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## UNO Survey Research Center

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http://www.uno.edu/cola/political-science/survey-research-center-studies.aspx

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The University of New Orleans' Survey Research Center (SRC) conducted a live interviewer telephone poll of 603 likely voters in Louisiana. Those interviewed were randomly selected 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. ${ }^{1}$ Interviews were conducted from October 15 through October 21, 2016. The combined landline and cell phone sample matches the regional, gender, age, and race parameters of the population of likely voters in Louisiana. The overall survey has a margin of error $+/-4.0$ percent at a 95 percent level of confidence.

## Summary:

- A majority of likely voters say Louisiana is headed in the wrong direction, but respondents are more positive than they were a year ago.
- Governor Edwards' job approval rating is 56 percent.
- Evaluations of the national economy are negative.
- President Obama's job performance rating is up slightly from two years ago.
- Forty-nine percent of likely voters support Donald Trump for president while 35 percent favor Hillary Clinton.
- John Kennedy is the frontrunner in the Senate primary while Charles Boustany and Foster Campbell are tied for second.

[^0]
## STATE OF THE STATE

## Direction of State

|  | Total | Whites | Blacks | Females | Males | Democrats | Independents | Republicans |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Right <br> Direction | 35 | 30 | 46 | 34 | 35 | 52 | 31 | 24 |
| Wrong <br> Direction | 51 | 57 | 36 | 48 | 54 | 32 | 57 | 64 |
| DK | 14 | 13 | 18 | 18 | 10 | 16 | 12 | 13 |
| $(N)$ | 603 | 404 | 169 | 336 | 268 | 193 | 144 | 203 |


|  | Total | $18-25$ | $26-35$ | $36-45$ | $46-55$ | $56-65$ | $66+$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Right <br> Direction | 35 | 50 | 42 | 41 | 30 | 36 | 31 |
| Wrong <br> Direction | 51 | 39 | 44 | 46 | 56 | 54 | 51 |
| DK | 14 | 11 | 14 | 14 | 14 | 10 | 19 |
| $(N)$ | 603 | 18 | 55 | 79 | 118 | 149 | 177 |


|  | Total | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Right <br> Direction | 35 | 31 | 48 | 40 | 27 | 29 | 33 |
| Wrong <br> Direction | 51 | 56 | 31 | 48 | 57 | 58 | 55 |
| DK | 14 | 13 | 20 | 13 | 16 | 13 | 12 |
| $(N)$ | 603 | 103 | 99 | 103 | 93 | 98 | 107 |

A majority of likely voters report that the state is moving in the wrong direction.
However, that sentiment is not expressed across the board as race and partisanship factor into how likely voters respond. For instance, whites are nearly twice as likely to say the state is moving in the wrong direction while African-Americans are more positive in their assessment.

As for partisanship, Democrats are the only group with a majority that believes the state is on the right track. Large majorities of Republicans and Independents, however, believe the state is on the wrong track.

Men and women were of the same mind on the state moving in the right direction. However, they differ slightly on whether the state is moving in the wrong direction. Fifty-four percent of men, compared to 48 percent of women, say that state is heading in the wrong direction.

Age had some influence on how respondents evaluated the direction of the state. Young voters are more positive than older voters. A majority of those over the age of 45 are pessimistic about the direction of the state.

We broke down the results by congressional district and found that District Two is the only region where respondents feel things are moving in the right direction. Conversely, solid majorities in Districts One, Four, Five, and Six, hold the opposite opinion. Respondents in District Five report by a nearly 2 to 1 margin that the state is headed in the wrong direction.


Although only one-third of likely voters in this survey say that the state is moving in the right direction, that is an improvement over what the SRC found in a statewide poll conducted for last year's gubernatorial election. Only 20 percent of respondents in the 2015 survey claimed the state was moving in the right direction. The current poll indicates there is a more positive outlook on the direction of the state across the board, with maybe the exception of Republicans. African-Americans and Democrats are far more positive about the state then they were last year. In fact, AfricanAmericans are three times more likely than last year to say the state is moving in the right direction. Likewise for Democrats, they are almost 2.5 times more likely to say the state is headed in the right direction.

