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Louisiana Survey 2012

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THE PUBLIC POLICY RESEARCH LAB



Kirby Goidel

Michael Climek

Sponsored by the

**Reilly Center for Media & Public Affairs
Manship School of Mass Communication**

Louisiana State University

June 7th 2012

2012 Louisiana Survey Full Report



Executive Summary

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, 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.

Questions regarding the content of this report should be directed to:

Kirby Goidel, Director of the Louisiana Survey
Reilly Center for Media & Public Affairs
Manship School of Mass Communication
Louisiana State University
Baton Rouge, LA 70803
Phone: (225)-578-7588
E-mail: kgoidel@lsu.edu

For more information on previous surveys, please visit: 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 Recovery Authority; Stephenson Entrepreneurial Institute; 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.

Contact Information:

Michael Climek
 Public Policy Research Lab
 T 225-578-7499
mclimek@lsu.edu, www.survey.lsu.edu



Survey Methodology

About the Survey: The 2012 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.

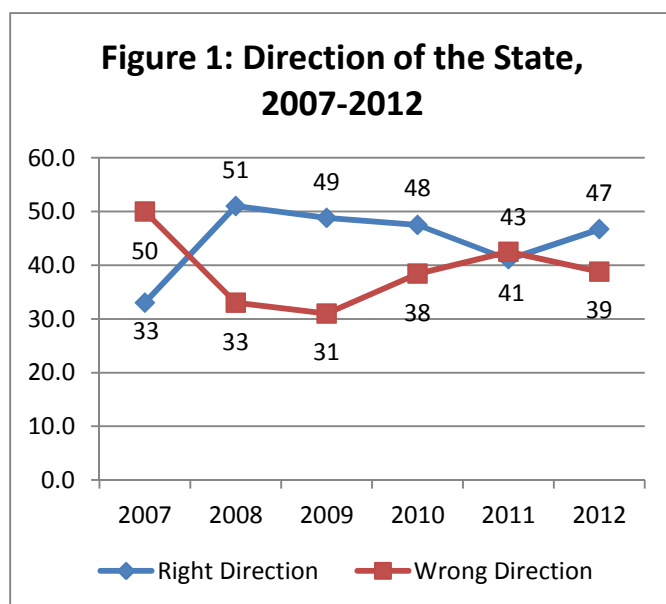
The combined survey includes 731 respondents including 517 respondents selected from landline telephone numbers via random digit dialing and 214 respondents selected from available cell phone blocks. Interviews were conducted from February 7 to February 29. The overall survey has a margin of error of +/- 3.6 percentage points. The response rate for the landline portion of the survey was 21%, meaning that % of calls to eligible households resulted in a completed interview. The response rate for the cell phone survey was 12%.

In Table 1, we present the basic demographics for the population and the weighted sample.

Table 1: Selected Demographics of Louisiana Population and Sample Estimates

Characteristic	Population Estimate	Weighted Survey Estimate
Gender		
Male	49.0	48.0
Female	51.0	52.0
Race		
White	63.1	63.2
Black	32.6	32.5
Other	4.3	4.3
Education		
Less than High School	18.9	18.3
High School	34.6	34.3
Some College	25.3	25.7
College	21.2	21.7
Income		
Less than \$10,000	10.1	12.7
\$10,000- \$49,999	45.7	52.7
\$50,000-\$74,999	17.2	16.8
\$75,000-\$99,999	11.1	8.4
\$100,000 or more	15.9	9.4
Age		
18-24	13.9	13.6
25-34	18.4	18.2
35-44	16.5	16.3
45-54	19.2	19.0
55-64	15.7	16.0
65 and over	16.3	16.9

THE STATE OF THE STATE



The First Increase in the Right Direction Since 2008:

According to the 2012 Louisiana Survey, 47 percent of residents now say the state is heading in the right direction. This is a 6 point increase from 2011 and is the first increase in the right direction number since 2008 when 51 percent of residents said the state was heading in the right direction.

What does it mean?

First, in national surveys by Rasmussen Reports asking comparable questions, roughly 30-34 percent say the country is heading in the right direction, 60 percent say the country is heading in the wrong direction.¹ So in comparison to the national data, Louisiana appears to be doing fairly well according to Louisiana residents

Second, when we examine economic

perceptions, we see that concerns about the economy have declined over time. Relative to 2011, slightly fewer Louisiana residents (34 percent in 2012 compared to 36 percent in 2011) identify the economy as their most important concern. Viewed in isolation, this shift would not be worth mentioning, but it is combined with a sharp decline in the percent of Louisiana residents saying state business conditions have gotten worse.

Since 2011, the percent of Louisiana residents saying the economy has gotten worse has declined by 12 points - from 40 percent (2011) to 28 percent (2012.) The improvement in the right direction number is likely directly tied to this shift: Louisiana residents are little less worried about the economy today than they were a year ago.

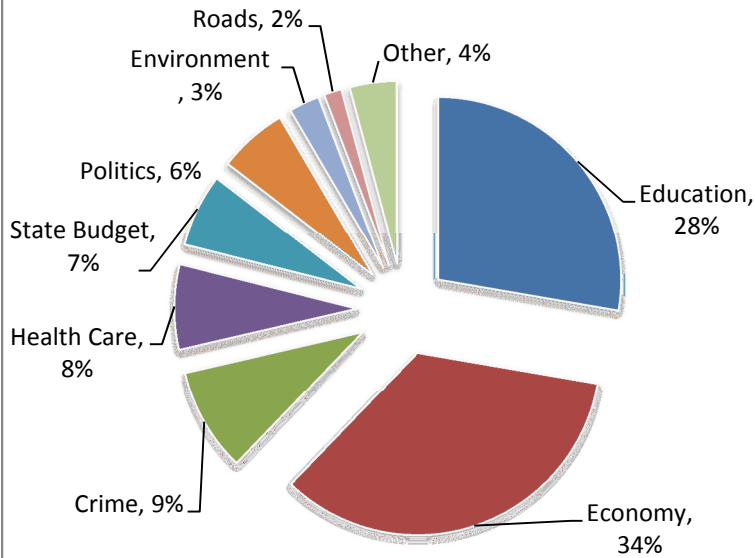
Third, perceptions about the direction of the state are heavily influenced by race and partisan affiliation.

- Fifty-three percent of white respondents say the state is headed in the right direction compared to 34 percent of African-Americans.
- The partisan divide is similar: 56 percent of Republicans - compared to 37 percent of Democrats - say the state is heading in the right direction.
- We also see evidence of a gender gap in the results: 53 percent of men compared to 41 percent of women say the state is heading in the right direction.
- In terms of region, 55 percent of respondents in Southwest Louisiana said the state was heading in the right direction compared to 35% of respondents in Baton Rouge
- Forty-three percent of New Orleans residents said the state was heading in the right direction compared to 50 percent in North Louisiana and in the Northshore.

Unlike in previous years, however, we do not find significant differences in terms of age, education, and income.

¹ http://www.rasmussenreports.com/public_content/politics/mood_of_america/right_direction_or_wrong_track.

Figure 2: Louisiana's Most Important Problem, 2012



The Economy and Education Remain as the State's Most Important Problem:

With the exception of the post-Katrina surveys in 2006, residents have consistently named the economy and education as the state's most pressing problems. This year is no exception. In response to an open-ended question, thirty-four percent of Louisiana adults identified the economy as the most pressing issue confronting the state while 28 percent identified education. We see only slight shifts since last year. The percent identifying the economy as the most important problem declined by 2-points from 36 percent to 34 percent, while the percent identifying education increased by 4-points from 24 percent to 28 percent. The next most important problem, crime, was identified by 9 percent followed by health care (8 percent) and the state budget (7 percent). Last year, ten percent of respondents said the state budget was the most important problem.

Figure 3: Louisiana's Most Important Problem, 2003-2012

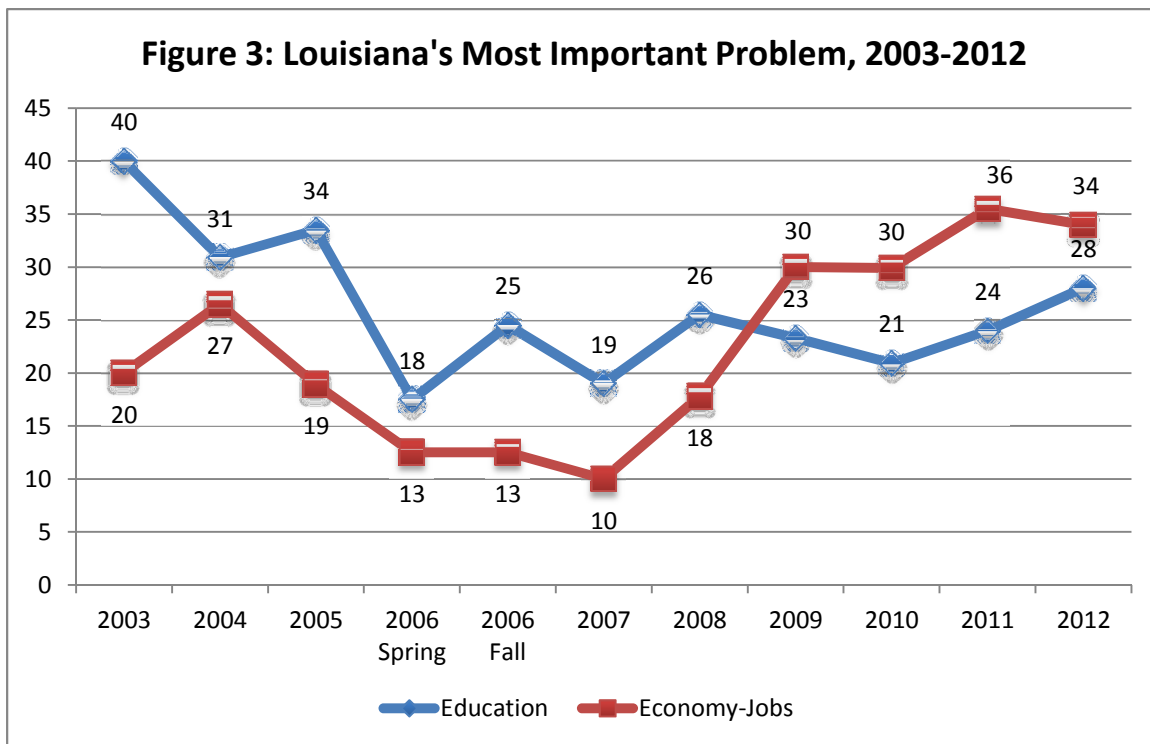


Table 2: Most Important Problem (open-ended) by Region and Select Demographics

	Education	Economy	Crime
Region			
Baton Rouge	34.3	25.0	12.0
North Louisiana	29.5	44.9	0.9
Southwest Louisiana	24.1	37.3	6.1
New Orleans	30.4	27.3	19.7
Northshore and Surrounding parishes	17.4	33.7	9.0
Race			
White/Caucasian	26.9	36.1	5.4
Black/African American	27.8	33.4	16.1
Other	38.5	22.0	11.9
Education			
Less than high school	18.0	30.4	17.6
High school	22.9	44.4	8.6
Some college	28.5	33.2	6.4
College grad	42.0	23.9	6.0
Income			
Less than \$30,000	26.0	33.1	16.5
\$30,000-\$74,999	24.2	39.0	4.7
\$75,000 and more	39.2	26.7	4.8

The concerns of Louisiana residents differ across region, race, education, and income:

- In the Baton Rouge area, for example, education is the most important issue (mentioned by 34 percent of respondents) followed by the economy (25 percent) and crime (12 percent).
- In North Louisiana, the economy is the most important issue (mentioned by 45 percent of respondents) followed by education (30 percent). Concerns about crime barely registered.
- In New Orleans, crime is mentioned by 1 in 5 respondents (20 percent) and rivals education and the economy as the most important concern in the region.

In terms of race:

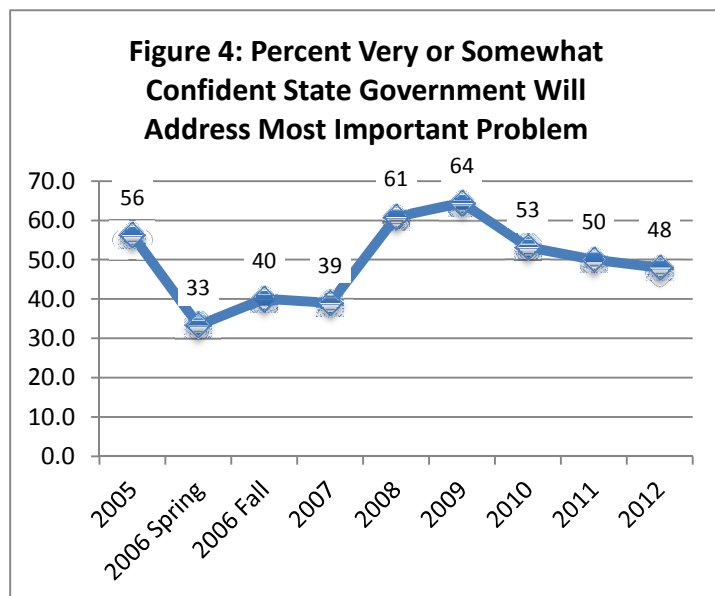
- African Americans are more likely than Caucasian respondents to mention crime as an important problem (16 percent compared to 5 percent).
- Respondents who identify their race as something other than African American or Caucasian are more likely to identify education as the most important problem.

Finally, more-educated and higher income respondents are more likely to identify education as the state's most pressing issue:

- Forty-two percent of college graduates identify education as the most important problem compared to 23 percent with a high school degree and 18 percent with less than a high school education.

- Similarly, 39 percent of respondents earning \$75,000 or more mention education as the most important problem compared to 26 percent earning less than \$30,000. Lower income and less-educated respondents, in contrast, are more likely to mention crime as the most important issue. Nearly 18 percent of respondents with less than a high school education mention crime as their most

important concern compared to 6 percent of college graduates.



An Ongoing Decline in Confidence

Since 2009, we have seen a sharp decline - 16 percentage points - in confidence that state government will effectively address the state's most important problem. The decline since 2011 is only 2-points and barely worth noting outside of the longer trend, but is surprising given the 6-point increase in the right direction number.

Notably, respondents who selected the economy as the state's most important problem (62 percent) expressed greater confidence the problem would be addressed than respondents who selected education (42 percent). As we note below, this may reflect that economic concerns are less pressing than in previous years or that

respondents are less hopeful about state government's ability to address problems related to education.

