

THE PUBLIC POLICY RESEARCH LAB



Sponsored by the
Reilly Center for Media & Public Affairs
Manship School of Mass Communication
Louisiana State University
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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, grades for various areas of government service, evaluations of state taxes, and identification of spending priorities. Each survey also includes items designed to better understand contemporary issues.

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

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

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

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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 35 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.

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Survey Methodology

About the Survey: The 2010 Louisiana Survey includes a traditional landline telephone survey combined with a survey of Louisiana cell phone users. Respondents are randomly selected and the data have been carefully weighted to account for the higher probability of selection of dual users, respondents with both a cell and landline telephone. The results presented in this report are from the combined weighted survey, however, not every question on the landline survey was asked on the cell survey. In those instances, only the results from the landline survey are presented with the sample size reported after the question wording. All the results presented here have been weighted to reflect current population demographics as reflected in the 2008 American Community Survey and estimates of telephone usage from the National Health Interview Survey. The combined survey includes 913 respondents including 510 respondents selected from landline telephone numbers via random digit dialing and 403 respondents selected from available cell phone blocks. Landline telephone interviews were conducted from February 2 to March 1, while the cell phone interviews were conducted from March 1 to March 21. The overall survey has a margin of error of +/- 3.2 percentage points and the landline survey has a margin of error of +/- 4.3 percentage points.

Sample Weighting and the Wireless-Only Population: Over the last several years, the number of wireless-only households has grown tremendously, and the wireless-only population is expected to continue to grow in the future. Until quite recently, the growing wireless-only population had not been included in the sampling frame for traditional telephone surveys based on random digit dialing. As a result, estimates from landline telephone surveys suffer from a potential coverage bias in their estimates of public opinion. Recent estimates from the National Health Interview Survey further indicate a growing wireless-mostly population, households with landline telephones that rely almost exclusively on their cell phones. If we combine the wireless-only and wireless-mostly populations, traditional landline telephone surveys may be missing as much as 30 percent of the population in the construction of their sampling frames.

To date, studies of the biases in estimates from this coverage error indicate the problem can be mostly offset with population weights. National studies indicate that the wireless-only population is younger, poorer, and more likely to be racial minorities. As a result, applying appropriate post-stratification weights to the data tends to capture most of the differences between wireless-only and landline respondents. The potential for coverage bias, however, remains and the wireless-only population will only grow larger in the future.

To account for the wireless-only and wireless-mostly populations, we employ a dual frame sampling strategy in the 2010 Louisiana Survey based on the methodology used by the Pew Center for the People & the Press. Our first sampling frame was based on random digit dialing of landline telephone numbers. The second sampling frame came from identifiable blocks of Louisiana cell phone numbers. Responses to this block of numbers include both wireless-only respondents and dual users, respondents with both a landline and cell phone number. Federal law excludes using automated dialers to call cell phones, so each cell phone number had to be dialed by hand, adding significantly to the cost and time required for data collection. The response rate for the landline survey was 24.3 percent while the response rate for the cell phone survey was 9.8 percent.

We follow the Pew Center's methodology for combining the cell and landline samples and applying weights to the data. First, we give a weight of 0.5 to "dual users," meaning respondents with both a cell phone and a landline. These respondents could potentially be selected from either sampling frame, and subsequently have twice the probability of being selected than wireless-only users or landline-only households. Second, we calculate post-stratification sampling weights based on population estimates from the 2008 American Community Survey. The final data are weighted to approximate population estimates of household income,

race, education, age, and gender. Finally, we apply a weight according to telephone usage patterns as calculated by the National Health Interview Survey (NHIS). Nationally, the wireless-only population is estimated to be 22.7 percent of the population, 59.4 percent are dual users and 15.5 percent are landline only. 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	Combined Survey Estimate (Cell + Landline Weighted Estimate)
Gender		
Male	48.6	45.1
Female	51.4	54.9
Race		
White	65.0	64.4
Black	32.5	32.8
Other	2.5	2.8
Education		
Less than High School	20.5	19.7
High School	35.3	34.3
Some College	24	27.8
College	20.1	18.2
Income		
Less than \$10,000	12.2	11.2
\$10,000- \$19,999	14.9	14.8
\$20,000- \$29,999	12.7	12.6
\$30,000- \$39,999	11.4	10.9
\$40,000- \$49,999	9.2	9.3
\$50,000-\$74,999	17.2	16.2
\$75,000-\$99,999	10.1	9.9
\$100,000 or more	12.2	15.1
Age		
18-24	14.6	14.2
25-34	17.5	17.5
35-44	18.3	17.5
45-54	19.3	19.5
55-64	14.0	15.1
65 and over	16.1	16.2
Telephone Usage		
Wireless Only	22.7	25.7
Landline Only	15.5	16.3
Dual User	59.4	58.0

COMMENTARY

Kirby Goidel, Director of the Louisiana Survey

The contemporary storyline of Louisiana politics is driven by dramatic budget shortfalls and a looming budgetary cliff when federal stimulus money runs out in 2012. Shrinking budgets challenge state policy-makers as they grapple with a public that is at once adverse to broad based tax increases and significant spending cuts to vital government services.

Within this context, the value of the Louisiana Survey resides in its ability to track changes over time as well as capture the contemporary political environment. Overall, 2010 is a year defined by stability in public opinion rather than dramatic shifts. Even so, we see important movement on a number of core questions. Take perceptions of whether the state is moving in the right direction. The percent of Louisiana residents saying the state is moving in the right direction barely moved, declining from 49 percent in 2009 to 48 percent in 2010. Yet at the same time, the percent of residents saying the state is heading in the wrong direction increased from 31 percent to 38 percent. Uncertainty in 2009 has been replaced by heightened concerns about the direction of the state in 2010.

Similarly, residents are slightly more upbeat about state and national business conditions. Overall, however, the overall economic outlook is mostly negative. The percent of residents saying state business conditions have gotten worse over the past year declined from 51 percent in 2009 to 44 percent in 2010 while the percent saying national business conditions have gotten worse declined from 79 percent to 61 percent. While these are substantial movements in the positive direction, more respondents say state and national business conditions have gotten worse than say state and national business conditions have gotten better. Moreover, despite the uptick in economic assessments, Louisianans see limited job opportunities in their local communities. When asked whether there were plenty of jobs or whether jobs are difficult to find, 75 percent of respondents said jobs were difficult to find. And, when asked to compare job opportunities in Louisiana relative to other states and regions, 48 percent of respondents said job opportunities were better in other states and regions while 38 percent said job opportunities were better in Louisiana.

One challenge for state officials in these numbers is that many residents do not recognize that the Louisiana unemployment rate remains below the national unemployment rate. When asked if Louisiana's unemployment rate was better, worse, or about the same as the national unemployment rate, 47 percent said better, 21 percent worse, 20 percent about the same, and 12 percent did not know or were unsure. This piece of economic knowledge has important implications: Respondents who recognize that the unemployment rate is better in Louisiana than in the nation are more likely to see greater job opportunities in their local community and relative to other states and regions.

When it comes to the state budget, the public recognizes the severity of the budget shortfall but has yet to reconcile a reluctance to cut government spending with a preference for lower taxes. Even so, public opinion is more complex and less reactionary than it is often portrayed. Louisiana residents are not single-mindedly anti-tax and indeed show great reluctance to cut government spending.

When asked how to address the current budget shortfall, a slim majority of respondents (51 percent) prefers some combination of spending cuts and tax increases. A substantial minority (41 percent) favors only cutting spending while 3 percent favors only raising taxes. Over the past year, the percent preferring a combination of spending cuts and tax increases – as opposed to spending cuts or tax increases alone – increased by 10-points. This percentage has increased as the budget picture has grown more dim suggesting that the public recognizes the seriousness of the budget shortfall and the need to consider mechanisms for raising state revenue in addition to cutting state spending.

While Louisianans may prefer cutting spending in the abstract, they are reluctant to wield the budgetary knife to slice specific program areas. Majorities are opposed to cutting health care (67.4 percent), primary and secondary education (62.9 percent), and state colleges and universities (55.9 percent). Substantial percentages (though not quite majorities) also prefer making no cuts to state roads and transportation (48.8 percent) or vocational and workforce training (45.5 percent). Even in areas where respondents express a greater willingness to cut – incentives for economic development and environmental regulation – the preference is for minor as opposed to major spending cuts.

Louisianans are split evenly on the question of whether existing budget cuts have gone too far or not far enough: 40 percent of respondents say budget cuts have gone too far while 41 percent say budget cuts have not gone far enough with the remainder saying budget cuts were about right or unsure if cuts have gone too far. Despite this split, substantial majorities say they are very or somewhat concerned about the effect of budget cuts on the two areas of government spending that bear the brunt of spending cuts – higher education and health care. Eighty-five percent of respondents said they were very or somewhat concerned that budget cuts would affect the quality of academic programs in state colleges and universities and 88 percent expressed concern that existing cuts would affect the quality of public health care.

Louisianans are also notoriously anti-tax but the survey finds strong support for “sin taxes” on tobacco (68 percent), alcoholic beverages (71 percent) and gaming (78 percent) and limited support for taxes on higher earning individuals and households (53 percent). The findings parallel findings from the 2009 survey, and suggest a public willing to consider taxes on specific products or services. More generally, support for taxes is more conditional than absolute. When asked generally whether they would support an increase in taxes on gas and oil, less than 10 percent of respondents said yes; but if tax revenue is specifically dedicated to improving state roads, highways and other infrastructure support increases from under 10 percent to 55 percent. Who is being taxed, how tax dollars will be used, and confidence in state government officials are key to support for specific tax proposals.

The current budget shortfall has other less direct consequences for public opinion, namely the public has less confidence that state government will effectively address the state’s most pressing problems. Since 2009, the percent of respondents saying they were very or somewhat confident state government will effectively address their self-identified most important problem declined from 65 percent to 54 percent. While this is a significant drop, current confidence numbers are on par with pre-Katrina levels and may reflect an inevitable decline from the heightened expectations for the Jindal Administration in 2008 and 2009 surveys.

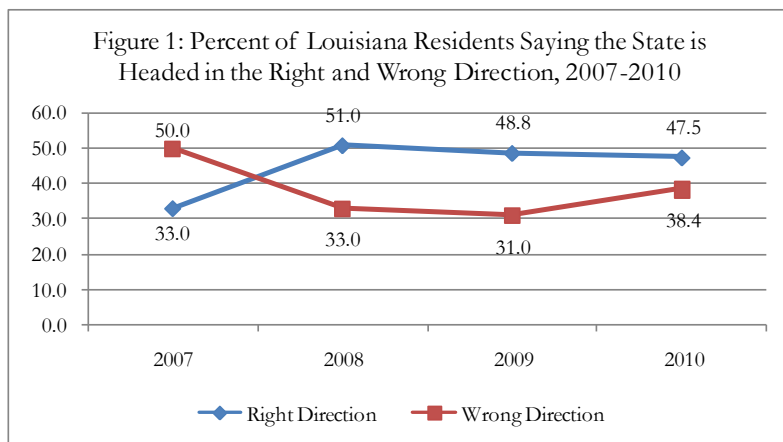
When it comes to grading the state, Louisiana residents continue to rate state colleges and universities and their local communities as a place to live most positively. Seventy-one percent of respondents graded state colleges and universities as an A or B while 67 percent graded their local community as a place to live as an A or B. Residents were least positive about roads and infrastructure and the level of transparency in state government. Seventeen percent of respondents gave state roads an A or B grade while 27 percent gave state government transparency an A or B.

The relatively low grades for state government transparency are not without consequence. Respondents who gave the state lower grades for transparency also perceive the state as more corrupt. Fifty-one percent of respondents who gave the state an F for transparency said state government had become more corrupt over the past several years compared to only 9 percent of respondents who gave state government an A. Beyond the passage of comprehensive ethics reform, state government transparency may be the key to improving Louisiana’s reputation for corruption.

Overall, the 2010 Louisiana Survey confirms a central premise of public opinion research. Policy-making can be improved by an informed understanding of public opinion. Government officials, however, should take care not to oversimplify public opinion. It is more complex and more dynamic than is commonly assumed.

FULL REPORT

The Louisiana Survey was created as a barometer of statewide public opinion focused on tracking key indicators over time. Each year, the survey grows in value as events and conditions drive important changes in public perceptions, opinions, and behaviors. The 2006 Louisiana Survey captured the effects of Hurricanes Katrina and Rita on public perceptions and documented the remarkable efforts of Louisianans helping friends, families, and neighbors recover from the storms. Subsequent surveys reflected Katrina fatigue and the gradual decline of rebuilding-related concerns. The 2008 Louisiana Survey reflected the high expectations that accompanied Bobby Jindal into the Governor's mansion. The 2009 Louisiana Survey, conducted during the most serious national economic recession in over three decades, demonstrated the economic pressures on both individual and state conditions. In 2010, we capture public opinion as the state grapples with an ongoing budget crisis brought about by a national economic recession and subsequent declines in state tax revenues. This year's survey once again illustrates the importance of measuring and analyzing public opinion during times of change.

