

# The Times-Picayune/Lucid 2016 Battleground State Poll

Weighted Results (10/15 – 10/21)

## Presidential Results

Candidate	Party	Result
Hillary Clinton	Democrat	40%
Donald Trump	Republican	43%
Gary Johnson	Libertarian	6%
Jill Stein	Green Party	4%
Undecided		7%
	Total N:	614

## Senator Results

Candidate	Party	Result
Charles Boustany	Republican	12%
Foster Campbell	Democrat	17%
Joseph Cao	Republican	2%
David Duke	Republican	4%
Caroline Fayard	Democrat	12%
John Fleming	Republican	10%
John Kennedy	Republican	18%
Rob Maness	Republican	4%
Abhay Patel	Republican	0%
Someone Else		5%
Undecided		17%
	Total N:	614

## Methodology

This Times-Picayune/Lucid 2016 Battleground State poll of Louisiana is among a demographically representative sample of 614 adults who report both being registered to vote and likely to vote this November. Survey was conducted between October 15 and October 21, 2016.

Respondents are selected from among the nearly one million survey-takers who pass through Lucid's technology each day. Results are post-stratified using simple survey weights to reflect Virginia's demographics according to the US Census.

All respondents on the Lucid platform have volunteered to participate in a survey and were not chosen for participation in the Louisiana poll through random selection. No sampling error can therefore be calculated.



Unlike reader polls that survey respondents who happen to be reading a specific article or website, Lucid's platform finds survey-takers through a marketplace that diversifies where respondents come from and blinds the subject matter of the survey that each respondent will take. Lucid's findings also takes into account each survey-taker's demographics so that the model is representative of the population at-large.

Online polls remain relatively unproven in their application to political projections though they hold great potential as telephone polls conducted through probability sampling rise in cost and representivity becomes more challenging to achieve. This is Lucid's first attempt to leverage its platform for such a purpose. Analysts of these results should bear that in mind. Constructive feedback is always welcome and appreciated.

Unweighted data are below:

Demographic	Respondents (10/15-10/21)	Weight	Population Weight
18 to 25	81	0.8	11%
26 to 35	110	1.0	18%
36 to 45	140	0.7	16%
46 to 55	110	1.0	18%
56 to 65	103	1.0	18%
66 and over	68	1.7	19%
Unknown	2	1.0	
Male	336	1.0	45%
Female	276	1.0	55%
Unknown	2	1.0	
White	382	1.0	64%
Black	172	1.1	31%
Hispanic	14	0.7	1%
Asian	12	0.4	1%
Other	16	0.9	3%
Unknown	18	1.0	
Republican	206	1.0	
Democrat	206	1.0	
Independent	200	1.0	
Total N	614		

\*Weights are applied on age, gender, and race/ethnicity, not party affiliation

## Questionnaire



*Prompt:* Hello, thank you for participating in this study by the University of New Orleans Survey Research Center. We're interested in people's opinions on issues facing Louisiana. This survey will only take a few minutes and your answers will be kept confidential.

1. Would you say things are generally going in the right direction, or do you think things are going in the wrong direction here in Louisiana?

RIGHT DIRECTION  
WRONG DIRECTION

2. In general, do you approve or disapprove of the way John Bel Edwards is handling his job as governor? (PAUSE) Is that strongly or not very strongly?

STRONGLY APPROVE  
APPROVE  
DISAPPROVE  
STRONGLY DISAPPROVE

3. Thinking about the country as a whole, would you say that over the past year the country's economy has gotten better, stayed about the same, or has gotten worse?

GOTTEN BETTER  
STAYED ABOUT THE SAME  
GOTTEN WORSE

4. Do you approve or disapprove of the way Barack Obama is handling his job as President? (PAUSE) Is that strongly or not very strongly?

STRONGLY APPROVE  
APPROVE  
DISAPPROVE  
STRONGLY DISAPPROVE

5. If the 2016 presidential election were being held today and the candidates were Hillary Clinton, the Democrat, Donald Trump, the Republican, Gary Johnson, the Libertarian, and Jill Stein, the Green Party candidate, would you vote for Hillary Clinton, Donald Trump, Gary Johnson, or Jill Stein?

HILLARY CLINTON (D)  
DONALD TRUMP (R)  
GARY JOHNSON (L)  
JILL STEIN (G)  
NOT SURE

6. [IF NOT SURE] As of today, do you lean more toward Hillary Clinton, Donald Trump, Gary Johnson, or Jill Stein?

HILLARY CLINTON (D)

DONALD TRUMP (R)  
GARY JOHNSON (L)  
JILL STEIN (G)  
UNDECIDED

7. Now thinking ahead to the US Senate election in November, which of the following candidates would you be most likely to vote for?

REPUBLICAN CHARLES BOUSTANY  
DEMOCRAT FOSTER CAMPBELL  
REPUBLICAN JOSEPH CAO  
REPUBLICAN DAVID DUKE  
DEMOCRAT CAROLINE FAYARD  
REPUBLICAN JOHN FLEMING  
REPUBLICAN JOHN KENNEDY  
REPUBLICAN ROB MANESS  
REPUBLICAN ABHAY PATEL  
SOMEONE ELSE  
NOT SURE

8. [IF NOT SURE] As of today, which candidate are you leaning toward?

REPUBLICAN CHARLES BOUSTANY  
DEMOCRAT FOSTER CAMPBELL  
REPUBLICAN JOSEPH CAO  
REPUBLICAN DAVID DUKE  
DEMOCRAT CAROLINE FAYARD  
REPUBLICAN JOHN FLEMING  
REPUBLICAN JOHN KENNEDY  
REPUBLICAN ROB MANESS  
REPUBLICAN ABHAY PATEL  
SOMEONE ELSE  
UNDECIDED

9. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

REPUBLICAN  
INDEPENDENT  
DEMOCRAT  
OTHER

10. We hear a lot of talk these days about liberals and conservatives. In general would you consider yourself to be a liberal, moderate, or conservative - or haven't you thought much about this?

LIBERAL  
MODERATE  
CONSERVATIVE  
HAVEN'T THOUGHT MUCH ABOUT IT

*Prompt:* To finish, there are just a few more questions about you for statistical purposes.

11. What is your gender?

MALE  
FEMALE

12. What is your race?

WHITE  
BLACK  
ASIAN  
HISPANIC  
OTHER  
I'D PREFER NOT TO SAY

13. What is the highest level of education that you have completed?

GRADE SCHOOL  
GRADES 9-11  
HIGH SCHOOL  
SOME COLLEGE  
COLLEGE DEGREE  
GRADUATE/PROFESSIONAL DEGREE  
I'D PREFER NOT TO SAY

14. What is your age?

18 to 25  
26 to 35  
36 to 45  
46 to 55  
56 to 65  
66 and OVER  
I'D PREFER NOT TO SAY

15. What is your total family income?

BELOW \$10,000  
\$10,000 to \$25,000  
\$26,000 to \$40,000  
\$41,000 to \$60,000  
\$61,000 to \$80,000  
\$81,000 to \$100,000  
Above \$100,000  
I'D PREFER NOT TO SAY