THE 2020 PRESIDENTIAL ELECTION IN LOUISIANA

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UNO Survey Research Center

Dr. Edward E. Chervenak, Director
echerven@uno.edu

Dr. Anthony Licciardi, Research Associate
aliccia2@uno.edu

(504) 280-3217

You can view SRC surveys on:

https://www.uno.edu/academics/colaehd/la/political-science/survey-research-center/studies

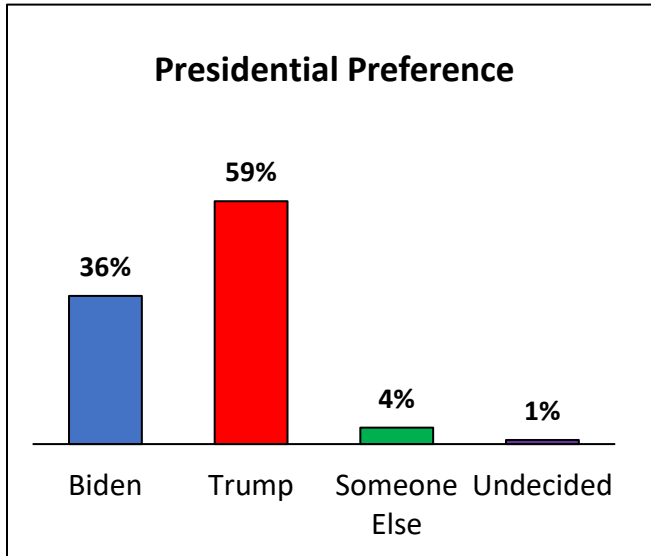# PRESIDENTIAL PREFERENCE IN LOUISIANA

The University of New Orleans' Survey Research Center (SRC) conducted a statewide interactive voice response (IVR) survey of Louisiana voters on the topic of who they preferred in the 2020 presidential election. We also asked them about the Covid-19 virus. Survey respondents were randomly selected from the Louisiana Secretary of State's voter file. However, not all registered voters were eligible for the poll. Only those registered voters who had voted at least once in the past ten statewide elections[1] in Louisiana were selected for the sample.[2] The sample of 755 respondents was collected by telephone IVR on Thursday October 22, 2020 and yields a margin of error of +/- 3.6% with 95% confidence.

Readers should be cautious in making narrow inferences about sub-categorical cross tabulations of survey results. While a poll of 755 random respondents yields a +/- 3.6% margin of error, sub-categorical group samples by race, age, and gender are smaller than the total sample size, thus, leading to wider margins of error when they are reported in cross tabulations.
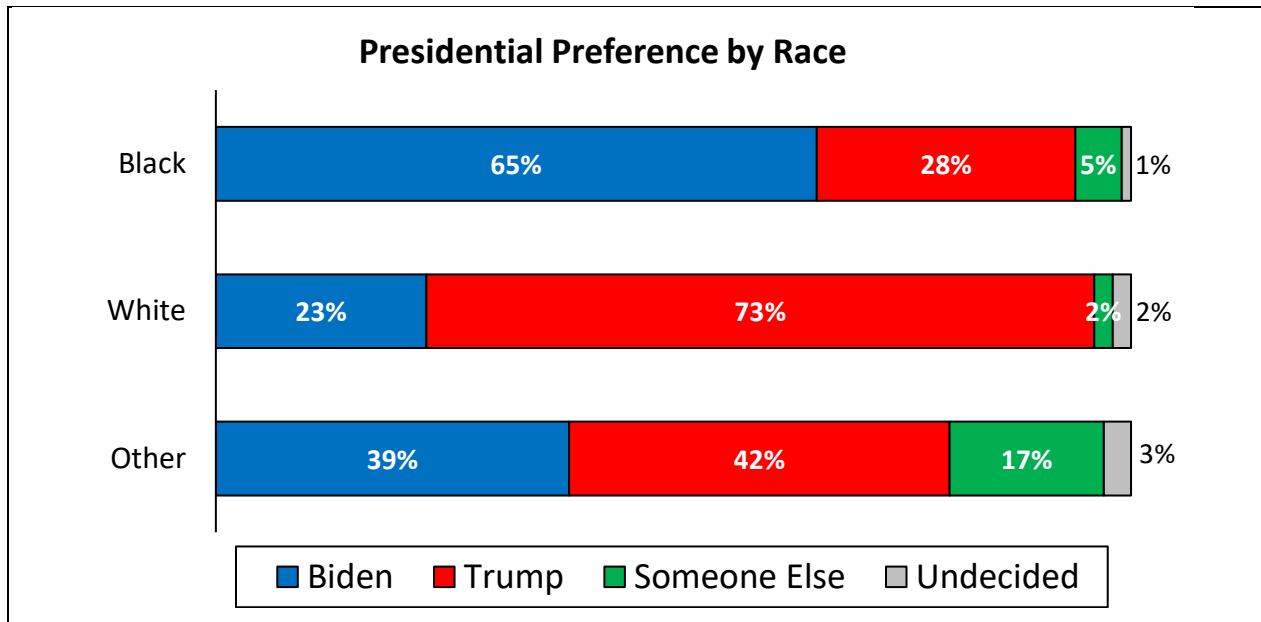
- The Republican candidate Donald Trump is the overwhelming favorite in Louisiana in the 2020 November presidential election.

