

2013

## Louisiana Survey 2013

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# THE PUBLIC POLICY RESEARCH LAB



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Sponsored by the  
**Reilly Center for Media & Public Affairs**  
**Manship School of Mass Communication**  
**Louisiana State University**  
**Spring 2013**

**2013 Louisiana Survey**

**FULL REPORT**

# SURVEY INTRODUCTION

The mission of the Louisiana Survey is to establish benchmarks and assess progress and regressions in residents' assessments of state government services. The Survey has been conducted annually since 2002, and was conducted twice in 2005 and 2006. Each survey includes core items designed to serve as barometers of public opinion including whether the state is moving in the right direction, identification of the most important issues, grades for various areas of government service, evaluations of state taxes, and identification of spending priorities. Each survey also includes items designed to better understand contemporary issues.

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

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

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For more information on previous surveys, please visit: [www.survey.lsu.edu](http://www.survey.lsu.edu).



**Manship School Research Facility**  
**Public Policy Research Lab**  
**Media Effects Lab**

The **Manship School's Research Facility** houses the **Public Policy Research Lab (PPRL)** and the **Media Effects Lab (MEL)**. The **Public Policy Research Lab** is dedicated to quality public policy research through state-of-the-art survey technologies. It helps advance scholarly and practical research while playing a leadership role in state and national public policy development. The lab serves other units on campus, government agencies, non-profits, business and industry. National surveys have resulted in publication in both practical and scholarly journals.

The **Public Policy Research Lab** has 52 computer-assisted telephone interviewing (CATI) workstations, mail survey and web survey capability in addition to analytical services. The lab is dedicated to meeting the unique goals and objectives of each project by working closely with those seeking data, research expertise and analysis. The lab's projects benefit from the multiple disciplines and intellectual assets at LSU. One of the lab's core projects is the Reilly Center for Media & Public Affairs' **annual Louisiana Survey**, a longitudinal study of advancements and regressions of citizen views regarding state services and contemporary issues. Clients include: Louisiana Department of Health and Hospitals; Louisiana Department of Labor; Louisiana Division of Administration; and the Centers for Disease Control and Prevention.

The **Media Effects Lab** is one of the largest and most sophisticated of its kind within a mass communication program in the country. It is a state-of-the-art experimental lab equipped with 16 computer stations and a living room area for research in a more natural environment. Researchers can measure audiences' physical responses (heart rate, blood pressure, eye movement and brain activity) to various media messages as well as gather their attitudes toward those messages. Experiments and projects track people's responses to particular media content: what stimulates them; what doesn't; what images they pay attention to; which ones don't resonate. Specific software measures user interactivity and responses to news websites and social networking sites. Unconscious attitudes can also be measured. For example, one study looks at the effectiveness of product placement in television dramas by using the heart rate as a measure of attention. This enables researchers to connect the individual's involvement with the content, the product and the people using the product.

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# EXECUTIVE SUMMARY

## BY REPORT SECTION

### State of the State

- There has been a significant increase in the perception among Louisiana residents that the state is heading in the wrong direction. In 2012, 39 percent of residents thought the state was headed in the wrong direction; that number is up to 52 percent in 2013.
- Residents' views of the most important problem facing the state are changing. Increasingly residents identify politics and the state budget as the most important problem facing the state. Politics and the state budget, which barely registered last year at (6.1 percent and 6.5 percent respectively), are now up to 14 percent (politics) and 11 percent (state budget).
  - In 2012, 34 percent of residents thought *the economy* was the most important problem facing the state; that number is down to 25 percent in 2013.
  - In 2012, 28 percent of residents thought *education* was the most important problem facing the state; that number is down to 20 percent in 2013.
- There has been a noticeable decline in confidence that state government will address the most important problem. Thirty-nine percent of Louisiana residents think state government will address the most important problem, down from 48 percent in 2012.
- Despite the low unemployment rate and a relatively healthy economy, Louisiana residents generally do not see the state economy as outperforming national or regional averages.
  - More than 1 in 4 residents (26 percent) think that state business conditions are *worse* than they were a year ago.
  - More than 1 in 5 residents (21 percent) think that the state economy is doing *worse* than the rest of the South.
  - Nearly 1 in 3 (30 percent) Louisiana residents think the state economy is doing *worse* than the rest of the country.

### Tax Reform

- Nearly half of residents (45 percent) say state sales taxes are too high and need to be reduced; this is up from 35 percent in 2012.
  - More than 1 in 3 residents (37 percent) say that income taxes in Louisiana are too high and need to be reduced; this is up from 30 percent in 2012.
  - Since the Louisiana Survey started in 2003, residents have consistently expressed more concern that sales taxes are too high and need to be reduced relative to state income taxes.
- From 2012 to 2013 there has been a decrease in support for sin taxes among Louisiana residents.
  - 58 percent favor additional taxes on tobacco, down from 63 percent in 2012.
  - 56 percent favor additional taxes on alcohol, down from 67 percent in 2012.
- Overall nearly 2 out of 3 residents (63 percent) consider the existing tax system in Louisiana to be moderately fair.

- However, when asked about reforming the tax code, residents were evenly split. 46.6 percent would like to see the tax code completely revamped, while 47.3 percent think the system works “pretty well” and want only minor changes.
- Residents admit to not being very informed on taxes. Less than 1 in 5 residents (17 percent) said they were “very informed.”
  - When asked to identify that state sales tax rate, only 17 percent of residents accurately said 4 cents.
- When specifically asked about the Jindal tax swap (eliminating state income and corporate tax while raising state sales tax), only 17 percent of residents said it was a good idea. One in three residents (36 percent) said they haven’t given it much thought and 47 percent think it’s a bad idea.

## **Education**

Despite an overhaul of public education last year, Louisiana residents remain uncertain about efforts to improve public education in Louisiana.

- 29 percent of residents said the state was moving in the right direction to improve public schools, 23 percent said the wrong direction and 38 percent said education reforms were not making much difference.
- The public expresses more support for charter schools – 70 percent favor or strongly favor opening more charter schools – than providing “scholarships” or vouchers for children to attend private schools (49 percent favor or strongly favor).
- Seventy-four percent of residents support providing funding so that all 4-year olds can attend a high quality pre-kindergarten program if their parents want them to.

## **TOPS Reform**

When it comes to reforming the highly popular TOPS program, residents express support for increasing the academic requirements for qualifying for TOPS scholarship but are opposed to reducing the total amount of the award.

- 57 percent of residents supported increasing academic requirements for the TOPS program while 38 were opposed.
- 78 percent of residents are opposed to reducing the total amount of money qualified students receive from the program, while 19 percent supported reducing this amount.
- 46 percent supported providing a flat monetary award not tied to tuition, while 44 percent were opposed.

## **Health Care**

National health care reform efforts may be unpopular in Louisiana but they haven’t had much effect on Louisiana families.

- 51 percent of residents said national health care reform hasn't made much difference to them or their families, 17 percent said they were better off, and 28 percent said they were worse off.
- Nearly 2 in 3 Louisiana residents described cuts to Louisiana's health care system as unnecessary, 15 percent described the cuts as unfortunate but necessary given tight budgets, and 17 percent said the cuts were needed.
- 70 percent of Louisiana residents said state government should accept federal money to expand the Medicaid program for uninsured adults.

### **Social Issues**

Relative to national public opinion polls, Louisiana residents are less supportive of same sex marriage, legalization of marijuana for personal use, and a ban on assault weapons.

- Louisiana residents remain opposed to same sex marriage but express greater support for civil unions.
  - 39 percent of Louisiana residents supported same sex marriage while 56 percent were opposed.
  - 47 percent of Louisiana residents supported same sex civil unions while 49 percent were opposed.
- Louisiana residents are generally opposed to the legalization of marijuana for personal use.
  - 56 percent of Louisiana residents were opposed to the legalization of marijuana for personal use, while 42 percent supported legalization.
- Louisiana residents are opposed a ban on assault weapons.
  - 57 percent opposed a ban on assault weapons while 41 percent supported a ban.

When it comes to issues of climate change, residents believe climate change has probably been happening but are divided on whether it is the result of human activity.

- 67 percent of residents said climate change has probably been happening, while 29 percent said climate change has probably not been happening.
- 48 percent said human activity was the cause of global warming while 46 percent said other factors were the primary cause.

### ***Survey Methodology***

*About the Survey:* The 2013 Louisiana Survey includes a traditional landline telephone survey combined with a survey of Louisiana cell phone users. The results presented here have been weighted to reflect current population demographics as reflected in the most recent available Census data. The combined survey includes 930 respondents including 574 respondents selected from landline telephone numbers via random-digit dialing and 356 respondents selected from available cell phone blocks. Interviews were conducted from February 8 to March 17, 2013. The overall survey has a margin of error of +/- 3.6 percentage points. The response rate for the landline portion of the survey was 21 percent, meaning that 21 percent of calls to eligible households resulted in a completed interview. The response rate for the cell phone survey was 12 percent. Response rates for surveys have been consistently declining over the past several decades and these response rates are within the range of what has been reported by national survey organizations such as Pew Center for the People and the Press and Gallup.

In Table 1, we present the basic demographics for the population and the weighted sample. As part of the analysis, we examined crosstabs on age, race, education, income, and partisan affiliation on each of the substantive questions included in the report, but present only the crosstabs that are statistically significant and substantively interesting. A full set of crosstabs is available on request.

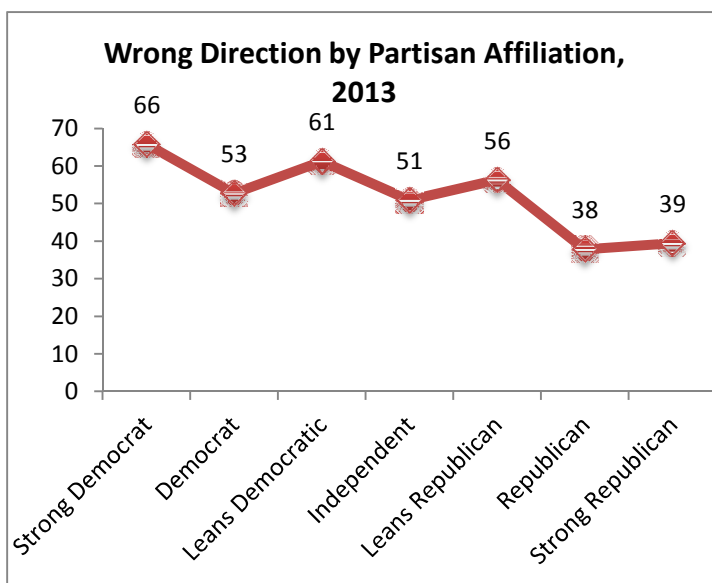
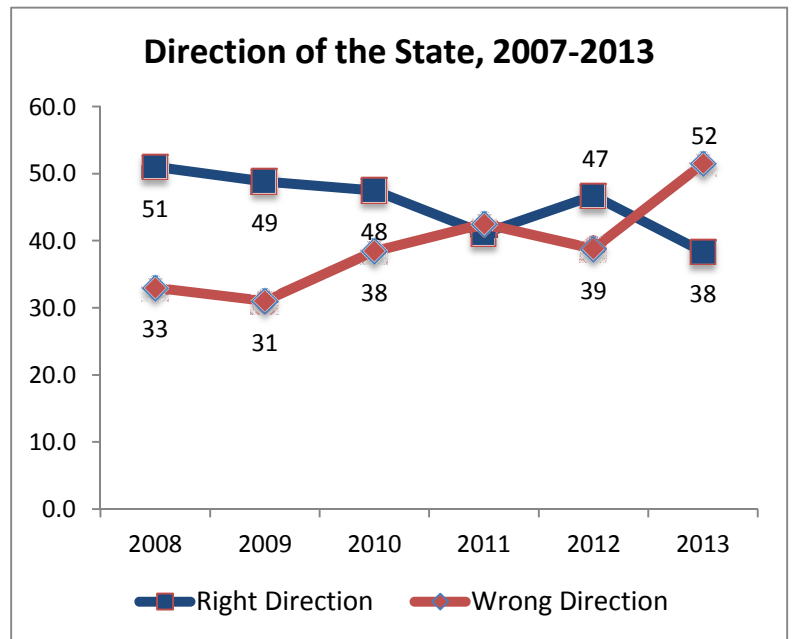


Table 1: Comparison of Census Population Estimates and Louisiana Survey Weighted Survey Sample Estimates

	Census Population Estimate	Louisiana Survey 2013 Weighted Sample Estimate
<b>Gender</b>		
Male	48.3	46.8
Female	51.7	53.2
<b>Race</b>		
White	62.8	63.6
Black	30.0	29.1
Other	7.2	7.3
<b>Age</b>		
18-24	14.0	11.4
25-34	18.2	17.7
35-44	16.7	17.2
44-54	19.0	19.3
55-64	15.8	16.7
65 and older	16.3	17.7
<b>Education</b>		
Less than High School	18.6	16.3
High School	34.0	33.4
Some College	23.3	24.8
College	24.1	25.5
<b>Income</b>		
Less than \$10,000	10.4	12.4
\$10,000 - \$19,999	14.1	10.8
\$20,000 - \$29,999	12.2	11.6
\$30,000 - \$39,999	10.9	13.6
\$40,000-49,999	9.5	10.9
\$50,000 - \$74,999	17.2	16.6
\$75,000 - \$99,999	10.7	10.7
\$100,000-\$199,999	12.3	11.3
\$200,000 or more	2.7	2.1

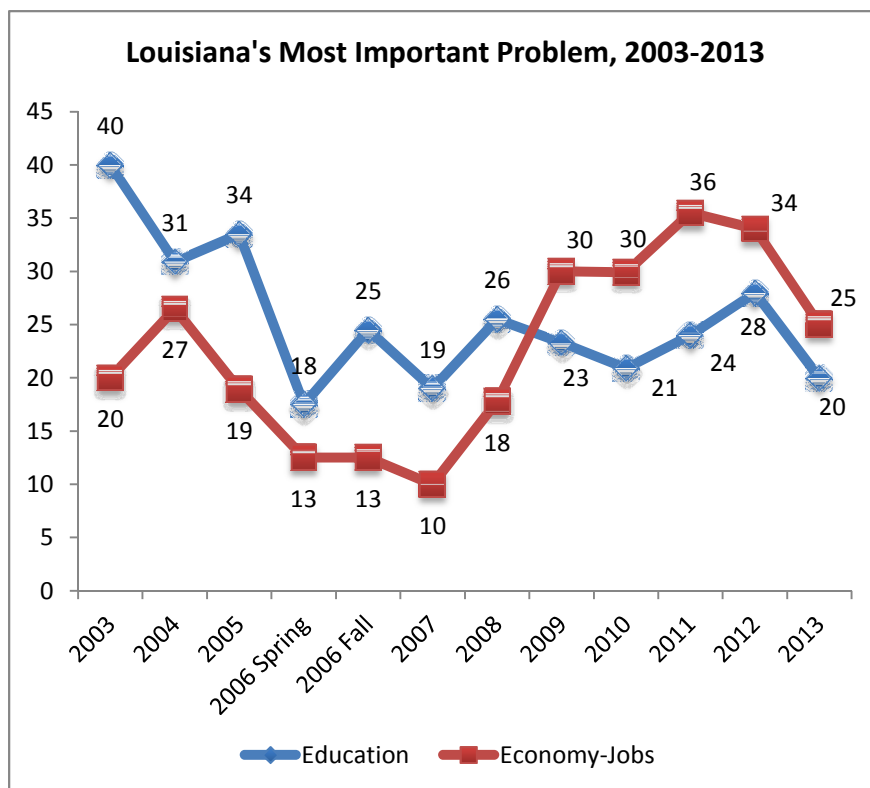
# CHAPTER ONE: THE STATE OF THE STATE

Each year, the Louisiana Survey gauges resident perceptions of the direction of the state. One of the headlines from the 2013 Louisiana Survey is a sharp increase in the number of Louisiana residents saying the state is heading in the wrong direction. Since 2012, the percent of Louisiana residents saying the state is heading in the wrong direction has increased from 39 percent to 52 percent. Similarly, the percent of residents saying the state is heading in the *right* direction declined from 47 percent to 38 percent. Notably, polling firm Voter/Consumer research reported the right direction number was 37 percent earlier in the year.<sup>1</sup>



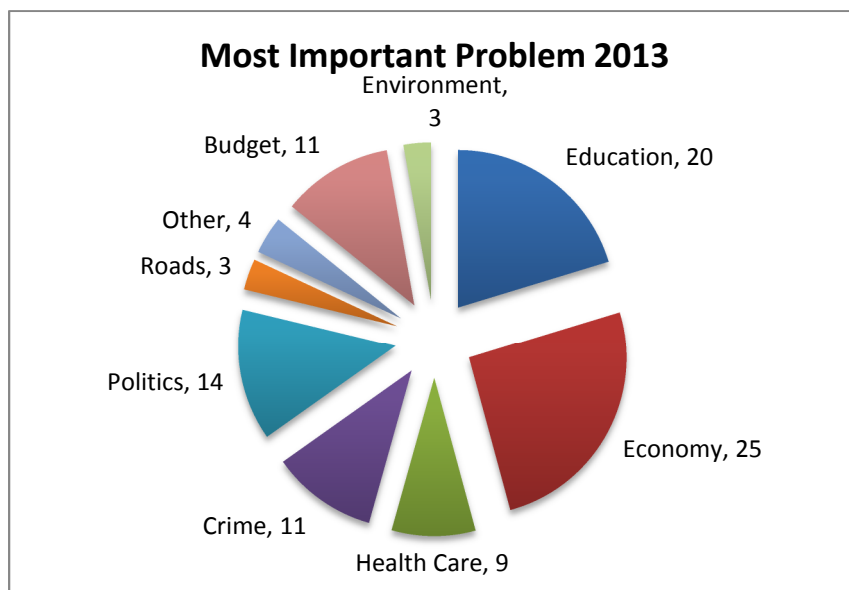
So what accounts for this dramatic decline? One explanation is that the decline reflects a growing polarization in Louisiana politics. We see clear evidence of this when we break the wrong direction number out by partisan affiliation. Sixty-six percent of self-identified strong Democrats say the state is heading the wrong direction compared to 39 percent of strong Republicans, a partisan gap of 27 points. We also see evidence of gender gap: 58 percent of women compared to 44 percent of men say the state is heading in the wrong direction.

<sup>1</sup> [http://www.nola.com/politics/index.ssf/2013/02/jindal\\_approval\\_ratings\\_dip\\_be.html](http://www.nola.com/politics/index.ssf/2013/02/jindal_approval_ratings_dip_be.html)



Party polarization runs far deeper than just a superficial read of the right direction numbers. When asked to identify the most important problem confronting the state we see notable declines this year for both education and the economy. The percent identifying the economy as the most important problem declined from 34 percent in 2012 to 25 percent in 2013. Indeed, the number identifying the economy as the state's most pressing problem is now lower than at any time since 2009. This may fairly reflect

a relatively robust state economy, the unemployment rate is now 5.6 percent; which is significantly below the national average, but (as we show below) evaluations of state business conditions are only modestly different than in 2012. We see a similar decline for education: 20 percent of Louisiana residents said education was the most important problem confronting the state in 2013 compared to 28 percent in 2012.

