The Louisiana Survey 2024
Report 1

Louisiana residents' views on the important challenges facing the state, the economy, and quality of life in the state

The first of three reports from the Reilly Center for Media & Public Affairs at Louisiana State University's Manship School of Mass Communication

For further information on this report:
Michael Henderson, PhD
mbhende1@lsu.edu

Reilly Center for Media & Public Affairs

The Reilly Center for Media & Public Affairs is partnership-driven, action-oriented, and dedicated to exploring contemporary issues at the intersection of mass communication and public life. Its interdisciplinary approach draws together experts from diverse fields to advance research and dialogue. The intent is to inspire our communities to think deeply, develop solutions, take action and broaden knowledge. The Center's role, within the state's flagship university, is to respond quickly to the needs of state governance in addressing challenges facing Louisiana, particularly in times of crisis such as during Hurricanes Katrina and Rita, the 2010 Deepwater Horizon oil spill, and the 2016 historic floods. Underlying the Center's endeavors is to strengthen and advance the Manship School's national and state leadership in media and politics.

For further information on the Reilly Center:
Jenée Slocum, Ph.D.
Director
jenee@lsu.edu

About the 2024 Louisiana Survey

The *2024 Louisiana Survey* is the latest in an annual series of statewide surveys from the Reilly Center for Media & Public Affairs at Louisiana State University's Manship School of Mass Communication.

Reflecting the continuing evolution of survey research, we used two approaches for this year's survey. First, we used our traditional probability-sampling approach to draw landline and cell phone numbers for a live-interview telephone survey. Second, in partnership with the research firm *YouGov*, we administered an online survey to a nonprobability sample of Louisiana residents who participate in the *YouGov* panel. We use statistical weights in the analysis of responses from both modes to adjust for likelihood of participation and ensure each sample represents the population of adult Louisiana residents. More information about our methods, including *YouGov*'s strategy for generating representative samples, is available in the survey methodology section of this report.

The body of this report focuses on results from the traditional telephone mode with probability sampling. However, interested readers can find the topline results from both samples at the end of this document.

The mission of the *Louisiana Survey*, which began in 2003, is to capture Louisiana residents' assessments of life in the state, including their beliefs about the quality of the economy and government performance, as well as their attitudes on policy issues of contemporary importance. To that end, each year the *Louisiana Survey* contains core items designed to serve as barometers of public sentiment, including assessments of whether the state is heading in the right direction or wrong direction and perceptions about the most important problems facing the state. The *2024 Louisiana Survey* also includes questions about perceptions and experiences with crime, climate events, and coastal land loss, as well as questions to measure attitudes about criminal justice, energy, environmental, and coastal policies.

As part of an effort to ensure that the *Louisiana Survey* fulfills its public service mission, the research team solicited input about topics for the survey from members of the policy community across the political spectrum. These advisors provided invaluable insight into the design of the questionnaire and in identifying the contemporary policy questions that could most benefit from an understanding of the public's views. While we are indebted to them for their time and contributions, they bear no responsibility for final decisions on the questionnaire, analysis, and interpretation appearing in this report or for any mistakes therein.

We especially thank the Reilly Family Foundation for their generous support and vision in helping to create the *Louisiana Survey*.

Lead researcher, analyst and writer
Michael Henderson, Ph.D.
Associate Professor
Reilly Center Research Affiliate
Manship School of Mass Communication
mbhende1@lsu.edu

Researcher, analyst and writer
Jenée Slocum, Ph.D.
Director
Reilly Center for Media & Public Affairs
Manship School of Mass Communication
jenee@lsu.edu

Summary

Most Louisiana residents continue to think the state is heading in the wrong direction, but their perceptions of the economy and their confidence in state government have improved.

- Sixty-one percent (61%) of Louisiana residents say the state is heading in the wrong direction. This is the third consecutive year in which the share of people saying "wrong direction" outnumbers the share saying "right direction" by at least 30 percentage points.

- Crime tops the list of problems the public is concerned about, with 28% saying it is the most important problem for state government to tackle in 2024, up from 19% last year.

- Although only 36% of Louisiana residents express confidence in the government of Louisiana to address their concerns effectively, this is eight percentage points higher than it was a year ago and 11 percentage points higher than what it was in 2022 when it hit its lowest point in the history of the *Louisiana Survey*.

- The state index of consumer sentiment is 57.8, an improvement over 53.5 last year and 50.3 in 2022 – a sign that state residents view their financial situations and the economy as a whole less pessimistically than in recent years.

- Most residents of Louisiana give high evaluations to their local neighborhoods as a place to live and to the state's public colleges and universities. They have less positive views of the state's coastal protection and restoration efforts, the quality of the environment, the quality of health care, and the quality of the state as a place to live. They evaluate the public K-12 schools in the state, state efforts at economic development, and infrastructure especially negatively.