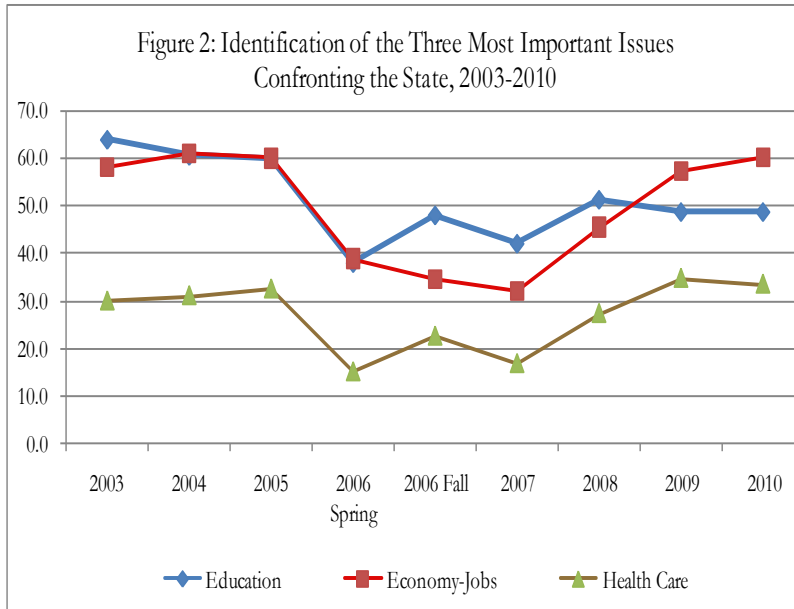


Moving in the Wrong Direction? Since 2009, the percent of respondents saying the state is heading in the right direction has remained relatively stable with only a slight decline (1.3 points). At the same time, however, the percent of respondents saying the state is moving in the wrong direction increased by 7.4 points from 31 percent in 2009 to 38.4 percent in 2010. This shift is accompanied by a 6-point decrease in the percent of

Louisianans who reported that they are unsure about the direction of the state - from 20.1 percent in 2009 to 14.1 percent in 2010. Residents uncertain about the direction of the state are now more likely to say the state is moving in the wrong direction even as the percent of respondents saying the state is moving in the right direction has remained relatively stable.

Views of the direction of the state are tied to race, income, and partisan affiliation.

- *Race:* Fifty-one percent of white respondents compared to 39 percent of African-American said the state is headed in the right direction.
- *Income:* Fifty-three percent of respondents earning more than \$75,000 per year compared to 44 percent of respondents earning less than \$30,000 per year said the state was heading in the right direction.
- *Partisan Affiliation:* Fifty-eight percent of Republicans compared to 45 percent of Democrats said the state was heading in the right direction.



The Importance of Economic Concerns: With the exception of the post-Katrina surveys in 2006, residents have consistently named the economy, education, and health care as the state’s most important problems. This year is no exception. Indeed, there is little change from 2009. Concern about the economy increased slightly (from 57.2 in 2009 to 60.1 percent in 2010) while concerns about education and health care remained flat (education) or declined slightly (health care). There are significant regional differences in the identification of the state’s most

important issues.

- In Baton Rouge, education is identified more than any other problem or issue. In the other regions of the state, the economy is identified as the most important problem or concern. Sixty-percent of Baton Rouge area residents identify the education as one of three most important problems while in the other regions of the state this percent varied from 43 percent to 49 percent.
- With the exception of the New Orleans region, the top three problems identified are the economy, education, and health care. In New Orleans, crime ties with education as one of the most pressing concerns. Forty-six percent of New Orleans residents identified crime as a top concern while in the other regions of the state the percent varied from 12 percent (Southwestern Louisiana) to 24 percent in the Northshore and New Orleans suburban parishes.

The picture is similar when we consider the single most important problem confronting the state. There is a slight decline in the percent of respondents identifying education as the single most important problem confronting the state (from 23 in 2009 to 20 percent in 2010) while the economy and health care remain relatively flat.

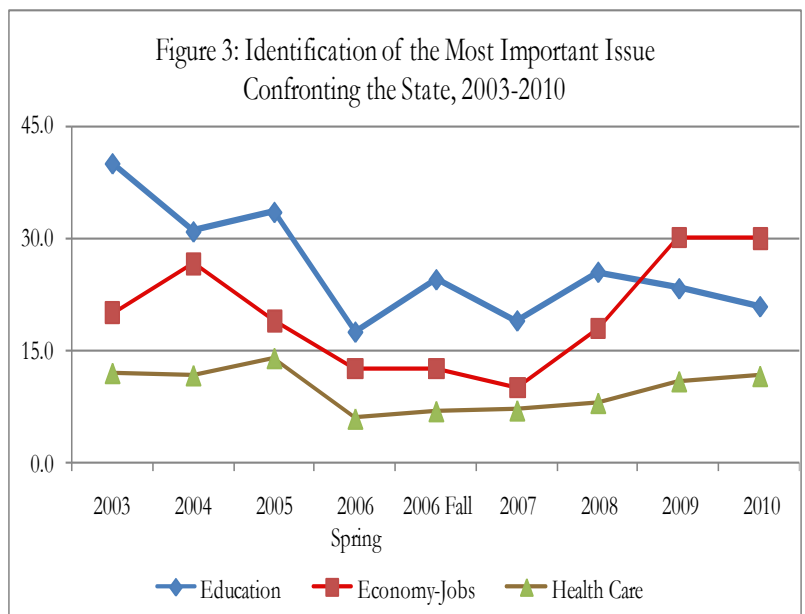
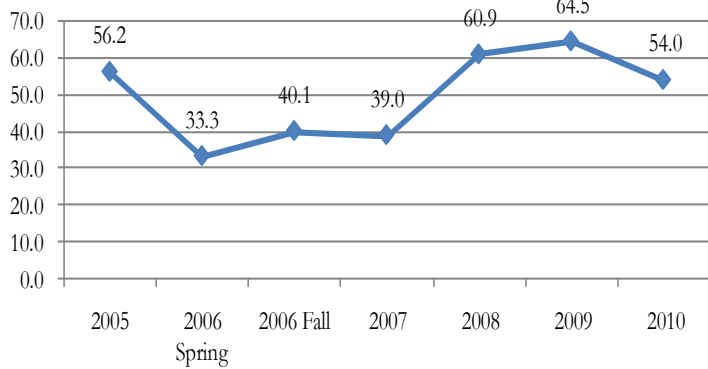


Figure 4: Percent Very or Somewhat Confident State Government Will Effectively Address Most Important Problem



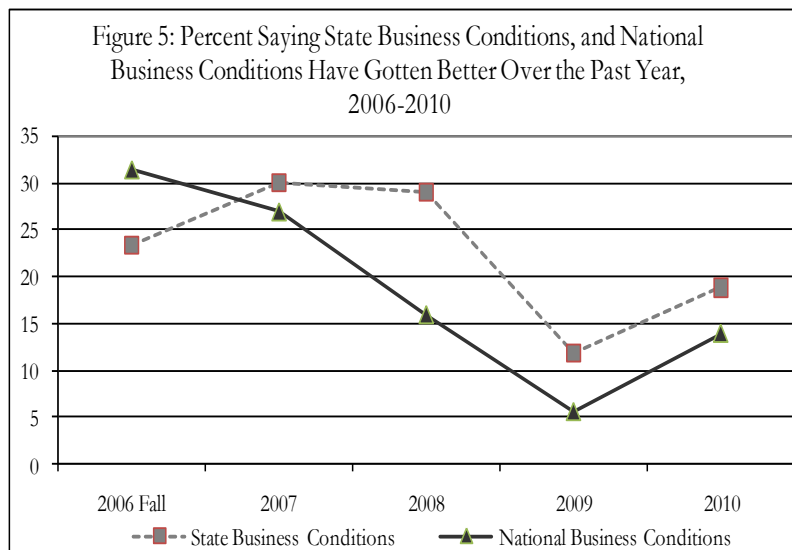
Declining Confidence: We see a more notable 10.5-point decline in confidence that state government will effectively address the state’s most important problem. In 2009, 64.5 percent of respondents said they were very or somewhat confident state government would effectively address their self-identified most important problem. This dropped by 10-points to 54 percent in 2010. Looking at the long term trend, confidence in 2010 is comparable, though slightly lower, than in our last pre-Katrina survey in 2005. Residents in the Baton Rouge area express the most confidence (62 percent are very or somewhat confident) while residents in North Louisiana

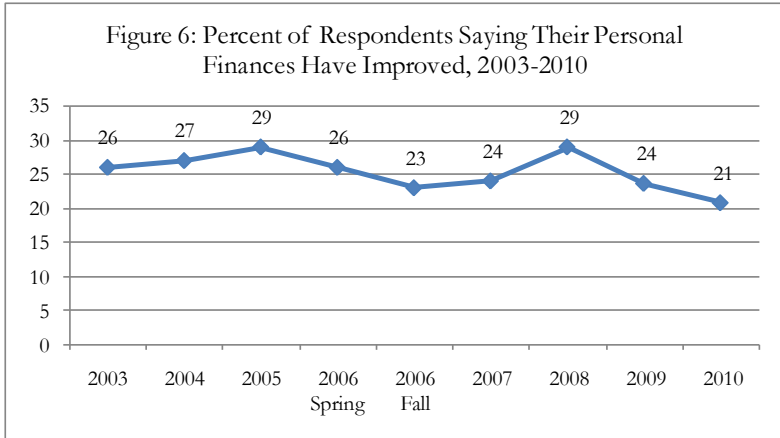
express the least confidence (47 percent very or somewhat confident). Similarly, Republicans expressed more confidence (58 percent somewhat or very confident) than Democrats (48 percent).

National and State Economic Concerns Decrease Slightly: While Louisiana’s economy did not face the full brunt of the 2009 national economic recession, evaluations of state and national business conditions were more negative in 2009 than in 2008. In the 2010 survey, resident perceptions of state and national business conditions remain mostly negative but show a slight uptick in positive assessments. When asked to report whether business conditions in Louisiana are better, worse, or about the same as they were a year ago, 44 percent reported that the conditions were worse. While this indicates lingering concerns about state business conditions, it also reflects a 7-point decline relative to 2009 when 51.0 percent of respondents said business conditions had gotten worse. The percent of respondents reporting state business conditions improved increased from 12 percent to 19 percent.

This trend is also evident in perceptions of national business conditions. In 2009, 79 percent of respondents said national business conditions had gotten worse. In 2010, 61 percent reported national business conditions had gotten worse, a 18-point decrease. The percent of respondents who reported that national business conditions had improved increased from 6 percent to 14 percent. Overall, perceptions of state and national business conditions remained largely negative but have improved relative to 2009.

Figure 5: Percent Saying State Business Conditions, and National Business Conditions Have Gotten Better Over the Past Year, 2006-2010

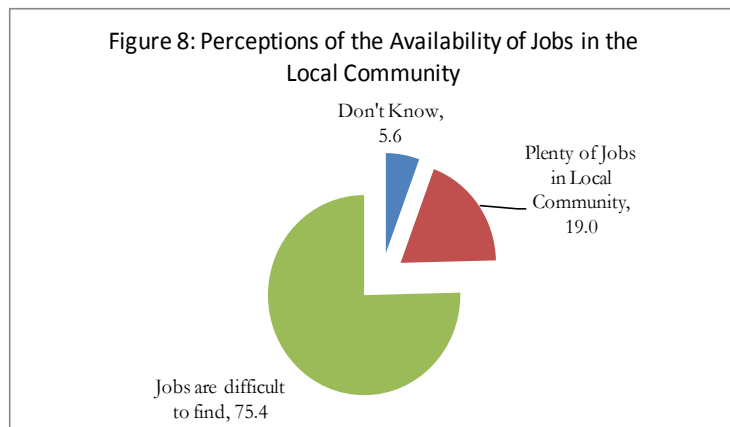
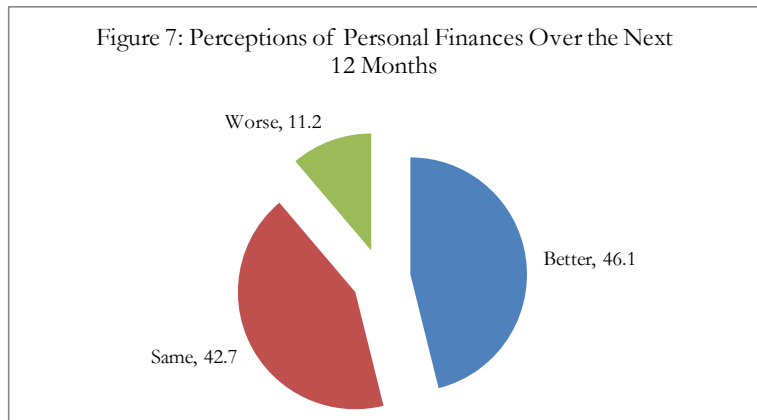




Personal financial evaluations, in contrast, declined only slightly over the past year. The percent of respondents reporting they are worse off financially today than they were a year ago declined from 30.7 percent in 2009 to 29.6 percent in 2009, while the percentage of respondents saying they are better off than a year ago declined from 24 percent in 2009 to 21 percent in 2010. While the decline from the previous year is

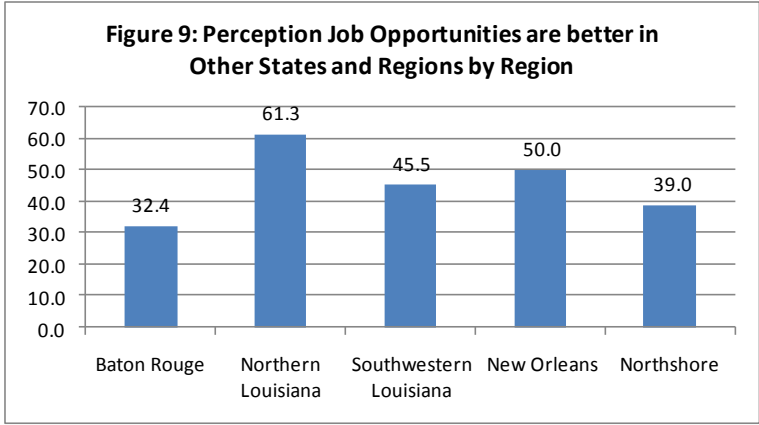
only 3 percentage points, this is the lowest percentage of respondents reporting their personal finances had improved over the past year since we began collecting data in 2002 and it reflects an 8-point decline since 2008 when 29 percent of respondents said their personal finances had improved over the past year.

