, this weighting does not remove all potential sources of survey error, especially errors unrelated to the sample (especially response error).

The survey was in the field between November 8 and November 18, 2016 and yielded 960 completed responses.

Looking at questions focused on the November 8th election, we see that the sample matched reasonably well to actual results with respect to turnout and vote choice in the Presidential and Senate contests:

November 8th decisions – sample vs. actual

	Sample Estimate	Actual Results	Difference
Turnout	83.0%	67.8%	15.2%
Trump vote	50.2%	58%	7.8%
Clinton vote	42.6%	38%	4.6%
Kennedy vote	29.9%	25%	4.9%
Campbell vote	15.6%	17%	1.4%
Boustany vote	9.2%	15%	5.8%
Fayard vote	13.2%	12%	1.2%
Fleming vote	9.6%	11%	1.4%
Maness vote	4.6%	5%	0.4%

Actual results from Louisiana Secretary of State's Office: https://voterportal.sos.la.gov/Graphical

We also see that Louisiana residents were confident that the electoral system is accurate and fair, though more so with respect to elections in Louisiana than in elections in the rest of the country. Nearly two-thirds of respondents (64.4%) believed that elections in Louisiana were completely or mostly accurate and fair. When considering elections in the rest of the United States, only about half (53.8%) of Louisiana residents felt that elections were completely or mostly accurate and fair.

Looking ahead to the runoff election for United States Senator to be held on December 10th, 72% of respondents indicated they would definitely or probably turn out to vote while another 13.5% of respondents indicated they might or might not turn out. Among those three categories of Louisianans, John Kennedy was leading Foster Campbell by nearly 20%.

Support for U.S. Senate Runoff Candidates

	Support
John Kennedy	59.8%
Foster Campbell	40.2%

Full univariate results are available in the frequency document below.

When support for U.S. Senate runoff candidates is broken down by key predictor variables, we see several important patterns:

- When analyzed with respect to presidential vote choice, we see that about two-thirds of Clinton voters plan to vote for Campbell in the runoff while almost a third plan to vote for Kennedy. Among Trump voters, more stick with the candidate of the same party, with nearly 83% indicating a plan to vote for Kennedy while only 17% of Trump voters plan to vote for Campbell in the runoff.
- When analyzed with respect to vote choice in the Senate primary, we see that both Kennedy and Campbell are retaining their previous voters. Only 3% of previous Kennedy voters and 6% of previous Foster voters plan to vote for the other candidate in the runoff. Among the supporters of candidates who did not make the runoff, we see that roughly two-thirds of Boustany and Fleming voters plan to vote for Kennedy in the runoff as do nearly 80% of Maness voters. On the Democratic side, 72% of Fayard voters plan to vote for Campbell. Among those who did not vote in the Senate race on November 8th, roughly two-thirds plan to support Kennedy in the runoff.
- When analyzed with respect to respondents' party identification, Campbell gains the support of over three-quarters of strong Democrats but only about half of weak Democrats and independent leaning Democrats. Roughly two-thirds of independents support Kennedy while around 80% or more of all levels of Republicans plan to vote for Kennedy.
- When analyzed with respect to respondents' level of education, Kennedy wins among all cohorts (except those with a Doctoral degree, where Kennedy and Campbell are tied but the number of respondents is quite low). The advantage for Kennedy is most pronounced among those with less than a high school education and those with a high school diploma or GED.
- When analyzed with respect to respondents' age, Kennedy is leading among all three age cohorts by similar margins.
- When analyzed with respect to respondents' gender, Kennedy is leading among both women and men by similar margins.
- When analyzed with respect to respondents' race, Kennedy is significantly ahead among White voters while Campbell has a similarly large lead among African Americas. Respondents of other races show significant support for Kennedy, though the number of respondents in these categories is quite low.

Full details on runoff candidate support broken down by presidential vote, Senate primary vote, party identification, education, age, gender, and race are available in the crosstabulation tables below.

Frequencies

Turnout First, did you vote in the election for President of the United States held on November 8, 2016?

○ Yes	796	83.0%
○ No	163	16.9%
○ I'm not sure	1	0.1%

Pres Vote For whom did you vote for President of the United States?

○ Hillary Clinton	339	42.6%
○ Donald Trump	399	50.2%
○ Gary Johnson	36	4.5%
○ Jill Stein	10	1.3%
○ other (please write in)	11	1.4%

Sen Vote Do you recall voting in the election for U.S. Senator? If so, for whom did you vote?

