



## Public Policy Research Lab

# Support/Opposition for the Proposed City of St. George in East Baton Rouge Parish

Prepared by

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Partially Sponsored by the

**Manship School of Mass Communication**

**Louisiana State University**

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**FULL REPORT**

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# SURVEY INTRODUCTION

The mission of the Public Policy Research Lab (PPRL) at LSU is to promote public discourse through the analysis of public opinion. PPRL strives to analyze public opinion on the hyper-local level (parish), locally (state-wide and Gulf coast region), and nationally. One of the biggest issues affecting the parish of East Baton Rouge Louisiana is the push to create a new city, the City of St. George, in the unincorporated south and southeastern section of East Baton Rouge Parish.

In order to fulfill our mission of promoting public discourse, PPRL decided to survey registered voters in East Baton Rouge parish to gather their opinion on the issue.

PPRL funded this project internally, and with partial contribution from theanship School of Mass Communication at LSU.

In the interests of full disclosure PPRL would like to point out that this survey was in no way commissioned by either side of the contentious City of St. George issue, nor was either side involved in structuring the survey questionnaire or this report. Again, in the interests of full disclosure we should point out that PPRL Operations Manager Michael Climek lives in the proposed City of St. George area, as does current PPRL Director Dr. Kirby Goidel, though both parties have no personal opinion on the issue. Also, PPRL deputy director, Dr. Belinda Davis, has actively and vocally opposed the City of St. George movement in the past. As a result, Dr. Davis was purposefully not involved in writing the survey questionnaire nor writing this report.

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

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# ABOUT PPRL

## 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** is a joint effort between the LSU Manship School of Mass Communication and the LSU College of Humanities and Social Sciences.

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

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

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# EXECUTIVE SUMMARY

## St. George Support and Awareness

- In East Baton Rouge (EBR) Parish, just over 1 in 4 registered voters (28.6%) support the City of St. George movement, whereas 1 in 2 residents are opposed (49.5%) and 1 in 5 residents (21.3) are unsure.
  - Support is higher amongst residents of the proposed City of St. George, at 39.7%, with 34.9% in opposition, and 1 in 4 (24.5%) are unsure.
    - Both sides of the issue may find this information encouraging as there is still substantial movement possible amongst unsure voters, which could flip either side over the 50% mark.
- Not all registered voters in EBR Parish were aware of the St. George issue. 45% of the voters were very aware, 22% were somewhat aware, and nearly 1 in 3 (32.3%) were not at all aware.
  - Voters who live in the proposed St. George area were more likely to be aware; 58% were very aware, 25% were somewhat aware.
- There is confusion about the St. George area's unincorporated status. The proposed city of St. George is not part of any city. It is unincorporated. However...
  - Over 1 in 2 voters in EBR Parish (53.1%) incorrectly believe the area IS part of the city of Baton Rouge, 30.5% say the area is not part of any city, and 16.1% are not sure.
  - Numbers are roughly even amongst St. George area voters (51%) and non-St. George area voters (54.5%) saying the area IS part of the city of Baton Rouge.
  - St. George area voters are more likely to correctly identify that the area is unincorporated (39.8%) compared to in non-St. George (24.3%).
- Voters in EBR Parish think the St. George creation would be bad for the parish overall.
  - Nearly 3 out of 5 residents (59%) think it would be bad for the parish overall.
- Voters in EBR Parish think the St. George creation would be bad for the city of Baton Rouge, with over 3 out of 5 (62.5%) of voters saying it would be bad.
  - Numbers are even amongst St. George area voters (62.2%) and non-St. George voters (62.7%).
- Though voters do think the City of St. George would good for residents of St. George with nearly 1 in 2 residents (49.4%) saying it would be good for the residents of the area.
  - The sentiment is higher amongst St. George residents (53.1%) but not by much compared to non-St. George residents (46.9%).
- There is apparently some confusion over the boundaries of the proposed area.
  - 14.4% of non-St. George residents think they live in the area.
  - 11.6% of residents in St. George think they do not live in the area.

## Overall Thoughts on the Parish

- Over 1 in 2 voters in EBR Parish think the parish is heading in the right direction overall. The number is even amongst St. George and Non-St. George voters. Less than 1 in 3 (30.3%) think the Parish is headed in the wrong direction, with the remainder unsure.
- When asked an opened-ended question, what was the single biggest issue facing the Parish – Crime/Drugs was the number 1 response (40.5%) followed by Education (29.8%) and Infrastructure (10.8%).
  - Despite the fact that the St. George issue began as a movement to create a separate school district, St. George voters are only slightly more likely than non-St. George voters to say Education.
- EBR voters recognize that the parish is performing well compared to other parishes in the state. More than 2 out of 5 voters say the EBR economy is doing better than other parishes in the state (44.9%) and just less than 2 out of 5 say the economy is about the same (39.8%).
  - St. George voters are slightly more likely to say better (50.2%) than non-St. George voters (41.3%).

## Demographic Differences

- St. George area voters are far more likely to identify as Republican (49.7%) compared to non-St. George voters (17.5%).
  - Correspondingly non-St. George area voters are more likely to identify as Democrat (49.5%) compared to St. George voters (23.5%).
- Amongst parents with a child under 18 in the home, 41.1% of St. George voters report that they have a child in public school, compared to 73% of non-St. George voters.
- Amongst parents with a child under 18 in the home, 65.7% of St. George voters report that they have a child in private school, compared to 19.3% of non-St. George voters.
- The racial differences between the two geographic areas are stark.
  - St. George area voters are 77.9% white, and 16.3% African American.
  - Non-St. George area voters are 35.3% white and 60.3% African American.
- There is an income disparity amongst voters between areas. 41.6% of St. George residents report a household income over \$75,000. For reference, 24.7% of non-St. George residents report a household income over \$75,000.

### ***Survey Methodology***

*About the Survey:* The City of St. George Survey used registered voter sample of voters who are registered to vote in East Baton Rouge Parish Louisiana. The sample was randomly generated by the sample vendor from established registered voter sample. The results presented here have been weighted to reflect current registered voter population demographics as reflected in the most recent available voter registration data for the parish. The combined survey includes 1097 randomly selected registered voters.

The registered voter data provided by the sample vendor contains individual names and addresses. We asked the sample vendor to mark, via their own mapping software, whether a respondent's address was within the proposed limits of the City of St. George. We spoke to 465 registered voters who live in the proposed City of St. George area. When we refer to City of St. George residents later in the report, be aware that it is not self-reported, it is supplied by the sample vendor, and matched to the respondent's address.