State of the State

Most residents continue to believe the state is heading in the wrong direction

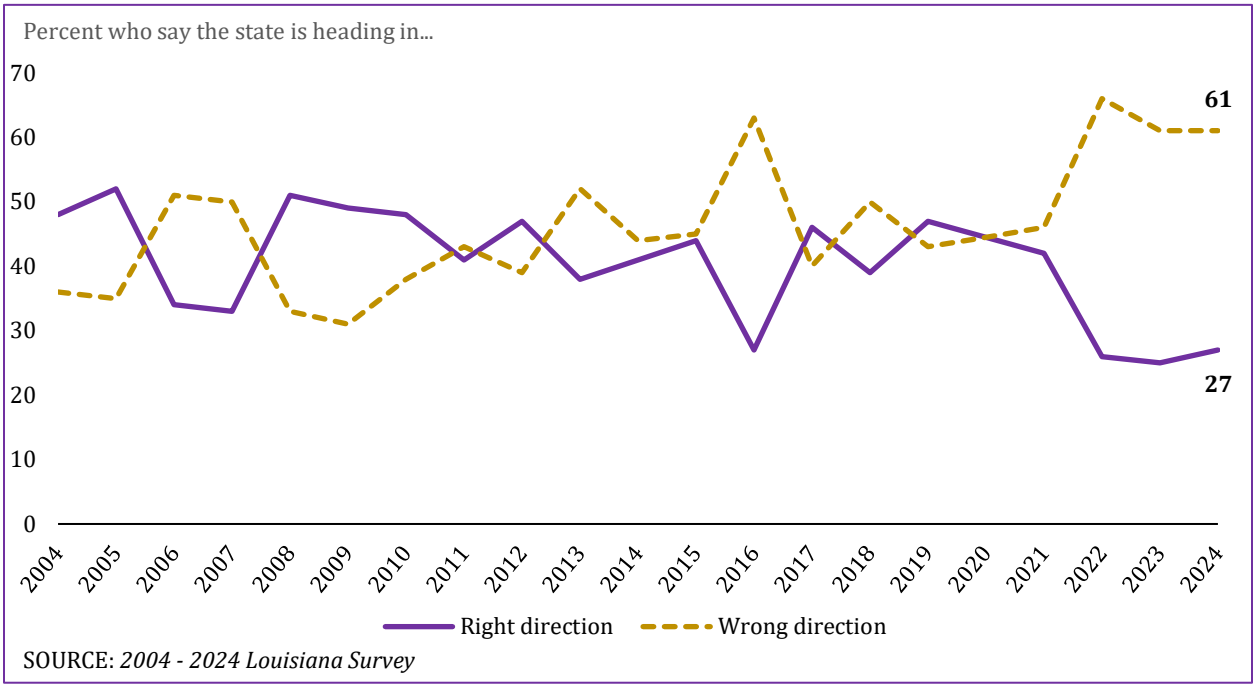
The same share of Louisiana residents says the state is heading in the wrong direction as said so a year ago (61%). Only 27% say the state is heading in the right direction, while another 12% are unsure. This marks the third consecutive year in which the share saying the state is heading in the wrong direction outnumbers the share saying it is heading in the right direction by 30 percentage points or more.

This view about the direction of the state is widespread across gender, racial and ethnic background, social and economic class, and even political beliefs. Most men (57%) and most women (67%) say the state id heading in the wrong direction. Most white respondents (59%), most Black respondents (67%), and most respondents with other racial or ethnic identities (65%) also have this view. Most college graduates (66%) as well as the majority of those with a high school diploma or less education (58%) share the belief that the state is heading in the wrong direction. Most people with household incomes below $25,000 (62%) and most people with household incomes above $100,000 (62%) agree about the direction of the state. Most residents of the large metropolitan areas of New Orleans (63%), Baton Rouge (67%), and Shreveport (56%) take a dim view of Louisiana's direction, but so too do most residents who live outside of these major metropolitan areas either in the southern (61%) or northern (58%) ends of the state.

Democrats (70%) and independents (65%) are more likely than are Republicans (56%) to say the state is heading in the wrong direction, but majorities across all partisan affiliations take this view. The parties have flipped their positions from a year ago. Similar to this year, most Louisianans in 2023 thought the state was heading in the wrong direction regardless of which party they identified with, but more Republicans (68%) had negative views than Democrats (52%) did then. The *Louisiana Survey* has revealed similar shifts across partisan views in the past when the governor's office moved from one party to the other (e.g., 2007-2008 and 2015-2016).

Despite this swapping of places between Democrats and Republicans, the views of liberals and conservatives about the direction of the state have not changed as much. Among liberals, 67% said the state was heading in the wrong direction in 2023 and 68% say so this year. Among conservatives, 63% said the state was heading in the wrong direction in 2023 and 57% say so this year. In contrast, moderates have shifted much further; the share saying the state is heading in the wrong direction grew from 56% in 2023 to 67% in 2024.

Figure 1: Perceptions about the direction of the state



SOURCE: *2004 - 2024 Louisiana Survey*

Crime is most common concern

Each year since 2004, the *Louisiana Survey* has asked respondents to name the single most important problem they would like state government to work on. The question is open-ended, meaning respondents can answer in their own words rather than selecting from a list of problems. Callers record their responses verbatim, and then we classify their concerns into topic categories. The following table shows the percentage of respondents who provided an answer falling within eleven topic categories. The table shows only topics that at least 2% of respondents named.

For the second year in a row, crime tops the list of Louisiana residents' most pressing concern. Indeed, the share naming crime rose to 28% from 19% a year ago. Respondents named the economy second most often, a category that includes references not only to the economy generally but also to jobs, wages, cost of living, and similar issues. Infrastructure and education follow at 9% each.

Close to two-thirds of respondents named something in one of these four topics of crime, economy, infrastructure and education. Although named by fewer respondents (4%), insurance stands out for how much it increased relative to recent years when 2% named it. Similarly, 3% of respondents express concern over immigration, an issue rarely mentioned in past editions of the *Louisiana Survey* (usually mentioned by less than 1%).

Three percent (3%) of respondents named budgetary issues, which include references to taxes and spending (in some cases calls for either more or less of each) as well as the size of the government. Likewise, 3% named public assistance or social services – often specifically for the economically disadvantaged, children, or farmers. Two percent (2%) named guns (usually as calls for more regulation or less gun violence), health care, and disaster preparedness, protection, and relief (often, but not exclusively, in reference to flood risk).