Despite relative stagnant personal finances, Louisianans remain optimistic about the future. Forty-six percent of respondents believe their personal finances will improve over the next 12 months, 43 percent believe they remain about the same, and 11 percent believe they will get worse. Even so, 8.8 percent of employed respondents expressed concern over the security of their current employment situation and an additional 25.8 percent said they were somewhat concerned.



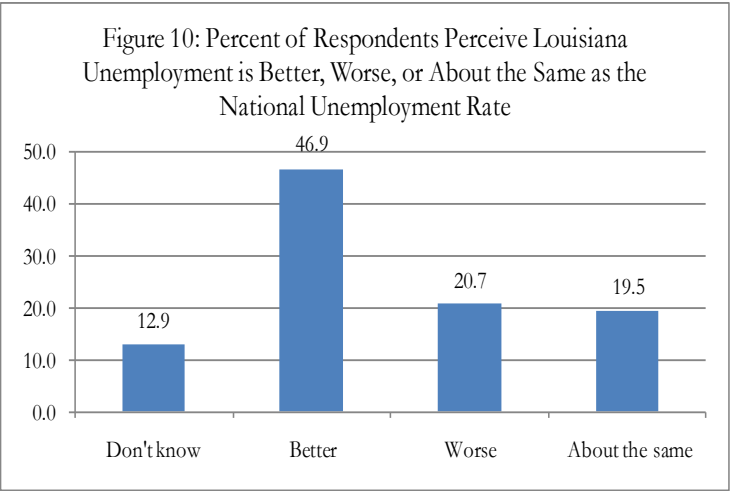
Local Jobs: As noted earlier, identification of the economy as one of the three most important problems confronting the state remained relatively flat over the past. Approximately 50 percent of respondents identified the economy as one of three most important problems in both 2009 and 2010. Key to respondents' economic concerns is unemployment and jobs. Over 46 percent of the respondents reported unemployment as one of three most important problems confronting the state.

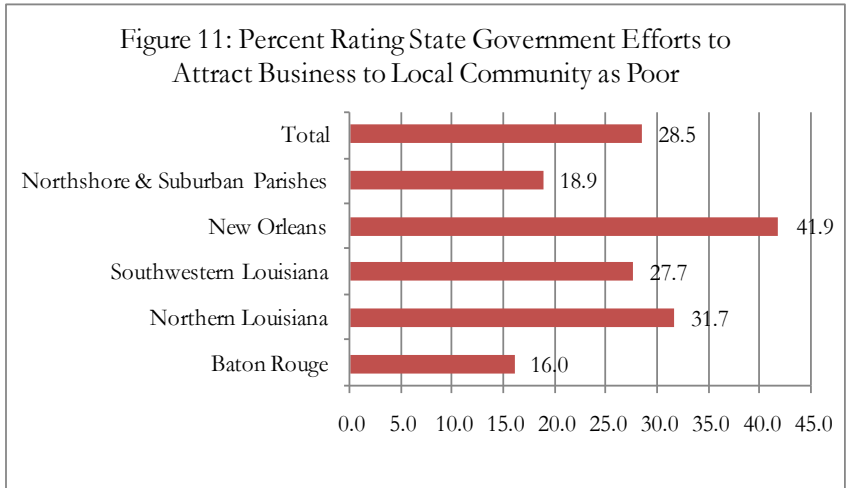
One reason for the concern about unemployment and jobs: Residents perceive good jobs as hard to find. When asked whether there are plenty of jobs in their local community or whether jobs are difficult to find, 75.4 percent of respondents said that jobs were difficult to find. Nineteen percent said that there were plenty of jobs in the local community and an additional 6 percent said they did not know or were unsure.



Respondents also expressed concern about the job opportunities available in Louisiana relative to other states. Forty-eight percent of respondents said job opportunities were better in other states and regions compared to 38 percent who said job opportunities were better in Louisiana. An additional 14 percent said they did not know or were unsure. These perceptions likely reflect two important considerations: (1) Louisiana’s relatively strong performance during the national economic recession, particularly in Baton Rouge and the Southwest regions; and (2) Louisiana’s long term comparative disadvantage relative to other states and regions. As would be expected there is significant regional variation in these perceptions. Residents in Baton Rouge were least likely to say that job opportunities were better in other states and regions, while residents in North Louisiana were most likely to see job opportunities as better in other states and regions.

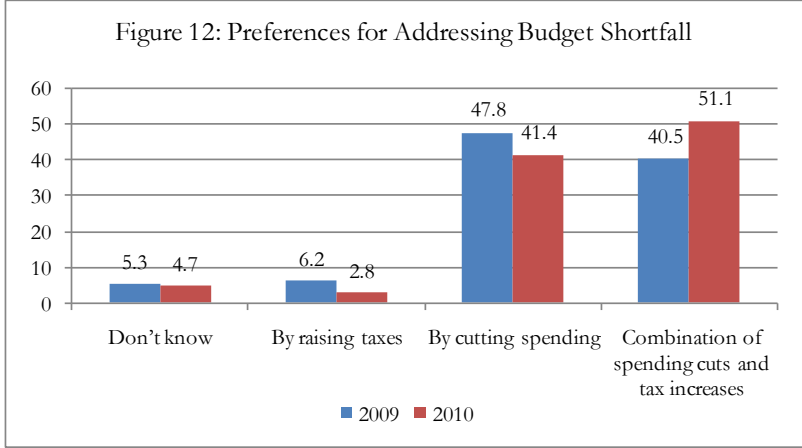
The fact that Louisiana has outperformed the national economy appears lost on many state residents. When asked specifically if Louisiana’s employment rate was better, worse, or about the same as the national unemployment rate, 46.9 percent said better, 20.7 percent said the unemployment rate was worse, 19.5 percent said it was better and 12.9 said they did not know or were unsure. This piece of economic knowledge has important implications as respondents who recognize that the unemployment rate in Louisiana is better than in the nation as a whole are also more likely to see greater job opportunities in their local community and in Louisiana relative to other states and regions, and give the state higher marks for economic development efforts.





Overall, Louisianans give the state government relatively low marks for attracting businesses and jobs in their local community. Seven percent of respondents rate state efforts at attracting business as excellent, 27 percent rate state efforts as good, 37 percent as fair, and 29 percent as poor. As would be expected, there are significant differences across region. This is illustrated in Figure 11 which displays the percent of

respondents rating state efforts at attracting business and jobs to the local community as poor by region. Respondents were most positive in Baton Rouge where 16 percent of respondents rated state efforts as poor and most negative in the New Orleans region where 42 percent of respondents rated state efforts as poor.



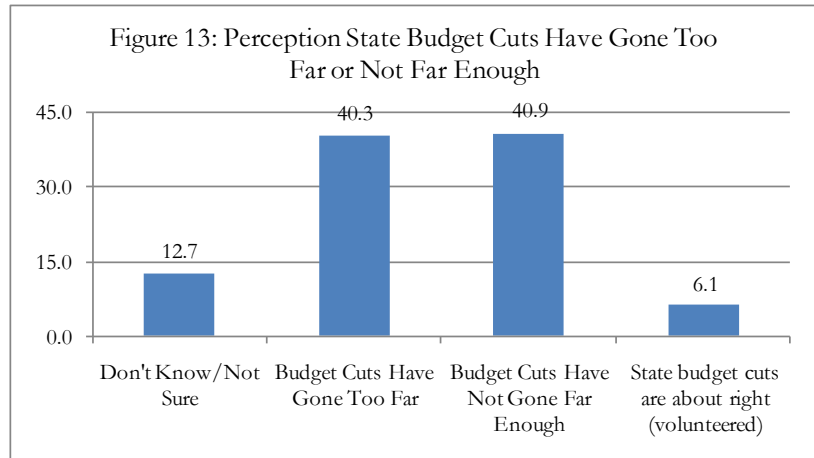
Raising Taxes, Cutting Spending, and the Politics of the Budget Shortfall: A slim majority of Louisiana residents (51 percent) prefer dealing with budget shortfalls through some combination of spending cuts and tax increases. It would be a mistake, however, to read this result as suggesting widespread support for tax increases. Only 3 percent of respondents prefer dealing with budget shortfalls by only raising taxes while a more substantial 41

percent prefer dealing with the budgetary shortfall through spending cuts alone. Since 2009, there has been a decline in the number of respondents saying budget shortfalls should be dealt with by raising taxes or spending cuts alone and increase the number of respondents preferring some combination of spending cuts and tax increases. Preferences for a combination of spending cuts and tax increases differed by region, race, income and partisan affiliation.

- Respondents in the New Orleans region were most likely to prefer some combination of spending cuts and tax increases (62 percent) while residents in North Louisiana and Southwestern Louisiana were least likely to prefer a combination of spending cuts and tax increases (47 percent).
- Forty-six percent of Caucasian respondents compared to 34 percent of African-American respondents preferred addressing the budget shortfall through spending cuts alone.
- Forty-seven percent of respondents earning more than \$75,000 per year compared to 36 percent of respondents earning \$30,000 or less preferred spending cuts alone.

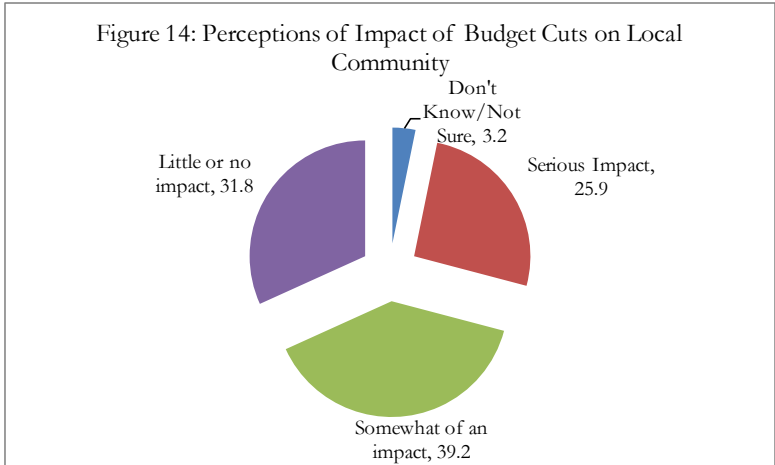
- Fifty-six percent of Republicans compared to 32 percent of Democrats preferred addressing the budget shortfall through spending cuts alone.

Louisianans are split on the question of whether state budget cuts have gone too far or have not gone far enough: 40.3 percent of respondents say budget cuts have gone too far compared to 40.9 percent who say budget cuts have not gone far enough. An additional 13 percent say they do not know or are not sure and 6 percent volunteered that state budget cuts are about right.



Perspectives as to whether budget cuts have gone too far or not far enough differ by region, race, education, gender, income, and partisan affiliation.

- Forty-seven percent of respondents in the Baton Rouge area compared to 35 percent in the Northshore and New Orleans suburban parishes and 36 percent in New Orleans said state budget cuts have not far enough.
- Forty-six percent Caucasian respondents compared to 30 percent of African-American respondents said budget cuts have not gone far enough.
- Forty-eight percent of college graduate compared to 36 percent with a less than high school education said budget cuts have not gone far enough.
- Fifty-percent of males compared to 34 percent of females said budget cuts have not gone far enough.
- Fifty-four percent of respondents earning \$75,000 or more compared to 35 percent of respondents earning less than \$30K said budget cuts have not gone far enough.
- Fifty-four percent of Republicans compared to 33 percent of Democrats said budget cuts have not gone far enough.



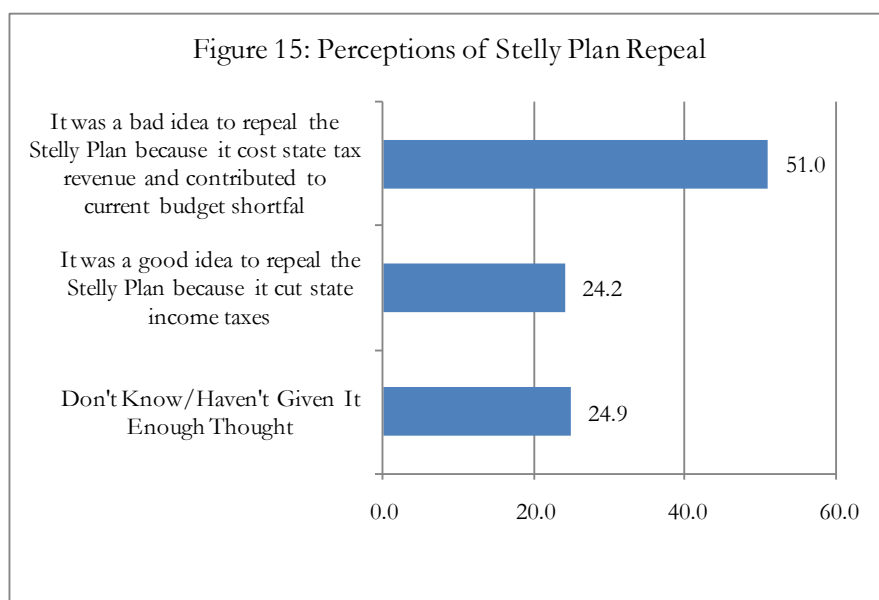
This is perhaps due to the perceived impact of budget cuts. Twenty six percent of respondents believe budget cuts are having a serious impact on their local community and 39.2 percent believe budget cuts are having “somewhat of an impact.” An additional 31.8 percent of respondents believe budget cuts are having little or no impact and 3.2 percent said they did not know or were unsure. Not surprisingly, respondents who see existing budget

cuts as having a serious impact are more likely to say existing budget cuts have gone too far. Sixty-four percent of respondents who believe existing budget cuts have had a serious impact also say state budget cuts have gone too far. In contrast, only 21 percent of respondents who say budget cuts have little or no impact believe existing cuts have gone too far. Perceptions regarding the impact of budget cuts differ by region, race, income, and partisan affiliation. Baton Rouge area residents, Caucasians, higher income, and Republican respondents all reported budget cuts had less of an impact on them or their local community. Overall, respondents who have felt the pinch of existing cuts are much more likely to believe the cuts have gone too far while respondents who are less affected believe they have not gone far enough.