- There is a slight gender gap in support for Democrat Joe Biden but not for Donald Trump.

- White females are the most supportive group for Trump while African American females are the most supportive group for Biden.

- Candidate choice is polarized by partisan identification

- Donald Trump is the preferred candidate in five of the six congressional districts.

- Two-thirds of respondents report they believe the Covid-19 virus is a serious problem

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[1] The elections: November 2019 Governor runoff, October 2019 Governor Primary, December 2018 Secretary of State runoff, November 2018 Congressional election, November 2017 Statewide runoff, October 2017 Statewide primary, December 2016 Senate runoff, November 2016 Senate primary, November 2015 Gubernatorial Runoff, and October 2015 Gubernatorial Primary.
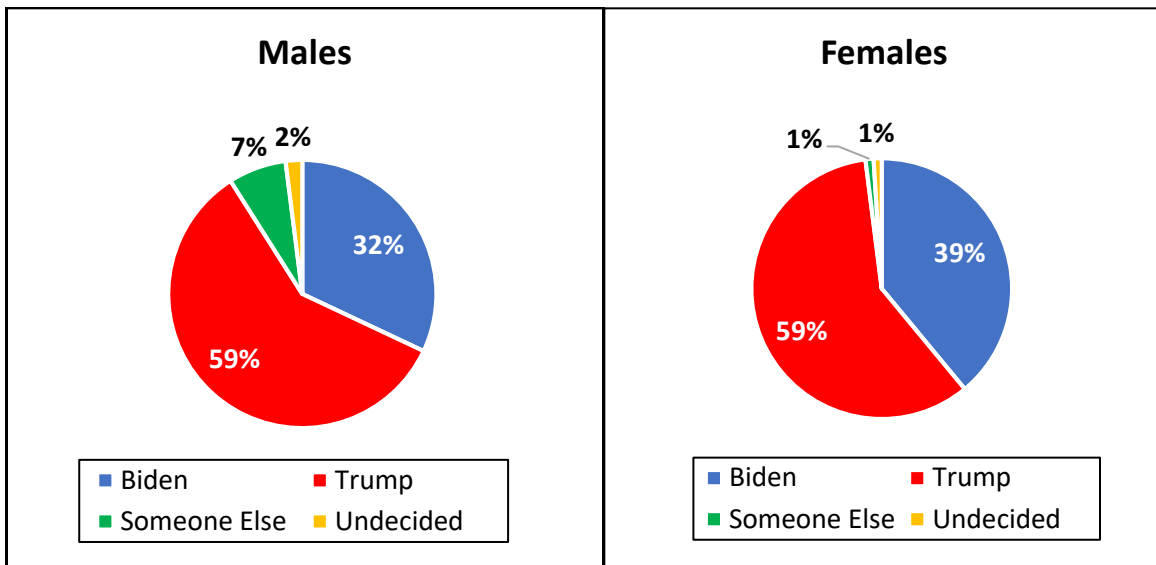
[2] Those registered voters who voted at one time in the past ten statewide elections comprise 73 percent of all registered voters. Turnout in the 2016 presidential election in Louisiana was 68 percent. Given the high rate of early voting we are currently experiencing we may see greater turnout in 2020 than we saw four years ago. As a result, we decided to err on the side of caution and include as many registered voters in our population as possible to meet the potential for a turnout rate of 70 percent or higher.

