

Survey of Likely Louisiana Voters for 2016 Senate Runoff

The University of New Orleans' Survey Research Center (SRC) sponsored an automated interactive voice response (IVR) telephone survey of 776 active registered voters in Louisiana on Tuesday, December 6, 2016. We asked likely voters who they preferred in the 2016 Senate runoff election and whether they thought Obamacare should be repealed.

The sample was randomly drawn from a list of likely voters from the voter file obtained from the Louisiana Secretary of State. A likely voter is defined as an individual who has voted at least three times in the last five statewide elections. The sample yields a 3.5% margin of error at a 95% level of confidence. The sample matches the gender, age, race, and regional parameters for the population of likely voters found in the voter file.

About IVR Surveys – IVR surveys, also known as “robo-polls” employ an automated, recorded voice to call respondents who are asked to answer questions by punching telephone keys. Advantages include the low cost, the almost immediate collection of data, and the convenient processing of data. They also reduce interviewer bias to zero by eliminating the live human interviewer. Every survey respondent hears the same question read the same way. The demographic categories of race, age, gender, and political party identification are self-reported to ensure a valid and accurate analysis.

Post-Weighting – The sample from the poll should be representative of the population of likely voters Louisiana. However, this is usually not the case. One of the problems with IVR surveys is non-response since some people may screen their calls or hang-up when called. This may cause some groups to be over- or under-represented.

Because IVR surveying is prohibited by FCC rules from calling cell phone numbers, only VOIP and home phone numbers can be called. The growing trend of minority and younger households without land lines can result in a coverage error. According to the National Center for Health Statistics, 44 percent of households in Louisiana are wireless-only.¹ Our sample of likely voters, however, had a 20 percent incidence rate of cell phones. As one moves from a household population toward a likely or chronic voter population, the percentage of listed cell phones in the voter file is reduced and the percentage of land lines increases.

Residents who are cell phone only who would be eligible to participate are excluded from IVR polls. As such, no reliable conclusions can be drawn from the observed survey data unless the sample has been post-weighted to correct for the lack of representativeness.² It is important for survey analysts to accurately post weight the cases to reflect the demographics of the population of interest. This sample was post-weighted to reflect the age, race, gender, and regional parameters of the population of likely voters in Louisiana.

¹ National Health Interview Survey Early Release Program
www.cdc.gov/nchs/data/nhis/earlyrelease/wireless_state_201608.pdf

² Applied Survey Methods: A Statistical Perspective - <http://www.applied-survey-methods.com/weight.html>

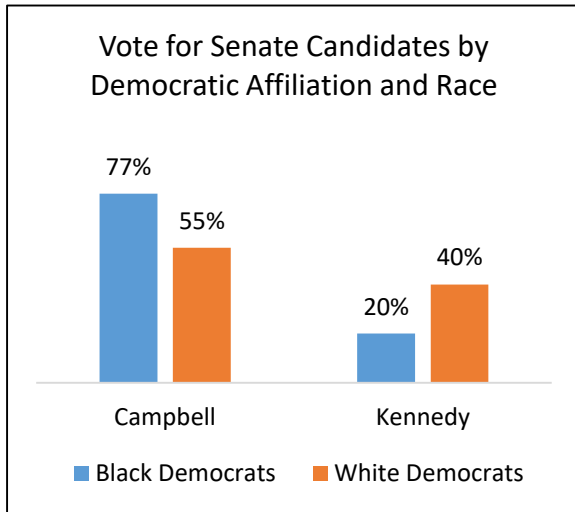
Vote in 2016 Louisiana Senate Runoff: Race, Gender and Party

	Total	Whites	Blacks	Males	Females	Democrat	Republican	Independent Other Party
	%	%	%	%	%	%	%	%
Campbell	33	17	69	27	38	69	3	26
Kennedy	62	78	30	67	58	27	95	61
DK	5	5	2	6	4	4	2	14
(N)	776	523	226	343	433	310	330	136

We asked respondents who they preferred in the upcoming Senate runoff election. The poll shows that the Republican candidate John Kennedy has a comfortable lead over his Democratic challenger, Foster Campbell.

White respondents are particularly supportive of Kennedy while African-Americans back Campbell. However, there is a greater degree of crossover of black voters to Kennedy than of white voters crossing over to Campbell.

There is a double-digit gender gap in vote preference. Women are more likely to report they will vote for Kennedy, but they are also more supportive of Campbell than are men.



As for party affiliation, Republicans exhibit a much higher degree of loyalty to their candidate than do Democrats.

Approximately one-quarter of Democrats say they are going to defect and vote for the Republican candidate. The chart on the left illustrates that 2-in-10 black Democrats and 4-in-10 white Democrats plan on voting for John Kennedy. That stands in contrast to the near universal support expressed by Republican voters

for their candidate. The table above also shows that Independents and Other Party supporters favor Kennedy by a two-to-one margin.