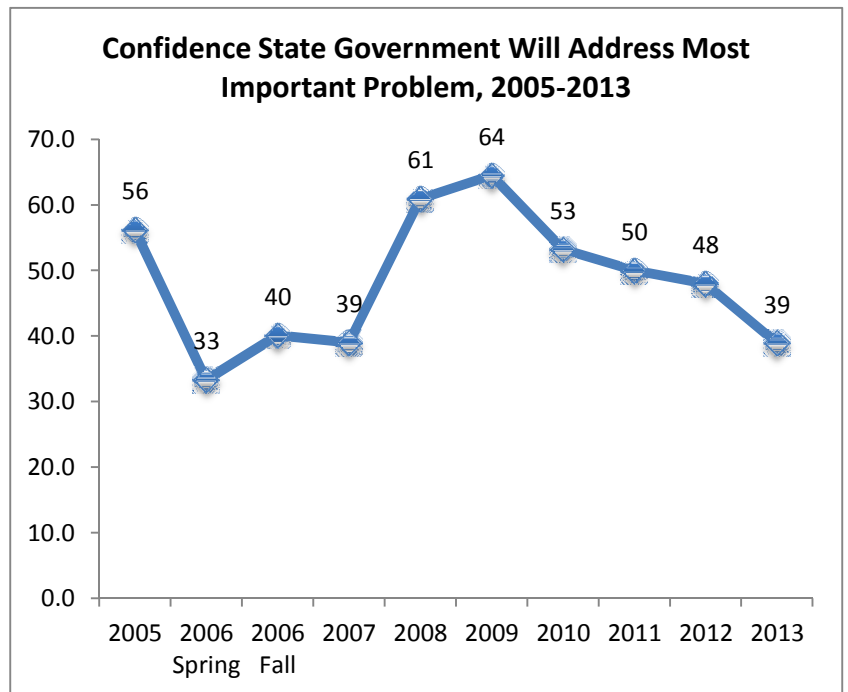


The declining perception of education and the economy as the most important problems is the result of the growing importance of politics and the state budget. In 2012, 6 percent of residents said politics was the most important problem confronting the state. In 2013, this more than doubled to 14 percent. Similarly, 7 percent of respondents identified the state budget as the most important problem

in 2012 compared to 11 percent in 2013. When we dig even deeper into respondents who identified

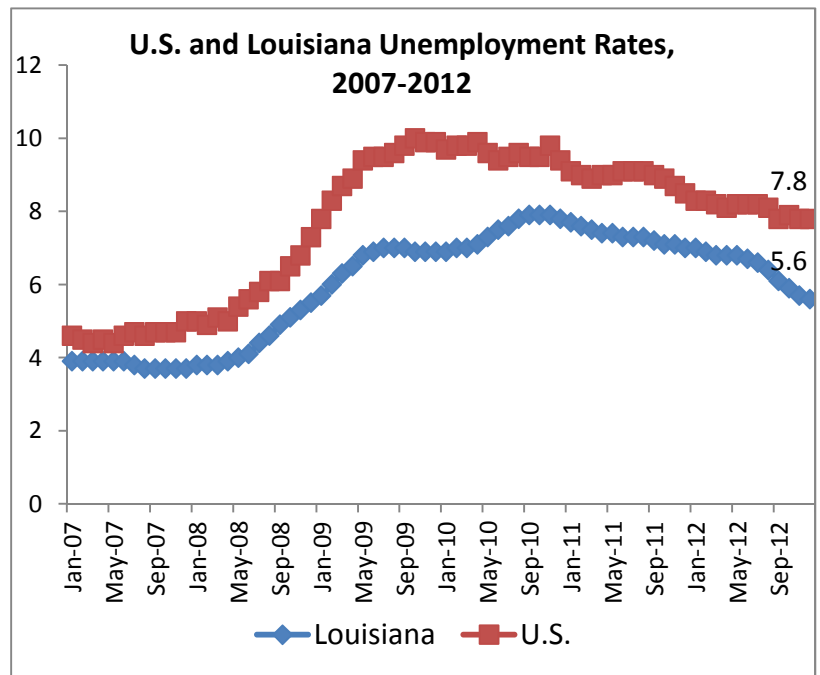
politics as their most pressing concern, we find that 23 percent of self-identified strong Democrats said “politics” was the state’s most pressing problem. Just under half of this group (11 percent of strong Democrats) specifically cited Governor Jindal as the state’s most important problem (as this was an open ended question we coded the “Jindal” answers as “Politics” in the chart). It is important to note this represents just 5 percent of all respondents and it is strongly rooted in partisanship. Even so, it is a notable increase over previous years and reflects a personalization of the identification of the “most important problem” away from issues and towards a specific individual.

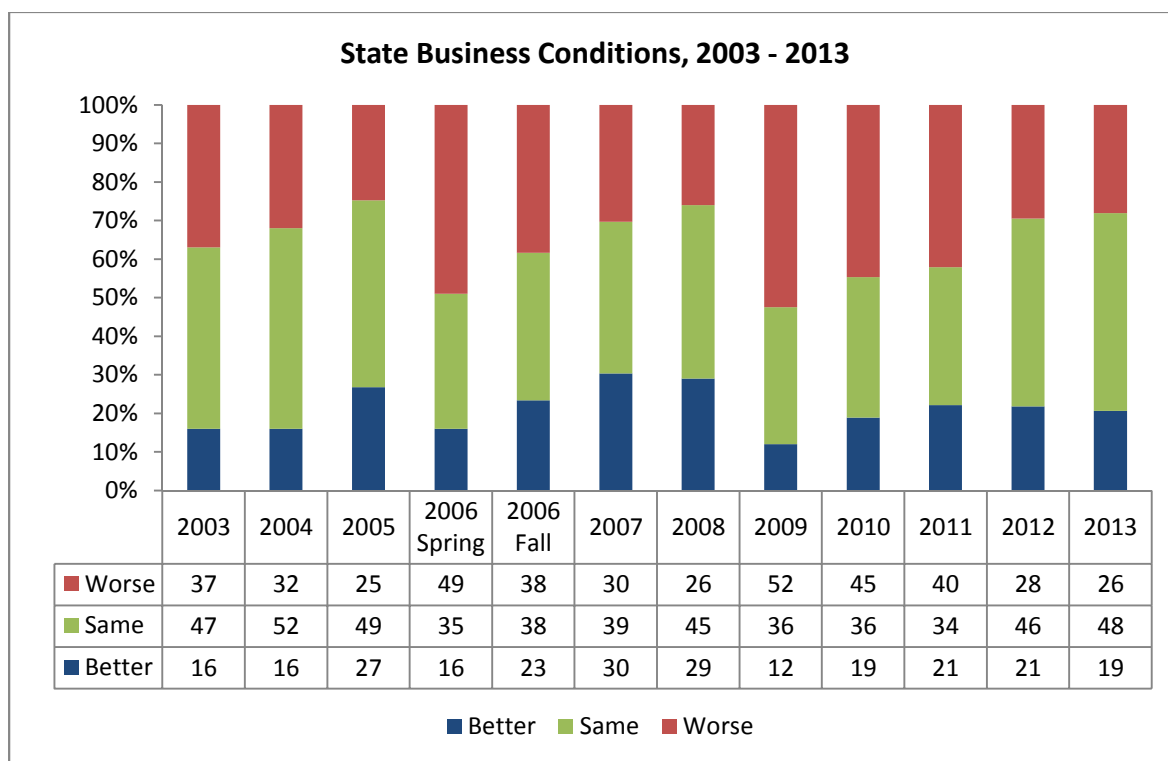
A related implication is a decline in the percentage of respondents saying they are confident state government will address the most important problem. In 2013, 39 percent of residents said they were very or somewhat confident state government would address the most important problem facing the state. This is a decline from 48 percent in 2012. Better educated and wealthier respondents express *less* confidence state government will effectively address the most important problem. Forty-seven percent of residents with less than a high school education said they were very or somewhat confident state government would



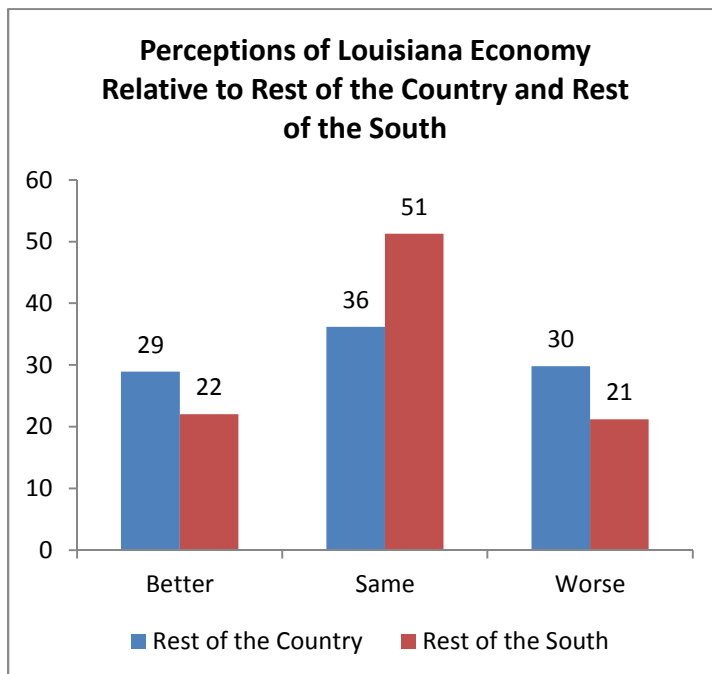
address their self-identified most important problem compared to 34 percent of college graduates. Not surprisingly, Democrats were less optimistic that state government would address the most important problem. Thirty percent of strong Democrats were very or somewhat confident state government would address their self-identified most important problem compared to 55 percent of strong Republicans.

One factor that bears little responsibility for the decline in the right direction number is the economy. Interestingly, politicians are often held accountable for economic conditions. Were that the case, Governor Jindal should be riding relatively high in terms of his overall approval ratings. Throughout the Jindal Administration, the unemployment rate in Louisiana has been lower than the national average. The numbers presented in the accompanying figure are from the Bureau of Labor Statistics and reflect the most current unemployment data available.





Curiously, however, the overall state economic performance is not widely recognized by voters. While the percent of Louisiana residents saying state business conditions have gotten worse has declined since the start of the economic recession, the percent saying economic conditions have gotten better has remained relatively stable. Since 2010, the percent saying state business conditions have improved has hovered around 19-21 percent. We see similar patterns for national business conditions and personal finances. The improvement in the overall economy has not necessarily translated into perceptions of improving economic conditions. Arguably, this may reflect the uneven tide of economic recovery, where wealthier Americans have recovered at a faster rate; or the slow pace of the economic recovery and ongoing uncertainty about the economic future.



Perhaps a more telling indicator can be gleaned from questions asking residents to specifically compare the Louisiana economy to the national economy and to the southern region. Twenty-nine percent of residents recognize the Louisiana economy is outperforming the national economy, while 36 percent believe it is doing about the same, and 30 percent believe it is doing worse. Louisiana residents are even less inclined to believe the Louisiana economy is outperforming the rest of the south. Twenty-two percent of residents said the Louisiana economy is doing better than the rest of the south, 51 percent said it is doing about the same, and 21 percent said it is doing worse. Roughly 5

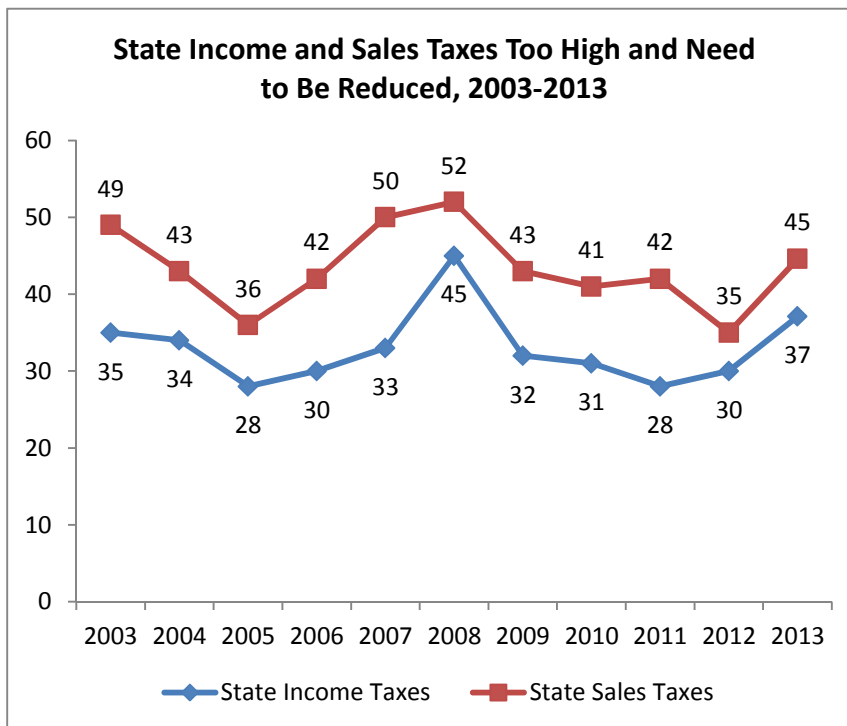
percent of residents said they were unsure or did not know how the Louisiana economy was performing relative to the region and the nation. It is worth noting that survey respondents who are unsure may opt into the middle category. Even so, the results are notable: Louisiana residents do not generally recognize the Louisiana economy is doing relatively well. This means that the right direction number and gubernatorial approval ratings are not likely to be driven by a relatively favorable economic context.

Perceptions of how the Louisiana economy is performing relative to the nation and the region are heavily influenced by geography and demographics.

- *Region:* Residents in Southwest Louisiana are most positive about the state economy relative to the national economy. Thirty-nine percent of residents in the Southwest region said the Louisiana economy was doing better than the national economy compared to 37 percent in the Northshore and New Orleans suburban parishes, 30 percent in Baton Rouge, 24 percent in North Louisiana and 20 percent in New Orleans.
- *Race:* 12 percent of black Louisiana residents said the state economy was better than the nation compared to 36 percent of white residents.
- *Education:* 19 percent of residents with less than a high school education compared to 38 percent with a college degree said the Louisiana economy was outperforming the national economy.
- *Income:* 18 percent of residents making less than \$30,000 compared to 41 percent of residents making \$75,000 or more said the Louisiana economy was outperforming the national economy.
- *Gender:* 37 percent of men compared to 22 percent of women said the Louisiana economy was outperforming the national economy.

## CHAPTER TWO: TAX REFORM

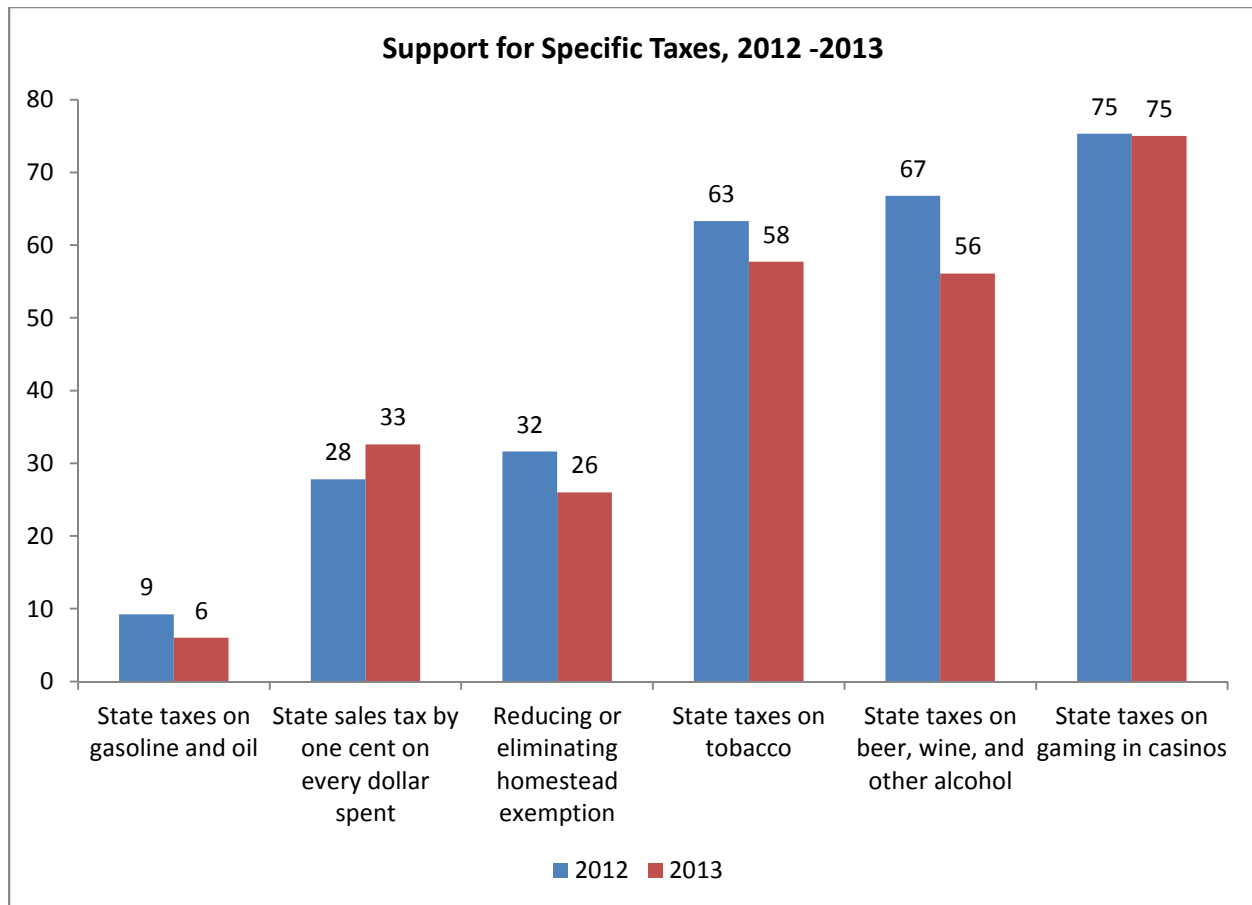
With tax reform as the leading issue on the legislative agenda, the 2013 Louisiana Survey included a number of items designed to gauge citizen attitudes toward state taxes. As a barometer of state opinion, however, the survey also includes a number of items that places the issue of tax reform in context.



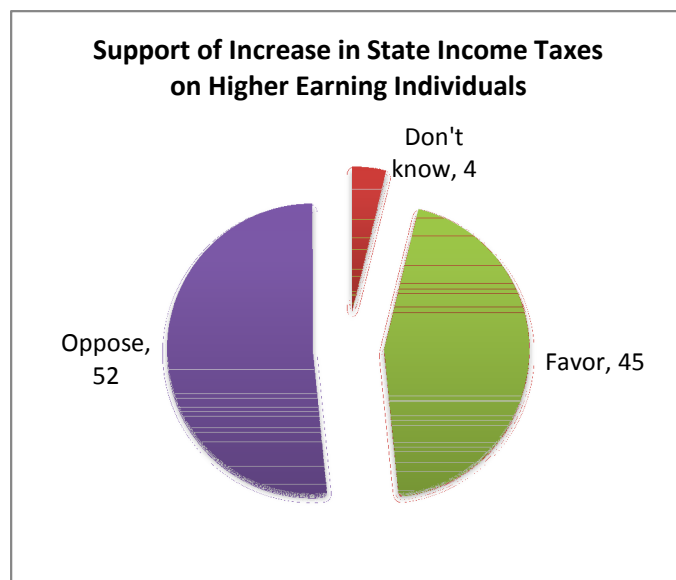
Since the inception of the Louisiana Survey, we have asked residents whether they believe state income and state sales taxes, respectively, are too high and need to be reduced, too low and need to be increased, or just about right. Examining the data over time reveals a curious paradox; while tax reform has been directed at state income taxes, citizens generally express more concern about state sales tax. Over the ten years, we have collected data on Louisiana public opinion via the Louisiana Survey; the percent

of residents saying state income taxes are too high and need to be reduced has never been higher than the percent saying state sales taxes are too high and need to be reduced. Since 2012, the percent saying state income and state sales taxes were too high and need to be reduced has increased, though notably the increase was higher for state sales taxes. In 2012, 35 percent of residents said state sales taxes were too high and needed to be reduced compared to 45 percent in 2013. Similarly, the percent saying state income taxes were too high and needed to be reduced increased from 30 percent in 2012 to 37 percent in 2013.