Presidential Preference

Biden	36%
Trump	59%
Someone Else	4%
Undecided	1%

Respondents were asked which candidate they preferred in the upcoming November presidential election. **Republican candidate Donald Trump is the presidential candidate of choice in Louisiana. He is favored by 59 percent of voters in the state. The Democratic candidate Joe Biden is at 36 percent.** Another four percent of respondents say they are going to vote for a third-party candidate. One percent are still undecided.

Presidential Preference by Race

Race	Biden	Trump	Someone Else	Undecided
Black	65%	28%	5%	1%
White	23%	73%	2%	2%
Other	39%	42%	17%	3%

The bar chart illustrates how the expression of support for the candidates breaks down by race. Nearly three-quarters of whites say they support Trump while two-thirds of African Americans back Biden. However, twenty-eight percent of African Americans report they are going to vote for the Republican Trump. Non-black minorities are relatively split between the two major party candidates. They are also more likely than whites or blacks to support a third-party candidate for president.

	Males		Females	

Males: Biden 32%, Trump 59%, 7%, 2%
Females: Biden 39%, Trump 59%, 1%, 1%

Legend: Biden, Trump, Someone Else, Undecided

There is no gender gap when it comes to supporting Trump as an equal percentage of men and women reported they are going to vote for him. The results do indicate, however, a seven-point gender gap in support for Biden as females are more likely to favor him.

	Black Male	Black Female	White Male	White Female
Biden	42%	79%	26%	21%
Trump	43%	19%	67%	78%

We find some interesting patterns in candidate preference when we examine race and gender together. Much of the backing for Trump among black respondents comes from black males. They are evenly split between Biden and Trump. Black females, on the other hand, are overwhelmingly in the Biden camp. White respondents, both male and female, clearly prefer Trump in the upcoming election. Moreover, the highest expression of support for Trump comes from white females.

White females were the largest voting bloc in the 2016 presidential election comprising thirty-six percent of the voting population in Louisiana. Black females accounted for eighteen percent of voters in that election while black males were the smallest voting bloc as they were only ten percent of the overall voting population.