After the 11 topics shown in the table, the next most frequent responses (included among "all others") are criminal justice, housing, the coast or environment, national politics, abortion, drugs, and need for religion in public life, each named by 1% of the sample. No more than 1% (the equivalent of just five or fewer respondents) named any other topic. Four percent (4%) could name no problem they would like to see state government address in 2024.

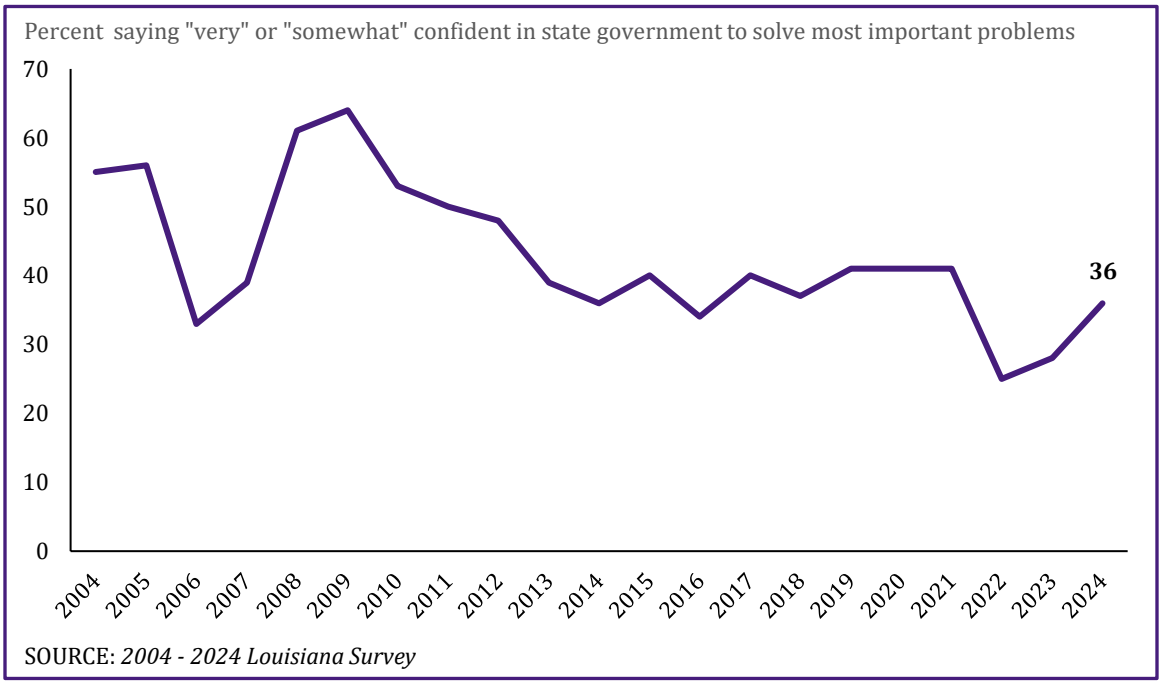
Table 1: Percentage of participants naming issue as most important (includes only issues named by at least 2% of sample)

Issue	Mentioned as Most Important
Crime	28%
Economy	18%
Infrastructure	9%
Education	9%
Insurance	4%
State budget, taxes, and spending	3%
Need for public assistance and social services	3%
Immigration	3%
Guns	2%
Health care	2%
Disaster preparedness, protection, and relief	2%
All others	13%
Don't know / Nothing	4%

Confidence in state government rises

Confidence in state government is on the rise. Although only 36% of Louisiana residents say they are either "very confident" (4%) or "somewhat confident" (32%) in the government of Louisiana to address their concerns effectively, this is eight percentage points higher than a year ago. This share is also 11 percentage points higher than in 2022 when it hit its lowest point in the history of the *Louisiana Survey*. Today, 34% are "not very confident," and 27% are "not at all confident" in state government to deal with the issues that are important to them.

Figure 2: Confidence in state government to solve important problems



SOURCE: *2004 - 2024 Louisiana Survey*

Perceptions of economy improve modestly

Since 2022, the *Louisiana Survey* has included a battery of five economic questions modelled on items in the University of Michigan's Surveys of Consumers, which collect monthly data on Americans' financial wellbeing and economic expectations. Specifically, these questions ask respondents how they are doing financially compared to a year ago, how they think they will be doing financially in another year, whether it is a good time to make large purchases, how they think business conditions are in the country overall, and what they expect the economy to be like over the next five years. We combine responses to these five items to generate an Index of Consumer Sentiment (ICS) for the state of Louisiana following the same formula researchers at the University of Michigan use for the U.S. as a whole.

Figure 3 shows the trends for consumer sentiment in the U.S. and Louisiana since early 2022. The figure shows the University of Michigan's monthly ICS from January 2022 to April 2024. Because the *Louisiana Survey* occurs just once a year, the figure shows just three ICS values for the state – once each for the months when the survey was in the field during this period (March 2022, April 2023, and April 2024). Although the value of the ICS at any single point in time does not convey much information, the index is useful for examining trends over time and for making comparisons across groups. Higher values mean that people feel better about their finances and the economy. Lower values mean they feel worse.

Two facts stand out in the figure. First, Louisiana residents tend to have more sour views than do Americans generally. Second, Louisiana residents are feeling better about the economy now than in either of the past two years of the survey.