Interviews were conducted from October 24<sup>th</sup> to November 12<sup>th</sup> 2013. The overall survey has a margin of error of +/- 2.95 percentage points.

In Table 1, we present the basic demographics for the population and the weighted sample. Our raw data was weighted by Race, Sex, and Age to be representative of the registered voter population of the parish as a whole.

Table 1: Comparison of Unweighted Survey Data - Registered Voter Population in EBR Parish and St. George Survey Weighted Survey Sample Estimates

	<b>Unweighted Survey Data</b>	<b>Registered Voter Overall Population in EBR parish</b>	<b>St. George Survey Weighted Estimate of Registered Voters</b>
<b>Gender</b>			
Male	39.6	44.3	44.2
Female	60.4	55.7	55.8
<b>Race</b>			
White	71.6	52.7	52.4
Black	24.5	42.9	42.6
Other	3.9	4.5	4.4
<b>Age</b>			
21-34	1.8	29.4	29.2
35-44	6.6	16.9	16.8
45-54	15.0	17.7	17.7
55-64	25.3	17.8	17.8
65+	51.3	18.2	18.4

## St. George Support and Awareness

### Support:

In East Baton Rouge (EBR) Parish, just over 1 in 4 registered voters (28.6%) support the City of St. George movement, whereas 1 in 2 residents are opposed (49.5%) and 1 in 5 residents (21.3%) are unsure.

Support is higher amongst residents of the proposed City of St. George, at 39.7%, with 34.9% in opposition, and 1 in 4 (24.5%) are unsure.

Both sides of the issue may find this information encouraging as there is still substantial

movement possible amongst unsure voters, which could flip either side over the 50% mark.

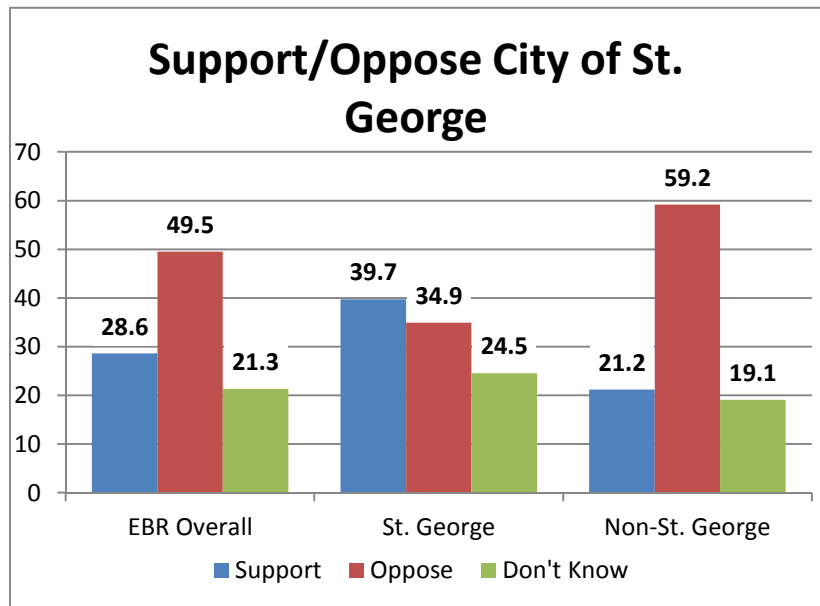
Opposition is very strong among the non-St. George voters, at 59.2%, though 21.2% of voters support the creation of the new city.

Voters who believe that the City of St. George is part of the city of Baton Rouge are more likely to oppose the move (52.3%) compared to voters who know the area is unincorporated (42% opposition.) There are strong differences along racial lines with 72.3% of African Americans opposing the new city, compared to 33.1% of Caucasians in opposing. For reference 44.3% of Caucasian voters support the movement, compared to 8.2% of African Americans.

Men (39.1%) are more likely than women (20.3%) to support the city creation. And women (58.4%) are much more likely than men (38.1%) to oppose the creation of the City of St. George.

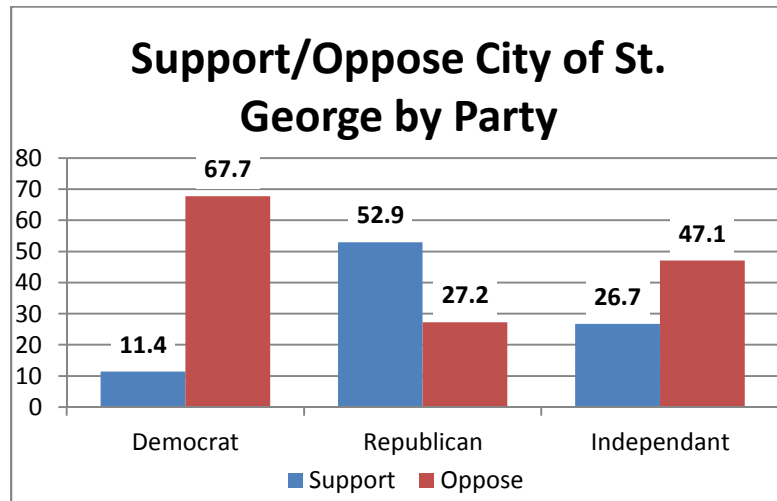
The media appears to play a role in interpretation of the issue. Those who say they pay a “great deal of attention” to local news are much more likely (60.9%) to oppose the city of St. George, compared to those who pay “some attention” (42.7%) and “not very much attention” (31.9%).

In terms of race 44.3% of Caucasian voters support the City of St. George, with 33.1% opposing, and 21.5% saying they don’t know. Though only 8.2% of African American voters support the City of St. George with 72.3% in opposition, and 19.4% saying they don’t know.