Presidential Preference by Age Category
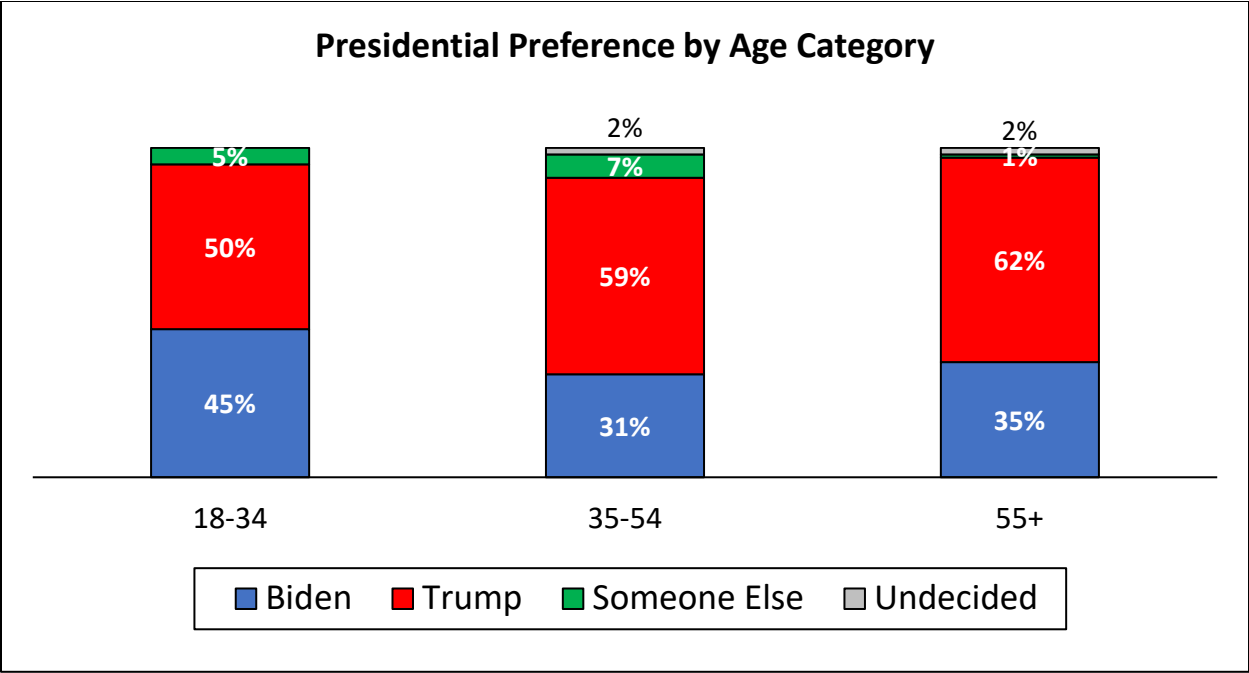
Age appears to have some influence over candidate preference. The youngest cohort in the sample is relatively split in their choice of candidates, although Trump does hold a slight advantage among this group of respondents. Those respondents in the middle age category of 35 to 54 years-old favor Trump by a two-to-one margin over Biden. They are also the age group to most likely to express a preference for a third-party candidate. The oldest respondents are also solidly in the Trump column for this election.

Presidential Preference by Party Identification
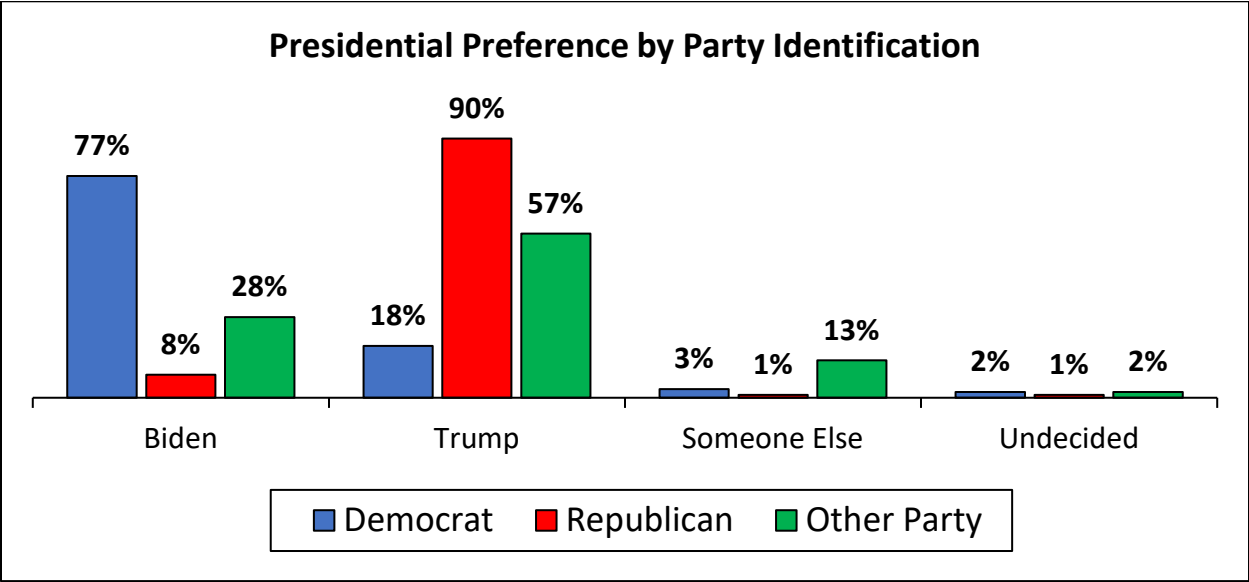
Given the politically polarized environment that currently exists, it is not surprising to see the extent to which partisan identification shapes presidential preference. Nine-in-ten Republicans are voting for Trump and nearly eight-in-ten Democrats are casting a ballot for Biden. A majority of Independents and other party adherents also report they will vote Republican in this election. Only thirteen percent of them reply they are going with a third-party candidate.

