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The Public Policy Research Lab

A Partnership of the Manship School of Mass Communication's
Reilly Center for Media & Public Affairs and the E.J. Ourso College of Business Administration

The 2003 Louisiana Survey

Sponsored by the

**The Reilly Center for Media & Public Affairs
Manship School of Mass Communication
Louisiana State University**

August 15, 2003

FINAL REPORT

EXECUTIVE SUMMARY

INTRODUCTION

This is the first in a series of annual Louisiana Surveys designed to establish benchmarks and assess progress and regressions in citizen assessments of state government services. The survey is a telephone survey of 1386 randomly selected Louisiana residents 18 years or older. It includes a split ballot design in which approximately half of the respondents were asked questions about education and half were asked questions about economic development and health care. The approximate margin of error for the overall survey is 2.6% and is 3.7% for the split samples.

As part of the effort to assure that the Louisiana Survey fulfilled its public service mission, input was solicited from a fifteen-member Advisory Committee. The Advisory Committee provided invaluable insight into the design of the questionnaire and in identifying the issues that most needed to be addressed by the survey. While we are greatly indebted to them for their time and contributions, they bear no responsibility for any mistakes in the questionnaire, analysis, or interpretation presented in this report.

METHOD

The Public Policy Research Lab conducted the survey between May 1 and May 31, 2003. Calls were conducted from noon until 9:00 p.m. Monday through Friday, 10:00 a.m. to 6:00 p.m. on Saturday and noon to 8:00 p.m. on Sunday. Telephone numbers were selected using random digit dialing. Numbers where callers received no answer were called 10 times before being removed from the pool of eligible numbers. When possible, a message was left briefly describing the survey along with a toll free number for the Public Policy Research Lab. Three attempts at refusal conversion were made no sooner than 72 hours after the initial refusal.

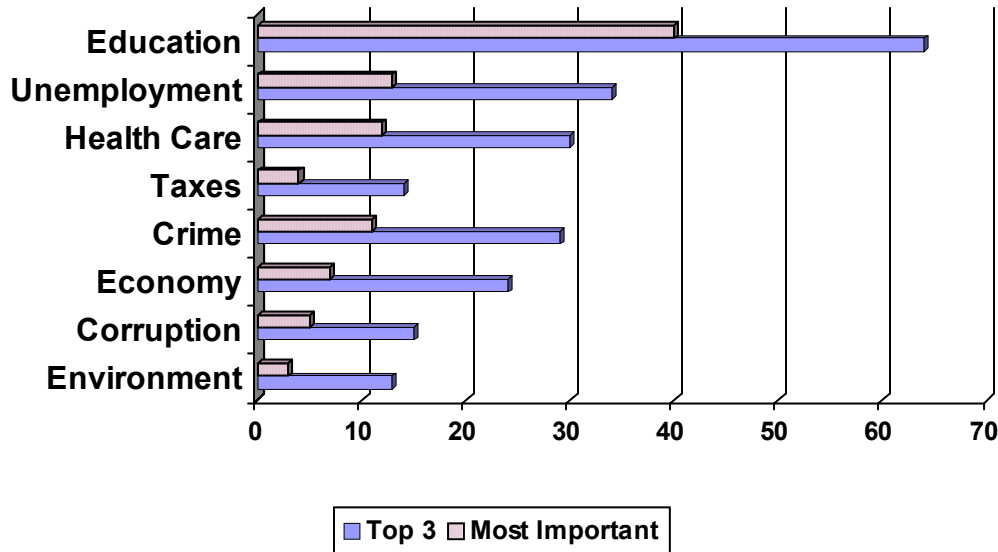
The survey has a sampling error of +/- 2.6% at a 95% confidence level. This means that if we replicated the survey twenty times, only once will the answers differ by more than 2.6% over the answers in this report. The margin of error will be larger for subgroups, including those respondents separated out as part of the split ballot design. The approximate margin of error for each ballot is 3.7%. Differences in response rates among different segments of the population may result in biased estimates of public opinion. To account for these differences in response rates, the data are weighted by demographic characteristics where the sample estimates do not closely mirror census-based population estimates. In this particular survey, the results were weighted by education and gender. Other types of errors may also affect survey results, including question wording, question order, and errors in the interviewing process.

KEY FINDINGS

I. MOST IMPORTANT PROBLEM

- Public education (primary and secondary) tops the list of Louisiana residents' concerns.
 - 64% of Louisiana residents identified education as one of the three most important problems confronting the state, while 40% identified education as the most important problem.
 - Unemployment finishes second with 34% of respondents identifying unemployment or jobs as one of three most important problems and 13% identifying it as the most important problem. If one combines concerns about unemployment with more general economic concerns, the economy is identified by 51% of Louisiana residents as one of the three most important problems and by 20% as the most important problem.
 - Health care issues finished third over concerns about crime and public safety. 31% of respondents identified health care as one of the three most important problems, and 12% identified health care as the most important problem.
 - Concerns about crime and public safety were identified as one of the three most important problems by 30% of Louisiana residents and by 11% as the most important problem.
 - Only 15% of respondents identified corruption or government waste as one of the three most important problems, and only 5% identified corruption as the most important problem. Environmental issues were selected by 14% as one of the three most important problems and by only 3% as the most important problem. Likewise, taxes were selected by 12% and 3% as one of the most important problems or the most important problem, respectively.
 - *The identification of these problems could have direct relevance for the 2003 governor's race.* 77% of respondents said the problem they selected as the most important problem would be very important in determining which candidate they supported in the governor's race, while an additional 18% said the problem would be somewhat important. There were no real differences across the issues selected, meaning that individuals who selected education were no more likely to say the problem would be important in determining their choice of gubernatorial candidates than individuals who selected jobs or crime or taxes.
 - When asked how confident they were on a scale of from 0 (indicating no confidence) to 10 (total confidence), the average response was 4.5, under the neutral point of 5.0. 41% of respondents placed their confidence at 4 or lower compared to 35% of respondents who placed their confidence at 6 or greater. 24% of respondents placed themselves at the midpoint of 5.0.

Figure 1: The Most Important Problems Facing the State of Louisiana



Note: Respondents were first asked to identify the three most important problems facing the state of Louisiana. They were then asked to identify the single most important problem facing the state.

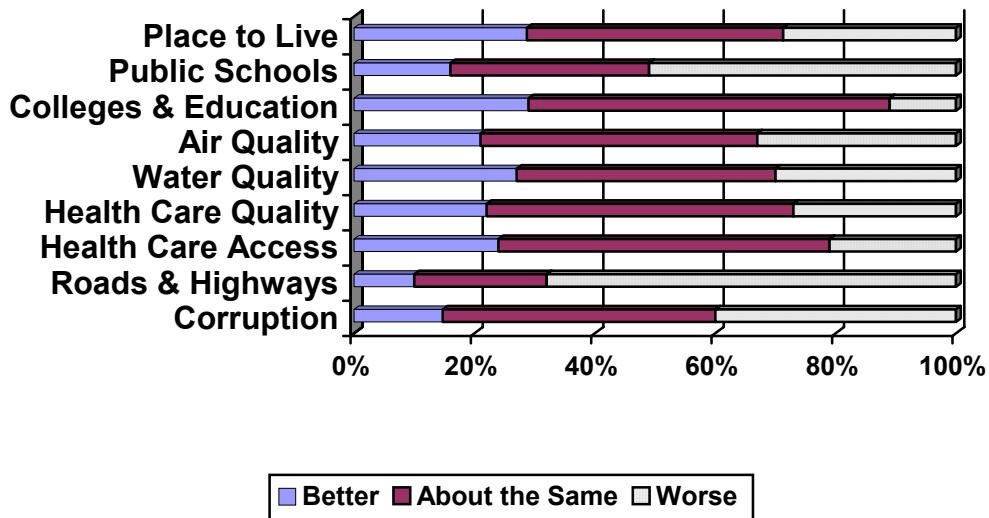
II. EVALUATIONS OF STATE PERFORMANCE

- **COMPARATIVE EVALUATIONS OF LOUISIANA:** When asked to compare Louisiana to other states in the Southeast region, Louisiana residents give their home state relatively low marks with the "best" evaluations coming in areas where Louisiana is rated as at least as good as other states in the Southeast region. Louisiana residents are most positive when evaluating Louisiana's colleges and universities and most negative when evaluating Louisiana's public schools and roads & highways.
 - The ratings of Louisiana colleges and universities are the only area where the percentage of respondents rating the state better than other states is substantially higher than the percentage of respondents rating the state worse than other states. 29% of residents believe that Louisiana's colleges and universities are better than colleges and universities in other states in the Southeast region. Only 11% believe Louisiana's universities are worse, and 60% believe Louisiana's universities are about the same.
 - 29% of respondents believe Louisiana is a better place to live than other states in the Southeast region, while 43% believe Louisiana is about the same and 29% believe Louisiana is worse than other states. Residents in Acadiana are most positive about Louisiana as a place to live: 36% of Acadians rate Louisiana as a better place to live than other states in the southeast region, compared to 28% in Northern Louisiana, and 21% in the

New Orleans metropolitan area and in Baton Rouge/Florida Parishes. Overall, evaluations of Louisiana as a place to live are most positive among older, long-term residents; and are most negative among young, more educated, and higher income residents.