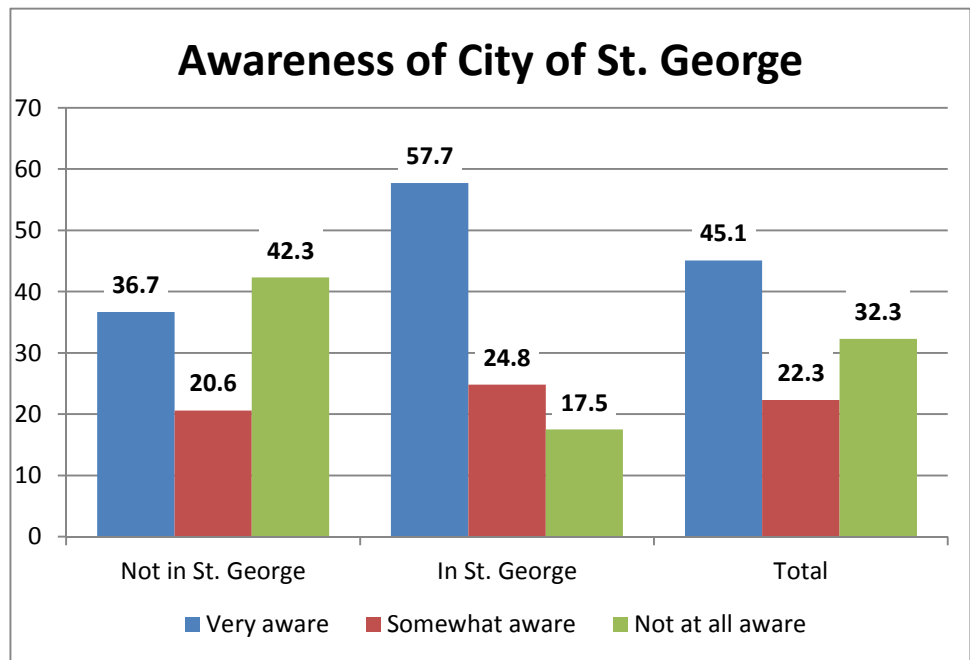
Party lines make a big difference. Democrats are not likely to support the City of St. George, whereas Republicans are.



**Awareness:**

Not all registered voters in EBR Parish were aware of the St. George issue. 45% of the voters were very aware, 22% were somewhat aware, and nearly 1 in 3 (32.3%) were not at all aware. Voters who live in the proposed St. George area were more likely to be aware; 58% were very aware, 25% were somewhat aware.

More educated respondents were more likely to say they were “very aware” of the issue; 71.4% for those with an Advanced Degree, 41.1% for those with some grad school, and 53.8% for those with a college degree. Those with some college (31.7%), a high school diploma (37.1%), or less than high school (8%) were less likely to say they were “very aware” of the issue.



Income also played a role in awareness, the higher the income, the more likely the respondent was “very aware” of the issue. 70.2% of those with a household income between 100K-199K said they were “very aware” and 64.6% of those with a household income between 75K and 99K said they

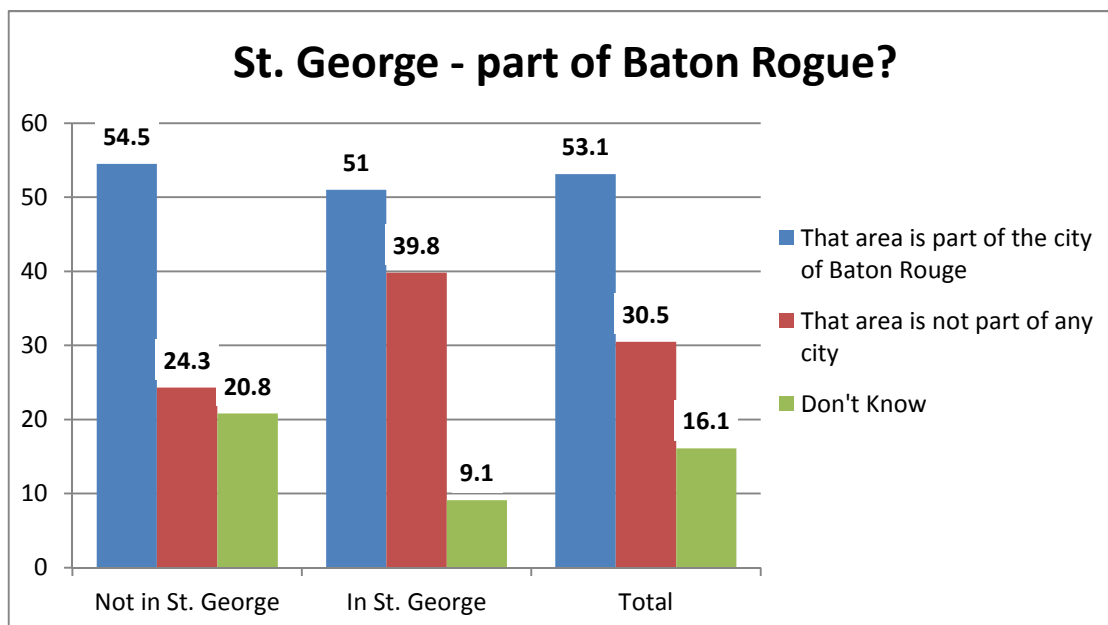
were “very aware”, compared to 35.3% for those with a household income of 40K-49K, and 27.1% for those in the 30K to 39K range.

Men (59.5%) were more likely than women (33.7%) to say they were “very aware” of the issue.

Respondents who say they get most of their local news from newspaper (62.8%) were more likely to say they were “very aware” of the issue compared to those who get most of their local news from TV (37.2%) or the internet (44.1%).

And finally respondents who own their own home were more likely to say they were “very aware” of the issue (56.9%) compared to those who rent (20.4%).

### **Part of Baton Rouge?:**

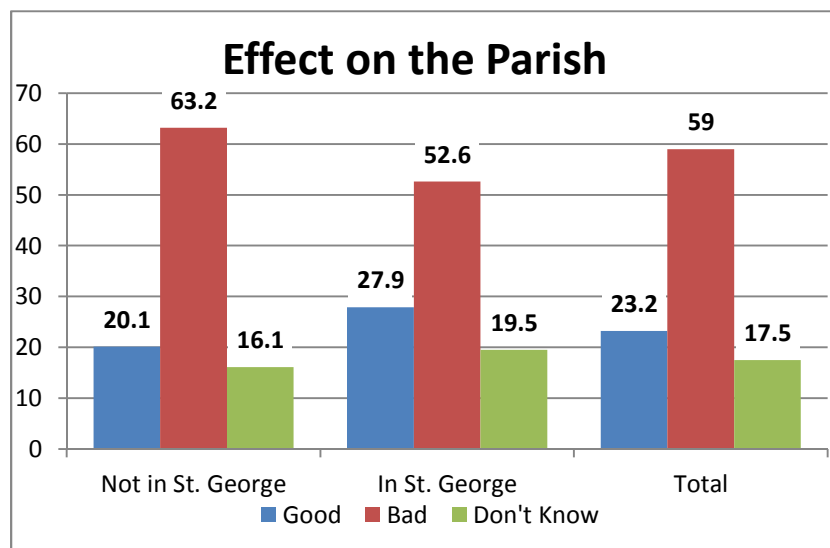


There is confusion about the St. George area’s unincorporated status. The fact is that the proposed city of St. George is not part of any city. It is unincorporated. However over 1 in 2 voters in EBR Parish (53.1%) incorrectly believe the area IS part of the city of Baton Rouge. Numbers are roughly even amongst St. George area voters (51%) and non-St. George area voters (54.5%). St. George area voters are more likely to correctly identify that the area is unincorporated (39.8%) compared to non-St. George (24.3%).