Looking across regions, respondents express less confidence in the Baton Rouge area (37 percent) and greater confidence in Southwest Louisiana (59 percent) and North Louisiana (55 percent). Forty-three percent of respondents in the New Orleans region and 42 percent in the Northshore said they were very or somewhat confident state government would effectively address their self-identified most important problem.

Interestingly, more-educated respondents also expressed less confidence. Thirty-five percent of respondents with a college degree said they were very or somewhat confident state government would effectively address their most important concern compared to 55 percent of those with a high school degree.

Concerns about State and National Business Conditions Lessen:

The 2012 Louisiana Survey shows economic concerns are less pressing than in previous years. The percent of residents saying national business conditions were getting worse than they were a year ago declined from 48 percent in 2011 to 37 percent in 2012. Since 2009, the percent of residents saying national business conditions have gotten worse has decreased by 44-points.

Concern about state business conditions have declined in corresponding (though less dramatic) fashion. Since 2011, the percent saying state business conditions were getting worse has declined by 12-points from 40 percent to 28 percent. And since 2009, concern about state business conditions have declined by 24-points. This does not, however, mean that respondents believe state or national business conditions are improving.

In 2011, 22 percent of respondents said state business conditions were better than they were a year ago compared to 21 percent in 2012. Similarly, 25 percent of respondents said national business conditions were getting better in 2011 compared to 20 percent in 2012. Overall, the decline in the percent of respondents saying business conditions have “gotten worse” likely means respondents see the economy as stabilizing rather than clearly improving.

Interestingly, partisan affiliation plays an important role in views of the national business conditions but much less of a role in terms of state business conditions.

- Twenty-nine percent of Democrats say national business conditions are getting better compared to 10 percent of Republicans.
- When it comes to state business conditions, 19 percent of Democrats compared to 24 percent of Republicans say conditions are getting better.

Figure 5: Perceptions State and National Business Conditions Getting Worse Compared to 1-year Ago, 2007-2012

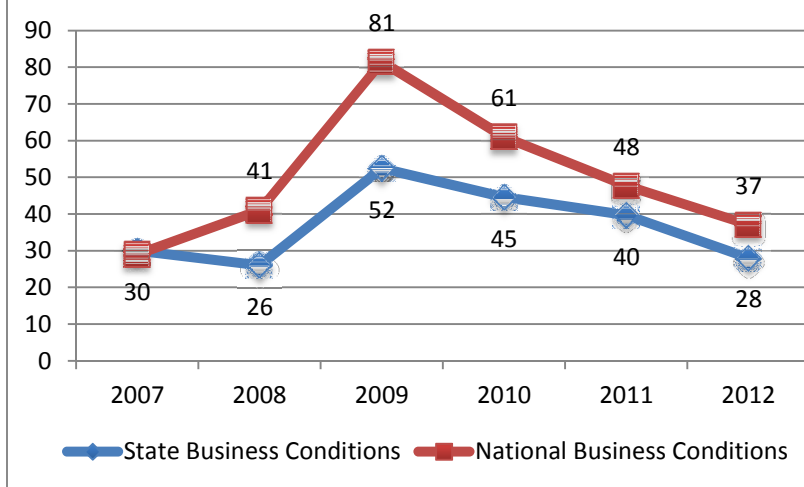
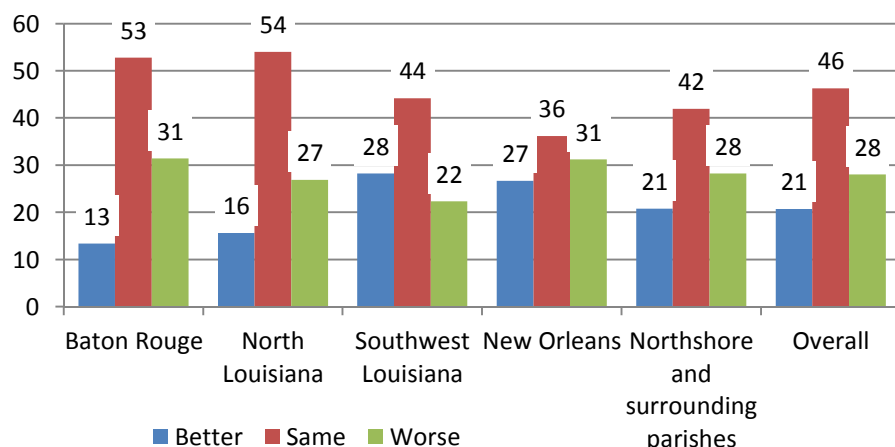


Figure 6: State Business Conditions by Region***Perception of State Business Conditions Vary by Region:***

Respondents in the Baton Rouge area and North Louisiana were most likely to say state business conditions had remained the same, while respondents in Southwest Louisiana and New Orleans were more likely to say state business conditions had gotten better.

Personal Financial Evaluations Remain Stable:

In the 2012 survey, 22 percent of respondents say their personal finances have gotten

better, 52 percent say they have stayed about the same, and 25 percent say they have gotten worse.

In 2011, 20 percent said their personal finances had gotten better, 50 percent said they stayed about the same, and 29 percent said they had gotten worse. This suggests there may be some slight improvement in personal finances but the differences are not large enough to be statistically significant.

Perceptions of the Economy: Since 2008, the Louisiana economy has out-performed the national and regional economies. Somewhat surprisingly, however, only about a third of residents recognize this.

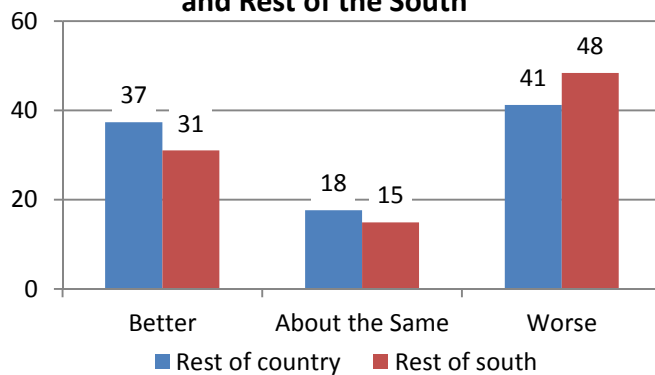
Thirty-seven percent of respondents said that Louisiana was doing better than the rest of the country while 31 percent said Louisiana was doing better than the rest of the region.

Perceptions regarding how well Louisiana is doing compared to the rest of the country tell a unique story when filtered by race and income.

- Specifically, African American and lower income respondents are more likely to say the Louisiana economy is about the same as the national economy.
- Perceptions are also affected by partisan affiliation with Republicans (49 percent) more likely than Democrats (31 percent) to say Louisiana is doing better than the rest of the country.

Regional differences in terms of economic perceptions are not particularly large with one notable exception.

- Southwest Louisiana is more likely to say Louisiana is outperforming the nation and the region. Forty-five percent of respondents in Southwest Louisiana said Louisiana is doing better than the region compared to 25-30 percent in the remaining regions.

Figure 7: Perceptions of Louisiana Economy Relative to Rest of Country and Rest of the South

- Similarly, 50 percent of respondents in the Southwest say Louisiana is outperforming the nation compared to 40 percent in Baton Rouge and 29 percent in North Louisiana.

Finally, there is a decided gender gap in terms of economic evaluations

- Forty-eight percent of men say Louisiana is doing better than the rest of the country compared to 28 percent of women.
- Similarly, 41 percent of men say Louisiana is doing better than the rest of the region compared to 22 percent of women.

SECOND TERM PRIORITIES

To gauge support for various potential policies, we asked respondents a series of questions about the importance of various second term agenda items. In the first round, we asked respondents the importance of each item on a 5 point scale which read as:

- Top Priority
- Very important but not a top priority
- Somewhat important
- Not very important
- Not at all important

In the second round, we asked respondents to identify their single most important priority. The results are presented in Figure 8.

As can be seen in Figure 8, the different questions give slightly different perspectives on what is important to Louisiana residents. When we asked first about importance of individual items, the top priorities are revealed as reforming primary and secondary education, reducing high school drop outs, improving roads, bridges and other infrastructure, attracting new jobs and businesses, and reforming public health care.

Perceptions of importance are often related to race, income, and party affiliation. In terms of reforming Health Care:

- 43 percent of African Americans compared to 30 percent of Caucasians said reforming public health care was a top priority.
- Similarly, 40 percent of respondents making less than \$30,000 compared to 30 percent making \$75,000 or more said reforming public health care was a top priority.
- And, 42 percent of Democrats compared to 26 percent of Republicans say reforming public health care is a top priority.

Other Party differences include:

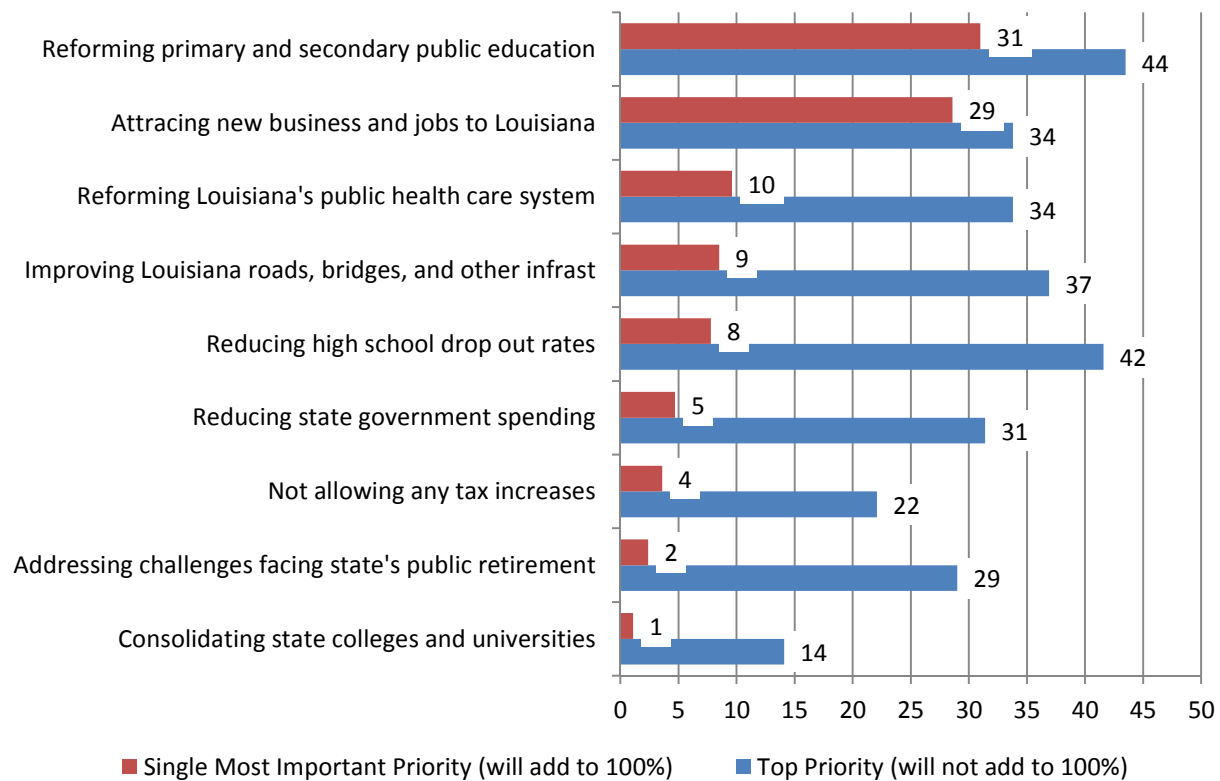
- Forty-nine percent of Democrats compared to 41 percent of Republicans identify public school reform as a top priority.
- And, Democrats are also more likely to say improving roads, bridges and other infrastructure are a top priority (by a 46-28 margin).
- Indeed, across a range of issues Democrats are more likely to say items are priority items reflecting a preference for more government intervention in dealing with a range of issues.

When respondents have to select among competing priorities, however, two items emerge as most important:

- Reforming primary and secondary education
- Attracting new jobs and businesses to the state.

Moreover, when asked to limit their choice to a single priority, we see fewer differences across regions or in our demographic variables. The exception is that Republicans are more likely than Democrats to say the top priority for state government should be attracting jobs and businesses by a 32-22 margin.

Figure 8: Priorities for Louisiana Legislature

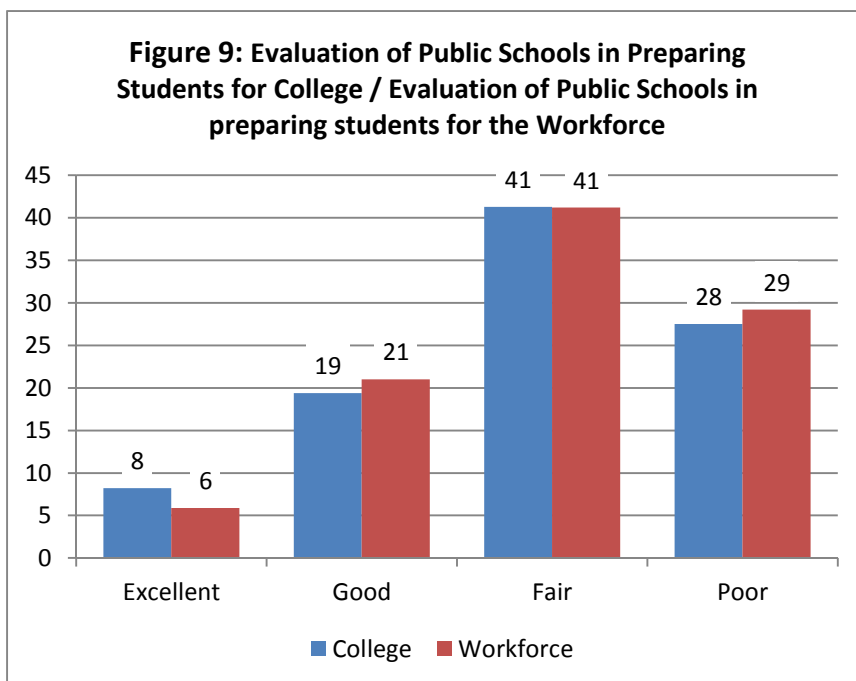


REFORMING PRIMARY & SECONDARY EDUCATION

Louisiana residents have long given public schools low marks in public opinion surveys. Indeed, in previous surveys only roads and transportation graded consistently worse as an area of government performance. The current survey is no exception.