Reconsidering the Stelly Repeal. Respondents express buyer’s remorse over the repeal of the Stelly Plan. The specific question wording is listed as follows:

In 2002, state voters approved the Stelly Plan cutting state sales taxes for everyone while increasing state income taxes on wealthier individuals and households. In 2008, the state legislature reversed a part of the Stelly Plan cutting state income taxes for wealthier individuals and households. Estimates are that this legislative action reduced annual state government revenues by \$380 million. Given current budget shortfalls, which of the following comes closest to your view:

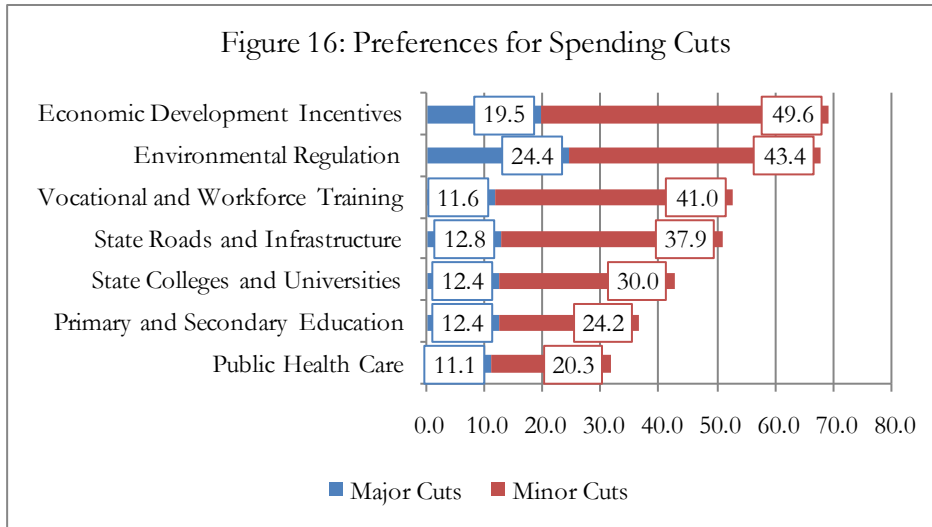
- *It was a good idea to repeal the Stelly Plan because it cut state income taxes;*
- *It was a bad idea to repeal the Stelly Plan because it cost state tax revenue and contributed to current budget shortfalls.*
- *Don't Know/Haven't Given It Enough Thought*



Given these choices and context, a majority of respondents (51 percent) said the repeal of the Stelly Plan was a bad idea because it cost state revenue and contributed to the current budget shortfall. Twenty-four percent of respondents said it was a good idea to repeal the Stelly Plan and 24.9 percent said they did not know or had not given it enough thought. The percent of respondents saying repealing the Stelly Plan was a bad idea

increased from 41.8 in 2009 to 51.0 percent in 2010. However, because the questions were not identical it is not clear if the increase is due to a change in question wording or an increase in the percent who believe the repeal was bad idea.¹

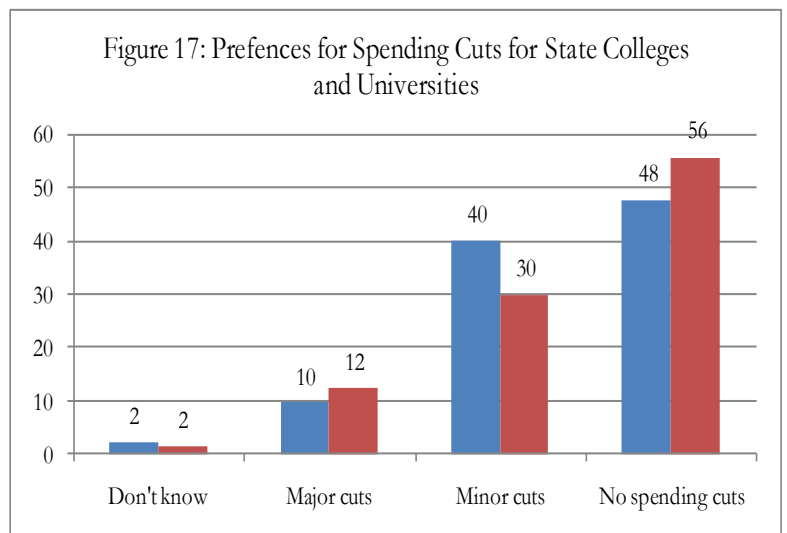
¹ The specific question wording from the 2009 survey follows: *In 2002, the Louisiana state legislature passed the Stelly Plan. Designed to be revenue neutral, the plan eliminated state sales taxes on food and utilities for home use and prescription drugs while increasing state income taxes on higher income households. This past year, the state legislature repealed the Stelly Plan to reduce state income taxes. Supporters argued state income taxes were too high and needed to be reduced. Critics argue the repeal made the state more reliant on oil and gas revenues and costs an estimated \$360 million in revenue. Which of the following comes closest to your opinion: It was a good idea to repeal the Stelly Plan because it cut state income taxes or it was a bad idea to repeal the Stelly Plan because it state revenue and contributed to current budget shortfalls.*

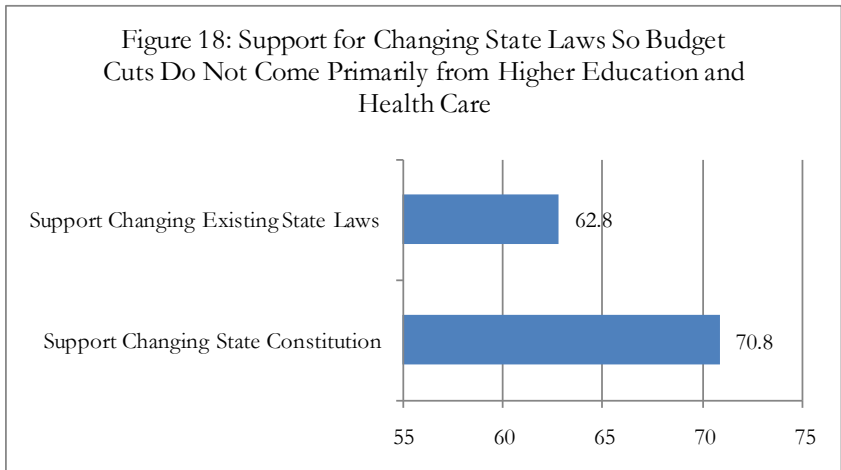


Cutting Spending: If Louisianans are fiscal conservatives in the abstract, they are uncomfortable wielding the budgetary axe to slice specific program areas. Majorities are opposed to cutting health care (67.4 percent), primary and secondary education (62.9 percent), and state colleges and

universities (55.9 percent). Moreover, substantial percentages prefer not cutting state roads and transportation (48.8 percent) or vocational and workforce training (45.5 percent). Even in areas where respondents express greater willingness to cut (i.e., economic development and environmental regulation), the preference is for minor as opposed to major spending cuts.

Preferences for spending cuts have remained relatively stable over the past year with a couple of notable exceptions. Since 2009, there has been an 8-point increase in the percent of respondents wanting no spending cuts to state colleges and universities, presumably reflecting the high profile debate over spending cuts to higher education. Similarly, there has been a 5-point increase in the percent of respondents wanting no spending cuts to state roads and transportation. Other shifts are generally in degree. For example, more respondents are willing to consider major cuts to health care and primary and secondary education even though the percent preferring no spending cuts remained relatively flat.





Respondents do, however, express a clear preference for opening up areas of spending so that the brunt of spending cuts is not necessarily borne by higher education and health care. Seventy-one percent of respondents support changing the state constitution and 62.8 percent support changing existing state laws so that cuts do not come primarily from higher education and health

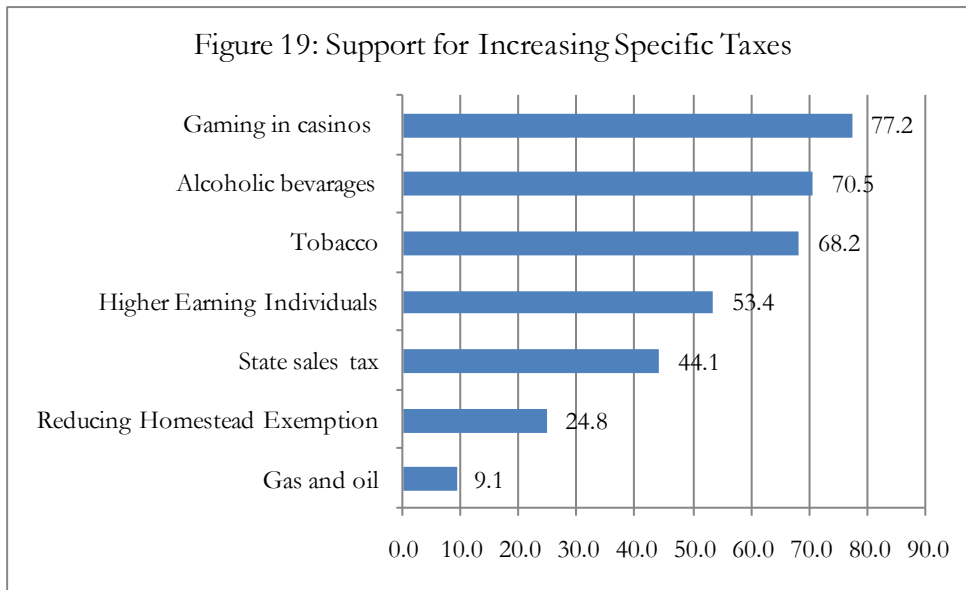
care. Given the pattern of preferences for state spending cuts, this does not mean that respondents necessarily prefer cuts to other areas but instead reflects a preference for opening up areas of spending to cuts.

Support for Changing State Constitution:

- As income increases, the percent of respondents who oppose the proposal to change the state constitution decreases. Over 17 percent of respondents making over \$75,000 a year oppose the proposal compared to 24.9 percent of those participants who make between \$40,000 and \$74,999. Those making between \$40,000 and \$74,999 also showed the strongest support with 75.3 percent supporting the proposal.
- Age was a strong predictor of support for this proposal. Individuals between 18 and 24 years, were the most likely to support the proposal, 80.5 percent, while only 64.8 percent individuals aged 65 or older expressed support.

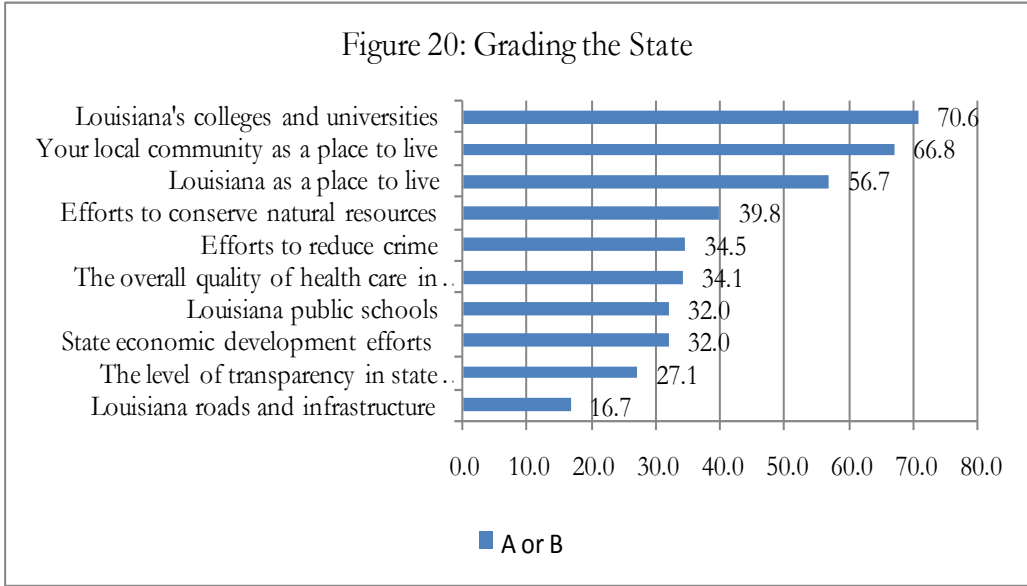
Support for Changing State Laws:

- Similar to support for the proposal to change the state constitution, income also significant contributes to individual’s support for changing state laws. As income increases, the support also increases and opposition decreases.
- As education increases, so does support for changing existing state laws. Seventy-one percent of respondents with a college degree expressed support while 49.4 percent of those with less than a high school diploma supported changing state law.