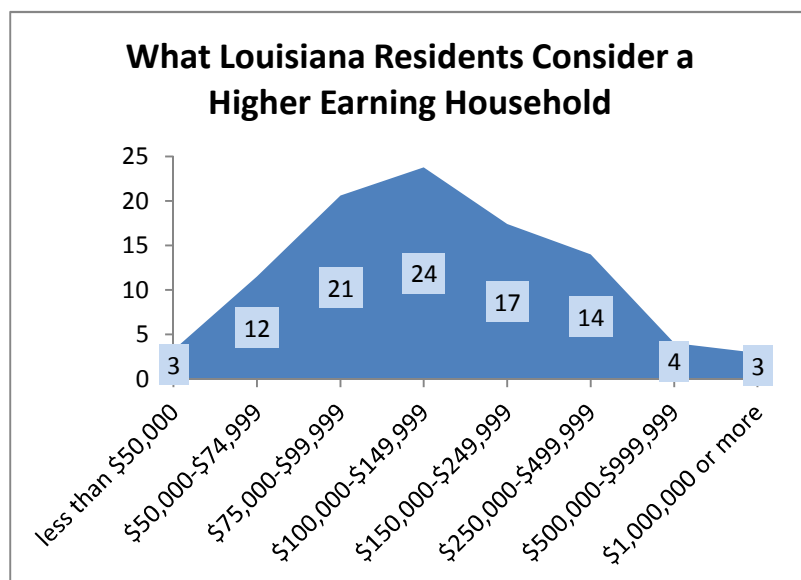


As the state has struggled with declining revenue over the last several years, we have also gauged support for a range of taxes; from taxes on tobacco to increases in sales and income taxes. Across years, we find relatively strong support for the so-called “sin taxes” on tobacco, alcohol and gaming. Curiously, support for taxes on tobacco and alcohol declined since 2012 from 63 percent to 58 percent for tobacco and from 67 percent to 56 percent for alcohol. Roughly a third of residents (33 percent) support increasing the state sales tax by one cent on every dollar. While the question does not directly pair the increase with the reduction in income taxes, it is fairly safe to say there is initial public resistance to the idea of increasing the sales tax. It is worth noting, however, that there is an increase - from 28 percent in 2012 to 33 percent in 2013 – in the public’s willingness to support a one cent increase in the sales tax. Not surprisingly, there is little support for increasing taxes on gas and oil. As in previous years, support for a gas and oil tax increases substantially (up to 52 percent) IF the additional revenue is tied directly to improving roads and infrastructure.



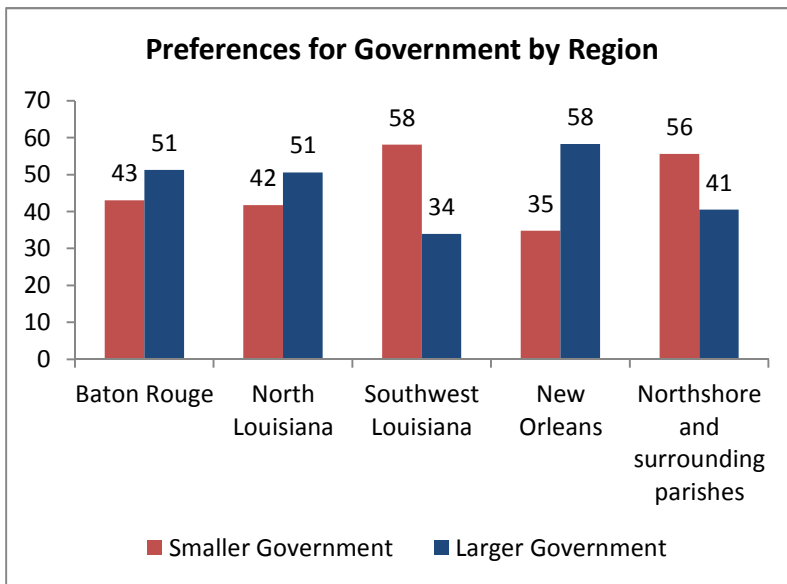
In addition to the questions listed above, we also asked residents whether they would support increasing income taxes on “wealthier individuals and households.” The results here are more divided – 45 percent support increasing income taxes on the wealthy- but are still balanced against tax increases. In previous years, we have tested to see how the definition of wealthy affects support of income tax increase. Not surprisingly, as the definition of wealth increases, support for income taxes increases as well.

This year, we asked residents to tell us what they considered a wealthy household. The specific question wording is as follows: *When it comes to income taxes, what do you personally consider a higher earning household?* More than a third of respondents defined wealthy as making less than \$100,000 and 59 percent of respondents defined wealthy as less than \$150,000. Not surprisingly, the less one earns, the lower the threshold for defining “wealthy.” For example, more than half (53 percent) of residents making less than \$30,000 define wealthy at a level less than \$100,000 per year. Only 9 percent of residents making \$75,000 or more per year define wealthy as individuals making less than \$100,000 per year.



To better understand support for tax reform, we first sought to understand philosophical approaches to taxes. To begin, we asked residents whether they preferred a larger government with more government services or a smaller government with fewer government services. The specific question wording is listed as follows:

*If you had to choose, would you rather have a smaller state government providing fewer services, or a bigger state government providing more services?*



Perhaps surprisingly, the results reveal a nearly evenly divided public. Forty-six percent of residents say they would prefer a smaller government with fewer services compared to 48 percent who say they prefer a larger government providing more services. This fundamental question of government provides a neat demarcation across citizens. Poorer, less educated, minority, women, and Democratic respondents are more likely to say they prefer a larger government with more government services, while wealthier, better educated, white, male, and Republican respondents prefer a

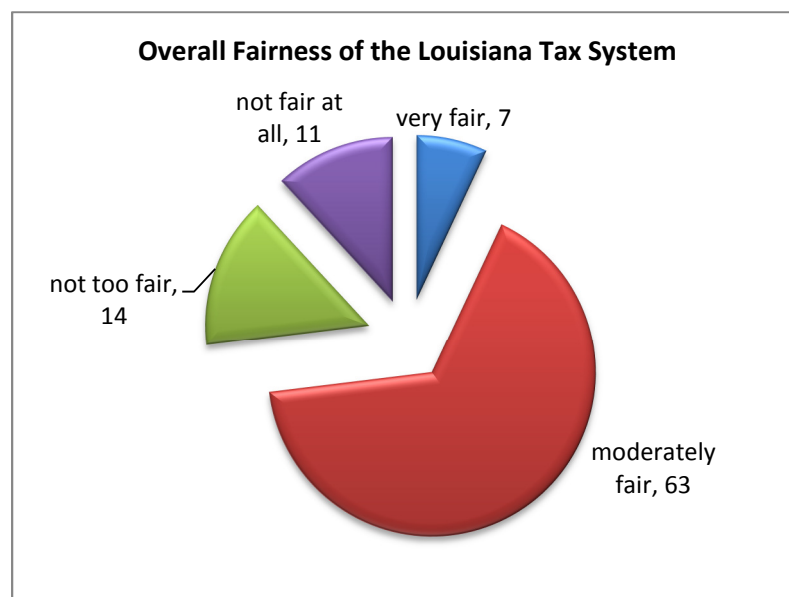
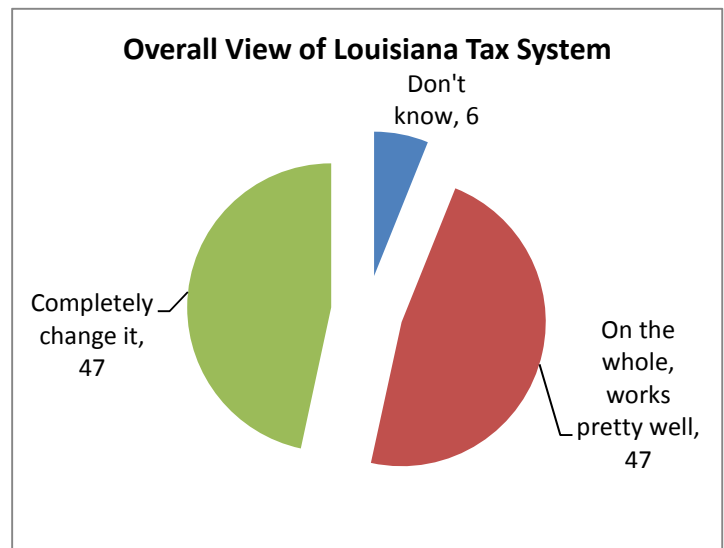
smaller government and fewer government services. There are also interesting regional differences with the Southwest and Northshore and surrounding parishes showing greater support for smaller government and New Orleans, Baton Rouge, and North Louisiana showing more support for larger government.

Now when it comes to their overall view of the Louisiana tax system, residents are not convinced the system is broken. Given the following question:

*Which of the following statements comes closest to expressing your view when it comes to reforming the Louisiana tax system?*

1. *On the whole, the Louisiana tax system works pretty well and the state legislature should make only minor changes to make it work better;* OR
2. *There is so much wrong with the Louisiana tax system that the state legislature should completely change it.*

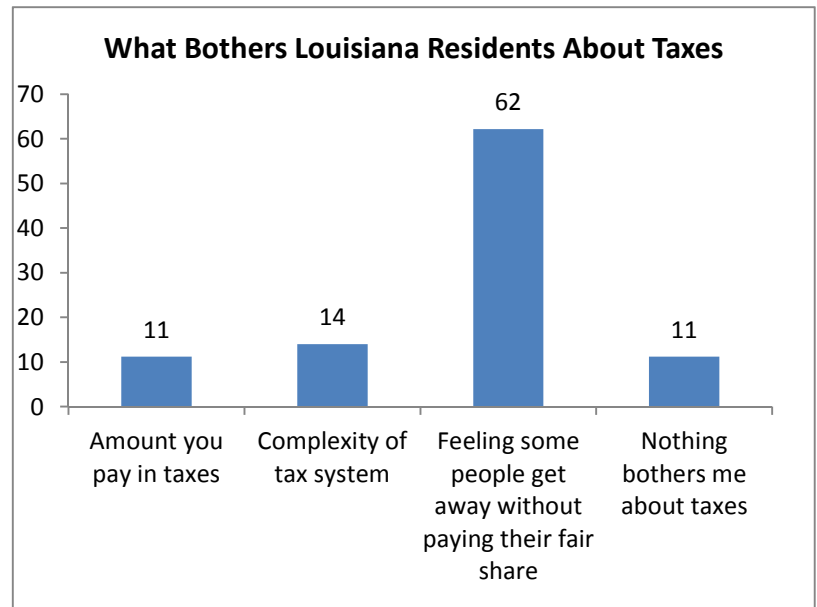
Louisiana residents were decidedly mixed. Forty seven percent of residents said the tax system needed to be completely rebuilt while another 47 percent said the system works pretty well as is and requires only minor changes. Interestingly, there are not any revealing demographic or partisan differences on this particular question, meaning that the less educated and the better educated, the poor and the rich view the tax system roughly the same. While we, as Louisianans, are divided on our overall view of the tax system, the divisions aren't easily captured by partisan, economic or social differences.



We see clearer distinctions when residents were asked about the overall fairness of the tax system- Strong Democrats, for example, are likely to say the current system is unfair while Republicans and strong Republicans are more likely to see the system as fair. Thirty-nine percent of strong Democrats describe the system as not too fair or not fair at all compared to 16 percent of strong Republicans. Similarly, minority respondents are more likely to see the tax system as unfair. Twenty percent of white respondents describe the system as not too fair or not fair at all compared to 35 percent of black respondents and 47 percent of other racial groups.

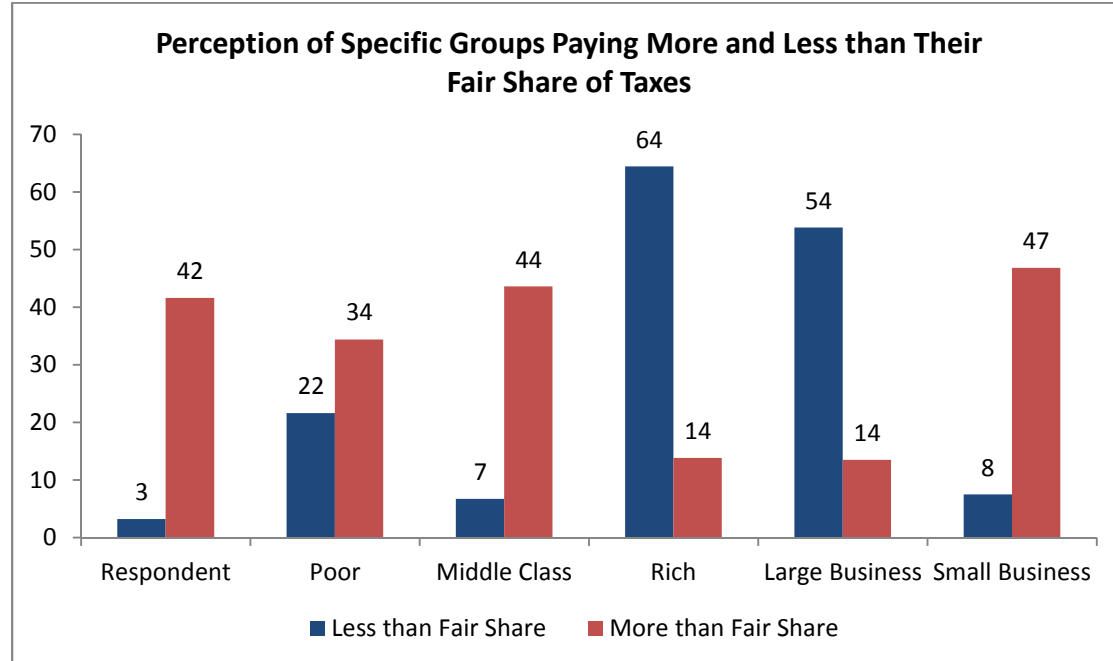
respondents describe the system as not too fair or not fair at all compared to 35 percent of black respondents and 47 percent of other racial groups.

Populist attitudes are also reflected in responses to a question asking respondents what bothers them most about taxes. Eleven percent said they were most bothered by the amount they pay, while 14 percent were bothered most by the complexity. By far the most common response, however, was – the 62 percent – who said they were most bothered by the feeling that some people were getting away without paying their fair share. Demographic differences are mostly small and inconsistent, though poorer respondents are more inclined to say nothing bothers them about taxes.



We can see further evidence of populism in resident perceptions of fairness across different types of groups. The specific question wording is as follows:

*Please tell me whether you think the following groups pay less than their fair share in state taxes, pay more than their fair share in state taxes or pay about the right amount?*



Individuals generally perceive themselves, the middle class and small business as paying more than their fair share, while the rich and large business are paying less than their fair share. Interestingly, more than 1 in 5 residents believe the poor are paying *less* than their fair share. Views of tax fairness largely depend upon where one sits.

*Perceptions the poor pay more than their fair share:* Less educated, minorities, lower income, and Democratic respondents believe the poor pay more than their fair share of taxes.

- 48 percent of nonwhite residents believe the poor pay more than their fair share in taxes compared to 27 percent of white respondents.
- 55 percent of residents with less than high school education believe the poor pay more than their fair share compared to 25 percent of college grads.
- 48 percent of residents earning less than \$30,000 per year believe the poor pay more than their fair share compared to 19 percent of residents earning \$75,000 or more.
- 57 percent of self-identified strong Democrats believe the poor pay more than their fair share compared to 21 percent of strong Republicans.

*Perceptions the middle class pays more than their fair share:* Only income is strongly associated with perceptions that the middle class pay more than their fair share. Thirty-six percent of residents earning less than \$30,000 per year believe the middle class is paying more than their fair share compared to 50 percent of residents earning \$75,000 or more.

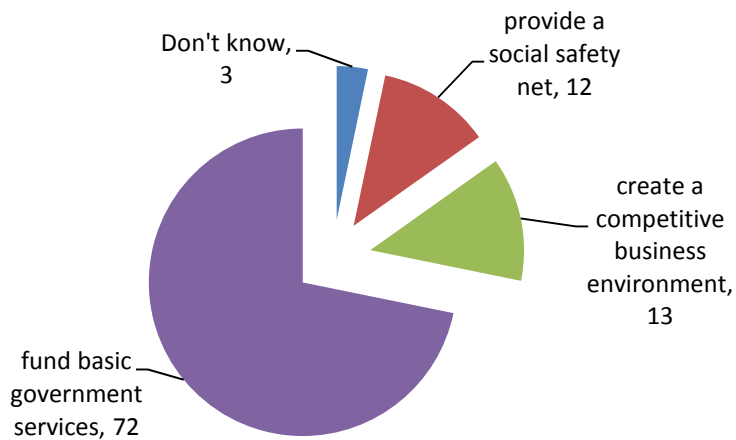
*Perceptions the rich are paying less than their fair share:* Perceptions the rich are paying less than their fair share are more common among racial minorities, less educated, poorer and Democratic respondents.

- 73 percent of nonwhite residents believe the rich are paying less than their fair share compared to 59 percent of white residents.
- 78 percent of residents with less than a high school education believe the rich are paying less than their fair share compared to 60 percent of college graduates.
- 69 percent of residents earning less than \$30,000 per year believe the rich are paying less than their fair share compared to 53 percent earning \$75,000 or more.
- 83 percent of self-identified strong Democrats believe the rich are paying less than their fair share compared to 48 percent of strong Republicans.

*Perceptions large business is paying less than its fair share:* 66 percent of self-identified strong Democrats believe large business is paying less than its fair share compared to 42 percent of strong Republicans.

*Perceptions small business is paying less than its fair share:* 33 percent of residents with less than a high school education believe small business is paying more than its fair share compared to 51 percent of college graduates.