All the above indicates that partisanship is the strongest predictor of opinion about the direction of the state. The election of a Democratic governor produced the largest increase in positive attitudes among Democrats and African-Americans.

Governor Edwards Approval Rating

|  | Total | Whites | Blacks | Females | Males | Democrats | Independents | Republicans |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Strongly <br> Approve | 32 | 20 | 64 | 34 | 30 | 68 | 23 | 10 |
| Approve | 24 | 26 | 18 | 23 | 26 | 17 | 28 | 25 |
| Disapprove | 9 | 12 | 3 | 8 | 10 | 3 | 7 | 15 |
| Strongly <br> Disapprove | 23 | 30 | 6 | 20 | 26 | 3 | 27 | 39 |
| DK | 12 | 12 | 9 | 15 | 8 | 10 | 16 | 11 |
| $N)$ | 603 | 404 | 169 | 337 | 267 | 194 | 145 | 203 |


|  | Total | $18-25$ | $26-35$ | $36-45$ | $46-55$ | $56-65$ | $66+$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Strongly <br> Approve | 32 | 33 | 27 | 32 | 34 | 32 | 34 |
| Approve | 24 | 33 | 38 | 28 | 23 | 21 | 21 |
| Disapprove | 9 | 11 | 7 | 10 | 9 | 7 | 11 |
| Strongly <br> Disapprove | 23 | 6 | 16 | 21 | 26 | 28 | 21 |
| DK | 12 | 17 | 11 | 9 | 8 | 12 | 13 |
| $(N)$ | 603 | 18 | 55 | 79 | 118 | 148 | 176 |


|  | Total | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Strongly <br> Approve | 32 | 27 | 50 | 28 | 33 | 20 | 36 |
| Approve | 24 | 26 | 22 | 28 | 23 | 15 | 31 |
| Disapprove | 9 | 12 | 2 | 5 | 15 | 16 | 3 |
| Strongly <br> Disapprove | 23 | 21 | 10 | 23 | 20 | 38 | 22 |
| DK | 12 | 13 | 16 | 17 | 9 | 10 | 8 |
| $(N)$ | 603 | 103 | 99 | 102 | 93 | 99 | 107 |

The poll indicates that the Governor John Bel Edwards has a healthy 56\% job approval rating in Louisiana. Race and partisanship influence how the governor is rated. Nearly half of whites approve of Edwards but African-Americans are solidly in his camp. They are three times more likely than whites to strongly approve of the governor.

Naturally, Democrats are far more approving of the Democratic governor than are Independents and Republicans. A majority of Independents did rate the governor's performance positively, but Edwards' fellow partisans are enthusiastic in their appraisal of him. They are three times more likely than Independents to strongly approve of him.

Governor Edwards does not do well with Republicans. Although about one-third of Republicans approve of Edwards, a majority of them disapprove of his job performance, with 39 percent strongly disapproving.

Edwards' approval rating differs across the state's congressional districts. A majority of respondents in every district, with the exception of District Five, give the governor positive marks. Only one-third of respondents in that area of northern Louisiana report that they approve of the governor's performance. John Bel Edwards is most popular in District Two, with a 72 percent approval rating, and in District Six, where two-in-three likely voters approve of how he is handling his job.

The contrast between District 2 and District 5 is related to the racial and partisan composition of each district. The second congressional district is a minority-majority district that is 61 percent African-American. It is also the most Democratic district in the state with 63 percent of likely voters reporting they identify as Democrats. Conversely, District 5 is the most Republican district in the state with 46 percent of likely voters declaring they align with the Republican Party. When it comes to race, 80 percent of likely voters in District 5 are white. The difference we find across these two districts is a function of both race and partisanship.