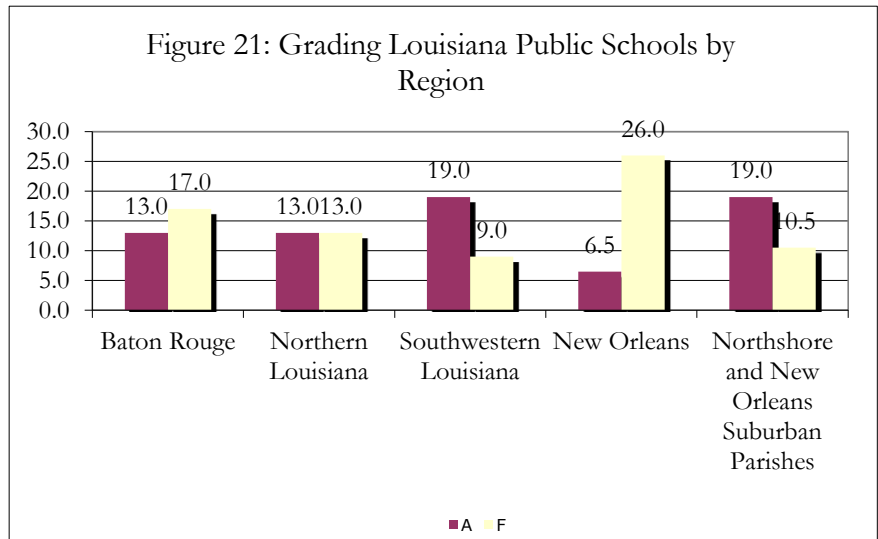
Support for Tax Increases: While citizens are anti-tax in the abstract, support for specific types of taxes is more conditional with the public expressing strong support for sin taxes and little or no support for more broad based taxes. As in the 2009 survey, there is considerable support for sin taxes including taxes on gaming (77.2 percent), alcohol (70.5 percent), and tobacco (68.2 percent). Somewhat surprisingly, we continue to find support (53.4 percent) for increasing taxes on individuals earning more than \$100,000 and households earning more than \$250,000 though support declines precipitously for households with incomes over \$100,000. There is less support for raising the state sales tax by one or two cents (44.1 percent), and little or no support for increasing state taxes on gasoline and oil (9.1 percent) or reducing or eliminating the homestead exemption (24.8 percent). The more broadly a tax reaches into the population, the less public support it generates.

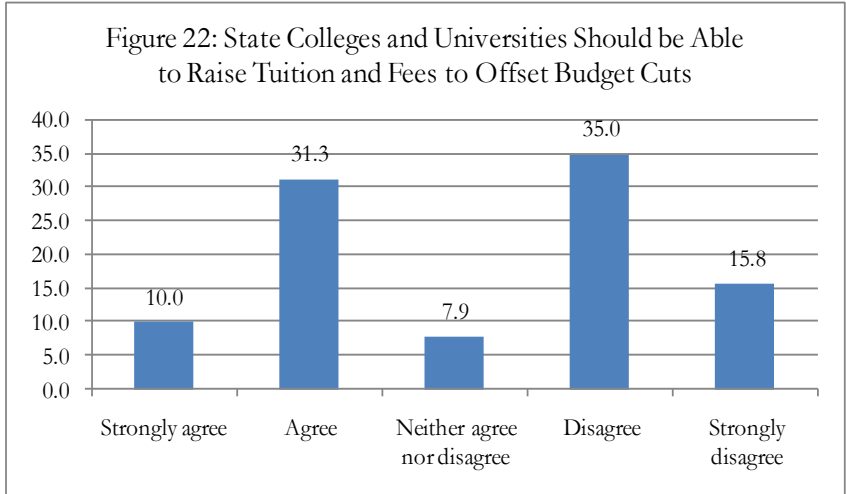
Respondents are also more willing to consider tax increases when the tax is dedicated to a specific use or purpose. For example, while very few respondents support increasing gas taxes, a majority (54.9 percent) support increasing gas taxes if the money is specifically dedicated to improving state roads, highways, and other infrastructure. Support for taxes is clearly tied to perceptions of how the taxes will be used, whether they will be used to address an important public concern, and confidence that state government officials will use the money wisely and not waste taxpayer dollars.



Grading the State: When it comes to grading various areas of the state, residents give the most positive grades to state colleges and universities and their local communities as a place to live. Seventy-one percent of respondents gave state colleges and universities an A or B while 67 percent of respondents gave their local community as a place to live an A or B. There are notable differences in the overall grade distribution. Assessments of the local community as a place to live are much more varied with more A grades but also more C or below grades. The most common assessment of state colleges and universities, in contrast, is a B grade with more limited variation around the modal grade. Residents also give positive marks to Louisiana as place to live. Other areas of state government performance hover around a C average or below, including efforts to protect and conserve natural resources, the overall quality of health care, efforts to reduce crime, public schools, state economic development efforts, transparency in state government and roads and infrastructure.

As can be seen in Figure 21, grades for public schools differ notably by region. Respondents are most positive about public schools in Southwestern Louisiana and the Northshore and New Orleans suburban parishes and least positive in New Orleans.





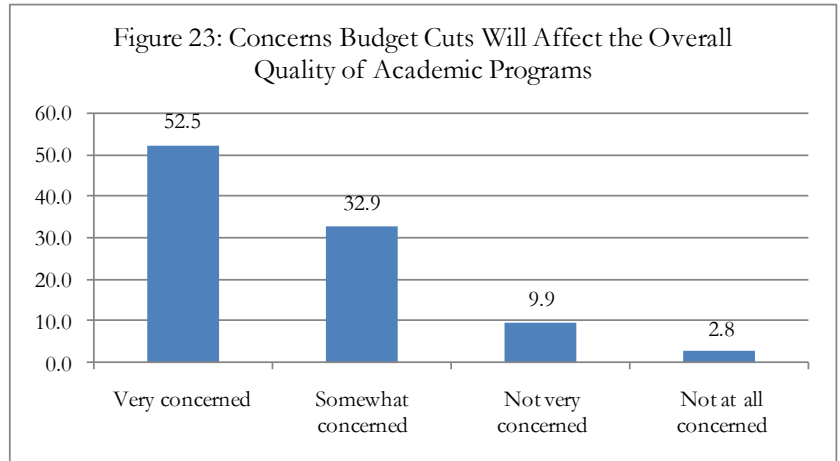
Low Cost, High Quality Higher Education: As Louisiana considers restructuring state colleges and universities, Governor Jindal and several other state legislators have proposed the LA GRAD Act. The Act allows state colleges and universities the ability to increase their tuition without legislative approval. Within this environment, state colleges and universities find themselves in a curious position with respect to

public opinion. As noted earlier in this report, Louisianans do not want **major** cuts to colleges and universities and they consistently give state colleges and universities the highest grades of state government service. Forty-one percent of respondents agreed that state colleges and universities should be able to raise tuition and fees to offset state budget cuts while 50.8 percent disagreed. Relative to 2009, the percent strongly agreeing or agreeing that state universities should be able to set their own tuition and fees remained relatively flat. However, there was an increase in the intensity of support with a larger proportion strongly agreeing in 2010 (10.0 percent) than in 2009 (5.8 percent).

Agreement that state colleges and universities should be able to raise tuition to offset budget cuts is associated with income, race, and education.

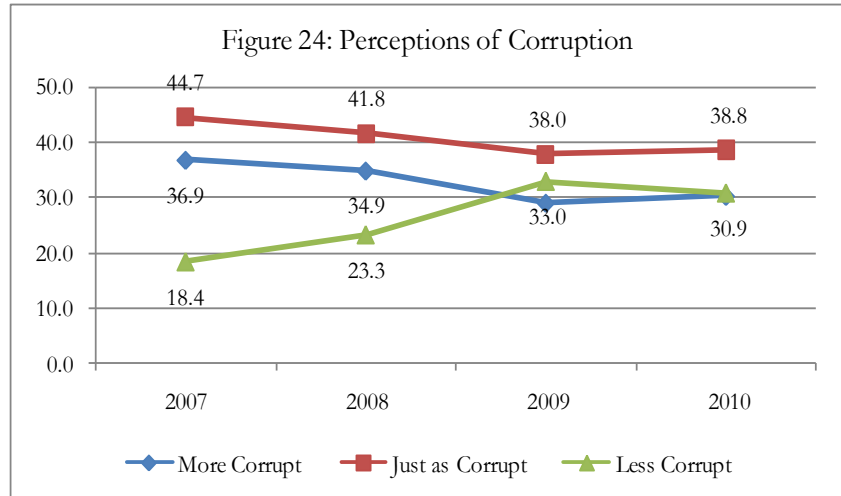
- *Income:* Thirty-eight percent of respondents making \$30,000 or less compared to 48 percent of respondents earning \$75,000 or more agreed state colleges and universities should be allowed to raise tuition and fees.
- *Race:* African- Americans were less-supportive of state colleges and universities being able to raise tuition and fees to offset budget cuts. Thirty-four percent of African Americans compared 49 percent of Caucasian/White respondents thought state colleges and universities should be able to raise tuition and fees.
- *Education:* Individuals with a college degree were more likely to agree (52.5 percent) that state colleges and universities should be able to raise tuition to offset budget cuts. Respondents with some college, in contrast, were least likely to agree (33.5 percent)

At the same time the public expresses concern that state budget cuts will affect the overall quality of academic programs in state colleges and universities. Fifty-three percent of respondents said they were very concerned and 32.9 percent said they were somewhat concerned about the adverse consequences of state budget cuts on academic programs. The overall picture for higher education reflects general concerns with budgetary politics: Residents want high performing government services but are reluctant to pay for them either directly through taxes or indirectly through increases in tuition and fees.

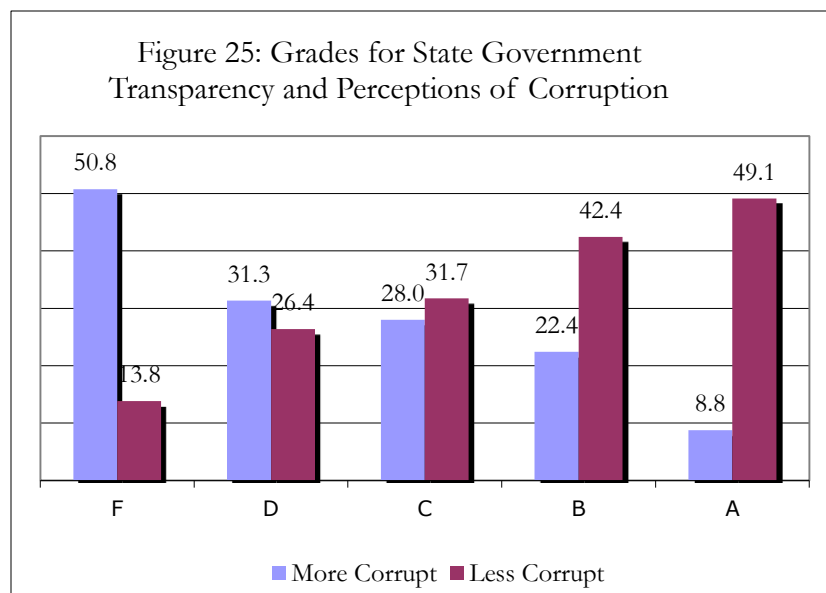


- *Income:* Sixty-four percent of respondents earning less than \$30,000 said they were very concerned about the impact of spending cuts on academic quality compared to 39 percent of respondents earning \$75,000 or more.
- *Age:* Respondents 18-24 expressed the most concern that budgets would affect the overall quality of academic programs. 76.5 of respondents said they were very concerned compared to approximately 52 percent of respondents in the remaining age groups.
- *Race:* Sixty-seven percent of African-Americans compared to 45 percent of Caucasian/White respondent said they were very concerned.

Ethics Reform and Perceptions of Corruption: In 2008 during the first special session of the state legislature, a comprehensive package of ethics reforms was passed and signed into law. The immediate effect on public attitudes about corruption was striking – a 10-point increase in the percent of respondents saying the state had become less corrupt. Since the passage of ethics reform, however, there has been little or no subsequent



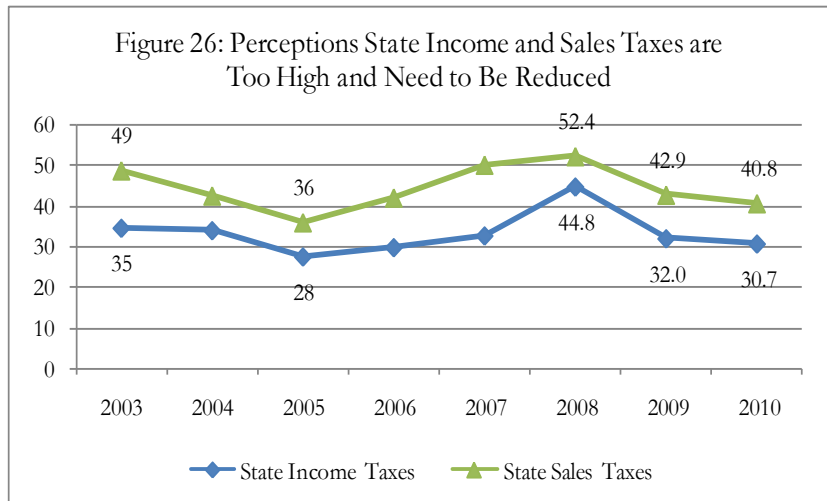
movement in public attitudes. Indeed, the only notable change over the previous year is a 2-point decline in the percent of respondents saying the state is less corrupt. Looking at longer term trends, it appears that corruption spiked during the post-Katrina period but has since returned to pre-Katrina levels.



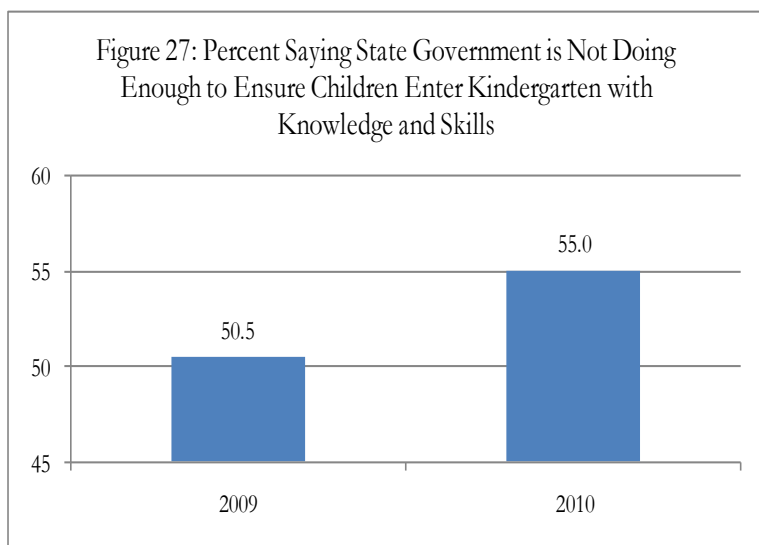
As noted earlier, respondents gave relatively low marks for the level of transparency in state government. The overall GPA for state government transparency was a 1.80. In terms of the distribution, 6.7 percent of respondents gave the state an A grade, 20.4 percent a B, and the remainder of respondents graded state transparency as a C or below. How participants graded the transparency of state government has a significant effect on whether they believe that state government is more or

less corrupt than it has been in the past. Fifty-one percent of respondents who gave the state an F in transparency also said that that state government is more corrupt compared to only 8.8 percent of respondents who gave the state an A for transparency. Clearly, one of the keys to decreasing perceptions of corruption in the state government is to increase transparency.

