The Louisiana Survey 2024
Report 3

Louisiana residents' views on energy policy, coastal land loss, and the environment

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

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Reilly Center for Media & Public Affairs

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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*.

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Summary

Louisiana residents support expansion of both fossil fuels and renewable energy resources. While most believe a shift to renewable energy will improve air and water quality, many do not believe it would have positive effects on the economy or on extreme weather events.

- A majority supports expansion of offshore oil and gas drilling in coastal Louisiana (75%), but majorities also support expansion of solar panel farms (72%) and wind turbine farms (59%) in the state. When asked about which to prioritize – developing alternative energy sources, such as wind, solar, and hydrogen technology or expanding exploration and production of oil, coal, and natural gas – respondents split almost evenly, 49% and 47% respectively.

- Many are skeptical about whether a transition to renewable energy will improve their lives. About half (52%) of Louisiana residents believe that a shift from fossil fuel production to renewable energy sources in the U.S. would have a positive impact on their local air and water quality. However, fewer think it will have positive effects on job opportunities in the energy sector in their community (30%), on prices for cooling and heating homes (34%), and on prices of everyday purchases (20%). Only 19% believe an energy transition would have a positive impact on extreme weather events where they live.

- Majorities of Louisiana residents think the state government is doing too little to protect air quality (55%) and to protect water quality of lakes, rivers, and streams (55%). In contrast, most state residents think Louisiana is doing the right amount to protect animals and their habitats (57%). A plurality (44%) of Louisiana residents believes the state government is doing too little to mitigate the effects of climate change.

- Many who experienced extreme weather or other disasters believe climate change played a role. Among people who said their community experienced unusual heat in the past year, 66% said climate change contributed. Among those who say their community experienced severe weather such as flooding or intense storms, 76% said climate change played a role.

- Most Louisiana residents (57%) say that coastal land loss will cause a great deal of harm to people living in coastal areas of the state. Fewer believe it will cause substantial harm to residents living across the state (32%), to the state's economy (40%), or to the state's infrastructure (41%). Coastal residents believe land loss will cause greater harm – not only to themselves but to the state generally – than Louisiana residents who live further inland believe.

Energy, Environment, and Coast

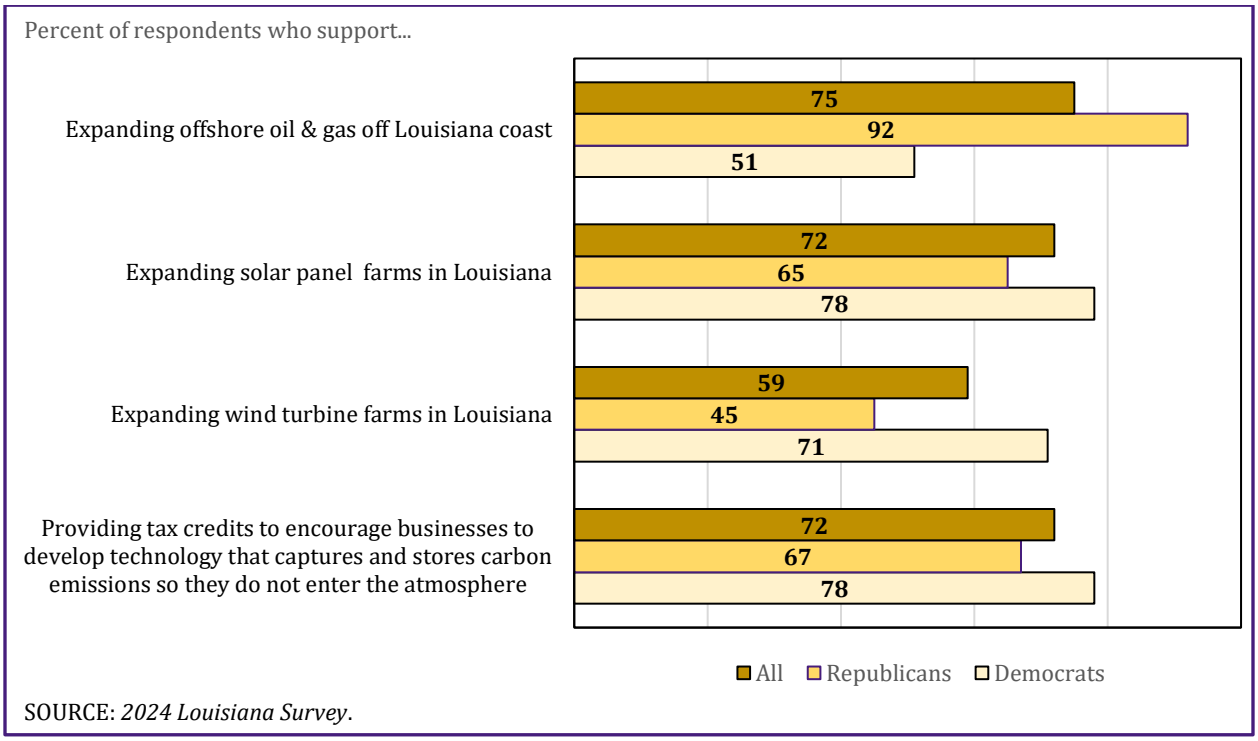
Public supports offshore oil and gas production, expansion of renewable energy sources, and carbon capture investment