Supporters of the St. George movement (49.6%) are far more likely than opponents (26%) to correctly identify that the area is not currently part of any city.

Men (36.9%) were more likely than women (25.5%) to correctly identify that the area is not part of any city.

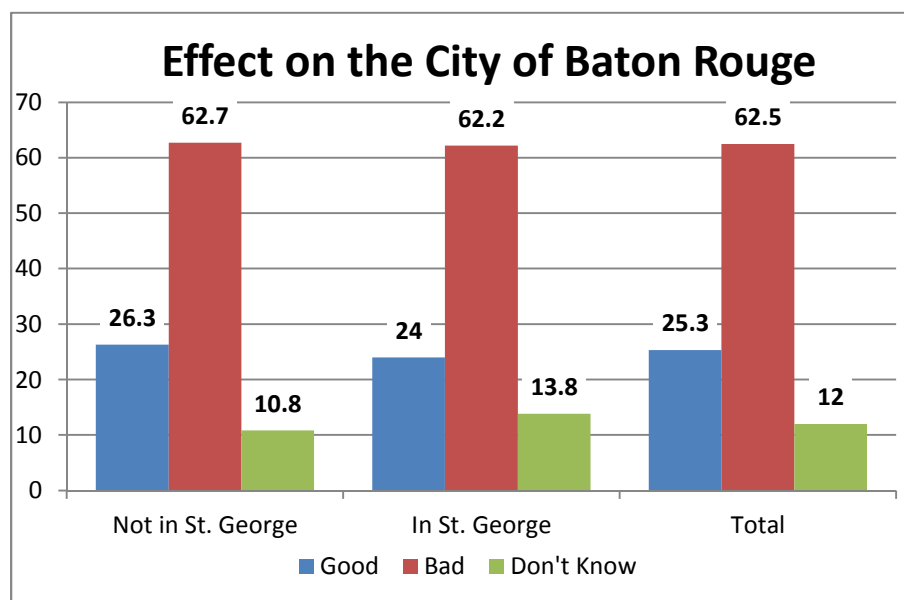
**Good or Bad for the Parish/City:**



One of the few things both geographic areas agree on is the view that the creation of the City of St. George might be bad for the parish overall, and definitely bad for the city of Baton Rouge.

However that sentiment changes with support/opposition to the movement. Amongst supporters of the City of St. George movement, 60.5% say

the city would be good for EBR parish as whole, compared to only 6.1% of opponents. For reference, 27.2% of St. George supporters say it would be bad for EBR parish as a whole, compared to 82% of opponents.



When it comes to the city of Baton Rouge, 45.7% of supporters of the City of St. George movement say it would be good for the city of Baton Rouge, with 44.2% of supporters saying it would be bad. Without putting a judgment on the belief, this suggests that some St. George supporters are aware that the move might be bad for the city

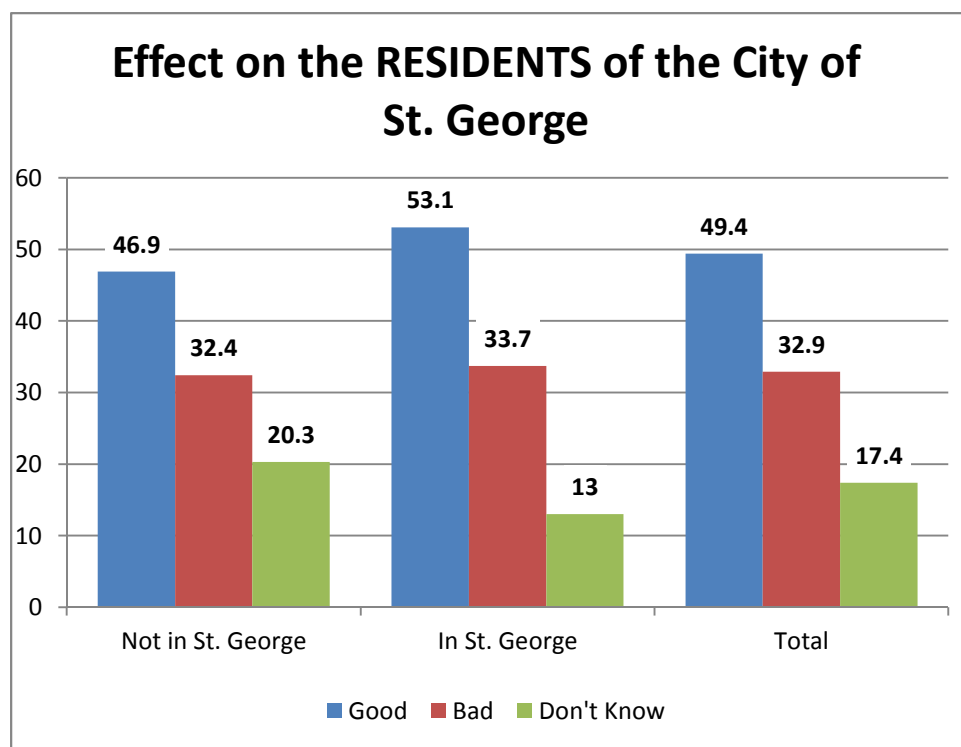
of Baton Rouge, and they are ok with it. In a way this makes sense, as St. George isn't part of the city of Baton Rouge, so they believe the problems of Baton Rouge are arguably not the concern of St. George residents.

For reference only 11.3% of those who oppose the city of St. George movement say the creation of St. George would be good for Baton Rouge, with 82.8% saying it would be bad.

### Good/Bad for Residents of St. George?:

Again both geographic areas agree that the move might be good for the residents of the St. George area. Nearly 1 in 2 residents (49.4%) saying it would be good for the residents of the area. The sentiment is higher amongst St. George residents (53.1%) but not by much compared to non-St. George residents (46.9%).

Logically 92.9% of supporters of the St. George movement say the move would be good for residents of the area. For reference, 33% of opponents say the move would be good for residents of the area, though 49.5% say it would be bad.



Caucasian respondents (62%) are more likely than African American (34.6%) respondents to say it would be good for residents of St. George.

Men (58.2%) are more likely than women (42.3%) to say the city creation would be good for residents of St. George.