Rating National Economy Over the Past Year

|  | Total | Whites | Blacks | Females | Males | Democrats | Independents | Republicans |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Better | 22 | 10 | 53 | 24 | 20 | 46 | 17 | 3 |
| Stayed the <br> Same | 25 | 22 | 32 | 24 | 26 | 36 | 22 | 19 |
| Worse | 52 | 67 | 14 | 51 | 52 | 16 | 60 | 77 |
| DK | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| $(N)$ | 603 | 403 | 168 | 336 | 267 | 192 | 144 | 203 |


|  | Total | $18-25$ | $26-35$ | $36-45$ | $46-55$ | $56-65$ | $66+$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Better | 22 | 53 | 15 | 24 | 28 | 18 | 21 |
| Stayed the <br> Same | 25 | 29 | 27 | 33 | 22 | 24 | 23 |
| Worse | 52 | 17 | 58 | 43 | 49 | 57 | 55 |
| DK | 1 | - | - | - | 1 | 1 | 1 |
| $N)$ | 603 | 17 | 55 | 79 | 116 | 148 | 176 |


|  | Total | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Better | 22 | 17 | 35 | 19 | 20 | 16 | 27 |
| Stayed the <br> Same | 25 | 24 | 38 | 25 | 13 | 26 | 22 |
| Worse | 52 | 57 | 26 | 56 | 63 | 58 | 50 |
| DK | 1 | 2 | - | - | 4 | - | 1 |
| $N)$ | 603 | 103 | 99 | 102 | 92 | 98 | 107 |

Likely voters are pessimistic about the state of the national economy. A majority say the national economy has worsened over the past year. That opinion, however, is not shared by everyone. The survey reveals that African-Americans and whites are diametrically opposed in their assessments of the economy. Whites are extremely pessimistic about the direction of the economy while blacks are generally positive. Moreover, African-Americans are five times more likely than whites to say the national economy has improved over the past year.

Not surprisingly, there is a partisan divide on this question. A plurality of Democrats believe the economy has improved over the past year while 6 in 10 Independents and 3 in 4 Republicans think it has worsened in the last year.

The public's negative response to the national economy is also found across the congressional districts. Respondents from District Two are the most positive in their economic evaluation. Only one-quarter of likely voters from that district answer that the economy has worsened. That figure is double in every other district.


## Respondents in this survey are slightly more pessimistic about the state of the national economy than they were two years ago. ${ }^{2}$ Overall, the percent of

 respondents who state the economy has gotten better is down 5 percentage points from two years ago. However, there are significant differences across the population.Whites' optimism about the economy is one-half of what it was in 2014. Conversely, African-American attitudes about the economy are more positive. A majority say that the economy has gotten better over the past year and that number is up from two years ago.

Women rated the economy equally in 2014 and 2016. It is a different story for men as they rate the economy much less positively this time around. In a change from two years ago, men are less likely than women to say the economy has performed better over the year.

As for partisanship, Democrats are slightly more positive today. Meanwhile, Independents and Republican are less positive about the national economy than they were two years ago.

[^1]President Obama Approval Rating

|  | Total | Whites | Blacks | Females | Males | Democrats | Independents | Republicans |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Strongly <br> Approve | 32 | 12 | 82 | 37 | 25 | 74 | 15 | 5 |
| Approve | 9 | 8 | 11 | 9 | 10 | 12 | 13 | 2 |
| Disapprove | 6 | 8 | 1 | 6 | 6 | 3 | 12 | 6 |
| Strongly <br> Disapprove | 50 | 69 | 4 | 46 | 55 | 8 | 55 | 86 |
| DK | 3 | 3 | 2 | 2 | 4 | 3 | 5 | 1 |
| $(N)$ | 603 | 404 | 168 | 335 | 268 | 193 | 143 | 202 |


|  | Total | $18-25$ | $26-35$ | $36-45$ | $46-55$ | $56-65$ | $66+$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Strongly <br> Approve | 32 | 44 | 35 | 30 | 38 | 28 | 29 |
| Approve | 9 | 28 | 2 | 17 | 5 | 9 | 9 |
| Disapprove | 6 | 11 | 15 | 6 | 2 | 5 | 6 |
| Strongly <br> Disapprove | 50 | 11 | 48 | 44 | 52 | 53 | 53 |
| DK | 3 | 5 | - | 4 | 3 | 4 | 3 |
| $(N)$ | 603 | 18 | 54 | 78 | 117 | 149 | 177 |