When asked *in general* about what should be the more important priority for addressing America's energy supply, Louisiana residents appear divided. Responses split almost evenly between those who favor developing alternative sources, such as wind, solar, and hydrogen technology (49%) and those who favor expanding exploration and production of oil, coal and natural gas (47%). Furthermore, the split reflects deep partisan differences. Most Democrats (71%) and independents (60%) favor prioritizing the development of alternative sources, while a large majority of Republicans favor prioritizing the expansion of fossil fuels (74%).

Yet, when turning to *specific proposals* for energy policy, Louisiana residents of all political stripes are open to a variety of approaches. Three-fourths of Louisiana residents (75%) support expanding offshore oil and gas drilling off the coast of Louisiana, but most also support expanding solar panel farms (72%) and wind turbine farms (59%) in the state. Offshore drilling has the support of nearly all Republicans (92%), most independents (73%), and half of Democrats (51%). Solar panel farms have the support of large majorities among Republicans (65%), independents (73%), and Democrats (78%). Wind turbine farms are also popular among Democrats (71%) and independents (66%) but less among Republicans, only 45% of whom support their expansion.

State financial support for carbon capture technology is also popular among Louisiana residents. Nearly three-fourths (72%) of state residents support the state government providing tax credits to encourage businesses to develop technology that captures and stores carbon emissions so they do not enter the atmosphere. Most Democrats (78%), Republicans (67%), and independents (76%) support this policy.