- 51% of respondents rate Louisiana's public schools as worse than the public schools of other states in the Southeast region. Only 16% rate Louisiana public schools as better than the schools in other states in the region, and only 33% rate Louisiana's public schools as about the same. Schools receive their lowest marks in New Orleans where only 7% of respondents said the public schools were better than the schools in other states; and received their highest marks in Northern Louisiana where just under 20% of respondents said the schools were better than the schools in other states in the region. In terms of individual differences, schools receive their most negative evaluations among more educated and higher income respondents.
- Louisiana's roads & highways receive the most negative evaluations of any area of state performance. 68% of respondents rated Louisiana's roads as worse than the roads in other states in the Southeast region, compared to 10% who said the roads were better than in other states. Only 22% said Louisiana's roads were about the same as roads in other Southeast states.
- 41% of Louisiana residents rated Louisiana as more corrupt than other states in the Southeast region, 45% as just as corrupt and 14% as less corrupt. This finding is curious in light of earlier results indicating that Louisiana residents do not rate corruption very prominently on a list of most important problems. This may reflect a perception that there is little that can be done about corruption. Respondents who selected corruption were less optimistic than other respondents that the problem would improve over the next year and less confident that elected officials could effectively address the problem.
- Respondents were also asked to rate air quality, water quality, health care quality, and health care access. In each of these categories, the percent rating the state worse than other states was higher than the percent rating the state as better than other states.
- 49% of Louisiana residents reported that they would consider leaving the state if they had the opportunity and the means to do so. Respondents who rate Louisiana negatively as a place to live are most likely to say they would consider leaving if they had the opportunity and the means. Respondents from the New Orleans metropolitan area, younger respondents, and minorities were most likely to say they would consider leaving if they had the opportunity and the means. This estimate is higher than survey results reported by the Council for a Better Louisiana. This reflects differences in question wording and question order. This question asks respondents if they would consider leaving, while the CABL question asks respondents if they would leave. It also follows a series of questions in which respondents are asked to rate Louisiana relative to other states in the region.

**Figure 2: Comparative Evaluations of Louisiana
Relative to Other States in the Southeast**

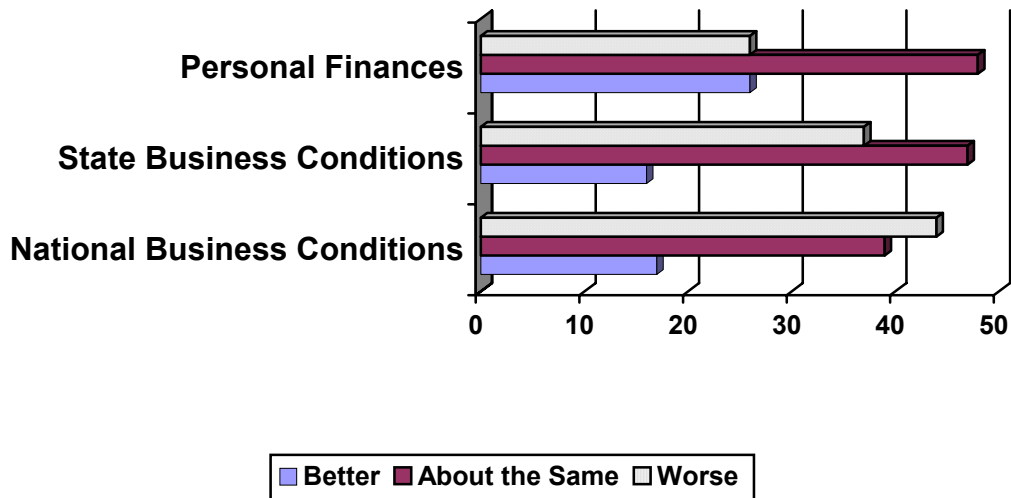


Note: The questions were preceded with the following text, “Now I am going to ask you a series of questions in which you rate Louisiana relative to other states in the southeast region of the United States. For the purposes of this survey, this includes Alabama, Arkansas, Florida, Georgia, Kentucky, North Carolina, South Carolina, Mississippi, and Tennessee.” Specific question wordings are listed in the Appendix B.

- ECONOMIC EVALUATIONS: Respondents were about as likely to report that their personal financial situation had improved over the last year as they were to report that it had declined. Roughly a quarter of respondents reported their financial situation had improved while a nearly equal proportion reported that their financial situation had declined, with the rest of respondents indicating that the economy had stayed about the same. Respondents were more pessimistic about the Louisiana economy and the national economy. The further one is removed from personal finances, the more negative the evaluation. The mixed economic message is further reflected in the respondents’ willingness to make major household purchases but not to invest in the stock market.
 - 26% of respondents report that they are personally better off than they were a year ago, 48% report that they are about the same, and 26% report that they are worse off.
 - 16% report that the business conditions in the state of Louisiana are better than they were a year ago compared to 47% who say business conditions are about the same, and 37% who say conditions are worse.
 - 17% report that national business conditions are better than a year ago compared to 39% who say conditions have stayed the same, and 44% who say conditions are worse.

- Despite concerns about state and national economic conditions, 55% of respondents believe that now is a good time to buy major household items, compared to 28% who believe that now is a bad time to make such purchases. An additional 17% believe that now is neither a good nor a bad time for purchasing major household items.
- Respondents were less optimistic about the stock market. 55% believe that now is a bad time to invest in the stock market, 36% believe now is a good time to invest in the stock market, and 9% believe that it is neither a good nor a bad time for stock market investments.

Figure 3: Evaluations of Personal, State, and National Economic Conditions



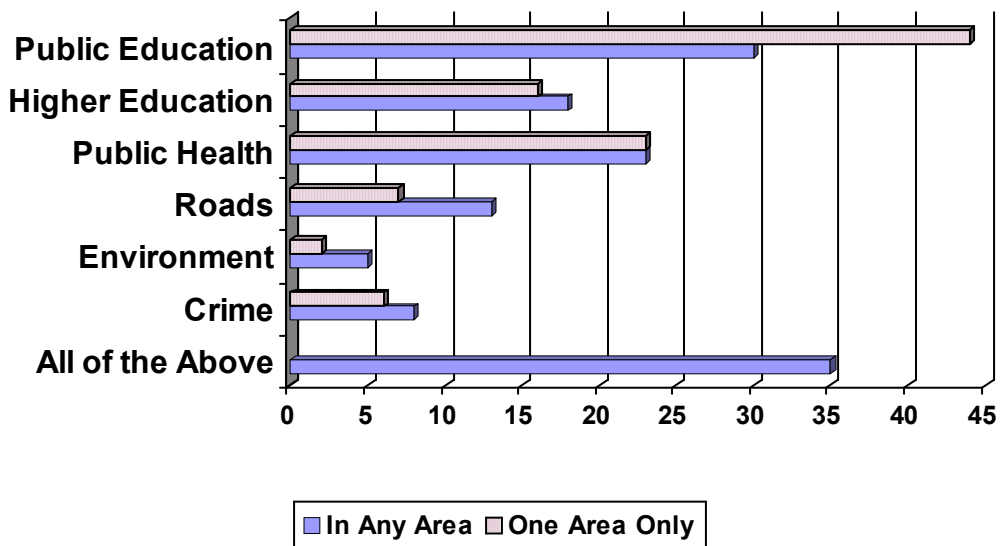
III. TAXES AND SPENDING

- **SUPPORT FOR INCREASING GOVERNMENT SPENDING:** When asked which areas of government spending they would most like to see increased, Louisiana residents opted for public education. A surprisingly large percentage of respondents (35%) wanted to increase spending in all of the areas of state government identified by the question (Public Education, Higher Education, Public Health and Hospitals, Roads and Transportation, Environmental Protection, and Public Safety).
 - In addition to respondents who said they would increase spending across the board, 30% said they would increase spending for public education. Combining these responses with respondents favoring across the board increases, roughly 65% of respondents supported increased spending on public education. When constrained to

increasing spending in just one area, 44% selected public education as the one area where they would like to see public spending increase.

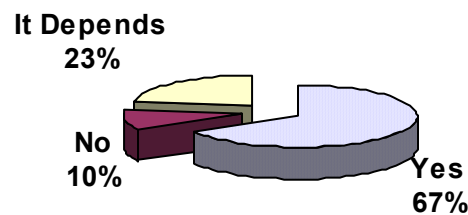
- Public health and hospitals finished second with 23% of respondents reporting that they would increase spending on public health. Combined with the across the board respondents, approximately 58% of respondents support increased spending on public health. When limited to one area of spending, 23% of respondents said they would increase spending on public health and hospitals.
- Higher education finished third with 18% selecting higher education specifically (53% when combined), and 17% selecting higher education when limited to just one area for increased spending.
- Louisiana residents are least supportive of increases in spending for environmental protection, public safety, and roads & transportation (in that order).

Figure 4: Support for Increasing Spending by Area of State Government Service



- **SUPPORT FOR SPENDING IF IT MEANS HAVING TO PAY MORE TAXES:** 67% of respondents reported that they would continue to support an increase in spending in the area they selected even if it meant they would personally have to pay more taxes. 10% said that it would depend and 23% said they would not support additional spending if they had to pay more taxes.

Figure 5: Support for An Increase Spending Even If Respondent Had to Pay Additional Taxes



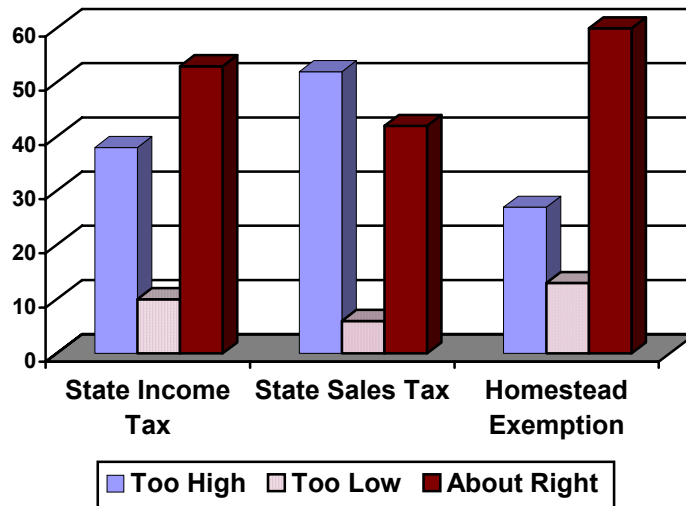
Note: “Thinking about the area of state government you just mentioned, would you support an increase in spending even if it meant you personally had to pay additional taxes?”