○ I did not vote for Senator	88	11.1%
○ John Kennedy	238	29.9%
○ Charles Boustany	73	9.2%
○ Foster Campbell	124	15.6%
○ John Fleming	76	9.6%
○ Rob Maness	36	4.6%
○ Caroline Fayard	105	13.2%
○ Joseph Cao	14	1.7%
○ Troy Hebert	6	0.7%
○ Joshua Pellerin	15	1.8%
○ other (please write in)	21	2.7%

Primary Turnout Do you recall voting in Louisiana's Presidential Primary that took place March 5, 2016?

○ Yes	419	43.7%
○ No	475	49.4%
○ I'm not sure	66	6.9%

Rigged To what degree to you feel the conduct of elections is fair in Louisiana and in the United States as a whole?

	The electoral system is completely accurate and fair	The electoral system is mostly accurate and fair	The electoral system is somewhat fair and somewhat rigged	The electoral system is mostly rigged	The electoral system is completely rigged
Elections conducted in Louisiana	247	372	182	88	71
	25.7%	38.7%	19.0%	9.2%	7.4%
Elections conducted in the rest of the United States	177	340	244	111	88
	18.4%	35.4%	25.5%	11.6%	9.2%

Sen Runoff Turnout Do you think you will vote in the runoff election for U.S. Senator to be held December 10, 2016?
- Definitely yes *{go to SR vote choice}*　　500　　　　　　　　52.1%
- Probably yes *{go to SR vote choice}*　　　191　　　　　　　　19.9%
- Might or might not *{go to SR vote choice}*129　　　　　　　　13.5%
- Probably not　　　　　　　　　　　　　71　　　　　　　　　7.4%
- Definitely not　　　　　　　　　　　　69　　　　　　　　　7.2%

Sen Runoff vote choice *{asked only if Sen Runoff Turnout=Definitely yes, Probably yes, or Might or might not}* For whom will you vote for U.S. Senator?
- Foster Campbell　　　　　　　　　　330　　　　　　　　　40.2%
- John Kennedy　　　　　　　　　　　490　　　　　　　　　59.8%

PID3 Generally speaking, do you think of yourself as a Democrat, Republican, independent, or something else?
- Democrat *{go to PID Strength}*
- Republican *{go to PID Strength}*
- Independent *{go to PID Lean}*
- something else (please write in)

PID Strength *{asked only if PID3=Democrat or Republican}* Would that be a strong (answer from PID3) or a not very strong (answer from PID3)?
- Strong
- Not Very Strong

PID Lean *{asked only if PID3=Independent}* Do you think of yourself as closer to the Republican Party, the Democratic Party, or do you think of yourself as strictly independent?
- ❍ Closer to the Republican Party
- ❍ Closer to the Democratic Party
- ❍ Independent

Summary of Party Identification
❍ Strong Democrat	234	25.0%
❍ Weak Democrat	100	10.7%
❍ Independent leaning Democrat	49	5.2%
❍ Independent	171	18.3%
❍ Independent leaning Republican	72	7.7%
❍ Weak Republican	121	13.0%
❍ Strong Republican	186	20.0%

Education What is the highest level of education you have completed?
❍ Less than High School	27	2.8%
❍ High School / GED	221	23.0%
❍ Some College	267	27.8%
❍ 2-year College Degree	95	9.9%
❍ 4-year College Degree	250	26.0%
❍ Masters Degree	74	7.7%
❍ Doctoral Degree	12	1.3%
❍ Professional Degree (JD, MD)	14	1.4%

Yearborn In what year were you born?
{dropdown menu with years listed 2000-1900}

Summary of age by cohort
❍ 18-34:	307	32.0%
❍ 35-54:	316	33.0%
❍ 55+:	337	35.1%

Gender With what gender do you identify?
❍ Male	465	48.5%
❍ Female	494	51.5%

Race What is your race?
❍ White/Caucasian	582	60.6%
❍ African American	292	30.5%
❍ Hispanic	16	1.7%
❍ Asian	31	3.2%
❍ Native American	10	1.0%
❍ Other	29	3.0%

Crosstabs

For whom will you vote for U.S. Senator? * For whom did you vote for President of the United States? - Selected Choice Crosstabulation

			For whom did you vote for President of the United States? - Selected Choice					Total
			Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	other (please write in)	
For whom will you vote for U.S. Senator?	Foster Campbell	Count	218	67	12	4	3	304
		% within For whom did you vote for President of the United States? - Selected Choice	68.6%	17.3%	38.7%	50.0%	30.0%	40.3%
	John Kennedy	Count	100	321	19	4	7	451
		% within For whom did you vote for President of the United States? - Selected Choice	31.4%	82.7%	61.3%	50.0%	70.0%	59.7%
Total		Count	318	388	31	8	10	755
		% within For whom did you vote for President of the United States? - Selected Choice	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

For whom will you vote for U.S. Senator? * Do you recall voting in the election for U.S. Senator? If so, for whom did you vote? - Selected Choice Crosstabulation