Figure 1: Support for energy and emissions policies

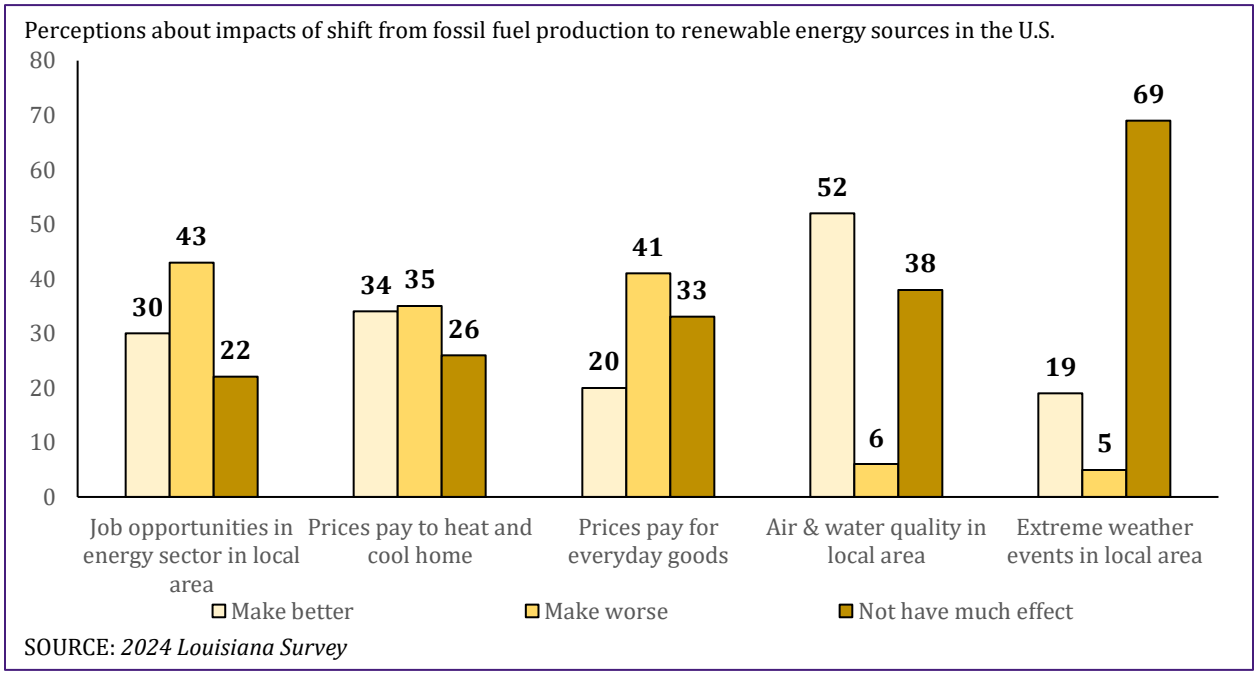


SOURCE: *2024 Louisiana Survey*.

Many believe shift to renewable energy sources will improve environmental quality but worry about economic impact

About half (52%) of Louisiana residents believe that a shift from fossil fuel production to renewable energy sources in the U.S. would have a positive impact on their local air and water quality. At the same time, just 30% think it will improve energy sector job opportunities in their local communities if the U.S. greatly reduces energy production from fossil fuels and increases production from renewable sources. More people (41%) think such an energy transition will make prices for everyday purchases worse than think it would make them better (20%). Beliefs about how an energy transition would impact prices people pay to heat and cool their homes are more evenly split, with 34% saying it would improve prices and 35% saying it would make them worse. Most people (69%) do not think a shift from fossil fuels to renewable energy sources would have any impact on extreme weather events in their local area. Only 19% believe such an energy transition would have a positive impact on extreme weather where they live.

Figure 2: Expected impacts of shift to renewable sources of energy



SOURCE: *2024 Louisiana Survey*

Most say state doing too little to protect air and water quality but doing enough to protect animals and habitats

Most Louisiana residents think the state government is doing too little to protect air quality (55%) and to protect water quality of lakes, rivers, and streams (55%). In contrast, most think Louisiana is doing the right amount to protect animals and their habitats (57%). Almost no one says the state is doing too much to protect air quality (0%), water quality (1%), or animals and habitats (3%).

There is no clear majority view on how much the state government is doing to reduce the effects of climate change. A plurality (44%) of Louisiana residents believes the state government is doing too little to mitigate the effects of climate change, while a slightly smaller share (38%) thinks the state is doing about the right amount. Fewer (9%) say the state is doing too much to address climate change.

Most who experience severe weather events or disasters believe climate change is a factor

To understand whether people believe climate change plays a role in the extreme weather or disasters they experience, we asked respondents about their recent experiences with drought or water shortage, long periods of unusually hot weather, severe weather such as intense storms or floods, rising sea levels, and major wildfires. For each of these events, we asked a pair of questions. First, we asked whether they experienced the event in their local rea during the past 12 months. Second, if they indicated they had experienced the event, we asked them whether they believe climate change contributed to the event.