- **SUPPORT FOR CUTTING GOVERNMENT SPENDING:** Residents are reluctant to cut government spending. 41% of respondents said they wouldn't cut spending in any of these areas. Respondents were least willing to cut public education (4%) and public health and hospitals (5%) and most willing to cut environmental protection (13%), public safety (12%), and roads & transportation (10%), in that order. Higher education falls in the middle with 7% of respondents selecting higher education for cuts. 7% of respondents did indicate that they would cut spending across the board in each of these areas. Even with this factored into the calculations, support for cutting government spending is not very strong.
- **SUPPORT FOR TAXES:** Louisiana residents tend to believe that the state income tax is about right, but that state sales taxes are too high and need to be reduced. Residents are willing to support a reduction in the homestead exemption provided that any additional revenues go to local public schools. Placed in the context of earlier findings on spending, we find an inconsistency quite common in survey research: Citizens want more government (as defined by government spending) at a lower cost (as defined by taxes).
 - 53% of respondents believe that the state income tax is about right, while 38% say the income taxes are too high and need to be

reduced and 10% say state income taxes are too low and need to be increased.

- 60% believe that the homestead exemption is about right, while 28% believe that the homestead exemption is too high and needs to be reduced, and 13% believe it is too low and needs to be increased. *67% of respondents say they would support a reduction in the homestead exemption IF any additional public revenues went to local public schools.*
- The sales tax is the least popular of Louisiana's taxes with 52% saying the state sales tax is too high and needs to be reduced, 42% saying the sales tax is about right, and 6% saying it is too low and needs to be increased.
- A majority of respondents oppose raising gasoline taxes to help raise revenue to improve Louisiana's roads and highways. This opposition appears to be largely unaffected by the size of the increase. Respondents were just as likely to oppose a 4 cent increase as they were a 10 cent increase.

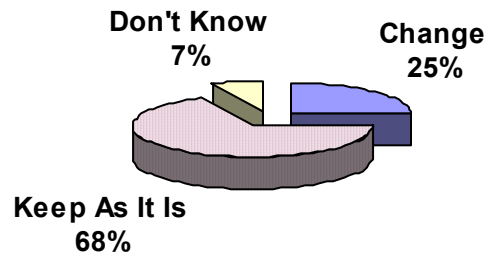
Figure 6: Public Attitudes Toward Taxes



IV. ISSUES

- **LOUISIANA'S OPEN PRIMARY:** Despite much concern about its effects on the political process, Louisiana residents prefer keeping the Louisiana primary system as it is. 68% of respondents preferred keeping the current primary system compared to only 25% who preferred changing the system so that Democrats and Republicans could select their own parties' nominees.

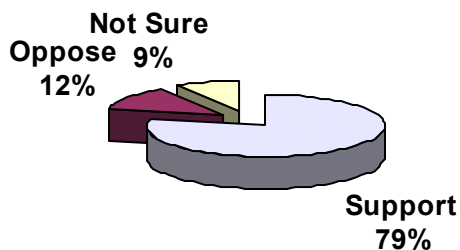
Figure 7: Support for Changing the Louisiana Primary System



Question Wording: “As you may be aware, Louisiana has an “open” primary system in which all candidates – Democrat and Republican alike – compete in a primary election. If no candidate gets 50%, the top two candidates then compete in a runoff primary. Would you support changing the Louisiana primary system so that Democrats and Republicans elected party nominees in separate primary elections – or would you prefer keeping the Louisiana primary system as it is?”

- **COASTAL EROSION:** A majority (66%) of Louisiana residents claim to have heard much about the effects of coastal erosion. An even more substantial majority (79%) support state government efforts to protect and restore Louisiana's coasts from the effects of coastal erosion. Support is likely to increase further if the costs are shared with the federal government. 63% of respondents initially opposed to state government efforts to restore the coasts report that they would be more willing to support these efforts if the costs were shared with the federal government.

Figure 8: Support for Efforts to Restore and Protect Louisiana's Coast



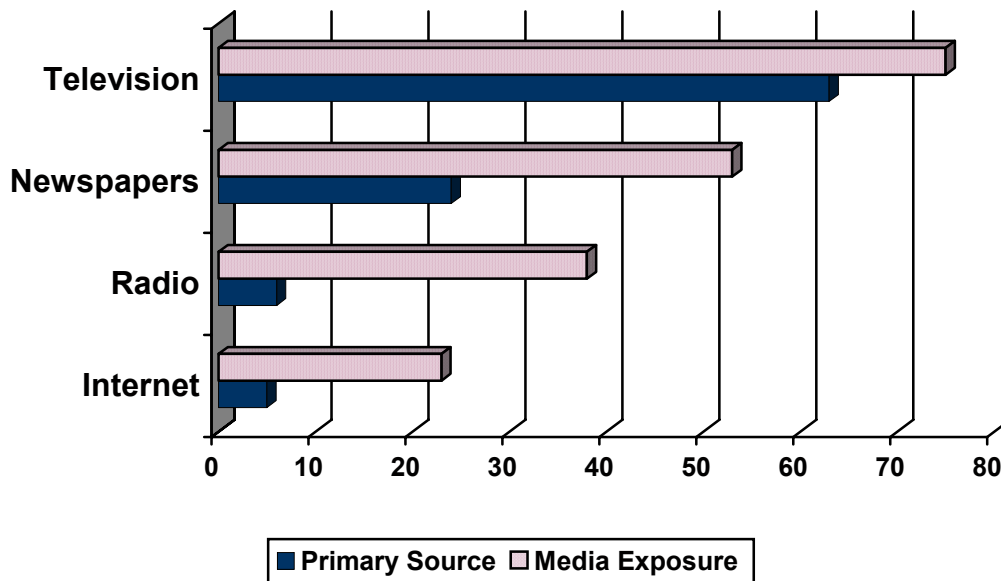
Question Wording: “According to most estimates, Louisiana is losing roughly 25 square miles of land every year due to the effects of coastal erosion. Louisiana state government has proposed a \$14 billion plan to protect and restore Louisiana’s coast. Supporters of the plan argue that not doing something about coastal erosion will cost the state more in the long run. Opponents contend the plan costs too much and may not solve the problem of coastal erosion. Overall, would you say that you support or oppose state government efforts to protect and restore Louisiana’s coasts from the effects of coastal erosion?”

- **GAMBLING:** There is considerable variance in terms of whether respondents believe that legalized gambling has been good for the state, bad for the state, or that it doesn't make a difference. A plurality (36%) believes that legalized gambling has been bad for the state, but roughly a third (34%) also believes gambling has been good for state and another third (31%) believes it hasn't made much difference. Despite this variance, a majority of respondents oppose the expansion of legalized gambling. 58% of respondents oppose the expansion of legalized gambling, compared to 35% who support an expansion of legalized gambling. 7% were unsure or didn't know.
- **DEATH PENALTY MORATORIUM:** When asked if the death penalty should be suspended while questions about its fairness can be studied (particularly with respect to the use of DNA testing for death row inmates), 61% of respondents answered in favor of a suspension, 31% opposed a suspension, and 7% were unsure or didn't know.

V. MEDIA USE AND ATTENTION TO POLITICS

- While television remains the dominant source of information about Louisiana politics and public affairs, respondents are exposed to a diversity of news sources.
 - 63% of respondents report that television is their major source of information, and 75% said they watched a television news program the day prior to the survey interview.
 - Newspapers are the second most frequently cited source for where respondents receive most of their news about public and politics. Just under a quarter of respondents, 24%, said newspapers were their primary source of information. 55% of respondents report that they subscribe to a daily newspaper and 53% said they read a newspaper the preceding day.
 - 6% said radio was their primary source of information, while 38% said they listened to a news program on the radio the preceding day.
 - The Internet was cited by 5% of respondents as their primary source of information about Louisiana politics and public affairs. Nearly a quarter of respondents, 23%, reported that they went online the preceding day to get news about politics and public affairs.

Figure 9: Primary Source of Information and Media Use

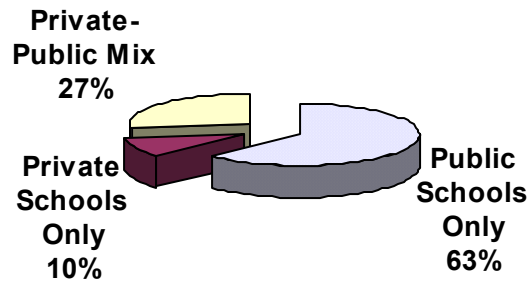


Note: Primary source indicates responses to the question, “Do you get most of your information about Louisiana public affairs and politics from ...” Media exposure indicates responses to questions asking respondents where they read a newspaper, watched a television news program, listened to a radio news program, or went online to get news about public affairs and politics the day preceding the survey.