Presidential Preference by Congressional District
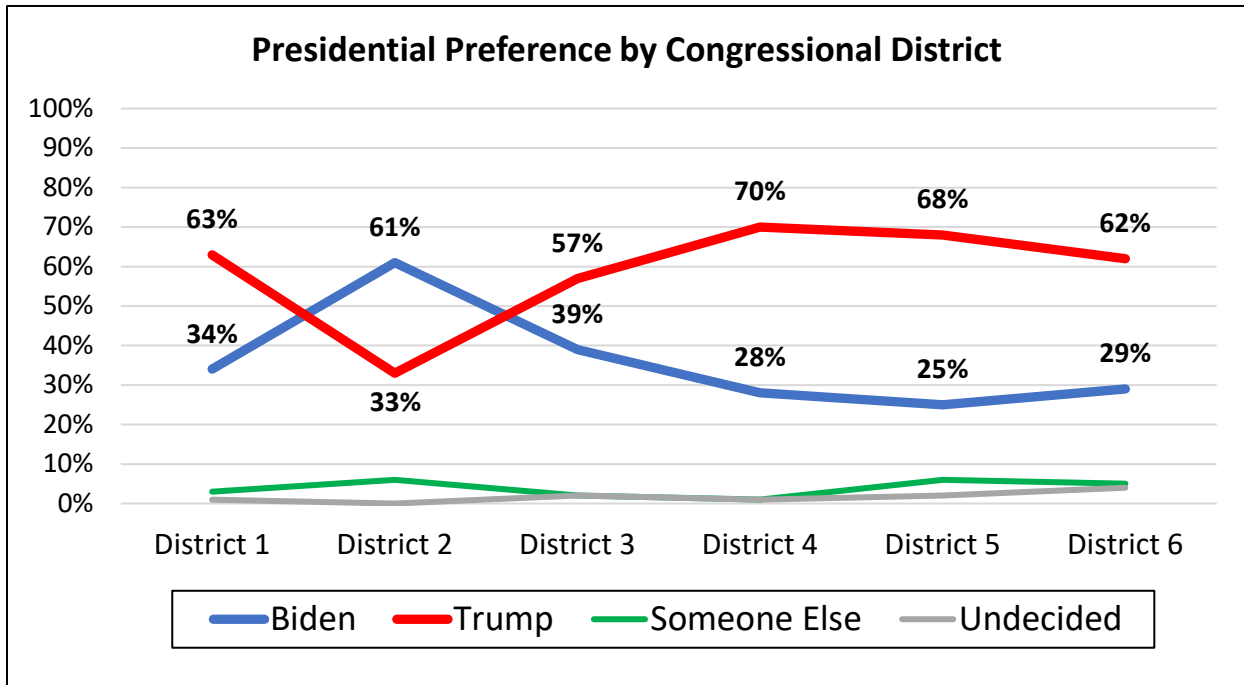
Candidate choice across the congressional districts indicates that Joe Biden is the preferred candidate in a single district, the minority-majority 2nd congressional district. Donald Trump is favored in the remaining five districts by wide margins. Respondents in District 4, District 5, and District 6 support Trump over Biden by a two-to-one margin.