Vote in 2016 Louisiana Senate Runoff: Age, Congressional District

	Total	Younger than 50	Older than 49	CD1	CD2	CD3	CD4	CD5	CD6
	%	%	%	%	%	%	%	%	%
Campbell	33	36	32	24	63	25	32	24	32
Kennedy	62	57	64	71	28	71	65	74	63
DK	5	7	4	5	9	4	4	2	5
(N)	776	257	519	130	128	130	127	129	132

There was little variation across the two age groups. Younger voters are slightly more supportive of Campbell, and are also more likely not to reveal their preference.

The Republican candidate Kennedy leads his Democratic opponent Campbell by a wide margin in 5 out of the 6 congressional districts. He enjoys a 3-to-1 advantage in District 5 and is winning by nearly the same margin in Districts 1 and 3. Kennedy also leads 2-to-1 in Districts 4 and 6. Campbell does best in the second congressional district, a minority-majority district that is also the state's most Democratic district.

Repeal Obamacare: Race, Gender and Party

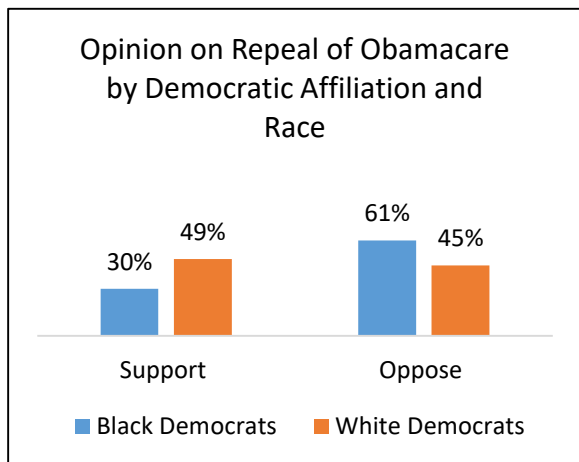
	Total	Whites	Blacks	Males	Females	Democrat	Republican	Independent Other Party
	%	%	%	%	%	%	%	%
Yes	66	79	37	71	61	37	92	66
No	28	15	55	25	30	55	4	23
DK	6	5	8	4	8	8	4	10
(N)	776	523	226	343	433	310	330	136

We asked respondents whether they believed Obamacare should be repealed. Likely Louisiana voters back the idea of repealing the healthcare law by a two-to-one margin.

Whites strongly endorse repealing the law. They are twice as likely as African-Americans to say it should be abolished. A majority of African-Americans oppose

reversing Obamacare, but a sizeable plurality also think the law should be repealed.

The analysis reveals there is a double-digit gender gap on the question of repealing Obamacare. Women are twice as likely to answer that they support dismantling the healthcare law, but they are not as likely as men to advocate for its repeal.



Support for rescinding the healthcare law follows partisan lines. A majority of Democrats oppose repealing the law while 9 out of 10 Republicans support that effort. Democrats, however, are split by race on attitudes toward repealing Obamacare. The graphic to the left shows that black Democrats oppose revoking the law by a 2-to-1 margin. On the other hand, white Democrats are more

favorably disposed toward repealing the healthcare law. Independents and third party supporters are in favor of repealing Obamacare by a nearly 3-to-1 margin.

Repeal Obamacare: Age, Congressional District

	Total	Younger than 50	Older than 49	CD1	CD2	CD3	CD4	CD5	CD6
	%	%	%	%	%	%	%	%	%
Yes	66	63	67	71	27	82	65	78	69
No	28	31	26	24	62	15	27	13	27
DK	6	6	7	5	11	2	8	8	4
(N)	776	257	519	130	128	130	127	129	132

There is no significant difference of opinion on the question of repealing Obamacare across the two age groups. Likely voters in 5 out of the 6 congressional districts are solidly in favor of repealing the healthcare law. The highest level of opposition to the law is found in Districts 3 and 5. District 2 was only congressional district where respondents approve of keeping Obamacare.

APPENDIX

This is a 30 second confidential university survey of Louisiana voters:

1. Who will you vote for in the Louisiana US Senate run-off election, Democrat Foster Campbell or Republican John Kennedy?

Press 1 for Foster Campbell, press 2 for John Kennedy, press 3 for don't know

2. Should Obamacare be repealed?

Press 1 for yes, press 2 for no, press 3 for don't know

3. If you are younger than 50 press 1. If you are older than 49 press 2.

4. If you are male press 1. If you are female press 2.

5. If you are black press 1. If you are white press 2. If you are something else press 3.

6. If you think of yourself as a Democrat press 1, a Republican press 2, something else press 3.

Thank you for taking the survey.

Demographic Profile of Sample

Gender

	Frequency	Percent
Male	343	44.2
Female	433	55.8
Total	776	100.0

Age

	Frequency	Percent
Younger than 50	257	33.1
Older than 49	519	66.9
Total	776	100.0

Race

	Frequency	Percent
Black	226	29.1
White	524	67.5
Something else	27	3.5
Total	776	100.0

Congressional district

	Frequency	Percent
District One	130	16.8
District Two	128	16.5
District Three	130	16.7
District Four	127	16.4
District Five	129	16.6
District Six	132	17.1
Total	776	100.0