VI. THE PUBLIC SCHOOLS AND EDUCATION REFORM

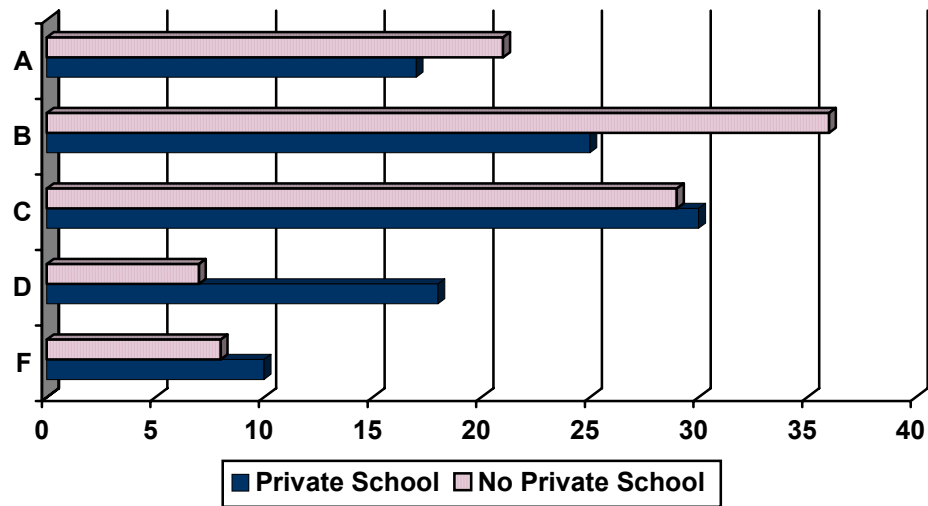
- EXPERIENCE WITH PUBLIC AND PRIVATE SCHOOLS: While the public and private schools are often thought of as separate and competing systems, many parents have their feet in both the private and public schoolhouse doors.
 - 87% of parents reported that their children attended public schools at some time, while 36% of parents reported that their children attended private schools at some time.
 - Over a quarter of parents, 27%, have children that attended both public and private schools at some point during their education, 63% have children that attended only public schools, and 10% have children that only attended private schools.
 - Among parents with both private and public experience, 23% reported that they had at least one child in public school and one child in private school. 23% initially attended public schools but switched to private schools, and 29% initially attended private schools but switched to public schools. 25% responded in the “other” category, most of these responses include multiple movements into and out of the public and private school systems.
 - 37% of parents with children in public schools report that they have seriously considered sending their children to private schools. When asked the reason for not sending their children to private schools, 56% cited expense as the most important reason. The second most frequently cited reason – mentioned by 16% of respondents - was a preference for public schools.
 - 65% of parents with children in public schools would consider sending their children to private schools if the state provided vouchers to offset the expense.
 - 45% of parents with children in private schools have their children enrolled in Catholic schools, 24% in some other type of religious school, and 11% in private secular schools. 18% of these parents reported home schooling their children. Because these estimates are based on a relatively small subgroup – parents with children in private schools – the margin of error on these questions is +/- 10%. This is substantially larger than the margin of error for the overall survey and provides ample reason for exercising caution in interpreting these estimates. As a percent of the entire sample,
 - 36% of parents with children in private schools reported seriously considering sending their children to public schools.

Figure 10: Experience with the Public and Private School Systems



- **EVALUATIONS OF PUBLIC AND PRIVATE SCHOOLS:** Respondents rate private schools more highly than public schools, but these evaluations depend on one’s experience in the schools. Parents with children in the private schools are more negative in their evaluations of public schools. There is also considerable optimism – that does not depend on one’s experience with the private schools - that the public schools will get better over the next several years.
 - When asked to grade the public schools in their local community, 48% of respondents give the public schools an A or a B, while 23% give the public schools a grade of a D or an F. 29% of respondents gave the public schools a grade of a C.
 - Only 41% of parents with private school experience give the public schools an A or a B compared to 56% of respondents with no private school experience.
 - When asked to grade the private schools in their local community, 77% of respondents gave private schools an A or B compared to only 5% that gave the private schools a D or an F.
 - 81% of parents with private school experience give private schools an A or B compared to 78% of parents with no private school experience.
 - A plurality of respondents (45%) believe that the public schools have not gotten better or worse over the past year, but have instead stayed about the same. Roughly a quarter of respondents believe the schools have gotten better over the past year (29%) while another quarter believe the schools have gotten worse (26%).
 - Louisiana residents express considerable optimism that the public schools will improve over the next several years. 50% of respondents believe that the schools will improve, 33% believe they will stay about the same, and 17% believe they will get worse.

Figure 11: Evaluation of Public Schools by Private School Experience

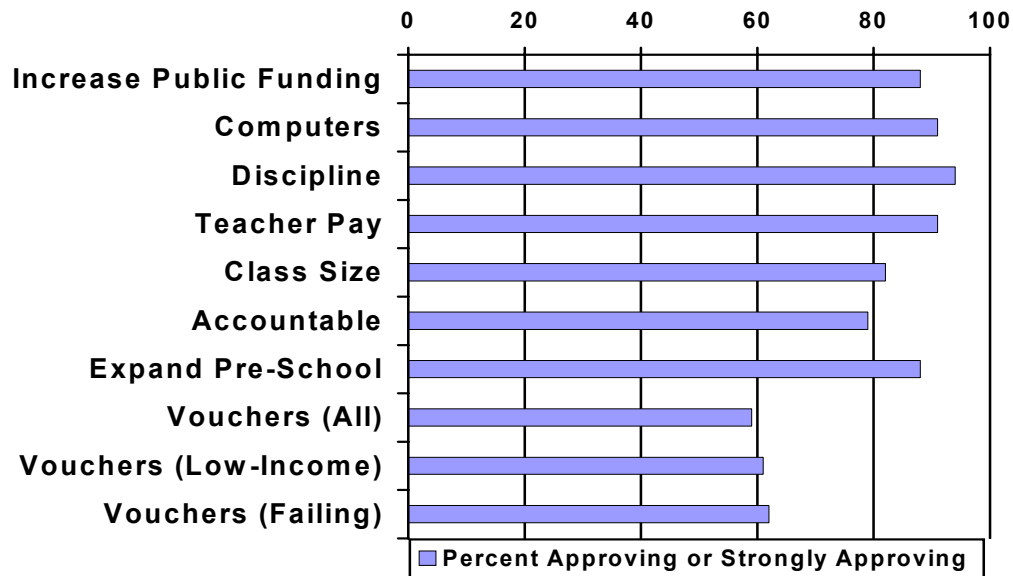


Note: The comparison in Figure 11 is between parents who have had some private school experience and parents without private school parents.

- **SUPPORT OF PUBLIC SCHOOL REFORM:** Public opinion on education can best be described as permissive, meaning that the public recognizes deficiencies in the public school system and is willing to support any of a variety of measures that might serve that end.
 - Overwhelming majorities approved or strongly approved each of the following items:
 - Increase public funding (88%);
 - Place greater emphasis on technology and computers (91%);
 - Increase discipline (94%);
 - Increase teacher pay (91%);
 - Reduce class size (82%);
 - Hold schools and teachers more accountable for student performance (79%); and
 - Expand access to state-funded pre-school education programs (88%).
 - Roughly comparable majorities approve of providing vouchers to all parents (59%), parents in low income families (61%), or parents of children in failing public schools (62%). Between 33-36% of respondents disapprove of each form of vouchers, and between 4-6% report that they neither approve nor disapprove. Parents with private school experience are no more likely to support vouchers.
 - 58% of respondents favor the idea of charter schools which operate relatively free of government restrictions, while 42% oppose the idea of charter schools.

- There is no clear consensus on whether there is too much of an emphasis on testing in the public schools. A plurality of respondents, 38%, believe that there is too much testing, but a comparable percentage, 36%, believe that the emphasis is about right. Over a quarter of respondents, 27% believe that there is not enough emphasis on testing.

Figure 12: Support for Measures to Improve the Public Schools



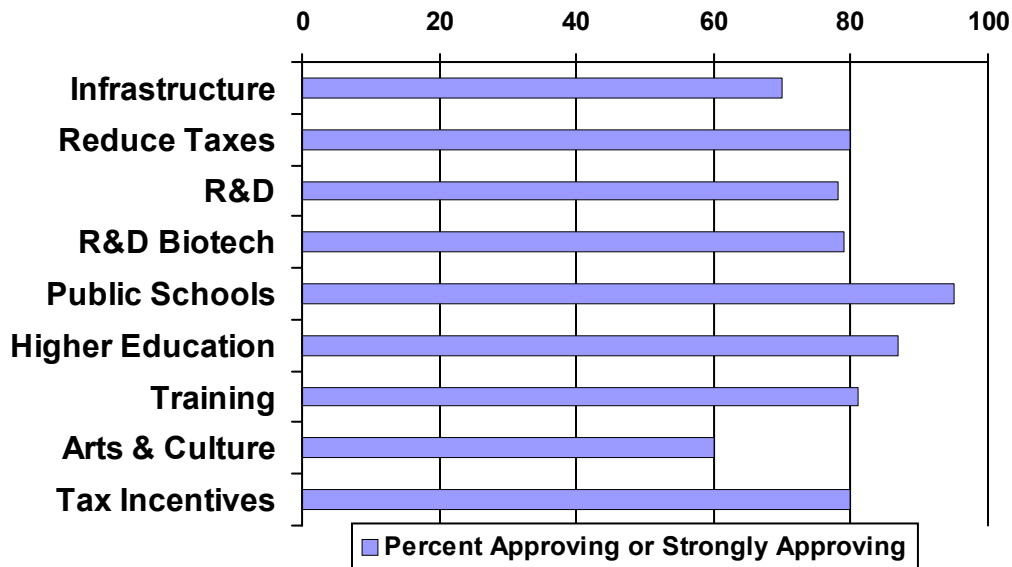
Question Wording: “Now I am going to read a list of proposals aimed at improving Louisiana’s public schools. For each item tell me whether you strongly approve, approve, neither approve nor disapprove, disapprove, or strongly disapprove: (1) Increase funding for public schools; (2) Place greater emphasis on technology and computers; (3) Increase discipline; (4) Increase teacher pay; (5) Reduce class size; (6) Hold schools and teachers more accountable for student performance; (7) Expand access to state funded preschool education programs; (8) Provide ALL ELIGIBLE parents with money – or vouchers – to help pay for their children to attend private or religious schools; (9) Provide parents IN LOW INCOME FAMILIES with money – or vouchers – to help pay for their children to attend private or religious schools; and (10) Provide parents OF CHILDREN IN FAILING SCHOOLS with money – or vouchers – to help pay for their children to attend private or religious schools;

VII. ECONOMIC DEVELOPMENT AND HEALTH CARE

- **ECONOMIC DEVELOPMENT:** Like support for public school reform, the public is willing to support any of a number of mechanisms geared toward improving Louisiana’s economy. Recognizing the link between education and economic development, the public gives strong support to improving the public schools, increased funding for state colleges and universities, investments in research and development, and worker training and retraining. The public also strongly approves of providing tax incentives and/or reducing taxes to attract businesses to Louisiana.