Those who get most of their local news from the internet

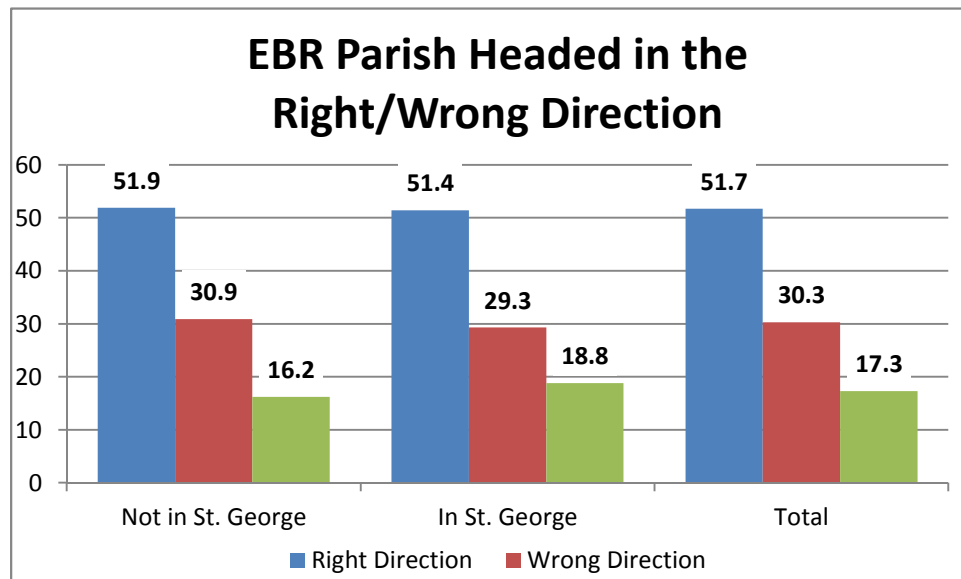
(61.2%) or newspapers (53%) are more likely than those who get their local news from TV (41.9%) to say it would be good for residents of the area.

And voters who identify as Republican (65.4%) are more likely to say it would be good for residents of the area than those who identify as Democrat (37.5%).

## Overall Thoughts on the Parish

### Right/Wrong Direction

Over 1 in 2 voters in EBR Parish think the parish is heading in the right direction overall. The number is even amongst St. George and Non-St. George voters. Less than 1 in 3 (30.3%) think the



Parish is headed in the wrong direction, with the remainder unsure.

The “Parish is heading in the right direction” number is also roughly even amongst supporters of the St. George movement (56%) and opponents of the St. George movement (48.6%).

The “Parish is heading in the right direction” number is also roughly even along racial lines between Caucasians (54.8%) and African Americans (49.2%).

A difference does appear in media consumption; 3 out 4 people (75.1%) who pay “no attention at all” to local news say the parish is headed in the right direction, compared to 44.8% of those who pay a “great deal of attention” to local news. Those who get most of their local news from the internet (65.5%) or newspapers (59.1%) say the parish is headed in the right direction, compared to (42.4%) who get most of their local news from TV.

Finally 51.1% of Republicans and 53% of Democrats say the parish is headed in the right direction, while it’s Independents (66.7%) who are more likely to say the parish is headed in the right direction.

### Single Most Important Problem:

When asked an opened-ended question, what was the single biggest issue facing the Parish – Crime/Drugs was the most prevalent response (40.5%) followed by Education (29.8%) and then Infrastructure (10.8%). Despite the fact that the St. George issue began as a movement to create a separate school district St. George area voters (32.9%) are only slightly more likely than non-St. George area voters (27.53%) to say Education is the number 1 problem facing the parish. Even more surprisingly the roughly equal percentages hold true for supporters of St. George (30%) and opponents (29.4%) saying Education is the number 1 problems. In all instances, Crime/Drugs is the most prevalent answer, followed by Education.

**Louisiana compared to the Country:**

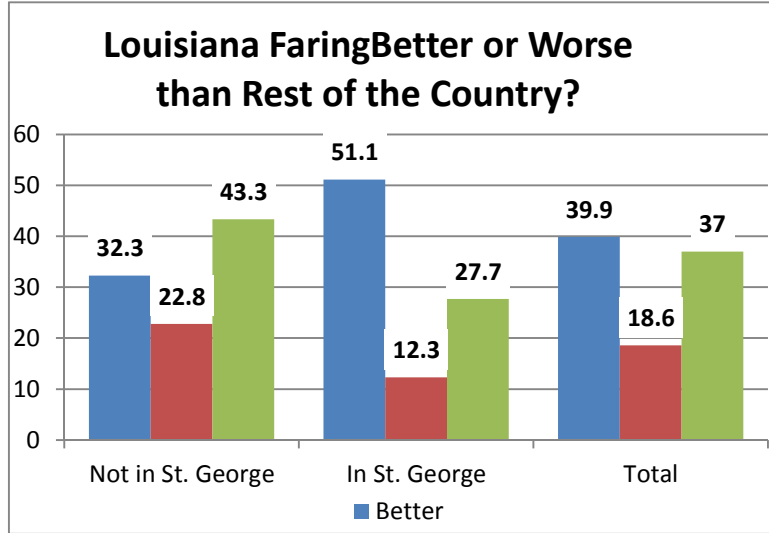
EBR voters say the Louisiana state economy is faring better than the rest of the country (39.9%) or about the same (37%). St. George area voters are more likely to say better (51.1%) than non-St. George area voters (32.3%).

Men (57.1%) are much more likely than women (26.2%) to think Louisiana is faring better than the rest of the country.

Those who pay a “great deal of attention” to local news (41.8%) are more likely than those who pay “no attention” (7.3%) to say the Louisiana economy is faring better than the rest of the country.

Home owners (48.2%) are much more likely than renters (12.5%) to say the Louisiana economy is faring better than the rest of the country.

Caucasian (53.5%) voters in EBR Parish are more likely than African Americans (23.6%) to say the Louisiana economy is faring better than the rest of the country.