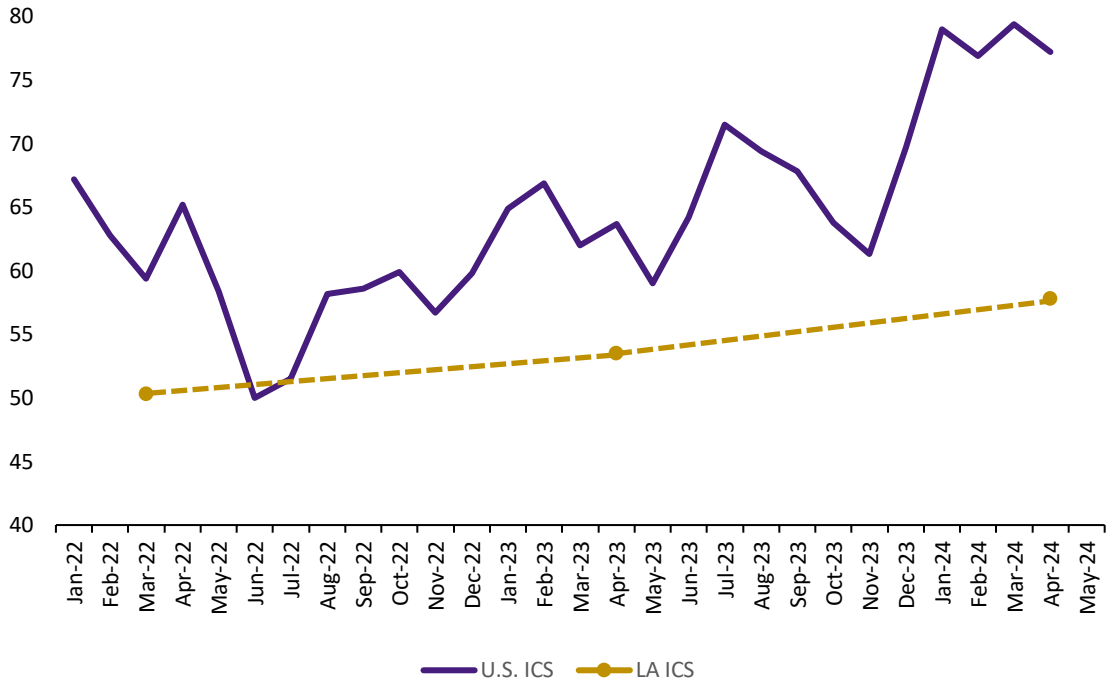
Examining each on its own, the questions reveal a bit more about how these views are changing. First, 42% of respondents said they are worse off financially than they were a year ago, roughly the same as the share who say they are about the same financially as they were a year ago (43%). Just 14% said they are better off. Each of these values is very similar to what they were over the past two years suggesting recent changes in personal financial situations are not driving improved outlooks.

However, when asked to look ahead over the year to come, fewer Louisiana residents are as pessimistic as they were in 2023. Today, 18% expect they will be worse off a year from now, but last year 26% expected to be worse off. The share who expects to be better off over the next year is about the same in 2024 (28%) as in 2023 (26%), while the share who expect their financial situation to remain about the same rose slightly from 43% in 2023 to 48% this year. Similarly, when considering the prospects for business conditions in the economy over the next year, about as many (10%) say they expect good times as said so a year ago (8%) but fewer expect bad times than did in 2023 – a drop from 50% to 42%. There is also modest improvement in how Louisiana residents think about the future of the economy over the next five years. Today, 24% say they mostly expect to see continuous good times over the next five years, up from 18% who thought so last year. This pattern indicates that Louisiana residents are not as pessimistic about what the future holds for them as they were in recent years.

Finally, when considering the economy and their own financial situation, 47% think it is a bad time to make big purchases for their homes, such as furniture or appliances, the same share as said so a year ago. Just 18% said it is a good time for these purchases, close to the 16% who said so in 2023.

In short, although the economic outlook of most Louisianas is far from positive, fewer residents of the state expect bad things for the economy or their own finances in coming years. The shift appears to result not so much from rising economic optimism as from a shift of mindset away from fearful expectations to a sense of stability about the status quo.

Figure 3: Trend in Index of Consumer Sentiment for country and state, 2022-2024



Source: 2022-2024 *Louisiana Survey* and University of Michigan Surveys of Consumer Sentiment.

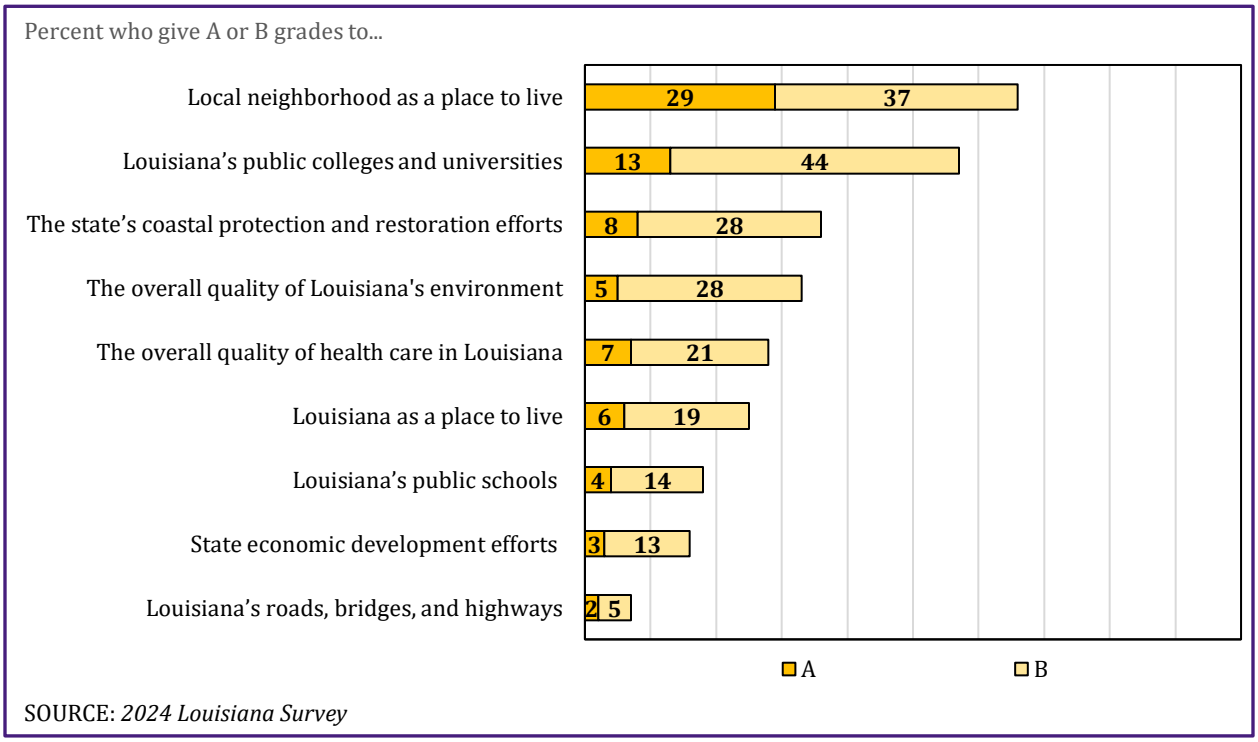
Residents rate quality of life in their neighborhoods far better than in the state as a whole