### Primary Purpose of Taxes



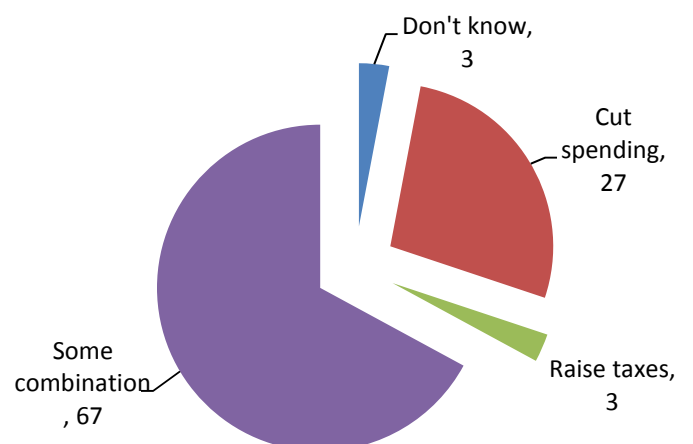
Regardless of what groups benefit from taxes there is generally widespread agreement on the purpose of taxes. Seventy-two percent of residents said the primary purpose of taxes should be to fund basic government services compared to 13 percent who said the purpose should be to create a competitive business climate and 12 percent who said to provide a social safety net. Yet, if there is agreement that the primary purpose of taxes should be to fund basic government services, we do not necessarily know if there is agreement on what those

services should be. Related, there are notable differences across partisan and demographic groups as to the relative importance of providing a social safety net versus creating a competitive business environment. Less educated, minority, poorer, and Democratic residents are more likely to identify providing a social safety net as the primary purpose of taxes while white, college educated, wealthier, and Republican residents are more likely to identify creating a competitive business climate.

Given the importance residents place on funding basic government services it should not be surprising that Louisiana residents opt for a more balanced approach when it comes to addressing budget shortfalls. Two-thirds of Louisiana residents (67 percent) prefer some combination of spending cuts and tax increases to address ongoing budget shortfalls while 27 percent prefer just cutting spending and 3 percent prefer raising taxes only. This is not – as is commonly interpreted – support for tax increases but is instead support for a balanced approach in dealing with the budget. While there are differences across demographic and partisan groups, these are mostly in degree.

Older respondents are more likely to prefer cutting spending while younger respondents are more likely to prefer a balanced approach. Similarly, white respondents are more likely than non-white

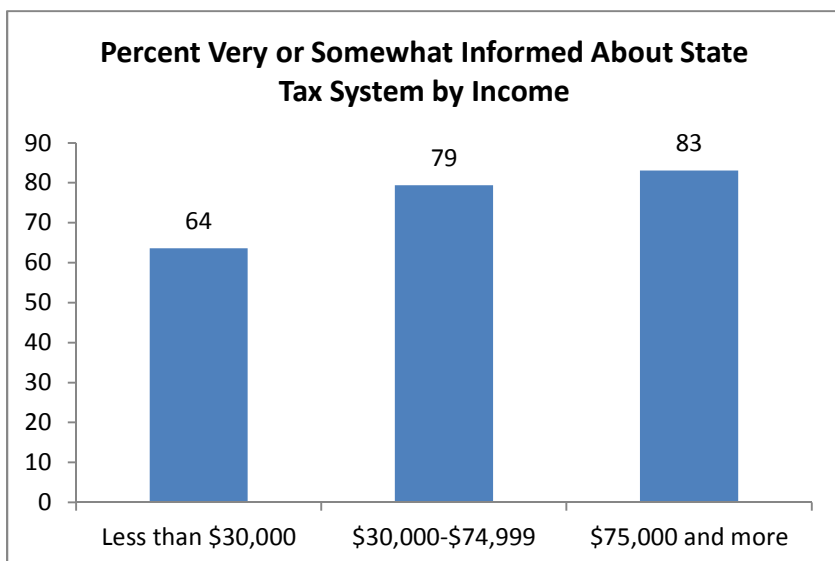
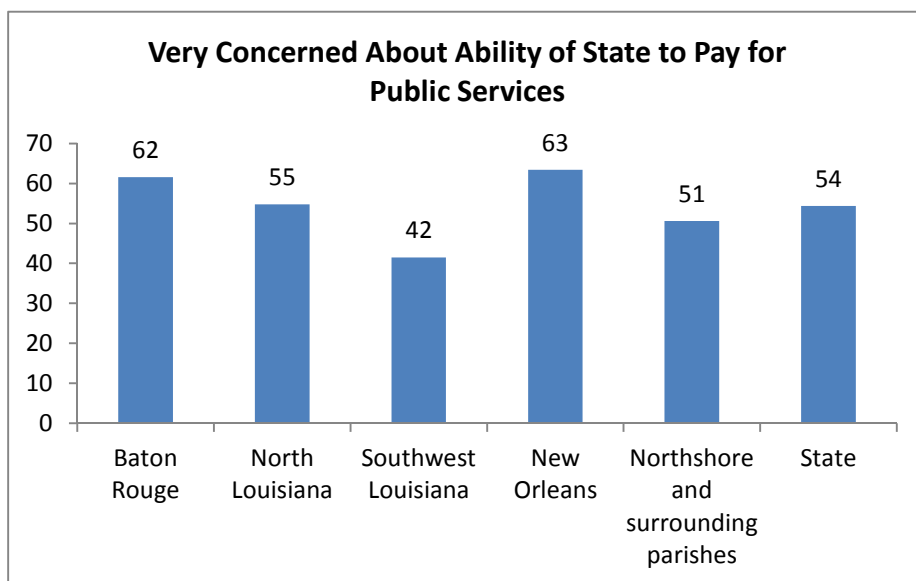
### Preference for Addressing Budget Shortfalls



respondents to say they prefer only cutting spending (32 percent to 19 percent margin) and men are more likely to prefer cutting spending than women (by a 35 percent to 20 percent margin).

Instead of a balanced approach, the state has, over the last several years, opted for spending cuts alone. As a result, residents express concern over the ability of the state to pay for public services. Fifty-four percent of residents said they were very concerned about the state's ability to pay for public services while an additional 31 percent said they were somewhat concerned. Only 14 percent said they were not very concerned (7 percent) or not at all concerned (7 percent).

Interestingly, concern is higher in some regions than in others. Sixty-three percent of New Orleans residents said they were very concerned about the state's ability to pay for public services as did 62 percent in Baton Rouge. In contrast, 42 percent of residents in the Southwest said they were very concerned. Similarly concern is higher among nonwhite residents (71 percent were very concerned compared to 45 percent of white residents), women (61 percent of women compared to 48 percent of men were very concerned), and Democrats (70 percent of strong Democrats compared to 33 percent of strong Republicans).



Louisiana residents generally acknowledge they aren't well informed about the state tax system. Overall, only 17 percent of residents said they were very informed about the tax system, though a more substantial number – 58 percent – claim to be somewhat informed. Information levels are, not surprisingly but troublingly, lower for poorer residents potentially negatively affected by an increase in state sales tax. A better gauge of knowledge involves asking respondents specifically (1) how much they pay in

sales tax and (2) how much of that is the state sales tax. When asked what they pay in total sales tax in their local area, 22 percent of respondents admit they don't know, while 58 percent place the sales



tax between 8-10 cents. Seven percent believe the sales tax is less than 8 cents and 11 percent believe it is 11 cents or more. Residents are less likely to understand the difference between the state sales tax and the local sales tax. When asked how many cents on the dollar in sales tax goes to the state, 38 percent of residents admitted they did not know, 17 percent correctly said it was 4 cents, 29 percent said it was between 3 and 5 cents, and 31 percent said it was 6 cents or higher. In considering tax reform, it is worth noting that residents may have, at best, only a general understanding of how the tax system works.

When it comes to evaluating the purpose of tax reform, roughly equivalent percentages agree that the purpose of tax reform should be to offset cuts to health care and education (72 percent) versus reducing the complexity of the tax code (65 percent). While the items look similar, they are not strongly correlated, meaning that respondents who want tax reform to offset cuts to health care and higher education are not necessarily the same people who want tax reform to reduce the complexity of the tax system.

While there are differences across demographic and partisan groups, the differences are primarily of degree (indicating strong agreement rather agreement) rather than kind (agree versus disagree).

When looking at this data it is important to note that the data is NOT mutually exclusive and that these were two separate questions worded as follows:

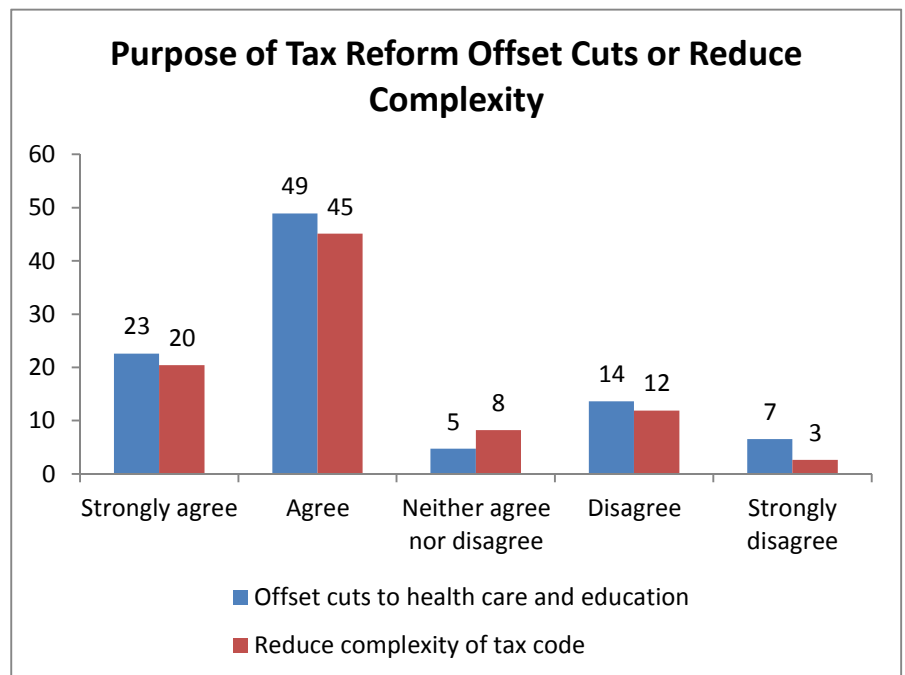
***Please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements:***

***"Any change in state taxes should increase state tax revenues to help offset ongoing cuts in government services like health care and higher education"***

*Strongly Agree / Agree / Neither agree nor disagree / Disagree / Strongly Disagree / (Not read: Don't Know)*

***"Any change in state taxes should reduce the complexity of the state tax code"***

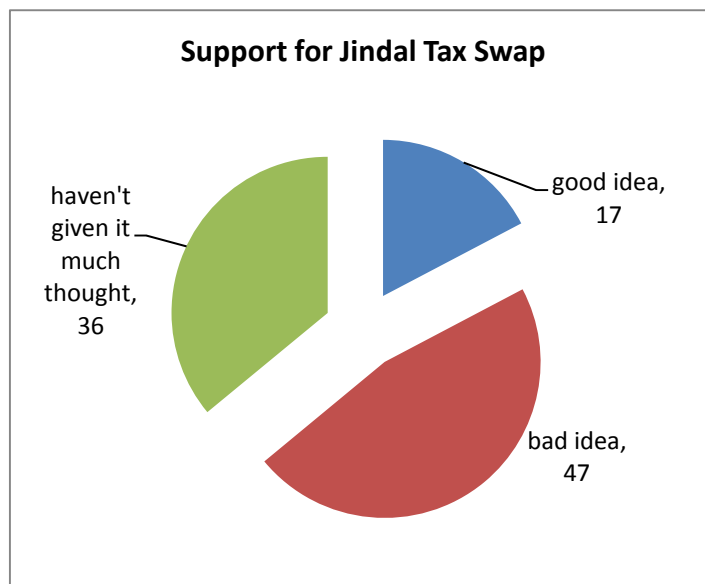
*Strongly Agree / Agree / Neither agree nor disagree / Disagree / Strongly Disagree / (Not read: Don't Know)*



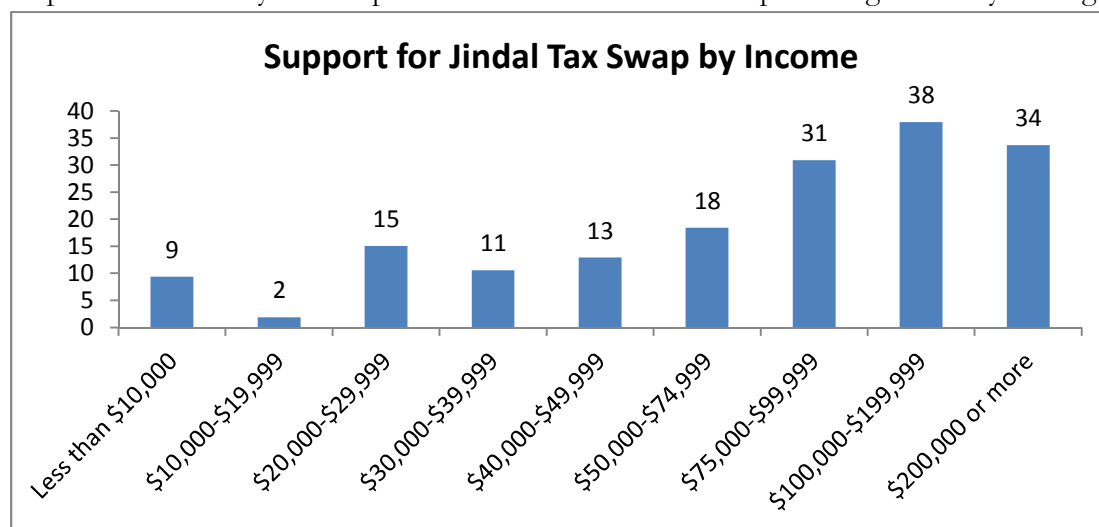
Given the combination of low levels of information and general satisfaction with the status quo, it is not surprising that among Louisianans Governor Jindal's tax reform meets with considerable resistance. The specific question wording is as follows:

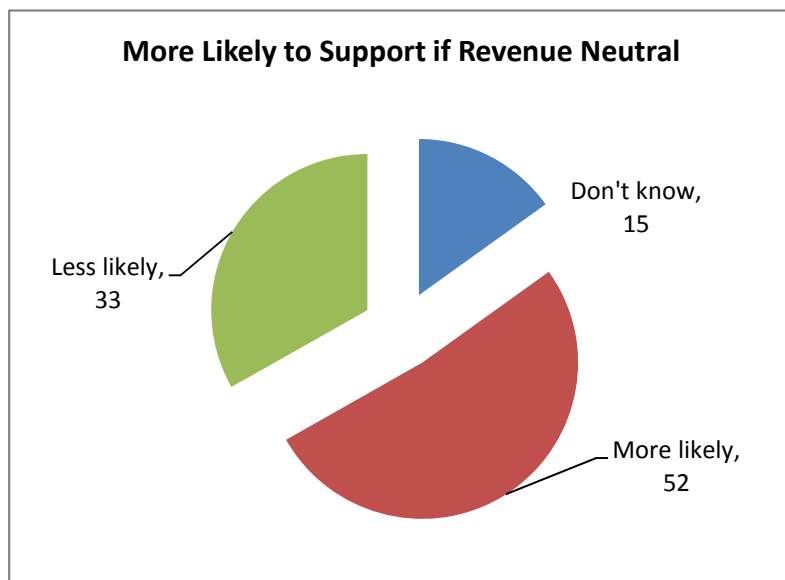
*As you may have heard, Governor Bobby Jindal has proposed eliminating state income and corporate taxes while raising state sales taxes. Do you think this is a good idea, a bad idea, or haven't you given it enough thought?*

Forty-seven percent of residents say the tax swap is a bad idea while 36 percent say they haven't given it much thought. Only 17 percent say the proposal is a good idea.



Nonwhite respondents (59 percent) are more likely to say it's a bad idea than white respondents (39 percent). College graduates are more likely to have an opinion on the tax swap and subsequently are more likely to say it is a bad idea (52 percent) rather than a good idea (23 percent). Women are more likely than men to say it is a bad idea (51 percent compared to 42 percent). While support increases among Republicans, it's only among strong Republicans that the percent who think it is a good idea (39 percent) outnumber the percent who think it is a bad idea. Among strong Democrats, the percent who say it is a bad idea (44 percent) outnumber the percent saying it is a good idea (4 percent) by an 11-1 margin. Interestingly though, even among partisans there is a substantial number (between a quarter and a third) who say they don't know or haven't given it enough thought. Among all income groups, except the highest earning group, (\$200k or more) the percentage of respondents who say the swap is a bad idea outnumbers the percentage who say it is a good idea.

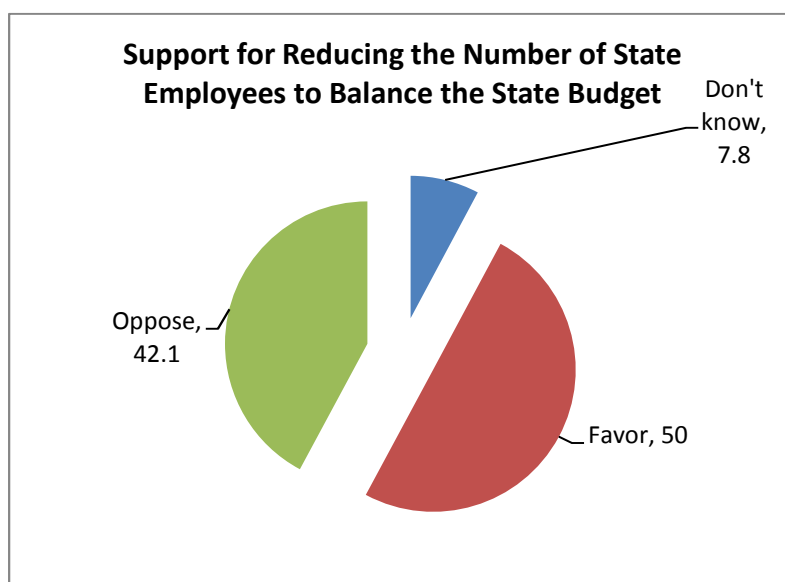




Louisiana residents do indicate that they are more likely to support the Jindal tax swap if it is revenue neutral. Knowing the tax swap would be revenue neutral increases the likelihood of support among respondents who said it was a good idea to begin with (84 percent say they would be more likely to support the plan) and among respondents who said they hadn't given it enough thought (58 percent were more likely). For respondents who started off saying

the plan was a bad idea, however, making it revenue neutral has a more mixed effect. More than half (54 percent) say it would make them less likely to support the tax swap while just over a third (34 percent) say they would be more likely to support the plan. We have limited data on this point but it is likely that the respondents who show less support for a revenue neutral plan are likely residents who would like to see tax reform offset spending cuts.

On balance, making the plan revenue neutral appears to increase support but it is not without its risk. For reference the question defined the meaning of revenue neutral and the exact question wording was: *Would you be more or less likely to support this proposal if it was designed to be revenue neutral, meaning the total amount of the state raises in tax revenues stayed about the same?*

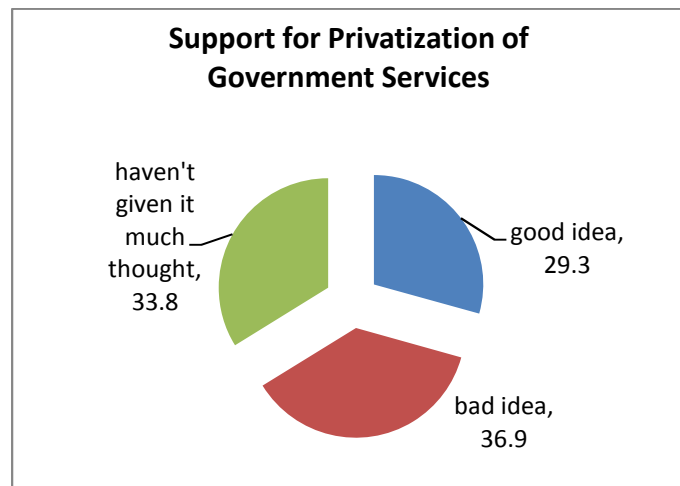


Louisiana residents do show a willingness to reduce the number of state employees as a mechanism for balancing the budget. Fifty percent of respondents said they would support reducing the number of state employees to balance the budget while 42 percent were opposed and 8 percent did not know. Support for reducing the number of state government employees is greatest in Southwest Louisiana (64 percent) and lowest in New Orleans and Baton Rouge (41

percent each). Support for reducing government employees is also stronger among whites (60 percent), the wealthy (63 percent support for individuals making \$75,000 or more), men (56 percent), and Republicans (60 percent).