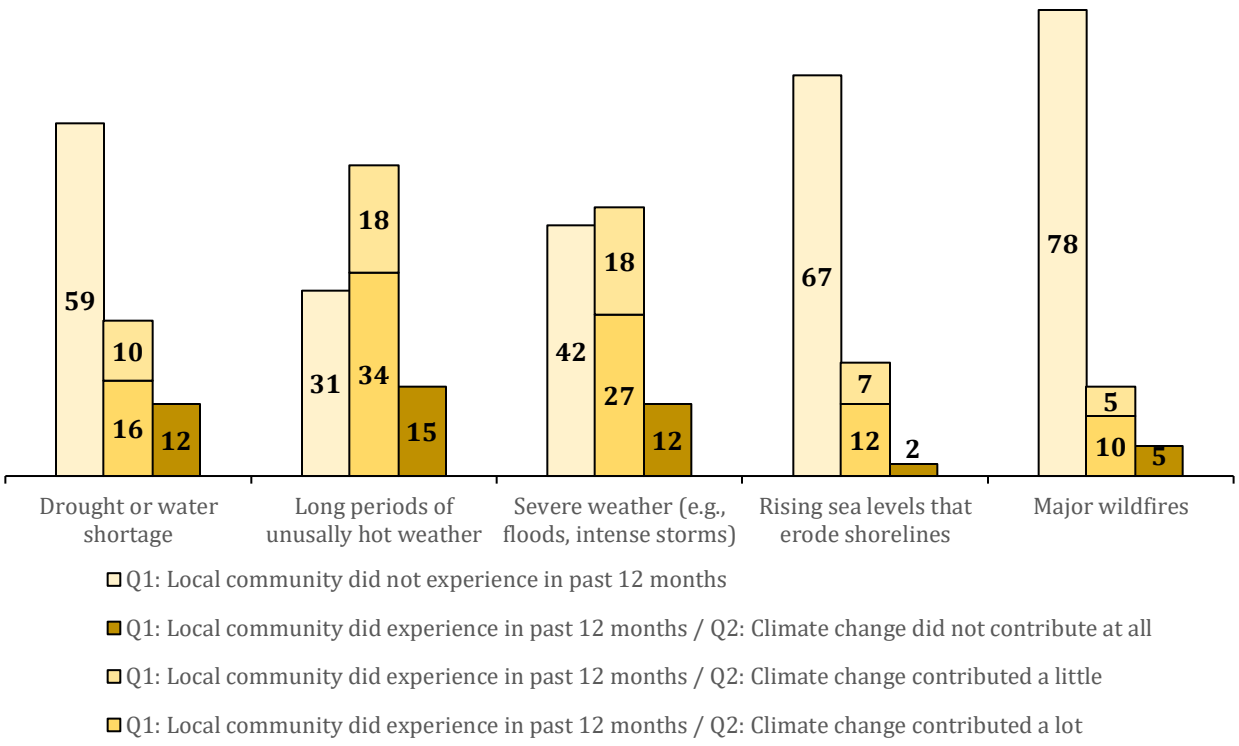
In response to the first question, most Louisiana residents (68%) say that their local community experienced long periods of unusually hot weather in the past year. A majority (58%) also say their communities experienced severe weather like floods or intense storms. Smaller shares report major wildfires (21%) or rising sea levels that erode shorelines (22%) in their communities during the past year, although the latter rises to 38% when focusing only on residents living in the coastal region of the state. Even though nearly the entire state experienced drought conditions in the summer of 2023 according to official metrics, only 40% of respondents say their local community experienced drought or water shortage in the previous twelve months.

In each case, most of the respondents who say their community experienced these events also say that they believe climate change was a contributing factor when answering the second question. Among those who said their community experienced unusual heat, 66% said climate change contributed either a lot (40%) or a little (26%). About one-third (31%) said that climate change did not contribute at all. The numbers are similar for people who say their communities faced severe weather such as flooding or intense storms – 46% say climate change contributed a lot, 30% say it contributed a little, and just 21% say it did not contribute at all. Among those whose communities experienced sea level rise, 53% say climate change contributed a lot, 35% a little, and 10% not at all. Among those whose communities experienced major wildfires, 47% say climate change contributed a lot, 25% say it contributed a little, and 22% say it was not a contributing factor at all. Finally, 40% of those who say their community experienced drought or water shortage within the past year also say climate change contributed a lot to these conditions, 26% say it contributed a little, and 31% say it did not contribute at all.

Figure 3 combines the responses to these pairs of questions for each event. The graph shows the share of the total sample who say their community did not experience the event as well as the share *of the total sample* (i.e., not just those who experienced the event) who say their community did experience the event *and* say climate change did or did not contribute. Only in cases of unusually hot weather and severe weather (such as flooding or intense storms) do the shares of people who experience an event and attribute it at least somewhat to climate change exceed both the share who did not experience the event and the share who do not believe climate change played a role.

Figure 3: Experiences of weather or disaster events and perceptions about the role of climate change

Percent who say their community epxerienced the event in past 12 months (Q1) and how much they think climate change contributed (Q2).



