

UNO Survey Research Center/Lucid Internet Poll for Louisiana Governor

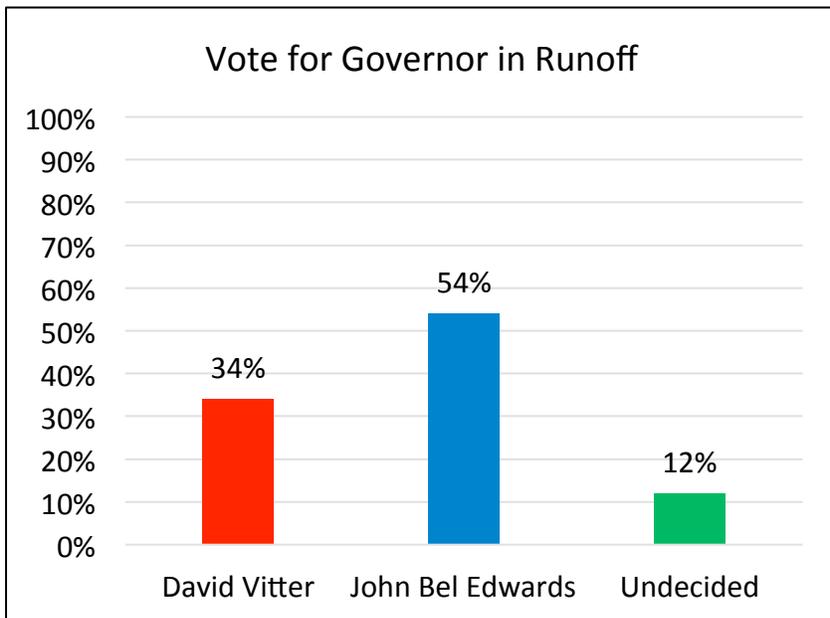
The University of New Orleans Survey Research Center, in association with Lucid, has conducted a statewide opt-in Internet poll to gauge the preferences of registered voters in the upcoming November 21st runoff election for governor.

As telephone-based political polls become more challenging to conduct and their accuracy has come into question, researchers are beginning to experiment with new non-probability sampling methodologies and weighting data to be representative of the population of interest. This survey is just such an experiment. The goal is to discover how well an opt-in Internet survey performs in measuring voter preferences in the upcoming governor's election when compared to the results found in the more traditional telephone based surveys.

Opt-in Internet polls come with some caveats. One is the demographic differences in Internet access and usage with respect to age. Another concern is that the respondents were not selected through a random sampling procedure.

Participating respondents were solicited for their views on the election from a larger pool of respondents voluntarily participating in unrelated market research surveys. While they did not explicitly opt-in to respond to a political survey, the 578 respondents from Louisiana were voluntarily participants in market research surveyed on Lucid's Fulcrum Exchange. Respondents participating in unrelated market research studies were asked about the upcoming gubernatorial runoff.

Because we are working with a non-probability sample, we cannot calculate a scientific margin of error. Nor is it possible to infer from this sample to the larger population of registered voters. That being said, the sample has been weighted to reflect the age, race, and gender parameters of registered voters in the November 1, 2015 registered voter file from the Louisiana Secretary of State's office. The survey was conducted from November 10, 2015 to November 18, 2015.



Despite concerns about this new methodology in terms of respondent self-selection and using non-randomly selected samples to examine public opinion, we found that the Internet poll results were comparable to the findings from statewide telephone surveys that use probability theory to

assure a representative sample. For example, the Internet poll shows that Democrat John Bel Edwards has a 20-point lead over Republican David Vitter. That comports with the 10 to 20 point advantage for Edwards that has been reported in a number of polls throughout the campaign season.

Vote for Governor

	Total	Whites	Blacks	Females	Males	Democrats	Independents	Republicans
	%	%	%	%	%	%	%	%
David Vitter	34	46	8	29	40	13	25	68
John Bel Edwards	54	42	81	55	53	80	45	24
Undecided	12	12	11	16	8	7	30	8
(N)	578	364	174	317	261	269	115	195

The breakdown of vote choice by race, gender, and party identification in the Internet poll was comparable to what has been found in other polls. African-Americans were solidly behind the Democratic candidate, while whites were split in their support for the candidates. Gender influenced vote choice as there was an 11-point gender gap in support for Vitter. Men and women were evenly split when it came to supporting Edwards. Women were twice as likely as men to report they were undecided. The vote also broke down by partisanship, although Democrats were more united behind their candidate than were Republicans. One-

quarter of Republicans said they were going to crossover and vote for the Democratic candidate. Independents reported they were going with Edwards by a nearly 2 to 1 margin. However, 30% of Independents were still undecided.

Vote for Governor by Likelihood of Voting

	Total	Very Likely	Likely	Somewhat Likely	Unlikely	Very Unlikely
	%	%	%	%	%	%
David Vitter	34	36	27	27	43	26
John Bel Edwards	54	58	46	45	29	33
Undecided	12	6	27	27	28	40
(N)	578	432	67	44	21	15

Respondents were asked about their likelihood of voting in the runoff. Three-quarters of them said they were very likely to show up on election day. Nearly 6 in 10 of the very likely voters supported Edwards. In addition, a plurality of likely voters said they were voting for Edwards. However, just over one-fourth of them were undecided in their choice.

Vote for Governor by Age

	Total	18 to 20	21 to 34	35 to 44	45 to 54	55 to 64	65 and older
	%	%	%	%	%	%	
David Vitter	34	41	29	30	32	32	46
John Bel Edwards	54	47	54	58	58	50	52
Undecided	12	12	17	12	10	18	2
(N)	578	17	145	93	102	106	114

John Bel Edwards enjoys majority support from every age group, except among the youngest respondents. Nonetheless, he still has a 6-point advantage with young voters. The next most competitive age group was among respondents who were 65 and older. However, Edwards also enjoys a 6 point advantage with this group of respondents. Older voters were more likely than any other age group to have firm preferences on who they supported in this election.

Vote for Governor by Total Family Income

	Total	Less than \$5,000 to \$24,999	\$25,000 to \$44,999	\$45,000 to \$74,000	\$75,000 and more	DK/NA
	%	%	%	%	%	%
David Vitter	34	21	40	37	45	28
John Bel Edwards	54	63	50	56	45	46
Undecided	12	15	10	7	10	25
<i>(N)</i>	<i>578</i>	<i>156</i>	<i>124</i>	<i>148</i>	<i>107</i>	<i>43</i>

Income levels had some influence over vote choice. Edwards enjoys majority support from the lower and middle income categories. Respondents at the highest income levels were evenly split between the two candidates.