- 95% approve or strongly approve of improving the public school system as a mechanism for economic development;
- 87% approve of increased funding for state colleges and universities;
- 78% approve of investment in research and development, while 79% approve of investment in research and development specifically in biotechnology.
- 81% approve of increased spending on worker training and retraining programs.
- 80% approve or strongly approve of reducing taxes to attract new businesses and 80% approve of providing tax incentives for companies that locate in Louisiana.
- 70% approve of increased spending to improve Louisiana’s infrastructure and 60% approve of investment in arts and cultural activities.

Figure 13: Support for Measures to Strengthen Louisiana's Economy



Question Wording: “Now I am going to read a list of proposals aimed at improving Louisiana’s public schools. For each item tell me whether you strongly approve, approve, neither approve nor disapprove, disapprove, or strongly disapprove: (1) Increase spending to develop Louisiana’s infrastructure; (2) Reduce taxes to attract business; (3) Investment in research and development; (4) Investment in research and development in biotechnology; (5) Improve the public school system; (6) Increase funding for state colleges and universities; (7) Increase spending on worker training and retraining programs; (8) Increase investment in arts and cultural activities; (9) Provide tax incentives for companies that locate in Louisiana.

- **HEALTH CARE:** Most respondents rate their own health and the quality of health care they have received over the past 12 months as either excellent or good. Likewise, among those respondents who have insurance, the overwhelming majority rate their insurance as either excellent or good. However, 25% of respondents report not having insurance, and 56% of respondents with insurance report that their premiums have gotten more expensive over the past 12 months.
 - 69% of respondents rate the quality of health care they have received over the past 12 months as either excellent or good, 19% rate their care as fair, and 12% rate their care as not so good or poor.
 - 71% of respondents rate their health insurance as excellent or good, 20% rate their insurance as fair, and 9% rate their insurance as not so good or poor.
 - 73% of respondents rate their own health as good, 19% as fair, and 8% as not so good or poor.
 - 56% of respondents with insurance report that their premiums have gotten more expensive over the past 12 months, 4% say they have gotten less expensive, and 41% say they have stayed about the same. 19% report their benefits have decreased over the past 12 months, 19% say they have increased and 62% say their benefits have stayed about the same.
 - 95% of respondents support having the Medicare insurance program cover prescription drugs.

VIII. DEMOGRAPHICS

What follows is a brief description of the demographics from the original sample. 68% of respondents identified as white or Caucasian, 22% as African-American, 5% as Hispanic, 2% as Asian, and 5% as "other." In terms of gender, 63% of the respondents were female, while 37% were male. The average age was 45, with 28% of respondents between the ages of 18 and 34, 21% between 35 and 44, 23% between 44 and 54, 14% between 55 and 64, and 12% 65 or over. On the question of income, 6% of respondents reported earning \$10,000 or less per year, 13% between \$10,000 and \$20,000, 15% between \$20,000 and \$30,000, 13% between \$30,000 and \$40,000, 12% between \$40,000 and \$50,000, 11% between \$50,000 and \$60,000, 7% between \$60,000, and \$70,000, and 23% at \$70,000 or above. In terms of education, 6% of respondents had less than a high school education, 20% completed high school, 32% attended some college, 20% were college graduates, and 22% attended graduate or professional school. Finally, 26% of respondents were from Acadiana, 28% were from Northern Louisiana, 19% were Baton Rouge/Florida Parishes, and 28% were from the New Orleans metropolitan area.*

* Acadiana included the following parishes: Acadia, Allen, Assumption, Beauregard, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, Lafourche, St. John, St. Landry, St. Martin, St. Mary, Terrebonne, and Vermillion. Northern Louisiana included Avoyelles, Beenville, Bossier, Caddo, Caldwell, Catahoula, Claiborne, Concordia, Desoto, East Carroll, Franklin, Grant, Madison, Morehouse, Lincoln, LaSalle, Natchitoches, Jackson, Ouachita, Rapides, Red River, Richland, Sabine, Tensas, Union, Vernon, West Carroll, Webster, and Winn. Baton Rouge/Florida Parishes included Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Point Coupee, St. James, St. Helena, Tangipahoa, Washington, West

Because the sample included more women and more educated respondents than the general population (as estimated by the U.S. Census), the data were weighted to account for differences in participation rates among these groups. A comparison of unweighted and weighted sample characteristics to census estimates is provided in Table 1.

Table 1: Comparison of Demographic Characteristics and Census Estimates

| | Unweighted Sample Estimates | Weighted Sample Estimates | Census Estimates |
|------------------|--------------------------------|------------------------------|---------------------|
| <u>Education</u> | | | |
| Less than H.S. | 6 | 25 | 25 |
| HS | 20 | 32 | 32 |
| Some College | 32 | 25 | 24 |
| College | 20 | 12 | 12 |
| Graduate Degree | 22 | 7 | 7 |
| <u>Race</u> | | | |
| White | 68 | 61 | 64 |
| Nonwhite | 32 | 39 | 36 |
| <u>Income</u> | | | |
| Less than \$10K | 6 | 12 | 10 |
| \$10K- \$50K | 52 | 44 | 51 |
| More than \$50K | 42 | 44 | 39 |
| <u>Gender</u> | | | |
| Male | 37 | 47 | 48 |
| Female | 63 | 53 | 52 |

Baton Rouge, and West Feliciana. Finally, the New Orleans Metropolitan Area included Orleans, Jefferson, Plaquemines, St. Bernard, St. Charles, and St. Tammany.

SURVEY INSTRUMENT AND FREQUENCIES

Note: The data presented here have been weighted by education and gender to provide estimates that better reflect the Louisiana population. Because of rounding, percentages may not add to 100%.

1. To begin with, what do you think are the **three** most important problems facing the state of Louisiana? <Do not read the list>

| | |
|--|------|
| Education (Quality, funding, facilities) | 64% |
| Unemployment/jobs | 34% |
| Health Care (insurance, availability) | 31% |
| Taxes (Too high, too low, unfair, need reform) | 12% |
| Crime (violence) | 30% |
| Economic Issues | 24% |
| Corruption/Government Waste | 15% |
| Environment | 14% |
| Other | 23% |
| Don't Know | 1.0% |

2. Probe: Of these problems, which do you think is the **single** most important problem facing the state of Louisiana? <Ask only if the person mentioned more than one problem>.

| | |
|--|------|
| Education (Quality, funding, facilities) | 40% |
| Unemployment/jobs | 13% |
| Health Care (insurance, availability) | 12% |
| Taxes (Too high, too low, unfair, need reform) | 3% |
| Crime (violence) | 11% |
| Economic Issues | 7% |
| Corruption/Government Waste | 4% |
| Environment | 3% |
| Other, please specify _____ | 6.4% |

3. Thinking about the problem you just mentioned, over the last year, would you say that this problem has gotten better, gotten worse, or stayed about the same?

| | |
|----------------|-----|
| Much Better | 5% |
| Better | 6% |
| About the same | 41% |
| Worse | 18% |
| Much Worse | 30% |

4. Looking ahead, by this time next year, do you think the problem will have gotten better, gotten worse, or stayed about the same?

| | |
|----------------|-----|
| Better | 30% |
| About the same | 45% |
| Worse | 25% |

5. As you are probably aware, Louisiana will elect a new governor this year. How important will this problem <Single MIP problem> be in determining which candidate you support in the governor's election? Would you say that it will be very important, somewhat important, not very important, or not at all important?
- | | |
|----------------------|-----|
| Very Important | 77% |
| Somewhat Important | 17% |
| Not Very Important | 4% |
| Not at All Important | 2% |
6. On a scale of 0 to 10, where 0 indicates no confidence and 10 indicates total confidence, how much confidence would you say you have in Louisiana's elected officials to effectively address this problem?
- | | |
|----------------------|-----|
| 0. No confidence | 13% |
| 1. | 6% |
| 2. | 7% |
| 3. | 8% |
| 4. | 8% |
| 5. | 24% |
| 6. | 12% |
| 7. | 9% |
| 8. | 6% |
| 9. | 1% |
| 10. Total confidence | 7% |
7. Are you currently registered to vote?
- | | |
|------------------------|------|
| Yes | 88% |
| No | 12% |
| Not Sure, Can't Recall | 0.3% |
8. In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time. With this in mind, did you happen to vote during last year's Senate runoff election between Democrat Mary Landrieu and Republican Suzie Terrell?
- | | |
|------------------------|-----|
| Yes | 71% |
| No | 28% |
| Not Sure, Can't Recall | 1% |
9. How likely is it that you will vote in this election for Louisiana governor? Would you say that it is... [Read responses]
- | | |
|-------------------|-----|
| Very Likely | 80% |
| Somewhat Likely | 9% |
| Not very likely | 4% |
| Not at all likely | 7% |