NOTE: Figure does not show percentages who volunteered that they did not know or refused to answer either question.
SOURCE: *2024 Louisiana Survey.*

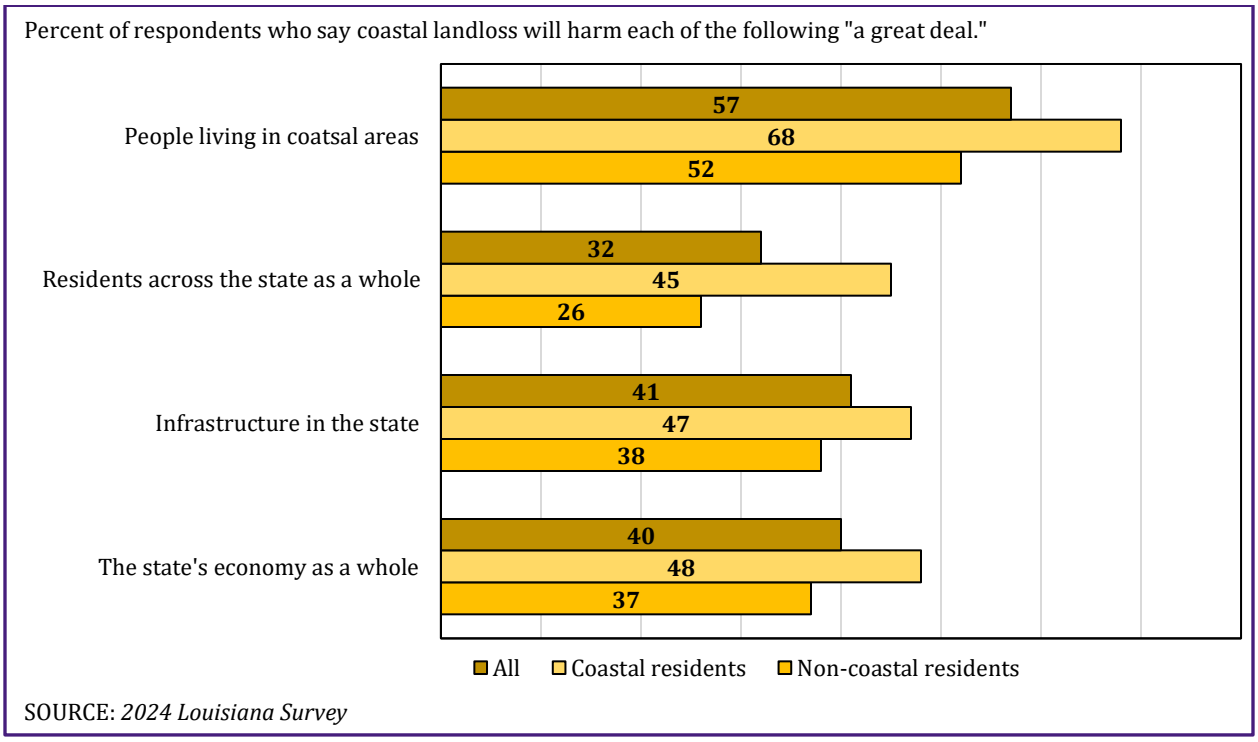
Coastal residents believe land loss harms themselves and the rest of the state

Most Louisiana residents (57%) recognize that coastal land loss poses a great deal of harm to *people living in coastal areas of the state*. Another 20% say land loss will cause a moderate amount of harm to coastal residents, while just 13% say it will cause only a little harm and 6% say it will cause no harm at all. Coastal residents themselves are especially concerned, with 68% saying land loss will cause a great deal of harm to people living in coastal areas. By comparison, about half (52%) of Louisiana residents living outside of these coastal areas say land loss will cause a great deal of harm to coastal residents – a difference of 16 percentage points.

Not only are coastal residents more likely than people living further from the coast to say that land loss will cause a great deal of harm to residents near the coast, but they also are more likely to say it threatens significant harm to residents across the state. Nearly half of coastal residents (45%) say land loss will cause a great deal of harm to Louisiana residents in general, not just those living on the coast. However, only about one quarter (26%) of Louisiana residents living outside the coastal region believe land loss will cause a great deal of harm to people living across the state. In all, 32% of Louisiana residents believe land loss will cause a great deal of harm to residents across the state.