In Figure 9, we present public evaluations for schools in terms of preparing students for college and the workforce. Only 8 percent of respondents rate the schools as excellent in preparing students for college and only 6 percent rate the schools as excellent in preparing students for the workforce.

Respondents in Baton Rouge and New Orleans are more likely to rate public schools as poor in preparing students for the workforce or college.



- For example, 36 percent of Baton Rouge area residents and 33 percent of New Orleans area residents rate the schools as poor in preparing students for college compared to only 22 percent in Southwest Louisiana and 23 percent in the Northshore and Orleans suburban parishes.
- Similarly, 32 percent of Baton Rouge residents and 38 percent of New Orleans residents rate the schools as poor in preparing students for the workforce compared to 21 percent in Southwest Louisiana, 26 percent in North Louisiana, and 30 percent in the Northshore.

In terms of demographics, African Americans, less-educated, and poorer respondents rate the public schools more positively in terms of preparing students for college.

- For example, 39 percent of African Americans rate the public schools as excellent (12 percent) or good (27 percent) in preparing students for college compared to 22 percent of Caucasians (5 percent excellent and 16 percent good).
- Similarly, 32 percent of respondents with less than a high school education rate the public schools as excellent in preparing students for college compared to 21 percent of college graduates.
- And, in terms of income, 39 percent of respondents making less than \$30,000 rate the public schools as excellent or good in preparing students for college compared to 18 percent of respondents making \$75,000 or more.

We see similar differences in terms of preparing students for the workforce.

- Thirty-six percent of African Americans compared to 22 percent of Caucasians rate the public schools as good or excellent in preparing students for the workforce.

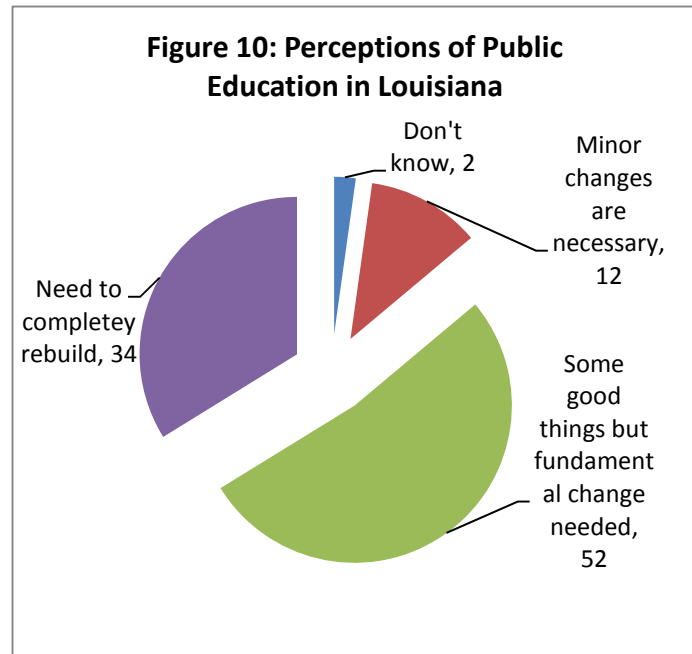
- And 39 percent of respondents with less than high school rate the public schools as good or excellent compared to 17 percent with a college degree.

Given these evaluations, it should come as no surprise that reforming primary and secondary education is not only the most important priority for Louisiana citizens, it is also lead item on Governor Jindal's legislative agenda. But what exactly do citizens mean when they say reforming primary and secondary education should be a top priority?

Gauging Support for an Overhaul of the Public School System: we first asked Louisiana residents if they believed the system needed to be completely rebuilt, whether fundamental change was needed even if the system didn't need to be completely rebuilt, or whether only minor changes were necessary.

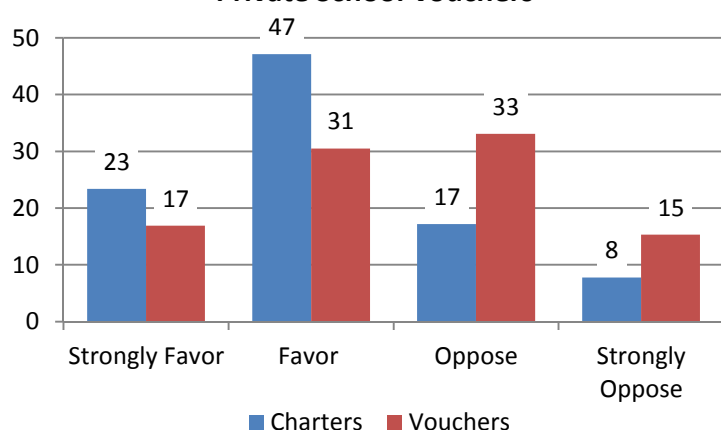
Over a third of respondents (34 percent) said the system needed to be completely rebuilt and more than half (52 percent) said fundamental change was needed. Only 12 percent said minor changes were necessary.

- Respondents in Baton Rouge (43 percent) and New Orleans (41 percent) were most likely to say the system needed to be completely rebuilt. Compared to only 28% in Southwest Louisiana and the Northshore.
- Sixty percent of respondents making more than \$75,000 family income say fundamental change is needed compared to 42 percent of those making less than \$30,000 family income. Though interestingly respondents with lower family income were more likely to say the system needs to be completely rebuilt (38 percent to 31 percent.)



Across the board, Louisiana residents see fundamental change as required to fix primary and secondary education.

Figure 11: Support for Charter Schools and Private School Vouchers



General Support for Reform: however, does not always translate into specific support for policy proposals. In Figure 11, we present responses to questions asking respondents about their support for opening more charter schools and providing vouchers for students in failing public schools.

Charter schools are much more popular than vouchers. Seventy-percent of respondents favor (47 percent) or strongly favor (23 percent) opening more charter schools, while 48 percent favor (31 percent) or strongly favor (17 percent) school vouchers.

With 48 percent also opposing school vouchers, opinion is clearly more divided on vouchers than charter schools.

Charters have strong support across regions but have their greatest support in the New Orleans region (78 percent). Similarly, there is considerable support for charters across education, income, and race.

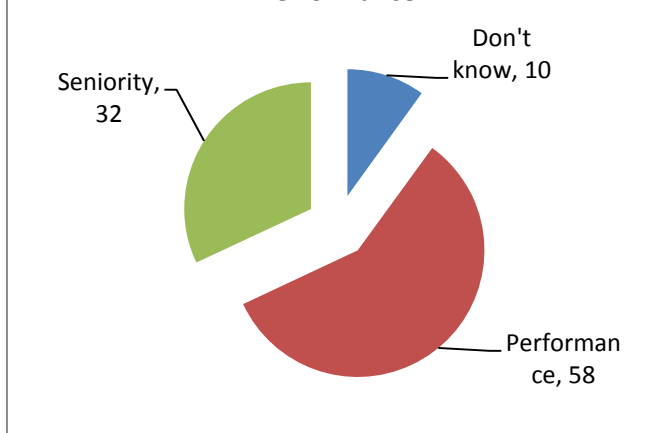
- Vouchers are most supported in New Orleans (56 percent) and Southwest Louisiana (54 percent) and receive the least support in Baton Rouge (37 percent) and in the Northshore (40 percent).
- 54 percent of African Americans compared to 44 percent of Caucasians support vouchers.
- 59 percent of respondents with family income less than \$30,000 compared to 43 percent of those making \$75,000 or more support vouchers.

Louisiana Residents Are Supportive of “Pay for Performance” For Public School Teachers: When asked whether teachers should be paid based on how well their students perform on a variety of different measures or whether pay should be based on seniority, fifty-eight percent of respondents opted for performance-based pay. Thirty-two percent of respondents opted for seniority and the remaining 10 percent said they did not know or were unsure.

Support for pay for performance is stronger among Caucasian respondents and higher income respondents.

- Sixty-four percent of Caucasian respondents said they preferred pay-for-performance compared to 44 percent of African American respondents.
- Indeed, slightly more African American respondents (48 percent) preferred pay based on seniority.
- When it comes to income, 67 percent of respondents earning \$75,000 or more supported pay-for-performance

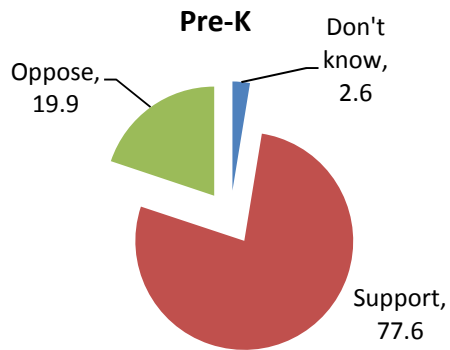
Figure 12: Support for Teacher Pay for Performance



compared to 55 percent of respondents earning less than \$30,000.

- Notably, education is also related to support for pay-for-performance but the pattern is considerably different as 22 percent of college educated respondents said they did not know or were unsure compared to 8 percent of respondents with some college or high school degree and 2 percent of respondents with less than high school.

Figure 13: Support for Funding



Broad Support for Pre-K Education: Seventy-eight percent of respondents support “funding so that all 4-year olds can attend a high quality pre-kindergarten program if their parents want them to.” Only 20 percent of respondents are opposed while another three percent say they do not know or are unsure.

Support for pre-k is strong across regions and various demographic groups and never falls below 60 percent. We do, however, see stronger support among African-Americans, younger, less-educated and lower-income respondents.

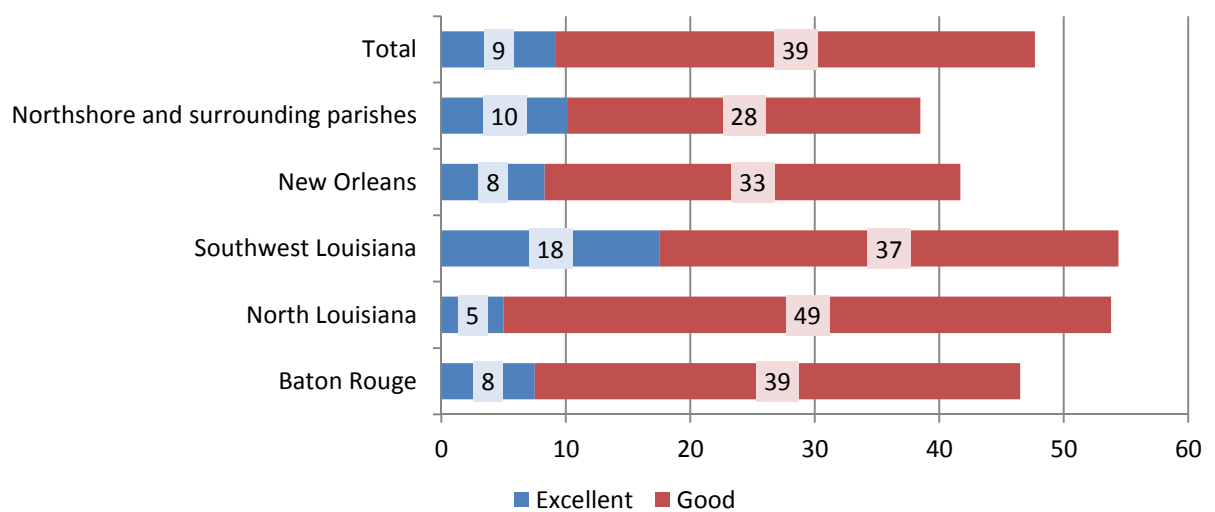
- For example, only 62 percent of respondents 65 and older support funding pre-k compared to 85 percent of respondents 35-44 year-olds.
- Similarly, 84 percent of respondents with less than a high school education support funding pre-k compared to 70 percent of respondents with a college degree.

ECONOMIC DEVELOPMENT

State's Ability to Attract Jobs: When asked to rate the effectiveness of state government in attracting businesses and creating jobs, 9 percent rated state government efforts as excellent, 39 percent rated efforts as good, 36 percent as fair and 15 percent as poor. Not surprisingly, we see considerable differences across regions.

- Southwest Louisiana and North Louisiana give state government the most positive evaluations while New Orleans and the Northshore and surrounding parishes give state government the lowest marks.

Figure 14: Percent Rating State Government as Good or Excellent for Attracting New Business



Evaluations of state government's effectiveness also differ by race and education.

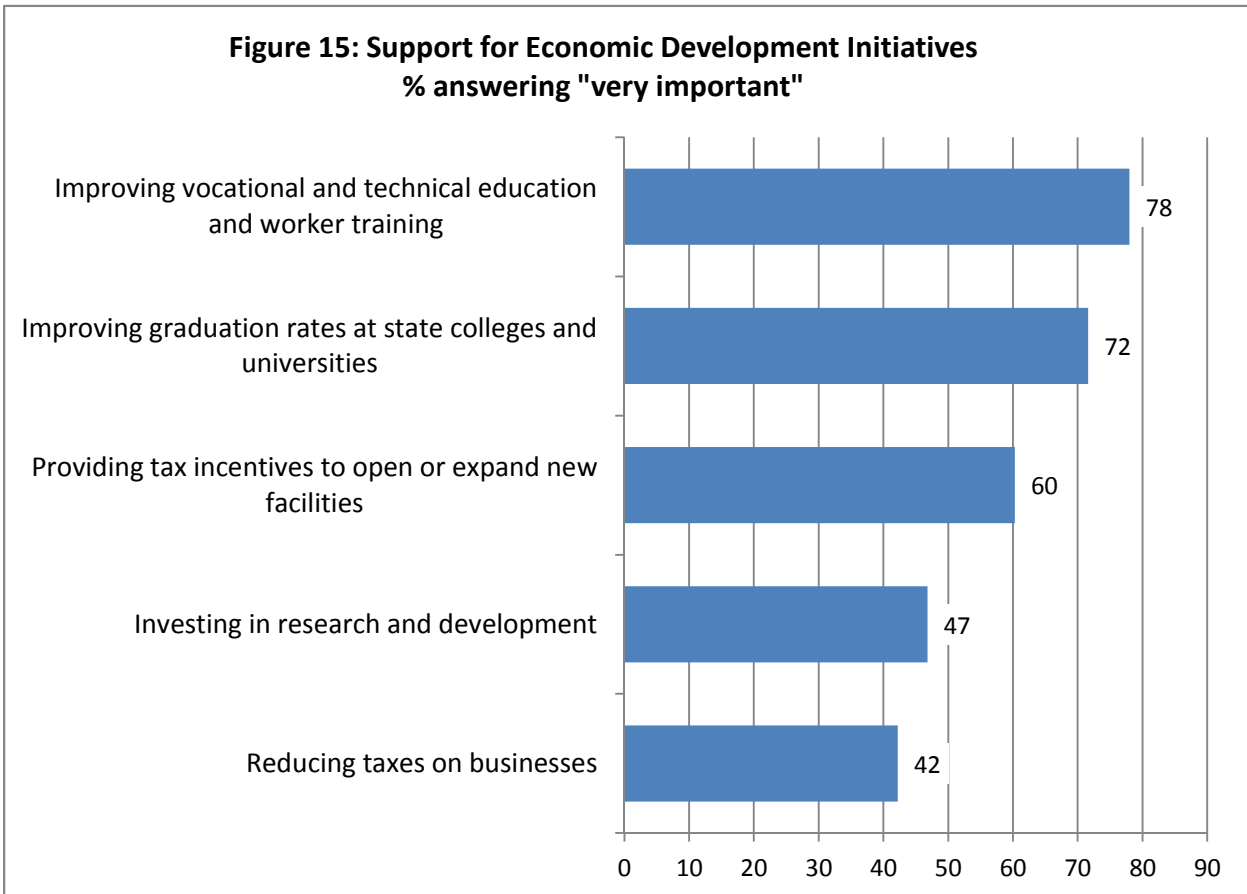
- Thirty-six percent of African American respondents compared to 54 percent of Caucasian respondents rate state government efforts as excellent or good.
- Similarly, 54 percent of respondents with a high school degree rate state government as excellent or good compared to 39 percent of respondents with a college degree.