We asked respondents to grade nine aspects of life in Louisiana: the state as a place to live overall; the respondent's local neighborhood as a place to live; public colleges and universities; the quality of health care; the overall quality of the environment, including clean air and drinking water; roads, bridges, and highways; state economic development efforts to attract, recruit, and create jobs; the state's coastal protection and restoration efforts; and Louisiana's public schools overall.

The highest grades went to local neighborhoods: 29% A grades and 37% B grades. Only 14% gave their neighborhood a D or F. Louisiana residents also graded the state's public colleges and universities relatively well: 13% A grades and 44% B grades. Just 10% gave a D or F to these colleges and universities.

No other aspects of life in Louisiana included in the survey received A or B grades from a majority of respondents. Public K-12 schools (4% A grades and 14% B grades), state economic development efforts (3% A grades and 13% B grades), and transportation infrastructure (2% A grades and 5% B grades) received the lowest grades. These three received more D and F grades than A and B grades, as did the quality of health care. Louisiana as a place to live overall received essentially the same number of A and B grades as D and F grades.

Figure 4: Louisiana residents give highest grades to neighborhoods and colleges



SOURCE: *2024 Louisiana Survey*

Survey Methodology

The *2024 Louisiana Survey* includes two modes for surveying adult residents of the state: 1) a traditional live-interviewer telephone survey with probability sampling, and 2) a non-probability online survey. Although this report focuses on the results from the telephone survey to maintain continuity with reports from past editions of the survey, which also used telephone surveys, we present the results of both modes at the end of this report.

Survey 1: Telephone survey with probability sampling

We used two kinds of sampling frames of Louisiana residents to acquire samples of landline and cell phone numbers through Marketing Systems Group (MSG), a random digit dialing (RDD) landline database and MSG's Advanced Cellular Frame (ACF). For both landline and cellphone samples, we stratified the sample numbers by parish based on each parish's share of Louisiana's total adult population in the U.S. Census Bureau's 2001 American Community Survey's five-year estimates. The RDD landline database includes all residential working banks that have at least one assigned telephone number, updated quarterly. It includes all listed, unlisted, and non-published landline numbers in these banks. MSG drew numbers from this RDD frame randomly. The ACF uses the Telecordia database, which identifies telephone numbers dedicated to cellular devices. MSG likewise drew numbers from this RDD frame randomly. MSG screened both samples of randomly selected telephone numbers to reduce instances of non-working, business, fax, and inactive telephone numbers in the samples. This screening on the landline RDD often identifies and removes 60-70% of nonworking and business numbers from the initial sample.

Louisiana State University's Public Policy Research Lab (PPRL) conducted the interviews using computer-assisted telephone interviewing (CATI) software, which ensures that interviewers correctly ask all questions according to the questionnaire wording and properly implement all logic and skip patterns. The CATI system also managed the telephone sample, tracking the dispositions of each dial attempt on each number and allowing up to three dialing attempts for each number. To ensure the highest response rate, PPRL called numbers at various times of the day and days in the week (10:00 AM to 9:00 PM on weekdays, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 9:00 PM on Sundays). Respondents could request a callback at a more convenient time and date as needed. For these appointments, PPRL called at the appointed time or rescheduled if the respondent was not available at the initially requested time.

When interviewers contacted individuals by dialing the sampled telephone numbers, they introduced the survey and asked for consent to the interview. If individuals agreed to participate in the survey, interviewers next screened respondents to determine eligibility for participation (i.e., if they were 18 years of age or older and a resident of Louisiana) before conducting the interview.

PPRL's project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through PPRL's call monitoring system in order to ensure proper interviewing procedures.

The fielding period of this study was from March 20 to April 23, 2024. Of the 511 respondents in this sample, 12 completed the interviewed via a landline telephone and 499 via a cellular telephone.

Completed interviews averaged 27.5 minutes. The response rate for the sample is 5.7%. This response rate is the percentage of eligible residential households or personal cell phones in the sample for which an interview is completed. The rate is calculated using the American Association for Public Opinion Research's method for Response Rate 3 as published in their Standard Definitions. Response rates for telephones have been on decline for several decades and frequently fall in the single digits even among the very best survey research organizations.