Privatizing government services generates less support, though it is worth noting the relatively large number of respondents – more than a third – who say they haven’t given it much thought. The specific question wording is listed as follows:

*Some people argue that contracting private companies to perform state government services can save money and provide those services more quickly and at a lower cost. Others argue that privatizing state government services means there is less accountability for how services are provided and little or no cost savings. What about you? In general, do you think contracting private companies to perform government services is a good thing or bad thing, or you haven't given it enough thought?*



Overall, 29 percent of Louisiana residents said privatization was a good idea, 37 percent said it was a bad idea, and 34 percent said they hadn’t given it much thought.

One reason for the imbalance in public attitudes toward taxes in spending – residents generally are reluctant to raise taxes but also prefer more government spending across a range of issues – is the perceptions of government waste. To gauge the level of waste in government

spending, we asked respondents: “For every dollar Louisiana state government spends, how many cents do you think are wasted?” Slightly more than 1 in 5 Louisiana residents (21 percent) acknowledged they simply did not know. Among those respondents who offered an estimate, the average was 49 cents. This means residents who gave an estimate believe that half of every dollar spent by state government is wasted.

Notably, there is wide variation around the mean. Approximately 18 percent of residents who gave an estimate say state government wastes between 1 cent and 25 cents on every dollar spent, 26 percent said state government wastes between 26 and 50 cents, 30 percent said between 50 and 74 cents, and 25 percent said 75 cents or more. Interestingly, perception of state government waste is not a partisan issue. Democrats see as much (if not more waste) in state government as Republicans.

These numbers present a challenge to policy-makers trying to address significant budget shortfalls. Residents appear to believe there is enough waste in state government to cover spending on public services while cutting (or at least not raising) taxes.

## CHAPTER THREE: EDUCATION

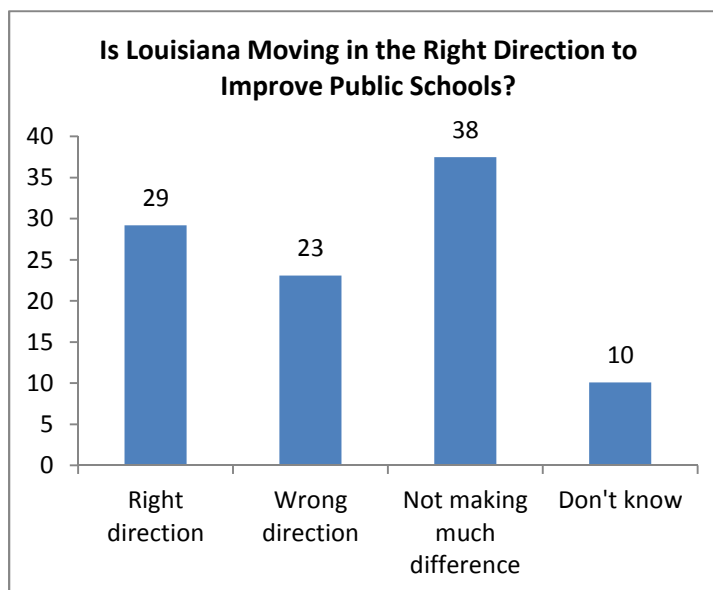
Last year, the state adopted a major reform of primary and secondary education. To gauge the success of the reform, we asked respondents whether the state was moving in the right direction to improve public schools. The specific question wording is as follows:

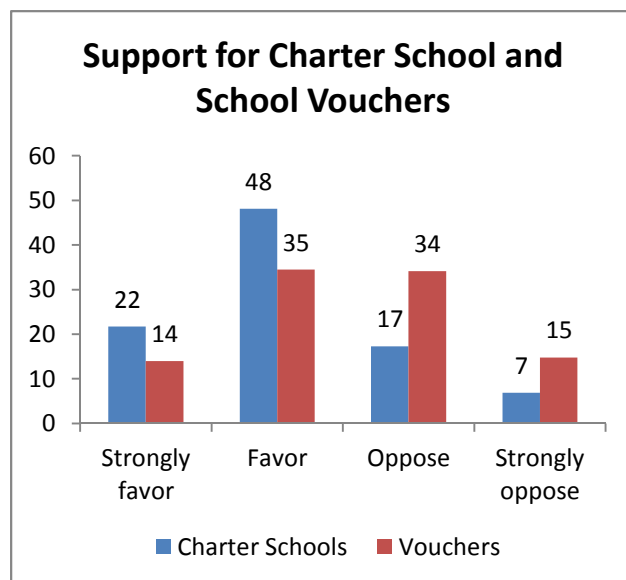
*Overall, do you think the education reforms put into place last year are moving the state in the right direction with respect to improving primary and secondary education, or moving the state in the wrong direction, or are not making much of a difference?*

Louisiana residents might be best described as agnostic when it comes to the effect of education reform. Twenty-nine percent of residents said reform was moving the state in the right direction, 23 said the state was moving in the wrong direction, and 38 percent said reform was not making much a difference. Less educated respondents were more likely than better educated respondents to say the state was moving in the right direction. Forty-seven percent of respondents with less than a high school education said the state was moving in the right direction while 8 percent said the state was moving in the wrong direction. In contrast, 23 percent of college educated residents said the state was moving in the right direction and 34 percent said the state was moving in the wrong direction. Respondents with children in public schools were less likely to say the state was moving in the right direction than respondents with children in private schools (though this difference is not statistically significant). Thirty-eight percent of respondents with a child in private school said reform was moving the state in the right direction compared to 25 percent of respondents with a child in public school.

Public uncertainty over the consequences of school reform may be rooted in uncertainty over vouchers, particularly when paired against charter schools. To gauge public opinion on charter schools and vouchers, we asked respondents the following two questions:

- *A charter school is a public school that functions independently of local school district control. Would you favor or oppose opening more charter public schools, as long as they maintain certain standards set by the state government?*
- *Do you favor or oppose providing parents with children in failing public schools with tax money in the form of scholarships to help pay for their children to attend private or religious schools?*





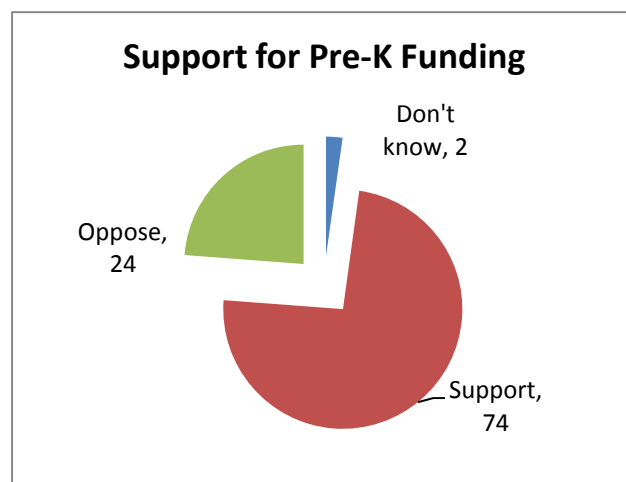
Notably, we changed the wording of our voucher question to specifically mention “scholarships” rather than vouchers. This change in wording did not significantly alter the results over last year’s survey. In 2012, 48 percent of respondents favored (31 percent) or strongly favored (17 percent) school vouchers. In this year’s survey, 49 percent favored (35 percent) or strongly favored (14 percent) “scholarships.” Regardless of question wording, opinion is nearly evenly divided.

When it comes to charter schools, in contrast, opinion was much more supportive. Forty-eight percent of respondents favor and 22 percent

strongly favor opening more charter schools. Charter schools receive their greatest support in New Orleans (78 percent) and Northshore and surrounding parishes (76 percent) and their least support in Baton Rouge (62 percent) and Southwest Louisiana (63 percent). Vouchers, in contrast, receive greater support in Baton Rouge (55 percent) and the Northshore and surrounding parishes (56 percent) and receive less support in the other regions of the state.

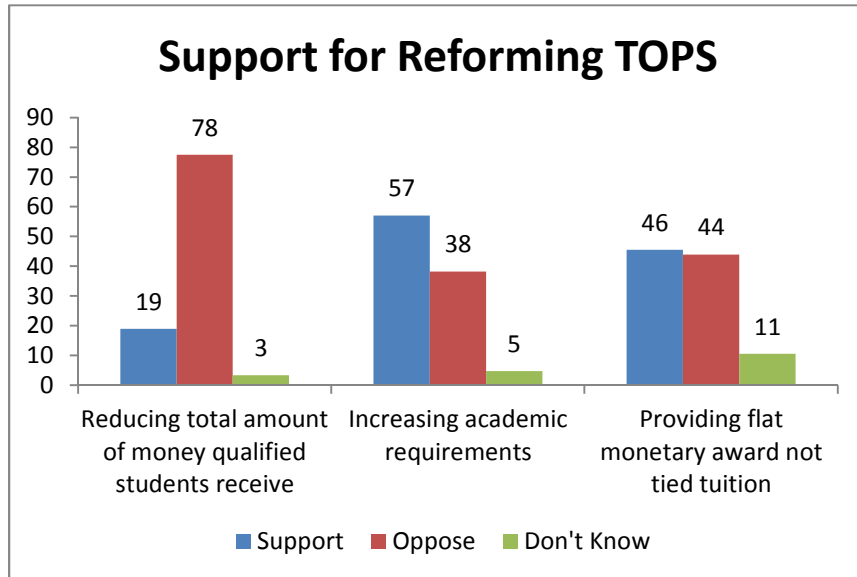
Public uncertainty over school reform may also be associated with questions of accountability. There is an overwhelming consensus – 82 percent – that “private schools that accept vouchers should be held to the same accountability standards as public schools.” While there are some differences across groups (e.g., younger residents are slightly less likely to agree) agreement that private schools should be held to the same accountability standards generally hovers between 70-80 percent.

As in previous years, the public also express strong support for expanding pre-k programs. Seventy-four percent of adults would support “a proposal for state government to provide funding so that all 4-year olds can attend a high quality pre-kindergarten program if their parents want them to.” Support is generally high across partisan and demographic groups but is highest among younger, minority, less educated, and poorer residents. For example, eighty percent of younger residents, 18-34, support expanding pre-k programs compared to 62 percent of adults 65 and older. Support is also nearly universal among strong Democrats (94 percent) though it also remains at high levels for Republicans (61 percent) and strong Republicans (64 percent).



## CHAPTER FOUR: TOPS

The TOPS program has been one of the more of the successful and popular policy initiatives in Louisiana. Because of the total costs, however, there are often suggestions for changing program requirements.



Reducing the total amount of the award generates little support across demographic or partisan groups. There is some willingness to reduce the total amount awarded among older respondent, less educated, and poorer respondents, but the highest level of support for reducing the total amount awarded is 31 percent (for the 65 and older age group).

Perhaps because the TOPS program is largely seen as a scholarship program, there is more support for increasing the academic requirements. Fifteen-seven percent of residents support increasing the academic requirements for TOPS while 38 percent are opposed and 5 percent do not know. Support for increasing the academic requirements is divided along racial and partisan lines. Forty-five percent of nonwhite respondents support increasing academic requirements compared to 64 percent of white respondents. Similarly, 46 percent of strong Democrats support increasing academic requirements compared to 69 percent of strong Republicans.

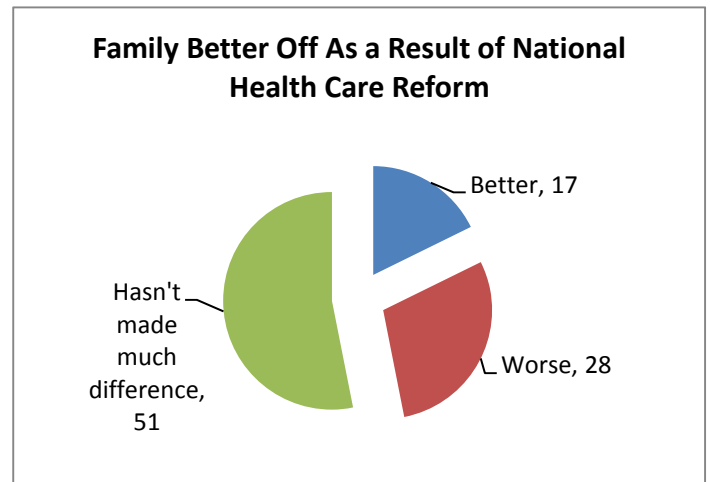
The public is nearly even divided on providing a flat monetary award – 46 percent support a flat award, 44 percent are opposed, and 11 percent are unsure or do not know. Less educated respondents support providing a flat monetary award by a 56 – 30 margin while college educated respondents are opposed 41-53.



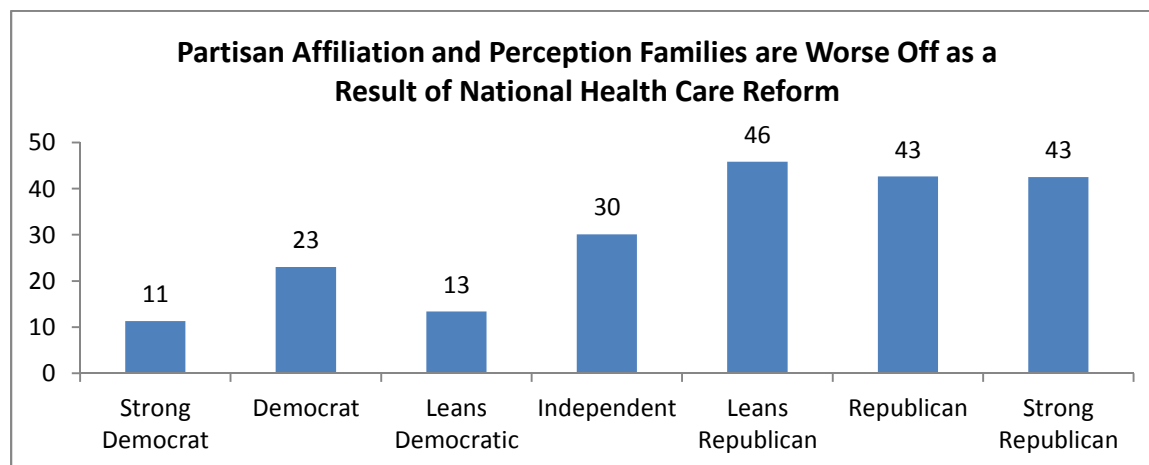
## CHAPTER FIVE: HEALTH CARE

To gauge how Louisiana residents have been affected by national health care reform, we asked the following question: *Do you think you and your family are better off or worse off as result of: national health care reform, or hasn't it made much difference?* A majority of residents – 51 percent - say it hasn't made much difference, 17 percent say they are better off and 28 percent say worse off. New Orleans residents are more than twice as likely to say they are better off under national health care reform: 32 percent of New Orleans residents say they are better off compared to 15 percent of residents in Southwestern Louisiana and 14

percent in Baton Rouge. Perceptions of national health care reform divide the population in predictable ways. Minority, less educated, poorer, and Democratic partisans say they are better off as a result of national health care reform, while white, better educated, wealthier, and Republican partisans say they are worse off.



- 31 percent of minorities compared to 8 percent of white respondents say they are better off under national health care reform.
- 31 percent of residents with less than a high school education say they are better off compared to 13 percent with a high school education and 18 percent with a college degree.
- 23 percent of residents earning less than \$30k say they are better off compared to 10 percent of residents earning more than \$75k.
- Republican partisans are, not surprisingly, much more likely to say they're worse off. Forty-three percent of strong Republicans compared to 11 percent of strong Democrats say they are worse off.

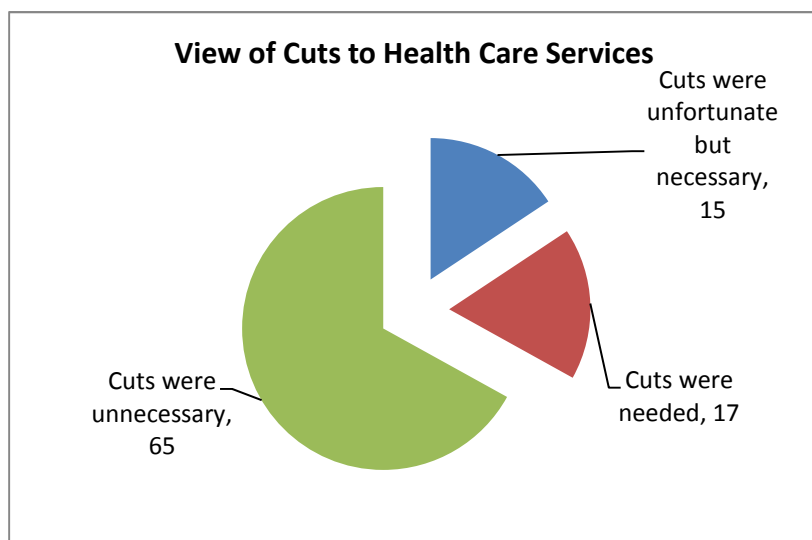




At the state level, Louisiana residents express concerns about existing cuts to health care services. The specific question wording is as follows:

*Over the past several budget cycles, state government has cut spending on the public health care system. This includes state run hospitals which provide health care services for the poor and uninsured. Which of the following best describes your view of these cuts?*

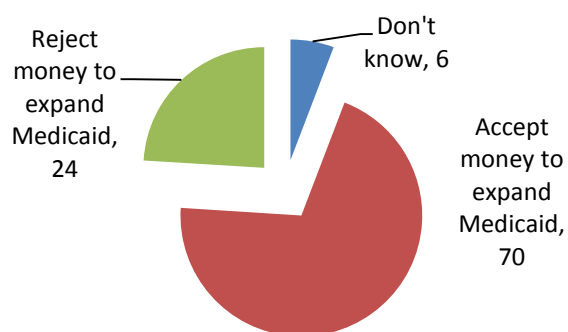
- a) *Cuts were unfortunate but necessary given tight budgets*
- b) *Cuts were needed to achieve greater efficiency in providing health care services*
- c) *Cuts were unnecessary and make it more difficult for the poor and uninsured to find quality care*



Sixty-five percent of residents said the cuts were unnecessary and make it more difficult for the poor and uninsured to find quality care, 15 percent said they were unfortunate but necessary and 17 percent said they were needed. While there are differences across demographic and partisan groupings, a majority or plurality of residents consistently said the cuts were unnecessary. For example, 50 percent of strong Republicans said the cuts were unnecessary, while 28 percent said

the cuts were unfortunate but necessary due to tight budgets and 17 percent said they were necessary to achieve greater efficiency in providing health care services. In terms of income the percent saying the cuts were unnecessary is 70 percent for residents earning less than \$30,000 annually, 67 percent for those earning between \$30-74,999, and is 54 percent for residents making \$75,000 or more per year. For reference, 18 percent of those making less than \$30,000 said cuts were needed and 10 percent said cuts were unfortunate but necessary given tight budgets.