Covid-19 Virus a Serious Problem?
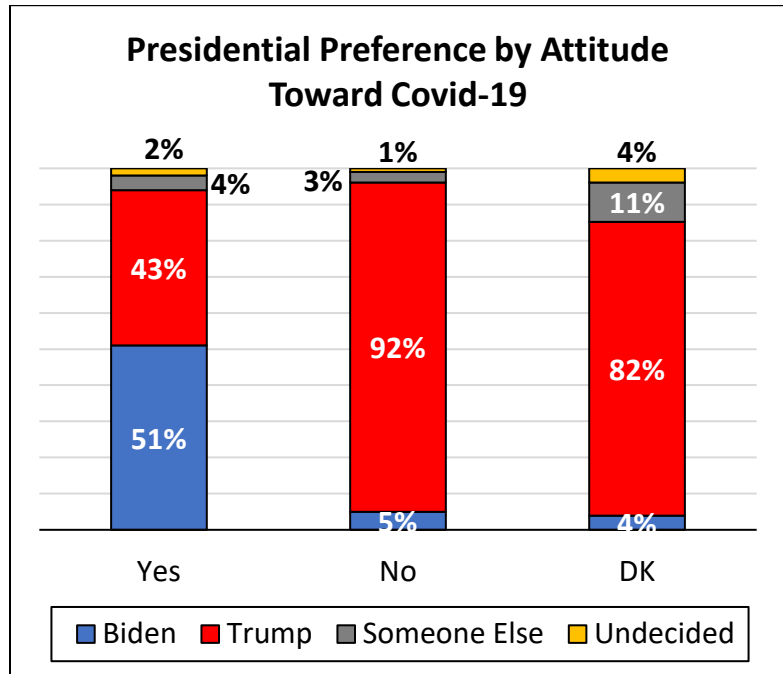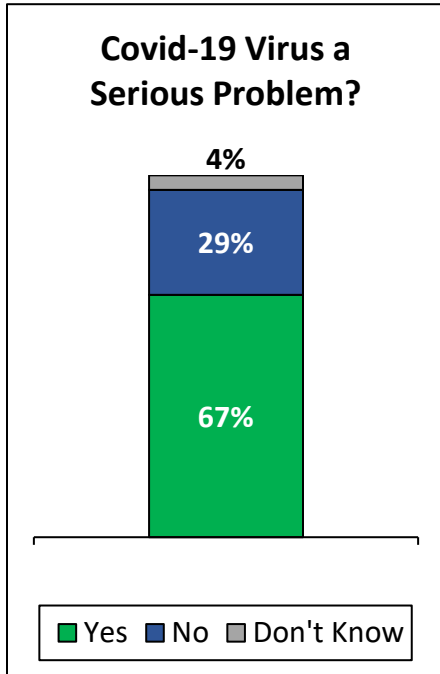
	Yes	No	DK
Black	76%	23%	1%
White	62%	33%	5%
Non-black Minority	80%	14%	6%
Male	64%	32%	4%
Female	69%	27%	4%
18-34	78%	22%	0%
35-54	58%	38%	4%
55+	69%	26%	5%
Democrat	87%	11%	2%
Republican	54%	40%	5%
Other Party	61%	35%	4%

Respondents were asked to give their opinion on whether they thought the Covid-19 virus is a serious problem or not. Two-thirds of the overall sample believe that the virus is a genuine concern. There are some distinctions in opinion across demographic groups. Blacks and non-black minorities are more likely than whites to agree that the Covid-19 virus should be taken seriously. Women are slightly more likely than men to express that opinion. The youngest age group is more likely to view the virus more critically than the two older age cohorts. There is, however, a large degree of disagreement between Democrats and Republican on how serious a problem the virus is. Nearly nine-in-ten Democrats think the virus is a significant issue while just over a majority of Republicans say the same thing.