But what do respondents mean when they refer to efforts to attract businesses and create jobs?

To better understand this we asked respondents a series of questions designed to tap the perceived importance of various economic development initiatives - ranging from providing tax incentives to employers to providing worker training programs - to the overall state economy. The results are presented in Figure 15.

Desired Economic Development Initiatives. As can be seen in Figure 15, respondents perceive economic development as education and training. Seventy-eight percent of respondents said improving vocational and technical education programs was very important to improving the overall state economy while 72 percent said improving graduation rates at state colleges and universities was very important.

Further down the list, 60 percent of respondents said that providing tax incentives to open or expand new facilities was very important to the overall state economy. This was followed by investing in research and development mentioned (47 percent) and, finally, reducing taxes on businesses (42 percent).



The importance of education as an economic development tool differs according to race, education, and income. Specifically, African American, less-educated, and lower-income respondents are more likely to say worker training and technical education and improving college graduation rates are very important.

- For example, 84 percent of respondents with less than a high school education say vocational and technical education is very important compared to 66 percent of respondents with a college degree.
- Similarly, 87 percent of African Americans said that improving graduation rates was very important compared to 63 percent of Caucasian respondents.

HIGHER EDUCATION

State Colleges Could Improve Meeting Workforce Needs: In previous years, colleges and universities have consistently rated highly for their performance. In this year's survey, we asked a more specific question addressing how well colleges and universities are meeting workforce needs in local communities. Overall, 15 percent of respondents rated colleges and universities as excellent and 34 percent as good.

State colleges get the most positive evaluations in Southwest Louisiana (where 56 percent of respondents rated them as excellent or good) and New Orleans (52 percent) and the Northshore (51 percent). They receive the lowest marks in Baton Rouge (41 percent) and North Louisiana (44 percent).

Figure 16: Rating of State Colleges For Meeting Workforce Needs in Your Local Community

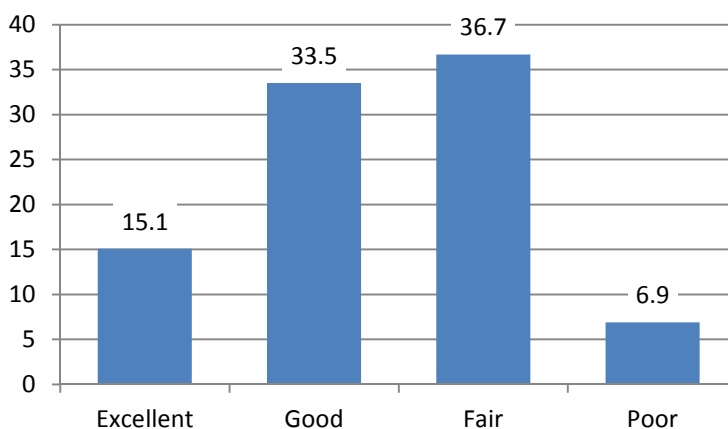
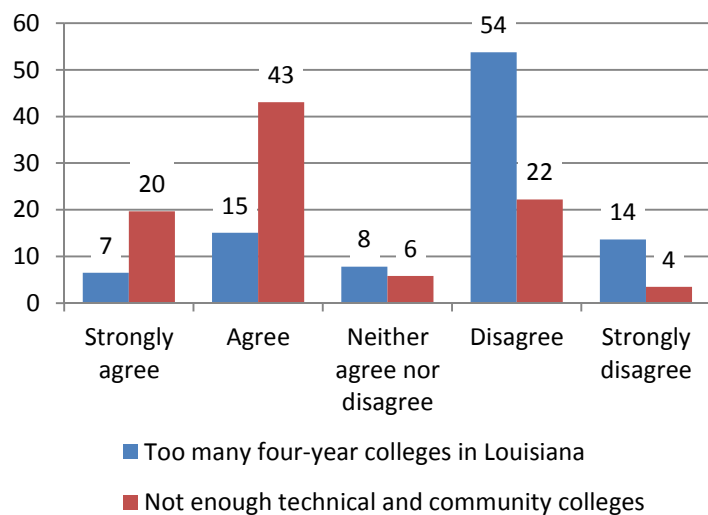


Figure 17: Too Many Four-Year Colleges and Not Enough Technical and Community Colleges



Are More Technical Schools Needed?:

Louisiana's system of higher education has been criticized for having too many four-year colleges and universities and not enough technical and community colleges. To gauge public sentiment, we asked respondents if they agreed or disagreed whether either of these statements was true. As the results reveal in Figure 17, respondents reject the idea that we have too many four-year colleges but agree that we do not have enough community and technical colleges.

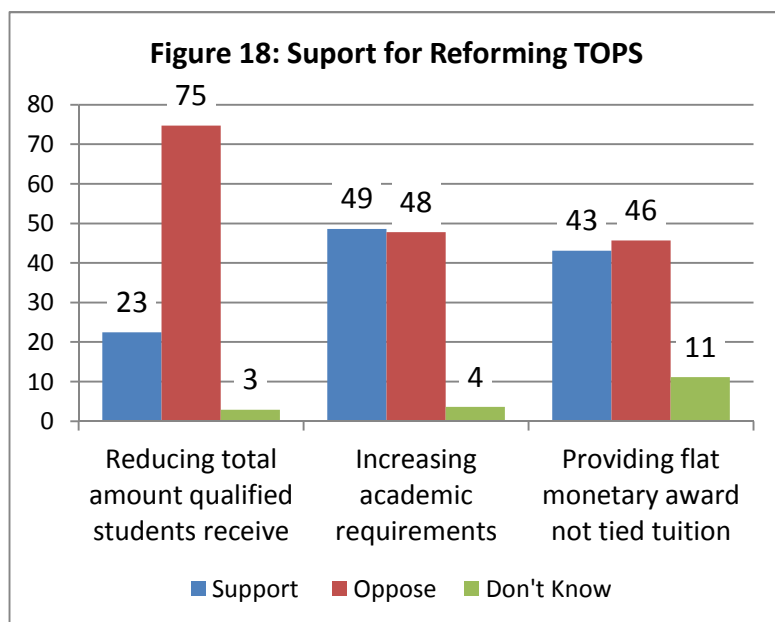
Sixty-eight percent of respondents disagree that we have too many four-year colleges and universities while 63 percent agree that we need more technical and community colleges.

We do see some interesting regional differences.

- For example, 34 percent of respondents

in Southwest Louisiana agree there are too many four-year colleges compared to 16 percent in New Orleans and 18 percent in North Louisiana.

- Similarly, 74 percent of New Orleans area residents agree that there are not enough community and technical colleges compared to 54 percent in the Northshore and surrounding parishes and 56 percent in North Louisiana.



Analysis of TOPS: In the 2011 Louisiana Survey, we asked respondents about their willingness to reform the TOPS program. In that survey, we found little support for reducing the total award but majority support for increasing the academic requirements necessary to qualify (58 percent) and providing financial awards based on need (55 percent).

In this year's survey, opposition to reforming TOPS was stronger. Nearly identical margins opposed reducing the total amount of the award (75 percent) while fewer respondents supported increasing the academic requirements to receive an award.

Specifically, support fell from 58 percent last year to 49 percent this year. Respondents were also not supportive of providing a flat monetary award, 43% supported providing a flat monetary award and 46 percent were opposed.

College-educated and wealthier respondents are less supportive of reducing the total amount students receive.

- Eighty-two percent of college-educated respondents opposed reducing the total amount of the award compared to 63 percent of respondents with less than a high school education.
- Similarly, 84 percent of respondents earning a household income of \$75,000 or more opposed reducing the amount compared to 68 percent of respondents earning \$30,000 or less.

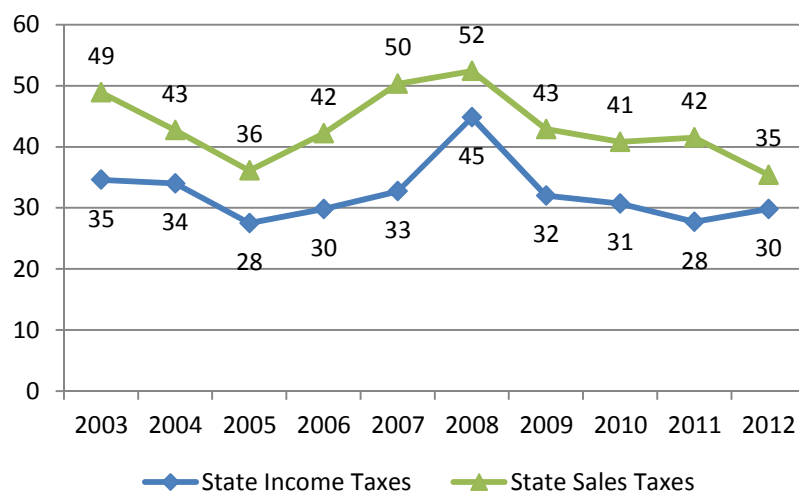
State Budget Cuts & Tuition: Finally, in a separate question, when given the choice between allowing colleges to increase tuition to offset budget cuts OR limiting tuition increases to assure colleges and universities remain affordable, respondents overwhelmingly selected the latter.

Eighty-five percent of respondents favored limiting tuition increases to assure colleges and universities remain affordable while 12 percent favored allowing colleges and universities to raise tuition and 3 percent were unsure or did not know.

Opposition to tuition increases is consistent across regions and individual characteristics.

TAXES

Figure 19: State Sales and Income Taxes Too High and Need to Be Reduced



Concerns About State Income and Sales Taxes Remain Flat:

Since the repeal of the Stelly Plan in 2008, public concerns that state income and sales taxes are too high and need to be reduced have remained relatively flat. The percent of respondents saying state sales taxes are too high and need to be reduced declined significantly from 42 percent to 35 percent, while the percent of respondents saying state income taxes are too high and need to be reduced increased slightly from 28 percent to 30 percent.

Concerns about income and sales taxes have declined significantly since 2008 when 52 percent of respondents said state sales taxes were too high and 45 percent said state income taxes were too

high. Concern about the state sales tax is highest among lower-income and African American respondents. Forty-two percent of African American respondents said the state sales tax was too high and needed to be reduced compared to 32 percent of Caucasian respondents.

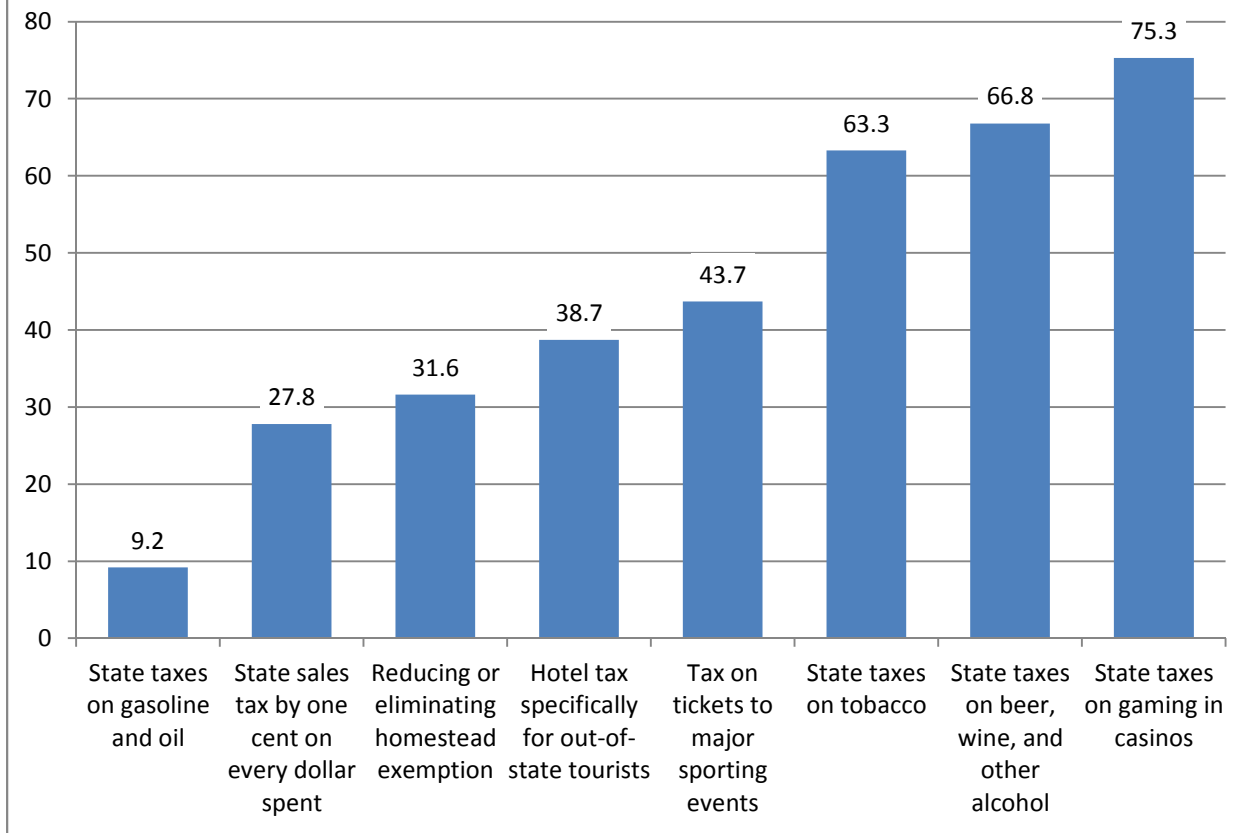
Property Tax: Concerns about local property taxes have followed a similar trajectory. From 2011 to 2012, the percent of respondents who said property taxes were too and high needed to be reduced declined from 39 percent to 37 percent. Looking at the long term trend, concerns about property taxes reached their peak in 2009 when 48 percent of respondents said property taxes were too high and needed to be reduced.