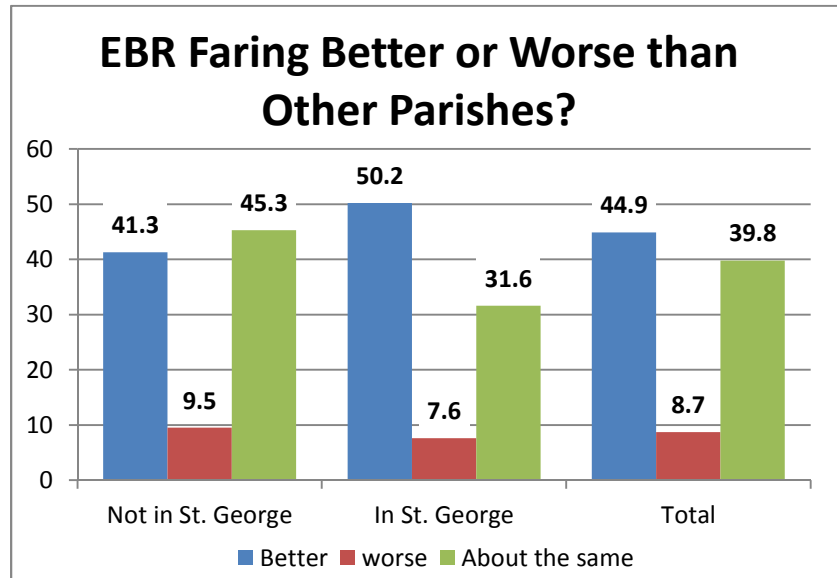
**EBR compared to other Parishes in the State:**

EBR voters recognize that the economy of the parish is performing well compared to other parishes in the state. More than 2 out of 5 voters say the EBR economy is doing better than other parishes in the state (44.9%) and just less than 2 out of 5 say the economy is about the same (39.8%). St. George area voters are slightly more likely to say better (50.2%) than non-St. George voters (41.3%).

St. George supporters (52.6%) are more likely than opponents (39.8%) to say that EBR parish is performing better than other parishes in the state.

Caucasian voters (57.6%) are more likely than African Americans (29%) to say that EBR parish is performing better than other parishes in the state.

Men (54.3%) are more likely than women (37.4%) to say that the EBR economy is performing better than other parishes.



EBR voters who pay “a great deal of attention” to local news (52.1%) are more likely than those who pay “no attention at all” to local news (11.9%) to say the parish economy is doing better than other parishes.

No demographics have a high percentage of saying that the EBR economy is doing worse than other parishes in the state.

## Demographic Differences

### Party Lines:

St. George voters are far more likely to identify as Republican (49.7%) compared to non-St. George voters (17.5%). Correspondingly non-St. George area voters are more likely to identify as Democrat (49.5%) compared to St. George voters (23.5%).

### Home Ownership:

St. George area voters are more likely to report that they own their home (81%) compared to non-St. George area voters (66.2%).

### Marriage:

St. George area voters are more likely to be married (67.3%) compared to non-St. George area voters (41.2%). For reference, delaying or choosing not to partake in marriage is commonly tied to income inequality and/or poverty.<sup>12</sup>

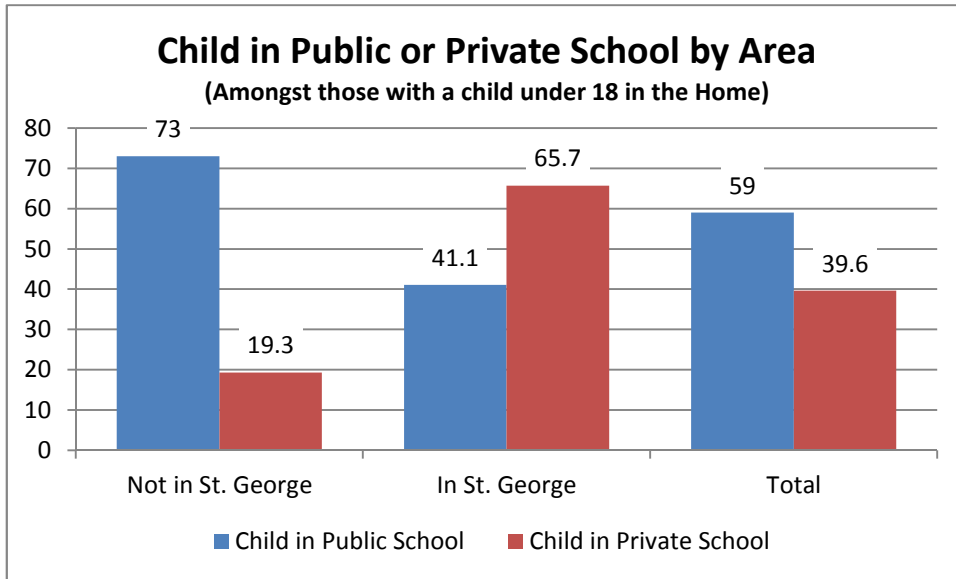
<sup>1</sup> <http://www.sciencedirect.com/science/article/pii/S0094119002005181>

<sup>2</sup> <http://www.wiley.com/WileyCDA/PressRelease/pressReleaseId-104097.html>

Married respondents (70.8%) are more likely to support the City of St. George than single respondents (11.2%)

**Children at Home:**

Amongst parents with a child under 18 in the home, 41.1% of St. George area voters report that



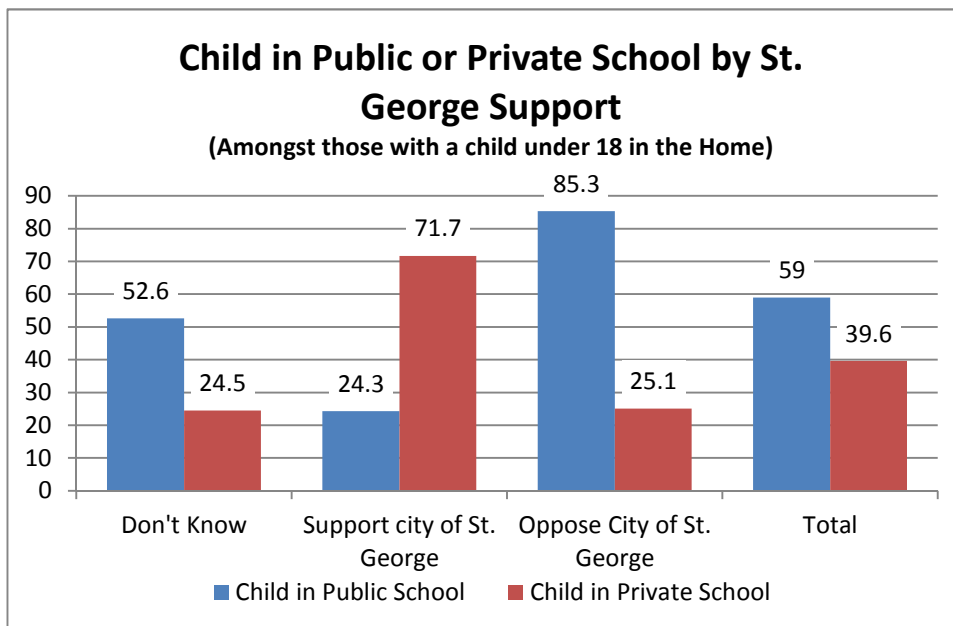
they have a child in public school, compared to 73% of non-St. George voters.