|  | Total | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Strongly <br> Approve | 32 | 19 | 60 | 32 | 33 | 20 | 25 |
| Approve | 9 | 12 | 10 | 6 | 5 | 9 | 13 |
| Disapprove | 6 | 9 | 4 | 6 | 4 | 6 | 8 |
| Strongly <br> Disapprove | 50 | 57 | 24 | 52 | 55 | 61 | 49 |
| DK | 3 | 3 | 2 | 4 | 2 | 3 | 5 |
| $(N)$ | 603 | 103 | 100 | 102 | 93 | 98 | 108 |

The poll indicates that the President Barack Obama has a $41 \%$ job approval rating in Louisiana. That is a three percentage point increase from two years ago. Just like in the last survey there are huge racial and partisan divides when it comes to evaluations of the president. Disapproval of Obama among white voters is unusually intense with over two-thirds of them strongly disapproving of his job

## performance. That intensity is countered by the strong approval expressed for Obama by 82 percent of African-Americans.

There is an 11 point gender gap as women are more approving of Obama than are men. Moreover, a majority of men strongly disapprove of him.

Opinion of Obama's job performance is also polarized along partisan lines. Massive numbers of Republicans strongly disapprove of the president while three-quarters of Democrats strongly approve of his handling of his job. Independents are also unhappy with the president as two-thirds of them disapprove of his job performance.

The president enjoys a 70 percent approval rating in the second congressional district. Outside that Democratic stronghold, however, his average approval rating across the other five districts is 35 percent. Respondents from the two most Republican districts, the first and fifth, are particularly displeased with the president.


## Respondents in this survey are slightly more approving of President Obama

 than they were two years ago. ${ }^{3}$ His approval rating increased from 38 percent in 2014 to 41 percent today. Small increases in approval are observed for whites, males, females, and Republicans. More significant increases are found for AfricanAmericans and Democrats. Independents are the only group to be less approving of the president.[^2]
## PRESIDENTIAL PREFERENCE

This section examines the preferences of likely voters in the presidential election in November. Our likely voter model uses the respondent's actual voting history contained in the state's voter files. This is a more precise way of defining a likely voter when compared to a likely voter model that asks respondents a series of questions about their interest in the election and asks them to recall their past voting history.

Respondents were asked which candidate they preferred in the upcoming November election. Those who responded that they were undecided were then asked which candidate they leaned toward the most. The data reported in the tables includes both respondents who initially revealed their preferred candidate and the leaners.

|  | Total | Whites | Blacks | Females | Males | Democrats | Independents | Republicans |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Clinton (D) | 35 | 15 | 86 | 41 | 27 | 83 | 19 | 3 |
| Trump (R) | 49 | 67 | 4 | 44 | 56 | 8 | 54 | 88 |
| Johnson (L) | 7 | 9 | 1 | 5 | 8 | 1 | 17 | 4 |
| Stein (G) | 2 | 2 | 2 | 2 | 2 | 1 | 4 | - |
| Other | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 2 |
| DK | 6 | 5 | 7 | 8 | 5 | 6 | 6 | 3 |
| $(N)$ | 603 | 404 | 168 | 335 | 268 | 192 | 144 | 203 |


|  | Total | $18-25$ | $26-35$ | $36-45$ | $46-55$ | $56-65$ | $66+$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Clinton (D) | 35 | 65 | 32 | 27 | 35 | 36 | 36 |
| Trump (R) | 49 | 6 | 56 | 51 | 47 | 49 | 53 |
| Johnson (L) | 7 | 18 | 9 | 6 | 12 | 3 | 3 |
| Stein (G) | 2 | 6 | 4 | 5 | 1 | 1 | 1 |
| Other | 1 | - | - | 1 | 3 | 2 | 2 |
| DK | 6 | 6 | - | 9 | 2 | 9 | 6 |
| $(N)$ | 603 | 17 | 54 | 78 | 118 | 146 | 177 |