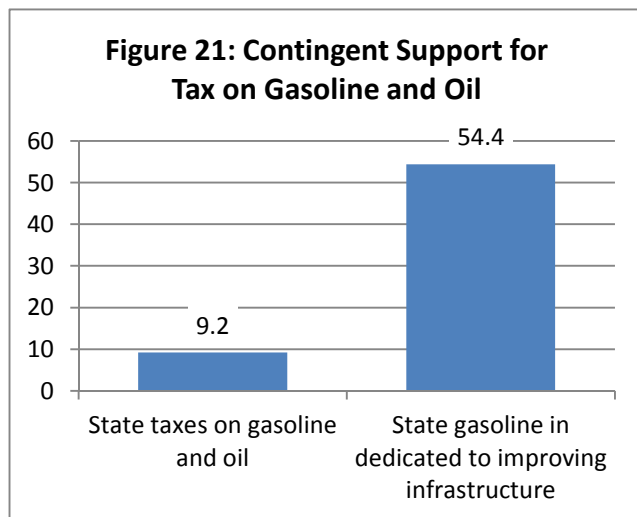
Specific Tax Increases: To understand support for specific taxes, we asked respondents about a number of potential tax proposals ranging from sin taxes (cigarettes, gaming, and alcohol) to hotel taxes to a one cent increase in the sales tax. As a general rule, Louisiana residents are supportive of so-called “sin” taxes but are less supportive of other tax proposals, including taxes on sporting events or hotels. For example:

- 75 percent of respondents support increased taxes on gaming
- 67 percent support increased taxes for alcohol
- 63 percent support increases in cigarette taxes

Interestingly, support for sin taxes is down relative to last year’s survey when 85 percent supported increasing taxes on gaming, 76 percent supported increasing taxes on alcohol, and 73 percent supporting increasing taxes on tobacco

None of the other tax measures we considered received majority support. Respondents are least supportive of those taxes that would affect nearly everyone - gasoline taxes (9 percent support) and a one cent increase in the sales tax (27 percent).

Figure 20: Support for Specific Taxes



respondents support an increase in income tax when the focus is on individuals earning more than \$250,000. Support is even higher, 76 percent, when respondents are asked about individuals earning \$500,000 or more. When it comes to income taxes, support for taxes depends fundamentally on who is being taxed

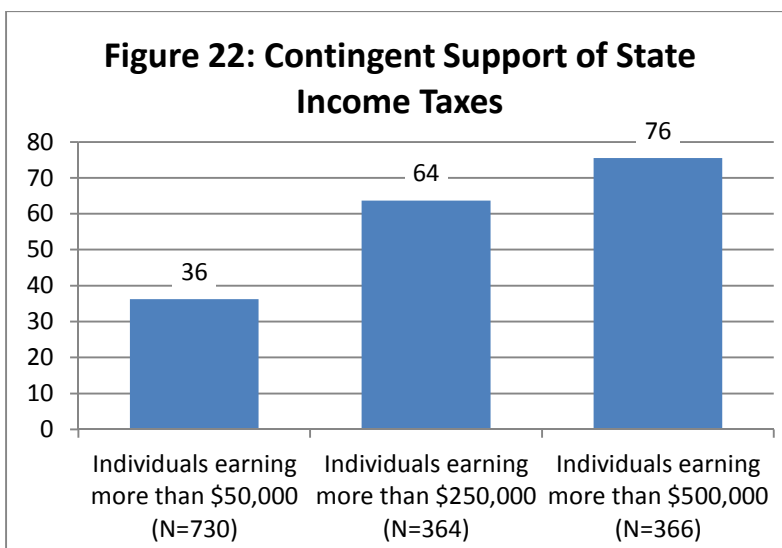
Please note: the 250/500K income questions were randomized amongst respondents to avoid bias on the 500K question if respondents heard 250K previously. Thus roughly half of respondents received the 250K question, half of respondents received the 500K question.

Support for Tax Increases: Support for specific types of taxes increases when the tax is dedicated to a specific purpose or when a tax is focused on a limited range of the public.

For example, support for the gasoline tax increased from 9 percent to 54 percent when revenue generated by the tax is tied specifically to improving roads, bridges and other infrastructure. This is nearly identical to our results from 2011 survey.

Contingent Taxes: Similarly, support for income taxes depends on who the tax would affect.

Only 36 percent of respondents support an increase in the income tax when it is directed at individuals earning more than \$50,000 but 64 percent of

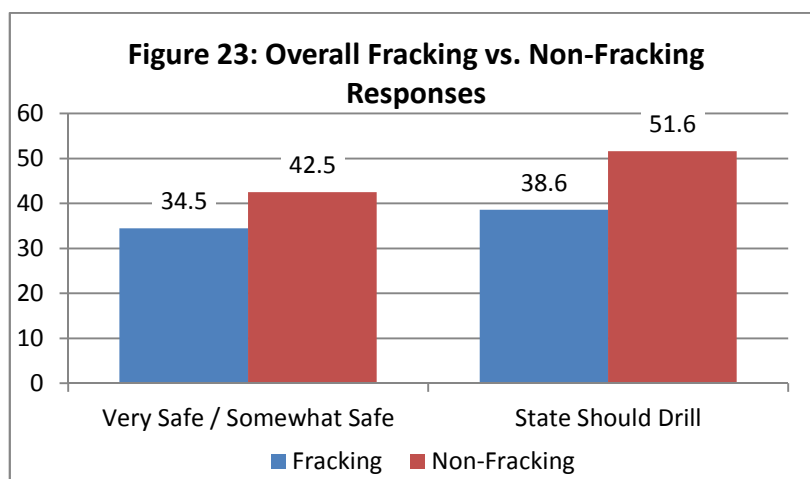


SUPPORT FOR FRACKING

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 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 Louisiana Survey. One block contained questions about “Fracking” and used the word “Fracking” while the other block of near identical questions was used a description of the “Fracking” process without actually using the words “Fracking” or “Fracturing.” (*For a verbatim version of the questions please refer to the appendix*)



Word Choice: The results indicate that the unpleasant sound of the word “Fracking” might be partially responsible for both safety fears, and a lack of support for the process. Interestingly, regardless of how the question was worded roughly equal percentages of respondents said they had heard a lot or some about hydraulic fracturing (37.8 percent for NON-fracking-respondents) and (36.3 percent for fracking-respondents).

For respondents who heard the word “fracking:”

- 35 percent of think hydraulic fracturing is “somewhat safe” or “very safe”;
- 39 percent should think the state should encourage the process;

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

- 43 percent think hydraulic fracturing is “somewhat safe” or “very safe”;
- 52 percent should think the state should encourage the process;

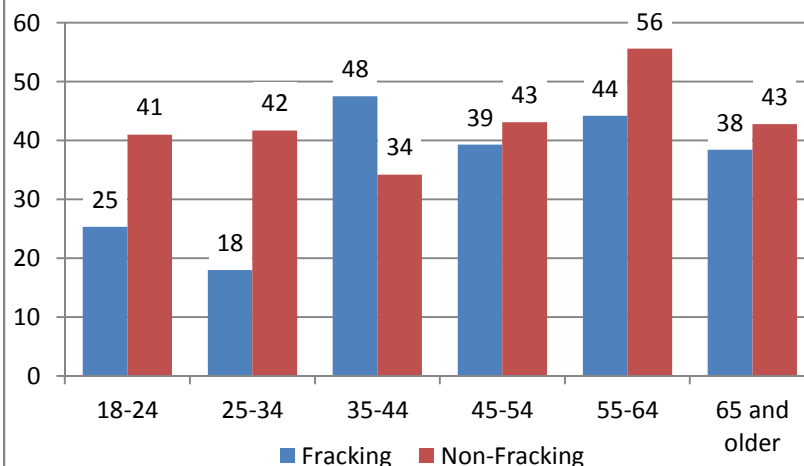
This indicates that “Fracking” just sounds unpleasant to respondents. Changing the language associated with “Fracking” may increase public support for the process.

Demographic Splits: While variations among demographics are relatively minor for the question in regards to the safety of Fracking; age was key.

Respondents in the 18-24 and 25-34 age groups had a greater increase in finding the process to be very safe or somewhat safe when they were not exposed to actual word “Fracking.”

However these results should be treated with some caution as each individual age group has a relatively small number of respondents when combined with the fracking vs. non-fracking randomization.

Figure 24: Percentage of Respondents who say Process is Very Safe or Somewhat Safe by Age



As the “Fracking” process is often considered a point of political contention we examined the effect of using the word “Fracking” by self-reported party affiliation. In terms of finding the process to be very safe or somewhat safe there was a large increase among Democrats when the word “Fracking” was not used, Republicans saw no variation.

Interestingly, when asked whether the state should encourage drilling, both parties were more likely to support drilling when the word “Fracking” was not used. These results should be treated with some caution as each individual party has a relatively small number of respondents when combined with the fracking vs. non-fracking randomization.

Figure 25: Percentage who say Process is Very Safe or Somewhat Safe by Party

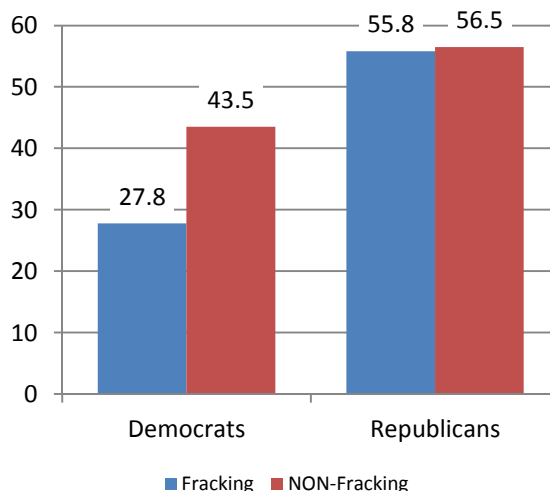
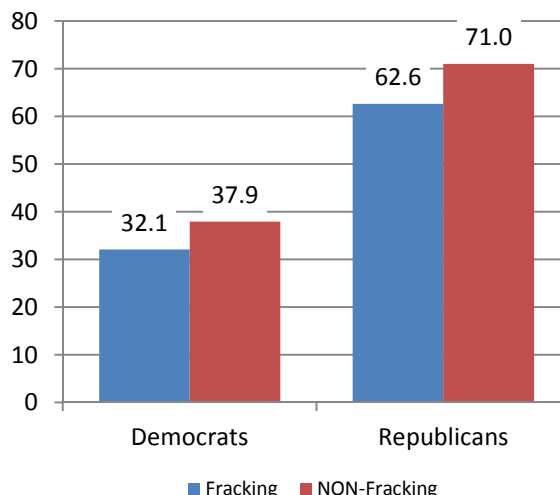
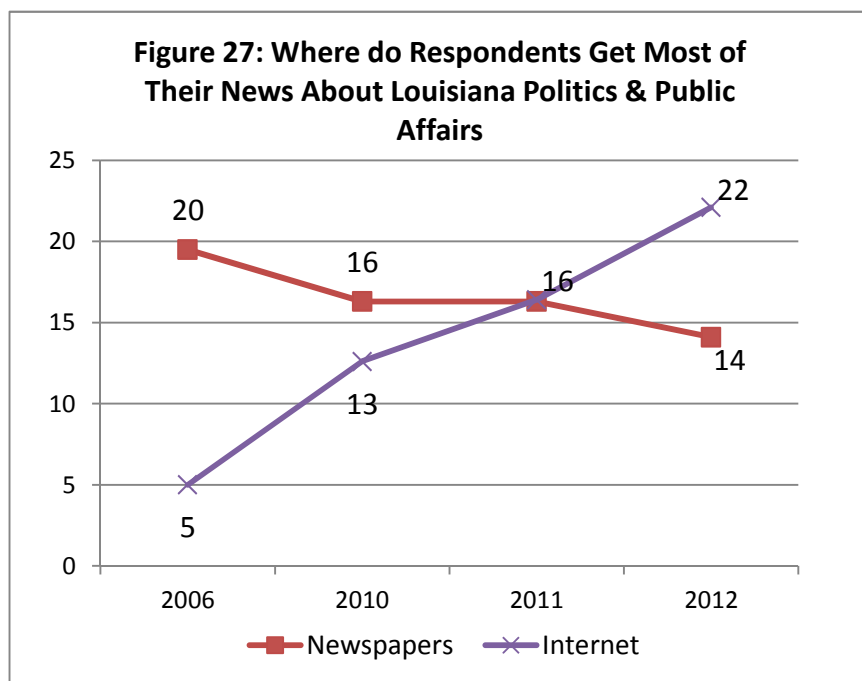


Figure 26: Percentage who say State Should Encourage Drilling by Party



The Evolving Media Landscape



Online Overtakes Print: The 2012 Louisiana Survey provides additional evidence as to the remarkable transformations to the overall media landscape. For the first time since we began collecting data in 2003, the percent of respondents saying online sources are their primary source of news about Louisiana politics and public affairs was larger than the percent who identified newspapers as their primary source.