The lead researcher for this survey at LSU weighted the combined landline and cellphone sample using an iterative procedure that matches race, education, household income, gender, age, and region to the known profiles for the adult population of Louisiana found in the Census Bureau's American Community Survey 2021 five-year estimates. Weighting cannot eliminate every source of nonresponse bias. However, proper administration of probability sampling combined with accepted weighting techniques has a strong record of yielding statistically unbiased results.

The sample has an overall margin of error of +/- 5.6 percentage points. The margin of error includes adjustment due to the weighting procedure. The design effect due to weighting is 1.3 percentage points; that is, the margin of error is 1.3 percentage points larger than it would be for a simple random sample of this size without weighting.

In addition to sampling error, as accounted for through the margin of error, readers should recognize that question wording and practical difficulties in conducting surveys may introduce error or bias into the findings of opinion polls. As often as possible, the *Louisiana Survey* follows the wording of relevant questions repeatedly used by reputable public opinion research institutions and projects, such as the Pew Research Center and the American National Election Studies.

Survey 2: Non-probability sample administered online

As the science of survey research continues to evolve – especially in the face of declining response rates among traditional probability-based telephone surveys – the *Louisiana Survey* continues to examine innovative technologies for measuring public opinion in the state. To that end, we included a second design for this year's survey as we did in 2022 and 2023: An online survey administered by the survey firm *YouGov* to a nonprobability sample of adult Louisiana residents. *YouGov* recruits individuals online to join its panel of survey respondents and periodically answer online questionnaires.

For this survey, 540 adult Louisiana residents in the *YouGov* panel completed the questionnaire. *YouGov* then matched 500 respondents to a sampling frame representing the adult population of the state on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of Louisiana adults, based upon the American Community Survey's public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote. *YouGov* weighted the matched cases to the sampling frame using propensity scores. The matched cases and the frame were combined, and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, and years of education. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2020 Presidential vote choice, a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), and a

two-way stratification of race (4-categories) and education (4-categories) to produce the final weight.

Respondents completed this survey from March 25 to April 3, 2024.

The margin of error for this survey is +/- 6%.

With its innovative approach to online polling, YouGov conducts surveys for a variety of business, university, and media clients, including *CBS News*, the *Economist* and the *New York Times*. Research from scholars at Harvard University and Tufts University shows that well-designed online opt-in sampling techniques, like those *YouGov* uses for its surveys, perform as well as traditional random digit dialing telephone polls.

Although the results discussed above in this report focus on Survey 1, readers can find topline results from Survey 2 below.

Comparison of samples to target population

The first table below displays demographic characteristics of each sample (with and without sample weights) as well as population estimates based on the American Community Survey's five year estimates from 2001. This table allows readers to assess the effectiveness of the sampling and weighting strategies at achieving representative samples for each survey mode.

Sampling and non-response may generate unrepresentative samples in the absence of weighting. For example, the unweighted telephone sample under-represents adults who did not attend college, non-Hispanic Black adults, adults under the age of 25, and adults with a household income of less than $50,000. It, likewise, over-represents adults who went to college and white residents of the state. The unweighted telephone sample reflects the geographic distribution of the population quite well, likely due in part to the stratified approach to sampling for this survey. The final two panels on this table show the geographic distribution of adult Louisiana residents across the nine largest metropolitan areas and the remainder of the state as well as by the size of adult population in parishes. For example, three percent (3%) of adult Louisiana residents live in the 13 parishes with the smallest adult populations (fewer than 11,900 adult residents), while 63% live in the 12 parishes with the largest adult populations (96,000 or more). Generally, the unweighted telephone sample reflects these geographic distributions well.

The unweighted online sample underrepresents adults who did not complete high school or its equivalency, adults under the age of 35, men, and individuals with household incomes of $50,000 or more. It overrepresents adults who attended college, non-Hispanic White adults, women, and adults with household incomes below $50,000.

The table also shows how weighting corrects many of the differences between the raw samples and the target population. Because the table displays the demographic characteristics used in weighting, these weighted samples are similar to the target population by design. In most cases, the weighted sample estimates for a particular demographic trait are within four percentage points of the population.

For example, the weighted telephone sample continues to underrepresent adults with only a high school diploma or equivalency, but by three percentage points rather than seven. It underrepresents household incomes under $50,000 by 11 percentage points (versus 16 in the unweighted sample). In contrast, the weighted online sample over-represents household incomes under $50,000 by 12 percentage points and under-represents household incomes of $100,000 or more by 13 percentage points.

Part of the reason gaps remain in the distribution of household income between the target population and the weighted samples while diminishing to negligible levels for almost all other demographic traits is the high degree of item nonresponse to questions seeking to measure earnings. Item nonresponse occurs when a respondent declines to answer a particular question. Fourteen percent (14%) of the telephone sample declined to answer the question about household income, and four percent (4%) of the online sample did so. In contrast, only one to two percent declined to answer questions about their gender, race, ethnicity, education, or age. By definition, when larger shares of the sample do not provide a household income, then the remaining sample distributions will underrepresent them. Interestingly, this table suggests that people with lower-household incomes may be less likely to participate in telephone surveys or less likely to answer the question about household income if they do participate than people with higher household incomes. The opposite occurs in the online survey – people with higher household incomes are less likely to participate or less likely to answer the household income question if they do participate than people with lower household incomes.