Similar (albeit somewhat smaller) gaps appear between how coastal and non-coastal residents assess the threat to the state's infrastructure and economy. In all, 41% of Louisiana residents believe land loss will cause a great deal of harm to infrastructure in the state such as ports, roads, and bridges. This share is higher among coastal residents (47%) than residents outside coastal areas (38%). Likewise, 40% of Louisiana residents believe land loss will cause a great deal of harm to the state's economy as a whole – a concern more common among coastal residents (48%) than among others (37%).

Figure 4: Beliefs about effects of coastal land loss



SOURCE: *2024 Louisiana Survey*

Subsidies to relocate or rebuild after disasters are popular, mandates are not

Many areas of Louisiana are at high risk of flooding or extreme weather such as hurricanes. Although this is particularly true along the state's coast, other communities in Louisiana have faced repeated costly disasters. How should the state address communities where such disasters are likely to occur repeatedly? We asked respondents about four policies that would affect residents in areas at high risk of flooding or extreme weather. These include: 1) Providing financial assistance for communities in these areas to *rebuild* after experiencing these disasters; 2) Providing financial assistance for communities to *relocate* from these areas; 3) Requiring communities to relocate from these areas; and 4) Restricting new construction in these areas.

Notably, Louisiana residents tend to favor financial support or incentives more than mandates. More than three quarters (77%) support the state government providing financial assistance for communities to relocate from areas at high-risk of flooding or extreme weather. However, fewer (52%) support requiring communities to relocate from these areas. Support is a bit higher for mandates to restrict new construction (67%).

It appears, then, state residents may favor a long-term strategy of reducing the number and size of communities in areas at high-risk of flooding and extreme weather by subsidizing (but not requiring) relocation out of high-risk areas while also restricting the building of new homes, businesses, and other constructions there.

At the same time, however, a large majority of state residents (79%) also support providing financial assistance for these communities to *rebuild* after experiencing flooding or extreme weather, a policy that would allow communities to remain in areas at high-risk of repeated exposure to costly disasters.

Regional Definitions

Regional definitions

Greater New Orleans: Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, St. Tammany, Tangipahoa, and Washington

Greater Baton Rouge: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, West Baton Rouge, and West Feliciana

Greater Shreveport: Bossier, Caddo, and DeSoto

South Central and Southwest Louisiana: Acadia, Assumption, Avoyelles, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, Lafourche, St. James, St. Landry, St. Martin, St. Mary, Terrebonne, and Vermilion

North Louisiana: Allen, Beauregard, Bienville, Caldwell, Catahoula, Claiborne, Concordia, East Carroll, Franklin, Grant, Jackson, LaSalle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Rapides, Red River, Richland, Sabine, Tensas, Union, Vernon, Webster, West Carroll, and Winn

Coastal definitions

Coastal: Assumption, Cameron, Iberia, Jefferson, Lafourche, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Mary, Terrebonne, and Vermilion

Not coastal: Acadia, Allen, Ascension, Avoyelles, Beauregard, Bienville, Bossier, Caddo, Calcasieu, Caldwell, Catahoula, Claiborne, Concordia, DeSoto, East Baton Rouge, East Carroll, East Feliciana, Evangeline, Franklin, Grant, Iberville, Jackson, Jefferson Davis, Lafayette, LaSalle, Lincoln, Livingston, Madison, Morehouse, Natchitoches, Ouachita, Pointe Coupee, Rapides, Red River, Richland, Sabine, St. Helena, St. Landry, St. Martin, St. Tammany, Tangipahoa, Tensas, Union, Vernon, Washington, Webster, West Baton Rouge, West Carroll, West Feliciana, and Winn

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 1: 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 2: 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.

Do you support or oppose expanding offshore oil and gas drilling off the coast of Louisiana?

Response	Probability based Telephone Sample	Non probability Online Sample
Support	75	74
Oppose	20	26
Don't know / Refused [VOL.]	4	0

Do you support or oppose expanding solar panel farms in Louisiana?

Response	Probability based Telephone Sample	Non probability Online Sample
Support	72	75
Oppose	23	25
Don't know / Refused [VOL.]	5	0

Do you support or oppose expanding wind turbine farms in Louisiana?