Attitudes toward the virus impacted who respondents preferred in the presidential election. A majority of those who report they believe the virus is a serious issue say

they are going with Joe Biden, while ninety-two percent of respondents who do not think the virus is a serious problem reply that they prefer Donald Trump. Among those respondents who are not sure whether the virus is a serious problem or not, eighty-two percent report they are going to vote for Trump.

Appendix

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 of IVR surveys include their low cost, the almost immediate collection of data, and the simple and 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. When conducting IVR surveys, pollsters must not rely on all details of a call list. They cannot assume that the details of the person in the file will match the individual who picks up the call. Demographic categories of race, age, gender, and political party identification must be self-reported by the respondent to ensure a valid and accurate analysis. Ideally, the sample of respondents should reflect the population of interest. Unfortunately, this is usually not the case. One of the problems with telephone 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. Residents who are cell phone only who would be eligible to participate are excluded from IVR polls unless they answer the survey from a home telephone in another home. 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. It is imperative that survey analysts accurately post weight the cases to reflect the demographics of the population of interest. In this instance this sample was post-weighted to reflect gender, age, race, and congressional district parameters of the population of registered voters in Louisiana.

Script

- Who will you vote for, for president, Joe Biden, a Democrat or Donald Trump, a Republican? Press 1 for Joe Biden. Press 2 for Donald Trump. Press 3 for someone else. If you don't know, press 4.

- Do you think that COVID-19 is a serious problem in Louisiana? Press 1 for yes. Press 2 for no. Press 3 if you don't know."

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

-If you are younger than 35, press 1. If you are between 35 and 54 years old, press 2. If you are older than 54, press 3.

-If you are Black, press 1. If you are white, press 2. If you are something else, press 3.

-If you consider yourself to be a Democrat, press 1, a Republican press 2, something else, press 3.

Frequency Tables

Q1-BIDEN V TRUMP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BIDEN	271	35.9	35.9	35.9
	TRUMP	444	58.8	58.8	94.7
	SOMEONE ELSE	29	3.8	3.8	98.5
	UNDECIDED	12	1.5	1.5	100.0
	Total	755	100.0	100.0	

Q3-COVID SERIOUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	505	66.9	66.9	66.9
	NO	221	29.3	29.3	96.2
	DON'T KNOW	29	3.8	3.8	100.0
	Total	755	100.0	100.0	

Q4-SEX

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	332	44.0	44.0	44.0
	FEMALE	423	56.0	56.0	100.0
	Total	755	100.0	100.0	

Q6-RACE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BLACK	220	29.2	29.2	29.2
	WHITE	500	66.2	66.2	95.4
	OTHER RACE	35	4.6	4.6	100.0
	Total	755	100.0	100.0	

Race by Gender Percentage in Sample		
	Male	**Female**
Black	12%	17%
White	29%	37%

Q7-PARTY ID

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DEMOCRAT	266	35.3	35.3	35.3
	REPUBLICAN	352	46.7	46.7	81.9
	OTHER PARTY	136	18.1	18.1	100.0
	Total	755	100.0	100.0	

CONGRESSIONAL DISTRICT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISTRICT 1	136	18.0	18.0	18.0
	DISTRICT 2	124	16.5	16.5	34.5
	DISTRICT 3	125	16.5	16.5	51.0
	DISTRICT 4	118	15.6	15.6	66.6
	DISTRICT 5	119	15.8	15.8	82.4
	DISTRICT 6	133	17.6	17.6	100.0
	Total	755	100.0	100.0	