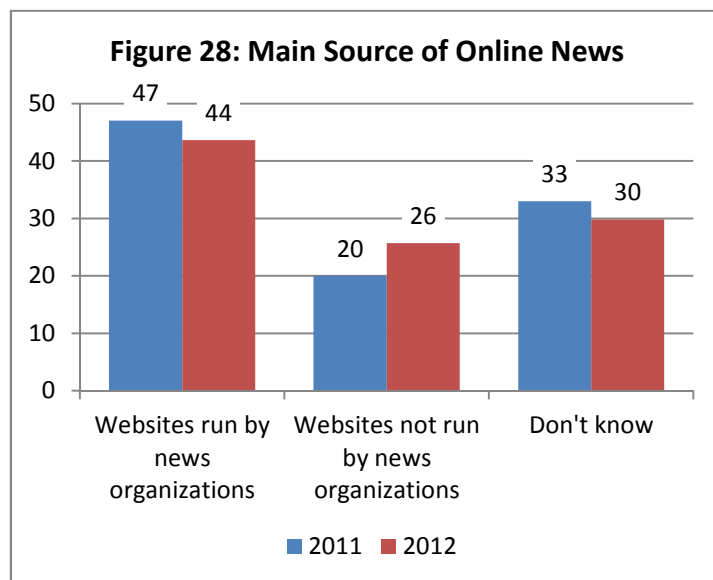
The percent of Louisiana residents identifying online news sources as their primary source of information about Louisiana politics and public affairs increased from 14

percent in 2011 to 22 percent in 2012. The percent of respondents identifying newspapers declined slightly by 2-points from 16 percent to 14 percent.

Television, identified by 56 percent of respondents as their primary source of information, remains the most frequently cited source of news about Louisiana politics and public affairs. Since 2011, the percent of respondents identifying television as their primary source of news declined from 61 percent to 56 percent.

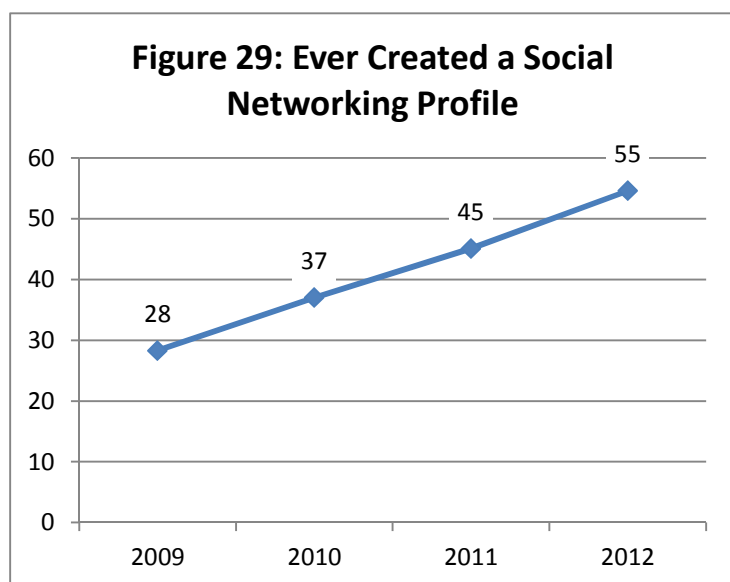
Not surprisingly, younger respondents are more likely to identify the internet as their primary source of news about Louisiana politics and public affairs. Thirty-percent of 18-24 year olds and 39 percent of respondents in the 25-34 year old age group identified the internet as their primary source of news compared to 6 percent of respondents in the 65 and older age group.

In many ways, this division might be artificial. Newspapers and traditional news organizations remain an important source of information even if there has been a significant decline in reading the print editions. When asked about source of online news, 44 percent of respondents reported going to websites run by traditional news organizations and 26 percent reported going to websites not run by news organizations.



Perhaps more astounding, 30 percent of respondents don't know whether the website they use for news content is run by a traditional news organization. Younger respondents (18-24) are notably least likely to use websites run by traditional news organizations, while older respondents (65 and older) are least likely to know if the source is run by a traditional news organization.

We do see some suggestive evidence that respondents may be moving away from traditional news organizations, but the changes since 2011 are not particularly large. In addition, 24 percent of respondents reported having gone online to read a blog about politics and public affairs.

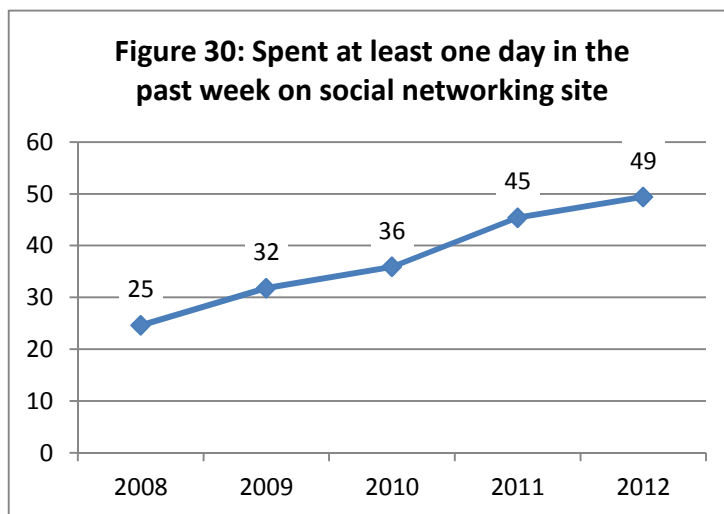


The Growth of Social Media:

The 2012 Louisiana Survey also presents evidence of the growth of social media. Since we began tracking the data, the number of Louisiana residents who have created a social networking profile has increased from 28 percent to 55 percent. Moreover, 87 percent of 18-24 year olds have a social networking profile compared to 18 percent of respondents 65 and older. Notably, however, 48 percent of respondents in the 44-45 year old age group have created a social networking profile as have 37 percent of respondents 55-64 years old.

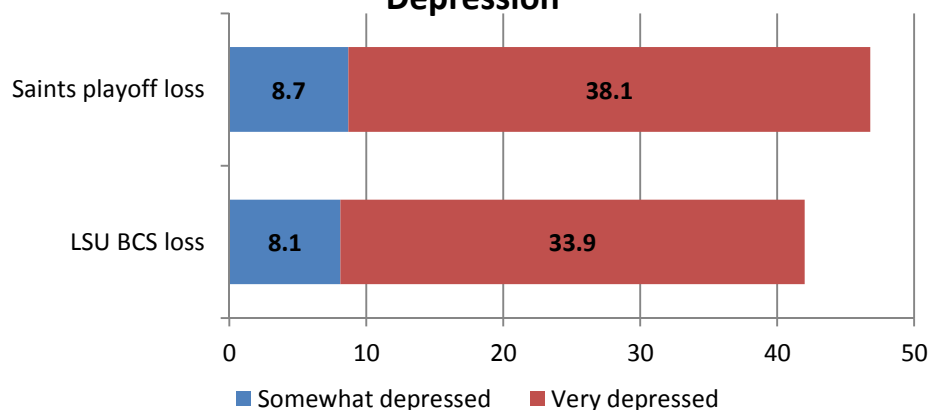
We also see an increase in the percent of respondents saying they have gone online to check a social networking site at least one day in the past week. In 2008, 25 percent of respondents said they had gone to a social networking site one day in the past week. In 2012, just under half of respondents - 49 percent - reported going to a social networking site at least once in the past week.

Twenty-four percent of respondents said they went online to a social networking site every day. Perhaps more remarkably, 69 percent of 18-24 years olds reporting going online to a social networking site every day in the past week. For the next age group (25-34 year olds), this drops to 32 percent.



Just For Fun

Figure 31: Louisiana Football Losses and Depression



Football Losses and Depression:

January 2012 was a rough month for Louisiana Football fans, as both the New Orleans Saints and the LSU Tigers lost important football games. Residents of the state overall report being slightly more depressed about the Saints loss than the Tigers loss.

- Unsurprisingly, respondents in New Orleans area are more likely to say they were “very depressed” about the Saints playoff loss at 45 percent, than are residents of the Baton Rouge area at 30 percent.
- Logically, Baton Rouge area residents were more likely to report being “very depressed” by the LSU Tigers playoff loss at 38 percent, compared to New Orleans residents at 29 percent.
- Southwest Louisiana residents apparently are most likely to bleed black, purple, & gold; even more so than residents of both New Orleans and Baton Rouge. Residents of Southwest Louisiana felt the pain of both losses with 43.2 percent of residents report being “very depressed” by the Tigers loss, and 43 percent report being “very depressed” by the Saints loss.

The BCS System. A constant point of contention in College Football is the BCS system. Forty-four percent of Louisiana residents think the system should be replaced with a playoff system. Although 34 percent disagree and another 23 percent don’t know.

- Perhaps unsurprisingly, the region with the highest desire for a playoff system is Baton Rouge at 53 percent.
- College grads are most likely to want a playoff system at 51 percent.
- Interestingly, men are much more likely than women to want a playoff system 62 percent compared to 27 percent.

Figure 32: The BCS System

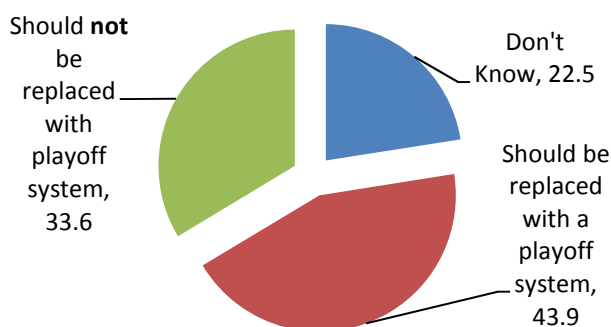
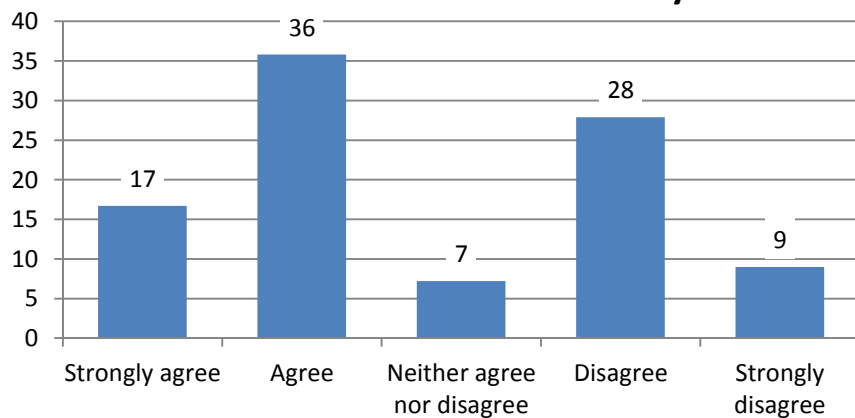


Figure 33: Success at Athletics Makes LSU a Better Academic University



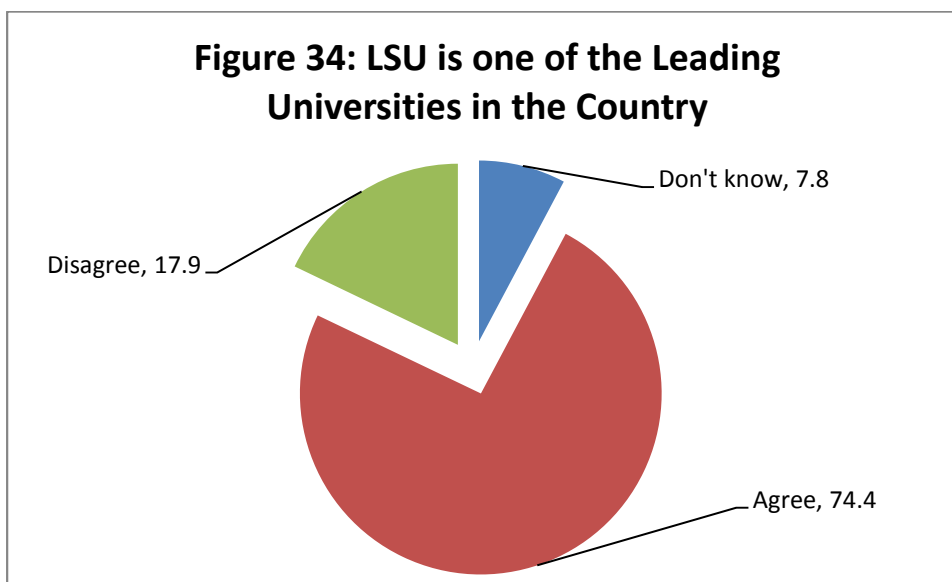
Athletics & Academics:

Louisiana residents may have been depressed about the Tigers loss for more reasons beyond just Football. A majority of Louisiana residents (53 percent) think that success at athletics makes LSU a better academic university; in fact 17 percent strongly agree with the statement.

- College grads (37 percent) are much less likely to agree with the statement than those with a high school diploma or less (60 percent.)
- Men are more likely than women to equate success at athletics with success at academics; 57 percent to 48 percent.
- Interestingly, there are no distinct differences in age suggesting that it is not merely youth who connect athletics with academics.

LSU is a Top National University: This question was just for fun. Obviously as the survey was conducted by the Public Policy Research Lab at LSU, it could be argued (and rightly so) that this question is biased and leading. However, it's still exciting to note that 3 out of 4 Louisiana residents (74 percent) think that LSU is one of the leading universities in the US. Geaux Tigers!

Figure 34: LSU is one of the Leading Universities in the Country



Just How is the President Elected?: With the 2012 Presidential election fast approaching, we thought it would be informative to check in with Louisiana residents to gauge their knowledge about the electoral college. More than 1 in 4 (29 percent) Louisiana residents incorrectly think the US President is elected by virtue of winning the most individual votes.

- Interestingly, the knowledge of the Electoral college decreases with age. Nearly 3 out of 4 (74 percent) of 18-24 year olds say that the President is elected by virtue of winning electoral college votes, compared to 1 out of 2 (49 percent) of those 65 and older.
- Higher income and higher-education level are also correlated with correctly identifying that the President is elected by virtue of winning the most electoral college votes.

Figure 35: How is the President Elected?