Response	Probability based Telephone Sample	Non probability Online Sample
Support	59	70
Oppose	35	30
Don't know / Refused [VOL.]	6	0

Right now, which one of the following do you think should be the more important priority for addressing America's energy supply? [ORDER OF RESPONSE OPTIONS RANDOMIZED.]

Response	Probability based Telephone Sample	Non probability Online Sample
Developing alternative sources, such as wind, solar, and hydrogen technology	49	55
Expanding exploration and production of oil, coal and natural gas	47	45
Don't know / Refused [VOL.]	4	0

Do you support or oppose the state providing tax credits to encourage businesses to develop technology that captures and stores carbon emissions so they do not enter the atmosphere?

Response	Probability based Telephone Sample	Non probability Online Sample
Support	72	72
Oppose	22	28
Don't know / Refused [VOL.]	6	0

If the U.S. greatly reduces energy production from fossil fuels such as oil, coal and natural gas, and increases production from renewable sources such as wind and solar, how do you think it would impact job opportunities in the energy sector in your local area?

Response	Probability based Telephone Sample	Non probability Online Sample
Make better	30	48
Make worse	43	33
Not have much effect	22	19
Don't know / Refused [VOL.]	6	0

And, how do you think it would impact the prices you pay to heat and cool your home?

Response	Probability based Telephone Sample	Non probability Online Sample
Make better	34	44
Make worse	35	36
Not have much effect	26	20
Don't know / Refused [VOL.]	5	0

And, how do you think it would impact the prices you pay for everyday goods?

Response	Probability based Telephone Sample	Non probability Online Sample
Make better	20	38
Make worse	41	38
Not have much effect	33	24
Don't know / Refused [VOL.]	6	0

And, how do you think it would impact air and water quality in your local area?

Response	Probability based Telephone Sample	Non probability Online Sample
Make better	52	54
Make worse	6	13
Not have much effect	38	33
Don't know / Refused [VOL.]	4	0

And, how do you think it would impact the frequency of extreme weather events in your local area?

Response	Probability based Telephone Sample	Non probability Online Sample
Make better	19	34
Make worse	5	20
Not have much effect	69	46
Don't know / Refused [VOL.]	7	0

How much do you think the state government of Louisiana is doing to protect air quality?

Response	Probability based Telephone Sample	Non probability Online Sample
Too much	1	5
Too little	55	62
About the right amount	38	33
Don't know / Refused [VOL.]	7	0

How much do you think the state government of Louisiana is doing to protect water quality of lakes, rivers and streams?

Response	Probability based Telephone Sample	Non probability Online Sample
Too much	0	3
Too little	55	64
About the right amount	41	32
Don't know / Refused [VOL.]	4	0

How much do you think the state government of Louisiana is doing to protect animals and their habitats?

Response	Probability based Telephone Sample	Non probability Online Sample
Too much	3	3
Too little	35	55
About the right amount	57	43
Don't know / Refused [VOL.]	4	0

How much do you think the state government of Louisiana is doing to reduce the effects of climate change?

Response	Probability based Telephone Sample	Non probability Online Sample
Too much	9	13
Too little	44	54
About the right amount	38	33
Don't know / Refused [VOL.]	9	0

In the past 12 months, has your local community experienced drought or water shortage?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	40	41
No	59	59
Don't know / Refused [VOL.]	2	0

In the past 12 months, has your local community experienced long periods of unusually hot weather?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	68	73
No	31	27
Don't know / Refused [VOL.]	1	0

In the past 12 months, has your local community experienced severe weather like floods or intense storms?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	58	61
No	42	39
Don't know / Refused [VOL.]	0	0

In the past 12 months, has your local community experienced rising sea levels that erode shorelines?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	22	34
No	67	66
Don't know / Refused [VOL.]	12	0

In the past 12 months, has your local community experienced major wildfires?

Response	Probability based Telephone Sample	Non probability Online Sample
Yes	21	20
No	78	80
Don't know / Refused [VOL.]	1	0

In the past 12 months, how much do you think climate change contributed to drought or water shortage in your local community? [ASKED ONLY IF SAID EXPERIENCED DROUGHT OR WATER SHORTAGE.]