### Should Louisiana Accept or Reject Money to Expand Medicaid?



Louisiana residents also express sharp disagreement with the decision of Governor Bobby Jindal to reject the federal Medicaid expansion. Seventy-percent of residents said the state should accept federal money to expand Medicaid, 24 percent said the state should reject the money, and 6 said they did not know or were unsure. These results stand in contrast to a survey conducted by Voter Consumer Research in January which found 51 percent of voters thought the state should accept federal money to expand Medicaid while 43 percent said the state should not. They

reported similar results for a follow up question that specifically linked the decision to reject the money to expand Medicaid to Governor Bobby Jindal. The specific question wordings are listed as follows:

*Louisiana Survey: Do you think the Louisiana state government should accept or reject federal money to expand the Medicaid program for uninsured adults?*

*Voter Consumer Research: One of the features of the federal health care law is that it increases the number of people covered by Medicaid, the program that is run jointly by the federal and state government to provide health care for low income and disabled residents. If states agree to increase the number of people covered, the federal government would pay 100% of the cost for the first four years, and 90% of the cost in the future. If Louisiana participates more Louisianans would receive health coverage, but some critics argue that the state cannot afford future costs of expanding health coverage under Medicaid. First, do you think Louisiana should participate in the expansion of Medicaid or should it not participate?*

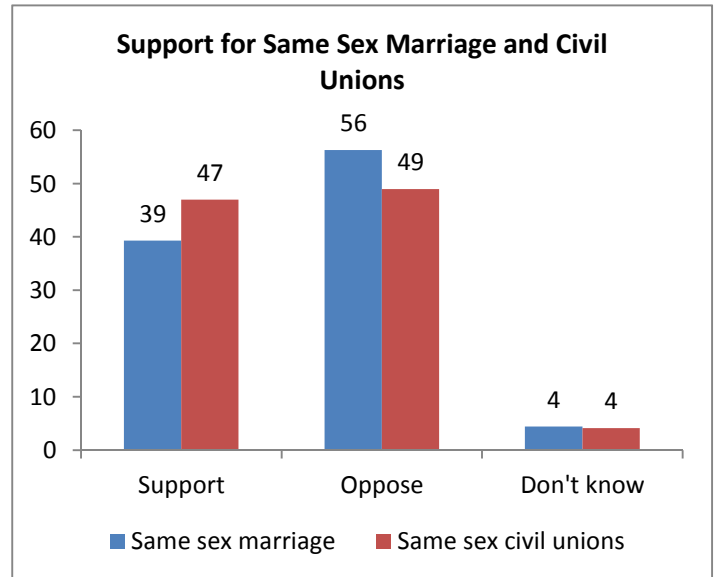
The differences in response reveal an important facet of public opinion: It shifts when citizens are provided additional information. Our question tells us that given no additional information, citizens believe the state should accept the money to expand the Medicaid program to cover uninsured adults. Once informed of potential costs support declines, but a majority continue to support accepting federal money.

Minority, less educated, and lower income residents overwhelmingly say the state should accept money to expand the Medicaid program. Ninety-one percent of minority respondents said the state should accept the money to expand Medicaid as did 90 percent of resident with less than a high school education and 84 of residents earning less than \$30,000 annually. Not surprisingly, this is also an issue that draws sharp distinctions along partisan lines. Ninety-four percent of strong Democrats compared to 44 percent of strong Republicans said the state should expand the Medicaid program.

## CHAPTER SIX: SOCIAL ISSUES

*Same Sex Marriage and Civil Unions.* Increasingly national polls show majorities supporting gay rights, including same sex marriage. A CBS News polls conducted from March 20-24, for example, found that 53 percent of adults believed same sex marriage should be legal, including 73 percent of younger adults, 18-29. On this issue, Louisiana residents lag behind the larger national trend, remaining opposed to same sex marriage by a 56-39 margin.

Louisiana residents are also opposed to civil unions though the margin is much smaller, 49-47, and within the margin of error for the overall survey.



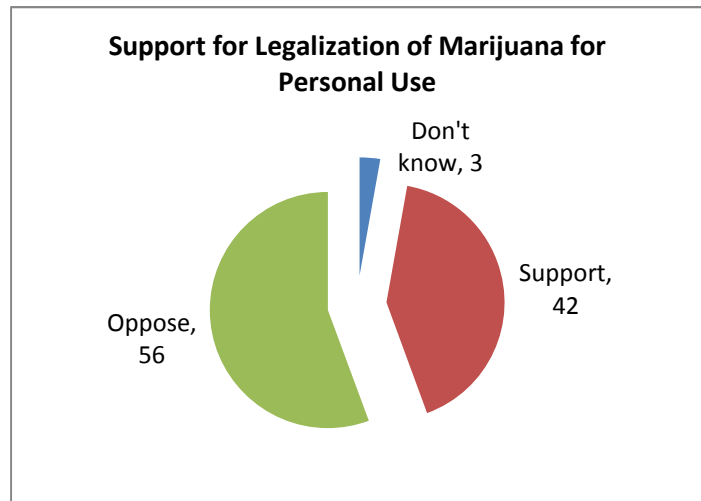
A similar collection of nationwide polls (combined and analyzed by The Williams Institute in 2012) reported support numbers for same sex marriage by state. According to their 2012 data, 31 percent of Louisiana residents supported same sex marriage<sup>2</sup>. As our data was collected in 2013, our 39 percent support number could be considered an increase over time.

Issues of same sex marriage divide the state by region, age, and party. It is perhaps not surprising that New Orleans is most supportive of same sex marriage (58 percent) while Southwest Louisiana (29 percent) and North Louisiana (32 percent) are less supportive. Nor is it surprising that younger residents, 18-34, show stronger support (54 percent) than older residents, 65 and older (26 percent). Self-identified strong Republicans show the greatest opposition – only 17 percent support while 80 percent are opposed. On the other end of the partisan aisle, strong Democrats are split evenly – 48 percent support same sex marriage and 48 percent are opposed. Interestingly, Independents show the greatest support for same sex marriage (50 percent).

We see similar patterns for civil unions. Support is highest in New Orleans (64 percent), among and younger respondents (58 percent). Interestingly, when it comes to partisan affiliation, support for civil unions appears to be stronger among weak partisans and independents; with support ranging from 54 percent for Independents to 69 percent for independents leaning toward the Democratic Party.

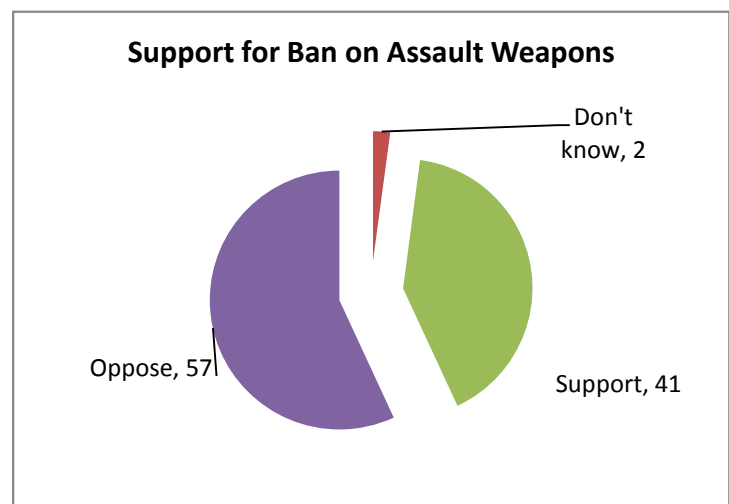
<sup>2</sup> <http://williamsinstitute.law.ucla.edu/wp-content/uploads/Flores-Barclay-Public-Support-Marriage-By-State-Apr-2013.pdf>

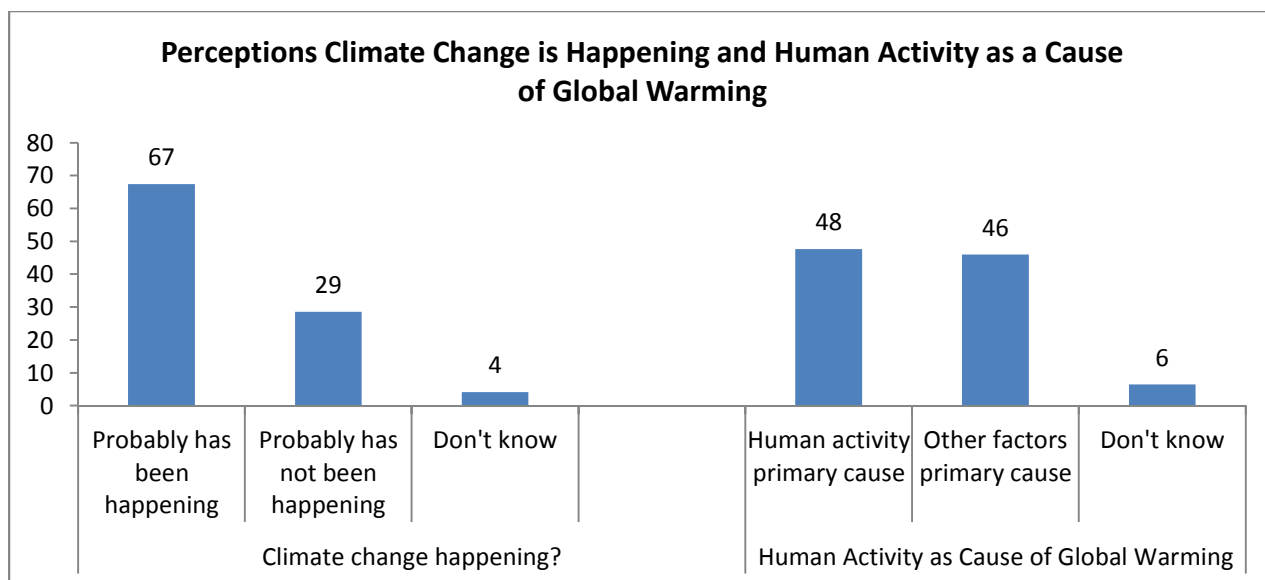
*Legalization of Marijuana:* National polls have similarly reported an increasing liberalization of opinion around the legalization of marijuana. Most recent polls show opinion nearly evenly divided between support for legalization and opposition. A USA Today/Gallup Poll conducted in November 2012 found 48 percent favored legalizing marijuana while 50 percent were opposed. As a result of this liberalization, several states (e.g., Colorado) have liberalized their marijuana laws making marijuana legal for personal use.



According to the 2013 Louisiana Survey, Louisiana residents remain opposed to legalization for personal use. Forty-two percent of residents supported making marijuana legal for personal use while 56 percent are opposed and 3 percent are undecided. Younger respondents are generally more supportive of legalizations. Fifty-two percent of respondents, 18-34, support legalization compared to 25 percent of respondents 65 and older. Curiously, while men are split on the question (50 support legalization and 49 percent opposed), women are overwhelmingly opposed (35 percent support versus 62 percent opposed). Strong Democrats are more in support of Legalization for personal use (50 percent) than Strong Republicans (32 percent).

*Ban on Assault Weapons:* Louisiana residents also differ from national averages in terms of support for banning assault style weapons. A Fox News Poll conducted in March 2013 found 51 percent supported “banning assault rifles and semi-automatic weapons.” Louisiana residents, in contrast, opposed a ban on assault weapons by fairly wide margin: 57 percent – 41 percent. Seventy-five percent of strong Republicans are opposed to banning assault weapons while 45 percent of strong Democrats are opposed. Differences across race, income, education, and gender are not significant.





*Climate Change:* More than two-thirds of Louisiana residents (67 percent) say climate change is happening, while 29 percent say it probably not happening and 4 percent did not know. A Duke University poll conducted in January 2013 found 50 percent of Americans said climate change was definitely occurring while 34 percent said it was probably occurring.

Louisiana residents are more divided on the question of whether human activity is the cause of the change with 48 percent saying human activity is the primary cause and 46 percent identifying other factors. Women (76 percent) are more likely than men (58 percent) to say that climate change is probably happening. Perceptions that climate change is probably happening are relatively high (60 percent or greater) across all partisan groupings with the exception of strong Republicans. Even strong Republicans, however, generally agree (50 percent) that climate change is probably happening.

In terms of the cause of climate change, the most important differences are rooted in education. Sixty-three percent of college educated respondents say climate change is due to human activity compared to 39 percent of residents with less than a high school education and 41 percent of high school graduates.

## CHAPTER SEVEN: FRACKING

The 2012 Louisiana Survey contained a series of randomized questions about public awareness and support for Hydraulic Fracturing or “Fracking.” These questions were repeated in the 2013 Louisiana Survey with a minor variation in question phrasing.

**The Hypothesis:** The natural gas extraction process known as Hydraulic Fracturing or “Fracking” is currently a contentious issue across the country. Since “Fracking” occurs in Louisiana it is pertinent to gauge state wide public sentiment about the process.

It was hypothesized by the Public Policy Research Lab that the actual word “Fracking” may have a negative connotation that was separate from the environmental concerns that often accompany discussions of the process. Due to the harsh consonant sounds in the word itself, and an undeniable similarity to a certain other four letter word starting with the letter ‘F’, it seemed plausible that some of the negative public sentiment about “Fracking” may result from how unpleasant the word itself sounds.

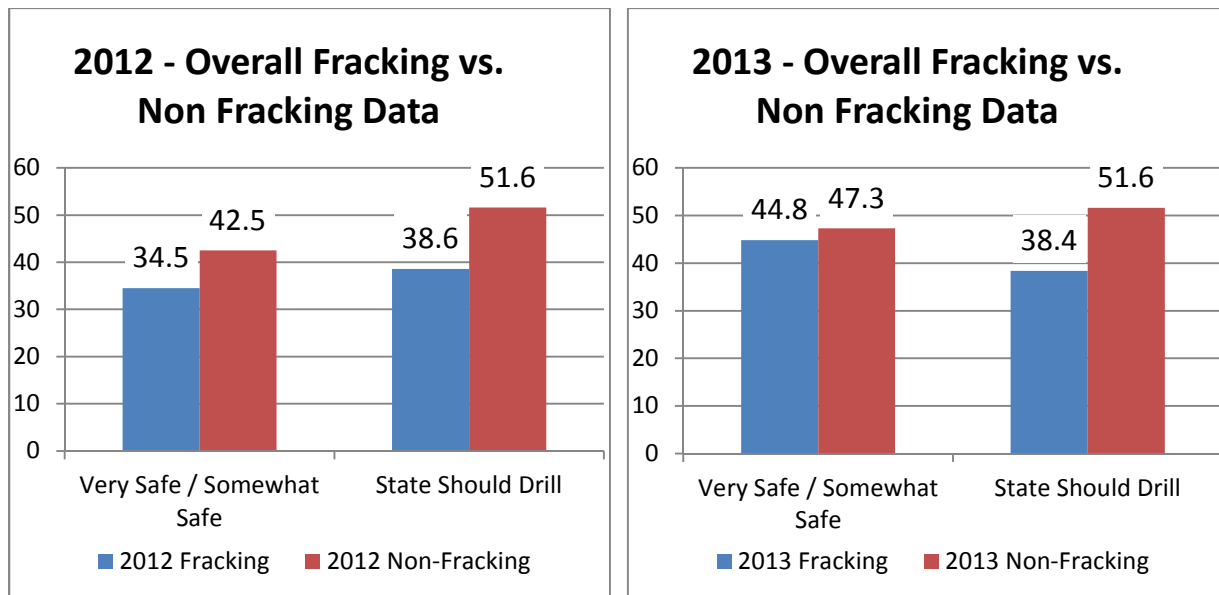
In order to test this hypothesis the Public Policy Research Lab placed two randomly assigned blocks of questions into the 2012 & the 2013 Louisiana Survey. One block contained questions about “Fracking” and used the word “Fracking” while the other block, of near identical questions, used a description of the “Fracking” process without actually using the words “Fracking” or “Fracturing.”

For the 2013 Louisiana Survey the questions were edited slightly as our 2012 version of the questions may have been unintentionally biasing the respondent because we included the word “new” in one of the Non-Fracking questions. We rewrote the question slightly in 2013 to solve this issue. Verbatim questions are on the next page.

Again these blocks of questions were entirely randomized, so roughly half of all respondents received the “fracking” set of questions, and roughly half of all respondents received the “non-fracking” set of questions.

	2012 Wording		2013 Wording	
	Fracking	Non-Fracking	Fracking	Non-Fracking
<b>Awareness</b>	How much have you heard or read about hydraulic fracturing, or fracking--a process that uses the high-pressure injection of water, sand, and chemicals to remove natural gas from rocks deep in the earth's surface --a lot, some, not much or nothing so far?	How much have you heard or read about a <b>new</b> way to extract natural gas that involves using a high-pressure injection of water, sand, and chemicals to remove natural gas from rocks deep in the earth's surface--a lot, some, not much or nothing so far?	How much have you heard or read about hydraulic fracturing, or fracking--a process that uses the high-pressure injection of water, sand, and chemicals to remove natural gas from rocks deep in the earth's surface --a lot, some, not much or nothing so far?	How much have you heard or read about a process that uses the high-pressure injection of water, sand, and chemicals to remove natural gas from rocks deep in the earth's surface --a lot, some, not much or nothing so far?
<b>Safety</b>	As far as you know, do you think hydraulic fracturing or fracking is a very safe method to extract natural gas from the ground, somewhat safe, not very safe, or not at all safe?	As far as you know, do you think this process is a very safe method to extract natural gas from the ground, somewhat safe, not very safe, or not at all safe?	As far as you know, do you think hydraulic fracturing or fracking is a very safe method to extract natural gas from the ground, somewhat safe, not very safe, or not at all safe?	As far as you know, do you think this process is a very safe method to extract natural gas from the ground, somewhat safe, not very safe, or not at all safe?
<b>State Encouragement</b>	Some people say the state should encourage hydraulic fracturing because of the economic benefits, while others say the state should NOT encourage hydraulic fracturing or fracking because of potential environmental impact. Which comes closer to your view?	Some people say the state should encourage drilling for natural gas by this process because of the economic benefits. Others say the state should NOT encourage drilling because of the potential, environmental impact. Which comes closer to your view?	Some people say the state should encourage hydraulic fracturing because of the economic benefits, while others say the state should NOT encourage hydraulic fracturing or fracking because of potential environmental impact. Which comes closer to your view?	Some people say the state should encourage drilling for natural gas by this process because of the economic benefits. Others say the state should NOT encourage drilling by this process because of the potential, environmental impact. Which comes closer to your view?

**Word Choice:** The results indicate that the unpleasant sound of the word “Fracking” might be partially responsible for a lack of support for the process. This differs from 2012 when the use of the word “Fracking” not only caused less support for the process but also seemed to equate with respondents being less likely to think the process is “Very Safe” or “Somewhat Safe.”