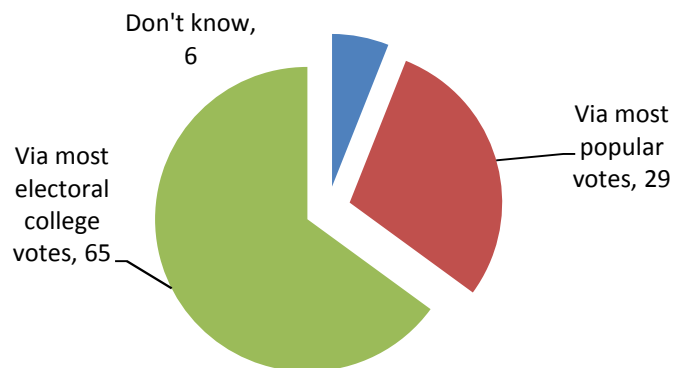
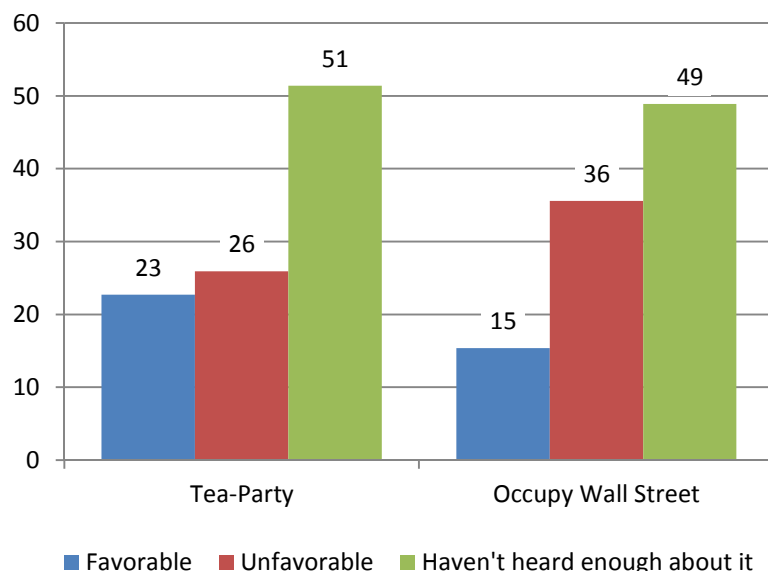


Figure 36: Tea-Party and Occupy Wall Street Favorability



Protest Groups and Favorability:

Lastly, we wanted to ask Louisiana residents their opinion on the two political movements of the Tea-Party Group and the Occupy Wall Street movement. While the Occupy movement has received more news coverage than the Tea-Party movement recently, they are both worth asking about as they may play a key role in the upcoming 2012 Presidential Election.

While both groups have failed to really 'click' with respondents, with about 1 in 2 Louisiana residents saying they haven't heard enough about either group to form an opinion; the Tea-Party movement seems to be viewed more favorably than the Occupy movement for residents who are in the know.

APPENDIX

Louisiana Survey

Questionnaire and Frequencies

About the Survey: The 2012 Louisiana Survey includes a traditional landline telephone survey combined with a survey of Louisiana cell phone users. All respondents – cell phone and landline - are randomly selected. The results presented here are from the combined weighted survey. All results here have been weighted to reflect current population demographics as reflected by U.S. Census estimates. The combined survey includes 731 respondents including 517 respondents selected from the landline telephone survey and 214 respondents selected from available cell phone blocks. The overall survey has a margin of error of +/- 3.6 percentage points.

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	14.8	112
Right direction	46.7	312
Wrong direction	38.5	303
Total	100	727

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

	%	N
Education	27.7	197
Economy	34.4	232
Crime	9.2	52
Health Care	7.5	52
State Budget	6.5	51
Politics	6.1	58
Environment/Coast	2.7	14
Roads	1.6	9
Other	4.2	32
Total	100	697

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?

Confidence State Government Can Effectively Address Most Important Problem	%	N
Don't know	3.3	20
Very confident	10.4	62
Somewhat confident	37.6	258
Not very confident	24.5	215
Not at all confident	24.2	175
Total	100	730

I am going to read a list of priorities that Governor Jindal might adopt during his current term. As I read through each please tell me how important it is to you personally - a top priority, very important but not a top priority, somewhat important, not very important, or not at all important.

4. Attracting new businesses and jobs to Louisiana

Priorities: Attracting new businesses and jobs to Louisiana	%	N
Top priority	33.8	272
Very important but not a top priority	53.5	375
Somewhat important	11.4	74
Not very important	1	7
Not at all important	0.3	3
Total	100	731

5. Not allowing any new tax increases...

Priorities: Not allowing any tax increases	%	N
Don't know	1.3	11
Top priority	22.1	172
Very important but not a top priority	40	286
Somewhat important	23.2	176
Not very important	6.1	45
Not at all important	7.4	40
Total	100	730

6. Reforming primary and secondary public education....

Priorities: Reforming primary and secondary public education	%	N
Don't know	1.4	12
Top priority	43.5	333
Very important but not a top priority	43.8	307
Somewhat important	5.4	52
Not very important	3.8	11
Not at all important	2.1	16
Total	100	731

7. Reforming Louisiana's public health care system....

Priorities: Reforming Louisiana's public health care system	%	N
Don't know	2.3	23
Top priority	33.8	266
Very important but not a top priority	42.9	282
Somewhat important	13.4	115
Not very important	6.3	32
Not at all important	1.3	13
Total	100	731

8. Reducing high school dropout rates....

Priorities: Reducing high school dropout rates	%	N
Don't know	1.3	9
Top priority	41.6	306
Very important but not a top priority	48.1	339
Somewhat important	6.1	54
Not very important	1.5	15
Not at all important	1.5	7
Total	100	730

9. Consolidating state colleges and universities....

Priorities: Consolidating state colleges and universities	%	N
Don't know	7.5	52
Top priority	14.1	70
Very important but not a top priority	22.2	154
Somewhat important	22.8	188
Not very important	17	131
Not at all important	16.4	135
Total	100	730

10. Addressing the financial challenges facing the state's public retirement systems

Priorities: Addressing challenges facing state's public retirement system	%	N
Don't know	3.8	35
Top priority	29	212
Very important but not a top priority	35.7	283
Somewhat important	21.7	126
Not very important	6	44
Not at all important	3.8	30
Total	100	730

11. Reducing state government spending....

Priorities: Reducing state government spending	%	N
Don't know	1.7	16
Top priority	31.4	246
Very important but not a top priority	43.3	299
Somewhat important	17.7	124
Not very important	2.6	22
Not at all important	3.3	24
Total	100	731

12. Improving Louisiana roads, bridges and other infrastructure.....

Priorities: Improving Louisiana roads, bridges, and other infrastructure	%	N
Don't know	0.2	2
Top priority	36.9	259
Very important but not a top priority	43.6	319
Somewhat important	15.8	125
Not very important	2.3	19
Not at all important	1.2	7
Total	100	731

13. Of these priorities, what is the single most important priority over the next four years?

Single Most Important Priority	%	N
Reforming primary and secondary public education	31	220
Attracting new business and jobs to Louisiana	28.6	211
Reforming Louisiana's public health care system	9.6	76
Improving Louisiana roads, bridges, and other infrastructure	8.5	63
Reducing high school dropout rates	7.8	51
Reducing state government spending	4.7	38
Not allowing any tax increases	3.6	27
Addressing challenges facing state's public retirement system	2.4	18
Don't know	2.7	15
Consolidating state colleges and universities	1.1	6
Total	100	725

14. 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?

Personal Finances	%	N
Don't know	0.7	4
Better	21.7	130
Same	52.4	394
Worse	25.2	203
Total	100	731

15. 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?

State Business Conditions	%	N
Don't know	5	40
Better	20.7	146
Same	46.3	340
Worse	28	205
Total	100	731

16. 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?

National Business Conditions	%	N
Don't know	7.1	39
Better	20.4	146
Same	35.5	233
Worse	37.1	312
Total	100	730

I am going to read a list of things that state government might do to improve the economy within the state of Louisiana. Please tell me how important you think each item is to the overall state economy. Very important, somewhat important, slightly important, not at all important.

17. Improving graduation rates at state colleges and universities...

Improve Economy: Improving graduation rates at state colleges and universities	%	N
Don't know	0.5	5
Very important	71.6	473
Somewhat important	21.6	188
Slightly important	3.7	40
Not at all important	2.6	25
Total	100	731

18. Reducing taxes on businesses...

Improve Economy: Reducing taxes on businesses	%	N
Don't know	1.8	14
Very important	42.2	282
Somewhat important	35.2	278
Slightly important	10.9	72
Not at all important	10	84
Total	100	730

19. Investing in research and development...

Improve Economy: Investing in research and development	%	N
Don't know	1.8	13
Very important	46.8	329
Somewhat important	31.1	262
Slightly important	11.9	76
Not at all important	8.4	51
Total	100	731

20. Improving vocational and technical education and worker trainer programs...

Improve Economy: Improving vocational and technical education and worker training	%	N
Don't know	0.3	2
Very important	78	579
Somewhat important	16.2	121
Slightly important	3.3	21
Not at all important	2.2	8
Total	100	731

21. Providing tax incentives for companies to open or expand new facilities in Louisiana...

Improve Economy: Providing tax incentives to open or expand new facilities	%	N
Don't know	1	6
Very important	60.3	431
Somewhat important	26.5	203
Slightly important	6.1	47
Not at all important	6.1	44
Total	100	731

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

Louisiana faring better than rest of the country?	%	N
Don't know	3.8	31
Better	37.3	280
Same	17.6	141
Worse	41.2	278
Total	100	730

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

Louisiana faring better than rest of the south?	%	N
Don't know	5.8	47
Better	31	211
Same	14.9	112
Worse	48.4	360
Total	100	730

- QUESTIONS WITH THE WORD FRACKING -

24. 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?

Heard or read about hydraulic fracturing	%	N
Don't know	1.1	2
A lot	17.9	82
Some	18.4	83
Not much	18	66
Nothing so far	44.6	142
Total	100	375

25. 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?

Safety of hydraulic fracturing	%	N
Don't Know	41.7	141
Very Safe	12.3	50
Somewhat Safe	22.2	103
Not Very Safe	8.7	34
Not At All Safe	15.1	47
Total	100	375

26. 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?

Encourage or not encourage hydraulic fracturing	%	N
Don't know	26.4	91
State should encourage drilling	38.6	155
State should not encourage drilling	35	128
Total	100	374

- QUESTIONS WITHOUT FRACKING -

27. How much have you heard or read about a new 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?

Heard or read about new way to extract natural gas	%	N
Don't know	0.9	3
A lot	19.6	84
Some	18.2	80
Not much	15.3	65
Nothing so far	46	124
Total	100	356

28. 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	33.7	113
Very safe	12.6	58
Somewhat safe	29.9	112
Not very safe	12.4	39
Not at all safe	11.4	34
Total	100	356

29. 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?

Encourage or not encourage drilling for natural gas by this new process	%	N
Don't know	13.1	58
State should encourage drilling	51.6	193
State should not encourage drilling	35.3	103
Total	100	354

30. How effective would you say Louisiana state government has been in terms of attracting business and creating jobs in Louisiana - excellent, good, fair, or poor?

Effectiveness of Louisiana state government in attracting business and creating	%	N
Don't know	1.5	15
Excellent	9.2	57
Good	38.5	277
Fair	35.6	268
Poor	15.2	114
Total	100	731

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

31. Increasing state taxes on tobacco

State taxes on tobacco	%	N
Don't know	0.9	9
Favor	63.3	496
Oppose	35.8	225
Total	100	730

32. A tax on tickets to major sporting events (both professional and college)

Tax on tickets to major sporting events	%	N
Don't know	2.6	26
Favor	43.7	316
Oppose	53.3	387
Total	100	729

33. A hotel tax specifically for out-of-state tourists

Hotel tax specifically for out-of-state tourists	%	N
Don't know	3	21
Favor	38.7	249
Oppose	58.3	460
Total	100	730

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

State taxes on beer, wine, and other alcohol	%	N
Don't know	1.3	11
Favor	66.8	524
Oppose	31.9	195
Total	100	730

35. Increasing state taxes on gasoline and oil

State taxes on gasoline and oil	%	N
Don't know	0.7	7
Favor	9.2	58
Oppose	90.1	666
Total	100	731

36. Increasing state income taxes on individuals earning more than \$50,000 and households earning more than \$75,000?

State income taxes on individuals earning more than \$50,000	%	N
Don't know	3.4	31
Favor	36.2	211
Oppose	60.3	488
Total	100	730

37. Increasing state income taxes on households or individuals earning more than \$250,000

State income taxes on individuals earning more than \$250,000	%	N
Don't know	1.8	7
Favor	63.7	229
Oppose	34.5	128
Total	100	364

38. Increasing state income taxes on households or individuals earning more than \$500,000

State income taxes on individuals earning more than \$250,000	%	N
Don't know	1.8	7
Favor	63.7	229
Oppose	34.5	128
Total	100	364

39. 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	5.1	29
Favor	31.6	210
Oppose	63.3	492
Total	100	731

40. Increasing state taxes on gaming in casinos

State taxes on gaming in casinos	%	N
Don't know	1.8	15
Favor	75.3	595
Oppose	22.9	121
Total	100	731

41. 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	2.8	16
Favor	27.8	203
Oppose	69.1	511
Total	100	730

42. 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	2.4	18
Favor	54.4	353
Oppose	43.2	360
Total	100	731

43. All things considered, would you advise recent college graduates in the state of Louisiana to look for jobs within Louisiana OR would you advise that they look for jobs out of state?

Advise recent grads to look in state or out of state?	%	N
Don't know	5	53
Look in state	69.3	487
Look out of state	25.7	187
Total	100	727

44. Now thinking specifically about higher education, how well would you say that state colleges and universities are meeting workforce needs in your local community? Would you say state colleges and universities are doing an excellent, good, fair, or poor job in meeting local workforce needs?

State colleges meeting workforce needs	%	N
Don't know	7.8	49
Excellent	15.1	103
Good	33.5	254
Fair	36.7	265
Poor	6.9	60
Total	100	731

45. Do you think states with top quality public universities and colleges are more likely to attract new business, less likely to attract new businesses, or it doesn't make much difference one way or the other?

Top quality colleges likely to attract new business?	%	N
Don't know	2.1	21
More likely to attract new business	56.8	427
Less likely to attract new business	5.2	31
Doesn't make much difference	35.9	252
Total	100	731

Do you agree with the following statements:

46. There are too many four-year colleges and universities in Louisiana

Too many four-year colleges in Louisiana	%	N
Don't know	3.2	30
Strongly agree	6.5	59
Agree	15.1	120
Neither agree nor disagree	7.8	71
Disagree	53.8	353
Strongly disagree	13.6	97
Total	100	730

47. There are not enough technical and community colleges in Louisiana

Not enough technical and community colleges	%	N
Don't know	5.8	46
Strongly agree	19.7	160
Agree	43.1	315
Neither agree nor disagree	5.8	53
Disagree	22.2	137
Strongly disagree	3.5	20
Total	100	731

48. Which of the following statements comes closer to your view:

Allow or limit college tuition	%	N
Don't know	2.9	24
Allow to increase tuition to offset budget cuts	12.4	91
Limit tuition increases to assure colleges remain affordable	84.7	614
Total	100	729

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. Currently students must have a 2.5 grade point average and a 20 on their ACT to qualify for an Award. 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:

49. Reducing the total amount of money qualified students receive from the TOPS program?

Reducing total amount of money qualified students receive	%	N
Don't know	2.9	24
Support	22.5	163
Oppose	74.7	544
Total	100	731

50. 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	3.6	23
Support	48.6	372
Oppose	47.8	336
Total	100	731

51. 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	11.1	81
Support	43.1	329
Oppose	45.7	319
Total	100	729

52. Overall, how well do you think Louisiana's public schools prepare students for college? Would you say they do an excellent job, good job, fair job or poor job?