Ultimately, what matters is whether the weighted samples represent the target population beyond the factors used in weighting the sample. To assess this, we compare the weighted samples to known population benchmarks taken from outside the sample. Statistics for both *Louisiana Survey* samples incorporate the sample weights. All sample statistics and benchmarks are for the adult population of Louisiana. Benchmarks represent data from the following data sources:

- U.S. Census American Community Survey (ACS), 2021 5-year estimates (average size of household, employment, and marital status);
- Louisiana Secretary of State (voter registration count is for April 1, 2024, and divided by the adult population from the 2021 ACS estimate);
- Federal Highway Administration (the number of adult licensed drivers from 2022, which is divided by the 2021 ACS adult population estimate);
- National Health Insurance Survey (cell phone access); and
- Computer and Internet Use Supplement to the Current Population Survey (internet access).

Both samples are reasonably similar to the population for many of these benchmarks, but each has its own shortcomings too. The weighted telephone sample overrepresents voter registration (likely due to well-known social desirability bias in this question for live-interviewer surveys). It also overrepresents both cellphone owners generally and those who own only a cellphone (i.e., who do not also have a landline telephone). This overrepresentation is unsurprising given the mode was built around telephone contact, primarily by cellular devices. The weighted sample underrepresents voter registration, employment, licensed drivers, and marriage.

Table 2: Comparison of sample demographics to target population demographics used in weighting

Characteristic	Target population estimates (ACS)	Unweighted telephone probability sample	Weighted telephone probability sample	Unweighted online non probability sample	Weighted online non probability sample
Less than high school	14%	7%	11%	7%	12%
High school graduate	33%	14%	24%	34%	35%
Some college, no degree or Associate's degree	29%	40%	34%	30%	27%
Bachelor's degree or higher	24%	39%	30%	29%	26%
Non-Hispanic, White alone	60%	66%	61%	65%	63%
Non-Hispanic, Black or African American alone	30%	16%	25%	28%	31%
Hispanic	5%	4%	3%	2%	1%
Non-Hispanic, American Indian or Alaska Native alone	1%	2%	1%	1%	1%
Non-Hispanic, Asian alone	2%	1%	1%	1%	1%
Non-Hispanic, Native Hawaiian or Pacific Islander alone	0%	0%	0%	0%	0%
Non-Hispanic, some other race alone	0%	3%	2%	1%	1%
Non-Hispanic, two or more races	2%	7%	4%	2%	2%
18-24 years of age	12%	5%	7%	8%	9%
25-34 years of age	18%	14%	19%	14%	18%
35-44 years of age	17%	17%	17%	19%	20%
45-54 years of age	16%	21%	18%	21%	17%
55-64 years of age	17%	17%	15%	16%	15%
65 or more years of age	20%	24%	22%	21%	21%
Men	48%	48%	47%	38%	48%
Women	52%	50%	50%	62%	52%

Characteristic	Target population estimates (ACS)	Unweighted telephone probability sample	Weighted telephone probability sample	Unweighted online non probability sample	Weighted online non probability sample
Household income less than $50,000	47%	31%	36%	58%	59%
Household income $50,000 to $99,999	28%	24%	27%	24%	22%
Household income $100,000 to $149,999	14%	14%	13%	9%	8%
Household income $150,000 or more	12%	17%	11%	5%	5%
Metro New Orleans	27%	30%	27%	25%	25%
Metro Baton Rouge	18%	16%	18%	16%	16%
Metro Lafayette	10%	11%	10%	10%	9%
Metro Shreveport	8%	10%	9%	8%	7%
Metro Lake Charles	5%	4%	4%	4%	5%
Metro Houma/Thibodaux	4%	4%	5%	4%	5%
Metro Monroe	4%	4%	5%	5%	5%
Metro Alexandria	3%	4%	4%	5%	4%
Metro Hammond	3%	2%	3%	2%	2%
Rest of the state	17%	16%	15%	20%	21%
Bottom quintile of parishes by adult population	3%	4%	3%	3%	5%
Second quintile of parishes by adult population	6%	6%	6%	4%	4%
Third quintile of parishes by adult population	9%	9%	8%	10%	11%
Fourth quintile of parishes by adult population	19%	18%	19%	24%	23%
Top quintile of parishes by adult population	63%	62%	63%	59%	57%

Table 3: Comparison of weighted samples to population benchmarks

Characteristic	Population Benchmark	Weighted telephone probability sample	Weighted online non probability sample
Registered to vote	84%	90%	74%
Have driver's license	89%	90%	76%
Average size of household	2.6	2.6	2.8
Employed	56%	59%	49%
Married (not separated)	46%	45%	32%
Have cell phone	95%	100%	99%
Have cell phone only	69%	87%	80%
Have internet access at home	82%	87%	84%

Question Wording and Toplines

Unless otherwise indicated, results are for the total sample. Percentages may not sum to 100 due to rounding.

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?

Response	Probability based Telephone Sample	Non probability Online Sample
Right direction	27	41
Wrong direction	61	59
Don't know / Refused [VOLUNTEERED]	12	0

How much confidence would you say you have in state government to address this problem effectively?

Response	Probability based Telephone Sample	Non probability Online Sample
Very confident	4	11
Somewhat confident	32	29
Not Very confident	34	38
Not at all confident	27	22
Don't know / Refused [VOL.]	3	0

Would you say that you and your family are better off financially, worse off, or about the same as you were a year ago?

Response	Probability based Telephone Sample	Non probability Online Sample
Better off	14	11
Worse off	42	55
Same	43	34
Don't know / Refused [VOL.]	0	0

Do you think that a year from now you and your family will be better off financially, worse off, or just about the same as now?

Response	Probability based Telephone Sample	Non probability Online Sample
Better off	28	29
Worse off	18	31
Same	48	40
Don't know / Refused [VOL.]	6	0

Do you think that during the next twelve months we'll have very good times financially, somewhat good times, a mix of good and bad times, somewhat bad times, or very bad times?