|  | Total | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Clinton (D) | 35 | 25 | 60 | 33 | 38 | 24 | 29 |
| Trump (R) | 49 | 52 | 23 | 52 | 52 | 67 | 48 |
| Johnson (L) | 7 | 14 | 1 | 6 | 4 | 5 | 8 |
| Stein (G) | 2 | 1 | 4 | 1 | 3 | - | 3 |
| Other | 1 | 3 | 1 | 1 | - | - | 5 |
| DK | 6 | 6 | 11 | 7 | 2 | 4 | 7 |
| $N)$ | 603 | 103 | 100 | 103 | 94 | 98 | 107 |

## Republican candidate Donald Trump is the most preferred presidential candidate in Louisiana. He is favored by one-half of likely voters in the state. Democratic candidate Hillary Clinton is at 35 percent. The two third party candidates, Libertarian Gary Johnson and Green Party candidate Jill Stein received a combined 9 percent of support from likely voters. Six percent are still undecided. The expression of support for the two major party candidates breaks down by race. Twothirds of whites support Trump while 86 percent of African-Americans back Clinton.

A double-digit gender gap exists in presidential preference. Four-in-ten women support Hillary Clinton while just over one-quarter of men say they will vote for her. Women are basically split between Clinton and Trump, but men are solidly in the Trump column by a two-to-one margin.

Partisanship shapes presidential preference. Eight-in-ten Democrats are voting for Clinton and nearly 9 in 10 Republicans are casting a ballot for Trump. A majority of Independents also report they will vote Republican in this election. Independents are also more likely to be attracted to the third party candidates. About 20 percent prefer either Johnson or Stein.

Likely voters over the age of 25 are supporting Trump by a wide margin. Those who age 26 to 35 are the most Republican age group while those age 36 to 45 are least likely to support Hillary Clinton.

The geographic pattern of presidential preferences follows the racial geography of the state. Hillary Clinton is the preferred candidate in the minority-majority second congressional district while Donald Trump is favored in the remaining five districts. District One went with Trump over Clinton by a 2 to 1 margin and two-thirds of respondents in District Five are Trump supporters. Majorities in Districts Three and Four also say they are going to vote for Donald Trump for president.

Vote for President by Perception of the National Economy

|  | Economy <br> Got Better | Economy <br> Stayed the Same | Economy <br> Got Worse |
| :--- | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ |
| Clinton (D) | 82 | 45 | 7 |
| Trump (R) | 2 | 29 | 76 |
| Johnson (L) | 5 | 7 | 6 |
| Stein (G) | 4 | 2 | 1 |
| Other | - | 1 | 1 |
| DK | 7 | 17 | 9 |
| $(N)$ | 135 | 150 | 311 |

Ratings of the economy can also influence whom to vote for in a presidential election. Those who rate the national economy poorly are inclined to say they are voting for Donald Trump. Conversely, Hillary Clinton receives the lion share of support from those who think the economy had gotten better. Among those who say the economy has stayed the same, 45 percent support Clinton while 29 percent are for Trump.

Vote for President by Evaluation of Obama

|  | Strongly <br> Approve of <br> Obama | Approve of <br> Obama | Disapprove <br> of Obama | Strongly <br> Disapprove <br> of Obama |
| :--- | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Clinton (D) | 87 | 46 | 11 | 1 |
| Trump (R) | 4 | 11 | 62 | 81 |
| Johnson (L) | - | 9 | 11 | 7 |
| Stein (G) | 1 | 7 | - | 1 |
| Other | - | 1 | - | 1 |
| DK | 8 | 25 | 16 | 8 |
| $(N)$ | 191 | 56 | 37 | 301 |

Evaluations of president Obama are related to presidential preferences. Those with strong opinions of the president are in polar opposite camps. Strong supporters of the president overwhelming favor Hillary Clinton while those who strongly disapprove of him overwhelming report that they are going to vote for Donald Trump. Those likely voters who approve of Obama, but not strongly, appear rather ambivalent. Less than a majority say they will vote for Clinton. Another one-quarter
aren't sure who they will vote for, 16 percent are voting third party, and 11 percent are defecting to Trump.