Declining Concern About State Income and Sales Taxes: Public concerns that state income and sales taxes are too high declined only slightly since 2009 but continue a downward trend that began with the 2008 repeal of the Stelly Plan. Perceptions that state income taxes are too high and need to be reduced declined by 14-points from 44.8 percent in 2008 to 30.7 percent in 2010. There has been a corresponding decline in perceptions that state sales taxes

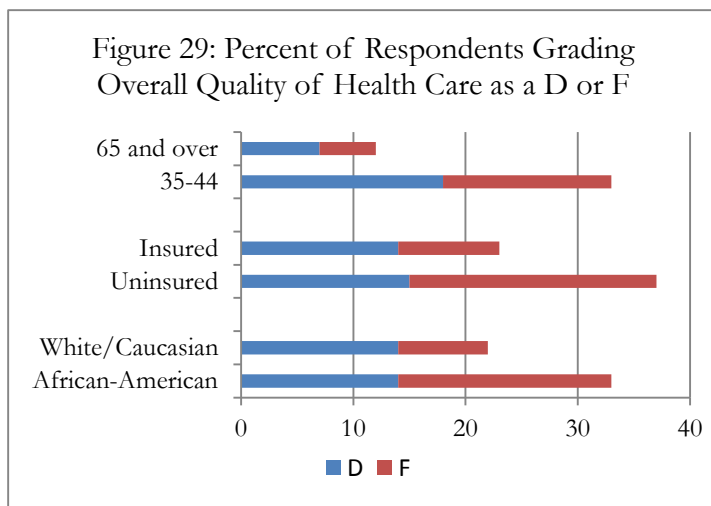
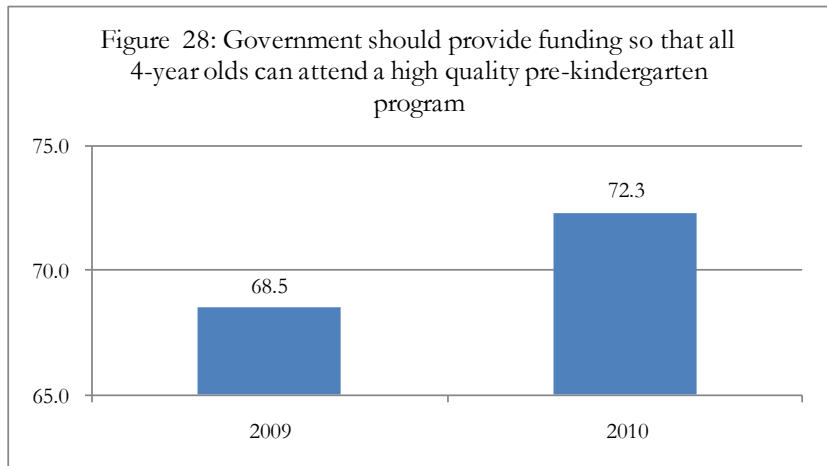


are too high and need to be reduced from 52.4 percent in 2008 to 40.8 percent in 2010. Over the same time, concerns about local property taxes have remained relatively flat – increasing slightly from 43.5 percent in 2008 to 47.9 percent in 2009 before declining slight to 45.0 percent in 2010.



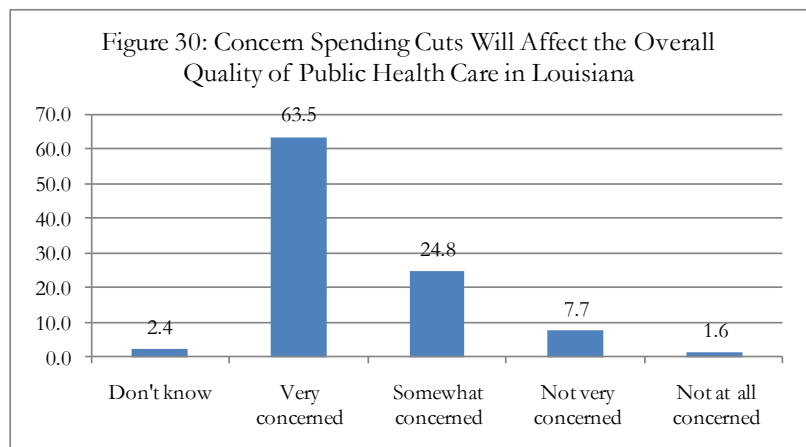
Support for Pre-K: Louisianans continue to express strong support for pre-kindergarten programs. Seventy-one percent of respondents strongly agree (28.5 percent) or agree (43 percent) that the state should provide funding so that all 4-year-olds can attend a high quality pre-kindergarten program if their parents want them to. Twenty-two percent of respondents disagree (18.6 percent) or strongly disagree (4.6 percent).

A majority of Louisianans – 54.6 percent – also say state government in Louisiana is not doing enough to ensure that children enter kindergarten with the knowledge and skills they need. These numbers are slightly higher than last year’s results and are part of a continued trend in Louisianans’ concern for Pre-K education.

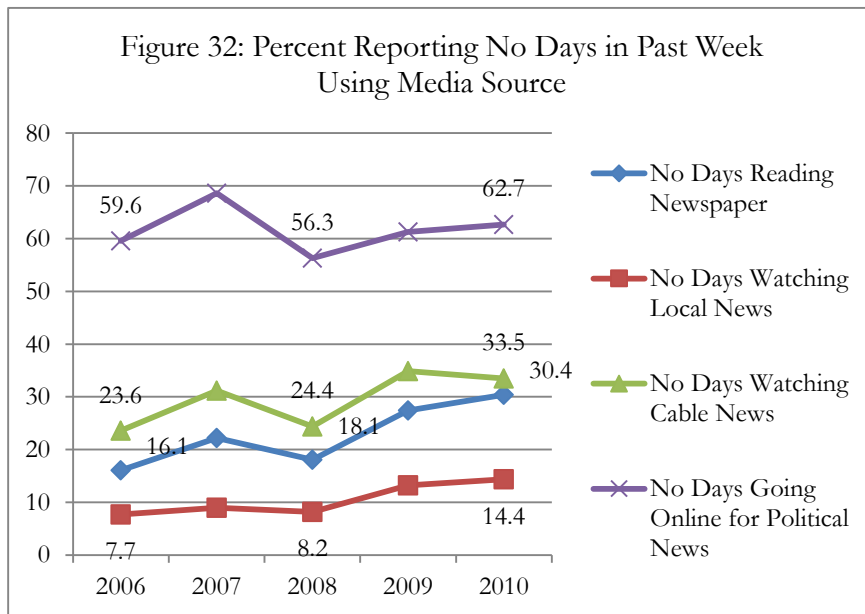
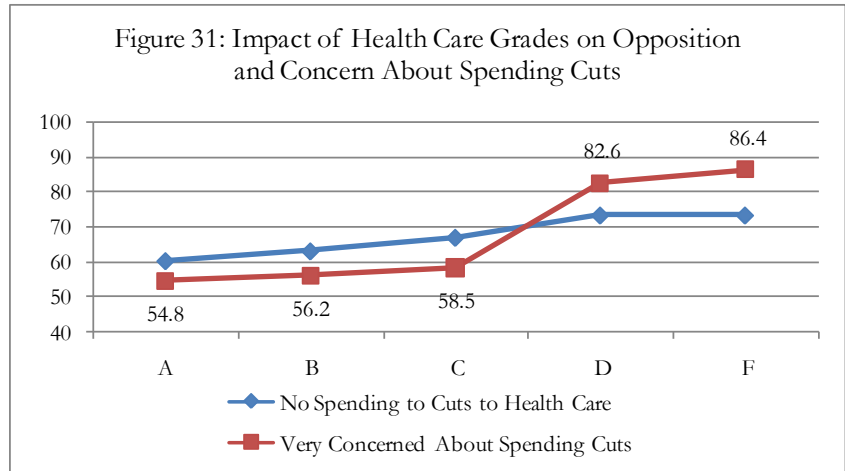


Quality of Care and Budget Cuts: Louisiana residents give relatively low marks to overall quality of health care in the state. As would be expected, how one’s evaluation of care differs in important ways across individual characteristics and experience with the health care system. Uninsured respondents, African-Americans, and 35-44 year old respondents are all more negative in their assessments of the quality of care. Insured, white, and older respondents, in contrast, are all more positive.

These assessments matter a great deal in terms of the respondent’s willingness to support major cuts to spending on health care for the poor, the elderly and the disabled and concern about the effect of spending cuts on the overall quality of care. As noted earlier, relatively few respondents wanted either major cuts (11.1 percent) or minor cuts (20.3 percent) to health care. As can be seen in Figure 30, respondents express serious concern that spending cuts will affect the quality of public health care. An overwhelming majority, 88.3 percent, said they were very (63.5 percent) or somewhat (24.8) concerned spending cuts will affect the overall quality of public health.



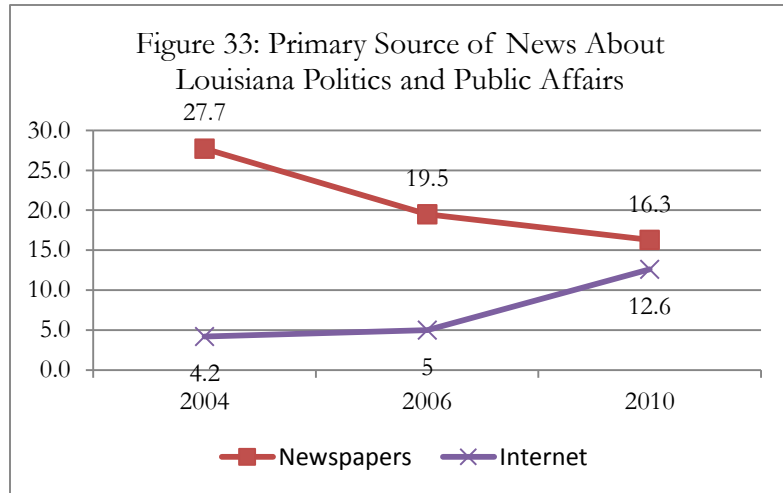
Notably, those respondents most negative in their assessments of the overall quality of care are also least likely to support spending cuts to health care and express the greatest concern about the effect of spending cuts on the overall quality of care. Fifty-five percent of respondents who give health care an A said they were very concerned about the effect of spending cuts compared to 86.4 percent of respondents who give health care an F. We see a similar pattern in opposition to spending cuts: 60.3 percent of respondents who give the state an A for health care prefer no spending cuts to health care compared to 73.4 percent of respondents who give the state an F.



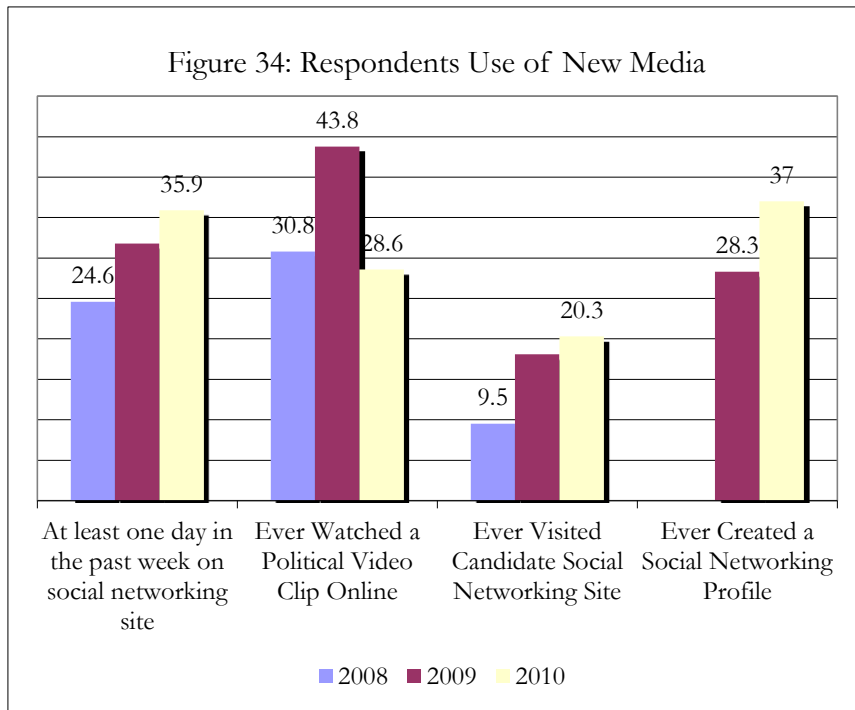
The Evolving Media Structure. Findings from the 2010 Louisiana Survey continue to reflect trends toward less frequent use of traditional media. Newspapers have seen the largest dropoff. In 2006, 16.1 percent of respondents reported not reading a newspaper in the past week. In 2010, this had increased to 30.4 percent. Broader trends toward declining use of traditional media are interrupted in 2008 during the presidential election year when media use was higher

across the board. The use of digital media sources has increased dramatically over the past several years but it is not clear that these sources are being used as sources of news and information. In 2006, 59.6 percent of respondents reported not going online for news about politics or public affairs. In 2010, 62.7 percent reported not going online for political news.