10. Using a scale from 0 to 10 where 0 indicates completely uninvolved and 10 indicates the highest level of involvement, how involved would you say that you are in local community organizations?

| | |
|--------------------------|-----|
| 0. Completely Uninvolved | 19% |
| 1. | 6% |
| 2. | 9% |
| 3. | 7% |
| 4. | 7% |
| 5. | 18% |
| 6. | 6% |
| 7. | 8% |
| 8. | 10% |
| 9. | 3% |
| 10. Highly involved | 8% |

11. Using a scale from 0 to 10, where 0 indicates no difference and 10 indicates a very large difference, how much of a difference do you believe your participation makes in your local community?

| | |
|---------------------------|-----|
| 0. No difference | 12% |
| 1. | 5% |
| 2. | 7% |
| 3. | 7% |
| 4. | 5% |
| 5. | 19% |
| 6. | 7% |
| 7. | 9% |
| 8. | 12% |
| 9. | 3% |
| 10. Very large difference | 14% |

12. Suppose there was a problem in your local community, who would you trust most to do something about it - - the federal government, state government, local government, an active citizens group, or a civic organization?

| | |
|-----------------------|-----|
| Federal government | 11% |
| State government | 14% |
| Local government | 43% |
| Active citizens group | 15% |
| Civic organization | 13% |
| None of the above | 5% |

13. How much attention do you pay to news about public affairs and politics—a great deal, quite a bit, some, very little, or none?

| | |
|--------------|-----|
| A great deal | 39% |
| Quite a bit | 26% |
| Some | 22% |
| Very little | 9% |
| None | 4% |

14. Do you get most of your news about Louisiana public affairs and politics from television, newspapers, radio, or the internet?
- | | |
|------------|-----|
| Television | 63% |
| Newspapers | 24% |
| Radio | 6% |
| Internet | 5% |
| Other | 3% |
15. Do you currently subscribe to a daily newspaper?
- | | |
|-----|-----|
| Yes | 55% |
| No | 45% |
16. Did you read a newspaper yesterday, or not?
- | | |
|-----|-----|
| Yes | 53% |
| No | 47% |
17. Did you watch the news or news program on television yesterday, or not?
- | | |
|-----|-----|
| Yes | 75% |
| No | 25% |
18. Did you listen to the news or news program on the radio yesterday, or not?
- | | |
|-----|-----|
| Yes | 38% |
| No | 62% |
19. Did you go on-line yesterday to get news about public affairs and politics, or not?
- | | |
|-----|-----|
| Yes | 23% |
| No | 77% |

Now I am going to ask you a series of questions in which you rate Louisiana relative to other states in the southeast region of the United States. For the purposes of this survey, this would include states like Alabama, Arkansas, Florida, Georgia, Kentucky, North Carolina, South Carolina, Mississippi, and Tennessee. *These questions were asked in a branching format, such that respondents were first asked if Louisiana was better, worse, or about the same as other states and were then asked if that was much better or much worse.*

20. Overall, compared to other states in the region, how would you rate the state of Louisiana as a place to live? Would you say that it is better than, about the same, or worse than other states in the southeast region?
- | | |
|----------------|-----|
| Much Better | 20% |
| Better | 9% |
| About the same | 42% |
| Worse | 14% |
| Much Worse | 15% |

21. What about the quality of education students receive in Louisiana's public schools? Would you say that public education in Louisiana is better than, about the same, or worse than in other states in the southeast region?
- | | |
|----------------|-----|
| Much Better | 10% |
| Better | 6% |
| About the same | 33% |
| Worse | 20% |
| Much Worse | 31% |
22. What about public universities and colleges? Would you say that Louisiana's public universities and colleges are better than, about the same, or worse than universities and colleges in other states in the southeast region?
- | | |
|----------------|-----|
| Much Better | 18% |
| Better | 11% |
| About the same | 60% |
| Worse | 6% |
| Much Worse | 5% |
23. How would you rate air quality in Louisiana? Would you say that air quality in Louisiana is better than, about the same, or worse than in other states in the southeast region?
- | | |
|----------------|-----|
| Much Better | 12% |
| Better | 9% |
| About the same | 46% |
| Worse | 12% |
| Much Worse | 21% |
24. And what about the safety of our drinking water? Would you say that the drinking water in Louisiana is better than, about the same, or worse than in other states in the southeast region?
- | | |
|----------------|-----|
| Much Better | 16% |
| Better | 11% |
| About the same | 43% |
| Worse | 11% |
| Much Worse | 20% |
25. Turning now to health care, how would you rate the **quality** of health care in Louisiana? Would you say that the quality of public health care and hospitals in Louisiana is better than, about the same, or worse than in other states in the southeast region?
- | | |
|----------------|-----|
| Much Better | 16% |
| Better | 7% |
| About the same | 51% |
| Worse | 11% |
| Much Worse | 16% |

26. And how would you rate access to public health care in Louisiana? Would you say that access to public health care in Louisiana is better than, about the same, or worse than in other states in the southeast region?

| | |
|----------------|-----|
| Much Better | 14% |
| Better | 7% |
| About the same | 55% |
| Worse | 7% |
| Much Worse | 16% |

27. What about the condition of roads & highways? Would you say that roads & highways in Louisiana are better than, about the same, or worse than in other states?

| | |
|----------------|-----|
| Much Better | 6% |
| Better | 4% |
| About the same | 22% |
| Worse | 14% |
| Much Worse | 54% |

28. Thinking about corruption, would you say that Louisiana is more corrupt, less corrupt, or just as corrupt as other states?

| | |
|-----------------|-----|
| More corrupt | 38% |
| Just as corrupt | 43% |
| Less corrupt | 14% |

29. If you had the opportunity and the means, would you consider leaving Louisiana and moving to another state?

| | |
|-----|-----|
| Yes | 49% |
| No | 51% |

30. Now I am going to read a list of areas where state government generally spends taxpayer dollars. If you could increase state government spending in any one of these areas, which would you choose?

Note: The responses listed below were randomly presented to respondents.

| | |
|--|-------|
| Public Education (Primary and Secondary) | 33.8% |
| Higher Education | 18% |
| Public Health and Hospitals | 23% |
| Roads and Transportation | 13% |
| Environment Protection | 5% |
| Public Safety/ Criminal justice | 8% |
| All of the above | 35% |
| None of the Above | 2% |

31. Now, if you could only increase spending in one of these areas, which area would you choose?
- | | |
|--|-------|
| Public Education (Primary and Secondary) | 44% |
| Higher Education | 16% |
| Public Health and Hospitals | 23% |
| Roads and Transportation | 7% |
| Environment Protection | 3% |
| Public Safety/ Criminal justice | 6% |
| All of the Above | 1.6%* |
32. Thinking about the area of state government spending you just selected, would you support an increase in spending, even if it meant that **you personally** had to pay additional taxes?
- | | |
|--------------------------|-----|
| Yes | 67% |
| It depends (volunteered) | 10% |
| No | 23% |
33. I am going to read the list of areas again. If you could cut spending in any of these areas, which areas would you choose?
- Note: The responses listed below were randomly presented to respondents.*
- | | |
|--|-----|
| Public Education (Primary and Secondary) | 4% |
| Higher Education | 7% |
| Public Health and Hospitals | 5% |
| Roads and Transportation | 10% |
| Environment Protection | 13% |
| Public safety/ Criminal justice | 12% |
| All of the Above | 7% |
| None of the above | 41% |
34. Now, if you could only cut spending in one of these areas, which area would you choose?
- | | |
|--|-----|
| Public Education (Primary and Secondary) | 8% |
| Higher Education | 8% |
| Public Health and Hospitals | 11% |
| Roads and Transportation | 11% |
| Environment Protection | 14% |
| Public Safety/ Criminal justice | 10% |
| None of the Above | 39% |
35. Now thinking about state income taxes, would you say that state income taxes are too high and need to be reduced, too low and need to be increased, or just about right?
- | | |
|----------------------------------|-----|
| Too high and need to be reduced | 38% |
| Too low and need to be increased | 10% |
| Just about right | 53% |
36. What about the state sales tax, would you say that the state sales tax is too high and needs to be reduced, too low and needs to be increased, or just about right?
- | | |
|----------------------------------|-----|
| Too high and need to be reduced | 53% |
| Too low and need to be increased | 6% |
| Just about right | 42% |

37. Would you say that the homestead exemption in Louisiana is too high and needs to be reduced, too low and needs to be increased, or just about right?

| | |
|----------------------------------|-----|
| Too high and need to be reduced | 27% |
| Too low and need to be increased | 13% |
| Just about right | 60% |

38. Would you support a reduction of the homestead exemption if any additional revenues went to local public schools?

| | |
|------------|-----|
| Yes | 67% |
| It depends | 9% |
| No | 24% |

39. Would you support an increase in a(n) 2-10 cent increase in gasoline taxes if any additional revenue went to improving Louisiana roads and highways?

| | |
|------------|-----|
| Yes | 42% |
| It depends | 8% |
| No | 50% |

Note: Respondents were given a random number between 2 and 10. Only at two cents did a majority of respondents support an increase in gasoline taxes. However, there are too few respondents in the category to conclude that Louisiana residents would support even a two cent increase in gasoline taxes.