There has been a lot of discussion in this election about Donald Trump's difficulty with female voters and how he has drawn his strongest support from white voters who lack college degrees. We investigate to see if there is any gender gap in support for Trump and whether the education divide that is found nationally appears in Louisiana.

The chart displays the percentage of white respondents who will vote for Donald Trump broken down by gender and education. It shows that overall, two-thirds of whites are voting for Trump. White females, however, are slightly less likely to vote for Trump then are white males. There is a 6 percentage point gender gap between white males and females when it comes to supporting Trump.

As for education, we find that every educational category is more favorably disposed towards Trump. However, the chart reveals that Trump's support declines steadily as we move up the education scale. Post-graduate whites, while still supportive of Trump, also give Hillary Clinton one-quarter of their vote. In sum, we find evidence of a gender gap in support for Donald Trump among whites. We are also able to
corroborate to some extent what has been observed at the national level, that Trump's strongest support comes from whites without a college degree.

## VOTE FOR THE SENATE

We examined likely voter preference for the open Senate seat in the November primary. Although there were 24 candidates running for this office, we only asked about those candidates who were able to meet certain thresholds. The SRC decided that only those candidates who hold office, have held office, or have demonstrated some level of support by having collected at least $\$ 100,000$ in individual contributions would be included in the poll. Nine candidates met those yardsticks. ${ }^{4}$

|  | Total | Whites | Blacks | Females | Males | Democrats | Independents | Republicans |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Boustany (R) | 15 | 20 | 1 | 16 | 14 | 3 | 15 | 23 |
| Campbell (D) | 15 | 6 | 38 | 16 | 14 | 37 | 7 | 2 |
| Cao (R) | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 2 |
| Duke (R) | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 |
| Fayard (D) | 10 | 6 | 21 | 13 | 7 | 19 | 12 | 2 |
| Fleming (R) | 11 | 14 | 2 | 10 | 11 | 3 | 11 | 19 |
| Kennedy (R) | 22 | 30 | 3 | 16 | 29 | 9 | 27 | 35 |
| Maness (R) | 4 | 6 | 2 | 3 | 6 | - | 10 | 4 |
| Patel (R) | 1 | - | 1 | - | 2 | 1 | 1 | - |
| Someone Else | 7 | 5 | 13 | 9 | 4 | 10 | 3 | 3 |
| DK | 12 | 10 | 15 | 13 | 9 | 14 | 10 | 10 |
| $(N)$ | 603 | 404 | 169 | 337 | 266 | 195 | 145 | 203 |

[^3]|  | Total | $18-25$ | $26-35$ | $36-45$ | $46-55$ | $56-65$ | $66+$ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Boustany (R) | 15 | 12 | 26 | 17 | 18 | 10 | 13 |
| Campbell (D) | 15 | 24 | 13 | 9 | 16 | 11 | 21 |
| Cao (R) | 1 | - | 2 | 1 | - | 3 | 1 |
| Duke (R) | 2 | 6 | 5 | 3 | - | 3 | 1 |
| Fayard (D) | 10 | 29 | 7 | 13 | 10 | 12 | 6 |
| Fleming (R) | 11 | 6 | 7 | 13 | 3 | 12 | 15 |
| Kennedy (R) | 22 | 6 | 17 | 11 | 24 | 26 | 25 |
| Maness (R) | 4 | - | 4 | 1 | 8 | 7 | 2 |
| Patel (R) | 1 | - | - | - | 2 | 1 | 1 |
| Someone Else | 7 | 6 | 4 | 8 | 11 | 8 | 3 |
| DK | 12 | 12 | 13 | 24 | 7 | 8 | 12 |
| $N)$ | 603 | 17 | 54 | 79 | 118 | 147 | 178 |