Amongst parents with a child under 18 in the home, 65.7% of St. George voters report that they have a child in private school, compared to 19.3% of non-St. George area voters.

Among parents who support the city of St. George, 71.7% report that they have a child in Private School, and 24.3% have a child in public school.

Among parents who oppose the city of St. George 85.3% have a child in public school, and 25.1% have a child in private school.

Among parents who



As a reminder, these stats are not mutually exclusive, as parents with several children in the home could have one child in public school and another child in private school.



**Race:**

The racial differences between the two geographic areas are stark. St. George area voters are 77.9% white, and 16.3% African American. Non-St. George area voters are 35.3% white and 60.3% African American.

**Religion:**

Religious differences were surprising. Amongst voters who identify as Christian, St. George area voters are much more likely to be Catholic (53.6%) compared to non-St. George voters (22.4%).

**Income:**

There is an income disparity amongst areas. 41.6% of St. George residents report a household income over \$75,000. For reference, 24.7% of non-St. George residents report a household income over \$75,000.

# THE SURVEY INSTRUMENT & FREQUENCIES

*About the Survey:* The City of St. George Survey used registered voter sample of voters who are registered to vote in East Baton Rouge Parish Louisiana. The sample was randomly generated by the sample vendor from established registered voter sample. The results presented here have been weighted to reflect current registered voter population demographics as reflected in the most recent available voter registration data for the parish. The combined survey includes 1097 randomly selected registered voters. Registered voter files provided by the sample vendor contain individual names and addresses. We asked the sample vendor to mark, via their own mapping software, whether a respondent’s address was within the proposed limits of the City of St. George. We spoke to 465 registered voters who live in the proposed City of St. George area. When we refer to City of St. George residents later in the report, be aware that it is not self-reported, it is supplied by the sample vendor, and matched to the respondent’s address.

Interviews were conducted from October 24<sup>th</sup> to November 12<sup>th</sup> 2013. The overall survey has a margin of error of +/- 2.95 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 East Baton Rouge Parish?

<b>Direction of the Parish (N = 1,097)</b>	<b>%</b>
Right direction	51.7
Wrong direction	30.3
Don't Know	17.3
Refused	0.8
Total	100

- 2) In your opinion, what do you think is the SINGLE most important problem facing East Baton Rouge Parish? [OPEN - ENDED]

*These are hand coded and results will not add to 100% as responses could contain more than 1 issue, despite our instruction to limit the answer to one single issue.*

*Also – Results of this question are NOT weighted. This question represents only voters we talked to it is not representative of the entire registered voter population of the parish as a whole.*

<b>Single Most Important Problem (N = 1097)</b>	<b>Total</b>	<b>St. George (N=465)</b>	<b>Not St. George (N=632)</b>
Crime / Drugs	40.5%	40.65%	40.35%
Education	29.8%	32.90%	27.53%
Infrastructure	10.8%	10.75%	10.92%
Politics / Corruption	6.0%	5.59%	6.33%
Economy	4.7%	3.44%	5.70%
Healthcare	1.8%	0.86%	2.53%
Poverty / Welfare	1.5%	1.08%	1.90%
St. George City Proposal	0.5%	0.65%	0.47%
Other	2.6%	2.37%	2.69%
Don't Know	5.7%	5.16%	6.17%

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

<b>State vs. Country Comparison (N = 1097)</b>	<b>%</b>
Better	39.9
Worse	18.6
About the Same	37.0
Don't Know	4.5
Total	100

- 4) And how do you think the Economy in East Baton Rouge Parish compares relative to other parishes in Louisiana? Do you think East Baton Rouge Parish is currently faring better than other parishes in the state, worse than other parishes or about the same?

<b>For the economy: is EBR faring better or worse than LA? (N = 1097)</b>	<b>%</b>
Better	44.9
Worse	8.7
About the same	39.8
Refused	0
Don't Know	6.6

- 5) Before this survey, how aware were you of a movement to turn the south & and southeastern area of East Baton Rouge Parish, into a separate city called The City of St. George?

<b>Before now how aware were you of the St. George movement? (N = 1097)</b>	<b>%</b>
Very aware	45.1
Somewhat aware	22.3
Not at all aware	32.3
Don't Know	0.2

- 6) To the best of your knowledge, is the south and southeastern area of East Baton Rouge Parish part of the CITY of Baton Rouge, or is it an unincorporated area that is not part of any city?

<b>Is the southeast area of EBR part of the CITY of Baton Rouge or unincorporated? (N = 1097)</b>	<b>%</b>
That area is part of the city of Baton Rouge	53.1
That area is not part of any city	30.5
Refused	0.2
Don't Know	16.1

- 7) Do you support or oppose the movement to make the south and southeastern area of East Baton Rouge Parish its own city, called the city of St. George, while still remaining part of East Baton Rouge Parish?

<b>Support or oppose SE EBR becoming St. George? (N = 1097)</b>	<b>%</b>
Support	28.6
Oppose	49.5
Refused	0.7
Don't Know	21.3

- 8) If the south and southeastern area of East Baton Rouge Parish became a new city - do you think it would be good or bad for EAST BATON ROUGE PARISH overall?

<b>Would St. George be good or bad for EBR as a whole? (N = 1097)</b>	<b>%</b>
Good	23.2
Bad	59
Refused	0.4
Don't Know	17.5

- 9) If the south and southeastern area of East Baton Rouge Parish, became a new city - do you think it would be good or bad for THE CITY OF BATON ROUGE overall?

<b>Would St. George be good or bad for the city of Baton Rouge? (N = 1097)</b>	<b>%</b>
Good	25.3
Bad	62.5
Refused	0.1
Don't Know	12

10) If the south and southeastern area of East Baton Rouge Parish, became a new city - do you think it would be good or bad overall for the RESIDENTS OF that area?

<b>Would St. George be good or bad for RESIDENTS in the area becoming St. George? (N = 1097)</b>	<b>%</b>
Good	49.4
Bad	32.9
Refused	0.4
Don't Know	17.4

11) If the south and southeastern area of East Baton Rouge Parish, became a new city - do you think it would be good or bad overall for the RESIDENTS OF the CITY OF BATON ROUGE?

<b>Would St. George be good or bad for the RESIDENTS of the city of Baton Rouge? (N = 1097)</b>	<b>%</b>
Good	21.4
Bad	61.5
Refused	0.4
Don't Know	16.7

12) To the best of your knowledge, do you live in the south and southeastern area of East Baton Rouge Parish that would make-up the proposed City of St. George?