40. We are also interested in how people are getting along financially these days... would you say that you are better off financially, worse off, or about the same as you were a year ago?

| | |
|-------------|-----|
| Much Better | 14% |
| Better | 12% |
| Same | 48% |
| Worse | 11% |
| Much Worse | 15% |

41. What about business conditions in the state of Louisiana -- do you think that at the present time business conditions in Louisiana are better, worse, or about the same as they were a year ago?

| | |
|-------------|-----|
| Much Better | 9% |
| Better | 7% |
| Same | 47% |
| Worse | 17% |
| Much Worse | 20% |

42. And what about business conditions in the nation -- do you think that at the present time business conditions in the country as a whole are better, worse, or about the same as they were a year ago?

| | |
|-------------|-----|
| Much Better | 9% |
| Better | 8% |
| Same | 39% |
| Worse | 19% |
| Much Worse | 25% |

43. About the big things people buy for their homes -- such as furniture, a refrigerator, stove, television, and things like that. Generally speaking do you think now is a good time or a bad time for people to buy major household items?

| | |
|----------------------|-----|
| Good | 55% |
| Neither Good nor Bad | 17% |
| Bad | 28% |

44. Do you think now is a good time or a bad time to invest in the stock market?

| | |
|----------------------|-----|
| Good | 36% |
| Neither Good nor Bad | 9% |
| Bad | 55% |

Now, I would like to ask you about several issues confronting the state of Louisiana.

45. As you may be aware, Louisiana has an “open” primary system in which all candidates – Democratic and Republican alike – compete in a primary election. If no candidate gets 50 percent, the top two candidates then compete in a runoff election.

Would you support changing the Louisiana primary system so that Democrats and Republicans elected party nominees in separate primary elections - or would you prefer keeping the Louisiana primary system as it is?

| | |
|-----------------------|------|
| Change primary system | 25% |
| Keep it as it is | 68% |
| Other | 0.8% |
| Don't know | 6.5% |

46. Have you heard much about the effects of coastal erosion – or have you not heard much about this issue?

| | |
|--|-----|
| Yes, I have heard much about this issue | 65% |
| No, I have not heard much about this issue | 35% |

47. According to most estimates, Louisiana is losing roughly 25 square miles of land every year due to the effects of coastal erosion. Louisiana state government has proposed a \$14 billion plan to protect and restore Louisiana's coast. Supporters of the plan argue that not doing something about coastal erosion will cost the state even more in the long run. Opponents contend the plan costs too much and may not solve the problem of coastal erosion.

Overall would you say that you support or oppose state government efforts to protect and restore Louisiana's coast from the effects of coastal erosion?

| | |
|----------------------|-----|
| Support | 79% |
| Oppose | 12% |
| Not Sure, don't know | 9% |

IF OPPOSED ON QUESTION 47.

48. Would you be more likely to support these efforts if the costs were shared with the federal government?

| | |
|-----|-----|
| Yes | 65% |
| No | 35% |

49. Overall, would you say that legalized gambling has been good for the state of Louisiana, bad for the state, or hasn't made much difference?

| | |
|-----------------------------|-----|
| Good | 34% |
| Bad | 36% |
| Hasn't made much difference | 31% |

50. Would you favor or oppose efforts to expand legalized gambling in the state?

| | |
|---------------------|-----|
| Favor | 35% |
| Oppose | 58% |
| Not sure, Don't now | 7% |

51. As you may have heard, there have been several instances in which criminals sentenced to be executed have been released based on new evidence or new DNA testing. Based on this information, would you favor or oppose a suspension of the death penalty until questions about its fairness can be studied?

| | |
|----------------------|-----|
| Favor suspension | 61% |
| Oppose suspension | 32% |
| Not Sure, don't know | 7% |

Sample Ballot A: N=705

52. Do you have any children older than 5?
- | | |
|-----|-----|
| Yes | 73% |
| No | 27% |

IF YES TO PREVIOUS QUESTION, OTHERWISE SKIP TO

53. Did any of your children attend public schools at any time?
- | | |
|-----|-----|
| Yes | 87% |
| No | 13% |
54. Did any of your children attend private schools (including home schooling) at anytime?
- | | |
|-----|-----|
| Yes | 36% |
| No | 64% |

IF YES TO PUBLIC AND YES TO PRIVATE

55. Checkpoint: You indicated that you have had children attend both public and private schools. Is this correct?
- | | |
|-----|-------|
| Yes | 99.9% |
| No | 1.1% |
56. Which of the following best describes your experience with public and private schools?
- | | |
|--|-----|
| I currently have at least one child in private schools, and one child in public schools. | 23% |
| My children initially attended public schools but then switched to private schools. | 23% |
| My children initially attended private schools but then switched to public schools. | 29% |
| Other, please specify _____ | 25% |

IF YES TO PUBLIC, NO TO PRIVATE

57. Did you ever seriously consider sending your children to private school?
- | | |
|-----|-----|
| Yes | 37% |
| No | 63% |

IF YES TO PUBLIC OR SWITCHED TO PUBLIC FROM PRIVATE

58. What was the most important reason for not sending your children to private school?
- | | |
|--|-----|
| Private school expense | 55% |
| Lacked access to private school | 4% |
| Preferred Public schools | 16% |
| Convenience, location of schools | 4% |
| Concerns about quality | 6% |
| Diversity of Public Schools | 2% |
| Got into a magnet school/gifted and talented program | 3% |
| Other | 11% |

59. Would you consider sending your children to private schools if the state provided vouchers to help offset the costs of private school education?

| | |
|-----|-----|
| Yes | 65% |
| No | 35% |

IF YES TO PRIVATE

60. What type of private schools did your children attend?

| | |
|--|-----|
| Home Schooling | 18% |
| Catholic School | 45% |
| Christian School (other than Catholic) | 19% |
| Other church affiliated school (not Christian) | 5% |
| Private Non Religious School | 11% |
| Other | 2% |

N=120

IF YES TO PRIVATE AND NO TO PUBLIC

61. Did you ever seriously consider sending your children to public schools?

| | |
|-----|-----|
| Yes | 36% |
| No | 64% |

N=67. **Does not include respondents whose children attended public schools at some point.*

IF YES TO PRIVATE AND SWITCHED TO PRIVATE

62. What was the most important reason for not sending your children to public schools?

| | |
|------------------------------------|-----|
| Concerns about discipline | 23% |
| Concerns about quality | 63% |
| Diversity concerns/ Racial issues) | 2% |
| Other, please specify | 11% |

N=37. **Only includes parents who switched from public to private schools.*

Ask of all respondents:

63. As you know, students are often given grades A through F. Suppose the public schools in your local community were graded in this way. What grade would you give the public schools in the school district where you live?

| | |
|---|-----|
| A | 16% |
| B | 32% |
| C | 29% |
| D | 13% |
| F | 10% |

64. What grade would you give to private schools in your local community?

| | |
|---|-----|
| A | 34% |
| B | 43% |
| C | 19% |
| D | 2% |
| F | 2% |

Ask of all respondents:

65. During the past year, would you say that Louisiana public schools have gotten better, gotten worse, or stayed about the same?

| | |
|-----------------------|-----|
| Gotten Better | 29% |
| Gotten Worse | 26% |
| Stayed about the same | 45% |

66. Thinking ahead now, over the next several years, do you think Louisiana public schools will get better, get worse, or stay about the same?

| | |
|---------------------|-----|
| Get Better | 49% |
| Get Worse | 17% |
| Stay about the same | 33% |

67. In your opinion is there too much emphasis on standardized testing in the public schools in your community, not enough emphasis on testing, or about the right amount?

| | |
|------------------------------|-----|
| Too much emphasis on testing | 38% |
| Not enough | 27% |
| About the right amount | 36% |

Now I am going to read through a list of proposals aimed at improving Louisiana public schools. For each item please tell me whether you strongly approve, approve, neither approve nor disapprove, disapprove, or strongly disapprove each item.

68. Increase funding for public schools.

| | |
|--------------------------------|-----|
| Strongly approve | 39% |
| Approve | 49% |
| Neither approve nor disapprove | 2% |
| Disapprove | 9% |
| Strongly disapprove | 2% |

69. Place greater emphasis on technology and computers

| | |
|--------------------------------|-----|
| Strongly approve | 40% |
| Approve | 52% |
| Neither approve nor disapprove | 4% |
| Disapprove | 3% |
| Strongly disapprove | 1% |

70. Increase discipline

| | |
|--------------------------------|------|
| Strongly approve | 46% |
| Approve | 48% |
| Neither approve nor disapprove | 2% |
| Disapprove | 3% |
| Strongly disapprove | 0.2% |

| | |
|---|------|
| 71. Increase teacher pay | |
| Strongly approve | 43% |
| Approve | 47% |
| Neither approve nor disapprove | 4% |
| Disapprove | 5% |
| Strongly disapprove | 0.4% |
| 72. Reduce class size | |
| Strongly approve | 35% |
| Approve | 47% |
| Neither approve nor disapprove | 6% |
| Disapprove | 11% |
| Strongly disapprove | 2% |
| 73. Hold schools and teachers more accountable for student performance | |
| Strongly approve | 32% |
| Approve | 47% |
| Neither approve nor disapprove | 6% |
| Disapprove | 12% |
| Strongly disapprove | 2% |
| 74. Expand access to state-funded pre-school education programs. | |
| Strongly approve | 29% |
| Approve | 60% |
| Neither approve nor disapprove | 3% |
| Disapprove | 6% |
| Strongly disapprove | 1% |
| 75. Provide ALL ELIGIBLE parents with money - or vouchers - to help pay for their children to attend private or religious schools. | |
| Strongly approve | 19% |
| Approve | 40% |
| Neither approve nor disapprove | 5% |
| Disapprove | 28% |
| Strongly disapprove | 8% |
| 76. Provide parents IN LOW INCOME FAMILIES with money to help pay for their children to attend private or religious schools. | |
| Strongly approve | 19% |
| Approve | 42% |
| Neither approve nor disapprove | 6% |
| Disapprove | 26% |
| Strongly disapprove | 8% |
| 77. Provide parents OF CHILDREN IN FAILING PUBLIC SCHOOLS with money to help pay for their children to attend private or religious schools. | |
| Strongly approve | 19% |
| Approve | 42% |
| Neither approve nor disapprove | 4% |
| Disapprove | 28% |
| Strongly disapprove | 7% |