Further evidence of the decline of daily newspapers can be found by examining the primary source of news about state politics and public affairs. In the 2004 Louisiana Survey, 27.7 percent of respondents reported that newspapers were their primary source of news about state politics and public affairs. By 2010, 16.3 percent of respondents said newspapers were their primary source of news about state politics. At the same time, the percent of respondents citing the



Internet as their primary source of news increased from 4.2 percent in 2004 to 12.6 percent in 2010. Interestingly, television news has remained relatively flat over this same time with approximately 60 percent of respondents identifying television news as the primary source of news about Louisiana politics and public affairs.



While respondents are relying less on traditional media, they are increasing their use of new media sources. In 2010, respondents were more likely to have created a social networking profile (37 percent), visited a political candidate’s web site (20.3 percent), or visited a social networking site in the past week (35.9 percent). The only category of new media use that showed a decrease relative to 2009 was watching video clips about a political candidate which declined from 43.8 percent in 2009 to 28.6 percent in 2010. This decline likely reflects election season effects as opposed to broader trends in media use. Notably, however, there is an increase in the percent of

respondents reporting they had visited a candidate’s social networking site.

Figure 35: Ratings for Local News Media Coverage of Louisiana State Politics and Public Affairs?



A final point of interest involves respondent ratings of local news media coverage of Louisiana politics and public affairs. Overall, respondents are positive in their evaluation of coverage. Just over half of respondents rate coverage as excellent (12.9 percent) or good (38 percent), and just under a third of respondents (32.8 percent) rate coverage as fair.

As can be seen in Figure 34, evaluations of coverage differ by region. Evaluations are most positive in the Baton Rouge area and least positive in North Louisiana. Sixty-five percent of Baton Rouge area residents rated news coverage as excellent (15.8) or good (49.6) compared to 40.1 percent in North Louisiana. The difference likely reflects the distance to the state capitol, the resources available to various news organizations, and the relative importance of state-related news to local news.

Figure 36: Evaluations of Local News Coverage of State Politics by Region

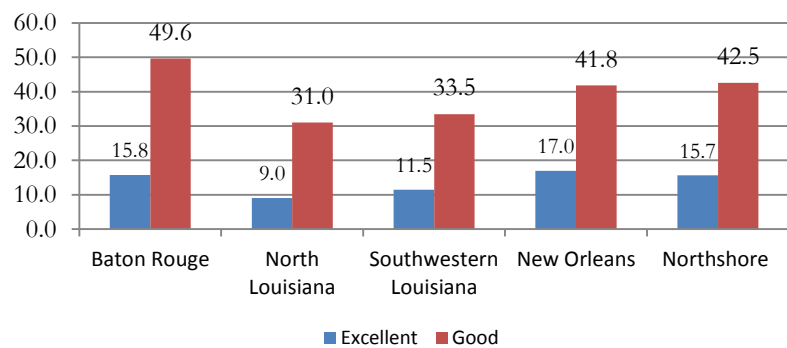
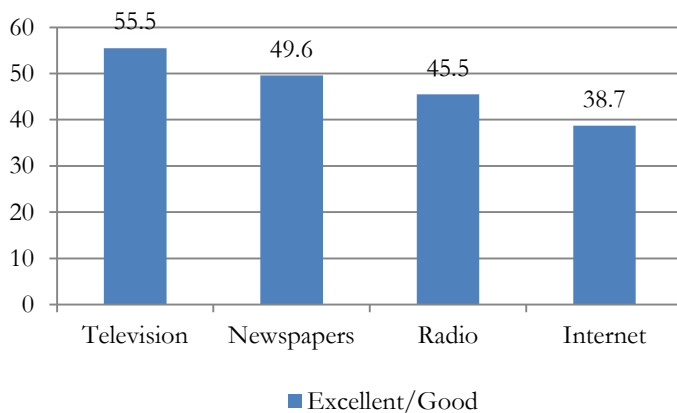


Figure 37: Ratings of the job local news media does by primary news sources



Evaluations of news coverage and primary source of news are related in important ways. Specifically, respondents who rely on traditional news sources (local television and newspapers) also rate news coverage of state politics more favorably. Alternatively, individuals who rely on Internet sources rate coverage more negatively. Fifty-six percent of respondents who rely on television as the primary source of state news rate coverage as excellent or good compared to 38.7 percent of respondents who rely on Internet sources.

The 2010 Louisiana Survey Survey Questionnaire and Findings

About the Survey: The 2010 Louisiana Survey includes a traditional landline telephone survey combined with a survey of Louisiana cell phone users. Respondents are randomly selected and the data have been carefully weighted to account for dual users, respondents with both a cell and landline telephone. For more details about sample selection and weighting, please see the full report. The results presented are from the combined weighted survey, however, not every question on the landline survey was asked on the cell survey. In those instances, only the results from the landline survey are presented with the sample size reported after the question wording. All the results presented here have been weighted to reflect current population demographics as reflected in the 2008 American Community Survey. The combined survey includes 913 respondents including 510 respondents selected from the landline telephone survey and 403 respondents selected from available cell phone blocks. The overall survey has a margin of error of +/- 3.2 percentage points and the landline survey has a margin of error of +/- 4.3 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?

	Percent of combined weighted survey
Refused	.1
Not sure/ no opinion	14.1
Right direction	47.4
Wrong direction	38.4
Total	100

2. What do you think are the THREE most important problems facing the state of Louisiana?

	Percent of combined weighted survey
Economy	60.1
Education	48.7
Health Care	33.5
Crime	24.0
Roads and Highway	16.7
Environment/Wetlands Loss	12.3
Corruption/ Government Waste	9.2
Government	8.9
Taxes	8.5
State Budget	6.3
Rebuilding- Hurricane Related	3.4
Young people leaving	3.2
Quality of Life	1.9
Another issue	22.5
Don't know	6.0

3. Of these problems, which do you think is the SINGLE most important problem facing the state of Louisiana?

	Percent of combined weighted survey
Education	20.9
Economy	29.9
Health Care	11.6
Crime	8.0
Roads and Highway	2.3
Corruption/ Government Waste	3.4
Environment/Wetlands Loss	4.2
Government	2.0
State Budget	1.8
Taxes	1.5
Environment	1.1
Young people leaving	.7
Rebuilding- Hurricane Related	.2
Quality of Life	.2
Another issue	9.0
Don't know	3.8

4. 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?

	Percent of combined weighted survey
Don't know	1.5
Very confident	11.5
Somewhat confident	41.7
Not very confident	25.3
Not at all confident	20.1
Total	100

5. And when you think about the future of Louisiana, would you say you are mainly hopeful and optimistic, or would you say you are mainly worried and pessimistic?

	Percent of combined weighted survey
Don't know	1.8
Mainly Hopeful and Optimistic	63.8
Mainly Worried and Pessimistic	34.4
Total	100

6. 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?

	Percent of combined weighted survey
Don't know	0.3
Better	20.7
Same	49.5
Worse	29.5
Total	100

7. 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?

	Percent of combined weighted survey
Don't know	3.7
Better	18.2
Same	35.1
Worse	43.0
Total	100

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

	Percent of combined weighted survey
Don't know	5.9
Better	13.1
Same	23.6
Worse	57.4
Total	100

9. Thinking about the job opportunities in your local community, would you say there are plenty of jobs in your local community or would you say jobs are difficult to find?

	Percent of combined weighted survey
Don't know	5.6
Plenty of jobs in local community	19.0
Jobs are difficult to find	75.4
Total	100

10. Overall, do you think the job opportunities are better here in Louisiana or do you think job opportunities are better in other states and regions?

	Percent of combined weighted survey
Refused	.2
Don't know	13.6
Better in Louisiana	38.2
Better in other states and regions	48.0
Total	100

11. And do you think you will be living in Louisiana 5 years from now?

	Percent of combined weighted survey
Don't know	6.8
Yes	77.3
No	15.8
Total	100

13. Is there anything about current economic conditions that makes you feel angry?
(LANDLINE SURVEY ONLY - N= 489)

	Percent of combined weighted survey
Refused	.1
Don't know	2.6
Yes	56.2
No	44.1
Total	100

14. Is there anything about current economic conditions that makes you feel sad?
(LANDLINE SURVEY ONLY - N= 489)

	Percent of combined weighted survey
Don't know	1.5
Yes	66.6
No	32.0
Total	100

15. Is there anything about current economic conditions that makes you feel anxious?
(LANDLINE SURVEY ONLY - N= 489)

	Percent of combined weighted survey
Don't know	2.3
Yes	44.3
No	53.4
Total	100

16. Is there anything about current economic conditions that makes you feel hopeful?
(LANDLINE SURVEY ONLY - N= 489)

	Percent of combined weighted survey
Don't know	1.3
Yes	57.1
No	41.6
Total	100

17. How effective would you say Louisiana state government has been in terms of attracting business and creating jobs in your local community - excellent, good, only fair, or poor? (N=703).

	Percent of combined weighted survey
Don't Know	3.0
Excellent	7.1
Good	26.5
Only fair	35.8
Poor	27.7
Total	100

18. Currently, the state of Louisiana is projecting a \$2 billion shortfall in the budget for the 2009/2010 fiscal year. How do you think the state should handle budget shortfall - by raising taxes, cutting state government spending, or through some combination of spending cuts and tax increases?

	Percent of combined weighted survey
Refused	.2
Don't know	4.7
By raising taxes	2.8
By cutting spending	41.4
Combination of spending cuts and tax increases	51.0
Total	100

19. Because various areas of government spending are protected by the Louisiana Constitution, budget cuts during economic downturns come primarily from higher education and health care. Would you support or oppose a proposal to change the state constitution so that budget cuts would not necessarily come primarily from higher education and health care?

	Percent of combined weighted survey
Refused	.2
Don't know	6.2
Support	70.8
Oppose	22.8
Total	100

20. And would you support or oppose changing existing state laws that protect certain areas of government spending from budget cuts?

	Percent of combined weighted survey
Refused	.1
Don't know	13.7
Support	62.7
Oppose	23.5
Total	100

21. Do you think the state budget cuts to date have gone too far in cutting state government services or would you state budget cuts have not gone far enough?

	Percent of combined weighted survey
Refused	.2
Don't know	12.7
Budget cuts have gone too far	40.2
Budget cuts have not gone far enough	40.7
State budget cuts are about right	6.1
Total	100

22. Given projected shortfalls, do you think current budget cuts will have a serious impact on you and your community, somewhat of an impact, or little or no impact on you and your community?

	Percent of combined weighted survey
Don't know	3.2
Serious impact	26.0
Somewhat of an impact	39.1
Little or no impact	31.7
Total	100

23. Now I am going to read several areas of state government service that may need to be cut to balance next year's budget. As I read through each one, please tell me whether you would favor making major spending cuts, minor spending cuts, or whether you would prefer no spending cuts?

Spending on state roads, bridges and other infrastructure.

	Percent of combined weighted survey
Don't know	.6
Major cuts	12.8
Minor cuts	37.9
No spending cuts	48.8
Total	100

24. Spending on state colleges and universities.

Percent of combined weighted
survey

Don't know	1.7
Major cuts	12.4
Minor cuts	30.0
No spending cuts	55.9
Total	100

25. Spending on primary and secondary education.

Percent of combined weighted
survey

Don't know	.6
Major cuts	12.4
Minor cuts	24.2
No spending cuts	62.9
Total	100

26. Spending on health care for the poor, elderly and disabled.

Percent of combined weighted
survey

Refused	.1
Don't know	1.2
Major cuts	11.1
Minor cuts	20.3
No spending cuts	67.3
Total	100

27. Spending on vocational and workforce training.

	Percent of combined weighted survey
Don't know	1.9
Major cuts	11.6
Minor cuts	41.0
No spending cuts	45.5
Total	100

28. Spending on incentives for economic development projects.

	Percent of combined weighted survey
Don't know	4.4
Major cuts	19.5
Minor cuts	49.6
No spending cuts	26.4
Total	100

29. Spending on environmental regulation and enforcement.

	Percent of combined weighted survey
Don't know	3.6
Major cuts	24.4
Minor cuts	43.4
No spending cuts	28.7
Total	100

30. Now I am going to read different types of taxes that might 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 favor or oppose...

Increasing state taxes on tobacco.

	Percent of combined weighted survey
Don't know	1.2
Favor	68.2
Oppose	30.6
Total	100

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

	Percent of combined weighted survey
Don't know	2.0
Favor	70.5
Oppose	27.4
Total	100

32. Increasing state taxes on gasoline and oil.

	Percent of combined weighted survey
Don't know	1.6
Favor	9.1
Oppose	89.3
Total	100

33. Increasing state income taxes on individuals earning more than \$100,000 and households earning more than \$150,000.

	Percent of combined weighted survey
Refused	.1
Don't know	2.2
Favor	53.5
Oppose	44.4
Total	100

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

	Percent of combined weighted survey
Don't know	7.1
Favor	24.8
Oppose	68.1
Total	100

35. Increasing state taxes on gaming in casinos and video poker.

	Percent of combined weighted survey
Don't know	1.5
Favor	77.2
Oppose	21.3
Total	100

36. Increasing state sales tax by one or two cents.

	Percent of combined weighted survey
Don't know	1.7
Favor	44.1
Oppose	54.2
Total	100

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

	Percent of combined weighted survey
Don't know	1.4
Favor	54.9
Oppose	43.6
Total	100

38. In 2002, state voters approved the Stelly Plan cutting state sales taxes for everyone while increasing state income taxes on wealthier individuals and households. In 2008, the state legislature reversed a part of the Stelly Plan cutting state income taxes for wealthier individuals and households. Estimates are that this legislative action reduced annual state government revenues by \$380 million. Given current budget shortfalls, which of the following comes closest to your view:

	Percent of combined weighted survey
Refused	.4
Don't know/ Haven't given it enough thought	24.8
It was a good idea to repeal the Stelly Plan because it cut state income taxes.	24.1
It was a bad idea to repeal the Stelly Plan because it cost state tax revenue and contributed to current budget shortfalls.	50.8
Total	100

39. As you know students are often given a grade A through F. Please indicate what grade you would give the following items: Louisiana as a place to live.