*REMINDER - this was NOT what we used to determine whether the respondent actually does live in the proposed City of St. George limits. We used the respondent's actual address in their registered voter file.*

*This question was intended to gauge how well residents knew the limits of the proposed City of St. George.*

<b>Do you live in the proposed St. George area? (N = 1096)</b>	<b>%</b>
Yes	41.9
No	53.1
Don't Know	5

13) Would you say you pay a great deal of attention, some attention, not very much attention, or no attention at all to news about LOCAL government?

<b>How much attention do you pay to local news? (N = 1097)</b>	<b>%</b>
Great Deal of Attention	39.7
Some Attention	46.3
Not very much attention	11.1
No attention at all	2.5
Don't Know	0.4

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

<b>Where do you get most of your local news? (N = 1097)</b>	<b>%</b>
Television	47.7
Newspapers	20.8
Radio	5.9
Internet	24.4
Refused	0.2
Don't Know	1

15) In the past week, how many days did you read a local newspaper?

Mean: 3.1367

<b>Last week: days read newspaper (N = 1097)</b>	<b>%</b>
0	30.8
1	12.6
2	8.8
3	7.2
4	3.4
5	4.6
6	0.3
7	31.7
Don't Know	0.5

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

Mean: 4.6934

<b>Last week: days watch local TV news (N = 1097)</b>	<b>%</b>
0	10
1	8.8
2	7.2
3	7.2
4	4.7
5	13.9
6	0.7
7	47.3
Refused	0
Don't Know	0.2

17) In the past week, how many days did you listen to a local news program on radio?

Mean: 2.4032

<b>Last week: days listened to local news radio program (N = 1097)</b>	<b>%</b>
0	47
1	6.7
2	9.5
3	3.5
4	2
5	9.2
6	0.9
7	20.4
Don't Know	0.8



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

Mean: 2.6375

<b>Last week: days read local news online (N = 1097)</b>	<b>%</b>
0	38.4
1	10.5
2	9.1
3	5.7
4	7.4
5	6.6
6	0.6
7	21.6
Refused	0
Don't Know	0.2

19) Generally speaking do you consider yourself a Democrat, Republican, Independent, or what?

<b>Party (N = 1097)</b>	<b>%</b>
Democrat	39.1
Republican	30.4
Independent	22.2
Other	4.8
Refused	1.4
Don't Know	2.1

20) *[for democrats and republicans]* Would you consider yourself a strong or a not so strong (Democrat or Republican)?

<b>Strong/not strong party member (N = 788)</b>	<b>%</b>
Strong	69.6
Not Strong	28.3
Refused	0.4
Don't Know	1.7

21) *[for independents]* Would you say, you lean to the Democratic Party or Republican Party, or would you say you don't lean to either party?

<b>Lean to either party? (N = 309)</b>	<b>%</b>
Democrat	35.4
Republican	21.4
Independent	38.3
Refused	4.3
Don't Know	0.6

22) In what year were you born?

<b>age group (N = 1097)</b>	<b>%</b>
21-34	29.2
35-44	16.8
45-54	17.7
55-64	17.8
65+	18.4
Total	100

23) Do you own your own home, pay rent, or something else?

<b>Own or rent you home? (N = 1097)</b>	<b>%</b>
Own home	72.2
Pay rent	13.3
Something else	13.9
Refused	0.6
Don't Know	0.1

24) And do any children under the age of 18 currently reside in your household?

<b>Any children under 18 in Household (N = 1097)</b>	<b>%</b>
Yes	39.8
No	59.6
Refused	0.6

25) How many children under the age of 18 currently reside in your household?

*[Remember results are weighted. So 39.8% of 1097 is NOT 185.]*

Mean: 1.8617

<b># of children under 18 (N = 185)</b>	<b>%</b>
1	37.2
2	42.8
3	17.5
4	1.4
5	0.2
6	0.3
7	0.3
Refused	0.2

26) Do any of these children attend a public school in Louisiana?

<b>Any children attending public school in LA (N = 185)</b>	<b>%</b>
Yes	59
No	41
Total	100

27) Do any of these children attend a private school in Louisiana?

<b>Any children attending private school in LA (N = 185)</b>	<b>%</b>
Yes	39.6
No	60.4
Total	100

28) Which of the following categories best describes your level of education?

<b>Highest level of education (N = 1097)</b>	<b>%</b>
< 9th Grade	0.5
9-11 Grade	3.8
High School Diploma	10.5
Some college/vocational school	32
4-year college	29.2
Some grad work	7.2
Advanced Degree	16.8
Refused	0.1
Don't Know	0.1

29) What is your current marital status?

<b>Marital Status (N = 1097)</b>	<b>%</b>
Married	51.6
Single	31.3
Divorced	9.1
Separated	0.5
Widowed	7
Refused	0.4
Don't Know	0.1

30) Are you of Hispanic, Latino, or Spanish origin?

<b>Hispanic (N = 1097)</b>	<b>%</b>
Yes	2.6
No	97.1
Refused	0.3
Don't Know	0.1

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

<b>Race (N = 1097)</b>	<b>%</b>
White	52.4
African American	42.6
Asian	0.1
Other	4.3
Refused	0.4
Don't Know	0.1

32) Is your religious preference Christian, Jewish, Muslim, Agnostic, Atheist, or something else?

<b>Religion (N = 1097)</b>	<b>%</b>
Christian	82.9
Jewish	0.4
Muslim	0.1
Agnostic	4
Atheist	1
Something Else	10.1
Refused	1.2
Don't Know	0.4

33) Do you generally consider yourself Protestant, Catholic, nondenominational, or something else?

<b>Christian Denomination? (N = 953)</b>	<b>%</b>
Protestant	24.5
Catholic	34.7
Nondenominational	13.4
Something Else	27.1
Refused	0
Don't Know	0.2

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

<b>Employment status (N = 1097)</b>	<b>%</b>
Employed Full-time	52.4
Employed Part-time	15.9
Retired	21.7
Unemployed and looking for work	4.8
Not employed and not looking for work	2.5
On Disability [volunteered]	2.1
Total	100
Refused	0.5
Don't Know	0.1

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

<b>Income (N = 1097)</b>	<b>%</b>
Refused	21.9
Don't Know	5.8
<10k	3.3
10k-19999	5.3
20k-29999	7.2
30k-39999	7.1
40k-49999	7.7
50k-74999	10.2
75k-99999	9.5
100k-199999	17.1
200k+	4.8

36) Gender

<b>Gender (N = 1097)</b>	<b>%</b>
Male	44.2
Female	55.8