|  | Total | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ | $\%$ |
| Boustany (R) | 15 | 15 | 3 | 44 | 8 | 5 | 13 |
| Campbell (D) | 15 | 8 | 23 | 10 | 28 | 11 | 11 |
| Cao (R) | 1 | 3 | 3 | 1 | - | 1 | - |
| Duke (R) | 2 | 1 | 2 | 3 | 3 | 2 | - |
| Fayard (D) | 10 | 7 | 17 | 8 | 5 | 6 | 18 |
| Fleming (R) | 11 | 5 | 4 | 4 | 21 | 23 | 8 |
| Kennedy (R) | 22 | 37 | 17 | 13 | 14 | 26 | 24 |
| Maness (R) | 4 | 8 | - | - | 5 | 8 | 7 |
| Patel (R) | 1 | 2 | 2 | - | 1 | - | 1 |
| Someone Else | 7 | 2 | 12 | 9 | 5 | 5 | 8 |
| DK | 12 | 12 | 17 | 9 | 8 | 12 | 10 |
| $(N)$ | 603 | 104 | 100 | 103 | 95 | 96 | 108 |

The race for the U.S. Senate seat in Louisiana is basically a contest between the Republican John Kennedy and the rest of the field. He led the pack with 22 percent of likely voters saying they are going to vote for him. Republican Charles Boustany and Democrat Foster Campell are tied for second place with 15 percent. Following close behind are Republican John Fleming at 11 percent and Democrat Caroline Fayard at 10 percent. The remaining candidates all find themselves in single digits.

Overall, 56 percent of likely voters report they will vote Republican in the Senate election. Kennedy leads with these voters. He picked up 40 percent of the Republican vote while Boustany received the support of 26 percent of likely voters who favored Republican candidates. Fleming captured 20 percent of that vote.

White likely voters are solidly behind the Republican candidates in the Senate election. Three of four report they will vote for a Republican while only 12 percent say they will vote for one of the Democrats. Kennedy also leads with these voters. Thirty percent of white likely voters support him while 20 percent favor Boustany and 14 percent are for Fleming.

African-Americans are more supportive of the Democratic candidates. Fifty-nine percent report they will vote for either Foster Campbell or Caroline Fayard. Another 12 percent say they are supporting a Republican candidate, 13 percent want someone else and 15 percent have no preference. Campbell has a decided advantage over Fayard among African-American voters as nearly twice as many of them say they will vote for Campbell then will vote for Fayard.

Men and women are of equal minds when it comes to supporting Boustany, Campbell, Fleming and several other Republican candidates. A gender gap appears in the support for Fayard as women are twice as likely as men to favor her candidacy. On the other hand, men are far more likely than women to favor Kennedy.

Democratic support for the Democrats running for the open Senate seat is much weaker than Republican support for the Republican candidates. Fifty-six percent of Democrats support either Democratic candidate. Another 20 percent claim they are voting for a Republican, 10 percent want someone else, and 14 percent are unsure.

Republicans, on the other hand, are more loyal to their candidates with 85 percent expressing a preference for a Republican in the Senate election. Just over one-third of Republicans say they will be voting for John Kennedy, while 23 percent support Charles Boustany and 19 percent favor John Fleming.

Independents are also supportive of Kennedy, giving him 27 percent of their vote. Boustany also does well with Independents, picking up 15 percent of their vote. Independents also give Fayard, Fleming, and Maness double-digit support.

Every age group over 25 is strongly Republican. Only one-quarter of likely voters over the age of 25 prefer a Democrat in the Senate election. Boustany does best
with likely voters age 26 through 45 . However, Kennedy outperforms everyone else with likely voters over the age of 45 , a critical voting bloc. One quarter of these chronic voters say that they are going to vote for Kennedy. Foster Campbell also does well with the state's oldest voters, with 21 percent saying they will vote for him, compared to only 6 percent for Caroline Fayard.

John Kennedy does particularly well with likely voters in the first congressional district with nearly 40 percent supporting him in the famously Republican St. Tammany based district. Boustany was a distant second while Fleming lagged far behind in third place.