			Do you recall voting in the election for U.S. Senator? If so, for whom did you vote? - Selected Choice											Total
			I did not vote for Senator	John Kennedy	Charles Boustany	Foster Campbell	John Fleming	Rob Maness	Caroline Fayard	Joseph Cao	Troy Hebert	Joshua Pellerin	other (please write in)	
For whom will you vote for U.S. Senator?	Foster Campbell	Count	25	7	26	113	24	8	72	7	2	10	8	302
		% within Do you recall voting in the election for U.S. Senator? If so, for whom did you vote? - Selected Choice	35.2%	3.0%	35.6%	94.2%	32.9%	22.2%	72.0%	53.8%	40.0%	76.9%	40.0%	40.1%
	John Kennedy	Count	46	223	47	7	49	28	28	6	3	3	12	452
		% within Do you recall voting in the election for U.S. Senator? If so, for whom did you vote? - Selected Choice	64.8%	97.0%	64.4%	5.8%	67.1%	77.8%	28.0%	46.2%	60.0%	23.1%	60.0%	59.9%
Total		Count	71	230	73	120	73	36	100	13	5	13	20	754
		% within Do you recall voting in the election for U.S. Senator? If so, for whom did you vote? - Selected Choice	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

For whom will you vote for U.S. Senator? * 7 point PID scale Crosstabulation

			7 point PID scale							Total
			Strong Dem	Weak Dem	ind lean Dem	independent	ind lean Rep	Weak Rep	Strong Rep	
For whom will you vote for U.S. Senator?	Foster Campbell	Count	166	42	21	40	10	23	23	325
		% within 7 point PID scale	77.6%	50.6%	51.2%	31.5%	15.6%	20.7%	13.6%	40.2%
	John Kennedy	Count	48	41	20	87	54	88	146	484
		% within 7 point PID scale	22.4%	49.4%	48.8%	68.5%	84.4%	79.3%	86.4%	59.8%
Total		Count	214	83	41	127	64	111	169	809
		% within 7 point PID scale	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

For whom will you vote for U.S. Senator? ' What is the highest level of education you have completed? Crosstabulation

			What is the highest level of education you have completed?								Total
			Less than High School	High School / GED	Some College	2-year College Degree	4-year College Degree	Masters Degree	Doctoral Degree	Professional Degree (JD, MD)	
For whom will you vote for U.S. Senator?	Foster Campbell	Count	3	53	95	37	108	23	6	5	330
		% within What is the highest level of education you have completed?	18.8%	30.5%	41.7%	45.7%	46.8%	35.4%	50.0%	35.7%	40.2%
	John Kennedy	Count	13	121	133	44	123	42	6	9	491
		% within What is the highest level of education you have completed?	81.3%	69.5%	58.3%	54.3%	53.2%	64.6%	50.0%	64.3%	59.8%
Total		Count	16	174	228	81	231	65	12	14	821
		% within What is the highest level of education you have completed?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

For whom will you vote for U.S. Senator? * age in 3 categories Crosstabulation

			age in 3 categories			
			18-34	35-54	55+	Total
For whom will you vote for U.S. Senator?	Foster Campbell	Count	101	105	125	331
		% within age in 3 categories	41.2%	38.7%	41.0%	40.3%
	John Kennedy	Count	144	166	180	490
		% within age in 3 categories	58.8%	61.3%	59.0%	59.7%
Total		Count	245	271	305	821
		% within age in 3 categories	100.0%	100.0%	100.0%	100.0%

For whom will you vote for U.S. Senator? * With what gender do you identify? Crosstabulation

			With what gender do you identify?		
			Male	Female	Total
For whom will you vote for U.S. Senator?	Foster Campbell	Count	153	177	330
		% within With what gender do you identify?	39.0%	41.4%	40.2%
	John Kennedy	Count	239	251	490
		% within With what gender do you identify?	61.0%	58.6%	59.8%
Total		Count	392	428	820
		% within With what gender do you identify?	100.0%	100.0%	100.0%

For whom will you vote for U.S. Senator? * What is your race? Crosstabulation

			What is your race?						Total
			White/Caucasian	African American	Hispanic	Asian	Native American	Other	
For whom will you vote for U.S. Senator?	Foster Campbell	Count	131	177	5	6	2	8	329
		% within What is your race?	26.0%	71.4%	35.7%	26.1%	33.3%	33.3%	40.2%
	John Kennedy	Count	373	71	9	17	4	16	490
		% within What is your race?	74.0%	28.6%	64.3%	73.9%	66.7%	66.7%	59.8%
Total		Count	504	248	14	23	6	24	819
		% within What is your race?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%