Response	Probability based Telephone Sample	Non probability Online Sample
Very good times	2	5
Somewhat good times	8	12
Mix of good and bad times	45	55
Somewhat bad times	26	20
Very bad times	16	9
Don't know / Refused [VOL.]	4	0

Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times economically during the next five years or so, or that we will have periods of widespread unemployment or depression?

Response	Probability based Telephone Sample	Non probability Online Sample
Continuous good times economically	24	33
Periods of widespread unemployment or depression	67	67
Don't know / Refused [VOL.]	9	0

Generally speaking, do you think now is a very good time for people to buy major household items, a somewhat good time, a mix of good and bad, a somewhat bad time, or a very bad time?

Response	Probability based Telephone Sample	Non probability Online Sample
Very good times	3	5
Somewhat good times	15	17
Mix of good and bad times	32	47
Somewhat bad times	24	20
Very bad times	23	11
Don't know / Refused [VOL.]	2	0

How would you grade Louisiana as a place to live?

Response	Probability based Telephone Sample	Non probability Online Sample
A	6	13
B	19	19
C	49	40
D	19	17
F	7	12
Don't know / Refused [VOL.]	0	0

How would you grade your local neighborhood as a place to live?

Response	Probability based Telephone Sample	Non probability Online Sample
A	29	24
B	37	33
C	21	26
D	9	9
F	5	8
Don't know / Refused [VOL.]	0	0

What grade would you give to Louisiana's public colleges and universities?

Response	Probability based Telephone Sample	Non probability Online Sample
A	13	11
B	44	36
C	27	35
D	8	10
F	2	8
Don't know / Refused [VOL.]	6	0

What grade would you give to the overall quality of health care in Louisiana?

Response	Probability based Telephone Sample	Non probability Online Sample
A	7	11
B	21	24
C	35	32
D	24	19
F	13	15
Don't know / Refused [VOL.]	0	0

How would you grade the overall quality of Louisiana's environment, including clean air and drinking water?

Response	Probability based Telephone Sample	Non probability Online Sample
A	5	9
B	28	19
C	35	38
D	21	19
F	10	14
Don't know / Refused [VOL.]	0	0

What grade would you give to Louisiana's roads, bridges, and highways?

Response	Probability based Telephone Sample	Non probability Online Sample
A	2	4
B	5	9
C	16	19
D	34	34
F	43	33
Don't know / Refused [VOL.]	0	0

What grade would you give to state economic development efforts to attract, recruit, and create jobs?

Response	Probability based Telephone Sample	Non probability Online Sample
A	3	3
B	13	16
C	41	33
D	25	29
F	14	18
Don't know / Refused [VOL.]	4	0

What grade would you give to the state's coastal protection and restoration efforts?

Response	Probability based Telephone Sample	Non probability Online Sample
A	8	8
B	28	26
C	34	33
D	13	20
F	7	13
Don't know / Refused [VOL.]	9	0

What grade would you give to Louisiana's public schools overall?

Response	Probability based Telephone Sample	Non probability Online Sample
A	4	5
B	14	16
C	32	31
D	28	27
F	20	20
Don't know / Refused [VOL.]	3	0

Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then, or hardly at all?

Response	Probability based Telephone Sample	Non probability Online Sample
Most of the time	49	30
Some of the time	29	31
Only now and then	14	20
Hardly at all	8	14
Don't know / Refused [VOL.]	0	6

Generally speaking, do you consider yourself a Democrat, Republican, Independent, or something else?

Response	Probability based Telephone Sample	Non probability Online Sample
Democrat	21	--
Republican	37	--
Independent	29	--
Something else	9	--
Don't know / Refused [VOL.]	5	--

Would you consider yourself a strong or a not so strong [INSERT PARTY SELECTED]? [ASKED ONLY IF SELECTED DEMOCRAT OR REPUBLICAN.]

Response	Probability based Telephone Sample	Non probability Online Sample
Strong	67	--
Not so strong	32	--
Don't know / Refused [VOL.]	1	--

Would you say, you lean to the Democratic Party or Republican Party, or would you say you don't lean to either party? [ASKED ONLY IF DID NOT SELECT DEMOCRAT OR REPUBLICAN.]

Response	Probability based Telephone Sample	Non probability Online Sample
Democratic Party	12	--
Republican Party	24	--
Don't lean to either party	59	--
Don't know / Refused [VOL.]	5	--

Party identification (if leaners classified as neither)

Response	Probability based Telephone Sample	Non probability Online Sample
Democrat	21	26
Republican	37	32
Neither	38	31
Don't know / Refused [VOL.]	5	11

Party identification (leaners grouped with party to which they lean)

Response	Probability based Telephone Sample	Non probability Online Sample
Democrat	26	32
Republican	47	40
Neither	26	22
Don't know / Refused [VOL.]	1	6

When it comes to politics, would you say you are very liberal, liberal, somewhat liberal, moderate, somewhat conservative, conservative, or very conservative?

Response	Probability based Telephone Sample	Non probability Online Sample
Very liberal	6	6
Liberal	6	11
Somewhat liberal	7	--
Moderate	23	33
Somewhat conservative	17	--
Conservative	18	17
Very conservative	14	16
Don't know / Refused [VOL.]	8	18

Aside from weddings and funerals, how often do you attend religious services – more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

Response	Probability based Telephone Sample	Non probability Online Sample
More than once a week	13	12
Once a week	22	18
Once or twice a month	11	10
A few times a year	18	14
Seldom	19	23
Never	17	18
Don't know / Refused [VOL.]	1	5