	Percent of combined weighted survey
Don't know	.2
A	28.7
B	27.9
C	31.2
D	6.8
F	5.2
Total	100

40.	Your local community as a place to live.	Percent of combined weighted survey
	Don't know	.2
	A	36.1
	B	30.6
	C	21.1
	D	7.2
	F	4.8
	Total	100

41.	Louisiana public schools.	Percent of combined weighted survey
	Don't know	2.5
	A	14.1
	B	17.1
	C	33.1
	D	18.7
	F	14.5
	Total	100

42. Louisiana's colleges and universities

Percent of combined weighted survey

Don't know	5.3
A	24.9
B	41.9
C	21.7
D	3.6
F	2.5
Total	100

43. State economic development efforts to attract, recruit, and create jobs.

Percent of combined weighted survey

Don't know	2.9
A	10.3
B	20.7
C	35.4
D	17.2
F	13.5
Total	100

44. Louisiana roads and infrastructure.

Percent of combined weighted survey

Don't know	1.5
A	4.5
B	11.9
C	30.8
D	27.1
F	24.1
Total	100

45.	The overall quality of health care in Louisiana.	Percent of combined weighted survey
	Don't know	3.2
	A	7.5
	B	25.5
	C	37.9
	D	14.0
	F	11.9
	Total	100

46.	State government efforts to reduce crime and ensure public safety.	Percent of combined weighted survey
	Don't know	2.3
	A	7.9
	B	25.9
	C	35.9
	D	16.2
	F	11.8
	Total	100

47.	State government efforts to protect and conserve natural resources, such as coastal wetlands.	Percent of combined weighted survey
	Refused	.4
	Don't know	8.5
	A	10.1
	B	26.2
	C	31.2
	D	15.7
	F	8.0
	Total	100

48.	The level of transparency in state government.	Percent of combined weighted survey
	Refused	.1
	Don't know	6.2
	A	6.3
	B	19.1
	C	33.0
	D	20.3
	F	15.0
	Total	100
49.	Overall, do you think that state government in Louisiana is doing not enough or too much to ensure that children in the state enter kindergarten with the knowledge and skills they need to do their best in school. (LANDLINE ONLY – N=510)	Percent of combined weighted survey
	Refused	.1
	Don't know	5.4
	Too much	12.2
	About the right amount	37.4
	Not enough	54.9
	Total	100
50.	How much do you agree with the following statement: Louisiana state government should provide funding so that all 4-year-olds can attend a high-quality pre-kindergarten program if their parents want them to. (LANDLINE ONLY – N=510).	Percent of combined weighted survey
	Refused	.1
	Don't know	.9
	Strongly agree	29.1
	Agree	43.2
	Neither agree nor disagree	4.5
	Disagree	17.8
	Strongly disagree	4.4
	Total	100

51. How much do you agree with the following statement: State colleges and universities should be able to raise tuition and fees to offset state budget cuts.

	Percent of combined weighted survey
Don't know	2.1
Strongly agree	10.0
Agree	31.3
Neither agree nor disagree	5.9
Disagree	35.0
Strongly disagree	15.8
Total	100

52. How concerned are you that these cuts will affect the overall quality of academic programs in state colleges and universities?

	Percent of combined weighted survey
Refused	.1
Don't know	1.8
Very concerned	52.5
Somewhat concerned	32.9
Not very concerned	9.9
Not at all concerned	2.8
Total	100

53. And how concerned are you that these cuts will affect the overall quality of public health care in Louisiana?

	Percent of combined weighted survey
Don't know	2.4
Very concerned	63.6
Somewhat concerned	24.7
Not very concerned	7.7
Not at all concerned	1.6
Total	100

54. 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.

	Percent of combined weighted survey
Don't know	.9
Yes	76.7
No	22.3
Total	100

55. Thinking now about corruption, would you say that Louisiana has become more corrupt or less corrupt over the last several years, or would you say corruption hasn't changed much?

	Percent of combined weighted survey
Don't know to evaluate	3.3
More corrupt	29.3
Less corrupt	29.9
Corruption hasn't changed much	37.6
Total	100

56. Thinking about state income taxes, would you say that state income taxes were too high and need to be reduced, too low and need to be increased, or just about right?

	Percent of combined weighted survey
Refused	.1
Don't know	4.3
Too high and need to be reduced	29.3
Too low and need to be increased	7.8
Just about right	58.5
Total	100

57. Thinking about state sales taxes, would you say that state sales taxes were too high and need to be reduced, too low and need to be increased, or just about right?

	Percent of combined weighted survey
Refused	.1
Don't know	2.2
Too high and need to be reduced	39.8
Too low and need to be increased	7.1
Just about right	50.7
Total	100

58. And what about local property taxes, would you say that local property taxes were too high and need to be reduced, too low and need to be increased, or just about right?

	Percent of combined weighted survey
Refused	.1
Don't know	4.3
Too high and need to be reduced	29.3
Too low and need to be increased	7.8
Just about right	58.5
Total	100

59. Some people don't pay much attention to news about Louisiana state government and public affairs. How about you? Would you say pay a great deal of attention, some attention, not very much attention, or no attention at all to news about state government?

	Percent of combined weighted survey
Don't know	.50
Great deal of attention	31.4
Some attention	47.8
Not very much attention	16.9
No attention at all	3.4
Total	100

60. And do you get most of your news about Louisiana public affairs and politics from television, newspapers, radio, or the Internet?

Percent of combined weighted survey

Refused	.3
Don't know	2.5
Television	61.0
Newspapers	16.3
Radio	7.3
Internet	12.6
Total	100

61. And how would you rate the job local news media does in covering Louisiana state politics and public affairs?

Percent of combined weighted survey

Don't know	2.1
Excellent	12.9
Good	38.0
Fair	32.8
Not so good	9.3
Poor	4.9
Total	100

62. Thinking about recent economic news, including what's been happening on Wall Street and in Washington D.C. How well would you say you understand the economic situation and the government's economic policies?

Percent of combined weighted survey

Refused	.3
Don't know	1.6
Very well	18.2
Somewhat well	47.9
Not very well	19.8
Not well at all	12.2
Total	100

63. Do you happen to know which political party has a majority in the Louisiana House of Representatives?

	Percent of combined weighted survey
Refused	.1
Don't know	38.9
Answers Democrats correctly	40.6
Answers Republicans incorrectly	20.4
Total	100

64. As you may know, Mitch Landrieu was recently elected Mayor of New Orleans and will take office in May. Do you happen to know which state government office Mitch Landrieu currently holds?

	Percent of combined weighted survey
Refused	.6
Don't know	41.3
Answers Lt. Governor office	51.7
Answers incorrectly	6.5
Total	100

65. Do you happen to know what the current unemployment rate is in the United States? Your best guess is fine.

	Percent of combined weighted survey
Don't know	22.0
Answers between 8 and 12 percent correctly	21.1
Answers incorrectly	56.9
Total	100

66. And do you happen to know if the unemployment rate in Louisiana is better, worse, or about the same as the national unemployment rate?

	Percent of combined weighted survey
Don't know	12.9
Better (Correct Response)	46.9
Worse	20.7
About the same	19.5
Total	100

67. Do you happen to know what the current inflation rate is in the United States? Your best guess is fine.

	Percent of combined weighted survey
Refused	.1
Don't know	42.7
Answers between 1 and 4 percent correctly	3.7
Answers incorrectly	53.5
Total	100

68. And do you happen to know who is chairman of the U.S. Federal Reserve Board?

	Percent of combined weighted survey
Refused	.7
Don't know/ Not sure	52.3
Alan Greenspan	8.6
Ben Bernacke (Correct response)	33.8
Paul Volcker	2.2
Henry Paulson	2.5
Total	100

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

	Percent of combined weighted survey
Don't know	.4
0	30.0
1	11.7
2	12.2
3	10.2
4	5.3
5	5.1
6	.6
7	24.4
Total	100

70. When you read the newspaper, do you mostly read the paper version of the newspaper or do you read the paper online? (N= 635)

	Percent of combined weighted survey
Don't know	.7
Read paper version	86.8
Read online	12.5
Total	100

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

	Percent of combined weighted survey
Don't know	.2
0	14.2
1	4.5
2	7.1
3	8.1
4	6.9
5	10.0
6	2.0
7	46.8
Total	100

72. In the past week, how many days did you watch a national network news program?

	Percent of combined weighted survey
Don't know	1.0
0	25.6
1	9.2
2	11.0
3	10.8
4	5.0
5	6.5
6	.8
7	30.3
Total	100

73. In the past week, how many days did you watch a news program on one of the cable news networks

	Percent of combined weighted survey
Don't know	1.6
0	31.9
1	8.5
2	8.4
3	10.7
4	3.4
5	6.3
6	1.7
7	27.5
Total	100

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

	Percent of combined weighted survey
Don't know	.9
0	56.2
1	6.1
2	6.0
3	6.9
4	2.6
5	6.1
6	.8
7	14.5
Total	100

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

	Percent of combined weighted survey
Don't know	.8
0	62.7
1	5.8
2	6.5
3	4.9
4	2.3
5	4.5
6	.5
7	12.0
Total	100

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

	Percent of combined weighted survey
Refused	.2
Don't know	.4
Yes	37.7
No	61.7
Total	100

77. Have you ever watched video clips about political candidates or elections that are available online? (LANDLINE SURVEY ONLY- N= 427)

	Percent of combined weighted survey
Don't know	.3
Yes	27.7
No	71.9
Total	100

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

	Percent of combined weighted survey
Refused	.2
Don't know	.7
0	63.2
1	4.4
2	5.6
3	4.5
4	1.5
5	2.7
6	1.2
7	16.0
Total	100

79. Have you ever visited a social networking site like Facebook, MySpace, or LinkedIn to get information about a candidate, or to sign up as a friend of a candidate or group? (LANDLINE SURVEY ONLY- N=457)

	Percent of combined weighted survey
Refused	.5
Don't know	.4
Yes	13.9
No	85.3
Total	100

80. How often do you watch television shows like the Daily Show with Jon Stewart or the Colbert Report? (LANDLINE SURVEY ONLY- N=489)

	Percent of combined weighted survey
Don't know	.6
Regularly	3.3
Sometimes	17.0
Hardly ever	16.7
Never	62.4
Total	100

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

	Percent of combined weighted survey
Refused	.6
Don't know	1.2
Own home	65.9
Pay rent	23.5
Something else	8.9
Total	100

83. Generally speaking do you consider yourself a Democrat, Republican, Independent, or what?
 PARTISANS: And would you consider yourself a strong or a not so strong?
 INDEPENDENTS: And would you say lean to the Democratic Party or Republican Party,
 or would you say you don't lean to either party?

	Percent of combined weighted survey
Refused	1.8
Don't know	3.1
Strong Democrat	25.0
Weak Democrat	15.6
Lean Democrat	4.8
Independent	18.6
Lean Republican	5.1
Weak Republican	15.7
Strong Republican	10.3
Total	100

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

	Percent of combined weighted survey
Refused	.8
Don't know	6.4
Very liberal	4.0
Liberal	13.5
Somewhat liberal	9.8
Moderate	21.5
Somewhat conservative	13.4
Conservative	20.7
Very conservative	9.9
Total	100

85. In what year were you born? (Age in Categories)

	Percent of combined weighted survey
18-24	14.2
25-34	17.5
35-44	17.5
45-54	19.5
55-64	15.1
65 and older	16.2
Total	

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

	Percent of combined weighted survey
Less than High School	19.7
High School	34.3
Some College	27.8
College	18.2
Total	

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

	Percent of combined weighted survey
Refused	.3
White	64.4
Hispanic	.9
African-American	32.8
Asian	.1
Other	1.4
Total	

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

	Percent of combined weighted survey
Refused	.3
Don't know	.7
Christian	84.0
Jewish	.2
Muslim	.0
Agnostic	1.5
Atheist	.4
Something else	12.8
Total	100

89. Do you generally consider yourself Protestant, Catholic, nondenominational, or something else? ($N = 767$)

	Percent of combined weighted survey
Don't know	1.4
Protestant	25.3
Catholic	33.1
Nondenominational	16.5
Something else	23.6
Total	100

90. Do you generally consider yourself evangelical or born again? ($N = 767$)

	Percent of combined weighted survey
Refused	.3
Don't know	6.8
Yes	59.2
No	33.7
Total	100

91. 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

	Percent of combined weighted survey
Refused	.5
Don't know	.7
Never	11.5
About once a year	3.3
A few times a year	13.1
Once a month	7.4
About twice a month	12.8
Once a week or more	50.6
Total	100

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

	Percent of combined weighted survey
Employed full-time	47.9
Employed part-time	7.5
Retired	16.9
Unemployed and looking for work	10.0
Not employed and not looking for work	8.8
On disability (volunteered)	8.9
Total	100

93. How worried are you about the security of your current job or employment situation- would you say you are very, somewhat, not very, or not at all worried?

	Percent of combined weighted survey
	FULL TIME ONLY
Don't know	.4
Very worried	8.8
Somewhat worried	25.8
Not very worried	19.5
Not at all worried	45.5
Total	100.0

94. 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.

	Percent of combined weighted survey
Under \$10,000	11.2
\$10,000-\$19,999	14.8
\$20,000-\$29,999	12.6
\$30,000-\$39,999	10.9
\$40,000-\$49,999	9.3
\$50,000-\$74,999	16.2
\$75,000-\$99,999	9.9
\$100,000 or more	15.1
Total	100.0

95. Record Gender

	Percent of combined weighted survey
Male	45.1
Female	54.9
Total	100