How well do schools prepare students for college	%	N
Don't know	3.6	27
Excellent	8.2	41
Good	19.4	163
Fair	41.3	298
Poor	27.5	201
Total	100	730

53. How well do you think Louisiana's public schools prepare students for the workforce? Would you say they do an excellent job, good job, fair job or poor job?

How well do schools prepare students for workforce	%	N
Don't know	2.6	23
Excellent	5.9	28
Good	21	145
Fair	41.2	311
Poor	29.2	224
Total	100	731

54. Which of the following three statements comes closest to expressing your overall view of Louisiana's system for primary and secondary public education?

On the whole, public education in Louisiana works pretty well and only minor changes are necessary to make it work better. OR,

There are some good things in public education in Louisiana, but fundamental changes are needed. OR,

Our system of public education in Louisiana has so much wrong with it that we need to completely rebuild it.

Overview of Louisiana public education	%	N
Don't know	2.2	19
Minor changes are necessary	11.7	81
Some good things but fundamental change needed	52.3	396
Need to completely rebuild	33.8	235
Total	100	731

55. 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	4.5	44
Strongly favor	23.4	182
Favor	47.1	304
Oppose	17.2	135
Strongly oppose	7.8	66
Total	100	731

56. When it comes to teacher pay at public schools grades K-12, do you think teachers should be paid based on how well their students do on a variety of different measures, or do you think all teachers should be paid equally and get pay increases based solely on seniority?

Teacher pay for performance	%	N
Don't know	10	93
Pay based on how well students perform	58.1	405
Pay based on seniority	32	221
Total	100	719

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

Favor school vouchers for children in failing schools	%	N
Don't Know	4.1	31
Strongly favor	16.9	120
Favor	30.5	209
Oppose	33.1	233
Strongly oppose	15.3	135
Total	100	728

58. 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	2.6	17
Support	77.6	527
Oppose	19.9	186
Total	100	730

59. Recently, you may have noticed that climate change has been getting some attention in the news. Climate change refers to the idea that the world's average temperature has been increasing over the past 150 years, may be increasing more in the future, and that the world's climate may change as a result.

What do you think? Do you think climate change is happening?

Climate change happening?	%	N
Don't know	3.6	34
Yes	78.5	549
No	17.8	147
Total	100	730

60. How important are Louisiana's coastal wetlands to your local community - very important, somewhat important, not very important or not at all important?

Importance of coastal wetlands to local community	%	N
Don't know	1.1	8
Very	67.6	502
Somewhat	19.9	140
Not very	7.4	48
Not at all	4	33
Total	100	731

61. And how important are Louisiana's coastal wetlands to your personal well being?

Importance of coastal wetlands to your personal well being	%	N
Don't know	1.9	15
Very	58.1	396
Somewhat	22.6	174
Not very	8.9	71
Not at all	8.5	74
Total	100	730

62. Why are Louisiana's wetlands important to you personally?
[Open ended response]

63. 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
Don't know	0.1	1
Yes	80.6	628
No	19.3	102

64. And, so far, do you think changes in the health care system have led to better health care for you, worse health care for you, or are things about the same?

Effect of changes in health care system on health care	%	N
Don't know	1.9	13
Better	15.9	104
Worse	21.3	174
About the same	60.9	438
Total	100	729

65. To the best of your knowledge, which of the following two options best describes how the President of the United States is elected?

1. The individual elected is the person who receives the most overall votes nationwide
2. The individual elected is the person who receives the most electoral college votes based on winning individual states, regardless of who wins the most overall votes nationwide

Knowledge of electoral college	%	N
Don't know	6	43
Most popular votes	29	209
Most electoral votes	64.9	477
Total	100	729

66. 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	4.4	36
Too high and need to be reduced	29.8	211
Too low and need to be increased	8.8	62
Just about right	56.9	420
Total	100	729

67. 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	1.2	11
Too high and need to be reduced	35.4	261
Too low and need to be increased	4.2	35
Just about right	59.2	422
Total	100	729

68. 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	7.9	55
Too high and need to be reduced	36.6	256
Too low and need to be increased	4.5	43
Just about right	51	376
Total	100	730

69. In your opinion, when it comes to determining the quality of a university, which of the following is more important

Teaching or research importance to quality of university	%	N
Don't know'	2.5	22
Great teaching	84.5	624
Nationally recognized research	12.7	84
Total	100	731

70. To the best of your knowledge what type of Research, if any, is LSU Baton Rouge known for?
[Open ended response]

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

Impact of LSU research on your community	%	N
Don't know	16.8	113
Significant impact	22.4	172
Noticeable impact	23.1	156
Small impact	19.1	137
Very minor impact	9.3	79
No impact whatsoever	9.3	71
Total	100	728

72. Do you agree or disagree with the following statement: “LSU Baton Rouge is one of the leading universities in the US.”

Agree – LSU Leading University	%	N
Don't know	7.8	56
Agree	74.4	504
Disagree	17.9	169
Total	100	729

73. In reference to college football, Do you think the Bowl Championship Series should or should not be replaced with a playoff system?

Replace BCS with playoff	%	N
Don't know	22.5	183
Should be replaced with a playoff system	43.9	321
Should not be replaced with playoff system	33.6	219
Total	100	723

74. Please tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the following statement: “Success in college athletics makes LSU a better academic university.”

Success in athletics makes LSU better academic university	%	N
Don't know	3.3	23
Strongly agree	16.7	106
Agree	35.8	227
Neither agree nor disagree	7.2	63
Disagree	27.9	233
Strongly disagree	9	79
Total	100	731

75. On a scale of 1 to 5, where 1 is not at all depressed and 5 is very depressed, how depressed were you when the LSU Tigers lost to Alabama in the BCS Championship Game?

Depressed by LSU BCS loss?	%	N
Don't know	0.9	10
Not at all depressed	38.4	298
Not very depressed	10.2	64
Slightly depressed	8.5	73
Somewhat depressed	8.1	57
Very depressed	33.9	229
Total	100	731

76. On a scale of 1 to 5, where 1 is not at all depressed and 5 is very depressed, how depressed were you when the New Orleans Saints lost to the San Francisco 49ers in the NFL Playoffs?

Depressed by Saints playoff loss	%	N
Don't know	0.5	6
Not at all depressed	31	230
Not very depressed	9.5	62
Slightly depressed	12.2	90
Somewhat depressed	8.7	78
Very depressed	38.1	265
Total	100	731

77. 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	0.9	3
Great deal of attention	32.7	283
Some attention	46.3	324
Not very much attention	12.9	81
No attention at all	7.2	40
Total	100	731

78. Do you get most of your news about Louisiana public affairs and politics from television, newspapers, radio, or the internet? (CHOOSE ONE)

Source for Louisiana news	%	N
Don't know	0.8	9
Television	56	400
Newspapers	14.1	134
Radio	7	49
Internet	22.1	138
Total	100	730

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

Days read newspaper	%	N
Don't know	0.3	2
None	35.4	224
1	13	92
2	14.2	84
3	7.2	56
4	5.8	44
5	3.1	28
6	1.2	10
7	19.7	190
Total	100	730

80. 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	0.5	3
Read paper version	83.7	423
Read online	15.8	78
Total	100	504

81. 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	1
None	15.1	111
1	8.8	37
2	10.3	50
3	9.6	54
4	5.6	44
5	7.1	68
6	1.7	14
7	41.8	351
Total	100	730

82. In the past week, how many days did you watch a national network news program one of the main Non-cable channels such as ABC, NBC, or CBS?

Days watch national news	%	N
Don't know	1.1	5
None	26.2	193
1	11.4	44
2	6.9	39
3	9.8	69
4	5.3	45
5	5.8	55
6	1.5	11
7	32.1	270
Total	100	731

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

Days watch cable news	%	N
Don't know	1.4	7
None	29.5	227
1	12.7	65
2	10.2	71
3	8.6	54
4	3.5	26
5	4.4	43
6	1.4	7
7	28.4	231
Total	100	731

84. 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	0.7	5
None	54.9	414
1	7.8	40
2	5.5	48
3	5.4	33
4	3.7	24
5	5.5	48
6	0.6	8
7	15.9	111
Total	100	731

85. 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	0.3	1
None	56.6	399
1	7.6	53
2	7.3	54
3	6	51
4	4.7	26
5	4.3	41
6	0.7	7
7	12.5	99
Total	100	731

86. Do you ever go online to read opinion sites or blogs devoted specifically to politics and public affairs?

Read blogs or opinion sites devoted to politics	%	N
Don't know	3.4	23
Yes	23.7	183
No	72.8	524
Total	100	730

87. When you go online to get news about politics and public affairs, do you generally go to websites run by traditional news organizations - FoxNews.com, CNN.com or NYTIMES.COM - or do you generally go to websites NOT associated with traditional news sources like the Drudge Report, Huffington Post, or Politico?

Online news from news organizations?	%	N
Don't know	29.8	203
Websites run by news organizations	43.6	297
Websites not run by news organizations	25.7	175
Total	100	676

88. Have you created your own profile online that others can see, like on a social networking site like Twitter, Facebook, or LinkedIn.com?

Created social networking profile	%	N
Don't know	0.2	2
Yes	54.6	338
No	44.9	387
Total	100	727

89. In the past week, how many days did you use a social networking site such as Facebook, Twitter, or LinkedIn?

Days used social networking	%	N
Don't know	0.5	4
None	50.1	394
1	6	43
2	6.1	50
3	6.2	37
4	3.6	26
5	3.1	21
6	0.4	5
7	24	146
Total	100	726

90. Have you ever visited a social networking site like Facebook, Twitter, or LinkedIn to get information about a candidate, or to sign up as a friend of a candidate or group?

Get information about candidate from social networking	%	N
Don't know	0.7	5
Yes	20.3	128
No	77.9	582
Total	100	715

91. Have you ever watched video clips about political candidates or elections that are available online?

Watch online video clips about candidates	%	N
Don't know	0.3	3
Yes	36.8	271
No	62.4	451
Total	100	725

92. 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	0.1	2
Regularly	14.2	97
Sometimes	10	63
Hardly ever	13.1	77
Never	62.5	490
Total	100	729

93. How often do you watch television shows like the Daily Show with Jon Stewart or the Colbert Report?

Watch shows like Daily Show or Colbert Report	%	N
Don't know	0.6	1
Regularly	9.1	57
Sometimes	15.6	113
Hardly ever	12.9	99
Never	61.8	461
Total	100	731

94. And would you say you that you get most of your news from these two specific programs?

Most news from Daily Show or Colbert	%	N
Don't know	0.2	1
Yes	31.7	49
No	68.1	120
Total	100	170

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

Own Home	%	N
Own Home	58.8	538
Pay Rent	22.6	122
Something Else	18.1	70
Total	100	730

96. Generally speaking do you consider yourself a Democrat, Republican, Independent, or what? IF DEMOCRAT OR REPUBLICAN: Would you consider yourself a strong or a not so strong? IF INDEPENDENT: Would you say, you lean to the Democratic Party or Republican Party, or would you say you don't lean to either party?

Party Identification	%	N
Strong Democrat	26.5	177
Democrat	13.6	94
Leans Democratic	3.7	26
Independent	26.7	153
Leans Republican	3.9	43
Republican	11	81
Strong Republican	14.6	138
Total	100	712

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

Political ideology	%	N
Don't know	7.8	41
Very liberal	5	29
Liberal	11.4	71
Somewhat liberal	10.6	70
Moderate	20.7	167
Somewhat Conservative	17.1	136
Conservative	16.7	114
Very Conservative	10.7	97
Total	100	725

98. Overall, would you say you have a favorable or unfavorable view of the tea party movement, or haven't you heard enough about it?

Tea Party Favorability	%	N
Favorable	22.7	205
Unfavorable	25.9	223
Haven't heard enough about it	51.4	301
Total	100	729

99. Overall, would you say you have a favorable or unfavorable view of the occupy wall street movement, or haven't you heard enough about it?

Occupy Wall Street Favorability	%	N
Favorable	15.4	113
Unfavorable	35.6	315
Haven't heard enough about it	48.9	301
Total	100	729

100. What is your age?

Age Category	%	N
18-24	13.6	43
25-34	18.3	75
35-44	16.3	99
45-54	19	139
55-64	15.9	177
65 and older	16.9	198
Total	100	731

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

Children under 18 in household	%	N
Yes	41.3	235
No	58.7	495
Total	100	730

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

Attend Public School	%	N
Don't know	0.2	1
Yes	71.6	166
No	27.9	80
Total	100	247

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

Attend Private School	%	N
Don't know	0.6	1
Yes	15.5	46
No	83.7	200
Total	100	247

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

Level of Education	%	N
Less than high school	18.3	64
High school	34.4	161
Some college	25.6	249
College grad	21.7	251
Total	100	725

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

Race/Ethnicity	%	N
Don't Know	0.2	2
White	63.2	494
Hispanic	0.3	5
African-American	32.4	189
Asian	0.2	3
Other	3.7	28
Total	100	721

106.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	1	5
Never	12.8	67
Once a year	6	37
A few times a year	17.7	119
Once a month	5.9	45
About twice a month	11.5	76
Once a week or more often	45.2	363
Total	100	712

107.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	3
Employed full time	46.8	313
Employed part time	11.1	71
Retired	18.1	207
Unemployed and looking	9.5	48
Unemployed and not looking	6.9	41
Disability (volunteered)	7.1	44
Total	100	727

108.We would like to know what your family 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 family income.

Household income	%	N
Don't know	7.4	45
Less than \$10,000	14.3	62
\$10,000 - \$19,999	13.5	67
\$20,000 - \$29,999	10.6	60
\$30,000 - \$39,999	7.8	59
\$40,000-49,999	12.8	60
\$50,000 - \$74,999	14.6	104
\$75,000 - \$99,999	8.4	68
\$100,000 or more	10.7	101
Total	100	626

109. Record Gender

Respondent Sex	%	N
Male	48	297
Female	52	434
Total	100	731