The second congressional district is the state's only Democratic district. Nearly one-quarter of likely voters in this district favor Foster Campbell. Interestingly, the Republican Kennedy receives as much support as the Democrat Fayard in this heavily Democratic district. Another 17 percent of likely voters in the second district are unsure of who they support in the Senate election.

Charles Boustany is the favorite son in the third congressional district given that he is the district's representative in Washington. John Fleming, who represents the fourth congressional district, is preferred by 21 percent of his constituents. Democrat Foster Campbell, who is also based in the Shreveport area, is receiving more support in District Four than Fleming, who represents the district in Congress. Campbell is favored by 28 percent of likely voters in the northwest part of the state.

District Five is a contest between two Republicans, John Fleming and John Kennedy. Kennedy is the favorite in District Six with Caroline Fayard also doing well there.

Vote for Senate in November Primary by Vote for President

|  | Clinton (D) | Trump (R) | Johnson (L) | Stein (G) |
| :--- | :---: | :---: | :---: | :---: |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Boustany (R) | 4 | 21 | 15 | - |
| Campbell (D) | 41 | 1 | - | 16 |
| Cao (R) | 2 | 1 | 3 | - |
| Duke (R) | 2 | 2 | - | 17 |
| Fayard (D) | 22 | 1 | 3 | - |
| Fleming (R) | 2 | 19 | 6 | 17 |
| Kennedy (R) | 3 | 33 | 36 | 8 |
| Maness (R) | - | 7 | 3 | - |
| Patel (R) | 1 | - | - | - |
| Someone Else | 9 | 2 | 15 | 42 |
| DK | 14 | 12 | 18 | - |
| $N)$ | 205 | 283 | 33 | 12 |

Finally, we investigate to see if presidential preferences are linked to vote choice in the Senate election. We see that Hillary Clinton voters are more likely to report they will be voting for Foster Campbell than for Caroline Fayard. Fourteen percent of Clinton voters plan on voting Republican, 9 percent want someone else, and 14 percent don't know how they will be voting.

As for the Trump supporters, one-third plan to vote for John Kennedy. Charles Boustany and John Fleming are getting roughly equal percentages of Trump voters to support them in the Senate election. One third of Gary Johnson voters also say they will vote for Kennedy for Senate.

SAMPLE INFORMATION

|  | LOUISIANA |
| :--- | ---: |
| White | $67 \%$ |
| Black | $28 \%$ |
| Other | $5 \%$ |
| Male | $44 \%$ |
| Female | $56 \%$ |
| Age |  |
| 18 to 25 | $3 \%$ |
| 26 to 35 | $9 \%$ |
| 36 to 45 | $14 \%$ |
| 46 to 55 | $20 \%$ |
| 56 to 65 | $25 \%$ |
| 66 and over | $29 \%$ |
| District One | $17 \%$ |
| District Two | $16 \%$ |
| District Three | $17 \%$ |
| District Four | $16 \%$ |
| District Five | $17 \%$ |
| District Six | $18 \%$ |
| Number of Respondents, $\boldsymbol{N}$ | 603 |
| Sampling Error | $+/-4.0 \%$ |
| Dates of Interviewing |  |
|  |  |


[^0]:    ${ }^{1}$ The elections: November 2012 Presidential election, November 2014 US Senate Primary, December 2014 US Senate Runoff, October 2015 Gubernatorial Primary, and November 2015 Gubernatorial Runoff. There are 2.9 million registered voters; 1.3 million qualified as a likely voter.

[^1]:    ${ }^{2} 2014$ Louisiana Survey, University of New Orleans Survey Research Center: October 2014.

[^2]:    ${ }^{3} 2014$ Louisiana Survey, University of New Orleans Survey Research Center: October 2014.

[^3]:    ${ }^{4}$ Abhay Patel dropped out of the campaign on October 20, 2016. At that time the SRC had already completed 85 percent of the interviews. Given the lateness of Patel's decision we decided to keep his name in the script for the last interviewing session.