Response	Probability based Telephone Sample	Non probability Online Sample
A lot	40	44
A little	26	41
Not at all	31	15
Don't know / Refused [VOL.]	3	0

In the past 12 months, how much do you think climate change contributed to long periods of unusually hot weather in your local community? [ASKED ONLY IF SAID EXPERIENCED LONG PERIODS OF UNUSUALLY HOT WEATHER.]

Response	Probability based Telephone Sample	Non probability Online Sample
A lot	50	54
A little	26	30
Not at all	22	16
Don't know / Refused [VOL.]	2	0

In the past 12 months, how much do you think climate change contributed to severe weather like floods or intense storms in your local community? [ASKED ONLY IF SAID EXPERIENCED SEVERE WEATHER LIKE FLOODS OR INTENSE STORMS.]

Response	Probability based Telephone Sample	Non probability Online Sample
A lot	46	45
A little	30	42
Not at all	21	12
Don't know / Refused [VOL.]	2	0

In the past 12 months, how much do you think climate change contributed to rising sea levels that erode shorelines in your local community? [ASKED ONLY IF SAID EXPERIENCED RISING SEA LEVELS THAT ERODE SHORELINES.]

Response	Probability based Telephone Sample	Non probability Online Sample
A lot	53	47
A little	35	42
Not at all	10	11
Don't know / Refused [VOL.]	2	0

In the past 12 months, how much do you think climate change contributed to major wildfires in your local community? [ASKED ONLY IF SAID EXPERIENCED MAJOR WILDFIRES.]

Response	Probability based Telephone Sample	Non probability Online Sample
A lot	47	43
A little	25	41
Not at all	22	17
Don't know / Refused [VOL.]	6	0

As far as you know, is Louisiana experiencing less coastal land loss, more coastal land loss, or about the same amount as other coastal states in the U.S.? Or, do you not know?

Response	Probability based Telephone Sample	Non probability Online Sample
More	38	35
Less	2	9
About the same	15	26
Do not know	45	30
Refused [VOL.]	0	0

How much, if at all, do you think coastal land loss in Louisiana will harm people living in coastal areas of the state?

Response	Probability based Telephone Sample	Non probability Online Sample
A great deal	57	51
A moderate amount	20	33
Only a little	13	11
Not at all	6	4
Don't know / Refused [VOL.]	5	0

How much, if at all, do you think coastal land loss in Louisiana will harm residents across the state as a whole?

Response	Probability based Telephone Sample	Non probability Online Sample
A great deal	32	33
A moderate amount	32	44
Only a little	26	17
Not at all	7	6
Don't know / Refused [VOL.]	4	0

How much, if at all, do you think coastal land loss in Louisiana will harm infrastructure in the state – such as ports, roads, and bridges?

Response	Probability based Telephone Sample	Non probability Online Sample
A great deal	41	38
A moderate amount	30	38
Only a little	18	19
Not at all	8	5
Don't know / Refused [VOL.]	3	0

How much, if at all, do you think coastal land loss in Louisiana will the state's economy as a whole?

Response	Probability based Telephone Sample	Non probability Online Sample
A great deal	40	33
A moderate amount	27	44
Only a little	21	18
Not at all	9	5
Don't know / Refused [VOL.]	3	0

Do you support or oppose the state government providing financial assistance for communities to relocate from areas at high risk or flooding or extreme weather?

Response	Probability based Telephone Sample	Non probability Online Sample
Support	77	83
Oppose	19	17
Don't know / Refused [VOL.]	3	0

Do you support or oppose the state government requiring communities to relocate from areas at high risk or flooding or extreme weather?

Response	Probability based Telephone Sample	Non probability Online Sample
Support	52	64
Oppose	44	36
Don't know / Refused [VOL.]	4	0

Do you support or oppose the state government providing financial assistance for communities in high-risk areas to rebuild after flooding or extreme weather?

Response	Probability based Telephone Sample	Non probability Online Sample
Support	79	84
Oppose	18	16
Don't know / Refused [VOL.]	3	0

Do you support or oppose the state government limiting new construction in areas at high risk or flooding or extreme weather?

Response	Probability based Telephone Sample	Non probability Online Sample
Support	67	75
Oppose	31	25
Don't know / Refused [VOL.]	2	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