78. As you may know, charter schools operate under a charter or contract that frees them from many of the state regulations imposed on public schools and permits them to operate independently. Do you favor or oppose the idea of charter schools?

| | |
|--------|-----|
| Favor | 58% |
| Oppose | 42% |

Sample Ballot B: N=683

Now I am going to read a list of ideas that have been proposed for strengthening Louisiana's economy. Please tell me whether you strongly approve, approve, neither approve nor disapprove, disapprove, or strongly disapprove for each item.

| | |
|---|-----|
| 48. Increase spending to develop Louisiana's infrastructure | |
| Strongly approve | 26% |
| Approve | 44% |
| Neither approve nor disapprove | 9% |
| Disapprove | 19% |
| Strongly disapprove | 2% |
| 49. Reduce taxes to attract new business. | |
| Strongly approve | 35% |
| Approve | 45% |
| Neither approve nor disapprove | 3% |
| Disapprove | 16% |
| Strongly disapprove | 2% |
| 50. Invest in research and development (in general) | |
| Strongly approve | 28% |
| Approve | 50% |
| Neither approve nor disapprove | 7% |
| Disapprove | 13% |
| Strongly disapprove | 2% |
| 51. Invest in research and development in biotechnology | |
| Strongly approve | 27% |
| Approve | 52% |
| Neither approve nor disapprove | 7% |
| Disapprove | 14% |
| Strongly disapprove | >1% |

| | |
|---|-----|
| 52. Improve the public school system | |
| Strongly approve | 64% |
| Approve | 32% |
| Neither approve nor disapprove | 1% |
| Disapprove | 3% |
| Strongly disapprove | >1% |
| 53. Increase funding for state colleges and universities | |
| Strongly approve | 46% |
| Approve | 41% |
| Neither approve nor disapprove | 3% |
| Disapprove | 10% |
| Strongly disapprove | >1% |
| 54. Increase spending on worker training and retraining programs | |
| Strongly approve | 33% |
| Approve | 49% |
| Neither approve nor disapprove | 7% |
| Disapprove | 11% |
| Strongly disapprove | >1% |
| 55. Increase investment in arts and cultural activities | |
| Strongly approve | 22% |
| Approve | 39% |
| Neither approve nor disapprove | 10% |
| Disapprove | 27% |
| Strongly disapprove | 3% |
| 56. Provide tax incentives for companies that locate in Louisiana | |
| Strongly approve | 33% |
| Approve | 47% |
| Neither approve nor disapprove | 5% |
| Disapprove | 14% |
| Strongly disapprove | 2% |

Turning now to questions about health care:

57. How would you rate the quality of health care services that either you or members of your family have received in the past 12 months?

| | |
|-------------|-----|
| Excellent | 28% |
| Good | 41% |
| Fair | 19% |
| Not so Good | 6% |
| Poor | 6% |

58. Are you currently covered by health insurance?

| | |
|-----|-----|
| Yes | 75% |
| No | 25% |

ASK IF YES TO PREVIOUS QUESTION

59. Which of the following best describes the primary health insurance plan you have: Medicare for the elderly, Medicaid for the needy, a Health Maintenance Organization (or HMO) where you choose your doctor only from a list provided by your health plan, a Preferred Provider System (or PPO) where you choose your doctor but pay more if the doctor is not in your network, or a traditional fee for service program where you choose your doctor without restriction?

| | |
|--|-----|
| Medicare for the elderly | 29% |
| Medicaid for the needy | 7% |
| A Health Maintenance Organization (or HMO) | 19% |
| A Preferred Provider System (or PPO) | 31% |
| A traditional fee for service program | 14% |

60. How would you rate your health insurance coverage? Would you say that it is...

| | |
|-------------|-----|
| Excellent | 28% |
| Good | 43% |
| Fair | 20% |
| Not so Good | 5% |
| Poor | 4% |

61. Over the last 12 months have your health insurance premiums gotten more expensive, less expensive, or stayed about the same?

| | |
|----------------|-----|
| More expensive | 56% |
| Less expensive | 4% |
| About the same | 41% |

62. And what about your benefits, over the last 12 months have your benefits increased, decreased, or stayed about the same?

| | |
|----------------|-----|
| Increased | 19% |
| Decreased | 19% |
| About the same | 62% |

63. And how would you rate your own health? Would you say that it is...

| | |
|-------------|-----|
| Excellent | 32% |
| Good | 42% |
| Fair | 19% |
| Not so good | 7% |
| Poor | 2% |

64. Would you support or oppose having the Medicare insurance program cover prescription drug expenses for senior citizens?

| | |
|---------|-----|
| Support | 95% |
| Oppose | 5% |

Now, I need some information about your health and lifestyle:

65. Which of the following statements best describes your tobacco use?

| | |
|---|-----|
| You currently smoke cigarettes, cigars or a pipe. | 29% |
| You once smoked, but have quit. | 24% |
| You never have smoked. | 47% |

66. Which of the following statements best describes your alcohol use?

| | |
|--|-----|
| You currently drink alcoholic beverages (beer, wine, liquor) at least once a week. | 20% |
| You currently drink alcoholic beverages occasionally (monthly or less often). | 31% |
| You used to drink alcoholic beverages, but have quit. | 15% |
| You never drink alcoholic beverages. | 33% |

Demographics: Begin w/Question # 79 on Ballot A, Question # 67 on Ballot B

67. Generally speaking do you consider yourself a Democrat, Republican, Independent, or what?

| | |
|----------------------|-----|
| Democrat | 47% |
| Independent | 21% |
| Republican | 24% |
| Other | 5% |
| Not sure, don't know | 3% |

68. When it comes to politics, do you consider yourself liberal, moderate, or conservative?

| | |
|----------------------|-----|
| Liberal | 25% |
| Moderate | 26% |
| Conservative | 38% |
| Not sure, don't know | 11% |

69. In what year were you born? _____

Respondent Age by Category:

| | |
|-------------|-----|
| 18-24 | 9% |
| 25-34 | 16% |
| 35-44 | 22% |
| 45-54 | 17% |
| 55-64 | 23% |
| 65 and over | 14% |

70. Which of the following categories best describes your level of education? Please stop me when I get to that category.

| | |
|---|-----|
| Less than High School | 25% |
| High school diploma | 32% |
| Some college or vocational school | 24% |
| A 4-year college degree | 12% |
| Advanced degree (M.A., M.S., J.D., Ph.D., M.D., ect.) | 7% |

71. Which of the following best describes you? Are you White, Hispanic, African-American, Asian, or something else?
- | | |
|------------------|-----|
| White | 61% |
| Hispanic | 5% |
| African-American | 28% |
| Asian | 1% |
| Other | 5% |
72. Is your religious preference Protestant, Catholic, Jewish, none, or something else?
- | | |
|------------|------|
| Protestant | 25% |
| Catholic | 37% |
| Jewish | 0.6% |
| Other | 29% |
| None | 8% |
73. Besides weddings and funerals, how often do you attend religious services? Would you say more than once a week, at least once a week, a few times a month, several times a year, once a year, or never?
- | | |
|-----------------------|-----|
| More than once a week | 24% |
| At least once a week | 32% |
| A few times a month | 16% |
| Several times a year | 13% |
| Once a year | 6% |
| Never | 9% |
74. Do you personally or jointly with a spouse have any money invested in the stock market right now – either in an individual stock, a stock mutual fund, or in a self-directed 401-k or IRA (individual retirement account), or other type of account?
- | | |
|-----|-----|
| Yes | 41% |
| No | 59% |
75. Do you or does your family own your home, pay rent, or what?
- | | |
|----------|-----|
| Own home | 74% |
| Pay rent | 23% |
| Other | 3% |
76. How long have you lived in the community in which you currently reside?
- | | |
|------------------|-----|
| Less than 1 year | 13% |
| 1-4 years | 19% |
| 5-9 years | 19% |
| 10-14 years | 14% |
| 15-19 years | 8% |
| 20-24 years | 12% |
| 25-29 years | 9% |
| 30 years or more | 6% |

| | | |
|--|--|-----|
| 77. Are you currently single, married, widowed, divorced, or separated? | | |
| Single | | 27% |
| Married | | 53% |
| Widowed | | 8% |
| Divorced | | 9% |
| Separated | | 2% |
| 78. Are you currently employed full-time, employed part-time, retired, unemployed and looking for work, or not employed and not looking for work? | | |
| Employed Full-time | | 49% |
| Employed Part-time | | 11% |
| Retired | | 18% |
| Unemployed and looking for work | | 9% |
| Not employed and not looking for work | | 13% |
| 79. Have you or a member of your family ever received welfare benefits? | | |
| Yes | | 24% |
| No | | 76% |
| 80. Have you or a member of your family been laid off in the past twelve months? | | |
| Yes | | 18% |
| No | | 82% |
| 81. We would like to know what your family income was last year before taxes. I will read several income categories. Please stop me when I get to the category that includes your family income. | | |
| Under \$10,000 | | 12% |
| Under \$20,000 | | 12% |
| Under \$30,000 | | 12% |
| Under \$40,000 | | 11% |
| Under \$50,000 | | 8% |
| Under \$60,000 | | 8% |
| Under \$70,000 | | 4% |
| More than \$70,000 | | 20% |
| 82. Record Gender [DO NOT ASK] | | |
| Male | | 47% |
| Female | | 53% |