In 2013 - For respondents who heard the word “fracking:”

- 44.8 percent think hydraulic fracturing is “somewhat safe” or “very safe”
- 38.4 percent should think the state should encourage the process

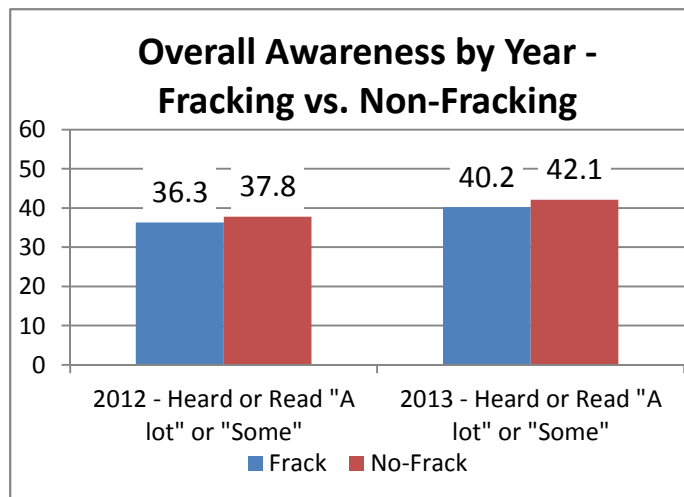
In 2013 For respondents who heard a description but NOT the word “fracking:”

- 38.4 percent think hydraulic fracturing is “somewhat safe” or “very safe”
- 51.6 percent should think the state should encourage the process

In terms of yearly comparisons:

- From 2012 to 2013 an identical percentage of respondents who did NOT hear the word “fracking” think the state should encourage drilling (51.6 percent for both 2012 and 2013)
  - From 2012 to 2013 A functionally identical percentage of respondents who heard the word “fracking” think the state should encourage drilling (38.6 and 38.4 percent between years)
- The gap between the belief that the process is “very safe” or “somewhat safe” for the “fracking” vs. “non-fracking” has narrowed noticeably in 2013





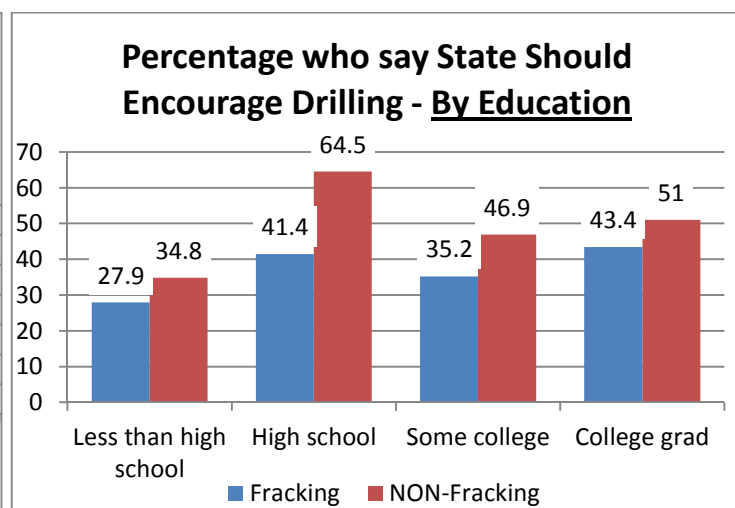
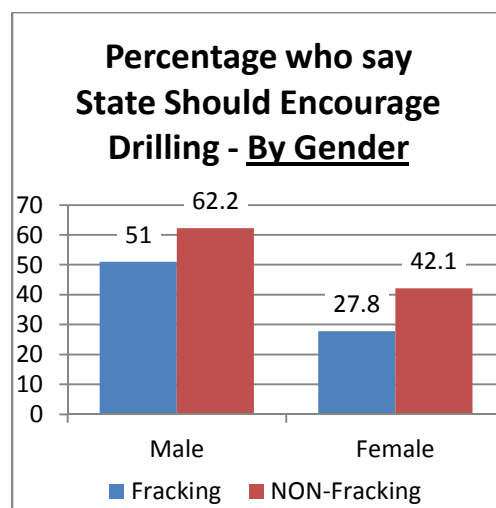
**Overall Awareness:** Interestingly, in both years, regardless of how the question was worded roughly equal percentages of respondents said they had heard a lot or some about hydraulic fracturing.

**Demographic Splits 2012:** In 2012 there were a few notable demographic splits in terms of the “fracking” vs. “non-fracking” set of questions. Respondents aged 18-34 were much more likely to say the process was ‘somewhat safe’ or ‘very safe’ when they did NOT hear the word “fracking”, whereas respondents 35 and older saw very little movement between “fracking” vs. “non-fracking.”

The other big demographic split in 2012 was across party lines. Democrats were much more likely to think the process was ‘safe’ or ‘very safe’ when they did not hear the word “fracking” and Republicans had no difference in their views on the safety of the process.

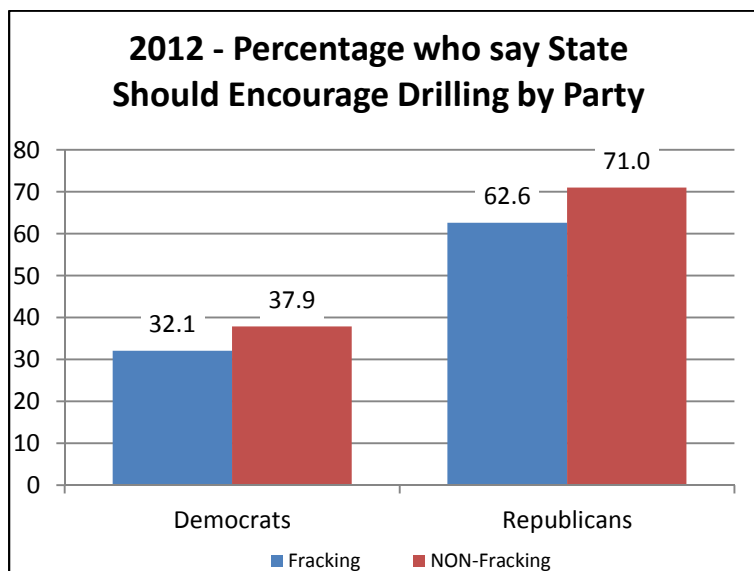
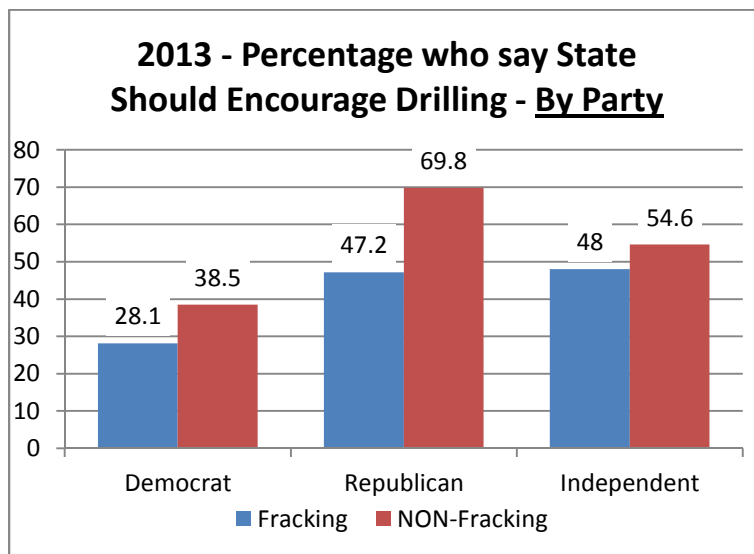
**Demographic Splits 2013:** In terms of the safety question, there were no statistically relevant splits across demographics. This lines up with the lack of a clear split in the overall data for the safety question. However, there are large demographic differences in the should-the-state-encourage-drilling question.

- Though both genders are more likely to say the state should encourage drilling when the word “fracking” is NOT used, for women the point difference is slightly higher (14.3) compared to (11.2) for men. Men are also, overall, more supportive of the process.
- Amongst all education levels respondents are more likely to say the state should encourage drilling when the word “fracking” is NOT used, though not using the word “fracking” has the biggest impact on high school grads (without any college education) with a 23.1 point difference.



There are also noticeable differences across party lines when it comes to using the word “fracking” in reference to the should-the-state-encourage-drilling question.

- Just as it was in 2012 Democrats are not likely to say the state should encourage drilling, regardless of whether the word “fracking” is used. However, not using the word does cause a slight increase in support.
- Republicans are, overall, more likely to say the state should encourage drilling, regardless of whether the word “fracking” is used. However, there is a large increase among Republicans (22.6) points when the word “fracking” is NOT used.
  - This differs from 2012 when using the word “fracking” had little effect on Republican’s sentiment.
- Much like Democrats, for Independents not using the word “fracking” causes little change in support. However, Independents are, overall, more supportive of the state encouraging drilling than Democrats.



# THE SURVEY INSTRUMENT & FREQUENCIES

*About the Survey:* The 2013 Louisiana Survey includes a traditional landline telephone survey combined with a survey of Louisiana cell phone users. The results presented here have been weighted to reflect current population demographics as reflected in the most recent available Census data. The combined survey includes 930 respondents including 574 respondents selected from landline telephone numbers via random-digit dialing and 356 respondents selected from available cell phone blocks. Interviews were conducted from February 8 to March 17, 2013. The overall survey has a margin of error of +/- 3.6 percentage points. The response rate for the landline portion of the survey was 21 percent, meaning that 21 percent of calls to eligible households resulted in a completed interview. The response rate for the cell phone survey was 12 percent. Response rates for surveys have been consistently declining over the past several decades and these response rates are within the range of what has been reported by national survey organizations such as Pew Center for the People and the Press and Gallup.

Please note the percentages are weighted to closely mimic current census figures. As a result the core amount of respondents choosing an answer will not match the weighted percentage number.

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

Direction of the State	%	N
Don't know	10.1	87
Right direction	38.3	336
Wrong direction	51.5	503
Total	100	926

2. In your opinion, what do you think is the SINGLE most important problem facing the state of Louisiana?

*Please note this was an Open-Ended question, and the data is coded thematically.*

Most Important Problem	%	N
Economy	25.5	192
Education	20.3	204
Politics	13.6	126
State Budget	11.4	131
Crime	10.9	67
Health Care	8.6	67
Others	3.9	37
Roads	3.2	20
Environment/Coastal	2.8	20

3. How much confidence would you say you have in state government to effectively address this problem? Would you say you are very confident, somewhat confident, not very confident, or not at all confident?

<b>Confidence State Government Can Effectively Address Most Important Problem</b>		
	<b>%</b>	<b>N</b>
Don't know	2.6	18
Very confident	7.8	64
Somewhat confident	31.1	290
Not very confident	29.2	280
Not at all confident	29.4	276
Total	100	928

4. 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?

<b>Personal Finances</b>	<b>%</b>	<b>N</b>
Don't know	0.1	2
Better	18.5	152
Same	53.2	483
Worse	28.3	293
Total	100	930

5. 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?

<b>State Business Conditions</b>	<b>%</b>	<b>N</b>
Don't know	6	52
Better	19.4	174
Same	48.1	463
Worse	26.4	241
Total	100	930

6. 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?

<b>National Business Conditions</b>	<b>%</b>	<b>N</b>
Don't know	5.9	43
Better	20.7	162
Same	28.5	253
Worse	44.9	472
Total	100	930

7. When it comes to the overall state economy, would you say Louisiana is currently faring better than the rest of the country, worse than the rest of country or about the same as the rest of the country?

<b>Louisiana faring better than rest of the country?</b>	<b>%</b>	<b>N</b>
Don't know	5.1	43
Better	28.9	309
Same	36.2	324
Worse	29.8	252
Total	100	928

8. And how do you think the Louisiana economy compares relative to other southern states? Do you think Louisiana is currently faring better than the rest of the south, worse than the rest of the south or about the same?

<b>Louisiana faring better than rest of the south?</b>	<b>%</b>	<b>N</b>
Don't know	5.6	48
Better	22	208
Same	51.3	490
Worse	21.2	184
Total	100	930

9. How much have you heard or read about hydraulic fracturing, or fracking--a process that uses the high-pressure injection of water, sand, and chemicals to remove natural gas from rocks deep in the earth's surface --a lot, some, not much or nothing so far?

<b>Heard or read about hydraulic fracturing</b>	<b>%</b>	<b>N</b>
Don't know	0	1
A lot	15.2	101
Some	25	144

Not much	21.4	94
Nothing so far	38.4	152
Total	100	492

10. As far as you know, do you think hydraulic fracturing or fracking is a very safe method to extract natural gas from the ground, somewhat safe, not very safe, or not at all safe?

<b>Safety of hydraulic fracturing</b>	<b>%</b>	<b>N</b>
Don't know	29.7	142
Very safe	11	66
Somewhat safe	33.8	172
Not very safe	13.6	67
Not at all safe	11.8	44
Total	100	491

11. Some people say the state should encourage hydraulic fracturing because of the economic benefits, while others say the state should NOT encourage hydraulic fracturing or fracking because of potential environmental impact. Which comes closer to your view?

<b>Encourage or not encourage hydraulic fracturing</b>	<b>%</b>	<b>N</b>
Don't know	21.9	108
State should encourage drilling	38.4	212
State should not encourage drilling	39.7	166
Total	100	486

12. How much have you heard or read about a process that uses the high-pressure injection of water, sand, and chemicals to remove natural gas from rocks deep in the earth's surface --a lot, some, not much or nothing so far?

<b>Heard or read about new way to extract natural gas</b>	<b>%</b>	<b>N</b>
Don't know	1.2	4
A lot	21.3	106
Some	20.8	98
Not much	21.3	94
Nothing so far	35.4	136
Total	100	438

13. As far as you know, do you think this process is a very safe method to extract natural gas from the ground, somewhat safe, not very safe, or not at all safe?

Safety of process to extract natural gas	%	N
Don't know	29	120
Very safe	15.4	74
Somewhat safe	31.9	139
Not very safe	13.3	60
Not at all safe	10.4	44
Total	100	437

14. Some people say the state should encourage drilling for natural gas by this process because of the economic benefits. Others say the state should NOT encourage drilling by this process because of the potential, environmental impact. Which comes closer to your view?

Encourage or not encourage drilling for natural gas by this new process		
Don't know	12.7	60
State should encourage drilling	51.6	234
State should not encourage drilling	35.7	140
Total	100	434

15. 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?

State income taxes	%	N
Don't know	7.3	58
Too high and need to be reduced	37.1	361
Too low and need to be increased	9.4	63
Just about right	46.2	442
Total	100	924

16. 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?

State sales taxes	%	N
Don't know	2.7	18
Too high and need to be reduced	44.6	431
Too low and need to be increased	3.7	38
Just about right	49	443
Total	100	930

17. What about local property taxes, would you say local property taxes are too high and need to be reduced, too low and need to be increased, or just about right?

Local property taxes'	%	N
Don't know	11.7	85
Too high and need to be reduced	42.5	366
Too low and need to be increased	5.7	46
Just about right	40.1	431
Total	100	928

Now I am going to read different types of taxes that could theoretically be raised. As I read through each one, please tell me whether you would support or oppose raising taxes in this area.

18. To begin, would you favor or oppose.. Increasing state taxes on tobacco

State taxes on tobacco	%	N
Don't know	1.5	20
Favor	57.7	578
Oppose	40.7	330
Total	100	928

19. Increasing state taxes on beer, wine and other alcoholic beverages.

State taxes on beer, wine, and other alcohol	%	N
Don't know	2.2	19
Favor	56.1	561
Oppose	41.8	347
Total	100	927

20. Increasing state taxes on gasoline and oil

State taxes on gasoline and oil	%	N
Don't know	1.1	10
Favor	6	44
Oppose	92.8	873
Total	100	927

21. Increasing state income taxes on higher earning individuals and households?

State income taxes on higher earning individuals	%	N
Don't know	3.8	31



Favor	44.6	399
Oppose	51.6	496
Total	100	926

22. Reducing or eliminating the homestead exemption which provides deductions for up to \$75,000 on local property taxes.

Reducing or eliminating homestead exemption	%	N
Don't know	8.5	50
Favor	26	233
Oppose	65.5	643
Total	100	926

23. Increasing state taxes on gaming in casinos

State taxes on gaming in casinos	%	N
Don't know	3	26
Favor	75	714
Oppose	22	189
Total	100	929

24. Increasing the state sales tax by one cent on every dollar spent

State sales tax by one cent on every dollar spent	%	N
Don't know	1.6	16
Favor	32.6	259
Oppose	65.9	652
Total	100	927

25. Would you favor or oppose an increase in the state gasoline tax if the money were dedicated to improving highways, bridges, and other infrastructure?

State gasoline in dedicated to improving infrastructure	%	N
Don't know	2.2	17
Favor	52	459
Oppose	45.8	454
Total	100	930

26. When it comes to income taxes, What do you personally consider a higher earning household?  
Please stop me when I get to the income category that you would consider higher income.

What Does R Consider Higher Income Household?	%	N
Don't know	2.7	30
less than \$50,000	3.2	29
\$50,000-\$74,999	11.5	84
\$75,000-\$99,999	20.6	165
\$100,000-\$149,999	23.8	200
\$150,000-\$249,999	17.4	178
\$250,000-\$499,999	14	170
\$500,000-\$999,999	4	44
\$1,000,000 or more	2.9	24
Total	100	924

Questions about Tax Reform in Louisiana:

27. If you had to choose, would you rather have a smaller state government providing fewer services, or a bigger state government providing more services?

Smaller government providing fewer services or bigger government providing more		
Don't know	6.8	60
Smaller providing fewer services	45.7	481
Bigger government providing more services	47.5	375
Total	100	916

28. How informed would you say are about Louisiana state taxes? Would you say you are..

Informed about Louisiana state taxes	%	N
Don't know	0.1	1
very informed	17.3	166
somewhat informed	57.5	553
not very informed	19.3	163
not at all informed	5.9	45
Total	100	928

29. As you may know, the Louisiana state legislature can address budget shortfalls by cutting spending, raising taxes, or a combination of the two. Ideally, how would you prefer to see the state legislature attempt to address budget shortfalls: only with spending cuts, only with tax increases or some combination of both?

Address budget shortfall	%	N
Don't know	3	26
Cut spending	27.1	292
Raise taxes	2.8	30
Some combination	67.1	581
Total	100	929

30. Overall, how fair do you think Louisiana's current tax system is?

Fairness of Louisiana tax system	%	N
Don't know	4.1	35
very fair	6.7	48
moderately fair	63.3	611
not too fair	14.4	139
not fair at all	11.4	96
Total	100	929

31. Do you think you pay more than your fair share of taxes, less than your fair share, or about the right amount?

Fair share of taxes	%	N
Don't know	1	14
More than fair share	41.6	370
Less than fair share	3.2	28
About the right amount	54.1	515
Total	100	927

32. Which of the following bothers you most about state taxes?

Bothers R most about taxes	%	N
Don't know	1.5	23
Amount you pay in taxes	11.2	95
Complexity of tax system	14	143
Feeling some people get away without paying their fair share	62.2	571
Nothing bothers me about taxes	11.2	91
Total	100	923

33. Please tell me whether you think the following groups pay less than their fair share in state taxes, pay more than their fair share in state taxes or pay about the right amount?

a) The Poor...

Poor pays fair share?	%	N
Don't know	5	64
Pay less than fair share	21.6	194
Pay more than fair share	34.4	285
Pay about the right amount	39	376
Total	100	919

b) The Middle class...

Middle class pays fair share?	%	N
Don't know	1.7	23
Pay less than fair share	6.7	54
Pay more than fair share	43.6	401
Pay about the right amount	48	450
Total	100	928

c) The Rich...

Rich pays fair share?	%	N
Don't know	3.9	46
Pay less than fair share	64.4	571
Pay more than fair share	13.8	126
Pay about the right amount	17.9	185
Total	100	928

d) Large businesses...

Large business pays fair share?	%	N
Don't know	10.7	102
Pay less than fair share	53.8	481
Pay more than fair share	13.5	125
Pay about the right amount	22	217
Total	100	925

e) Small businesses...

Small business pays fair share?	%	N
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Don't know	6	57
Pay less than fair share	7.5	59
Pay more than fair share	46.8	434
Pay about the right amount	39.7	376
Total	100	926

34. Please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements: "Any change in state taxes should increase state tax revenues to help offset ongoing cuts in government services like health care and higher education"

Tax reform should offset cuts to health care and education	%	N
Don't know	3.7	39
Strongly agree	22.6	202
Agree	48.9	415
Neither agree nor disagree	4.7	52
Disagree	13.6	146
Strongly disagree	6.5	71
Total	100	925

35. "Any change in state taxes should reduce the complexity of the state tax code"

Tax reform should reduce complexity of state tax code	%	N
Don't know	11.9	103
Strongly agree	20.4	200
Agree	45.1	426
Neither agree nor disagree	8.2	70
Disagree	11.9	102
Strongly disagree	2.6	22
Total	100	923

36. Which of the following statements comes closest to expressing your view when it comes to reforming the Louisiana tax system?

Overall view of Louisiana tax system	%	N
Don't know	6.1	56
On the whole, works pretty well	47.3	424
Completely change it	46.6	439
Total	100	919

37. How concerned are you about the state's ability to pay for an adequate level of public services such as education and public safety: not at all concerned, not very concerned, somewhat concerned, or very concerned?

Concerns about ability to pay for public services	%	N
Don't know	1	10
Very	54.4	486
Somewhat	30.9	312
Not very	6.7	70
Not at all	6.9	50
Total	100	928

38. As you may have heard, Governor Bobby Jindal has proposed eliminating state income and corporate taxes while raising state sales taxes. Do you think this is a good idea, a bad idea, or haven't you given it enough thought?

Jindal tax swap	%	N
Don't know	1.9	18
good idea	17.3	187
bad idea	46.7	449
haven't given it much thought	34.1	276
Total	100	930

39. Would you be more or less likely to support this proposal if it was designed to be revenue neutral, meaning the total amount of the state raises in tax revenues stayed about the same?

More likely to support if revenue neutral	%	N
Don't know	15.1	133
More likely	51.7	476
Less likely	33.2	308
Total	100	917

40. Which of the following comes closest to expressing what you think the primary purpose of state taxes should be?

Primary purpose of taxes	%	N
Don't know	3.3	30
provide a social safety net	11.9	80
create a competitive business environment	13	145
fund basic government services	71.8	661
Total	100	916

41. For every dollar Louisiana state government spends, how many cents do you think are wasted?  
(Mean=49 cents)

<b>Cents Wasted Per Dollar</b>	<b>%</b>	<b>N</b>
Less than 25 cents	13.9	117
25 cents to 49 cents	20.7	217
50 cents to 75 cents	23.8	231
75 cents or more	19.9	177
Don't Know	21.7	188

42. To help balance the state budget, would you favor or oppose reducing the total number of state government employees?

Reduce total number of state employees to balance state budget		
Don't know	7.8	67
Favor	50	508
Oppose	42.1	346
Total	100	921

43. Some people argue that contracting private companies to perform state government services can save money and provide those services more quickly and at a lower cost. Others argue that privatizing state government services means there is less accountability for how services are provided and little or no cost savings. What about you? In general, do you think contracting private companies to perform government services is a good thing or bad thing, or you haven't given it enough thought?

Privatization	%	N
Don't know	1.8	17
good idea	29.3	284
bad idea	36.9	355
haven't given it much thought	32	269
Total	100	925

44. To the best of your knowledge, what is TOTAL SALES TAX on most purchases you make in the area in which you live?

<b>Total Sales Tax</b>	<b>%</b>	<b>N</b>
Less than 5 cents	2.4	19
5-7 cents	5.1	42
8-10 cents	59.1	611
More than 10 cents	10.8	85

Don't Know	22.3	170
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\*33 percent said 9 cents.

45. As you may be aware, sales taxes in Louisiana include a local tax and a state tax. To the best of your knowledge, what is the state sales tax?

State Sales Tax	%	N
Correct (4 Cents)	16.8	190
Incorrect	45.6	410
Don't Know	37.6	330

46. As you may be aware, TOPS is a scholarship program funded by the state of Louisiana that provides financial support for Louisiana high school students to attend Louisiana state colleges and universities. Some state leaders have proposed reducing the number or amount of TOPS awards as a way of addressing current budget shortfalls. What about you? Would you support or oppose the following proposals:

a) Reducing the total amount of money qualified students receive from the TOPS program?

Reducing total amount of money qualified students receive		
Don't know	3.4	26
Support	19	189
Oppose	77.5	711
Total	100	926

b) Increasing the academic requirements to qualify for an award - for example requiring a higher grade point average and/or ACT score?

Increasing academic requirements	%	N
Don't know	4.7	37
Support	57	544
Oppose	38.2	349
Total	100	930

c) Providing a flat monetary award per student as opposed to the award being tied to tuition costs at a particular college or university.

Providing flat monetary award not tied tuition	%	N
Don't know	10.6	90
Support	45.5	413
Oppose	43.9	423



Total	100	926
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47. In your opinion, how much of an impact does research performed by LSU Baton Rouge have on your community?

Impact of research by LSU-Baton Rouge in community	%	N
Don't know	14.7	154
Significant impact	23.1	220
Noticeable impact	21.7	205
Small impact	17.7	161
Very minor impact	12.6	100
No impact	10.3	86
Total	100	926

48. To the best of your knowledge what type of Research, if any, is LSU Baton Rouge known for?

<Open Ended Question>

49. In your opinion, how much should LSU-Baton Rouge focus on research related to coastal Louisiana?

How much should LSU research focus on the coast?	%	N
Don't know	5.3	43
primary	18.4	163
strong	45.8	447
moderate	26.9	245
Should not be a focus	3.5	30
Total	100	928

Questions about laws in Louisiana:

50. Would you support or oppose a law allowing same-sex couples to be legally married in Louisiana?

Same sex marriage	%	N
Don't know	4.4	39
Support	39.3	310
Oppose	56.3	562
Total	100	911

51. Would you support or oppose a law allowing same-sex couples to form civil unions in Louisiana?

Same sex civil unions	%	N
Don't know	4.1	43
Support	47	427
Oppose	49	449
Total	100	919

52. Would you support or oppose legalizing the possession of small amounts of marijuana for personal use?

Marijuana for personal use	%	N
Don't know	2.8	22
Support	41.6	322
Oppose	55.6	584
Total	100	928

53. Would you support or oppose a state-wide ban on the sale of assault weapons?

Ban on assault weapons	%	N
Don't know	2.1	22
Support	41	384
Oppose	56.9	519
Total	100	925

54. Would you support or oppose the idea of the state of Louisiana leaving the United States and forming its own country?

Louisiana secession	%	N
Don't know	3.1	27
Support	17.1	148
Oppose	79.8	753
Total	100	928

Questions about education in Louisiana:

55. Overall, do you think the education reforms put into place last year are moving the state in the right direction with respect to improving primary and secondary education, or moving the state in the wrong direction, or are not making much of a difference?

State moving in right direction to improve public schools?	%	N
Don't know	10.1	114
Right direction	29.2	234
Wrong direction	23.1	238
Not making much difference	37.5	339
Total	100	925

56. A charter school is a public school that functions independently of local school district control. Would you favor or oppose opening more charter public schools, as long as they maintain certain standards set by the state government?

Favor or oppose opening more charter schools	%	N
Don't know	6	57
Strongly favor	21.7	189
Favor	48.1	427
Oppose	17.3	181
Strongly oppose	6.9	71
Total	100	925

57. Do you favor or oppose providing parents with children in failing public schools with tax money in the form of scholarships to help pay for their children to attend private or religious schools?

Favor school vouchers for children in failing schools	%	N
Don't know	2.6	28
Strongly favor	14	125
Favor	34.5	296
Oppose	34.1	329
Strongly oppose	14.8	146
Total	100	924

58. Would you agree or disagree with the following statement - Private schools that accept vouchers should be held to the same accountability standards as public schools.

Private schools should be held accountable	%	N
Don't know	2.6	24

Agree	81.8	795
Disagree	15.6	108
Total	100	927

59. Would you support or oppose a proposal for state government to provide funding so that all 4-year olds can attend a high quality pre-kindergarten program if their parents want them to.

Support Pre-K funding	%	N
Don't know	2.2	22
Support	74	652
Oppose	23.8	252
Total	100	926

60. What is your personal opinion? Do you think that the world's temperature probably has been going up over the past 100 years, or do you think this probably has not been happening?

Climate change happening?	%	N
Don't know	4.1	47
Probably has been happening	67.4	615
Probably has not been happening	28.6	261
Total	100	923

61. Do you think that this rise in global temperature is primarily the result of human activity or primarily the result of other factors?

Human Activity as Cause of Global Warming	%	N
Don't know	6.4	41
Human activity primary cause	47.6	303
Other factors primary cause	46	270
Total	100	614

Questions about Healthcare:

62. Are you now covered by any form of health insurance or health plan? This would include health coverage through an employer, a private plan you bought yourself, and coverage through a government program like Medicare or Medicaid?

Covered by any form of health insurance	%	N
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Don't know	0.2	2
Yes	77.3	787
No	22.5	139
Total	100	928

63. Do you think you and your family are better off or worse off as result of: national health care reform, or hasn't it made much difference?

Family better off as a result of national health care reform?		
Don't know	3.4	29
Better	17.1	129
Worse	28.2	294
Hasn't made much difference	51.3	475
Total	100	927

64. Do you think the Louisiana state government should accept or reject federal money to expand the Medicaid program for uninsured adults?

Should state accept federal money to expand Medicaid program?		
Don't know	5.8	60
Accept money to expand Medicaid	70.1	590
Reject money to expand Medicaid	24	275
Total	100	925

65. Over the past several budget cycles, state government has cut spending on the public health care system. This includes state run hospitals which provide health care services for the poor and uninsured. Which of the following best describes your view of these cuts?

- a) Cuts were unfortunate but necessary given tight budgets
- b) Cuts were needed to achieve greater efficiency in providing health care services
- c) Cuts were unnecessary and make it more difficult for the poor and uninsured to find quality care

View of cuts to health care services	%	N
	3.2	34
Cuts were unfortunate but necessary	15.2	168
Cuts were needed	16.8	169
Cuts were unnecessary	64.8	553
Total	100	924

66. How likely do you think it is that Governor Bobby Jindal will run for President in 2016?

Likely Jindal will run for president	%	N
Don't know	6	55
Very	28.5	273
Somewhat	32.7	307
Not very	14.4	139
Not at all	18.4	150
Total	100	924

67. Would you say you pay a great deal of attention, some attention, not very much attention, or no attention at all to news about state government?

Attention to news about state government	%	N
Don't know	0.1	2
Great deal of attention	26.3	295
Some attention	50.7	478
Not very much attention	16.4	116
No attention at all	6.5	38
Total	100	929

68. Do you get most of your news about Louisiana public affairs and politics from television, newspapers, radio, or the internet?

Source for Louisiana news	%	N
Don't know	0.8	8
Television	55.4	491
Newspapers	11.8	140
Radio	8.8	75
Internet	23.2	213
Total	100	927

69. In the past week, how many days did you read a newspaper

Days read newspaper	%	N
Don't know	0.4	3
None	39.6	304
1	11.1	97
2	7.7	77

3	12.9	114
4	3.9	35
5	3.7	47
6	1.4	17
7	19.4	235
Total	100	929

70. When you read the newspaper, do you mostly read the paper version of the newspaper or do you read the paper online?

Read paper online or print	%	N
Don't know	0.3	2
Read paper version	76.7	478
Read online	23	141
Total	100	621

71. In the past week, how many days did you watch a local television news program such as "Eyewitness News" or "Action News"?

Days watch local news	%	N
Don't know	0.3	5
None	18	150
1	5.4	42
2	8.9	68
3	10.7	85
4	4	45
5	7.7	83
6	1.3	18
7	43.8	433
Total	100	929

72. In the past week, how many days did you watch a national network news program such as ABC World News Tonight, NBC Nightly News or CBS Evening News??

Days watch national news	%	N
Don't know	0.2	2
None	33.6	268
1	10.4	74
2	7.9	72
3	8.7	75

4	5	44
5	6.6	85
6	1.3	19
7	26.1	291
Total	100	930

73. In the past week, how many days did you watch a news program on one of the dedicated cable news networks such as Fox News, MSNBC, or CNN?

Days watch cable news	%	N
Don't know	0.2	4
None	35.2	281
1	8.8	77
2	10.2	87
3	7.9	67
4	3.4	37
5	5.5	58
6	1.2	15
7	27.6	304
Total	100	930

74. In the past week, how many days did you listen to a news program on radio?

Days listen to news program on radio	%	N
Don't know	0.8	3
None	57.8	533
1	5.7	50
2	9.8	75
3	4.2	42
4	2.5	32
5	5.9	59
6	0.6	10
7	12.7	125
Total	100	929

75. In the past week, how many days did you go on-line to get news about public affairs and politics?

Days go online to get news about politics	%	N
Don't know	0.1	2
None	52.7	458



1	6.2	53
2	7.9	72
3	6.7	65
4	4.2	43
5	4	49
6	0.5	3
7	17.8	184
Total	100	929

76. How often, if ever, do you get news or news headlines on a cell phone or other mobile device - regularly, sometimes, hardly ever, or never?

Get news on cell phone or other mobile device	%	N
Don't know	0.3	2
regularly	23.9	200
Sometimes	11.8	103
Hardly ever	10.5	94
Never	53.5	530
Total	100	929

As you may be aware, newspapers around the country are reducing the number of days they are printing the newspaper and are relying increasingly on digital or online formats to provide citizens with news and information.

77. Do you think these changes are generally positive, generally negative, or you haven't given it enough thought?

Concern about Newspapers	%	N
	2.4	19
Generally positive	24	227
Generally negative	35.9	354
Haven't given it much thought	37.8	327
Total	100	927

78. How do you think these changes affect local communities?

<Open Ended Question>

79. Partisan ID: Generally speaking do you consider yourself a Democrat, Republican, Independent, or what? Would you consider yourself a strong or a not so strong (answer to previous question)\_\_\_\_\_? Would you say, you lean to the Democratic Party or Republican Party, or would you say you don't lean to either party?

Partisan Identification	%	N
Strong Democrat	24.3	213
Democrat	11.2	104
Leans Democratic	4.6	39
Independent	25.2	192
Leans Republican	7.8	81
Republican	7.7	96
Strong Republican	19.2	187
Total	100	912

80. When it comes to politics, would you say are:

Political Ideology	%	N
Very Liberal	3.1	28
Liberal	8.7	72
Somewhat Liberal	9.2	80
Moderate	25.6	224
Somewhat Conservative	17.7	155
Conservative	17.2	182
Very Conservative	13.4	142
Don't Know	5.2	36

81. In what year were you born?

Age in Categories	%	N
18-24	11.4	45
25-34	17.7	106
35-44	17.2	128
45-54	19.3	163
55-64	16.7	220
65 and older	17.7	268
Total	100	930

82. Do you own your own home, pay rent, or something else?

Own home, pay rent or something else?	%	N
Don't know	0.2	2
Own home	63.3	687
Pay rent	21.3	153
Something else	15.2	83
Total	100	925

83. And do any children under the age of 18 currently reside in your household?

Children under 18 in household	%	N
Don't know	0.1	1
Yes	42.1	299
No	57.8	626
Total	100	926

84. Do any of these children attend a public school in Louisiana?

Attend Public School	%	N
Don't know	0.8	1
Yes	79.9	220
No	19.3	78
Total	100	299

85. Do any of these children attend a private school in Louisiana?

Attend Private School	%	N
Yes	11.1	52
No	88.9	247
Total	100	299

86. Which of the following categories best describes your level of education?

Education	%	N
Less than high school	16.3	72
High school	33.4	199
Some college	24.8	312
College grad	25.5	344
Total	100	927

87. What is your current marital status?

marital status	%	N
Don't know	0.1	1
married	50.1	523
single	28.5	183
Divorced	10.7	100
Separated	3.1	22
Widowed	7.5	98
Total	100	927

88. And what is your zip code?

Recoded as Region	%	N
Baton Rouge	16.6	151
North Louisiana	25.8	304
Southwest Louisiana	22.4	193
New Orleans	22.9	141
Northshore and surrounding parishes	12.3	141
Total	100	930

89. Are you of Hispanic, Latino, or Spanish origin?

Ethnicity	%	N
Yes	4.8	30
No	95.2	893

90. Which of the following best describes you? Are you White, African-American, Asian, or something else?

Race	%	N
White/Caucasian	63.6	643
Black/African-American	29.1	229
Other	7.4	49
Total	100	921

91. Is your religious preference Christian, Jewish, Muslim, Agnostic, Atheists, or something else?

Religion	%	N
Don't know	0.2	2

Christian	81.3	774
Jewish	0.5	3
Muslim	0.3	3
Agnostic	2.1	17
Atheist	2.2	13
Something else	13.5	113
Total	100	925

92. Do you generally consider yourself Protestant, Catholic, nondenominational, or something else?

Denomination	%	N
Don't Know	0.8	3
Protestant	21.4	219
Catholic	30.7	245
Nondenominational	14.9	108
Something else	32.1	198
Total	100	773

93. Do you generally consider yourself an evangelical or born again?

Born Again?	%	N
Don't know	5.4	36
Yes	50.4	401
No	44.2	333
Total	100	770

94. How often do you attend services at a church, synagogue, mosque, or other place of worship?...Never, once a year, a few times a year, once a month, about twice a month, once a week or more often

Religious Attendance	%	N
Don't Know	0.1	1
Never	13.8	111
Once a year	2.5	21
A few times a year	18.1	143
Once a month	5.6	54
About twice a month	10	86
Once a week or more	49.9	509
Total	100	925

95. Are you currently employed full-time, employed part-time, retired, unemployed and looking for work, or not employed and not looking for work?

work status	%	N
Don't know	0.6	2
Employed full time	48	423
Employed part time	10.5	73
Retired	21	280
Unemployed and looking	7.4	53
Unemployed and not looking	6.5	51
Disability (volunteered)	6	45
Total	100	927

96. We would like to know what your household income was last year before taxes. This information will remain strictly confidential and will only be used for statistical purposes. Please stop me when I get to the category that includes your household income.

Household Income	%	N
Less than \$10,000	12.4	74
\$10,000 - \$19,999	10.8	92
\$20,000 - \$29,999	11.6	92
\$30,000 - \$39,999	13.6	115
\$40,000 - \$49,999	10.9	117
\$50,000 - \$74,999	16.6	162
\$75,000 - \$99,999	10.7	124
\$100,000 or more	13.4	154
Total	100	930

97. And finally- Are you a gun owner?

Gun Owner	%	N
Don't know	0.3	4
Yes	46.1	457
No	53.6	450
Total	100	911